



Invest North Bay Development Corporation

MEDIA RELEASE

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Survey results provide basis for recommendations and opportunities for the City

NORTH BAY, ONT. – With today’s public presentation marking the conclusion of Phase I of the Baylor Focus Firm Partnership Project, all collaborators are pleased with the outcomes and eager to enter the next stage of the project.

“We are grateful to residents for their involvement and look forward to further engaging the community as we enter Phase II,” commented project co-lead, Tim Hutchison. Kevin Hutchison added, “Thanks in part to the public for sharing their voice, and the team’s hard work, the City now has reliable data to make more informed and productive decisions.”

The purpose and outcome of Phase I was to develop an understanding of the community’s perspective and gain valuable feedback from area residents. The data accumulated highlights the City’s strengths, as well as prospects for growth and improvement.

Of the 4,585 completed surveys, 79 per cent of respondents stated that they enjoy living in North Bay and 91 per cent stated that growth is important. Based on the respondents that declared they like living in North Bay, 29 per cent trust the municipal government, while of those who stated they dislike living in North Bay, 7 per cent trust the municipal government. Trust at 24 per cent aligns with national research statistics.

As far as the plans and goals for the City of North Bay, only 15 per cent of respondents indicated they have an understanding of what they may be, while 56 per cent of those who understand the plans/goals disagree with them.

The apparent opportunities brought forth by Phase I of the project are the development of a clear strategy, cohesiveness, and the need for enhanced communication.

“Baylor University’s assistance in shaping North Bay’s future direction will be invaluable,” said Invest North Bay Development Corporation Chair, Paul Goulet. “Every progressive organization needs an impartial outside perspective and the City of North Bay could not have hoped for a better partner.”

Phase II of the project will further dissect the appetite and requirements of the community and explore the strategic priorities that the research deems suitable for the City. The second stage will begin in January and involves up to 25 Baylor University MBA candidates.

“We greatly appreciate and thank Baylor University, Kevin and Tim Hutchison for their leadership and involvement in partnering with us to grow our city. Our community has clearly stated they want to see

our city grow and prosper,” commented Mayor Al McDonald. “We can use this data to make the changes necessary and work with all those interested in helping to build our city. We look forward to Phase II to build a comprehensive strategy that can be communicated with our community and supported by our residents.”

Today’s presentation on the survey results can be accessed by visiting investinnorthbay.ca and clicking on “Baylor Survey Presentation” in the Quick Link section of the homepage.

The Invest North Bay Development Corporation helps foster an environment that supports long-term economic and community growth by focussing on municipal innovation and making North Bay an attractive place to invest and do business.

investinnorthbay.ca



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