

COUNCIL
COMPOSITION
REVIEW COMMITTEE:
PHASE TWO SURVEY
SUMMARY

November 26, 2024



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Methodology

Citizens were invited to provide their comments on the composition of Thunder Bay City Council through a survey on Thunder Bay's Get Involved page from October 7 to October 28, 2024. A total of 563 surveys were completed, and 1,019 citizens visited the webpage to gain more information during this time. Pop-up events were also held throughout October to inform the public about the options considered by the Committee, where surveys were also distributed. This resulted in a large number of paper surveys completed. The Thunder Bay Public Library also had paper copy surveys available. These surveys are manually inputted into the Get Involved software, giving an aggregate survey result.

Emerging Comment Themes

The final question on the survey allowed users to submit any additional comments they felt were pertinent to the subject matter. Some of the written copies had additional comments listed on the side, or in the margins. These comments were inputted into the additional comments section by staff, as there is no way to enter in comments beside a specific question if no comment box is provided online.

The comments on the survey were ready by the Communications Officer assigned to the file, and then manually themed. For example, if a reference was made to a smaller City Council, this would count as a comment on that subject. Some surveys made comments under multiple themes, which is why the numbers below do not add up to the total number of surveys.

Each comment was analyzed, and the following themes emerged:

- Suggestion for a smaller City Council than proposed 63
- Agree with Option One as presented 53
- Want to be able to vote for entire Council 47
- Equity Concerns/Need for fair representation (typically supporting Option One) 30
- Issue with Option Two (unhappy) 29
- Concepts that are not possible (Assign Wards, Ranked Ballots) 24
- Neither Option is acceptable 20
- Happy with concepts as proposed/engagement 19
- Issue with Option One (unhappy) 18
- Want additional ward boundary changes 18
- Unhappy with survey (felt it was leading to Option One) 15
- Current system is best 10
- Feel more wards are required 7
- Other 51 (typically this involved a comment related to a City service, but was not directed to the content of this survey)

Survey Questions

A total of 563 surveys were completed. The surveys were completed through the online engagement page at www.thunderbay.ca/Getinvolved. Printed copies were also available at the pop-up events in October, and were also available at the Thunder Bay Public Library. A significant number of paper copies (approximately 190) were submitted.

The survey was created to determine a preference for the two options presented by the Council Composition Review Committee.

Questions from the online Survey:

1. What option do you believe will best serve Thunder Bay for a new size and composition of City Council?
2. Do you feel that Option One (Four wards) addresses the following considerations:
3. Do you feel that Option Two (All At-large councillors) addresses the following considerations:
4. I believe Option One (four wards with two councillors and two at-large councillors) will best serve Thunder Bay.
5. I believe Option Two (all at-large model) will best serve Thunder Bay.
6. The Committee heard from residents in Phase One engagement that they want fewer City Councillors, but still good representation across the City. Both options presented reduce the size of City Council from 12 to 10 Councillors, plus a Mayor. Do you believe 10 Councillors (plus a Mayor) is an appropriate size for Thunder Bay City Council?
 - i. If no, what is an appropriate number?
7. Additional Comments:

Demographics

The following demographics represent the 371 online survey participants.

- 18-24 years (2.2%)
- 25-34 years (10.3%)
- 35-44 years (10.6%)
- 45-54 years (16.0%)
- 55-64 years (25.7%)
- 65+ years (35.2%)

People who identified as male made up 48 per cent of respondents, 44 per cent identified as female, while seven per cent did not specify their gender or preferred not to say. Less than one percent identified as Non-binary or Transgender.

Please note paper surveys did not ask a question on demographics. This information only comes from registered users.

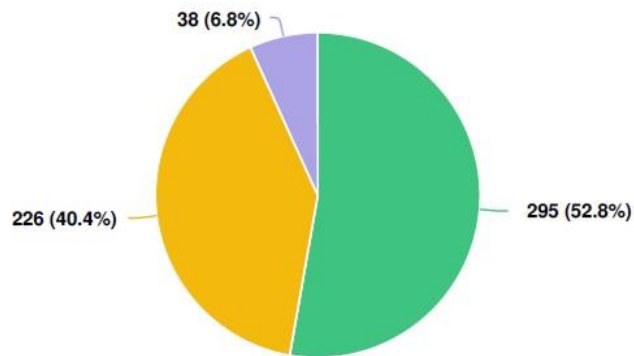
Survey Results

Please note the question numbers may not correspond to what the public saw. This is because of one question having an if/than clause, causing the numbering system to change when the full survey, and all possible questions, are viewed in the final report.

The survey results are as follows:

Q 1.

What option do you believe will best serve Thunder Bay for a new size and composition of City Council?

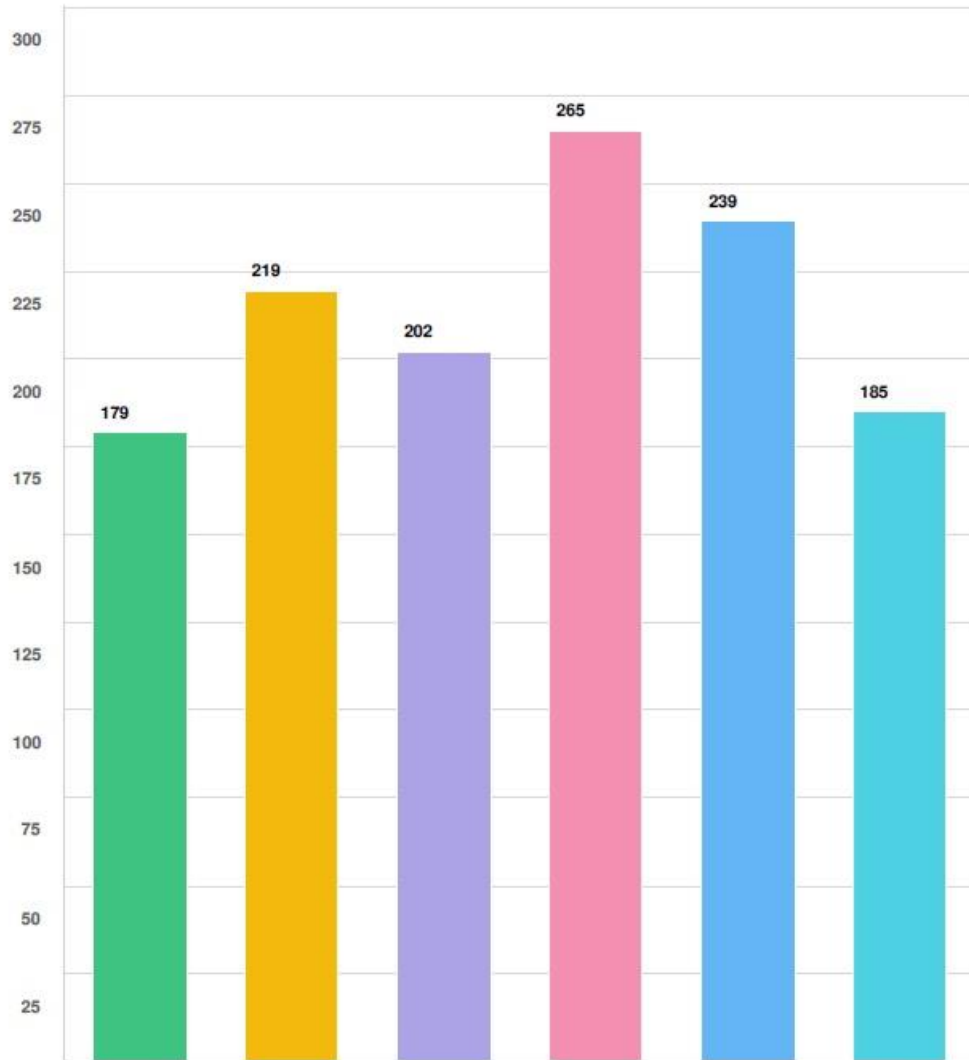


Question options

- Option One - Four wards as part of a hybrid Council containing eight ward councillors, two at-large councillors and one Mayor.
- Option Two - All At-Large Councillors and one Mayor
- Don't know

Q2.

Do you that feel Option One (Four wards) addresses the following considerations:

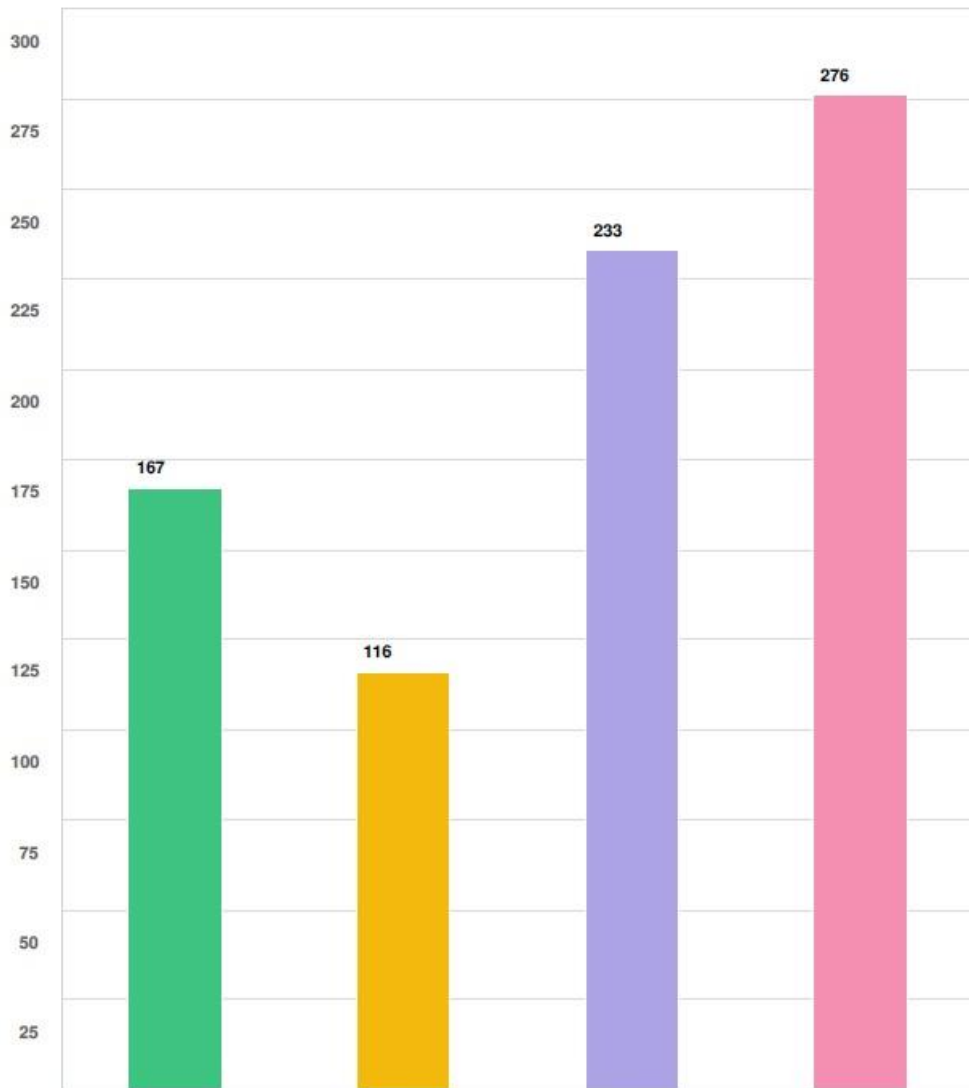


Question options

- Councillor workload
- Maintaining cohesive neighbourhoods
- Wards follow geographic boundaries
- Fair representation across the city
- Each ward has urban, rural, waterfront and commercial areas
- I do not feel this model addresses these considerations

Q3.

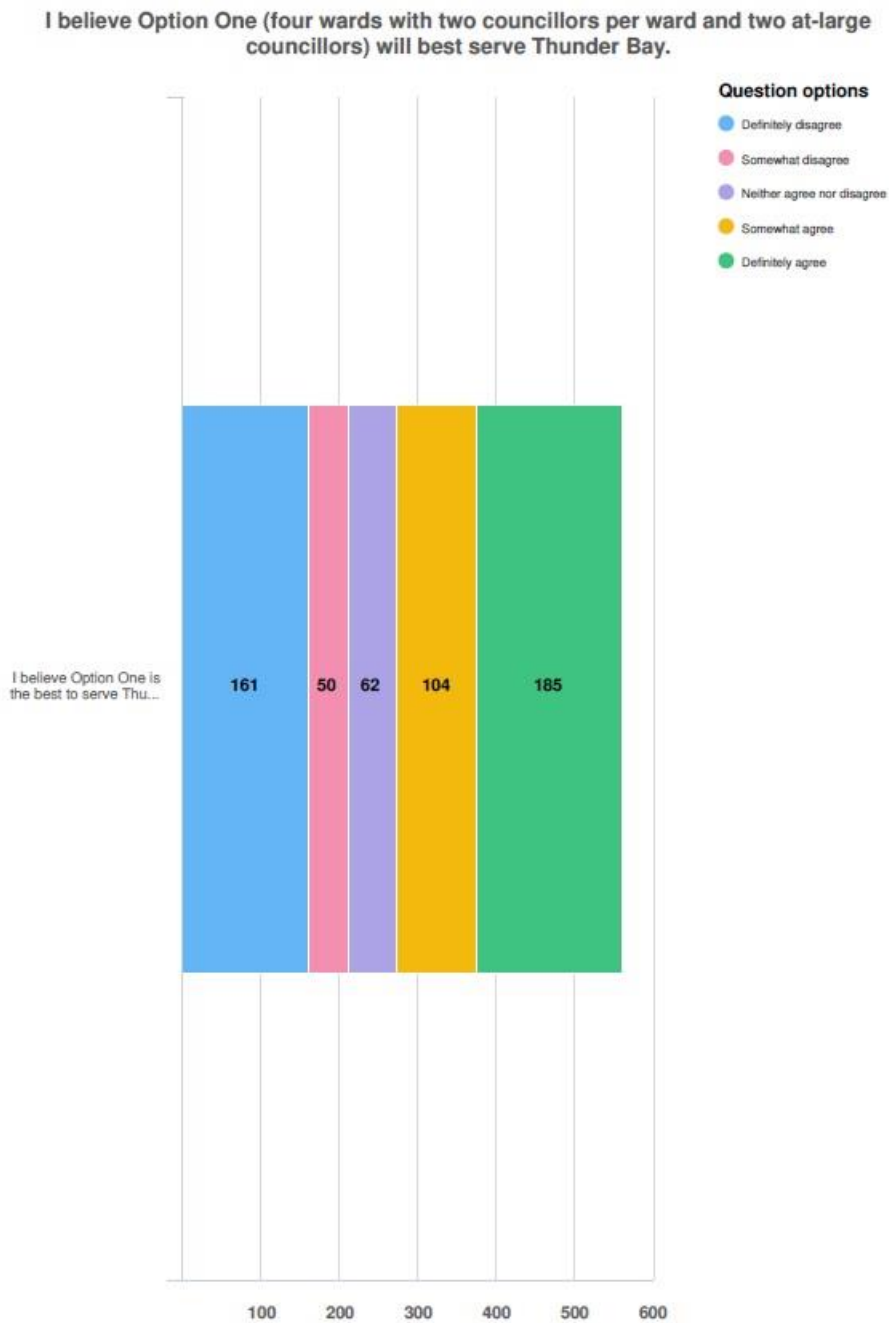
Do you think that feel Option Two (All At-Large Councillors) addresses the following considerations:



Question options

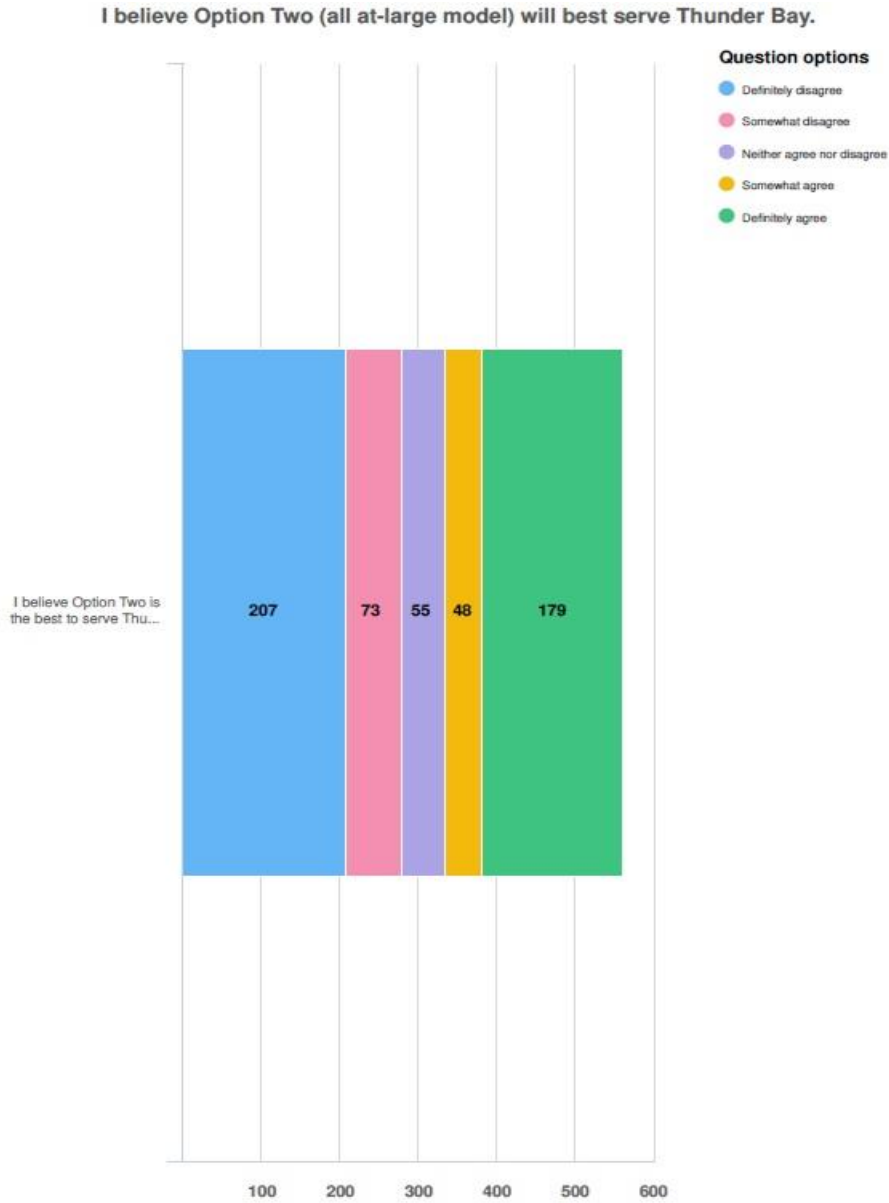
- Councillor workload
- Maintaining cohesive neighbourhoods
- Fair representation across the city
- I do not feel this model addresses these considerations

Q 4.



Based on the responses to this question, a larger proportion of the respondents definitely agree, or somewhat agree that Option One is their preferred model. Based on this question, there are 289 respondents that have a stronger positive feeling for Option One, than 211 respondents with a strong negative feeling for Option One.

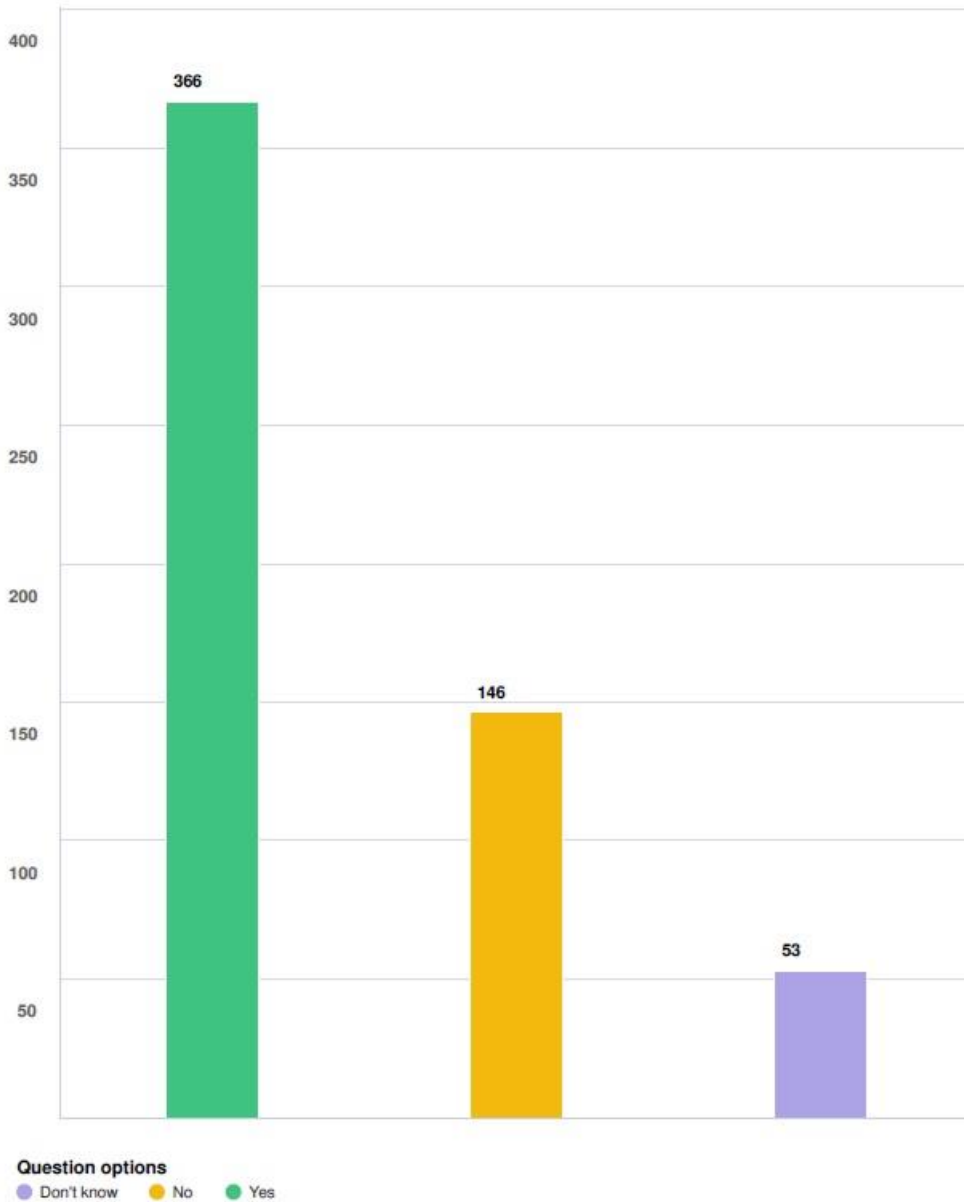
Q5.



Similar to the previous question, there is a smaller portion of the respondents that agree with the concept of an all at-large model (227), compared to those who disagree with the concept of an all at-large model (280).

Q 6.

The Committee heard from residents in Phase One engagement that they want fewer City Councillors, but still good representation across the City. Both options presented reduce the size of City Council from 12 to 10 Councillors, plus a Mayor. Do you b...



Overall, most respondents felt that 10 was an appropriate number of Councillors.

Respondents who answered 'no' to this question were prompted to answer the number of councillors they would like to see. 125 respondents provided an answer. The average response provided was 7.896 councillors.

Q 7.

Additional comments were themed and compiled in the first portion of this report.