

December 2020 | By: Community Futures Winnipeg River



Powerview - Pine Falls

Community Visioning Survey Report

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Introduction

The Town of Powerview - Pine Falls conducted a public survey to acquire valuable input about the current state and the desired future of the community. Input attained from survey participation will be used to help Town Council determine the desired vision, priorities and directions of the community.

The survey was designed by Community Futures Winnipeg River with input from the Town of Powerview - Pine Falls. The survey ran online from July 17 to October 8, 2020.

Responses from all hard copy surveys handed in were added to the online format.



A total of 142 people participated in the survey. The demographic of survey respondents comprised of:

- 80% permanent residents and 20% seasonal residents/visitors
- 73% female and 27% male
- 6% ages 0-24 (youth), 53% ages 25-54 (working age) and 41% ages 55+ (seniors)

With a total population of 1316 people, the survey response rate was 10.8%. We can have confidence that if the entire population responded that similar results would be received within a 10% margin of error. The thoughts and feelings found in the survey results are fairly reflective of the greater community, more so the questions that did not allow for open ended responses,

The survey responses gathered have been compiled in this report to show the most common received answers to the various questions. In addition, a summary of key survey findings can be seen at the end of the document. Please note responses were edited for length and presentation. Common responses that reflected similar meaning were grouped together. The final section of this report contains recommendations that Town Council has made to respond to the key findings of this survey.

The community visioning and planning process will continue with steps and timelines to be determined by Council. The end result will be the development of a Powerview - Pine Falls Vision Statement and Strategic Plan.

Questions regarding the survey or community visioning process can be directed to the Town Office at 204.367.8483 or infopvpf@mymts.net.



The Town of Powerview - Pine Falls would like to thank everyone that took the time to complete the public survey. The insights and ideas provided are valuable and key to helping ensure that Town priorities/directions match the needs and wants of the community.

Survey Analysis & Key Findings

The following section outlines the re-occurring themes and top responses heard in the overall survey findings. The key findings point to priority areas the survey respondents would like to see the community focus on.

- ✓ 68% of respondents are supportive or very supportive of population and commercial growth. While 13% of people have some fears and 8% are neutral and not one respondent is against growth.
- ✓ 82% of respondents feel it is extremely or very important to have a shared community vision, while the remaining 8% said it is somewhat important.
- ✓ 39% of respondents would recommend people move here, while 40% say they would not recommend moving here, and 21% were unsure. This indicates a split community in terms of how they currently feel about living here.
- ✓ The most common responses for what people talk about in relation to the community are about the outdoor lifestyle; the beauty and nature of the location; friendly people; too much crime; high drug use; good amenities and services for small town; and the appearance and care of properties are declining. This indicates that people feel there is both positive and negative aspects to the community in its current state.
- ✓ The main community assets and strengths that people think the community has are:
 - 1) Beautiful setting of our Town – nature, forest, river, greenery, natural resources (62)
 - 2) Best year-round pickerel fishing (41)
 - 3) The Winnipeg River (30)
 - 4) Friendly people (24)
 - 5) Wide variety of recreation facilities and activities (22)
 - 6) Supportive/caring environment and sense of belonging/close knit (20)
 - 7) Hospital and medical services (16)
 - 8) Overall amenities and services are great for a small town (15)
 - 9) Various recreation trails - ski, hike, ski-doo, quad (14)
 - 10) Community spirit/pride and community participation/involvement (11)
 - 11) The potential for progress/rejuvenation/positive economic development (11)
 - 12) Outdoor recreation mecca (10)



- ✓ The main challenges that people think the community faces are:
 - 1) Drug and substance use/abuse is high (69)
 - 2) Lack of jobs and employment opportunities (56)
 - 3) Lack of industry and variety of businesses/services; lack of economic development; lost major employer (51)
 - 4) Town and its infrastructure are getting run down – streets, sidewalks; Town is becoming unattractive (46)
 - 5) Too much crime/theft/drug dealers/vandalism/violence (46)
 - 6) Unsightly homes and properties/slumlord rental properties/drug houses/litter (29)
 - 7) Not enough funding from taxes/Town has financial issues/trouble collecting taxes/difficulty accessing federal and provincial funding for infrastructure and services/programs (26)
 - 8) Lack of community involvement/support/pride; not working together/divided or with neighboring communities; no drive to succeed (20)
 - 9) Lack of activities/things for children; lack of youth opportunities/retention (18)
 - 10) Lack of leadership, vision, direction and proactivity (13)

- ✓ When asked how people they view the current state of the community, a mixed overall response was received. People reiterated about the positive aspects and the assets identified above, but there is a strong sense of community concern around the challenges identified above as well.

- ✓ When asked how people view the future state of the community, a mixed overall response was received. Many people feel it will be the same or worse state than today and many think it will be in a better state than it is today and see a thriving future. While both optimistic and pessimistic views were expressed, overall people feel there is good potential for the community if positive action is taken.



- ✓ The top five responses when asked about words that would describe the ideal community future were:

- 1) Thriving; growing; busy; development; viable; successful; opportunity exists; prosperous (45)
- 2) Safe; crime free/low crime (34)
- 3) Clean; attractive; beautiful; upkeep; well maintained; vibrant; cut grass; pristine environment (33)
- 4) Friendly; accepting; diversity; inclusive; accommodating; united; respectful (29)
- 5) Tourism destination; adventure; vacation area; resort town; where people come to play (29)

- ✓ The top areas of need that the respondents felt should be prioritized to make PVPF a better place were:

- 1) More jobs and employment opportunities (35)
- 2) Better roads; better sidewalks (30)
- 3) A large industry, plant, business; more small businesses; attract 'major' tenant in the old Hudson Bay; redevelop the mill site; redevelop former WRLC building (29)
- 4) Community pride and spirit; togetherness; supportive; involved residents and volunteers; caring people; pride of ownership, homes, businesses and properties (25)
- 5) More focus on tourism; camping areas; RV park; other accommodations; resort, spa; hotel; promotion; picnic, day use areas; pavilion, water stations and barbeques in parks; more attractions; promote trails (25)
- 6) Better variety of stores; better shopping; large grocery store; clothing store; shopping centre; 7-11 or convenience store; better parking at businesses; outdoor market center; more choices for professional services (24)
- 7) Updated pool; indoor pool; splash pad; water park; wading pool (22)
- 8) More activities, sports and programs for children and youth; youth projects; youth center; skate park (22)
- 9) Less crime; more police presence; security; safer community; more lighting; community watch (21)
- 10) Better, more, varied housing options; condos; apartments; less slum rental properties; open lots to build houses; fewer derelict buildings and municipal enforcement to address (19)

✓ The top 10 future community sustainability factors were ranked in importance as follows by collective response:

- 1) Quality health care
- 2) Strong job market
- 3) Quality education
- 4) Quality public infrastructure – roads and utilities
- 5) Variety of recreation/social programs and services
- 6) Quality internet and phone service
- 7) Community pride and engagement
- 8) Partnerships and resource sharing for joint projects and services
- 9) Wide variety of businesses to provide products and services
- 10) Quality daycare

✓ The top 5 infrastructure improvements, respondents would like to see are:

- 1) Roads; sidewalks; residential roads; alleys (113)
- 2) Internet service; reliable; high speed; faster; affordable; to support work from home businesses and home schooling (61)
- 3) Cell service; more companies if possible to create competition; affordable (35)
- 4) Swimming pool updated and reopened; better pool facility; indoor pool; year-round use and swimming lessons (22)
- 5) Grass cutting, keeping community clean, improving appearance of Main Street and public areas; homes and yards are kept up and homeowners are accountable (16)



✓ The top 10 areas where respondents feel services need improvement are:

- 1) Recreation services (60)
- 2) Health care (53)
- 3) Recycling (30)
- 4) Education (27)
- 5) Social services and supports (25)
- 6) Grass cutting; green space and cemetery upkeep (18)
- 7) Security (16)
- 8) Town clean up and beautification (14)
- 9) Government services (14)
- 10) Economic development (10)

✓ The top 5 areas respondents would like to see new infrastructure developed are:

- 1) Recreation center/ community hall (22)
- 2) New businesses/industry (16)
- 3) Road renewal (15)
- 4) Safe bike and walking paths/trails (15)
- 5) Senior housing (12)



- ✓ People see future potential for economic growth to be the highest in the following sectors:
 - 1) Health Care & Social Assistance; Accommodation and Food Services; and Agriculture, Forestry, Fishing & Hunting
 - 2) Manufacturing
 - 3) Arts, Entertainment & Recreation
 - 4) Educational Services
 - 5) Construction
 - 6) Public Administration
 - 7) Utilities
 - 8) Administration & Support; Waste Management & Remediation Services
 - 9) Other Services - Except Public Admin; Information & Cultural Industries
 - 10) Retail Trade

- ✓ The top types of businesses/industry that respondents feel should develop here are:
 - 1) Accommodations for tourists; hotel; resort; campgrounds/RV park; along water; air B&Bs; cottages; waterfront cabin rentals (33)
 - 2) Tourism industry/businesses; eco-tourism; feature year-round activities (26)
 - 3) Sawmill; pulp and paper (21)
 - 4) Manufacturing; factories; processing plant; making pellets for pellet stoves; furniture factory; cabinet making; textiles; tech products; hygiene/daily use products; essential products; bottle water manufacturing plant (21)
 - 5) More retail stores; Walmart; Canadian Tire; Dollar Store; Red Apple; Home Hardware; unique/niche stores; sporting goods; fabric store; small-medium businesses that need at relatively low cost; shopping center; 7-11; co-op for local crafters (19)
 - 6) Fishing; fisheries; fishing resort; fishing tours/guides; fresh fish market store (18)
 - 7) More service providers; trades; florist; vet; kennels; real estate; barber; chiropractor; physio; professional services; massage; animal groomers (17)
 - 8) Senior/disabled homes and services; assisted living; personal care home (large scale); 55+; supportive housing (17)
 - 9) Education services/providers; post-secondary; high tech education; vocational school; trade school (14)
 - 10) Clothing stores; footwear (14)

- ✓ Throughout the course of the open-ended survey responses, the following top 10 themes emerged (based on total number of comments received for each theme). These reflect the key priority areas that survey respondents feel are important to focus future efforts upon.

- 1) The outdoor lifestyle and scenic setting the community provides. (547)
- 2) Economic development – jobs, businesses, industry, population growth, thriving future. (521)
- 3) Safe community with social services that address needs – less crime and less drug use. (444)
- 4) Recreation programs, facilities and youth opportunities. (414)
- 5) Infrastructure upgrades – top requested were roads, sidewalks internet and cell service. (361)
- 6) Community pride, involvement and attitudes – welcoming, friendly, more inclusive. (350)
- 7) Amenities and available services (not including recreation) – health, education, shopping, restaurants. (252)
- 8) Housing and cost of living – affordable, senior housing options, various housing options. (248)
- 9) Community appearance, attraction and cleanliness. (226)
- 10) Strong leadership, planning, collaborations, funding, and communications. (148)



Council Recommendations

In direct response to the public input and analysis of the survey results, the following council recommendations have been made:

A Strategic Plan for the Town of Powerview-Pine Falls...

- ✓ Council will lead the development of a strategic plan for PVPF which will include a community vision statement, priorities, and directions/strategies for future growth. During the planning process, the challenges and opportunities identified within this report will be further discussed.
- ✓ Once adopted, the PVPF Strategic Plan will be used to guide Town annual work plans and budgets.
- ✓ The future growth strategy for the local area will be based on evidence (data and community input), sustainable, and environmentally conscientious.
- ✓ The ideas, thoughts and feelings expressed by residents through the survey input, will be considered throughout the planning process along with additional research and critical factor inputs/implications.
- ✓ Council will continue to provide opportunities for public input during key junctures of the planning process.
- ✓ Council will focus first on what we have and making our existing infrastructure, public properties, services and programs better. Planning for new infrastructure, services and programs will be secondary, unless a pressing community need requires it.



Public Relations and Collaboration....

- ✓ Efforts to unite the community and to raise community pride, optimism and involvement will underline all that we do as council recognizes that the community people and working together are keys to success.
- ✓ Where possible, and where it makes financial/logistical sense, Council will collaborate with neighboring communities to address challenges and opportunities that involve more than the local area.
- ✓ Council recognizes that efforts to improve local communication are required to ensure residents are informed about projects, progress, improvements, etc. on a continual basis. Communication strategies will be looked at and improved.
 - There are many factors affecting the outdoor pool and its future. Council will continue to provide information and hear from the public.

Addressing Opportunities and Challenges...

- ✓ The survey responses identified various assets – amenities, people, resources that are available in PVPF. Council will determine ways to promote what we have in our area both to local and nonlocal people. In addition, planning discussions will include analyzing community strengths to determine available opportunities.

- ✓ The survey responses identified various challenges people feel exist in the community. Council will determine ways to address the challenges. In addition, planning discussions will include analyzing community weaknesses to find ways to minimize risks/threats.

Additional Planning...

- ✓ The **Transportation Strategy** will be updated to ensure that road and sidewalk improvements are a priority for infrastructure improvement spending and human resource allocation. Please note this is costly and will take many years.
- ✓ An **Economic Development Strategy** will be developed to address the need for employment and business development. Sectors and business ideas identified as growth opportunities by survey respondents will be further investigated. Council will determine how to address human resources required for this work.
- ✓ A **Beautification Strategy** making the community more attractive, clean and visibly appealing will be a priority and the Town will design a community-wide approach to address this as this will require everyone's help.
- ✓ A **Local Tourism Strategy** will be developed to increase visitation to the area. The outdoor lifestyle and recreation opportunities available here make PVPF an attractive destination for these types of travelers. "Recreation Destination" is a possible brand. Council will determine how to address human resources required for this work.
- ✓ A **Population Growth Strategy** will be developed to identify and focus on reaching various target groups to enhance the regions attributes (i.e. young families, working age, retirees, home based businesses/entrepreneurs, etc.).

