



2023 and Beyond

Moreau Park Revitalization Survey

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1 Executive Summary

1.1 Introduction

Today, The Town of The Blue Mountains is home to over 7,000 full time residents and an additional 6,000+ seasonal and part-time residents. As an internationally recognized tourism destination, the community welcomes over 2.5 million visitors annually.

1.2 Survey Framework

The Thornbury-Clarksburg Rotary Club approached Town Council in September of 2022 with the concept of revitalizing Moreau Park in Thornbury under the theme, “Kindness at Play.” Council directed staff to include this project for consideration as an addition to the 2023 Town budget.

This project presents a larger opportunity for the Town to consider incorporating additional recreational elements that have been identified through the Town’s Leisure Activity Plan and Resident Satisfaction Survey. Additionally, previously approved or proposed projects including construction of a permanent, covered pavilion with washroom facilities, and resurfacing of the baseball diamonds could be included in this project.

This is the first step in a multi-stage community consultation program to establish priorities to inform the concept designs. The Moreau Park Survey was launched September 20, 2023 and concluded October 18, 2023.



1.3 Survey Participants Characteristics

Over 700 respondents participated in phase two of the survey however responses to demographic questions ranged from 402 - 630.

- The majority of respondents are regular visitors to the parks within the Town of the Blue Mountains, with 86% visiting parks at least monthly.
- The survey reveals that the majority of respondents, constituting 77%, are full-time residents.
- Thornbury emerges as the primary residential location for over half of the respondents
- Almost half of respondents (44%) are between the ages of 35 - 54.



1.4 Survey Highlights

The following highlights are related to the responses received by the 630 respondents to the concept of revitalizing Moreau Park in Thornbury under the theme, “Kindness at Play.”

Importance of Features, Facilities, and Amenities in Redevelopment Plan

Moreau Park’s redevelopment will include several features and amenities. According to respondents, the most valuable among these—rated as important or very important—are fully serviced washrooms (85%), naturalized plantings and shade trees (85%), sheltered areas (79%), and a drinking water fountain (79%).

The Town’s Leisure Activity Plan and Resident Satisfaction Survey identified a number of facilities that could be included in the redevelopment plan. Respondents have underscored the significance of certain features, rating them from not at all important to very important. Among these, the following are considered important or very important by a majority of residents: seasonal ice-skating path or rink (56%), basketball courts and ball hockey surface (54%) and a splash pad (52%).

Frequency of Visiting Moreau Park

Seven out of ten respondents shared that they visit Moreau Park at least monthly, with many doing so on a weekly basis. Conversely, nearly one in ten respondents revealed that they do not visit the park at all.

Experiences with Moreau Park

Respondents are most in agreement (either strongly agree or agree) that Moreau Park is in a convenient location (90%), is safe (76%) and is an enjoyable place to visit (73%).

Although 63% strongly disagree or disagree that the park is overused, many respondents (62%) do not agree that the park has sufficient facilities to meet the needs of visitors or that the park space is used efficiently (48%).

Getting to Moreau Park

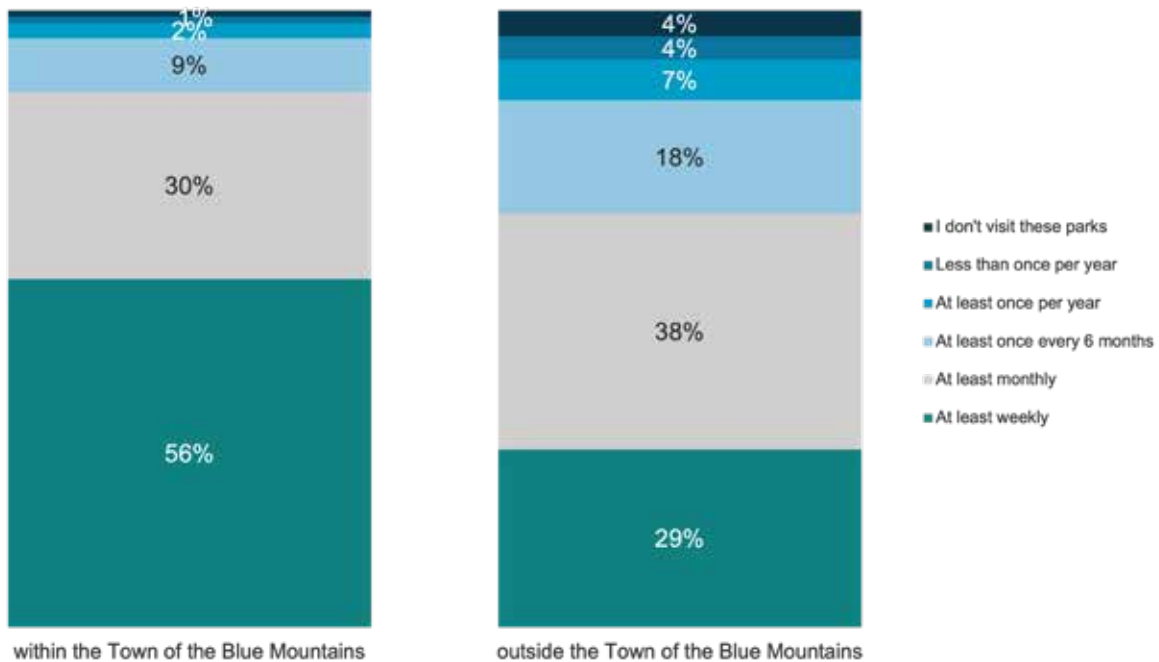
In general, driving proves to be the most prevalent mode of transportation to reach the park, accounting for 48%. Following closely, walking is a popular choice for 33% of visitors, while rolling (biking, skateboarding or similar means) is utilized by 18%.

2 Survey Results

2.1 Respondent Profile

The majority of respondents are regular visitors to the parks within the Town of the Blue Mountains, with 86% visiting parks at least monthly. Only 1% visit the parks less than once a year or not at all. Sixty-seven percent are also regular visitors to the parks outside the Town of the Blue Mountains, with 29% visiting parks at least weekly, and 38% visiting parks at least monthly. Only 4% visit the parks less than once a year or not at all.

Q: How often do you visit parks within and outside the Town of the Blue Mountains
Total Respondents: 629/ 625

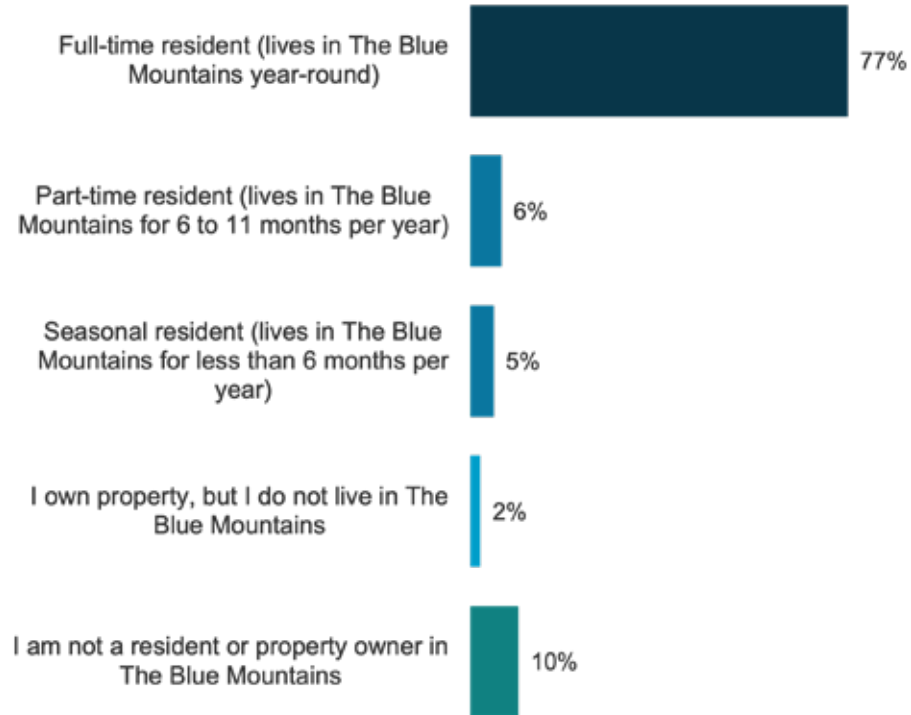


2.1 Respondent Profile

The survey reveals that the majority of respondents, constituting 77%, are full-time residents. Part-time residents make up 6%, and seasonal residents represent 5%.

Q: Please select the option that best describes yourself:

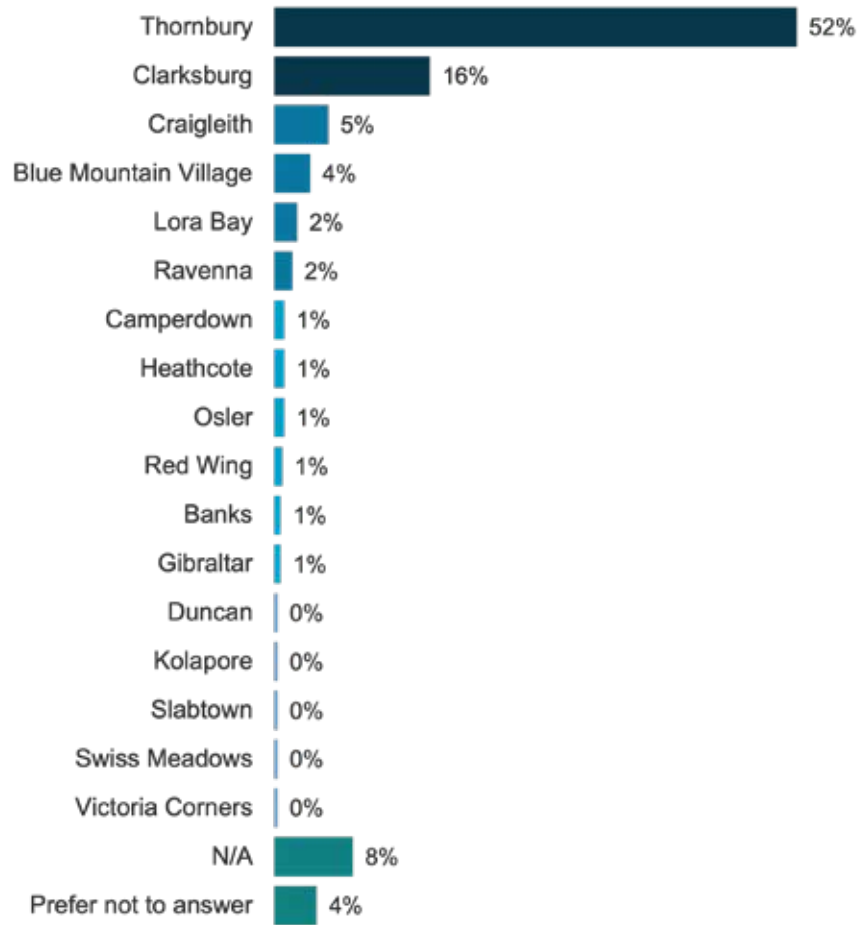
Total Respondents: 630



2.1 Respondent Profile

Thornbury emerges as the primary residential location for over half of the respondents, followed closely by Clarksburg, which accounts for the next largest proportion.

Q: Where is your property located in the Town of The Blue Mountains?
Total Respondents: 609



2.1 Respondent Profile

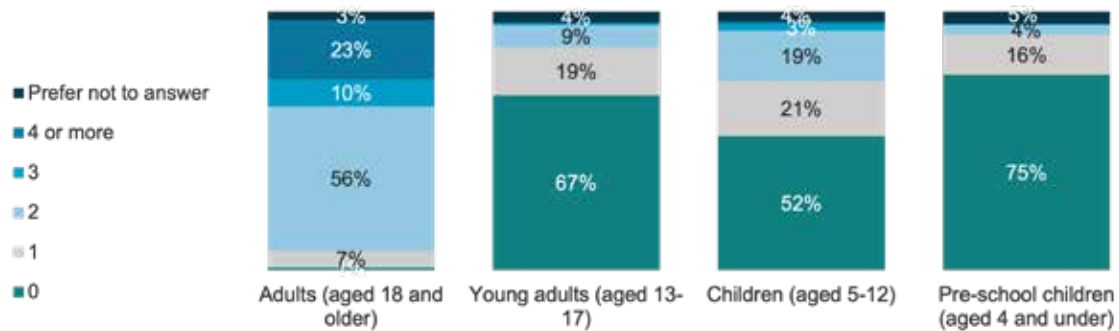
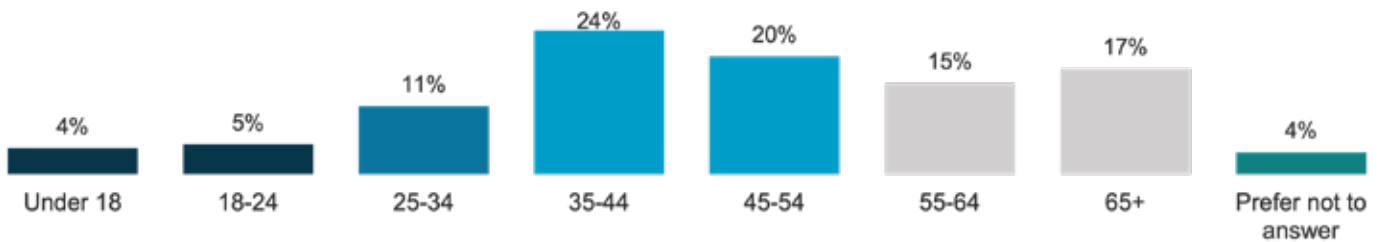
The survey findings highlight a diverse age distribution among respondents, with 2 out of 10 being under 34 years old and 3 out of 10 aged over 55. A small 4% mention the use of accessibility aids in their households. In terms of family composition, nearly 3 in 10 households have a young adult (13-17 years old), 44% have a child aged 5-12 years, and only 20% have a preschool child.

Q: What is your age?

Q: Please tell us how many people live in your household (including yourself) who are:

Q: Do any members of your household make use of accessibility aids?

Total Respondents: 630/ 402 - 626/ 618

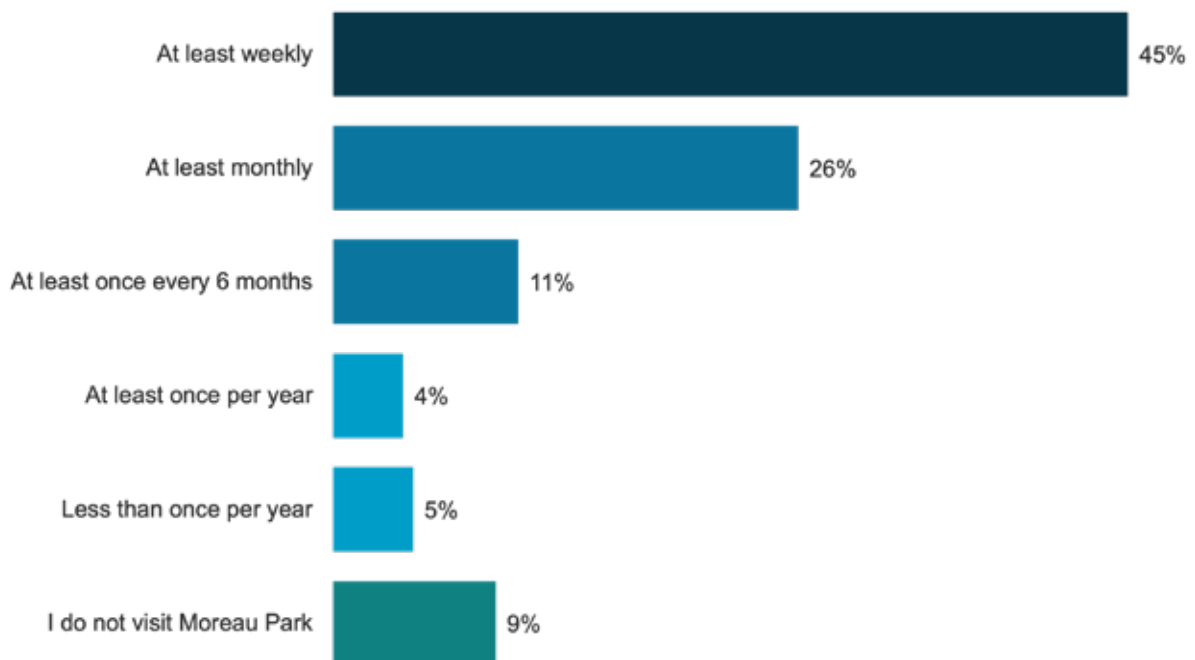




2.2 Frequency of Visiting Moreau Park

Seven out of ten respondents shared that they visit Moreau Park at least monthly, with many doing so on a weekly basis. Conversely, nearly one in ten respondents revealed that they do not visit the park at all.

Q: How often do you visit Moreau Park?
Total Respondents: 703

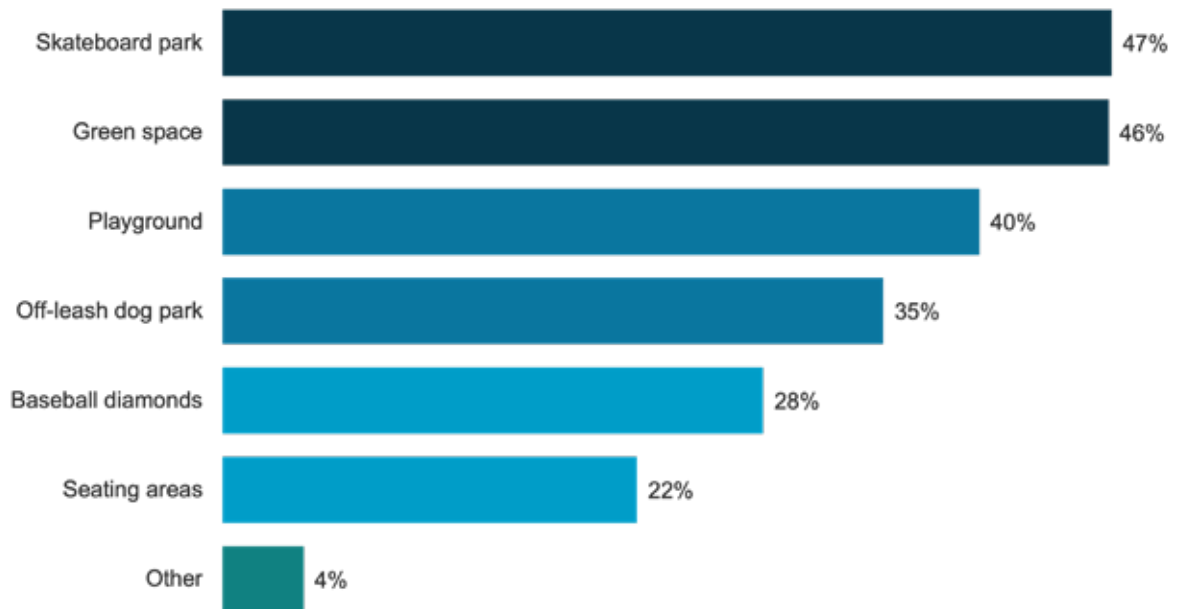


2.3 Facilities Currently Used at Moreau Park

The skateboard park takes the lead as the most utilized facility at Moreau Park, with 47% of respondents favouring it. Following closely, 46% of visitors frequently use the green space, while the playground remains popular among 40% of park-goers.

Q: Which Moreau Park facilities do you currently utilize? (Select all that apply)

Total Respondents: 635

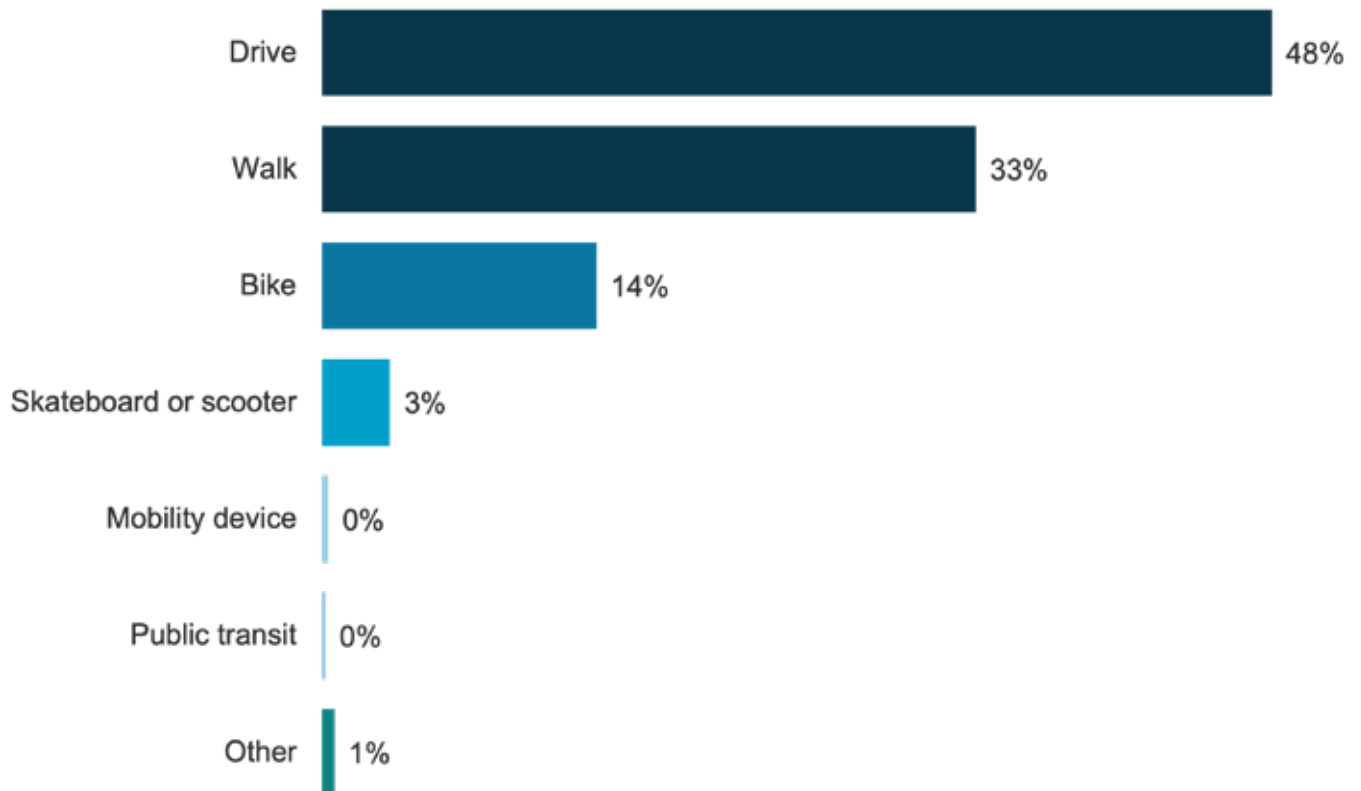


2.4 Getting to Moreau Park

In general, driving proves to be the most prevalent mode of transportation to reach the park, accounting for 48%. Following closely, walking is a popular choice for 33% of visitors, while rolling (biking, skateboarding or similar means) is utilized by 18%.

Q: How do you or your family get to Moreau Park? (Select the most frequently used method)

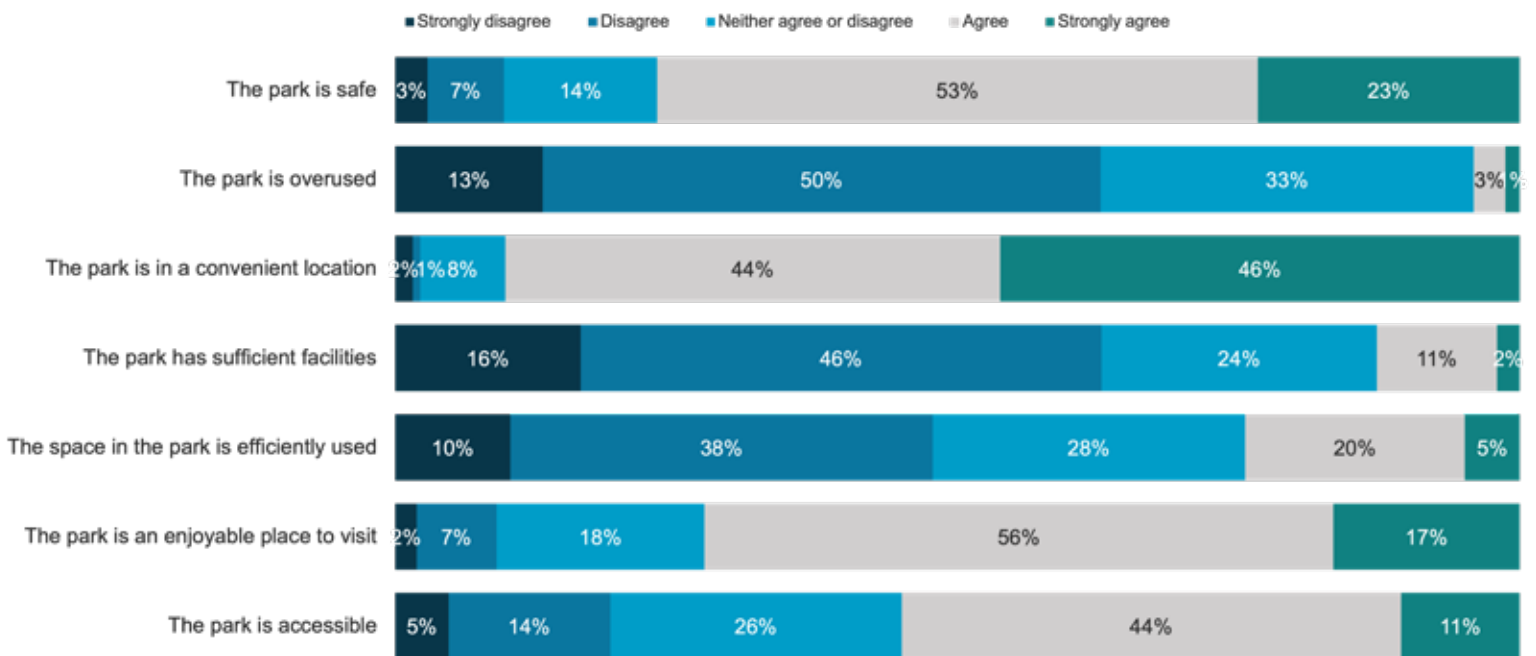
Total Respondents: 638



2.5 Rating Experiences with Moreau Park

Respondents are most in agreement (either strongly agree or agree) that Moreau Park is in a convenient location (90%), is safe (76%) and is an enjoyable place to visit (73%). Although 63% strongly disagree or disagree that the park is overused, many respondents (62%) do not agree that the park has sufficient facilities to meet the needs of visitors or that the park space is used efficiently (48%).

Q: Based on your experiences with Moreau Park, please rate the following statements.
Total Respondents: 631-637



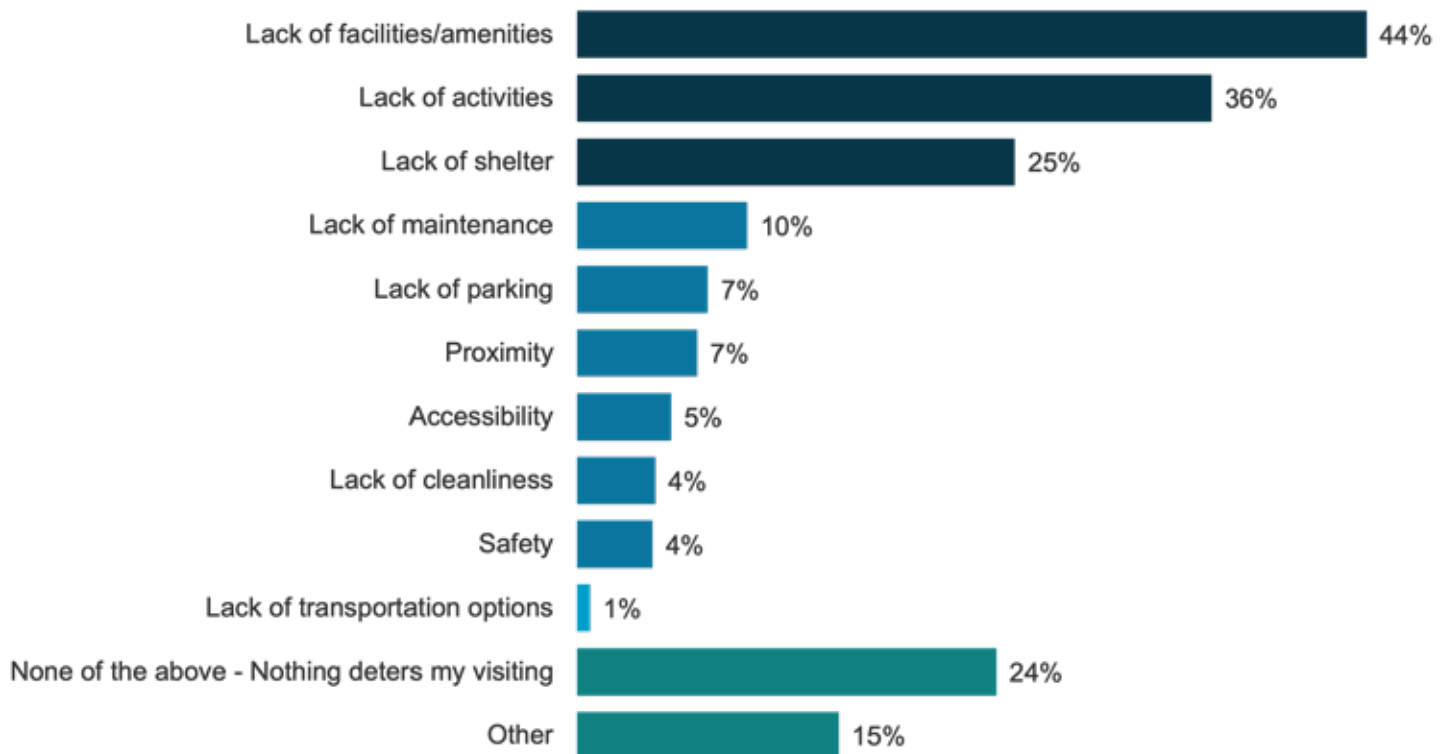


2.6 Deterrents to Visiting Moreau Park At All or More Frequently

A quarter of respondents (25%) are undeterred from visiting Moreau Park, while for others, the primary reasons include the lack of facilities or amenities (44%), insufficient activities (36%), and inadequate shelter (25%). Additionally, specific deterrents mentioned encompass the lack of washrooms, trees, shaded areas, and seating or benches within the park.

**Q: What, if anything, deters you from visiting Moreau Park at all or more frequently?
(Select all that apply)**

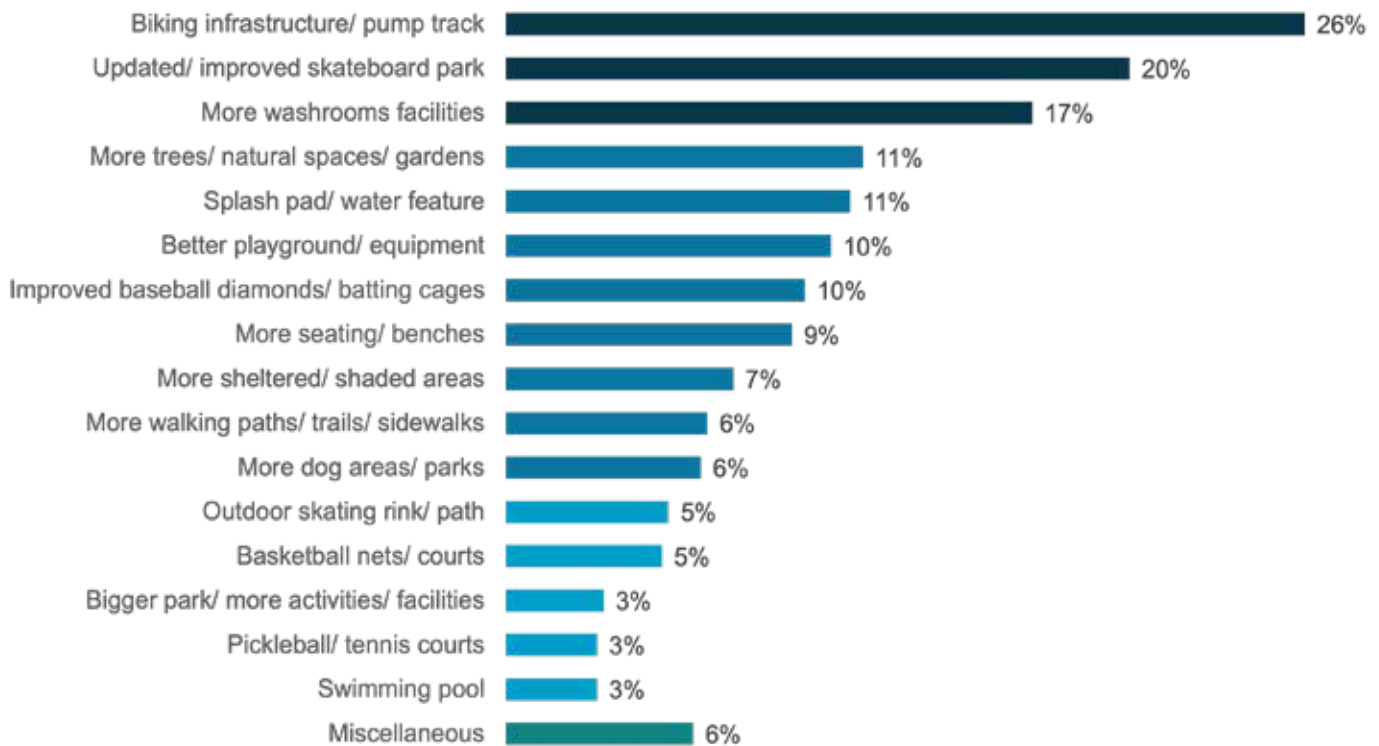
Total Respondents: 679 - 100



2.7 Features that would Motivate More Frequent Visits to Moreau Park

When asked about features that would encourage more frequent visits to the park, respondents emphasized the importance of additional biking infrastructure or a pump track, an expanded or enhanced skateboard park, and increased availability of washroom facilities.

Q: If available in Moreau Park, what features would motivate you to visit it more often?
Total Respondents: 460

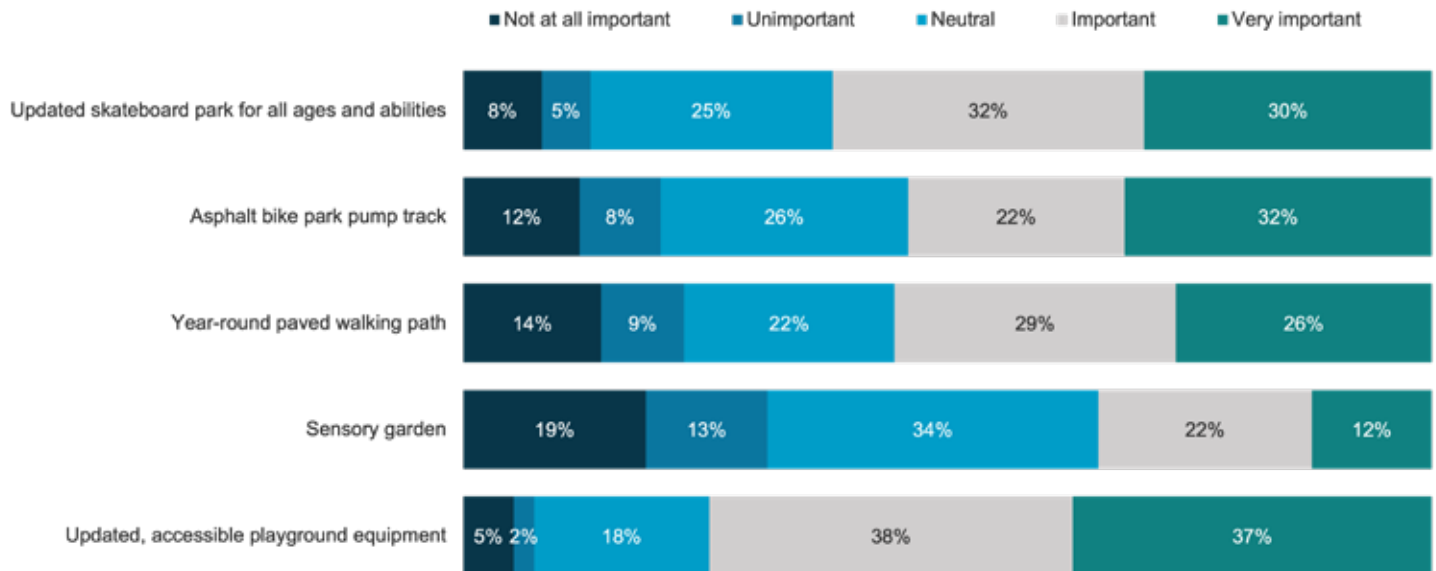


2.8 Importance of Facilities from the “Kindness at Play” Initiative in the Redevelopment Plan

The “Kindness at Play” initiative introduces several facilities for potential inclusion in the redevelopment plan. According to respondents, the most crucial of these facilities—rated as important or very important—are updated, accessible playground equipment (75%), an improved skateboard park catering to all ages and abilities (62%), and a year-round paved walking path (55%).

Q: Please rate each of the facilities included in the “Kindness at Play” initiative based on the level of importance you would place on including them in the redevelopment plan.

Total Respondents: 649-658

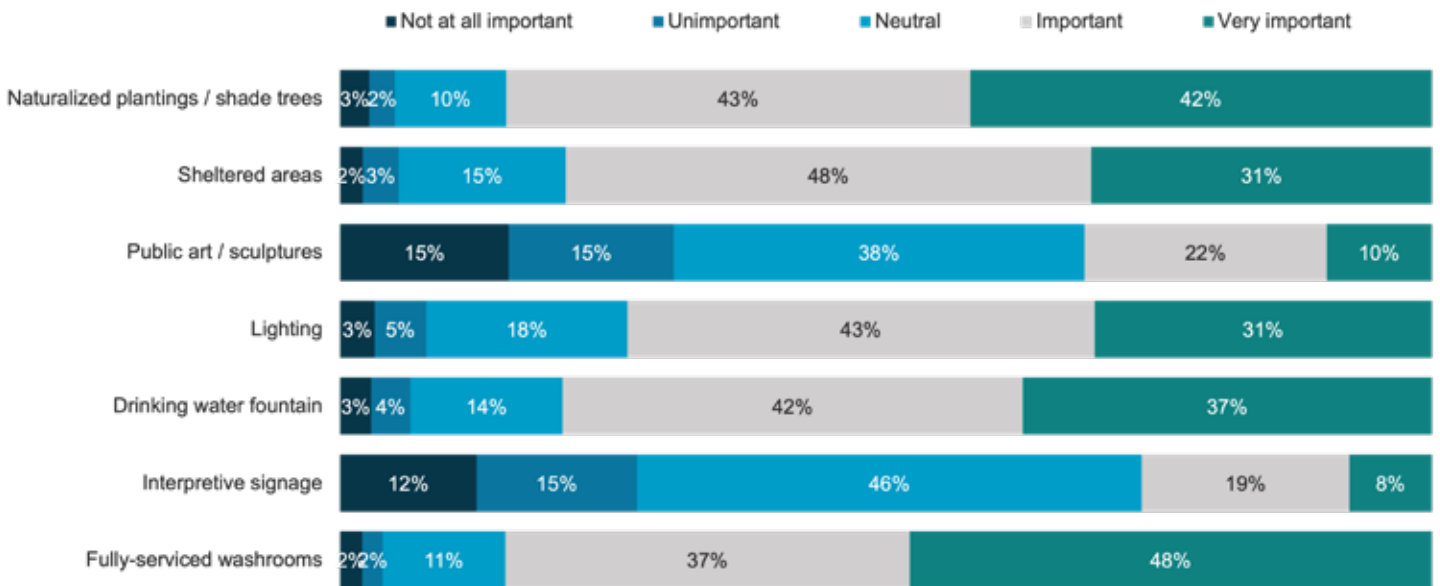




2.8 Importance of Features and Amenities in Redevelopment Plan

Moreau Park’s redevelopment will include several features and amenities. According to respondents, the most valuable among these—rated as important or very important—are fully serviced washrooms (85%), naturalized plantings and shade trees (85%), sheltered areas (79%), and a drinking water fountain (79%).

Q: Moreau Park’s redevelopment will include a number of features and amenities. Please rate each of the following on how beneficial you feel they would be.
Total Respondents: 625 - 642

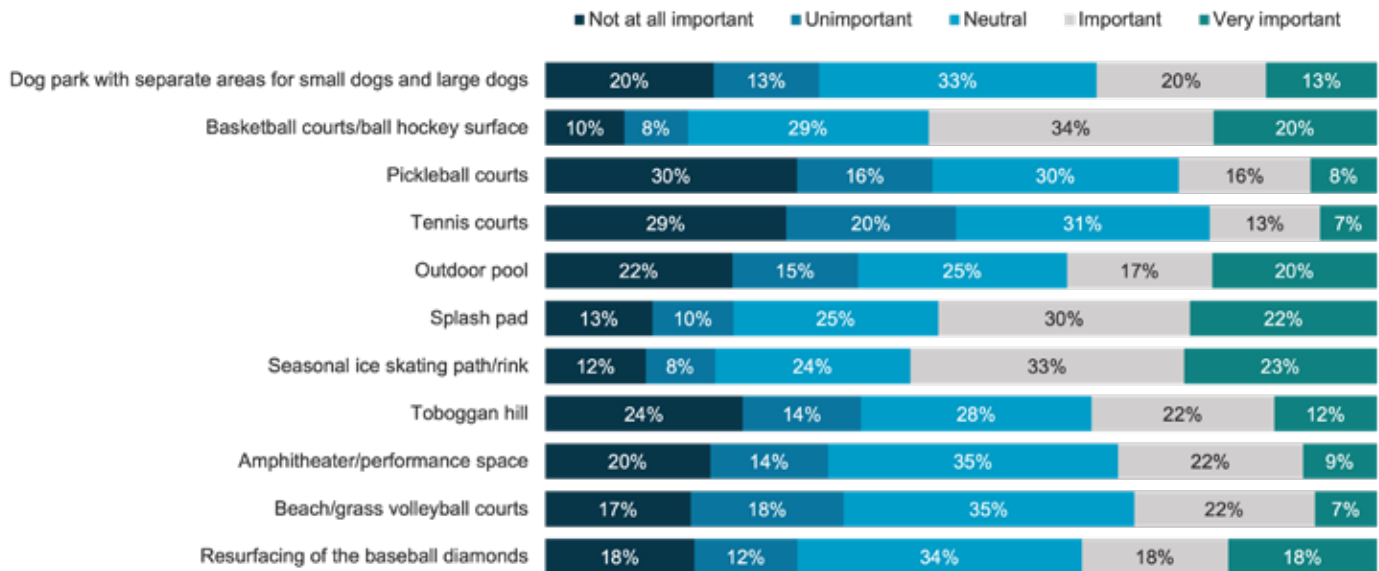


2.8 Importance of Facilities from Leisure Activity Plan & Resident Satisfaction Survey in the Redevelopment Plan

The Town's Leisure Activity Plan and Resident Satisfaction Survey identified a number of facilities that could be included in the redevelopment plan. Respondents have underscored the significance of certain features, rating them from not at all important to very important. Among these, the following are considered important or very important by a majority of residents: seasonal ice-skating path or rink (56%), basketball courts and ball hockey surface (54%) and a splash pad (52%).

Q: The following facilities have been identified through the Town's Leisure Activity Plan and Resident Satisfaction Survey. Please rate each in terms of their importance to you in their inclusion in the redevelopment plan.

Total Respondents: 630 - 638

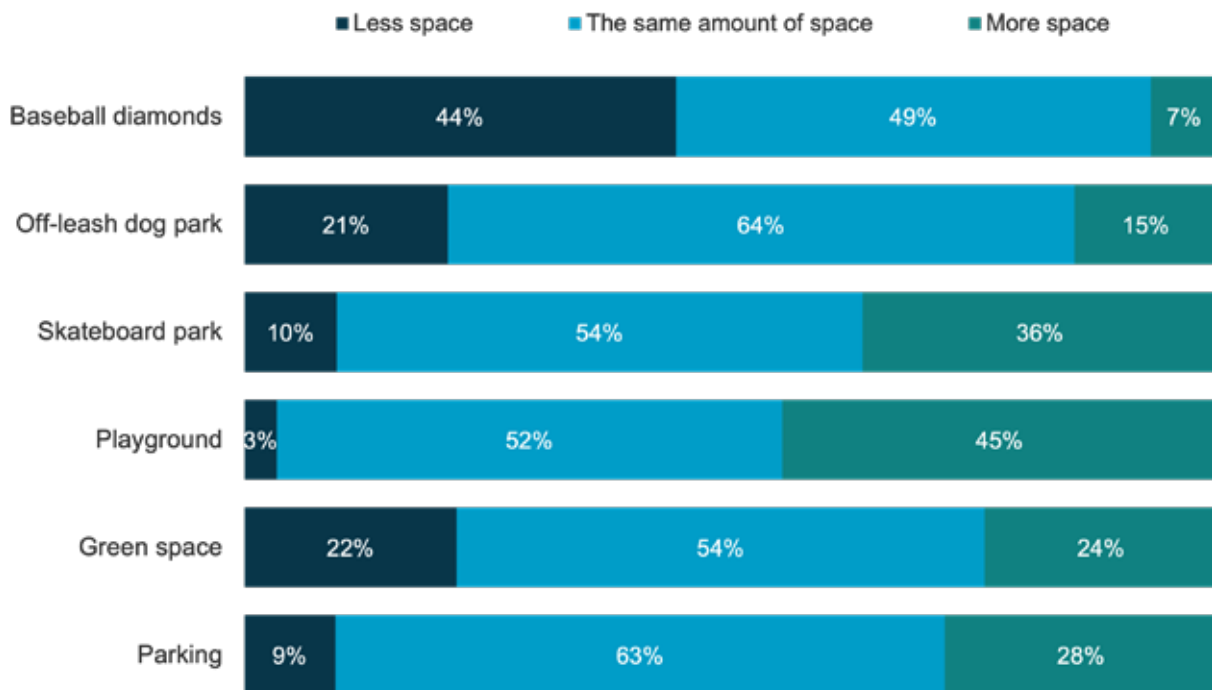


2.9 Add / Take Away from the Existing Facilities' Current Space

In considering the addition of new features or facilities to Moreau Park, respondents were asked about reallocating space currently occupied by existing facilities. A significant 44% expressed willingness to reduce space allocated to the baseball diamonds, while 45% and 36% indicated a preference for increasing space for the playground and skateboard park, respectively. Interestingly, more than 6 in 10 respondents expressed a desire to maintain the current allocations for both parking and the off-leash dog park. Roughly half of the respondents were in favour of keeping the amount of space the same for all existing facilities.

Q: Considering the possible added features/facilities you want to see added from the previous two questions, indicate whether you would add to or take away from the existing facilities' current space.

Total Respondents: 623 - 632



2.9 Additional Thoughts, Comments or Concerns regarding the Redevelopment of Moreau Park

Respondents were asked for their additional thoughts, comments or concerns regarding the redevelopment of Moreau Park. The comments were reviewed, and the following are the key themes that emerged:

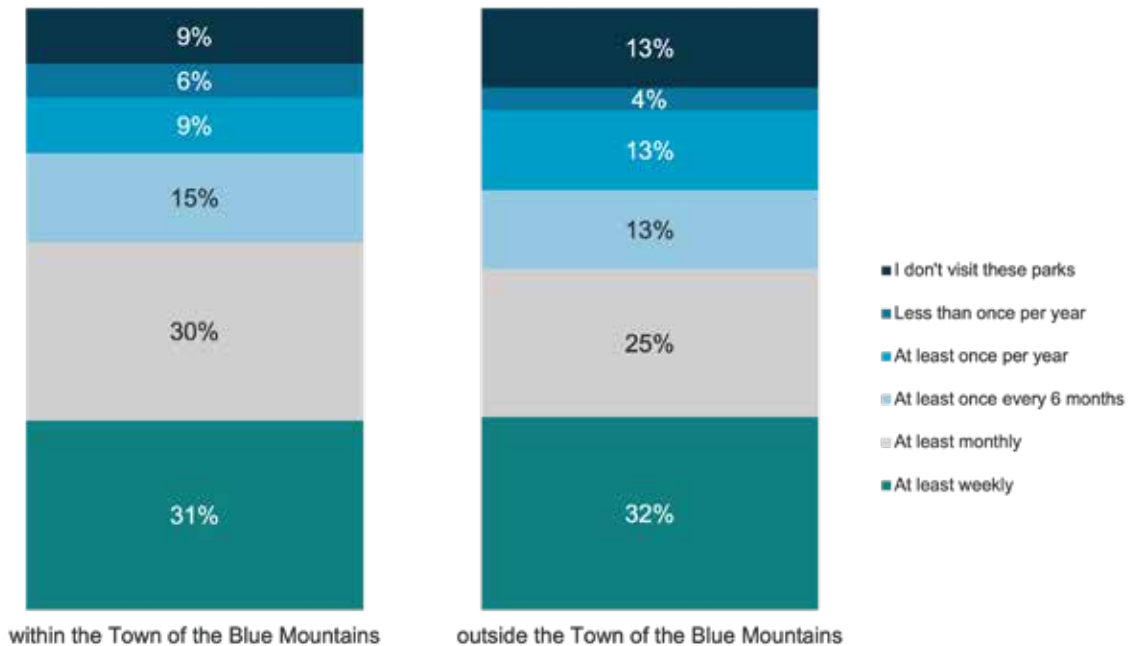
- While many are in support of improving the baseball infrastructure (diamonds, batting cages etc.) in the park, there is concern that the baseball diamonds are underutilized and should be reduced in number in favour of other amenities or located elsewhere.
- Others feel that many of the proposed amenities/ facilities are available elsewhere and therefore, are not needed at Moreau Park (e.g., parking, pickleball and tennis courts etc.) or should be located elsewhere (e.g., sensory garden etc.) Respondents are looking for improved or new amenities/ facilities that cannot be found elsewhere in the town.
- There is very strong support for focusing on developing more facilities for the youth and children in the town (e.g., a skate park/ path, expanding and improving the playground, a bike pump track, an improved skateboard park, a splash pad etc.).
- There are calls to improve the dog park, even introduce an area limited to smaller dogs, while others suggest relocating the dog park to another part of the town.
- Other comments referred to the need for more washroom facilities, more trees, natural spaces and walking paths/ sidewalks, while others are concerned about costs, insurance liability and increased noise levels.

3 Appendix 1 - Those who do not Visit Moreau Park (65 Respondents)

3.1 Frequency of Visiting Parks

It's noteworthy that among individuals who don't visit Moreau Park, 60% are regular visitors to other parks within the Town of the Blue Mountains, with monthly or weekly visits. Moreover, 57% also explore parks outside the Town of the Blue Mountains on a monthly or weekly basis. Only 9% of respondents do not visit parks within the Town of the Blue Mountains, and 13% refrain from visiting parks outside The Town of the Blue Mountains.

Q: How often do you visit parks within and outside the Town of the Blue Mountains?

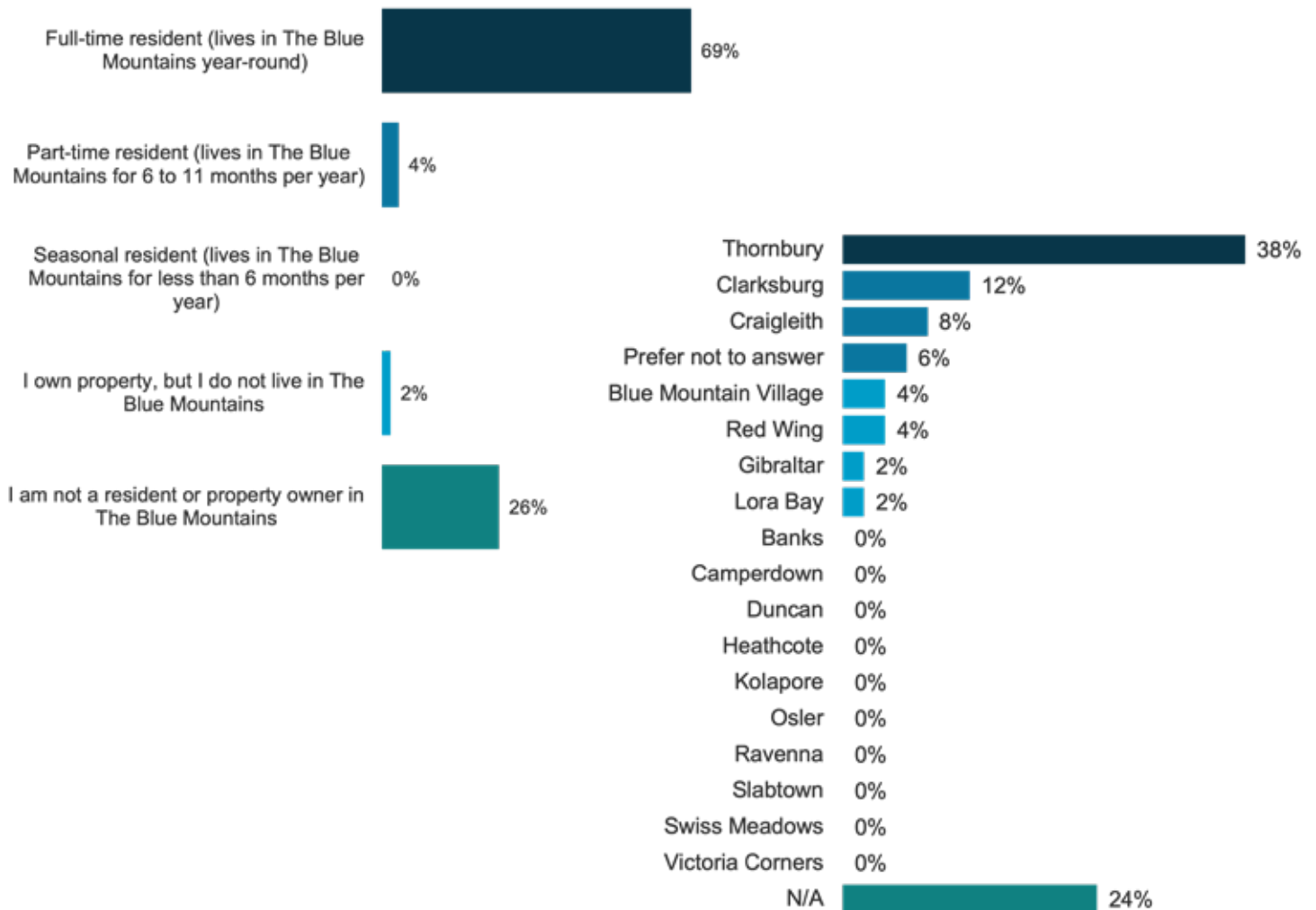


3.1 Respondent Profile

Among those who do not visit Moreau Park, a significant 69% are identified as full-time residents of the Town of The Blue Mountains. The next largest group abstaining from park visits consists of individuals who are neither residents nor property owners in the town. When considering the residential distribution, Thornbury emerges as the primary location for respondents, representing 38% of residents. Clarksburg follows with 12%, and Craigleith with 8%.

Q: Please select the option that best describes yourself:

Q: Where is your property located in the Town of The Blue Mountains?



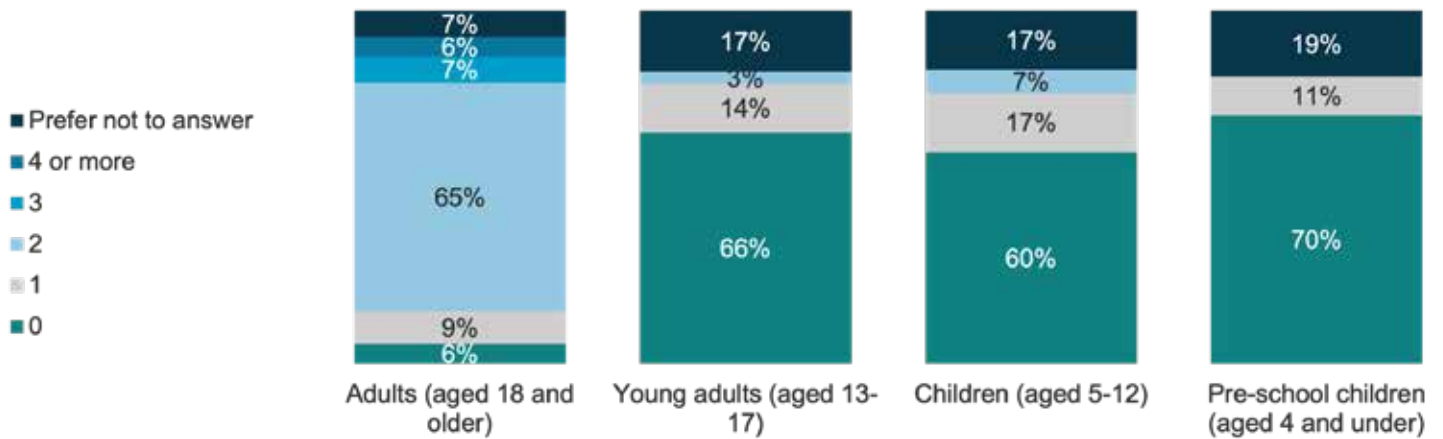
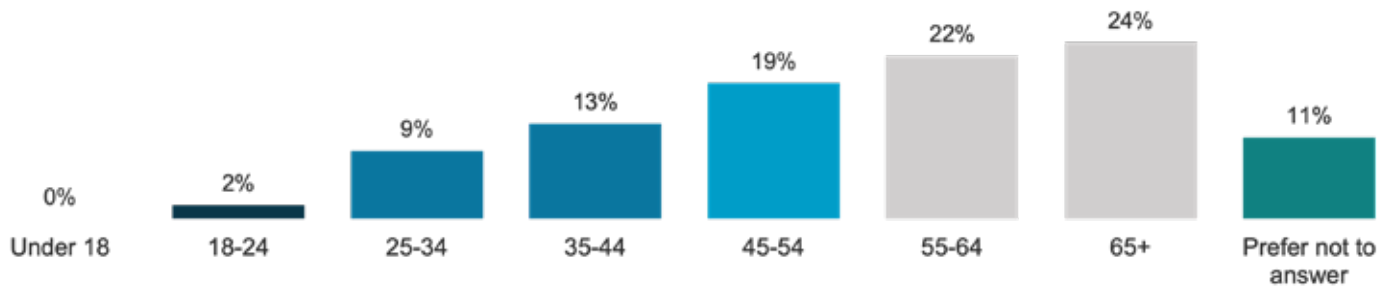
3.1 Respondent Household Profile

Almost two-thirds (65%) of individuals who abstain from visiting the park fall within the age bracket of 45 and older. This data highlights a substantial correlation between age and non-visitation.

Q: What is your age?

Q: Please tell us how many people live in your household (including yourself) who are:

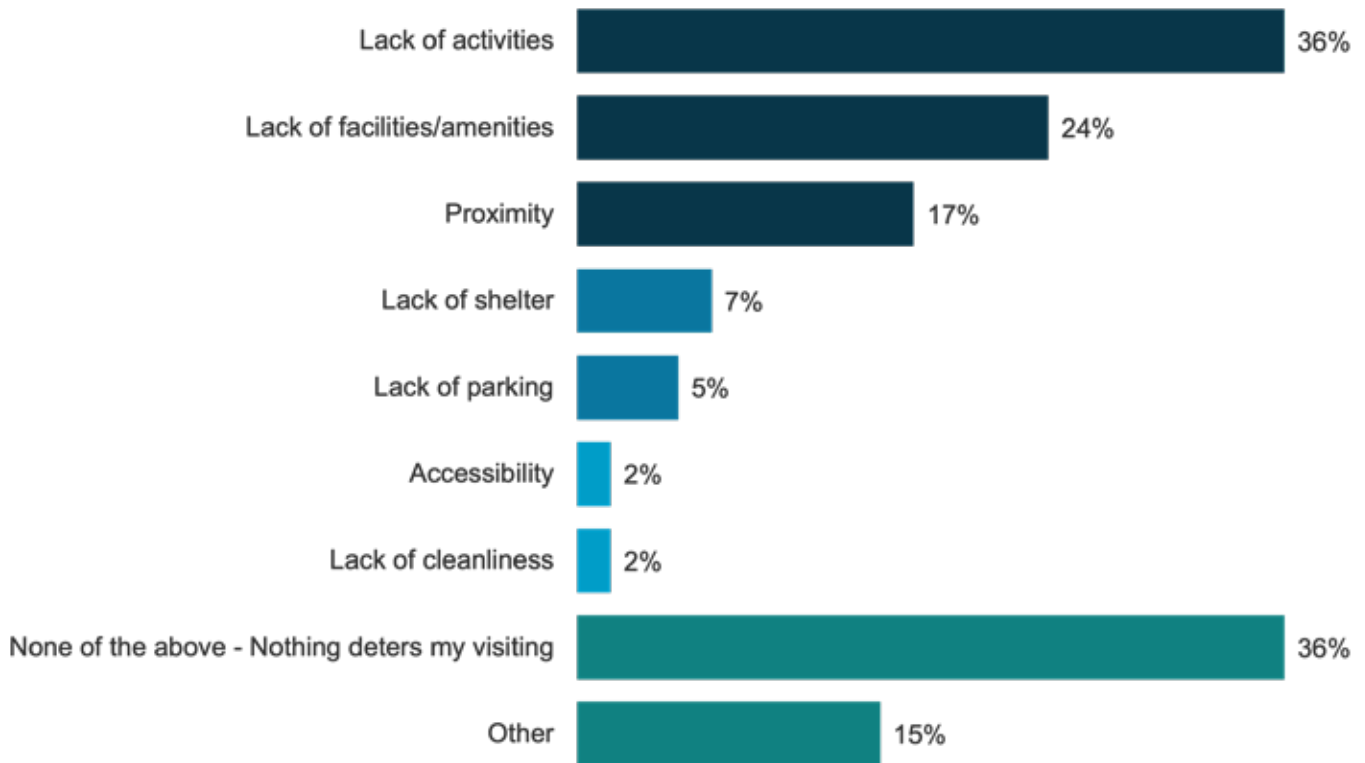
Q: Do any members of your household make use of accessibility aids?



3.1 Deterrents to Visiting Moreau Park

Within the subgroup of respondents who claim not to visit Moreau Park, a notable 36% assert that no specific deterrents prevent them from doing so. Conversely, other respondents in this group cite the lack of activities, absence of facilities, and the park's proximity as the primary factors deterring their visitation.

**Q: What, if anything, deters you from visiting Moreau Park at all or more frequently?
(Select all that apply)**



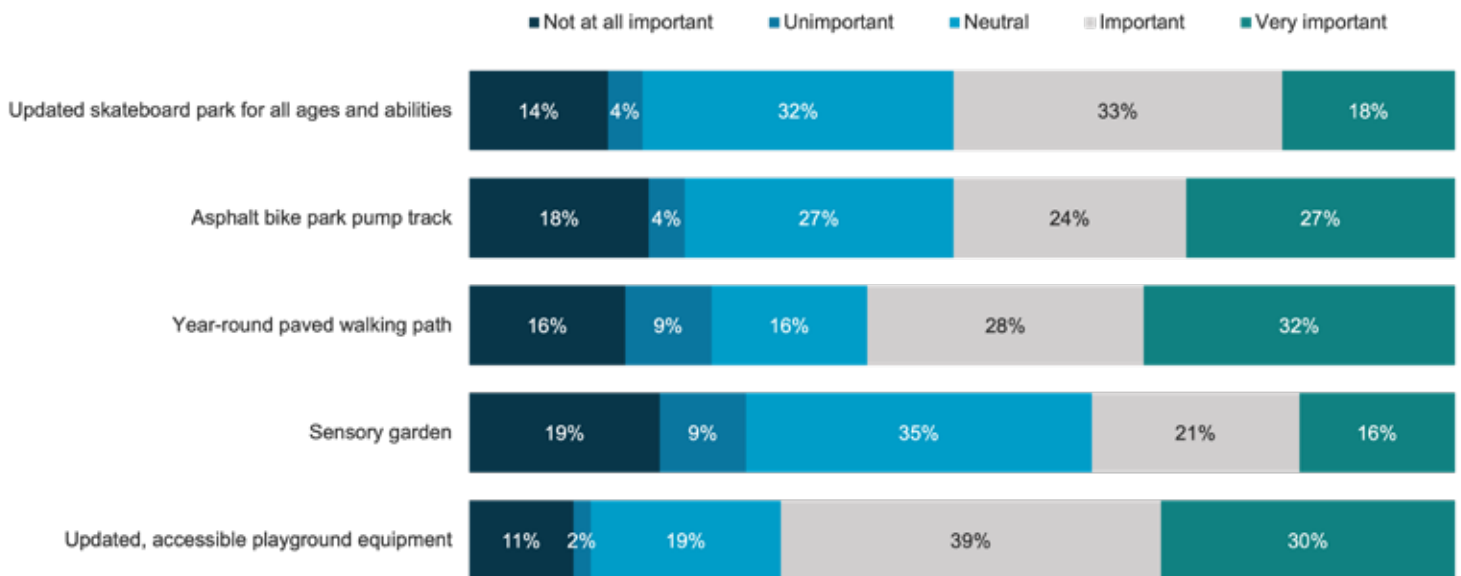
3.1 Importance of Facilities from the “Kindness at Play” Initiative in the Redevelopment Plan

For respondents who do not currently visit the park, their preferences for the redevelopment plan are evident. The features, amenities, and facilities considered most crucial (rated as important or very important) include:

- Naturalized plantings/shade trees: 89%
- Fully-serviced washrooms: 83%
- Sheltered areas: 80%
- Lighting: 76%
- Updated, accessible playground equipment: 69%

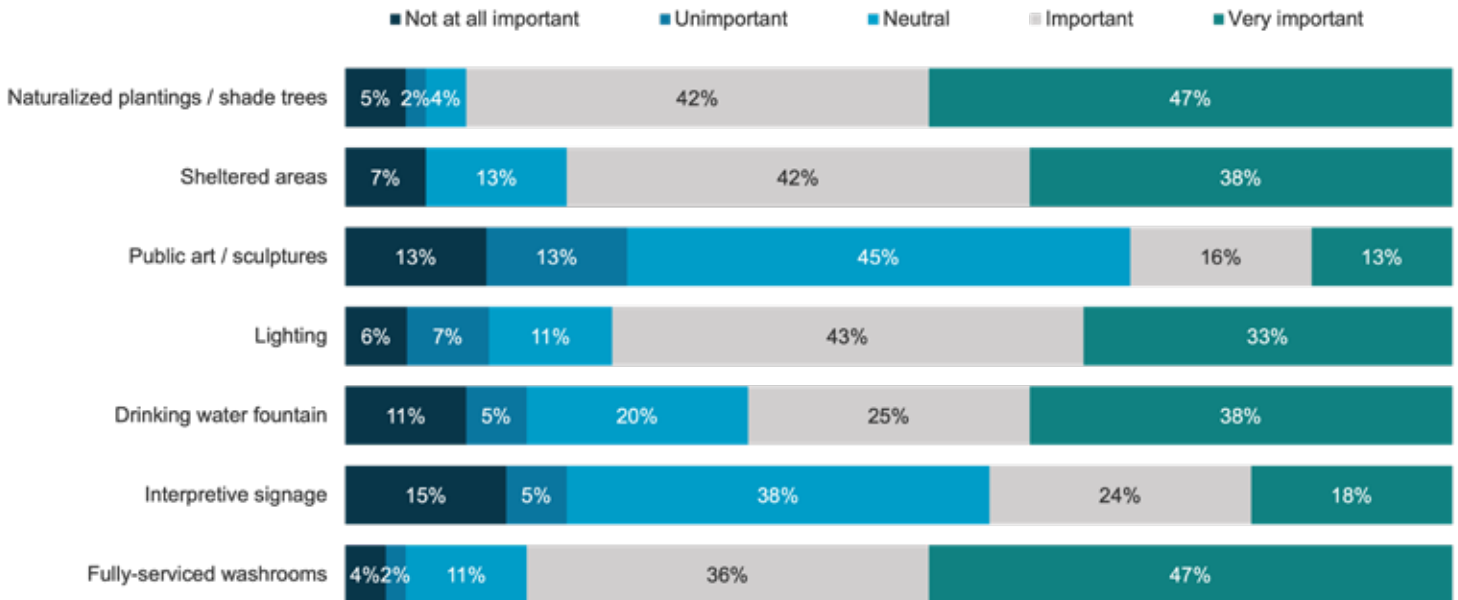
These preferences provide valuable insights into the community’s priorities for the park’s redevelopment, emphasizing the significance of natural elements, infrastructure, and recreational amenities.

Q: Please rate each of the facilities included in the “Kindness at Play” initiative based on the level of importance you would place on including them in the redevelopment plan.

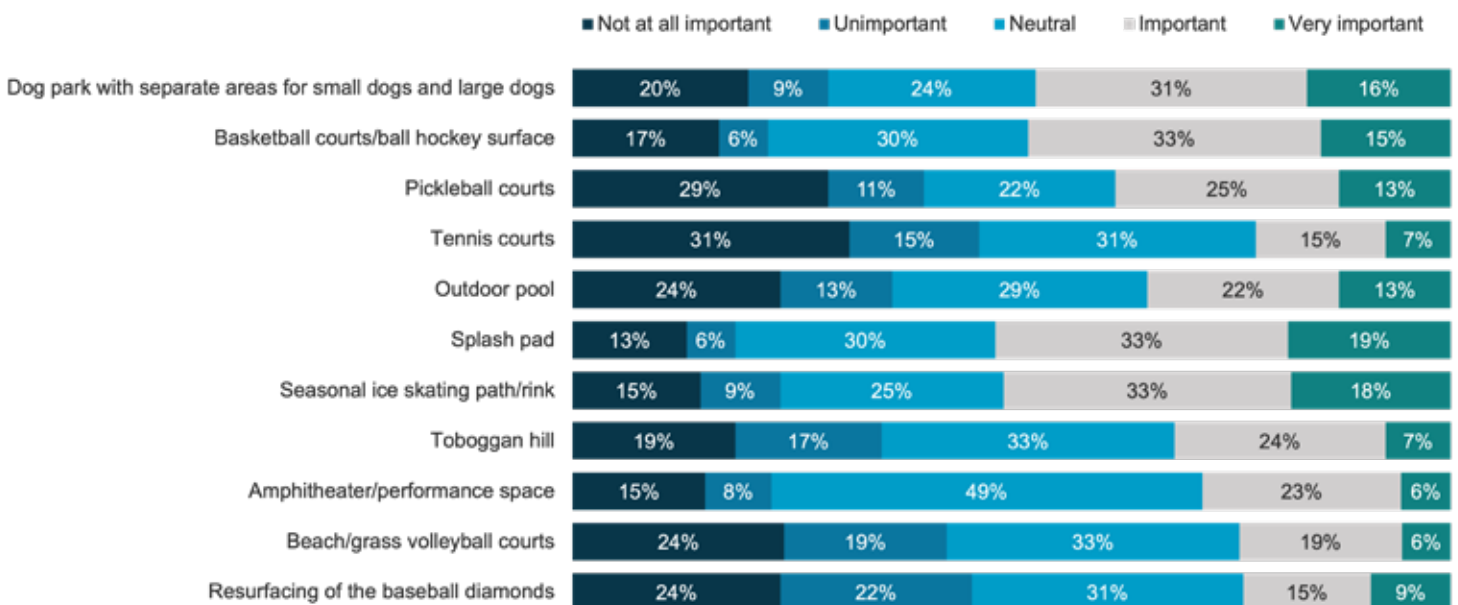


3.1 Importance of Features and Amenities in Redevelopment Plan

Q: Moreau Park's redevelopment will include a number of features and amenities. Please rate each of the following on how beneficial you feel they would be.



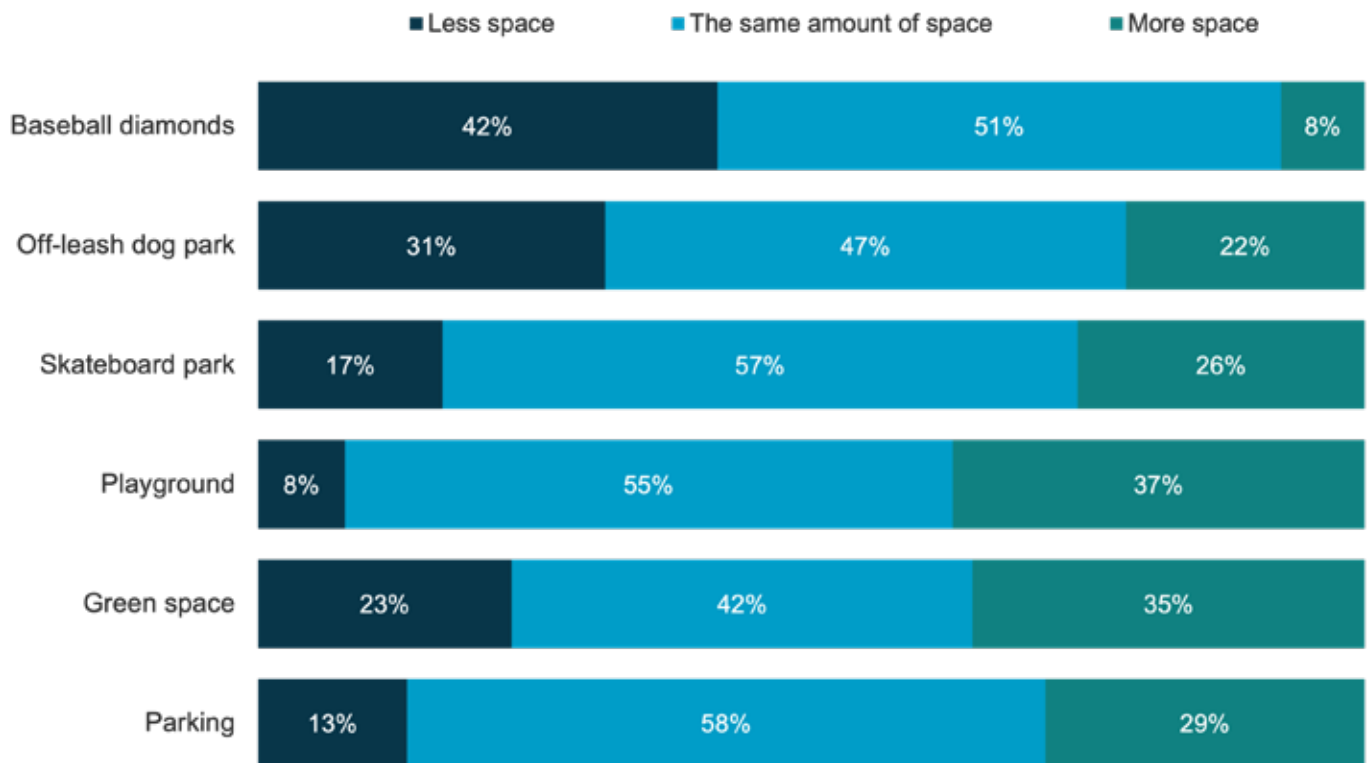
Q: The following facilities have been identified through the Town's Leisure Activity Plan and Resident Satisfaction Survey. Please rate each in terms of their importance to you in their inclusion in the redevelopment plan.



3.1 Add / Take Away from the Existing Facilities' Current Space

In the pursuit of incorporating new features and facilities into Moreau Park, 42% of respondents within this group express a preference for reducing the space allocated to the baseball diamonds. Additionally, 37% advocate for an expansion of the playground area, while 35% suggest allocating more space to green areas. These insights provide valuable input for potential adjustments in the park's layout to better accommodate the community's evolving needs and preferences.

Q: Considering the possible added features/facilities you want to see added from the previous two questions, indicate whether you would add to or take away from the existing facilities' current space.



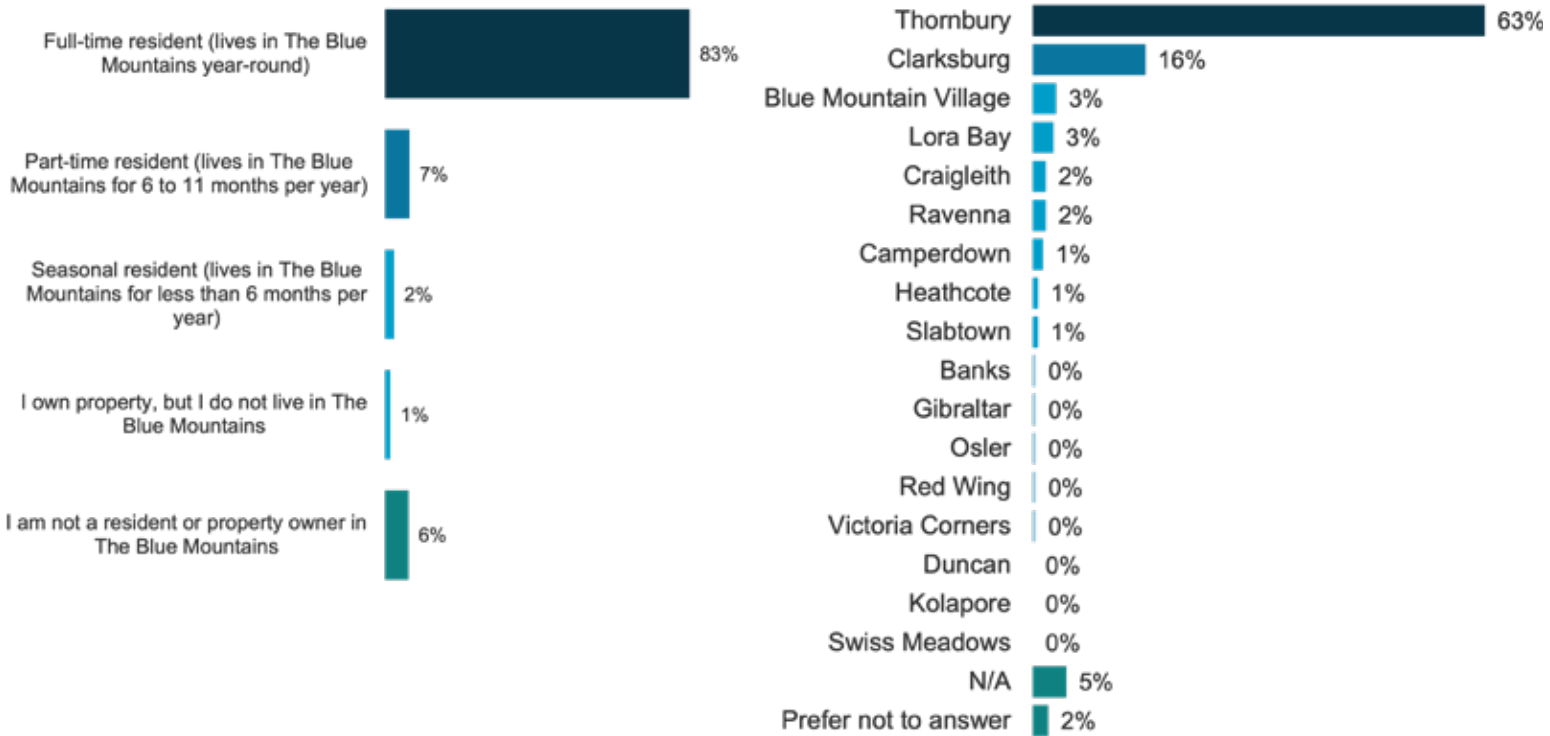
3 Appendix 2 - Frequent Visitors to Moreau Park (318 Respondents)

3.2 Respondent Profile

Among those who frequent Moreau Park at least weekly, a substantial 83% are identified as full-time residents within the town, underscoring the local community’s active engagement. Notably, the majority of these regular visitors, comprising 63%, are residents of Thornbury.

Q: Please select the option that best describes yourself:

Q: Where is your property located in the Town of The Blue Mountains?



3.2 Respondent Household Profile

Within the group of frequent visitors to Moreau Park, a diverse age distribution is evident, with 22% falling within the age bracket of 34 or younger, 46% aged between 35 and 54, and 28% aged 55 or older. These figures underscore the park’s appeal across various age groups.

Moreover, when considering respondent households of frequent visitors:

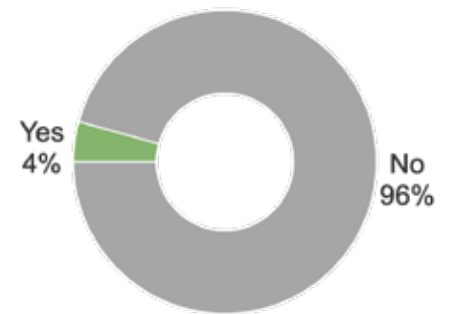
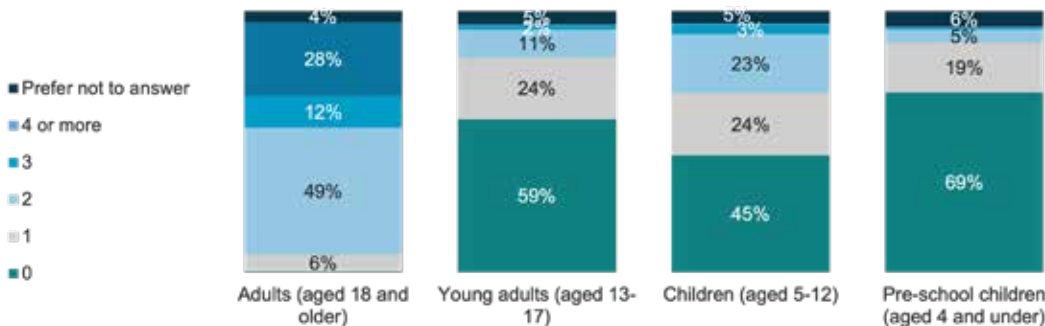
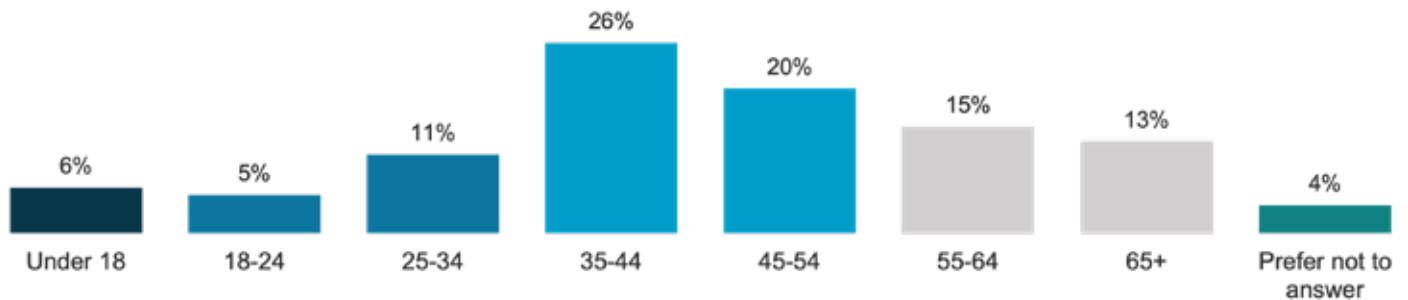
- 36% have at least one young adult (aged 13-17),
- 50% have at least one child aged 5-12 years, and
- 25% have at least one pre-school child.

These demographic insights provide a comprehensive understanding of the age dynamics and family compositions within the group of frequent Moreau Park visitors.

Q: What is your age?

Q: Please tell us how many people live in your household (including yourself) who are:

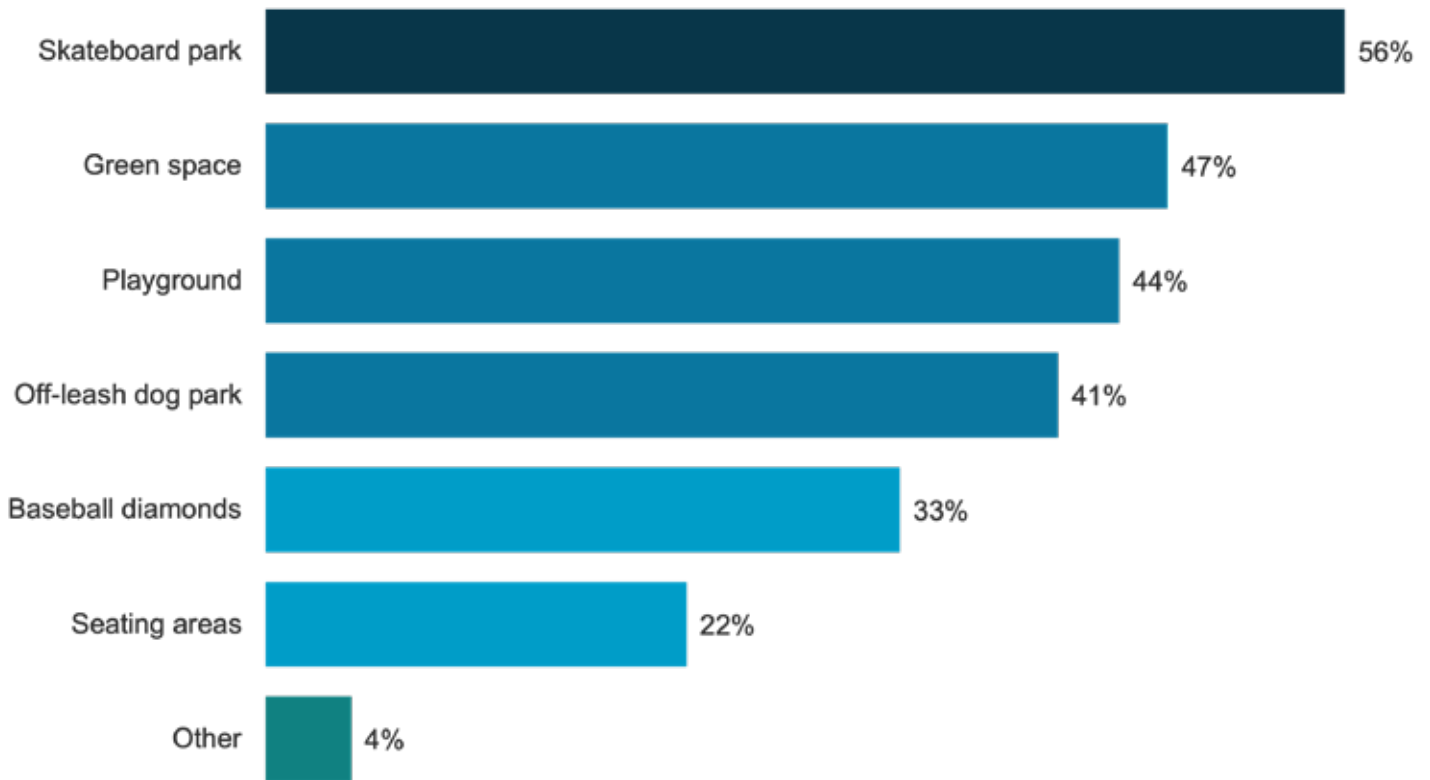
Q: Do any members of your household make use of accessibility aids?



3.2 Facilities Currently Used at Moreau Park

In comparison to all park visitors, frequent visitors emerge as heavier users of specific park amenities. Notably, 56% of frequent visitors actively utilize the skateboard park, 44% engage more with the playground, and 41% make greater use of the off-leash dog park. These statistics highlight the distinct preferences and heightened engagement of frequent visitors with these particular park features.

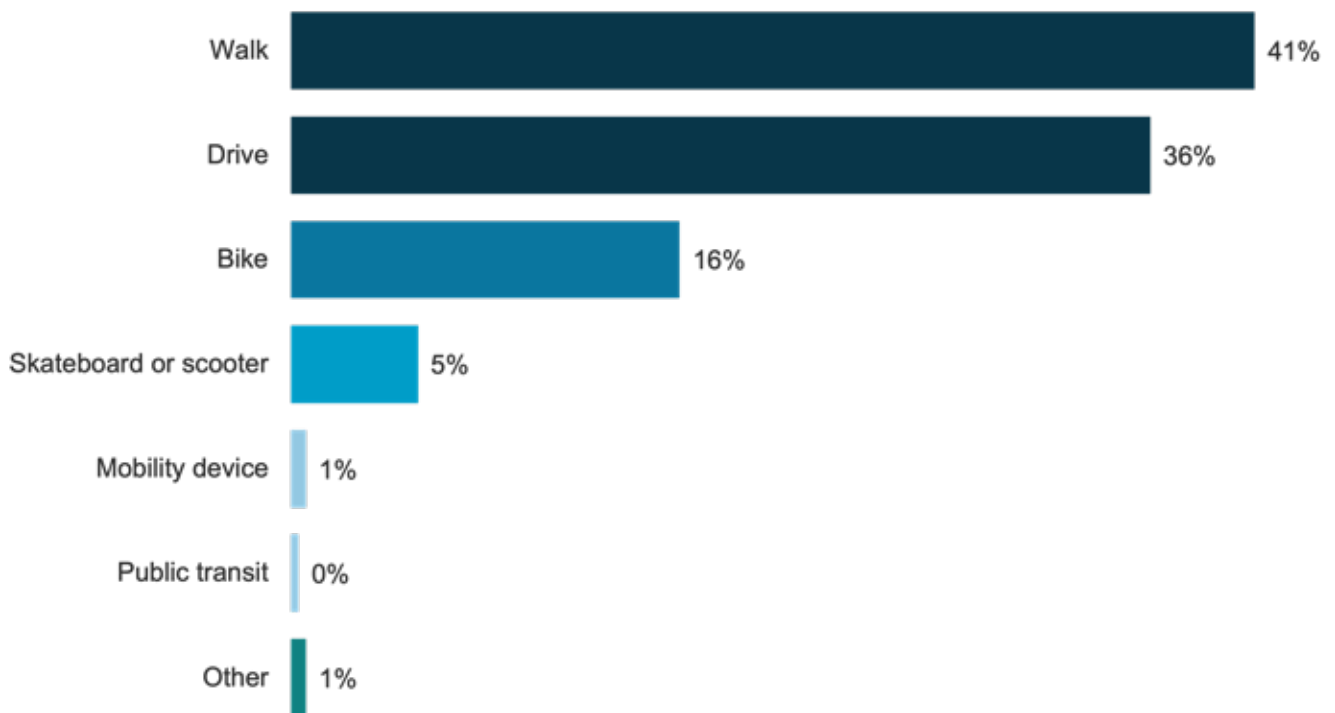
Q: Which Moreau Park facilities do you currently utilize? (Select all that apply)



3.2 Getting to Moreau Park

In contrast to all park visitors, frequent visitors display distinct transportation preferences. Specifically, they exhibit a lower inclination to drive to the park, with only 36%, while demonstrating a heightened preference for walking, accounting for 41%. These findings underscore the unique mobility patterns of frequent visitors, indicating a greater reliance on pedestrian modes compared to the broader visitor base.

Q: How do you or your family get to Moreau Park? (Select the most frequently used method)

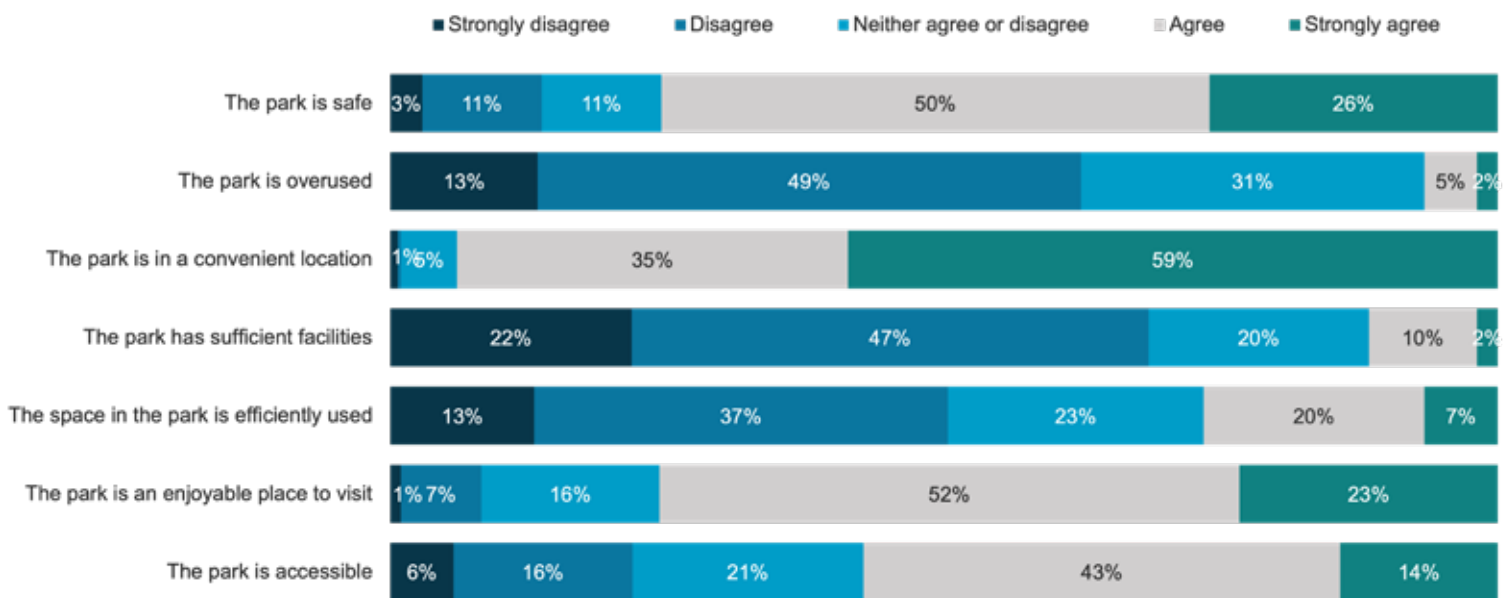


3.2 Rating Experiences with Moreau Park

Among frequent visitors, the park’s location stands out as a pivotal element of their park experience, with an overwhelming 94% expressing agreement or strong agreement that it is conveniently situated. Additionally, a substantial majority within this respondent group concurs that the park is safe (76%) and provides an enjoyable visitation experience (75%).

However, opinions vary on certain aspects. Nearly 7 in 10 frequent visitors disagree or strongly disagree that the park has sufficient facilities, highlighting potential areas for improvement. Furthermore, half of this group does not agree that the park’s space is efficiently utilized. These nuanced insights shed light on both the strengths and areas for enhancement in the park’s amenities and layout as perceived by frequent visitors.

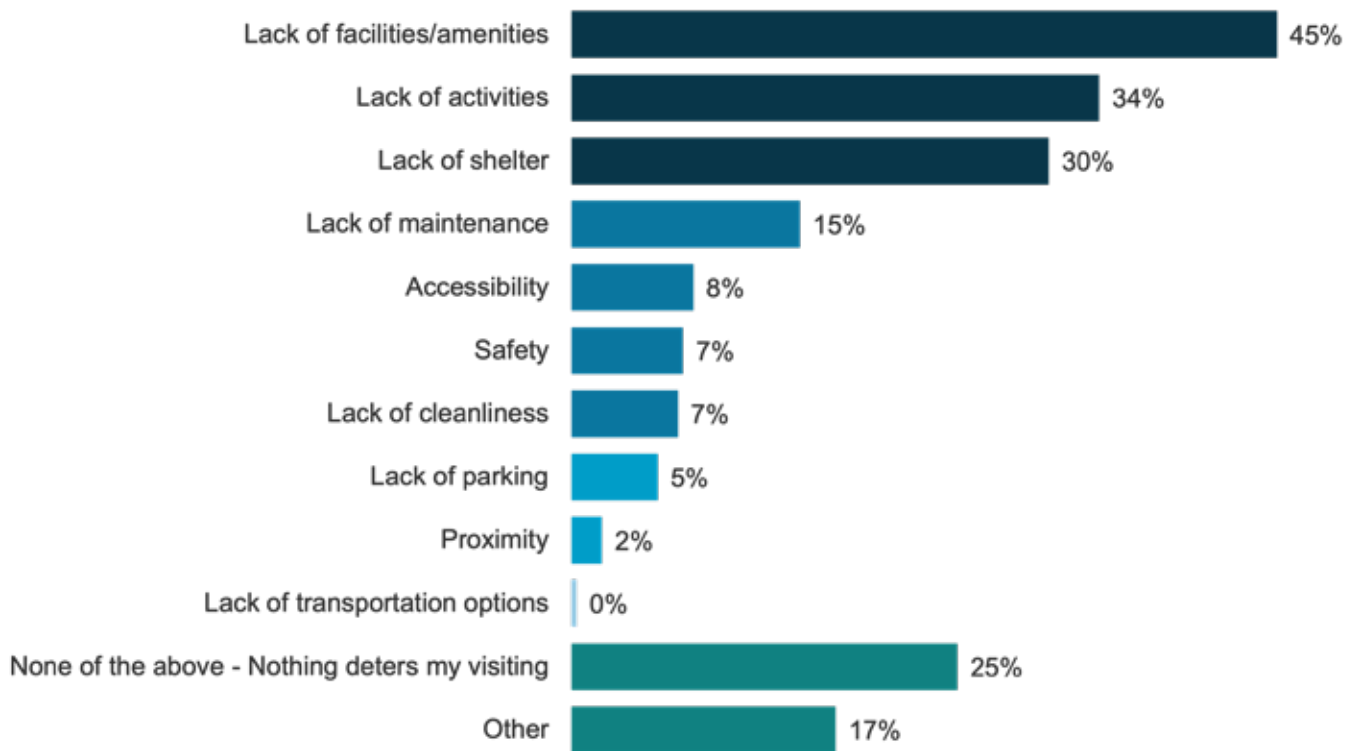
Q: Based on your experiences with Moreau Park, please rate the following statements.



3.2 Deterrents to Visiting Moreau Park

Similar to the overarching results, the primary deterrents to more frequent park visits align consistently among respondents. Notably, the lack of facilities/amenities, absence of activities, and insufficient shelter emerge as the most significant factors hindering more frequent visits. These findings underscore the importance of addressing these specific aspects in any efforts to enhance the park's appeal and encourage increased visitation.

Q: What, if anything, deters you from visiting Moreau Park at all or more frequently? (Select all that apply)

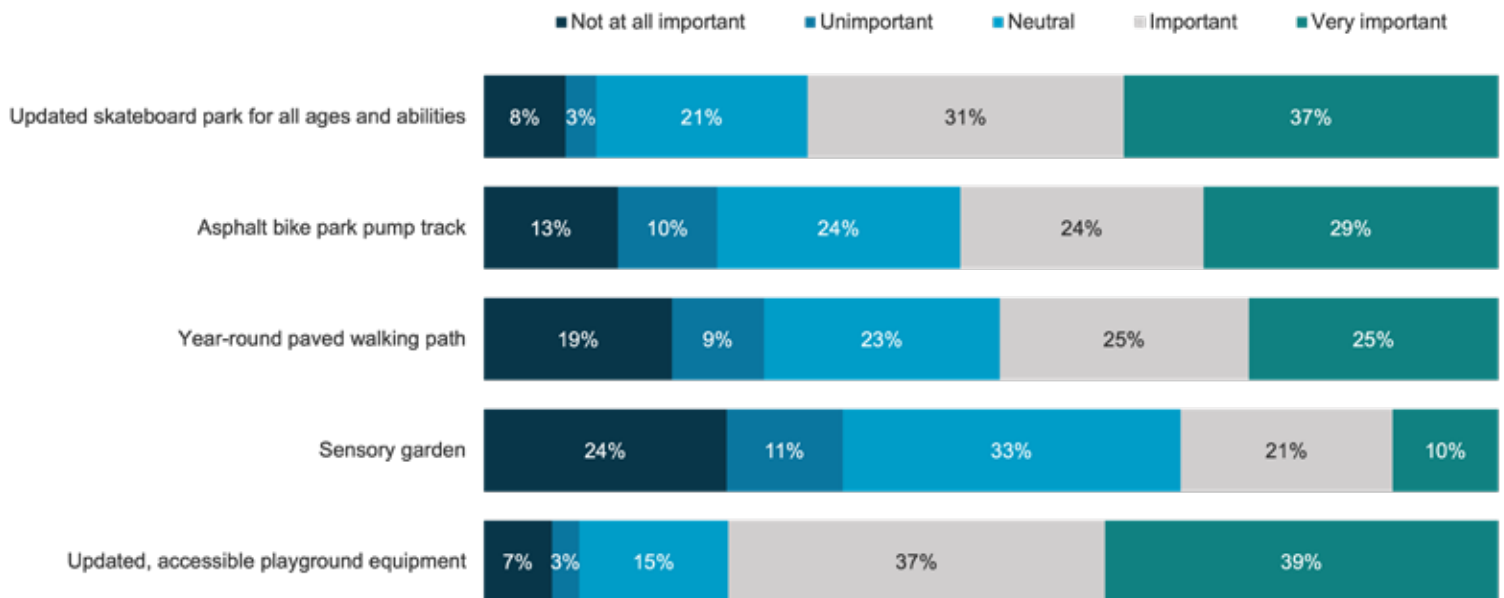


3.2 Importance of Facilities from the “Kindness at Play” Initiative in the Redevelopment Plan

The “Kindness at Play” initiative introduced several facilities that could potentially be incorporated into the redevelopment plan. According to frequent visitors, the most crucial of these facilities, rated as important or very important, include updated, accessible playground equipment (76%), an enhanced skateboard park catering to all ages and abilities (68%), and an asphalt bike park pump track (53%).

However, it’s noteworthy that over one-third (35%) of frequent visitors perceive a sensory garden as either unimportant or not at all important. These insights provide valuable guidance on prioritizing specific amenities in alignment with the preferences of the frequent park-going community.

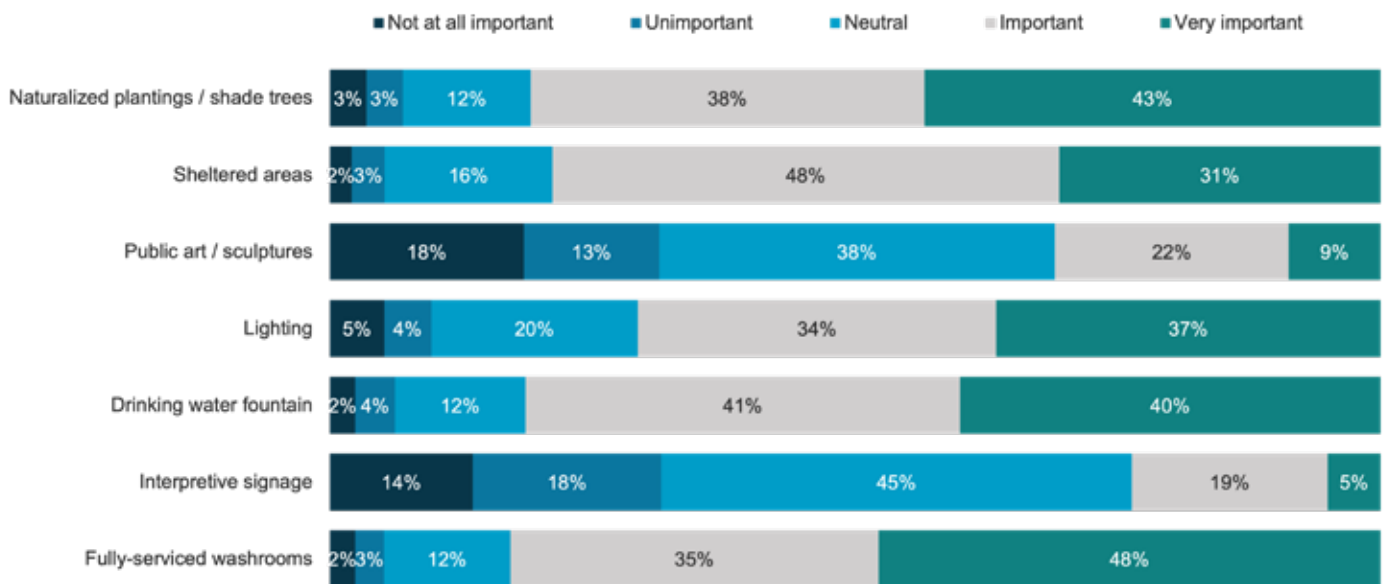
Q: Please rate each of the facilities included in the “Kindness at Play” initiative based on the level of importance you would place on including them in the redevelopment plan.



3.2 Importance of Features and Amenities in Redevelopment Plan

As Moreau Park undergoes redevelopment, the preferences of those who visit the park at least weekly underscore certain features and amenities as particularly beneficial. According to their ratings of importance, the top priorities include fully serviced washrooms (83%), naturalized plantings/shade trees (81%), a drinking water fountain (81%), and sheltered areas (79%). These insights offer a clear guide for prioritizing key elements in the redevelopment plan to enhance the overall park experience for frequent visitors.

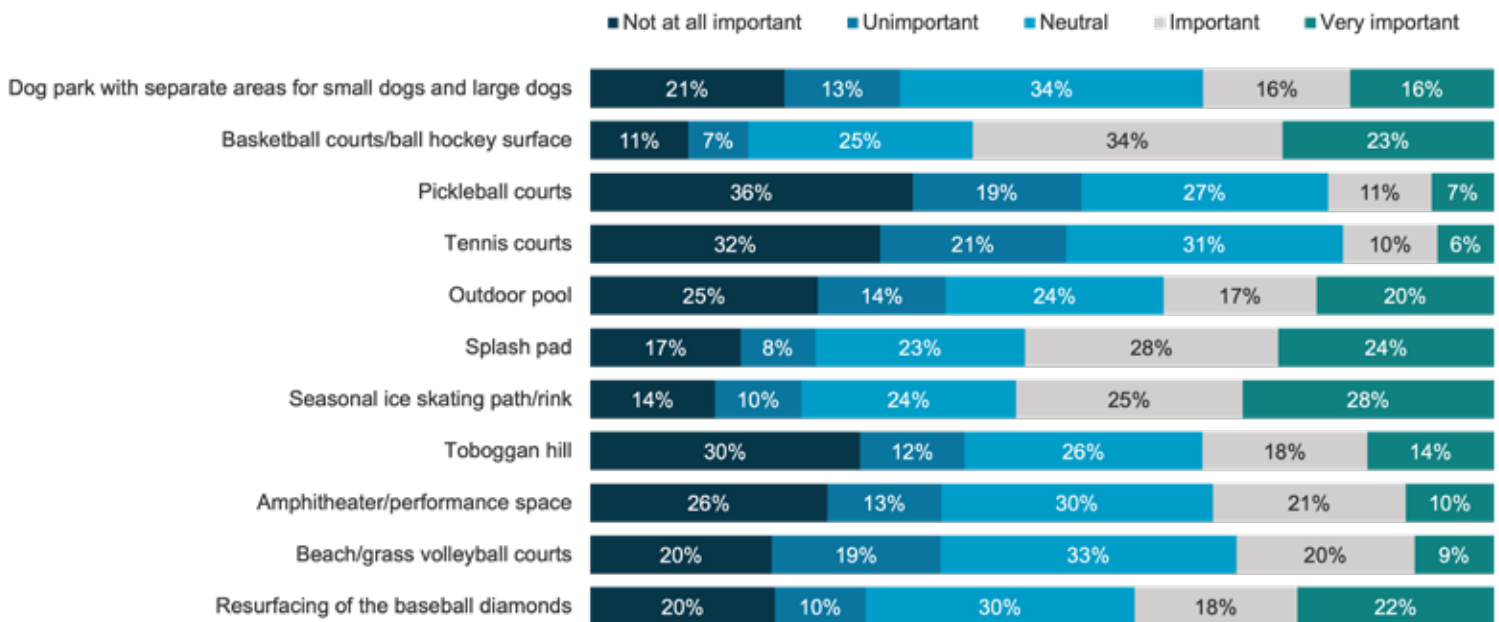
Q: Moreau Park’s redevelopment will include a number of features and amenities. Please rate each of the following on how beneficial you feel they would be.



3.2 Importance of Facilities from Leisure Activity Plan & Resident Satisfaction Survey in the Redevelopment Plan

Drawing insights from both the Town’s Leisure Activity Plan and the Resident Satisfaction Survey, frequent visitors to Moreau Park have identified key facilities they deem crucial for inclusion in the redevelopment plan. According to their ratings of importance, the top-priority features include basketball courts/ball hockey surface (57%), a seasonal ice-skating path/rink (53%), and a splash pad (52%). These findings align with the community’s preferences, guiding the integration of facilities that enhance the park’s recreational offerings in line with the identified priorities.

Q: The following facilities have been identified through the Town’s Leisure Activity Plan and Resident Satisfaction Survey. Please rate each in terms of their importance to you in their inclusion in the redevelopment plan.

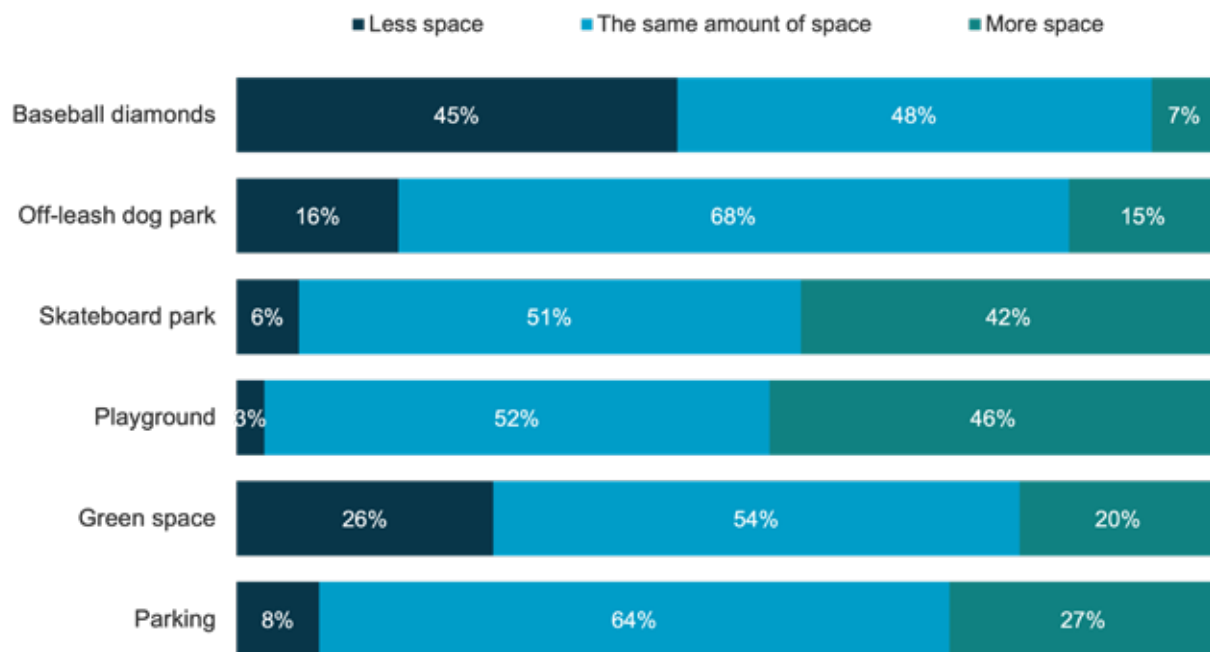


3.2 Add / Take Away from the Existing Facilities' Current Space

In their enthusiasm for introducing new features and facilities to Moreau Park, 45% of frequent visitors express a willingness to reduce the space allocated to the baseball diamonds. Additionally, 46% advocate for dedicating more space to the playground, and 42% support the expansion of the skateboard park.

Parallel to the overall results, more than 6 in 10 respondents within this group express a preference to neither reduce nor expand the space allocated to parking and the off-leash dog park. These insights offer valuable guidance for potential adjustments in park layout, reflecting the community's diverse preferences and priorities.

Q: Considering the possible added features/facilities you want to see added from the previous two questions, indicate whether you would add to or take away from the existing facilities' current space.



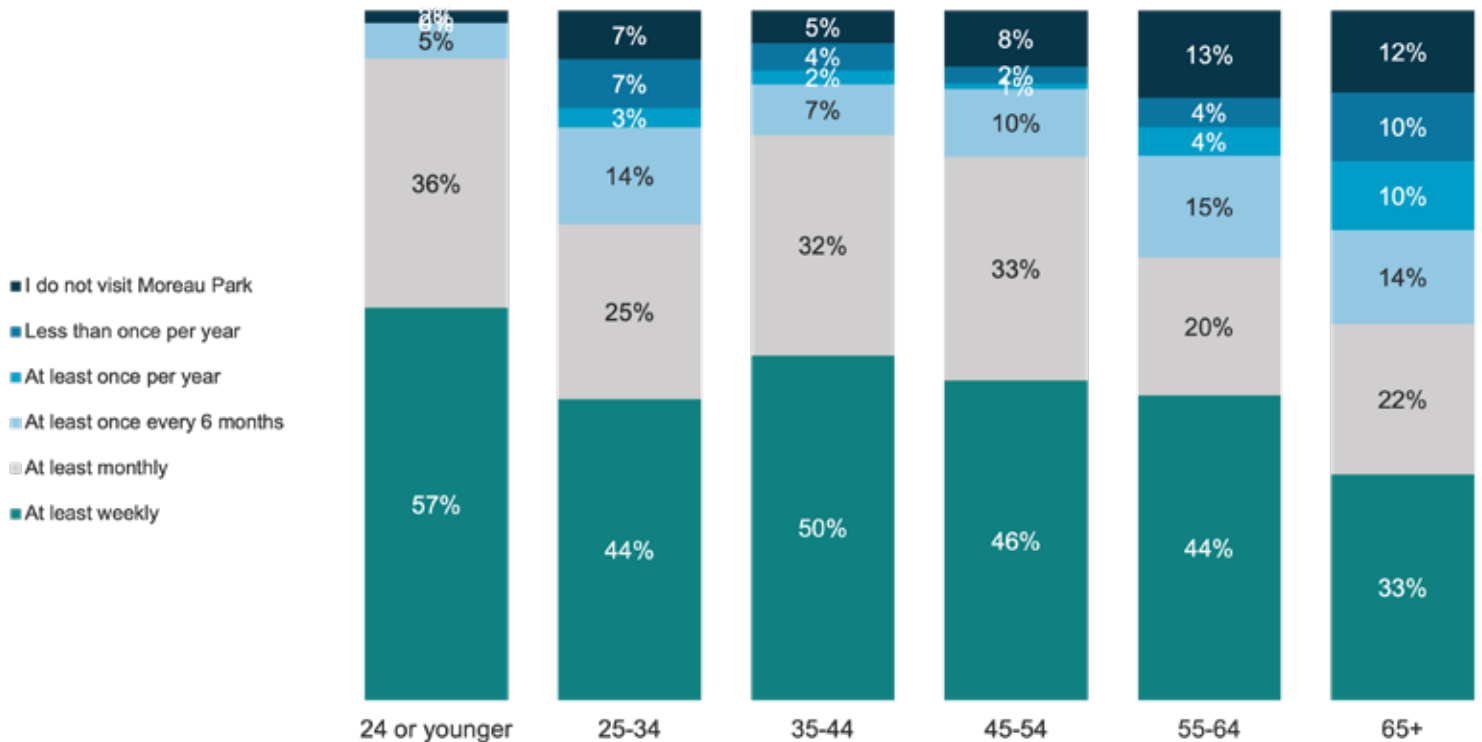
3 Appendix 3 - Results by Age Range

3.3 Frequency of Visiting Moreau Park

An interesting trend emerged when examining age demographics. Individuals aged 24 years or younger exhibit a higher likelihood of visiting Moreau Park at least weekly compared to the overall visitor population - 57% as opposed to 45%. These findings highlight a potentially distinct engagement pattern among the younger demographic within the park-going community.

Caveat: During our thorough review of the dataset, a notable observation surfaced. It appears that respondents may have provided answers on behalf of themselves and/or their children. Unfortunately, due to this overlap, we cannot distinctly differentiate between individual responses for respondents and those pertaining to their children.

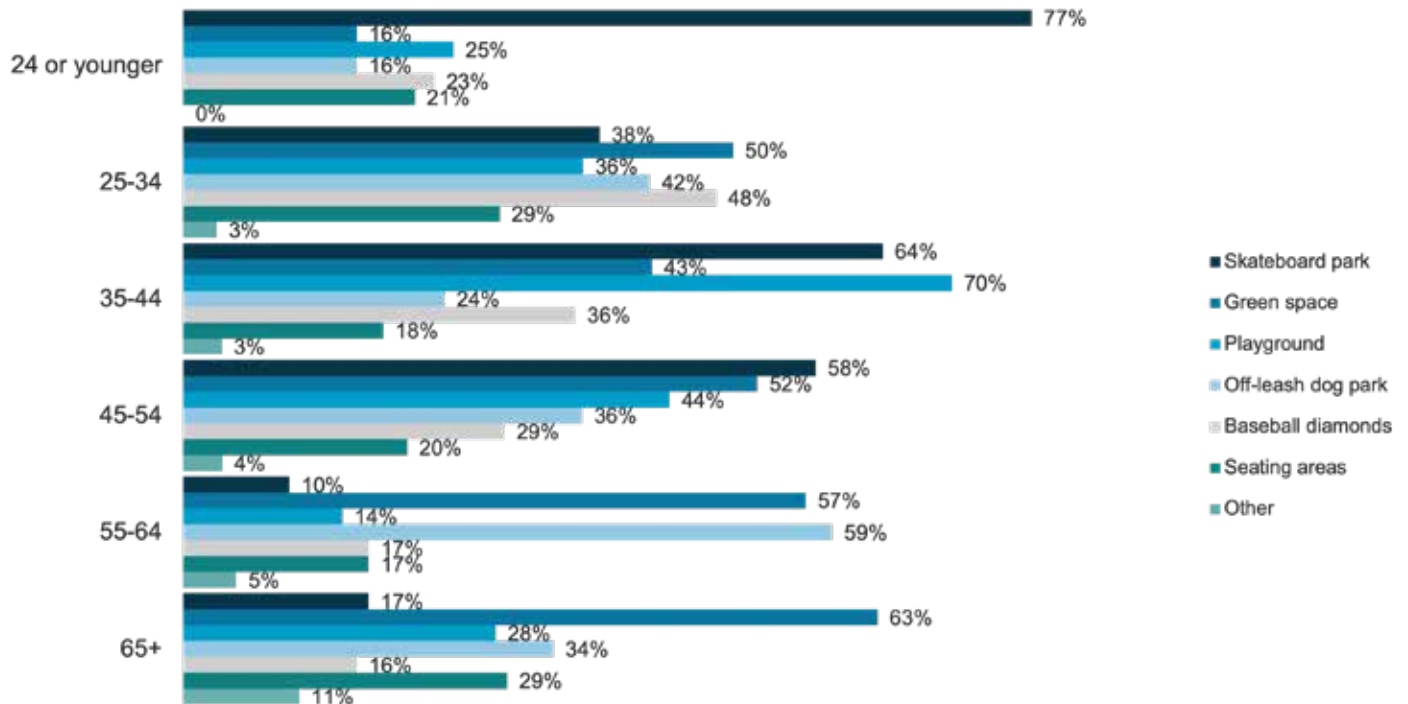
Q: How often do you visit Moreau Park?



3.3 Facilities Currently Used at Moreau Park

A trend emerges among individuals aged 24 years or younger, indicating that the skateboard park stands out as the predominant attraction, significantly drawing this demographic to the park. This insight underscores the substantial appeal and popularity of the skateboard park among the younger age group, contributing to their increased engagement with Moreau Park.

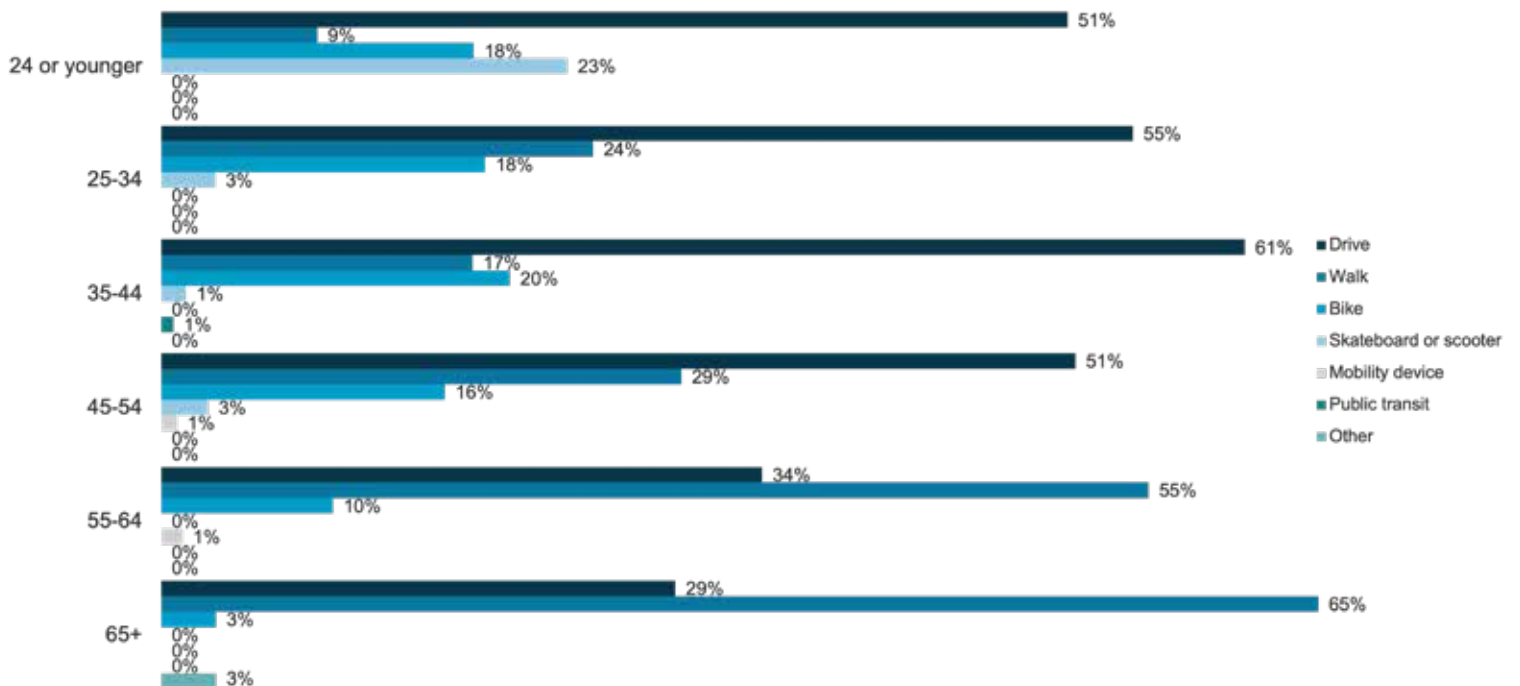
Q: Which Moreau Park facilities do you currently utilize? (Select all that apply)



3.3 Getting to Moreau Park

The preferred modes of transportation exhibit age-related patterns, with driving emerging as the most popular method for individuals under 54 years old. In contrast, walking takes precedence as the primary mode of transportation for those aged 55 and above. These distinct trends in transportation preferences reflect age-related variations among park visitors.

Q: How do you or your family get to Moreau Park? (Select the most frequently used method)



3.3 Rating Experiences with Moreau Park

There is a notable distinction in perceptions between respondents aged 24 or younger and visitors overall. A higher proportion of those aged 24 or younger agree that the park is overused, with 14%, compared to only 4% among the overall visitor population. Conversely, individuals in the younger age group are more inclined to agree that the park is accessible, with 75%, in contrast to 55% among visitors overall. These nuanced differences in perceptions shed light on the distinct viewpoints held by the younger demographic within the park-going community.

Q: Based on your experiences with Moreau Park, please rate the following statements.

	24 or younger	25-34	35-44	45-54	55-64	65+	Overall
The park is safe	68%	77%	76%	79%	78%	85%	77%
The park is overused	14%	3%	6%	3%	2%	0%	4%
The park is in a convenient location	86%	91%	90%	95%	89%	91%	90%
The park has sufficient facilities	16%	14%	12%	9%	16%	10%	13%
The space in the park is efficiently used	33%	20%	21%	27%	24%	19%	24%
The park is an enjoyable place to visit	79%	63%	77%	71%	72%	73%	73%
The park is accessible	75%	61%	46%	52%	49%	59%	55%



3.3 Deterrents to Visiting Moreau Park

For individuals aged 24 or younger, the primary deterrents to visiting the park are notably lack of maintenance (34%), followed closely by the absence of facilities/amenities (33%), and a deficiency in activities (31%). These insights provide valuable context into the specific concerns and priorities of the younger demographic, offering targeted areas for improvement in park amenities and services.

**Q: What, if anything, deters you from visiting Moreau Park at all or more frequently?
(Select all that apply)**

	24 or younger	25-34	35-44	45-54	55-64	65+	Overall
None of the above - Nothing deters my visiting	16%	13%	16%	16%	31%	40%	24%
Accessibility	9%	7%	3%	6%	6%	4%	5%
Safety	22%	7%	1%	2%	2%	1%	4%
Proximity	7%	4%	10%	6%	6%	5%	7%
Lack of parking	12%	11%	10%	7%	3%	5%	7%
Lack of transportation options	0%	0%	0%	0%	3%	1%	1%
Lack of facilities/amenities	33%	56%	50%	48%	43%	40%	44%
Lack of maintenance	34%	8%	9%	7%	6%	3%	10%
Lack of shelter	29%	24%	30%	20%	23%	25%	25%
Lack of cleanliness	17%	4%	3%	3%	2%	0%	4%
Lack of activities	31%	51%	47%	42%	21%	24%	36%
Other	21%	8%	8%	15%	17%	21%	15%



3.3 Importance of Facilities from the “Kindness at Play” Initiative in the Redevelopment Plan

In evaluating the facilities from the “Kindness at Play” initiative potentially included in the redevelopment plan, respondents aged 24 or younger showcase distinctive preferences compared to the overall respondent pool. Notably, a higher proportion of younger respondents (83%) prioritize an updated skateboard park for all ages and abilities, compared to 62% among respondents overall. Interestingly, the preferences of younger respondents lean less favourably towards the asphalt bike park pump track, the paved walking path, and the sensory garden. These nuanced distinctions in preferences provide valuable insights for tailoring the redevelopment plan to meet the specific desires of the younger demographic.

Q: Please rate each of the facilities included in the “Kindness at Play” initiative based on the level of importance you would place on including them in the redevelopment plan.

	24 or younger	25-34	35-44	45-54	55-64	65+	Overall
Updated skateboard park for all ages and abilities	83%	54%	67%	69%	49%	55%	62%
Asphalt bike park pump track	40%	61%	76%	67%	29%	38%	54%
Year-round paved walking path	40%	58%	48%	57%	71%	63%	56%
Sensory garden	21%	30%	36%	28%	40%	46%	34%
Updated, accessible playground equipment	63%	63%	79%	78%	83%	80%	75%



3.3 Importance of Features and Amenities in Redevelopment Plan

As Moreau Park undergoes redevelopment, the preferences of those aged 24 or younger highlight specific features and amenities they consider most beneficial. Rated as important or very important, the top priorities among this demographic include sheltered areas (86%), a drinking water fountain (86%), and fully-serviced washrooms (83%). These insights provide valuable guidance for tailoring the redevelopment plan to better suit the needs and preferences of the younger age group.

Q: Moreau Park’s redevelopment will include a number of features and amenities. Please rate each of the following on how beneficial you feel they would be.

	24 or younger	25-34	35-44	45-54	55-64	65+	Overall
Naturalized plantings / shade trees	74%	81%	85%	81%	91%	93%	85%
Sheltered areas	86%	75%	82%	78%	82%	81%	79%
Public art / sculptures	33%	30%	31%	33%	40%	29%	32%
Lighting	81%	68%	71%	78%	79%	75%	74%
Drinking water fountain	86%	79%	86%	77%	79%	75%	80%
Interpretive signage	31%	21%	26%	27%	23%	33%	27%
Fully-serviced washrooms	83%	73%	86%	82%	92%	90%	85%



3.3 Importance of Facilities from Leisure Activity Plan & Resident Satisfaction Survey in the Redevelopment Plan

Drawing from insights in the Town’s Leisure Activity Plan and Resident Satisfaction Survey, younger respondents (aged 24 or younger) identify key facilities deemed crucial for inclusion in the redevelopment plan. Rated as important or very important, the top priorities among this demographic include basketball courts/ball hockey surface (49%), a seasonal ice skating path/rink (45%), and beach/grass volleyball courts (45%). These preferences provide valuable guidance for aligning the redevelopment plan with the recreational desires of the younger age group.

Q: The following facilities have been identified through the Town’s Leisure Activity Plan and Resident Satisfaction Survey. Please rate each in terms of their importance to you in their inclusion in the redevelopment plan.

	24 or younger	25-34	35-44	45-54	55-64	65+	Overall
Dog park with separate areas for small dogs and large dogs	33%	37%	28%	27%	50%	35%	34%
Basketball courts/ball hockey surface	49%	54%	53%	71%	49%	43%	54%
Pickleball courts	7%	21%	18%	28%	37%	28%	24%
Tennis courts	17%	15%	21%	27%	20%	18%	20%
Outdoor pool	28%	34%	48%	38%	33%	32%	37%
Splash pad	11%	45%	66%	50%	60%	65%	53%
Seasonal ice skating path/rink	45%	66%	58%	58%	59%	51%	56%
Toboggan hill	32%	34%	48%	35%	24%	27%	34%
Amphitheater/performance space	18%	27%	28%	31%	43%	40%	31%
Beach/grass volleyball courts	45%	30%	29%	33%	24%	20%	29%
Resurfacing of the baseball diamonds	29%	42%	32%	36%	33%	41%	35%



3.3 Add / Take Away from the Existing Facilities' Current Space

In the consideration of incorporating new features/facilities into Moreau Park, respondents were surveyed regarding their willingness to modify existing spaces. A distinct trend among those aged 24 or younger is evident when compared to respondents overall. Specifically, this age group is notably more inclined to allocate more space to the skateboard park (81% compared to 36%) and to parking (48% compared to 28%). These findings highlight the differing perspectives and priorities of the younger demographic, providing valuable input for potential adjustments in the park's layout.

Q: Considering the possible added features/facilities you want to see added from the previous two questions, indicate whether you would add to or take away from the existing facilities' current space.

		24 or younger	25-34	35-44	45-54	55-64	65+	Overall
Baseball diamonds	Less space	42%	40%	49%	49%	45%	41%	44%
	Same amount of space	47%	50%	43%	48%	49%	54%	49%
	More space	11%	10%	8%	2%	7%	5%	7%
Off-leash dog park	Less space	13%	19%	31%	26%	7%	13%	21%
	Same amount of space	64%	58%	61%	60%	67%	79%	64%
	More space	23%	23%	8%	13%	26%	8%	15%
Skateboard park	Less space	4%	15%	12%	7%	10%	5%	10%
	Same amount of space	16%	62%	50%	49%	70%	70%	54%
	More space	81%	23%	38%	45%	20%	25%	36%
Playground	Less space	11%	7%	1%	3%	1%	1%	3%
	Same amount of space	59%	51%	48%	57%	58%	47%	52%
	More space	30%	41%	51%	41%	41%	52%	45%
Green space	Less space	29%	30%	30%	19%	11%	11%	22%
	Same amount of space	55%	49%	54%	61%	51%	58%	54%
	More space	16%	21%	16%	19%	38%	31%	24%
Parking	Less space	7%	10%	9%	8%	9%	11%	9%
	Same amount of space	45%	56%	63%	72%	71%	58%	63%
	More space	48%	34%	28%	20%	20%	31%	28%



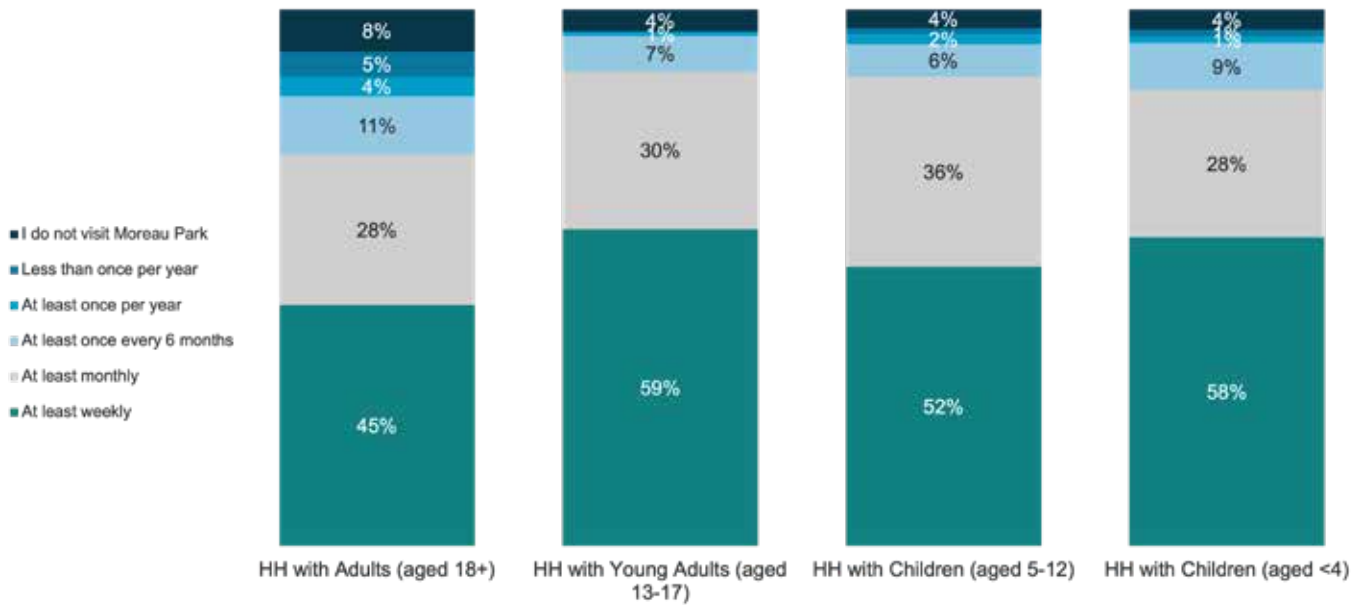
3 Appendix 4 - Results by Household Composition

3.4 Frequency of Visiting Moreau Park

Members of households with young adults (aged 13-17) and those with children aged 4 and younger exhibit a higher inclination to visit Moreau Park at least weekly, standing at 59% and 58%, respectively, compared to the overall rate of 45%.

Caveat: It is important to note a significant challenge in our analysis – we cannot definitively discern whether parents are responding based on their own preferences, their perception of what their children would prefer, or a combination of both. Additionally, some responding parents may have children spanning all three age categories.

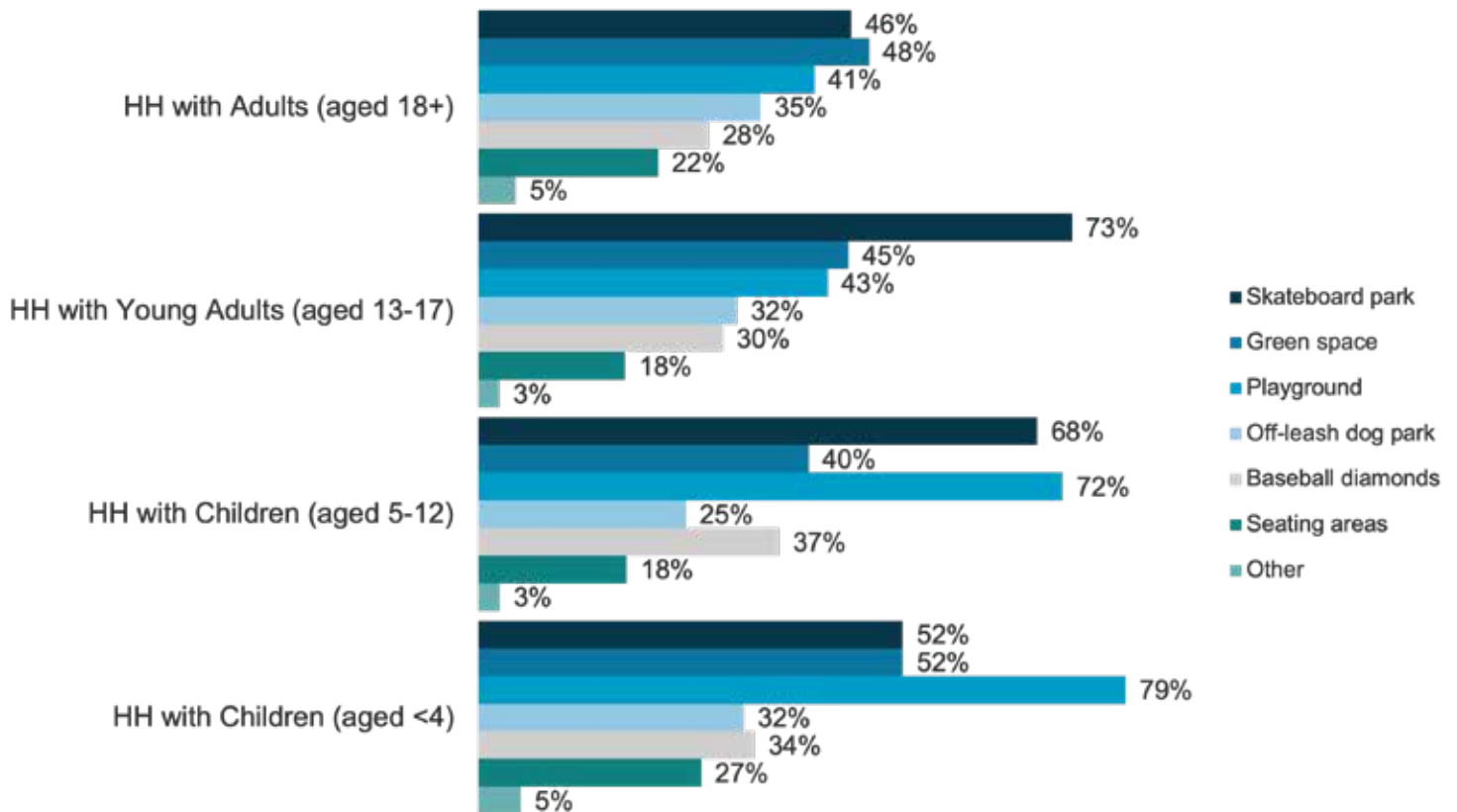
Q: How often do you visit Moreau Park?



3.4 Facilities Currently Used at Moreau Park

As expected, the utilization patterns of the playground and skateboard park are closely aligned with the age distribution of children and young adults within households. This logical correlation reflects a natural connection between the amenities provided at Moreau Park and the recreational preferences of individuals in varying age groups within those households.

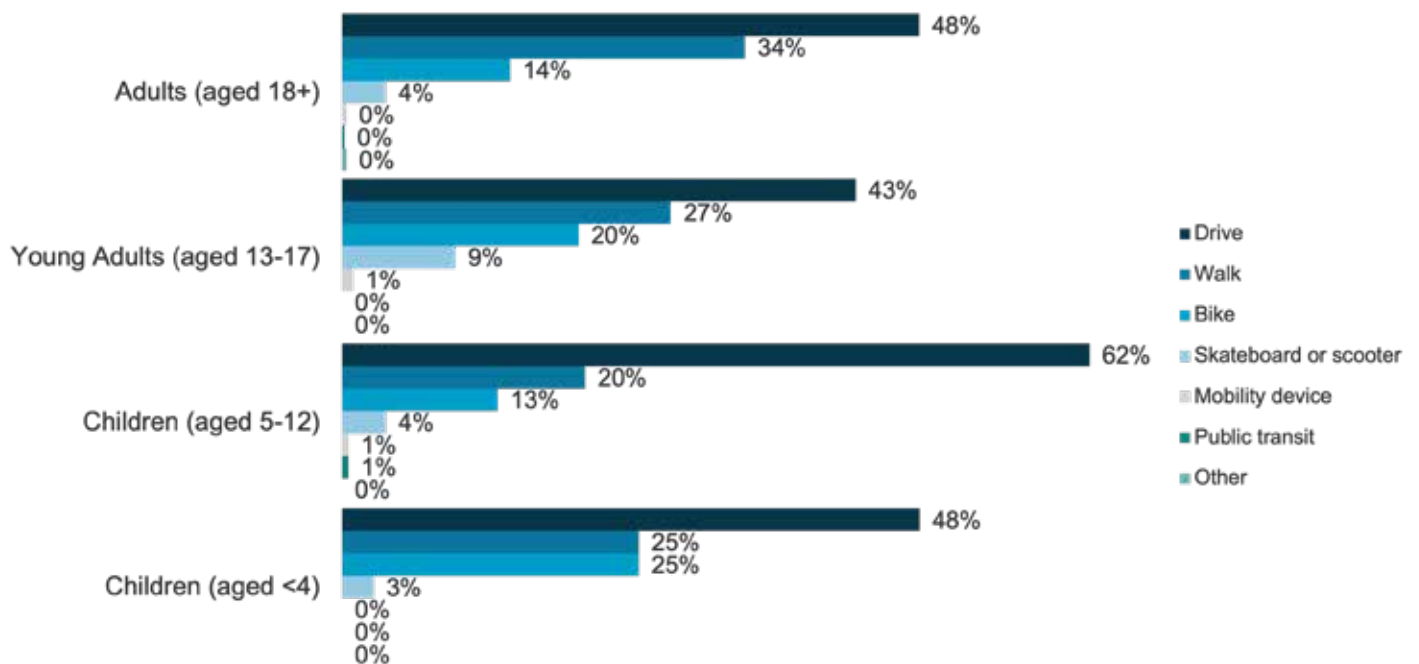
Q: Which Moreau Park facilities do you currently utilize? (Select all that apply)



3.4 Getting to Moreau Park

The predominant mode of transportation to reach Moreau Park is driving across all age groups. This trend is particularly pronounced for children aged 5-12, indicating a strong implication that their parents or guardians are the ones predominantly responsible for driving them to the park. This insight underscores the reliance on vehicular transport for families with younger children accessing the park.

Q: How do you or your family get to Moreau Park? (Select the most frequently used method)



3.4 Rating Experiences with Moreau Park

Individuals with younger children (aged 4 or younger) in their households exhibit a lower inclination to agree that Moreau Park is accessible, with only 42%, in contrast to the overall agreement rate of 55% among respondents. This discrepancy suggests differing perceptions of accessibility based on the presence of younger children in respondent households.

Q: Based on your experiences with Moreau Park, please rate the following statements.

	HH with Adults (aged 18+)	HH with Young Adults (aged 13-17)	HH with Children (aged 5-12)	HH with Children (aged <4)	Overall
The park is safe	78%	84%	75%	74%	77%
The park is overused	4%	6%	5%	5%	4%
The park is in a convenient location	91%	94%	90%	94%	90%
The park has sufficient facilities	12%	10%	11%	13%	13%
The space in the park is efficiently used	24%	28%	27%	18%	24%
The park is an enjoyable place to visit	73%	78%	76%	73%	73%
The park is accessible	54%	56%	50%	42%	55%



3.4 Deterrents to Visiting Moreau Park

While the deterrents to visiting the park among households with children of various ages align broadly with the overall results, a noteworthy distinction emerges. A significantly higher proportion of respondents with children aged 4 years or younger express concern about the lack of activities at the park. This emphasizes a specific area of concern within this demographic, suggesting that addressing the availability of activities could be a key focus for enhancing the park experience for families with very young children.

**Q: What, if anything, deters you from visiting Moreau Park at all or more frequently?
(Select all that apply)**

	HH with Adults (aged 18+)	HH with Young Adults (aged 13-17)	HH with Children (aged 5-12)	HH with Children (aged <4)	Overall
None of the above - Nothing deters my visiting	22%	18%	18%	15%	24%
Accessibility	5%	4%	5%	11%	5%
Safety	4%	5%	3%	4%	4%
Proximity	7%	6%	7%	9%	7%
Lack of parking	8%	6%	9%	6%	7%
Lack of transportation options	1%	0%	0%	0%	1%
Lack of facilities/amenities	46%	44%	49%	50%	44%
Lack of maintenance	9%	12%	12%	9%	10%
Lack of shelter	25%	23%	29%	33%	25%
Lack of cleanliness	4%	7%	7%	3%	4%
Lack of activities	37%	36%	41%	59%	36%
Other	15%	16%	14%	10%	15%



3.4 Importance of Facilities from the “Kindness at Play” Initiative in the Redevelopment Plan

The analysis of the “Kindness at Play” initiative, particularly regarding its potential inclusion in the redevelopment plan, reveals nuanced perspectives based on the age of children in respondent households.

Updating the skateboard park for all ages and abilities is deemed most important by more respondents with young adults aged 13-17 in their household, with 75% rating it as important or very important compared to 62% overall. The significance of this update diminishes as the age of the children in the household decreases.

Q: Please rate each of the facilities included in the “Kindness at Play” initiative based on the level of importance you would place on including them in the redevelopment plan.

	HH with Adults (aged 18+)	HH with Young Adults (aged 13-17)	HH with Children (aged 5-12)	HH with Children (aged <4)	Overall
Updated skateboard park for all ages and abilities	62%	75%	69%	65%	62%
Asphalt bike park pump track	54%	65%	70%	65%	54%
Year-round paved walking path	56%	51%	46%	46%	56%
Sensory garden	34%	24%	29%	35%	34%
Updated, accessible playground equipment	76%	74%	81%	83%	75%



3.4 Importance of Features and Amenities in Redevelopment Plan

As Moreau Park undergoes redevelopment, an intriguing distinction arises among respondents with young adults in their households. A higher proportion of this group, accounting for 80%, rates lighting as important or very important, in comparison to 74% among respondents overall. This nuanced difference suggests that individuals with young adults in their households may place a heightened emphasis on the significance of adequate lighting within the park.

Q: Moreau Park’s redevelopment will include a number of features and amenities. Please rate each of the following on how beneficial you feel they would be.

	HH with Adults (aged 18+)	HH with Young Adults (aged 13-17)	HH with Children (aged 5-12)	HH with Children (aged <4)	Overall
Naturalized plantings / shade trees	85%	82%	84%	86%	85%
Sheltered areas	80%	83%	79%	85%	79%
Public art / sculptures	32%	28%	27%	34%	32%
Lighting	74%	80%	69%	62%	74%
Drinking water fountain	81%	79%	85%	78%	80%
Interpretive signage	27%	25%	24%	24%	27%
Fully-serviced washrooms	85%	82%	86%	76%	85%



3.4 Importance of Facilities from Leisure Activity Plan & Resident Satisfaction Survey in the Redevelopment Plan

The Town’s Leisure Activity Plan and Resident Satisfaction Survey have identified various facilities for potential inclusion in the redevelopment plan. The significance of basketball courts/ball hockey surfaces and beach/grass volleyball courts increases in tandem with the age of children in the household. This trend reflects an evolving preference for recreational facilities aligning with the varying age groups of children. Furthermore, the importance of splash pads diverges based on the age of children in the household:

- Among households with children aged 4 or younger, 72% rate splash pads as important or very important.
- In households with children aged 5-12 years, this figure is slightly lower at 62%.
- For households with young adults, the importance of splash pads diminishes, with only 40% rating them as important or very important.

Q: The following facilities have been identified through the Town’s Leisure Activity Plan and Resident Satisfaction Survey. Please rate each in terms of their importance to you in their inclusion in the redevelopment plan.

	HH with Adults (aged 18+)	HH with Young Adults (aged 13-17)	HH with Children (aged 5-12)	HH with Children (aged <4)	Overall
Dog park with separate areas for small dogs and large dogs	34%	24%	27%	26%	34%
Basketball courts/ball hockey surface	54%	68%	63%	51%	54%
Pickleball courts	24%	23%	20%	15%	24%
Tennis courts	20%	26%	24%	16%	20%
Outdoor pool	37%	39%	54%	44%	37%
Splash pad	54%	40%	62%	72%	53%
Seasonal ice skating path/rink	56%	60%	64%	56%	56%
Toboggan hill	34%	38%	48%	42%	34%
Amphitheater/performance space	32%	26%	29%	29%	31%
Beach/grass volleyball courts	29%	43%	34%	26%	29%
Resurfacing of the baseball diamonds	35%	35%	36%	31%	35%



3.4 Add / Take Away from the Existing Facilities' Current Space

To facilitate the addition of new features/facilities to Moreau Park, respondents were queried about their preferences for altering current spaces occupied by existing facilities.

A notable distinction arises among households with young adults, where 50% express a desire for more space dedicated to the skateboard park, compared to 41% for households with children aged 5-12 and 36% overall.

Q: Considering the possible added features/facilities you want to see added from the previous two questions, indicate whether you would add to or take away from the existing facilities' current space.

		HH with Adults (aged 18+)	HH with Young Adults (aged 13-17)	HH with Children (aged 5-12)	HH with Children (aged <4)	Overall
Baseball diamonds	Less space	45%	47%	45%	53%	44%
	Same amount of space	49%	48%	48%	43%	49%
	More space	6%	5%	8%	4%	7%
Off-leash dog park	Less space	21%	28%	28%	27%	21%
	Same amount of space	65%	60%	61%	64%	64%
	More space	15%	12%	11%	9%	15%
Skateboard park	Less space	9%	6%	10%	14%	10%
	Same amount of space	54%	44%	50%	58%	54%
	More space	37%	50%	41%	28%	36%
Playground	Less space	3%	2%	2%	1%	3%
	Same amount of space	52%	61%	47%	36%	52%
	More space	45%	37%	51%	63%	45%
Green space	Less space	22%	27%	27%	35%	22%
	Same amount of space	55%	57%	55%	47%	54%
	More space	23%	16%	17%	18%	24%
Parking	Less space	9%	9%	7%	14%	9%
	Same amount of space	62%	65%	62%	65%	63%
	More space	28%	26%	31%	21%	28%

