My Callander Cares
Community Survey

Survey Findings

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My Callander Cares Community Survey

SURVEY FINDINGS

BACKGROUND

The Community Survey "My Callander Cares" was conducted between August 3 and August 31, 2018. The purpose of the survey was to obtain residents' input and feedback which would be used to help the Municipality assess priorities and evaluate services, facilities and the local economy. The survey included multiple-choice and open-ended questions. It was divided into five main sections: Community Satisfaction, Environment/Economy, Recreation and Programming, Communication and Household Information. The survey was available on-line through SurveyMonkey, and in hard copy. Survey participation was promoted in a variety of ways including through flyers in the community, direct mail to Callander households, Facebook and Municipal website, press release and ad in Community Voices. To encourage participation, there were weekly draws for a total of 11 gift certificates and 1 iPad.

At the time of the survey deadline, 335 respondents had participated in the survey which represents 8.7 % of Callander's population.

The margin of error for a simple random sample of 335 responses is +/- 5% at the 95% confidence level (or 19 times out of 20, if the survey were to be repeated).

EXECUTIVE SUMMARY

The survey paints an overall positive picture of Callander. Survey participants in general feel that Callander is a friendly and safe community with a genuine, small town atmosphere, which sets it apart from neighbouring communities. Respondents especially value the location on the Lake, the parks and recreational opportunities, the affordability of living in Callander.

A general comment is that Callander has a great base to build on. Many respondents feel that big strides can be made by focusing on properly maintaining, enhancing and promoting Callander's existing assets.

The survey also identifies areas where there is room for improvement. Communication is one such area. Respondents express a feeling of disconnect as far as what is available and what is going on in the community. Other areas where there is room for improvement include: some roads, a desire for more businesses downtown, an improved library and enhanced protection of the lake water quality and other measures such as composting.

The overall feeling conveyed through the survey is that respondents love their community. They want to see it keep up with the times, be current. At the same time, they want to maintain and improve what makes Callander attractive and unique.

SECTION A: COMMUNITY SATISFACTION

1. Overall Satisfaction with Quality of Services

A total of 94% of the respondents were either satisfied or somewhat satisfied with the overall quality of municipal services while 6% percent were somewhat dissatisfied/very dissatisfied.

Q1 Thinking about all of the services offered by the Municipality of Callander, please indicate your overall satisfaction with the quality of services.
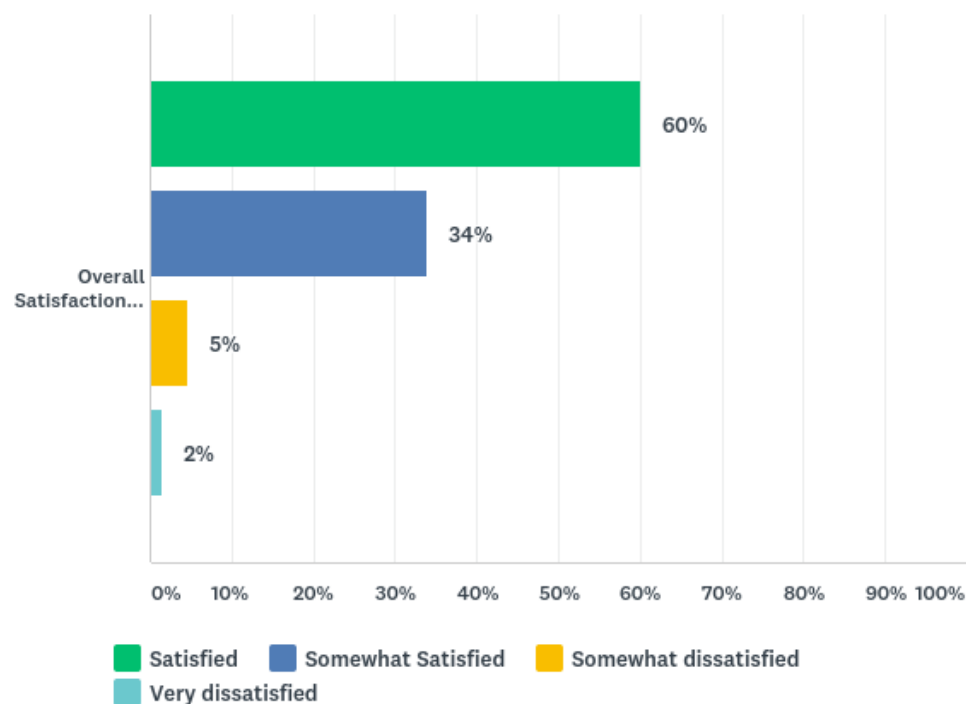
2. Satisfaction with Specific Services/Activities

The second question explored in greater detail the level of satisfaction with specific services/activities as follows:

- 86% agree/strongly agree that **winter road maintenance** is satisfactory.
- 65% agree/strongly agree that our **roads in general** are in good condition.
- 92% agree/strongly agree that our **parks and outdoor spaces** are well maintained with a sizeable percentage @55% strongly agreeing with this statement.
- 91% agree/strongly agree that Callander's **recreational facilities** are well maintained with a sizeable percentage @46% strongly agreeing with this statement.
- Although only 28% agree/strongly agree that the **Callander Union Cemetery** is well maintained, 69% were not sure or had no comment and only 3% disagreed or strongly disagreed with this statement.
- 78% agree/strongly agree that the Municipality adequately supports **culture and heritage** through the activities offered at the Library and Museum.
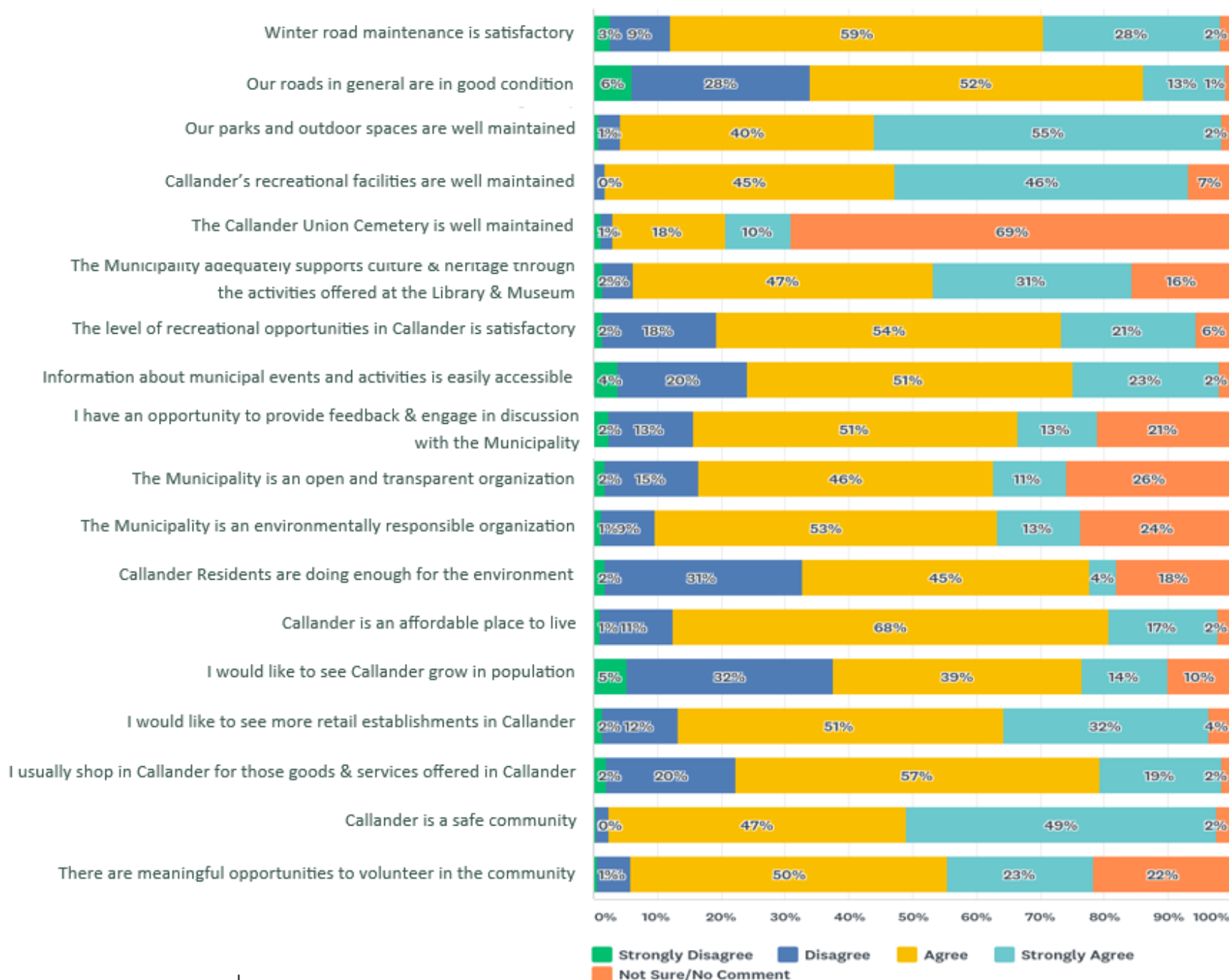- 75% agree/strongly agree that the level of **recreational opportunities** in Callander is satisfactory.
- 74% agree/strongly agree that **information about municipal events** and activities is easily accessible.
- 63% agree/strongly agree that they have an **opportunity to provide feedback and engage in discussion** with the Municipality and a sizeable percentage @ 21% were not sure or had no comment.
- 57% agree/strongly agree that the Municipality is an **open and transparent organization** and a sizeable percentage @ 26% were not sure or had no comment.
- 67% agree/strongly agree the **Municipality is an environmentally responsible** organization and a sizeable percentage @ 24% were not sure or had no comment.
- 49% agree/strongly agree that Callander **residents are doing enough for the environment** and a sizeable percentage @ 31% disagree with this statement.
- 85% agree/strongly agree that Callander is an **affordable place** to live.
- 53% agree/strongly agree that they would like to see Callander **grow in population** and a sizeable percentage @ 38% disagree or strongly disagree with this statement.
- 83% agree/strongly agree that they would like to see **more retail** establishments in Callander.
- 76% agree/strongly agree that they **usually shop** in Callander for those goods and services offered in Callander and a sizeable percentage @ 22% disagree or strongly disagree with this statement.
- 95% agree/strongly agree that Callander is a **safe community** with a sizeable percentage @49% strongly agreeing.

- 73% agree/strongly agree that there are meaningful **opportunities to volunteer** in the community and a sizeable percentage @ 22% were not sure or had no comment.

Q2 Please rate the extent to which you agree or disagree with the following statements

Statement	Strongly Disagree	Disagree	Agree	Strongly Agree	Not Sure/No Comment
Winter road maintenance is satisfactory	3%	9%	59%	28%	2%
Our roads in general are in good condition	6%	28%	52%	13%	1%
Our parks and outdoor spaces are well maintained	1%		40%	55%	2%
Callander's recreational facilities are well maintained	0%		45%	46%	7%
The Callander Union Cemetery is well maintained	1%		18%	10%	69%
The Municipality adequately supports culture & heritage through the activities offered at the Library & Museum	2%		47%	31%	16%
The level of recreational opportunities in Callander is satisfactory	2%	18%	54%	21%	6%
Information about municipal events and activities is easily accessible	4%	20%	51%	23%	2%
I have an opportunity to provide feedback & engage in discussion with the Municipality	2%	13%	51%	13%	21%
The Municipality is an open and transparent organization	2%	15%	46%	11%	26%
The Municipality is an environmentally responsible organization	1%	9%	53%	13%	24%
Callander Residents are doing enough for the environment	2%	31%	45%	4%	18%
Callander is an affordable place to live	1%	11%	68%	17%	2%
I would like to see Callander grow in population	5%	32%	39%	14%	10%
I would like to see more retail establishments in Callander	2%	12%	51%	32%	4%
I usually shop in Callander for those goods & services offered in Callander	2%	20%	57%	19%	2%
Callander is a safe community	0%		47%	49%	2%
There are meaningful opportunities to volunteer in the community	1%		50%	23%	22%

Legend: Strongly Disagree · Disagree · Agree · Strongly Agree · Not Sure/No Comment

Additional Comments

Additional comments associated with question #2 were provided by 93 respondents. Although these comments varied greatly, there were a few similarities. Below is a summary of the top 5 similar comments (in descending order):

- 15 respondents commented on how much they love Callander
- 9 respondents expressed a desire for more retail/commercial uses
- 8 respondents expressed a desire for community wide composting and enhanced recycling (for commercial properties)
- 6 respondents expressed a desire for a new library
- 6 respondents felt that the municipal water rates are too high

3. Callander's Most Appealing Qualities

A total of 318 responses were provided to question #3. The below "word cloud" identifies those words or phrases most often cited wherein the larger the font, the more often the word or phrase was mentioned.

Q3. What, in your opinion, are the most appealing qualities and/or attributes about Callander?

Recreation Quiet Country Living Close to Amenities Cleanliness Lake Access Potential Affordable Scenic North Bay Main Street Friendly Appealing Small Town Grocery Community Convenience Park Wonderful Water Front LCBO Size Raise a Family Location Quiet and Peaceful Natural Public Beaches Setting

The following provides a summary of the comments associated with the top ten most cited words or phrases:

1. **Community** (24% occurrences) – most comments emphasized a feeling of Callander being a great, friendly, safe, active and beautiful community with great community events.
2. **Small Town** (23% occurrences) – most comments emphasized the positive attributes of Callander's **small town** feel and charm with sufficient amenities and services while being in close proximity to bigger town amenities.
3. **Parks** (21% occurrences) – most comments noted that Parks is one of Callander's appealing qualities and in particular:
   - The splash pad,
   - The 2 rinks,
   - The play structures,
   - The municipal dock and boat launch
   - The outdoor exercise equipment,
   - The beaches,

- The skateboard park, and
- The landscaped gardens

4. **Friendly** (20% occurrences) – most comments noted that Callander is a family friendly community with friendly people, neighborhoods and is bike friendly.
5. **Waterfront** (14% occurrences) – most comments noted that an appealing quality of Callander is its wonderful waterfronts.
6. **North Bay** (8% occurrences) – most comments noted that an appealing quality of Callander is its proximity to North Bay for its amenities and the fact that Callander's taxes are lower than North Bay.
7. **Size** (4% occurrences) – most comments liked Callander's size.
8. **Affordable** (4% occurrences) – most comments reflected on the affordability of Callander and particularly with respect to taxes and housing.
9. **Location** (4% occurrences) – most comments reflected on Callander's location as being a desirable quality.
10. **Lake Access** (4% occurrences) – most comments noted that Lake Access is an appealing quality of Callander.

4. Callander's Most Unappealing Qualities

A total of 303 responses were provided to question #4. The below "word cloud" identifies those words or phrases most often cited wherein the larger the font, the more often the word or phrase was mentioned.

Q4 What, in your opinion, are the most unappealing qualities and/or attributes about Callander?

Dock Public Transportation Lake King Street Community Speed Limits
North Bay Hardware Park Land Taxes Sewage
Callander Grocery Roads Pick Retail Teenagers
Main Street Poop Think Blue Green Algae Town Bus Service Library
Veterans Walk Vacant Local

The following provides a summary of the comments associated with the top ten most cited words or phrases:

1. **Roads** (17% occurrences) – most comments noted that (some) roads were Callander's most unappealing quality and in particular King and Main Streets.
2. Although **Callander** was the second most mentioned word (8% occurrences), it was always associated with a comment related to something else and not that the respondents felt that Callander is unappealing.
3. **Store/Businesses/Shopping** (7% occurrences) – most comments expressed concerns over Callander's limited retail establishments.
4. **Taxes** (7% occurrences) – most comments felt that Callander's taxes are high.
5. **Main Street** (7% occurrences) – most comments focused on 2 unappealing aspects of Main Street with the first being the look and feel of the downtown store fronts including the vacant lot and the second being a concern over speeding motorists.

6. **Park** (7% occurrences) – comments were varied and primarily focused on the following concerns: the lack of a dog park, the cleanliness of the beach at the park, and generally **park**ing in the downtown.
7. **Think** (6% occurrences) – interestingly most comments noted that they can't think of any unappealing qualities about Callander.
8. **North Bay** (6% occurrences) – two primary themes were associated with North Bay with the first being the need to travel to North Bay for certain retail and services and the second being the desire for a bus service to North Bay.
9. **Town** (5% occurrences) – most comments noted that the library is great but too small and needs updating.
10. **Lake (**5% occurrences) – two primary themes were associated with the lake, with the first being a concern with the increasing incidences of Blue Green Algae and the second being a concern over the lack of lake access primarily within the Osprey Subdivision.
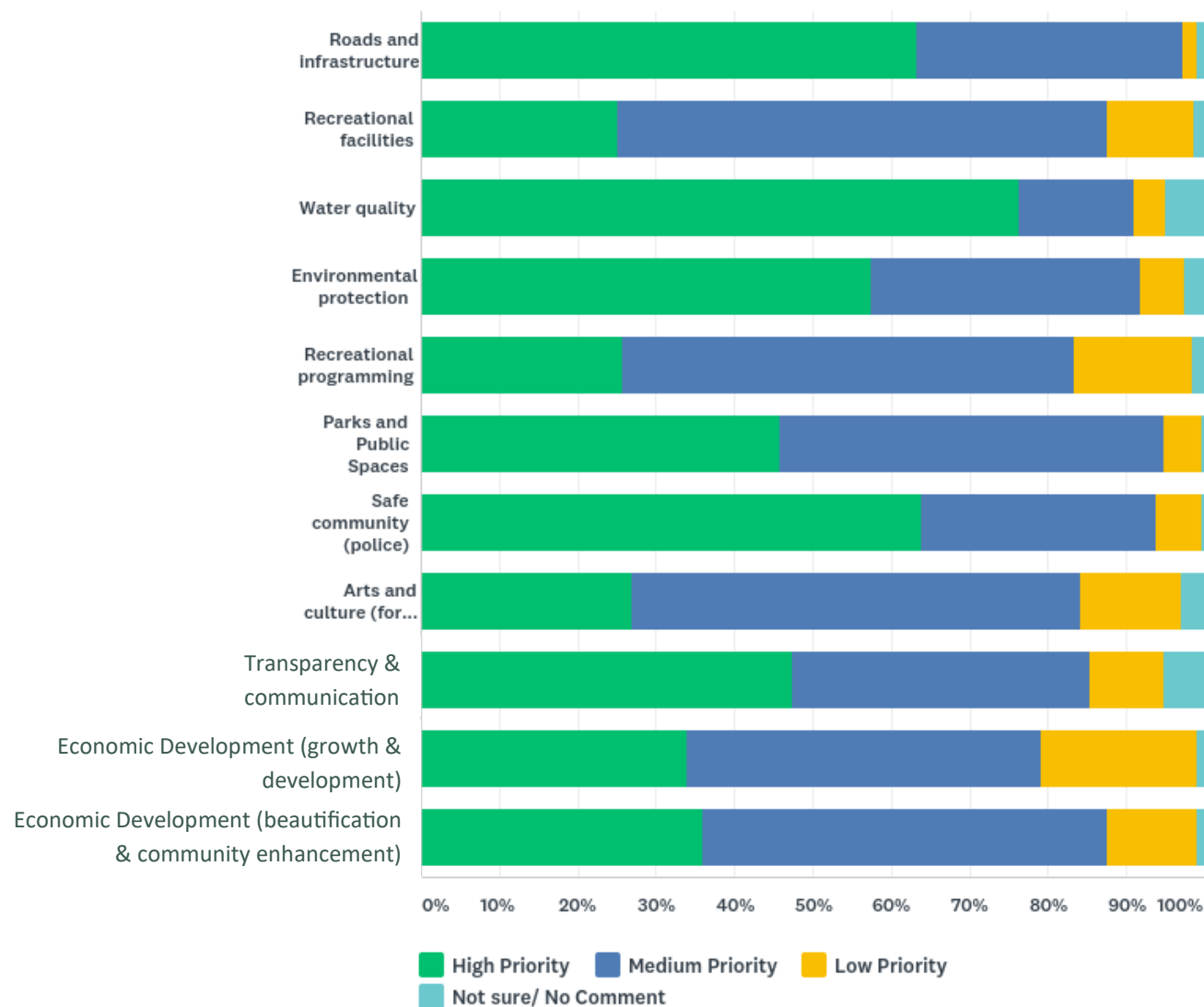
5. Municipal Priorities

A total of 329 responses were provided for Question #5 which asked respondents to identify what priority they felt the municipality should place on certain services. Please note that the online version of this survey question did not work properly for the first 26 respondents as it limited their choices to picking only 1 High, Medium or Low Priority item.

The following provides a ranked list of priorities from highest to lowest:

1. Water Quality
2. Safe Community (police)
3. Roads and Infrastructure
4. Environmental Protection
5. Parks and Public Spaces
6. Transparency and Communication
7. Economic Development (defined as beautification & community enhancement initiatives)
8. Economic Development (defined as growth & expansion)
9. Recreational Facilities
10. Arts and Culture (for example community events)
11. Recreational Programming

Q5 What level of priority do you feel the Municipal Government should place on the following services?

Legend:
- **High Priority** (green)
- **Medium Priority** (blue)
- **Low Priority** (yellow)
- **Not sure/ No Comment** (light blue)

Categories:
- Roads and infrastructure
- Recreational facilities
- Water quality
- Environmental protection
- Recreational programming
- Parks and Public Spaces
- Safe community (police)
- Arts and culture (for...
- Transparency & communication
- Economic Development (growth & development)
- Economic Development (beautification & community enhancement)

Additional Comments

Additional comments associated with question #5 were provided by 71 respondents. Although these comments varied greatly, there were a few similarities. Below is a summary of the top 3 similar comments (in descending order):

- 8 respondents commented on how they would like to see additional growth while maintaining Callander's small town feel
- 6 respondents expressed a desire for a new library offering a variety of services
- 3 respondents expressed a desire for a traffic light at the Lansdowne Street/Highway 94 intersection.

6. Municipal Taxation

A total of 327 responses were provided for Question #6 which asked respondents to identify which statement best represents their position regarding taxation in Callander.

The following provides a ranked list of responses from highest to lowest:

1. 31% support a tax increase in order to enhance services
2. 30% were not sure or need more to know before deciding
3. 25% support a tax increase in order to maintain services
4. 14% do not support a tax increase and wish to reduce/change services

Q6 Considering the annual increased cost of living (inflation), which statement best represents your position regarding taxation in Callander? (Check one)
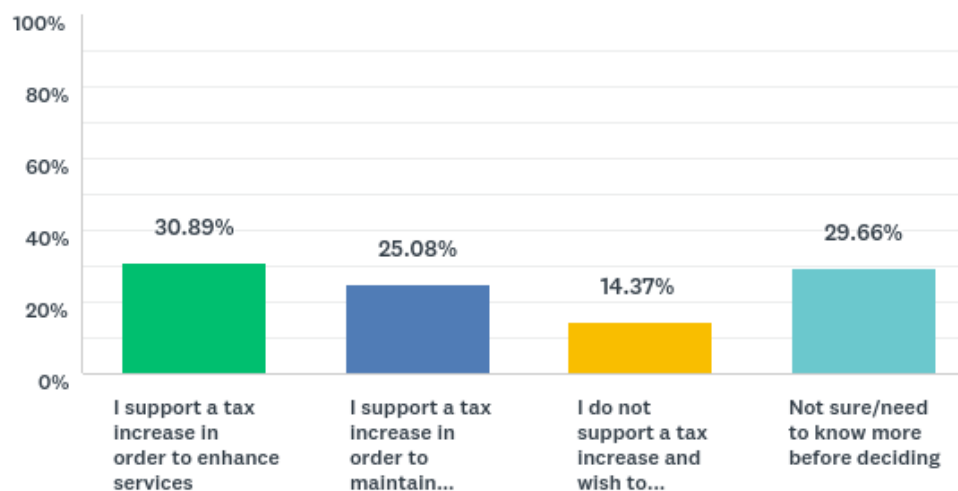
Additional Comments

Additional comments associated with question #6 were provided by 73 respondents. Although these comments varied greatly, there were a few similarities. Below is a summary of the top 2 similar comments:

- 8 respondents felt that taxes for rural area residents are too high, and
- 8 respondents felt that taxes are already too high.

SECTION B: ENVIRONMENT / ECONOMY

7. Municipal Opportunities to Support the Environment

A total of 241 survey participants answered question #7. The below "word cloud" identifies the words or phrases most often cited in participants' replies. The larger the font, the more often the word or phrase occur.

Q7: What, if anything, do you feel the Municipality could do to support our environment?

Blue-green Algae Shoreline Protection Energy Moment Yard Drive Residents Trash Lake Golf Course Water Bylaw Compost Landfill Recycling Public Transportation Garbage Wasi Doing Particular Trees Unsure Continue MNR Green Bins Main Street Dumping

The following provides a summary of the top ten most cited words or phrases:

1. **"Recycling"** was most commonly cited (26% occurrence). Suggestions include: more recycling bins in public spaces; the introduction of a commercial recycling program; more frequent pickups of residential recyclables; more education surrounding recycling; expanded list of items accepted for recycling; drop off spot for recycling of hazardous waste.
2. **"Compost"** (14% occurrence). Suggestions focus on the introduction of a composting program involving curb-side pickup and/or the establishment of a community compost location. Other suggestions include encouraging households to compost more and educating residents about composting.
3. **"Garbage"** (12% occurrence). More garbage bins around town were suggested, along with more frequent collections of large household garbage, either through curb pick up or through coordinated drop-off.
4. Comments related to "**Water**" and **"Lake"** occurred 9% and 7% of the time, respectively. Most comments address the importance of ensuring healthy and safe water quality. Suggested measures include: regular monitoring of contaminants in Callander Bay, upgraded sewage and water treatment plants, education to the public about use of fertilizer and septic maintenance. Dealing with the blue-green algae in the lake and the introduction of water bottle filling stations in public spaces were also mentioned.
5. **"Doing"** was the fifth most commonly cited word (7% occurrence). The majority of the replies express that the Municipality is doing a good job in supporting the environment.
6. **"Lake"** was the sixth most commonly cited word (see above).
7. **"Trees"** (5% occurrence) - most comments are in the context of protecting and maintaining existing trees and planting new trees.
8. **"Residents"** (5% occurrence) – most comments refer to educating and encouraging residents to compost, clean up, and maintain boats, snowmobiles and septic tanks, in order to avoid contaminants.
9. "**Continue**" (4% occurrence) – most comments emphasize that the Municipality should continue with existing programs, such as recycling, clean up days, etc.
10. "**Yard**" occurred in 3% of the replies, most often in connection with initiatives that help residents maintain clean yards.

8. Municipal Opportunities to Support the Economy

238 responses were provided to question #8. The "word cloud", below, identifies the words or phrases most often cited in participants' replies. The larger the font, the higher occurrence of the word or phrase.

Q8: What, if anything, do you feel the Municipality could do to support our economy?

Unsure Draw People Incentives Office Space Shops Road
Industry Outdoor Retail Water Attract Jobs Tax
Trying Encourage Think Local Businesses
Ideas Callander Waterfront Small Businesses
Year Round North Bay Lake Nipissing Municipality Affordable Housing
Advertising Services

The top ten most cited words or phrases were as follows:

1. "**Encourage**" (12% occurrence)
2. "**Tax**" (11% occurrence)
3. "**Local businesses**" (11% occurrence)
4. **Attract**" (11% occurrence)
5. "**Callander**" (10% occurrence)
6. "**Retail**" (7% occurrence)
7. "**Small businesses**" (7% occurrence)
8. "**Industry**" (7% occurrence)
9. "**North Bay**" (5% occurrence)
10. "**Shops**" (5% occurrence)

The key points associated with the above words and phrases include:

- Encourage businesses – small, new, existing - to locate to Callander.
- Attract businesses through tax incentives and land.
- Attract light industry and thoughtful private sector development including retail.
- Encourage local businesses to work together.
- Encourage local businesses to renovate and improve.
- Support local businesses by encouraging residents to shop locally and by promoting local businesses, including through business directory, advertising and the creation of a local Chamber of Commerce chapter.
- Attract tourism by enhancing the community, focusing on what makes Callander unique, promoting events and new activities.
- More local shops.
- Transportation service that connects Callander to North Bay's bus system and/or car pool parking.

9. Desirable Goods and Services - Not Currently Offered in Callander

263 replies were provided to question #9. The "word cloud", below, identifies the words or phrases most often cited in participants' replies. The larger the font, the more often the word or phrase was mentioned.

Q9: If available near your home, what type of goods or services would you purchase that is not already available in the community ?

Community Giant Tiger Think Franchise Fitness Larger Local
Building Materials Hardware Supplies Happy
Grocery Fast Food Clothing Gym Hardware
Bakery Shop Building Supply North Bay Pet Dollar Fresh
Home Hardware Home Improvement Farmers Market
Internet

The top ten most cited words include:

1. **Hardware** (37% occurrence)
2. **Clothing** (12% occurrence)
3. **Shop** (8% occurrence) – the third most commonly cited word refers to respondents' shopping habits and the mention of different kinds of shops.
4. **Grocery** (8% occurrence) – most replies refer to the introduction of alternative suppliers.
5. **North Bay** (6% occurrence) – most replies refer to either that it is convenient to shop in North Bay, or that respondents would shop in Callander instead of North Bay if certain goods and services were available in the community.
6. **Dollar** (5% occurrence) - respondents mention that they would like to see Dollar Store products in Callander.
7. **Local** (5% occurrence) – respondents citing "local" mention products from local farmers (meat, produce) and local artisans.
8. **Fitness** (3% occurrence) - respondents note that they would use a fitness centre if located in Callander.
9. **Farmers Market** – (3% occurrence) respondents would shop at a local farmers market.
10. **Internet** – (2% occurrence) - respondents mention better high-speed Internet options.

10.   Suggestions for Projects or Ideas

230 survey participants replied to question #10**.** The "word cloud", below, identifies the words or phrases most often cited in participants' replies. The larger the font, the more often the word or phrase was mentioned.

Q10: Sometimes the smallest things we can do for our community have the biggest impact.
Do you have a project or idea that could possibly impact our community?

Fitness Government Dock Main Street Gym Beach Not at the Moment
Think Beautification Water Compost North Bay
Winter Park Seniors Community Nice Library
Lake Activities Municipality Farmers Market Liquor
Bring Bike Lanes Local Indoor Rink Sign

The following provides a summary of the top ten most cited words or phrases:

1. "**Community**" (14% occurrence) - Comments include:
   - Establish a community garden and events featuring local artisans.
   - Offer more social events that bring the community together, such as "lunch and learns" and other information-sharing sessions.
   - Improved communication through website, notices in the mail, and enhanced fiber-optic network.
   - More activities at the Community Centre, including community yard sale, increased programming for different age groups.
   - Enhance community through improved lighting at public facilities, promotion of clean public areas.
2. "**Park**" (13% occurrence) - Several comments expressed how "the park" (referring to Centennial Park) and its current offering are great assets to the community. Additional events and activities were suggested: music, yoga, walking group, artisan event, movie nights, farmers' market in the park.
3. "**Library**" (9% occurrence) - Comments relate to the library's role of providing important programs and services, and comments in favour of a new library.
4. "**North Bay**" (4% occurrence) - Comments refer to how Callander residents go to North Bay for certain goods and services, and how to attract North Bay residents to Callander.
5. "**Activities**" (4% occurrence) - Several respondents would like to see more sport/fitness and family-related and youth activities including after school activities.
6. "**Water**" (4% occurrence) - A wide range of replies were provided, including beautifying and connecting the waterfront to Municipal dock with walking/bike path, public water access/park in Osprey, expanding the water system, more gazebos and a food truck or restaurant at the waterfront.
7. "**Farmers Market**" (3% occurrence) - Respondents suggested the introduction of a farmers' market in Callander.
8. "**Beach**" (3% occurrence) - There was a range of suggestions, from cleaning up the beach, to volleyball tournament at the beach, to beach for dogs and the introduction of a life guard at the beach.
9. "**Main Street**" (3% occurrence) - Respondents would like to see restauration and beautification of Main Street façades and the empty lot. Mini art gallery on Main strip suggested.
10. "**Sign**" (2% occurrence) - Comments include the introduction of events sign downtown, information sign in downtown Callander, signs as part of a continued branding of Callander.
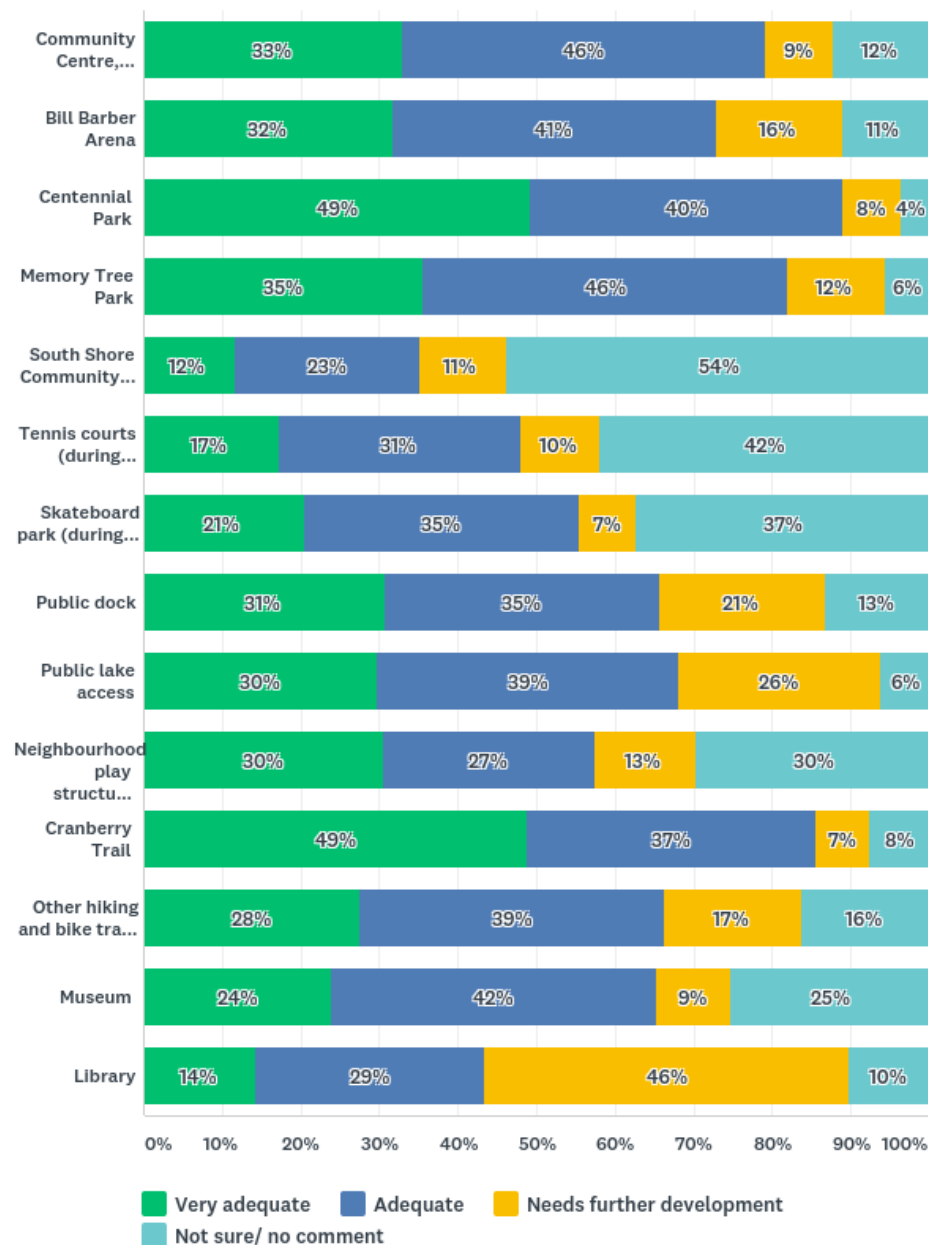
SECTION C: RECREATION AND PROGRAMMING

The replies to the questions in this section will provide input for the Recreation Vision and Master Plan and for future recreational programming in Callander.

11. Municipal Facilities

299 survey participants provided input to question #11, "Do you feel that the following Municipal facilities are adequate for their intended use? The table below illustrates respondents' views:

Q11 Do you feel that the following Municipal facilities are adequate for their intended use?

Facility	Very adequate	Adequate	Needs further development	Not sure/ no comment
Community Centre,...	33%	46%	9%	12%
Bill Barber Arena	32%	41%	16%	11%
Centennial Park	49%	40%	8%	4%
Memory Tree Park	35%	46%	12%	6%
South Shore Community...	12%	23%	11%	54%
Tennis courts (during...	17%	31%	10%	42%
Skateboard park (during...	21%	35%	7%	37%
Public dock	31%	35%	21%	13%
Public lake access	30%	39%	26%	6%
Neighbourhood play structu...	30%	27%	13%	30%
Cranberry Trail	49%	37%	7%	8%
Other hiking and bike tra...	28%	39%	17%	16%
Museum	24%	42%	9%	25%
Library	14%	29%	46%	10%

Legend: Very adequate, Adequate, Needs further development, Not sure/ no comment

- 79% feel that the Community Centre, including the Orton Room are "very adequate" or "adequate".
- 73% feel that the Bill Barber Arena is "very adequate" or "adequate".
- 89% feel that Centennial Park is "very adequate" or "adequate".
- 82% feel that Memory Tree Park is "very adequate" or "adequate".
- 35% feel that South Shore Community Centre is "very adequate" or "adequate". 54% of respondents were not sure or did not have any comments.
- 48% feel that the tennis courts are "very adequate" or "adequate". 42% were not sure or did not have any comments.
- 55% feel that the skateboard park is very adequate" or "adequate". 37% were not sure or did not have any comments.
- 66% feel that the public dock is "very adequate" or "adequate".
- 68% feel that public lake access is "very adequate" or "adequate".
- 58% feel that neighbourhood play structure is "very adequate" or "adequate". 30% were not sure or did not have any comments.
- 86% feel that Cranberry Trail is "very adequate" or "adequate".
- 66% feel that other hiking and bike trails in Callander are "very adequate" or "adequate".
- 65% feel that the Museum is "very adequate" or "adequate".
- 46% feel that the Library needs further developments, whereas 43% feel that it is "very adequate" or "adequate".

Additional Comments

146 respondents provided additional comments to question # 11. The top five comments focus on the following:

1. **Library:** (32% occurrence). The majority of the comments (67%) were in favour of the library expansion. 9% of respondents suggested that the Library relocate into an existing building, whereas 6% were against any kind of Library expansion.
2. **Park:** (21% occurrence). The word is mostly used in the context of what park respondents live close to. Centennial Park and Memory Tree Park are mentioned as great resources that need to be maintained and cared for.
3. **Osprey:** (12 % occurrence). Half of the replies refer to the lack of a playground/park in the Osprey subdivision. Concerns about lake access in the Osprey area are also raised. Osprey is also used to indicate that respondents live in this neighbourhood.
4. **Play structure** (8 % occurrence). Comments refer to what play structure respondents live close to.
5. **Trails** (5% occurrence). Respondents appreciate existing trails. Comments also include the need to maintain Callander's trails, including Trans Canada Trails on municipal properties.

12.   Municipal Facility Rentals

A total of 300 survey participants provided responses to question #12 concerning the rental of Municipal facilities. "Do you know that it is possible to rent Municipal facilities such as the Community Centre?" 94% of respondents are aware that this is possible. 20% of these respondents have rented a municipal facility in the past.

### Q12 Facility Rentals

Yes   No
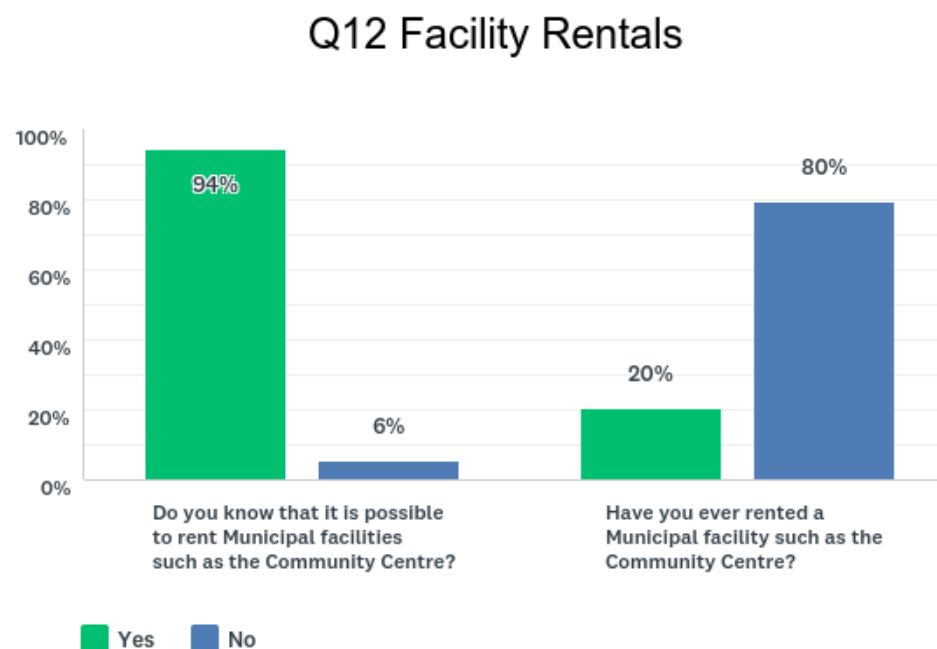
13. & 14 Engagement in Recreational Activities

297 survey participants replied to question # 13 related to how often respondents engage in recreational activities.
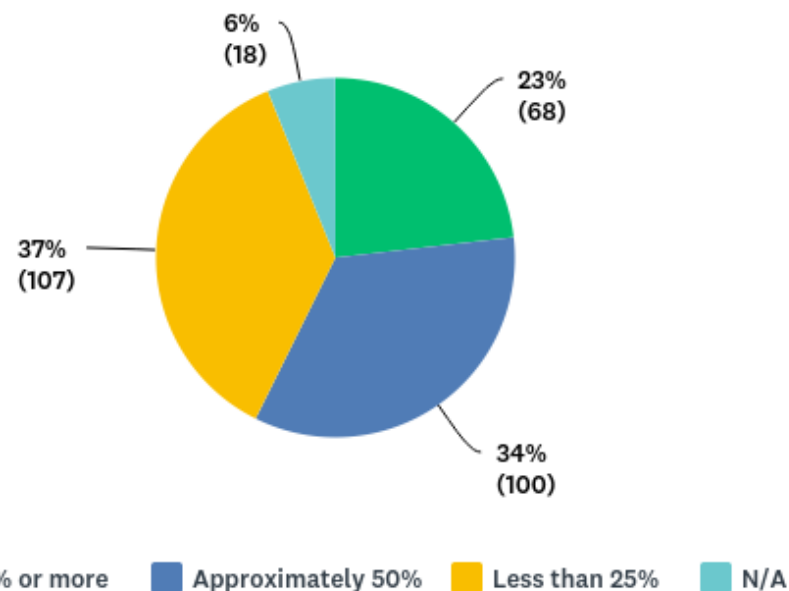
Based on the national definition of recreation (physical, social, intellectual, creative and spiritual pursuits), 88% of respondents indicate that they "Often" or "Sometimes" engage in recreational activities.

293 responses were provided to question #14: "Approximately, what percentage of these recreational activities take place in Callander?". 57% of respondents indicate that they engage in recreational activities in Callander half of the time or more. 37% of respondents say that they engage in recreational activities in Callander less than 25% of the time.

Question 13: How often do you engage in recreational activities?
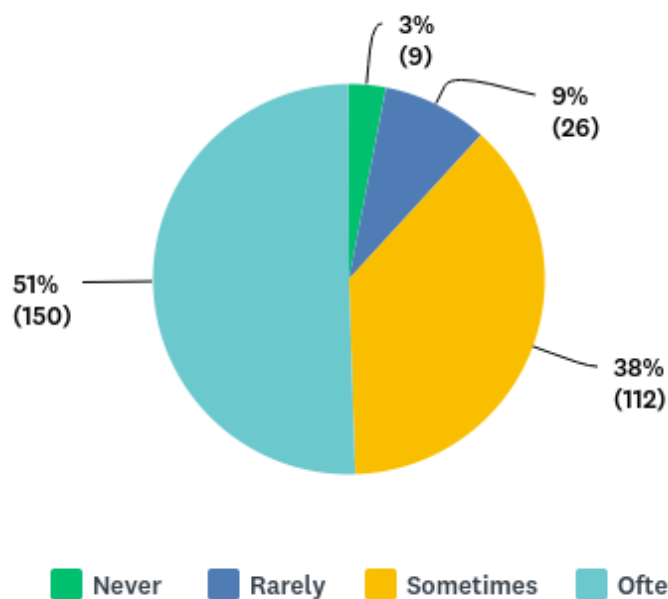
Question 14: Approximately, what percentage of these recreational activities take place in Callander?

3%
(9)

9%
(26)

51%
(150)

38%
(112)

6%
(18)

23%
(68)

37%
(107)

34%
(100)

Never   Rarely   Sometimes   Often   75% or more   Approximately 50%   Less than 25%   N/A

Recreational activity motivators

148 responses were provided to the question "What needs to be in place for you to be more involved in recreational activities in Callander". The top eight replies include:

1. **Activities**. Respondents would like to see more varied activities and options for different age groups in the community (seniors, families, etc), as well as improved and increased information and publicity about existing activities.
2. **Gym.** Respondents indicate that they would be more involved in recreational activities in Callander if there was a public gym in the community, similar to the one in Astorville.
3. **Walking.** Respondents express that they would like to see walking programs, and/or sidewalks, facility or tracks for walking in the community.
4. **Library.** Respondents indicate that they feel that an enhanced library space will provide opportunities for increased social activities and creative pursuits as well as recreational activities.
5. **Events**. More scheduled events and activities and better communication about these events and activities are requested.
6. **Trails.** Respondents indicate that they would like to see more trails for walking, biking and hiking and more/better information about the location of existing trails.
7. **Groups**. More group activities are requested, for different age groups and different interest areas (music, art, walking, etc).
8. **Indoor pool.**

15. & 16 Community Involvement

A total of 297 responses were provided to question #15 regarding respondents' involvement in the community.

30% of respondents are currently involved in community groups through volunteering or other involvement, the balance (70%) is not.

When asked if respondents would like to see changes to their current involvement in the community (question #16), 32% answered "yes". 68 % want their current involvement to remain the same. Those who want to increase their involvement would most often like to do so through increased volunteering and/or being part of a committee. Several respondents mentioned that they would love to be more involved in the community but that they are not sure how to go about being so. They would like to see a list of volunteer positions available and posted and kept up to date, or an email registry for residents who give their permission to be contacted regarding available volunteering opportunities.

Question # 15: Are you currently involved in any community groups through volunteering or other involvement?
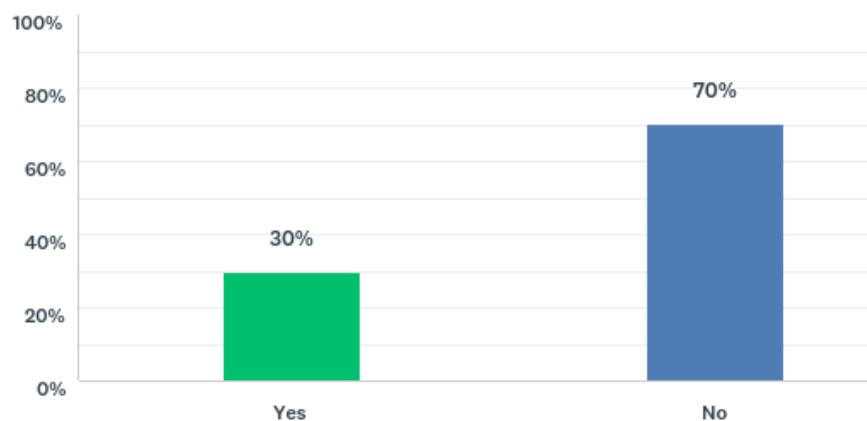
Question # 16: Would you like to see changes to your current involvement in the community?
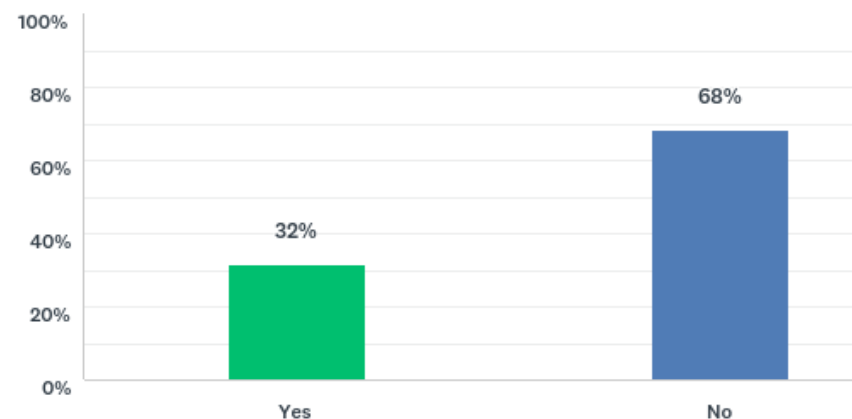
17. Centennial Park

A total of 275 replies were provided to question #17 concerning Centennial Park. 67% of respondents would not like additional equipment or activities offered in the Park.

Q17 Centennial Park: Would you like additional equipment or activities offered in the Park?
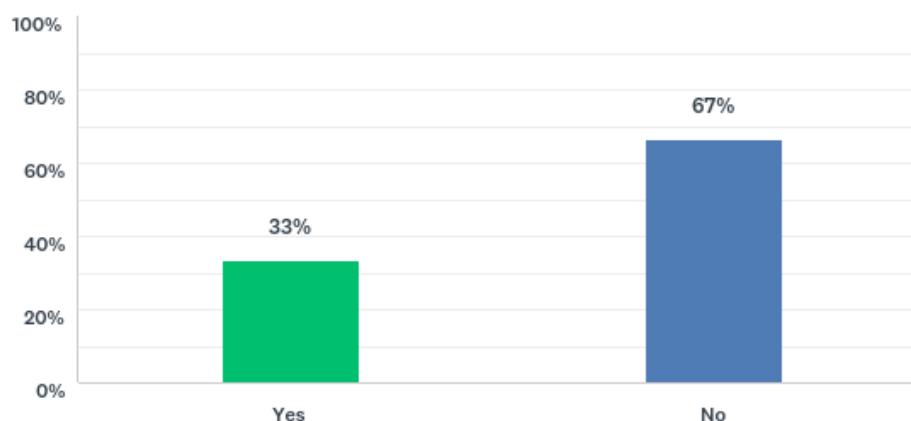
The top ten most cited additional equipment or activities for Centennial Park cited by the 33% who are in favour of such attractions, include:

1. **More seating, preferably in the shade.** Additional picnic tables and benches were suggested.
2. **Music in the Park**. Respondents would like to enjoy summer evening concerts.
3. **More play structures**. Respondents would like to see equipment that provide opportunities for climbing and something catered to very young children.
4. **Community barbeques.**
5. **Improvements to the beach.** Suggestions include cleaning and raking the beach more frequently, revamping the break wall and stairs for easier access to the beach.

6. **More programming and activities for adults**, including yoga, a weekly program to make use of the workout equipment, bocce ball.
7. **Retail business.** Suggestions include snack bar, place to buy non-alcoholic refreshments.
8. **Volleyball nets.**
9. **Walking/running track.**
10. **Easier boat launching facilities**, including dock at the boat launch.

18. Recreational Assets

A total of 276 responses were provided for Question #18, "What do you think are Callander's greatest, existing recreational assets? The "word cloud", below, illustrates the most commonly cited assets. The size of each word reflects how often it was used.

Library Water Quality Water Park Family Bill Barber Golf Course
Water Front Clean Cranberry Trail Walking Trails
Lake Main Street Splash Pad Park for the Kids
Centennial Park Facilities Beach Skateboard Park
Community Centre Fantastic Bay Centenial Park Fishing
Park and Outdoor Rink Kate Pace Way

The ten most commonly cited assets include:

1. **Splash pad** (25% of respondents)
2. **Lake** (14%)
3. **Centennial Park** (14%)
4. **Cranberry Trail** (14%)
5. **Beach** (13%)
6. **Waterfront** (11%)
7. **Community Centre** (8%)
8. **Bill Barber** (8%)
9. **Bay** (6%)
10. **Water Park** (5%)

19. Recreational Opportunities

233 responses were provided for question # 19, "What do you think are Callander's greatest, future recreational opportunities?". The "word cloud", below, illustrates the most commonly cited recreational opportunities. The size of each word reflects how often it was used.

Ice Surface Main Street Callander Public Dock Area Programming Pickle Ball Indoor Artificial Ice New Library Beach Lake Promote Park Walking Water Cycling Trails Spaces Arena North Bay Community Tennis and Basketball Courts Pool Splash Pad Development Unsure

The eight most commonly cited future recreational opportunities include:

1. **Water** (10% of the replies). Respondents suggest promoting Callander's waterfront through water sport rentals (canoe, kayak, paddle boat, etc), better access to/from the water, food vendors at the waterfront and ensuring good water quality.
2. **Park** (9% occurrence). Most comments refer to Centennial Park. Suggestions include more organized activities in the park, including music and yoga/tai chi. More gazebos and places for picnics and barbeques are also mentioned. Several respondents believe an off-leash, fenced dog park presents a recreational opportunity.
3. **Trails (**8% occurrence). Respondents feel that more maintained trails for walking, biking, cross-country skiing and ATV-ing represent great recreational opportunities.
4. **Lake (**6% occurrence). Just like with "**Water**", comments refer to activities on the water, water access and water quality.
5. **Arena** (6% occurrence). Respondents suggest expanding, upgrading and/or enclosing the Bill Barber Arena.
6. **New library** (6% occurrence). It should be noted that "Library" as a stand-alone word describing Callander's future recreational opportunities, was used by 10% of the respondents, putting it in the top, alongside "Water".

7. **Community** (5% occurrence). It was used both in the generic sense of the word when describing Callander, and for suggestions involving programming at the Community Centre, such as fitness, dance, volleyball.
8. **Indoor** (5% occurrence). Most suggestions involve creating an indoor ice rink. An indoor pool is also suggested.

20.   Recreational Challenges

A total of 226 survey participants provided replies to question #20, "What do you think are the Municipality of Callander's greatest recreational challenges (weaknesses)?" The "word cloud", below, illustrates the most commonly cited recreational challenges (weaknesses). The size of each word reflects how often the word (or combination of words) was used.

There was a wide span of replies to this question. "Community", "Park" (including comments about "parking"), "Library", "Facilities", "North Bay", "Recreational" and "Funding" were the most commonly used words. Key ideas brought forward as replies to this question include:

1. **Insufficient and/or inadequate communication and advertising about available resources and events:** "Making the community aware of what is offered or happening ahead of time. Website needs to be more user friendly when looking for info on things happening."
2. **Funding and lack of resources:** "$$$. Maintenance". "Finances and competing priorities." "have great facilities but not up kept to full potential!"
3. **Library:** "I think we will have more to offer once our new library is built". "The Library does so much with so little. A new Library that would hold more people is essential. The Library is so much more than books."

4. **The size of the community and proximity to North Bay:** "It's hard to run a sports league if you don't have the players to participate". "There are not enough people to support an adequate recreation infrastructure." "There are better programs and facilities in North Bay. Hard to compete."

5. **Dwindling volunteerism and community involvement:** "We have a lot of programs that are supported by volunteers." "Getting people involved."

6. **Satisfying the needs of all age groups:**" Lack of programming for all ages." "Nothing geared towards the older youth ages 12-19." "Daytime activities for seniors."

7. **Water quality and public access to lake:** "Blue green algae make the lake inaccessible at times." "Preserving the waterfront/ water quality while still having lots of access to it."

8. **Rink and arena:** "The rink at the Community Centre is very much weather dependent."

21. Recreational Threats

A total of 216 responses were provided for question # 21 "What do you think are the most significant external threats to recreation in Callander?". The "word cloud", below, illustrates the most commonly cited significant external threats to recreation in Callander. The size of each word reflects how often the word (or combination of words) was used.

A wide array of comments was provided to this question. Some replies are similar to the comments for question # 20 (recreational challenges). A number of more global, general threats are also mentioned. The top six comments provided for this question include:

1. **Competition from North Bay and adjacent communities** (21 % occurrence). "North Bay is right beside us and offers gyms, arenas, shopping, all in abundance, and sometimes more affordable than Callander."
2. **Lake water quality, including blue-green algae** (13% occurrence**).**
3. **Lack of money including government grants** (6% occurrence).
4. **Weather and climate change** (4 % occurrence).
5. **Fishing regulations** (3% occurrence).
6. **Lack of population, volunteers and community support** (3% occurrence).

22.   Other Comments on Recreation

119 survey participants included other comments and suggestions on recreation in Callander. The "word cloud", below, illustrates the most commonly cited significant external threats to recreation in Callander. The size of each word reflects how often the word (or combination of words) was used.

Nice Paddle Boats Happy Trail Doing Friendly Summer Ice Park
Public Love Great Work Callander Lake
Community Youth Recreation Price
Opportunities Facilities Arena Sign Programs Planning
Pool Draw People Survey

Just like with the previous two questions, there was a range of replies, including many positive comments: "Pretty good for a small community", "So happy to call Callander home." "All things considered, Callander already punches above its weight when it comes to recreation."

Many of the suggestions brought forward in previous questions were repeated, including the desire to see new facilities (gym, indoor rink, indoor pool, etc.), activities (bicycle, paddle boats, etc.) and programming for different seasons and age groups, not the least for seniors.

Several respondents suggested collaborating with other communities to share services, equipment, staff and opportunities. "Callander is an integral part of the larger geographic community, which includes East Ferris, Powassan, North Bay, etc. All municipalities are close enough for our residents to access their activities. We must continue to do what we do well and not spread our efforts too thinly, thus doing nothing well."

Respondents also emphasized the importance of maintaining and promoting the community's existing recreational assets.

SECTION D: COMMUNICATION

23. Satisfaction with Municipal Communications

A total of 327 responses were provided for Question #23 which asked respondents to rank how satisfied they are with the communication and information provided by the Municipality.

The following provides a ranked list of responses from highest to lowest:

5. 42% are somewhat satisfied
6. 40% are satisfied
7. 15% are somewhat dissatisfied
8. 3% are very dissatisfied

Q23 How satisfied are you with the communication and information provided by the Municipality?
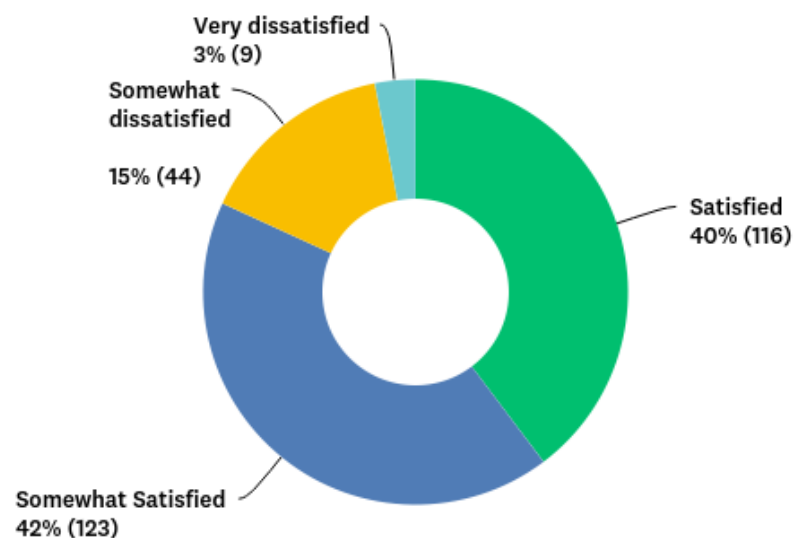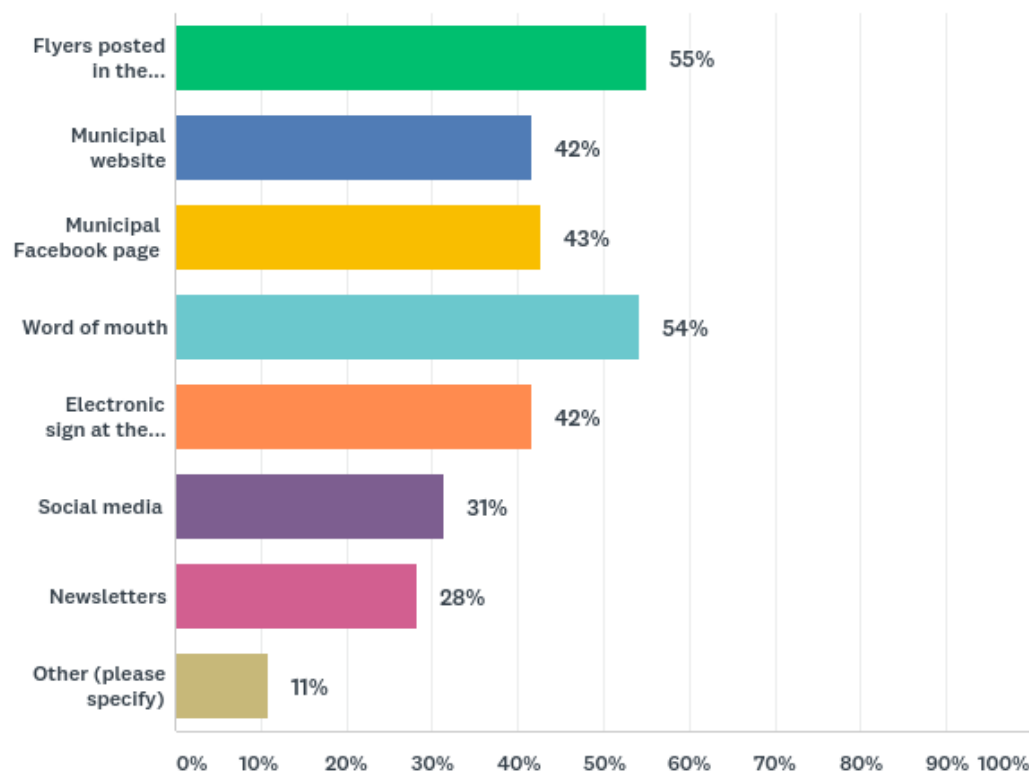
24. Sources for Obtaining Community Information

A total of 293 responses were provided for Question #24 which asked respondents to identify how they hear about municipal news and events.

The following provides a ranked list of responses from highest to lowest:

1. 55% from Flyers posted in the community
2. 54% by word of mouth
3. 43% through the municipal Facebook page
4. 42% by the electronic sign at the Community Centre
5. 42% through the Municipal website
6. 31% through social media
7. 28% through newsletters
8. 11% other – such as local media outlets and through the library

Q24 How do you hear about Municipal news and events? (check all that apply)

Category	Percentage
Flyers posted in the...	55%
Municipal website	42%
Municipal Facebook page	43%
Word of mouth	54%
Electronic sign at the...	42%
Social media	31%
Newsletters	28%
Other (please specify)	11%

25. Preferences for Sources of Community Information

A total of 288 responses were provided for Question #25 which asked respondents to identify their preferences for receiving information about municipal news and events.

The following provides a ranked list of responses from highest to lowest:

1. 48% from the Municipal Website
2. 47% through the municipal Facebook page
3. 44% through municipal newsletters

4. 43% through flyers posted in the Community
5. 38% by the electronic sign at the Community Centre
6. 35% through social media
7. 15% by word of mouth
8. 15% by other means such as direct emails, direct mailing of flyers, other media outlets.

## Q25 How do you prefer to be informed about Municipal news and events?

Category	Percentage
Electronic sign at the...	38%
Flyers posted in the...	43%
Municipal Facebook page	47%
Municipal website	48%
Newsletters	44%
Social media	35%
Word of mouth	15%
Other (please specify)	15%
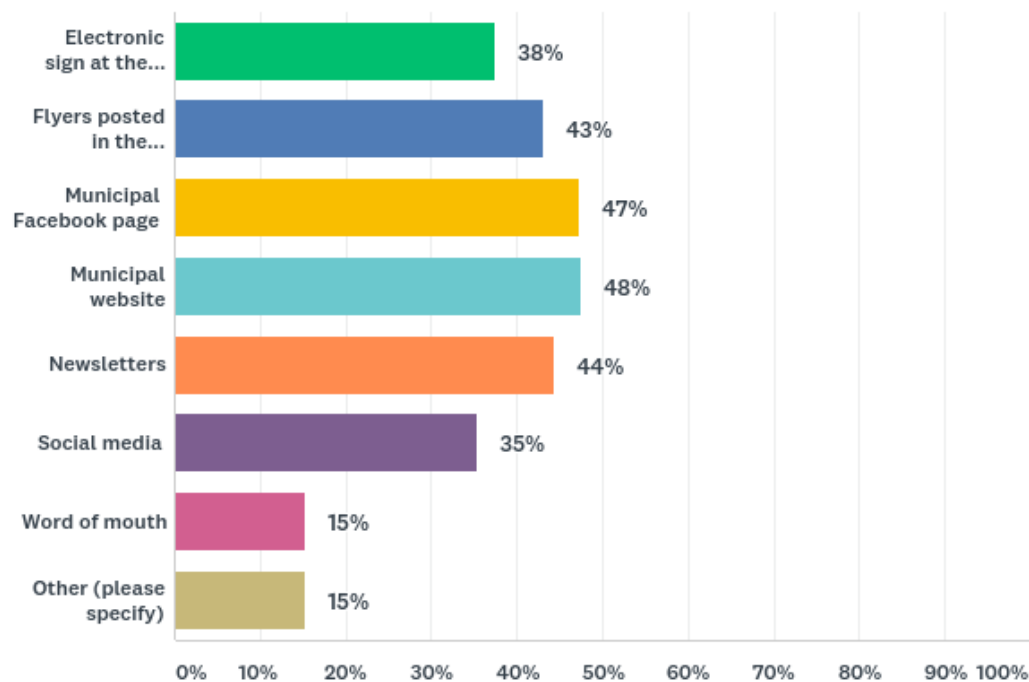
26.   Familiarity with Computers

A total of 292 responses were provided for Question #26 which asked respondents to rank their level of familiarity with computers and internet-based communication.

The following provides a ranked list of responses from highest to lowest:

1. 47% noted an advanced level of familiarity
2. 40% noted a good level of familiarity
3. 12% noted a fair level of familiarity
4. 2% noted that their level of familiarity is non-existing

Q26 How would you describe your level of familiarity with computers and internet-based communication?
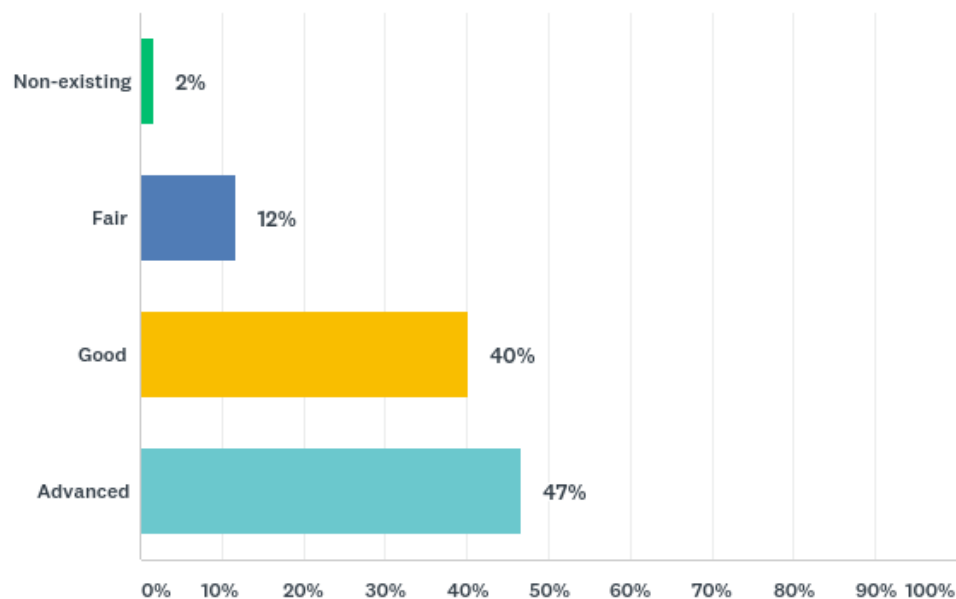
## SECTION E: HOUSEHOLD INFORMATION

27. Age of Respondents

As illustrated below, respondents between the ages of 40 and 60 represented 41% of total respondents followed by the 60+ year old @ 33%.

Q27 Please indicate your age group
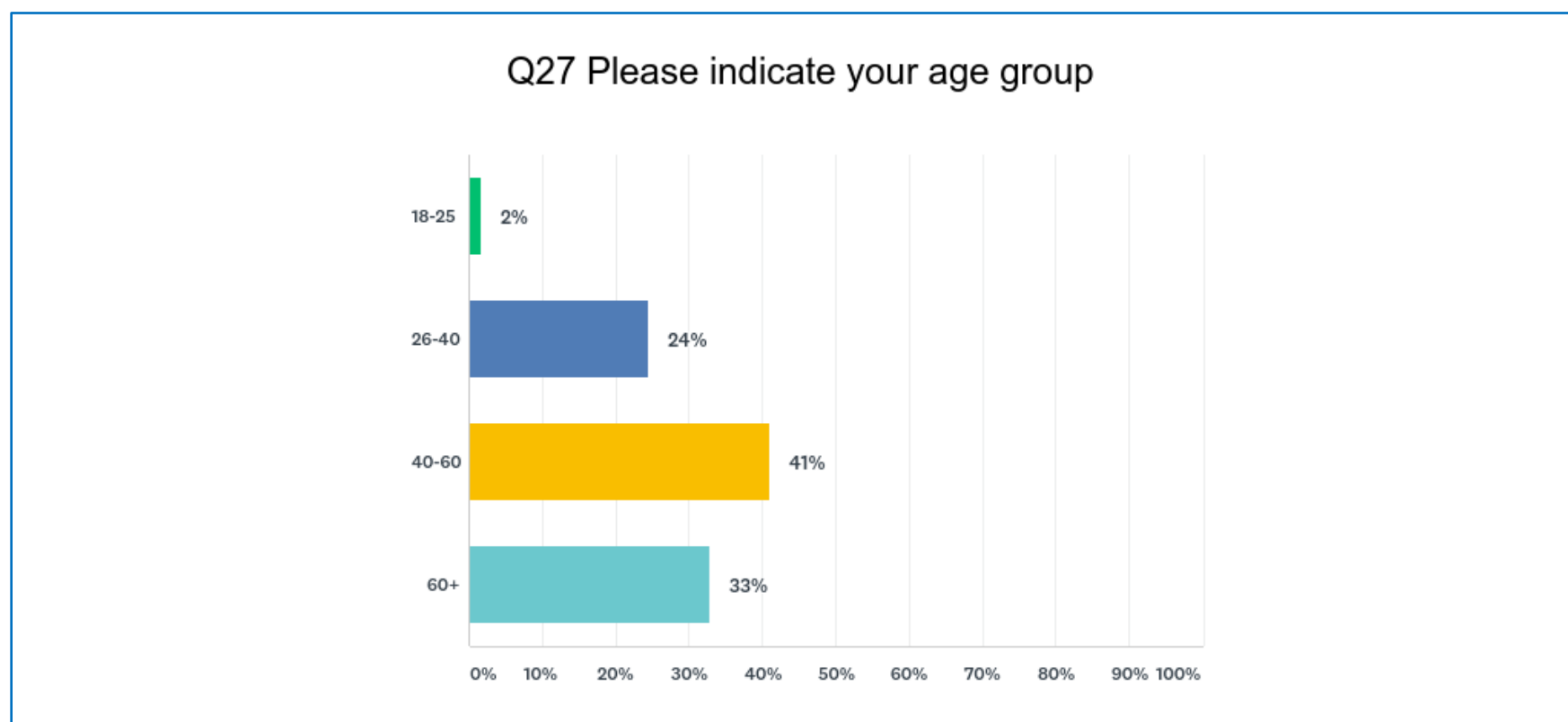
28. Length of Residency

As illustrated below, respondents who have lived in Callander for more than 15 years represented 40% of the total respondents followed by those who have lived here for less than 5 years @25%.

Q28 How long have you lived in Callander?

Category	Percentage
Less than 5 years	25%
5-10 years	20%
10-15 years	16%
15+ years	40%
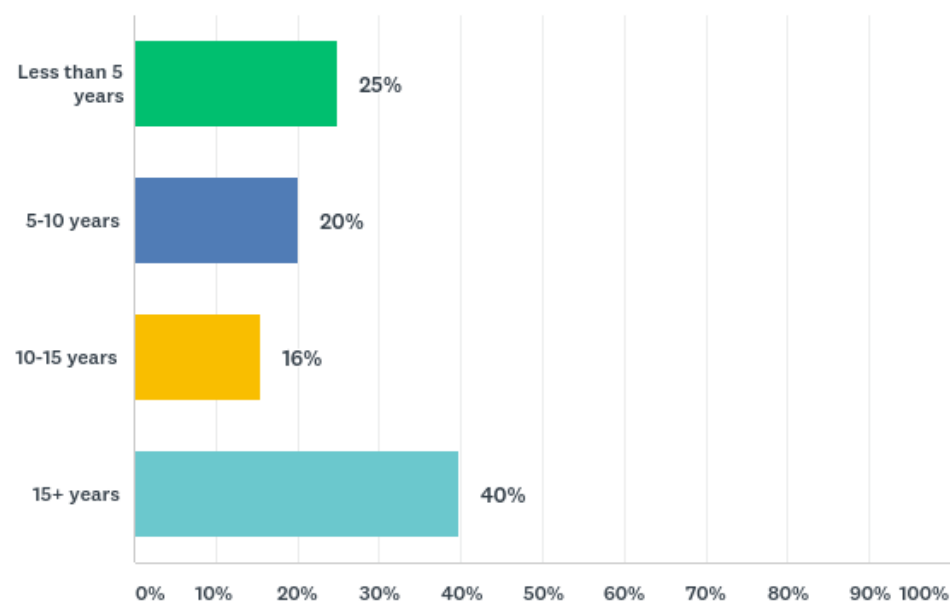
29.   Number of People per Household

As illustrated below, respondents with 2 people living in the household represented 47% of the total responses followed by those with 4 people per household @ 22%.


Q29 How many people live in your household?

Household Size	Percentage
1	9%
2	47%
3	14%
4	22%
5	6%
5+	2%
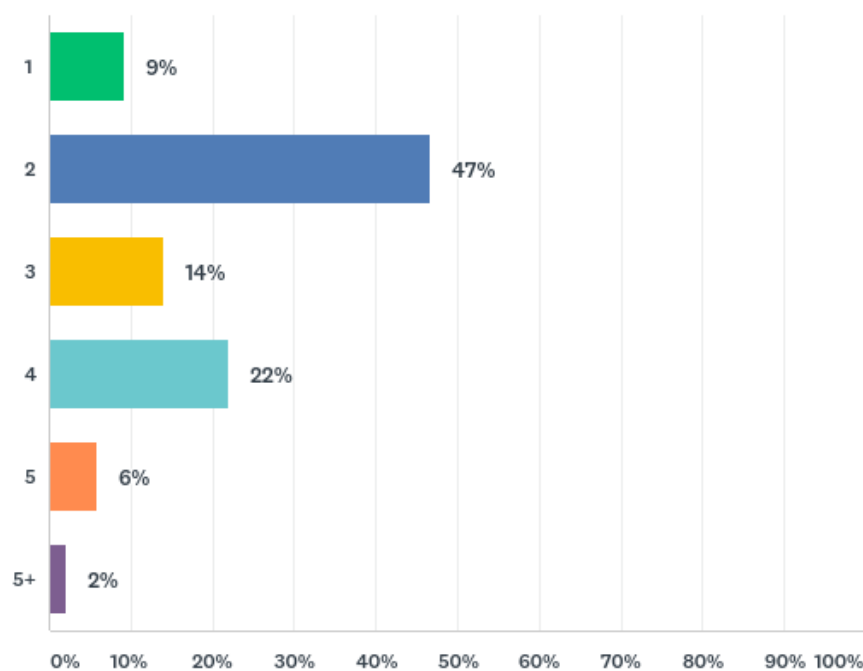
## 30.   Number of Individuals in Household Who Are Under 16

As illustrated below, 69% of the respondents do not have any individuals who are under the age of 16 living in the same household followed by 16% who have 2 individuals under the age of 16 living in the same household.

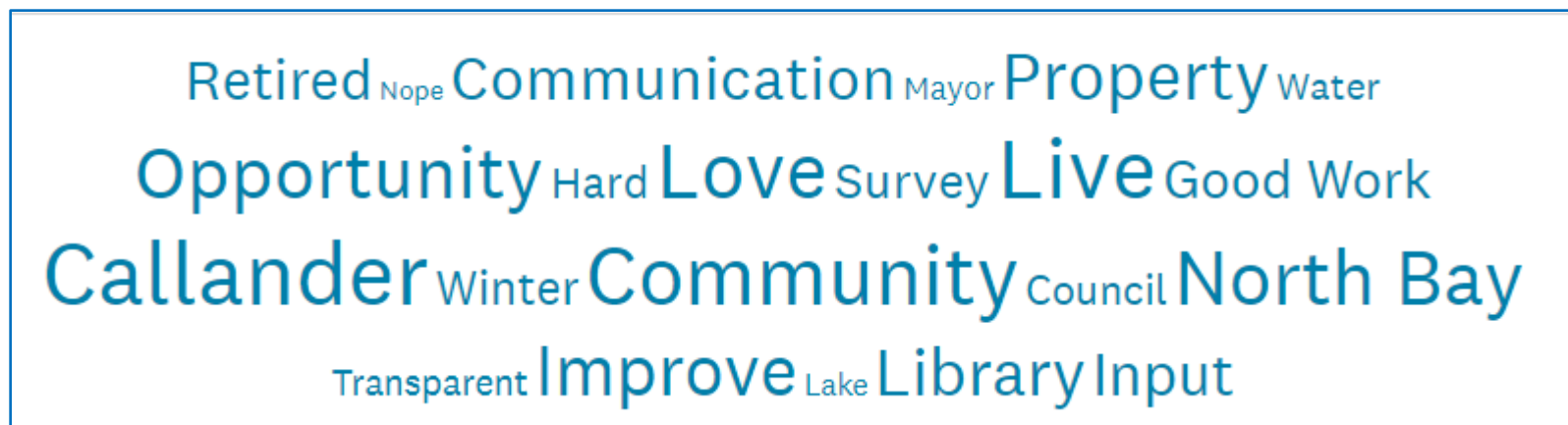Q30 How many individuals in your household are under 16?

Value	Percentage
0	69%
1	9%
2	16%
3	5%
3+	1%
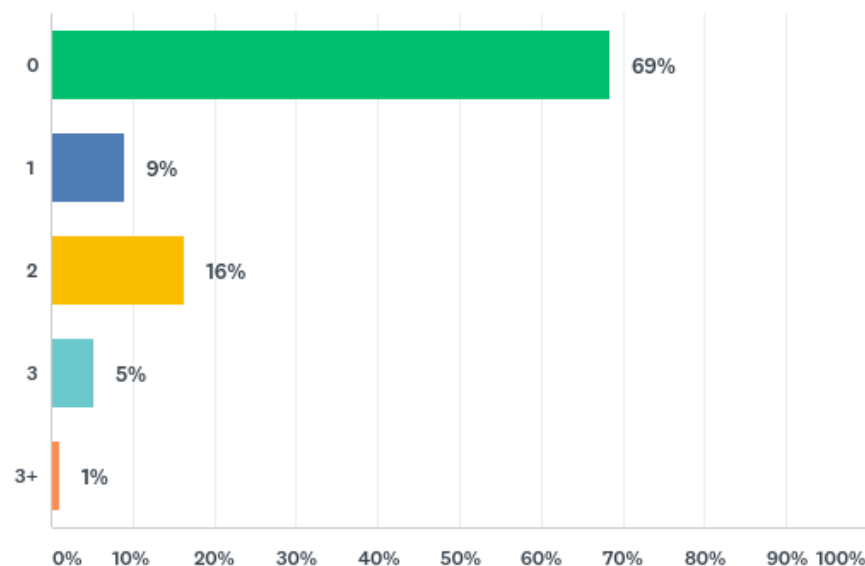
31.   Respondents Who Work in Callander

As illustrated below, 12% of the respondents work in Callander.

Q31 Do you work in Callander?
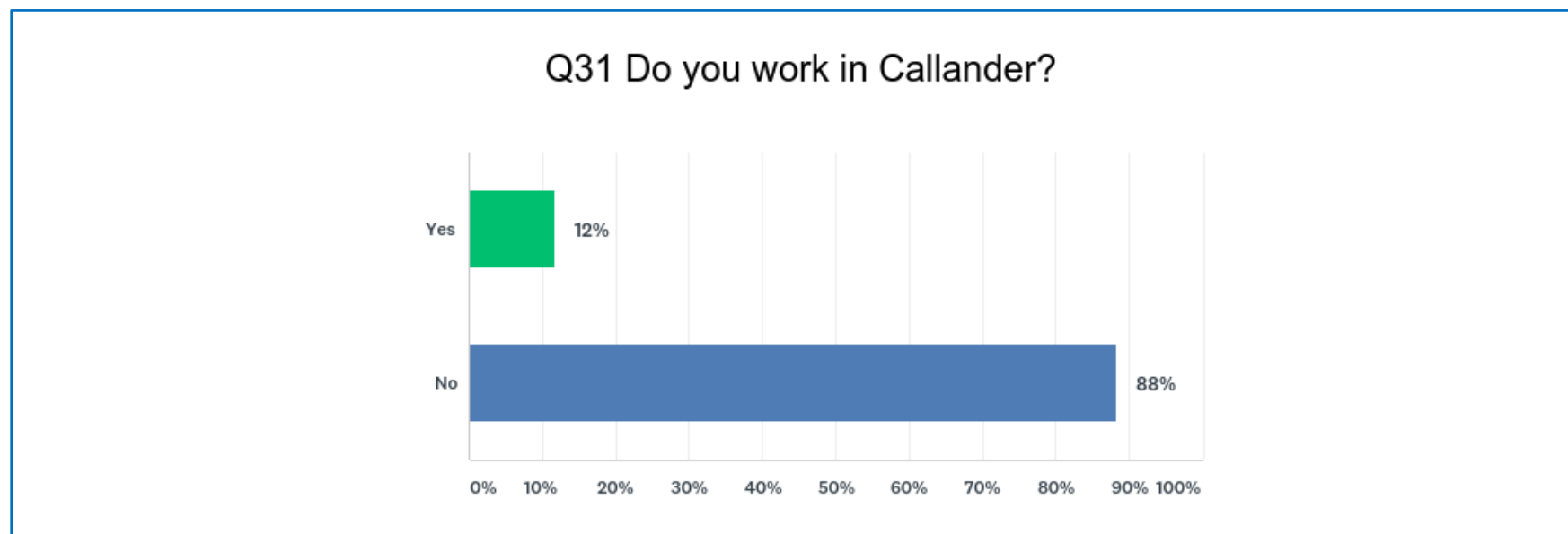
32. Additional Comments or Suggestions

A total of 131 responses were provided to question #32 which provided respondents with an opportunity to provide additional comments or suggestions. The below "word cloud" identifies those words or phrases most often cited wherein the larger the font, the more often the word or phrase was mentioned.

Retired Nope Communication Mayor Property Water
Opportunity Hard Love Survey Live Good Work
Callander Winter Community Council North Bay
Transparent Improve Lake Library Input

Interestingly, although the above words or phrases were most often cited, they tended to be associated with the following key points:

- 25 respondents expressed how much they love Callander
- 21 respondents expressed appreciation for the opportunity to be heard and/or complimented on the good work being done
- 2 respondents expressed a desire for a new library
- 2 respondents emphasized the importance of protecting the environment
- 2 respondents suggested the need for a new website
- 2 respondents expressed a desire for a transit service to North Bay