

CALGARY FUTURE SKATEPARK AMENITIES



The Project

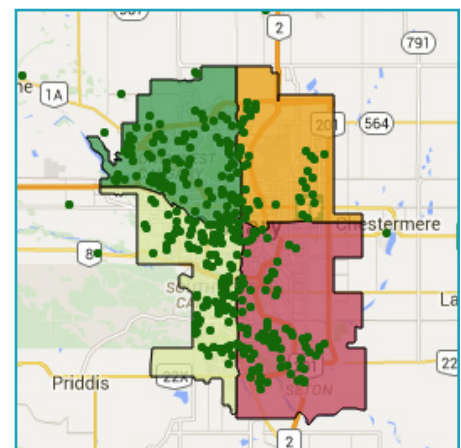
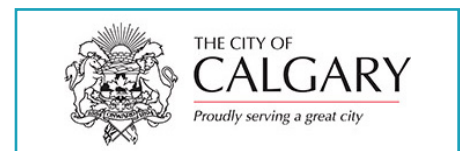
In their initial phase of implementation, the City of Calgary developed a strategy that would help guide the growth of Calgary's skateboarding community. Together with van der Zalm + Associates and the Calgary Association of Skateboarding Enthusiasts (CASE), the City selected various sites for future skatepark amenities and sought public input in the selection process. A total of ten priority sites were selected for consideration and the City looked to engage citizens to understand public opinion regarding the shortlisted facilities.

PlaceSpeak's Contribution

PlaceSpeak hosted a comprehensive online survey to gather input regarding public support for future skatepark sites. Using PlaceSpeak's unique geolocation capabilities, survey results were broken down by municipal quadrant and a respondent's distance to a proposed skatepark was considered.

Through PlaceSpeak's interactive discussion forum, the City of Calgary was able to ask participants specific questions, initiate engaging discussions between residents and gather immediate feedback from users.

The topic consultation period coincided with three open houses that were advertised through PlaceSpeak's events calendar. These open houses were designed to provide additional information and gather public feedback regarding the potential skatepark sites.



Jan. 2014 - Feb. 2014

Engagement Features

- discussions
- events
- resources
- polls
- survey

Analytics

 **+2630**
unique views

 **421**
connected participants

 **395**
completed surveys

The Outcome

Utilizing PlaceSpeak's suite of interactive features proved to be the right decision as the topic quickly gained traction, attracting hundreds of residents within the first week of its launch. The topic was shared almost 900 times on Facebook and tweeted extensively on Twitter, leading to over 2,600 unique views, 421 connected participants and 395 completed surveys.

The information and data gathered using PlaceSpeak helped the City understand local community interests and led to informed conclusions and recommendations regarding skatepark development in Calgary.

Following the consultation, the survey results, discussion comments and open house evening notes were evaluated and compiled into a Site Selection Report which recommended eight sites to move forward to the design phase for implementation.

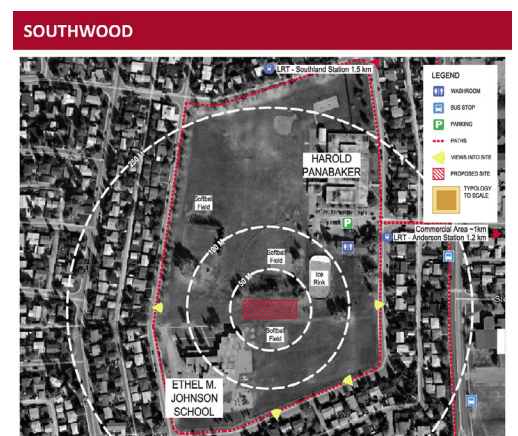


“PlaceSpeak provided a platform we could trust to collect, aggregate, and organize data for our analytical purposes [to help inform decision-making]. The site provides clear direction of where to go and what to do, which was important to us because PlaceSpeak then appealed to the whole gamut of participants.”

- David Jerke, van der Zalm + Associates

Sample Media

- Jan. 28, 2014 - “Calgary aims to build two to four new skate parks in 2014” (Metro News Calgary)
- Jan. 29, 2014 - “4 New Skateboard Parks Slated for Calgary” (CBC News Calgary)
- Mar. 25, 2014 - “City Identifies Proposed Sites for Future Skateboard Facilities in Calgary” (Calgary Sun)



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Topic Page

www.placespeak.com/topic/996-calgary-future-skatepark-amenities