

# Downtown Revitalization Survey 2018

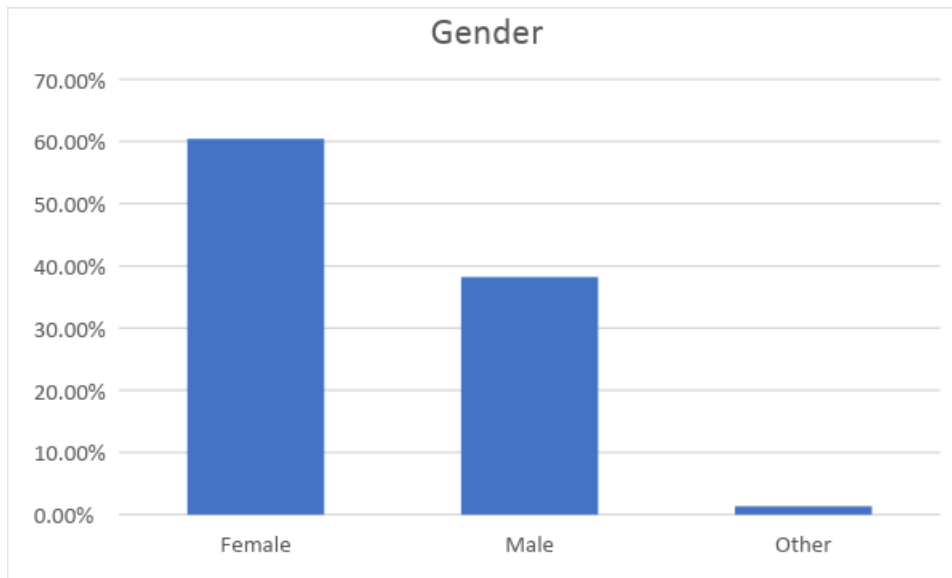
## Analysis and Results

October 09, 2018 – Township of Schreiber

### Gender:

- 60.45% of survey respondents were female, indicating a high level of female participation in civic matters.
- Lower male participation at 38.18% indicates a lower male participation rate in the survey by 22.27 percentage points.
- 1.36% of respondents identified as a gender outside of male and female.

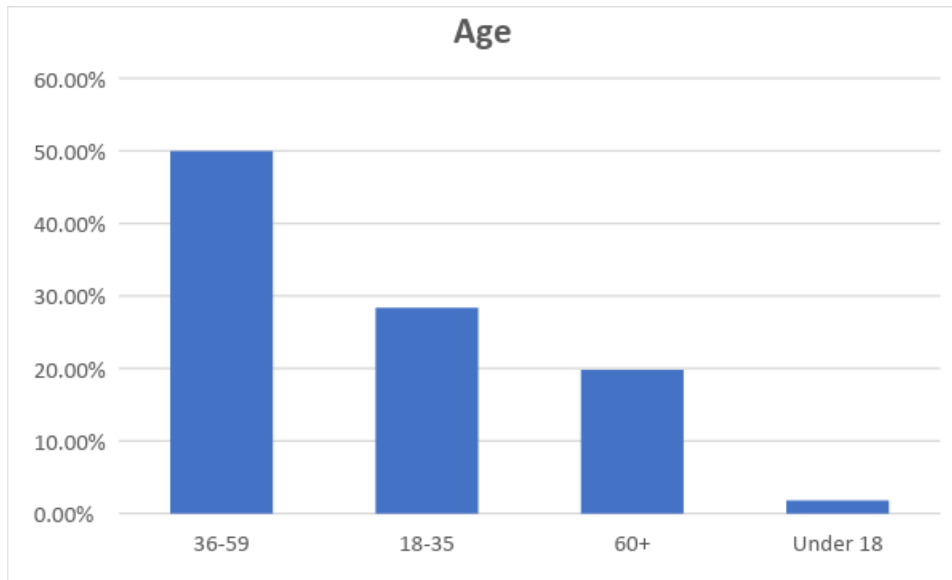
| Answer Choices | %      | #   |
|----------------|--------|-----|
| Female         | 60.45% | 133 |
| Male           | 38.18% | 84  |
| Other          | 1.36%  | 3   |



### Age:

- The majority of survey respondents fell into the 36-59 age group at 50%, followed by the 18-35 age group at 28.38%.
- Only 19.82% of respondents were in the age group of 60 and above.
- Respondents under 18 constituted 1.8% of survey responses.

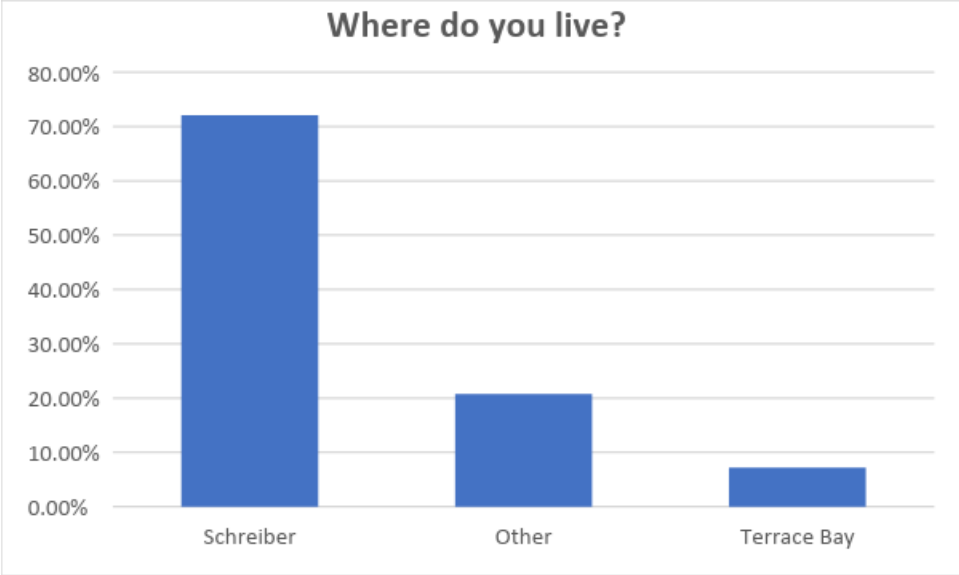
| Answer Choices | %      | #   |
|----------------|--------|-----|
| 36-59          | 50.00% | 111 |
| 18-35          | 28.38% | 63  |
| 60+            | 19.82% | 44  |
| Under 18       | 1.80%  | 4   |



### Where do you live?

- The majority at 70.07% of respondents live in Schreiber, 7.21% of respondents live in Terrace Bay, and 20.72% of respondents live in other locations.
- The inclusion of 27.93% of responses outside of Schreiber helps to determine the downtown revitalization initiatives deemed as significant to potential visitors and tourists.

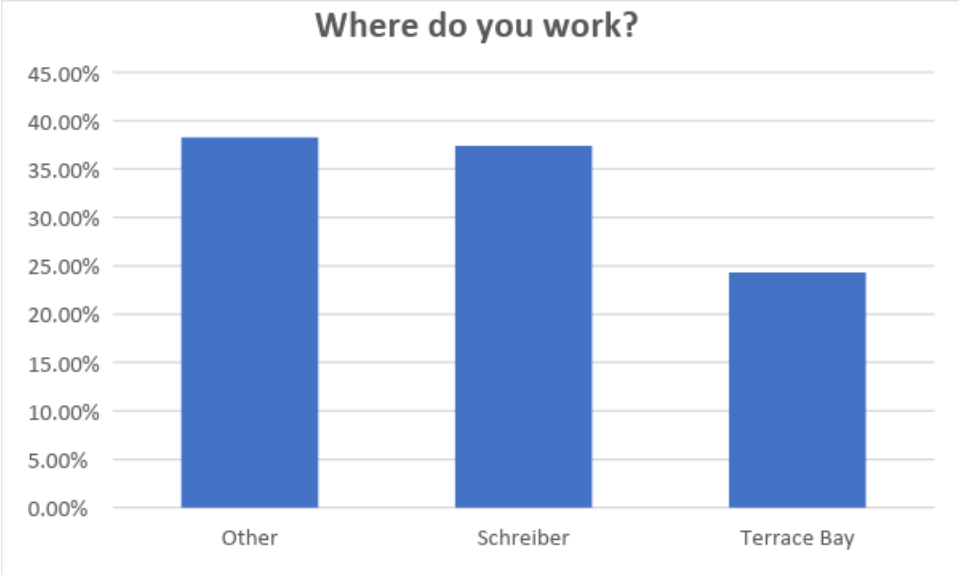
| Answer Choices | %      | #   |
|----------------|--------|-----|
| Schreiber      | 72.07% | 160 |
| Other          | 20.72% | 46  |
| Terrace Bay    | 7.21%  | 16  |



**Where do you work?**

- 37.39% of respondents work in Schreiber, while 25.32% of respondents work in Terrace Bay.
- 38.29% of respondents identified as working under “Other” these respondents may be working outside of Schreiber and Terrace Bay, may be retired, or may not work at all.

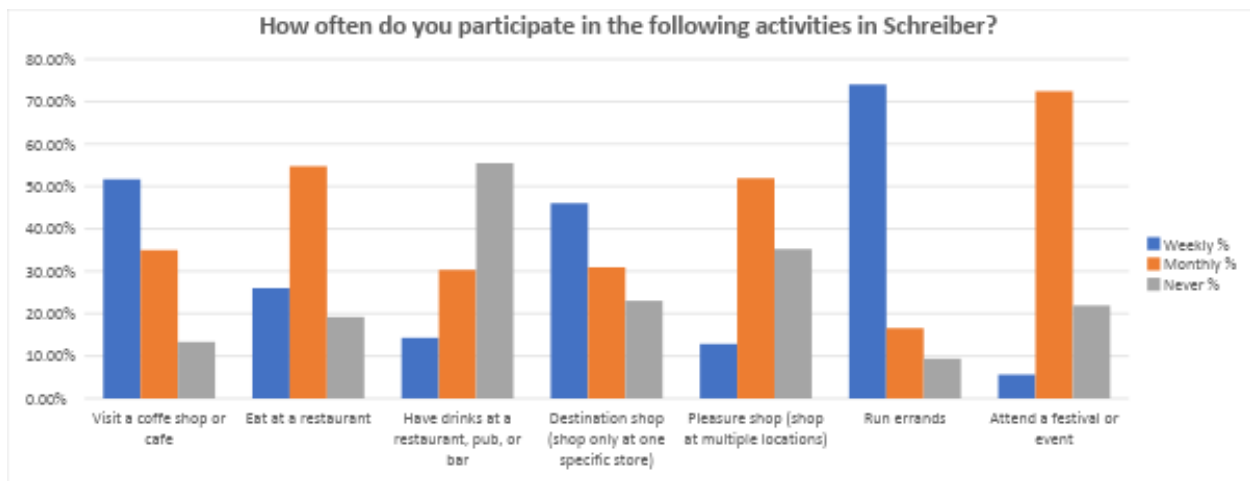
| Answer Choices | %      | #  |
|----------------|--------|----|
| Other          | 38.29% | 85 |
| Schreiber      | 37.39% | 83 |
| Terrace Bay    | 24.32% | 54 |



### How often do you participate in the following activities in Schreiber?

- Respondents visit coffee shops or cafes on a weekly basis.
- Respondents visit eat at a restaurant on a monthly basis.
- Respondents almost never have drinks at a restaurant, pub, or bar.
- Respondents shop at one specific store on a weekly basis.
- Respondents shop at multiple locations on a monthly basis.
- A significant number of respondents at 74.03% run errands in Schreiber on a weekly basis.
- A significant number of respondents at 72.42% attend festivals or events in Schreiber on a monthly basis.

| Activities   | Weekly % | Weekly # | Monthly % | Monthly # | Never % | Never # | Total |
|--|----------|----------|-----------|-----------|---------|---------|-------|
| Visit a coffee shop or cafe                        | 51.67%   | 93       | 35.00%    | 63        | 13.33%  | 24      | 180   |
| Eat at a restaurant                                | 25.99%   | 46       | 54.80%    | 97        | 19.21%  | 34      | 177   |
| Have drinks at a restaurant, pub, or bar           | 14.29%   | 25       | 30.29%    | 53        | 55.43%  | 97      | 175   |
| Destination shop (shop only at one specific store) | 46.07%   | 82       | 30.90%    | 55        | 23.03%  | 41      | 178   |
| Pleasure shop (shop at multiple locations)         | 12.85%   | 23       | 51.96%    | 93        | 35.20%  | 63      | 179   |
| Run errands  | 74.03%   | 134      | 16.57%    | 30        | 9.39%   | 17      | 181   |
| Attend a festival or event                         | 5.62%    | 10       | 72.47%    | 129       | 21.91%  | 39      | 178   |



### If you had a visitor in town and they asked you to show them around Schreiber, where would you take them?

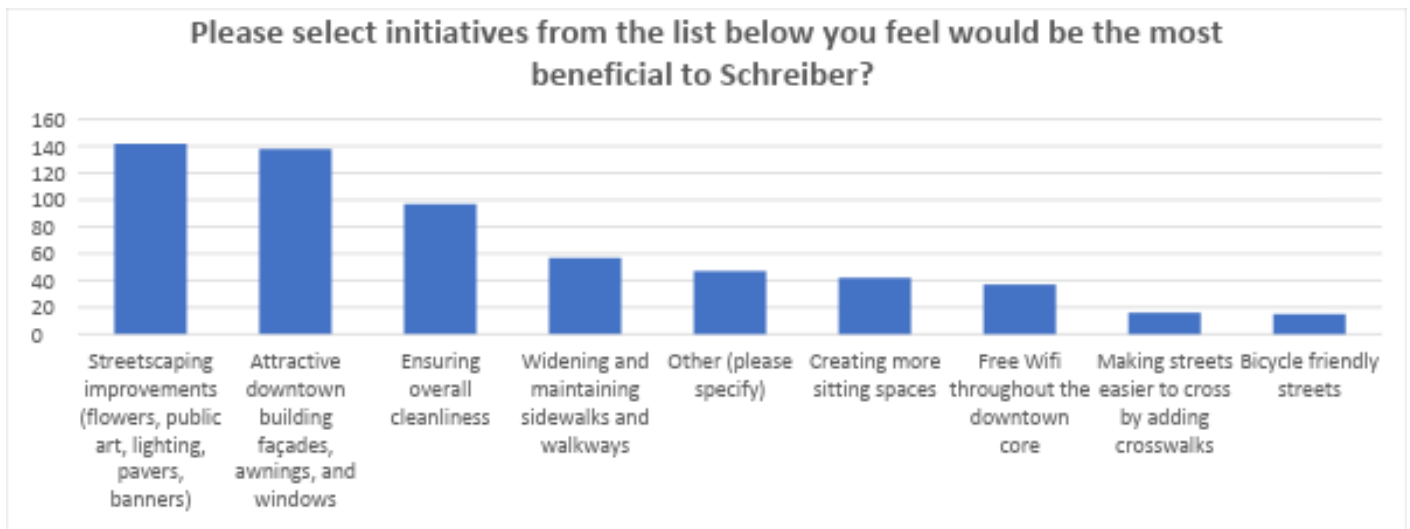
- 48.04% of respondents selected Schreiber Beach. Other popular responses by popularity included the Rail Museum, Breeze Bakery, Terrace Bay, the town in general, and the lake.

Rainbow Falls Worthington Bay rail museum Breeze bakery museum  
 Downtown terrace bay around town Beach lake  
 Schreiber Beach take Breeze park  
 train museum show town whitesand falls Rosspport

Please select initiatives from the list below you feel would be the most beneficial to Schreiber.

- The majority of respondents have opted for streetscaping improvements (flowers, public art, lighting, pavers, and banners) as the main initiative to improve Schreiber.
- A close second choice is to create an attractive downtown through investment in building façades, awnings, and windows.
- The third most popular initiative is to ensure overall cleanliness.

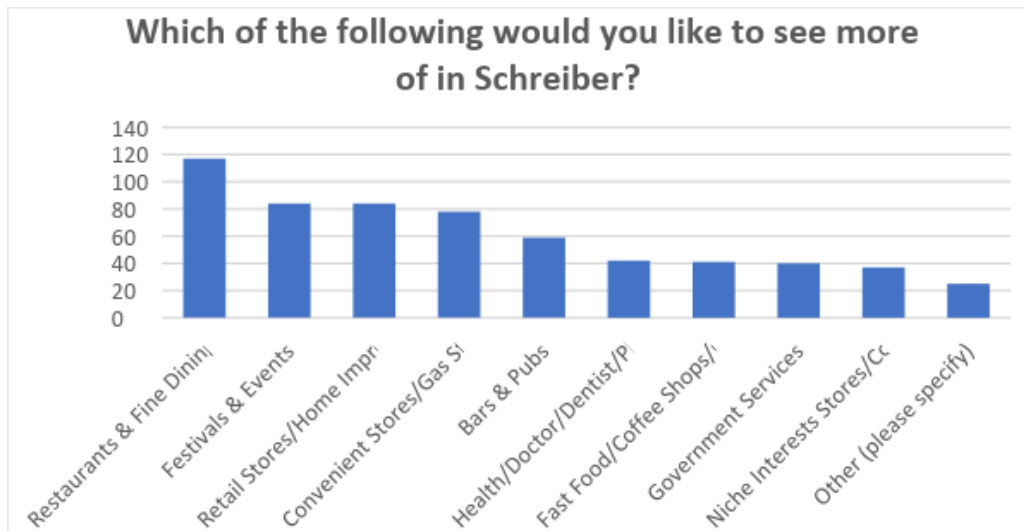
| Initiatives   | Total |
|---|-------|
| Streetscaping improvements (flowers, public art, lighting, pavers, banners) | 142   |
| Attractive downtown building façades, awnings, and windows                  | 138   |
| Ensuring overall cleanliness  | 97    |
| Widening and maintaining sidewalks and walkways                             | 57    |
| Other (please specify)  | 47    |
| Creating more sitting spaces  | 42    |
| Free Wi-Fi throughout the downtown core                                     | 37    |
| Making streets easier to cross by adding crosswalks                         | 16    |
| Bicycle friendly streets  | 15    |



**Which of the following would you like to see more of in Schreiber?**

- The majority of respondents would like to see more restaurants and fine dining in Schreiber.
- There is also an urge to see more festivals & events, retail/home improvement/décor/& clothing stores, and lastly convenient stores/gas stations.

| List  | Total |
|---|-------|
| Restaurants & Fine Dining                     | 117   |
| Festivals & Events                            | 84    |
| Retail Stores/Home Improvement/Décor/Clothing | 84    |
| Convenient Stores/Gas Stations                | 78    |
| Bars & Pubs                                   | 59    |
| Health/Doctor/Dentist/Pharmaceutical Services | 42    |
| Fast Food/Coffee Shops/Grab & Go Dining       | 41    |
| Government Services                           | 40    |
| Niche Interests Stores/Collectibles/Hobby     | 37    |
| Other (please specify)                        | 25    |



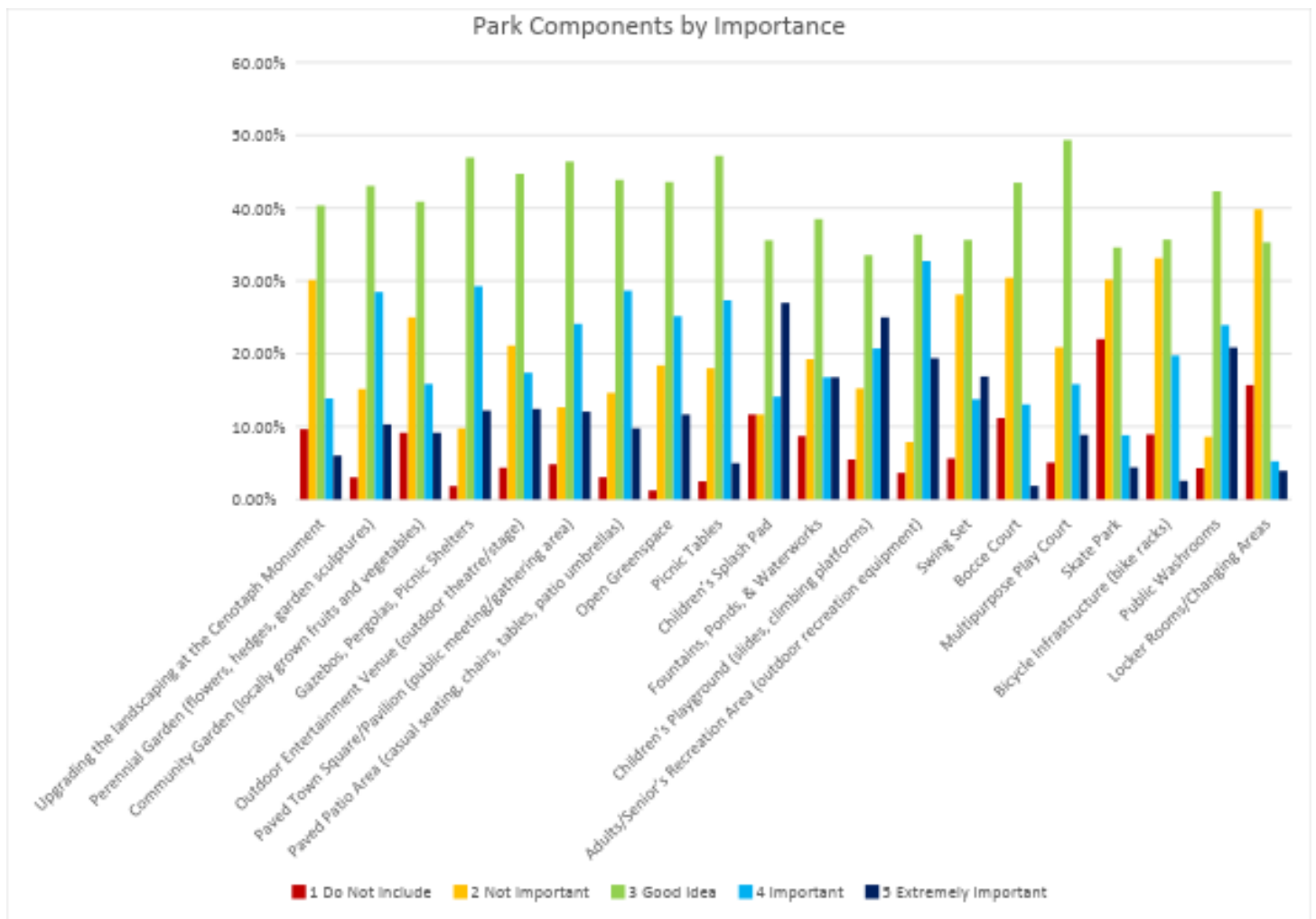
**What park components are the most important to you?**

- The park components voted “1-Do Not Include” by the majority of respondents include the skate park, locker rooms/changing areas, the children’s splash pad, and bocce court.
- The park components voted “5-Extremely Important” by the majority of respondents are the children’s splash pad, children’s playground (slides, climbing platforms), and public washrooms.
- Weighted scores were applied to each park component to determine overall popularity according to respondents.

- Votes in “1-Do Not Include” were multiplied by a factor of -3
- Votes in “2-Not Important” were multiplied by a factor of -2
- Votes in “3-Good Idea” were multiplied by a factor of 1
- Votes in “4-Important” were multiplied by a factor of 2
- Votes in “5-Extremely Important” were multiplied by a factor of 3
  - The overall sum of all weighted votes for each of the five (important/unimportant) categories above determined the final score for each individual park component. An individual park component’s score out the sum of all park components scores determined its individual popularity.
- The Popularity Index identified the following positive park components from “most popular” to “least popular”: adults/senior’s recreation area, public washrooms, gazebos/pergolas/picnic shelters, children’s playground, perennial garden, paved town square/pavilion, paved patio area, open green space, children’s splash pad, picnic tables, outdoor entertainment venue, fountains/ponds/waterworks, multipurpose play court, swing set, and a community garden.
  - The Popularity Index identified the following negative park components from “most popular” to “least popular”: upgrading the landscaping at the cenotaph monument, bicycle infrastructure, bocce court, skate park, and locker rooms/changing areas.

| Park Components  | 1 Do Not Include | 2 Not Important | 3 Good Idea | 4 Important | 5 Extremely Important |
|--|------------------|-----------------|-------------|-------------|-----------------------|
| Upgrading the landscaping at the Cenotaph Monument                 | 9.64%            | 30.12%          | 40.36%      | 13.86%      | 6.02%                 |
| Perennial Garden (flowers, hedges, garden sculptures)              | 3.03%            | 15.15%          | 43.03%      | 28.48%      | 10.30%                |
| Community Garden (locally grown fruits and vegetables)             | 9.15%            | 25.00%          | 40.85%      | 15.85%      | 9.15%                 |
| Gazebos, Pergolas, Picnic Shelters                                 | 1.83%            | 9.76%           | 46.95%      | 29.27%      | 12.20%                |
| Outdoor Entertainment Venue (outdoor theatre/stage)                | 4.35%            | 21.12%          | 44.72%      | 17.39%      | 12.42%                |
| Paved Town Square/Pavilion (public meeting/gathering area)         | 4.82%            | 12.65%          | 46.39%      | 24.10%      | 12.05%                |
| Paved Patio Area (casual seating, chairs, tables, patio umbrellas) | 3.05%            | 14.63%          | 43.90%      | 28.66%      | 9.76%                 |
| Open Greenspace  | 1.23%            | 18.40%          | 43.56%      | 25.15%      | 11.66%                |
| Picnic Tables  | 2.48%            | 18.01%          | 47.20%      | 27.33%      | 4.97%                 |
| Children’s Splash Pad  | 11.66%           | 11.66%          | 35.58%      | 14.11%      | 26.99%                |
| Fountains, Ponds, & Waterworks                                     | 8.70%            | 19.25%          | 38.51%      | 16.77%      | 16.77%                |
| Children’s Playground (slides, climbing platforms)                 | 5.49%            | 15.24%          | 33.54%      | 20.73%      | 25.00%                |
| Adults/Senior’s Recreation Area (outdoor recreation equipment)     | 3.64%            | 7.88%           | 36.36%      | 32.73%      | 19.39%                |

|                                     |        |        |        |        |        |
|-------------------------------------|--------|--------|--------|--------|--------|
| Swing Set                           | 5.63%  | 28.13% | 35.63% | 13.75% | 16.88% |
| Bocce Court                         | 11.18% | 30.43% | 43.48% | 13.04% | 1.86%  |
| Multipurpose Play Court             | 5.06%  | 20.89% | 49.37% | 15.82% | 8.86%  |
| Skate Park                          | 22.01% | 30.19% | 34.59% | 8.81%  | 4.40%  |
| Bicycle Infrastructure (bike racks) | 8.92%  | 33.12% | 35.67% | 19.75% | 2.55%  |
| Public Washrooms                    | 4.29%  | 8.59%  | 42.33% | 23.93% | 20.86% |
| Locker Rooms/Changing Areas         | 15.69% | 39.87% | 35.29% | 5.23%  | 3.92%  |



### Park Components by Weighted Score

| Park Components  | -3  | -2  | 1  | 2   | 3  | Score | Popularity Index |
|--|-----|-----|----|-----|----|-------|------------------|
| Adults/Senior's Recreation Area (outdoor recreation equipment) | -18 | -26 | 60 | 108 | 96 | 220   | 9.7%             |



|  |     |     |    |    |     |      |       |
|--|-----|-----|----|----|-----|------|-------|
| Public Washrooms   | -21 | -28 | 69 | 78 | 102 | 200  | 8.8%  |
| Gazebos, Pergolas, Picnic Shelters                                 | -9  | -32 | 77 | 96 | 60  | 192  | 8.5%  |
| Children's Playground (slides, climbing platforms)                 | -27 | -50 | 55 | 68 | 123 | 169  | 7.5%  |
| Perennial Garden (flowers, hedges, garden sculptures)              | -15 | -50 | 71 | 94 | 51  | 151  | 6.7%  |
| Paved Town Square/Pavilion (public meeting/gathering area)         | -24 | -42 | 77 | 80 | 60  | 151  | 6.7%  |
| Paved Patio Area (casual seating, chairs, tables, patio umbrellas) | -15 | -48 | 72 | 94 | 48  | 151  | 6.7%  |
| Open Greenspace  | -6  | -60 | 71 | 82 | 57  | 144  | 6.4%  |
| Children's Splash Pad  | -57 | -38 | 58 | 46 | 132 | 141  | 6.2%  |
| Picnic Tables  | -12 | -58 | 76 | 88 | 24  | 118  | 5.2%  |
| Outdoor Entertainment Venue (outdoor theatre/stage)                | -21 | -68 | 72 | 56 | 60  | 99   | 4.4%  |
| Fountains, Ponds, & Waterworks                                     | -42 | -62 | 62 | 54 | 81  | 93   | 4.1%  |
| Multipurpose Play Court  | -24 | -66 | 78 | 50 | 42  | 80   | 3.5%  |
| Swing Set  | -27 | -90 | 57 | 44 | 81  | 65   | 2.9%  |
| Community Garden (locally grown fruits and vegetables)             | -45 | -82 | 67 | 52 | 45  | 37   | 1.6%  |
| Upgrading the landscaping at the Cenotaph Monument                 | -48 | 100 | 67 | 46 | 30  | -5   | -0.2% |
| Bicycle Infrastructure (bike racks)                                | -42 | 104 | 56 | 62 | 12  | -16  | -0.7% |
| Bocce Court  | -54 | -98 | 70 | 42 | 9   | -31  | -1.4% |
| Skate Park   | 105 | -96 | 55 | 28 | 21  | -97  | -4.3% |
| Locker Rooms/Changing Areas  | -72 | 122 | 54 | 16 | 18  | -106 | -4.7% |

### How would you like to find out what's happening?

- The majority of respondents would like to find out "what's happening" through social media, followed by the Schreiber website, and posters/flyers/other print.

| Answer Choices                                   | Responses |
|--|-----------|
| Social Media (Facebook, Twitter, Instagram etc.) | 136       |
| Word of Mouth                                    | 55        |
| Traditional Media (News, Radio, Newspaper)       | 69        |
| Posters/Flyers/Other Print                       | 91        |
| Schreiber Website                                | 110       |
| Other (please specify)                           | 12        |

### How would you like to find out what's happening? (select all that apply)

