

Brian Saunderson for Mayor of Collingwood

ANNOUNCING THE RESULTS OF OUR COMMUNITY SURVEY

Earlier in my campaign to become Mayor of Collingwood, I invited town residents to complete an online survey regarding some of the issues in our community. I am pleased now to announce the results of that survey. The results – while not a representative sample of all Collingwood residents – gave me additional insight as I tested my platform for the next 4 years. Well over 200 residents completed the survey and took the time to offer their written opinions as well. I am energized to see that people are really engaged and are willing to roll up their sleeves and commit to making Collingwood the progressive and inclusive community that we deserve.

Here is a snapshot of the survey respondents:

- ✓ 66% of respondents are in the age range of 35 to 64 years while 28% of respondents are over 65 years;
- ✓ 97% of respondents are either very engaged or follow a few municipal issues;

Value for the Tax Dollar

- ✓ 65% feel they are getting at least somewhat good value for their tax dollars.

Very good to somewhat good value	65%
Not very good value	33%

Where Focus Needs to Be Placed

The next two questions asked respondents to rate the importance of various issues and the current satisfaction levels as to how Council was dealing with the same list of issues. This allows us to understand where the gaps are and where further emphasis needs to be placed.

The focus areas include:

1. Provide local accountable government;
2. Protect, preserve and steward our natural greenspaces;
3. Maintain and grow a local economy;
4. Develop a revitalized waterfront; and
5. Implement the recommendations of the Judicial Inquiry.

Top Priorities

Respondents were asked to provide their thoughts on the top 3 priorities that need to be addressed in the next Council term of office. 7 priorities received higher ratings than the other options.

1. Provide accountable local government

2. Reduce municipal debt and ensure a strong financial future for Collingwood
3. Implement the recommendations of the Judicial Inquiry
4. Develop a revitalized waterfront
5. Protect, preserve and steward our natural features and greenspace
 - Implement the Community Based Strategic Plan
 - Provide recreation and social activities

What does this community-based survey tell us?

- ✓ The results give us a high-level indication of preferences, but greater input would be needed to define Council priorities over the next 4 years;
- ✓ There is a clear indication that residents want to have a strong level of trust in an accountable local government that is fiscally sustainable;
- ✓ We need to better engage the younger generation under 35 years of age;
- ✓ We need to refresh the community based strategic plan based on what has been accomplished and what can realistically be achieved, grounded in community needs and further public input;
- ✓ 97% of respondents are engaged at some level in municipal issues, this engagement level needs to be measured on an annual basis and efforts made to engage more residents more often in community building initiatives;
- ✓ We need to communicate where efficiencies have been found and the level of services provided for the tax dollar invested; and
- ✓ Most importantly, we need to ensure that everyone has a sense of belonging within our inclusive community.

To the respondents, thank you for participating in the survey, it has served to strengthen the work agenda ahead of us. We have much to do to improve our governance and honour our heritage to ensure that Collingwood is proud, healthy and strong in every way.

We can do this together.