



What We  
Heard Report

# LUNENBURG INDIVIDUAL SURVEY

JUNE 2019

What We Heard Report  
**Lunenburg Individual Survey**  
June 2019

Project Lunenburg  
Town of Lunenburg Comprehensive Plan

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This report was prepared by Upland Planning and Design.

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The release of the Lunenburg Individual Survey to the public was an important moment in kick-starting Project Lunenburg. The online survey, consisting of 11 open- and closed-ended questions, was distributed to the community through a variety of methods including a mail-out invitation enclosed in Lunenburg residents' electricity bills, the Project Lunenburg Facebook page, and the Project Lunenburg email listserve. Survey responses were collected between February 27, 2019 and April 7, 2019.

The release of the survey was coordinated with the launch of Project Lunenburg at the February 27, 2019 open house event. Community members, visitors, and other stakeholders were invited to attend the launch event to share their experiences and ideas to start a conversation about the future of Lunenburg.

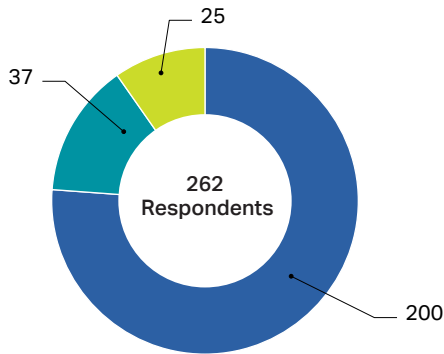
The survey asked respondents a variety of questions ranging from demographic indicators, household size, and questions related to the strengths, challenges, and opportunities for the town.

This What We Heard Report is the first in a series of ten that summarizes the input from the community. This report provides a breakdown of some of the demographic characteristics of survey respondents while also analyzing survey responses related to the future vision and opportunities in the Town of Lunenburg.

# WHO WAS INVOLVED

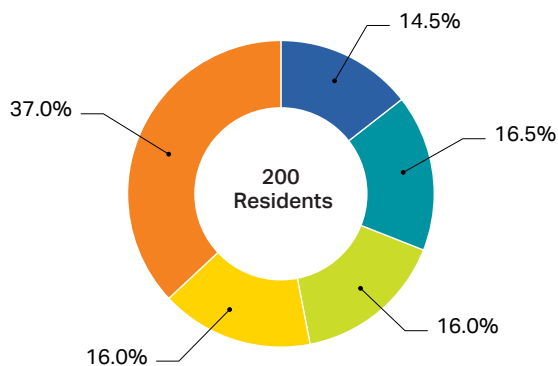
When analyzing any survey, it's integral to know who's participating. It also tells us who has not participated.

## Survey Respondents



- Residents of Lunenburg
- Non-residents of Lunenburg
- Declined to Answer

Figure 1: Survey Respondents Living in the Town of Lunenburg



- 2 Years or Less
- 3-5 years
- 6-10 Years
- 11-19 Years
- 20 Years or More

Figure 2: Length of Time Survey Respondents Have Lived in the Town of Lunenburg

Surveys are designed to get input from a population regarding a particular topic or theme. When the target respondents are the general public, surveys should also be as close as possible to a true sample of the whole population. To be most effective, samples should represent the demographic characteristics of a population with regards to age distribution, occupation, household size, among many others. If a sample is not a true representation of the population, actions should be taken to engage with the cohorts that are missing through alternative means.

For the Lunenburg Individual Survey, there were over 260 responses between February and April of 2019. The completion rate of the survey (or the percentage of respondents that completed the entire survey) was 72%. While this completion rate is relatively high for surveys, the project team will explore alternative tactics for any future surveys to increase the response rate. These include shortening the length of the survey or shortening survey questions.

As the survey was distributed not only to Lunenburg residents but to any interested stakeholder, responses were gathered from full- and part-time residents, visitors, employers, and many additional stakeholders. Of the 262 respondents, 200 indicated that they are currently a resident of the town (9% of the town's total population) while 37 people indicated they do not live in the town. 25 respondents declined to answer whether they live in the town or not.

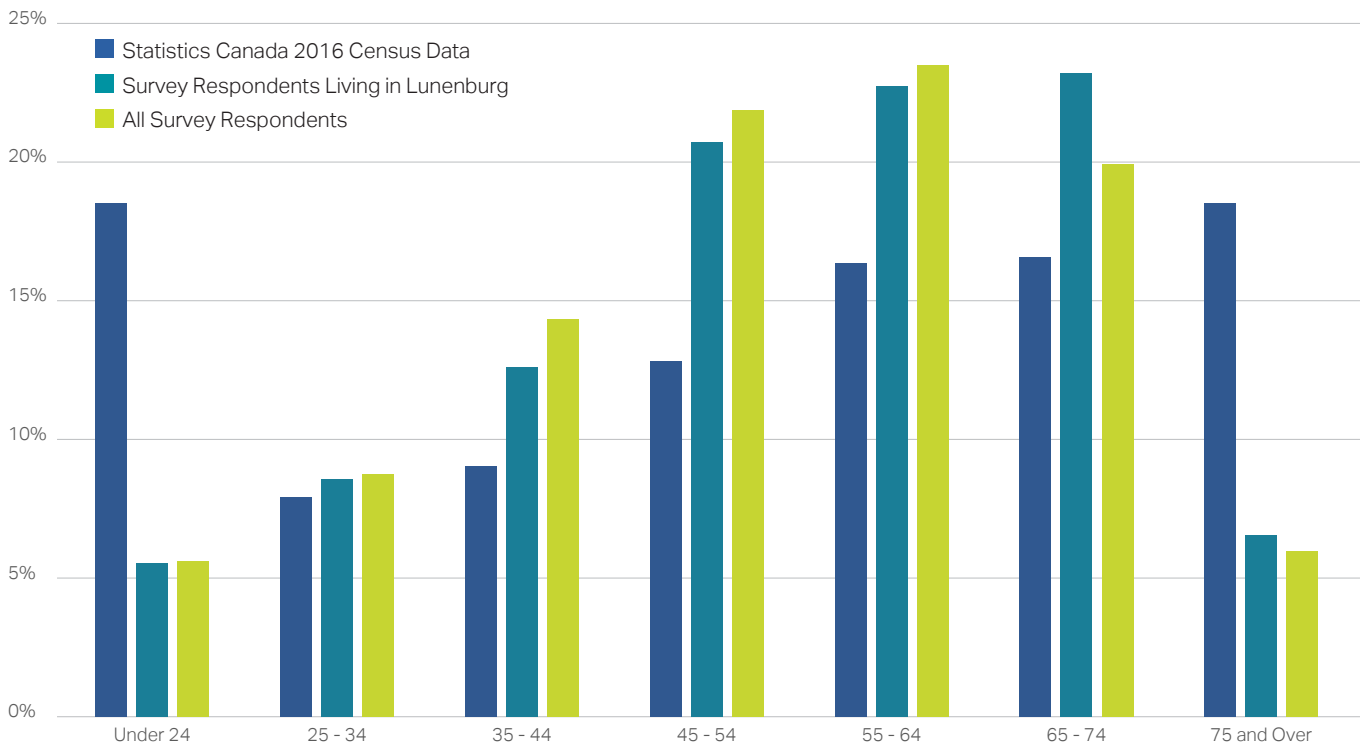
Figure 2 shows the length of time respondents of the survey who live in Lunenburg have been living in the town. More than 50% of these respondents have been living in the town for 11 or more years while 31% of respondents who indicated they are residents in the town have been living in Lunenburg for five or fewer years.

## Survey Respondent Demographics



The demographic response rate to the Lunenburg Individual Survey has important implications for future work for Project Lunenburg. Under or over representation of particular groups within the survey provides critical information as to who the Project Team should target for future engagement activities.

For the Lunenburg Individual Survey, there was under representation in survey responses from people who were 24 years of age and younger and people who were 75 years of age and older (Figure 3). This trend was observed for residents of the town and for the entire survey sample. Conversely, over representation in survey responses compared to the town's whole population was observed in residents between the ages of 25 and 74.



(Statistics Canada Census of Population 2016)

Figure 3: Percent of Survey Respondents per Cohort Compared to Actual Population



## Survey Respondent Demographics (Continued)



Survey responses from residents of the town 24 years and under and 75 years and older represented 13% of total survey responses; however, these two cohorts make up approximately 38% of the Town's entire population.

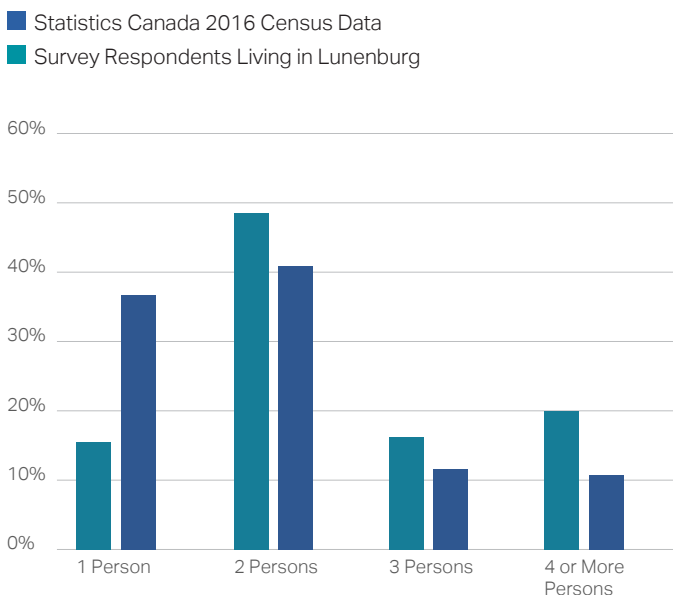


(Statistics Canada Census of Population 2016)

Figure 4: 37% of Households in Lunenburg are a Single Person.

Statistics Canada data also allows us to compare the household sizes in the town to the household sizes of survey respondents. According to 2016 Statistics Canada data, 37% of households in Lunenburg are occupied by a single person (Figure 3) but only 16% of survey respondents indicated they are the sole occupier in their household (Figure 4). Two, three, and four or more person households were over represented in the survey results compared to Statistics Canada data.

A comparison between Statistics Canada data and survey respondents indicated there was a similarity between the number of households with children. 26% of survey respondents that reside in Lunenburg indicated there were children or youth under the age of 18 living in the same residence as the respondent. This is the same percentage of families with children in Lunenburg based on 2016 Statistics Canada data. Due to the possibility that multiple surveys were completed in the same household, an exact comparison for the values above cannot be made. Nevertheless, the results indicate a similar ratio of households with children or youth that took part in the survey compared to Statistics Canada data.



(Statistics Canada Census of Population 2016)

Figure 5: Percent of Survey Respondents Living in Various Household Sizes, Compared to Actual Population

Based on the responses to the Lunenburg Individual Survey, the demographic analysis showed residents aged 24 and younger and aged 75 and older should be targeted in future engagements. Additionally, individuals living on their own should also be targeted in future engagements.

# SURVEY RESULTS

The responses respondents gave to the individual questions.



There were 262 responses to the Lunenburg Individual Survey, where each respondent had the opportunity to answer the survey's 11 questions. Respondents were asked to identify characteristics of the town they felt were strengths and what they felt were weaknesses. More open-ended questions allowed respondents to speak more broadly to the future of Lunenburg.

The results of the Lunenburg Survey are broken down into two sections: Strengths and Challenges; and Primary and Secondary Themes. There were a total of 496 individual responses regarding the Strengths and Challenges of the Town. There were 1269 individual comments to the open-ended questions which gave respondents the opportunity to speak to their vision of Lunenburg, where future opportunities may lie, and any other comments they may have had.

Finally, the results of the thematic analysis are compared to the responses from Social Pinpoint during the same time period. Social Pinpoint is a web-based engagement tool that allows community members to leave location-specific and general comments. Between February 27 and April 7, 2019, 246 comments were made.



Questions 7 and 8 of the survey asked respondents to choose up to three characteristics that represented the strengths and challenges of the town. Respondents also had the option to indicate 'Other' and specify a unique response not included within the list of options. Figure 6 on the following page demonstrates what characteristics respondents felt represented strengths and what represented challenges in the town.

### **Strengths**

There were 248 responses to the question "What makes Lunenburg a great place to live?". Nearly half of all respondents felt the small town feel of Lunenburg makes it a great place to live. Family, friends, and the community (40%), the town's heritage (37%), and waterfront access (27%) also all received high response rates for characteristics that make Lunenburg a great place to live. Zero respondents indicated the tax rates, housing variety, or transportation options made the town a great place to live. There were 19 respondents that specified strengths that were not included in the list of options, mentioning the arts and culture and access to nature in the town.

### **Challenges**

There were 248 responses to the questions "What do you find challenging about Lunenburg?" When considering the characteristics that represented challenges in the town, access to healthcare and cost of housing were indicated by respondents with the greatest frequency at 36% and 34%, respectively. Less than 1% of respondents indicated the library, architecture, and coastline as representing challenges. 43 respondents indicated 'Other' challenges in the town including its physical accessibility, aging infrastructure, and the need for a problem solving attitude. Generally, characteristics that were considered challenges were not considered strengths of the town, and vice versa; however, Business and Stores and Parks and Open Spaces had similar response rates for being a strength and challenge.

## Strengths and Challenges (Continued)

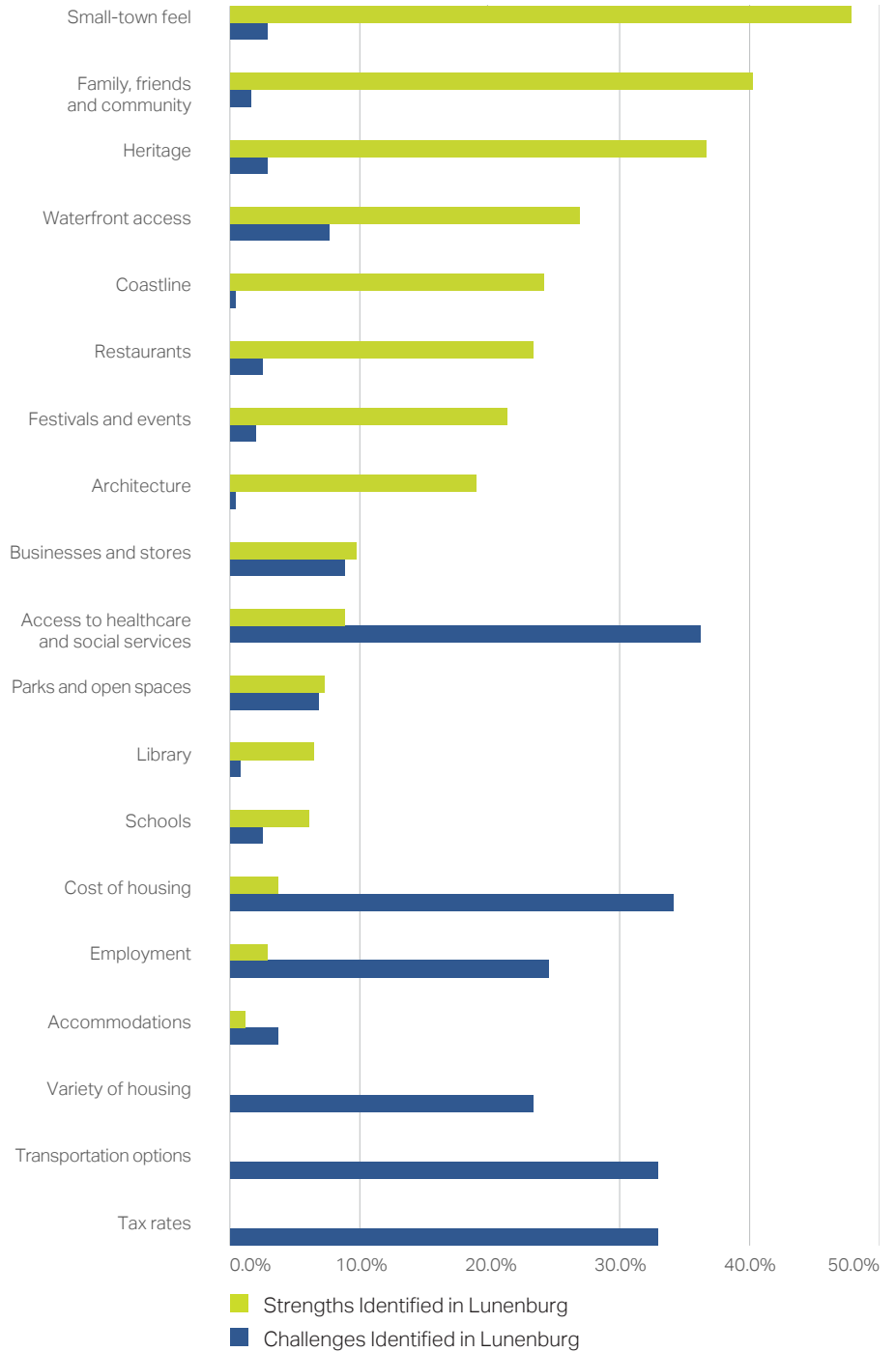


Figure 6: Strengths and challenges from the Lunenburg Individual Survey



Questions 9, 10, and 11 of the survey allowed respondents to comment on their vision of the future for Lunenburg, where opportunities may lie, and any additional comments they may have had. Each response to the open-ended questions was analyzed and grouped into a theme. Some comments fell under more than one theme. The reoccurring themes that emerged are discussed below and further broken down into Primary and Secondary Themes. Themes with the greatest volume of responses (80 or greater) were categorized as Primary Themes.

### **Diverse Economy**

There were 221 comments related to a Diverse Economy in the town that were collected through the survey. There was an overwhelming sentiment within the comments that Lunenburg should become more business friendly in order to attract a greater variety of shops that operate year-round. Respondents felt a greater variety of employment opportunities and support for entrepreneurship could help in retaining young people in the town. There were also 50 comments related to Lunenburg's Working Waterfront. Respondents commented about the need to maintain a working waterfront along Lunenburg's coast.

### **Inclusivity**

There were 155 comments related to Inclusivity submitted through the Lunenburg survey. One of the biggest concerns was the need for a more accessible community. Accessibility was expressed both in terms of barrier-free access in the community, but also the ability for newcomers to access the community without being hindered by things like housing availability and financial costs of the town. There was a desire for a stronger sense of community in the town and for a greater emphasis on an openness to newcomers.

# Primary Themes

(Continued)

## Heritage

There were a total of 158 comments related to Heritage that were submitted through the Survey. There was a diversity of comments with respect to heritage preservation in the town. While there was support to maintain heritage in the town, comments were split between total preservation of heritage assets and finding a balance between preservation and modern development. Respondents that supported development in the town expressed the need to leverage heritage assets but not let it be a barrier to development. Finally, the need for greater funding for heritage property owners was also mentioned within the survey responses.

## Attracting New Residents

There were a total of 93 comments related to Attracting New Residents. While a few of the comments touched upon attracting a greater number of retired people to Lunenburg, overwhelmingly the comments expressed the need for a greater number of young families and immigrants moving to the town.

## Progressive

There were 108 comments related to Progressiveness submitted through the survey. Most of the comments related to this topic were general in nature but expressed the need for the town to be more open to new ideas, flexible and proactive to support change and development.

## Housing

There were 93 comments submitted through the survey related to Housing. The majority of comments received regarding housing dealt with the need for more housing options, specifically affordable housing. Concerns were raised with how short-term rentals have impacted the housing market, preventing people from being able to afford to live in the town. There was excitement expressed at the prospect of planned, purposeful residential development that integrated young people, families, and seniors in close proximity to one another.

## Public Amenities

There were 101 comments received from respondents regarding Public Amenities. Residents, visitors, and other respondents wished to see a wide variety of different facilities and services added to the town that would increase the quality of life. These included more spaces for youth, families, and seniors; greater access to the harbour and public mooring facilities; public transportation within the town and regional public transportation; and public amenities such as benches and chairs to make the town more comfortable for residents and visitors.

## Sustainability

There were a total of 141 comments received related to Sustainability. Although sustainability can take on a variety of meanings (economic, social, and cultural sustainability), nearly all of the comments related to environmental sustainability. Topics that emerged out of environmental sustainability included the use of green energy, a reduced reliance on cars for transportation, and becoming a plastics free town. Respondents also wished to see the harbour cleaned.

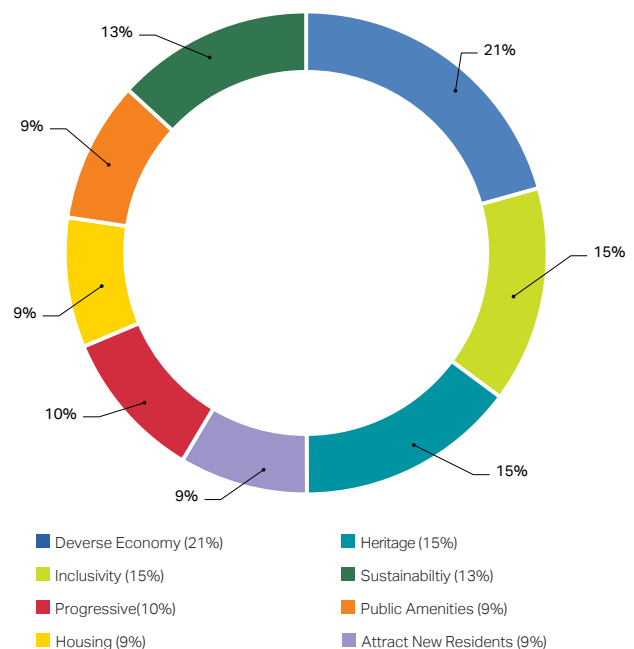


Figure 7: Primary Theme Frequency, by Percentage



Themes with fewer than 80 responses were categorized as Secondary Themes. Despite being mentioned fewer times, they are important to consider.

### **Arts & Culture**

There were a total of 77 comments related to Arts and Culture from the Lunenburg Individual Survey. Many respondents expressed the desire to see an expansion of artistic and cultural facilities including performing and culinary arts. There was support for a multi-purpose venue and expanding the use of the Lunenburg Opera house. Finally, respondents felt there was an opportunity to leverage the prominence of educational facilities in the town to facilitate an expansion of arts and culture.

### **Building Tourism**

There were a total of 68 comments related to Building Tourism in the Town. Many respondents acknowledge the value of tourism and how it can be an important part the future. However, respondents also expressed interest in the expansion of eco- and cycle-tourism and that the working waterfront and ship building be maintained as a tourist draw. Finally, comments were received that expressed a need for a greater amount and quality of amenities for residents and tourists within the town such as parking spaces, restrooms, and benches/chairs.

### **Education**

There were a total of 24 comments related to Education received through the survey. The majority of comments regarding education surrounded the idea that current facilities in the town should be improved but also that Lunenburg could become a destination for education. Comments related to education expressed the need for education for all ages, and not simply directed towards youth in the town.



## Secondary Themes

(Continued)

### Governance

There were 55 comments related to Governance that were received. Many of the comments related to governance submitted through the survey responded to residents' desire to see greater collaboration between themselves and the Town. Respondents also mentioned the desire to see greater cooperation with neighbouring municipalities and a stronger problem-solving attitude that would open the town up to more opportunity.

### Healthcare

There were 21 comments related to healthcare submitted through the survey. Comments surrounding healthcare expressed there was a shortage of healthcare facilities and personnel in the town.

### Infrastructure Investment

There were a total of 74 comments related to Infrastructure Investment submitted through the survey. One of the biggest concerns was the shortage of parking in the town, especially during summer months and also the safety concerns that delivery trucks cause when parked in the Old Town area. There were many comments related to the expansion of multi-modal transportation within and around the town including sidewalks, bike lanes, and regional public transportation. Feedback was also received about infrastructure that would aid in cleaning up the harbour, burying power lines, and removing aging trees from the Town's inventory. Finally, many felt a greater investment in infrastructure such as roads is needed to ensure they are maintained in an adequate state.

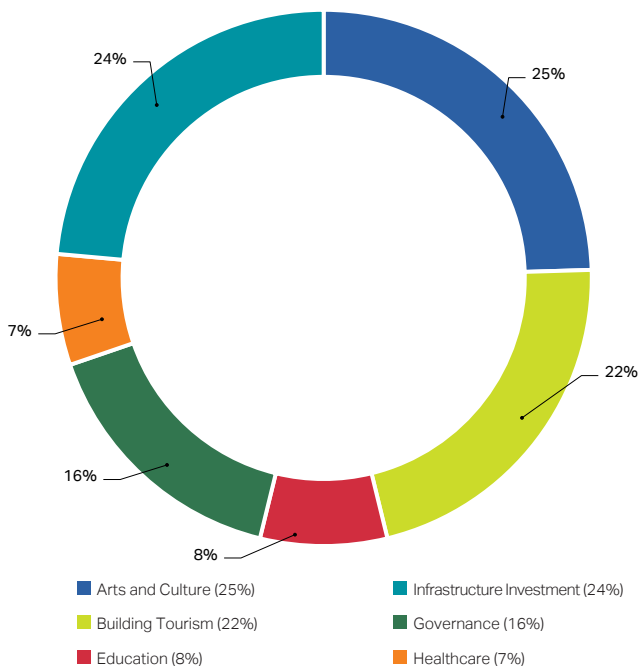


Figure 8: Secondary Theme Frequency, by Percentage



The Project Team has also used Social Pinpoint, an online platform, as an engagement tool to facilitate information sharing and conversation among stakeholders. Within Project Lunenburg's Social Pinpoint website, participants can leave location-specific comments on things they like, what they feel needs improving, or any other suggestion for the town. There were 246 comments shared on Social Pinpoint while the Lunenburg Survey was open to the public. These comments were analyzed and separated into themes. Some comments fell under more than one theme. Further details of Social Pinpoint results will be included within the forthcoming What We Heard Reports.

13 of the 14 themes established from the Survey results appeared in the Social Pinpoint analysis, with the exception of Education. One additional theme, Values, also appeared in the results of the Social Pinpoint analysis but will not be considered within these results. Of the 246 comments left on Social Pinpoint during the survey period, the primary and secondary themes from the previous section appeared 297 times (a comment can contain more than one theme). Comparatively, of the 1269 comments to the open-ended questions of the Survey, the themes appeared 1388 times. Figure 9 compares the percentage of comments between Social Pinpoint and Survey responses that contained each theme. The values are expressed as the percentage of total comments.

Over 35% of comments in the Social Pinpoint analysis surrounded the theme Public Amenities and 24% of comments related to Infrastructure Investment. Within the Individual Survey, these themes made up 8% and 5.8% of the comments, respectively. This can be partially explained due to the geographic nature of Social Pinpoint, inviting users to provide location-specific comments.

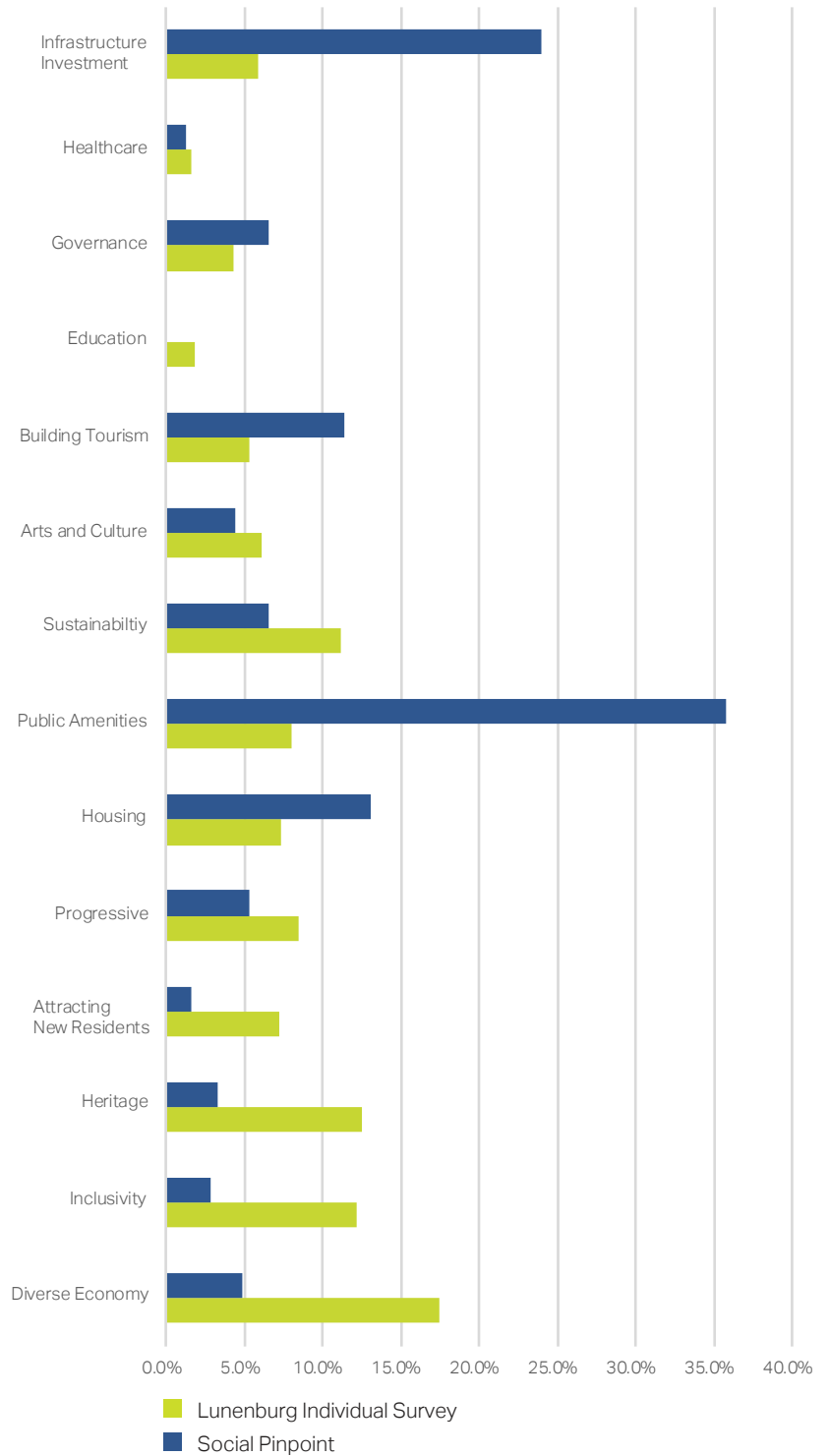


Figure 9: Percentage of Total Comments Containing Individual Themes

# DISCUSSION

## Opportunities for the Future



When asked about the opportunities for the future, balance comes up time and again—balance between the prioritization of tourism and long-term residents, between the harbour as a public amenity and a working waterfront, and between heritage and innovation.

Access is another important theme, and residents discussed access to adequate healthcare (particularly poignant for the aging population), access to diverse and affordable housing options, and access to healthy and affordable food. It was felt that having housing and services which support young people, families and seniors will contribute to the overall quality of life and may attract new residents. Investments in public infrastructure and improvements to walkability and transit options were suggested as ways to support both the quality and sustainability of community life in Lunenburg.

By improving the amenities and infrastructure in Lunenburg, the town can improve the physical accessibility of its spaces and streetscapes. It was felt that better social and recreational programming for youth and families should aim to accommodate youth with disabilities, ensuring the town's services are inclusive of all ages and abilities.

Ideas about the future demographics of Lunenburg were varied. Many residents felt that attracting new residents, particularly families and young people was crucial in order to support a diverse and prosperous community. Others felt that there is potential to build of existing trends, marketing the Town as a retirement community and providing top quality seniors housing and amenities.

The Town's waterfront is a sacred space for all residents, and some residents noted the need to expand the working waterfront, attracting marine business that could carry-on the historical industry. Others look to development opportunities on waterfront lands, identifying this as underutilized space. Public access is also a key part of the existing waterfront, and some residents wish to expand this through new open spaces, extended boardwalk and marinas.

Many respondents felt that incentives and support for a diverse local economy must support alternative businesses and stable jobs that offer a living wage to all employees. Respondents identified trending sectors that could support this goal, including home-based businesses, small business and entrepreneurship, web-based employment, and technology and industrial industry.

In the context of existing assets, respondents envisioned a number of opportunities in Lunenburg that would help enable a strong local economy. Three key concepts emerged, including:

- ▶ The Town already has several educational institutions, and expanding this industry could attract more students and form an educational hub for the region.
- ▶ Lunenburg has a vibrant festival culture, and while arts and culture are already a major draw for residents and visitors, increased support for arts as an economic driver could provide a helpful boost to this industry.
- ▶ A UNESCO world heritage site, Lunenburg's educational and environmental values could support the Town in becoming a leader in sustainability and clean oceans, supporting work in ocean sciences, marine industry and ecology.

## Values and Aspirations



The responses to the Lunenburg Individual Survey demonstrates that respondents hold certain values and aspirations that are key to their personal identity and the identity of Lunenburg. Values are the core principles and standards the community holds in order to guide itself into the future. Aspirations are the hopes and desirable outcomes for the future. Values and aspirations will continue to be an important component of the community input throughout Project Lunenburg.

Lunenburg has been, and will continue to be a welcoming community. Residents and visitors will not only feel welcomed by the spirit of the town, but in the allocation of services and amenities that are available. The community aspires to be a town where the needs and desires of residents are the focus, which will inevitably benefit visitors of the town. The future will be built on strong relationships and collaboration between citizens, government, and other partners. Everyone will be treated with respect, no matter their point of view. The community values connection, not just within the town, but to the greater region and the province

Lunenburg values balance between past and future. The community wants to recognize and preserve the best of its tradition, but also not be afraid to look to the future and be open to new ideas and change. It wishes to protect the most important qualities and ways of life that are genuine without hindering progress.

Environmentally, the community values a sustainable future, one where the reliance on fossil fuels has been eliminated and the amount of waste is minimized. Clean air, land, and water are valued by all. The community puts value on environmental stewardship and planning for the long term impacts of climate change. The long-term sustainability of the town will require everyone acknowledging climate change and adjusting habits.

The community also values a Lunenburg where established businesses and emerging sectors can prosper while benefiting the local community. The community must be built on an economic foundation that can support residents. Tourism will be important in the future, but Lunenburg's future will not be defined by tourism. An active economy that support full-time residents must include access to secure employment through all seasons. Supporting economic diversity to its full potential must be paired with ensuring Lunenburg is an affordable community in which to live, work, and visit.

## References



Statistics Canada Census of Population, 2016.



# WHAT WE HEARD REPORT

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