



What We Heard

Community Input Summary

Fall 2016
IOCP Survey Results



INTRODUCTION

The Village of Masset is leading the development of an Integrated Official Community Plan (IOCP), which will guide our community for the next 10+ years. As part of the Masset 2040 IOCP process, residents were engaged in the first round of consultations in fall 2016 through an online survey. The Masset Harbour Day event in August 2016 was used to gather initial community input through face to face conversations with residents in attendance. Their input formed the basis for the ideas presented in the survey.

The main purpose of the fall survey was to gauge the level of community support for some preliminary IOCP directions, which are essentially new or ‘renewed’ ideas for community development. The ideas presented were not a complete list of all the ideas/content that will inform the IOCP; rather, they provided some shifts in direction that were tested with residents before beginning the draft IOCP content. Participants were also asked what they love most about Masset.

The survey engaged a total of 187 participants, with 106 respondents residing in the Village of Masset and another 81 responses from residents of Tow Hill or Old Massett. Overall, this is a fantastic response rate, and a special ‘thanks’ goes out to the high school teachers for gathering student input.

This document summarizes the input received and will inform the planning process moving forward. There was a very high level of support from respondents for all initial ideas presented in the survey.

The charts showing only Masset resident data are outlined in black. The combined results for Village of Masset, Tow Hill and Old Massett respondents are also included for reference. The respondents representing residents of Port Clements and other outlying areas have been removed from the results presented in this summary.

For more information about the IOCP project visit www.massetbc.com/iocp.

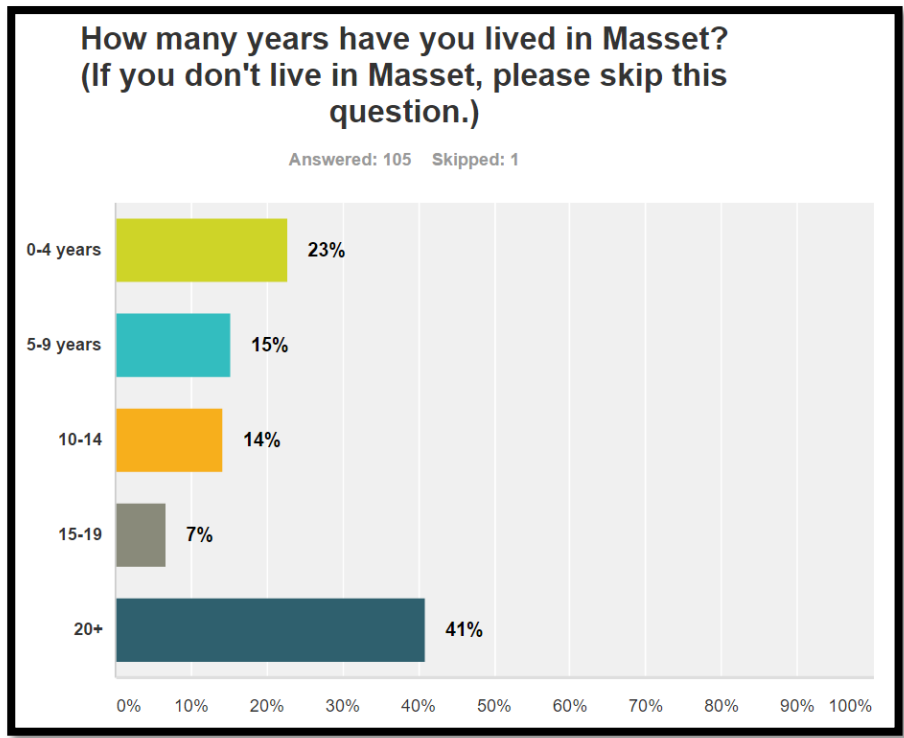
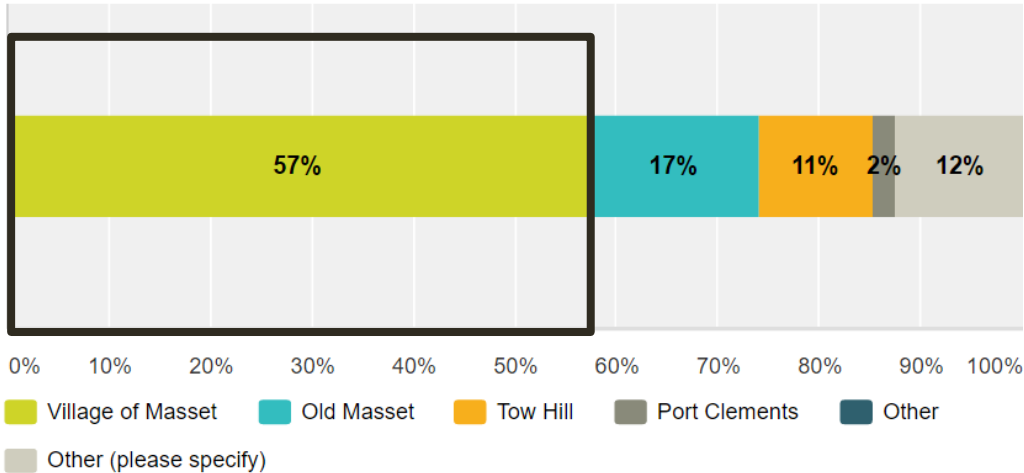


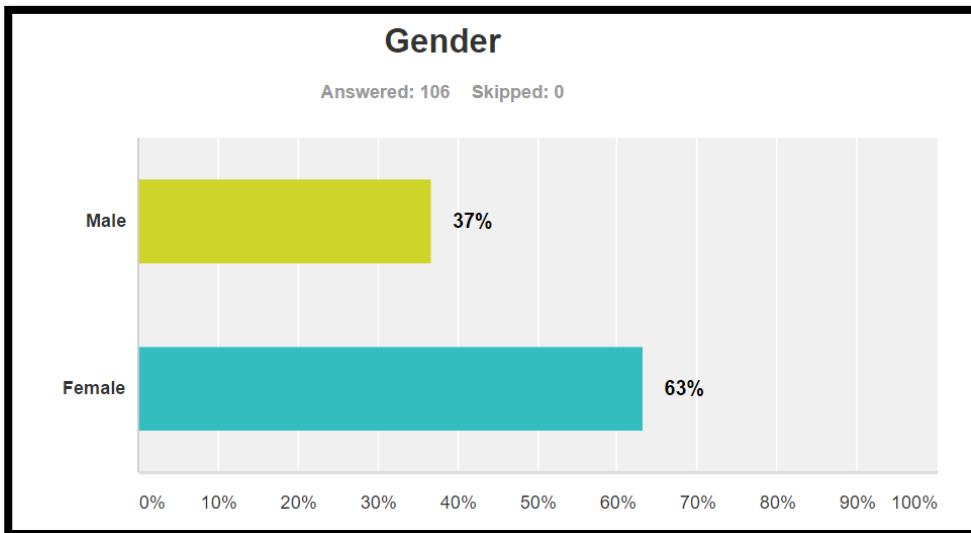
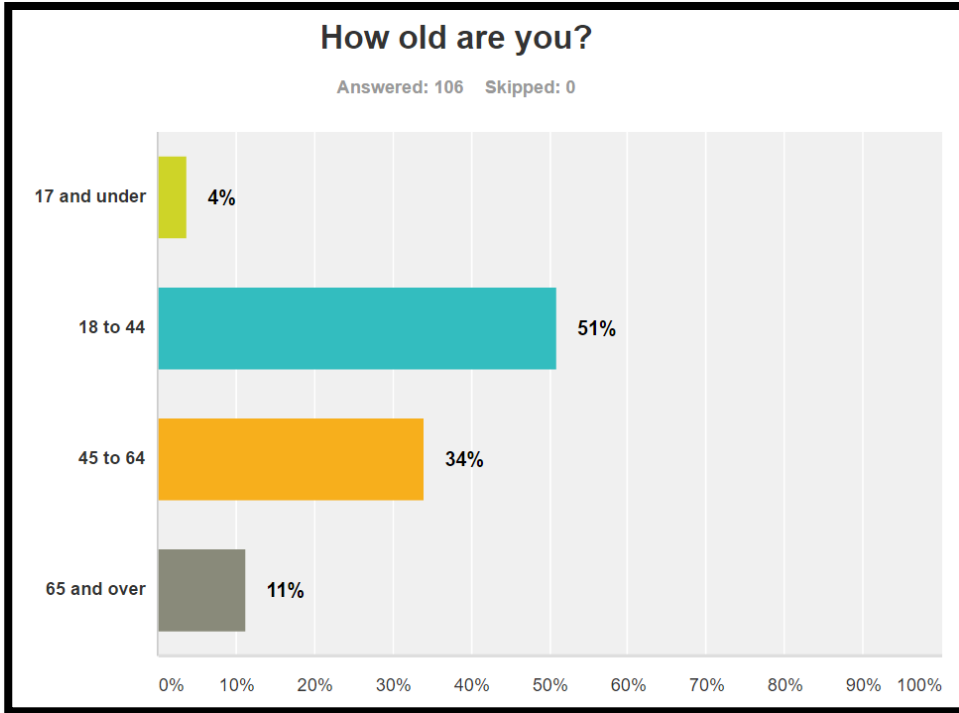
DEMOGRAPHICS

Village of Masset residents represented 57% of the survey respondents, and this data is included in the charts outlined in black within this summary.

Where do you live?

Answered: 185 Skipped: 2







LOVE THE MOST ABOUT MASSET

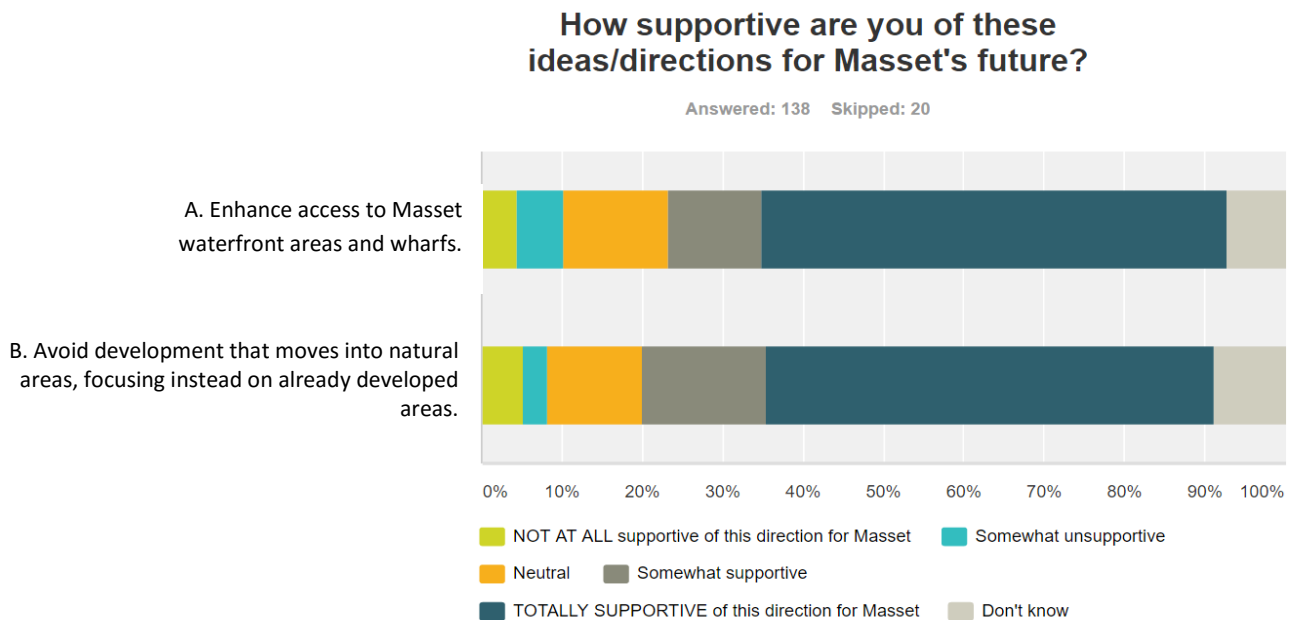
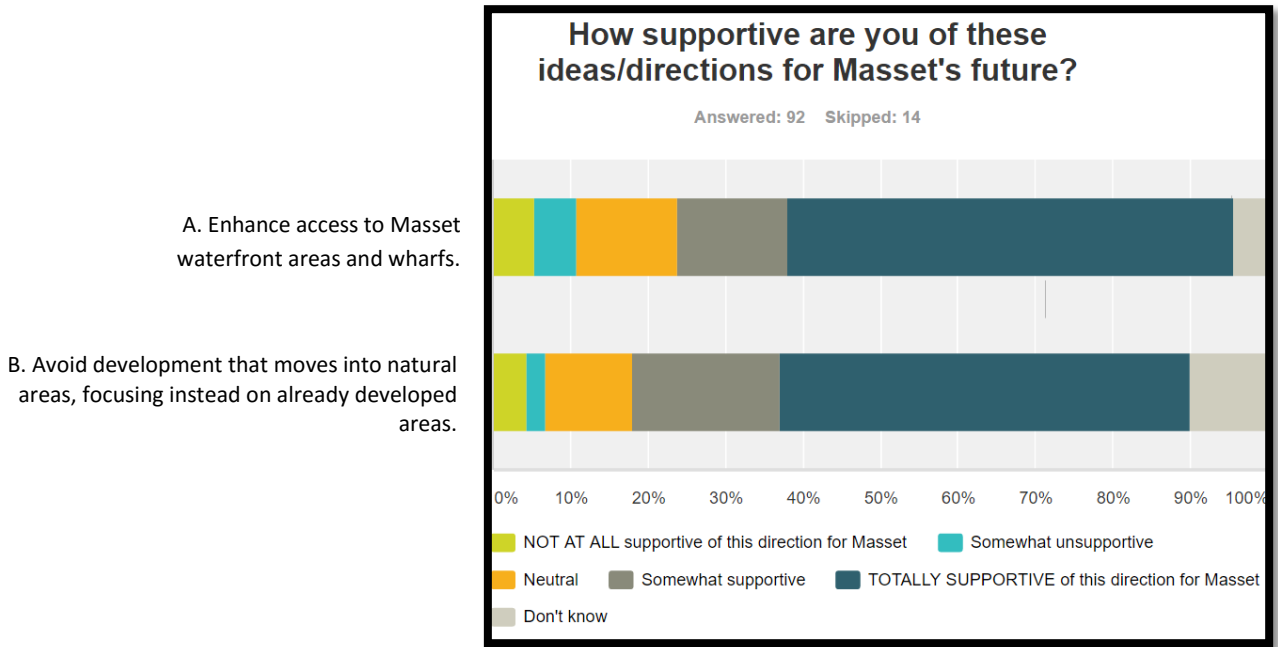
The things respondents love the most about Masset are listed below in descending order:

- Sense of community, friendly people
- Natural beauty, access to beaches, ocean, scenery
- Local food, farmers market, fishing, hunting
- Small size
- Haida culture
- Businesses, coffee shop
- Location, isolation
- Quiet
- Good place for families and children/youth
- Affordable
- Recreation, trails, roller rink
- Clean air
- Services
- Lifestyle



LAND USE AND NATURAL AREAS

For both ideas presented that relate to land use and natural areas, 72% of Masset residents were somewhat or totally supportive. Approximately 5% were not at all supportive of the ideas. The second chart shows similar results when Tow Hill and Old Massett respondents are included.





What other new ideas for Masset's future should be considered?

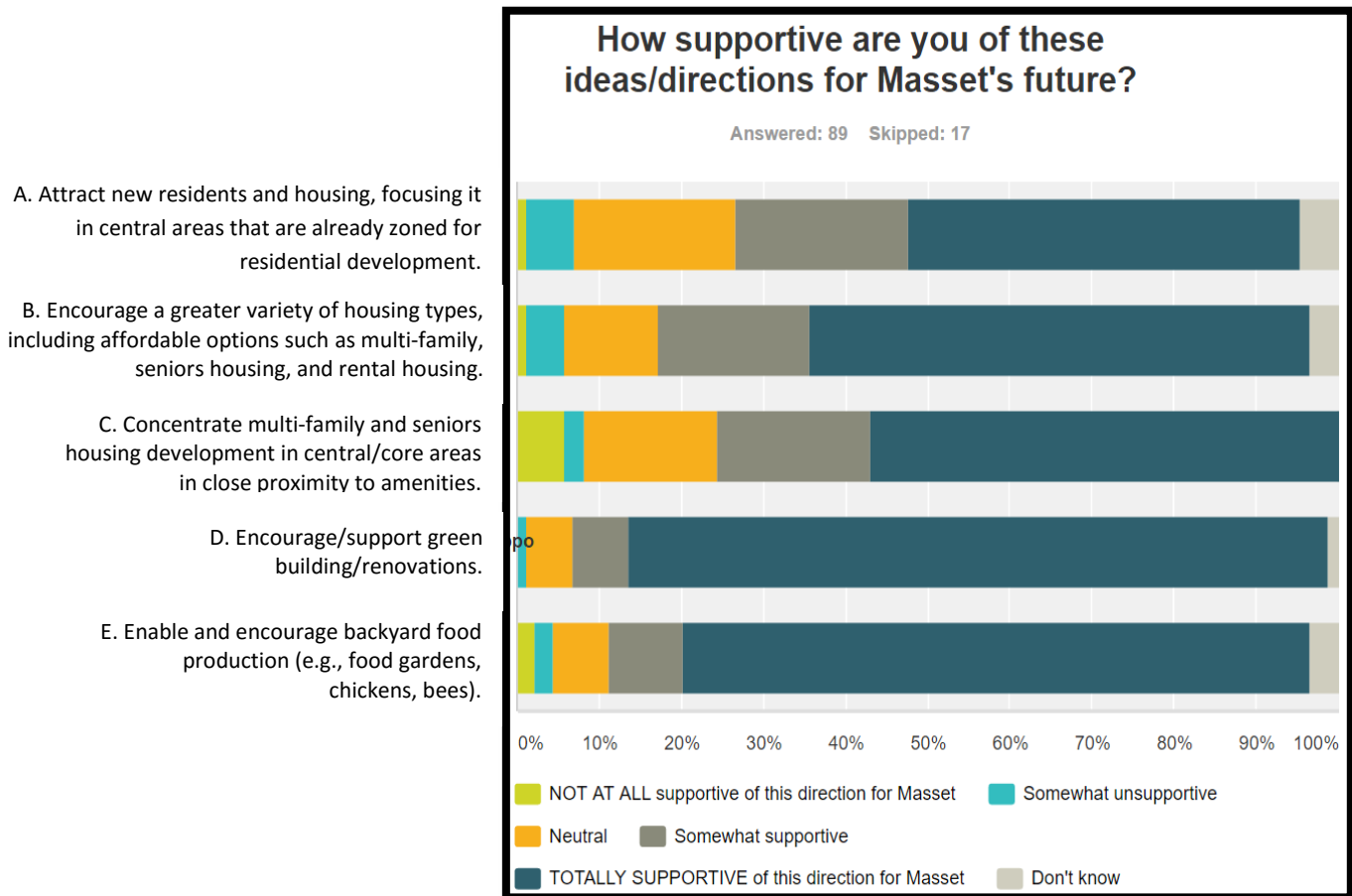
When asked what other ideas should be considered for Masset's future within land use and natural areas, the list below provides the key responses in descending order. Various recreation opportunities were identified significantly more than the other items in the list.

- **Recreation offerings: centre, pool, roller rink, parks, walking/biking trails, activities for youth/children**
- Beautification, clean-up
- Economic development, new businesses and industries
- Community garden, space, park
- Tourism development, new info centre
- Improved environmental practices, recycling
- Covered market space



RESIDENTIAL AREAS AND HOUSING

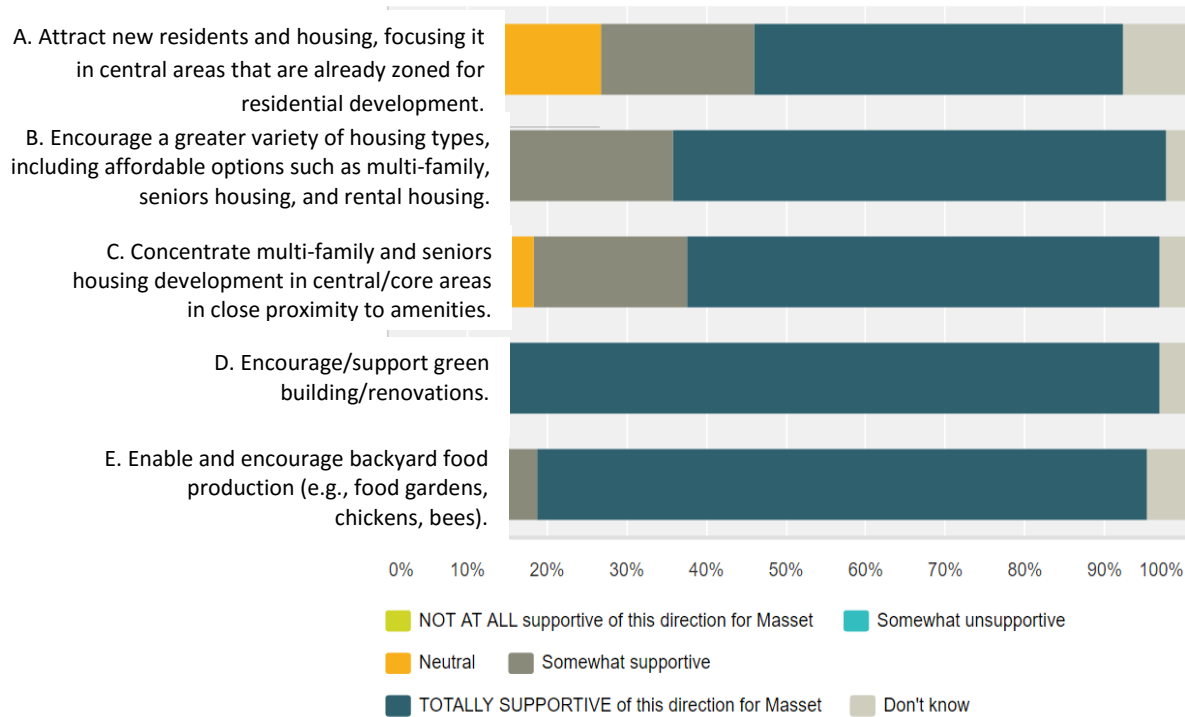
Approximately 70% of Masset residents were somewhat and totally supportive of the first three ideas presented below. A higher percentage of Masset respondents were somewhat and totally supportive of the last two ideas listed: to encourage/support green building/renovations (92%) and to enable and encourage backyard food production (85%). Approximately 6% were not at all supportive of the idea to concentrate multi-family and seniors housing development in central/core areas in close proximity to amenities. The chart on the next page shows similar results when Tow Hill and Old Massett respondents are included.





How supportive are you of these ideas/directions for Masset's future?

Answered: 133 Skipped: 25



What other new ideas for Masset's future should be considered?

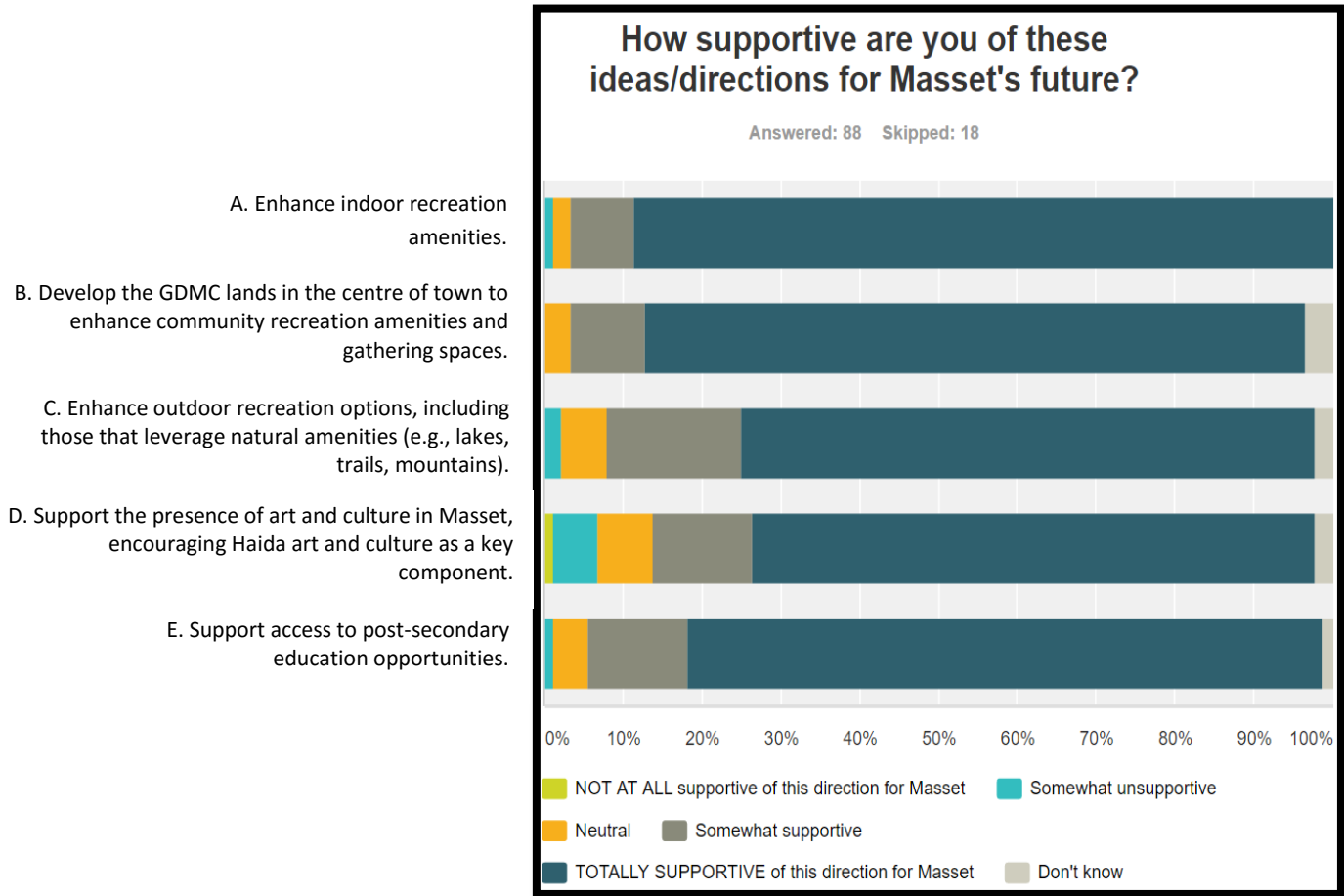
When asked what other ideas should be considered for Masset's future related to residential areas and housing, the list below provides the key responses in descending order. Recreation topped the list again, with a new pool being listed as the primary need for the community.

- New recreation centre with a pool
- Community garden
- Green/sustainable practices; renewable energy, recycling
- Tear down/renovate empty buildings (e.g., barracks)
- More training options (e.g., gardening)
- Covered/indoor market/community space
- Housing: tiny homes, affordable housing, seniors housing
- Beautification, clean-up, add natural elements to neighbourhoods
- Social services support
- Local food production



RECREATION, CULTURE AND LEARNING

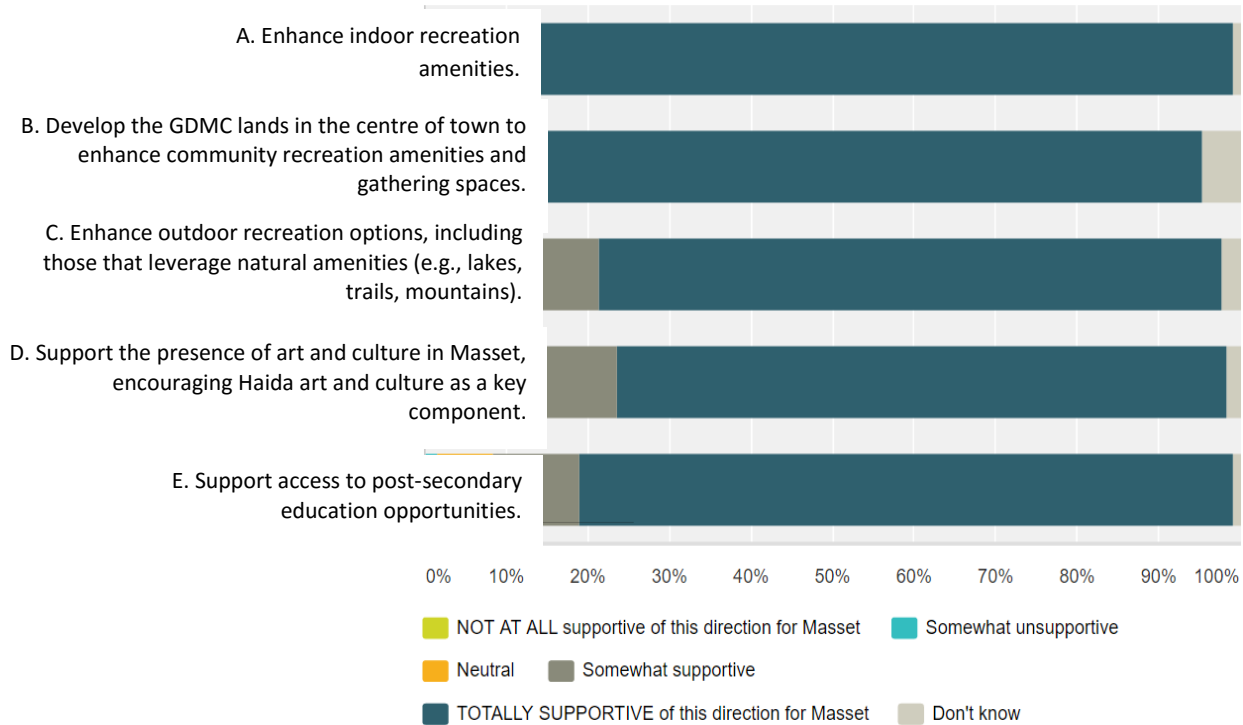
There was strong support for the ideas presented for recreation, culture and learning. Ninety percent or more of Masset respondents were somewhat or totally supportive of the ideas presented. Question D was supported by just slightly fewer residents (84%), and only one respondent was totally unresponsive of this idea. The chart on the next page shows similar results when Tow Hill and Old Massett respondents are included.





How supportive are you of these ideas/directions for Masset's future?

Answered: 132 Skipped: 26



What other new ideas for Masset's future should be considered?

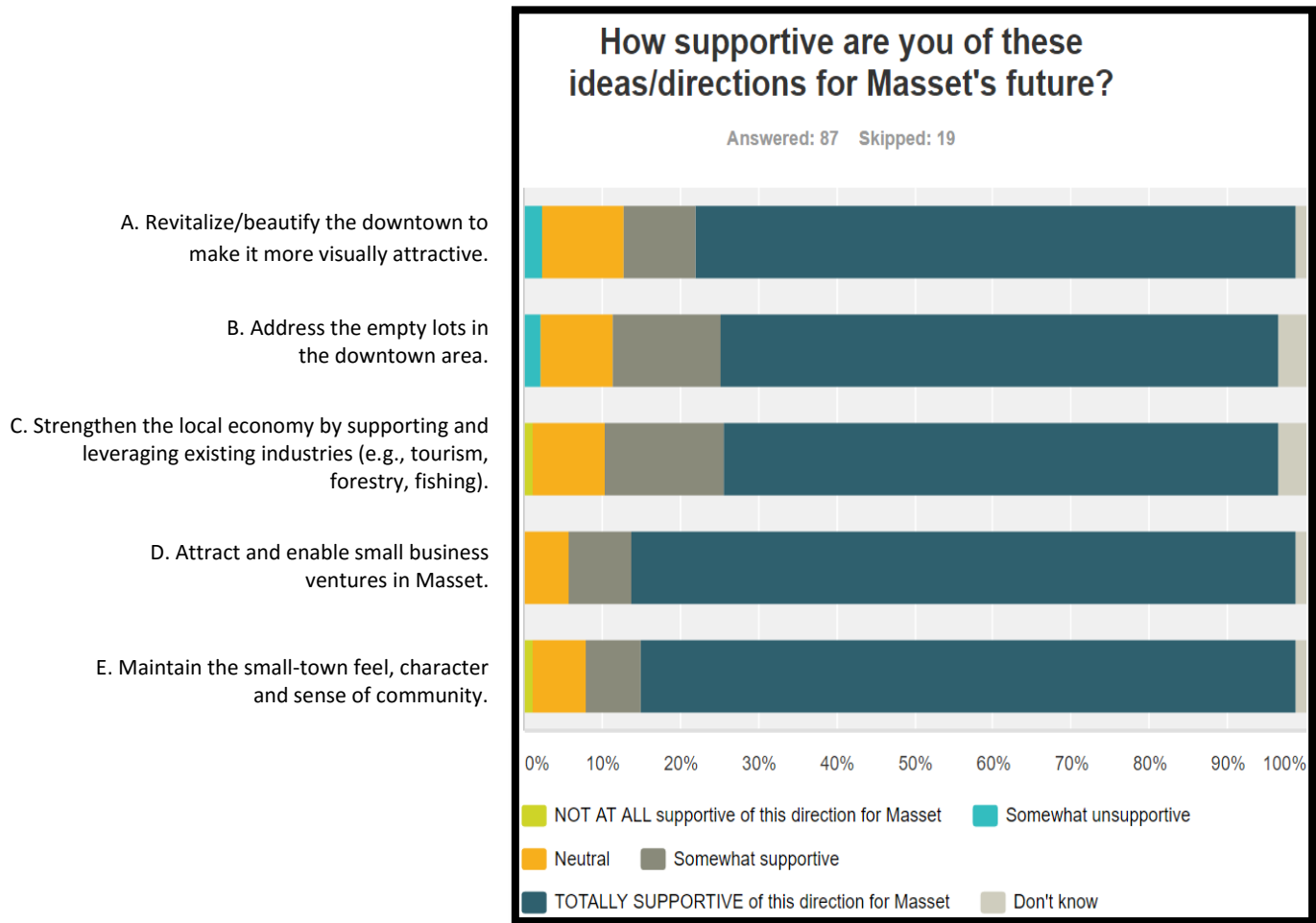
When asked what other ideas should be considered for Masset's future related to recreation, culture and learning, the list below provides the key responses in descending order. Recreation topped the list again, with support for all forms of art being identified next in order of significance.

- Recreation improvements, including: trails, pool, covered area, outdoor gym, family events
- Art and culture support
- Economic development, job creation
- Tourism improvements
- Youth engagement
- Local training offerings



COMMERCIAL AND INDUSTRIAL SYSTEMS (ECONOMY)

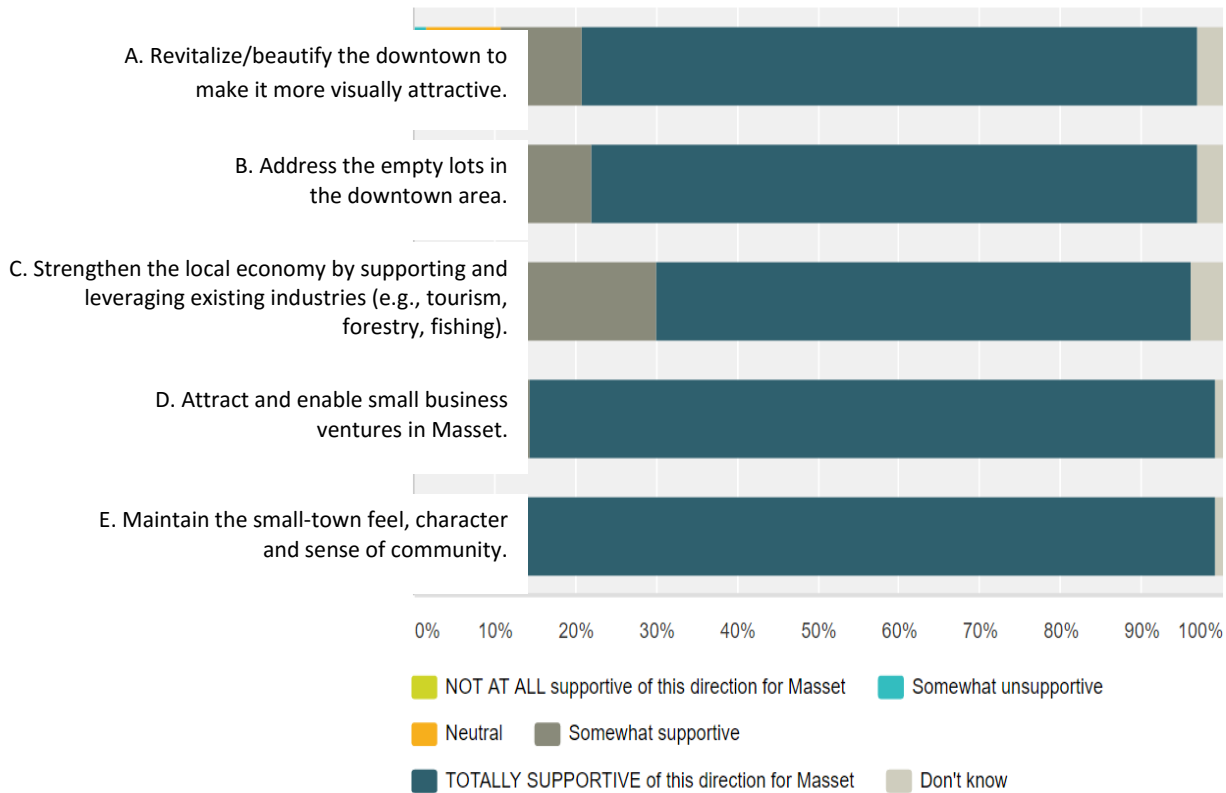
Approximately 85% of Masset respondents were somewhat and totally supportive of the first three ideas presented below (ideas A, B and C). There was even higher support for the last two ideas relating to attracting and enabling small businesses (93%) and maintaining the small-town feel (91%). The chart on the next page shows similar results when Tow Hill and Old Massett respondents are included.





How supportive are you of these ideas/directions for Masset's future?

Answered: 131 Skipped: 27



What other new ideas for Masset's future should be considered?

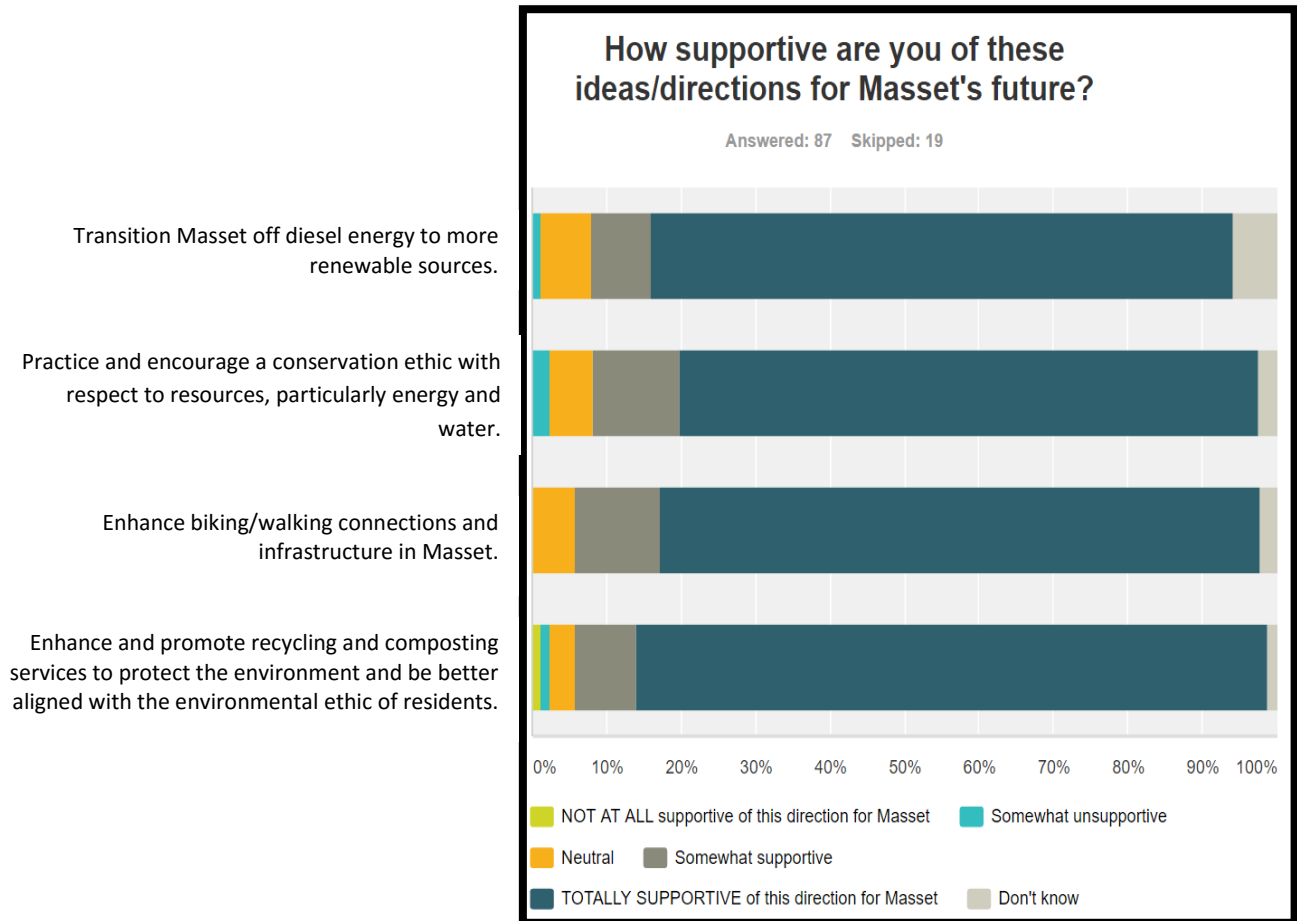
When asked what other ideas should be considered for Masset's future related to commercial and industrial systems, the list below provides the key responses in descending order. Job training and helping youth become more employable were top amongst the suggestions, followed by tourism development and improving Masset's commercial area.

- Employment training, youth employment
- Tourism development
- Beautification, clean up empty lots downtown
- Outdoor, covered market space
- Community garden
- Community hall improvement
- Renovate the roller rink



INFRASTRUCTURE SYSTEMS

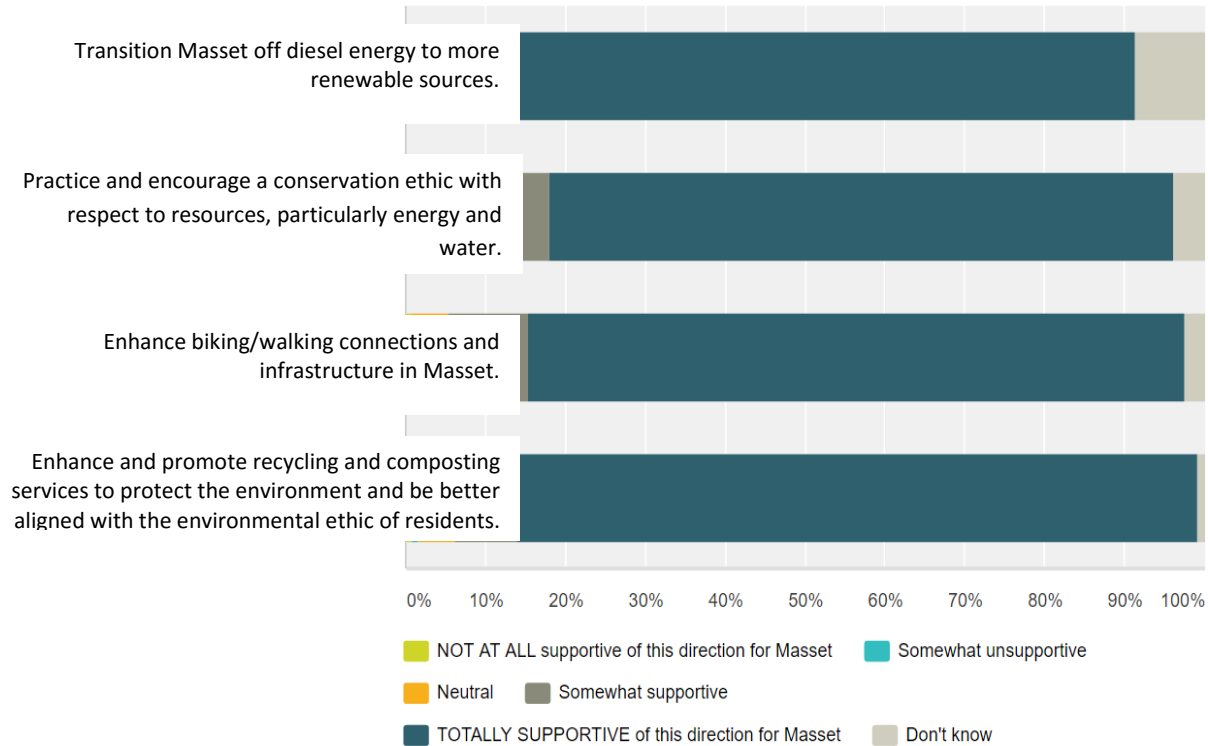
The ideas for the future of Masset’s infrastructure systems received a high degree of support from Masset residents, ranging from 86-93% of respondents being somewhat or totally supportive. The chart on the next page shows similar results when Tow Hill and Old Massett respondents are included.





How supportive are you of these ideas/directions for Masset's future?

Answered: 130 Skipped: 28



What other new ideas for Masset's future should be considered?

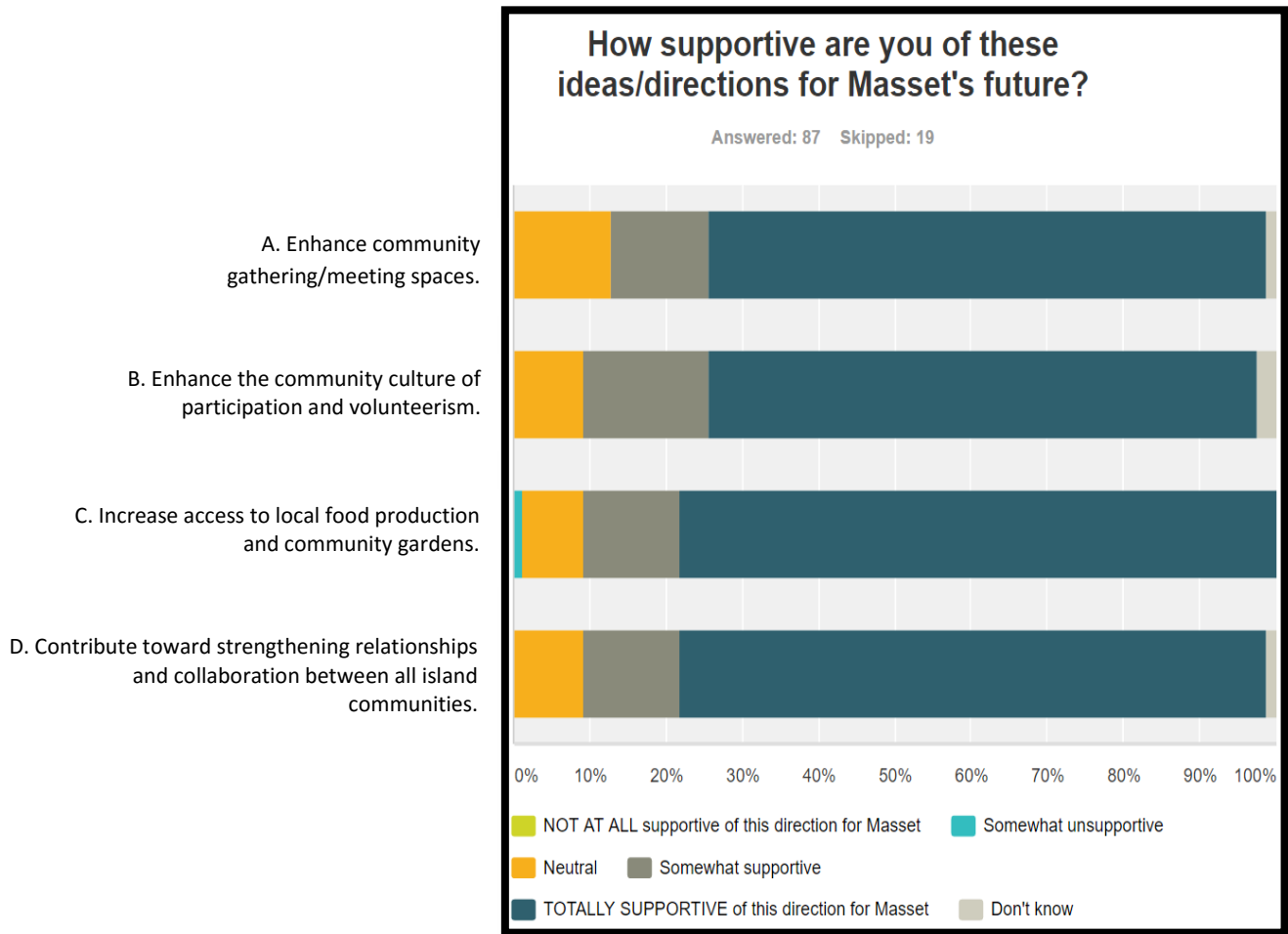
When asked what other ideas should be considered for Masset’s future related to infrastructure systems, the list below provides the key responses in descending order. Recycling, renewable energy and a better trail system were at the top of the list above the others.

- Recycling
- Renewable energy
- Trails, bike paths, bike support
- Public transportation, shuttles
- Community garden and composting



INDIVIDUAL AND COMMUNITY HEALTH

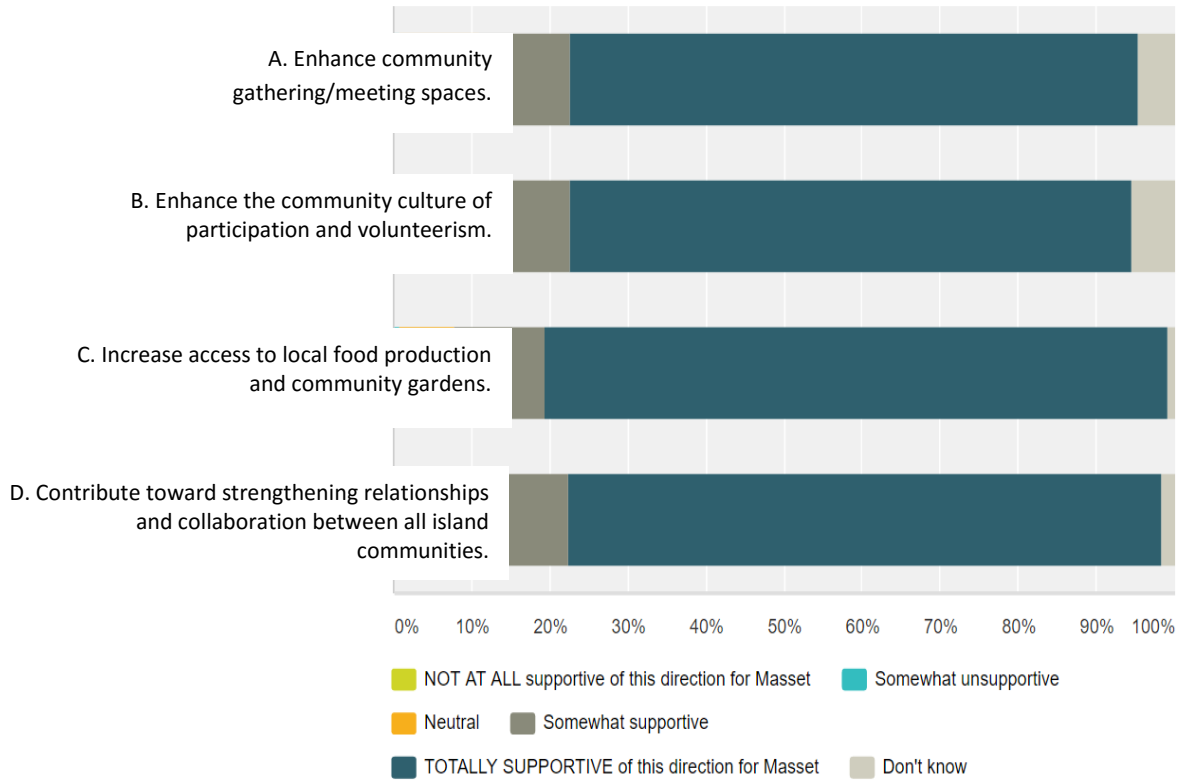
Approximately 90% of Masset respondents were somewhat or totally supportive of the four ideas presented for the future of individual and community health. There were no 'not at all supportive' responses to these questions. The chart on the next page shows similar results when Tow Hill and Old Massett respondents are included.





How supportive are you of these ideas/directions for Masset's future?

Answered: 129 Skipped: 29



What other new ideas for Masset's future should be considered?

When asked what other ideas should be considered for Masset’s future in the area of individual and community health, the list below provides the key responses, which received fairly equal mention.

- More unity/collaboration with neighbouring communities
- Meeting space for crafting, youth, adults, mental health safe space
- Local food: farmers market, community garden
- Maintain or revitalize buildings
- More businesses/services