



COMMUNITY SURVEY REPORT

2023-2026 STRATEGIC PLAN



PORT COLBORNE

PURPOSE

The purpose of the community survey was to obtain resident input on issues and priorities to assist Council and staff in developing the 2023-2026 Strategic Plan. This report consolidates the survey data in a single publication.

METHODOLOGY

The community survey was designed by City staff and its questions drew extensively from several different municipal satisfaction surveys. This survey contained five sections (Screening, Quality of Life, City Services, Civic Priorities, and Demographics) and it totaled 26 questions. Opening on January 30, 2023 and closing on February 24, 2023, online access to the survey was given through a link on the City's website, and print copies were made available at City Hall and the Port Colborne Public Library.

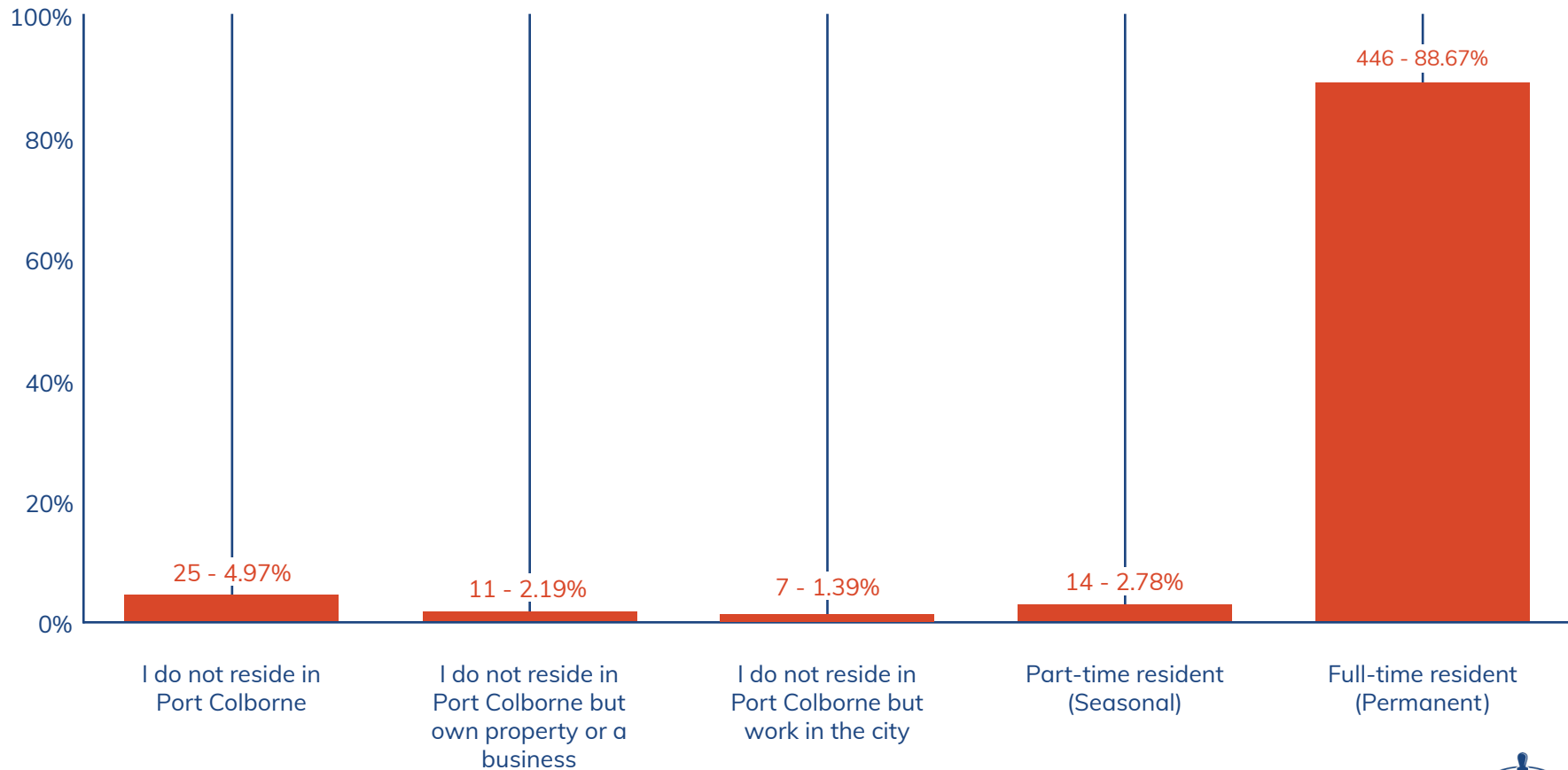
The survey was conducted among Port Colborne residents and stakeholders of all ages, abilities, and backgrounds.

Over the 26 days that the survey was made available, staff received 503 total surveys (54 print and 449 online). Based on the total population (20,033¹) of Port Colborne, the participation rate for this survey was approximately 2.5%.

¹ Statistics Canada - 2021 Census of Population



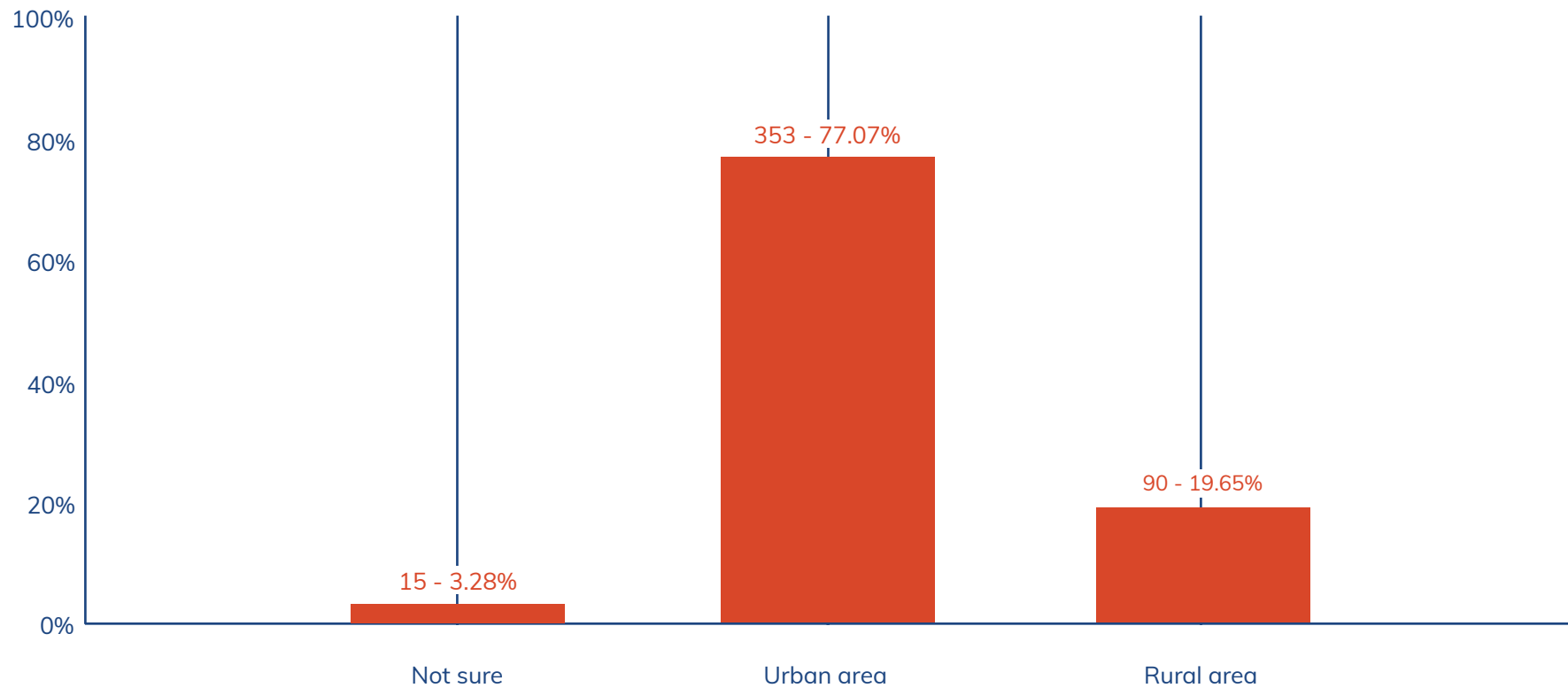
RESIDENTIAL STATUS IN PORT COLBORNE



Question: What is your residential status in Port Colborne?
Completed: 503



RESIDENTIAL LOCATION IN PORT COLBORNE



Question: If you reside permanently or seasonally in Port Colborne, is your residence located in an urban or rural area?
Completed: 458 | Skipped: 45

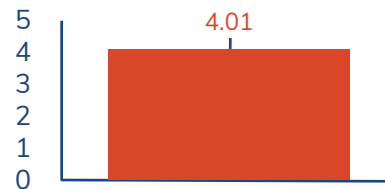


EMPLOYED BY THE PORT COLBORNE

Yes	6.77%	34
No	93.23%	468

Question: Are you employed by the City of Port Colborne?
Completed: 502 | Skipped: 1

QUALITY OF LIFE IN PORT COLBORNE



Question: How do you generally feel about Port Colborne as a place to live?
Please choose a number from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied.
Completed: 433 | Skipped: 70



QUALITY OF LIFE IN PORT COLBORNE

Lakeside and waterfront setting	73.62%
Quiet/peaceful	62.84%
Lack of traffic congestion	52.98%
Friendly people/atmosphere	50.92%
Parks/green spaces/natural areas	50.92%
Size/population	49.54%
Good place to raise a family/family-oriented	46.10%
Have lived here a long time	45.41%
Close-knit/community spirit	41.74%
Safe	36.47%
Convenient location/close to amenities	35.78%
Clean/well-maintained	34.17%

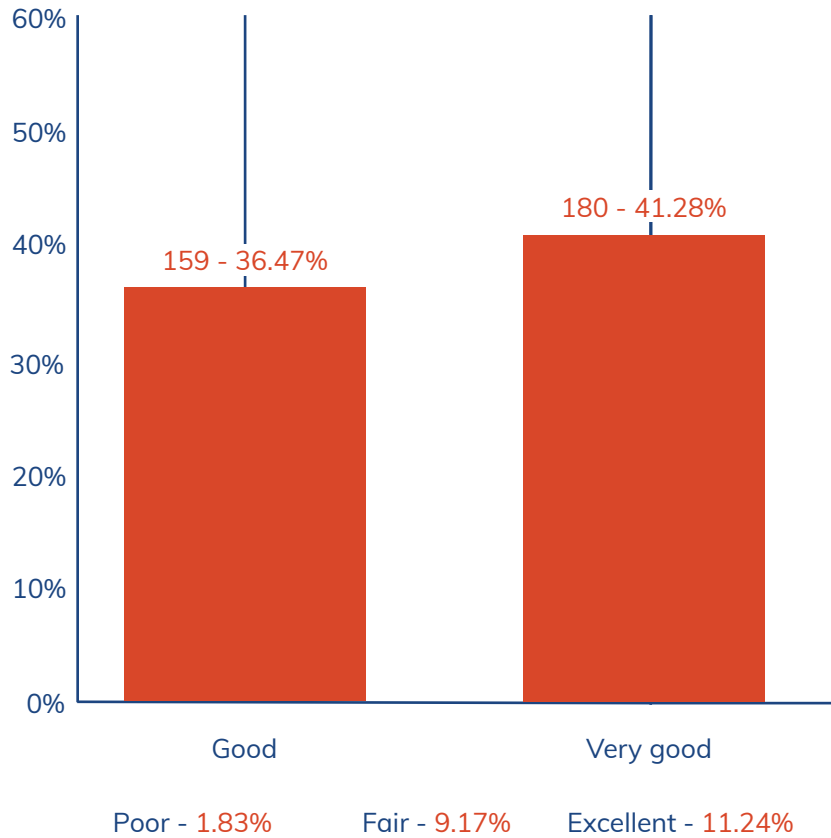
Restaurant and retail options	29.59%
Recreation, sport, and leisure	25.00%
Schools/education	17.89%
Cost of living/property/taxes	17.43%
Access to arts and culture	15.37%
Services and amenities	11.70%
Healthcare and emergency services	9.40%
Multicultural/diverse/tolerant	9.40%
Roads and infrastructure	7.80%
Access to public transit/transportation	3.44%
Jobs/employment	1.83%

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

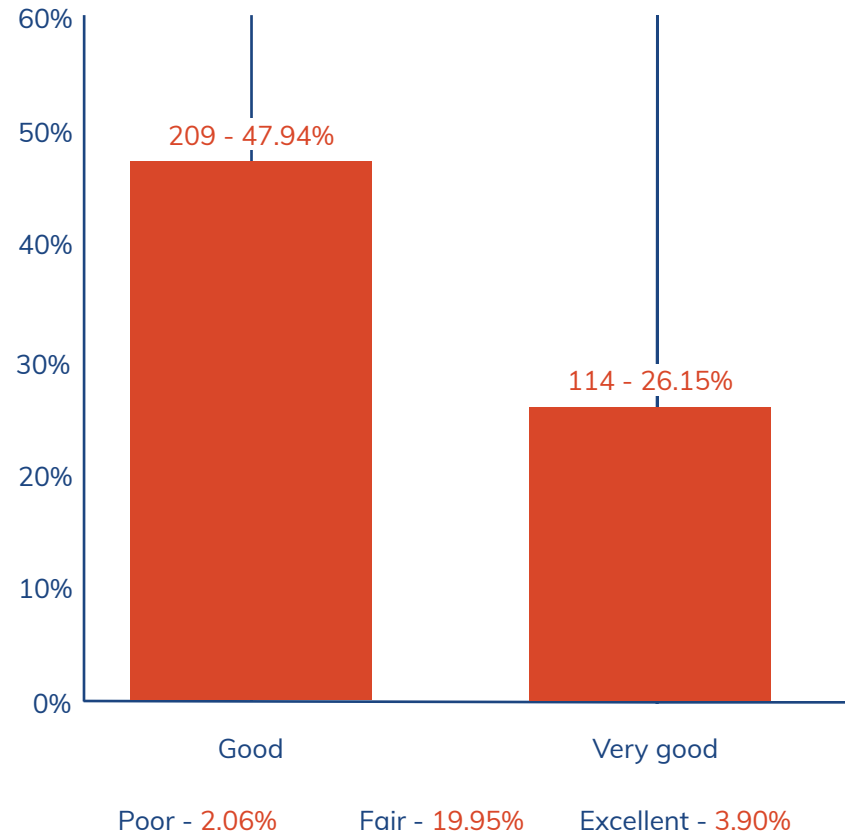
Completed: 436 | Skipped: 67



QUALITY OF LIFE IN PORT COLBORNE



Question: Thinking about your own quality of life in Port Colborne, would you say it is...?
 Completed: 436 | Skipped: 67



Question: Thinking about the overall quality of life in Port Colborne, would you say it is...?
 Completed: 436 | Skipped: 67



QUALITY OF LIFE IN PORT COLBORNE

Worse	
Drug use and addiction	80.99%
Cost of living	78.84%
Homelessness	77.93%
Crime (thefts, break-ins, etc.)	68.53%
Taxes	61.27%
Quality of life (housing, employment opportunities, etc.)	39.30%
City governance (planning, policies, decisions, etc.)	38.88%
Public safety	33.26%
Roads and infrastructure	29.21%
Access to services and amenities	25.41%
Public transit/transportation	20.32%
Maintenance (waste collection, snow removal, etc.)	19.77%
More businesses, restaurant and retail options	17.82%
Sense of community	13.72%
Traffic conditions	13.02%
Accessibility/mobility (in public spaces)	10.85%

Stayed the Same	
Traffic conditions	83.72%
Sense of community	73.26%
Accessibility/mobility (in public spaces)	70.05%
Access to services and amenities	65.73%
Maintenance (waste collection, snow removal, etc.)	64.65%
Roads and infrastructure	63.08%
Public safety	62.33%
Public transit/transportation	61.66%
Quality of life (housing, employment opportunities, etc.)	57.44%
More businesses, restaurant and retail options	52.78%
City governance (planning, policies, decisions, etc.)	49.65%
Taxes	37.56%
Crime (thefts, break-ins, etc.)	30.30%
Homelessness	21.36%
Cost of living	20.47%
Drug use and addiction	18.31%

Question: Thinking again about the overall quality of life in Port Colborne, what has gotten worse, better, or stayed the same?
 Completed: 433 | Skipped: 70



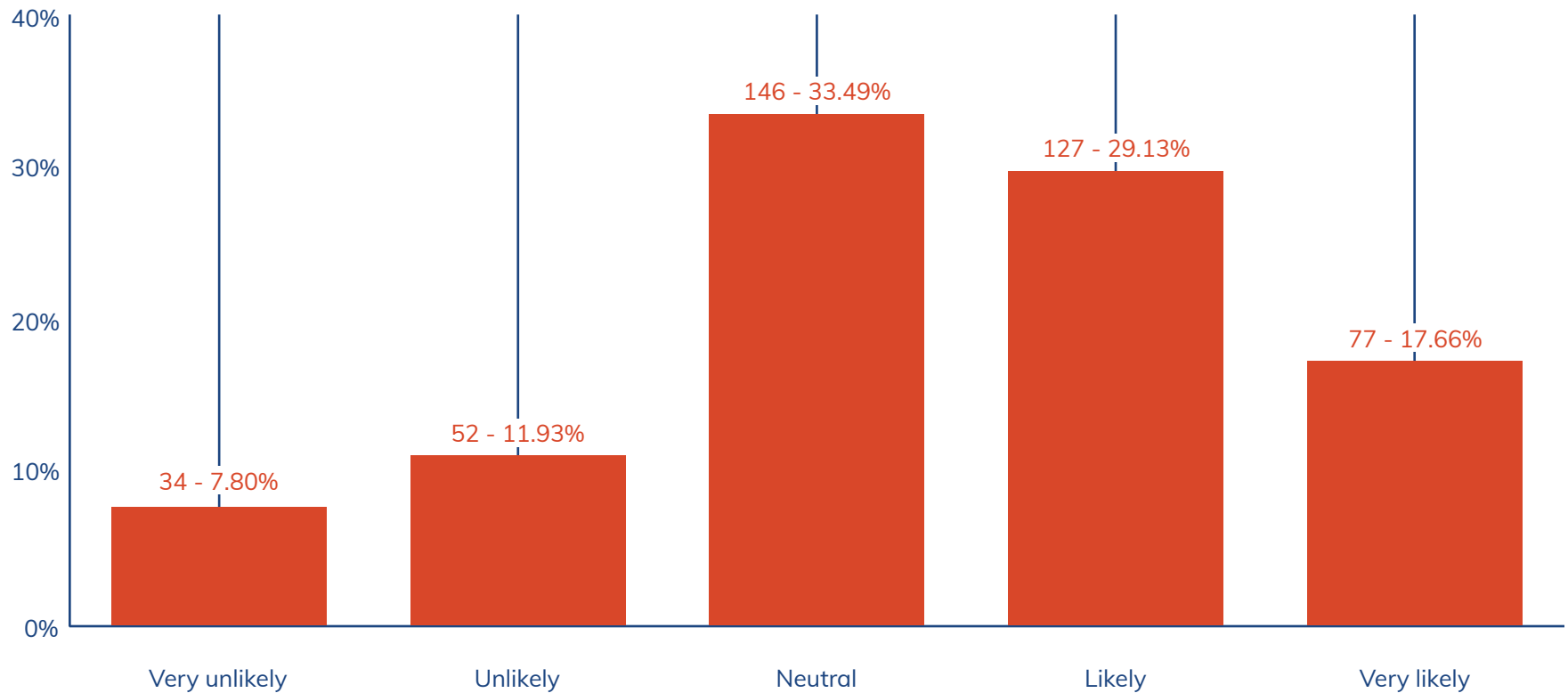
QUALITY OF LIFE IN PORT COLBORNE

Better	
More businesses, restaurant and retail options	29.40%
Accessibility/mobility (in public spaces)	19.10%
Public transit/transportation	18.01%
Maintenance (waste collection, snow removal, etc.)	15.58%
Sense of community	13.02%
City governance (planning, policies, decisions, etc.)	11.48%
Access to services and amenities	8.86%
Roads and infrastructure	7.71%
Public safety	4.42%
Quality of life (housing, employment opportunities, etc.)	3.26%
Traffic conditions	3.26%
Taxes	1.17%
Crime (thefts, break-ins, etc.)	1.17%
Drug use and addiction	0.70%
Homelessness	0.70%
Cost of living	0.70%

Question: Thinking again about the overall quality of life in Port Colborne, what has gotten worse, better, or stayed the same?
 Completed: 433 | Skipped: 70



QUALITY OF LIFE IN PORT COLBORNE



Question: How likely are you to recommend to your friends and family, who aren't living in Port Colborne, that they move or relocate to Port Colborne?
Completed: 436 | Skipped: 67



CITY SERVICES

	Somewhat Important to Very Important	Neutral	Not at all important to Not very Important
Water, sewer, roads, and trails	92.51%	6.15%	1.34%
Community safety and enforcement (incl. Fire & By-law)	86.67%	9.33%	4.00%
Parks and recreation (incl. Marina & Vale Health & Wellness Centre)	85.03%	11.76%	3.21%
Customer service	84.72%	12.87%	2.41%
Planning, building, and legislation	73.99%	20.11%	5.90%
Heritage and culture (incl. Museum & Library)	69.97%	20.64%	9.38%
Economic development and tourism	69.81%	17.52%	12.67%
Community events	65.95%	23.06%	10.99%

Question: How important is each service to you?
 Completed: 375 | Skipped: 128

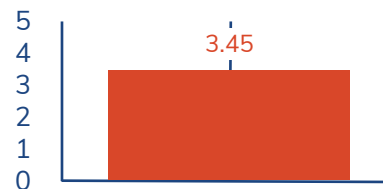


CITY SERVICES

	1 to 2	3	4 to 5
Community events	41 - 11.02%	135 - 36.29%	196 - 52.69%
Community safety and enforcement (incl. Fire & By-law)	64 - 17.34%	99 - 26.83%	206 - 55.83%
Customer service	45 - 12.23%	144 - 39.13%	179 - 48.64%
Economic development and tourism	73 - 19.78%	157 - 42.55%	139 - 37.67%
Heritage and culture (incl. Museum & Library)	25 - 6.78%	140 - 37.94%	204 - 55.28%
Parks and recreation (incl. Marina & Vale Health & Wellness Centre)	35 - 9.46%	127 - 34.32%	208 - 56.22%
Planning, building, and legislation	99 - 27.12%	156 - 42.74%	110 - 30.14%
Water, sewer, roads, and trails	132 - 35.48%	114 - 30.65%	126 - 33.87%

Question: How satisfied are you with the quality of each of these services?
Please choose a number from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied.

Completed: 372 | Skipped: 131

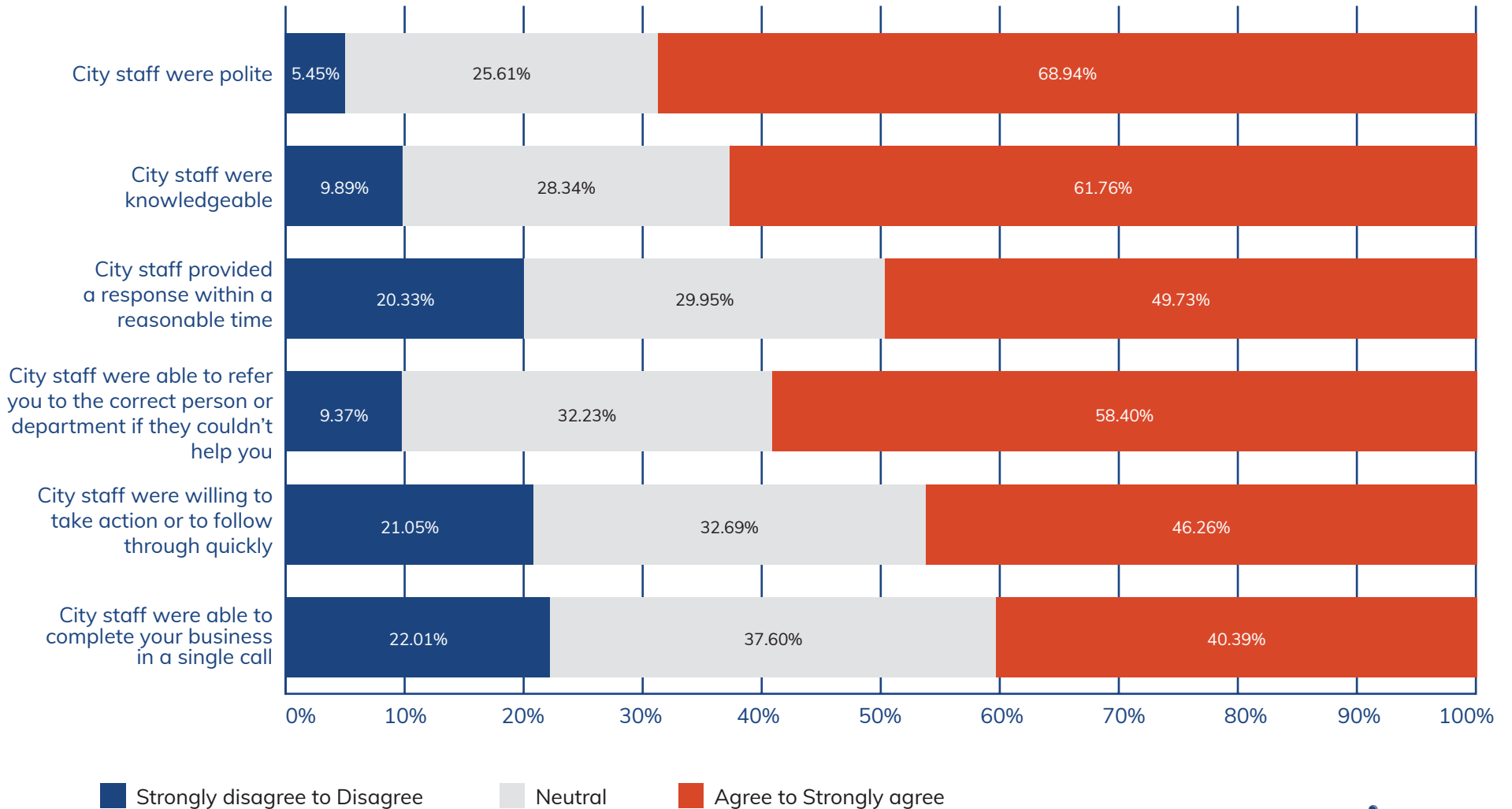


Question: Thinking about all of the services offered by the City of Port Colborne, how satisfied are you with the quality of these services overall? Please choose a number from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied.

Completed: 371 | Skipped: 132



CITY SERVICES



Question: Thinking about your personal interactions with City staff in the last two years, how much would you agree that...?
 Completed: 374 | Skipped: 129



CITY SERVICES

1	Telephone
2	Email
3	Website
4	Social media
5	Visit to City Hall

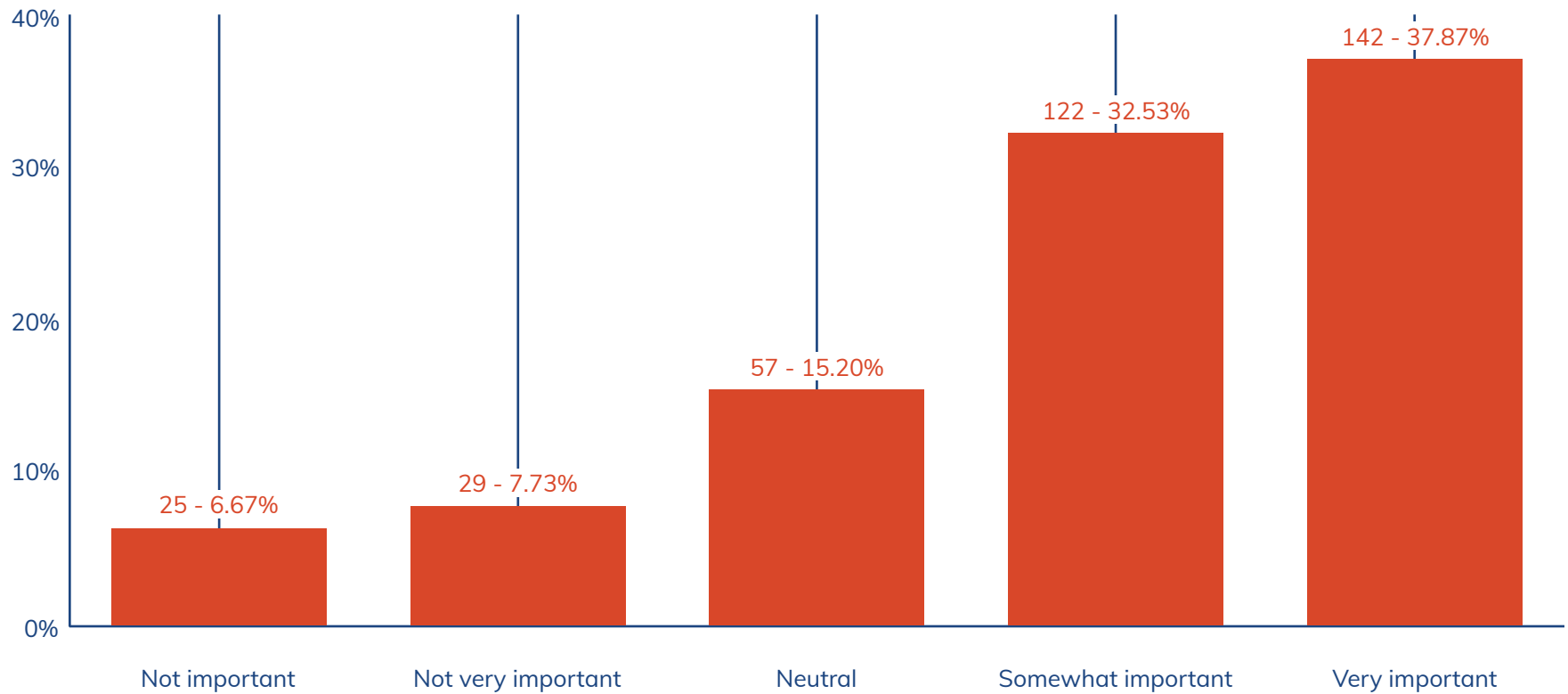
Question: Residents and businesses contact the City of Port Colborne many times a day with questions, complaints, or requests for service. Please rank your preferred methods of contacting the City.
Completed: 369 | Skipped: 134

1	Mail
2	Website
3	Telephone
4	Newspaper
5	Email
6	Visit to City Hall or contact with City employee(s)
7	Contact City councillor(s)
8	Social Media

Question: Please rank your preferred methods of receiving news and information from the City.
Completed: 369 | Skipped: 134



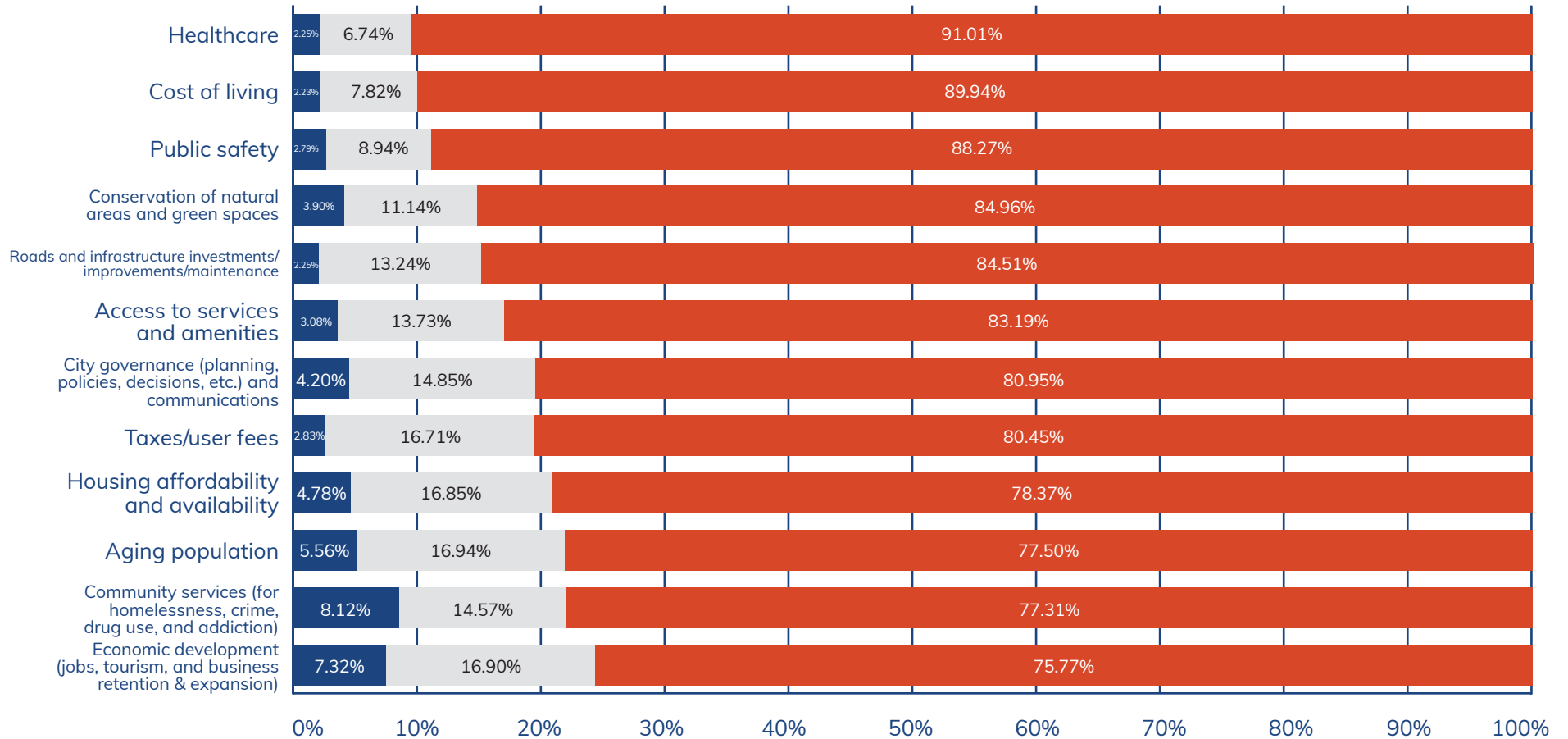
CITY SERVICES



Question: How important is it to you that the City of Port Colborne continues making use of appropriate technologies and digital or online services?
Completed: 375 | Skipped: 128



CIVIC PRIORITIES



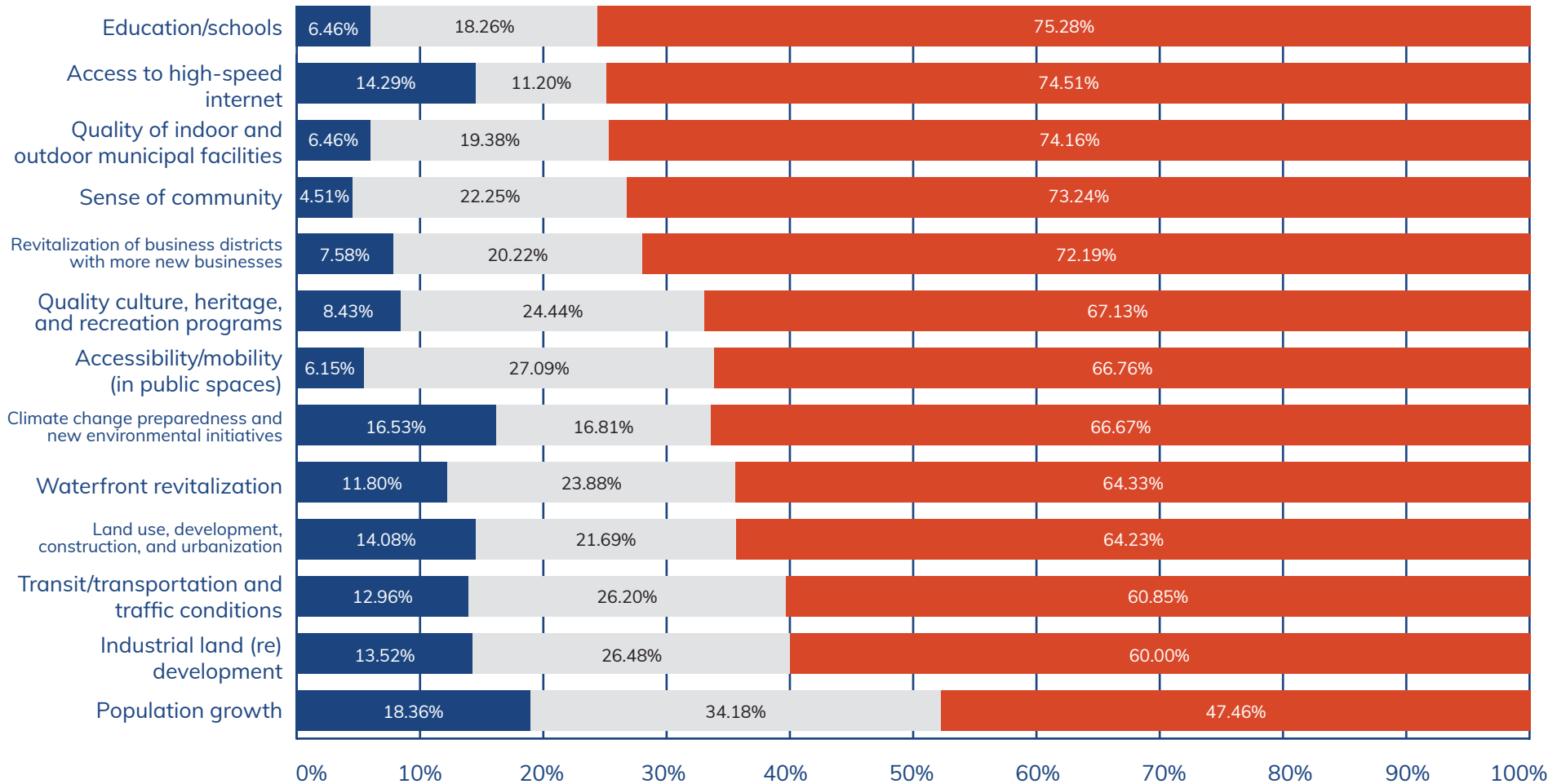
■ Not at all important to Not very important
 ■ Neutral
 ■ Somewhat important to Very important

Question: Thinking about the priorities that Port Colborne Council could address with its new strategic plan, how important is each of the following to you?

Completed: 360 | Skipped: 143



CIVIC PRIORITIES



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 with its new strategic plan, how important is each of the following to you?
 Completed: 360 | Skipped: 143



CIVIC PRIORITIES

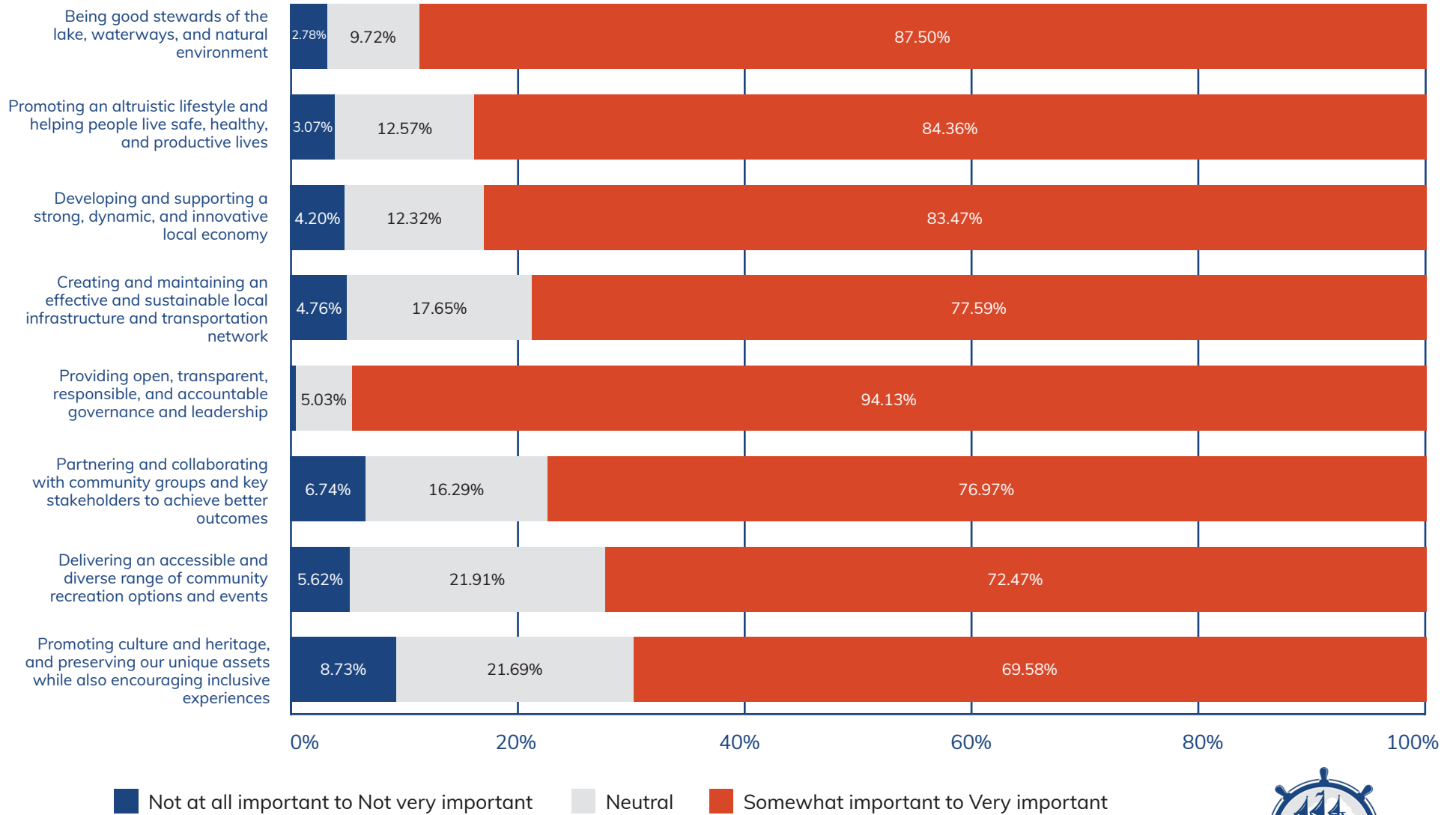
Port Colborne of the future	
Small-town character/feel	9.86%
Safe	9.30%
Affordable	8.78%
Quiet/peaceful	8.14%
Active/fun/walkable	7.66%
Friendly/welcoming/caring/supportive	7.51%
Green/natural/environmental	7.28%
Family-oriented	7.06%
Well-planned/controlled	5.27%

Port Colborne of the future	
Sustainable/self-sufficient	4.30%
Innovative/forward-thinking	4.15%
Prosperous/flourishing	4.15%
Accessible	3.36%
Diverse/inclusive	3.25%
Vibrant/progressive	2.91%
Well-connected	2.58%
Expanding/growing	2.24%
Developing/enhancing	2.20%

Question: Choosing no less than two categories, what words would you use to describe the community you want Port Colborne to be in the future? (choose as many as apply but no less than two)
 Completed: 433 | Skipped: 70



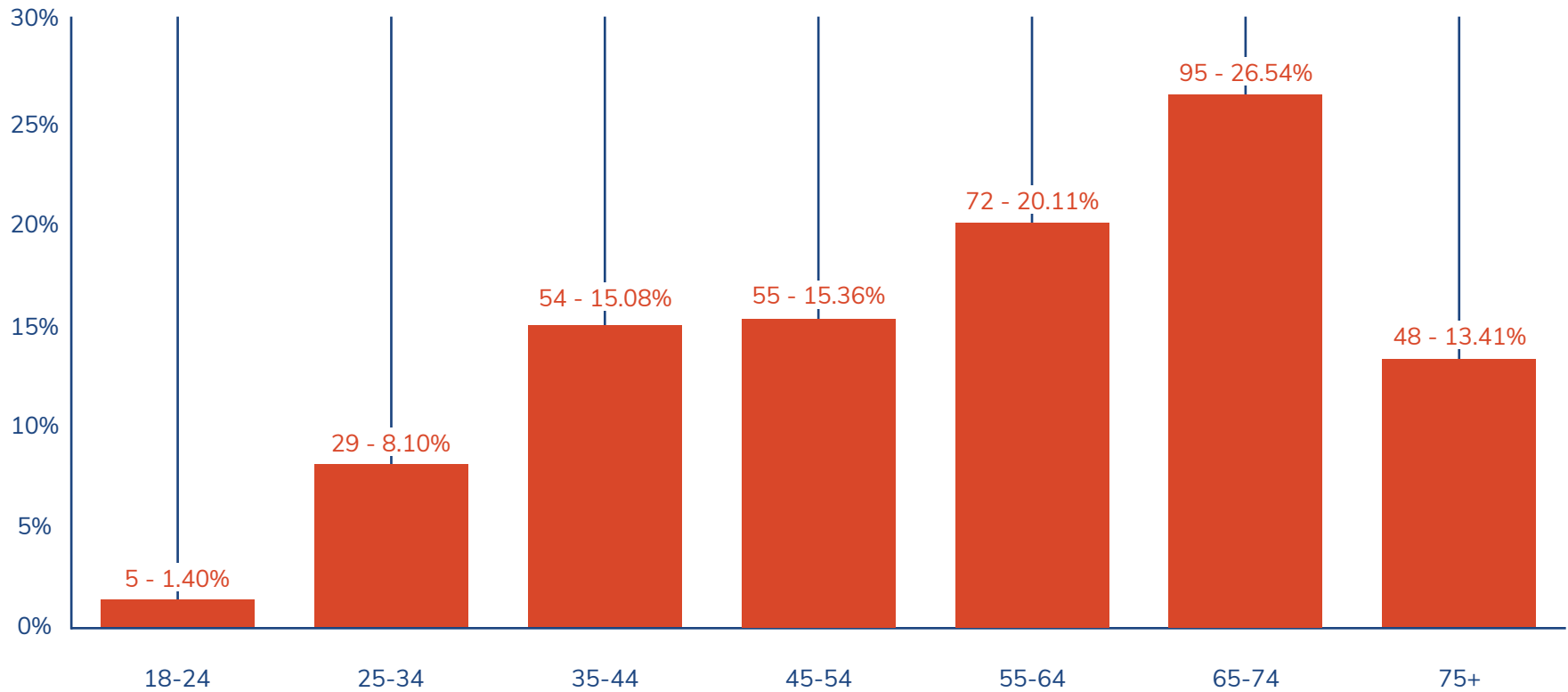
CIVIC PRIORITIES



Question: How important is each of these goals to you?
 Completed: 360 | Skipped: 143



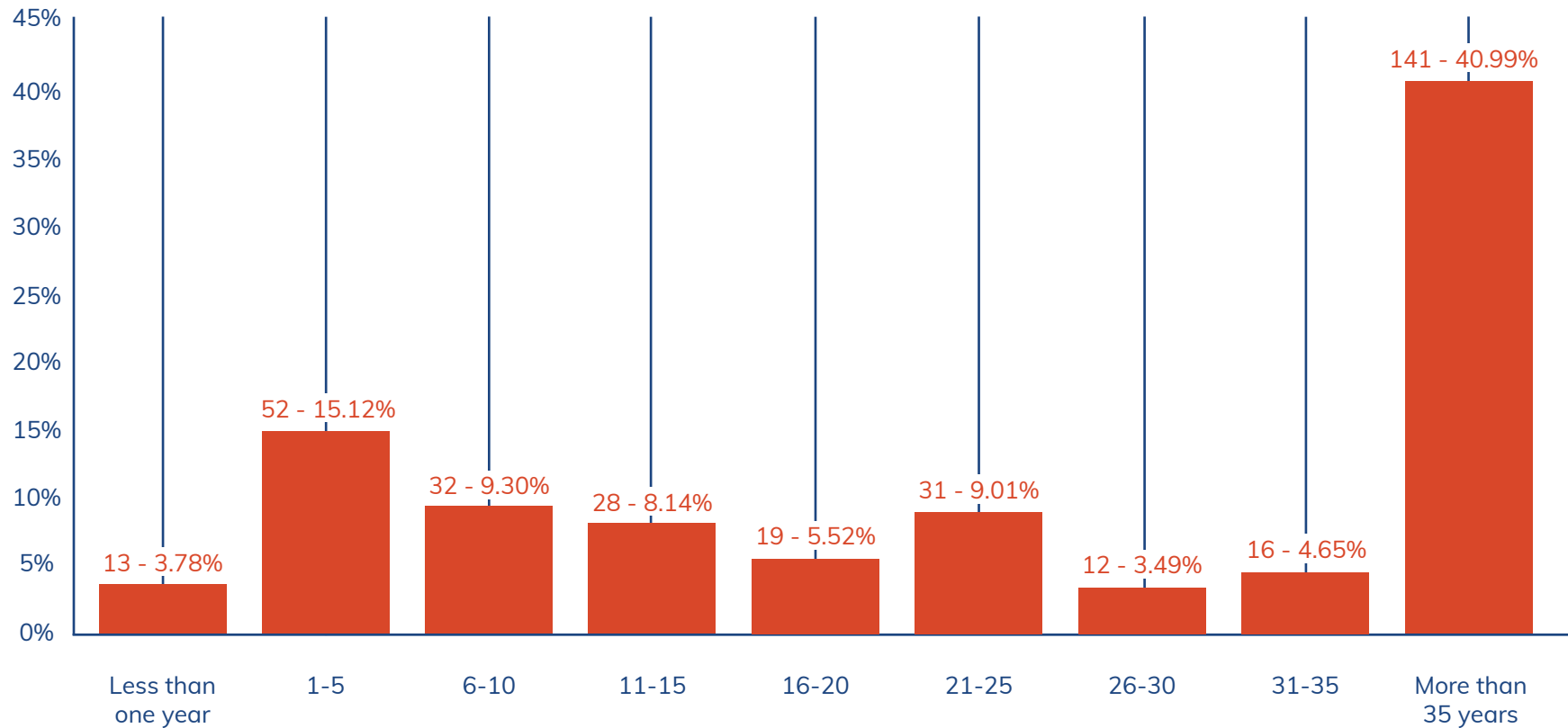
DEMOGRAPHICS



Question: What is your age?
Completed: 358 | Skipped: 145



DEMOGRAPHICS

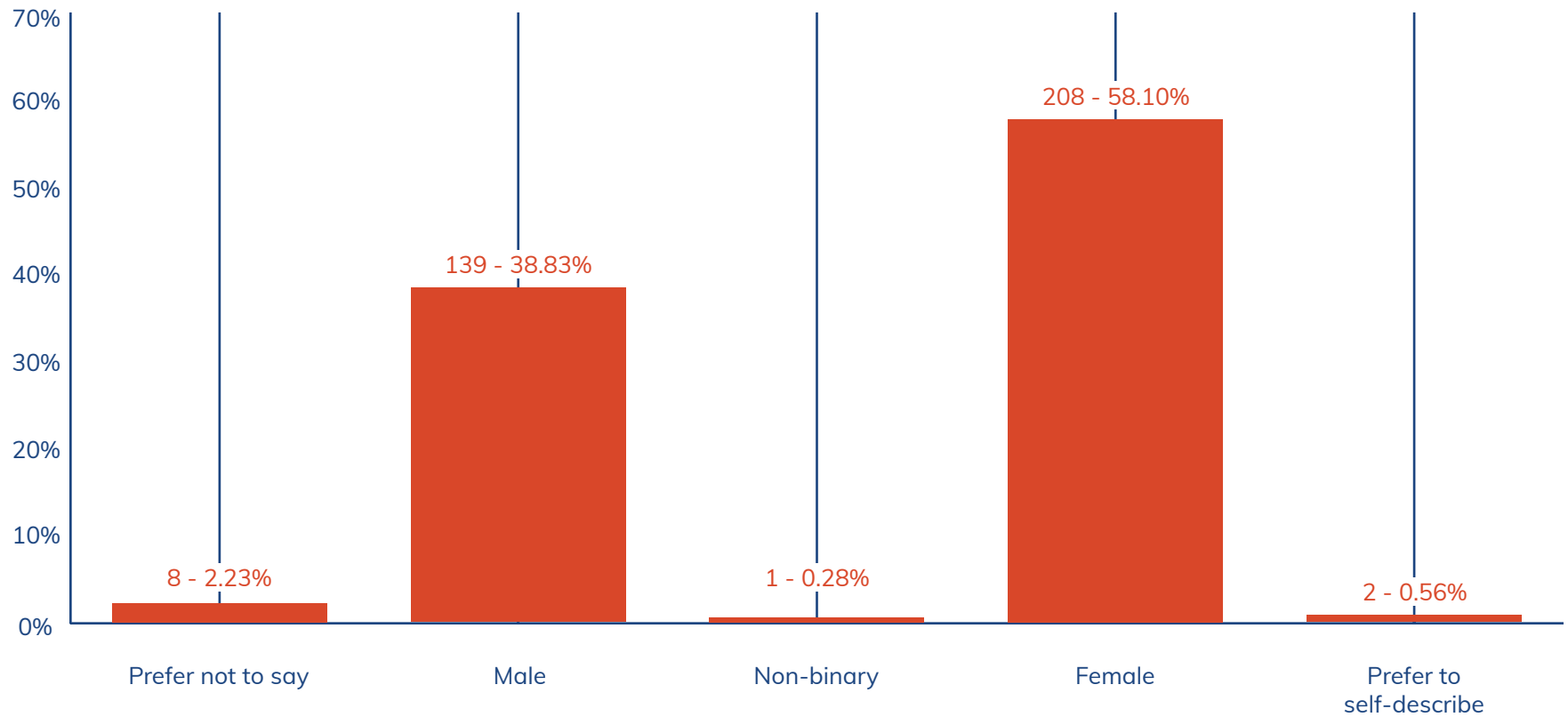


Question: If you are a permanent or seasonal resident, how many years have you resided in Port Colborne? (skip this question if you do not reside in the city)

Completed: 344 | Skipped: 159



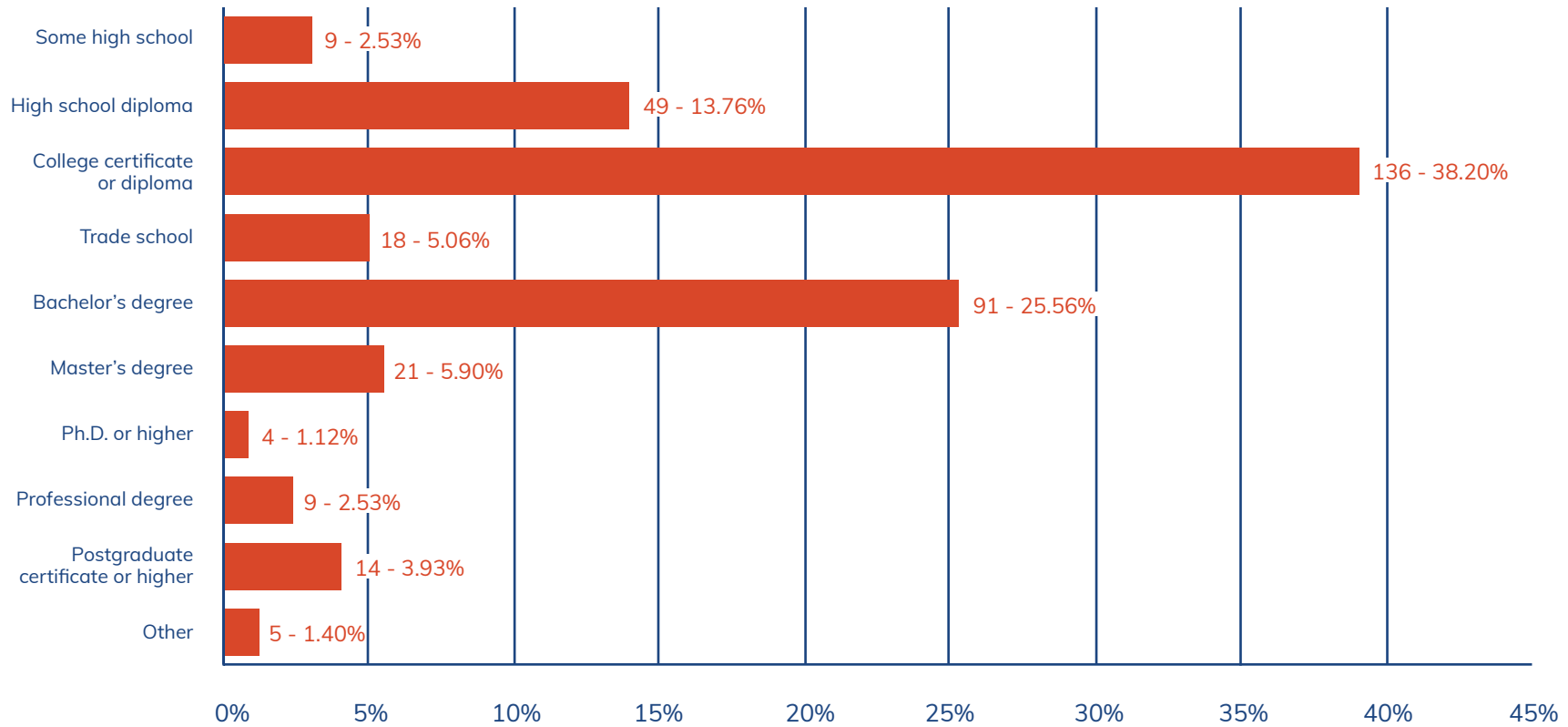
DEMOGRAPHICS



Question: How do you identify?
Completed: 358 | Skipped: 145



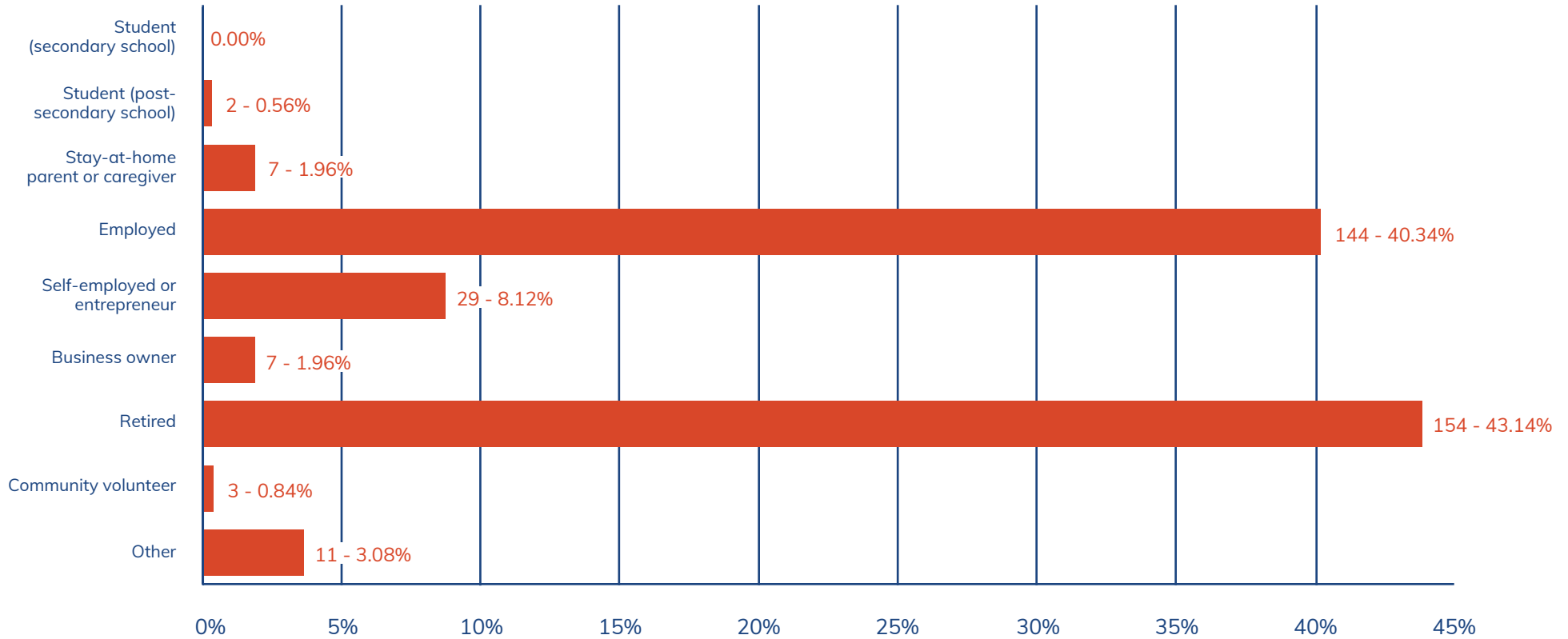
DEMOGRAPHICS



Question: What is the highest level of education you have completed?
Completed: 356 | Skipped: 147



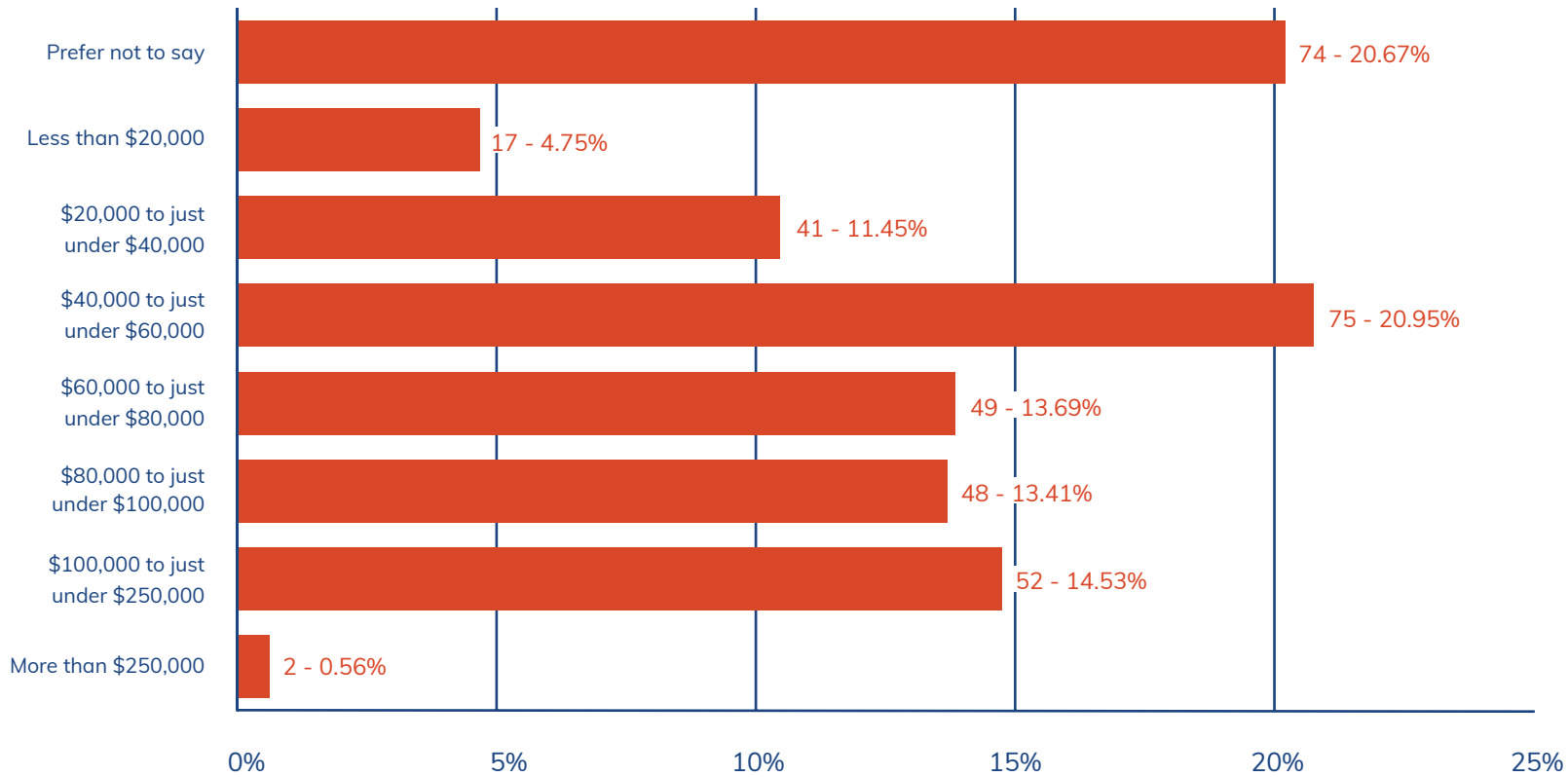
DEMOGRAPHICS



Question: What is your occupation?
Completed: 357 | Skipped: 146



DEMOGRAPHICS



Question: What is your annual income before tax and from all sources?
Completed: 358 | Skipped: 145



ANALYSIS

The answers to each of the 26 survey questions were examined according to their weighted percentage. These percentages revealed consistent and similar patterns among the various community issues and priorities presented throughout the 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 measures to determine suitable alignment or congruence with the issues and priorities deemed important by the survey respondents.

CONCLUSIONS

The resident and stakeholder input received from this survey suggests there are shared goals and a common vision for a sustainable and accessible future in Port Colborne. The issues identified as important by the survey respondents underpin and support the contents of the 2023-2026 Strategic Plan, particularly in regards to health and wellness, livability, housing, environmental protection, and resiliency. The various initiatives, projects, and actions built into the 2023-2026 Strategic Plan give priority to the needs and values of the community.

