

STRATHCONA COUNTY INDOOR FIELDHOUSE PROJECT

What We Heard Report
Public Survey Engagement

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1. Introduction

Strathcona County has a vision of “Becoming Canada’s most livable community.” While there are many aspects that are currently being worked on to see this vision come to fruition, the County has accomplished much in the area of recreation. With the forward-looking approach of the Recreation and Culture Strategy, Strathcona County is now exploring the development of a new multi-use indoor fieldhouse for residents to enjoy and for community groups to deliver their programs.

Currently, Strathcona County is undertaking a study to explore the feasibility of this potential facility. The facility could accommodate many activities, particularly those dryland activities that require a large indoor space. Proposed spaces include a full-size turf field, hard surface multi-sport space, walking track and multipurpose meeting and program rooms. If approved, depending on the size, type, and scope of facility chosen, the overall cost for the facility (based on preliminary work done to date) ranges from \$48M to \$90M. These estimates consider the cost of building and site-related capital costs.

Gathering community input through various engagement opportunities is an important part of planning for this potential project. To kick off the engagement, a series of information sessions were hosted to inform community groups and stakeholders about this potential project followed by a survey of community organizations. After that, the general public was provided with opportunities to provide feedback through a SCOOP (Strathcona County Opinion Poll) survey and an open-access public survey. This report presents the findings of the two surveys.



2. Engagement



Two different surveys were utilized to gather information from the public about the potential multi-use indoor fieldhouse. One survey was fielded through SCOOP¹ and another through an open online survey accessible through Strathcona County’s website. Both the SCOOP survey and the open online survey gathered responses from October 7 through October 28, 2020. In total 570 responses were collected on the SCOOP platform while 1,287 were gathered through the open online platform. The open online survey was promoted through Strathcona County’s website, social media channels, information release, newspaper advertisement and via email. Refer to the Appendix to see the list of questions.

The data has been derived from people who decided to participate, and with SCOOP included those who are actively part of an online feedback community. The margin of error for a comparable random sample of the same size as the SCOOP sample is +4.1% 19 times out of 20 and +2.7% 19 times out of 20 for the open access survey.

2.1 Survey Findings

The findings are presented in the order they were posed in the surveys. As well the findings from the SCOOP survey and the open online survey are presented side by side on graphs. In some instances, a “combined” finding is presented. This is simply an average that has been calculated for illustrative purposes only. The number has not been weighted based on the number of responses from each methodology, nor does it reflect any differences in collection methods.

¹ SCOOP (Strathcona County Online Opinion Panel) is an opt-in survey community whose members are regularly invited to provide feedback on a variety of County initiatives and issues.

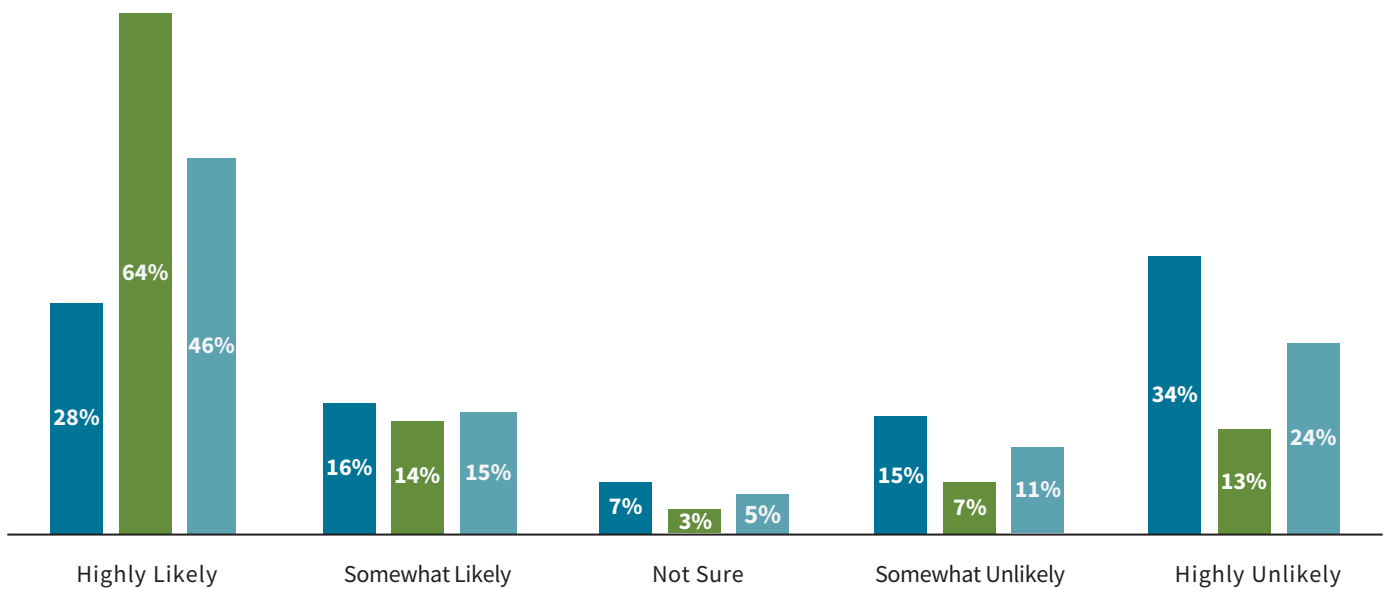
2.2.1 Findings

Use an Indoor Turf Field

To begin, respondents were informed that the indoor fieldhouse concept includes a multi-sport artificial turf field, multi-sport court space, multi-use program areas, meeting rooms and a track. A major component is a large indoor turf field (about the size of a full-sized soccer field without boards). They were then asked how likely is it that someone in their households would participate in an activity that uses an indoor turf field. As illustrated in the graph, approximately two-thirds (64%) of respondents to the online survey said it was highly likely that a household member would participate in an activity that would use the turf field while over one-quarter (28%) of SCOOP respondents said it was highly likely.

How likely would a household member participate in an activity that uses an indoor turf field?

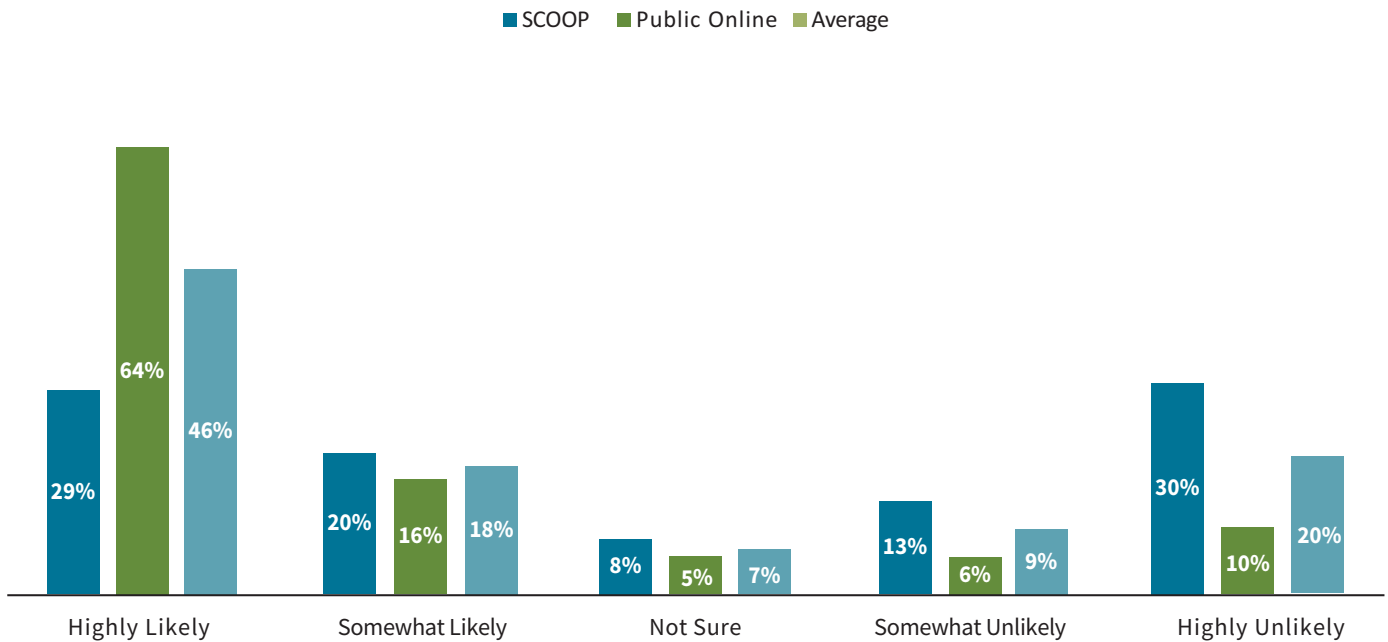
■ SCOOP ■ Public Online ■ Average



Use Multi-Use Court Spaces

Next, respondents were asked the likelihood of a household member using the multi-use court spaces that could accommodate sports such as badminton, wheelchair sports, basketball, volleyball, etc. As with the indoor turf field, approximately two-thirds (64%) of open survey respondents said it was very likely a household member would use the multi-use court spaces compared with over one-quarter (29%) of SCOOP respondents.

How likely would a household member use multi-use court spaces?

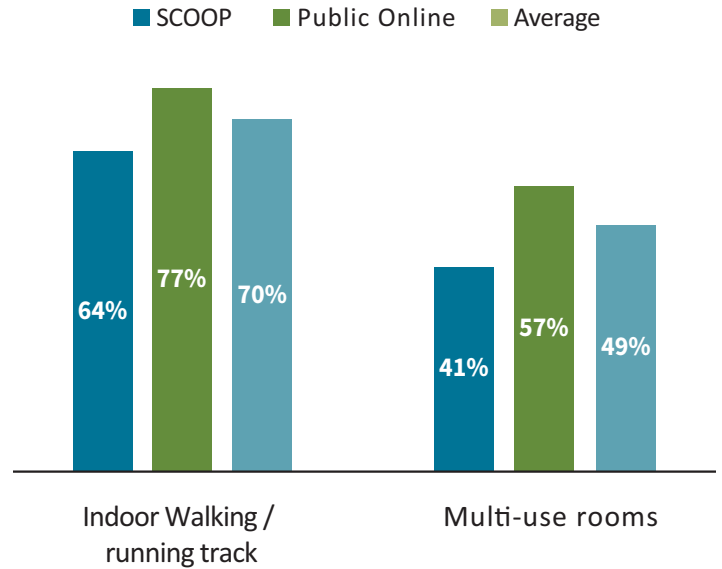


Use of Other Spaces

Two other spaces were identified as possibilities in the proposed facility; an indoor walking / running track and multi-use rooms. As illustrated in the graph, approximately three-quarters (74%) of open survey respondents and approximately two-thirds (64%) of SCOOP respondents said household members would use an indoor walking / running track. Over half (57%) of open survey respondents and less than half (41%) of SCOOP respondents said their households would use multi-use rooms.

Respondents were also able to identify other spaces that they would like to see included in the potential facility. Numerous suggestions were offered, including many activities that could be accommodated in the proposed facility programming. These included areas to accommodate tennis, baseball, basketball, and lacrosse. Other suggestions made by multiple respondents were: climbing wall, fitness areas, pickleball courts, arena ice, food vendors, and viewing areas.

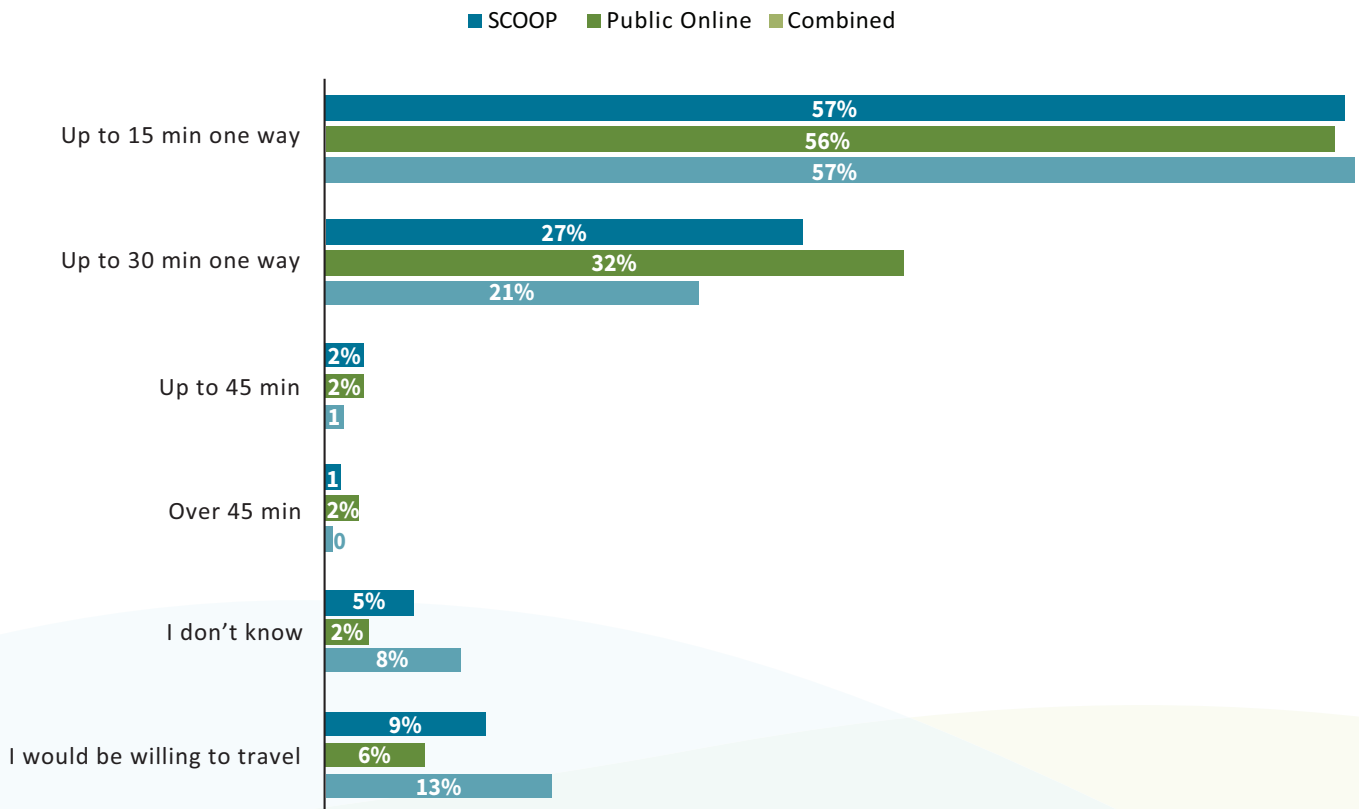
Yes, my household would potentially use these spaces.



Willingness to Travel

Just over half (57% of the open survey respondents and 56% of SCOOP respondents) said they would be willing to travel up to 15 minutes one way to access an indoor fieldhouse in Strathcona County. A minority is unwilling to travel at all to use it. See the graph for other responses.

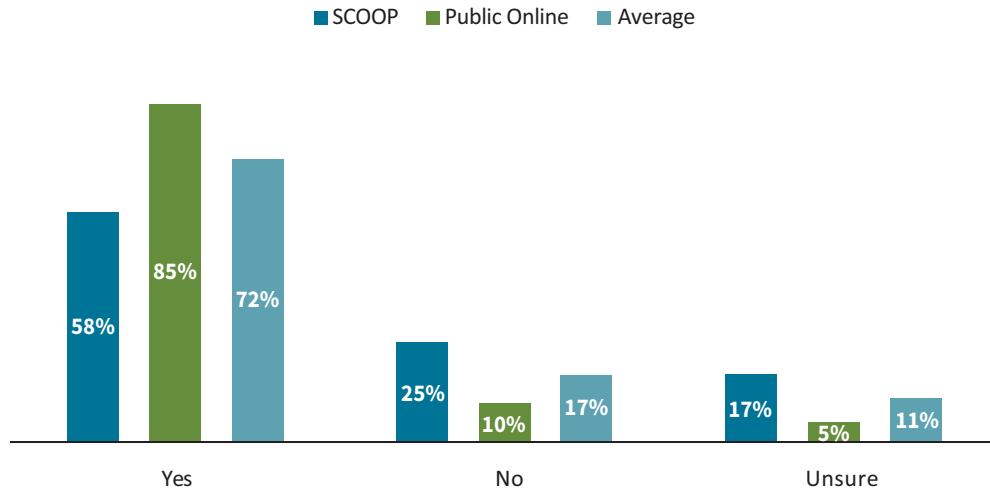
Willingness to Travel



Support Development

A majority of respondents to both surveys would support the development of an indoor fieldhouse in Strathcona County. Over three-quarters (85%) of respondents to the open survey were supportive compared to over half (58%) of SCOOP respondents. Refer to the graph.

Would you support the development of an indoor fieldhouse for Strathcona County?



Respondents were able to explain their responses. For those in support of the facility development the most frequent comments centred on the need for the facility in Strathcona County and its ability to allow people to participate, train, and practice year round. Others indicated that by having a facility like this in the County it would keep people and groups from going elsewhere to access this type of facility thereby keeping people and dollars in the community. Respondents who do not support the facility or who are unsure commented about the costs of the facility and the economic climate and whether there is a need for it. The need for additional information related to need and costs was also mentioned.

Other Comments

Finally, respondents were able to share any comments regarding the potential development of an indoor fieldhouse in Strathcona County. Many of the comments reiterated those previously made. A reaffirmation of the need for the facility was made along with suggestions to ensure any facility adequately meets current and future needs. The downturn in the economy and its impacts were cited as reasons to not proceed.

Respondent Profile

The profile of both the open public survey respondents and the SCOOP respondents are in the table.

Residency	Open Survey	SCOOP
Sherwood Park	80%	75%
Rural Strathcona County hamlet	3%	4%
Rural Strathcona County – not in a hamlet	12%	19%
Don't live in the County	5%	2%
Household Composition	Open Survey	SCOOP
0-4yrs	5.0%	-
5-9 yrs	10.4%	-
10-14 yrs	19.8%	-
15-19 yrs	10.7%	-
20-24 yrs	3.2%	-
25-34 yrs	4.8%	-
35-44 yrs	20.2%	-
45-54 yrs	15.6%	-
55-64 yrs	5.3%	-
65-74 yrs	3.7%	-
75-84 yrs	1.2%	-
85 yrs and older	0.3%	-
Age of Respondent	Open Survey	SCOOP
15-24 yrs	-	1%
25-34 yrs	-	11%
35-44 yrs	-	20%
45-54 yrs	-	21%
55-64 yrs	-	19%
65-74 yrs	-	21%
75-84 yrs	-	6%
85 yrs and older	-	<1%

Appendix A: Survey Questions

1. The indoor fieldhouse facility concept includes a multi-sport artificial turf field, multi-sport court space, multi-use program areas, meeting rooms and a track. A major component is a large indoor turf field (about the size of a full-sized soccer field, without boards). This area could serve sports and activities such as soccer, rugby, football, baseball, softball/ slo pitch, lacrosse, track and field activities, etc. How likely would anyone in your household participate in an activity that uses an indoor turf field?
 - Highly likely
 - Somewhat likely
 - Not sure
 - Somewhat unlikely
 - Highly unlikely
2. How likely would it be for anyone in your household to use the multi-use court spaces (multi-use hard sport surface)? These areas could serve sports such as badminton, ball hockey, pickleball, wheelchair sports, basketball, volleyball, etc.
 - Highly likely
 - Somewhat likely
 - Not sure
 - Somewhat unlikely
 - Highly unlikely
3. The proposed facility could include a variety of spaces in addition to an indoor field and court spaces. From the list below please select all spaces that those in your household would potentially use.
 - Indoor Walking / Running Track
 - Multi-Use Rooms (for programs / activities / meetings)
 - Other
4. How far would you be willing to travel to access an indoor fieldhouse in Strathcona County?
 - Up to 15 minutes of travel time (one way)
 - Up to 30 minutes of travel time (one way)
 - Up to 45 minutes of travel time (one way)
 - Over 45 minutes of travel time (one way)
 - I don't know
 - I would not be willing to travel

5. Would you support the development of an indoor fieldhouse, as described, for Strathcona County?
- Yes
 - No
 - Unsure
6. Please explain why you feel this way (please do not include any personally identifying information).
7. Use the space below to share any other comments you have regarding the potential development of an indoor fieldhouse in Strathcona County (please do not include any personally identifying information).
8. What is your postal code?
9. Where do you live?
- In Sherwood Park
 - In a rural Strathcona County hamlet
 - Rural Strathcona County other than a hamlet
 - Don't live in Strathcona County
10. Which hamlet do you live in?
- Antler Lake
 - Ardrossan
 - Collingwood Cove
 - Half Moon Lake
 - South Cooking Lake
11. Please identify the number of people in your household that fall into each of the following age categories. Don't forget to count yourself! **OPEN SURVEY ONLY**
- 0-4 years
 - 5-9 years
 - 10-14 years
 - 15-19 years
 - 20-24 years
 - 25-34 years
 - 35-44 years
 - 45-54 years
 - 55-64 years
 - 65-74 years
 - 75-84 years
 - 85+ years

Please select the category that includes your current age. **SCOOP SURVEY ONLY**

15-24 years

25-34 years

35-44 years

45-54 years

55-64 years

65-74 years

75-84 years

85+ years



