

Append 3- Hoist the Hoops- Feature Outdoor Basketball Court- Engagement Summary.docx

Engagement Summary
June 18, 2021



Engagement Summary

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Engagement Summary

1 Background

Hoist the Hoops is a local initiative by three Saskatoon residents and supported by the Saskatoon Minor Basketball Association to build a feature outdoor basketball court near the Riversdale, King George and Pleasant Hill neighbourhoods. The proposed plan includes one full-size court (84 feet by 50 feet), lights, up to six basketball standards with back boards, hoops and nets.

The court would be in River Landing Phase 2 near Victoria Park, located between the Chinese pagoda and the outdoor adult fitness circuit, just north of the Meewasin Trail and south of the intersection at Avenue C South and Spadina Crescent West.



Hoist the Hoops would be responsible to raise funds to cover the capital costs (such as construction of the court) and the operating costs (such as maintenance) for the first 10 years. After 10 years, the City would be responsible for ongoing operating costs related to the court. It is estimated that annual operating costs for the court would be approximately \$10,000. The City would also manage the construction of the court.

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2 Engagement Activities

2.1 Marketing

An [Engage webpage](#) for the project was created on the City website.

Local residents received a mailout with a high level description of the project, instructions on how to access the project webpage and online survey, instructions on how to take part in the May 11 online meeting, and contact information for the City project lead.

Geo-target social media ads were also used for the local area.

A billboard directing people to the webpage was placed in the Victoria Park parking lot near the proposed location.

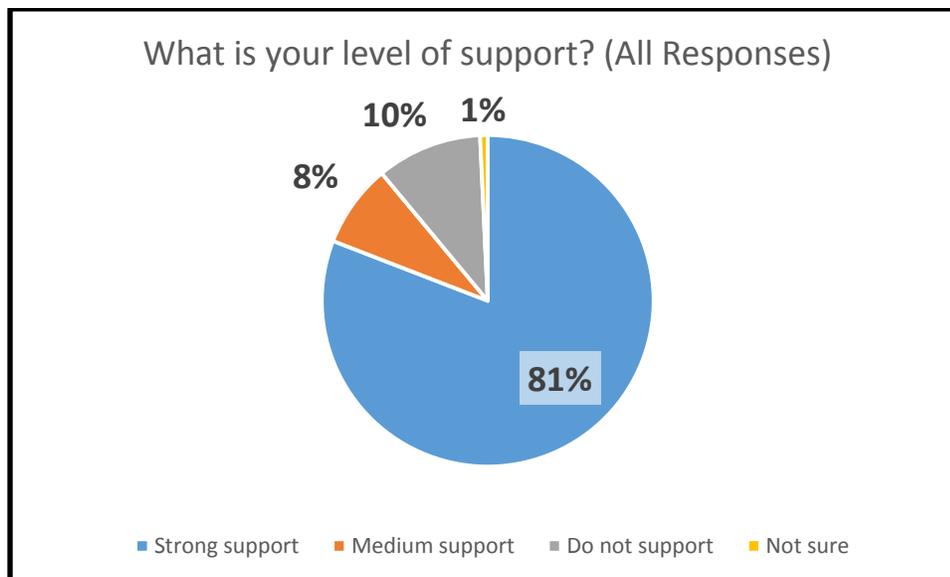
2.2 Survey

An online survey was posted on the Engage page and was open for responses from April 26 through May 20. In total, there were 136 responses.

2.2.1 Results

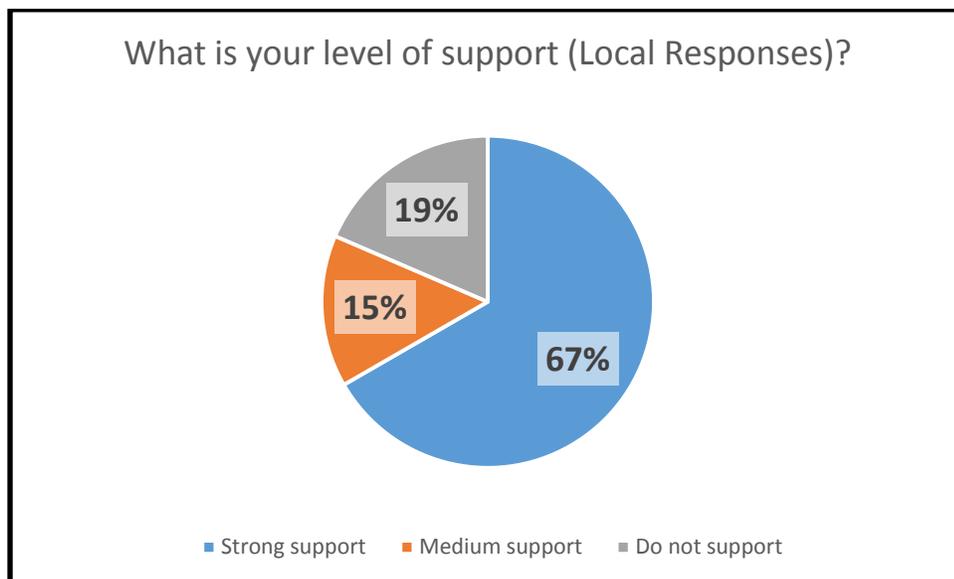
What is your level of support for a feature outdoor basketball court in this location?

About 4 out of 5 (81%) of the 136 respondents strongly support a basketball court in the proposed location. Less than 1 in 10 (8%) have medium support and 1 in 10 (10%) do not support. One respondent was not sure.



Respondents were asked which neighbourhood they lived in, with 134 answering this question. Looking more specifically at the 27 survey responses from the local neighbourhoods (0 from Pleasant Hill, 7 from King George, and 20 from Riversdale), the majority still had strong support for a basketball court in this location, though greater proportions also expressed medium support or no support when compared to the overall results.

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Do you have any comments, concerns or suggestions for this project?

Respondents were invited to provide any comments they have on the project. The content of these comments were coded and analyzed to determine any common themes. A summary of comments received are provided below, in descending order of how commonly the theme was expressed:

Comments Provided	Count
• Support for the proposed location (good addition to the area; centrally located)	19
• The project supports local kids / young basketball players	16
• Support an outdoor court close to the core neighbourhoods, but do not support the proposed location (loss of green space along river; other possible locations that would be closer for more local kids)	15
• Suggestions for design (lighting, seating, fencing)	14
• Would like more courts in Saskatoon / in the area	10
• Support activity options that are free and accessible	6
• Support outdoor / physical activities	6
• Would be unique / high quality compared to other outdoor courts in Saskatoon	4
• Operational concerns (garbage; maintenance; vandalism)	4
• Wants minimal disturbance to the area (tree removal)	4
• Prefers other possible amenities	4
• Concerns with proximity to the Chinese pagoda	2
• One court in the location is sufficient	1
• Should be City funded	1

2.3 Online Meeting

An online meeting was held on the evening of May 11 through Microsoft Teams Live. At its peak, there were 13 simultaneous attendees.

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A representative from Hoist the Hoops gave an opening presentation on the project, which was followed by a question and answer period from attendees. The Hoist the Hoops representative or City staff answered the questions, depending on the topic.

The following questions and comments were received from attendees through the meeting's chat function:

- Who are the partners currently involved?
- Can anyone be involved with the fundraising or is it a committee that already exists?
- Are there opportunities for the court to expand? If so, what factors play into that happening?
- Will the court be bookable by individuals or groups or teams? If so, what factors play into that happening?
- Will it include timed lights and a cage?
- What is going to be required to get final approval and get to the fundraising milestone?
- How much money is projected to be needed to build successfully?
- Could youth be made priority when it comes to booking?
- Will there be a time limit? Will there be hours of operation?
- If more money is raised than expected, what would it go towards?
- Will any of the existing basketball organizations be involved with a potential future league? Or will this be a developing idea?
- Is there value reaching out to City Councillors to voice our support?
- Another court with timed lights near the tracks between Pleasant Hill and Riversdale would be perfect.
- What is the lifespan of the proposed court?
- If there is any opposition from community, how can the public support this initiative?
- How many people are on this call?

2.4 Other Input

2.4.1 Email

City Administration received four emails and follow-up emails regarding this project. A summary of input received from those who provided their input by email is presented below:

1. Frustrated that King George was not listed as a local community on the promotional mailout
 - see Data Limitations below for more information
2. Supports the project but not the location:
 - appreciates the current green space
 - too close to the Chinese pagoda
 - feels a loud, fun basketball court would be mismatched next to a peaceful feature
 - would be disrespectful to the Chinese community
 - feels the area near the skate park would be much more suitable for the court
3. The King George Community Association received feedback on the project from citizens regarding the project
 - Victoria Park is becoming crowded with “things” and “stuff” that take away from the quiet green space of the park

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- Local kids might not have access to basketballs even if they get access to a court
 - Other possible locations (east side of the river, farmer's market area)
4. The park is already congested with people and features and is starting to resemble an amusement park rather than a park
- Suggest the east side of the river where there is under-utilized parking

2.4.2 Phone calls

City Administration had three phone calls with residents providing input. A summary of each conversation is provided below:

1. Opposed to basketball; not inclusive; should be soccer
2. Comment on the City (taxpayers) covering annual maintenance and operating costs; could Hoist the Hoops increase the capital funding and extend the operating funds past 10 years; will this project spur other individuals to present capital projects and off-load the costs to taxpayers
3. Thinks it's a great idea; the more activities in the park the better; concerned about individuals in the park after 11pm; concerned about the thumping sound of the basketball

2.5 Data limitations

- Due to COVID-19, we were not able to conduct any in-person engagement. Online engagement is less inclusive as some local residents may have limited to no Internet access. The mailout to local residents included a phone number for those who wished to provide their feedback.
- The mailout to local residents listed the local communities in the background information, but King George was accidentally omitted from this mailout. Although residents of King George received the mailout, it is possible some may have not felt the project was relevant to them since their neighbourhood was not listed.
 - There were 7 survey responses from the King George neighbourhood. Only Riversdale (20) and Nutana (10) had more respondents from a neighbourhood.