
Community Engagement Survey

Presentation of Results

May 10, 2021

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PORT COLBORNE

Purpose

- The purpose of the survey was to obtain resident input on community issues and priorities to assist Council and staff in finalizing a new strategic plan
- Survey design, including questions and format, was done by City staff and took direction from a number of different municipal satisfaction surveys



Methodology

- The survey opened on Monday, April 12th and closed on Friday, April 23rd
- Access to the survey was given via online or digital means as well as print or hard copy format at City Hall and the Library
- Communication
 - An announcement about the survey was made via a Media Release issued on Monday, April 12
 - Information about the survey, including online and hard copy access, was posted on the City's website (home page, news & City Hall sections)



Methodology

- Communication
 - Posts on social media and Port Colborne Resident News email blasts
 - An advertisement was taken out in Niagara This Week on Thursday, April 15
 - The Media Release received coverage in Niagara This Week in both print and e-editions during the week of April 12-16
 - Outreach was supported by the Downtown Port Colborne BIA, Port Colborne-Wainfleet Chamber of Commerce as well as various boards and committees



Methodology

- The survey was conducted amongst residents of Port Colborne, 18 years of age or older, who are not employed by the City
- Over 12 days, we received **620** total surveys (**3** hard copy and **617** online)
- Based on the 18+ demographic of the population (15,530*), the participation rate is **4%**

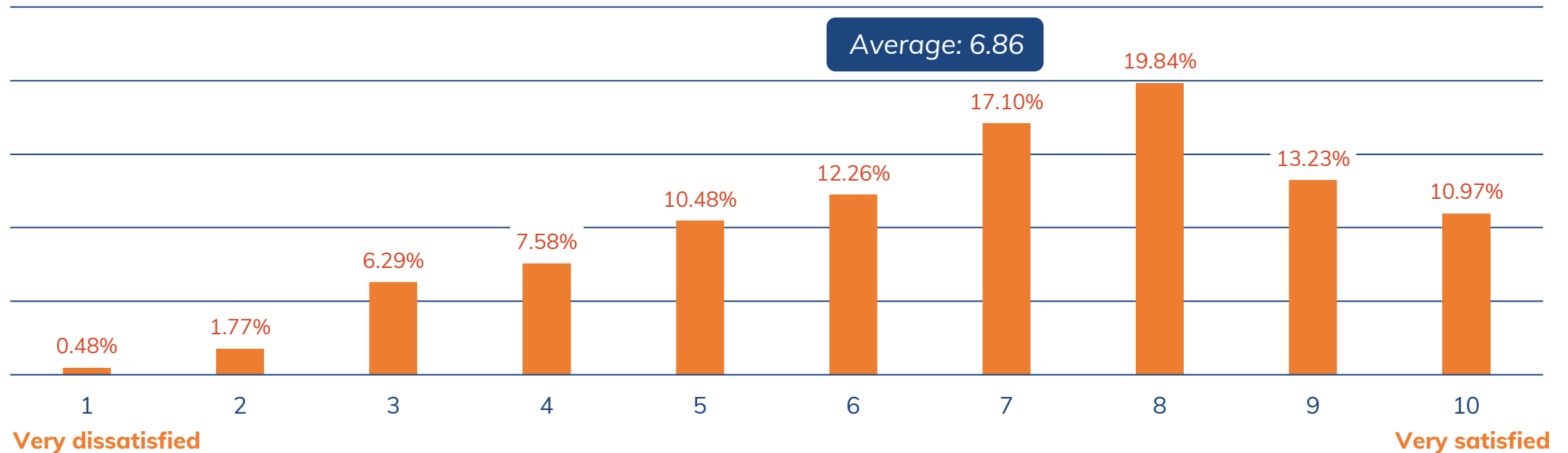
**Statistics Canada - Census Profile, 2016 Census*



Results

Port Colborne as a Place to Live

Overall Satisfaction (%)



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

Completed: 620

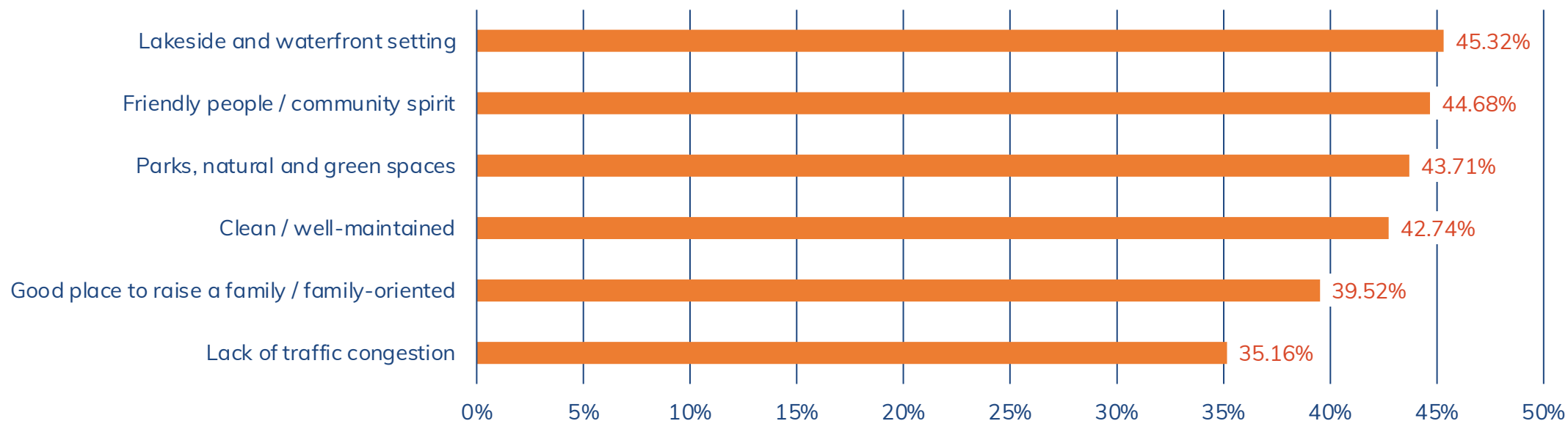


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Results

Port Colborne as a Place to Live

Most Appealing Things (%)



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

Completed: 620

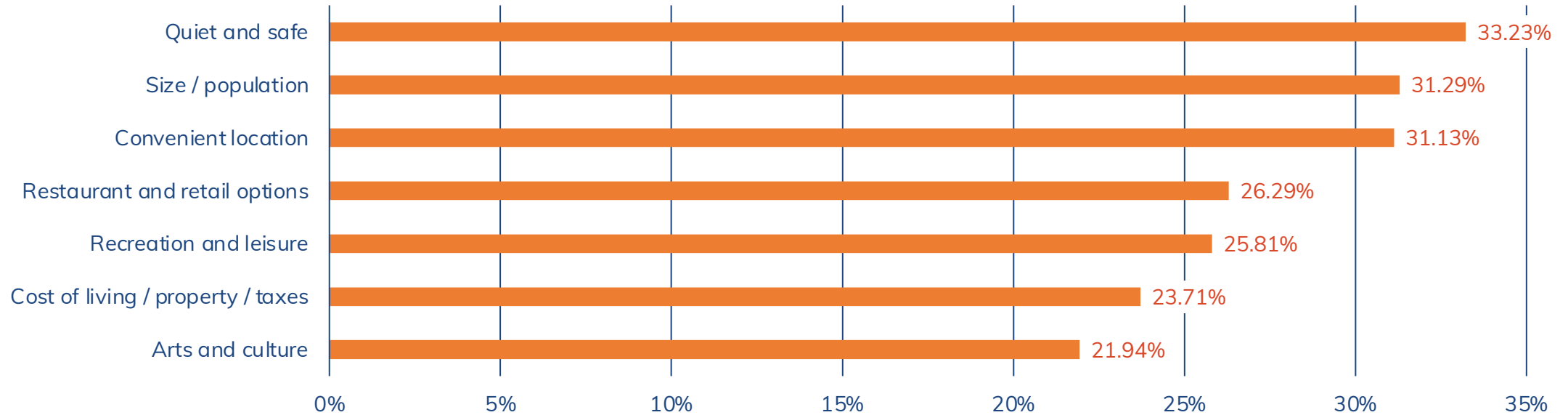


PORT COLBORNE

Results

Port Colborne as a Place to Live

Most Appealing Things (%)



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

Completed: 620

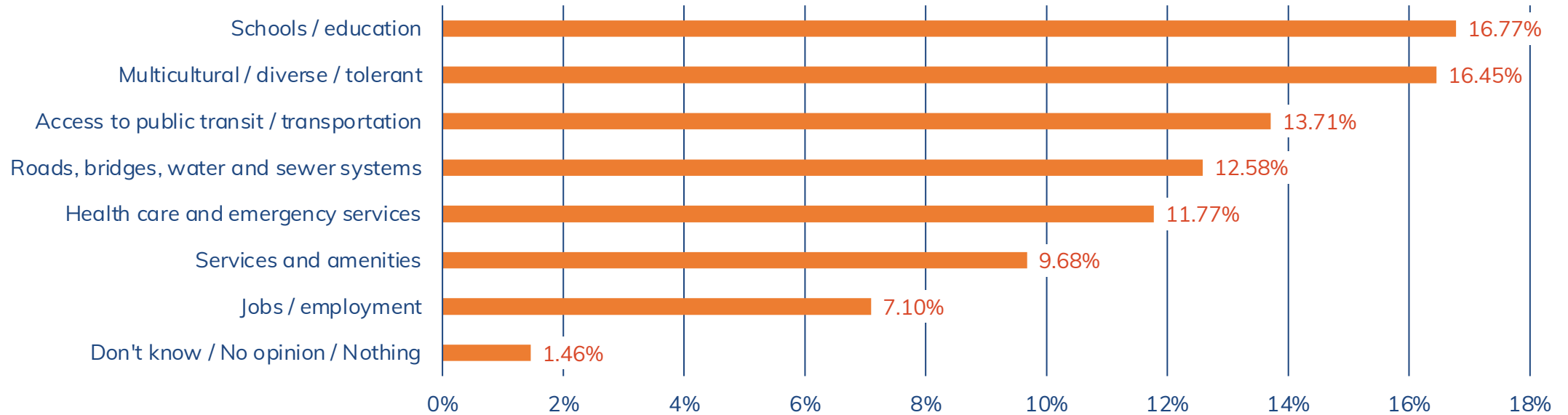


PORT COLBORNE

Results

Port Colborne as a Place to Live

Most Appealing Things (%)



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

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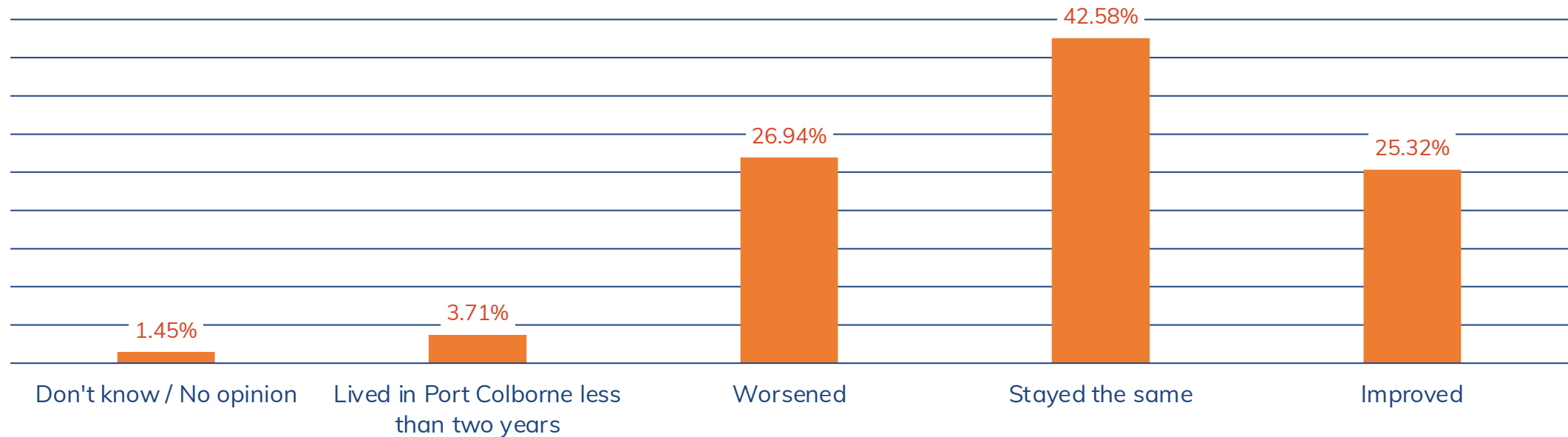


PORT COLBORNE

Results

Port Colborne as a Place to Live

Quality of Life (%)



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



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Results

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%

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

Results

Port Colborne as a Place to Live

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

Results

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

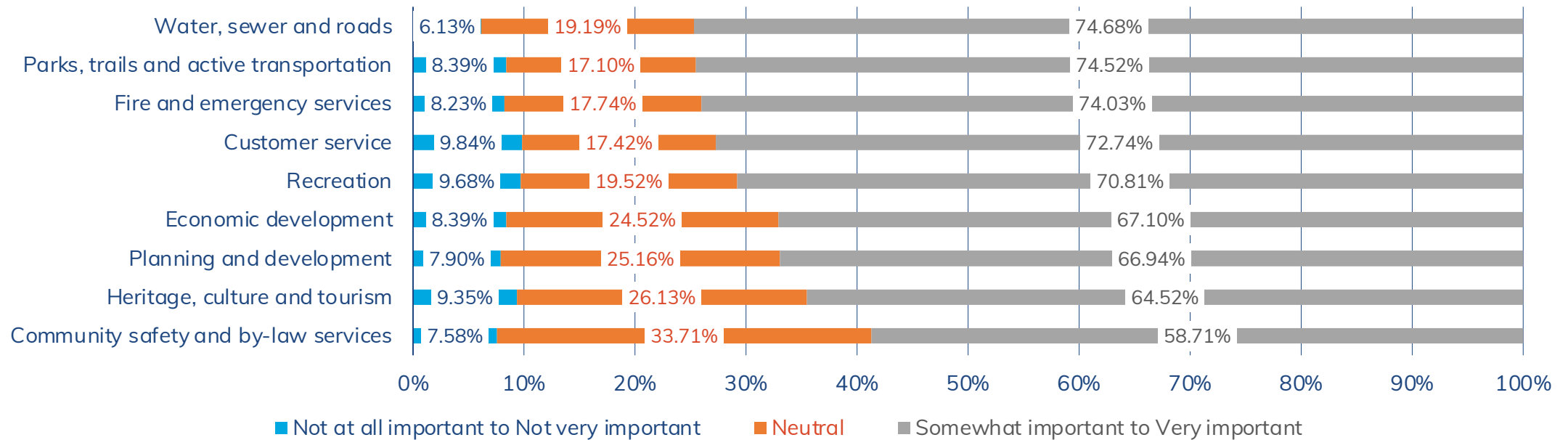


PORT COLBORNE

Results

City Services

Importance of City Services (%)



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

Completed: 620

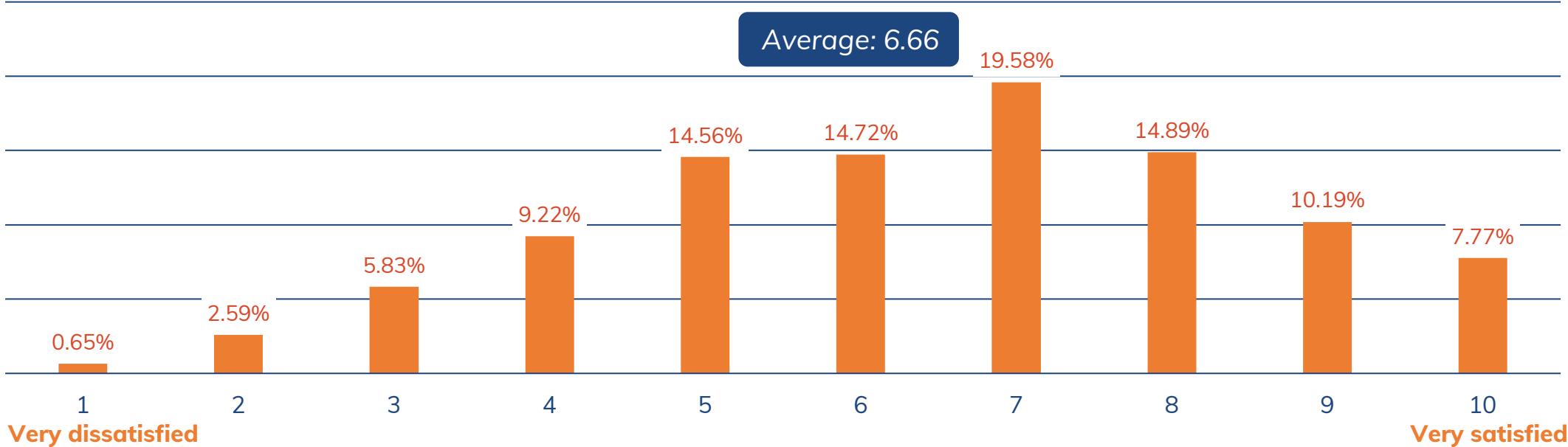


PORT COLBORNE

Results

City Services

Overall Service Satisfaction (%)



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

Completed: 620

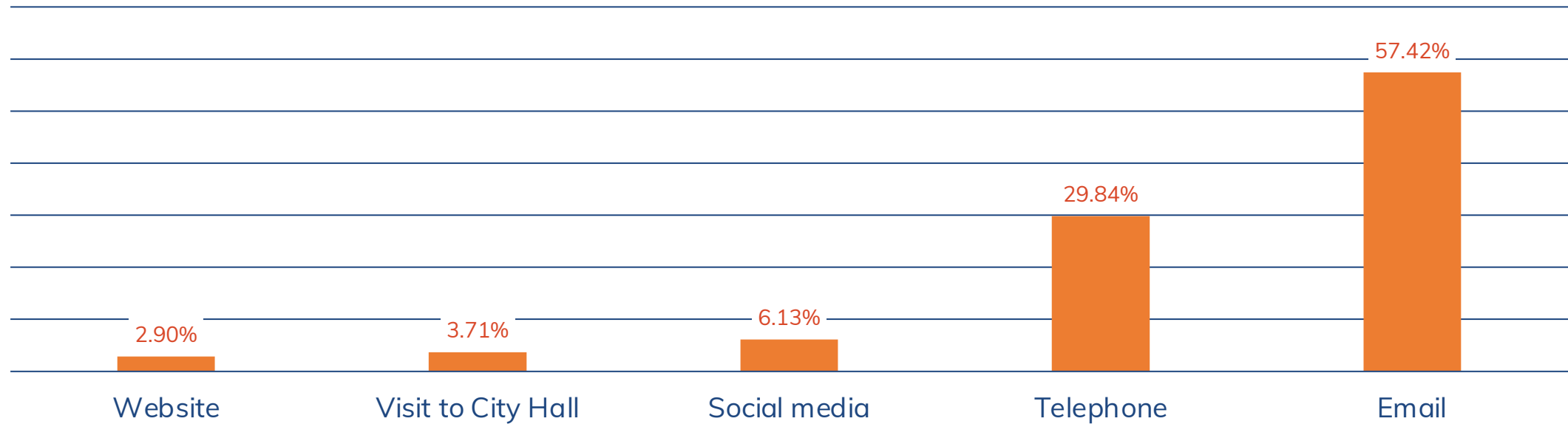


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Results

City Services

Method of Contact (%)



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

Completed: 620

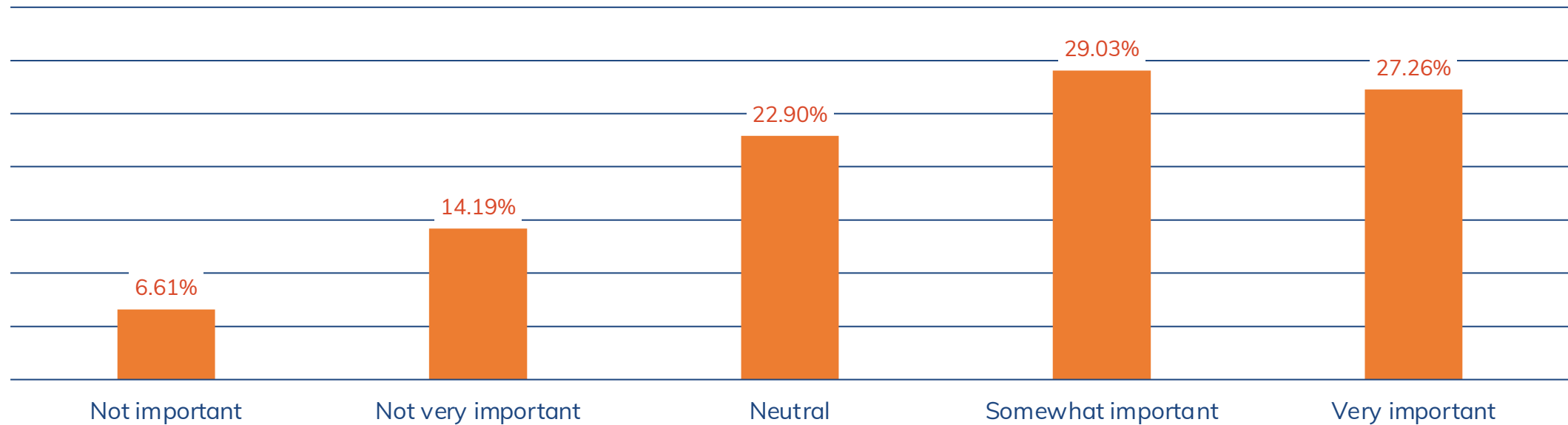


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Results

City Services

Importance of Online or Digital Services (%)



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

Completed: 620

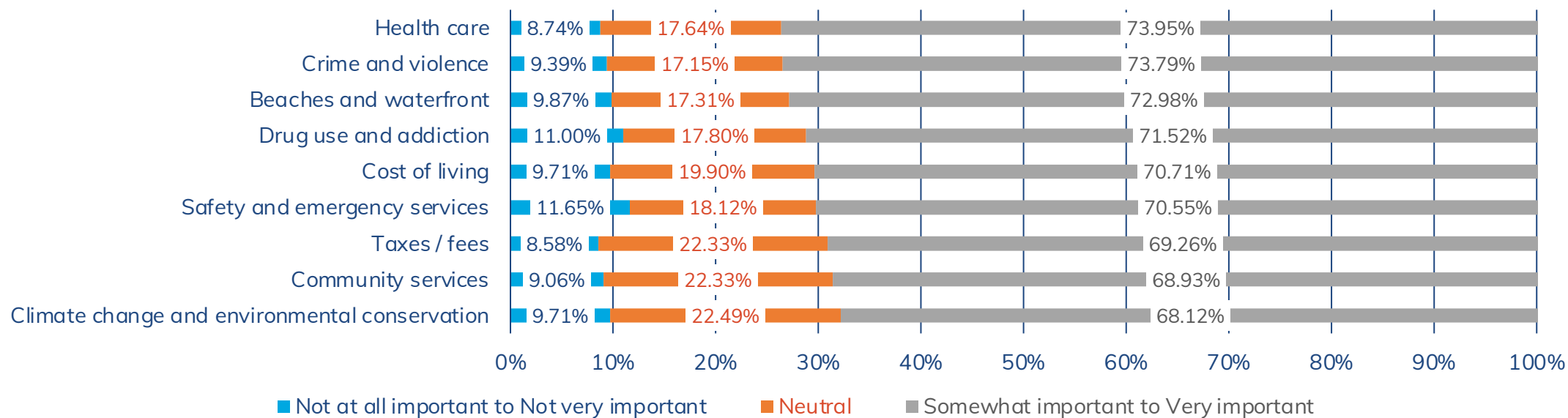


PORT COLBORNE

Results

Vision for Port Colborne

Areas of Priority (%)



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

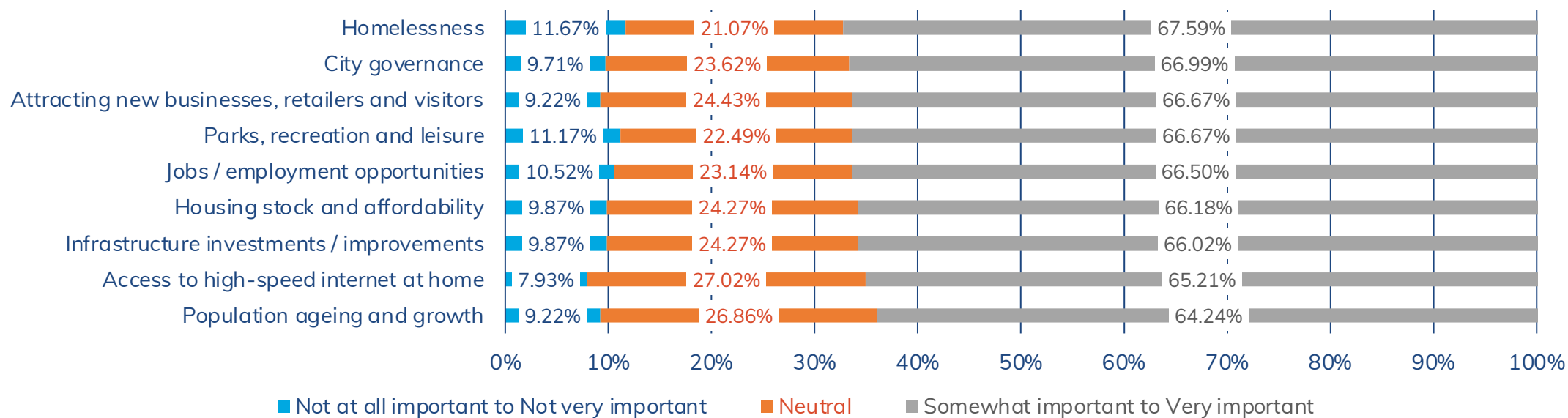


PORT COLBORNE

Results

Vision for Port Colborne

Areas of Priority (%)



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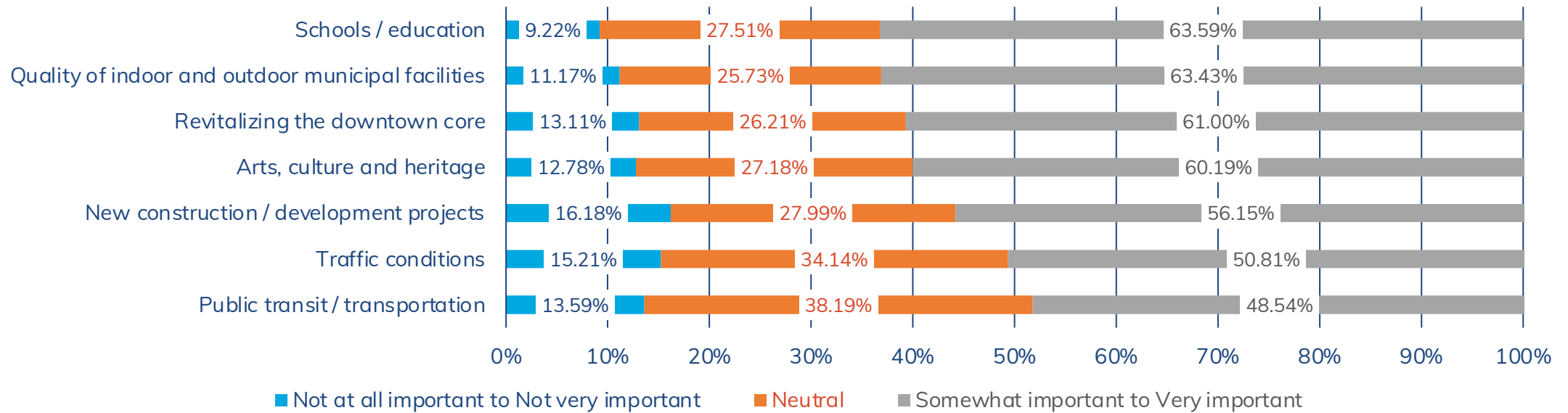


PORT COLBORNE

Results

Vision for Port Colborne

Areas of Priority (%)



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



PORT COLBORNE

Results

Vision for Port Colborne

Community	Safety	Environment	Economy
<ul style="list-style-type: none">• Quiet• Welcoming• Friendly• Inviting• Neighbourly• Inclusive• Small town• Diverse	<ul style="list-style-type: none">• Civil• Secure• Crime free• Policing• Accessibility• Health care• Medical access• Traffic	<ul style="list-style-type: none">• Clean & Green• Healthy• Sustainable• Beautiful• Bike friendly• Conservation• Protect assets• Respectful	<ul style="list-style-type: none">• 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



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Results

Vision for Port Colborne

Community	Recreation	Governance	Other
<ul style="list-style-type: none">• Spirit & Pride• Accessible• Cooperation• Responsive• Heart & Soul• Multicultural• Vibrant• Compassionate	<ul style="list-style-type: none">• Leisure spaces• Walkability• Heritage• Arts & Culture• Events• Activities• Trails & Cycling• Age friendly	<ul style="list-style-type: none">• Engaged• Integrated• Responsive• Transparent• Lower taxes• Reasonable fees• Responsible• Investments	<ul style="list-style-type: none">• Changing• Developing• Improving• Appealing• Profile-raising• Thriving• Belonging• Bustling

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

Completed: 620

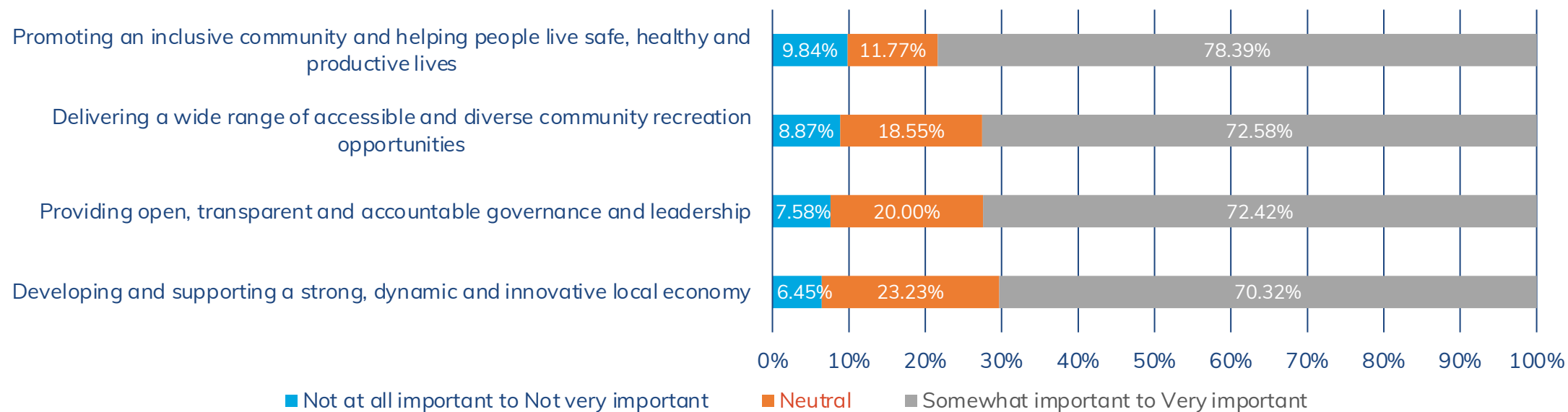


PORT COLBORNE

Results

Vision for Port Colborne

Importance of Goals (%)



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

Completed: 620

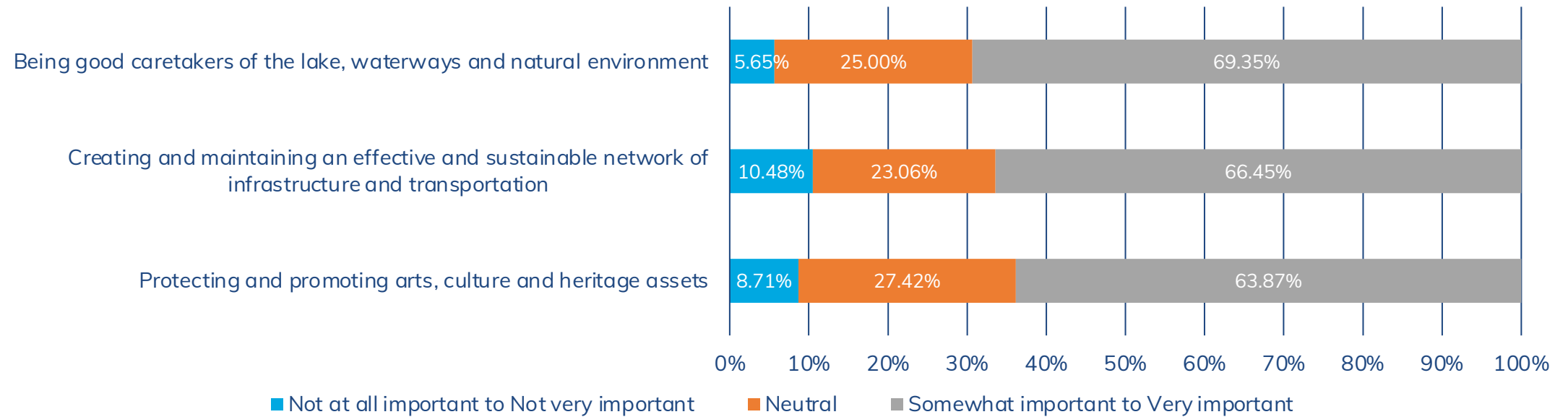


PORT COLBORNE

Results

Vision for Port Colborne

Importance of Goals (%)



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

Completed: 620

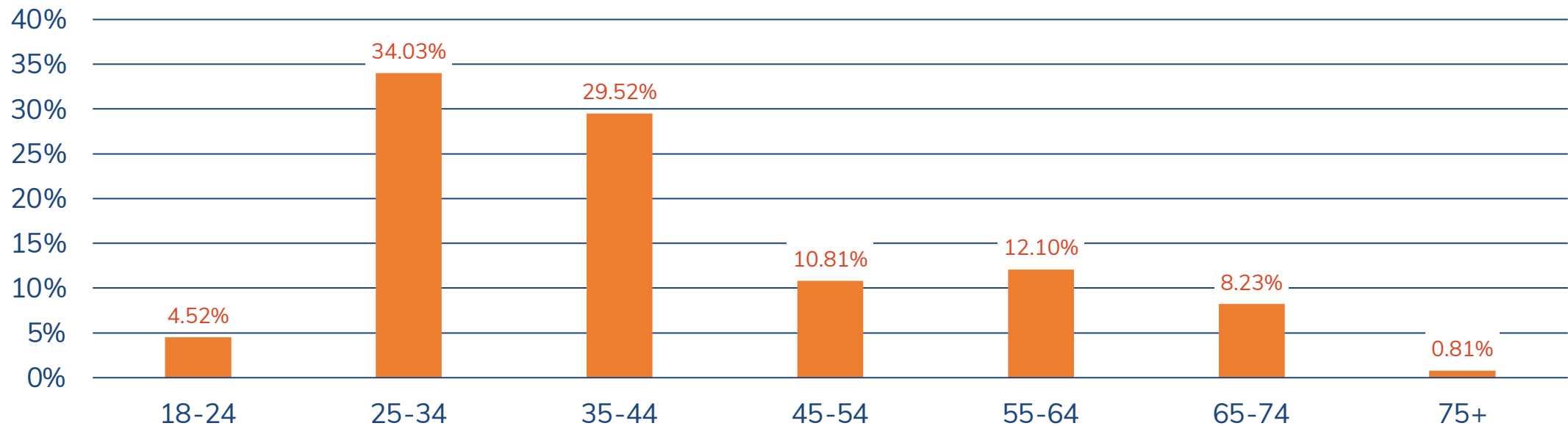


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Results

Demographics

Age (%)



Question: What is your age?

Completed: 620

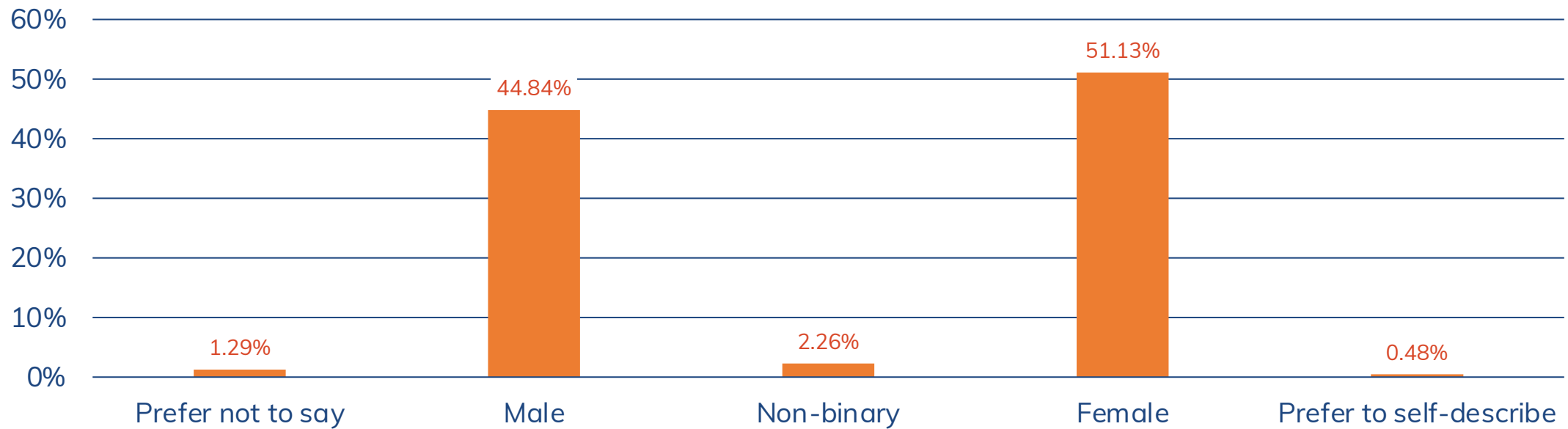


PORT COLBORNE

Results

Demographics

Gender Identity (%)



Question: How do you identify?

Completed: 620

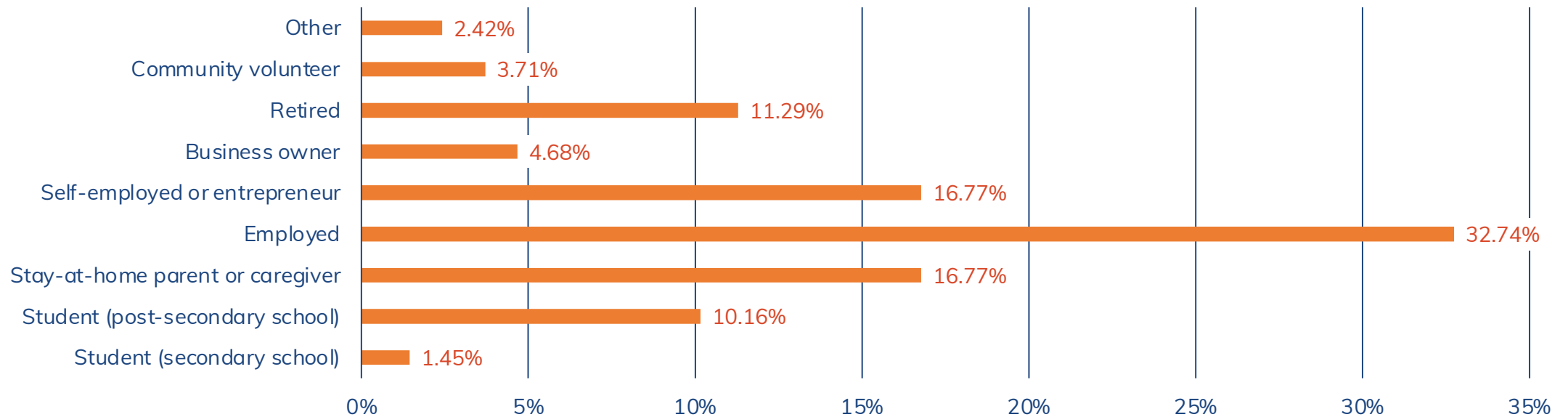


PORT COLBORNE

Results

Demographics

Occupation (%)



Question: What is your occupation?

Completed: 620

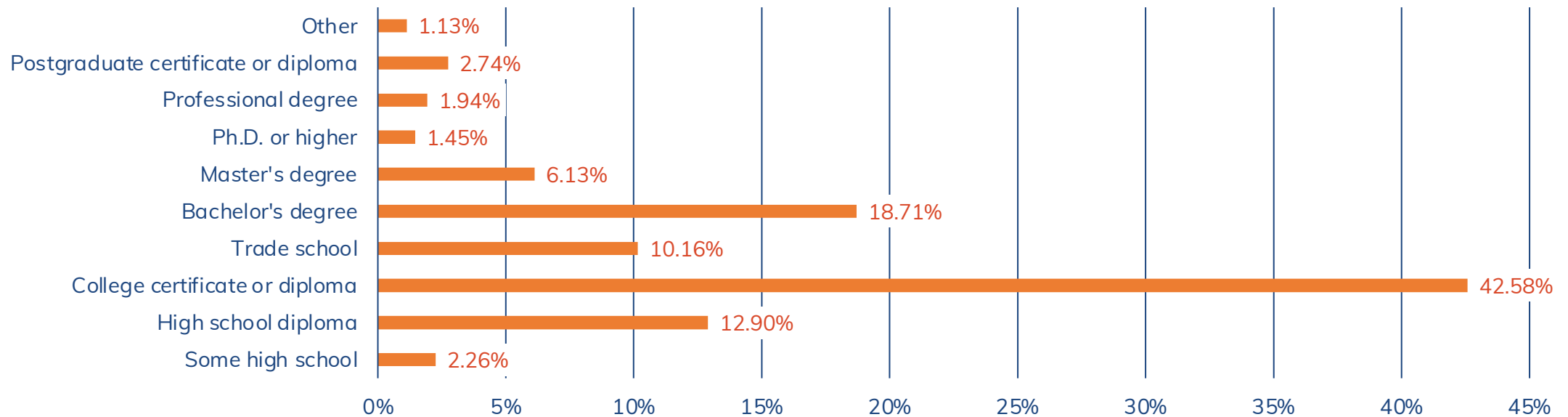


PORT COLBORNE

Results

Demographics

Education (%)



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

Completed: 620

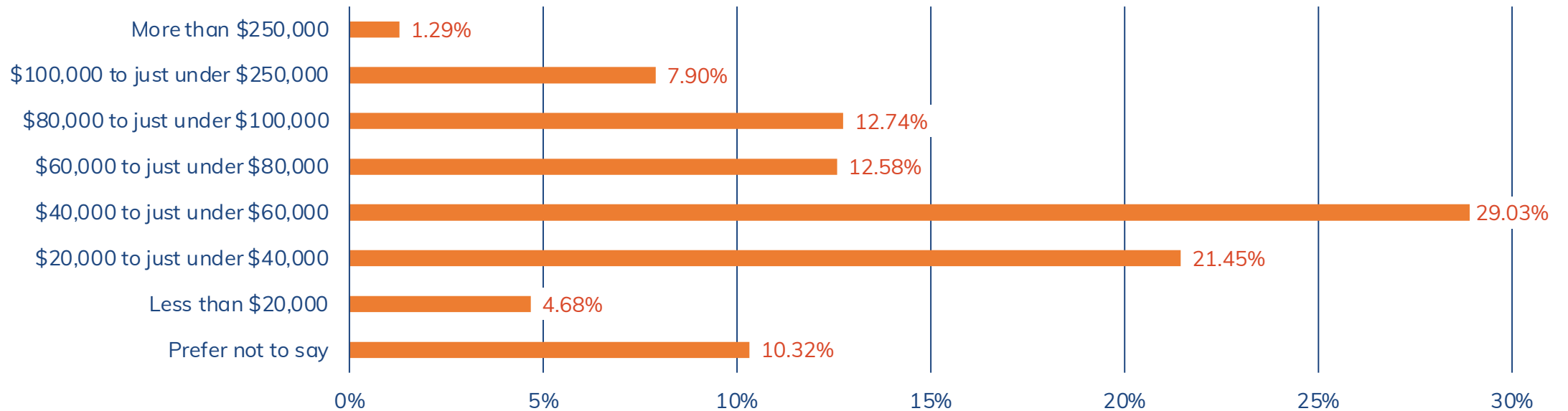


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Results

Demographics

Income (%)



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

Completed: 620



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Analysis

- The purpose of the survey was to obtain resident input on community issues and priorities to assist Council and staff in finalizing a new strategic plan
- Analysis of the data revealed consistent patterns and helped to identify important issues and priorities
- These issues and priorities were analyzed in conjunction with the draft strategic plan's statements, principles, pillars, goals and action items



Comments

- The community was asked to complete the survey without viewing and being influenced by the draft strategic plan
- Services and programs must continue to be delivered in quality and innovative ways and demonstrate excellence in meeting the community's needs



Comments

- The input received suggests there is a shared vision and common goals for the unique and valued assets found throughout the community
- The issues identified underpin and link to the various studies and plans in the draft strategic plan, including areas such as arts and culture, parks and recreation, economic development and tourism and land use planning



Comments

- The priorities that matter most to the community reflect the numerous projects, initiatives and action items included in the draft strategic plan
- Overall, the community's needs, values and vision show a strong connection to the concept of sustainability, which serves as a foundation for the path forward



Conclusion

- A section summarizing the survey results will be added to the final draft of the strategic plan
- A full report of the survey results will be added to the City's website and shared with Staff
- Residents who provided their email addresses have been entered into a draw for one of six \$50 gift certificates to a Port Colborne business of their choice



**Staff would like to thank the residents
who participated in the survey and
shared their invaluable feedback.**

