



Rosemont Mount Royal Community Association

Community Needs Assessment Survey

Summary Report

Prepared by

FUTUREQUEST

www.futurequest.ca

November 2013

Summary

The Rosemont Mount Royal Community Association (RMRCA) is one of 28 community associations in Regina whose role is to build community through neighbourhood level programming and to represent the community's interests in civic affairs, community development issues, urban planning and development, as well as parks and facility planning and development.

To better understand and be able to respond to the needs and wants of community residents, the RMRCA undertook a process of community consultation. The RMRCA contracted with an external consultant which developed and administered a community survey to gather information, ideas and input to assist the RMRCA in providing programming and activities that meet the needs of the community. A total of 103 individuals participated in the survey process.

As indicated by the responses to the survey, residents of the Rosemont Mount Royal Community appreciate many attributes of their community. These include the quiet peacefulness and friendliness of the area, relationships with neighbours, green spaces and natural amenities and the level of safety in the community.

Respondents also identified issues and concerns in seven main areas as follows:

- Traffic control
- Infrastructure
- Cleanliness and appearance
- Communication
- Community services, amenities and development
- Community Association, programs and activities
- Crime and safety

Many respondents commented on the lack of contact with the community association and 38% of respondents indicated that they were not aware of the Rosemont Mount Royal Community Association. 71% of respondents who have not participated in RMRCA programs and activities indicated that they have not done so because they aren't aware of them. Cost and location were not noted as factors in people choosing not to participate in RMRCA programs and activities.

There is a large senior population in the community with a limited amount of targeted programming available. Although the senior population did not indicate interest in physical activities, respondents did suggest daytime programming, weekly playing cards, social coffee and tea, and bowling.

Survey participants were asked to identify programs and community activities that they would be interested in. Respondents indicated the highest interest in sport and fitness programs for adults as well as community improvement activities. This was followed, respectively, by 'how to' programs, information sessions, arts and crafts programs, music and dance programs and cultural programs. A number of respondents indicated that they felt advertising and awareness of programming and services to the community could be improved.

The RMRCA newsletter was noted as the most effective way to communicate with residents, followed by emails, community signs and the Association website. It was noted that the pink colour of the RMRCA newsletter is very effective for individuals to be able to identify the material from the RMRCA and the Association should continue to use this approach for the newsletter.

Suggestions for improving communications included

- Ensuring all residents receive the newsletter
- Offering the option to receive the newsletter electronically to save paper, cost and physical labour
- Advertising programs from other groups in the RMRCA newsletter
- Making the website more interactive, adding an event/program calendar and updating website more regularly
- Using social media
- Distributing information through the email contact list more frequently, focussing on emails with information about the community only
- Updating the community signs more often and placing them on less busy streets so they are easier to read
- Including RMRCA information in school newsletters
- Distributing pamphlets or notices and phoning community members when needed

Survey Process

The Rosemont Mount Royal Community Needs Assessment was conducted through a community survey. This survey was designed to gather information from residents regarding assets and concerns in the community; awareness of the Rosemont Mount Royal Community Association and its programs; preferences and interest in community programming; and ways to improve communication with neighbourhood residents. Survey questions are listed in Appendix B.

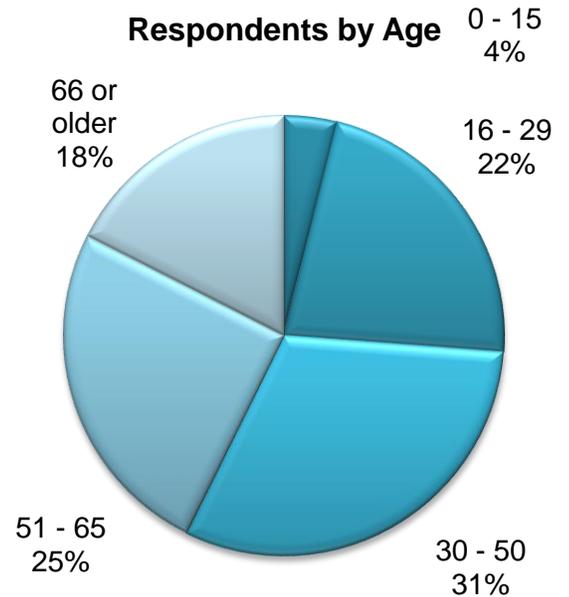
Survey participation was offered through both door to door and online options. To complete the survey, RMRCA contracted Future Quest Consulting to manage the process. Through a partnership with the University of Saskatchewan Nursing Education Program, three registered nursing students conducted the door to door survey as part of their community practicum. If there was no one available at the home, a letter explaining the survey and providing a link to the online survey was left in the mailbox (Appendix A). The online survey was also promoted through the RMRCA website.

To encourage participation, residents were offered the opportunity to enter a draw for gift cards to local services in the area.

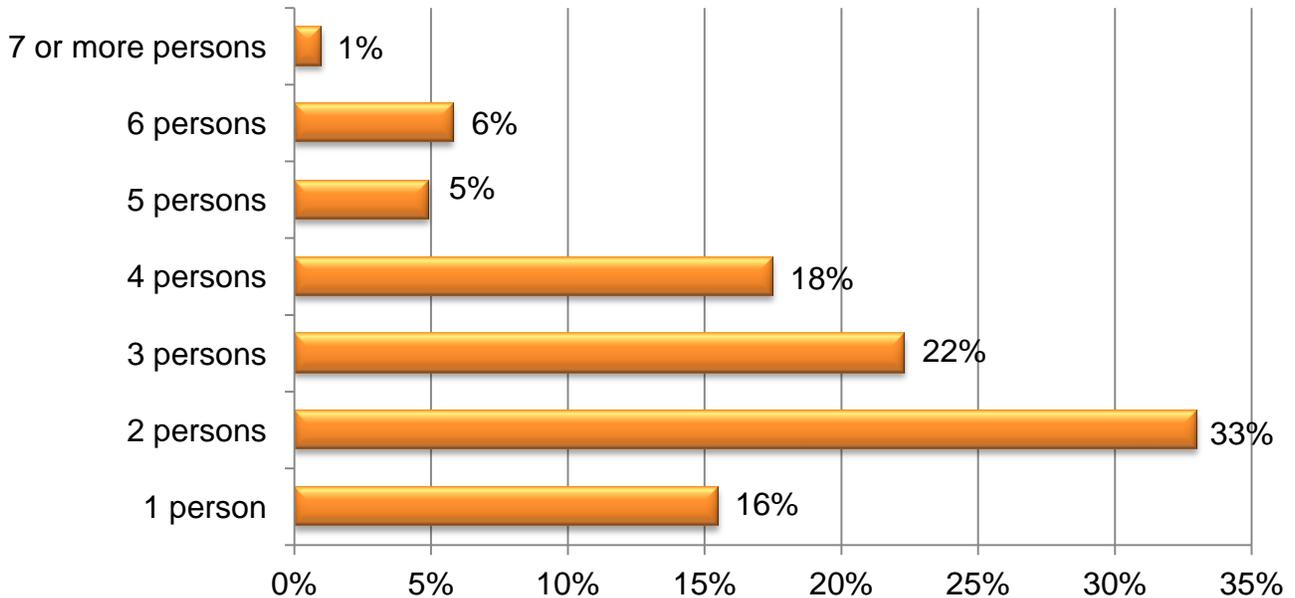
Profile of Respondents

Efforts were made to collect information from pocket populations representative of the whole community, as showing on the map in Appendix C. A total of 103 respondents participated in the survey. This represents a participation rate of 2.5% of the homes in the area. Over 400 households were visited in the survey process. Online participation accounted for approximately 7% of the 103 responses.

Target respondents were residents of the Rosemont Mount Royal Community. Ages of respondents ranged from 14 to over 66 years old with the majority being between 30 to 50 years of age, as indicated in the tables below. Household size ranged from single person households to those with 7 or more persons residing in the home.



Respondents by Household Size



About the Rosemont Mount Royal Community

What do you like best about the community you live in?

Survey respondents were asked to list what they like best about the community they live in. The most frequently noted aspect of the community that respondents indicated they like best is the quiet, peacefulness of the area. Others noted that they like the friendliness of the area, the small town feel and that it is a good neighbourhood to live in. Many mentioned the good relationships they have with their neighbours. A number of respondents indicated they are long term residents in the area.

Several respondents like the natural features in the area, including the mature trees, parks, green spaces and access to the bike path. Others listed the appearance of an established neighbourhood, the cleanliness and the well maintained homes in the area. Community safety and a low crime rate were also mentioned.

Respondents indicated that the central location of the Rosemont Mount Royal community provides easy access to other areas of the city. Also listed were access to services in the area such as shopping, buses, restaurants, schools and the grocery store as features they appreciate.

Respondents also voiced their appreciation of the community as a family oriented area with activities for children, good programs that are affordable and well organized and the Community Association who provides programming to the area. The area was described as affordable, with one respondent identifying the size of the lots in the area as a benefit.

Are there any issues or concerns in your community that you feel need to be addressed?

Survey respondents were asked to describe any concerns or issues they see in their neighbourhood. Responses related to:

- Traffic control
- Infrastructure
- Cleanliness and appearance
- Communication
- Community services, amenities and development
- Community Association, programs and activities
- Crime and safety

Traffic control

- High amount of traffic through area
- Large trucks on Dewdney are loud, dangerous and wreck the street quicker
- Speeding
 - 2nd Avenue – install speed bumps
 - School zones – reduce speed and add flashing cross walks
 - McIntosh Street, north of 4th Avenue
 - Mikkelson Drive
- Lack of signage
 - More stop signs, yield signs and cross walks in residential areas
 - Dewdney and Royal Street
 - Dewdney and Grace Street
 - York Street and 8th Avenue
 - Mikkelson and Dorothy – four way stop
 - High number of car accidents
 - Forget Street and 3rd Avenue intersection
 - Dewdney & York Street

Infrastructure

- Street lights needing repair
 - Campbell Street
 - 8th Avenue
- Potholes, roads in need of repair
- Damaged sidewalks
- Need more sidewalk ramps in residential areas for parents with strollers and people who use wheelchairs
- Streets aren't cleaned
- Better winter maintenance
- Need paved back alleys
- Need a fence along the park on Mikkelson and Dorothy
- New garbage bins are not user friendly and finding space for two bins is a challenge

Cleanliness and appearance

- Difficult to get rid of tree clippings and leaves without the large dumpsters
- People have no way to remove Christmas trees since the dumpsters have been removed and pick up cancelled
- Alleys need to be cleaned up, large items sitting behind people's houses
- Things are getting old, deteriorating property
- Mess in several front yards
- More community clean ups

Communication

- Confusion between Transcona Housing Association and RMRCA newsletters
- Don't receive RMRCA newsletter but live in the area
- Signs don't provide enough information, need other ways to notify residents of upcoming events

Community services, amenities and development

- Not many stores
- Newer playground for kids
- Worried about what will happen to the schools
- A lot of seniors in the area – could use another senior home
- Would be nice to see development on vacant lots
- Overhaul strip mall on 4th Avenue, renovate Extra Foods and make it a better grocery store
- Add community gardens in green spaces for optimal use of space
- Increasing number of rental properties a concern
- Homeless people is an issue

Community Association, programs and activities

- Not many community events
- Cancellation of Flea Market
- No seniors programs
- Need new people on the board to bring new ideas

Crime and safety

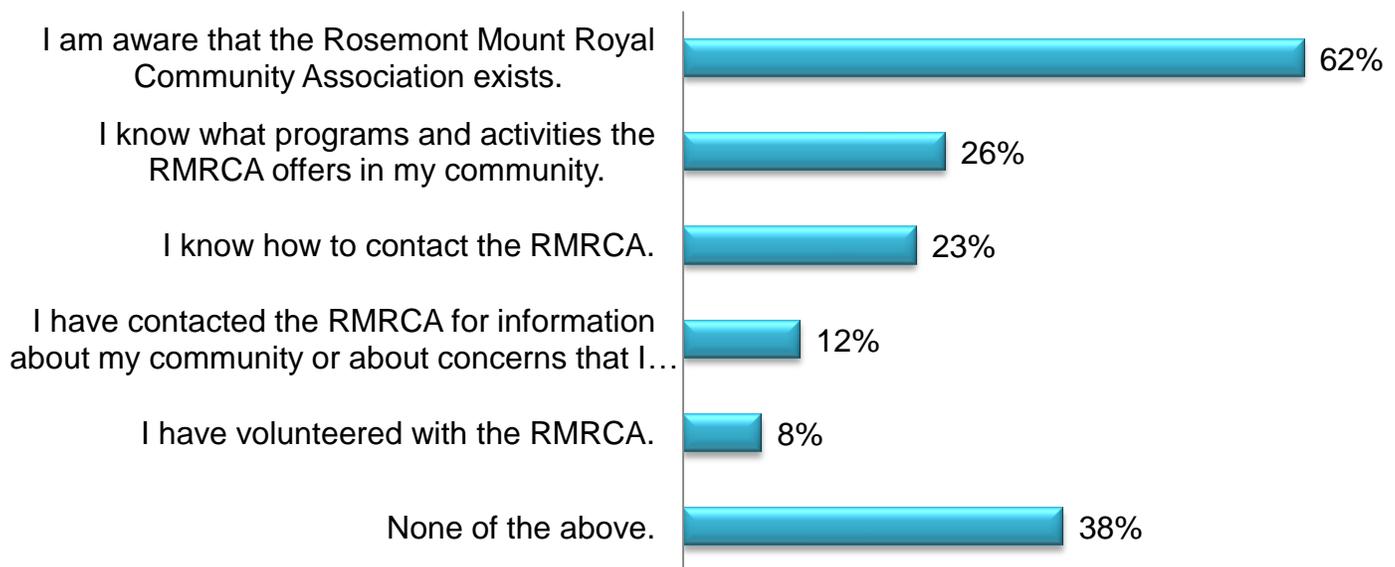
- Vandalism of vehicles
- No community watch
- Issues with drug dealing and parties in some areas
- ‘Hang out’ spots for teens where they gather, alcohol and drug usage, garbage left behind-parks
- Orr Centre – noise, parties, drunks, drug usage, property damage
- Fireworks almost every night in the summer
- “Questionable” foot traffic from Lewvan

About the Rosemont Mount Royal Community Association (RMRCA)

Survey respondents were asked to indicate their familiarity and level of involvement with the Rosemont Mount Royal Community Association. Of the total survey responses, 62% indicated that they are aware that the RMRCA exists. This indicates that 38% do not know that the Community Association is active in the community.

Of the respondents who are aware of the RMRCA, 26% know what programs the RMRCA offers, 23% indicate they know how to contact the RMRCA, 12% indicate they have contacted the RMRCA in the past and 8% have volunteered with the Community Association.

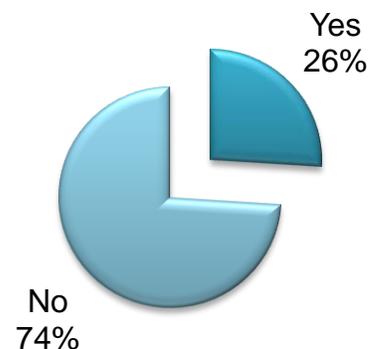
Resident participation with RMRCA



When asked if they have attended any RMRCA programs or activities in the past 12 months, 26% of respondents indicated that they or someone living in their household has. The most frequently mentioned program was yoga, followed by Zumba and hockey. Others indicated that they or members of their household have participated in the Flea Market, summer program, Kids Crew/youth program and Family Fun Days. Crafts, soccer, floor hockey and computer classes were also mentioned. One respondent indicated they attend the monthly RMRCA meetings.

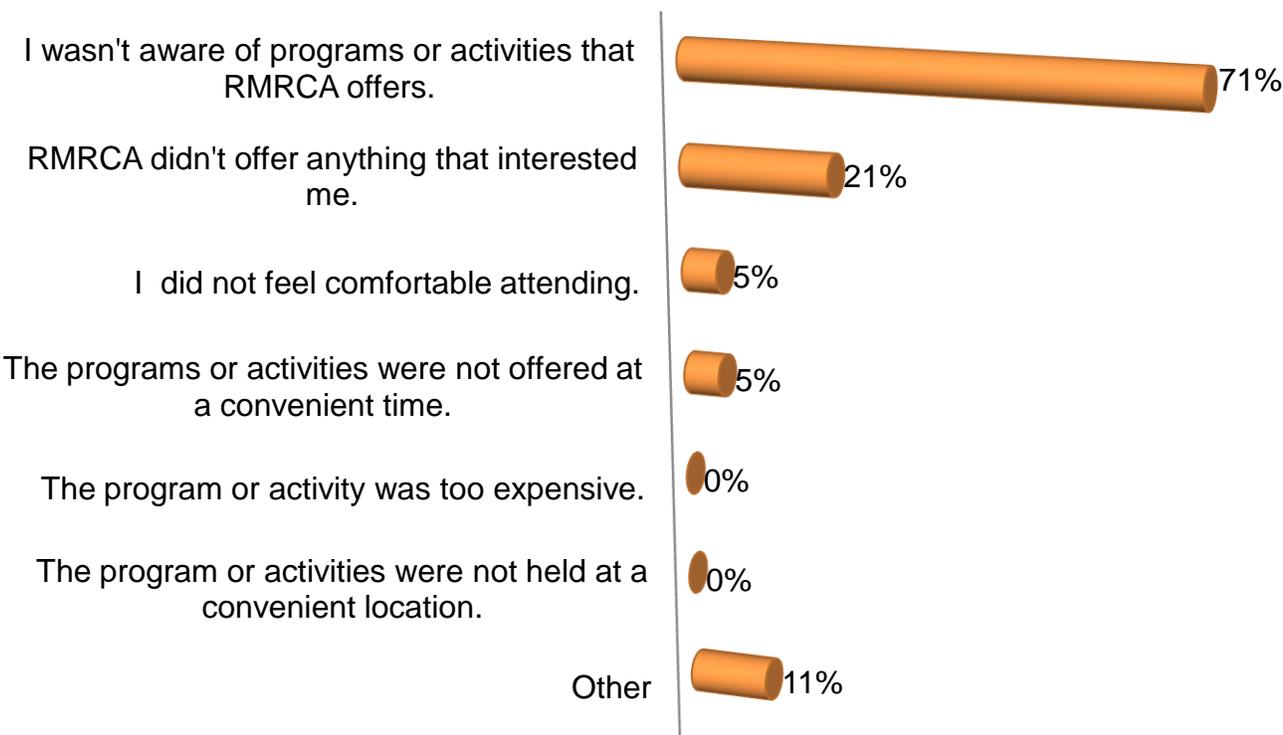
Two respondents listed Scouts and Walker School Fundraisers as community activities they have participated in.

RMRCA program attendance in the last 12 months



When asked why they have not attended RMRCA programs or activities, the majority of respondents indicated they were not aware of the programs or activities that were offered. The next most frequent answer was that there weren't any programs or activities that interested them. A small number indicate that they did not feel comfortable attending or the programs were not offered at a convenient time. Location and affordability were not identified as reasons they did not participate. Other reasons included that respondents don't have time or are busy with other activities, that their children have left home and there's nothing offered that interests them, or that they thought the programs are for children and young people. One respondent indicated that they didn't like the program so they stopped attending.

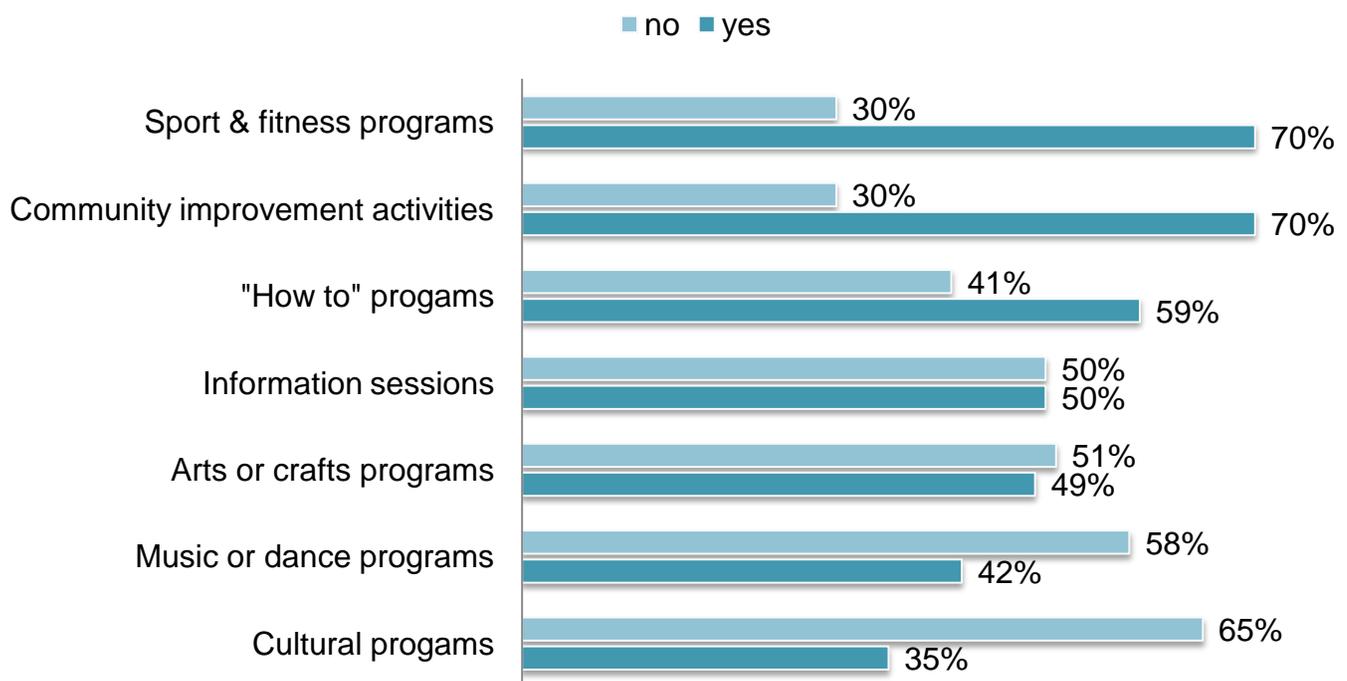
Reasons for not participating in RMRCA activities



About Community Programs and Activities

Survey respondents were asked to indicate their interest in types of programming and provide suggestions for programs and activities. The most popular program areas are sport and fitness and community improvement activities, both of which were supported by 70% of the respondents. This was followed by an interest from 59% of respondents in “how to” programs. Information sessions, arts or crafts programs and music or dance programs were less popular, with cultural programs receiving the least interest.

Types of programming preferred

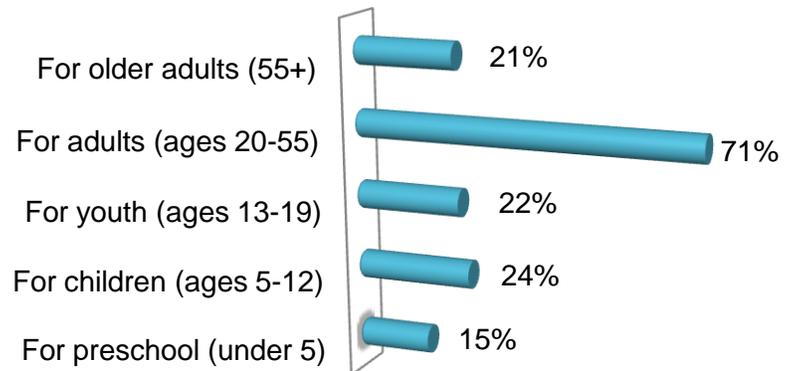


Sport and fitness programs

70% of respondents indicated they would like to see sport and fitness programs. Of these, 71% suggested that they would like to see programs for adults, ages 20-55.

The most frequently identified program was yoga, or stretching and flexibility, classes. The next most popular activity was volleyball or a volleyball league, followed by boot camp or general fitness classes. Soccer and seniors' activities such as bowling, cards or scrabble were also requested.

What age ranges would you like to see sport and fitness offered to?



Other ideas provided for sport and fitness programs were:

- Floor hockey
- Basketball
- Gymnastics
- A slow pitch league
- Spin class
- Zumba
- Martial arts (including non combative forms such as wushu or aikido),
- Skating
- Learn to run
- Badminton
- Tennis
- Football
- Hockey
- Pilates
- Jazzercise
- Outdoor biking in summer
- Adult learn to skate

Respondents noted that accessing beginner classes at the neighbourhood level would be a benefit. When delivering fitness classes, it was suggested to have more classes throughout the week to build fitness would be preferred, as one class per week isn't enough. Others felt that group sports or activities that bring people together to get to know each other would be good options. One respondent suggested a walking club would be a way to meet people and use bike path to exercise while another suggested mother-daughter fitness classes.

Community building or community improvement projects or activities

70% of respondents indicated they would like to see community building or community improvement projects or activities. The most frequently identified activities are community clean up days. Included in this are suggestions for seasonal clean ups, recognizing that the large dumpsters are no longer available in the community, and graffiti removal. The second most popular activity is the Flea Market or hosting a community garage sale. Community celebrations including picnics and barbecues was the third most frequently mentioned activity. Other ideas provided were:

- Hosting 'give away days' twice a year where residents put gently used items on the curb for others to claim
- Education for dog owners about noise and cleaning up waste
- 'Arts on the loose' activities
- Hosting an organized street dance
- Developing an RMRCA Community Centre or Community Room as a 'home space' and to create a stronger presence for the Association. This space could be used for meetings, activities and programs, storage of supplies and events.
- Seniors' programs such as cards, bowling or teas/coffee times
- Walking/running clubs
- A mini Mosaic event
- Mother's Day/Father's Day run
- Community skating parties
- Singles nights
- Music club
- Book club
- Movie nights

"How to" programs

59% of respondents indicated they would like to see 'how to' programs delivered in the community. The most frequently identified activity was cooking, with specific suggestions below:

- Cooking for the single person
- Italian cooking
- Vegetarian cooking
- Ethnic cooking
- Cooking for students

Several respondents indicated that computer classes would interest them, specifically:

- Computer basics for seniors
- How to use Facebook, Twitter, iPhones to get the best value from them

Gardening and home maintenance:

- Yard maintenance
- Landscaping
- Lawn care
- Building a shed
- Deck maintenance
- Building a patio
- Household maintenance/home repairs
- Plumbing repairs
- Building an insulated dog house
- Household management

Other suggestions included genealogy, CPR training, self defence for women and 'be your own boss' classes.

Information sessions

50% of respondents indicated they would like to see information sessions hosted in the community. These included the following:

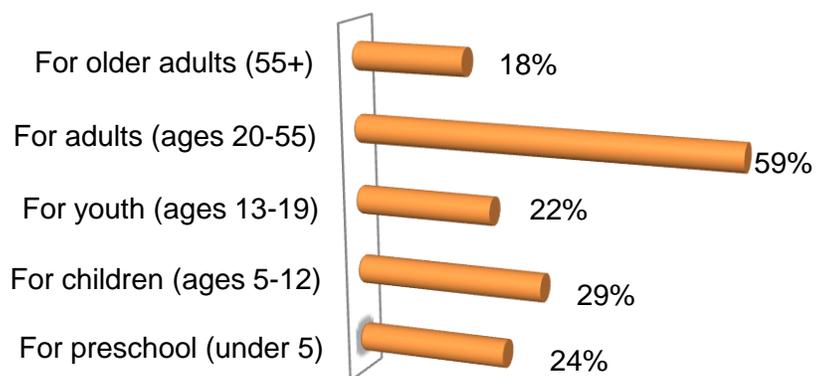
- Nutrition:
 - How to read food labels
 - Nutrition for vegetarians
 - Holistic nutrition
- Budgeting
 - Getting out of debt
 - How to save for retirement
 - Budgeting for youth/teens
- Vehicle maintenance
 - Changing tires
 - Changing oil
- Going green – options and ideas
- Policing in the community

Arts or crafts programs

49% of respondents indicated they would like to see arts or crafts programs in the community. Of these, 59% suggested that they would like to see programs for adults, ages 20-55.

The most frequently identified arts or crafts program was learn to knit and/or crochet. The next most popular activity was painting, with the specific suggestion of water color painting.

What age ranges would you like to see arts or crafts programs offered to?



Also suggested were:

- Seasonal crafts such as wreath making prior to Christmas, others for Thanksgiving, Halloween
- Craft programs for young children offered in conjunction with holidays/seasons or major events
- Photography
- Drawing or sketching classes
- Scrapbooking, including digital scrapbooking
- Quilting
- Sewing
- Pottery
- Upholstery
- Bobbin lace
- Drama
- Beading
- Jewellery making
- Working with clay
- 'Cultural art'
- Weekly get together craft coffee and social

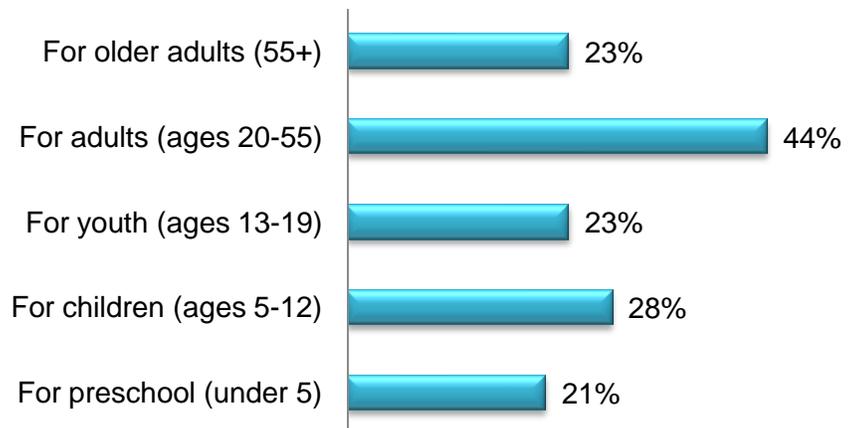
Music or dance programs

42% of respondents indicated they would like to see music or dance programs in the community. Of these, 44% suggested that they would like to see programs for adults, ages 20-55.

The most frequently identified music or dance program was hip hop dance. Other suggestions were:

- A program where you don't need a partner to dance with
- Guitar
- Piano
- Choir
- Voice/singing lessons
- Ballroom dance
- Latin dance
- Belly dance
- Tap dance
- Beginner learn to play instruments

What age ranges would you like to see music or dance programs offered to?



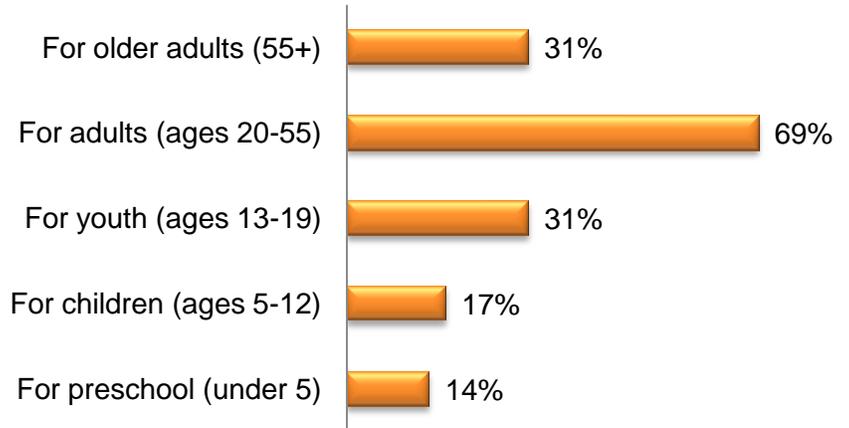
Cultural programs

35% of respondents indicated they would like to see arts or crafts programs in the community. Of these, 69% suggested that they would like to see programs for adults, ages 20-55.

The most frequently identified cultural program was cooking from different cultures. Other suggestions were:

- Ukrainian dance
- Cultural dance, arts, languages – anything to involve people in learning about other’s cultures
- Hosting a mini Mosaic
- Aboriginal programs
- Arts and crafts

What age ranges would you like to see cultural programs offered to?

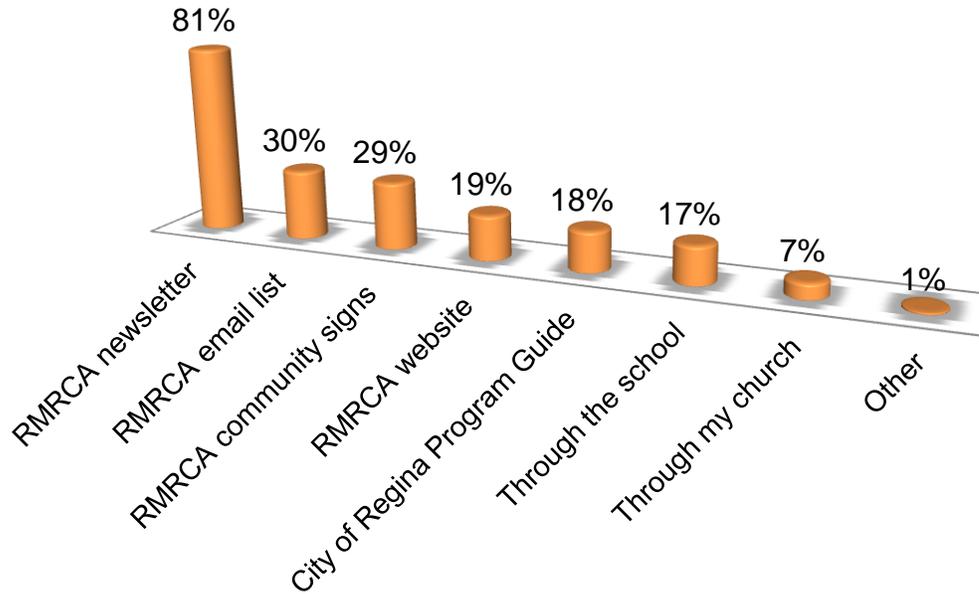


Communication and Promotion

The RMRCA uses a number of methods to communicate with the community and to promote programs and activities. Respondents were asked to indicate which communication or promotional activities they find most effective in terms of informing you about the various programs, activities and services offered by the RMRCA.

Respondents indicated that the most effective communication tool is the newsletter. Second most effective is the RMRCA email list. This is followed by the community signs and the website. Also listed under 'other' was posting notices in stores.

Effectiveness of RMRCA communication tools



Respondents were asked to provide suggestions to improve communication with residents. Comments were related to the website, newsletter, email communications and other options for promotion. When surveyors were speaking with residents, it was evident that people associate the RMRCA newsletter with the pink paper it is printed on.

Below are further suggestions from respondents to improve communications:

Newsletter

- Ensure all residents receive the newsletter
- Give people the option to receive the newsletter electronically as it would save paper, cost and physical labour
- Advertise programs from other groups in the RMRCA newsletter

Website

- Update website more regularly with new and interesting information to encourage people to check more often. People stop visiting the website when the information doesn't change.
- Make website more interactive
- Use social media
- Add a calendar with events, programs

Email list

- Use the email contact list more frequently
- Only send emails with information about our community

Community signs

- Update signs more often
- Need more signs but not on busy streets so they are easier to read

Other ideas

- Include information in school newsletters
- Distribute pamphlets or notices
- Phone calls to community members

Appendix A – Community Survey Invitation Letter

Dear Community Member,

The Rosemont Mount Royal Community Association (RMRCA) is doing a survey to better understand and respond to the wants and needs of residents in the area. We ask that you provide your thoughts, ideas and input to assist the RMRCA in providing programming and activities that meet the needs of the community.

Your input is valued! At the end of the survey, you will have an opportunity to enter your name for a draw for a gift certificate and other incentive gifts.

Who is the Rosemont Mount Royal Community Association?

The Rosemont Mount Royal Community Association (RMRCA) is one of 28 Community Associations across the city. RMRCA builds community by offering programs and activities for area residents and acting as a voice for the community. This includes coordinating the community newsletter and community signs, providing sport, recreation and arts programs, supervising outdoor rinks, organizing community events and representing the Rosemont Mount Royal Community's perspective on civic affairs, community development issues, urban planning, and parks and facility planning and development. To learn more about the RMRCA, go to www.rmrca.com

Why should you do this survey?

The information that we gather through this survey will help to shape the programs and services provided in the Rosemont Mount Royal area over the next few years. This is your opportunity to express what you would like and to identify any concerns you have about your community. In exchange for your time, we will offer you a chance to enter a draw for prizes.

What will happen to the information you provide?

This survey is being conducted by Future Quest Consulting on behalf of RMRCA. All information you give us will be confidential – your name is not attached to your answers. The answers you provide will become part of a summary report. This summary will not have any information that will identify you as an individual. If you choose to provide your contact information for the RMRCA email list or to enter the draw for prizes, your contact information only will be provided to RMRCA.

How do you complete the survey?

There are two options to complete the survey:

- Go to www.rmrca.com and click on “Community Survey” to complete the survey online
- Contact Tracy at tracy@future-quest.ca or at 306.537.0732 to arrange a time to do the survey over the phone.

Questions?

If you would like more information about this survey, please contact:

Tracy Knutson, Future Quest Consulting, at 306.537.0732 or tracy@future-quest.ca

or

Debby Staruiala, Chairperson, RMRCA, at 306.545.4776 or joestaruiala@sasktel.net

Appendix B – Community Survey

About This Survey

The Rosemont Mount Royal Community Association (RMRCA) consists of over 4,000 households. RMRCA builds community by offering programs and activities for area residents and acting as a voice for the community.

To better understand and respond to the needs and wants of community residents, the RMRCA is conducting a community survey. We ask that you provide your thoughts, ideas and input to assist the RMRCA in providing programming and activities that meet the needs of the community.

Your input is valued! At the end of the survey, you will have an opportunity to enter your name for a draw for a gift certificate and other incentive gifts.

This survey is being conducted by Future Quest Consulting on behalf of RMRCA. The answers you provide will be confidential and will become part of a summary report. If you choose to provide your contact information for the RMRCA email list or to enter the draw for prizes, your contact information only will be provided to RMRCA.

About You

Please tell us a bit about yourself to help us understand who is responding to the survey.

1. Your age:

- | | |
|-------------------------------|-----------------------------------|
| <input type="radio"/> 0 - 15 | <input type="radio"/> 51 - 65 |
| <input type="radio"/> 16 - 29 | <input type="radio"/> 66 or older |
| <input type="radio"/> 30 - 50 | |

2. Number of people in your household:

- 1
- 2
- 3
- 4
- 5
- 6
- 7 or more

About the Rosemont Mount Royal Community

We want to know what you think of your community! Please answer the following questions.

3. **What do you like best about the community you live in?**

4. **Are there any issues or concerns in your community that you feel need to be addressed? Please describe them.**

About the Rosemont Mount Royal Community Association (RMRCA)

5. **We are interested in learning about how well known the RMRCA is in the community and how familiar residents are with what the RMRCA offers. Please check all that apply to you below:**
 - I am aware that the Rosemont Mount Royal Community Association exists.
 - I know how to contact the RMRCA.
 - I know what programs and activities the RMRCA offers in my community.
 - I have contacted the RMRCA for information about my community or about concerns that I have.
 - I have volunteered with the RMRCA.
 - None of the above.

6. **Have you or any other person in your household attended RMRCA programs or activities in the past 12 months?**
 - Yes
 - No

7. **If you answered No to Question 6, please tell us why you or any person in your household has not attended any RMRCA programs or activities in the past 12 months. Please check all that apply.**
 - I wasn't aware of the programs or activities that RMRCA offers.
 - The programs or activities were not offered at a convenient time.
 - The programs or activities were not held at a convenient location.
 - The program or activity was too expensive.
 - RMRCA didn't offer anything that interested me.
 - I did not feel comfortable attending.
 - Other (please specify):

8. **If you answered Yes to Question 6, please tell us what RMRCA programs or activities you or any other person in your household has attended.**

About Community Programs and Activities

We would like your thoughts and ideas about programs and activities that could be offered in the Rosemont Mount Royal community. Please tell us what types of things you or others in your household would consider attending.

9. Sport and fitness programs?

- Yes
- No

If yes, what age ranges would you like to see sport and fitness programs offered to?

- For preschool (under 5)
- For children (ages 5-12)
- For youth (ages 13-19)
- For adults (ages 20-55)
- For older adults (55+)

Do you have any specific sport or fitness program you would like to see offered?

10. Arts or crafts programs?

- Yes
- No

If yes, What age ranges would you like to see arts or crafts programs offered to?

- For preschool (under 5)
- For children (ages 5-12)
- For youth (ages 13-19)
- For adults (ages 20-55)
- For older adults (55+)

Do you have any specific arts or crafts program you would like to see offered?

11. Music or dance programs?

- Yes
- No

If yes, what age ranges would you like to see music or dance programs offered to?

- For preschool (under 5)
- For children (ages 5-12)
- For youth (ages 13-19)

- For adults (ages 20-55)
- For older adults (55+)

Do you have any specific music or dance program you would like to see offered?

12. Cultural programs?

- Yes
- No

If yes, what age ranges would you like to see cultural programs offered to?

- For preschool (under 5)
- For children (ages 5-12)
- For youth (ages 13-19)
- For adults (ages 20-55)
- For older adults (55+)

Do you have any specific cultural program you would like to see offered?

13. "How to" programs such as cooking, using computers, genealogy, photography, gardening

- Yes
- No

If yes, what specific "how to" programs would you suggest?

14. Information sessions such as nutrition, Going Green, budgeting, policing in your community, etc.

- Yes
- No

If yes, what specific information sessions would you like to see?

15. Community building or community improvement projects or activities such as community clean up days, picnics, flea markets, celebrations

- Yes
- No

If yes, what specific community building or community improvement projects or activities would you like to see?

Communication and Promotion

The RMRCA uses a number of methods to communicate with the community and to promote programs and activities. We want to know how well these methods are used in the community and how they can be improved.

16. The RMRCA uses a number of means to communicate to the residents. Which of the following communication or promotional activities do you find most effective in terms of informing you about the various programs, activities and services offered by the RMRCA?

- RMRCA community signs
- RMRCA newsletter
- RMRCA website
- RMRCA email list
- City of Regina Program Guide
- Through the school
- Through my church
- Other (please specify):

17. Are there any improvements or other ways of communication and promotion that you would suggest RMRCA implement?

18. The RMRCA has an email contact list that is used to distribute notices, information and newsletters. Would you like to be added to this list?

- Yes – please provide your contact information at the end of the survey.
- No

19. Please let us know if you would like to be entered into the draw for prizes as a thank you for your time.

- Yes – please provide your contact information at the end of the survey.
- No

My contact information:

First name:

Last name:

Email:

Phone:

