Yorklands Green Hub Member & Community Feedback

1 Background
As part of the research for the feasibility study an online survey was carried out with our active members (400+) as well as to the broader community who subscribe to our newsletter (900+). The goal was to gain insight into how our members/community interact with our organization and the Guelph Correction Centre (GCC) site, what they value about the GCC site and ways they wish to participate with our organization moving forward.

The online member survey can be viewed here: [https://forms.gle/NugnSc5jsprE4uCE9](https://forms.gle/NugnSc5jsprE4uCE9)
The online community survey can be viewed here: [https://forms.gle/DVCrjCUtSTcKtc9p9](https://forms.gle/DVCrjCUtSTcKtc9p9)

2 Member Survey Results

2.1 How did you learn about Yorklands Green Hub?
The most common way that members learned about YGH was an information table at an event (32.9%), followed by a referral from a friend (24.3%), by a director or member (15.7%), or by a neighbourhood association or community group (11.4%).
2.2 How do you receive updates or news about Yorklands Green Hub?

The YGH newsletter is the most important medium (82.6%) for YGH members to receive updates or news about YGH, with social media (20.3%) being the next most common.

![Bar chart showing how members receive updates or news about YGH]

2.3 Have you participated in any Yorklands Green Hub Programming?

A majority (57.1%) of members have participated in YGH programming; however, there remains a sizable minority (42.9%) who have not. Only 4.3% of members reported regularly participating in YGH programming.

![Pie chart showing participation in YGH programming]
2.4  How often do you interact online with Yorklands Green Hub?

A sizable minority (30.9%) of members interact online with YGH at least once per month, with 35.3% interacting with YGH online several times a year.

2.5  How many years have you been a member of Yorklands Green Hub?

YGH has a relatively new membership, with 48.5% of members reporting that they have been a member of YGH for one year or less.
2.6 How often do you visit the Guelph Correctional Centre site?

32.8% of members visit the GCC site one or more times per month, 24.3% of members visit several times per year, and 27.1% attend once per year or less.

2.7 How important is Cultural Heritage / Environment / Public Access?

Members strongly (91.4% selected 7, the highest number available on a Likert scale) shared the view that it is important that the GCC site remain publicly accessible. When asked for their views on the importance of preserving the cultural and environmental heritage, members were still strongly in favour, but with lower levels of support.
How important is it that the CULTURAL heritage of the former GCC site be preserved?
70 responses

How important is it that the ENVIRONMENTAL heritage of the former GCC site be preserved?
70 responses
2.8 Would you support a fundraising initiative to purchase the GCC lands?

A majority of members (56.5%) would provide a financial contribution to support YGH’s acquisition of the GCC lands, at 59.4% of members would support by sharing the initiative with friends or family.
Would you support a fundraising initiative to purchase the GCC lands?

69 responses

- Yes, with a financial contribution: 39 (56.5%)
- Yes, as a volunteer: 41 (59.4%)
- No, this isn't the right fit for me: 5 (7.2%)
- By running some sort of walk program where the funds are raised: 2 (2.9%)
- I am not familiar with the range of fun activities that GCC will offer: 1 (1.4%)
- I'm hoping that YGH will achieve charitable status and then GCC: 1 (1.4%)
3 Community Survey Results

3.1 How did you learn about Yorklands Green Hub?
Non-member participants responded that they learned about YGH from a YGH information table at an event (36.7%), through information shared by a neighbourhood or community association (20%), and from a YGH direct or volunteer (13.3%).

![Graph showing how participants learned about Yorklands Green Hub]

3.2 How do you receive updates or news about Yorklands Green Hub?

The YGH newsletter is the most common (93.1%) medium for receiving updates or news about YGH, followed by social media (17.2%).

![Graph showing how participants receive updates or news about Yorklands Green Hub]
3.3  Have you participated in any Yorklands Green Hub programming?

A significant majority (73.3%) of non-members reported that they had not participated in any YGH programming.

3.4  How often do you interact online with Yorklands Green Hub?

27.6% of non-members interacted online with YGH at least once a month. For 37.9% of non-members, interactions occurred several times a year, while 24.1% of non-members interacted once a year or less.
3.5  How often do you visit the Guelph Correctional Centre site?

23.3% of non-members visited the GCC site at least once per month, 40% visited several times per year, and 13.3% visited once per year or less.

3.6  How important is Cultural Heritage / Environment / Public Access?

The community strongly (86.7% selected 7, the highest number available on a Likert scale) shared the view that it is important that the GCC site remain publicly accessible. When asked for their views on the importance of preserving the environment, the community was strongly in favour (90%). When asked for their views on the importance of preserving the cultural heritage, members were still in favour, but with lower levels of support.
3.7 Would you support a fundraising initiative to purchase the GCC lands?

26.9% of community supporters would provide a financial contribution to support YGH’s acquisition of the GCC lands, and 57.7% would support by sharing the initiative with friends or family. Support was also offered through volunteering with initiatives (42.3%)
Would you support a fundraising initiative to purchase the GCC lands?

26 responses

- Yes, with a financial contribution: 7 (26.9%)
- Yes, by sharing the initiative with friends: 15 (57.7%)
- Yes, as a volunteer: 11 (42.3%)
- No, this isn't the right fit for me: 5 (19.2%)
- The answer is yes I would but not in an...: 1 (3.8%)
- Only gifted land trust to under heredit: 1 (3.8%)