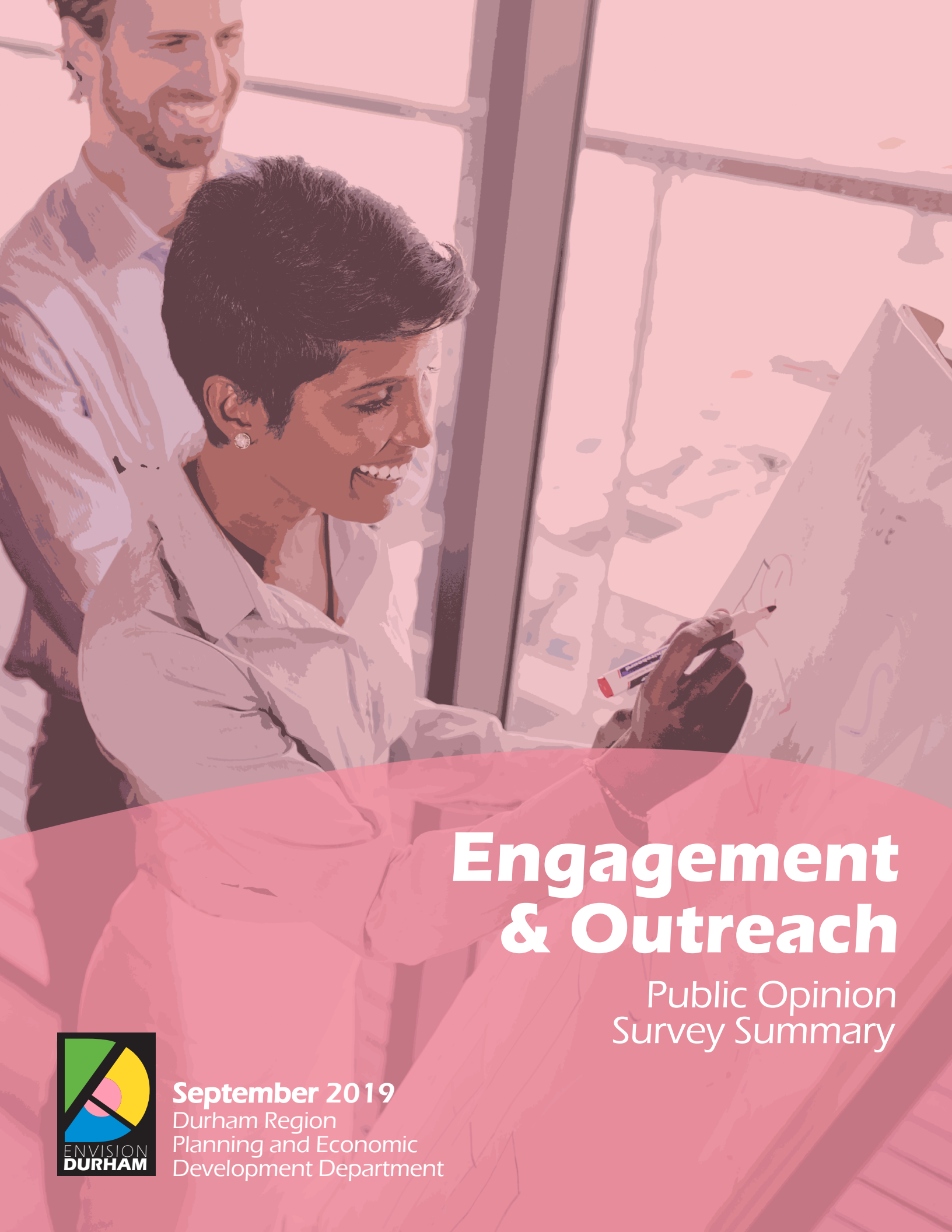




Engagement & Outreach

Public Opinion
Survey Summary



September 2019
Durham Region
Planning and Economic
Development Department

This Public Opinion Survey Summary is published as part of Envision Durham, the Municipal Comprehensive Review of the Regional Official Plan.

Report contents, including the opinions expressed by survey respondents, do not necessarily represent the position of Regional Council on changes that may be considered to the Regional Official Plan.

All information reported and/or collected through the Public Opinion Survey will help inform and be used as part of the Municipal Comprehensive Review.

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About Durham Region

Durham Region is the eastern anchor of the Greater Toronto Area, in the Greater Golden Horseshoe area of Ontario. At over 2,590 square kilometres, Durham offers a variety of landscapes and communities, with a mix of rural, urban and natural areas. The southern lakeshore communities of Pickering, Ajax, Whitby, Oshawa and Clarington provide urban areas and a diverse employment base. The northern townships of Scugog, Uxbridge and Brock are predominantly rural, with a thriving agricultural sector. In addition, the region is the home of the Mississaugas of Scugog Island First Nation and spans a portion of the territories covered by the Williams Treaties of 1923.¹

Over 80 per cent of the region lies within the provincially designated Greenbelt, which also contains the environmentally significant Oak Ridges Moraine. With access to ample green space and lakes, rivers and urban amenities, Durham Region offers a high quality of life for both city and rural residents.

Today, Durham is home to just under 700,000 people. By the year 2041, our population is expected to grow to 1.2 million people, with over 430,000 jobs. Our vision is to create healthy and complete, sustainable communities, shaping Durham into a great place to live, work, play, grow and invest.

¹ The Williams Treaties include traditional territories of seven First Nations, including the Chippewas of Beausoleil, Georgina Island and Rama and the

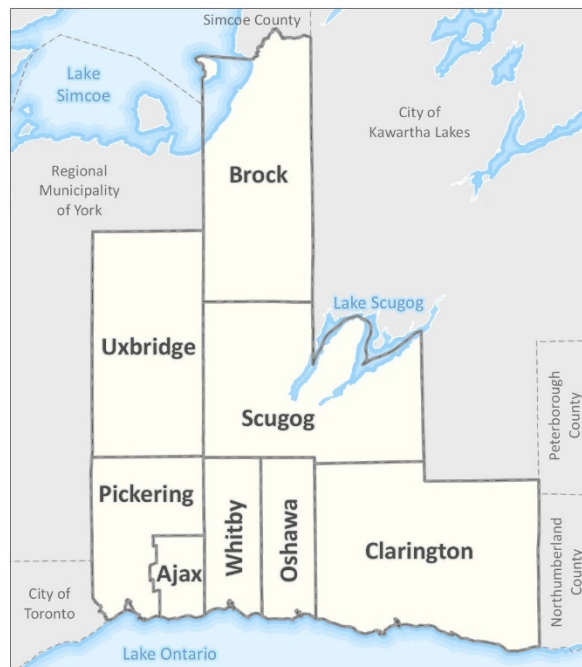


Figure 1: Map of the Region of Durham.

About Envision Durham

Envision Durham, the Municipal Comprehensive Review (MCR) of the Regional Official Plan (ROP), is an opportunity to plan for fundamental change, by replacing the current ROP and establishing a progressive and forward-looking planning vision for the Region to 2041.

Over the next few years, the Region is undertaking Envision Durham to review:

- How and where our cities and towns may grow.
- How to use and protect our land and resources.

Mississaugas of Alderville, Curve Lake, Hiawatha and Scugog Island.

- What housing types and job opportunities are needed for our residents.
- How people and goods move within, across and beyond our region.

We're planning for an attractive place to live, work, play, grow and invest—and we're asking for your help.

Why review the Official Plan?

The ROP guides decisions on long-term growth, infrastructure investment and development—providing policies to ensure an improved quality of life—to secure the health, safety, convenience and well-being of present and future residents of Durham.

Under the Planning Act, there is a legislative requirement to review the existing ROP every five years. Since the approval of the last ROP update (January 2013), the Province of Ontario has completed several significant provincial policy initiatives, including the co-ordinated review and update to the following provincial plans:

- The Growth Plan for the Greater Golden Horseshoe, 2017 (Growth Plan), which was replaced by A Place to Grow: Growth Plan for the Greater Golden Horseshoe (A Place to Grow) in May 2019.
- The Greenbelt Plan, 2017.
- The Oak Ridges Moraine Conservation Plan, 2017 (ORMCP).

The Planning Act requires the Region to complete a Provincial Plan conformity exercise to amend the ROP to ensure that it:

- Conforms with Provincial Plans or does not conflict with them.
- Has regard to matters of Provincial interest.
- Is consistent with Provincial Policy Statements.

Envision Durham constitutes Durham's Provincial Plan conformity exercise, and its five-year review of the ROP. Therefore, satisfying these legislative requirements.

How to get involved

Public input is integral to the success of Envision Durham—we want to hear from you!

To receive timely notifications on the Envision Durham process, please visit durham.ca/EnvisionDurham to subscribe for project updates.

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Engagement & Outreach

Introduction

“Envision Durham,” the Municipal Comprehensive Review (MCR) of the Regional Official Plan (ROP) represents an opportunity to develop a vision that is compelling and responsive to an upcoming period of significant growth and change within the region.

A robust and comprehensive community engagement program that gathers broad input to help shape the future vision for the region is integral to the Envision Durham initiative. As a result, a public engagement framework for engaging a wide variety of audiences has been developed to reach stakeholders, and to re-engage interested parties, throughout the various stages of the project:

- Stage 1–Discover
- Stage 2–Discuss
- Stage 3–Direct
- Stage 4–Draft

This paper reports on the activities undertaken during Stage 1 (“Discover”), with a specific focus on the results of Envision Durham’s public opinion survey.

Purpose of Stage 1

In this initial stage, the Envision Durham project and its scope were first introduced to the public. The purpose of this early “Discovery” stage was threefold:

1. To reintroduce the purpose of the ROP—the Official Plan is Regional Council’s core

land use planning document, guiding Regional decision-making on long-term growth and development. It also provides policies to ensure an improved quality of life, securing the health, safety, convenience and well-being of present and future residents.

2. To explain that the Region is undertaking the MCR because under the Planning Act, the Region is required to review the ROP every five years, and to bring it in line with provincial plans and policy statements.
3. To present Envision Durham as an opportunity to plan for change and establish a progressive and forward-looking planning vision for Durham Region to 2041.

Stage 1 was initiated on February 5, 2019 with the launch of the Envision Durham public engagement program (refer to [Commissioner’s Report #2019-P-4](#)), and was completed on April 6 with the closing of the public opinion survey.

Engagement during Stage 1

The use of digital engagement tools, including a project web page, the use of social media, and an online survey were instrumental during the “Discover” stage. Since the launch, the public has been encouraged to visit durham.ca/EnvisionDurham, where they could:

- Learn more about the review.
- Take an online survey.
- Watch a brief introductory video of the MCR process.

- Subscribe to Envision Durham email updates.
- Find opportunities to participate in the project.

This stage was promoted by way of:

- News releases and public service announcements.
- Social media platforms, including Facebook, Twitter, YouTube and LinkedIn.
- Email notifications.
- Publications in internal and external newsletters.
- Materials published online.

In addition, there has been broad distribution of print materials, such as posters and postcards promoting Envision Durham within Regional Headquarters, area municipal town halls, libraries and community centres.

The engagement program has been designed to take a “go to them” approach. For example, Regional employees have hosted “pop-up” information kiosks in various locations across the region to encourage broad participation.

The following describes the primary engagement methods and results experienced during Stage 1, from February 5 to April 6, 2019:

Engagement results

Project web page

The Envision Durham web page (durham.ca/EnvisionDurham) acts a hub, hosting key project information, including:

- Contact information.
- Surveys and various methods to provide input.
- Frequently asked questions (FAQ).
- Discussion papers.
- Staff and technical reports.
- Meeting dates and proposed policy directions, when available.

In addition, the web page hosts an introductory video on the Envision Durham project and provides an email opt-in, where interested parties can subscribe for project updates.

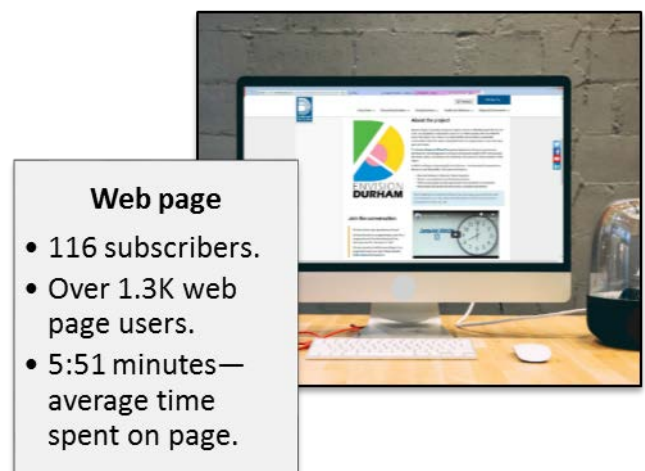


Figure 2: Web page—by the numbers (February 5 to April 6).

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Social media platforms

Envision Durham is promoted through various social media platforms as a key approach to reaching a wide audience, and to encourage public engagement in the MCR process.

Social media campaigns were developed to provide calls to action, to watch the introductory video, to visit the project web page for additional information, and to take the public opinion survey. These campaigns were published through the Region's social media accounts on Facebook, Twitter, LinkedIn and on YouTube—using the hashtag “#EnvisionDurham”.

Facebook

Facebook is a social networking service where users can post comments and links to online content, share photographs and videos, as well as live chat and broadcast live video. A total of 15 posts were published on Facebook during Stage 1—one post used paid advertising for seven days, and the remaining 14 posts were published organically (unpaid).

The paid post, which ran from February 5 to 11, 2019, reached a total 25,777 Facebook users. From these users, the post generated 120 link clicks (to the project web page) and 19,950 video views. Engagement from this one post also included 49 shares, 41 reactions (from six different emotive reactions, such as: like, love, haha, wow, sad and angry), in addition to 26 comments.

The remaining 14 posts were released over the rest of the “Discover” stage; reaching 21,904 Facebook users. From these users, the

posts generated 176 link clicks, 68 shares, 42 reactions and six comments.

Excerpts from the comments received from all 15 posts included:

“With more development comes more pollution...”

“When building condos and apartment buildings provide a space for occupants to have a garden plot.”

“I would love to see some very small (cheaper) units built, like bachelor/studio apartments where people on ODSP could live on their own and afford...”

“Sustainable communities that will provide affordable housing and not involve more giant cookie cutter single-family homes built nearly on top of each other...”

“Leave the farmland alone but open up the rural residential areas.”

“Put sidewalks in. It would be safer for people to walk on a sidewalk than a road...”

“More businesses, lower residential taxes...”

Twitter

Twitter is a news and social networking service, where users post and interact with limited messages (restricted to 280 characters) known as “tweets.” Fifteen (15) posts were published during Stage 1, which generated 120 link clicks (to the project web page) and 595 video views. Engagement also included 57 “retweets” and 39 likes.

Excerpts from comments generated during retweets and replies included:

“This review is significant. Will dictate how we grow as a region. Up or out or mix thereof...”

“Add safe cycling routes to GO lots on regional roads. More bikes = less cars = #envisiondurham.”

LinkedIn

LinkedIn is a business and employment-oriented social network for professionals. Fifteen (15) posts were published during Stage 1, which generated 573 post clicks and 1,135 video views. Engagement also included 29 shares, 186 likes and five comments.

Excerpts from comments received from LinkedIn posts included:

“The best place to live...”

“Incredible potential for future investment in the region.”

“We need a gorgeous waterfront and park that attracts business, allows for innovation [sic] housing, and the opportunity for healthy sport, rest and relaxation...”

YouTube

YouTube is a video-sharing website, where the introductory Envision Durham video is hosted (<https://youtu.be/VQ31R0GMVAg>). The video was also a featured component of numerous social media posts on the above noted platforms and continues to be displayed prominently on the Envision Durham project web page.

During Stage 1, the video received 435 views on YouTube. This figure does not include video views through other platform posts. No comments have been posted to the video on YouTube.

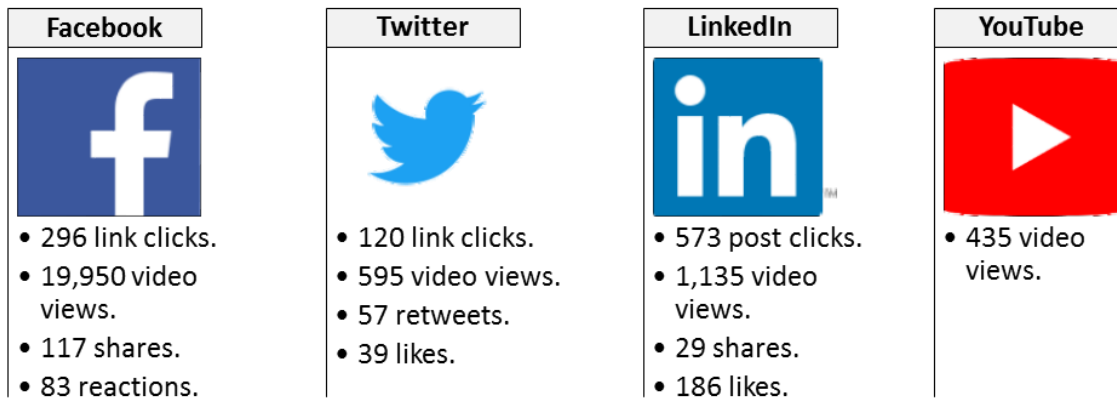


Figure 3: Social media—by the numbers (February 5 to April. 6).

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Information kiosks



Source: Brock Township Ward 5 Councillor Lynn Campbell's Facebook page, posted March 27, 2019:
<https://www.facebook.com/lynn.d.campbell/posts/10159127602159815>.



Source: Township of Uxbridge's Facebook page, posted April 3, 2019:
https://www.facebook.com/permalink.php?story_fbid=2600563333291916&id=201712333177040

Figure 4: Images of the Envision Durham information kiosk.

The launch of Envision Durham was promoted through news releases, our corporate website, social media outlets, and face-to-face discussions.

Between February 27 and April 3, 2019, Regional staff hosted 16 “pop-up” information kiosks across all eight area municipalities, as another way to introduce the community to Envision Durham. These sessions took place in a variety of locations—such as Regional Headquarters, area municipal town halls, libraries and community centres—giving Regional employees and members of the public an opportunity to discuss the project in an informal, face-to-face setting.

Dates (2019)	Municipality	Location
February 27	Whitby	Region of Durham Headquarters
March 5	Whitby	Region of Durham Headquarters
March 11	Pickering	Pickering Public Library–George Ashe Branch
March 14	Ajax	Ajax Public Library–Main Branch
March 15	Clarington	Municipality of Clarington–Town Hall
March 18	Pickering	Pickering Public Library–Central Branch
March 21	Oshawa	Oshawa Public Library–McLaughlin Branch
March 21	Whitby	Region of Durham Headquarters
March 21	Scugog	Blackstock Recreation Complex
March 26	Brock	Township of Brock Municipal Office (Cannington)
March 26	Brock	Brock Public Library–Beaverton Branch
March 27	Brock	Brock Public Library–Sunderland Branch
March 28	Scugog	Scugog Memorial Public Library
April 2	Whitby	Region of Durham Headquarters
April 3	Uxbridge	Township of Uxbridge–Town Hall

Figure 5: Information kiosk–outreach dates.

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In-person meetings



Figure 6: Envision Durham Area Municipal Working Group meeting.

Envision Durham relies upon early, extensive and meaningful consultation using a variety of means. In addition to the promotions that took place during the “Discover” stage, Regional employees hosted meetings with Provincial staff; area municipal Planning Commissioners/Directors; Regional employees from other internal departments; Regional Advisory Committees; as well as ongoing working groups with area municipal and Conservation Authority staff.

Outreach began well in advance of the public engagement launch and will continue throughout the Envision Durham process. As a result, describing these in-person meetings is not the subject of this report.

Introductory Public Opinion Survey

The primary call-to-action during the “Discover” stage was to encourage interested parties to complete an introductory Public Opinion Survey, available through the project web page, or via

durham.ca/EnvisionDurhamSurvey (now redirected to the project web page). A hardcopy of the survey is available in Appendix A.

The online survey tool was designed to be mobile-friendly; however, paper copies and accessible formats, including in alternate languages, were available upon request.

This survey went live on February 5, and remained open for a 60-day period (closing at midnight on April 6, 2019). A total of 391 people completed the survey, which represented approximately 30 per cent of the visitors to the project web page during that same period.

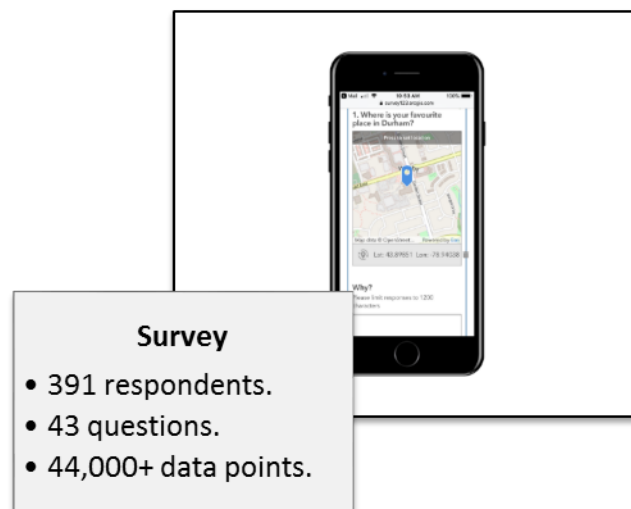


Figure 7: Public opinion survey—by the numbers (February 5 to April 6).

Summary of the introductory Public Opinion Survey

Public engagement is key to Envision Durham. The introductory Public Opinion Survey provided an early opportunity for interested parties—regardless of their existing knowledge or experience on planning-related matters—to share their views and vision for Durham. It was a chance for stakeholders to tell the Region their thoughts and opinions around preferred land use planning priorities—the information they want considered as part of Envision Durham.

The survey included the following four main components:

- **Tell us about yourself:** this component gathered basic demographic information about each individual survey respondent (five closed-ended questions).
- **What's important to you:** this component asked survey respondents to rate various land use planning goals on a scale of importance (25 rating questions).
- **Where are your preferred planning priorities:** this component asked survey respondents to mark the location of planning priorities, and to leave comments, on an interactive map of the region (10 map-based questions).
- **Share any additional comments:** this final component allowed survey respondents to elaborate on issues of their choosing, and to provide feedback on matters not already covered in the survey (three open-ended questions).

Among all four components, the survey contained a total 43 questions and was

estimated to take 10 to 20 minutes to complete (dependent upon the individual user). As previously noted, 391 people completed the survey, which generated over 44,000 data points.

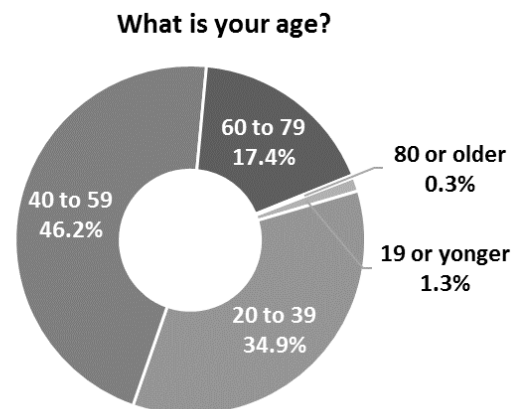
The following summarizes findings of the survey.

Tell us about yourself.

The information collected through this survey was designed to be anonymous; however, to get a better sense of who may be participating, respondents were asked to “Tell us about yourself.” General demographic questions are useful in understanding the context of comments provided, as well as the experiences of respondents from different areas of the region (and beyond).

Almost all the 391 survey participants (99.7 per cent) responded to the demographic questions. The results of those questions are included below.

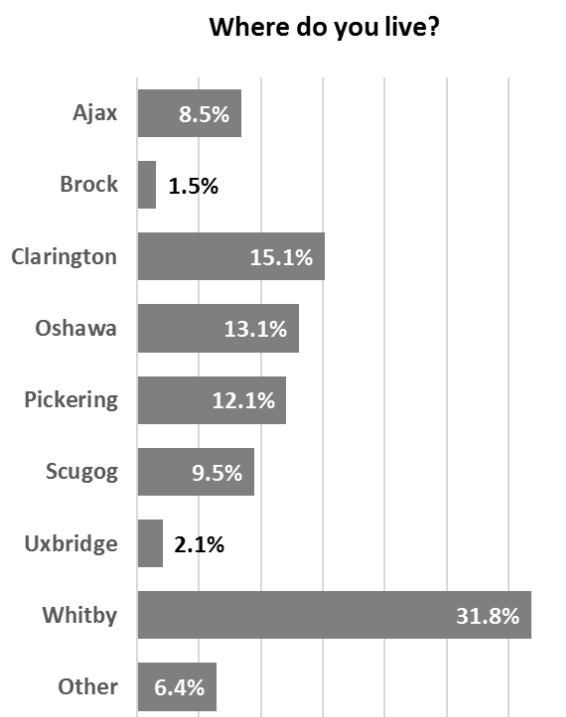
What is your age?



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The age of participants ranged from 19 or younger, to 80 or older. Although there were survey respondents at both ends of that age spectrum, over 80 per cent of respondents were between the ages of 20 and 59 years of age.

Where do you live?



Survey responses came from across the region, with all eight area municipalities represented.

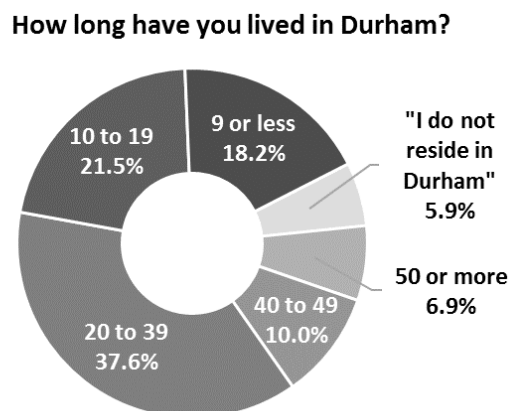
The share of responses varied greatly among municipalities, with the lowest proportion within the Township of Brock (1.5 per cent), and the highest proportion within the Town of Whitby (31.8 per cent). The share of survey responses generally aligns with the region's population share by area municipality, except for fewer responses in Ajax and Oshawa, compared to more

responses in Scugog and Whitby. A likely reason for the higher proportion of Whitby participants is the internal promotions during the launch of Envision Durham, such as the various "pop-up" information kiosks hosted during Committee and Council meetings at the Region of Durham Headquarters in Whitby.

In addition, over six per cent of respondents identified their location as "Other". This generally represented communities outside of Durham, such as the cities of Toronto, Mississauga, Markham, Vaughan, Peterborough and Kawartha Lakes; as well as the municipalities of Cobourg and Port Hope. However, it should also be noted that several responses under "Other" were from communities within Durham, such as Beaverton, Claremont and Zephyr.

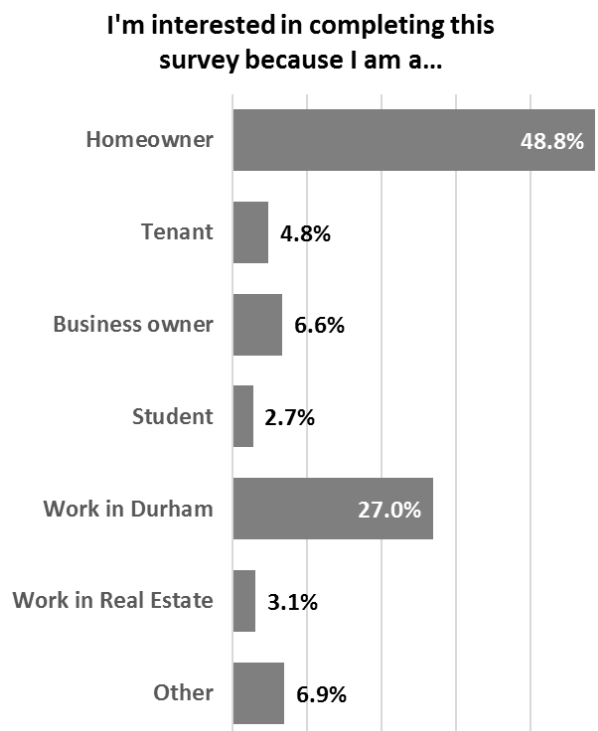
The survey also asked participants to enter the first three characters of their postal code; however, to protect respondents' privacy, these results are not being published.

How long have you lived in Durham Region?



Survey respondents have lived in Durham from as little as one year (or less), to as long as 69 years. Most participants have been residents within the region for 20 to 39 years (37.6 per cent), with a median of 22 years.

I'm interested in completing this survey because I am a...



This question asked participants to “select all that apply” when identifying their interest in completing the survey.

Survey respondents cited being “Homeowners” most frequently (48.8 per cent), followed by “Working in Durham” (27 per cent).

Because participants could self-identify among multiple interests, there were a high number of combinations, wherein participants identified more than one response. The following occurrences of combination responses are of particular interest:

- There were 145 homeowners who either work in Durham, and/or are business owners. An additional 18 tenants and nine students also identified they work in Durham, and/or are business owners.
- There were 11 participants cited they work in Durham, but do not reside in the region. An additional six identified as working in the “Real Estate or Development Industry,” but do not reside in Durham. These results were cross-tabulated with question two (“Where do you live?”).
- There were 43 survey respondents identified as “Other”, either as a single response or in combination with other items. “Other” responses varied considerably, and included:
 - Persons involved in community organizations and volunteering within the region.
 - Farmers and owners of rural/agricultural lands.
 - Other professionals, such as planners, appraisers, and persons in public health.
 - Prior residents who still have an interest in the area, whether it be family still living in the region or a desire to move back.
 - “Proud Durham resident.”

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What's important to you?

Envision Durham is a significant process for the future of our region—it needs to reflect the broader community's collective goals and help chart the course for Regional Council's land use planning decision-making. With that in mind, this section of the survey asked participants "What's important to you?"

Using a Likert Scale—between Extremely important and Not at all important—survey respondents were asked to rate the importance of 25 land use planning goals, adapted from the current ROP, to determine if these goals still resonate with the public.

A **Likert Scale** is a type of rating scale used to measure attitudes or opinions. With this scale, respondents are asked to rate items on a level of agreement or importance.

To better inform these results, highlights from open-ended questions were used to provide context to these ratings. The open-ended questions were the fourth and final component of the survey, which asked respondents to share any additional comments about:

1. What topics/issues not already covered in this survey would you like the Region to consider as part of the review?
2. What additional actions can the Region take to make Durham a wonderful place to live, work, play, grow and invest?
3. What is the most important land use planning issue in Durham Region today?

To help synthesize these results, the following summary of findings have been

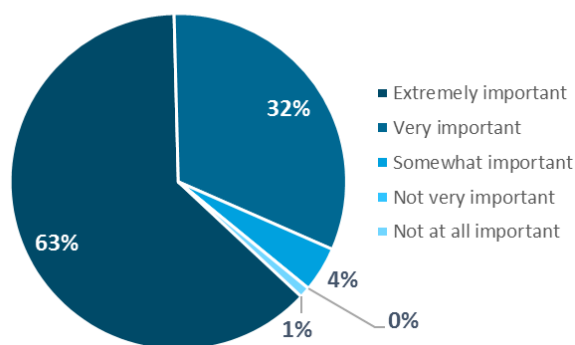
grouped to align with the overall project framework, generally based on the following themes:

- Growth management.
- Housing.
- Agriculture and Rural System.
- Environment and Greenlands System.
- Climate change and sustainability.
- Transportation System.
- Culture.

Growth management

Manage how and where growth should occur in the region.

Manage how and where growth should occur in the region



One of the main goals of the current ROP is to manage growth, so that it occurs in an orderly fashion. To achieve this, it's important to recognize a distinction between Urban Areas and those where agriculture and open space predominate; encouraging developments that use land efficiently. About 95 per cent of survey respondents agreed that the goal to manage how and where growth should occur in the region was important (very to extremely).

Curbing urban sprawl and a perceived over-consumption of land for development was identified by participants as one of the biggest land use challenges facing the region today.

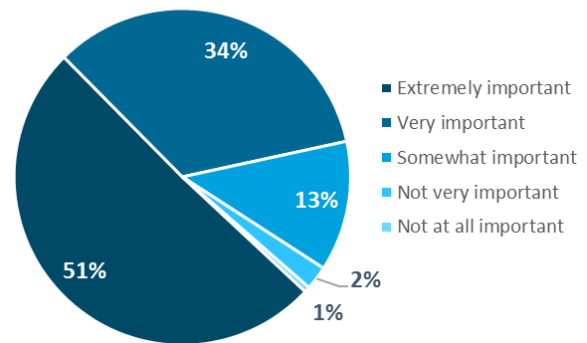
Suggestions associated with managing how and where growth should occur included prioritizing the reuse of brownfield sites (undeveloped or previously developed property that may be contaminated, such as former industrial properties) and intensification of existing built-up areas—but not at the expense of the environment, prime agricultural lands, or the existing character and quality of life experienced around the region.

“Allowing for growth, but protecting the environment and not creating congestion, traffic jams, accidents, crime, etc. Need a balance of residential and businesses. Durham is a wonderful place to live, however it's still the suburbs (not Toronto).”

“Curbing sprawl but providing intensification that is manageable (i.e. can be accommodated by public transportation, is affordable, while up keeping an attractive and [sic] streetscape and active pedestrian environment).”

Increase job opportunities.

Increase job opportunities



Another main goal of the current ROP is to develop the region to its economic potential and increase job opportunities for its residents. Increasing employment opportunities assists in creating healthy and complete, sustainable communities that balance growth in population with growth in employment.

About 85 per cent of survey respondents believed this goal was important (very to extremely), with many participants emphasizing employment, economic development, and job growth as their core areas of interest. Survey respondents expressed a desire for more quality, higher-paying job opportunities within the region—namely in finance or other economic growth industries, such as technology or cannabis. The primary reason most respondents noted for wanting increased job opportunities related to the desire to live and work in the same community (and subsequently, to reduce time spent commuting).

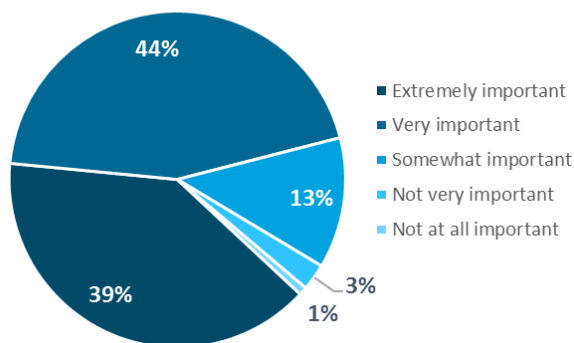
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“Need more job creation within Durham so as to decrease the amount of people that have a long commute to work.”

Suggestions to increase job opportunities included pre-servicing employment lands, streamlining the approval process, and offering incentives to attract office headquarters and larger employers.

Promote a balance of jobs and population.

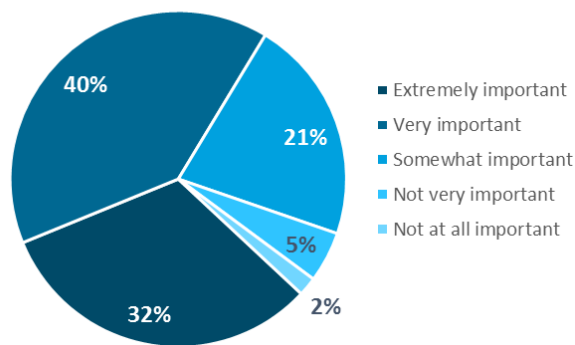
Promote a balance of jobs and population



Regional Council previously established an aspirational target ratio of jobs to population of 50 per cent (one job for every two persons) for the region in an effort to support the development of healthy and complete, sustainable communities that provide a close live-work relationship for residents of the region. This target is included in the current ROP. About 84 per cent of survey respondents agreed that the goal to promote a balance of jobs and population was important (very to extremely).

Diversify the region's employment base.

Diversify the region's employment base



The current ROP seeks to facilitate the expansion and diversification of the economic base of the region to help balance the various employment opportunities generated from Employment Areas, major office development, and other sources of employment—serving the needs of the region's residents. About 72 per cent of survey respondents believed that diversifying the region's employment base was important (very to extremely).

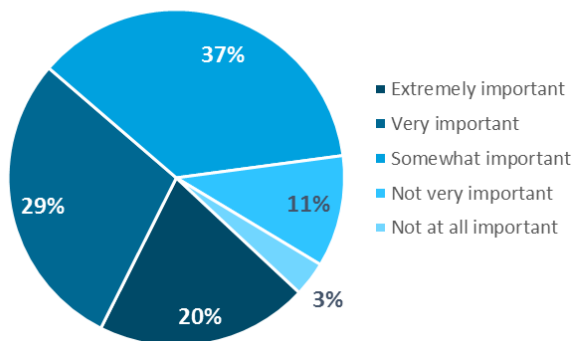
As noted by participants through the mapping and written components of the survey, participants expressed concern over the previously reported closing of the General Motors (GM) plant in Oshawa. Many stated that this may be an opportunity for the Region to expand beyond its manufacturing base.

“Too focused on past industrial economic drivers. Keep working on diversifying.”

While relatively few written responses directly commented on the issue of diversifying the employment base, many of the comments spoke to the need to increase overall job opportunities, including attracting different employers in various growth industries.

Promote and leverage tourism to drive economic growth.

Promote and leverage tourism to drive economic growth



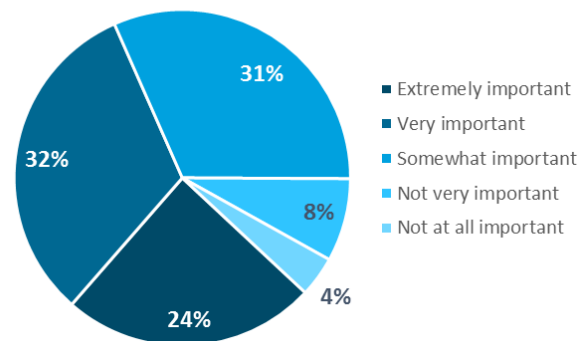
Tourism is not formally recognized in the current ROP as a key economic driver for the region. Very few written responses directly commented on tourism, with the exception of agri-tourism.

However, mapping question #5 (“Where is your favourite recreational or tourist destination?”) demonstrated that Durham residents have a variety of examples to draw upon, and that that Region has the potential to promote and leverage tourism to drive economic growth.

About 49 per cent of survey respondents believed this goal was important (very to extremely), with 37 per cent considering it only somewhat important.

Provide compact Urban Areas comprised of mixed uses.

Provide compact Urban Areas comprised of mixed uses



Providing compact, efficient and accessible Urban Areas comprised of mixed uses helps support the development of healthy and complete, sustainable communities. About 56 per cent of survey respondents believed this goal is important (very to extremely), with 31 per cent considering it only somewhat important.

“Take steps to decrease sprawl, add density, add more mixed-use areas, add more parks, build proper sidewalks, add more traffic lights, limit strip malls and encourage street shops.”

While the concept of increased mixed-use communities—which promote walkability and transit use, particularly in downtowns and in proximity to Major Transit Station Areas (MTSAs)—were largely supported, the notion of compact Urban Areas with increased densities and intensification varied.

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Although the consensus among written responses acknowledged the need to intensify (rather than build outward), many expressed concerns—from over-crowding to increased crime and safety issues.

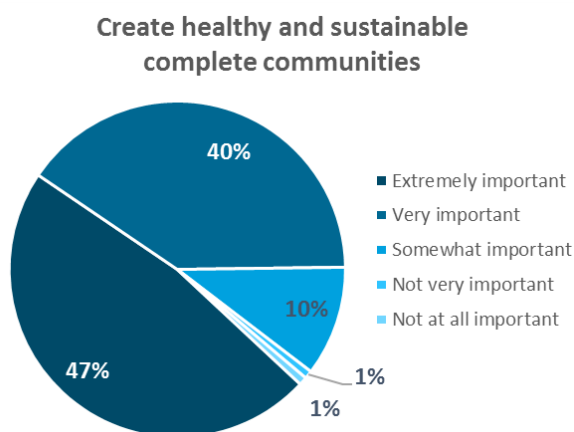
“Stop pushing the high density housing. It will bring problems from the city to smaller towns.”

“Over population. People moved here to get away from densely populated urban areas. I was lured here and now I am tremendously disappointed about having to live in a densely populated urban area. I feel like I was scammed.”

Overall, the sentiment of participants was that planning for growth was very important, and that when managing this growth, the Region must seek to balance several competing factors.

“Growth is important, but do it right and you will have a desirable [community] for decades to come.”

Create healthy and sustainable complete communities.



Another main goal, and overarching theme of the current ROP, is to create healthy and complete, sustainable communities within livable urban environments for the enjoyment of present and future residents.

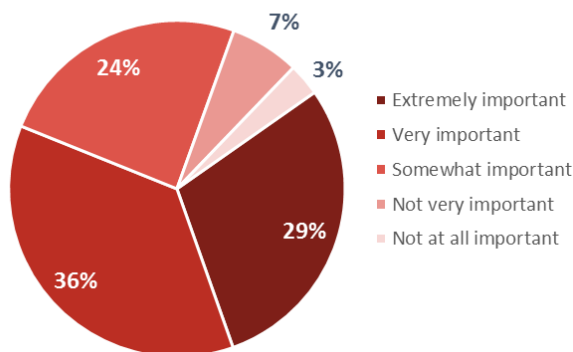
As a result, many of the goals and comments associated with the growth management theme apply and contribute to a “complete community”—managing growth and resources, including increasing job opportunities and balancing population growth, while encouraging vibrant mixed-use areas that support the ability to live, work, play, grow and invest within one great region.

About 87 per cent of survey respondents believed that creating healthy and sustainable complete communities was important (very to extremely).

Housing

Provide a wide range of residential dwellings by type, size and tenure (that is ownership and rental, etc.).

Provide a wide range of residential dwellings by type, size and tenure



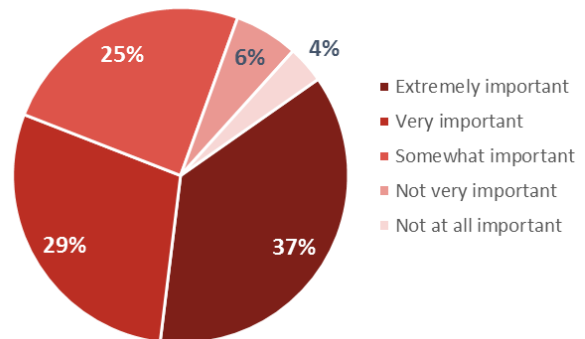
The current ROP seeks to provide a wide diversity of residential dwellings by type, size and tenure to satisfy the social and economic needs of present and future residents of the region. About 65 per cent of survey respondents believed this goal is important (very to extremely).

Many survey respondents believe that homebuilders are not adequately responding to the needs of the local housing market—citing a lack of housing options for younger residents, seniors, families, and most notably renters of all demographic and socio-economic backgrounds.

Some participants expressed a desire for the Region to encourage smaller homes, including “tiny home” options, to allow seniors to downsize and to increase affordability for young families and first-time homebuyers.

Increase opportunities for affordable housing.

Increase opportunities for affordable housing



The issue of “affordable housing” is very topical; affordability was quoted in written responses as one of the primary challenges concerning residents. About 66 per cent of survey respondents believed the need to increase opportunities for affordable housing was important (very to extremely).

“Affordable Housing - this should be a top priority for the Region of Durham! The area needs more affordable units for all ages/abilities in our community. This will help younger generations work/live in the same community and older generations downsize without having to go into a retirement home/village. The Region needs to ensure that this is better implemented through the development industry and set high targets to become the most affordable area in GTHA!”

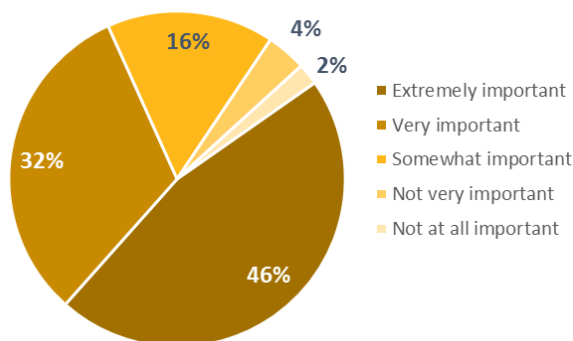
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Other matters of note, associated with housing affordability, included the lack of purpose-built rental units, the social housing waiting list, homelessness, and the need to better integrate mixed income housing (as opposed to clustering low income developments).

Agriculture and Rural System

Maintain a Rural System that supports agriculture as a key economic industry.

Maintain a Rural System that supports agriculture as a key economic industry



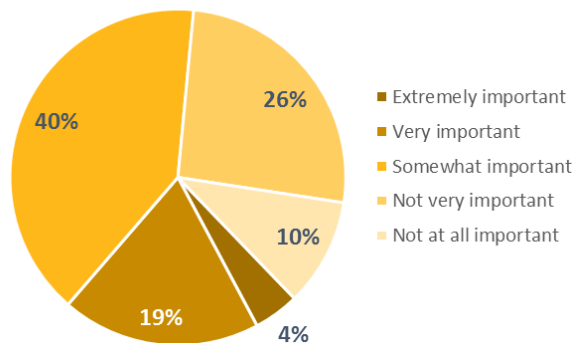
Components of the region's Rural System consists primarily of Prime Agricultural Areas, Rural Settlements, existing Regional Nodes and Aggregate Resource Extraction Areas. One of the main goals of establishing this Rural System is to support agriculture as a key economic industry, and to protect and maintain agricultural land for future generations. About 78 per cent of survey respondents believed this goal is important (very to extremely).

Maintaining the System, by protecting the rural landscape and preserving farmland (from development), was a major theme emphasized throughout the written responses. Several respondents noted that,

to support agriculture as a key economic industry, it was important for the Region to allow farms and rural businesses to diversify to stay competitive.

Provide opportunities for the extraction of aggregate resources (such as gravel pits and quarries) for local, Regional and Provincial needs.

Provide opportunities for the extraction of aggregate resources



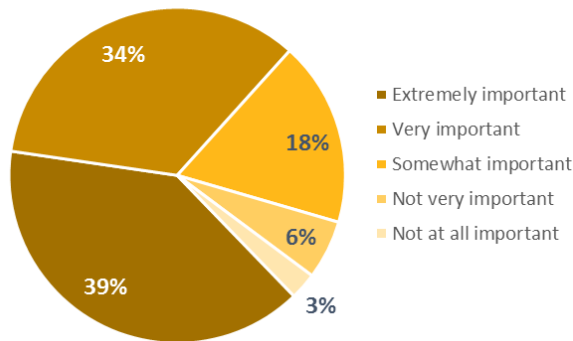
Aggregate extraction is a key industry within the region's Rural System. The current ROP seeks to:

- Provide opportunities for the extraction of aggregate resources for local and Regional needs, as well as to contribute to Provincial needs, while protecting significant features of the region's natural environment and minimizing financial and social impacts on residents, the area municipalities and the Region.
- Protect high potential aggregate resource areas from incompatible land uses.

Notwithstanding these existing policies, only 23 per cent of survey respondents believed this goal was important (very to extremely), while 40 per cent considered the goal somewhat important.

Protect the character of Durham's existing rural settlements.

Protect the character of Durham's existing rural settlements



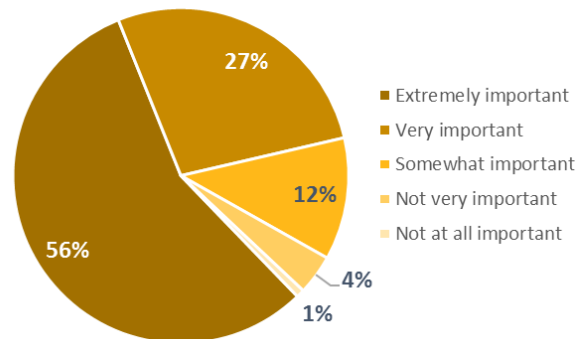
Rural settlements include, but are not limited to, existing Hamlets, Country Residential Subdivisions, Shoreline Residential Areas and Rural Employment Areas. Protecting and strengthening the character of existing rural settlements refers to supporting their function of providing for the limited residential, social and commercial needs of the Rural System.

About 73 per cent of survey respondents believed this goal was important (very to extremely), with many participants noting that a balance is necessary between preserving agricultural lands, conserving environmental resources, and maintaining sustainable growth to keep rural settlements healthy and vibrant.

“We need sustainable rural communities with the ability to adapt their employment options to support their local residents and attract business to sustain their way of life without compromising local food supply and environmental protection.”

Support local food security (wherein residents have access to a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system).

Support local food security



A goal of the current ROP is to support community food security. Food security refers to a condition in which all community residents can obtain a safe, culturally acceptable, nutritionally adequate diet—through a sustainable food system that maximizes community self-reliance and social justice—and the ability of the agricultural community to support this system.

About 83 per cent of survey respondents believed this goal is important (very to extremely). Supporting food security for all residents of the region was also identified many times in written responses.

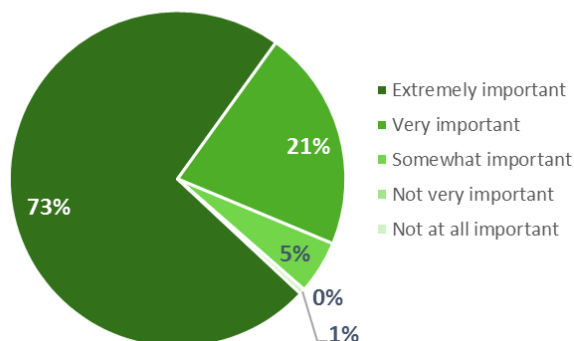
“Grow it here and eat it here.”

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Environment and Greenlands System

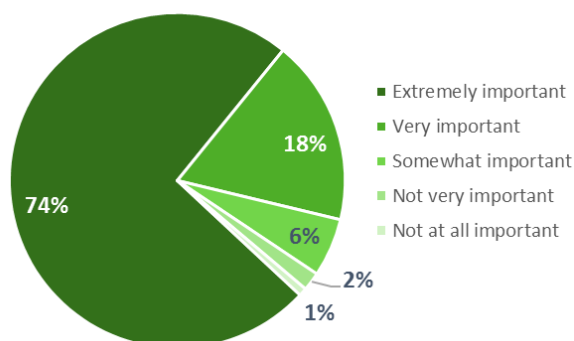
Minimize pollution of air, water and land resources.

Minimize pollution of air, water and land resources



Protect key environmental features (such as woodlands, wetlands, creeks, etc.) from the effects of development and urbanization.

Protect key environmental features from the effects of urbanization



Participants expressed a high degree of support for environmental goals, such as:

- Enhancing the regional landscape by minimizing pollution of air, water and land resources.
- Protecting key natural heritage or hydrological features (such as woodlands, wetlands, creeks, etc.) and functions from the impacts of development and urbanization.

wetlands, creeks, etc.) and functions from the impacts of development and urbanization.

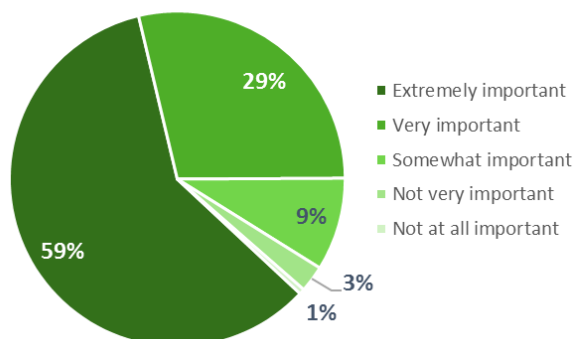
Over 90 per cent of survey respondents believed both goals were important (very to extremely) (94 per cent and 92 per cent respectively). Preserving, and wherever possible, expanding greenspace and environmentally sensitive areas was identified as prime areas of interest throughout the survey.

“Preserving Natural Heritage and green spaces, they are multifaceted. Not only are they important for wildlife habitat. They are proven to be good for human health and they mitigate the impacts of climate change...”

“Sustainability, protecting our green space and wetlands. Being incredibly thoughtful in our urban planning strategy and limiting the encroach [sic] of urban sprawl...”

Integrate nature into the urban fabric of the region.

Integrate nature into the urban fabric of the region



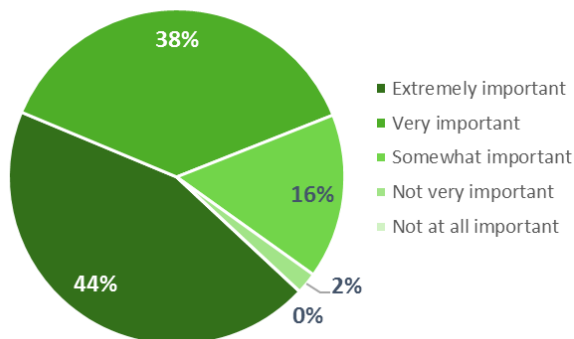
The goal of integrating nature into the urban fabric of the region refers to the importance of a Greenlands System that complements and enhances the ecological health of the Urban System. About 88 per cent of survey respondents believed this goal was important (very to extremely).

This high degree of support was evidenced by written responses that call for increased parks and passive greenspaces; additional promotion around the importance of trees (and the need for additional tree coverage); and continued protection of Durham's conservation areas.

"Recognize that conservation areas offer a unique regional greenspace opportunity that is enjoyed by residents throughout the Region."

Provide opportunities for a variety of outdoor recreational activities compatible with the region's natural areas.

Provide opportunities for a variety of outdoor recreational activities

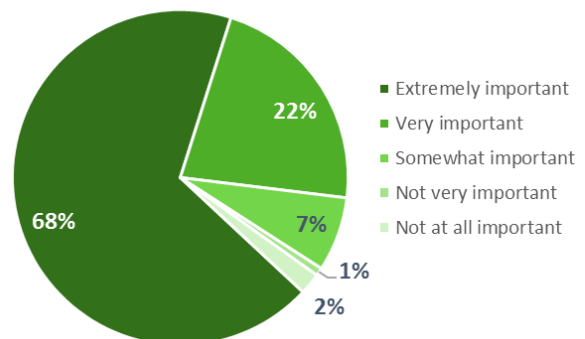


The goal to provide opportunities for a variety of outdoor recreational activities compatible with the region's natural areas refers to the delicate balance needed

between making efforts to preserve the ecological benefits and biodiversity of the Greenlands System, with our ability to experience the abundant educational and recreational values inherent in these areas. About 82 per cent of survey respondents believed this goal was important (very to extremely).

Protect the Oak Ridges Moraine and Greenbelt as vital components of the region.

Protect the ORM and Greenbelt as vital components of the region

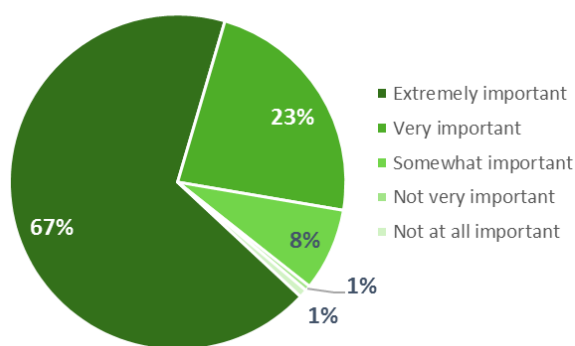


The current ROP seeks to protect the ecological and hydrological features and functions of the Oak Ridges Moraine (ORM) and the Greenbelt Protected Countryside in perpetuity, as a vital component of the region's natural, built and cultural environment. This goal supports the Province's vision of a continuous band of open space providing form and structure to south-central Ontario. About 90 per cent of survey respondents support this goal, believing the protection of the ORM and Greenbelt is important (very to extremely).

Engagement & Outreach

Protect and enhance waterfronts as major components of the region.

Protect and enhance waterfronts as major components of the region



Similar to the high degree of support for the ORM and Greenbelt noted above, 90 per cent of survey respondents believed that protecting and enhancing waterfronts as major components of the region is important (very to extremely).

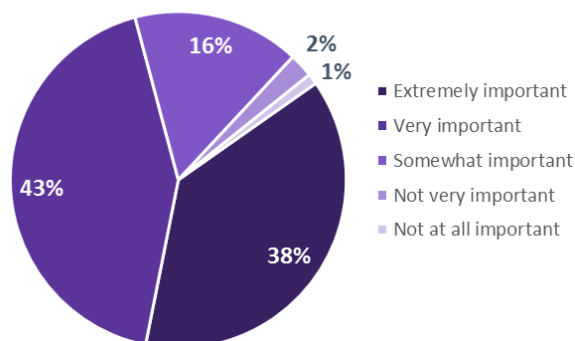
As noted by participants through the mapping and written components of the survey, residents feel strongly about the protecting, sustaining and enhancing waterfronts within Durham as major and vital components of the region's natural, built and cultural environments.

"...it should be developed as a place to play and relax – somewhere enjoyable for ALL residents."

Climate change and sustainability

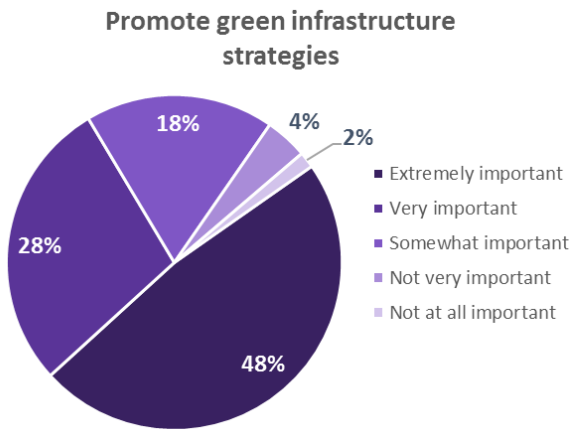
Invest in efforts to build resiliency—the ability to recover quickly—from the effects of climate change, such as enhancing our infrastructure (roads, bridges, etc.).

Invest in efforts to build resiliency from the effects of climate change



Although the current ROP emphasizes the need for cost and energy-efficient infrastructure, there is no explicit reference to invest in efforts to build resiliency from the effects of climate change. However, there is strong support for such a goal, with 81 per cent of survey respondents indicating this goal is important (very to extremely).

Promote green infrastructure strategies, such as low impact development (for example: permeable/porous pavement, green roofs, etc.).



Similar to the above goal, while the current ROP supports green technology and encourages policies that promote the use of innovative and sustainable practices to achieve energy efficiencies (such as green roofs), more is required to combat climate change. In this regard, 76 per cent of survey respondents indicated that promoting green infrastructure strategies, such as low impact development (for example permeable/porous pavement, green roofs, etc.) is a goal that is important (very to extremely).

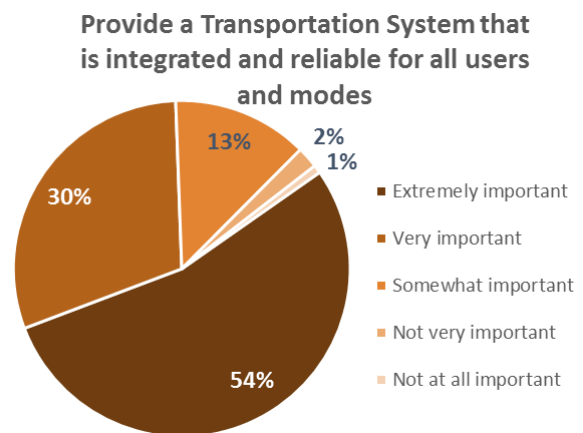
Through written responses, participants expressed a desire for the Region to place a greater emphasis on climate change. Suggestions associated with promoting green infrastructure strategies included the need for infrastructure to support electric cars, greater attention to building siting (such as passive solar home design), reducing light pollution, and various themes related to

sustainable food, such as edible forests, community gardens and food security.

“There needs to be a concerted and serious effort to reduce pollution and an informed plan for sufficient local organic food production before you increase the population so drastically. The coming changes in climate are not compatible with a vision of dense and endless growth of our population.”

Transportation System

Provide a Transportation System that is integrated and reliable for all users and modes.



The current ROP seeks to provide a Transportation System that is integrated, safe, efficient and reliable for all users and modes. About 84 per cent of survey respondents believed this goal is important (very to extremely).

Participants often stated that traffic congestion was one of their primary concerns within the region, noting that the current network has not kept pace with development

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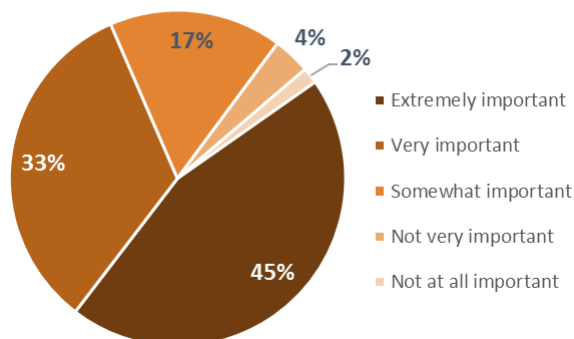
and is overly auto-centric. Many participants suggested upgrading infrastructure, such as widening core regional roads to facilitate better movement of traffic.

Increasing opportunities for public transit use in Durham was also a major theme in written responses. There is an understanding that transit is a key factor in reducing single-occupancy vehicles and encouraging more compact development. As a result, there is keen interest in high frequency services, such as the Durham Region Transit (DRT) Pulse, and heightened interest in future higher-order transit, such as Light Rail Transit. However, to encourage increased appeal and usage, there was an expressed need for transit to be both efficient and integrated.

“Enhancement of reliable and interconnected public transit so that people of the region do not have to own an automobile to live, work and shop.”

Offer a variety of mobility choices (such as transit, cycling, walking, etc.) for all Durham Region residents.

Offer a variety of mobility choices for all Durham Region residents



In addition to expressed interests in transit, survey respondents also supported more variety of mobility choices, such as cycling, walking and other multi-modal/non-motorized active transportation options (78 per cent noted this as very-to-extremely important).

Cycling was often identified as an area of interest—ranging from increased on-street bike lanes to better connections and increased options for off-road trails. While increased options for active transportation modes was emphasized, safety for users was also highlighted as a prime consideration.

Overall, participants felt that the region’s transportation system should be considered a foundation for sound planning.

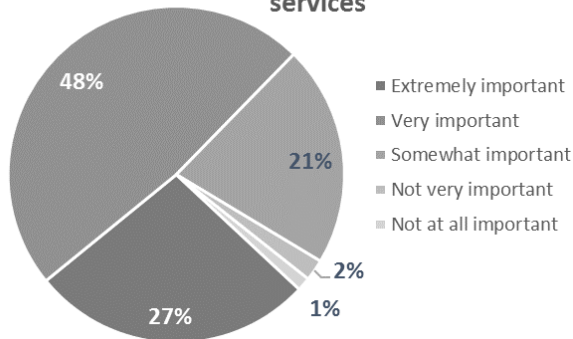
“Transportation is key to all development – please ensure this is considered in every part of your planning.”

“Transit, traffic and transportation. Durham should keep investing to develop an efficient, reliable transit system where taking transit is just as easy and convenient as driving one's car.”

Culture, Health and Community Services

Provide opportunities for a variety of cultural, health and community services.

Provide opportunities for a variety of cultural, health and community services



To create healthy and complete, sustainable communities, it is necessary to provide opportunities for a variety of cultural, health and community services for present and future residents. About 75 per cent of survey respondents believed this goal is important (very to extremely).

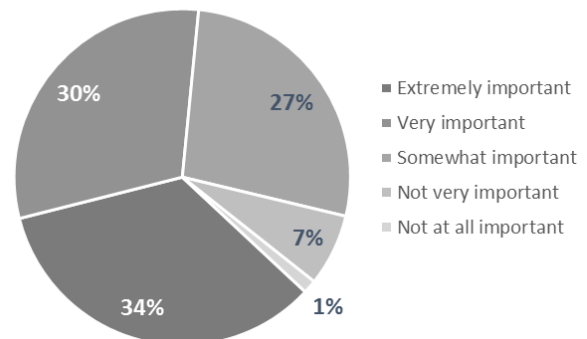
While this goal did not rank extremely high on the scale of importance, participants openly expressed its importance to them through written responses. Access to health and community services were noted, particularly with respect to the needs of an increasingly aging population.

With respect to culture, there was broad interest in seeking increased opportunities for public art, promoting local arts (visual, musical, dramatic, etc.), and supporting existing events and festivals. The region's ample recreational facilities and rural landscape were noted several times as being key to capitalizing on sports and agri-tourism.

"Increase promotion of the area attractions and events that make this such a great place to be!"

Preserve the historic and cultural heritage of the region.

Preserve the historic and cultural heritage of the region



While the role of planning is most often associated with being future-focused, an important component of this process is preserving the historic and cultural heritage of the region. Preserving cultural heritage resources is largely the responsibility of the area municipalities (such as designating Heritage Conservation Districts and sites under the Ontario Heritage Act). And, 64 per cent of survey respondents believe this goal is important (very to extremely).

The need for the conservation, protection and enhancement of Durham's built and cultural heritage resources was emphasized by several participants; expressing respect for the region's past—ranging from architectural and heritage site preservation to relationship building with Indigenous communities.

Engagement & Outreach

Where are your preferred planning priorities?

This component asked survey respondents “Where are your preferred planning priorities?” Using an interactive mapping tool, survey takers had the opportunity to share their on-the-ground knowledge about where they believe there are potential strengths or weaknesses, as well as opportunities or challenges within the region.

Respondents were asked to “show” their answers to the following questions:

1. Where is your favourite place in Durham? Why?
2. Where would you redevelop/revitalize? Why?
3. Where would you promote more development/intensification (that is redeveloping a site or area at a higher density than currently exists)? Why?
4. What area would you protect from development? Why?
5. Where is your favourite recreational or tourist destination? Why?
6. Where is your favourite place to shop? Why?
7. Where would you add a greater variety of uses (such as shopping, office and residential)? Why?
8. Where have you experienced a "complete community" (a place to live, shop, work and play)? Why?
9. Where would you increase environmental protection/conservation efforts? Why?
10. Do you have any other locations you would like to highlight? Why?

This tool allowed survey respondents to search, pan and/or zoom to identify and

reference specific geographic locations when answering the above questions. Answers to the questions were marked with “pins” directly onto the map. Each question also allowed users to leave open-ended comments on “why” they marked a specific location to allow the Region to collect more specific data about the “pinned” locations.

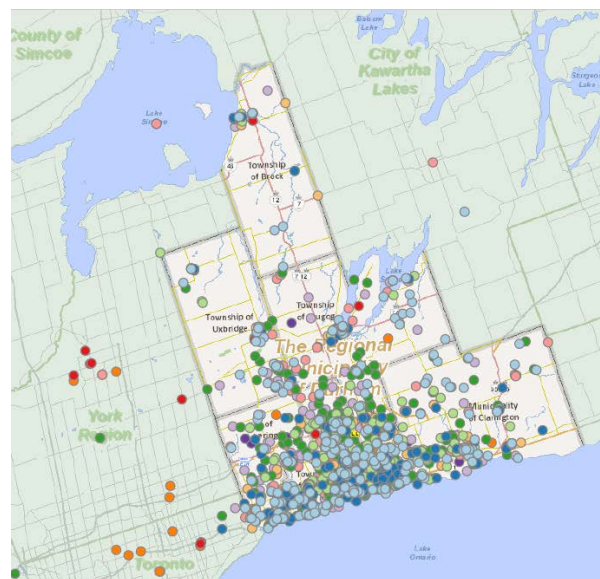


Figure 8: Map of the region containing pinned survey responses received through the interactive mapping tool (for illustrative purposes only).

The following provides a written and visual summary of findings from the interactive mapping portion of the survey.

Where is your favourite place in Durham?

While all of these survey questions are subjective to the user, this first question of “where is your favourite place in Durham” is particularly personal. This question also alludes to some of the place-making opportunities and destinations across the region. While responses varied greatly, few other locations were quoted more often than “my home.”

“It's where our home is. It's where my wife and I try to shop, where we have our recreational activities. We feel safe...”

Second to where people live, access to and connection with natural areas within the region was clearly an overarching theme. From a favourite local park or conservation area, to the trails of regional forests.

However, no singular location or feature was noted more than the Lake Ontario waterfront trail. Respondents overwhelmingly valued their proximity to this feature, for both passive and active recreational reasons, as well as for [mental] health benefits.

“In this busy society we live in people need a place to relax. The beach is already a nice place to be and on any given day, even the winter, it's the primary spot in Oshawa that people of all ages visit, relax, and feel proud of. Not all communities have this resource.”

The following photograph was taken, altered and submitted, via the survey, by the

respondent quoted above to “get the imagination going” on ways to enhance this area of the waterfront.



Figure 9: Altered image of the Lakeview Park Pier in Oshawa, submitted by a survey respondent.

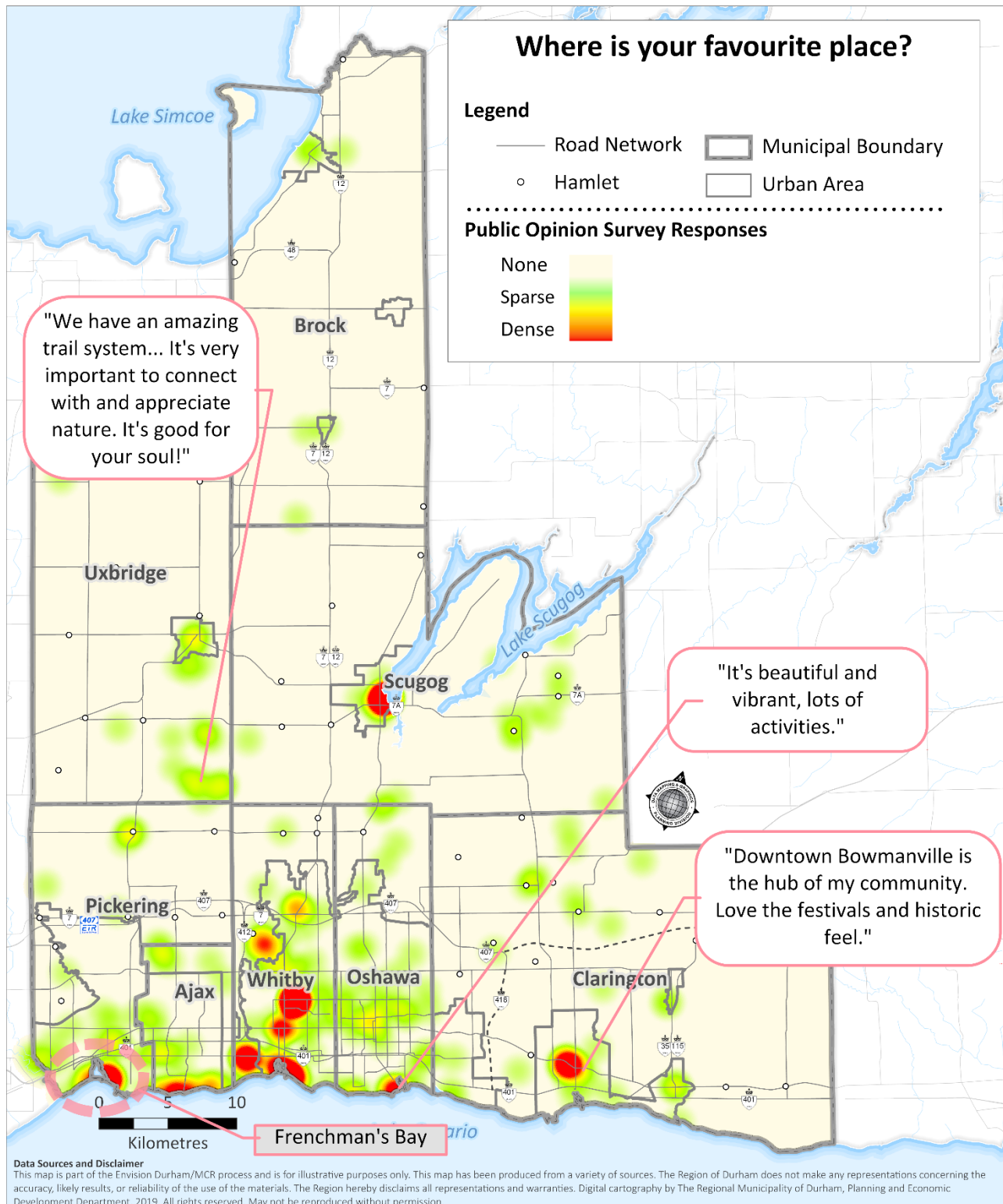
“I think the Ajax Waterfront exemplifies the best of what Durham can be. It humanizes living in a densely populated area, it gives people access to nature, a common area where the community can gather, and it reinforces the importance committing to the natural beauty of our community...”

“The Waterfront Trail is an amazing alternative transportation route that can transport you safely from one side of Durham Region to the other and further! It's [sic] maintenance and quality is variable between municipalities but it is a gem and should be something Durham Region is proud of and using to promote the beauty of the Region to the province and beyond. Trails are such a great way to discover parts of Durham, they promote healthy lifestyle, positive family experience and appreciation of nature.”



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Another source of pride identified by survey respondents were the region's various downtowns, most notably those with historic character, such as the Village of Newcastle, downtown Bowmanville, Whitby and Port Perry.



Engagement & Outreach

Where would you redevelop/revitalize?

Key transportation routes, such as Highway 2, link all the lakeshore area municipalities. Respondents felt that opportunities exist for intensification, increased transit ridership and traffic flow; while ensuring design maintains a pedestrian-oriented streetscape. Stretches of Highway 2, within Oshawa and Courtice, were highlighted several times.

"The highway 2 corridor through Courtice consists mainly of single homes today... this area could grow into a main street with taller buildings and more businesses. Right now it is a place to drive through rather than a place to drive "to"."

Provincial highway corridors, such as Highways 401 and 407, were often noted as ideal for redevelopment. The Highway 407 corridor in particular was viewed as having new potential to draw local employment, with potential benefits to surrounding northern communities.

The Federal Airport Lands in north Pickering was the subject of both supportive comments, as an area ready for redevelopment, and negative responses.

"Return the proposed airport land for local, sustainable agriculture."

Compared to:

"This makes sense and the economic spin-offs would be incredible. The Region should be doing all it can to finally get a yes on the airport. It's been 47 years."

Of the Region's communities, Beaverton (Brock Township) was identified several times as an area with revitalization potential.

Urban centres, in general, were noted as prime areas for redevelopment, particularly considering their market potential and need to accommodate intensification and related services, such as infrastructure, amenities, jobs and so on. Downtown Whitby and Oshawa, including south Oshawa, were identified as key areas for revitalization.

"I would argue that revitalizing South Oshawa is imperative to recreating a new feel for the city, and to remove the social divide that I feel is creeping between North and South Oshawa."

"Because Durham Region needs to further establish a city centre and think more globally than the small-town roots. Think Oshawa is to Toronto like Brooklyn is to New York; Liverpool is to London, etc."

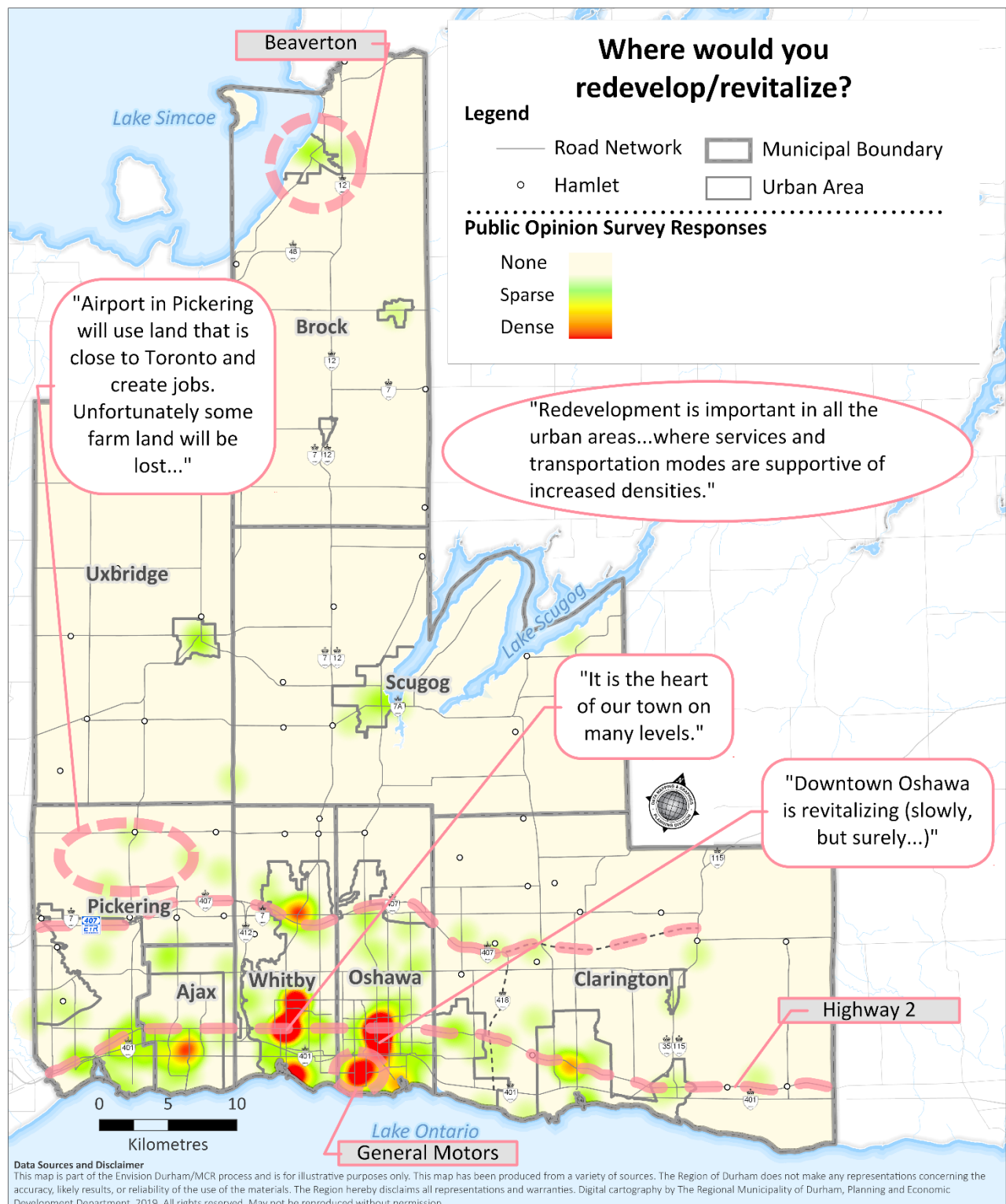
The GM plant in south Oshawa received attention from many survey respondents as an area needing redevelopment. This was based on the November 2018 announcement that GM would cease production at this plant by the end of 2019—a decision that would affect approximately 2,600 workers. However, in May 2019 (after this survey closed), GM announced new plans for the site, including a \$170-million investment in the Oshawa plant that is anticipated to save 300 jobs.

Aging retail plazas, particularly those within downtowns (such as the Harwood Plaza in

Ajax), were identified through the region as prime locations for revitalization, including but not limited to intensification, mixed-uses, affordable housing, etc.

Capitalizing on the region's beaches and access to Lake Ontario was a pervasive theme. Respondents felt we should reposition the region's waterfronts as people-oriented destinations, including key drivers such as tourism, active and passive recreation, as well as other forms of entertainment (such as dining and shopping). It was recognized that these uses must also be balanced with increased protections for the lake and surrounding natural areas.

Engagement & Outreach



Where would you promote more development/intensification (that is redeveloping a site or area at a higher density than currently exists)?

The previous mapping question #2 (“Where would you redevelop/revitalize?”) referred to areas that survey respondents believed needed improvements, beautification or were otherwise underused and ready for development. However, this next question asked participants to identify areas that they would like to see intensify (could include increased densities, or otherwise see develop to a higher and better use than exists today).

Promoting intensification along the region’s key transportation routes was a major theme from survey respondents.

There was a broadly expressed opportunity to increase development along the GO Transit rail corridor, including higher densities and mixed-uses, within Major Transit Station Areas (MTSAs) adjacent to existing and planned GO stations. This includes an emphasis on connectivity, including bus transit, bike lanes, etc. It should be noted that, since the survey closed, the Province of Ontario announced that it is undertaking business case planning for the GO Lakeshore East Extension, which may impact the locations of the previously planned/committed GO stations.

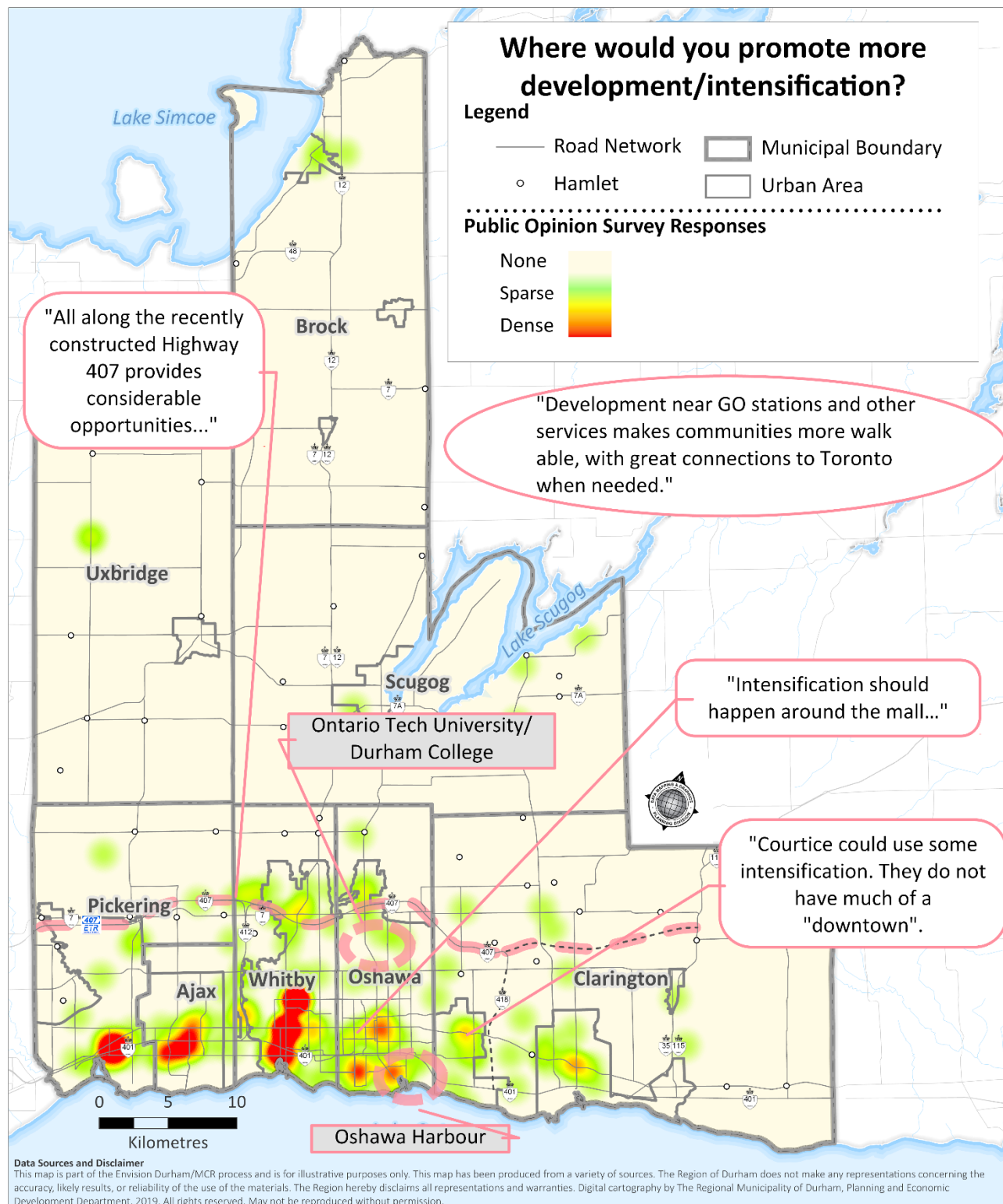
“...The public transportation system such as GO is the future of GTA, so all areas near GO Lakeshore East stations should be the focus of planning.”

In addition to the GO rail corridor, highlighting transportation corridors was a prevalent theme for areas that would benefit from increased development. Highway 2 was explicitly identified as having large segments of aging retail plazas and/or lower density uses, which could intensify and contribute to future Light Rail Transit (LRT) throughout the region.

The 400-series highways, including the 401, 407, 412 and 418, were also identified as key corridors to attract employers for job creation.

Respondents also noted the Ontario Tech University/Durham College complex in north Oshawa is an area poised for future growth, as an education cluster, a major regional employer, and home to a growing student population.

Engagement & Outreach



What area would you protect from development?

Survey responses varied—from agricultural lands and natural heritage features, to the built environment and cultural heritage features. As a result, the mapped results appear much more diffused than that of other survey questions.

Strong agreement was found among survey respondents to protect the following from development:

- Greenbelt.
- Oak Ridges Moraine (ORM).
- Conservation areas, such as Heber Downs, Greenwood, etc.
- Waterfronts along lakes Ontario, Scugog and Simcoe.
- Headwaters, watersheds and all associated waterways (and surrounding areas).
- Prime or otherwise “productive” agricultural lands.

"I think the corridor between Ajax and Whitby should be protected from development. At present, the separation on either side of Lake Ridge Road provides a nice distinction between these two communities. This corridor is a unique feature, and if Ajax and Whitby are allowed to grow easterly and westerly respectively to the point where they come together, we will have lost a unique open space element in the Region."

"Existing conservation areas, the waterfront, land adjacent to creeks and brooks. Nature refreshes and relaxes."

"We need to protect the headwaters of our Durham watersheds from development. Headwaters can provide recreational opportunities like nature hikes, birdwatching, etc. that increase human health while protecting ecological functions of our watersheds and Lake Ontario."

While references to north Durham focused on protection, opinions on the broader rural landscapes varied considerably. While many respondents called for the preservation of prime agricultural areas, some respondents went as far as stating they believed “all” lands north of Highway 7/Highway 407 should be preserved. Generally, a balanced approach to protecting the natural and agricultural resources of northern Durham was noted.

"I would protect our municipal forests, sustainable farmlands (not all rural area is farmable) and of course our waterways. Non sustainable rural areas should be allowed to develop."

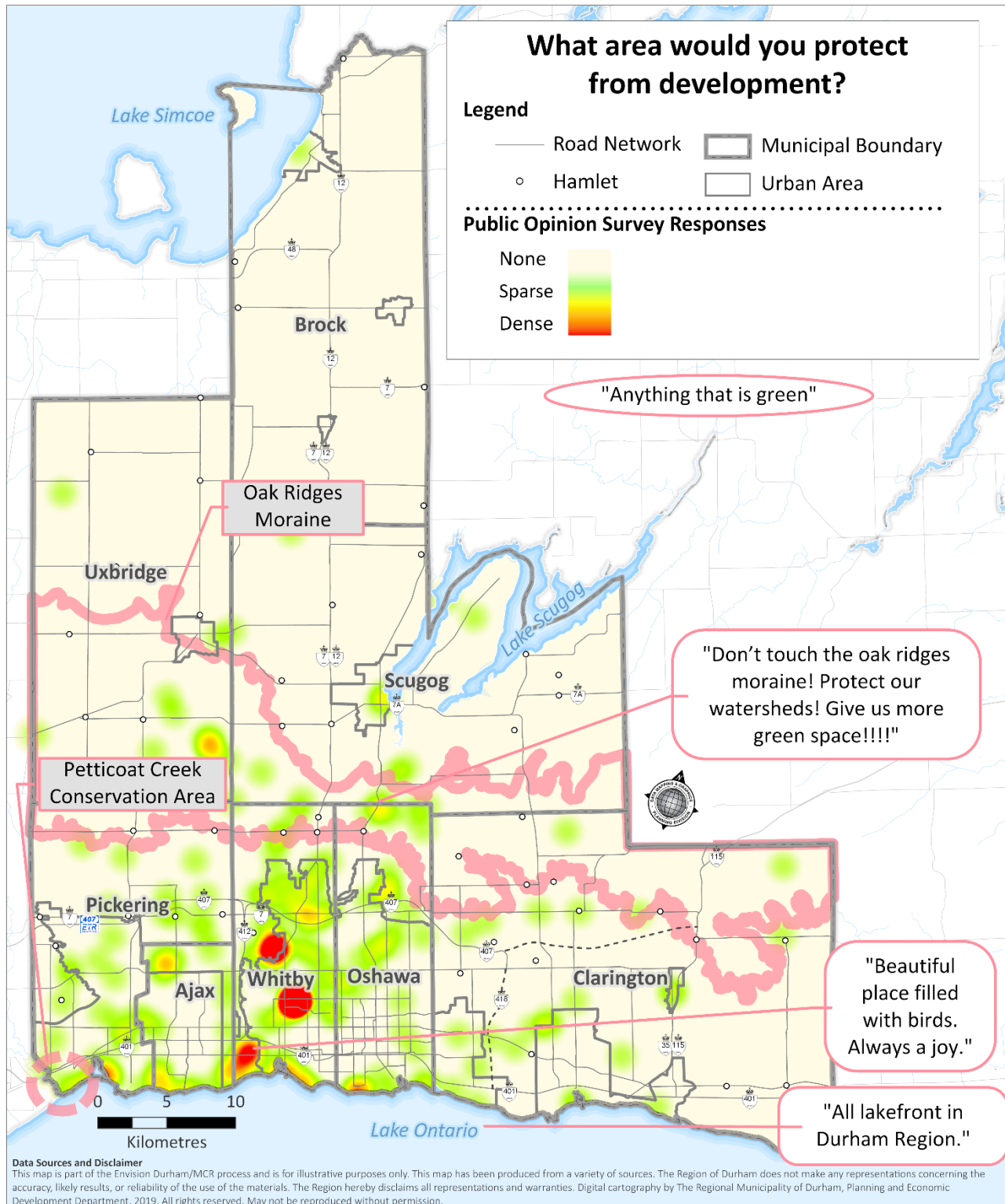
A pervasive theme was to protect all lands that are currently naturalized or open/green space, whether urban or rural, including existing forests, parks and trails. Several survey respondents also expressed a desire to protect the region’s historic downtowns, as well as heritage buildings and/or sites.

A background image showing a group of people in a meeting, with a focus on a person in the foreground who is looking towards the camera. The image is partially obscured by a dark red overlay at the top.

Engagement & Outreach

"Orono is a beautiful town in the country and should be protected from over development."

"I would protect old unique neighbourhoods and streets from development and intensification..."



Engagement & Outreach

Where is your favourite recreational or tourist destination?

"Tourist & Recreational destinations are many....historic Port Perry and Bowmanville; Lakeshore Park in Oshawa and Darlington Prov. Park in Clarington, Brimicomb [sic] for skiing, trail systems in forested areas for cycling & hiking, community museums and childrens' programs in libraries/craft schools etc..."

As illustrated in the quote above, destinations are many and survey responses varied greatly—not just by locations across the region, but also by activity level and cost.

Free to low-cost activities—such as cultural events, visiting local museums and art galleries, walking trails, and day-trips to historic downtowns, such as Port Perry, Uxbridge and Bowmanville—were mentioned.

More costly activities were also noted, such as visiting one of Durham's several ski resorts (Lakeridge, Dagmar, Skyloft and Brimacombe), indoor malls and entertainment districts (including the Whitby Entertainment Centrum, which includes many restaurants, cinemas and an indoor mini-golf).

Agri-tourism, such as seasonal tours and pick-your-own operations were noted, including Knox's Pumpkin Farm, Pingle's, and the Watson Farm Market in Clarington. Capitalizing on the region's rural landscape and unique family friendly experiences it can offer, particularly in proximity to large

markets, was a prevalent theme among survey respondents.

"Would love to create more agri-tourism that blends the beautiful urban and rural cultures that exist in Durham Region."

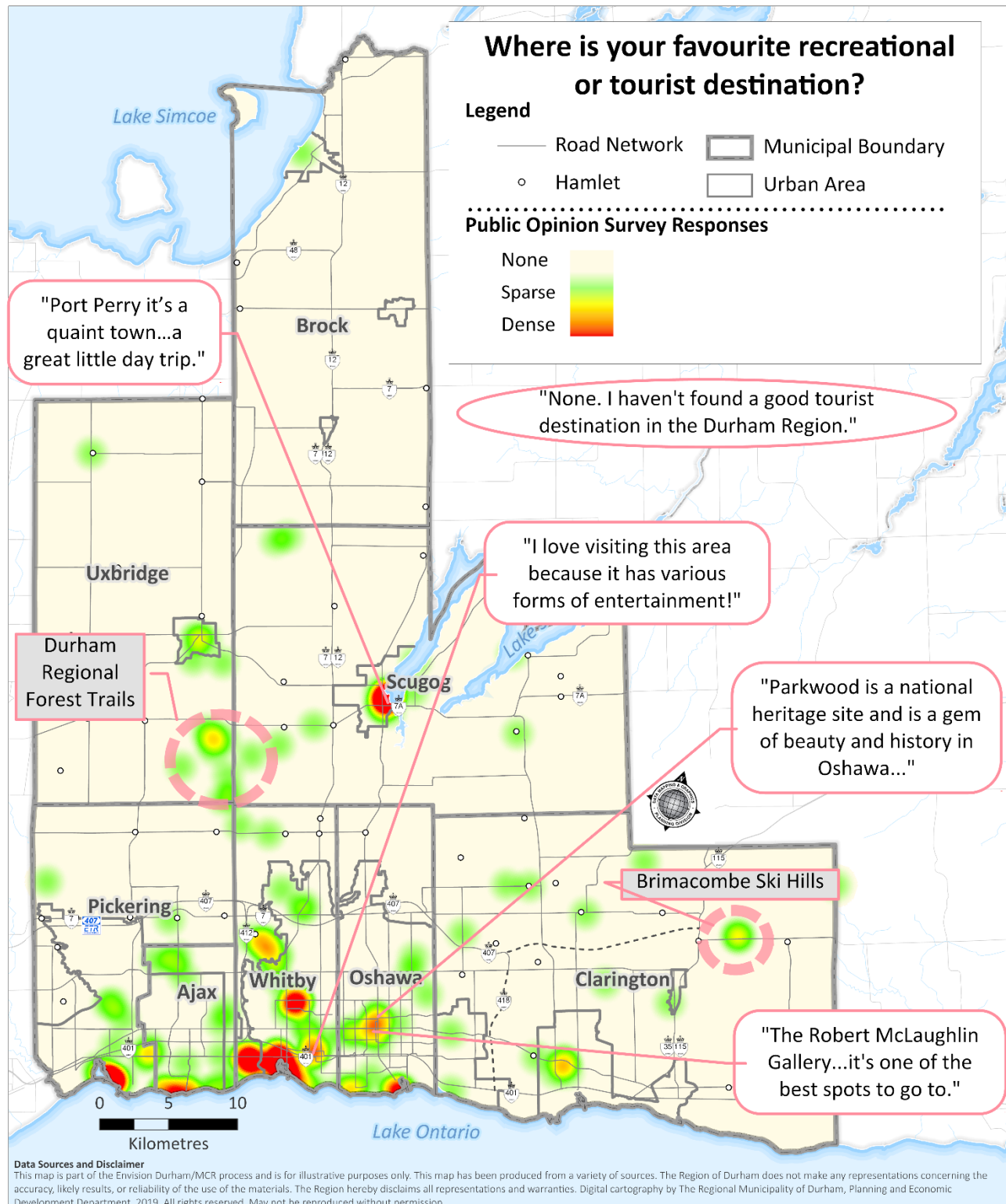
In addition to productive agricultural lands, the region's natural environmental features were highlighted as key destinations, including various conservation areas, walking/hiking/cycling trails, and waterfronts.

While most survey respondents were able to identify their favourite recreational or tourist destinations within the region, many believed the region didn't offer much in the way of notable destinations.

"I can't think of one and that's a problem. There's no major public destination space or area."

While there are many recreational opportunities within Durham, it's likely that some respondents who live within the region on a day-to-day basis had difficulty objectively viewing their own community from a tourists' perspective. This may present an opportunity for the Region to promote local destinations, encouraging existing residents to explore their own community.

Several respondents anticipated future destinations, such as potential developments in Whitby (Nordik Spa) and Pickering (Durham Live complex).



Engagement & Outreach

Where is your favourite place to shop?

Survey respondents often highlighted a wide variety of stores and selection as a primary reason dictating their favourite places to shop.

For example, malls were often identified as having the widest variety of stores, within pedestrian friendly environments. Access to ample parking was also noted as a benefit of the region's malls. The Oshawa Centre (including praise for recent renovations) and the Pickering Town Centre were highlighted most often.

Availability of parking was also a key determinant of favourite destinations, wherein respondents often commented on the abundance (or lack) of parking. While "big box" retail plazas were sometimes described as being undesirable or car-dominant, many respondents favoured these larger plazas for their ease of access, availability of parking, and selection of stores, such as the RioCan Durham Centre in Ajax.

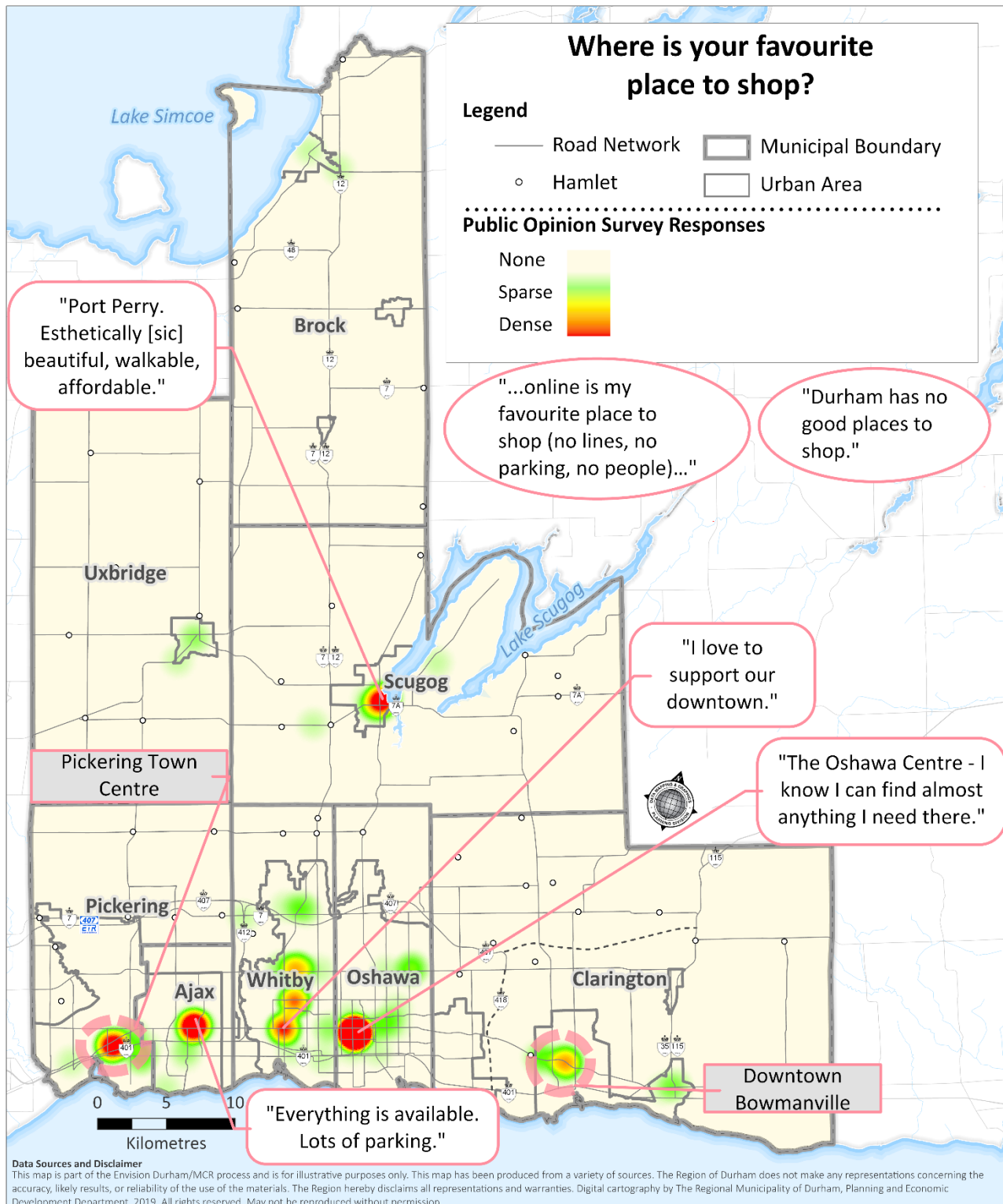
Downtown areas, particularly historic downtowns, were praised for their character, charm and unique shopping experience. This includes, but is not limited to downtown Bowmanville, Whitby, Port Perry and Uxbridge.

"In downtown Port Perry you find small shops run by local folks who are passionate about what they do. It is a great place find unique gifts/clothes, a bakery, a craft brewery, good intimate restaurants

and a waterfront. You are still able to shop for your essentials of living."

Many survey respondents also expressed pride in supporting local businesses, including farmers markets.

Conversely, while most survey respondents were able to identify their favourite places to shop within the region, many claimed that shopping within Durham didn't suit their needs; preferring online shopping or locations outside of the region (such as downtown Toronto).



Engagement & Outreach

Where would you add a greater variety of uses (such as shopping, office and residential)?

All downtown centres were highlighted as areas in need of a wide variety of mixed uses—particularly those along the Highway 2 corridor. For example:

- The intersection of Thickson and Dundas in Whitby, such as the Whitby Mall, was identified as an area with potential for increased uses. Several respondents commented that a mix of higher density housing with ground floor commercial would help revitalize this property.
- The community of Courtice was noted on several occasions as needing a greater variety of uses, such as increased entertainment and shopping opportunities along Highway 2, based on growth within the area.
- Downtown Oshawa was often quoted as having sufficient variety, however a desire for increased support and rejuvenation was expressed.

Newer residential areas within the region were often identified as needing a greater variety of uses. North Oshawa—including but not limited to the areas surrounding Ontario Tech University/Durham College—were seen as lacking services and driving residents to nearby Brooklin in Whitby. Conversely, several survey respondents believe Brooklin still has potential to better serve its immediate residents with a greater variety of uses.

In addition, settlement areas in north Durham were also identified as areas that

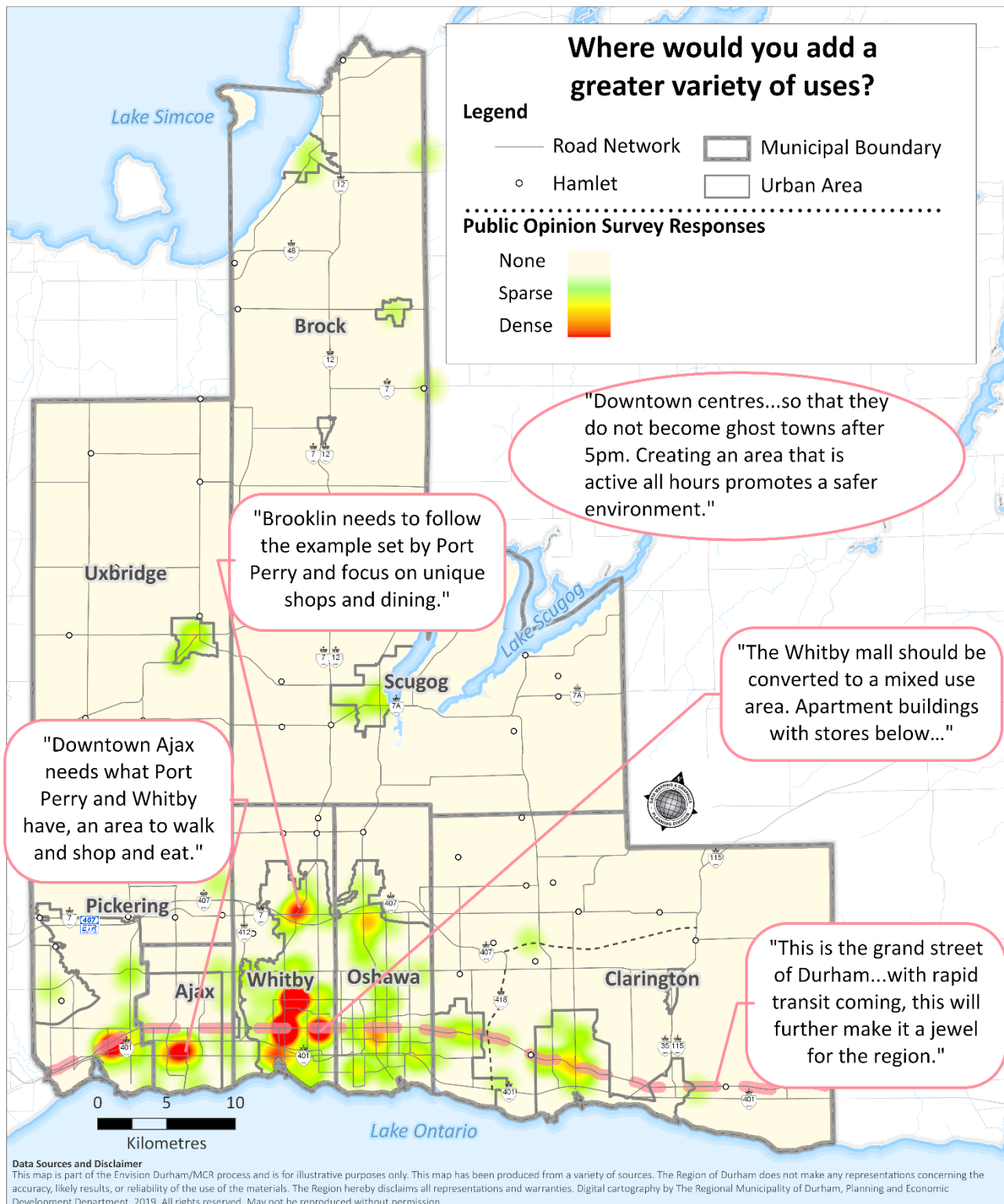
would benefit from a broader range of uses, such as Downtown Uxbridge, Sunderland in the Township of Brock, etc.

"The downtown core of Uxbridge needs residential and offices to make the retail environment profitable and keep the area teeming with life at all hours of the day."

"River St. Sunderland; so people are less likely to leave the community to shop; further commercial growth on Hwy 12 must be carefully implemented to ensure it does not hurt the downtown area."

"Southern Durham Region has been built up and has a variety of everything. North Durham needs this same advantage..."

Areas in and around existing and future GO Transit stations (MTSAs) were also a prevalent theme as hubs that should grow and diversify their land uses over time.



Engagement & Outreach

Where have you experienced a "complete community" (a place to live, shop, work and play)?

In broad terms, a "complete community" refers to a place where residents can live, shop, work and play.

The most frequent response to complete communities in Durham identified historic downtowns areas, such as Newcastle, Bowmanville, Brooklin, Port Perry and Uxbridge—primarily for their range of services, within a compact, walkable environment.

"Newcastle offers plenty of living space, shopping opportunities, work and volunteer opportunities, as well as places for entertainment and recreation."

"While small, Port Perry is quite walk-able [sic] and residents have access to a variety of services."

Nonetheless, several neighbourhoods outside of historic downtowns were also recognized—including, but not limited to, the neighbourhoods surrounding the Pickering City Hall/Recreation Complex, areas of north Oshawa, within the vicinity of Regional Headquarters and Port Whitby.

"Port of Whitby is emerging as a good complete community with proximity to transit, recreation and residential. But jobs and retail will still need to be emphasized."

"I lived in a condo across the street from the Pickering Rec. Centre,

could walk to the library, and to shopping, entertainment and dining out in the Pickering Town Centre area. For a time, I was also working in Pickering and found it to be a great time saver to have all of these features at my disposal."

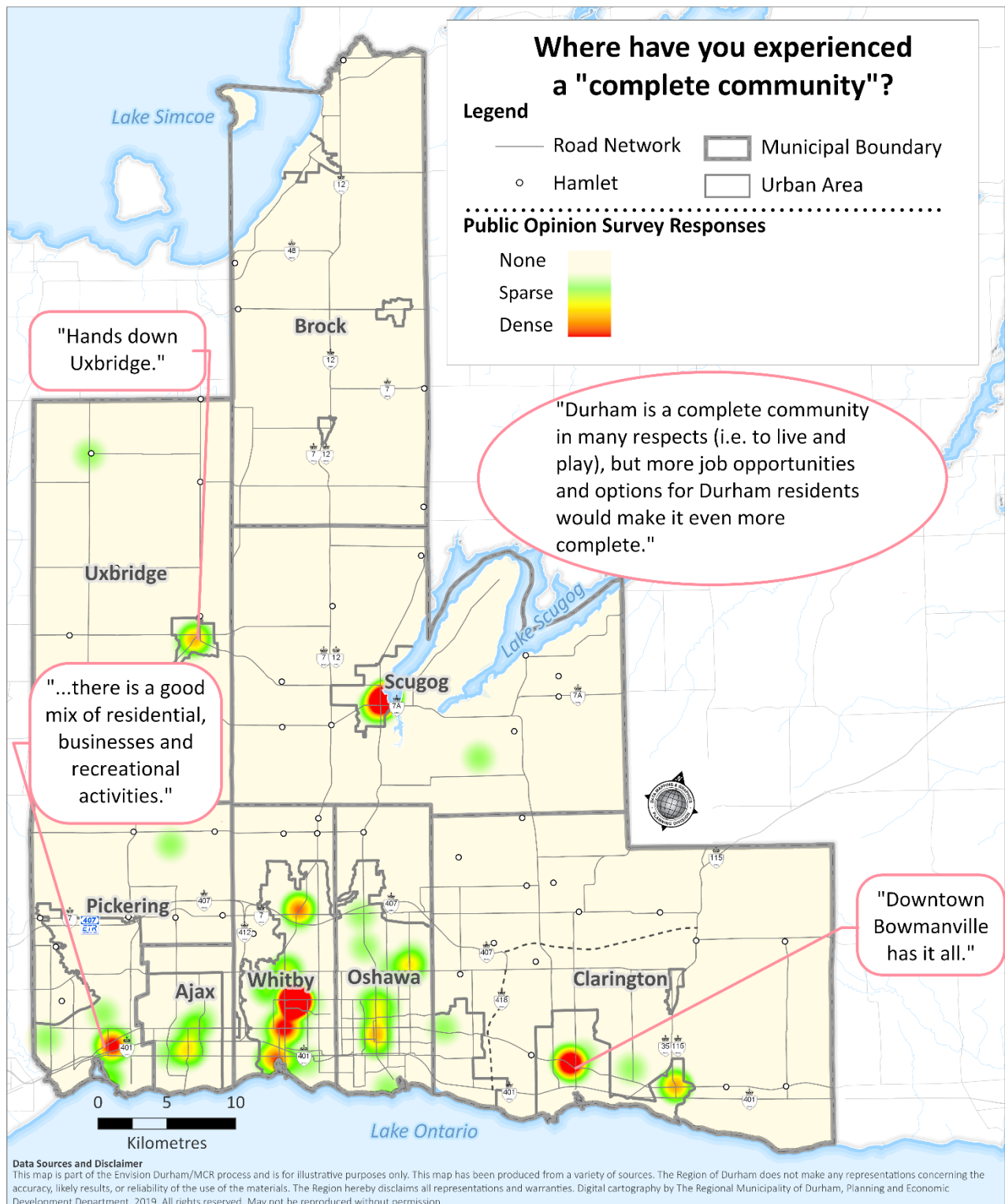
While many survey respondents were able to identify neighbourhoods in Durham they believed represent a complete community, many survey takers don't think the region has any areas characterized as a complete community.

"Not in Durham."

In fact, several respondents didn't feel Canada possessed any such complete community. Others noted locations, ranging from as close as Scarborough and Peterborough, to as far as Europe and Australia.

Of the responses that felt the region fell short of achieving complete communities, suggestions to enhance livability included:

- Increased (and varied) job opportunities.
- Increased walkability.
- Greater opportunities for cycling.
- Greater affordability (that is housing, property taxes, goods and services, etc.).
- More mixed-use areas (for residential and commercial).



Engagement & Outreach

Where would you increase environmental protection/conservation efforts?

Similar to question 4, the results for where survey respondents would increase environmental protection and conservation effort appears to be dotted throughout the region. This is partly because many responses referenced an entire system, such as all existing greenspace, all river systems in the region, or the entire Oak Ridges Moraine. Their survey marker within the map is only a small indicator of a larger system being referenced.

Also, like question 4, areas that should be protected from development align very closely with areas that respondents believe are deserving of increased environmental protection and conservation effort. Once again, there was strong agreement towards protecting and conserving the following areas:

- Greenbelt, for both environmental and agricultural purposes.
- Oak Ridges Moraine (ORM).
- Conservation areas.
- All waterfronts, including their associated watersheds and surrounding areas.

"I would increase conservation efforts along our creeks and rivers. This includes protection of headwaters, groundwater recharge areas, protection and creation of wetlands and other stormwater management areas."

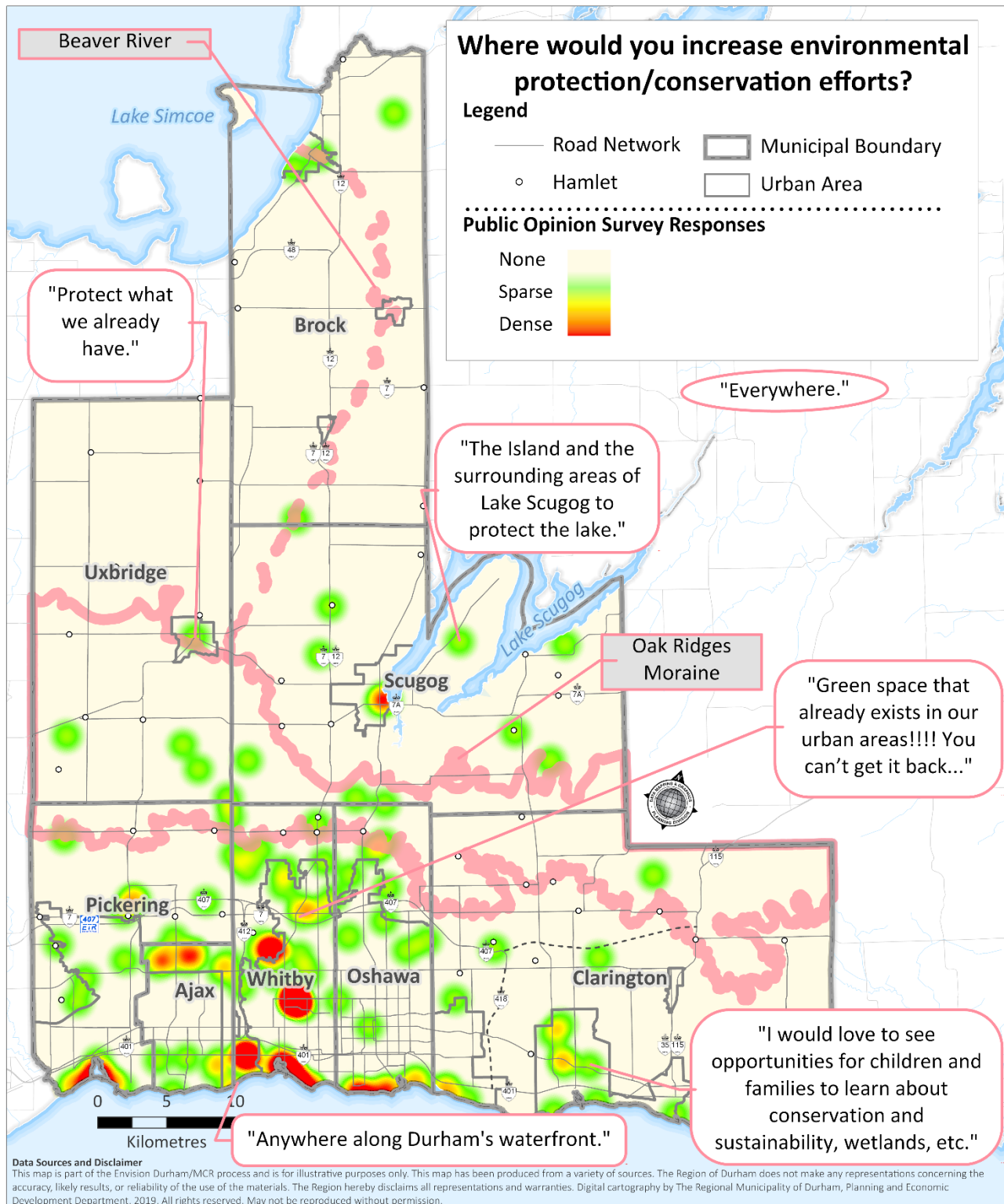
Enhancements to existing river valley systems and wetland complexes were explicitly noted by many survey respondents (such as the Beaver River and its associated wetland complex). Protecting "what we already have," in terms of existing natural heritage features and greenspace connections, was a prevalent theme among many survey takers.

"The Beaver River and associated wetlands are a valuable natural resource and habitat for wildlife. It is also important to have green space for humans."

The challenge is in finding a balance between conserving environmentally sensitive areas, while also permitting passive recreational enjoyment and educational experiences for current and future residents (in areas such as forest trails and waterfronts).

"Dagmar and the Durham Forest must be preserved; they already have many trails set up and these trails should be protected."

"I want to see this area be conserved and enhanced as an extension of the Soper Creek/Bowmanville valley trail system. I would love to see opportunities for children and families to learn about conservation and sustainability, wetlands etc."



Engagement & Outreach

Do you have any other locations you would like to highlight?

This last question allowed survey respondents to identify any other locations of interest. As a result, the responses varied greatly, and no overarching themes emerged.

However, multiple responses did highlight interests related to attracting businesses to Durham to increase job opportunities; accommodating our growing seniors' population; the need to invest in increased rapid transit and affordable housing; the need for our communities to be accessible for walking and cycling, including enhancing our waterfront areas/trails; emphasizing the importance of protecting our natural environment and focusing on climate change adaption and mitigation; and the potential for the region to capitalize on sports tourism and other cultural events.

A sampling of the responses received include:

"Protect farm lands, Greenbelt, and Waterfront."

"Consideration of building some waterfront business opportunities here. Examples: ice cream shop, café, sports rental, independent restaurants..."

"Keep Durham how it was, small, quaint and beautiful."

"Make Durham Region more easily accessible by public transportation!"

"Ensure that publicly owned natural areas (i.e. parks, hazards lands, etc.) connect with other natural areas already in the community..."

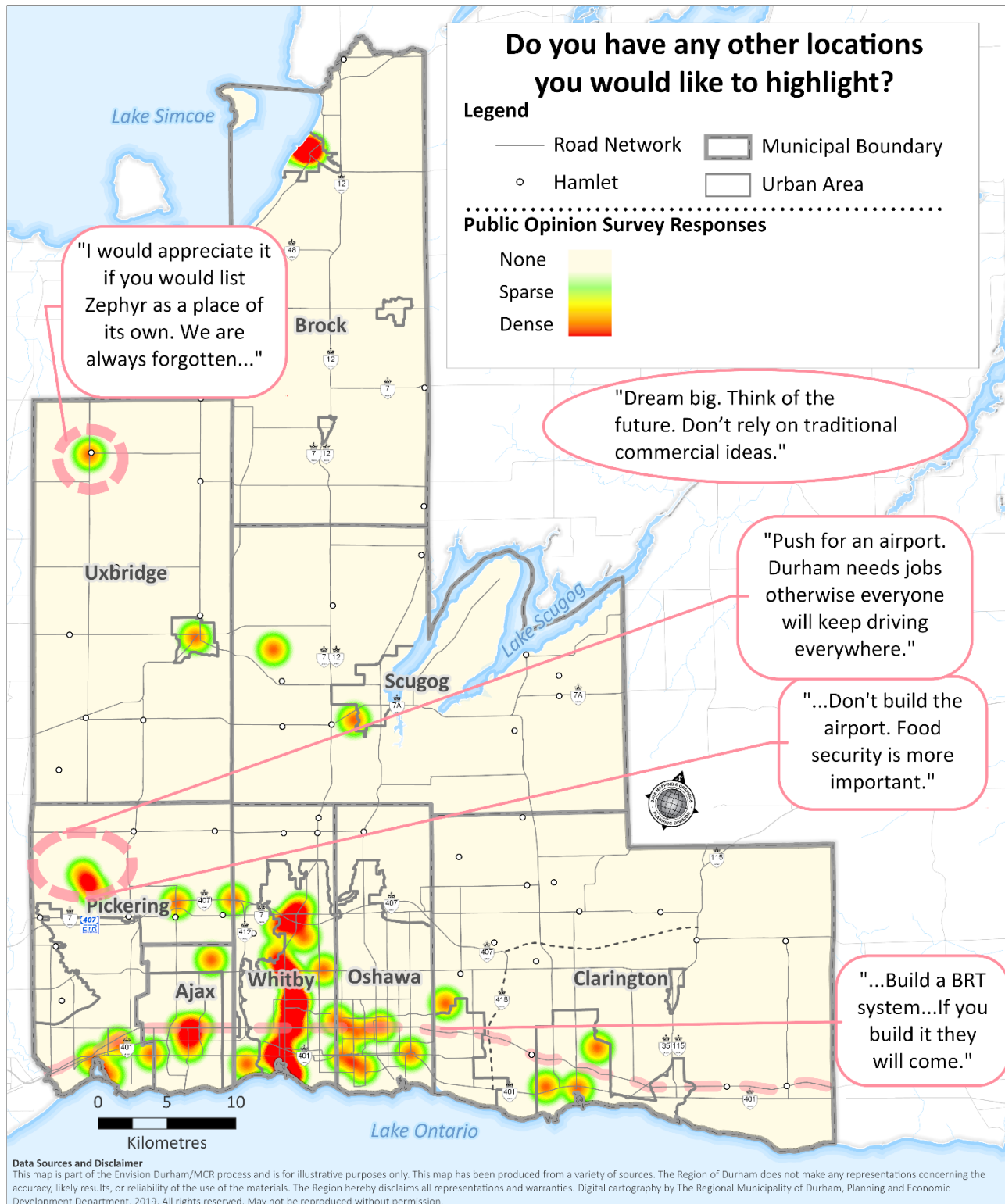
"With an aging population, it should be a priority to provide accommodation and care for seniors..."

"Instead of focusing so much on physical places, perhaps focus more on planning for cultural activities, amateur sporting events, festivals, etc. ..."

"More planting of trees. Improve air quality and lower traffic pollution."

"Walkable neighbourhoods!!!
Durham is very car-centric."

"Be creative. Don't just do the same old thing with planning. Push back on developers and look for innovative ideas (not just this is what a new subdivision looks like). Protect farmland and promote local foods through farmers markets and stands, etc. Create more community and less "commuter" community. Make it easier to go for a walk from your house to connect to natural areas. Have more natural playgrounds for children."



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Additional comments

The final component of the survey asked respondents to share any additional comments on three open-ended questions, as follows:

1. What topics/issues not already covered in this survey would you like the Region to consider as part of the review?
2. What additional actions can the Region take to make Durham a wonderful place to live, work, play, grow and invest?
3. What is the most important land use planning issue in Durham Region today?

This section also allowed users to upload any additional comments, images or files for consideration. The only additional file submitted via the survey software was the altered image of the Lakeview Park Pier in Oshawa, featured on page 30.

As noted earlier, responses to the above open-ended questions were largely reported on within the section on “What’s important to you?” To summarize, the following overall themes emerged from these results.

What topics/issues not already covered in this survey would you like the Region to consider as part of the review?

What topics/issues would you like the Region to consider as part of this review?

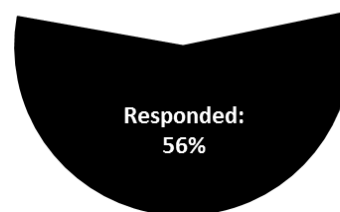


Figure 10: A word cloud (weighted visual representation) of keywords from survey responses to open-ended question #1.

The purpose of this question was to uncover any additional areas of interest that participants believed was not explicitly or adequately covered within the Public Opinion Survey. About 56 per cent of participants provided responses, wherein the following were noted most often:

- The role of transit (i.e. DRT) in land use planning, and the expressed need continue to make service improvements and enhance connections throughout the region. A similar theme was noted for cycling infrastructure.
- Participants also noted that a greater emphasis should be placed on employment lands and job creation, including economic development efforts to attract and retain major employers.

Engagement & Outreach

tape”), and the use of incentives were suggested to attract businesses.

- Reducing the burden on taxpayers was also an action that was frequently noted as something that would attract more businesses and residents to relocate to Durham.

“Please work and invest in a better transit system. I love Durham Region Transit, and use it often, but so many of the routes do not work for people who rely on it to get to work or elsewhere... I recognize there have been efforts, and am happy with things like the high-frequency 900 Pulse, but further work in this regard will help create more complete and integrated communities.”

Additional actions, such as planning for growth to limit sprawl and protect farmland, as well as increasing the affordable housing supply, received a high property of comments related to actions the Region can take to “make Durham a wonderful place to live, work, play, grow and invest.”

“Keep rural areas rural. Concentrate development in the existing urban areas and limit sprawl.”

“Keep the essence of the region by balancing population density with green spaces, recreational spaces, infrastructure (roads, bike lanes etc.), agricultural space. Keeping the essence of the region that made it the amazing place it is today.”

What is the most important land use planning issue in Durham Region today?

What is the most important land use planning issue in Durham Region today?

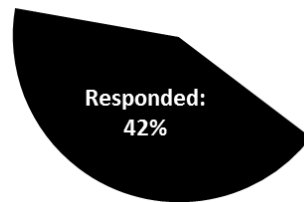


Figure 12: A word cloud (weighted visual representation) of keywords from survey responses to open-ended question #3.

The final question allows participants to emphasize or reiterate, in their own words, what they believe is the most critical planning-related issue(s) affecting the region today. About 42 per cent of participants provided responses and the most frequently cited issues included the following:

- **Employment growth:** “Create jobs! I do not want to have to drive outside the Region find good, high-paying jobs.”
- **Housing options and affordability:** “A roof over EVERY head - across age, socio-economic, accessible, inclusive and ethnic boundaries. We need housing solutions for every one if we truly want to say that Durham Region is a complete and inclusive community.”

- **Transportation and transit:** “Transit is a huge issue and needs to be more frequent and accessible.”
- **Protecting the rural landscape:** “As I see it, DURHAM is proud of it’s strong agricultural ties. A balance needs to be found, and I believe it is achievable, between sustaining green space and attracting commercial land development.”
- **Climate change adaptation and resiliency:** “Balance. Climate change is coming and we don’t know what the impacts will be (we think we have an idea). We must get honest with ourselves and admit when we have to stop building - regardless of what people may WANT. You have a tough job of trying to balance the needs of our region with the wants of our region.”
- **Shifting from sprawl to more sustainable growth:** “Protecting green space (forests, wetlands, water front), protect agricultural areas, and contain growth to already built urban areas. This will allow us to grow better transit, cycling, and walking options and let people work and live in the area instead of Durham being a commuter hub for Toronto.”

The overarching theme for the most important land use planning issue in Durham Region today—a theme that interacts with all the above frequently noted issues—is “balance”.

The need to balance: population and job growth; progression of sustainable built-forms that respect and enhance environmentally sensitive and rural landscapes; and a transportation network that supports a range of modes that meet the social and economic needs of a diverse and changing community. All of these parts working together to foster a “complete community” where residents can live, work, play, grow and invest.

“Creating interesting, safe, vibrant, quality places and spaces that make for a good quality of life is key to Durham’s future. Council needs to take this opportunity to establish a good roadmap/blueprint to guide the substantial growth and change that is coming to Durham in the next 20 to 30 years.”

Engagement & Outreach

Next steps

We would like to thank everyone who took the time to complete the introductory Public Opinion Survey, and those who continue to participate in the MCR.

As noted to participants upon submitting their survey responses: “There will be many more opportunities to stay engaged and provide feedback throughout the Envision Durham process.”

The Planning Division initiated Stage 2 (“Discuss”) of the public engagement program for Envision Durham on March 5, 2019, wherein participants are being asked to provide input on various theme-based Discussion Papers being released over the course of 2019. The Discussion Paper topics are as follows:

- Agriculture and Rural System ([Commissioner’s Report #2019-P-12](#), released March 5, 2019).
- Climate Change and Sustainability ([Commissioner’s Report #2019-P-26](#), released May 7, 2019).
- Growth Management, including but not limited to reports on:
 - The Urban System ([Commissioner’s Report #2019-P-31](#), released June 4, 2019).
 - Land Needs Assessment (LNA) and related technical studies, i.e. Employment Strategy, Intensification Strategy, Designated Greenfield Area Density Analysis, etc.
 - Additional feasibility studies, if required, based on the results of the LNA.

- Environment and Greenlands System (Commissioner’s Report #2019-P-36, released September 3, 2019).
- Transportation System.
- Housing.

These discussion papers provide an overview and background on theme-based land use planning matters and pose various questions to gather opinions and help shape future policy.

Following the release of these discussion papers, interested parties will also have opportunities to provide feedback on theme-based policy proposals and, a future draft of the Regional Official Plan.

To stay up-to-date on Envision Durham, please visit durham.ca/EnvisionDurham and subscribe to receive email updates.



Appendix A: Public Opinion Survey



Public Opinion Survey–Envision Durham (Discovery Stage)



The Region of Durham is currently undertaking [Envision Durham](#), the Municipal Comprehensive Review of our [Regional Official Plan](#). This is an opportunity to establish a progressive and forward-looking land use planning vision for the region to 2041.

Public input is key to Envision Durham – we want to hear from you!

Please use this opportunity to share your vision for Durham—tell us your thoughts and opinions on the preferred land use planning priorities you want considered as part of Envision Durham.

The following survey will take approximately 10 to 20 minutes to complete. Paper copies and accessible formats are available upon request by contacting EnvisionDurham@durham.ca or 1-800-372-1102 ext. 2538.

The information collected through this survey will help inform and be used as part of the Municipal Comprehensive Review of the Regional Official Plan.

Notice: The Region collects information to enable it to make informed decisions on relevant issues. The information collected through this survey is intended to be anonymous. Any information you choose to provide, including personal information, will be collected as a matter of public record.

Tell us about yourself.

1. What is your age?

19 or younger	20 to 29	30 to 39	40 to 49
50 to 59	60 to 69	70 to 79	80 or older

2. Where do you live?

Ajax
Brock (Beaverton, Cannington, Sunderland, etc)
Clarington (Bowmanville, Courtice, Newcastle, Orono, etc.)
Oshawa
Pickering
Scugog (Port Perry, etc.)
Uxbridge
Whitby (Brooklin, etc.)
Other (Please specify)

Public Opinion Survey–Envision Durham (Discovery Stage)

3. How long have you lived in Durham Region?

Enter in years:

☐ I do not reside in Durham.

4. What is the first half of your postal code?

Enter the first three characters (for example: L1V):

5. I'm interested in completing this survey because I am a...Select all that apply:

☐ Homeowner

☐ Tenant

☐ Business owner

☐ Student

☐ Work in Durham

☐ Work in Real Estate or Development industry

☐ Other (Please specify; for example: lawyer, consultant, NGO, etc.)

What's important to you?

Please rate the importance of the following land use planning goals:

1. Manage how and where growth should occur in the region.

Extremely
Important

Very
Important

Somewhat
important

Not very
Important

Not at all
important

2. Increase job opportunities.

Extremely
Important

Very
Important

Somewhat
important

Not very
Important

Not at all
important

3. Promote a balance of jobs and population.

Extremely
Important

Very
Important

Somewhat
important

Not very
Important

Not at all
important

4. Diversify the region's employment base

Extremely
Important

Very
Important

Somewhat
important

Not very
Important

Not at all
important

5. Promote and leverage tourism to drive economic growth

Extremely
Important

Very
Important

Somewhat
important

Not very
Important

Not at all
important

6. Provide compact Urban Areas comprised of mixed uses.

Extremely
Important

Very
Important

Somewhat
important

Not very
Important

Not at all
important

7. Provide a wide range of residential dwellings by type, size and tenure (that is ownership and rental, etc.).

Extremely
Important

Very
Important

Somewhat
important

Not very
Important

Not at all
important

8. Increase opportunities for affordable housing.

Extremely
Important

Very
Important

Somewhat
important

Not very
Important

Not at all
important

9. Maintain a Rural System that supports agriculture as a key economic industry.

Extremely
Important

Very
Important

Somewhat
important

Not very
Important

Not at all
important

10. Provide opportunities for the extraction of aggregate resources (such as gravel pits and quarries) for local, Regional and Provincial needs.

Extremely Important	Very Important	Somewhat important	Not very Important	Not at all important
---------------------	----------------	--------------------	--------------------	----------------------

11. Protect the character of Durham's existing rural settlements.

Extremely Important	Very Important	Somewhat important	Not very Important	Not at all important
---------------------	----------------	--------------------	--------------------	----------------------

12. Support local food security (wherein residents have access to a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system).

Extremely Important	Very Important	Somewhat important	Not very Important	Not at all important
---------------------	----------------	--------------------	--------------------	----------------------

13. Minimize pollution of air, water and land resources.

Extremely Important	Very Important	Somewhat important	Not very Important	Not at all important
---------------------	----------------	--------------------	--------------------	----------------------

14. Protect key environmental features (such as woodlands, wetlands, creeks, etc.) from the effects of development and urbanization.

Extremely Important	Very Important	Somewhat important	Not very Important	Not at all important
---------------------	----------------	--------------------	--------------------	----------------------

15. Integrate nature into the urban fabric of the region.

Extremely Important	Very Important	Somewhat important	Not very Important	Not at all important
---------------------	----------------	--------------------	--------------------	----------------------

16. Provide opportunities for a variety of outdoor recreational activities compatible with the region's natural areas.

Extremely Important	Very Important	Somewhat important	Not very Important	Not at all important
---------------------	----------------	--------------------	--------------------	----------------------

17. Protect the Oak Ridges Moraine and Greenbelt as vital components of the region.

Extremely Important	Very Important	Somewhat important	Not very Important	Not at all important
---------------------	----------------	--------------------	--------------------	----------------------

18. Protect and enhance waterfronts as major components of the region.

Extremely Important	Very Important	Somewhat important	Not very Important	Not at all important
---------------------	----------------	--------------------	--------------------	----------------------

19. Invest in efforts to build resiliency—the ability to recover quickly—from the effects of climate change, such as enhancing our infrastructure (roads, bridges, etc.).

Extremely Important	Very Important	Somewhat important	Not very Important	Not at all important
---------------------	----------------	--------------------	--------------------	----------------------

20. Promote green infrastructure strategies, such as low impact development (for example: permeable/porous pavement, green roofs, etc.).

Extremely Important	Very Important	Somewhat important	Not very Important	Not at all important
---------------------	----------------	--------------------	--------------------	----------------------

21. Provide a Transportation System that is integrated and reliable for all users and modes.

Extremely Important	Very Important	Somewhat important	Not very Important	Not at all important
---------------------	----------------	--------------------	--------------------	----------------------

22. Offer a variety of mobility choices (such as transit, cycling, walking, etc.) for all Durham Region residents.

Extremely Important	Very Important	Somewhat important	Not very Important	Not at all important
---------------------	----------------	--------------------	--------------------	----------------------

23. Create healthy and sustainable complete communities.

Extremely Important	Very Important	Somewhat important	Not very Important	Not at all important
---------------------	----------------	--------------------	--------------------	----------------------

24. Provide opportunities for a variety of cultural, health and community services.

Extremely
Important

Very
Important

Somewhat
important

Not very
Important

Not at all
important

25. Preserve the historic and cultural heritage of the region.

Extremely
Important

Very
Important

Somewhat
important

Not very
Important

Not at all
important

Where are your preferred planning priorities?

1. Where is your favourite place in Durham? Why?

☐ No Comment

2. Where would you redevelop/revitalize? Why?

☐ No Comment

3. Where would you promote more development/intensification (that is redeveloping a site or area at a higher density than currently exists)? Why?

☐ No Comment

Public Opinion Survey–Envision Durham (Discovery Stage)

4. What area would you protect from development? Why?

☐ No Comment

5. Where is your favourite recreational or tourist destination? Why?

☐ No Comment

6. Where is your favourite place to shop? Why?

☐ No Comment

7. Where would you add a greater variety of uses (such as shopping, office and residential)? Why?

☐ No Comment

Public Opinion Survey–Envision Durham (Discovery Stage)

8. Where have you experienced a "complete community" (a place to live, shop, work and play)? Why?

☐ No Comment

9. Where would you increase environmental protection/conservation efforts? Why?

☐ No Comment

10. Do you have any other locations you would like to highlight? Why?

☐ No Comment

Before you finish...

Please share any additional comments you may have on the following questions:

1. What topics/issues not already covered in this survey would you like the Region to consider as part of this review?

☐ No Comment

Public Opinion Survey–Envision Durham (Discovery Stage)

2. What additional actions can the Region take to make Durham a wonderful place to live, work, play, grow and invest?

☐ No Comment

3. What is the most important land use planning issue in Durham Region today?

☐ No Comment

Thank you for completing the survey.

There will be many more opportunities to stay engaged and provide feedback throughout the Envision Durham process.

The next stage of the consultation process will include opportunities to provide feedback on various theme-based Discussion Papers.

To receive timely notifications on the Envision Durham process, please subscribe for project updates at durham.ca/EnvisionDurham.



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