



THE CITY OF
CALGARY

Parks 2010 Pathway Research Comparison Summary Report

Prepared by:



NRG Research Group

Lorraine Macdonald

Telephone: 604-676-3993

January 31, 2011

Table of Contents

EXECUTIVE SUMMARY	2
Introduction.....	2
Methodology	2
Key Findings.....	4
BACKGROUND AND SURVEY OBJECTIVES.....	9
Background.....	9
Objectives.....	10
SURVEY METHODOLOGY	11
SUMMARY OF FINDINGS.....	14
Pathway Users	15
Top Reasons for Use and Activities	16
Off-Leash Area Use	17
Pathway Usage Patterns	18
Month and Frequency of Use	18
Pathway Bylaws.....	20
Familiarity with Bylaws	20
Important Bylaws to Follow	21
Bylaw Enforcement.....	22
Preferred Way of Receiving Pathway Regulations and Safety Information	23
Pathway Safety.....	24
Perceptions of Safety on Pathways	24
Most Unsafe Aspect of Calgary’s Pathway System	25
Actions That Would Improve Safety on Calgary’s Pathway System	26
Perception of Calgary’s Pathway System	27
Perceived Quality of Calgary’s Pathway System.....	27
Favoured Aspects of Calgary’s Pathway System.....	28
Importance of Calgary’s Pathway System	29
APPENDIX – INTERCEPT LOCATIONS	31

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 compares the results of the Telephone Survey, Online Survey, and Intercept Survey. Where applicable, the 2010 Intercept Survey results are compared to the 2002 Intercept Survey results.** 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

Telephone Survey

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.

Online Survey

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. Participants 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.

Intercept Survey

On-site intercepts were conducted at 15 selected sites on pathways between August 18 and September 17, 2010. For those pathway users who did not have time to complete the interview at the time of intercept, they were provided with a paper copy of the survey and instructed to complete the survey online or as a mail-in survey. In total, 529 surveys were completed.

Where possible, every user who passed the interviewer was approached and asked to participate in the study. Participation rates were similar among various types of pathway users (i.e., walkers, dog walkers, inline skaters, etc.), with the exception of cyclists, who were more difficult to reach as some were moving too fast to approach. Survey in progress signs were used

to inform users, cyclists in particular, that a survey was being conducted. During bad weather and commuting times, people were less receptive to completing the survey at the time of interception.

The results of the intercept survey are not representative of all pathway users, but only of a small group of pathway users. Given this limitation, it is not recommended that the results be associated with margins of error.

Key Findings

Pathway Usage

- Of telephone survey respondents (representative of the population), 89% use The City's pathway system. One-half use the pathway system once a week or more. The heaviest users reside in the Northwest quadrant of the city.
- In comparison, all of the online participants use the pathway system and 84% do so once a week or more. These heavy users are more likely to reside in the Northwest and Southwest quadrants of the city, and are more likely to be men, and between the ages of 25 years and 64 years.
- Consistent across the three surveys is the time of year that the pathways are used most: June, July, and August.

Incidence and Reasons for Non-Usage

- Of the telephone survey respondents, 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

- As a result of the demographic differences between the three samples, the primary reasons for using The City’s pathway system are also different.
 - For the telephone and intercept participants, the most common reason for using The City’s pathway system is to exercise in the form of walking.
 - For online participants, their primary use is commuting, followed by exercise (walking).
 - Twice as many telephone and intercept participants indicated they walk their dog on the pathways.
- Approximately three in ten pathway users use the off-leash areas in the city. This is consistent across all three samples and in comparison to the 2002 Intercept Survey.

Pathway Bylaws

- There is relatively high familiarity with pathway bylaws among pathway users, particularly among heavier users (online participants).
- Bylaws concerning cycling are considered to be the most important regulations to follow. Specifically, staying on the right half of the pathway had the most mentions in all three studies, followed by maintaining speed limits and using audible signals when passing. Online users are less likely than the other respondents to believe speed limits are an important bylaw to follow.
- There is a general consensus that keeping dogs under control and on a leash is important.
- Regardless of the survey sample, the majority of pathway users agree that bylaw regulations need to be enforced. This belief is stronger now than it was in the 2002 Intercept Survey.
- The heavier the user (over-represented in the online sample), the more likely they are to lean toward fines, as opposed to warnings.

Preferred Method of Receiving Pathway Information

- Across all three samples, the most preferred way of receiving pathway information was on the pathway and bikeway map, which is also consistent with the 2002 results.
- Pathside information booths and the Internet were other preferred ways.

Pathway Safety from Accidents

- Of those who participate in cycling, walking, and jogging, the perception of safety from accidents on pathways is very high, with at least 90% of all users saying they feel ‘very’ or ‘somewhat’ safe.
- Of those that participate in inline skating, the perception of safety from accidents is slightly lower, at 82%. These results are similar to those recorded in the 2002 Intercept Survey.
- There is consensus among all three samples that the single most unsafe factor about Calgary’s pathways is the actions and behaviours of the users on it.
 - Among the telephone survey sample is the belief that more education of regulations is the action that would improve safety on the pathways the most, followed by more enforcement of regulations, more twin paths, and widening paths.
 - Online participants, however, clearly believe more twin paths is the answer to improved safety.
 - Intercept participants feel more education and enforcement of regulations would equally improve safety the most, followed by more twin paths.

Perceived Quality and Favoured Aspects of Calgary’s Pathway System

- Perceptions of Calgary’s pathway system are relatively favourable, with more than eight in ten rating it, ‘excellent’, ‘very good’ or ‘good’.
 - The online sample is slightly more critical of the system with 16% giving negative ratings.

- Compared to the 2002 Intercept Survey, positive perceptions have declined, particularly in the proportion giving ‘excellent’ ratings (from 41% to 18% of 2010 Intercept Survey respondents).
- The majority of all three samples like the pathway system for its convenience, location, accessibility as well as its extensiveness, with the latter aspect particularly appreciated by the online sample (in which commuters are over-represented).

Relative Importance of Pathways

- The vast majority (75% or more) of the respondents in the telephone survey feel the pathways are at least equal in importance to each of the other facilities and resources. This proportion increases to almost nine in ten among the intercept sample and online sample.
- Compared to 2002, intercept participants are generally less inclined to say the pathways are ‘more’ important than the other facilities and resources, but rather, are more inclined to say they are ‘equally’ important.

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 Telephone Survey, Online Survey, and Intercept Survey. Where applicable, the 2010 Intercept Survey results are compared to the 2002 Intercept Survey results.

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 Survey

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.

Online Survey

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 participants 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%, while 40% are using the pathways mainly for commuting, compared to just 12% of the representative telephone sample.

On-site Intercept Survey

On-site intercepts were conducted at 15 selected sites on pathways between August 18 and September 17, 2010. A list of the intercept locations can be found in the appendix. Where possible, interviews were administered on-site. However, for those pathway users who did not have time to complete the interview at the time of intercept, they were provided with a paper copy of the survey and instructed to complete the survey online or as a mail-in survey. The web address of the online survey was highlighted on the paper version. In total, 529 surveys were completed.

Pathway traffic on the selected intercept sites varied significantly. Where possible, every user who passed the interviewer was approached and asked to participate in the study. However, cyclists were more difficult to approach. While some cyclists slowed down enough to be asked to participate in the study, it is estimated that at least half were cycling too fast to approach. Among other types of pathway users (i.e., walkers, dog walkers, inline skaters, etc.), there was no noticeable difference in participation rates. Participation rates were more likely to be impacted by weather and time of day. During bad weather and commuting times, people were less receptive to completing the survey at the time of interception.

The results of the intercept survey are representative of the views of the pathway users of the selected sites during the times and days that the survey was conducted. As such, the sample is not representative of all pathway users, but only of a small group of pathway users. Given this limitation, it is not recommended that the results be associated with margins of error.

Summary of Findings

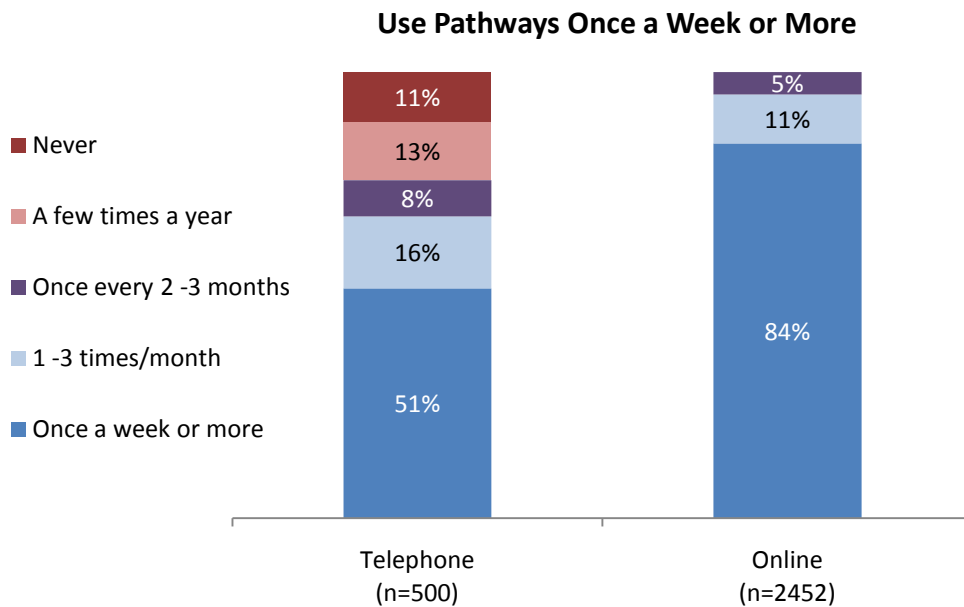
Demographic Profile of User

Compared to the telephone sample which is representative of the Calgary population, the online sample is skewed towards Northwest and Southwest residents. It is also skewed towards men and under-represents those under the age of 25 years and those 65 years old or older. The intercept sample is also not representative by age as it under-represents those younger than 35 years of age and over-represents those aged 55-64 years old. The intercept sample is comprised of 5% non-Calgary residents, which is similar to the 3% in 2002. However, the 2002 intercept sample was skewed towards men and those aged 25-44 years old.

	Telephone (n=500)	Online (n=2452)	Intercept (n=528)	2002 Intercept (n=1029-1031)
Residence				
Calgary	100%	100%	95%	97%
Northwest	34%	41%		
Northeast	14%	8%		
Southwest	29%	37%		
Southeast	23%	13%		
Non-Calgary	-	-	5%	3%
Gender				
Male	49%	60%	49%	59%
Female	51%	35%	51%	41%
Refused	-	4%	-	-
Age				
18-24	11%	3%	6%	6%
25-34	23%	23%	15%	21%
35-44	18%	25%	16%	28%
45-54	24%	22%	27%	27%
55-64	12%	13%	24%	11%
65+	12%	6%	12%	7%
Refused	-	8%	-	-

Pathway Users

Participants of the online survey tend to be much heavier users of the pathway system (84% using weekly or more often vs. 51% of the telephone sample). All participants of the online survey use the pathway system at least once every 2-3 months whereas the telephone survey included non-users and infrequent users.



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

Top Reasons for Use and Activities

The top four most common reasons for using The City’s pathway system are similar across each of the three samples: exercise, recreation, walking a dog and commuting. However, the primary reason for use among the online sample is significantly different than the telephone and intercept samples, which tend to be similar. Specifically, for the telephone and intercept samples, the most common use of the pathways is for exercise, followed by the other three activities. For the online sample, the most common use of the pathways is commuting, followed by exercise.

Most Common Reason For Using Pathways			
	Telephone (n=445)	Online (n=2445)	Intercept (n=528)
Exercise	34%	35%	43%
Recreation	22%	11%	12%
Walk dog	18%	7%	16%
Commuting	12%	40%	14%

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

In 2002, this question was asked of 1026 pathways users and multiple responses were accepted. As such, the results are not directly comparable. However, the top three reasons for using the pathways in 2002 were exercise (41%), commuting (38%) and recreation (21%).

Walking is the most broadly participated in activity on the pathways for the telephone and intercept participants, followed by cycling. However, for the online participants, the reverse is true: cycling is the most common, followed by walking. Online participants are also more likely to use the pathways for running. Other activities enjoyed by pathway users include nature observation and dog walking.

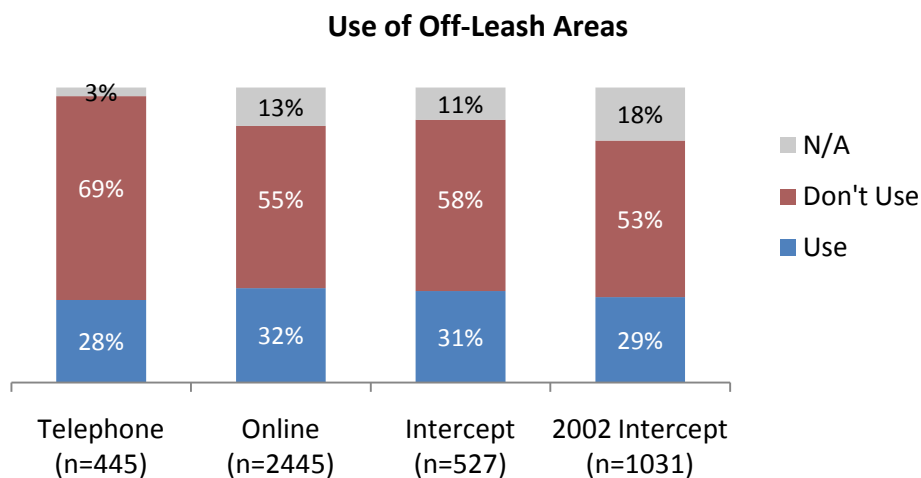
Activities on Pathways									
	Telephone (n=445)			Online (n=2445)			Intercept (n=528)		
	Most	Other	Total	Most	Other	Total	Most	Other	Total
Walking	51%	29%	80%	20%	50%	70%	40%	40%	80%
Cycling	18%	29%	47%	54%	26%	80%	18%	36%	54%
Nature Observation	2%	30%	32%	1%	26%	27%	3%	28%	31%
Dog Walking	18%	11%	29%	8%	13%	21%	14%	17%	31%
Running	7%	21%	28%	14%	27%	41%	10%	20%	30%
Inline Skating	2%	7%	9%	1%	10%	11%	2%	4%	6%

Q2a. Which of the following type(s) of activities do you do on the pathway?

Q2b. Which one activity do you do the most?

Off-Leash Area Use

Use of the off-leash areas in the city is fairly consistent across the three samples, ranging from 28% to 32%. Results are also consistent with the 2002 pathways results where 29% indicated use of off-leash areas.



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

Pathway Usage Patterns

Month and Frequency of Use

The pattern of usage between the three samples, and compared to the 2002 results, is very similar. The summer months of June, July and August have the highest usage, followed by the ‘shoulder’ months of April, May, September and October. The winter months of November through March are the least used months.

Pathway Usage by Month				
	Telephone (n=500)	Online (n=2452)	Intercept (n=528)	2002 Intercept (n=1029-1031)
Peak Season Average	83%	95%	93%	95%
June	78%	96%	94%	93%
July	87%	94%	94%	96%
August	83%	95%	91%	97%
Shoulder Season Average	46%	83%	81%	77%
April	35%	74%	72%	67%
May	53%	90%	85%	85%
September	58%	92%	91%	87%
October	36%	75%	76%	70%
Winter Season Average	19%	41%	53%	46%
November	22%	47%	57%	50%
December	18%	36%	51%	43%
January	18%	35%	49%	42%
February	17%	37%	50%	43%
March	20%	51%	56%	51%

Q3a. During which month or months do you use the pathway most often?

Although the number of users is higher during the peak summer months, this period sees a lower average frequency of use. Conversely, while the winter months see fewer users, those who do use it during this time do so much more frequently. This pattern is consistent across the three survey samples.

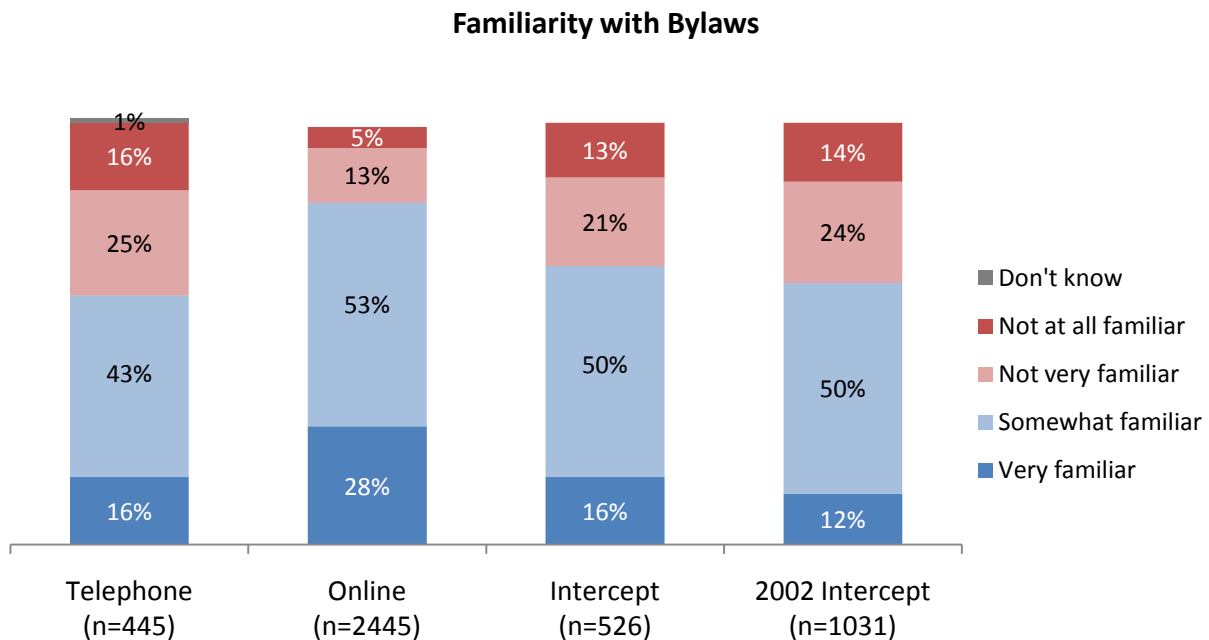
Average Monthly Usage			
	Telephone (n=500)	Online (n=2452)	Intercept (n=528)
Peak Season			
Average usage per month	83%	95%	93%
Average times used during month	11	19	19
Shoulder Season			
Average usage per month	46%	83%	81%
Average times used during month	12	21	21
Winter Season			
Average usage per month	19%	41%	53%
Average times used during month	15	24	23

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

Pathway Bylaws

Familiarity with Bylaws

Among pathway users, there is relatively high familiarity with pathway bylaws, with more than one-half of each sample group stating they are either ‘somewhat’ or ‘very’ familiar. The current results are also very similar to the 2002 results. Familiarity increases with age and frequency of usage. As such, the online sample is the most familiar with the bylaws as they are the heaviest users.



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...

Important Bylaws to Follow

For those with at least a little familiarity, bylaws concerning cycling are considered to be the most important regulations to follow. Specifically, staying on the right half of the pathway had the highest mentions among all samples, followed by maintaining speed limits and using audible signals when passing. Pathway users from the online sample are less likely to believe speed limits are an important bylaw to follow.

With respect to dogs on the pathways, there is a general consensus that keeping dogs under control and on a leash are important.

Important Bylaws to Follow			
Base: Those who are at least a little familiar with bylaws	Telephone (n=372)	Online (n=2328)	Intercept (n=448)
Staying to right half of pathway	81%	86%	76%
Speed limits	73%	50%	68%
Dogs under control	73%	67%	69%
Dogs on leash	72%	60%	60%
Giving audible signal when passing	70%	77%	74%
Lights/reflectors at night	65%	48%	39%
Yield/intersection	62%	46%	40%
Staying on proper path	60%	64%	55%
Use of cell/headphones	33%	32%	23%

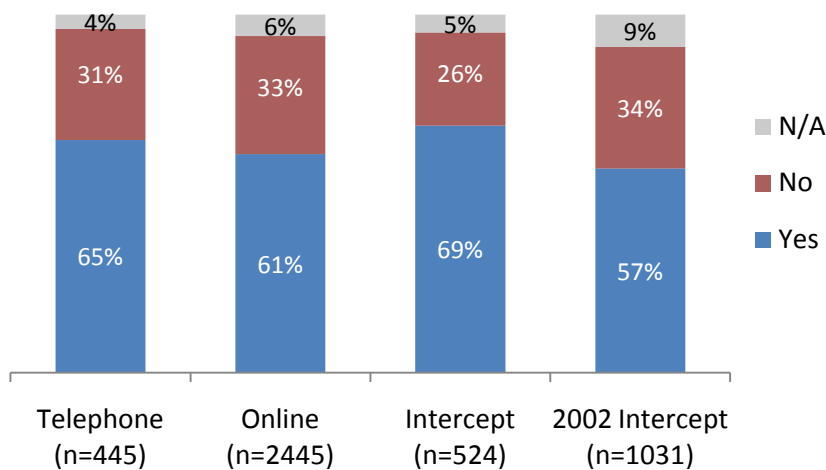
Q4b. Which of the following bylaws/regulations do you feel are important to follow when using the pathways?

Bylaw Enforcement

Regardless of the sample, the majority of pathway users agree that bylaw regulations need to be enforced. This belief is stronger now than it was in 2002.

Opinions are divided, however, as to whether violators should be warned or fined for infringement. The heavier the user, the more likely they are to lean toward fines.

Believe in Enforcing Pathway Regulations



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

Method of Enforcement			
Base: Those who feel bylaws need enforcement	Telephone (n=288)	Online (n=1492)	Intercept (n=353)
Warnings	40%	35%	32%
Fines	38%	50%	41%
Warnings first, then fine	10%	5%	4%
Both/other combo of warnings/fines	4%	3%	20%

Q5b. How should violators be dealt with?

Preferred Way of Receiving Pathway Regulations and Safety Information

Across all three samples, the most preferred way of receiving pathway information was on the pathway and bikeway map. Pathside information booths were the second preferred way for the intercept and online sample followed by the Internet while the Internet was the second preferred for the telephone sample.

The pathway and bikeway map was also the preferred source in 2002, although to a lesser degree and brochures had a higher preference level than in 2010.

Preferred Method of Receiving Information				
	Telephone (n=445)	Online (n=2445)	Intercept (n=519)	2002 Intercept (n=1008)
On pathway/bikeway map	57%	63%	65%	49%
Internet	51%	41%	33%	27%
TV	46%	27%	32%	28%
Radio	45%	25%	28%	28%
Newspaper	40%	26%	33%	38%
Pathside info booth	39%	47%	47%	31%
Brochure at bike shops/other stores	35%	29%	33%	43%

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

Pathway Safety

Perceptions of Safety on Pathways

Among those who participate in cycling, walking, or jogging, the perception of safety on pathways is very high with at least 90% of all users saying they feel ‘very’ or ‘somewhat’ safe. The exception is for inline skating, which has a slightly lower safety perception of 82%. These results are similar to those recorded in 2002.

Feeling of Safety by Activity				
Base: Among those who participate in activity	Telephone	Online	Intercept	2002 Intercept
Base	n=371	n=2155	n=370	n=841
Cycling	97%	92%	93%	96%
Base	n=442	n=2297	n=488	n=953
Walking	95%	90%	94%	93%
Base	n=340	n=1558	n=268	n=585
Running/jogging	95%	92%	94%	95%
Base	n=230	n=736	n=107	n=359
Inline skating	82%	78%	85%	82%

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

Most Unsafe Aspect of Calgary’s Pathway System

There is consensus among all three samples that the single most unsafe factor about Calgary’s pathways is not the system itself, but the actions and behaviours of the users on it. The online sample is more critical of the pathways, specifically citing poor conditions as well as poor design and location.

Most Unsafe Aspect of Pathways			
	Telephone (n=445)	Online (n=2445)	Intercept (n=512)
Actions/behaviours of users	69%	62%	72%
Poor conditions of pathways	10%	13%	10%
Poor design and location	4%	13%	3%
Poor signage	3%	4%	5%

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

Actions That Would Improve Safety on Calgary’s Pathway System

While there is consensus among the three samples in terms of the most unsafe factor about the pathway system, there is less agreement in terms of what would improve safety. Respondents in the telephone survey sample believe more education of regulations is the action that would most improve safety on the pathways, followed by more enforcement of regulations, more twin paths and widening paths. Intercept respondents feel that more education and enforcements of regulations would equally improve safety the most, followed by more twin paths. Online respondents, however, clearly believe more twin paths is the answer to improved safety.

Actions to Improve Safety									
	Telephone (n=445)			Online (n=2445)			Intercept (n=516)		
	Most	Other	Total	Most	Other	Total	Most	Other	Total
More education of regulations	26%	16%	16%	16%	24%	45%	21%	24%	45%
Widen paths	16%	14%	14%	14%	17%	29%	12%	17%	29%
More enforcement of regulations	17%	15%	15%	15%	15%	37%	22%	15%	37%
More twin paths	17%	35%	35%	35%	20%	38%	18%	20%	38%
More posted signs	7%	4%	4%	4%	15%	23%	8%	15%	23%
Better maintenance/repair	9%	9%	9%	9%	13	20%	7%	13	20%

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.

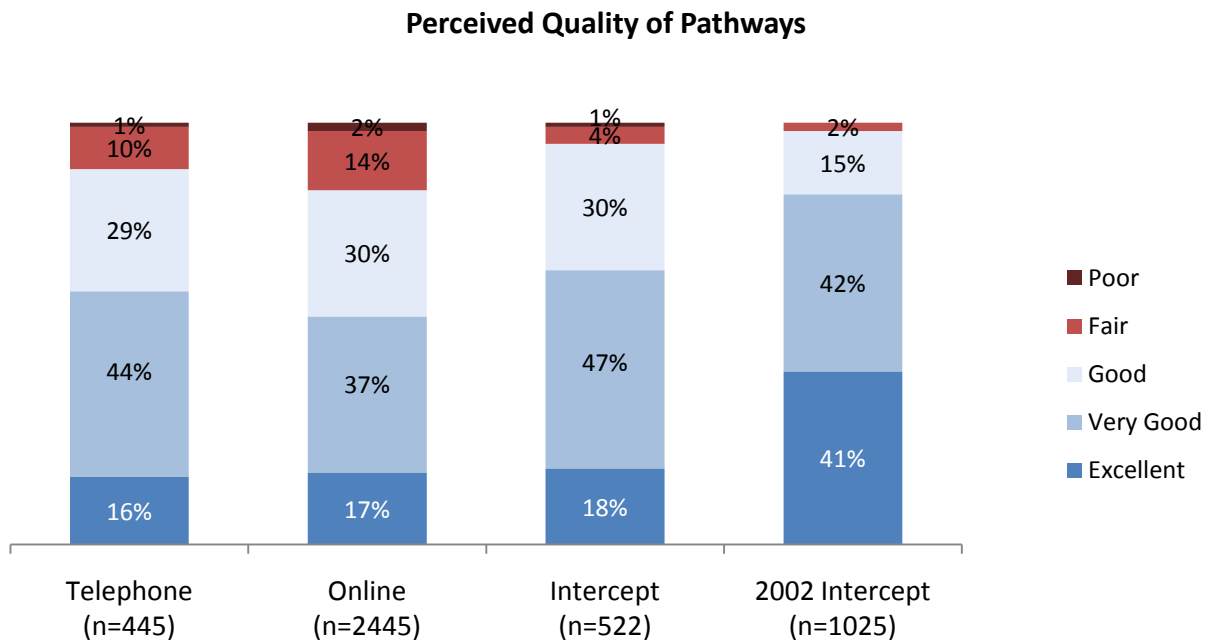
Q8c. Which one of these changes do you think would increase pathway safety the most? – Re-read list if necessary.

Perception of Calgary’s Pathway System

Perceived Quality of Calgary’s Pathway System

Perceptions of Calgary’s pathway system are relatively favourable, with more than one-half of each sample rating it, ‘excellent’ or ‘very good’, and more than eight in ten rating it at least ‘good’. The online sample is slightly more critical of the system with 16% giving negative ratings.

Compared to 2002, positive perceptions have declined significantly, particularly in the proportion giving ‘excellent’ ratings (from 41% in 2002 to 18% of 2010 intercept respondents).



Q9. How would you rate the quality of Calgary’s pathway system in general? Would you say the pathway system is...

Favoured Aspects of Calgary’s Pathway System

The majority of all three samples like the pathway system for its convenience, location, accessibility and for its extensiveness. The scenery that the pathways provide is also a much liked aspect, as is how well they are maintained. The online sample, in which commuters are over-represented, is more appreciative of the pathway’s extensiveness compared to the representative sample in the telephone survey who like the convenience the most.

Favoured Aspects of the Pathway System			
	Telephone (n=445)	Online (n=2445)	Intercept (n=529)
Convenient/close to home	67%	62%	68%
Scenery	63%	67%	75%
Accessible	55%	57%	62%
Extensiveness	54%	68%	65%
Location	53%	57%	64%
Well maintained (generally)	52%	51%	60%

Q10. What do you like about the pathway system?

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, as well as to other public resources and programs, such as natural areas, other parks and open spaces, festivals/cultural events, park and recreation classes, and programs and workshops.

Among the representative sample in the telephone survey, the vast majority of residents (75% or more) feel the pathways are at least equal in importance to each of the other facilities and resources. This proportion increases to almost nine in ten among the intercept sample and online sample.

Importance of Pathways												
	Telephone				Online				Intercept			
	n=	More	Equal	Less	n=	More	Equal	Less	n=	More	Equal	Less
Swimming pools	500	44%	46%	9%	2052	49%	44%	5%	427	45%	51%	4%
Arenas	500	33%	48%	17%	1908	48%	43%	7%	403	39%	54%	6%
Leisure centres	500	27%	53%	17%	2012	40%	50%	7%	422	37%	57%	6%
Sports fields	500	20%	64%	15%	2055	32%	60%	6%	410	32%	63%	5%
Natural areas	500	16%	58%	25%	2395	14%	72%	13%	494	14%	75%	11%
Other parks and open space	500	16%	69%	12%	2403	18%	75%	6%	505	16%	79%	6%
Festivals and cultural events	500	36%	40%	20%	2285	49%	40%	9%	484	38%	54%	8%
Parks/recreations classes/workshops	500	38%	42%	18%	2088	50%	39%	8%	465	31%	58%	11%

Q. 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...

Compared to 2002, intercept participants are generally less inclined to say the pathways are ‘more’ important than the other facilities and resources, but rather, are more inclined to say they are ‘equally’ important. Approximately the same proportion feels pathways are ‘less’ important than these other facilities and resources with two exceptions: currently, fewer users feel pathways are ‘less’ important than other parks and open spaces while more users feel pathways are ‘less’ important than recreation classes and workshops.

Importance of Pathways – 2010 vs. 2002									
	2010 Intercept				2002 Intercept				
	n=	More	Equal	Less	n=	More	Equal	Less	
Swimming pools	427	45%	51%	4%	831	55%	43%	2%	
Arenas	403	39%	54%	6%	784	53%	42%	5%	
Leisure centres	422	37%	57%	6%	819	46%	49%	6%	
Other parks and open space	505	16%	79%	6%	954	12%	77%	11%	
Festivals and cultural events	484	38%	54%	8%	911	51%	43%	7%	
Parks/recreations classes/workshops	465	31%	58%	11%	868	48%	46%	6%	

Q. 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...

Appendix – Intercept Locations

Site Number	Location
A5	Nose Creek at Confluence Park
A7	Nose Creek at 16 Ave NE
A8	Confederation Park at 10 St NW
B1	Baker Park
B3	Edworthy Park
B6	Prince's Island
B7	Nose Creek Junction
C3	Southside Bow R at 9A St SW
C4	Southside Bow River @ Eau Claire
D1	Elbow River @ Lindsay Park
D5	North Glenmore Park @ Weaselhead
D7	South Glenmore Park at Sailing School
D8	37 St and 93 Ave SW
E3	Southland Park
E6	South Bow River @ McKenzie Bridge