



Environmental Attitudes Survey

City of Windsor Environmental Master Plan

Submitted To:
Environmental Services, City of Windsor

Submitted By:
DPRA Canada

November 29, 2005



Copyright © 2007, City of Windsor

All rights reserved. No part of this publication may be reproduced, recorded or transmitted in any form or by any means, electronic, mechanical, photographic, sound, magnetic or other without advance written permission from the owner.

This study has been produced with the assistance of the Green Municipal Fund, a fund financed by the Government of Canada and administrated by the Federation of Canadian Municipalities. Notwithstanding this support, the views expressed are the personal views of the author(s), and the Government of Canada and the Federation of Canadian Municipalities accept no responsibility for them.

The Great Lakes Sustainability Fund is a component of the Federal Government's Great Lakes program. The Sustainability Fund provides resources to demonstrate and implement technologies and techniques to assist in the remediation of Areas of Concern and other priority areas in the Great Lakes. The report that follows was sponsored by the Great Lakes Sustainability Fund and addresses environmental issues in the Detroit River Area of Concern in Windsor, Ontario. Although the report was subject to technical review, it does not necessarily reflect the views of the Sustainability Fund or Environment Canada.

TABLE OF CONTENTS

1.0	INTRODUCTION.....	1
1.1	PURPOSE OF THE ENVIRONMENTAL ATTITUDES SURVEY	1
1.2	REPORT ORGANIZATION	1
2.0	METHODOLOGY.....	2
2.1	SURVEY OBJECTIVES	2
2.2	STUDY AREA.....	2
2.3	SURVEY METHODOLOGY	2
2.4	STATISTICAL METHODOLOGY	4
2.5	ON-LINE, HARD COPY AND TELEPHONE VERSIONS.....	4
3.0	DETAILED RESULTS, BY QUESTION	5
3.1	QUESTION-BY-QUESTION RESULTS.....	5
3.2	DEMOGRAPHIC RESULTS.....	17
4.0	CROSS- TABULATION ANALYSIS	26
4.1	TRENDS EMERGING FROM THE RESULTS	26
5.0	SUMMARY AND KEY OBSERVATIONS.....	29
5.1	OVERALL SATISFACTION WITH THE ENVIRONMENT.....	29
5.2	ENVIRONMENTAL LIKES	29
5.3	KEY ENVIRONMENTAL CHALLENGES.....	29
5.4	POTENTIAL ACTIONS FOR THE CITY TO TAKE TO REMEDY CHALLENGES	29
5.5	WILLINGNESS TO PAY FOR ENVIRONMENTAL ACTIONS	30
5.6	AWARENESS AND SATISFACTION OF CITY PROGRAMS AND INITIATIVES	30
5.7	RANKING OF ENVIRONMENTAL FEATURES.....	30
5.8	KEY OBSERVATIONS	30

APPENDIX A: COPY OF SURVEY

APPENDIX B: SURVEY AND OPEN HOUSE ADVERTISING DETAILS

APPENDIX C: ADDITIONAL SURVEY RESPONSES

APPENDIX D: ON-LINE AND HARD COPY SURVEY RESULTS

LIST OF FIGURES

Figure 1. Overall satisfaction with Windsor’s environment (n=504).....	5
Figure 2. Comparison of Windsor’s environment to other cities in Ontario (n= 504)	6
Figure 3. Features that respondents most like about Windsor’s environment (n=679).....	6
Figure 4. Top ten most frequently reported environmental challenges presently facing Windsor (n=963).....	7
Figure 5. Top ten most important environmental challenges (n=504)	8
Figure 6. Top five actions suggestion for Windsor related to air quality (n=602)	9
Figure 7. Top five actions suggested to improve water quality in Windsor (n=457)	10
Figure 8. Top five actions suggested for the City of Windsor related to land use (n= 241).....	10
Figure 9. Top five actions suggested for Windsor related to energy use (n=411).....	11
Figure 10. Willingness to pay an increase in municipal taxes for environmental actions (n=504).....	12
Figure 11. If yes, amount willing to pay (n=247).....	12
Figure 12. Level of awareness for City of Windsor programs and services (n=504).....	13
Figure 13. Level of satisfaction with City of Windsor’s programs and services (n=504).....	14
Figure 14. Mean scores and rankings of ten environmental features and qualities in Windsor (n=504).....	16
Figure 15. Gender of telephone respondents (n=504).....	17
Figure 16. Number of years lived in Windsor (n=504).....	17
Figure 17. Age category (n=504).....	18
Figure 18. Number of people in household (n= 504)	18
Figure 19. Number of children under 18 per household (n=504).....	19
Figure 20. Number of one-way vehicle trips per day (n=504).....	19
Figure 21. Number of one-way transit trips per week (n=504).....	20
Figure 22. Percentage of respondents who live in owned or rented properties (n = 504).....	20
Figure 23. Highest level of education completed by respondent (n=504).....	21
Figure 24. Total reported annual income per household (n = 504).....	21

LIST OF TABLES

Table 1 Most frequently reported environmental challenges presently facing Windsor by percentage of responses ...	7
Table 2 Most important environmental challenges ranked by percentage of responses.....	8
Table 3 Ranking of environmental features and qualities in the City of Windsor (n=504).....	15
Table 4 Awareness and satisfaction levels from the hard copy (n=33) and on-line (n=40) respondents	D-2
Table 5 Mean scores of environmental features for hard copy (n=33) and on-line (n=40) respondents.....	D-3

1.0 INTRODUCTION

1.1 PURPOSE OF THE ENVIRONMENTAL ATTITUDES SURVEY

This report presents results from the Environmental Attitudes Survey for the City of Windsor in support of its Environmental Master Plan (EMP). The findings from the survey are intended to help the City better understand and assess residents' current attitudes and opinions about Windsor's environment. The results from the survey will be used to inform the development of the Environmental Master Plan.

DPRA Canada, a private consulting firm, was hired in July 2005 to assist the City of Windsor in developing its first Environmental Master Plan. Windsor has decided to create a Master Plan to lead by example. The City serves over 210,000 residents and operates numerous facilities. Therefore, the Corporation's decisions and actions affect the entire community and have a direct impact on the environment. The EMP will be focused on actions the Corporation of the City of Windsor can take to protect and improve the environment within the City of Windsor over the short- and long-term. In light of that, it is important that those decisions are guided by the desires of the residents that the Corporation serves. Therefore, in September 2005, the City decided to undertake an Environmental Attitudes Survey.

To attain statistically defensible results and to reach out to residents who might not otherwise participate in public consultation events, the survey was conducted over the telephone: 504 telephone interviews were completed over a two-week period. The survey was also made available in hard copy form at an Open House from Wednesday, October 26 to Saturday, October 29 and electronically on the City's website for a two-week period. This report includes results from all three survey types (telephone, hard copy and Internet-based) and is intended to inform the City as it goes forward with the development of its Environmental Master Plan.

1.2 REPORT ORGANIZATION

This report is organized as follows:

- Section One provides a general introduction to the survey;
- Section Two summarizes the survey methodology;
- Section Three includes question-by-question results;
- Section Four explains the results of cross-tabulations;
- Section Five contains key findings and observations.

A copy of the survey, details of the public notice, all comments from respondents and on-line and hard copy results are included in Appendices A, B, C, and D respectively.

2.0 METHODOLOGY

Section Two provides an overview of the survey and statistical methodologies used for the Environmental Attitudes Survey.

2.1 SURVEY OBJECTIVES

Baseline information for the development of the Environmental Master Plan has been obtained through many methods, including information gathered from the Environmental Attitudes Survey. The objectives of the Environmental Attitudes Survey included garnering an understanding of individual attitudes and opinions related to:

- Environmental likes and challenges within Windsor
- Actions that residents feel the City should take to improve Windsor's environment
- Willingness to pay additional taxes to support environmental actions
- Awareness of, and satisfaction with, environmentally-related City-run initiatives
- A ranking of environmental attributes such as air and water quality

In addition, the survey results form a baseline of information from which future comparisons can be made with respect to attitudes towards the environment. The results of the survey will also be used as a foundation for future consultation events and the development of priorities for the Environmental Master Plan.

2.2 STUDY AREA

The study area for the Environmental Attitudes Survey is the entire geographical area of the City of Windsor. Calls were made to representative samples of residents within the City's five wards. To ensure that hard copy and on-line surveys were completed by City residents, the postal code field was mandatory. One hard-copy and three on-line surveys from residents living in outside of the City limits were received: these were not included in the analysis. One hard copy survey was received via mail after the analysis was complete: this was excluded from survey analysis but will be included in a database of resident comments.

To ensure statistically significant, reliable and comparable results, the survey was designed to reflect a 95% confidence level and a margin of error of +/- 4%. This means that if the study were replicated 20 times, the results obtained from the study would be similar 19 times out of 20 within 4%.¹ Based on this principle, calculations showed that the required sample size for the Environmental Attitudes Survey study area was approximately 500 completed surveys.

2.3 SURVEY METHODOLOGY

In late September 2005, DPRA met with the Environmental Master Plan Technical and Steering Committees to discuss the potential for, and intent of, the survey. Based on the results of that meeting, survey questions were drafted by DPRA and then vetted by the Committees. The survey questions were designed to address a series of items with respect to community attitudes towards the environment within Windsor. The open- and closed-ended questions aimed to identify and extract information based on the objectives outlined in Section 2.1. The survey was intended to capture a current "snapshot" of attitudes related to Windsor's environment. The intent of the survey is to

¹ The accepted research standard is a margin of error of +/-5%.

contribute to the development of the Environmental Master Plan and, potentially, other City-based programs and plans.

Questions were designed to go from broad and self-defined to more specific. The survey began with more open-ended questions and did not prompt for rankings or scores until the latter portions. A series of demographic questions were asked at the end of survey: these included length of residency, household income, level of education, etc. A complete copy of the survey can be found in Appendix A.

A pre-test of the survey was conducted to ensure that any problems with the survey, such as sequencing or wording of questions, were identified and corrected.² The final product of the pre-testing and modification task was the production of a survey that was as “user-friendly” as possible for both surveyors and respondents.

Residential telephone numbers were selected at random by a company that specializes in retrieving phone numbers for surveying; telephone numbers were picked based on population density by Ward. Interviewing began on October 24 and was completed by November 7, 2005 by callers from DPRA’s Concord office.³ The majority of calls were made between 4 and 9 p.m. on weeknights, while some surveying was completed earlier in the afternoons. Average telephone survey completion times ranged from 8 to 20 minutes. For every completed survey, approximately 3 respondents declined to participate in the survey. Less than 0.5% of surveys were terminated mid-interview; surveys that were incomplete were excluded from the analysis. Over the two-week period 504 telephone surveys were completed with City of Windsor residents.

The telephone survey was adapted so that it could be posted to the Internet. The identical survey that was asked over the telephone was available on the Internet via a link from <http://www.citywindsor.ca/001767.asp> for a two-week period (October 25 to November 8, 2005). Forty surveys were received on-line.

The survey was also adapted for distribution at an Open House. The survey was made available in hard copy form from Wednesday, October 26 to Saturday, October 29, 2005 at Devonshire Mall, 3100 Howard Ave. Some residents dropped surveys off at the mall and others mailed them into the City. Overall, 33 hard copy surveys were received.

Participants were asked if they would like to be informed about future Environmental Master Plan events. Approximately 24% of telephone respondents and 52% of hard copy respondents asked to be added to the City’s contact list. However, the survey results were strictly anonymous in that no comments were attributed to persons who provided their names for contact purposes and the contact information is stored in a separate database from the survey results. The survey results are representative by age cohort, Ward and gender for the City of Windsor. If residents had general questions about City services, they were directed to call 311 or their local Councillor.

The survey and the open house were widely advertised across Windsor. For advertising details, refer to Appendix B.

² Note that the responses of pre-test surveys were not included in the final tabulations

³ No calls were made on Hallowe’en (October 31, 2005)

2.4 STATISTICAL METHODOLOGY

In order to have a central database for all of the survey results, a data entry file was created using the *Statistical Package for the Social Sciences* Version 14(SPSS). As the completed questionnaires were collected, each was given an identification number for reference purposes, starting at 001. Data collected from each of the surveys were entered into the database. Some open-ended responses, which asked respondents for their comments, were assessed and grouped into general themes, which were created based on the pre-editing of the surveys. Other responses to open-ended questions (i.e., Questions 9 and 20) were typed verbatim into the database.

Upon completion of the data entry task, SPSS was used to compute basic aggregate frequency tables, which displayed the counts and percentage of respondents for each question. Cross-tabulations were run on selected demographic questions versus closed questions determine trends in the data.

2.5 ON-LINE, HARD COPY AND TELEPHONE VERSIONS

The results of the on-line, hard copy and telephone versions were entered into separate databases because of the difference in methodology – the telephone surveys were random in nature, whereas the hard copy and on-line submissions were from those with a specific interest in the subject matter or in completing the survey.

The hard copy, on-line and telephone survey results were analyzed separately and in grouped form. There were slight differences in responses from the different survey types. For that reason, this report presents three separate analyses: Section 3.1 and 3.2 are based on the telephone survey results and results from the hard copy and on-line surveys can be found in Appendix D.

All open-ended results and comments have been transcribed and are detailed in Appendix C.

3.0 DETAILED RESULTS, BY QUESTION

This section presents results from the Environmental Attitudes Survey on a question-by-question basis. The total number of completed telephone surveys received was 504. An additional 33 hard copy surveys were collected at the open house or mailed in, and another 40 surveys were filled out via the internet. Since the telephone surveys are comprised of a statistically significant sample of Windsor’s population, the presented data (Section 3.1 and 3.2) is based solely on the telephone survey results. Results from the hard copy and on-line surveys can be found in Appendix D

Responses to close-ended questions are shown in percentages. For open-ended questions, where multiple responses were possible, the results presented are based upon the *total* number of responses and totals are noted where applicable (for example, “A total of 679 responses were collected”).

In some instances, the results may not add up to 100%. This is because:

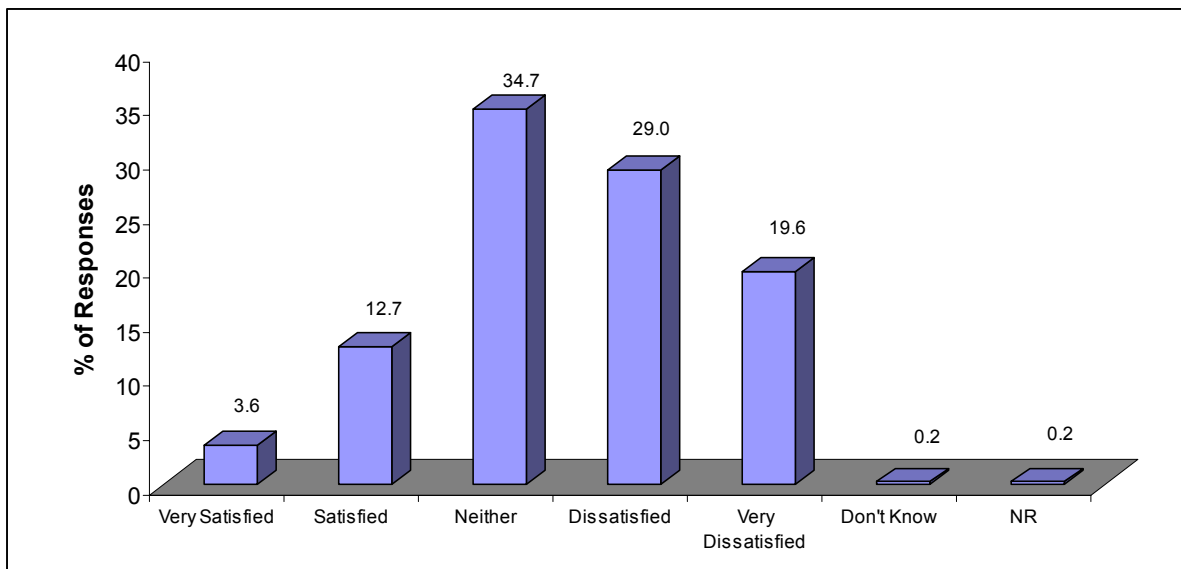
- some figures may only illustrate the five or ten most common responses; in these cases, other responses may be discussed in the accompanying text;
- some figures illustrate total responses, and not percentages.

3.1 QUESTION-BY-QUESTION RESULTS

Question 1: Overall, how satisfied are you with the environment in the City of Windsor?

Forty-nine percent (48.6%) of respondents stated that they felt dissatisfied (29%) or very dissatisfied (19.6%) with the environment in the City of Windsor (Figure 1). In addition, 34.7% of the respondents felt they were neither satisfied nor dissatisfied with Windsor’s environment. Only 16.3 % of the respondents noted they were satisfied or very satisfied.

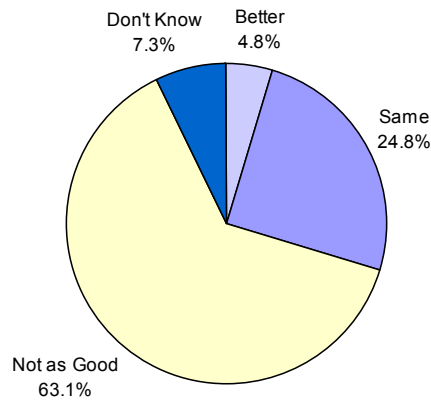
Figure 1. Overall satisfaction with Windsor’s environment (n=504)



Question 2: Overall, would you say that Windsor’s environment is: Better than most cities in Ontario? About the same as most cities in Ontario? Or not as good as most cities in Ontario?

The majority of respondents (63%) felt that Windsor’s environment was not as good as other cities in Ontario (Figure 2). Twenty-five percent (24.8%) of respondents felt that the City’s environment was about the same as other cities in the province and only 4.8% rated it the better than other Ontario cities.

Figure 2. Comparison of Windsor’s environment to other cities in Ontario (n= 504)

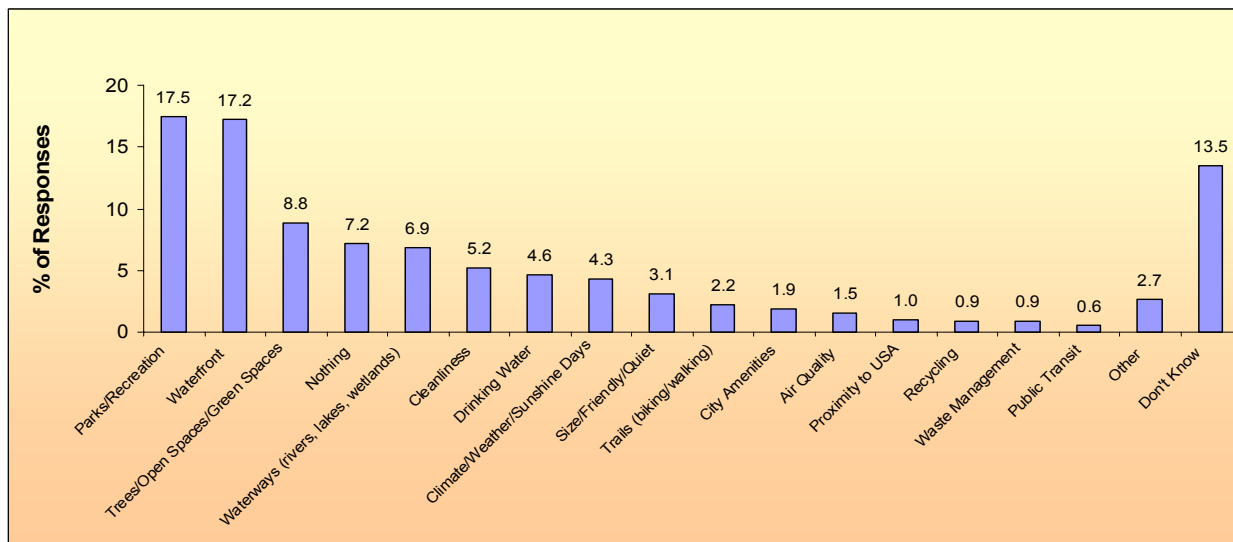


Question 3: Please name three things you like most about the quality of the environment in Windsor.

In this open-ended question, respondents were asked to list up to three things about the environment in Windsor that they “liked.” A total of 679 responses were collected. The responses are illustrated from most frequent to least in Figure 3 along with “other” and “don’t know” totals at the end.

The most commonly reported liked characteristic was parks and recreation (17.5%) followed closely by the waterfront (17.2%) with trees, open spaces and green spaces rounding out the top three (8.8%). Respondents finding “nothing” they liked about Windsor’s environment came in fourth with 7.2% response rate. In comparison, 13.5% of the respondents did not know what they liked about the environment in Windsor (Figure 3)

Figure 3. Features that respondents most like about Windsor’s environment (n=679)



Question 4: In your opinion, what are the most important environmental challenges facing the City of Windsor today?

Respondents were asked to provide a list of environment challenges that Windsor is facing. A total of 963 responses were provided by participants over the telephone. The top ten responses are illustrated in Figure 4. The most frequently mentioned environmental challenge was air quality (41.8%). The second most reported challenge was water quality in the lakes and rivers (10.5%). Other responses include road congestion and traffic, trucks idling and proximity to the USA. A complete list of reported environmental challenges is outlined in Table 1.

Figure 4. Top ten most frequently reported environmental challenges presently facing Windsor (n=963)

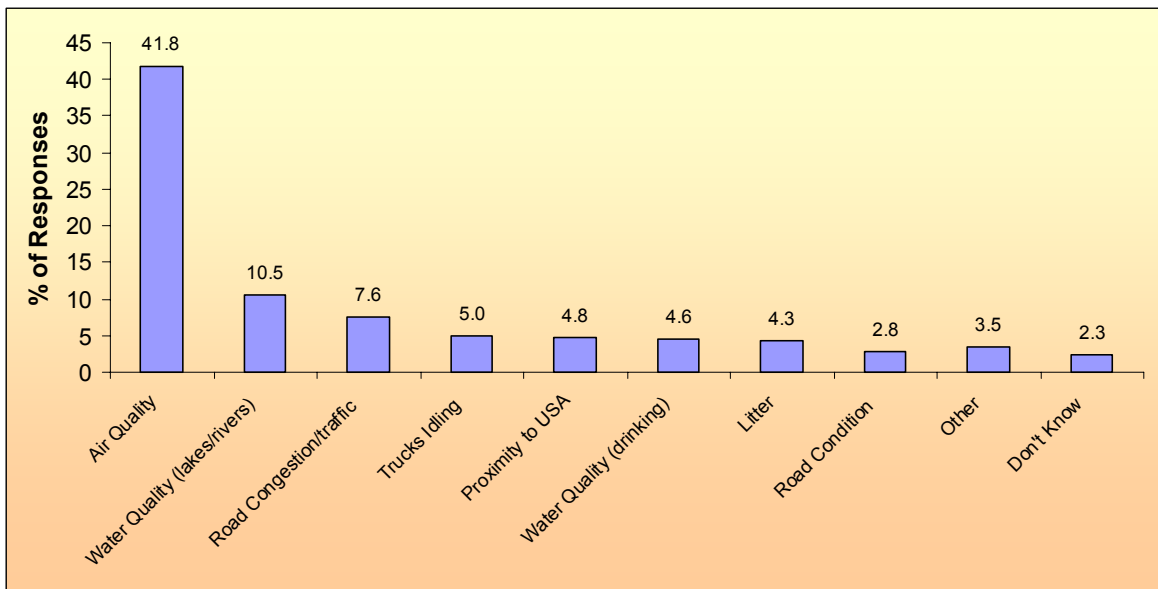


Table 1 Most frequently reported environmental challenges presently facing Windsor by percentage of responses

Environmental Challenge	%	Environmental Challenge	%
Air Quality	41.8	Sewage	0.7
Water Quality (lakes/rivers)	10.5	Too Much Industry	0.6
Road Congestion/traffic	7.6	Price of Energy	0.5
Trucks Idling	5.0	Energy Usage	0.5
Proximity to USA	4.8	Pesticide Use	0.4
Water Quality (drinking)	4.6	Pressure on Infrastructure	0.4
Litter	4.3	Bylaw Enforcement	0.3
Road Condition	2.8	Public Transport	0.3
Lack/Protection of Trees/Green Space/Parks	2.0	Recycling	0.2
Waste Management	1.8	Light Pollution	0.2
Urban Sprawl	1.6	Graffiti	0.1
Noise	1.1	Indoor Air Quality	0.1
Contaminated Sites	1.0	Other	3.5
No Need for Improvement	0.9	Don't Know	2.3

Question 5: Of those challenges you've mentioned, which one is the most important to you? Why?

Respondents were then asked to indicate the most important issue to them from the list of challenges they had generated in Question 4. The top ten responses are illustrated in Figure 5. The top challenge is identical to the response to Question 4 (air quality). The remainder of the top five are also similar with the exception that water quality of lakes and rivers is pushed out by “all of them” as a top five issue. All environmental challenges identified as most important are listed in Table 2

Figure 5. Top ten most important environmental challenges (n=504)

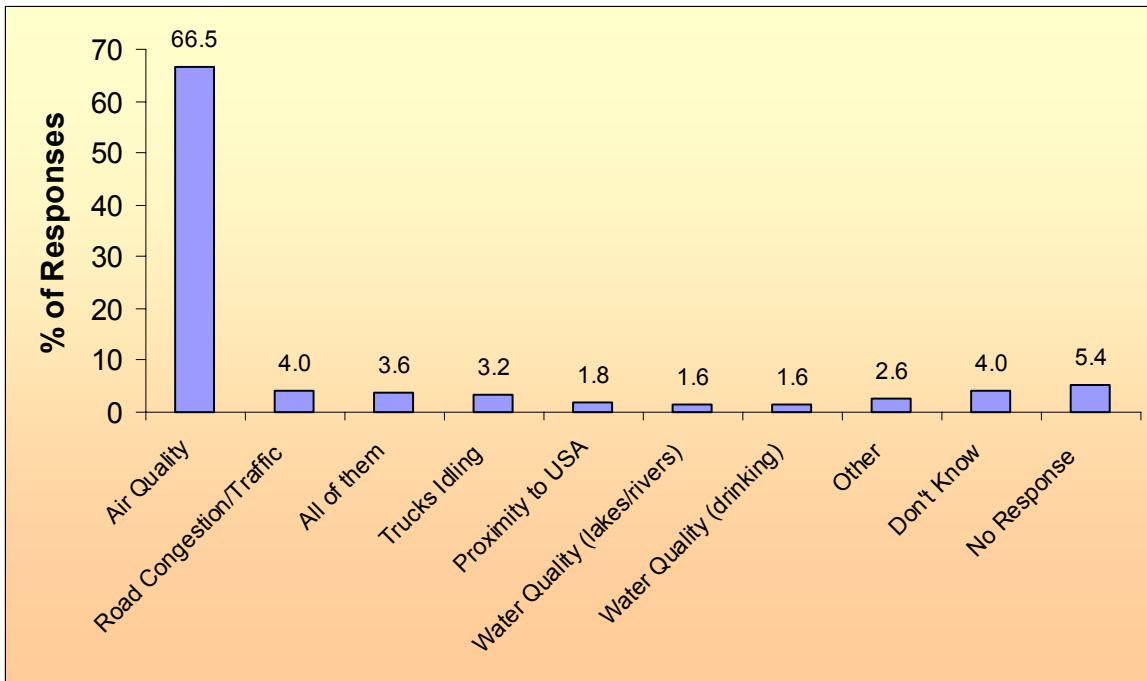


Table 2 Most important environmental challenges ranked by percentage of responses

Environmental Challenge	%	Environmental Challenge	%
Air Quality	66.5	Waste Management	0.8
Road Congestion/Traffic	4.0	Road Condition	0.6
All of them	3.6	Urban Sprawl	0.6
Trucks Idling	3.2	Pressure on Infrastructure	0.4
Proximity to USA	1.8	Recycling	0.2
Water Quality (lakes/river)	1.6	Noise	0.2
Water Quality (drinking)	1.6	Price of Energy	0.2
Litter	1.4	Other	2.6
Add/Protecting Trees/Parks/Green Space	0.8	Don't Know	4.0
Too Much Industry	0.8	No Response	5.4

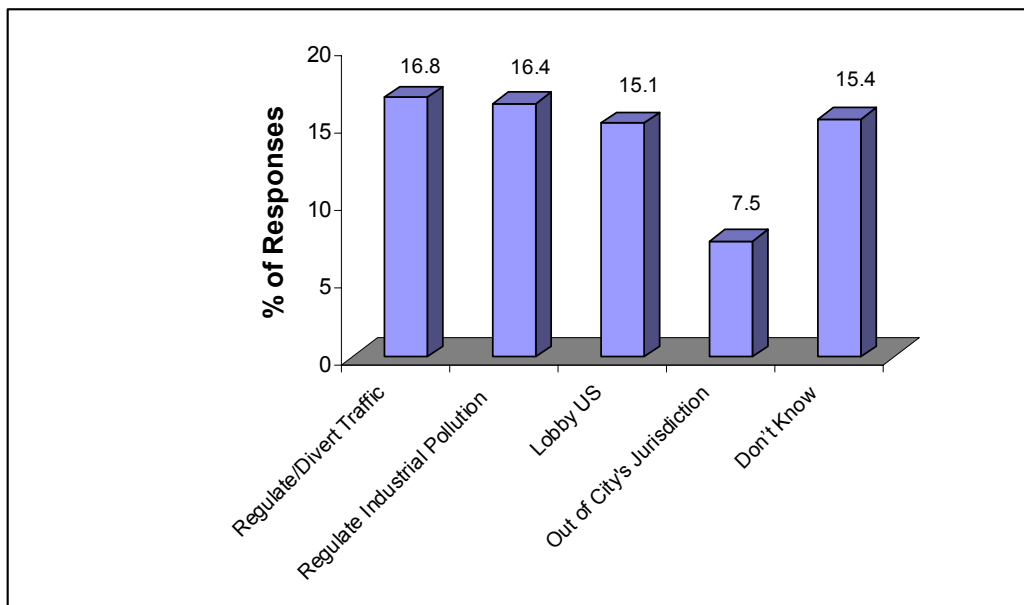
Question 6: What actions can the City of Windsor to take to improve:

Respondents were asked what actions the City of Windsor could take to remedy the above mentioned issues. The numbers presented in the following graphs (Figure 6 to Figure 9) are for the top five actions identified by the respondents. For this series, the totals in the figures will not add to 100%. Additional responses are listed in Appendix C.

a) Air Quality

As illustrated in Figure 6, the most frequent response to improve Windsor’s air quality was to regulate/divert traffic (16.8%). This was closely followed by regulate industrial pollution (16.4%) Fifteen percent of the respondents did not know what the City of Windsor could do about air quality as it is an issue that goes beyond a city level. Another 15% felt that the City could lobby the USA while 7.5% felt that there wasn’t much the City could do to change it.

Figure 6. Top five actions suggestion for Windsor related to air quality (n=602)



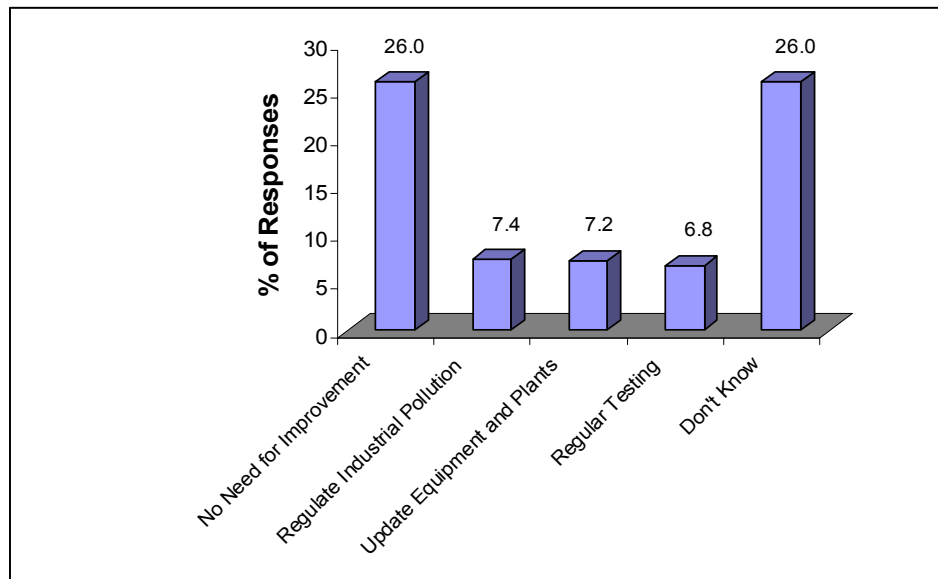
Other responses to this open-ended question included:

- Improve enforcement of regulations
- Test car emissions
- Lobby higher levels of Canadian Government
- Maintain/increase tree cover
- Improve public transit

b) Water Quality

Twenty-six percent (26%) of the respondents felt there is no need for improvement of Windsor’s water quality. Equally, 26% did not know what the City could do to improve the water quality as the waterways are shared internationally. Others suggested that regulating industrial pollution (7.4%), updating equipment and plants (7.2%) or regular testing of the water (6.8%) are means of improving the quality of water (Figure 7).

Figure 7. Top five actions suggested to improve water quality in Windsor (n=457)



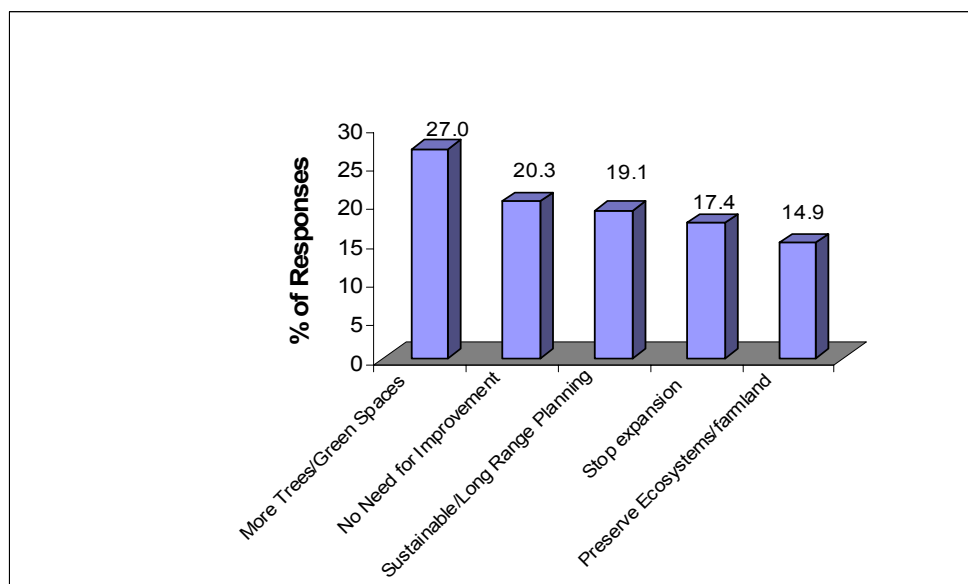
Other responses to this open-ended question included:

- Improve enforcement of the Water Pollution Prevention Regulations
- Improve/update the sewage system
- Lobby the USA
- Out of City's jurisdiction
- Add more treatment centres

c) Land Use

Twenty-seven percent (27%) of the respondents indicated that more trees and green spaces would improve the City of Windsor's land use (Figure 8). Another 20.3% felt that there is no need for improvement. The remainder of the top five most frequently heard responses were sustainable/long range planning (19.1%), stop expansion (17.4%), and preserve ecosystems/farmland (14.9%).

Figure 8. Top five actions suggested for the City of Windsor related to land use (n= 241)



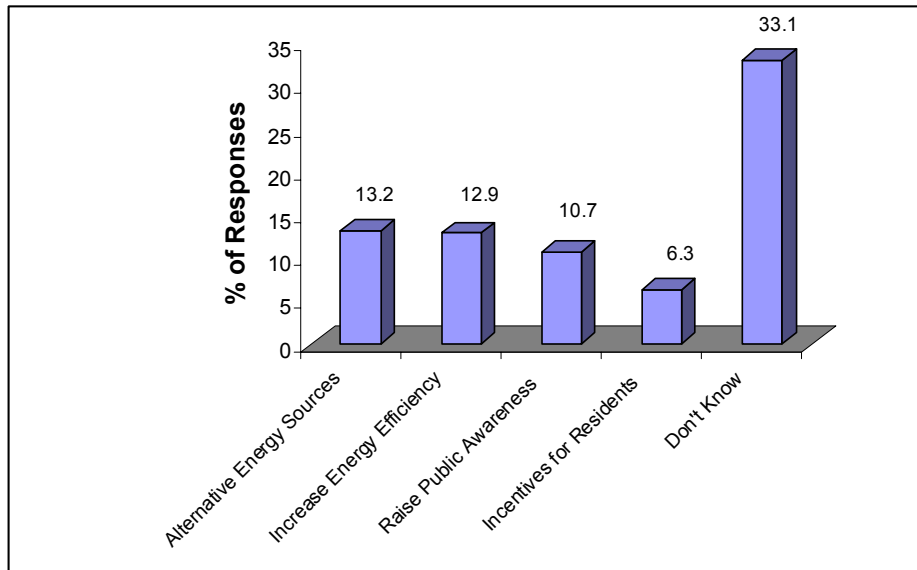
Other responses to this open-ended question included:

- Out of City’s jurisdiction
- Lobby higher levels of Canadian Government

d) Energy Use

“Don’t know” topped the list of what the City can do improve energy use with a 33.1% response rate (Figure 9). However, 13.2% indicated that alternative energy sources would improve energy usage as well as increasing energy efficiency (12.9%), raising public awareness (10.7%) and incentives for residents (6.3%).

Figure 9. Top five actions suggested for Windsor related to energy use (n=411)



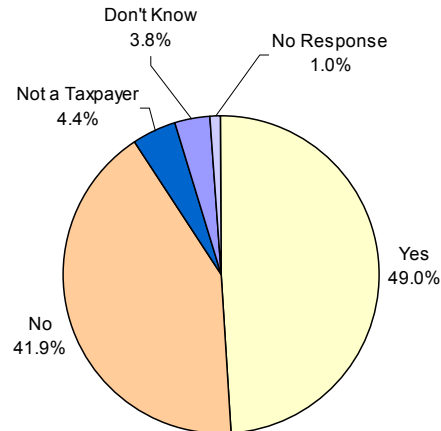
Other responses to this open-ended question included:

- Out of City’s jurisdiction
- No need for improvement
- Cut energy taxes
- Improve public transit
- Surcharges on heavy users

Question 7a: Would you be willing to pay an additional amount on your annual municipal taxes to assist the City in taking action on the issues you mentioned above?

Forty-nine percent (49%) of responded that they would be willing to pay an additional amount on their municipal taxes to assist with environmental actions while 41.9% indicated that they would not be willing to pay more for these programs. Only 4.4% stated that they were not municipal tax payers (Figure 10).

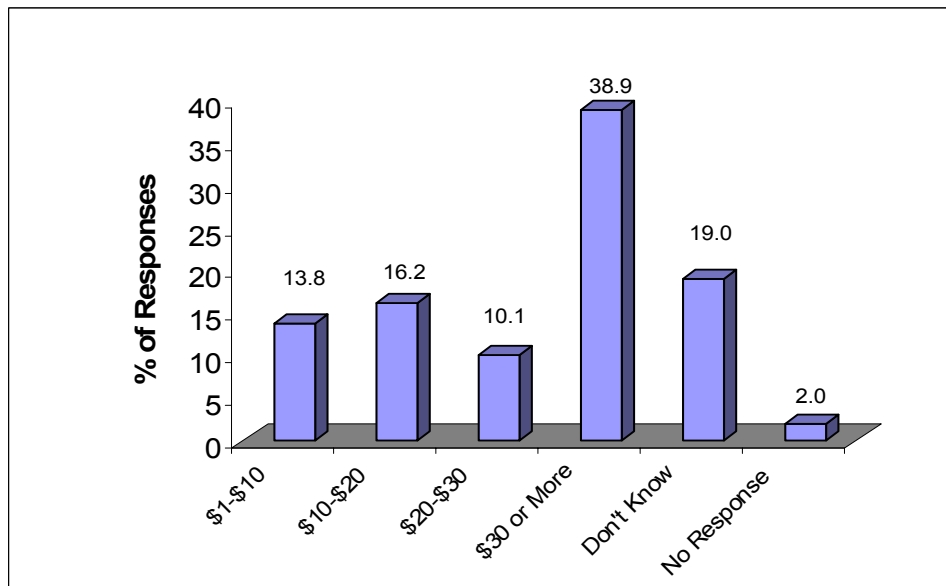
Figure 10. Willingness to pay an increase in municipal taxes for environmental actions (n=504)



Question 7b: If yes, how much would your household be willing to contribute on an annual basis?

Respondents who indicated they were willing to pay the additional fee were then asked how much they would be willing to contribute annually. Out of the 247 "yes" responses, 38.9% stated they would be willing to pay \$30 or more dollars per year. Nineteen percent (19%) did not know how much they would pay while 16.2 indicated between \$10 and \$20 per year (Figure 11).

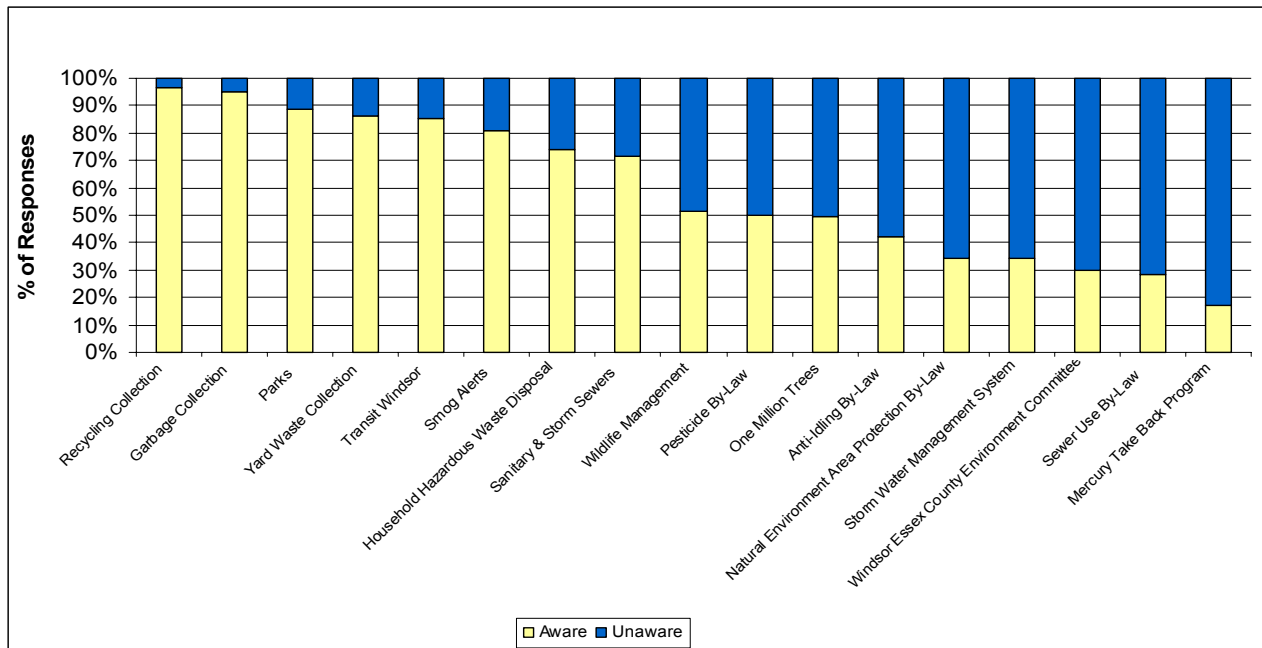
Figure 11. If yes, amount willing to pay (n=247)



Question 8: I am going to read a list of current City of Windsor programs, services and initiatives I would like you to indicate your level of awareness about the program or service as they relate to the environment (Yes/No). If you are aware of the program or service, please also indicate your level of satisfaction (Very Satisfied/ Satisfied/ Neither Satisfied or Dissatisfied/ Dissatisfied/ Very Dissatisfied).

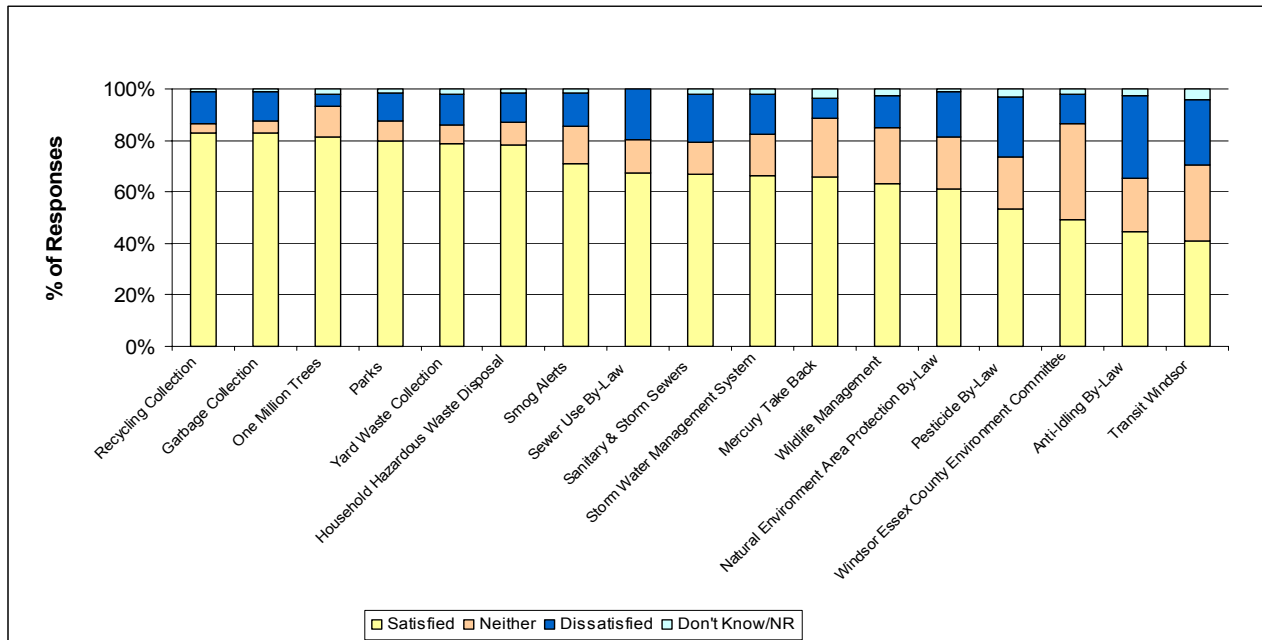
Respondents were read a list of current environmental programs or services the City is administering and asked whether or not they were aware of them. If the respondent was aware of the program were they asked to rate their satisfaction with the service. The three programs with the highest level of awareness were Recycling Collection (96.4% awareness), Garbage Collection (95% awareness), and Parks (88.5% awareness). The three programs with the lowest levels of awareness were the Mercury Take-Back program (17.3% awareness), the Sewer Use By-law (28.6% awareness), the Windsor Essex County Environmental Committee (30% awareness) (Figure 12).

Figure 12. Level of awareness for City of Windsor programs and services (n=504)



Respondents that indicated awareness with the City of Windsor’s environmental programs or services and were then asked to rate how satisfied they were with the program/service. For illustration purposes, responses for “very satisfied and satisfied” have been grouped, and so have “very dissatisfied and dissatisfied.” Overall, the three programs with the highest levels of satisfaction were the Recycling Collection (83% of respondents were satisfied), Garbage Collection (82.9% were satisfied), and the One Million Trees campaign (81.1% were satisfied). The highest level of dissatisfaction was reported for the Anti-Idling By-law (32.5% of respondents were dissatisfied). Also in the bottom three were Transit Windsor (25.2% were dissatisfied) and the Pesticides By-law (23.4% dissatisfaction) (Figure 13).

Figure 13. Level of satisfaction with City of Windsor’s programs and services (n=504)



Question 9: Are there any changes to existing environmentally-related programs, services or initiatives that you would like to see offered by the City? Any new programs, services or initiatives?

Respondents provided a number of suggestions and comments in regard to changes that they would like to see to existing environmentally-related programs, services and initiatives offered by the City. Most suggestions were provided for garbage collection, transportation, building awareness, parks and recreation, by-law enforcement, pesticide control and cleanliness. Topics related to garbage and transportation in the City received the most comments and suggestions. A list of all the comments and suggestions made can be found in Appendix C.

The majority of respondents who answered this question suggested that there is a need to improve and expand the recycling program in Windsor. Many felt that there should be fewer restrictions placed on the types of items that can be recycled and also fewer restrictions on yard waste collection. There were also numerous suggestions for the various types of waste (e.g., yard waste, recycling, large items, and garbage) to be picked up more frequently. For example, several respondents suggested that recycling be picked up on a weekly basis and on the same day as garbage collection. It was felt that this would also help to encourage people to increase and improve their recycling habits. There were many suggestions for introducing a compost or green bin collection. Respondents frequently indicated an interest in the separate collection of organic waste that can be used for composting. The collection of hazardous waste was also mentioned quite often; residents would like hazardous waste to be collected more frequently, collected from their homes or have more accessible pick-up locations. Other suggestions and comments related to garbage in Windsor can be found in Appendix C.

The second topic that residents most frequently commented on was transportation in the City. There is a strong desire for the improvement of public transit. Several suggestions were made to make public transportation more efficient in the City, some of which are as follows: provide more coverage and expand transit routes; improve bus services by increasing the frequency of buses, providing more direct routes to destinations, expanding bus routes; extend public transit hours; and provide better publication of transit schedules. Comments were also provided on the roads in Windsor. Many felt that there are a number of roads in Windsor that need to be repaired and better maintained. As one respondent stated, “some streets haven’t been fixed for years”. Several suggestions to reduce truck traffic flowing through the City were also made. A few residents encouraged the development of a tunnel, as this would “get trucks out of neighbourhoods faster than any other solution and will have immediate impact on the quality of air”. There was also significant interest in the promotion of alternative transportation, such as, implementing and promoting a carpooling program or providing incentives for citizens to ride bikes and to walk

more frequently. This was considered as a way to help reduce traffic congestion and to improve air quality, both of which are of significant concern to the community.

Raising public awareness of the various programs and services provided by the City was also a suggestion that was made frequently, as many felt that many residents are not aware of them. Recommendations for increasing awareness on recycling, improving air quality and the environment were also provided. Having programs that involve youth, schools and residents were seen as ways to build awareness in the community of environmental problems and various related programs and services offered by the City. It was also felt that more awareness is needed on the various City by-laws and that better enforcement of by-laws is needed, such as, for the anti-idling by-law. A number of residents also encouraged the implementation of a pesticide by-law to reduce or to prevent the use of pesticides.

In terms of leisure and recreation, residents would like to see more parks and recreation areas; more cultural programs and activities for families and youth; and more walking and bike trails. Regarding environmental conservation and protection, several suggestions were made for planting more trees in the City, protecting natural areas, and improving wildlife management. See Appendix C for further comments on these topics.

Question 10: Next, I am going read a list of environmental features and qualities that pertain to Windsor. On a scale of 1 to 5, five being excellent, and one being substandard, please assign a number to the following:

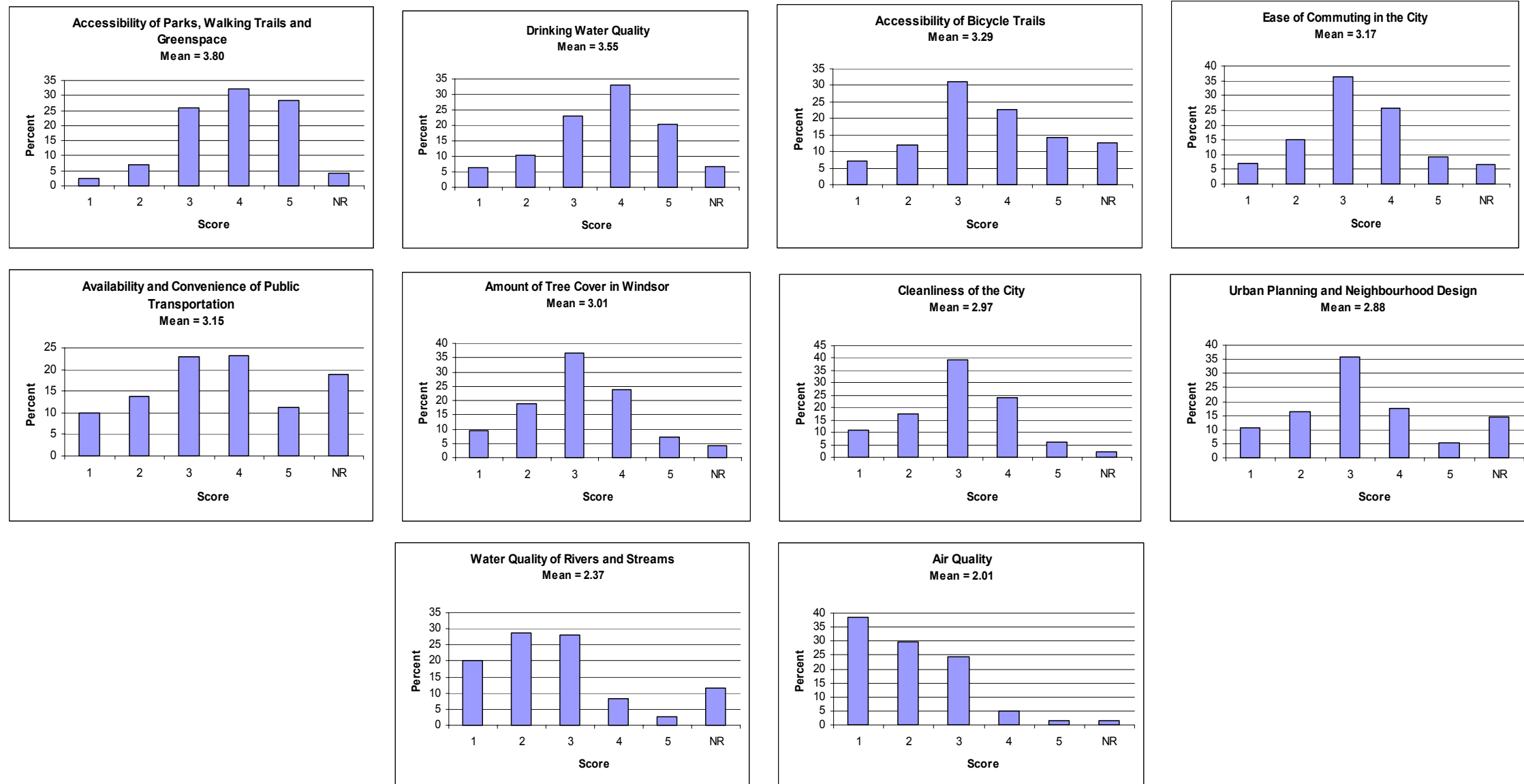
Respondents were asked to rate a list of environmental features and qualities on a scale of one to five (five was the highest score and one was the lowest). The results, in chart form, are shown on the following page (Figure 14).

In some cases, respondents felt that they could not rate the feature and/or quality; these were recorded as “no response.” Note that “no response” results were not used to calculate the mean scores. Below is a list (Table 3) of the features and qualities; they are sorted based on their mean scores and listed from high to low. The feature with the highest rating for the telephone surveys was accessibility of parks, walking trails and green space (3.80) and the lowest rating was for air quality (2.01).

Table 3 Ranking of environmental features and qualities in the City of Windsor (n=504)

Telephone Survey Responses	Mean Score
Accessibility of parks, walking trails and green space	3.80
Drinking water quality	3.55
Accessibility of bicycle trails	3.29
Ease of commuting in the City	3.17
Availability and convenience of public transportation	3.15
Amount of tree cover in Windsor	3.01
Cleanliness of the City	2.97
Urban planning and neighbourhood design	2.88
Water quality of rivers and streams	2.37
Air quality	2.01

Figure 14. Mean scores and rankings of ten environmental features and qualities in Windsor (n=504)



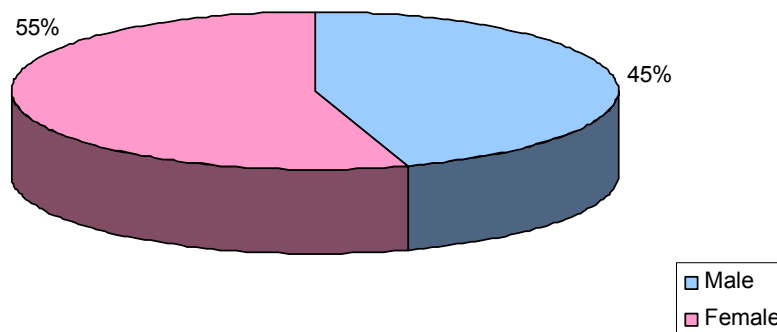
3.2 DEMOGRAPHIC RESULTS

Responses were obtained from 504 households in the City of Windsor. The number of completed surveys reflects population distribution across the City.

Gender

Fifty-five percent (55%) of telephone respondents were female and 45% were male as illustrated in Figure 15. According to Statistics Canada (Census, 2001), Windsor is composed of 51.1% females and 48.9% males.

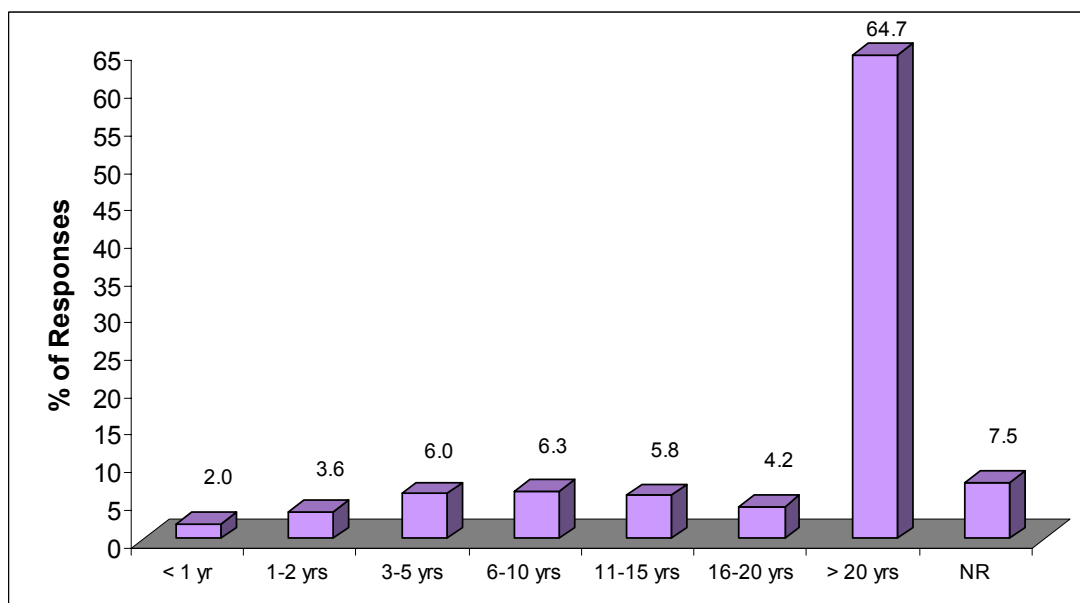
Figure 15. Gender of telephone respondents (n=504)



Question 11: How long have you been a resident of Windsor?

Length of residency was predominantly over 20 years (64.7%) of residence (Figure 16). Statistics Canada (Census, 2001) does not publish results on length of residency, however dwelling characteristics show that 53.1% of Windsor's population has lived as the same residence as they did five years ago.

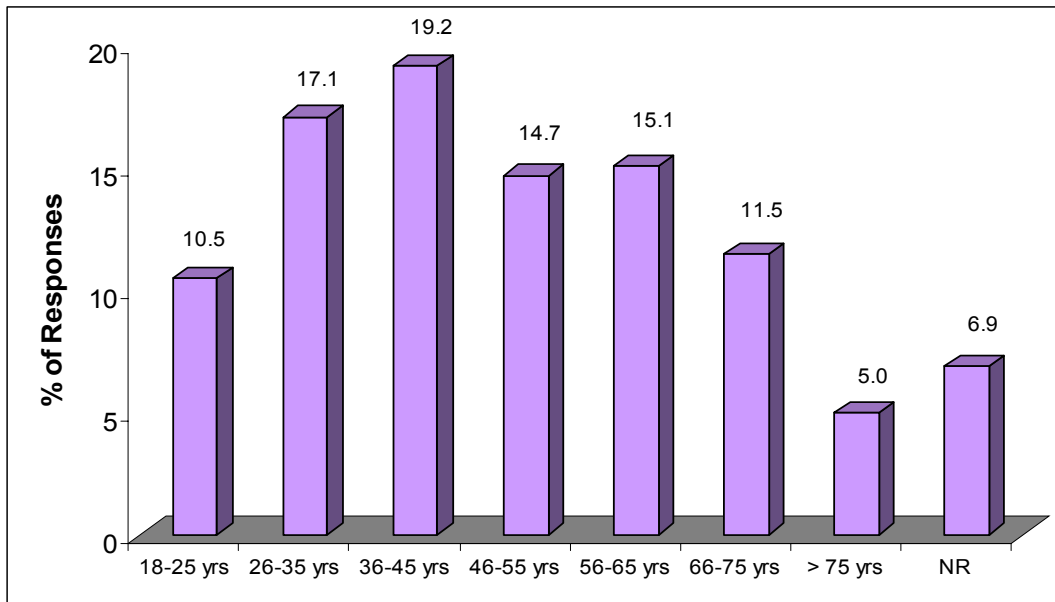
Figure 16. Number of years lived in Windsor (n=504)



Question 12: I am going to read a list of age categories. Stop me when I get to your age:

The most common age category for a respondent was 36 to 45 years. The graph below (Figure 17) shows the age distribution of respondents.

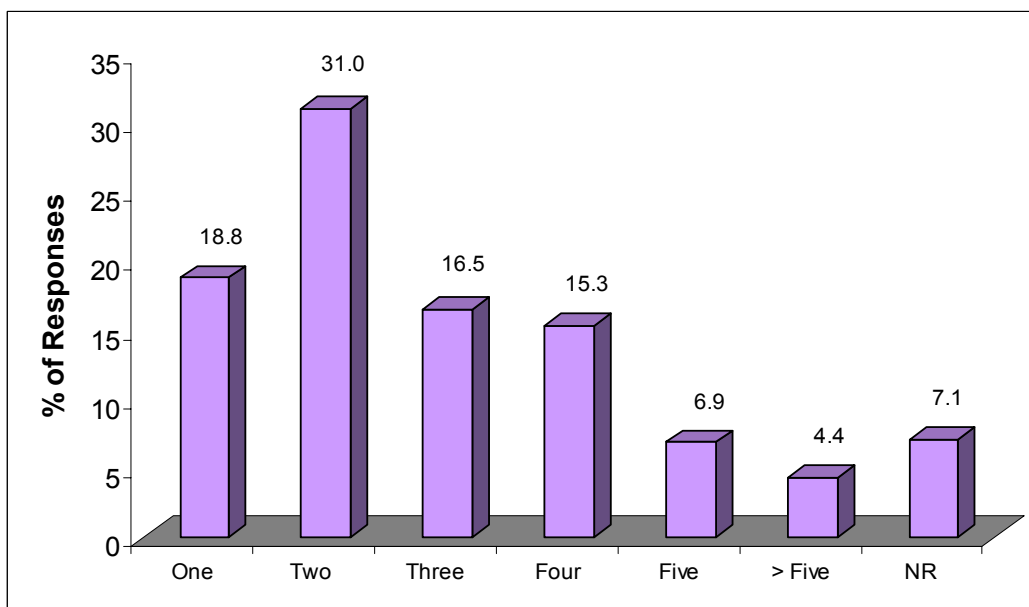
Figure 17. Age category (n=504)



Question 13: How many people live in your household?

Of the 504 completed surveys, the majority of residents lived in households with two members (31%) as illustrated in Figure 18. Statistics Canada (Census, 2001) indicates that 25.3% of the households in Windsor contain a couple without children.

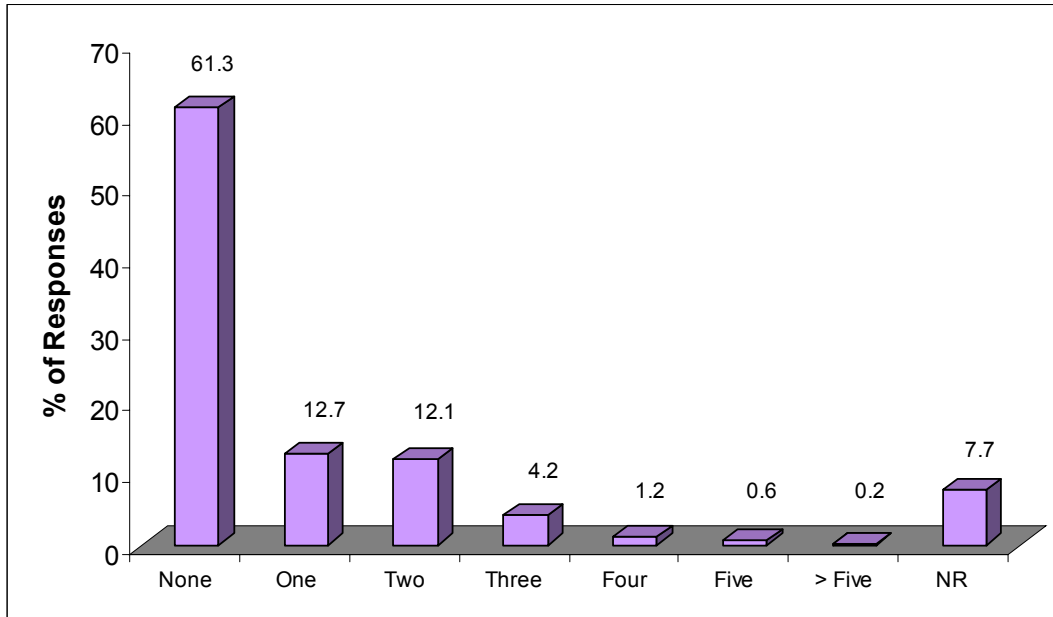
Figure 18. Number of people in household (n= 504)



Question 14: How many children under the age of 18 are living in your household?

Over 60% of respondents had no children under 18 living in their household. Of those with children, one child (12.7%) was the most common response followed closely by two children at 12.1% (Figure 19).

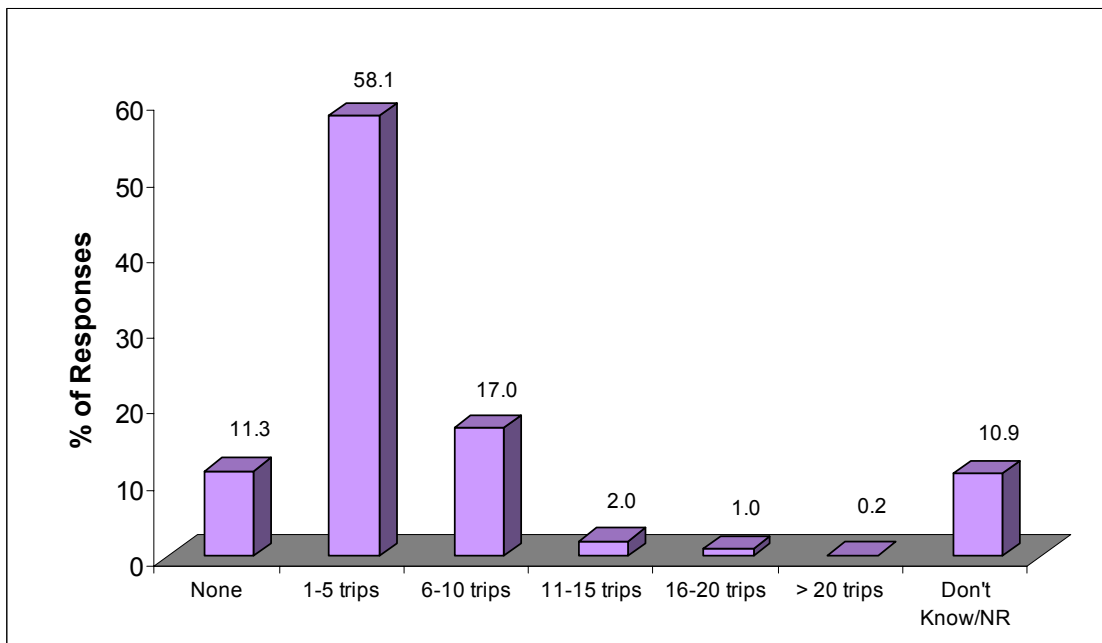
Figure 19. Number of children under 18 per household (n=504)



Question 15: Approximately how many one-way trips⁴ do members of your household take per day?

Over half (58.1%) of respondents indicated that the household makes between 1-5 one-way trips per day (Figure 20).

Figure 20. Number of one-way vehicle trips per day (n=504)

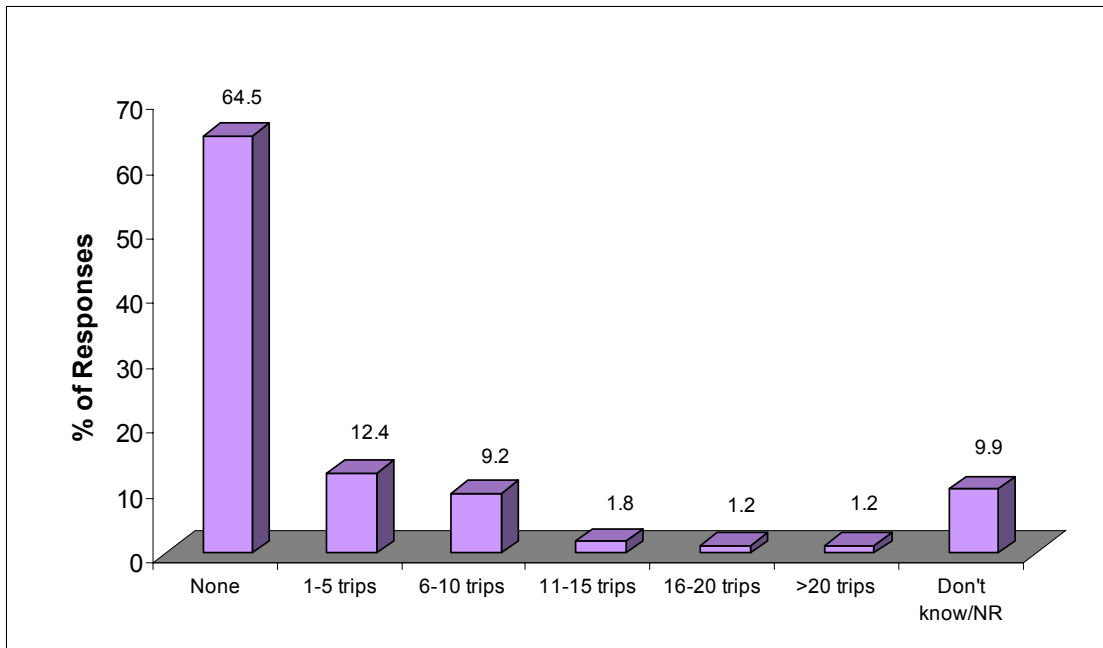


⁴ A one-way trip is defined as a trip to a destination. For instance if in one day, a resident drove to and from work and stopped on the way home for a carton of milk, the response would be “three one-way trips.”

Question 16: Approximately how many one-way trips do members of your household take on public transit per week?

The majority of households indicated that they do not take any public transit trips (64.5%). Of those that do use public transit, 1-5 one-way trips per week was the most popular response (12.4%) (Figure 21).

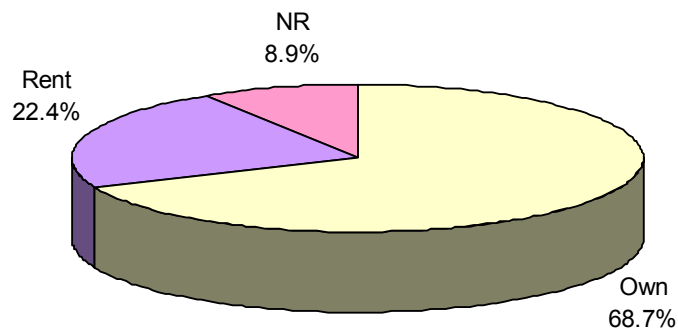
Figure 21. Number of one-way transit trips per week (n=504)



Question 17: Do you own or rent your home?

When asked if respondents owned or rented their homes, 68.7% indicated that they owned their homes (Figure 22). Statistics Canada (Census, 2001) indicated that 64.8% of Windsor homes were owned.

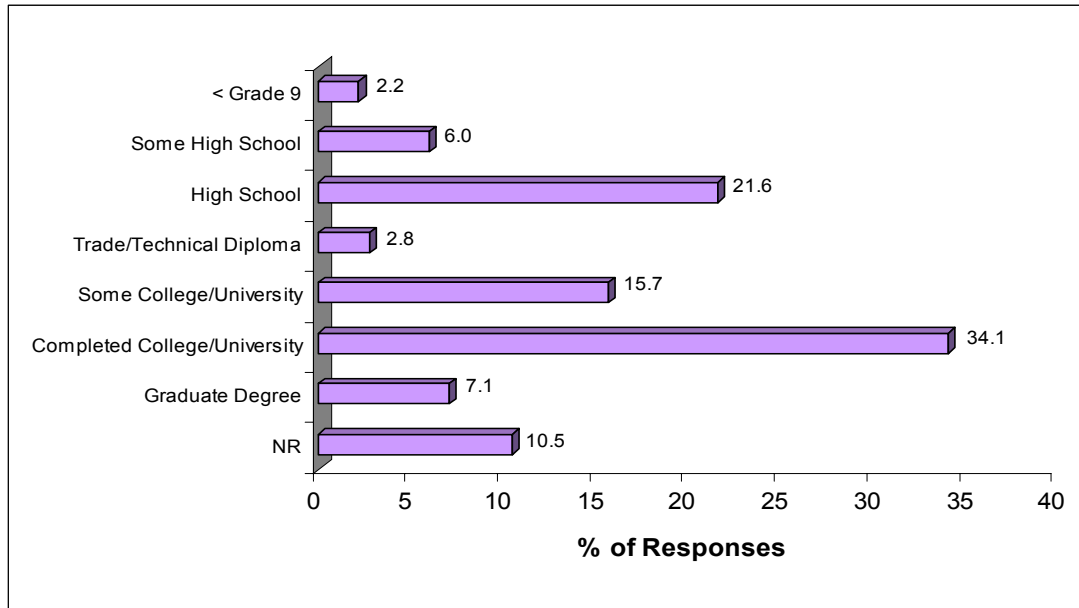
Figure 22. Percentage of respondents who live in owned or rented properties (n = 504)



Question 18: What is the highest level of education you have attained?

Thirty-four percent (34.1%) of respondents had completed college or university while 21.6% of respondents had completed High School (Figure 23).

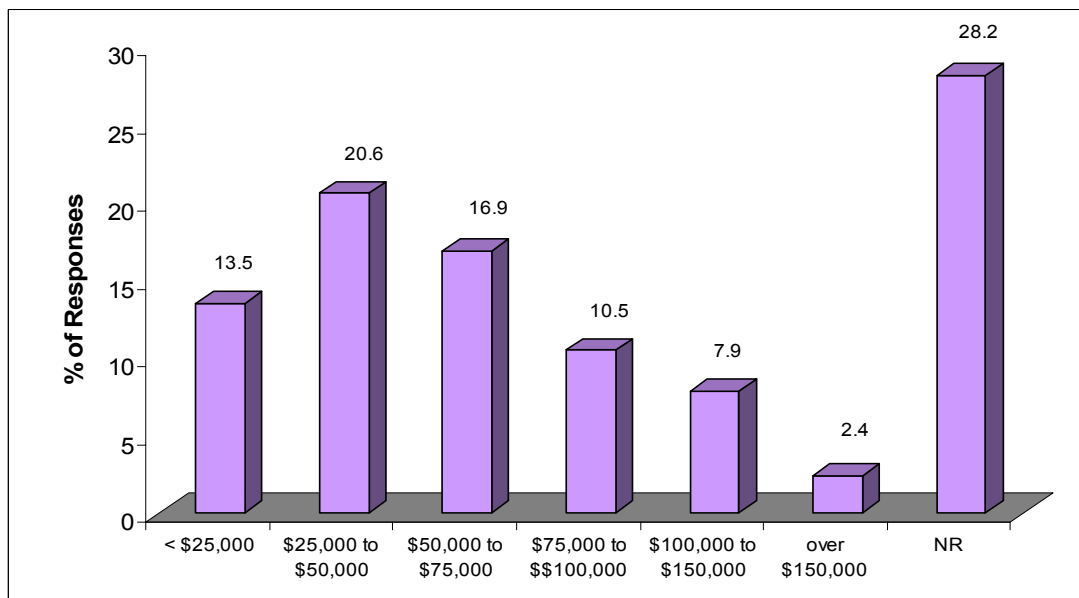
Figure 23. Highest level of education completed by respondent (n=504)



Question 19: I am going to read a list of income brackets. Stop me when I get to your household's gross total annual income (optional)

Over a quarter (28.2%) of respondents declined to answer the question related to total household income. Of those who responded, the total reported household income varies from less than \$25,000 to over \$150,000 per year (Figure 24). Approximately 20% of those who responded had an income between \$25,000-\$50,000. According to Statistics Canada (Census, 2001), the median family income for all census families in Windsor was \$46, 949.

Figure 24. Total reported annual income per household (n = 504)



Question 20 – Other Concerns and Comments

At the end of the survey, respondents were given an opportunity to provide additional comments (Question 20). The majority of respondents who answered this question chose to reassert their concerns regarding the environment and environmental concerns voiced during the survey. A number of respondents also provided comments that were not related to Windsor’s environment, such as, transportation and traffic concerns, municipal finance and tax concerns. A significant number of respondents also provided positive feedback in regard to the survey itself. This section presents respondents’ additional comments, which are divided into the following subsections:

- Comments on the Survey
- Environmental Comments
- Other Comments
- Overall Comments About Windsor

COMMENTS ON THE SURVEY

The majority of respondents that made reference to the survey, made positive comments. Many respondents appreciated being provided the opportunity to participate in the decision making process regarding Windsor’s environment. Respondents were glad that the City was seeking the opinion of its residents, for example, one resident stated “I am pleased that you are inviting input from residents, and are working to address some serious problems” and another respondent stated, “It pleases me to see the city involving the community on these issues”. Respondents also felt positively about the City taking initiative on Windsor’s environment, as “improving the environment will improve the City and the life of residents”. Some respondents felt that such surveys should be done more often. A comment was made that doing a survey is a good idea because, “So many people that would take the time to answer these questions would not be the type to go to council meetings or call their councillors”.

Some of these comments are provided below:

“Happy the survey is being done.”	“Thank you for offering the survey. It was very worthwhile.”	
“Liked the survey.”	“I enjoyed doing the survey.”	“Glad this survey is being done.”
“Thank you for taking the time to explore this need in Windsor. The long term viability of Windsor and quality of Life depends on some serious changes . Windsor has fallen behind other cities and we risk becoming another Detroit.”		
“Glad this topic is being discussed.”	“Glad to see the City is looking at environmental issues.”	
“Glad with the work the mayor has done and all city managers .”		“Good luck to the city and mayor.”
“Thank you so much for encouraging citizens to participate in this survey. This is the best City Council and Mayor this City has had in a long time.”		

Respondents also provided some suggestions regarding the survey, which are provided below:

- Mail surveys to residents to increase the response rate.
- Announce the results on the radio for all those who do not have access to the internet.
- This collection of data from the public should have had a wider window of opportunity for completion. Gathering public opinions should have been publicized for a longer period of time.
- Surveys are important but environmental experts and their concerns should be paid attention to.

ENVIRONMENTAL COMMENTS

Additional comments on the following environmental topics were provided by respondents: air quality, noise pollution, environmental pollution, cleanliness of the City, education, parks and recreation, wildlife management, and energy efficiency. Of these topics, respondents mostly commented on air quality in Windsor. There was one respondent that felt that the City did not have environmental issues and stated, “environmental issues are an illusion and don't exist. It's all fine. Left-wingers are making a big deal out of it and exaggerating about nothing”.

Air Quality

There were several comments stating that the quality of air in Windsor is “bad” and that it needs to be improved. One respondent stated that the air quality has affected their health and that since moving to Windsor this respondent has had health problems. Respondents are very concerned about the quality of air in Windsor and related health impacts. There was as strong emphasis on the need to improve air quality. In an effort to help improve air quality and reduce pollution from automobiles, a suggestion was made for employers to provide workers who commute with incentives to bike to work. There was also a suggestion for the City to work with the US to resolve cross-border pollution issues.

General Environmental Pollution

It was felt that the City must take action to reduce pollution by industries. There is great concern regarding Windsor's environment due to health impacts that result from pollution, pollen, fumes and mould. There was also a complaint regarding noise pollution from the airport. Another respondent stated, “I know that the factories are the lifeblood of this City but its killing people and the environment”. Another respondent made reference to the fact that in some areas of the US “they try not to have lawns to reduce the use of lawnmowers and grass pesticides.” It was felt by this respondent that shrubs can be maintained without the use of pesticides. A comment was made that citizens must commit to improving the environment in their community.

Cleanliness and Aesthetics

A number of respondents felt that there is a need to improve the cleanliness and aesthetic of the City. Others felt that while they did not think Windsor was “dirty”, the presence of industry creates pollution and brings heavy transportation. A suggestion was made to initiate a “clean-up” program, for example, “...go after smokers who throw butts on the ground, dump ashtrays on streets and parking lots”. Some respondents stated that they would like the City to look better and improve its presentation.

Education

There was the view that environmental awareness and promotion must be encouraged. It was felt that public awareness and education is key to improving the environment and solving environmental issues. There was a comment that environmental programs need to link the environment to human health. It was suggested that more public meetings should be held to help keep people informed about environmental issues, concerns and status. For example, a public meeting could be held to show air quality monitoring results, so that people can see whether or not air quality is improving. Some respondents requested that the City consider saving the Children's Science Centre on Marion Avenue. It was felt that the Children's Science Centre is an “...invaluable asset to the City”. Another respondent stated, “there is nothing more compelling than saving our environment and the science centre would help teach that”.

Transportation Issues

Many respondents complained about trucks in the City. It was strongly felt that trucks should be kept off city streets and only allowed on expressways. Many people have issues with truck routes. For example, trucks try using neighbourhoods to bypass traffic. The brakes on trucks make a lot of noise and are seen as noise pollution. Other respondents stated that the trucks should be moved away from the City. Many feel that there is a need to reduce truck traffic as it affects commuters, contributes to smog and noise pollution. There were a number of respondents who felt very concerned about the City considering developing a truck route through Ojibway. One respondent stated, “Its appalling that City council would even consider a truck route through Ojibway - there are so few wild green spaces left for wildlife and people to visit to relax and unwind”. Respondents strongly felt the need to protect Ojibway and its natural heritage and to prevent any possibility of a truck route being put through it. Another respondent stated, “Please don't destroy Ojibway for a truck highway - our grandparents didn't leave us much of a natural heritage but what we have saved is extraordinary”.

Many respondents complained about traffic congestion and felt that there is too much traffic on the roads. As a solution, respondents felt that the City should take more action to manage traffic, by expanding road size, fixing and maintaining roads, making public transit more accessible, placement of traffic lights at intersections and education. One respondent stated that people should be encouraged to plan their daily trips, appointments and errands to avoid unnecessary driving.

One respondent stated that the intersection at Peter Street floods when there is heavy rain fall.

Parks and Recreation

Residents would like to see the development of more green space, recreation areas, and cultural centres. A number of respondents also stated that they would like to see better trail and biking systems, for example, more connected bike trails, and more bike routes. In relation to bike trails, a respondent commented, “the City needs to develop a serious bike use policy”.

In terms of green space, respondents felt that there should be a focus on providing more green spaces in the City and protecting native species. It was also felt that there is a need to maintain fields and parks, for example, by regularly cutting the grass. A respondent also emphasized the desire to protect urban forests.

Wildlife Management

A respondent felt that there is a need to improve wildlife management, with particular reference to rats and skunks.

Energy Efficiency

Residents also suggested the use of more alternative resources, such as windmills, solar power and corn oil.

Municipal Finance/Tax

It was felt that the “City needs to recognize that despite the increasing costs to implement environmental programs, incomes are not increasing but if results are seen people won't mind contributing more”. Another respondent suggested that more money should be provided by the Federal and Provincial governments, the lottery and casino to help contribute to environmental initiatives.

Strategic Planning/Urban Planning/Infrastructure

In order to accommodate current population growth, it was felt that there is a need to improve roads, other infrastructure, and urban development. It was also felt that the downtown area needs to be revitalized and that run-down neighbourhoods and houses need to be removed. There was concern that commercial areas are infringing upon residential areas. A comment was provided stating that land use planning needs to be improved and that a green belt should be created.

Garbage

It was felt that the City should lead the way towards a successful recycling program. For example, after festivals and events one resident stated that they witnessed, “deplorable means of garbage collection and non-existent recycling”. Another resident stated, “everything in a one bin program is unacceptable!”

Politics

There were a number of comments regarding how the City has managed environmental issues, concerns and areas in Windsor. Some respondents felt that the City has not done enough in regard to the environment and environmental issues. Suggestions were made for the Federal Government to negotiate with Detroit in regard to cross border issues and pollution. Another respondent felt that the environment was a Provincial matter. A comment was made that in terms of finding solutions to environmental issues, the City should think about the long term and not just about the next election. It was felt that “It's time to act. We must develop a goal and get to it. Keep the backroom politics and bickering out of it. Make Windsor a better place now and for the future”.

OTHER COMMENTS

Many residents provided a number of additional comments unrelated to the City of Windsor's environment or Environmental Master Plan, for example, comments on municipal finance, taxes, politics and general communication with the public. These comments are presented in more detail below.

Financial Needs/Taxes

Many respondents felt that the City does not manage municipal finances well. It was felt that the City mismanages taxes, finances and programs; therefore, better fiscal management is needed for the City. Some respondents were also concerned that taxes would be raised; others felt that taxes should be lowered and that the tax system should be revised. One resident complained that "as a city tax payer it annoys me that city council frequently makes decisions affecting homeowners without consulting them".

Politics

Several comments were made regarding municipal, provincial and federal responsibilities and actions. For example, there was a comment stating that Windsor should let City administrators do their job, as they know what to do. It was felt that the Mayor and Council should oversee not interfere with people who know how to do their work. It was also felt that several City departments are obstructionist and are rigid in making progress and therefore it was felt that Windsor lags behind other Ontario municipalities. A comment was made stating that council does not listen to citizen concerns. Some residents felt that there needs to be more communication between the City and citizens, "Cut government red tape".

Other General Comments

Other general comments provided by respondents are listed below:

- Stop hiring consulting firms
- Need quick action on issues
- Need to focus more on citizen concerns
- Please move some factories
- Set up programs to deal with factory worker's health issues
- Would like to see a monthly statement to show bylaws enforced by bylaw officers (the same as the police force).

OVERALL COMMENTS ABOUT WINDSOR

Respondents also made some general comments about their views on Windsor as a whole and as a place to live. While some respondents were unsatisfied with Windsor's environment, others were happy with the City as a place to live. For example, one respondent felt that Windsor is not a good place for raising a family and felt that although it is a hard decision to leave due to their family and relatives living in the City, they are concerned for the health of their children. Another respondent stated, "Windsor really has a chance to be special - everyone has to improve their attitude and pitch in." One resident stated that they are proud of the riverfront.

Not all responses and anecdotal comments have been listed in the body of this report, however, a full list of responses are included in Appendix C. In open-ended questions, it is not only the most frequently reported ideas that have merit; all of the ideas can be used to lend support to the forthcoming goals, objectives and actions for the Environmental Master Plan.

4.0 CROSS- TABULATION ANALYSIS

Cross-tabulations were used to examine the relationship between the demographic information and responses to specific questions. Cross-tabulation is the simplest technique for understanding patterns of differences between populations. Cross-tabulations can provide further insight into the data than the tables and graphs in Section 3.0. Cross-tabulations were run for the following demographic questions against the responses to Question 1, 2, 7, 8 and 10:

- Gender
- Age
- Household income
- Education
- Length of residency

versus

- Question 1: Overall, how satisfied are you with the environment in the City of Windsor?
- Question 2: Overall, would you say that Windsor's environment is: Better, worse, or the same as other cities in Ontario?
- Question 7: Willingness to pay additional municipal taxes
- Question 8: Level of awareness of environmentally-related City programs
- Question 10: Ranking of environmental attributes

Comparisons for three other questions were also made:

- Question 1 (Satisfaction) vs. Question 7 (Willingness to pay additional municipal taxes)
- Question 16 (Number of public transit trips per week) vs. Question 8n (Satisfaction with Transit Windsor)
- Question 15 (Number of one-way vehicle trips per day) vs. Question 10h (Ranking of ease of commuting within the City)

The key trends for each of the questions are discussed in Section 4.1

4.1 TRENDS EMERGING FROM THE RESULTS

For each question below, major trends in the cross-tabulations are discussed. Overall, there were no statistically significant differences in response frequencies based on the gender of respondents. For each question, differences in response rates based on age, education, income and length of residency are discussed.

Question 1. Overall, how satisfied are you with the environment in the City of Windsor?

- In general, older residents reported higher levels of dissatisfaction than younger respondents. The level of satisfaction is the highest among the youngest population group (18-25 years). Those in the 36-45 and 46-55 age groups were generally less satisfied with the environment and those in those 56-75 reported the greatest levels of dissatisfaction with the environment.
- In terms of length of residency, newcomers (1-2 years of residency) are the most satisfied with Windsor's environment. Residents that have been living in the City over 16 years are the most dissatisfied with the environment.

Question 2. Overall, would you say that Windsor’s environment better, about the same, or not as good as most cities in Ontario?

- In general, residents in lower income brackets felt that the City’s environment was better than other cities in Ontario. Households with incomes over \$75,000 were the most likely to report that Windsor’s environment is not as good as other cities in Ontario.
- Newcomers think that Windsor’s environment is better than in most Ontario cities. Those who have lived in the City over 11 years are most likely to report that Windsor’s environment is worse than other cities in Ontario.

Question 7a. Would you be willing to pay an additional amount on your annual municipal taxes to assist the City in taking action on the issues mentioned above?

- Generally, the younger the respondent, the more likely they were to answer in the affirmative to this question. Eighteen to 25 year-old residents were most likely to say yes to a tax increase to support environmental actions by the City.
- Those households with higher reported annual incomes were more likely to be willing to pay an additional amount on municipal taxes.
- Residents reporting higher levels of education were more likely to pay an additional amount to support environmental programs.

Question 8a. Awareness and satisfaction with the Anti-Idling By-Law

- In general, residents who have lived in Windsor for a longer period of time and those in higher age brackets have higher reported levels of awareness of the Anti-Idling By-Law.

Question 8d. Awareness and satisfaction with Hazardous Household Waste Disposal

- Older residents, those with higher reported incomes, longer lengths of residency and more education were all more aware of Hazardous Household Waste Disposal than others in their demographic groups.

Question 8g. Awareness and satisfaction with One Million Trees

- Residents older than 56 had the highest level of awareness about the One Million Trees program.

Question 8j. Awareness and satisfaction with sanitary and storm sewers

- This is one of the only questions where there was difference in the frequency of responses based on gender: men were slightly more aware of sanitary and storm sewers than female respondents. In addition, those with annual household incomes less than \$25,000 were the least aware of sanitary and storm sewers.

Question 8m. Awareness and satisfaction with storm water management system

- This is the second question where there was difference in the frequency of responses based on gender: men were slightly more aware of the City’s storm water management system.

Question 8q. Awareness and satisfaction with yard waste collection

- Those respondents who have lived in Windsor for less than 2 years are more likely to report that they are unaware of yard waste collection than longer-term residents.

Question 1 (Satisfaction) vs. Question 7 (Willingness to pay additional municipal taxes)

- Cross-tabulations reveal that there was no discernable statistically significant difference in the likelihood of a respondent's willingness to pay additional municipal taxes based on their overall satisfaction with the environment.

Question 16 (Number of public transit trips per week) vs. Question 8n (Satisfaction with Transit Windsor)

- The results to Question 16 showed that less than half of households in Windsor take a trip on public transit on a weekly basis. However, those that do ride Transit Windsor more than once a week rated the service more highly than non-riders. Over 50% of weekly riders were satisfied with Transit Windsor. For specific anecdotal comments from readers, refer to Appendix C.

5.0 SUMMARY AND KEY OBSERVATIONS

This section provides an overview of responses to key questions from the 2005 Environmental Attitudes Survey for the City of Windsor.

5.1 OVERALL SATISFACTION WITH THE ENVIRONMENT

In general, respondents are dissatisfied with the environment in Windsor, and a majority of respondents rated the City's environment worse than other cities in Ontario (Questions 1 and 2). Cross tabulations show that newcomers to the City are more satisfied with the environment and also tend to think that Windsor's environment is better than in most other cities in the Province. Older respondents were less likely to think that Windsor's environment was better than in other cities.

5.2 ENVIRONMENTAL LIKES

When probed about specific environmental likes, the three most commonly reported were parks and recreation, the waterfront and trees, open space and greenspace (Question 3). Of interest, the fourth item on the list of likes was "nothing." These were respondents that had nothing positive to say about the environment in Windsor. Note that issues related to quality of life, such as cleanliness, community size/friendliness/quietness also ranked in the top ten most frequently reported likes. City amenities such as the Casino, galleries and the Green Corridor were also mentioned.

5.3 KEY ENVIRONMENTAL CHALLENGES

In terms of environmental challenges, respondents to the Environmental Attitudes Survey mentioned air quality more than all other issues combined. Other top-of-mind issues were road congestion/traffic and idling trucks: interestingly, these two concerns contribute to poor air quality. On-line respondents seemed to have a specific interest in the protection of trees, parks and greenspace. Forty percent on on-line surveys mentioned this topic whereas only 2% of telephone respondents reported the same challenge.

When probed for the *most important* environmental challenge facing the City, air quality was, again, the most frequently reported challenge (Question 5).

5.4 POTENTIAL ACTIONS FOR THE CITY TO TAKE TO REMEDY CHALLENGES

Residents were asked to suggest general or specific actions that the City could take to help remedy some of the environmental challenges listed in Question 6. There were many interesting and insightful responses to Question 6.

Air Quality: On a local scale, residents suggested regulating or diverting traffic to reduce emissions and to better regulate industrial pollution. Some residents mentioned specific plants, sites and factories in the City that were emitting noxious fumes or emissions.

Water Quality: Although the water quality in the City's waterways was mentioned as a challenge in Question 4, a majority of respondents felt that there was nothing the City could or should do to improve it.

Land Use: The responses to this question were related to many of the "likes" reported in Question 3: suggestions included more trees and green space and sustainable long-term planning.

Energy Use: Reducing energy use is one area where residents can play a large role. Suggestions such as providing incentives for residents and increasing public awareness echoed these sentiments.

5.5 WILLINGNESS TO PAY FOR ENVIRONMENTAL ACTIONS

A majority of respondents are willing to pay an additional amount to support environmental actions at the municipal level. Telephone (49%), hard copy (55%) and internet (63%) respondents were all willing to pay an increase: most indicated over \$30 per year. Anecdotally, some respondents indicated that they would be willing to pay hundreds of additional dollars per year to see areas in the City “cleaned up.” Other respondents indicated that, yes, they would be willing to pay, but would like to specify to which programs their voluntary dollars flow.

5.6 AWARENESS AND SATISFACTION OF CITY PROGRAMS AND INITIATIVES

Awareness levels for environmentally-related programs and services varied from 17.3% (Mercury Take-Back Program) to a high of 96.4% (Recycling Collection). Discrepancies in awareness and satisfaction levels for environmental programs could vary because of the age and target of the programs.

Several of the programs/services received very high satisfaction ratings by those who were aware of them; these include:

- Recycling collection (83% satisfied)
- Garbage collection (83%)
- One Million Trees (59%)

For some residents that were unaware of the programs/services and were curious about them, surveyors had at their disposal a short summary of each of the programs/services. So, in part, this question acted as an awareness building for those that were unaware yet interested.

5.7 RANKING OF ENVIRONMENTAL FEATURES

When asked to rate specific environmental qualities and features in Question 10, similar issues to the top three likes in Question 3 had the highest mean scores. The three environmental qualities and features that had the highest mean score were (in descending order): accessibility of trails and greenspace (mean: 3.8), drinking water quality (mean: 3.55) and accessibility of bicycle trails (mean: 3.29).

Respondents echoed the sentiments expressed in Questions 4 and 5 in their response to Question 10 when they ranked air quality the lowest of all features.

5.8 KEY OBSERVATIONS

Overall, the survey results are indicative of a community that is dissatisfied with the environment, mainly because of air quality issues. However, respondents were pleased that the City was taking action and including their opinions on environmental matters. For the most part, respondents were pleased with the initiative and were hopeful about the results.

Air quality ranked as the most important environmental challenge facing the City: this is not surprising, as the Ministry of the Environment and the media frequently report on air quality issues in the City. In addition, traffic congestion and trucks idling in the City are frequent visual reminders of air pollution sources. Many who were surveyed were cognizant that poor air quality is not only a local issue, but that prevailing winds bring air pollution from Ohio and Michigan into West Windsor and beyond. Residents called for partnerships, lobbying and action by their local government. However, residents also wanted to take action on a local scale (i.e., enforce anti-idling by-law).

Survey respondents, although keen for the municipal government to take action on the items described in the body of the report, were also willing to take individual and community-based actions to improve local environmental quality.

Interestingly, Windsor’s location was cited as both a “like” and “dislike” by survey respondents. Many cited the City’s location as beneficial because its close proximity to the United States means easy access to the border,

tourism, and associated income. However, the City's location, for some, was a double-edged sword: many cited the City's location as the cause of poor air pollution and increased air-related health effects.

Respondents enjoyed using, and were proud of, the City's greenspaces: parks, trails and trees all ranked high with respondents. Respondents from a wide range of income brackets noted that they would be willing to pay increased taxes to sustain, enhance or improve environmental services. The majority of respondents who were willing to pay suggested that over \$30 a year was a reasonable amount. Windsor's 2001 Community Profile (Statistics Canada) shows that there are 83,645 households in the City. If each household was to contribute \$30 and that money was earmarked for environmental initiatives, the City could have over \$2.5 million to spend. Even a modest increase of \$1 per household would be enough to hire a full-time environmental coordinator.

One theme that emerged was that residents would like to see more frequent reporting and/or enforcement on environmental issues. Respondents had a vested interest in seeing the results of City initiatives and were interested in having these published and publicized.

Overall, the results are indicative of a community that is generally dissatisfied with its environment and heavily concerned about the potential health effects of poor air quality in the area. However, residents made many useful suggestions that the City can consider when developing the Environmental Master Plan. The results of this Environmental Attitudes Survey will also be a useful baseline for further studies. In addition, the City and its residents are in a strong position to use these results to guide the development of a series of goals and associated measurable objectives and action plans. The development of the Environmental Master Plan for Windsor will include serious consideration of the results, frequencies of responses and the multitude of general and specific comments provided by respondents.

APPENDIX A: COPY OF SURVEY

ENVIRONMENTAL MASTER PLAN

COMMUNITY ATTITUDE SURVEY – TELEPHONE VERSION

Survey # _____
Interviewer ID _____
Date _____
Time _____

Good afternoon/evening, this is _____ and I am calling on behalf of the City of Windsor. This is not a sales call. We are conducting a survey to discuss residents' views of Windsor's environment to help inform the City as it develops its first Environmental Master Plan.

A. Would you have a few minutes to complete a survey? (it should take about 10 minutes)

- Yes ⇒ Continue to question B
- No ⇒ When would be a good time to call back?
⇒ Record day & time _____

B. Are you over the age of 18?

- Yes ⇒ Continue to Question 1
- No ⇒ Could I speak to someone who is?
Yes ⇒ Continue to Question 1
No ⇒ When would be a good time to call back? _____

To begin, I'd like to ask you about your sense of the quality of the environment in the City of Windsor. For the purposes of this Plan, the City has defined the environment as land, air, water and energy issues.

1. Overall, how satisfied are you with the environment in the City of Windsor? Please rate on a scale on 1 to 5: 1 being very dissatisfied and 5 being very satisfied. [DO NOT READ]

Note to interviewer: We are looking for an overall rating. If interviewee asks, note that we'll be touching on specifics later in the survey.

- 1 Very Dissatisfied
- 2 Dissatisfied
- 3 Neither dissatisfied or satisfied
- 4 Satisfied
- 5 Very Satisfied
- 9 Don't know
- 0 No response

2. Overall, would you say that Windsor's environment is:

- 1 Better than most cities in Ontario
- 2 About the same as most cities in Ontario
- 3 Not as good as most cities in Ontario
- 9 Don't know
- 0 No response

3. Please name three things that you like most about the quality of the environment in Windsor:

- 1 _____
- 2 _____
- 3 _____
- 9 Don't know
- 0 No response

4. In your opinion, what are the most important environmental challenges facing the City of Windsor today?

Interviewer Note: Looking for three to five responses

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 9 Don't know
- 0 No response

5. Of those challenges you've mentioned, which one is the most important to you? Why?

- 1 Most Important Challenge: _____
- 2 Why: _____

- 9 Don't Know
- 0 No response

6. What actions can the City of Windsor take to improve...

- 1 Air Quality? _____

- 2 Water Quality? _____

- 3 Land Use? _____

- 4 Energy Use? _____

- 9 Don't Know
- 0 No response

7. a) Would you be willing to pay an additional amount on your annual municipal taxes to assist the City in taking action on the issues you mentioned above? [DO NOT READ]

- 1 Yes
- 2 No
- 3 I'm not a municipal tax payer
- 9 Don't know
- 0 No response

b) If yes, how much would your household be willing to contribute on an annual basis?

- 1 \$1 to \$10
 2 \$10 to \$20
 3 \$20 to \$30
 4 \$30 or more
 9 Don't know
 0 No response

Now I would like to move on to your opinions on some services, programs and initiatives that the City of Windsor provides to its residents

8. I am going to read a list of current City of Windsor programs, services and initiatives. I would like you to indicate your level of awareness about the program or service as they relate to the environment (Yes/No). If you are aware of the program or service, please also indicate your level of satisfaction (V. Satisfied/ Satisfied/ Neither Satisfied or Dissatisfied/ Dissatisfied/ V. Dissatisfied).

Interviewer notes: (1) If you require a definition for the program, refer to interviewer's guide; (2) If ranking is below satisfactory, probe the resident for a response on how the program could be improved. (3) Also jot down notes if the respondent comments on the program.

	Awareness		Satisfaction	Comments
	Aware	Unaware	VS/ S/ NSOD/ D/ VD	
a) Anti-Idling By-Law	<input type="checkbox"/>	<input type="checkbox"/>	VS/ S/ NSOD/ D/ VD	
b) Draft Pesticides By-Law	<input type="checkbox"/>	<input type="checkbox"/>	VS/ S/ NSOD/ D/ VD	
c) Garbage Collection	<input type="checkbox"/>	<input type="checkbox"/>	VS/ S/ NSOD/ D/ VD	
d) Household Hazardous Waste Disposal	<input type="checkbox"/>	<input type="checkbox"/>	VS/ S/ NSOD/ D/ VD	
e) Mercury Take-back Program	<input type="checkbox"/>	<input type="checkbox"/>	VS/ S/ NSOD/ D/ VD	
f) Natural Environment Area Protection Bylaw	<input type="checkbox"/>	<input type="checkbox"/>	VS/ S/ NSOD/ D/ VD	
g) One Million Trees	<input type="checkbox"/>	<input type="checkbox"/>	VS/ S/ NSOD/ D/ VD	
h) Parks	<input type="checkbox"/>	<input type="checkbox"/>	VS/ S/ NSOD/ D/ VD	
i) Recycling Collection	<input type="checkbox"/>	<input type="checkbox"/>	VS/ S/ NSOD/ D/ VD	
j) Sanitary and Storm Sewers	<input type="checkbox"/>	<input type="checkbox"/>	VS/ S/ NSOD/ D/ VD	
k) Sewer Use Bylaw	<input type="checkbox"/>	<input type="checkbox"/>	VS/ S/ NSOD/ D/ VD	
l) Smog Alerts	<input type="checkbox"/>	<input type="checkbox"/>	VS/ S/ NSOD/ D/ VD	
m) Storm Water Management System	<input type="checkbox"/>	<input type="checkbox"/>	VS/ S/ NSOD/ D/ VD	
n) Transit Windsor	<input type="checkbox"/>	<input type="checkbox"/>	VS/ S/ NSOD/ D/ VD	
o) Windsor Essex County Environment Committee	<input type="checkbox"/>	<input type="checkbox"/>	VS/ S/ NSOD/ D/ VD	
p) Wildlife Management	<input type="checkbox"/>	<input type="checkbox"/>	VS/ S/ NSOD/ D/ VD	
q) Yard Waste Collection	<input type="checkbox"/>	<input type="checkbox"/>	VS/ S/ NSOD/ D/ VD	

9. Are there any *changes to existing* environmentally-related programs, services or initiatives that you would like to see offered by the City? Any *new* programs, services or initiatives?

- 9 Don't Know
- 0 No response

10. Next, I am going read a list of environmental features and qualities that pertain to Windsor. On a scale of 1 to 5, five being excellent, and one being substandard, please assign a number to the following:

Interviewer Note: (1) If respondent comments on the feature or quality, jot down notes; (2) Tick box (☐) if respondent does not know or has no response

	Score	Comments
Accessibility of bicycle trails	1 2 3 4 5 ☐	
Accessibility of parks, walking trails and greenspace	1 2 3 4 5 ☐	
Air quality	1 2 3 4 5 ☐	
Amount of tree cover in Windsor	1 2 3 4 5 ☐	
Availability and convenience of public transportation	1 2 3 4 5 ☐	
Cleanliness of the City	1 2 3 4 5 ☐	
Drinking water quality	1 2 3 4 5 ☐	
Ease of commuting in the City	1 2 3 4 5 ☐	
Urban planning and neighbourhood design	1 2 3 4 5 ☐	
Water quality of rivers and streams	1 2 3 4 5 ☐	

I'm now going to ask you a few demographic questions. You are not obliged to answer any question you do not wish, and please rest assured that all of your responses are anonymous and will be kept strictly confidential.

Interviewer Note: If a respondent asks the purpose for these questions inform them that this information allows us to compare against census data so we can ensure we are getting a fair and representative cross section of the community.

Interviewer Note: If respondent declines to answer demographic questions, skip ahead to Question 20

11. How long have you been a resident of Windsor? [DO NOT READ]

- 1 Less than one year
- 2 1-2 years
- 3 3-5 years
- 4 6-10 years
- 5 11-15 years
- 6 16-20 years
- 7 Over 20 years
- 0 No Response

12. I am going to read a list of age categories. Stop me when I get your age:

- 1 18-25
- 2 26-35
- 3 36-45
- 4 46-55
- 5 56-65
- 6 66-75
- 7 >75
- 0 No Response

13. How many people live in your household? *[DO NOT READ]*

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 More than Five
- 0 No Response

14. How many children under the age of 18 are living in your household? *[DO NOT READ]*

- 1 None
- 2 One
- 3 Two
- 4 Three
- 5 Four
- 6 Five
- 7 More than Five
- 0 No Response

15. Approximately how many one-way vehicle trips do members of your household take **per day**?

- 1 _____
- 9 Don't know
- 0 No response

16. Approximately how many one-way trips do members of your household take on public transit **per week**?

- 1 _____
- 9 Don't know
- 0 No response

17. Do you own or rent your home?

- 1 Rent
- 2 Own
- 0 No Response

18. What is the highest level of education you have attained? *[DO NOT READ]*

- 1 < Grade 9
- 2 Some high school
- 3 High school
- 4 Trade/Technical Diploma
- 5 Some college/university
- 6 Completed college/university
- 7 Graduate Degree
- 0 No Response

19. I am going to read a list of income brackets. Stop me when I get your household’s gross total annual income (optional):

- 1 < \$25,000
- 2 \$25,000 to \$50,000
- 3 \$50,000 to \$75,000
- 4 \$75,000 to \$100,000
- 5 \$100,000 to \$150,000
- 6 over \$150,000
- 0 No response

20. We’re nearing the end of the survey; at this time, do you have any additional comments?

As part of awareness building, and in an effort to engage the broader community in the Environmental Master Plan, we would like to invite you to participate further.

I want to let you know that five **Open Houses** will be held for the Environmental Master Plan. The first one will be on Saturday, October 29, from 9 a.m. to 6 p.m. It will be for information sharing purposes and will be held at Devonshire Mall at 3100 Howard Ave.

Would you like to be contacted about future Environmental Master Planning events? Please rest assured that your contact information will not be sold or provided to a third party. In addition, it will be stored in a separate database from the information you just provided me.

Address: _____

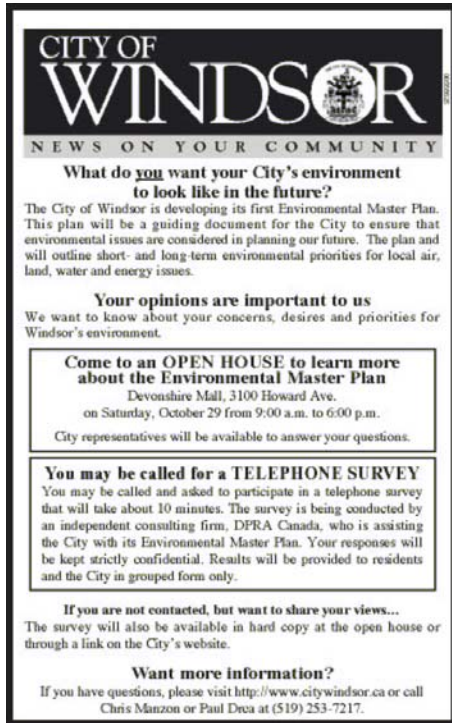
Email Address: _____

Phone Number: _____

Preferred Method of Contact: Phone Email Mail

APPENDIX B: SURVEY AND
OPEN HOUSE ADVERTISING
DETAILS

WINDSOR STAR – PRINT



CITY OF WINDSOR
NEWS ON YOUR COMMUNITY

What do you want your City's environment to look like in the future?

The City of Windsor is developing its first Environmental Master Plan. This plan will be a guiding document for the City to ensure that environmental issues are considered in planning our future. The plan and will outline short- and long-term environmental priorities for local air, land, water and energy issues.

Your opinions are important to us
We want to know about your concerns, desires and priorities for Windsor's environment.

Come to an OPEN HOUSE to learn more about the Environmental Master Plan
Devonshire Mall, 3100 Howard Ave.
on Saturday, October 29 from 9:00 a.m. to 6:00 p.m.
City representatives will be available to answer your questions.

You may be called for a TELEPHONE SURVEY
You may be called and asked to participate in a telephone survey that will take about 10 minutes. The survey is being conducted by an independent consulting firm, DPRA Canada, who is assisting the City with its Environmental Master Plan. Your responses will be kept strictly confidential. Results will be provided to residents and the City in grouped form only.

If you are not contacted, but want to share your views...
The survey will also be available in hard copy at the open house or through a link on the City's website.

Want more information?
If you have questions, please visit <http://www.citywindsor.ca> or call Chris Manzon or Paul Drca at (519) 253-7217.

- Ad, Saturday October 15
- Ad, Saturday October 22
- Ad, Tuesday October 25
- Three short articles, week of October 28

INTERNET

- Windsor Star Web Site from October 15-25 (<http://shopping.windsorstar.canada.com/ROP/ads.aspx?adid=2119740&advid=273302&type=>)
- City of Windsor Web Site from October 6-29 (<http://www.citywindsor.ca>)
 - Front Page News Note and Links
 - News Release
 - Environmental Master Plan City page
 - Link to Environmental Master Plan Web Site
- DPRA Web Site from October 6 to November 7, ongoing (<http://windsoremp.dpra.ca>)

RADIO

- AM 800 CKLW Radio, October 24-28 inclusive – 20 x 30 seconds prime time
- Interview with Paul Drca, AM 1550 CBC, Wednesday, October 26
- Interview with Chris Manzon, AM 540 CBC French Radio, October 28
- Interview with Chris Manzon, AM 800, October 28 and October 29

TELEVISION

- Highlights of the Open House, A Channel, Saturday, October 29

APPENDIX C: ADDITIONAL SURVEY RESPONSES

QUESTION 6

Q6: What actions can the City of Windsor take to improve.....

a) Air Quality

Telephone	%
Regulate/divert traffic	16.8
Regulate industrial pollution	16.4
Lobby US	15.1
Out of City's jurisdiction	7.5
Improve enforcement of regulations	5.5
Test car emissions	3.8
Lobby higher levels of Canadian government	3.7
Maintain/increase tree cover	3.5
Improve Public Transit	2.0
Enforce Anti-idling By-law	1.8
Involve industry	1.3
Build new bridge	1.3
Alternative energy sources	1.2
Build new roads	1.0
No need for improvement	0.7
Equalize environmental standards with US	0.7
Improve/expand trail system	0.7
Reduce the number of Drive-thrus	0.5
Other	1.2
Don't know	15.4

Hard copy	%
Regulate/divert traffic	25.6
Improve enforcement of regulations	15.4
Improve Public Transit	15.4
Enforce Anti-idling By-law	7.7
Build new bridge	7.7
Maintain/increase tree cover	5.1
Build new roads	2.6
Lobby higher levels of Canadian government	2.6
Regulate industrial pollution	2.6
Out of City's jurisdiction	2.6
Alternative energy sources	2.6
No need for improvement	2.6
Equalize environmental standards with US	2.6
Lobby US	2.6
Don't know	2.6

Internet	%
Improve Public Transit	21.7
Maintain/increase tree cover	16.7
Regulate/divert traffic	15.0
Lobby US	13.3
Regulate industrial pollution	10.0
Improve enforcement of regulations	3.3
Equalize environmental standards with US	3.3
Alternative energy sources	3.3
Lobby higher levels of Canadian government	3.3
Out of City's jurisdiction	3.3
Enforce Anti-idling By-law	1.7
Build new bridge	1.7
Involve industry	1.7
Improve/expand trail system	1.7

b) Water Quality

Telephone	%
No need for improvement	26.0
Regulate Industrial Pollution	7.4
Update equipment and plants	7.2
Regular testing	6.8
Improve enforcement of regulations	5.5
Improve sewage system	4.4
Lobby US	3.5
Out of City's jurisdiction	3.3
Add more water treatment centres	3.3
Lobby higher levels of Canadian government	2.4
New initiatives	0.9
Equalize environmental standards with US	0.4
Other	2.8
Don't know	26.0

Hard copy	%
Improve enforcement of regulations	25.9
No need for improvement	18.5
Regular testing	11.1
Update equipment and plants	11.1
Regulate industrial pollution	11.1
Improve sewage system	7.4
Equalize environmental standards with US	3.7
Don't know	11.1

Internet	%
No need for improvement	14.8
Improve sewage system	14.8
New initiatives	13.0
Regulate industrial pollution	11.1
Update equipment and plants	9.3
Regular testing	7.4
Lobby US	7.4
Equalize environmental standards with US	7.4
Improve enforcement of regulations	5.6
Lobby higher levels of Canadian government	3.7
Other	1.9
Don't know	3.7

c) Land Use

Telephone	%
More tree planting/Green spaces	27.0
No need for improvement	20.3
Sustainable/long-range planning	19.1
Stop expansion	17.4
Preserve ecosystems/farmland	14.9
City can't do much	0.8
Lobby higher levels of Canadian government	0.4

Hard copy	%
More tree planting/Green spaces	42.4
Preserve ecosystems/farmland	27.3
Stop expansion	12.1
Sustainable/long-range planning	9.1
No need for improvement	3.0
Build higher density buildings	3.0
Don't know	3.0

Internet	%
Preserve ecosystems/farmland	32.6
More tree planting/Green spaces	23.9
Stop expansion	21.7
Sustainable/long-range planning	19.6
Lobby higher levels of Canadian government	2.2

d) Energy Use

Telephone	%
Alternative energy sources	13.2
Increase energy efficiency	12.9
Raise public awareness/Education	10.7
Incentives to residents	6.3
Out of City's jurisdiction	4.1
No need for improvement	3.2
Cut energy taxes	2.3
Improve Public Transit	2.0
Surcharges on heavy users	1.8
Enforce By-laws	1.6
Shut off street/office lights when not in use	1.6
More environmentally friendly vehicles	1.4
Improve facilities	0.9
Lobby higher levels of Canadian government	0.7
Other	4.3
Don't know	33.1

Hard copy	%
Raise public awareness/Education	16.7
Alternative energy sources	16.7
Incentives to residents	16.7
More environmentally friendly vehicles	6.7
Shut off street/office lights when not in use	6.7
Increase energy efficiency	6.7
No need For improvement	6.7
Improve Public Transit	6.7
Surcharges on heavy users	6.7
Cut energy taxes	3.3
Don't know	6.7

Internet	%
Alternative energy sources	25.0
Incentives to residents	20.8
Raise public awareness/Education	12.5
Increase energy efficiency	8.3
Improve Public Transit	8.3
More environmentally friendly vehicles	6.3
Lobby higher levels of Canadian government	2.1
Enforce By-laws	2.1
Shut off street/office lights when not in use	2.1
Cut energy taxes	2.1
Improve facilities	2.1
Out of City's jurisdiction	2.1
Don't know	6.3

QUESTION 8

Q8a Anti-idling By-law

Comments	Frequency
Bad	1
Calls 311 (Windsor City Services) to report idling 311	1
Can't be enforced	3
Cars still idle	1
City employees do it all the time and are not fined 1	1
Drive-thrus are the problem	2
Expansion of bike lanes throughout the city	1
Frivolous issue	1
Idle a lot due to congestion	1
It's not enforced; people don't do it	37
Need less stop signs and lights	1
No one practices it	2
Not well publicized	2
People idle for no reason at times	1
Supports it	1
Taxis are horrible for this! Has anyone been ticketed yet?	1
Too expensive to enforce	1

Q8b Draft Pesticides By-law

Comments	Frequency
Ash trees	1
Ban them all	1
Can't enforce/hard to enforce	4
Control private use as well	1
Cut back on regulations	1
Don't agree with it; we need to bring back DEET; we can't control bugs in house without it	1
Great work need to incl herbicides as well (non agricultural)	1
Has cancer	1
Hope it passes	2
It's Draft. Can't comment	1
It's only a draft; pesticides should not be for anybody, they should be licensed	1
Just started	1
More education needed	1
More enforcement needed	7
Need it to apply to businesses as well	1
Need to move on it	1

Needs more information	2
Not city's business to meddle	1
Not much has been done	1
Not very aware of it	2
Not passed yet	1
Outright ban on Pesticides use instead of phase in period	1
People have right to treat own lawn	1
Poison ones get into water supply, use organic ones instead	1
Should be strict	2
Tough to say, improve fertilizers to not harm environment	1
What about mosquitoes?	1

Q8c Garbage Collection

Comments	Frequency
2 days a week/more frequent pickups (especially in summer)	10
Accept more plastics in recycling	1
Bad collection service	1
Be more efficient and cheaper	1
City does not collect enough garbage	4
Enforce by-laws	1
Enforce recycling in apartments	1
Garbage bins tossed everywhere. upset about that	!
Implement tagging or per pound collection rate	1
Improved in her neighbourhood	1
Inconsistent	7
It's selective; it's a garbage scheme	1
Levy heavier fines for littering	1
Litter on the streets	1
More information regarding rules and times needed	1
Need more publicity on hazardous waste profile	1
Need more recycling services	1
No extra charges for bag	1
Not as good as used to be	1
People not aware of what they throw out	1
Privatize collection	1
Prompt service and very clean	1
Shouldn't charge people to go to dump	1
They leave empty bins on road instead of putting back on lawn	1
Thinks it should be picked up in an alley, not in front	1

Trying to reduce garbage	1
Would like to know where garbage disposal areas are	1

Q8d Household Hazardous Waste Disposal

Comments	Frequency
As long as its done properly by citizens	1
Awkward to do yourself	1
Charge \$50 to dump A/C	1
City dump is great	1
City should pick it up	14
control of chemicals	1
Don't drive - difficult to get to depot	2
Don't make pick ups some times	1
Expand services, improve education	4
Great service. respond quickly	1
How well is it utilized	1
Inconvenient depots/need longer hours	2
Increase its profile	1
More drop off centres needed	4
More promotion	3
Need more clarification on the program	2
Needs better disposal method	1
Needs higher profile	3
Nice and quick	1
Not managed properly	1
Not place to properly dispose	1
Should be better enforced	1
Slow scheduling	1
Used to be battery disposal box at Canadian Tire – now they are thrown out	1
Very happy with it	1

Q8e Mercury Take Back Program

Comments	Frequency
Fish have lots of mercury in them	1
More promotion/awareness is required about this program	5
More than once a year	1
Not sure how successful it is	1
Seen it on calendar	1

Q8f Natural Environment Area Protection By-law

Comments	Frequency
Ripped out trails for houses	1
Good idea	1
It's stupid	1
Needs improvement	9
Not enough protected areas	4
Not sure of its effectiveness	1
Private property, none of city's business	1
Stricter enforcement, which means no truck bypass through Ojibway and less development around	1
Too much conservation	1

Q8g One Millions Trees

Comments	Frequency
Are trying	1
Doesn't think it will happen	1
Don't notice any improvements	2
Don't overload one area	1
Don't plant trees atop of sewers	1
Get rid of the dead ones	1
Give free trees to each household to plant	1
Good start	2
Great program	1
Haven't noticed anything yet	1
More in the city proper	1
More publicity	3
More trees the better	5
Needs to move quicker. Need provincial involvement	1
No progress report yet	1
Plant native trees/species	1
Protect existing trees	2
Red maples please	1
Stop cutting down old trees	1
Stop talking about trees	1
Waste of money	1
Where?	1

Q8h Parks

Comments	Frequency
Above average	2
Adequate	1
Best tax dollars spent	1
Better playgrounds	1
Can do more	3
City doesn't keep them clean/update equipment	3
Clean and enjoyable	1
Could be better for children	1
Doing best they can	1
Don't close small parks	1
Don't have enough supervisors	1
Don't see as much as could	1
Enough - all maintained except Memorial Park (overgrown)	1
Expand and protect green spaces including Ojibway/Spring Garden complex at all costs	1
Favour certain parks over others	1
Finish trails	1
Focus more on neighbourhood parks/need better neighbourhood parks	2
Dog parks are great	1
Great waterfront parks, no natural parks	1
Interesting to hear about it	1
Knees are bad so she has no need for parks	1
Likes coming to parks	1
Lots of garbage in parks left by TEENAGERS	1
Lots of them, but some are "sub par"	1
Malden park is good	1
More fountains should be put in; more schools	1
More green spaces/parks	16
More trees	3
More user-friendly staff	1
More water parks needed	1
Need better maintenance	4
Need more lights in parks	1
Neglect marshland, no waste receptacles in some parks	1
Nobody uses it	1
Not managed efficiently	2
Parks are good, like landscaping	1
Replace some parks	1

Should be some type of security system; they are abused (day and night)	1
Shouldn't sell them to developers	1
Small parks	1
Use them more	1
Wonderful	1

Q8i Recycling Collection

Comments	Frequency
Broke his bin	2
Better advertising	1
Boxes tend to disappear, would like to see boxes returned	1
Businesses should recycle	1
Could take composting	1
Don't have it in area	2
Enforce it	1
Expand range of services	22
Give more bins to home owners	1
Good idea	1
Inefficient/takes long time	6
Introduce Green Boxes	1
It's ridiculous	1
Lack of education	5
More aggressive approach to recycling	1
More often/should be same day as garbage pick up	18
More participation needed	2
Not in townhouses	1
Not sure what they take e.g. plastic bags should be taken	1
Paper should be allowed to be put in paper bags; workers not trained properly	1
Restrictions	1
Spread out more	1
Too specific, boxes have to be broken down - difficult for seniors, could be more lenient	1
Used by most of neighbourhood	1
Utilize to capacity	1
Why was glass collection stopped?	1

Q8j Sanitary and Storm Sewers

Comments	Frequency
Bad in some parts of the city/need new ones	7
Bigger/Better System Just Put In	3
City cleaned up basement when it flooded	1
City has not upgraded pipes and system	2
Clean more often	1
Companies not being regulated or enforced	1
Constant flooding on streets	3
Expansion of Windsor is faster than installation of sewage system, underdeveloped, backflow	1
Lives in areas with problems, not happy	2
Need to get upgraded	1
Not good in some areas	1
Repair pipes on west end	1
Replace old pipes, even in residential areas	2
Seem to be clean most of the time	1
Slow service, needs improvement	1
Roads should also be replaced and neglected if sewers not put in	1
Still on septic tanks	1
Strong smell from them	1
Surcharges are too high	1
Trying to fix it though	1

Q8k Sewer Use By-law

Comments	Frequency
Charge too much	3
Doesn't know details	2
Enforce it	5
Hard to regulate	1
It's going in the river	1
Lower taxes	1
Municipality is too involved	1
Needs maintenance	1
Not tough enough	2
People still pour hazardous materials down the drain	1

Q8l Smog Alerts

Comments	Frequency
Accurate, but too many of them	3
Could be improved	4
Could be quicker with announcements	12
Don't know if they really do anything	3
Don't say when they are finished	1
Enforce more	3
Encourage car pooling	1
Free bus trips on smog days –good idea	2
Good idea	1
Good info sharing	1
How does this help when people continue to drive, cut lawns etc?	1
It's useless	2
Levy fines to abusers on smog alert days i.e. cutting grass	1
More cooperation with TW	1
Most comes from States side	1
Need more sensors on east side	1
Never heard one	1
Never seen any on Windsor news networks	1
Pay attention	1
People ignore alerts	1
Post on TV only; put on radio and newspaper	2
Should control smog	1
There's no smog	1
Very good. People need them	1
Get people to understand to reduce emissions activities during peak hours, help the smog cause	1

Q8m Storm Water Management System

Comments	Frequency
Floods when it rains	3
Inadequate in controlling water - seems to contribute to pollution	1
Needs improvement	2
No more flooding in basement now	1
Not managed well in parts of the city	2
Not strict building codes same as roads	1
Shouldn't go back in river	1
System needs upgrading	2
The catch basin in my backyard has been plugged for 10 years	1

Q8n Transit Windsor

Comments	Frequency
Always expanding programs, no one on bus, losing money	1
Bad service-could be better	12
Buses are dirty	1
Can't ride on transit because of illness	1
City is growing too fast - not enough buses to new residential areas	1
College students should get reduced rates	1
Confusing to use	1
Depends where you live	1
Dislikes colour of the buses	1
Doesn't use	9
Don't use - too costly	3
Empty all the time, go with smaller ones	1
Expand routes; increase frequency of buses & encourage people to use bus	3
Expensive	8
Extend service to LaSalle county; promote more; could do more	1
Good Upgrades	1
Hybrid/more efficient buses	1
Improve system -make it more accessible for seniors	1
Improve transit/increase rider ship	1
Insufficient/long wait times in some areas	4
Likes idea of Handitransit	1
Likes the bike racks	1
Lots of pollution	1
Lots of services available	1
Lousy customer service (drivers have bad attitudes)	1
More punctual	6
More service needed	3
Need a veteran bus pass	1
Need better service and air conditioning	1
Need more buses on weekends	5
Need more routes & schedules	8
Need to improve it	2
Needs more money	1
Polite drivers	1
Rates were raised and service got worse. Stopped riding it	1
Routes should be carried on later into the night - after certain hours	1
Sees buses idling	1

Shorter waiting times	1
Should add free shuttles	1
Should be more accessible in newer areas	1
Should be more routes though	1
Should privatize it	1
Take money from auto infrastructure and put in public transit, it will pay multiple dividends 1	1
Too confusing	1
Uncomfortable and stinky buses	1
Use more buses, make more efficient system	1

Q8o Windsor Essex County Environment Committee

Comments	Frequency
Better publicity needed	2
Could do more	1
Don't "have a clue" and don't respect public input	1
Incompetent and ineffective	1
Limited mandate, should have more power	3

Q8p Wildlife Management

Comments	Frequency
Could be quicker	1
Doesn't know too much about it	1
Doesn't like ducks	1
Equally conserve all areas, not just ones by waterfront	1
Good job on North Talbot Rd.	1
More municipal involvement, less volunteers	1
Need more help, more staff	1
Needs improvement	2
Not enough conservation areas	2
Not evenly enforced across the board	1
Raise more awareness of the diverse wildlife in our area and encourage habitat development	1
Rat problems that city did not help with	1
Too much development	1

Q8q Yard Waste Collection

Comments	Frequency
Better collection system	1
Burns it	1
Can't put grass out etc, but 2 minutes down road LaSalle grass is okay. - Why the difference?	1
City should supply bags	1
Collect items at other times in the year	2
Could come more often in late spring early summer	23
Encourage homeowners to clear walks	1
Expand and improve it	2
Information should be sent to schools to educate young people	1
Kind of slow	1
Lack of information re: the program	1
Make it more convenient	1
Make system more user friendly	1
Miss her house. "it's pathetic"	1
More durable bags	1
Need more flexible and better service	2
Need to pick up grass clippings in summer	3
Need to publicize pick up dates better	1
No collections in the past two years	1
Needs to change with weather	1
Restrictions	1
Takes too long to pick it up	1
They refuse to pick it up	1
Too much left in construction sites	1
Very picky - has to be set up in an certain way - has to be "gift wrapped"	1
We should burn it	1
Yard waste left in bin, not careful	1

QUESTION 9 – COMMENTS

Respondents provided a number suggestions and comments in regard to changes that they would like to see to existing environmentally-related programs, services and initiatives offered by the City. Most suggestions were provided for garbage collection, public transit, roads, education, parks and recreation, bylaw enforcement, pesticide control and cleanliness. Comments for various topics are listed below. The numbers in brackets represents the frequency of the comment.

Garbage

Comments	Frequency
Apply fewer restrictions on recycling and yard waste. Improve recycling programs to take more items.	1
Expand recycling program	16
Pick up large items more frequently. Garbage collection should set aside days to collect large items	4
Add green boxes (i.e., Compost collection service (Green bins))	11
Collect yard waste more frequently. Need more yard waste pick ups	10
Increase recycling pick ups and services. Blue box should be weekly and on same day as garbage.	7
Would like to see more recycling at businesses - work at photo lab and take empty plastic bottles home for recycling otherwise get thrown out. Bingo halls throw out paper; grocery stores throw out #2 bottles, bread, produce, flowers from flower shops etc Businesses should have free recycling.	2
Disposal of hazardous waste should be friendlier; it's hassle to get rid of it. More ads (flyers, on cable channel) on what to do with this kind of waste	1
More recycling bins in public areas	1
Have garbage collection twice a week. There is a need for more waste collection days	3
Establish garbage/waste reduction programs to reduce the amount	1
Improve waste management	1
Institute recycling in townhouses	1
Keep public informed as to where dump sites are	1
More recycling bins need to be distributed	1
Not enough accessibility to recycling	1
Need Styrofoam recycling	1
Pay attention to garbage and landscaping needs	1
Pick up hazardous waste at homes	4
Recycling education.	1
Regulatory measures to make schools participate in recycling programs	1
Set up new program to pick up items that garbage truck usually leave behind	1
Should be allowed to burn our own waste in back yard with permits	1
Take better care of recycling and garbage bins	1
Use plastic bins or more durable bags for yard waste collection	1
Be neater when they replace garbage and recycling bins	1

Change dumping station to more rural location	1
Expand recycling program to public space (recycling bins in public places for bottles and cans)	1
Have recycling mandatory and stricter recycling rules.	4
Involve the children in school e.g., recycling all containers	1
No pay-by-bag garbage system	1
Force a pay per use garbage collection	1
Punish those who do not comply with hazardous waste disposal	1
Provide incentive for people to recycle	1

Sewers

Comments	Frequency
Against Sewer Use By-Law	1
The costs associated with sewer use are exorbitant and amount to a second level of taxation. Put a stop to these high costs.	1
Inner city storm sewers need to be replaced, as they are too old.	1

Cleanliness

Comments	Frequency
City should develop an anti-littering campaign	3
Clean up downtown core	2
Clean up Detroit River	2
Do not let people put junked cars in driveway	1
Factory on McDougal (no name provided) is a “disgusting place. It stinks up whole city. Get rid of it”.	1
Fine people who leave garbage in alley ways	1
Keep the City clean	1
Develop more clean up programs	2
Establish volunteer clean up programs	1
Involve community in activities to clean the city	1
There should be street cleaning services	1
Develop signage to encourage proper litter disposal habits	1

Air Quality

Comments	Frequency
The City and public should be very aware of smog and air quality issues	1
Need to solve the problem of air pollution coming from Detroit. Lobby US in regard to air pollution coming from Detroit.	2
Need to improve the quality of air	4
Improve air quality management	1
In government housing area, the City cuts the grass on smog days. This should not be occurring. The City should inform people and staff about smog days.	1
More citizen groups should work with industry regarding air pollution reduction	1
New clean air initiatives	1
Pollution has to decrease over next 10-15 yrs	1
Need programs to deal specifically with pollution	1
Public awareness and promotion on air quality issues can be improved	1
There is a need for air quality monitoring stations in Windsor. Stations should stay open at night since factories pollute at night when Toronto stations are closed.	1
The anti-idling law needs to be strongly enforced	1
Ban smoking in all public places	1
There was a waste treatment plant in Romulus Twp that was on fire recently - where did the plume of contaminated air go? The Provincial Government told us everything is ok. Need more communication on such matters.	1

Water Quality

Comments	Frequency
Monitor water coming out of taps	1
Need more effective water tests	1

Animal Control

Comments	Frequency
Need better animal control	1

Transportation

Comments	Frequency
Need a better mass transit system. Need more coverage and routes for public transit. Public transit improvements are needed. Make public transit more efficient. For example, improve bus services, provide more direct routes, extend transit services, improve frequency. The bus system is very poor for the size of the City's population. Transit Windsor should service more rural areas & work late night more. There is also a need for better publication of the transit schedule. Encourage use	28
Improve road conditions. Road repair and more road maintenance is needed, "Some streets haven't been fixed for years".	7
Promote alternative transportation (e.g., implement and promote carpool programs). Provide incentives for the public to take alternative modes of transport e.g., by establishing more bike lanes.	6

Have smaller buses, as big buses are always empty	4
Improve truck traffic at the border. Solve cross border problems.	2
Reduce trucks	2
Stop blocking legitimate proposals (i.e., Tunnelled DRTP) to get trucks off city streets for political purposes. A tunnel will get trucks out of neighbourhoods faster than any other solution and will have immediate impact on air quality.	3
Improve traffic flow. More green lights or get rid of lights.	1
Introduce Car Zoning programs, especially during peak times.	1
Need new truck route	1
Need public bus in South Windsor	1
Need a bylaw to provide trucks with a road or route only for trucks, so that they do not pass through Windsor	1
Have road signs with bigger fonts and make it more clear to read	1
Tax big vehicles	1
Need better management of transportation and traffic	1
Stop advocating for Schwartz Plan Option 3, allow trucks on city streets and work towards decreasing automobile traffic.	1
Buses are dirty and seats are uncomfortable.	1

Education

Comments	Frequency
Need more public education on environmental issues. More programs to raise environmental awareness are needed.	8
Need more education about air quality and smog	2
Better public education on mercury take-back	1
Get youth involved in environmental issues	1
Increase awareness on importance of recycling to encourage participation	1
Increase awareness and budget for improving air quality, water quality etc.	1
Need more education regarding environment services. Make people aware of services and programs offered by the City.	2
Need more promotion and education of the bylaws	1
For education, use other media besides TV	1
Need more information regarding environmental policies and incentives	1
Provide information centres	1
Need school programs to explain these programs	1

Law and Enforcement

Comments	Frequency
Better enforcement of bylaws and programs is needed.	5
Better publicity of environmental bylaws	1
Crack down on polluters	1
Encourage public involvement of bylaws	1
Need new bodies to enforce bylaws	1
Enforce idling bylaw	1
Enforce existing helmet law	1
No smoking bylaw needs to be enforced	1
Bylaw officers are too lenient “do the job you were hired to do or quit and stop wasting taxpayer’s money”.	1

Public Communication

Comments	Frequency
Put publications or messages online	1
Council should listen to people more	1
Advertise services and initiatives better	4
More information about services and programs provided by the City is needed. Also need more media coverage on the programs. Some of these programs are unknown to the public.	2
Provide information in other media besides papers	1
Use public forums to communicate with the public	1

Parks and Recreation

Comments	Frequency
Build more parks and paths	2
Build more sport arenas.	2
Establish or designate more dog parks	1
Finish trails	1
Need places for the elderly to go	1
Improve quality of parks: update old equipment and give them more benches and trees	1
Provide more activities for children and families	2
Provide more children's recreation areas	1
More bike trails	3
More jogging and pedestrian trails	1
More programs for youth	2

Protect/maintain smaller community parks	1
Promote other parks instead of closing them	1
Keep existing parks and golf courses	1

Municipal Finance Concerns

Comments	Frequency
City needs better fiscal management	1
Lower taxes	1
Lower utility costs	1
Need to see where the money is going	1
Provide new programs without increasing taxes. "We are already taxed through the nose. Liberals should spend taxpayer's money on the environment. We are willing to have additional tax if it's clear where the money is spent".	2
Casino or GST could pay additional amount to take action instead of taxing the public	1
Paying an additional amount should specify to what programs money would go to. Give residents a choice of where their money goes.	1
Would support additional amount on taxes only if it goes towards actions not bureaucracy	1

Revitalization/Urban Planning/Strategic Municipal Planning

Comments	Frequency
Plant more trees. Provide new initiatives for people to plant more trees in residential areas. For example, provide trees to homeowners for free. Encourage homeowners to plant trees by providing free saplings.	5
Demolish old buildings	1
Limit houses in the area	1
New housing developments should include sidewalks and bike lanes	1
Develop more sidewalks	1
Rebuild/improve streets	1
Revitalize vacant areas	1
Plant trees around power lines	1
Trim trees on front lawns	1
When developers purchase land, they should be obliged to preserve the natural environment (i.e., wildlife habitat, trees, etc.) on that land.	1
Riverfront is crowded	1

Public Safety

Comments	Frequency
Trails down by Detroit river are not safe at night	1

Pesticide Use

Comments	Frequency
Draft pesticide bylaw is useless, as it is not able to enforce. There is a need for new programs to force citizens to abide by this bylaw. There needs to be more efficient use of existing resources.	1
Pass the pesticides bylaw	1
In regard to pesticide use, everyone needs to obey the bylaw.	1
Enforce/publicize the draft pesticide bylaw	1
Less pesticides/herbicides would be good	1
Pesticide bylaw is good	1
Make pesticides illegal	1
Draft a new pesticide bylaw with total ban on the use of pesticides	1

Alternative Energy

Comments	Frequency
Find alternative energy sources for public transit	1
Provide funding for research and use of wind, solar, biomass and other renewable energies.	1
Reserve energy	1
Create a Chair or Research grant at the University of Windsor for innovative and alternative energy exploration/design. Publicize this as a City of Windsor achievement to draw new investors/developers to area.	1

Environmental Protection/Conservation

Comments	Frequency
Initiate a tree cutting bylaw similar to other Ontario cities - Windsor has the least tree cover and least vision in this regard	3
Focus on conservation	1
Fund environmental groups in the City	1
Keep up with 1 million trees	1
Provide more volunteer opportunities for young people	1
Focus more on preventing environmental issues	1
Save more trees	1
It is important that we continue to protect our natural areas	1
Stop encroaching on the few remaining green spaces left in Windsor	1
Pass a new bylaw for 100% protection of current natural areas and increase the number of natural areas in the City.	1

Wildlife Management

Comment	Frequency
Improve wildlife management; it costs money to drop off animals at the humane society.	1
Provide more funds for wildlife management	1
Need more promotion for programs for injured animals found in neighbourhoods	1
Pest control is not good	1
Feral cats - institute a catch/neuter and release program, as this will assist in rat control	1

General Comments

Comments	Frequency
Be efficient	1
City is doing fine	1
Improve existing programs	1
Give notice when streets are closed for maintenance	1
Install berm on Riberdy Rd - keeps traffic out of sight, noise will decrease	1
The Mayor is doing a great job	1
Deal with Zalev (shut it down or move it)	1
Do more for people with asthma and cancer	1
More action, less talk is needed	1
More community involvement and volunteer opportunities are needed	1
Programs are in good shape	1
Reorganize Burocracy to deal with these issues	1
Services are quite good	1
Staff could be friendlier	1
The City is too regulatory	1
There is worry regarding the mosquito situation	1
The City does not investigate issues enough before implementing programs	1
Improve appearance of the city	1
Raise profile of volunteer program	1
The Master Plan is a great idea but it should be comprehensive and include: a green city plan, education plan, demonstration projects	1
Study light pollution problem to see if more efficient ways of lighting desired areas without wasting it all over night sky	1
Changing the City's official plan to allow for the Ojibway By-pass is extremely bad	1
Need to better service South Windsor	1
Council makes serious decision without adequate knowledge, consultation and still reacts to vested corporate measures without consideration of future needs/impacts.	1

QUESTION 10

Q10a Accessibility of Bicycle Trails

Comments	Frequency
Are needed but not done properly; putting people at risk for accidents	1
Badly designed, dangerous, too close to cars, too, narrow	3
Big mistake - one on Riverside Drive, should be just autos	1
Bikes are "too crazy"	1
Bikes not obeying traffic at present, no point otherwise	1
Could be improved	1
Cycling trails cross with roads	1
Depending on road	1
Doesn't know about good ones	1
Don't put bikes on road	1
Finish them	2
Hates Riverside Drive Route	1
No bike trail accessible	1
Not being used that often	1
Not enough	14
Not visible	1
Pain on streets- riding on sidewalks still	1
Room for improvement	1
Seems ok	1
Should span city	1
Some abruptly stop then pickup again; would like more; cars drive on bike lane	2
Uses them a lot	1
Very good	1
Worst trails in Canada	1

Q10b Accessibility of Parks, Walking Trails, and Green Space

Comments	Frequency
Dangerous at night	1
Depends on the part of the city: east good, west bad	1
Don't know where to park	1
Don't sell off parks/green space	2
More green space/parks	5
Neighbourhood parks need to be better	1
Not well maintained	1
No walking /biking in my area	1
Should still improve them though	1
The fountain	1

Q10c Air Quality

Comments	Frequency
Awful	2
Depends on heat too & US smog	1
Depends on season	2
Has heard it is bad	1
Industrial space causes pollution	1
Lives in industrial area and lots of construction/dust	1
Needs to be better	1
Smog and trucks from Detroit	1
Some areas are better than others	2
Trying to improve it.	1
Unacceptable	1

Q10d Amount of Tree Cover in Windsor

Comments	Frequency
Building new residences - cut down trees	1
Constantly improving	1
Cutting ash trees this year not good	1
Cutting more trees than before	5
Depends on where you are	1
Likes million tree plan	1
More trees	14
More trees in new sections	2

Need a tree cutting by-law	1
Place trees well	1
Smallest problem	1
Tree areas becoming subdivisions	1

Q10e Availability and Convenience of Public Transportation

Comments	Frequency
Bad service in suburbs	1
Bad service on weekends	4
Better service needed all round	1
Close to system	1
Community doesn't use it	1
Doesn't like it	1
Doesn't use it	5
Sees large empty buses, should have smaller buses	4
Drivers need uniforms	1
Greatly improved	1
Improve transportation system to cut down on cars	1
Increase schedule	1
Inefficient	1
Lives in a good area	1
More bus routes/expand service	2
Non-polluting buses and must travel through city	1
Not frequent service	2
On Walker Rd bus doesn't go into industrial places	1
Poor off main routes	1
This area is not convenient for taking buses	1
Too expensive	1
Very good	1
Wait too long for buses, especially in winter	1

Q10f Cleanliness of the City

Comments	Frequency
Horrible!	1
Depends on the people who live in the area	4
Dirty	4
Downtown "sucks"	1
Downtown dirty	1
Increase in graffiti	1
Litter on ground	4
More anti-littering campaigns	1
More bins	1
More sweepers on the street	1
Need to enforce anti-littering by-law	1
Not clean, only done twice a year - not enough	1
Not happy with South National	1
People need to take better care of it	1
Some areas could be better	2
Spurts of cleanliness, weeds are a big problem	1
West side is very bad	1

Q10g Drinking Water Quality

Comments	Frequency
Boil advisory in last two years	1
Can taste the chlorine	5
Doesn't believe its clean/bad taste	1
Doesn't drink tap water	6
Doing well	1
Drinkable	1
Dubious	1
Very good	1

Q10h Ease of Commuting in the City

Comments	Frequency
Bad traffic flow	1
Better than other cities	1
Car pooling should be promoted	1
Careless driving	1
Construction causing delays	4
Construction is a problem	2
Construction is not fast enough	1
Construction on Walker Rd	1
Crowded but good	1
Depends on time of day	1
Depends when - bad in winter, good in summer	2
East-west problems	1
For buses - no, car - reasonable	1
Get rid of freight trains	1
Has own vehicle - need traffic circles to keep traffic moving; too much stop and starting,	1
Increase in traffic	1
More traffic, too many lights, expand roads to meet population	1
Not at rush hour	1
Road construction soon	1
Set up more one-way streets	1
Should aim for car free zones/more walking	1
Too many lights - no traffic flow	1
Too many trains in rush hour	1
Trucks are too much	1
Walks everywhere	1

Q10i Urban Planning and Neighbourhood Design

Comments	Frequency
Build more street lights	1
Building too much can't support traffic & utilities; garbage dump problems, mountains of	1
City needs to remain green	1
Clean up dirty neighbourhoods	1
Could be improved	1
Don't do enough to preserve wildlife habitats	1
Don't like manufactured neighbourhoods	1
Expanded suburbs but roads neglected	1

More major roads through city	1
New designs are good/old is bad	1
Nice, but too boring, not enough entertainment	1
No area for kids to play	1
No long term planning	1
No plan. Too haphazard	1
No real plan in place	1
No regulation. Just a sprawl	1
Not enough sidewalks	1
Not enough greenery	1
Poor accessibility	1
Poor traffic flow, eliminated natural resources land	1
Riverfront is nice	1
Some road improvements are dangerous to drivers	1
Take lessons from the States- more courts	1
Too congested	1
Too many big houses on small lots	1
Too many houses - protect wildlife; more aware of needs before building houses	1
Too many subdivisions with very little access to roads	1
Truck inspections should be outside the city; stick to environmental codes - don't give into	1

Q10j Water Quality of Rivers and Streams

Comments	Frequency
Horrible!	1
A lot of beaches were banned this summer	1
Aware of the program	1
Can't go fishing anymore	1
Clean up Detroit River	1
Clean up pollution	1
Detroit River is bad	2
Detroit River is cleaner	1
Get rid of pesticides	1
Is room for improvement	1
More work should be done	1
Much improved	2
No marinas; check into any possible sources for dumping - all types of businesses	1
Not as bad as before though	1
Not that good	1
Once River Rouge caught fire! Sarnia bad - doesn't freeze	1

Riverside is nice	1
Stagnant	1
Tainted fish	1
Terrible	1
They're fine	1
Too many barns	1
Upset about fish consumption warnings	1
Used to be able to swim in the water	1

APPENDIX D: ON-LINE AND
HARD COPY SURVEY RESULTS

QUESTION-BY-QUESTION RESULTS, ON-LINE AND HARD COPY SURVEYS

Question 1: Overall, how satisfied are you with the environment in the City of Windsor?

Eighty percent (80%) of the on-line respondents and 73% of the hard copy respondents also expressed dissatisfaction with Windsor's environment.

Question 2: Overall, would you say that Windsor's environment is: Better than most cities in Ontario? About the same as most cities in Ontario? Or not as good as most cities in Ontario?

Eighty-five percent (85%) of the on-line respondents and 67% of the hard copy respondents concurred with the telephone respondents that Windsor's environment was not as good as other Ontarian cities.

Question 3: Please name three things you like most about the quality of the environment in Windsor.

Hard copy and on-line respondents also listed parks and recreation and the waterfront as the top two features. However, trails came in third for the on-line surveys, and tied for third in the hard copy surveys were size, friendliness, quiet, trees, open spaces and green spaces; nothing; and drinking water.

Question 4: In your opinion, what are the most important environmental challenges facing the City of Windsor today?

The most frequently recorded environmental challenge for the on-line and hard copy surveys was also air quality.

Question 5: Of those challenges you've mentioned, which one is the most important to you? Why?

The top challenge identified on the hard copy surveys was also air quality (28.4%) while the on-line respondents expressed adding and protecting trees, parks, and green space (40%) as their most important challenge. Air quality was second with 22.5%.

Question 6: What actions can the City of Windsor to take to improve:

Air Quality

The hard copy results identified regulate and/or divert traffic (25.6%) as the top means to improve air quality, which was also in the on-line's top three. However, for the on-line respondents, improving public transit (21.7%) was the most frequently reported suggestion.

Water Quality

On-line and hard copy surveys also had "no need for improvement" as their most frequent response to what the City could do to improve water quality.

Land Use

"More trees and green spaces" was identified as the top response for the hard copy respondents with preserving ecosystems and farmland as second. For the on-line surveys, the responses were reversed.

Energy Use

The top three for the hard copy and on-line were alternative energy sources, incentives to residents, and raise public awareness and education. The complete list of actions for all four areas can be found in Appendix C.

Question 7a: Would you be willing to pay an additional amount on your annual municipal taxes to assist the City in taking action on the issues you mentioned above?

Respondents on the hard copy surveys (54.5%) as well as the on-line surveys (62.5%) indicated that they would be willing to an additional amount on their municipal taxes.

Question 7b: If yes, how much would your household be willing to contribute on an annual basis?

These survey respondents concurred that a fee of \$30 or more was acceptable. Fifty-two percent (52%) of the on-line responses and 61.1% of the hard copy responses indicated the larger fee.

Question 8: I am going to read a list of current City of Windsor programs, services and initiatives I would like you to indicate your level of awareness about the program or service as they relate to the environment (Yes/No). If you are aware of the program or service, please also indicate your level of satisfaction (Very Satisfied/ Satisfied/ Neither Satisfied or Dissatisfied/ Dissatisfied/ Very Dissatisfied).

The top and bottom three responses from these survey forms are listed in the Error! Reference source not found. below.

Table 4 Awareness and satisfaction levels from the hard copy (n=33) and on-line (n=40) respondents

Hard copy Responses				On-line Responses			
Most Aware		Most Satisfied		Most Aware		Most Satisfied	
Garbage Collection	97.0	Recycling Collection	75.8	Recycling Collection	95.0	Mercury Take Back	62.6
Parks	90.9	Yard Waste Collection	75.8	Smog Alerts	95.0	Storm Water Management System	58.8
Recycling Collection	87.9	Garbage Collection	71.9	Transit Windsor	92.5	Household Hazardous Disposal	55.9
Yard Waste Collection							
Least Aware		Least Satisfied		Least Aware		Least Satisfied	
Wildlife Management	66.7	Natural Environment Area Protection By-Law	38.9	Sewer Use By-Law	65.0	Natural Environment Area Protection By-Law	68.4
Mercury Take Back Program	57.6	Transit Windsor	29.3	Mercury Take Back Program	60.0	Wildlife Management	42.9
Storm Water Management System	48.5	Anti-Idling By-Law	37.5	Storm Water Management System	57.5	Anti-Idling By-Law	36.0
Sewer Use By-Law							

Question 9: Are there any changes to existing environmentally-related programs, services or initiatives that you would like to see offered by the City? Any new programs, services or initiatives?

All comments from all survey forms are listed in Appendix C

Question 10: Next, I am going read a list of environmental features and qualities that pertain to Windsor. On a scale of 1 to 5, five being excellent, and one being substandard, please assign a number to the following:

The following table (Table 5) is list of the environmental features ranked in order of mean score as indicated through the hard copy surveys and on-line surveys received.

Table 5 Mean scores of environmental features for hard copy (n=33) and on-line (n=40) respondents

Hard copy Survey Responses	Mean Score	On-line Survey Responses	Mean Score
Accessibility of parks, walking trails and green space	3.19	Drinking water quality	3.45
Drinking water quality	3.03	Accessibility of parks, walking trails and green space	3.20
Cleanliness of the City	2.84	Ease of commuting in the City	2.68
Ease of commuting in the City	2.61	Accessibility of bicycle trails	2.50
Amount of tree cover in Windsor	2.52	Cleanliness of the City	2.50
Accessibility of bicycle trails	2.50	Availability and convenience of public transportation	2.16
Availability and convenience of public transportation	2.50	Amount of tree cover in Windsor	2.08
Urban planning and neighbourhood design	2.40	Water quality of rivers and streams	1.97
Water quality of rivers and streams	2.15	Urban planning and neighbourhood design	1.90
Air quality	2.09	Air quality	1.86

DEMOGRAPHIC RESULTS, ON-LINE AND HARD COPY SURVEYS

Responses were obtained from 40 on-line surveys and 33 hard copy surveys in the City of Windsor.

Gender

Sixty-three percent (63.3%) of the hard copy survey respondents were male and 36.7% were female. Gender was not asked on the on-line surveys.

Question 11: How long have you been a resident of Windsor?

The responses for these survey types were consistent with the telephone results.

Question 12: I am going to read a list of age categories. Stop me when I get to your age:

The age groups for the on-line respondents were slightly older on average with the age group of 46-55 yrs being the majority with 32.5% of the responses. The hard copy surveys were slightly older than the internet group with 30.3% of the responses falling between 56-65 years of age.

Question 13: How many people live in your household?

On-line and hard copy survey responses concurred with the telephone results.

Question 14: How many children under the age of 18 are living in your household?

On the internet, 52.5% indicated there were no children in the household as did the hard copy survey respondents with 69.7%. For these survey types, those with children tended to have two under 18 years of age.

Question 15: Approximately how many one-way trip do members of your household take per day?

Almost all of the on-line and hard copy respondents indicated that they make between 1-5 one-way trips per day in a vehicle.

Question 16: Approximately how many one-way trips do members of your household take on public transit per week?

The hard copy survey results were consistent with the telephone survey results however, 87.5% of the on-line survey respondents stated they take between 1-5 trips per week via public transit.

Question 17: Do you own or rent your home?

Slightly higher percentages were found in these survey forms. For the on-line respondents, 77.5% owned their homes and 72.7% of the hard copy respondents indicated they owned their home.

Question 18: What is the highest level of education you have attained?

Education levels were higher for both the on-line and hard copy survey results. Within the hard copy responses, 30.3% had completed college or university and an additional 30.3% had a graduate degree. From the on-line survey responses, 40% had completed college or university, and 27.5% had a graduate degree.

Question 19: I am going to read a list of income brackets. Stop me when I get to your household's gross total annual income (optional)

Responses from the on-line and hard copy surveys were elevated from the telephone surveys. The hard copy respondents mean fell between \$50,000-\$75,000 and the \$75,000-\$100,000 range with a top response of \$75,000-\$100,000 at 21.2%, while the on-line survey results indicated a mean between \$75,000 - \$100,000 and the \$100,000-\$150,000 with 27.5% indicating their income range fell between \$100,000 - \$150,000.