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APPENDIX A-1
SUMMARY OF HOUSEHOLD TELEPHONE SURVEY RESULTS- BRANTFORD PARKS AND
RECREATION MASTER PLAN

Purpose

The purpose of the household telephone survey was to provide a picture of the leisure needs and preferences of Brantford residents. The results of the survey also provide a useful counter point to the needs and preferences identified by special interest or stakeholder groups who have participated in the public consultation process.

The survey addressed participation levels in different activities, factors influencing participation, the need for additional parks and recreational facilities as well as the willingness to pay for additional facilities. (Appendix A-2 contains a copy of the survey and Appendix A-3 contains the detailed household survey results).

Methodology

A total of 384 residents, eighteen years and older, participated in the household telephone survey. The survey was designed with input from City staff, was subjected to a pre-test and was administered by the consultants during the month of October. Both the sample size and the level of confidence have resulted in a statistically valid response; a margin of error of plus or minus 5 percent at a 95% confidence level (i.e 19 times out of 20).

Although the survey results are representative of Brantford's overall population, the survey did not target specific groups such as:

- residents ages 17 years and under;
- individuals who do not own a phone;
- individuals who do not have a phone that is listed;
- individuals who do not speak English.

The demographic data collected through the survey was compared to 2001 Census Canada data to determine the representativeness of the sample. When the age profile of the surveyed households was compared to the actual population (2001), it was found to be very similar, thus adding additional assurance that the survey results are representative of the City of Brantford as a whole.

Results

Appendix A-3 contains the detailed results of the household survey. The following provides a summary of the major conclusions which can be drawn from those results comparing where appropriate, the results to known statistics for Canada or Ontario or drawing upon quantitative data about Brantford (eg. per capita amounts of open space). The survey results have also been integrated into the analysis of various sections of the Master Plan, where appropriate.

It should be noted that the responses were also sorted by postal code in order to provide an opportunity to cross tabulate responses by geographic location in the City. No significant differences were found when the results were analyzed by postal code.

Major Conclusions

Participation

The most popular activities among all Brantford residents are walking (60%), swimming (36%), cycling (36%), gardening (30%), hiking (23%), hockey/skating (21%), golf (20%), aerobics (16%), running /jogging (14%) and rollerblading (12%). Generally, this reflects the activity patterns of Canadians and Ontario residents. Not surprising however, hockey and skating are more popular in Brantford than in the country as a whole or in Ontario. (See also Trends Section 2 of Master Plan).

In terms of meeting these needs, the City of Brantford has been on the leading edge of trail development with a very proactive program to extend trails along the Grand River and to complete the Trans Canada Trail. Also, the Gretzky Centre is still recognized as one of the best facilities in Ontario.

The majority of respondents (61%) indicated that they are able to participate in recreational activities as much as they would like. From the Consultant's perspective, this can be interpreted as a very positive reading on Brantford's parks and recreation facilities. For the 38% who are not able to participate as much as they would like, the single most important factor is the lack of time (60%), followed by age (14%) and health problems or disabilities (12%). The "time crunch" is affecting the ability of all Canadians to participate in leisure activities. Lack of facilities or lack of programs were not identified as significant factors affecting leisure participation in Brantford.

The majority of Brantford residents fulfill their household recreation needs/activities in Brantford. Of the 13% who participate outside of Brantford, detailed survey responses indicate that it is largely for elite level sporting activities or for opportunities such as sailing which are not available in Brantford.

Participation levels were also analyzed on the basis of reported household income. Higher income households were more likely to participate in cycling (63% vs. 29%), golf (63% vs. 16%) and aerobics and fitness (48% vs. 24%). Income is also a very significant factor that influences participation in sports including: hockey/skating (39% vs. 20%), basketball, volleyball and badminton (31% vs. 6%). From a trends perspective, provincial and national research identifies income as a significant variable affecting participation in recreation activities. From the perspective of youth and children's sport participation, trends literature also indicates that participation in organized sporting activities is related to income.

Recreation Opportunities by Target Market: Youth Opportunities the Poorest

Brantford residents identify recreation opportunities to be the poorest for youth. City staff and social service agencies/organizations who were interviewed have also targeted youth as an under-served market. There was mixed opinion on opportunities for persons having a disability, but the majority were unable to express an opinion on opportunities for those with a disability.

Youth have risen in importance on the recreation agenda across the province, in part because there is recognition that the needs of this group have not typically been addressed by service providers. Also, provincially, the youth age cohort is peaking in terms of numbers.

Finding Out About Recreation Opportunities

Although the City and associated Tournament Capital website provides a wealth of information about parks and recreation opportunities in Brantford, the majority of respondents indicated that the newspaper and the City's Leisure Activity Guide are the primary sources of information.

Facility Needs

When asked about the need for new parks or recreation facilities, opinion was fairly divided. The majority (55%) feel that there will be a need for additional park or recreation facilities now and in the future, while a significant number (35%) feel that no new facilities will be needed.

When asked what types of facilities are required, the following were the facility needs most frequently identified:

- parks and open space (12%)
- arenas (9%)
- community centres (7%)
- skate park (7%)
- playground equipment (5%)
- swimming pool (5%)
- youth centre (4%)

For those who felt that there was a need for new facilities in the future (55% of sample), the survey also probed potential locations for those facilities. North Brantford was most frequently identified as a desired location for new facilities (identified by 19% of households). The single largest response to this question was "no opinion" (registered by 28%). It is fair to say that there is no public consensus as to where new facilities should be developed.

Note: When it comes to neighbourhood parks and open space, 55% agreed or strongly agreed with the statement "There are sufficient parks and open spaces in your neighbourhood". Based on per capita amounts of park space, there is quantitative evidence as well, that Brantford has an adequate inventory of open spaces.

Paying for Parks, Facility & Program Improvements

When it comes to paying for improvements, residents expressed a preference for user fees over taxes. This is a significant finding, particularly given that many of the stakeholder groups have indicated that user fees are too high. On a scale of 1 to 10, 47% of those surveyed indicated that they are "Not Willing at All" to pay more taxes for parks, facilities and programs. Based on experience, this is very much in line with the response in other jurisdictions. Raising taxes to pay for additional services is widely viewed as an undesirable option.

The majority believe that "In order to build new facilities, partnerships between the City and the private sector should be considered". Given the strong history of private and community partnerships in facility development in Brantford (most recently, the SC Johnson/Thomas B. Costain Community Centre), this response is an anticipated one.

Who Should be Subsidized?

A significant majority (65%) believe that recreation subsidies should be based on an individual's ability to pay; only 13% believe that subsidies should be linked to age. This is a significant finding, putting into question some of the traditional age related subsidies that are offered, not only in Brantford, but in the majority of municipalities in Ontario. There is an emerging trend for municipalities to reconsider all subsidies including subsidies to seniors, based in part on what Statistics Canada reveals about the economic resources of the 55 plus age bracket. Without a strong data base on true costs, it is difficult to assess where Brantford is relative to subsidies.

The City's Can We Help?? Program is a recent initiative of the City of Brantford and the County of Brant designed to provide assistance for youth and children who are unable to pay the full participation fees.

When it comes to prioritizing programming efforts, children's programs are assigned a slightly higher priority than adult programs.

Recreation Spending Priorities: Maintain What We Have

Brantford residents were asked which area the City should emphasize most relative to municipal spending on parks and recreation. A preference was identified for upgrading existing facilities (41%) and maintaining existing facilities (34%) over building new facilities and parks (10%) or delivering new programs (9%). This position was supported by recreation staff who identified the lack of consistent and ongoing funding for facility improvements and upgrading as a key concern. While Brantford residents are very pleased with the facilities available to them, there is a concern that these facilities need to be upgraded and renovated in order to remain functional.

Strong Support for the City's Community Gardens

Residents were asked if they agreed or disagreed (rating scale provided) with a number of statements. To the statement, "The City should eliminate some of its community gardens", a resounding 64% indicated that they did not agree at all with the statement. A strong majority (82%) disagreed strongly with that statement, indicating that community wide, there is strong support for the City's park beautification program. While some interest groups feel that less money should be spent on flower gardens, it is clear that there is very strong public support for the "communities in bloom" initiative.

Support for Ongoing City Involvement in Recreation Programs

"The City should reduce its involvement in providing recreation programs". The majority (45% did not agree at all) disagreed strongly. In total, 72% expressed strong disagreement with the statement indicating that the public sees an ongoing corporate involvement in programming.

Protection of Natural Areas is a Public Priority

"The City should do more to ensure that natural areas are protected." A majority of residents (52%) agreed strongly with this statement, while 72% assigned a top three rating.

Maintenance of Parks and Recreation Facilities

The majority are of the opinion that parks and recreation facilities are well maintained.

Implications for the Parks and Recreation Master Plan

Overall, Brantford residents expressed a high degree of satisfaction with the parks and recreation system as it exists today. By and large, the new initiatives (e.g. trails) are in line with expressed public preferences. The challenge for the future, will be to maintain that high degree of satisfaction as those who are intimately involved in the delivery system (staff and stakeholder groups) are concerned that Brantford's recreation facilities are "tired" and that not enough money is being spent on upgrading and maintaining existing facilities.

From a delivery system perspective, youth continue to be identified as an underserved market.

APPENDIX A-2
CITY OF BRANTFORD: RECREATION & PARKS MASTER PLAN
Random Sample Household Telephone Survey

Good morning (afternoon, evening), my name is and I am calling on behalf of the City of Brantford. The City is undertaking a review of parks and recreation in order to determine current and future requirements. Do you have time to participate in a survey?

Are you at least 18 years of age?

YES . . . CONTINUE

NO . . . "Could I speak to someone in your household who is?"

If NO again, TERMINATE

("Thank you, but we are looking for people that are 18 years and older")

Q1. In the past year, have you or anyone in your household participated in any of the following activities? If YES, please indicate the number of people in your household that have participated.

[READ and ROTATE]	Yes	<u>Number Participating</u>	No
a) Baseball or Softball	1	_____	2
b) Swimming	1	_____	2
c) Soccer	1	_____	2
d) Basketball/Volleyball/Badminton	1	_____	2
e) Gymnastics	1	_____	2
f) Hockey or Ice Skating	1	_____	2
g) Aerobics, Fitness or Weights	1	_____	2
h) Tennis	1	_____	2
i) Walking for leisure	1	_____	2
j) Running or Jogging	1	_____	2
k) Cycling	1	_____	2
l) Golf	1	_____	2
m) Skateboarding	1	_____	2
n) Rollerblading (In-line Skating)	1	_____	2
o) Pre-School Program	1	_____	2
p) Youth Program	1	_____	2
q) Seniors Program	1	_____	2
r) Bird-watching	1	_____	2
s) Gardening	1	_____	2
t) Hiking	1	_____	2
u) Other (please specify)	1	_____	2

Q2a. Overall, do you feel that your household is able to participate in recreational activities as often as you would like?

1 Yes 2 No 0 Don't Know

Q2b. If **NO** to question Q2a . . . What is the primary reason for this inability to participate?
 [DO NOT READ, RECORD FIRST MENTION]

- | | |
|----------------------------|--|
| 1 No time | 7 Desired program is not offered |
| 2 Unaware of opportunities | 8 Program not offered at convenient time |
| 3 Too expensive | 9 No motivation or interest |
| 4 No transportation | 10 Need instruction |
| 5 No facility nearby | 11 Health problems / Disability |
| 6 Age | 12 Other (specify) _____ |
| | 0 Don't Know |

Q3a. Would your household participate in activities more often if additional programs were provided?

1 Yes 3 Maybe
 2 No 0 Don't Know

Q3b. If **YES** to question Q3a . . . What programs would you like to see offered?

Q4. Using a scale of 1 to 10 where 10 means EXCELLENT and 1 means POOR, how would you rate the recreational opportunities in Brantford for the following groups?

[ROTATE]	<u>Poor</u>										<u>Excellent</u>	<u>DK</u>
a) Pre-school Children (0-5)	1	2	3	4	5	6	7	8	9	10	0	0
b) Children (6-12)	1	2	3	4	5	6	7	8	9	10	0	0
c) Youth (13-19)	1	2	3	4	5	6	7	8	9	10	0	0
d) Adults (20-59)	1	2	3	4	5	6	7	8	9	10	0	0
e) Seniors (60+)	1	2	3	4	5	6	7	8	9	10	0	0
f) People with Disabilities	1	2	3	4	5	6	7	8	9	10	0	0

Q5. How do you usually learn about the recreational programs offered in Brantford?
[DO NOT READ; RECORD FIRST MENTION]

- | | |
|-------------------------------|------------------------------------|
| 1 City Leisure Activity Guide | 6 Bulletin Board / Signs / Posters |
| 2 Newspaper | 7 Through own participation |
| 3 Television | 8 Not aware of them |
| 4 Radio | 9 Other (specify) _____ |
| 5 Friends / Relatives | 0 Don't Know |
| 6 Web-site | |

Q6a. What park in Brantford does your household use the most? # _____ 0 Don't Know
x Don't use Parks

Q6b. What changes or improvements to this park are required? 1 None 0 Don't Know

Q7a. Keeping in mind that new facilities are primarily paid for by the City and local residents, in your opinion, is there a need for additional parks or recreation facilities in Brantford now or in the next few years?

- 1 Yes 2 No 0 Don't Know

Q7b. If **YES** to Q7a . . . What additional facilities are required?
[DO NOT READ, RECORD ALL, PROMPT IF NECESSARY]

- | | |
|--------------------------------|-----------------------------|
| 1 Arenas | 14 Seniors' Centre |
| 2 Baseball diamonds | 15 Skate Park |
| 3 Basketball courts (outdoor) | 16 Soccer fields |
| 4 Community Centres | 17 Spray Pads |
| 5 Community Gardens | 18 Swimming Pools (indoor) |
| 6 Curling Sheets | 19 Swimming Pools (outdoor) |
| 7 Fitness Centres | 20 Tennis courts |
| 8 Golf Courses | 21 Trails (paved) |
| 9 Gymnasiums | 22 Trails (nature) |
| 10 Meeting Space | 23 Wading Pools |
| 11 Multi-purpose Program Space | 24 Youth Centre |
| 12 Parkland / Open Space | 25 Other (specify) _____ |
| 13 Playground Equipment | |

Q8. If new facilities are built in Brantford, where should they be located? (be specific)

Q9a. Does anyone in your household participate in recreational activities outside of the City of Brantford on a regular basis?

1 Yes 2 No 0 Don't Know



Q9b. If **YES** to Q9a . . .

i) What activities does your household participate in outside of Brantford?

ii) Where does your household participate in these activities (municipality or facility)?

iii) Why does your household participate in activities outside of Brantford?
[DO NOT READ; RECORD FIRST MENTION]

- 1 Closer to home/work/school 0 Don't Know
- 2 Closer to other activities or shopping
- 3 Facility/program is not available in Brantford
- 4 Quality of facility/program is superior
- 5 Less expensive
- 6 Other (specify) _____

Q10. Using a scale of 1 to 10, where 10 means VERY WILLING and 1 means NOT WILLING AT ALL, if parks, facilities, and programs were to be improved, to help cover costs, would you be willing to pay:

[ROTATE]	<u>Not Willing at All</u>										<u>Very Willing</u>	<u>DK</u>
a) More <u>taxes</u>	1	2	3	4	5	6	7	8	9	10	0	
b) More <u>user fees</u>	1	2	3	4	5	6	7	8	9	10	0	

Q11. Let's assume that some programs or facilities will be subsidized through municipal taxes. What do you think the decision to subsidize a person using those services should be based on?

- | | |
|------------------------|-----------------------------------|
| [READ, ROTATE] | [DO NOT READ] |
| 1 Their age, <u>OR</u> | 3 Both "age" and "ability to pay" |
| 2 Their ability to pay | 4 Other (specify: _____) |
| | 0 Don't Know |

Q12. In your opinion, which of the following should the City place the most emphasis on?
[READ, ROTATE, RECORD FIRST MENTION]

- 1 Maintaining existing recreation facilities and parks OR
- 2 Upgrading existing recreation facilities and parks OR
- 3 Constructing new recreation facilities and parks OR
- 4 Delivering new recreation programs

[DO NOT READ]
5 Other (specify) _____
0 Don't Know

Q13. Using a scale of 1 to 10, where 10 means DEFINITELY AGREE and 1 means DO NOT AGREE AT ALL, to what extent do you agree with the following statements?

[ROTATE]	<u>Do Not Agree at All</u>										<u>Definitely Agree</u>										<u>DK</u>
a) Recreation is very important to your household.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	0
b) There are sufficient parks and open space areas in your neighborhood.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	0
c) City parks and recreation facilities are well maintained.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	0
d) Children's programs should have priority over adult programs.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	0
e) The City should expand its network of paved and multi-use trails.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	0
f) In order to build new facilities, residents should help fund-raise for them.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	0
g) In order to build new facilities, partnerships between the City and the private sector should be considered.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	0
h) The City should eliminate some of its community gardens.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	0
i) The City should do more to ensure that natural areas are protected.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	0
j) The quality of parks and facilities is more important than their location.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	0
k) The City should reduce its involvement in providing recreational programs.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	0

DEMOGRAPHIC INFORMATION

Q14. Including yourself, how many persons within your household fall into the following age categories. [READ]

- | | |
|------------------------|--------------------------|
| a) under 5 years _____ | e) 20-34 years _____ |
| b) 5-9 years _____ | f) 35-49 years _____ |
| c) 10-14 years _____ | g) 50-64 years _____ |
| d) 15-19 years _____ | h) 65 years & over _____ |

Q15. In what year were you born? 19_____ x Refusal

Q16. What are the first three digits of your postal code? [DO NOT READ]

- | | | |
|-------|--------------------------------|--------------|
| 1 N3P | 4 N3T | 0 Don't Know |
| 2 N3R | 5 N3V | |
| 3 N3S | 6 Other (please specify) _____ | |

Q17. Please tell me which of the following best indicates your total annual household income. Individual responses will be kept confidential. [READ]

- | | |
|-----------------------|--------------|
| 1 Under \$20,000 | 0 Don't Know |
| 2 \$20,000-\$39,999 | x Refusal |
| 3 \$40,000-\$59,999 | |
| 4 \$60,000-\$79,999 | |
| 5 \$80,000-\$99,999 | |
| 6 \$100,000 or higher | |

Q18. Gender (do not ask):

- 1 Male 2 Female

We appreciate your participation in this survey and thank you for your time.

1. In the past year, have you or anyone in your household participated in any of the following activities...?

	Yes		No		Total		Participants	
	#	%	#	%	#	%	#	%
Walking for Leisure	305	79%	79	21%	384	100%	654	59.6%
Gardening	214	56%	170	44%	384	100%	333	30.4%
Swimming	174	45%	210	55%	384	100%	398	36.3%
Cycling	170	44%	214	56%	384	100%	396	36.1%
Golf	143	37%	241	63%	384	100%	220	20.1%
Aerobics, Fitness, Weights	128	33%	256	67%	384	100%	180	16.4%
Hockey, Ice Skating	115	30%	269	70%	384	100%	232	21.1%
Hiking	104	27%	280	73%	384	100%	257	23.4%
Running or Jogging	89	23%	295	77%	384	100%	157	14.3%
Rollerblading	73	19%	311	81%	384	100%	128	11.7%
Basketball, Volleyball, Badminton	69	18%	315	82%	384	100%	103	9.4%
Baseball or Softball	66	17%	318	83%	384	100%	112	10.2%
Soccer	63	16%	321	84%	384	100%	112	10.2%
Bird-watching	54	14%	330	86%	384	100%	84	7.7%
Skateboarding	51	13%	333	87%	384	100%	71	6.5%
Youth Program	44	11%	340	89%	384	100%	74	6.7%
Seniors Program	41	11%	343	89%	384	100%	51	4.6%
Pre-school Program	31	8%	353	92%	384	100%	37	3.4%
Tennis	30	8%	354	92%	384	100%	51	4.6%
Gymnastics	17	4%	367	96%	384	100%	20	1.8%
Other (specify)	2							

If other, specify:	Households
curling	2
darts	2
fishing	2
football	2
karate	2
kayaking	2
skiing	2
boating	1
bowling	1
canoeing	1
cheerleading	1
cross country skiing	1
cubs	1
dance	1
hunting	1
lawn bowling	1
music	1
picnics	1
racquet sports	1
sailing	1
social events	1
track and field	1
triathlons	1
water sports	1
women's league	1
Total	32

2. Overall, do you feel that your household is able to participate in recreational activities as often as you would like?

	#	%
Yes	235	61%
No	147	38%
Don't know	2	1%
Total	384	100%

If "No", what is the primary reason for your inability to participate?

	#	%
No time	88	60%
Age	20	14%
Health problems / Disability	18	12%
Too expensive	7	5%
Program not offered at convenient time	2	1%
Unaware of opportunities	1	1%
No facility nearby	1	1%
Desired Program is not offered	1	1%
No motivation or interest	1	1%
No transportation	0	0%
Need instruction	0	0%
Other (specify)	1	1%
Don't know	2	1%
No Response	5	3%
Total	147	100%

3. Would your household participate in activities more often if additional programs were provided?

	#	%
Yes	81	21%
No	252	66%
Maybe	44	11%
Don't know	7	2%
Total	384	100%

→ If "Yes", what programs would you like to see offered?

	#
youth clubs	10
better scheduled programs	7
nature trail programs	6
affordable programs	5
swimming	4
adult oriented programs	2
basketball league	2
football	2
senior programs	2
tennis	2
variety	2
winter sports	2
arts and crafts	1
camps	1
canoeing, kayaking	1
cards, darts	1
community games	1
crafts	1
cycling	1
drop-in centres	1
facilities	1
family oriented programs	1
gardening workshops	1
introductory programs for kids	1
kick boxing	1
lacrosse	1
martial arts	1
off road sports	1

pre-school programs	1
programs for disabled	1
skate park	1
skating	1
soccer programs	1
specialty events	1
swings	1
volleyball leagues	1
walking	1
aerobics	1
Don't Know	10
No Response	11
Total	93

4. Using a scale of 1 to 10 where 10 means EXCELLENT and 1 means POOR, how would you rate the recreational opportunities in Brantford for the following groups?

	Pre-school		Children		Youth		Adults		Seniors		People with Disabilities	
	#	%	#	%	#	%	#	%	#	%	#	%
1 (poor)	4	1%	3	1%	7	2%	5	1%	5	1%	7	2%
2	3	1%	1	0%	2	1%	2	1%	4	1%	5	1%
3	4	1%	4	1%	9	2%	9	2%	3	1%	8	2%
4	15	4%	6	2%	16	4%	8	2%	10	3%	14	4%
5	28	7%	26	7%	33	9%	47	12%	21	5%	20	5%
6	23	6%	18	5%	27	7%	27	7%	20	5%	15	4%
7	30	8%	37	10%	32	8%	51	13%	39	10%	16	4%
8	47	12%	74	19%	35	9%	87	23%	52	14%	16	4%
9	14	4%	24	6%	13	3%	23	6%	24	6%	5	1%
10 (Excellent)	15	4%	23	6%	17	4%	38	10%	33	9%	3	1%
Don't know	201	52%	168	44%	193	50%	87	23%	173	45%	275	72%
Total	384	100%	384	100%	384	100%	384	100%	384	100%	384	100%
Average	6.68		7.30		6.39		7.09		7.21		5.52	
Top 3		20%		32%		17%		39%		28%		6%
Bottom 3		3%		2%		5%		4%		3%		5%

5. How do you usually learn about the recreational programs offered in Brantford?

	#	%		#
Newspaper	134	35%		
City Leisure Activity Guide	108	28%		
Web-site	45	12%		
Friends / Relatives	36	9%		
Through own participation	23	6%		
Radio	8	2%		
Television	3	1%		
Not aware of them	1	0%		
Bulletin Board / Signs / Posters	0	0%		
Other	2	1%	→ If "Other", specify:	#
Don't know	21	5%	At the facility	1
No response	3	1%	Phone book	1
Total	384	100%	Total	2

6(a). What park in Brantford does your household use the most?

6(b). What changes or improvements to this park are required?

Park	Users		Improvements	#
	#	%		
Alexandra Park	2	1%	new play structure	1
			none	1
Andrew W. Pate Park	1	0%	new play structure	1
Anne Good Park	4	1%	new play structure	1
			none	3
Armouries Park	1	0%	none	1
Ashgrove Park	1	0%	none	1
Banbury School	1	0%	grass needs cutting	1
Bellview Park	2	1%	more parking	1
Branlyn Park	3	1%	more child oriented	
			none	
Brant Cons. Area	5	1%	better maintenance	1
			none	3
Brier Park	5	1%	better maintenance	1
			relocate ball diamond	1
			more parking	1
			drainage	1
			none	1
Burnley Park	3	1%	new play structure	1
			none	1
Cameron Heights Park	1	0%	none	1
Carolina Park	1	0%	none	1
Cedarland Park	5	1%	none	5
Centennial Park	4	1%	better maintenance	1
			none	1
City View Park	1	0%	none	1
Cockshutt Park	7	2%	better maintenance	2
			more picnic tables	1
			none	2
Conklin Park	1	0%	better maintenance	1
Connaught Park	3	1%	better maintenance	2
D'Aubigny Park	5	1%	better maintenance	1
			none	2
Devon Downs	5	1%	better lighting	1
			more garbage cans	1
			water fountain	1
			none	3
Dufferin Lawn Bowling and Tennis Club	4	1%	better lighting	
				1
			more garbage cans	1
			new play structure	1
			needs soccer field	1
			none	1
Eagle Place Community Centre	1	0%	none	1
Echo Park	2	1%	none	2
Grand Woodlands	1	0%	none	1
Glenhyrst Gardens	2	1%	better maintenance	1
			none	1
Jaycee Park	7	2%	play equipment	1
			washroom maintenance	1
			lighting	2
			none	2
John Wright Park	2	1%	picnic tables	1
			more shade	1
Landsdowne Park	2	1%	new play structure	1
			none	1
Lion's Park	10	3%	new play structure	1
			pool	1
			more seating needed	1
			better maintenance	1
			none	5

City of Brantford - Parks Recreation Master Plan

Lorne Park	15	4% more garbage cans better maintenance none	1 1 13
Lynden Hills	3	1% new basketball court none	1 2
Mayfair Park	2	1% ice rink in winter none	1 1
Mohawk Park	101	26% new play structure clean up lake area better maintenance security lighting washroom maintenance more parking large pool, wading pool keep dogs on leashes tennis courts more shelter more flowers drainage plant more trees none	5 4 3 3 3 3 2 2 1 1 1 1 1 1 1 56
North Park	4	1% none	4
Our Lady Providence	1	0% none	1
Prince Charles Park	4	1% better maintenance need sidewalks tennis courts none	1 1 1 1
Rail Trail	1	0% none	1
Recreation Park	1	0% none	1
Resurrection CC/School	1	0% new basketball court	1
River Trail	1	0% none	1
Ryerson	1	0% more benches/shade	1
Seneca Park	2	1% none	2
Spring Gardens Park	4	1% none	4
Strawberry Hill	1	0% none	1
Tollgate School	1	0% lighting	1
Tom Thumb Park	1	0% soccer goal posts	1
Tranquility Park	1	0% none	1
Trans-Canada Trail	1	0% none	1
Tutela Park	2	1% better maintenance none	1 1
Victoria Park	5	1% better maintenance none	1 4
War Memorial Park	1	0% none	1
Waterworks Park	8	2% trail markers bigger pool new play structure more picnic areas none	2 1 1 1 3
Wayne Gretzky Centre	19	5% grass cutting improve diamonds lower costs skate park more land needed more parking none	1 1 1 1 1 1 10
Wilkes Park	1	0% none	1
Woodman Park	4	1% better maintenance none	2 1
YMCA-YWCA	2	1% none	2
North Ridge GC	2	1% none	2
Don't Know	43	11%	
No Response	59	15%	
Total	384	100%	

7(a). Keeping in mind that new facilities are primarily paid for by the City and local residents, in your opinion, is there a need for additional parks or recreation facilities in Brantford now or in the next few years?

	#	%
Yes	210	55%
No	129	34%
Don't know	44	11%
No response	1	0%
Total	384	100%

7(b). If "Yes", what additional facilities are required? (open-ended; record up to five responses)

	#	%		#
Parkland / Open Space	46	12%		
Arenas	34	9%		
Community Centres	28	7%		
Skate Park	27	7%		
Playground Equipment	18	5%		
Swimming Pool (indoor)	18	5%		
Youth Centre	16	4%		
Baseball diamonds	13	3%		
Soccer Fields	13	3%		
Trails (paved)	12	3%		
Swimming Pool (outdoor)	10	3%		
Trails (nature)	7	2%		
Basketball Court (outdoor)	5	1%		
Multi-purpose program space	5	1%		
Fitness Centres	4	1%		
Tennis Courts	4	1%		
Golf Courses	3	1%		
Meeting Space	3	1%		
Seniors' Centre	3	1%		
Gymnasiums	2	1%		
Community Garden	1	0%		
Spray Pads	1	0%		
Curling Sheets	0	0%		
Wading Pools	0	0%		
Other	3	1%		
Total	276		If "Other", specify:	#
			football fields	1
			outdoor skating rink	1
			zoo	1
			Total	3

8. If new facilities are built in Brantford, where should they be located?

	#	%
north	74	19%
downtown	36	9%
west	25	7%
eagle place	22	6%
central	20	5%
newer areas	17	4%
spread out	10	3%
south	8	2%
southwest	7	2%
east	4	1%
Homedale	4	1%
brownfields	3	1%
near schools	3	1%
older areas	3	1%
open areas	3	1%
along river	2	1%
near shopping area	2	1%
northwest	2	1%
on bus route	2	1%
outskirts of city	2	1%
shellard's lane	2	1%
suburbs	2	1%
anywhere but the north	1	0%
area with lots of children	1	0%
Burkett	1	0%
by assumption college	1	0%
by the casino	1	0%
Cityview	1	0%
colbourne street	1	0%
Earl Haig	1	0%
Henry Street	1	0%
Lion's Park area	1	0%
mayfair area	1	0%
next to blind school	1	0%
north or south end	1	0%
northeast	1	0%
off highway 24	1	0%
off powerline road	1	0%
on stanley	1	0%
Queens	1	0%
southeast	1	0%
ward one	1	0%
where the gaps are	1	0%
where the most population is wherever land is available	1	0%
No Response	108	28%
Total	384	100%

9a. Does anyone in your household participate in recreational activities outside of the City of Brantford on a regular basis?

	#	%
Yes	49	13%
No	335	87%
Total	384	100%

If "Yes", what activities does your household participate in outside of Brantford? Where do you participate?

Activity	#	%	Location
badminton	1	2%	all Ontario
baseball	3	6%	all Ontario Waterford Paris
basketball	1	2%	Hamilton
boating	1	2%	Honey Harbour
car racing	1	2%	Delaware
cribbage	1	2%	Alberton
cross country skiing	1	2%	Pinehurst
curling	1	2%	Paris
cycling	2	4%	Ottawa Niagara-on-the-Lake
dances	2	4%	Burford Cambridge
darts	1	2%	Burford
golf	6	13%	Toronto all Ontario Innerkip Ancaster Norfolk Norwich
gym	1	2%	Cambridge
hiking	2	4%	northern Ontario Burlington
hockey	6	13%	Stoney Creek/Hamilton St. George all Ontario Toronto all Ontario all Ontario
horseback riding	1	2%	Clover Hill farms
karate	1	2%	Hamilton
refereeing	1	2%	all Ontario
rollerblading	2	4%	Rim Park Cambridge
sailing	1	2%	outside country
skateboarding	1	2%	Toronto
skating	2	4%	Cambridge Paris
skiing	1	2%	Kitchener
swimming	3	6%	Bayfield Bruce County Turkey Point
tournaments	1	2%	all Ontario
triathlon	1	2%	Toronto
volleyball	1	2%	Toronto
walking	1	2%	all Ontario
water sports	1	2%	northern Ontario
Total	48	100%	

Why does your household participate in activities outside of Brantford?

	#	%		#
Facility/program is not available in Brantford	18	37%		
Quality of facility/program is superior elsewhere	9	18%		
Closer to home/work/school	4	8%		
Closer to other activities or shopping	2	4%		
Less expensive	2	4%		
Other	10	20%	→	tournaments 4
Don't know	3	6%		family/friends 2
No response	1	2%		holidays 2
Total	49	100%		dance studio moved 1
				variety 1

10. Using a scale of 1 to 10, where 10 means VERY WILLING and 1 means NOT WILLING AT ALL, if parks, facilities, and programs were to be improved, to help cover costs, would you be willing to pay:

	More taxes		More user fees	
	#	%	#	%
1 (not willing at all)	181	47%	90	23%
2	30	8%	17	4%
3	25	7%	21	5%
4	23	6%	19	5%
5	41	11%	54	14%
6	16	4%	33	9%
7	28	7%	45	12%
8	16	4%	39	10%
9	4	1%	12	3%
10 (very willing)	7	2%	35	9%
Don't know	13	3%	19	5%
Total	384	100%	384	100%
Average	3.07		4.98	
Top 3		7%		22%
Bottom 3		61%		33%

11. Let's assume that some programs or facilities will be subsidized through municipal taxes. What do you think the decision to subsidize a person using those services should be based on?

	#	%		#
Their age	50	13%		
Their ability to pay	248	65%		
Both	48	13%		
Other	4	1%	→	usage 2
Don't know	34	9%		interest 1
Total	384	100%		location 1

12. In your opinion, which of the following should the City place the most emphasis on?

	#	%		#
Upgrading existing recreation facilities and parks	159	41%		
Maintaining existing recreation facilities and parks	132	34%		
Constructing new recreation facilities and parks	39	10%		
Delivering new recreation programs	35	9%		
Other	2	1%	→	all of the above 1
Don't know	17	4%		attach facilities to schools 1
Total	384	100%		

13. Using a scale of 1 to 10, where 10 means DEFINITELY AGREE and 1 means DO NOT AGREE AT ALL, to what extent do you agree with the following statements?

13a. Recreation is very important to your household.

	#	%
1 (do not agree at all)	25	7%
2	14	4%
3	11	3%
4	8	2%
5	45	12%
6	19	5%
7	28	7%
8	54	14%
9	29	8%
10 (definitely agree)	147	38%
Don't know	4	1%
No response	0	0%
Total	384	100%
Average	7.41	
Top 3		60%
Bottom 3		13%

13b. There are sufficient parks and open space areas in your neighbourhood.

	#	%
1 (do not agree at all)	11	3%
2	15	4%
3	21	5%
4	12	3%
5	37	10%
6	25	7%
7	38	10%
8	68	18%
9	42	11%
10 (definitely agree)	100	26%
Don't know	15	4%
No response	0	0%
Total	384	100%
Average	7.25	
Top 3		55%
Bottom 3		12%

13c. City parks and recreation facilities are well maintained

	#	%
1 (do not agree at all)	5	1%
2	7	2%
3	2	1%
4	8	2%
5	29	8%
6	35	9%
7	51	13%
8	90	23%
9	53	14%
10 (definitely agree)	89	23%
Don't know	15	4%
Total	384	100%
Average	7.74	
Top 3		60%
Bottom 3		4%

13d. Children's programs should have priority over adult programs.

	#	%
1 (do not agree at all)	19	5%
2	13	3%
3	16	4%
4	21	5%
5	92	24%
6	17	4%
7	39	10%
8	59	15%
9	31	8%
10 (definitely agree)	64	17%
Don't know	13	3%
Total	384	100%
Average	6.48	
Top 3		40%
Bottom 3		13%

13e. The City should expand its network of paved and multi-use trails.

	#	%
1 (do not agree at all)	19	5%
2	11	3%
3	9	2%
4	8	2%
5	52	14%
6	20	5%
7	45	12%
8	58	15%
9	36	9%
10 (definitely agree)	97	25%
Don't know	29	8%
Total	384	100%
Average	7.19	
Top 3		50%
Bottom 3		10%

13f. In order to build new facilities, residents should help fund-raise for them.

	#	%
1 (do not agree at all)	46	12%
2	15	4%
3	10	3%
4	18	5%
5	63	16%
6	30	8%
7	55	14%
8	56	15%
9	26	7%
10 (definitely agree)	49	13%
Don't know	16	4%
Total	384	100%
Average	6.06	
Top 3		34%
Bottom 3		18%

13g. In order to build new facilities, partnerships between the City and the private sector should be considered.

	#	%
1 (do not agree at all)	19	5%
2	4	1%
3	2	1%
4	9	2%
5	46	12%
6	22	6%
7	53	14%
8	73	19%
9	47	12%
10 (definitely agree)	92	24%
Don't know	17	4%
Total	384	100%
Average	7.44	
Top 3		55%
Bottom 3		7%

13h. The City should eliminate some of its community gardens.

	#	%
1 (do not agree at all)	244	64%
2	42	11%
3	27	7%
4	15	4%
5	13	3%
6	1	0%
7	6	2%
8	7	2%
9	4	1%
10 (definitely agree)	8	2%
Don't know	17	4%
Total	384	100%
Average	2.05	
Top 3		5%
Bottom 3		82%

13i. The City should do more to ensure that natural areas are protected.

	#	%
1 (do not agree at all)	9	2%
2	2	1%
3	2	1%
4	10	3%
5	33	9%
6	10	3%
7	29	8%
8	40	10%
9	36	9%
10 (definitely agree)	201	52%
Don't know	12	3%
Total	384	100%
Average	8.44	
Top 3		72%
Bottom 3		3%

13j. The quality of parks and facilities is more important than their location.

	#	%
1 (do not agree at all)	24	6%
2	16	4%
3	20	5%
4	10	3%
5	76	20%
6	26	7%
7	47	12%
8	61	16%
9	22	6%
10 (definitely agree)	62	16%
Don't know	20	5%
Total	384	100%
Average	6.39	
Top 3		38%
Bottom 3		16%

13k. The City should reduce its involvement in providing recreation programs.

	#	%
1 (do not agree at all)	174	45%
2	56	15%
3	45	12%
4	11	3%
5	40	10%
6	6	2%
7	14	4%
8	9	2%
9	1	0%
10 (definitely agree)	5	1%
Don't know	23	6%
Total	384	100%
Average	2.58	
Top 3		4%
Bottom 3		72%

HOUSEHOLD DEMOGRAPHICS

14. Including yourself, how many persons within your household fall into the following age categories.

	#	%	Actual Pop. (Census)	
Under 5 years	82	7.5%	5,160	6.0%
5 to 9 years	85	7.7%	5,950	6.9%
10 to 14 years	87	7.9%	6,100	7.1%
15 to 19 years	86	7.8%	6,165	7.1%
20 to 34 years	194	17.7%	16,400	19.0%
35 to 49 years	225	20.5%	20,375	23.6%
50 to 64 years	196	17.9%	13,705	15.9%
65 and over	142	12.9%	12,575	14.5%
Total	1097	100%	86,430	100%
No response	1			
Average	2.86		Average	2.55

15. In what year were you born?

	#	%
1929 or earlier	31	8%
1930 to 1939	52	14%
1940 to 1949	66	17%
1950 to 1959	69	18%
1960 to 1969	71	18%
1970 or later	67	17%
No response	28	7%
Total	384	100%
Average	1953	

16. What are the first three digits of your postal code?

	#	%	# of Households (Canada Post)	Ratio
N3R	156	41%	13,702	1: 88
N3T	87	23%	9,741	1: 112
N3S	78	20%	10,118	1: 130
N3P	35	9%	3,155	1: 90
N3V	13	3%	553	1: 43
Other	2	1%		
Don't know	13	3%		
Total	384	100%	Total 37,269	1: 101
			#	
			N2B	1
			N3A	1

17. Please tell me which of the following best indicates your total annual household income. Individual responses will be kept confidential.

	#	%
Under \$20,000	23	6%
\$20,000 to \$39,999	70	18%
\$40,000 to \$59,999	67	17%
\$60,000 to \$79,999	44	11%
\$80,000 to \$99,999	32	8%
\$100,000 or higher	13	3%
Don't know	14	4%
No response	121	32%
Total	384	100%

18. Gender.

	#	%
Male	147	38%
Female	237	62%
Total	384	100%

APPENDIX B
KEY STAKEHOLDER GROUPS THAT WERE INTERVIEWED
AS PART OF THE PUBLIC CONSULTATION PROCESS

Name of Organization	Comments
BASEBALL	
Grand River Slo-Pitch	Left message 11/11/02.
Brant Masters Slo-Pitch	Interviewed 12/11/02.
Brant Recreational Slo-Pitch	Interviewed 13/11/02.
Brant County Men's Slo-Pitch	Left message 11/11/02 .
Brantford Minor Softball Assoc.	Interviewed 4/11/02.
Brantford Minor Baseball Assoc.(see Inter-County Baseball).	Left message 4/11/02.
Brantford Old-Timers Baseball	Left messages Nov. 7 th & 11th.
Brantford Red Sox/Brantford Braves	Interviewed Nov. 4th.
Inter-County Baseball	Interviewed 12/11/02.
Branlyn Neighbourhood Association Slo-Pitch	Interviewed.
Brant Christian Co-Ed Slo-Pitch League	Left message 11/11/02.
Brant County Co-Ed Slo Pitch	Interviewed 11/11/02.
Brant Recreational Coed Slo-Pitch	Left message 11/11/02.
Brantford Classic Co-Ed 3 Pitch	Left message 11/11/02.
Brantford Co-ed 3 Pitch	Telephone Number Not In Service.
Brantford Ladies 3 Pitch	Contact Person Is Not Available at That No.
Brantford Men's Over 35 Slo-Pitch	Called 11/11/02.
Brantford TNT Slo-Pitch	Called 11/11/02. Identified contact person does not live there.
Poor Folk's Co-Ed Intramural Slo Pitch	Left message 11/11/02.
Laurel & Hardy and Stan & Ollie Men's Rec Slo Pitch have been belended	Interviewed 13/11/02.
Sub Tub Coed Slo Pitch Leagues	Interviewed 11/11/02.

Name of Organization	Comments
SOCCER	
Brant County Recreational Soccer Inc.	Interviewed.
Brant Oxford Norfolk Soccer	Left message 11/11/02.
Brantford 35+ Recreational League	Left message 11/11/02.
Brantford Blazers Women's Soccer Team	
Brantford Youth Soccer League	Interviewed 4/11/02.
Polonia Soccer League	Left message 5/11/02.
Brantford Hurricane Women's Soccer Team	Left message 11/11/02.
Brantford City Soccer	Interviewed.
Brantford Inter City Soccer	Interviewed.
Brantford Physiotherapy & Fitness (see also Brantford Inter City Soccer)	Interviewed 5/11/02.
Brantford Senior Amateur League	Left message 11/11/02.
Brantford Youth Soccer League	Interviewed.
Burford/Brant County Soccer	No answering machine - called 11/11/02.
Goodfellows Open Soccer	Interviewed.
ARENA USER GROUPS	
Brant County Golden Eagles	Interviewed 5/11/02.
Brantford Church Hockey	Interviewed 18/11/02.
Brantford Minor Hockey	Interviewed 4/11/02.
Brantford Girl's Hockey	Left message 5 th and 18 th Nov.
Brant Skating Club	Interviewed.
Brantford Blast	Left message 18/11/02.
NBC Hockey/Sunshine League (4 team summer league)	Interviewed 19/11/02.
Three Seasons Skating School	14/11/02 message relayed via figure skating club
Star Track Hockey School	Interviewed.
Rolling Thunder Roller Hockey League	Interviewed 18/11/02.
Brantford Rolling Thunder In Line Hockey Club	Is this the same as above? Left message 18/11/02
Brantford Select Old Timers	Interviewed 18/11/02.
Brantford Youth Hockey Assoc.	Faxed survey 19/11/02.

Name of Organization	Comments
Roller Hockey	Is this the same as above?
AQUATICS	
Brantford Aquatic Club	Interviewed.
Brant Synchro Club	Left message Nov. 4th.
OTHER GROUPS	
Brantford Harlequins Rugby Club	Interviewed.
Brantford Track & Field Club	Nov. 4th.
Brant County Co-Ed Volleyball League	
Brantford Gymnastics Academy	Interviewed.
YMCA-YWCA of Brantford	Interviewed.
Boys & Girls Club/Rotary Centre	Interviewed
Brantford Public Library	Interviewed.
Grand Erie District School Board	Interviewed.
Youth Resource Centre	Interviewed.
Brant-Haldimand-Norfolk Catholic School Board	Interviewed.
North Brantford Lions Club	Interviewed 18/11/02.
Brantford Lions Club	Interviewed 18/11/02.
Brantford Lioness Club	Left message 18/11/02.
Kinsmen Club of Brantford	Interviewed 18/11/02.
Brantford Optimist Club	Interviewed 18/11/02.
Rotary Club of Brantford	Left message 18/11/02.
Brantford Garden Club	Interviewed 18/11/02.
Tournament Capital of Ontario Comm.	Interviewed.
Parks, Recreation and Waterfront Advisory Board	Interviewed
Brantford Minor Sports Association	Interviewed
Brant County Secondary School Athletic Association	Interviewed.
Brant County Elementary School Athletic Association	Interviewed.
County of Brant	Interviewed.
Mohawk College Brantford Campus	Interviewed.
Big on Brantford Brant	Interviewed.

Name of Organization	Comments
Macdonald School (for blind and deaf blind children)	Interviewed.
Ontario Trillium Foundation	Interviewed.
Wilfrid Laurier (Brantford Campus)	Interviewed.
Brantford Advisory Committee on Universal Design (Brantford Equal Access Team - Beat)	Interviewed.
Brantford Community Foundation	Interviewed.
Brant Waterways Foundation	Interviewed.
Arnold Anderson Fund	Interviewed.
BRAVA (Brant Regional Association of Volunteer Administrators)	Interviewed.

Source: Monteith Planning Consultants, 2003

APPENDIX C - Market Research: User Fees for Soccer and Arenas

Comparison of Soccer Rental Rates in Selected Municipalities (2002)

	Adult		Youth	
	Per Block	Per Hour	Per Block	Per Hour
City of London	\$80.00 for 2 hrs	\$40.00	\$60.00 for 2 hrs	\$30.00
City of Windsor	\$46.73 for 2 hrs	\$23.37	\$46.73 for 2 hrs	\$23.37
City of Burlington	\$22.63 for 3 hrs	\$7.54	\$12.00 for 3 hrs	\$4.00
City of Vaughan	\$75.00 for 3 hrs	\$25.00	\$75.00 for 3 hrs	\$25.00
City of Barrie	\$54.50 for 4 hrs	\$13.63	\$40.90 for 4 hrs	\$10.23
City of Kingston	\$13.75 per hr	\$13.75	\$13.75 per hr	\$13.75
City of St. Catharines	\$25.00 per hr	\$25.00	\$5.50 per hr	\$5.50
AVERAGE		\$21.18		\$15.98
City of Brantford (Class A)	\$88.00 for 2 hrs	\$44.00	\$88.00 for 2 hrs	\$44.00
City of Brantford (Class B)	\$38.00 for 2 hrs	\$19.00	\$38.00 for 2 hrs	\$19.00

Source: City of London Parks & Recreation Master Plan (2003), City of Brantford 2002 Rates and Fees

Comparison of Winter Ice Rental Rates in Selected Municipalities (2002)

	Adult Prime Time	Adult Non Prime Time	Youth Prime Time	Youth Non Prime Time
City of London	\$130.31	\$91.99	\$91.99	n/a
City of Windsor	\$130.54	\$125.10	\$130.54	\$125.10
City of Burlington	\$193.90	\$171.20	\$118.26	\$104.63
City of Vaughan	\$180.00	\$115.50	\$180.00	\$115.50
City of Barrie	\$175.00	\$175.00	\$145.00	\$145.00
City of Kingston	\$151.89	\$100.05	\$98.28	\$78.73
City of St. Catharines	\$150.00	\$93.56	\$135.00	\$93.56
AVERAGE	\$158.81	\$124.63	\$128.44	\$94.65
City of Brantford	\$165.00	\$95.00	\$125.00	\$85.00

Source: City of London Parks & Recreation Master Plan (2003), City of Brantford 2002 Rates and Fees