



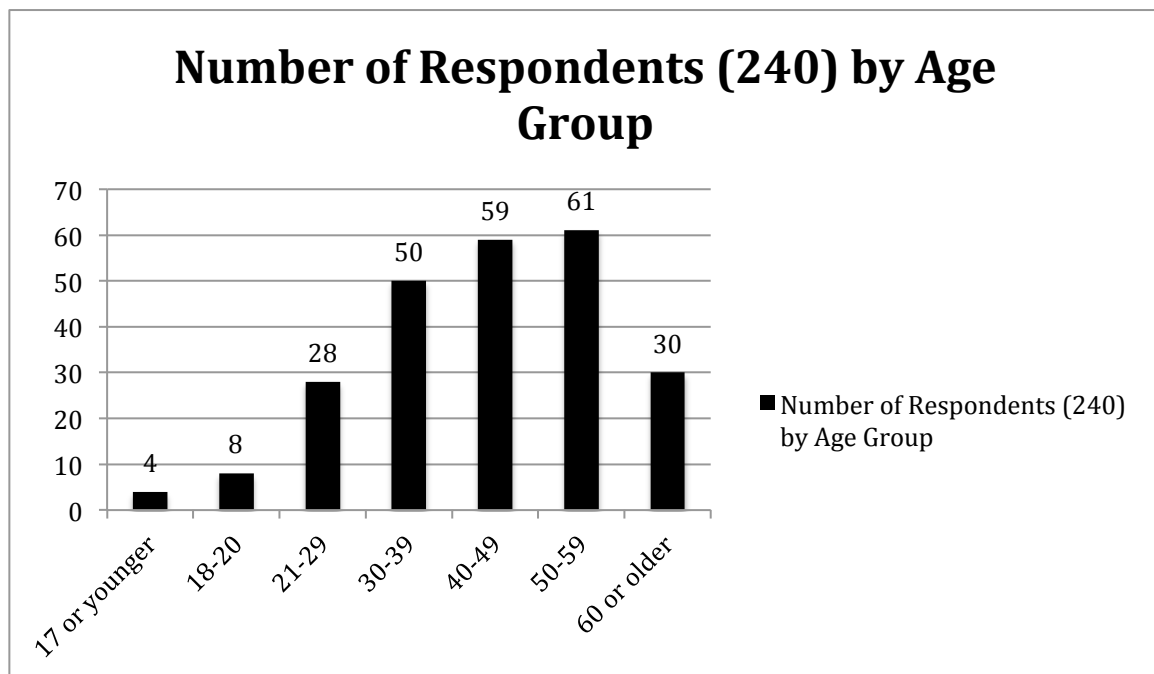
Port McNeill 2020 Community Survey July 4th – August 24th, 2014

SUMMARY OF RESULTS

The Town of Port McNeill commissioned this survey to seek input for an Economic Development Strategic Plan for the community. The survey obtained feedback on priorities so that the community will know where to focus and on how best to implement the plan.

WHO DID THE SURVEY?

Total number of respondents - 335 (Note that some people skipped questions)



Who Did the Survey?	No. of Respondents (240)	Percent of Respondents
Postal code of home address is V0N 2R0	224	93%
A full-time resident of Port McNeill	202	84%
A part-time resident of Port McNeill	12	5%
An owner of a business in Port McNeill	30	13%
A visitor or tourist to Port McNeill	4	2%
Property owner in Port McNeill	121	50%
Renter of home or business premises in Port McNeill	18	8%
Other	25	10%

QUESTION 1 – OUR COMMUNITY VISION

How do you feel about the vision statement?

The draft vision statement (below) was based on community interviews and conversations. It is intended to capture the shared hopes and dreams for the future of Port McNeill. It says what we hope Port McNeill will be like in 10 to 15 years:

"Port McNeill is our gem of a hometown, cut out of the wilderness at the edge of the ocean. We live in nature. It is our classroom, our workplace and our playroom. We look after our environment because it looks after us.

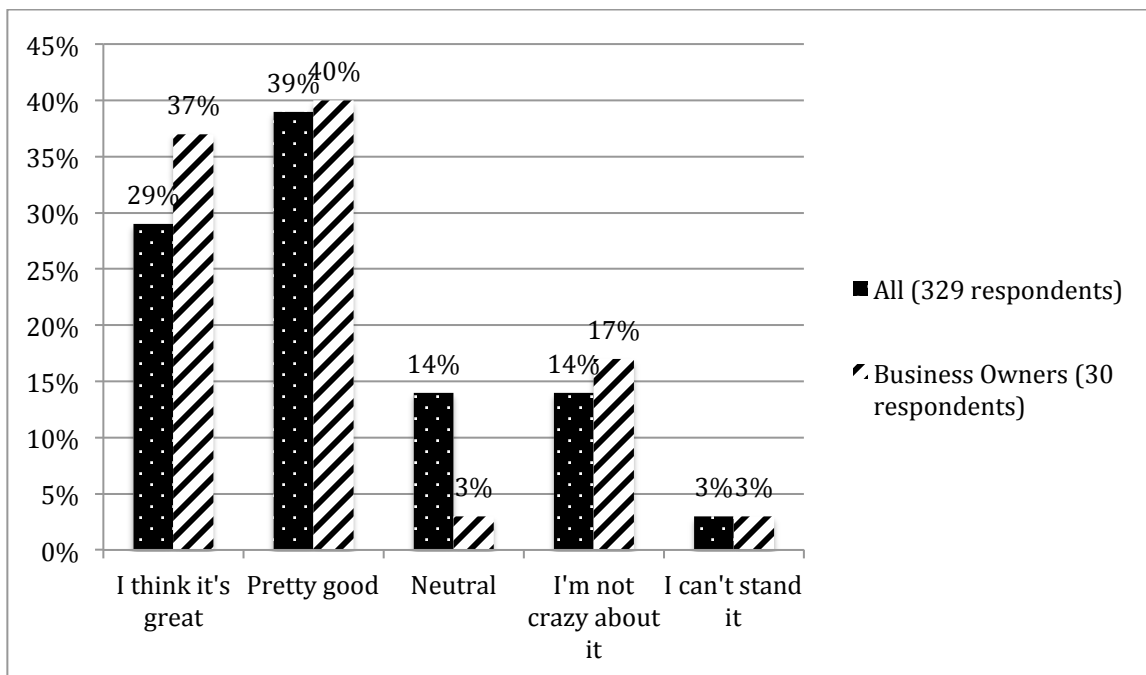
We control our economic destiny emboldened by the pioneering spirit that created this place. Port McNeill is a place of possibility and unlimited potential for everyone. Here, we can pursue our dreams.

Our community brings out the best in us. We are both self made and selfless. We anticipate new opportunities and overcome challenges. We pull together to protect and enrich what we value.

We are globally connected and technologically savvy. We welcome visitors from around the world who seek us out for our unique talents, products and services that are rooted in the natural abundance around us.

Port McNeill is the heart of the North Island. We help make our neighbouring communities the best they can be. We work together so we can achieve more."

How do you feel about the vision?



- People under 30 years like the vision statement more than people over 30 years.



QUESTION #2 – OUR GOALS FOR ECONOMIC DEVELOPMENT

Six goals for economic development actions were identified through conversations with the community. These are outcomes the community hopes to achieve on the way to realizing the vision. For each goal, how important is it that the community makes progress within the next three years?

Rank (Based on percent of all respondents rating the goal as “very important”):	Goal	All 299 Respondents	30 Business Owners
1.	Our youth are engaged in the community, their education and healthy lifestyles	69%	63%
2.	The financial ability to enhance and sustain our community infrastructure	62%	63%
3.	A diversified and self-sustaining economy	61%	83%
4.	A sought after community by people of all ages to live, learn, work and play	61%	70%
5.	Great community spirit and pride of place	59%	70%
6.	A vibrant and globally savvy business community	31%	33%

- The community thinks it “very important” or “important” to make progress on all six goals within the next three years.
- The community thinks “creating a vibrant and globally savvy business community” is important but not as important as the other goals within the next three years.

Goal #1: Engaged Youth

- Very strong support for this goal, especially by the youngest (< 30 years) and oldest cohorts (>60 years)

Goal #2: Financial Ability

- Strong support for this goal across all age groups.



Goal #3: Diversified Economy

- A greater percent of older people (> 40 years), as well as business owners, rate it as “very important” compared to younger people.

Goal #4: Sought after Community

- Fairly consistent rating across all age groups.
- Business owners are more supportive of this goal than the overall population.

Goal #5: Community Pride

- Strongest support is among the 18 to 30 year olds.
- Business owners are more supportive of this goal than the overall population.

Goal #6: Vibrant Business Community

- More people are neutral about this goal compared to other goals.
- The greatest concentration of people rates it as “important” as opposed to “very important.”
- People over 60 years are more supportive of this goal.

QUESTION #3 – WHAT SHOULD WE DO?

Community members suggested many different actions to encourage economic development. We organized the suggestions into eight different categories, which represent the possible core strategies for achieving the goals.

A brief description of each core strategy is provided below:

Community Infrastructure and Facilities – Ensuring that recreational facilities, public works (e.g. water and sewer, roads), and telecommunication systems serve community needs.

Thriving Industry and Business Community – Approaching natural resource industries as a valued partner and negotiating win-win outcomes. Welcoming entrepreneurs and supporting business startup and growth.

Supporting our Residents – Attracting and welcoming new residents, transitioning our youth into the local economy, and supporting and keeping our senior citizens in town.

Place Making and Sense of Community – Creating a town that is attractive and



makes us feel proud to show. Creating more opportunities for people to gather and connect.

Marketing Port McNeill – Raising awareness about Port McNeill and promoting the community as a great place to live, to locate a business, and to visit.

Developing Tourism – Developing Port McNeill as a desirable tourist destination building on our unique heritage, which is rooted in the natural abundance of our local environment.

Port McNeill as a Regional Service Hub – Building on our strength of providing business, transportation, community, health and education services to the North Island and working together with other communities to stand up for our regional interests.

How would you rank the priority for each core strategy? Rank the order of priority of the core strategies from first priority to seventh priority:

PRIORITIES			
CORE STRATEGY	SCORE (All 261 respondents)	SCORE (30 Business Owners)	COMMENTS
1. Community infrastructure and facilities	4.9	4.8	Strongest support among 30-39 years. Weakest support among <17 years (4 respondents).
2. Thriving industry and business community	4.8	5.4	Strongest support for this strategy is among 40 – 49 years. Weakest support among 18-20 years (8 respondents).
3. Supporting our residents	4.5	4.2	Strongest support among 18–30 years. Weakest support among 40-49 years.

PRIORITIES			
CORE STRATEGY	SCORE (All 261 respondents)	SCORE (30 Business Owners)	COMMENTS
4. Place making and sense of community	4.4	3.8	Strongest support among 21-29 years. Weakest support among 50-59 yrs.
5. Marketing Port McNeill	3.5	3.5	Strongest support among 18-20 years (8 respondents). Weakest support among 30-39 years.
6. Developing tourism	3.1	3.2	Strongest support among <17 years (4 respondents). Weakest support among 21-29 years and among 50-59 years.
7. Port McNeill as a regional service hub	3.0	3.2	Strongest support among <17 years and among 50-59 years. Weakest support among 21-29 years and among >60 years.

QUESTION #4 – IMPROVING PUBLIC AND PRIVATE SPACES

Which actions do you think the community should take to improve public and private spaces? Choose your top three answers:

IMPROVING PUBLIC AND PRIVATE SPACES			
Rank		All 251 Respondents	30 Business Owners
1.	Create family-friendly gathering space on the waterfront (e.g. performance space, play area, fishing pier, covered pavilion, picnic tables)	70%	90%
2.	Clean up, update, and repair public and private properties	65%	53%
3.	Improve the town's walkability (e.g. accessible, engaging, safe, green, walking circuits)	50%	53%
4.	Make public and private spaces more welcoming and social (e.g. benches, tables, rain shelters, pedestrian friendly)	48%	40%
5.	Better showcase the community's heritage (e.g. Loggers' Memorial, museum, heritage buildings/plants, historical artifacts, signage)	28%	27%
6.	Improve landscaping, green spaces, and floral displays	26%	20%
7.	Create and display more art in public places (e.g. art exhibits, public art projects)	14%	13%

Comments:

- People 40-49 years are most supportive of improved walkability (65% and 37 respondents)
- People <17 years and >50 years are most supportive of making spaces more social.

QUESTION #5 – SENSE OF COMMUNITY

Which actions do you think the community should take to create a greater sense of community? Choose your top two answers:

SENSE OF COMMUNITY			
Rank		All 248 Respondents	27 Business Owners
1.	Coordinate and communicate a variety of recreation and entertainment options for residents	63%	63%
2.	Establish a public market in the downtown area (e.g. fresh fruits and vegetables, fish and meats, crafts, art)	56%	44%
3.	Develop a local sustainable food system (e.g. green houses, market gardening, community kitchen, traditional canning techniques)	34%	30%
4.	More focus on festivals and public gatherings that celebrate our culture and heritage	27%	22%
5.	Stage more indoor and outdoor live performances of local and visiting talent	25%	37%

Comments:

- People < 17 years and people > 60 years are most supportive of festivals and live performances.
- People 21-29 years are most supportive of sustainable food systems (46% and 13 respondents).



QUESTION #6 – THRIVING INDUSTRY AND BUSINESS

Which actions do you think the community should take to create a more thriving industry and business sector that benefits Port McNeill? Choose your top three answers:

THRIVING INDUSTRY AND BUSINESS			
Rank		All 247 Respondents	29 Business Owners
1.	Collaborate and negotiate with forestry, mining and other major companies in the region for mutual benefit (e.g. resources for community infrastructure, permanent homes for employees, jobs for local youth, attracting skilled workers)	65%	72%
2.	Improve and promote our marine assets and services (e.g. attract super yachts, boat repair, new washrooms/showers, deep sea port)	57%	62%
3.	Welcome and support entrepreneurs starting-up or expanding businesses (e.g. provide information, guidance, mentorship, incentives like low rent space)	54%	45%
4.	Capitalize on opportunities from our Community Forest (e.g. expand the forest, non-timber forest resources, training and other partnerships, forestry tours and edu-tourism)	32%	55%
5.	More cooperation between businesses to enhance their product or service or to access new markets and customers	30%	28%
6.	More training for local businesses (e.g. marketing, social media, customer service, etc.)	23%	7%
7.	Support home-based businesses (e.g. networking, information resources, training, access to equipment and services like accounting, legal and computer support)	21%	10%

Comments:

- People 21-29 years strongly support collaborating with industry (79% and 22 respondents).
- People <17 years (100% and 4 respondents) and people 50-59 years (64% and 39 respondents) are most supportive of improving marine assets.
- People 18-20 years are most supportive of supporting entrepreneurs (88% and 7 respondents)

QUESTION #7 – PROMOTE PORT MCNEILL

Which actions do you think the community should take to promote Port McNeill and attract more residents, businesses, and tourists? Choose your top three answers:

PROMOTE PORT MCNEILL			
Rank		All 244 Respondents	30 Business Owners
1.	Update and freshen Port McNeill's brand or image and use it consistently in all communications	57%	67%
2.	Improve online marketing of Port McNeill and region by all local businesses and organizations (e.g. social media, web sites, cross links)	53%	50%
3.	Partner with major transportation companies to piggyback their marketing (e.g. BC Ferries, Pacific Coastal Airlines, Westjet)	55%	43%
4.	More partnerships and joint marketing by businesses, communities, local governments, and First Nations on the North Island	44%	50%
5.	More participation by local businesses in the marketing programs of business/industry associations (e.g. Port McNeill & District Chamber of Commerce, Vancouver Island North Tourism Association, etc.)	40%	37%

PROMOTE PORT MCNEILL			
Rank		All 244 Respondents	30 Business Owners
6.	In partnership with other communities, establish a satellite Visitor Information Centre on Highway 19	26%	33%
7.	Residents to invite another family they know to move to Port McNeill	4%	0%

Comments:

- The younger the age, the more support for freshening Port McNeill's brand or image.
- People under 30 years are significantly more supportive of improving online marketing.
- People 30-39 years are significantly less supportive of improving online marketing (42% and 20 respondents).
- People 21-29 years are most supportive of more participation in business associations (59% and 16 respondents).



QUESTION #8 – COMMUNITY INFRASTRUCTURE

Which actions do you think the community should take to improve our recreational facilities, public works and telecommunications systems? Choose your top two answers:

COMMUNITY INFRASTRUCTURE			
Rank		All 244 Respondents	30 Business Owners
1.	Research and develop a business plan for a multi-use recreational facility (e.g. covered swimming pool, activity space, fitness)	73%	73%
2.	Advocate and provide input for improved Internet service for Port McNeill	55%	67%
3.	Focus on maintaining existing community infrastructure (e.g. roads, sidewalks, water and sewer, wastewater treatment plant, etc.)	41%	37%
4.	Gain access to existing recreational facilities for year-round public use (e.g. rinks, playing fields, gyms)	28%	23%
5.	Upgrade playing fields (e.g. Sunset School)	11%	7%
6.	Research and develop a plan for a skateboard park	11%	0%

Comments:

- People 30-49 years are strongly supportive of investigating a recreation facility (approx. 82% and 88 respondents).
- People < 20 years (approx. 45% and a small sample of 5 respondents) are not as supportive of investigating a recreation facility as people over 20 years.
- People 50-59 years are most supportive of better Internet (59% and 36 respondents).
- People over 60 years are most supportive of maintaining existing infrastructure (57% and 17 respondents).

- People 18-29 years are the only group significantly supportive of a skate park (approx. 35% and 9 respondents). People <29 years support better access to existing recreation facilities.

QUESTION #9 - TOURISM

Which actions do you think the community should take to develop Port McNeill as a desirable tourist destination? Choose your top two answers:

TOURISM			
Rank		All 238 Respondents	28 Business Owners
1.	Define system of hiking and biking trails, mark trails, provide campsites, and produce/distribute maps	69%	75%
2.	Provide educational programs on forestry, ecology, marine, wildlife, etc. (e.g. summer camps, public lectures, tours, field studies, Centre of Excellence)	44%	39%
3.	Develop circle tours with neighbouring communities and First Nations	35%	32%
4.	Re-establish Port McNeill as a whale watching and kayaking centre	34%	25%
5.	Develop a travellers hostel	18%	14%
6.	Further develop hockey and figure skating academies and camps	9%	11%

Comments:

- People over 60 years are not as supportive of defining hiking/biking trails (41% and 12 respondents).
- People over 60 years are by far the most supportive of edu-tourism (72% and 21 respondents) and the most supportive of circle tours (48% and 14 respondents).



- People 40-49 years are the least supportive of edu-tourism (30% and 17 respondents).
- People 18-20 years (63% and 5 respondents) and people 50-59 years (42% and 25 respondents) are most supportive of re-establishing town as a whale watching/kayaking centre.

QUESTION #10 – SUPPORT RESIDENTS

Which actions do you think the community should take to better support Port McNeill's residents? Choose your top two answers:

SUPPORT RESIDENTS			
Rank		All 244 Respondents	29 Business Owners
1.	Create more career development opportunities locally (e.g. expand high school trades program, local college courses, continuing education, Project Comeback)	67%	79%
2.	Improve access to medical professionals and health care services	64%	55%
3.	Better enable and support aging in place (e.g. patio homes, home care and adaptation services)	43%	34%
4.	Implement a Welcome Wagon program for new residents (e.g. Information packages, "Buddy Families")	20%	10%
5.	Conduct a feasibility study for an assisted living facility	17%	10%

Comments:

- All age groups support career opportunities for youth, especially people less than 40 years.
- All age groups support better access to health care.



- People over 50 years are most supportive of ability to age in place (approx. 57% and 51 respondents).

QUESTION #11 – SERVICE HUB FOR NORTH ISLAND

We would like your feedback on how to build on our strength of providing business, transportation, community, health, and education services to the North Island and on working together with other communities to stand up for our regional interests.

Which actions do you think the community should take to strengthen Port McNeill's position as a service hub for the North Island? Choose your top two answers:

SERVICE HUB FOR NORTH ISLAND			
Rank		All 234 Respondents	29 Business Owners
1.	Develop a regional health care proposal to establish centralized surgical care service in Port McNeill	62%	52%
2.	Strengthen our transportation network (e.g. airport role, float plane service, BC Ferries service)	59%	55%
3.	Lobby with other communities to protect existing infrastructure and services in the region	50%	66%
4.	Implement the community's Addictions Recovery Plan	19%	14%

Comments:

- People 18-29 years are not as supportive of surgical centre.
- People 18-20 years are the most supportive of an improved transportation network (100% and 7 respondents).
- People 21-29 years are the most supportive of the Addictions Recovery Plan (32% and 9 respondents).

QUESTION #12 – IMPLEMENTATION

With a small population and limited resources, it is clear that the success of an Economic Development Strategic Plan will depend on community involvement. The plan cannot be effectively implemented without community involvement and commitment. What do you think is the best way to implement, coordinate and monitor the plan? (Respondents could choose multiple answers):

IMPLEMENTATION			
Rank		All 230 Respondents	29 Business Owners
1.	The Town hires an Economic Development Manager to coordinate community actions	47%	59%
2.	Form a new non-government organization to seek funding and drive implementation	20%	17%
3.	Sector specific groups (e.g. tourism, health care, marine) implement actions that support their sector	19%	14%
4.	Representatives of various sectors form a "Champions Network to drive the plan's implementation	19%	14%
5.	Existing community groups and individuals do their part to implement the plan (e.g. Rotary, Lions, business owners, etc.)	16%	14%
6.	The Port McNeill and District Chamber of Commerce drives the plan's implementation	11%	21%

Comments:

- Others ideas mentioned are working with the MW Regional District and north island communities working together.

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