

DILLON
CONSULTING

GRAND BAY-WESTFIELD MUNICIPAL PLAN & ZONING BY-LAW AMENDMENTS

Phase I & II Community Engagement

What We Heard



March 9, 2023

Sent via email

Town of Grand Bay-Westfield
609 River Valley Drive
Grand Bay-Westfield, NB
E5K 1B3

Attention: John Enns-Wind
Chief Administrative Officer

Municipal Plan and Zoning By-law Amendments: Community Engagement

The amendments to the Grand Bay-Westfield Municipal Plan and Zoning By-law is a community-driven process that includes three phases of community engagement. On February 3rd, 2023, Grand Bay-Westfield launched Phase I of community engagement which was designed to gather insight into the community's priority issues and provide a foundation for the Municipal Plan and Zoning By-law amendments. Phase I was facilitated virtually, involving an online survey which was open for community feedback from February 3 to March 6, 2023.

Phase II of community engagement involved an Open House event which occurred on Tuesday, February 28th, 2023 between 1 – 4pm and 6 – 9 pm at Nerepis Baptist Church. During the Open House, residents were invited to the discuss the amendments with the project team, as well as share their thoughts and opinions.

We are pleased to provide you with the attached report summarizing feedback collected throughout Phase I and II of the community engagement process. We look forward to your and Council's review of this report and any associated feedback you may have.

Sincerely,

DILLON CONSULTING LIMITED

A handwritten signature in black ink that reads "Jennifer Brown".

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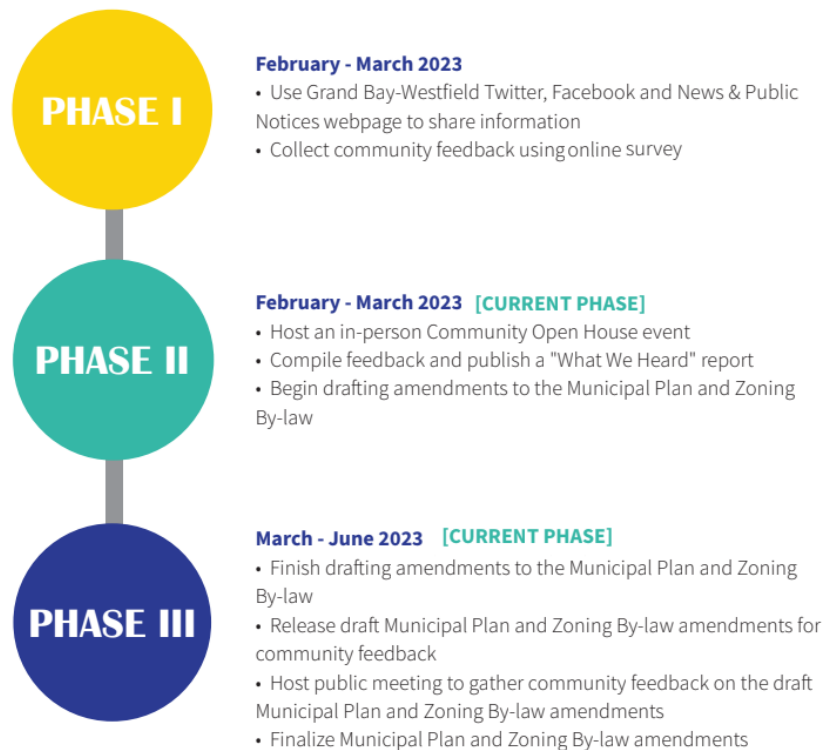
1.0 Introduction

1.1 Local Governance Reform

As of January 2023, Grand Bay-Westfield refers to a new entity made up of Ward 1 (the former Town of Grand Bay-Westfield) and Ward 2 (a portion of the former Local Service District of Westfield West). These areas amalgamated after Local Government Reform was introduced in New Brunswick. The Local Governance Reform process seeks to strategically restructure New Brunswick's local entities (i.e. cities, towns, villages, rural communities, and regional municipalities) to ensure that a majority of residents have local government representation and access to high quality municipal services.

1.2 Municipal Plan and Zoning By-law Amendments

As a result of Local Governance Reform, amendments to Grand Bay-Westfield's municipal policies and regulations are required, including Grand Bay-Westfield's Municipal Plan and Zoning By-law. In order to ensure that Municipal Plan and Zoning By-law amendments reflect the needs and desires of all residents of the new Grand Bay-Westfield boundary area, the amendment process involves three phases, as outlined in the timeline below.



2.0 Phase I Community Engagement

2.1 Engagement Method

On February 3rd, 2023, Grand Bay-Westfield publicly launched Phase I of the community engagement process via the Town of Grand Bay-Westfield News and Public Notices webpage, as well as its social media platforms (Facebook and Twitter).

Phase I was designed to gather insight into the community's priority issue areas and provide a foundation for amendments to the Municipal Plan and Zoning By-law. Phase I was facilitated virtually, involving an online survey. The online survey was open for community feedback from February 3 to March 6, 2023.

2.2 Engagement Activity

Figure 2.1 below provides a snapshot of Phase I community engagement activity.

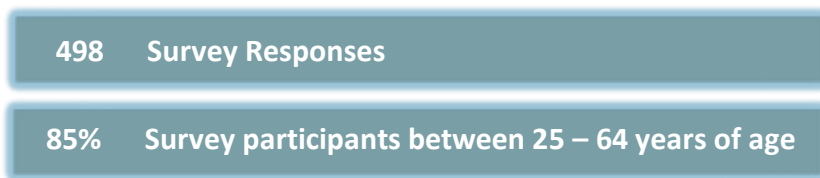


Figure 2.1: Engagement activity snapshot

As highlighted in **Figure 2.1** above, the online survey generated a total of 498 responses and approximately 85% of all survey respondents identified themselves to be between 25 and 64 years of age.

Survey respondents were also asked to indicate where they reside within the new Grand Bay-Westfield boundary and **Table 2.1** provides a breakdown of their responses. It is noted that although a majority of survey respondents (approximately 82%) indicated that they reside in Ward 1 (the former Town of Grand Bay-Westfield), survey responses were received from 61 residents of Ward 2 (a portion of the former local service district of Westfield West). As per **Table 2.2**, approximately 72% of survey respondents indicated that they have lived within their community/within the Grand Bay-Westfield area for 11 years or more.

Table 2.1: Residence response breakdown

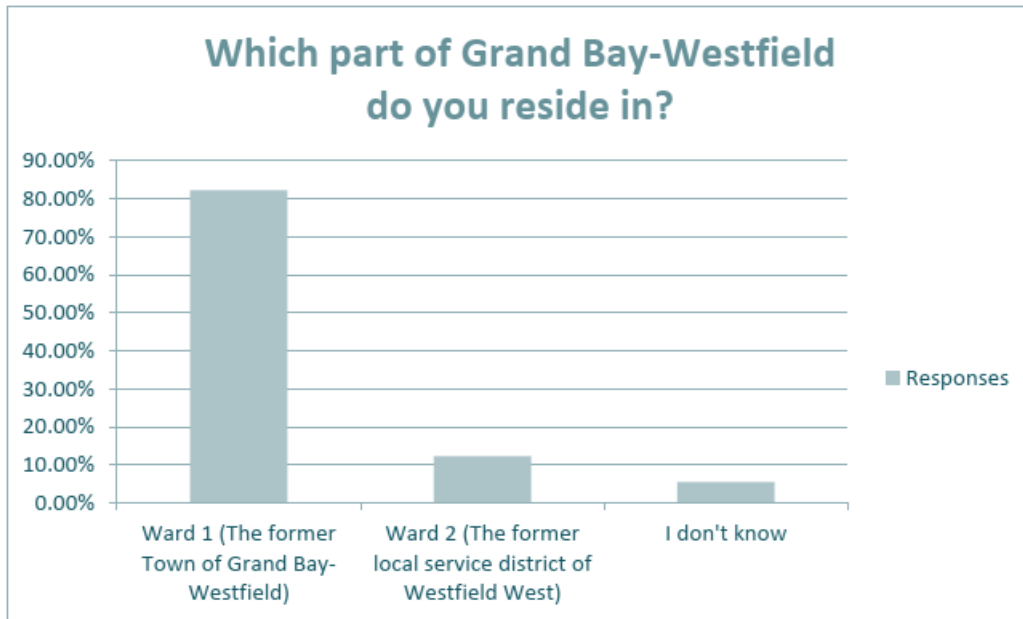
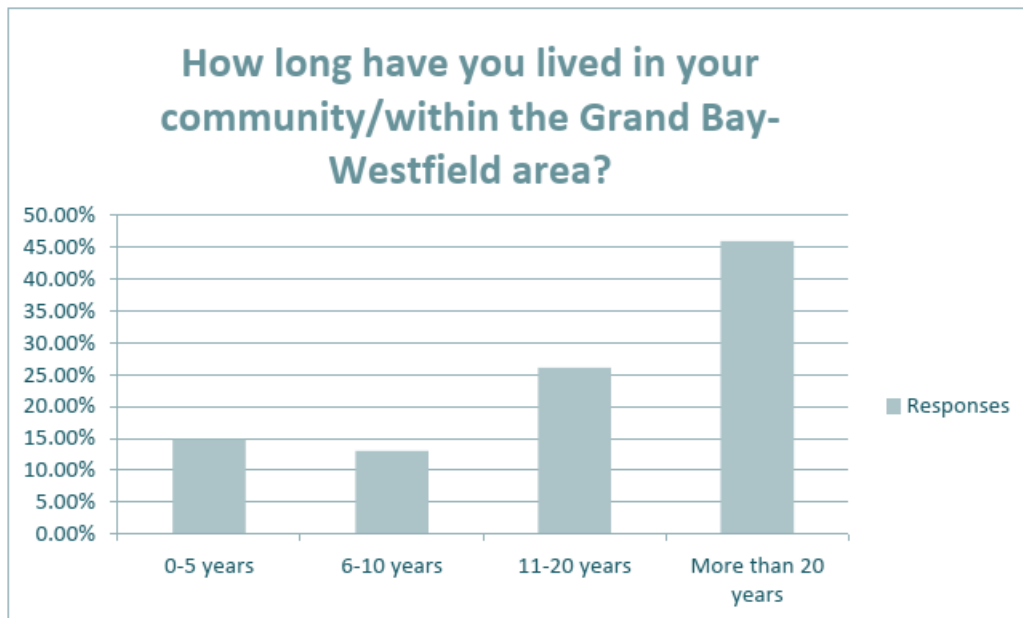


Table 2.2: Length of time as resident

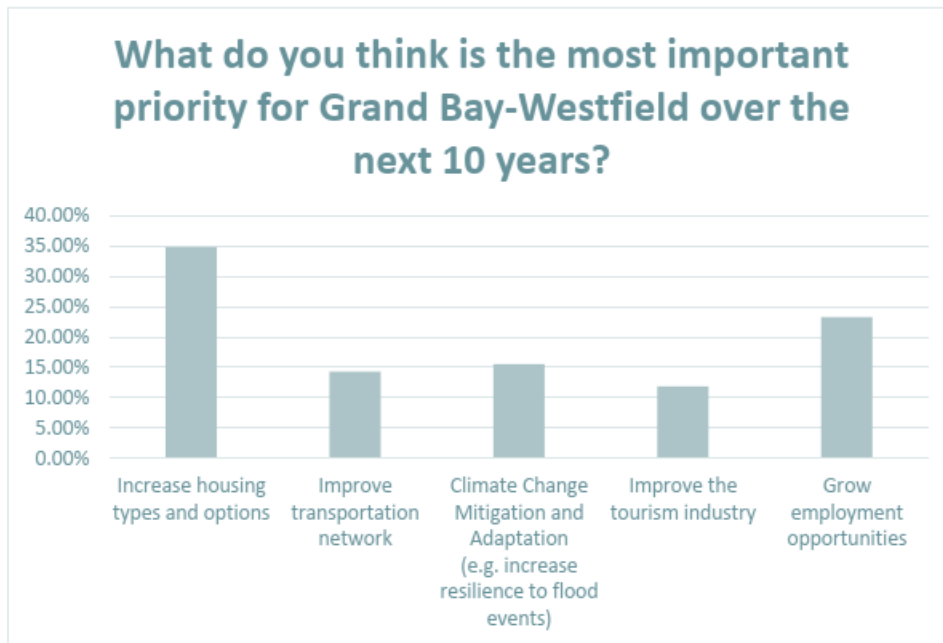


2.3 What We Heard

2.3.1 Resident Priorities

The online survey provides helpful insight into Grand Bay-Westfield residents’ priorities over the next 10 years. Approximately 35% of survey respondents indicated that expanding housing types and options should be the top-most priority for Grand Bay-Westfield, while approximately 23% of survey respondents indicated that growing employment opportunities should be the highest priority (see **Table 2.3** below).

Table 2.3: Resident Priorities



2.3.2 Satisfaction with Land Use Topics

Survey respondents were also asked to rate their satisfaction with a variety of land use topics. The following summarizes key findings that emerged among the responses collected:

- **Availability and affordability of Housing:** 38% of respondents indicated 'Just Okay';
- **Municipal water, sewer (sanitary and stormwater) and/or road services:** 56% of respondents indicated 'Good';
- **Amenities (e.g.: things to do, entertainment, restaurants, etc.):** 36% of respondents indicated 'Poor';
- **Parks and open space:** 39% of respondents indicated 'Good';
- **Recreation:** 36% of respondents indicated 'Just Okay';
- **Employment opportunities:** 36% of respondents indicated 'Poor'; and
- **Access to other services (e.g.: groceries, gas stations, repair shops):** 34% of respondents indicated 'Just Okay'.

2.3.3 Housing Affordability

As highlighted in **Figure 2.2** below, three key themes emerged in responses to a survey question asking respondents to indicate how housing affordability could be improved throughout the new Grand Bay-Westfield boundary area.

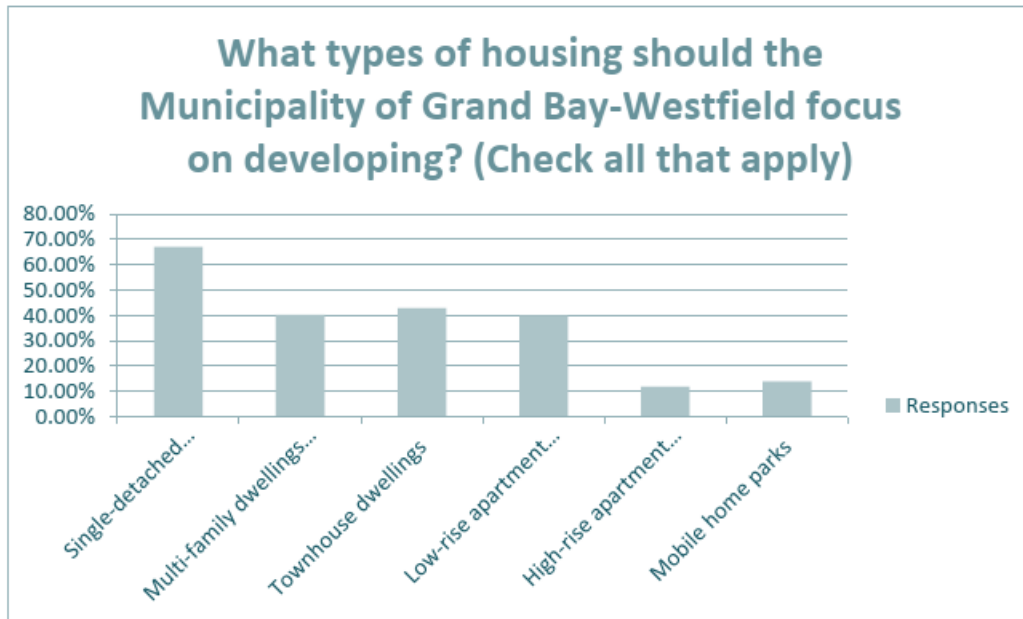


Figure 2.2 Housing Affordability

2.3.4 Housing Types

In response to a survey question asking respondents to indicate housing types that Grand Bay-Westfield should focus on developing in the future, approximately 67% of respondents indicated that Grand Bay-Westfield should focus on developing single-detached dwelling types, while 40% indicated that the development of multi-family (duplex and triplex), townhouse and low-rise apartment dwelling types, respectively should be prioritized (see **Table 2.4** below).

Table 2.4: Housing Types



2.3.5 Community Assets

Survey respondents were also asked to identify their favourite parts of the Grand Bay-Westfield community and what that they would like to see protected moving forward. As shown in **Figure 2.3**, a word cloud was generated based on the responses collected. The bigger the word appears in the word cloud, the more responses related to that word were received.

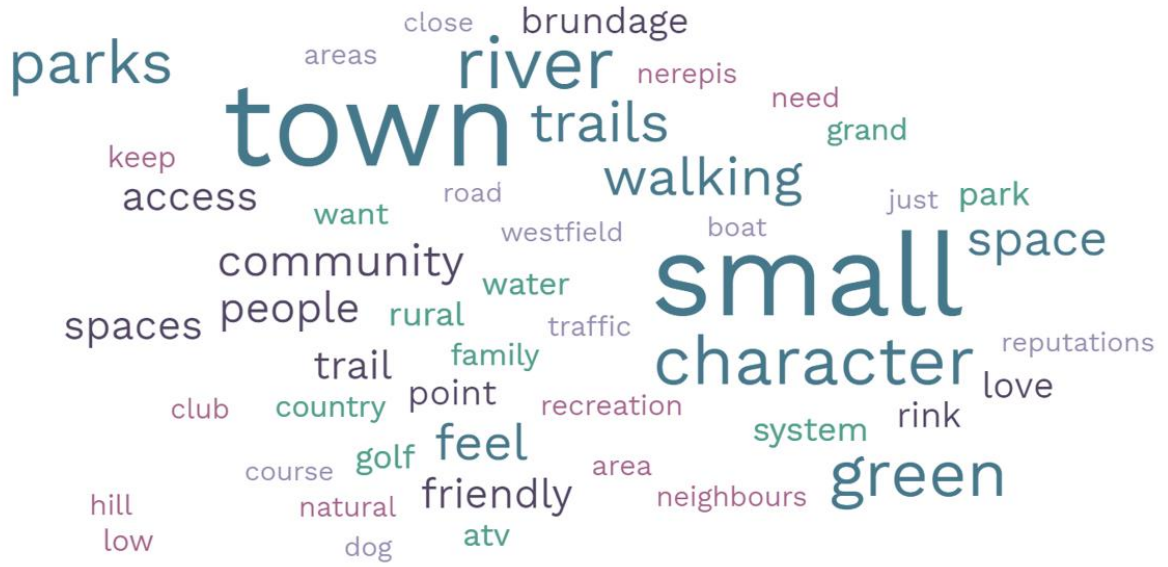


Figure 2.3: Community Assets

2.3.6 Community Improvements

The following five key themes emerged in responses to a survey question asking respondents to indicate how the Grand Bay-Westfield community could be improved moving forward.



Figure 2.4: Community Improvements

3.0 Phase II Community Engagement

3.1 Engagement Method

Phase II of the community engagement process involved an Open House event which occurred on Tuesday February 28, 2023 between 1 – 4pm and 6 – 9 pm at Nerepis Baptist Church. Residents were invited to discuss the Municipal Plan and Zoning By-law amendments with the project team, as well as share their thoughts and opinions.

3.2 What We Heard

3.2.1 Vision for the Future of Grand Bay-Westfield

Residents who participated in the Open House event highlighted the following as their vision for the future of Grand Bay-Westfield:

- Improvements to park, recreation and trail facilities;
- Greater variety of housing types;
- Balance of rural character and commercial growth;
- Enhanced access to the river; and
- Improvements to communication with residents.

3.2.2 Hot Topics

Residents who participated in the open house event highlighted the following as ‘hot topics’ for consideration during the Municipal Plan and Zoning By-law amendment process:

- Garbage collection services;
- Traffic calming;
- Facilitating the development of affordable seniors housing options;
- Flood mitigation along Brittain Road;
- Enhanced access to the river; and
- Expand the trail network.

4.0 Next Steps – Community Engagement

Phase I and II of the community engagement process have now concluded. Based on the feedback summarized in this report, Dillon Consulting Ltd. will work in consultation with Grand Bay-Westfield staff to finalize draft amendments to the Municipal Plan and Zoning By-law. Upon presentation to Council in late March 2023, the draft Municipal Plan and Zoning By-law amendments will be released to the community for feedback over a 30-day comment period. A public hearing will also be held to gather final feedback from the community upon Council's consideration of the finalized Municipal Plan and Zoning By-law amendments in June 2023.