



THE CITY OF
CALGARY

Parks 2010 Pathway Research Telephone 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 Telephone 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

The telephone survey was administered to 500 randomly selected Calgarians between August 19 and August 27, 2010. NRG generated a random sample of households to call. Up to ten call-backs were made to all non-response numbers prior to retiring the number from the sample. Of the three data collection methods used in the 2010 Pathways Research, **the telephone survey is the most accurate in terms of being representative of Calgary’s population overall (both pathway users and non-users) which means the results are reflective of the views of Calgary’s population as a whole.** The maximum margin of error associated with the total sample of 500 is +/-4.4% at the 95% level of confidence.

Key Findings

Pathway Usage – Incidence, Frequency and Months Most Used

- The vast majority (89%) of Calgary residents use The City’s pathway system.
- Among users, 51% use the pathway system once a week or more. Pathway users report an average use of 12 times per month. The heaviest users reside in the Northwest quadrant of the city.
- The most popular months for using the pathways are:
 - July (87%)
 - August (83%)
 - June (78%)

Incidence and Reasons for Non-Usage

- Approximately one in ten residents (11%) does not use the pathway system.
- The most common reason for not using them is that there is no pathway conveniently located to the resident.
- Non-users are more likely to reside in the Northeast quadrant of the city and they are more likely to be older (65 years of age or older).

Reasons for Pathway Usage

- Among the 445 pathway users surveyed, the most common reasons for using the pathways are:
 1. Exercise (34%)
 2. Recreation purposes (22%)
 3. Walking a dog (18%)
 4. Commuting (12%)
- The two most common activities done on pathways are:
 1. Walking (80%)
 2. Cycling (47%)

Pathway Bylaws

- The majority of pathway users are ‘somewhat’ or ‘very’ familiar with the pathway bylaws (59%).
- Among the 372 residents 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 (81%)
 2. Maintaining speed limits (73%)
 3. Keeping dogs under control (73%)
 4. Keeping dogs on a leash (72%)
- Among all pathway users, 65% agree that pathway bylaws need to be enforced.
- Among the 288 residents who feel pathway bylaws need to be enforced, the top two suggested methods are:
 1. Warnings (40%)
 2. Fines (38%)

Preferred Method of Receiving Pathway Information

- The top two preferred ways of receiving pathway information are:
 1. On the pathway and bikeway map (57%)
 2. The Internet (51%)

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. 97% of the 371 who cycle
 2. 95% of the 442 who walk
 3. 95% of the 340 who run/jog
 4. 82% of the 230 who inline skate
- Among the 11% of residents who do not use Calgary’s pathway system, just 4% cited safety reasons for their non-use.

- According to pathway users, the single most unsafe factor about Calgary’s pathways is the actions and behaviours of the users on it (69%).
- The most common suggestions for improving pathway safety from accidents are:
 1. More education of the regulations (48%)
 2. Wider paths (39%)
 3. Enforcing the regulations (37%)
 4. More twin paths (35%)

Perceived Quality and Favoured Aspects of Calgary’s Pathway System

- Among pathway users, 89% rated the quality of Calgary’s pathway system as ‘good’ (29%), ‘very good’ (44%) or ‘excellent’ (16%).
- The top two reasons for liking the pathway system are:
 1. Convenience/being close to home (67%)
 2. The scenery (63%)

Relative Importance of Pathways

- Between 80% and 90% of residents feel pathways are ‘equally’ or ‘more’ important than swimming pools (90%), sports fields (84%), arenas (81%), and leisure centres (80%).
- Slightly fewer residents feel pathways are ‘equally’ or ‘more’ important than recreation classes/programs (80%), other parks and open space (85%), festivals and cultural events (76%) and natural areas (74%).

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 two most preferred methods of receiving information about pathways: the pathway map and the Internet. To maximize usability of the Internet, a direct link from The City’s homepage to a list of regulations should be

considered. Pathway maps should be delivered to residents, along with being available for pick-up on or near pathways and at other public facilities.

- 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. Users are divided on whether warnings or fines should be handed out to violators so perhaps a combination of both could be utilized – warnings first, then fines for repeat offenders.
- Users also suggest wider paths would improve safety from accidents. Given the wide range of activities that are done on the pathways, wider paths would allow greater separation of activities (e.g., cyclists vs. walkers). Where possible, paths should be made wider, 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 Telephone 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

Telephone interviewing was used to survey 500 randomly selected Calgarians. To ensure a representative sample, quotas were set by quadrant of residence, age and gender. Of the three data collection methods used in the 2010 Pathway Research, the telephone survey is the most accurate in terms of being representative of Calgary’s population overall.

NRG generated a random sample of households to call. Up to ten call-backs were made to all non-response numbers prior to retiring the number from the sample. All interviewing was conducted from NRG Research Group’s supervised telephone call centre in Winnipeg from August 19 to August 27, 2010.

As with all sample surveys the results are subject to margins of error. The following table shows the maximum margin of error for various sample sizes at the 95% level of confidence:

Sample Size	Maximum Margin of Error
500	+/-4.4%
250	+/-6.2%
200	+/-6.9%
150	+/-8.0%
100	+/-9.8%

The maximum margins of error are based on a 50/50 split on any given question. As consensus on a question increases, the margin of error decreases. For example, if the results are split 90/10 on a sample size of 500, the margin of error at the 95% level of confidence decreases from +/-4.4% to +/-2.6%.

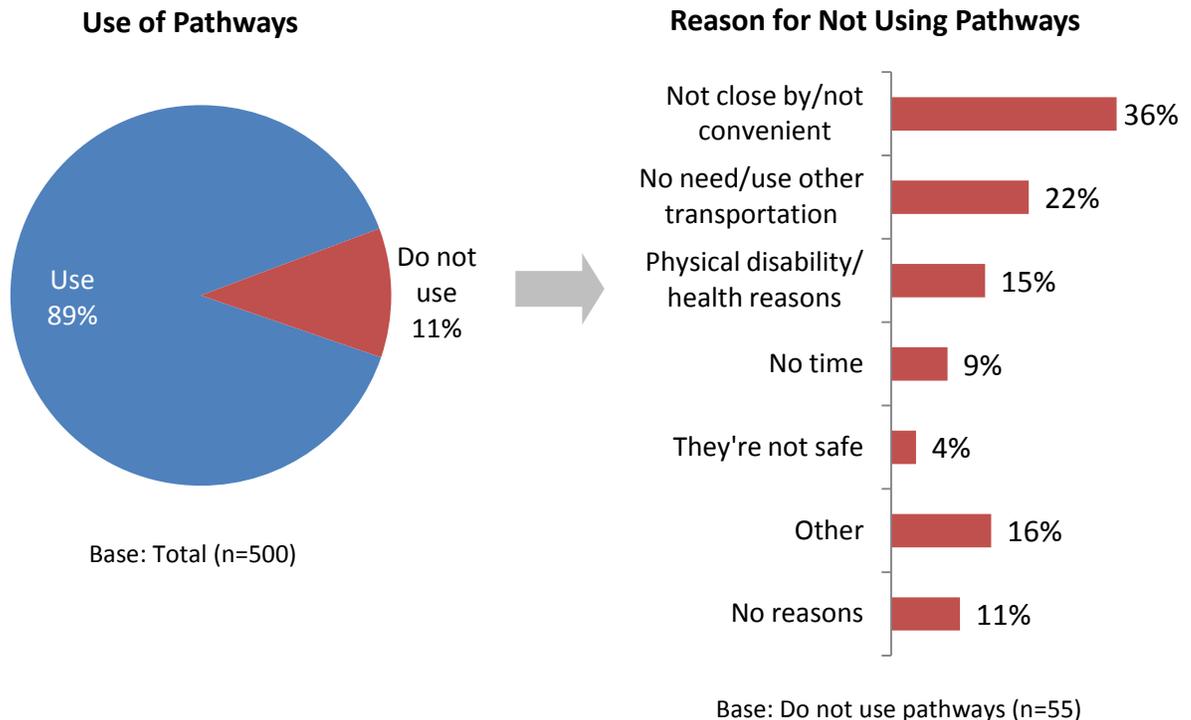
Throughout this report we have limited our comments to those results that are statistically significant at the 95% level of confidence.

Summary of Findings

Non-Pathway Users

The vast majority of Calgary residents use The City’s pathway system. Among the 11% who do not, the most common reason for not using them is that there is no pathway conveniently located to the resident. Two in ten non-users prefer other forms of transportation and 15% don’t use the pathways because of a physical disability/health reasons. Just four percent indicated they don’t use the pathway system because they feel the pathways are unsafe.

Non-users are more likely to reside in the Northeast quadrant of the city while the Northwest quadrant has significantly fewer non-users compared to users. Both men and women are equally likely to use the pathway system, but non-users are more likely to be older (65 years of age or older).



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

QE. Why do you not use the City’s pathway system? (Multiple Response, Unaided)

Demographic Profile of Non-Users and Users

	Total (n=500)	Non-User (n=55)	User (n=445)
Residence			
Northwest	34%	22%	35%
Northeast	14%	29%	12%
Southwest	29%	22%	30%
Southeast	23%	27%	23%
Gender			
Male	49%	49%	49%
Female	51%	51%	51%
Age			
18-24	11%	5%	12%
25-34	23%	16%	24%
35-44	18%	15%	19%
45-54	24%	25%	23%
55-64	12%	11%	12%
65+	12%	27%	10%

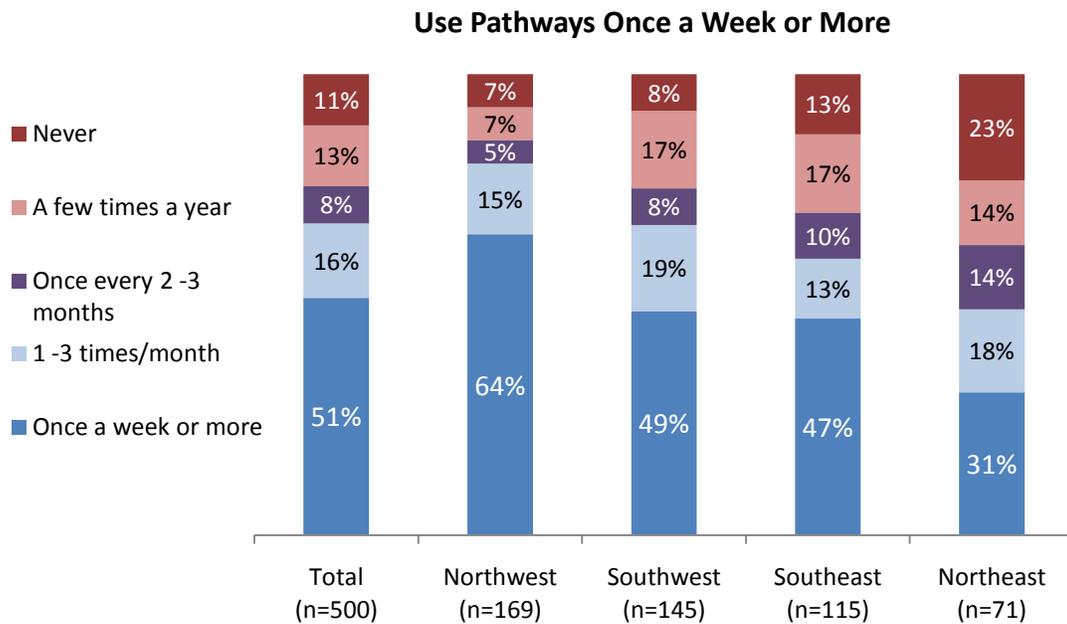
Pathway Users

Overall, 89% of Calgary residents use The City’s pathway system at least a few times a year. One-half use the pathway system once a week or more.

The heaviest users reside in the Northwest quadrant (64% use the pathways once a week or more compared to 31% in the Northeast, 49% in the Southwest and 47% in the Southeast).

There are more Southeast and Southwest residents who use the pathways ‘a few times a year’ (17% for both compared to 14% of Northeast residents and 7% of Northwest residents).

Men and women tend to use the pathway system with the same frequency. By age, those under 55 years of age are more likely to use the pathway system at least once a month (71% vs. 54% of those 55 years or older), while those aged 55 or older are more likely to use the pathway system just a few times a year (22% vs. 10% of those under 55).



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

Top Reasons for Use and Activities

The top three most common reasons for using The City’s pathway system are exercise, recreation and walking a dog. Regionally, Southwest residents are more likely than Southeast residents to use the pathway system for exercise (41% vs. 27%, respectively) while Southeast residents are more likely than Southwest residents to walk their dog (23% vs. 12%, respectively).

The older the resident, the more likely he/she is to use the pathways for exercise (27% of those under 35 years of age, 36% of 35-54 year olds and 43% of those 55 or older). Those under 35 years of age are the most likely to use the pathway for recreation (29% vs. 18% of residents aged 35 years or older) and commuting (17% vs. 10% of residents 35 or older). Women are slightly more likely than men to walk their dog on the pathways (22% vs. 13%, respectively) while men are more likely than women to commute via the pathways (19% vs. 6%, respectively).



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

Not unexpectedly, walking is the most broadly participated in activity on the pathways. Walking is followed by cycling, with about one-half of users saying they cycle on the pathways. About three in ten users use the pathways for observing nature, dog walking and running. Just 10% of users inline skate on the pathways.

The younger the resident, the more likely he/she is to cycle (54% of those under 35 years of age, 50% of 35 – 54 year olds, 30% of those 55 or older), run (37% younger than 35, 27% of 35 – 54 year olds, 13% of those 55 or older) and inline skate (14% of those younger than 35, 8% of 35 – 54 year olds, 3% of those 55 or older). Women are more likely than men to walk (85% vs. 76%, respectively) and to walk a dog (34% vs. 24%) on the pathways while men are more likely than women to use the pathways for cycling (56% vs. 38%, respectively).

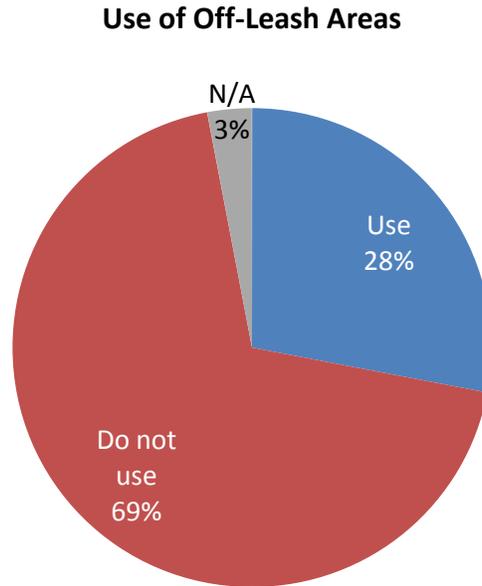
In terms of the activity done most often on the pathways, walking is the number one activity, engaged in by 51% of pathway users. Rounding out the top three primary activities are dog walking and cycling, each done most often by 18% of pathway users.



Q2a. Which of the following type(s) of activities do you do on the pathway? (Multiple response, Aided)
 Q2b. Which one activity do you do the most? (Single response)

Off-Leash Area Use

Just under one-third (28%) of pathway users use the off-leash areas in the city. They tend to be more frequent pathway users in general (32% of weekly users vs. 23% of less frequent users).



Base: Use pathways (n=445)

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

Pathway Usage Patterns

Month and Frequency of Use

Not surprisingly, the summer months of June, July and August have the highest usage (78%-83%). The 'shoulder' months appear to be May and September (56%), followed by April and October (36%). The winter months of November through March experience the least pathways usage (17%-23%).

Northwest residents are the most likely to use the pathways throughout the year, which is most evident during the winter months (November to March), maintaining an average usage level of 24% compared to Northeast residents at 9%, Southwest residents at 16% and Southeast residents at 19%.

Residents aged 35 years or older typically use the pathways outside of the peak summer months more often (an average winter usage of 23% vs. 10% under 35 and an average shoulder season usage of 53% vs. 33% under 35).

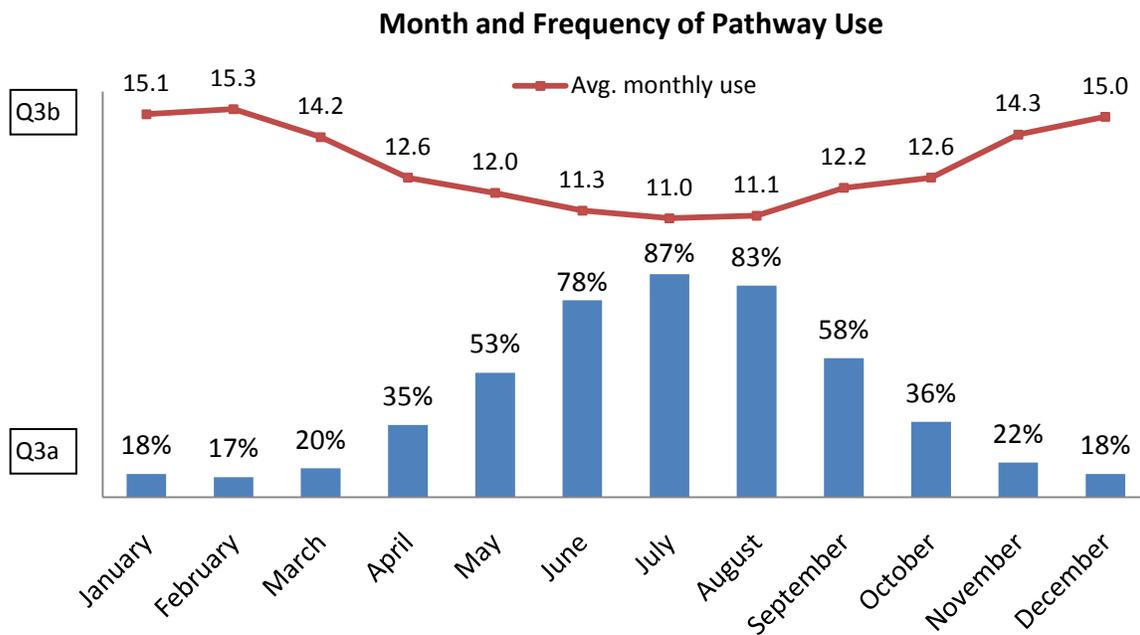
Overall, pathway users report that during the times that they are using the pathways system, they do so an average of 12 times per month or 3 times per week.

Although the number of users is higher during the summer months, this period sees a lower average frequency of use (average of 11 times per month). Conversely, while the winter months see fewer users, those who do use it during this time do so more frequently (average 15 times per month).

Specifically, 33% of pathway users in the summer months (June to August) use the pathways once a week or less compared to 26% in the two shoulder seasons and 14% in the winter months.

In the winter months, 34% of pathway users use the pathways 5-7 times a week compared to 25% of shoulder season users and 20% of summer season users.

The following chart illustrates which months of the year residents 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 18% use the pathways, those 18% use it more frequently (15 times per month) compared to July, where 87% of residents use the pathways, but of those, the frequency per month is less (only 11 times per month).



Base: Use pathways (n=445)

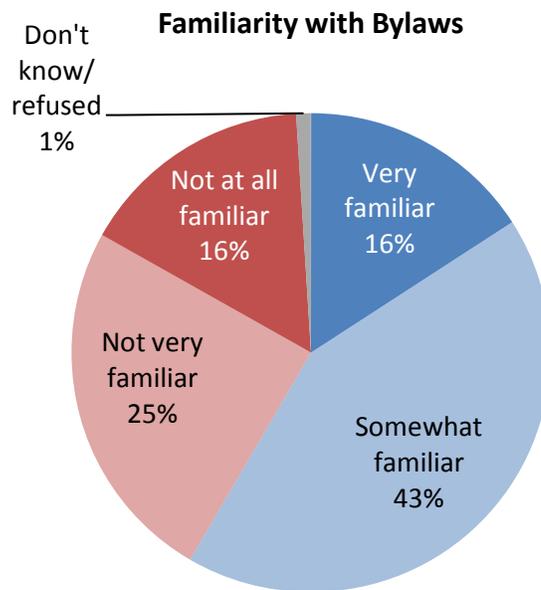
Q3a. During which month or months do you use the pathway most often? (Multiple response)

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

Pathway Bylaws

Familiarity with Bylaws

Among pathway users, there is relatively high familiarity with pathway bylaws, with 59% stating they are either ‘somewhat’ or ‘very familiar’. Familiarity is higher for those aged 35 years or older (66% vs. 45% of those younger than 35 years old) and those using the pathways weekly (66% vs. 49% of those using them less than once weekly).



Base: Use pathways (n=445)

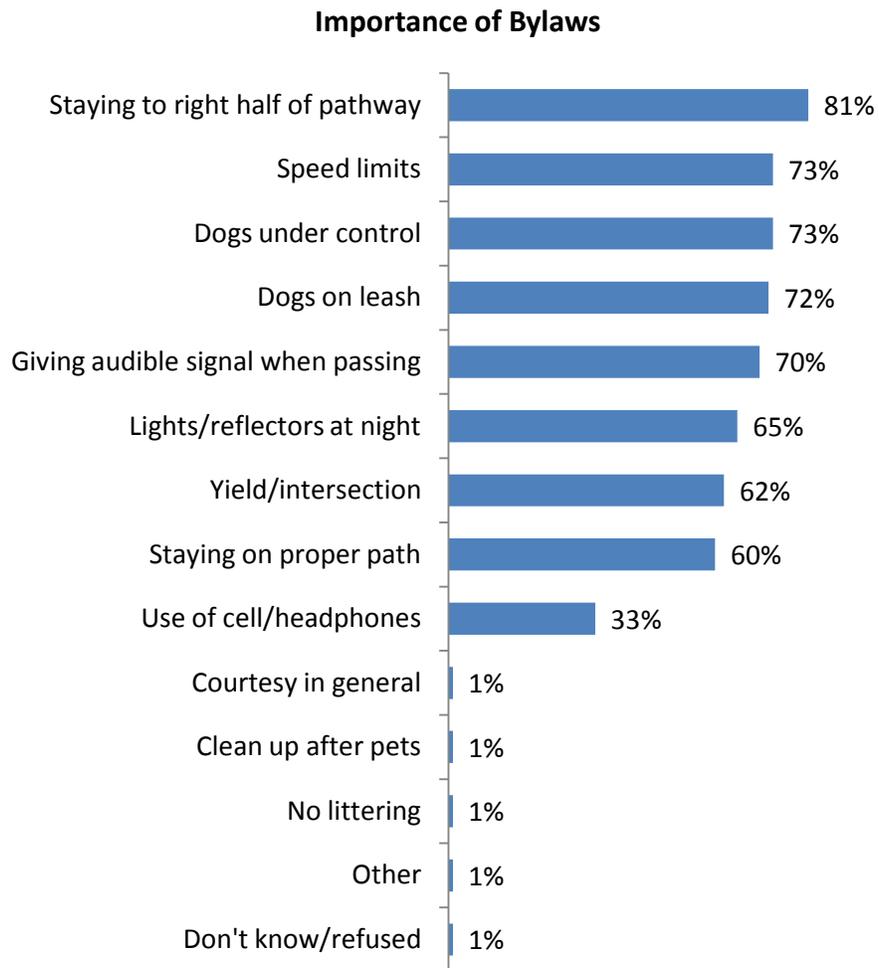
Q4a. There are a number of regulations and bylaws to guide safe use of the pathway. How familiar are you with the bylaws? Are you...(Single response)

Important Bylaws to Follow

For those with at least a little familiarity (84% of users), bylaws concerning cycling and the behaviour of dog owners using the pathway are considered to be the most important regulations to follow.

Specifically, staying on the right half of the pathway (81%) and maintaining speed limits (73%) were the two most frequently mentioned cycling-related bylaws. In terms of dog-related bylaws, keeping dogs under control (73%) and on a leash (72%) were the top two mentions.

Generally, the older the resident, the more likely he/she is to feel it is important that each bylaw be followed. Women tend to place higher importance than men do on maintaining the speed limit (79% vs. 65%, respectively) and staying on proper pathways (67% vs. 53%).



Base: Very/somewhat/not very familiar with bylaws (n=372)

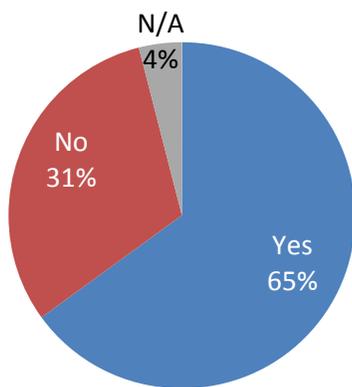
Q4b. Which of the following bylaws/regulations do you feel are important to follow when using the pathways? (Multiple response, Aided)

Bylaw Enforcement

Two-thirds agree that bylaw regulations need to be enforced. Those most strongly in agreement are those aged 35 years or older (74% vs. 48% younger than 35).

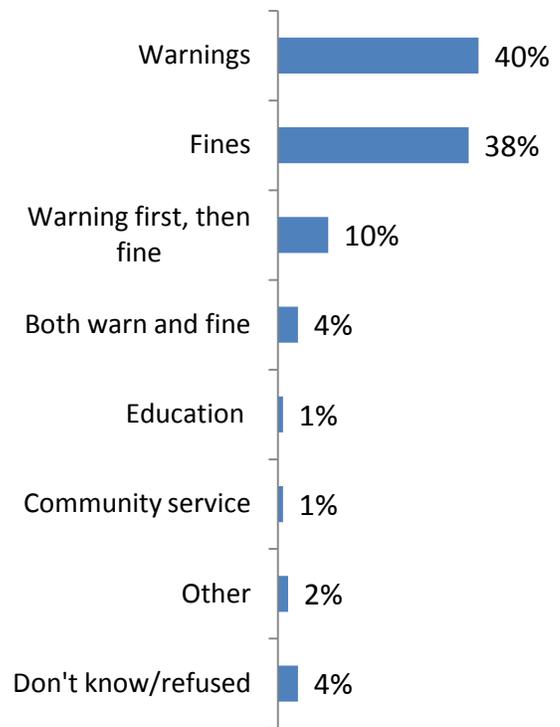
Opinions are divided, however, as to whether violators should be warned (40%) or fined (38%) for infringement, with one in ten suggesting a warning, followed by a fine as the best way to deal with violators.

Believe Pathway Regulations Need to be Enforced



Base: Use pathways (n=445)

Method of Enforcement



Base: Those who feel bylaws need enforcement (n=288)

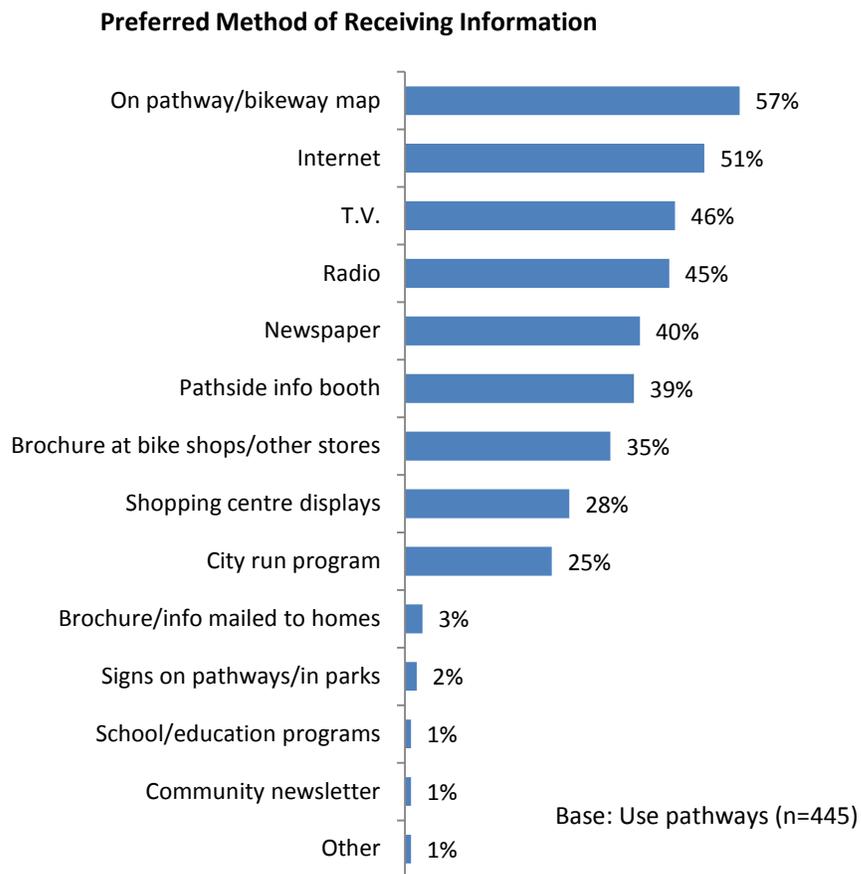
Q5a. Do you feel that pathway regulations need to be enforced? (Single response)

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

Preferred Way of Receiving Pathway Regulations and Safety Information

The top two preferred ways of receiving pathway information are on the pathway and bikeway map and on the Internet, as indicated by a slight majority of pathway users.

Those under 35 years of age are more likely than those 35 or older to prefer the Internet as an information resource (57% vs. 48%, respectively). Those who are 55 or older are slightly more likely than their younger counterparts to prefer newspapers (48% vs. 37% of those younger than 55). More women than men prefer to receive information on the TV (54% vs. 39%, respectively) or the radio (51% vs. 38%).



Q6. Which of the following would be your most preferred way to receive such information? (Multiple response, Aided)

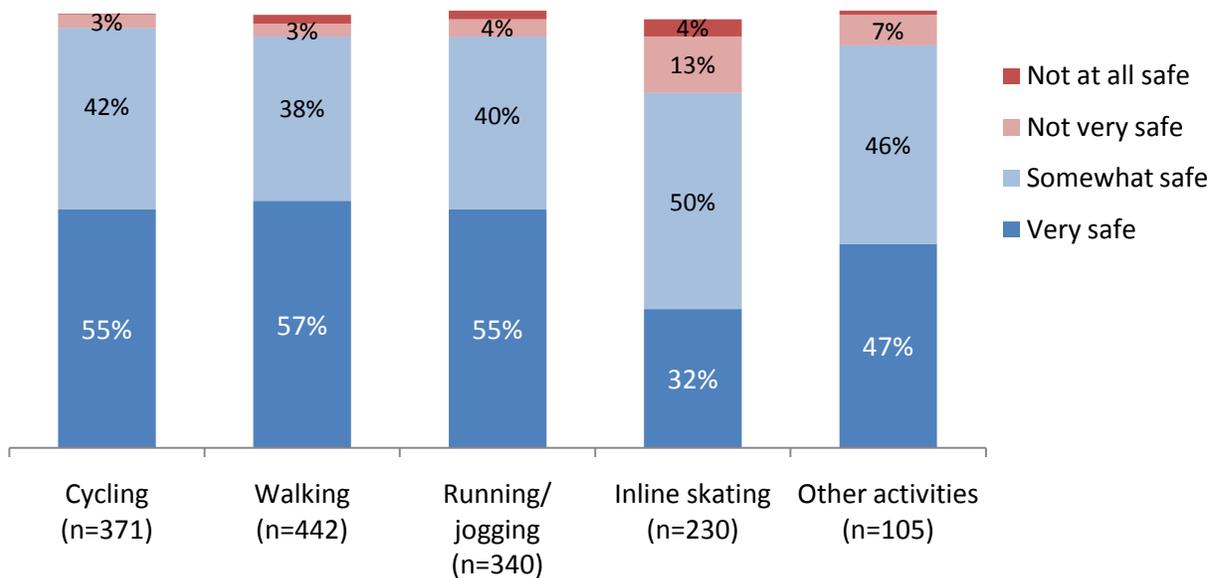
Pathway Safety

Perceptions of Safety from Accidents on Pathways

Among those who participate in cycling, walking, jogging or inline skating on the pathways, the perception of safety from accidents is very high at around 95%. This is consistent across activities, with the exception of inline skating, which has a slightly lower safety perception of 82%. Almost one-quarter (24%) indicated an ‘other’ activity, including observing nature, dog walking and commuting. Users also feel safe when doing these other activities.

Those under 35 years of age are significantly more likely than those 35 or older to feel ‘very safe’ from accidents in every pathway activity. Both men and women feel safe on the pathways, but men are more likely than women to feel ‘very safe’ when cycling (60% vs. 49%, respectively), inline skating (40% vs. 25%) and ‘other’ activities (56% vs. 36%).

Feeling of Safety by Activity



Base: Among those who participate in activity.

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)

**Safety Ratings Provided for the Following
“Other Activities” Done on Pathways**

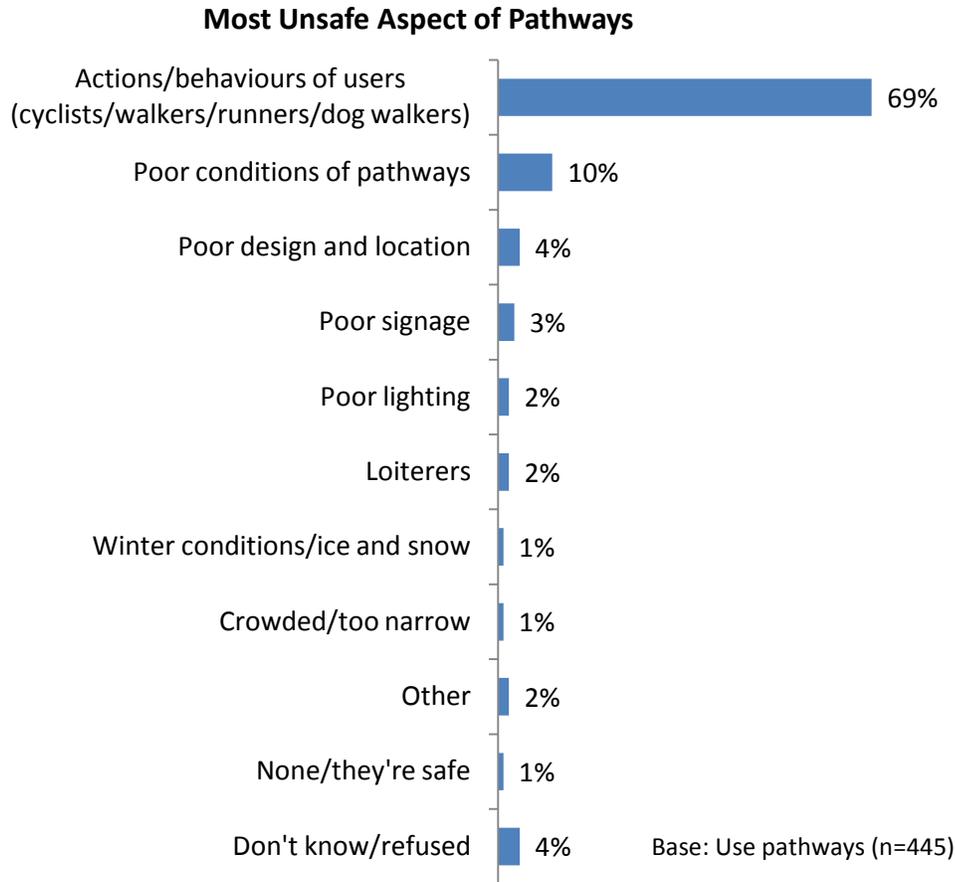
Activity	n=105
	%
Nature observation/bird watching	30
Walking dog	24
Commuting	20
Skateboarding	6
Other activity	20

Q7. Please rate how safe from accidents you feel when you are using the pathway system for the following activities. If “other activity” mentioned, please specify.

Most Unsafe Thing about Calgary’s Pathway System

The single most unsafe factor about Calgary’s pathways, as perceived by users, is not the system itself, but the actions and behaviours of the users on it, as mentioned by 69%. This is felt most strongly by those aged 35 years or older (77% vs. 56% younger than 35) and interestingly, among regular (weekly) and irregular (less than once monthly) users – 71% and 79%, respectively – compared to 55% of those using the pathways 1-3 times monthly.

The condition of the pathways may be a key barrier to more regular usage for medium frequency users, with 16% stating this is their key safety concern, compared to 9% of all others. There is also higher concern about the condition of the pathways among residents of the Northwest quadrant and those under 35, both at 15% (vs. 7% among other residents).



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

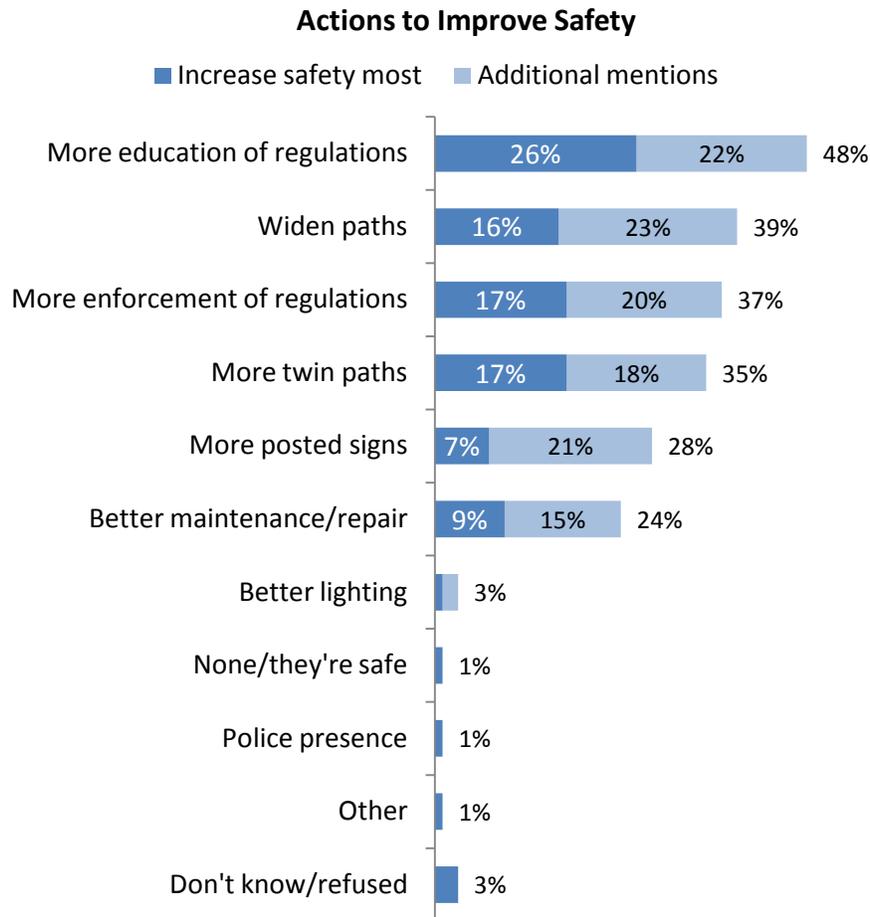
Actions Perceived to Improve Safety on Calgary’s Pathway System

From a prompted list of possible actions, more education of the regulations was the suggestion most agreed-upon for improving safety of the pathways, (48%), followed by widening the paths (39%), enforcing the regulations (37%), and creating more twin paths (35%).

The younger the user, the more favourable he/she is towards the suggestion of widening the paths (47% for those under 35, 40% of those aged 35 – 54 years and 27% of those 55 or older), while enforcing regulations is significantly more favourable among those aged 35 years or older (41% vs. 29% of those under 35), women (42% vs. 31% of men) and those who use the pathway either regularly or irregularly (37% and 45%, respectively vs. 25% of medium frequency users).

One-third of those younger than 35 feel better maintenance will improve the safety of the pathway system, compared to only 19% of those 35 or older who feel the same way.

In terms of the one single action that users feel would improve safety the most, education of regulations tops the list at 26%, followed by regulation enforcement (17%). Developing more twin paths (17%) and widening paths (16%) round out the top four suggestions to increasing safety the most. Another 9% suggest that better maintenance and repair of the paths would most improve safety.



Base: Use pathways (n=445)

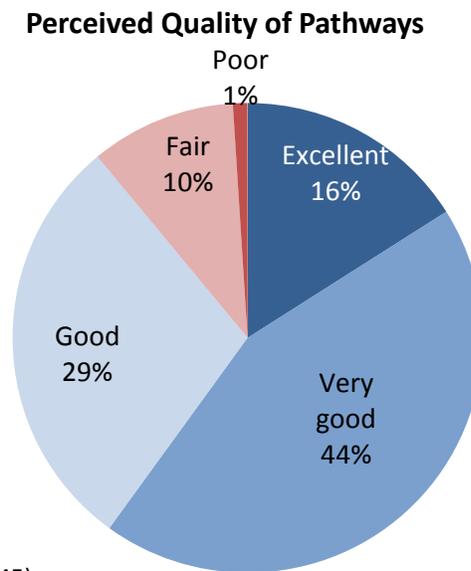
Q8b. I will now read you a list of possible changes to the pathways. For each, please tell me if you feel it would improve the safety of the pathway. (Multiple response)

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

Perceptions of Calgary’s pathway system are relatively favourable, with six in ten rating it as ‘very good’ or ‘excellent’, and nine in ten rating it as ‘good’ or ‘better’. Those aged 35 or older are significantly more positive than younger users about the quality of the pathways, with 20% rating them as ‘excellent’ compared to 8% of those under the age of 35. Conversely, 19% of those under 35 rate the pathway system as ‘fair’ compared to 5% of those 35 or older giving the same rating. Men are more critical than women, with 15% rating the system as ‘fair’ or ‘poor’ compared to 8% of women.



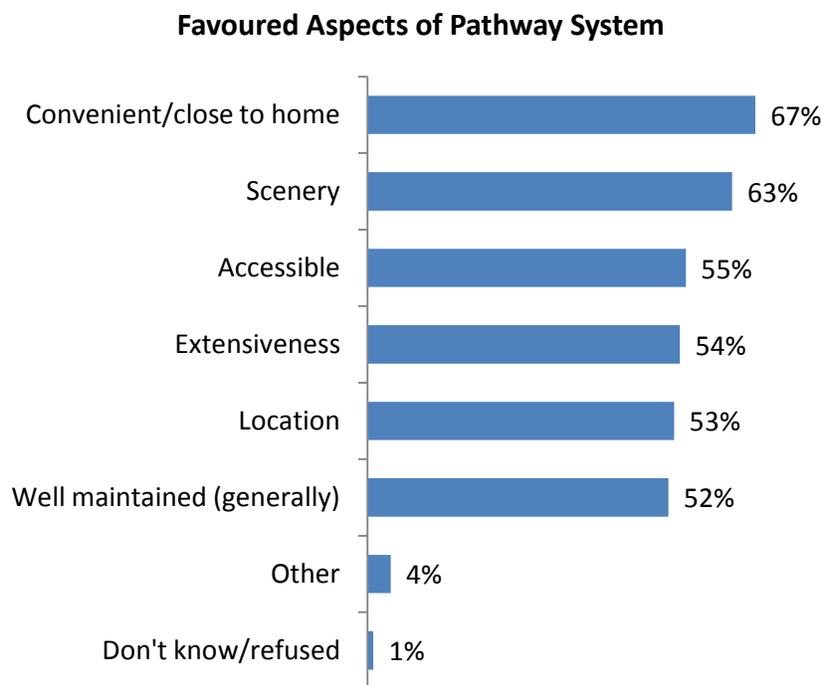
Base: Use pathways (n=445)

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 convenience/being close to home (67%), followed by the scenery at (63%). Over half also appreciate the accessibility, extensiveness, location and it generally being well maintained.

Compared to users under the age of 35 years old, those who are 35 years old or older were more likely to cite convenience (59% vs. 71%, respectively), accessibility (46% vs. 60%) and extensiveness (46% vs. 59%).



Base: Use pathways (n=445)

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

Importance of Calgary’s Pathway System

Both users and non-users were asked about the importance of Calgary’s pathway system compared to other parks and recreation features and facilities such as swimming pools, arenas, leisure centres and sports fields.

Not surprisingly, non-users of the pathway system are significantly more likely to rate the system as ‘less’ important than all of the other leisure and recreation facilities. Likewise, high frequency pathway users/commuters are significantly more likely to rate the pathways as ‘more’ important than the other prompted facilities.

The pathway system is rated ‘equally’ or ‘more’ important than swimming pools by 46% and 44% respectively, with more men than women rating pathways as ‘more’ important (49% vs. 39%, respectively). Women are more likely than men to feel they are ‘equally’ important (53% vs. 38%, respectively).

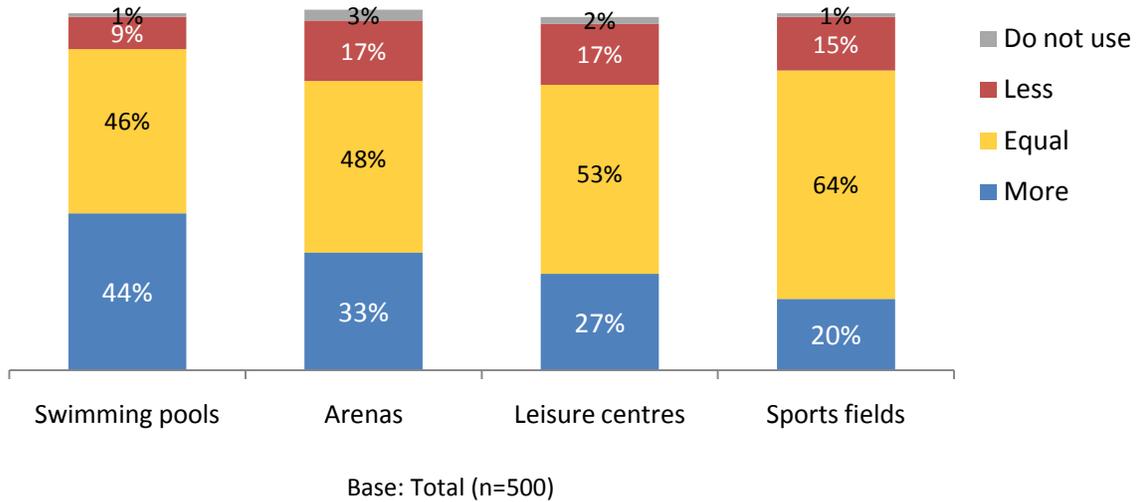
The pathway system is ‘equally’ as important as arenas for 48% of respondents and ‘more’ important for 33%. Men are more likely than women to feel pathways are less important than arenas (21% vs. 12%, respectively). Again, women are more likely than men to feel they are ‘equally’ important (56% vs. 40%, respectively).

Compared to leisure centres, the pathways are rated ‘equally’ important by 53% and ‘more’ important by 27%, with men significantly more likely than women to rate them as ‘less’ important (21% vs. 13%, respectively). Once again, women are more likely than men to feel they are ‘equally’ important (57% vs. 49%, respectively). Those aged 55 years or older are more likely to consider pathways ‘more’ important than leisure centres (34% vs. 23% of those under 35).

The majority (64%) consider sports fields to be ‘equally’ important, while 20% consider the pathway system to be ‘more’ important. Men are more likely than women (24% vs. 16%,

respectively) to rate the pathways ‘more’ important than sports fields while women are more likely than men to feel they are ‘equally’ important (68% vs. 59%, respectively).

Importance of Pathways vs. Other Parks and Recreation Facilities



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)

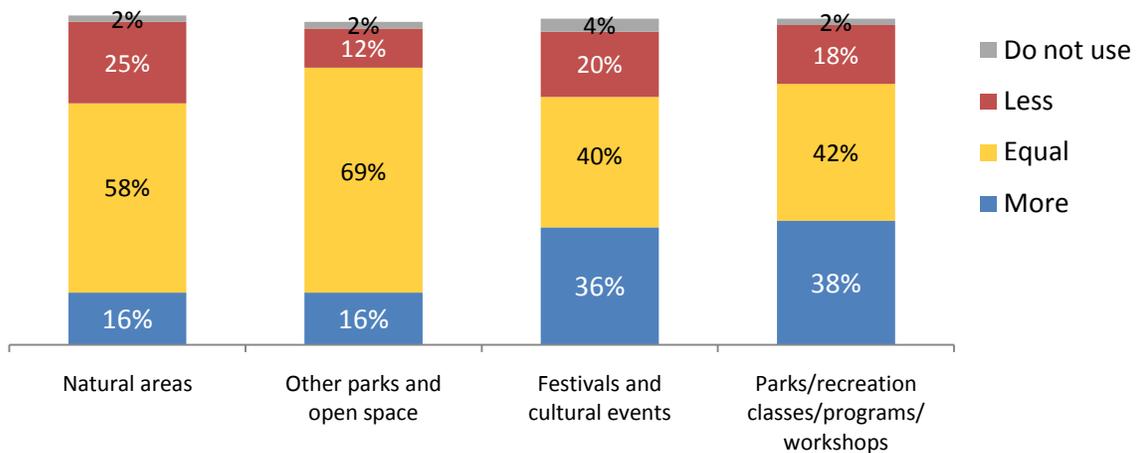
Calgary’s pathway system was also rated in importance compared to other public resources and programs such as natural areas, other parks and open spaces, festivals/cultural events and park and recreation classes, programs and workshops.

Natural areas and other parks/open spaces are considered to be ‘equally’ as important as Calgary’s pathway system for the majority, at 58% and 69%, respectively, while only 16% believe the pathways are ‘more’ important than each of these two resources. The pathway system is rated ‘less’ important than natural areas and other open spaces by 25% and 12%, respectively.

Opinions are more divided in terms of the importance of the pathway system compared to festivals/cultural events and classes, programs and workshops, with around 40% either stating the pathway system is ‘equally’ or ‘more’ important, while 20% believe it is ‘less’ important.

Those under the age of 35 are more likely than those 35 years of age or older to feel pathways are ‘less’ important than natural areas (33% vs. 20%, respectively) and festivals and cultural events (31% vs. 15%). Men are more likely than women to feel pathways are ‘more’ important than recreation programs, classes and workshops (43% vs. 32%, respectively) while women are more likely than men to feel they are ‘equally’ important (49% vs. 34%, respectively).

Importance of Pathways vs. Other Parks and Recreation Facilities



Base: Total (n=500)

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)

Appendix: Survey

Pathways Research 2010 Resident Telephone Survey

Hello, my name is _____ calling on behalf of the City of Calgary Parks. Today/tonight we're conducting a survey about Calgary's pathway system. The survey will take no more than 10 minutes. May I please speak with the person in the household who has the next birthday?

Re-introduce if necessary.

Do you have a few minutes to participate in our study?

If not, schedule call-back time.

A. To make sure we're speaking with a broad cross section of Calgarians, can you tell me in which area of Calgary you live? **Read**

1. Northwest
2. Northeast **(WATCH**
3. Southwest **QUOTAS)**
4. Southeast

B. And can you please tell me in which year you were born?

19 ____ >>**Check Quotas**

C. Indicate gender: 1. Male 2. Female >> **Check Quotas**

Pathway Use

As I mentioned, this survey is about Calgary's pathway system. First, I'd like 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? Read list.

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; or
5. Never

If never use, ask Q.E:

E. Why do you not use the City’s pathway system? Probe

1. They’re not safe – probe: What specifically is not safe? _____

95. Other (specify) _____

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? (Read list. 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? (Read list. Probe. 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)

Probe if necessary: * When you say winter what months are you referring to?
* When you say year round does that include all 12 months?

- | | | |
|--------------------------------|------------------------------|---------------------------------|
| <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? Are you... [read choices]

Not at all	Not very	Somewhat	Very
Familiar	Familiar	Familiar	Familiar
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 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? Read list.

- | | |
|---|---|
| <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 I have 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? (Read list. 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. Do you feel... [read codes 1-4 then activity].. or do you not do this activity?

	Not At All Safe	Not Very Safe	Somewhat Safe Activity	Very	Do Not Do
a) Cycling?	O 1	O 2	O 3	O 4	O 5
b) Walking?	O 1	O 2	O 3	O 4	O 5
c) Running/Jogging?	O 1	O 2	O 3	O 4	O 5
<u>How safe do you feel when you are:</u>					
d) In line skating?	O 1	O 2	O 3	O 4	O 5
e) Other Activities? (please detail other) _____	O 1	O 2	O 3	O 4	O 5

Q8a Which of the following would you say is the most unsafe thing about Calgary’s pathway system? (Read list. 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 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. (Read list. 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? – Re-read list if necessary.

Record using list above

Q9 How would you rate the Quality of Calgary’s pathway system in general? Would you say the pathway system is [read choices]

- | | | | | |
|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 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? (Read list. 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. Pathways are less – equally or more important than: [read]

If you don’t use these facilities, please tell me that as well.

- | | 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) Sportsfields? | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 |

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 |

Respondent Profile

And just one last question.

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

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

Those are all the questions I have. Thank you for your participation.