

TOWNSHIP OF ASPHODEL-NORWOOD

**REPORT TO COUNCIL**

Date: June 8, 2021  
From: Candice White, CAO/Clerk/Treasurer  
Re: Results of Recreation Survey No. 2

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**RECOMMENDATION**

“**THAT** the Council of the Township of Asphodel-Norwood accepts this report regarding the Results of Recreation Survey No. 2 for information.”

**BACKGROUND**

In January 2021, a part-time Community Program Coordinator was onboarded to assist the Township with implementing the recommendations of the adopted Master Recreation Plan. An integral part of that implementation is community outreach to ensure programming is in alignment with the needs and wants of the residents.

On March 26, 2021 the second of two recreation planning surveys was released with an incentive to win gift cards to local businesses. The survey questions focused on adults and seniors versus youth/families with an impressive 314 responses being received.

The results of the survey are detailed below.

**SURVEY RESULTS**

Response Demographics

Of the 314 responses received 134 were from the senior demographic with the majority being aged 60-69.

The following is the breakdown of interest in recreation programs by age:

<b>Age</b>	<b>Number of responses</b>
20-29 years	32
30-39 years	74
40-49 years	65
50-59 years	41
60-69 years	79
70-79 years	50
80+ years	10

### Barriers to Recreation

The survey found that the biggest barrier to attending programs is the times offered, followed by cost and childcare. In order to overcome the largest obstacle, the ideal time offered will be weekday evenings with an alternative of weekday mornings.

### Program Style

Respondents were divided fairly equally between registered and drop-in programs, with only a small percentage difference (3.1%) in favour of registered programs.

### Program Wish List

The survey indicated that residents are most interested in a variety of fitness related activities. 86.81% of respondents indicated that they would participate in fitness programs with Yoga and organized walking groups being the top of the list. Residents were also interest in bootcamps, Pilates, Zumba, dance and kickboxing.

Alternatively, there was also a great deal of interest in attending programs that provide the opportunity to learn new skills. Cooking/nutrition as well as Health and Wellness programs were the top choices, however there was also interest in computer skills and personal safety.

Respondents also indicated an interest in art related topics such as drawing/painting and crafts. These types of programs could be filled by partnering with the library to offer programs and increase library use.

### Community Events

1. Senior Friendship Club – only 37.19% of respondents indicated that they were aware of the Seniors Friendship Club. Of the senior respondents 45 individuals

were interested in learning more about the Seniors Friendship Club. The Township will attempt to close this gap by providing this information to the Club and offer to assist with promoting their program post pandemic.

2. Music in the Park – Residents were very interested in this activity and would prefer to see it occur on Saturday evenings with an alternative date of Friday or Wednesday.

## **NEXT STEPS**

At this time the actual implementation of in person programming is not possible due to the pandemic but the research, policy drafting and relationship building is occurring in preparation for the time when the Township/community can move forward. Initiatives from Survey No. 1 have been implemented with the startup of the Boys & Girls Club in Norwood this summer.

The following is a list of ongoing initiatives:

- Coordination with Boys & Girls Club for Summer of 2021 – They are very pleased with the registration numbers to date;
- Recognition of Trails Day – 10,000 step challenge;
- Recognition of Canada Day – turn the Township Red & White with at home decorating kits;
- Partnership with Lions Club for outdoor recreation kits – great response;
- Creation of promotional material for existing community programs for release post pandemic;
- 2021 Business and Community Awards – application period has closed with eligible nominees in each category. Staff will bring a separate report forward at a later date. Awards to be given out in September of 2021.

Prepared by: Candice White, CAO/Clerk/Treasurer

Survey data provided by: Prudence Cameron-Jordan