



Volume 2:
Edson and Area
Community Services
Strategic Plan

Survey Analysis Report

July 31, 2017

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A. Introduction

As a component of the Edson and Area Community Services Strategic Plan project, an online survey was established to engage the public in Yellowhead County and in the Town of Edson. The intention of the survey was to gather public opinion and feedback that would form a major part of the “comprehensive assessment of residents’ needs,” addressing the four focus areas:

1. Parks and Recreation
2. Arts and Culture
3. Museums and Archives
4. Library Services

Conducted in Survey Monkey, the survey provided an open and anonymous forum for identifying resident usage of facilities and programs in the four areas, as well as suggestions for sources and allocations of future funds. The results are representative of the respondents. Results cannot be interpreted statistically at the county or town population level.

This second volume of the Edson and Area Community Services Strategic Plan is supplementary to the first volume. A summary of this report is provided in Section 2.0 Resident Survey of Volume 1. The detailed analysis that was completed on the results of the online survey is provided below.



B. Survey Design

The web-based survey was intended to reach as many citizens of the Edson area as possible. It was placed on both municipal websites, and all communications activities asked interested individuals to complete the survey.

The survey was designed to provide three types of information:

- Facility and program usage, including demographics of the users;
- Preferred places for future investment; and
- Suggestions for funding this investment.

The survey was a household survey; that is, one survey would be completed per household. Respondents were asked to give their postal codes, and this data was used as an approximation of the volume of responses from the County and the Town¹. *

Seven hundred eighty-nine surveys were completed, which is a very positive response rate. Five hundred fifty-four were from the Town of Edson, and 226 from the County. Nine were from outside the two municipalities or unidentifiable.

The survey was designed for use on SurveyMonkey, and initial analytic data was received directly from Survey Monkey.

¹ Some county households have mailboxes in the Town of Edson, so this calculation is useful as an indication, but is not statistically accurate.

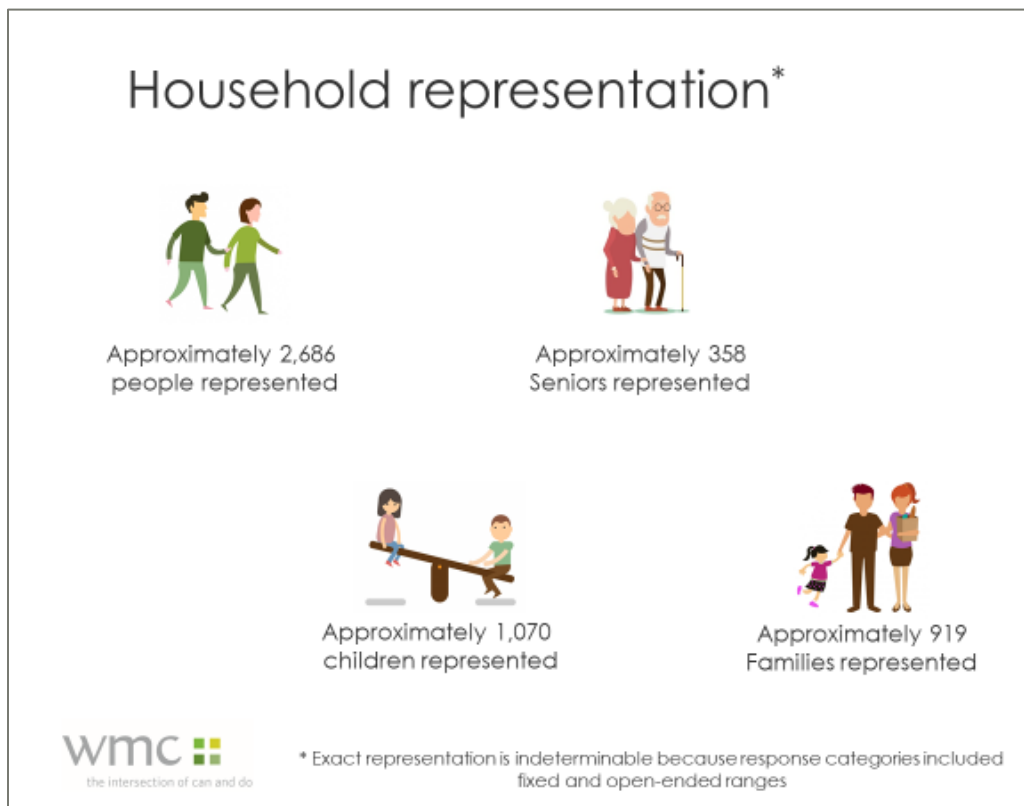
C. Respondent Demographics

C.1 Town or County

Five hundred fifty-four responses were identified as coming from the Town of Edson, while 226 responses were from Yellowhead County. This represents an approximate Town to County postal code representation ratio of 5 to 2. However, as noted above, the County number under-represented since several County residents have town mailboxes, and therefore, town postal codes.

C.2 Number of Respondents

A calculation based on reported numbers provided the following analysis of the approximate number and groupings of people represented in the survey results:





For more information regarding the demographics, please see Appendix 1.

D. Respondent Use of Activities, Facilities and Services

One of the key desired outcomes from the survey was reported use of facilities and programs. Participants were asked to respond in the areas of Recreation Activities; Recreation Facilities; and Library, Cultural and Historical Facilities. A high-level summary is provided below.

Our analysis led to the generation of a comparative statistic that provides an approximate representation of the monthly usage of the respondents that do participate in the activity. More detail on this calculation is in Appendix 2.

D.1 Reported Attendance at Library, Cultural and Historical Facilities

Arts & Culture Services					
Facility	# of Households (% Town / % County)	# of People	Est. Monthly Usage		
 Edson & District Public Library	477 (72/27) 	1,256 	3,323 		
 RED BRICK ARTS CENTRE AND MUSEUM	457 (73/26) 	1,122 	1,411 		
 Galloway Station Museum & Travel Centre	272 (72/26) 	690 	639 		
 CRAFTS CENTRE	81 (70/28) 	143 	198 		
 Niton Public Library	25 (32/68) 	56 	172 		

The highest attendance rates were reported for the following (in order):

1. Edson Public Library

- Calculated monthly usage: 3,323
- Respondents: 477
- Household members: 1,256
- Average usage response: 2.46

2. **Red Brick Arts Centre and Museum**
(Chautauqua performances/school plays/concerts in the theatre)

- Calculated monthly usage: 1,411
- Respondents: 457
- Household members: 1,122
- Average usage response: 1.81

3. **Galloway Station Museum**

- Calculated monthly usage: 639
- Respondents: 272
- Household members: 690
- Average usage response: 1.56

















4. **Craft Centre**
(Potter's Guild located in the Edson Library)

- Calculated monthly usage: 198
- Respondents: 81
- Household members: 143
- Average usage response: 1.38

5. **Niton Library**

- Calculated monthly usage: 172
- Respondents: 25
- Household members: 56
- Average usage response: 2.63

D.2 Reported Participation in Recreational Activities

Facility	# of Households (% Town / % County)	# of People	Monthly Frequency
	506 (67/32) 	1,404 	4,978 
	238 (71/28) 	477 	4,807 
	232 (69/31) 	485 	3,876 
	267 (75/24) 	584 	1,844 

The highest participation rates were reported for the following (in order):

1. Swimming

- Calculated monthly usage: 4,978
- Respondents: 506
- Household members: 1,404
- Average usage response: 2.82

2. Hockey

- Calculated monthly usage: 4,807
- Respondents: 238
- Household members: 477
- Average usage response: 3.61

3. Baseball/Softball/Slow Pitch

- Calculated monthly usage: 3,876
- Respondents: 232
- Household members: 485
- Average usage response: 3.40

4. Golf

- Calculated monthly usage: 1,844
- Respondents: 267
- Household members: 584
- Average usage response: 2.66

Walking and Cycling had high frequency of mentions through the 'Other' category and the open-ended questions.

D.3 Reported Attendance at Recreation Facilities

Rec Facilities – Top Responses					
Facility	# of Households (% Town / % County)	# of People	Est. Monthly Usage		
	561 (70/30) 	1,648 	7,896 		
	487 (73/26) 	1,477 	3,668 		
Kinsmen Spray Park 	354 (68/31) 	943 	3,296 		
Edson OUTDOOR ICE RINK 	257 (74/26) 	752 	2,000 		
	298 (76/24) 	663 	1,951 		

The highest attendance rates were reported for the following (in order):

1. Repsol Place (hockey, skating, swimming)

- Calculated monthly usage: 7,896
- Respondents: 561
- Household members: 1,648
- Average usage response: 3.08

2. Wilmore Park

- Calculated monthly usage: 3,668
- Respondents: 487
- Household members: 1,477
- Average usage response: 2.39

3. Kinsmen Spray Park

- Calculated monthly usage: 3,296
- Respondents: 354
- Household members: 943
- Average usage response: 2.8

4. Edson Outdoor Skating Rinks

- Calculated monthly usage: 2,000
- Respondents: 4257
- Household members: 752
- Average usage response: 2.46

5. Edson Golf Course

- Calculated monthly usage: 1,951
- Respondents: 298
- Household members: 663
- Average usage response: 2.58

As seen in each category, our analysis lead to a calculation used to approximate the number of days a household reported attendance in a facility or participation in an activity during an in-season month for the purposes of comparing usage across all responses (see Appendix 2, 3 and 4 for more information).

E. Respondent Priorities for Expansion or Development

Respondents were asked to identify their top three priorities for expansion and/or development.

E.1 Key Word Analysis

A sample of Priority One responses are shown below; the bolded words were selected for use in the key word analysis.

- “New swimming **pool**”
- “Getting an **indoor** arena that provides proper **facilities** (washrooms) and spectator seating”
- “**Fieldhouse**”
- “More **arts** culture activities, shows and courses.”
- “Sports **facility** like Allen Jean Centre in Whitecourt”
- “Swimming **pool**”
- “Multiplex /**fieldhouse**”
- “Performing **arts** centre”
- “Modernization of **facilities**. Clean energy with more green products or recycled materials used in the buildings and **facilities**. Futuristic and cutting edge.”

For each mention as a number one priority, the key word was given a weight of three points. Each priority two mention was given a weight of two, and each priority three mention, given a weight of one. An analysis of the responses showed the following trending areas (in order).

Key Word Indicator	Weighted Score
Indoor	397
Pool	369
Arts	338
Field House	310
Facility/Facilities	288
Theater/Stage	275
Trails	251
Library	195
Recreation	176
Park	171

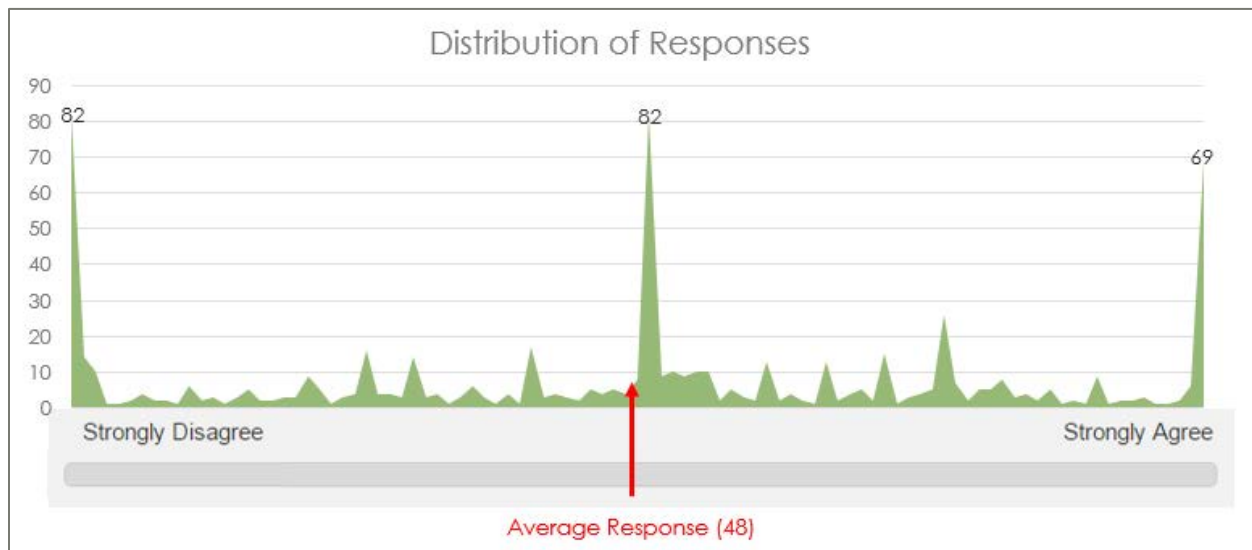
See Appendix 5 for the list of key words/phrases and sample responses for each priority.

F. Respondent Suggestions for Funding Sources

Respondents were asked about how expansion and development priorities should be funded by indicating their level of agreement/disagreement on a sliding scale. Their responses are charted below.

F.1 Property Taxes

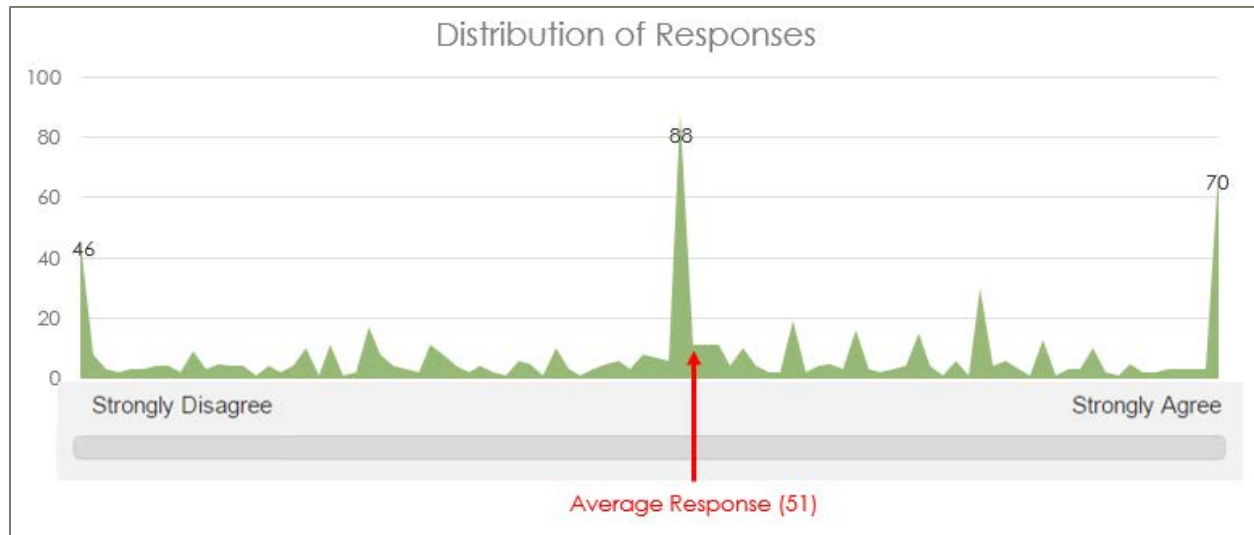
“Do you agree that increased property taxes should be used to pay for your expansion or development priorities?”



Of the 678 respondents, 385 responded as Neutral (50) or some level of agreement (51-100), equating to 57% of responses.

F.2 User Fees and Charges

“Do you agree that increased fees and charges should be used to pay for your expansion or development priorities?”



Of the 665 respondents, 399 responded as Neutral (50) or some level of agreement (51-100), equating to 60% of responses.

F.3 Suggestions

Respondents were asked for their additional suggestions about how to pay for increased investment in community service facilities.

There was a wide variety of responses to this question, many of which refer to the need to seek grants from other orders of government, sponsorships from industries, municipal tax increases and community fundraising.

A common theme was the need for the two municipalities to work together collaboratively and use resources for the benefit of all citizens of the region.

A full listing of the comments is in Appendix 5.

APPENDIX 1: DEMOGRAPHIC DATA AND CALCULATIONS



Appendix 1: Demographic Data and Calculations

Question 1

Please provide the six-character postal code for your household.

Each unique postal code was entered into the Canada Post address finder. The geographic response distribution was as follows:

1. 554 from Town of Edson²
2. 226 from Yellowhead County
3. 7 from other municipalities
 - 2 from Hinton
 - 1 from Lac Ste. Anne
 - 2 from Spruce Grove
 - 1 from Drayton Valley
 - 1 from Mayerthorpe
4. 2 unknowns³

There were two incorrectly typed postal codes, which were adjusted as follows:

- TOE1NO = T0E1N0 (Mayerthorpe) – assumed that the Os were meant to be zeros
- T73 1H3 = T7E 1H3 (Edson) – assumed to be a typo, entering '3' instead of 'E'

Question 2

How many people reside permanently in your household?

Answer Choices	Responses	
1 to 3	54.72%	429
4 to 6	43.62%	342
7 to 10	1.53%	12
10+	0.13%	1
Total		784

'Approximate number of people' calculation assumptions:

- 1 to 3: treated as 2
- 4 to 6: treated as 5
- 10+: treated as 11
- 5 skipped responses: treated as 1

² This could include County residents that still pick up mail from in town.

³ Entered as X1X 1X1, which was provided in the survey as the example of the acceptable standard for a postal code.

Question 3

How many families are represented in your household?

Answer Choices	Responses	
0	1.41%	11
1	88.36%	691
2	5.24%	41
3	1.28%	10
4+	3.71%	29
Total		782

'Approximate number of families' calculation assumptions:

- 4+: treated as 4
- 7 skipped responses: treated as 0

Question 4

How many senior citizens over the age of 55 live in your household?^{4*}

Answer Choices	Responses	
0	70.64%	551
1 to 2	28.85%	225
3 to 5	0.26%	2
6+	0.26%	2
Total		780

'Approximate number of senior citizens' calculation assumptions:

- 1 to 2: treated as 1.5
- 3 to 5: treated as 4
- 6+: treated as 6
- 9 skipped responses: treated as 0

⁴ Statistics Canada defines a senior as a person who is 55 years of age or older.

Question 5

How many dependent children live in your household?

	0	1	2	3	4	5	6	Total
0 to 4 years old	64.55% 275	22.54% 96	11.79% 51	0.94% 4	0	0	0	426
5 to 9 years old	55.48% 233	29.52% 124	12.62% 53	1.43% 6	0.48% 2	0.24% 1	0.24% 1	420
10 to 15 years old	49.89% 225	29.49% 133	16.19% 73	4.21% 19	0.22% 1	0	0	451
16 to 24 years old	57.11% 225	28.68% 113	9.90% 39	2.79% 11	0.76% 3	0.25% 1	0.51% 2	391

'Approximate number of children' calculation assumptions:

- 6: treated as 6 even though a respondent may have chosen it to represent more children as there is no option for indicating more than 6
- 66 skipped responses: treated as 0

APPENDIX 2: RECREATION SERVICES DATA AND CALCULATIONS



Appendix 2: Recreation Services Data and Calculations

Question 6

Which recreational activities do members of your household participate in during each applicable season?

Answer Choices	Responses	
Swimming	65.29%	506
Other (please specify)	42.97%	333
Golf	34.45%	267
Hockey	30.71%	238
Baseball/Softball/ Slow Pitch	29.94%	232
Soccer	27.87%	216
Tennis/Pickleball	14.19%	110
None of the above	14.06%	109
Curling	13.16%	102
Figure Skating	6.06%	47
Total		775

Question 7

Please use the box below to add additional high frequency activities not listed above.

371 respondents provided a response. The following table identifies the top words or phrases

Note: analysis did not account for misspelled words and does not provide context for words or phrases.

Words/Phrases	Responses	
Walking	19.68%	73
Biking	17.25%	64
Trails	12.40%	46
Running	11.59%	43
Cross Country Skiing	7.28%	27
Basketball	7.28%	27
Drama	6.20%	23
Camping	5.66%	21
Dance	5.39%	20
Theatre	5.12%	19
Arts	4.85%	18
Riding	4.58%	17
Snow Shoeing	2.96%	11
Library	2.96%	11
Yoga	2.43%	9
Bowling	2.16%	8
Edson	2.16%	8
Red Brick	1.89%	7
Exercise Classes	1.89%	7
Fishing	1.89%	7

Words/Phrases	Responses	
Skating	1.89%	7
Barrel Racing	1.62%	6
Snowboarding	1.35%	5
Horse	1.08%	4
Play	1.08%	4
Rugby	1.08%	4
Jogging	0.81%	3
Taekwondo	0.81%	3

Sample responses:

- “**Walking trails** and town sidewalks daily. Willmore **trails** and Horseback ski **trails**”
- “**Hiking**”
- “**Hiking** and **biking** on the Edson **trail** system in town and at Willmore Park. **Cross country skiing** at Hornbeck ski **trails**.”
- “**Cross country skiing, biking, walking, gymnastics**”
- “**Running, Biking**”
- “**Walking trails**”
- “Red Brick. We NEED a proper theatre to accommodate the proven **drama** theatre productions and their audiences.”
- “Gym facilities and indoor **walking** facilities. I drive 3 days a week to spruce grove to use their facilities”
- “**Walking** on home exercise equipment”
- “Junior High **Basketball** and Drama Senior High **Drama**”

Note: there are a number of comments regarding arts and culture recreation, which may be do to the lack of understanding/communication that the survey contains specific questions about arts and culture later on.

Question 8

Please feel free to add a comment or additional information.

130 respondents provided a response. These were the top words or phrases

Note: analysis did not account for misspelled words and does not provide context for words or phrases.

Words/Phrases	Responses	
Walking	20.77%	27
Indoor	15.38%	20
Town	13.08%	17
Activities	10.77%	14
Facility	10%	13
New Theatre	8.46%	11
Love	8.46%	11
Pool	6.92%	9
Field House	4.62%	6
Park	4.62%	6
Year Round	3.85%	5
Courts	3.85%	5
Library	3.08%	4
Running Track	2.31%	3
Arts and Culture	2.31%	3
Red	2.31%	3
Shoot Hoops	1.54%	2
Curling Rink	1.54%	2
Inside Track	1.54%	2
Life	1.54%	2
Services	1.54%	2
Bring	1.54%	2
Dogs	1.54%	2
Drama	1.54%	2
Local	1.54%	2
Option	1.54%	2
Theater	1.54%	2
Yellowhead	1.54%	2

Sample responses:

- “Edson would really benefit from something where the kids can play and the adults can mingle. **Indoor** play centre would be perfect”
- “Need more **indoor facilities** for basketball, volleyball, badminton on a drop in daily basis. Would also likely have 3 kids playing **indoor** soccer if **facility** existed”
- “Feel a strong need for more **indoor activities** to promote healthy active lifestyles for all ages during the many winter months”

- “There is no place to **walk** or run in winter or any months that you can't get out side. Any one who needs rehab doesn't have a place to use. As seniors were tired of sitting around and need to be more active year round. Some sort of physical **activity** gives you a better quality of life and a longer life span. The youth in the community need a place to go all year round with extended hours. A multi use recreational facility will attract and retain families in our **town.**”
- “We are very pleased with the number of **activities** our community offers!”

Question 9

How many household members use each of the recreational services you selected?

	1	2	3	4	5+	Total
Swimming	17.27%	28.31%	19.68%	24.70%	10.04%	498
	86	141	98	123	50	
Tennis/Pickleball	22.22%	33.33%	18.52%	21.30%	4.63%	108
	24	36	20	23	5	
Other	23.59%	39.20%	15.95%	12.62%	8.64%	301
	71	118	48	38	26	
Golf	26.89%	42.05%	16.29%	12.50%	2.27%	264
	71	111	43	33	6	
Baseball/Softball/ Slow Pitch	32.75%	39.30%	15.28%	8.73%	3.93%	229
	75	90	35	20	9	
Hockey	45.06%	27.90%	16.74%	6.87%	3.43%	223
	105	65	39	16	8	
Soccer	43.06%	38.28%	11.48%	4.31%	8.87%	209
	90	80	24	9	6	
Figure Skating	51.11%	35.56%	8.89%	4.44%	0	45
	23	16	4	2		
Curling	51.49%	39.60%	5.94%	0.99%	1.98%	101
	52	40	6	1	2	
None of the above	0	0	0	0	0	0

‘Approximate household members’ calculation assumptions:

- 5+: treated as 5

Question 10

Please estimate the number of times the selected recreational services are used by your household during each applicable season.

	Every day	Several times/wk	Monthly	Several times/mo	Infrequently	Total
Curling	0	23.47% 23	13.27% 13	42.86% 42	20.41% 20	98
Baseball/Softball/ Slow Pitch	0.88% 2	64.91% 148	3.95% 9	18.86% 43	11.40% 26	228
Hockey	8.19% 19	65.95% 153	6.47% 15	12.93% 30	6.47% 15	232
Figure Skating	8.89% 4	46.67% 21	20.00% 9	15.56% 7	8.89% 4	45
Golf	4.21% 11	26.44% 69	26.44% 69	21.84% 57	21.07% 55	261
Soccer	4.29% 9	69.52% 146	8.10% 17	10.95% 23	7.14% 15	210
Swimming	3.64% 18	31.92% 158	30.30% 150	20.61% 102	13.54% 67	495
Tennis/Pickleball	0	30.28% 33	29.36% 32	22.02% 24	18.35% 20	109
None of the above	0	0	0	0	0	0
Other	13.71% 41	55.85% 167	6.02% 18	21.07% 63	3.34% 10	229

'Average usage' calculation assumptions:

- Everyday: treated as 5
- Several times/wk: treated as a 4
- Several times/mo: treated as a 3
- Monthly: treated as a 2
- Infrequently: treated as a 1

'Calculated monthly usage' calculation assumptions:

- Convert the above usage into a conceptual monthly usage by calculating its linear trend with the two closest categories as follows:
 - Everyday (5): treated as 30 uses per month
 - Several times/wk (4): treated as 14 uses per month
 - Several times/mo (3): treated as 4 uses per month
 - Monthly (2): treated as 1.5 uses per month
 - Infrequently (1): treated as 0.2 uses per month

Example: where the usage is 4.84, the calculated linear trend uses the known data points of (4, 14) and (5, 30), resulting in a monthly usage of 27.41 days per month.

APPENDIX 3: RECREATION FACILITIES DATA AND CALCULATIONS



Appendix 3: Recreation Facilities Data and Calculations

Question 11

Which of the following facilities are used by your household during each applicable season?
Check all that apply.

Answer Choices	Responses	
Boys & Girls Club	11.47%	88
Edson Pumptrack	10.82%	83
Edson Golf Course	38.8%	298
Kinsmen Spray Park	46.15%	354
Edson Outdoor Skating Rinks	33.51%	257
Skateboard Park	13.82%	106
Tennis/Pickleball Courts	17.34%	133
Recreation Complex/ Curling Rink	22.69%	174
Repsol Place (hockey, skating, swimming)	73.14%	561
Wilmore Park	63.49%	487
Fulham Rink	3.78%	29
Green Grove (Niton) pool	16.30%	125
Mackay Rink	0.39%	3
Marlboro Rink	1.56%	12
Niton Rink	3.26%	25
Niton Pumptrack	3.65%	28
Peers Multiplex	9.26%	71
Robb Multiplex	1.30%	10
Robb Rink	1.56%	12
None of the above	6.52%	50
Other	19.30%	148
Total		767

Question 12

Please use the box below to add additional highly used facilities not listed above.

207 respondents provided a response. These were the top words or phrases (note: analysis did not account for misspelled words and does not provide context for words or phrases).

Words/Phrases	Responses	
Trails	23.19%	48
Red Brick	20.77%	43
Park	7.73%	16
Edson Public Library	5.31%	11
Facility	4.83%	10
School Gyms	4.35%	9
Rodeo Grounds	2.42%	5
Ball Diamonds	1.93%	4
Yellowhead Ag Society	1.93%	4
FCSS	1.93%	4
Gymnastics Club	1.45%	3
Indoor Riding Arena	1.45%	3
Drama	1.45%	3
Volleyball	1.45%	3
Rec	1.45%	3
Jean Miller	0.97%	2
Bowling Alley	0.97%	2
Ski Area	0.97%	2
Yoga Studio	0.97%	2
Pine Grove School	0.97%	2
Rugby Field	0.97%	2
Alpine	0.97%	2
Bike	0.97%	2
Hall	0.97%	2
Private	0.97%	2
Repsol	0.97%	2

Sample responses:

- **“Edson Library”**
- **“Red Brick Arts Center”**

- “walking **trail** around town”
- “**Library** Cross country ski **trails**”
- “Kinsmen Vision **Park**”
- “Wilmore **park trails**”
- “In-town walking **trails**; Centennial **Park**”
- “We travel to the rec center in Whitecourt monthly to use the **facility**. it is a well rounded **facility** with activities a whole family can participate in.”

Note: although it isn't evident in the top words/phrases, there are multiple references to the Allen & Jean Miller Centre (multiplex) in Whitecourt.

Question 13

Please feel free to add a comment or additional information.

75 respondents provided a response. These were the top words or phrases (note: analysis did not account for misspelled words and does not provide context for words or phrases).

Words/Phrases	Responses	
Edson	22.67%	17
Facility	20%	15
Town	12%	9
New Theatre	10.67%	8
Library	10.67%	8
Park	9.33%	7
School	8%	6
Nice	6.67%	5
Community	5.33%	4
Place	5.33%	4
Trails	5.33%	4
Rink	5.33%	4
Field House	4%	3
Basketball	4%	3
Wish	4%	3
New Theater	2.67%	2
Boys and Girls Club	2.67%	2
Rec	2.67%	2
Enjoy	2.67%	2
Exercise	2.67%	2
Indoor	2.67%	2

Words/Phrases	Responses	
Multiplex	2.67%	2
Ski	2.67%	2
Water	2.67%	2

Sample responses:

- "It is time for a **new theatre** in **Edson**"
- "More multiple use rece **facilities** for spots and swimming are again badly needed"
- "We need a bigger **library**"
- "More running/biking trails around **town** and connecting out of town to Wilmore etc. would be great"
- "Many options not listed here, why are so many **facilities** left out?"
- "A **theatre** is something that would benefit the community"
- "A field house would benefit all residents of **Edson**. Would have more inside activities for kids (everyone actually) when school is out, bad weather etc. Having an indoor soccer pitch (soccer, lacrosse) gymnasium (basketball, volleyball etc), walking track for walkers/runners in bad weather or when their family members are busy at the **facility**..."

Question 14

How many household members use the facilities you selected?

	1	2	3	4	5+	Total
Boys & Girls Club	42.24%	36.47%	14.12%	5.88%	1.18%	85
	36	31	12	5	1	
Edson Pumptrack	26.25%	46.25%	18.75%	8.75%	0	80
	21	37	15	7		
Edson Golf Course	23.99%	44.93%	16.55%	12.16%	2.36%	296
	71	133	49	36	7	
Kinsmen Spray Park	15.90%	34.68%	20.23%	19.36%	9.83%	346
	55	120	70	67	34	
Edson Outdoor Skating Rinks	14.62%	26.09%	20.95%	24.11%	14.23%	253
	37	66	53	61	36	
Skateboard Park	31.07%	46.60%	13.59%	5.83%	2.91%	103
	32	48	14	6	3	
Tennis/Pickleball Courts	16.67%	37.12%	21.21%	18.94%	6.06%	132
	22	49	28	25	8	
Recreation Complex/ Curling Rink	29.65%	46.51%	8.72%	11.63%	3.49%	172
	51	80	15	20	6	

	1	2	3	4	5+	Total
Repsol Place (hockey, skating, swimming)	15.16% 84	25.45% 141	20.40% 113	24.73% 137	14.26% 79	554
Wilmore Park	10.88% 52	28.87% 138	16.32% 78	28.24% 135	15.69% 75	478
Fulham Rink	25.00% 7	17.86% 5	17.86% 5	21.43% 6	17.86% 5	28
Green Grove (Niton) pool	11.48% 14	19.67% 24	23.77% 29	21.31% 26	23.77% 29	122
Mackay Rink	66.67% 2	33.33% 1	0	0	0	3
Marlboro Rink	20.00% 2	30.00% 3	10.00% 1	10.00% 1	30.00% 3	10
Niton Rink	7.41% 2	51.85% 14	22.22% 6	18.52% 5	0	23
Niton Pumptrack	7.41% 2	51.85% 14	22.22% 6	18.52% 5	0	27
Peers Multiplex	22.39% 15	46.27% 31	14.93% 10	11.94% 8	4.48% 3	67
Robb Multiplex	22.22% 2	22.22% 2	22.22% 2	22.22% 2	11.11% 1	9
Robb Rink	25.00% 3	33.33% 4	8.33% 1	25.00% 3	8.33% 1	12
None of the above	0	0	0	0	0	0
Other	16.90% 24	36.62% 52	16.90% 24	16.90% 24	12.68% 18	142

Approximate household members – calculation logic:

- 5+: treated as 5

Question 15

Please estimate how many times your household uses the facilities during each applicable season.

	Every day	Several times/wk	Monthly	Several times/mo	Infrequently	Total
Kinsmen Spray Park	1.15% 4	27.38% 95	22.77% 79	35.16% 122	13.54% 47	347
Edson Outdoor Skating Rinks	0.40% 1	18.65% 47	32.14% 81	27.38% 69	21.43% 54	102
Skateboard Park	1.96% 2	32.35% 33	23.53% 24	24.51% 25	17.65% 18	102
Tennis/Pickleball Courts	0	25.38% 33	35.38% 46	22.31% 29	16.92% 22	130

	Every day	Several times/wk	Monthly	Several times/mo	Infrequently	Total
Recreation Complex/ Curling Rink	0.59% 1	20.12% 34	18.34% 31	30.18% 51	30.77% 52	169
Repsol Place (hockey, skating, swimming)	7.91% 44	37.95% 211	16.01% 89	23.20% 129	14.93% 83	556
Wilmore Park	1.26% 6	17.15% 82	30.54% 146	26.15% 125	24.90% 119	478
Fulham Rink	0	11.11% 3	29.63% 8	18.52% 5	40.74% 11	27
Green Grove (Niton) pool	0.82% 1	10.66% 13	29.51% 36	22.95% 28	36.07% 44	122
Mackay Rink	0	0	0	66.67% 2	33.33% 1	3
Marlboro Rink	0	10.00% 1	20.00% 2	40.00% 4	30.00% 3	10
Niton Rink	0	8.33% 2	33.33% 8	25.00% 6	33.33% 9	24
Niton Pumptrack	0	11.11% 3	33.33% 9	22.22% 6	33.33% 9	27
Peers Multiplex	0	4.48% 3	20.90% 14	8.96% 6	65.67% 44	67
Robb Multiplex	10.00% 1	20.00% 2	30.00% 3	10.00% 1	30.00% 3	10
Robb Rink	8.33% 1	0	33.33% 4	8.33% 1	50.00% 6	12
None of the above	0	0	0	0	0	0
Other	8.45% 12	42.96% 61	17.61% 25	20.42% 29	10.56% 15	142

'Average usage' calculation assumptions:

- Everyday: treated as 5
- Several times/wk: treated as a 4
- Several times/mo: treated as a 3
- Monthly: treated as a 2
- Infrequently: treated as a 1

'Calculated monthly usage' calculation assumptions:

- Convert the above usage (weighted average) into monthly usage by calculating its linear trend with the two closest categories as follows:
 - Everyday (5): treated as 30 uses per month
 - Several times/wk (4): treated as 14 uses per month
 - Several times/mo (3): treated as 4 uses per month
 - Monthly (2): treated as 1.5 uses per month
 - Infrequently (1): treated as 0.2 uses per month

Example: where the weighted average is 3.08, the calculated linear trend uses the known data points of (3, 4) and (4, 14), resulting in a monthly usage of 4.79 days per month.

APPENDIX 4: ARTS & CULTURE SERVICES DATA AND CALCULATIONS



Appendix 4: Arts & Culture Services Data and Calculations

Question 16

Which of the following arts and culture services does your household use?

Answer Choices	Responses	
Edson Public Library	63.10%	477
Craft Centre (Potter's Guild located in the Edson Library)	10.71%	81
Galloway Station Museum	35.98%	272
Niton Library	3.31%	25
Red Brick Arts Centre & Museum (Chautauqua performances/school plays/concerts in the theatre)	60.45%	457
None of the above	18.39%	139
Other	4.50%	34
Total		767

Question 17

Please use the box below to add other highly attended arts and culture services not listed above.

54 respondents provided a response. These were the top words or phrases (note: analysis did not account for misspelled words and does not provide context for words or phrases).

Words / Phrases	Responses	
Park	25.93%	14
Theatre	22.22%	12
School	20.37%	11
Arts	14.81%	8
Drama	14.81%	8
Community	9.26%	5
Library	7.41%	4
Rosevear	5.56%	3
Productions	5.56%	3
Society	3.70%	2
Craft	3.70%	2
Held	3.70%	2

Sample responses:

- “Rotary Sundays in the **Park**; **school** plays; dessert **theatres**; community **theatre** plays; **school** Christmas concerts”
- “Centennial **Park**”
- “Rosevear Dinner **theatre**”
- “**Schools**”
- “**Park** activities”
- “Sundays in the **park**”
- “**School** facilities”

Question 18

Please feel free to add a comment or additional information.

67 respondents provided a response. These were the top words or phrases (note: analysis did not account for misspelled words and does not provide context for words or phrases).

Words / Phrases	Responses	
Arts	28.36%	19
New Theatre	20.90%	14
Town	17.91%	12
Library	14.93%	10
Red Brick	13.43%	9
Facility	13.43%	9
Events	10.45%	7
New Theater	4.48%	3
Concerts	4.48%	3
Hard to get Tickets	2.99%	2
Activities	2.99%	2
Big	2.99%	2
Important	2.99%	2
Local	2.99%	2
Plays	2.99%	2

Sample responses:

- "I wish there would be more **arts** and culture opportunities in Edson,"
- "The **town** of Edson should build a **new theatre**"
- "We need a **new theatre**."
- "Please do something to make the Red Brick more usable or build a **new theatre**. Not all of our family are able to see my grand daughters shows because there is never enough tickets available. Never had this issue in Athabasca."
- "Love our **library**"
- "I feel like we need a bigger dog park in **town** one that is fenced off and has walking trails that would be amazing"
- "**Arts** centre if considered must be in **town** easily accessible not something you have to drive to."
- "Participate in **arts** and cultural events with my family whenever possible."
- "It would be ideal to attach an **arts** facility to a high school, but have the ability to close it off for public use after school hours."

Question 19

How many household members use the arts and culture services you selected?

	1	2	3	4	5+	Total
Edson Public Library	25.11%	29.36%	23.83%	13.62%	8.09%	470
	118	138	112	84	38	
Craft Centre (Potter's Guild [Edson Library])	56.96%	17.72%	17.72%	2.53%	5.06%	79
	45	14	14	2	4	
Galloway Station Museum	18.18%	38.64%	15.53%	18.94%	8.71%	264
	48	102	41	50	23	
Niton Library	29.17%	37.50%	16.67%	4.17%	12.50%	24
	7	9	4	1	3	
Red Brick Arts Centre & Museum (Chautauqua performances/ school plays/concerts in the theatre)	20.04%	39.87%	16.26%	17.82%	6.01%	449
	90	179	73	80	27	
None of the above	0	0	0	0	0	0
Other	12.90%	25.81%	19.35%	16.13%	25.81%	31
	4	8	6	5	8	

'Approximate household members' calculation assumptions:

- 5+: treated as 5

Question 20

Please estimate how many times your household uses arts and culture services.

	Every day	Several times/wk	Monthly	Several times/mo	Infrequently	Total
Niton Library	8.33% 2	25.00% 6	20.83% 5	16.67% 4	29.17% 7	24
Red Brick Arts Centre & Museum (Chautauqua performances/ school plays/ concerts in the theatre)	1.33% 6	6.87% 31	29.71% 134	12.86% 58	49.22% 222	451
None of the above	0	0	0	0	0	0
Other	10.00% 3	13.33% 4	33.33% 10	16.67% 5	26.67% 8	30

'Average usage' calculation assumptions:

- Everyday: treated as 5
- Several times/wk: treated as a 4
- Several times/mo: treated as a 3
- Monthly: treated as a 2
- Infrequently: treated as a 1

'Calculated monthly usage' calculation assumptions:

- Convert the above usage (weighted average) into monthly usage by calculating its linear trend with the two closest categories as follows:
 - Everyday (5): treated as 30 uses per month
 - Several times/wk (4): treated as 14 uses per month
 - Several times/mo (3): treated as 4 uses per month
 - Monthly (2): treated as 1.5 uses per month
 - Infrequently (1): treated as 0.2 uses per month

Example: where the weighted average is 2.63, the calculated linear trend uses the known data points of (2, 1.5) and (3, 4), resulting in a monthly usage of 3.06 days per month.

APPENDIX 5: PRIORITIES AND REVENUE SOURCES



Appendix 5: Priorities and Revenue Sources

Question 21

Thinking about the community as a whole, what are your three highest priorities for expansion or development?

Priority #1	Priority #2	Priority #3
83 – Field House	65 – Indoor	39 – Indoor
77 – Pool	58 – Trails	36 – Park
76 – Indoor	52 – Pool	36 – Trails
76 – Arts	40 – Arts	34 – Pool
59 – Facility	40 – Facility	31 – Facilities
55 – Theater	36 – Park	30 – Arts
42 – Recreation	35 – Theatre	25 – Library
36 – Library	31 – Library	24 – Theatre
33 – Trails	25 – Activities	24 – Centre
21 – Park	24 – Field House	17 – Town
19 – Arena	22 – Walking Track	13 – Field House
18 – Repsol Place	19 – Recreation	13 – Road
17 – Activities	13 – Town	13 – Activities
12 – Red Brick	11 – Arena	12 – Recreation
12 – Rink	10 – Gym	10 – Rinks
12 – Kids	10 – Sports	9 – Arena
11 – Community	9 – Kids	9 – Family
11 – Rec	8 – Repsol Place	8 – Repsol Place
8 – Roads	7 – Theater	8 – Running Track
4 – Sports Complex	7 – Courts	8 – Winter
	7 – Family	6 – Services
	5 – Rec Complex	6 – Programs
	5 – Programs	4 – Rec Complex
	4 – Youth Centre	4 – Soccer Fields
	2 – Rec Centre	4 – Courts
		2 – New Stage

Sample responses – Priority #1:

- “New swimming **pool**”
- “Getting an **indoor** arena that provides proper **facilities** (washrooms) and spectator seating”
- “**Field house**”
- “More **arts** culture activities, shows and courses.”
- “Sports **facility** like Allen Jean Centre in Whitecourt”
- “Swimming **pool**”
- “Multiplex /**field house**”
- “Performing **arts** centre”

- “Modernization of **facilities**. Clean energy with more green products or recycled materials used in the buildings and **facilities**. Futuristic and cutting edge.”

Sample responses – Priority #2:

- “Swimming **pool** upgrade”
- “**Indoor** walking track”
- “Riding **Trails**”
- “New Performing **Arts Facility**”
- “Performing **arts**”
- “**Indoor facilities** activities in winter”
- “more **trails** around town”
- “Larger Swimming **pool**”
- “update the **pool**”
- “Quad **Trails**”

Sample responses – Priority #3:

- “Children's **parks**”
- “Upgraded swimming **pool**”
- “Equestrian **facilities**”
- “New Performing Arts **facility**”
- “Sports complex (running track, **indoor** soccer pitch, etc.)”
- “Town **trail** development”
- “An affordable **indoor facility** much like the Allen and Jean Miller Centre in Whitecourt”
- “Larger **facility** that can accommodate larger groups with a kitchen to hold larger events with a GOOD sound system”
- “**Indoor** playground/ jungle gym for winter use”
- “Bigger **pool** with different areas to play in”
- “More trails”

‘Top priorities’ combining assumptions:

- Priority 1: each mention given a weight of 3
- Priority 2: each mention given a weight of 2
- Priority 3: each mention given a weight of 1

For example, Field House was mentioned in each priority and so it received a combined score of 310: $3 \times 83 + 2 \times 24 + 1 \times 13$.

Top priorities (combined weight):

1. Indoor (397)
2. Pool (369)
3. Arts (338)
4. Field House (310)
5. Facility/Facilities (288)
6. Theater/Stage (275)
7. Trails (251)
8. Library (195)
9. Recreation (176)
10. Park (171)
11. Activities (147)
12. Arena / Rink / Rinks (134)
13. Kids / Community / Family / Families (110)
14. Repsol Place (78)
15. Walking Track / Running Track (52)
16. Town (43)
17. Road / Roads (37)
18. Red Brick (36)
19. Rec Complex / Sports Complex (30)
20. Centre (24)
21. Gym (20)
22. Sports (20)
23. Courts (18)
24. Programs (16)
25. Winter (8)
26. Youth Centre (8)
27. Services (6)
28. Soccer Fields (4)

Question 22

Do you agree that increased property taxes should be used to pay for your expansion or development priorities? Slide the ball to indicate your level of agreement.

Input	Count	Input	Count	Input	Count
0	82	34	3	67	4
1	14	35	6	68	5
2	10	36	3	69	2
3	1	37	1	70	15
4	1	38	4	71	1
5	2	39	1	72	3
6	4	40	17	73	4
7	2	41	3	74	5
8	2	42	4	75	26

Input	Count	Input	Count	Input	Count
9	1	43	3	76	7
10	6	44	2	77	2
11	2	45	5	78	5
12	3	46	4	79	5
13	1	47	5	80	8
14	3	48	4	81	3
15	5	49	8	83	4
16	2	50	82	84	2
17	2	51	9	85	5
18	3	52	10	86	1
19	3	53	9	87	2
20	9	54	10	88	1
21	5	55	10	90	9
22	1	56	2	91	1
23	3	57	5	92	2
24	4	58	3	93	2
25	16	59	2	95	3
26	4	60	13	96	1
27	4	61	2	97	1
29	3	62	4	98	2
30	14	63	2	99	6
31	3	64	1	100	69
32	4	65	13		
33	1	66	2		

Average Number: 48

Question 23

Do you agree that increased fees and charges should be used to pay for your expansion or development priorities? Slide the ball to indicate your level of agreement.

Input	Count	Input	Count	Input	Count
0	46	34	4	67	2
1	8	35	2	68	3
2	3	36	1	69	4
3	2	37	6	70	15
4	3	38	5	71	4
5	3	39	1	72	1
6	4	40	10	73	6
7	4	41	3	74	1
9	2	42	1	75	30
10	9	43	3	76	4
11	3	44	5	77	6

Input	Count	Input	Count	Input	Count
13	5	45	6	78	3
14	4	46	3	79	1
15	4	47	8	80	13
16	1	48	7	81	1
17	4	49	6	82	3
18	2	50	88	84	3
19	4	51	11	85	10
20	10	52	11	88	2
21	1	53	11	89	1
22	11	54	4	90	5
23	1	55	10	91	2
24	2	57	4	92	2
25	17	58	2	94	3
26	8	59	2	97	3
27	4	60	19	98	3
28	3	61	2	99	3
29	2	62	4	100	70
30	11	63	5		
31	8	64	3		
32	4	65	16		
33	2	66	3		

Average Number: 51

Question 24

Do you have additional suggestions about how to pay for expansion or development of your priorities?

388 respondents provided a response to Suggestion 1. These were the top words or phrases (note: analysis did not account for misspelled words and does not provide context for words or phrases).

Words/Phrases	Responses	
Funding	20.62%	80
Grants	13.66%	53
Taxes	11.60%	45
County	11.08%	43
Sponsorship	9.02%	35
Donations	7.22%	28
Companies	5.93%	23
Money	5.93%	23

Words/Phrases	Responses	
Pay	5.41%	21
Fees	2.84%	11
Industry	2.58%	10
Photo Radar	2.32%	9
Private	2.06%	8
Federal	1.80%	7
Development	1.55%	6
Partnerships	1.29%	5
Support	1.29%	5
Corporate Sponsors	1.03%	4
Charge	1.03%	4
Budget	1.03%	4
Contribute	1.03%	4
Programs	1.03%	4
Better Management	0.52%	2

Sample responses:

- "Government **funding**"
- "Government **Grants**"
- "Corporate **sponsorship**"
- "Increased **taxes**"
- "Municipal **taxes**"
- "private **donations**"
- "STOP RAISING OUR **TAXES!!!**"
- "Merge the town and **county**"
- "Have the **county** contribute funds as these residences do use current town facilities."
- "**Company donations**"
- "**Fund** Raising"
- "Recreation **funding**"
- "Must be multifaceted, sustainable **funding** approach"
- "Town of Edson & Yellowhead **County**"
- "Stop wasting **money** on frivolous things- like re-branding the town logo."
- "Property **taxes**"
- "Use the **money** from photo radar."

284 respondents provided a response to Suggestion 2. These were the top words or phrases (note: analysis did not account for misspelled words and does not provide context for words or phrases).

Words/Phrases	Responses	
Fund Raising	21.83%	62
Grants	17.96%	51
Donations	7.75%	22
Sponsorship	7.04%	20
Town	5.99%	17
County	5.63%	16
Taxes	5.28%	15
Facilities	3.87%	11
Support	3.17%	9
Sponsors	2.82%	8
Pay	2.46%	7
Stop	2.46%	7
Events	2.46%	7
Local	2.11%	6
Money	2.11%	6
User Fees	1.41%	4
Charge	1.41%	4
Places	1.06%	3
Rates	1.06%	3
Large Companies	1.06%	3
Big Business	0.70%	2
Provincial Government	0.70%	2
Federal Government	0.70%	2

Sample responses:

- "COMMUNITY **FUND RAISING**"
- "Giver **grants**"
- "smoking **taxes**"
- "corporate **sponsorship**"
- "Quit wasting **tax** money on crap"
- "Business **Donations**"
- "The dreaded **fundraising!**"
- "Estates willed to the **Town**"

- “Provincial and Federal **Grants**”
- “**County/Town** cost share initiatives”
- “**County** support”
- “Increase Property **Taxes**”
- “Industry support/**sponsorship**”
- “**Donations** from oilfield and other corporations”

179 respondents provided a response to Suggestion 3. These were the top words or phrases (note: analysis did not account for misspelled words and does not provide context for words or phrases).

Words/Phrases	Responses	
Donations	14.53%	26
Town	12.29%	22
Taxes	12.29%	22
Grants	11.17%	20
Fundraising	9.50%	17
Funding	8.94%	16
Fees	5.59%	10
Facilities	5.03%	9
Sponsorship	5.03%	9
Money	4.47%	8
Spending	3.35%	6
Photo Radar	2.23%	4
Partnerships	2.23%	4
Dollars	2.23%	4
Support	1.68%	3
Events	1.68%	3
Budget	1.68%	3
Local Business	1.12%	2
Ask	1.12%	2
Lottery	1.12%	2
Sell	1.12%	2
Involvement	1.12%	2
Job	1.12%	2
Reduce	1.12%	2
Services	1.12%	2
Space	1.12%	2

Sample responses:

- "County **taxes**"
- "Federal and Provincial **funding/grants**"
- "private corporation **donations**"
- "Merge the **town** and county"
- "**fees** and taxes"
- "**Fundraising** and matching provincial/federal **grants**"
- "Audit the **town** to ensure that each position is relevant. Seems like alot of facilities are over staffed. Also seems like there are to many managers."
- "Review of how **town** already spends funds"
- "crowd **funding**"
- "Usage **Fees**"
- "Corporate and individual sponsorship and **donation**"
- "**Fundraising** efforts eg. Cash raffle."
- "**Taxes**"

Question 25

Additional Comments.

185 respondents provided a response. These were the top words or phrases (note: analysis did not account for misspelled words and does not provide context for words or phrases).

Words/Phrases	Responses	
Community	28.11%	52
Edson	26.49%	49
County	16.76%	31
Taxes	16.76%	31
Arts	16.22%	30
Park	9.19%	17
Field House	8.11%	15
New Theatre	7.03%	13
Fees	6.49%	12
Library	5.95%	11
Public	4.32%	8
Trails	3.24%	6
Nice	3.24%	6
Love	3.24%	6
Lower	2.70%	5
Run	2.70%	5

Words/Phrases	Responses	
Not Interested	1.62%	3
Existing Facilities	1.08%	2
Needs Major	1.08%	2
Cut	1.08%	2
Organizations	1.08%	2
Affordable	1.08%	2
Alberta	1.08%	2
Creek	1.08%	2
Grown	1.08%	2
Month	1.08%	2
Stuff	1.08%	2
Upgraded	1.08%	2

Sample responses:

- “Not sure how I feel about **tax** increase to pay for this. I get the money needs to come from somewhere to pay for it and I am ok with that but I feel like the taxes we pay now don't get put towards good use. Like our street maybe once in a winter season gets cleaned.”
- “A new theatre would help bring culture to this society, in which this town desperately needs, look back on the first few pages. its all about sports related things. we even had places that are not in **Edson** rather then mentioning a preforming **arts** center. theatre is apart of **Edson** but not treated as such, we need to have recognition for people whom have other interest then hockey or soccer. we have one small page devoted to **arts**, and multiple devoted to sports, as a multicultural town we need to have equality for the **arts**”
- “I feel the town gets a lot of **county** money but is used in the wrong areas people need to look at the roads and finish jobs they start. Our town is shameful right now for how dirty and unkept it is. The **county** is cleaner and better kept (roads). Town is top heavy in management need more employees that care.”
- “The rec centre needs to happen if **Edson** is going to be an option for new families moving to town.”
- “**Arts** and recreation have been at odds with each other for too long in our **community**. It is time for the town to get the situation in control and make a decision. Why do we have to have one or the other? Why can't existing facilities (Red Brick **Arts** Centre and Repsol Place) be expanded to accommodate the needs and wishes of the residents?”
- “The library is filled to capacity and beyond almost every day, which suggests its importance in the enrichment of the **community**. It provides a wide range of programs and services to a

very diverse community demographic. It is very inexpensive, so less advantaged children, youth, adults and seniors can participate. It is centrally located so even those without transportation can spend time there."

- "A clear plan that seriously takes into consideration what **Edson** and area residents would like to see in their **community**. Thank you for letting our voice be heard!"
- "It is time for our **communities** (Town of **Edson** & Yellowhead **County**) work together to provide a recreational facility, **Art** Theatre Centre to enhance life in our community. Taxpayers are looking healthy life choices. Mind and body goes together."
- "Every few years, just prior to elections residents are given the opportunity to fill out a survey and attend open houses. That is all fine and good, but after awhile when it appears councils cannot agree, and the big wheel turns slowly, some of us who have been in these **communities** for 50 year or more just shake our heads and say, "what's the point." How complex is this? But here we are filling out yet another survey. We are sure we will hear from you again before election day."
- "Our town's property **taxes** seem quite high compared to other towns of comparable size."
- "Bring things to **Edson/county** such as east link park, rotary park, AA, Junior Hockey, Hinton bike trails, we drive to other **communities** to do these things stop at their restaurants, let's keep the \$ here we spent too much in peers not enough in **Edson** all Yellowhead **county** resident use **Edson** services we are one **community** Let's make decisions for **community** not personal agendas"
- "I would like to see a fieldhouse development but on the level that would be used. Talk to the actual people that would use it and place it where it would be most utilized by the **community**."