

Oakridge Community
Association

OAKRIDGE COMMUNITY RESEARCH

August 2021

**Stone —
Olafson**

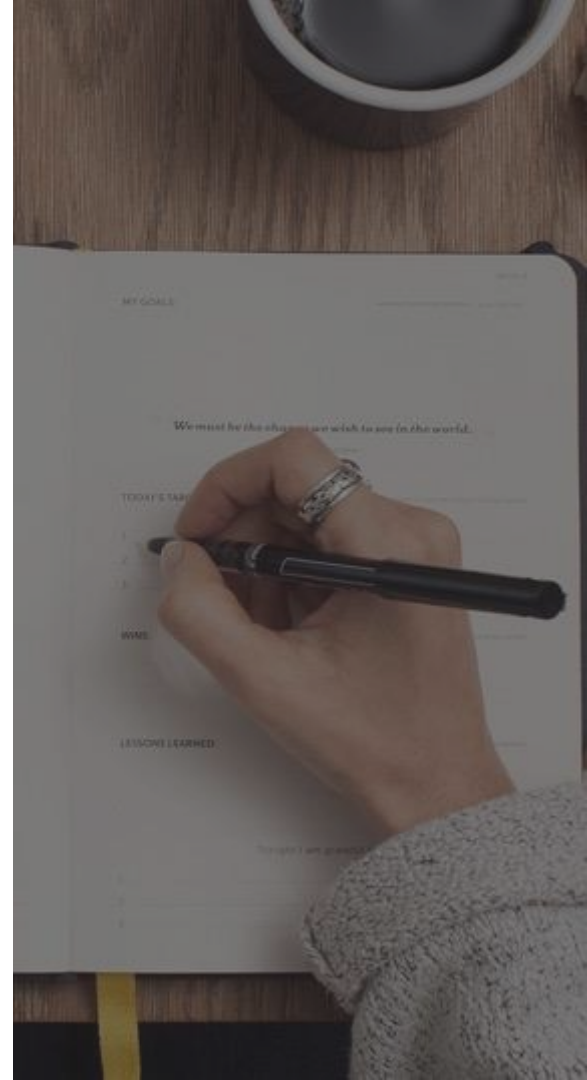


Why we did the research

The Oakridge Community Association is an important organization offering a range of services and programs that enhance the quality of life in this part of Calgary. As leaders plan for the future it is important to have a clear understanding of the issues, concerns and priorities of residents in the community. The purpose of this work is to inform those plans with resident perspectives on what matters to them.

Specific objectives include:

1. Identify the key issues Oakridge residents are concerned about
2. Understand current engagement with community services
3. Identify opportunities or expectations for the future
4. Measure awareness and perceptions on key issues in the community including development guidelines, services and others



How we did the research

An online survey was conducted with 276 Oakridge residents.

To qualify for the survey, respondents had to live in Oakridge and be at least 18 years old. The survey presented a variety of questions to gauge attitudes towards Oakridge and the OCA, engagement, familiarity, and important concerns. The survey was distributed by the OCA through the community newsletter and link on the Oakridge website. A variety of residents responded:



- Ages 18-39 (n=66)
- Ages 40-59 (n=102)
- Ages 60+ (n=108)

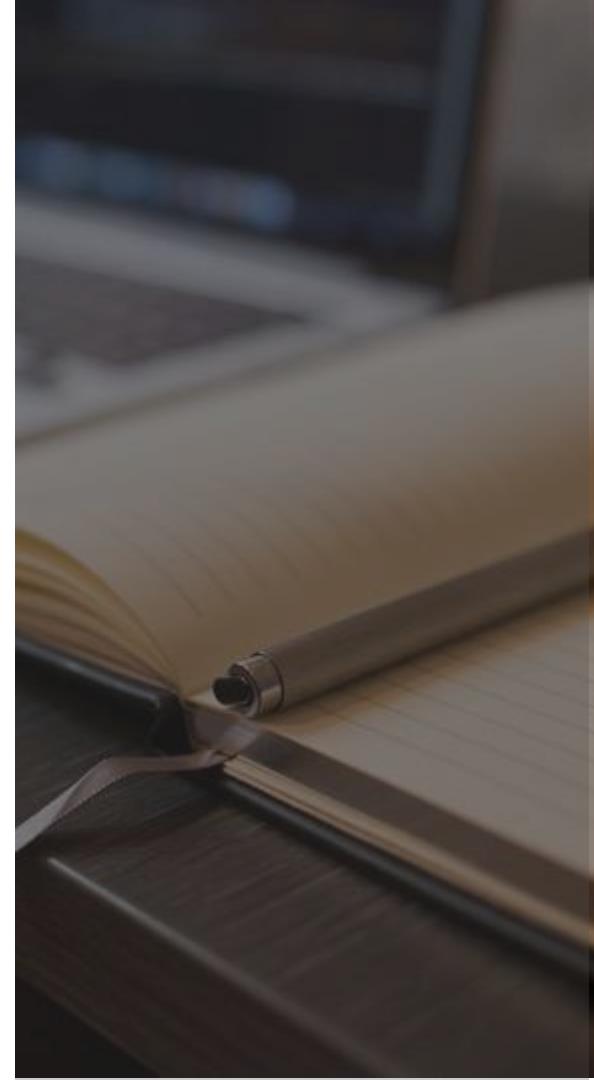


- Members (n=233)
- Non-Members (n=43)



- Female (n=183)
- Male (n=86)

The overall reliability of this non-random sample is about +/-5.9%. Responses were collected between June 15 and July 19, 2021.



Key Findings

1

Perceptions of life in Oakridge are very strong, but concerns linger:

This is a community of residents who hold extremely positive views about the quality of life and believe this community is unique. Green spaces, social nature of the community, ease of access/walkability are all key assets residents identify as things they like most about living in the area. At the same time, however, notable proportions (just over a third on average) think Calgary is growing too fast, densification is having adverse affects or are just worried about changes happening. These concerns tend to increase significantly with age. As the community continues to evolve it is likely that leaders are going to have to balance the concerns of long-time residents who want to preserve what they knew with expectations of newer and younger residents.

2

Issues and concerns:

The most important concerns/issues of residents are related to **traffic** and **densification**. There is a clear desire for better traffic control to decrease congestion and allow easier access throughout the community. Densification and the construction of high-rise buildings/multi-unit buildings are also of significant concern to residents. A second tier of concerns is also evident – **green/natural spaces**, **aging infrastructure**, and **safety**. Finding strategies to confront these issues will satisfy residents of all ages.

- 40-59 are most concerned about community related issues
- 60+ are most concerned about traffic related issues
- 18-39 are most concerned about amenities related issues (natural spaces, etc.)

Key Findings

3

Perceptions of OCA:

On the whole the organization garners very positive perceptions from residents – a strong sign of positive engagement with the community. Further, high proportions give the organization credit for contributing the quality of life in the community, offering programs that are relevant and bringing people together. It is important to note, however, that while negative perceptions are very low, there are still notable proportions who do not know enough to offer a rating. Increased engagement and familiarity will be key to growing perceptions over the long term.

4

Engagement:

Engagement with community services is **low** in some cases. While the **ice rinks** seem to draw the most engagement, other services are not well used. **Families** tend to be the most engaged residents, especially with services related to sport. Low engagements is especially evident among younger residents aged **18-39** (30% have not participated in any OCA related events/activities) and **non-members** (40% have not participated in any OCA related events/activities).

5

Awareness and familiarity:

There is significant opportunity to **grow familiarity** among all residents. Although 75% of 60+ were familiar with the OCA, only 1/3 were “very familiar.” Younger people are much less aware of the association and represent less of the membership. **Increasing familiarity in younger** residents has the potential to increase membership among this demographic as well. Increased familiarity with who you are and what you do has the potential to increase overall engagement with the OCA and the events/activities offered among both members and non-members.

Key Findings

6

Emphasis on Advocacy/Working with the City:

Whatever the traditional role of a community association, there is now a clear emphasis on the **role** of the OCA. Residents are now expecting the OCA to play an **advocacy** role inside and outside of the community. Still significantly important is the protection of green spaces in Oakridge – the top reason listed for what they love about the community. Expectations are still there for the association to provide **community events/activities** and **information** about changes, however, this is becoming secondary to the role of advocacy.

Considerations

1. **Clarifying the issue agenda:** As noted earlier, there is a fairly consistent issue agenda that varies slightly with the the age of residents. All identify issues that reflect quality of life, but each through the prism of their life stage:
 - Top issues (in order of priority) for younger residents are a. the quality & age of facilities, green spaces and amenities; b. crime/safety; and c. traffic congestion.
 - Middle aged residents: a. traffic congestion; b. amenities, building quality & green spaces; c. ring road access.
 - The oldest residents identify a. Traffic congestion; b. amenities, venues & green spaces; and c. ring road access.
 - Densification is also an issue of concern for many in the community but levels of concern change with age. Younger residents are much less concerned with these types of issues than are older residents. The challenge is that concern is intensely important to this older resident group.

- * All of this leads to a basic issue agenda for the community that includes:
 - Advocating for green spaces & amenities** that drive quality of life
 - Mitigating traffic congestion**, access that impacts accessibility, walkability, noise and other community aspects
 - Balanced development** (densification, permits, LAP, etc.) that helps renew the community but does not eliminate the uniqueness of Oakridge

Considerations

2. **Growth of the advocacy & ambassadorship role:** This is clearly an important role to residents that may be eclipsing maintaining facilities or delivering programs in terms of priority. While they associate value with the programs and venues operated by the OCA, protecting spaces, working with the City and addressing issues around traffic congestion, access and overall densification are of immediate importance. It is important to note that some of this is topical (ie. Richmond Green, Stoney Trail development, LAP developments, etc), but it does reinforce the need for the OCA to increase engagement with residents to stay informed on issues of concern moving forward. Consideration should be given to internal capabilities and processes for advocacy as well as mechanisms for staying better connected to residents on topical issues.

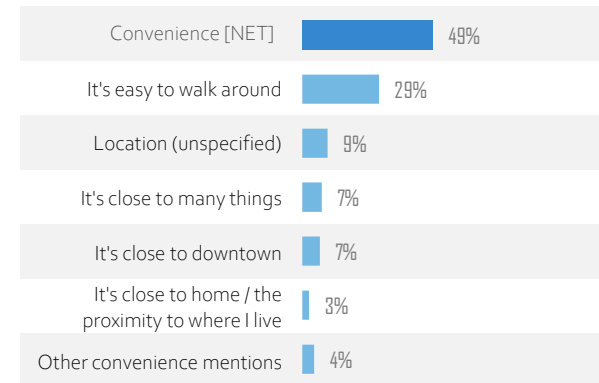
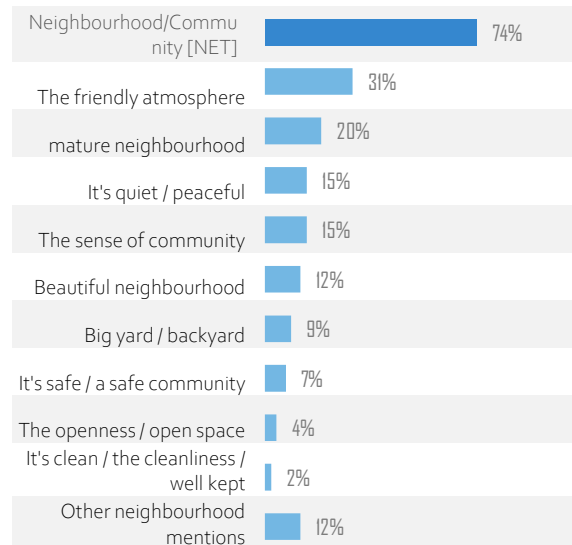
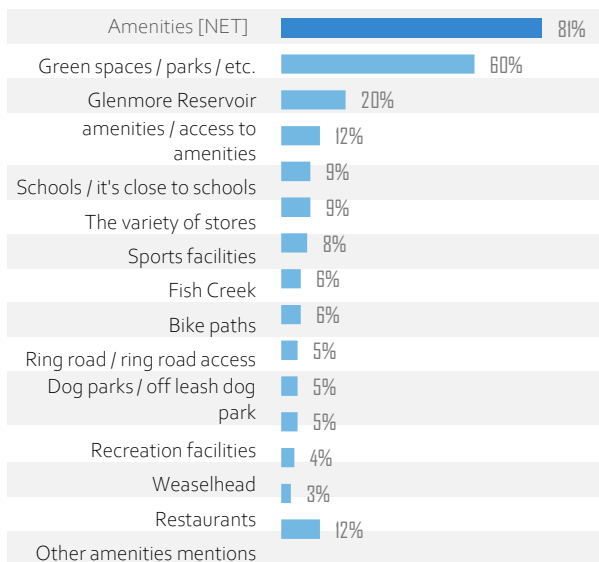
3. **Building engagement.** Many residents are not aware of the OCA nor overly familiar with the activities/benefits/offerings delivered by the organization. Building engagement will lead to greater participation in programs, increased membership and more favourable perceptions. Consideration should be given to few main elements:
 - ❑ Updating key vehicles for sharing information. Building awareness and familiarity is a priority and as the community continues to evolve it will be important to evolve your outreach activities as well. Newsletters work well for reaching older members who you are already connected with. Younger residents clearly prefer digital. Further, the range of digital tools offer multiple opportunities to engage with the community in meaningful ways.
 - ❑ Increase emphasis on the benefits of membership. To be clear, this is not a conversation on features (programs, facilities, etc) but on benefits – have a voice in community issues, gather with others, health, etc.
 - ❑ Continue to reinforce the dual role of the community: advocacy/ambassadorship and program/venue delivery. Doing so reinforces the vital nature of the organization to building quality of life in Oakridge.

A close-up photograph of a wooden bowl filled with fresh cherry tomatoes. The bowl is held by two hands: one bare and one wearing a light-colored, textured gardening glove with blue polka dots. The background is a soft-focus green field. The text 'Oakridge Community' is overlaid on the left side of the image.

Oakridge Community

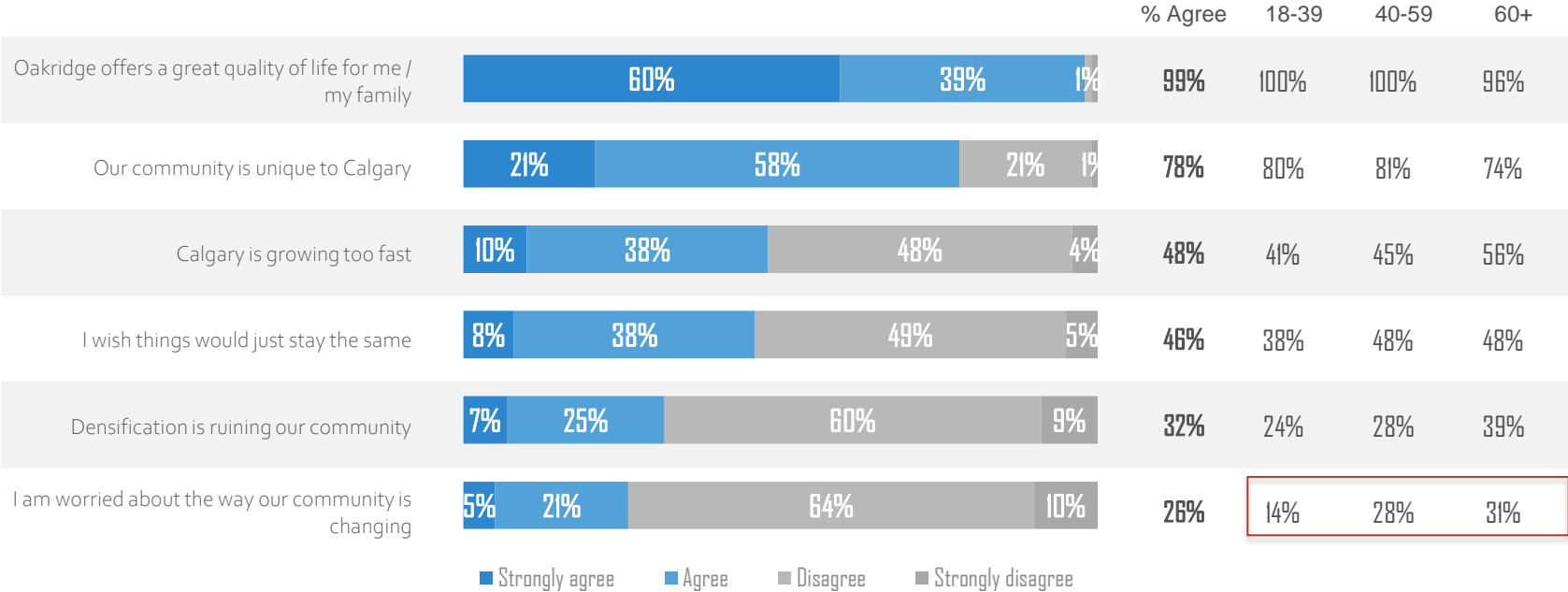
Love for Oakridge

Oakridge residents love the natural aspects of the community, especially the various greenspaces/parks and Glenmore reservoir. The friendly nature of the community and the residents and the ability to walk around easily are also significant reasons why residents love Oakridge.



Life in Oakridge/Calgary

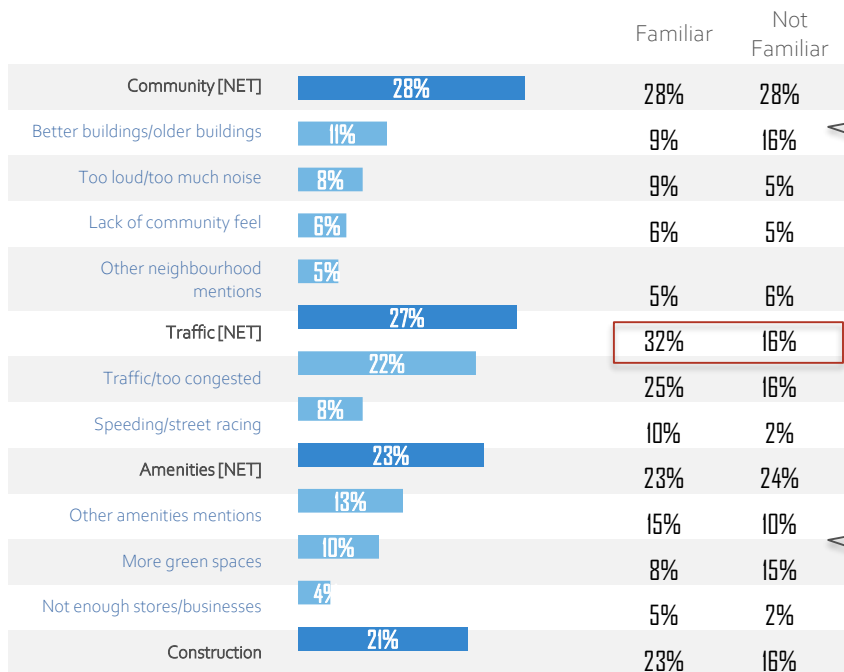
All residents view Oakridge as offering a great quality of life. Older populations are more cautious of change and densification than younger residents.



Below are a few statements about life in Calgary and in Oakridge. Please tell us if you agree or disagree with each one.
 Base: All respondents (n=276)

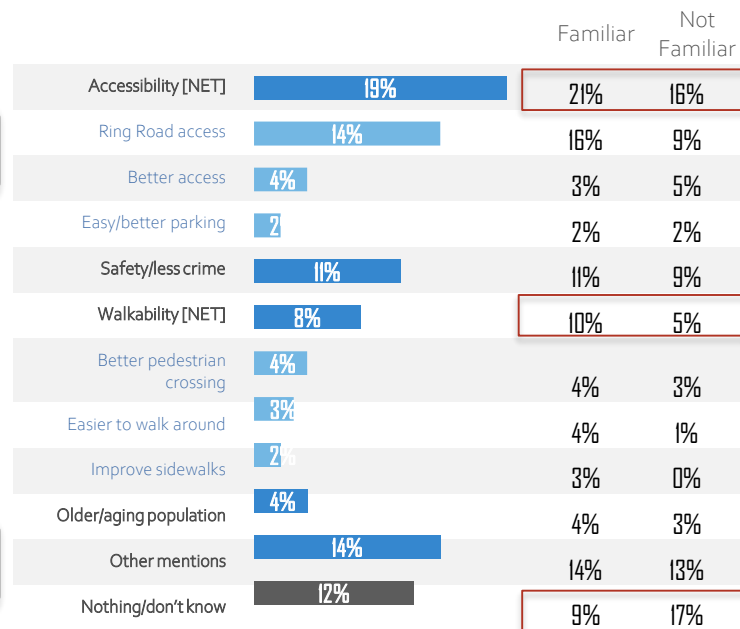
Issues in Oakridge

The most important issues to Oakridge residents are related to traffic, community, and densification. Other significant concerns are related to preservation and expansion of natural spaces, the aging infrastructure, and community safety. Those familiar with OCA are more concerned about traffic, accessibility, and walkability, while those who are not familiar have less concerns and answer nothing/don't know more.



Children at home:
20%
No children: 6%

Children at home:
20%
No children: 4%



Most Important Issues by Age

While residents agree on top issues in the community, each age range are more concerned about some things than others. The older population (60+) is more concerned about traffic and construction, middle aged residents are more concerned about community related issues, and young residents are more concerned about amenities and safety.

Primary concerns

	Total	18-39	40-59	60+
Community [NET]	28%	29%	35%	21%
Better buildings/older buildings	11%	20%	13%	5%
Too loud/too much noise	8%	5%	10%	7%
Lack of community feel	6%	3%	7%	6%
Other neighbourhood mentions	5%	5%	7%	4%
Traffic [NET]	27%	20%	26%	32%
Traffic/too congested	22%	15%	21%	28%
Speeding/street racing	8%	6%	8%	8%
Amenities [NET]	23%	28%	22%	22%
Other amenities mentions	13%	11%	10%	18%
More green spaces	10%	15%	14%	4%
Not enough stores/businesses	4%	9%	3%	3%
Construction	21%	17%	18%	25%

For middle-aged community members, the age of buildings and noise levels appear most important.

Concern with traffic increases with age – the primary issue being congestion.

The youngest members place a higher emphasis on green spaces – likely related to family activities.

Secondary concerns

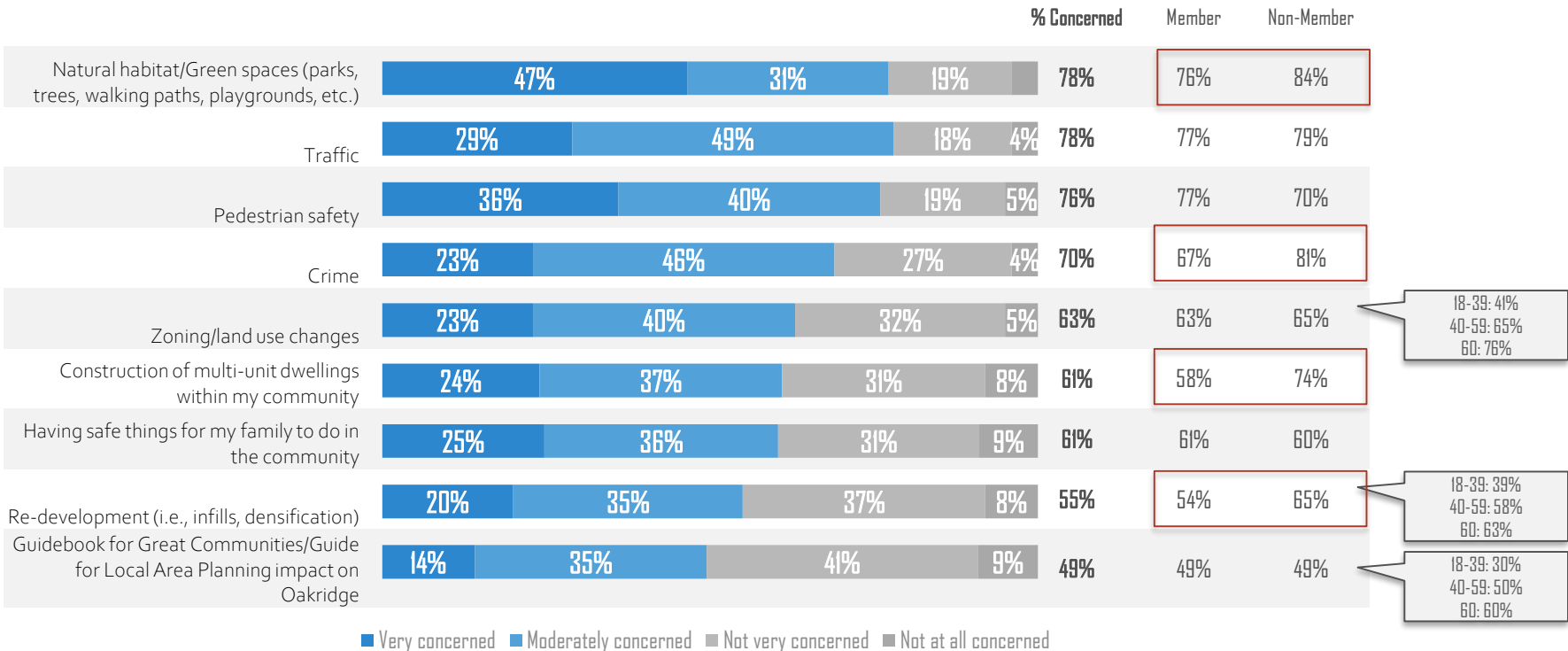
	Total	18-39	40-59	60+
Accessibility [NET]	19%	14%	20%	22%
Ring Road access	14%	11%	14%	16%
Better access	4%	3%	4%	4%
Easy/better parking	2%	2%	2%	3%
Safety/less crime	11%	18%	11%	6%
Walkability [NET]	8%	6%	9%	9%
Better pedestrian crossing	4%	2%	5%	4%
Easier to walk around	3%	5%	1%	5%
Improve/maintain sidewalks	2%	0%	3%	2%
Older/aging population	4%	0%	3%	6%
Other mentions	14%	11%	11%	18%
Nothing/don't know	12%	12%	14%	9%

Access – particularly the ring road access is a prominent issue for older members.

Younger residents are more concerned about crime and safety than older residents

General Concerns in the Oakridge Community

Some of the greatest concerns among residents are the natural habitat, traffic, and safety. Older residents are more concerned about construction and densification related subjects. Overall, members tend to express less concern than non-members. While issues of natural habitat, safety, and construction are of concern to both groups, non-members have a greater intensity of concern towards these issues (more answer "very concerned").



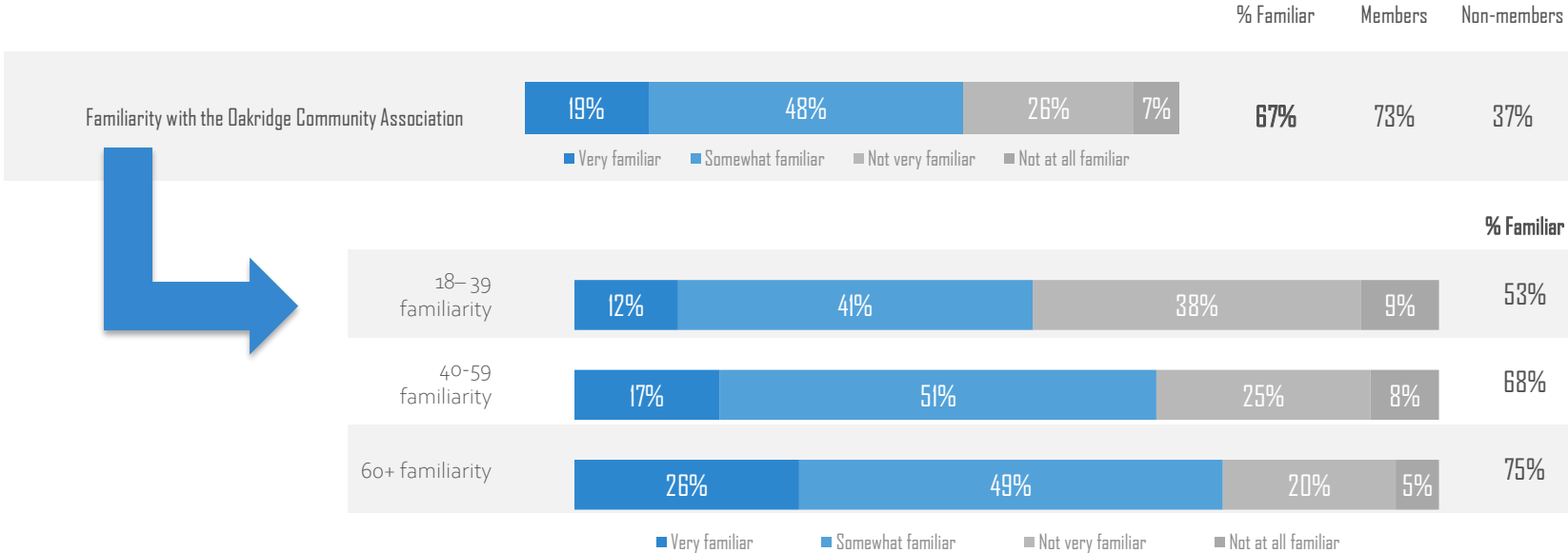
How concerned are you about each of the following in Oakridge?
 Base: All respondents (n=276)

A low-angle, close-up shot of ice hockey players on an ice rink. The focus is on the lower legs and skates of a player in the foreground, who is wearing dark pants and white skates. Another player is visible in the background to the left. The ice surface is marked with faint lines and has some scuffing. The overall tone is muted and overcast.

OCA Perceptions and Awareness

Oakridge Lacks Familiarity of OCA

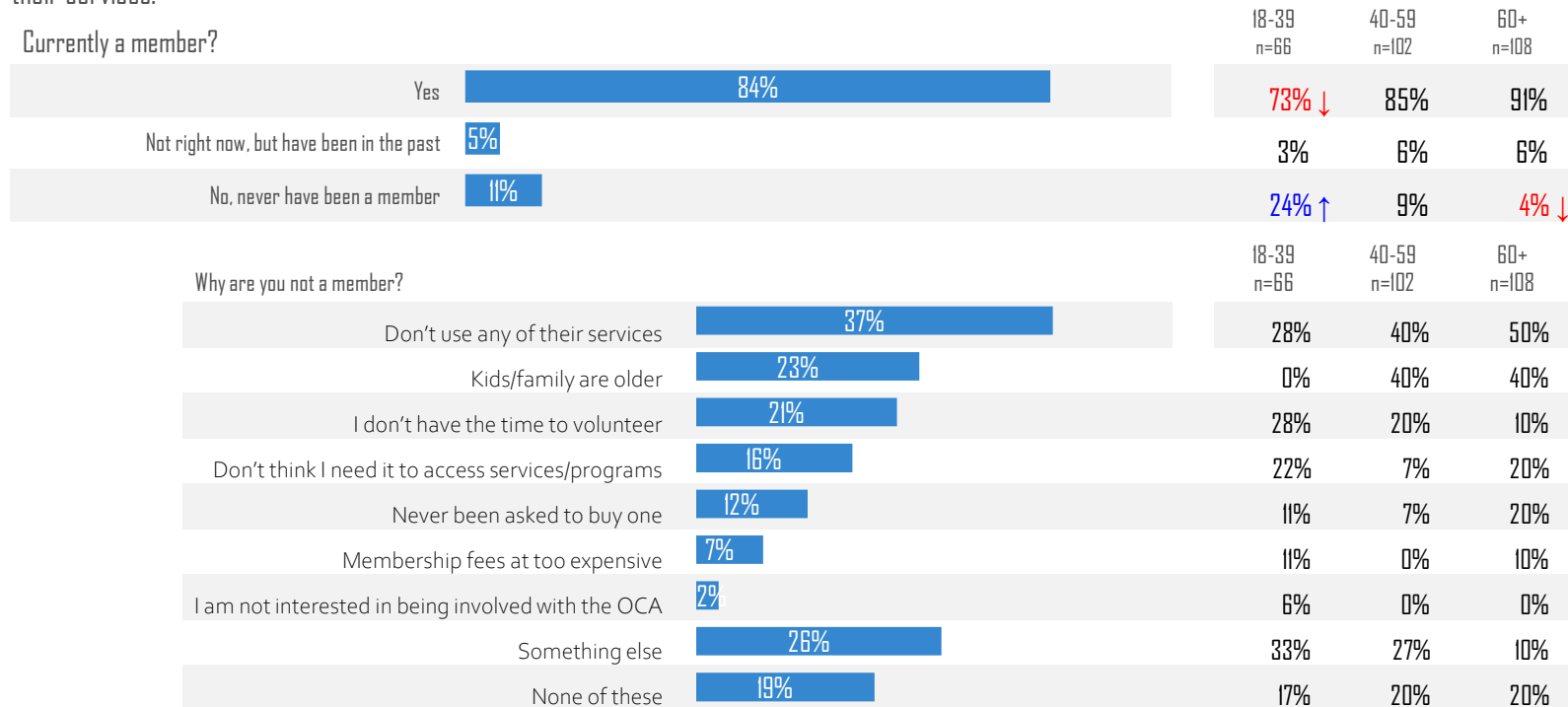
While 67% of residents are familiar with the OCA, only 19% consider themselves very familiar. Familiarity is strongest among older (60+) residents, however most report to be only “somewhat familiar” with the association. Younger residents and non-members are significantly less familiar with the organization, especially in the 18-39 age range.



Shifting gears, we would like to ask you about organizations in your community. As you may know, the Oakridge Community Association is a member organization operated by volunteer community members. How familiar would you say you are with the Oakridge Community Association (OCA), what it does and the programs it operates? Base: All respondents (n=276)

OCA Membership

Membership with the OCA is much higher among older residents than younger. The top reason residents cited for not being a member was not using any of their services.



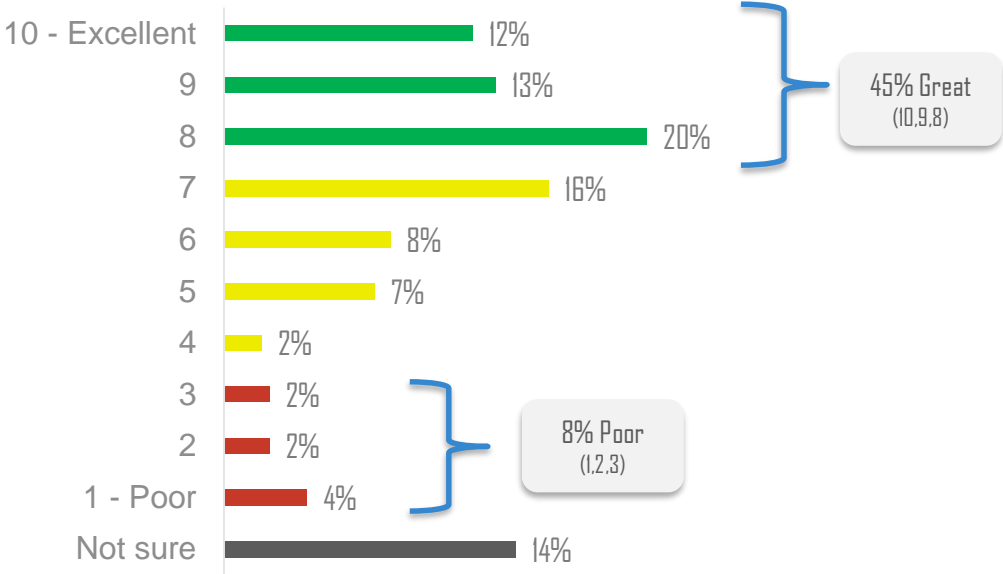
Are you currently a member of the Oakridge Community Association?

Are there any specific reasons that you chose not to continue your membership or why you have never been a member with the Oakridge Community Association?

Base: All respondents (n=276)

Overall, perceptions of the OCA are positive

Members of the OCA rank the association higher than non-members, with 48% of members giving a top three rating, compared to 33% of non-members. Issues with familiarity of the association are evident with 31% of non-members not being informed enough to provide a rating.

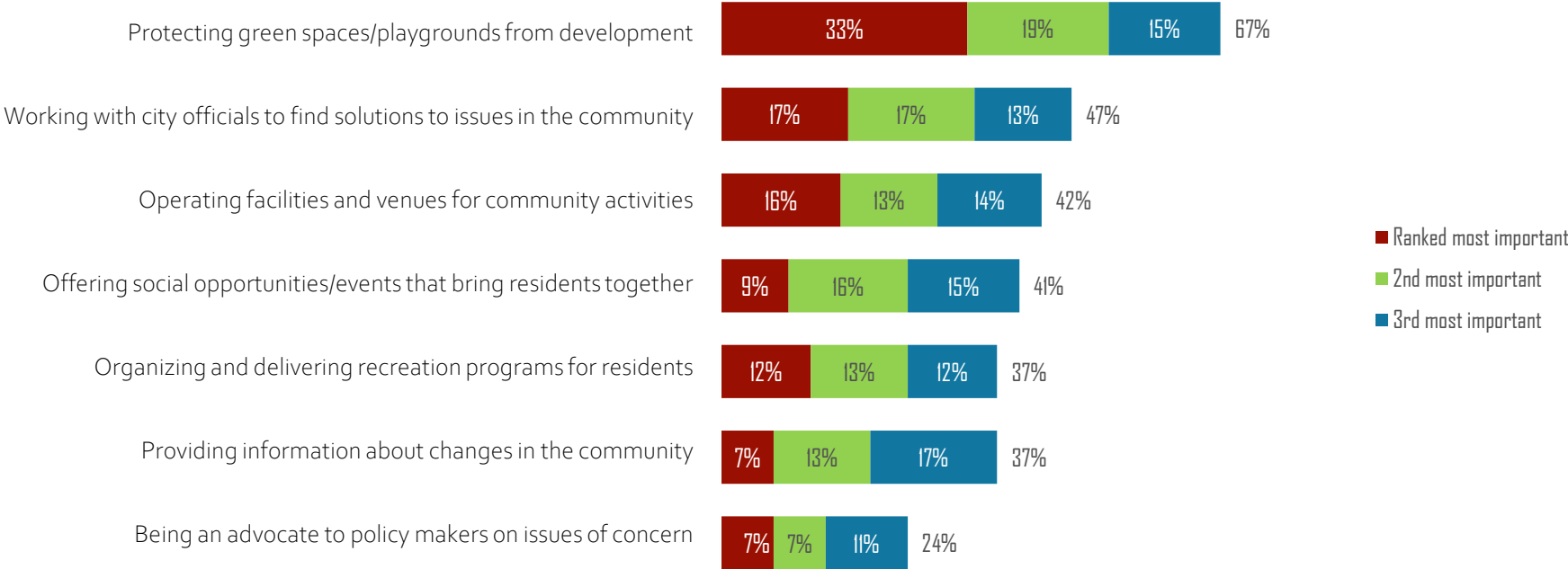


	Member	Non-Member	Familiar	Not Familiar
10	13%	7%	16%	4%
9	15%	5%	18% ↑	2% ↓
8	20%	21%	22%	18%
7	15%	21%	16%	15%
6	7%	12%	6%	11%
5	7%	9%	8%	7%
4	2%	2%	2%	1%
3	2%	2%	2%	3%
2	2%	2%	2%	2%
1	4%	5%	3%	5%
Not sure	14%	14%	5% ↓	31% ↑

The Oakridge Community Association's goal is to provide a safe, friendly, welcoming, and family oriented community. Based on anything you may have read, seen or heard, how would you rate their efforts to meet that goal? Please use a scale of 1 to 10 where 1 means very poor and 10 means excellent.
 Base: All respondents (n=276)

OCA Most Important Roles

There is a clear emphasis on advocacy – more than simply offering recreation programs or services for community members.



The Oakridge Community Association can fulfill a wide range of services and roles in the community – some are listed below. Which are most important to you? Please select up to three of the following to rank, with 1 being the most important to you. Base: All respondents (n=276)

OCA Most Important Roles

Priorities are not universal – older members place a high value on working with city officials, operating facilities and providing information. Younger community members are most interested in seeing the OCA protect green spaces/playgrounds and offering opportunities to bring the community together. Non-members (or potential OCA members) place a high priority on advocacy roles and much less on operating venues.

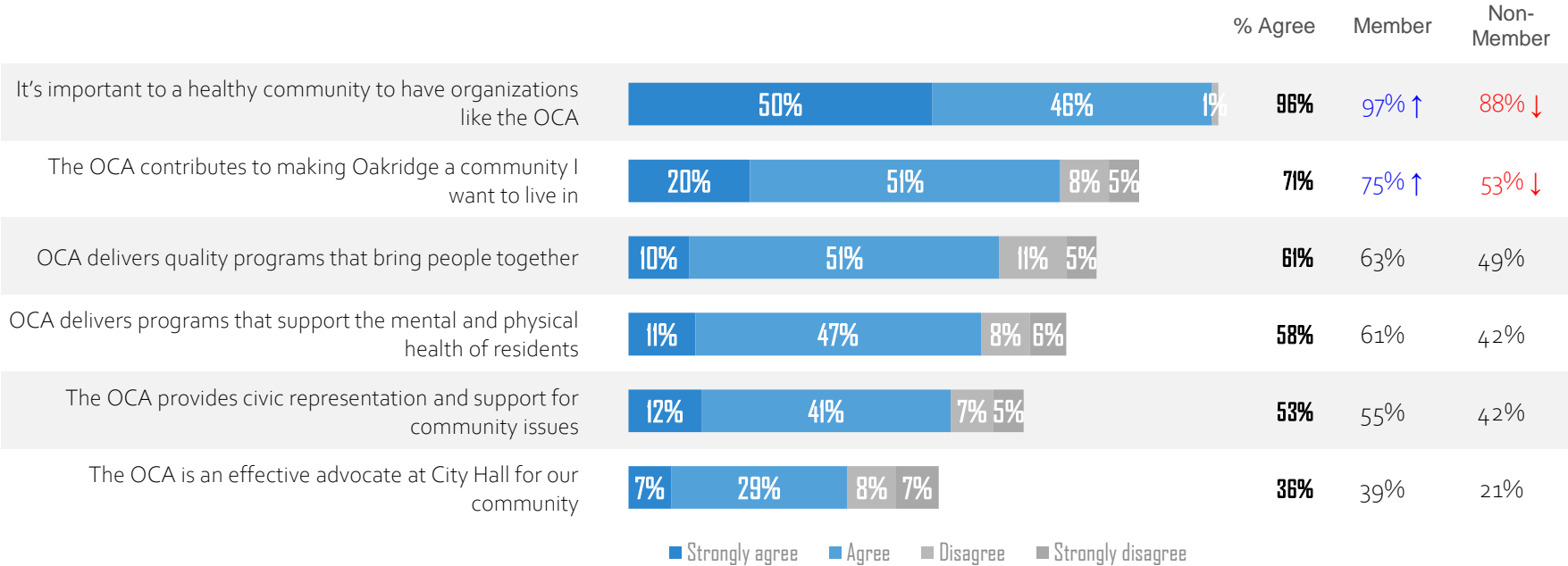
Overall importance (% Selected Important)

	18-39	40-59	60+	Member	Non-member
Protecting green spaces/playgrounds from development	82%	69%	57%	66%	77%
Working with city officials to find solutions to problems or issues in the community	36%	56%	45%	46%	53%
Operating facilities and venues for community activities	30%	48%	44%	48% ↑	14% ↓
Offering social opportunities/events that bring residents together	53%	38%	35%	40%	44%
Organizing and delivering recreation programs for residents	39%	34%	39%	39%	26%
Providing information about changes in the community	29%	29%	48% ↑	36%	40%
Being an advocate to policy makers on issues of concern	29%	19%	27%	23%	33%

The Oakridge Community Association can fulfill a wide range of services and roles in the community – some are listed below. Which are most important to you? Please select up to three of the following to rank, with 1 being the most important to you. Base: All respondents (n=276)

Positive Perceptions of the OCA

Overall, perceptions of the OCA are quite positive. There is less agreement among non-members that OCA is an effective advocate at City Hall and that the association contributes to making Oakridge a community they want to live in. Elevating the role of advocacy within the OCA is important.



Below are some statements about the Oakridge Community Association (OCA). Please review and tell us if you agree or disagree with each one.
 Base: All respondents (n=276)

Engagement and Amenities



Engagement with OCA

Many Oakridge residents are not engaged with the OCA, especially non-members and younger people. The main form of engagement is through use of the OCA's facilities/venues.

Over the past few years have you...		18-39 n=66	40-59 n=102	60+ n=108	Member	Non-Member
Used any of the facilities or venues operated by the OCA	56%	48%	65%	52%	60% ↑	35% ↓
Received information about developments or changes in the community	46%	33%	44%	55% ↑	50% ↑	21% ↓
Participated in any recreation, sports activities or games organized by the OCA	37%	26%	49% ↑	33%	40% ↑	21% ↓
Participated in any social event or gathering organized by the OCA	37%	30%	44%	33%	38%	28%
Attended community association meetings	18%	8% ↓	18%	26% ↑	21%	7%
Asked the community association for support with an issue	10%	5%	12%	11%	11%	2%
Other	9%	5%	5%	16% ↑	9%	7%
Nothing - I have not participated in any OCA related activities	18%	30% ↑	15%	15%	15% ↓	40% ↑

There are different ways residents can engage with the community association. Over the past few years (including times before the pandemic) have you... (please select all that apply) Base: All respondents (n=276)

Use of Amenities

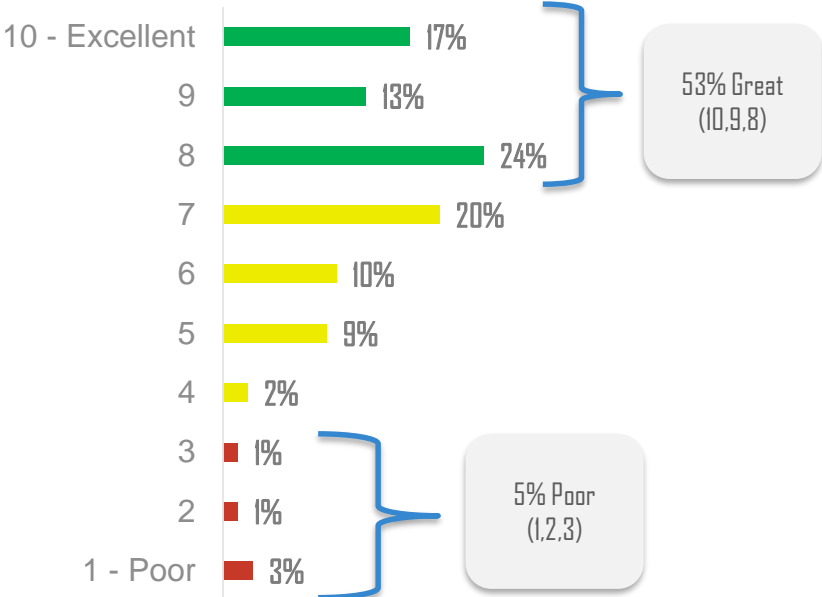
The ice rinks in the community are the most common amenity used by residents 18-59. Families are big users of amenities, especially sport related activities.

Used in the past year	18-39 n=66	40-59 n=102	60+ n=108	Families	No kids	Used in the past year	18-39 n=66	40-59 n=102	60+ n=108	Families	No kids	
Outdoor rink	59% ↑	54% ↑	13% ↓	65% ↑	20% ↓	Soccer	17% ↑	5%	1%	11% ↑	2% ↓	
Stampede Breakfast	28%	43%	34%	40%	33%	Sticks & Pucks	9%	5%	1%	9% ↑	1% ↓	
Public skates	27%	38% ↑	12% ↓	46% ↑	14% ↓	Squash	9%	1%	4%	4%	4%	
Tennis courts	19%	20%	25%	13%	20%	Adult hockey	7%	2%	3%	4%	3%	
Community garden	16%	15%	13%	20%	16%	Ball Hockey	7%	3%	1%	5%	2%	
Pre School	10%	26% ↑	10%	2%	23% ↑	2%	0%	5%	1%	4%	1%	
Pickle ball	9%	2%	6%	15% ↑	4%	12%	Tai Chi	0%	0%	4%	0%	3%
School programs	8%	13%	10%	3%	15% ↑	3%	1%	1%	1%	1%	1%	
Childcare	7%	13%	9%	2%	15% ↑	2%	0%	0%	0%	12% ↓	35% ↑	
Youth hockey	7%	11%	9%	2%	13% ↑	2%	0%	0%	0%	12% ↓	35% ↑	

Which of the following community-based amenities have you and/or members of your household used in the last 12 months? For seasonal amenities, please think about your usage during the months this activity is available. Base: All respondents (n=225)

Positive Perceptions of Events/Activities

Residents that have used some of the OCA's events/activities have positive perceptions of these offerings. Members rate their experience higher than non-members, with 20% of non-members giving poor rating.

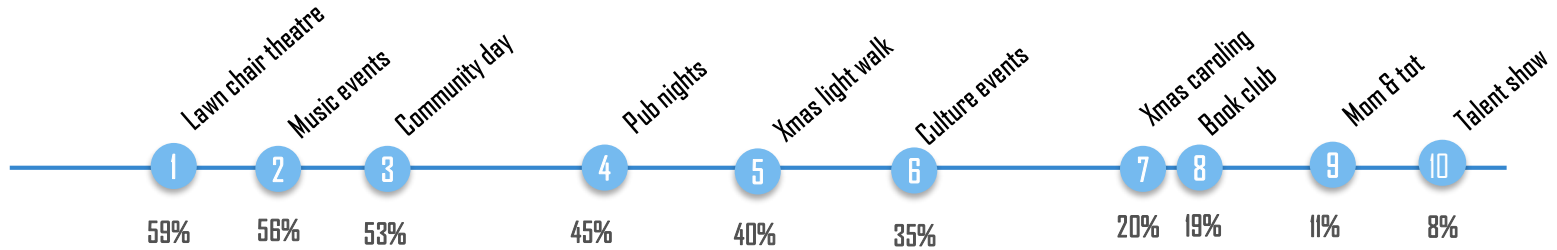


	18-39	40-59	60+	Member	Non-Member
10	20%	16%	16%	18%	8%
9	17%	14%	10%	14%	8%
8	28%	21%	24%	24%	23%
7	22%	18%	20%	19%	27%
6	2%	11%	13%	10%	12%
5	0%	11%	12%	10%	4%
4	4%	2%	1%	3%	0%
3	2%	2%	0%	1%	8%
2	0%	1%	2%	2%	0%
1	4%	2%	2%	2%	12%

How would you rate your overall experience with events, activities or any engagement you've had with the Oakridge Community Association? Please use a scale of 1 to 10 where 1 means your overall experience was very poor and 10 means your overall experience has been excellent. Base: All respondents (n=225)

There is united interest in several potential events

Dakridge residents have similar interests when it comes to potential events. While the order of preference varies between age/gender, the same five events appear across all top five lists.



	18 - 39		40 - 59		60 +		Female		Male	
1	Community day	74%	Lawn chair theatre	64%	Music events	57%	Lawn chair theatre	68%	Music events	44%
2	Lawn chair theater	70%	Community day	58%	Lawn chair theatre	47%	Music events	62%	Pub nights	44%
3	Xmas light walk	64%	Music events	56%	Pub nights	42%	Community day	58%	Community day	43%
4	Music events	56%	Pub nights	46%	Community day	36%	Pub nights	45%	Lawn chair theatre	40%
5	Pub nights	50%	Xmas light walk	40%	Culture events	27%	Xmas light walk	45%	Xmas light walk	30%

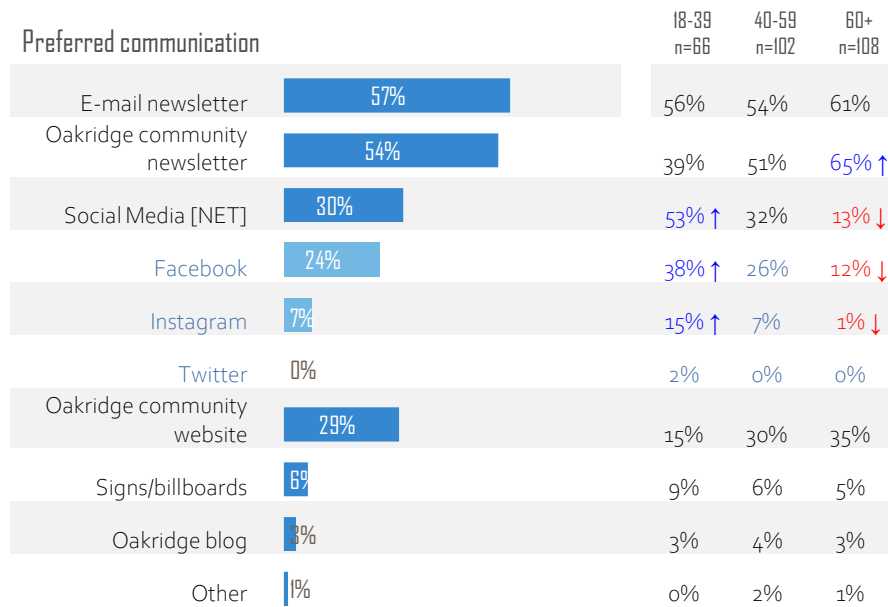
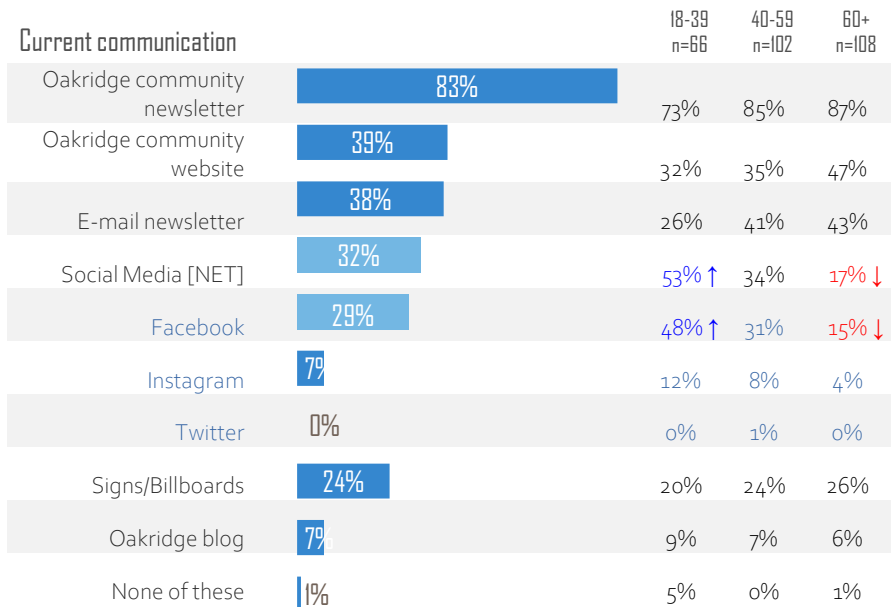
Below are a variety of potential programs or initiatives that could be offered by the Dakridge Community Association. Which, if any, would you consider participating in?
Base: All respondents (n=276)

A person wearing a red and blue plaid shirt is gesturing with their hands while speaking. In the background, another person is visible, and a laptop is open on a table. The laptop screen displays a dashboard with various charts and data. A notebook and a smartphone are also on the table.

Oakridge Community Association - Communication

Online methods of communication are preferred

Most people receive information through the community newsletter - a method that appeals primarily to senior residents. Younger audiences favour digital tools, particularly e-mails and social media. Establishing and updating a digital presence may be particularly effective for reaching younger Oakridge residents.



Which of the following ways do you receive information from the Oakridge Community Association?

How would you prefer the OCA shared information with you?

Base: All respondents (n=276)

Volunteer Interest

Residents are most interested in volunteering for seasonal/special events. Many people are not interested in volunteering, especially older populations.

		18-39	40-59	60+	Member	Non-Member
Helping occasionally with seasonal or special events	41%	52%	41%	35%	44%	26%
Serving on special committees	18%	23%	19%	15%	18%	19%
Helping maintain the community facilities, such as the hall, courts, community garden, outdoor rink, etc.	8%	11%	8%	7%	9%	2%
Volunteering to help with fundraising	7%	11%	8%	5%	7%	7%
Serving on the Board as President, Vice-President, Treasurer, Secretary	5%	14%	2%	4%	5%	7%
Other	4%	0%	4%	6%	4%	2%
Not interested in or able to volunteer at this time	49%	39%	51%	52%	48%	53%

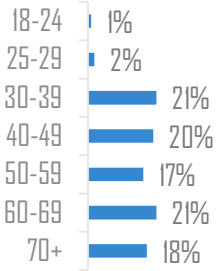
There are different ways residents can engage with the community association. Over the past few years (including times before the pandemic) have you... (please select all that apply) Base: All respondents (n=276)

A diverse group of people, including an elderly man with a white beard and a young woman, are smiling and standing outdoors. The background is a soft-focus green landscape. The text "Respondent Profile" is overlaid in white, bold font.

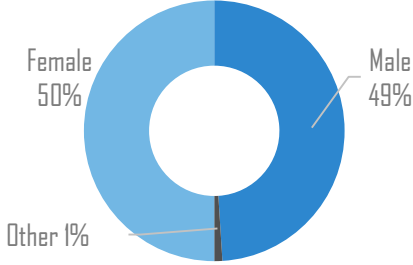
Respondent Profile

Who we heard from

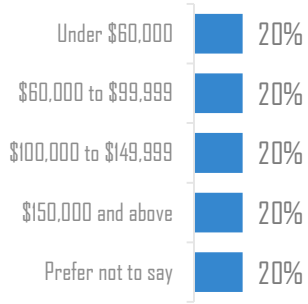
Age



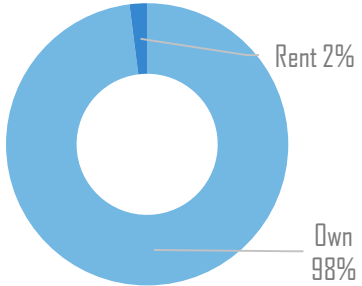
Gender



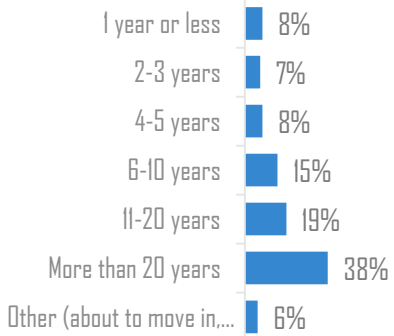
Household Income



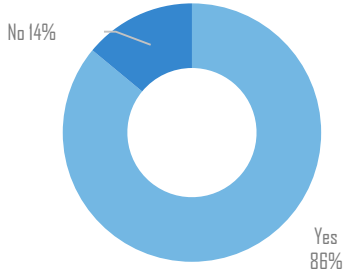
Own or Rent



Length of Time in Oakridge



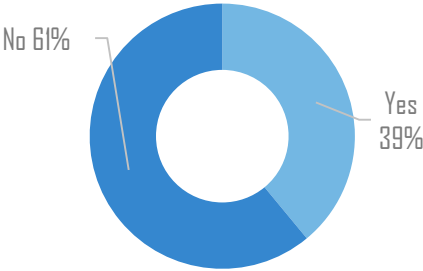
Lived in other communities in Calgary



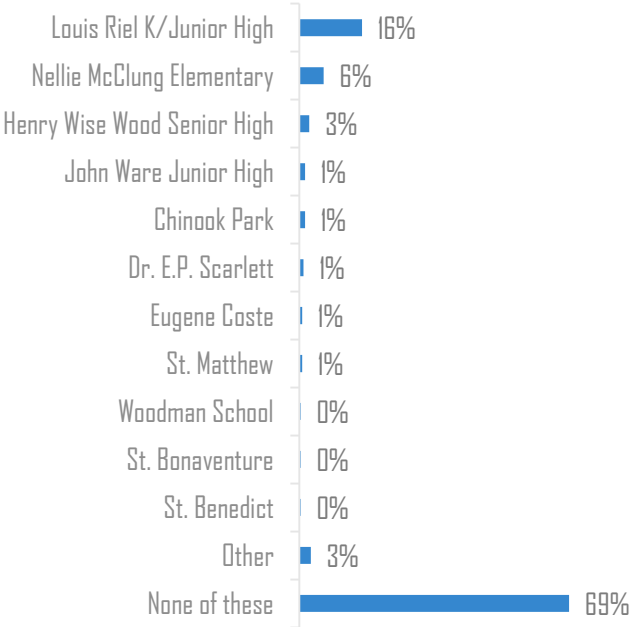
Base: All respondents (n=276)

Who we heard from

Children in household



School child attends



Base: All respondents (n=276)

THANK YOU

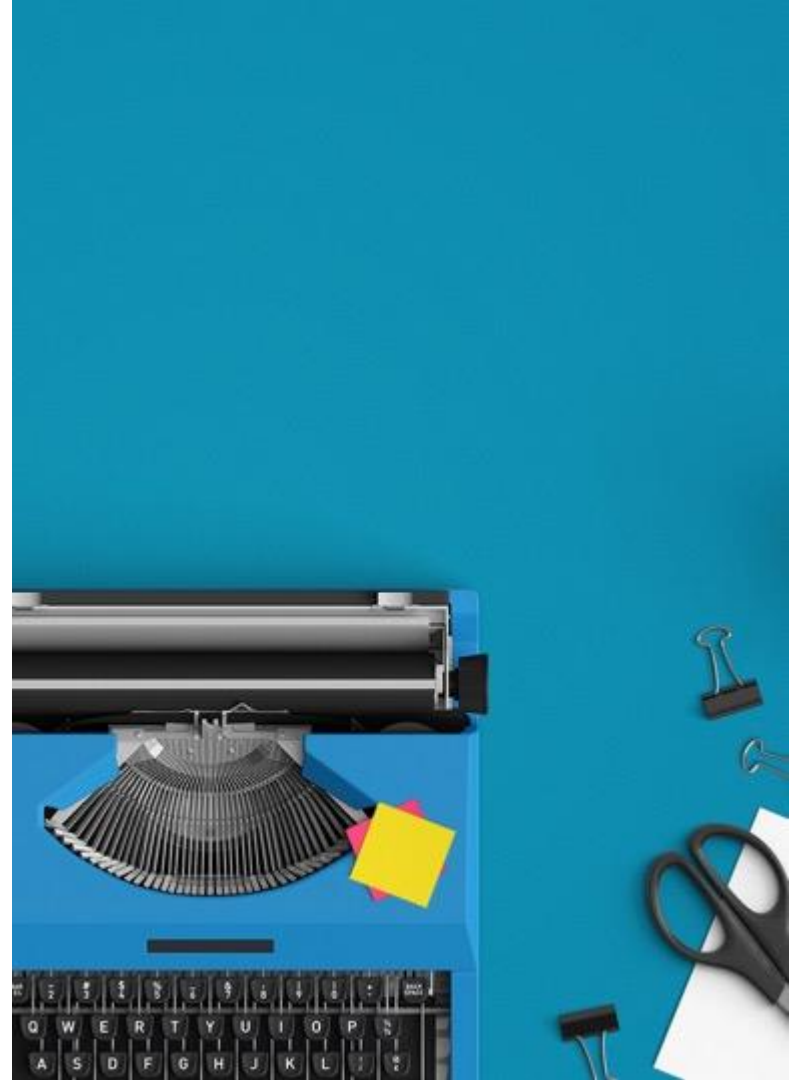
Got questions for us?

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Understanding people. It's what we do.