



## ***WHAT WE HEARD ABOUT GREGOIRE SKATE PARK***

*Public Works  
June 12- July 9, 2023*



By Megan Langille | [megan.langille@rmwb.ca](mailto:megan.langille@rmwb.ca)  
October 13, 2023

# CONTENTS

- WHAT WE HEARD ABOUT GREGOIRE SKATE PARK..... 1
- CONTENTS..... 2
- ABOUT THE PROJECT..... 3
- EXECUTIVE SUMMARY..... 4
  - ENGAGEMENT PARTICIPANTS ..... 4
  - COMMUNICATION CHANNELS ..... 4
  - ENGAGEMENT TACTICS ..... 4
  - KEY THEMES OF ENGAGEMENT..... 5
- INTRODUCTION..... 5
  - NEIGHBOURHOOD ENGAGEMENT SERIES ..... 5
  - ONLINE FORUM..... 5
  - ONLINE SURVEY RESULTS..... 6
- NEXT STEPS..... 10



We humbly acknowledge that the land on which we live, learn, work and play is Treaty 8 Territory, the traditional and ancestral lands of the Cree, Dene, and unceded territory of the Métis.

## ABOUT THE PROJECT

On March 28, 2023, grades five and six Greely Road School students made a presentation to Council requesting a skate park in Gregoire. Students identified their interest in playing outdoors with a desire for amenities accessible by foot in the Gregoire area. A **motion** was passed, requesting Administration to bring back a report for Council consideration.

Within the 2019 **Parks Master Plan**, key findings identify some areas within the region lacking parkland accessibility. The plan helps guide development for future parks, open spaces, and recreation amenities. Gregoire was identified as underserved, having less parkland than the Canadian standard.

To understand broader community interest in this potential project and support the decision-making process, Public Engagement responded to Council's report with an opportunity to engage. Residents throughout the region were encouraged to participate by identifying their opinion on the potential new skate park and design preferences. Building relationships is part of Council's Strategic Plan for 2022-2025, identifying and considering community needs helps build a sustainable region.

The decision to develop or fund the project has not been confirmed. Public feedback will be considered along with site evaluations, maintenance requirements, and costs which will be in the Council report. Administration is expected to present the report to Council in fall 2023.



# EXECUTIVE SUMMARY

Gregoire Skate Park engagement took place June 12 to July 9, 2023. The main objectives were to gain residents opinions on the potential new amenity, and to understand rider characteristics. The amenity will impact residents in Gregoire, however residents from all communities within the region could benefit from the space. Therefore, all residents were encouraged to participate. A grassroots marketing approach to the Gregoire community included door hangers for all Gregoire residents, community signs, and posters placed in high traffic areas throughout the neighborhood. Additional marketing promoted the engagement opportunity for other communities to get involved.

Numerous engagement tools were provided to support residents comfort to participate. This included an online forum, in-person engagement session, and survey available online, in print, and by phone. Overall feedback indicates residents are in favor and excited for the potential amenity.

## ENGAGEMENT PARTICIPANTS

The following groups were invited to participate:

1. Greely Road School
2. Gregoire residents
3. Gregoire businesses
4. The public

## COMMUNICATION CHANNELS

- ✓ Participate Wood Buffalo project page (RMWB’s engagement portal)
- ✓ Door hangers
- ✓ Community posters and signs
- ✓ Electronic traffic signs
- ✓ Direct contact with stakeholders
- ✓ Social media
- ✓ Participate Wood Buffalo newsletter

## ENGAGEMENT TACTICS



- In-person neighborhood engagement session
- Online survey (available in print and phone support)
- Online forum

**598**

Survey submissions

**1**

Online forum submission

**87**

Open house participants

**26,238**

Social media impressions\*

*Impressions are the measurable number of times people were made aware of the project through trackable website and social media channels including urban Facebook pages, Instagram, Twitter.*



## KEY THEMES OF ENGAGEMENT



IN FAVOR



SAFETY



ALL SKILL LEVELS  
& AGES



DESIGN PREFERENCES



BUILDER  
EXPERIENCE



EQUAL COMMUNITY  
AMENITIES

## INTRODUCTION

Engagement findings from the Gregoire Skate Park engagement have been gathered and are provided in detail below. The information includes feedback from an in-person engagement session, survey, and forum with key participants and the public. Feedback will be reviewed and considered as part of the decision-making process for the project.

## NEIGHBOURHOOD ENGAGEMENT SESSION

The Neighborhood Engagement Series is a creative and respectful space to support two-way conversations capturing community feedback. The Public Engagement branch visits urban neighborhoods throughout the year to gain feedback and discuss related neighbourhood topics and projects through these sessions. On June 23, the Neighbourhood Engagement Series went to Gregoire for feedback about the potential skate park, recycling and construction projects.

Out of 87 participants 81 completed a survey either in digital or print format.

Throughout the three-hour engagement 87 residents joined in conversations. The overall sentiment and themes from residents were excitement, location, accessibility, and ice rink operations.

## ONLINE FORUM

Residents were able to provide feedback or ask questions in a forum on Participate Wood Buffalo. The online forum is a public space for residents to share thoughts and ask questions. The question below was asked and responded by administration.

## Question: Will this development affect the current ice rink on Greely Road?

Response: At this time, Administration has identified the Greely Road School property as a preliminary location option. This location has been chosen due to the existing infrastructure that will support a potential skate park including safety, parking, and land availability.

Similar feedback was also provided at the neighbourhood engagement session and online survey.

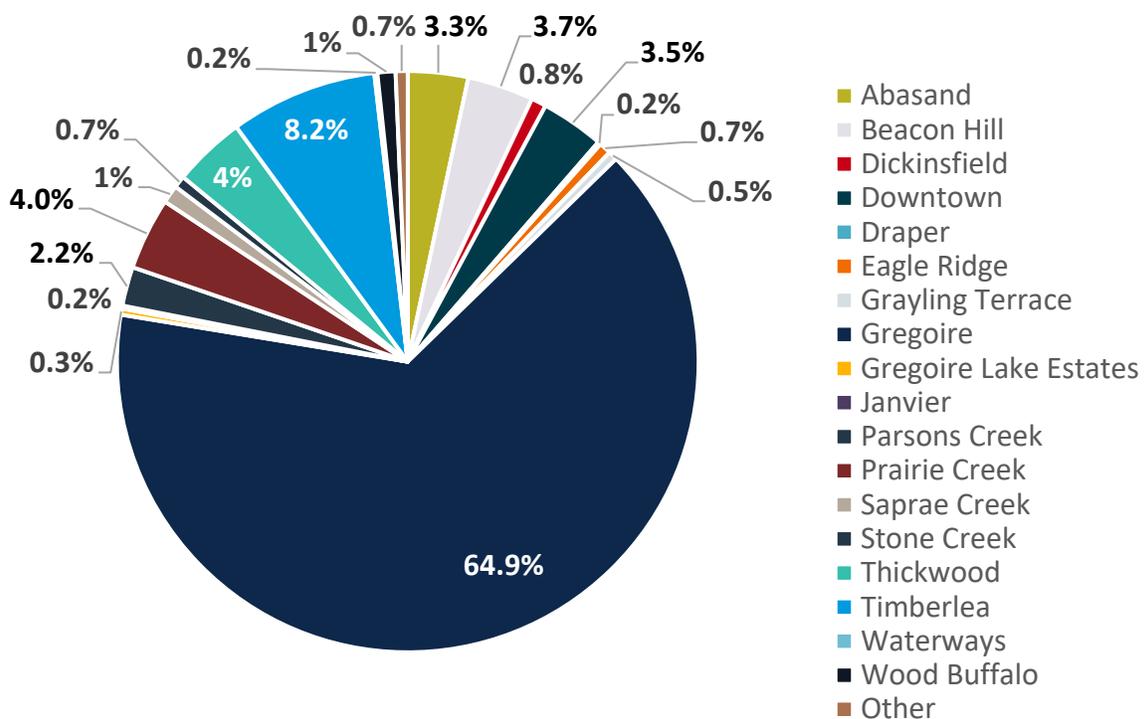
All areas within the property of Greely Road School are being considered including the ice rink as a multiuse facility (in winter for using as ice rink and in shoulder seasons as skating park), however no exact location has been confirmed. We encourage you to provide your feedback through the online survey.

## ONLINE SURVEY RESULTS

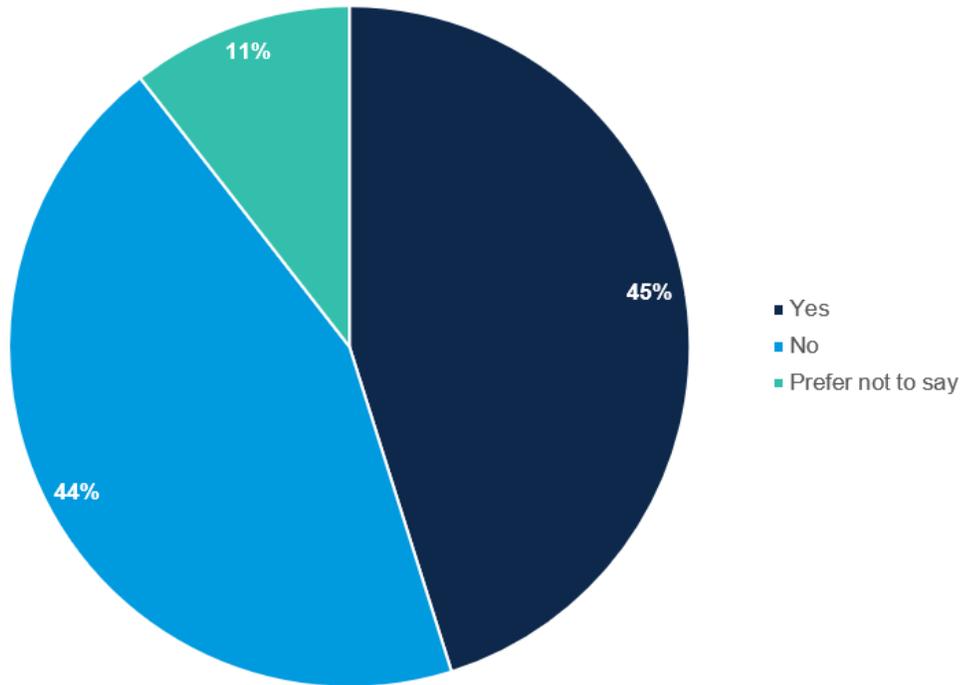
Participants provided their preferences for a potential skate park through a short survey. The questions were developed from Council’s motion to understand the broader community’s opinion of the amenity, rider preferences, and potential design elements. The survey was available for the public from June 12 – July 9, 2023. Where applicable, the overall sentiment of open-ended questions is captured in this report.

**78% of participants strongly agree to build skate park.**

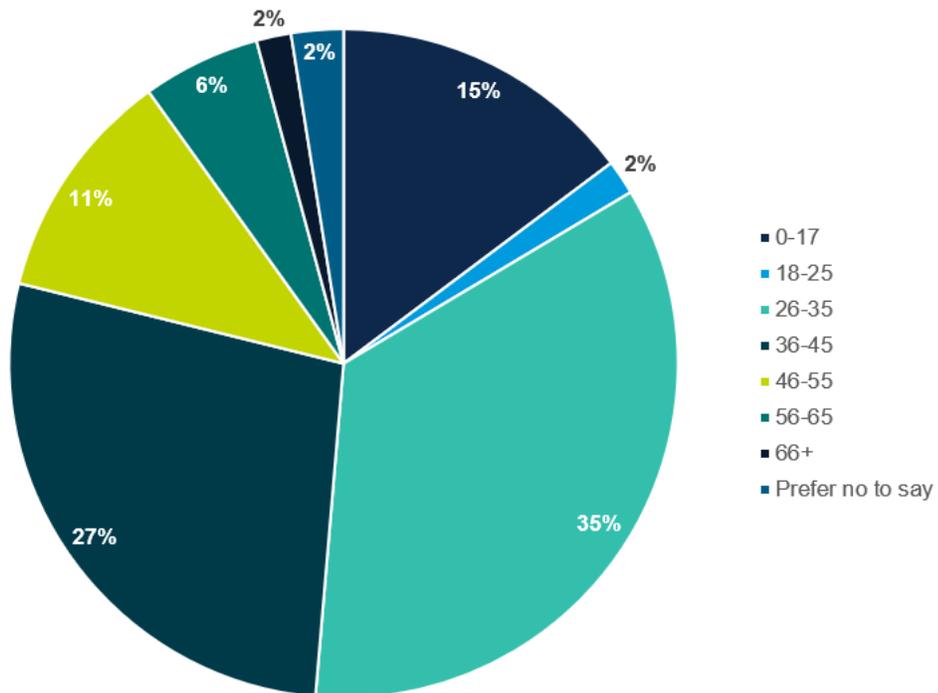
### Q1: Which community do you call home?



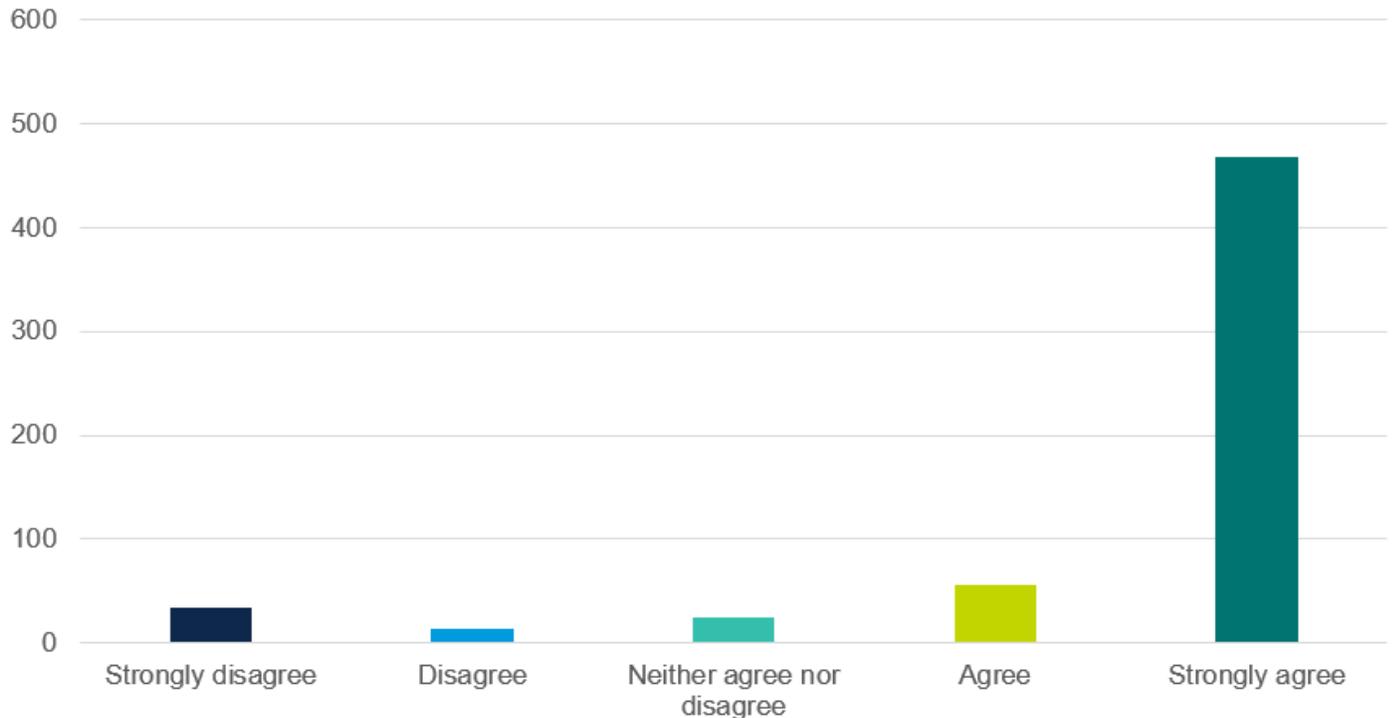
## Q2: Are you a parent completing this survey on behalf of your child(ren)?



## Q3: How old are you?



#### Q4: The Municipality has received a request from Grade 5 and 6 students from Greely Road School to build a skate park in Gregoire. How do you feel about this request?



#### Q5: What type of skate park elements are important to your child(ren)? E.g., ramps, stairs.

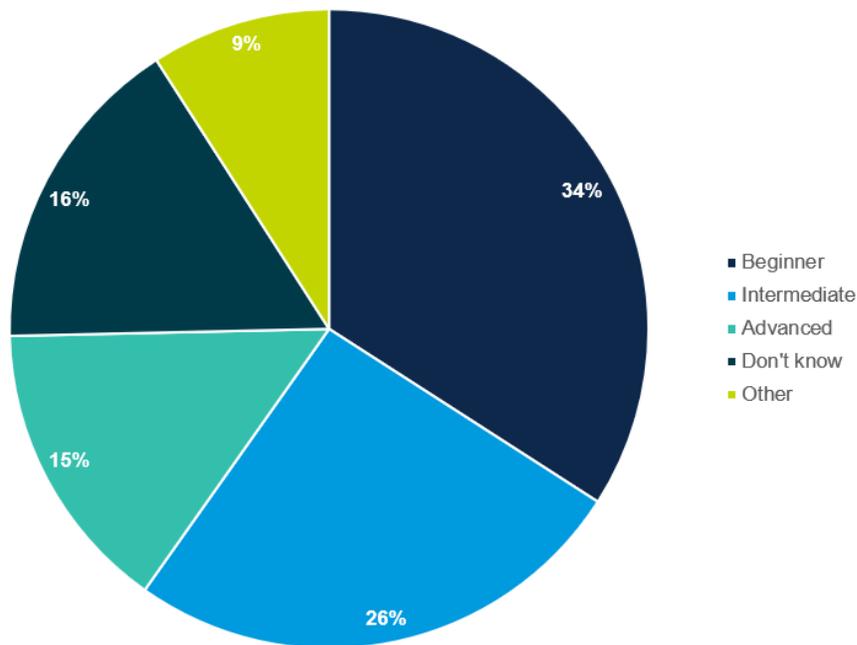
Participants could provide their own ideas and thoughts of skate park elements through this open-ended question. Several elements were consistently provided, these include but are not limited to:

- Ramps;
- Stairs;
- Rails/bars;
- Flat surfaces;
- Half/quarter pipe;
- Inclusive for all skill levels and ages;
- Toddler area;
- Bowl;
- Pump track;
- Security/safety;
- Benches/seating; and
- Diversified for different gear e.g., bikes, scooters.



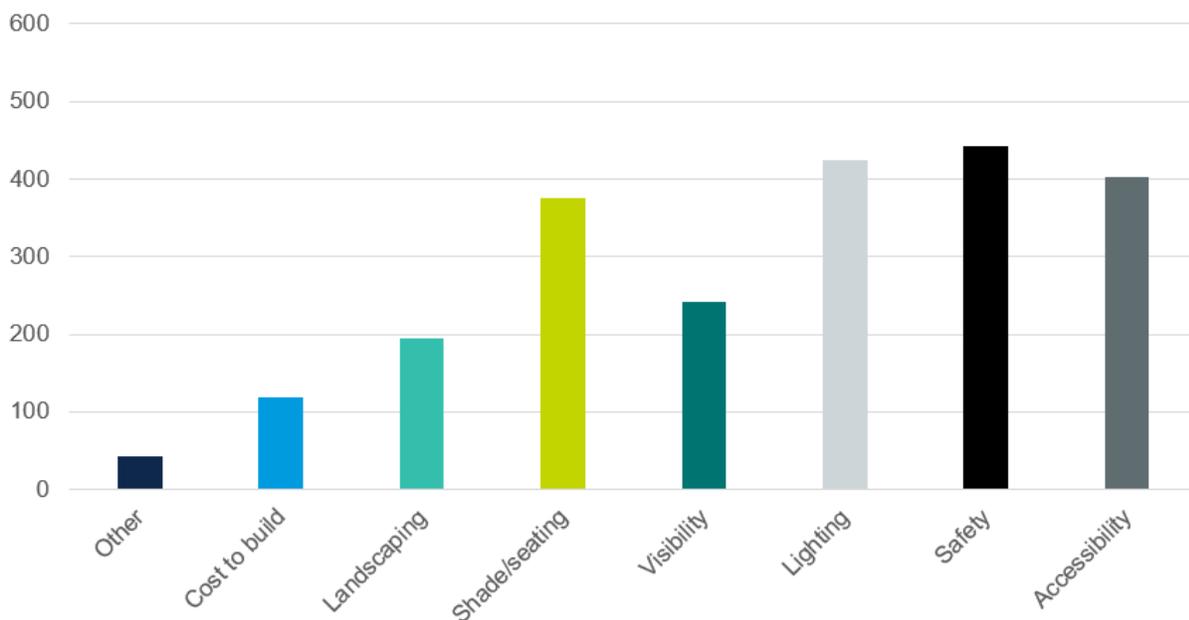
## Q6: What riding ability level is your child(ren)?

Participants that chose "other" indicated their children are toddlers.



## Q7: What are important priorities to consider for designing a potential skate park? Choose five.

Participants that chose "other" provided proximity to roadway, skill set areas, and builder experience as important priorities.



## Q8: Do you have any other feedback? Please be as detailed as possible.

Residents could provide final feedback and ideas through this open-ended question. Several skate park elements and/or sentiment were consistently mentioned, including but not limited to:

- Great idea;
- Location;
- High need;
- Spray Park;
- Accessibility issues to other community amenities;
- Low amenity and recreation opportunities in Gregoire;
- Garbage cans;
- Vandalism/noise safety;
- Fiscally responsibility; and
- Reputable builder.

## NEXT STEPS

The Regional Municipality of Wood Buffalo (RMWB) would like to thank participants for their valuable input. Engagement findings, along with site evaluation, maintenance requirements, and costs will be in the Council report to help determine next steps. At this time, this potential project is in a very early phase. The decision to develop or fund the project has not been confirmed.

Residents who subscribe to Participate Wood Buffalo will receive an email update when this report goes to Council. Visit [rmwb.ca/participate](https://rmwb.ca/participate) to subscribe.





**WHAT WE HEARD ABOUT  
GREGOIRE SKATE PARK**

*Public Works*  
*June 12 – July 9, 2023*

By Megan Langille | [megan.langille@rmwb.ca](mailto:megan.langille@rmwb.ca)  
October 13, 2023