

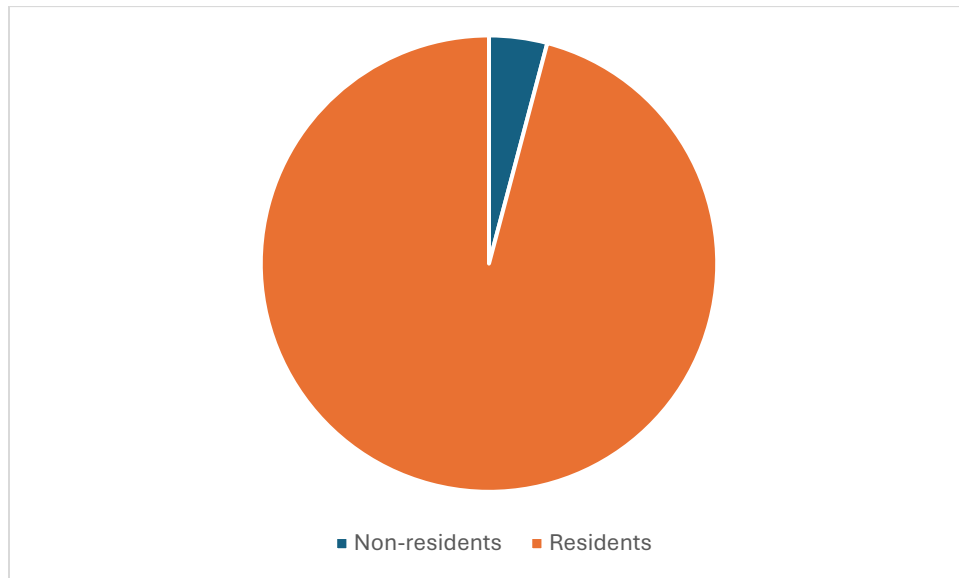
JBNA Survey Results

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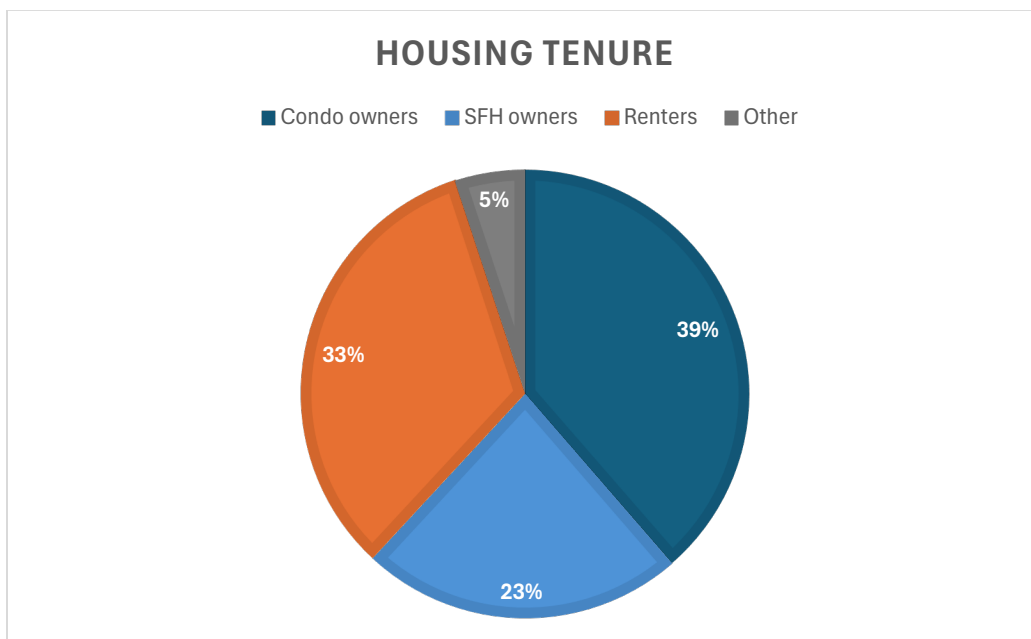
Survey Demographics

The James Bay survey received 583 responses in total. 96% of respondents lived in James Bay.



Housing tenure

33% (N=198) of resident respondents identified as renters. The largest share, 39% (N=216) identified as owning condos or other homes in multi-family buildings, and a further 23% (N=130) owned single-family homes. This reflects a 62% total share of homeowners among all resident respondents.

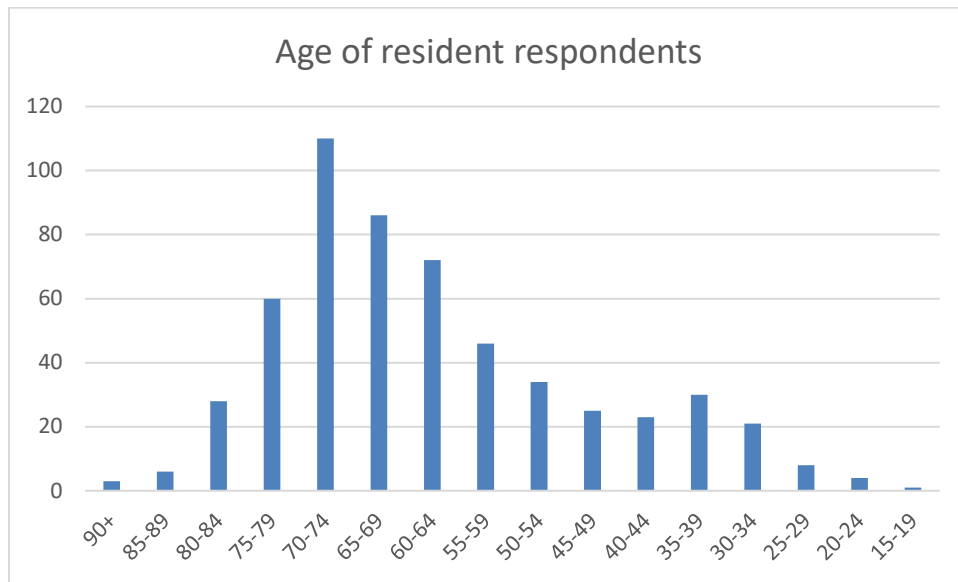


Age

The largest share of resident respondents were 70-74 years old, with those 60-69 making up the next largest shares.

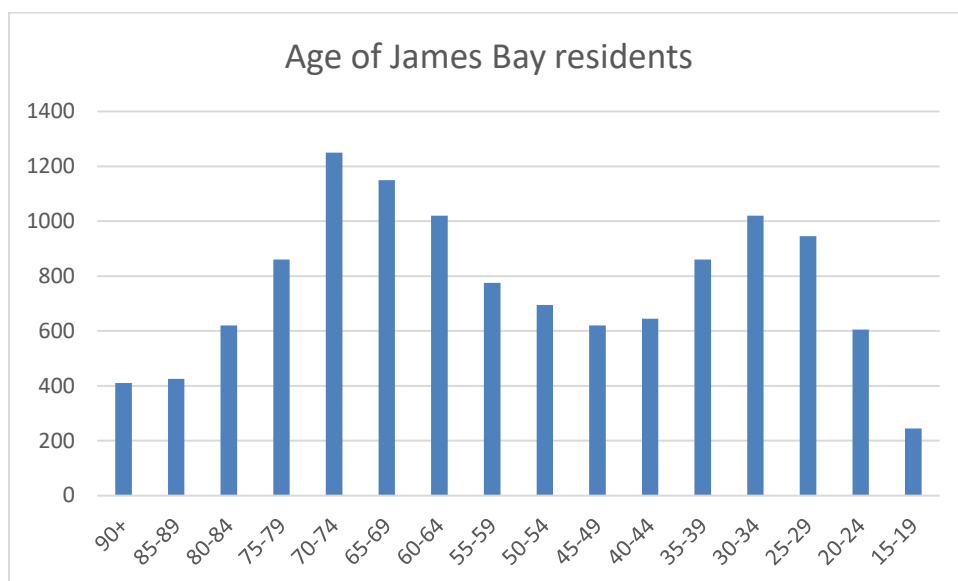
52.6% of resident respondents were over the age of 65, while about 10% were under the age of 40.

The average age for resident respondents was approximately 56.6 years.



According to Stats Canada data for James Bay, overall, 38.8% of the adult population is over the age of 65, and 30% are under the age of 40.

This illustrates that the survey respondents skewed slightly older than the age distribution of the actual adult population of James Bay.



Special populations

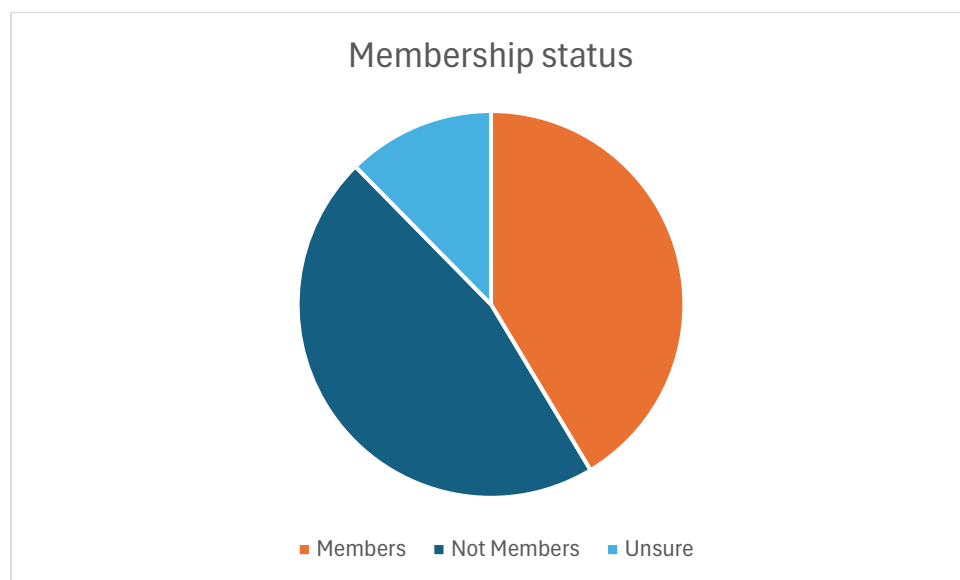
13.4% (N=71) of resident respondents identified as being new to the neighbourhood, with a further 2% (N=10) identifying as being new immigrants.

10.8% (N=57) of resident respondents identified as having a disability, and 8% (N=42) identified as parents with young children.

Membership

Of the 559 respondents who were residents of James Bay, 231 (41.3%) were JBNA members.

A slightly larger share of resident respondents (46.3% N=258) were not members, and the remaining 12.4% (N=70) were unsure whether they were members or not.

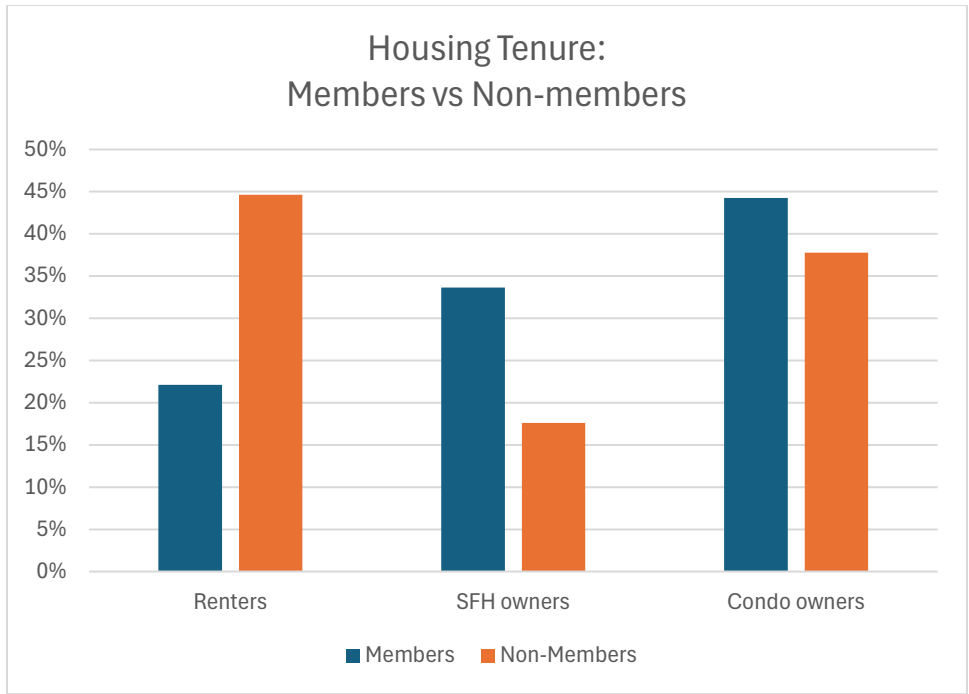


Members are likely to be over-represented in the survey results due to their familiarity with the organization and its initiatives; but even so, a slight majority of resident respondents did not self-identify as JBNA members. It is positive to see a good proportion of resident survey response from beyond the membership.

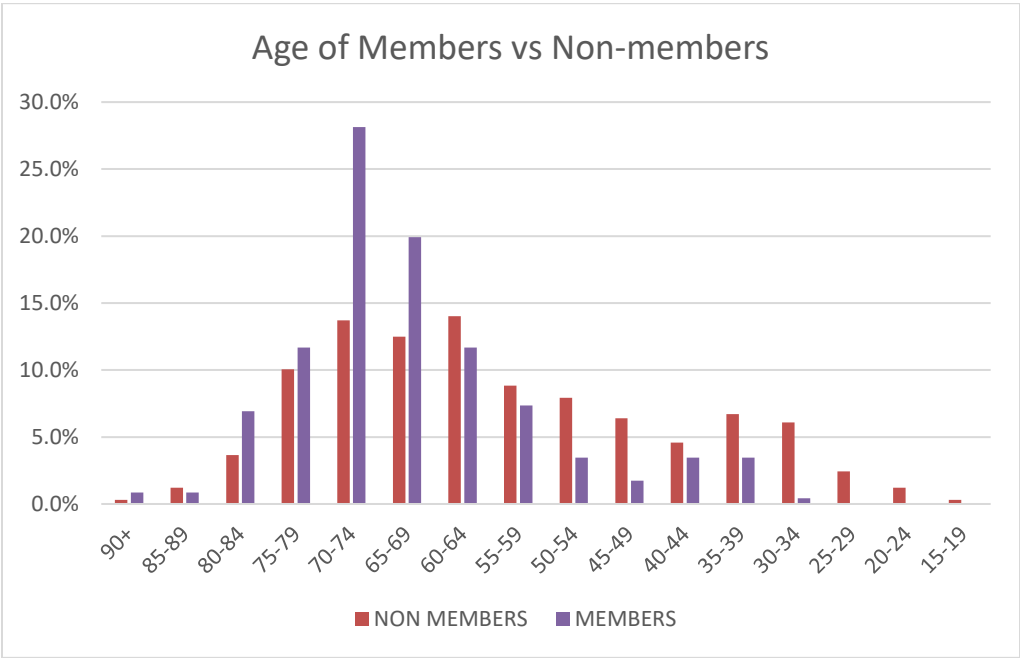
There was a significant statistical difference between the housing tenures of members vs non-members.

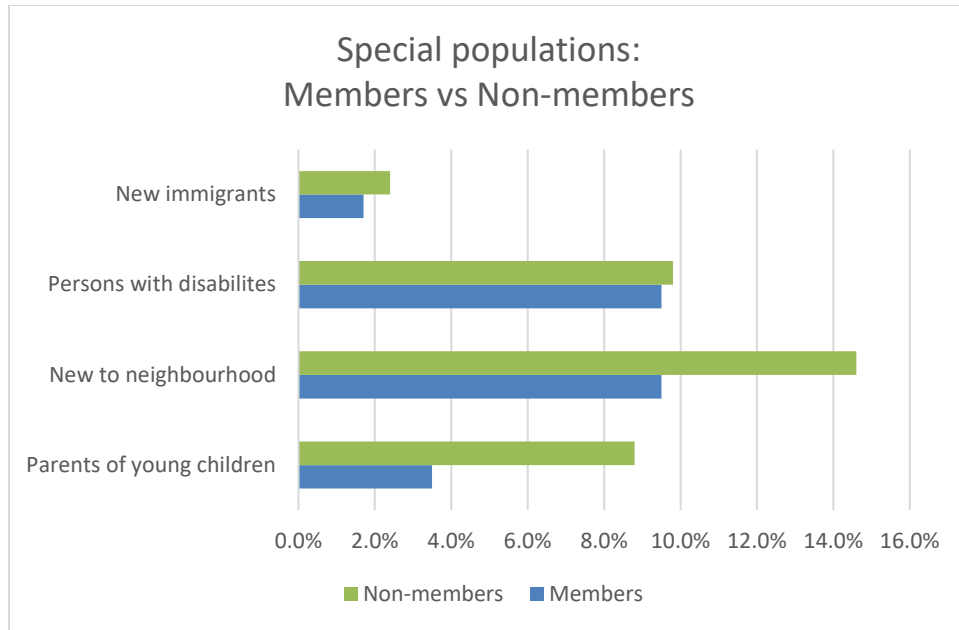
While only 22% of JBNA members identified as renters, this number jumped to 45% for non-members. Conversely, 34% of member respondents identified as owning single family homes, while only 18% of non-members fell into this category.

Put another way, non-member respondents were more likely to be renters, and less likely to own single-family homes in James Bay.



The age of residents who identified as JBNA members skewed significantly toward the 65-74 range compared to non-members. The membership also had a narrower distribution of ages.





Members were significantly less likely to be parents of young children than non-members. Members were also less likely to be newcomers to the neighbourhood.

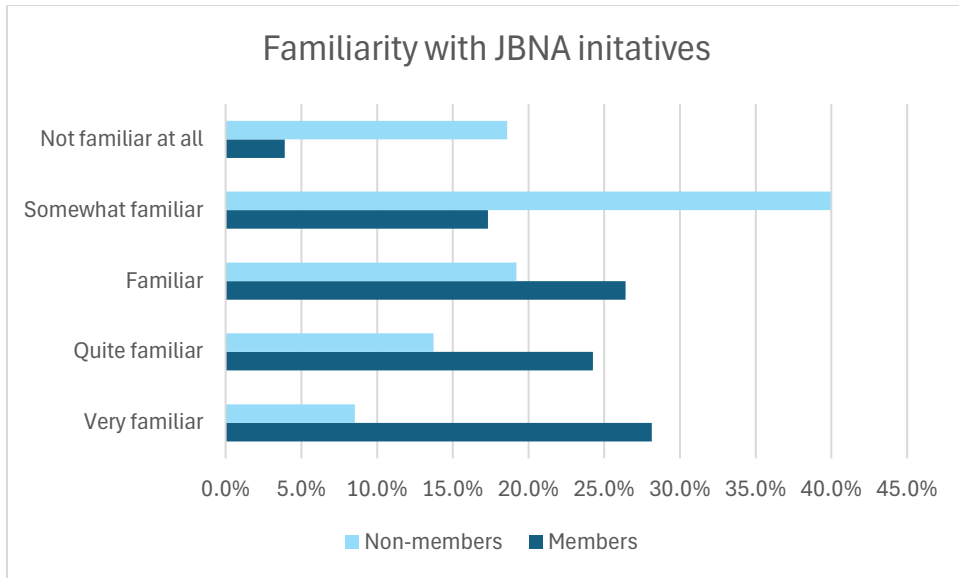
Familiarity

Of all respondents, the largest share (30.6%) indicated that they were “somewhat familiar” with the JBNA. Altogether a majority of respondents (56.2%) indicated that they were either “familiar,” “quite familiar” or “very familiar” with the JBNA, while only 12.9% of all respondents indicated that they were “not at all familiar.” The average familiarity rating for all respondents was 2.9/5 (58%).

Of the 231 JBNA members who filled out the survey, a much larger majority (77.4%) indicated that they were either “familiar,” “quite familiar,” or “very familiar” with the JBNA, with the largest share (27.7%) indicating that they were “very familiar.” Of JBNA member respondents, only 3.8% indicated that they were “not at all familiar.” The average familiarity rating among this group was 3.6/5 (72%).

For the 328 resident respondents who were either not members of the JBNA, or were unsure whether they were members or not, the average familiarity rating was 2.5/5 (50%).

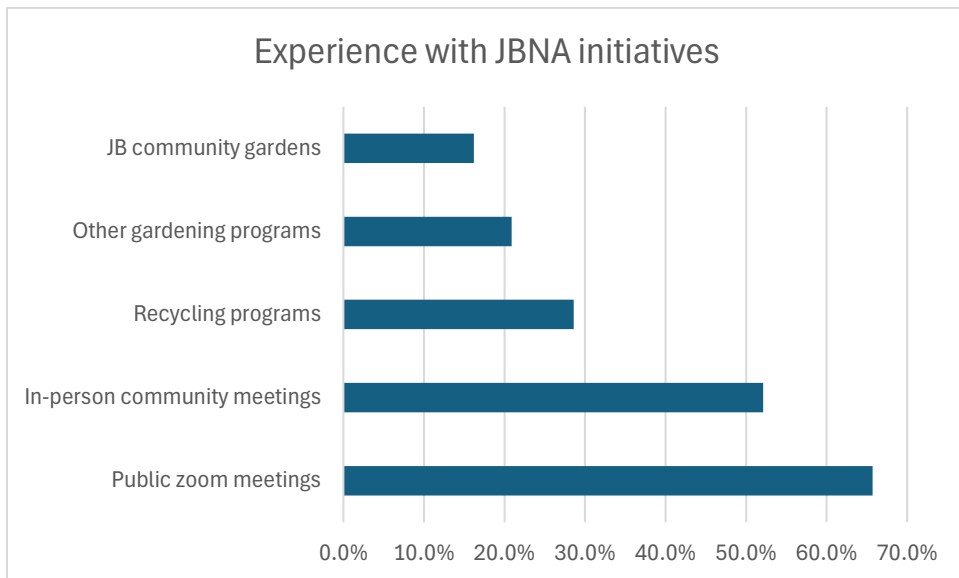
Unsurprisingly then, the data show that JBNA members (representing 41.3% of resident respondents) are much more familiar with the JBNA than other residents.



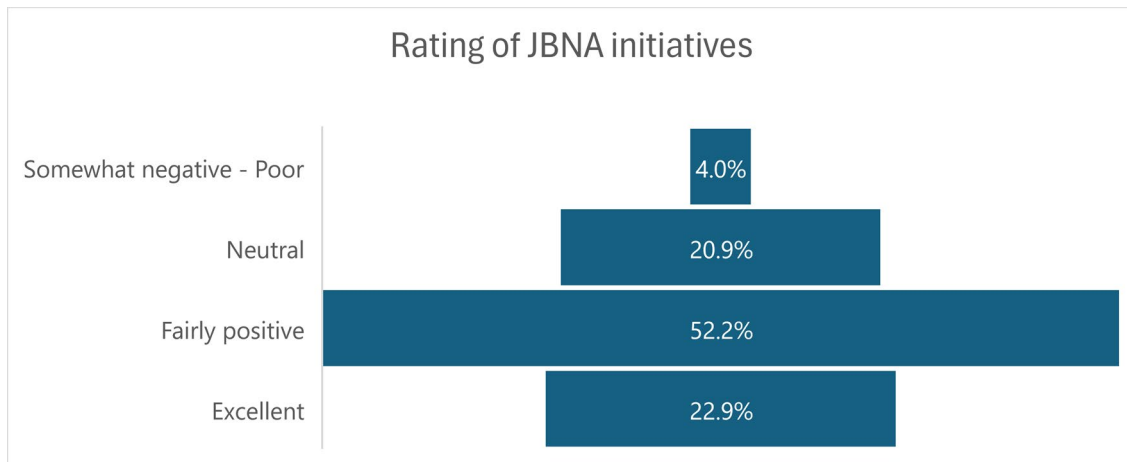
Resident experience with JBNA initiatives

About half of all resident respondents (51.7% N=301) indicated that they had attended JBNA programs and events. The other half (48.3%) indicated that they had either not attended or were unsure whether or not they had attended JBNA meetings or other initiatives.

Of the 301 resident respondents who indicated they had attended JBNA programs and events, 198 (representing the largest share at 65.7%) had attended public Zoom meetings and 157 (52.1%) had attended in-person community meetings. 16.2% of respondents (N=49) participated in James Bay community gardens and 20.9% (N=63) had participated in other gardening programs; 28.6% (N=86) had participated in JBNA’s recycling program.



These residents rated their experiences with JBNA programs. Of these, only 12 (3.8%) rated their experiences as “poor” or “somewhat negative.” The largest share (51.9% N=162) indicated that their experience was “fairly positive,” and a further 22.4% (N=70) rated their experience as “excellent.”



The average rating for respondents who attended JBNA programs was 3.9/5 (78%).

A much higher share members had attended meetings or other programs (77.7% N=178] than non-members (35.4% N=116).

Of those who had attended programs, the average rating for members was slightly higher at 4.0 compared to non-members at 3.7

Poor and somewhat negative experiences

100% of the 12 residents who said they had had “poor”, or “somewhat negative” experiences had attended public meetings. Of these respondents, further comments indicated that they either found the meetings themselves unpleasant or wished that the JBNA would advocate for the interests of residents differently.

For example, one respondent noted, “I attended a meeting that seemed to be dominated by NIMBYs who didn’t want any new development in James Bay.”

A different respondent said, “I found the meetings difficult. [...] Some of the comments were quite rude and they weren’t reigned in. It didn’t feel welcoming to diversity. I also am ashamed by the vitriol expressed about bike lanes and people without homes.” This respondent also noted that “It seemed like it would be hard to have a dissenting opinion.”

Another respondent explained, “People tend to only complain instead of coming up with possible solutions.”

Another respondent expressed that, in their experience as a “young professional,” the JBNA meetings “did not feel welcoming of perspectives of younger generations.” Another respondent said they would

like to see “less emphasis on 60+ opinions, and a broader, more inclusive space.” This respondent found “that opinions / ideas of those younger (30/40, young families) were disregarded by the predominantly older crowd.”

Still another respondent expressed that they would like the JBNA to “Be prepared to challenge City Council on behalf of our neighbourhood,” “Listen to the people who already live here,” “Protect and preserve what makes James Bay unique” and “Involve membership in policy development and working groups.”

Another respondent expressed the opinion that, “The JBNA needs to represent the views, concerns and interests of the people of James Bay to City Council whether City Council wants to hear us or not,” while a different respondent noted that, “The recent letter you sent to Victoria council about density does not reflect my opinion as a James Bay resident.”

Positive and excellent experiences

A significant majority (74.3%) of residents who attended JBNA programs rated their experience as either “positive” or “excellent.” A great number of these respondents expressed gratitude and appreciation for JBNA volunteers and initiatives and described the value of the organization.

For example, one resident who rated their experience as “excellent” said “I feel the JBNA is working hard for the people who live here and always willing to listen to any concerns.”

Another said, “I find the neighbourhood meetings to be very helpful,” noting that it was “important to hear others’ experiences [and] point of view” and “understand the projects in our neighbourhood.”

Another resident expressed appreciation for “the commitment [and] time spent on producing informative reports” about development projects in James Bay. This resident noted that, “As individuals we may not have much impact, but as part of a community group perhaps City Hall will listen to us and make requested changes.”

Several residents expressed appreciation for the public meetings, noting that the “opportunity to meet our Councillors and Planners,” as well as the “time and expertise” of the CALUC were very valuable to the neighbourhood. One respondent called the meetings “well run” and “informative,” and expressed appreciation for the “opportunity to have input on issues affecting the neighbourhood.” Another agreed that it was “Useful to hear and have the opportunity to participate in the developer updates.” Still another resident echoed gratitude for “the JBNA's advocacy and communication about what's going on in the community, particularly with regard to development.”

Still another resident expressed appreciation for “all the people that donate their time to bring together James Bay residents to discuss issues that are important to them.” This participant wrote, “It is so nice to hear residents’ concerns, suggestions and possible solutions.” One resident called the JBNA “informative and inclusive” while still another respondent wrote, “the JBNA is a great forum for community discussion on land use issues.”

Several others appreciated the information about upcoming Zoom meetings as well as “good communication with residents” through email.

Many respondents expressed appreciation for the JBNA as a “united voice” that advocates for residents. Some comments that expressed this viewpoint from different respondents include:

- “The JBNA is a very positive group that serves the best interests of the JB community.”
- “It is an important voice in municipal affairs.”
- “I value the JBNA as one of the last few organizations around who are still democratic, practical, balanced, respectful, intelligent, informed, creative, and good.”
- “I am thankful for the work and effort the JBNA takes to keep the integrity of James Bay in such a challenging time.”
- “I feel their advocacy is in the best interests of the neighborhood.”
- “The JBNA has been a positive strong voice for the community.”
- “Keep up the good work on behalf of our wonderful James Bay community.”
- “Thank you for your hard work.”

Volunteer appreciation

Many survey respondents expressed appreciation for the time and efforts of JBNA volunteers.

“Very impressed by the work undertaken by a small group of dedicated volunteers,” wrote one respondent. A different resident echoed that they were “very impressed with the JBNA executive and Zoom meeting information.” Another respondent noted that it was a pleasure to know JBNA volunteers as neighbours and “to see you all in action taking care of our vibrant neighbourhood.” This participant went on to write, “Because of you as mentors and leaders, James Bay thrives.”

Additional comments that express this sentiment included:

- “I’m very appreciative of the time and efforts of the Executive Members serving the JBNA.”
- “Appreciate the work they do on behalf of the community.”
- “Truly appreciate the work put in by Board members.”
- “Overall everything is very professionally handled.”
- “I appreciate the work of board members and others who contribute.”

Gardening and recycling programs

Resident experiences at community gardens were reflected in comments like, “The community gardening program and our gardening coordinator are truly exceptional.” Another respondent wrote, “My experience volunteering in the community garden and at the garden events (plant swap and seedling giveaway) is a positive one. The events are well organized and coordinated.”

Another respondent wrote, “I really appreciate the gardening and recycling program. Thank you for all your work.” Still another noted, “It is great to do gardening and work at the plant swaps for us condo folks who have no yard.”

Resident feedback

A variety of themes can be identified in the feedback given by James Bay residents.

Transportation

One of the largest themes for the qualitative data representing resident feedback was transportation.

Altogether, about 18% of the coded survey respondents made comments about transportation in James Bay including sidewalks, buses, bikes, pedestrians, crosswalks, cars, traffic, and road safety.

Several respondents called for “more protected bike lanes,” while others called for “more accessible sidewalks” including the trimming of shrubs and better crosswalk ramps for wheelchairs, strollers, and mobility aids.

Many residents mentioned road, cycling, and pedestrian safety as being among their top concerns. Dangerous driving speeds were mentioned often, as were the issues of tourism traffic, horse carriages, traffic congestion, and parking.

In particular, the pedestrian crossing at the 5 Corners in James Bay was a significant resident safety concern. Safer pedestrian crossings, lower speed limits, traffic calming, “walkable” streets, and safe cycle paths were present among many residents’ wish lists.

A loss of the 30/31 bus service in James Bay was also mentioned by several residents, as was the loss of parking in recent years (e.g., on Simcoe).

Development

Concerns about development, density, and preserving the character of the neighbourhood factored heavily in many respondents’ comments. In addition, the OCP update was an issue of concern for several residents.

Altogether, about 16% of coded survey respondents made comments related to housing and development. Several called for more affordable housing, while others expressed concerns about the perceived risk to neighbourhood character with increased density.

As one respondent wrote, “It is important that the character of James Bay is protected.” In fact, several respondents called for the preservation of heritage buildings in the neighbourhood and expressed concern for the loss of historic homes to make way for increased density. Concern about the height and “anonymity” of apartment buildings was expressed quite clearly.

Greenspace / Irving Park

Irving Park and other green spaces in the neighbourhood factored into residents’ concerns quite heavily.

About 6% of coded responses mentioned Irving Park, while an additional 5% mentioned other green spaces, including Peter Pollen Park and Beacon Hill Park.

Pickleball courts, dog parks, and additional community gardens in James Bay were requested, as was the completion of the waterfront Peter Pollen Park near Fisherman's Wharf.

Homelessness and public safety

Homeless individuals sheltering in Irving Park were of particular concern to residents. In addition to the 6% of resident comments about Irving Park, an additional 4% of residents mentioned homelessness in the neighbourhood as a concern in general. Public safety was a concern identified among several of these comments.

Neighbourhood Wish List

Many respondents offered their ideas for neighbourhood improvements.

Amenities including a gas station, a bank, and a hardware store featured very often in these comments, as did a bakery, and further opportunities for fresh groceries throughout the neighbourhood (e.g., outside of James Bay Square).

The 5 Corners and James Bay Square was a top concern for a significant number of residents. Many requested a "refresh" or "upgrade" of the space, with ideas including more benches, public gathering spaces, pedestrian-only areas, a traffic light, and increased traffic calming and enhanced safety for pedestrians.

Engagement ideas

About 10% of coded residents had ideas for ways that the JBNA could attract more membership and neighbourhood involvement.

Engagement ideas included public events in neighbourhood parks, more in-person meetings, handbills and leaflets, an enhanced JBNA email newsletter, more inclusivity for younger residents, and more outreach to James Bay businesses.

Social Media

A comfortable majority of residents (67.9% N=395) said they used Facebook. (The high prevalence of Facebook use among survey respondents is not surprising since Facebook was a channel of advertisement for this survey.)

About half (49.7% N=289) of resident respondents said they used YouTube, and 41.2% (N=240) said they used Instagram.

There were more residents who were not on social media (N=100) than who used Twitter (N=94), Reddit (N=79), TikTok (N=38) or Threads (N=30).