



On Deck Aquatic Centre Survey

ETHELO

Introduction

From October 16 to November 16, 2020, the the CSRD, in partnership with the Town of Golden, used a engagement exercise that would serve as a feasibility study, and determine if there was broad community support for a new indoor aquatic centre located in Golden. The engagement outlined the different costs associated with the purposed new development, and invited community members to share their views on what features should be included in the new aquatic centre.

- Participants were tasked with learning about optional features for the new facility, adding their thoughts, and indicating whether they support or oppose including each feature.
- As participants advanced through the survey, the Ethelo platform calculated the cost for their ideal design, which was then made visible on the Final Personal Results page.
- Ethelo used the results to generate a purposed solution, predicted to have the most community support.



Participation

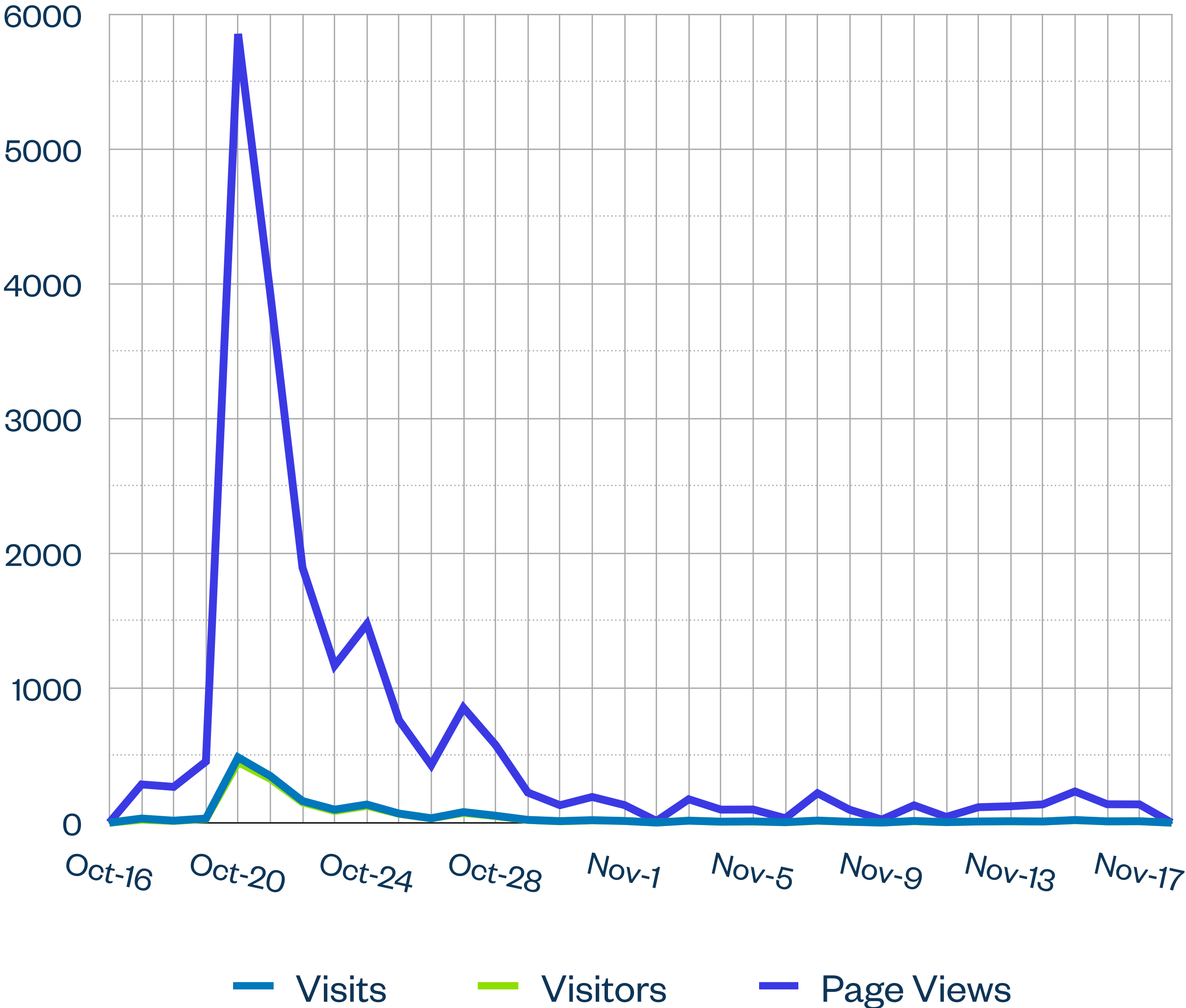
Participation

Number of visitors: **1,463**

Number Respondents: **1,118**

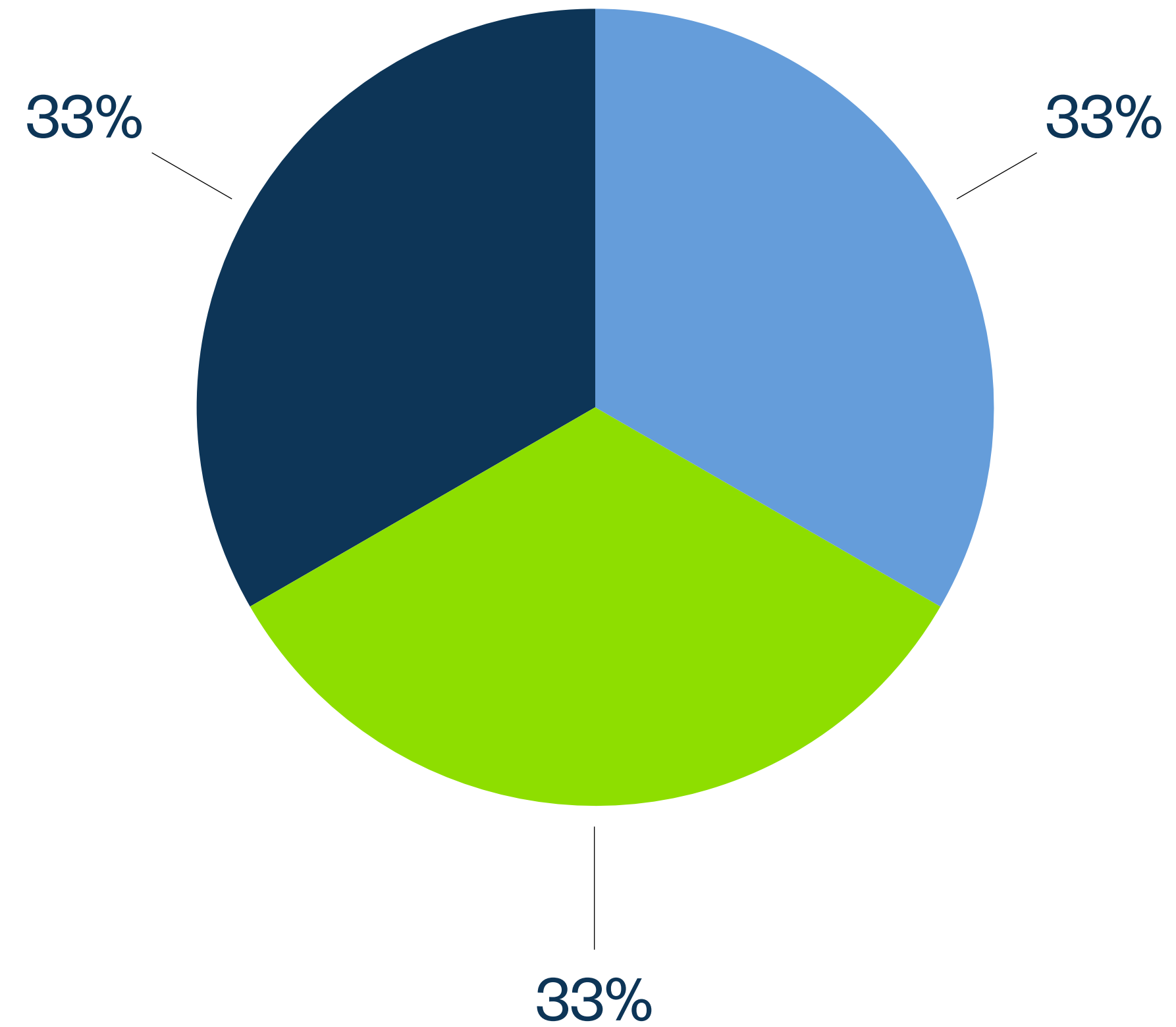
Page views: **20,420**

Average time on platform: **7.5 minutes**



Topic Weighting

- The Pool
- Gymnasium
- Additional Features



Building Consensus

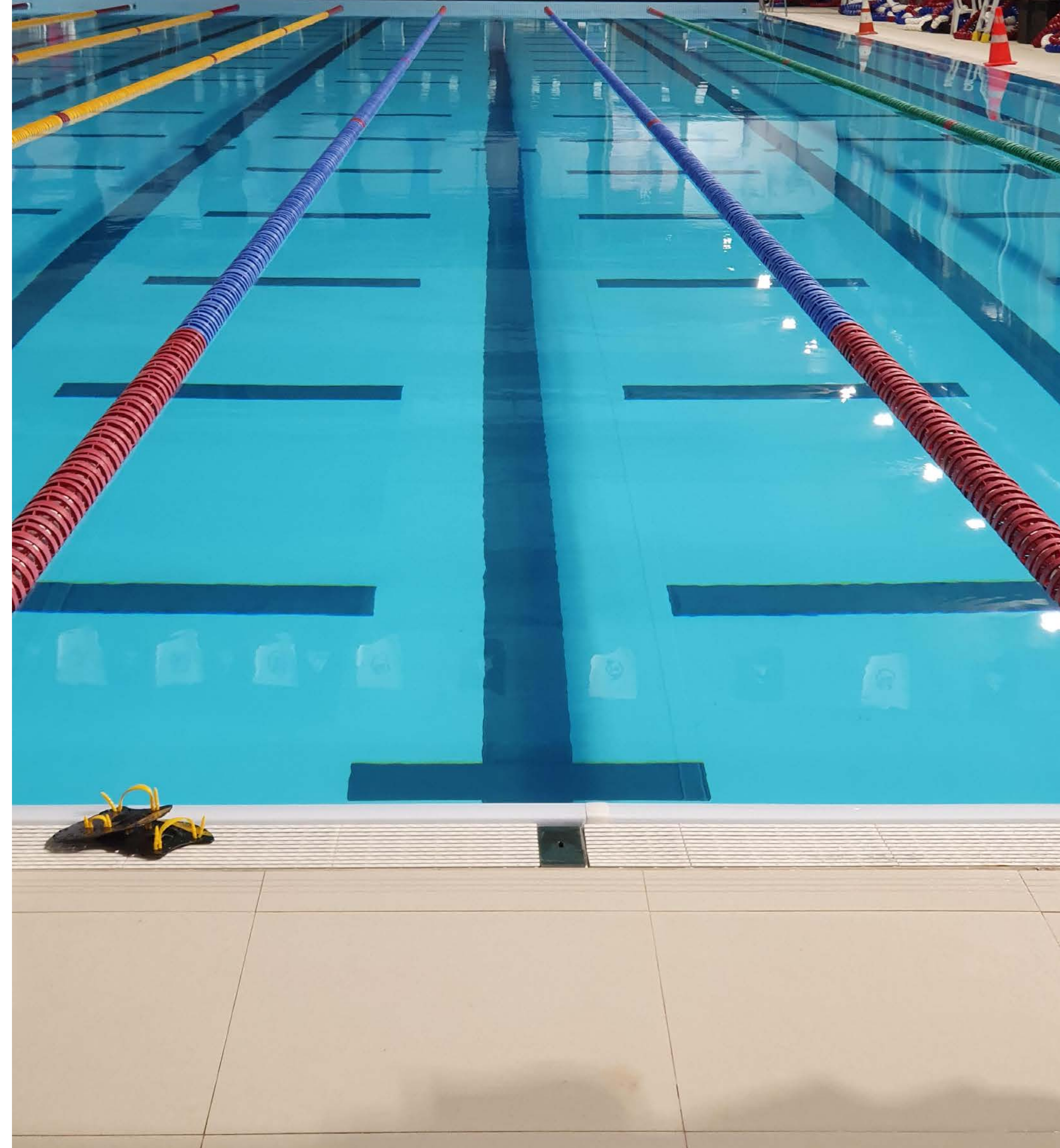
The Ethelo recommended scenario doesn't detail the popular vote for each option for funding levels in each department, but instead sifts through all feasible scenarios, and identifies the one with the most community support, and the least polarization. For the Ethelo recommended scenario, our system takes into account not only participant's likes, but also their dislikes, and uses these to calculate which scenario would optimize community buy-in.

Funding Area	% Approval
The Pool	81%
Six Lane Lap Pool and Leisure Pool	
Additional Features	69%
Hot Tub	

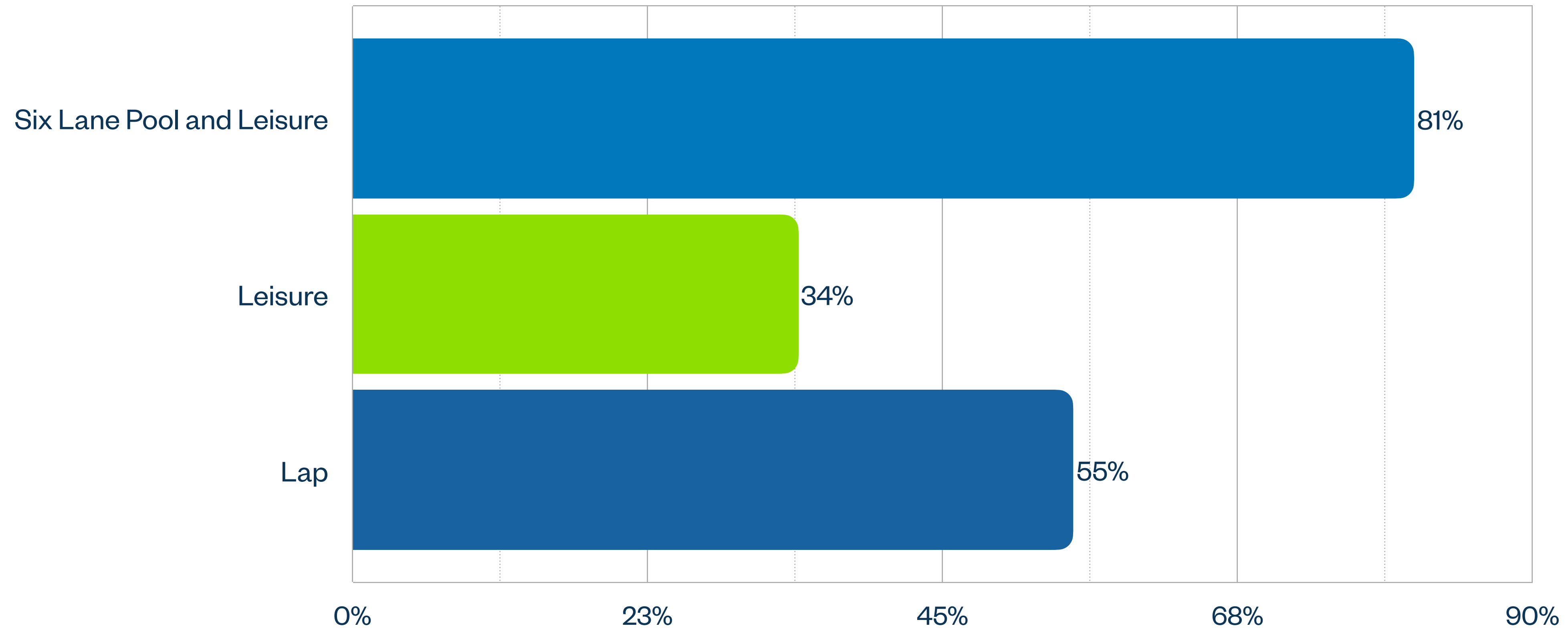
- Total Capital Cost: \$31,600,000.00
- Area A Tax Rate: \$0.79
- Golden Tax Rate: \$0.98

Predicted Support: 85%

The Pool

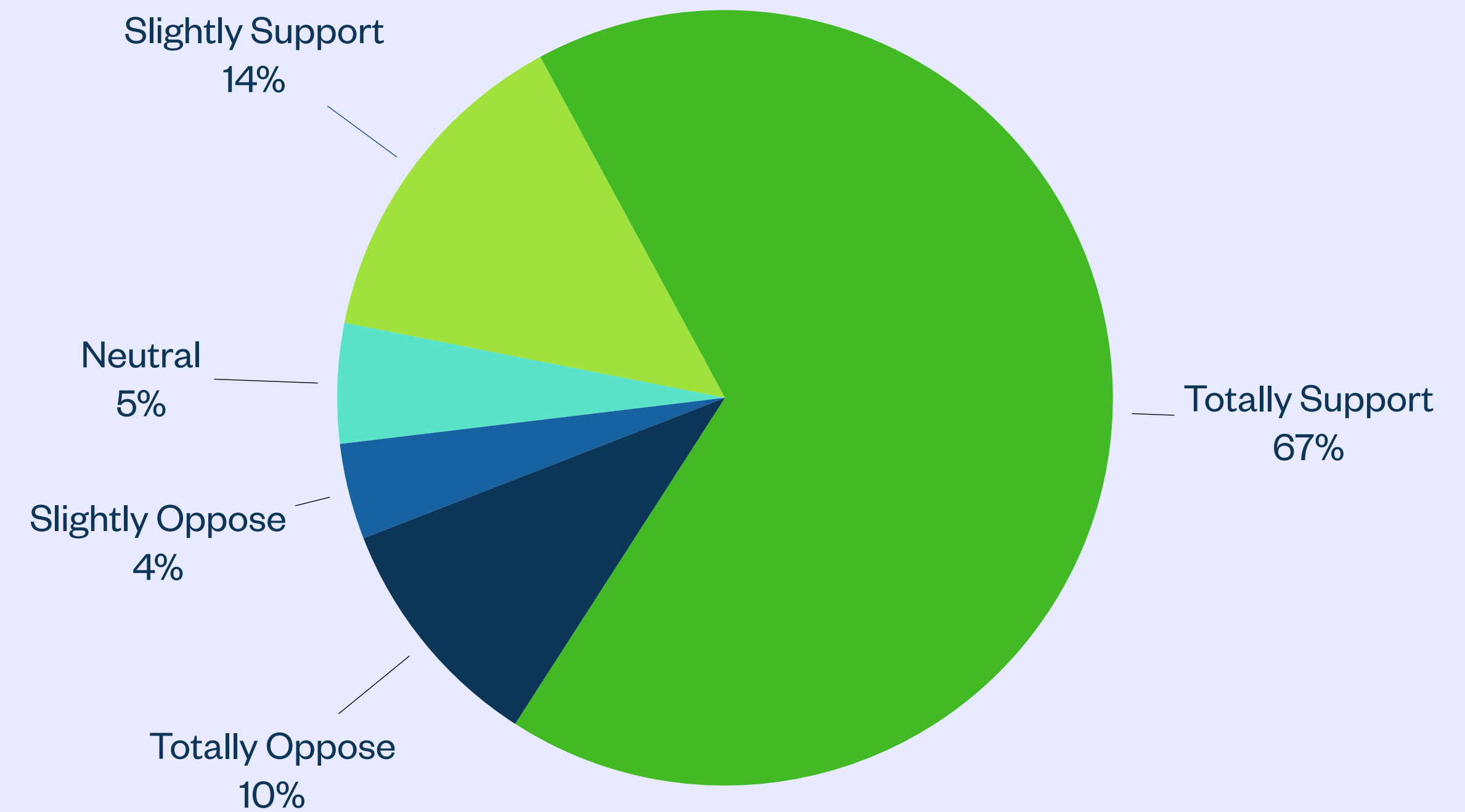


The Pool



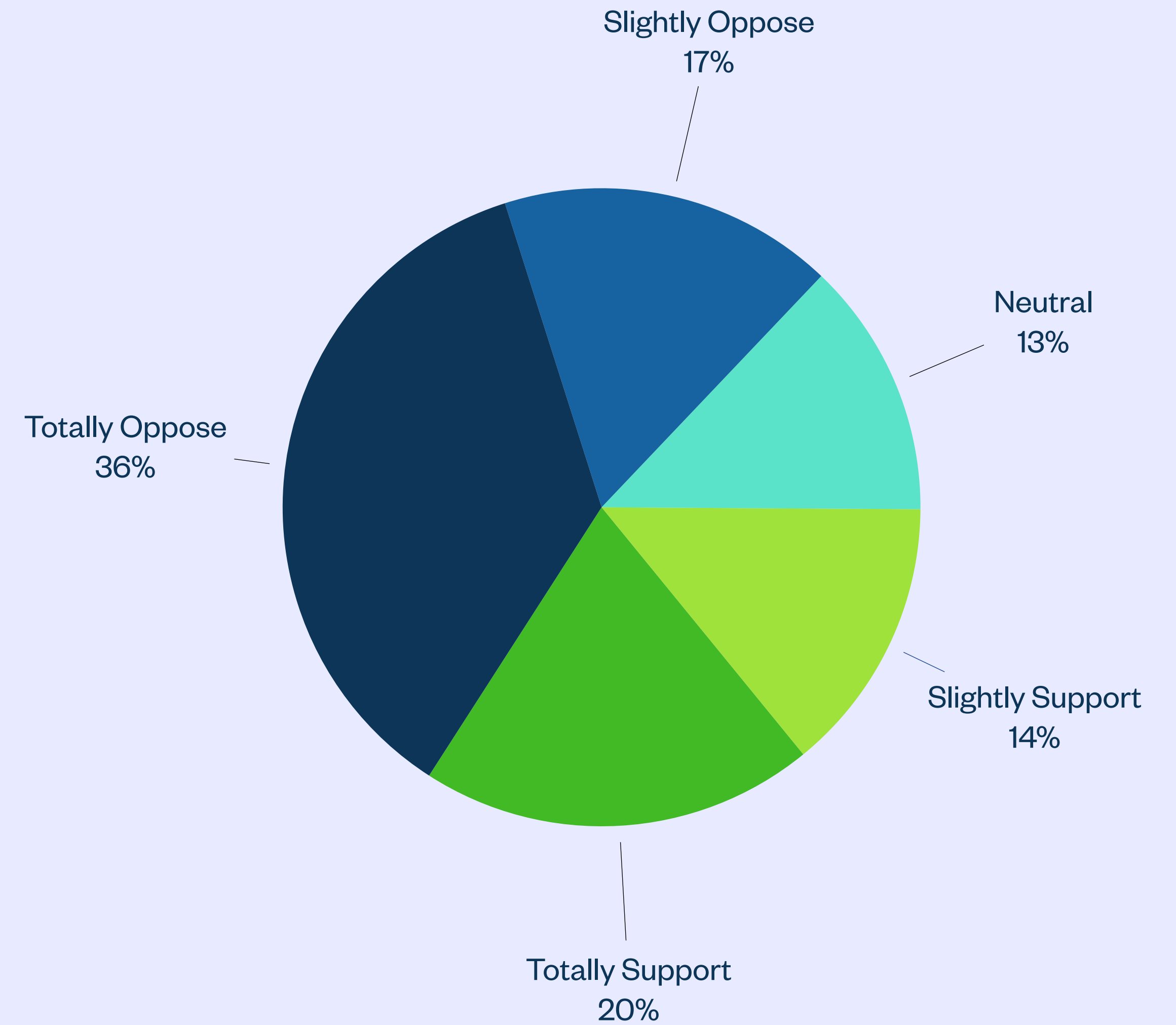
Six Lane Lap Pool and Leisure Pool

- Oppose: 14%
- Neutral: 5%
- **Support: 81%**



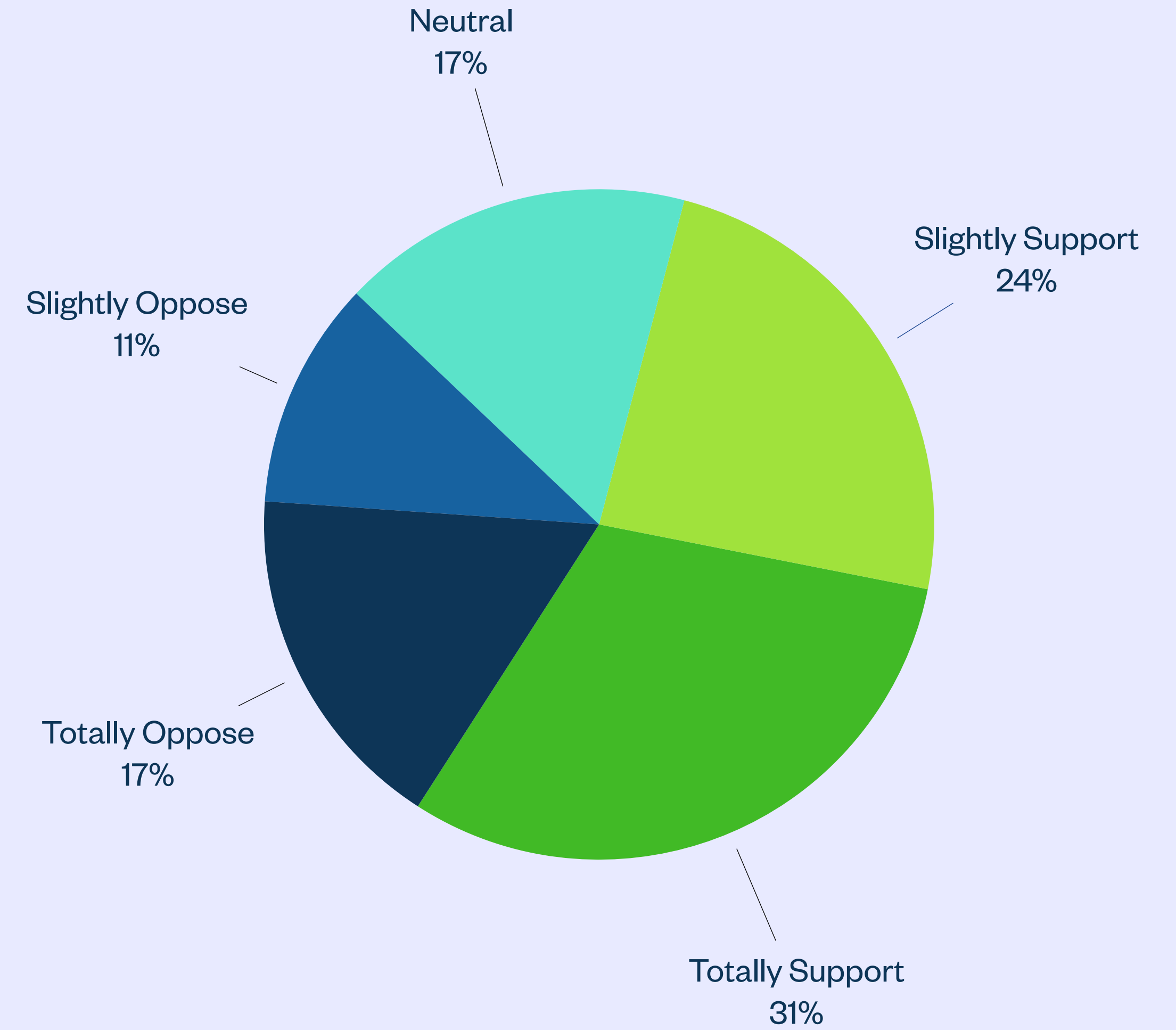
Leisure

- **Oppose: 53%**
- Neutral: 13%
- Support: 34%



Lap

- Oppose: 28%
- Neutral: 17%
- **Support: 55%**

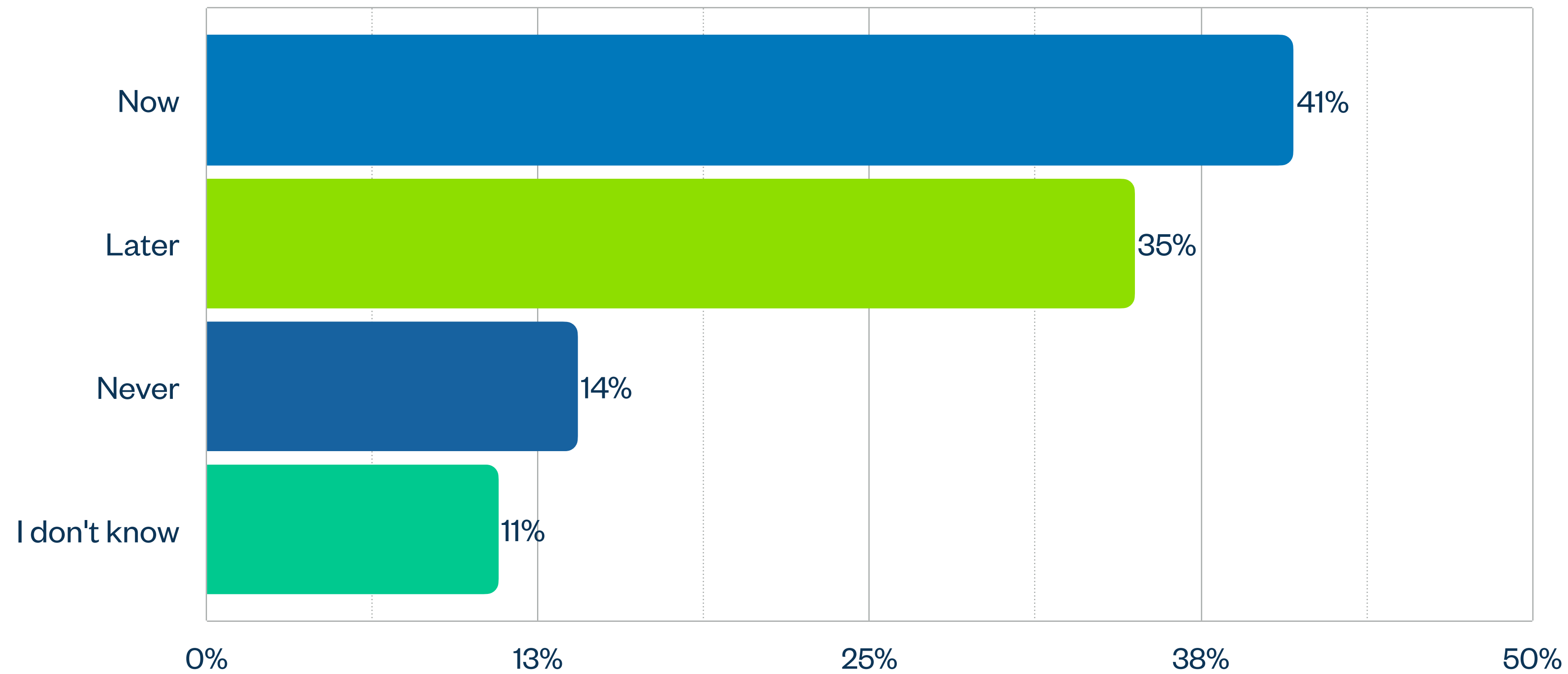


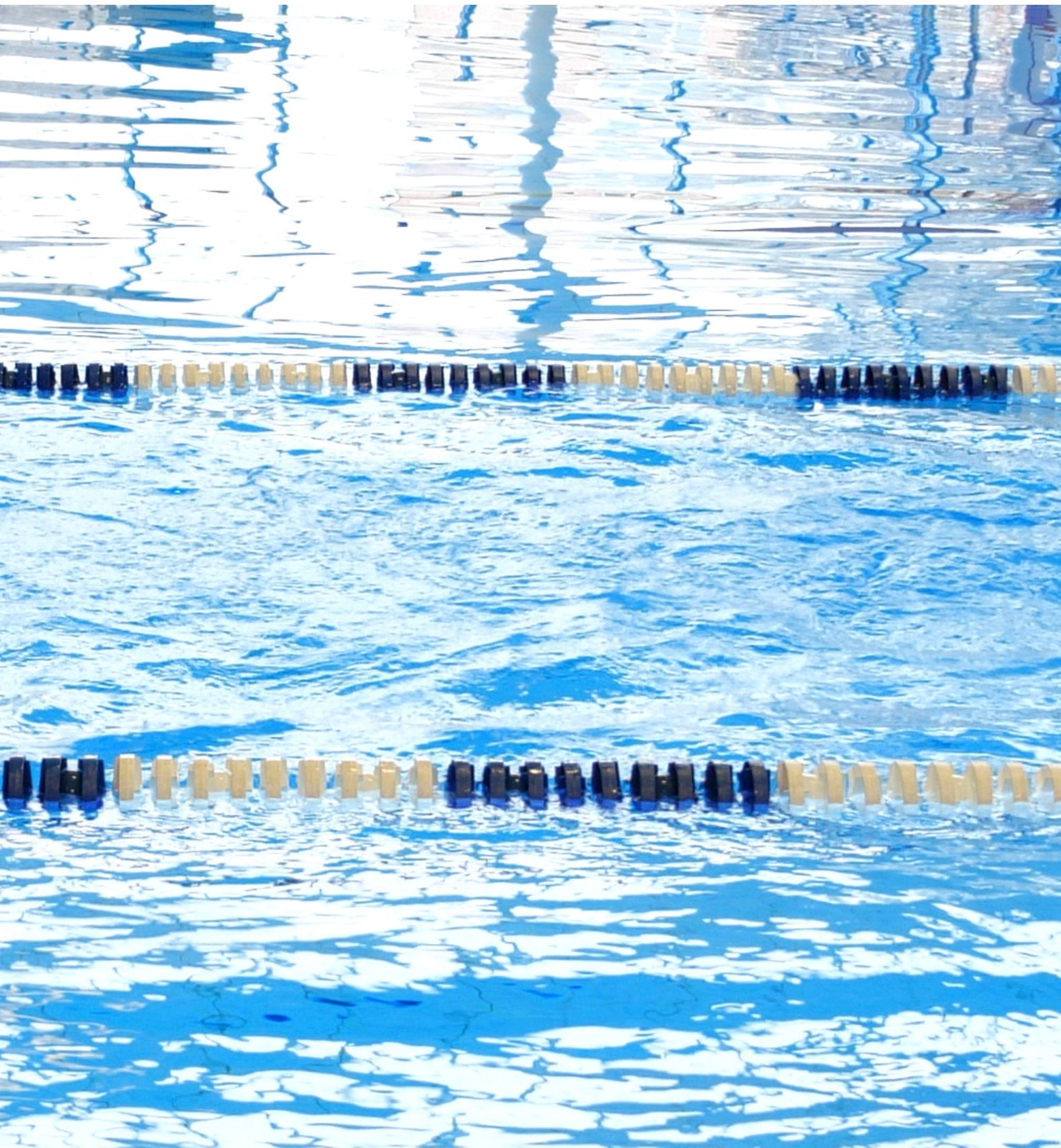
Gymnasium



Gymnasium

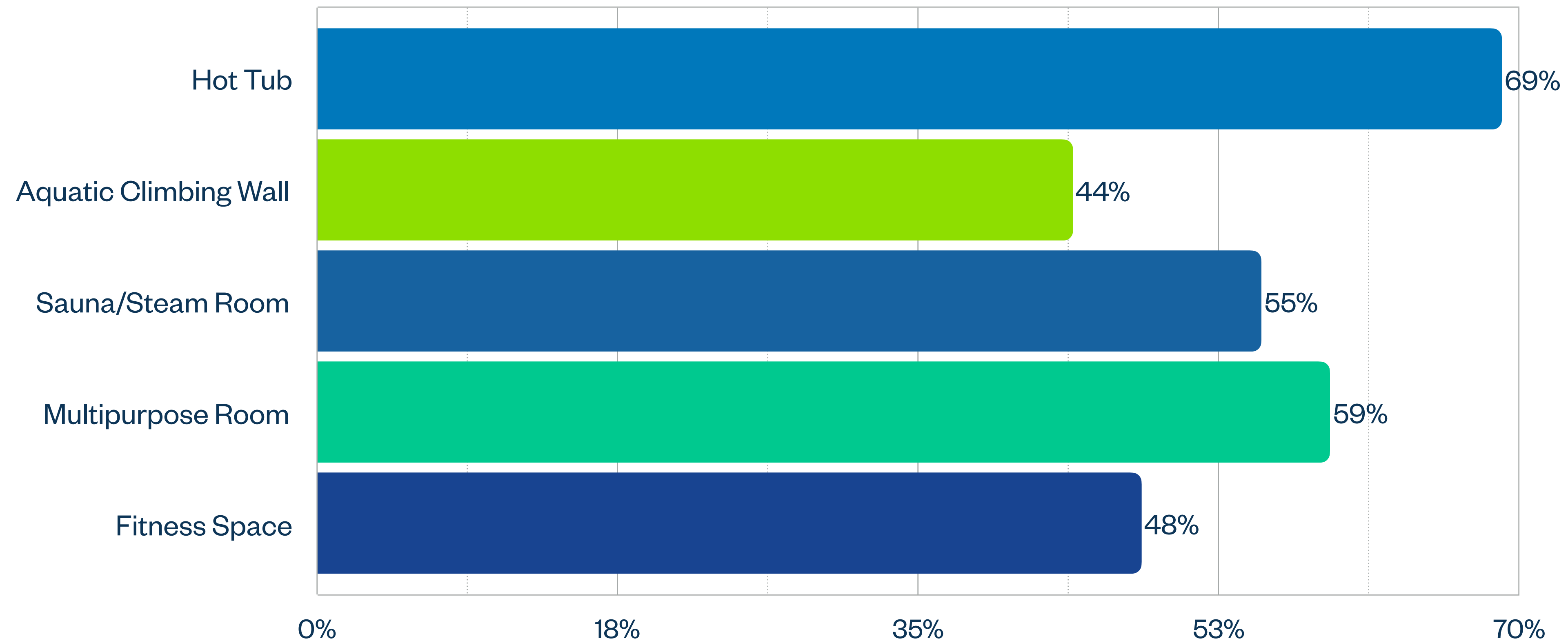
Do you support the addition of a new gym into this project now, later, or never? (estimated cost 6.7 million)





Additional Features

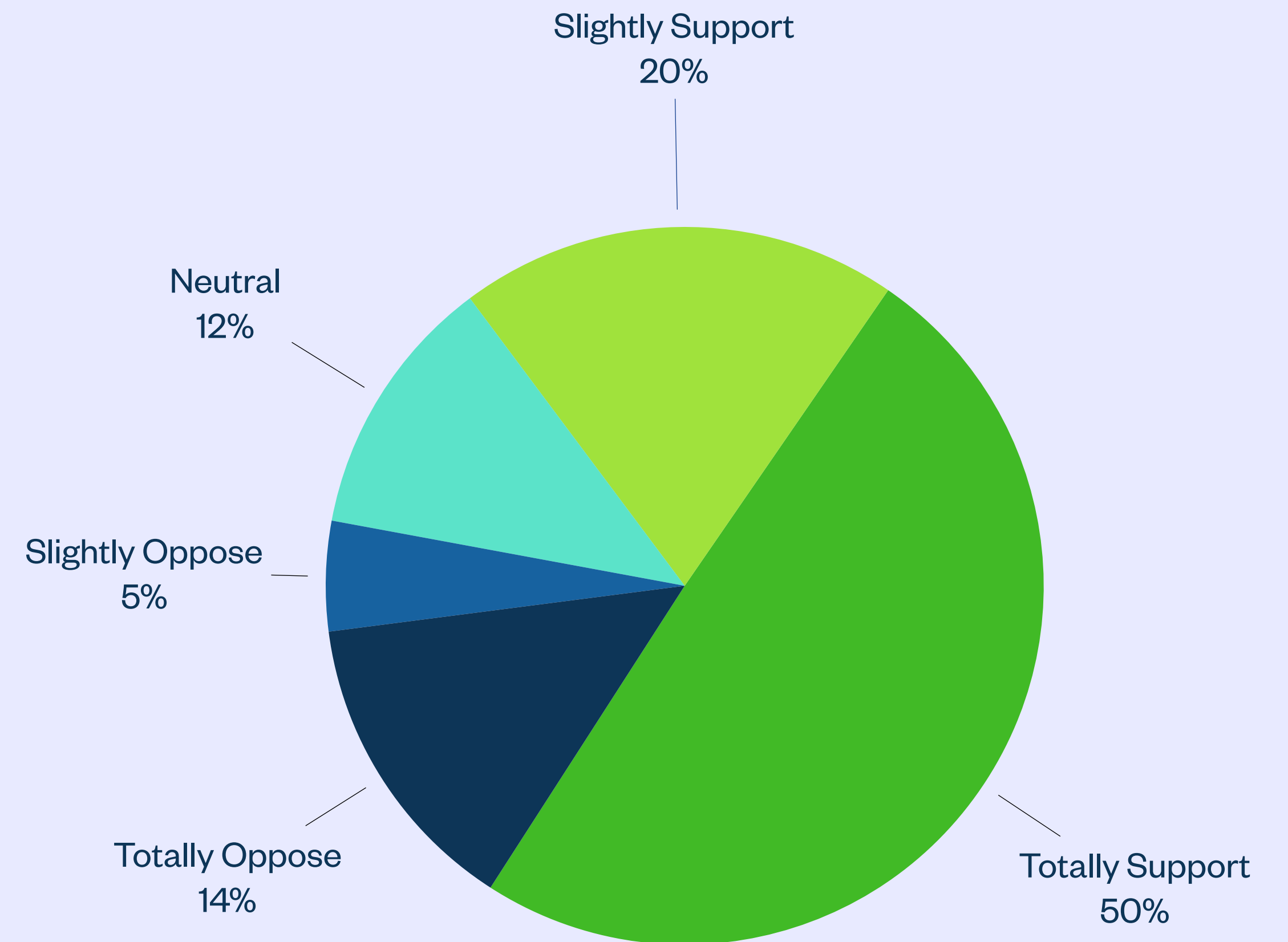
Additional Features



Hot Tub*

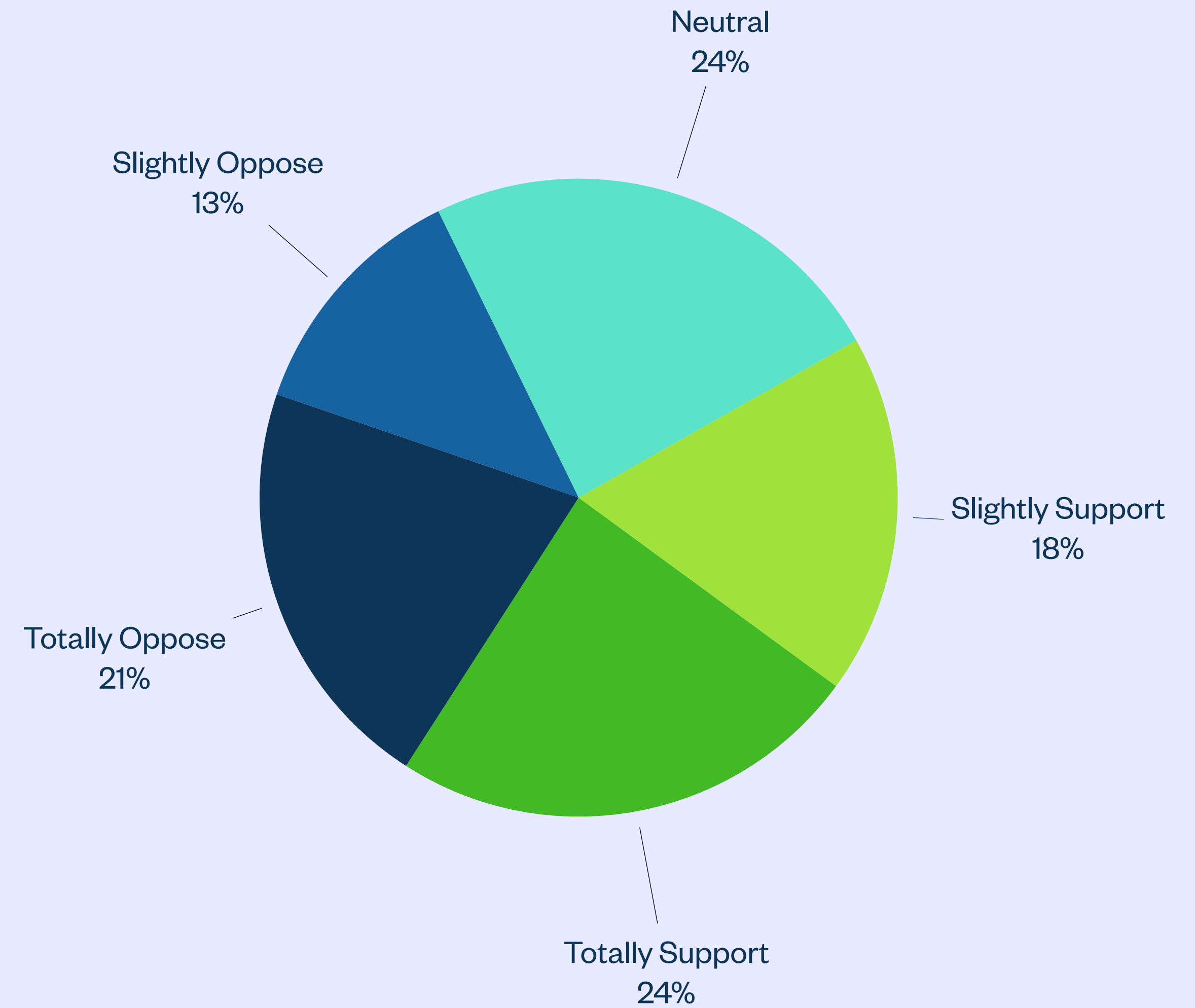
- Oppose: 19%
- Neutral: 12%
- **Support: 70%**

*Chart values (%) add up to ~100 due to rounding



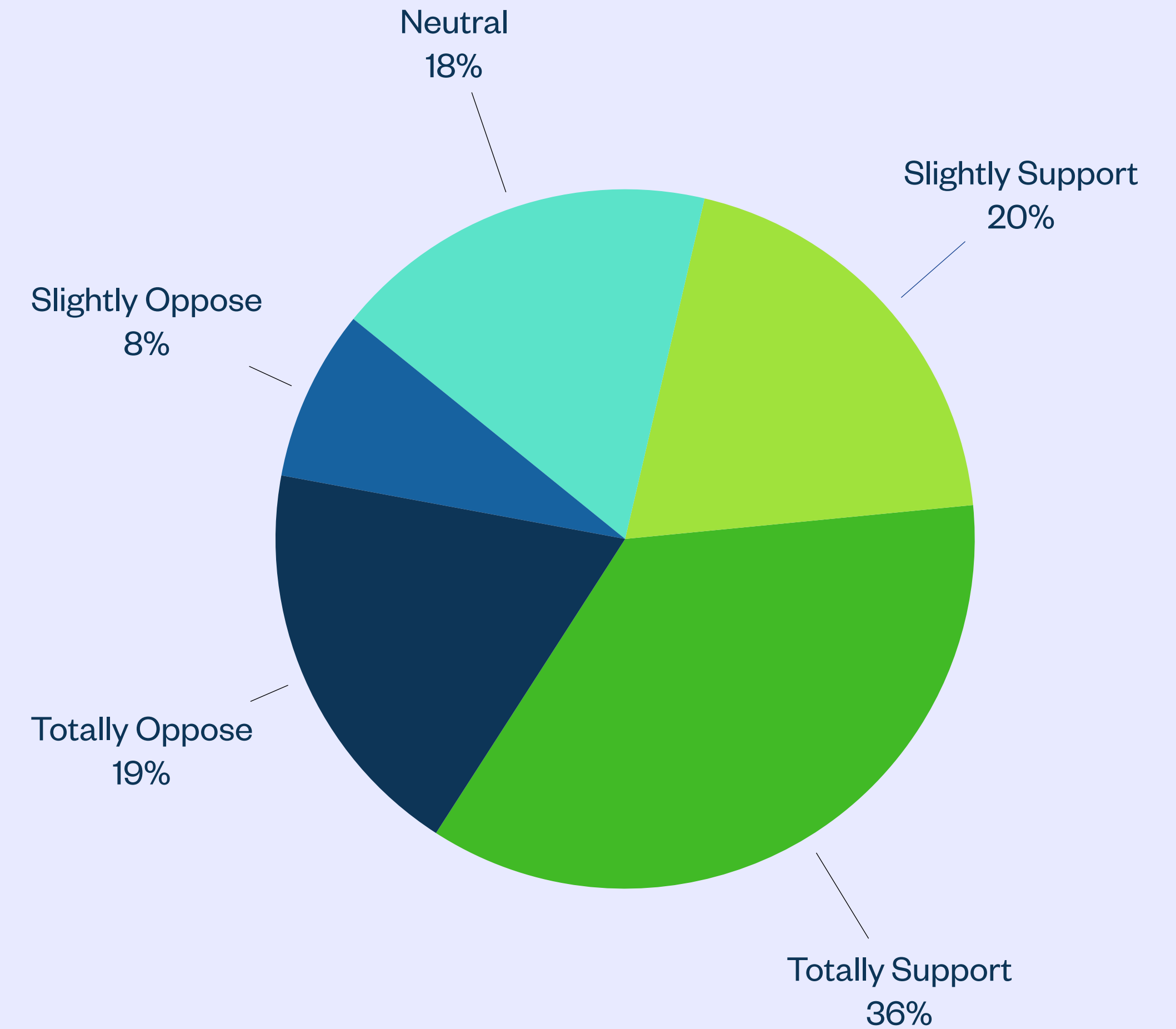
Aquatic Climbing Wall

- Oppose: 34%
- Neutral: 24%
- **Support: 42%**



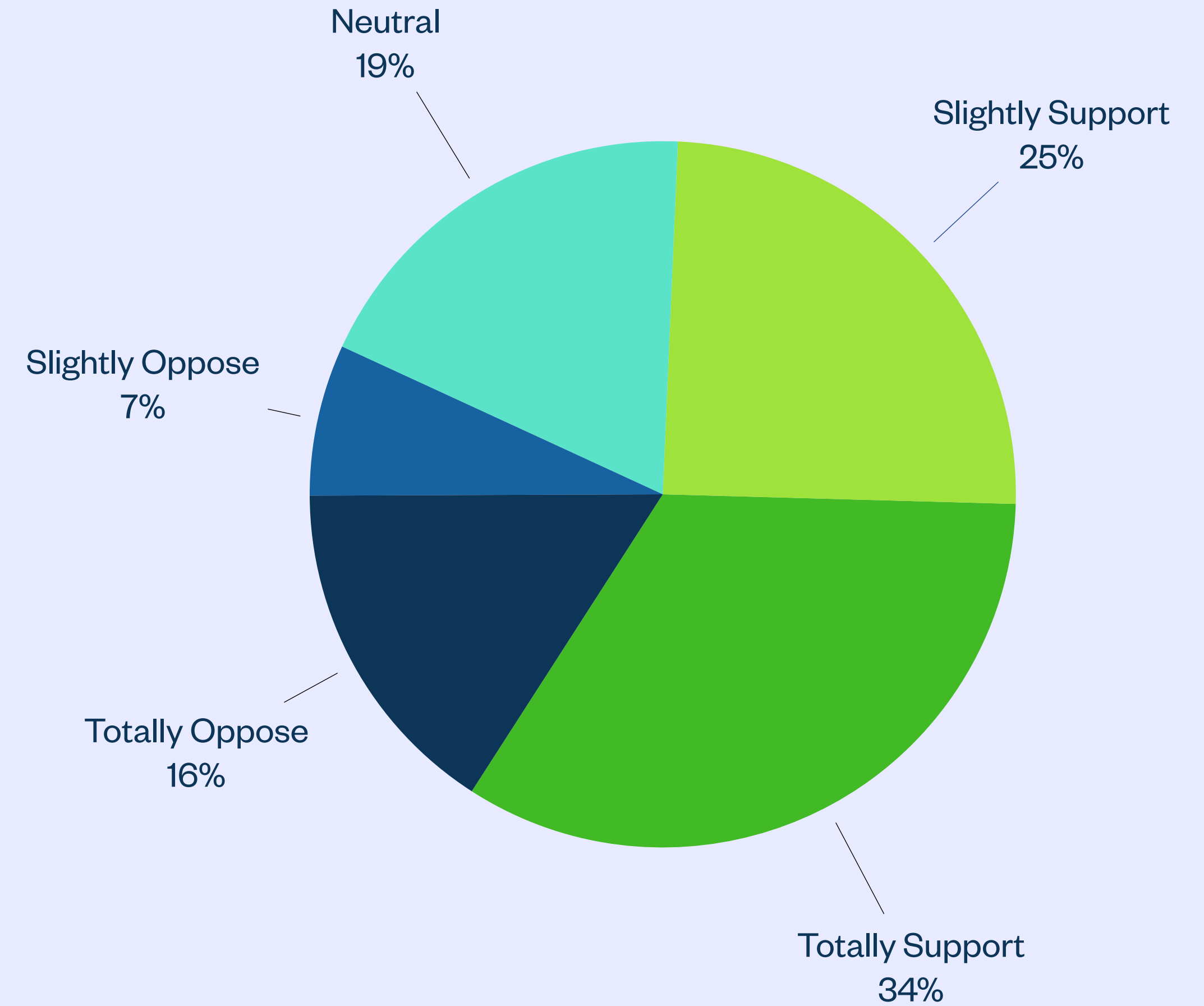
Sauna/Steam Room

- Oppose: 27%
- Neutral: 18%
- **Support: 56%**



Multipurpose Room*

- Oppose: 23%
- Neutral: 19%
- **Support: 59%**

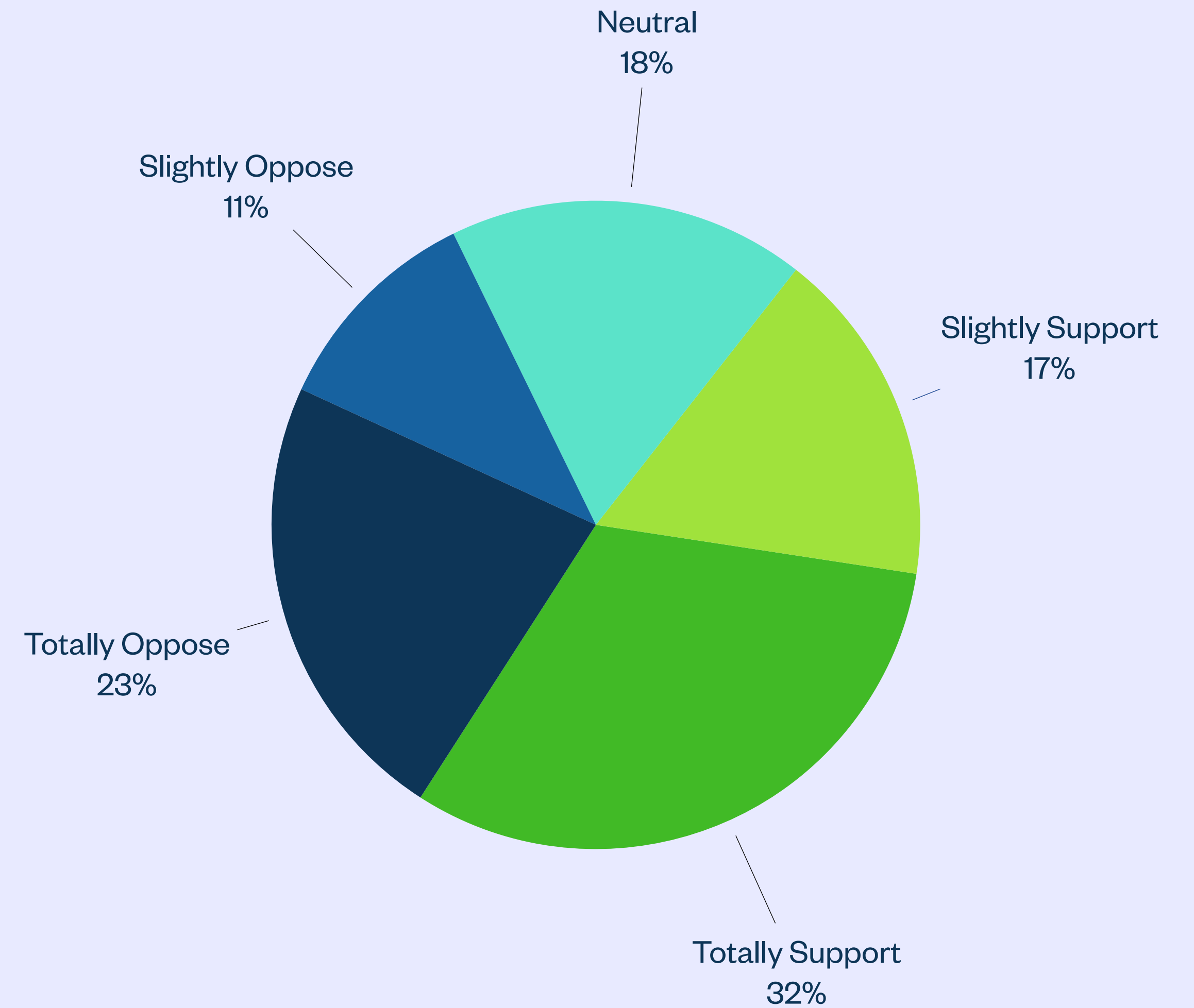


*Chart values (%) add up to ~100 due to rounding

Fitness Space*

- Oppose: 34%
- Neutral: 18%
- **Support: 49%**

*Chart values (%) add up to ~100 due to rounding

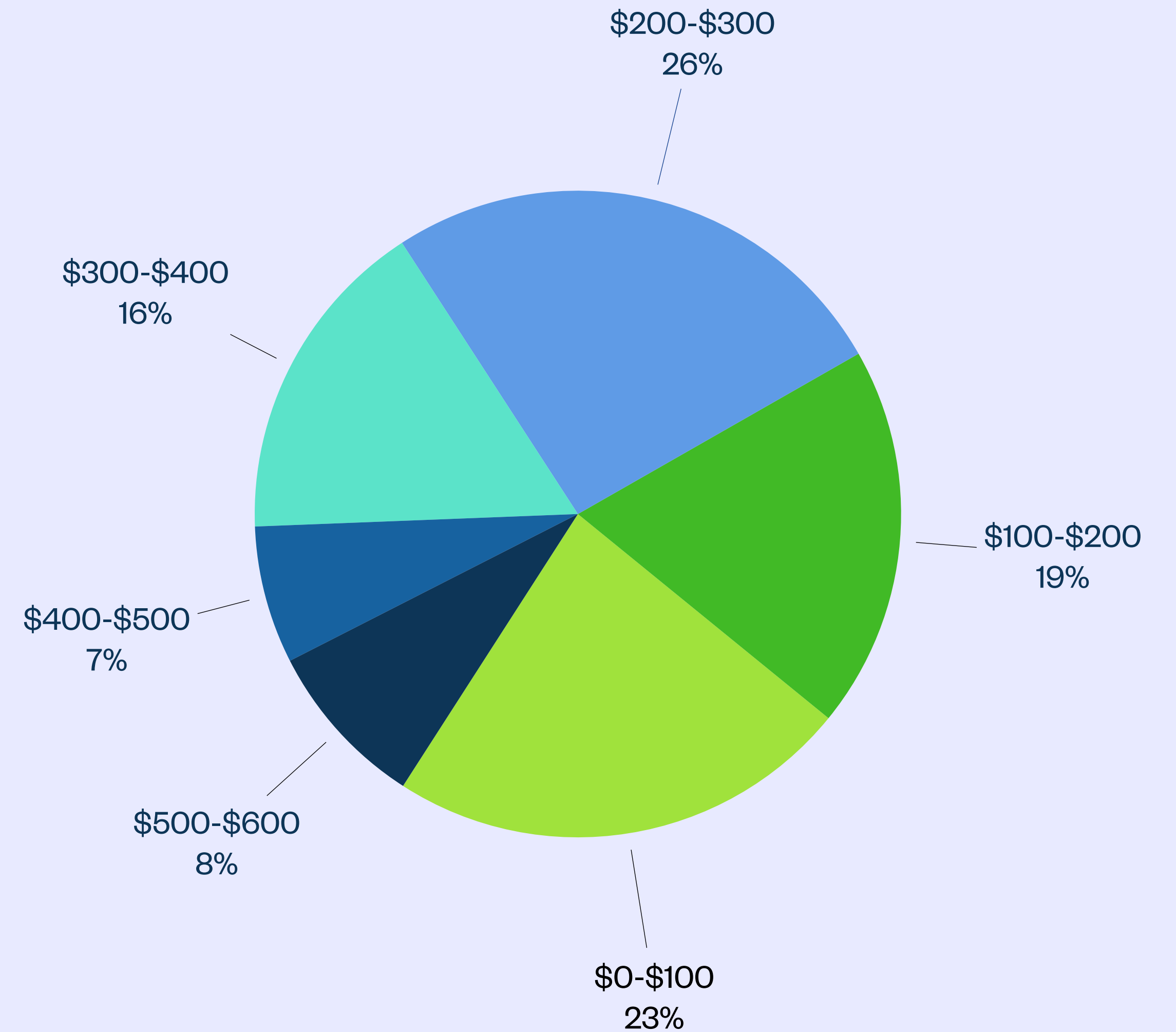




Project Support

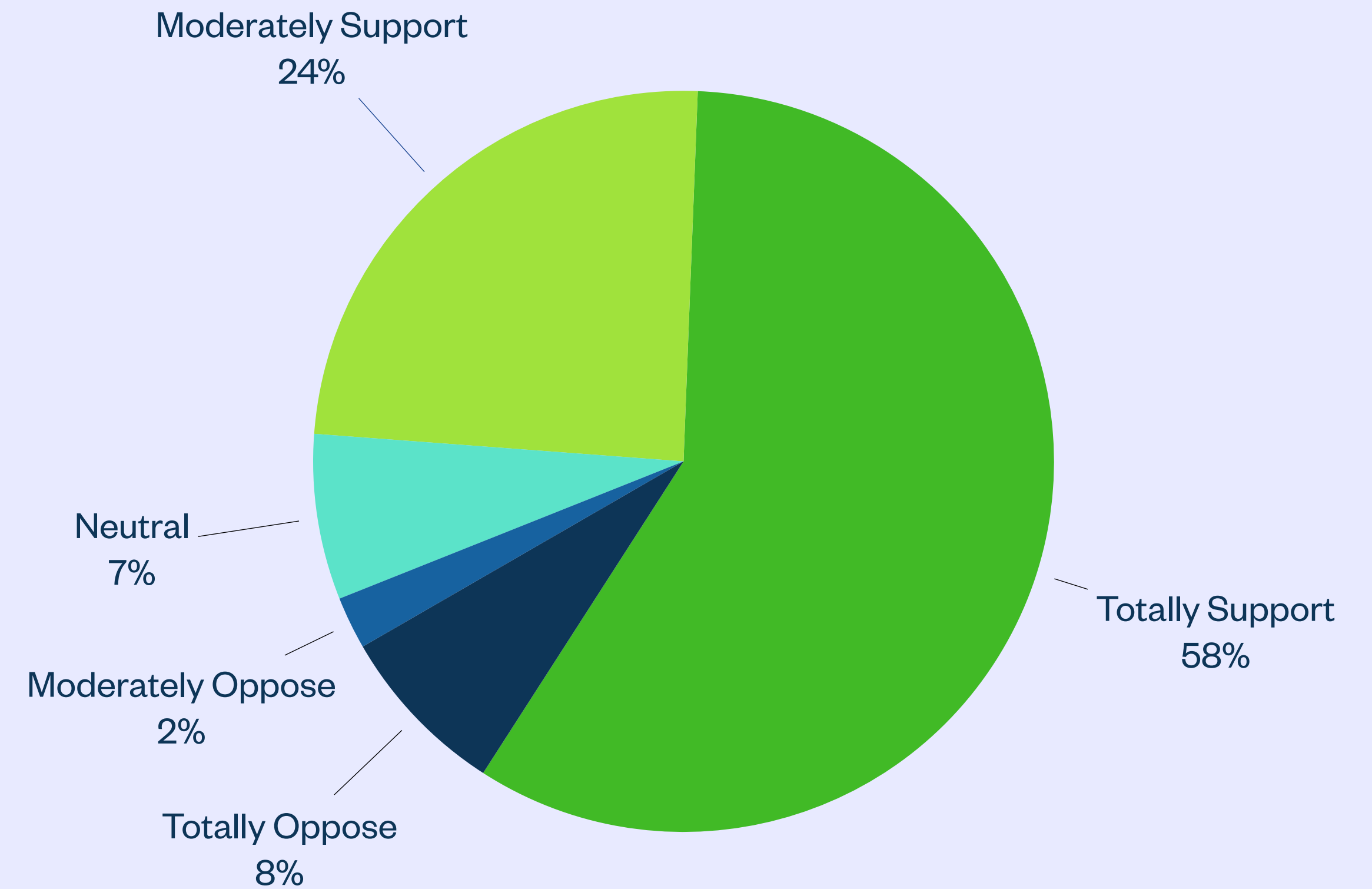
If this project receives partial grant funding, and your chosen pool type and additional features come at a lower cost, what range of annual taxes would you support paying?

Most Popular Response: \$200-\$300



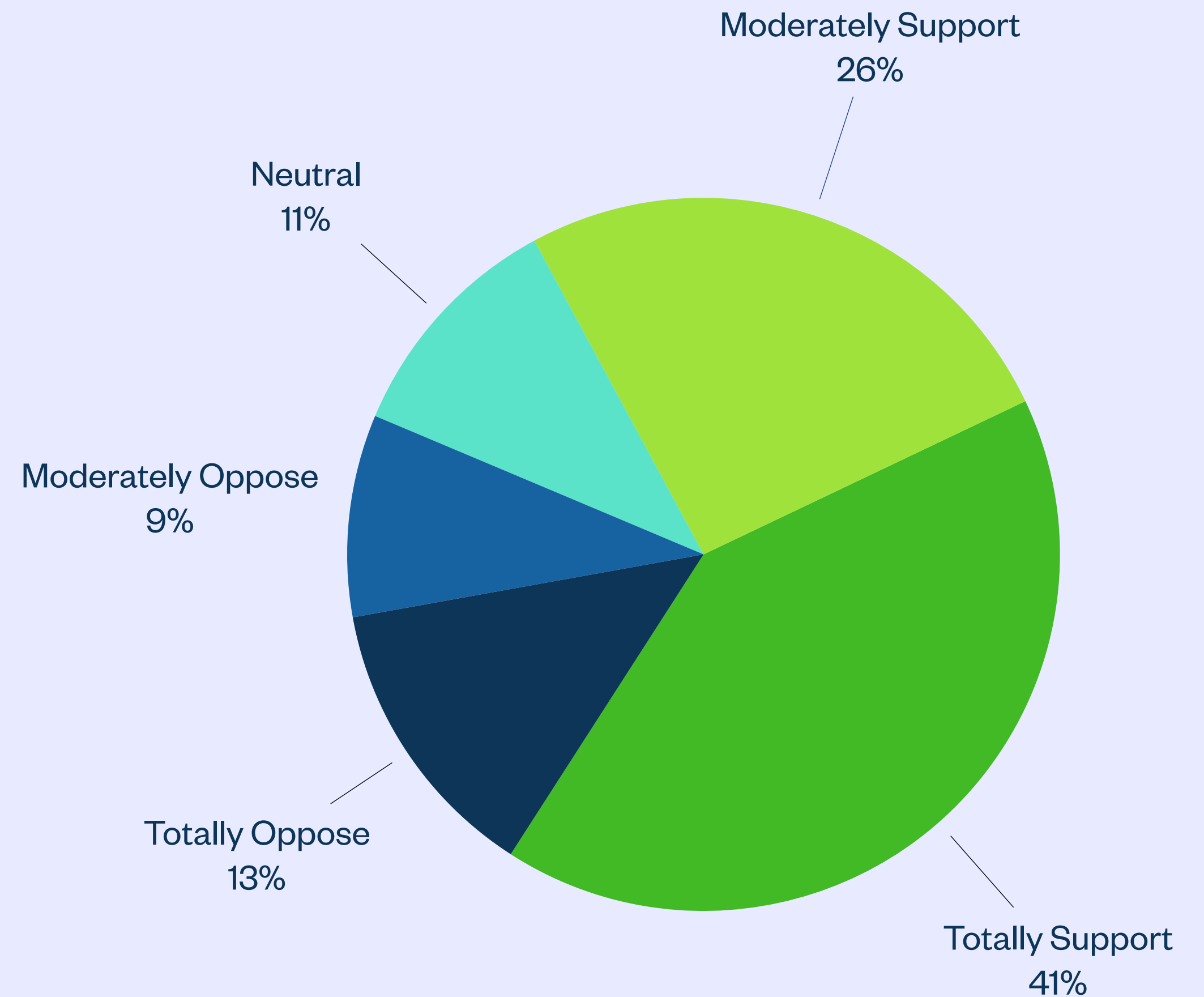
How do you feel about the design of your aquatic centre?

Most Popular Response: Totally Support



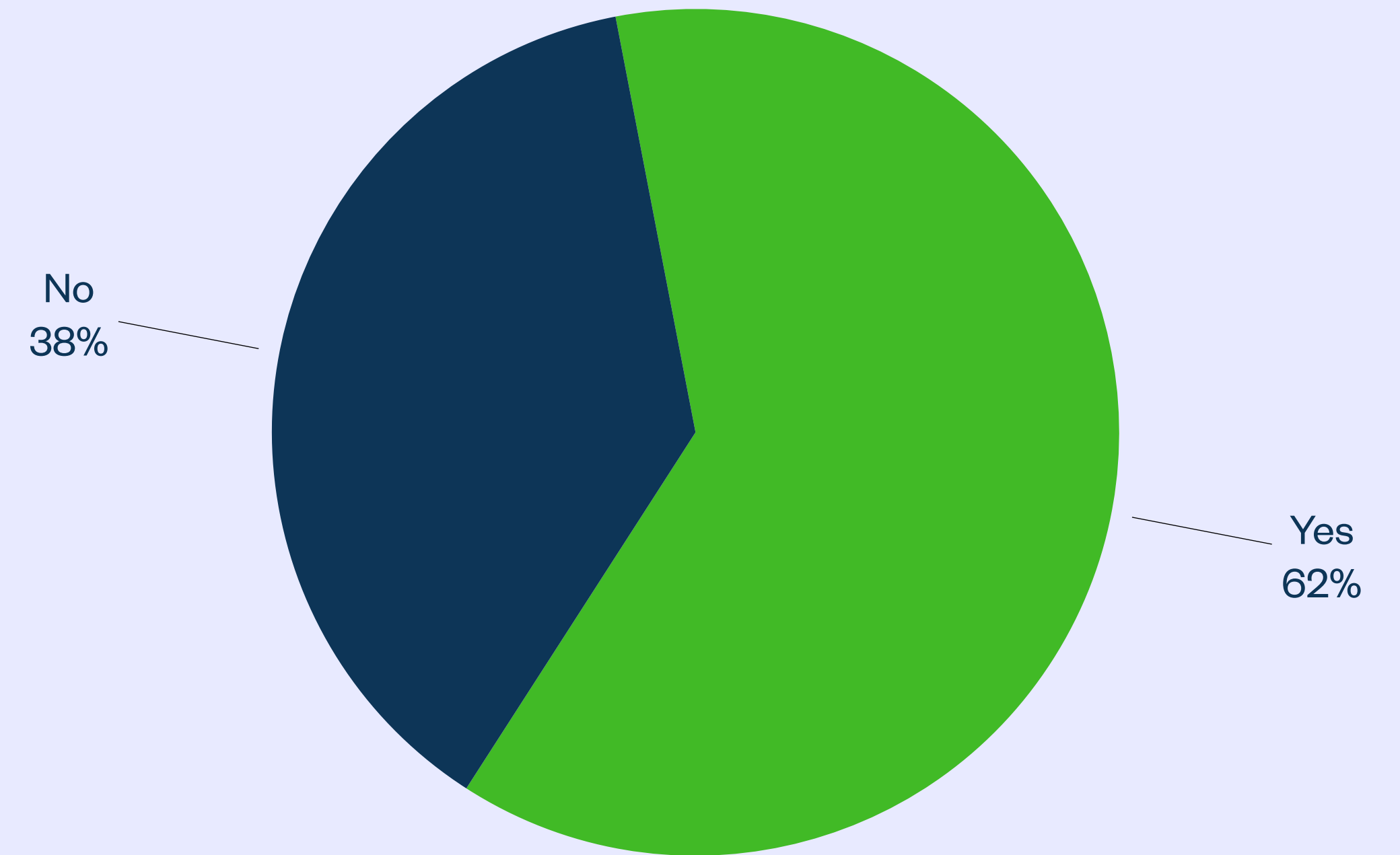
How do you feel about the associated tax that you would be paying?

Most Popular Response: Totally Support



Would you like to receive email updates on the project?

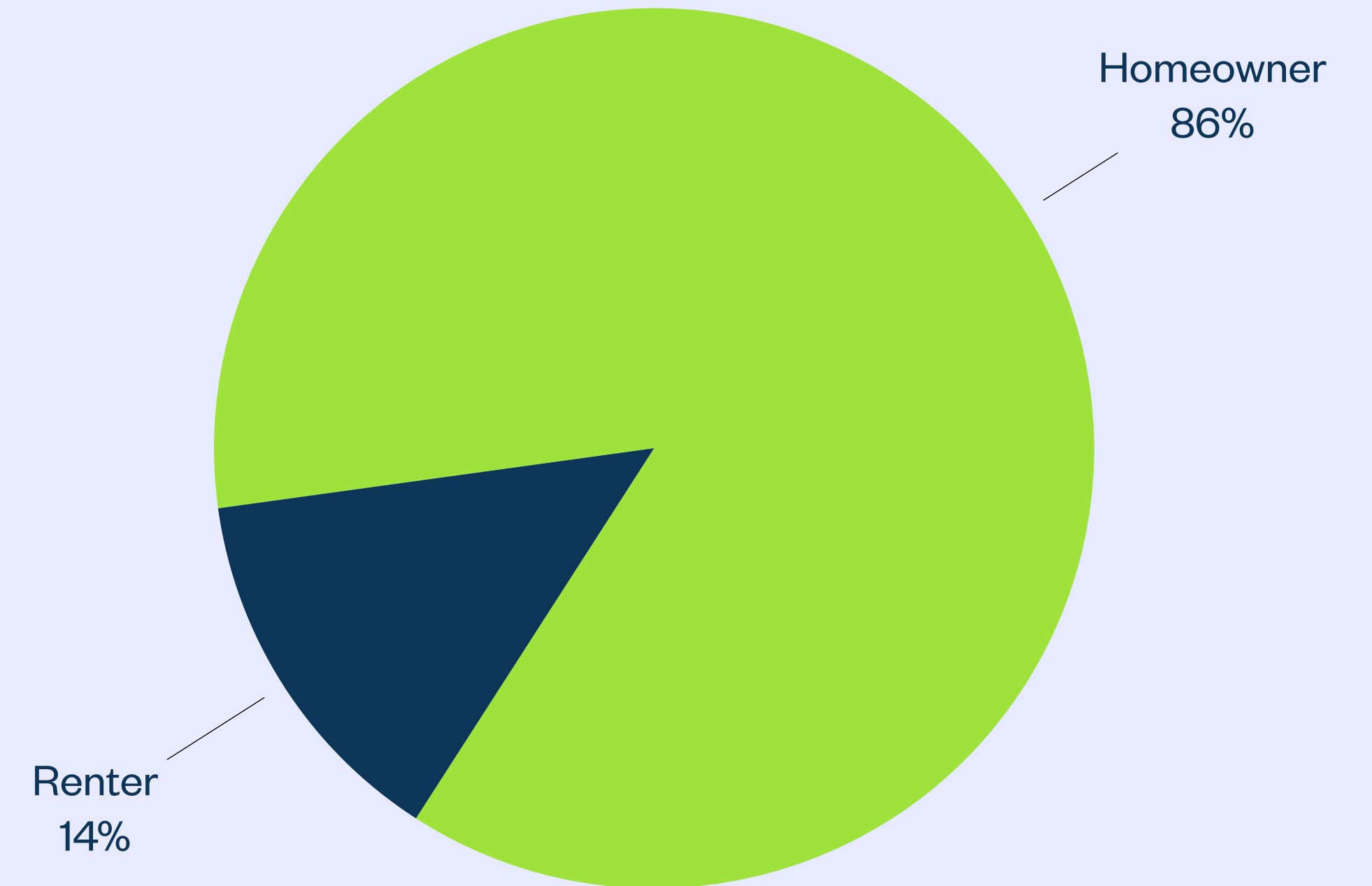
Most Popular Response: Yes





Demographics

Are you a homeowner or a renter?

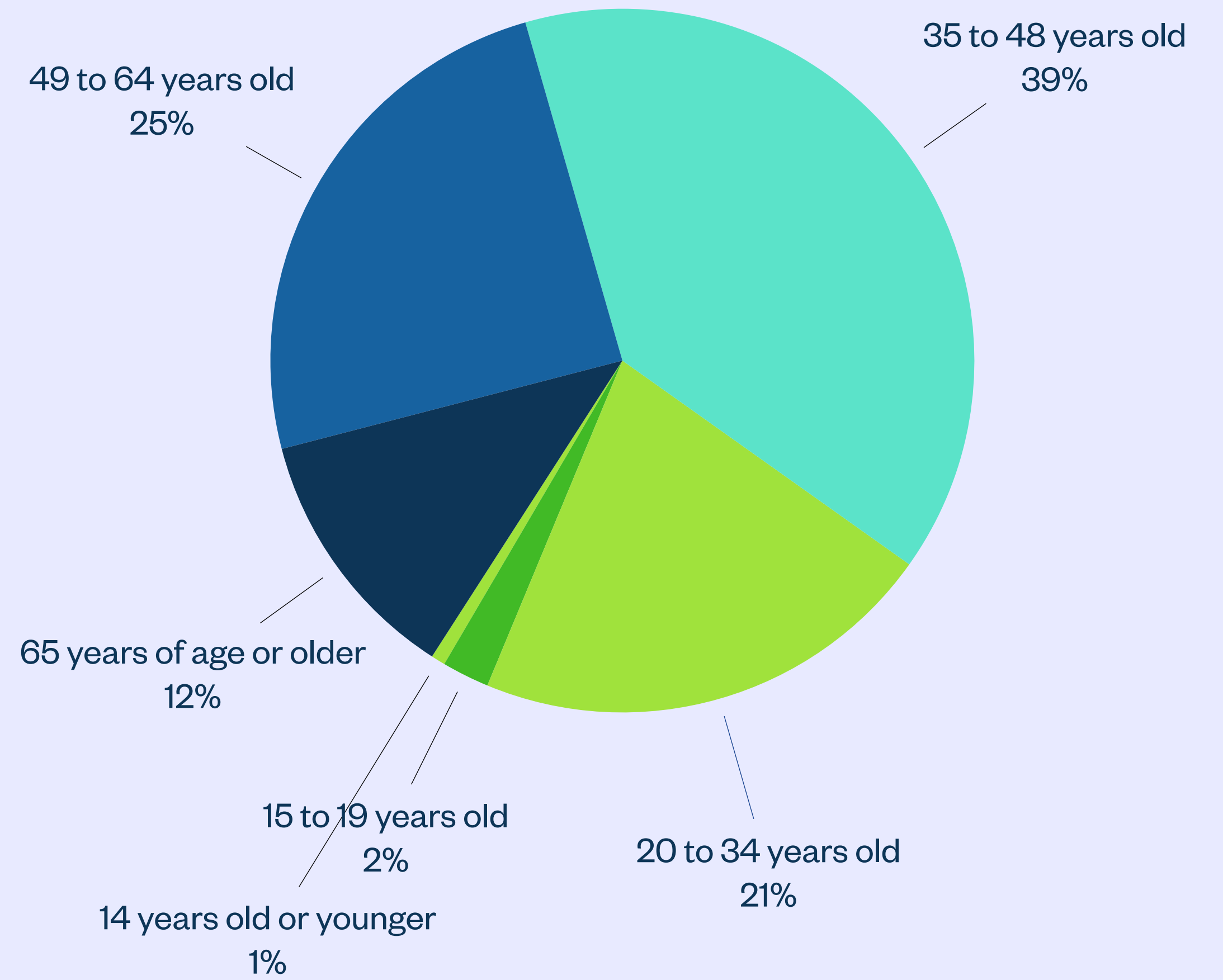


Do you own a business?



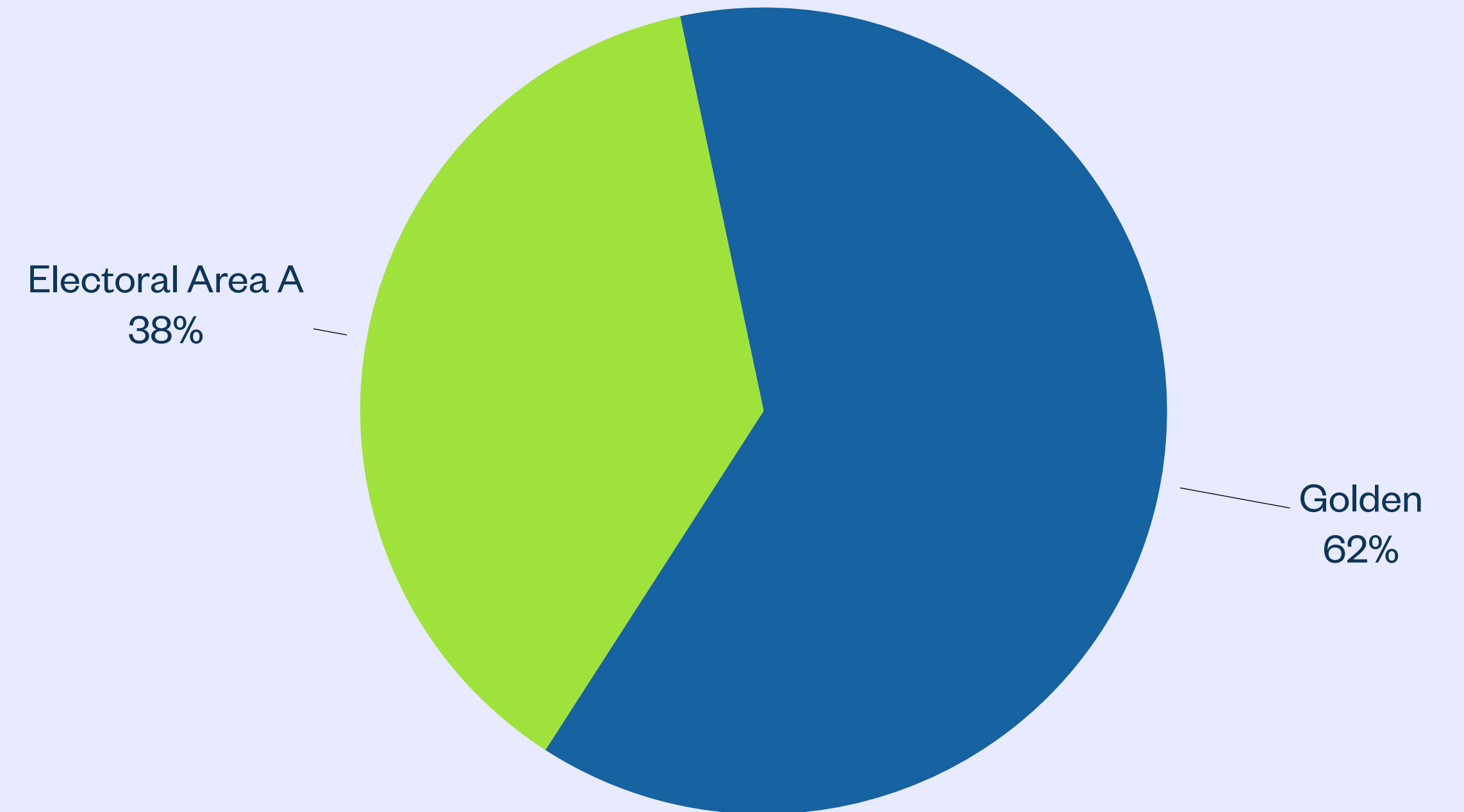
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Age

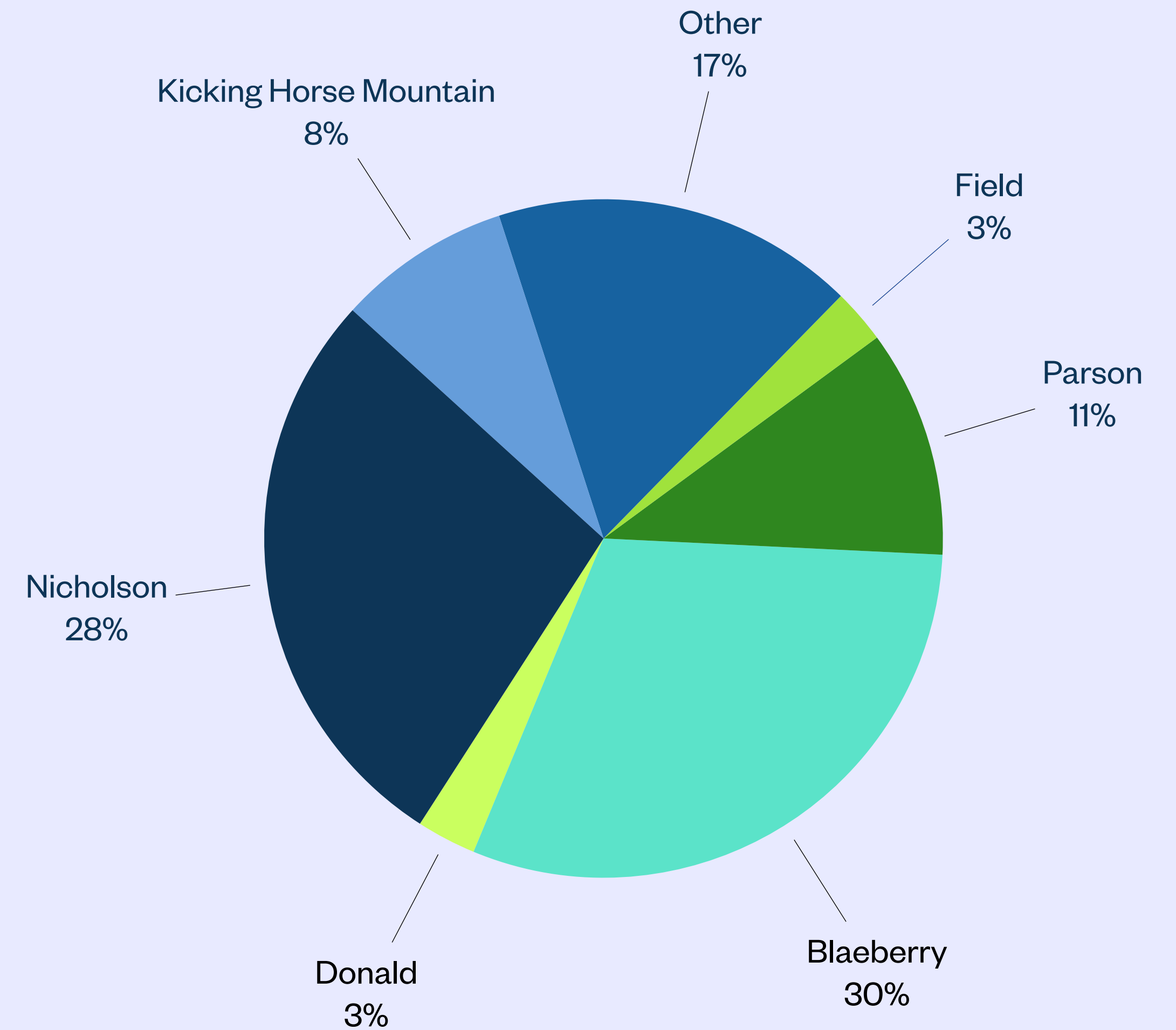


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**I live in the
community of:**



Where in Electoral Area A do you live?



*Chart values (%) add up to ~100 due to rounding



Thank you!

ETHELO