

Okotoks Recreation Centre



Facility Usage Survey

November 2024



**WHAT
WE
LEARNED**



ShapeOurTown.Okotoks.ca/Recreation-Centre-Facility-Usage

Background

Year-round sport, leisure and recreation opportunities for all

The Okotoks Recreation Centre is a multi-use recreation facility located in North Okotoks that supports the health and well-being of our community by offering year-round sport, recreation and leisure opportunities for all ages and abilities. The facility is home to an Aquatics Centre, complete with a lap pool, a leisure pool, a dry sauna and a hot tub; a hard court gymnasium with more than 6,000 square feet for activities such as basketball, pickleball and badminton; two official NHL-sized ice surfaces, and a fitness centre with a spin cycle studio, an exercise studio, technogym and cardio equipment.

Okotoks Recreation Centre users can choose from a variety of pass options to access the facilities including Individual and Family Pass options that include a daily rate, a 10x pass, a 1 and 3 month pass and an annual pass.

The Okotoks Recreation Centre is also home to a Youth Centre offering weekly programs for youth ages 8 to 17, as well as KinderCare, a short-term child care service for ages 3 months to 5 years for parents and guardians using the facility.

Our Goal

To provide our community with recreation facilities, drop-in services and facility pass options that meet their needs.

2024

TIMELINE



Seek input online from the community through online survey.



Online survey reopened to seek input from seasonal facility users.



Present findings to Okotoks Strategic Leadership Team and Council.



Overview & Key Insights

A look at facility use at the Okotoks Recreation Centre

Here is an overview of how the community currently uses the Okotoks Recreation Centre, including the type of pass options they purchase, how they use the facilities, their satisfaction with the facilities and value of pass, along with considerations of purchasing a facility pass.



95.8%

Survey respondents are residents of Okotoks or Foothills County.



89.8%

Survey respondents have used the Okotoks Recreation Centre facilities in the past year.



67.2%

Survey respondents are between the ages of 18 to 59.



82.3%

Survey respondents are satisfied or extremely satisfied with the services included in their facility pass.



42.5%

Survey respondents use multiple facilities in a single visit. Remaining survey respondents only use one facility in a single visit.



40%

Survey respondents are facility passholders. Of these passholders, the most commonly purchased pass is an Annual Pass.



76.5%

Survey respondents use the Aquatics Centre facility drop-in services, making it the most used facility amongst respondents.



Facility satisfaction rating provided by survey respondents who use the facility was higher compared to non-users for all facilities.



The top 3 main considerations influencing survey respondents to not purchase a facility pass include:

- Facilities don't meet my needs
- I don't need the pass anymore
- Other



The top 3 main considerations influencing survey respondents to purchase a facility pass include:

- Cost
- Value of pass
- Other

Community Engagement

We are committed (through the Town's Community Engagement Policy) to give the community an opportunity for input into decisions that will affect residents and businesses.

Who did we engage?

The online survey was available to all Okotoks residents and Okotoks Recreation Centre facility users through the Town's various digital and print platforms from June 21 to July 7, 2024, as well as in-person at the Okotoks Recreation Centre. Due to the variety of facility users who frequent the Okotoks Recreation Centre at different times of the year, the online survey was opened once more from October 15 to 29 to specifically target seasonal facility users in-person.

LEVEL OF COMMUNITY ENGAGEMENT

This project falls within the **CONSULT** level.

 **529**

Okotoks residents and Recreation Centre facility users provided their feedback on the online survey.

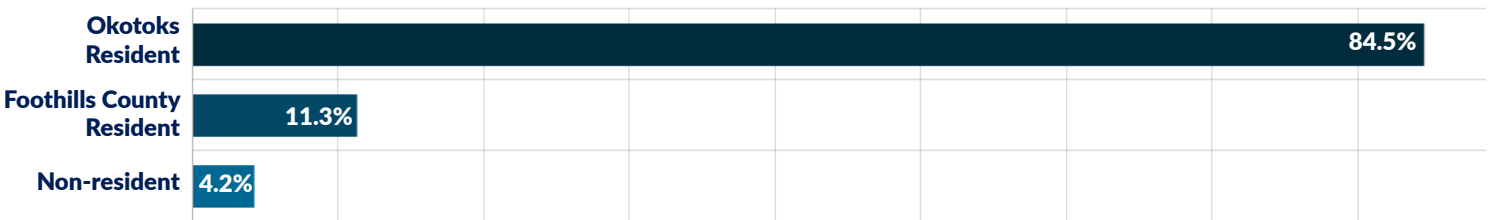


	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide balance and objective information in a timely manner.	To obtain feedback on analysis, issues, alternatives and decisions.	To work with public to make sure concerns and aspirations are considered and understood.	To partner with the public in each aspect of the decision-making.	To place final decision-making in the hands of the public.
PROMISE	"We will keep you informed."	"We will listen to and acknowledge your concerns."	"We will work with you to ensure your concerns and aspirations are directly reflected in the decisions made."	"We will look to you for advice and innovation and incorporate this in decisions as much as possible."	"We will implement what you decide."
	INPUT ZONE		ENGAGEMENT ZONE		

Survey Respondents Summary

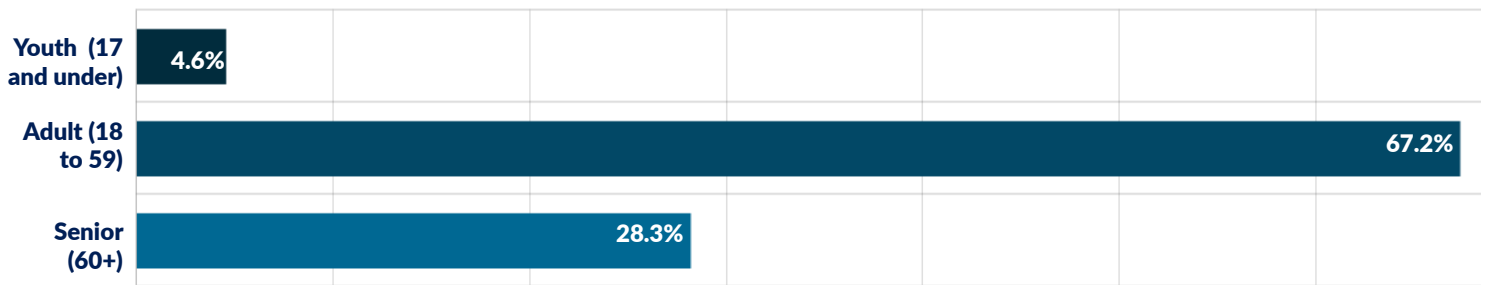
Q1

Are you a resident of Okotoks or Foothills County?



Q2

What age group do you fall under?



95.8%
Of survey respondents are residents of Okotoks or Foothills County.

67.2%
Of survey respondents are adults aged 18 to 59. This is the largest age demographic who participated in the survey.

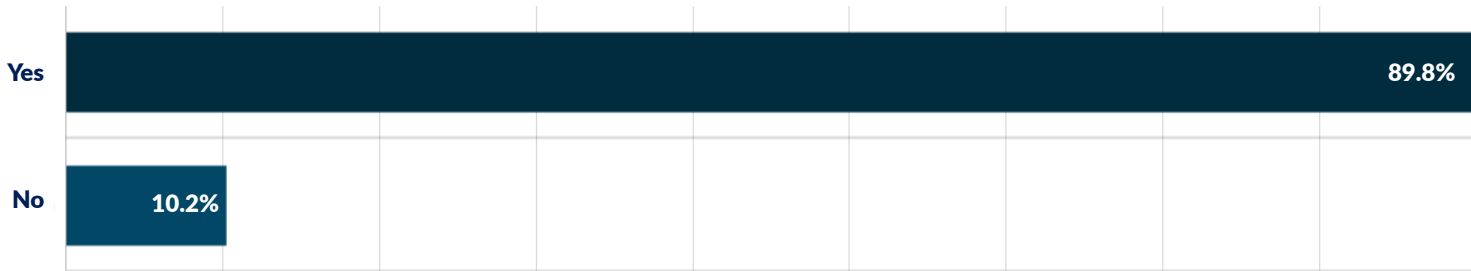
*These numbers reflect the age demographics of survey respondents and do not necessarily correlate with the age demographics of Okotoks Recreation Centre facility users.

**These age groups were selected based on the Facility Pass type age groups offered at the Okotoks Recreation Centre. Youth passes are further categorized by student (12 to 17), child (6 to 11) and Tiny Tot (under 3).

Okotoks Recreation Centre Facility Usage

Q3

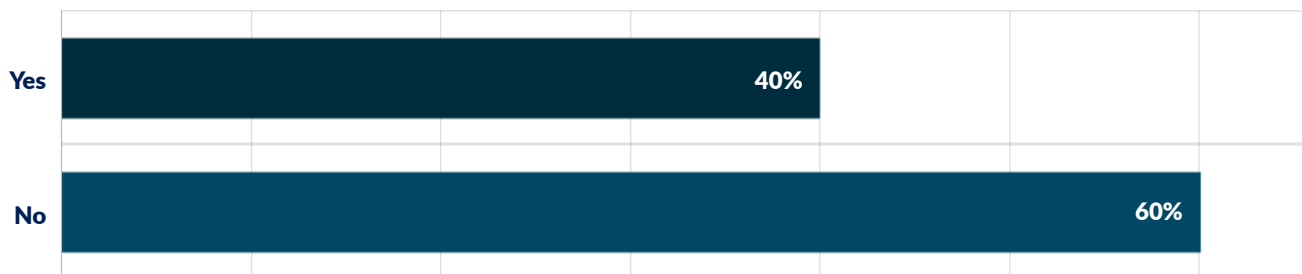
Have you used the Okotoks Recreation Centre facilities in the past year?



Okotoks Recreation Centre Facility Pass Holders

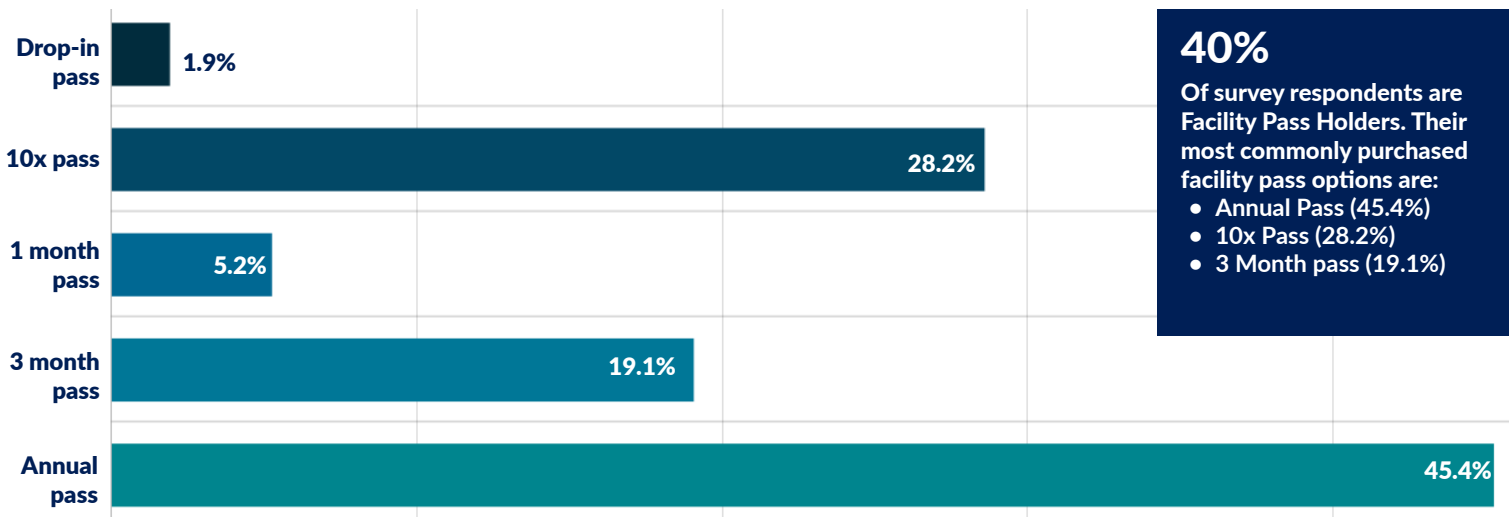
Q4

Are you a Facility Pass holder?



Q5

What type of Facility Pass do you typically purchase?

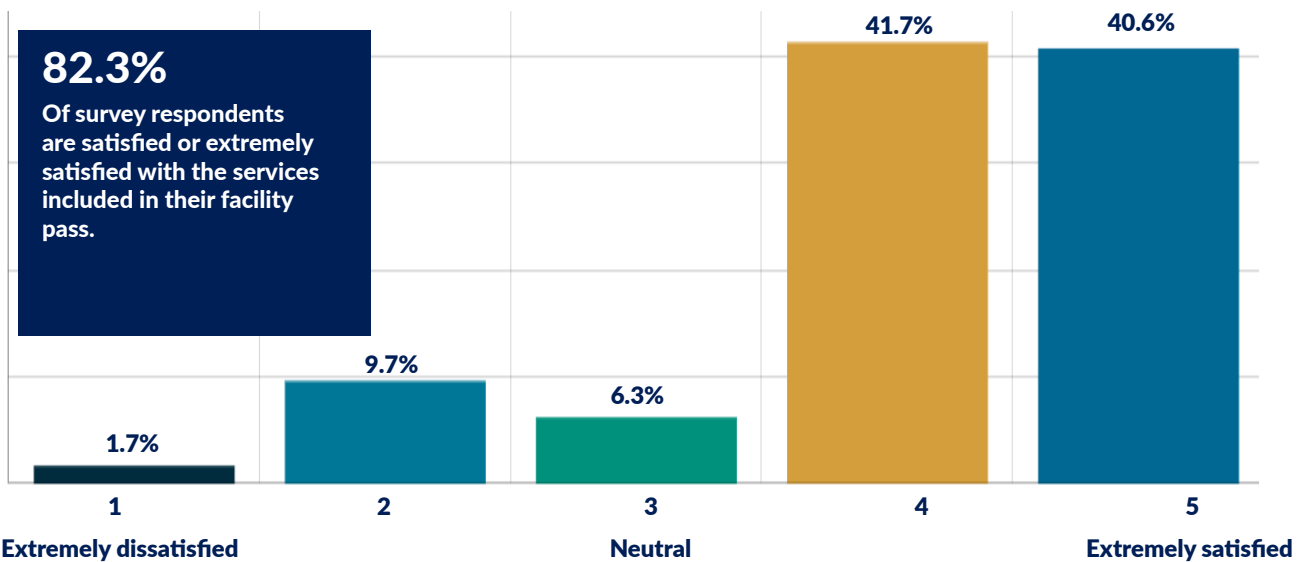


*Question 5 was only available to survey respondents who answered 'Yes' to question 4, "Are you a facility pass holder?"

Okotoks Recreation Centre Facility Pass Satisfaction

Q6

How satisfied are you with the services included in a Facility Pass?

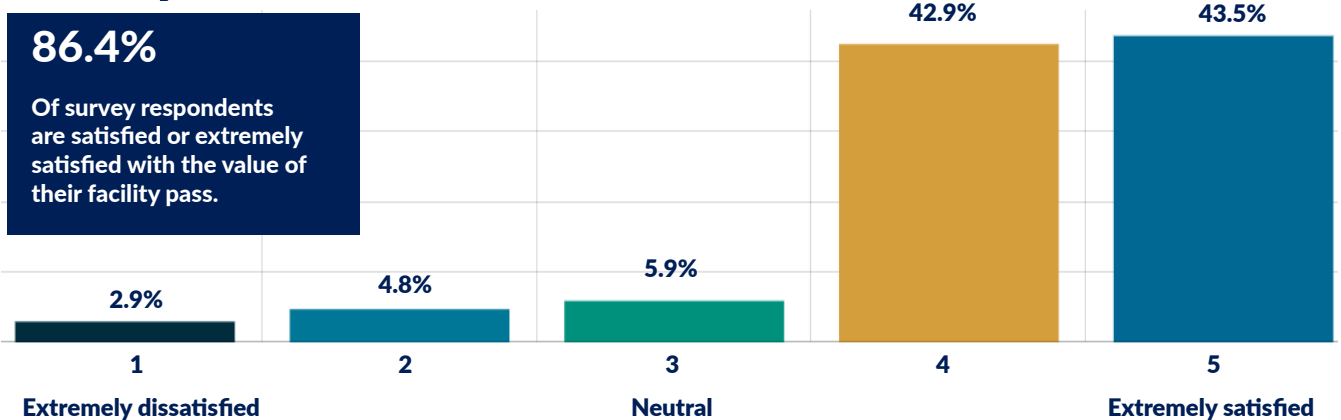


*Question 6 was only available to survey respondents who answered 'Yes' to question 4, "Are you a facility pass holder?"

*Survey respondents were asked to rank their satisfaction of the services included in a Facility Pass from 1 to 5 with one being Extremely dissatisfied and 5 being extremely satisfied. The average answer was 4.10.

Q7

How satisfied are you with the value of your Facility Pass?



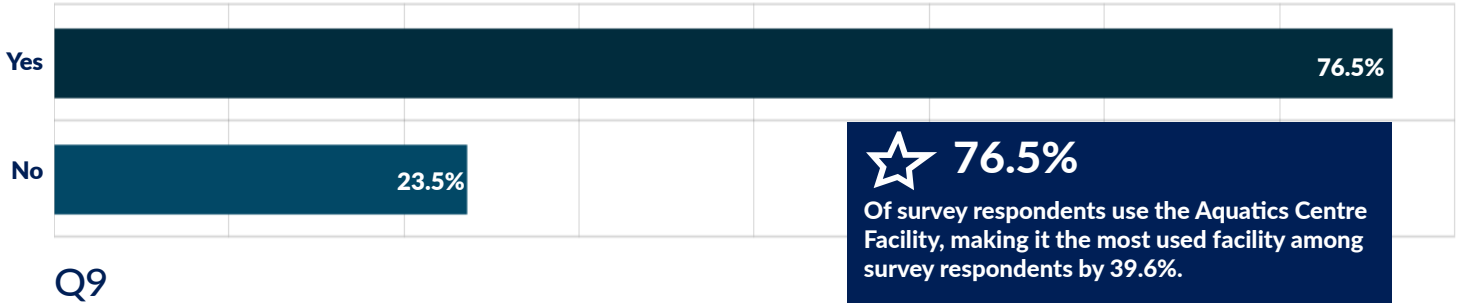
*Question 7 was only available to survey respondents who answered 'Yes' to question 4, "Are you a facility pass holder?"

*Survey respondents were asked to rank their satisfaction of the value of their Facility Pass from 1 to 5 with one being Extremely dissatisfied and 5 being extremely satisfied. The average answer was 4.19.

Okotoks Recreation Centre Aquatic Facilities

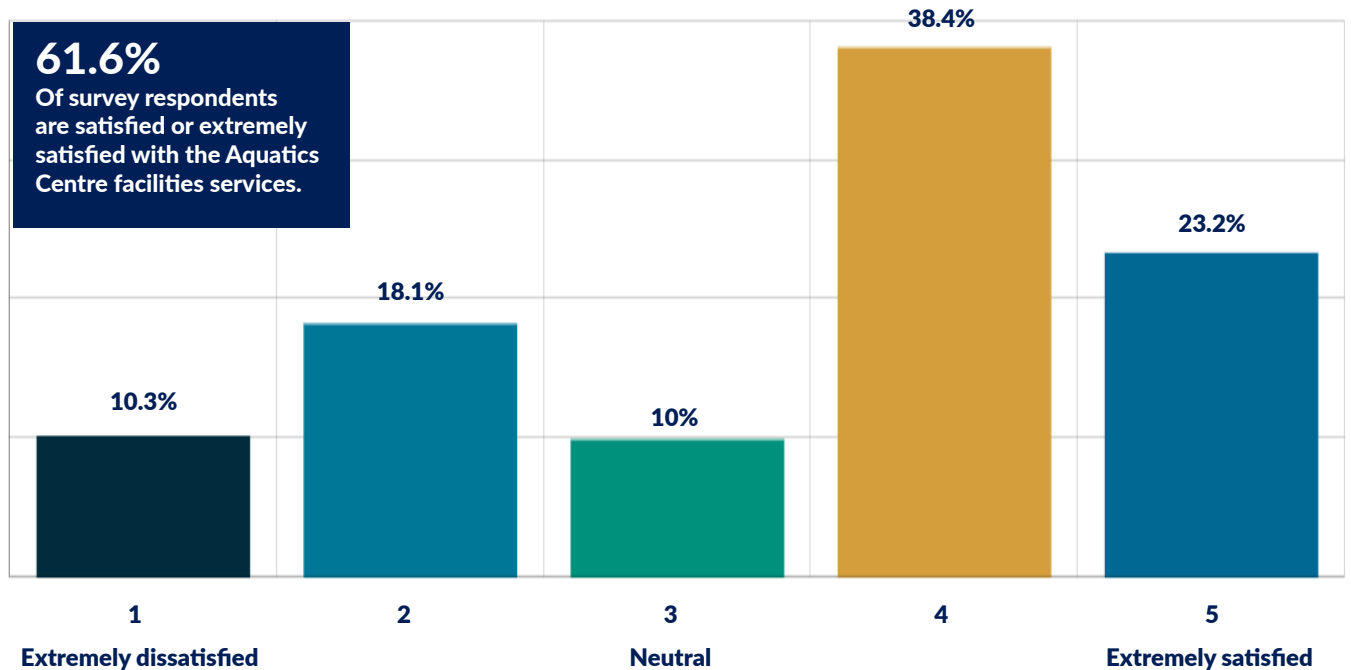
Q8

Do you or your family members use the Aquatic Centre Facility drop-in services such as lane swim, drop-in swim, Aquafit, hot tub and sauna?



Q9

How satisfied are you or your family with the Aquatics Centre facilities services?

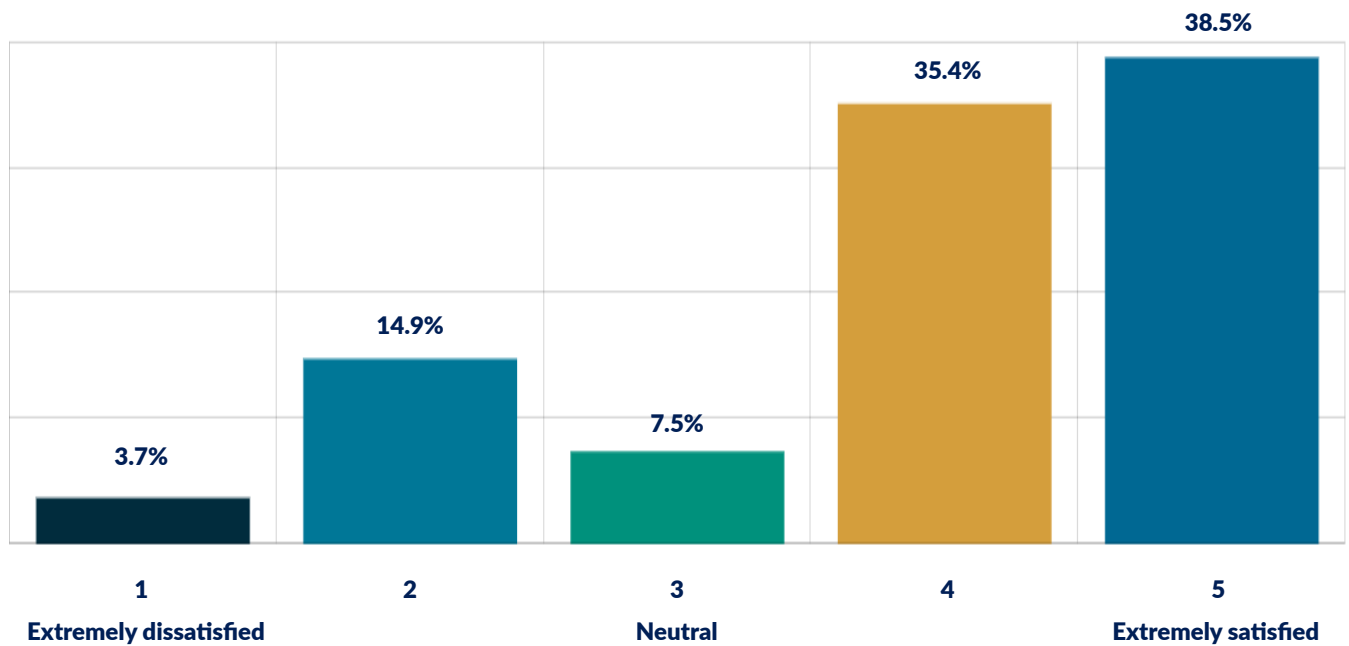


*Survey respondents were asked to rank their satisfaction of the Aquatics Centre facilities from 1 to 5 with one being extremely dissatisfied and 5 being extremely satisfied. The average answer was 3.46.

Okotoks Recreation Centre Aquatic Facilities

Q10

How satisfied are you or your family with value of the Aquatics Centre facilities as part of your Facility Pass?



**Question 10 was only available to survey respondents who answered 'Yes' to question 4, "Are you a facility pass holder?"*

**Survey respondents were asked to rank their satisfaction of the value of the Aquatics Centre as part of your Facility Pass from 1 to 5 with one being extremely dissatisfied and 5 being extremely satisfied. The average answer was 3.9.*

73.9%

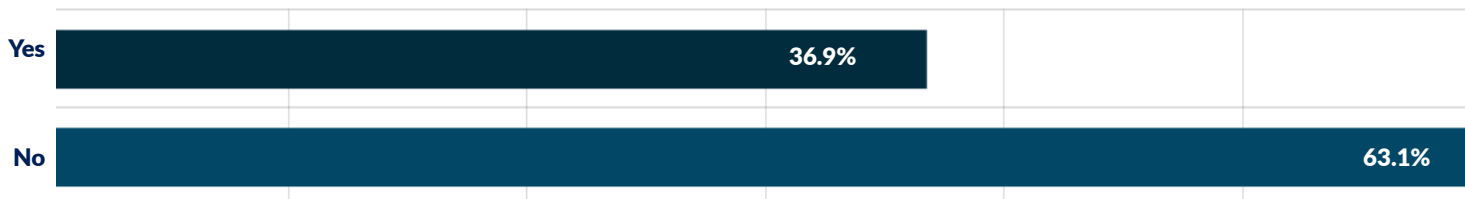
Of survey respondents are satisfied or extremely satisfied with the Aquatics Centre facilities as part of their Facility Pass.



Okotoks Recreation Centre Natural High

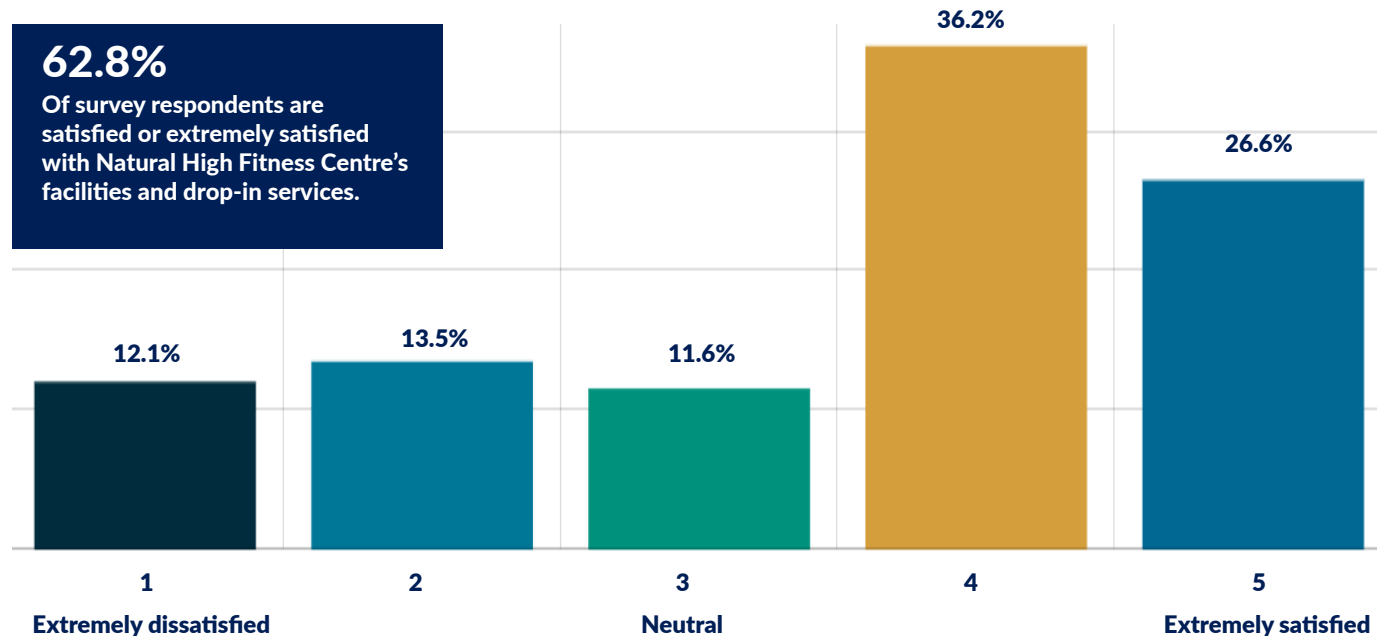
Q11

Do you or your family members use Natural High Fitness Centre drop-in services such as weight room, cardio equipment, and drop-in fitness classes?



Q12

How satisfied are you or your family with Natural High Fitness Centre facilities or drop-in services?

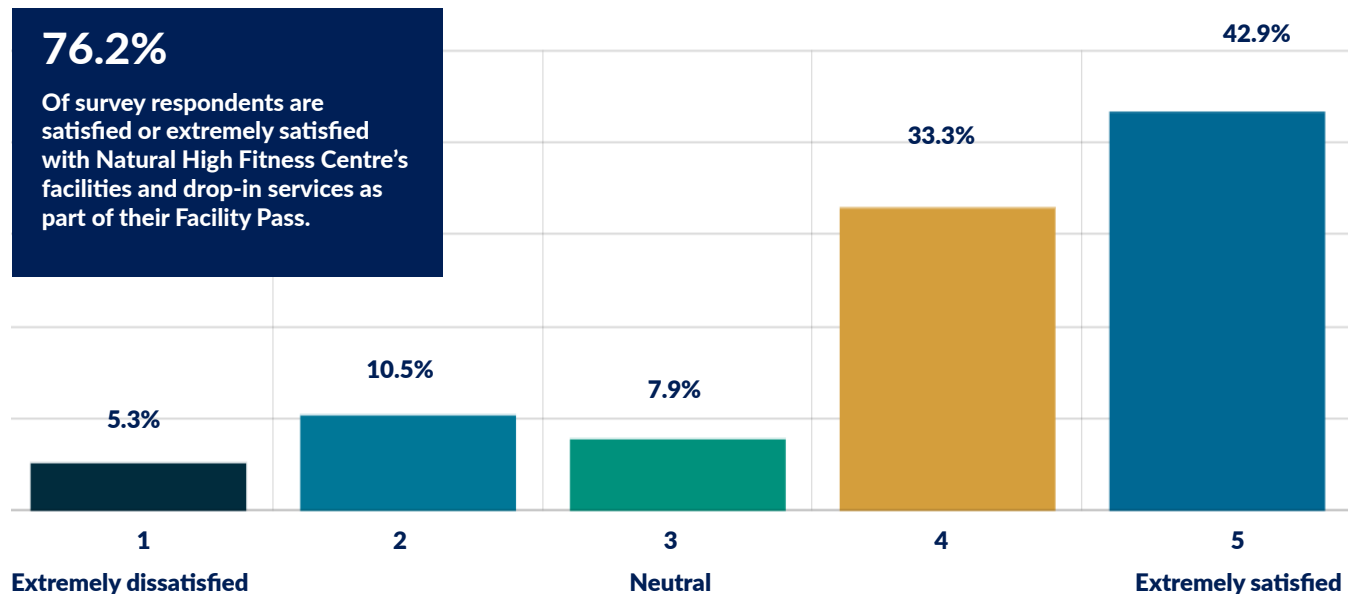


**Survey respondents were asked to rank their satisfaction of Natural High Fitness Centre from 1 to 5 with one being extremely dissatisfied and 5 being extremely satisfied. The average answer was 3.5.*

Okotoks Recreation Centre Natural High

Q13

How satisfied are you or your family with the value of Natural High Fitness Centre facilities or drop-in services as part of your Facility Pass?



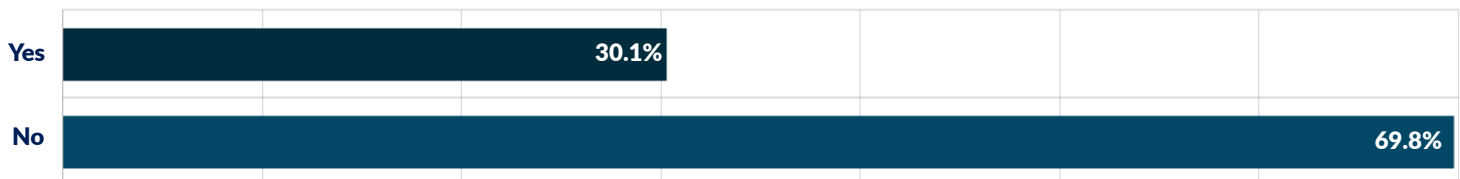
**Question 13 was only available to survey respondents who answered 'Yes' to question 4, "Are you a facility pass holder?"*

**Survey respondents were asked to rank their satisfaction of the value of Natural High Fitness as part of your Facility Pass from 1 to 5 with one being extremely dissatisfied and 5 being extremely satisfied. The average answer was 3.98.*

Okotoks Recreation Centre Arena Facilities

Q14

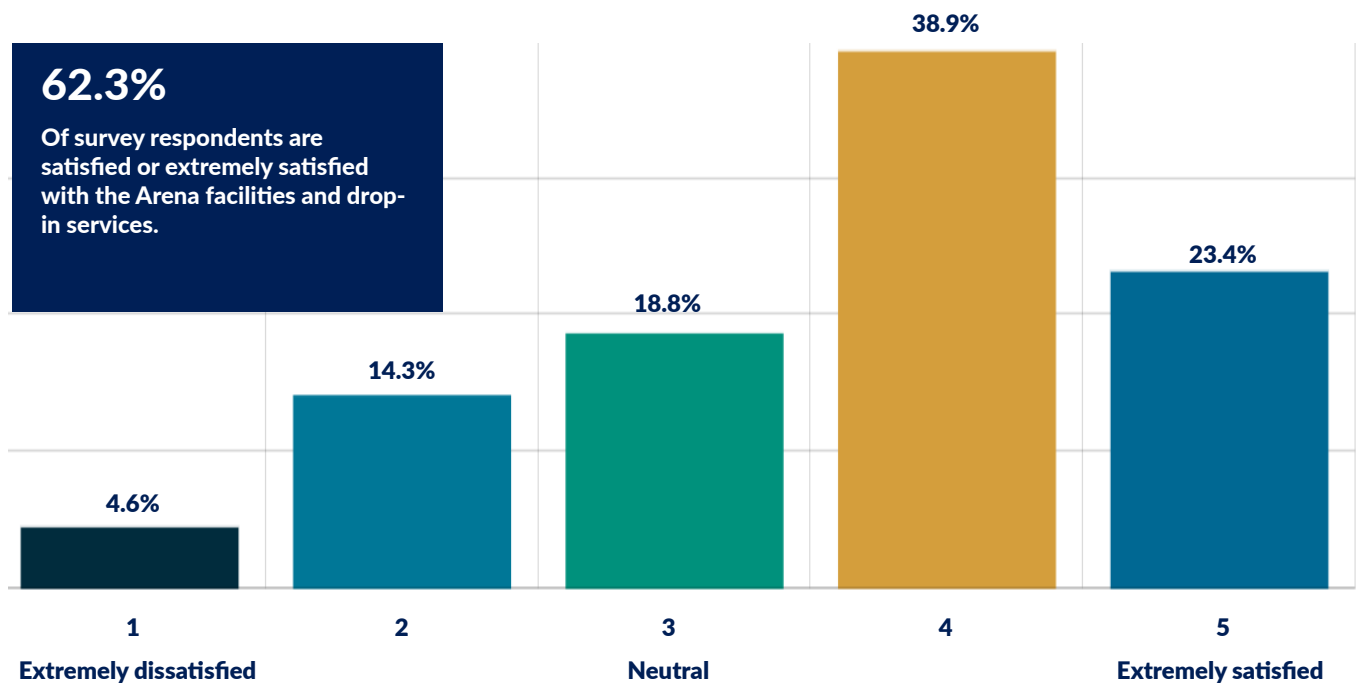
Do you or your family members use the Arena Facility drop-in services such as drop-in ice skating, shinny and figure skating?



**This number does not account for facility users who use the arena for organized sports like minor hockey, figure skating, etc.*

Q15

How satisfied are you or your family with Arena facilities and drop-in services?

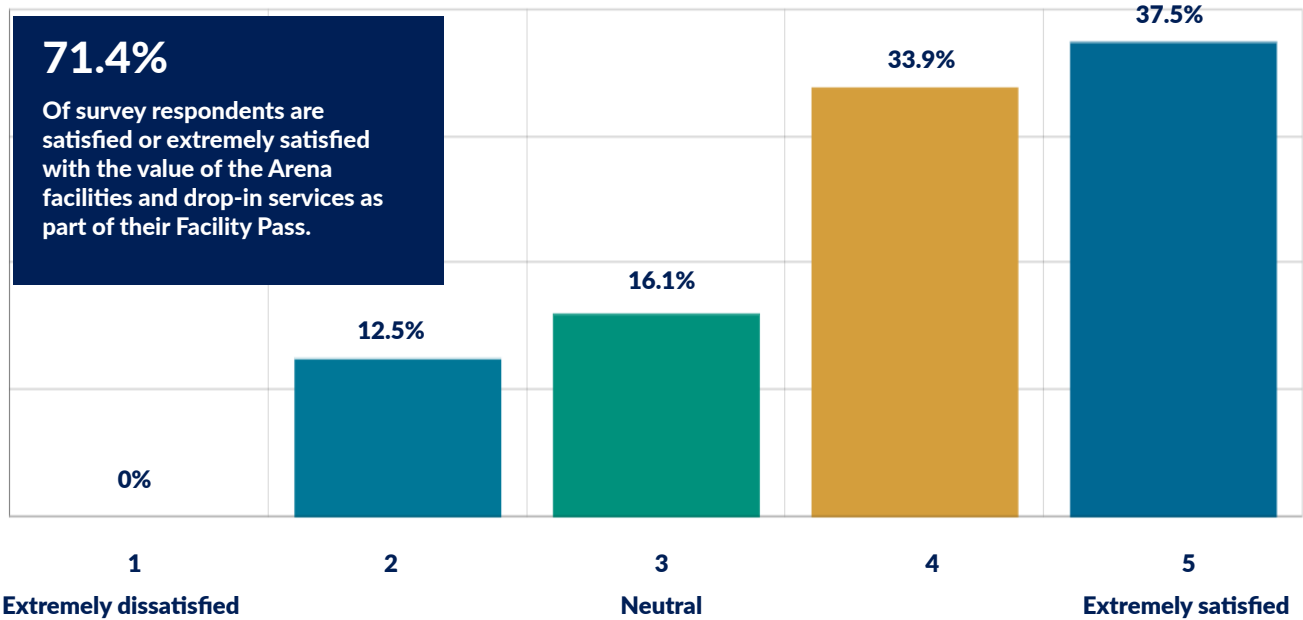


**Survey respondents were asked to rank their satisfaction of the Arena Facilities from 1 to 5 with one being extremely dissatisfied and 5 being extremely satisfied. The average answer was 3.6.*

Okotoks Recreation Centre Arena Facilities

Q16

How satisfied are you or your family with the value of the Arena facilities or drop-in services as part of your Facility Pass?



*Question 16 was only available to survey respondents who answered 'Yes' to question 4, "Are you a facility pass holder?"

*Survey respondents were asked to rank their satisfaction of the value of the arena facilities as part of your Facility Pass from 1 to 5 with one being extremely dissatisfied and 5 being extremely satisfied. The average answer was 3.96.

Okotoks Recreation Centre Gymnasium Facility

Q17

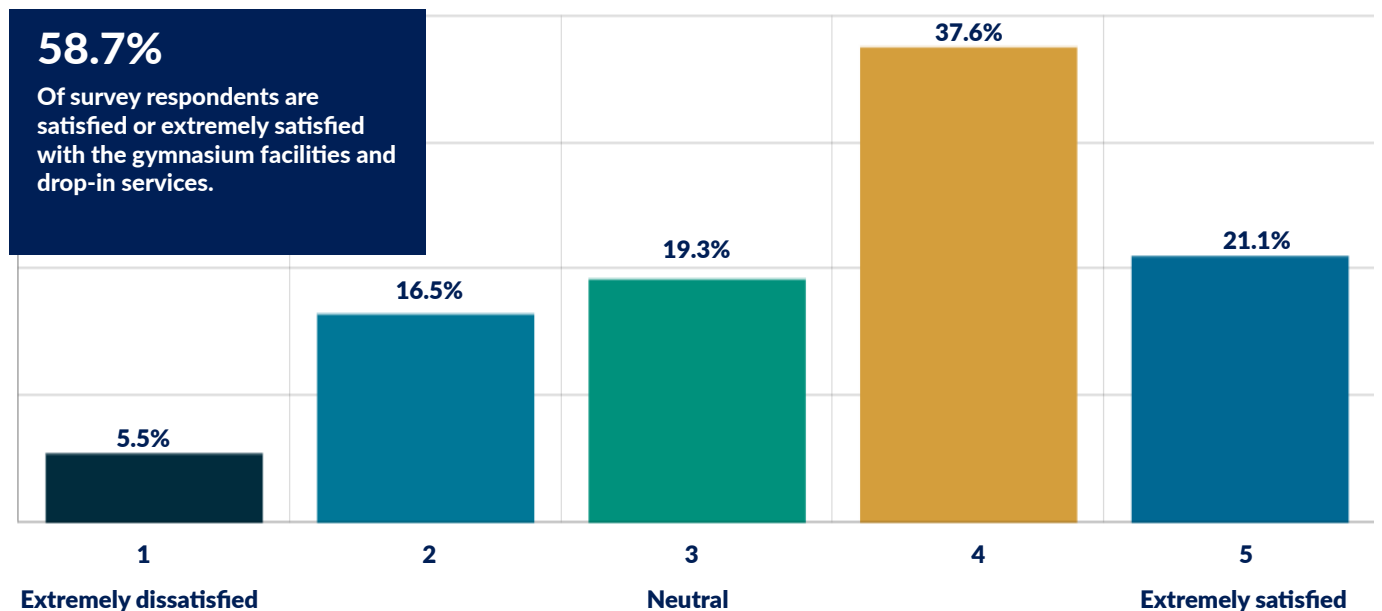
Do you or your family members use the Gymnasium Facility drop-in services such as basketball, pickleball and badminton?



This number is not reflective of all user groups, as the gymnasium is also used for community programs, facility rentals, etc.

Q18

How satisfied are you or your family with Gymnasium facilities and drop-in services?

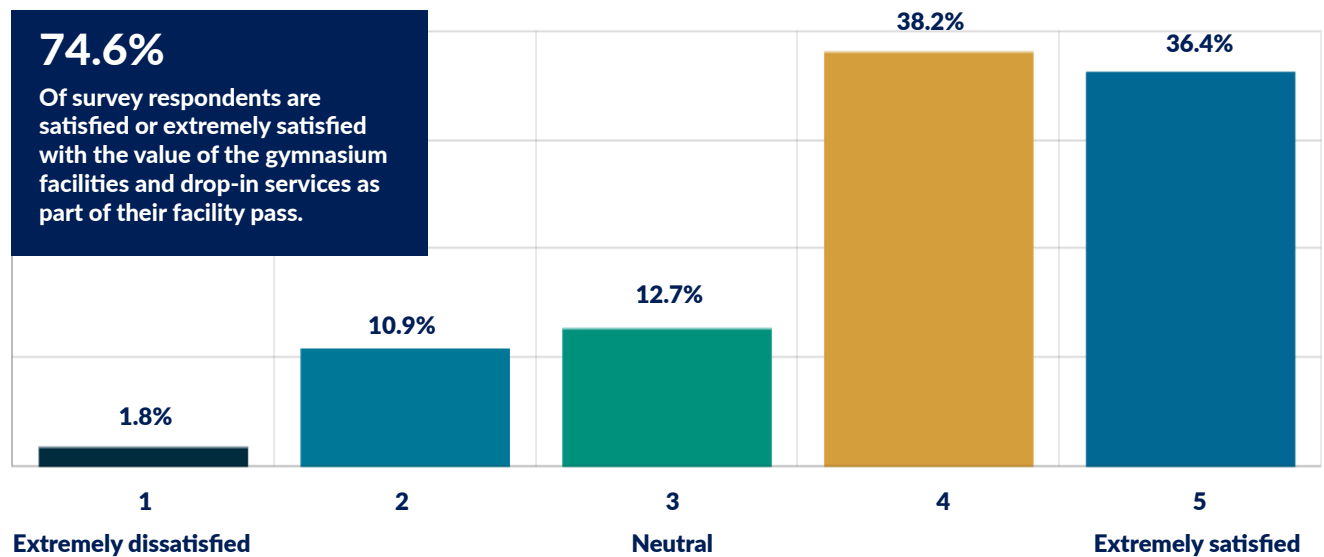


***Survey respondents were asked to rank their satisfaction of the Gymnasium Facilities from 1 to 5 with one being extremely dissatisfied and 5 being extremely satisfied. The average answer was 3.5.*

Okotoks Recreation Centre Gymnasium Facilities

Q19

How satisfied are you or your family with the value of the Gymnasium facilities or drop-in services as part of your Facility Pass?



*Question 19 was only available to survey respondents who answered 'Yes' to question 4, "Are you a facility pass holder?"

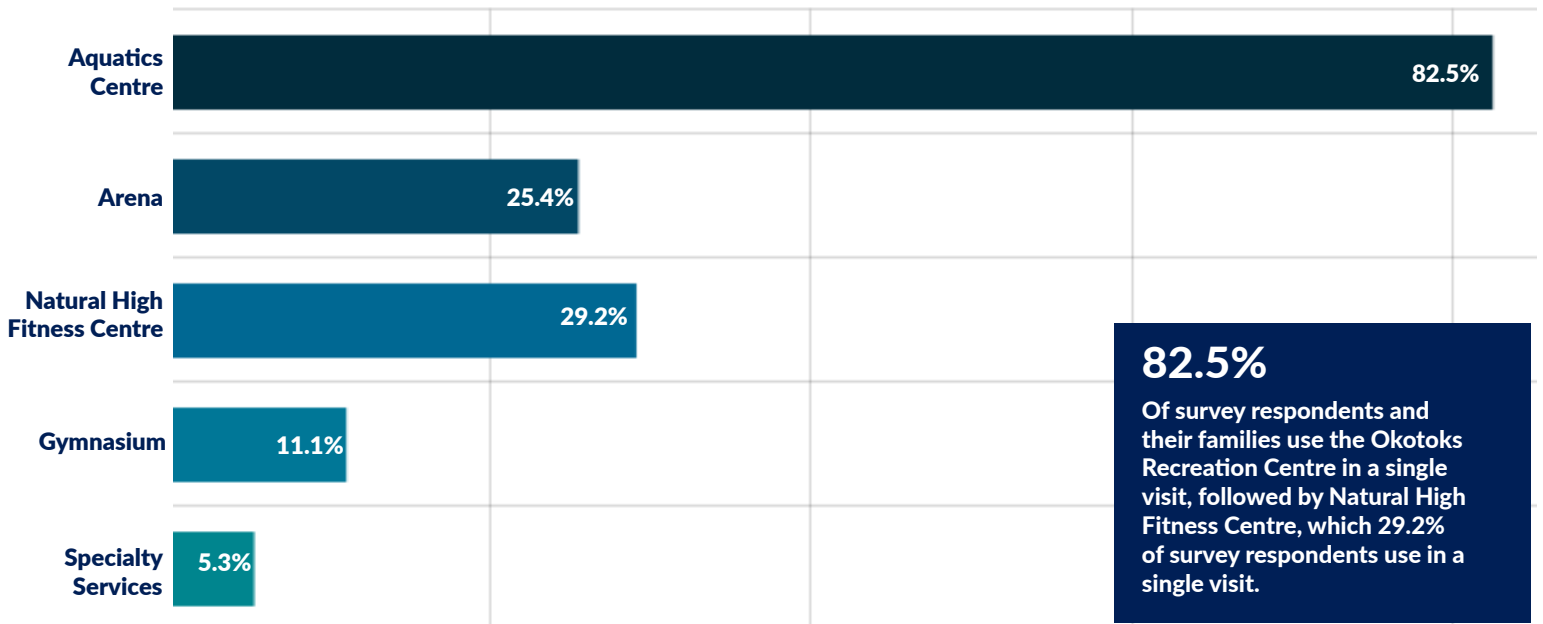
*Survey respondents were asked to rank their satisfaction of the value of the gymnasium facilities as part of your Facility Pass from 1 to 5 with one being extremely dissatisfied and 5 being extremely satisfied. The average answer was 3.96.



Okotoks Recreation Centre Facility Usage

Q20

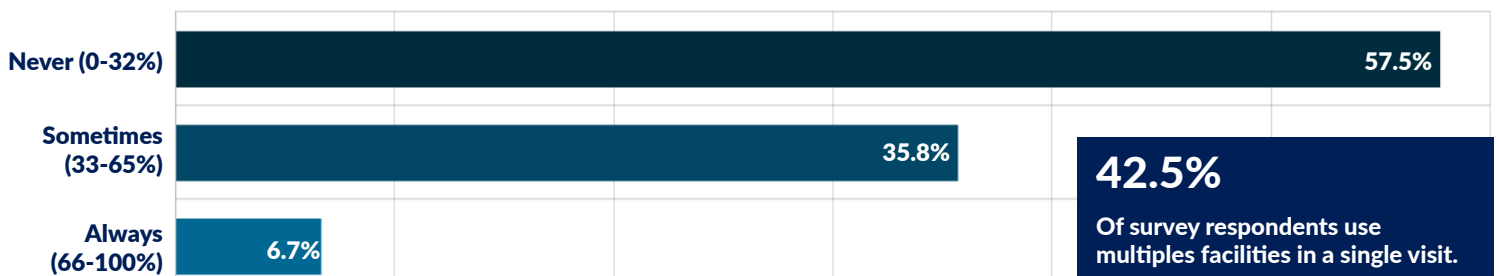
In a single visit, which Okotoks Recreation Centre facilities do you or your family typically use? (Select all that apply)



*Specialty services includes KinderCare, Okotoks Afterschool Care, Youth Nights, etc.

Q21

How often do you or your family use multiple facilities at the Okotoks Recreation Centre in a single visit?

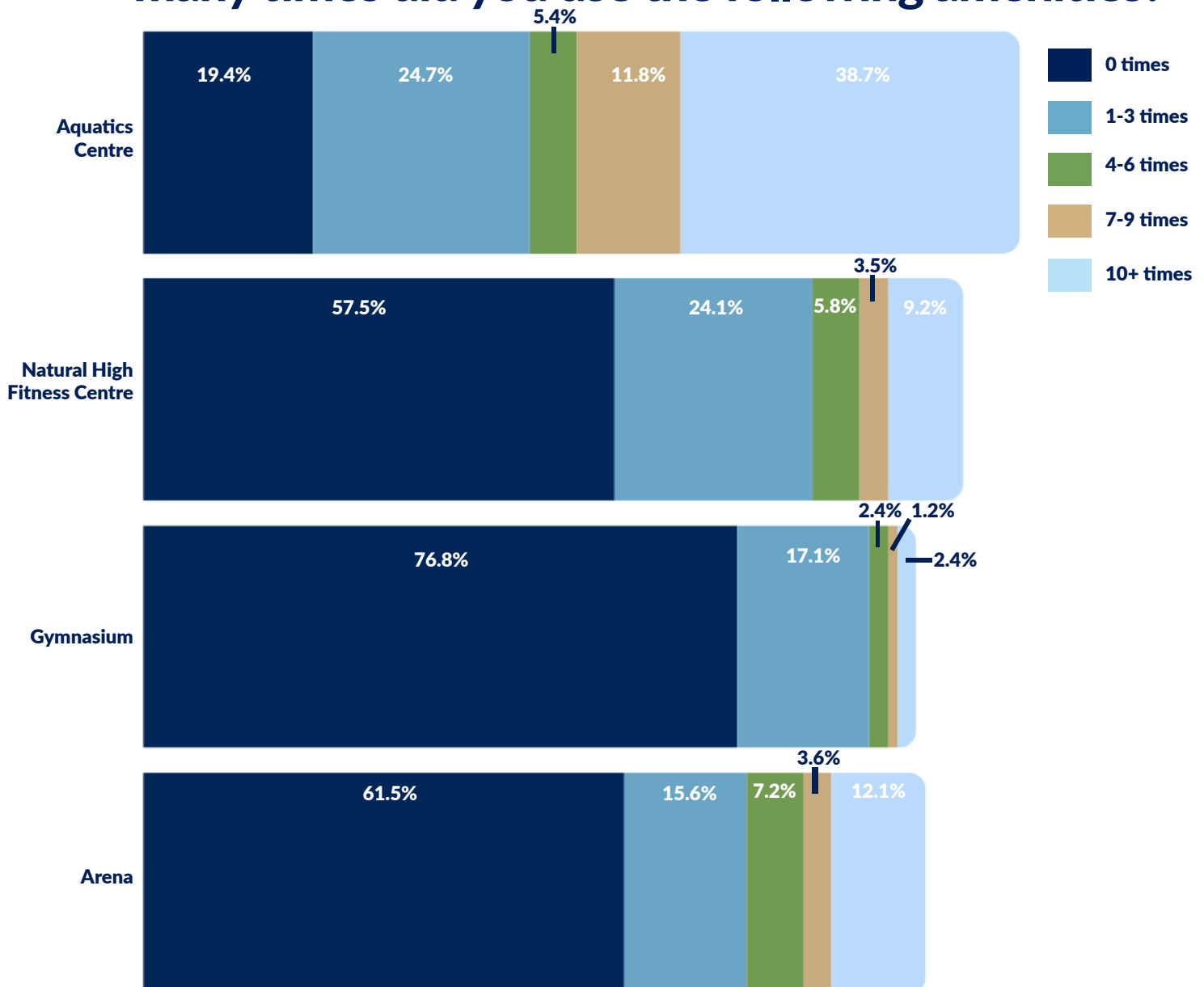


**Question 20 and 21 were only available to survey respondents who answered YES to Question 3, "Have you used the Okotoks Recreation Centre facilities in the last year?"

Okotoks Recreation Centre Facility Usage

Q22

In your last 10 visits to the Okotoks Rec Centre, how many times did you use the following amenities?



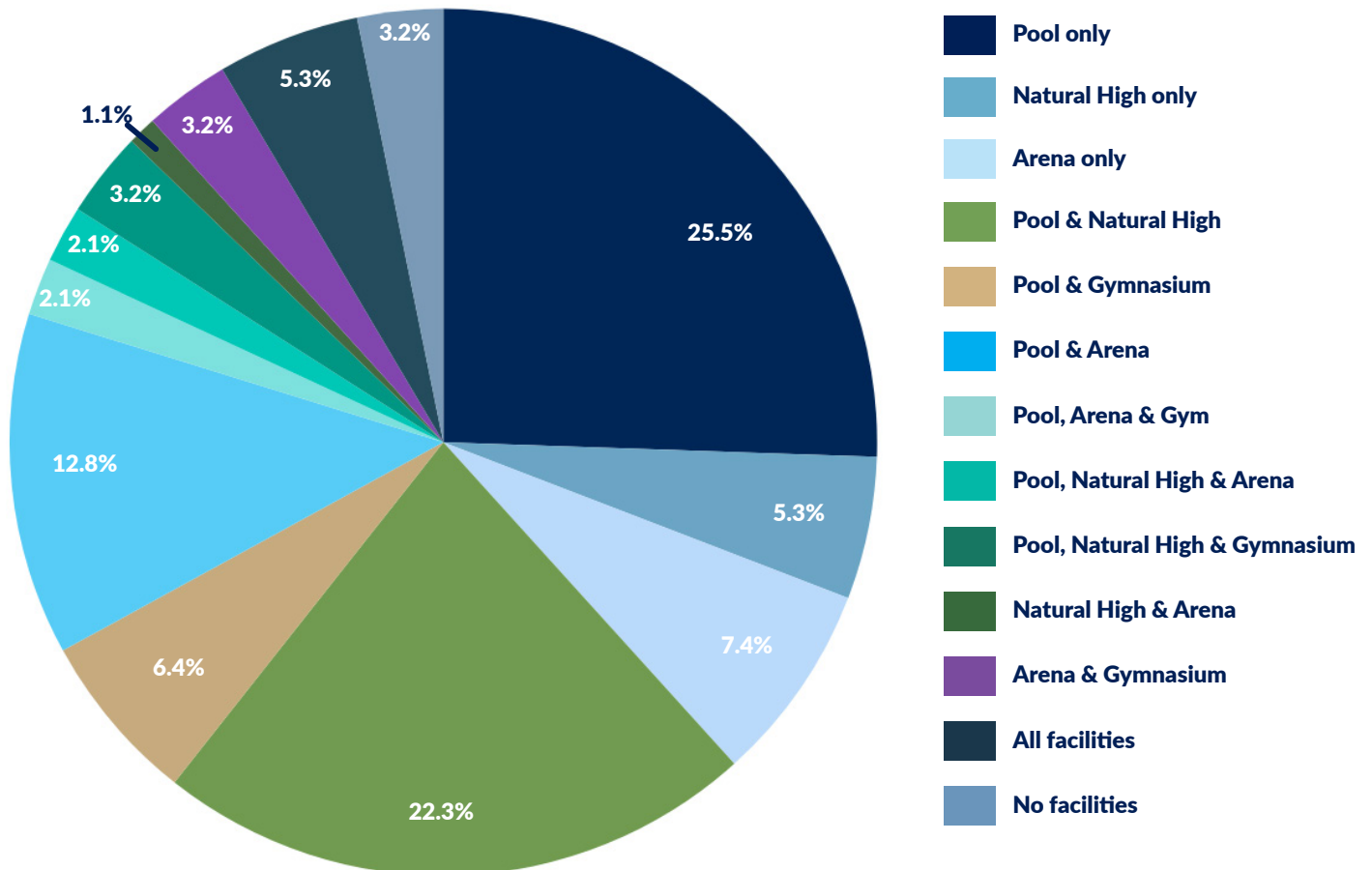
*This question was not on the first version of the survey that went live in June 2024. It was added to the survey when it went live for the second time in October 2024, so only 17.8% of survey respondents were able to answer this question.

Okotoks Recreation Centre Facility Usage

Q22 Continued...

In your last 10 visits to the Okotoks Rec Centre, how many times did you use the following amenities?

The below graph represents a breakdown of survey respondents answers from Question 22 and if they visited multiple facilities during their last 10 visits to the Okotoks Recreation Centre.

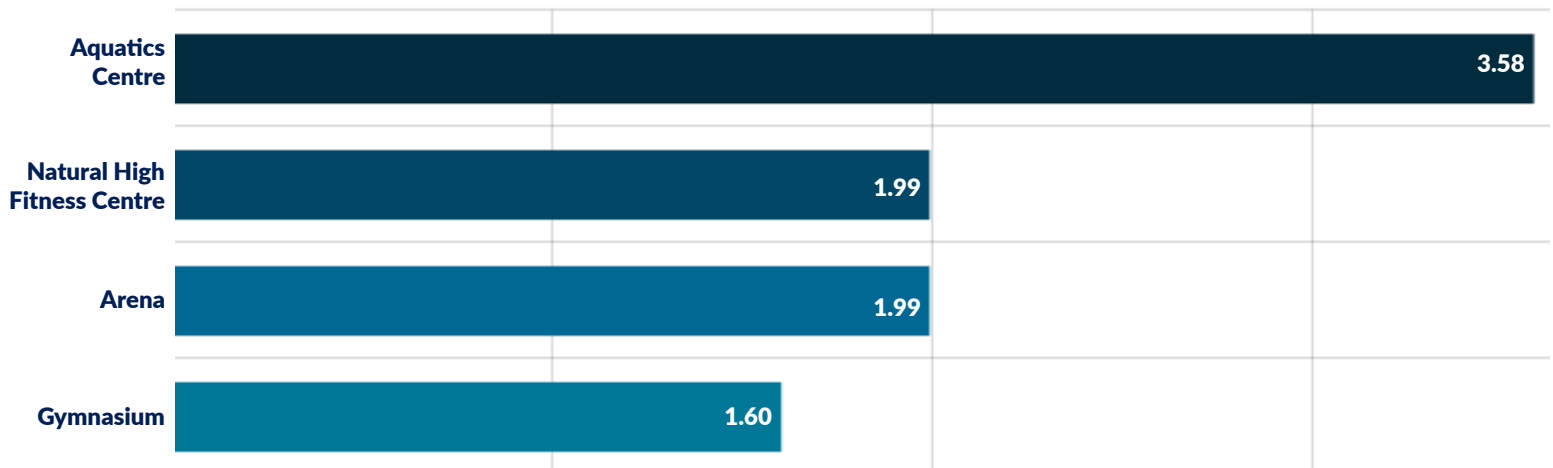


*This question was not on the first version of the survey that went live in June 2024. It was added to the survey when it went live for the second time in October 2024, so only 17.8% of survey respondents were able to answer this question.

Okotoks Recreation Centre Facility Usage

Q23

Please rank facility access in order of importance to you and your family members. (In order of most important to least important).



Each option's corresponding number represents its score, which is based on its ranked position multiplied by the response count and Divided by the total number of contributions.

72.1%

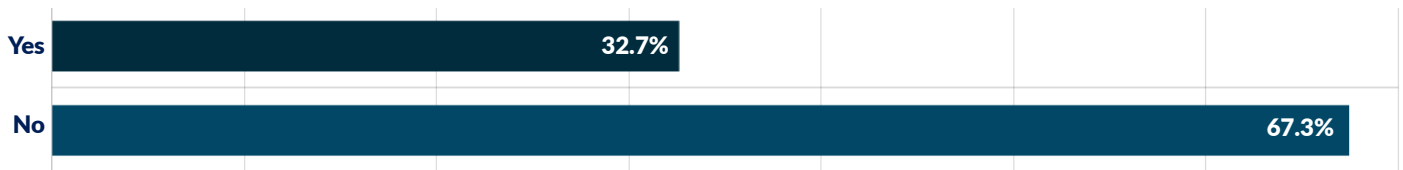
Of survey respondents ranked facility access to the Aquatics Centre as most important, making it the highest ranked facility among survey respondents in order of importance.



Okotoks Recreation Centre Non Pass Holders

Q24

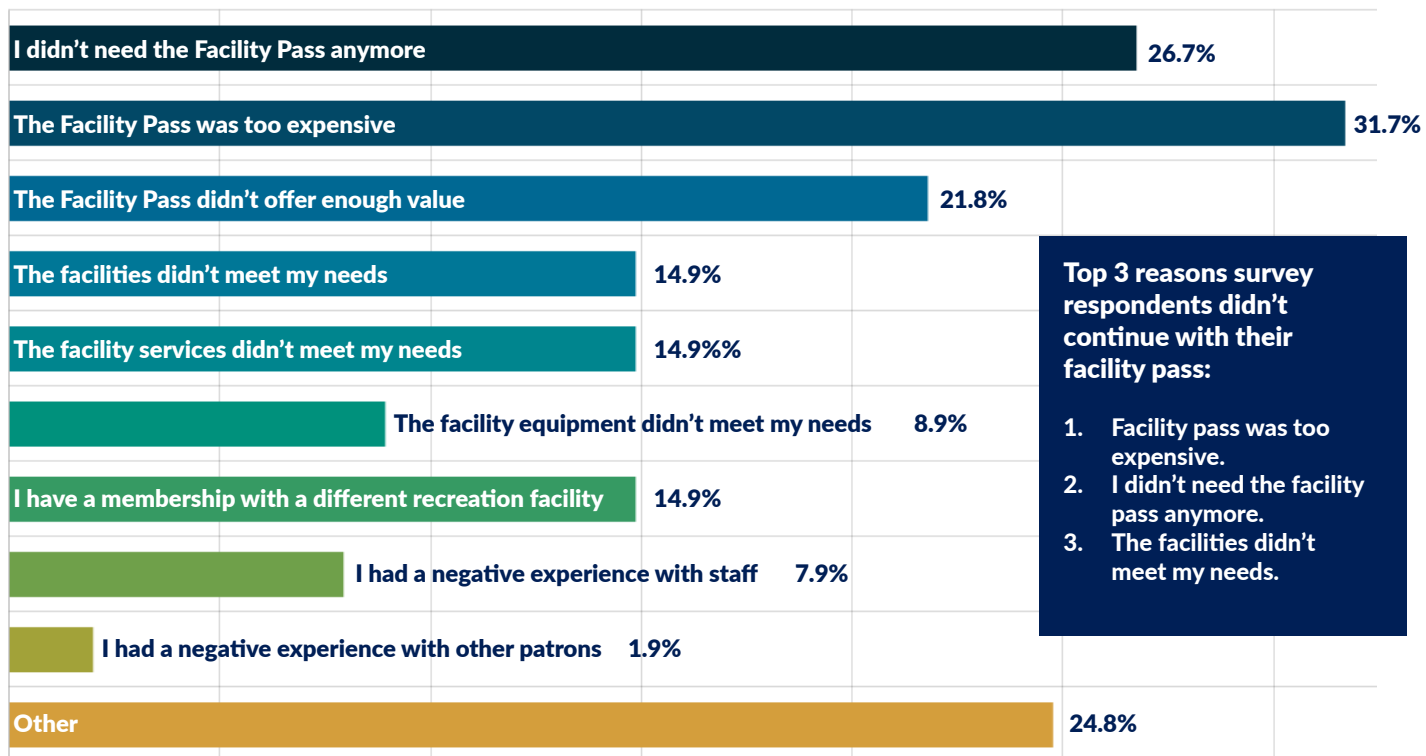
Have you previously held a Facility Pass?



*Question 24 was only available to survey respondents who answered 'NO' to question 4, "Are you a facility pass holder?"

Q25

Why didn't you continue with the Facility Pass?



Top 3 reasons survey respondents didn't continue with their facility pass:

1. Facility pass was too expensive.
2. I didn't need the facility pass anymore.
3. The facilities didn't meet my needs.

*Question 25 was only available to survey respondents who answered 'NO' to question 4, "Are you a facility pass holder?" and also answered 'YES' to Question 24, "Have you previously held a facility pass?"

Okotoks Recreation Centre Facility Pass Considerations

Q26

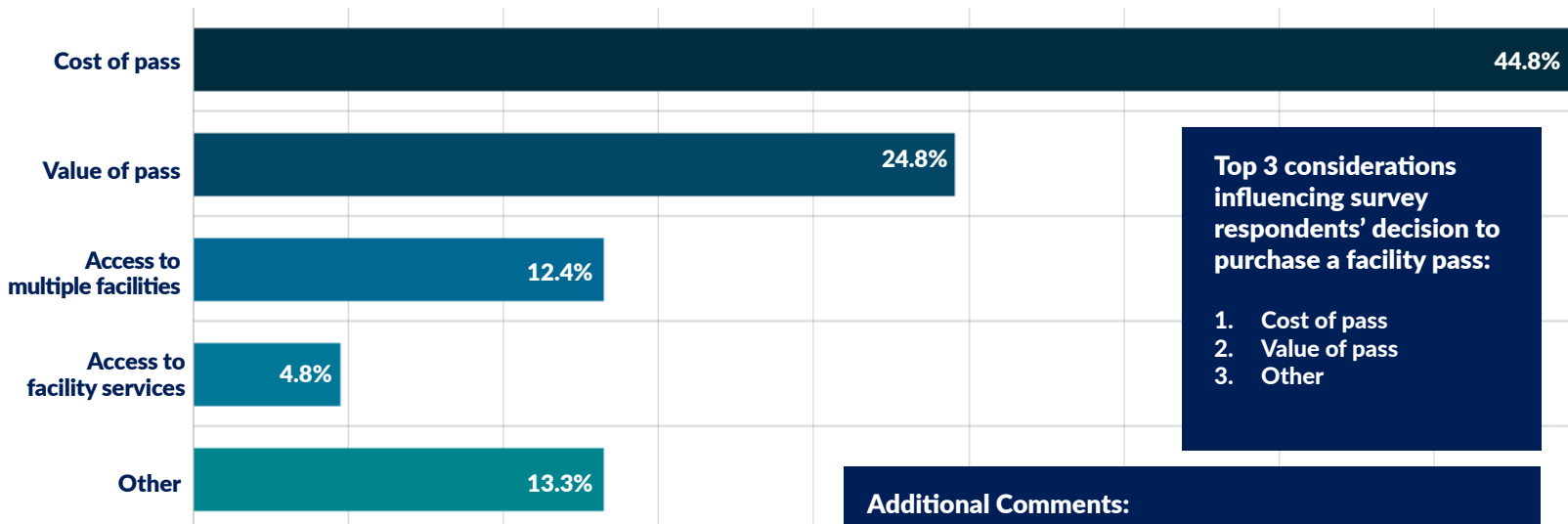
Have you considered purchasing a Facility Pass?



*Question 26 was only available to survey respondents who answered 'NO' to question 4, "Are you a facility pass holder?" and also answered 'NO' to Question 25, "Have you previously held a facility pass?"

Q27

What are some of the main considerations influencing your decision to purchase a Facility Pass?



Top 3 considerations influencing survey respondents' decision to purchase a facility pass:

1. Cost of pass
2. Value of pass
3. Other

Additional Comments:

- We only use the pool.
- Too pricey to purchase a family pass.
- Would be nice if there was a facility pass for JUST the pool.
- I don't use the pass enough to get my money's worth.
- Use drop-in pass all the time
- We use the pool the most and on the weekends it's hard to get in due to capacity.
- Facility is too busy.
- Mainly use Rec Centre for organized sport
- Aquatics centre needs to be upgraded
- More gym equipment at Natural High

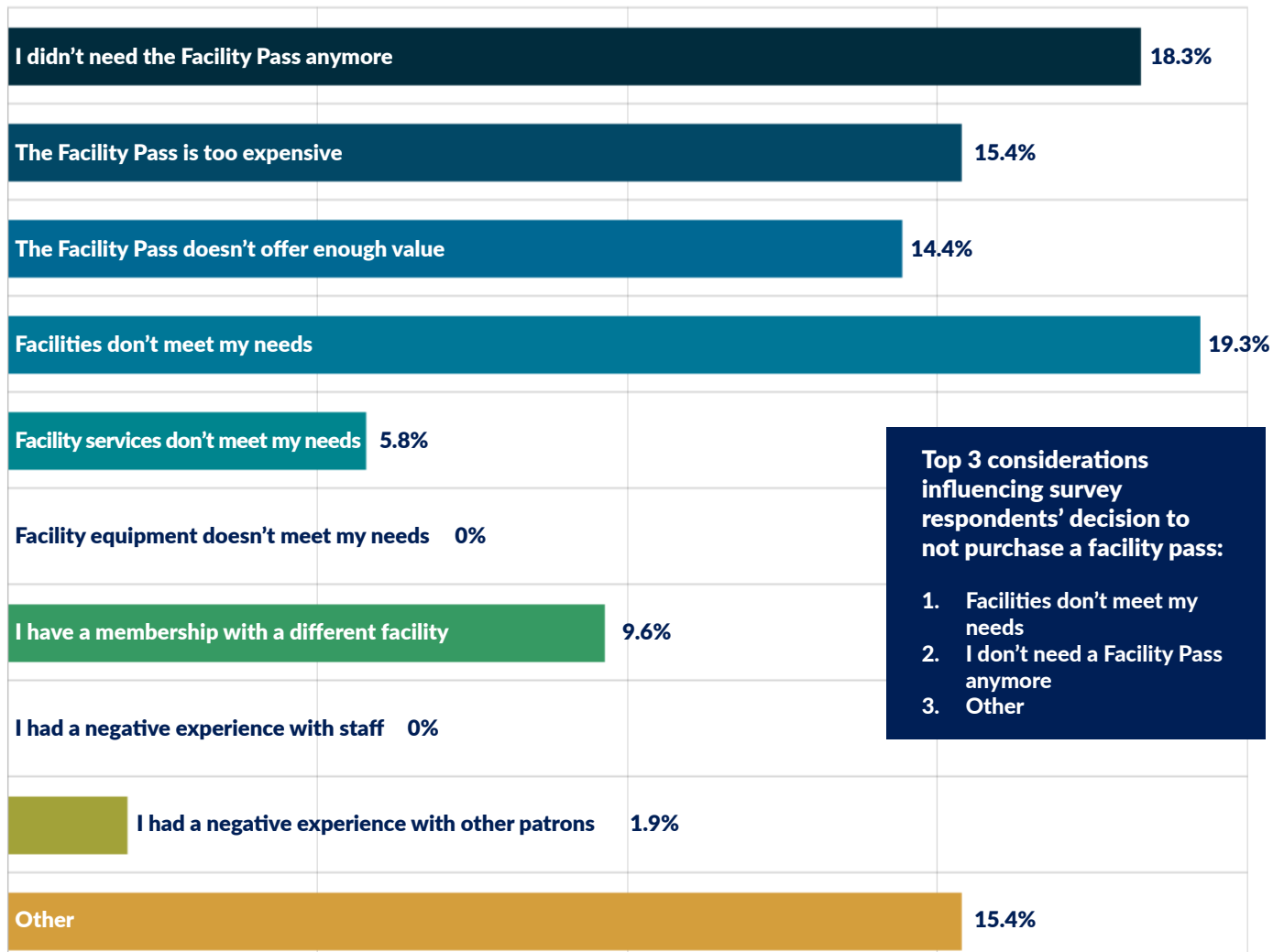
*Question 27 was only available to survey respondents who answered 'NO' to question 4, "Are you a facility pass holder?" and also answered 'YES' to Question 26, "Have you considered purchasing a facility pass?"

**Our Survey tool allows respondents to provide a short answer response when selecting 'Other' as an option. Additional comments are a summary of the short answers provided by survey respondents.

Okotoks Recreation Centre Facility Pass Considerations

Q28

What are the main considerations influencing your decision to not purchase a Facility Pass?



*Question 28 was only available to survey respondents who answered 'NO' to question 4, "Are you a facility pass holder?" and also answered 'NO' to Question 26, "Have you considered purchasing a facility pass?"

**Our Survey tool allows respondents to provide a short answer response when selecting 'Other' as an option. Additional comments are a summary of the short answers provided by survey respondents.

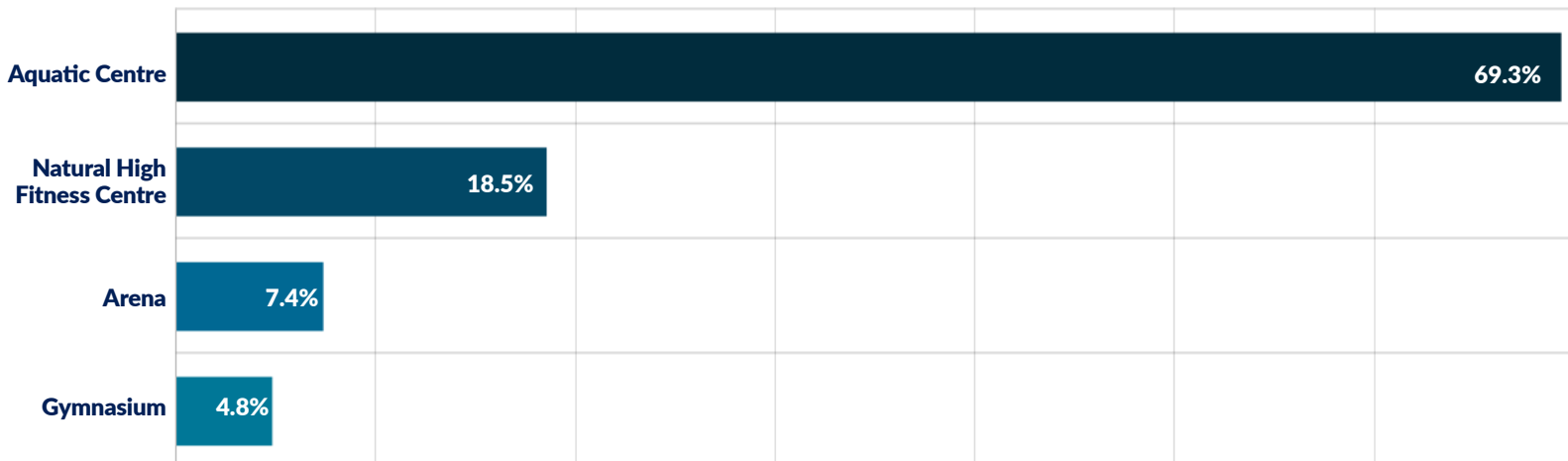
Additional Comments:

- Don't know enough about it
- I prefer community programs
- Don't use facilities enough for it to be worth it
- Only use Rec Centre for swimming lessons and summer camps
- My family only uses pool for swim lessons
- Fitness Centre is dated and needs maintenance to provide an experience that is worth the cost
- Facility is not close to my home

Okotoks Recreation Centre Facility Pass Considerations

Q29

Which facilities do you think you would use most often if you purchased a Facility Pass?



*Question 29 was only available to survey respondents who answered 'NO' to question 4, "Are you a facility pass holder?"



69.3%

Of survey respondents who do not have a facility pass say they would use the aquatics centre the most often if they were to purchase a facility pass.

Next Steps

2024

Q4

Present engagement findings to Okotoks Strategic Leadership Team and Town Council.

