

Municipality of Clarington Strategic Plan Survey

Spring 2011

Final Report

Conducted by:



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Table of Contents

Survey Background	2
Demographic Questions	6
Content Area Result	7
Economic Development/Job Creation	7
Community Development	14
Citizen Engagement	20
Services for Residents	24
Overview Questions	30

Survey Background:

Collis & Reed Research Inc. was commissioned by the Municipality of Clarington to design, administer and report back to Municipal Council on a survey to receive public input on ideas to help focus the development of Clarington Council's strategic plan for the next four years. In the past residents of Clarington have had limited or indirect input during this process. By carrying out a survey of residents and presenting the results at the start of the strategic planning session, members of council and staff had an opportunity to hear from a large number of residents and have their opinions and ideas front and centre as they embark on the development of their strategic plan exercise.

The Survey:

The survey titled the Strategic Plan Public Input Forum consisted of six main sections, four content areas, a series of overview questions and a demographic information section.

The content areas were comprised of the following:

Economic Development/Job Creation:

- Attracting new businesses to Clarington.
- Supporting existing businesses in Clarington.
- Assisting and enhancing downtown business areas of Clarington.
- Supporting the agricultural community in Clarington.
- Actively supporting the establishment of large-scale projects in Clarington.
- Growing Clarington's tourism industry.

Community Development:

- Preserving our community's visual appeal.
- Preserving our community's small town and/or historical ambience.
- Effectively managing residential and commercial growth.
- Implementing a "green" community strategy.
- Improving and expanding all modes of transportation
- Preparing for future growth in Clarington.

Citizen Engagement:

- Quality and value when residents and/or businesses use municipal services and facilities.
- Residents and businesses can easily access information about what takes place at Municipal Council.
- Residents and businesses can effectively dialogue with the Municipality.
- There is a strong and effective volunteer base in our community.

Services for Residents:

- Indoor and/or outdoor recreational facilities are meeting current and future demands.
- Support for the development of community events and festivals across Clarington.
- Emergency services are meeting the needs of Clarington now and in the future.
- Youth and older adult services meet current and future demands.
- There is adequate care available for the infirm and disadvantaged.
- The Municipality is effectively finding cost efficiencies while maintaining an appropriate level of services.

Within each subsection respondent were asked to rate how well Clarington is doing in this area, explain the reasons for their ratings and suggest what can be done to make this even better.

Respondent were three overview questions which were:

- Rate the quality of life in your community

- I am proud of the community I live in
- I receive good value for my tax dollar

Finally respondents were asked a series of questions for demographic purposes. They include their age group, where they work, how long they lived in Clarington and which community they most closely associate with their place of residence.

Disseminating the Survey:

The intent was to reach and invite as broad of a range of Clarington residents to participate in the Strategic Plan Survey. The following initiatives were undertaken to inform and encourage residents to take part in the survey.

- Invite to members of the Clarington Opinion Panel
- E-mail invites via departments that interact with businesses and/or residents
- Membership of the Clarington Board of Trade and local BIA
- A Press Conference explaining the purpose, relevance, and pertinent information
- 2 articles in the Clarington This Week
- A story about the strategic plan was aired on Channel 12
- Google Ads
- An on-line video outlining the value of participation was produced
- Invite to Community Groups and Hall Boards
- Invites to Service Clubs
- Paper copies available at Municipal Facilities and distributed to community groups

All online methods directed residents to the following website:

www.collis-reed.com/signup

At this site visitors could watch a brief video of Mayor Foster explaining the purpose of the project and encouraging their participation. People wishing to take part in the survey were asked to fill out a brief form requesting their name and email address. Upon submission, an email was automatically forwarded to the submitter containing a link to the survey. This method enabled us to insure that participants made single survey entries. It also enabled us to send out reminders to people who had submitted the request to receive access to the survey.

Survey Response:

The Strategic Plan Public Input Forum ran from February 1st 2011 to April 5th 2011.

In total 220 residents participated in the strategic plan input forum. Two hundred and four took part on the online version of the survey while 16 residents completed the paper version. In addition, 298 people submitted a request to receive access to the survey.

Feedback received from survey respondents suggest that this was a challenging survey to complete but it covered a comprehensive list of issues that impact the Municipality. Many respondents mentioned they spent over an hour completing the survey. A number of people remarked that the survey content provided a unique opportunity to reflect upon and provide in depth input.

Consistent with these respondents self-reports, The Strategic Plan Public Input Forum achieved its goal of providing participants with an opportunity to express their opinions on issues that was to be front and centre in the strategic planning session. Unlike most surveys the Strategic Plan Public Input Forum did not provide a snap shot of opinions of all citizens across the Municipality this exercise provided a means for Clarington's more engaged, active and municipally aware residents to help shape Council strategic plan.

From a methodological point of view, this was not a random sampling of Clarington residents. This was a self-selected group of participants who are highly motivated and engaged in their community. Therefore, statistical

theory should not be applied to suggest that these survey findings are reflective of the Clarington population in general.

Given the survey length and type of input that was required, the response received was reasonable and likely surpassed the numbers and the level of detail that would have been received if the input forum would have been run as a standard public meeting.

Presentation to Council and Staff:

On March 10th the finding from this project were presented to Council and Staff at the start of their strategic planning session. Throughout the day, these findings were part of the discussion and helped the participants. Given the short period of time between the start of the survey and Council's first strategic planning session, the survey collection window was kept open until April 5th to insure that all residents who wanted to participate in the forum had an opportunity to do so.

The Current Report:

The current report is a summary of the findings presented on March 10th, plus the inclusion of a small number of additional responses from residents. Given the extensive amount of input received from Clarington residents and short turn over time required to prepare a summary for the March 10th presentation, the summaries presented though similar to the information presented to Council reflects an additional synthesis that took place after the survey window was closed.

For each of the content areas the following is presented:

Overall response percentages for the question *how do you rate Clarington in this area*. It splits the ratings according to demographic questions asked in the survey, indicates how many comments were received for each content area and summarizes the comments in terms of positive sentiments, negative sentiments and suggestions to enhance the area.

Interpreting the results:

The Overall Ratings:

Respondents were asked to rate how well Clarington is doing in each of the content areas that were queried in the survey. Participants were presented with a five point scale ranging from very poor to very good. If respondents felt they were not familiar with the content area they could indicate so by checking off the "don't know" response option.

The results section includes two summaries of these data, a histogram of the full frequency distribution of rating and categorized results (combining the very good and good together, and poor and very poor together). The distribution histogram provides an indication of the spread of ratings (for example, is there a high proportion of strong or moderate views on a content area). On the other hand, the categorized results provide a general sense of whether respondents viewed the content area in a positive or negative light.

Demographic Splits:

Demographic splits of the rating data were included to provide a general indication if a particular demographic group might have a different perspective than other groups. Please note that due to the small sample size and the self-selected manner in which respondents chose to participate in this survey, statistical theory that provides an indication of precision should not be applied here. However, to help the reader make sense of this table, you can compare the overall combined ratings for a particular content area and compare it to the same combined rating for a particular demographic level. If the difference between the overall rating and the demographic level is 10 points or more, this might reflect a difference between demographic groups (further investigation would need to be conducted prior to drawing firm conclusions).

Respondents Comments:

The majority of participants spent a great amount time and effort providing written comments in this survey. Respondents were able to explain the reasons for their ratings and provide suggestions on ways to enhance each content area. As a result over one hundred pages of comments were received. Considerable time was spent

reading through these comments and capturing and summarizing sentiments and ideas that were expressed. These summaries attempted to capture the main themes, breadth of opinions and ideas that were received.

In addition we have also included the number of comments received for each content area. These numbers provide an objective indication of the level of interest/importance a particular content area might have.

We have also compiled all the verbatim comments survey comments that were received and present them in Appendix I of this report.

Demographic Questions

Place of Residence:

	Courtice	Bowmanville	Newcastle	Orono	Rural
Sample	28%	45%	9%	7%	11%
Actual	27%	41%	12%	2%	18%

Our survey sample drew respondents from all areas of the Clarington, roughly in proportion to the actual population. For purposes of demographic splits (which required larger n's per group) Newcastle, Orono and Rural were combined.

Age of Respondent:

20 and Under	21-35	36-50	51-74	75+
1%	18%	33%	43%	4%

For purposes of the demographic splits, 50 and under were combined together as were 51 and older.

Years living in Clarington:

10 years and under	11-20 years	20+ years
29%	21%	50%

Work Location:

In Clarington	Outside Clarington	Clarington Business Owner	None of These
29%	38%	13%	20%

Further indication that the survey participants tended to be engaged residents in their community, only 38% of participants work outside of Clarington. Area employment statistics suggest that closer to 60% of residents work outside of the Municipality.

Content Area Results:

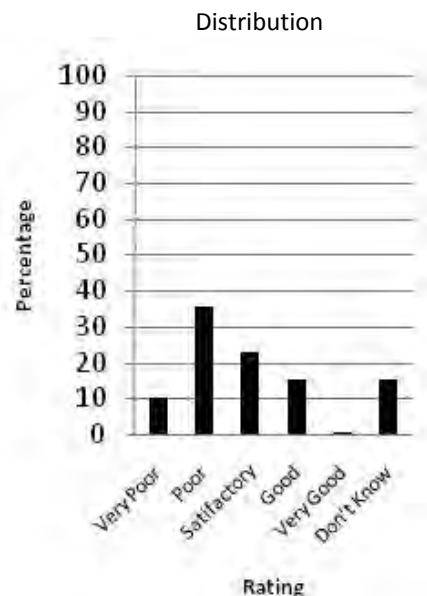
Categories: Economic Development/Job Creation

1. Attracting new businesses to Clarington. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
46%	23%	16%	15%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	42%	28%	16%	13%
	51 and older	50%	18%	15%	16%
<i>Work Location</i>	In Clarington	47%	32%	15%	7%
	Outside of Clarington	41%	24%	17%	18%
	Neither	45%	15%	18%	23%
<i>Years Living in Clarington</i>	10 years or under	41%	22%	17%	19%
	11 to 20 yrs	56%	21%	9%	14%
	Over 20 yrs	44%	25%	18%	13%
<i>Location of Residence</i>	Bowmanville	40%	31%	15%	14%
	Courtice	41%	22%	17%	20%
	All other Locations	61%	11%	17%	11%



Summary of Comments

Number of Comments: Reasons for your ratings: 134 What can be done to make this even better: 100

Positive sentiments expressed:

- Clarington has done a good job at establishing new stores and restaurants in the area (especially big box stores at the west end of Bowmanville). There are benefits related to retail expansion and these residents would like to additional stores such as the Brick, Chapters, Future Shop and a Liquor Store in Courtice.
- Though manufacturing has suffered in the area this has to do more to with global economic conditions and less to do with Clarington’s approach towards economic development.
- The Energy and Technology Parks are steps in the right direction.
- Most municipalities are working to attract new businesses to their areas. This is a highly competitive area. In addition, it is difficult for economic development offices to know businesses relocation selection criteria.
- Further movement towards the GO Train coming to Clarington was seen as positive for economic development as well as the expansion of the 407.

Concerns expressed:

- There is concern that the west end development will lead to the further decline of independent retail stores especially in the downtown cores.
- The expanded retail sector has created are low paying jobs that are not suitable for people with higher education or technical skills.
- Manufacturing jobs are no longer available in Clarington. There is no real indication they will ever return
- There is a dependence on the big projects out of our control, like Nuclear New Build, The 407, and GO Train.
- Concern was expressed about Municipal red tape businesses seeking to build or expand experience
- There is a lack of serviced lands for industrial projects to build quickly and economically.
- The building of the incinerator will discourage new businesses to locate in Clarington
- Downtown cores exemplify the health of the community. If they are perceived to be in decline, then the community in general will be perceived that way making it harder to attract businesses to relocate here
- Clarington brand does not conjure up a sense of a strong vibrant community that would attract cutting edge business.

“What can be done to make this even better?”:

- Create a comprehensive economic development plan that is agreed upon by all levels of government
- Look at ways to reduce Municipality red tape. Include looking breaking down departmental silos to ensure that bureaucratic slow down is not a result of cross departmental communication.
- Make infrastructure projects such as building serviced lands a priority
- Develop an effective/convincing promotion plan for Clarington

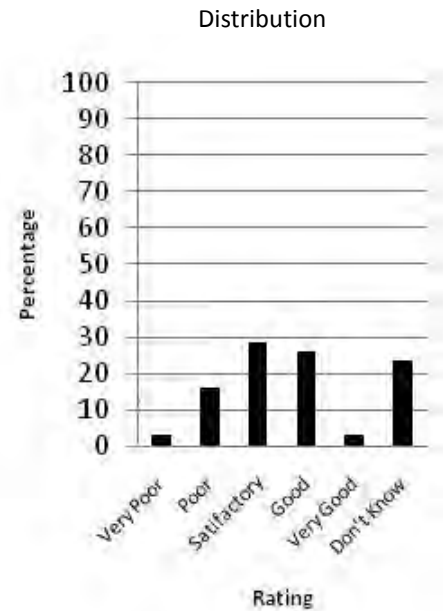
Categories: Economic Development/Job Creation

2. Supporting existing businesses in Clarington. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
19%	29%	29%	24%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	18%	25%	32%	25%
	51 and older	22%	34%	25%	20%
<i>Work Location</i>	In Clarington	19%	41%	29%	12%
	Outside of Clarington	11%	21%	33%	36%
	Neither	20%	23%	33%	25%
<i>Years Living in Clarington</i>	10 years or under	25%	18%	29%	27%
	11 to 20 yrs	14%	26%	33%	26%
	Over 20 yrs	18%	35%	28%	19%
<i>Location of Residence</i>	Bowmanville	20%	33%	29%	18%
	Courtice	4%	20%	36%	40%
	All other Locations	32%	29%	23%	16%



Summary of Comments

Number of Comments: Reasons for your ratings: 59 What can be done to make this even better: 56

Positive sentiments expressed:

- Clarington Board of Trade is doing a good supporting existing business

Concerns expressed:

- Challenges facing downtown businesses
 - Less customers due to big box stores
 - High rent
 - Store vacancies
 - Absentee landlords have not be discriminating who store are rented to
 - Inconvenient parking, store hours and snow clearing
 - Downtown traffic congestion
 - Aging infrastructure
- The sign by-law
- Municipal red tape and zoning laws

“What can be done to make this even better?”:

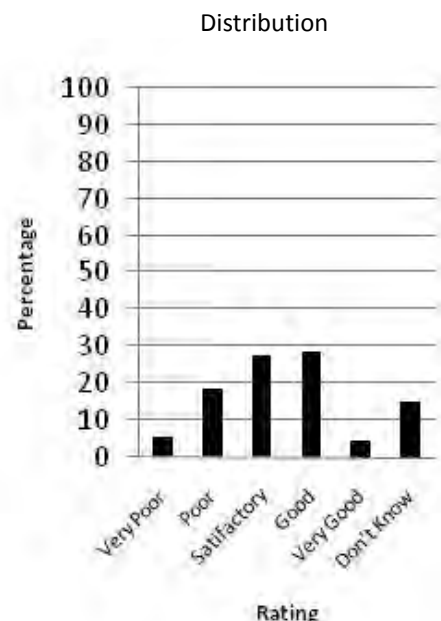
- Enhance downtown parking
- Encourage extended and consistent hours for downtown retail
- Review municipality red tape, permits and bylaws as they pertain to business
- Promote buying local

Categories: Economic Development/Job Creation
3. Assisting and enhancing downtown business areas of Clarington. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
24%	28%	33%	15%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	19%	22%	38%	22%
	51 and older	30%	34%	28%	8%
<i>Work Location</i>	In Clarington	21%	30%	35%	14%
	Outside of Clarington	20%	20%	39%	20%
	Neither	26%	33%	28%	13%
<i>Years Living in Clarington</i>	10 years or under	23%	21%	25%	30%
	11 to 20 yrs	26%	26%	33%	16%
	Over 20 yrs	24%	32%	37%	6%
<i>Location of Residence</i>	Bowmanville	27%	29%	33%	11%
	Courtice	18%	20%	37%	25%
	All other Locations	24%	33%	30%	13%



Summary of Comments

Number of Comments: Reasons for your ratings: 68 What can be done to make this even better: 77

Positive sentiments expressed:

- Historic look
- Effective work on the part of the BIAs
- Downtown festivals
- Friendly hometown atmosphere

Concerns expressed:

- Less customers due to big box stores
- High rent
- Store vacancies
- Absentee landlords are not be discriminating who stores are rented to
- Inconvenient parking, store hours, snow clearing and traffic congestion
- Aging infrastructure/needs a facelift
- Courtice does not have a real downtown

“What can be done to make this even better?”:

- Develop a comprehensive Clarington Downtowns revitalization strategy plan
- Carry out a complete Courtice downtown makeover
- More street/entertainment events in the downtown core especially during the summer months
- Feature the downtown cores on signage and displays exiting the 401
- Use gas tax to make aesthetic improvements to downtown areas
- Hold regular farmers markets in each of the downtown centres during the summer months
- Focus on the historic element of the area and create tourist activities like self-guided walks through the historic downs of Clarington
- Provide tax breaks incentives for key businesses that would enhance the downtown core to move in.

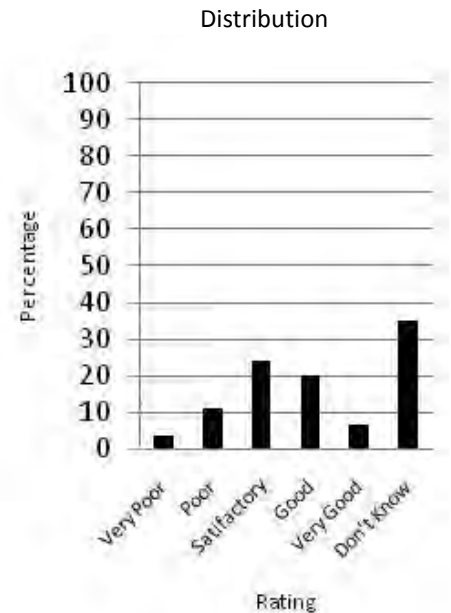
Categories: Economic Development/Job Creation

4. Supporting the agricultural community in Clarington. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
14%	24%	27%	35%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	11%	24%	30%	35%
	51 and older	18%	26%	22%	34%
<i>Work Location</i>	In Clarington	9%	24%	40%	28%
	Outside of Clarington	17%	24%	19%	40%
	Neither	13%	26%	18%	42%
<i>Years Living in Clarington</i>	10 years or under	13%	20%	25%	42%
	11 to 20 yrs	12%	20%	20%	49%
	Over 20 yrs	17%	28%	30%	25%
<i>Location of Residence</i>	Bowmanville	17%	21%	28%	34%
	Courtice	8%	22%	25%	45%
	All other Locations	17%	31%	25%	27%



Summary of Comments

Number of Comments: Reasons for your ratings: 75 What can be done to make this even better: 59

Positive sentiments expressed:

- Very fertile land in Clarington
- Many examples of successful/award winning farmers
- Agriculture has the ear of council
- Local festivals feature agriculture
- New agricultural businesses like Algoma have opened up in Clarington
- There is huge potential for agri-tourism
- There is an increased interest in 100 km diet and healthy eating
- The Newcastle Farmers Market has been successful
- Some area restaurants and caterers use locally grown produce

Concerns expressed:

- Residential growth in Clarington continues to displace farms (on some of the most fertile soil in the area)
- Traffic from growth interfering with farmers’ day to day operations
- Food safety concerns over emissions from St Mary’s and the soon to be built garbage incinerator
- Less expensive imported produce is being sold at grocery stores throughout Clarington
- Tree farms and nurseries

“What can be done to make this even better?”:

- Farmers Markets in Courtice, Bowmanville and Orono (in addition to the existing market held in Newcastle)
- Take a serious look at Agri-tourism and develop an action plan
- Create Clarington Grown logo, advertising campaign, encourage local restaurants/caterers that use locally grown to feature the logo. Encourage Clarington grocery stores to carry locally grown foods and display the Clarington Grown Logo to encourage customers to purchase these items
- Help our local agricultural community even the playing field with imported produce.

Categories: Economic Development/Job Creation

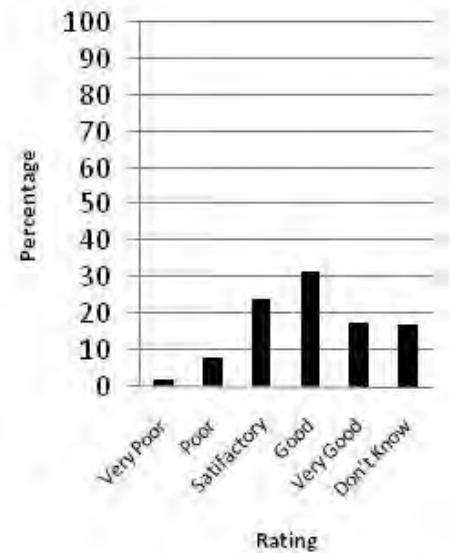
5. Actively supporting the establishment of large-scale projects in Clarington, such as: Nuclear New Build, Nuclear Refurbishment, and the establishment of a post-secondary satellite facility. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
10%	24%	49%	17%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	7%	21%	54%	19%
	51 and older	15%	27%	44%	15%
<i>Work Location</i>	In Clarington	7%	24%	57%	12%
	Outside of Clarington	11%	26%	43%	20%
	Neither	13%	23%	53%	13%
<i>Years Living in Clarington</i>	10 years or under	5%	17%	50%	28%
	11 to 20 yrs	8%	25%	53%	15%
	Over 20 yrs	15%	26%	47%	12%
<i>Location of Residence</i>	Bowmanville	10%	25%	48%	16%
	Courtice	8%	16%	55%	20%
	All other Locations	11%	28%	46%	15%

Distribution



Summary of Comments

Number of Comments: Reasons for your ratings: 78 What can be done to make this even better: 58

Positive sentiments expressed:

- Major job and economic development opportunities
- Energy and Science Parks is a start in the right direction
- These projects have great potential, however the Municipality needs to insure that the appropriate infrastructure and services is in place to insure that Clarington is not overwhelmed but population and industrial growth
- The community is very supportive about these projects

Concerns expressed:

- Too much focus on mega projects, not enough concentration on the standard economic development
- We are not doing a enough to move these projects forward
- Concern about the safety related to these major projects (especially Nuclear New Build)
- Concern that Clarington is not prepared for the population influx related to these projects

“What can be done to make this even better?”:

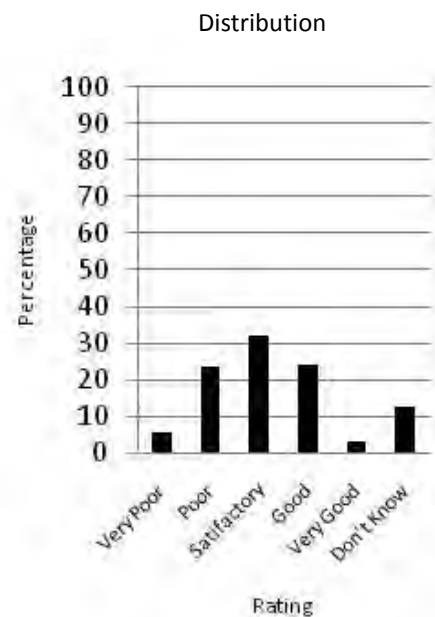
- Have all levels of government working together to move these projects along
- Public education on safe nuclear and benefits to the community
- Large scale alternative energy projects should also be considered as well.
- Activities to rally the community behind these projects.

Categories: Economic Development/Job Creation
6. Growing Clarington's tourism industry. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
29%	32%	27%	12%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	30%	30%	25%	15%
	51 and older	30%	35%	26%	9%
<i>Work Location</i>	In Clarington	31%	31%	29%	10%
	Outside of Clarington	34%	27%	20%	19%
	Neither	15%	40%	38%	8%
<i>Years Living in Clarington</i>	10 years or under	35%	30%	21%	14%
	11 to 20 yrs	26%	35%	23%	16%
	Over 20 yrs	28%	32%	31%	10%
<i>Location of Residence</i>	Bowmanville	30%	29%	27%	14%
	Courtice	22%	33%	27%	18%
	All other Locations	35%	35%	25%	6%



Summary of Comments

Number of Comments: Reasons for your ratings: 91 What can be done to make this even better: 77

Positive sentiments expressed:

- Clarington is developing a strong brand
- Good tourism brochures have been developed
- Clarington is well situated as a day-trip destination for people living in the GTA
- Clarington has great potential as a popular tourism destination (examples, abundance of agriculture – agri-tourism, extensive waterfront and close proximity to Toronto).
- A strong tourism industry would have major economic benefits
- Country adventures and festivals are positive indicators for the potential of Clarington tourism

Concerns expressed:

- Clarington does not have much to offer
- Focusing on tourism is a waste of money
- Clarington tourism has never been a priority
- We do not appear to have a coherent strategy
- We are not doing enough while other communities around us are doing so much more in tourism. We are far behind.

“What can be done to make this even better?”:

- Develop a comprehensive tourism plan
- Look into agri-tourism and arts/culture tourism strategy along the lines of Prince Edward County and Cobourg
- We need to look at an effective advertising campaign
- Money needs to be invested in tourism

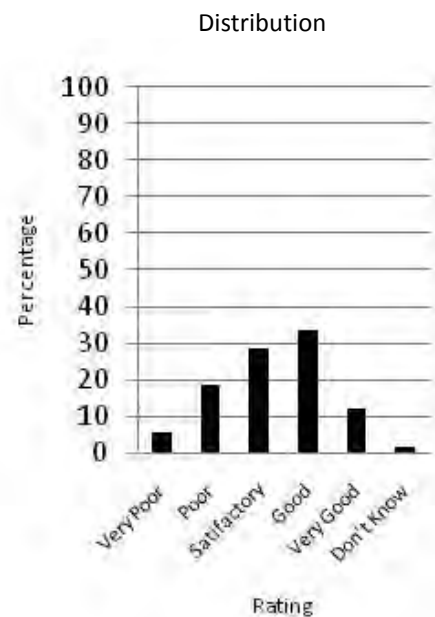
Categories: Community Development

1. Preserving our community's visual appeal. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
24%	28%	46%	2%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	21%	25%	53%	1%
	51 and older	27%	34%	39%	1%
<i>Work Location</i>	In Clarington	21%	26%	52%	0%
	Outside of Clarington	20%	33%	44%	3%
	Neither	33%	14%	53%	0%
<i>Years Living in Clarington</i>	10 years or under	22%	33%	45%	0%
	11 to 20 yrs	27%	27%	44%	2%
	Over 20 yrs	24%	27%	47%	2%
<i>Location of Residence</i>	Bowmanville	34%	24%	41%	1%
	Courtice	20%	31%	44%	4%
	All other Locations	13%	31%	56%	0%



Summary of Comments

Number of Comments: Reasons for your ratings: 107 What can be done to make this even better: 84

Positive sentiments expressed:

- Respondents particularly enjoy the downtowns of Bowmanville, Newcastle and Orono.
- The mix of rural and urban across Clarington is appealing.
- There is adequate landscaping and new buildings that adhere to architectural “old town” feel is commendable.

Concerns expressed:

- A combination of poor planning and openness to “big-box” stores has contributed to urban sprawl.
- Many buildings have become dilapidated and ineffective enforcement of standards has led to a decline in appearance. An abundance of unnecessary signs has also contributed to a decline in appearance.
- Clarington may be sacrificing what is unique about this area by embracing large-scale developments and “big-box” stores.
- There are empty storefronts in downtown cores, an excess of commercial signs, a lack of public green spaces, and derelict properties.
- Courtice does not have a defined down town area.
- The downtown cores of Bowmanville, Newcastle and Orono may be pleasing, but outside of those areas require attention.
- There is graffiti and a perceived prevalence of commercial signs that is unappealing.

“What can be done to make this even better?”:

- Create a more efficient method of reporting “eye-sores” and other infractions to the Municipality (e.g. internet reporting system) and then improve the enforcement of by-laws.
- Encourage more public spaces that are pedestrian centric such as: as community gardens, parks, pathways, bandstands, picnic areas, etc.
- Utilize student volunteer hours for clean-ups and community landscaping
- Require new businesses adhere to existing aesthetics and learn from other municipalities.
- There are opportunities for more green spaces, trails and pedestrian friendly areas.
- Enforcement of by-laws that protect the appearance of buildings would be beneficial.
- There is a significant opportunity to develop our waterfront areas.

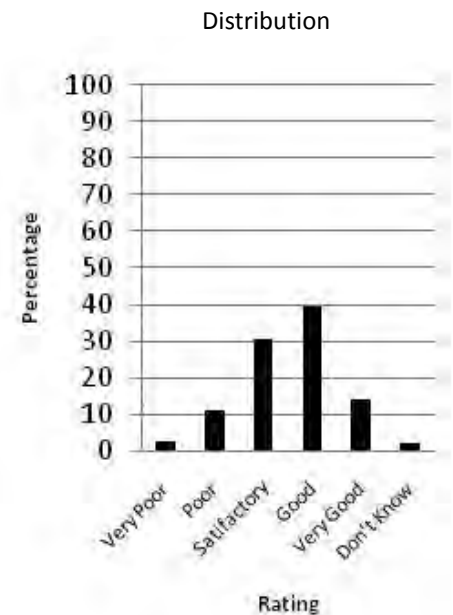
Categories: Community Development

2. Preserving our community's small town and/or historical ambience. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
14%	31%	53%	2%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	10%	28%	60%	2%
	51 and older	17%	34%	48%	1%
<i>Work Location</i>	In Clarington	11%	26%	62%	0%
	Outside of Clarington	11%	32%	53%	5%
	Neither	16%	34%	50%	0%
<i>Years Living in Clarington</i>	10 years or under	17%	21%	60%	2%
	11 to 20 yrs	12%	33%	53%	2%
	Over 20 yrs	13%	35%	51%	2%
<i>Location of Residence</i>	Bowmanville	19%	27%	52%	1%
	Courtice	8%	28%	58%	6%
	All other Locations	12%	37%	51%	0%



Summary of Comments

Number of Comments: Reasons for your ratings: 91 What can be done to make this even better: 66

Positive sentiments expressed:

- A small town/historical feel is an important feature and downtown festivals and events help to promote the area.

Concerns expressed:

- Outside of the downtown cores, subdivisions do not have a “neighbourhood” feel.
- There is an imbalance between the historical nature of our existing downtown cores and more sterile subdivisions.
- Growth of the area is not being managed in a way that is supportive of the historical.

“What can be done to make this even better?”:

- There is more that can be done to promote the historical areas of Clarington
- Monitor and maintain buildings and streetscapes and avoid dilapidation.
- Expand the events in downtown cores and around the municipality of an historical nature.
- Strive to preserve historical areas and several respondents have cited Camp 30 as an example.

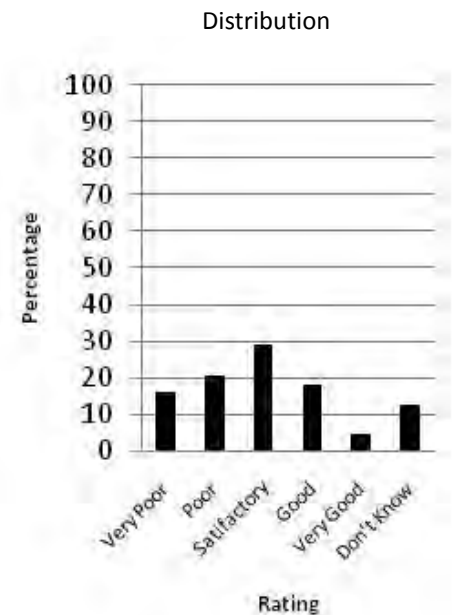
Categories: Community Development

3. Implementing a "green" community strategy. (Rate Clarington in this area)

"Very Poor" or "Poor"	"Satisfactory"	"Good" or "Very Good"	"Don't Know"
37%	29%	26%	7%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	34%	30%	31%	4%
	51 and older	39%	31%	20%	10%
<i>Work Location</i>	In Clarington	32%	32%	32%	3%
	Outside of Clarington	41%	32%	21%	6%
	Neither	36%	21%	33%	9%
<i>Years Living in Clarington</i>	10 years or under	34%	26%	32%	8%
	11 to 20 yrs	33%	35%	28%	5%
	Over 20 yrs	41%	29%	22%	7%
<i>Location of Residence</i>	Bowmanville	33%	36%	23%	8%
	Courtice	32%	25%	38%	6%
	All other Locations	47%	25%	20%	8%



Summary of Comments

Number of Comments: Reasons for your ratings: 103 What can be done to make this even better: 78

Positive sentiments expressed:

- The move to recycling and composting pickup has been well received.

Concerns expressed:

- The incinerator is a detriment to the numerous opportunities for expanding "green" efforts across the municipality, it will impact our health, and will hurt credibility in this area.

"What can be done to make this even better?":

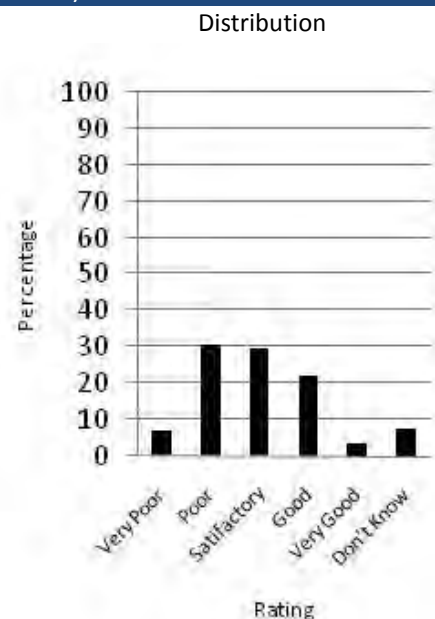
- Although this issue seems overwhelming to some respondents, many were able to supply several examples where the Municipality could perhaps lead, promote, create or build greener solutions. For example: Create a comprehensive community strategy, expand public transit, provide tax incentives for businesses and homes, increase our waste diversion, expand bike-lanes and paths, Leeds certification for municipal buildings, etc.
- The Municipality should lead by example.

Categories: Community Development
4. Effectively managing residential and commercial growth. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
36%	29%	22%	13%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	35%	24%	29%	12%
	51 and older	42%	33%	14%	11%
<i>Work Location</i>	In Clarington	36%	32%	19%	14%
	Outside of Clarington	40%	21%	29%	11%
	Neither	34%	34%	17%	14%
<i>Years Living in Clarington</i>	10 years or under	43%	17%	21%	19%
	11 to 20 yrs	36%	31%	26%	8%
	Over 20 yrs	34%	33%	22%	11%
<i>Location of Residence</i>	Bowmanville	39%	30%	17%	14%
	Courtice	38%	20%	30%	12%
	All other Locations	32%	36%	24%	8%



Summary of Comments

Number of Comments: Reasons for your ratings: 99 What can be done to make this even better: 85

Positive sentiments expressed:

- Clarington’s growth has been balanced and stable.

Concerns expressed:

- Residential growth has outpaced the growth of industry and service capacity.
- Generally, the development of Clarington has lacked a holistic approach where: the quality of life is considered alongside the quantity of development, the infrastructure and service capacity is balanced with the demands of the population, sufficient employment exists within the area so that residents can live and work in Clarington.

“What can be done to make this even better?”:

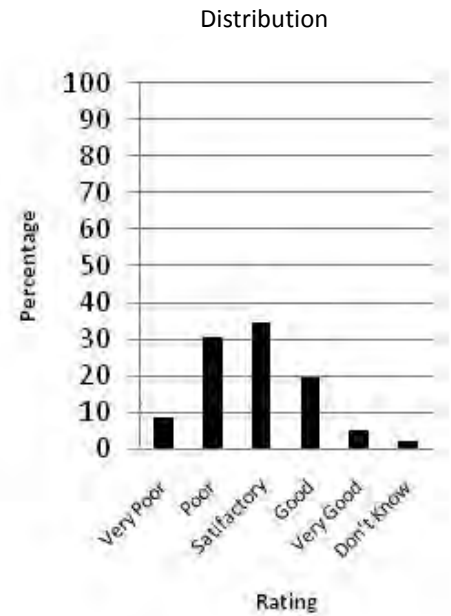
- Although respondents provided numerous examples of the kinds of development they would like to see, (e.g. a new Bowmanville pool, broad-band internet across the municipality and improving roads) comments generally expressed a desire for a more balanced approach to growth with emphasis on quality of life, employment within the area and balancing residential, commercial and industrial growth.
- Some areas for improvement such as: expanding industrial development, limiting urban sprawl and increasing our pedestrian areas.

Categories: Community Development
5. Improving and expanding all modes of transportation (including roads, public transportation, biking, walking, etc.)
(Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
39%	34%	24%	2%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	35%	35%	28%	1%
	51 and older	44%	34%	21%	1%
<i>Work Location</i>	In Clarington	33%	42%	23%	2%
	Outside of Clarington	38%	29%	31%	2%
	Neither	43%	34%	23%	0%
<i>Years Living in Clarington</i>	10 years or under	35%	29%	33%	2%
	11 to 20 yrs	44%	23%	33%	0%
	Over 20 yrs	40%	41%	17%	2%
<i>Location of Residence</i>	Bowmanville	40%	33%	27%	1%
	Courtice	40%	25%	30%	6%
	All other Locations	38%	46%	15%	0%



Summary of Comments

Number of Comments: Reasons for your ratings: 113 What can be done to make this even better: 102

Positive sentiments expressed:

- Generally, the expanding 407 and GO transit will be an excellent development for the area.
- The recent expansion of walking trails and bike path
- Prompt road snow clearing
- Establishment of public transit in Clarington

Concerns expressed:

- The 407 and GO train are along-time coming:
- Local bus routes are inefficient and wandering taking too long to use
- Subdivisions are mostly car-centric,
- Roads are in need of repair and traffic in the cores is turning to gridlock.
- There is a lack of connected network walking and cycling trails
- Public transit should not be subsidized

“What can be done to make this even better?”:

- Demonstrate how the Municipality is dealing current and future traffic gridlock and road repairs.
- More biking and walking paths (a connected network of paths linking subdivisions, towns, shopping areas)
- Waterfront paths, light rail and interconnect all modes of transportation across Clarington.
- Bus routes need to be revisited
- The 407 and GO train must be brought to the area.

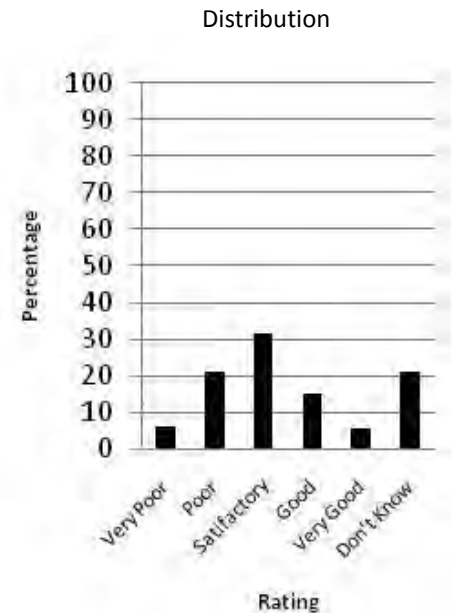
Categories: Community Development

6. Preparing for future growth in Clarington. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
27%	32%	20%	21%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	28%	33%	24%	15%
	51 and older	28%	33%	18%	23%
<i>Work Location</i>	In Clarington	31%	39%	20%	10%
	Outside of Clarington	26%	30%	20%	24%
	Neither	13%	32%	23%	32%
<i>Years Living in Clarington</i>	10 years or under	27%	27%	25%	21%
	11 to 20 yrs	18%	31%	23%	28%
	Over 20 yrs	32%	34%	17%	18%
<i>Location of Residence</i>	Bowmanville	27%	34%	19%	20%
	Courtice	18%	31%	29%	22%
	All other Locations	35%	29%	14%	22%



Summary of Comments

Number of Comments: Reasons for your ratings: 82 What can be done to make this even better: 65

Positive sentiments expressed:

- Investing in facilities in the past and in the present will ensure that Clarington is prepared for future growth.
- Consulting the public is a positive approach.
- The 407 and GO Trail will be welcome additions to the area.

Concerns expressed:

- More consultation with the public is a positive approach because sometimes changes are made and the public finds out *after* changes are implemented.
- With an aging population and projects like nuclear refurbishment planned, some people are unsure whether the municipality truly ready to accommodate future growth
- There is an imbalance between residential and commercial growth and a lack of service capacity.

“What can be done to make this even better?”:

- Adopt a long-term approach and examine and revise goals at regular intervals.
- Increase our serviced lands to encourage more industrial development in the area.

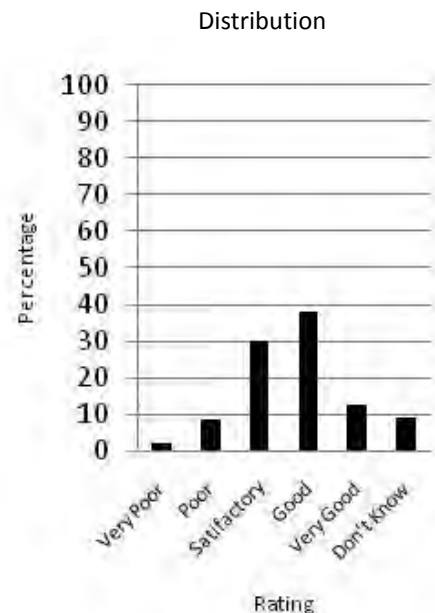
Categories: Citizen Engagement

1. Quality and value when residents and/or businesses use municipal services and facilities. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
10%	30%	51%	9%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	5%	31%	58%	5%
	51 and older	15%	30%	44%	10%
<i>Work Location</i>	In Clarington	7%	29%	59%	5%
	Outside of Clarington	7%	36%	49%	8%
	Neither	12%	18%	55%	15%
<i>Years Living in Clarington</i>	10 years or under	7%	37%	41%	15%
	11 to 20 yrs	5%	26%	56%	13%
	Over 20 yrs	15%	28%	54%	3%
<i>Location of Residence</i>	Bowmanville	6%	33%	54%	6%
	Courtice	12%	26%	52%	10%
	All other Locations	16%	28%	44%	12%



Summary of Comments:

Number of Comments: Reasons for your ratings: 75 What can be done to make this even better: 38

Positive sentiments expressed:

- Excellent facilities and services
- Facilities are equivalent to those in larger communities
- Libraries are especially good
- Facilities are clean and well maintained
- A good selection of meeting rooms
- Staff provide good customer service

Concerns expressed:

- Squash courts in Bowmanville are in high demand and require renovation
- Bowmanville recreational facilities are not maintained as well as facilities in Clarington
- Concerns about public funding of recreational facilities
- More variety is offered in Oshawa, and usage rates are less expensive
- Garbage pickup could be more reliable
- Businesses are concerned about red tape and lack of communication between departments

“What can be done to make this even better?”:

- Streamline municipal government processes
- Merge economic development with the planning and engineering departments
- Focus on customer service training
- Build more facilities suitable for the increasing aging population
- Upgrade Bowmanville’s Splash facility
- Look at ways to contract out more municipal services

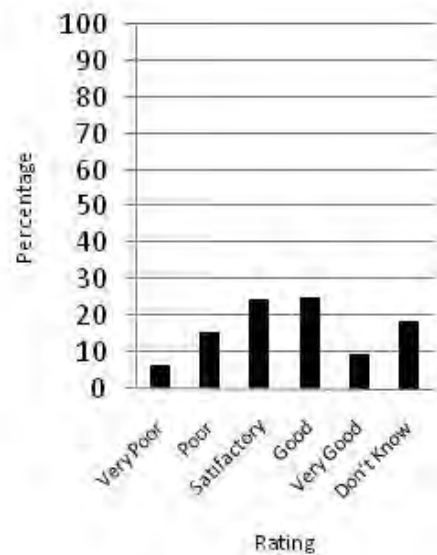
Categories: Citizen Engagement
2. Residents and businesses can easily access information about what takes place at Municipal Council. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
22%	24%	35%	18%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	17%	24%	36%	23%
	51 and older	29%	26%	35%	11%
<i>Work Location</i>	In Clarington	22%	34%	33%	10%
	Outside of Clarington	24%	17%	35%	24%
	Neither	20%	23%	31%	26%
<i>Years Living in Clarington</i>	10 years or under	13%	21%	28%	38%
	11 to 20 yrs	22%	32%	41%	5%
	Over 20 yrs	28%	22%	37%	14%
<i>Location of Residence</i>	Bowmanville	18%	30%	34%	19%
	Courtice	19%	19%	35%	27%
	All other Locations	31%	22%	37%	10%

Distribution



Summary of Comments.

Number of Comments: Reasons for your ratings: 75 What can be done to make this even better: 45

Positive sentiments expressed:

- The website contains an abundance of information
- Televised council meetings are an excellent way to find out what is going on at council
- Newspapers do a good job of informing residents
- Councillors using social media have been helpful at explaining what council is doing
- Previously, the mayor’s corner in the newspaper was an excellent source of information

Concerns expressed:

- Council is confusing for the casual observer
 - It is unclear what is going on
 - Finding information on the website is difficult
- Television broadcast of council is infrequent and only accessible if you subscribe to Rogers Cable
- Too many decisions are being made in-camera

“What can be done to make this even better?”:

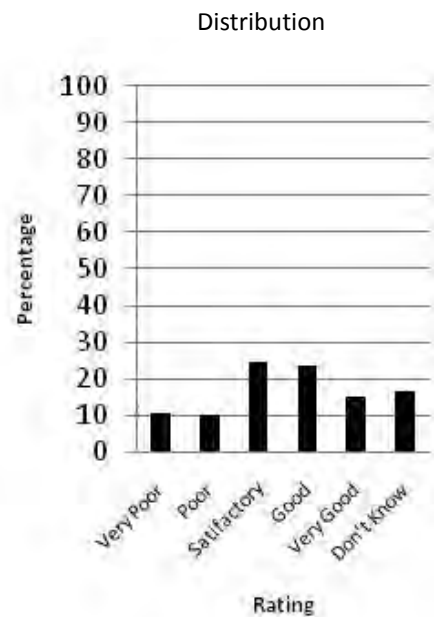
- Education program to inform people how council functions
- More explanations at council designed to help inform the casual observer what is taking place at council meetings
- More emphasis on transparency
- Revamp the website to make it easier to access information (such as meeting minutes and agendas) for the casual user
- Stream council meetings online rather through Rogers Television
- Hold informal regular Ward meetings

Categories: Citizen Engagement
3. Residents and businesses can effectively dialogue with the Municipality (including staff and elected officials). (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
20%	25%	38%	16%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	18%	26%	36%	20%
	51 and older	24%	24%	40%	12%
<i>Work Location</i>	In Clarington	19%	33%	37%	11%
	Outside of Clarington	19%	16%	40%	24%
	Neither	14%	26%	37%	23%
<i>Years Living in Clarington</i>	10 years or under	10%	23%	35%	31%
	11 to 20 yrs	28%	23%	35%	15%
	Over 20 yrs	22%	26%	42%	10%
<i>Location of Residence</i>	Bowmanville	16%	34%	34%	16%
	Courtice	18%	14%	45%	24%
	All other Locations	28%	22%	40%	10%



Summary of Comments.

Number of Comments: Reasons for your ratings: 73 What can be done to make this even better: 42

Positive sentiments expressed:

- Mayor, council and staff are approachable.
 - Visible in the community
 - Accessible via phone, email and in person
 - Responses tend to be prompt, professional and accommodating

Concerns expressed:

- Municipal office hours are limited
- There is inconsistency on how efficiently issues are dealt with
- The past council was not responsive
- Communication between departments is not always strong
- Council sometimes does not appear to be attending to delegations
- There is no clear mechanism for dialogue.
- A more organized online communication strategy would be helpful
- Political infighting results in poor decision-making

“What can be done to make this even better?”:

- Hold town hall meetings across the Municipality
- Create a state of Municipality video and display it online and at the various facilities across the municipality
- Flex hours during tax time
- Look into ways to modernize the delegation process. Perhaps look into incorporating social media, etc.
- Apply techniques to reduce infighting on council to ensure the highest quality of decisions are being made.

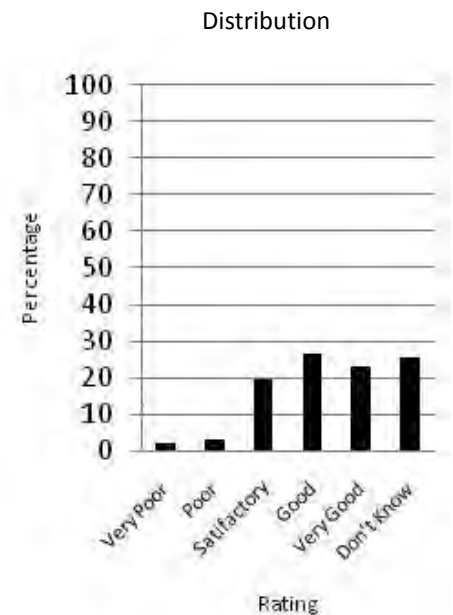
Categories: Citizen Engagement

4. There is a strong and effective volunteer base in our community. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
5%	20%	49%	26%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	7%	17%	42%	34%
	51 and older	2%	24%	57%	16%
<i>Work Location</i>	In Clarington	5%	15%	57%	23%
	Outside of Clarington	6%	27%	30%	38%
	Neither	0%	14%	61%	25%
<i>Years Living in Clarington</i>	10 years or under	6%	20%	29%	45%
	11 to 20 yrs	10%	20%	45%	25%
	Over 20 yrs	2%	20%	61%	17%
<i>Location of Residence</i>	Bowmanville	5%	20%	48%	27%
	Courtice	8%	14%	41%	37%
	All other Locations	4%	23%	60%	13%



Comments

4. There is a strong and effective volunteer base in our community.

Number of Comments: Reasons for your ratings: 66 What can be done to make this even better: 44

Positive sentiments expressed:

- There is a wonderful volunteer base
- Volunteer base is tied to the Clarington’s small town
- Our social safety nets would have significant gaps in it if it were not for Clarington’s volunteer base
- Children’s activities are well supported
- Higher profile events such as festivals have ample volunteers

Concerns expressed:

- Our volunteer base is dwindling
- Communities such as Courtice experience a significant shortage
- There are limited volunteer opportunities

“What can be done to make this even better?”:

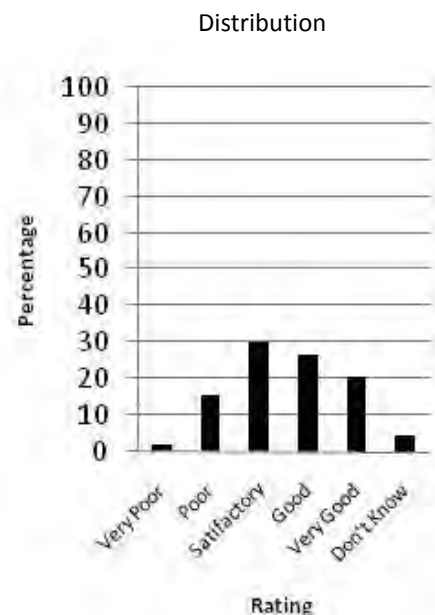
- Create a central to promote volunteerism and volunteer opportunities
- Create a volunteer website to advertise volunteer opportunities
- Develop meaningful ways to recognize volunteers
- Communicate what impact volunteers work has had on the Clarington community

Categories: Services for Residents
1. Indoor and/or outdoor recreational facilities are meeting current and future demands. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
18%	30%	47%	5%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	20%	29%	51%	0%
	51 and older	15%	32%	44%	9%
<i>Work Location</i>	In Clarington	13%	33%	51%	3%
	Outside of Clarington	25%	31%	43%	0%
	Neither	15%	21%	58%	6%
<i>Years Living in Clarington</i>	10 years or under	27%	22%	47%	4%
	11 to 20 yrs	12%	34%	46%	7%
	Over 20 yrs	16%	32%	48%	3%
<i>Location of Residence</i>	Bowmanville	19%	35%	44%	2%
	Courtice	21%	27%	48%	4%
	All other Locations	13%	26%	51%	9%



Summary of Comments

Number of Comments: Reasons for your rating: 128 What can be done to make this even better: 106

Positive sentiments expressed:

- Clarington has excellent facilities and they are well maintained.
- There is a feeling that current demands are being met.

Concerns expressed:

- Clarington has many excellent facilities and some facilities that are not as well maintained or are in need of improvement in order to accommodate future growth.
- There is a feeling that some programs require more time and space (i.e. ice time) and that we do not have sufficient music or art facilities or programs.
- There is a disparity between facilities, i.e. the Bowmanville pool is antiquated compared with the Courtice and Newcastle pools. Some facilities are not adequately cared for such as baseball diamonds.
- There is a need for expansion of squash courts, recreation trails, and ice times.

“What can be done to make this even better?”:

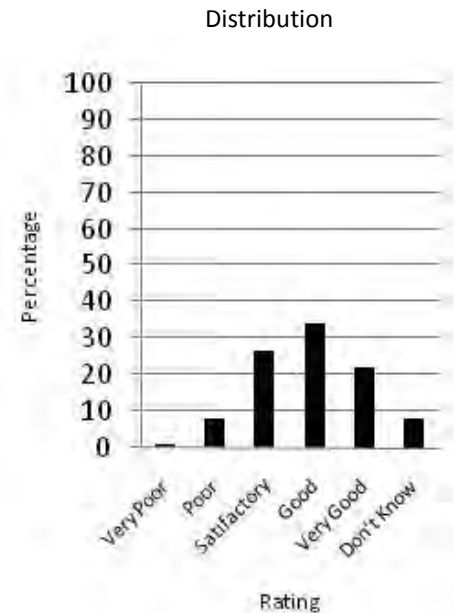
- Clarington should consider creating facilities that amalgamate all recreation under one roof (i.e. ice pads, swimming pools, libraries, gymnasiums, etc.)
- Some recreation facilities could be privatized.
- There is a need for more recreation trails and linking them with neighbourhoods and facilities.
- Clarington should develop its waterfront.
- Ensure that future expansion of current facilities or construction of additional facilities is done only with proper oversight and scrutiny to ensure that tax dollars are spent efficiently.

Categories: Services for Residents
2. Support for the development of community events and festivals across Clarington. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
9%	27%	56%	8%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	4%	28%	60%	8%
	51 and older	14%	28%	52%	6%
<i>Work Location</i>	In Clarington	10%	20%	63%	7%
	Outside of Clarington	6%	27%	58%	9%
	Neither	11%	29%	49%	11%
<i>Years Living in Clarington</i>	10 years or under	6%	20%	57%	16%
	11 to 20 yrs	18%	31%	49%	3%
	Over 20 yrs	6%	29%	59%	6%
<i>Location of Residence</i>	Bowmanville	11%	26%	55%	8%
	Courtice	4%	29%	55%	12%
	All other Locations	9%	26%	60%	4%



Summary of Comments

Number of Comments: Reasons for your rating: 93 What can be done to make this even better: 65

Positive sentiments expressed:

- Clarington has a range of events and activities and the Municipality is supportive of them.

Concerns expressed:

- There are not enough arts and cultural events in Clarington.
- Most events are centered around Bowmanville and not the smaller towns.
- There is a perception that volunteer efforts can be hindered by by-laws and regulations and insurance requirements.
- Promotion can be limited and more support is needed.

“What can be done to make this even better?”:

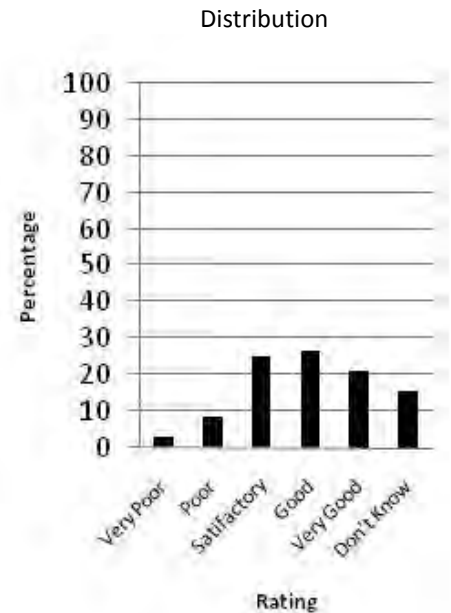
- Expand events and festivals across the municipality.
- Create events that can be marketed beyond Clarington and create events that are more than a single day.
- Seek out more sources of funding for community events.
- Create more spaces that can host/accommodate larger events.

Categories: Services for Residents
3. Emergency services are meeting the needs of Clarington now and in the future. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
12%	25%	48%	16%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	14%	27%	45%	14%
	51 and older	10%	25%	48%	18%
<i>Work Location</i>	In Clarington	15%	25%	49%	10%
	Outside of Clarington	14%	29%	40%	17%
	Neither	0%	24%	58%	18%
<i>Years Living in Clarington</i>	10 years or under	2%	26%	41%	30%
	11 to 20 yrs	20%	15%	56%	10%
	Over 20 yrs	13%	29%	48%	10%
<i>Location of Residence</i>	Bowmanville	11%	30%	44%	15%
	Courtice	17%	13%	54%	15%
	All other Locations	8%	29%	45%	18%



Summary of Comments

Number of Comments: Reasons for your ratings: 89 What can be done to make this even better: 60

Positive sentiments expressed:

- Clarington has excellent emergency services.
- The new fire hall and staff in Newcastle is a welcome addition.

Concerns expressed:

- There is some concern over the future of Bowmanville Hospital and accommodating future growth.
- Respondents expressed their concerns and supplied anecdotal evidence of delays in response time for both fire and EMS.
- Concerns that there is a rural/urban split with service coverage i.e. some rural service is not comparable with urban areas.
- Concerns that EMS and Fire are experiencing understaffing. Further anecdotal evidence of delays in response times.

“What can be done to make this even better?”:

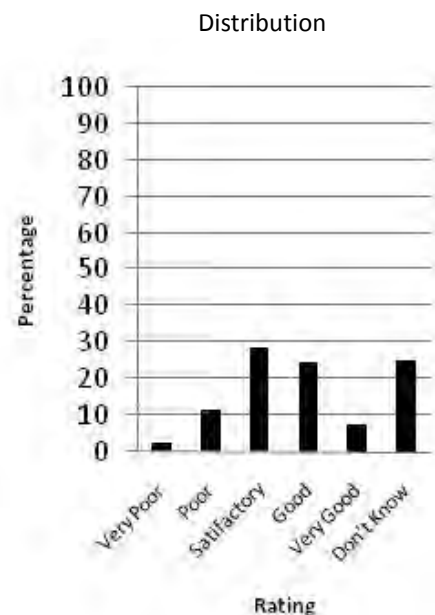
- Expand services to accommodate future growth of Clarington.
- Review the master fire-plan.
- Attract more physicians to the area.
- Ensure GPS locations for EMS and Fire are accurate. (Some anecdotal evidence of incorrect addresses leading to delays in emergency service.)

Categories: Services for Residents
4. Youth and older adult services meet current and future demands. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
14%	28%	32%	25%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	11%	29%	31%	29%
	51 and older	18%	30%	31%	21%
<i>Work Location</i>	In Clarington	12%	36%	36%	17%
	Outside of Clarington	17%	28%	20%	35%
	Neither	11%	25%	47%	17%
<i>Years Living in Clarington</i>	10 years or under	17%	15%	31%	38%
	11 to 20 yrs	8%	36%	28%	28%
	Over 20 yrs	14%	33%	35%	18%
<i>Location of Residence</i>	Bowmanville	7%	37%	22%	34%
	Courtice	17%	21%	44%	17%
	All other Locations	20%	24%	35%	20%



Category: Services For Residents

Number of Comments: Reasons for your ratings: 84 What can be done to make this even better: 54

Positive sentiments expressed:

- Respondents praised the programming at the Clarington Older Adults Centre.
- Some positively note the recreation facilities available in Clarington.

Concerns expressed:

- Concerns that programs for adults will have to be significantly expanded in order to accommodate an aging population.
- There was some concern that there are not enough programs for youth.

“What can be done to make this even better?”:

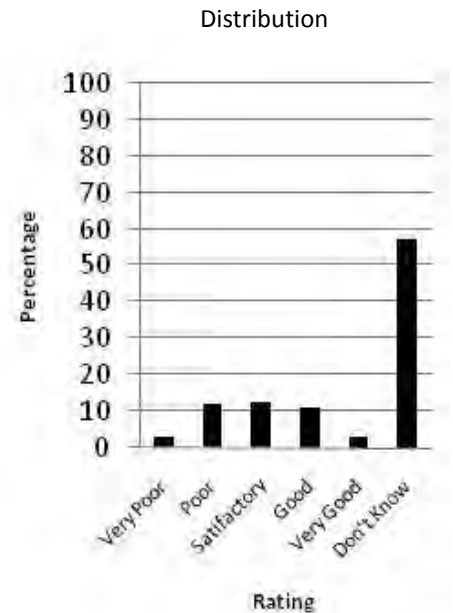
- Expanding programs for adults to accommodate an aging population. E.g. longer hours of operation, multi-use facilities, outdoor activities, etc.
- Expand youth programming to all townships rather than a centralized youth centre.
- Give youth a more active role in the community through working with older adults and volunteer groups, forming youth committees, etc.

Categories: Services for Residents
5. There is adequate care available for the infirm and disadvantaged. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
15%	13%	14%	57%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	14%	7%	16%	62%
	51 and older	18%	19%	13%	49%
<i>Work Location</i>	In Clarington	13%	15%	13%	58%
	Outside of Clarington	15%	5%	12%	68%
	Neither	17%	17%	14%	51%
<i>Years Living in Clarington</i>	10 years or under	17%	6%	10%	67%
	11 to 20 yrs	15%	13%	15%	57%
	Over 20 yrs	15%	17%	17%	52%
<i>Location of Residence</i>	Bowmanville	13%	13%	9%	65%
	Courtice	22%	8%	22%	49%
	All other Locations	13%	15%	17%	55%



Summary of Comments

Number of Comments: Reasons for your ratings: 51 What can be done to make this even better: 32

Positive sentiments expressed:

- Community Care and similar organizations were praised for the work that they do in the community

Concerns expressed:

- Concern about a lack of doctors, retirement residences and nursing homes for an aging population.
- Concerns about hospital wait times, services for the elderly, services for the mentally or physically disabled, and creating accessible buildings.

“What can be done to make this even better?”:

- The predominant issue throughout this subject was how to address an aging population.
- All levels of government need to work together in this area to increase funding.

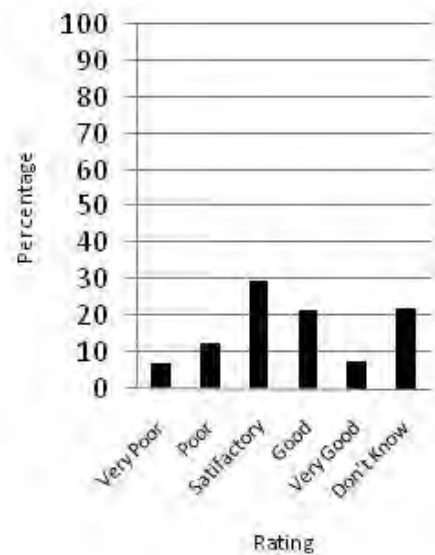
Categories: Services for Residents
6. The Municipality is effectively finding cost efficiencies while maintaining an appropriate level of services. (Rate Clarington in this area)

“Very Poor” or “Poor”	“Satisfactory”	“Good” or “Very Good”	“Don’t Know”
19%	29%	29%	22%

Demographic Splits

	Level	Very Poor or Poor	Satisfactory	Good or Very Good	Do Not Know
<i>AGE</i>	50 and under	16%	34%	32%	18%
	51 and older	23%	27%	25%	25%
<i>Work Location</i>	In Clarington	18%	37%	35%	10%
	Outside of Clarington	20%	28%	26%	26%
	Neither	23%	20%	31%	26%
<i>Years Living in Clarington</i>	10 years or under	9%	34%	21%	36%
	11 to 20 yrs	17%	32%	37%	15%
	Over 20 yrs	25%	27%	31%	18%
<i>Location of Residence</i>	Bowmanville	16%	34%	27%	23%
	Courtice	17%	28%	36%	19%
	All other Locations	26%	23%	26%	25%

Distribution



Summary of Comments

Number of Comments: Reasons for your ratings: 80 What can be done to make this even better: 52

Positive sentiments expressed:

- Although there is a dichotomy between more/less taxes vs. more/less services, there is a clear sentiment that the Municipality of Clarington is doing a good job of balancing services and taxes.

Concerns expressed:

- While Clarington does have modern facilities and services, there is a feeling that taxes continue to climb and there exist areas needing improvement such as facility maintenance.
- Some respondents claimed to have insufficient knowledge of this area to express and opinion.

“What can be done to make this even better?”:

- Concern that service levels are not in-line with tax increases and that there are cost efficiencies that can be found across the Municipality especially through conservation.
- Provide more information to the public on Municipal business in a variety of forums.
- Strive for more conservation and a more responsible mindset when spending tax dollars.
- Study and explore efficiencies, especially those that have worked in other municipalities.

Overview Questions:

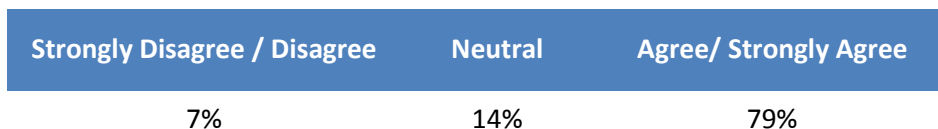
The final section of the survey included three overview questions designed to query how positive respondents were about living in Clarington.

The results show that though survey participants might be critical of some content areas, overall, residents are very positive about living in Clarington.

Quality of Life in your Community:



I am proud of the community I live in:



I receive good value for my tax dollar:

