



# Town of Crossfield Parks and Recreation Needs Assessment

Final: August 4, 2022





August 4<sup>th</sup>, 2022

Russ Nash  
Director of Community and Protective Services  
Town of Crossfield  
1005 Ross Street, Box 500  
Crossfield, Alberta  
T0M 0S0

Dear Mr. Nash

Please find enclosed the final Crossfield Parks and Recreation Needs Assessment report. It has been a pleasure working with you to develop this important document.

If you have any questions or require clarification on the attached report, please feel free to contact me at 780-266-7888.

Sincerely,

A handwritten signature in blue ink, appearing to read "Justin Rousseau".

Justin Rousseau, Managing Director  
Expedition Management Consulting Ltd.



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**"We love the Town of Crossfield and all it provides"**

*- Resident*

# EXECUTIVE SUMMARY



## Introduction

The Town of Crossfield is a thriving community of 3,599 people located in central Alberta. Residents of Crossfield appreciate the exceptional quality of life provided in their community. There are many contributing factors to the high quality of life they enjoy, including an abundance of recreational opportunities, a strong industrial and agricultural base, and a friendly, small town feel.

Understanding community needs is an important step in ensuring the Town is getting the most out of its investments in parks and recreation services. Therefore, the Town commissioned this needs assessment study. It is envisioned that the findings contained within this report will be considered by the Town as it moves forward with development decisions.

## Summary of Research and Engagement Activities

A variety of research and community engagement activities were conducted to develop this report. Research activities included a review of key internal and external documents, demographic analysis, community group membership analysis, facility inventory, facility utilization and capacity analysis, comparative benchmarking, and a trends analysis. Engagement activities included two separate surveys (Resident and Community Group), facilitated input sessions with members of the public and stakeholder groups, a Council, Recreation Board, and Staff input workshop, community road show, digital interactive mapping, facility tours, and interviews with community groups. All residents and community groups were given the opportunity to speak with the consulting team through an interview and participate in the surveys. In total, the engagement process produced 531 touchpoints with the community. The following figure provides a summary of the engagement process.



### Summary of Engagement Touchpoints

Engagement Activity	Total Engagement
Resident Survey	403 responses
Community Group Survey	9 responses
Digital Interactive Map	17 participants (88 comments)
Community Input Sessions	7 participants
Community Road Show	81 participants
Council, Recreation Board, and Staff Input Workshop	13 participants
Interviews	1 participant
<b>Total</b>	<b>531</b>

### Community Input Opportunities

## What We Heard

- A majority of respondents to the resident survey agreed that recreation, parks, and culture opportunities are important to their quality of life (80%).
- In terms of indoor facilities, participants were most in favour of arena upgrades, gymnasium/court space, a fitness centre, and an indoor pool.
- Participants would like to see new or improved indoor activities focused on education/skill building, programs for youth, fitness programs, gym/court programs, and cultural programs.
- In terms of outdoor facilities, participants were most in favour of an outdoor pool, expanding and enhancing walking paths, expanding and enhancing the skate park, and a campground.
- Participants would like to see new or improved outdoor activities focused on aquatic programs, sport programs (youth and adults), court programs, and park/trail programs.
- Most respondents to the resident survey indicated they regularly travel outside the Town of Crossfield to access parks and recreation facilities and programs.
- The most common barriers to participation in parks and recreation were a lack of facilities, program(s) not offered, and unaware of services/facilities/programs available.
- Community groups indicated they would benefit from upgrades to the arena, indoor gym space, covered batting cages, and washrooms and covered grandstands at the rodeo grounds.
- 86% of community groups who responded to the survey are anticipating growth annually over the next 5 years.

## Facility and Programming Priorities

Priorities for indoor and outdoor facilities and programming were developed based on the findings from the needs assessment process. These are provided next. Please see Section 4 for expanded descriptions of each priority.

### Indoor Facility Priorities

1. Arena Upgrades
2. Gymnasium/Court Space
3. Fitness Centre
4. Indoor Pool
5. Youth Centre
6. Walking/Running Track
7. Climbing Wall
8. Indoor Playground
9. Curling Club Upgrades
10. Field House
11. Fitness Studio

### Indoor Programming Priorities

1. Educational/Skill Building Programs
2. Youth Programming
3. Fitness Programs
4. Gym/Court Programs
5. Cultural Programs
6. Performing Arts Programs
7. Senior Programming
8. Visual Arts Programs
9. Adult Programming
10. Aquatics Programs
11. Skating Programs

### Outdoor Facility Priorities

1. Outdoor Pool
2. Expand and Enhance Walking Paths
3. Expand and Enhance Skate Park
4. Campground
5. Expand and Enhance Dog Park
6. Expand and Enhance Splash Park
7. Pump/BMX Track
8. Nature Parks
9. Beach Volleyball Court
10. Granular Trails/Pathways
11. Upgrade Baseball Diamonds

### Outdoor Programming Priorities

1. Aquatic Programs
2. Expanding Sport Programming (youth and adults)
3. Court Programs
4. Park/Trail Programs
5. Educational/Skill Building Programs
6. Fitness Programs
7. Performing Arts Programs
8. Community/Special Events
9. Visual Arts Programs

## Next Steps

In order to move forward with addressing the community's parks and recreation needs, the following next steps are recommended.

1. Seek approval of the Crossfield Parks and Recreation Needs Assessment report from Town Council.
2. Administration and Town Council to identify which facility and program developments are top priorities for further exploration.
3. Determine if proposed developments warrant a business case. If so, complete detailed business cases for them.
4. Administration and Town Council to prioritize developments based on the results of the business cases and other operational and capital development priorities.

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# PROJECT OVERVIEW



## Introduction

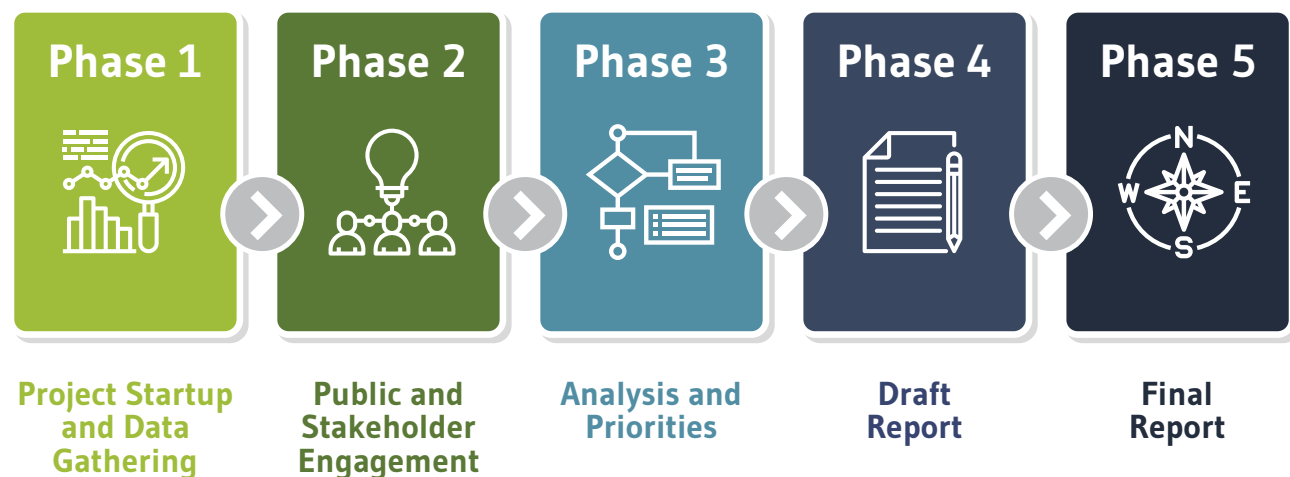
The Town of Crossfield is a pleasant community located along the Queen Elizabeth Highway, 43 kilometers north of the City of Calgary.<sup>1</sup> The community has seen significant growth in recent years and the population continues to grow.<sup>2</sup> Agriculture is one of the primary economic bases of Crossfield, and the grain elevator located adjacent to the Town’s main street is a well-known landmark.<sup>3</sup> Crossfield is historically grounded by the opening of a train station in 1890. The community went from being a village to a town after the population grew beyond 1,000 in 1980.<sup>4</sup>

Residents consider recreation, parks, and culture opportunities in the community important to their quality of life. The community offers a number of indoor and outdoor facilities, including an ice arena, curling club, community centre, library, sport fields, parks, playgrounds, basketball and tennis courts, off-leash dog park, ponds, splash park, skate park, golf course, and a rodeo ground. Residents are proud of their year-round Farmer’s Markets and family centered events that further feelings of community and belonging.

Understanding community needs is an important first step in ensuring the Town is getting the most out of its investments in parks and recreation facilities and programs. For this reason, the Town commissioned this parks and recreation needs assessment study. It is envisioned that the findings contained within this report will be considered by the Town as it moves forward with parks and recreation development decisions.

## Process

The project had five phases as described next.



## Project Team

The Project Committee was established to oversee the study and provide input and feedback at key junctures. The needs assessment was developed by the consultant team.

Project Team	
Organization	Representatives
Project Committee (Town of Crossfield)	Russ Nash Eris Latham Sue Keenan
Consultant Team (Expedition Management Consulting Ltd.)	Justin Rousseau Maxwell Harrison Cassandra Gilmore Erin Pote Breanna Hives



Town of Crossfield



## Overview of Research

A variety of primary and secondary research activities were conducted to develop this report. Primary research was completed through two separate surveys (Resident and Community Groups), facilitated input sessions with members of the public, community groups, Town Council, the Recreation Board, and Town staff, interviews with stakeholders, a Community Road Show and facility tour, and a Digital Interactive Mapping Tool. All residents and community groups were given the opportunity to participate in the surveys and speak with the consulting team through an open offer for engagement. Secondary research consisted of a review of key internal and external documents, demographic analysis, community group membership analysis, facility inventory, facility utilization and capacity analysis, comparative benchmarking analysis, and a trends analysis.

### 1. Surveys Administered:

- a. Crossfield Resident Survey (403 responses)
- b. Crossfield Community Group Survey (9 responses)

### 2. Meetings Conducted:

- a. Committee Project Meetings  
Dates: March 9, March 24, April 13, and June 22  
Purpose: Project management and staff input.
- b. Community Road Show and Facility Tour  
Date: April 29, 2022  
Purpose: To engage in one-on one discussion with community members and facility operators to collect input.
- c. Community Input Sessions (4 separate sessions)  
Dates: May 10, May 12th (x2), and May 26, 2022  
Purpose: Inform participants of the process and collect input.
- d. Council, Recreation Board, and Staff Input Workshop  
Date: May 17, 2022  
Purpose: Inform participants of the process and collect input.

### 3. Community Group Participation

- a. Invites were sent out by the Town to community groups in Crossfield. 10 groups chose to participate in the engagement process, including representatives of the following organizations:

Community Groups:

- 1) Crossfield Minor Baseball
- 2) Crossfield Minor Hockey
- 3) Crossfield Elks
- 4) Crossfield Rodeo Society
- 5) Sparks
- 6) Crossfield Farmers Market
- 7) Rising Sun Taekwondo- Do
- 8) Central Alberta Hockey League
- 9) Rocky Mountain Athletic Association
- 10) Rocky View County

### 4. Tours Conducted

Members of the consulting team toured the Town of Crossfield to gain a first-hand perspective of community parks, recreation, and culture assets.

### 5. Documents Reviewed

- a. Strategies, plans, and other documents from the Town of Crossfield.
- b. Reports, statistics, surveys, and planning documents from community groups.
- c. Recreation, parks, and culture frameworks and policies from provincial and national sources.

"My grandchildren and I have made it a tradition to attend Pete Knight Days Parade. They mark it in their calendars every year."

- Resident

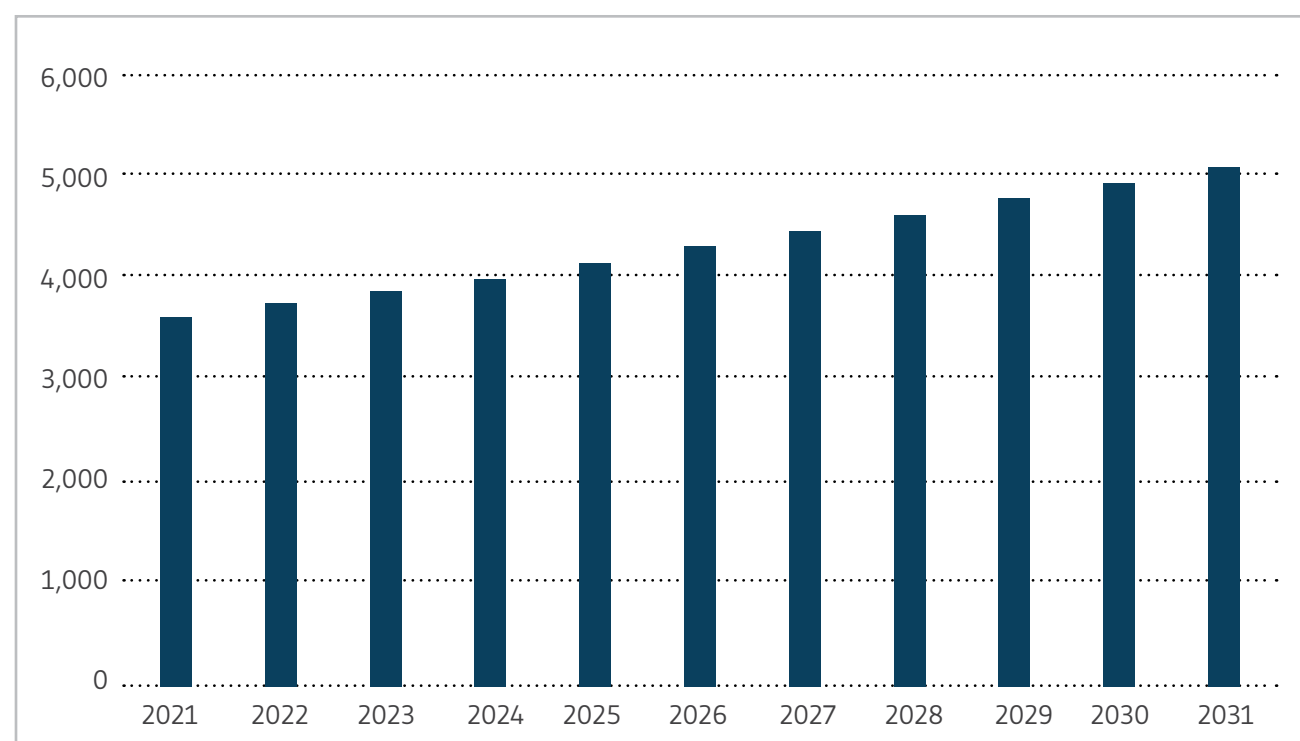
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RESEARCH AND ANALYSIS

## Crossfield Demographic Analysis

The total population of Crossfield is 3,599.<sup>5</sup> There has been an increase in population of 20.7% over the last five years. The rate of growth is well above the provincial average of 4.8% and national average of 5.2% over the same period. Assuming the current annual growth rate of 3.52% continues over the coming years, the town population is expected to grow to 5,088 by 2031 (see Figure 1).<sup>6</sup>

**Figure 1. Projected Population Growth**



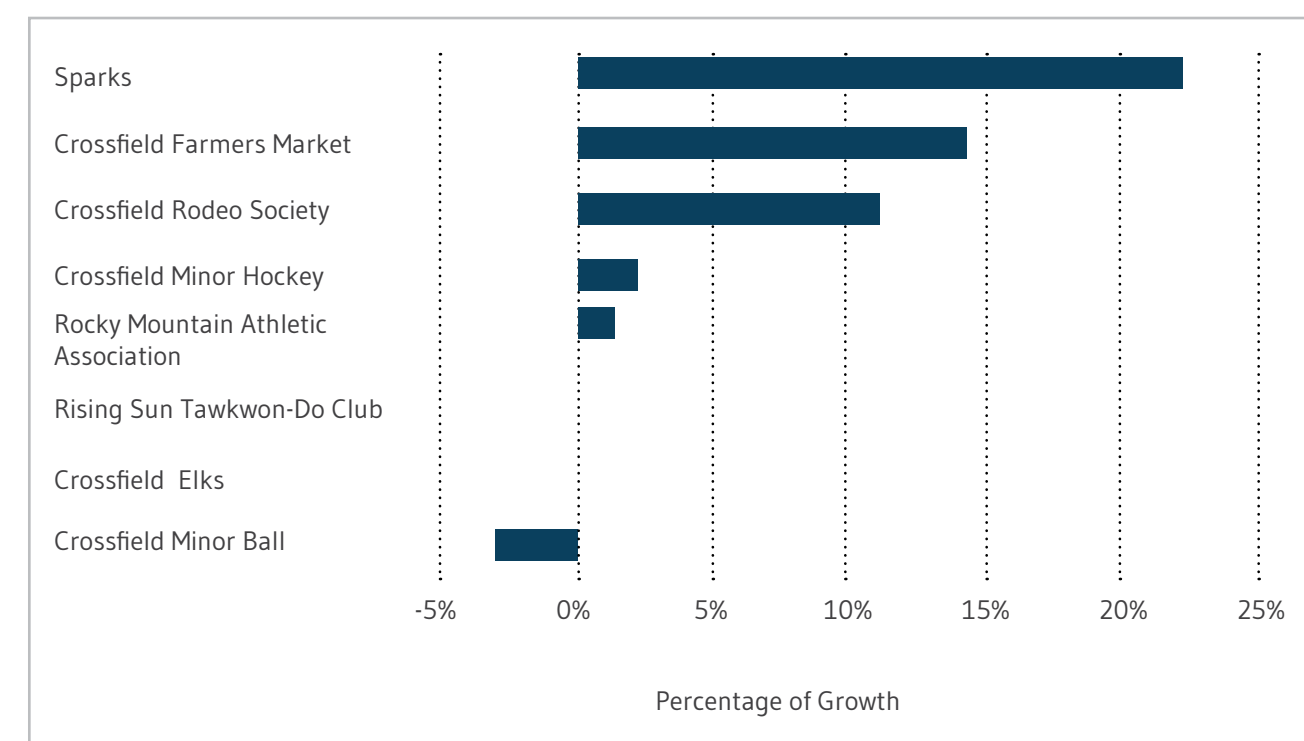
There are more males (1,749) than females (1,687) living in Crossfield.<sup>7</sup> The Town’s population is relatively young with an average age of 38.1 years old, whereas the provincial average is 41.1 years old. 21.5% of the population is between the ages of 0 and 14, which is higher than the Canadian average of 16.3%.

In 2019, 1,008 residents resided in their home for 10 or more years and 945 residents owned their own property.<sup>8</sup> The majority of residents live in a single-family home (885), followed by a duplex (116). The community has high household incomes relative to the rest of the province, with a median income of \$104,490.

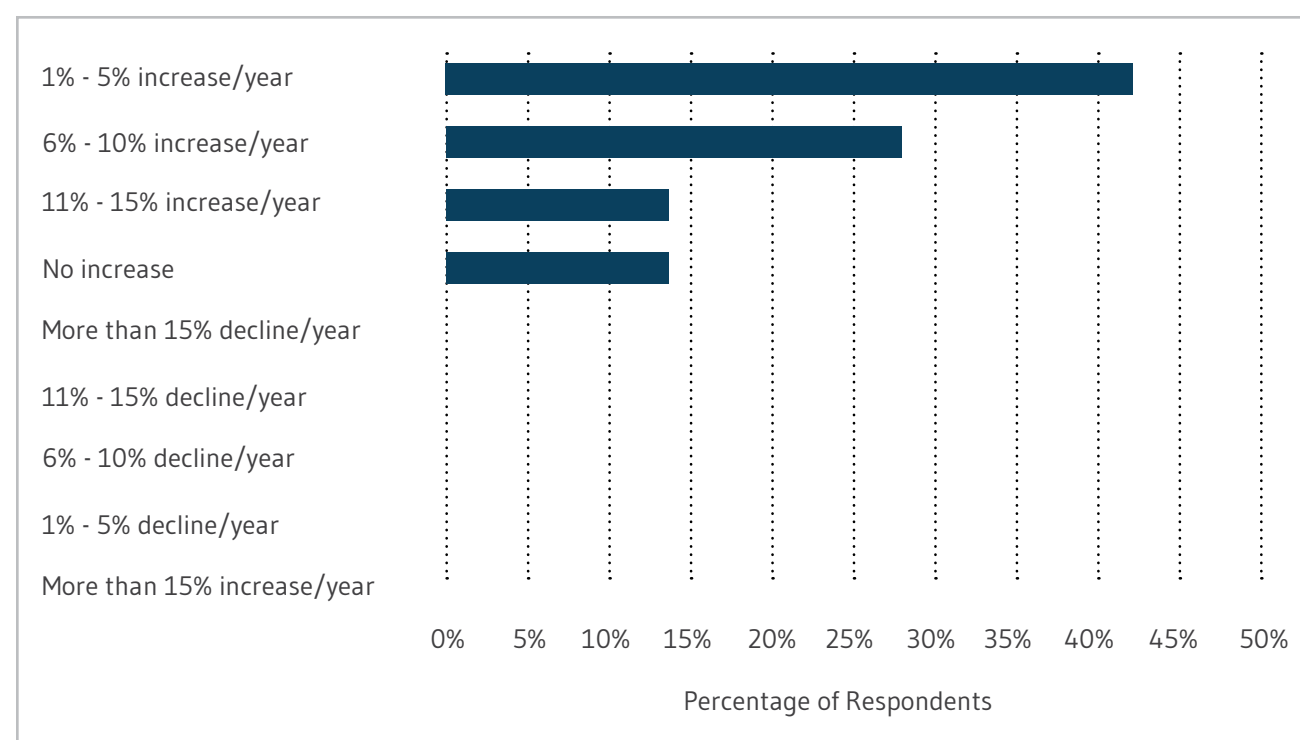
## Community Group Membership Growth Analysis

This analysis is based on information provided by the nine groups that responded to the community group survey. The community groups represented different recreation pursuits such as baseball, hockey, service clubs, rodeo, government services, community services, Taekwondo, Sparks, and the local farmer’s market. The majority of community groups reported experiencing an increase in participation over the last year. Three groups reported an increase between 11 and 22%, two groups reported modest increases of 1 to 2%, two groups remained stable, and one group said they experienced a decline in participation.

**Figure 2. Community Group Membership Growth (2021 – 2022)**



With respect to future growth, 86% of groups anticipate annual participation growth over the next 5 years. 14% anticipate no growth, and no groups anticipate a decline. It can be expected that demand for recreation, parks, and culture services will increase as participation in community groups grow.

**Figure 3. Annual Growth Projections from Community Groups**

## Facility Inventory

Crossfield is home to a variety of indoor and outdoor recreation facilities. Prominent assets of the community include the Pete Knight Memorial Arena, Curling Club, Crossfield and District Community Centre, Banta Park, Veterans Peace Park, McCaskill Park, Collicutt Siding Golf Club, Rodeo Grounds, and walking paths. For a complete summary of the Town's parks and recreation infrastructure, please see Appendix A.

## Facility Utilization and Capacity Analysis

The utilization of parks and recreation facilities is a consideration when determining current and future needs. The following provides a description of facility utilization in the Town of Crossfield. Facility utilization data was sourced from the Town of Crossfield and was collected through engagement with facility operators.

### Pete Knight Memorial Arena

The Pete Knight Memorial Arena is well utilized during prime-time hours in the winter season by the Rocky Mountain Athletic Association, Crossfield Minor Hockey, Airdrie Minor Hockey, and various skating programs (e.g. public skating, Starskate, Canskate). In the later evening hours, RMAA and adult recreation leagues utilize the ice. During the day-time hours, the W.G. Murdoch School and the Town's Parent and Tot program utilizes some ice time. Throughout the skating season, the arena hosts several hockey tournaments. During the off season, the arena is utilized by lacrosse teams, specifically in July and August, as well as community events like graduations and the Farmer's Market. The arena is also available for rent throughout the year. There is opportunity for increased utilization throughout the week, particularly earlier in the day from 8:00am-2:00pm Monday through Friday. There is also opportunity for increased usage in the later evenings throughout the week as the arena is available for rent until midnight.

### Crossfield and District Community Centre

The Community Centre is used throughout the year by several different rental groups, including performing arts groups, fitness groups, businesses, residents, and the schools. The Community Centre also provides space for meetings and events, such as weddings and funerals. The Community Centre is currently available for rent from 6:00am-2:00am Monday through Sunday. There is significant capacity for increased rentals during the week and on weekends, particularly during the summer when the school is no longer regularly utilizing the space.

### Crossfield Curling Rink

The Crossfield Curling Rink was last used in 2019 and has been shut down since the beginning of COVID-19. When the rink was operational, the primary user group was the Crossfield Curling Club. Historically, the facility has been underutilized and there is an opportunity to increase usage throughout the year.

### Baseball Diamonds

The ball diamonds in Crossfield are currently utilized by local youth leagues, adult leagues, and tournaments. Currently, the four ball diamonds are utilized during the week in the evenings for one game, and slo-pitch tournaments approximately one weekend a month. There is opportunity for increased usage throughout the day, evenings, and weekends.

### Soccer Fields

The youth soccer league in Crossfield did not run in 2021, so the soccer fields saw limited use. In 2022, the league ran its season from late April to June. There was one game per evening scheduled. There is opportunity for increased usage throughout the week and availability to host games and/or tournaments on the weekends.

### Crossfield Municipal Library

The Crossfield Municipal Library provides program opportunities for pre-school, children, and youth. There is currently rental space available on the second floor for programs and meetings. The computer lab is not used at full capacity and there is an opportunity to provide more desk space without computers for individuals coming in with personal laptops. Overall, there is an opportunity to increase utilization of the facility.

### Rodeo Grounds

The Rodeo Grounds are utilized approximately 6-8 times per summer for events. Specific events that are hosted include the Crossfield Pete Knights Days (rodeo), Demolition Derby held by the Elks Group, after grad party by the High School, and other events such as Drive-In Movie Nights. There is no regular programming that occurs at the Rodeo Grounds. There is opportunity for increased utilization at the grounds throughout the season such as more single day or multi day events, rentals, or ongoing programming.

## Comparative Benchmarking Analysis

A comparative benchmarking analysis of communities similar to the Town of Crossfield was conducted in order to provide a reference point for the Town's level of service provision. Communities were chosen as comparators if they satisfied the following requirements:

- The municipality is located in Alberta.
- The municipality's population in 2021 was within the range of 3,200 to 4,200.
- The municipality is located within a 30 minute drive to an urban centre of at least 100,000 people.

Raymond, Gibbons, and Penhold met all three criteria and were selected as comparators. For more information, see Appendix B.

### Comparative Service Level Analysis Key Findings

The following key findings were derived from the comparative analysis.

- Crossfield is approximately on par with comparative service levels for indoor ice surfaces, community centres, libraries, senior centres, spray parks, skate parks, tennis courts, park spaces, playgrounds, golf courses, running/walking tracks, and outdoor rinks.
- Crossfield exceeds comparative service levels for ball diamonds, basketball courts, dog parks, and sledding hills.

- Crossfield is currently below comparative service levels for the following facilities: fitness centres, art/culture/museum facilities, bike parks, full sized rectangular fields, and campgrounds.

## Trends Analysis

An analysis of trends in Alberta and Canada was conducted to inform the needs assessment.

### Recreation, Parks, and Culture Trends

#### Parks and Recreation Contribute to Quality of Life in a Community

Parks and recreation services are an important factor in a community when it comes to overall health and connecting with others. Health has been sharply brought into focus with the COVID-19 pandemic and rekindled enthusiasm for parks, trails, and recreational amenities.<sup>9</sup> More than three-quarters of Albertans find recreation facilities and services important to quality of life.<sup>10</sup>

#### Increased Flexibility

An aging population and growing pressures to fit recreation into convenient time slots have resulted in increased participation and provision of less structured and drop-in activities.<sup>11</sup>

#### Rise in Outdoor-Based Activities

Participation in outdoor recreation has increased significantly as people seek to connect with nature. The COVID-19 pandemic pushed municipalities to offer more outdoor fitness, health, wellness, and culture opportunities. This trend is likely to continue, including increased demand for outdoor winter recreation. Municipalities are developing their parks to support winter recreation and comfortable protection from wind and cold winter weather.<sup>12</sup>

#### Increased Focus on Life Sports

Life sports are aimed at kids in response to the childhood obesity epidemic as well as adults reluctant to engage in competitive or rigorous recreation pursuits. Alberta Health Services has stated that Albertans are above the Canadian average for obesity. Recreation services is viewed as having an increased role in changing this pattern. Life sports such as biking, swimming, walking, jogging, hiking, rock climbing, skate boarding, dog sports, geocaching, dancing, horseback riding, and kayaking are non-competitive, fun, and individualized.<sup>13,14</sup>

### Decline in Youth Sports Participation

Membership in provincial sports organizations has not kept pace with the annual increase in provincial population. This is a trend across North America with multiple studies finding a continued decline in youth sports participation.<sup>15,16</sup>

### Leisure Time is Increasingly Spent Online

The amount of leisure time Canadians spend on online and digital pursuits has been steadily increasing and the COVID-19 pandemic has served to accelerate this change in behaviour. This trend is most pronounced among younger Canadians.<sup>17</sup>

### Infrastructure Deficits

The Canadian Infrastructure Report Card (2019) conveys that approximately 30-35% of sport and recreation facilities are in fair condition or worse, and a large proportion are more than 50 years old. According to Alberta Parks and Recreation, the solution is not just replacing what exists with a new version. Informed decision making needs to consider demographics, lifestyles, and community needs.<sup>18</sup>

### Demographic Trends

Recent recreation studies identify demographic trends that should be given attention when planning for the future. These include:

- The Indigenous population is the fastest growing demographic in Canada. Planning should consider creating safe and ethical spaces of Indigenous users to embed Indigenous practices into elements of programming and education efforts.
- Changing attitudes regarding culture and recreation pursuits has led to organizations being more tuned in to the specific needs of different age segments of the population. There has been a big increase in programs for families with children of all ages, which is a departure from past family programming that focused on young children. Gen X and Gen Y place high value on family activity.
- There has also been an increase in attention to senior programming. The number of seniors in Alberta is rising faster than any other age group and is expected to be 20% of Alberta population by 2031. This points to the need to consider how recreation and culture will serve this population.<sup>19,20</sup>

### General Marketing Replaced by Generational Marketing

Organizations are recognizing the need to target different generational segments when marketing recreation, parks, and culture activities and programs. Given the increased importance of technology, websites and social media are essential aspects of marketing plans.<sup>21</sup>

### Social Trends

#### Concept of “Healthy Communities”

The concept of healthy communities is drawing increased attention. The concept stands for creating and improving physical and social environments and expanding community resources to support healthy lifestyles. The Alberta government has developed a Healthy Communities hub of information to promote development in communities.<sup>22,23,24</sup>

#### Evolving Nature of Volunteerism

Recruitment and retention of volunteers is vitally important to the success of recreation, parks, and culture services. However, municipalities must consider the shifting motivations and capacity of volunteers when looking to expand the volunteer base. Volunteers are driven by vested interest in the activity and require attention to proper tools and training. Most Albertans volunteer because they believe they can contribute to the community, use their skills and experience, and improve their quality of life.<sup>25,26</sup>

#### Reconciliation

Governments and organizations increasingly recognize the need to operate in the spirit of reconciliation by establishing and maintaining respectful relationships with Indigenous people, groups, and nations. The United Nations Declaration on the Rights of Indigenous Peoples and the Truth and Reconciliation Commission of Canada reports can be used as a framework for future activities.<sup>27</sup>

#### Increased Emphasis on Inclusion and Access

There has been an increasing focus on improving the inclusiveness of recreation activities to reach all citizens and bring people together. Municipalities should strategically address barriers and constraints that certain segments of the population face when participating in recreation, parks, and culture services. One of the strategic actions of the Canadian Parks and Recreation Association is intentional initiatives to end racism and promote equity, diversity, and inclusion<sup>28</sup>

3

COMMUNITY  
ENGAGEMENT  
RESULTS



## Summary of Engagement Process

Input from Town of Crossfield residents, community groups, Council, Recreation Board, staff, and partners was gathered from April 25 – May 27, 2022. In total, the engagement process produced 531 touchpoints with the community. Figure 4 provides a summary of the engagement process.

**Figure 4. Summary of Engagement Touchpoints**

Engagement Activity	Total Engagement
Resident Survey	403 responses
Community Group Survey	9 responses
Digital Interactive Map	17 participants (88 comments)
Community Input Sessions	7 participants
Community Road Show	81 participants
Council, Recreation Board, and Staff Input Workshop	13 participants
Interviews	1 participant
<b>Total</b>	<b>531</b>

The remainder of this section summarizes the key findings from the input received.

### Community Input Opportunities



## Resident Survey

The resident survey was conducted between April 25 and May 27, 2022. The objective of the resident survey was to gain a deeper understanding of residents’ needs for parks, recreation, and culture facilities and programs in the Town of Crossfield. The survey was promoted through the Town’s website and social media platforms, a printed mail out brochure, the local newsletter, school newsletters, and by the local high school to their students.

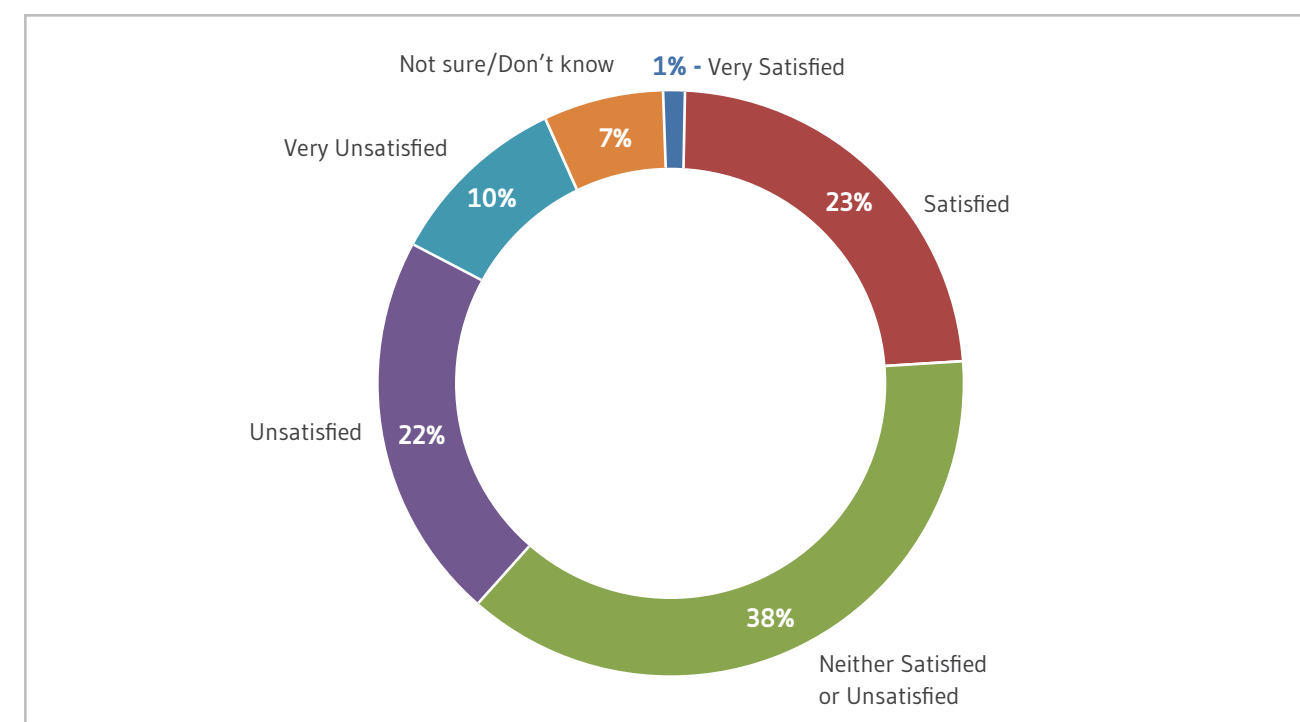
In total, 403 responses were received. 89% percent of respondents indicated they reside in the Town of Crossfield, 8% said they reside in Rocky View County, and 3% said they preferred not to say or are located elsewhere. 67% percent of respondents identified as female, 28% identified as male, 5% preferred not to say, and the remaining respondents identified as other. Respondents were primarily between the ages of 30-39 (25%), 40-49 (23%), and under the age of 20 (21%).

**21% of survey respondents were under the age of 20, which indicates a strong response from youth in the community.**

### Indoor Recreation Facilities and Programs

1. Respondents were asked to rate their level of satisfaction with indoor recreation facilities in their community. 38% were neither satisfied or unsatisfied, 23% were satisfied, 22% were unsatisfied, 10% were very unsatisfied, 1% was very satisfied, and 7% were not sure or did not know.

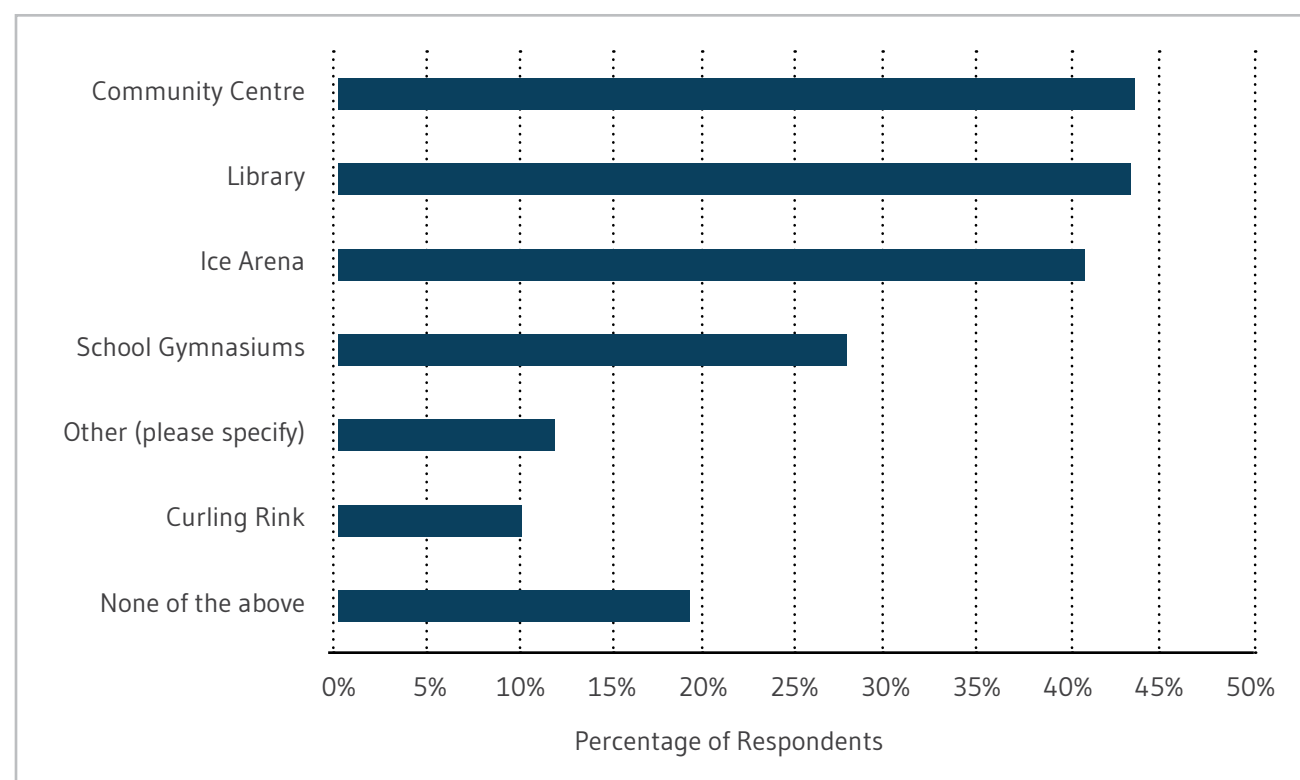
**Question: Please rate your level of satisfaction with indoor facilities and programs in Crossfield.**





2. Respondents currently use the Community Center (44%), Library (43%), Ice Arena (41%), and School Gymnasiums (28%) most frequently.\*

**Question: Please indicate which indoor facilities, if any, you currently use in the Town of Crossfield. Please select all that apply.**

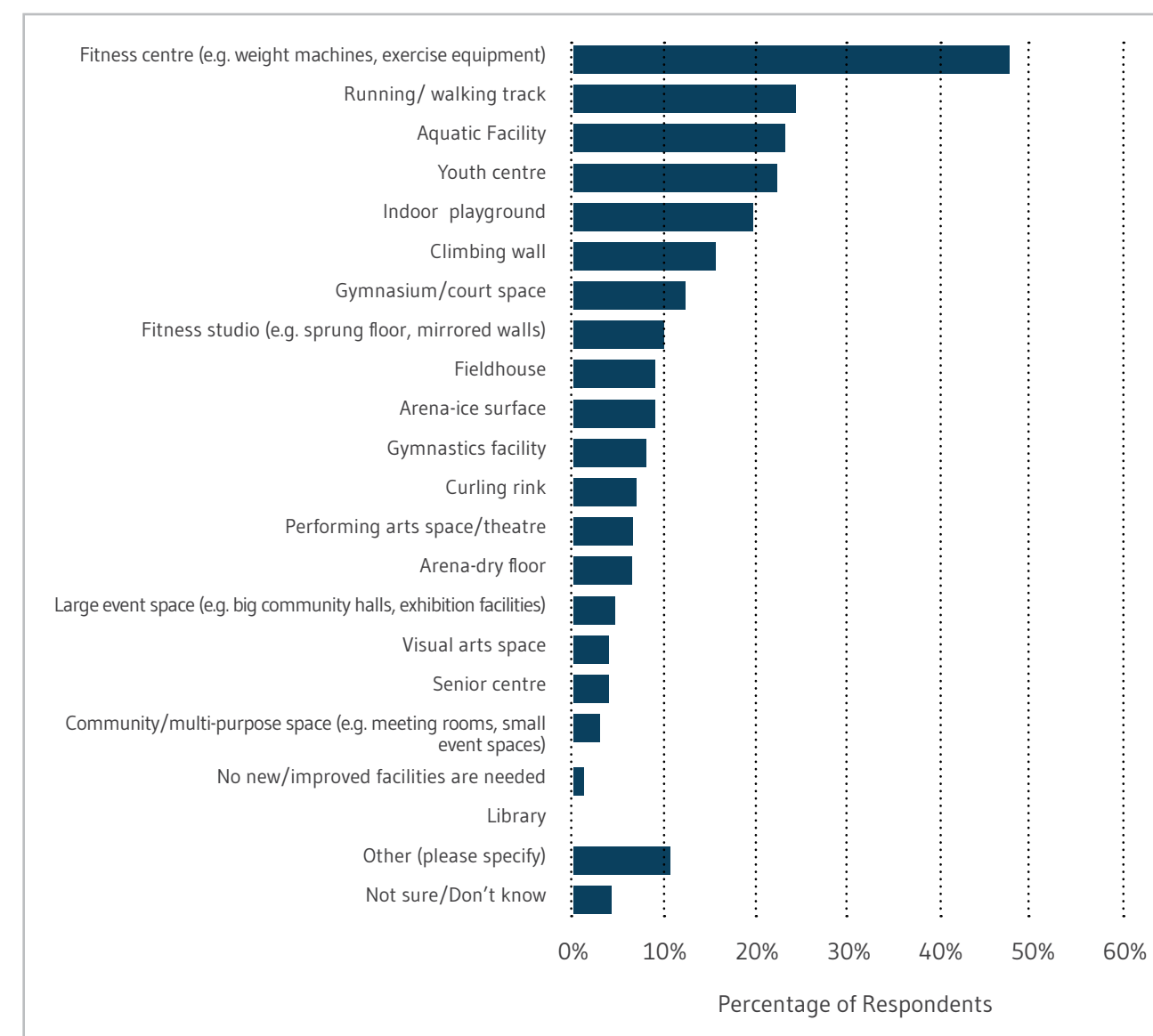


3. When asked to identify improvements to existing indoor facilities to better meet the needs of residents, respondents identified the following most often:

- Improvements to the arena, including bigger dressing rooms, upgrades to the stands to ensure they are accessible, and more ice times.
- Upgrades to the curling club, including the playing surface, the ice plant, and refurbishment of the building.
- Upgrading the floors and bathrooms at the community center.
- No improvements are needed.

4. In terms of new indoor facilities, respondents were most in favour of a fitness center (48%), running/walking track (24%), aquatic facility (23%), youth center (22%), and an indoor playground (20%).\*

**Question: What, if any, new indoor facilities are needed most in Crossfield? Please select up to three options.**



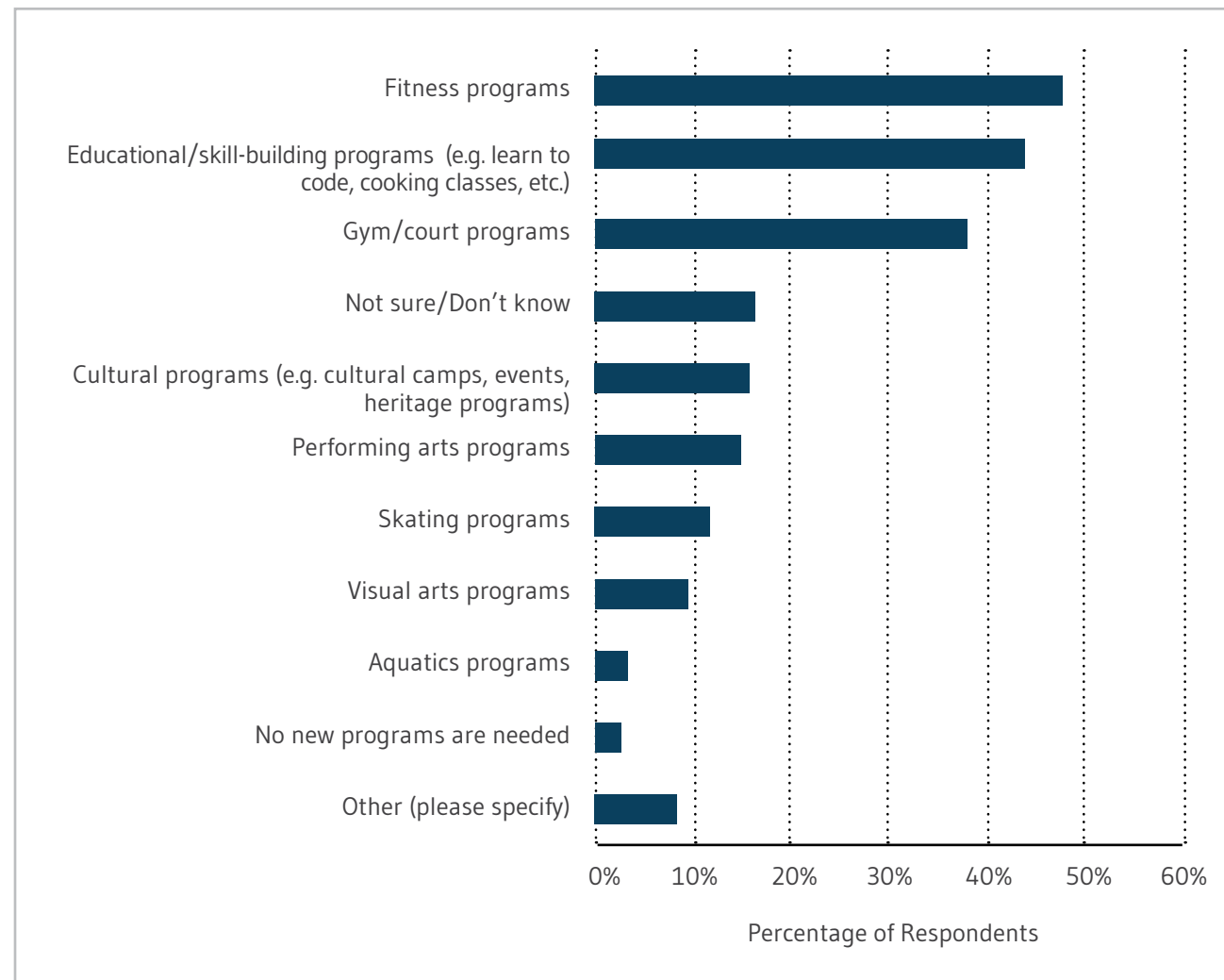
Note: "Aquatic facility" was not included as an answer choice in the survey. Those responses were provided in the "Other" option and separated out in this reporting given the strong response.

5. When asked to identify improvements to existing indoor programs to better meet the needs of residents, respondents identified the following most often:

- No changes are needed.
- I don't know.
- Enhanced marketing and promotion of programs.
- Availability of programming, including more time slots in the evenings and minimizing conflicts between daytime programming (i.e. two programs scheduled at the same time), and ice usage for hockey programs.
- Increase youth programming opportunities.
- Increase senior programming opportunities.

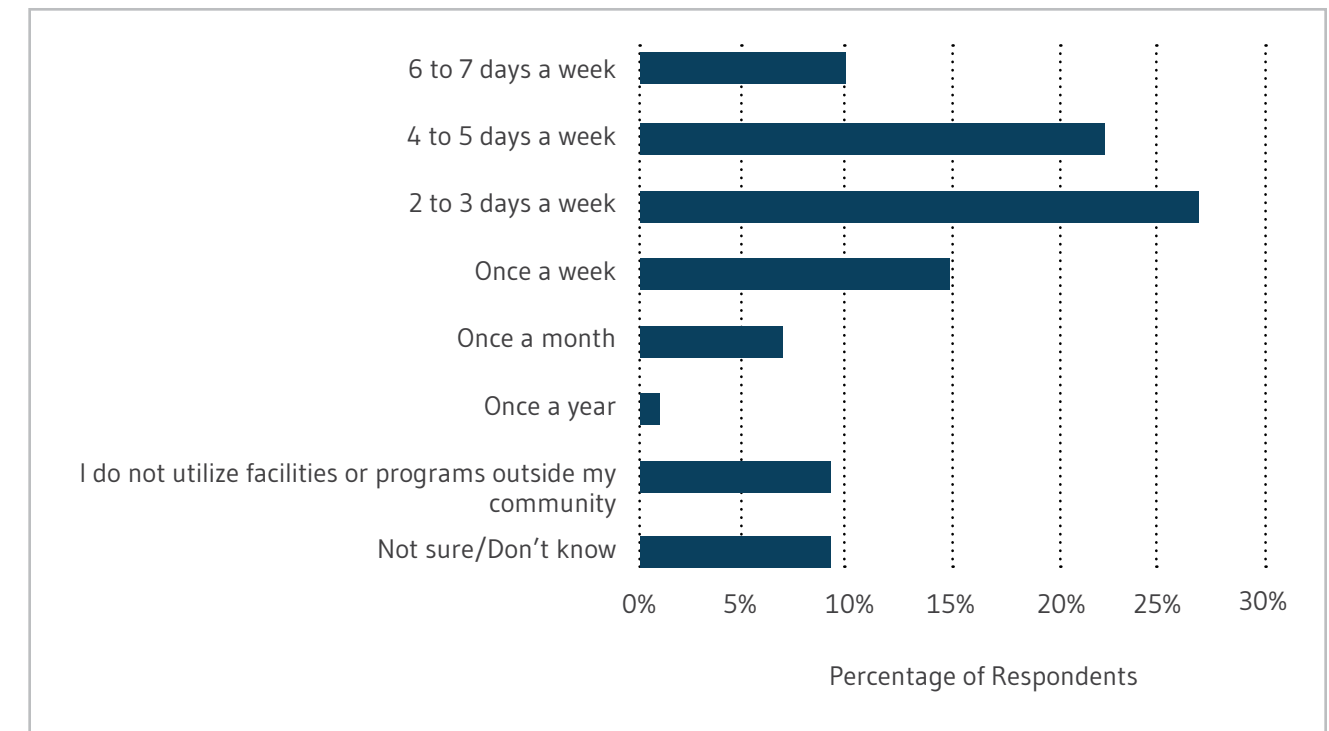
6. In terms of new indoor programs, respondents identified a need for fitness programming (48%), educational/skill-building programs (44%), and gym/court programs (38%) most often.\*

**What, if any new indoor programs are most needed in Crossfield? Please select up to three options.**



7. Respondents were asked how often they travelled outside the Town of Crossfield to access indoor facilities and programs. The most common responses included 2 to 3 times a week (27%), 4 to 5 days a week (22%), once a week (15%), and 6 to 7 days a week (10%).

**Question: On average, how often do you travel outside the Town of Crossfield to access indoor facilities and programs?**



8. When asked which indoor facilities or programs respondents accessed outside the Town of Crossfield, respondents identified the following most frequently:

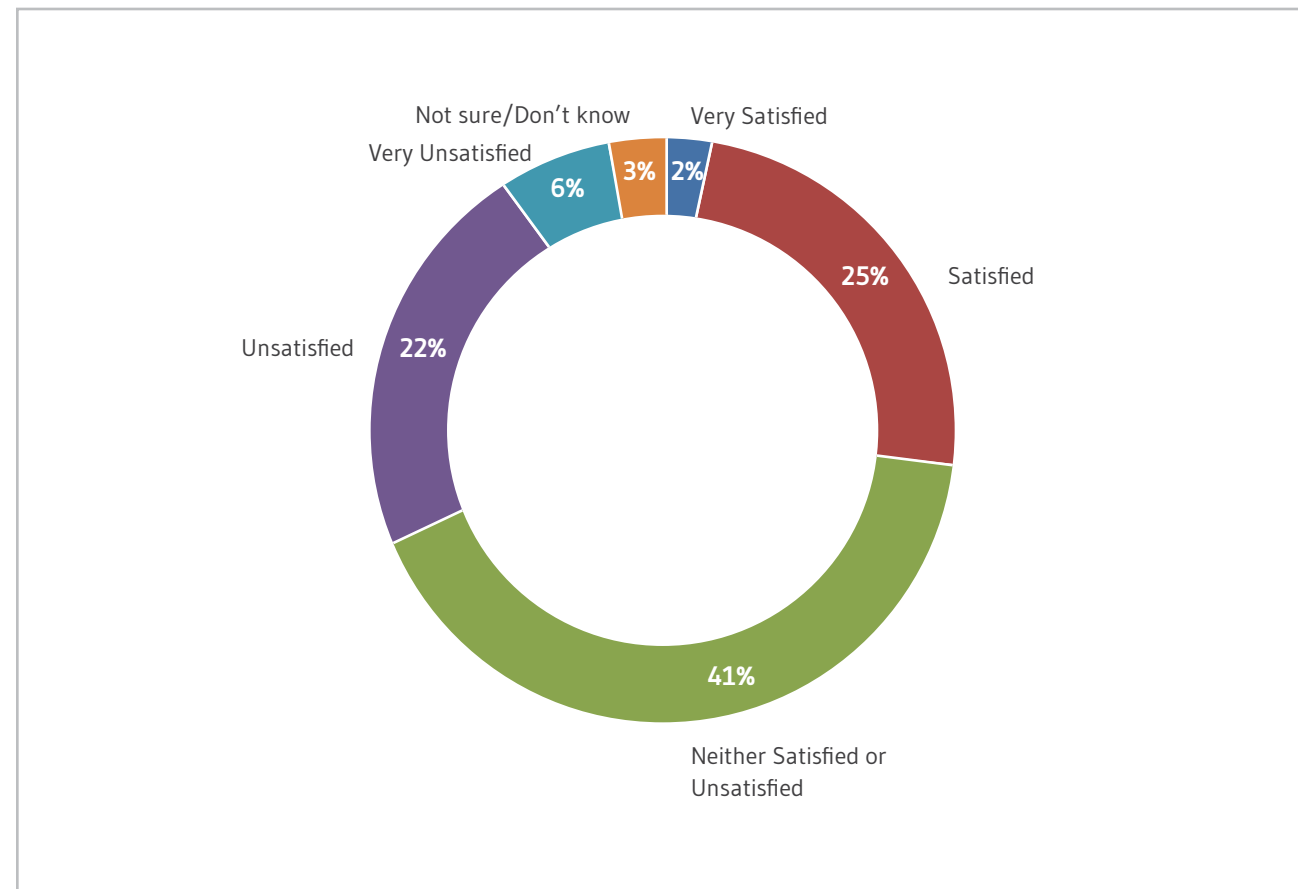
- Aquatic facilities/programming
- Genesis Place in Airdrie
- Fitness centers
- Gymnasiums
- Indoor playgrounds and play spaces for children
- Dance programming
- Gymnastic programming

\*Multiple responses were accepted for these questions, which is why the totals add up to more than 100%.

### Outdoor Recreation Facilities and Programs

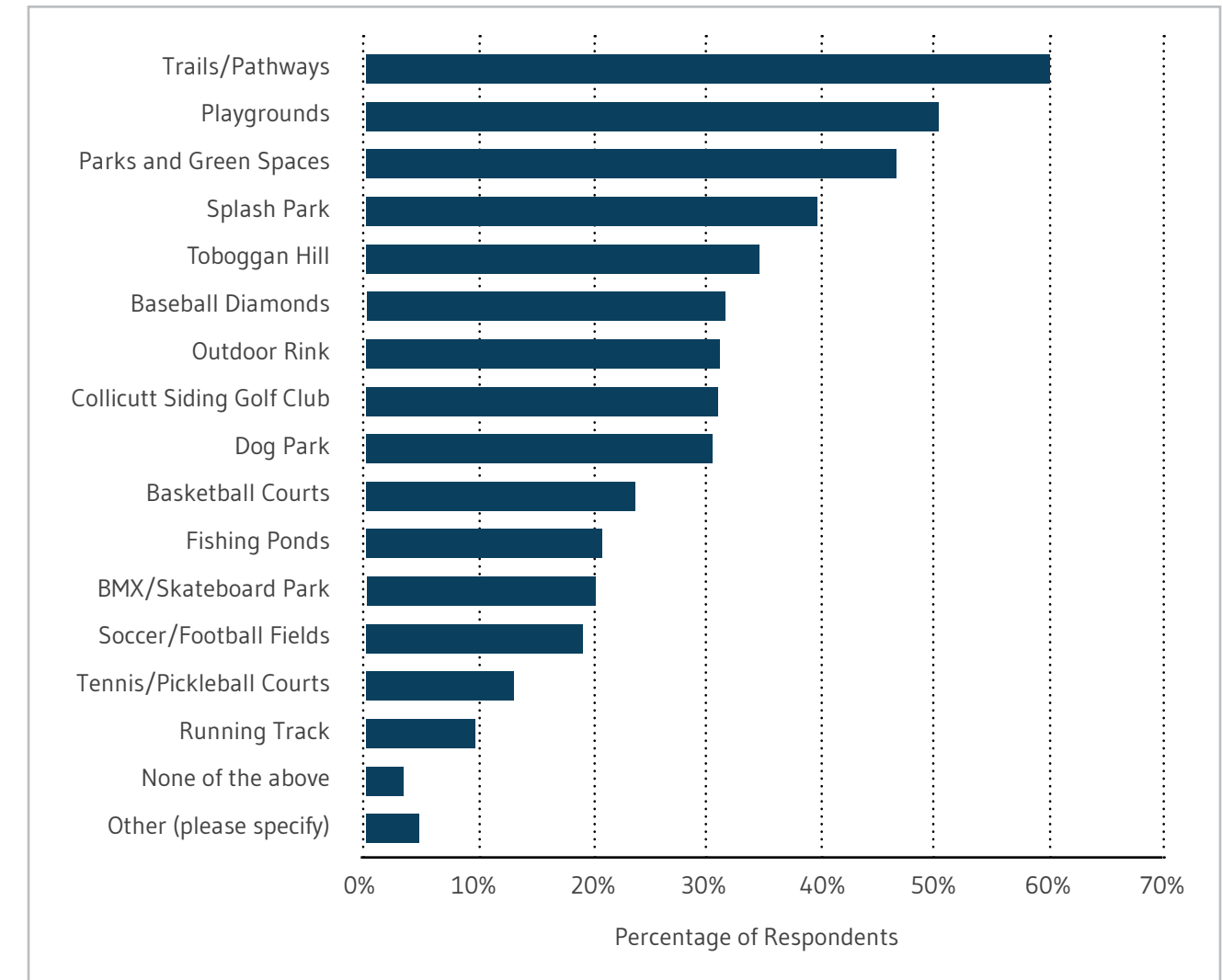
1. Respondents were asked to rate their level of satisfaction with outdoor recreation facilities in their community. 41% were neither satisfied or unsatisfied, 25% were satisfied, 22% were unsatisfied, 6% were very unsatisfied, and 2% were very satisfied.

**Question: Please rate your level of satisfaction with outdoor facilities and programs in Crossfield.**



2. Respondents currently use trails/pathways (60%), playgrounds (50%), parks and green spaces (47%), and the splash park (40%) most often.\*

**Question: Please indicate which outdoor facilities, if any, you currently use in the Town of Crossfield. Please select all that apply.**

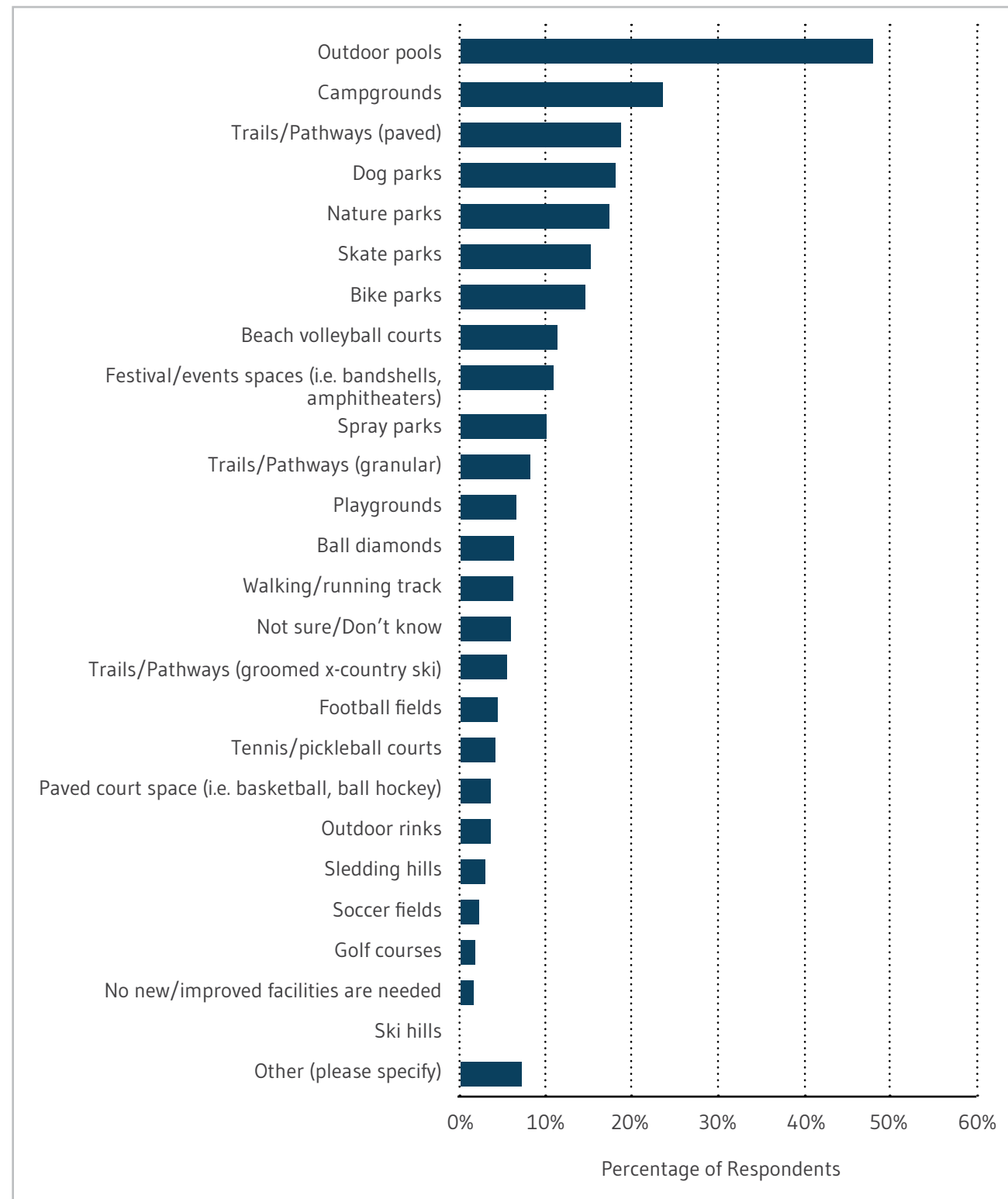


3. When asked to identify improvements to existing outdoor recreation facilities to better meet the needs of residents, respondents identified the following most often:

- Expand the dog park, add fencing, and replace the gravel with grass.
- Expand and enhance walking paths and trails, including more loop trails.
- Expand and enhance the skate park.
- Expand and enhance the splash park, including more seating.
- Upgrade the baseball diamonds, including washrooms, concession, and field maintenance.

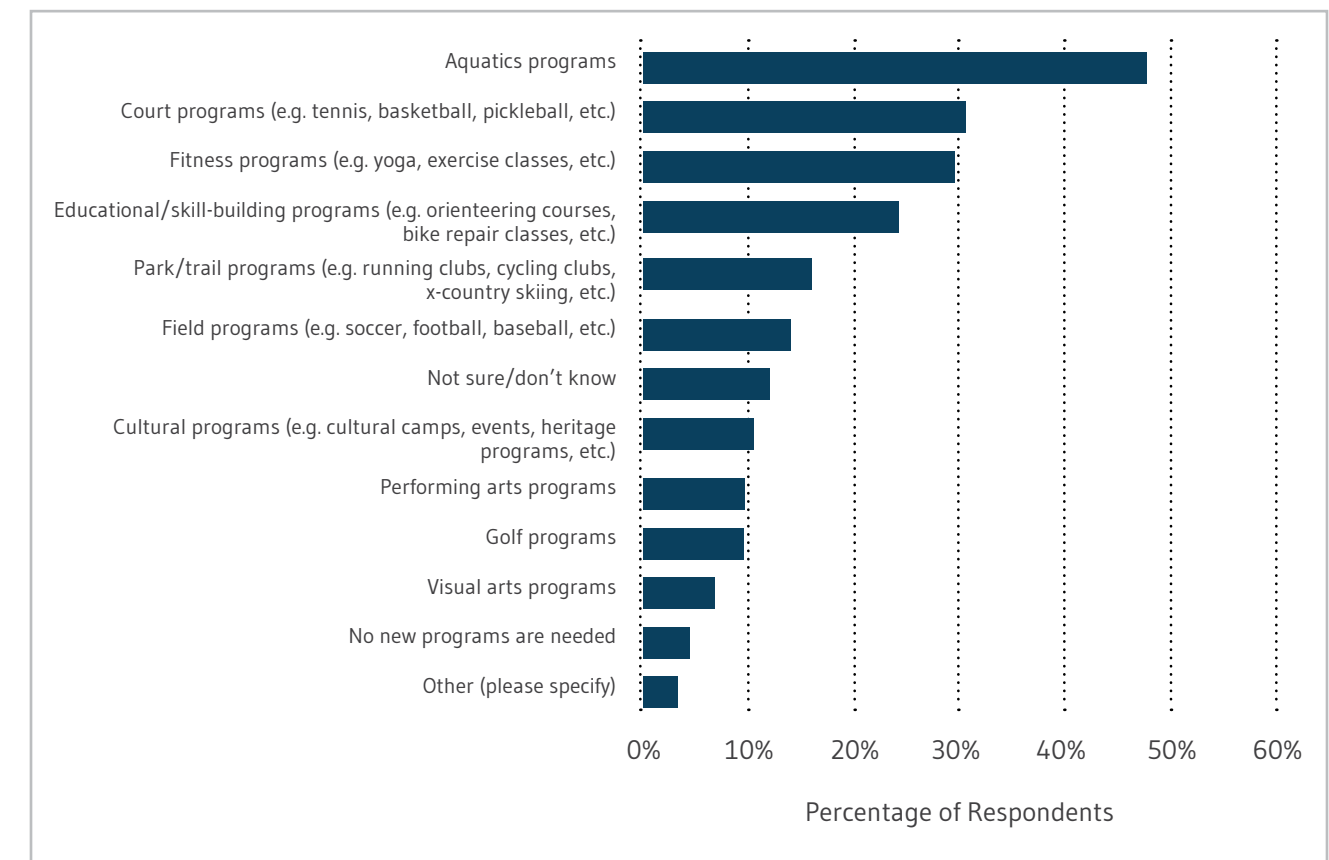
4. In terms of new outdoor facilities, respondents were most in favour of outdoor pools (48%), campgrounds (24%), paved trails/pathways (19%), dog parks (18%), nature parks (17%), skate parks (15%), and bike parks (15%).\*

**What, if any, new outdoor facilities are most needed in Crossfield? Please select up to three options.**



5. In terms of new outdoor programs, respondents were most in favour of aquatic programs (48%), court programs (30%), fitness programs (29%), and educational/skill building programs (24%).\*

**Question: What, if any, new outdoor programs are most needed in your community? Please select up to three options.**

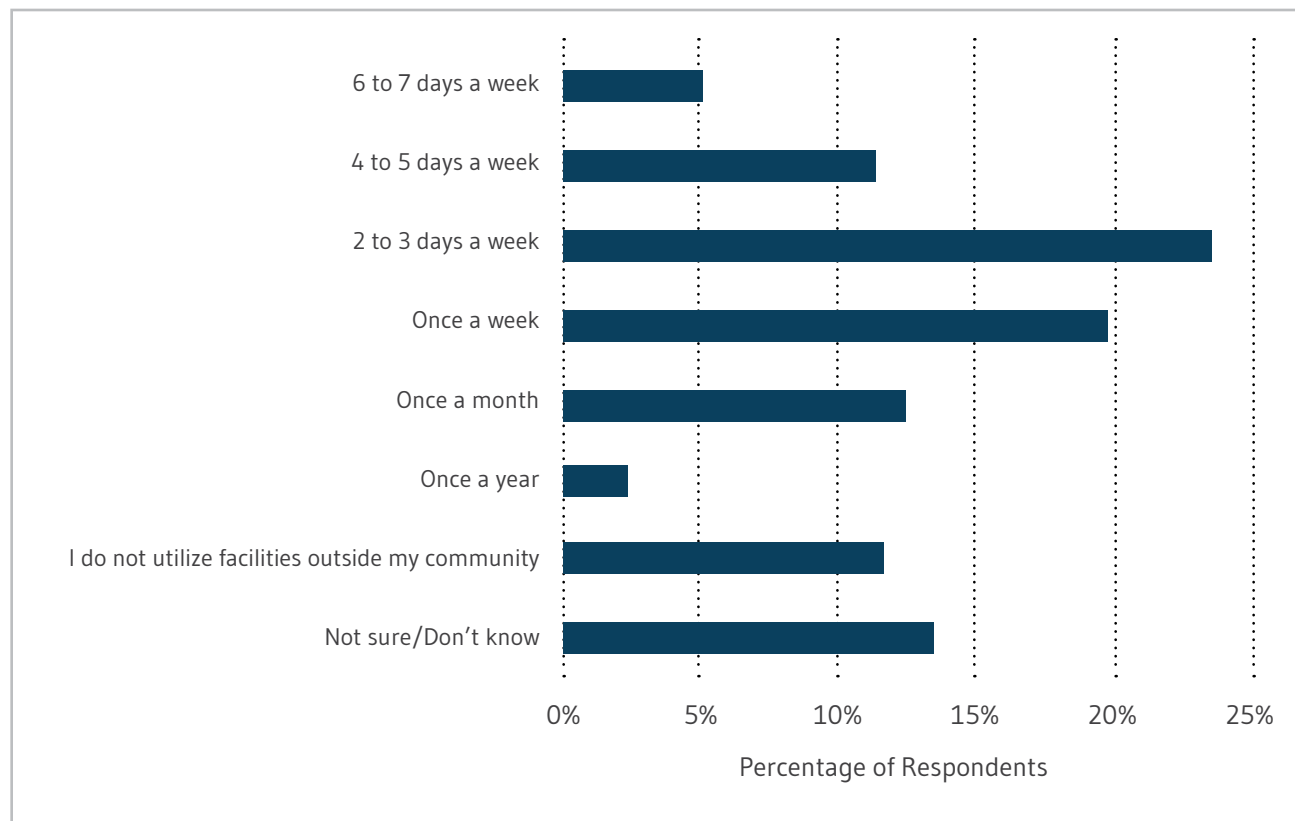


6. When asked to identify improvements to existing outdoor programs to better meet the needs of residents, respondents identified the following most often:

- No changes are needed.
- Enhanced promotion of current programming.
- Offering more variety.
- Scheduling program offerings so they don't conflict.
- Expansion of programs such as soccer, baseball, and multi-sport camps.
- More sport programs in spring and summer.
- Sport leagues for pickleball, tennis, and slow pitch.

7. On average, residents said they travel outside the Town to access outdoor facilities and programs 2 to 3 days a week (24%), once a week (20%), once a month (13%), or that they do not utilize facilities outside their community (12%).

**Question: On average, how often do you travel outside the Town of Crossfield to access outdoor facilities and programs?**



8. When asked which outdoor facilities or programs respondents accessed outside the Town of Crossfield, respondents identified the following most frequently:

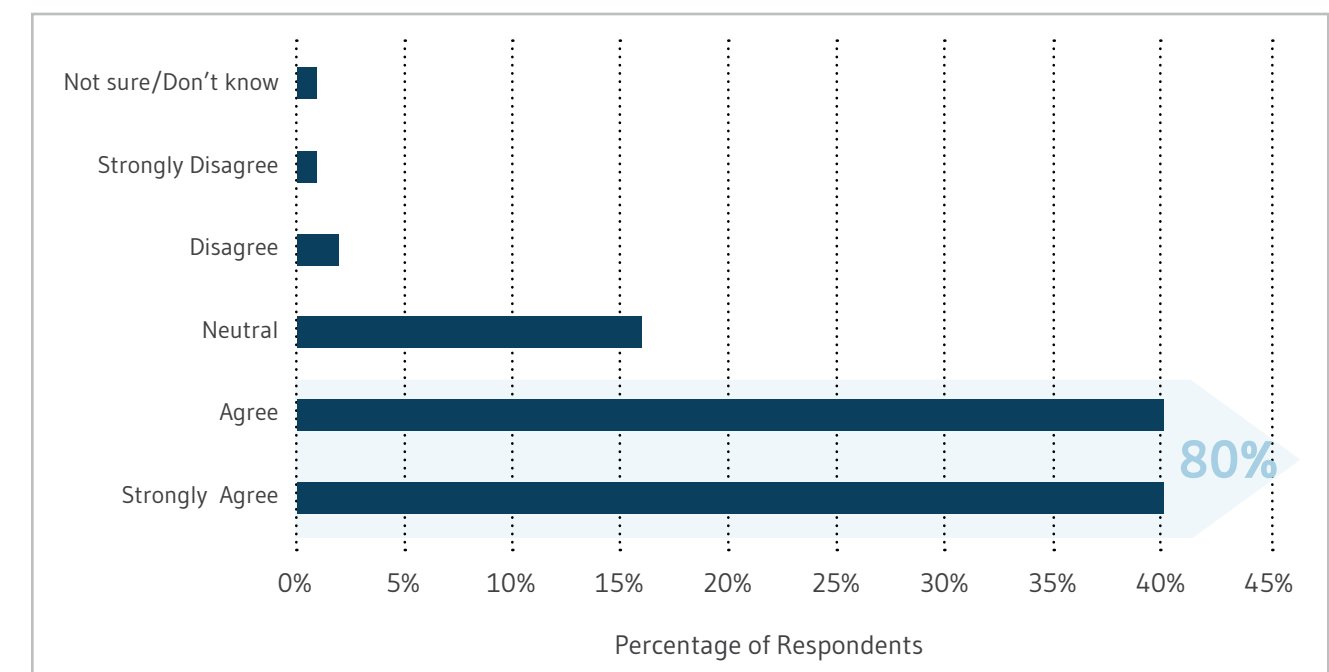
- Trails (walking, biking, and hiking).
- Aquatic facilities and programming.
- Park spaces.
- Dog parks.
- Skate parks.
- Splash parks.

\*Multiple responses were accepted for these questions, which is why the totals add up to more than 100%.

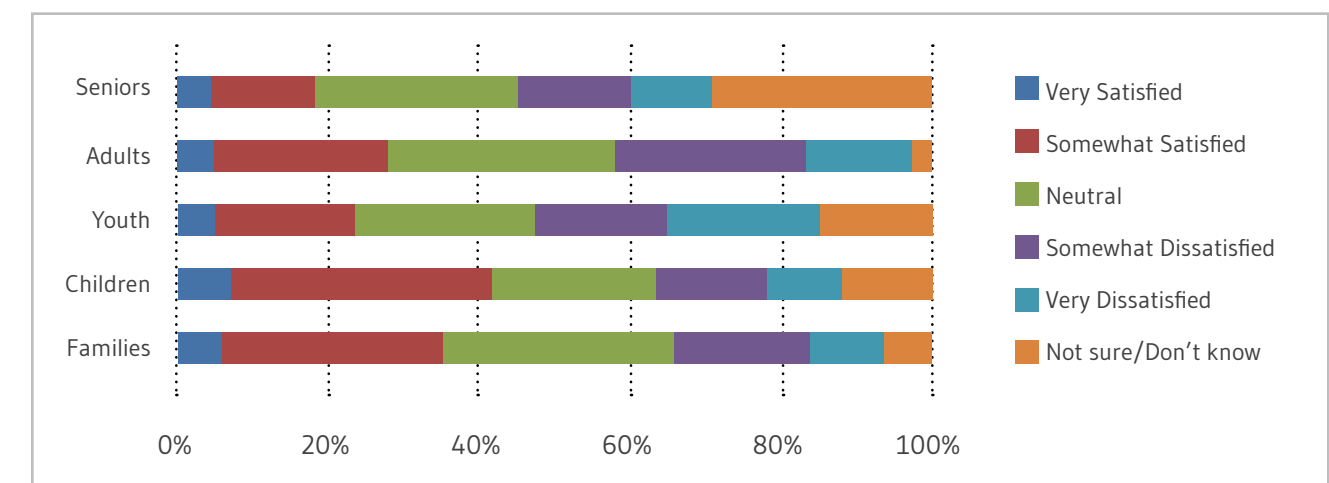
### Level of Satisfaction, Barriers, and Support for Recreation, Parks, and Culture

1. A majority of respondents agreed that recreation, parks, and culture opportunities are important to their quality of life (80%). 16% of respondents were neutral toward the statement and 3% disagreed.

**Please rate your level of agreement with the following statement: Recreation, parks, and culture opportunities in my community are important to my quality of life.**

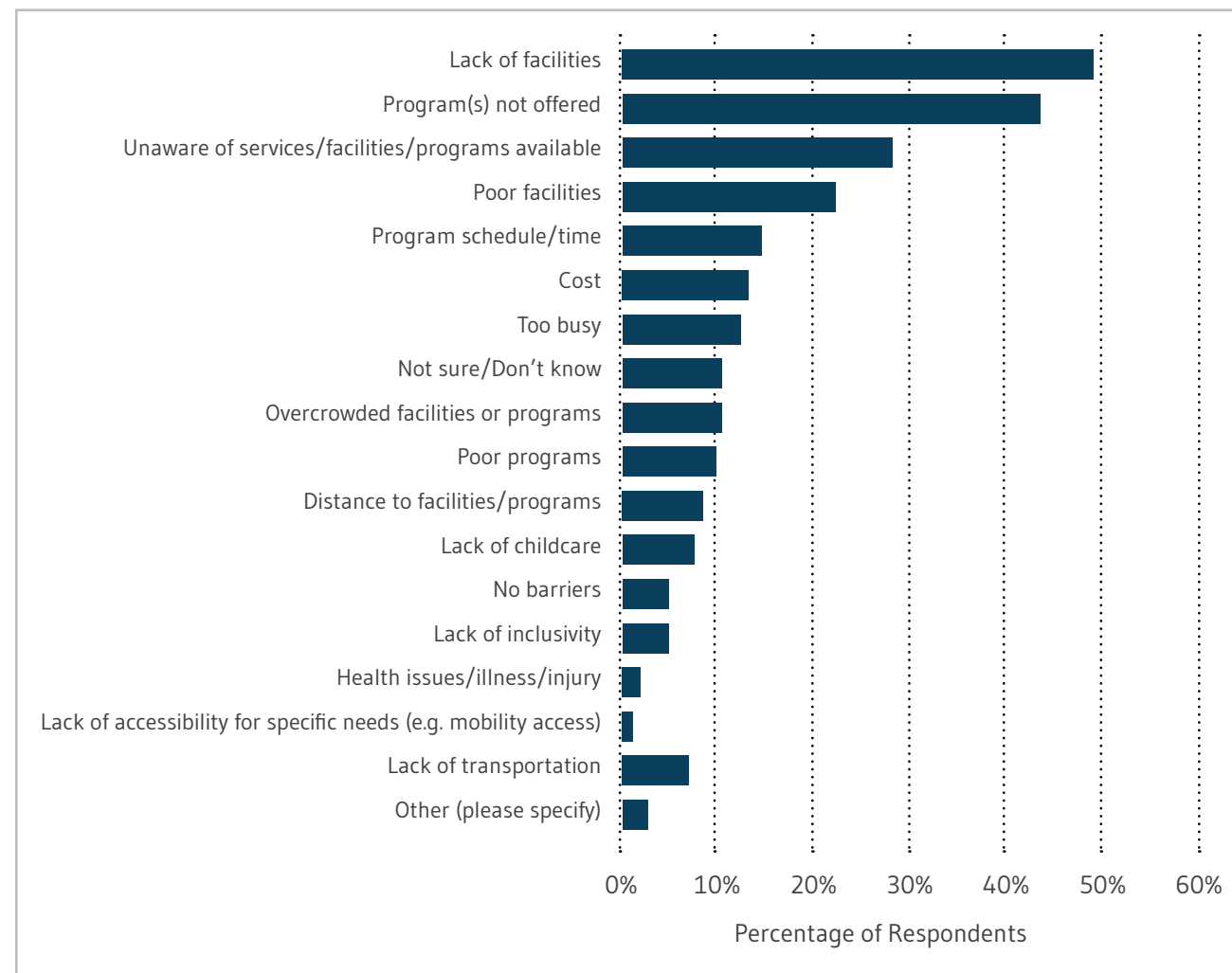


2. Respondents were most satisfied with recreation, parks, and culture opportunities for children (42%) and families (35%). Respondents were least satisfied with opportunities for adults (39%), youth (38%), and seniors (26%).



3. The top barriers to participating in recreation, parks, and culture activities more often were lack of facilities (49%), program(s) not offered (44%), unaware of services/facilities/programs available (28%), and poor facilities (22%).\*

**Question: What, if anything, prevents you from participating in recreation, parks, and culture activities more often? Please select all that apply.**

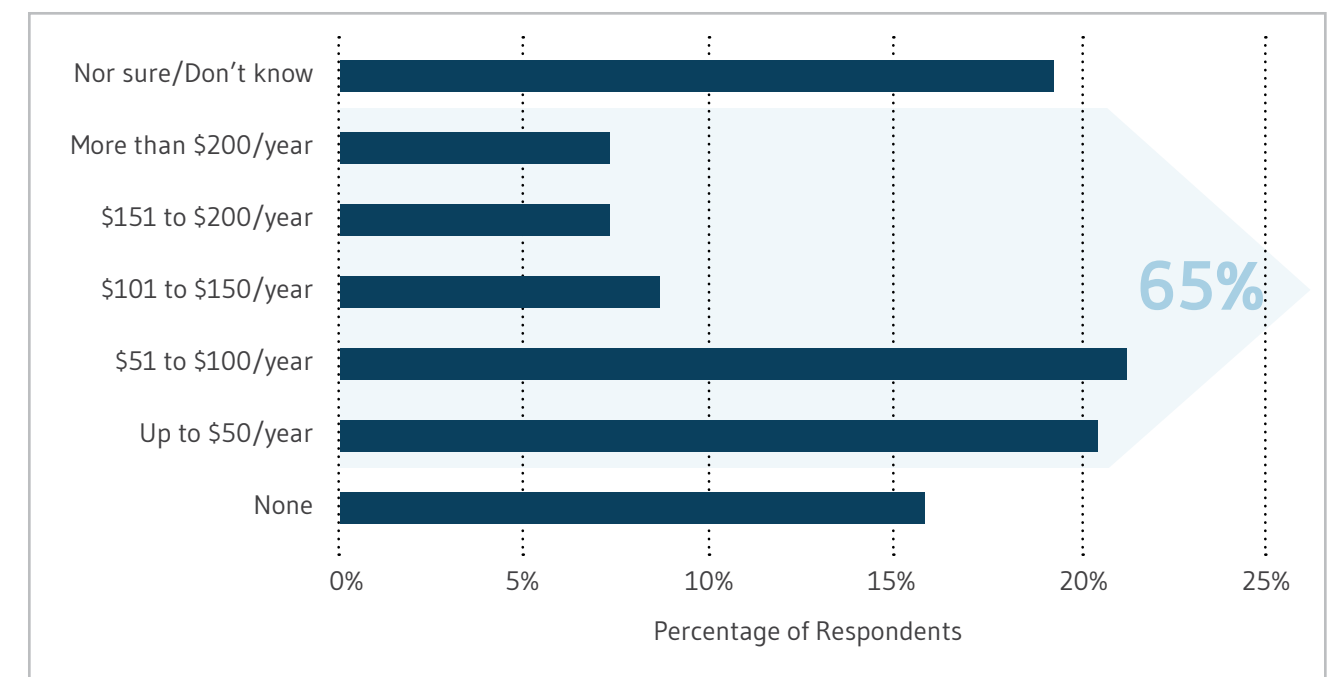


4. Respondents were asked what their top priority would be if only one improvement could be made to recreation, parks, and culture facilities and programs in Crossfield. The following were the most frequent responses:

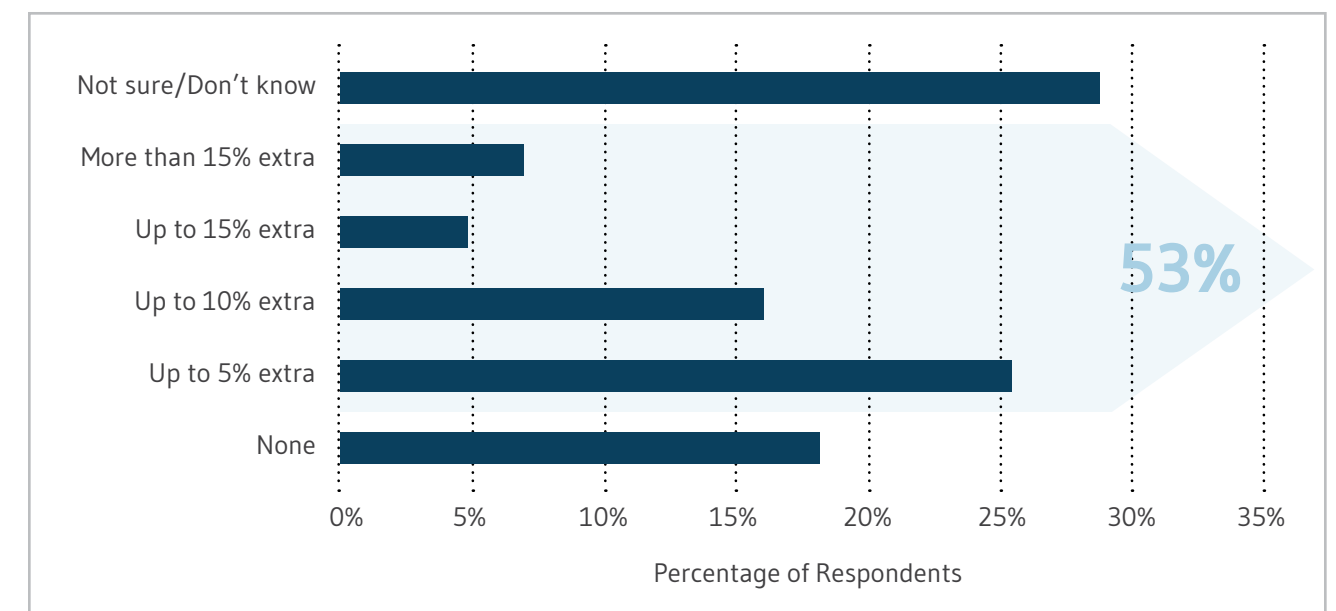
- An aquatic facility.
- Pathway and trail expansion.
- Expand programming for all ages.
- Not sure.
- Multipurpose facility.
- Upgrades to skate park.
- New parks and more amenities at parks.
- Promotion and advertisement of programming.

5. 65% of respondents indicated they would support some level of increase to property taxes to better meet recreation, parks, and culture needs in Crossfield. 53% of respondents indicated support for increased user fees to better meet their needs.

**Question: How much of an increase in property taxes would you support to better meet recreation parks, and culture needs in Crossfield?**

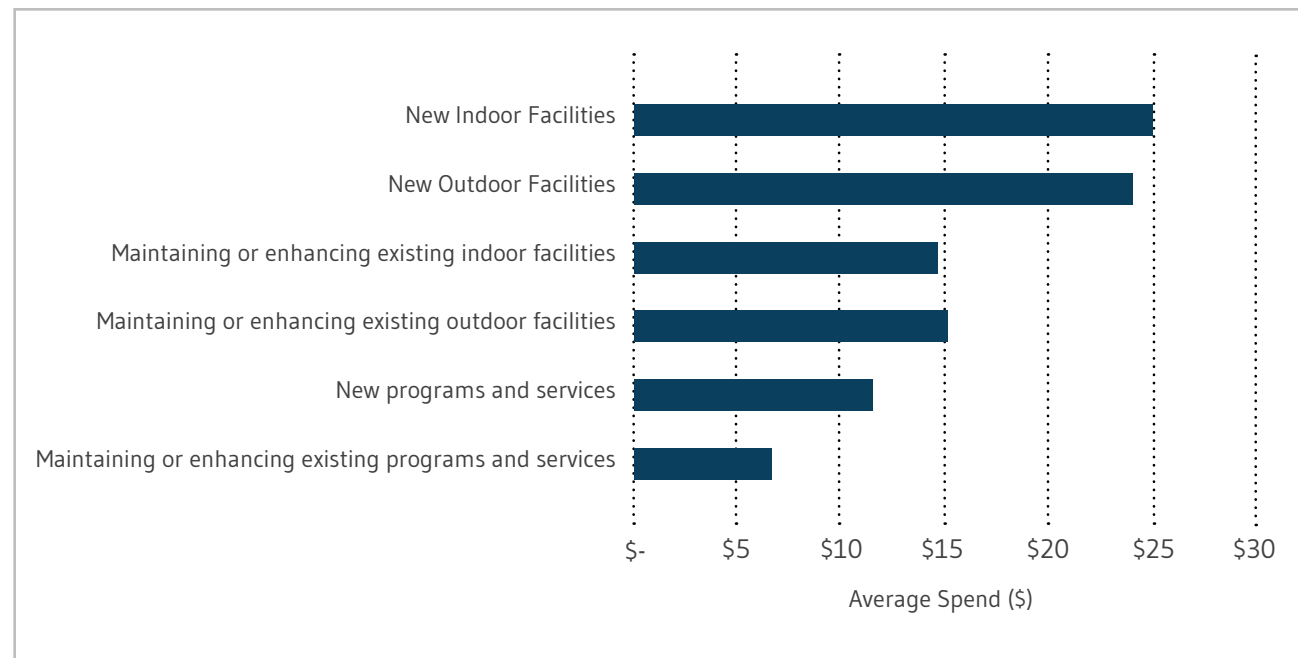


**Question: How much of an increase in user fees would you support to better meet recreation, parks, and culture needs in Crossfield?**



6. Respondents were asked how they would invest \$100 in parks and recreation development in Crossfield. On average, respondents would spend \$25 on new indoor facilities, \$24 on new outdoor facilities, \$15 on maintaining or enhancing existing outdoor facilities, \$15 on maintaining or enhancing existing indoor facilities, \$11 on new programs and services, and \$7 on maintaining or enhancing existing programs and services.

**Question: If you had \$100 to invest in parks and recreation development in Crossfield, how would you spend it between the following options?**



"I love that my kids get to play at the same rink and enjoy the same parks as I did as a child."

- Resident

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## Community Group Survey

An online survey of community groups for the Town of Crossfield was conducted between April 25 and May 27, 2022. The objective of the community group survey was to gain a deeper understanding of community group's perspectives in relation to parks, recreation, and culture facilities and programs in the community. The Town promoted the survey through its municipal website, social media accounts, local newsletter, and by emails to known stakeholder contacts. In total, 9 responses were received. One-on-one interviews were also made available to identified stakeholders throughout the engagement process. One interview was completed.

### Findings from the Community Group Survey

1. Respondents described barriers their organizations experience in meeting the needs of their participants. The quotes below describe some of these barriers further.

**"Weekday prime time ice is always a challenge."**

**"Currently with how our league schedules are set up, we have to look for outside ice rentals as the ice in Crossfield is not open early enough. We are doubling or tripling up our teams that are on the ice at once due to the availability of ice slots during the week."**

**"We would love to have an indoor space to start practicing earlier in the season for our older groups but currently don't have anywhere to do this as the ice doesn't come out of the rink soon enough."**

2. Respondents also identified new facilities and upgrades to existing facilities and why these were necessary in order to better serve their organization and their participants. The quotes below describe these further.

**"Covered batting cages to allow for earlier practice times."**

**"Upgraded ice plant would allow the ice to be put in earlier in the season and would allow for preseason activities, and open up opportunities where ice could be rented to hockey schools or individuals."**

**"Additional dressing rooms would allow for more half ice games with younger kids."**

**"Indoor gym to be utilized for multipurpose sports and rentals."**

**"Enhancement to spectator area that would allow for mobility reduced people to be able to access and view the ice surface."**

**"Washrooms and indoor facilities at the rodeo grounds."**

**"Covered grandstands."**

**"We could use better dressing rooms for the female players and teams."**

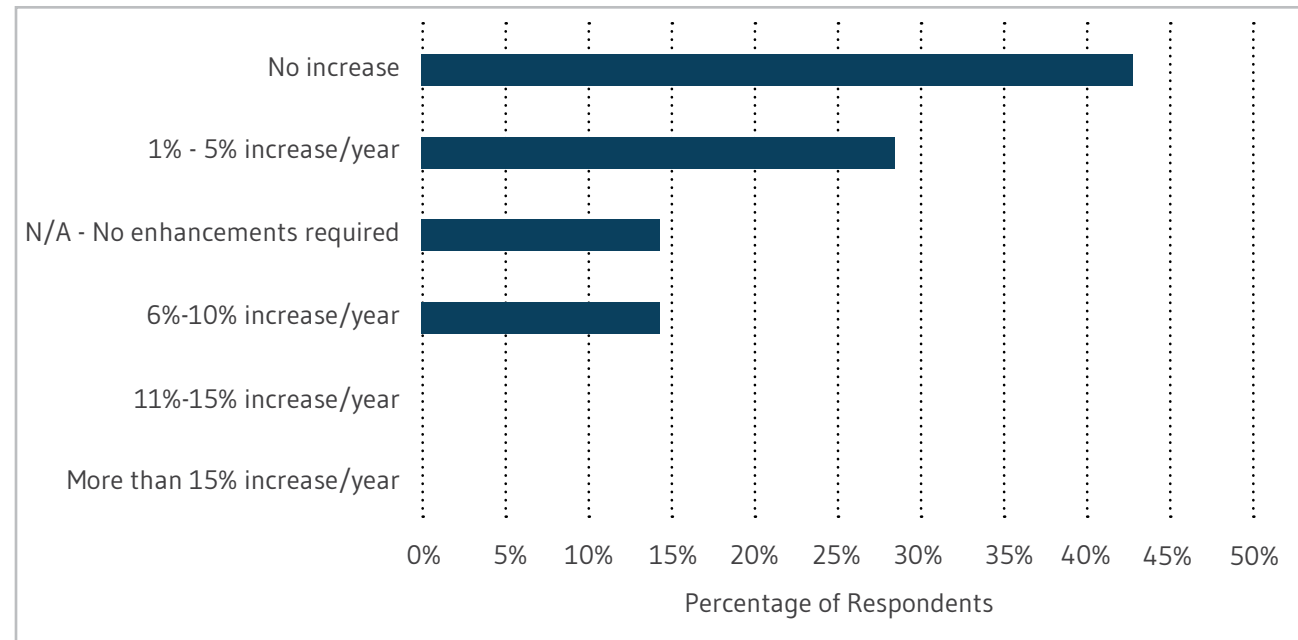
**"Better usage of the upstairs viewing area in the arena."**

**"Moving the concession upstairs as the lobby often gets congested"**



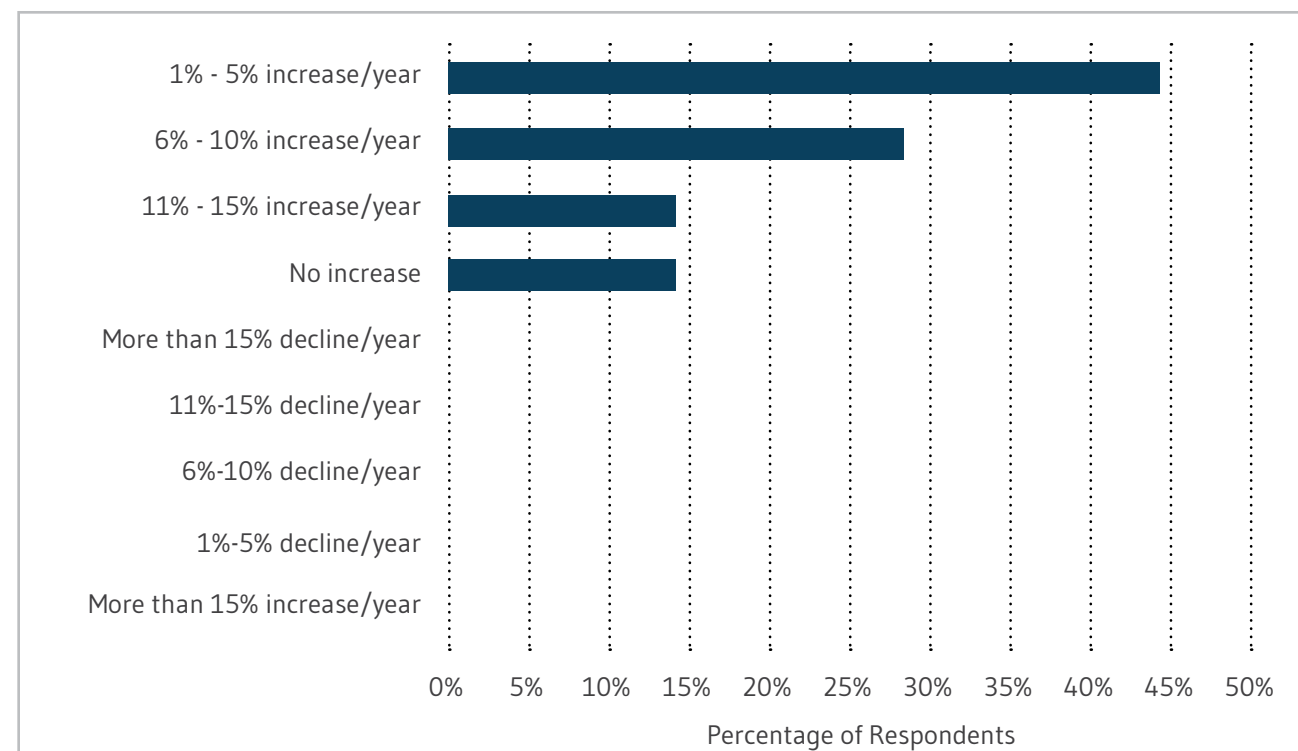
3. 43% of organizations that responded to the survey said they would be willing to pay increased user fees and 43% of organizations said no increase to user fees.

**Question: Would your organization be willing to pay increased user fees in order to utilize enhanced facilities?**



4. 86% of community groups that responded project their annual participation base to grow over the next 5 years. One group anticipates no increase in participation, and none anticipate a decline.

**Question: What are your average annual growth projections for your participant base over the next 5 years?**



Town of Crossfield



## Community Road Show

Members of the consulting team visited the Town of Crossfield on April 29, 2022, to conduct a Community Road Show. Staffed engagement stations were set up at multiple community locations to collect input from community members regarding their parks, recreation, and culture needs. The stations had table-top presentation boards where participants could “stick” their feedback onto the boards, and there were family friendly activities to draw people in. In total, the consultant team engaged with 81 community members. The following summarizes the input received.

### Indoor Facility Needs

Responses	# Of Responses
Indoor pool	9
Multipurpose recreation facility	3
Youth centre	3
Arcade	3
Music facility	2
Maintain what we have	1
Squash/badminton courts	1
Trampoline park	1

### Outdoor Facility Needs

Responses	# Of Responses
New and enhanced skate park	9
Splash park improvements	8
Outdoor pool	5
Walking paths/trails	3
More park spaces	2
Campfire pits	2
More basketball hoops/courts	2
Pickleball courts	2
Squash court	1
Volleyball courts	1
Fishing pond	1
Improve safety at Vista playground	1
Trees for Vista playground	1
Better access to sledding hill	1
Pump track	1
More picnic tables in Banta Park	1
More swings in parks	1

### Indoor/Outdoor Program Needs

Responses	# Of Responses
Gymnastics	4
Animal petting zoo	2
Youth programming	2
Music/theatre programs	1
Yoga for kids	1
Football	1
Soccer	1
Dance	1
Public skating in the evenings	1
Enhance utilization of the Rodeo Grounds (i.e. events)	1

## Community Input Sessions

Four Community Input Sessions were hosted on May 10, 12, and 26, 2022. 7 participants from the community participated in the sessions. The following summarizes the input received.

### Indoor Facility Needs

- **Multiplex/Fieldhouse**
  - A multiplex to fulfill indoor facility needs, including courts, indoor soccer, fitness, track, climbing wall, and a place for youth.
- **Arena**
  - Modifications to dressing rooms, including increasing the size of the female dressing room, and storage.
  - Better utilization of the second floor (i.e. meeting space, restaurant/bar/lounge/seating)
- **Curling Club**
  - Enhance utilization through school programs, bonspiels, and leagues.
- **Community Center**
  - Upgrade to facilitate larger events.
  - Area for permanent market.
- **Workout facility**
  - Including equipment

### Outdoor Facility Needs

- **Upgrade skatepark**
  - Expand and add additional amenities (e.g. bowls, flyouts, pipes).
- **Upgrade splash park**
  - Expand and upgrade with additional amenities (e.g. water features).
  - Washroom facilities.
  - Cover for splash park.
- **Walking paths**
  - Expansion of current walking paths (i.e. wider paths and loops).
  - Additional paths.
- **Additional outdoor rink**
  - For use in the spring/summer as well for basketball, lacrosse, or street hockey.
- **Utilize land west of the golf course**
  - Frisbee golf, motocross park, soccer, cricket, BMX bike track (noted Olympic size course could be an attraction), campground.
- **Dog park**
  - Expansion of current dog park.
  - Fencing.
- **Outdoor pool**

### Programming Needs

- **Music events**
  - Build gazebo for bands.
  - Live music on Railway Street.
- **Expand special events and community/family programming**
- **Expand library programming**
  - Photography, chess club, workshops.
- **Youth programming**
  - Space to gather.
  - Monthly events.
- **Multi-sport programming for all ages.**
- **Enhanced promotion of programs and events.**



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## Council, Recreation Board, and Staff Input Workshop

A Council, Recreation Board, and Staff Input Workshop was hosted on May 17, 2022. Seven councillors attended the workshop, as well as two participants from the Recreation Board, and 4 Town staff. The following summarizes the input received.

### Indoor Facility Needs

- **Field house with indoor fields**
- **Arena upgrades**
  - Ice plant.
  - Dressing rooms (female and upgrade to all).
  - Accessibility (stands).
- **Multipurpose recreation facility**
  - Fitness centre
  - Track
  - Climbing
  - Courts
  - Pool
- **Increase utilization of school gymnasium**
- **Fitness centre (equipment and studios)**
- **Seniors' facility**
- **Dedicated indoor space for youth**
- **Upgrades to Curling Club**

### Outdoor Facility Needs

- **Campground**
- **Upgrades to trails (expansion and looped, paved)**
- **Upgrades to skate park**
- **Ball diamonds**
  - Upgrades include amenities such as washrooms and storage.
- **Land for a multipurpose facility**
- **More sports fields (soccer, football, baseball)**
- **Outdoor pool**
- **Upgrades to parks and playgrounds**
- **Upgrades to dog park (fenced and centralized dog park)**
- **Space for youth**
- **Amenities at Banta Park (washrooms)**

### Program Needs

- **Expand current hockey and figure skating programming**
- **Sports tourism development**
  - Provincials, regionals, masters
- **Multi-sport programming (pickleball, badminton, volleyball)**
- **Aquatic programming**
- **Expand community events:**
  - Christmas events
  - Live music
  - Adult nights
  - Theatre nights
  - Comedians
- **Arts**
  - Visual arts programming
  - Performing arts/dance
- **Gymnastics**
- **Youth and senior programming**



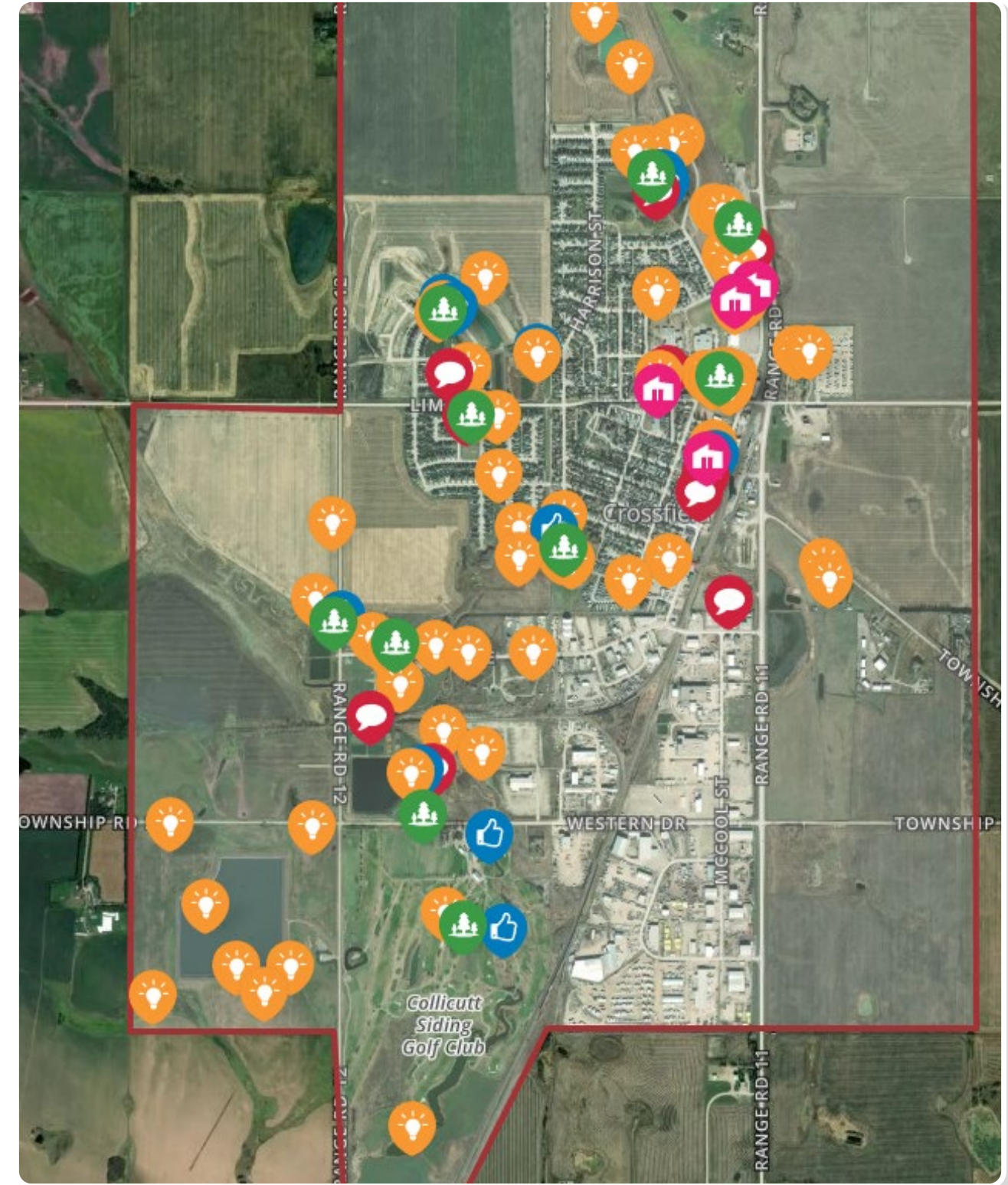
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## Digital Interactive Mapping

A digital interactive mapping tool was made available to the public from April 25 to May 27, 2022, to collect location-based input. Participants were able to drag and drop markers on the map and had the opportunity to provide input at specific locations. The most common feedback included the following:

- **Banta Park**
  - Upgrades including the splash park, picnic tables, washrooms, and paint pickleball lines on the tennis courts.
  - Outdoor rink.
- **Utilize Lands to the West of the Golf Course**
  - Expansion ideas including campground, new rodeo grounds, frisbee golf, ball diamonds and an ATV area.
- **Veterans Peace Park**
  - Expansion ideas including campground, t-ball diamonds, soccer fields, dog park, and playground.
  - Noted that the sledding hill and disc golf area is great.
- **McCaskill Park**
  - Expansion ideas including outdoor rink.
  - Upgrades to track.
  - Washrooms.
  - Better utilization of area.
- **Murdoch Park**
  - More walking paths in this area.
  - Outdoor swimming pool.
  - Park for toddlers.
- **Rodeo Grounds**
  - Pathways.
  - Relocate rodeo grounds.
  - East of rodeo grounds: campsite and a nature park.
  - West of rodeo grounds: expand area to include picnic tables and parking.

Digital Interactive Map Tool



## Graphic Recording

The engagement process was summarized in the form of a graphic recording. Please see Appendix C to view this work.

## Additional Observations

The following observations were developed by the consulting team based on input received through the engagement process. The Town is encouraged to consider these when making future decisions regarding investments into parks and recreation.

### Improving Marketing and Promotions

Respondents to the resident survey indicated that being unaware of services/facilities/programs was one of the top barriers to participating in recreation, parks, and culture activities more often. Additionally, when asked what improvements should be made to existing indoor and outdoor programs, respondents to the resident survey frequently indicated that they would like to see more information and advertising about what programs are offered. The Town may want to consider enhancing its marketing and promotions of recreational opportunities.

A lack of directional and destination signage was noticed by the consulting team during the community tours. Enhanced signage would be beneficial for new residents as well as visitors to the community.

### Expanding Programming

We heard from the community that one of the primary factors preventing them from participating in recreation, parks, and culture activities more often was that programs are not offered. Additionally, levels of satisfaction for recreation, parks, and culture opportunities for different age categories was relatively low. Furthermore, participants in the engagement process expressed strong interest in the development of new programs. The Town may want to consider opportunities to expand programs to address these inputs.

### Sport Tourism

Strong interest was expressed at the Councillor and Recreation Board Input Workshop in exploring the potential for sport tourism by targeting provincial, regional, and master level events. Additionally, some resident survey respondents identified the potential for expanding sport tourism offerings in Crossfield with the addition and enhancement of facilities, including a campground.

The recent beautification projects and historic building restorations in Crossfield's downtown could be leveraged to support sport tourism. Given the close proximity of recreation and parks facilities to the downtown, this attractive area could be positioned as a hub during sport tourism events where participants and spectators congregate to eat, shop, and spend time together between matches.



Town of Crossfield



4

**FACILITY AND PROGRAMMING PRIORITIES**

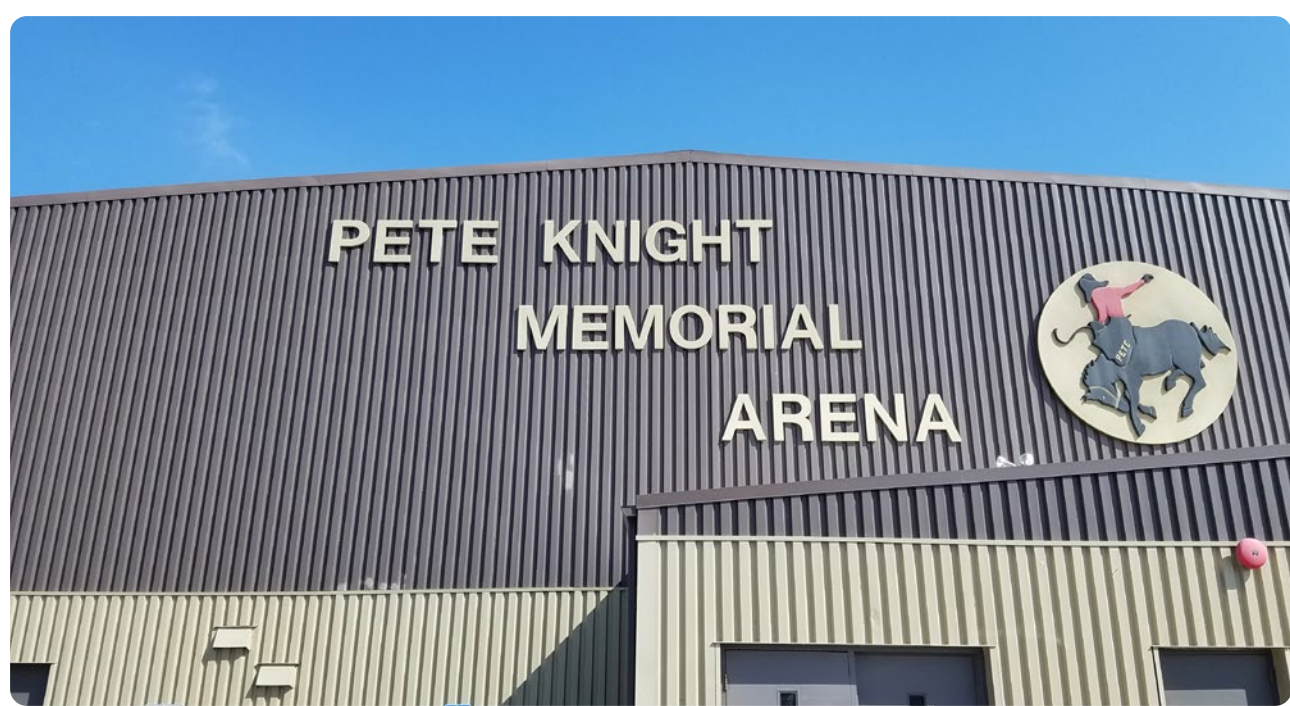
This section provides a summary of the top parks and recreation facility and programming priorities identified for the Town of Crossfield based on the findings of the needs assessment process. Priorities were identified using an evaluation matrix that considered multiple indicators. To review the evaluation matrix, please see Appendix D.

In addition to this information, there are several other inputs that the Town may want to consider before making investment decisions. These could include existing condition of facilities, capital and operational costs, revenue potential, governance and operations, public access, strategic alignments, and overall cost/benefit. It is recommended that prior to undertaking major capital development projects, the Town completes business cases that consider these inputs.

## Indoor Facility Priorities

### 1. Arena Upgrades

The top indoor facility priority identified through the needs assessment process was upgrades to the Pete Knight Memorial Arena. Members of the community noted that there is a need for accessibility enhancements for those with mobility impairments, particularly the stands and access/egress. Other upgrade opportunities included adding female dressing rooms, refurbishing existing dressing rooms, upgrading the ice plant, enhancing the stands, and updating the floor in the second floor lounge. Other suggestions were provided that related to the use of the facility. These included increased ice availability (i.e. longer ice season and longer hours), and use of the arena during the summer months for activities such as roller skating/blading and court sports.



Town of Crossfield

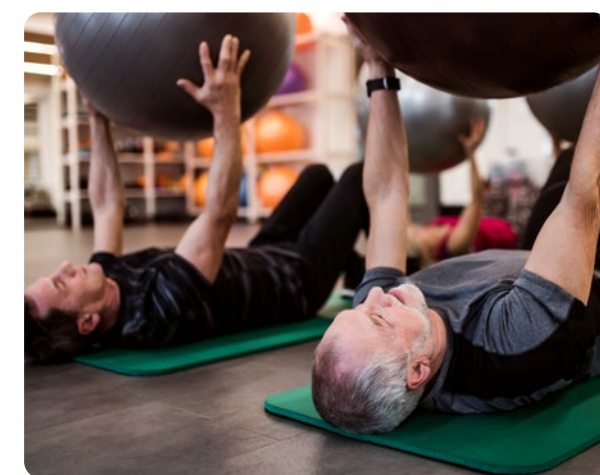
### 2. Gymnasium/Court Space

Gymnasium and court space for activities and programs such as basketball and volleyball was identified as the second indoor facility priority. In the engagement process, it was noted that the school gymnasium was used in the past for gym/court activities; however, access to this facility is currently limited. There may be an opportunity to develop a shared use agreement with the school for access to their facility on a more consistent basis.



### 3. Fitness Center

A fitness center was identified as the third indoor facility priority through the needs assessment process. Such a facility would include exercise equipment and studio space to run programs/classes. It was noted through the engagement process that a number of residents currently travel outside Crossfield to access a fitness facility.



### 4. Indoor Pool

An indoor pool that would be able to offer family recreation and swimming lessons locally was requested by participants in the engagement process. It should be noted that an indoor pool was provided as an unprompted response in the resident survey, which indicates strong demand from respondents.

A large number of resident survey respondents who travel outside of Crossfield to access facilities and programs identified an aquatic facility as a destination (44%).



### 5. Youth Center

This space would be a place for youth in the community to gather and participate in drop-in and planned activities/programs.



**6. Walking/Running Track**

An Indoor running/walking track for drop in use and programming.

**7. Climbing Wall**

A climbing wall of sufficient height to support belay climbing. There may be opportunity to incorporate bouldering elements as well.



**8. Indoor Playground**

An indoor playground for children was requested to give young families more opportunities for activity in the winter.

Town of Crossfield



**9. Curling Club Upgrades**

Specific renovations include modernizing equipment, removal of wooden barriers between lanes, and an overall refresh to the facility. Other respondents suggested renovating the curling club into a multi-use facility that can be utilized in the off-season.

**10. Field House**

An indoor field house able to accommodate sports such as soccer, football, and baseball.

**11. Fitness Studio**

A fitness studio would provide specialized space for fitness programming and classes (e.g. dance, spin, Zumba, etc.).

**Indoor Programming Priorities**

**1. Educational and Skill Building Programs**

Examples of indoor educational and skill building programs include learn to code courses, cooking classes, creative writing classes, and much more. Further engagement is recommended to understand what specific educational/skill building programs are in demand in the community.



**2. Youth Programming**

Organizing monthly youth events was put forward as an idea to engage youth. Youth programming also scored high within the trends category as there is currently an increase in leisure time spent online since COVID-19. Offering more youth programming options would give youth the opportunity to spend more of their leisure time in an off-screen, active environment.

**3. Fitness Programs**

Fitness programs were identified as a top indoor programming priority through the needs assessment process. Further engagement is recommended to understand what specific indoor fitness programs are in demand in the community.



**4. Gym/Court Programs**

Organized and drop-in gym/court programming includes activities such as basketball, badminton, pickleball, multi-sport, volleyball, ball hockey, and many more activities.



**5. Cultural Programs**

Programs, activities, or events that focus on culture. Examples include historical exhibitions, culture-related workshops, and local festivals/celebrations.

**6. Performing Arts Programs**

Performing arts program examples include dance classes, music lessons, and competitions or events related to performances.



**7. Senior Programs**

More senior programs were identified as an opportunity for program enhancement. There has also been an increase in attention to senior programming across Alberta as the broader population ages.

**8. Visual Arts Programs**

Indoor visual arts programs include activities such as painting, sculpting, pottery, etc.

**9. Adult Programming**

More programming aimed towards adults in an indoor setting. Programs could include fitness, arts, culture, or educational based.

**10. Aquatic Programs**

Indoor aquatic programming was identified as something that would better meet community needs. Many respondents to the resident survey indicated they travel out of town to access aquatic program opportunities.

**11. Skating Programs**

Skating programs include drop-in skating, learn to skate, figure skating, skating clinics, etc. These programs should be offered at times that work well for the target markets, which include children, youth, and families.

**Outdoor Facility Priorities**

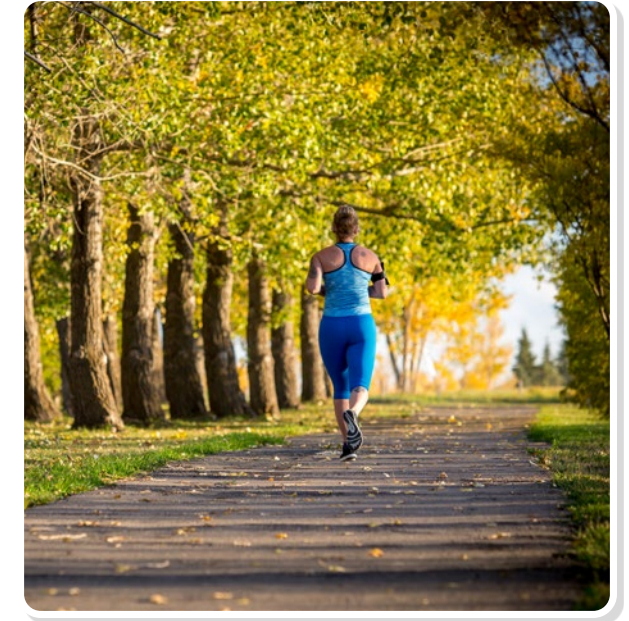
**1. Outdoor Pool**

An outdoor pool was identified as the top outdoor facility priority through the needs assessment process. The facility could be used to deliver swimming lessons and for leisure swimming in the summer months.



**2. Expand and Enhance Walking Paths**

Participants in the engagement process would like to see walking paths expanded and enhanced in the Town of Crossfield. Ideas that were shared for enhancements included wider paths, additional paved paths, lighting, and expansion of paths to create loops. It was also expressed that new pathways in other areas of town would be beneficial including more paths around Murdoch Park, the north end of town, and the rodeo grounds. There was also interest expressed in the resident survey for the development of bike paths in Crossfield.



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**3. Expand and Enhance Skate Park**

Participants expressed a desire to expand the skateable area of the park to accommodate more users given recent experiences with crowding. Recommendations for additional amenities included bowls, flyouts, and pipes.



Town of Crossfield

**4. Campground**

Participants in the engagement process would like to see a campground developed near the community. This would provide enhanced opportunities to host more sport tournaments in the summer and increase visitation.

**5. Expand and Enhance Dog Park**

Ideas for improvement included a fenced area, expanding the area, adding washrooms, adding seating, an agility course, and to replace the gravel with grass.

**6. Expand and Enhance Splash Park**

Ideas for improvement at Banta Park included a tot/wading pool, more seating areas, picnic tables, changerooms/washrooms, and trees or features that provide shade.

**7. Pump/BMX Track**

A track that includes a variety of jumps and features for bikers to enjoy and practice their riding skills.



**8. Nature Parks**

Public parks that have a strong connection to nature and contain limited development.

**9. Beach Volleyball Court**

Outdoor beach volleyball courts.

**10. Granular Trails/Pathways**

Additional trails/pathways around the town that are granular.

**11. Upgrade Baseball Diamonds**

Some members of the community would like to see upgrades to the baseball/softball diamonds. Improved maintenance of fields for all baseball diamonds was indicated, and rollout of outfield at some diamonds was recommended. Other priorities included developing permanent dugouts, storage facilities, batting cages, proper baseball mounds, a concession, and upgrading bleachers and washrooms. Diamond 4 was viewed as a location for a scorer building with power and washrooms.

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**Outdoor Programming Priorities**

**1. Aquatic Programs**

Outdoor aquatic programming was identified as something that would better meet community needs. Many respondents to the resident survey indicated they travel out of town to access aquatic program opportunities.

**2. Expanding Sport Programming (youth and adults)**

Outdoor sport programming such as baseball, soccer, multi-sport camps, pickleball, tennis, and slo-pitch.



**3. Court Programs**

Court programming that utilizes the outdoor courts in Crossfield such as basketball and tennis.

**4. Park/Trail Programs**

Parks and trail programs that focus on maximizing the use of parks and trails for leisure pursuits.



**5. Educational and Skill Building Programs**

This includes programs such as orienteering courses, bike repair classes, and courses designed for building life skills. Further engagement is recommended to understand what specific educational/skill building programs are in demand in the community.

**6. Fitness Programs**

The need for outdoor fitness programs was mentioned through the engagement process. Programs could be held in parks or along trails.



Town of Crossfield

**7. Performing Arts Programs**

Performing arts programs can be facilitated in outdoor spaces such as parks, especially if facilitated during a festival style gathering.

**8. Community and Special Events**

Participants in the engagement process expressed a desire to see more community and special events for families.

**9. Visual Arts Programs**

Outdoor visual arts programs include activities such as photography, painting, sculpting, etc.



Town of Crossfield

# PETE KNIGHT MEMORIAL ARENA

5

## NEXT STEPS AND CONCLUSION

## Next Steps

In order to move forward with addressing the community's parks and recreation needs, the following next steps are recommended.

1. Seek approval of the Crossfield Parks and Recreation Needs Assessment report from Town Council.
2. Administration and Town Council to identify which facility and program developments are top priorities for further exploration.
3. Determine if proposed developments warrant a business case. If so, complete detailed business cases for them.
4. Administration and Town Council to prioritize developments based on the results of the business cases and other operational and capital development priorities.

## Conclusion

This document summarizes the parks and recreation needs of the community based on what was heard through a fulsome engagement process and supporting research and analysis. The Town of Crossfield can now use this information, combined with other important inputs, to inform the development of sound business cases for new facilities and programs in the future.



# APPENDICES



## Appendix A: Parks and Recreation Facility Inventory

### Pete Knight Memorial Arena

The Crossfield Arena is located on Mountain Ave. and has one sheet of indoor ice. The ice is in place from late September to March. The arena consists of the arena floor, lobby, stands, concession, washrooms, dressing rooms, and a second-floor meeting room and multipurpose area.

### Crossfield and District Community Centre

The Community Centre was built in 1991 and has a total indoor area of 16,200 square feet. The facility's main hall can fit 675 seated occupants. The facility has a raised stage and hardwood flooring. Other amenities include a kitchen, bar, washrooms, multipurpose room, and arts and craft room. The Community Centre is rented for a variety of purposes including weddings, fundraisers, banquets, events, and concerts.

### Crossfield Curling Rink

The curling rink has four sheets of ice. The facility has a kitchen, and on the second floor includes a meeting space with viewing gallery and bar.

### Crossfield Municipal Library

Opening its doors with a new location on Railway Street in 2017, the library has 6,200 square feet of space for programming and resources. There are several meeting rooms and an additional 3,000 square feet of storage space in the basement.

### Rodeo Grounds

The Rodeo Grounds are located on Laut Avenue. The grounds include stands for spectators and a concession.

### Fishpond

Stocked seasonally by a fish hatchery, ponds are located at the west end of Laut Ave. and Range Road 12.

### Pathways

The town has a number of pathways that run from the north end of town to the southwest of town. Other pathways are located by the dog park, fishing ponds, and Collicutt Siding Golf Club.

### Outdoor Splash Park

The splash park is located at Banta Park. Benches and seasonal washrooms are available.

### BMX/Skate Park

The BMX/skate park is located at McCaskill Park.

### Ball Diamonds

Crossfield has four ball diamonds. Three diamonds are located at McCaskill Park and one diamond is located behind the Crossfield Community Centre.

### Outdoor Courts

Crossfield has several outdoor courts including tennis courts/pickleball courts and basketball courts located at Banta Park and Amery Park.

### Parks/Playgrounds

The town is home to eight parks and seven playgrounds. The parks are home to a variety of recreation facilities. McCaskill Park has four baseball diamonds, skatepark, concession building, running track and soccer field. Amery Park has a multipurpose outdoor rink, basketball nets, a firepit, and community garden. Veteran's Peace Park has a 9-hole disc golf course and toboggan hill. Banta Park has the splash park, tennis courts/pickleball court, basketball courts, T-ball field, and Golden Key Club Senior's Centre. Crockett Park and Murdoch Park have playground equipment and soccer fields, while Wigle Park and Walker Park have playground equipment.

### Off-Leash Dog Park

Crossfield is home to one off-leash dog park located on Western Dr.

### 400 Metre Running Track

The 400-metre running track surrounds a soccer field at McCaskill Park.

**Community Gardens**

Administered by the Crossfield Ag Society, community garden plots are located in Amery Park and Rocky View Lodge.

**Outdoor Multipurpose Arena**

Located in Amery Park, the multipurpose arena is boarded and is flooded during the winter months for use as an outdoor rink. The facility is converted into an outdoor court space in the summer that can be used for basketball and ball hockey.

**Soccer Fields**

Soccer fields designed for smaller children are in Murdoch Park, and a large field is located at McCaskill Park.



## Appendix B: Comparative Benchmarking and Analysis

The figures in this section identify relative service level provisions among Crossfield and several comparator municipalities. Inventories were developed for each comparator’s indoor and outdoor recreation, parks, and culture facilities through an online review. Ratios were then calculated to demonstrate facility-to-population service levels. It should also be noted that while the process primarily focuses on municipally owned facilities, some facilities that are non-municipally owned that contribute to a community’s core parks, recreation, and culture offering have been included. This often includes facilities such as curling rinks, community halls, sport fields, campgrounds, golf courses, etc. Therefore, communities may have additional facilities run by the private or not-for-profit sector that contribute to their service level provision. Green figures indicate Crossfield is currently exceeding service level provisions for those facilities, while red figures indicate the community is below benchmark standards. Black figures indicate the community is within an acceptable range of comparator service level provisions.

Figure 5 describes the municipalities that were selected as comparators.

**Figure 5. Comparator Municipalities**

Municipality	Crossfield	Raymond	Gibbons	Penhold
Population*	3,599	4,199	3,218	3,484

\*Population figures were acquired from 2021 Census data.



Figure 6. Indoor Facility Service Level Provision Comparison

Indoor Recreation Facilities	Service Levels by Population				
	Crossfield	Comparator Average	Raymond	Gibbons	Penhold
Ice Surfaces	3599 (1)	3634	4199 (1)	3218 (1)	3484 (1)
Curling Sheets	900 (4)	I/D*	-	805 (4)	-
Fitness Centres	(0)	3634	4199 (1)	3218 (1)	3484 (1)
Tracks	(0)	I/D	-	-	3484 (1)
Community Centres/Halls	3599 (1)	3634	4199 (1)	3218 (1)	3484 (1)
Gymnasiums	(0)	I/D	-	-	3484 (1)
Libraries	3599 (1)	3634	4199 (1)	3218 (1)	3484 (1)
Art/Culture/Museum Facilities	(0)	2934	2100 (2)	3218 (1)	3484 (1)
Fitness Studios	(0)	I/D	-	-	3484 (1)
Youth Centres	(0)	I/D	-	3218	-
Senior Centres	3599 (1)	3634	4199 (1)	3218 (1)	3484 (1)
Pools	(0)	-	-	-	-
Indoor Playgrounds	(0)	-	-	-	-

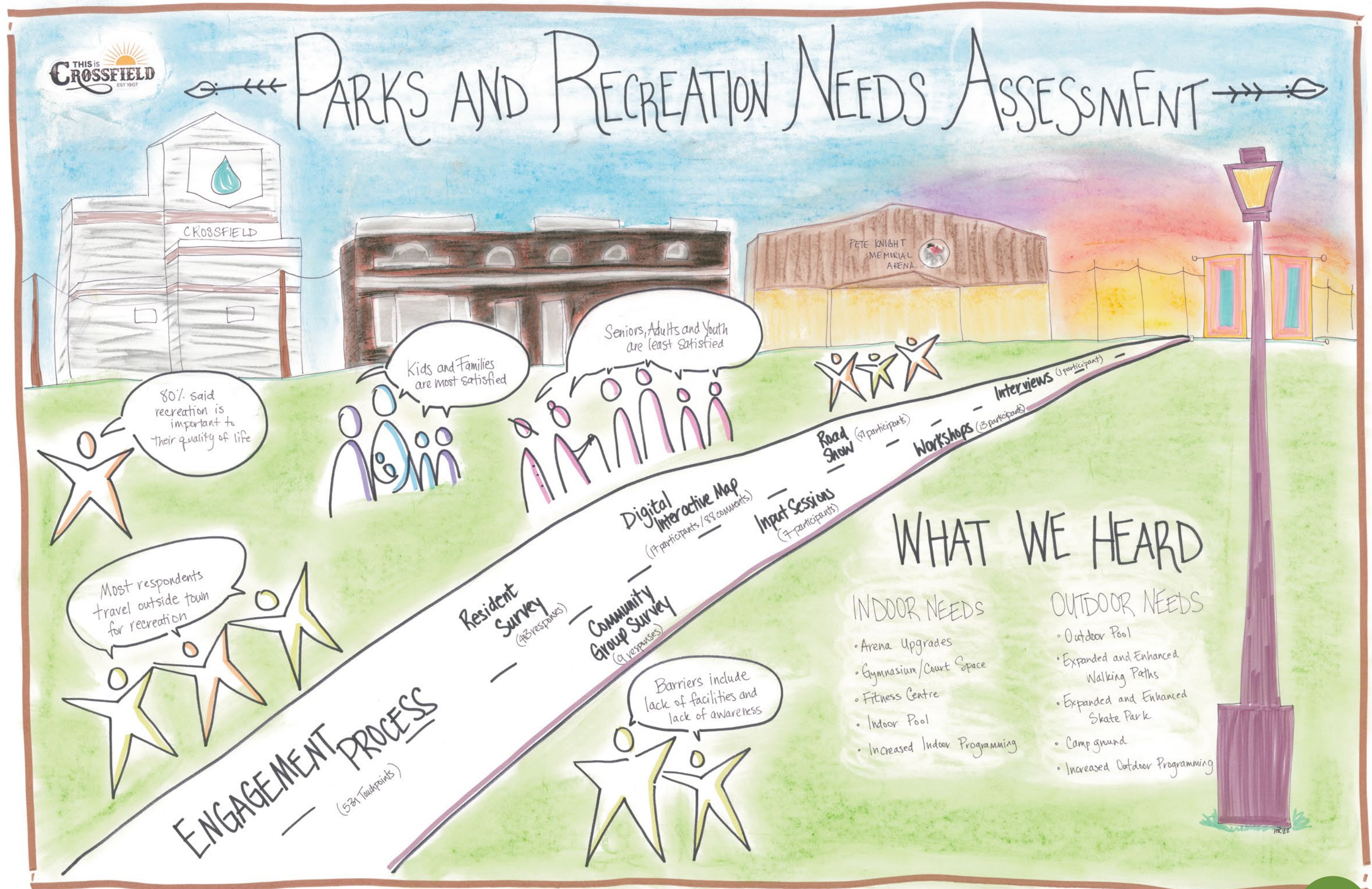
\*I/D indicates there was insufficient data to calculate a comparator average.

Figure 7. Outdoor Facility Service Level Provision Comparison

Outdoor Recreation Facilities	Service Levels by Population				
	Crossfield	Comparator Average	Raymond	Gibbons	Penhold
Spray Parks	3599 (1)	3351	-	3218 (1)	3484 (1)
Skate Parks	3599 (1)	3351	-	3218 (1)	3484 (1)*
Bike Parks	(0)	3842	4199 (1)	-	3484 (1)*
Rectangular Fields	3599 (1)	2048	1050 (4)	1609 (2)	3484 (1)
Ball Diamonds	900 (4)	1985	1400 (3)	1073 (3)	3484 (1)
Tennis Courts	1800 (2)	1102	1400 (3)	805 (4)	-
Basketball Courts	1800 (2)	3709	4199 (1)	3218 (1)	-
Parks	450 (8)	631	700 (6)	322 (10)	871 (4)
Playgrounds	514 (7)	774	700 (6)	460 (7)	1161 (3)
Dog Parks	3599 (1)	-	-	-	-
Golf Courses	3599 (1)	3709	4199 (1)	3218 (1)	-
Campgrounds	(0)	3634	4199 (1)	3218 (1)	3484 (1)
Running/Walking Track	3599 (1)	3709	4199 (1)	3218 (1)	-
Rodeo Grounds	3599 (1)	I/D	4199 (1)	-	-
Sledding Hills	3599 (1)	-	-	-	-
Disc Golf Course	3599 (1)	I/D	4199 (1)	-	-
Outdoor Rinks	3599 (1)	3634	4199 (1)	3218 (1)	3484 (1)
Amphitheatre	(0)	I/D	4199 (1)	-	-
Outdoor Pool	(0)	I/D	4199 (1)	-	-

\*Currently under construction.

# Appendix C: Graphic Recording



## Appendix D: Evaluation Matrix

### Evaluation Matrix

The following evaluation matrix was established to develop the list of facility and program priorities.

#### Scoring Chart

0 = not specifically identified as a priority

1 = somewhat supports

2 = clearly supports

3 = exceedingly supports

	Evaluation Indicators							Total Score
	Resident Survey*	Community Group Survey	Community Road Show and Community Input Sessions	Council, Recreation Board, and Staff Engagement	Supply	Future Growth Projections	Trends	
<b>Indoor Facility Priorities</b>								
1. Arena Upgrades	6	3	2	3	2	2	2	20
2. Gymnasium/Court Space	4	2	2	2	3	2	2	17
3. Fitness Centre	6	0	1	2	3	2	2	16
4. Indoor Pool	4	0	3	2	3	2	2	16
5. Youth Centre	4	0	2	2	3	2	2	15
6. Walking/Running Track	4	0	1	2	3	2	2	14
7. Climbing Wall	4	0	1	2	3	2	2	14
8. Indoor Playground	4	0	0	0	3	2	2	11
9. Curling Club Upgrades	2	1	1	2	2	2	1	11
10. Field House	0	0	0	3	3	2	2	10
11. Fitness Studio	2	0	0	0	2	2	2	8
<b>Indoor Programming Priorities</b>								
1. Educational/Skill Building Programs	6	0	1	0	3	2	2	14
2. Youth Programming	4	0	2	1	2	2	3	14
3. Fitness Programs	6	0	1	0	2	2	2	13
4. Gym/Court Programs	6	0	0	0	3	2	2	13
5. Cultural Programs	4	0	1	1	3	2	2	13
6. Performing Arts Programs	2	0	1	1	3	2	2	11
7. Senior Programming	2	0	0	1	3	2	2	10
8. Visual Arts Programs	2	0	0	1	3	2	1	9
9. Adult Programming	2	0	0	0	3	2	2	9
10. Aquatics Programs	0	0	0	2	3	2	2	9
11. Skating Programs	2	0	0	2	1	2	1	8

Scoring Chart

0 = not specifically identified as a priority

1 = somewhat supports

2 = clearly supports

3 = exceedingly supports

	Evaluation Indicators							Total Score
	Resident Survey*	Community Group Survey	Community Road Show and Community Input Sessions	Council, Recreation Board, and Staff Engagement	Supply	Future Growth Projections	Trends	
<b>Outdoor Facility Priorities</b>								
1. Outdoor Pool	6	0	2	2	3	2	2	17
2. Expand and Enhance Walking Paths	6	0	2	3	1	2	3	17
3. Expand and Enhance Skate Park	2	0	3	3	3	2	3	16
4. Campground	4	0	1	3	3	2	2	15
5. Expand and Enhance Dog Park	4	0	1	2	2	2	3	14
6. Expand and Enhance Splash Park	2	0	3	1	3	2	3	14
7. Pump/BMX Track	4	0	1	0	3	2	3	13
8. Nature Parks	4	0	1	0	1	2	3	11
9. Beach Volleyball Court	2	0	1	0	3	2	2	10
10. Granular Trails/Pathways	2	0	0	0	2	2	3	9
11. Upgrade Baseball Diamonds	2	1	0	2	1	1	1	8
<b>Outdoor Programming Priorities</b>								
1. Aquatic Programs	6	0	0	2	3	2	2	15
2. Expanding Sport Programming (youth and adults)	4	0	2	2	2	2	1	13
3. Court Programs	6	0	0	0	2	2	2	12
4. Park/Trail Programs	4	0	0	0	3	2	3	12
5. Educational/Skill Building Programs	4	0	0	0	3	2	2	11
6. Fitness Programs	4	0	0	0	2	2	2	10
7. Performing Arts Programs	2	0	1	0	3	2	1	9
8. Community/Special Events	0	0	2	2	1	2	2	9
9. Visual Arts Programs	2	0	0	0	3	2	1	8

\*The Resident Survey was weighted by x2.

## Methodology Notes:

<sup>1</sup> When ties occurred in the scoring, the priority with the higher score on the resident survey was listed first.

<sup>2</sup> A score of 0 means the priority was not specifically identified through the particular indicator. It does not necessarily mean opposition to the facility priority.

## Evaluation Indicators

Descriptions of the evaluation indicators are shown next.

Indicator	Description
Resident Survey	Resident support for the priority based on the resident survey.
Community Group Survey	Community group support for the priority based on the community group survey and interviews
Community Road Show and Community Input Sessions	Support for the priority from the Community Road Show and Community Input Sessions.
Council, Recreation Board, and Staff Engagement	Town Council, Recreation Board, and Staff support for the priority from the Council, Recreation Board, and Staff Input Workshop.
Supply	The degree to which the priority addresses gaps in the current supply.
Future Growth Projections	The degree to which the priority is supported by growth in projected activity participation by program providers, general population growth, and demographic changes.
Trends	The degree to which the priority is supported by trends in the recreation, parks, and culture sector.

## Appendix E: References

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