

Skatepark Community Wide Survey Summary – Feb. 4, 2014

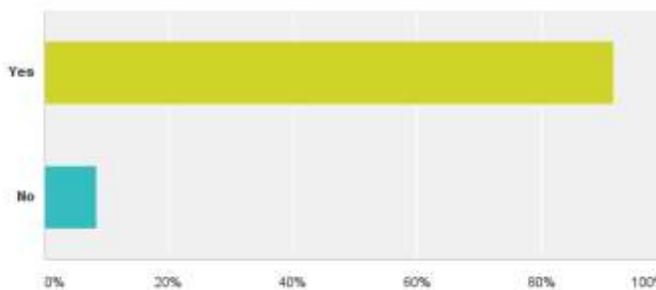
This survey was designed by the staff of The Meeting Place Tobermory and Jose Rodriguez of the Skate Park Committee. The purpose of the survey was to gather opinions from the community at large and better gauge the level of support. The information collected is intended to help the Skatepark Committee and the Municipality of Northern Bruce decide how to proceed with the development of the skatepark.

The data was collected from an on-line survey that was created the first week of January, sent out January 13th, and finished on January 31st 2014. The survey consisted of an information page, 9 questions with spaces provided to add additional comments. The limitation to this survey is that you needed internet access to complete it and it is not known how many people received the survey.

The survey was completed by 169 respondents.

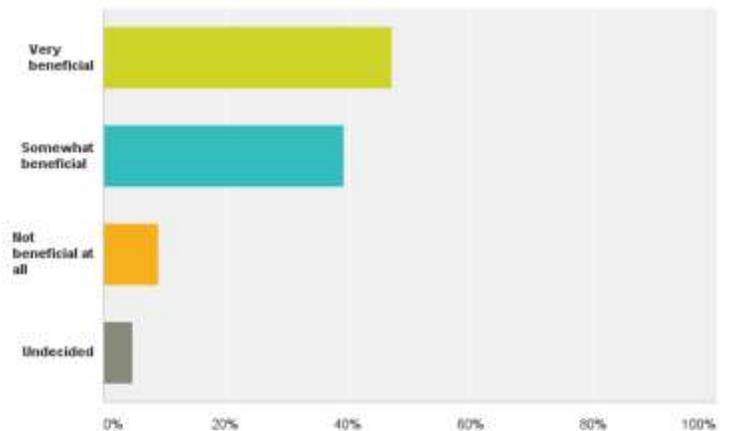
Q1 Have you heard of the proposed Skate Park at the School Bell Park in Tobermory?

Answered: 168 Skipped: 1



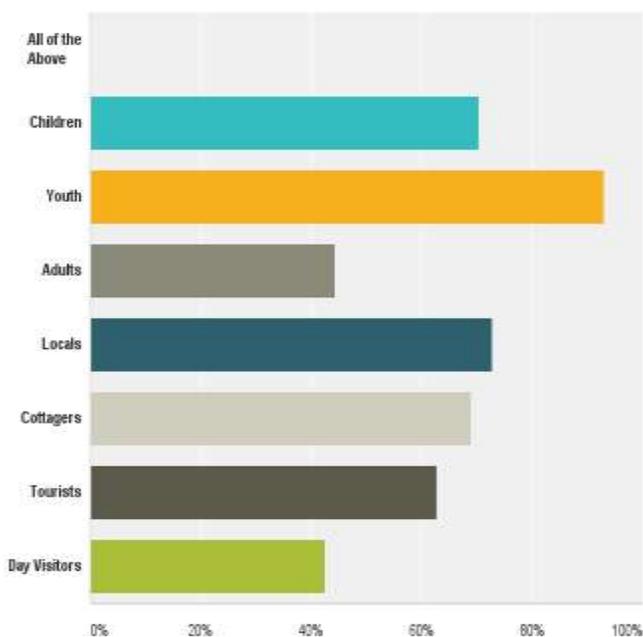
Q2 How beneficial do you think the Skate Park would be to this community?

Answered: 168 Skipped: 1



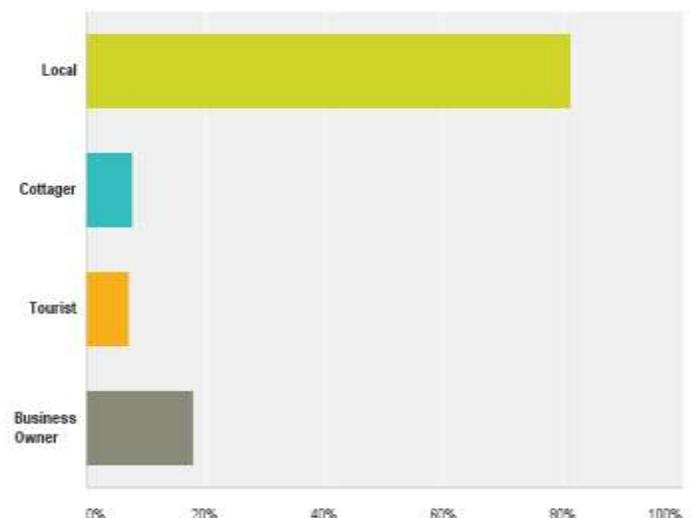
Q3 Who do you think will benefit from the Skate Park? Please check all that apply.

Answered: 158 Skipped: 11



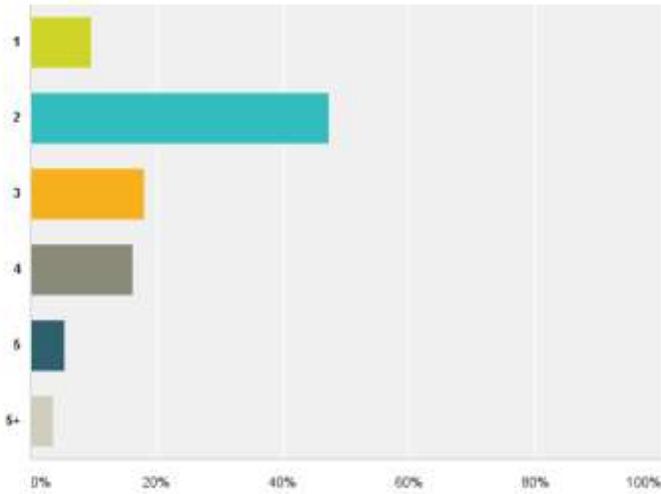
Q4 What is your connection to Tobermory?

Answered: 166 Skipped: 3



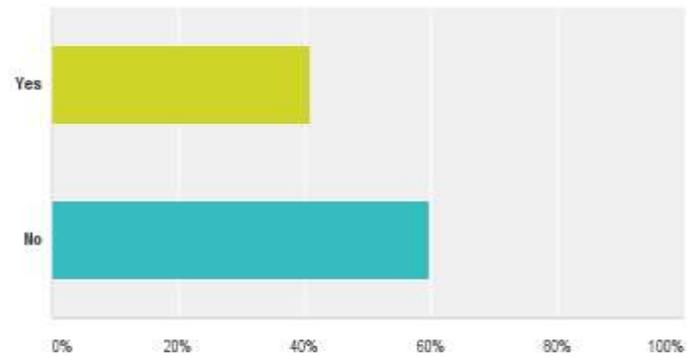
Q5 How many people are in your household?

Answered: 147 Skipped: 2



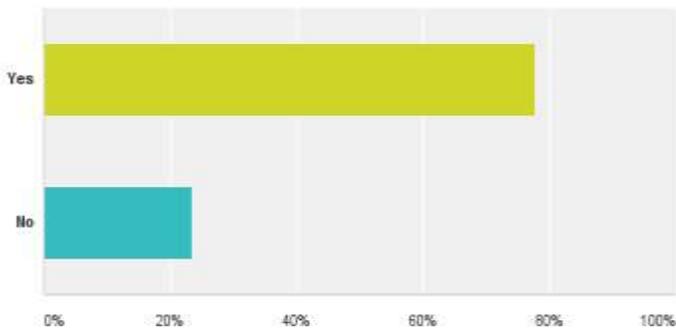
Q6 Do you and/or your family plan on using the Skate Park?

Answered: 164 Skipped: 5



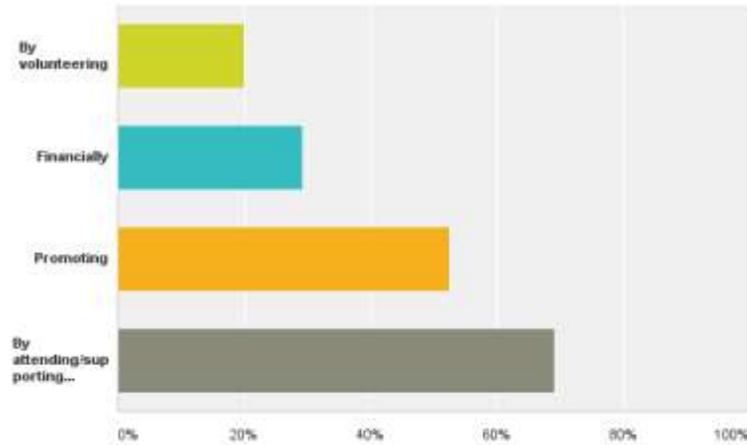
Q7 Do you plan on supporting the Tobermory Skate Park?

Answered: 158 Skipped: 11



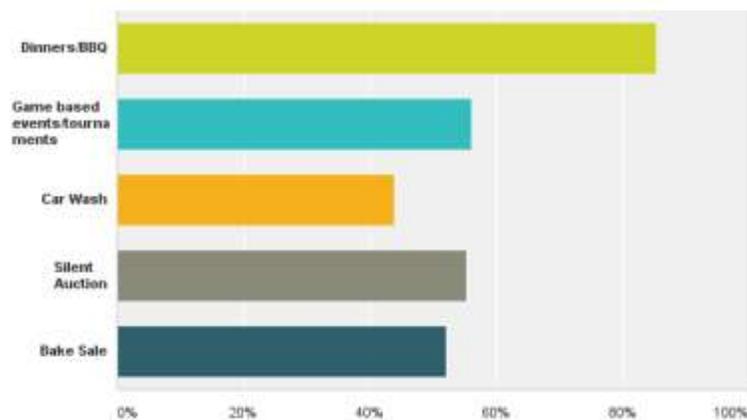
Q8 If yes, how would you support it?

Answered: 129 Skipped: 49



Q9 What kind of fundraising events would you like to see? Check all that apply

Answered: 173 Skipped: 46



There was 116 additional comment for **question 6 on utilization**; here are a few

Older would not use it, but for sure Tobermory needs this for the youth

Although we have no children we enjoy walking about town, sitting on the public benches with a lunch or take out and enjoying the activities; this would include watching the fun and skills of skateboarding, basketball at School Bell Park.

At 26 years of age I still look forward to the warm weather to get out on my skateboard. It is a way to stay active, healthy, and in touch with my youth. I have been skateboarding since I was 13 and am still in love with the sport. The more skateparks that are built the better as they attract new people to the town or city they are in. Not to mention they help keep us skateboarders away from skateboarding on your businesses front steps. I think this is a beautiful idea and I can not wait to spend my summer days at this new park.

We're too old and will break easily. However, we have children and grandchildren who will use it.

There was 42 additional comments for **question 7 whether respondent will support**; here are a few

because it is good for the community. It sends a message of welcome when people come into town - that young people are valued as important parts of this community.

Yes but in a limited way. I don't think it has a broad enough appeal but I do think it will be beneficial for youth who need something to do.

We need places for kids to play!

There was 16 additional comments for **question 8 on how support would be given**; here are a few

By supporting it, I mean, I'm not against the idea but it doesn't have much relevance to me or my family. In our late 30's now with a 2 year old. I haven't skate boarded for 25 years. I support activities for youth to keep them busy and out of trouble.

There was 25 additional comments for **question 9 on types of fundraising**; here are a few

Corporate sponsors? Summer carnival/festival including kid type events, local artists, musicians, etc to appeal to tourists going through as well as residents?

It would help to know how much money needs to be raised. Kids should also be involved in fundraising but they should decide how to do that.

Summary and overall interpretation of survey results:

What can we take away from the survey? The number of respondents to the survey at 169 was considered very good for our small winter population and is indicative of the connectedness of the community through social media and the internet. There were a large number of narrative comments

which speaks to the public interest in sharing more of their opinion using a personal voice. The great majority of respondents knew about the plans for a skatepark at School Bell Park in Tobermory and while the location was not a specific question there were some comments on the pros and cons of the proposed location on the site of the tennis courts at school Bell Park. Over 80% of respondents feel the skatepark will be very beneficial or somewhat beneficial to the community, which indicates that people see benefit beyond their own interests and needs. There is also an appreciation of the breath of benefit beyond just youth. Linked to benefit is the high percentage of respondents – 80% who say they will support the skatepark in some way or another.

On the question of who will really use the skatepark, it was of interest to note that 40% or 67 of the respondents or their families say they will use the skatepark. Although the investment in this recreation facility has never been about having a high threshold of youth, the survey shows a positive indicator for utilization among local families.

What are the limitations we have to keep in mind? There is not much known about the demographics of the respondents, although household numbers and social/business affiliation gives a little insight into who was completing the survey. The survey was designed by local residents and as such may be subject to design flaws. However, internet survey tools such as ‘SurveyMonkey’ used here are very often used by professionals and it is a credit to our community to have tried this type of community data collection. At minimum, some indicators of community support for the skatepark project have been tapped into.

Amie Carter, Jennifer Cuffe, Noreen Steinacher

The Meeting Place Tobermory, February 4, 2014

All additional comments received from the survey can be produced upon request.