PLAN THE PEARL
Mount Pearl Municipal Plan Renewal

CITY OF Mount Pearl

Community Survey

HIGHLIGHTS OF RESULTS

The Plan the Pearl Community Survey was conducted in June 2024 as both an online survey and a paper survey that was delivered to all households in the City of Mount Pearl.

- A total of 1,755 surveys were completed; of which 613 were online surveys (35%).

- Most **respondents were residents of the City** (85%); many were property owners (40%). Seniors and pre-retirement people (55+) represented 64% of respondents, with 25-54-year- olds making up the balance (36%). Respondents were generally long-term residents.

- When asked what would **excite them most about Mount Pearl's future**, the strongest values were "A green city with parks, trees, nature and trails" (65%) and "A City with a wide range of housing options for seniors, young families and affordable options" (53%)

- When asked **what concerns you most about the future for Mount Pearl**, there were two leading concerns: "Traffic congestion:" (50%) and "Lack of affordable housing" (46%.)

- Most respondents lived in a **single family detached home** (79%). About as many were outright owners of their homes (43%) as those who were paying it off/mortgage (41%).

- When asked if they **would be able to buy the house they were currently living n with today's home prices and mortgage rates**, most indicated NO (65%).

- **Potential benefits of residential intensification** (high priority): "Securing financial sustainability to afford the high level of services in the City" then "More efficient use of existing services and infrastructure" and "Increasing housing affordability".

- Preferred **new housing opportunities**: Multi-unit buildings, i.e., apartments/condos (522) then Single detached (323) with the adjectives of 'senior' (389) and 'affordable' (362).

- Describing **City of Mount Pearl in 30 years**, respondents ranked: "Well governed (58%) & Family-friendly" (55%), then "Pedestrian-friendly streets" (41%) & "Sustainable" (38%).

- **Travel preferences:** For work, respondents were heavily vehicle oriented (> 75%); Recreation travel, mostly in summer with "Walk/Roll" and "Cycle" ranking highest.

- Respondents were **not willing to shift** from personal vehicle to other transport modes.

- The **biggest transportation priorities** in the next five years were to be: "Close to your day-to-day, grocery store, restaurants, facilities, medical, etc. (70%); then "Easy access to major roadways (49%) & "Access to parks and trails" (48%).

- Most respondents who were working do **not have flexible work arrangements** to help travel outside of the busiest weekday peak hours of roadway traffic (58%).

- Most important factors when choosing **how to travel**: "Convenience" & "Travel time".

- The reasons for respondents **not to regularly:**
    - walk bike, or roll were: "Feel unsafe-night time" (39%) & "More efficient to use a vehicle" (38%);
    - take public transit were: "Prefer to drive in my own vehicle" (71%) & "Inconvenient schedule" (29%).

- The most difficult time to travel through Mount Pearl is during **weekday peaks** (65%). And **traffic congestion** only moderately influences driving habits. The streets identified for greatest traffic congestion were: Commonwealth, Park Avenue, and Mount Carson.

- Most respondents did not find any difficulty in find **parking** when they needed it (83%) and did not feel uncomfortable about **larger trucks regularly travelling** on or **loading/unloading** on the side of City roadways.

- At the end of the survey, respondents were invited to express any other comments and In a nutshell, the comments indicated that respondents wanted:
    - **improvements to transportation** and
    - **to preserve a 'green' city, the city within a park**.

QUESTION 1

WHICH OF THESE DESCRIBE YOUR RELATIONSHIP TO THE CITY OF MOUNT PEARL?

There were 1755 responses and within the question the individuals were able to select more than one answer to describe themselves. The following characteristics describe the respondents to the Plan the Pearl Community Survey:

- 84% are residents of Mount Pearl;
- 40% are property owners
- 26% are retired;

There were negligible responses for the following characteristics that were listed for selection by respondents: worker, business-owners, students, new immigrants or temporary residents.

QUESTION 2

WHAT IS YOUR AGE?

For the total results of the survey (online and paper responses) y, there was a large response to the survey seniors. About 42% of respondents were over 65 years of age (15% over 75 years of age); the next most represented group was the 55-66 year age group or pre=retirement residents. Only 23% of the respondents represented the age groups which would normally be considered as 'young families' (25-34 and 35-44) and about 13% represented the 45-54-year old age group. [It should be noted the for the online surveys only (614), there was all an even distribution of representation from each 10-year age groups above 25 years of age, including seniors]

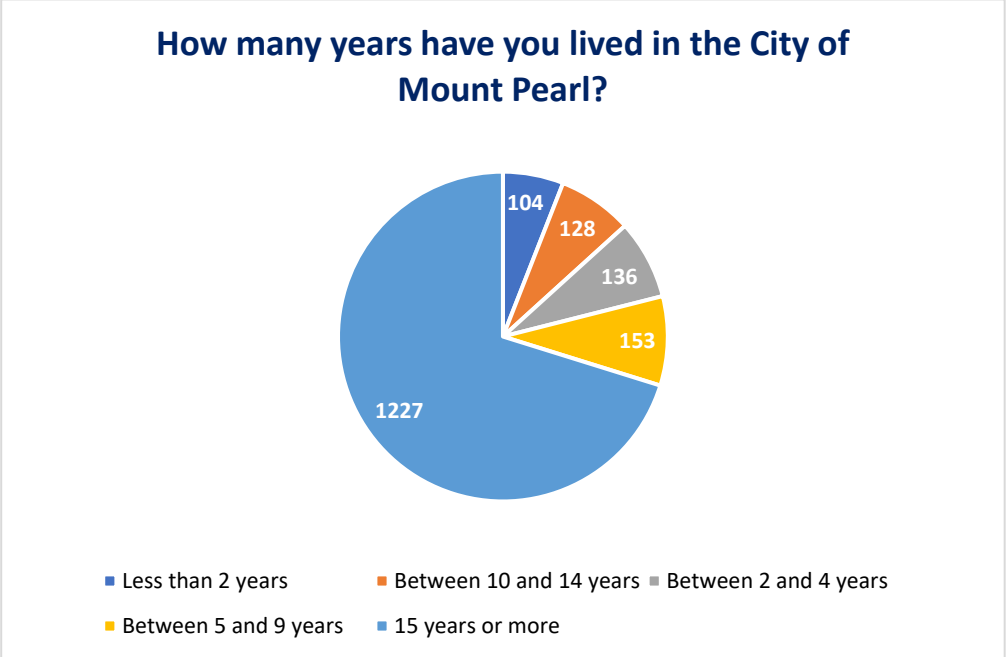
AGE GROUP CHOICES	RESPONSE PERCENT	RESPONSES
• Under 20 years	0.17%	3
• 20 - 24	1.26%	22
• 25-34 years	10%	182
• 35-44 years	13%	231
• 45- 54 years	13%	222
• 55-64 years	22%	383
• 65-74 years	27%	464
• 75 years and older	15%	260

QUESTION 3

HOW MANY YEARS HAVE YOU LIVED IN THE CITY OF MOUNT PEARL?

Over 70% indicated that they have lived in Mount Pearl for more than 15 years which means that the survey results reflect the observations, desires and opinions of long-term residents, as compared to new residents.

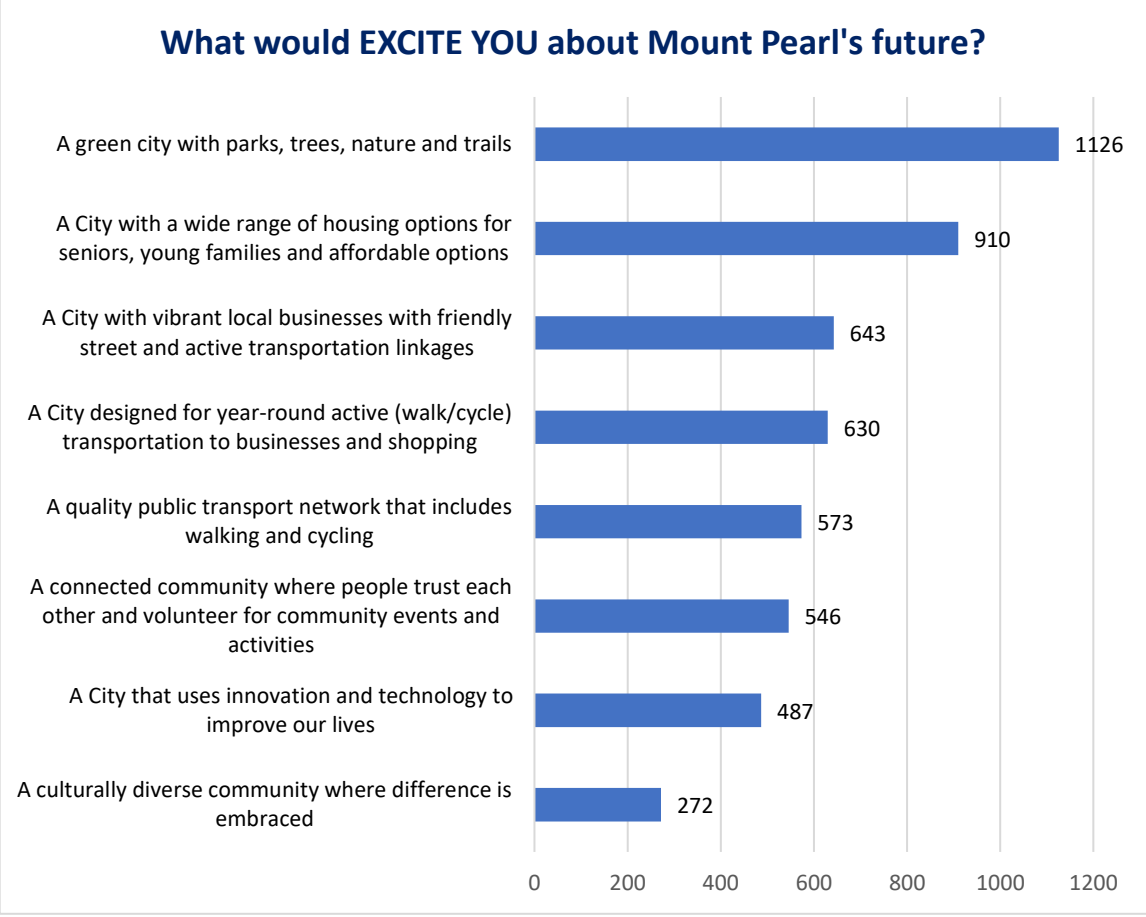
ANSWER CHOICES	RESPONSE PERCENT
• 15 years or more	70%
• Between 5 and 9 years	9%
• Between 2 and 4 years	8%
• Between 10 and 14 years	7%
• Less than 2 years	6%



QUESTION 4

WHICH OF THESE PHRASES DESCRIBES WHAT WOULD EXCITE YOU ABOUT MOUNT PEARL'S FUTURE? Please select your top three.

ANSWER CHOICES	RESPONSE PERCENT
• A green city with parks, trees, nature and trails	65%
• A City with a wide range of housing options for seniors, young families and affordable options	53%
• A City with vibrant local businesses with friendly street and active transportation linkages	37%
• A City designed for year-round active (walk/cycle) transportation to businesses and shopping	36%
• Quality public transport network that includes walking and cycling	33%
• A connected community where people trust each other and volunteer for community events and activities	36%
• A City that uses innovation and technology to improve our lives	28%
• A culturally diverse community where difference is embraced	16%

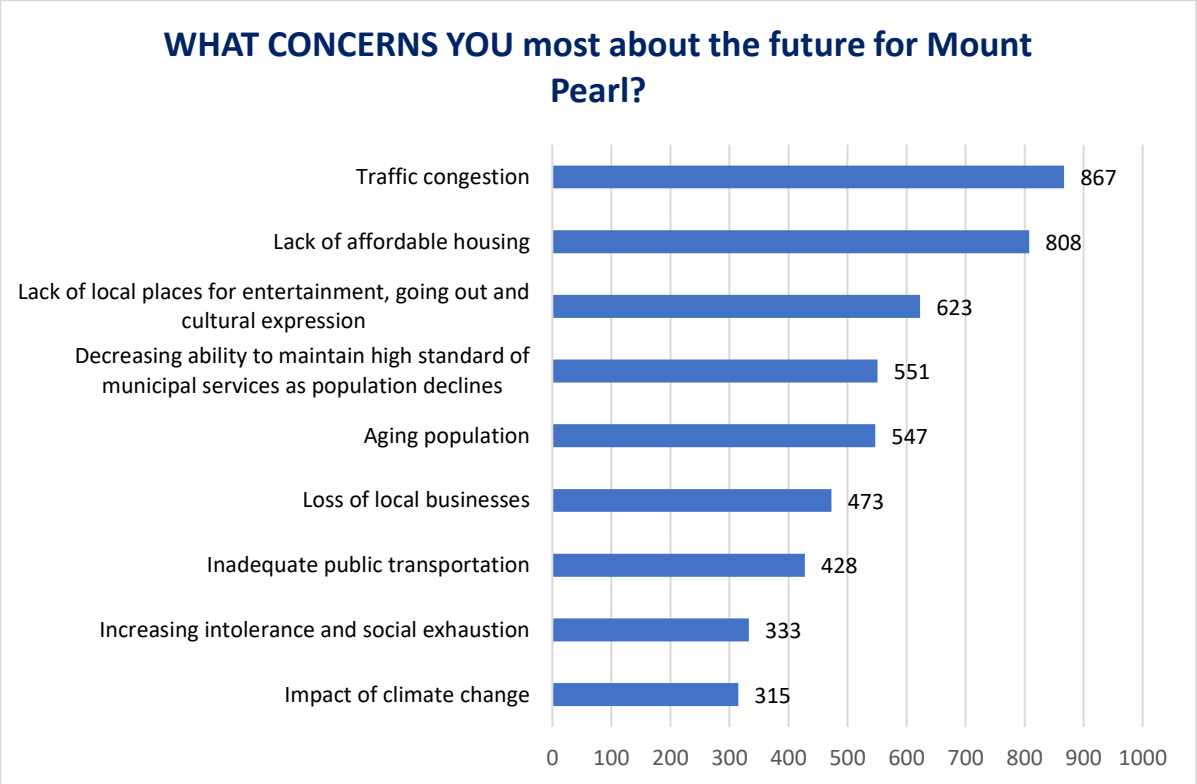


QUESTION 5

WHICH OF THESE PHRASES WOULD YOU USE TO DESCRIBE WHAT CONCERNS YOU MOST ABOUT THE FUTURE FOR MOUNT PEARL?

Please Select Your Top Three.

ANSWER CHOICES	RESPONSE PERCENT
• Traffic congestion	50%
• Lack of affordable housing	46%
• Lack of local places for entertainment, going out and cultural expression	36%
• Decreasing ability to maintain high standard of municipal services as population declines	32%
• Aging population	31%
• Loss of local businesses	27%
• Inadequate public transportation	25%
• Increasing intolerance and social exhaustion	19%
• Impact of climate change	18%

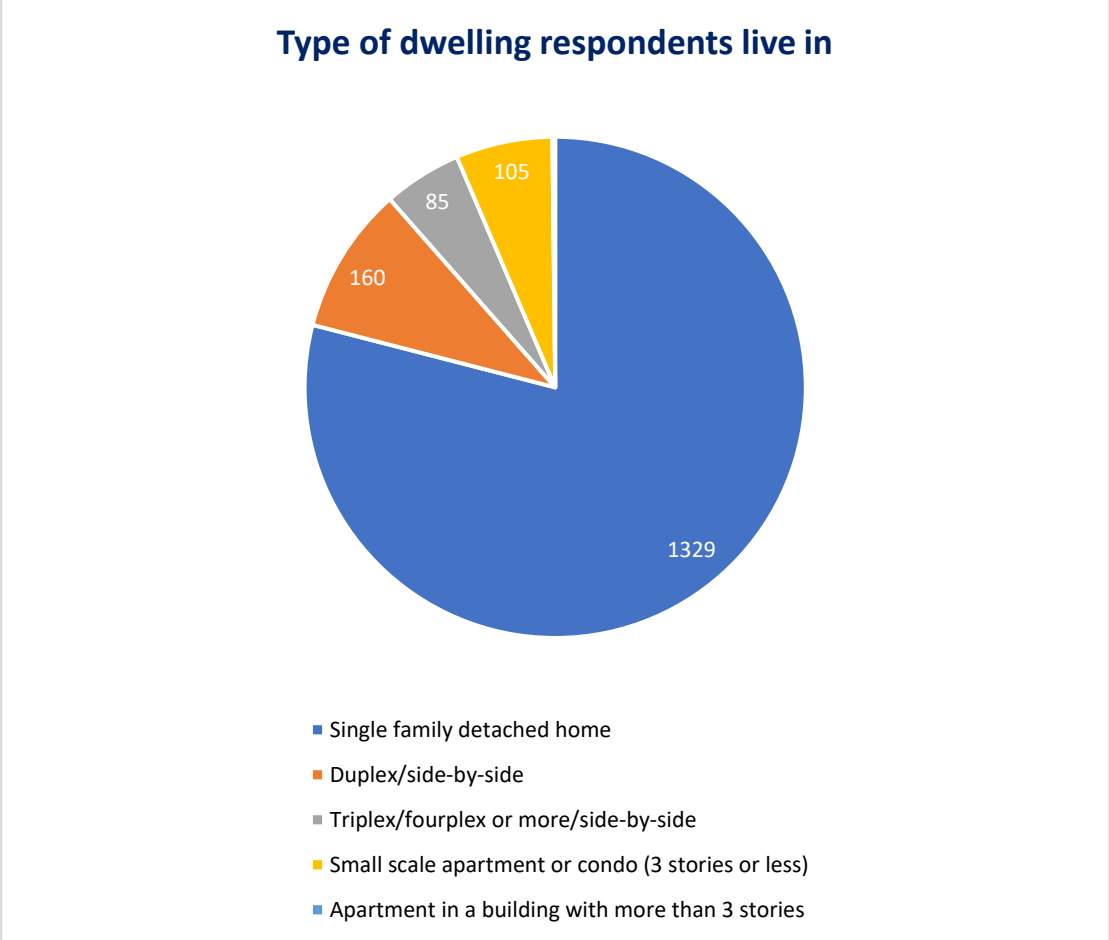


QUESTION 6

WHAT HOUSING TYPE BEST DESCRIBES THE TYPE OF DWELLING YOU LIVE IN?

To better understand the respondents, we asked about where they lived. Most respondents lived in a single family detached home (79%) and only 20% in a duplex/side-by-side; therefore, residents living in townhomes, seniors complexes were not represented.

ANSWER CHOICES	RESPONSE PERCENT
• Single family detached home	79%
• Duplex/side-by-side	10%
• Small scale apartment or condo (3 stories or less)	6%
• Triplex/fourplex or more/side-by-side	5%
• Apartment in a building with more than 3 stories	0.18%

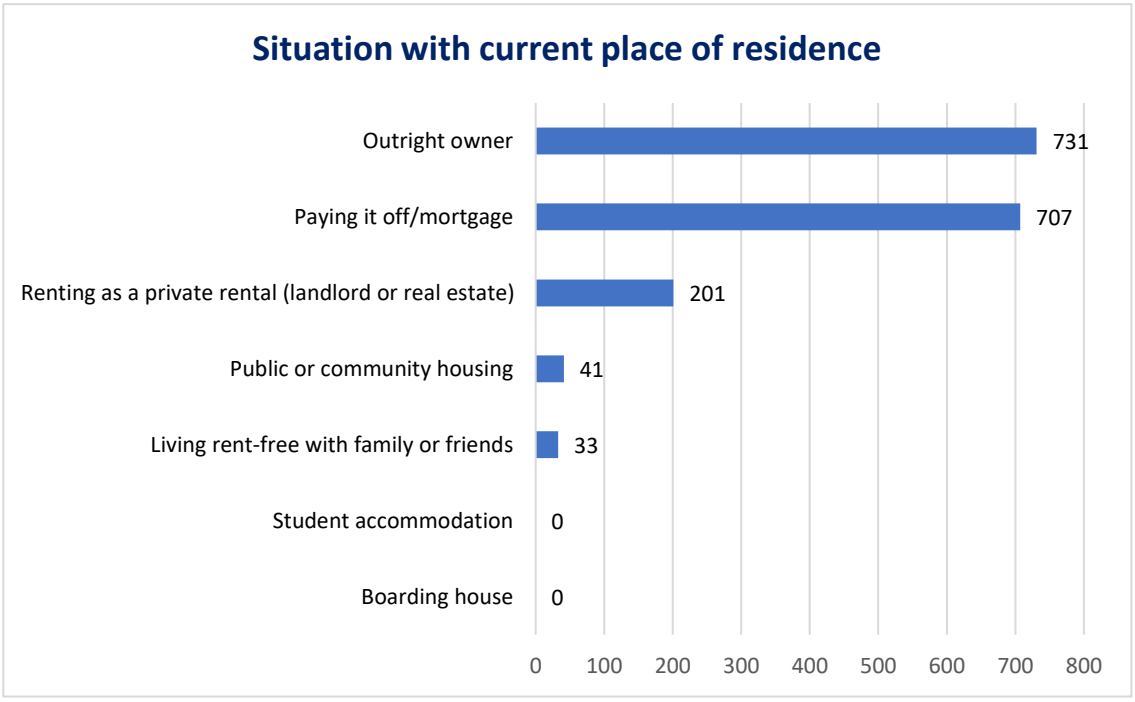


QUESTION 7

IN RELATION TO YOUR CURRENT PLACE OF RESIDENCE, WHICH OF THE FOLLOWING APPLY TO YOU?

ANSWER CHOICES	RESPONSE PERCENT
• Outright owner	43%
• Paying it off/mortgage	41%
• Renting as a private rental (landlord or real estate)	12%
• Public or community housing	2%
• Living rent-free with family or friends	2%
• Boarding house	0.0%
• Student accommodation	0.0%

Of the total respondents, most are outright owners but those who are paying it off or have a mortgage is only 2% fewer (or 24 respondents) for a total of 84% who are homeowners. Only 12% were renters. This means that the answers to the questions will not reflect the experience of renters, whether they are working people who are renting or students, immigrants, or seniors. Public or community housing households are also not represented.

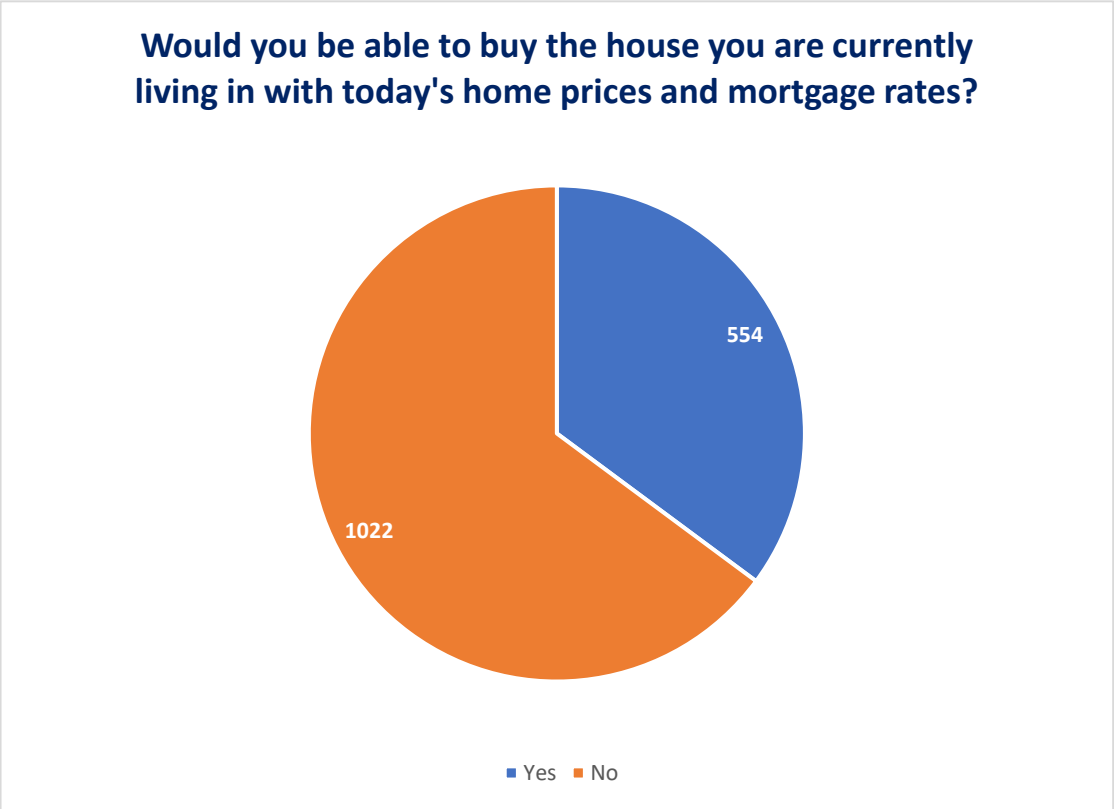


QUESTION 8

IF YOU OWN YOUR HOME, WOULD YOU BE ABLE TO BUY THE HOUSE YOU ARE CURRENTLY LIVING IN WITH TODAY'S HOME PRICES AND MORTGAGE RATES?

YES	35%
NO	65%

Note that for the online responses only where there were fewer senior respondents, 53% indicated that they could NOT afford the buy the home they live in with today's home prices and mortgage rates

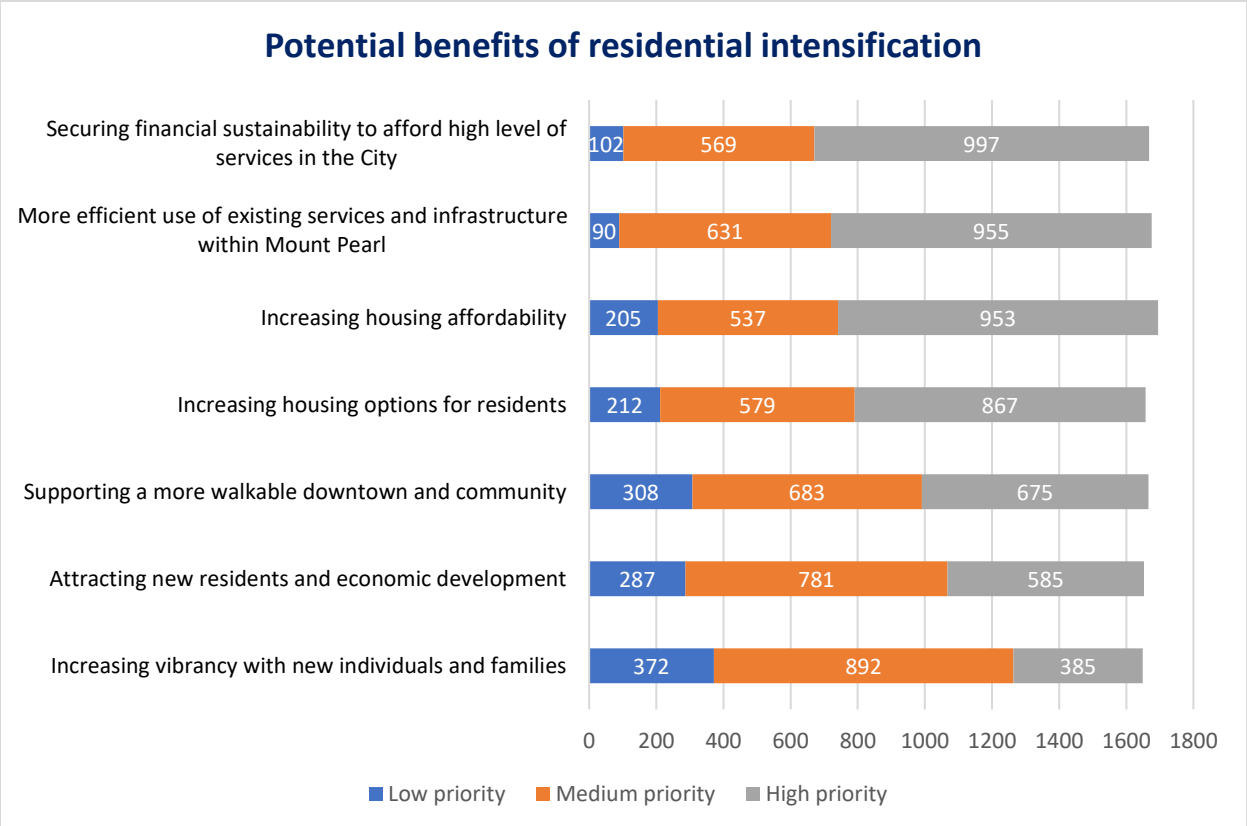


QUESTION 9

WHAT POTENTIAL BENEFITS OF RESIDENTIAL INTENSIFICATION ARE OF MOST INTEREST TO YOU? PLEASE RANK EACH ON A SCALE OF LOW, MEDIUM OR HIGH PRIORITY.

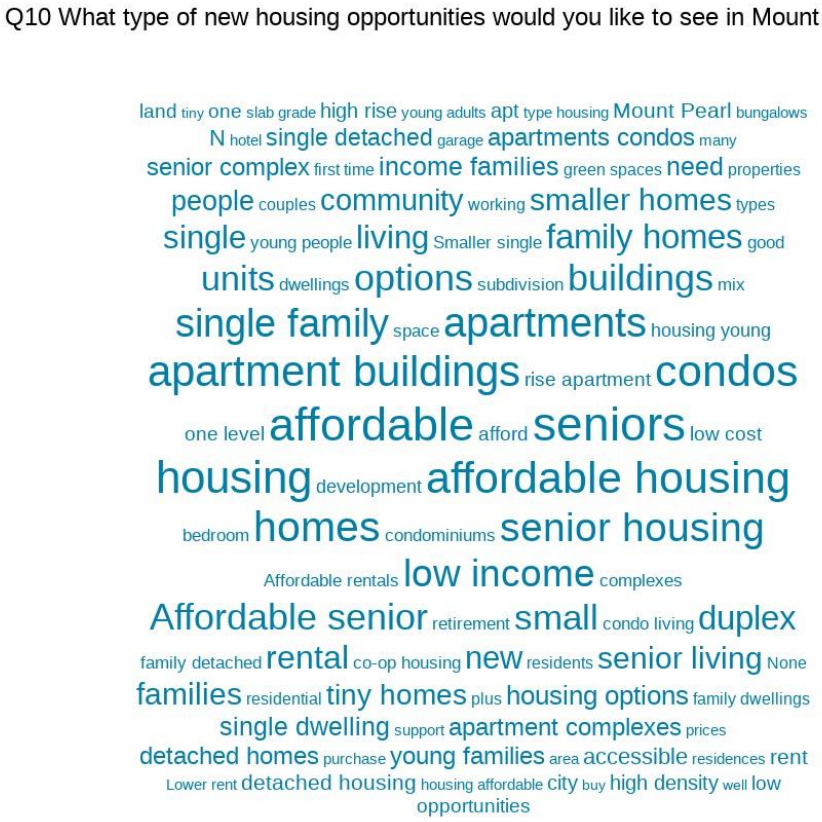
As part of the Municipal Plan review, the City is exploring opportunities for residential intensification; when respondents were what the potential benefits of residential intensification would be, the high priority benefit was “Securing financial sustainability to afford the high level of services in the City” ((997)followed closely by “More efficient use of existing services and infrastructure” (955) and Increasing housing affordability (953); It should be notes that the strongest medium (892)/low (372) priority choice was “Increasing vibrancy with new individuals and families”.

The results of both total respondents and online-only respondents was almost exactly the same.



QUESTION 10

WHAT TYPE OF NEW HOUSING OPPORTUNITIES WOULD YOU LIKE TO SEE IN MOUNT PEARL?



Open-ended questions allow for a very wide range of comments as can be seen in the Word Cloud above.More specifically, within the 1244 responses to this question, the following words were referenced as follows:

- **Multi-unit buildings – 522: Apartment/apt (282) and Condos (185)** - of which 75 referenced apartment buildings); Duplex (31) or Townouse/row housing (14)
- **Affordable – 362** -In association with housing (103); senior housing (40)
- **Single Detached housing**: **- 323** – breakdown of searchh words (which overlap_ ‘’single’ (163) ‘family’ (31), detached (39), house (76), bungalow (16)
- A sub-category of singel detached housing would be: Small (86)and Tiny homes (29) **= 115**

Other housing responses of note:

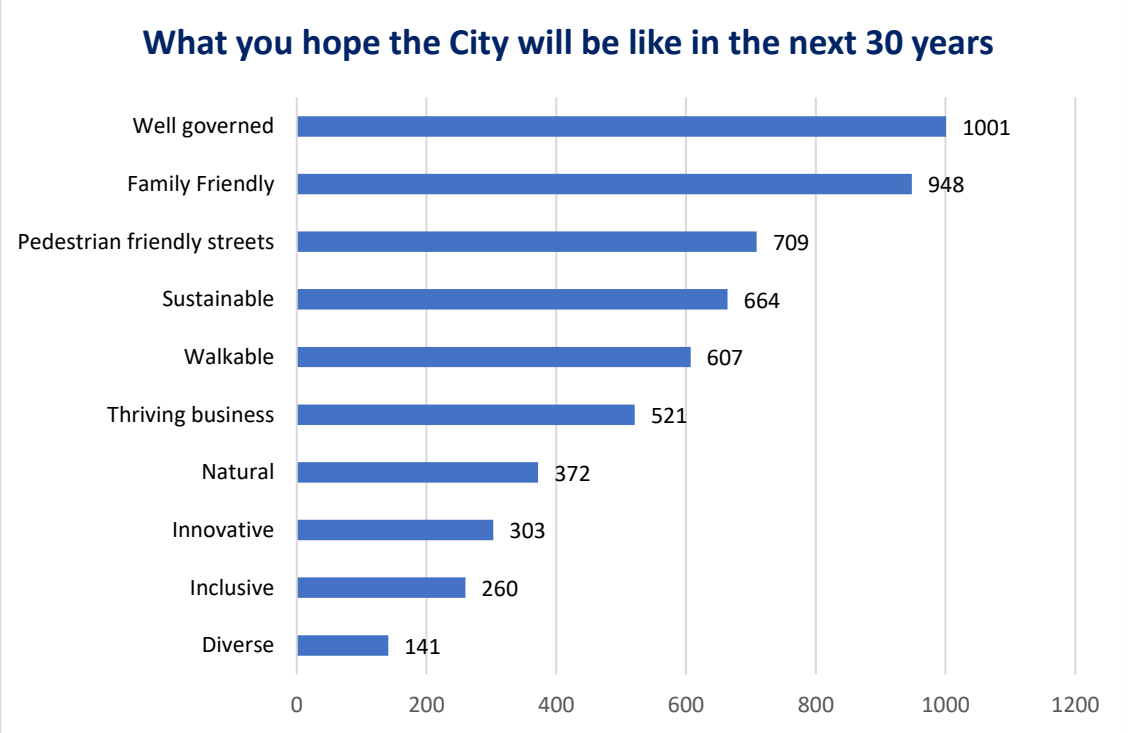
- **Age Groups: Seniors – 389** – including seniors (389) and 50+ (50); ‘Young’ (40),
- **Needs**: Low income (122), Accessible (18),
- **Rental -**single word reference in relation to all types of housing (96)

QUESTION 11

NOW THINK ABOUT THE CITY OF MOUNT PEARL YOU WANT IN THE FUTURE. WHICH WORDS DESCRIBE WHAT YOU HOPE THE CITY WILL BE LIKE IN THE NEXT 30 YEARS.

Please select your top three choices. you can also add your own words at the end.

ANSWER CHOICES	RESPONSE PERCENT
• Well governed	58%
• Family Friendly	55%
• Pedestrian friendly streets	41%
• Sustainable	38%
• Walkable	35%
• Thriving business	30%
• Natural	22%
• Innovative	18%
• Inclusive	15%
• Diverse	8%



QUESTION 12

HOW DO YOU MOST OFTEN TRAVEL? FOR EACH TYPE OF TRIP (WORK, SCHOOL, ETC.)

Identify what mode of travel you use most often. (one for summer / winter)

When asked about how respondents most often travel by season, the results indicated the highest scores as follows:

- "Walk/Roll" for Recreation ins summer" followed by
- "Vehicle-Driver" for work in winter, then
- "Cycle" for Recreation in Summer; followed by Vehicle-Driver for work in summer.
- For work-related travel, alternate modes of travel ranked 26% (only 5%-public transit) compared to 74% to work outside of vehicles.
-

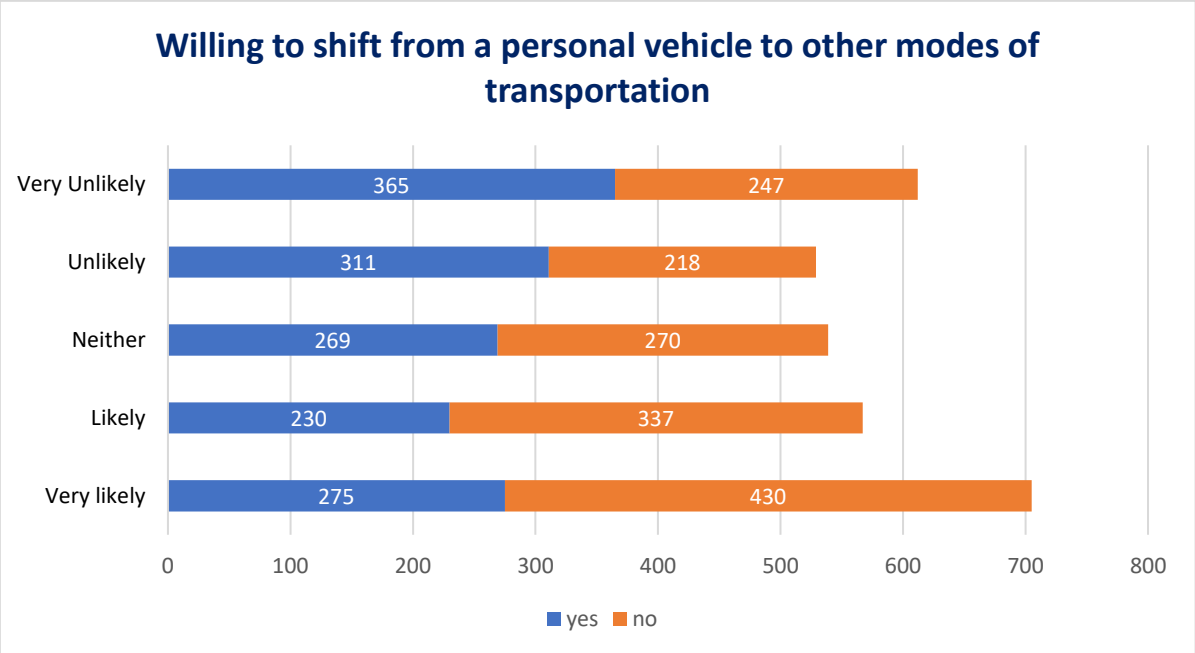
ANSWER CHOICES	WORK		SCHOOL		RECREATION		OTHER ACTIVITIES	
	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter
• Walk/Roll	31	3	5	4	335	22	54	8
• Cycle	15	1	1	0	169	2	35	8
• E-mobility	6	7	3	1	31	2	33	12
• Public Transit	15	18	0	4	14	7	36	19
• Vehicle-Driver	148	240	0	6	42	35	50	33
• Vehicle-Passenger	42	77	3	7	29	31	44	41
• Taxi/Rideshare	13	19	0	0	29	17	41	43
• Other	28	19	0	2	19	6	26	29

QUESTION 13

HOW WILLING WOULD YOU BE TO SHIFT FROM A PERSONAL VEHICLE TO OTHER MODES OF TRANSPORTATION TO GET TO WORK OR SCHOOL IF THEY PROVIDED A GOOD LEVEL OF SERVICE TO YOU?

Regarding willingness to shift from personal vehicle to other modes of transportation to get to work or school if a good level of services was provided, respondents indicated that they would not be interested. The age and home ownership characteristics of respondents should be taken into consideration as many respondents are seniors living in their own homes or working homeowners paying for their home, and there is no representation from youth, immigrants or people who are renting who are less likely to own a vehicle.

ANSWER CHOICES	YES	NO	TOTAL	WEIGHTED AVERAGE
• Very likely	275	**430**	705.0	1.61
• Likely	230	**337**	567.0	1.59
• Neither likely nor unlikely	269	270	539.0	1.5
• Unlikely	**311**	218	529.0	1.41
• Very unlikely	**365**	257	622.0	1.41



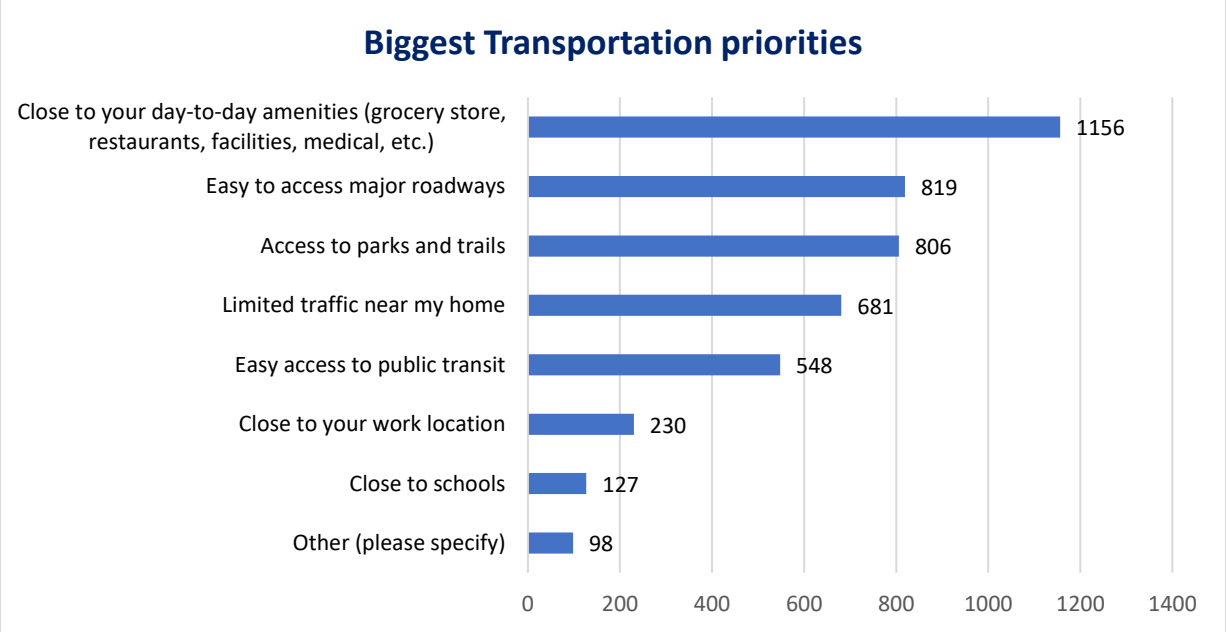
QUESTION 14

IF YOU PICTURE THE NEXT 5 YEARS, WHAT WOULD BE YOUR BIGGEST TRANSPORTATION PRIORITIES?

Please select up to your top 3.

ANSWER CHOICES	RESPONSES
• Close to your day-to-day amenities (grocery store, restaurants, facilities, medical, etc.)	70%
• Easy to access major roadways	49%
• Access to parks and trails	48%
• Limited traffic near my home	41%
• Easy access to public transit	33%
• Close to your work location	14%
• Close to schools	8%
• Other (please specify)	6%

Convenient access to everyday personal services was a clear priority; but easy access to work and recreation ranked the same once these needs were met.

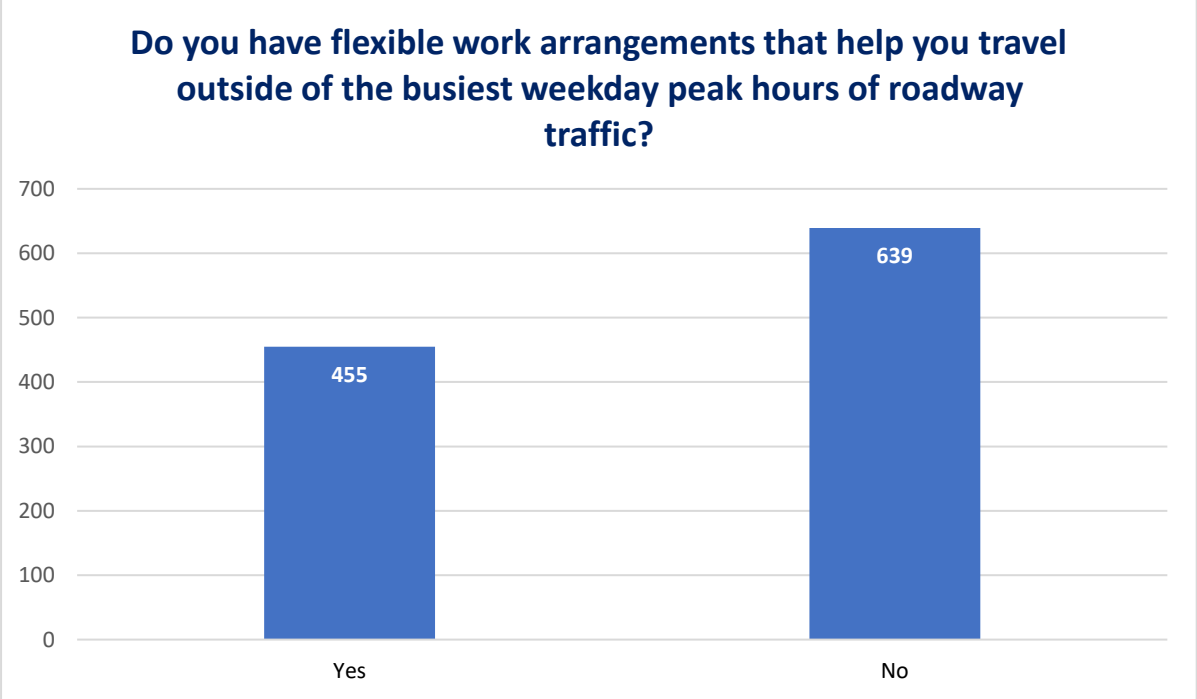


QUESTION 15

IF YOU ARE WORKING, DO YOU HAVE FLEXIBLE WORK ARRANGEMENTS THAT HELP YOU TRAVEL OUTSIDE OF THE BUSIEST WEEKDAY PEAK HOURS OF ROADWAY TRAFFIC?

YES	42%
NO	58%

Most respondents who were working do not have flexible work arrangements to help travel outside of the busiest weekday peak hours of roadway traffic (58%).

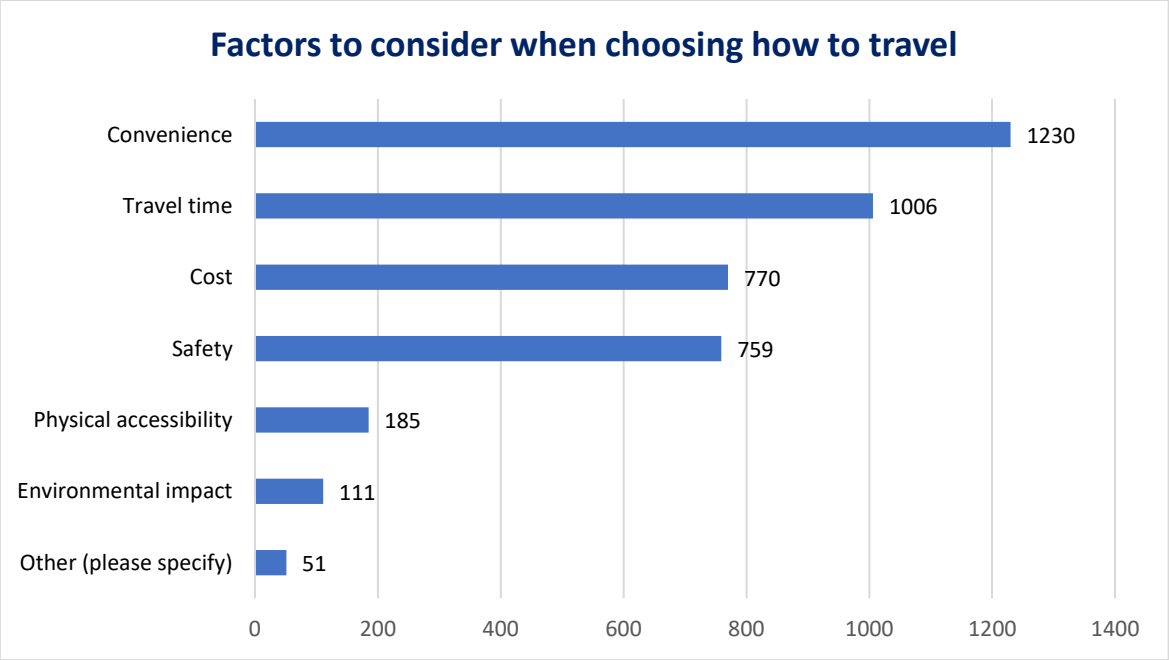


QUESTION 16

WHAT ARE THE MOST IMPORTANT FACTORS YOU CONSIDER WHEN CHOOSING HOW TO TRAVEL?

ANSWER CHOICES	RESPONSES
• Convenience	71%
• Travel time	58%
• Cost	44%
• Safety	44%
• Physical accessibility	11%
• Environmental impact	6%

The most important factors when choosing how to travel were: "Convenience" (71%) and "Travel time" (58%).

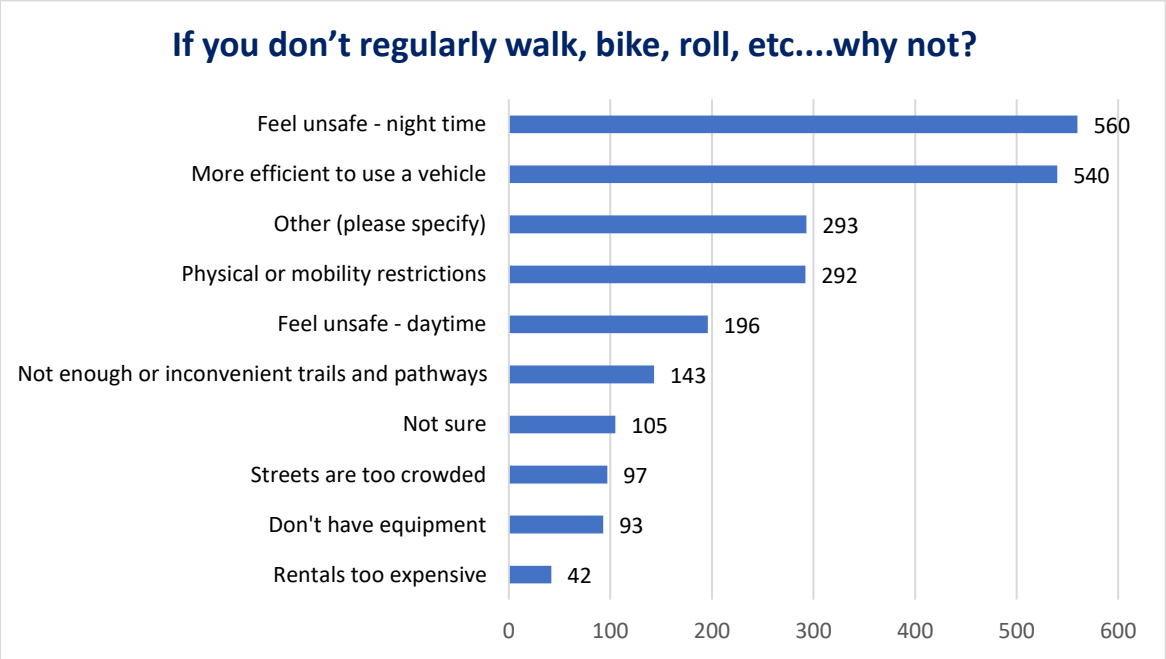


QUESTION 17

IF YOU DON'T REGULARLY WALK, BIKE, ROLL, ETC....WHY NOT?

ANSWER CHOICES	RESPONSES
• Feel unsafe - night time	39%
• More efficient to use a vehicle	38%
• Other (please specify)	20%
• Physical or mobility restrictions	20%
• Feel unsafe - daytime	14%
• Not enough or inconvenient trails and pathways	10%
• Not sure	7%
• Streets are too crowded	7%
• Don't have equipment	6%
• Rentals too expensive	3%

The reasons for respondents not to regularly walk bike, or roll were: "Feel unsafe-night time" (39%) and "More efficient to use a vehicle" (38%).

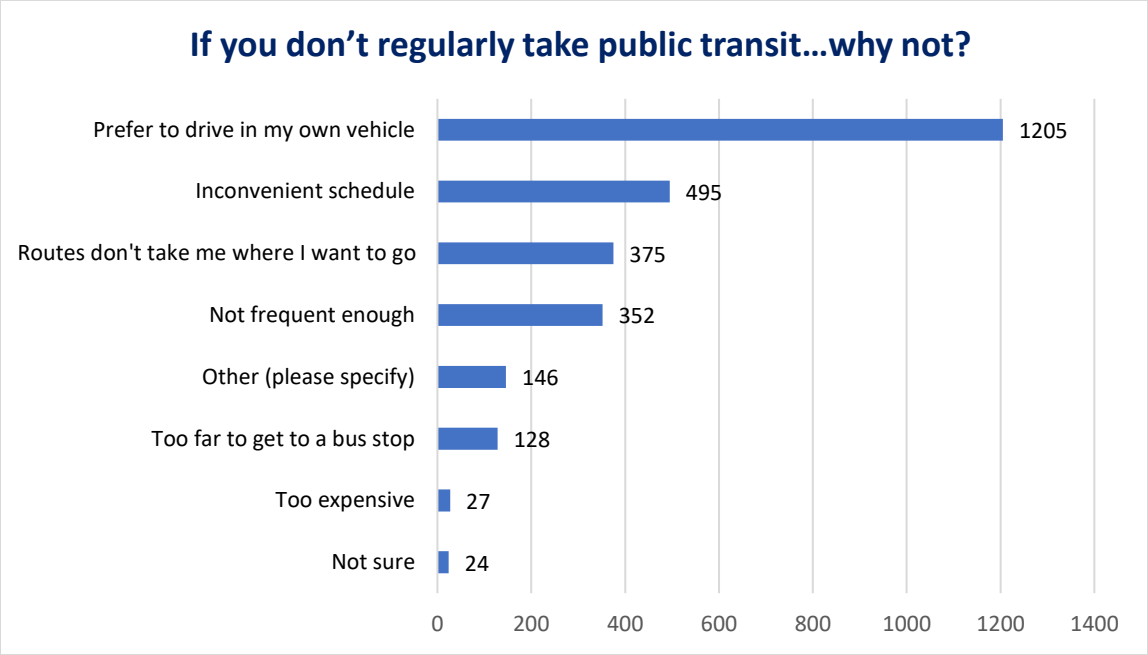


QUESTION 18

IF YOU DON'T REGULARLY TAKE PUBLIC TRANSIT…WHY NOT?

ANSWER CHOICES	RESPONSES
• Prefer to drive in my own vehicle	71%
• Inconvenient schedule	29%
• Routes don't take me where I want to go	22%
• Not frequent enough	21%
• Other (please specify)	9%
• Too far to get to a bus stop	7%
• Too expensive	2%
• Not sure	1.4%

Reasons for respondents not to regularly take public transit were: "Prefer to drive in my own vehicle" (71%) and "Inconvenient schedule" (29%).

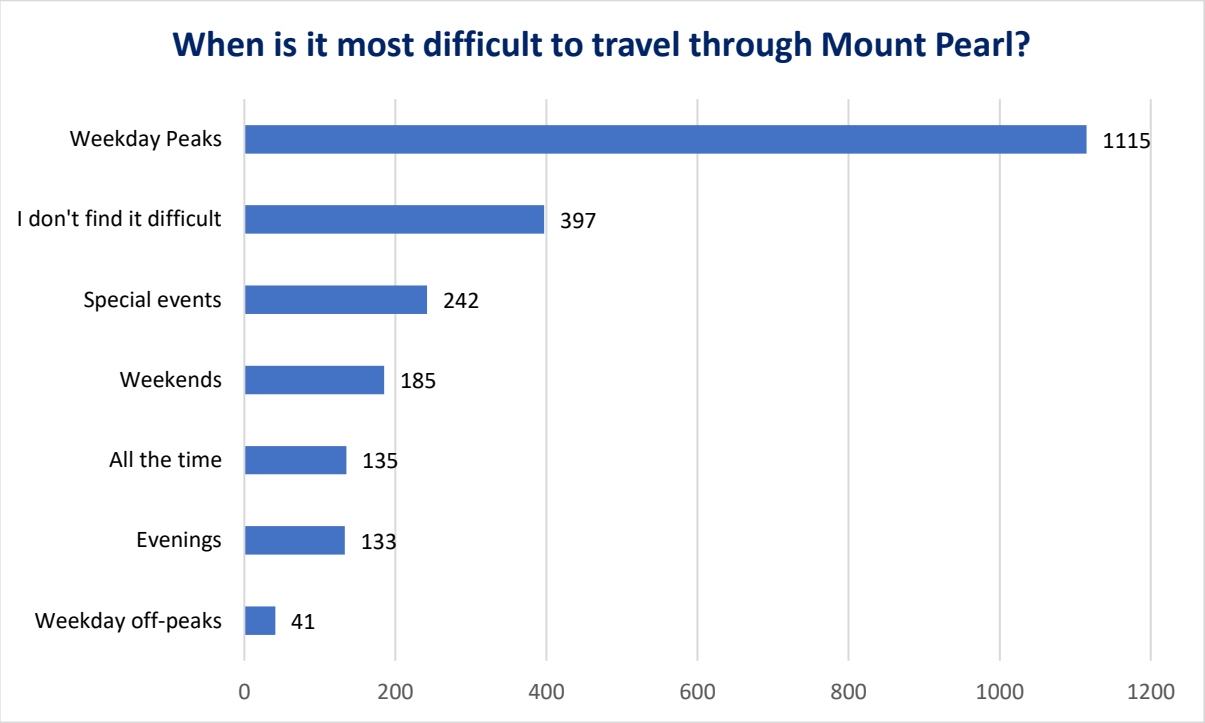


QUESTION 19

WHEN IS IT MOST DIFFICULT TO TRAVEL THROUGH MOUNT PEARL?

ANSWER CHOICES	RESPONSES
• Weekday Peaks	65%
• I don't find it difficult	23%
• Special events	14%
• Weekends	11%
• All the time	8%
• Evenings	8%
• Weekday off-peaks	2%

The most difficult time to travel through Mount Pearl is during weekday peaks (65%).

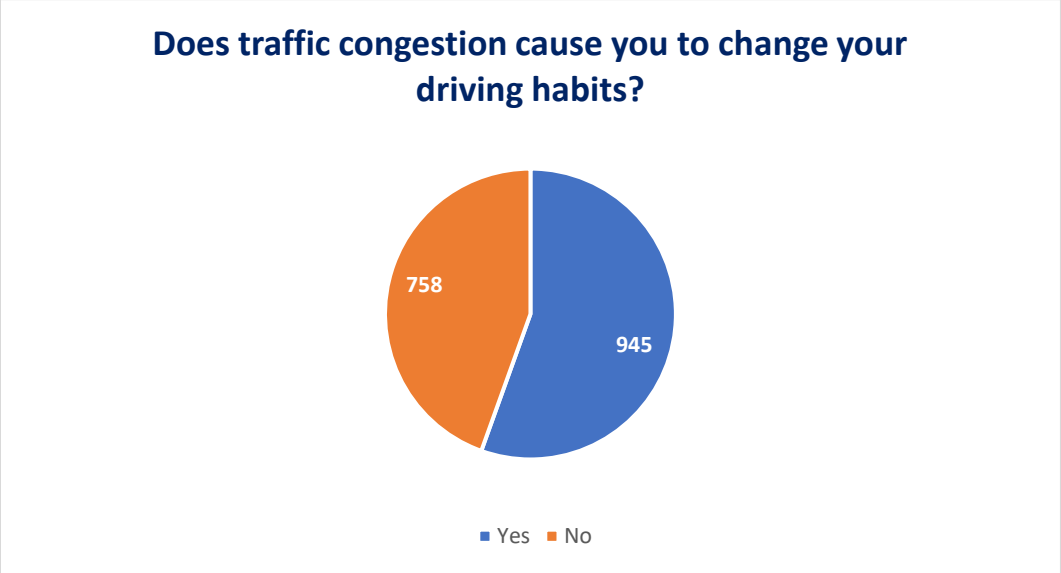


QUESTION 20

DOES TRAFFIC CONGESTION CAUSE YOU TO CHANGE YOUR DRIVING HABITS?

YES	55%
NO	45%

Traffic congestion only moderately influences driving habits.



QUESTION 21

WHERE IN MOUNT PEARL DO YOU EXPERIENCE THE GREATEST TRAFFIC CONGESTION?

There were 1538 responses which mentioned the following streets:

- Commonwealth – 767
- Park – 366
- Mount Carson – 213
- Smallwood - 97
- Dunn's Road – 63
- Old Placentia Road – 57
- Team Gushue Highway - 53
- Schools - 43
- The word intersection was used 142 times
- Note that Kenmount Road was only mentioned 7 times;

The streets identified for greatest traffic congestions were: Commonwealth, Park Avenue, and Mount Carson.

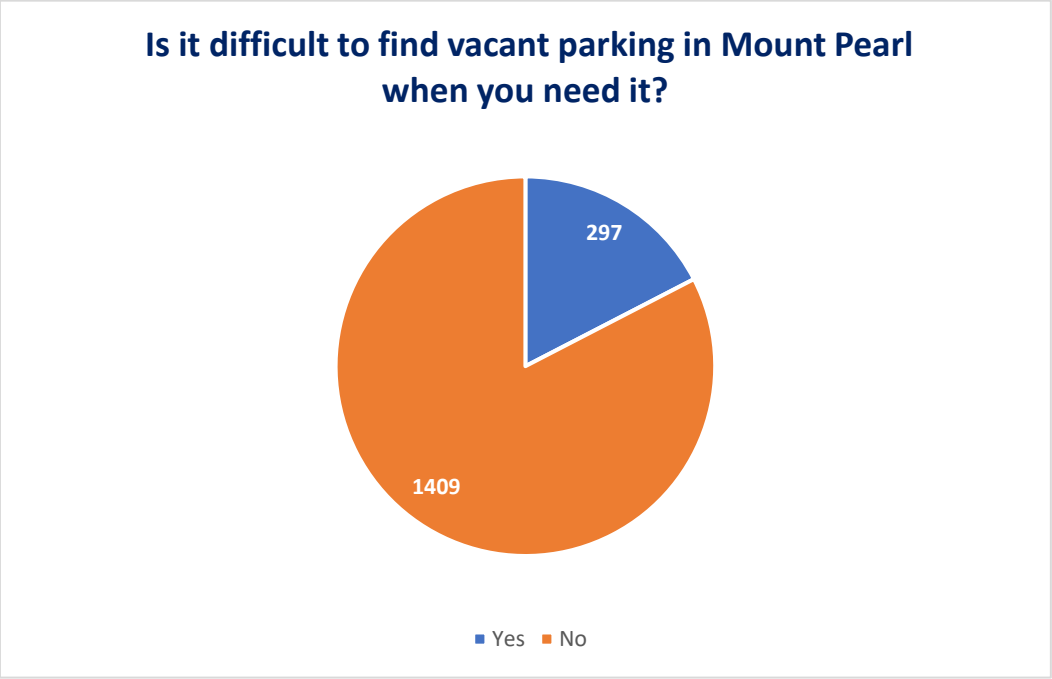


QUESTION 22

IS IT DIFFICULT TO FIND VACANT PARKING IN MOUNT PEARL WHEN YOU NEED IT?

YES	17%
NO	83%

Most respondents did not find any difficulty in find parking when they needed it (83%).

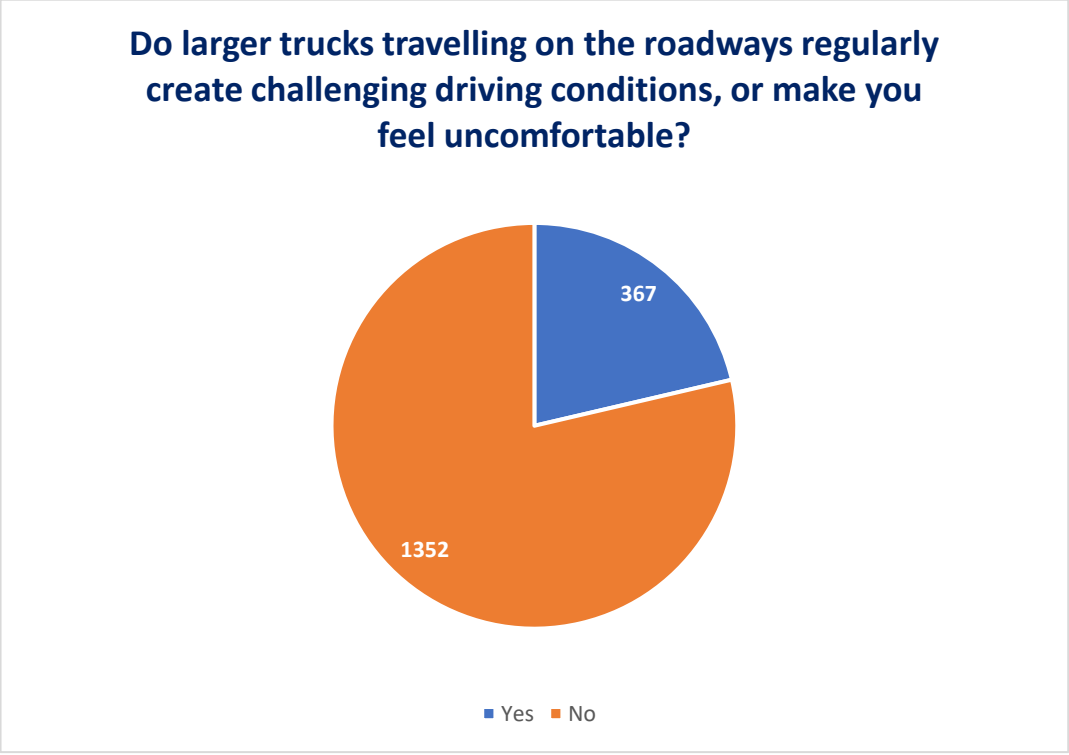


QUESTION 23

DO LARGER TRUCKS TRAVELLING ON THE ROADWAYS REGULARLY CREATE CHALLENGING DRIVING CONDITIONS, OR MAKE YOU FEEL UNCOMFORTABLE?

YES	21%
NO	79%

Most respondents did not feel uncomfortable about larger trucks regularly travelling on City roadways.

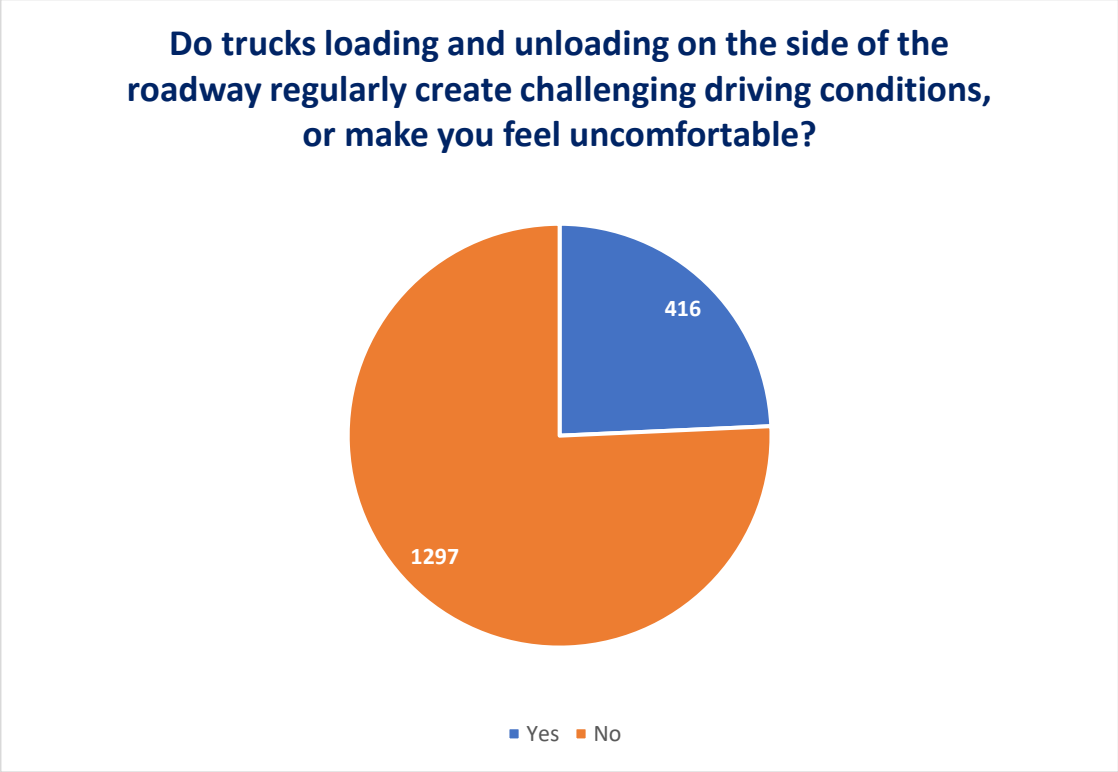


QUESTION 24

DO TRUCKS LOADING AND UNLOADING ON THE SIDE OF THE ROADWAY REGULARLY CREATE CHALLENGING DRIVING CONDITIONS, OR MAKE YOU FEEL UNCOMFORTABLE?

YES	24%
NO	76%

Most respondents did not feel uncomfortable about larger trucks loading/unloading on the side of the City roadways.



QUESTION 25

THANK YOU FOR PARTICIPATING IN THIS SURVEY. IF YOU HAVE ANY OTHER COMMENTS, PLEASE PROVIDE THEM BELOW.

The comments were very diverse, but a few themes emerged from the over 500 submissions and they were related to:

- **Transportation**: 261 references (related to roads, streets, traffic , speeding, snow and parking);
- **Transit:** 54 references
- **Walking:** 80 references
- **Green city**: 54 references
- **Trails:** 59 references

Many respondents indicated that they loved living in the City of Mount Pearl and were satisfied with the services from City Hall and the efforts of Council.

In a nutshell, the respondents to the Community survey want improvements to transportation and they want to preserve a ‘green’ city, the city within a park.

In the Word cloud, the city’s name is mentioned the most often and that was in relation to positive comments regarding services provided by City Hall and respondent’s enjoyment and satisfaction of living in the City of Mount Pearl overall. The Word Cloud is provided below

Q25 Thank you for participating in this survey. If you have any other comments, please provide them below.

