



LABRADOR CITY STRATEGIC PLAN COMMUNITY SURVEY RESULTS

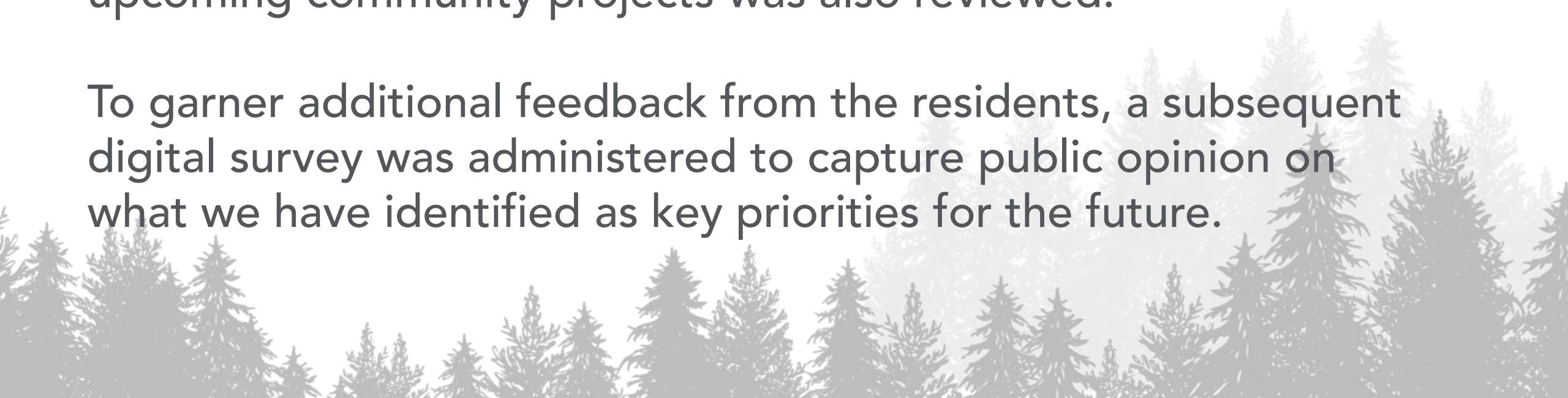


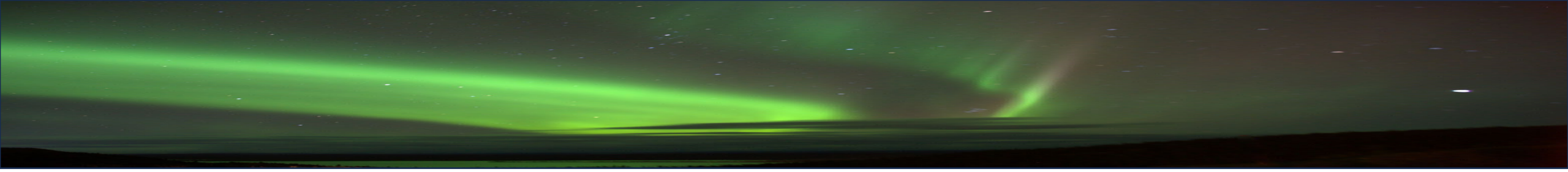


PUBLIC CONSULTATION

On October 19th, a public consultation session was held at the Labrador West Arts and Culture Centre to discuss the Municipal Plan as it hit its 5-year mark. A 10-year strategy for upcoming community projects was also reviewed.

To garner additional feedback from the residents, a subsequent digital survey was administered to capture public opinion on what we have identified as key priorities for the future.





DEMOGRAPHIC SNAPSHOT

- Target: Labrador City residents
- Population: ~9000
- Majority age: 6330 (15 – 64 years of age) & 1015 (65 yrs+)
- Married or common-law: 4820
- Married or common-law with children: 1245
- Not married/not living common-law 2520
- Single parent families: 375



PURPOSE

- Objective: To ascertain if the proposed plan aligns with the resident's priorities for our community.
- Design: The survey contained 13 questions formatted as multiple choice, measurement scales/lists and open-ended questions. It also contained a link to a one pager of key points from the strategic plan. for reference.
- Focus: Infrastructure, open spaces, facilities, recreation, economic development, environment, regionalization and communication.

DISTRIBUTION

ATTENTION RESIDENTS OF LABRADOR CITY...

TELL US WHAT YOU THINK!

The Town of Labrador City introduced a 10-year strategic plan at a recent public consultation and we would like your input on some of the key points presented.

Take the Labrador City Strategic Plan Community Survey!

How to Participate

→ **Use this QR code!**

1. Simply open your smart phone to your camera app
2. Point the camera at the QR code and allow the camera to focus until it recognizes the QR Code.
3. A notification link will appear on your screen.
4. Tap the notification or follow link preview to access the survey.

Note: Some smartphones may require a separate QR code scanning app which you can download through your app store.

→ Click the link in the post caption!

LABRADOR CITY

- SOCIAL MEDIA (Twitter, Instagram and Facebook)
- Posters & Newsletters with QR Code (High traffic areas)
- TEXT (Everbridge)
- E-Mail (Newsletter subscribers, event participants)
- Hard Copy (Town Hall, Labrador City Arena)



RESPONSE RATE

- 476 people responded to the survey.
- The survey took approximately 10 minutes to complete.
- 100% completion rate.
- 158 respondents were anonymous.

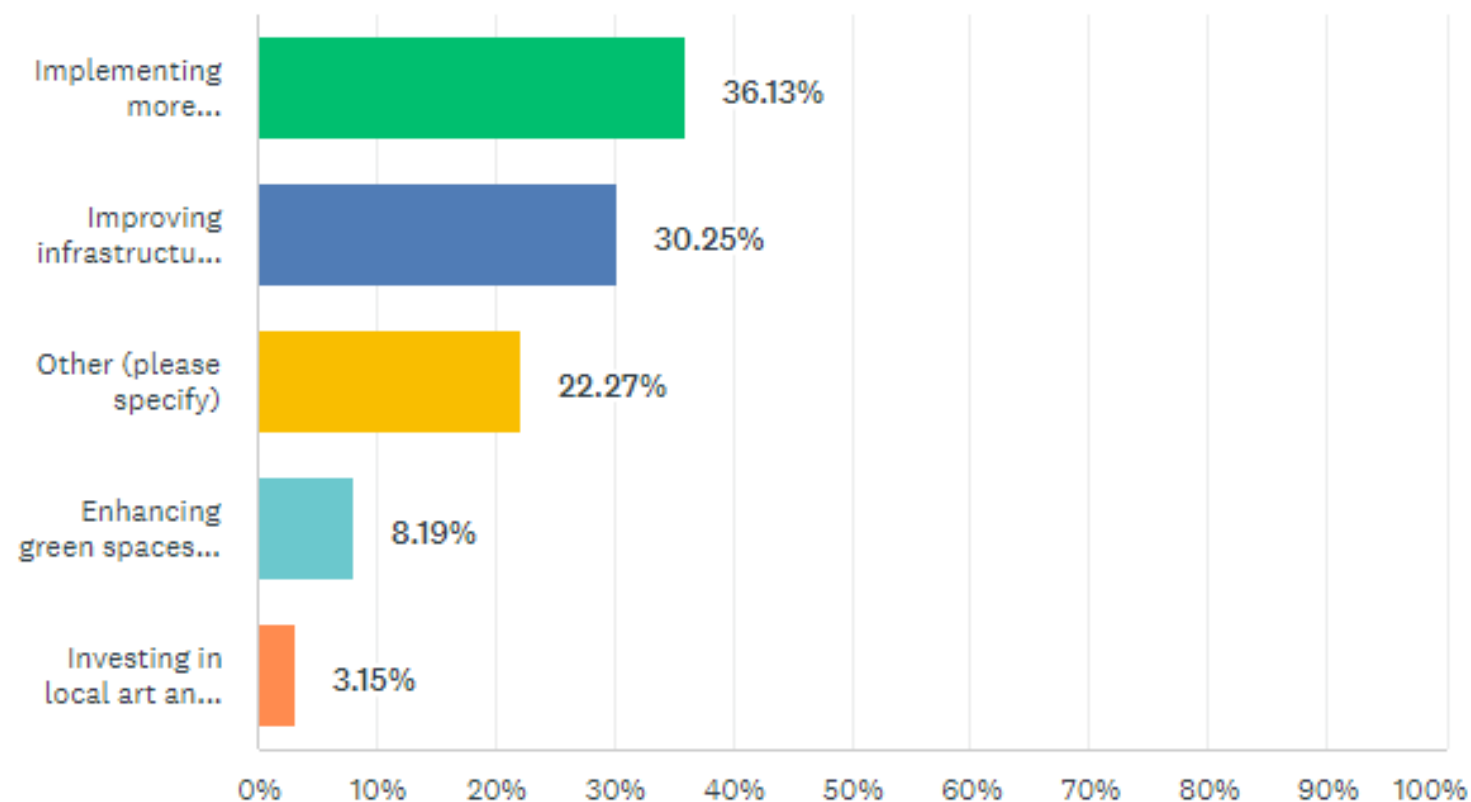


ANALYSIS

- For each open-ended question, comments were carefully reviewed noting frequency of similar responses throughout. Key words were identified and recorded by the number of mentions. Data was then categorized to determine the most popular responses



Q1: Which of the following options do you feel would most enhance the appeal of our community?





Q1. "OTHER" TOP RESPONSES

Seniors - Housing/Cottages - Seniors Complex - Assisted Living - Retirement Home Need/Want: Long-term arrangements for residents to live out their lives here where their families are, where they feel is their home, where they feel safe, comfortable and cared for.	Housing	ATV Trails	Attracting Business
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Q1. "OTHER" TOP RESPONSES

Seniors	Housing	ATV Trails Attracting Business
	• Affordability • Availability Need/Want: Affordable and additional housing opportunities for community growth and to give young adults and families an opportunity to set down roots in Labrador City.	



Q1. "OTHER" TOP RESPONSES

Seniors		ATV Trails • Connect communities • Keep riders off the road and on the trail Need/Want: Access to an ATV trail system that is dedicated to ATV's in the summer much like snowmobile trails are for snowmobilers in the winter.	Attracting Business
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Q1. "OTHER" TOP RESPONSES

Seniors

Housing

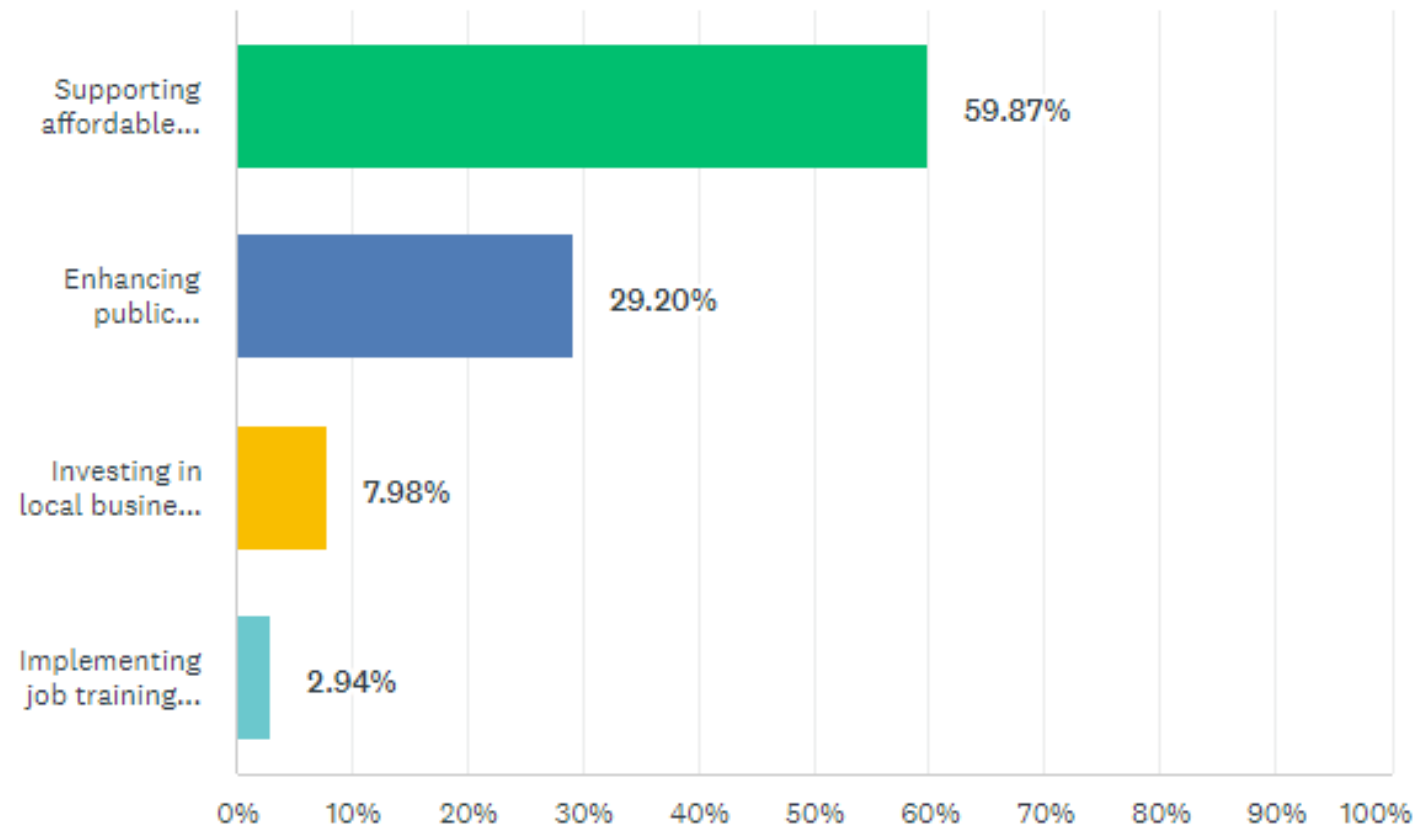
ATV Trails

Attracting Business

- More shopping options
- More land for development
- Another grocery store

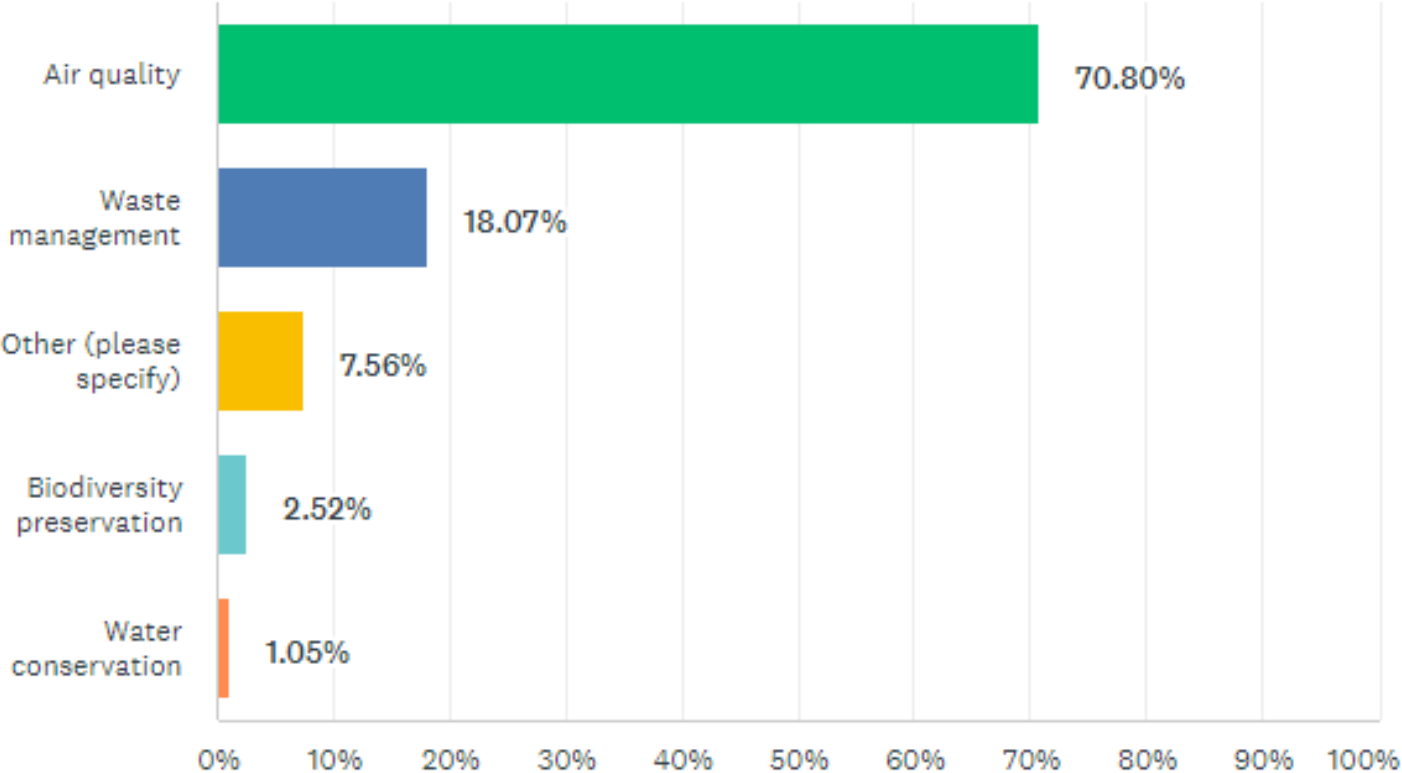
Need/Want: To grow the business community. To support competitive business. To entice new businesses to come to Labrador City and provide greater opportunities to shop locally rather than on-line.

Q2: Which of the following measures do you believe the Town should prioritize to enhance economic well-being and quality of life in our community?





Q3: What do you feel is the most significant environmental challenge for our community?





Q3 "OTHER" TOP RESPONSES

Dust Control

- Air Quality Testing
- Hydro seeding

Need/Want: Education on current measures taken for control and testing.

Waste Management

All of the Above

Affordable Housing



Q3 "OTHER" TOP RESPONSES

Dust Control

Waste Management

- Curbside Recycling

Need/Want: A recycling program that offers convenience and accessibility to residents which would entice more residents to recycle

All of the Above

Affordable Housing



Q3 "OTHER" TOP RESPONSES

Dust Control

Waste Management

All of the Above

- All choices are equally important and require attention

Need/Want: Determine how we as an organization, impact our local environment and what can we do to mitigate potential negative impacts and what can we do to protect it?

Affordable Housing



Q3 "OTHER" TOP RESPONSES

Dust Control

Waste Management

All of the Above

AFFORDABLE HOUSING

- How does this affect the environment?

Need/Want: Accessible/suitable land for development that protects watershed areas and habitat and ecosystems.

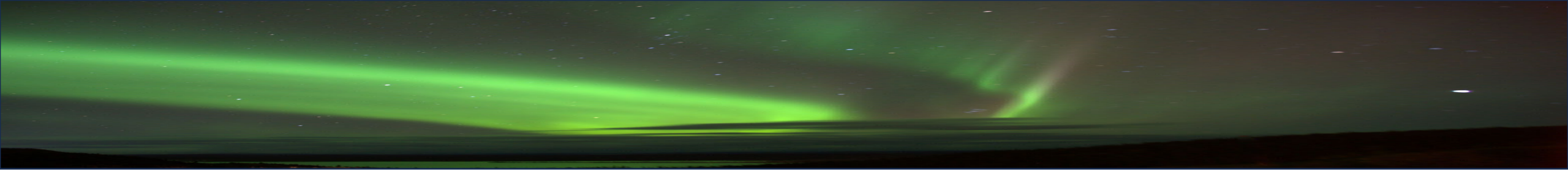


Q4. What public facilities would you like to see in Labrador City? (Private business excluded.)



The vast majority are of respondents identified a Sportsplex or YMCA as the facility of choice.

Answers indicated several recommendations that should be incorporated into the facility with a new swimming pool coming in at number 1 and a gymnasium as number 2.



The second most popular response was a new Community Centre.

Some felt that the Tanya Lake Centre was a good idea, and it was suggested that perhaps the Centre would better benefit the community with a new configuration.



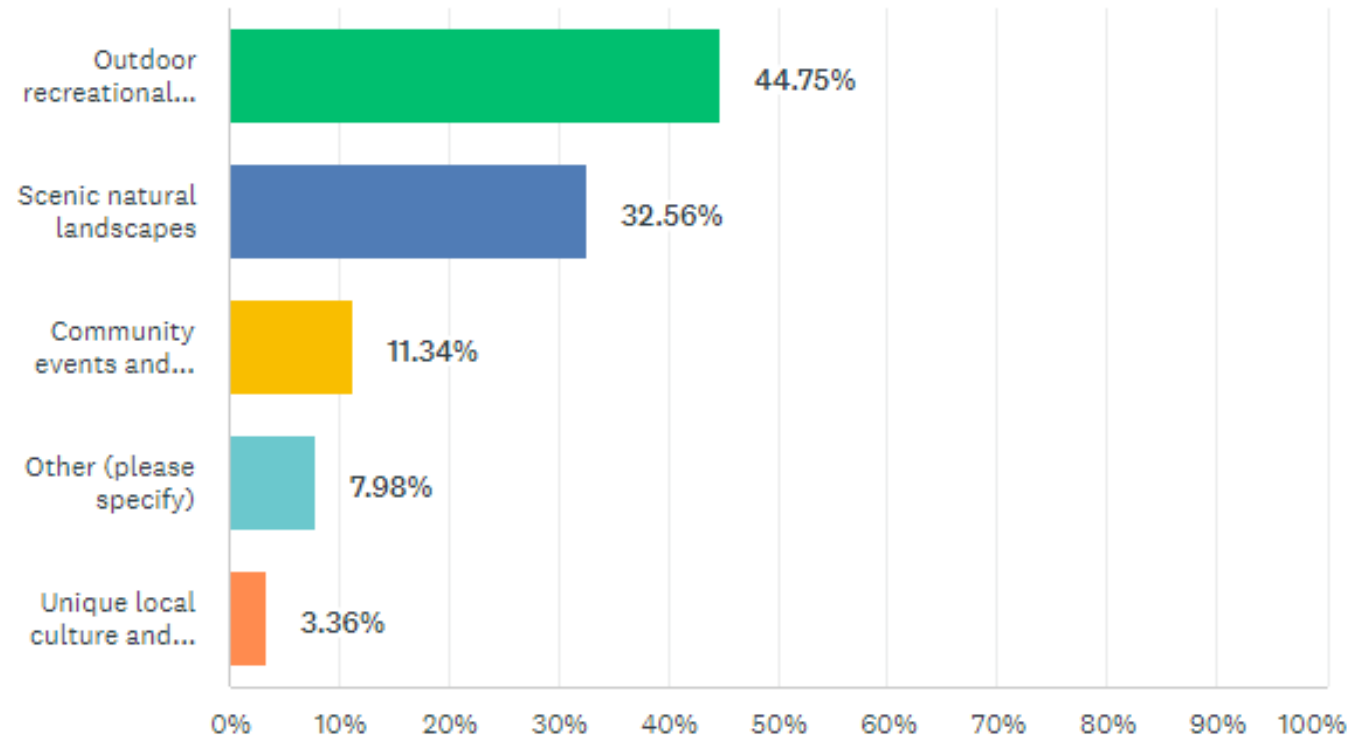
While the question did specify that private business suggestions should not be included in the response, many still answered that a movie theatre is needed. This would be closely followed by a new grocery store.



The final most popular answer is a new teen centre.



Q 5. Which of the following is the most compelling selling point for Labrador City as a tourism destination?





Question 6 (Have you seen or experienced something in another community that you would like to see in TOLC?)

Wellness

- Outdoor gym equipment
- Improved playground equipment
- Locally grown produce to sustain the community
- Rentals for accessibility equipment
- Skills learning events (baking, archery, knitting)

Need/Want: A healthier more self-sustaining community for all.

Infrastructure

Economic Development

Events



Question 6 (Have you seen or experienced something in another community that you would like to see in Labrador City?)

Wellness	Infrastructure • Biking Trails/ATV Trails • Sidewalk clearing • Downtown streetscape • Paved/stone parking lots • Public gardens • Stage at Tanya Beach Need/Want: A beautiful modernized community with new/improved services and infrastructure.	Economic Development	Events
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Question 6 (Have you seen or experienced something in another community that you would like to see in TOLC?)



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Wellness

Infrastructure

Economic Development

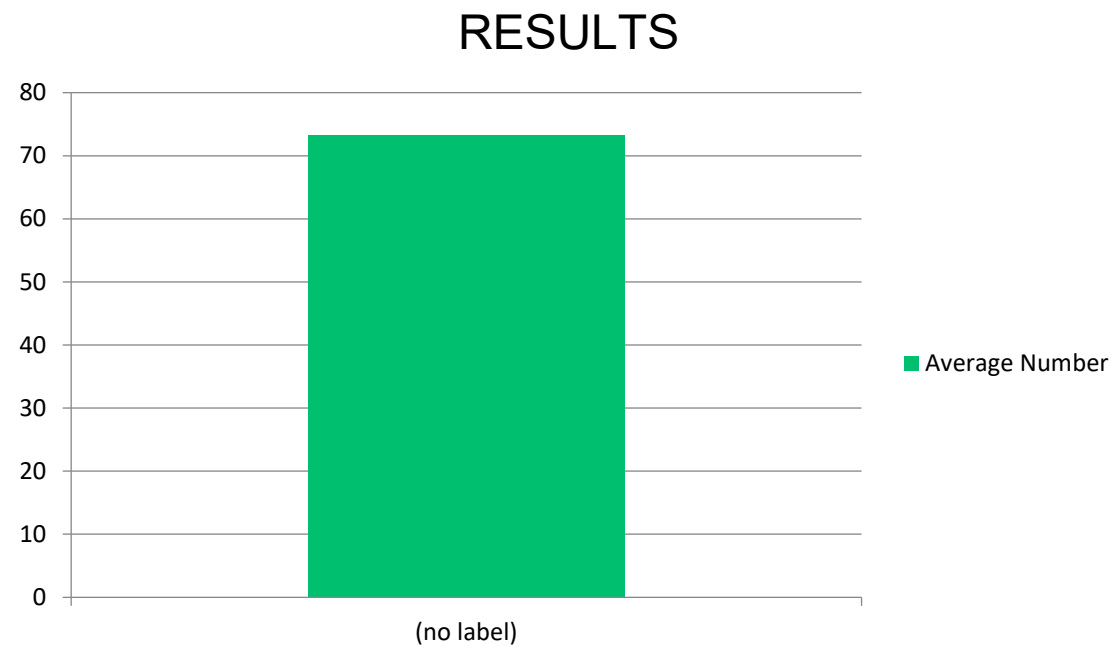
Events

- Beer and Wine Festival
- Cultural Food Festival
- Ice Sculptures
- “New to You”
- More outdoor entertainment
- Town run activities and events on Tanya Beach
- White Cap Pavilion

Need/Want: Consider new event ideas and promote and improve our current services and amenities.

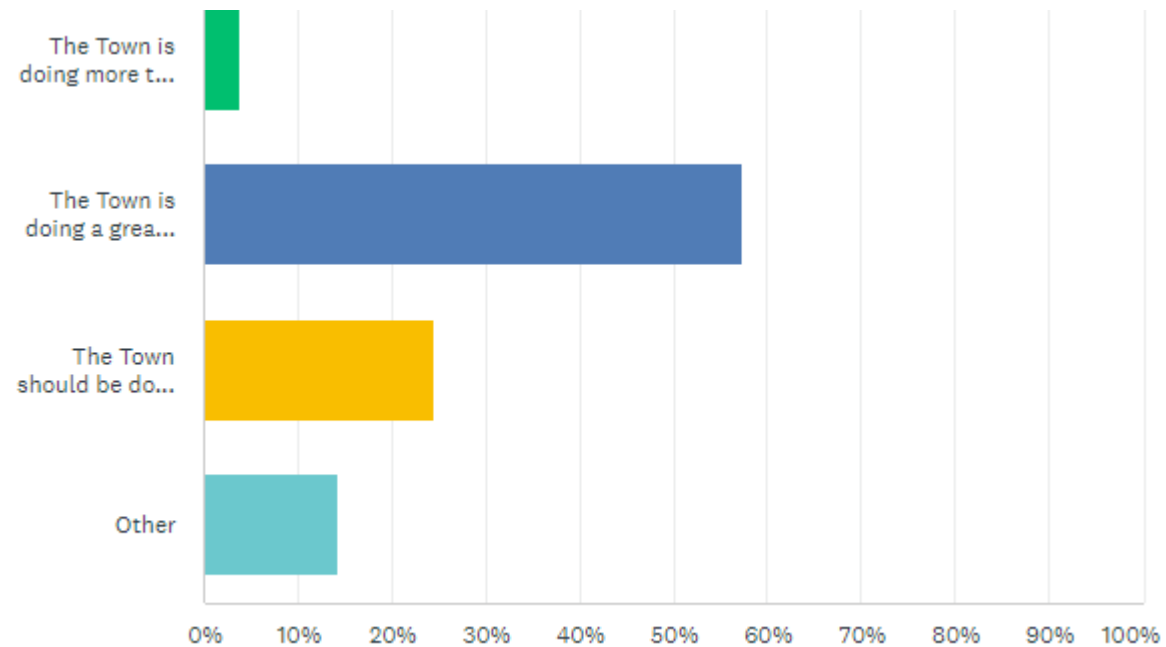


**Q 7. Rate your opinion on the following statement:
Regionalization of services is the right direction for Labrador West!**





Q8. How do you feel about the number of special events and recreation programming the Town does for our community?





Q8 "OTHER" TOP RESPONSES

Age and Inclusivity

- More events and activities for adults and teens
- More family programming for all ages, not just small children
- Incorporate activities to capture the age 10yrs+ at annual events

Need/Want: More investigation into possible events for adults, teens and pre-teens.

Ticket Sales

Event Content

Facilities, Marketing
and more



Q8 "OTHER" TOP RESPONSES

Age and Inclusivity

Ticket Sales

- Eventbrite Issues
- Not enough tickets for all who would like to attend
- Venues used can't accommodate large numbers of people
- Not enough supplies for all ticket holders

Need/Want: Review of ticket sales procedure and venues used to host events.

Event Content

Facilities, Marketing
and more



Q8 "OTHER" TOP RESPONSES

Age and Inclusivity

Ticket Sales

Event Content

- Change up events so they are not the same every year.
- Focus more on regular programming year-round.
- Include a section for people under 19 for IronFest.
- Recognize cultural diversity in planning events
- More outside entertainment supported by local talent.

Need/Want: Variety and regular programming

Facilities, Marketing
and more



Q8 "OTHER" TOP RESPONSES

Age and Inclusivity

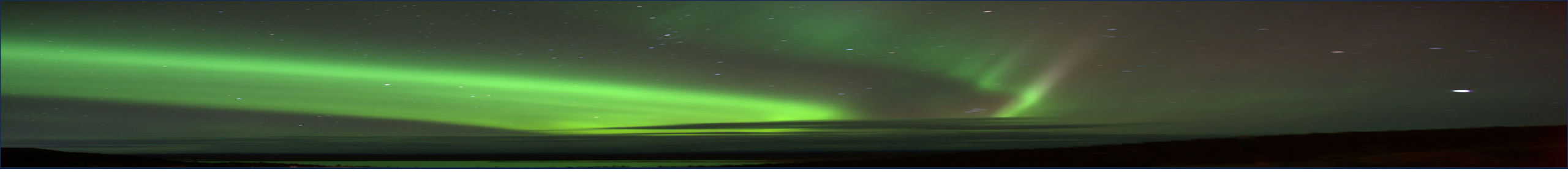
Ticket Sales

Event Content

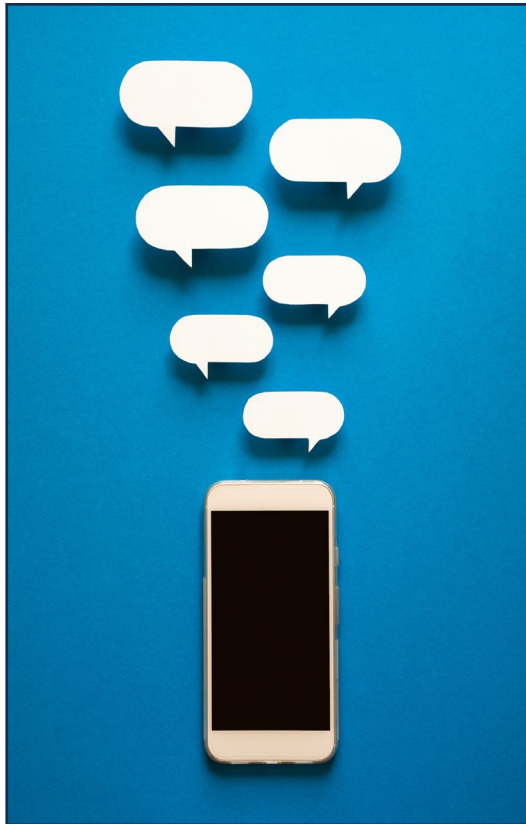
Facilities, Marketing and More

- Facility upgrades
- Accessibility
- Event expenses
- Capacity and utilization of workforce
- More advertising

Need/Want: an accessible venue to accommodate large and small events.
Evaluation of events
Do we have enough employees to manage our need?
Increase marketing efforts.

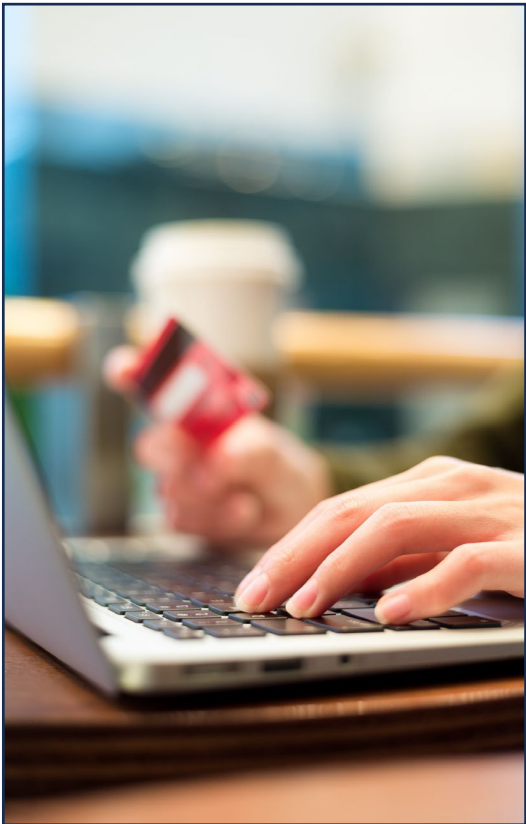


Q9. What are some ways the Town can improve the quality of special events for Labrador City?



MARKETING AND COMMUNICATIONS

- Advertise earlier, more frequently and consistently
- Posters, radio, CRRSTV, newsletters, mail outs, signage, monthly calendar of events, text message
- More public input/feedback



TICKET SALES

- Better pricing, discounts for seniors, more free events.
- Have enough tickets/space/time slots to support the demand
- Ensure there are enough supplies for each ticket holder



EVENT SPACE

- New complex
- Larger
- More modern



ACCESSIBILITY

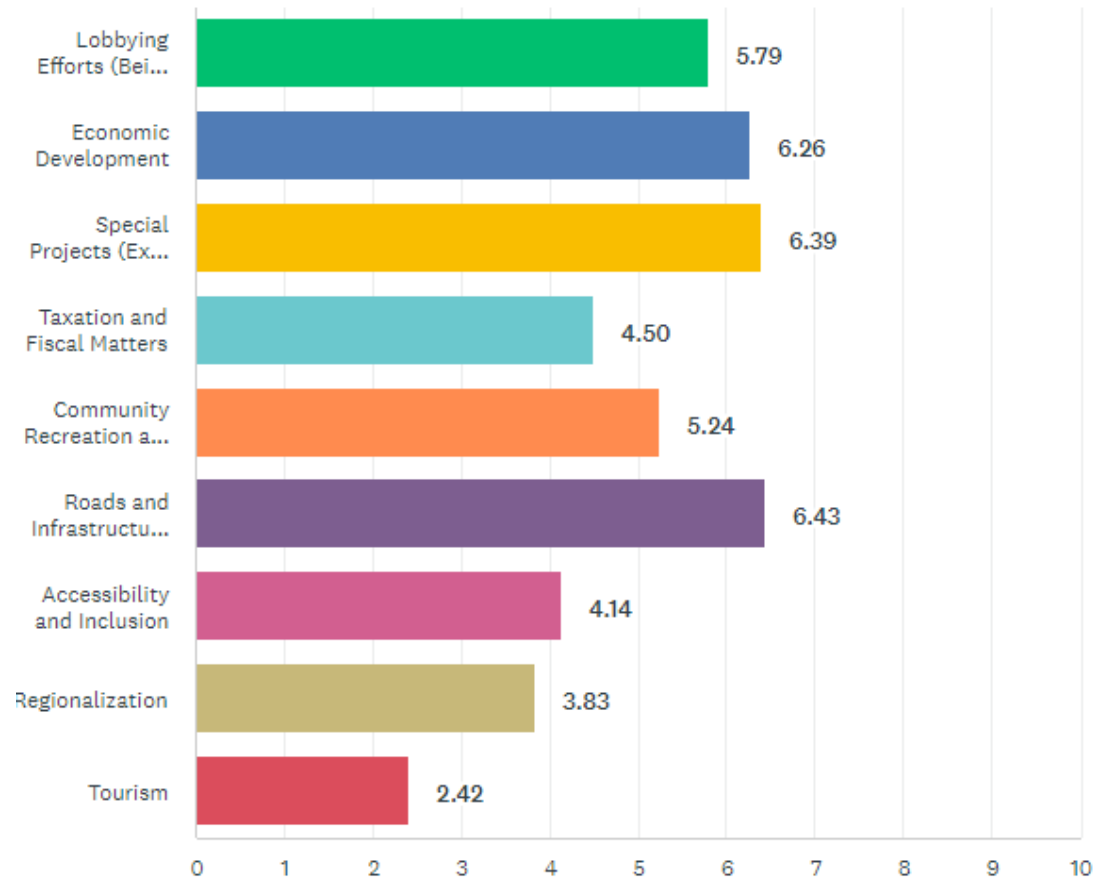
- Host more accessible events
- Be more inclusive (sensory times, newcomers, FIFO, ethnic groups)



TOP ANSWER

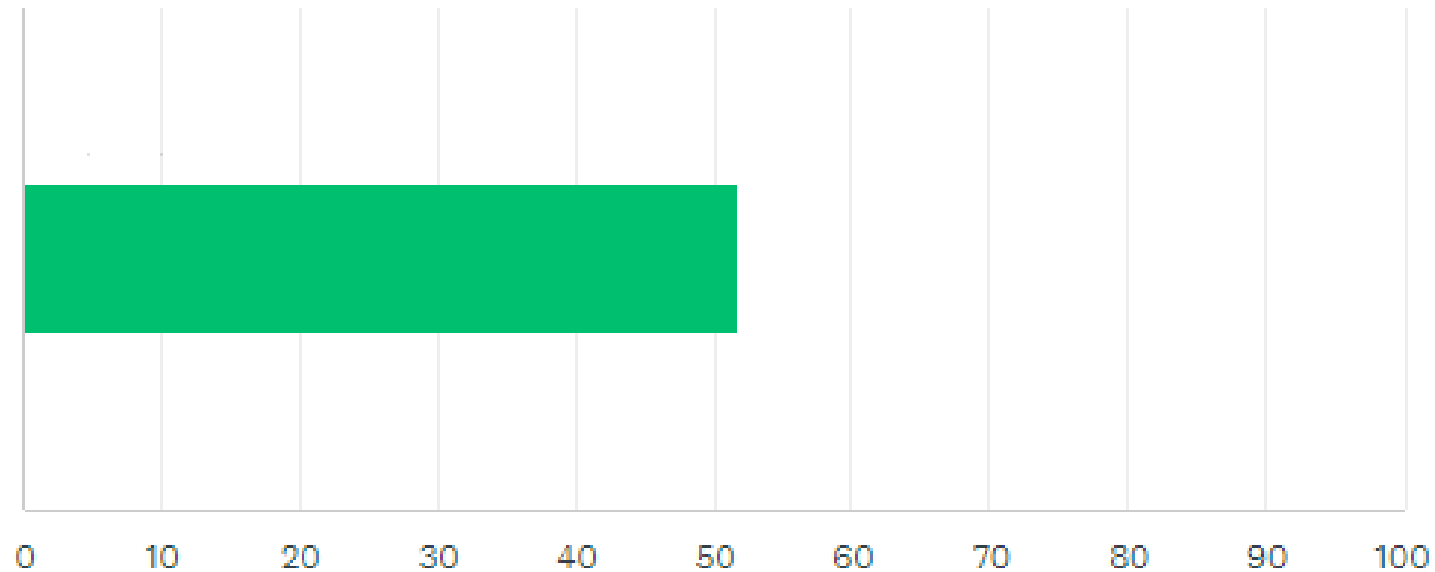
- You're doing a great job!!!

Q. 10 Which of the following are most important to you? Rank from highest to lowest. 1 being the highest (most important) and 12 being the lowest (least important.)



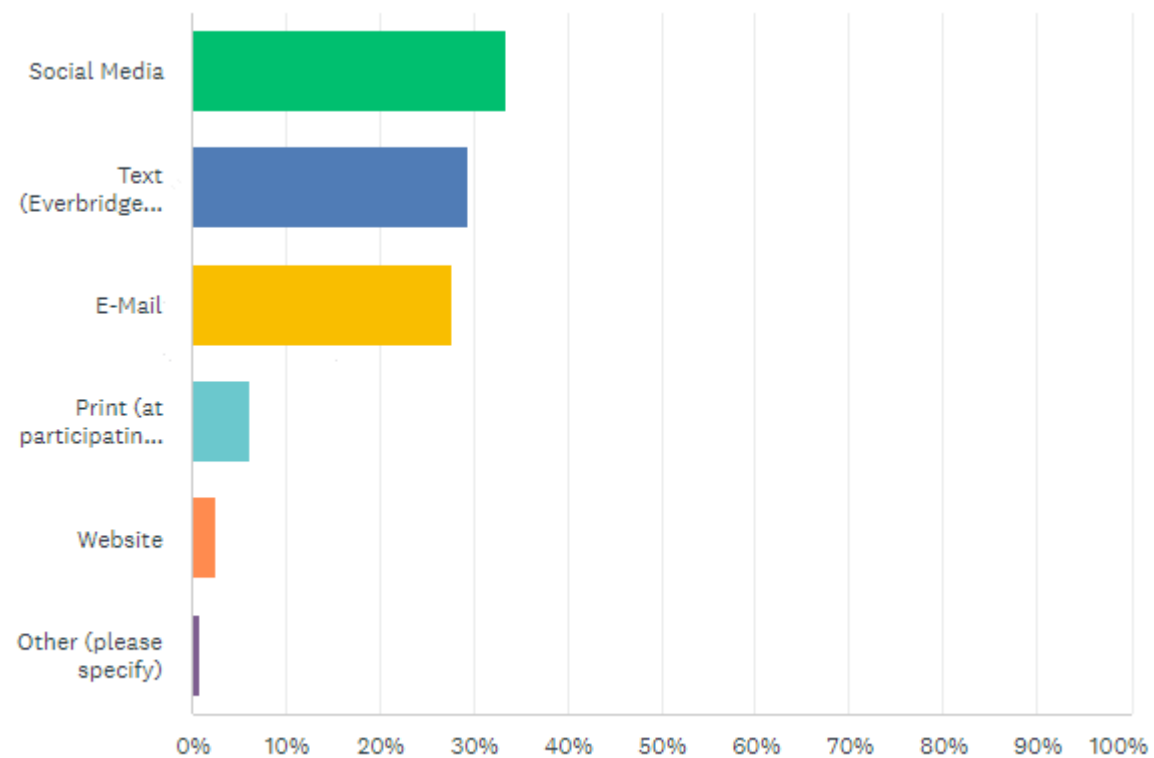


Q11. Rate your opinion on the following statement: The Town needs more enforcement of development regulations.





Q12. What is your preferred method of receiving updates, notices and newsletters from the Town of Labrador City?





Q13. Is there anything else you would like us to know?

Responses have narrowed down and most of the comments were surrounding:

- Economic Development
- Roads
- Housing
- By-laws and Regulations
- FIFO
- Services
- Marketing and Comms
- Facilities and Infrastructure
- Finances and Transparency/Accountability
- Regionalization/Amalgamation

The feedback here was much more specific, so it presents as its own document.