



RICHMOND KNOB HILL COMMUNITY ENGAGEMENT SURVEY RESULTS

June 20, 2019

**Stone —
Olafson**



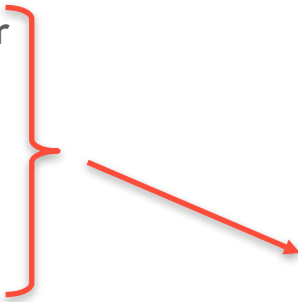
BACKGROUND & PURPOSE

To better understand the expectations, needs and concerns of residents, the Richmond Knob Hill Community Association conducted a community engagement study in February to April 2019.



APPROACH

Online Survey (February 21st - April 8th)

- Notifications via Community Newsletter
 - Survey Link added to Community Website
 - Bold Signs within the Community
 - Postcards delivered to resident homes
- 

Yielding ... 221 completed interviews.
A survey sample of this size (n=221) represents 6% of the total community population eligible to complete the survey 3,665 (The City of Calgary 2014 Civic Census).

A fairly typical response rate.

The story on one page



Richmond Knob Hill is a community that's currently experiencing substantial change. While this comes with benefits, it's not without growing pains.

Residents clearly appreciate living in Richmond Knob Hill.

They value the location of their community, along with its amenities and surroundings, and generally agree they've made a good decision to live in Richmond Knob Hill.

Interaction among residents is high, with most regularly waving at their neighbours, and many stopping to talk with them, and/or doing favours for them. Also, they're generally confident their neighbours would help them if they needed something.

However, they have notable concerns about construction and traffic.

Given the high volume of development, construction topped the list of residents' concerns.

Traffic-related issues are also a worry, likely intensified by ongoing densification.

Residents are looking to the RKHCA to advocate on their behalf.

Community members agree that the RKHCA plays an important role, and that the Association is relevant to them and their families.

While receiving high marks for managing and maintaining community facilities, above all other responsibilities, residents would like to see the Association improve on advocating community needs to City Hall.

The survey results provide valuable insights on how residents perceive both the Richmond Knob Hill community and its Association. The findings will serve as a useful base-line to track changes over time, including reaction to future initiatives.

Like most community associations, you're a small group of dedicated individuals who are spread thinly across the various roles and responsibilities of running an association. How do you move forward with these findings?



RECOMMENDATIONS

Engage a new group of volunteers. The survey generated valuable contact information from community residents who want follow-up from the Association. Recognizing that there's always more work to be done than people available to do it, as you reach out to these individuals, look for ways to ensure they are warmly welcomed into the Association, and help them feel a part of something important without overwhelming them!

Create a strong Advocacy Committee. The results indicate a need for the Community Association to enhance its advocacy to City Hall, not surprising given the volume of development within the community.

Residents want to socialize. Prioritize how to move forward with the suggestions for weekly farmers' markets, a community clean-up and adult wine/beer tastings in order to engage more residents.

DETAILED FINDINGS





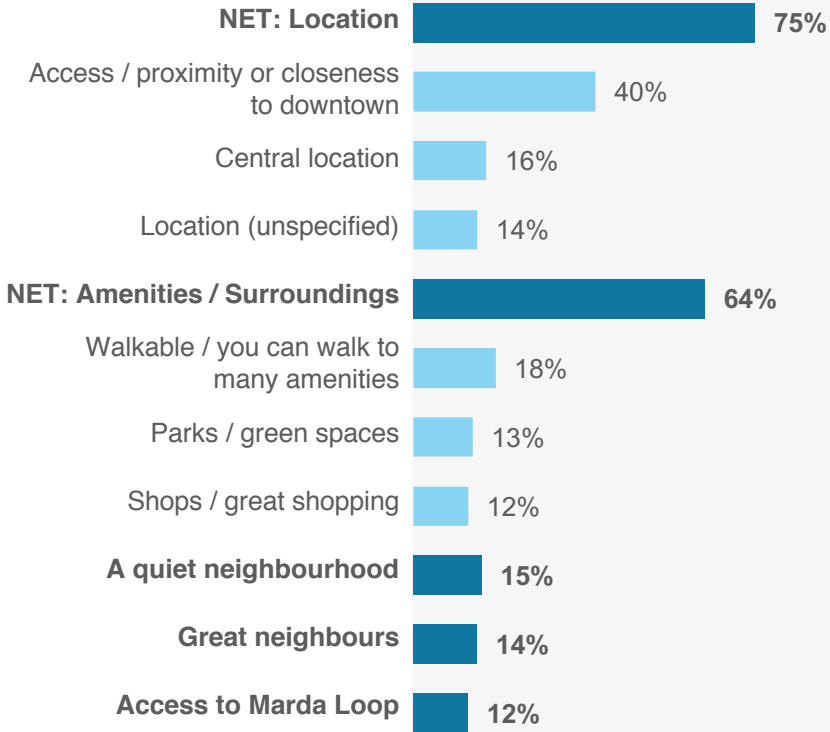
Benefits of Living in Richmond Knob Hill

Location, location, location ...

For three-quarters of respondents, location tops the list of what they like most about living in Richmond Knob Hill.

The amenities and/or the surroundings within the community is a close second.

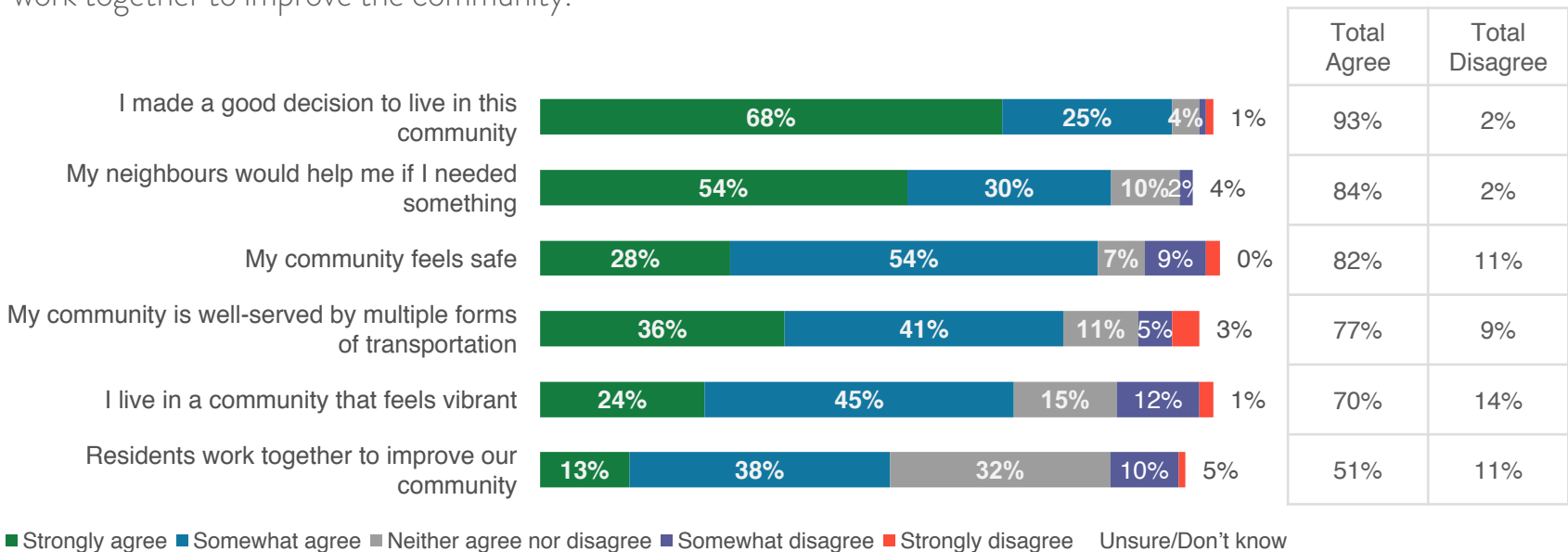
Other reasons for liking Richmond Knob Hill include it being a quiet neighbourhood, having great neighbours, and having access to Marda Loop.



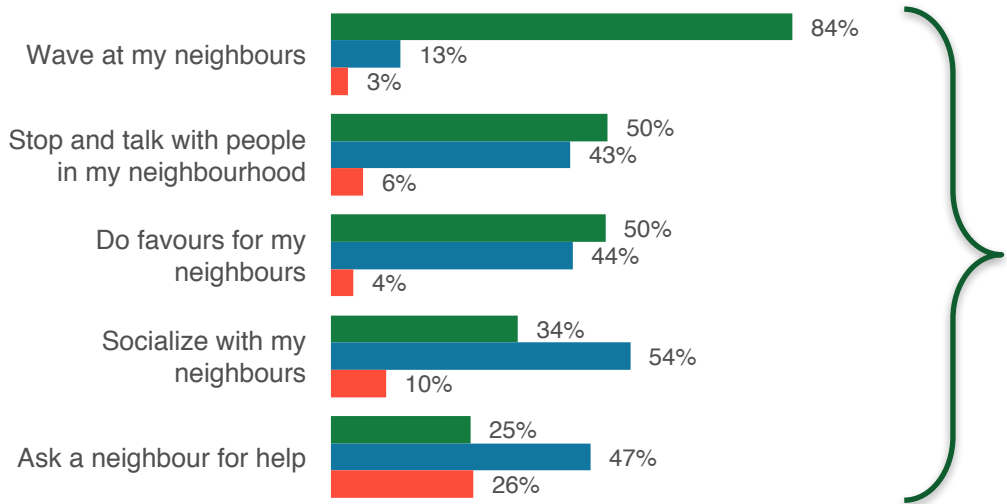
A3. Please tell us what you like most about living in Richmond Knob Hill. (Base n=221) Responses with 5% or higher are presented.

Residents have a generally positive view of their community.

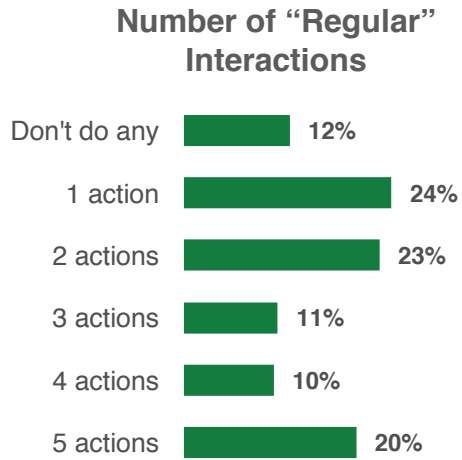
Over two-thirds strongly agree that they made a good decision to live in Richmond Knob Hill, and over one-half are confident that their neighbours would help them if they needed something. To a lesser extent, the community is viewed as vibrant, safe and well-served by multiple forms of transportation. Fewer agree, however, that residents work together to improve the community.



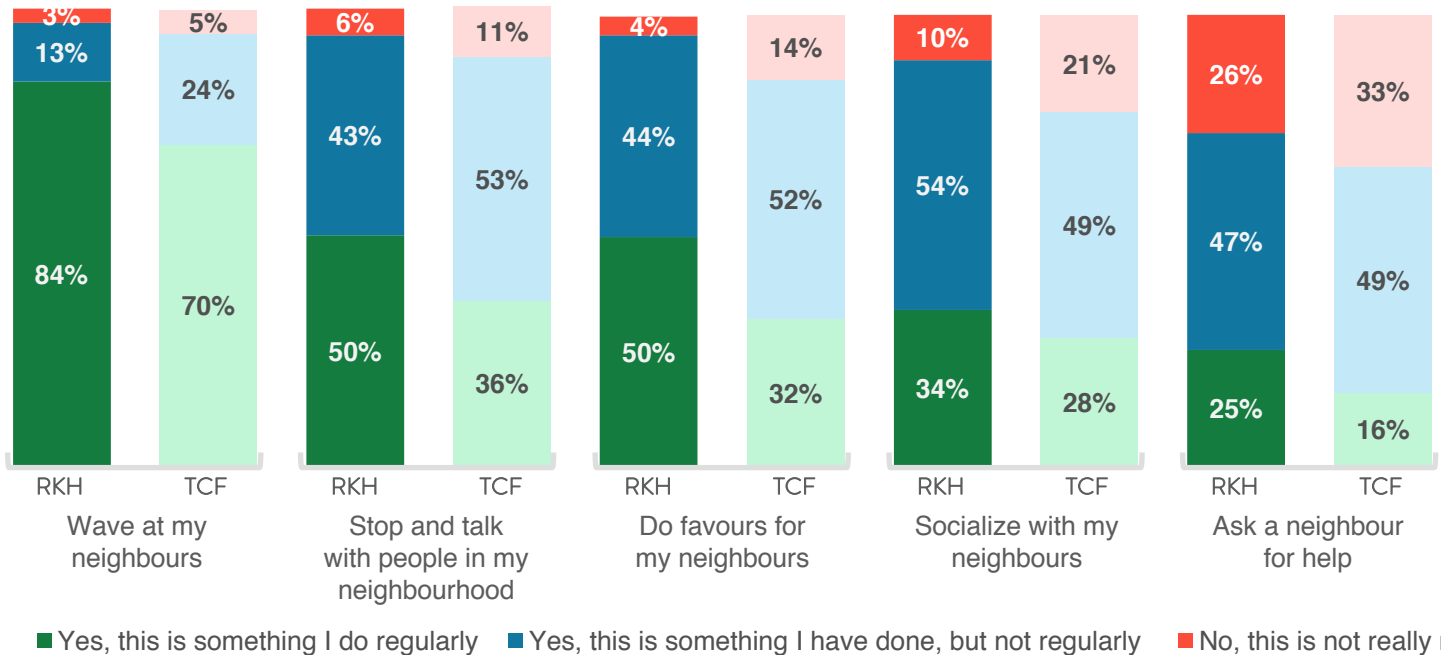
Residents regularly engage with each other.



- Yes, this is something I do regularly
- Yes, this is something I have done, but not regularly
- No, this is not really me



Compared to The Calgary Foundation’s 2016 Belonging Study, the results follow a similar trend, but are more favourable for Richmond Knob Hill.



B5. How frequently do you interact with others in your community in each of the following ways?

(RKH=Richmond Knob Hill, Base n=221; TCF=The Calgary Foundation’s 2016 Belonging Study, SW Communities Only, Base n=276)



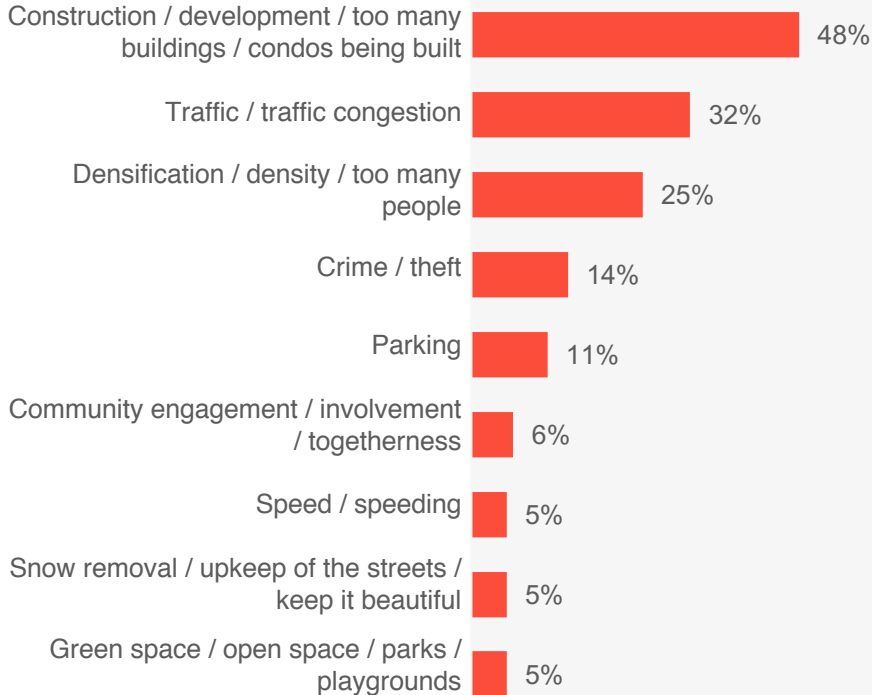
Issues of Concern to Residents

Construction tops the list of issues facing Richmond Knob Hill.

Construction-related concerns were mentioned by almost one-half of those surveyed.

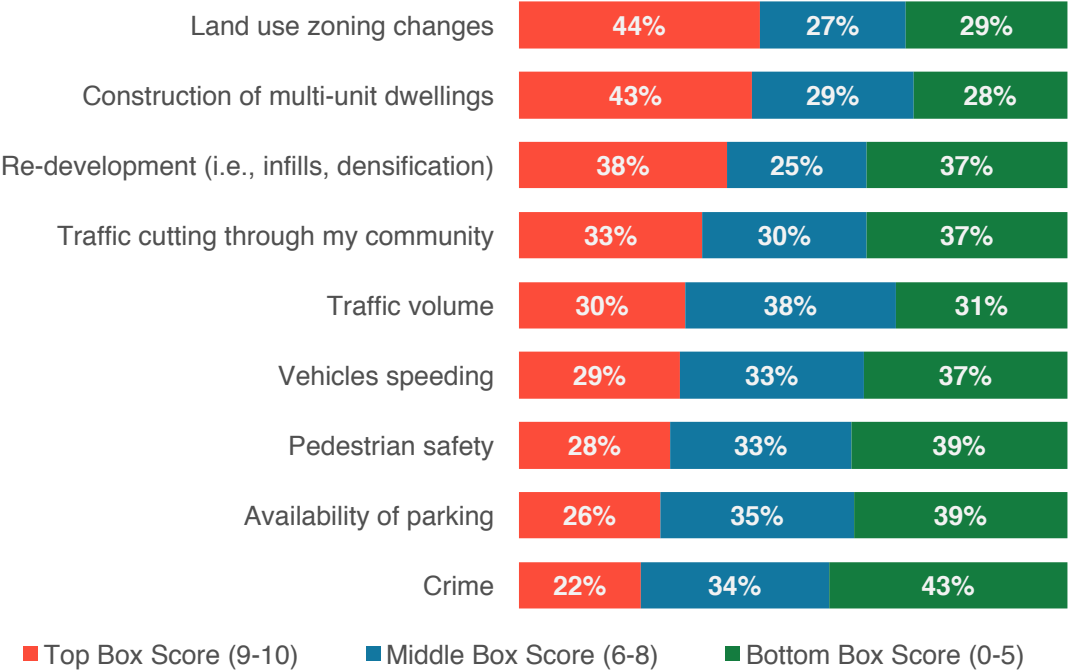
Traffic and traffic congestion was the second most mentioned issue, followed by densification of the community.

According to the 2018 Civic Census, 175 dwellings* were under construction in the community, which represents 35% of all new construction in Ward 8. Clearly the community is experiencing growing pains.



B1. In your opinion, what is the **most important issue** facing your community of Richmond Knob Hill? (Base n=221) Responses with 5% or higher are presented. *A dwelling is defined as a self-contained unit with full cooking, sleeping and sanitary facilities which are not part of an institution.

Development within the community is a concern for residents of Richmond Knob Hill.



When rating their level of concern about various issues within the community, land use zoning changes, construction of multi-unit dwellings and re-development topped the list.

Traffic-related issues were also of concern, although to a lesser degree.

On the positive side, crime was of the least concern to residents.

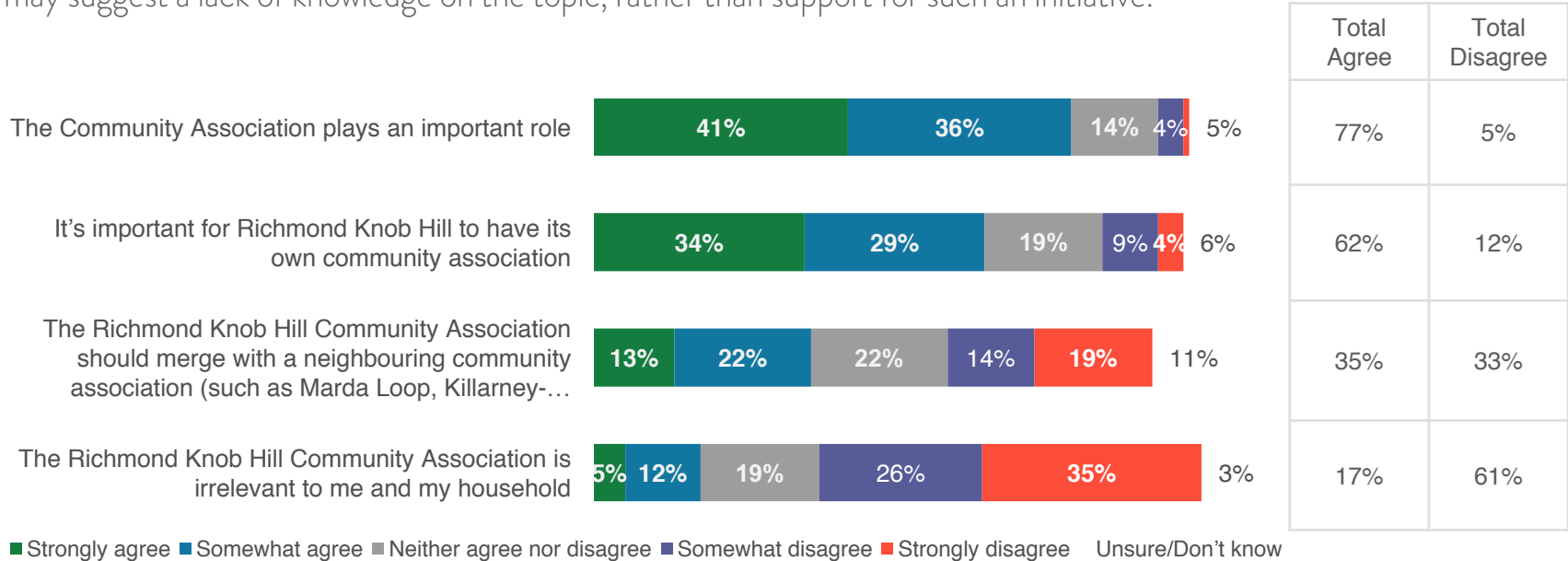
B2. How concerned are you about each of the following within your community? 0=not at all concerned and 10=extremely concerned (Base n=221)



Satisfaction with the Richmond Knob Hill Community Association

The RKHCA is considered important and relevant.

Residents agree that the Community Association plays an important role, and that Richmond Knob Hill should maintain its own community association. Furthermore, they disagree that the RKHCA is irrelevant to them. There was mixed reaction to merging with a neighbouring community association, but in light of the other responses, this may suggest a lack of knowledge on the topic, rather than support for such an initiative.

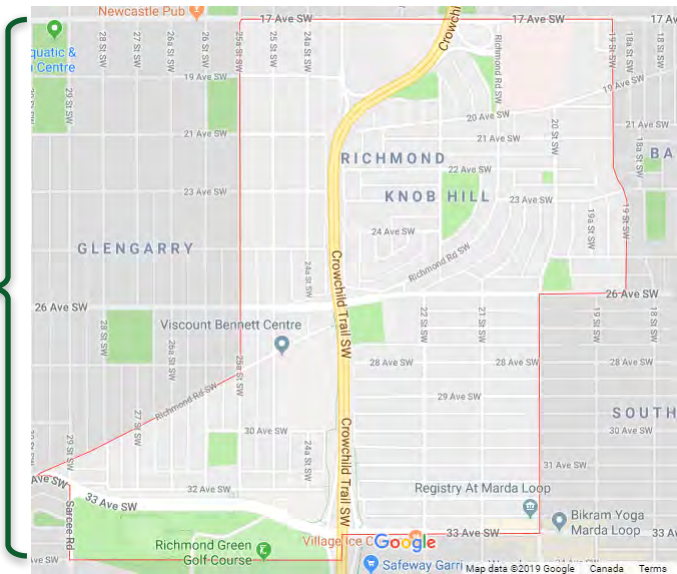


D3. Do you agree or disagree with each of the following statements? (Base n=221)

Further analysis reveals some interesting findings.

The importance of the Community Association varied by location, overall satisfaction with RKHCA and interest in buying a membership.

Those who reside west of Crowchild Trail SW, those who want to be contacted about buying a membership, along with those who are very satisfied with the RKHCA were significantly more likely to agree that the Community Association plays an important role.



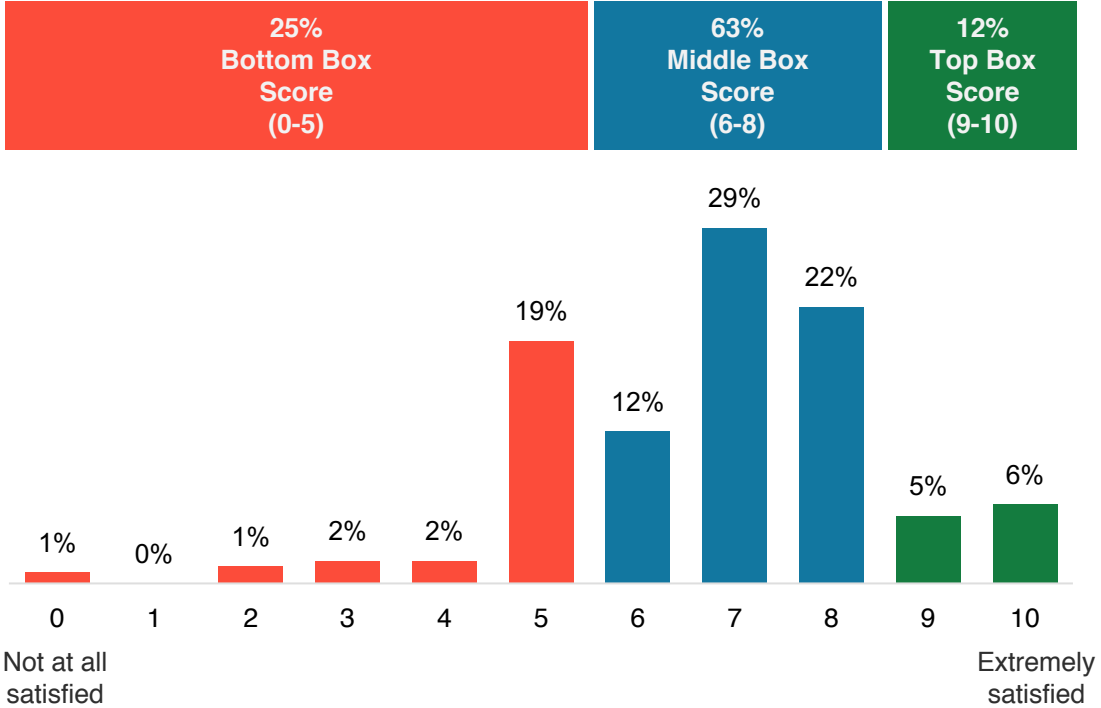
Respondents who reside in the southeast corner of the community may feel less affiliated with the RKHCA.

Specifically, those living east of Crowchild Trail and south of 26 Avenue SW were significantly less likely to agree that Richmond Knob Hill needs its own community association AND more likely to agree that The Richmond Knob Hill Community Association should merge with a neighbouring community association (such as Marda Loop, Killarney-Glengarry, or Bankview).

Those who are more involved with the Community Association are less likely to regard it as “irrelevant.”

Current members, those who want to be contacted about buying a membership, those who have children, and those who are highly satisfied with the RKHCA were significantly less likely to agree that the Community Association is irrelevant.

Overall satisfaction with the RKHCA is moderately high among survey respondents.

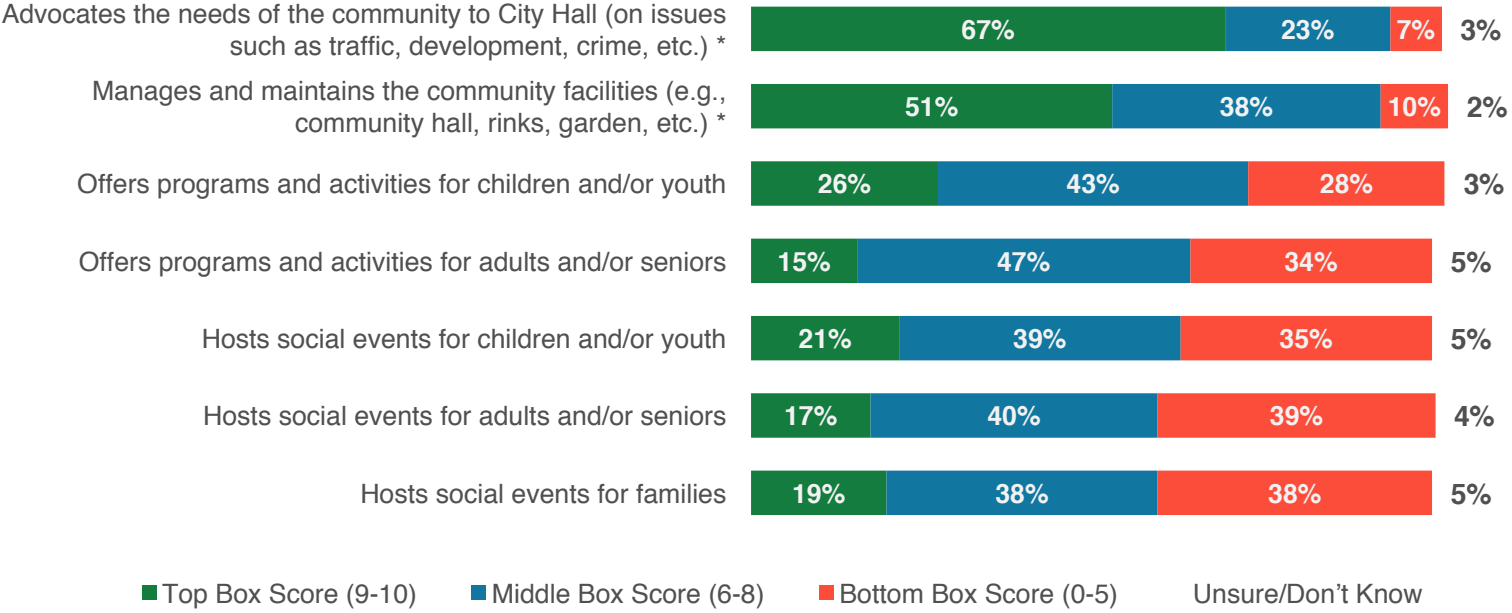


Almost two-thirds rated their overall satisfaction with the Richmond Knob Hill Community Association between a 6 and 8 on a 0-10 point scale. This suggests there is an opportunity for the RKHCA to improve and shift scores into the top box range.

Those who have resided in the community for less than 4 years were more likely to give a rating of “5,” likely reflecting a lack of experience. Otherwise, results didn’t vary by location of residence, membership status, gender, age or children in the home.

D4. Thinking about the Richmond Knob Hill Community Association overall—including facilities, programs and events, advocating to City Hall, and so on—how would you rate your overall satisfaction with the Richmond Knob Hill Community Association? (Base n=221)

Advocating the needs of the community to City Hall, along with managing and maintaining its facilities are considered the most important roles of the RKHCA.

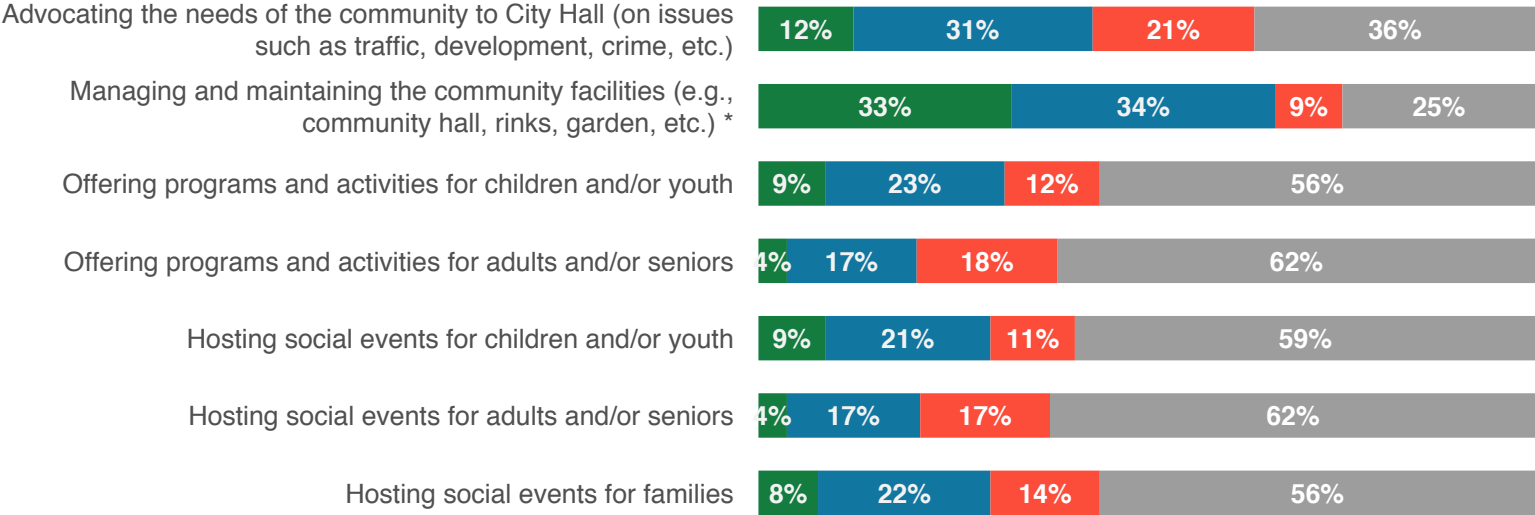


* 58% rated it as a "10"

* 36% rated it as a "10"

D1. Each of the following are different roles and responsibilities of a community association. For each, please indicate how important it is to you that the Richmond Knob Hill Community Association serves this function in the community. (Base n=221)

Satisfaction ratings for these same roles reflect a significant degree of uncertainty among residents.



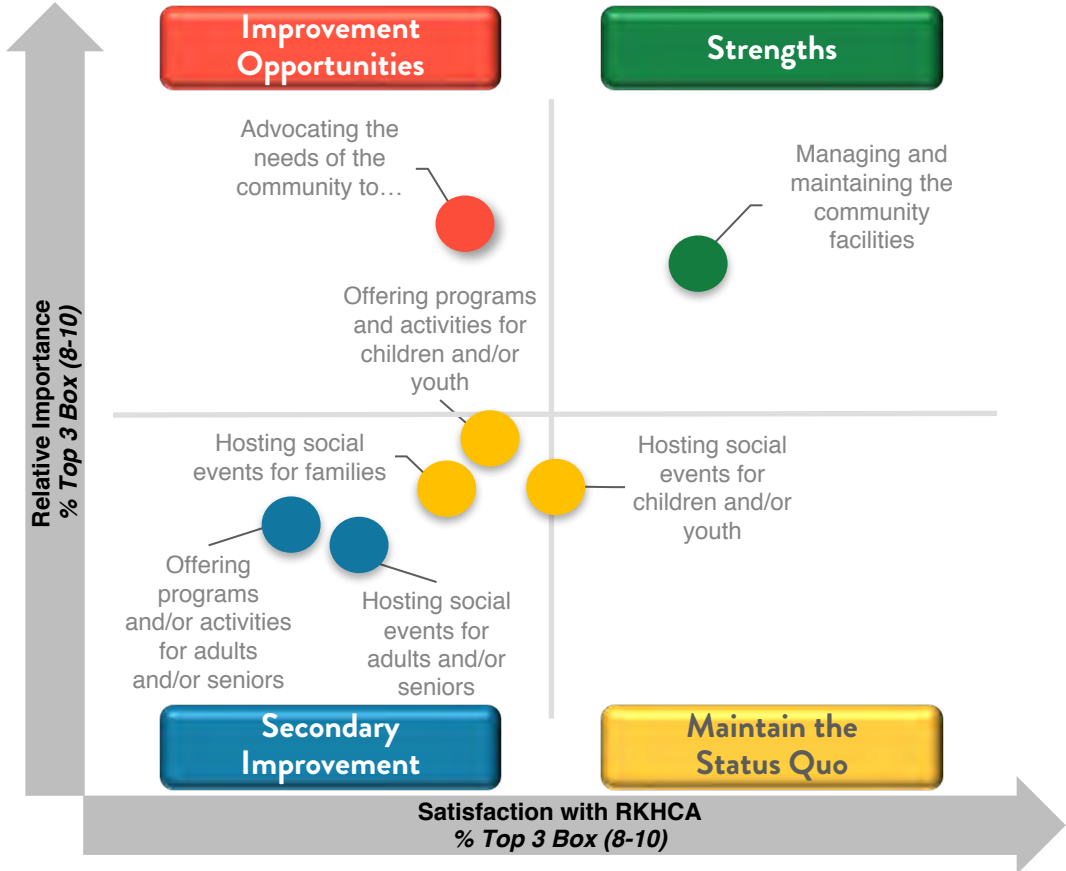
* 24% rated it as a "10"

■ Top Box Score (9-10) ■ Middle Box Score (6-8) ■ Bottom Box Score (0-5) ■ Unsure/Don't Know

D2. Thinking about these same items, how satisfied are you with how well the Richmond Knob Hill Community Association is doing in each of these areas.

(Base n=221)

Opportunity Analysis: Where Importance Exceeds Satisfaction





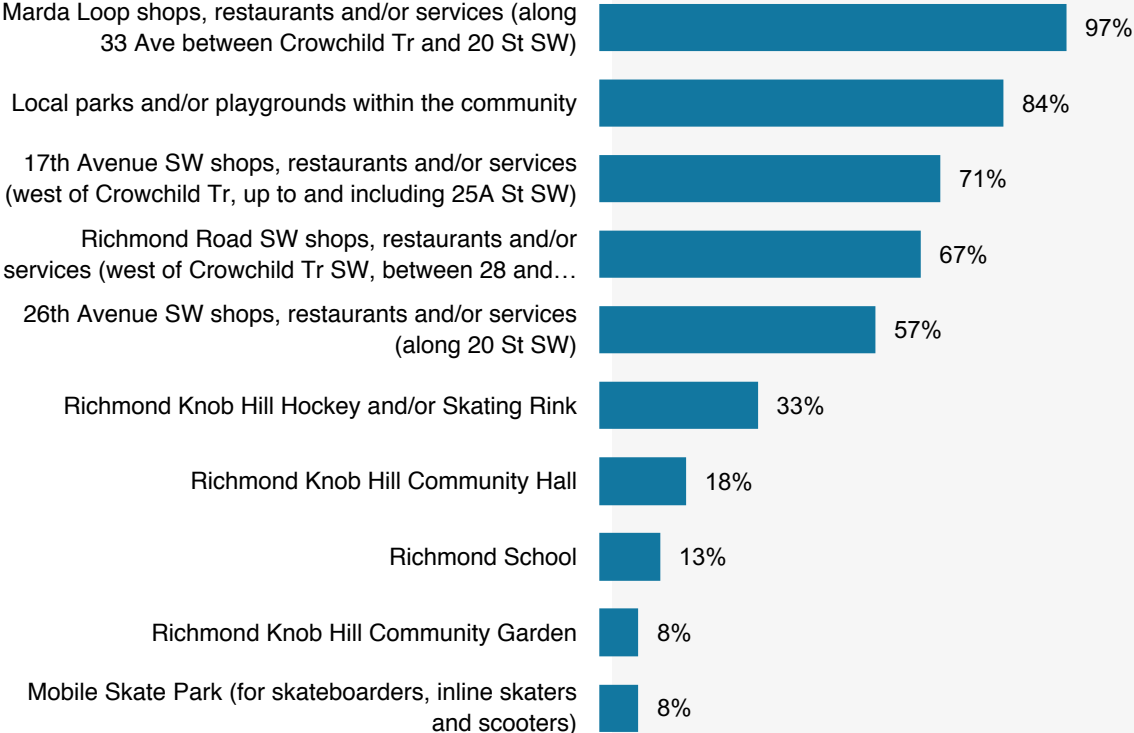
Engagement with Community Amenities and the RKHCA

Usage of local commercial hubs, particularly Marda Loop, along with community parks and/or playgrounds is high.

Not surprisingly, residents with children are significantly more likely to use local parks and/or playgrounds, along with the community rinks, Richmond School and the Mobile Skate Park.

Those with a RKHCA membership are more likely to use the community rinks, hall and garden.

Residents located west of Crowchild Trail are more likely to visit the Richmond Road mall.



C1. How many of the following community-based amenities have you and/or members of your household used in the last 12 months? For seasonal amenities, think about your usage during the months this activity is available. Please select all that apply. (Base n=221)

Usage varied by demographics in the following ways:

By quadrant of residence ...

Community residents who live west of Crowchild Trail SW were significantly more likely to have frequented Richmond Shopping Centre (located west of Crowchild Trail SW, between 28th and 29th Streets), compared to those living elsewhere within Richmond Knob Hill.



By membership status ...

RKHCA current members are significantly more likely to have used the hockey/skating rinks, the community hall and the community garden.

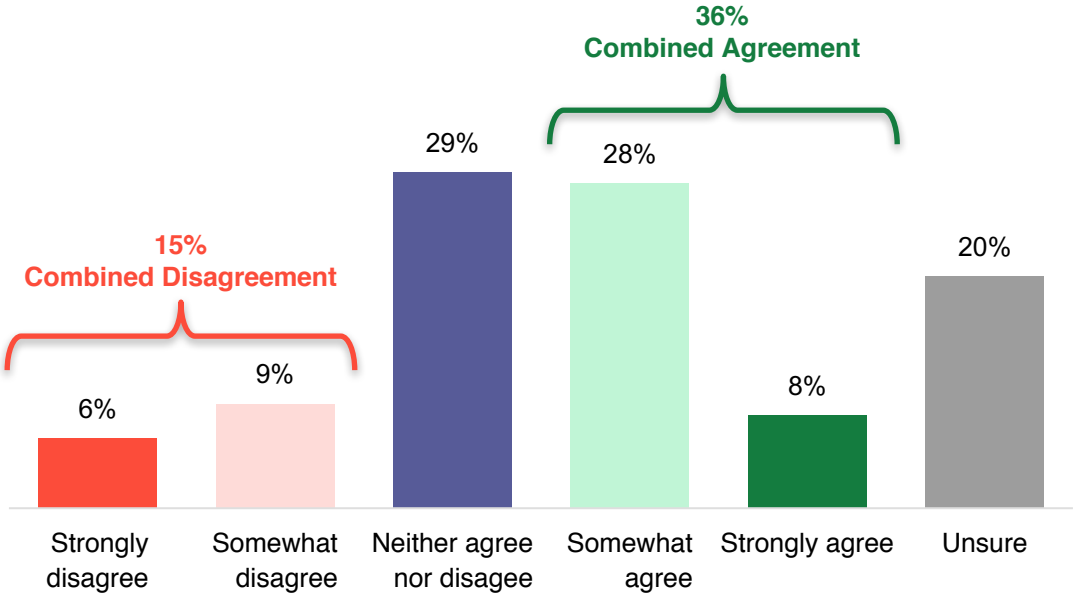


By household composition ...

Those with children are significantly more likely to have used local parks and/or playgrounds, hockey/skating rinks, Richmond School, and the Mobile Skate Park (when in season).



About one-third consider the programs and activities offered by the Association to be appealing.



Almost half neither agreed nor disagreed or were unsure of their opinion, suggesting a lack of experience and/or indifference with the programs and activities offered by the Association.

Those with a RKHCA membership and those with children in their household were more likely to perceive the programs and activities as appealing.

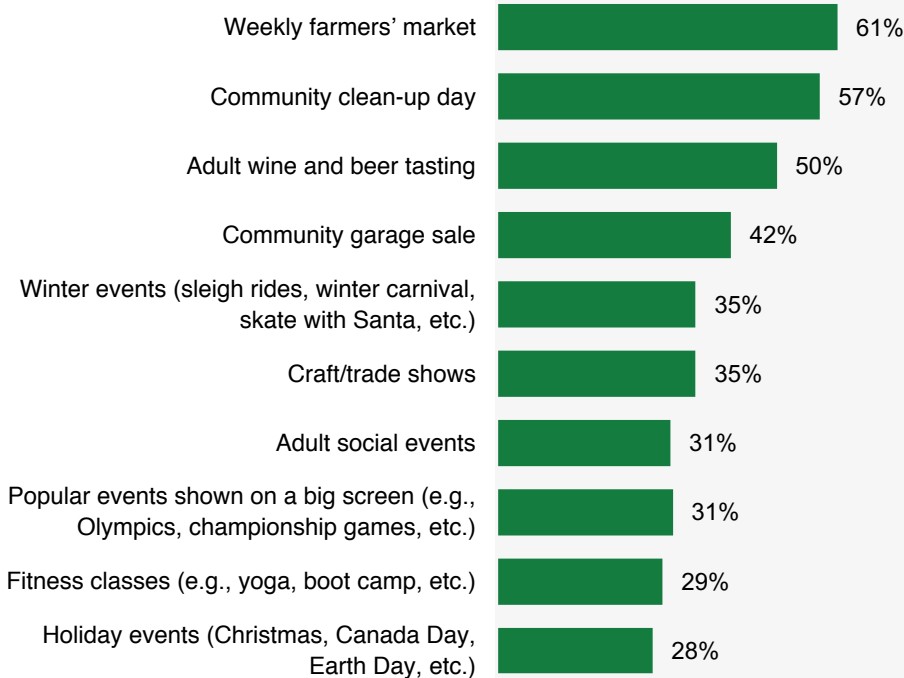
D3. Do you agree or disagree with each of the following statement: "The Richmond Knob Hill Community Association offers programs and activities that appeal to me?" (Base n=221)

Residents like the idea of a weekly farmers' market, along with a community clean-up day.

Other ideas garnering a lot of support included an adult wine and beer tasting and a community garage sale.

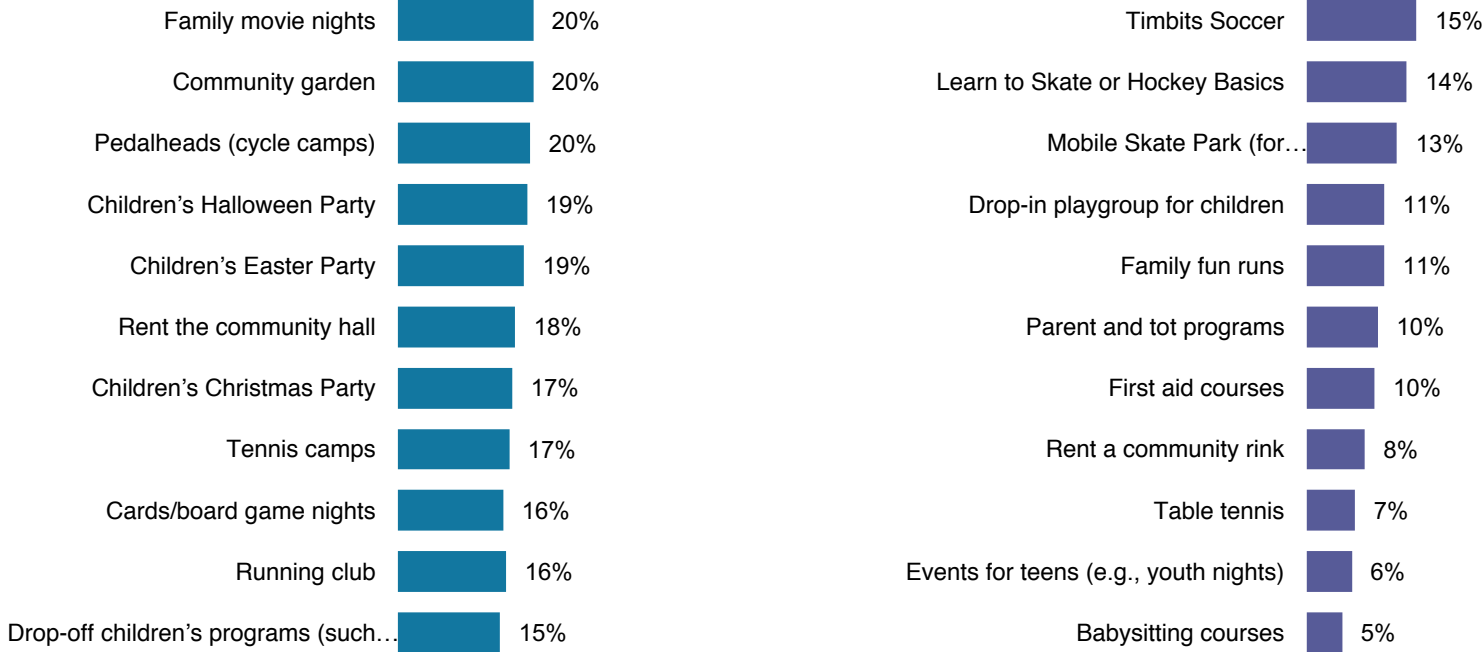
Support for the top four events came from across the board, not isolated to any particular demographic group.

The events, programs and activities listed on this page represent those which the RKHCA should give consideration to offering, as they received the most support from those who participated in the survey.



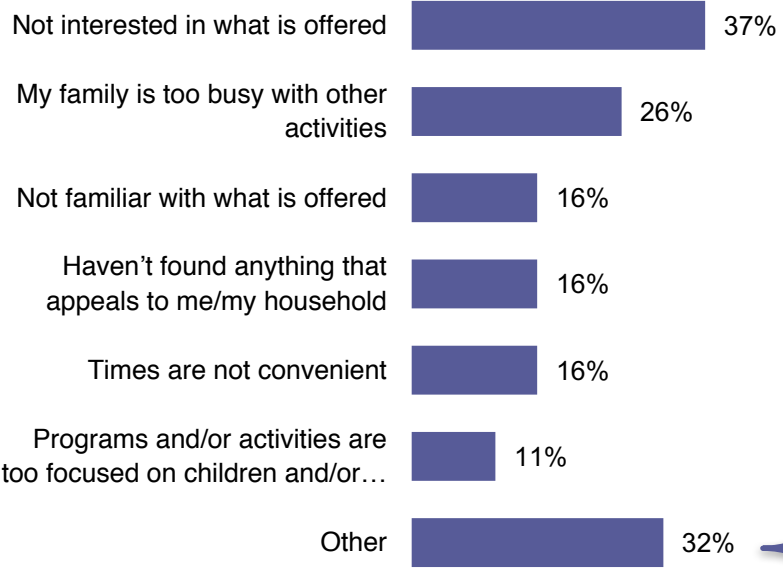
C2. Which of the following are you and/or members of your family likely to participate in or use? Some of these are already provided by the RKHCA, while others are new. Please select all that apply. Also, please keep in mind that we can't offer all of these, but we want to know which ones would be the most appealing! (Base n=221)

Not surprisingly, support for events geared towards children, youth and/or families received more support from those with children in the household.



C2. Which of the following are you and/or members of your family likely to participate in or use? Some of these are already provided by the RKHCA, while others are new. Please select all that apply. Also, please keep in mind that we can't offer all of these, but we want to know which ones would be the most appealing! (Base n=221)

Various reasons for not selecting any of the listed events, programs and/or activities were given.



It's important to note that only 9% of respondents indicated that they were not interested in any of the events, programs and/or activities listed on the previous two pages, suggesting an appetite for community-based offerings.

- Retired with health issues.
- Senior - do my own thing.
- We have activities available to us elsewhere.
- No children.
- I'm a single bachelor. I have my own hobbies and they are typically out of the city.
- Community Association does not represent all of the community.

C3. Here are some possible reasons why residents may chose not to participate in the programs/activities offered by their community association. Please indicate which reasons apply to you. Please select all that apply. (Base n=19)

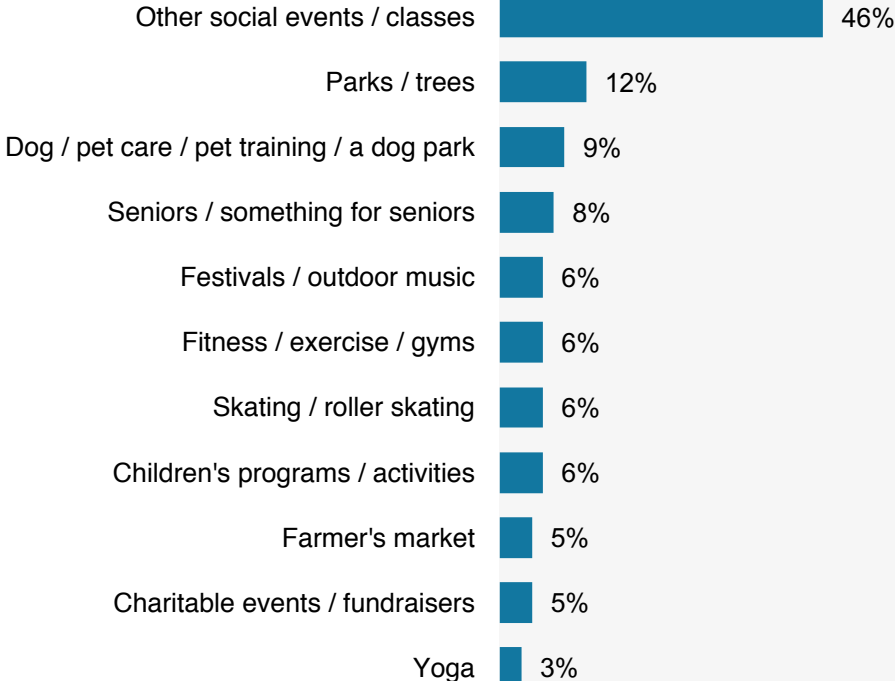


Caution is warranted when interpreting results with a small sample size (n=19).

Suggestions for other programs, amenities and services offer ideas for the Association.

Since these ideas were given by a only subset of survey respondents (n=65), caution is urged when reviewing these findings.

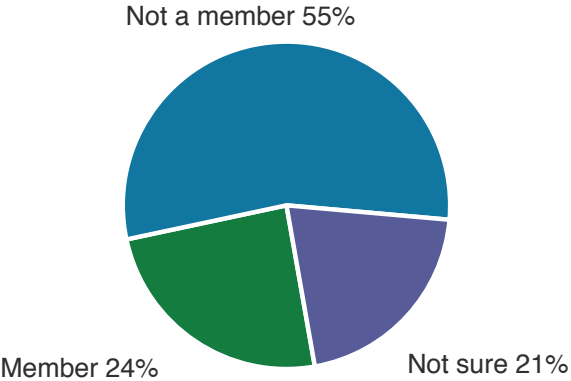
Other social events or classes included suggestions like a block party, a picnic movie night, a food festival, art classes, roller skating, a donation drop-off day, a community watch program – just to name a few. A complete listing is provided in the appendix.



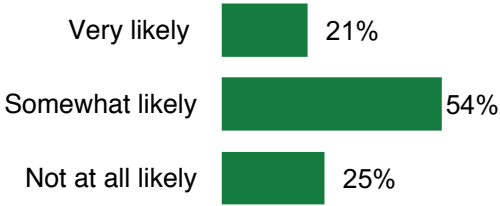
C4. Thinking about everything you just reviewed, are there any other programs, amenities or services that you'd like to see made available through the Richmond Knob Hill Community Association? Please list as many ideas as you'd like. (Base n=65)

While over half are not currently RKHCA members, many are interested in buying a membership.

Membership Status



Likelihood of Becoming a Member



Current members of the Richmond Knob Hill Community Association come from all walks of life, and are not isolated to any particular segment, such as location of residence or number of years in the community, gender, age or children in the home.

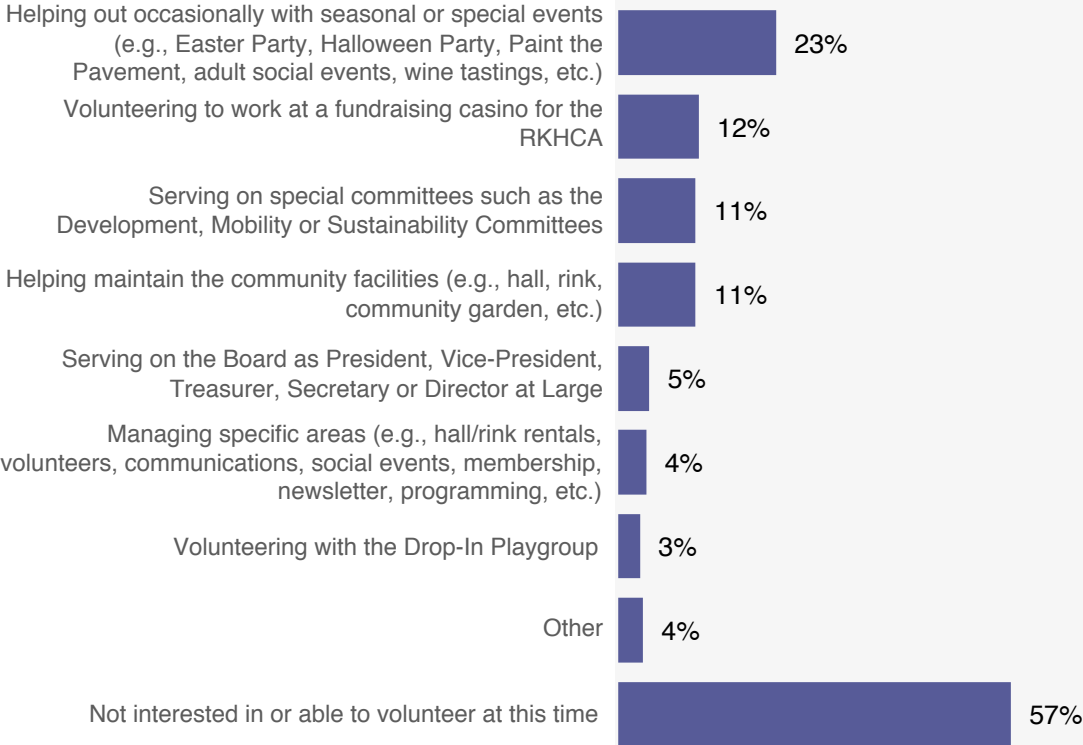
Importantly, those who stated they're either very or somewhat likely to purchase a membership in the next 12 months were also more likely to request the RKHCA contact them about buying a membership, suggesting that they are sincerely interested in becoming members.

B3. Are you currently a member of the Richmond Knob Hill Community Association? (Base n=221)
 B4. [IF NO OR NOT SURE TO B3] How likely are you to buy a membership over the next 12 months? (Base n=167)

There is interest in volunteering for the RKHCA.

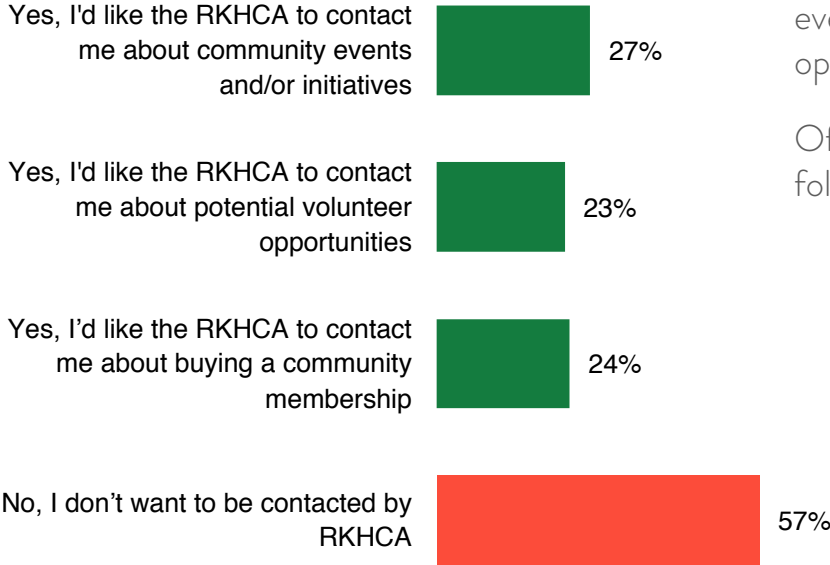
While many prefer to help out occasionally, with seasonal or special events, or at a fundraising casino, many are willing to volunteer on a more consistent basis, suggesting a higher level of commitment.

As expected, current members and those who want to be contacted by the RKHCA for follow-up were more likely to be interested in or able to volunteer.



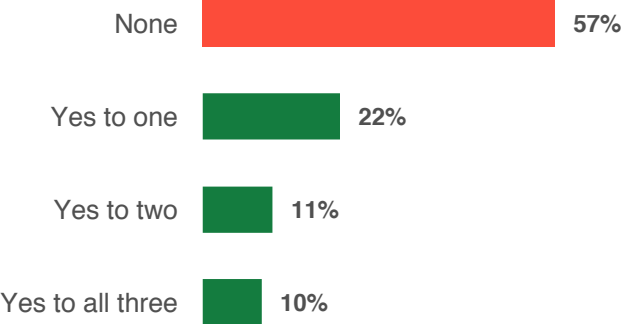
D5. The Richmond Knob Hill Community Association is always looking for volunteers. Which, if any, of the following would be of interest to you? Please select all that apply. (Base n=221)

One in four respondents want the RKHCA to follow-up with them.



Reasons for follow-up were evenly distributed across wanting to be contacted about community events and/or initiatives, potential volunteer opportunities or buying a membership.

Of those wanting contact, a small group wanted follow-up for more than one of the reasons listed.



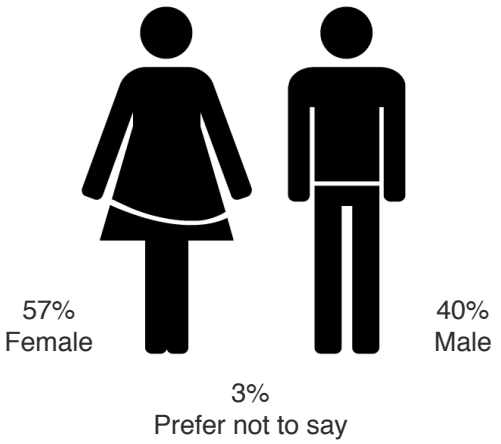
Would you like the RKHCA to contact you for any of the reasons listed below? (Base n=221)

The image features five silhouetted figures standing against a bright, low sun, likely at sunset or sunrise. Their arms are raised in a gesture of triumph or celebration. The background is a gradient of light colors, from pale yellow near the horizon to a soft blue at the top. The overall mood is one of joy and achievement.

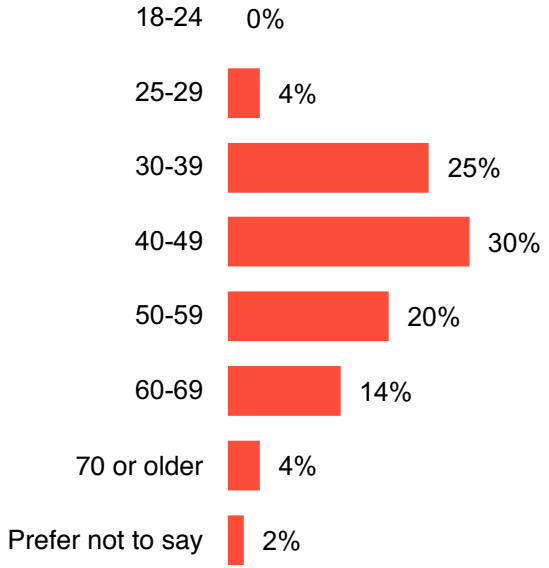
DEMOGRAPHIC PROFILE OF RESPONDENTS

Profile of Respondents

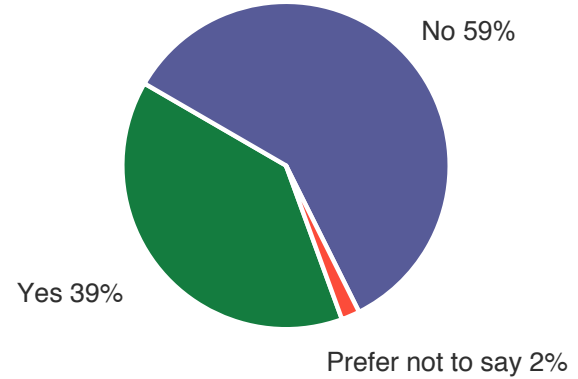
Gender



Age



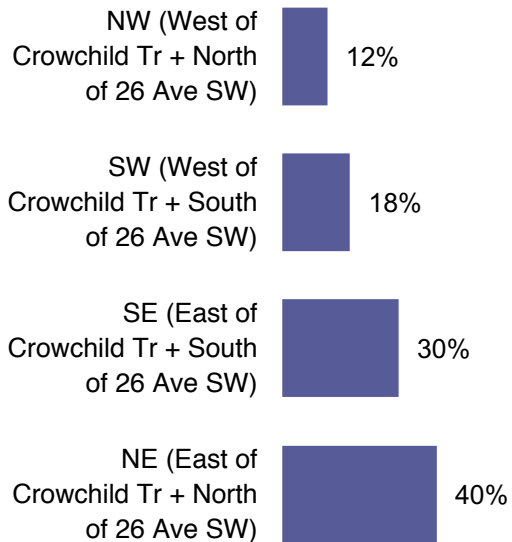
Children in the Household *



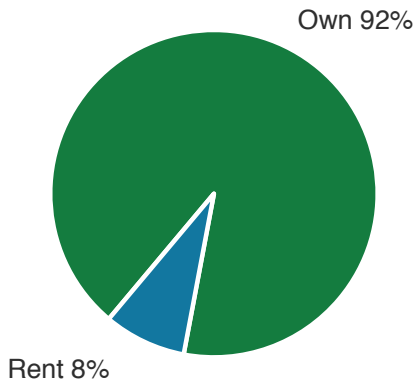
* 16 years of age or younger

Profile of Respondents (con't)

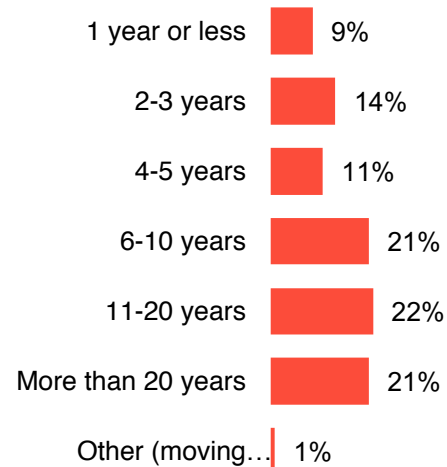
Community Quadrant



Own or Rent Home



Length of Residence



Comparison to available census data shows the representativeness of the survey sample.

Age	2019 RKHCA Survey	2011 Census Canada
Base	n=221	n=3425
18-24*	0%	9%
25-29	4%	13%
30-39	25%	26%
40-49	30%	19%
50-59	20%	17%
60-69	14%	9%
70 or older	4%	7%
Prefer not to say	2%	0%
* Category was 20-24 for the census data.		
2011 Census Canada data was used because it provided comparable age categories.		

Respondents represented a range of age groups, similar to the community population, with minor differences observed at each category.

The survey sample is slightly skewed towards females, home owners and households without children in the home.

Gender	2019 RKHCA Survey	2014 Civic Census
Base	n=221	n=3665
Male	40%	50%
Female	57%	50%
Prefer not to say	3%	0%
2014 Civic Census Data included males and females 20+ years of age		

Children in the Home (16 or younger)	2019 RKHCA Survey	2011 Census Canada
Base	n=221	n=1055
Yes	39%	61%
No	59%	39%
Prefer not to say	2%	0%
2011 Census Canada data based on Children in Census Families in Private Households		

Home Ownership	2019 RKHCA Survey	2018 Civic Census
Base	n=221	n=2176
Own	92%	65%
Rent	8%	35%
2018 Civic Census data based on Total Number of Occupied Dwellings		

APPENDIX

Suggestions for other programs, amenities or services

Music events, outdoor concerts in the summer and fall with beer garden, jazz by the fireplace, adult crochet tournaments, bocce, kids and seniors together programming, art in the park with resident artist and programming for adults and kids, separate and together. Used to love the child cookout with the Winter Festival, Earth Day activities with music too.

Picnic movie night, tree and park maintenance, bee hive course, basketball hoops in the arenas during summer.

A skating track and the use of the outdoor fireplace like at Shaganappi Point. I also would rent the hall more if it was more updated and nicer. The walls and floors need to be a warmer shade to feel more inviting.

Food festival with local vendors, small business fair.

Fenced dog parks, skateboarding parks, charitable functions.

I have heard about some communities that support community block parties. There needs to be someone on the block willing to initiate/coordinate, but it would be lovely to have a \$500 stipend for costs associated (road closure fees or BBQ rental etc.). I think this would also be a good way to bring people out of their homes.

More week night sports activities for families (soccer, learn-to-skate). They are all hosted on weekends when families are already busy.

More community gardens! There should also be rooftop gardens mandated for all new commercial or multi-family buildings, to ensure everyone has the opportunity to grow some of their own food, and to reduce the heat island effect.

Maybe a regular video game night at the community center? Smash Bros, Overwatch, etc

Community farmers market, neighbourhood coffee shop.

Free drop in toddler playgroup. I know a number of parents who take their children to the Killarney Glengarry Community Hall instead of the playgroups in Richmond Community Hall or the Marda Loop Community Hall because it is free and very well run.

Better website, babysitting listing.

To be kept informed of the housing density/zoning changes in our area.

Block party.

Strong support for a left turn signal at Richmond Road eastbound on to 29 Street northbound. This is a significant traffic safety and pedestrian issue.

Art instruction classes in the evenings or on Sunday's.

More trees in parks and benches.

(1) Ensuring trees and urban forest is replenished following developments.
(2) Planning for future use/re-development of Chinook Learning Services School.

Emergency preparedness and community building.

A splash park would be fabulous.

Suggestions for other programs, amenities or services (con't)

Organized block parties to get to know the surrounding neighbors.

I'm recently widowed, and looking for activities for adults or seniors. We have lived in the same house since the 50's and are quite concerned about the number of rentals in the area. Hardly know any neighbours anymore.

Yoga.

Roller skate/disco night, outdoor fitness amenities/structures in the park, art auctions, dog/pet social events.

Sign-up board or other way to connect with people who might like to form a walking group.

There seems to be a lot of children in this area but yet few indoor activities for them especially during the winter season. I drive all the way to Lake Bonavista Community Center because they have a whole gym set up for children under the age of 5 from Monday to Friday. The kids run and play freely. Would love something like this in our area. Also the parks are pretty minimal and to be honest lame.

Why are there no speed bumps between 26th Avenue and 33rd Avenue? Have the 2 hour parking restrictions been reviewed since Richmond Diagnostic changed from Children Hospital? The park at 26th and 20th is very old. I do not have children or grandchildren but I work at a school with a playground significantly newer than this one. We have to have it dismantled next year at a cost to the school of \$20,000, never mind the cost of replacement. Is the city on top of our park and safety/liability issues?

Outdoor gym, more amenities for young adults (without families).

I'd like to see more meetings where the community is invited to discuss development plans and a vision for the community. The meeting would be outside of meetings for specific developments or city initiatives.

Dog training or puppy classes.

Political debate? Art class? Meditation class? ESL class (I'd be a volunteer...25 years of experience!)? Babysitter training program? First aid? Sign language?

How about a community donation drop-off day, where you could bring serviceable items to donate to a range of agencies? I would be more likely to do this rather than to participate in a community garage sale.

"Info on rooftop solar/alternative energy. Outdoor music on summer evenings. Talks on travel. Walking groups/tours.

List of community services in the neighbourhood for the seniors living in the neighbourhood, such as snow clearing, grass mowing, neighbourhood watch, handyman services. Not sure if there are enough seniors in the neighbourhood to support these type of services, but if they were available, it would certainly be an advantageous.

Community watch program.

Richmond Green Community Golf Event or community hockey nights.

Suggestions for other programs, amenities or services (con't)

Build a pump track and dirt jumps in the field. It would be amazing.

Yoga.

Anything to bring the community together.

Would really love the playgroup to come back at least once a week. Also any parent and tot programs. We have to go to other communities for them.

Adoption events or fundraisers for animals at local rescue organizations.

Park on 22nd turned into a dog park.

What does the Association offers to seniors?

Lower cost summer camp options (compared to Pedalheads).

I love the idea of community garage sales, informal potlucks, events sponsored by surrounding businesses. Get the commercial side of the community more engaged. **ADVOCACY for TRAFFIC CONCERNS.**

Community potluck dinners

Parks need more attention and maintenance and seating, etc.

A corner grocery store on 26th Avenue & 20th Street, on the south corner.

Neighbourhood block parties. Bring this community even closer.

Music and dance classes for children, talent show and our community champion will compete for Stampede talent show, beauty pageant for children to enhance their confidence, martial arts, etc.

Home repair and maintenance courses or classes for home-owners.

Neighborhood Watch (is this program still around?)

Classes on sustainable living hosted at the community centre.

Some type of cultural exchange, especially for new Canadians.

Shared dog care for neighborhood dog owners.

Dog care.

We were more involved with the community when the children were younger. Now with teenagers and full time work, we are less involved. Appreciate that the Association is still there. We have at times had a membership with Killarney instead of RKHCA as their hall is closer to our house.

Flea market.

Community members/groups should be able to use the hall for a discounted rate.

A basic Stay Fit senior's class and/or walking club?

Mom and baby meet ups, community fun day.

THANK YOU

Got questions for us? Please contact

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Tim Olafson at 403-605-0904 or tim@stone-olafson.com

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Understanding people. It's what we do.



RICHMOND KNOB HILL COMMUNITY ENGAGEMENT SURVEY RESULTS

June 20, 2019

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