

Grand Manitoba Park Redesign Project Survey – Spring 2016

What You Told Us



Between March 1, and May 31, 2016 Parks, Forestry and Recreation hosted an online public survey on park use in Ward 5 and Ward 6 with a specific focus on Grand Ave Park. This survey was developed as the first step in the design process for the proposed redesign project for Grand Manitoba Park. The purpose of the survey was to get a sense of how people in the community use existing nearby parks and the important needs for consideration of the new park. Public consultation on the park design will continue with a series of meetings and workshops where people can actively participate in the design discussion.

In total there were 223 respondents who responded to the survey. This feedback is helping us better understand how residents use local parks in Ward 5 and Ward 6 and provides valuable information for moving forward with further community engagement on specific designs for Grand Manitoba Park. The City's 'Park Users' surveys provide a 'snapshot' of respondent patterns of park use, preferences for specific amenities and concerns. Projection of the survey findings are needed in anticipation of future neighborhood growth and development as forecast by City Planning.

Here is a summary of what we found:

- 88% of survey respondents reported that they visit City parks in Ward 5 and Ward 6
- Respondents cited the names of 52 different parks in Ward 5 and Ward 6 that they visit with a total of 350 citations for these 52 parks.
- 70% of the park citations (n=246) were for 12 key parks

Parks in Ward 5 and 6 Cited	Count of Park Citations
52	350
Parks with 10 or more Citations	Count of Citations for 12 Key Parks
12	246
	70%

- 80 % of respondents reported that they intend to be a 'future user' of Grand Manitoba Park
- 75% of respondents provided valid City of Toronto residential postal codes (168 were provided)
- From the sample of respondents who provided their postal codes 92% (n=154) reported living in the immediate residential area (Postal codes M8Y and M8V)
- 54% of respondents were ages 25 – 44, 27% were ages 45 – 64, and 8% were ages 65+
- Quantitative data was generated through 14 questions with pre-set response options
- Qualitative data was generated through 4 questions with open-ended comment fields. A total of 156 written comments were received

Here are some background details on the survey:

- The 2016 Grand Manitoba Park Survey questionnaire was created as an online survey using the Fluid Surveys online survey application
- The sampling method was self-selection in the online survey
- Public awareness of the survey was promoted through the City of Toronto's web site, social media and email notices
- The target population for the 2016 Grand Manitoba Park Survey was intended primarily for Toronto residents living in Ward 5 and Ward 6, however it was open to all residents in the city
- The resulting sample was not intended to be statistically significant nor accurately representative of the local population in Ward 5 and Ward 6. The survey data will be used to provide an information base on which to shape the next phase of park design community engagement.
 - Note that for many of the questions below, individuals were able to submit multiple responses (i.e. for checklist questions). The total number of responses cited for these questions equals the sum of all items selected in the checklist questions (Sum of Checklist). If the question was a ranking question or multiple choice question, then only one selection can be recorded and the total for these questions is recorded by the 'Total Respondents' who answered the question.

Question	Response
<p>Why do you visit city parks? Select as many reasons as apply to you.</p> <p>This is a checklist question. Respondents were allowed to provide multiple responses.</p> <p>(Sum of Checklist = 1,282 responses)</p>	<p>12.9% To passively enjoy nature</p> <p>12.7% To go for a walk or to hike</p> <p>11.7% I live nearby a park</p> <p>10.9% To take care of my health and well being</p> <p>6.9% To go cycling</p> <p>6.9% To engage in unstructured activity</p> <p>6.9% To walk the dog</p> <p>6.2% To play at the playground, splashpad, or wading pool</p> <p>5.9% To meet friends</p> <p>5.8% For a picnic</p> <p>3.8% Just passing through</p> <p>3.1% To attend a special event</p> <p>2.8% To participate in an organized activity</p> <p>1.0% As a park volunteer</p> <p>2.4% Other, please specify...</p>

<p>Why do you visit City parks? Ranking the top three reasons why you visit City parks</p> <p>#1 Priority for Visiting Parks</p> <p>This is a ranking question. Respondents were allowed to provide only one response for their #1 Priority for Visiting Parks</p> <p>(Total respondents = 215)</p>	<p>#1 Priority for Visiting Parks</p> <ul style="list-style-type: none"> 21.9% To play at the playground, splashpad, or wading pool 18.6% To walk the dog 15.8% To take care of my health and well being 12.6% To go for a walk or to hike 11.2% To passively enjoy nature 5.6% To engage in unstructured activity 5.6% I live nearby a park 4.2% To participate in an organized activity 3.7% To go cycling 0.5% To meet friends 0.5% To attend a special event 0.0% For a picnic 0.0% As a park volunteer 0.0% Just passing through
<p>Why do you visit City parks? #2 Priority for Visiting Parks</p> <p>This is a ranking question. Respondents were allowed to provide only one response for their #2 Priority for Visiting Parks</p> <p>(Total respondents = 204)</p>	<p>#2 Priority for Visiting Parks</p> <ul style="list-style-type: none"> 21.1% To take care of my health and well being 19.1% To go for a walk or to hike 17.6% To passively enjoy nature 10.8% I live nearby a park 9.3% To engage in unstructured activity 5.9% To walk the dog 4.9% To go cycling 4.4% To play at the playground, splashpad, or wading pool 3.4% To meet friends 1.0% For a picnic 1.0% Just passing through 0.5% To participate in an organized activity 0.5% To attend a special event 0.5% As a park volunteer
<p>Why do you visit City parks? #3 Priority for Visiting Parks</p> <p>This is a ranking question. Respondents were allowed to provide only one response for their #3 Priority for Visiting Parks</p> <p>(Total respondents = 201)</p>	<p>#3 Priority for Visiting Parks</p> <ul style="list-style-type: none"> 19.1% To passively enjoy nature 14.2% To go for a walk or to hike 13.7% To take care of my health and well being 11.8% I live nearby a park 10.3% To engage in unstructured activity 6.4% To go cycling 5.4% To meet friends 4.4% For a picnic 3.9% To play at the playground, splashpad, or wading pool 3.4% To walk the dog 2.9% To participate in an organized activity 1.5% Just passing through 1.0% As a park volunteer 0.5% To attend a special event

<p>What are the 'best features' of the City Parks you visit? Select as many features as you wish.</p> <p>This is a checklist question. Respondents were allowed to provide multiple responses.</p> <p>(Sum of Checklist = 1,352 responses)</p>	<ul style="list-style-type: none"> 12.2% Trees 11.2% Naturalized areas 9.8% Waterfront area 9.8% Trails 8.6% Walkways 7.2% Bicycle paths 6.9% Play structures 6.4% Community gardens 6.2% Beach area 6.1% Dogs off-leash area 5.7% Water play areas 4.6% Sportsfields 3.9% Play courts (basketball, volleyball, etc.) 1.5% Other, please specify...
<p>What are the 'best features' of the City parks you visit? Ranking for the top three best features.</p> <p>This is a ranking question. Respondents were allowed to provide only one response for their #1 Best Feature.</p> <p>#1 Best Feature (Total respondents =208)</p>	<p>#1 Best Feature Ranked</p> <ul style="list-style-type: none"> 32.2% Naturalized areas 14.4% Play structures 9.1% Dogs off-leash area 8.2% Waterfront area 7.7% Sportsfields 5.8% Water play areas 5.8% Walkways 4.3% Bicycle paths 4.3% Trees 3.4% Trails 2.4% Community gardens 1.4% Play courts (basketball, volleyball, etc.) 1.0% Beach area
<p>Ranking for the top three best features.</p> <p>This is a ranking question. Respondents were allowed to provide only one response for their #2 Best Feature.</p> <p>#2 Best Feature (Total respondents =201)</p>	<p>#2 Best Feature Ranked</p> <ul style="list-style-type: none"> 12.9% Waterfront area 10.4% Naturalized areas 10.0% Trees 9.5% Play structures 9.5% Water play areas 7.5% Walkways 7.5% Bicycle paths 7.0% Community gardens 6.0% Trails 5.5% Sportsfields 5.5% Play courts (basketball, volleyball, etc.) 5.5% Dogs off-leash area 3.5% Beach area

<p>Ranking for the top three best features.</p> <p>This is a ranking question. Respondents were allowed to provide only one response for their #3 Best Feature.</p> <p>#3 Best Feature (Total respondents =199)</p>	<p>#3 Best Feature Ranked</p> <ul style="list-style-type: none"> 15.1% Trees 12.6% Trails 10.1% Naturalized areas 10.1% Bicycle paths 8.0% Dogs off-leash area 8.0% Waterfront area 7.5% Community gardens 7.0% Walkways 5.5% Play courts (basketball, volleyball, etc.) 4.5% Water play areas 4.5% Sportsfields 3.5% Play structures 3.5% Beach area
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<p>Do you think you may be a future user of Grand Manitoba Park?</p> <p>This is a multiple choice question. Respondents were allowed to provide only one response.</p> <p>(Total respondents =214)</p>	<ul style="list-style-type: none"> 79.9% Yes 2.3% No 17.8% Not sure
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<p>How far do you live from Grand Manitoba Park?</p> <p>This is a multiple choice question. Respondents were allowed to provide only one response.</p> <p>(Total respondents =204)</p>	<ul style="list-style-type: none"> 68.6% A 10 minute walk away (Less than 1 km) 19.6% Less than 30 minutes walking distance (Less than 3 km) 6.9% Between 30 minutes and 60 minutes walking distance (Between 3 km to 5 km) 2.9% Over 1 hour walking distance (Between 6 km to 15 km) 2.0% Distance too far to walk (16+ km)
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<p>Do you have any concerns about the potential activities and facilities that may be proposed for Grand Manitoba Park?</p> <p>This is a multiple choice question. Respondents were allowed to provide only one response.</p> <p>(Total respondents =204)</p>	<ul style="list-style-type: none"> 45.1% Yes 28.9% No 26.0% Not sure
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<p>If you have concerns please select as many as apply to you.</p> <p>This is a checklist question. Respondents were allowed to provide multiple responses. (Sum of Checklist = 413 responses)</p>	<p>21.8% Garbage or Litter</p> <p>18.2% Safety at Night</p> <p>16.6% Light</p> <p>13.8% Noise</p> <p>10.8% Sports permit hours (hours for play)</p> <p>10.8% Parking</p> <p>8.0% Other, please specify...</p>
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The next question asked respondents to rank a list of features for Grand Manitoba Park in priority order. The results of this question are presented in the table below to show all of the ranking for all features. In the column, Total Responses, the sum of all the respondents who selected any of the five ranking positions for the feature is shown. For example, a total of 105 respondents selected 'Children's play structures':

- 57 selected this feature in the #1 Most Important rank
- 20 selected this feature in the #2 Most Important rank
- 13 selected this feature in the #3 Most Important rank
- 7 selected this feature in the #4 Most Important rank
- 8 selected this feature in the #5 Most Important rank for a total sum of 105.

The data in the table below are shown from the largest number of 'Total Responses' to the smallest.

Planning the Most Important Features for Grand Manitoba Park	#1 Most Important Feature	#2 Most Important Feature	#3 Most Important Feature	#4 Most Important Feature	#5 Most Important Feature	Total Responses	% of Total Responses
Children's play structures	57 (54.3%)	20 (19.0%)	13 (12.4%)	7 (6.7%)	8 (7.6%)	105	11.3%
Naturalized areas	31 (31.3%)	29 (29.3%)	17 (17.2%)	16 (16.2%)	6 (6.1%)	99	10.7%
Benches and seating areas	10 (10.5%)	16 (16.8%)	27 (28.4%)	26 (27.4%)	16 (16.8%)	95	10.3%
Off-leash dog area	31 (36.5%)	17 (20.0%)	15 (17.6%)	10 (11.8%)	12 (14.1%)	85	9.2%
Multi-use trails	10 (12.8%)	21 (26.9%)	22 (28.2%)	14 (17.9%)	11 (14.1%)	78	8.4%
Shaded areas	4 (5.9%)	9 (13.2%)	20 (29.4%)	18 (26.5%)	17 (25.0%)	68	7.3%
Community garden	4 (6.0%)	5 (7.5%)	18 (26.9%)	22 (32.8%)	18 (26.9%)	67	7.2%
Park safety	10 (16.1%)	8 (12.9%)	11 (17.7%)	10 (16.1%)	23 (37.1%)	62	6.7%
Washrooms	4 (6.6%)	15 (24.6%)	9 (14.8%)	21 (34.4%)	12 (19.7%)	61	6.6%
Children's water play area	6 (10.2%)	30 (50.8%)	6 (10.2%)	8 (13.6%)	9 (15.3%)	59	6.4%
Sportsfields	24 (40.7%)	9 (15.3%)	10 (16.9%)	7 (11.9%)	9 (15.3%)	59	6.4%
Play courts (basketball, volleyball, etc.)	4 (7.7%)	11 (21.2%)	15 (28.8%)	4 (7.7%)	18 (34.6%)	52	5.6%
Parking for vehicles	6 (16.7%)	2 (5.6%)	8 (22.2%)	7 (19.4%)	13 (36.1%)	36	3.9%
Total Responses						926	

Each of the five separate rankings of the 'Most Important Feature' for Grand Manitoba Park is shown in the section below. Each list is ranked from the largest number of respondents to the smallest.

<p>Planning the most important features for Grand Manitoba Park. From the list of park features... Select five features that you think are the most important.</p> <p>This is a ranking question. Respondents were allowed to provide only one response for their #1 Most Important Feature</p> <p>(Total respondents =201)</p>	<p>#1 Most Important Feature</p> <ul style="list-style-type: none"> 28.4% Children's play structures 15.4% Off-leash dog area 15.4% Naturalized areas 11.9% Sportsfields 5.0% Multi-use trails 5.0% Benches and seating areas 5.0% Park safety 3.0% Children's water play area 3.0% Parking for vehicles 2.0% Play courts (basketball, volleyball, etc.) 2.0% Washrooms 2.0% Community garden 2.0% Shaded areas
<p>Select five features that you think are the most important.</p> <p>This is a ranking question. Respondents were allowed to provide only one response for their #2 Most Important Feature.</p> <p>(Total respondents =192)</p>	<p>#2 Most Important Feature</p> <ul style="list-style-type: none"> 15.6% Children's water play area 15.1% Naturalized areas 10.9% Multi-use trails 10.4% Children's play structures 8.9% Off-leash dog area 8.3% Benches and seating areas 7.8% Washrooms 5.7% Play courts (basketball, volleyball, etc.) 4.7% Sportsfields 4.7% Shaded areas 4.2% Park safety 2.6% Community garden 1.0% Parking for vehicles
<p>Select five features that you think are the most important.</p> <p>This is a ranking question. Respondents were allowed to provide only one response for their #3 Most Important Feature</p> <p>(Total respondents =191)</p>	<p>#3 Most Important Feature</p> <ul style="list-style-type: none"> 14.1% Benches and seating areas 11.5% Multi-use trails 10.5% Shaded areas 9.4% Community garden 8.9% Naturalized areas 7.9% Off-leash dog area 7.9% Play courts (basketball, volleyball, etc.) 6.8% Children's play structures 5.8% Park safety 5.2% Sportsfields 4.7% Washrooms 4.2% Parking for vehicles 3.1% Children's water play area

<p>Select five features that you think are the most important.</p> <p>This is a ranking question. Respondents were allowed to provide only one response for their #4 Most Important Feature</p> <p>(Total respondents =170)</p>	<p>#4 Most Important Feature</p> <ul style="list-style-type: none"> 15.3% Benches and seating areas 12.9% Community garden 12.4% Washrooms 10.6% Shaded areas 9.4% Naturalized areas 8.2% Multi-use trails 5.9% Off-leash dog area 5.9% Park safety 4.7% Children's water play area 4.1% Children's play structures 4.1% Sportsfields 4.1% Parking for vehicles 2.4% Play courts (basketball, volleyball, etc.)
<p>Select five features that you think are the most important.</p> <p>This is a ranking question. Respondents were allowed to provide only one response for their #5 Most Important Feature</p> <p>(Total respondents =172)</p>	<p>#5 Most Important Feature</p> <ul style="list-style-type: none"> 13.4% Park safety 10.5% Play courts (basketball, volleyball, etc.) 10.5% Community garden 9.9% Shaded areas 9.3% Benches and seating areas 7.6% Parking for vehicles 7.0% Off-leash dog area 7.0% Washrooms 6.4% Multi-use trails 5.2% Children's water play area 5.2% Sportsfields 4.7% Children's play structures 3.5% Naturalized areas
<p>How did you hear about this survey?</p> <p>This is a checklist question. Respondents were allowed to provide multiple responses.</p> <p>(Sum of Checklist = 232 responses)</p>	<ul style="list-style-type: none"> 31.5% Residential Neighborhood Group 16.8% Community Organization 15.9% Personal Social Network 14.2% Other, please specify... 7.8% City of Toronto Website 5.6% City Councillor Notice/Website 3.9% City of Toronto Facebook Page 2.6% Recreation/Sports Group 1.7% City of Toronto Twitter Message
<p>Are you a member of a group or league that regularly permits or relies on City of Toronto parks and recreation facilities?</p> <p>(Total respondents =196)</p>	<ul style="list-style-type: none"> 17.9% Yes 82.1% No

<p>Please provide the first 3 digits of your postal code.</p> <p>(Total respondents =168)</p>	<p>Postal Code</p> <p>62.5% M8Y</p> <p>29.2% M8V</p> <p>8.3% 13 other postal codes</p>
<p>Which choice best describes your household?</p> <p>(193 responses)</p>	<p>36.3% Couple with children</p> <p>29.0% Couple with no children</p> <p>19.7% Adult living alone</p> <p>5.2% Prefer not to answer</p> <p>4.1% Single parent with children</p> <p>3.1% Other, please specify...</p> <p>2.6% Extended family</p>
<p>What is your age?</p> <p>(188 responses)</p>	<p>25.5% Age 25-34</p> <p>31.4% Age 35-44</p> <p>16.0% Age 45-54</p> <p>12.8% Age 55-64</p> <p>8.0% Age 65+</p> <p>6.4% Prefer Not to Answer</p>

Written Comments

In total 156 written comments were provided by respondents in four open-ended questions. Three of these questions provided simple lists to augment the checkbox questions on reasons why respondents visited parks, park design concerns, and what they believed the most important (and best) features of City parks were.

Why do you visit parks? Written as 'Other Reason Why Visit'	Count by Activity
Enjoy nature	7
Physical Activity (run, swim, play sport)	6
Play with children	3
Unstructured Activity	3
Dog walking	2
Volunteer in park clean-up	2
Cycle	1
Participate in organized activity	1
Total	25

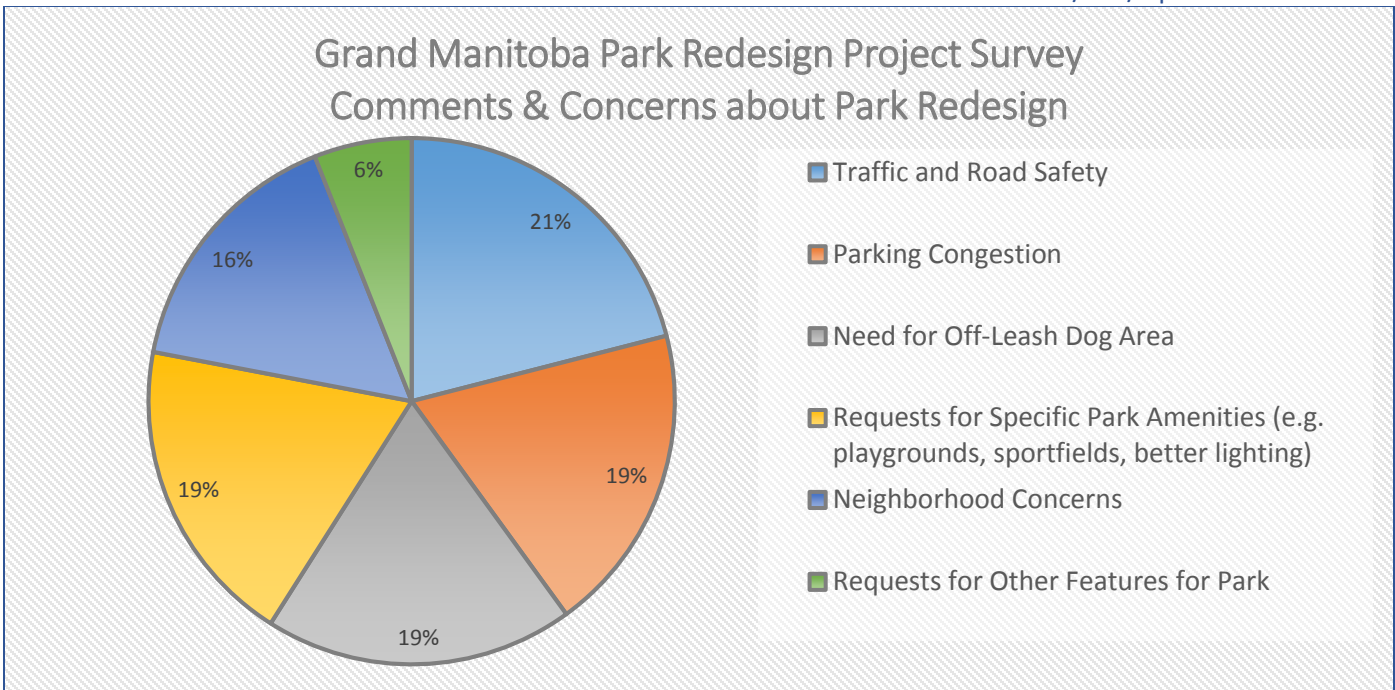
What are the best features of City parks? Written as 'Other Best Feature'	Count of Best Feature
Benches	3
Wildlife	3
Naturalized areas	3
Ice Rink	2
Picnic Tables	2
Trees/ Shaded Areas	2
Drinking Fountains	1
Outdoor Pool	1
Total	17

If you have concerns please select as many as apply to you.	
Written as 'Other' Concerns	Count of Issue
Off-Leash Dog area	12
Traffic/Road Safety	11
Children's play structure	2
Safety	2
Sport field	2
Accessibility Play Structures for Children	1
Community Centre	1
Lack of Neighborhood Cohesion	1
Oppose sport fields	1
Noise	1
Overtaxed Infrastructure	1
Parking	1
Soil Contamination	1
Trail Connections	1
Grand Total	32

Comments and Concerns Question

There were 50 respondents who provided open-ended comments that asked respondents if they had 'Other Concerns' about the redesign project for Grand Manitoba Park (i.e., supplementary concerns to those listed in the checkbox question).

The following thematic analysis was conducted on these comments with the proportion of the number of comments for each theme identified. Note that each comment may have included more than one theme, thus the number of items counted in the following table is larger than 50.



Thematic Coding of Open-ended Comments & Concerns about Park Redesign	Count	%
Traffic and Road Safety	14	21%
Parking Congestion	13	19%
Need for Off-Leash Dog Area	13	19%
Requests for Specific Park Amenities (e.g. playgrounds, sportfields, better lighting)	13	19%
Neighborhood Concerns	11	16%
Requests for Other Features for Park	4	6%
Total number of comments	68	

CROSSTAB ANALYSIS BY HOUSEHOLD TYPE

The Comparison Groups

Park use patterns and amenity preferences are likely to be substantially effected by both the age of the respondent and their lifecycle position as it relates to household composition. In this section a crosstab analysis is presented for a subset of questions that show sizable variation between the two main household types identified for this analysis:

- a) Living with Children
- b) Not Living with Children

These two categories were developed to provide contrast for this analysis by combining the following Census Canada household type categories:

1. Couples with children and single parents with children were combined to create '*Living with children*'
2. Couples with no children and adults living alone were combined to create the category '*Not living with children*'

A third category was created to capture the less specific categories of household composition (named 'Other') using the following three categories:

1. Living with an 'extended family'
2. preference to 'not answer'
3. 'other types' of household

Due to the small sample size (n=20) of the 'Other' household type this group was excluded from this crosstab analysis.

The sample sizes for the crosstab analysis are as follows:

- Living with Children n=78
- Not living with Children n=94

Key Highlights on the Profile of Comparison Groups

Age

Two key differences in the age profile of these subsets are notable:

- A majority (65%) of respondents living with children occupy the two mid-age categories (35-45) and (45-55)
- The majority of respondents not living with children are split between the younger category (33% age 25-34) and the older category (29% age 55+)

Given the different age profiles of these two comparison groups, and considering the parenting role for those living with children, it is reasonable to assume that a large part of the variation found in the survey will result from these demographic, lifecycle characteristics.

Pattern of Affiliation

The results of two questions in the survey point to a somewhat different pattern of affiliation for respondents in these subsets:

- 25% of respondents living with children report membership with sports groups/leagues
- 22% of respondents not living with children report affiliation with community groups and residential neighborhood groups

As parents of growing children, sport group membership is likely associated with engaging children in active participation in peer group sports teams. For the older segment of the respondent group not living with children affiliation with community organizations may relate to changes in employment status (i.e., retirement) that allow for more socially focussed affiliation.

Residential Proximity to Grand Ave Park

There is a sizeable difference related to the two comparison groups in residential proximity (Less than 1km) to Grand Ave Park:

- 57% of respondents living with children live in very close proximity to the park (Less than 1 km)
- 79% of respondents not living with children live in very close proximity to the park (Less than 1 km)

Planning the Most Important Features- Ranking

The ranking order for 'Planning the Most Important Features' for Grand Manitoba Park show some different patterns for the two comparison groups: Not surprisingly, the largest difference appears in relation to the children's play structure, with a 27 percent difference between the comparison groups. The results of this analysis are presented in the table

below for all features included in this question. The order of presentation is based on the 'Percentage Difference' between the comparison groups (Column 3 in the Table)

Ranked #1 Most Important Feature for Grand Manitoba Park			
	<i>Living with Children</i>	<i>Not Living with Children</i>	<i>Percentage Difference</i>
Children's play structures	64%	38%	27%
Parking for vehicles	6%	29%	23%
Sportsfields	36%	56%	20%
Off-leash dog area	23%	38%	15%
Washrooms	0%	14%	14%
Children's water play area	12%	0%	12%
Park safety	9%	21%	12%
Multi-use trails	19%	13%	6%
Benches and Seating	15%	11%	4%
Naturalized areas	29%	32%	3%
Play courts (e.g. basketball, volleyball)	7%	5%	2%
Community Garden	6%	5%	1%
Shaded areas	5%	6%	1%

Respondent Concerns about Park Development

Very little difference appears between the comparison groups in identifying possible concerns related to the park development: approximately 45 percent of both groups reported having some possible concerns.

The ranking of the checklist of possible concerns between both groups is also very close: respondents in both groups ranked 'garbage or litter' and 'parking' as either number one or number two. Respondents living with children ranked 'safety at night' as number three and respondents not living with children ranked 'noise' in third position.