

STRATHCONA COUNTY INDOOR FIELDHOUSE FEASIBILITY STUDY

What We Heard Report
Community Group Engagement

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1. Introduction

Strathcona County has a vision of “Becoming Canada’s most livable community.” While there are many aspects that are currently being worked on to see this vision come to fruition, the County has accomplished much in the area of recreation. With the forward-looking approach of the Recreation and Culture Strategy, Strathcona County is now considering developing a new multi-use indoor fieldhouse for residents to enjoy and for community groups to deliver their programs.

Currently, Strathcona County is undertaking a study to explore the feasibility of this potential facility. The facility could accommodate many activities, particularly those dryland activities that require a large indoor space. Proposed spaces include a full-size turf field, hard surface multi-sport space, walking track and multipurpose meeting and program rooms. An initial capital budget for this proposed facility is approximately \$45-\$60 million (this does not include costs related to the site).

Gathering community input through various engagement opportunities is an important part of planning for this potential project. To kick off engagement a series of information sessions were hosted to inform community groups and stakeholders about this potential project, opportunities for input, and to dispel any misunderstandings or rumours. This report provides an overview of the information sessions and presents the findings of a community group survey.



2. Engagement

Engagement tactics presented below include information sessions and a community group survey. While the information sessions were not considered formal engagement activities, they did “kick-off” the engagement and offered insight into the thoughts of community groups. The survey was an engagement tactic.

2.1 Information Sessions

As the public launch to this project, Strathcona County hosted 6 online information sessions to provide an overview of the potential project; let attendees know about opportunities to provide input and respond to preliminary questions attendees had.

Using a list of community groups and contact information found publicly, Strathcona County sent emails to group representatives asking if they would like to be part of the project contact list. Those groups who agreed to be part of the contact list were then invited to attend the online sessions. The session dates and attendance numbers are below.

- June 22 at 12 noon - 5 attendees
- June 22 at 7 p.m. – 3 attendees
- June 26 at 9 a.m. – 2 attendees
- June 29 at 1 p.m. – 2 attendees
- July 8 at 12 noon – 7 attendees
- July 8 at 7 p.m. – 3 attendees

During the sessions, some attendees offered comments and posed questions. The participating group representatives were generally positive about the proposed fieldhouse. Many were excited about having a facility in Strathcona County like the concept presented. Some concern was expressed about availability to all groups and multipurpose use of the facility. All attendees were appreciative of the opportunity to learn more about the project and all were interested in providing further feedback by completing the Community Group Survey.

2.2 Community Group Survey

An online survey was created for input from community groups delivering services in Strathcona County. Due to the Freedom of Information and Protection of Privacy Act (FOIP) legislation, the survey was sent out to those group representatives who “opted in” to the project update newsletter. In total, twenty-five organizations submitted a response. Refer to the appendix for the survey questions and the list of groups who submitted a response.

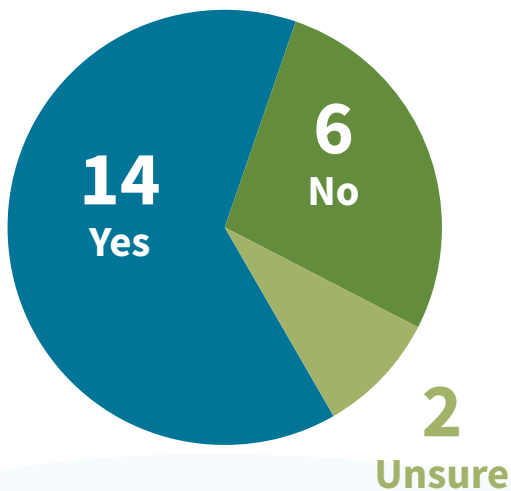
2.2.1 Findings

The groups providing a response varied however nine are users of rectangular fields (soccer, football, rugby). All age groups are served by the respondent groups with 23 of the 25 groups provide programming for teens (13-18 years). Nineteen groups are based in Sherwood Park with three from rural Strathcona County and three based outside Strathcona County.

Use an Indoor Field

Approximately two-thirds of the groups responded that they would use an indoor field for turf sports while two responded unsure.

Would your group use an indoor field for turf sports?



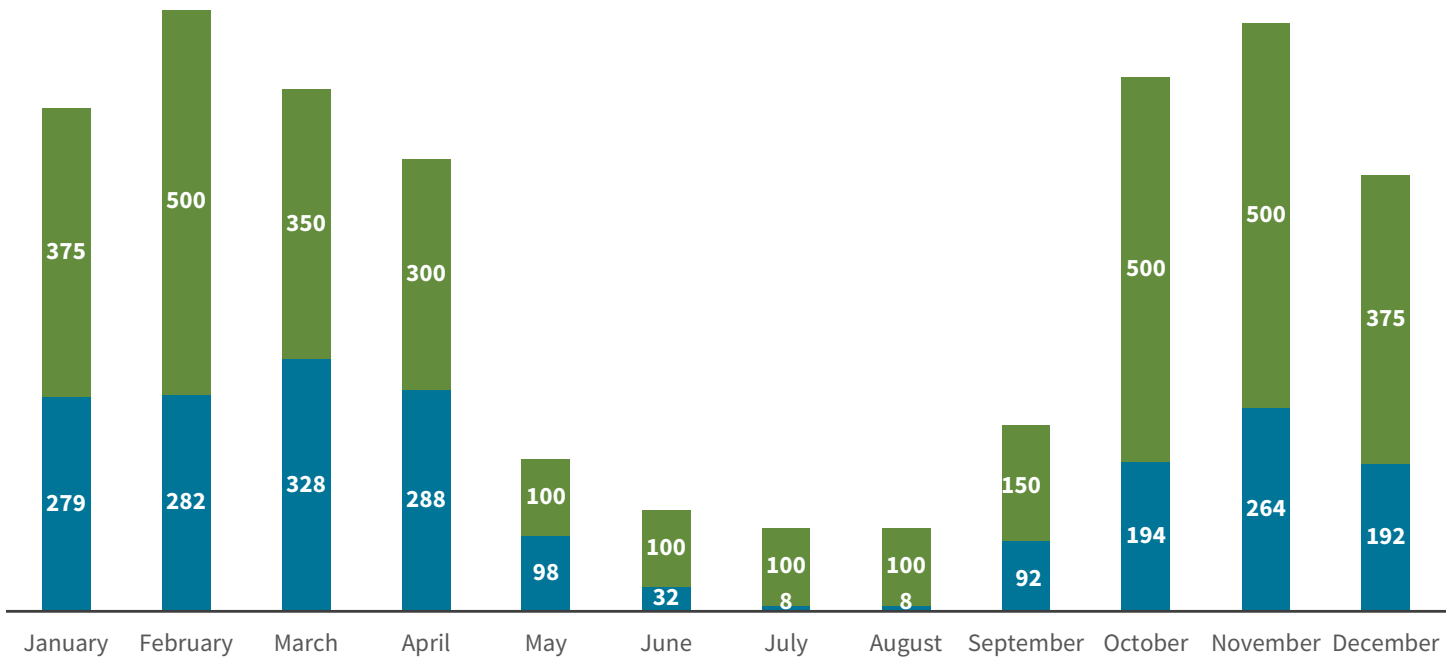
Estimated Demand for Indoor Field

Groups were asked to estimate the number of hours each month they would use the indoor field. As illustrated in the following graph, the greatest demand for hours is October through April. May through September shows much less demand. The height of the bars represents the total estimated hours of demand, while the orange bar displays the estimated indoor field usage from Sherwood Park District Soccer Association. The blue bar represents the combined estimated usage from the other 12 respondents¹.

Indoor Field Demand

(total hours estimated)

Others SP District Soccer

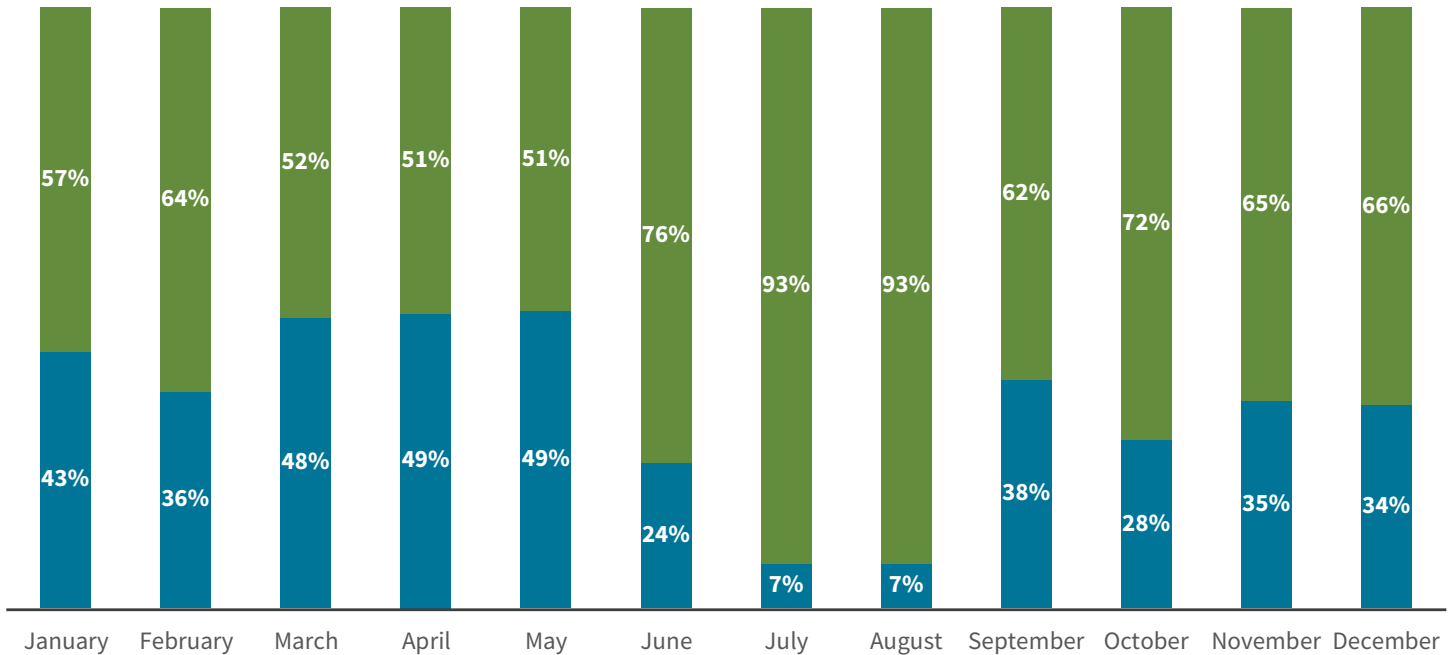


¹ Salisbury Sabres Football, Sherwood Park Minor Softball Association, Edmonton Sport and Social Club, Peak School of Football, Bev Facey, Adrossan Bisons Football, Robin Hood Association, Sherwood Park Rams, Sherwood Park Minor Baseball Association, Sherwood Park Wolverines, Adrossan Soccer Club, Strathcona Druids RFC.

Sherwood Park District Soccer comprises the majority of the estimated hours of use from all thirteen groups who responded.

Proportion of Demand

Others SP District Soccer



When asked to identify time periods during the day when the groups would most likely use the indoor turf field:

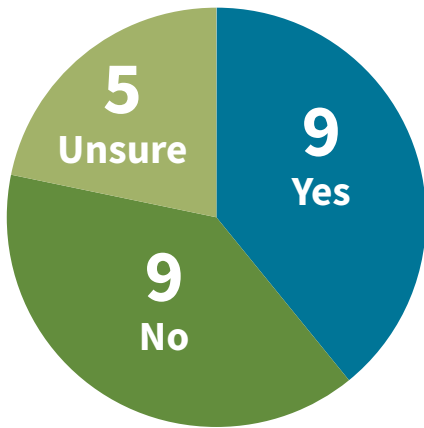
- On weekdays the evenings (4:30-6:30 p.m.) and mid-evening (6:30 p.m.-9 p.m.) were selected by the greatest number of groups (9 and 10 respectively). Late evening (9 p.m. and later) was also a highly selected time (6 groups).
- On weekends the desired times were distributed throughout the day with six groups selecting morning (9 a.m.-11:30a.m.), midday (11:30 a.m.-1:30p.m.), afternoon (1:30 p.m.-4:30 p.m.), and evening (4:30 p.m.-6:30 p.m.). Mid-evening (6:30 p.m.-9 p.m.) and late evening (9 p.m. and later) were selected by 7 and 5 groups respectively.



Rental Fees for Indoor Field

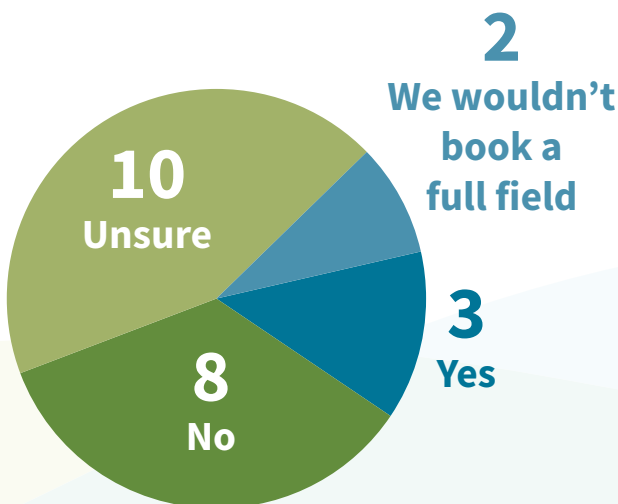
Respondents were informed that for comparable fieldhouse facilities in Alberta the market charge for a quarter field rental is between \$100 and \$200/hr. Over one-third of community group representatives (9 groups) said their group could afford a rate of \$150/hr for a quarter field. The same number (9 groups) said they could not afford it. Five groups were unsure.

Would your group be able to afford \$150/hour for use of 1/4 field?



Groups were asked if they would be able to afford a rental rate of \$600/hr for the use of the full field, knowing that comparable facilities in Alberta charge between \$400 and \$800/hr. Approximately one-third of respondents (8 groups) said they could not afford \$600/hr. Two groups said they would not book a full field and ten groups were unsure. Only 3 groups said they could afford the rental.

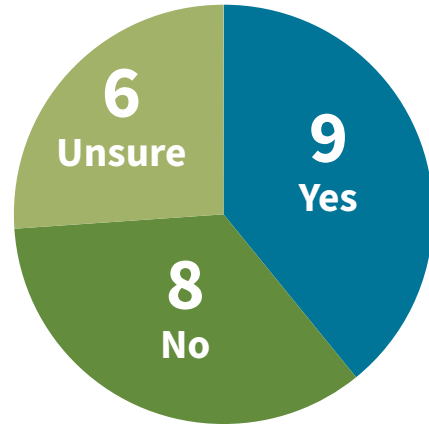
Would your group be able to afford \$600/hour for use of a full field?



Use a Hard Surface Multi-Sport Space

Over one-third (9 groups) of the twenty-three respondents said they would use an indoor hard surface multi-sport space. A similar number (8 groups) said they would not.

Would your group use an indoor hard surface multi-sport space?



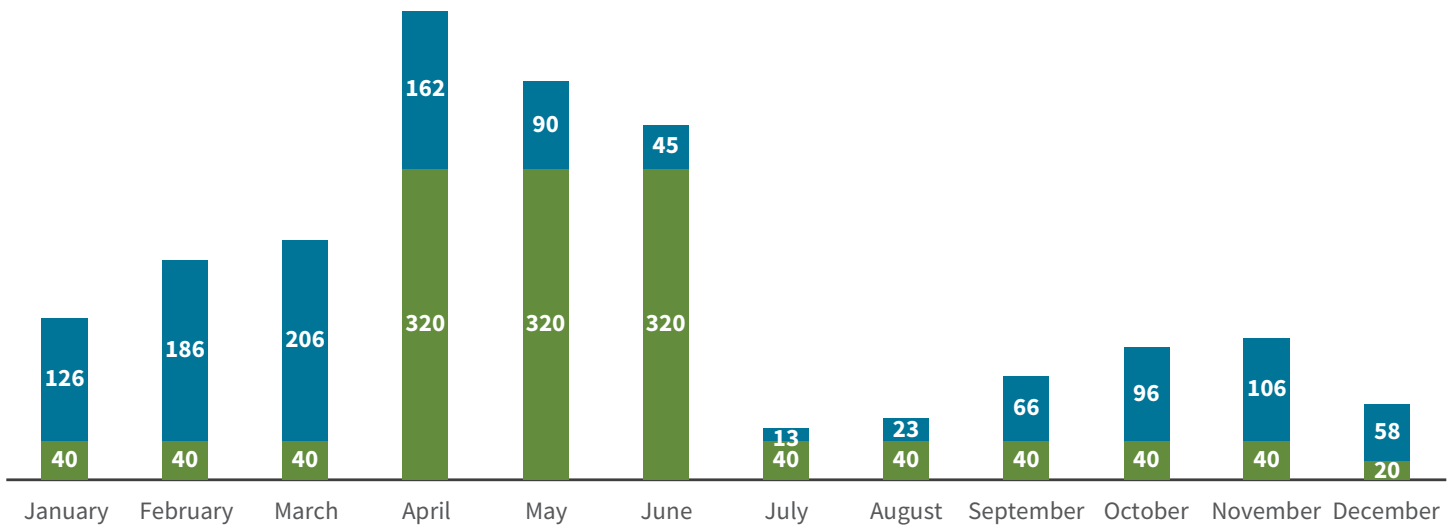
Estimated Demand for Hard Surface Multi-Sport Space

Groups were asked to estimate the number of hours each month they would use the indoor hard surface multi-sport space. As illustrated in the following graph, the greatest demand for hours is April, May, and June. July through December showed little demand, with some increases from January through March. The height of the bars represents the total estimated hours of demand, while the blue bar displays the estimated hard surface multi-sport space usage from Sherwood Park Ball Hockey. The orange represents the combined estimated usage from the other 7 respondents.

Hard Surface Multi-Sport Space Demand

(total hours estimated)

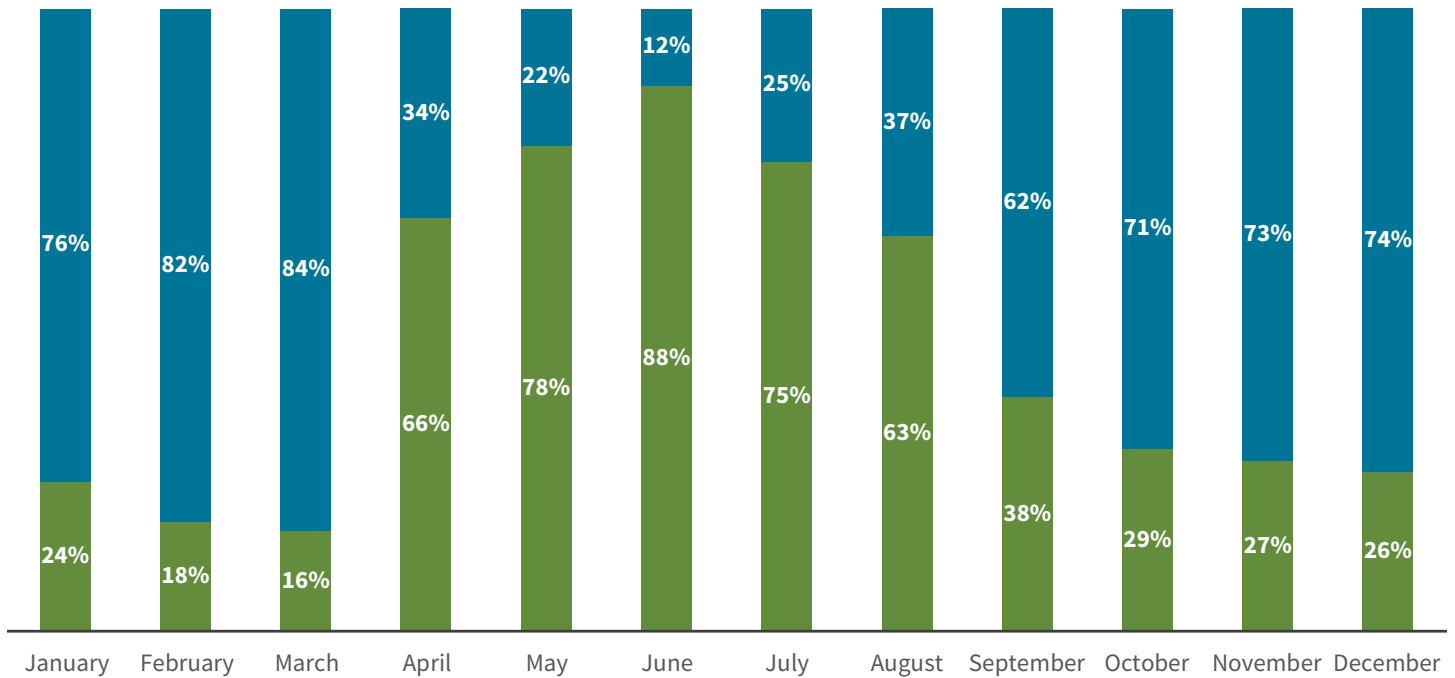
Others SP Ball Hockey



From April through August, Sherwood Park Ball Hockey would use approximately two-thirds or more of the time.

Proportion of Demand

Others SP Ball Hockey



When asked to identify time periods during the day when the groups would most likely use the hard surface multi-sport space:

- On weekdays mid evening (6:30-9:00 p.m.) were selected by the largest number of groups (7) with evening (4:30-6:30 p.m.) and late evening (9:00 p.m. and later) were highly selected (4 and 3 respectively).
- On weekends the desired times were distributed throughout the day with six groups selecting morning (9 a.m.-11:30 a.m.), five selecting midday (11:30 a.m.-1:30 p.m.), six selecting afternoon (1:30 p.m.-4:30 p.m.), evening (4:30 p.m.-6:30 p.m.), and mid evening (6:30 p.m.-9:00 p.m.). Four groups selected late evening (9:00 p.m. and later).

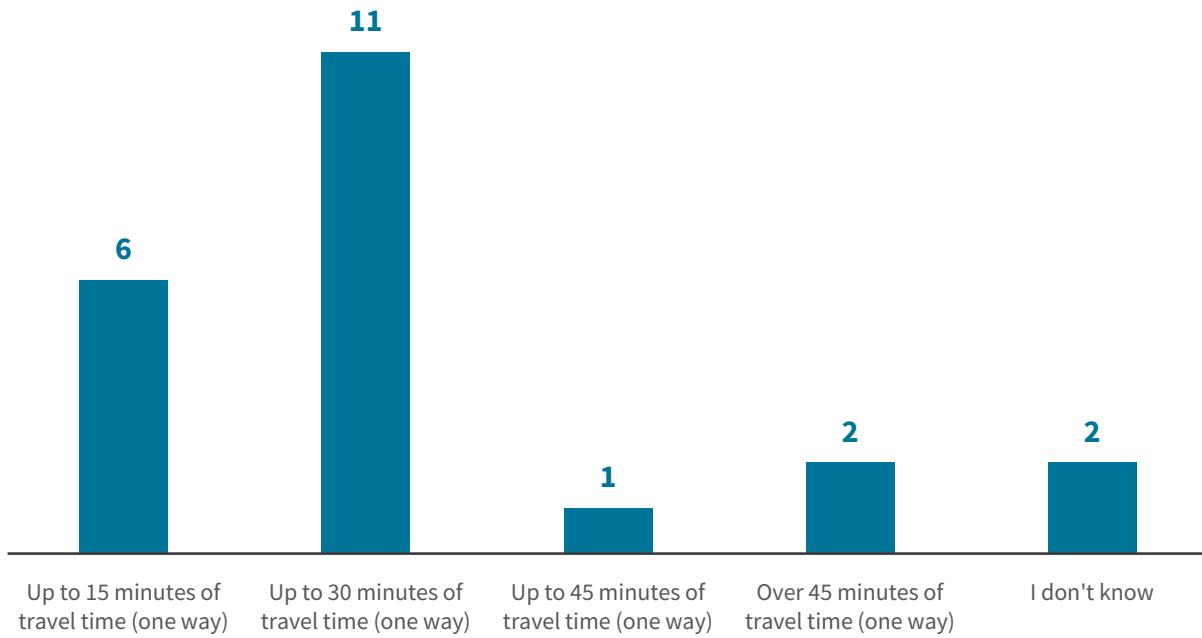
Other Spaces

The potential facility could include a variety of other spaces beyond the indoor field and hard surface multi-sport space. Eleven of the nineteen groups responded that they would use multi-purpose rooms for programs, activities, and/or meetings. Ten groups said they would use an indoor walking / running track. Other items mentioned include: lobby / gathering space for team use outside of program use; storage space; advertising space; and a board system to fit on the dry surface.

Travel Time

Groups were asked how far their members would travel to access an indoor fieldhouse in Strathcona County. As shown in the following graph over half (14 out of 22) would be willing to travel up to 30 minutes one way.

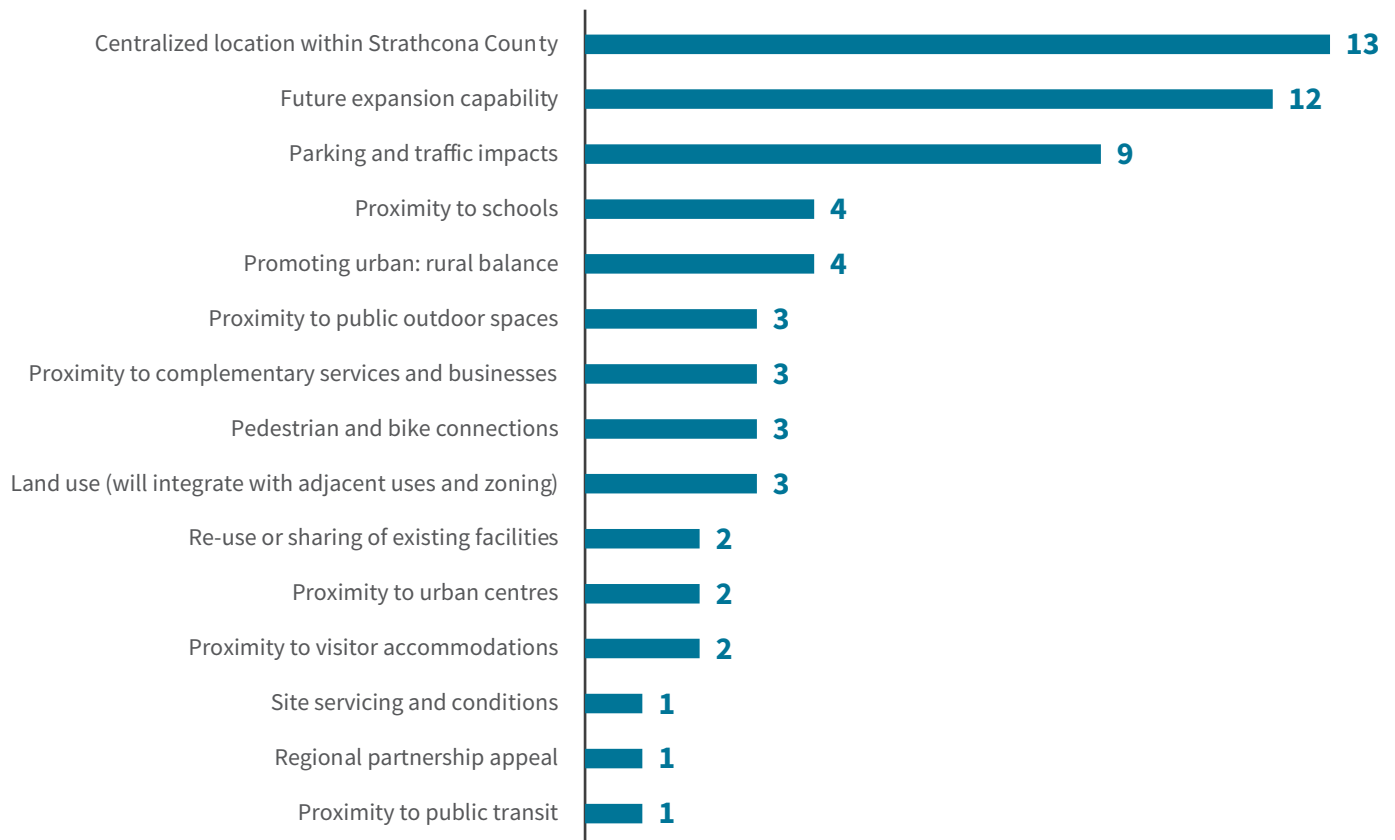
How far would group members be willing to travel (one way) to access an indoor fieldhouse?



Site Criteria

A site for the potential facility has not been identified. Groups were asked to identify the three most important criteria to consider when selecting a location. Approximately half of the groups responding (22 groups) said a centralized location and future expansion capability are important characteristics for a facility site. Parking and traffic impacts are also very important.

Most Important Criteria For Selecting a Location



Partnerships

Three of the twenty-one groups responding said they would be interested in partnering with Strathcona County in the funding or operation of the proposed indoor fieldhouse facility. Another seven groups were unsure. Those three groups were then asked to specify what the partnership could be. All three spoke about financial contributions with two of the groups specifically identified fundraising efforts. Other partnership efforts suggested included planning input and advertising. A willingness to discuss partnership opportunities was cited.

Development Support

Almost all groups (19 of 21) would support the development of an indoor fieldhouse in Strathcona County while two groups were unsure.

Groups offered comments, including the following made by more than one group.

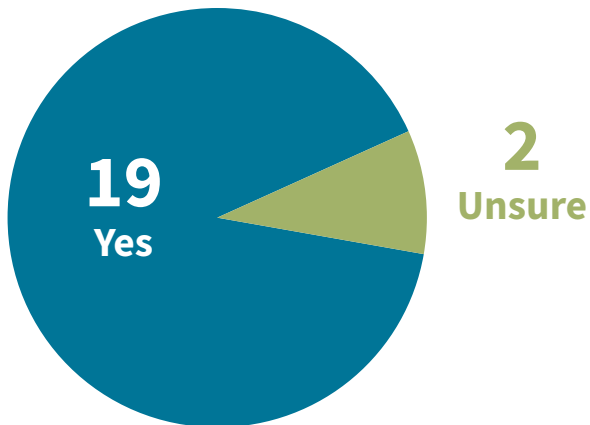
- It is increasingly difficult to secure space for programming.
- It would be good to have space in Strathcona County so we don't have to go elsewhere. Local participants should be able to do so locally.
- Our activity is growing and we have a need for space to accommodate growth.
- An indoor facility will help in the avoidance of inclement weather. It can also help extend the season for play and practice.
- A proper facility will ensure proper training can occur.

Other Comments

At the end of the survey, groups were able to share other comments. These included the following.

- A facility such as this would enable the hosting of sanctioned tournaments which can bring dollars into the County.
- Affordability for volunteer and not-for-profit groups is important.
- A transparent booking process is important as is the ability for groups to “give back” space so others can use it.
- Some other amenities should be included with the facility. A larger meeting room was mentioned as is the development of outdoor fields to complement the indoor field.

Would your organization support the development of an indoor fieldhouse?



Appendix A: Group Survey Questions





Indoor Fieldhouse Group Survey

Indoor Fieldhouse

Strathcona County is completing a feasibility study on the development of an indoor field house, which is an indoor turf field facility that often houses other sport and activity spaces. Several community sport and recreation groups have expressed the desire for additional indoor field and multi-sport type spaces. Please answer the following questions considering the opinions of your organization. Please only submit **ONE** response on behalf of your organization. The survey will close **July 22, 2020**.

Personal information is collected under the authority of section 33(c) of the *Freedom of Information and Protection of Privacy Act* and will be used to manage and administer Strathcona County's public engagement initiatives and to contact your organization if you have provided that information in your response. If you have questions regarding the collection, use or disclosure of this information contact the Recreation Analyst at 780-464-8176.

About your organization

1. What is the name of your organization?

2. Briefly explain your organization's main purpose and activities.

3. For which age groups do you provide programs and activities for? (Check all that apply)

- Children 0-6 yrs
- Youth 7-12 yrs
- Teens 13-18 yrs
- Adult 19-64 yrs
- Older adults 65 years and older

4. Where is your organization or group located?

- In Sherwood Park
- In rural Strathcona County
- Outside of Strathcona County

VALIDATION Min = 0 Max = 100

5. Please indicate the percentage of where your members are located (total will add up to 100).

	0%	50%	100%
In Sherwood Park	<input type="text"/>	<input type="text"/>	<input type="text"/>
In rural Strathcona County	<input type="text"/>	<input type="text"/>	<input type="text"/>
Outside of Strathcona County	<input type="text"/>	<input type="text"/>	<input type="text"/>

About the Indoor Field House

A major component of this potential facility is a large indoor turf field. Unlike the fields at Millennium Place, this indoor turf field would not have boards and the surface area of the turf would be approximately 120,000 sq ft. It would also be available to book as a full field or as four separate quadrants. The proposed facility would also include a hard court surface area of 30,000 sq ft. multi-purpose dry land space, multi-purpose program areas and an indoor walking/running track.

LOGIC Show/hide trigger exists.

6. Would your group use an **indoor field for turf sports**?

- Yes
- No
- Unsure

LOGIC Hidden unless: #6 Question "Would your group use an **indoor field for turf sports?** " is one of the following answers ("Yes")

7. To get a better understanding of your group's potential use of the indoor turf field please complete the following tables. The information you provide will help the County understand how the proposed facility could be used.

Please indicate approximately how many hours in each month your organization may use the indoor field. If you would not use the space that month please put a zero (0).

January	<input type="text"/>
February	<input type="text"/>
March	<input type="text"/>
April	<input type="text"/>
May	<input type="text"/>
June	<input type="text"/>
July	<input type="text"/>
August	<input type="text"/>
September	<input type="text"/>
October	<input type="text"/>
November	<input type="text"/>
December	<input type="text"/>

LOGIC Hidden unless: #6 Question "Would your group use an **indoor field for turf sports?** " is one of the following answers ("Yes")

8. During your typical busy season, what time(s) of day would your group most likely want to use the indoor turf field? (For each row put a check (✓) in all time periods your group would most likely want to use the turf space.)

	Early Morning (before 9 a.m.)	Morning (9 a.m. to 11:30 a.m.)	Midday (11:30 a.m. to 1:30 p.m.)	Afternoon (1:30 p.m. to 4:30 p.m.)	Evening (4:30 p.m. to 6:30 p.m.)	Mid evening (6:30 p.m. to 9:00 p.m.)	Late evening (9:00 p.m. and later)
Weekdays (M-F)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekends (S-S)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Comparable fieldhouse facilities in the Alberta market charge between \$100 to \$200 per hour for a 1/4 field. Based on this, would your group be able to afford a mid-point rate of \$150 per hour for the use of a 1/4 field?

- Yes
- No
- Unsure

10. Comparable fieldhouse facilities in the Alberta market charge between \$400 to \$800 per hour for a full field. On this basis, would your group be able to afford a mid-point rate of \$600 per hour for the use of a full field?

- Yes
- No
- Unsure
- We wouldn't book a full field

LOGIC Show/hide trigger exists.

11. Would your group use an indoor **hard surface multi-sport space**? This surface would be similar to the Millennium Place gymnasium.

- Yes
- No
- Unsure

LOGIC Hidden unless: #11 Question "Would your group use an indoor **hard surface multi-sport space**? This surface would be similar to the Millennium Place gymnasium." is one of the following answers ("Yes")

12. To get a better understanding of your group's potential use of future hard surface multi-sport spaces, please complete the following tables. The information you provide will help the County understand how the proposed facility could be used.

Please indicate approximately how many hours in each month your organization may use the hard surface multi-sport space. If you would not use the space that month please put a zero (0).

January	<input type="text"/>
February	<input type="text"/>
March	<input type="text"/>
April	<input type="text"/>
May	<input type="text"/>
June	<input type="text"/>
July	<input type="text"/>
August	<input type="text"/>
September	<input type="text"/>
October	<input type="text"/>
November	<input type="text"/>
December	<input type="text"/>

LOGIC Hidden unless: #11 Question "Would your group use an indoor **hard surface multi-sport space**? This surface would be similar to the Millennium Place gymnasium." is one of the following answers ("Yes")

13. During your typical busy season, What time(s) of day would your group most likely want to use the hard surface multi-sport space? (For each row select all put a check (✓) in those time periods your group would most likely want to use the space.)

	Early morning (Before 9 a.m.)	Morning (9 a.m. to 11:30 a.m.)	Midday (11:30 a.m. to 1:30 p.m.)	Afternoon (1:30 p.m. to 4:30 p.m.)	Evening (4:30 p.m. to 6:30 p.m.)	Mid evening (6:30 p.m. to 9:00 p.m.)	Late evening (9:00 p.m. and later)
Weekdays (M-F)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekends (S-S)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. The potential facility could include a variety of spaces beyond an indoor field and hard surface multi-sport space. From the list below please select all (✓) spaces your organization would likely use. please also add other types of spaces you think should/could be included in a project like this.

- Indoor walking / running track
- Multi-purpose rooms (for programs / activities / meetings)
- Other (please specify any other spaces)

15. How far would members of your group be willing to drive to access an indoor field house in Strathcona County?

- Up to 15 minutes of travel time (one way)
- Up to 30 minutes of travel time (one way)
- Up to 45 minutes of travel time (one way)
- Over 45 minutes of travel time (one way)
- I don't know

VALIDATION Max. answers = 3 (if answered)

16. What are the most important criteria to consider when looking for a location for a potential facility like this multi-recreation facility? From the list select the three (3) most important to your group.

- Centralized location within Strathcona County
- Future expansion capability
- Land use (will integrate with adjacent uses and zoning)
- Parking and traffic impacts
- Pedestrian and bike connections
- Promoting urban: rural balance
- Proximity to visitor accommodations
- Proximity to complementary services and businesses
- Proximity to public outdoor spaces
- Proximity to public indoor spaces
- Proximity to public transit
- Proximity to schools
- Proximity to urban centres
- Regional partnership appeal
- Re-use or sharing of existing facilities
- Site servicing and conditions

LOGIC Show/hide trigger exists.

17. In other communities, facilities like this have been built through partnerships. These partnerships have taken the form of funding/fundraising as well as operating where partner(s) operate a facility on behalf of the host municipality (such as the Cor Van Raay YMCA at ATB Centre in Lethbridge). Would your group be interested in partnering with Strathcona County in the funding or operation of this indoor field house?

- Yes
- No
- Unsure

LOGIC Hidden unless: #17 Question "In other communities, facilities like this have been built through partnerships. These partnerships have taken the form of funding/fundraising as well as operating where partner(s) operate a facility on behalf of the host municipality (such as the Cor Van Raay YMCA at ATB Centre in Lethbridge). Would your group be interested in partnering with Strathcona County in the funding or operation of this indoor field house?"

" is one of the following answers ("Yes")

18. Please describe what the partnership could be. (e.g. space requirements, financial contributions, etc.)

LOGIC Hidden unless: #17 Question "In other communities, facilities like this have been built through partnerships. These partnerships have taken the form of funding/fundraising as well as operating where partner(s) operate a facility on behalf of the host municipality (such as the Cor Van Raay YMCA at ATB Centre in Lethbridge). Would your group be interested in partnering with Strathcona County in the funding or operation of this indoor field house?"

" is one of the following answers ("Yes")

19. Please provide the best contact name, position, and email/or phone number for your group to follow up with regarding potential partnerships

Contact name and position

Email

20. Would your organization support the development of an indoor field house?

- Yes
- No
- Unsure

21. Please explain your group's position.

22. Use the space below to provide any other comments you have regarding the potential development of an indoor field house (Please do not include any personally identifying information).

Thank You!

Thank you for participating in the indoor field house public engagement process. Your responses are very important to us and help to better understand the future needs of our community.

For ongoing project information, feedback opportunities, and survey results please visit strathcona.ca/fieldhouse

If you have any questions or comments regarding the project, please e-mail rpc.engagement@strathcona.ca

Want to be one of the first people to hear about future surveys and participate in online discussion boards?

Join SCOOP, an online community where you can share your thoughts on a wide range of topics, including County initiatives, neighbourhood development, social programs, the environment and much more! Plus, your demographic information will apply to all surveys, so you won't have to answer the same questions over and over.

For more information, or to join SCOOP, go to strathcona.ca/SCOOP.

Appendix B: Group Survey Respondents

In total, 36 groups opted in to learn more about the project and were subsequently sent the survey. The following 25 responded.

1. Edmonton Track & Field Council
2. Salisbury Sabres Football
3. Park Elite Volleyball Club
4. Sherwood Park Titans
5. Sherwood Park Minor Softball Association
6. Sherwood Park Ladies Fastball
7. Edmonton Sport and Social Club
8. Strathcona County Pickleball Association
9. OutLaws Lacrosse Club
10. Peak School of Football
11. Bev Facey High School
12. Ardrossan Bisons Football
13. Robin Hood Association
14. Sherwood Park Rams
15. Sherwood Park Minor Baseball Association
16. Sherwood Park Ball Hockey
17. Multi sport active family
18. New Horizons Charter School
19. Saturday Soccer
20. Sherwood Park Wolverines
21. Ardrossan Soccer Club 2005
22. Volleyball Alberta
23. Strathcona Druids RFC
24. Josephburg Ag Society
25. Sherwood Park District Soccer Association

