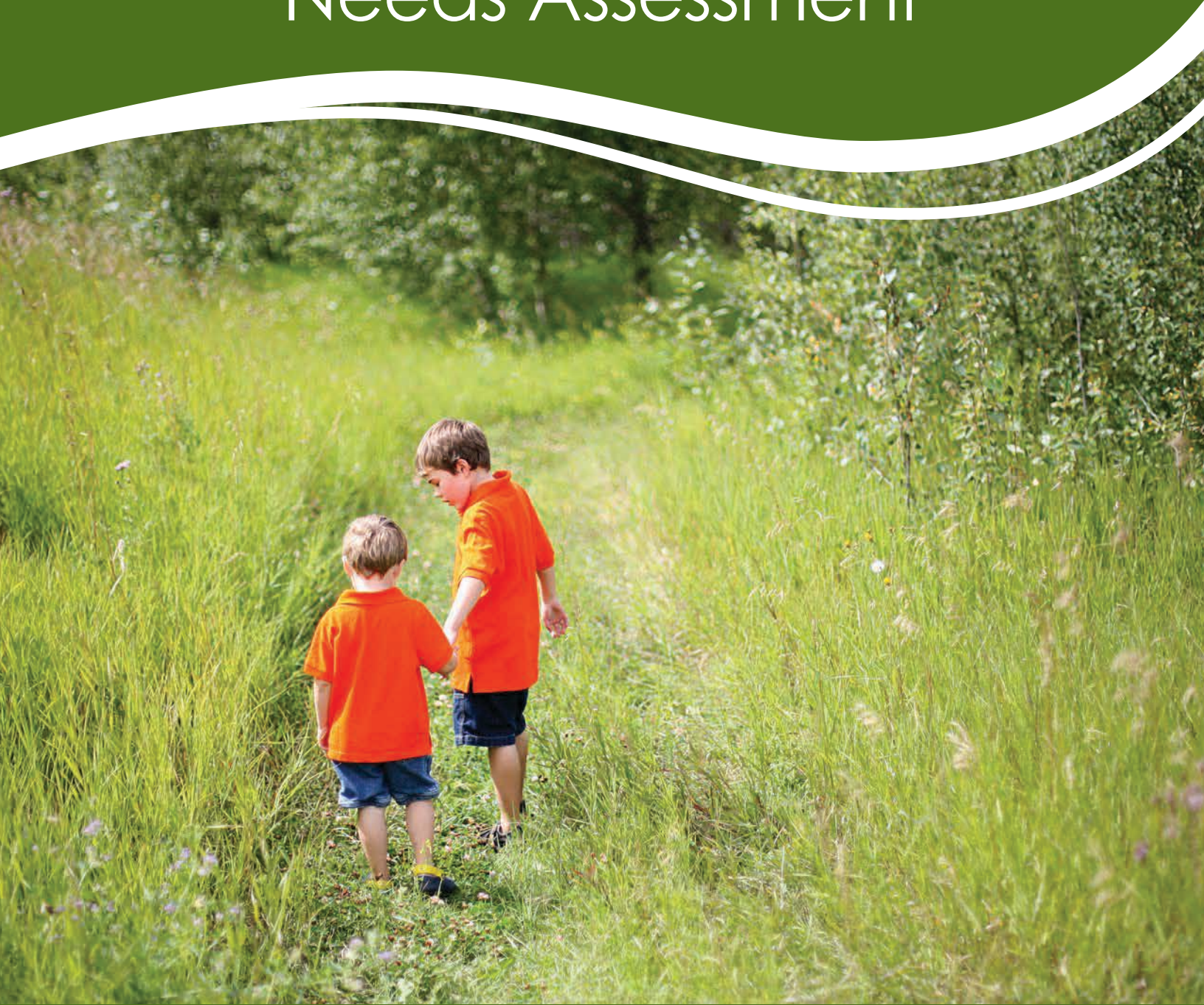


Regional Recreation Needs Assessment



September 2016 (Draft)





Regional Recreation Needs Assessment



Executive Summary

Community Description

- Morinville has a population of 9,893 (2016) and is nearing potential City status. It is a growing community and this trend is expected to continue.
- Almost one-quarter of Morinville's population (23.5%) is under the age of 18 years.¹ This segment of the population is growing and when compared to the provincial average of 22.7% shows that Morinville is a relatively young community.
- The population within Sturgeon County, including the five towns, is 37,330.

Background Review

- Town planning documents ensure a commitment to promoting community wellness and enhancing residents' quality of life.
- The Recreation, Parks and Open Spaces Master Plan as well as the Regional Recreation Facility Master Plan outline goals and recommendations for recreation specifically.
- A goal in the 2015-2017 Three-Year Strategic Plan is to provide diverse opportunities for recreation within a new facility.

Benefits of Recreation

The Benefits Hub's Eight Benefits of Recreation:

1. Recreation is essential to personal health and wellbeing.
2. Recreation provides the key to balanced human development.
3. Recreation provides a foundation for quality of life.
4. Recreation reduces self-destructive and anti-social behavior.
5. Recreation builds strong families and healthy communities.
6. Recreation reduces health care, social service and police/justice costs.
7. Recreation is a significant economic generator.
8. Green spaces are essential to environmental and ecological wellbeing.

Recreation Trends

- Unstructured spontaneous activities are increasing in popularity.
- Partnerships optimize opportunities.
- Aging infrastructure is a concern.
- Social amenities enhance user experience
- Integrating indoor and outdoor environments.

Morinville Facilities

- The arena at the Ray McDonald Sports Center has less than five years of useful life while the curling rink has approximately 20 years of useful life remaining.
- The arena is used at full capacity during prime time hours.
- The Morinville Community Cultural Centre facilitates a variety of recreational uses and programming.
- Morinville is the only town or city in Alberta between 6,000 and 14,000 residents to not have a public indoor or outdoor pool. Of those other municipalities, about just under half (10 out of 22) operate a fitness centre, most have two sheets of arena ice (17 out of 22), approximately one-quarter have dedicated community gymnasiums (6 out of 22), and none have indoor turf fields.
- Morinville has a great variety of outdoor recreation spaces for active and passive pursuits.

¹ The percentage does not include the 1,388 residents whose ages are unknown.

Executive Summary

Regional Facilities

- There are 9 arena ice sheets and 21 curling sheets within Sturgeon County boundaries.
- The aquatics facility at Servus Credit Union Place (St. Albert) is the closest indoor pool (20km).
- The estimated replacement value of recreation facilities within Sturgeon County is approximately \$50,000,000.²
- Compared to similar regions in Alberta, the area within Sturgeon boundaries is not lacking in its number of recreation facilities; in fact, the Sturgeon regions provides more arena and curling sheets than the comparable regions.

Consultation

- The top barrier to recreation participation is travel time (35%).
- The majority of household respondents agree (74% strongly agree; 20% somewhat agree) that the municipalities in the area should work together to provide recreation opportunities.
- 83% percent of households said there is a need for additional/enhanced indoor and/or outdoor recreation spaces.
- The top three indoor facilities needed are leisure swimming pools, 25m swimming tanks, and walking/running tracks; in regard to outdoor spaces, walking/cycling trail systems, outdoor pools, and picnic areas round off the top three
- The top two resident suggestions for improvements to programming are greater variety (37%) and a more convenient schedule (36%).
- Over half of respondents to the household survey said that available funds and grants (58%) and response to community demand (52%) would move a recreation project up in priority.

- Approximately one-third (32%) of respondents opposed any increase in property taxes for enhancement of recreation facilities.
- Considering the community groups surveyed, all groups stated that new/enhanced recreation spaces are needed; lack of facilities and inadequate facilities were mentioned as challenges for their groups.

According to the stakeholder interviews, outdoor recreation spaces are a strength of recreation in Morinville; there is a strong desire for new indoor facility development. Based on the research conducted in this Recreation Needs Assessment, a community priority ranking was assigned to indoor and outdoor recreation infrastructure.

The following criteria were used to determine community priority:

- Household Survey: The top ten recreation facilities and spaces received two points.
- Group Survey: The top ten (including ties) received one point.
- Stakeholder Interviews: Components that were mentioned in the discussions received one point.
- Trends and Best Practices: One point for recreation spaces that have been trending in municipalities during recent year.
- Utilization and Growth: Current Town facilities that are at, or nearing, capacity and facilities that will be expected by residents as the Town continues to grow received one point.
- Previous Plans and Studies: Infrastructure objectives and goals in Town planning documents received one point.
- Comparable Municipalities: Facilities and spaces for which Morinville provides at a lower level than average received one point.

Executive Summary

Indoor Infrastructure Priorities

Rank	Indoor Space	Household Survey	Group Survey	Stakeholder Interviews	Trends and Best Practices	Utilization and Growth	Previous Plans and Studies	Comparable Municipalities
1	Ice arena facilities	✓ ✓	✓	✓		✓	✓	✓
1	Walking/running tracks	✓ ✓	✓	✓	✓		✓	✓
1	Fitness/wellness facilities	✓ ✓	✓	✓	✓		✓	✓
4	Leisure swimming pools	✓ ✓	✓	✓	✓		✓	
4	25m swimming tanks	✓ ✓	✓	✓			✓	✓
4	Gymnasium type spaces	✓ ✓	✓	✓	✓			✓
7	Indoor field facilities (e.g. soccer, football)	✓ ✓	✓	✓				
8	Indoor child playgrounds	✓ ✓			✓			
8	Leisure ice surfaces (non-hockey)	✓ ✓			✓			
8	Climbing gyms	✓ ✓	✓					
11	Curling rinks			✓			✓	
11	Classroom/meeting spaces		✓	✓				
13	Library space		✓					
13	Court sport spaces (e.g. racquetball, squash)		✓					
13	Youth centre		✓					
16	Community hall/banquet facilities							
16	Seniors centre							
16	Art studios/practice space							
16	Dance/program/martial arts rooms							
16	Gymnastics spaces/parkour rooms							
16	Indoor agricultural facilities (agriplex)							

Executive Summary

Outdoor Infrastructure Priorities

Rank	Outdoor Space	Household Survey	Group Survey	Stakeholder Interviews	Trends and Best Practices	Utilization and Growth	Previous Plans and Studies
1	Walking/cycling trail system	✓ ✓	✓	✓	✓		✓
2	Open spaces (e.g. parks, greenspace)	✓ ✓	✓	✓			✓
3	Nature/interpretive trails	✓ ✓	✓		✓		
4	Outdoor pools	✓ ✓	✓				
4	Picnic areas	✓ ✓	✓				
4	Toboggan hills	✓ ✓	✓				
4	Campgrounds	✓ ✓	✓				
4	Water spray parks	✓ ✓			✓		
4	Mountain bike trails	✓ ✓			✓		
4	Sports fields (e.g. soccer, football)		✓	✓			✓
11	Playgrounds	✓ ✓					
11	Community gardens				✓		✓
11	Event spaces (e.g. amphitheatres)		✓	✓			
14	Tennis courts						✓
14	Ball diamonds			✓			
14	Skateboard parks				✓		
14	Dog off leash areas				✓		
14	Hardcourts (e.g. basketball)		✓				
14	Bike skills park				✓		
14	Outdoor fitness equipment				✓		
14	Track and field spaces		✓				
14	Pickleball courts				✓		
23	Beach volleyball courts						
23	Outdoor boarded skating rinks						
23	Speed skating ovals						

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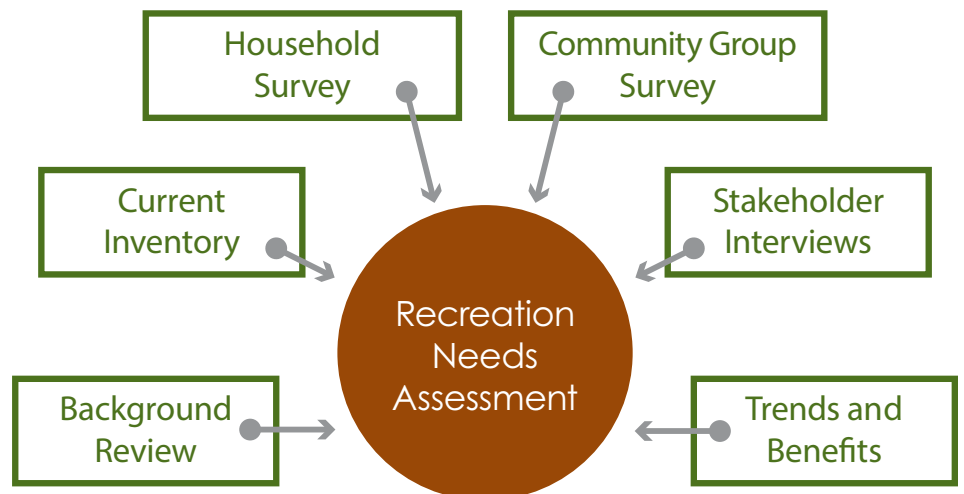
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1

Introduction

The Town of Morinville undertook the development of a Recreation Needs Assessment in order to holistically assess recreation services in Morinville. This assessment will guide decisions regarding the Town’s provision of recreation services. While a sizeable amount of secondary research was conducted in the completion of this needs assessment, a central component of the study was the program of primary research implement. Input was collected from residents, key stakeholders, and community groups in Morinville and in the surrounding areas to better understand the recreation needs of the community. The secondary research included a review of existing municipal plans and planning exercises and a broad examination and review of trends and benefits associated with recreation provision. An inventory of existing recreation infrastructure was included as well. The inputs to the development of the needs assessment are illustrated in the graphic below.





2

Community Description

Town of Morinville

The Town of Morinville has a population of 9,893¹ and serves as the primary urban centre within Sturgeon County. Located 20 kilometres north of St. Albert, the town is situated along Highway 2 and Highway 642. Morinville was originally established as a settlement in 1891 and was named after Father Jean-Baptiste Morin who was tasked with bringing French-Canadian settlers to western Canada. The Town's rich heritage remains visible in the Town's architecture, including downtown's St. Jean Baptiste Church.

Health services are provided by the Morinville and District Ambulance and the Sturgeon Community Hospital in St Albert. For police and fire services, the Town serviced by the RCMP and has its own fire department. The Greater St Albert Catholic Regional School Division #29 operates three schools in Morinville and the Sturgeon School Division operates one school.

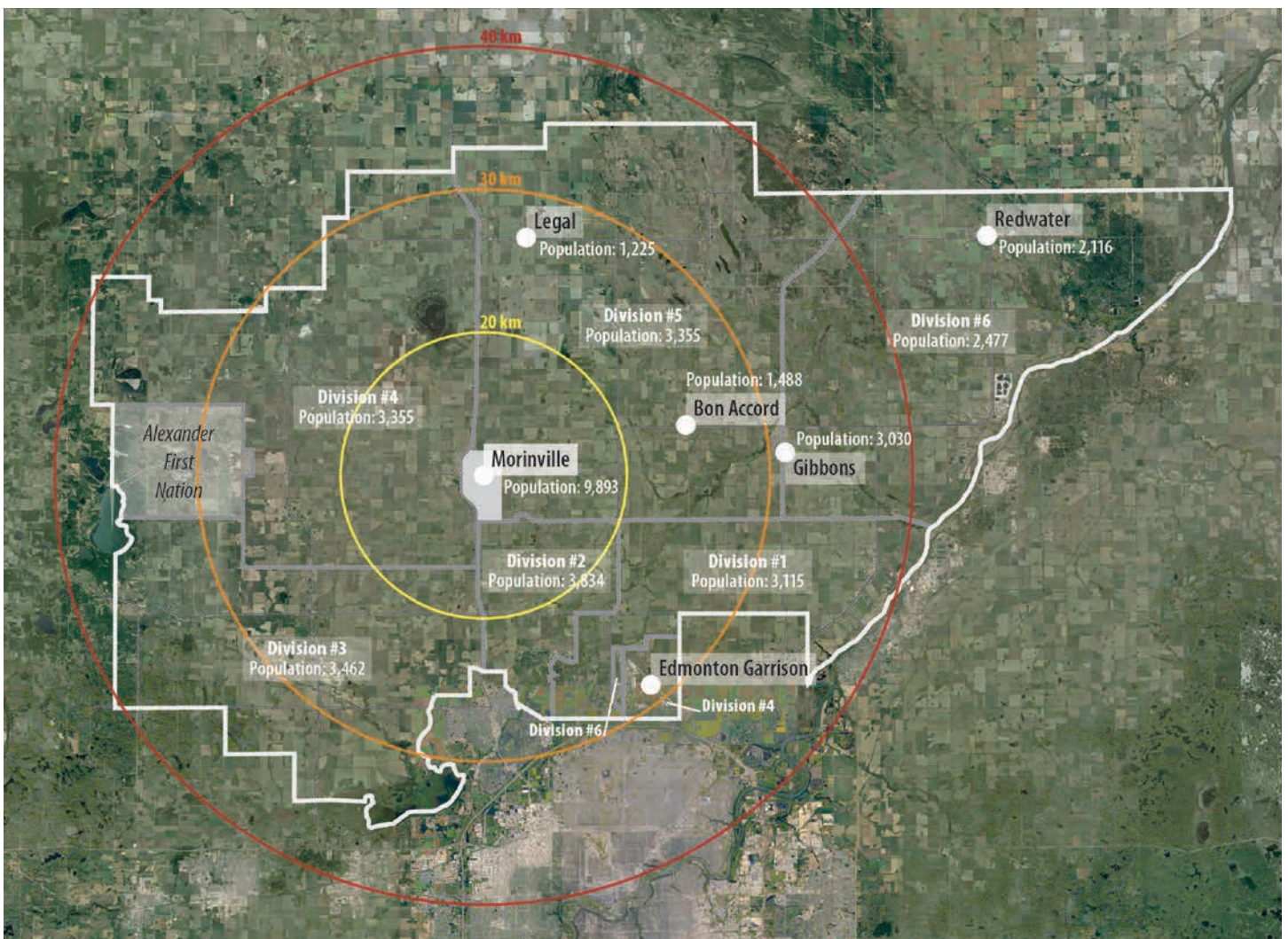


1 2016 Municipal Census.

Regional Context

Surrounding the Town of Morinville, Sturgeon County spans a land mass of 2,300 km² and has a population of approximately 20,000 residents. Sturgeon County is comprised of farmland, industrial development, residential acreages, and 11 hamlets. The Hamlet of Cardiff Echoes is located 5 kilometres southeast of Morinville. Five towns are located within the County's boundaries—Morinville, Legal, Bon Accord, Redwater, and Gibbons. The population within Sturgeon County, including the five towns, is 37,330.

- Legal has a population of 1,225 and is approximately 20 km north of Morinville.
- With 1,488 residents, Bon Accord is situated 20 km east of Morinville.
- Located 25 km east of Morinville, Gibbons has 3,030 residents.
- Redwater has a population of 2,116 and is a 50 km driving distance northeast of Morinville.
- The Canadian Forces Base, also referred to as Edmonton Garrison, is within Sturgeon County boundaries and is located 24 km from Morinville.



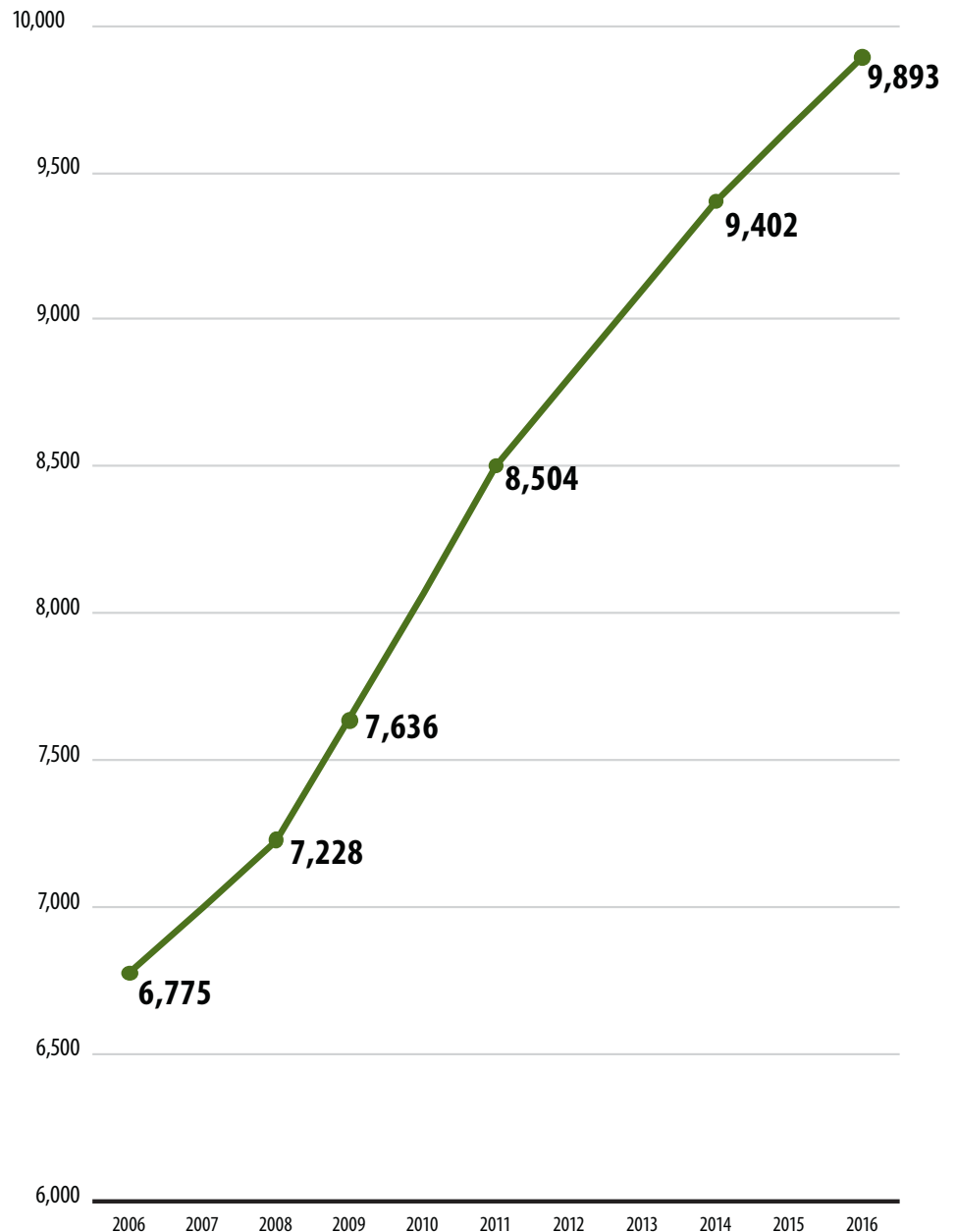
Demographics and Population

Morinville has a 2016 population of 9,893 residents living in 3,522 occupied dwellings. Since 2014, the population has increased by 5.23% and the Town anticipates continued growth. Over the past 10 years, Morinville has experienced an average annual growth of 4.6%.

Demographics Overview

- Of the residents who are employed, approximately one-third (33%) work in Edmonton, one-quarter (24%) work in Morinville, and 14% are employed in St. Albert.
- Morinville has a large population in the 25 to 34 age category as 14.4% of residents are in this range.
- Since 2014, sizable growth has occurred in the 5 to 9 year age category as 161 additional residents are now in this age range.
- Over one-quarter (27.3%) of Town residents are under the age of 18¹ compared to the provincial figure of 22.7%.
- Adults between the ages of 25 to 54 make up 37.7% of the Town's population which is a 2.3% increase since 2014.
- Approximately two-thirds (63%) of occupied dwellings are single detached homes; apartments account for 9% of occupied dwellings. The average household is 2.6 residents per dwelling.
- Approximately 15% of residents are renting their home.
- After English, French is the language most often spoken at home (5.6% identify French as the language most often spoken at home).

Census Counts: Past 10 Years



1 The percentage does not include the 1,388 residents whose ages are unknown.

Growth Projections

Three 15 year growth scenarios have been developed based on the Town's previous growth. If the Town continues to grow as it has over the past two years, Morinville's population would grow to 14,563 by 2031 (Scenario 1 below).

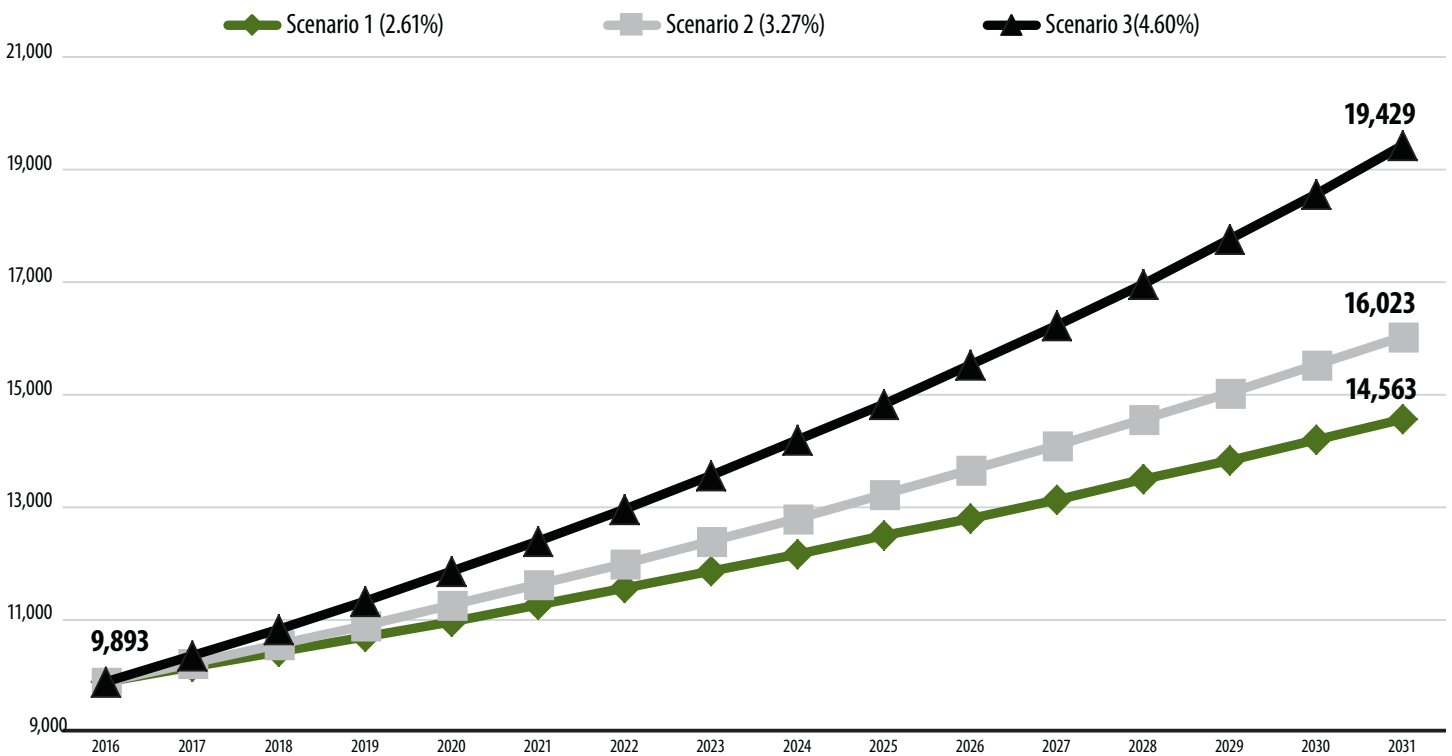
- Scenario 1 is 2.61% annual growth which was the average annual increase experienced from 2014 to 2016. This scenario results in 14,563 total residents in 15 years (2031).
- Scenario 2 reflects an annual growth rate of 3.27%. Morinville experienced this amount of growth from 2011 to 2016 (16,023 residents is the result of this scenario).
- Scenario 3 uses a growth percentage of 4.60% to represent the average increase experienced from the past 10 years (2006 to 2016). This scenario results in 19,429 residents .

In 2012, population projections were created for the Municipal Development Plan as follows:

MDP Scenario #1: Using the Capital Region Board's (CRB) annual growth rate of 1.3%, the projected population for 2044 is 13,375.

MDP Scenario #2: Using an annual growth rate of 1.9%, the Town's 2044 population figure would be 15,623.

15 Year Growth Scenarios



In 2013, the Capital Region Board developed population projections for its participating municipalities. The municipalities within, and including, Sturgeon County are predicted to have a population between 59,200 and 73,900 residents by 2044.

Capital Region Population Projections

Municipality	Current	Low 2044	High 2044
Bon Accord	1,488	2,700	3,300
Gibbons	3,030	5,400	6,400
Legal	1,225	2,200	2,700
Morinville	9,893	14,800	17,500
Redwater	2,116	3,100	4,800
Sturgeon County	19,578	31,000	39,200
Total	37,330	59,200	73,900



3

Background Review

A series of municipal plans and studies have been reviewed in order to identify references to recreation provision and its place in other planning contexts. This provides a good overview of the perspective of recreation more broadly in municipal provision. Some of the studies examined had a particular focus on recreation. Reviewing these plans is instructive to consider their recommendations and conclusions in light of this assessment. Finally a review of some pertinent provincial and national levels plans and frameworks are presented that illustrate the broader nature of recreation and its provision.

Local Context

Morinville 2035: Growing Together—Municipal Sustainability Plan (2011)

Morinville’s Municipal Sustainability Plan (MSP) presents a 25-year vision and goals to guide the Town’s development as a healthy, beautiful, and sustainable community. Pertinent content is displayed below.

Vision

- Morinville, the family choice, embracing our past to build our future through:
 - » Exhibiting inclusive, open and fiscally responsible governance;
 - » Maintaining and celebrating ‘small town’ culture;
 - » **Promoting social and community wellness;**
 - » Encouraging, facilitating and supporting opportunities for a vibrant, diverse and independent economy;
 - » **Efficient and sustainable planning, implementation and protection of municipal infrastructure; and**

- » Respecting the environment and promoting responsible use of land and resources.
- In summary, the desired future state is a community that offers:
 - » An economically vibrant commercial downtown core;
 - » **Beautiful, efficient development patterns;**
 - » Environmentally and ecologically responsible decision-making;
 - » Strong ties to its historical and cultural past;
 - » **The retention of ‘small town’ feel and family-friendly lifestyle;**
 - » A commitment to a more sustainable way of living; and,
 - » **A commitment to be seen as an innovative leader within the region.**

Goals pertinent to this Recreation Needs Assessment

- **Involved Citizens:** Citizens are active participants in community building, planning and decision-making.
- **Efficient Community Planning:** Land-use and community planning supports the development of an efficient, well-connected, complete and beautiful community.
- **Diverse Recreation:** Quality recreational opportunities are accessible, affordable and reflect the needs of Morinville’s diverse residents.
 - » **Target:** In 2035, most residents (over 75%) are able to satisfy the majority (over 75%) of their recreational needs within Morinville.¹
- **Desirable Community:** Morinville is recognized as the family choice: a desirable community with a high quality of life.
- **Healthy Community:** Residents have healthy lifestyles and comprehensive community services support their physical and mental well-being.
- **Inclusive Community:** Community services and programs are in place to meet residents’ diverse needs.
- **Complete Visitor Experience:** Morinville is a desirable community to visit that offers a complete visitor experience and acts as a hub for regional tourism.
- **Green Buildings:** Buildings, developments and public facilities are green and barrier-free.
- **Responsible Management:** All municipal infrastructure is sound, secure, safe, well-maintained and managed in a fiscally responsible manner.
- **Healthy Ecosystems:** Morinville’s parks and surrounding natural ecosystems are healthy and protected.

Municipal Development Plan (2012)

As prescribed through the Municipal Government Act, Municipal Development Plans (MDP) address overarching land use and policies. Aspects of Morinville’s MDP related to recreation are presented below.

Downtown

- **Policy 9.6:** Morinville shall encourage the development of a comprehensive system of parks, open spaces and facilities that provide recreational opportunities and other aesthetic and environmental benefits in the Downtown.
- **Policy 9.7:** Morinville shall promote the Downtown as a vibrant cultural hub of Morinville.
- **Policy 9.9:** Morinville should ensure the Downtown has infrastructure services and utilities that efficiently and adequately meet the neighbourhood’s needs.

Parks and Open Spaces

Goal: To enhance the quality of life and attractiveness of the community for citizens, visitors and investors alike through the expansion of the existing trails system, maintenance and acquisition of quality open spaces, and accessible recreational facilities.

- **Policy 9.52:** Morinville shall require municipal and school reserves dedication equal to 10% of the land remaining after any environmental reserve has been dedicated as part of a new subdivision process, regardless of land use designation, as per the MGA, as amended. Reserve lands should be the primary option with cash-in lieu taken only when land would not integrate with the Recreation, Parks and Open Spaces Master Plan.
- **Policy 9.56:** Morinville should encourage joint use of municipal reserve lands for recreational, park, and school purposes.
- **Policy 9.57:** Morinville should encourage natural and man-made waterbodies be preserved, enhanced or altered as appropriate to meet the passive and active recreational needs of the community.
- **Policy 9.62:** Morinville should commit to high standards of maintenance for the park system to ensure that residents feel safe using the parks.

¹ To be refined based on baseline information.

2015 – 2017 Three-Year Strategic Plan

Based on the Municipal Sustainability Plan of 2011, this Three-Year Strategic Plan provides more concise goals for Town Council. Seventeen goals are presented in the Plan, including Goal #14: Recreation Facility. Related goals are noted below.

Goals

3. **Regional Hub:** To remain an influential regionally significant municipal hub.
4. **Celebrate Culture:** To understand, enhance and celebrate Morinville's culture.
5. **Unique Identity:** To create a unique identity for Morinville.
6. **Healthy Citizens:** To provide an environment in which citizens can choose healthy options.
8. **Equitable Access:** To remove access barriers to programs and amenities.
9. **Community Safety:** To make Morinville a safe community for residents.
10. **Alternative and Accessible Transportation:** To provide citizens with an accessible community in which they can walk and bicycle.
12. **Economic Development:** To capitalize on Morinville's amenities and location to attract business.
14. **Recreation Facility:** To provide diverse opportunities for recreation within a new facility.
15. **Effective Transportation Infrastructure:** To meet or exceed citizen expectations for effective transportation in Morinville.
17. **Environmental Mindfulness:** To consider Morinville's physical environment when developing the Town.

Morinville 2016 Business Plan

The Town's Business Plan sets priorities for Council and Administration to ensure core service responsibilities are met. Priorities related to recreation are summarized below.

Recreation Facility

Investigate Morinville and/or region's long-term financial capacity of constructing and operating a potential new recreation facility.

- Seek partnerships and fundraising opportunities.
- Joint Servicing Committee with Sturgeon County remains in place. Develop MOU to including funding models and cost sharing options for the servicing of lands relating to a recreation facility.

Regional Hub

Maintain and enhance a strong working relationship with Sturgeon County

- Sturgeon County has provided two representatives to the Recreation Centre Steering Committee and the two administrations will continue to work together in the servicing of the two adjacent sites.

Celebrate Culture

Support local festivals and cultural events including non-traditional ones.

- Continue providing operational support to events.
- Continue to demonstrate MCCC as a hub through programming, events and facility delivery.

Town of Morinville Recreation, Parks and Open Spaces Master Plan 2011 – 2021

The Plan provides a template for the Town to follow to ensure that the delivery of publicly provided parks, open space and leisure services are delivered efficiently, effectively and in line with the leisure needs of Morinville residents.

Short Term Development Goals (2011 – 2013)

- Multi-way expansion and upgrades
- Tennis court relocation
- Community garden site
- St. Jean Baptiste Park landscape upgrades
- Hanging baskets on 100 St.
- Lakes neighbourhood parks and playground
- Heritage Lake plan concepts
- Notre Dame sports fields site planning and development
- Park upgrades as per asset condition report recommendations
- Tree/shrub planting upgrades in park and multi-way system

Mid Term Development Goals (2014 – 2018)

- Multi-way expansion
- Heritage Lake day use plan upgrade
- Three new neighbourhood parks
- New Town & County Park Concept Plan and Feasibility Study
- Tree/shrub planting

Long Term Development Goals (Post 2018)

- Multi-way expansion
- Potential major facilities – Town and County leisure hub

Triggers for Pre-Planning and Feasibility for a Major Project

The Master Plan also identifies triggers that may see the initiation of facility feasibility studies. **Some of these triggers are noted below.**

- Existing park/facility spaces currently being offered approach 90% to 100% utilization on a sustained basis.
- Existing parks or facility spaces currently being used have less than 25% remaining lifecycle as a functional resource (as determined by ongoing lifecycle planning).
- Current demands and future demands through expression of needs and/or market growth can be proven.
- Park/facility type and function are not currently or adequately provided through other agencies or private sector services in the Town.

Regional Recreation Facility Master Plan (2013)

The Sturgeon Regional CAO Partnership Committee commissioned a Regional Recreation Facility Master Plan which included Sturgeon County and the five towns within its boundaries (Redwater, Bon Accord, Legal, Gibbons, and Morinville). The regional plan was developed to guide decisions regarding recreation facilities in the area. A collaborative inter-municipal vision is included in the plan as well as a framework for the development, upgrading, repurposing, and cost-sharing of recreation facilities. Pertinent elements of the Plan are shared below.

Vision

In 2038, our region has become a destination to live, work and play within the Capital Region. Recreation is recognized region wide as an essential community service and fundamental to the health, vibrancy and livability of our communities. Through structured and unstructured recreation facilities that are accessible to people of all backgrounds, residents of our region are happier and healthier than ever and are more engaged in our communities. Families spend more time recreating together and visitors from the Capital Region, and abroad, travel here to partake in sport tourism events—enhancing our economic prosperity. Our recreation opportunities are helping to attract business investment and families to the region and recreation is purposefully being used as a strategy to address issues related to education, health, crime, early childhood development and life-long learning. Municipalities are working effectively and efficiently together, and with community partners, to leverage and coordinate limited resources toward the delivery of the highest quality recreation services that meet the most pressing needs of the region. Our recreation facilities are sustainable—environmentally, economically and socially and meet the needs of the day, while remaining adaptable to accommodate future needs.

Eight Desired Outcomes

1. Happier and healthier citizens
2. Closer families
3. Early development and life long learning
4. Community pride and sense of connection
5. Reduced environmental effects
6. Increased economic impact of sport tourism
7. Quality, safe and accessible recreation facilities
8. Spirit of cooperation and improved coordination

Facility Provision

This role includes the provision, in some cases through partnership, of public recreation and culture facilities that support recreation activities for all age groups in the community. The range of facilities will vary from community to community and complement, versus duplicate, facilities provided by non-profit organizations, private sector and the education system.

Needs Assessment and Future Planning

Municipalities assess the needs of citizens and organizations on a regular basis, to ensure that services align with the community's needs. In addition, municipalities will plan for the future, ensure that recreation and parks are an integral part of the Municipal Development Plans, and conduct more specific plans as required.

Five Strategies

1. Improve regional coordination, cooperation and funding of the regional recreation system.
2. Develop new or repurpose existing district level recreation facilities to address current and anticipated facility gaps and accessibility.
3. Plan and develop a new multipurpose, multigenerational regional recreation complex.
4. Enhance the quality and longevity of existing recreation facilities by addressing major recreation facility maintenance deferrals.
5. Capitalize on the economic potential of recreation and sport tourism.

Select Associated Actions

Regional Actions

- Undertake a Siting Study to determine potential and recommended location for a regional multi-purpose, multigenerational recreation complex. Begin land assembly for the optimal site (2013 – 2018).
- Undertake a detailed design development facility and master planning (2019 – 2024).
- Begin phased development of the regional recreation complex (2019 – 2024; 2025+).

Morinville Actions

- Develop new spaces to provide open floor fitness programs and weight/cardio equipment (2013 – 2018).
- Develop a new youth programming space to replace the existing youth facility (2013 – 2018).
- Develop new senior programming space (2013 – 2018).
- Ray McDonald Sports Centre Arena: Replace the original ice rink piping and repair all roofing leaks, columns and water damage to extend the arena's life for at least 5 years while the Town plans for a multi-purpose recreation facility which includes consideration of various strategies such as working with the Sturgeon Regional Partnership (2013 – 2018).
- Ray McDonald Sports Centre Curling Rink: Replace the curling rink's roof (2013 – 2018).
- Ray McDonald Sports Centre Soccer Fields: The soccer fields at the Ray McDonald Sports Centre have nearly reached the end of their useful life. The fields should be stripped, regarded and re-surfaced with grass (2019 – 2024).
- Splash Park: Splash parks can consume significant volumes of fresh water. The Town should explore and pursue feasible water conservation or recirculation strategies to minimize water consumption (2013 – 2018).

Provincial Context

Active Alberta

The Province of Alberta's Active Alberta (2011 – 2021) policy is the overarching policy document that is intended to guide the delivery of recreational, active living and sport opportunities in the province. The policy identifies that:

Recreation, active living and sport are vitally important to Albertans. The activities they choose for enjoyment, where they live and take vacations, what they teach their children, and who they select as their heroes all demonstrate how important the sector is to the lives of Albertans.

Core to the policy document is the identification of six (6) core outcomes which reflect the intended objectives of the policy:

- **Active Albertans:** More Albertans are more active, more often.
- **Active Communities:** Alberta communities are more active, creative, safe and inclusive.
- **Active Outdoors:** Albertans are connected to nature and able to explore the outdoors.
- **Active Engagement:** Albertans are engaged in activity and in their communities.
- **Active Coordinated System:** All partners involved in providing recreation, active living and sport opportunities to Albertans work together in a coordinated system.
- **Active Pursuit of Excellence:** Albertans have opportunities to achieve athletic excellence.



National Context

A Framework for Recreation in Canada 2015: Pathways to Wellbeing

The recently (2015) finalized Framework for Recreation in Canada provides a new vision and suggests clear goals, underlying values and principles for the provision and delivery of recreation in Canada. While it is understood that recreation is a broad term and that local interests, priorities and needs differ from region to region and in each individual community; aligning the recreation sector can help build a stronger case for investment in recreation. The Framework outlines both a renewed definition and vision for recreation in Canada.

The Framework was developed based on ongoing engagement with decision makers, academics, service providers, and citizens across the Country. Research was also important to the development of the Framework in order to help further justify and portray the benefits of recreation.

The Framework for Recreation in Canada was formally adopted by the Alberta Recreation and Parks Association in April 2015.

Renewed Definition

Recreation is the experience that results from freely chosen participation in physical, social, intellectual, creative and spiritual pursuits that enhance individual and community wellbeing.

Vision

We envision a Canada in which everyone is engaged in meaningful, accessible recreation experiences that foster:

- Individual wellbeing
- Community wellbeing
- The wellbeing of our natural and built environments



Goals Priorities Values



Canadian Sport for Life (CS4L)

Canadian Sport for Life (CS4L) is a movement that promotes quality sport and physical activity. It is led by Sport for Life Society, a federal not for profit society that was incorporated in September 2014 and comprises experts from sport, health, recreation, and academia who are employed as independent contractors, yet work cooperatively to promote the movement's goals. The movement introduces two important concepts that influence how recreation and sport activity should be planned, promoted, organized, and delivered.

Long-Term Athlete Development is a seven-stage training, competition, and recovery pathway guiding an individual's experience in sport and physical activity from infancy through all phases of adulthood. Physical literacy is the motivation, confidence, physical competence, knowledge, and understanding to value and take responsibility for engagement in physical activities for life.

Canadian Sport for Life, with Long-Term Athlete Development and physical literacy, represents a paradigm shift in the way Canadians lead and deliver sport and physical activity. The movement calls on municipalities to help further these two important concepts in a variety of ways as outlined below. As it relates to the provision of indoor recreation services and facilities, it is important to consider these roles and the fundamentals of the two concepts as they define a broader social good that is delivered through recreation, ensuring that these concepts are catalyzed through all municipal recreation services, will optimize the benefits and value for public investment in facilities and infrastructure.

Where municipalities can help further the CS4L movement:

1. Physical Literacy Program Development
2. Municipal Planning and Sport Strategy Development
3. Sport Councils
4. Facility Planning
5. Access and Allocation





4

The Benefits of Recreation

The benefits of recreation pursuits are substantiated by research and are becoming increasingly recognized by all levels of government. The following section identifies the key benefits statements from the National Benefits HUB.



National Benefits Hub

The National Benefits HUB is a research database which provides access to numerous resources that identify the positive impacts of recreation, sport, fitness, arts/culture, heritage, parks, and green spaces on a community. Identified below are the eight key messages from the National Benefits Hub, with corresponding evidence related to how recreation and culture can positively impact a community and its residents.

Recreation is essential to personal health and wellbeing:

- Increased leisure time and physical activity improves life expectancy.¹
- Physical activity contributes to improved mental health and reduced rates of depression.²
- Participation in physical activity can reduce workplace related stress.³
- The provision of green spaces has been linked with a number of health and wellbeing benefits including; increased physical activity, reduced risk of obesity, minimized utilization of the healthcare system, and stress reduction.⁴



Recreation provides the key to balanced human development:

- Regular physical activity is likely to provide children with the optimum physiological condition for maximizing learning.⁵
- Low income students who are involved in arts activities have higher academic achievement and are more likely to go to college.⁶
- The arts and other forms of creativity can have profound individual social outcomes and generate a deeper sense of place and local community.⁷
- Individuals that participate in physical activity in a social setting have improved psychological and social health, and often also benefit from increased self-awareness and personal growth.⁸

1 Moore SC, et al. (2012) Leisure Time Physical Activity of Moderate to Vigorous Intensity and Mortality: A Large Pooled Cohort Analysis. *PLoS Medicine* 9 (11): e1001335. doi:10.1371/journal.pmed.1001335

2 Gallegos-Carillo, Katia et al. (2012). Physical Activity and Reduced Risk of Depression: Results of a Longitudinal Study of Mexican Adults. *Health Psychology*. In press. doi: 10.1037/a0029276

3 Burton, James P., Hoobler, Jenny M. and Scheuer, Melinda L. (2012) Supervisor Workplace Stress and Abusive Supervision: The Buffering Effect of Exercise. *Journal of Business and Psychology*.

4 Heinze, John. (2011). Benefits of Green Space – Recent Research. Chantilly, Virginia: Environmental Health Research Foundation.

5 Marten, Karen. (2010). Brain boost: Sport and physical activity enhance children's learning. Crawley, Western Australia: University of Western Australia.

6 Catteral, James S. (2012). The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies. Washington, District of Columbia: National Endowment for the Arts

7 Mulligan, M. et al. (2006). Creating Community: Celebrations, Arts and Wellbeing Within and Across Local Communities. Melbourne, Australia: Globalism Institute, RMIT University

8 Eime, Rochelle M et al. (2013). A systematic review of the psychological and social benefits of participation in sport for adults: informing development of a conceptual model of health through sport. *International Journal of Behavioral Nutrition and Physical Activity*. 10(35).

Recreation provides a foundation for quality of life:

- The arts are seen as an important contributor to quality of life in communities.⁹
- High quality public spaces can enhance the sense of community in new neighbourhoods.¹⁰
- Community sport facilities have positive benefits related to increased accessibility, exposure, participation, perceptions of success, and improved sport experiences.¹¹

Recreation reduces self-destructive and anti-social behavior:

- Youth participation in recreational activities such as camps increases leadership and social capacities.¹²
- Participation in recreation and leisure related activities by low income and other at risk children and youth populations can result in decreased behavioural/emotional problems, decreased use of emergency services, and enhanced physical and psycho-social health of families.¹³
- Teen athletes are less likely to use illicit drugs, smoke or to be suicidal.¹⁴

Recreation builds strong families and healthy communities:

- People with an active interest in the arts contribute more to society than those with little or no such interest.¹⁵
- Evidence indicates that adults who attend art museums, art galleries, or live arts performances are far more likely than non-attendees to vote, volunteer, or take part in community events.¹⁶
- Structured sport and recreational activities can help foster a stronger sense of community among children and youth.¹⁷

Recreation reduces health care, social service and police/justice costs:

- Physical inactivity has a number of direct and indirect financial impacts on all levels of government.¹⁸
- Parks and recreation programming during non-school hours can reduce costs associated with juvenile delinquency and obesity.¹⁹
- Increased fitness leads to lowered risk factors for substance abuse among youth populations.²⁰

9 Environics Research Group. (2010). *The Arts and the Quality of Life. The attitudes of Ontarians*. Toronto, Ontario: Ontario Arts Council.

10 Francis, Jacinta et al. (2012). *Creating sense of community: The role of public space*. *Journal of Environmental Psychology*. 32(4): 401- 409. <http://dx.doi.org/10.1016/j.jenvp.2012.07.002>

11 Henderson, K., Scanlin, M., Whitaker, L., et al. (2005) *Intentionality and Youth Development Through Camp Experiences*. Canadian Congress on Leisure Research. 11th, Nanaimo, British Columbia.

12 Henderson, K., Scanlin, M., Whitaker, L., et al. (2005) *Intentionality and Youth Development Through Camp Experiences*. Canadian Congress on Leisure Research. 11th, Nanaimo, British Columbia.

13 Totten, M. (2007). *Access to Recreation for Low-Income Families in Ontario: The Health, Social and Economic Benefits of Increasing Access to Recreation for Low-Income Families; Research Summary Report*. Toronto, Ontario: Ministry of Health Promotion.

14 Poway High School Library. (2001). *Teens and sports: The perfect combination?* *Better Nutrition*, 63(9), 16.

15 LeRoux, Kelly. (2012). *Interest in Arts Predicts Social Responsibility*. Chicago:University of Illinois at Chicago. Press Release.

16 National Endowment for the Arts. (2009). *Art-Goers in Their Communities: Patterns of Civic and Social Engagement*. Nea Research Note #98. Washington, D.C.: Author.

17 Hutchinson, Susan L. (2011). *Physical Activity, Recreation, Leisure, and Sport: Essential Pieces of the Mental Health and Well-being Puzzle*.

18 Canadian Association for Health, Physical Education, Recreation and Dance (CAHPERD). (2004) *Physical Activity: Health benefits and costs to health care system*. Ottawa, Ontario: Author.

19 Witt, Peter A and Cladwell, Linda L. (2010). *The Scientific Evidence Relating to the Impact of Recreation on Youth Development, in The Rationale for Recreation Services for Youth: An Evidenced Based Approach*. Ashburn, Virginia: National Recreation and Parks Association.

20 Collingwood, Thomas R. et al. (2000). *Physical Training as a Substance Abuse Prevention Intervention for Youth*. *Journal of Drug Education*. 30 (4): 435-451.

Recreation is a significant economic generator:

- Recent Canadian research indicated that cultural activities have the potential to be significant drivers of economic outputs and employment.²¹
- Evidence suggests that creative activity shapes the competitive character of a city by enhancing both its innovative capacity and the quality of place so crucial to attracting and retaining skilled workers.²²

Green spaces are essential to environmental and ecological wellbeing:

- Sustainable public green spaces provide crucial areas for residents of all demographics to be physically and socially active.²³
- Increasing green spaces in urban centres has a number of positive environmental outcomes which can increase sustainability and lower long term infrastructure costs.²⁴
- When children and youth have positive experiences with parks and green spaces, they are more likely to have stronger attitudes towards conservation and preservation of the environment as adults.²⁵

21 Momer, Bernard. (2011) *Our City, Ourselves: A Cultural Landscape Assessment of Kelowna, British Columbia*. Kelowna, British Columbia: City of Kelowna Recreation and Cultural Services.

22 Gertler, M. (2004). *Creative cities: What are they for, how do they work, and how do we build them?* Ottawa, Ontario: Canadian Policy Research Network.

23 Cohen, D. et al. (2007). Contribution of Public Parks to Physical Activity. *American Journal of Public Health*, 97(3), 509.

24 Groth, P. (2008). *Quantifying the Greenhouse Gas Benefits of Urban Parks*. San Francisco, California: The Trust for Public Land.

25 Place, G. (2004). *Youth Recreation Leads to Adult Conservation*. Chicago, Illinois: Chicago State University.



5

Recreation Trends

A review of trends can help identify leading practices in the delivery of recreation services as well as emerging or evolving interests that may be important to consider when developing programming and infrastructure. Summarized in the following section are selected trends related to participation, service delivery, volunteerism, infrastructure, and parks.

Key Findings

- Physical activity levels remain concerning and are a focus for many public sector organizations and levels of government.
- While structured programs remain important, there is an increasing demand for spontaneous recreation and physical activity opportunities.
- Although Albertans have high rates of volunteerism, motivations and desired experiences are evolving and require many not-for-profit organizations to adjust recruitment and retainment tactics.
- Recreation has proven community development and social inclusion benefits. Many municipalities are increasingly recognizing the importance of investing in recreation and related services.
- Many municipal and public sector recreation facility providers are struggling with aging infrastructure.
- User expectations for recreation facilities and programs continue to increase, often requiring municipalities and other public sector providers to make an investment in higher quality spaces, social and convenience amenities, and revenue generating spaces that can offset costs.
- Multi-functional spaces, the development of recreation “hub” sites, and integration between indoor and outdoor amenities are prominent trends in recreation infrastructure.
- Research demonstrates that residents in most communities place a high value on quality outdoor parks and open spaces and that these spaces provide numerous and wide-ranging benefits which include increased physical activity levels, resident satisfaction, increased community pride, and higher property values.

Participation

Physical Activity Levels Remain Concerning

- The Canadian Health Measures Survey (Statistics Canada) concludes that the fitness levels of Canadian children and youth, as well as adults, have declined significantly between 1981 and 2009. Among youth aged 15 to 19, the percentage who were at an increased or high risk of health problems more than tripled; for adults aged 20 to 39 this percentage quadrupled.
- The 2016 ParticipACTION Report Card on Physical Activity for Children and Youth found that only 9% of 5 to 17 year olds in Canada meet the recommended levels for moderate to vigorous physical activity.
 - » Only 24% of 5 to 17 year olds use active transportation methods to or from school; 62% are driven.
 - » Only 44% of Canadian youth aged 8 to 12 meet or exceed the minimum level recommended for the physical competence domain of physical literacy.
 - » The recommended amount of moderate to vigorous physical activity is at least 60 minutes per day.
 - » On average, high school kids in Canada spend 8 hours engaging in screen-based, sedentary behavior each day.

Tracking Participation Preferences

- The Alberta Recreation Survey, commissioned every 4 – 5 years by Alberta Culture and Tourism provides data into the activity preferences of Albertans. The recent (2013) Survey found that Albertans continue to enjoy an array of physical activity, recreation and leisure pursuits.
 - » Top 5 physical activities: Walking for pleasure, bicycling, aerobics/fitness, swimming/aquafitness (in pools), and swimming/aquafitness (in lakes, rivers, ponds).
 - » Top 5 outdoor activities: Gardening, day hiking, golf, overnight camping, and fishing.
 - » Top 5 snow activities: Downhill skiing, tobogganing/sledding, cross-country skiing, snowshoeing, and snowmobiling.
 - » Top 5 water activities: Motor boating, canoeing, kayaking, water skiing, river rafting.
 - » Top 5 group activities: Bowling/lawn bowling, curling, ice hockey, soccer, softball/baseball.

- The 2013 Canadian Community Health Survey¹ indicates that the top 5 most popular adult activities are walking, gardening, home exercise, swimming and bicycling.
 - » The top 5 most popular youth activities were walking, bicycling, swimming, running/jogging, and basketball.
- A research paper entitled “Sport Participation 2010” published by Canadian Heritage² also identified a number of trends pertaining to participation in specific sports.
 - » Swimming (as a sport) has experienced the most significant decrease while soccer has had the highest rate of growth while golf and hockey remain the two most played sports in Canada.
- The paper further identifies a number of broad participation trends related specifically to sport focused participation utilizing Statistics Canada data from the 2010 Federal Census and the General Social Survey.
 - » Students (15 years and older) participate in sport in greater numbers than any labour force group.
 - » Participation is highly concentrated in a few sports. Participants in golf, ice hockey, and soccer tend to prefer these sports and have less diversity in their overall sporting pursuits than participants of other sports.
 - » The most important benefit of sport participation is relaxation and fun. Relaxation and fun were ranked as being important by 97% of sport participants.
 - » A lack of time and interest are the main reasons for not participating in sport.
- Although municipalities should continue to conduct their own resident surveys and collect local participation data, being aware of Canada-wide research can be a good starting point in identifying new trends and preferences.
- The Leisure Information Network (www.lin.ca) collects research and provides useful resources for parks, recreation, and active living practitioners. Similar online platforms include the National Benefits Hub (www.benefitshub.ca) and the Albert Recreation and Parks Association (www.arpaonline.ca).

1 Statistics Canada: <http://www.statcan.gc.ca/daily-quotidien/140612/dq140612b-eng.htm>

2 Government of Canada: http://publications.gc.ca/collections/collection_2013/pc-ch/CH24-1-2012-eng.pdf

Unstructured Spontaneous Activities are Increasing in Popularity

- The Canadian Fitness & Lifestyle Research Institutes 2011 – 2012 Sport Monitor Report³ identifies that the highest proportion of Canadians prefer non-competitive sports or activities (44%).
- While many structured or organized activities remain important, there is an increasing demand for more flexibility in timing and activity choice.
- People are seeking individualized, informal pursuits that can be done alone or in small groups, at flexible times, often near or at home. This does not however eliminate the need for structured activities and the stakeholder groups that provide them. Instead, this trend suggests that planning for the general population is as important as planning for traditional structured use environments.

Flexibility and Adaptability is a Focus

- Parks and recreation consumers have a greater choice of activity options than at any time in history. As a result, service providers are being required to ensure that their approach to delivery is fluid and is able to quickly adapt to meet community demand.
- Many municipalities have also had to make hard decisions on which activities they are able to directly offer or support, versus those which are more appropriate to leave to the private sector to provide.
- Ensuring that programming staff and management are current on trends is important in the identification and planning of programming. Regular interaction and data collection (e.g. customer surveys) from members are other methods that service providers use to help identify programs that are popular and in demand.
- The development of multi-use spaces can also help ensure that municipalities have the flexibility to adapt to changing interests and activity preferences.

Financial Barriers Limit Participation

- Research and available data supports that many Canadians face barriers that impact their ability to reap the numerous physical, social, and mental benefits that are accrued from participation in recreation and leisure pursuits. Understanding these barriers can help service providers identify strategies to mitigate issues and encourage participation.
- The 2014 CIBC – KidSport Report reflects barriers to participation in sport for 3 to 17 year olds in Canada. The cost of enrollment, the cost of equipment, and a lack of interest were identified as the top 3 barriers.

- Education and income levels impacts impact sport participation. Canadians with a University education and those making more than \$80,000 annually have the highest rates of sport participation.⁴
- Financial barriers to participation in recreation, sport, and leisure activities continue to exist for many Albertans. Understanding the potential benefits that can result from engaging citizens in a broad range of activities and programs, municipalities have undertaken a number of initiatives aimed at removing financial barriers. Current initiatives being led or supported by many municipalities include the Canadian Parks and Recreation Association's 'Everybody Gets to Play' program, KidSport, and JumpStart.

Service Delivery

Partnerships Optimize Opportunities

- Partnerships in the provision of recreation opportunities are becoming more prevalent. These partnerships can take a number of forms, and include government, not for profit organizations, schools, and the private sector.
- While the provision of recreation services has historically relied on municipal levels of the government, many municipalities are increasingly looking to form partnerships that can enhance service levels and more efficiently lever public funds.
- Examples of partnerships include facility naming and sponsorship arrangements, lease/contract agreements, the contracted operation of spaces, entire facilities, or delivery of programs.
- According to one study⁵ over three-quarters (76%) of Canadian municipalities work with schools in their communities to encourage the participation of municipal residents in physical activities. Just under half of Canadian municipalities work with local non-profits (46%), health settings (40%), or workplaces (25%) to encourage participation in physical activities amongst their residents. Seventy-six percent (76%) of municipalities with a population of 1,000 to 9,999 to 80% of municipalities over 100,000 in population have formed agreements with school boards for shared use of facilities. In fact since 2000, the proportion of municipalities that have reported working with schools, health settings, and local non-profit organizations has increased by 10% to 20%.

3 Canadian Fitness & Lifestyle Research Institutes 2011 – 2012 Sport Monitor: <http://www.cflri.ca/node/78>

4 Government of Canada: http://publications.gc.ca/collections/collection_2013/pc-ch/CH24-1-2012-eng.pdf

5 "Municipal Opportunities for Physical Activity" Bulletin 6: Strategic partnerships. 2010, Canadian Fitness & Lifestyle Research Institute.

Social Inclusion Concerns are Being Addressed

- Social inclusion is about making sure that all children and adults are able to participate as valued, respected, and contributing members of society. It involves the basic notions of belonging, acceptance, and recognition.
- The concept of social inclusion is becoming an issue communities are addressing. While always an important issue, its significance has risen as communities have become more diversified through immigration.
- For immigrants, social inclusion would be manifested in full and equal participation in all facets of a community including economic, social, cultural, and political realms. It goes beyond including “outsiders” or “newcomers.” In fact, social inclusion is about the elimination of the boundaries or barriers between “us” and “them.”⁶
- There is a recognition that diversity has worth unto itself and is not something that must be overcome.⁷
- The recently adopted Framework for Recreation in Canada⁸ stresses the importance to increase inclusion and access to recreation for populations that face constraints to participation. This goal aims to achieve equitable participation for all regardless of socioeconomic status, age, culture, race, aboriginal status, gender, ability, sexual orientation, and geographic location.
- Social inclusion is being considered in facility design to create welcoming environments, promotion methods to ensure all demographics are being reached, and program planning to offer opportunities for all community members.
- Social media is being embraced as a modern communication tool useful for effectively sharing messages with younger, more technologically savvy audiences.

Recreation Fosters Community Development

- The combined factors of decreasing support from other levels of government, increasing demand for new and exciting recreation infrastructure and programs, and the changing nature of volunteerism has led many municipalities to adopt a community development focus in service delivery. This, in addition to the direct delivery of recreation facilities and programs, includes the facilitation of empowering local non-profit groups to operate facilities and/or offer programs to residents thereby leveraging public resources and providing more value for public investment.

- Community development is the process of creating change through a model of greater public participation—the engagement of the entire community from the individual up. The concept of community development has a broader reach than just the delivery of parks and recreation programs and facilities; it is commonly understood to be the broader involvement of the general public in decision making and delivery. Community development in recreation delivery encompasses supporting and guiding volunteer groups to ultimately become self-sufficient while providing facilities and programs.
- The benefits of recreation experiences contribute to community development. Socializing, volunteering, friendships, civic pride, preserving history, and appreciating one another’s differences are just a few examples of the way recreation activities relay into community development. Participating in recreation creates leadership development opportunities that build strong communities, social capital, and social cohesion.⁹
- The development of children and youth is a large factor in community development. Access to public recreation facilities and parks is important for youth to engage in a variety of activities, especially at-risk youth and vulnerable populations.

Municipalities are Aligning with Provincial and National Strategic Initiatives

- Municipal service providers are aligning their strategic planning and overall service provision with provincial and national level strategic planning conducted by higher levels of government or governing bodies. Strategically aligning service delivery can provide a number of benefits which include:
 - » Increased access to grant funding
 - » Ability to access and utilize research and other available resources
 - » Consistency of messaging to local community groups and organizations
- Within the sport and recreational sphere, national initiatives such as the Long Term Athlete Development model and Canadian Sport for Life Policy have been implemented locally by many municipalities in their programming.
- Many municipalities are also requiring that local sport groups and associations align with these initiatives in order to receive funding and ongoing support.

6 Omidvar, Ratna, Ted Richmand (2003). Immigrant Settlement and Social Inclusion in Canada. The Laidlaw Foundation.

7 Harvey, Louise (2002). Social Inclusion Research in Canada: Children and Youth. The Canadian Council on Social Development’s “Progress of Canada’s Children”.

8 A Framework for Recreation in Canada 2015: Pathways to Wellbeing

9 Alberta Parks and Recreation Association (2002). A Re-established Urban Parks Program.

Volunteerism

Without Volunteers, Recreation Opportunities would be Limited

- Volunteers continue to be vitally important to the planning and delivery of numerous events and programs.
- Municipalities support volunteers in a variety of ways. Methods of support include professional training, board governance training, appreciation events, promoting volunteer opportunities, and providing discounted recreation facility access.
- Without volunteers, municipalities would not be able to provide an equivalent level of service to its residents.

Albertans Volunteer at a Higher Rate than the National Average

- The following findings are from the 2010 Canada Survey of Giving, Volunteering and Participating (Alberta data tables):¹
 - » Albertans volunteer at a higher rate (54.7%) than the national average (47.0%).
 - » The highest volunteer rate in Alberta is among adults aged 35 to 44 (63.4%) followed by ages youth and young adults 15 to 24 (56.7%) and older adults ages 55 to 64 (51.3%).
 - » Although seniors (65 years and older) had the lowest volunteer rate (49.6%), they had the highest average of annual volunteer hours (206 hours on average per year).

Volunteer Trends are Shifting

- Nine current trends in volunteerism are identified by Volunteer Canada:²
 - » **Much comes from the few.** While 47% of Canadians volunteer, over one-third (34%) of all volunteer hours were contributed by 5% of total volunteers.
 - » **The new volunteer.** Young people volunteer to gain work related skills (Canadians aged 15 – 24 volunteer more than any other age group). New Canadians also volunteer to develop work experience and to practice language skills. Persons with disabilities may volunteer as a way to more fully participate in community life.
 - » **Volunteer job design.** Volunteer job design can be the best defense for changing demographics and fluctuations in funding.

- » **Mandatory volunteering.** There are mandatory volunteer programs through Workfare, Community Service Order and school mandated community work.
- » **Volunteering by contract.** The changing volunteer environment is redefining volunteer commitment as a negotiated and mutually beneficial arrangement rather than a one-way sacrifice of time by the volunteer.
- » **Risk management.** Considered part of the process of job design for volunteers, risk management ensures the organization can place the right volunteer in the appropriate activity.
- » **Borrowing best practices.** The voluntary sector has responded to the changing environment by adopting corporate and public sector management practices including standards, codes of conduct, accountability and transparency measures around program administration, demand for evaluation, and outcome measurement.
- » **Professional volunteer management.** Managers of volunteer resources are working toward establishing an equal footing with other professionals in the voluntary sector.
- » **Board governance.** Volunteer boards must respond to the challenge of acting as both supervisors and strategic planners.

1 Data compiled by Statistics Canada. <http://www.statcan.gc.ca/pub/89-649-x/2011001/tbl/tbl210-eng.htm>

2 Alberta Heritage Community Foundation. <http://www.abheritage.ca/volunteer/index.html>

Infrastructure

Aging Infrastructure is a Concern

The recently released Canadian Infrastructure Report Card¹ included an assessment and analysis of the state of sport and recreation facilities in Canada. The report revealed a number of concerns and issues that will impact the delivery of sport and recreation infrastructure over the next number of years. Key findings from the report:

- Canada's infrastructure, including sport and recreation facilities, is at risk of rapid deterioration unless there is immediate investment.
- The average annual reinvestment rate in sport and recreation facilities is currently 1.3% (of capital value) while the recommended target rate of reinvestment is 1.7% – 2.5%.
- Almost 1 in 2 sport and recreation facilities are in 'very poor,' 'poor' or 'fair' condition and need repair or replacement.
- In comparison to other municipal infrastructure assessed in the Report Card, sport and recreation facilities were in the worst state and require immediate attention.
- The Report Card indicated that the extrapolated replacement value of sport and recreation facilities in 'poor' or 'very poor' condition is \$9 billion while those in 'fair' condition require \$14 billion.

Multi-Use Spaces Provide More Benefits

- Recreation and leisure facilities are being designed to accommodate multiple activities and to encompass a variety of different components.
- The benefits of designing multi-use spaces include the opportunity to create operational efficiencies, attract a wide spectrum of users, and procure multiple sources of revenue.
- Providing the opportunity for all family members to take part in different opportunities simultaneously at the same location additionally increases convenience and satisfaction for residents.
- Creating spaces within a facility that are easily adaptable and re-configurable is another growing trend observed in many newer and retrofitted facilities. Gymnasium spaces and field house facilities are being designed with adjustable barriers, walls, bleachers, and other amenities that can be easily set-up or removed depending on the type of activity or event.

Integrating Indoor and Outdoor Environments

- A new concept in recreation infrastructure planning is to ensure that the indoor recreation environment interacts seamlessly with the outdoor recreation environment. This can include such ideas as indoor/outdoor walking trails, indoor/outdoor child play areas, and indoor/outdoor aquatics facilities.
- Although there are a number of operational issues that need to be considered when planning indoor/outdoor environments (e.g. cleaning, controlled access, etc.) the concept of planning an indoor facility to complement the site it is located on (and associated outdoor amenities included) as well as the broader community parks and trail system is prudent and will ensure the optimization of public spending on both indoor and outdoor recreation infrastructure.
- Integrating indoor and outdoor environments is also achieved by ensuring interiors have good opportunities to view the outdoors.

More Focus is Placed on Ensuring Accessibility

- Many current recreation facilities are putting significant focus on ensuring that user experiences are comfortable including meeting accessibility requirements and incorporating designs that can accommodate various body types. Programming is made as accessible as possible via "layering" to provide the broadest appeal possible to physical and intellectual preferences.
- Meeting the needs of various user groups is also an important aspect of accessibility. Incorporating mobile technologies, rest spaces, child-friendly spaces, crafts areas, and educational multi-purpose rooms for classes and performances is an emerging trend.
- Accessibility guidelines set by governments, as well as an increased understanding of the needs of different types of visitors, is fueling this trend.

1 http://www.canadainfrastructure.ca/downloads/Canadian_Infrastructure_Report_2016.pdf

Achieving Financial Sustainability through Revenue Generating Spaces

- Operators of community facilities are being required to find creative and innovative ways to generate the revenues needed to both sustain current operations and to fund future expansion or renovation projects. By generating sustainable revenues outside of regular government contributions, many facilities are able to demonstrate increased financial sustainability and expand service levels.
- Lease spaces provide one such opportunity. Many facilities are creating new spaces or redeveloping existing areas of their facility that can be leased to food and beverage providers and other retail businesses.
- Short term rental spaces are another major source of revenue for many facilities. Lobby areas, programs rooms, and event hosting spaces have the potential to be rented to the corporate sector for meetings, team building activities, holiday parties, and a host of other functions.
- Advertising spaces, sponsorships agreements, and naming rights are tactics used to generate revenue.

Social Amenities Enhance User Experience

- The inclusion of social amenities provides the opportunity for multi-purpose community facilities to maximize the overall experience for users as well as to potentially attract non-traditional patrons to the facility.
- Examples of social amenities include attractive lobby areas, common spaces, restaurants and cafeterias, spectator viewing areas, meeting facilities, and adjacent outdoor parks or green space.
- It is uncommon for new public facilities, especially in urban areas, to not be equipped with public wireless internet.
- Another significant benefit of equipping facilities with social amenities is the opportunity to increase usage and visitation to the facility during non-peak hours. Including spaces such as public cafeterias and open lobby spaces can result in local residents visiting the facility during non-event or non-program hours to meet friends or is simply a part of their daily routine. Many municipalities and non-profit organizations have encouraged this non-peak hour use in order to ensure that the broader populace perceives that the facility is accessible and available to all members of the community.

Urban Parks

Quality Parks and Outdoor Spaces are Highly Valued by Residents

- Research supports that individuals continue to place a high value on the availability and quality of parks, trails, and outdoor spaces.
- A 2013 Canadian study commissioned by the TD Friends of the Environment Foundation¹ found that nearly two-thirds of respondents (64%) indicated that local parks were “very important” to them and their family. Additionally, 68% of Canadians are concerned about the loss of green space in their community.
- A 2011 study² of over 1,100 parents of 2 to 12 year olds in the United States, Canada, and the United Kingdom found that the more time a family spends together at a playground, the greater their overall sense of family wellbeing. Three-quarters also wished that their family had time to visit a playground more often.
- Parks and outdoor spaces also play a key role in helping to combat “nature deficit disorder” amongst children and youth. This phrase, first coined by Richard Louv in his bestselling book “Last Child in the Woods,” suggests that children are becoming estranged from nature and natural play, which results in a number of cognitive, physical, and developmental issues.
- While all residents benefit from the availability of quality park spaces, a significant amount of research and attention has been given to the myriad of benefits that result from children and youth being able to play and interact in outdoor settings. Findings include:
 - » Children who play regularly in natural environments show more advanced motor fitness, including coordination, balance and agility, and they are sick less often.³
 - » Exposure to natural environments improves children’s cognitive development by improving their awareness, reasoning, and observational skills.⁴

1 TD Friends of the Environment Foundation survey. Conducted by Ipsos Reid (2013).

2 Harris Interactive (2011). Playgrounds Increase Sense Of Family Well-Being. Washington, District of Columbia. Foresters.

3 Grahn, P., Martensson, F., Lindblad, B., Nilsson, P., & Ekman, A., (1997). UTE pa DAGIS, Stad & Land nr. 93/1991 Sveriges lantbruksuniversitet, Alnarp.

4 Pyle, Robert (1993). The thunder trees: Lessons from an urban wildland. Boston: Houghton Mifflin.

- » Children who play in nature have more positive feelings about each other.⁵ Outdoor environments are important to children's development of independence and autonomy.⁶
- » Children with views of and contact with nature score higher on tests of concentration and self-discipline. The greener, the better the scores.⁷

Planning Active Transportation Routes and Pathways

- Active transportation refers to any form of human-powered transportation, such as walking, cycling, using a wheelchair, in-line skating, or skateboarding.⁸
- In 2011 in Canada, 5.7% of commuters walked to work regularly while 1.3% cycled, accounting for over one million Canadians.⁹
- A generational trend is that younger professionals are using active modes of transportation more now than ever. A number of factors are contributing to this such as people are becoming more environmentally conscious, financial limitations (active transportation is generally a cheaper mode of transportation), and a trend is occurring in which people are moving back from the suburbs into urban communities in which places of work are closer in proximity to place of residence.
- Urban parks encourage active traffic through its boundaries if they are adjacent to a roadway or can provide a shortcut through the community. Pathway systems that connect neighbourhoods across a municipality are becoming increasingly important to accommodate alternative methods of transportation.
- Including multi-use pathway systems is becoming a given with park design as they not only serve a transportation function, but facilitate a wide range of recreational uses.

- Experienced active transportation commuters, especially cyclists, tend to favour more direct routes and will utilize roadways instead of paved pathways. Paved pathways that are planned to encourage active transportation commuters are wide and typically have separate lanes for cyclists and pedestrians.
- Relationships to analyze include the types of amenities on pathways and user numbers, lighting and its effects on night usage, and the surface material and the types of usage (e.g. bicycling, walking). An analysis of why certain pathways receive high usage can be applied to other corridors that do not attract as much active traffic volume.
- Gathering utilization data with trail trackers is a practice that municipalities are beginning to undertake on a regular basis.

Parks are used to Preserve and Promote Heritage and Culture

- Preserving and further developing the historical aspects of urban parks is a strategy municipalities apply to embed the importance of these spaces within the community and increase resident interest and utilization.
- Municipalities showcase the history of a community via its prominent community builders and significant events from the past by dedicating the name of a park, including interpretative information, and displaying art installations that contribute to a sense of place.
- Aspects of cultures are celebrated and persevered in parks. In Chinese gardens, for example, plants are carefully selected for their symbolic association and installed to dictate the arrangement of spaces. The idea that a garden should invite aesthetic appreciation and the enjoyment of nature is important to some park visitors, but is not limited to a single culture.
- Festival venues, art displays, amphitheatres, and garden features are examples of culture infrastructure in urban parks that can set a municipality apart. These amenities provide identity-defining features and establish iconic places.

5 Moore, Robin (1996). Compact Nature: The Role of Playing and Learning Gardens on Children's Lives, *Journal of Therapeutic Horticulture*, 8, 72-82

6 Bartlett, Sheridan (1996). Access to Outdoor Play and Its Implications for Healthy Attachments. Unpublished article, Putney, VT

7 Taylor, A.F., Kuo, F.E. & Sullivan, W.C. (2002). Views of Nature and Self-Discipline: Evidence from Inner City Children, *Journal of Environmental Psychology*, 22, 49-63

8 Public Health Agency of Canada. <http://www.phac-aspc.gc.ca/hp-ps/hl-mvs/pa-ap/at-ta-eng.php>

9 Statistics Canada. 2011. Commuting to Work. https://www12.statcan.gc.ca/nhs-enm/2011/as-sa/99-012-x/99-012-x2011003_1-eng.cfm



6

Morinville Facilities

Inventory

The Town of Morinville owns and operates a number of indoor and outdoor recreational facilities. It has two major indoor facilities including the ice arena and the four-sheet curling rink at the Ray McDonald Sports Center. The Morinville Community Culture Centre (MCCC) includes a hall and programming space as well as a youth centre.

Regarding outdoor recreation space, there are seven ball diamonds, eight rectangular fields, three tennis courts, twelve playgrounds, and two beach volleyball courts. A skateboard park, a splash park, and an outdoor rink are also provided to Town residents. Passive recreation spaces include 8.5 km of pathways and trails and a variety of park and pond spaces—some of which even have Wi-Fi coverage.

Other non-Town facilities are also available to Morinville residents such as private fitness centres, the Fish and Game Club’s hall space, and the Heritage Lodge Seniors Centre. School gymnasiums are also available to town residents.¹ Outdoor exercise equipment is located at the Fish and Game Club and is accessible at no cost for all visitors. As identified in the Regional Recreation Facilities Master Plan, there are four community hall spaces operated by alternative service providers.

Town Owned/Operated Recreation Spaces

Indoor Facility	#
Cultural Centres	1
Curling Facilities	1
Curling Sheets	4
Ice Arena Facilities	1
Ice Arena Sheets	1

Outdoor Amenity	#
Ball Diamonds	7
Beach Volleyball Courts	2
Outdoor Rinks	1
Rectangular Fields	8
Skateboard Parks	1
Splash Parks	1
Tennis Courts	1
Playgrounds	12
Trails (km)	8.5
Outdoor Exercise Equipment (locations)	1

¹ A new joint use agreement between the school division and the Town is needed.

Assessment Information

The arena at the Ray McDonald Sports Center is nearing the end of its lifespan. In 2013, the Regional Recreation Facility Master Plan stated that the arena has 5 years of remaining useful life. Also stated in the Master Plan's assessment is that the three tennis courts do not meet expectations, including two that are deemed unusable (the two unusable courts are now decommissioned). The outdoor rink and splash park both exceeded expectations and have 24 years of remaining useful life. The Cultural Centre is in great condition and has a long remaining useful life.

Facility	Remaining Useful Life ^A
Ray McDonald Sports Center: Arena	5
Ray McDonald Sports Center: Curling Rink	22
Morinville Community Cultural Centre	44

A Regional Recreation Facility Master Plan (2013)

In 2014, the arena underwent repairs to the columns in order to increase the snow load capacity on the roof. The repairs were designed for a service life of 5 years and annual site visits were recommended by the consulting engineers who conducted the repairs. The suggested site visits would take place to ensure that distress to additional columns and water filtration does not occur. In addition to arena concerns, four of the sports fields and one of the ball diamonds did not meet expectations due to grading and surface quality.

Utilization

Ray McDonald Sports Center Arena

The arena at the Ray McDonald Sports Center is well utilized during prime time hours. The Town defines Prime Time as 4:30 pm to 11 pm on weekdays and 7:30 am to 11 pm on weekends. With 1,327 hours used over the past ice season, Prime Time utilization is at 93% capacity. Regarding school use during non-prime time hours, 80 hours were utilized over the 2015/16 ice season. In March, utilization was less than the previous months as teams finish their seasons at different points depending on playoff results.

Definition of Prime Time Ice

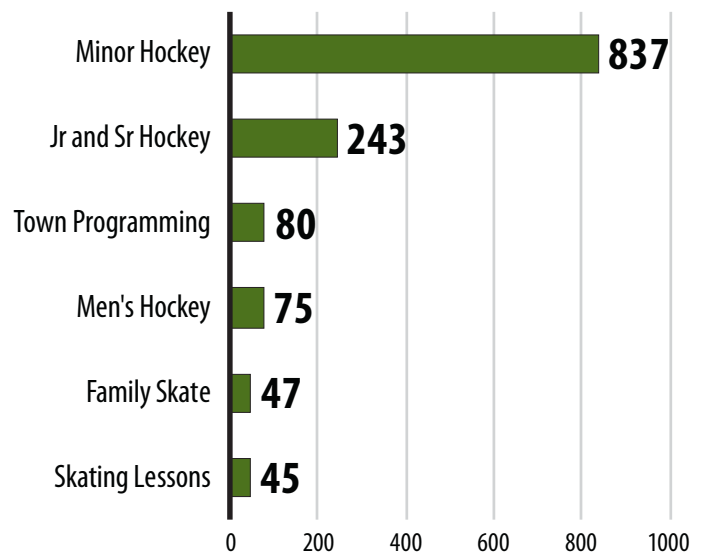
Day of Week	Definition
Weekday	4:30 pm to 11:00 pm
Weekend	7:30 am to 11:00 pm

Prime Time Utilization

2015/16 Prime Time Utilization	
Hours Available	1,431
Hours Used	1,327
Utilization Percentage	93%

Minor Hockey used 63% of the arena's prime time hours, junior and senior hockey used 18%, and Town programming accounted for 6% of prime time hours.

2015/16 Prime Time Hours Used



The ice is typically installed at the beginning of September and remains in until the third week of March. When the ice is out, the arena facilitates a number of uses including:

- Events (e.g. Trade fair, SJB Fest, Town Wide Garage Sale)
- Lacrosse
- Baseball and soccer coaching clinics
- Community group bookings (e.g. Cadets)
- Roller derby
- Community bookings
- Summer youth programming and camps
- Off-season maintenance
- School use

Town of Morinville Programming

The Morinville Community Culture Centre (MCCC) was utilized for nearly 900 hours in 2015 for programming organized by the Town of Morinville. In addition to FCSS programming, a wide range of recreation programming occurs at the MCCC including fitness, recreational sports, dance, the Active Living Fair, and much more. The Ray McDonald Sports Center was used for 454.5 hours (including Town programming ice use, camps booked by the Town, meeting room use, and dry floor use). The gymnasium at the Morinville Public School was used for 57.5 hours, and the Town utilized the Heritage Lodge for 31 hours.

Facility	Town Programming Hours (2015)
Morinville Community Cultural Centre	890.5
Ray McDonald Sports Center	454.5
Morinville Public School Gymnasium	57.5
Heritage Lodge	31
Rooke School of Karate	27
Fish and Game Club	25
Notre Dame Elementary School	7

Benchmarking

The following chart displays cities and towns in Alberta with populations between 6,000 and 14,000; their indoor recreation inventories are compared to Morinville's. Many of these recreation amenities are typically considered for multiple component recreation facilities. Eighteen (18) of the 22 municipalities operate indoor aquatics facilities. Of the four municipalities that do not operate indoor pools, three have outdoor pools and one has an agreement with a private indoor pool to schedule public swim and lessons. Seventeen (17) of the 22 municipalities have two arena ice sheets and 16 of them are located within the same facility. Ten of the municipalities operate fitness centres, eight have indoor walking/running tracks, four have indoor playgrounds, and six have non-school gymnasiums. None of the municipalities have indoor artificial turf fields.

Municipality	Population (most recent census)	Indoor Aquatics Facilities	Ice Arena Facilities	Ice Arena Sheets	Curling Sheets	Indoor Fields	Dedicated Community Gymnasiums	Fitness Centres	Indoor Walking/Running Track	Indoor Playground
Canmore	13,077	1	1	2	4	0	0	1	0	0
High River	12,920	1	1	2	4	0	2	0	1	0
Lacombe	12,728	1	1	2	6	0	0	1	0	0
Wetaskiwin	12,621	1	1	2	4	0	0	1	0	0
Hinton	9,640	1	1	2	6	0	0	0	0	0
Banff	9,386	0	1	2	4	0	0	0	0	0
Blackfalds	8,793	0	1	1	0	0	3	1	1	1
Edson	8,646	1	1	2	5	0	0	0	0	0
Olds	8,617	1	1	2	6	0	0	1	1	0
Taber	8,380	1	1	2	4	0	0	1	0	0
Drumheller	8,029	1	1	1	6	0	3	1	1	1
Innisfail	7,953	1	1	2	4	0	0	0	0	0
Coaldale	7,526	0	1	1	6	0	0	0	0	0
Rocky Mountain House	7,220	1	1	2	5	0	0	0	0	0
Drayton Valley	7,049	1	1	2	6	0	1	1	1	0
Bonnyville	6,921	1	1	2	4	0	1	1	1	1
Slave Lake	6,782	1	1	2	6	0	1	0	1	1
Ponoka	6,773	1	1	2	6	0	0	0	0	0
Peace River	6,729	1	1	1	5	0	0	0	0	0
Devon	6,650	0	1	1	0	0	0	0	0	0
Wainwright	6,289	1	1	2	5	0	0	1	1	0
St. Paul	6,004	1	2	2	6	0	0	0	0	0
Average	8,579	0.8	1.0	1.8	4.6	0.0	0.5	0.5	0.4	0.2
Morinville	9,893	0	1	1	4	0	0	0	0	0



7

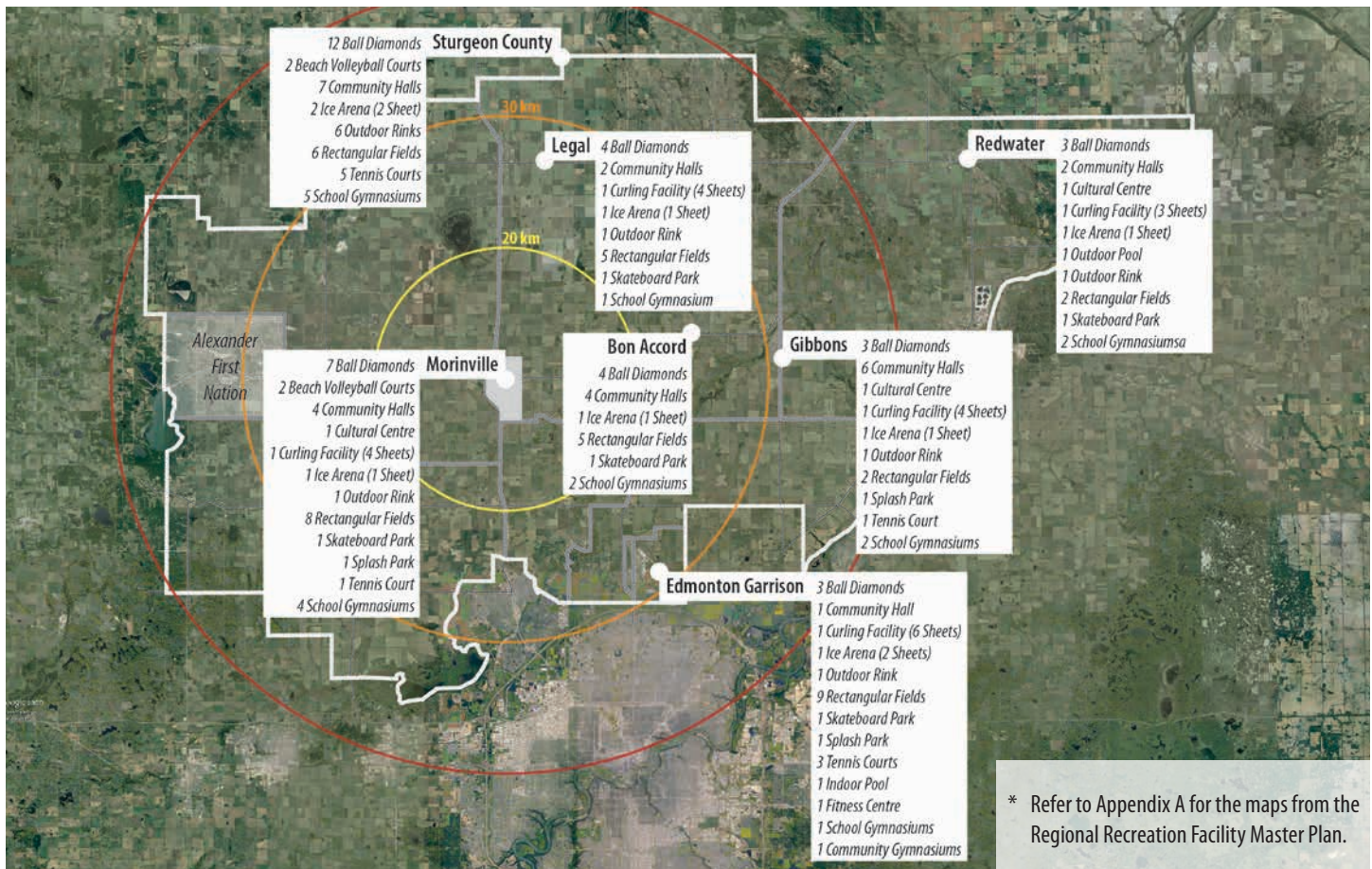
Regional Facilities

Inventory

Within the Sturgeon County area, there are a number of recreation facilities operated by the municipalities and community organizations including 9 ice arena sheets and 27 curling sheets. The closest indoor pool is in St. Albert. Located 24 km southeast of Morinville, Edmonton Garrison has two arena ice sheets, field house, indoor pool, climbing wall, and a number of other recreation amenities.

Recreation Facilities and Outdoor Spaces within Sturgeon County

Facility	Morinville	Gibbons	Redwater	Legal	Bon Accord	Sturgeon County	Edmonton Garrison	Total
Ball Diamonds	7	3	3	4	4	12	3	36
Beach Volleyball Courts	2	0	0	0	0	2	0	4
Community Halls	4	6	2	2	4	7	1	26
Cultural Centres	1	1	1	0	0	0	0	3
Curling Facilities	1	1	1	1	0	0	1	5
Curling Sheets	4	4	3	4	0	0	6	21
Ice Arena Facilities	1	1	1	1	1	2	1	8
Ice Arena Sheets	1	1	1	1	1	2	2	9
Outdoor Pools	0	0	1	0	0	0	0	1
Outdoor Rinks	1	1	1	1	0	6	1	11
Rectangular Fields	8	2	2	5	5	6	9	37
Skateboard Parks	1	0	1	1	1	0	1	5
Splash Parks	1	1	0	0	0	0	1	3
Tennis Courts	1	1	0	0	0	5	3	10
Indoor Pools	0	0	0	0	0	0	1	1
Fitness Centres	0	0	0	0	0	0	1	1
School Gymnasiums	4	2	2	1	2	5	1	17
Community Gymnasiums	0	0	0	0	0	0	1	1



Recreation Facilities and Outdoor Spaces in St. Albert

Morinville residents utilized recreation spaces in St. Albert as well. Servus Credit Union Place contains an aquatic centre, three ice arenas, leisure ice surface, two indoor fields, gymnasium, indoor playground, fitness centre, and an indoor walking/running track.

Facility	St. Albert
Ball Diamonds	33
Community Halls	5
Curling Facilities	1
Curling Sheets	6
Fitness Centres	1
Community Gymnasiums	1
Ice Arena Facilities	2
Ice Arena Sheets	4
Indoor Aquatics Facilities	2
Indoor Fields	2
Indoor Playgrounds	1
Off Leash Dog Parks	2
Outdoor Pools	1
Outdoor Rinks	27
Rectangular Fields	45
Skateboard Parks	1
Splash Parks	1
Tennis Courts	24
Walking/Running Tracks	1

Assessment Information

The following information regarding municipally owned and operated facilities is from the Regional Recreation Facility Master Plan of 2013. The other municipally-operated arenas within Sturgeon County have remaining useful lives of 10 to 27 years. Only one of the 7 listed facilities listed in the table is expected to be in use after 20 years. The Plan states that the replacement value of the region's recreation facilities is nearly \$50,000,000, not including Edmonton Garrison facilities.

Regional Recreation Facility Master Plan (2013): Facility Assessment

Municipality	Facility	Remaining Useful Life
Bon Accord	Arena	16
Gibbons	Arena	18
Gibbons	Community Centre	12
Legal	Arena	10
Legal	Curling Rink	11
Redwater	Arena	27
Redwater	Outdoor Pool	10

Benchmarking

As a region, Sturgeon provides one indoor aquatics facility compared to the nearly two on average by the comparative regions. Sturgeon has more curling and arena ice sheets than the benchmarked regions. The following chart displays municipally owned and operated facilities; however, some of the arenas and curling rinks included are operated by non-profit organizations.

Region	Municipalities	Population (Most Recent Census)	Indoor Aquatics Facilities	Ice Arena Facilities	Ice Arena Sheets	Curling Sheets	Indoor Fields	Dedicated Community Gymnasiums	Fitness Centres	Indoor Walking/ Running Track	Indoor Playground
Wetaskiwin	Wetaskiwin; Millet; County of Wetaskiwin	25,579	1	3	4	6	0	0	1	0	0
Wheatland	Strathmore; Hussar; Rockyford; Standard; Wheatland County	22,492	1	4	5	10	0	0	0	0	0
Mountain View	Olds; Sundre; Carstairs; Didsbury; Cremona; Mountain View County	32,527	3	5	6	23	0	0	3	1	0
Bonnyville	Cold Lake; Bonnyville; Glendon; MD Bonnyville	36,376	2	4	6	13	0	2	2	2	0
Yellowhead	Edson; Hinton; Yellowhead County	28,755	2	4	6	18	0	0	0	0	0
Average	—	29,146	1.8	4.0	5.4	14.0	0.0	0.4	1.2	0.6	0.0
Sturgeon	Morinville; Redwater; Gibbons; Bon Accord; Legal; Edmonton Garrison; Sturgeon County	37,330	1	8	9	21	0	1	1	0	0



8

Consultation

Overview

Four mechanisms were conducted to gather input from local residents and community groups. A mail-out household survey generated input from 1,172 households in the Morinville area plus another 37 responses online. The community group survey gathered perspectives from 11 organizations that provide recreation opportunities to local residents. Twenty-eight (28) key stakeholders were interviewed to learn about the recreational needs of the community.

Mechanism	Description	Responses/ Participants	Fielding Date
Household Survey (Mail-out)	A statistically representative survey of area residents. Questionnaires mailed to households in the Town of Morinville and surrounding Sturgeon County households.	1,172 Responses	June to July 2016
Household Survey (Public Online)	The household survey was available on the Town's website for area residents to provide input in case they did not receive a questionnaire in the mail. Results are reported on separately from the mail-out version.	37 Responses	June to July 2016
Community Group Survey	Online survey (with hardcopy available upon request) for community groups such as sport organizations, schools, and service clubs.	11 Responses	June to July 2016
Stakeholder Interviews	In-person interviews with key stakeholders in the community. Supplementary telephone interviews were also conducted.	28 Participants	June 2016

Household Survey

A household survey was conducted to gather the perspective of area residents. Questionnaires were mailed to 3,265 Morinville residents via addressed mail. To capture the opinions of the surrounding Sturgeon County residents, an additional 2,859 questionnaires were sent out via non-addressed flyer mail. See Appendix B for the flyer mail distribution. A postage paid envelope accompanied all questionnaires in the mail. In total, 1,172 questionnaires were returned including 808 from Town households and 301 from County households; the few remaining responses were from Legal, Bon Accord, and St. Albert. The results are considered representative of the area with a margin of error of $\pm 2.6\%$ 19 times out of 20.¹

Municipality	Responses Submitted	Questionnaires Mailed	Response Rate	Margin of Error
Town of Morinville	808	3,265 ^A	25%	$\pm 3.0\%$
Sturgeon County	301	2,859 ^B	11%	$\pm 5.3\%$
Total	1,172 ^C	6,124	19%	$\pm 2.6\%$

A Addressed mail.

B Non-addressed flyer mail.

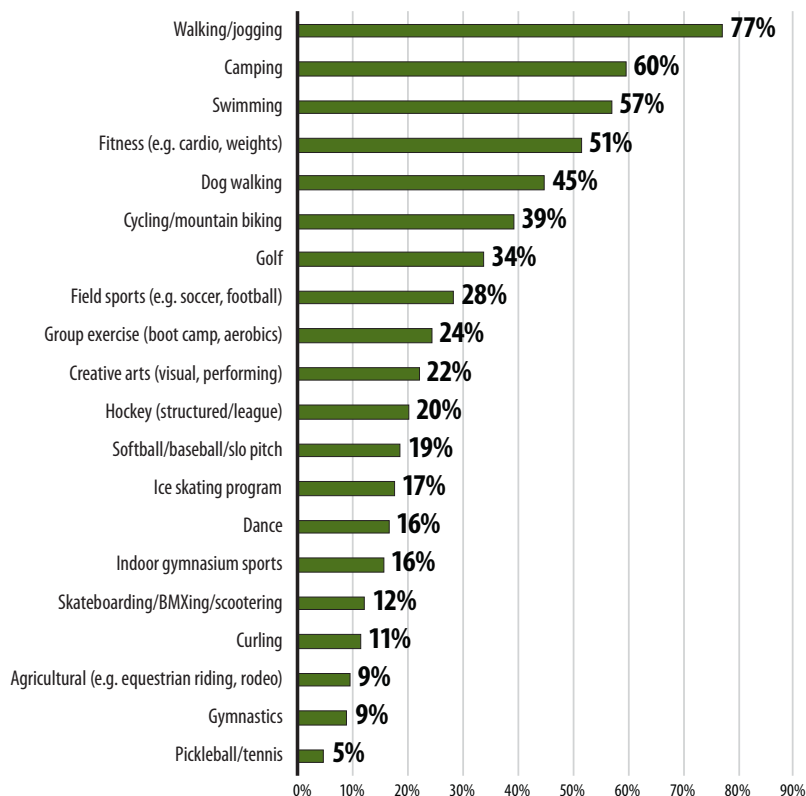
C The total includes respondents' results from the Town Morinville and Sturgeon County as well as 62 responses from Legal, Bon Accord, St. Albert, and those who did not identify a residency.

The following graphs display the total results from all respondents. Where notable differences exist between Town and County respondents, pull-out boxes report these differences. An open online version of the questionnaire was also available on the Town's website; 37 responses were submitted. Selected responses from the online survey are noted separately. See Appendix C for the questionnaire.

Household Recreation Activities

Approximately three-quarters (77%) of respondent households have walked/jogged for recreation in the past year, 60% have camped, and 57% went swimming. Fitness (51%), dog walking (45%), cycling/mountain biking (39%), and golf (34%) are activities participated in by over one-third of households.

Recreation Participation



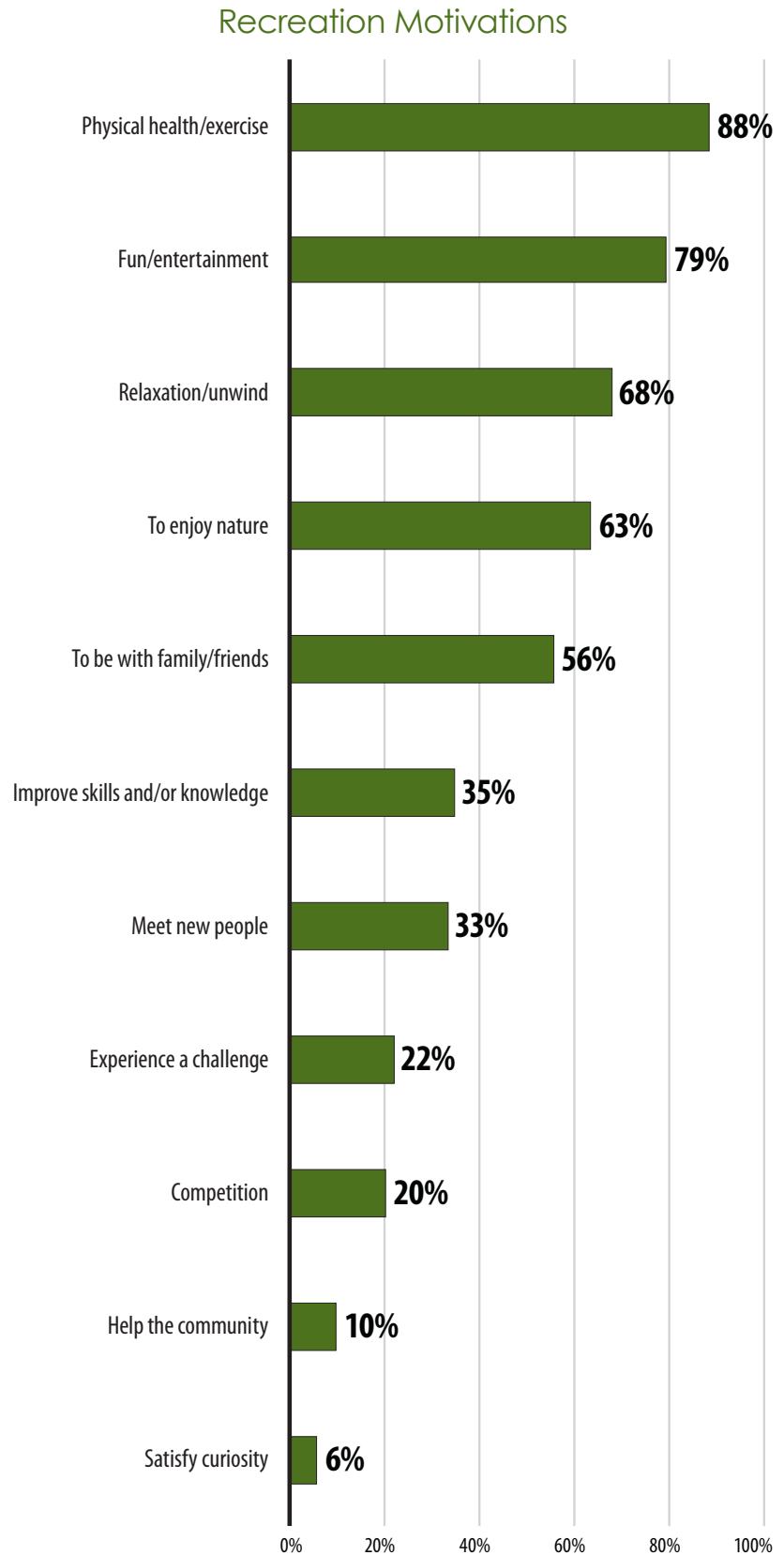
Web Results

Walking/jogging (78%), swimming (76%), and camping (68%) are the top three participated in activities from the online survey as well.

¹ If the survey were to be conducted 20 times with the same level of response, the results would be within 2.6% on 19 occasions.

Recreation Motivations

Physical health/exercise (88%), fun/entertainment (79%), and relaxation/unwind (68%) are the top three reasons why respondents participate in recreation activities.



Web Results

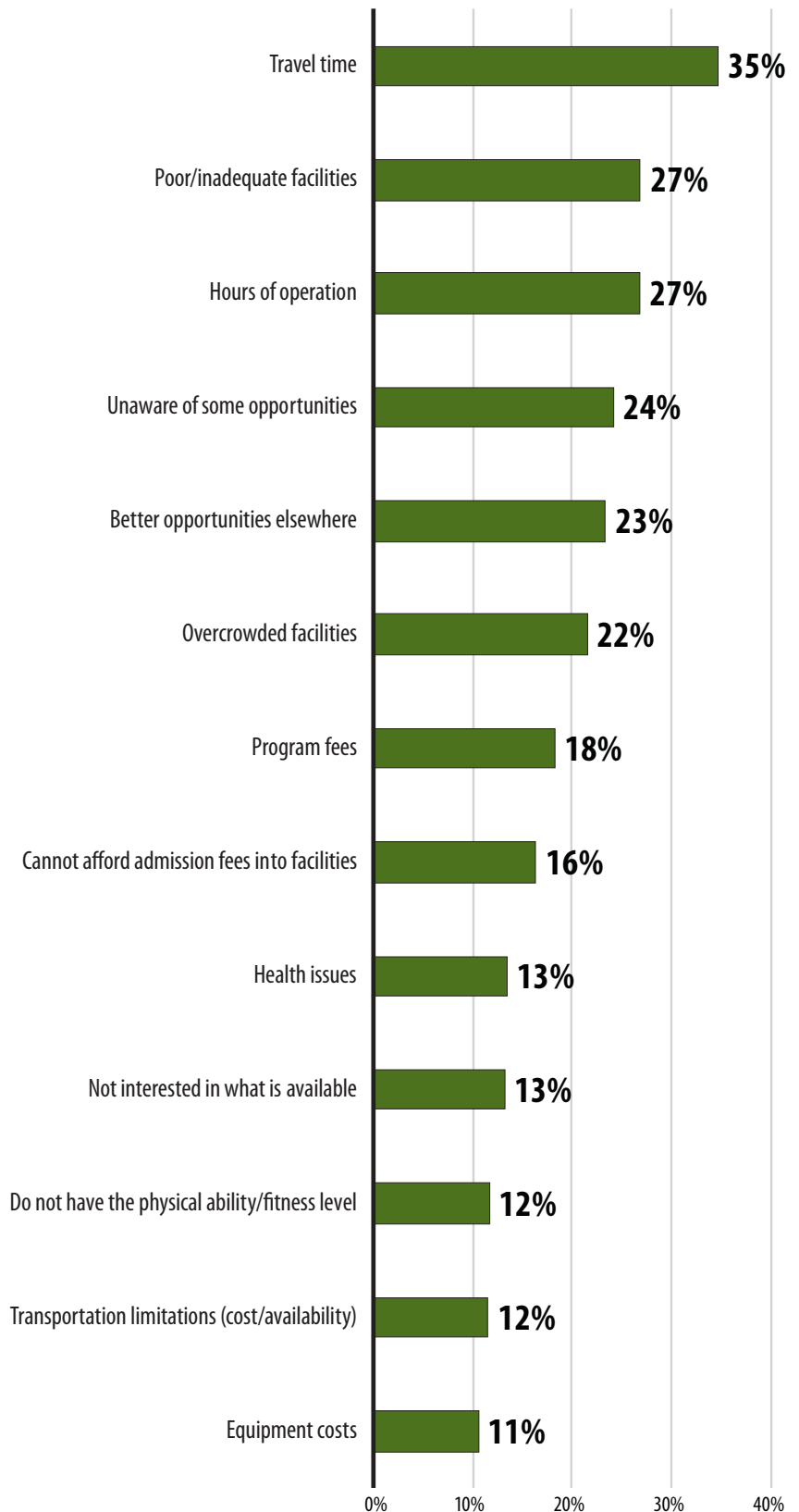
The order of the online survey's top four responses are consistent with the mail-out survey results.

Barriers to Participation

The top three barriers to recreation participation are travel time (35%), hours of operation (27%), and poor/inadequate facilities (27%).

Barriers to Participation	Town	County
Travel time	33%	39%
Hours of operation (schedule of programs/facility)	29%	23%
Poor/inadequate facilities	30%	20%
Unaware of some opportunities	23%	26%
Better opportunities elsewhere	26%	19%

Barriers to Participation



Web Results

In the online version of the survey, poor/inadequate facilities (42%) is the top barrier.

Level of Agreement Statements

Almost all (96%) of respondents agree (69% strongly agree; 27% somewhat agree) that recreation is important to their quality of life. A similarly strong majority (94%) of respondents agree (74% strongly agree; 20% somewhat agree) that the municipalities in the area should work together to provide recreation opportunities. See the following table for other responses.

Statement	Strongly Agree	Somewhat Agree	Unsure	Somewhat Disagree	Strongly Disagree
Recreation is important to my quality of life.	69%	27%	2%	1%	1%
The municipalities in the area should work together to provide recreation opportunities for residents.	74%	20%	3%	2%	1%
Quality recreation programs and facilities can help attract and retain residents.	71%	22%	4%	2%	1%
Recreation services brings the community together.	59%	33%	4%	2%	1%
My local community as a whole benefits from recreation programs and services.	61%	25%	8%	4%	2%
Residents can benefit even if they do not use recreation services directly.	36%	38%	16%	7%	3%

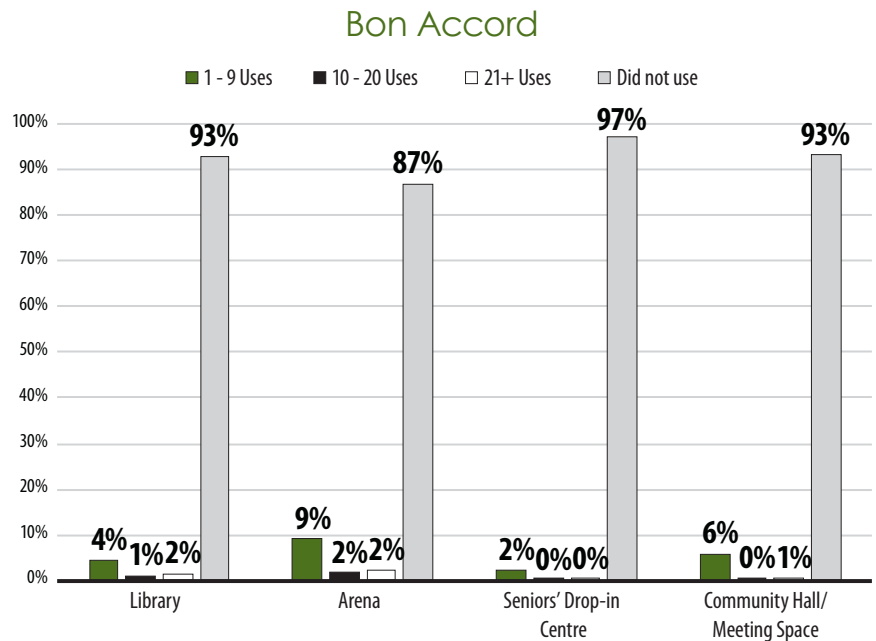
Web Results

Ninety-four percent (94%) of online respondents agree (88% strongly agree; 6% somewhat agree) that the municipalities in the area should work together to provide recreation opportunities.

Utilization

Bon Accord

Thirteen (13%) of respondent households have used/visited the arena in Bon Accord in the past year.

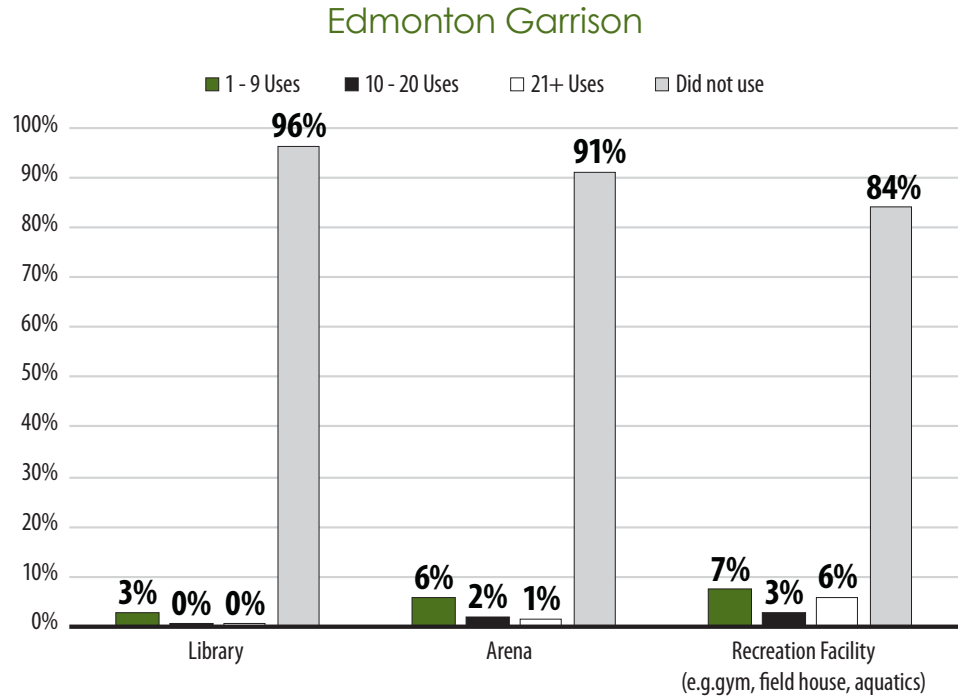


Web Results

Thirteen percent (13%) of online respondents have used the arena in Bon Accord over the past year.

Edmonton Garrison

The recreation facility (gym; field house; aquatics) was used by 16% of respondents in the past 12 months.

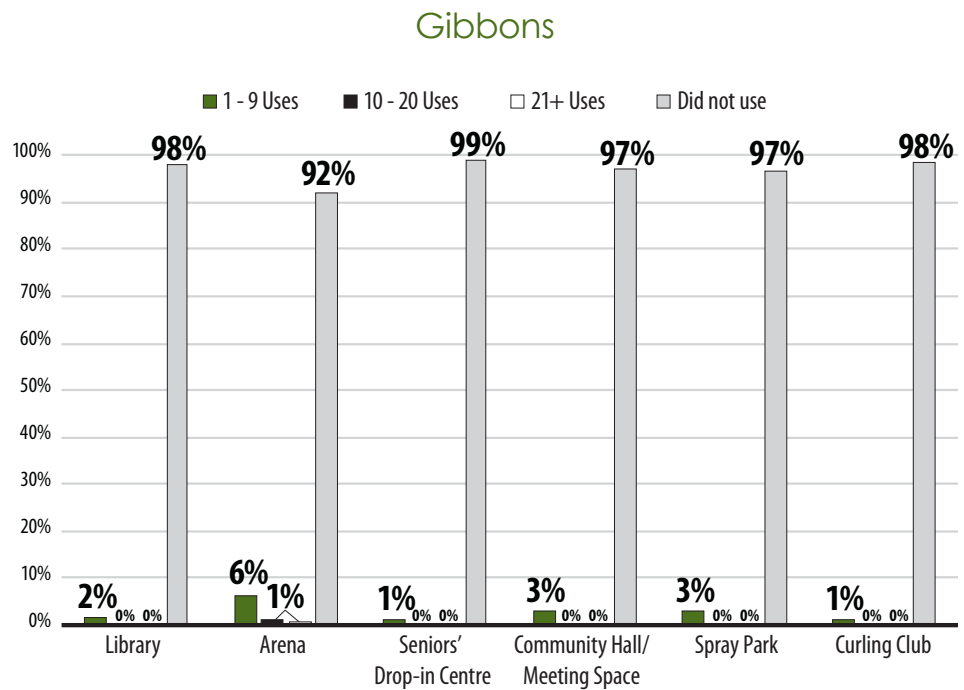


Web Results

Twenty-seven percent (27%) of online respondents have use the recreation facility at Edmonton Garrison in the past year.

Gibbons

In the past year, 8% of respondent households have used the arena in Gibbons.

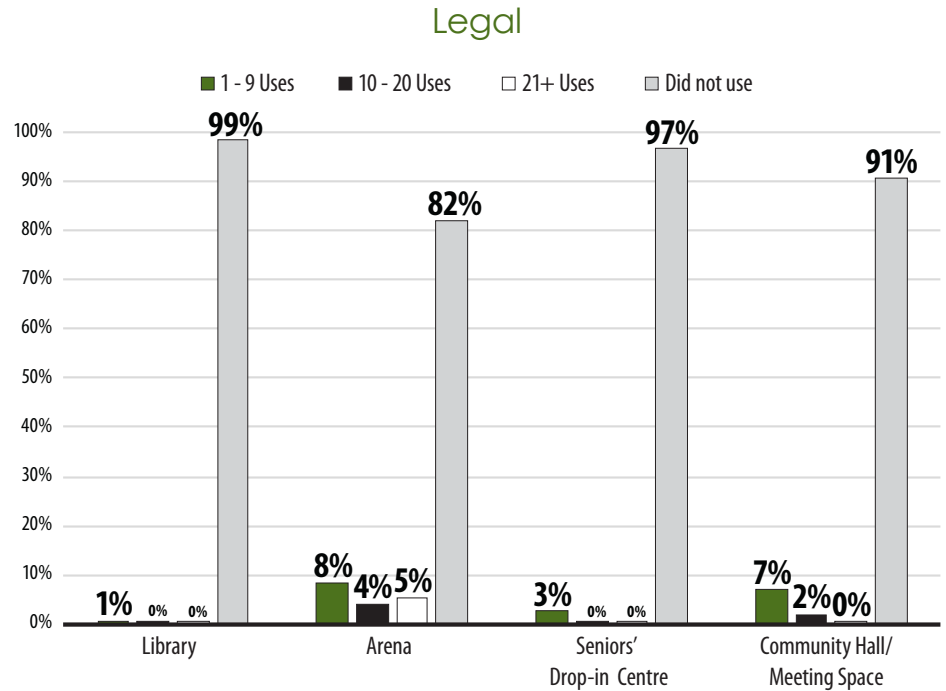


Web Results

Ten percent (10%) have used the arena and community hall/meeting space in Gibbons over the past 12 months.

Legal

The arena in Legal was visited by 18% of respondents in the past year.



Web Results

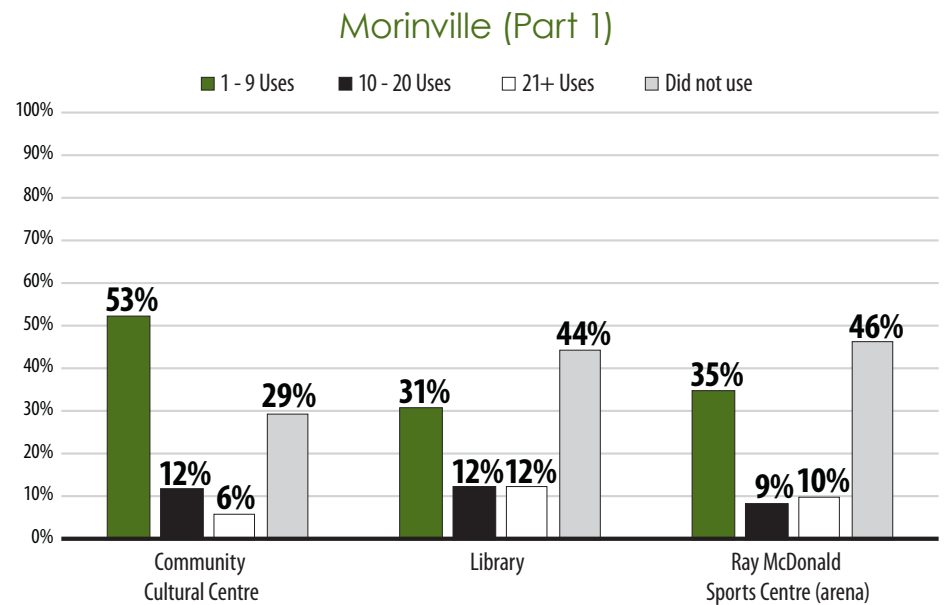
Thirteen percent (13%) of respondents have used the arena and community hall/ meeting space in Legal over the past year.

Morinville (Part 1)

The Community Cultural Centre was visited by 71% of respondents in the past year.

Facility	Town	County
Community Cultural Centre	78%	54%

Note: percentages are the sum of 1 – 9 uses, 10 – 20 uses, and 21+ uses.



Web Results

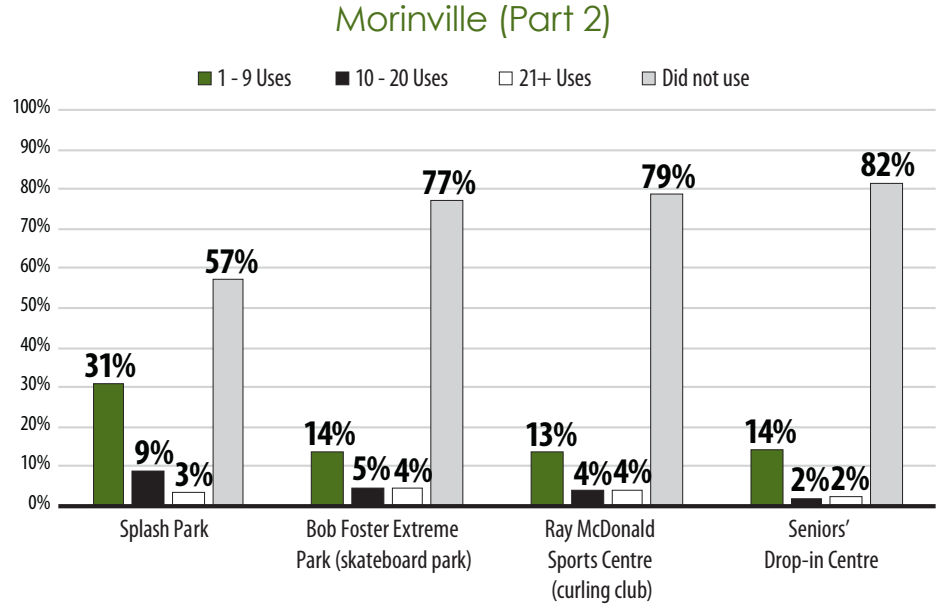
Over three-quarters (77%) of online respondents have used the MCCC in the past year and 68% have used the splash park.

Morinville (Part 2)

The arena at the Ray McDonald Sports Center was used/visited by 54% of households; 10% of households used it on 21 or more occasions.

Facility	Town	County
Ray McDonald Sports Center (arena)	60%	40%

Note: percentages are the sum of 1 – 9 uses, 10 – 20 uses, and 21+ uses.

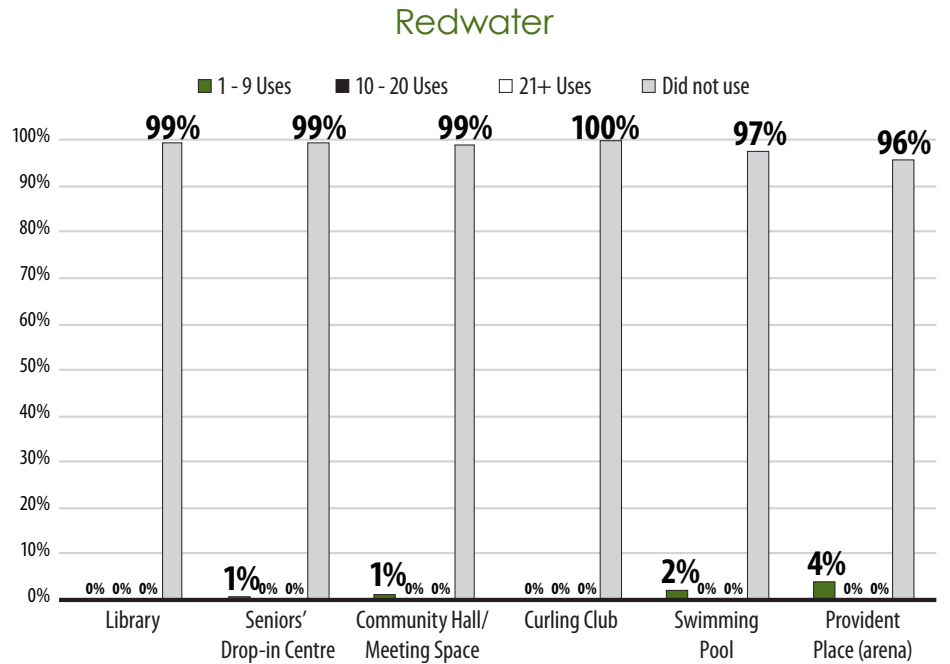


Web Results

Over three-quarters (77%) of online respondents have used the MCCC in the past year and 68% have used the splash park.

Redwater

The arena at Provident Place was used by 4% of respondent households.



Web Results

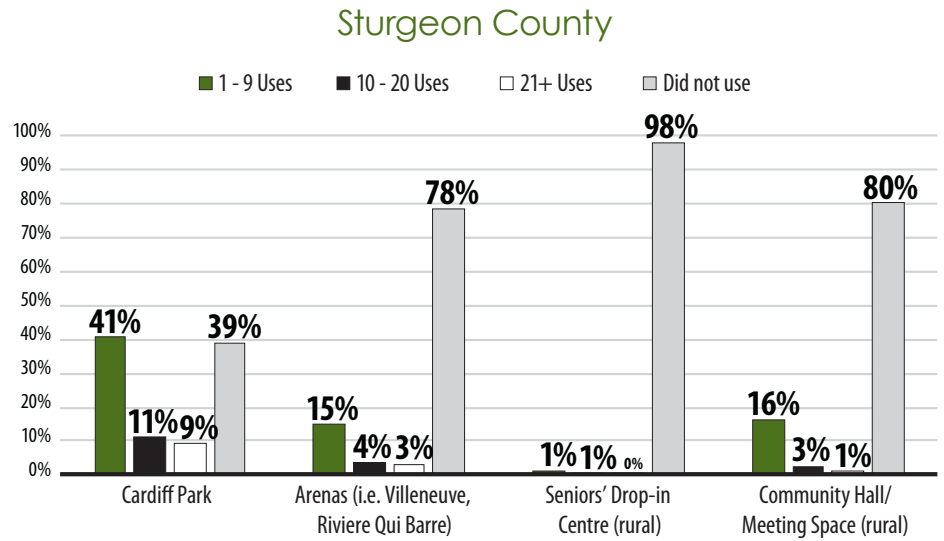
Seven percent (7%) have used the outdoor swimming pool in the past year.

Sturgeon County

Cardiff Park was visited by 61% of households and 22% have used arenas in Sturgeon County in the past year.

Facility	Town	County
Cardiff Park	66%	51%

Note: percentages are the sum of 1 – 9 uses, 10 – 20 uses, and 21+ uses.



Web Results

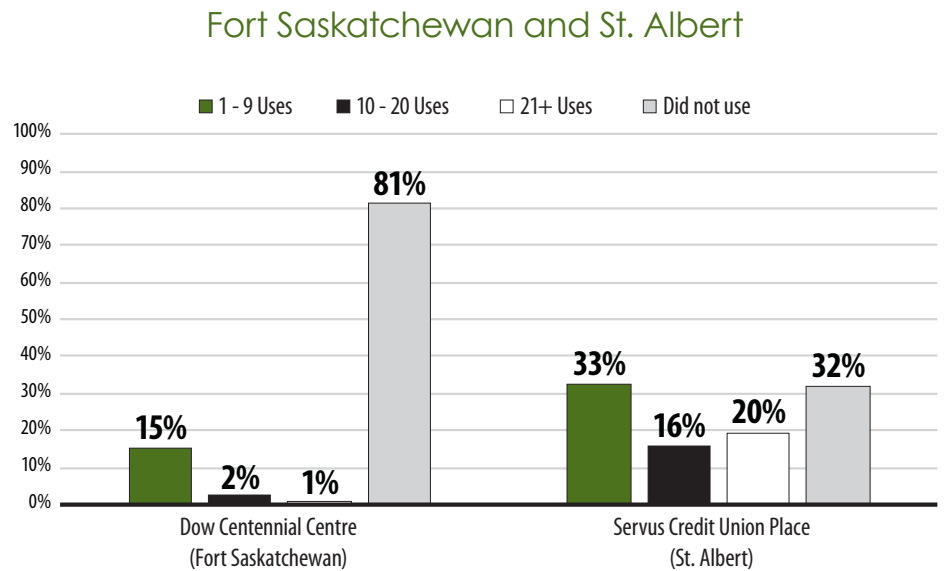
Three-quarters (75%) have visited Cardiff Park in the past year.

Fort Saskatchewan and St. Albert

Servus Credit Union Place in St. Albert was used/visited by 68% of households, including the 20% who have used the facility at least 21 times in the past 12 months. The Dow Centennial Centre was visited by 19% of respondents in the past year.

Facility	Town	County
Servus Credit Union Place	69%	66%
Dow Centennial Centre	16%	27%

Note: percentages are the sum of 1 – 9 uses, 10 – 20 uses, and 21+ uses.



Web Results

Sixty-nine percent (69%) have used Servus Credit Union Place in St. Albert over the past 12 months while 10% have visited the Dow Centennial Centre in Fort Saskatchewan.

Level of Satisfaction

Indoor Recreation Facilities

Less than half (41%) of respondents are satisfied (7% strongly satisfied; 34% are somewhat satisfied) with indoor recreation facilities and 38% are dissatisfied (13% are strongly dissatisfied; 25% are somewhat dissatisfied). In the online survey, 55% are dissatisfied to some degree with indoor recreation facilities.

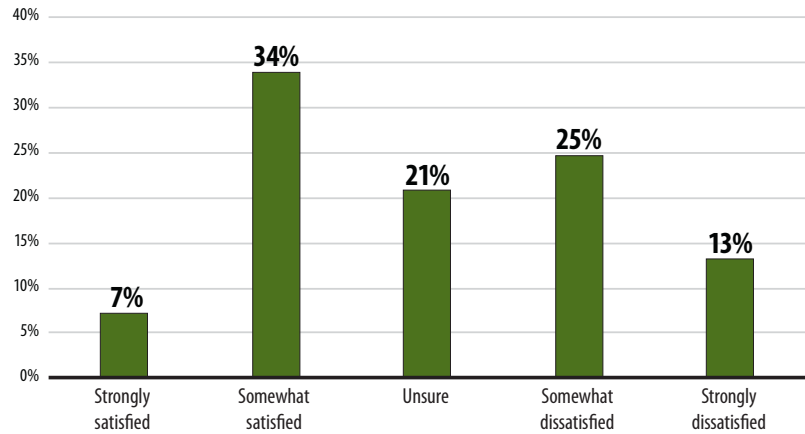
Level of Satisfaction	Town	County
Strongly satisfied	7%	8%
Somewhat satisfied	35%	32%
Unsure	14%	34%
Somewhat dissatisfied	28%	17%
Strongly dissatisfied	15%	9%

Outdoor Recreation Facilities

In regard to outdoor recreation facilities, 65% of respondents are satisfied (15% are strongly satisfied; 50% are somewhat satisfied) and 14% dissatisfied (3% are strongly dissatisfied; 11% are somewhat dissatisfied). In the online survey, 71% are satisfied to some extent with outdoor recreation facilities.

Level of Satisfaction	Town	County
Strongly satisfied	16%	14%
Somewhat satisfied	51%	43%
Unsure	17%	37%
Somewhat dissatisfied	13%	6%
Strongly dissatisfied	4%	1%

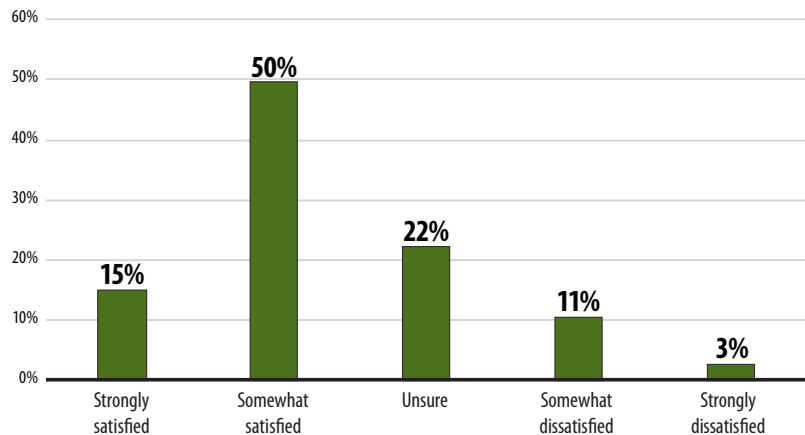
Indoor Recreation Facilities



Web Results

Over half are dissatisfied by indoor recreation facilities (45% somewhat dissatisfied; 10% very dissatisfied).

Outdoor Recreation Facilities



Web Results

Nearly three-quarter (71%) of online respondents are satisfied with outdoor recreation facilities (16% very satisfied; 55% somewhat satisfied).

Municipal Sustainability Plan

Diverse Recreation: Quality recreational opportunities are accessible, affordable and reflect the needs of Morinville's diverse residents.

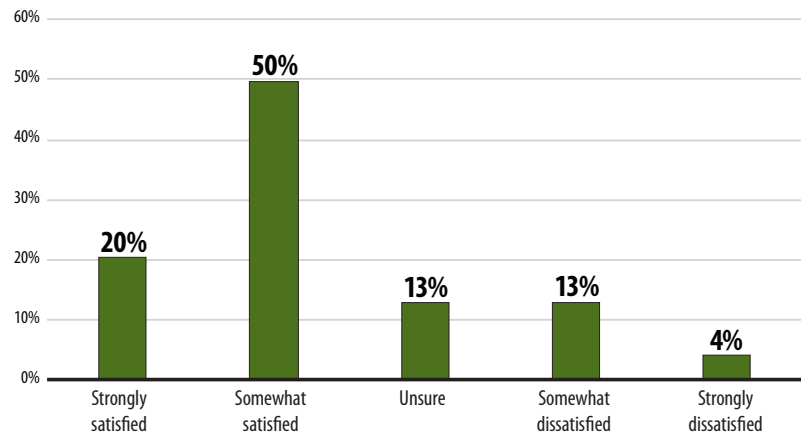
Target: In 2035, most residents (over 75%) are able to satisfy the majority (over 75%) of their recreational needs within Morinville.

Parks, Pathways, and Trails

70% of respondents are satisfied with parks, pathways, and trails to some extent (20% strongly satisfied; 50% somewhat satisfied) while 17% are not (4% strongly dissatisfied; 13% somewhat dissatisfied). 83% of online respondents are satisfied to some extent with parks, pathways, and trails.

Level of Satisfaction	Town	County
Strongly satisfied	21%	16%
Somewhat satisfied	53%	43%
Unsure	6%	32%
Somewhat dissatisfied	15%	7%
Strongly dissatisfied	5%	2%

Parks, Pathways, and Trails



Web Results

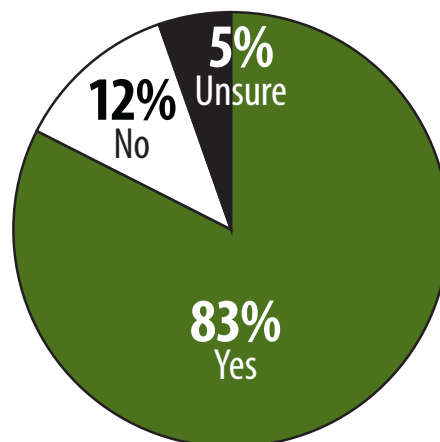
Eighty-three percent (83%) of online respondents are satisfied with outdoor recreation facilities (20% very satisfied; 63% somewhat satisfied).

Need for New and/or Enhanced Recreation Facilities and Spaces

Over three-quarters (83%) of respondents believe there is a need for new and/or enhanced recreation facilities or spaces; 12% do not, and 5% are unsure. 90% of online respondents think there is a need for new/enhanced spaces.

Need for New/Enhanced	Town	County
Yes	87%	70%
Unsure	4%	10%
No	9%	20%

Do you think that there is a need for new and/or enhanced recreation facilities and spaces to be developed in the Morinville area?

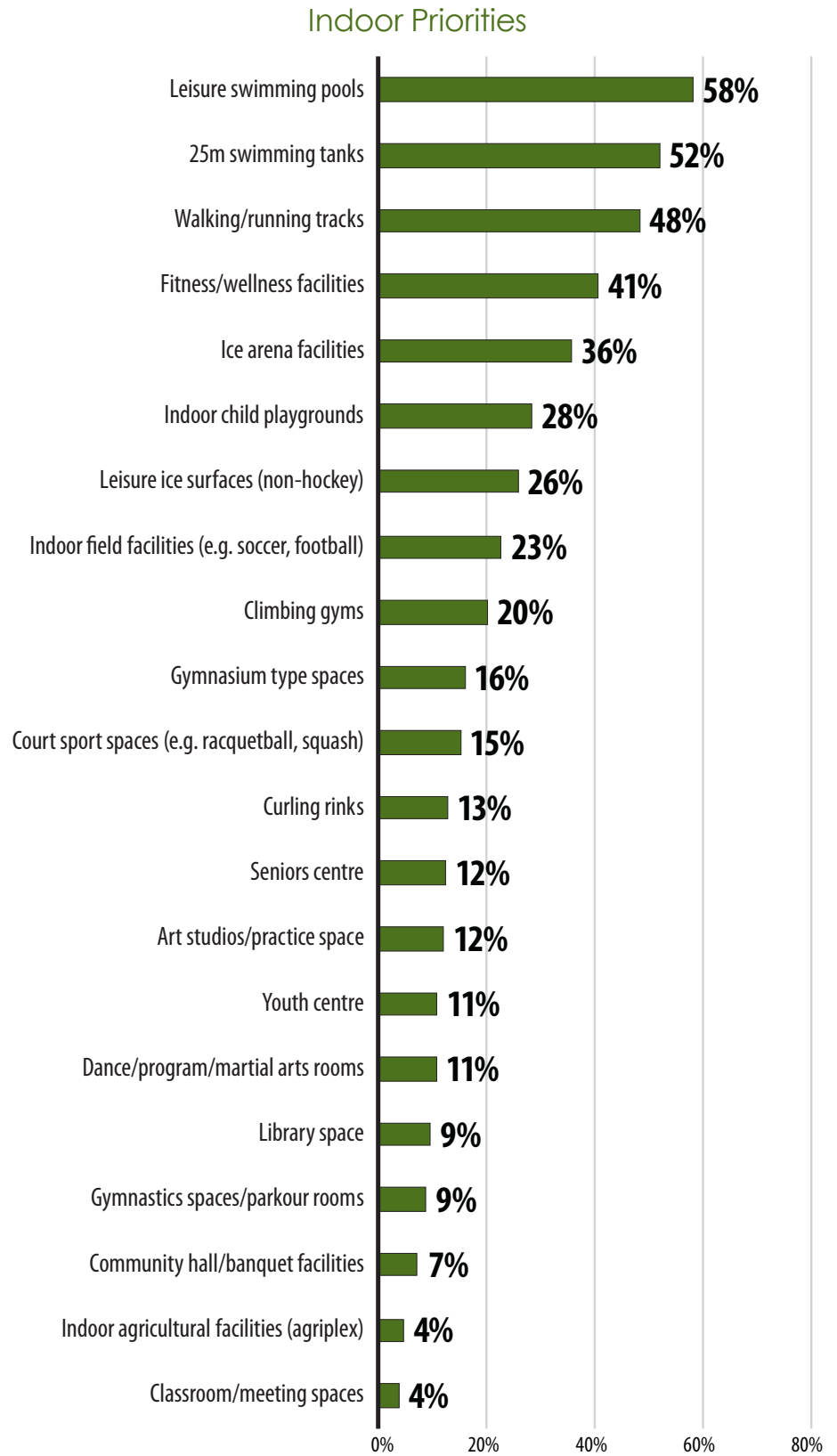


Web Results

Ninety percent (90%) would like to see new/upgraded facilities; 7% responded “no”; and 3% were unsure.

Of the respondents who answered “yes” or “unsure” to the preceding question, the top five indoor priorities identified were leisure swimming pools (58%), 25m swimming tanks (52%), walking/running tracks (48%), fitness/wellness facilities (41%), and ice arena facilities (36%).

Indoor Priorities	Town	County
Leisure swimming pools	59%	57%
25m swimming tanks	54%	48%
Walking/running tracks	49%	46%
Fitness/wellness facilities	41%	42%
Ice arena facilities	37%	33%
Indoor child playgrounds	28%	26%
Leisure ice surfaces (non-hockey)	26%	25%
Indoor field facilities (e.g. soccer, football)	22%	24%
Climbing gyms	20%	18%
Gymnasium type spaces	17%	14%



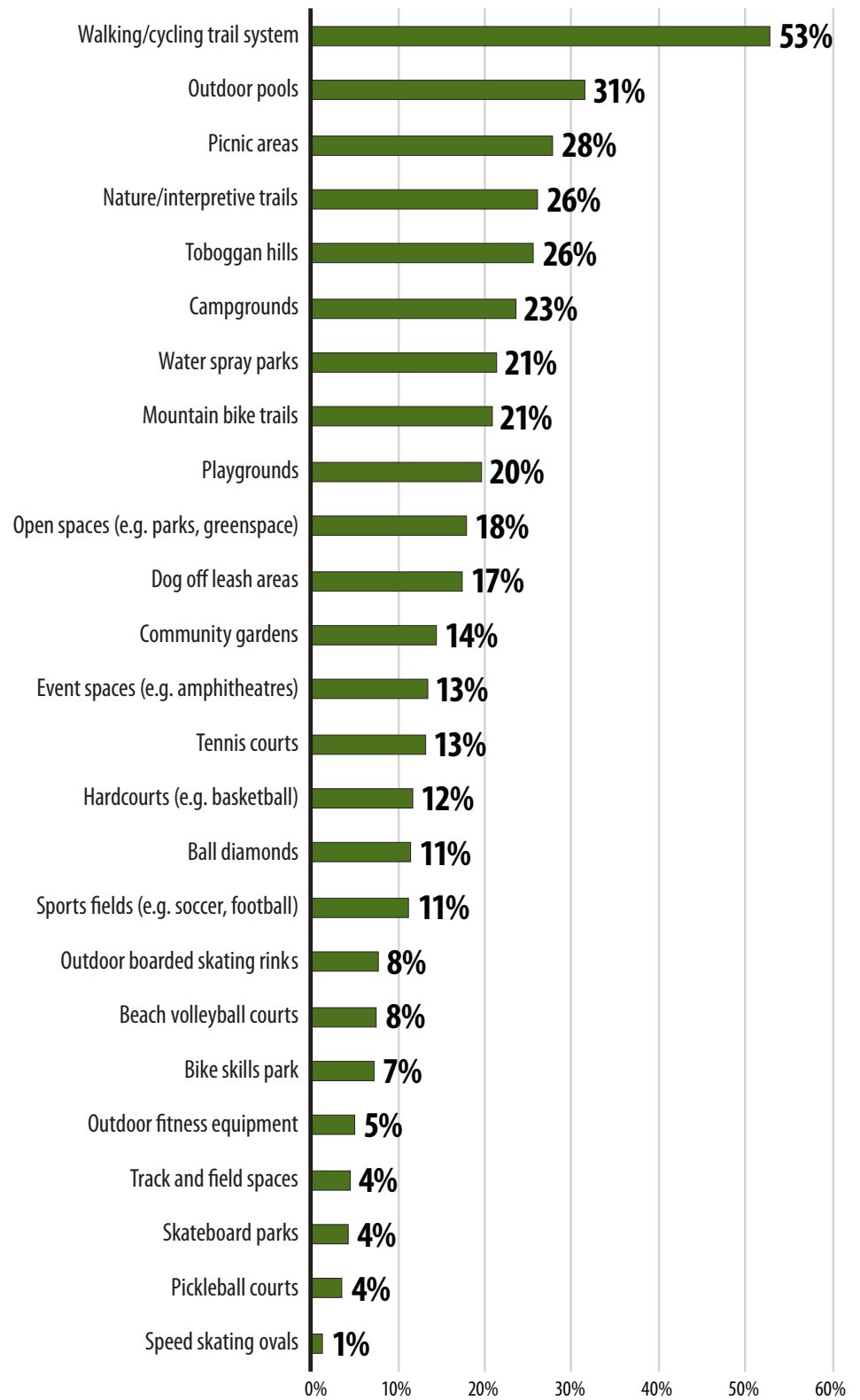
Web Results

Regarding the online survey responses, 25m swim tanks (70%) and leisure pools (63%) were the only components over 50%.

Regarding outdoor recreation spaces, 53% would like to see walking/cycling trails more readily available or enhanced. Outdoor pools (31%), picnic areas (28%), nature/interpretive trails (26%), and toboggan hills (26%) were mentioned by over one-quarter of respondents.

Outdoor Priorities	Town	County
Walking/cycling trail system	55%	49%
Outdoor pools	33%	24%
Picnic areas	28%	26%
Nature/interpretive trails	27%	26%
Toboggan hills	26%	22%
Campgrounds	23%	25%
Water spray parks	20%	21%
Mountain bike trails	20%	24%
Playgrounds	19%	22%
Open spaces (e.g. parks, greenspace)	18%	19%

Outdoor Priorities



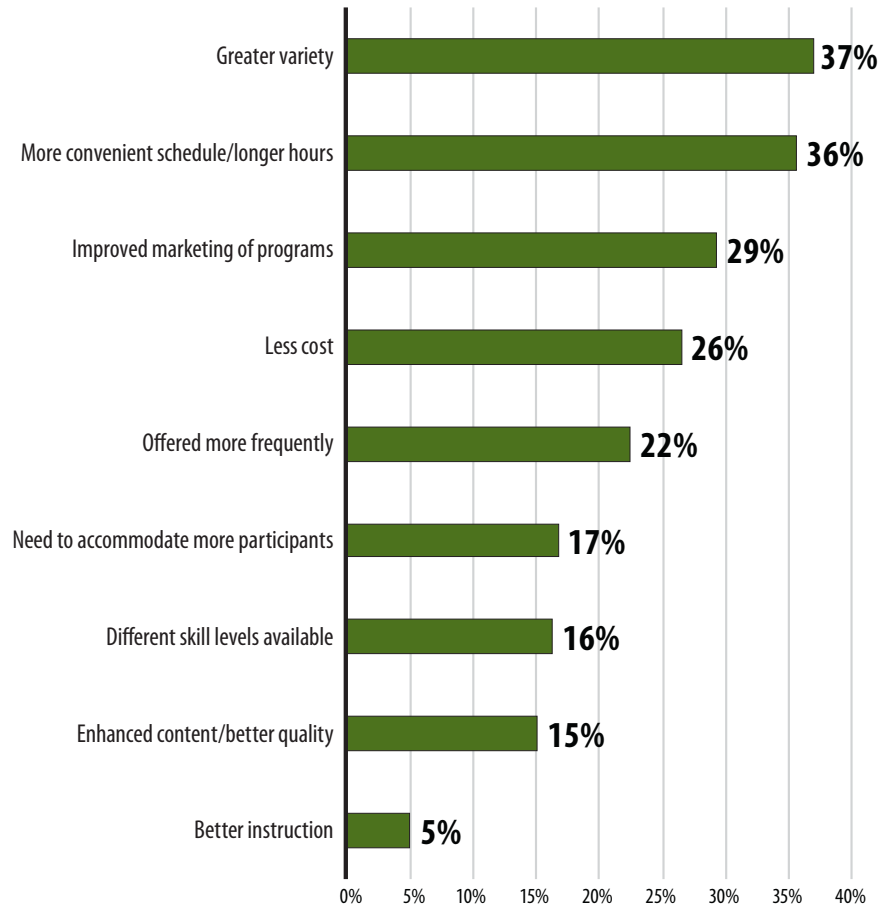
Web Results

Outdoor pools and playgrounds were the top two results in the online survey (43% and 39% respectively).

Programming

Greater variety (37%), more convenient schedule/longer hours (36%), and improved marketing of programs (29%) are the top three wishes for improvement to programming. The order of the top five improvements to programming remains consistent between Town and County respondents; the online survey was consistent as well.

Improvements to Programming



Web Results

Greater variety (56%), More convenient schedule/longer hours (44%), and improved marketing of programs (44%) were also the top three improvements to programming in the online survey.

Respondents feel there is a need for more recreation (general interest) programming for children (43%), teens (45%), and seniors (44%). Outdoor skills ranked the highest for youth (42%) and adults aged 19-39 (46%). Nature interaction was the most selected programming need for adults between the ages of 40 and 64. The top need for each age category is constant between Town and County respondents.

Program Type	Children (0-5 years)	Youth (6-12 years)	Teens (13-18 years)	Young Adults (19-39 years)	Adults (40-64 years)	Seniors (65+ years)
Fitness	16%	30%	18%	31%	24%	30%
Nature Interaction	35%	35%	39%	39%	36%	27%
Outdoor Skills	36%	42%	41%	46%	24%	25%
Recreation (general interest)	43%	35%	45%	29%	22%	44%
Sports	29%	35%	24%	13%	33%	16%

Web Results

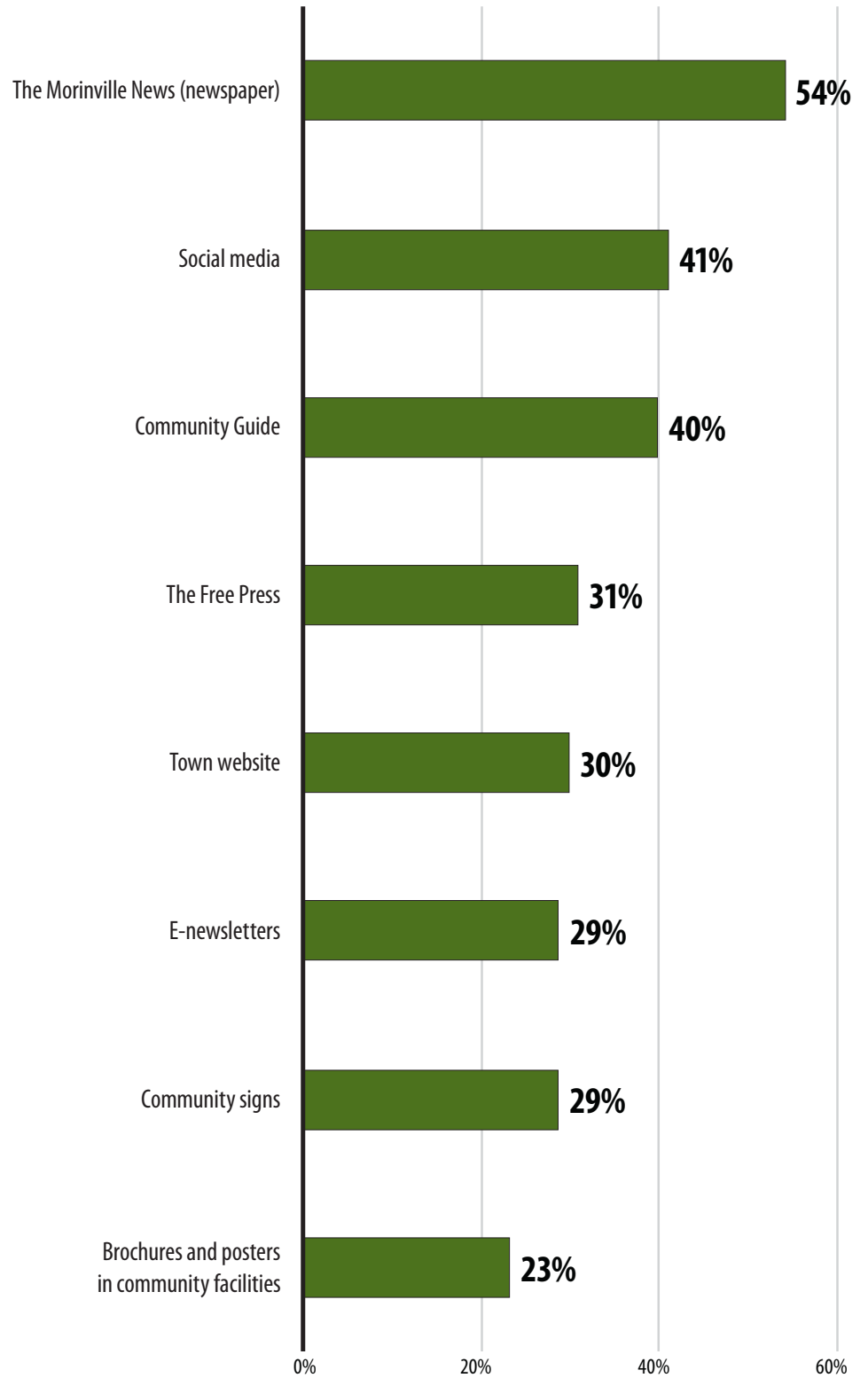
The top programming types for each age category are as follows: children: nature interaction (77%); youth: recreation (78%); teens: outdoor skills (61%); young adults: fitness (75%); adults: fitness (79%); seniors: fitness (50%).

Communication Methods

The Morinville News (54%), social media (41%), and the community guide (40%) are recognized as the top three methods to communicate information about recreation opportunities.

Communication Methods	Town	County
The Morinville News (newspaper)	53%	59%
Social media	43%	34%
Community Guide	41%	38%
The Free Press	27%	41%
Town website	35%	19%
E-newsletters	28%	30%
Community signs	30%	27%
Brochures and posters in community facilities	24%	22%

Communication Methods



Web Results

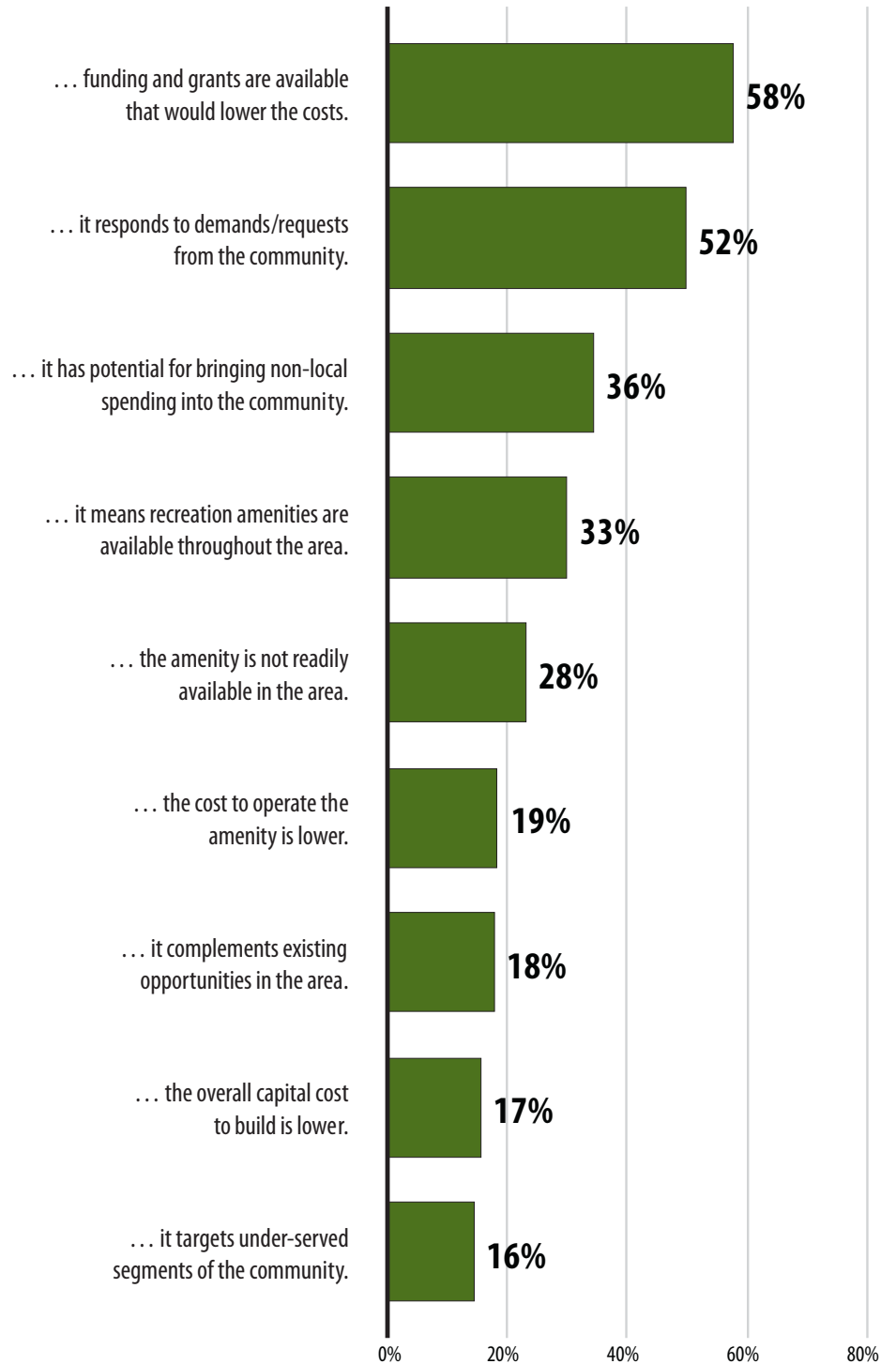
In the online survey, the top three best methods of communication were The Morinville News (61%), social media (57%), and Town website (50%).

Project Prioritization Criteria

When asked about criteria to determine potential project priorities, 58% of respondents believe that a recreation project should be a higher priority if funding and grants are available that would lower the costs. Responding to community demand (52%) is the second most valued criteria. Differences between Town and County responses are displayed in the accompanying chart. For the online survey, responding to community demand (79%), and available funding and grants (54%) were also the top two criteria.

A recreation amenity project should be a higher priority if...	Town	County
Funding and grants are available that would lower the costs.	61%	53%
It responds to demands/requests from the community.	53%	51%
It has potential for bringing non-local spending into the community.	40%	27%
It means recreation amenities are available throughout the area.	32%	34%
The amenity is not readily available in the area.	27%	32%
The cost to operate the amenity is lower.	19%	18%
It complements existing opportunities in the area.	17%	25%
The overall capital cost to build is lower.	16%	19%
It targets under-served segments of the community.	16%	15%

A recreation project should be a higher priority if...



Web Results

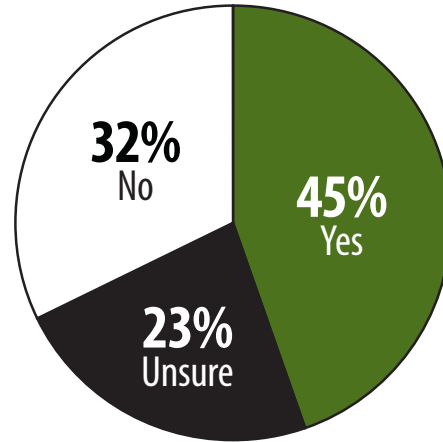
Respondents to community demand (79%) was the highest ranking criteria in the online survey; funding and grants available (54%) was the second highest criteria.

Willingness to Pay

Almost half (45%) of respondent households would support an increase in annual property taxes to ensure that community needs for recreation in the Morinville area are better met, 32% would not, and 23% are unsure.

Willingness to Support a Tax Increase	Town	County
Yes	50%	32%
Unsure	22%	26%
No	28%	42%

To ensure that community needs for recreation facilities in the Morinville area are better met, would you support an increase in annual property tax?



Web Results

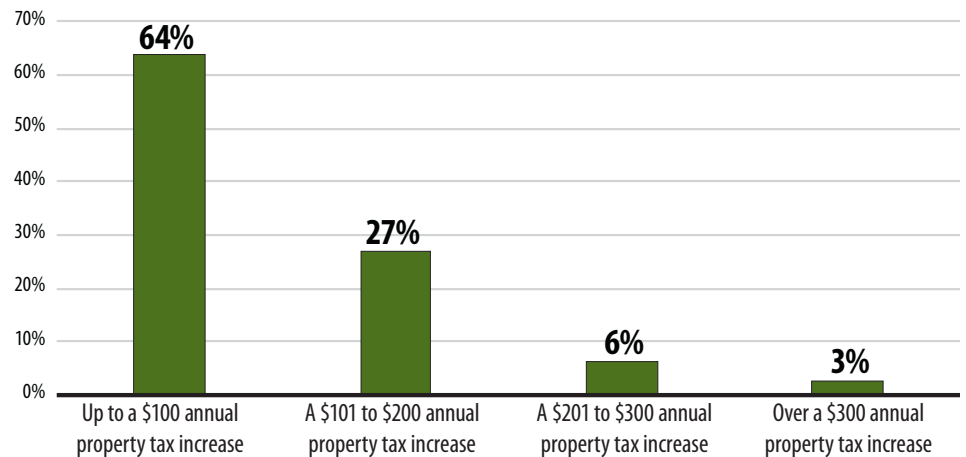
The online survey results are as follows: 64% yes; 18% unsure; 18% no.

Of those who would be willing to support a tax increase, or are unsure, 64% would support an increase of up to \$100.

Amount of Tax Increase	Town	County
Up to a \$100 annual property tax increase	61%	72%
A \$101 to \$200 annual property tax increase	29%	22%
A \$201 to \$300 annual property tax increase	7%	4%
Over a \$300 annual property tax increase	3%	1%

How much of an increase in annual property tax would you support?

Subset: Those who would support an increase in property taxes.



Web Results

Of those willing to increase, 43% would raise by \$101 to \$200 per year; 24% would be willing to increase over \$300.

General Comments

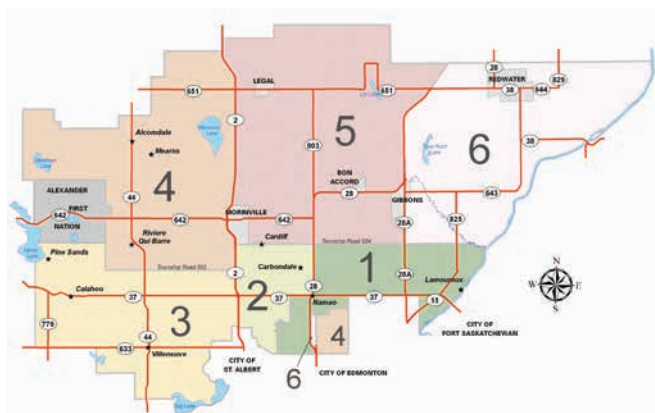
A variety of comments were provided and those that were commonly mentioned are noted below. Many comments reiterated the respondents' desire for specific facility components.

- Desire for a multi-use recreation facility with components including a pool, field house, track, and fitness spaces.
- A new arena is needed to replace the existing facility.
- Recreation can be used to encourage more local spending.
- More recreation opportunities are needed for young families and teens.
- Worry that a new facility is financially unsustainable and would raise taxes.
- Property taxes are already too high.
- Greater connectivity of walking and cycling pathways, especially in growing areas.
- Parks and trails are well liked and appreciated.
- All children should have an equal opportunity to participate in sports and recreation.
- The current fitness opportunities in Town are not adequate, especially their current hours of operation.
- Better advertisement and description of programs.
- Swimming lessons are difficult to register for in St. Albert.
- Frustration expressed regarding the lack of decision making for a new recreation centre.

Web Results

General comments with three or more mentions from the online version of the survey are summarized as follows.

- Reiteration for the need of an indoor pool facility.
- Driving to St. Albert for recreation is a barrier to participation.
- A lack of recreation opportunities are available in Morinville.
- There is a need for more recreation opportunities for children and youth.



Respondent Profile

Where is your primary residence?	% of Households
Town of Morinville	70%
Town of Legal	3%
Town of Bon Accord	<1%
Sturgeon County	26%
Other	<1%

If you live in Sturgeon County, please select the Electoral Division in which you reside.*	% of Households
Electoral Division 1	2%
Electoral Division 2	8%
Electoral Division 3	22%
Electoral Division 4	31%
Electoral Division 5	38%
Electoral Division 6	0%

How long have you lived in the area?	% of Households
Less than 1 year	4%
1 to 5 years	23%
6 to 10 years	16%
More than 10 years	57%

Do you expect to be residing in the area for the next five years?	% of Households
Yes	83%
Unsure	14%
No	3%

Please describe your household by recording the number of members in each of the following age groups.	% of Households
Age 0 – 9 Years	19%
Age 10 – 19 Years	13%
Age 20 – 29 Years	10%
Age 30 – 39 Years	17%
Age 40 – 49 Years	15%
Age 50 – 59 Years	11%
Age 60 – 69 Years	10%
Age 70 – 79 Years	4%
Age 80+ Years	2%

Community Group Survey

An online group survey was emailed to 51 community groups in the Morinville area to collect information about the organizations that deliver recreation opportunities to area residents and to learn about their needs and issues. A hardcopy version of the survey was also available. Eleven (11) groups responded to survey; the results capture their perspectives and is not statistically representative of all groups in the Morinville area. See the list of respondents in Appendix D and the survey tool in Appendix E.

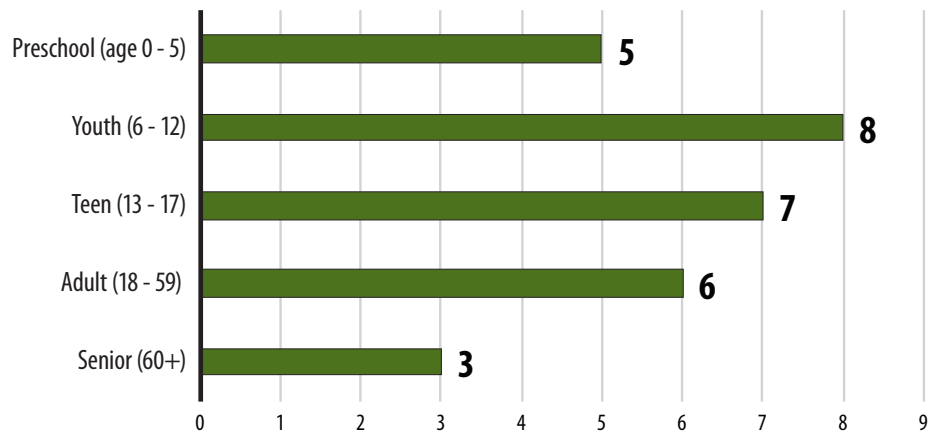
Participating Community Groups	
1.	Morinville Community Volleyball
2.	Morinville Community High School
3.	Sturgeon Victim Services
4.	Morinville Youth Basketball Association ^A
5.	Morinville Community Library
6.	Morinville Soccer Association
7.	Morinville Curling Society
8.	Morinville Ringette
9.	Morinville Fish and Game
10.	Morinville Ladies Soccer Club
11.	École Notre Dame Elementary School

A Partial response.

Community Group Overview

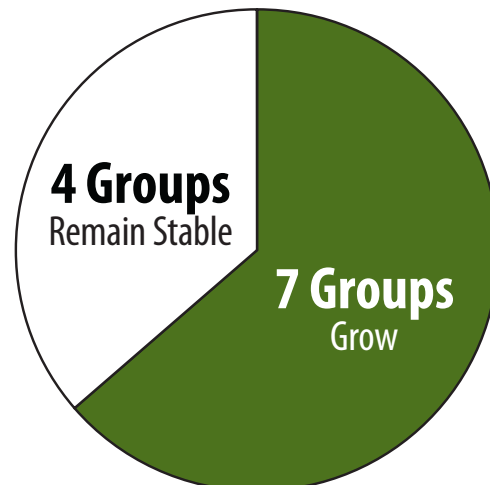
Most of the groups who responded provide programming to youth and teens. Eight (8) of the 11 groups provide opportunities for youth between the ages of 6 and 12.

Age of Participants



Approximately two-thirds of the respondents (seven groups) expect participant numbers to grow while four expect to remain stable. None of the groups expect to decline in participation numbers.

Expectations for Participant Numbers



On average for all the responding groups, over two-thirds (68%) of their participants live in Morinville, while 22% live in Sturgeon County.

Residency of Participants	%
Morinville	68%
Sturgeon County	22%
Legal	4%
St. Albert	3%
Bon Accord	1%
Other areas	1%

Facility Usage

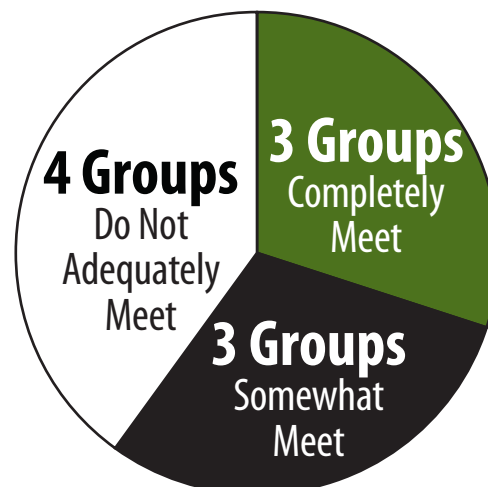
The following facilities and spaces have been used by responding community groups in the past year.

- Ball diamonds
- Community Cultural Centre
- Morinville Community Library
- Morinville Community High School
- Morinville Fish and Game Association Clubhouse
- Morinville Public Elementary School
- Provincial Building
- Ray McDonald Sports Center (arena)
- Ray McDonald Sports Centre (curling rink)
- Servus Credit Union Place (indoor fields)
- Sports fields
- Tennis courts

When asked to identify any enhancements/improvements that could be done to improve their group’s enjoyment of the existing facilities used, a few comments were provided for the ice arena including maintenance issues and inadequate dressing rooms (especially for female participants). More availability for ice time was also expressed for the ice arena. The current inventory of indoor gymnasium space was conveyed to not be meeting the needs of one group.

Groups were then asked to identify the degree in which the current recreation facilities and spaces in the Morinville area meet the needs of their organization. Three of the groups said that facilities and spaces in the Morinville area completely meet the needs of their group and three groups selected “somewhat meet the needs of our group.” Four groups’ needs are not being met with the facilities they use. Reasons provided for the facilities not meeting needs included lack of facilities, not enough space in current facilities, and not enough access to facilities.

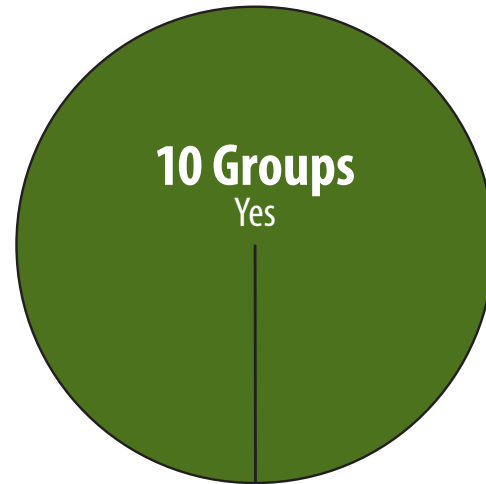
To what degree do the current recreation facilities and spaces in the Morinville area meet the needs of your organization?



New and/or Upgraded Facilities

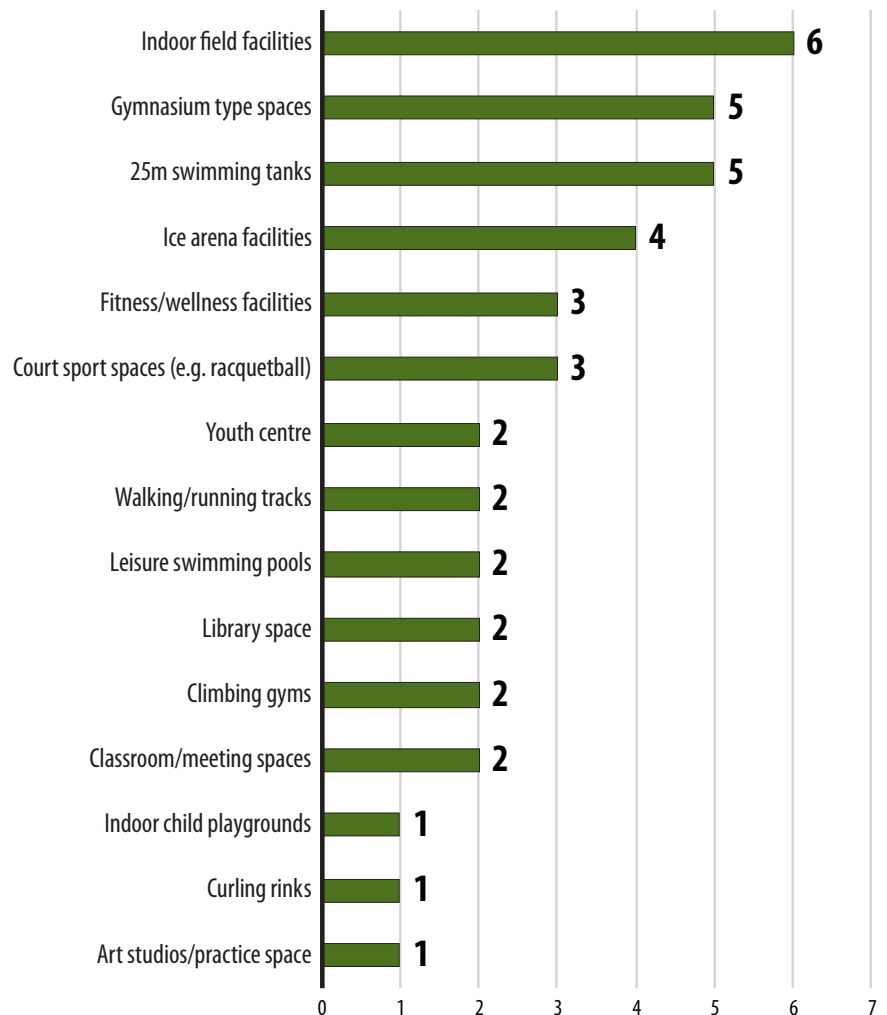
All of the groups that answered the question believe there is a need for new and/or upgraded recreation facilities/ outdoor spaces to be developed in the area.

Is there is a need for new and/or enhanced recreation facilities and spaces to be developed in the Morinville area?



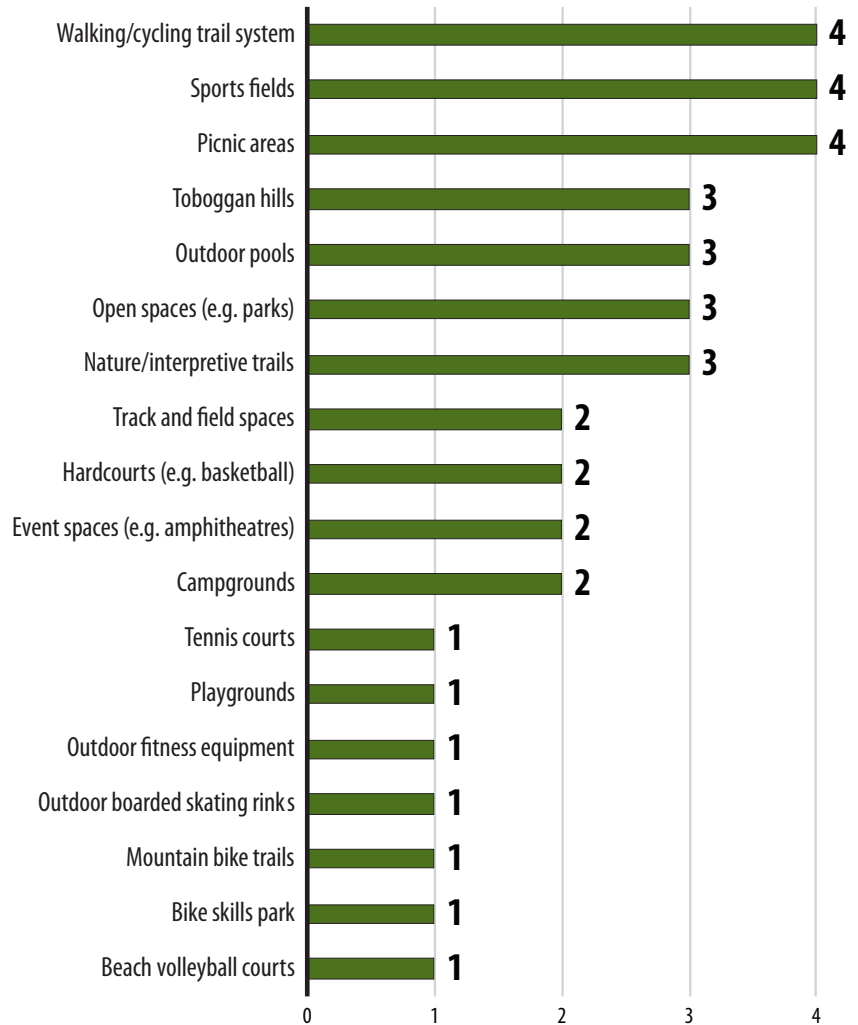
When asked about indoor facilities, six of the groups would like to see indoor field facilities to meet the needs of their organization. Five groups would like more availability of gymnasium type spaces and 25m swimming tanks. A curling lounge was also suggested as an "other" response.

Indoor Priorities



In regard to outdoor spaces, four groups would like to see an enhanced walking/cycling trail system, sports fields, and picnic areas.

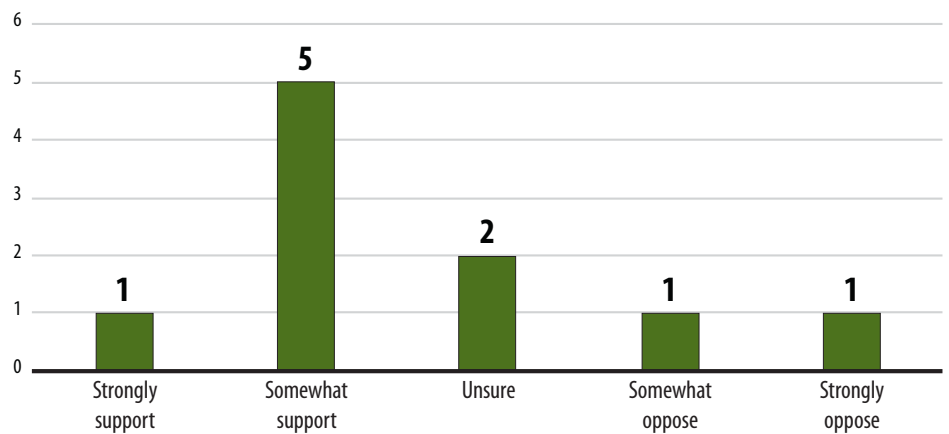
Outdoor Priorities



Rental and User Fees

Five groups somewhat support an increase in user/rental fees to ensure community needs for recreation are better met. When asked to explain their response, some groups would be willing to pay more in return for better service; other groups would not be able to afford an increase in fees, and the schools and library already have usage arrangements in place.

How supportive would your group be of an increase in rental/user fees to ensure community needs for recreation are better met?



Partnerships

Groups were asked to describe any partnerships their organization is involved in to provide recreation opportunities in the Morinville area. Partnerships exist between the soccer association and local businesses to keep costs low for participants. The curling club partners with schools to introduce young participants to the sport. The library partners with a variety of organizations in Morinville and Sturgeon County and the schools partner with the Town for the joint-use of spaces.

Next, groups were asked if any opportunities exist for community organizations to work together or with the municipalities to enhance the recreation programs and facilities in the Morinville area. A few suggestions were provided including assistance with promotional efforts and that municipalities should work together to provide recreation facilities.

Challenges

Community groups were asked to indicate the challenges in which they face. Responses include the following:

- Lack of facilities and spaces
- Inadequate facilities and spaces
- Availability of facilities and spaces
- Affording rental spaces
- Lack of funding

Considering the program challenges described above, the groups were asked to share their ideas for actions or resources that the municipalities could provide to help their organization meet its program goals. Potential solutions to the above noted challenges were offered by the community groups:

- Development of a multi-component facility
- Lower cost rental spaces
- Support from regional municipalities

General Comments

Space was provided for any additional comments regarding recreation services and opportunities in the Morinville area. Three general comments were provided:

- A field house could be paired with other sports if it was set up right.
- Our organization requires very little in the way of recreational activities in Morinville.
- We are very excited to support this initiative. We want all sorts of programming available for our youth.

Stakeholder Interviews

Overview

Discussion sessions were convened with recreation stakeholders in the Morinville area in order to help the consulting team further understand the current situation and future needs for recreation. In total, twelve (12) in-person sessions were held with approximately twenty-five (25) individuals participating. Three (3) additional telephone interviews were conducted with stakeholders that were not able to attend the in-person sessions. Discussion session participants represented a wide array of community organizations and interests, which included: minor sports, adult recreational sports, heritage and cultural organizations, schools, seniors' recreation programs, elected officials, and community advocacy organizations. A list of participating individuals and organizations can be found in Appendix F.

Key Themes and Findings

The conversations facilitated with discussion session participants touched on a number of topics which included:

- The current "state" of recreation opportunities (programs and facilities) in the community and surrounding area;
- The importance of recreation to the community and quality of life;
- Opportunities to enhance program delivery;
- Opportunities for increased collaborations and partnerships;
- Future facility needs; and
- Key decision making criteria that should influence future investment.

While the conversations and perspectives provided were wide ranging, a number of key themes did emerge and are summarized as follows.

Recreation is Highly Valued and Important

During the discussion sessions, participants frequently expressed that recreation and related activities (e.g. culture, the arts, leisure) are crucial to resident quality of life and the overall vibrancy of the community. A number of individuals also believe that recreation is key to community connectedness in a young and growing community such as Morinville. The economic benefits of recreation, sport, and culture were also identified by a number of interviewees. Participants mentioned that non-local spending brought into the community by sport tournaments is critically important to local businesses and can also help profile other attractions in the community and create more positive perspectives of Morinville. These comments were often made in the context of discussing future facility development and the benefits that could be accrued.

Community Organizations and Outdoor Spaces are Strengths of Recreation in Morinville

When asked about strengths pertaining to recreation, discussion session participants commonly mentioned the successes and ongoing growth of many existing community organizations. Discussion session participants indicated that there is a strong array of structured sport programs for children and youth. The overall capacity of many organizations was identified as being a strength due to the existence of engaged and committed volunteers. Outdoor spaces and trails were also commonly mentioned as being highly valued and a strong suite of recreation in Morinville. While most session participants believe that new indoor facility development is needed, it was also expressed that this development should not come at the expense of park and trail development as these spaces are important and provide recreational assets that all residents can access.

There is a Need for More Indoor “Spontaneous” Recreation Opportunities

When asked about gaps pertaining to recreation in the community, a lack of indoor spontaneous use spaces and opportunities was commonly identified. Discussion session participants indicated that existing school gymnasiums have limited public access and there are currently no other spaces for individuals or families to participate in pick-up sports or recreation. Facilities such as Servus Place (St. Albert) and the Dow Centre (Fort Saskatchewan) were frequently mentioned by session participants as providing significant benefit to their respective communities and providing access for individuals facing financial or time related barriers to participation in organized sport.

There is a Strong Desire for New Indoor Facility Development

The majority of discussion session participants expressed strong support for the development of a new multi-purpose recreational facility in the community. Frustration was also expressed by some individuals at the lack of progress and traction that the project has gotten. In general, there is a common belief among many discussion session participants that Morinville is deficient in the provision of recreation facilities when compared to other similar sized communities.

Discussion session participants generally agreed that a new indoor ice sheet should be the primary component of a new facility due to the condition of the existing facility and need to sustain indoor ice provision in the community. However varying opinions and perspectives exist on other components and amenities that should be included. A walking track, field house / gymnasium, second ice sheet, fitness centre, curling rink and aquatics facility were identified as being desired components by multiple session participants. A number of session participants also expressed the viewpoint that a new facility needs to balance organized sport and spontaneous

uses and be highly accessible to all residents. As such, some discussion session participants indicated that a field house space may have the broadest benefit by providing space that could be used for both organized programs and drop-in use.

Of all the components and amenities identified for a potential new facility, the strongest opinions existed on the merits of including a second ice sheet and aquatics. While some discussion session participants were strong proponents of one or both components, others expressed concerns related to costs, long term feasibility, and the need to make the best use of available dollars. Some discussion session participants were also concerned about the size and scale of facility being contemplated and suggested that expectations for recreation infrastructure need to be aligned with the size of community and tax base.

Partnerships and Collaborations in the Provision of Recreation Are Important

Discussion session participants frequently expressed the need for, and value of, collaborations in the delivery of recreation in the Morinville area. A number of session participants believe that communication and collaboration between groups could be enhanced and that opportunities exist to further share resources and expertise.

Discussion session participants also acknowledged that partnerships and collaborations will be important to successfully move forward with new facility development in the future. While community organizations may not have significant funds to contribute, discussion session participants generally agreed that groups can play a supporting fundraising and advocacy role. Discussion session participants also expressed a desire for municipalities in the region to work together and be open minded.



9

Summary

Key points from each section are presented below. These points identify the “takeaways” from the research.

Community Description

- Morinville has a population of 9,893 (2016) and is nearing potential City status. It is a growing community and this trend is expected to continue.
- Almost one-quarter of Morinville’s population (23.5%) is under the age of 18 years.¹ This segment of the population is growing and when compared to the provincial average of 22.7% shows that Morinville is a relatively young community.
- The population within Sturgeon County, including the five towns, is 37,330.

Background Review

- Town planning documents ensure a commitment to promoting community wellness and enhancing residents’ quality of life.
- The Recreation, Parks and Open Spaces Master Plan as well as the Regional Recreation Facility Master Plan outline goals and recommendations for recreation specifically.
- A goal in the 2015-2017 Three-Year Strategic Plan is to provide diverse opportunities for recreation within a new facility.

¹ The percentage does not include the 1,388 residents whose ages are unknown.

Benefits of Recreation

The Benefits Hub's Eight Benefits of Recreation:

1. Recreation is essential to personal health and wellbeing.
2. Recreation provides the key to balanced human development.
3. Recreation provides a foundation for quality of life.
4. Recreation reduces self-destructive and anti-social behavior.
5. Recreation builds strong families and healthy communities.
6. Recreation reduces health care, social service and police/justice costs.
7. Recreation is a significant economic generator.
8. Green spaces are essential to environmental and ecological wellbeing.

Recreation Trends

- Unstructured spontaneous activities are increasing in popularity.
- Partnerships optimize opportunities.
- Aging infrastructure is a concern.
- Social amenities enhance user experience
- Integrating indoor and outdoor environments.

Morinville Facilities

- The arena at the Ray McDonald Sports Center has less than five years of useful life while the curling rink has approximately 20 years of useful life remaining.
- The arena is used at full capacity during prime time hours.
- The Morinville Community Cultural Centre facilitates a variety of recreational uses and programming.
- Morinville is the only town or city in Alberta between 6,000 and 14,000 residents to not have a public indoor or outdoor pool. Of those other municipalities, about just under half (10 out of 22) operate a fitness centre, most have two sheets of arena ice (17 out of 22), approximately one-quarter have dedicated community gymnasiums (6 out of 22), and none have indoor turf fields.
- Morinville has a great variety of outdoor recreation spaces for active and passive pursuits.

Regional Facilities

- There are 9 arena ice sheets and 21 curling sheets within Sturgeon County boundaries.
- The aquatics facility at Servus Credit Union Place (St. Albert) is the closest indoor pool (20km).
- The estimated replacement value of recreation facilities within Sturgeon County is approximately \$50,000,000.²
- Compared to similar regions in Alberta, the area within Sturgeon boundaries is not lacking in its number of recreation facilities; in fact, the Sturgeon regions provides more arena and curling sheets than the comparable regions.

Consultation

- The top barrier to recreation participation is travel time (35%).
- The majority of household respondents agree (74% strongly agree; 20% somewhat agree) that the municipalities in the area should work together to provide recreation opportunities.
- 83% percent of households said there is a need for additional/enhanced indoor and/or outdoor recreation spaces.
- The top three indoor facilities needed are leisure swimming pools, 25m swimming tanks, and walking/running tracks; in regard to outdoor spaces, walking/cycling trail systems, outdoor pools, and picnic areas round off the top three
- The top two resident suggestions for improvements to programming are greater variety (37%) and a more convenient schedule (36%).
- Over half of respondents to the household survey said that available funds and grants (58%) and response to community demand (52%) would move a recreation project up in priority.
- Approximately one-third (32%) of respondents opposed any increase in property taxes for enhancement of recreation facilities.
- Considering the community groups surveyed, all groups stated that new/enhanced recreation spaces are needed; lack of facilities and inadequate facilities were mentioned as challenges for their groups.
- According to the stakeholder interviews, outdoor recreation spaces are a strength of recreation in Morinville; there is a strong desire for new indoor facility development.

As stated by the Regional Recreation Facilities Master Plan; Edmonton Garrison facilities not included. 2



10

Infrastructure Priorities

Based on the research conducted in this Recreation Needs Assessment, a community priority ranking was assigned to indoor and outdoor recreation infrastructure.

The following criteria were used to determine community priority:

- Household Survey: The top ten recreation facilities and spaces received two points.
- Group Survey: The top ten (including ties) received one point.
- Stakeholder Interviews: Components that were mentioned in the discussions received one point.
- Trends and Best Practices: One point for recreation spaces that have been trending in municipalities during recent year.
- Utilization and Growth: Current Town facilities that are at, or nearing, capacity and facilities that will be expected by residents as the Town continues to grow received one point.
- Previous Plans and Studies: Infrastructure objectives and goals in Town planning documents received one point.
- Comparable Municipalities: Facilities and spaces for which Morinville provides at a lower level than average received one point.

Indoor Infrastructure Priorities

Rank	Indoor Space	Household Survey	Group Survey	Stakeholder Interviews	Trends and Best Practices	Utilization and Growth	Previous Plans and Studies	Comparable Municipalities
1	Ice arena facilities	✓ ✓	✓	✓		✓	✓	✓
1	Walking/running tracks	✓ ✓	✓	✓	✓		✓	✓
1	Fitness/wellness facilities	✓ ✓	✓	✓	✓		✓	✓
4	Leisure swimming pools	✓ ✓	✓	✓	✓		✓	
4	25m swimming tanks	✓ ✓	✓	✓			✓	✓
4	Gymnasium type spaces	✓ ✓	✓	✓	✓			✓
7	Indoor field facilities (e.g. soccer, football)	✓ ✓	✓	✓				
8	Indoor child playgrounds	✓ ✓			✓			
8	Leisure ice surfaces (non-hockey)	✓ ✓			✓			
8	Climbing gyms	✓ ✓	✓					
11	Curling rinks			✓			✓	
11	Classroom/meeting spaces		✓	✓				
13	Library space		✓					
13	Court sport spaces (e.g. racquetball, squash)		✓					
13	Youth centre		✓					
16	Community hall/banquet facilities							
16	Seniors centre							
16	Art studios/practice space							
16	Dance/program/martial arts rooms							
16	Gymnastics spaces/parkour rooms							
16	Indoor agricultural facilities (agriplex)							

Outdoor Infrastructure Priorities

Rank	Outdoor Space	Household Survey	Group Survey	Stakeholder Interviews	Trends and Best Practices	Utilization and Growth	Previous Plans and Studies
1	Walking/cycling trail system	✓ ✓	✓	✓	✓		✓
2	Open spaces (e.g. parks, greenspace)	✓ ✓	✓	✓			✓
3	Nature/interpretive trails	✓ ✓	✓		✓		
4	Outdoor pools	✓ ✓	✓				
4	Picnic areas	✓ ✓	✓				
4	Toboggan hills	✓ ✓	✓				
4	Campgrounds	✓ ✓	✓				
4	Water spray parks	✓ ✓			✓		
4	Mountain bike trails	✓ ✓			✓		
4	Sports fields (e.g. soccer, football)		✓	✓			✓
11	Playgrounds	✓ ✓					
11	Community gardens				✓		✓
11	Event spaces (e.g. amphitheatres)		✓	✓			
14	Tennis courts						✓
14	Ball diamonds			✓			
14	Skateboard parks				✓		
14	Dog off leash areas				✓		
14	Hardcourts (e.g. basketball)		✓				
14	Bike skills park				✓		
14	Outdoor fitness equipment				✓		
14	Track and field spaces		✓				
14	Pickleball courts				✓		
23	Beach volleyball courts						
23	Outdoor boarded skating rinks						
23	Speed skating ovals						

Appendices

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A

Maps—Facility Distribution

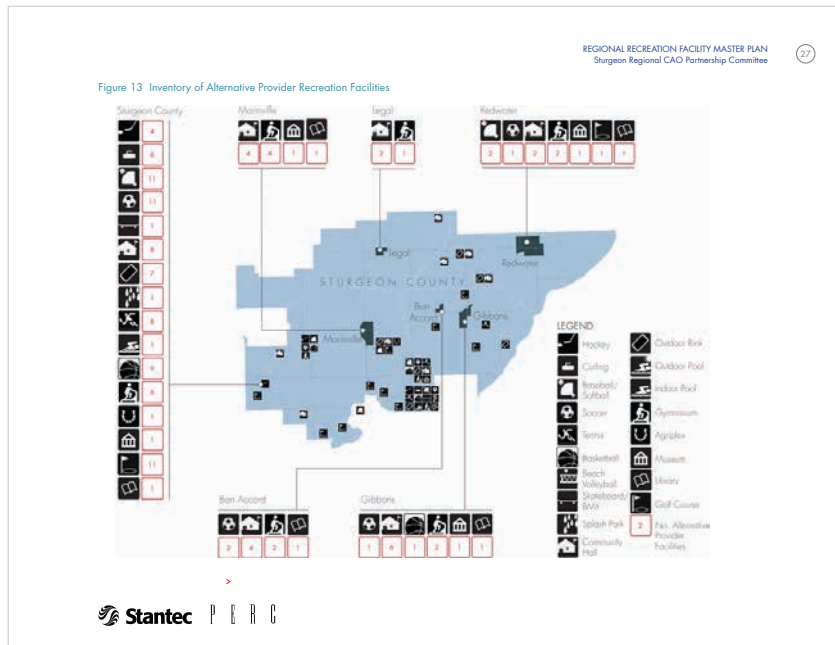
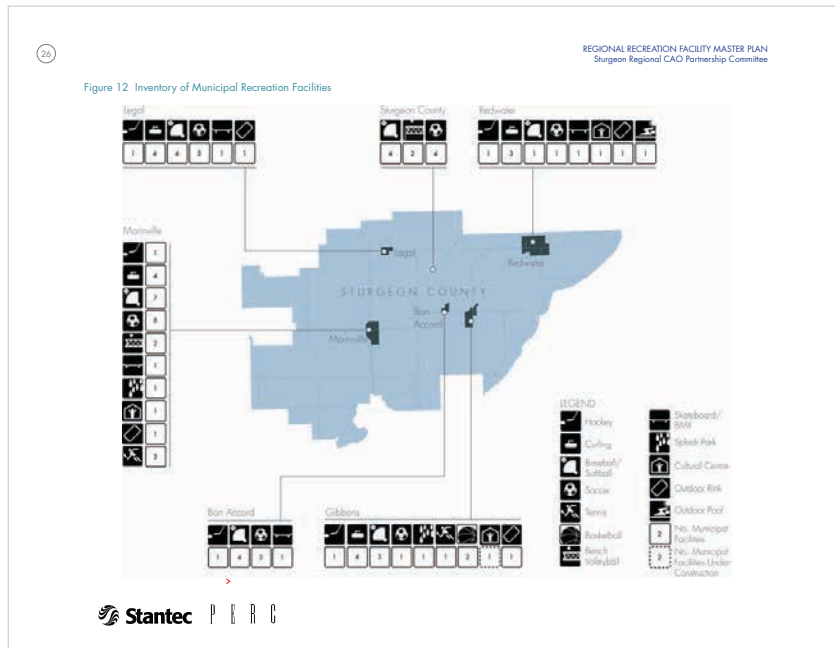


Figure 12 Inventory of Municipal Recreation Facilities

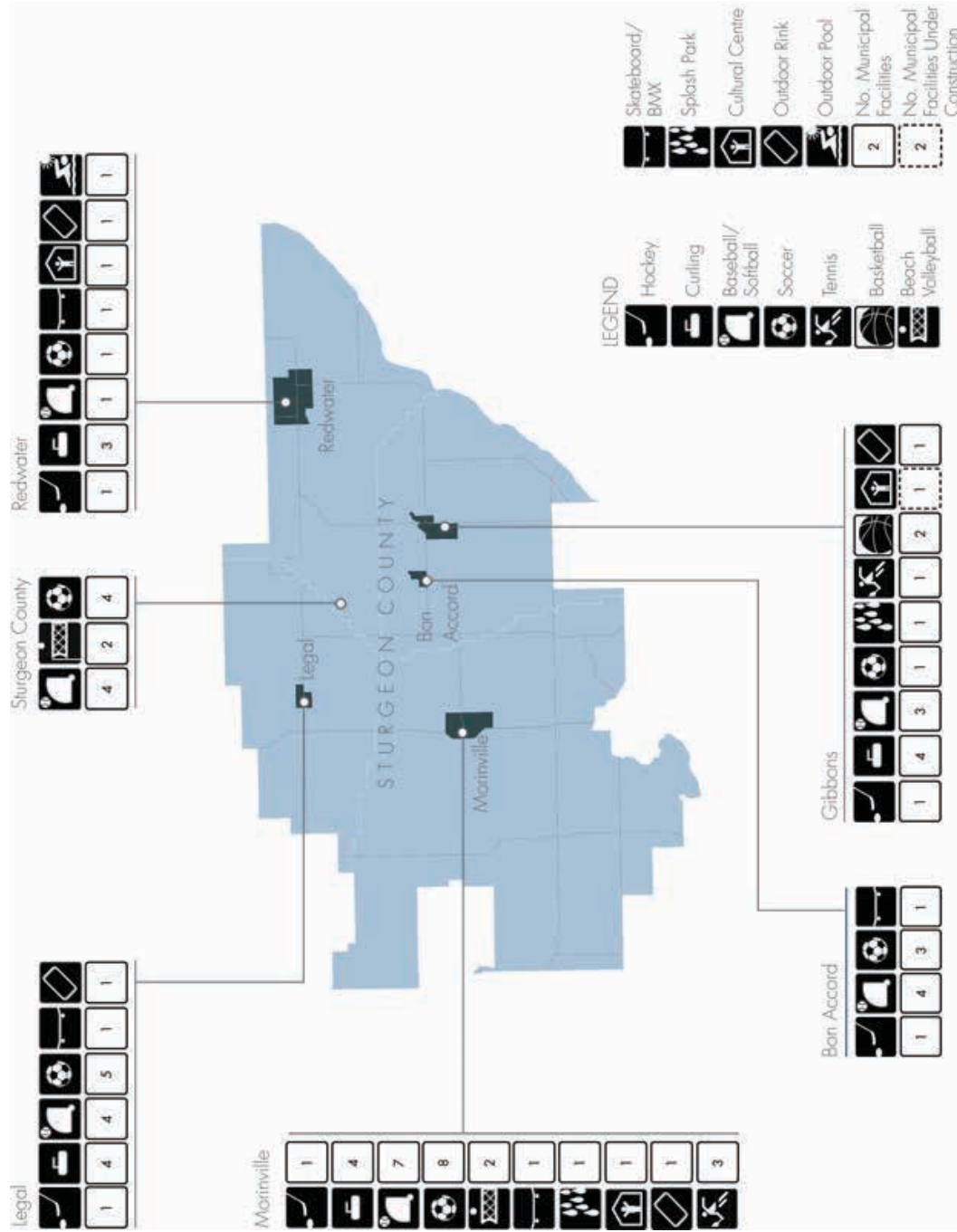
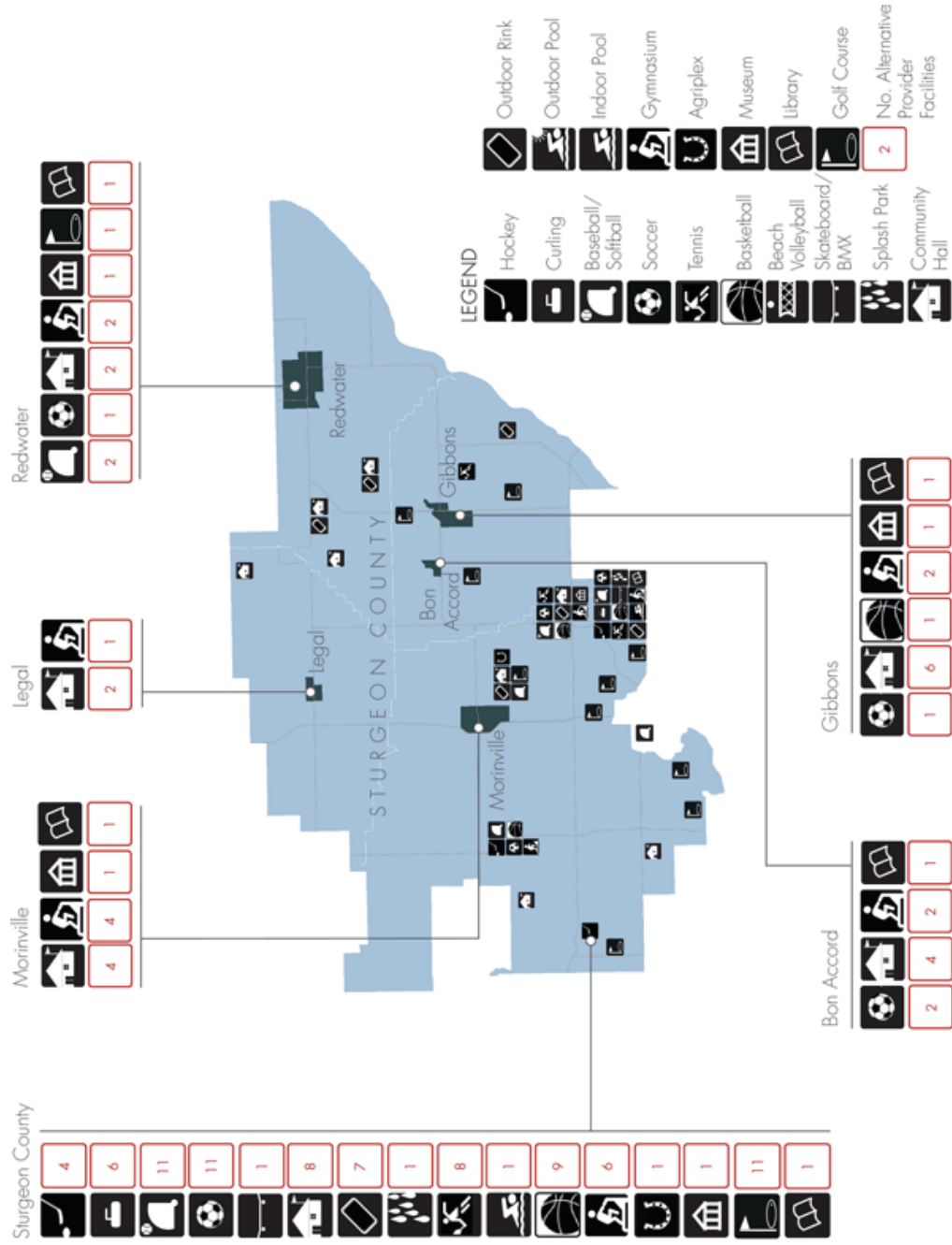


Figure 13 Inventory of Alternative Provider Recreation Facilities



>

B

Flyer Mail Distribution

Your Targeting Report
Route Ranking Report

Below you will find your Route Ranking Report, which provides you with a tabular view of the routes within your trade area ranked according to the value of the selected demographic variables. By looking at the "Cumulative Penetration" and the "Cumulative Points of Call" columns, you can easily determine which routes you need to target in order to reach your desired quota.

MCCALLUM PRINTING GROUP INC

FSA	Delivery Mode (SS/LB/RR)	Postal	All Points of Call	Cumulative Points of Call
TBR	SS0007	MORRISVILLE STN MAIN	475	475
TBR	SS0010	MORRISVILLE STN MAIN	435	910
TBR	LB0001	LEGAL PO	205	1115
TBR	SS0009	MORRISVILLE STN MAIN	274	1389
TBR	RR0001	LEGAL PO	262	1651
TBR	SS0141	ST. ALBERT LCD MAIN	245	1896
TBR	SS0002	MORRISVILLE STN MAIN	243	2139
TBR	SS0006	BON ACCORD PO	118	2257
TBR	SS0004	BON ACCORD PO	99	2356
TBR	SS0005	BON ACCORD PO	36	2392
TBR	SS0003	BON ACCORD PO	30	2422
TBR	SS0001	BON ACCORD PO	23	2445
TBR	SS0002	BON ACCORD PO		2468

Your Targeting Report
Postal Station Summary

To avoid transportation charges, you may want to deposit your Neighbourhood Mail™ directly at each postal station responsible for your mailing. The table below provides you with a list of post offices where you need to induct your mailing, and how many pieces must be deposited at each location.

	HOUSES	APARTMENTS	FARMS	BUSINESSES	TOTAL POINTS OF CALL
BON ACCORD ROAD BON ACCORD AB TDA ORD					
TOTAL	305	0	0	0	305
LEGAL PO#480 50TH AVE LEGAL AB TGG 1LD					
TOTAL	490	1	0	0	491
ST ALBERT LCD MAIN/30 CARLETON DR ST ALBERT AB TRN 1EG					
TOTAL	181	0	151	0	332
MORRISVILLE STN MAIN/10232 100 AVE MORRISVILLE AB TBR 1AG					
TOTAL	1420	81	0	0	1501
GRAND TOTAL	2396	82	200	0	2678

Legend:
 "SS"—Suburban Service
 "LB"—Lock Box
 "RR"—Rural Route

Your Targeting Report

Route Ranking Report



Below you will find your Route Ranking Report, which provides you with a tabular view of the routes within your trade area ranked according to the value of the selected demographic variable(s). By looking at the "Cumulative Penetration" and the "Cumulative Points of Call" columns, you can easily determine which routes you need to target in order to meet your desired quota.

MCCALLUM PRINTING GROUP INC

FSA	Delivery Mode (Route)	Depot	All Points Of Call	Cumulative Points of Call
T8R	SS0007	MORINVILLE STN MAIN	476	476
T8R	SS0010	MORINVILLE STN MAIN	435	911
T0G	LB0001	LEGAL PO	337	1248
T8R	SS0009	MORINVILLE STN MAIN	281	1529
T0G	RR0001	LEGAL PO	274	1803
T8T	SS0141	ST. ALBERT LCD MAIN	262	2065
T8R	SS0008	MORINVILLE STN MAIN	245	2310
T8R	SS0006	MORINVILLE STN MAIN	243	2553
T0A	SS0004	BON ACCORD PO	118	2671
T0A	SS0005	BON ACCORD PO	99	2770
T0A	SS0002	BON ACCORD PO	36	2806
T0A	SS0001	BON ACCORD PO	30	2836
T0A	SS0003	BON ACCORD PO	23	2859

Legend:

"SS"—Suburban Service

"LB"—Lock Box

"RR"—Rural Route

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Your Targeting Report

Postal Station Summary



To avoid transportation charges, you may want to deposit your Neighbourhood Mail™ directly at each postal station responsible for your mailing. The table below provides you with a list of post offices where you need to induct your mailing, and how many pieces must be deposited at each location.

	HOUSES	APARTMENTS	FARMS	BUSINESSES	TOTAL POINTS OF CALL
BON ACCORD POGD BON ACCORD AB T0A 0K0					
TOTAL	305	0	1	0	306
LEGAL PO4840 50TH AVE LEGAL AB T0G 1L0					
TOTAL	460	0	151	0	611
ST. ALBERT LCD MAIN230 CARLETON DR ST. ALBERT AB T8N 1E0					
TOTAL	181	0	81	0	262
MORINVILLE STN MAIN10232 100 AVE MORINVILLE AB T8R 1A0					
TOTAL	1420	0	260	0	1680
GRAND TOTAL	2366	0	493	0	2859

Legend:

"SS"—Suburban Service

"LB"—Lock Box

"RR"—Rural Route

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 Source: Derived from Statistics Canada, 2014 Census Profile and 2011 Census Dissemination Area Boundary File.
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Household Questionnaire



TOWN OF MORINVILLE
Recreation Needs Assessment
Household Questionnaire




Please help us plan for our recreation services!

Dear Resident,

The Town of Morinville is conducting a recreation needs assessment to more completely understand the recreation needs in the area. The results of the study will be used by the Town as it plans for the delivery of recreation services. The Town invites your household to provide feedback on recreation services.

Please have an adult in the household answer this questionnaire by considering the needs of all members of your household. Please seal your completed questionnaire in the enclosed self-addressed envelope (no postage necessary) and mail it by June 17th, 2016.

As a token of thanks for completing this questionnaire, one draw will be made for a \$100 grocery gift certificate. To be included in the draw, complete the entry form below. This information will be utilized solely for the purposes of the draw and will not be reported in connection with the responses you have provided.

If you have any questions, please contact the Town of Morinville at (780) 939 – 4361 or Ryan Schwartz (RC Strategies) at (780) 441 – 4268.

Thank you very much for your assistance!

Draw Entry Form

Name (First Name Only): _____

Phone Number: _____

The personal information requested on this form will be used for the sole purpose of contacting you should you be the draw winner.
Your personal information will not be shared with anyone for any other purposes.

TOWN OF MORINVILLE

Recreation Needs Assessment

Household Questionnaire



Please help us plan for our recreation services!

Dear Resident,

The Town of Morinville is conducting a recreation needs assessment to more completely understand the recreation needs in the area. The results of the study will be used by the Town as it plans for the delivery of recreation services. The Town invites your household to provide feedback on recreation services.

Please have an adult in the household answer this questionnaire by considering the needs of all members of your household. Please seal your completed questionnaire in the enclosed self-addressed envelope (no postage necessary) and mail it by June 17th, 2016.

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Thank you very much for your assistance!

Draw Entry Form

Name (First Name Only): _____

Phone Number: _____

The personal information requested on this form will be used for the sole purpose of contacting you should you be the draw winner.
Your personal information will not be shared with anyone for any other purposes.

Section One: Recreation, Parks, and Leisure Participation

1. In which of the following recreation activities did members of your household participate in the past year? **Location does not matter.** Please select all of the responses that apply.

- | | |
|---|--|
| <input type="checkbox"/> Agricultural (e.g. equestrian riding, rodeo) | <input type="checkbox"/> Group exercise (boot camp, aerobics) |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Gymnastics |
| <input type="checkbox"/> Creative arts (visual, performing) | <input type="checkbox"/> Hockey (structured/league) |
| <input type="checkbox"/> Curling | <input type="checkbox"/> Ice skating program (e.g. figure skating, learn to skate) |
| <input type="checkbox"/> Cycling/mountain biking | <input type="checkbox"/> Indoor gymnasium sports (e.g. basketball, volleyball) |
| <input type="checkbox"/> Dance | <input type="checkbox"/> Pickleball/tennis |
| <input type="checkbox"/> Dog walking | <input type="checkbox"/> Skateboarding/BMXing/scootering |
| <input type="checkbox"/> Field sports (e.g. soccer, football) | <input type="checkbox"/> Softball/baseball/slo pitch |
| <input type="checkbox"/> Fitness (e.g. cardio, weights) | <input type="checkbox"/> Swimming |
| <input type="checkbox"/> Golf | <input type="checkbox"/> Walking/jogging |
| <input type="checkbox"/> Other (please specify): _____ | |

2. What are the main reasons you and/or members of your household participate in recreation activities? Please select all of the responses that apply.

- | | |
|--|--|
| <input type="checkbox"/> Competition | <input type="checkbox"/> Physical health/exercise |
| <input type="checkbox"/> Experience a challenge | <input type="checkbox"/> Relaxation/unwind |
| <input type="checkbox"/> Fun/entertainment | <input type="checkbox"/> Satisfy curiosity |
| <input type="checkbox"/> Help the community | <input type="checkbox"/> To be with family/friends |
| <input type="checkbox"/> Improve skills and/or knowledge | <input type="checkbox"/> To enjoy nature |
| <input type="checkbox"/> Meet new people | |
| <input type="checkbox"/> Other (please specify): _____ | |

3. What, if anything, prevents you or someone in your household from participating in recreation opportunities? Please select all of the responses that apply.

- | | |
|---|---|
| <input type="checkbox"/> Better opportunities elsewhere | <input type="checkbox"/> Overcrowded facilities |
| <input type="checkbox"/> Cannot afford admission fees into facilities | <input type="checkbox"/> Poor/inadequate facilities |
| <input type="checkbox"/> Do not have the physical ability/fitness level | <input type="checkbox"/> Program fees |
| <input type="checkbox"/> Equipment costs | <input type="checkbox"/> Transportation limitations (cost/availability) |
| <input type="checkbox"/> Health issues | <input type="checkbox"/> Travel time |
| <input type="checkbox"/> Hours of operation (schedule of programs/facility) | <input type="checkbox"/> Unaware of some opportunities |
| <input type="checkbox"/> Not interested in what is available | |
| <input type="checkbox"/> Other (please specify): _____ | |

4. To what extent do you agree with the following statements?

a. Recreation is important to my quality of life.

- Strongly agree Somewhat agree Unsure Somewhat disagree Strongly disagree

- b. My local community as a whole benefits from recreation programs and services.
 Strongly agree Somewhat agree Unsure Somewhat disagree Strongly disagree
- c. Residents can benefit even if they do not use recreation services directly.
 Strongly agree Somewhat agree Unsure Somewhat disagree Strongly disagree
- d. Recreation services brings the community together.
 Strongly agree Somewhat agree Unsure Somewhat disagree Strongly disagree
- e. Quality recreation programs and facilities can help attract and retain residents.
 Strongly agree Somewhat agree Unsure Somewhat disagree Strongly disagree
- f. The municipalities in the area should work together to provide recreation opportunities for residents.
 Strongly agree Somewhat agree Unsure Somewhat disagree Strongly disagree

Section Two: Facility and Park Usage

5. For each of the following recreation facilities, parks, and open spaces in the area, please indicate how frequently in the previous twelve (12) months someone in your household used/visited it.

Facility/Space	1 – 9 Uses	10 – 20 Uses	21+ Uses	Did Not Use in Previous 12 Months
Bon Accord				
Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arena	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seniors' Drop In Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Hall/Meeting Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Edmonton Garrison				
Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arena	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation Facility (e.g. gym, field house, aquatics)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gibbons				
Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arena	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seniors' Drop In Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Hall/Meeting Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spray Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Curling Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Legal				
Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arena	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seniors' Drop In Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Hall/Meeting Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Facility/Space	1 – 9 Uses	10 – 20 Uses	21+ Uses	Did Not Use in Previous 12 Months
Morinville				
Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seniors' Drop In Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Cultural Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ray McDonald Sports Centre (arena)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ray McDonald Sports Centre (curling club)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bob Foster Extreme Park (skateboard park)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Splash Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Redwater				
Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seniors' Drop In Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Hall/Meeting Space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Curling Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming Pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provident Place (arena)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sturgeon County				
Cardiff Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arenas (i.e. Villeneuve, Riviere Qui Barre)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seniors' Drop In Centre (rural)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Hall/Meeting Space (rural)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other				
Dow Centennial Centre (Fort Saskatchewan)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servus Credit Union Place (St. Albert)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section Three: Satisfaction

6. Overall, how satisfied are you with the recreation facilities and parks currently offered in the Morinville area?
- Indoor** recreation facilities (e.g. arenas, halls)

Very satisfied Somewhat satisfied Unsure Somewhat dissatisfied Very dissatisfied
 - Outdoor** recreation facilities (e.g. ball diamonds, splash park)

Very satisfied Somewhat satisfied Unsure Somewhat dissatisfied Very dissatisfied
 - Parks, pathways, and trails

Very satisfied Somewhat satisfied Unsure Somewhat dissatisfied Very dissatisfied

Section Four: New and/or Enhanced Facilities

7. Do you think that there is a need for new and/or enhanced recreation facilities or spaces (indoor and/or outdoor) to be developed in the Morinville area?
- Yes Unsure No (If "No", please proceed to Q#10)

8. If you answered “Yes” or “Unsure” to Question #7, please select **up to five (5) indoor** recreation facilities or spaces that should be more readily available or enhanced in the Morinville area to satisfy your household’s recreational needs.

- | | |
|---|---|
| <input type="checkbox"/> 25m swimming tanks (e.g. fitness class, lane swimming) | <input type="checkbox"/> Library space |
| <input type="checkbox"/> Art studios / practice space (e.g. pottery rooms) | <input type="checkbox"/> Ice arena facilities (e.g. hockey, figure skating) |
| <input type="checkbox"/> Classroom/meeting spaces | <input type="checkbox"/> Indoor child playgrounds |
| <input type="checkbox"/> Climbing gyms | <input type="checkbox"/> Indoor field facilities (e.g. soccer, football) |
| <input type="checkbox"/> Community hall/banquet facilities | <input type="checkbox"/> Indoor agricultural facilities (agriplex) |
| <input type="checkbox"/> Court sport spaces (e.g. racquetball, squash) | <input type="checkbox"/> Leisure ice surfaces (non-hockey) |
| <input type="checkbox"/> Curling rinks | <input type="checkbox"/> Leisure swimming pools (e.g. water slides, lazy river) |
| <input type="checkbox"/> Dance/program/martial arts rooms | <input type="checkbox"/> Seniors centre |
| <input type="checkbox"/> Fitness/wellness facilities (e.g. exercise/weight room) | <input type="checkbox"/> Walking/running tracks |
| <input type="checkbox"/> Gymnasium type spaces (e.g. basketball, volleyball, badminton) | <input type="checkbox"/> Youth centre |
| <input type="checkbox"/> Gymnastics spaces/parkour rooms | |
| <input type="checkbox"/> Other (please specify): _____ | |

9. If you answered “Yes” or “Unsure” to Question #7, please select **up to five (5) outdoor** recreation amenities or spaces that should be more readily available or enhanced in the Morinville area to satisfy your household’s recreational needs.

- | | |
|---|--|
| <input type="checkbox"/> Ball diamonds | <input type="checkbox"/> Outdoor pools |
| <input type="checkbox"/> Beach volleyball courts | <input type="checkbox"/> Pickleball courts |
| <input type="checkbox"/> Bike skills park | <input type="checkbox"/> Picnic areas |
| <input type="checkbox"/> Campgrounds | <input type="checkbox"/> Playgrounds |
| <input type="checkbox"/> Community gardens | <input type="checkbox"/> Skateboard parks |
| <input type="checkbox"/> Dog off leash areas | <input type="checkbox"/> Toboggan hills |
| <input type="checkbox"/> Event spaces (e.g. amphitheatres, band shelters) | <input type="checkbox"/> Speed skating ovals |
| <input type="checkbox"/> Hardcourts (e.g. basketball) | <input type="checkbox"/> Sports fields (e.g. soccer, football) |
| <input type="checkbox"/> Mountain bike trails | <input type="checkbox"/> Tennis courts |
| <input type="checkbox"/> Nature/interpretive trails | <input type="checkbox"/> Track and field spaces |
| <input type="checkbox"/> Open spaces (e.g. parks, greenspace) | <input type="checkbox"/> Walking/cycling trail system |
| <input type="checkbox"/> Outdoor boarded skating rinks | <input type="checkbox"/> Water spray parks |
| <input type="checkbox"/> Outdoor fitness equipment | |
| <input type="checkbox"/> Other (please specify): _____ | |

Section Five: Programming

10. The Town of Morinville, neighbouring municipalities, partner organizations, and many other community organizations in the area provide a variety of recreation programs. Thinking about existing programs, what improvements or changes are needed? You may select more than one response.

- | | |
|---|--|
| <input type="checkbox"/> Better instruction | <input type="checkbox"/> Less cost |
| <input type="checkbox"/> Different skill levels available | <input type="checkbox"/> More convenient schedule/longer hours |
| <input type="checkbox"/> Enhanced content/better quality | <input type="checkbox"/> Need to accommodate more participants |
| <input type="checkbox"/> Greater variety | <input type="checkbox"/> Offered more frequently |
| <input type="checkbox"/> Improved marketing of programs | |
| <input type="checkbox"/> Other (please specify): _____ | |

11. Using the chart below, please identify the types of programming, for each age group, that should be more readily available in the Morinville area. Please select the appropriate boxes that indicate program type and age group.

Program Type	Children (0 – 5 years)	Youth (6 – 12 years)	Teens (13 – 18 years)	Adults (19 – 39 years)	Adults (40 – 64 years)	Seniors (65+ years)
Fitness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nature Interaction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor Skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation (general interest)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section Six: Communication

12. What are the **best three (3) methods** to get information to you about recreation programs and events?

- | | |
|--|--|
| <input type="checkbox"/> Brochures and posters in community facilities | <input type="checkbox"/> Social media |
| <input type="checkbox"/> Community Guide | <input type="checkbox"/> The Morinville News (newspaper) |
| <input type="checkbox"/> Community signs | <input type="checkbox"/> Town website |
| <input type="checkbox"/> E-newsletters | <input type="checkbox"/> The Free Press |
| <input type="checkbox"/> Other (please specify): _____ | |

Section Seven: Planning Priorities

13. The following list includes possible criteria that could be used to prioritize multiple recreation amenity projects. Answering on behalf of your household, please select the **top three (3) criteria** that you think are the most important to consider when setting project development priorities.

A recreation amenity project should be a higher priority if...

- ... funding and grants are available that would lower the costs.
- ... it complements existing opportunities in the area.
- ... it has potential for bringing non-local spending into the community.
- ... it means recreation amenities are available throughout the area.
- ... it responds to demands/requests from the community.
- ... it targets under-served segments of the community.
- ... the amenity is not readily available in the area.
- ... the cost to operate the amenity is lower.
- ... the overall capital cost to build is lower.

Section Eight: Willingness to Pay

14. To ensure that community needs for recreation facilities in the Morinville area are better met, would you support an increase in annual property taxes?

- Yes Unsure No (If "No", please proceed to Q#15)

- a. How much of an increase in annual property taxes would you support?

- Up to a \$100 annual property tax increase.
- A \$101 to \$200 annual property tax increase.
- A \$201 to \$300 annual property tax increase.
- Over a \$300 annual property tax increase.

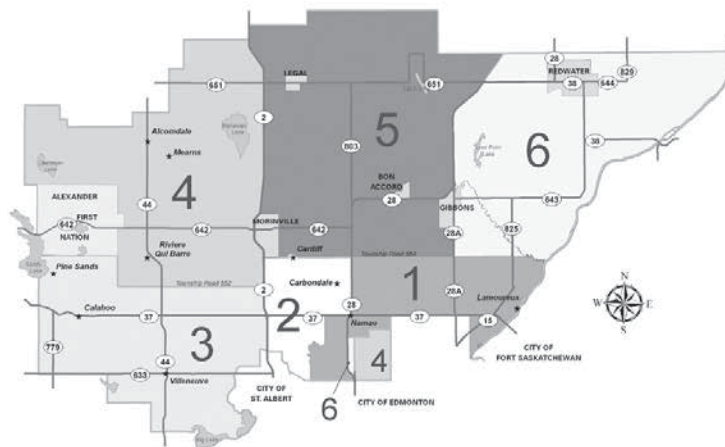
Section Nine: General Comments

15. Please use the space below to provide any other comments you may have about recreation needs in Morinville.

Section Ten: Respondent Profile

16. Where is your primary residence?

- Town of Morinville
 Town of Legal
 Town of Bon Accord
 Sturgeon County—Please circle the division in which you live: 1 2 3 4 5 6 (use the map below)
 Other (please specify): _____



17. How long have you lived in the area?

- Less than 1 year
 1 to 5 years
 6 to 10 years
 More than 10 years

18. Do you expect to be residing in the area for the next five years?

- Yes
 Unsure
 No

19. Please describe your household by recording the number of members in each of the following age groups. (Please do not forget yourself!)

<input type="text"/>	Age 0 – 9 Years	<input type="text"/>	Age 10 – 19 Years	<input type="text"/>	Age 20 – 29 Years
<input type="text"/>	Age 30 – 39 Years	<input type="text"/>	Age 40 – 49 Years	<input type="text"/>	Age 50 – 59 Years
<input type="text"/>	Age 60 – 69 Years	<input type="text"/>	Age 70 – 79 Years	<input type="text"/>	Age 80+ Years

Thank you very much for completing this questionnaire!

D



Group Survey Participants

- Morinville Community Volleyball
- Morinville Community High School
- Sturgeon Victim Services
- Morinville Youth Basketball Association¹
- Morinville Community Library
- Morinville Soccer Association
- Morinville Curling Society
- Morinville Ringette
- Morinville Fish and Game
- Morinville Ladies Soccer Club
- École Notre Dame Elementary School

¹ Partial response.

E

Community Group Survey



TOWN OF MORINVILLE Recreation Needs Assessment Community Group Questionnaire

Dear Group Representative:
The Town of Morinville is completing a recreation needs assessment to more completely understand the recreation needs in the area. Consultation with community groups is critical to the development of the assessment.

Your organization is invited to provide feedback by completing this community group questionnaire. Please complete this questionnaire on behalf of your group/organization and return it via email to slawuta@rcstrategies.ca or by fax to (780) 426 – 2734 by **June 16th, 2016**. **Only one response per group is requested.** If you have any questions, please contact Stephen Slawuta (RC Strategies) at (780) 441 – 4267.

Section One: Organizational Profile

- Organization Name: _____
- Contact Name and Position: _____
- Contact Phone Number and Email: _____
- Briefly explain the purpose of your organization and its major activities.

- What age group(s) best describe(s) your organization's members/participants or clients? Please check (✓) all that apply.
 Preschool (age 0 – 5) Youth (6 – 12) Teen (13 – 17) Adult (18 – 59) Senior (60+)
- How many participants/members/clients belong to your organization? If available, please provide historical data.

	2013/2014	2014/2015	2015/2016
Participants/Members/Clients:	<input type="text"/>	<input type="text"/>	<input type="text"/>
- Over the next couple of years, what are your expectations for participant/membership/client numbers? Please check (✓) one of the following.
 Grow Remain Stable Decline

1

TOWN OF MORINVILLE

Recreation Needs Assessment

Community Group Questionnaire



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The Town of Morinville is completing a recreation needs assessment to more completely understand the recreation needs in the area. Consultation with community groups is critical to the development of the assessment.

Your organization is invited to provide feedback by completing this community group questionnaire. Please complete this questionnaire on behalf of your group/organization and return it via email to slawuta@rcstrategies.ca or by fax to (780) 426 – 2734 by **June 16th, 2016**. **Only one response per group is requested.** If you have any questions, please contact Stephen Slawuta (RC Strategies) at (780) 441 – 4267.

Section One: Organizational Profile

1. Organization Name: _____
2. Contact Name and Position: _____
3. Contact Phone Number and Email: _____
4. Briefly explain the purpose of your organization and its major activities.

5. What age group(s) best describe(s) your organization’s members/participants or clients? Please check (✓) all that apply.

Preschool (age 0 – 5) Youth (6 – 12) Teen (13 – 17) Adult (18 – 59) Senior (60+)

6. How many participants/members/clients belong to your organization? If available, please provide historical data.

	2013/2014	2014/2015	2015/2016
Participants/Members/Clients:	<input type="text"/>	<input type="text"/>	<input type="text"/>

7. Over the next couple of years, what are your expectations for participant/membership/client numbers? Please check (✓) one of the following.

Grow Remain Stable Decline

8. Please provide an estimate of the **residency** for your organization’s members/participants/clients. *Note: Numbers should add up to 100%.*

_____ % Morinville
 _____ % Sturgeon County
 _____ % St. Albert
 _____ % Bon Accord
 _____ % Legal
 _____ % Other areas

100 %

Section Two: Current Facility Usage

9. Community organizations use a variety of spaces to deliver their programs and to hold meetings. Please identify **up to five (5) facilities** (indoor and/or outdoor) that your group has used the most frequently in the past twelve months. For each facility or space, please also **indicate how frequently your group has used it.**

Facility	1 – 5 Uses	6 – 10 Uses	11 – 20 Uses	21+ Uses
1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Please identify any enhancements/improvements that could be done to improve your group’s enjoyment of the existing facilities used. (If appropriate, please identify the specific sites/locations.)

10a. To what degree do the current recreation facilities and spaces in the Morinville area meet the needs of your organization?

Completely meet the needs of our group
 Somewhat meet the needs of our group
 Do not adequately meet the needs of our group

10b. Please explain your response.

Section Three: New/Upgraded Facilities

11. Do you think that there is a need for new and/or upgraded recreation facilities (including parks and outdoor spaces) to be developed in the Morinville area?

Yes Unsure No (If “No”, please proceed to Q#14)

12. If you answered “Yes” or “Unsure” to Question #11, please select **up to five (5)** indoor recreation facilities or spaces that should be more readily available or enhanced in the Morinville area to satisfy your organization’s needs.

- | | |
|---|---|
| <input type="checkbox"/> 25m swimming tanks (e.g. fitness class, lane swimming) | <input type="checkbox"/> Library space |
| <input type="checkbox"/> Art studios / practice space (e.g. pottery rooms) | <input type="checkbox"/> Ice arena facilities (e.g. hockey, figure skating) |
| <input type="checkbox"/> Classroom/meeting spaces | <input type="checkbox"/> Indoor child playgrounds |
| <input type="checkbox"/> Climbing gyms | <input type="checkbox"/> Indoor field facilities (e.g. soccer, football) |
| <input type="checkbox"/> Community hall/banquet facilities | <input type="checkbox"/> Indoor agricultural facilities (agriplex) |
| <input type="checkbox"/> Court sport spaces (e.g. racquetball, squash) | <input type="checkbox"/> Leisure ice surfaces (non-hockey) |
| <input type="checkbox"/> Curling rinks | <input type="checkbox"/> Leisure swimming pools (e.g. water slides, lazy river) |
| <input type="checkbox"/> Dance/program/martial arts rooms | <input type="checkbox"/> Seniors centre |
| <input type="checkbox"/> Fitness/wellness facilities (e.g. exercise/weight room) | <input type="checkbox"/> Walking/running tracks |
| <input type="checkbox"/> Gymnasium type spaces (e.g. basketball, volleyball, badminton) | <input type="checkbox"/> Youth centre |
| <input type="checkbox"/> Gymnastics spaces/parkour rooms | |
| <input type="checkbox"/> Other (please specify): _____ | |

13. If you answered “Yes” or “Unsure” to Question #11, please select **up to five (5)** outdoor recreation amenities or spaces that should be more readily available or enhanced in the Morinville area to satisfy your organization’s needs.

- | | |
|---|--|
| <input type="checkbox"/> Ball diamonds | <input type="checkbox"/> Outdoor pools |
| <input type="checkbox"/> Beach volleyball courts | <input type="checkbox"/> Pickleball courts |
| <input type="checkbox"/> Bike skills park | <input type="checkbox"/> Picnic areas |
| <input type="checkbox"/> Campgrounds | <input type="checkbox"/> Playgrounds |
| <input type="checkbox"/> Community gardens | <input type="checkbox"/> Skateboard parks |
| <input type="checkbox"/> Dog off leash areas | <input type="checkbox"/> Toboggan hills |
| <input type="checkbox"/> Event spaces (e.g. amphitheatres, band shelters) | <input type="checkbox"/> Speed skating ovals |
| <input type="checkbox"/> Hardcourts (e.g. basketball) | <input type="checkbox"/> Sports fields (e.g. soccer, football) |
| <input type="checkbox"/> Mountain bike trails | <input type="checkbox"/> Tennis courts |
| <input type="checkbox"/> Nature/interpretive trails | <input type="checkbox"/> Track and field spaces |
| <input type="checkbox"/> Open spaces (e.g. parks, greenspace) | <input type="checkbox"/> Walking/cycling trail system |
| <input type="checkbox"/> Outdoor boarded skating rinks | <input type="checkbox"/> Water spray parks |
| <input type="checkbox"/> Outdoor fitness equipment | |
| <input type="checkbox"/> Other (please specify): _____ | |

Section Four: Contributions

14. How supportive would your group be of an increase in user/rental fees to ensure community needs for recreation are better met?

- Strongly support Somewhat support Unsure Somewhat oppose Strongly oppose

14a. Please explain your response.

Section Five: Partnerships

15. Please describe any partnerships your organization is involved in to provide recreation opportunities in the Morinville area.

16. What opportunities are there for community organizations to work together or with the municipalities to enhance the recreation programs and facilities in the Morinville area?

Section Six: Organizational Needs and Assistance

17. What are the main challenges your organization is dealing with as it delivers its programs?

18. Considering the program challenges described above, what is the single most important action or resource that the municipalities could provide to help your organization meet its program goals?

Section Seven: General Comments

19. Please use the space below to provide any additional comments regarding recreation services and opportunities in the Morinville area.

Thank you very much for completing this questionnaire!

F

Stakeholder Interview Participants

In-Person Interviews

- Murray Knight and Andy Noel (Morinville Historical and Cultural Society)
- Dale Metcalfe (Steering Committee)
- Joe Gosselin (Steering Committee)
- Matt Meunier (Chamber)
- Judy Carver (Steering Committee)
- James Bedford (Youth Basketball)
- Barb Kitzan (Minor Ball)
- Keltie Brisson (Heritage Lodge - Seniors)
- Morinville Public School (Shawna)
- Kent Lessard (High School)
- Glen Cuming (Steering Committee)
- Gary Kearns (Curling)
- Rebecca Redding and Brittany Ratcliffe (Women's Soccer)
- Joel Chevalier (Steering Committee)
- Korien Sampson (Steering Committee and MFS Chair)
- Ira Austin (Fish and Game; Legion)
- Alanna Hnatiw (Rotary)
- Michelle Logan (Fit Girl)
- Isabelle Cramp (Library)
- Wayne Gatza and Donna Nelson (Sturgeon Hockey Club)
- Wade (Hockey Camps)

Telephone Interviews

- Stacey Nordin (Minor Soccer)
- Lisa Kleparchuk (VP, Notre Dame Elementary School)
- Wade Michael (VP, MCHS)





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