TOWN OF CALEDON

Caledon's Strategic Plan 2023-2035 Survey Results Summary

What We Heard

In February 2023, the Town conducted an online survey to better understand what is most important to community members over the next 12 years. We asked them about their hopes and dreams for the future of Caledon to inform Caledon's 2023-2035 Strategic Plan. The survey was open from February 1-16, 2023 with 474 responses submitted, 95.3% of which were residents. A summary of the findings is included in this document.

Results from this survey should be treated as a snapshot into community viewpoints on the project and considered alongside other data sources for a full picture of community feedback.

Here's what the community told us:

- Members of the community primarily choose to live/work in Caledon because of its:
    - Rural/country/small town sense of community;
    - Nature and greenspace; and
    - Proximity (to large centre services, amenities and employment).
- Similarly, these are considered the top three areas that make Caledon unique.
- An ideal Caledon 12 years from now tended to be described as green, quiet/peaceful and safe.
- To move toward an ideal Caledon, it was largely suggested that the Town focus its attention on:
    - Environmental stewardship;
    - Planning for growth;
    - Healthy and diverse communities; and
    - Transportation and mobility.
- In the next 4 years, the Town could primarily take bold and positive action with respect to:
    - Sustainable development and planning;
    - Greenspace protection, environmental sustainability and green initiatives; and
    - Transportation/transit.
- Council should prioritize issues and services deemed important by the community first and foremost based on:
    1. Quality of life;
    2. Impact on climate change; and
    3. Client experience (residents, businesses, etc.).
- Additional feedback was similar to the above noted themes, with some additional context and/or ideas noted.

TOWN OF CALEDON

Next Steps

Data collected throughout the entire consultation process will be analyzed and used to inform the 2023-2035 Caledon Strategic Plan Staff Report. The report will be discussed at a meeting in Summer 2023. Use the Q&A tool or staff contact information on the Have Your Say Caledon page to ask us questions.

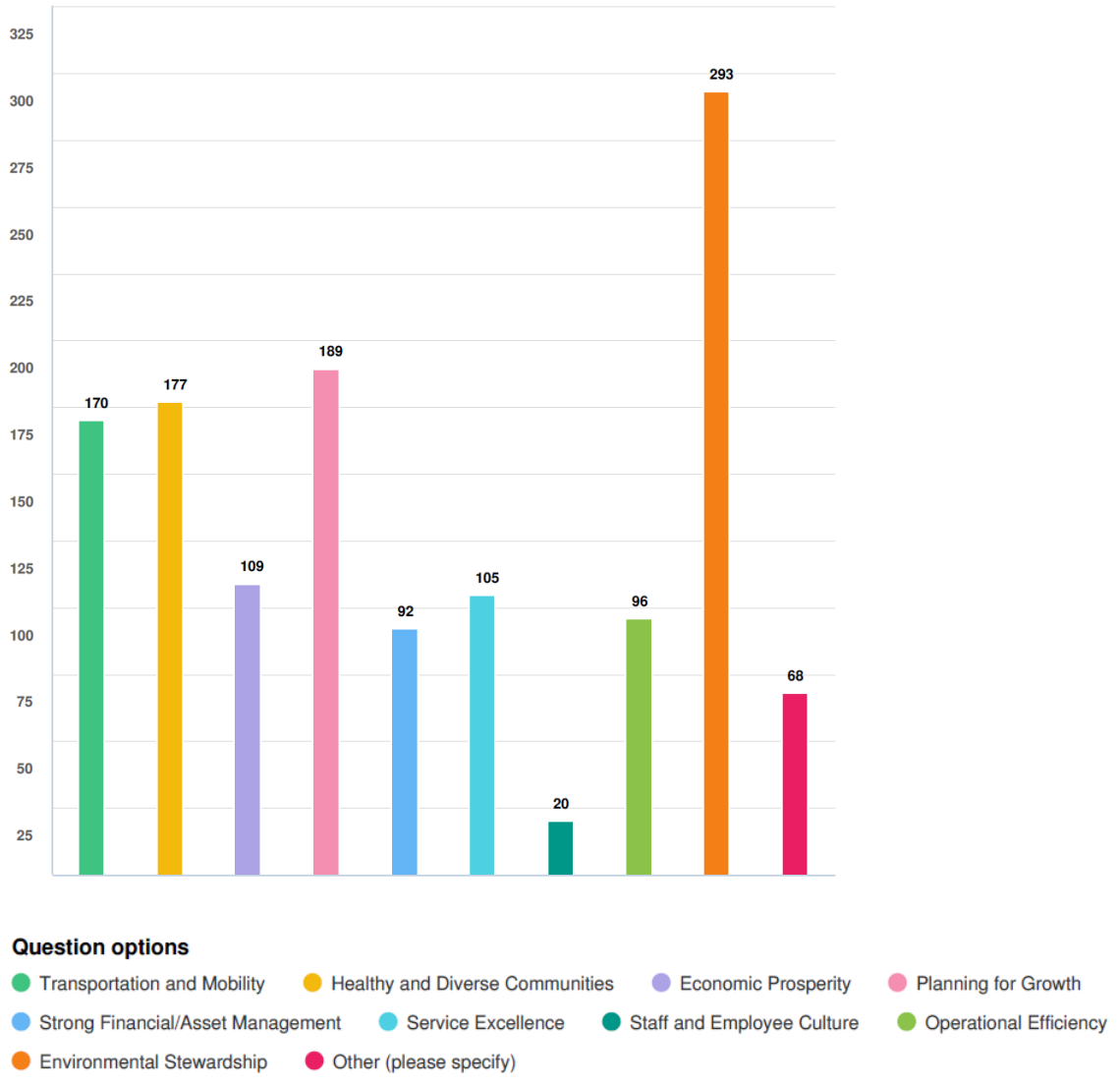
Survey Marketing & Promotion

Thank you to those who participated in the survey. It was open to the public on the Town's Have Your Say Caledon (HYSC) engagement website and promoted through Town social media and digital ads, Caledon newspapers, Town newsletters (HYSC, recreation, business, age-friendly), as well as in person at Town facilities, local libraries, a local grocery store, and printed QR postcards to access at convenience. Additionally, the survey was circulated through Town affiliates' clients and community organizations.

TOWN OF CALEDON

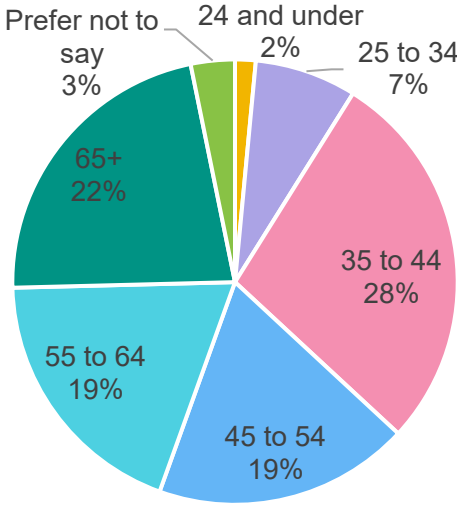
APPENDIX A: List of Figures

QUESTION: To move toward your ideal Caledon, where should the Town focus its attention over the next 12 years? Select up to three areas you believe are the most important.

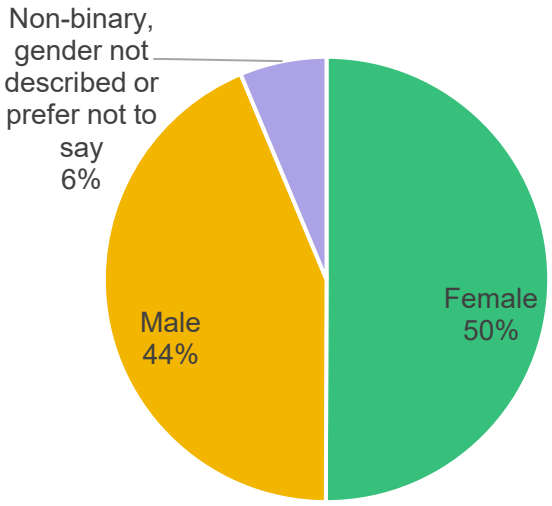


TOWN OF CALEDON

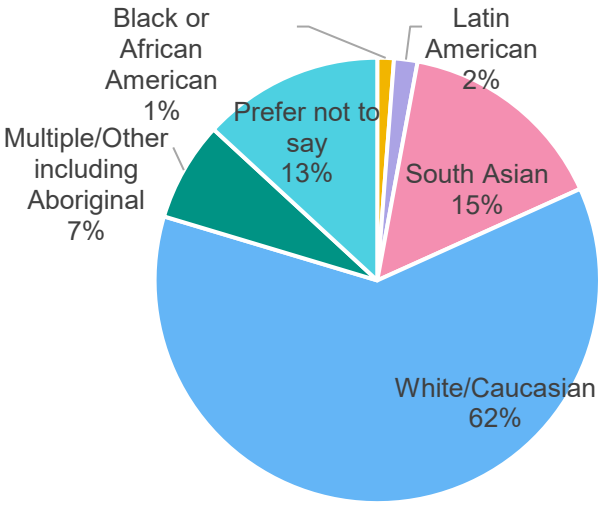
APPENDIX B: Respondent Profile



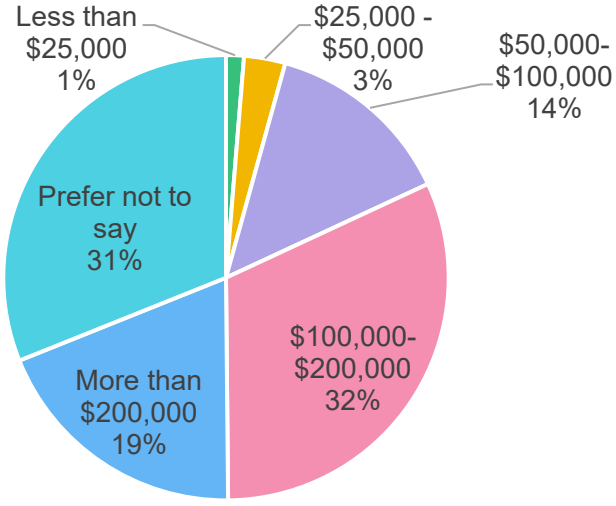
Age



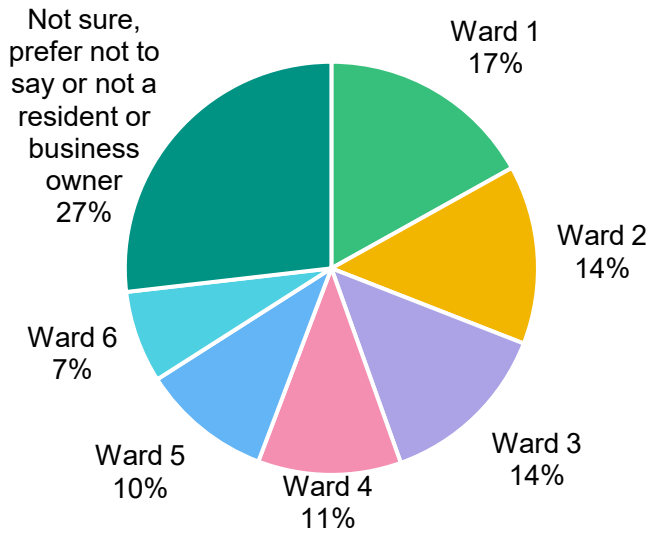
Gender Identity



Race



Annual Household Income



Ward

Note: Respondent participation was fairly proportionate to Town of Caledon population data per the 2021 Census with the exception of proportionally lower response rate from residents ages 24 and under, higher response rate from residents ages 35-44, higher response rate from Ward 1 and Ward 2 residents, and lower response rate from Ward 3 and Ward 6 residents.