
2010 BUDGET BRIEFING NOTE

Indoor Ice Survey of Users of Municipal Indoor Ice Facilities (2006)

Issue/Background:

- At its November 13th, 2009 Meeting, Budget Committee directed PFR staff to prepare a Briefing Note setting out the information gained from the approximately 1500 indoor ice user surveys, undertaken in 2006 to help inform future indoor (municipal) ice provision needs across the City.

Key Points:

A survey of groups using municipal indoor ice pads in Toronto was undertaken in 2006 by Parks, Forestry & Recreation to help identify current unmet and future ice time requirements (including municipal programs). Just over 1400 surveys were sent out. Separate survey questionnaires were developed for each type of user group. Questionnaires were distributed to each minor hockey club, figure skating club, synchronized skating club, ringette association, speed skating club, adult hockey league, commercial organization, recreational skating group, education institution, church and social service agency currently using municipal indoor ice pads (562 groups) and to a statistically valid and representative sample of community adult rental groups (870 groups), resulting in the following information:

- Most of the current users have a long tradition (typically 25 years) of use of municipally owned and operated indoor ice facilities, resulting in few new ice related user groups being able to obtain ice time and provide programming;
- Although hockey groups do not exclude participation by females, the proportion of females participating in programs has been minimal, except among groups that provide programs exclusively for females (e.g. “girls” hockey);
- Many user groups, including the City, have had to cancel programs, are not able to expand existing programs to accommodate additional participants and have not been able to provide new programs, due, in part, to their stable participation levels (groups cannot accommodate additional participants);
- Some user groups (and their participants) have had to leave their local communities in order to obtain sufficient prime time ice for their programs (e.g., use commercial arenas for practices);
- The lack of available ice time was perceived by user groups to be the major challenge most of them will face in the future;
- Other than competitive hockey teams, most groups provide activities to their local community;

- There are not many “non traditional” ice activities provided;
- Participation in most groups’ programs has remained stable from 2001-2006;
- Half of the groups providing activities to children, youth and teens project participation will increase in the future;
- Most groups providing activities to females project that participation will increase in the future;
- A few groups indicated increased participation among new Canadians;
- Many participants are not residents of Toronto;
- Municipality should focus on maintaining existing and building new indoor ice facilities;
- Preference for double pad and/or 4-pad arenas;
- Any new arenas should be developed as part of multi-purpose recreation facilities;
- Most groups require spectator seating for less than 50;
- Groups with large numbers of participants require office space, storage space and/or meeting space in arenas;
- Majority of groups do not want to use outdoor ice rinks;
- Generally satisfied with ice time allocation and timing of Municipality’s decision;
- Generally not satisfied with size and condition of dressing rooms, particularly toilet/shower areas;
- Some groups not satisfied with policies related to participants’ residency, ice allocation, requirement for insurance and the user fee policy;
- Overall preference for municipal arenas versus private arenas (reasonable user fees, better standard of service and ice time is allocated based on a policy);
- Private arenas perceived to be better at providing skate sharpening & pro-shop services;&
- Important amenities in arenas were identified to be:
 - Snack bar
 - Pro-shop
 - Skate sharpening
 - Viewing area in the lobby
 - Heated spectator seating
 - Multi-purpose rooms/meeting rooms
 - Indoor practice rinks
 - Summer ice

Prepared by: Mark Edelman, Acting Manager, Policy & Strategic Planning, Strategic & Service Planning, Parks, Forestry and Recreation, (416) 392-0094, medelman@toronto.ca

Further information: See above contact information.

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