



# OUR PATH FORWARD

TOWN OF THE BLUE MOUNTAINS  
CORPORATE STRATEGIC PLAN

## Draft Community Survey

**Thank you for participating in our survey. Your feedback is important.**

The Town of The Blue Mountains has exciting plans ahead as we begin to create a new multi-year Corporate Strategic Plan, and we want to hear from residents! This survey is an opportunity for you share your input and help shape the direction of our community for years to come.

This Plan will establish the community's collective vision and priorities and help guide Council, staff, and the community into the future.

The survey will be open from June xx-xx, 2025.

### **Confidentiality and Data Privacy**

This survey is managed by the Town and results will be shared with the Town's strategic planning consultant, StrategyCorp.

Survey responses will remain confidential and anonymous. Results will only be shared and/or published in aggregate form. You can withdraw from the survey at any time simply by exiting the survey.

Should you have any questions or concerns about this survey or require accommodations to participate, please contact:

### **Tim Hendry**

Director of Strategic Initiatives

Town of The Blue Mountains

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*(This Survey should be administered in the “Question-by-Question” layout)*

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**1. Please select the option that best describes you.**

- ☐ Full-time resident (year-round)
- ☐ Part-time resident (6 months or less)
- ☐ Business owner in The Blue Mountains
- ☐ Occasional or frequent visitor to The Blue Mountains
- ☐ Worker in The Blue Mountains but resident of another municipality
- ☐ Both a resident and business owner in The Blue Mountains
- ☐ I do not live, work, or regularly visit The Blue Mountains

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**2. What are three words you would use to describe The Blue Mountains?**

[3 open text boxes – 30 character limit]

**3. What do you like most about The Blue Mountains? Select up to 5 reasons.**

- ☐ It offers a high quality of life.
- ☐ It has a stunning natural environment, with great access the waterfront, parks and trails, and greenspace.
- ☐ There is a good access to services for residents and businesses.
- ☐ It is close to family and friends.
- ☐ It has a strong sense of community and civic engagement.
- ☐ It has a “small town” feel.
- ☐ There are great community amenities and spaces for gathering (e.g., recreational facilities, community centres, etc.).
- ☐ There is lots to do in Town (e.g., shopping, restaurants, entertainment, etc.).
- ☐ It is easy to get around in The Blue Mountains through a variety of transportation options (e.g., cars, parking, trails, bike, etc.).
- ☐ It is a safe community.
- ☐ It is well connected to other communities in the Georgian Bay region.
- ☐ There are good job opportunities.
- ☐ It is a great place to start and operate a business.
- ☐ Other (please specify):
- ☐ Prefer not to answer

**4. The Town’s 2020-2024 Corporate Strategic Plan includes a vision statement, defining what the Town wants to be in the future. The vision reads: “An approachable Council and Staff serving an engaged and well-informed community.” Does this vision statement still resonate with you?**

- ☐ Yes

- ☐ No
- ☐ Neutral / I don't know

**5. Why do you feel this way? Please explain.**

[open text box – 250 character limit]

**6. Looking ahead to 20 years in the future, what kind of place do you hope The Blue Mountains will be?**

[open text box – 250 character limit]

**7. What do you believe makes for a great community? Please identify up to five qualities.**

[5 open text boxes – 50 character limit]

**8. What are you most concerned about when you think about the future of The Blue Mountains?**

[open text box – 250 character limit]

**9. Where would you like to see the Town focus its attention over the next several years? Select up to 5 priorities that are most important to you.**

- ☐ Protection of the Town's natural environment and assets (lakes, forests, watershed, etc.)
- ☐ Climate change mitigation and adaptation
- ☐ Preservation of the Town's character
- ☐ Access to affordable / attainable housing
- ☐ Growth and diversification of the local economy
- ☐ Local job growth and workforce development
- ☐ Tourism
- ☐ Support for small businesses
- ☐ Public access to the waterfront
- ☐ Maintenance and resiliency of municipal infrastructure (roads, public works, etc.)
- ☐ Transportation infrastructure (local and regional) and public transit
- ☐ Active transportation (e.g., cycling lanes, sidewalks)
- ☐ Healthcare access (e.g., family physicians, mental health services, etc.)
- ☐ Parks, trails, and green spaces
- ☐ Local recreation amenities and programming (community centres, swim programs, etc.)
- ☐ Managing growth
- ☐ Value-for-money in municipal services
- ☐ Community engagement, communications, and education
- ☐ Access to long-term care, senior care, and senior services
- ☐ Access to services for young families (childcare, schools, recreation, etc.)
- ☐ Truth and reconciliation with Indigenous communities
- ☐ Transparency and accountability of local government
- ☐ Other (please specify): \_\_\_\_\_

**10. If you wish, please explain why the selected priorities are important to you.**

[open text box – 250 character limit]

**11. Is there any additional feedback you would like to share as the Town develops its updated Corporate Strategic Plan?**

[open text box – 250 character limit]

**12. \*What is your age group?**

- ☐ Under 18 years
- ☐ 18 to 24 years
- ☐ 25 to 34 years
- ☐ 35-44 years
- ☐ 45-54 years
- ☐ 55 to 64 years
- ☐ 65+ years
- ☐ Prefer not to answer

**13. \*How long have you lived in the Blue Mountains?**

- ☐ 5 or less years
- ☐ 6-10 years
- ☐ 11-20 years
- ☐ 21+ years
- ☐ I do not live in The Blue Mountains
- ☐ Prefer not to answer

**14. \*If you are a resident of The Blue Mountains, in which community do you live?**

- ☐ Thornbury
- ☐ Clarksburg
- ☐ Blue Mountain Village and surrounding area
- ☐ Craighleith
- ☐ Lora Bay
- ☐ Ravenna
- ☐ Swiss Meadows
- ☐ Camperdown
- ☐ Heathcote
- ☐ Castle Glen
- ☐ Red Wing
- ☐ Victoria Corners
- ☐ Loree
- ☐ Osler
- ☐ Slabtown
- ☐ Kolapore

- ☐ Duncan
- ☐ Banks
- ☐ Other (please specify):
- ☐ I don't live in the Town of The Blue Mountains
- ☐ Prefer not to answer

**Thank you! The survey is now complete.**

DRAFT