

# Burnhamthorpe Community Centre

May 2022 Public Engagement Survey:  
Key Findings and Next Steps

## **Project Overview**

The City of Mississauga is redeveloping Burnhamthorpe Community Centre to meet the needs of the community as well as improve infrastructure to address population growth and changing demographics in the area. The project will aim to serve the community through improving the quality of recreational services and implementing higher accessibility and green building standards.

## **Engagement Strategy**

The engagement campaign's goals were to create awareness of the virtual public meeting that took place on May 26, 2022 to Ward 3 residents. The virtual public meeting was undertaken specifically with an equity, diversion and inclusion lense which consisted of an engagement session and survey. Participants were asked to:

- Provide feedback on recreation programs they have participated in
- Provide feedback on items would make them feel welcome in the new community centre
- Provide feedback on barriers that limit their participation in programs
- Share programming ideas
- Share types of year-round programs they would participate in outdoors
- Provide feedback on variables that affect attendance in programs
- Barriers they face to working out
- Fitness program areas they are most interested

The engagement campaign for 5 weeks from May 25<sup>th</sup> – June 30<sup>th</sup>. The integrated engagement campaign consisted of print, social media and digital media assets which directed participants to the project page where they could access the online survey.

### **Highlights of the engagement campaign included:**

- 22,591 postcards mailed to residential homes within the Ward 3 boundary
- Email notifications were distributed to over 18,401 addresses, with an average of open rate of 50%
- 464 online surveys completed
- 64% of survey respondents were aged 18+; 35% were aged 55+
- 43,613 impressions were generated by social media posts

## Survey Questions

- How did you hear about this survey?
- Within your household, who will be using the amenities at Burnhamthorpe Community Centre?
- When travelling to the Centre(s) what modes of transportation do you use?
- What recreation programs have you and or your family previously participated in at Burnhamthorpe Community Centre?
- Community centres strive to be a place where the community feels welcome and belong. What items would make you feel welcome?
- What are some of the barriers that limit your participation to programs at Burnhamthorpe Community Centre?
- Please share any programming ideas you may have
- As we move towards expanding the outdoor recreation menu, what types of year-round programs would you participate in outdoors?
- What is most important to you in making a choice to attend programs at Burnhamthorpe Community Centre?
- Do you currently workout or participate in physical activity?
- If you DO NOT currently workout, what are barriers you face?
- What fitness program areas are you most interested in participating in at Burnhamthorpe CC

## Key Findings

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### ***How respondents heard about the survey:***

- 3% virtual public meeting
- 90% email distribution
- 4% social media
- 3% other (word of mouth, postcard)

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### ***Household use of facility:***

- 56% the entire household
- 27% one person in household
- 6% only children

- 9% attend with spouse

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***Mode of transportation to facility (respondents were asked to check all that apply):***

- 89% car
- 37% walk
- 21% bike
- 8% MiWay city bus

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***Recreational activities previously participated in:***

Themes identified in Responses;

General Programs the top activities including

- Skating and Hockey ( 144 )
- Sports Programs, including racket sports, basketball and Volleyballs (64)
- Camp Programs ( 40)
- Dance Programs ( 34)

Fitness programs included, General Fitness programs (61), Yoga (27) and Zumba (13)

While the following programs are not directly offered at the community center highlights included;

- Library Programs (26 )
- Aquatics/Swim programs at Glen forest Pool ( 53)

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***Items that would make you feel welcome (respondents asked to check all that apply):***

- 79% spaces to sit and meet
- 79% bright open spaces
- 73% flexible hours
- 71% welcoming staff
- 15% other (food availability, cleanliness)

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**Barriers that limit participation in current programs (respondents asked to check all that apply):**

- 52% program scheduled time
- 32% not sure what's available
- 35% programs not suitable for me
- 29% cost
- 10% lack of motivation
- 8% knowledge
- 6% comfort level
- 5% transportation
- 15% other (program time, programs full)

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**Program ideas:**

While many program ideas were generated that directly relate to the new amenities, including fitness and the swimming lesson/programs. Highlights included Pickleball and therapeutic programming. Along with program ideas the following themes emerged;

- Programming for all age groups, children, Youth Adults and Older Adults
- Programming at various times, early morning, late evenings, for various age groups
- Program that is sensitive to various groups, i.e., women only fitness times, multicultural programs, more programming including indigenous culture, multigenerational programming
- Special event programming that brings the community together including movie nights, community BBQ's and a variety of lecture series and workshops
- Unique ideas included some of the following
  - Tai Chi in the water
  - Theatre Production
  - Bocce Ball
  - Water Polo
  - Qi Gong
  - Henna Classes/workshop
  - Meditation

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**Types of year-round programs you would participate in (ranked):**

- Soccer/Basketball (57)
- Skating (35)
- Tennis (34)

- Walking / Hiking (25)
- Pickleball (18)
- Outdoor Fitness Classes (15)
- Hockey(Winter)/Ball Hockey(Summer) (8)
- Running/Jogging (7)

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***Most important issue in making a choice to attend programs (ranked):***

- Availability of programs, time, parking (68)
- Cost (39)
- Flexibility of hours, schedules (51)
- Location (14)

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***Current participation in physical activity:***

- 75% yes
- 25% no

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***Barriers to working out (respondents asked to check all that apply):***

- 59% time
- 39% lack of motivation
- 16% knowledge
- 16% comfort
- 4% not interested
- 24% other (childcare, cost)

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***Fitness program areas most interested in (respondents asked to check all that apply):***

- 61% fitness classes
- 42% muscle conditioning/weight training
- 41% cardio training
- 22% fitness consultations
- 26% other (swimming, yoga, pickleball, skating)

## Next Steps

We would like to thank everyone who took the time to respond to the survey. The feedback gathered from the Burnhamthorpe Community Centre engagement in combination with the [City's 2019 Recreational Master plan](#) will inform the programs, services and amenities, which will be incorporated in to the facility designs.

View the project gallery and stay up to date by visiting the [project website](#).  
To be notified of future engagement opportunities, please email [burnhamthorpe.redevelop@mississauga.ca](mailto:burnhamthorpe.redevelop@mississauga.ca)