



# Survey Report

## Lakeport Beach | Landlab | Alnwick/Haldimand Township

October 27, 2021

# Survey Goals

- This survey is an important component of Landlab's ongoing public engagement efforts in the Township.
- The survey was performed for two key reasons:
  1. Landlab is committed to engaging with and listening to the community
  2. Landlab would like to know the community's views on the Lakeport Beach project
- Specifically, Landlab was motivated to learn:
  - If the Lakeport Beach proposal is the type of development Township residents would like to see
  - How Landlab can best contribute to the community and meet the needs of residents of the Township
  - What the attitudes of Township residents are on priorities like housing, jobs, economic development, and public spaces
  - Whether the handful of people who have spoken against about the Lakeport Beach proposal are representative of the community as a whole, or simply a vocal minority

# Methodology

StrategyCorp surveyed a participant group of Alnwick/Haldimand residents (n=221) using a telephone recruitment model between October 4 and October 6, 2021. Participants were asked eight questions in English about the Lakeport Beach proposal, current issues in the township, and development in general.

All publicly listed phone numbers were included in the recruitment group, including a combination of mobile and land line numbers, and spread proportionally across geographic areas of the Township. Because a survey of this kind differs from a traditional poll, responses were not weighted.

About 1 in 10 residents with listed phone numbers in the Township participated, meaning this participant group was significantly larger than the typical polling sample. A margin of error is not calculated here, but for reference, an equivalent poll with n=221 and a total population of 6,869 would carry a 6% margin of error, at 95% CI (19 times out of 20).

## Survey At-A-Glance

- 221 total respondents, unweighted
- Reached by telephone
- Combination of mobile and land lines
- Field dates October 4-6, 2021
- 53% of respondents from Grafton, 47% other places in the Township
- Very strong sample – approx. 1 in 10 residents in the Township with a listed phone number were surveyed
- Percentages may not add up to 100% due to rounding

# Landlab Lakeport Survey Results

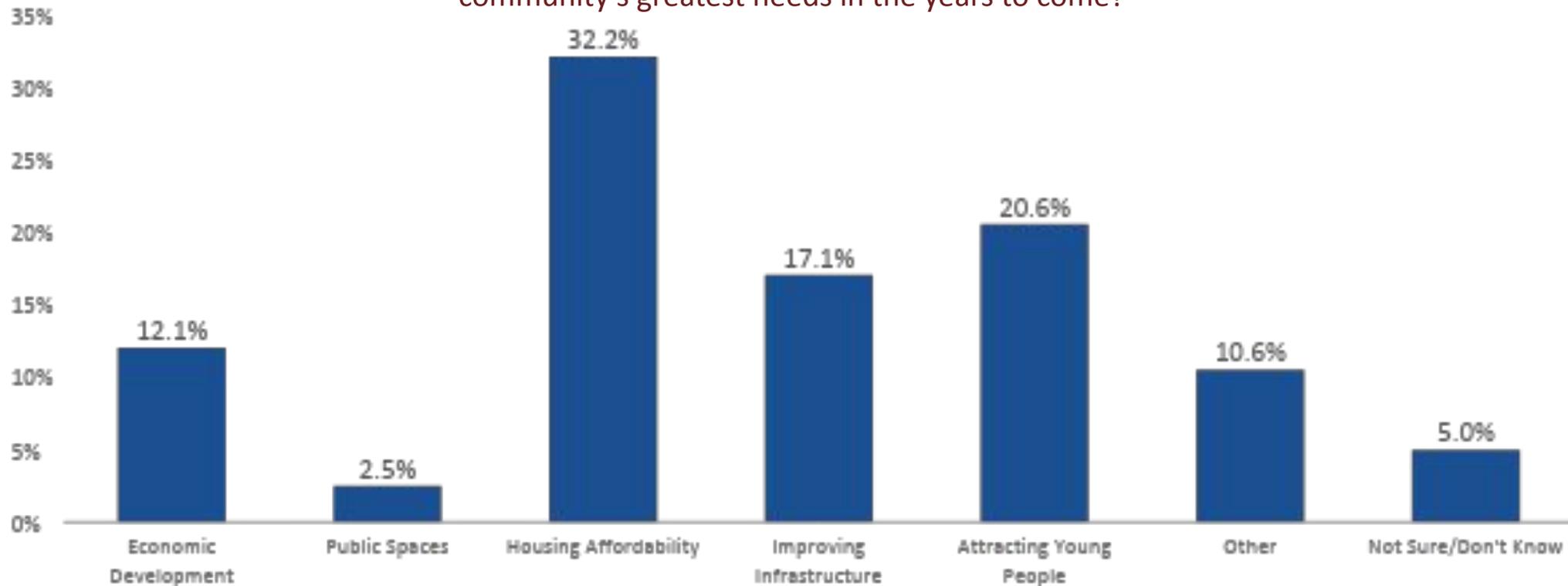
## EXECUTIVE SUMMARY

- 1. THE PROJECT IS POPULAR.** When residents learn about the Lakeport Beach project, they support it by a healthy margin
- 2. BROAD AGREEMENT ON PRIORITIES.** Residents were very consistent in naming their top priorities for the Township: more housing (especially for families and seniors), job opportunities, and the ability to attract/keep young people in the area.
- 3. ASK THE PROVINCE FOR ASSISTANCE.** Residents strongly favour the idea of the Township council asking the Province for help with approving an important development project.

## Township Residents' Priorities

Housing affordability and attracting young families to live in the Township were the top priorities for the future of their community

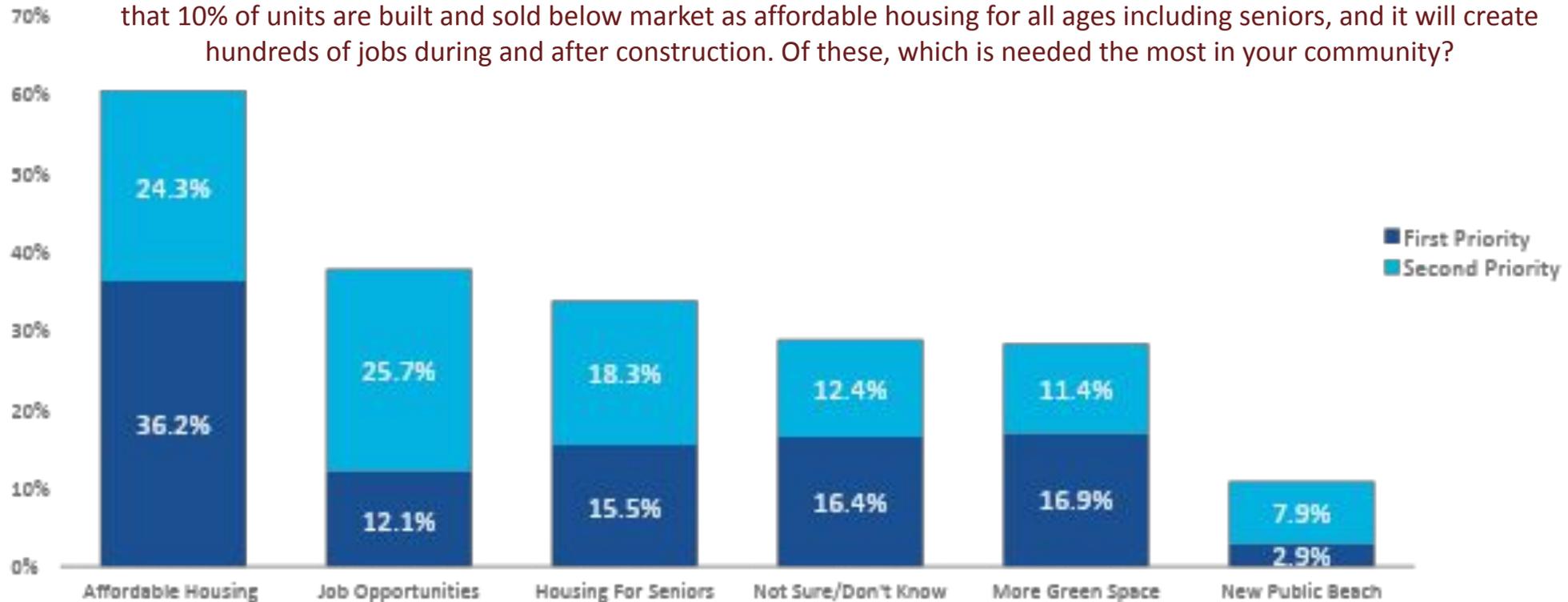
When you consider the future of the Township and your area, which of the following are the community's greatest needs in the years to come?



## Addressing Township Needs

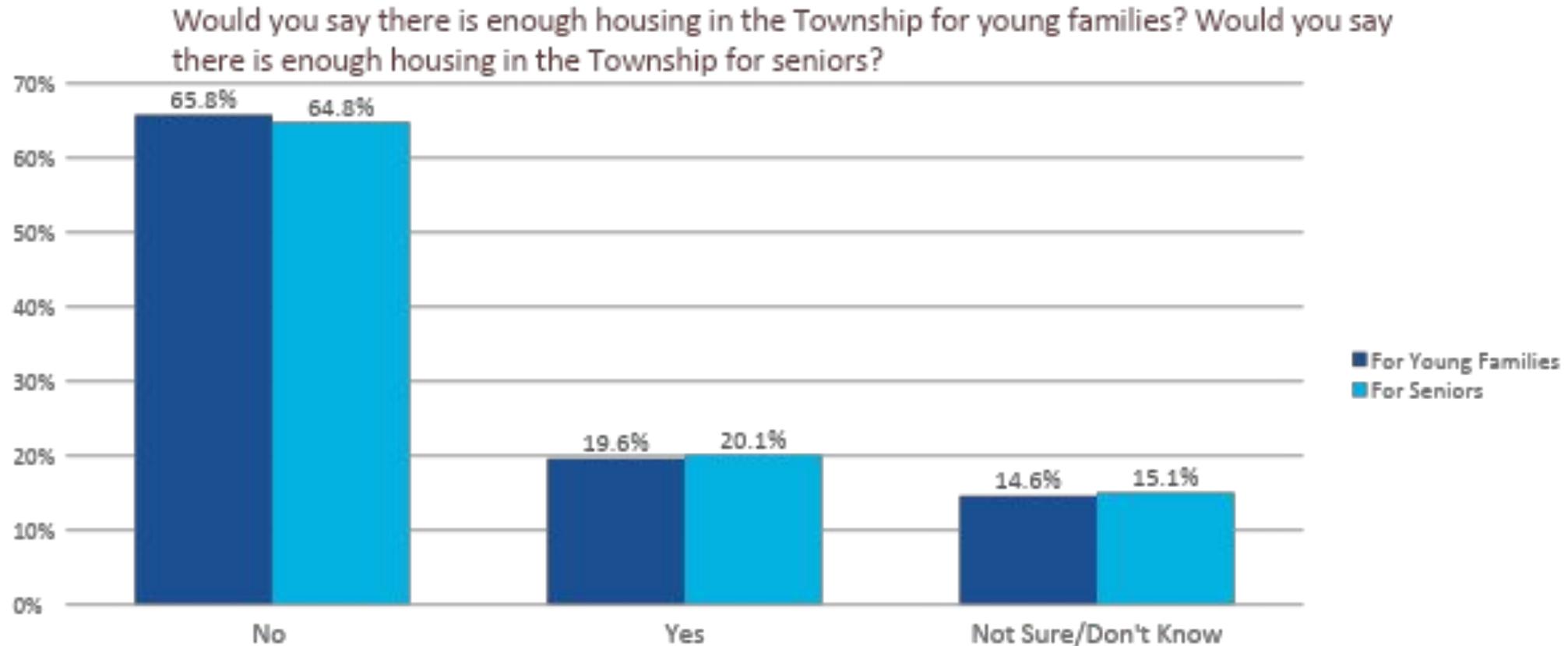
Residents believe Lakeport Beach can meet their community's needs. 60% believe that addressing housing affordability is the #1 or #2 thing that Lakeport Beach could do

Landlab says its Lakeport Beach proposal intends to preserve approximately 40% of the property as greenspace and add new public amenities for all Township residents such as parks and one kilometre of new public beach. It will also ensure that 10% of units are built and sold below market as affordable housing for all ages including seniors, and it will create hundreds of jobs during and after construction. Of these, which is needed the most in your community?



## Views on Housing

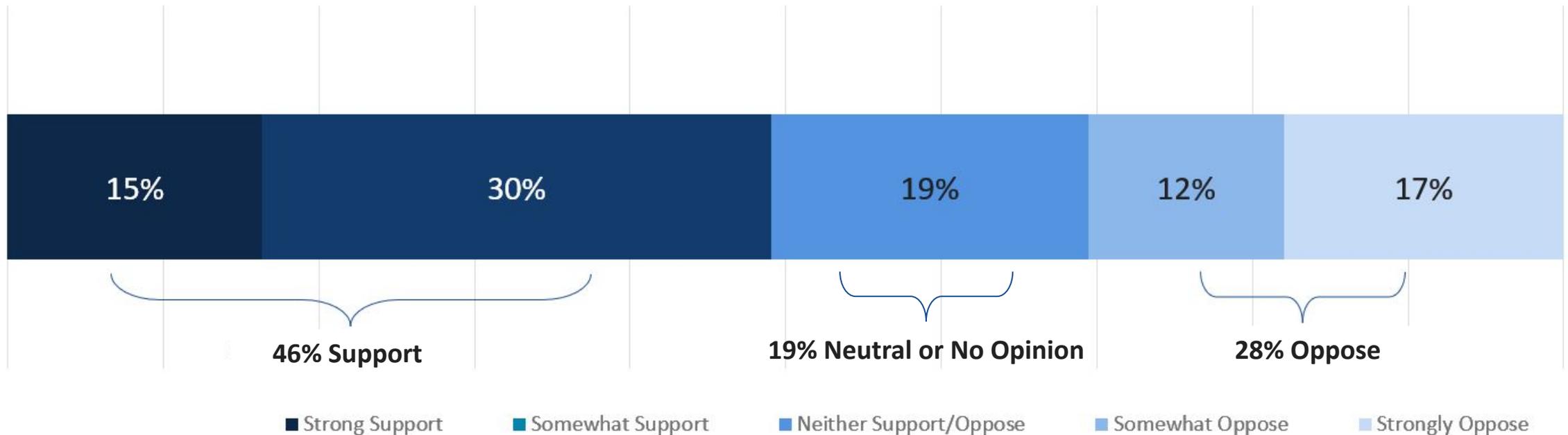
By a more than 3-1 margin, Township residents believe that there is a shortage of housing for young families and seniors



# Support for Lakeport Beach Development

After learning about the components of the Lakeport Beach project, a majority of residents, in all areas of the Township, support the project.

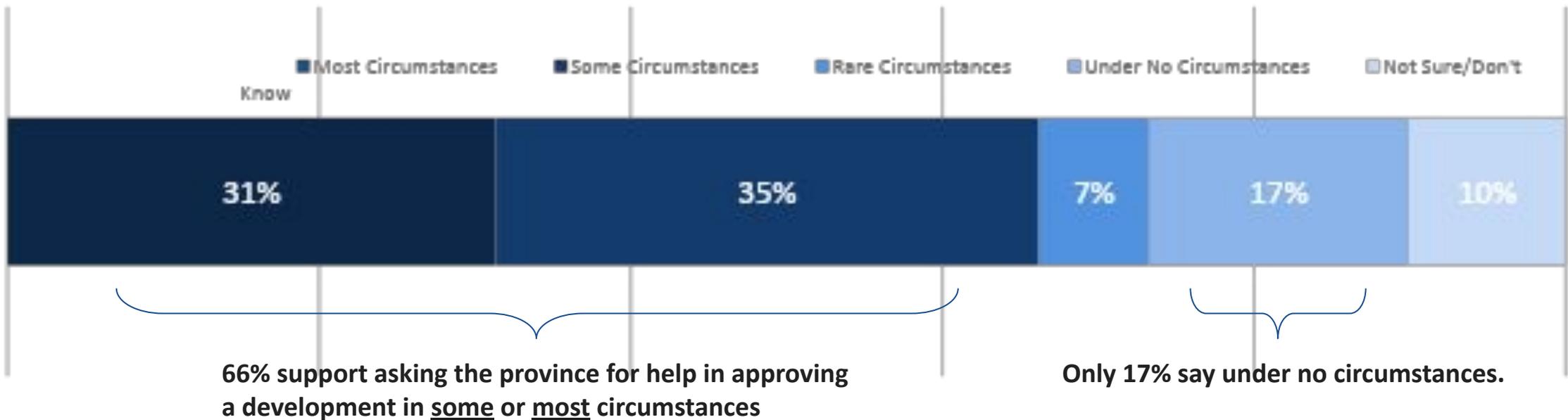
Now that you've heard a little more about the Lakeport Beach project, would you say you strongly support, somewhat support, strongly oppose, somewhat oppose, or neither support nor oppose the proposal?



# Moving Forward – Process for Approving Development Projects

**There is very strong support (66%) for the Township requesting provincial help in approving an important new development project**

In Ontario, Townships have the right to request the province's help in moving important new projects forward. Would you say you support the Township council requesting help from the province in most circumstances, some circumstances, rare circumstances, or under no circumstances.





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