

FINAL
REPORT

Town of Whitby:
Public Opinion on Community Growth

Prepared for:
The Town of Whitby

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336 MacLaren Street
Ottawa, ON K2P 0M6

pn 6196

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EXECUTIVE SUMMARY

Similar to many other communities across southern Ontario, the Town of Whitby has experienced robust population growth in the past five years. As part of the Official Plan Review, the Town of Whitby is interested in citizen feedback related to the dynamics of future population growth within their community. The survey consisted of 950 interviews with Town of Whitby residents and resulted in an overall response rate of 23 percent (consistent with other residential studies of this nature).

The following are key findings from the public opinion on community growth survey:

- Six in ten Whitby residents agree that the rate or pace of population growth in Whitby has generally been too fast and express a moderate degree of concern about the issue. Traffic congestion, overdevelopment, urban expansion and insufficient infrastructure and roads are common growth-related concerns articulated by residents.
- Despite some concern related to population growth, most residents agree that Whitby's future rate of growth, as well as its share of Durham's population, should generally remain about the same as it is today.
- Future job creation is important to the vast majority of residents, most of who believe that it is either very or somewhat important that they have the opportunity to work in or close to the Town of Whitby.
- Support for 'greenfield' development, or new residential subdivisions on underdeveloped land or farmland, is as low as about two-thirds of residents say they are not very or not at all supportive of this type of development. However, when considering specific future urban expansion areas, residents are more apt to agree with 'greenfield' development. Although still not a majority view, about four in ten residents generally agree with a future expansion of urban area west and north of Brooklin and of west Whitby to Lakeridge Road.
- In general, support for intensification or more residential development in already existing or built-up urban areas is also relatively low, as about six in ten residents say that they are not very or not at all supportive of urban intensification. However, support for this type of development in certain locations of the community is higher. Specifically, most residents agree with increased development near public transit and in commercial areas. However, support for intensification in downtown areas of Whitby and Brooklin, and existing low density neighbourhoods, is low.
- When prefaced with protecting and preserving agricultural land and natural heritage systems, support to accommodate new growth in existing urban areas increases. In fact, six in ten Whitby residents report being very or somewhat supportive of new growth in current urban areas as a

way to protect and preserve agricultural land and natural heritage systems. This may directly link to the fact that the vast majority of residents say they are very or somewhat concerned about the preservation of natural environment features in Whitby.

- At a general level, the findings reported do not vary dramatically across the population, as defined by demographic characteristics or general attitudes. However, a notable distinction can be found among younger residents and newer residents to Whitby (less than two years residing in Whitby). These groups generally tend to have fewer concerns about population growth, feel that the past rate of growth in the community has been too slow or about right and believe the future rate of growth in Whitby should increase. Additionally, these residents are more apt to be supportive of ‘greenfield’ development and intensification of existing urban areas. In contrast, as age and length of residency increases so do residents’ concerns and apprehensions regarding growth-related issues in the community.
- Results also reveal several geographical sub-area differences. Specifically, urban Whitby residents are more uneasy about the pace of growth in Whitby, while traffic congestion tends to be more of a concern among Brooklin residents. However, the most prominent distinction is among rural Whitby residents. While still not a majority view, findings suggest that rural Whitby residents tend to have fewer population-related concerns and are slightly more supportive of ‘greenfield’ development in Whitby.
- While results of the self-complete survey should be considered qualitative in nature, findings indicate that those residents who participated in the self-complete survey share similar views on population growth in Whitby to those residents who participated in the telephone survey.

Overall observations

- Overall, study results reveal that residents have some degree of concern about how Whitby has grown in the past and are apprehensive about the effects of future growth and development. In particular, traffic congestion and insufficient road and highway infrastructure are repeated concerns among residents. As the Town of Whitby continues to manage population growth, it will be important to ensure that the accompanying infrastructure needs are addressed.
- It is also important to recognize that the degree of concern associated with population growth in Whitby is generally moderate. Whitby residents recognize that growth is unavoidable and are supportive of a balanced and planned approach to managing the population demands in their community.
- Generally, Whitby residents perceive proper planning, ample green spaces, and an increase in businesses, industries and amenities, as well as employment opportunities with what they

consider to be the benefits of good growth. They also envision an adequate mix of low and high density neighbourhoods with appropriate population growth and community planning.

- It will be important for the Town of Whitby to continue to clearly communicate with residents about the growth demands in their community. An opportunity exists for the Town of Whitby to engage residents in decisions related to population growth, thereby increasing residents' awareness and understanding of matters related to urban expansion and development within their community.

INTRODUCTION

As our urban centres expand outwards, communities across Canada continue to face challenging growth management issues. It is clear that growth management will be critical in the upcoming decades as our communities evolve into complex city regions. In order to successfully manage this growth, it will be increasingly important to implement innovative and strong policy direction.

The Whitby Official Plan is a key document consisting of general principles and policies intended to guide and control future land use development and redevelopment while safeguarding significant natural features and rural areas. It provides a general policy direction and land use planning framework to guide the physical, social, economic and environmental management and growth in the Town.¹

As required by the Ontario Planning Act, the Official Plan Review (OP Review) must be undertaken no less frequently than every five years to ensure that it: conforms to or does not conflict with provincial plans; has regard for matters of provincial interest; and is consistent with the Provincial Policy Statement. One of many components of the OP Review is a review of policies related to growth management in conformity with the Region of Durham Official Plan and the Province's Growth Plan for the Greater Golden Horseshoe (i.e., Places to Grow).

In conjunction with the OP Review, the Town of Whitby commissioned Environics Research Group to undertake a resident survey concerning the community's preferences regarding future growth. The overall purpose of this research is to assist Town Council and staff in better understanding residents' attitudes and perceptions regarding the context and scope of issues related to population growth in their community. Specific project objectives included:

1. To assess general perceptions regarding growth and development in the Town of Whitby.
2. To evaluate residents' concerns regarding the impact of population growth.
3. To measure support for 'greenfield' development.
4. To measure support for intensification development.
5. To assess residents' opinions regarding the rate, location, and amount and type of growth in the community.

¹ www.Town.Whitby.on.ca - Whitby Official Plan Review

The survey consists of telephone interviews conducted between November 14 and 27, 2007, with a representative sample of non-institutionalized residents of the Town of Whitby, 18 years of age or older. To ensure the survey sample provided statistically sufficient accuracy by geographic sub-area, quotas were established to ensure 400 interviews were conducted in urban Whitby, 400 interviews in Brooklin and 150 interviews in rural Whitby, resulting in an overall sample of 950 interviews.

Overall Town-wide results of 950 interviews provide a margin of error no greater than plus or minus 3.2 percentage points at the 95% confidence level, 19 times out of 20. The margin of sampling error of 400 interviews for urban Whitby and Brooklin is plus or minus 4.9 percentage points, while the margin of error of the 150 rural Whitby sample is plus or minus 8.0, 19 times out of 20. The margin of error achieved overall, as well as for each geographic sub-area, meets or exceeds typical industry standards.

It is important to recognize that for the purpose of analysis, weights were assigned to the specific sub-area data to ensure that their representation in the Town-wide sample (n=950) was proportionate to their representation in the Town of Whitby population. This report provides a detailed description of the survey findings based on Town-wide weighted results, or all respondents. Additionally, specific geographic sub-area results have been presented for each question and are based on unweighted results.

As a complement to the random telephone survey of Town of Whitby residents, the questions presented on the telephone questionnaire were also available in a self-complete, mail-back format and accessible on the Town of Whitby website in an Adobe download version. Additionally, copies of the self-complete survey were available for pick-up at the Town of Whitby Municipal Building. Local advertising was done to inform residents of the availability of the self-complete, mail-back survey option. Copies of the self-complete survey were also circulated at two OP Review public meetings. A total of 26 self-complete questionnaires were received by the cut-off date of December 7, 2007. It is important to note that the majority of returned questionnaires (n=20) were collected during the OP Review public meetings. The remaining six questionnaires were completed via the download on the Town of Whitby website or pick-up at the Town municipal offices.

A more detailed description of the methodologies used to conduct this survey is provided in this report, along with a copy of the telephone and self-complete questionnaires (in the Appendix).

This report provides a detailed analysis of the survey data that covers findings for the overall population, urban Whitby, Brooklin and rural Whitby, and for relevant subgroups (e.g., demographics).

Under each chart and table is listed the question wording and the size of the subsample in those cases where not all respondents were asked the question. Unless otherwise noted, all results are expressed as a percentage.

SURVEY METHODOLOGY

Telephone survey methodology

The results of the survey are based on questions asked to 950 residents of the Town of Whitby, aged 18 or older, by telephone on November 14 to 27, 2007. To ensure the survey sample provided statistically sufficient accuracy by geographic sub-area, quotas were established to ensure 400 interviews were conducted in urban Whitby, 400 interviews in Brooklin and 150 interviews in rural Whitby. The following identifies the sample size and associated margin of error for each sub-area location, 19 times in 20:

| Geographic sub-area | Percent of total population | Sample size | Margin of error |
|---------------------|-----------------------------|-------------|-----------------|
| Total population | 100% | 950 | ±3.2 |
| Urban Whitby | 84% | 400 | ±4.9 |
| Brooklin | 13% | 400 | ±4.9 |
| Rural Whitby | 3% | 150 | ±8.0 |

The margin or error associated with each geographic sub-area meets or exceeds industry standards. It is important to note when considering the survey findings that the margin of error is greater for results pertaining to demographic or other subgroups of the total sample.

For the analysis, weights were assigned to the specific geographic sub-area data to ensure that their representation in the Town-wide sample was proportionate to their representation in the Town of Whitby population.

QUESTIONNAIRE DESIGN

Environics worked directly with Town of Whitby Council and Staff in reviewing and finalizing the draft survey instrument developed by the Town of Whitby. Upon review of the draft questionnaire, modifications were incorporated into the final design. Once the client reviewed the draft survey instrument, revisions were finalized and Environics conducted 20 pre-test interviews with a random sample of respondents. The pre-test was used to assess interview length and flow patterns and to identify any problem questions or difficulties in comprehension or wording, as well as areas of respondent resistance. Following the pre-test, the questionnaire was finalized in consultation with the client. A copy of the final questionnaire is in the Appendix attached to this report.

SAMPLE SELECTION

The sample was designed to complete approximately 950 interviews with Town of Whitby residents, which was defined using current postal codes and published municipal boundaries. Environics uses a sampling method in which sample is generated using the RDD (random digit dialling) technique. Samples are generated using a database of active phone ranges. These ranges are made up of a series of contiguous blocks of 100 contiguous phone numbers and are revised three to four times per year after a thorough analysis of the most recent edition of an electronic phonebook. Each number generated is put through an appropriate series of validation procedures before it is retained as part of a sample.

Each number generated is looked up in a recent electronic phonebook database to retrieve geographic location, business indicator and “do not call” status. The postal code for listed numbers is verified for accuracy and compared against a list of valid codes for the sample stratum. Non-listed numbers are assigned a “most probable” postal code based on the data available for all numbers listed in the phone exchange. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publications are included in the sample.

In each multi-person household contacted, respondents were screened for random selection using the “most recent birthday” method. The use of this technique produces results that are as valid and effective as enumerating all qualified persons within a household and selecting one randomly.

SURVEY ADMINISTRATION

Fieldwork was conducted at Environics’ central facilities in Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer’s work was unobtrusively monitored for quality control in accordance with the standards set out by the Marketing Research and Intelligence Association (MRIA). A minimum of eight calls were made to a household before classifying it as a “no answer.” The average length of time to complete a survey interview was thirteen minutes.

COMPLETION RESULTS

The sample for this survey consisted of 950 interviews with Town of Whitby residents. The effective response rate for the survey is 23 percent² (consistent with other residential studies of this nature). This is calculated as the number of responding participants (completed interviews plus those disqualified because of quotas being filled) (972), divided by unresolved numbers (e.g., busy, no answer) (976) plus non-responding households or individuals (e.g., refusals, language barrier, missed

² This response rate calculation is based on a formula recently developed by MRIA in consultation with the Government of Canada (Public Works and Government Services).

call-backs) (2,237) plus responding participants (972) [R/(U+IS+R)]. The disposition of all contacts is presented in the following table.

Completion results

| | N |
|--|--------------|
| Total sample dialed | 4,738 |
| UNRESOLVED NUMBERS (U) | 976 |
| Busy | 0 |
| No answer | 674 |
| Answering machine | 302 |
| RESOLVED NUMBERS (Total minus Unresolved) | 3,762 |
| OUT OF SCOPE (Invalid/non-eligible) | 553 |
| Non-residential | 77 |
| Not-in-service | 418 |
| Fax/modem | 58 |
| IN SCOPE NON-RESPONDING (IS) | 2,237 |
| Refusals – household | 1,627 |
| Refusals – respondent | 60 |
| Language barrier | 48 |
| Callback missed/respondent not available | 473 |
| Break-offs (interview not completed) | 29 |
| IN SCOPE RESPONDING (R) | 972 |
| Disqualified | 19 |
| Quota filled | 3 |
| Completed | 950 |
| RESPONSE RATE [R / (U + IS + R)] | 23% |

RESPONDENT CHARACTERISTICS

The table below presents a profile of the final sample of Town of Whitby residents, including a profile of respondents by geographic sub-area.

| | Percent of respondents | | | |
|----------------------------------|-----------------------------------|-------------------------------------|---------------------------------|-------------------------------------|
| | Total Whitby n=950 weighted | Urban Whitby n=400 unweighted | Brooklin n=400 unweighted | Rural Whitby n=150 unweighted |
| Gender: | | | | |
| Male | 50 | 50 | 50 | 50 |
| Female | 50 | 50 | 50 | 50 |
| Age: | | | | |
| 18 to 34 years | 15 | 13 | 24 | 16 |
| 35 to 44 years | 27 | 26 | 33 | 27 |
| 45 to 65 years | 45 | 47 | 32 | 39 |
| Over 65 years | 11 | 12 | 7 | 17 |
| Mean | 48.6 years | 49.3 years | 44.0 years | 49.4 years |
| Refused | 2 | 2 | 4 | 1 |
| Years residing in Whitby: | | | | |
| 2 years or less | 8 | 7 | 13 | 7 |
| 3 to 5 years | 18 | 16 | 30 | 16 |
| 6 to 10 years | 21 | 20 | 24 | 21 |
| 11 to 15 years | 13 | 14 | 6 | 8 |
| 16 years or longer | 41 | 43 | 26 | 49 |
| Mean | 16.3 years | 16.8 years | 12.1 years | 19.8 years |
| Refused | 1 | 1 | 1 | 0 |
| Home ownership: | | | | |
| Own | 90 | 89 | 95 | 90 |
| Rent | 9 | 10 | 4 | 8 |
| Refused | 1 | 2 | 1 | 2 |
| Type of dwelling: | | | | |
| Single detached dwelling | 80 | 79 | 85 | 89 |
| Semi-detached/linked | 4 | 4 | 2 | 2 |
| Townhouse | 8 | 8 | 9 | 5 |
| Apartment/condominium | 6 | 7 | 3 | 3 |
| Senior's complex | 1 | 1 | - | 0 |
| Refused | 1 | 1 | 1 | 1 |
| Household size: | | | | |
| One | 12 | 12 | 7 | 9 |
| Two | 32 | 33 | 28 | 38 |
| Three | 18 | 18 | 19 | 15 |
| Four | 26 | 25 | 31 | 21 |
| Five or more | 11 | 10 | 14 | 17 |
| Mean | 3.0 people | 2.9 people | 3.2 people | 3.0 people |
| Refused | 2 | 2 | 1 | 0 |
| Household with children: | | | | |
| Yes | 39 | 36 | 57 | 39 |
| No | 61 | 63 | 43 | 61 |
| Refused | 1 | 1 | 1 | 0 |
| Own business in Whitby: | | | | |
| Yes | 7 | 7 | 9 | 11 |
| No | 92 | 93 | 91 | 89 |
| Refused | 1 | 1 | 1 | 0 |

| | Percent of respondents | | | |
|--|-----------------------------------|-------------------------------------|---------------------------------|-------------------------------------|
| | Total Whitby n=950 weighted | Urban Whitby n=400 unweighted | Brooklin n=400 unweighted | Rural Whitby n=150 unweighted |
| Current employment status: | | | | |
| Working full-time, including self-employed | 67 | 67 | 69 | 60 |
| Working part-time, including self-employed | 7 | 7 | 10 | 5 |
| Homemaker | 4 | 3 | 5 | 7 |
| Student | 1 | 1 | 1 | 1 |
| Not employed | 3 | 3 | 3 | 3 |
| Retired | 16 | 17 | 11 | 21 |
| Refused | 2 | 2 | 2 | 3 |
| Currently work in.... | n=702 | n=294 | n=315 | n=98 |
| Whitby | 22 | 23 | 17 | 21 |
| Elsewhere in Durham Region | 30 | 30 | 30 | 34 |
| Outside of Durham Region | 45 | 45 | 50 | 40 |
| Refused | 3 | 3 | 4 | 5 |
| Municipal staff: | | | | |
| Town of Whitby | 2 | 2 | 1 | 1 |
| Region of Durham | 5 | 5 | 6 | 6 |
| No | 93 | 93 | 93 | 93 |
| Geographic sub-area: | | | | |
| Urban Whitby | 84 | 100 | 0 | 0 |
| Rural Whitby | 3 | 0 | 0 | 100 |
| Brooklin | 13 | 0 | 100 | 0 |

Self-complete survey methodology

As a complement to the random telephone survey of Town of Whitby residents, a self-complete version of the survey was also conducted as part of the study. Environics Research was responsible for preparing a self-complete PDF format of the residential telephone survey. All questions in the telephone and self-complete surveys are identical.

Between December 3 and 7, 2007, a link to the Adobe download self-complete survey was available via the Town of Whitby website. Copies of the self-complete survey were also available at the Town of Whitby municipal offices during this time. Copies were also circulated at the OP Review public meetings held in Whitby on November 28, 2007, and in Brooklin on December 6, 2007. Local newspaper articles highlighted that the Town of Whitby was undertaking a survey and encouraged resident participation.

In order to maintain respondent confidentiality, completed questionnaires were either mailed or faxed directly to Environics Research Group, collected at the Town of Whitby municipal building in a sealed envelope and drop-off box, or collected in a sealed envelope at the conclusion of the OP Review public meetings. The Town of Whitby forwarded all sealed questionnaires directly to

Environics Research Group. A total of 26 questionnaires were received by the cut-off date of December 7, 2007.

As a result of the small number of residents represented by the self-complete survey, it is important to note that readers of this report should be cautioned as to the interpretation of results obtained through this methodology. Analysis of the results should be considered qualitative in nature and while valuable insights were gained through this process, the results of the self-complete survey cannot be considered statistically representative.

Most respondents who participated in the self-complete mail-back survey were between 45 and 65 years of age, have lived in Whitby for over 16 years, reside in a single-detached home in which they own and represent a mix of household sizes, with and without children. Two of the respondents report owning a business in the Town of Whitby. Most respondents report working either full or part-time, with very few working in Whitby and most working outside of the Durham Region. Almost an equal number of men and women participated in the self-complete survey. Only two respondents who participated in the self-complete, mail-back survey reported working for the Town of Whitby, while one said they worked for the Region of Durham. Respondents did not provide their postal code information; therefore, the geographic sub-area in which respondents reside could not be identified.

MAIN FINDINGS

Growth and development

Traffic congestion and related road infrastructure, followed by development and outward expansion are important top-of-mind community issues among Whitby residents.

The initial survey question asks residents what, in their opinion, is the single most important local problem facing the Town of Whitby today. Unaided, most residents cite the amount of traffic and traffic congestion as an important issue in their community (23%). Additionally, almost one in ten (8%) mention their concern related to road and highway infrastructure and another four percent note a lack of public transportation as a main issue. Traffic issues are especially top-of-mind among residents living in Brooklin, as Brooklin residents are significantly more likely to mention traffic congestion as an important local problem (28%) compared to those residing in urban Whitby (22%).

About one in ten Whitby residents mention urban sprawl or outward development (11%), as well as the rate of growth in the community (11%) as important local problems facing the Town of Whitby. The rate of growth in the community is significantly more likely to be mentioned by those residing in urban Whitby (11%) and Brooklin (12%) than those living in rural Whitby (5%).

Concern related to increasing property taxes (6%) and other community services and amenities are noted by fewer than one in ten residents.

What is the single most important local problem facing the Town of Whitby today?

November 2007

| | Percent of respondents | | | |
|---|------------------------|--------------------------|-------------------|--------------------------|
| | Total n=950 | Urban Whitby n=400 | Brooklin n=400 | Rural Whitby n=150 |
| Traffic congestion | 23 | 22 | 28 | 27 |
| Development/sprawl/outward expansion | 11 | 11 | 12 | 5 |
| Rate of growth in community | 11 | 12 | 8 | 9 |
| Infrastructure/roads/highways | 8 | 7 | 10 | 10 |
| Increasing property taxes | 6 | 6 | 6 | 7 |
| Lack of public transportation | 4 | 4 | 3 | 1 |
| Health care/hospitals | 3 | 4 | 2 | 5 |
| Availability of community amenities (e.g., rec. centre/library) | 3 | 3 | 4 | 3 |
| Garbage collection/recycling/leaf pick-up | 3 | 3 | 2 | 0 |
| Loss of green space | 2 | 3 | 2 | 1 |
| Quality of education | 2 | 2 | 4 | 7 |
| Taxes (general) | 2 | 2 | 1 | 2 |
| Unemployment/no local jobs | 2 | 2 | 3 | 2 |
| Crime | 2 | 2 | 1 | 2 |
| Availability of housing | 1 | 1 | 1 | 1 |
| Lack of business/industry | 1 | 1 | - | 1 |
| Inadequate planning/spending/ by-laws | 1 | 1 | 0 | 1 |
| Youth issues (various) | 1 | 1 | 1 | 0 |
| Parking | 1 | 1 | 0 | 1 |
| Other (less than 1% mention) | 3 | 3 | 3 | 3 |
| Nothing | 3 | 4 | 3 | 3 |
| Don't know | 9 | 9 | 8 | 10 |

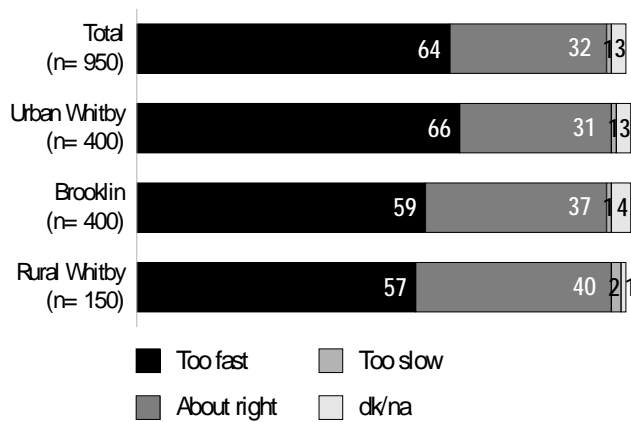
Question 1: What, in your opinion, is the single most important local problem facing the Town of Whitby today?

About six in ten residents believe the rate of growth in Whitby has been too fast and a similar number are concerned about population growth in Whitby. Specifically, residents cite issues related to traffic congestion and overdevelopment.

Over six in ten residents (64%) feel that, in the past five years, the rate or pace of growth in the Town of Whitby has been too fast. About one-third (32%) say the rate of growth has been about right, while only one percent of residents say that it has been too slow and three percent are unsure.

While views on the rate of growth are generally the same across each geographic sub-area, urban Whitby residents are slightly more likely to feel that the rate of growth in the community has been too fast (66%).

**Perceived rate of past growth in the Town of Whitby
November 2007**



Question 2: In the past five years, would you say the rate of growth in the Town of Whitby has been too fast, too slow or about right?

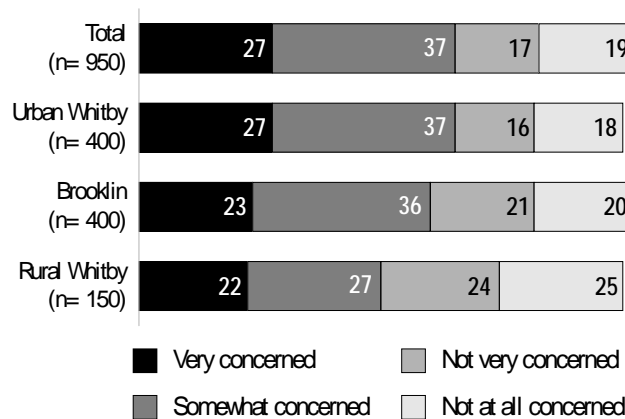
The view that the rate of growth in the community has been too fast increases as both age and length of residency increases. As such, residents 35 years of age or older are significantly more likely to say growth has been too fast (67%, vs. 50% of those 18 to 34 years of age). Also, those who have resided in Whitby for three or more years are much more likely to feel the community has grown too quickly (67%, vs. 39% of newer residents).

Residents who work in Whitby (73%) or the Region of Durham (67%) are also significantly more likely to believe that growth in the community has been too fast in the past five years compared to those working outside of the Region who say the same (55%).

Respondents were reminded that the current population of the Town of Whitby is approximately 111,000 people and then asked if they were very, somewhat, not very or not at all concerned about population in Whitby. Just over six in ten residents (64%) say they are either very (27%) or somewhat (37%) concerned about population growth in Whitby. Over one-third (36%) are not very concerned (17%) or not at all concerned (19%).

Those residents residing in urban Whitby and Brooklin are significantly more likely to say they are, to some extent, concerned about population growth (64% and 59%, respectively), while reactions are generally mixed among rural Whitby residents as about half say they are very or somewhat concerned (49%) and half say they are not very or not at all concerned (49%) about the issue.

Concern about population growth in Whitby
November 2007



Question 3: The current population of the Town of Whitby is approximately 111,000. Are you very concerned, somewhat concerned, not very concerned or not at all concerned about population growth in Whitby?

Concern about population growth in Whitby is significantly higher among women (70%, vs. 56% of men), residents 35 years of age or older (66%, vs. 46% of younger residents) and those who have resided in Whitby for 10 years or more (68%, vs. 60% of those living in Whitby for three to 10 years and 48% of those residing for two years or less). Those residents working in Whitby are also substantially more concerned about population growth in the community than those working outside of the Durham Region (71% vs. 59%).

When asked what specific concerns residents have regarding population growth in Whitby, a long list of concerns was articulated. Consistent with the top-of-mind issues facing the community, about one-third of residents say their concerns about population growth are related to an increase in traffic congestion (36%). Furthermore, another two in ten (20%) residents attribute a lack of infrastructure and roads to their frustrations with population growth in Whitby.

Of those very or somewhat concerned about population growth, one-third (33%) mention that they are specifically concerned about overdevelopment and expansion of urban areas (33%) in Whitby. The availability of community amenities, such as recreation centres and libraries, and general overcrowding problems are mentioned by about one in six residents (16% each).

A variety of other population-related concerns are identified, but none by more than one in ten residents. These include a sense that increased population will result in insufficient services such as schools, public transportation, health care and protective services. Some comments relate to a perceived loss of green space, agricultural land and natural heritage areas. Others note an increase in crime, increasing taxes, the affordability and availability of housing demands, not enough local jobs and a loss of Whitby's small town feel or atmosphere.

What are your concerns about population growth?

November 2007 Very/somewhat concerned

| | Percent of respondents | | | |
|---|------------------------|--------------------------|-------------------|--------------------------------------|
| | Total n=568 | Urban Whitby n=257 | Brooklin n=237 | Rural Whitby n=74 ^β |
| Traffic congestion | 36 | 36 | 37 | 36 |
| Development/sprawl/outward expansion | 33 | 34 | 29 | 35 |
| Lack of infrastructure/roads | 20 | 20 | 22 | 18 |
| Availability of community amenities (e.g., rec. centre/library) | 16 | 15 | 18 | 18 |
| Overpopulated/overcrowded | 16 | 16 | 17 | 10 |
| Lack of schools/education | 9 | 9 | 9 | 8 |
| Lack of public transportation | 7 | 8 | 3 | 1 |
| Loss of green space | 7 | 7 | 7 | 3 |
| High crime rate | 6 | 7 | 5 | 3 |
| Increasing property taxes | 6 | 7 | 3 | 7 |
| Lack of health care/hospitals | 5 | 5 | 5 | 7 |
| Loss of agricultural land | 5 | 4 | 6 | 8 |
| Increasing taxes (general) | 4 | 4 | 2 | 3 |
| Losing small town feel | 4 | 4 | 2 | 3 |
| Availability of housing | 3 | 4 | 3 | 1 |
| Lack of employment/local jobs | 2 | 2 | 3 | 5 |
| Lack of business/industry | 2 | 2 | 3 | 4 |
| Need more police/fire services | 2 | 2 | 1 | 3 |
| Loss of natural heritage areas | 2 | 2 | 1 | 3 |
| Affordability of housing | 2 | 2 | 1 | 3 |
| Pollution/waste system | 1 | - | 1 | 1 |
| Other (less than 1% mention) | - | - | - | 1 |
| Don't know | 1 | 1 | 0 | 1 |

Note: multiple mentions^β Small base (<100) – caution is advised in interpreting results*Question 4: What are your concerns? Anything else?*

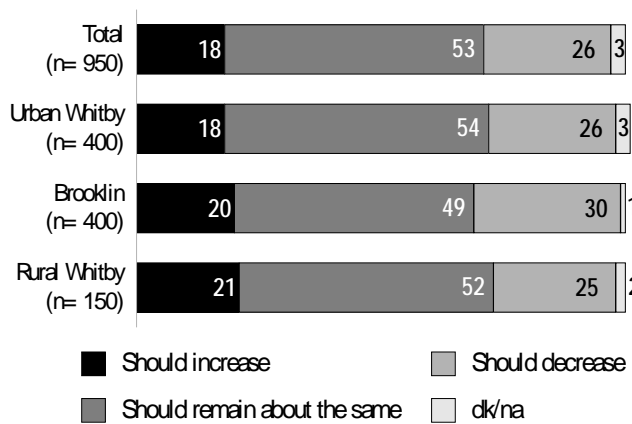
Concerns related to population growth in Whitby are similar across each geographic sub-area, as well as most other demographic sub-group populations, although younger residents (18 to 35 years of age) are somewhat more likely to mention concerns related to increased traffic congestion (49%, vs. 33% of those 45 years of age or older).

FUTURE POPULATION GROWTH

Whitby residents generally agree that future population trends should remain about the same, including the rate of growth and Whitby’s share of Durham’s population.

About half of Whitby residents (53%) agree that the future rate or pace of population growth in the Town of Whitby should remain about the same. However, almost two in ten (18%) believe the rate of growth should increase, while one-quarter (26%) feel that it should decrease. Similar views are reported among those residing in each sub-area of Whitby.

Preferred future rate of growth in Whitby
November 2007



Question 5: Should the future rate or pace of population growth in the Town of Whitby increase, decrease or remain the same?

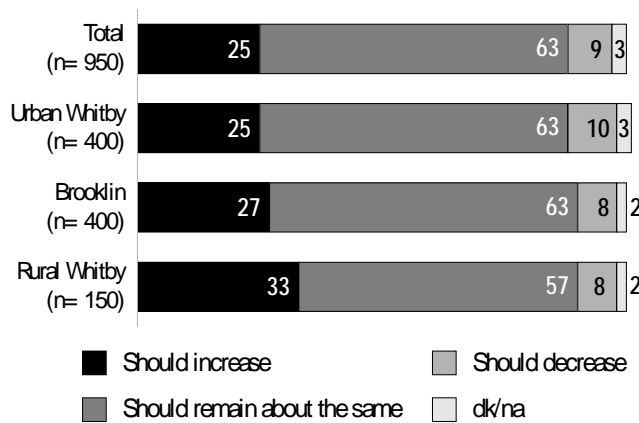
Those residents who are not very or not at all concerned about growth in Whitby, as well as those who believe the past rate of growth in the community has been either too slow or about right, are much more apt to say that future population growth in Whitby should increase (or remain about the same). Not surprisingly, residents very or somewhat concerned about growth and who feel growth has been too fast are significantly more likely to prefer a decrease in future population growth rates.

Women are significantly more likely to say they prefer growth in Whitby to remain about the same (58%, vs. 48% of men). Conversely, newer residents (two years or less) are more likely to prefer that the population increases (30%, vs. 15% of those residing in Whitby for more than 10 years).

It was explained to respondents that Whitby’s share of Durham’s population is currently about 20 percent. Respondents were then asked if over the next 25 years the Town of Whitby’s share of Durham’s population should increase, decrease or remain about the same. Most residents agree that Whitby’s share of Durham’s population should remain about the same (63%), although one-quarter (25%) believe it should increase and one in ten (9%) say it should decrease.

While residents residing in urban Whitby and Brooklin share similar opinions, rural Whitby residents are significantly more likely to feel that Whitby’s share of Durham’s population should increase (33%).

Whitby’s share of Durham’s population
November 2007



Question 6: Whitby’s share of Durham’s population is currently about 20 percent. Over the next 25 years, should the Town of Whitby’s share of Durham’s population increase, decrease or remain about the same?

Not surprisingly, residents who believe Whitby’s share of Durham’s population should increase are also more likely to feel that the past rate of growth in Whitby has been too slow or about right, are not very or not at all concerned about growth in their community, and say the future rate of growth in Whitby should increase or at least stay the same.

Younger residents 18 to 34 years of age (72%) and newer residents (74%) are significantly more likely to feel that Whitby’s share of Durham’s population should remain about the same. In contrast, older residents over 45 years of age (12%) and those who have resided in Whitby for 10 or more years (12%) are more inclined to say it should decrease.

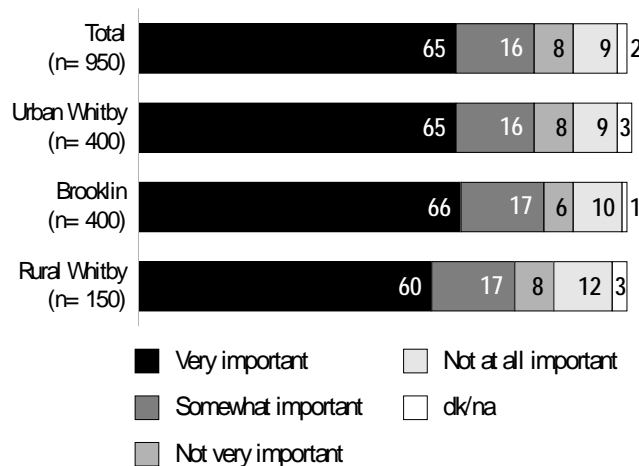
JOB CREATION

When considering future job creation, the majority of residents place a high degree of importance on having the opportunity to work in or close to the Town of Whitby.

When reflecting upon the possibility of future job creation, about two-thirds of residents (65%) feel that it is very important that they have the opportunity to work in or close to the Town of Whitby and almost another one in six (16%) say that it is somewhat important, resulting in over eight in ten (81%) residents who believe this is an important aspect. Seventeen percent (17%) of residents feel that having the opportunity to work in or close to Whitby is either not very (8%) or not at all (9%) important to them. Similar views are reported among residents living in each sub-area of Whitby.

Importance of having opportunity to work in or close to the Town of Whitby

November 2007



Question 7: Thinking about future job creation, is it very, somewhat, not very or not at all important that you have the opportunity to work in or close to the Town of Whitby?

Residents who are very or somewhat concerned about population growth in Whitby are significantly more likely to say that the opportunity to work in or close to Whitby is, to some extent, important to them (84%, vs. 76% who are not very or not at all concerned about Whitby’s growth). Additionally, residents who feel the future rate of growth in Whitby should increase are also substantially more likely to state that local job opportunities are important (87%).

The importance of local job creation is higher among women (86%), newer residents (91%) and those with children in their household (87%). Similarly, those currently working (85%) and those working in Whitby (91%) place a higher degree of importance on local job opportunities than those who are not currently working (67%) or who are working outside of the Durham Region (82%).

The importance placed on local job opportunities decreases with age as younger residents are significantly more likely to say future local job prospects are very or somewhat important compared to older residents (91% vs. 61%).

‘Greenfield’ development

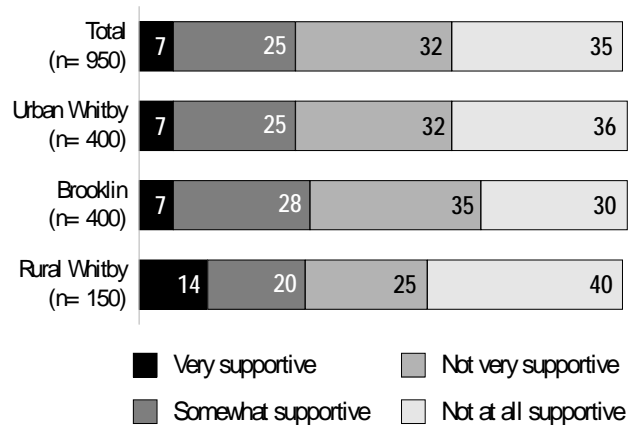
Two-thirds of Whitby residents say they are not very or not at all supportive of ‘greenfield’ development in Whitby.

It was explained to respondents that ‘greenfield’ development refers to new residential subdivisions located on underdeveloped land or farmland. Residents were then asked to what extent they supported more residential subdivisions being established in Whitby. About one-third of residents (32%) are either very (7%) or somewhat (25%) supportive of ‘greenfield’ development, while over two-thirds (67%) say they are not very (32%) or not at all supportive (35%) of this type of development.

Overall support for ‘greenfield’ development is similar among most residents regardless of the geographic sub-area in which they reside. However, compared to residents in urban Whitby and Brooklin, twice as many rural Whitby residents say they are very supportive of ‘greenfield’ development (14%).

Support for ‘greenfield’ development in the Town of Whitby

November 2007



Question 8: ‘Greenfield’ development refers to new residential subdivisions located on underdeveloped land or farmland. Are you very supportive, somewhat supportive, not very supportive or not at all supportive of more residential subdivisions being established in Whitby?

Those residents who are very or somewhat supportive of ‘greenfield’ development are also significantly more likely say they are not very or not all concerned about population growth in Whitby (55%), feel that the past rate of growth in Whitby has been too slow or about right (60%) and believe the future rate of growth in their community should increase (55%). In contrast, residents who are not very or not at all supportive of ‘greenfield’ development are generally

concerned about Whitby's population growth (81%), believe the rate of growth has been too fast (83%) and say the future rate of growth should decrease (87%). Those residing in Whitby for more than 10 years are also significantly less likely to support this type of development (41% say they are not at all supportive of 'greenfield' development in Whitby).

Men are significantly more supportive of 'greenfield' development in Whitby than women (36% vs. 28%). However, support for 'greenfield' development decreases with age, as younger residents are much more supportive of this type of development than older residents (35% of 18- to 34-year-olds, vs. 20% of those over 65 years of age).

URBAN EXPANSION IN WHITBY

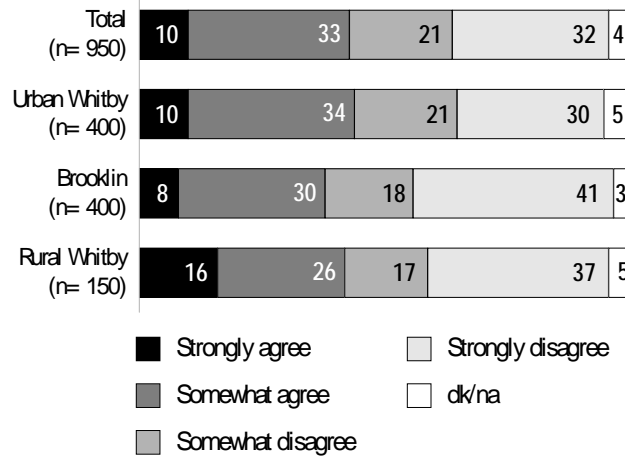
Agreement is mixed as to the expansion of urban areas west and north of Brooklin or of west Whitby to Lakeridge Road, which are indicated as priority areas for possible future urban expansion in the updated Regional Official Plan.

Regardless of their overall support for 'greenfield' development in Whitby, respondents were asked about their overall agreement with the location of new residential development, if established.

In terms of a future expanded urban area west and north of Brooklin, about four in ten residents (43%) either strongly (10%) or somewhat (33%) agree with growth in this location. However, half of residents (53%) say they somewhat (21%) or strongly (32%) disagree with establishing new residential subdivisions west and north of Brooklin. Four percent of residents are uncertain.

Residents currently residing in Brooklin are significantly more likely to disagree overall with a future urban expansion area west and north of Brooklin (59%, vs. 52% of those residing in urban Whitby). Moreover, Brooklin residents are considerably more likely to say that they "strongly disagree" (41%) with this type of development.

Agreement with expanded development of urban area west and north of Brooklin
November 2007



Question 9a: If new residential subdivisions are established, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with expanded development of a future urban area west and north of Brooklin?

Consistent with previous responses, residents who strongly or somewhat agree with the development of a future expanded urban area west and north of Brooklin are generally less likely to be concerned about Whitby’s population growth (66%), feel that the past rate of growth in Whitby has been too slow or about right (66%), and say the future rate of growth in their community should increase (66%). Additionally, residents who support growth in this location are also more likely to be very or somewhat supportive of ‘greenfield’ development in Whitby (74%, vs. 29% who are not very or not at all supportive of ‘greenfield’ development).

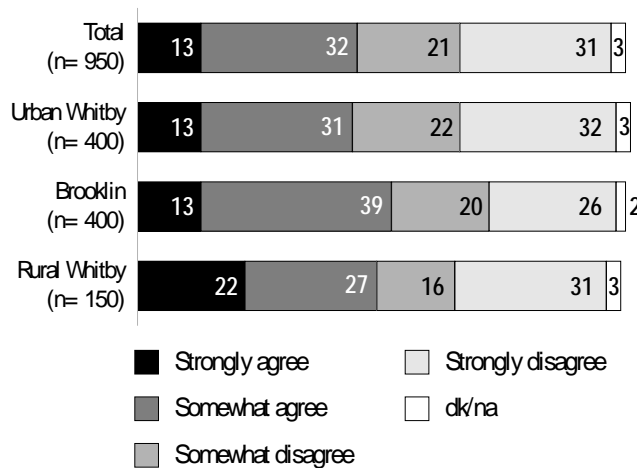
Overall support for new residential subdivisions west and north of Brooklin increases at the same time age decreases, with younger residents (52%) significantly more likely to agree with expansion of this area versus older residents (24% agree). Agreement with ‘greenfield’ development in this location is also higher among residents whose households include children (49%, vs. 40% of those without children) or include three or more people (49%, vs. 37% of those with one or two residents in their household).

In terms of a future urban expansion area in west Whitby to Lakeridge Road, just over one in ten residents (13%) say they strongly agree with growth in this area and another third (32%) say they somewhat agree, resulting in less than half (45%) who agree with expanded ‘greenfield’ development in this location. However, just over half (52%) of residents either somewhat (21%) or strongly (31%) disagree with new residential subdivisions being established in this location. Three percent of residents are uncertain.

Overall, urban Whitby residents are significantly less likely to agree with the development of a future urban area of west Whitby to Lakeridge Road (43% vs. 52% of Brooklin residents). In fact, urban Whitby residents are slightly more apt to say that they strongly disagree with new residential development in this location (32% vs. 25% of Brooklin residents).

Interestingly, compared to those in urban Whitby and Brooklin, rural Whitby residents are almost twice as likely to say they strongly agree with ‘greenfield’ development in this location (22%).

Agreement with expanded development of urban area of west Whitby to Lakeridge Road
November 2007



Question 9b: If new residential subdivisions are established, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with expanded development of a future urban area of west Whitby to Lakeridge Road?

Once again, residents who strongly or somewhat agree with the development of a future expanded urban area of west Whitby to Lakeridge Road are also significantly less likely to be concerned about Whitby’s population growth (72%), feel that the past rate of growth in Whitby has been too slow or about right (70%) and say the future rate of growth in their community should increase (70%).

Residents who support growth in this location are also more likely to be very or somewhat supportive of ‘greenfield’ development (83%, vs. 27% who are not very or not at all supportive). Agreement with new residential subdivisions being established in west Whitby to Lakeridge is generally consistent across all other segments of the population.

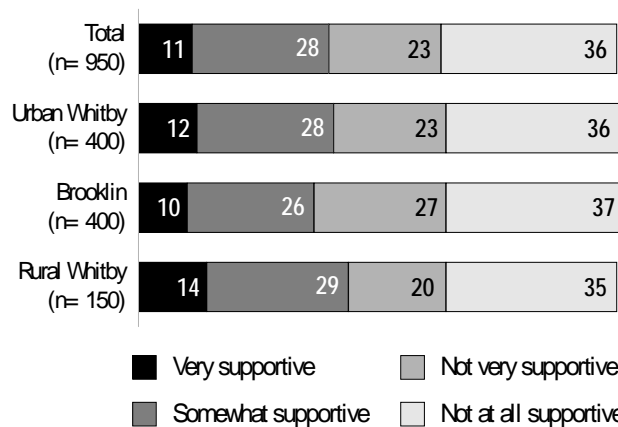
Intensification development

Six in ten Whitby residents say they are not very or not at all supportive of more residential development in already existing or built-up urban areas in the Town of Whitby.

It was explained to respondents that the other way to accommodate population growth is through residential intensification, meaning that more residents are accommodated in existing urban areas and through a mix of housing ranging from basement apartments to townhouses and apartment buildings. Residents were then asked to what extent they supported more residential development in already existing or built-up urban areas of Whitby.

About four in ten residents (40%) are either very (11%) or somewhat (28%) supportive of more residential development in already existing or built-up urban areas, while six in ten (59%) say they are not very (23%) or not at all (36%) supportive of this type of development. Two percent of residents are uncertain. Similar support is reported among residents residing in each geographic sub-area of Whitby.

Support for intensification of existing urban areas in the Town of Whitby November 2007



Question 10: Would you say you are very, somewhat, not very or not at all supportive of more residential development in already existing or built-up urban areas in Whitby?

Residents very or somewhat supportive of intensification development are significantly more likely to say they are not very or not all concerned about population growth in Whitby (46%), feel that the past rate of growth in Whitby has been too slow or about right (44%) and believe the future rate of growth in their community should increase (53%). In contrast, residents who are not very or not at all supportive of intensification development are significantly more likely to be concerned about Whitby's population growth (63%), believe the rate of growth has been too fast (63%) and say the future rate of growth should decrease (67%).

Residents who support 'greenfield' development in Whitby are also more likely to support intensification (45%, vs. 36% who are not very or not at all supportive of 'greenfield' development).

Those residents currently residing in semi-detached/townhomes, apartments or condominiums are significantly more likely to say that they support population growth through residential intensification (58%, vs. 34% of those residing in detached dwellings that support intensification). On the other hand, residents with children residing in their household (68%) are less supportive (not very or not at all) of this type of development. Additionally, residents who report working outside of the Durham Region also have a tendency to be less supportive of residential intensification in Whitby (70% say they are not very or not at all supportive of more residential development in existing urban areas).

INTENSIFICATION LOCATIONS IN EXISTING URBAN AREAS

There is general support for intensification near public transit and underdeveloped or industrial sites. However, support is substantially lower for more development in existing low density neighbourhoods or in downtown Brooklin.

It was explained to respondents that the Province's Growth Plan requires that a significant portion of new growth be accommodated by increasing development within existing urban areas. Respondents were asked the extent to which they agreed or disagreed that more development should occur in nine specific urban areas of Whitby.

Three-quarters of residents either strongly (38%) or somewhat (38%) agree that more development, or intensification, should occur in areas close to the Durham Region Transit. Similarly, most residents agree (68%) with more development in the area of or at the Whitby GO station (29% strongly agree and 36% somewhat agree). Brooklin residents are significantly more likely to agree with more development in these areas compared to urban or rural Whitby residents.

There is moderate agreement (68%) regarding more development on underdeveloped sites or on former industrial sites (25% strongly agree and 43% somewhat agree). Overall agreement with

intensification of this type of area is similar among residents regardless of the geographic sub-area in which they reside.

There is overall moderate agreement concerning intensification of areas near plazas or commercial areas, as about six in ten residents generally agree with more development in areas near plazas (19% strongly and 43% somewhat) and in major commercial areas (21% strongly and 40% somewhat). Brooklin residents are substantially more apt to agree with intensification in areas near plazas than those who reside in urban Whitby.

Agreement is mixed regarding intensification along major roads as just over half of Whitby residents strongly or somewhat agree with intensification along these areas (16% strongly and 38% somewhat). Support for intensification along major roads is mixed regardless of whether residents reside in urban Whitby, Brooklin or rural Whitby.

While over half of residents either strongly (24%) or somewhat (30%) agree with more development in downtown Whitby, substantially fewer agree more development should occur in downtown Brooklin (13% strongly agree and 29% somewhat agree). Additionally, Brooklin residents are significantly less likely to support more development in downtown Brooklin compared to residents in either urban or rural Brooklin.

In general, there is low support for intensification in existing low density neighbourhoods, with only about four in ten residents agreeing (12% strongly and 33% somewhat) more development should occur in these areas. Similar support is reported among residents residing in each geographic sub-area of Whitby.

Agreement that more development should occur....
 November 2007 Strongly or somewhat agree

| | Percent of respondents | | | |
|---|------------------------|--------------------|----------------|--------------------|
| | Total n=950 | Urban Whitby n=400 | Brooklin n=400 | Rural Whitby n=150 |
| In areas close to Durham Region Transit | 76 | 75 | 82 | 76 |
| On underdeveloped sites or on former industrial sites | 68 | 68 | 67 | 69 |
| In the area of or at the Whitby GO station | 65 | 64 | 74 | 65 |
| In areas near plazas | 62 | 61 | 70 | 67 |
| In major commercial areas | 61 | 60 | 64 | 58 |
| In areas along major roads | 54 | 53 | 59 | 54 |
| In downtown Whitby | 54 | 54 | 57 | 53 |
| In existing low density neighbourhoods | 44 | 44 | 48 | 52 |
| In downtown Brooklin | 42 | 43 | 36 | 42 |

Question 11a-i: For each of the following areas of Whitby, please tell me the extent to which you agree (strongly or somewhat) or disagree (strongly or somewhat) that more development should occur?

Overall agreement regarding intensified development of these specific areas is higher among residents who are not very or not at all concerned about population growth in Whitby, who believe the past rate of growth in their community has been too slow or about right and who agree that the future rate of growth in Whitby should increase. Those who generally support ‘greenfield’ development and intensification in Whitby are also much more likely to agree that more development should occur in these areas. Additionally, support for intensification of these specific areas is typically greater among younger residents, newer residents to Whitby, those whose households include children and those whose households have three or more people.

In general, residents who are currently working full- or part-time are more apt to agree with intensification in areas close to public transit, particularly in the area of or at the Whitby GO station (68% agree overall). Residents working full- or part-time are also significantly more likely to agree development should occur on underdeveloped sites or on former industrial areas (71%), along major roads (57%), in downtown Brooklin (45%) and in existing low density neighbourhoods (46%).

Compared to those living in detached homes, residents who report residing in semi-detached homes or townhomes are significantly more likely to strongly or somewhat agree that more development

should occur in areas near plazas (74%), as well as close to Durham Region Transit (86%) and in downtown Whitby (56%). Interestingly, those residing in detached homes are significantly less likely to support more development in existing low density neighbourhoods (56% disagree) than those in other types of housing (42% disagree with more development in these areas).

Men are generally more likely to agree with intensification in areas near plazas (66%) and in downtown Whitby (60%). Overall agreement with more development in these specific areas is generally consistent across all other segments of the population.

AGRICULTURAL LAND AND NATURAL HERITAGE SYSTEMS

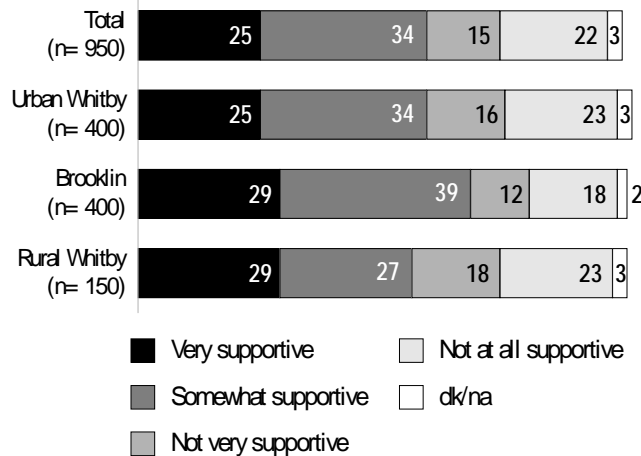
The vast majority of residents are concerned about the preservation of natural environment features in their community and about six in ten residents support new growth being accommodated in existing urban areas in order to protect these natural heritage systems.

It was explained to respondents that to protect and preserve agricultural land and natural heritage systems, new growth will need to be accommodated in existing urban areas. Respondents were then asked if, in general, they were very, somewhat, not very or not at all supportive of this approach. Six in ten residents (59%) report being either very (25%) or somewhat (34%) supportive of new growth in existing urban areas, while almost four in ten (37%) say they are not very or not at all supportive and three percent are unsure.

Brooklin residents are significantly more likely to say they are generally supportive of new growth being accommodated in existing urban areas (68% very or somewhat supportive) compared to residents living in urban Whitby (59%) or rural Whitby (56%).

Support for new growth in existing urban areas

November 2007



Question 12: To protect and preserve agricultural land and natural heritage systems, new growth will need to be accommodated in existing urban areas. In general, are you very, somewhat, not very or not at all supportive of this approach?

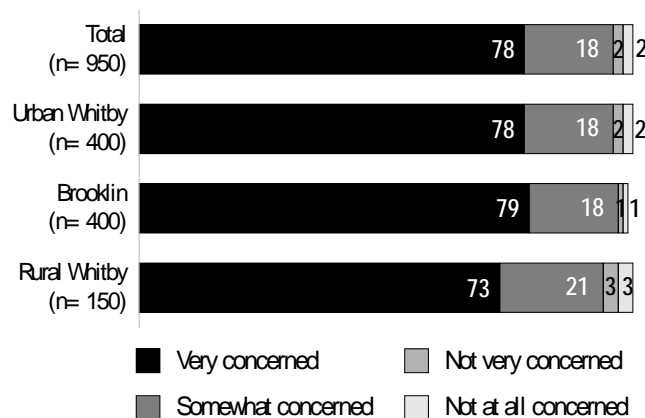
Overall support for new growth being accommodated in existing urban areas is typically higher among residents who are generally not concerned about population growth in Whitby, who believe the past rate of growth in their community has been too slow or about right and who agree that the future rate of growth in Whitby should increase. Those who generally support ‘greenfield’ development and intensification in Whitby are also much more likely to say they are very or

somewhat supportive of this approach to protect and preserve agricultural land and natural heritage systems.

Support for this approach increases as age decreases, as younger residents 18 to 34 years of age (73%) are significantly more likely to report being very or somewhat supportive of new growth being accommodated in existing urban areas compared to older residents over 65 years of age (35%) who share the same opinions. Support for this approach to new growth is similar across all other segments of the population.

The vast majority (96%) of residents say that they are very (78%) or somewhat (18%) concerned about the preservation of natural environment features in their community. A similar degree of concern is reported among residents residing in each sub-area of Whitby.

Concern for the preservation of natural environment features in Whitby
November 2007



Question 13: Are you very, somewhat, not very or not at all concerned about the preservation of natural environment features in your community?

Residents who report being very or somewhat concerned about population growth in Whitby, who feel the past rate of growth has been too fast and that the future rate of growth should decrease are significantly more likely to say that they are very concerned about the preservation of natural environment features in their community. Residents who generally do not support ‘greenfield’ development (88%) and women (83%) are also significantly more likely to say that they are very concerned about this issue.

Additional respondents' comments

Overcrowding, too much high density housing and a loss of green space and farmland are common images associated with bad growth and development. Conversely, carefully planned development resulting in more green spaces, increased businesses and amenities and an appropriate mix of housing are seen as the outcome of good growth and development.

Finally, respondents were asked what came to mind when thinking about both bad and good growth and development in the Town of Whitby. It is important to note that residents' responses may take into consideration not only their own experiences but also their general perceptions or what they may have seen, heard or read about in terms of population demands, both in Whitby and other communities.

Among those who provided a negative comment, a variety of concerns and issues were identified but none by more than one-quarter of residents. The most commonly perceived concern relates to general overcrowding, overdevelopment and outward expansion of the community (24%). Urban Whitby residents are significantly more likely to mention overcrowding and overdevelopment as a negative outcome of population growth versus those in Brooklin or rural Whitby.

About two in ten residents (22%) relate bad growth to too many high density neighbourhoods, with a mix of housing types and high rises. A similar proportion (21%) of residents' also associates bad growth to a loss of green space, parks and farmland. Other common perceptions of bad growth include a lack of infrastructure and roads to properly accommodate population growth, as well as increased traffic congestion and inappropriate planning and design.

Six percent of residents' reports that there is nothing bad about growth and development in Whitby and another one in ten (11%) were unable to provide a response.

What comes to mind when you think about bad growth in Whitby?
November 2007

| | Percent of respondents | | | |
|---|------------------------|--------------------|----------------|--------------------|
| | Total n=950 | Urban Whitby n=400 | Brooklin n=400 | Rural Whitby n=150 |
| Overcrowded/overdevelopment and expansion | 24 | 25 | 19 | 18 |
| High density housing/mix of houses/high rises | 22 | 22 | 21 | 15 |
| Loss of green space/parks/farmland | 21 | 22 | 19 | 19 |
| Lack of infrastructure/roads | 16 | 16 | 19 | 20 |
| Traffic congestion | 11 | 11 | 11 | 12 |
| Inadequate planning and design | 8 | 8 | 8 | 10 |
| High population/overpopulated (general) | 8 | 8 | 8 | 7 |
| Increased crime/gangs | 7 | 7 | 4 | 4 |
| Lack of public transportation and parking | 4 | 4 | 7 | 3 |
| Too much low income/welfare housing | 3 | 3 | 6 | 5 |
| Lack of services and amenities | 3 | 3 | 5 | 3 |
| Poor environment/lots of pollution | 3 | 3 | 4 | 4 |
| Lack of schools/education | 3 | 3 | 3 | 5 |
| Lack of business/industry | 2 | 2 | 3 | 3 |
| Not preserving heritage building and properties | 2 | 2 | 1 | 1 |
| Lack of employment/local jobs | 2 | 2 | 2 | 2 |
| Losing the small town feel | 1 | 2 | 1 | 0 |
| Increasing property taxes | 1 | 1 | 1 | 3 |
| Other (less than 1% mention) | 3 | 3 | 2 | 2 |
| Nothing bad about growth | 6 | 6 | 5 | 11 |
| Don't know | 11 | 11 | 15 | 15 |

Note: Does not add to 100 percent due to multiple mentions

Question 14: In your opinion, what comes to mind when you think about bad growth and development in Whitby?

In terms of what comes to mind related to good growth and development in the Town of Whitby, most residents think about proper planning and development to accommodate population growth. This includes appropriate planning, design and development of the community (16%), planning for lots of green spaces, parks and trails (16%), a balanced mix of residential housing (15%) and good infrastructure and roads to relieve or avoid traffic congestion (9%).

Residents also associate having additional amenities and services as a benefit of good growth, including such things as an increase in businesses and industry (15%), the availability of recreation facilities and libraries (12%), more schools (7%) and access to public transportation (6%). Local employment opportunities are also commonly connected with the idea of good growth and development (10%).

Despite a variety of positive comments made by respondents, over one-quarter of residents either feel that there is nothing good about population growth (14%) or they are unable to provide a response (13%). When thinking about good growth and development in Whitby, similar opinions are noted among residents regardless of the geographic sub-area in which they reside.

What comes to mind when you think about good growth in Whitby?

November 2007

| | Percent of respondents | | | |
|--|------------------------|--------------------|----------------|--------------------|
| | Total n=950 | Urban Whitby n=400 | Brooklin n=400 | Rural Whitby n=150 |
| Proper planning/design/development | 16 | 17 | 14 | 15 |
| Lots of green space/parks/trails | 16 | 16 | 14 | 13 |
| More businesses/industries/amenities | 15 | 15 | 18 | 17 |
| Low density/balanced residential development | 15 | 15 | 13 | 13 |
| Availability of recreation facilities, libraries, etc. | 12 | 13 | 9 | 11 |
| More employment opportunities | 10 | 11 | 7 | 11 |
| Good infrastructure/roads/less congestion | 9 | 9 | 11 | 15 |
| Good education/schools | 7 | 7 | 6 | 11 |
| Accessible public transportation | 6 | 7 | 3 | 6 |
| Development/maintenance of the waterfront | 4 | 4 | 2 | 2 |
| Small town/family/friendly community feel | 3 | 3 | 3 | 3 |
| Strong economy/higher income | 3 | 3 | 1 | 4 |
| Preservation of heritage areas and buildings | 2 | 2 | 4 | 5 |
| Lower taxes | 2 | 2 | 1 | 3 |
| Access to healthcare/hospitals | 1 | 1 | 1 | 2 |
| Affordable housing | - | - | 1 | 0 |
| Good politicians/political support | - | - | 1 | 1 |
| Other (less than 1% per mention) | 1 | 1 | 2 | 1 |
| Nothing good about growth | 14 | 14 | 14 | 10 |
| Don't know | 13 | 12 | 17 | 17 |

Note: Does not add to 100 percent due to multiple mentions

Question 15: In your opinion, what comes to mind when you think about good growth and development in Whitby?

SELF-COMPLETE SURVEY FINDINGS

A total of 26 self-complete questionnaires were completed and returned to Environics Research for data entry and analysis. Because of the limited number of residents represented it is too small a sample to support a statistically representative analysis; as a result the following section of the report provides a general overview of the findings among this group. **Interpretation of the results should be considered qualitative in nature.**

It is important to recognize that the majority of the respondents (n=20) completed their questionnaire while attending one of two OP Review public meetings. Insights gained from these meetings may have potentially influenced respondents' comments and opinions.

In general, residents who participated in the self-complete survey share similar views on population growth in Whitby to those residents who participated in the telephone survey.

Growth and development

Most respondents believe the rate of population growth in Whitby has been too fast and are concerned about growth-related issues, specifically overdevelopment and urban expansion.

Overdevelopment and urban expansion, as well as increased traffic and traffic congestion are issues most often noted by respondents as important local problems currently facing the Town of Whitby. The rate of growth in the community, loss of agricultural land and the availability of community amenities and services are concerns that are also commonly mentioned by respondents.

Most respondents believe that, in the past five years, the rate or pace of growth in the Town of Whitby has been too fast and, while others feel that rate of growth has been about right, not one respondent stated that the pace of growth has been too slow.

The vast majority of respondents report that they are either very or somewhat concerned about population growth in Whitby and very few say that they are not very or not all concerned. Specifically, respondents most often mention concerns related to overdevelopment and urban expansion. Traffic congestion, the availability of community amenities, a loss of green space and agricultural land and a lack of infrastructure are also commonly cited issues associated with respondents' concerns about growth in the Town of Whitby.

Despite being concerned about growth-related issues, most respondents agree the future rate of population growth and Whitby's share of Durham's population should remain about the same.

When considering the future rate or pace of population growth in Whitby, most respondents agree that the rate of growth in the community should remain about the same. However, a few respondents maintain that the rate of population growth should increase and a similar number believe that it should decrease. Additionally, the majority of respondents feel that, over the next 25 years, the Town of Whitby's share of Durham's population should remain about the same. Only a few respondents agree that this share should increase and very few say that it should decrease.

Almost all respondents agree that, when considering future job creation in Whitby, it is very or somewhat important that they have the opportunity to work in or close to the Town of Whitby.

For the most part, apprehension about population growth in Whitby is generally more widespread among those respondents who believe that the rate of growth has been too fast, who are concerned about population growth issues in their community, and who believe the future rate of growth and Whitby's share of Durham's growth should decrease. In contrast, similar views about population growth are held by those respondents who feel that rate of growth has been about right, who are not very or not at all concerned about growth in Whitby and who comment that future population trends should remain about the same or increase.

'Greenfield' development

Overall support for 'greenfield' development is mixed. However, while agreement with urban expansion west and north of Brooklin is mixed, there is much greater agreement with development of west Whitby to Lakeridge Road.

Respondents' support for 'greenfield' development, or new residential subdivisions located on underdeveloped land or farmland, is mixed. About half of all respondents say that they are very or somewhat supportive and half say they are not very or not at all supportive of more residential subdivisions being established west and north of Brooklin.

Respondents were also asked to comment on their overall agreement with the location of new residential subdivisions. Respondents' overall agreement is divided in terms of future urban expansion west and north of Brooklin as about half of respondents generally agree (strongly or somewhat) and half disagree. However, agreement is much higher with respect to urban expansion in west Whitby to Lakeridge Road, with most respondents generally agreeing with new residential subdivisions being established in this location.

Intensification development

Most respondents support residential intensification, particularly in areas located near public transit, commercial/retail areas and underdeveloped sites. However, support for more development in existing low density neighbourhoods is low.

Most respondents report that they are either very or somewhat supportive of more residential development in already existing or built-up urban areas in Whitby.

There is almost universal agreement with intensification or more development in areas close to the Durham Region Transit, in areas near plazas and in the area of or at the Whitby GO station. Likewise, most respondents generally agree that more development should occur in areas along major roads, in major commercial areas and on former industrial or underdeveloped sites.

While most respondents generally agree that more development should occur in downtown Whitby, there is substantially less support for increased development in downtown Brooklin, with only about half of respondents agreeing that more development should occur in this location.

Compared to other locations investigated, respondents are significantly less likely to agree that more development should occur in existing low density neighbourhoods, with the majority of respondents opposed to this suggestion.

In order to protect and preserve agricultural land and natural heritage systems, most respondents are either very or somewhat supportive of new growth being accommodated in existing urban areas. However, all respondents cite that they are concerned about the preservation of natural features in their community, with most saying that they are very concerned about this issue.

Additional comments

Issues related to insufficient planning are most often linked to bad growth and development, while a balanced mix of housing and proactive planning for future growth are typically perceived as good growth and development.

When asked what comes to mind when considering bad growth and development, many respondents cite inadequate planning and design. Bad growth is also associated with too many high density neighbourhoods that contain a mix of housing types and high rise buildings. A lack of infrastructure to accommodate increased population growth and general overcrowding are also common perceptions of bad growth. Some respondents also note a loss of green space, such as

farmland and parks, increased pollution and insufficient public transportation as outcomes of bad growth and development.

In contrast, when considering good growth and development, many respondents envision low density neighbourhoods with a balanced mix of residential housing. Proper planning for future growth, increased green space, parks and trails and adequate services and amenities are also considered part of good growth and development. Other perceptions of good growth and development in Whitby include development and maintenance of the waterfront, good quality schools, preservation of heritage areas and buildings and improved access to healthcare and hospitals.

Questionnaire

Town of Whitby

COMMUNITY'S PREFERENCE FOR FUTURE GROWTH Final Questionnaire – November 12, 2007

Introduction

Hello, my name is _____ with Environics Research Group, a public opinion research company. We are conducting a survey on behalf of the Town of Whitby to ask residents their opinions about future growth in Whitby.

Your views are important to Whitby Council and Staff as they undertake an Official Plan Review to guide growth and development in your community. This survey is registered with the national survey registration system.

[IF ASKED: The survey should take no more than 10 minutes to complete]

[IF ASKED: We are not selling or promoting anything and all your responses will be kept confidential]

[IF ASKED: The Official Plan is a document consisting of general principles and polices intended to guide and control future land use development and redevelopment in the Town of Whitby.]

[IF ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration system's toll-free telephone number is 1-800-554-9996].

A. For this study, I need to speak to the (**ALTERNATE:** male/female) in your household who is 18 years of age or older and who is having the next birthday. And is that person available?

- | | |
|--------------------------|--|
| 1. Yes, speaking | Continue |
| 2. Yes, I'll get him/her | Repeat introduction and continue |
| 3. Not now | Arrange callback and record first name of selected respondent |

B. Does anyone in your household currently work for.....? (**Read list.**)

- | | |
|--|--|
| 1. the Town of Whitby | If yes, record and continue |
| 2. the Region of Durham | If yes, record and continue |
| 3. public opinion, marketing research or advertising media firm | If yes, thank and end interview |

C. CHECK QUOTAS

1. Urban Whitby (n=400)
2. Rural Whitby (n=150)
3. Brooklin (n=400)

D. RECORD GENDER: WATCH QUOTAS (do not ask)

1. Male
 2. Female
-

Growth and development

1. What, in your opinion, is the single most important local problem facing the Town of Whitby today? **Do not read list. Record 'first' mention ONLY. Probe for clarification.**

- 01 -development/sprawl
- 02 -rate of growth in community
- 03 -traffic / congestion
- 04 -crime
- 05 -Loss of agricultural land
- 06 -Loss of natural heritage areas
- 07 -Loss of green space
- 08 -Availability of housing
- 09 -Availability of community amenities (e.g. rec. centre/library)
- 10 -Parking
- 11 -Poverty
- 12 -Increasing property taxes
- 13 -Quality of education
- 14 -Unemployment / no local jobs
- 97 – Nothing
- 98 – Other – **specify** _____
- 99 – DK/NA

2. In the past five years, would you say the rate or pace of growth in the Town of Whitby has been.....**Read list**

- 01 – too fast
- 02 – too slow
- 03 – or, about right
- 99 – DK/NA

3. The current population of the Town of Whitby is approximately 111,000. Are you very concerned, somewhat concerned, not very concerned or not at all concerned about population growth in Whitby?

01 – very concerned **Go to Q4**
02 – somewhat concerned **Go to Q4**
03 – not very concerned **Go to Q5**
04 – not at all concerned **Go to Q5**
99 – DK/NA **Go to Q5**

4. **Ask those who say “very” or “somewhat” concerned in Q4**

What are these concerns? Anything else? **Do not read. Record ‘first’ mention....allow for multiple response.**

01 – Traffic/congestion
02 – Loss of agricultural land
03 – Loss of natural heritage areas
04 – Loss of green space
05 – Development/sprawl
06 – Availability of housing
07 – Availability of community amenities (e.g. rec. centre/library)
08 – Affordability of housing
09 – Increasing property taxes
10 – Increasing taxes in general
98 – Other – **specify** _____
99 – DK/NA

5. Should the future rate or pace of population growth in the Town of Whitby.....**READ and check one only**

01 – increase
02 – decrease
03 – or, remain about the same
99 – DK/NA

6. Whitby's share of Durham's population is currently about 20%. Over the next 25 years, should the Town of Whitby's share of Durham's population.....**Read list**

01 – increase
02 – decrease
03 – or, remain about the same
99 – DK/NA

7. Thinking about future job creation, is it very, somewhat, not very or not at all important that you have the opportunity to work in or close to the Town of Whitby?

01 – Very important
02 - Somewhat important
03 – Not very important
04 – Not at all important
99 – DK/NA

Type of Growth

Read: Next I would like you to think about the type of growth and development you would like to see in Whitby.

8. "Greenfield" development refers to new residential subdivisions located on underdeveloped land or farmland. Are you very supportive, somewhat supportive, not very supportive or not at all supportive of more residential subdivisions being established in Whitby?

01 – Very supportive
02 – Somewhat supportive
03 – Not very supportive
04 – Not at all supportive
99 – DK/NA

9. IF new residential subdivisions are established, would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with**Rotate. Read**

- a) expanded development of a future urban area west and north of Brooklin
- b) expanded development of a future urban area of west Whitby to Lakeridge Road

- 01 - Strongly agree
- 02 - Somewhat agree
- 03 - Somewhat disagree
- 04 - Strongly disagree
- 99 – DK/NA

10. The other way to accommodate population growth is through residential “intensification”. This means more residents are accommodated in existing areas and through a mix of housing, ranging from basement apartments to townhouses and apartment buildings.

Would you say you are you very, somewhat, not very or not at all supportive of **more** residential development in already existing or built up urban areas in Whitby?

- 01 – Very supportive
- 02 – Somewhat supportive
- 03 – Not very supportive
- 04 – Not at all supportive
- 99 – DK/NA

Read: The Province’s Growth Plan requires that a significant portion of new growth be accommodated by increasing the development **in** existing urban areas.

- 11a. For each of the following areas of Whitby, please tell me the extent to which you agree or disagree that **more** development should occur? First, do you agree or disagree more development should be.....

Randomly rotate. Read. Determine extent of agreement. (Interviewer note: if necessary clarify agreement with *more* development happening in these areas)

- 01 - Strongly agree
- 02 - Somewhat agree
- 03 - Somewhat disagree
- 04 - Strongly disagree
- 99 – DK/NA

- a) In existing low density neighbourhoods
- b) In areas along major roads
- c) In areas close to Durham Region Transit
- d) In downtown Whitby
- e) In downtown Brooklin
- f) In major commercial areas
- g) In the area of or at the Whitby GO station
- h) In areas near plazas
- i) On underdeveloped sites or on former industrial sites

- 12a. To protect and preserve agricultural land and natural heritage systems, new growth will need to be accommodated in existing urban areas.

In general, are you very, somewhat, not very or not at all supportive of this approach?

Determine degree of support

- 01 – Very supportive
- 02 - Somewhat supportive
- 03 – Not very supportive
- 04 – Not at all supportive
- 99 – DK/NA

13. Are you very, somewhat, not very or not at all concerned about the preservation of natural environment features in your community?

- 01 – very concerned
- 02 – somewhat concerned
- 03 – not very concerned
- 04 – not at all concerned
- 99 – DK/NA

14. In your opinion, what comes to mind when you think about “bad” growth and development in Whitby? **Probe**

- 01 – specify _____
- 98 – nothing bad about growth
- 99 – DK/NA

15. And, what comes to mind when you think about “good” growth and development in Whitby? **Probe**

01 – specify _____
98 – nothing good about growth
99 – DK/NA

Statistical and demographic questions

Finally, I'd like to ask you a few questions about yourself that will help us to analyze the results of this survey. I would like to assure you that nothing will be recorded to link your answers with you or your household.

- D1. First, in what year were you born?

_____ **Record year**
99 – DK/NA

- D2. How many years have you lived in Whitby?

_____ **Record number of years**
99 – DK/NA

- D3. Do you own or rent your home?

01 - Own
02 - Rent
99 – DK/NA

- D4. What type of dwelling do you live in? **Read if necessary.**

01 - single detached dwelling
02 - semi-detached or linked dwelling
03 – townhouse
04 – apartment/condominium
05 – senior's development/complex
99 – DK/NA

D5. How many individuals, including yourself, currently live in your household?

— —
99 – NA/REFUSE

D6. Does your household currently include any children under 16 years of age?

01 – Yes
02 – No
99 – NA/REFUSE

D7. Do you own a business in the Town of Whitby?

01 – Yes
02 – No
99 – NA/REFUSE

D8. What is your current employment status? **Read if necessary**

01 - Working full time, including self-employment
02 - Working part time, including self-employment
03 – Homemaker **Go to QD11**
04 – Student **Go to QD11**
05 - Not employed **Go to QD11**
06 - Retired **Go to QD11**
99 – NA/REFUSE **Go to QD11**

D9. **If 01 or 02 in QD8, ask:** Do you currently work in.... **Read**

01 – Whitby
02 – elsewhere in Durham region (e.g. Oshawa, Pickering, Ajax, Clarington, Scugog,
Uxbridge, Brock)
03 – outside of the Durham region (e.g. Toronto, Markham)
99 – NA/REFUSE

D11. To better understand how results vary by region, may I have your 6-digit postal code?
Accept first three digits if that is all respondent is willing to give

999999 – DK/REFUSED

ASK D12 TO EVERY THIRD RESPONDENT

D12. Finally, as part of the Town’s Official Plan Review the Town of Whitby may be inviting residents to attend future discussion groups to talk about population growth and development in your community.

Would you be interested in the Town of Whitby contacting you about participation in a discussion group? Again, I would like to assure you that your opinions in this survey will be kept confidential.

- 01 – Yes Thank and record contact information
- 02 – No Thank and end interview

If interested in future discussion groups record the following information:

Contact Name: _____
Phone Number: _____

The Town of Whitby may be contacting you to provide you with more information about attending one of these upcoming discussions.

That is all of the questions I have. Thank you for your time.

Interviewer Note: Only if asked by respondent – questions about the study or Official Plan Review may be answered by contacting: Town of Whitby Planning Department – 905.430.4306 OR www.townofwhitby.ca



Town of Whitby



2007 RESIDENTS SURVEY ON FUTURE GROWTH

The Whitby Official Plan is a key planning document comprising general principles and policies intended to guide and control future land use development and redevelopment, while safeguarding significant natural features and rural areas. It provides a general policy direction and land use planning framework to guide the physical, social economic and environmental management and growth of the Town. The Official Plan Review is an undertaking that will include and welcome input from all stakeholders.

As part of the review process the Town of Whitby has commissioned Environics Research Group to conduct a survey to ask residents their opinions about future growth in Whitby. Your views are very important to the successful completion of this study and will be used by Whitby Council and Staff as they review population growth and development in your community.

To ensure your opinions are taken into consideration, your questionnaire must be received by December 07, 2007.

Please return your completed questionnaire by fax or mail to:

Environics Research Group
Attn: Town of Whitby Resident Survey
33 Bloor Street East, Suite 900
Toronto, ON, M4W 3H1
Fax: 416-920-3299

Or place your questionnaire in an envelope and drop it in the ballot box located at the Town of Whitby Planning Department
(575 Rossland Road East, Whitby. Monday to Friday, 8:30 a.m. to 4:30 p.m.)

For more information or questions related to the Official Plan Review please visit the Town of Whitby website at www.whitby.ca or email at officialplanreview@whitby.ca. Phone inquiries can be made at the Town of Whitby Planning Department at 905-430-4306.

Please be assured that your responses to the questions are entirely confidential and your answers will only be viewed in aggregate form, that is, grouped with the answers of other anonymous respondents. Please try to answer every question. If you have any questions regarding the survey please feel free to contact Beth MacKinnon at Environics Research Group at 416-969-2848 or beth.mackinnon@environics.ca.

Growth and Development

1. What, in your opinion, is the single most important local problem facing the Town of Whitby today?

2. In the past five years, would you say the rate or pace of growth in the Town of Whitby has been.....? Please check one only.

- ₀₁ Too fast
- ₀₂ Too slow
- ₀₃ About right
- ₉₉ Cannot say

3. The current population of the Town of Whitby is approximately 111,000. Are you very concerned, somewhat concerned, not very concerned or not at all concerned about population growth in Whitby?

- ₀₁ Very concerned
- ₀₂ Somewhat concerned
- ₀₃ Not very concerned → GO DIRECTLY TO QUESTION 5
- ₀₄ Not at all concerned → GO DIRECTLY TO QUESTION 5
- ₉₉ Cannot say → GO DIRECTLY TO QUESTION 5

4. What are your concerns regarding population growth in Whitby?

2007 Town of Whitby Residents Survey on Future Growth

5. Should the future rate or pace of population growth in the Town of Whitby....?

- ₀₁ Increase
- ₀₂ Decrease
- ₀₃ Remain about the same
- ₉₉ Cannot say

6. Whitby's share of Durham's population is currently about 20%. Over the next 25 years, should the Town of Whitby's share of Durham's population....?

- ₀₁ Increase
- ₀₂ Decrease
- ₀₃ Remain about the same
- ₉₉ Cannot say

7. Thinking about future job creation, how important is it that you have the opportunity to work in or close to the Town of Whitby?

- ₀₁ Very important
- ₀₂ Somewhat important
- ₀₃ Not very important
- ₀₄ Not at all important
- ₉₉ Cannot say

Type of Growth

Next we would like you to think about the type of growth and development you would like to see in Whitby.

8. "Greenfield" development refers to new residential subdivisions located on underdeveloped land or farmland. Are you very supportive, somewhat supportive, not very supportive or not at all supportive of new residential subdivisions being established in Whitby?

- ₀₁ Very supportive
- ₀₂ Somewhat supportive
- ₀₃ Not very supportive
- ₀₄ Not at all supportive
- ₉₉ Cannot say

9. IF new residential subdivisions are established, would you agree or disagree with the **expanded development of a future urban area**:

a) west and north of Brooklin

- ₀₁ Strongly agree
- ₀₂ Somewhat agree
- ₀₃ Somewhat disagree
- ₀₄ Strongly disagree
- ₉₉ Cannot say

b) West Whitby to Lakeridge Road

- ₀₁ Strongly agree
- ₀₂ Somewhat agree
- ₀₃ Somewhat disagree
- ₀₄ Strongly disagree
- ₉₉ Cannot say

2007 Town of Whitby Residents Survey on Future Growth

10. The other way to accommodate population growth is through residential “intensification”. This means more residents are accommodated in existing areas and through a mix of housing, ranging from basement apartments to townhouses and apartment buildings.

To what extent do you support **more** residential development in already existing or built up urban areas in Whitby?

₀₁ Very supportive ₀₂ Somewhat supportive ₀₃ Not very supportive ₀₄ Not at all supportive ₉₉ Cannot say

11a. The Province’s Growth Plan requires that a significant portion of new growth be accommodated by increasing the development in existing urban areas.

Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree that more development should occur in the following areas?

| | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree | Cannot say |
|--|--|--|--|--|--|
| a) In existing low density neighbourhoods | <input type="checkbox"/> ₀₁ | <input type="checkbox"/> ₀₂ | <input type="checkbox"/> ₀₃ | <input type="checkbox"/> ₀₄ | <input type="checkbox"/> ₉₉ |
| b) In areas along major roads | <input type="checkbox"/> ₀₁ | <input type="checkbox"/> ₀₂ | <input type="checkbox"/> ₀₃ | <input type="checkbox"/> ₀₄ | <input type="checkbox"/> ₉₉ |
| c) In areas close to Durham Region Transit | <input type="checkbox"/> ₀₁ | <input type="checkbox"/> ₀₂ | <input type="checkbox"/> ₀₃ | <input type="checkbox"/> ₀₄ | <input type="checkbox"/> ₉₉ |
| d) In downtown Whitby | <input type="checkbox"/> ₀₁ | <input type="checkbox"/> ₀₂ | <input type="checkbox"/> ₀₃ | <input type="checkbox"/> ₀₄ | <input type="checkbox"/> ₉₉ |
| e) In downtown Brooklin | <input type="checkbox"/> ₀₁ | <input type="checkbox"/> ₀₂ | <input type="checkbox"/> ₀₃ | <input type="checkbox"/> ₀₄ | <input type="checkbox"/> ₉₉ |
| f) In major commercial areas | <input type="checkbox"/> ₀₁ | <input type="checkbox"/> ₀₂ | <input type="checkbox"/> ₀₃ | <input type="checkbox"/> ₀₄ | <input type="checkbox"/> ₉₉ |
| g) In the area of or at the Whitby GO station | <input type="checkbox"/> ₀₁ | <input type="checkbox"/> ₀₂ | <input type="checkbox"/> ₀₃ | <input type="checkbox"/> ₀₄ | <input type="checkbox"/> ₉₉ |
| h) In areas near plazas | <input type="checkbox"/> ₀₁ | <input type="checkbox"/> ₀₂ | <input type="checkbox"/> ₀₃ | <input type="checkbox"/> ₀₄ | <input type="checkbox"/> ₉₉ |
| i) On underdeveloped sites or on former industrial sites | <input type="checkbox"/> ₀₁ | <input type="checkbox"/> ₀₂ | <input type="checkbox"/> ₀₃ | <input type="checkbox"/> ₀₄ | <input type="checkbox"/> ₉₉ |

11b. Are there any other areas in Whitby you feel more development should occur? _____

2007 Town of Whitby Residents Survey on Future Growth

12. To protect and preserve agricultural land and natural heritage systems, new or future growth will need to be accommodated in existing urban areas.

In general, to what extent do you support this approach?

- ₀₁ Very supportive
- ₀₂ Somewhat supportive
- ₀₃ Not very supportive
- ₀₄ Not at all supportive
- ₉₉ Cannot say

13. Are you very, somewhat, not very or not at all concerned about the preservation of natural environment features in your community?

- ₀₁ Very concerned
- ₀₂ Somewhat concerned
- ₀₃ Not very concerned
- ₀₄ Not at all concerned
- ₉₉ Cannot say

14. What comes to mind when you think about “**bad**” growth and development in Whitby?

15. What comes to mind when you think about “**good**” growth and development in Whitby?

Statistical and Demographic questions

To finish, we would like you to answer some questions about you and your household. Please be assured that all your responses will be kept entirely anonymous and nothing will be recorded to link your answers with you or your household. .

D1. In what year were you born? _____

D2. How many years have you lived in Whitby? _____

D3. Do you own or rent your home?

₀₁ Own ₀₂ Rent

D4. What type of dwelling do you live in?

₀₁ Single detached dwelling

₀₂ Semi-detached or linked dwelling

₀₃ Townhouse

₀₄ Apartment/condominium

₀₅ Seniors Development/complex

D5. How many people, including yourself, currently live in your household?

_____ Number of adults (aged 18 or older)

_____ Number of children (aged 17 or younger)

D6. Does your household currently include any children under 16 years of age?

₀₁ Yes ₀₂ No

D7. Do you own a business in the Town of Whitby?

₀₁ Yes ₀₂ No

D8. What is your current employment status?

₀₁ Working full time, including self-employment

₀₂ Working part time including self-employment

₀₃ Homemaker

₀₄ Student

₀₅ Not employed

₀₆ Retired

D9. IF WORKING FULL OR PART TIME....

In which municipality do you currently work?

₀₁ Whitby

₀₂ Elsewhere in Durham region (e.g. Oshawa, Pickering, Ajax, Clarington, Scugog, Uxbridge, Brock)

₀₃ Outside of the Durham region (e.g. Toronto, Markham)

₀₄ Other

2007 Town of Whitby Residents Survey on Future Growth

D11. So that we may categorize your responses according to the area in which you live, could you please provide your complete postal code? **PLEASE SPECIFY ALL SIX DIGITS**

— — — — —

D12. Are you....? ₀₁ Male ₀₂ Female

D13. Does anyone in your household currently work for.....?

₀₁ Town of Whitby

₀₂ Region of Durham

₀₃ Public opinion, marketing reserach or advertising media firm

Survey Discussion Groups: The Town of Whitby may be inviting residents to attend future discussion groups related to this survey. These discussions would be hosted by the Town of Whitby and will allow them to gain more insight into residents' opinions about this topic. Most people find the experience very interesting and they enjoy the chance to provide their opinions.

If you are interested in the Town of Whitby contacting you about participation in a discussion group, please record your name below. Again, we would like to assure you that your opinions in this survey will be kept confidential and not linked to you or your household.

Contact Name: _____

Phone Number: (_____) _____

The Town of Whitby may contact you to provide you with more information about participating in a future discussion group.

Official Plan Review Public Meetings: The Town's Official Plan Review process includes public meetings to receive comments, ideas and input regarding any revisions to the Whitby Official Plan that may be required. Residents are invited to attend a Special Meeting of Council at either location noted below:

Public Meeting in Whitby, Wednesday, November 28th, 2007
Council Chambers, Whitby Municipal Building
575 Rossland Road East, Whitby, ON

Public Meeting in Brooklin, Thursday, December 6th, 2007
St. Thomas Anglican Church
101 Winchester Road East, Brooklin, ON

Should you wish to receive further notification (e.g. notices, decisions) regarding the Official Plan Review, please submit your written request to the Town of Whitby Planning Department (575 Rossland Rd, E., Whitby, ON, L1N 2MB or officialplanreview@whitby.ca).

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS QUESTIONNAIRE. PLEASE RETURN YOUR COMPLETED QUESTIONNAIRE BY DECEMBER 07, 2007 TO:

Environics Research Group, Attn: Town of Whitby Resident Survey, 33 Bloor Street East, Suite 900, Toronto, ON, M4W 3H1, Fax: 416-920-3299
Or place your questionnaire in an envelope and drop it in the ballot box located at the Town of Whitby Planning Department.