



THE CITY OF
CALGARY

Parks 2010 Pathway Research Online Survey Report

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Executive Summary

Introduction

The City of Calgary’s pathway system is the largest urban pathway system in North America with more than 700 kilometres of pathways. The pathway system is one of the most popular services provided by The City and is used by the majority of residents for a variety of recreational purposes as well as for commuting.

Calgary Parks is responsible for the operations and maintenance of The City’s pathway system as well as for the future planning and development of the system. As such, information is required on how the pathways are used, who is using them, what times and locations are most used, etc. This information was collected in the 2010 Pathways Research, which included observations and intercept surveys at 15 selected sites on the pathway system, telephone surveys and online surveys.

The various components of the 2010 Pathway Research are presented in separate reports. **This report represents the results of the Online Survey.** The results, presented herein, include reasons for pathway usage, frequency of use, familiarity with pathway regulations, perceptions of safety from accidents, suggestions for improvements, perceptions of pathway quality and value, as well as user and non-user profiles.

Methodology

This online survey was designed to allow stakeholders and special interest groups to voice their opinions on Calgary’s pathway system. The survey was open and available to anybody to complete. Furthermore, there were no controls put in place to stop people from completing the survey more than once, if they chose to respond multiple times. Accordingly, **results are not representative of the population as a whole.**

The online survey was available from August 18 to September 17, 2010. A total of 2,452 surveys were completed during that time. Of those, 2,445 surveys were completed by pathway users.

Respondents of the online survey tend to be much heavier users of the pathway system (84% using the pathways weekly or more often compared to 51% among the representative telephone sample), and 40% are using the pathways mainly for commuting, compared to just 12% of the representative telephone sample. Accordingly, the results of this online survey are reflective of the opinions of highly involved users and advocates of Calgary’s pathway system.

Key Findings

Pathway Usage – Frequency and Months Most Used

- Overall, this group of online survey respondents is using the pathways an average of 22 times per month.
- The most popular months for using the pathways are:
 - June (96%)
 - August (95%)
 - July (94%)

Reasons for Pathway Usage

- Among these 2,445 pathway users, the most common reasons for using the pathways are:
 1. Commuting (40%)
 2. Exercise (35%)
 3. Recreation (11%)
- The two most common activities done on pathways are:
 1. Cycling (80%)
 2. Walking (70%)
 3. Running (41%)

Pathway Bylaws

- The majority of pathway users are ‘somewhat’ or ‘very’ familiar with the pathway bylaws (81%).
- Among the 2,328 users who are at least a little familiar with the bylaws, the bylaws that they feel are most important to follow are:
 1. Staying on the right half of the pathway (86%)
 2. Giving audible signal when passing (77%)
 3. Keeping dogs under control (67%)
 4. Staying on proper path (64%)
- Among all pathway users, 61% agree that pathway bylaws need to be enforced.
- Among the 1,492 users who feel pathway bylaws need to be enforced, the top two suggested methods are:
 1. Fines (50%)
 2. Warnings (35%)

Preferred Method of Receiving Pathway Information

- The top three preferred ways of receiving pathway information are:
 1. On the pathway and bikeway map (63%)
 2. Pathside information booths (47%)
 3. The Internet (41%)

Pathway Safety from Accidents

- The vast majority of pathway users feel ‘very’ or ‘somewhat’ safe from accidents on the pathways. By activity, the perceptions of safety from accidents are:
 1. 92% of the 2,155 who cycle
 2. 92% of the 1,558 who run/jog
 3. 90% of the 2,297 who walk
 4. 78% of the 736 who inline skate

- According to pathway users, the single most unsafe factor about Calgary’s pathways is the actions and behaviours of the users on it (62%).
- The most common suggestions for improving pathway safety from accidents are:
 1. More twin paths (59%)
 2. More education of the regulations (48%)
 3. Wider paths (46%)

Perceived Quality and Favoured Aspects of Calgary’s Pathway System

- Among pathway users, 84% rated the quality of Calgary’s pathway system as ‘good’ (30%), ‘very good’ (37%) or ‘excellent’ (17%).
- The top two reasons for liking the pathway system are:
 1. Its extensiveness (68%)
 2. The scenery (67%)

Relative Importance of Pathways

- At least 90% of this group of users feel pathways are ‘equally’ or ‘more’ important than other parks and open space (93%), swimming pools (93%), sports fields (92%), arenas (91%), and leisure centres (90%).
- Just less than 90% of this group of users feel pathways are ‘equally’ or ‘more’ important than recreation classes/programs (89%), festivals and cultural events (89%) and natural areas (86%).

Conclusions and Recommendations

- The majority of users feel safe from accidents when using the pathway system but feel safety could be improved through better education and enforcement of bylaws. Increased education can be achieved via the three most preferred methods of receiving information about pathways: the pathway map, pathside booths and the Internet. Pathside booths could be erected at high traffic locations and near parking lots to

maximize exposure. These booths could display the pathway map with a “you are here” marker, along with a list of regulations. They could also be stocked with pathway maps that users can take away. To maximize usability of the Internet, a direct link from The City’s homepage to a list of regulations should be considered.

- Enforcement of bylaws is likely a challenge given the large area to monitor. Since most pathway users feel it is the actions of users that are the most unsafe aspect of pathway usage, The City should consider setting up a dedicated ‘bylaw violators’ telephone line that would allow pathway users to monitor other users. Bylaw officers could then be directed to patrol the locations with high numbers of reported violators. Reporting using an online form could also be made available. To maximize use, there would need to be a direct link from The City’s homepage.
- Going hand in hand with increased education is a need to enforce the bylaws and to penalize violators. Imposing fines should be considered, either on the first offence or for repeat offenders. Most users would find this method of enforcement acceptable.
- Users also suggest more twin paths and wider paths would improve safety from accidents. The result of both of these suggestions is the separation of activities (e.g., cyclists vs. walkers). Where possible, twin paths or wider paths should be put in place, targeting those high traffic locations with a higher than average proportion of cyclists.

Background and Survey Objectives

Background

The City of Calgary’s pathway system is the largest urban pathway system in North America with more than 700 kilometres of pathways. This extensive system covers all corners of the city, making it one of the most popular services provided by The City. It is used by the majority of residents for a variety of recreational purposes as well as for commuting.

Calgary Parks is responsible for the operations and maintenance of The City’s pathway system. As part of a Pathway Safety Review, information is required on how the pathways are used, who is using them, what times and locations are most used, etc. This information, which is collected through observations and surveys, will also help with the future planning and development of the pathway system.

The last study, conducted in 2002, included observations and intercept surveys at 39 different sites along the pathway system. The 2010 Pathway Research included observations and intercept surveys at 15 different sites along the pathway system, a random telephone survey of Calgary residents, as well as an online survey that was available to anybody who wanted to complete a survey.

The results of the pathway research are presented in several reports as follows:

Observation Reports: 1. Site Report; 2. Summary Report

A Site Report for each of the 15 selected sites provides detailed hourly data for direction travelled, activities, helmet bylaw compliance and demographic profile. The Summary Report provides an overall summary of the 15 selected sites, along with comparisons to 2002 and 1994, where previous data is available.

Survey Reports: 1. Intercept Survey Report; 2. Telephone Survey Report; 3. Online Survey Report; 4. Comparison Summary Report

The results of each survey are presented in a separate report.

This report represents the results of the Online Survey.

Objectives

The objective of the observations is to provide hourly data on pathway use including demographic information, activities, direction travelled and helmet bylaw compliance.

The objective of the intercept survey is to collect information from pathway users of the selected sites. The purpose of the telephone survey is to collect data from a random and representative sample of Calgary residents, which included both pathway users and non-users.

The purpose of the online survey is to allow stakeholders and other special interest group representatives the opportunity to voice their opinion.

The intercept, telephone and online surveys were similar and included the following topics:

- Reasons for using the pathways
- Frequency and months of use
- Familiarity with pathway regulations and perceived need for enforcement
- Perceptions of safety from accidents while on the pathways
- Suggested improvements to the pathways
- Perceptions of pathway quality and value
- User profiles
- Reasons for not using the pathways (telephone and online only)
- Non-user profiles (telephone only)

Survey Methodology

This online survey was designed to allow stakeholders and special interest groups to voice their opinions on Calgary’s pathway system. This was advertised through mainstream media (radio, newspapers and online). As such, no quotas were set; the respondents are self-selected. The survey was open and available to anybody to complete. Furthermore, there were no controls put in place to stop people from completing the survey more than once, if they chose to respond multiple times. Accordingly, **results are not representative of the population as a whole.**

The online survey was available from August 18 to September 17, 2010. A total of 2,452 surveys were completed during that time. Of those 2,452 surveys, 2,445 surveys were completed by pathway users. Just seven non-users completed the online survey.

Self-selected/invitational surveys will, by nature, usually be completed by people who are more involved in the subject matter than the population at large. Accordingly, the results of this component of the 2010 Pathway Research are reflective of the opinions of highly involved users and advocates of Calgary’s pathway system. As such, pathway usage among this group is very high, with over 80% using the system at least once every week compared to the total population’s usage of 51% and 40% are using the pathways mainly for commuting, compared to just 12% of the representative telephone sample.

Summary of Findings

Demographic Profile of Self-Selected Pathway Users

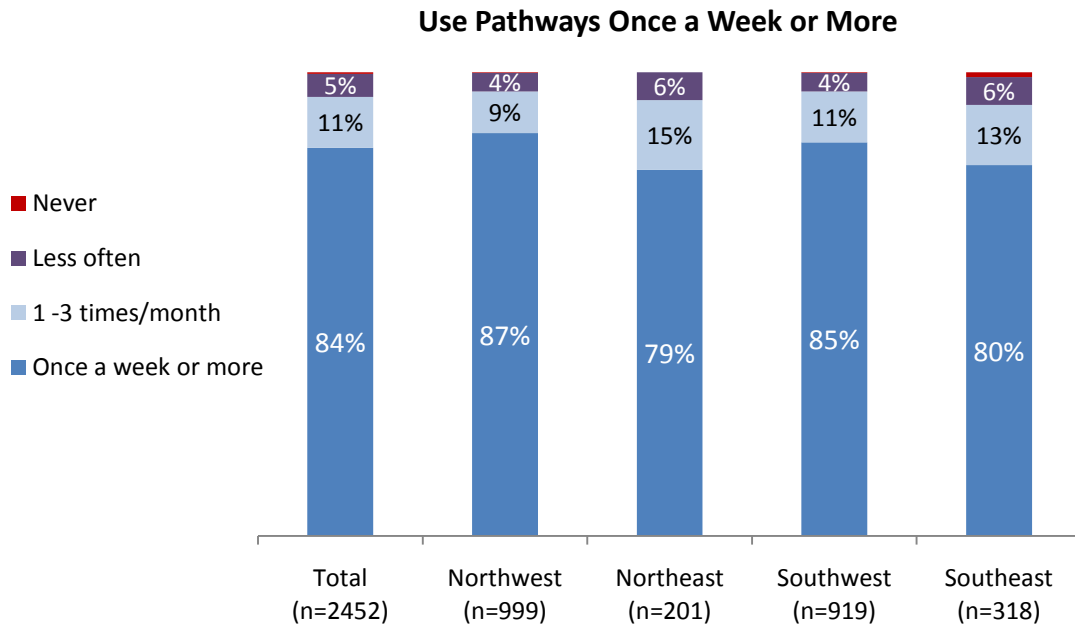
Compared to the representative sample, online respondents are skewed to the western quadrants of the city, to men, and are under-representative of those under the age 25 years old as well as those 65 years and older.

	Total Telephone (n=500)	Total Online (n=2452)	Commuters (n=981)	Non-commuters (n=1459)
Residence				
Northwest	34%	41%	47%	37%
Northeast	14%	8%	8%	8%
Southwest	29%	37%	34%	40%
Southeast	23%	13%	10%	15%
Gender				
Male	49%	60%	72%	53%
Female	51%	35%	24%	43%
Refused	-	4%	3%	5%
Age				
18-24	11%	3%	3%	3%
25-34	23%	23%	27%	20%
35-44	18%	25%	32%	21%
45-54	24%	22%	23%	22%
55-64	12%	13%	9%	15%
65+	12%	6%	1%	10%
Refused	-	8%	6%	9%

Pathway Users

Overall, 84% of online respondents use The City’s pathway system once a week or more often. The heaviest users reside in the Northwest quadrant (87%) and Southwest quadrant (85%), compared to just 80% and 79% of Southeast and Northeast quadrant respondents, respectively.

Among online respondents, men tend to have the highest frequency of use (87% of men compared to 80% of women using the pathways weekly or more often). Usage frequency is consistent across age.

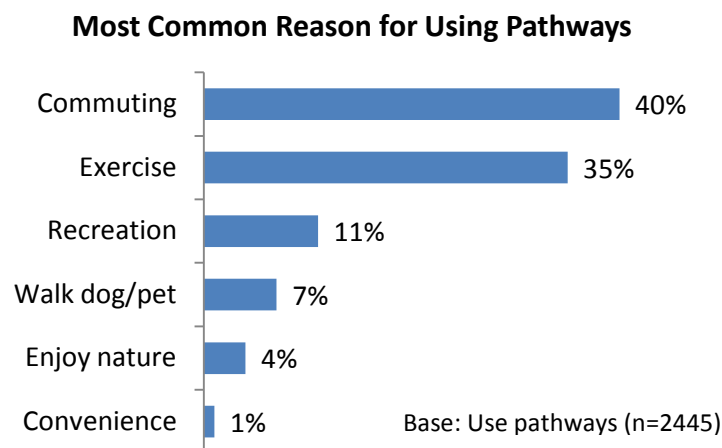


QD. How often do you use Calgary’s pathway system for any purpose? (Single response)

Top Reasons for Use and Activities

Among online respondents, the top two most common reasons for using The City’s pathway system are commuting and exercise, with recreation a distant third. Commuters tend to come from the Northwest and Northeast quadrants (46% and 41%, respectively vs. 36% and 32% of Southwest and Southeast respondents, respectively). Southwest respondents are more likely to use the pathway system for exercise (39% compared to 32% on average for other quadrants), while residents in the eastern quadrants are more likely than those in the western quadrants to use the pathways for recreation (15% of Northeast and Southeast respondents, compared to 10% of Northwest and Southwest respondents).

By age, it is not unexpected that those under the age of 55 years are the main group of commuters (close to 50% compared to 20% of those aged 55 years and older). Older residents are more likely to use the pathways for exercise (49%), recreation (14%) and for enjoying nature (6%), all significantly higher than respondents younger than 55 years old. Men tend to be using the pathways more for commuting (48% compared to 28% of women), while women are more likely to use the pathways for exercising and dog walking (41% and 13%, respectively, compared to 31% and 4% of men).

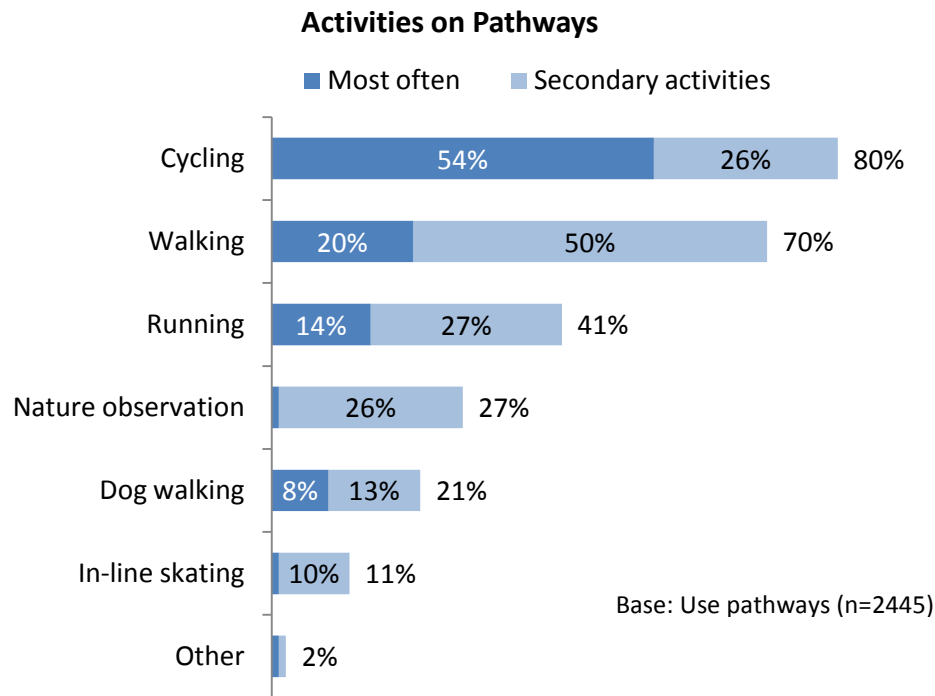


Q1b. In general, which of the following is your most common reason for using the pathway? (Single response)

With the high proportion of commuters among this group of users, cycling is the most broadly participated in activity on the pathways, and the activity most often participated in for over 50%. Walking, although also widely undertaken, tends to be more of a secondary activity, along with running, nature observation and dog walking.

The younger the respondent, the more likely they are to run on the pathways (54% of respondents under 35 years old, 42% of respondents aged 35 to 54 years old, and 25% of respondents aged 55 years and older). The same is true for inline skating (16% of respondents under 35 years old, 11% of respondents aged 35 to 54 years old, and 6% of respondents aged 55 years and older). While men are predominantly using the pathways for cycling (67% of men, compared to 35% of women), women are more likely to most often use the system for walking (30% of women, compared to 14% of men), running (18% of women and 12% of men) and walking dogs (13% of women and 4% of men).

Southeast residents have the highest participation rates for cycling, walking, nature observation and dog walking.



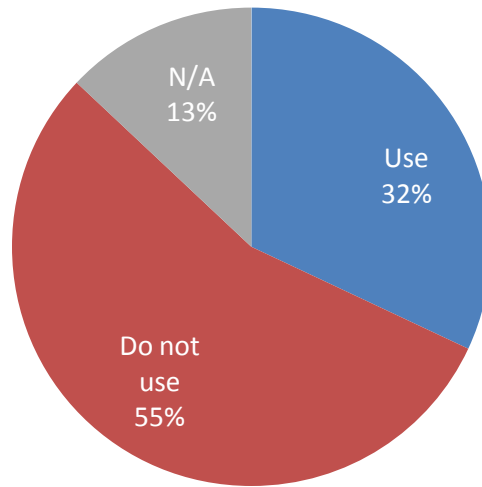
Q2a. Which of the following type(s) of activities do you do on the Pathway? (Multiple response)

Q2b. Which one activity do you do the most? (Single response)

Off-Leash Area Use

One-third (32%) of this group of pathway users use the off-leash areas in the city. They tend to be women (36% of women compared to 29% men).

Use of Off-Leash Areas



Base: Use pathways (n=2445)

Q3c. Do you use any off leash areas in the city? (Single response)

Pathway Usage Patterns

Month and Frequency of Use

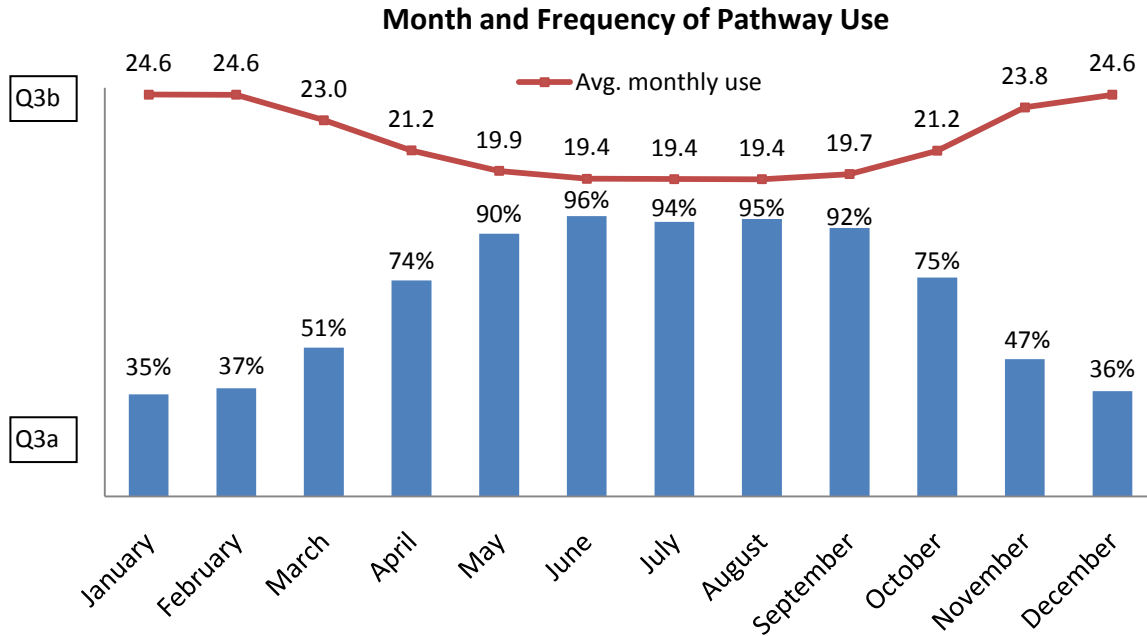
The summer months of June, July and August see the highest rates of pathway usage, with around 95% of respondents using them during this season. May and September have only slightly fewer users, at around 90%, while 75% also use them during the April/October 'shoulder'. Usage drops to around 50% in November/March, and dips to 35% during the coldest winter months of December to February.

While usage is consistent by age during the summer months, those aged 35 years and older use the pathway system an average of 10 – 20 percentage points more over the rest of the year.

Northwest and Southwest quadrant respondents are more likely to use the pathways throughout the year, while Northeast and Southeast residents are the least likely to use the system outside of the summer months. Men are also more likely than women to use the pathways throughout the year.

Overall, this group of pathway users report that during the times that they are using the pathway system, they do so an average of 21.7 times per month, or just over 3 times per week.

Although the number of users is significantly higher during the summer months, this period sees a slightly lower average frequency of use (average of 19.4 times per month). Conversely, while the winter months see fewer users, those who do use it during this time do so more frequently (average 24.6 times per month).



Base: Use pathways (n=2445)

Q3a. During which month or months do you use the pathway most often? (Multiple response)

Q3b. During this period, approximately how many times per WEEK/MONTH do you use the pathway? (Single response)

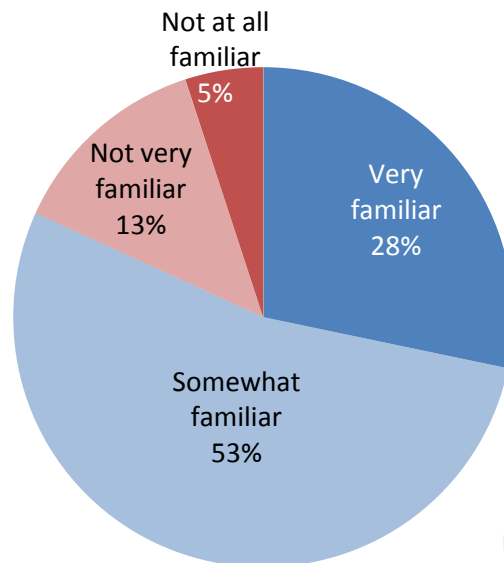
The chart above illustrates which months of the year Calgary’s pathway system is being used by the online respondents (blue bars). The following chart illustrates which months of the year online respondents use Calgary’s pathway system (blue bars). The red line shows the average number of times residents are using the pathways each month. For example, in January, while only 35% use the pathways, those 35% use it more frequently (24.6 times per month) compared to June, where 96% of respondents use the pathways, but of those, the frequency per month is less (only 19.4 times per month).

Pathway Bylaws

Familiarity with Bylaws

Among this group of pathway users there is very high familiarity with pathway bylaws, with eight in ten stating they are either ‘somewhat’ or ‘very’ familiar. Those stating they are ‘very familiar’ with the pathway bylaws are more likely to be 35 plus (31% vs. 22% under 35) and commuters (32% vs. 26% of non-commuters).

Familiarity with Bylaws



Base: Use pathways (n=2445)

Q4a. There are a number of regulations and bylaws to guide safe use of the pathway. How familiar are you with the bylaws? Are you... (Single response)

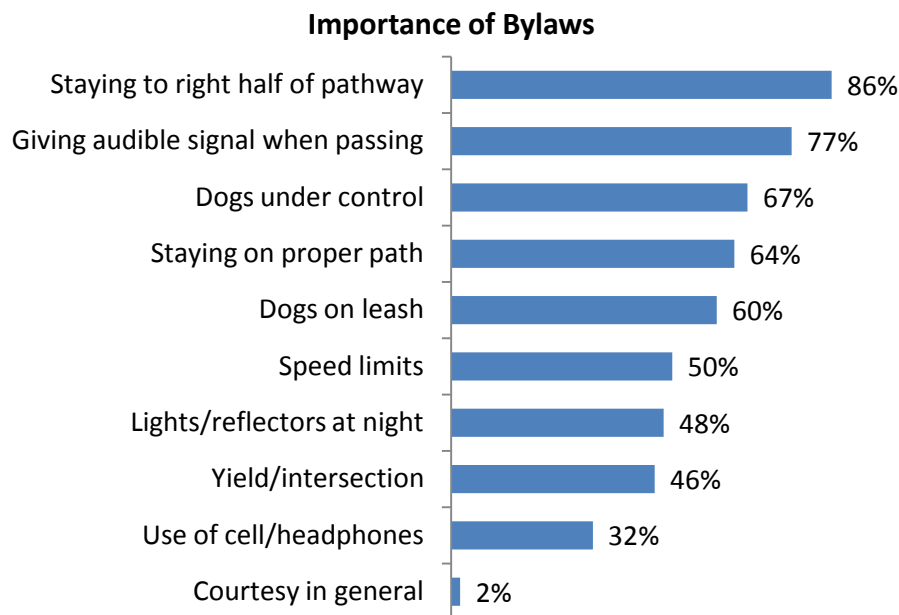
Important Bylaws to Follow

For those with at least a little familiarity with bylaws (95% of online respondents), the bylaw considered most important is staying to the right half of pathways (86%). This is followed by giving audible signals when passing (77%) and keeping dogs under control (67%).

There is a clear divide over which bylaws are considered more important between commuters and those using the pathways for other purposes. Commuters are most concerned with getting to their destination efficiently and safely. Accordingly, commuters are more concerned with the following: staying to the right half of the pathway (88% vs. 85% of non-commuters); using reflectors at night (59% vs. 41% of non-commuters); yielding at intersections (50% vs. 44% of non-commuters); and the use of cell/head phones (36% vs. 29% of non-commuters).

Non-commuters believe it is important to give audible signals when passing (80% vs. 72% of commuters), and to keep to the speed limit (61% vs. 34% of commuters).

Generally, those aged 35 years and older are more likely to feel it is important that every bylaw be followed. Women tend to place higher importance on giving audible signals (81% compared to 74% of men) and maintaining the speed limit (60% compared to 43% of men).



Base: Very/somewhat/not very familiar with bylaws (n=2328)

Q4b. Which of the following bylaws/regulations do you feel are important to follow when using the pathways? (Multiple response)

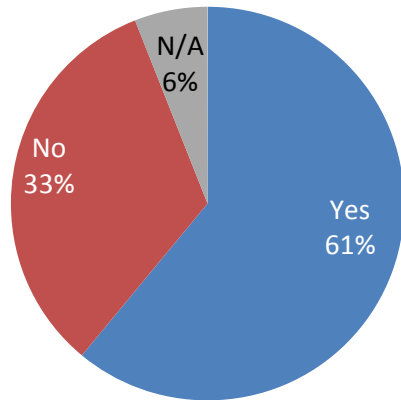
Bylaw Enforcement

Six in ten agree that bylaw regulations need to be enforced. Agreement increases with age: 49% of respondents under the age of 35 years old believe in enforcement, 62% of respondents aged 35 to 54 years old, and 76% of respondents aged 55 years and older. Agreement is also higher among women (69% vs. 57% of men) and non-commuters (66% vs. 54% of commuters).

Among those who feel bylaws need enforcement, fines are the most recommended method for dealing with violators, with 50% in agreement. One-third feels that warnings are adequate for infringement. Only 5% believe the policy should be warn first, fine second and 3% say violators should be dealt with using both warnings and fines depending on the severity of the violation.

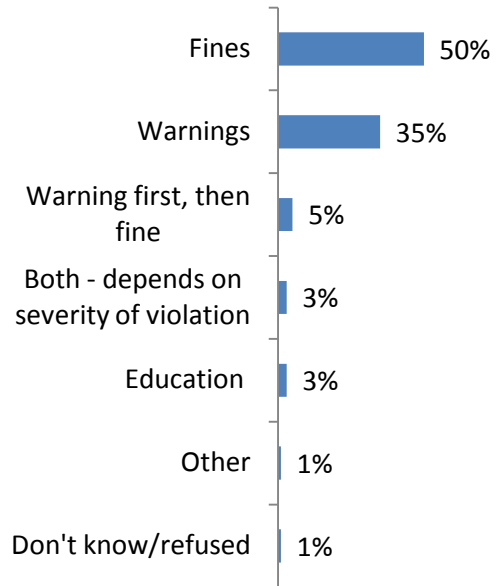
Both younger users (under the age of 35 years old) and commuters are divided on whether violators should be fined or warned, with around 45% of those under the age 35 years old and 42% of commuters equally likely to recommend either a fine or a warning for infringement. Pathway users aged 35 years and older and non-commuters are more clear-cut, with 52% and 55%, respectively, recommending violators be fined compared to 32% each for giving warnings only.

Believe Pathway Regulations Need to be Enforced



Base: Use pathways (n=2445)

Method of Enforcement



Base: Those who feel bylaws need enforcement (n=1492)

Q5a. Do you feel that pathway regulations need to be enforced? (Single response)

Q5b. How should violators be dealt with? (Single response)

Preferred Way of Receiving Pathway Regulations and Safety Information

The pathway map is clearly the most preferred way of receiving pathway regulations and safety information for this group of users, at 63%. Pathside information booths and the Internet round out the top three sources, at 47% and 41%, respectively.

Another 25% - 30% would prefer a brochure at bike/other stores, or mass media, including TV, radio and newspapers.



Q6. Which of the following would be your most preferred way to receive such information?

Respondents in the Northeast quadrant are more likely to seek out pathside information booths for information (57% vs. 46% of respondents in other quadrants).

Those under 35 years old are more likely to use the Internet as a resource (46% vs. 32% of respondents aged 55 years and older), while those aged 55 years and older prefer newspapers (30% vs. 25% of respondents under 35 years old).

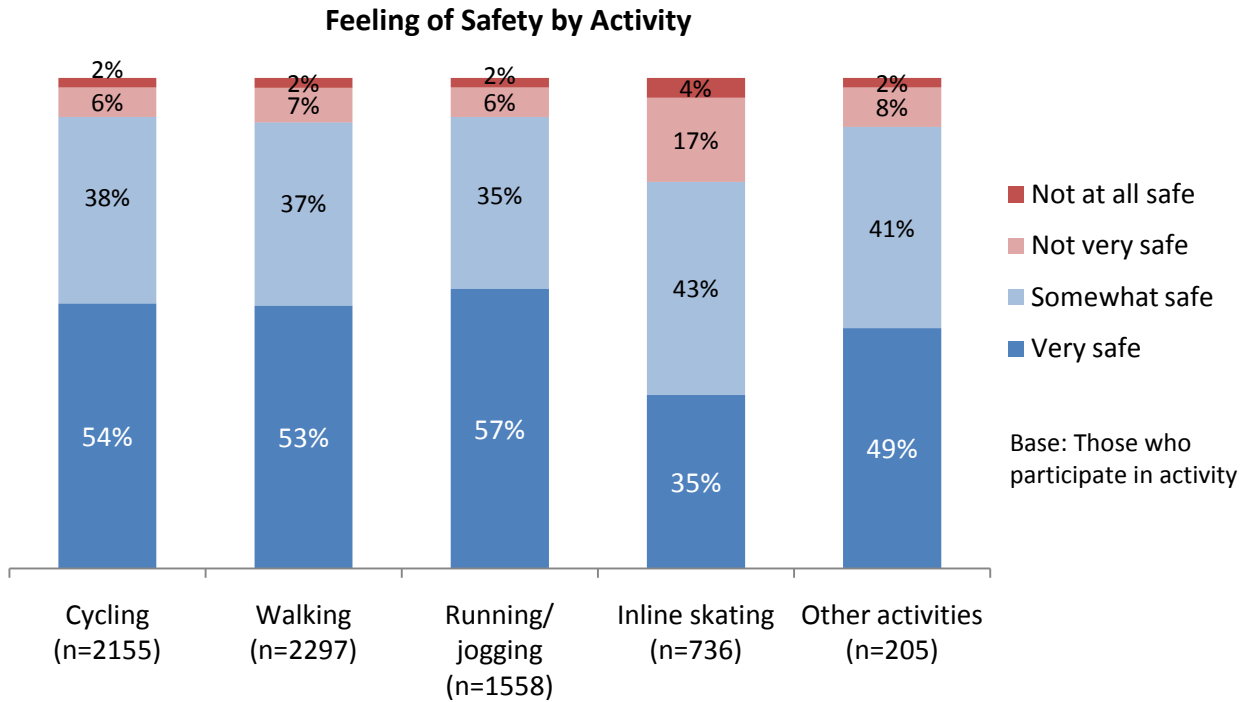
Women are more likely to prefer to receive information on the TV (30% vs. 25% of men) or the radio (30% vs. 23% of men).

Pathway Safety

Perceptions of Safety on Pathways

Among those who participate in cycling, walking, and jogging the perception of safety from accidents on pathways is very high, with around 90% of respondents saying they feel ‘somewhat’ or ‘very’ safe. Respondents participating in inline skating have a slightly lower safety perception (78%). Just under 10% indicated they participate in another activity, including observing nature, dog walking, and commuting. Nine in ten of these users also feel safe when doing these other activities.

With the exception of cycling, where safety from accidents on pathways is rated highly across all age groups, the sense of perceived sense of safety on the pathways is closely tied to age, with the youngest pathway users feeling significantly safer (‘very’ and ‘somewhat’ responses) than older users when participating in any of the listed activities, as well as the ‘other’ activities. Additionally, men are also generally more likely to feel ‘very safe’ compared to women, regardless of the activity they are participating in on the pathways.



Q7. Please rate how safe from accidents you feel when you are using the pathway system for the following activities. Do you feel...(Single response)

Other Pathway Activities

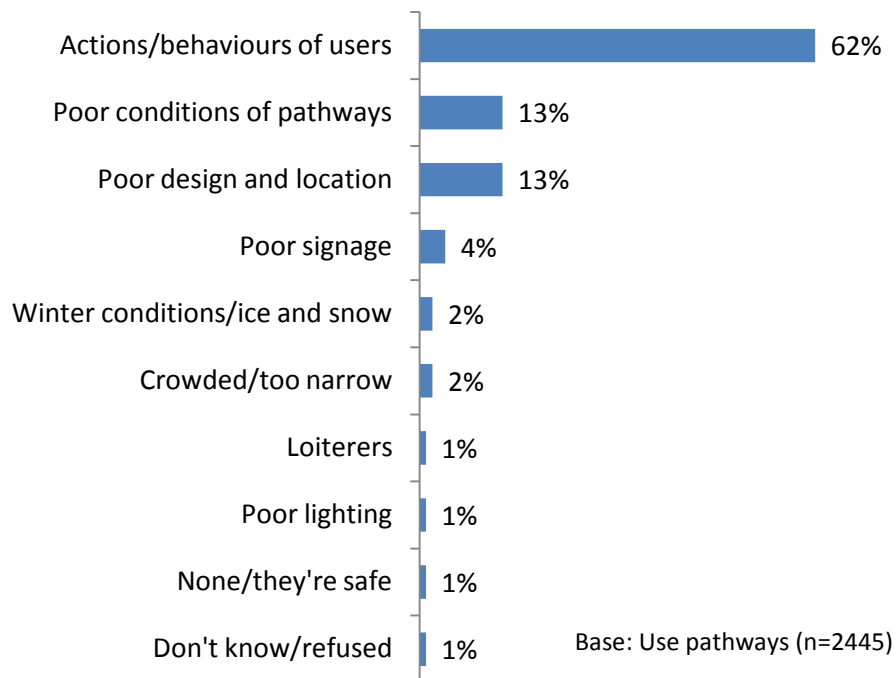
Activity	n=217 %
Nature observation/bird watching	36%
Walking dog	20%
Commuting	10%
Relaxing/leisure activities	6%
X country/roller skiing	6%
Skateboarding	5%
Other activity	17%

Most Unsafe Thing about Calgary’s Pathway System

The single most unsafe aspect of Calgary’s pathways is not the system itself, but the actions and behaviours of the users on it, as mentioned by 62% of respondents. The older the respondent, the more likely they are to feel this way (54% of respondents under the age of 35 years old, 64% of respondents aged 35 to 54 years old, and 73% of respondents aged 55 years and older).

Pathway users under 35 years old are more likely to be concerned about the condition of the pathways (15% vs. 11% of respondents aged 35 years and older), poor design and location (17% vs. 11% of respondents aged 35 years and older) and poor signage (5% vs. 2% of respondents aged 35 years and older).

Most Unsafe Aspect of Pathways



Q8a. Which of the following would you say is the most unsafe thing about Calgary’s pathway system? (Single response)

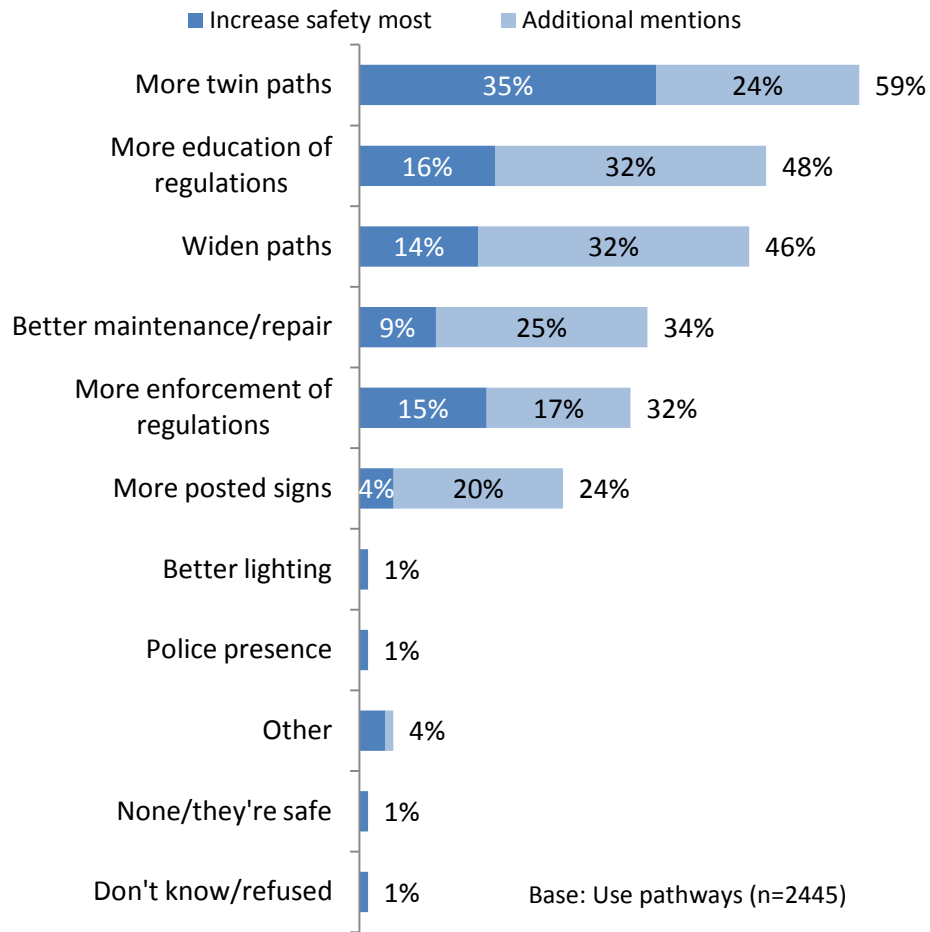
Actions That Would Improve Safety on Calgary's Pathway System

Among this group of users, creating more twin paths was the most mentioned single change that is believed to increase safety from accidents, at 35%. This was also the most mentioned in total at 59%.

More education of bylaws and widening the pathways round out the top three suggestions with total mentions of 48% and 46%, respectively. One-third suggests better maintenance/repair and more enforcement of regulations will improve safety.

Favourability towards creating more twin paths is skewed towards younger users (64% vs. 57% of respondents aged 35 years and older), men (61% vs. 56% of women) and commuters (71% vs. 51% non-commuters). Conversely, more enforcement of regulations is rated higher for improving safety among users aged 35 plus (35% vs. 22% among those under 35), women (37% vs. 29% of men) and non-commuters (38% vs. 24% of commuters).

Actions to Improve Safety



Q8b. I will now read you a list of possible changes to the pathways. For each, please tell me if you feel it would improve the safety of the pathway. (Multiple response)

Q8c. Which one of these changes do you think would increase pathway safety the most? – Re-read list if necessary. (Single response)

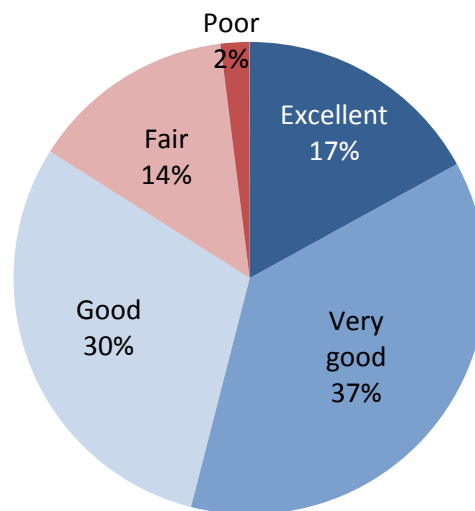
Perception of Calgary’s Pathway System

Perceived Quality of Calgary’s Pathway System

Among this group of respondents, perceptions of Calgary’s pathway system are relatively favourable, with 84% rating it as ‘good’, ‘very good’, or ‘excellent’.

Perceptions of the quality of the pathways increase with age, with 45% of those under 35 years old rating it ‘very good’ or ‘excellent’, compared to 54% of those aged 35 – 54 years old, and 72% of those aged 55 years and older. Respondents under 35 years old are more likely to rate the quality of the pathways as ‘fair’ (20% vs. 12% of respondents aged 35 – 54 years old, and 7% of respondents aged 55 years older and older).

Perceived Quality of Pathways



Base: Use pathways (n=2445)

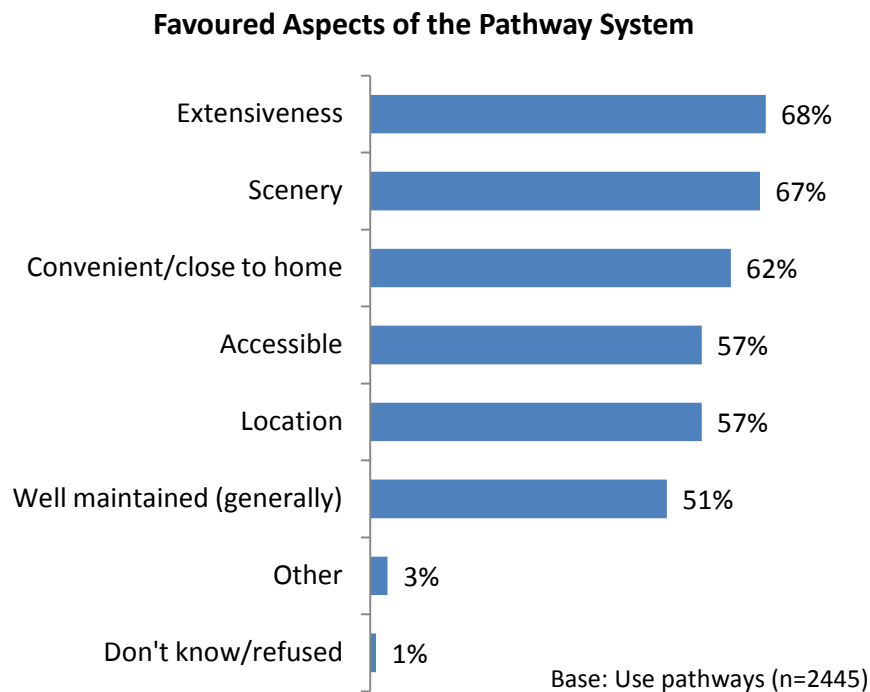
Q9. How would you rate the Quality of Calgary’s pathway system in general? Would you say the pathway system is... (Single response)

Favoured Aspects of Calgary’s Pathway System

The top two reasons for liking the pathway system are its extensiveness and scenery, mentioned by two-thirds of this group of users. This is followed by its convenience/closeness to home, at 62%. Over one-half of online respondents also mentioned the accessibility and location of the pathways and that they are generally well maintained.

Southwest quadrant respondents are more likely to like the pathways for their scenery (75% vs. 66% of respondents outside of the Southwest). Northeast quadrant residents have the lowest positive attitudes toward the pathways, particularly for their location (49%) and convenience (49%). Attitudes of the pathways improves with age, as users aged 35 years and older indicate a greater fondness across all categories than those under 35 years old.

Non-commuters have more positive feelings toward the pathways overall than commuters.

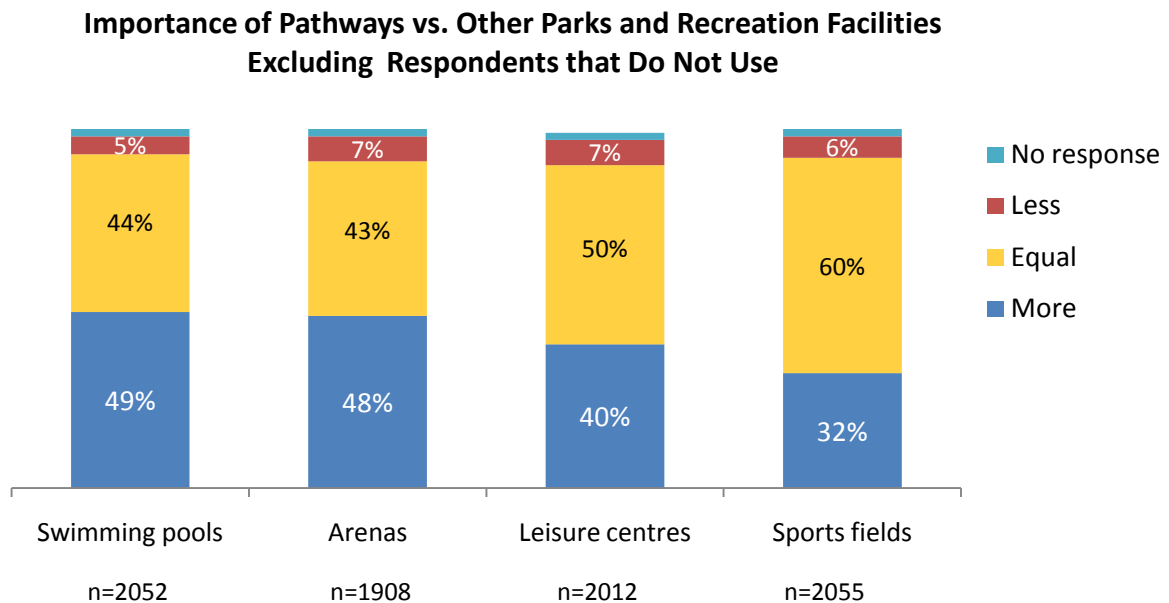


Q10. What do you like about the pathway system? (Multiple response)

Importance of Calgary’s Pathway System

The importance of Calgary’s pathway system was compared to other parks and recreation facilities, including: swimming pools; arenas; leisure centres; and sports fields.

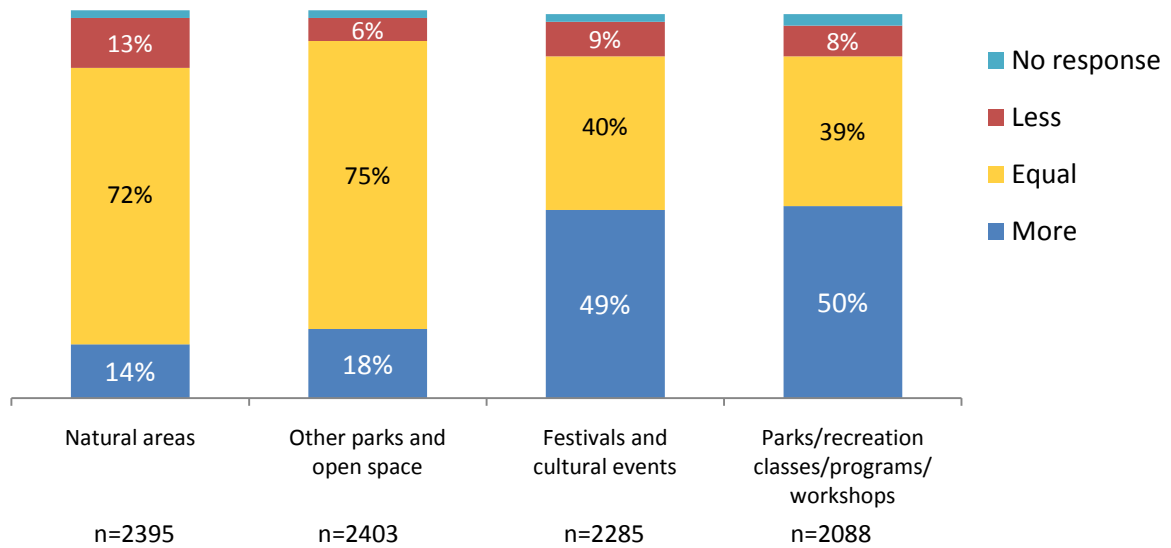
The vast majority (nine or more in ten) consider Calgary’s pathway system to be ‘equally’ or ‘more’ important than all four facilities. Around 50% of online respondents consider it to be ‘more’ important than swimming pools and arenas, while the pathway system is considered ‘more’ important than leisure centres for 40% of respondents and sports fields for 32% of respondents.



Q12. Please indicate how important you feel that the pathway system is compared to other parks and recreation features and facilities listed. Pathways are less – equally or more important than... (Single response)

Approximately nine in ten rate the pathway system as being ‘equally’ or ‘more’ important than natural areas, other parks and open spaces, festivals/cultural events, and parks/recreation classes. Natural areas and other parks/open spaces are considered equally as important as the pathways for the majority (around 75%), which is consistent among all sub-groups of users (by quadrant, age, gender and by commuters/non-commuters). In comparison to these two recreation features, pathways have the fewest ‘more important’ ratings.

**Importance of Pathways vs. Other Parks and Recreation Facilities
Excluding Respondents that Do Not Use**



Q12. Please indicate how important you feel that the pathway system is compared to other parks and recreation features and facilities listed. Pathways are less – equally or more important than... (Single response)

Commuters tend to be more favourable toward the pathways, and as such, are more likely than non-commuters to rate it ‘more’ important than arenas (50% vs. 46% of non-commuters), leisure centres (43% vs. of 38%) and recreation classes/workshops (54% vs. 48% of non-commuters).

In terms of gender, men tend to rate the pathway system as ‘more important’ than females for all of the prompted facilities and recreation features, with the exception of arenas and sports fields. Women are more likely to rate other facilities and recreation features as ‘equally’ important to pathways in all categories.

By age, the pathways tend to be rated as ‘more’ important by younger users (under 35 years old) and older respondents (aged 55 years and older), compared to many of the prompted other facilities:

	Total ‘More’ Important		
	18 – 34 years	35 – 54 years	55+ years
Swimming pools	54%	43%	56%
Arenas	51%	45%	49%
Leisure centres	44%	37%	47%
Sports fields	33%	29%	36%
Festivals/cultural events	44%	49%	55%

Appendix: Survey

Pathways Research 2010 Online Survey

Page 1:

Welcome to The City of Calgary Parks Pathway System survey. Most questions can be answered by clicking on the appropriate box or typing in a short answer. It should take no more than 10 minutes to complete this survey.

Click here to start now ()

Page 2:

Pathway Use

This survey is about Calgary's pathway system. To clarify what we mean by Pathway: A pathway is a hard-surfaced multi-use thoroughfare for pedestrians, cyclists and other non-motorized devices. They are used for recreational and transportation purposes. Most of The City's pathways run through park land but some also run on roadways. Pathways do not include sidewalks or dirt or gravel trails.

D. How often do you use Calgary's pathway system for any purpose?

1. Once a week or more
2. 1-3 times a month
3. About once every 2-3 months
4. A few times a year
5. Never

If never use, ask Q.E:

E. Why do you not use The City's pathway system? Probe

Record verbatim

Go to Question 12
All users continue.

Q1a not asked on telephone/online

Q1b In general, which of the following is your most common reason for using the pathway?
(1 reply only)

- Exercise
- Walk dog/pet
- Commuting
- Environmentally friendly
- Recreation
- Convenience
- Enjoy nature
- Other: _____

Q2a Which of the following type(s) of activities do you do on the Pathway? (Select all that apply)

- Cycling
- Walking
- Dog Walking
- Inline Skating
- Running
- Nature Observation
- Other: _____

Q2b. If more than one activity mentioned in Q2a, ask:
Which one activity do you do the most?

Record using above list

Q3a During which month or months do you use the pathway most often? (select all that apply)

- | | | |
|--------------------------------|------------------------------|---------------------------------|
| <input type="radio"/> January | <input type="radio"/> May | <input type="radio"/> September |
| <input type="radio"/> February | <input type="radio"/> June | <input type="radio"/> October |
| <input type="radio"/> March | <input type="radio"/> July | <input type="radio"/> November |
| <input type="radio"/> April | <input type="radio"/> August | <input type="radio"/> December |

Q3b During this period, approximately how many times per week do you use the pathway?

_____ Per week, OR _____ Per month

Q3c Do you use any off leash areas in the city?

- Yes
- No
- N/A

Pathway Regulations, Bylaws and Safety

Q4a There are a number of regulations and bylaws to guide safe use of the pathway. How familiar are you with the bylaws?

- | | | | |
|-------------------------------|-----------------------------|-----------------------------|-------------------------|
| Not at all
Familiar
O 1 | Not very
Familiar
O 2 | Somewhat
Familiar
O 3 | Very
Familiar
O 4 |
|-------------------------------|-----------------------------|-----------------------------|-------------------------|

Q4b (If response is 2, 3 or 4) Which of the following bylaws/regulations do you feel are important to follow when using the pathways?

- | | |
|---|---|
| <input type="radio"/> Speed Limits | <input type="radio"/> Dogs on leash |
| <input type="radio"/> Giving Audible Signal when Passing | <input type="radio"/> Dogs under control |
| <input type="radio"/> Staying to right half of Pathway | <input type="radio"/> Yield/Intersection |
| <input type="radio"/> Use of cell / headphones | <input type="radio"/> Lights / reflector at night |
| <input type="radio"/> Staying on proper path (wheeled or walking) | |

(Are there any others you feel are important?) If yes, specify:

Q5a Do you feel that pathway regulations need to be enforced?

- Yes No N/A

Q5b (If yes) How should violators be dealt with? Read

- Fines Warnings Other (specify) _____

Q6 The following is a list of possible ways to educate the public about pathway regulations and safety. Which of the following would be your most preferred way to receive such information? (Select all that apply)

- Brochure at bike shops or other sporting goods stores
- Newspaper
- City run program
- Internet
- Radio
- T.V.
- On pathway / bikeway map
- Pathside info booth
- Shopping center displays
- Other (please specify)

Q7 Please rate how safe from accidents you feel when you are using the pathway system for the following activities.

	Not At All Safe	Not Very Safe	Somewhat Safe	Very Safe	Do Not Do Activity
a) Cycling?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
b) Walking?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
c) Running/Jogging?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
d) In line skating?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
e) Other Activities?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

(please detail other) _____

Q8a Which of the following would you say is the most unsafe thing about Calgary’s pathway system? (Select 1 response)

- Poor Condition of pathways
- Poor signage
- Poor design and location
- Actions and behaviours of users including cyclists, walkers, runners, dog walkers, etc; or
- Other (Please specify) _____

Q8b The following is a list of possible changes to the pathways. For each, please indicate if you feel it would improve the safety of the pathway. (Select all that apply)

- Better maintenance/Repair
- More twin paths
- Widen paths
- More posted signs
- More enforcement of regulations
- More education of regulations
- Other (Please specify) _____

Q8c. Which one of these changes do you think would increase pathway safety the most?

Record using list above

Q9 How would you rate the Quality of Calgary’s pathway system in general?

Poor	Fair	Good	Very Good	Excellent
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

Q10 What do you like about the pathway system? (Select all that apply)

- Extensiveness
- Scenery
- Location
- Accessible
- Convenient / close to home
- Well maintained (generally)
- Other

Q12 Please indicate how important you feel that the pathway system is compared to other parks and recreation features and facilities listed. Are pathways are less, equally or more important than:

	Less	Equal	More	Do not use
a) Swimming pools?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
b) Arenas?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
c) Leisure centers?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
d) Sports fields?				

Are pathways less, equally or more important than:

e) Natural areas?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
f) Other parks and open space?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
g) Festivals and cultural events?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
h) Parks & Recreation classes, programs & workshops?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4

Page 4:

Just a few more questions for classification purposes only:

Q14 What are the first three digits of your postal code? _ _ _

Q14b. If Don't know postal code: In which community do you live? _____

- A. In which area of Calgary you live?
 - 1. Northwest
 - 2. Northeast
 - 3. Southwest
 - 4. Southeast
- B. In which year you were born? 19 ____
- C. You are: 1. Male 2. Female

Thank you for your participation.