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## *My City – Its Future*

### *Summary of the results of the Citizen Consultation*

October 5, 2015



Beaconsfield

Context and objectives



# Objectives

- Gain a better understanding of citizen needs and identify the priorities upon which the City should concentrate its efforts during the next three years – with the ultimate goal of improving quality of life for its citizens
- Three activities were conducted within the scope of the consultation:
  - A citizen survey
  - Interviews and Focus Groups with certain selected individuals/groups
  - A two-part Citizen Forum held on June 16 and 17, 2015

Fourteen topics were addressed by one or more consultation methods:

Topics	Survey	Interviews or Focus Groups	Citizen Forum
Identity of the city	X		
Customer service	X		
Communication with citizens	X	X	X
Citizen involvement	X	X	X
Park equipment	X	X	X
Sports and leisure infrastructure	X	X	X
Future of the yacht clubs		X	X
Urban planning	X		X
Heritage	X		X
Waste management	X	X	X
Water management		X	X
Protection of the tree canopy	X	X	X
Noise management	X		
Safety	X		

# Methodology



# Methodology – Citizen Survey

- 433 citizens responded to the survey.
- The target population includes Beaconsfield residents 18 years and older, capable of expressing themselves either in French or English.
- Margin of error of +/- 4,6 %, 19 times out of 20, based upon 14,775 Beaconsfield residents 18 years and older.

# Profile of Survey Respondents

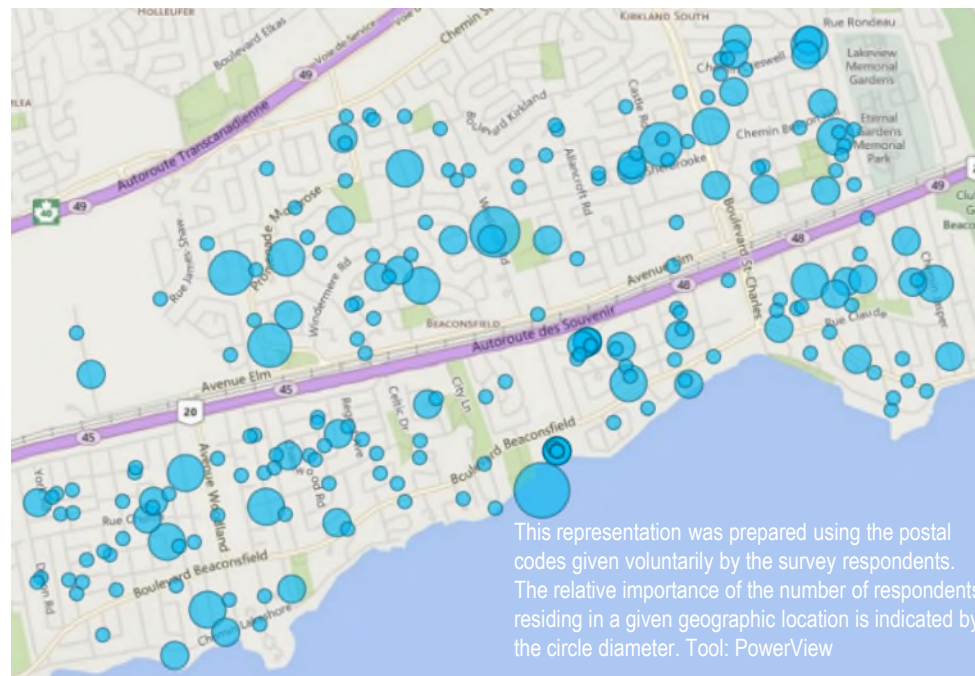
## Survey respondent profile

Age	Total (n=433)
18-25	0.8%
26-35	4.9%
36-45	17.1%
46-55	24.9%
56-65	20.6%
66-75	24.1%
76 and older	7.6%

## Population profile - 18 years and older (2011)

Population profile	Total (n=14,775)
18-25	12.7%
26-35	7.6%
36-45	16.7%
46-55	24.0%
56-65	18.3%
66-75	12.0%
76 and older	8.8%

## Geographic distribution of respondents



The 18 to 35 age group is underrepresented among survey respondents when compared to their presence in the total population, while, inversely, the 66 to 75 age group is overrepresented. The representativeness of other age groups is proportional to their presence in the total population.

# Methodology – Interviews and Focus Groups

<b>Interviews</b>
Beaconsfield Yacht Club
Lord Reading Yacht Club
Beaconsfield Historical Society
<b>Focus groups</b>
Youth aged between 17 and 20
Adults aged 65 and older
Environmental Advisory Committee



# Methodology – Citizen Forum

Evening of June 16	Evening of June 17
<b>Topics</b> <ul style="list-style-type: none"><li>▪ Urban planning</li><li>▪ Heritage</li><li>▪ Tree canopy</li><li>▪ Waste and water management</li></ul>	<b>Topics</b> <ul style="list-style-type: none"><li>▪ Communication with citizens</li><li>▪ Citizen involvement</li><li>▪ Park equipment</li><li>▪ Sports and leisure infrastructures and the future of the Yacht Clubs</li></ul>
Number of participants: 30	Number of participants: 25

# Results

Identity of Beaconsfield





# Consultation Summary

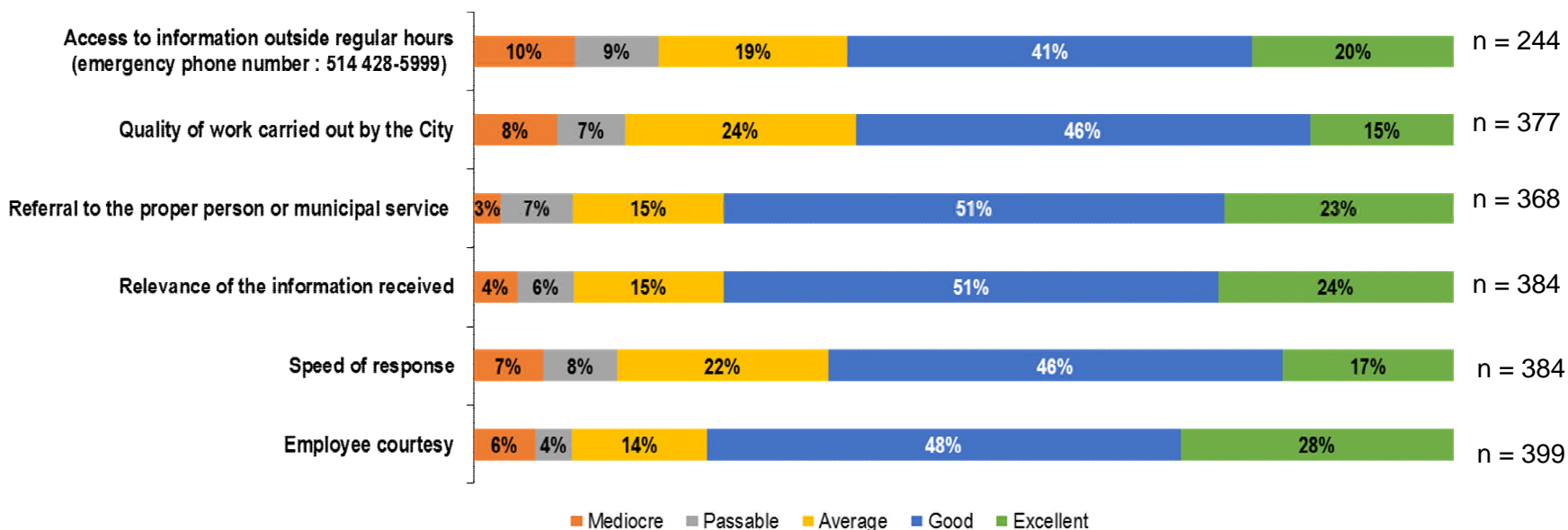
<b>Main issues</b>	<b>Suggested actions</b>
<ul style="list-style-type: none"><li>▪ Protecting and strengthening Beaconsfield's identity</li></ul>	<ul style="list-style-type: none"><li>▪ Gain a more precise understanding of the factors that make up the identity of the city</li><li>▪ Confirm that the tools to protect these factors are present</li><li>▪ Ensure that decisions made by Council take these factors into account</li></ul>

# Results

Customer Service



## How do you rate the City's performance with regard to... (n = variable)



**According to respondents, the City of Beaconsfield provides quality services to its citizens.**

Employee courtesy, referral to the proper person or municipal service, and relevance of the information received were rated good to excellent by three-quarters of the respondents. On the other hand, **phone access outside regular hours** using the emergency phone number received the highest mediocre/passable rating (19%). It is to be noted that the values do not include the « Do not know » answers so that they best reflect the evaluation of actual users.

# Consultation Summary

<b>Main issues</b>	<b>Suggested actions</b>
<ul style="list-style-type: none"><li>Continued improvement of the performance of the City's services</li></ul>	<ul style="list-style-type: none"><li>Find ways to facilitate access to information outside regular hours</li><li>Identify/clarify areas for improvement and put in place strategies to increase citizen satisfaction</li></ul>

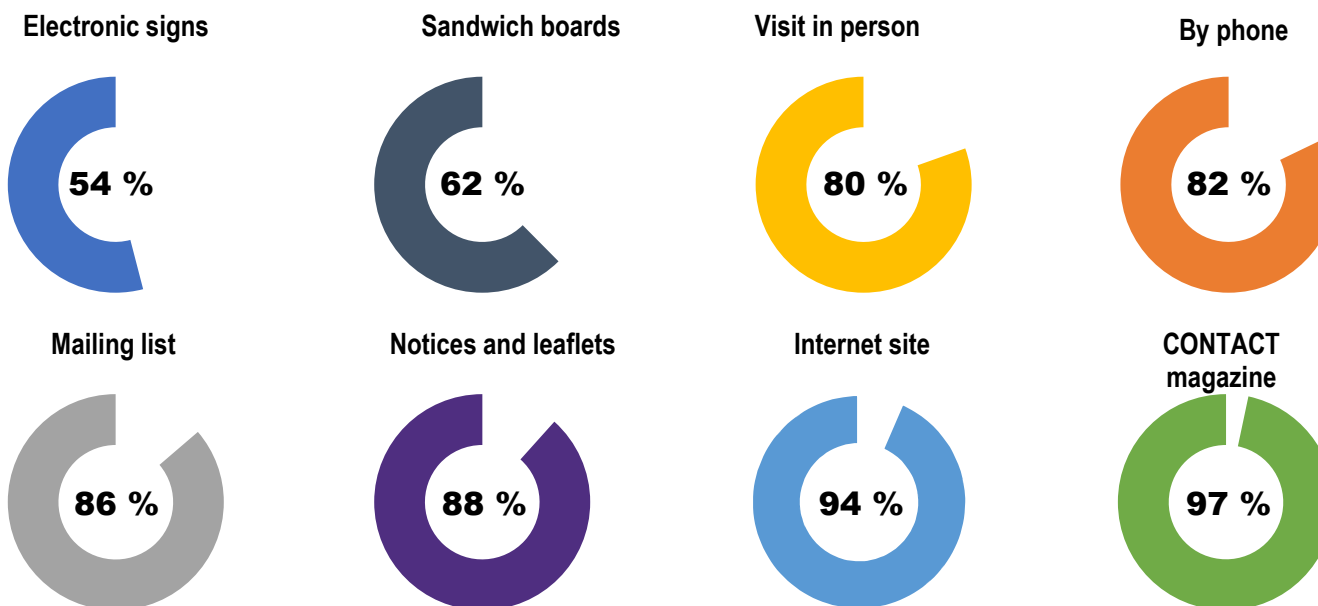
# Results

Communication with Citizens





How do you rate the usefulness of the following tools to obtain information on the City or on municipal services? (n = 389)



*Number of respondents rating the tool as useful or very useful*

**The majority of respondents rated the City's communication tools as useful or very useful.**

More than 9 out of 10 respondents stated that the **CONTACT magazine** (97%) and the **City's Internet site** (94%) were useful or very useful to obtain information on the City or on municipal services. Moreover, only 2% of respondents have never used the Internet site, and only 1% do not consult the CONTACT magazine. Only 54% rated electronic signs as useful or very useful. Visits in person and sandwich boards have never been used to gain information by respectively 13% and 12% of respondents.

Have you ever used the City's Internet site to obtain information on municipal current events and services?

(n = 359)

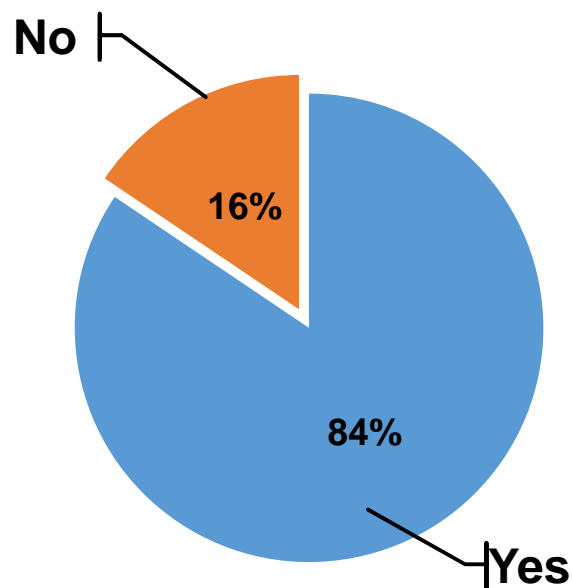
What information should figure on the City's Internet Home Page and be accessible with one « click »? (n = 333)

Use		Priority
75%	Branch and green residue collection	61%
73%	Garbage and recycling collection	60%
60%	Leisure programs and activities	47%
60%	CONTACT magazine	54%
52%	Registration to CodeRed	35%
52%	Public notices	58%
50%	Permits and certificates	31%
48%	Municipal by-laws	36%
44%	Municipal Council coordinators	46%
44%	Calendar of events	39%
29%	Parks and playgrounds	22%
25%	Council meeting minutes	28%
25%	News "What's new?"	43%
25%	Municipal budget and financial reports	19%
24%	Municipal taxes	21%
19%	Culture at your fingertips online	23%
19%	Information on municipal services	22%
16%	"What to do in case of a disaster"	38%
14%	Services to seniors	30%
13%	Employment opportunities	16%
12%	Business directory	22%

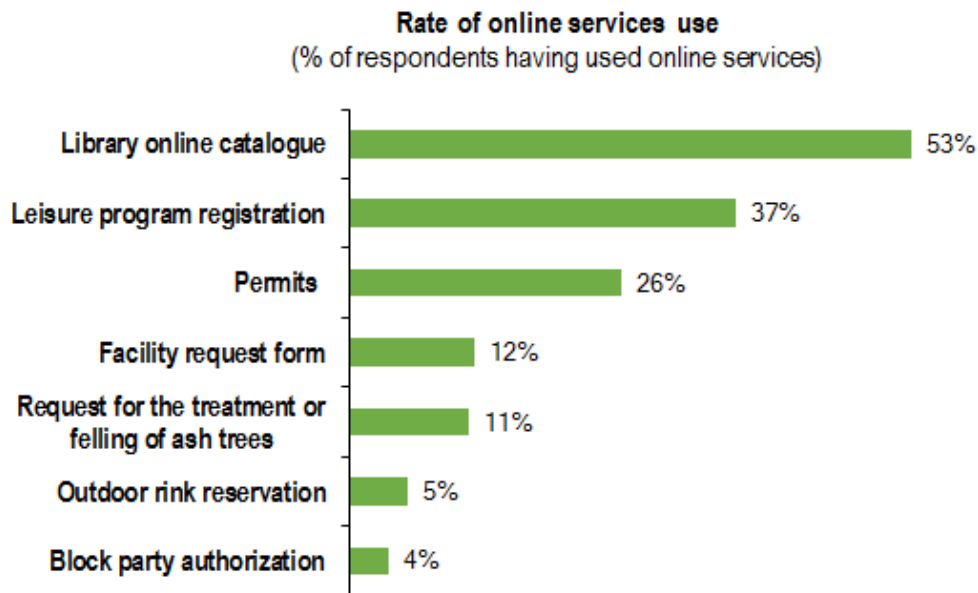
## The Internet site is mostly used to obtain information on municipal services.

Among the Internet users, 3 out of 4 respondents use the site to obtain information on **branch and green residue collection** (75%) and on **garbage and recycling collection** (73%). Other main uses are the consultation of leisure programs and activities, of the CONTACT magazine (60%) and of public notices (52%). These elements are also indicated as the ones that should be the most easily accessible.

Do you know about our online services? (n = 379)



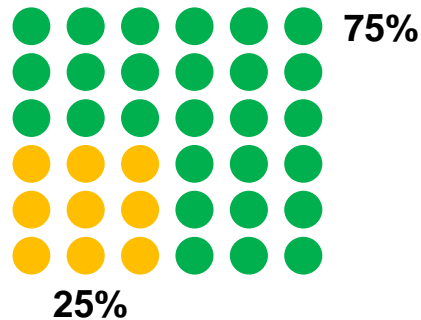
If yes, have you consulted or used the following online services? (n = 341)



**84% of respondents use online services. The library online catalogue is the most used online service.**

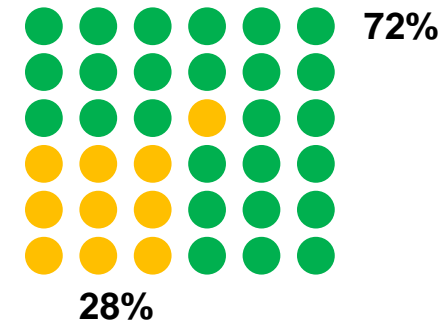
Among the users that don't consult online services (16% of respondents), the majority (51%) are aged 56 years and older, and 27% are aged 46 to 55 years. Users of online services mostly consult the online library catalogue (53%) and register for leisure programs (37%).

Do you consider yourself adequately informed when public works are planned in your neighbourhood? (n = 382)



Do you consider yourself adequately informed when emergency works are carried out in your neighbourhood? (n = 374)

● Yes  
● No



**Approximately 3 out of 4 respondents consider themselves adequately informed when works are carried out in their neighbourhood, whether planned or not.**

In the case of planned works, 75% of respondents consider themselves adequately informed. The rate is slightly lower (72%) for emergency works.

# Consultation Summary

Main issues	Suggested actions
▪ Navigating the Internet site	▪ Improve the search engine (project in progress)
▪ Communication with young citizens	▪ Develop a communication strategy specifically aimed at the 18-25 age group
▪ Poor identification of information emanating from the City	▪ Clearly identify printed material ▪ Investigate the possibility of indicating CodeRed on telephone displays
▪ Complexity of certain types of information	▪ Communicate zoning changes in a way citizens will understand ▪ Provide summaries of major Council decisions
▪ Focusing efforts on the most useful communication tools	▪ Reevaluate the use of sandwich boards and electronic boards ▪ Optimize the telephone waiting time with recorded information

# Results

Citizen Involvement



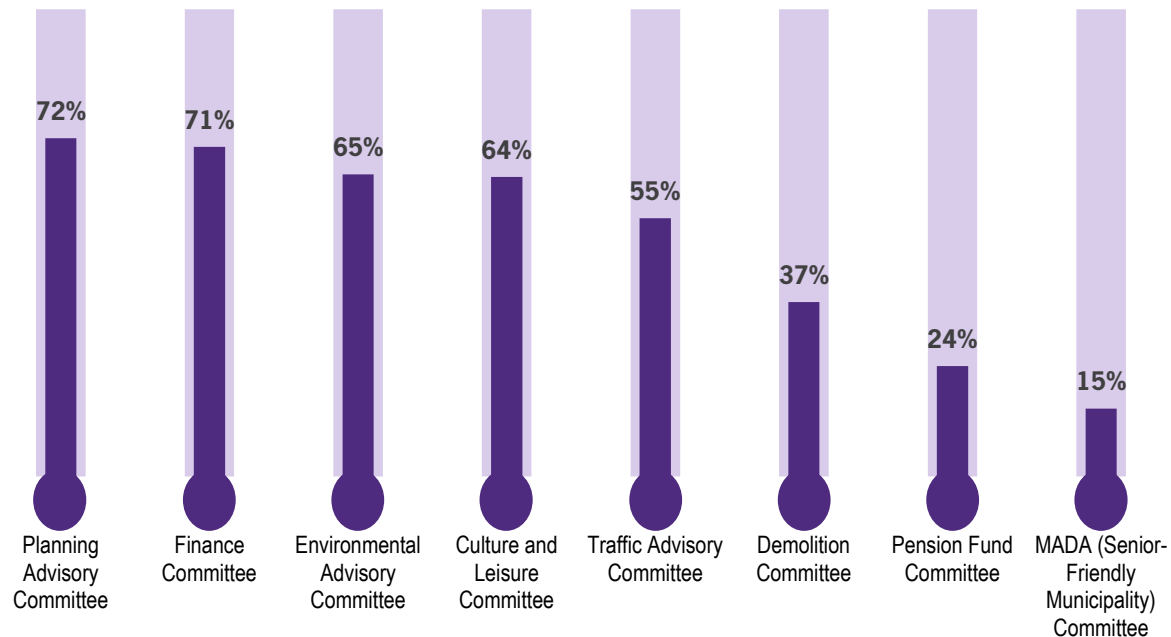
How do you prefer to be consulted on the following subjects (in order of preference)? (n = 415)

Scale of preference	1	2	3	4	5
Development projects	Information via CONTACT (28%)	Notice distributed at door (25%)	Open house/information session (23%)	Online survey (20%)	Consultation of specific groups (3%)
Development of new programs or services	Information via CONTACT (39%)	Online survey (24%)	Notice distributed at door (21%)	Open house/information session (10%)	Consultation of specific groups (4%)
Improvement of parks and public spaces	Information via CONTACT (43%)	Online survey (22%)	Notice distributed at door (17%)	Open house/information session (9%)	Consultation of specific groups (4%)
Strategic orientations	Information via CONTACT (28%)	Open house/information session (24%)	Online survey (21%)	Notice distributed at door (20%)	Consultation of specific groups (4%)

**The method of consultation most favoured by the participants, for all subjects, is the CONTACT.**

Taking into account all subjects, 34% of respondents wish to be consulted via CONTACT, 22% through an online survey, 21% with notices distributed at the door, 17% by holding open houses or information sessions, and 3% by consulting specific groups. An average of 3% of respondents do not wish to be consulted on the proposed subjects.

Are you aware of the existence of the following municipal committees? (n = 366)



**Survey respondents have a good knowledge of the different municipal committees: more than half indicated knowing 5 out of the 8 committees presented.**

The best known committees are the Planning Advisory Committee (72% of respondents), the Finance Committee (71%), the Environmental Advisory Committee (65%), the Culture and Leisure Committee (64%) and the Traffic Advisory Committee (55%). MADA is the least known committee.



# Consultation Summary

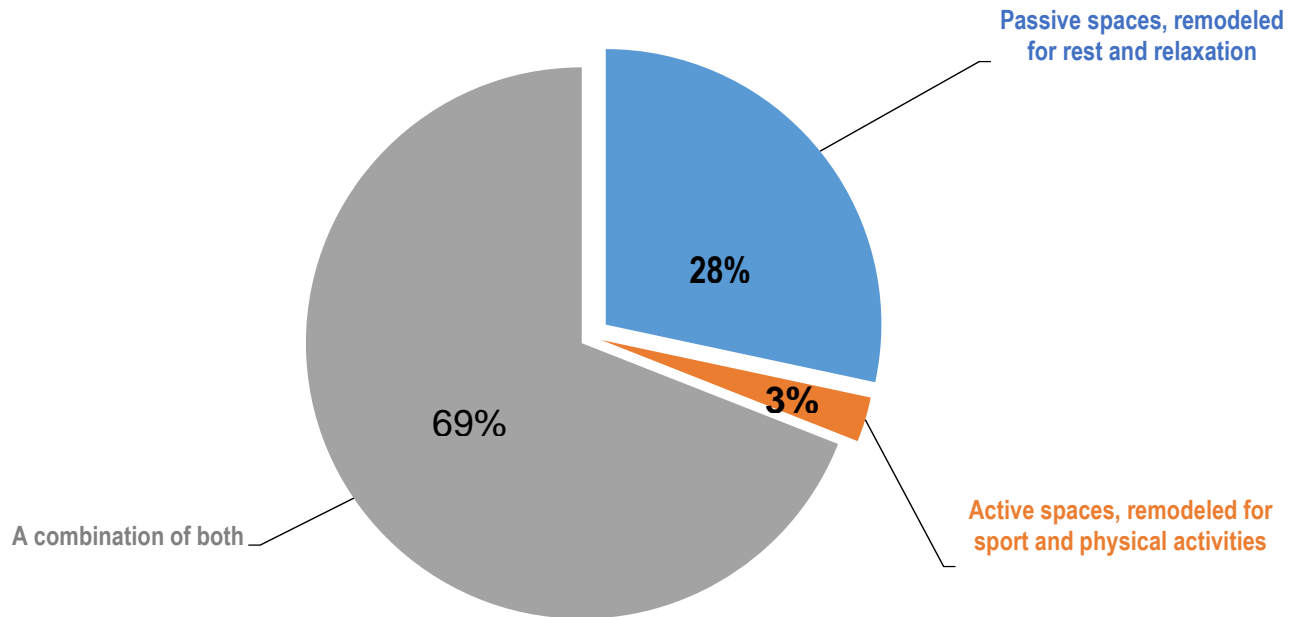
Main issues	Suggested actions
<ul style="list-style-type: none"><li>▪ Citizen lack of knowledge on the roles and the workings of a city</li></ul>	<ul style="list-style-type: none"><li>▪ Develop a communication plan specifically aimed at educating citizens (including youth) on local government</li></ul>
<ul style="list-style-type: none"><li>▪ Offering more occasions for citizen involvement in municipal and community life</li></ul>	<ul style="list-style-type: none"><li>▪ Make the Citizen Forum an annual event</li><li>▪ Hold more informal activities that facilitate proximity to citizens (for example, Breakfast with the Mayor)</li><li>▪ Allow a 10-minute timeframe at each Council meeting for a presentation by a local group</li><li>▪ Seek out citizens that have manifested interest in specific topics</li><li>▪ Hold focus groups on specific topics</li></ul>
<ul style="list-style-type: none"><li>▪ Facilitate access to information on municipal life</li></ul>	<ul style="list-style-type: none"><li>▪ Record Council meetings and make them available on the City's Internet site</li></ul>

# Results

Park Equipment



## How do you wish waterfront parks to be developed? (n = 381)

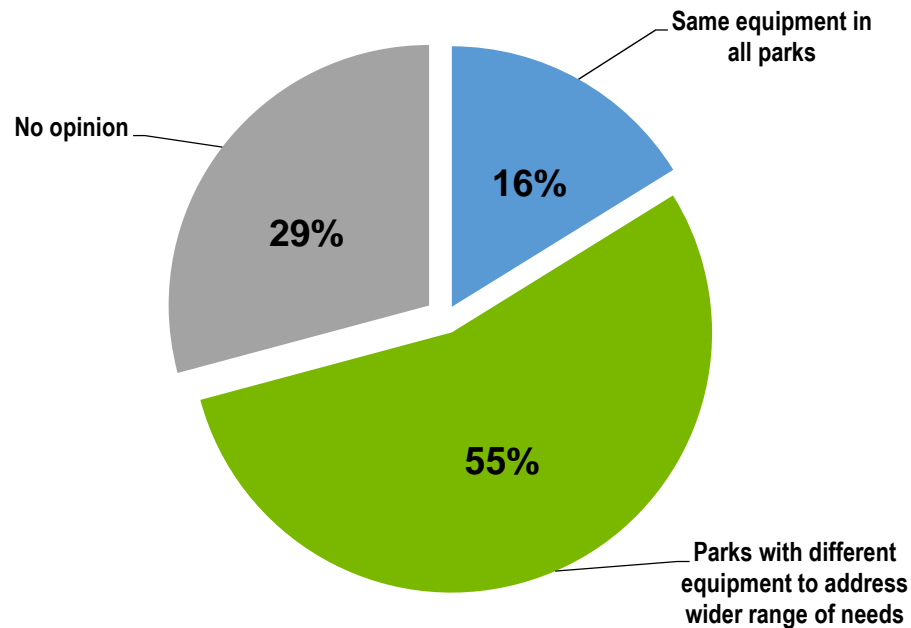


**The majority of respondents desire parks that offer both passive (relaxation) and active (physical activities) spaces.**

Only 31% of respondents indicated that waterfront parks should be devoted to only one type of activity (28% for relaxation and 3% for physical activities). The majority of respondents (69%) indicate that they desire parks remodeled for both types of activity.

With regard to park equipment, which of the following two alternatives do you favour most?

(n = 377)

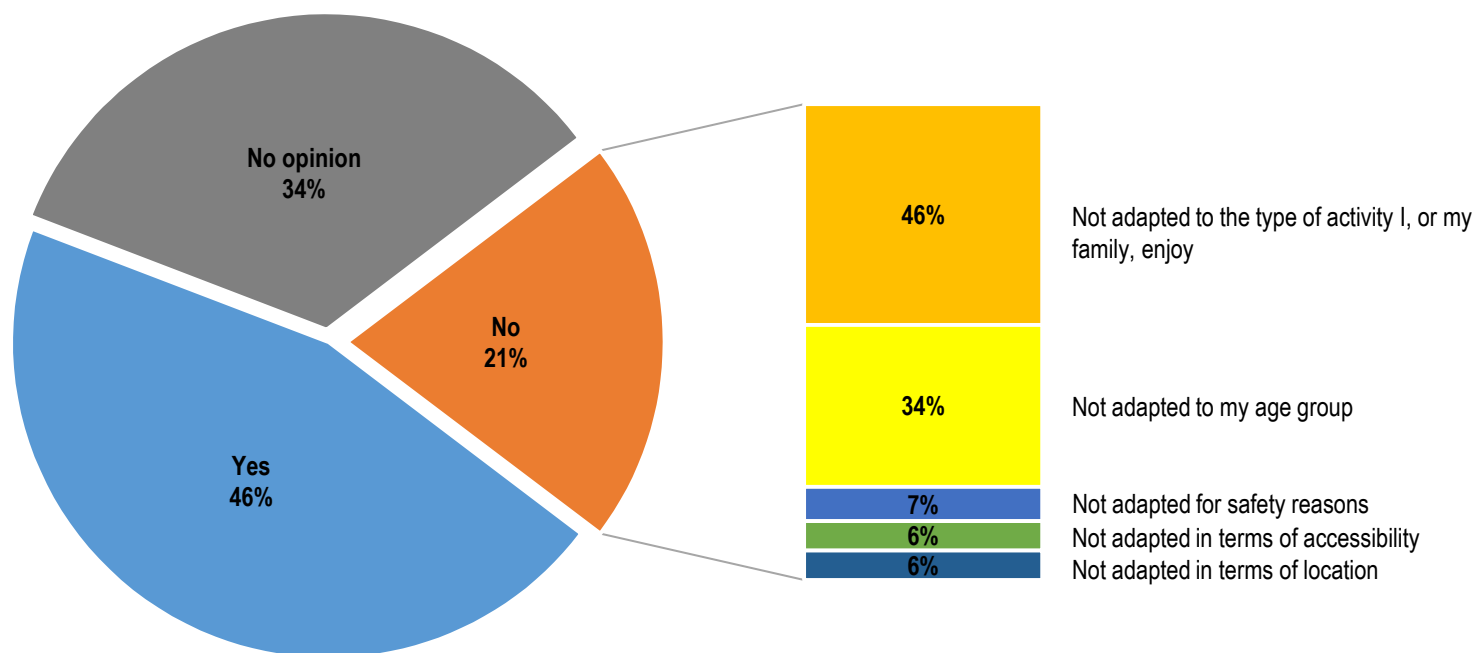


**The majority of respondents (55%) prefer that parks offer different types of equipment in order to have access to more diversified equipment, even if it means having to travel to a park outside their neighbourhood.**

Inversely, 16% prefer that identical equipment be present in all parks so that the choice of park can be made in terms of its location. 29% of respondents had no opinion on the question.

Do you consider park equipments and infrastructures adapted to your needs? (n = 378)

If not, why? (n = 97)



**46% of respondents consider that park equipments and infrastructures are adapted to their needs.**

Among respondents that consider them not adapted, 46% find them not adapted to the type of activity they enjoy, 34% judge them not adapted to their age group, 7% find them unsafe and 6% consider that their location is not optimal. In the group that find park equipment and infrastructure not adapted in terms of their preferred activity, 60% are aged between 36 and 55.

Are you in favour of the construction of dog parks in the city? (n = 384)



**50%**



**33%**

Half of the respondents approve the construction of dog parks in Beaconsfield.

50% of the respondents are in favour of dog parks, 33% are opposed while 17% have no opinion on the subject.

# Consultation Summary

Main issues	Suggested actions
<ul style="list-style-type: none"><li>Adapt park equipment to new needs (ex., aging population)</li></ul>	<ul style="list-style-type: none"><li>Develop a park master plan that takes into account changes in demographics and in the types of activities favoured by different age groups</li><li>Install fitness equipment or put in place fitness paths adapted to different age groups</li><li>Include equipment for leisure activities such as chess, bocce, reading, etc.</li></ul>

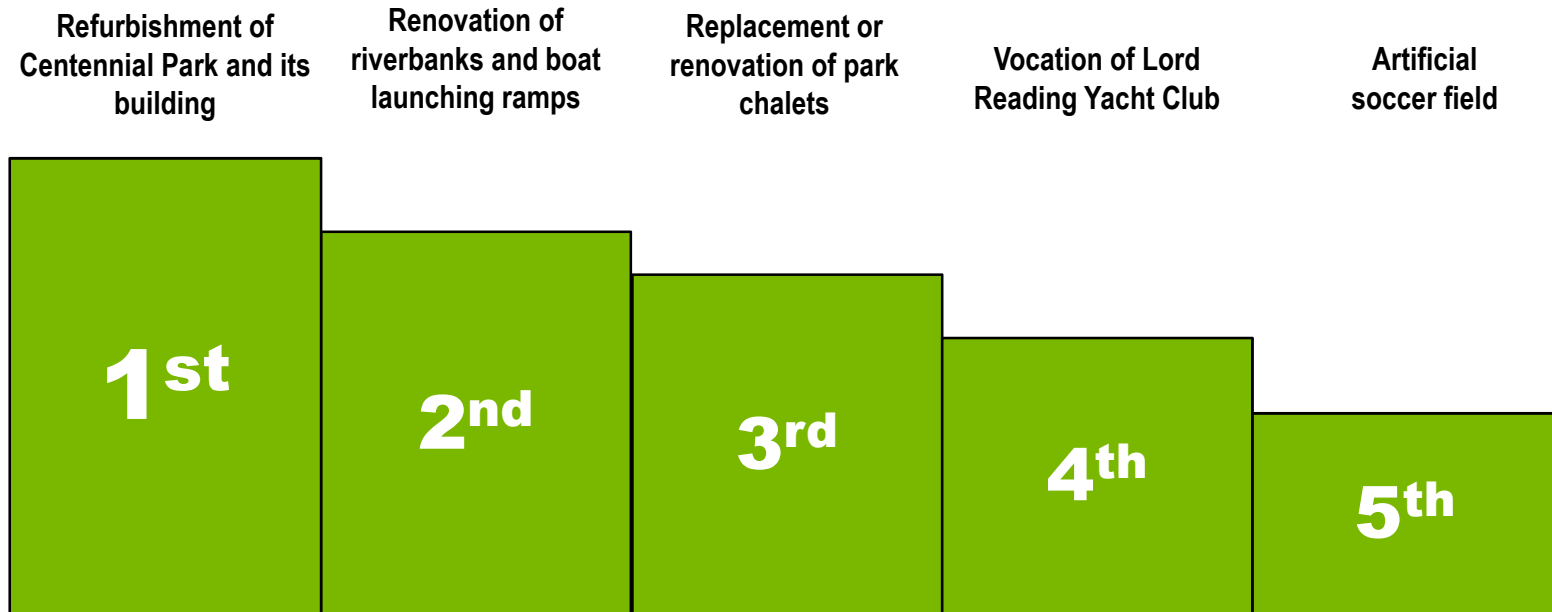
# Results

Sports and Leisure Infrastructures





What should be the City's priorities for the next three years? (n = 359)



\* The score on 10 is calculated in relation to the maximum possible score. A score of 10/10 indicates that all respondents gave the maximum score to the proposition.

**According to the respondents, the investment priority should be the refurbishment of Centennial Park and its building, with a priority score of 7,1 on 10. \***

In decreasing order, priorities are indicated as: the refurbishment of Centennial Park (7,1/10), the refurbishment of riverbanks and boat ramps (6,2/10), the replacement or renovation of park chalets (5,9/10), the vocation of the Lord Reading Yacht Club (4,9/10) and lastly, the implementation of an artificial soccer field (4,6/10). Among other projects proposed: the installation of fitness equipment, the renovation of the Recreation Centre and its pool, and the development of the bike path network.

# Consultation Summary

Main issues	Suggested actions
<ul style="list-style-type: none"><li>Development of Centennial Park</li></ul>	<ul style="list-style-type: none"><li>Promote the building's heritage (for example, by installing historical interpretation panels)</li><li>Improve access to the building (access for handicapped, etc.) and to the lake (renovation of boat launching ramps)</li><li>Improve infrastructures (toilets, park equipment, etc.)</li></ul>
<ul style="list-style-type: none"><li>Improvement and safety of bike path</li></ul>	<ul style="list-style-type: none"><li>Further develop the bike network (safe North-South connections and with neighbouring cities)</li></ul>
<ul style="list-style-type: none"><li>Diversification of sports and leisure infrastructures</li></ul>	<ul style="list-style-type: none"><li>Establish partnerships with neighbouring cities and develop a West Island infrastructure plan</li></ul>

# Results

Future of the Yacht Clubs



# Consultation Summary

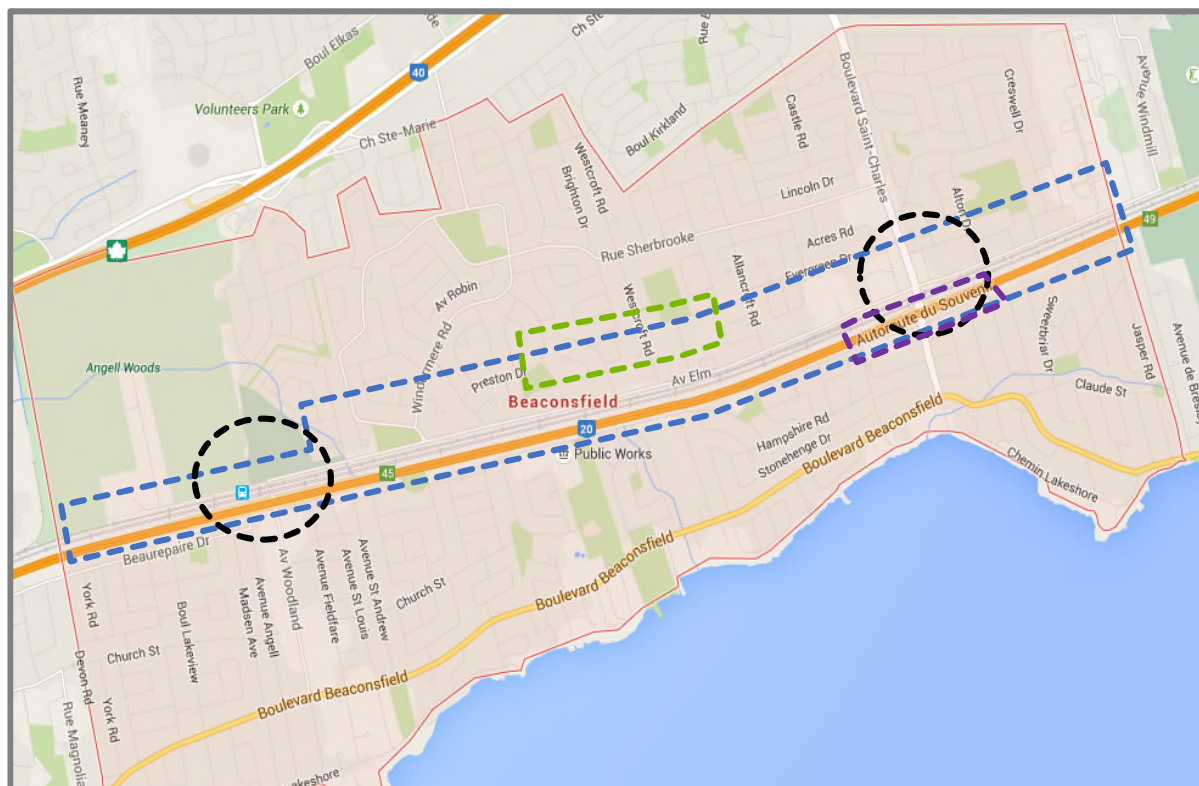
<b>Main issues</b>	<b>Suggested actions</b>
<ul style="list-style-type: none"><li>▪ Negotiation of the upcoming agreements with the two yacht clubs</li></ul>	<ul style="list-style-type: none"><li>▪ Put improved access to water for citizens at the forefront of the negotiations</li><li>▪ Evaluate other management models</li><li>▪ Increase the clubs' involvement with the community (activities, services, etc.)</li></ul>

# Results

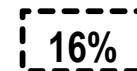
Urban Planning



## Which sectors of the City should be densified? (n = 376)



**No densification**



**Around the train stations**



**Elm Plaza Sector**



**St. Charles and Beurepaire intersection**



**Along Highway 20**

Sector outlines are indicated for information purpose only.

**40% of respondents are opposed to densification on the territory of the city.**

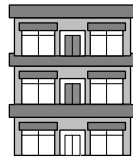
While 40% are opposed to densification, 16% are in favour of densifying the neighbourhoods around the train stations, 15% of densifying the Elm Plaza Sector, 9% are in favour of the densification of the St. Charles and Beurepaire intersection and 8% along Highway 20.

What types of housing should be encouraged for the sectors to be densified? (n = 350)



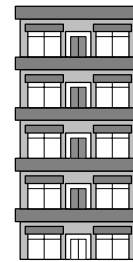
Townhouses

45%



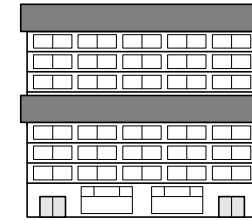
Multi-storey  
(maximum 3  
storeys)

19%



Multi-storey (3 to 6  
storeys)

7%



Social housing

6%

## Respondents favour light densification – townhouses and low multi-storey housing

Of the housing types proposed, 45% of respondents favour the lowest form of densification (townhouses), 19% favour multi-storey housing with a maximum of three storeys, 7% opt for multi-storey housing of 3 to 6 storeys, and 6% indicate preference for social housing. 23% of respondents have no opinion.

# Consultation Summary

Main issues	Suggested actions
<ul style="list-style-type: none"><li>▪ Sustainable development of the territory, ie. equilibrium between preservation and densification</li></ul>	<ul style="list-style-type: none"><li>▪ Gain a better understanding of the issues and reasons that motivate objections to densification, and address these when planning densification projects</li><li>▪ Properly inform citizens when a densification project is proposed (drawings and models, evaluation of positive and negative impacts, mitigation strategies to address negative impacts, etc.)</li><li>▪ Before densifying, ensure that municipal services are sufficient to address new citizens' needs</li><li>▪ Evaluate other forms of densification (example, subdivision of large houses into 2 or 3 apartments)</li></ul>



Results

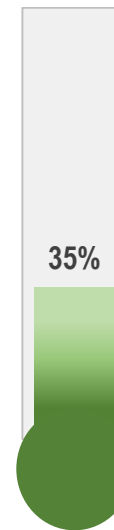
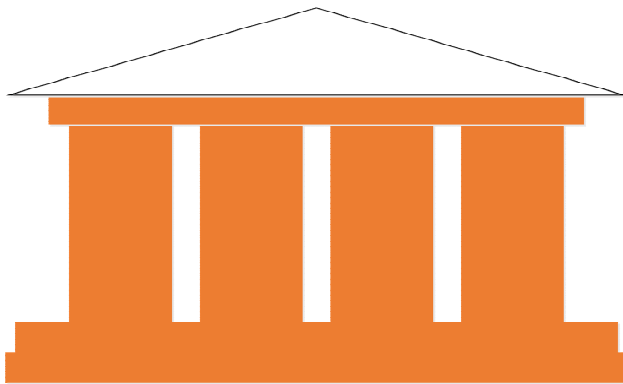
Heritage



Are you in favour of the City adopting by-laws to protect heritage buildings? (n = 380)

If new by-laws were adopted, would you be in favour of making financial support available to the owners of heritage buildings? (n = 376)

72%



Although 72% of respondents are in favour of by-laws to protect heritage buildings, only 35% are in favour of an accompanying financial aid.

15% are against the adoption of such by-laws, and 13% are without opinion. As for financial aid, 49% are opposed, and 16% have no opinion.

# Consultation Summary

Main issues	Suggested actions
<ul style="list-style-type: none"><li>Protection of Beaconsfield heritage</li></ul>	<ul style="list-style-type: none"><li>Better define what constitutes the actual and future heritage of the City</li><li>Raise awareness:<ul style="list-style-type: none"><li>Regular column on heritage in CONTACT</li><li>Familiarize teachers with Beaconsfield's heritage and promote its integration in the history curriculum</li><li>Inform owners of heritage houses on the history of their property</li></ul></li><li>Put in place the basic tools:<ul style="list-style-type: none"><li>Heritage protection by-laws and municipal technical support</li><li>Architectural heritage committee that includes local experts and property owners</li></ul></li></ul>

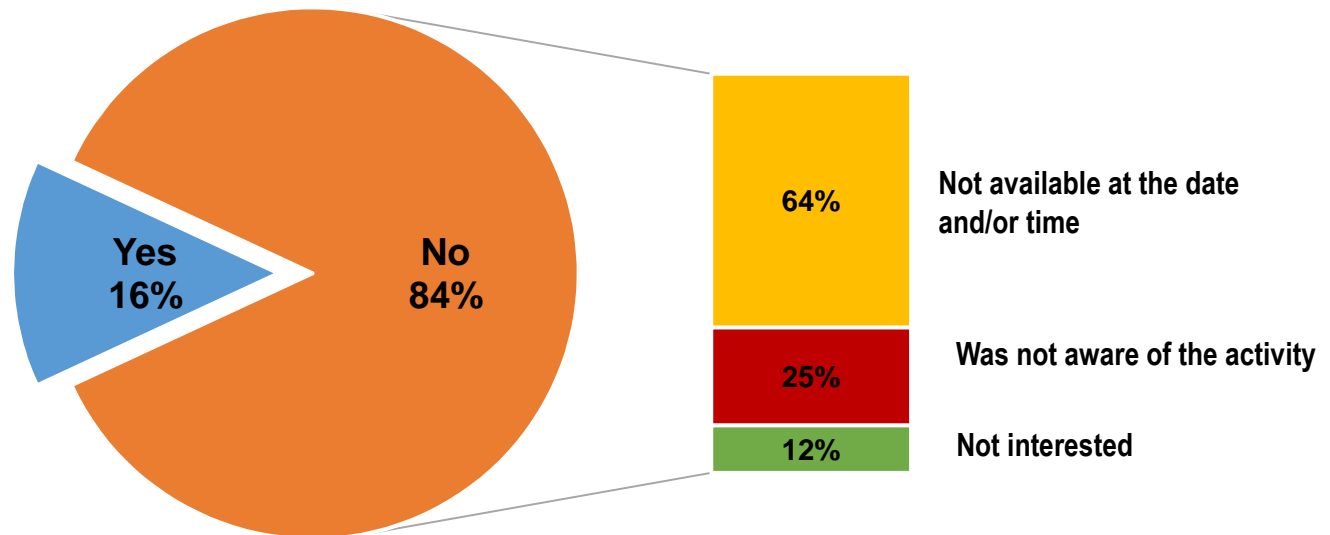
# Results

Waste Management



Did you attend the open house on the waste reduction strategy held in October 2014? (n = 374)

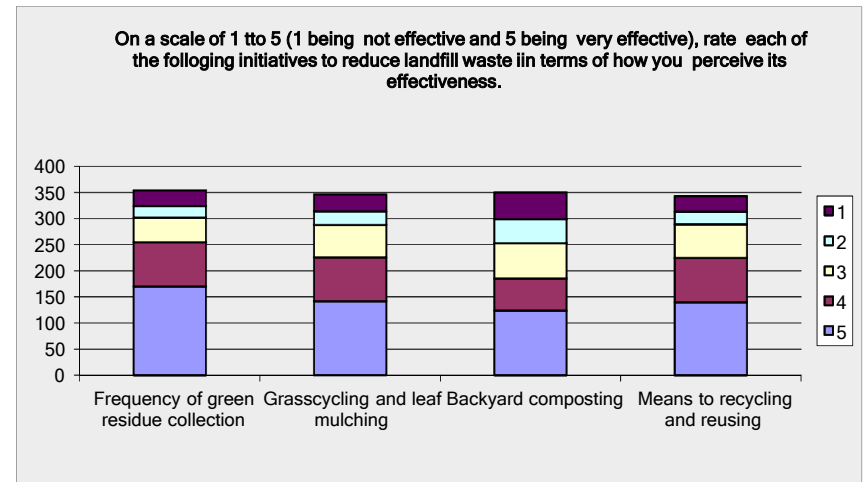
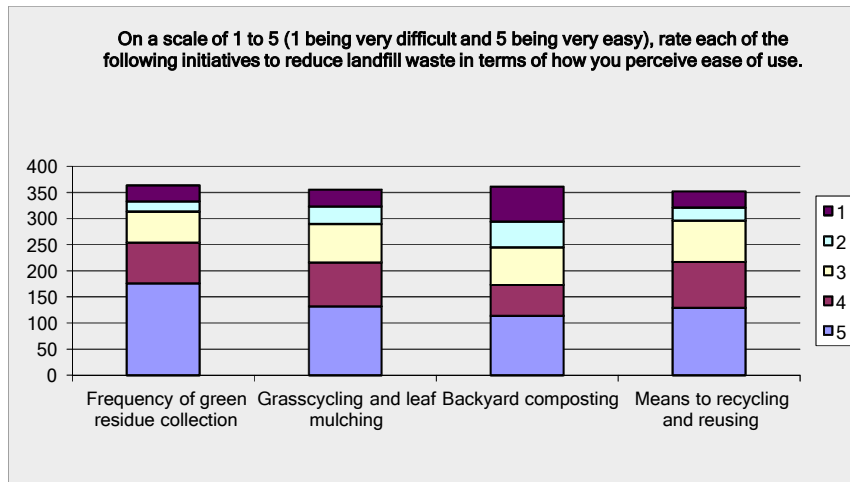
If not, why? (n = 313)



**Most respondents did not attend the open house on the waste reduction strategy, largely because of lack of availability.**

Only 16% participated. Of those that did not participate, 64% were not available on that date and/or time, and 12% were not interested.

Rate the following initiatives to reduce landfill waste in terms of how you perceive their ease of use and their effectiveness. (n = 366)



**For the respondents, collecting green residue regularly is the easiest and most effective way to reduce landfill waste.**

Almost 48% of respondents consider all the initiatives easy or very easy to use. More than 53% find them effective or very effective. Backyard composting is the initiative that is seen as the least easy to use as well as the least effective.

# Consultation Summary

Main issues	Suggested actions
<ul style="list-style-type: none"><li>▪ Better communication of the waste reduction project</li></ul>	<ul style="list-style-type: none"><li>▪ Communicate regularly on the project (goals, results, successes, etc.)</li><li>▪ Ensure that the project is well understood by all municipal employees (contradictory information)</li></ul>
<ul style="list-style-type: none"><li>▪ Support of citizens' composting efforts</li></ul>	<ul style="list-style-type: none"><li>▪ Better promote Master Composters</li><li>▪ Communicate ways to address the difficulties of domestic composting (videos, hints in CONTACT, etc.)</li><li>▪ Have composting education stations in parks</li></ul>
<ul style="list-style-type: none"><li>▪ Adoption of grasscycling and mulching by citizens</li></ul>	<ul style="list-style-type: none"><li>▪ Raise awareness of their benefits versus green residue collection</li></ul>

# Results

Water Management





# Consultation Summary

Main issues	Suggested actions
<ul style="list-style-type: none"><li>Reduction of domestic water consumption</li></ul>	<ul style="list-style-type: none"><li>Make low consumption toilets mandatory when a residence is constructed or renovated</li><li>Better regulate lawn watering and the design of irrigation systems</li><li>Promote rain barrels</li><li>Improve information contained in water tax accounts: go back several years to show consumption trends, inform on what constitutes “normal” consumption</li></ul>
<ul style="list-style-type: none"><li>Reduction of municipal water consumption</li></ul>	<ul style="list-style-type: none"><li>Put in place a global strategy to reduce the consumption of drinking water</li><li>Install more efficient equipment when renovating or building</li><li>Collect rain water</li><li>Use gray water for toilets in public buildings</li></ul>
<ul style="list-style-type: none"><li>Protection of water quality</li></ul>	<ul style="list-style-type: none"><li>Put in place restrictions for private pools to reduce aquifer contamination (algicide, chlorine, backwashing, etc.)</li></ul>

# Results

Tree Canopy



Do you think the City is doing enough to control and protect the tree canopy (including trees located on private properties)? (n = 370)



**The majority of respondents believe that the City is doing enough to control and protect the tree canopy.**

While 70% think that the City is doing enough, 16% disagree, and 14% have no opinion.

# Consultation Summary

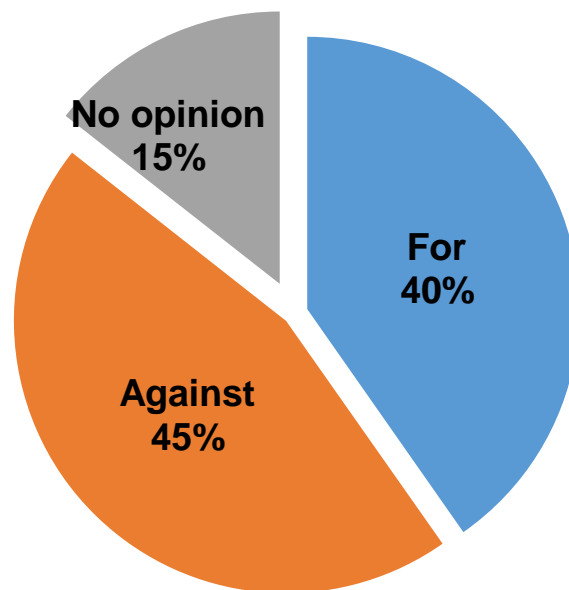
Main issues	Suggested actions
<ul style="list-style-type: none"><li>Protection of the tree canopy against the pressures of development and the effects of climate change</li></ul>	<ul style="list-style-type: none"><li>Better communicate the ash borer intervention plan</li><li>Prepare and educate citizens regarding other potential insect infestations (such as the Asian Longhorn)</li><li>Plant trees that are well adapted to the urban environment (resistance to pollution and salt, smaller spread, etc.) and educate citizens on which trees to choose</li><li>Plant replacement trees well before the felling of problematic trees</li><li>Have a by-law regulating the topping of trees</li></ul>

# Results

Noise Management



Are you in favour of a new by-law that would prohibit the use of leaf blowers from mid-June to mid-September? (n = 375)



**A greater proportion of respondents are opposed to such a by-law.**

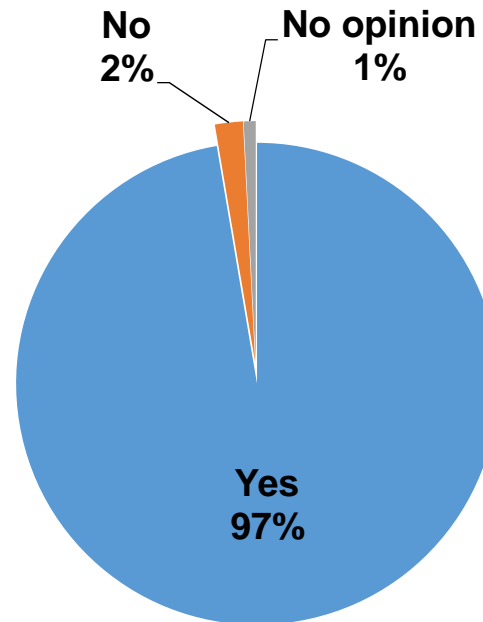
45% of respondents are against a by-law prohibiting the use of leaf blowers during the summer while 40% are in favour. 14% have no opinion on the subject.

Results

Safety



Do you feel safe in Beaconsfield? (n = 374)

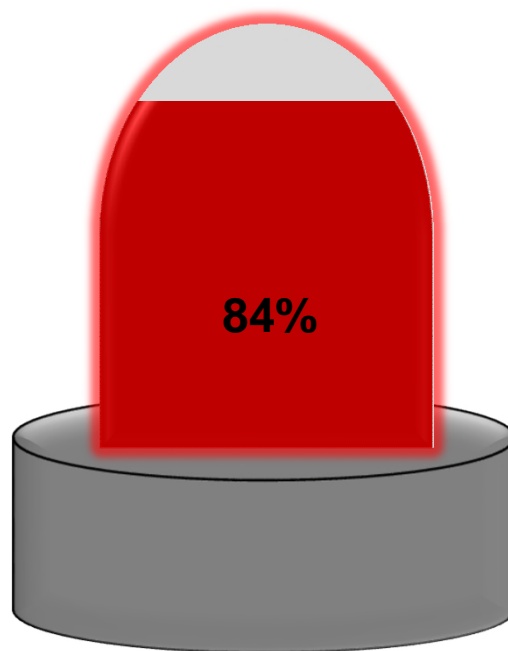


**Almost all respondents (97%) feel safe in Beaconsfield.**

Only 2% do not feel safe, and 1% did not voice an opinion.



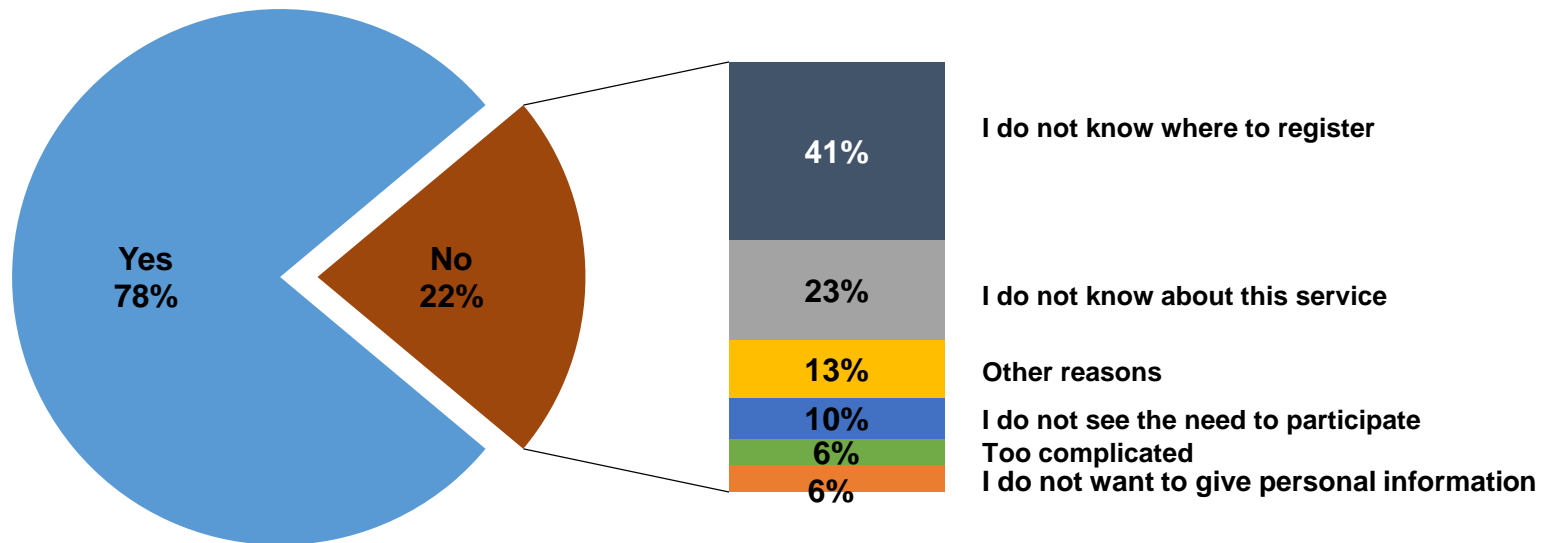
Are you aware of the City's CodeRed alert system? (n = 375)



84% of respondents know of the existence of the CodeRed alert system put in place by the City.

Are you registered with CodeRed? (n = 370)

If not, why? (n = 82)



## The majority of respondents are registered with CodeRed.

78% of respondents are registered. Among the 22% that are not, 41% do not know where to register, 23% are not aware of the service, 10% do not feel the need to participate, 6% find the system too complicated, and 6% hesitate to give out personal information.

# Consultation Summary

Main issues	Suggested actions
<ul style="list-style-type: none"><li>▪ Safety of cycle paths</li></ul>	<ul style="list-style-type: none"><li>▪ Have better surveillance to reduce speeding on paths</li><li>▪ Install rubber posts between streets and paths</li></ul>
<ul style="list-style-type: none"><li>▪ Citizens' misunderstanding of the City's responsibilities</li></ul>	<ul style="list-style-type: none"><li>▪ Better inform citizens on the respective roles of security agents and the police</li></ul>
<ul style="list-style-type: none"><li>▪ Street safety</li></ul>	<ul style="list-style-type: none"><li>▪ Put in place measures to prevent cars from driving the wrong way on Lakeshore Road</li></ul>

Next Steps



# Next Steps

- Publicize the results of the survey and the Forum exercise
- Analyze and propose means to implement the retained suggested actions – with quick hits to be included in the 2016 budget
- Prepare a strategic plan for suggested long-term actions retained for 2016-2020

## Actions / decisions already taken or in-progress:

- Improve communications with DDO dispatch center
- Improve the internet search engine
- Hold Town Hall meetings (Open House on WRS, emergency preparedness)
- Request regular contributions from the Historical Society in the CONTACT
- Inform residents on the respective roles of the Municipal Patrol and SPVM

