



Needs Assessment Survey Executive Summary

Survey Overview

In February 2015, the Callaghan Park Development Project (CPDP) committee launched and completed a Needs Assessment Survey to determine the park-related needs and desires of the local community. The findings of the survey will help drive the design of the park space and equipment.

The committee's primary audience for the survey was residents of Callaghan, followed in importance by Allard and other Blackmud Creek Community League (BCCL) communities. Two surveys were developed, one for adults and one for children which included a free space for children to draw their dream park. The adult survey was made available online via Survey Monkey, with printed copies available upon request. Printed copies of the children's survey were also made available.

The surveys were promoted to the community through the February 2015 edition of Community Views, the BCCL website, Facebook (BCCL and Park Project site) and emails to BCCL contacts. CPDP committee members also promoted the survey and distributed flyers at three Soccer registration sessions at Johnny Bright School, the BCCL February Family Day event at the Allard arena, and door-to-door in some Callaghan locations. Surveys were collected throughout February yielding 152 online responses to the adult survey. Unfortunately, no paper surveys, from children or adults, were submitted.

The committee was pleased with the results of the survey and the excitement behind the project. It is clear from responses that a playground area is a top priority as there is nothing within walking distance for many Callaghan families. Specifically, respondents are looking for playground equipment for young children as well as park amenities such as benches, garbage cans, picnic tables, bike racks and a gazebo. There was also considerable support for a spray park to differentiate the Callaghan Park from other parks in the area. Priorities for playground equipment include swings, slides, monkey bars and a climbing wall. There was also a strong sentiment for artificial turf/rubber as the primary base material. This survey also collected open-ended responses for park themes and other general comments. Detailed highlights from the survey can be found on the following pages.

Survey Responses

- **Responses:** 152 adult survey responses were collected, all online. 59% of responses (90 people) were from Callaghan.
- **Household age:** The largest household demographic is individuals aged 30-39, followed by 0-4. Top categories include:

Age	%
30-39	32%
0-4	23%
5-10	17%
40-49	12%
11-14	6%

- **Household dwelling:** 89% of respondents live in a single family house
- **Family activities:** The most popular activities for families are playing on the playground, bicycle riding, and walking. Top 10 responses include:

Activity	%
Playing on playground	87%
Bicycle riding	77%
Walking	72%
Tobogganing	64%
Ice Skating	56%
Soccer	52%
Picnicking	42%
Jogging	28%
Basketball	27%
Walking dogs	23%

- **Estimated future use of Callaghan Park:** 52% of respondents said they would use the park 2+ times per week.

Activity	%
2+ times per week	52%
Once per week	19%
1-3 times per month	17%
A few times a year	11%
Never	2%

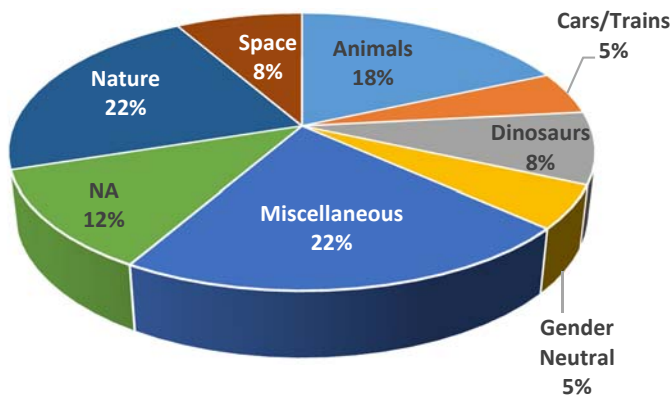
- **Park features:** Top 10 most important park features (based on “very important” rating) are:

Rank	Activity	“Very Important” %
1	Garbage Cans	91%
2	Playground equipment for elementary aged children	83%
3	Benches	80%
4	Playground equipment for toddlers/pre-school	65%
5	Lighting for walkways	64%
6	Picnic tables	64%
7	Bike racks	61%
8	Gazebo/shade structure	59%
9	Spray/water park	58%
10	Toboggan hill	57%

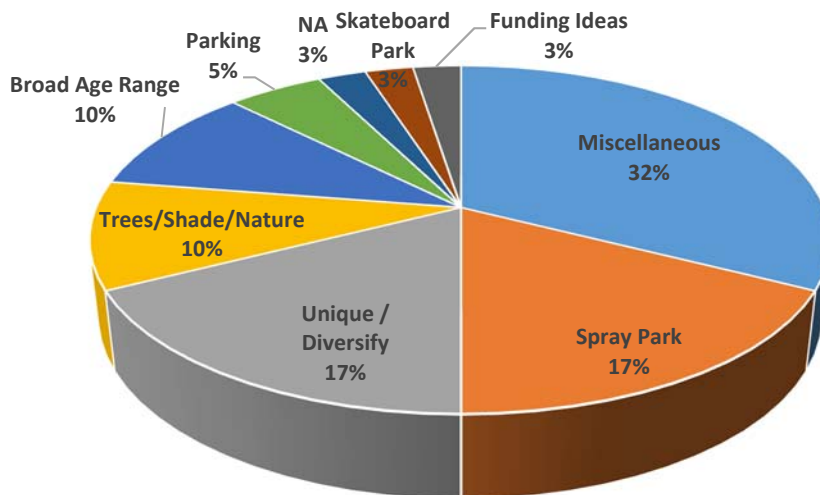
- **Playground equipment:** Top 10 playground equipment (based on “very important” rating)

Rank	Activity	“Very Important” %
1	Child swings	77%
2	Open slides	74%
3	Base material – artificial turf/rubber	62%
4	Monkey bars	58%
5	Climbing wall	54%
6	Stairs/steps	53%
7	Zip line	51%
8	Metal bridges	47%
9	Baby swings	46%
10	Apollo/merry-go-round	43%

- **Park theme ideas:** For reporting, these open-ended responses are grouped into categories.



- **General comments:** For reporting, these open-ended responses are grouped into categories.



- **Communications list:** Several survey respondents asked to be contacted on the following subjects:
 - BCCL Communications: 29
 - Park Development Updates: 47
 - Corporate / Private Donation: 8

- **Volunteer list:** Several survey respondents expressed interest in volunteering in the following roles:
 - Fundraising: 8
 - Communications: 8
 - Park design: 3
 - Park construction: 9
 - Park opening: 9
 - As needed: 23