



COMMUNITY ENGAGEMENT SURVEY

REPORT MAY 2021



PORT COLBORNE

PURPOSE

The purpose of the Community Engagement Survey was to obtain resident input on community issues and priorities to assist Council and staff in finalizing a new strategic plan.

METHODOLOGY

The design of this survey was carried out by staff and took direction from several different municipal satisfaction surveys. It consisted of five sections: Screening, Port Colborne as a Place to Live, City Services, Vision for Port Colborne, and Demographics; and totaled 20 questions. The survey opened on Monday, April 12, 2021 and closed on Friday, April 23, 2021. Online access to the survey was given through a link on the City's website, and hard copies were made available at City Hall and the Public Library.

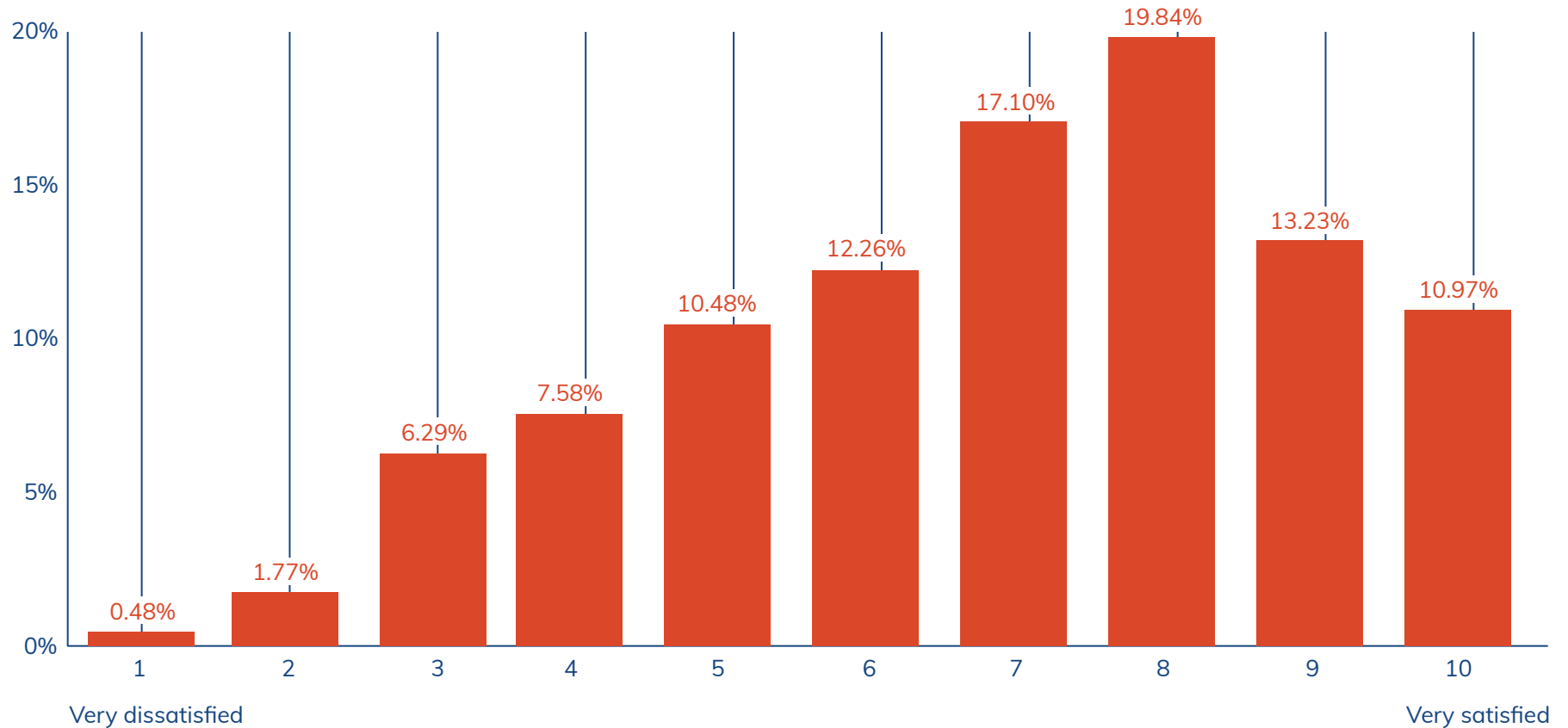
The survey was conducted among residents of Port Colborne, 18 years of age or older, who are not employed by the City of Port Colborne.

Over the 12 days that it was made available, staff received 620 completed surveys (3 hard copy and 617 online). Based on the 18+ age demographic of the Port Colborne population (15,530¹), the participation rate for this survey was 4%.

¹ Statistics Canada - Census Profile, 2016 Census



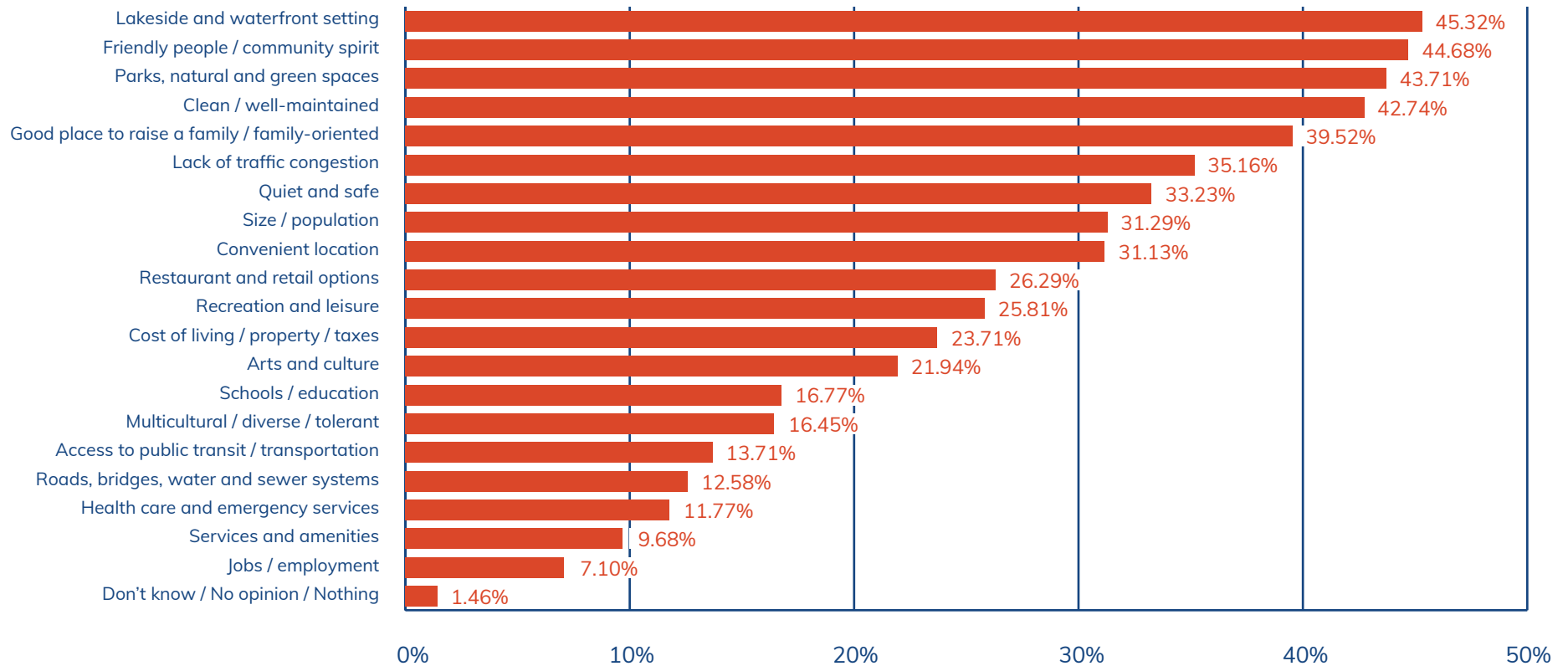
PORT COLBORNE AS A PLACE TO LIVE



Question: How do you generally feel about Port Colborne as a place to live?
Completed: 620
Average: 6.86



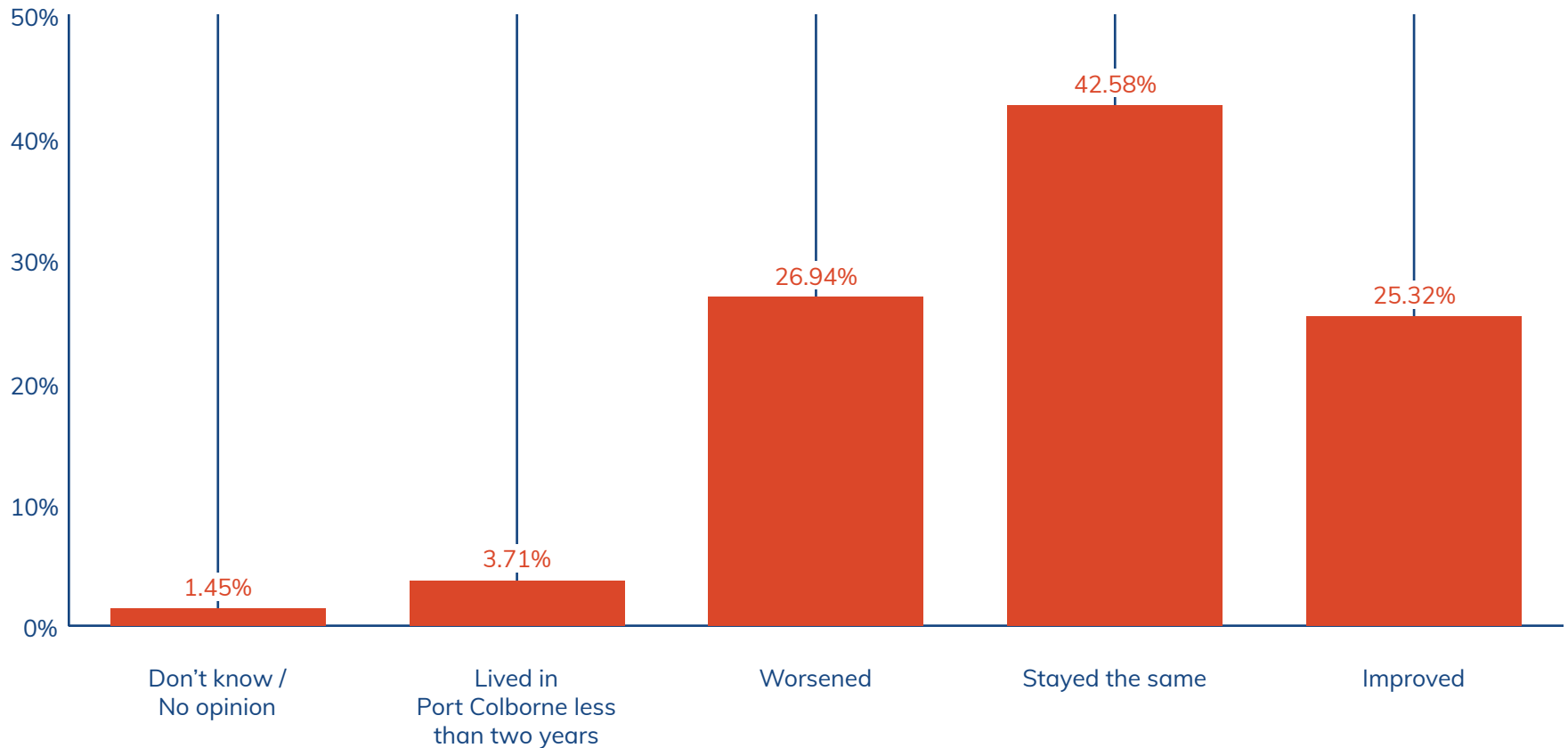
PORT COLBORNE AS A PLACE TO LIVE



Question: In your opinion, what would you say are the most appealing things about Port Colborne?
Completed: 620



PORT COLBORNE AS A PLACE TO LIVE



Question: Not taking into account the effects of COVID-19, would you say the quality of life in Port Colborne over the last two years has...?
Completed: 620



PORT COLBORNE AS A PLACE TO LIVE

Worse	
Drug use and addiction	44.59%
Cost of living and housing	43.46%
Homelessness	42.97%
Crime and public safety	41.20%
Taxes	31.18%
Jobs / employment opportunities	26.66%
City governance (planning, policies, decisions, etc.)	24.88%
Maintenance (waste collection, snow removal, etc.)	20.03%
Roads, bridges, water and sewer systems	17.61%
Sense of community	16.32%
Traffic conditions	14.54%
Businesses, restaurant and retail options	14.05%
Public transit / transportation	11.63%
Parks and recreation	10.82%
Access to services and amenities	8.56%

Stayed the Same	
Access to services and amenities	75.61%
Public transit / transportation	64.62%
Traffic conditions	64.14%
Parks and recreation	61.07%
Maintenance (waste collection, snow removal, etc.)	59.77%
Sense of community	59.77%
Roads, bridges, water and sewer systems	58.80%
City governance (planning, policies, decisions, etc.)	52.67%
Jobs / employment opportunities	51.21%
Taxes	50.40%
Businesses, restaurant and retail options	44.43%
Crime and public safety	40.39%
Homelessness	37.00%
Drug use and addiction	35.86%
Cost of living and housing	34.89%

Question: Not taking into account the effects of COVID-19, what has gotten better or worse about the quality of life in Port Colborne over the last two years?
Completed: 619



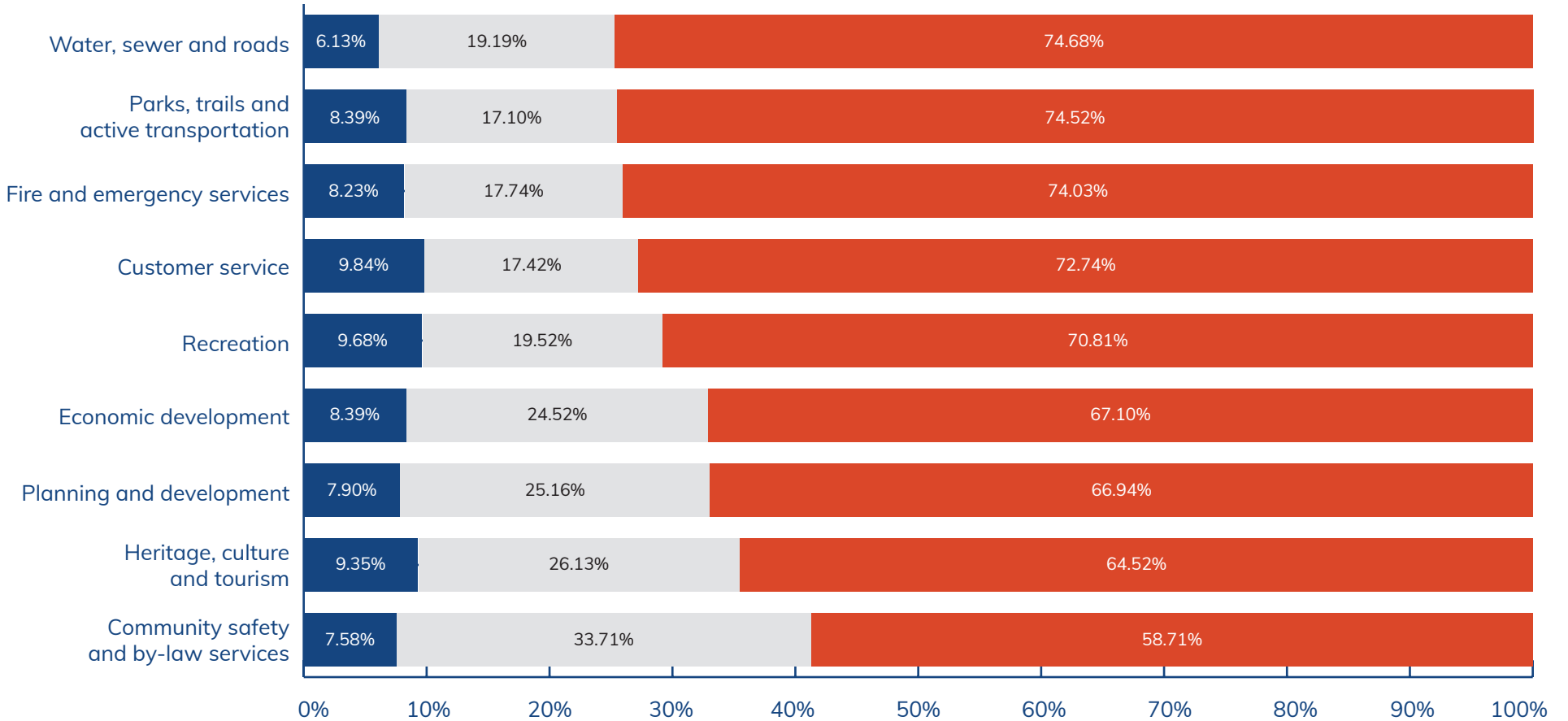
PORT COLBORNE AS A PLACE TO LIVE

Better	
Businesses, restaurant and retail options	41.52%
Parks and recreation	28.11%
Sense of community	23.75%
Public transit / transportation	23.59%
Roads, bridges, water and sewer systems	23.59%
City governance (planning, policies, decisions, etc.)	22.46%
Jobs / employment opportunities	21.97%
Cost of living and housing	21.65%
Traffic conditions	21.16%
Maintenance (waste collection, snow removal, etc.)	20.19%
Homelessness	20.03%
Drug use and addiction	19.55%
Crime and public safety	18.42%
Taxes	18.42%
Access to services and amenities	15.67%

Question: Not taking into account the effects of COVID-19, what has gotten better or worse about the quality of life in Port Colborne over the last two years?
Completed: 619



CITY SERVICES

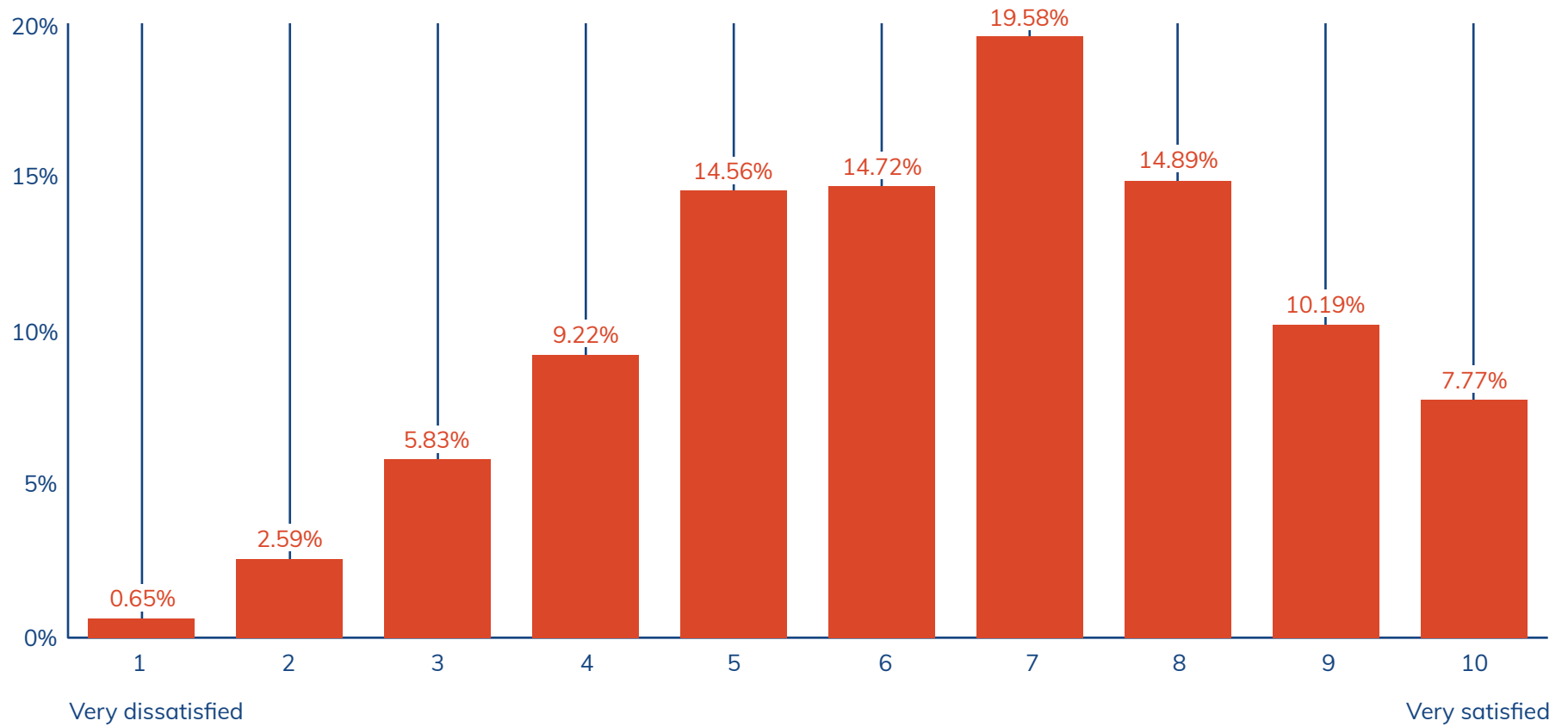


■ Not at all important to Not very important
 ■ Neutral
 ■ Somewhat important to Very important

Question: How important is each of these City services to you?
 Completed: 620



CITY SERVICES



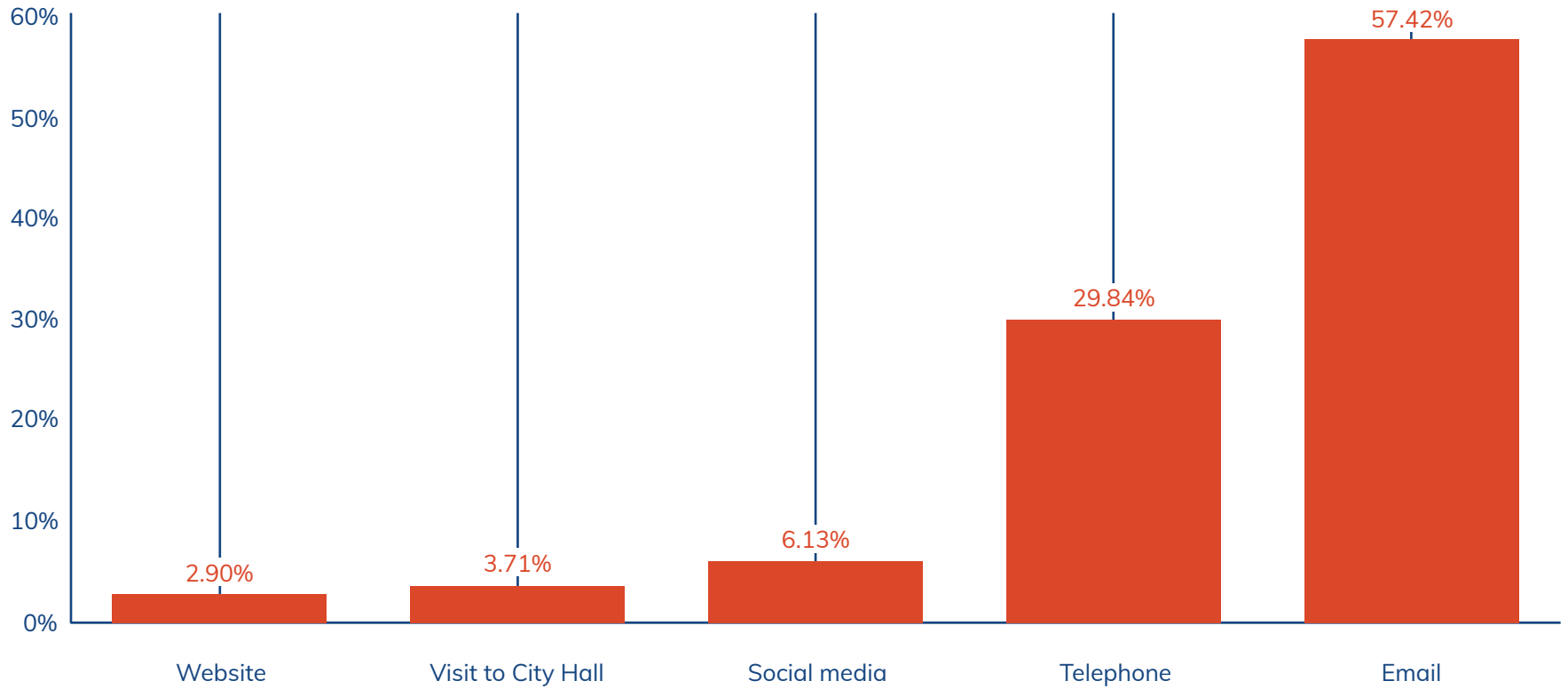
Question: Thinking about the City services that you've used, how satisfied are you with the quality of these services overall?

Completed: 620

Average: 6.66



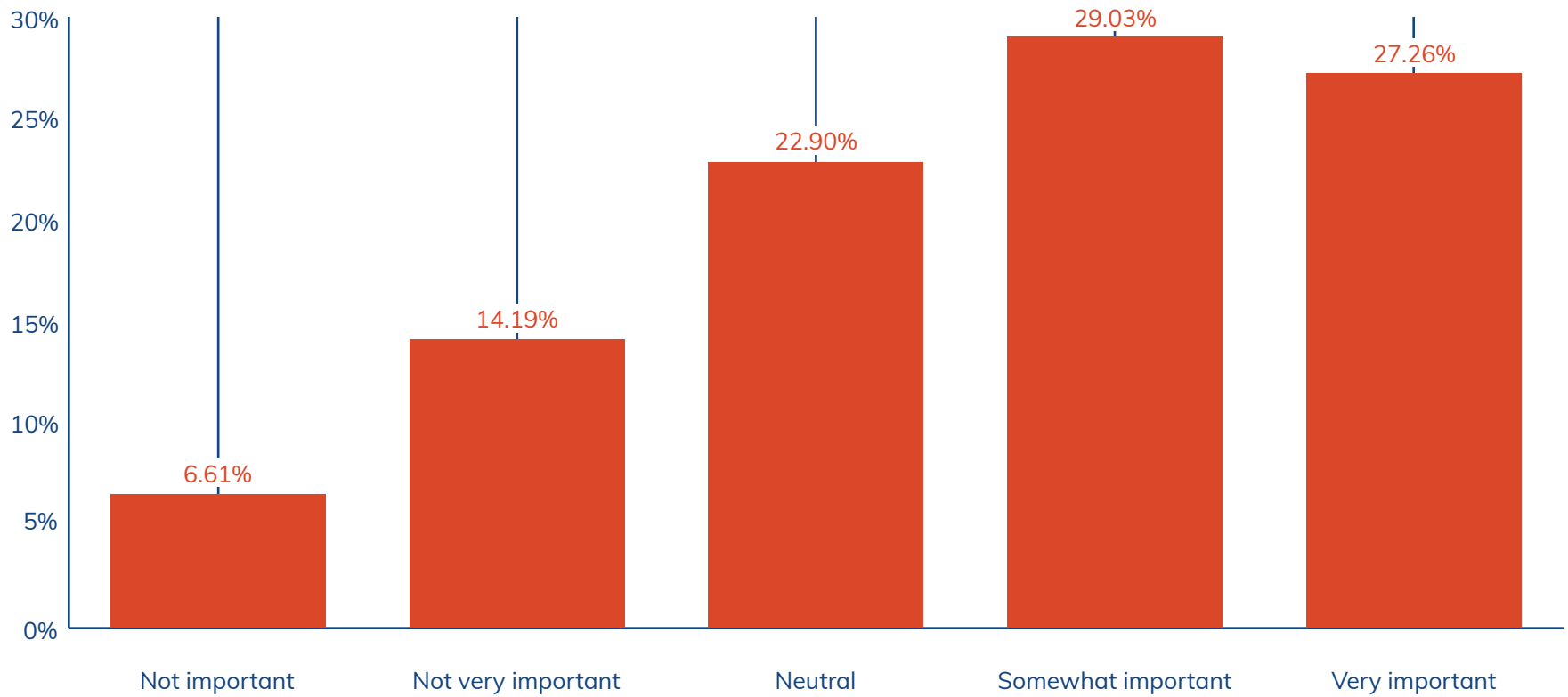
CITY SERVICES



Question: What is your preferred method for contacting the City?
Completed: 620



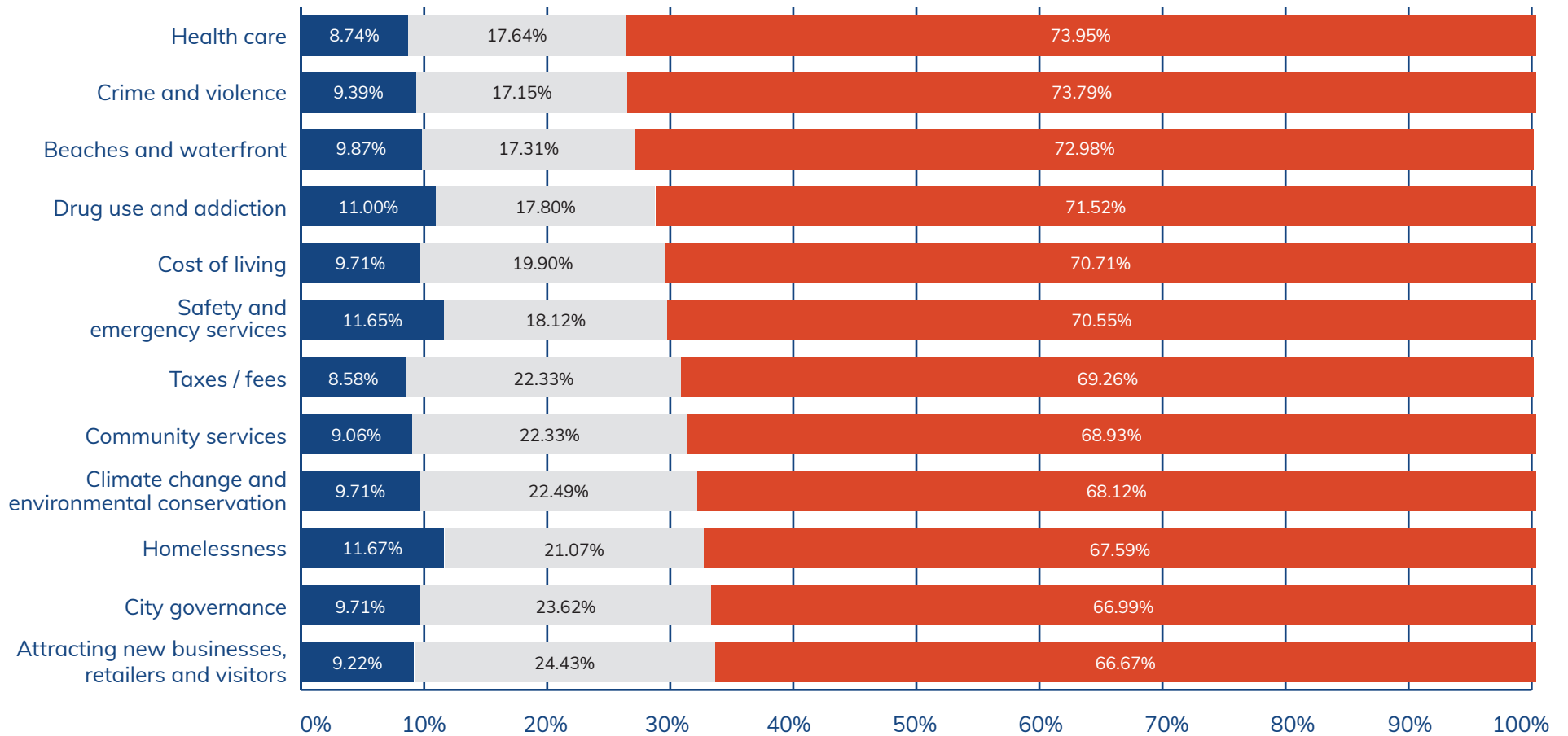
CITY SERVICES



Question: How important is it that the City of Port Colborne offers a wide range of online or digital services?
Completed: 620



VISION FOR PORT COLBORNE



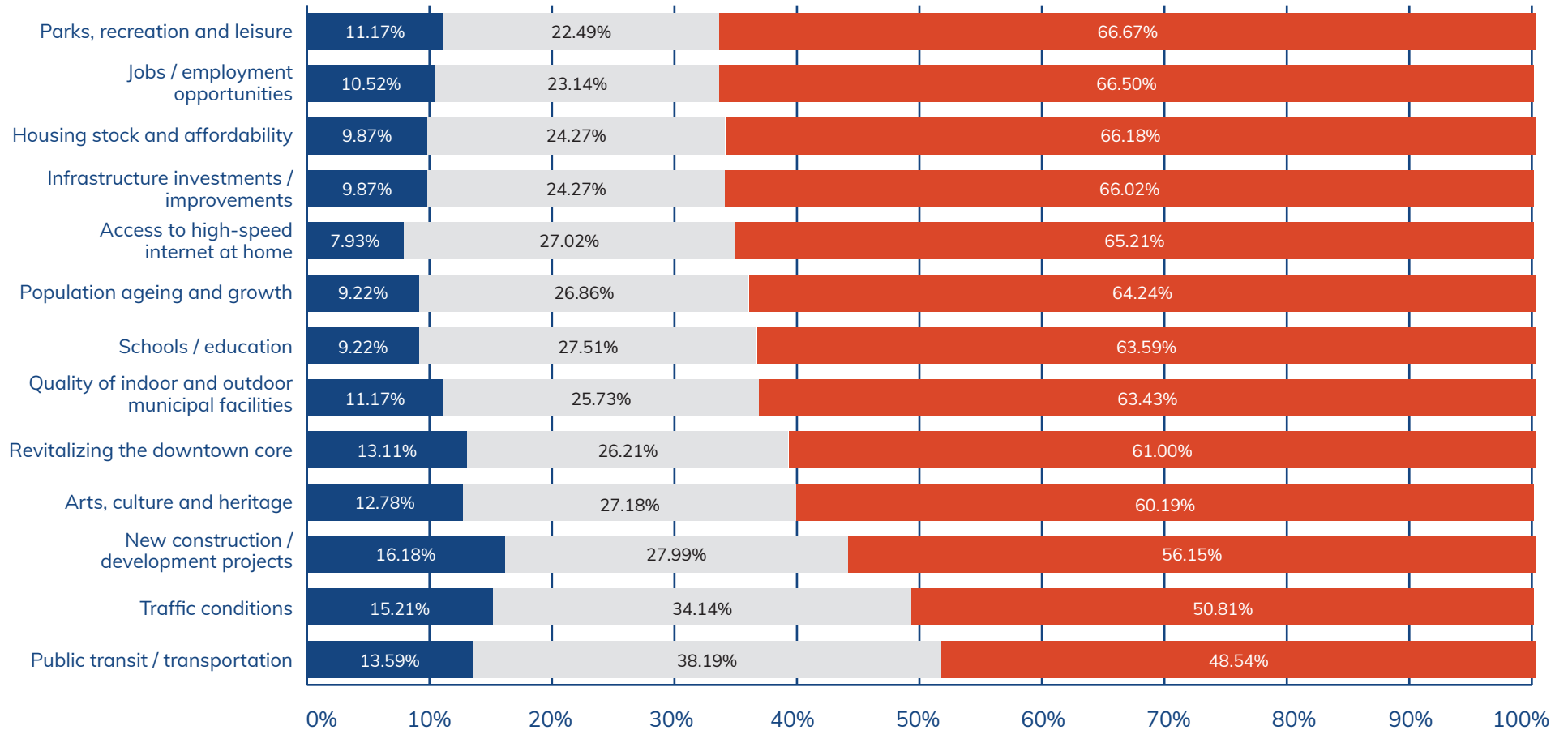
■ Not at all important to Not very important
 ■ Neutral
 ■ Somewhat important to Very important

Question: Thinking about the priorities that Port Colborne Council could address in the future, how important is each of the following to you?

Completed: 620



VISION FOR PORT COLBORNE



Not at all important to Not very important
 Neutral
 Somewhat important to Very important

Question: Thinking about the priorities that Port Colborne Council could address in the future, how important is each of the following to you?

Completed: 620



VISION FOR PORT COLBORNE

Community
Small town & Quiet
Welcoming & Inviting
Friendly & Neighbourly
Inclusive & Cooperative
Spirit & Pride
Accessible & Compassionate
Responsive & Vibrant
Heart & Soul
Multicultural & Diverse
Governance
Engaged & Responsive
Integrated
Lower taxes & Reasonable fees
Responsible & Transparent
Investments

Safety
Civil & Secure
Crime free & Policing
Accessibility
Health care & Medical access
Traffic

Recreation
Leisure spaces
Walkability
Heritage
Arts & Culture
Events & Activities
Trails & Cycling
Age friendly

Environment
Clean & Green
Healthy & Beautiful
Sustainable & Respectful
Bike friendly
Conservation & Protection

Economy
Prosperous
Affordable
Competitive
Technology
Progressive
Revitalization
Retail & Commercial

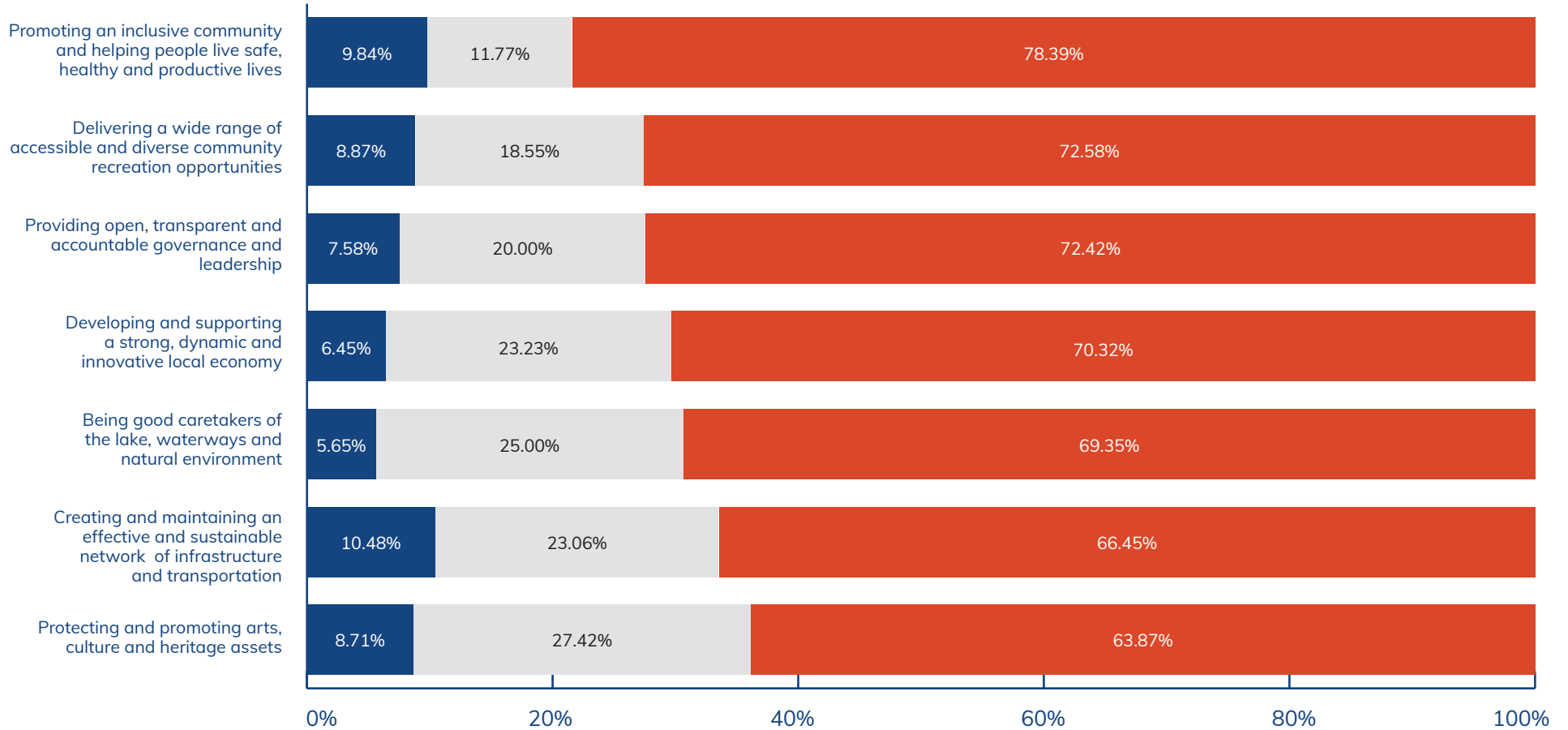
Question: What words or phrases would you use to describe the community you want Port Colborne to be in the future?

Completed: 620

Other: Changing, developing, improving, appealing, profile-raising, thriving, belonging, bustling



VISION FOR PORT COLBORNE

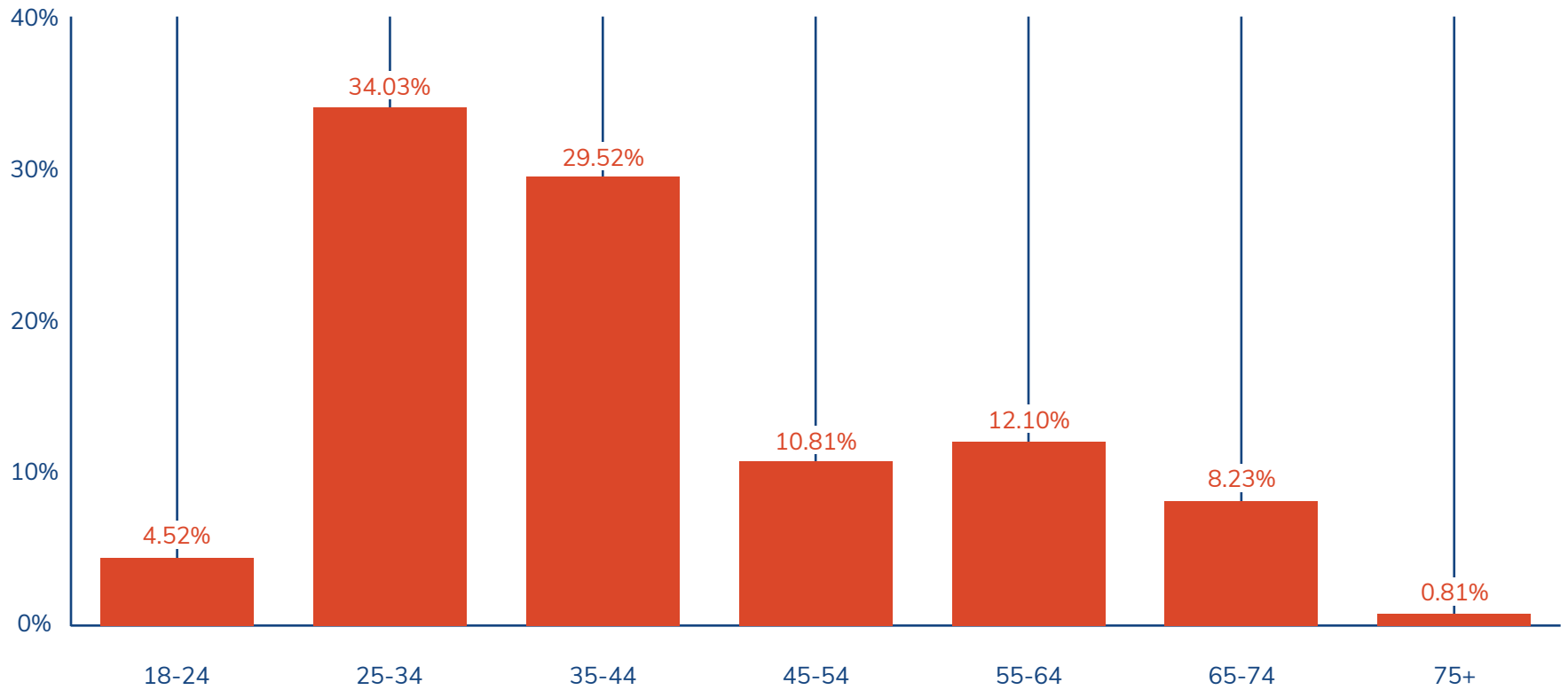


Not at all important to Not very important
 Neutral
 Somewhat important to Very important

Question: How important is each of these goals to you?
 Completed: 620



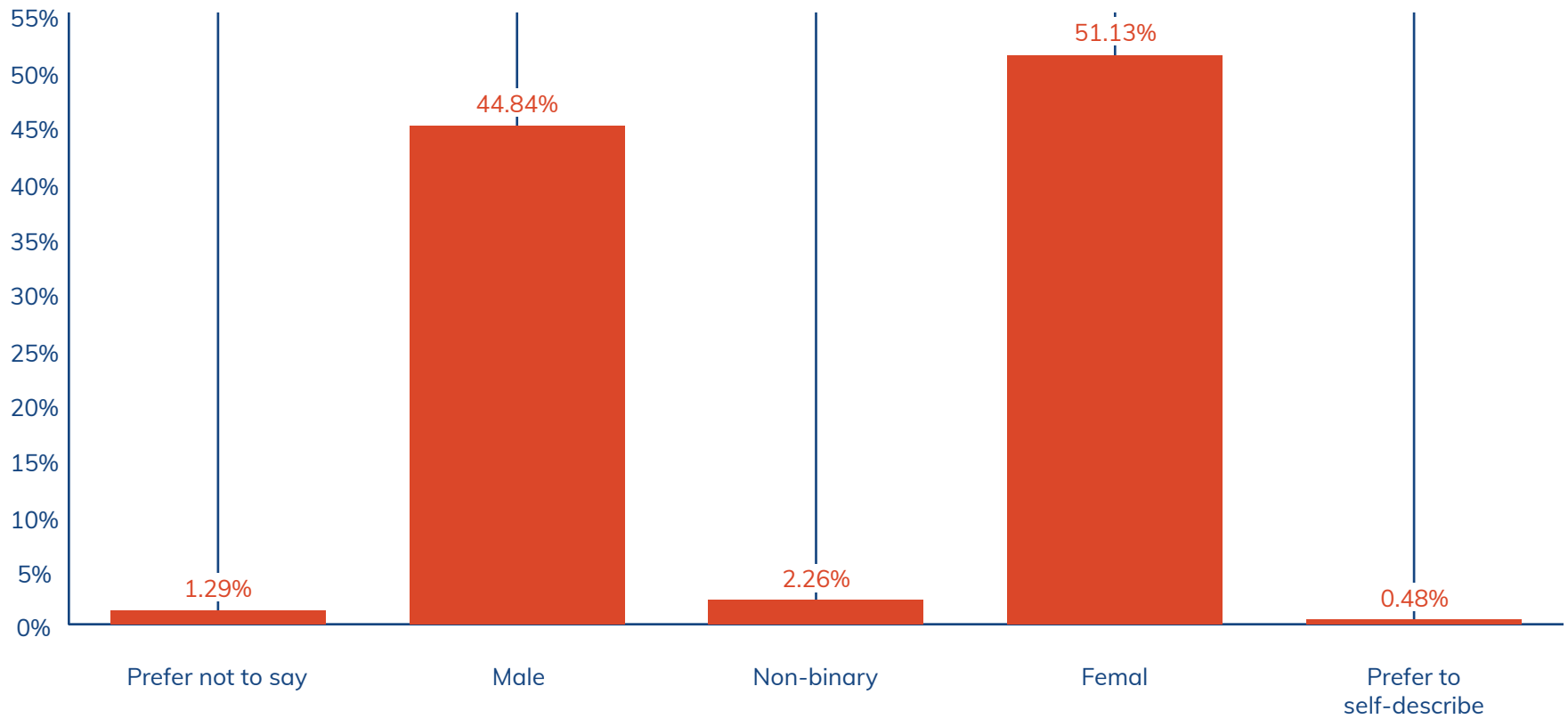
DEMOGRAPHICS



Question: What is your age?
Completed: 620



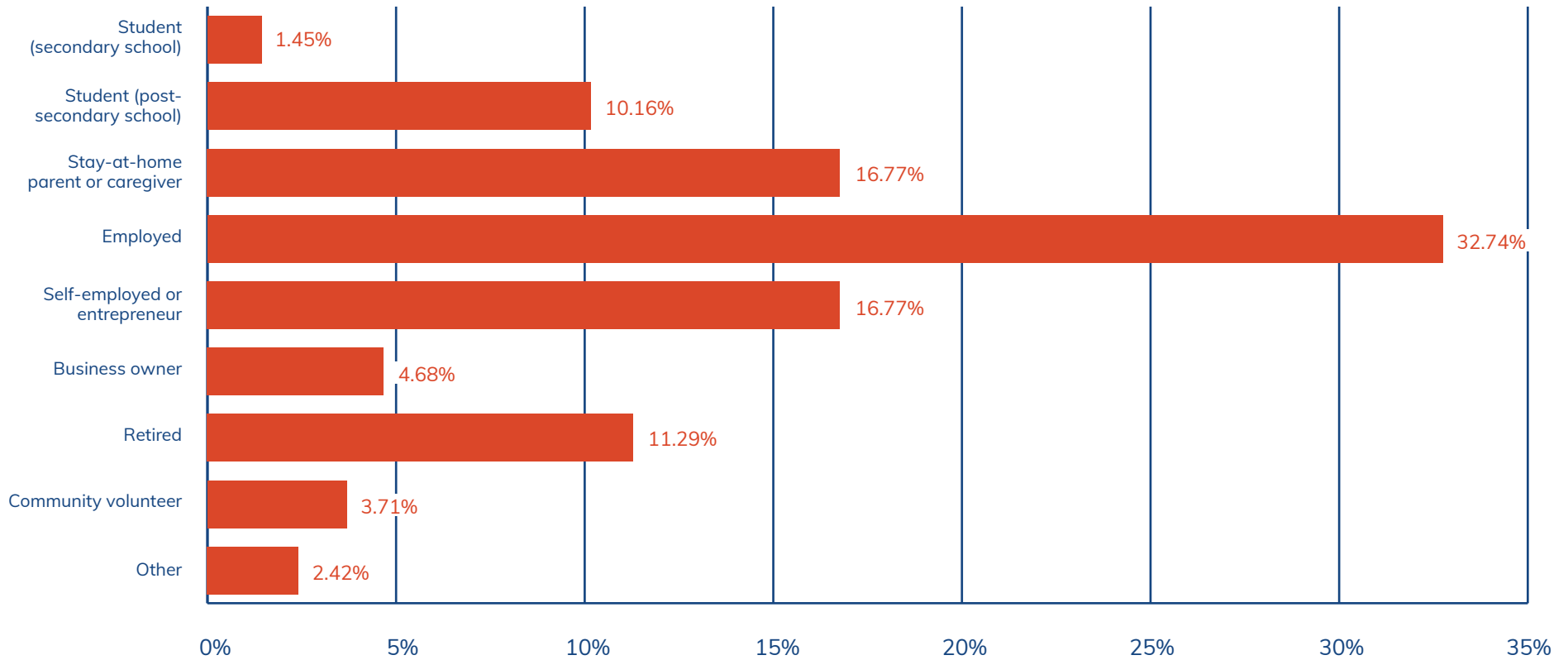
DEMOGRAPHICS



Question: How do you identify?
Completed: 620



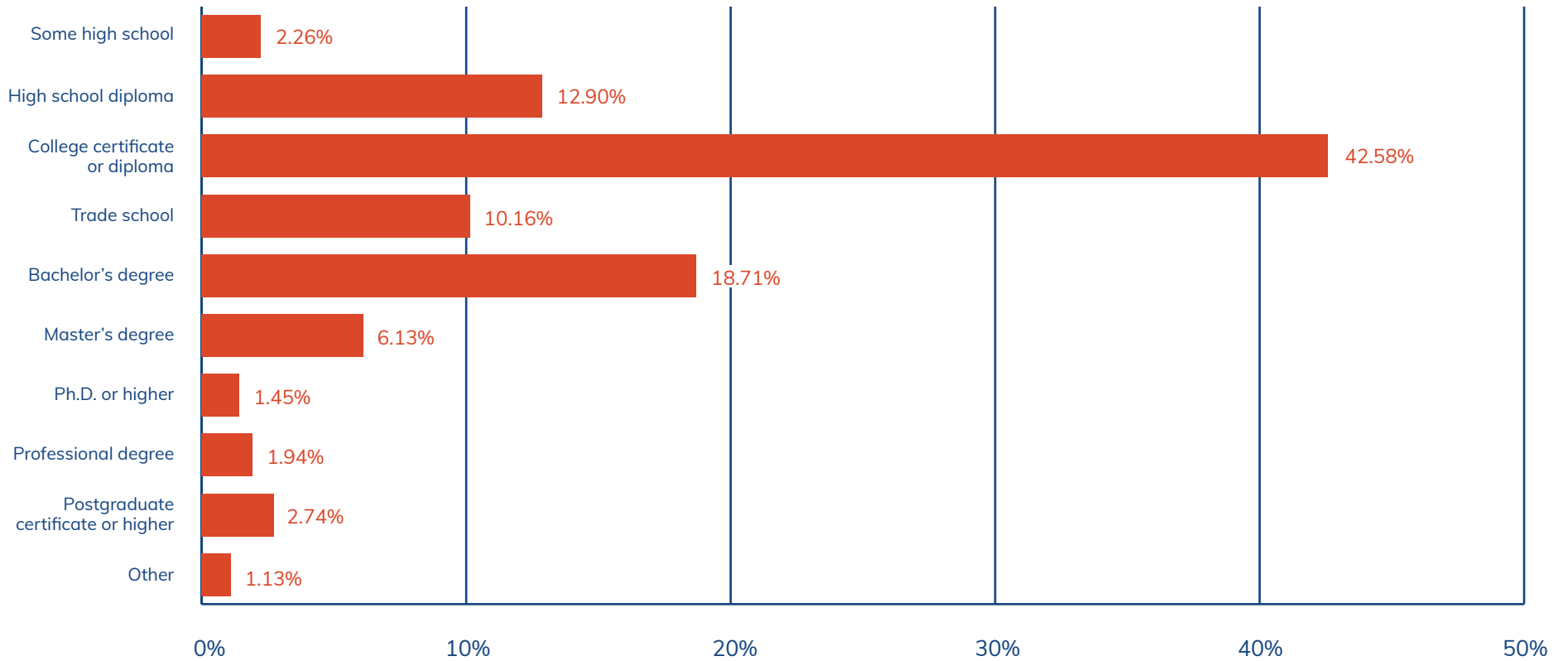
DEMOGRAPHICS



Question: What is your occupation?
Completed: 620



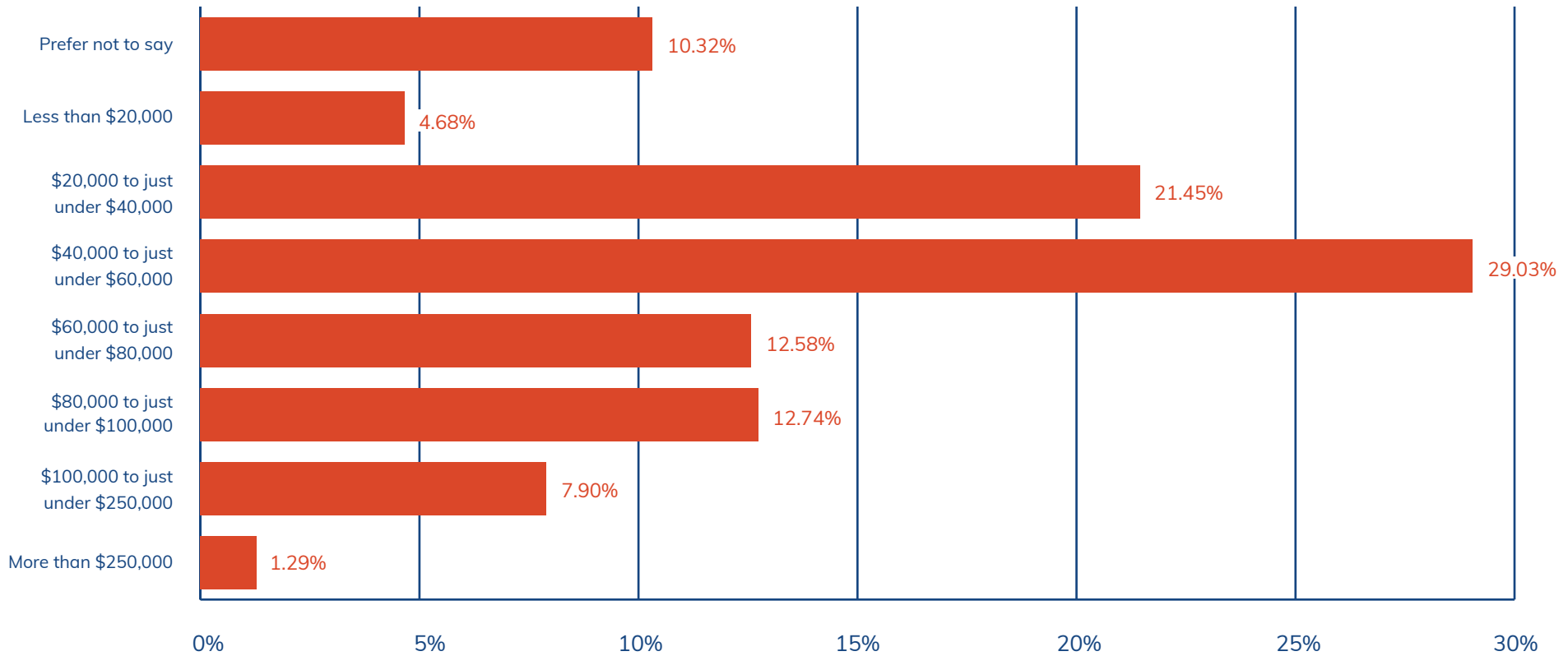
DEMOGRAPHICS



Question: What is the highest level of education you have completed?
Completed: 620



DEMOGRAPHICS



Question: What is your annual income before tax and from all sources?
Completed: 620



ANALYSIS

The answers to every question were examined according to their weighted percentage. These percentages revealed consistent and similar patterns among the various community issues and priorities presented throughout this survey. The issues and priorities with the highest rankings in terms of importance were put into a list and analyzed in conjunction with the contents of the draft strategic plan. The final stage of the analysis process involved carefully studying the plan's statements, principles, pillars, goals and action items to determine suitable alignment or congruence with the issues and priorities deemed important by the survey respondents.

CONCLUSIONS

The resident input received from this survey suggests there are common goals and a shared vision for a sustainable future in Port Colborne. The issues identified as important by the survey respondents underpin and support the contents of the draft strategic plan, particularly relating to quality and innovative services, arts and culture, parks and recreation, economic development and tourism and land use planning. The various initiatives and strategic actions built into the draft strategic plan give priority to the needs and values of the community.

