

If you would like to request printed copies of this survey, please email Laura Tucker at laura@pathwaytopotential.ca and indicate how many copies you would like and where they can be delivered.

WHAT MATTERS

A survey for residents of Windsor-Essex to identify the priorities they feel local government should focus on as they relate to health, well being and community.

Dear Community Member,

Thank you for participating in the WHAT MATTERS survey. The survey should take approximately 15 minutes to complete. Please review the contents of this letter before completing the survey.

Purpose of the Survey:

The purpose of this survey is to identify what issues matter most to residents of Windsor-Essex. The information gathered through this survey will be used to help identify community priorities and foster dialogue leading up to the Monday, October 27, 2014 municipal elections.

Confidentiality:

- Your responses will be confidential.
- Only group responses will be reported in documents and presentations.
- If you choose to enter the prize draw, you will be asked to provide your name, phone number and email so that we can contact you if you win. Your name is stored in a separate database from your survey responses. They are not linked in any way.

Voluntary Participation:

- Your participation is voluntary.
- You do not have to answer most questions (i.e., you can leave them blank).
- You may withdraw from participating in this survey at any time.

Completion Date:

The survey link will close at midnight on June 30, 2014.

Token of Appreciation:

As a special thank you, every participant who submits his or her survey by midnight on Monday, June 30, 2014 can choose to enter for a chance to win an apple iPad 2, 32 GB with WiFi. For rules and regulations please visit pathwaytopotential.ca.

Contact Information: If you have any questions regarding this survey, please contact: Adam Vasey, director, Pathway to Potential (519) 255-6545 ext. 6953 or adam@pathwaytopotential.ca

Agreement to Participate in the Survey: Thank you for taking the time to consider completing this survey. By completing the survey, your consent (agreement) to participate is assumed.

Instructions:

Please note that any question with an asterisk (*) is mandatory. If these questions are not answered, your survey will not be valid and cannot be used. Please mark boxes with an "X".

WHAT TYPE OF COMMUNITY DO YOU WANT TO LIVE IN?

Your postal code allows us to determine how values and priorities differ in various communities throughout Windsor-Essex.

1. What is the postal code where you live? *

QUALITY OF LIFE

2. How satisfied are you with living in Windsor-Essex County? (Please mark with an "X")

- Very Satisfied Satisfied Neutral/No opinion
- Dissatisfied Very Dissatisfied

3. How would you categorize the quality of life in Windsor-Essex County?

- Very good Good Average Below average Poor No opinion

4. Would you recommend Windsor-Essex County to your family or friends as a good place to live? (Please mark with an "X")

- Yes 2. No

5. How important are the following factors to the quality of life in your municipality? (Please mark with an "X")

	Very Important	Important	Somewhat important	Not important	No opinion
Safe place to live					
Overall cleanliness					
Sense of community					
Vibrant 'Downtown' area					
Walkability					
Entertainment/leisure opportunities					
Cultural diversity					
Cost of living					
Good street/road conditions					
Beautification (streetscaping)					

6. What, if anything, would you change about your municipality? (Please print)

MUNICIPAL TAXES, PLANNING AND SERVICES

Instructions: Please select the most correct/appropriate answer.

7. Do you think your municipal **residential** property tax rate is: (Please mark with an "X")

- Too low About right Too high Undecided Not Applicable

8. Do you think your municipal **commercial** property tax rate is:

- Too low About right Too high Undecided Not Applicable

9. Do you think that your garbage is collected:

- Too often The right frequency Not often enough Undecided

10. Do you think that your recycling is collected:

- Too often The right frequency Not often enough Undecided

11. On a scale of 1 (very unsafe) to 5 (very safe), how safe do you feel in your neighborhood?

- 1 (very unsafe) 2 3 4 5 (very safe)

RECREATION, POVERTY AND HEALTH

12. Do you use recreation programs offered by your municipality?

- Yes No

12. b. If you answered “no”, why do you not use your local recreational programs? (select all that apply)

- I cannot afford the cost of the programs.
 I do not have access to transportation to/from the programs.
 I do not have childcare.
 I do not have elder care, or adult dependant care.
 I do not know what recreational programs are offered.
 They do not interest me.
 Other (please specify) _____

13. How often do you use parks in the community?

- Often Sometimes Rarely I do not use parks

14. Municipalities in Windsor-Essex allow low-income households to pay 10 per cent of the regular fee for recreation programs. This aims to improve health and social development of those who participate and reduce generational poverty. Do you support funding this in your community?

- Yes No Unsure

15. Studies show that a nutritious breakfast increases students’ ability to learn and achieve academically. How much does providing healthy snacks and/or breakfast to all children matter to you?

- Not at all A little bit A lot

16. How much does each of the following matter to you?

	Not at all	A little	A lot
That all children and youth have access to recreation programs.			
That all seniors have access to affordable recreation programs.			
That the overall health of our community improves.			
That healthy food education is provided to those who are interested/may need it.			
That childhood obesity is reduced.			
That smoking in public places is banned.			
That the number of people living in poverty is reduced.			

17. How much does each of the following matter to you? That my municipality ...

	Not at all	A little	A lot
Invests in new parks			
Preserves existing parks			
Invests in new multi-use trails			
Preserves existing multi-use trails			
Preserves naturalized areas (e.g., Ojibway Park)			
Preserves Heritage properties (e.g., Willistead Manor, John R. Park Homestead)			
Preserves farm land			
Supports local farmers by buying what they produce			
Invests in composting program in order to reduce household waste			
Supports community gardens in the region			
Supports farmers’ markets			

18. How much does each of the following matter to you?

	Not at all	A little	A lot
Eating organic food			
Eating food that is produced in Windsor-Essex			

19. Do you consider yourself to be living in poverty?

- Yes
 No
 Unsure
 Prefer not to answer

20. Do you consider yourself to be living paycheque to paycheque?

- Yes
 No
 Unsure
 Prefer not to answer

21. How would you best define poverty? (select all that apply)

- Lacking the resources to meet ones physical needs for survival (e.g., lacking shelter, food and clothing)
 Lacking the resources to fully participate in social and recreational opportunities in the community
 Lacking enough resources to be self-sufficient
 I don't know
 Other (please specify) _____

22. Are you aware that Windsor-Essex has a Poverty Reduction Strategy (Pathway to Potential)? *

- Yes
 No

23. What impact to Windsor-Essex do you think the Poverty Reduction Strategy has had in the following areas?

	None	Some	A lot	I don't know
Minimum Wage Reform				
Social Assistance Reform				
Food Security				
Affordable Transportation				
Education and Literacy				
Employment and Training				
Increasing Community Awareness About Poverty				

24. In your opinion, rate each of the following on their ability to reduce poverty?

	None	Some	A lot	I don't know
Municipal government				
Provincial government				
Federal government				
Private business				
Charitable and not-for-profits				
General public not living in poverty				
General public living in poverty				

25. In your opinion, rate each of the following on their responsibility to reduce poverty?

	None	Some	A lot	I don't know
Municipal government				
Provincial government				
Federal government				
Private business				
Charitable and not-for-profits				
General public not living in poverty				
General public living in poverty				

26. How much does each of the following matter to you?

	Not at all	A little	A lot
Affordable childcare is available for all families			
People on low-income have access to subsidies to live in private market rental properties			
People who are homeless get housed as quickly as possible			
A portion of all new housing developments is dedicated to subsidized housing for those living on low-income			
That all youth have access to after school programs			
Increasing the number of businesses whose primary purpose is the common good (social enterprise)			

27. In 2013, a Market Dollar program was initiated to provide low-income households with the opportunity to purchase nutritious food at the Downtown Windsor Farmers' Market. Were you aware this program took place?

- Yes No

28. In your opinion, how important are the following factors in determining a persons health?

	Not important	Somewhat important	Important	Very important	No opinion
Physical activity					
Diet					
Tobacco use					
Income level					
Employment status					
Education					
Housing					
Access to healthy food					
Access to health services					

29. How much do you agree with the following statement?

Everyone has the right to live in a food secure community with dignified access to sufficient, affordable, healthy, safe, culturally appropriate food.

- Strongly disagree Disagree Neutral Agree Strongly Agree

ECONOMIC DEVELOPMENT

30. Please identify how much these economic development initiatives matter to you.

	Not at all	A little bit	A lot
Reducing income inequality			
Providing incentives to attract new businesses to locate in the region			
Reducing the number of people living in poverty in the region			
Reducing taxes for existing businesses in the region			
Promoting the region as an arts and culture destination			
Improving transportation to assist employers and job seekers			
Promoting the region as a retirement destination			
Supporting people on Ontario Works (social assistance) to enter the workforce			
Providing grants and loans to assist with the start up of businesses whose primary purpose is the common good (social enterprise)			
Supporting the economy by shopping at independent local businesses			
Offering information to support the start up of businesses whose primary purpose is the common good (social enterprise)			
Municipal purchasing policies give preference to local businesses			
Municipal employees reside within the municipality they serve			

TRANSPORTATION & MOBILITY

31. How safe do you feel in your daily movements throughout Windsor-Essex?

- Not safe at all Somewhat safe Very safe

32. How much do these transportation initiatives matter to you?

	Not at all	A little	A lot
Having a public transit system that attracts employers to your community.			
Having a smart phone application that shows where buses are and their approximate time of arrival to your stop.			
Studying the feasibility of light rail transit options for the region.			
Reducing wait times for Transit Windsor.			
Investing in eco-friendly buses (e.g., electric, hybrid).			
Adding new Transit Windsor bus routes.			
Adding more buses to existing Transit Windsor routes.			
Having bike lanes in the community.			
Public transportation extends to reach all municipalities in Essex County.			

33. Do you support the funding of the following in your community?

People with low incomes can access half-priced bus passes through Transit Windsor to assist them in seeking employment and participating in their community.

- Yes No Unsure

34. How often do you use public transit? *

- Often Sometimes Rarely Never

EDUCATION & EMPLOYMENT

35. Does anyone in your household work outside of Windsor-Essex County?

- Yes No

36. What is the main reason why they work outside of Windsor-Essex County?

- Lack of employment in Windsor-Essex County,
 Better salary outside Windsor-Essex County,
 Specialized job located elsewhere
 Personal preference
 Other (please specify) _____

37. Rank how much each of the following strategies to increase employment in the region matter to you:

	Not at all	A little bit	A lot
Increasing the number of high school graduates who go to college, university or a skill trade apprenticeship.			
Reducing barriers to jobs for persons with disabilities.			
Providing affordable transportation options to people currently looking for work.			
Improving high school graduation rates.			
Providing supports and incentives to increase entrepreneurship.			
Increasing literacy rates.			

38. Are you familiar with the term Living Wage?

- Yes No Unsure

39. A living wage reflects what earners in a family need to bring home, based on the actual cost of living in a specific community. The living wage gets families out of severe financial stress by lifting them out of poverty and providing a basic level of economic security.

Do you support efforts to encourage employers to pay a Living Wage?

- Yes No Unsure/Undecided

40. Would you be more likely to support (buy things from) businesses that pay at living wage?

- Yes No Don't know

CIVIC INVOLVEMENT & MUNICIPAL ACCOUNTABILITY

41. To be eligible to vote in a municipal election, you must be 18 years of age or older, a Canadian citizen, reside in the area you wish to vote in, or be an owner or tenant of property, or be the spouse of an owner or tenant. In 2010, were you eligible to vote in the municipal election?

- Yes No Don't know

42. Why did you not vote in the 2010 municipal election? Select all that apply.

- I did vote
- I was not eligible
- I didn't have time to vote
- I was not familiar with the candidates
- I don't understand municipal government
- Municipal government is not important to me
- My vote didn't matter
- Other (please specify) _____

43. Do you plan to vote in the October 2014 municipal election?

- Not eligible Yes No I don't know/prefer not answer

44. If you plan to vote, will you vote for your current councillor?

- Yes No I don't know Prefer not to answer

45. Do you know who the councillor in your ward is?

- Yes No

46. How much does each of the following matter to you?

	Not at all	A little bit	A lot
Decision makers consult the community before big decisions are made.			
Residents have an opportunity to approve major municipal spending decisions.			

47. Are there any other topics in your community that matter to you that have not been addressed in this survey? Please elaborate in the space provided below.

DEMOGRAPHICS

The following questions are to help us ensure we have a good representation of responses from members of our community.

49. How many years have you lived in Windsor-Essex? *

- Fewer than one
- One to five
- Six to ten
- More than ten
- I don't live in Windsor-Essex

50. Please confirm for us where you currently reside? *

- Windsor
- Amherstburg
- Essex
- Kingsville
- Lakeshore
- LaSalle
- Leamington
- Tecumseh
- Other (please specify) _____

51. How old are you? *

52. How did you hear about this survey? (select all that apply) *

- Email
- Website
- Social Media
- Print advertisement
- Radio
- Word of Mouth
- Television
- Poster
- Business card
- Other (please specify) _____

53. Do you own or rent the place you live in? *

- Own
- Rent
- Prefer not to answer
- Don't know

54. What is the highest level of education have you completed? *

- No formal education
- Some high school
- High school
- Apprenticeship or trades certificate or diploma
- College diploma
- Some university
- Bachelors/undergraduate degree
- Degree in medicine, dentistry, veterinary medicine or optometry
- Masters
- Doctorate
- Prefer not to answer

55. Which gender do you mostly identify with? *

- Male
- Female
- Prefer not to say

56. Marital Status*

- Married/Common Law
- Divorced/Separated
- Single
- Prefer not to answer

57. Do you have children (under the age of 18) living at your home? *

- Yes No

58. What is your total family household gross income? *

- Less than \$30,000
 \$30,000 - \$59,999
 \$60,000 - \$89,999
 \$90,000 - \$119,000
 \$120,000 - \$149,000
 More than \$150,000
 Don't know/prefer not to answer

59. Which best describes your current employment status? *

- Full-time employee
 Part-time employee
 Business owner or self-employed
 Homemaker
 Retired
 Student
 Unemployed and looking
 Unemployed but not looking (i.e. on Disability)
 Other (please specify) _____

60. What sector do you work in? *

- | | | | |
|--|---|--|--|
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Arts, entertainment and recreation | <input type="checkbox"/> Professional Services |
| <input type="checkbox"/> Health Care | <input type="checkbox"/> Construction | <input type="checkbox"/> Non Profit / Charity | <input type="checkbox"/> Renewable Energy |
| <input type="checkbox"/> Education | <input type="checkbox"/> Tourism, hospitality and food services | | <input type="checkbox"/> Finance, insurance |
| <input type="checkbox"/> Real estate and rental leasing | | <input type="checkbox"/> Waste management and remediation services | |
| <input type="checkbox"/> Scientific and technical services | <input type="checkbox"/> Public Administration | | <input type="checkbox"/> Retail trade |
| <input type="checkbox"/> Mining, oil and gas extraction | <input type="checkbox"/> Utilities | | <input type="checkbox"/> Wholesale trade |
| <input type="checkbox"/> Transportation and warehousing | <input type="checkbox"/> Education services | | |
| <input type="checkbox"/> Management of companies and enterprises | <input type="checkbox"/> Other (please specify) _____ | | |

Demographics (continued)

The following questions are completely optional but if answered, will again help us ensure the survey is representative of our community. You may skip this portion and proceed to the thank you page where you can input your data for the chance to win the Apple iPad 2.

61. What is your citizenship in Canada?

- Canadian citizen
 Not a Canadian citizen.

62. Did you immigrate to Canada within the past five years?

- Yes
 No

63. People in Canada come from many racial or cultural groups. You may belong to more than one group on the following list.
Are you ...

- White
- Chinese
- South Asian (for example, East Indian, Sri Lankan, etc.)
- Black
- Filipino
- Latin American
- Southeast Asian (for example, Vietnamese, Cambodian, etc.)
- Arab
- West Asian (for example, Iranian, Afghan, etc.)
- Japanese
- Korean
- Aboriginal (First Nations, Métis, or Inuit)
- Don't know
- Other (please specify) _____

64. Is English your first language?

- Yes
- No

65. Are you currently receiving any of the following income supports:

- Employment Insurance
- Guaranteed Income Supplement
- Ontario Works
- Ontario Disability Support Program
- Old Age Security
- Canada Pension Plan
- Canada Pension Plan - Disability
- None of the above

Thank you for completing the WHAT MATTERS Windsor-Essex survey. For a chance to win an apple iPad 2, 32 GB with WiFi please fill out the form below. All information will be kept confidential and is not linked to your responses in anyway. The draw will be held on July 16, 2014. Winners will be contacted directly by the phone number or email provided below.

PLEASE CUT ABOVE THIS LINE AND REMOVE THIS PORTION FROM THE SURVEY.

Contact Information

First Name

Last Name

Phone

Email Address

Please mail or hand deliver the completed survey(s) to Pathway to Potential at 80 Chatham Street East, Windsor, Ontario, N9A 2W1

You can also request they be picked up by emailing Laura Tucker at laura@pathwaytopotential.ca