

IQ Tennis and Pickleball Centre

What We Found Report 2

April 12, 2024

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PROJECT OVERVIEW

Following the Request for Expression of Interest process, IQ Tennis & Pickleball Centre was chosen by the City of Edmonton to explore the potential of covering the existing tennis courts at Jasper Place with an air supported structure to offer Edmontonians an opportunity to enjoy tennis and pickleball year-round.

- Formed in 2016, our group consists of businesses, coaches and tennis enthusiasts seeking opportunity in building and running indoor tennis/pickleball facilities in the City of Edmonton.
- NPO named 'IQ Tennis & Pickleball Centre' established in 2022
- Our group is in close contact with and has support of Tennis Canada, Tennis Alberta, Pickleball Alberta and Edmonton's pickleball player community.

PUBLIC ENGAGEMENT

The purpose of this public engagement was to determine the level of community support for the project concept plan. Community members and organizations had the opportunity, both in person and through an online survey, to advise on the project as well as to explain their concerns.

HOW WE ENGAGED

The public was invited to fill out the online survey open from Feb 18, 2024- April 9 2024 where they could provide their input. The survey was accessible from the 'IQ Tennis & Pickleball Centre' website, and a QR code on distributed fliers, and was administered via Google Forms. 102 people completed the online survey as of the time of writing.

WHO WAS ENGAGED

Through a variety of communications, residents and businesses in Jasper Park surroundings communities were invited to participate in public engagement.

The following Community Stakeholder Groups were engaged:

- Jasper Place high school
- St, Francis Xavier high school
- Aleda Patterson Elementary School
- Annunciation Catholic Elementary School
- Alex Janvier Elementary and Junior High School
- Tennis Alberta
- Pickleball Alberta
- Meadowlark and West Meadowlark community leagues
- Bill Hunter Arena
- Jasper place Leisure Centre
- JP Bowl/Sportsfield
- West Edmonton Raiders Football Club (current licensee of change rooms building)
- COE Neighbour Services
- Neighbourhood residents

SUMMARY REPORT

Community Consultation Summary:

Emails:

- New survey was emailed to respondents of previous survey from first round of public consultations
- Emailed concept plan information and survey to:

- President of Tennis Alberta, forwarded the survey to their members on our behalf
- President of Pickleball Alberta, forwarded the survey to their members on our behalf
- Michelle McKay with West Edmonton Raiders Football (met last year and was in full support of the project provided they have the same size office and storage space)
- Additional emails were sent to set up meetings with the following organizations:
 - St. Francis Xavier High School - Breanne Fiege, who we met during our initial round of consultation and was in support of the project (Breanne put us in contact with Athletic Director and Physical Education Department Head Helena Gouveia-Parker, no response after that). We eventually met with Jolene Thomson, Manager of Programs and Athletics with ECSD who oversees court bookings for St. Francis Xavier School, see below.
 - Jasper Place High School - Sid Brandsma school athletic director, who we met during the first round of consultations and was in support of the project (after limited back and forth communication with Sid no official meeting resulted this time)
 - Meadowlark Community league (Also on March 4, 7pm we came to their scheduled community meeting as advertised on their website, but no one was at the building) - No official meeting resulted due to lack of response or interest
 - Howard Lawrence from COE Neighbor Services. - No official meeting resulted due to lack of response or interest.
 - West Edmonton Raiders Football Club (current licensee of change rooms building) - No official meeting resulted this time but full support for the project was expressed in the previous meeting provided they have the same size office and storage space.

Additional contact:

- Dropped off 200 fliers (Figure 1) to nearest homes in the area outlining purpose of the project with a QR code for the survey (March 13 and 14)
- Attended the following locations on March 12 during working hours for attempted contact (fliers were left with the staff members):
 - Jasper Place High School
 - Jasper Place Leisure Centre (may have responded via online survey)
 - Bill Hunter Arena

- Aleda Patterson Elementary School (may have responded via online survey)
- Annunciation Catholic Elementary School (may have responded via online survey)
- Alex Janvier Elementary and Junior High School (may have responded via online survey)

Meetings:

- Met with West Meadowlark Community League on March 6 and gave presentation about the project. League was in support of the project but had concerns about cost for league members and parking on site.
- Attended Bill Hunter Arena on March 13 to attempt contact with manager, received contact info for Nicholas Kohler. Met Nicholas Kohler from Bill Hunter Arena on March 14th on site. Very supportive of the project but main concern was parking.
- Met Jolene Thomson (Manager of Programs and Athletics with Edmonton Catholic School) on March 18th at the Lumen Christi Catholic Education Centre and gave presentation about the project. Generally optimistic about the project but main concern is the usage cost for Schools.
- Michelle McKay with West Edmonton Raiders Football met with us on site last year and was in support of the project provided they have the same size office and storage space.
- Attended JP school May 23 and managed to speak with Sid Brandsma, he said that they are in support of the project so long as the school still has access to the facilities, and agreed to meet in the future to discuss it in more detail.
- Met on June 6 With Josephine Duquette (josephine.duquette@epsb.ca) and Stacey Pal (stacey.pal@epsb.ca) from the Edmonton Public School board to address questions and concerns on behalf of Jasper Place School. They and the school are in full support of the project and stated that the school would likely want to increase the amount of hours they book for the courts throughout the year.

Website Activity

The website was promoted on the flier and through direct email contacts. There were **493 unique visitors** to view the concept plan on the website over the 30 day period March 12-April 12 (Figure 2). Of those, 102 have taken the survey to provide their

feedback. From the 493 the visitors to the website, only one person responded to the survey that they are against the project (Figure 3).

Survey Summary:

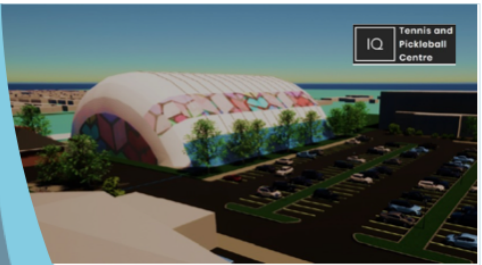
We have compiled data from the survey into a written summary, and the rest is shown as graphs taken from Google Forms.

*Note: More details for this written data can be provided at request

- Total number of respondents: 102
- 46.5% of respondents live on the South side, 42.4% on West end
- Most respondents were pickleball players (74.7%) or played both (16.2) (Figure 4)
- 24.2% of respondents say they would play on the Jasper Place Park courts if they were better maintained
- 81 (80.8%) respondents stated that they would pay to use the facility given similar rates to current facilities. 4 respondents (4%) stated that they would not pay to use the facilities, while other respondents stated it would depend on the service provided.
- All potential programs were supported by at least a third of respondents, with the most support for round robins (87.8%) (Figure 5)
- More than half of respondents strongly agree with each of the following: 1) developing the site will increase community usage of the site, 2) development will provide more community opportunities to participate in sports programs and 3) the centre will help in developing healthy standards of living (Figure 6)
- Many report they would like a design element on the outside (37.4%) while the majority are indifferent (53%)
- 86.8% of respondents support the proposed concept plan for the IQ Tennis and Pickleball centre, while 12.1% are unsure and would like more information.
- General concerns provided by respondents include (full comments below):
 - Parking availability
 - Washroom accessibility
 - Desire for organized play/programs at varying times of day
 - Fees
 - Timing of construction project
 - Desire for more pickleball courts
- Other comments include:
 - A strong desire for more pickleball dedicated courts
 - A desire for quality indoor facilities
 - A desire for racket and ball rental

- Potential benefits to community league members
- Desire for bike parking
- We also collected:
 - 86 names
 - 73 emails
 - 90 postal codes

Figures



A new indoor tennis and pickleball centre is coming to **Jasper Place Park**, and we want to hear from you!

Complete this survey to give us feedback.



Check out the concept plan at iqtennisandpickleball.com

Who?

IQ Tennis & Pickleball Centre is a non-profit chosen by the City of Edmonton to explore the potential to cover the existing courts at Jasper Place with an air supported structure to offer Edmontonians an opportunity to enjoy tennis and pickleball year-round.

What?

Air supported dome covering 8 existing tennis courts. The existing courts will be resurfaced and two of the courts to be remade to fit 8 pickleball courts.

Where?

Jasper Place Park (Johnny Bright Sports Park)

Features:

- Washrooms
- Change rooms
- Lockers
- Viewing area

Facility Services:

- One-on-one and group lessons
- Tournaments
- Camps for children and adults
- Round-robin sessions
- Drop-in for the public
- School associated programs
- ..and more!

Check out the concept plan at iqtennisandpickleball.com

Figure 1: Flier distributed to spread awareness for the IQ Tennis and Pickleball Centre concept plan. The flier includes the website URL, information about the project, and a QR code that leads straight to the survey.

Visitor type	Page views ↓	Site sessions ⓘ	Unique visitors
Summary	901	583	434
New	716	468	359
Returning	185	115	75

Figure 2: Website report indicating number of views and visitors to the concept plan page from March 12-April 12.

Do you support proceeding with development of the proposed concept plan for the IQ Tennis and Pickleball Centre?

99 responses

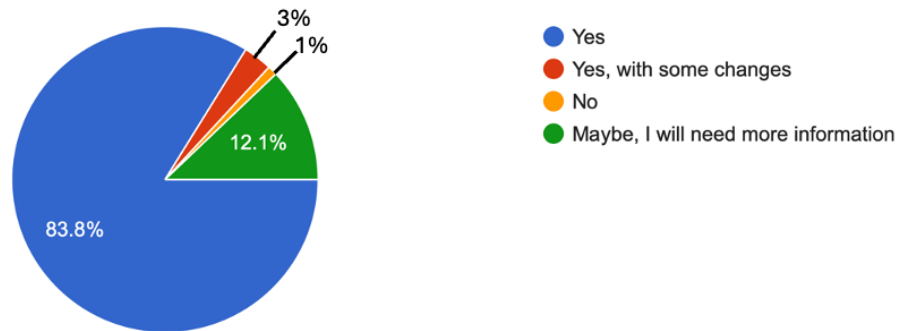


Figure 3: Survey results indicating support for the proposed concept plan.

Are you a tennis or pickleball player?

100 responses

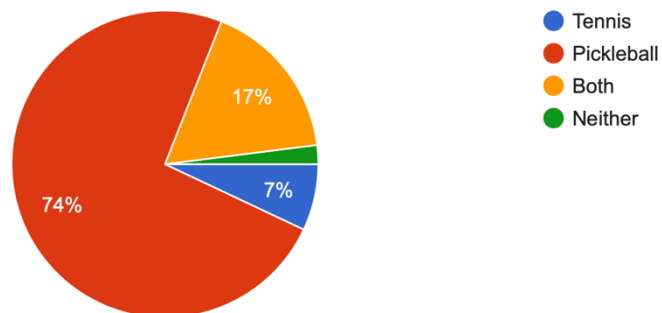


Figure 4: Survey results indicating proportion of tennis and pickleball players

What kind of programs would you like to see at the IQ Tennis and Pickleball Centre? (Select all that apply)

98 responses

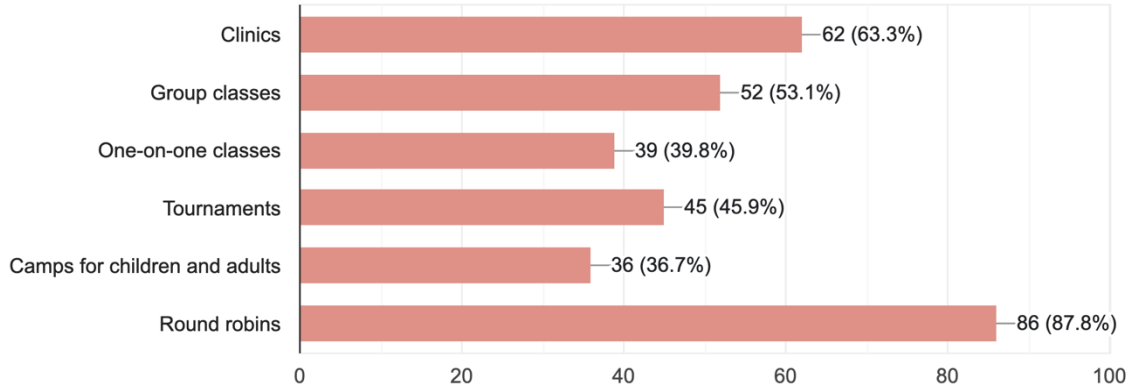


Figure 5: Survey results indicating respondent preferences for sports programs at the centre.

To what degree do you agree or disagree with the following:

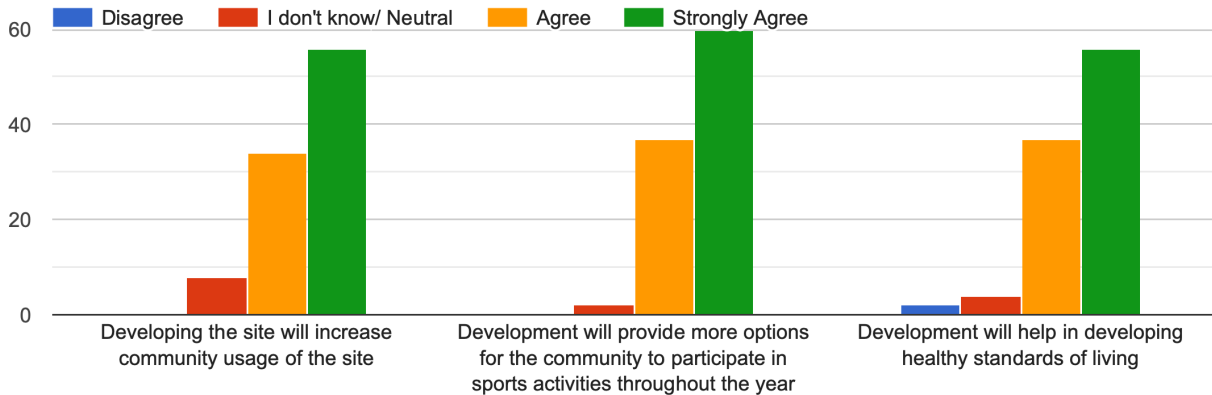


Figure 6: Survey results indicating respondent preferences for sports programs at the centre.

Additional Comments and Feedback from Survey (28 total):

Concerns (12):

- Key items are: usage cost, parking availability, washroom accessibility, dedicated courts for pickleball (or if shared use, accessibility is based on demand)
- We need more organized play especially during the winter months. I wont play drop in. I prefer sign up round Robin's at my club or DUPR rating.
- Since it is a public development I would assume fees would be less than private developments.
- If you build it, the cost should be low enough to allow all participants from all walks of life not only for those with higher median income
- Why is this project taking so long to proceed?
- Accessibility, affordability and flexibility are essential for a community sports facility to succeed.
- I believe you need more pickleball courts and less tennis courts
- Cost is a big factor for who can afford to play.
- Must cost reasonably for seniors on fixed incomes wanting to be active year round.
- The balance should be more towards pickleball than it is; the tennis courts will be mostly unused while there will be waiting lists for pickleball.
- it sounds as if 2 Pickleball courts and the rest tennis, it should be reversed

General support (10):

- in a winter city, in door facilities are at a premium. we have found that with soccer facilities that are fully booked, hockey arenas where players can only play at crazy hours, and currently tennis has limited options to play in the winter and high costs, and pickleball is becoming unavailable all week long. I am not a fan of following a fad, but a quality indoor facility can be repurposed/rented for other activities (badminton etc), even if pickleball subsidies (which probably won't happen for a few years anyway) and is a much easier facility to manage for public access than school gymnasiums (especially with maintenance and insurance becoming huge barriers to their use) or private facilities who are member based and costs can be inaccessible for some members of the public. Winter cities need quality indoor facilities to encourage public use, health, fitness, and participation/social engagement.
- Pickleball is growing so fast we need places to play
- looking forward to the opening
- What will being a member of the community league offer? I appreciate the efforts to add something to our community. Thank you.

- I'm really happy this is under development. I think there is huge demand for pickleball and you should consider more pickleball courts. It would also be really great if there was secure bike parking/lock up areas to encourage people to ride there as this is easy access for many west end residents.
- This is new to me, great to hear and I hope it is successful (and soon :))
- A great project that I would look forward to once completed and it would improve the surrounding and provide a facility that I would love to use
- Pickleball is growing so quickly that courts will always be in need (especially Oct-April).
- I think this is a great idea to have tennis and pickleball all year around
- I live directly across the street from these tennis courts since 1980 & I think this is an amazing idea. The facility could be used year round

Other (7):

- Is it possible to have the courts outdoor in the summer and covered in the winter
- I would like to see clinics, rounds robin play ect. offered in the evening and not ALL during the day. This would allow those who work during the day, time to enjoy the centre and it's programs in the evening.
- It would be nice if there were racquets that we could use and put back maybe somewhere there, also some tennis balls
- I am waiting for this project to go ahead
- 6am -12am operation hrs
- I can advise you on the change room and bathroom accessories. I specialize in assisting new facilities with allocating the proper space for custodial services as well as the products and cleaning procedures to use based on the materials and schedule of the facility. My Name is Neil Woywitka with CleanFx
- Would be nice to have picnic facilities for outdoor play.

CONCLUSION

After the community consultation meetings and survey administration, a total of 493 people reviewed the concept plan on the website and 102 people participated in the survey. Of these visitors and respondents only one reported that they were against the project. We received overwhelming support for the project from the stakeholders and public. We identified that the main and most common concerns reported by both public and stakeholders were: parking availability, fees, and a desire for increased programming.

A parking study was performed for this project on this site and reported “there is no overall shortfall of parking on site, even during peak times, and when the JBSP is expanded for most of the week there will not be a shortfall of parking” (see report). The City of Edmonton will reassess if additional parking is required during the development permit stage. We have identified two areas to renovate into additional parking if required.

Fees for the public will be the same as or less than current court fees in other City of Edmonton public courts. Schools will be given preference for court booking ahead of time during the school year, and special rates for schools will be provided. Also special rates will be considered for local community leagues members as well as different age groups and low income families.

The programming in the facility will be tailored to public demand and will be flexible to change based on public need. A variety of programs have already been designed for this purpose (see business case).

Based upon this round of public consultation, we have been able to highlight the major concerns and found that the community has demonstrated a high level of support for the project.