



PORT BRUCE SATISFACTION SURVEY

*We want your feedback
to help us improve services
in Port Bruce.*

Background

Port Bruce is a charming community in Malahide, Ontario, known for its picturesque setting on Lake Erie. During the summer months, it attracts a significant number of travelers and tourists due to its beaches, parks, and recreational activities. The area is known for its beachfront access, quaint living style, and offers a more peaceful and tranquil environment when compared to other nearby ports.

In the summer of 2024, the Township of Malahide sought public feedback in order to improve its delivery of services and access in the area of its most popular tourist summer destination, Port Bruce.

The survey was structured in a way to recognize the demographics of visitors coming to the area and understand not only the reason for why they decided to visit, but how they evaluate the management of the area with regards to accessibility and overall quality of services. Beyond collecting demographics, access and information related to services, respondents were also afforded an opportunity to an open-ended comment section to generally provide feedback in how the municipality could improve upon meeting the needs of Port Bruce residents and visitors.

Demographics

There was a wide variety of respondents that opted to complete the Port Bruce survey with the Township of Malahide. In total, 66 surveys were completed. Of those 66 surveys, 20 were day visitors (visiting for the day), 5 were short term vacationers (visiting for two days to a week), 19 were seasonal visitors (visiting for more than a week to four months), and 22 were full time residents. Port Bruce continues to be an attraction for family friendly activities and more than 28 of those completing the survey brought children or teenagers for their visit(s).

Their reasons for visiting varied greatly as well, with most coming to visit the beach, boating, fishing, and visiting food vendors.

Summary

Overall, the results of the survey were positive when evaluating the accessibility related to parking, beach mat access, availability of seating, public boat dockage and access to boat ramps and fuel. There was also a positive evaluation regarding quality of services delivered by the Township in the Port Bruce vicinity including: garbage services, grass cutting, maintenance, quality of seating, and overall cleanliness. 80% of all access and service related matters were rated neutral or better. The highest satisfaction scores were related to access to parking at the beach (76), overall cleanliness (71), and quality of grass cutting and maintenance (71). The lowest satisfaction scores were related to availability of public boat dockage (58), access to boat ramps and fuel (63), and quality of garbage services (64).

Some items are coordinated in synch with The Ministry of the Environment, Conservation and Parks (MEPC) and the Township. For example: the beach mat is at the Provincial Park, but the Township installs and maintains it for the season. Driftwood is left on the Provincial Park Beach at the direction of Provincial staff. Lastly, one set of washrooms are in the Provincial Park and the other is operated by the

Township and neither are constructed for year-round use. The report has been shared with the MEPC as it continues to maintain its harmonious relationship and collaboration.

Please evaluate the Following	Percentage Rated Neutral or Better
Access to Beach (Parking)	95%
Adequacy of Access to Beach via beach mats	95%
Availability of seating (within the park area, on and around the pier, and within the pavilion).	89%
Availability of Public boat dockage	90%
Access to boat ramps and fuel	96%
Quality of Garbage Services	80%
Quality of grass cutting and landscaping maintenance	87%
Quality of seating (within the park area, on and around the pier and within the pavilion).	89%
Overall Cleanliness	89%

The most common occurring themes in the comments included in the open-ended suggestion box included the following:
1. More speed enforcement
2. Better signage around the area for nearby attractions with a kinder tone
3. Keep Port Bruce authentic, maintain its natural charm and beauty
4. Address safety concerns related to swimming and biking
5. Bring back beach volleyball
6. Invest in more landscaping and gardening
7. Encourage more visitors and vendors
8. Explore different travel options for those commuting within Port Bruce
9. Reduce driftwood on beach
10. Washrooms should be available year-round

Definitions

Satisfaction Index: The index is calculated to summarize the proportional representation of answers in the categories ranging from “Very Satisfied,” “Satisfied,” “Neutral,” “Dissatisfied,” and “Very Dissatisfied.” The satisfaction index covers a range from 0% to 100%. A 100% satisfaction index result is only possible if 100% of responses are in the “Very Satisfied” category. The satisfaction index summarizes responses from the entire range of positive and negative responses, and allows the comparison of customer satisfaction scores between each survey question.

Responses	Count	Satisfaction Index
Very satisfied	100%	100%
Satisfied	0%	“Very satisfied” (81% to 100%)
Neutral	0%	
Dissatisfied	0%	
Very dissatisfied	0%	

Responses	Count	Satisfaction Index
Very satisfied	0%	75%
Satisfied	100%	“Satisfied” (61% to 80%)
Neutral	0%	
Dissatisfied	0%	
Very dissatisfied	0%	

Responses	Count	Satisfaction Index
Very satisfied	0%	50%
Satisfied	0%	“Neutral” (41% to 60%)
Neutral	100%	
Dissatisfied	0%	
Very dissatisfied	0%	

Responses	Count	Satisfaction Index
Very satisfied	0%	25%
Satisfied	0%	“Dissatisfied” (21% to 40%)
Neutral	0%	
Dissatisfied	100%	

Very dissatisfied	0%
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Responses	Count
Very satisfied	0%
Satisfied	0%
Neutral	0%
Dissatisfied	0%
Very dissatisfied	100%

Satisfaction Index
0%
“Very dissatisfied” (0% to 20%)

Responses	Count
Very satisfied	20%
Satisfied	20%
Neutral	20%
Dissatisfied	20%
Very dissatisfied	20%

Satisfaction Index
50%
“Neutral” (41% to 60%)

% Neutral or Better: The appeasement portion is calculated as the sum of the total representation of responses falling within the “Very Satisfied,” “Satisfied”, and “Neutral” answer categories.

E.g.

Responses	Count
Very satisfied	20%
Satisfied	20%
Neutral	20%
Dissatisfied	20%
Very dissatisfied	20%

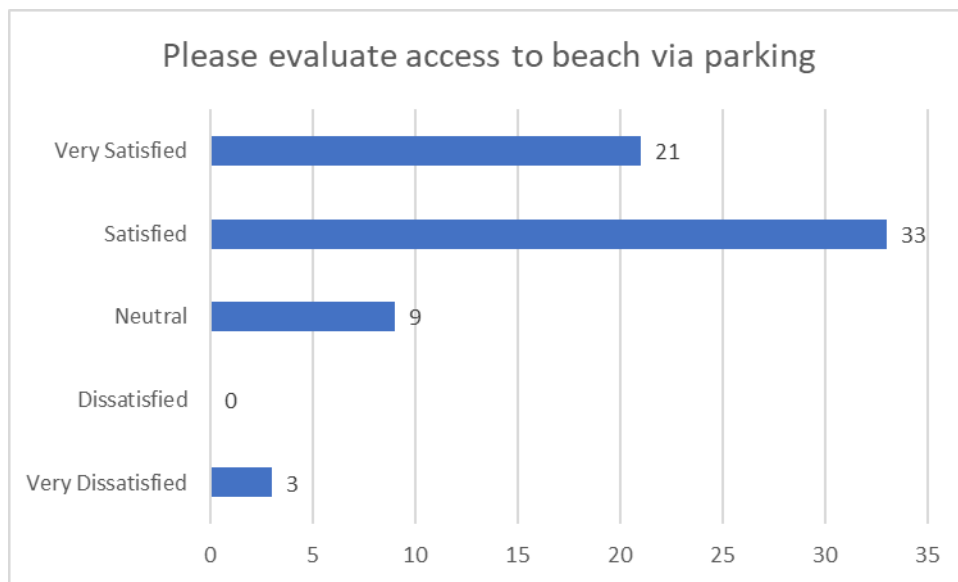
Satisfaction Index	% Neutral or Better
50%	60%

Results

1. Access- with regards to access please evaluate the following:

Access to the Beach (Parking)	Count	Percentage
Very Dissatisfied	3	5%
Dissatisfied	0	0%
Neutral	9	13%
Satisfied	33	50%
Very Satisfied	21	32%
Total	66	100%

Satisfaction Index	% Neutral or Better
76	95



With a satisfaction index of 76, respondents have an overall positive view on the Township's beach access via parking. The survey found 95% of respondents identified their satisfaction as neutral or better.

What is the Township doing right?

- Easy to park
- Plenty of free parking/always available
- People with disabilities are accommodated

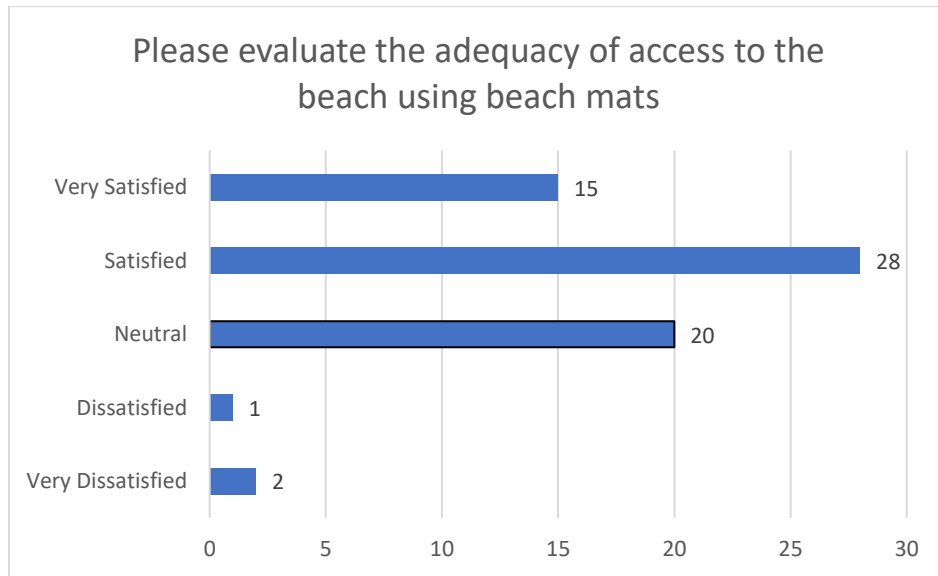
What are areas for improvement?

- Rocky debris
- The volume of parking at the area near the pavilion is significantly impacted by people who park facing the south on the edge of the park, resulting in more walking
- Could make parking near the pier more accessible for wheelchairs/people with disabilities

2. Access- with regards to access please evaluate the following:

Adequacy of access to the beach via beach mats	Count	Percentage
Very Dissatisfied	2	3
Dissatisfied	1	2
Neutral	20	30
Satisfied	28	42
Very Satisfied	15	23
Total	66	100%

Satisfaction Index	% Neutral or Better
70	95%



With a satisfaction index of 70, respondents have an overall positive view on the Township’s adequacy of accessing the beach using beach mats. The survey found 95% of respondents identified their satisfaction as neutral or better.

What is the Township doing right?

- Beach mats work well
- So great to see the beach mat for people needing access
- I have no issue walking with my cane

What are areas for improvement?

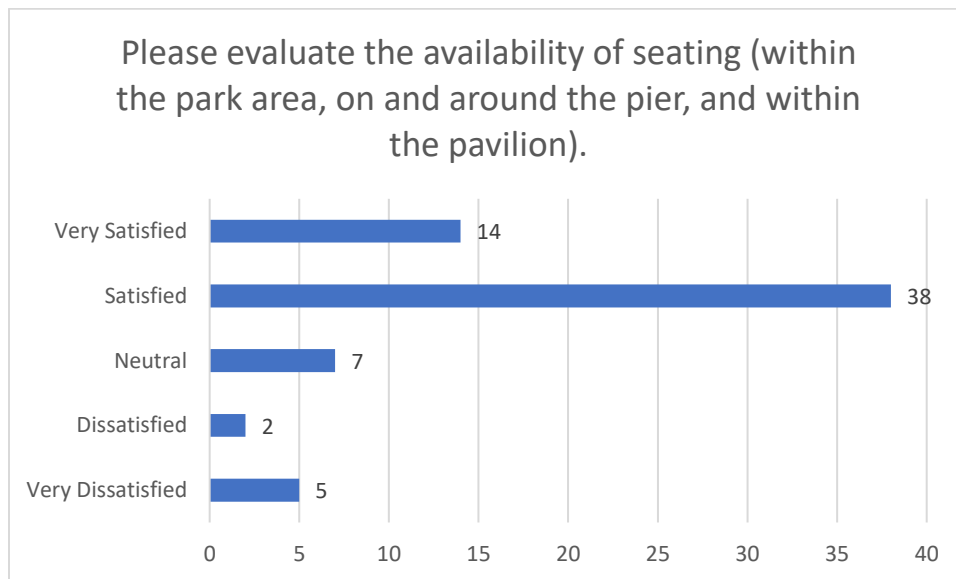
- Too much driftwood on beach mats
- Good placement but in a wheelchair cannot reach the water

- Not quite full access to the beach

3. Access- with regards to access please evaluate the following:

Availability of seating (within the park area, on and around the pier, and within the pavilion).	Count	Percentage
Very Dissatisfied	5	8
Dissatisfied	2	3
Neutral	7	11
Satisfied	38	57
Very Satisfied	14	21
Total	66	100%

Satisfaction Index	% Neutral or Better
70	89%



With a satisfaction index of 70, respondents have an overall positive view on the Township’s availability of seating within the park, pier and pavilion. The survey found 89% of respondents identified their satisfaction as neutral or better.

What is the Township doing right?

- There is definitely plenty of seating available and the option to sit in a space where there is shade is extremely popular
- Love the benches along the creek north of the pier
- Always available
- Appreciate picnic tables with wheelchair seating

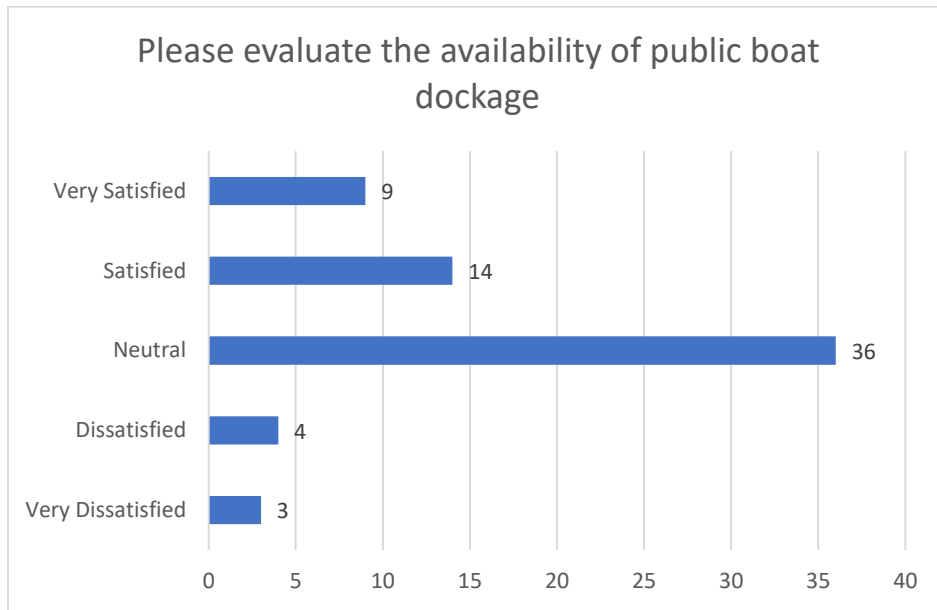
What are areas for improvement?

- There are not enough adequate picnic tables closer to the beach
- The seating that is available is not in great condition or clean.
- Not enough tables at times.

4. Access- with regards to access please evaluate the following:

Availability of public boat dockage	Count	Percentage
Very Dissatisfied	3	5
Dissatisfied	4	6
Neutral	36	54
Satisfied	14	21
Very Satisfied	9	14
Total	66	100%

Satisfaction Index	% Neutral or Better
58	90%



With a satisfaction index of 58, respondents had a mostly neutral view on the availability of public boat dockage in the area managed by the Township. The survey found 90% of respondents identified their satisfaction as neutral or better.

What is the Township doing right?

- There is adequate accessible public boat dockage
- It would be nice to have a better spot for kayaks and canoes to launch for free.

What are areas for improvement?

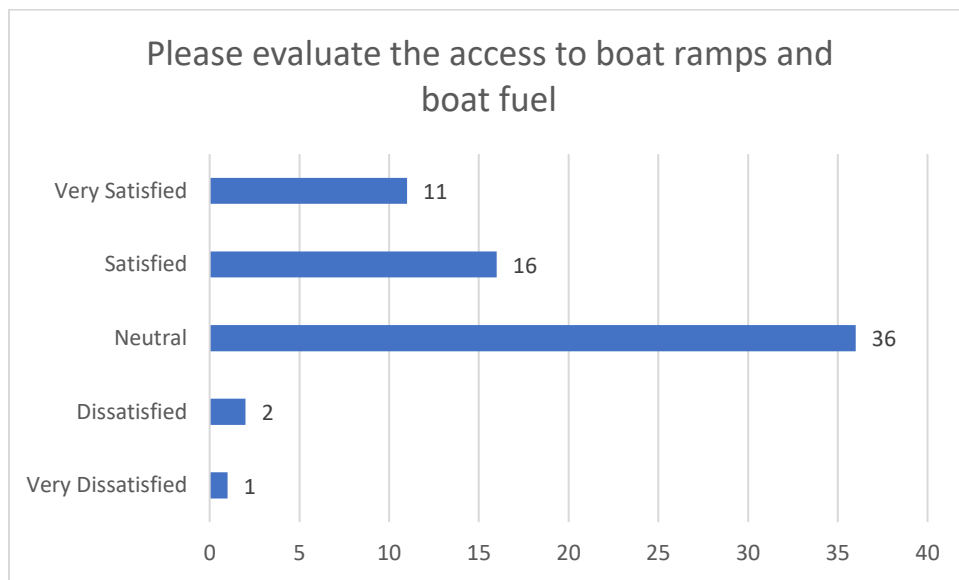
- A bit tricky to get a canoe or kayak onto catfish creek- only at bridge - often very busy or crowded.

- Lack of cleats along the pier for tying up vessels
- Kayak or paddle board launch would be great.

5. Access- with regards to access please evaluate the following:

Access to boat ramps and boat fuel	Count	Percentage
Very Dissatisfied	3	5
Dissatisfied	4	6
Neutral	36	54
Satisfied	14	21
Very Satisfied	9	14
Total	66	100%

Satisfaction Index	% Neutral or Better
63	96%



With a satisfaction index of 63, respondents had a mostly neutral view on the access to boat ramps and boat fuel in Port Bruce. The survey found 96% of respondents identified their satisfaction as neutral or better.

What is the Township doing right?

- Accessible fuel & ramps operated by friendly helpful and knowledgeable people
- Great for our day boaters with 2 marinas to launch from (1 with premium fuel) with a bonus of having free parking for the boat trailers and vehicles
- [REDACTED] is great for gas, and the docks are well maintained

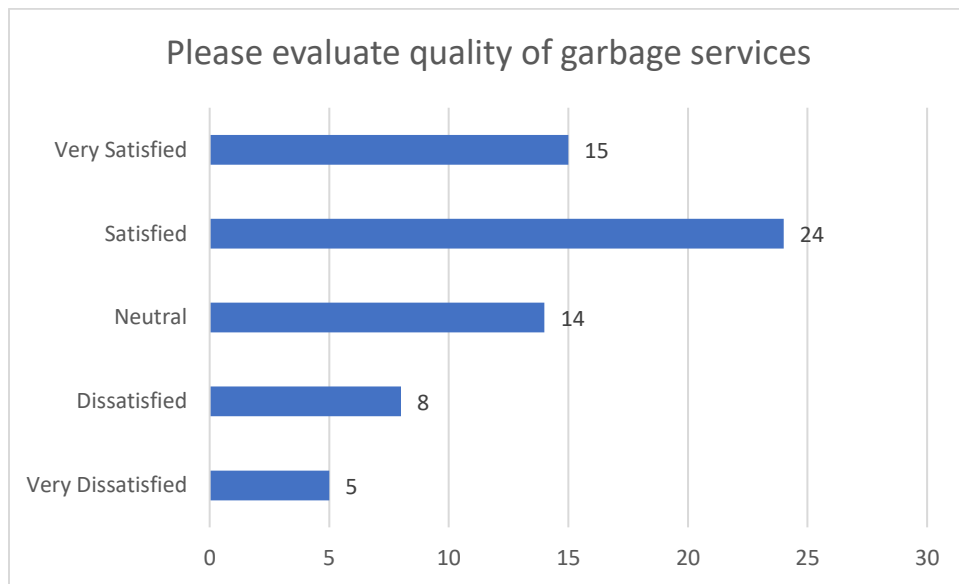
What are areas for improvement?

- Needs to be more than 1, the docks were handy when marina is backed up
- We do not require this service

6. With regards to QUALITY OF SERVICES please evaluate the following.

Quality of Garbage Services	Count	Percentage
Very Dissatisfied	5	8
Dissatisfied	8	12
Neutral	14	21
Satisfied	24	36
Very Satisfied	15	23
Total	66	100%

Satisfaction Index	% Neutral or Better
64	80%



With a satisfaction index of 64, respondents had a mostly positive view on quality of garbage services in Port Bruce. The survey found 80% of respondents identified their satisfaction as neutral or better.

What is the Township doing right?

- Love the same day pick
- [REDACTED] staff is exceptional, consistent day pickup
- Garbage left on the beach is a human error, rather than lack of services

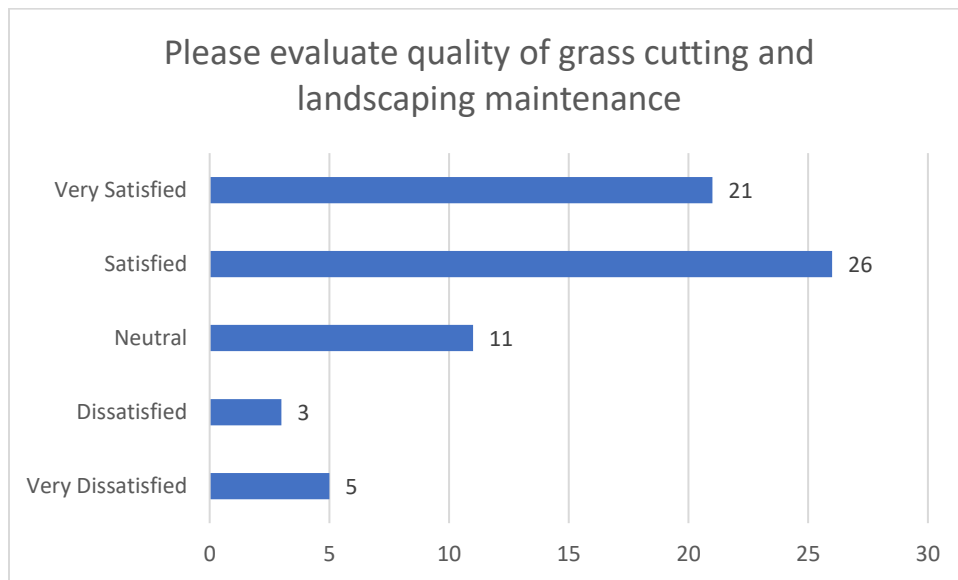
What are areas for improvement?

- One garbage can near the pier is not enough
- The receptacles are taken away after Labour Day, the park is visited year-round
- There should be more garbage containers on the beach, visitors tend to just leave trash on the beach

7. With regards to QUALITY OF SERVICES please evaluate the following.

Quality of grass cutting and landscaping maintenance	Count	Percentage
Very Dissatisfied	5	8
Dissatisfied	3	5
Neutral	11	17
Satisfied	26	38
Very Satisfied	21	32
Total	66	100%

Satisfaction Index	% Neutral or Better
71	87%



With a satisfaction index of 71, respondents had a mostly positive view on the quality of grass cutting and landscaping maintenance in Port Bruce. The survey found 87% of respondents identified their satisfaction as neutral or better.

What is the Township doing right?

- Port Bruce is well maintained and attractive. I would like to see the area on the side of imperial road, going up the hill, cut more often and kept very short for pedestrians to utilize
- Grass was neatly cut and gardens looked nice
- Workers are courteous and always do a good job

What are areas for improvement?

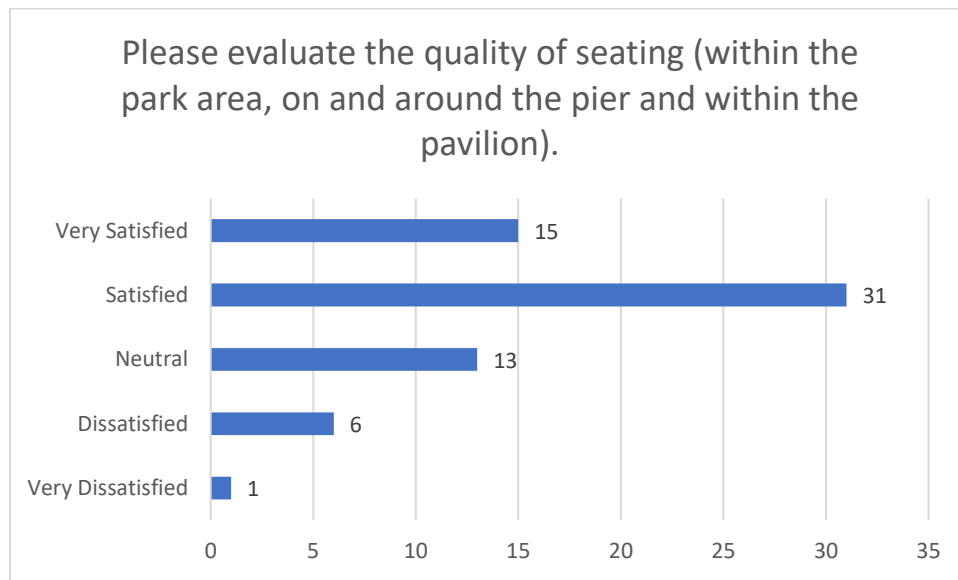
- Need to blow grass away from pavilion and sidewalks

- Grass always looks nice but there is way too much driftwood on the beach, can't even lie on the beach anymore
- There has been no money invested for nice landscaping around the pier or touristy area. There is no flowers, good grass, shrubs or trees. It's broken concrete with no statues or fountains or anything to draw people to

8. With regards to QUALITY OF SERVICES please evaluate the following.

Quality of seating (within the park area, on and around the pier and within the pavilion).	Count	Percentage
Very Dissatisfied	1	2
Dissatisfied	6	9
Neutral	13	20
Satisfied	31	46
Very Satisfied	15	23
Total	66	100%

Satisfaction Index	% Neutral or Better
71	89%



With a satisfaction index of 71, respondents had a mostly positive view on the quality of seating within the park area, on and around the pier and within the pavilion in Port Bruce. The survey found 89% of respondents identified their satisfaction as neutral or better.

What is the Township doing right?

- I've never had a problem finding a place to sit
- Seating is comfortable, tables can be moved to accommodate for bigger groups
- We are very fortunate to have such a nice pavilion and tables under it

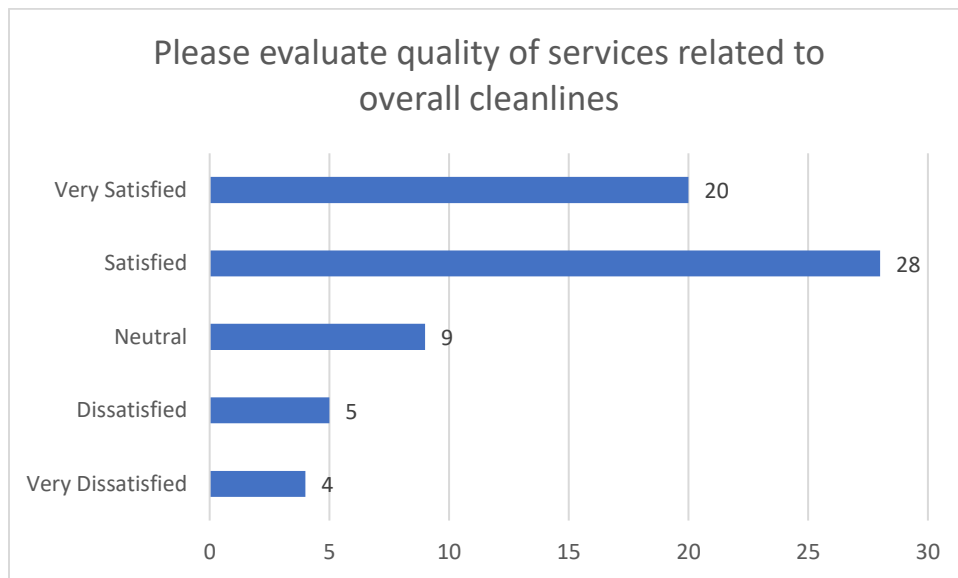
What are areas for improvement?

- More seats near the pier as it gets busy
- More tables and barbecues are required
- A few benches are looking worn and older, the seating could be more comfortable

9. With regards to QUALITY OF SERVICES please evaluate the following.

Overall Cleanliness	Count	Percentage
Very Dissatisfied	4	6
Dissatisfied	5	8
Neutral	9	14
Satisfied	28	42
Very Satisfied	20	30
Total	66	100%

Satisfaction Index	% Neutral or Better
71	89%



With a satisfaction index of 71, respondents had a mostly positive view on the overall cleanliness in Port Bruce. The survey found 89% of respondents identified their satisfaction as neutral or better.

What is the Township doing right?

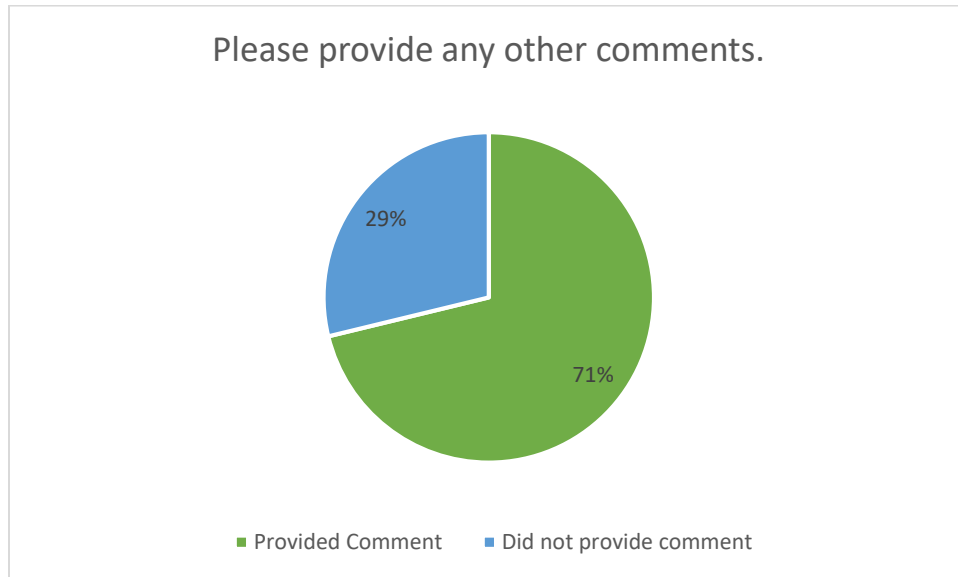
- The staff that clean the bathrooms do a great job, people looking after cleaning up the beach do a great job and even look for smoldering fires that could cause injury
- Pride of ownership is very evident
- Bathrooms and pavilion are usually very clean

What are areas for improvement?

- People often leave dog poop and dirty diapers around; the beach also has a lot of debris caught up in the driftwood
- The volume of cigarette butts and trash is steadily increasing; garbage on the beach and overflowing garbage the last three times I have visited
- Need more public garbage receptacles; as a business owner, people leave their garbage, and use my restrooms without purchasing any from our menu as they claim that the public washrooms are a mess

10. Please provide any other comments that may assist the municipality in ensuring the needs of Port Bruce residents and visitors are being met.

Residents and visitors were given a chance to respond to an open-ended question that allowed them to specify any specific needs that may assist the municipality in ensuring the needs of Port Bruce are being met.



The most common occurring themes in the comments included
<i>-More speed enforcement</i>
<i>-Better signage around the area for nearby attractions with a kinder tone</i>
<i>-Keep Port Bruce authentic, maintain its natural charm and beauty</i>
<i>-Address safety concerns related to swimming and biking</i>
<i>-Bring back beach volleyball</i>
<i>-Invest in more landscaping and gardening</i>
<i>-Encourage more visitors and vendors</i>
<i>-Explore different travel options for those commuting within Port Bruce</i>
<i>-Reduce driftwood on beach</i>
<i>-Washrooms should be available year-round</i>