

## **Harbourfront Community Centre Community Needs Assessment Survey**

In 2009, Harbourfront Community Centre (HCC) undertook a community needs assessment project which included the following:

- Phase 1 – Compilation of public statistics and demographics for HCC catchment area.
- Phase 2 – Development of a community needs assessment survey with input from staff, volunteers and HCC participants.
- Phase 3 – Promote online survey throughout the community and with HCC participants and volunteers. Offered a free tote bag for survey completion.
- Phase 4 – Review and summarize survey data. Provide summary results to HCC staff, Board of Management and community.

The community needs assessment survey examined the awareness and usage of the programs, services and events offered at the Harbourfront Community Centre.

### **Methodology**

Community members, HCC participants and volunteers were invited to complete the online survey which was offered online via Survey Monkey. The survey was conducted from July through to December 2009.

Survey questions were asked to identify respondents' awareness and satisfaction of HCC programs/services/communications as well as identify future service needs. Verbatim feedback was encouraged.

### **Sample**

The survey comprised of a random sample. No participatory or geographical restrictions were applied. Respondents had the option to complete the survey in full or reply only to those questions which applied to their situation. 290 respondents participated in the survey.

### **Survey Content**

The survey comprised of a number of core modules categorized by program/service type with subcategories that identified specific programs and services. HCC program/service modules included:

- Harbourfront Community Centre as an agency
- Family & Preschool Children Programs, Services and Events
- School Age Children Programs, Services and Events
- Pre-Teen and Youth Programs, Services and Events
- Community, Adult and Senior Programs, Services and Events
- Fitness, Health and Wellness Programs, Services and Events
- Other HCC Programs, Services and Events
- Dissatisfaction with HCC Programs, Services or Events
- Barriers to Attending HCC Programs, Services or Events and Improvement Suggestions
- Interest in using HCC Programs, Services and Events and Suggestions
- Additional verbatim comments
- *Subcategories for each program/service type regarding usage:*
  - Now
  - Next year or two
  - 3-4 years
  - 5+ years
  - Not interested
- Communications
  - Subcategories included:*
    - Current communication sources for HCC information
    - Effectiveness of HCC Communications
    - Preferred frequency of communications
    - Programs preference for frequent communications
    - Interest in HCC email communications

## Survey Response

The survey included a respondent demographic section that requested the following information:

- **Primary household language:**
  - English - 88.7%
  - Other - 9.9%
  - French - 1.4%
  - 18 various languages noted in verbatim responses
- **Postal code:**
  - 115 various postal codes were noted
- **Ages Range:**
  - Under 20 – 11.9%
  - 20-29 – 19.7%
  - 30-39 – 29.4%
  - 40-49 – 14.7%
  - 50-59 – 9.2%
  - 60+ - 10.1%
  - Chose not to answer – 5%
- **Gender:**
  - Female – 75.8%
  - Male – 19%
  - Other – 1.9%
  - Chose not to answer – 3.3%
- **Household Income**
  - Less than 15,000 – 9.1%
  - \$15,000 - \$44,999 – 13.9%
  - \$45,000 - \$64,999 – 12.5%
  - \$65,000 - \$99,999 – 14.9%
  - \$100,000+ – 9.6%
  - Do not know – 8.7%
  - Chose not to answer – 31.3%
- **Family Type**
  - Two parent family – 37.5%
  - Single – 26%
  - Other – 10.6%
  - Chose not to answer – 9.6%
  - Single parent family – 9.1%
  - Senior – 7.2%

- **Awareness of HCC Programs, Services, Events**

The majority of the respondents were aware of some, if not all, HCC programs. The most frequently listed programs were health, fitness/athletic, after school, children's/youth, family, seniors, summer camp, and arts.

- **Satisfaction with HCC**

The majority of respondents (78.4%) were either very satisfied or satisfied with Harbourfront Community Centre. Few people were neither satisfied nor dissatisfied (8.8%). Very few people (3.5%) were dissatisfied or very dissatisfied. 9.2% of respondents had not heard of HCC.

- **Family & Preschool Children Programs, Services and Events**

On average, respondents replied as follows:

- 15% - very satisfied

- 14% - satisfied
- 4% - neither satisfied nor dissatisfied
- 1% - dissatisfied
- 2% - very dissatisfied
- 34% - no opinion
- 30% - not aware

- **School Age Children Programs, Services and Events**

On average, respondents replied as follows:

- 11% - very satisfied
- 12% - satisfied
- 4% - neither satisfied nor dissatisfied
- 1% - dissatisfied
- 1% - very dissatisfied
- 41% - no opinion
- 30% - not aware

- **Pre-Teen and Youth Programs, Services and Events**

On average, respondents replied as follows:

- 11% - very satisfied
- 10% - satisfied
- 3% - neither satisfied nor dissatisfied
- 1% - dissatisfied
- 1% - very dissatisfied
- 42% - no opinion
- 32% - not aware

- **Community, Adult and Senior Programs, Services and Events**

On average, respondents replied as follows:

- 9% - very satisfied
- 12% - satisfied
- 4% - neither satisfied nor dissatisfied
- 1% - dissatisfied
- 1% - very dissatisfied
- 36% - no opinion
- 37% - not aware

- **Fitness, Health and Wellness Programs, Services and Events**

On average, respondents replied as follows:

- 12% - very satisfied
- 15% - satisfied
- 4% - neither satisfied nor dissatisfied
- 1% - dissatisfied
- 1% - very dissatisfied
- 39% - no opinion
- 28% - not aware

- **Other HCC Programs, Services and Events**

On average, respondents replied as follows:

- **Community Café & Catering:**
  - 15% - very satisfied
  - 20% - satisfied

- 8% - neither satisfied nor dissatisfied
- 6% - dissatisfied
- 4% - very dissatisfied
- 24% - no opinion
- 23% - not aware
  
- **New Clothing Exchange:**
  - 15% - very satisfied
  - 18% - satisfied
  - 4% - neither satisfied nor dissatisfied
  - 1% - dissatisfied
  - 1% - very dissatisfied
  - 25% - no opinion
  - 36% - not aware
  
- **Community Computer Access:**
  - 23% - very satisfied
  - 26% - satisfied
  - 5% - neither satisfied nor dissatisfied
  - 1% - dissatisfied
  - 2% - very dissatisfied
  - 21% - no opinion
  - 22% - not aware

- **Dissatisfaction with HCC Programs, Services or Events**

Verbatim responses were requested for this question. When asked why respondents were dissatisfied with HCC programs, services, or events, most of the respondents said that they were satisfied or that they did not have any reason to be dissatisfied. Of those who truly were dissatisfied, most had a personal experience that made them dissatisfied. HCC has reviewed and addressed comments where applicable, please refer to HCC Action portion of summary.

- **Barriers to Attending HCC Programs, Services or Events and Improvement Suggestions**

Respondents were asked to identify all points that applied as follows:

- Time of program did not work with my schedule - 52%
- Lack of time to attend - 47%
- Lack of program information – 25%
- Cost – 24%
- Child care – 15%
- Nothing of interest -10%
- Transportation 9%
- Accessibility – 7%
- Customer service 5%
- Special needs – 4%
- Safety – 4%
- Language – 4%
- Other – 9%

The majority of “other” barriers were personal to the respondent’s situation. HCC has reviewed and addressed comments where applicable.

- **Improvement Suggestions**

Verbatim responses were requested for this question. When asked for suggestions on how to improve HCC programs, services, and events, there were many varying suggestions, from adding a big pool with a big slide to having hamburgers at barbecues. However, there was a strong focus on better communicating all HCC has to offer: better and more advertising, PR, other distribution of information. There were requests for additional programs or extended hours, better organization and lower costs. HCC has reviewed and addressed comments where applicable, please refer to HCC Action portion of summary.

- **Interest in using HCC Programs, Services and Events and Suggestions**

Respondents were asked to identify their interest in using each HCC program/service type with subcategories that identified specific timeframes.

- **Family & Preschool Children Programs, Services and Events**

On average, respondents replied as follows:

- Now – 26%
- Next year or two – 10%
- 3-4 years – 6%
- 5+ years – 9%
- Not interested – 49%

- **School Age Children Programs, Services and Events**

On average, respondents replied as follows:

- Now – 19%
- Next year or two – 10%
- 3-4 years – 8%
- 5+ years – 15%
- Not interested – 48%

- **Pre-Teen and Youth Programs, Services and Events**

On average, respondents replied as follows:

- Now – 17%
- Next year or two – 7%
- 3-4 years – 5%
- 5+ years – 20%
- Not interested – 51%

- **Community, Adult and Senior Programs, Services and Events**

On average, respondents replied as follows:

- Now – 21%
- Next year or two – 14%
- 3-4 years – 3%
- 5+ years – 5%
- Not interested – 57%

- **Fitness, Health and Wellness Programs, Services and Events**

- Now – 36%
- Next year or two – 19%
- 3-4 years – 4%
- 5+ years – 4%
- Not interested – 37%

- **Other HCC Programs, Services and Events**

- **Community Café and Catering:**
  - Now – 47%
  - Next year or two – 14%
  - 3-4 years – 8%

- 5+ years – 3%
- Not interested – 28%
- **New Clothing Exchange:**
  - Now – 35%
  - Next year or two – 16%
  - 3-4 years – 3%
  - 5+ years – 6%
  - Not interested – 40%
- **Community Computer Access:**
  - Now – 43%
  - Next year or two – 12%
  - 3-4 years – 2%
  - 5+ years – 4%
  - Not interested – 39%

Verbatim suggestions varied. Frequently recommendations included: increased publicity, lowered costs and additional program times. HCC has reviewed and addressed comments where applicable, please refer to HCC Action portion of summary.

- **Communications**

- **Current communication sources for HCC information**

Being a member is the top source of information for 45% of the respondents. Posters/flyers (35%), friends/family (28%), HCC website (28%), quarterly HCC program guide (27%), and word of mouth (26%) were other top sources.

- **Effectiveness of HCC Communications**

The majority of listed communication tools received averages ratings of “very effective”, while two were noted as “somewhat effective”:

**Very Effective**

- Posters/flyers - 51%
- HCC Web site ([www.harbourfrontcc.ca](http://www.harbourfrontcc.ca)) - 64%
- Quarterly HCC Program Guide - 63%
- Email notices - 61%
- Facebook - 35%
- Word of mouth - 62%
- Outdoor sign board - 55%
- Parks & Recreation “Fun Guide” - 55%

**Somewhat Effective**

- Newspaper listings - 42%
- HCC Blog ([harbourfrontcc.blogspot.com](http://harbourfrontcc.blogspot.com)) - 34%

- **Preferred frequency of communications**

Most of the respondents preferred to receive information monthly (47%), weekly (27%), bi-annually (8%). The percentage of those wishing to receive information daily and annually was the same at 4%. Only 9% of the respondents said they do not wish to receive any communication from HCC.

- **Interest in HCC email communications**

The majority of the respondents (66%) do wish to receive information about HCC special events, fundraising activities, upcoming deadlines, and program updates via email.

**- End of Survey -**

## **HCC Actions**

Survey results and respondent comments/suggestions have been reviewed and discussed with HCC staff, volunteers and board members. In response, HCC has implemented and/or identified the following:

### **HCC has implemented:**

#### **Intergenerational activities and Seniors programming:**

In late 2009 through to 2010, HCC introduced a variety of new intergenerational activities and programs including:

- Integrated health programs such as: Stretch and Tone for Adults and Seniors, Gentle Yoga and a Spring Walking Program.
- Family Program activities, Baby and Me Pilates, Community Kitchen, Potlucks and a Monthly Brunch is open for participants of all ages.
- Intergenerational Gardening Program at Fort York Community Gardens in partnership with City of Toronto - Parks, Forestry and Recreation and Evergreen.
- In 2009, larger screens were added to the community computers to assist the visually impaired.
- One to one assistance including computer support is available through the Seniors Program.
- New in 2010, HCC now offers Seniors Games Days, Afternoon Tea and Socials.
- HCC has recently launched "Art Through the Ages" – a visual arts based Seniors program offering workshops in a variety of mediums, gallery trips, and more!
- During Fall 2010, Seniors will in turn teach a variety of visual arts techniques to the Room 13 children art studio and Preteen Programs.
- HCC continues to research funding opportunities to support Seniors programming and services.

#### **New Programs:**

- HCC has introduced a new Music Lessons Program for adults and children.
- Adult Cooking and Nutrition Classes
- School readiness program is now being offered in the Family Program at no cost.

#### **Fitness, Health and Wellness:**

- Fitness Classes are priced at a rate which is reasonable and only covers the cost of the instructors' fees. Prices have not increased in 5 years however there will likely be a small increase in Fall 2010. HCC fitness and dance program prices are often lower than/or similar to AOCC or City of Toronto Parks, Forestry and Recreation Facilities.
- Fee subsidy is available. HCC fitness memberships are available: 6 months for \$200, 1 year for \$375. Fitness packages which include unlimited dance, fitness and tai chi classes are available for as low as \$8 per week. Yoga classes are exempt from the package. There is also an option to add the Weight Room membership for a fee of \$450 per year.
- Fitness programs will continue to be reviewed and improved. Table tennis is now available to the public on Wednesday evenings.
- The total weekly variety of fitness classes offered through rental and HCC-based include:
  - 1 Stretch and Tone
  - 1 Stretch and Tone for Seniors
  - Yoga for Seniors
  - 1 Mom and Baby Yoga
  - 3 lunch Cardio classes
  - 4 Cardio and Dance Classes
  - 2 Hatha Yoga
  - 1 Ashtanga Yoga
  - 2 Adult Karate
  - 1 Pilates
  - 1 Latin and Salsa
  - 1 Ballroom Dance
  - 1 Bollywood Dance

**Weight/Fitness Room:**

- Unfortunately there is no additional space available to expand the Weight Room so crowding can occur. We will be reviewing our equipment needs for 2010/2011 to maximize the space use.
- We have also increased our monitoring of women-only time in the weight room.

**Communications:**

- A new HCC outdoor sign has been installed which provides messaging opportunities and increases HCC "street" presence.
- Staff and volunteers will continue to work in partnership with community members on a wide range of neighbourhood events including a new meet and greet outreach event for condominiums.
- HCC website is currently being redesigned and is expected to launch in June 2010.
- Social media tools continue to be developed.
- An email communication tool is currently being developed and will be used to communicate with HCC members in a timely fashion.

**Other:**

- Barbeques have and will continue to offer a variety of meal choices at events including: hot dogs, hamburgers, pizza, vegetarian and healthy food options.
- At HCC we do our best to maintain a safe and clean environment. If equipment is not maintained to an appropriate level, participants should advise the Reception Desk so the problem can be remedied immediately.
- Library on Wheels is offered 2 times weekly within the community.
- The Neo Café took over management of the café in Fall 2009. They have received numerous compliments on the quality, pricing and variety of their food selection. Future café hours may be able to expand to include the evening/weekend if business improves.
- English as a second language classes are currently offered at neighbouring agencies – details are available at HCC Reception Desk.

**What HCC can not change at this time:**

- There is currently no funding available to increase HCC hours of operation at this time except during the operation of Summer Day Camp during summer months.
- A before-school care program is currently too expensive to offer at this time.
- There does not appear to be a high demand for Chinese language for Seniors Classes at this time.
- There is no funding available for pool construction.
- HCC has no control over parking availability in the Harbourfront community.

**What HCC hopes to implement in the future:**

- As the HCC gymnasium is shared with the 2 schools – access is limited. HCC will look at restructuring the volleyball/badminton/soccer timeframes and encourage additional community and outside user groups to permit space after hours and on weekends.
- Add a women-only sports program component.
- The Family Gym program has been restructured to include soccer.
- In Fall 2010, HCC intends to add a fee-based Kindergym Program and introduce some new recreation and music programs for children ages 3 to 5 in addition to the 3 programs currently being offered.
- Tai Chi will be offered in Fall 2010 during the day for Seniors.
- HCC hopes to add 2 more community access computers in the near future
- We will be reviewing the adult sports schedule for Fall 2010 with the goal of expanding the hours for volleyball and badminton; a short participant survey will help us decide times and days of week
- We are reviewing the concept of introducing an annual membership for adult sports programs.