REPORTS

8. From the Director of Community Services
Report 2002/09/05

Development of a Future Vision of Assiniboine Park
File PR-7.1 (Vol. 10)

Recommending:

1. That Executive Policy Committee endorse the process for the development of a future direction for Assiniboine Park as well as the proposed process for community consultation.

2. That $100,000.00 in Capital funding presently approved (2002) for preparation of Zoo plans be redirected for the consultation process and preparation of a physical plan for Assiniboine Park.

Re: Development of a Future Vision of Assiniboine Park

For submission to: Executive Policy Committee

Original report signed by: Ursula Stelman, Director of Community Services

Report date: September 5, 2002

In camera item: **No**

Recommendation(s):

1. That Executive Policy Committee endorse the process for development of a future direction for Assiniboine Park which includes a comprehensive process for community consultation.
2. That $100,000 in Capital funding presently approved (2002) for preparation of Zoo plans be redirected for the consultation process and preparation of a physical plan for Assiniboine Park.

Report Summary

Key Issues:

In July 2002 a Council seminar was presented regarding "A Future Vision For Assiniboine Park." The seminar was a presentation of the results of the planning work to date for the future of Assiniboine Park, and proposed a set of guiding principles underlying a vision for the future of the Park.

The guiding principles were based upon multi-dimensional analyses that have been undertaken over the past two years. These include significant community surveying undertaken during 2000, the preparation of a major Zoo master plan, a comprehensive facility analysis of the Conservatory, and preliminary analysis of the state of Park infrastructure.

These principles are summarized as follows:

- Reinvest in the Park so as to enhance amenities and maximize economic potential.
- Reinvest in the Park so as to create a destination.

- Reinvest in the Park in a way that is financially sustainable and based on sound business principles.
- Maintain historical design integrity and “green space and natural beauty” of the Park.
- Maintain a diversity of uses within the Park.
- Ensure accessibility for all of the community.
- Ensure environmental sustainability of future development.

The analysis to date indicates that the Park continues to be extremely important to the community, but that major components of its infrastructure are in need of significant reinvestment. However, while this necessary reinvestment represents a significant challenge to the City, there are also many opportunities within the Park in the form of a number of initiatives either recently established or being pursued or proposed. These include the Pavilion Gallery and Restaurant, the Lyric Theatre, Leo Mol Sculpture Garden Phase III, a Winnie the Pooh Museum, a modern state-of-the-art Zoo, a refurbished and/or rebuilt Conservatory, and perhaps a Butterfly Conservatory.

A preliminary estimate of potential investment over the next ten years could be approximately $126.1 million. Some of this development (most notably reinvestment into the Zoo) would take place over the long-term, perhaps 25 years. In addition, it must be noted that these kinds of initiatives are typically undertaken with a number of partners, both public and private, and are not the sole financial responsibility of municipal government. Potentially a Winnie the Pooh Museum and a Butterfly Conservatory may be undertaken by private funding groups.

It is now necessary to undertake a broad community consultation process, as there is a need to confirm these principles with the public and there are a number of potential initiatives and priorities that can be pursued in order to fulfill them. The cost of the consultation process as well as the development of a physical plan is expected to be $130,000 (see Financial Impact Statement for details).

Implications of the Recommendation(s):

General Implications

	None
x	For the organization overall and/or for other departments
x	For the community and/or organizations external to the City of Winnipeg
	Involves a multi-year contract

Comment: The proposed process is intending to establish a Plan for future reinvestment into Assiniboine Park.

Policy implications

	No
x	Yes

Comment: Endorsement is necessary, as the process will lead to the development of a proposed future direction for Assiniboine Park.

Financial Implications

x	Within approved current and/or capital budget
	Current and/or capital budget adjustment required

Comment: $100,000 in Capital funding presently approved (2002) for preparation of Zoo plans needs to be redirected for preparation of a physical plan for Assiniboine Park.

Report

Recommendation(s):

1. That Executive Policy Committee endorse the process for the development of a future direction for Assiniboine Park as well as the proposed process for community consultation.
2. That $100,000 in Capital funding presently approved (2002) for preparation of Zoo plans be redirected for the consultation process and preparation of a physical plan for Assiniboine Park.

Reason for the report:

Approval by Executive Policy Committee of the proposed process for development of a future direction for Assiniboine Park as well as the proposed consultation process is required because this initiative covers the jurisdictions of several departments and more than one Standing Policy Committee.

History:

In April 2000 Council approved the creation of Assiniboine Park Enterprise. The Enterprise has responsibility for planning, managing, and operating Assiniboine Park as a business unit, including longer range physical and financial planning.

Since that time, Assiniboine Park Enterprise has undertaken a number of planning initiatives relative to the future direction of the Park, including community surveying, preparation of a Zoo Master Plan, preparation of guiding principles for future

development, a Conservatory building analysis, and a preliminary analysis of Park infrastructure.

In July 2002 a “Future Vision for Assiniboine Park” was presented in a Council seminar.

Following the seminar, a Committee, which will ultimately include representatives from Community Services, Public Works, and Planning, Property & Development Departments (and potentially others), was established to develop the consultation process, which will lead to the development of a long-term vision for Assiniboine Park.

Discussion:

The July 2002 Council seminar was a presentation of the results of the planning work to date for the future of Assiniboine Park, and proposed a set of guiding principles underlying a vision for the future of the Park. As the Park approaches its 100th anniversary, it is essential to make decisions regarding its long-term future.

The principles were based upon multi-dimensional analyses that have been undertaken over the past two years. These include significant community surveying undertaken during 2000, the preparation of a major Zoo master plan, a comprehensive facility analysis of the Conservatory, and preliminary analysis of the state of Park infrastructure.

These principles are summarized as follows:

- Reinvest in the Park so as to enhance amenities and maximize economic potential.
- Reinvest in the Park so as to create a destination.
- Reinvest in the Park in a way that is financially sustainable and based on sound business principles.
- Maintain historical design integrity and “green space and natural beauty” of the Park.
- Maintain a diversity of uses within the Park.
- Ensure accessibility for all of the community.
- Ensure environmental sustainability of future development.

Consultation Process:

It is now necessary to undertake a broad community consultation process, as there is a need to confirm these principles with the public and there are a number of potential initiatives and priorities that can be pursued in order to fulfill them.

An extensive consultation process comprised of public forums, key stakeholder interviews, facilitated sessions for user and interest groups, open houses, an

Assiniboine Park website, and information publications through local print media will be developed in order to provide a forum for input by all those who wish to participate.

As proposed, the consultation process will begin with a public forum to validate Guiding Principles for Park development, confirm residents' interest in Park reinvestment, determine what they value most about the Park, and begin the process of defining public priorities for redeveloping major components within the Park.

Next, physical alternatives for future Park development will be identified through consultation with Park user and interest groups. At this point a local landscape architect will be hired as consultant to prepare a number of design alternatives for the Park based upon consultation input. Finally, these alternatives will be taken back to the public for review and input on preferred options and priorities for future Park development.

The output from this process will be a physical development plan for the Park, including an order of priority for future investment. The cost of the consultation process as well as the development of a physical plan is expected to be $130,000 (see Financial Impact Statement for details).

The proposed consultation process, described in more detail, is attached to this report.

Analysis To Date:

As background, below is a summary of the findings of the analysis to date.

Community Surveys:

A brief summary of community survey results shows that:

- Close to 70% of Winnipeg citizens visit Assiniboine Park annually.
- Most liked about the Park is its natural setting and large open spaces.
- Consensus among users for Park development is the restoration of Park infrastructure.
- A wide diversity of facilities, and events and activities are appreciated.

The Executive Summaries of each of these surveys is attached.

Assiniboine Park Zoo:

The Zoo Master Plan was based on the following summary of circumstances:

- Is in need of major investment and has had almost none in 20 years.
- Is out of date with contemporary Zoo design and practices.

- New experiences are needed for visitor expectations.
- Revenue opportunities are limited given existing operations.
- Continuation of existing circumstances is not sustainable.

In response, the Master Plan reflects contemporary Zoo design, maximizes program opportunities and highlights a spectacular first phase showcasing animals, biomes and cultures from prairie and northern regions.

Assiniboine Park Conservatory:

Circumstances surrounding the Conservatory are similar and can be summarized as follows:

- Is in need of major investment and has had almost none for decades.
- Is out of date with contemporary Conservatory design and practices.
- New experiences are needed for visitor expectations.
- Revenue opportunities are limited given existing operations.
- Continuation of existing circumstances is not sustainable.

In response to these circumstances, a comprehensive Conservatory building analysis was undertaken, which found that the facility has reached the end of its functional life cycle. Alternatives presented include an $8.7 million ten-year refurbishment plan and a $10.8 million replacement plan.

Park Infrastructure:

A preliminary analysis of Park infrastructure has come to the same conclusions, with all aspects of it in need of significant investment, including underground, above ground, and “green” infrastructure.

Summary of Analyses:

The analyses to date, then, indicate that the Park continues to be extremely important to the community, but that major aspects of its infrastructure are in need of significant reinvestment. However, while this necessary reinvestment represents a significant challenge to the City, there are also many opportunities within the Park in the form of a number of initiatives either recently established or being pursued or proposed.

These include the Pavilion Gallery and Restaurant, the Lyric Theatre, Leo Mol Sculpture Garden Phase III, a Winnie the Pooh Museum, a modern state-of-the-art Zoo, a refurbished and/or rebuilt Conservatory, and perhaps a Butterfly Conservatory.

All of these initiatives have been established or are being pursued either entirely by or in partnership with the various partner groups within the Park, which include the Zoological

Society of Manitoba, the Friends of the Conservatory, and the Partners in the Park. Each of these partner groups continues to bring energy, resources, and commitment to the development and operation of the Park and its amenities.

A Potential Future Direction:

The essential question, then, is: "What is the best way to reinvest in Assiniboine Park?" While infrastructure is in need of major refurbishment and the status quo is no longer sustainable, great opportunities exist to renew the Park and to maximize its potential by integrating infrastructure reinvestment with the existence of a critical mass of recent and proposed initiatives.

Consistent with the proposed guidelines, reinvestment could include a refurbished or rebuilt Conservatory, new Zoo development in accordance with the completed Master Plan, Park infrastructure renewal including Leo Mol Sculpture Garden Phase III, renewed duck pond and washrooms, and pathway, roadway and other improvements. Potentially a Winnie the Pooh Museum and a Butterfly Conservatory may be undertaken by private partner groups.

Some of this development (most notably reinvestment into the Zoo) would take place over the long-term, perhaps 25 years. In addition, it must be noted that these kinds of initiatives are typically undertaken with a number of partners, both public and private and are not the sole financial responsibility of municipal government. A preliminary estimate of potential investment over the next ten years is as follows (for information purposes – funding approval is not requested in this report):

Conservatory	$10.8 million
Zoo Development Phase 1- $48.1 million Phase 2- $21.5 million Phase 3- $27.7 million	$97.3 million
Immediate Infrastructure Renewal	$3.0 million
Long-term Infrastructure Renewal	$15.0 million
Total Investment	$126.1 million

Private investment for a Winnie the Pooh Museum as well as a Butterfly Conservatory is not included in the above estimate. These projects will require the preparation of a detailed business plan by the proponents in order to identify the scale, program of operation, and expected visitation and financial performance.

Financial Impact Statement:

Project Name: A Future Vision of Assiniboine Park

Date: September 3, 2002 First Year of Program **2002**

	2002	2003	2004	2005	2006
Capital					
Capital Expenditures Required	$ 50,000	$ 50,000			
Less: Existing Budgeted Costs	50,000	50,000			
Additional Capital Budget Required	$ -	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal					
Debt - External					
Grants (Enter Description Here)					
Reserves, Equity, Surplus					
Other - Enter Description Here					
Total Funding	$ -	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ -				
Total Additional Debt Required	$ -				
Current Expenditures/Revenues					
Direct Costs	$ 15,000	$ 15,000			
Less: Incremental Revenue/Recovery					
Net Cost/(Benefit)	$ 15,000	$ 15,000	$ -	$ -	$ -
Less: Existing Budget Amounts	15,000	15,000			
Net Budget Adjustment Required	$ -	$ -	$ -	$ -	$ -

Additional Comments: It is proposed to fund the process through a combination of $100,000 in capital funds approved for plan development relative to the Zoo Master Plan as well as $15,000 annually in 2002 and 2003 from the current budget.

Manager of Finance & Administration

In preparing the report, there was consultation with and concurrence by:

Planning, Property and Development Services

This Report Submitted By:

Community Services Department
Assiniboine Park Enterprise
Prepared by: Robert Nicol, Manager
File No.

PUBLIC CONSULTATION PROCESS METHODOLOGY

Process	Time Frame / Activity	
Compiling stakeholder input to determine physical options.	**November 2002** **Information Publication and Initial General Public Input**	• Media briefing • Newspaper publication describing Public Consultation Process, inviting general public and interested parties to participate at an upcoming Public Forum. • Web site development to provide process information, pictures, descriptions, tentative plans, upcoming events, results, etc. To continue throughout process.
	December 2002 *Public Forum*	• *Large venue session intended to provide opportunity for public input into the process at the preliminary stage.* • *Helps to identify interested parties, issues, concerns, potential roadblocks.* • *Focus on development / validation of high-level Guiding Principles.* • *Confirm what is important about the Park, what areas require and deserve immediate attention, etc.*
	January/February 2003 **Key Stakeholder Interviews**	• **Partners**: Each of the four major player groups interviewed individually. • **Known User / Interest Groups**: Table facilitated sessions • To solicit recommendations, rationale for potential locations for Park components, input on priorities.
Development of Physical Plan Alternatives	**March 2003** **Consultant to develop physical plans/drawings.**	• *Design firm to attend as many of the consultation sessions as possible.* • *Physical plans will be based on information gained through consultation process.* • Development alternatives to be prepared by consultant.
Testing of Physical Plan Alternatives with the Public	**April 2003** **Presentation to Partner Groups**	• *Individual meetings with four principle partner groups to present design options.* • *Obtain feedback, comments and suggestions, share ideas.* • *Partner groups to identify their design preferences in priority as well as reasons for their choice(s).*
	April 2003 **Information Publication and Mail-In Response Coupon**	• *Newsletter and newspaper publication briefly presenting Guiding Principles and processes that have been used to shape Park design options as well as description / picture of each of the design options.* • *Mail-in Response Coupon asks questions:*

	May 2003 ***Open Houses***	• Several multi-hour open houses at large, accessible locations (e.g., Forks, large malls) presenting display boards, providing opportunity to chat with experts involved in the process, and register comments. • Display boards would present the Park options prepared by the consultant design firm. • *Joint meeting of the partner groups would subsequently be held following public input at open houses, mail-in responses and public forums to present findings and seek consensus on design.*

A Needs Based Study of

Assiniboine Park

Executive Summary

**Prepared by: Peter de Graaf, Research
And Policy Development Coordinator
Strategic and Support Services Division**

April 28, 2000

EXECUTIVE SUMMARY

PURPOSE

The primary purpose of this study is to collect and analyze needs based data from the citizenry of Winnipeg in order to assist in the development of short and long-term plans for Assiniboine Park. A visionary survey that is consumer behaviour focused will give the citizenry of Winnipeg the opportunity to express their views and opinions about the future of the Park.

RESEARCH METHODOLOGY BRIEF

Through automated voice response telephone technology, 10,000 randomly selected Winnipeggers were contacted over an 11-day period commencing March 30 and ending April 9, 2000 to answer questions about the future of Assiniboine Park. 1603 citizens (16%) responded to a 24-question needs based survey.

The questions of this survey were developed according to the following eight research objectives:

- to identify how may Winnipeggers visit Assiniboine Park
- to prioritize public expenditures at Assiniboine Park if it involved City tax expenditures (six initiatives were studied that involved Park infrastructure, the Zoo, the Conservatory, and the Leo Mol Garden, new family amenities, and new programs/special events)
- to determine if Winnipeggers would pay an increased zoo admission fee if exhibits were improved, more educational programs were provided, and more special events were held
- to determine if more special events such as the Teddy Bear Picnic or Kite Festival should be held at Assiniboine Park
- to determine if Winnipeggers are willing to support the creation of a butterfly house if there were additional costs to the taxpayer
- to determine if Winnipeggers want more concessions and restaurants in the Park
- to determine if it is important to reduce automobile traffic in Assiniboine Park and to determine if there is enough parking
- to determine whether or not Winnipeggers perceive Assiniboine Park as safe

The analytical tools used to analyze the data included frequency tables, cross-tabulations, chi-squared tests, paired sample t-tests, and independent t-tests.

FINDINGS (HIGHLIGHTS)

Objective #1 – To identify how many Winnipeggers visit Assiniboine Park

- Over 68% (1092 of 1603 sample cases) of the interviewees indicated that they attended Assiniboine Park within the last year. These statistics imply that 68% of Winnipeggers visited the Park within the last year.

Objective #2 – To prioritize six public initiatives at Assiniboine Park, if it involved City tax expenditures

According to paired sample t-tests, Winnipeggers prioritized the six public expenditures as follows:

1st Priority) ***The repair or enhancement of existing infrastructure such as washrooms, water fountains, barbecues, picnic areas, and benches.***
2nd Priority) ***The repair or improvement of the zoo***
3rd Priority) ***The repair or improvement of the Conservatory***
The provision of new family amenities such as a playground area[1]
4th Priority) ***The provision of new cultural development such as the Leo Mol Garden***
The provision of new programs and special events

- There were significant statistical differences between men and women when rating the Conservatory and the Leo Mol Garden (chi-squared significance level = 0.000 and 0.001 respectively). Men rated the importance of improvements and repairs to the Conservatory as well as the Leo Mol Garden more important than did women.

Objective #3 – To determine if Winnipeggers would pay an increased zoo admission fee if exhibits were improved, more education programs were provided, and more special events were held.

[1] The difference of the means of the two initiatives that include the repair of improvement of the Conservatory and the provision of new family amenities such as a playground area was not significantly statistically different (i.e., significance level = 0.377) Therefore, these two initiatives were prioritized equally. Similar results were obtained for the two initiatives that included the provision of new cultural development such as the Leo Mol Garden and the provision of new programs and special events (i.e., significance level = 0.123)

- The findings of this study were inconclusive when attempting to determine whether or not Winnipeggers are willing to pay an increased zoo admission fee.
- Approximately 78% of the interviewees indicated that they would attend the zoo, if improvements were made to exhibits, more education programs were provided, and more special events were held.
- However, a slim majority of Winnipeggers (i.e., 41% - yes and 39% no) favoured the notion of increased fees. Furthermore, when interviewees were asked how much of an ***'increased'*** adult zoo admission fee they would pay, over 55% indicated an admission fee below the current $3.00 adult rate.
- When asked how much a reasonable zoo admission fee would be if improvements were made, younger cohorts and baby boomers indicated a higher fee than older age segments.

Objective #4 – To determine if more special events such as the Teddy Bear Picnic or Kite Festival should be held at Assiniboine Park

- Approximately 74% (1145 of 1550 sample cases) of the interviewees supported the notion of more special events at the Park. However, when asked how important new programs and special events such as the Teddy Bear Picnic or Kite festival if City tax expenditures were involved, approximately 56% (846 of 1514 sample cases) of the interviewees felt that it was somewhat important to have new programs and special events.
- Both men and women supported this initiative.
- Younger generations favoured this initiative more than baby boomers and older generations.

Objective #5 – To determine if Winnipeggers are willing to support the creation of a Butterfly House, if there were additional costs to the taxpayer.

- Approximately 42% (651 of 1545 sample cases) of the interviewees indicated that they would ***not*** support the creation of a Butterfly House, if there were additional costs to the taxpayer. Approximately 34% of the interviewees supported the notion and 24%

indicated no opinion. Men and women disapproved of this initiative equally (chi-squared significance level = 0.430).

Objective #6 – To determine if Winnipeggers want more concessions and restaurants in Assiniboine Park

- Fifty-two percent (798 of 1544 sample cases) of the interviewees think that there should be more restaurants and concessions located in Assiniboine Park.
- Age cohort opinions were statistically significant (chi-squared sig. = 0.000). 75% of younger generation age cohorts, 60% of baby boomers, and 50% of older age cohorts indicated that they support more restaurants and concessions in the park.

Objective #7 - To study automobile traffic and parking in Assiniboine Park

- Approximately 65% (1000 of 1545 sample cases) of the interviewees felt that it was at least somewhat important to reduce automobile traffic in Assiniboine Park.
- Approximately 60% (913 of 1543 sample cases) of the interviewees felt that there is sufficient parking at Assiniboine Park.

Objective #8 – To determine if Winnipeggers perceive Assiniboine Park to be safe

- Approximately 72% (1086 of 1507 sample cases) of the interviewees feel that Assiniboine Park is safe.
- Approximately 8% (122) feel that the Park is not safe and approximately 20% had no opinion.
- There were no significant statistical differences between men and women on this issue (chi-squared significance level = 0.492). In other words both men and women perceive that Park as safe.
- **All age cohorts perceive that the Park is safe (chi-square significance level = 0.674).**

Assiniboine Park Study

April 2000

Prepared for the City of Winnipeg by
David Johnson, Strata Research and James Kubas

Executive Summary

1. Introduction

1.1 Study Background

Assiniboine Park is considered to be one of Winnipeg's crown jewels, used and cherished by many. Assiniboine Park has become the focal point for numerous special events as Ballet and Symphony in the Park, the special shows at the Conservatory (Christmas and orchids at Easter), the “Light" shows at the Zoo and the Teddy Bears’ Picnic. Most of these events attract thousands to 10's of thousands of participants.

Facilities at the Park have expanded significantly in recent years; particularly notable are the redevelopment of the Pavilion, The Lyric Stage and the Leo Mol Sculpture gardens. The Park provides a wide range of amenities for the casual visitor throughout the entire year. It may well be one of the top tourist destinations in our Province.

1.2 Objectives

The objectives of this study are:
to establish baseline data on the utilization of the Park

- utilization of facilities
- attendance at special events
- other visits to the Park

to establish a profile of Park visitors

- who they are (demographics and location)
- why they came to the Park
- and what they did while at the Park

to evaluate the Park from the visitors point of view

- awareness of facilities and amenities
- satisfaction ratings with the Park's operation and facilities
- suggestions for improvement

to identify key parameters of the role of the Park and its impact on the tourist industry.

to identify likely strategies for the future development and utilization of the Park in response to changing consumer markets and organizational structures.

2. Executive Summary

The Assiniboine Park Study – 2000 consists of three phases:

- a telephone survey of Winnipeg and non-Winnipeg households randomly selected by postal code. The non-Winnipeg households were within 50 miles of Winnipeg. This part of the study was conducted in July, 2000.
- an in-park survey of Park visitors from August 5 to September 4, 2000. The sample was selected by Park location, time of day and day of the week.
- A stakeholders' survey of public official and private citizens who had a recognized connection to Assiniboine Park.

Highlights

- Assiniboine Park functions as a regional facility drawing visitors from Winnipeg and the surrounding sub-urban area in approximately equal proportions.
- We estimate that about half the households in Winnipeg and surrounding area will visit the park from 2 to 5 times in a three year period.
- Survey data indicate a fairly large proportion of visitors that are "regulars", coming to the park relatively frequently.
- Generally, the Park and its facilities and amenities are very well regarded by its visitors. Washrooms were the most problematic facility cited by visitors.
- The most frequently cited amenity that survey respondents liked about the Park was its natural setting and large green space. The wide diversity of facilities, events and activities were also appreciated.
- Most people visit the park as part of a group of two or more. Overall the average group size visiting the Park is 3.0 persons.
- Women predominate as Park visitors; over 90%of all groups have at least 1 adult female.
- Children, as part of a group, have a very significant impact on facility utilization. The Zoo is very popular with groups having children and not at all popular with groups without children.
- The most utilized (popular) Park facilities in order are the English Gardens, the Leo Mol Sculpture Gardens, the Conservatory and the Zoo.
- Although the Zoo was well liked, the rating of the Zoo were towards the lower end of the ratings results. This perhaps is indicative of the need for upgrading or at least some special attention at the Zoo particularly the empty enclosures.
- About 2 out of 3 Park visitors are from within Winnipeg and the rest are from outside of Winnipeg and many of those are just beyond Winnipeg's boundaries.
- Based upon survey results, it does not appear that traditional tourist promotion activities have a large impact on park visits.
- Winnipeg residents have a significant impact on visits to the park by those from out-of-town. A large minority of Winnipeg residents accompany their out-of town visitors to the Park.
- First time visitors to the park typically found out about the Park from family and friends (living in Winnipeg).
- Development at the Park will have to maintain a delicate balance preserving the green space and natural beauty of the Park, amenities that are highly valued and the need to enhance and upgrade the Park.
- The consensus for development is the restoration of the existing infrastructure.

ASSINIBOINE PARK

CUSTOMER SATISFACTION STUDY

April 2000

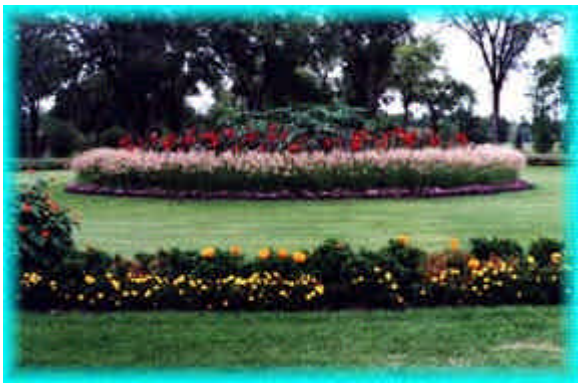
EXECUTIVE SUMMARY

Strategic & Support Services Division

Community Services Department

May 2001

EXECUTIVE SUMMARY



PURPOSE

The purpose of this study is to collect and analyze customer satisfaction data about Assiniboine Park. The data for this study is obtained from the citizens of Winnipeg, Manitoba. The analysis is intended to verify the opinions and attendance patterns at Assiniboine Park in order to continue to provide good service at the Park. Automated voice technology is used to achieve responses from over 1700 Winnipeggers.

KEY FINDINGS

- 68.3% of Winnipeg citizens in this customer satisfaction study compared to 68.1% of citizens in *A Needs Based Study of Assiniboine Park* had been to the Park within the last year
- Within the last year, Assiniboine Park is most attended by Winnipeggers aged 34-54 years
- The Conservatory and the English Gardens/Leo Mol Sculpture Garden are equivalently attended by those aged 34-54 years and 55-100 years

- In terms of condition, the Conservatory is rated highest with 60.9% rating it ‘good’, the overall rating for Assiniboine Park is close behind with 58.2% rating it ‘good’, and the zoo is in last place with 37.4% rating it ‘good’

- A ranked list of the Assiniboine Park amenities, with respect to most recent experience at the Park, is as follows: (percentage of ‘good’ ratings is in brackets) English Gardens/Leo Mol Sculpture Garden (74.9%), the Pavilion Gallery (66.5%), the Conservatory (59.2%), the Lyric Bandshell Theatre (56.2%), special events (54.6%), and the Zoo and the Forest are tied, that is they do not differ statistically, (51.4%-Zoo, 49.6%-Forest).

- Visitors to the Park aged 55-100 years find the condition of each component of the Park to be ‘good’ most frequently, while visitors aged 0-34 years rate the condition of the Park ‘good’ least frequently

- 35% of citizens have never been to the Assiniboine Park Forest

- 0.9% of citizens have never been to the Zoo