



## Needs Assessment Survey Executive Summary

### Process Overview

The online needs assessment survey was promoted throughout February 2015 through Community Views, BCCL website, Facebook (BCCL and Park Project site); email to BCCL contacts, at Soccer Registration, February Family Day event, and door-to-door flyer distribution in some Callaghan locations. Paper copies were made available on as-needed basis.

### Survey Responses

- **Responses:** 152 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%

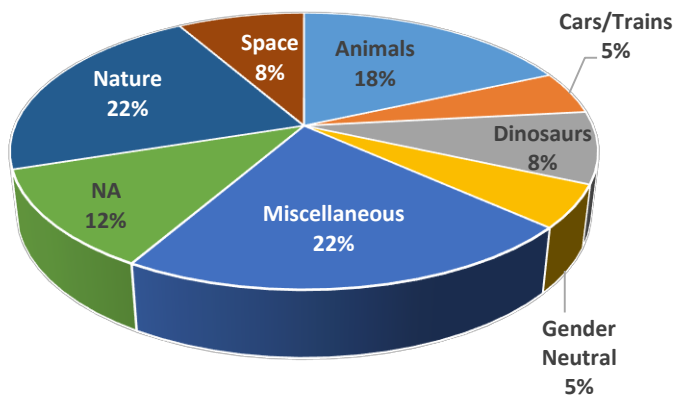
- **Park features:** Top 10 most important park features (based on “very important” rating) are:

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%

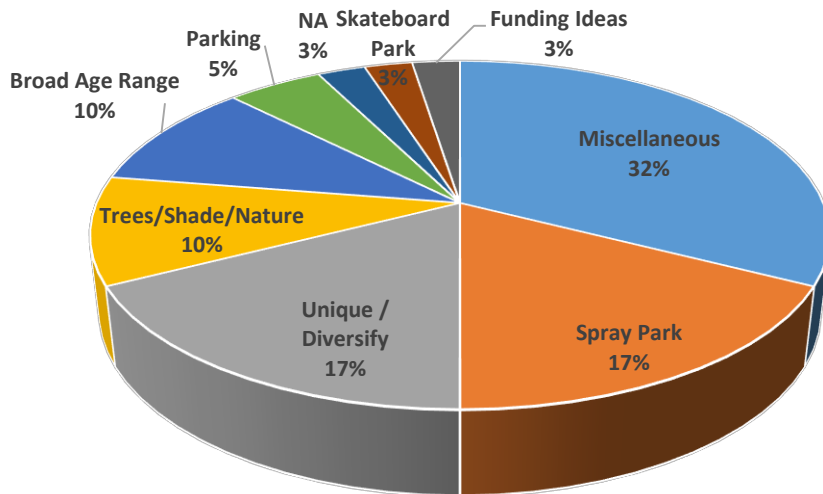
- **Playground equipment:** Top 10 playground equipment (based on “very important” rating)

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