

**Horton Township**



# HORTON TOWNSHIP PLANNING FOR SUCCESS SURVEY RESULTS 2017



## I. Survey Purpose

When the Council for the Township of Horton made the decision in early 2017 to create an Economic Development Plan, making it “community-based” was identified as a priority.

The Planning for Success Survey was specifically designed as one of three different ways of collecting input from the community.

## II. Methodology

The questions for the Survey were developed through a collaborative process involving CAO, Suzanne Klatt, Chris Fullerton, Professor of Geography at Brock University, and Chris Drost and Avis Price of Grant Writing Solutions.

To maximize the response rate from as wide a cross-section of the population as possible, the Survey was distributed:

- On-line through Survey Monkey (May 1 through May 31)
- Through hard copies mailed by the Township in late April to all households
- Through hard copies that could be picked up at the Municipal Office
- Promotion of the Survey was provided on the homepage of the Horton Township website, in the Township newsletter and in the local newspaper

Hard copy data was manually input to Survey Monkey by Grant Writing Solutions.

## III. Response and Statistical Validity

160 Survey responses were received, an 11.5% response from the total 1385 permanent and seasonal households included in the 2016 Canadian Census. Based on the results we can be 95% confident that the responses given are within 7.3% representative of the entire population.

88.7% of the responses came from permanent residents and 11.3% from seasonal residents. Permanent residents were slightly overrepresented in the survey as permanent households represent 84.7% of the total number.

## IV. Key Observations

- 48% of respondents identified themselves as employed outside of Horton Township, while 38.7% of respondents indicated they are retired
- The top three economic development priorities identified by respondents were: improved broadband (48.2%); Marketing and Promotion of Horton Township as a place to live; work, play and start a business (36.7%) and small business attraction (31%)
- Horton’s top three economic strengths were identified as, proximity to the City of Ottawa (57.3%), access to major transportation arteries (44%) and proximity to the Ottawa River (32.5%)
- When it come to growth, respondents identified Horton’s top three challenges to be, lack of job opportunities within the township (63.3%), limited broadband/internet (43.7%) and lack of a business section/cluster within the township (33.5%)
- Other economic concerns/challenges cited frequently by respondents included:

- The need to make improvements to roads
- The importance to the local economy of having HWY #17 expanded to four lanes within Horton Township
- Planned residential attraction should be a priority
- Existing agricultural lands should be protected and kept in food production
- There needs to be more recreational opportunities for youth
- Youth leaving the township
  - Respondents cited what they would most like to see if they returned to Horton Township after a ten-year absence, including:
    - Improved broadband services
    - Better roads
    - More small businesses
    - More residents in planned residential areas (to increase the tax base)
    - A four-lane Hwy #417 extended into Horton Township
    - Natural environment protected
    - Agricultural lands maintained
    - More choices in recreation for all ages and improved recreational facilities (pool, walking trails)

## V. Survey Results

### i.) ***What kind of resident most describes you?***

88.7% of respondents described themselves as permanent/year-round residents and 11.3% as seasonal residents.

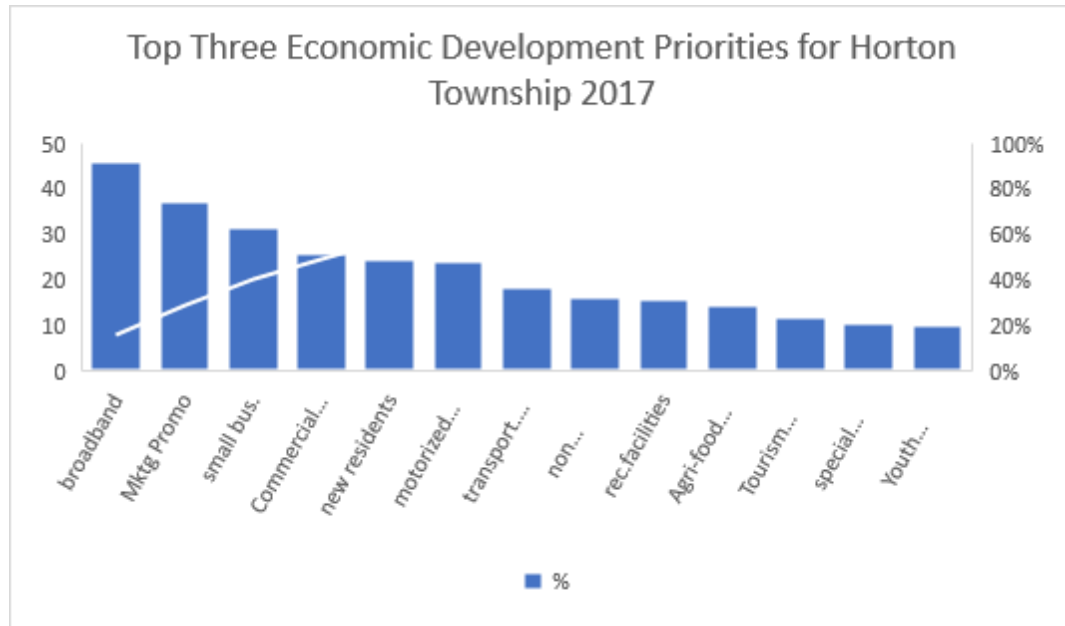
### ii.) ***If you live in Horton Township, what best describes where you work?***

The majority of the respondents described themselves as employed outside Horton Township (47.7%), while 38.4% indicated they are retired. 6.6% operate their own home-based business within Horton Township. An equal number of respondents (4%) either work for a business within Horton Township, work at their own “non-home-based” business in the township or are not currently in the workforce but are not retired.

### iii.) ***What should the top three economic development priorities be for Horton Township?***

“Improved broadband (internet services)” was the most often cited priority by 45.9% of respondents. Following broadband improvement, as the number two priority was a “marketing & promotion strategy for attracting residents, new business and tourists” at 37.1%. The third priority identified by respondents was “attraction of small business” at 31.4%.

As the following chart reveals, attraction of commercial and industrial, new residential attraction and development of a recreational motorized trail system followed in priority.



While not as high on the list of priorities, focusing on “improving the transportation network” (18.2%), “development of a non-motorized trail system” (16.3%), “agri-food business expansion” (14.5%) and “tourism expansion” (12%) still considered important.

The comment section of the question provided an opportunity for respondents to elaborate more fully on the priorities they selected. By grouping these comments into themes, we can see that there is a definite priority in ensuring the Township maintains its infrastructure, particularly its roads, but also recreational facilities and housing and long-term care for seniors. The expansion of Hwy #17 into four lanes is also a priority that was mentioned a frequently in the comment section. Respondents stressed the importance of affordable high-speed internet for attracting new business and residents. The removal of zoning roadblocks is needed for attracting business and residents and taxes kept down according to a number of respondents.

iv.) ***What are Horton’s three most important economic strengths or opportunities?***

“The proximity to Ottawa” was cited more often than any other (57% of respondents), as the most important economic strength of Horton Township. Horton, with the highest growth rate in Renfrew County between the 2011 and 2016 census, appears to already be capturing the benefits of being positioned within commuting distance to the City of Ottawa.

The proximity to Ottawa was followed by “access to major transportation arteries” (44.3%) as an important economic strength. The emphasis on the Hwy 17 expansion throughout the Survey is reflected in the high number of responses for “access to major transportation arteries”.

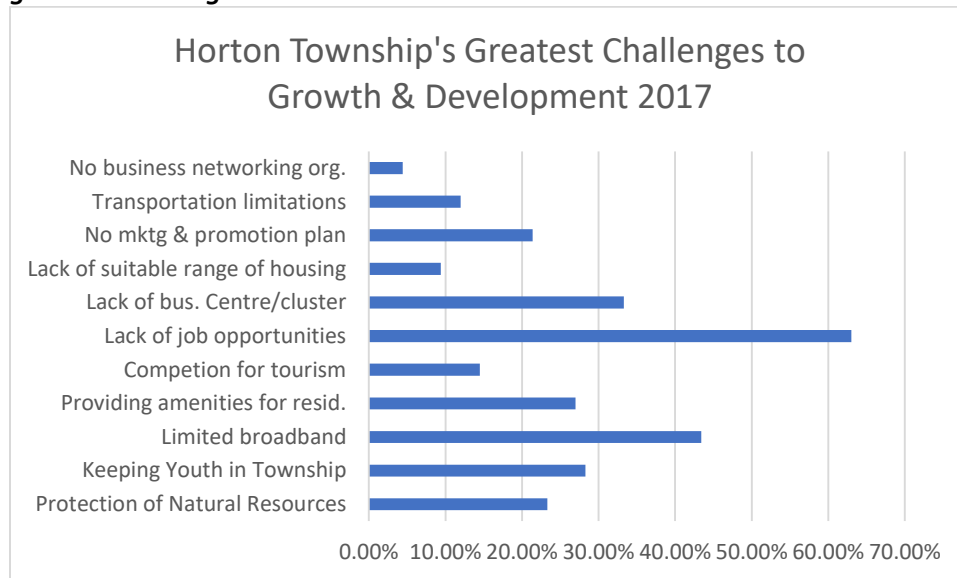
The third most frequent strength identified by respondents was “proximity to the Ottawa River” (32.3%). It is interesting to note how high the response was for proximity to the

Ottawa River when there is currently no public access to the Ottawa River within Horton Township.

“Prime agricultural land” (20.9%), “access to a trail system (19.6%)” and a “strong sense of community” were also noted as important priorities.

To a lesser degree, with under 10% of responses, “prime location for tourism”, “small but strong business community”, “access to trail systems”, “population is growing”, “access to quality education” and “available labour force”, were also noted as economic strengths in the Township.

**v.) When it comes to growth and development, what are Horton Township’s three greatest challenges?**



As shown in the chart above, the lack of job opportunities was cited as the township’s greatest challenge to growth and development, almost 63%. The second greatest challenge identified was limited broadband(43.4%) and the third, lack of business centre/cluster within Horton Township. (33.3%) Slightly below the top three challenges were “keeping youth in the township”(28.3%), “Providing amenities for residents such as recreation, medical, social services and transportation” (28.3%), “protection of the environment” (23.3%) and “No marketing or promotion plan in place for the Township (21.4%).

Transportation limitations, lack of a suitable range of housing, competition with surrounding areas for tourism and no business networking organization were identified as less of a challenge to the Township.

**v.) Imagine you left Horton Township for ten years and are now returning to see all the changes that have been made. Please describe what you would hope to see.**

In this open-ended question, 72% of the total 160 respondents to the survey took the time to write their vision of a Horton Township ten years from now. While the full list of comments appears in the Appendix, some common themes included:

- Need Hwy !7 expanded into four-lanes

- Good farm land not chopped up into housing developments
- Options for affordable highspeed internet/better broadband and cell coverage
- Country living thriving
- Better roads and winter maintenance
- New small businesses
- Growth in residential development
- More walking trails especially along river
- New recreational complex
- Preservation of Horton's natural beauty
- A community that sticks together
- More working together with surrounding municipalities
- High standards of property maintenance
- Tourism growth
- More employment opportunities
- Business/industrial park

## vii.) Final Comments

By participating in the Horton Township Planning for Success Survey 2017, residents, both permanent and seasonal, have contributed to the economic planning process for their community. The results, along with input from focus groups and public meeting, have already been used in the development of:

- new Economic Vision and Mission Statements for the Township
- key goals, objectives and the action items that will help the community achieve its long-term vision

The Council and Staff of Horton Township would like to thank everyone who took the time to complete the Survey. It is evident that a great deal of thought and caring went into the responses. This is encouraging for the future of Horton Township.

## i.) Appendix

Each and every response and comment made through the Survey is important information for Council to have for decision making. Each of the questions for which open-ended comments were possible, have been included below to ensure all the information has been captured.

Q.3 What should the top three economic development priorities be for Horton Township?

Responses

- Continued availability of land to build homes for our next generation
- Keep taxes down
- Development of affordable seniors residences and long-term care facilities
- Gas pump at boat launch on weekend's student job? Yearly car show/breakfast at Horton Community Centre - I would help!

- Improve roads Clean ditches
- Roads/infrastructure improvements
- We need a 4 lane highway to Renfrew before any of the other stuff can happen.
- Low power electrical motorized trails to share with non-motorized. Summer only.
- Better maintenance of gravel roads within the township.
- Lobby politicians to continue 4 lane of Hwy 17. The property was purchased from farmers in 1970. It will increase traffic flow to the area.
- Identify area for industrial development
- eco-tourism, boating, cycling, walking, paved bike lanes, promotion of country lifestyle
- road repair, in our subdivision (Thompson Hill subdivision) the roads are terrible, and other roads as well, we had a crew fill some of our pot holes, this in my opinion did not help, we are badly in need of road resurfacing not just a quick fix!
- Commercial (not industrial) attraction
- To attract new residents and business, roads must be brought up to better standards. Develop and maintain a proper\* soccer field, baseball diamond, volleyball court, play structure. Youth is our future and our demographics are changing as a township.
- We are fortunate to have access to Xplornet for our internet high speed at home but it is very expensive. We pay \$120/month to have this service and I have researched other service providers and there is no one else available.
- Allow for affordable property severances and residential growth instead of creating roadblocks. If living is affordable residents will come and bring wealth to the community.
- Identify timeframe for expanded 417 past Horton.
- Pay off all township Debt and lower property taxes
- Develop a strategic plan and set aside land for various types of development, such as commercial and residential

**Q.4 What are Horton Township's three most important economic strengths or opportunities?**

- Ontario Power Generation Inc. - Regional headquarters
- Low property values and taxes encourage new people and business. Toyota is a prime example.
- Proximity to Renfrew
- Proximity to the Town of Renfrew and its services
- Social system is based on close proximity to Renfrew.
- Although we have a great volunteer fire department Horton could pair up with a First Response agreement with the Town of Renfrew Fire Department similar to what Admaston Twp has with Renfrew and would provide slightly higher
- tax rate but lower insurance rates and quicker responses to areas of the township for emergency calls. Also this could help attract small business growth on the edge of town with the protection potential for growth with a lower tax rate

**Q.5 When it comes to growth and development, what are Horton Township's three greatest challenges?**

- Keep land available and zoned to promote growth and prosperity in the township.
- Competition with surrounding areas for industries. Lack of strictly designated residential zones
- Title "Horton next to Renfrew"
- Diversification of community centre activities
- Lack of walk and bike trails

- Keeping good farm land in food.
- Should work with other areas to develop trail systems
- Maintain fair tax rates Road maintenance Availability of building lots
- Township Council, certain member's hostility, greed, ego, nepotism masked as representing the people.
- Taxes too high. No incentive for building or growth.
- we don't feel knowledgeable to answer this question, but as residents of Ottawa with one car, getting to Horton if the car is not available is almost impossible/inconvenient/expensive.
- Surrounding areas have a greater sense of arts & culture 5/12/2017 7:31 PM
- The demographics of the Township.....ageing population, young people leaving due to lack of opportunities. In my opinion the Township is below the critical mass needed to succeed and should consider merging into a larger "Greater Renfrew" structure.
- Small minded, short-sighted current council. As stated above, our demographics as a township are shifting towards a younger generation. Be proactive in engagement of this generation. Thirdly, our roads and infrastructure needs desperate attention.
- We would like to expand on the protection of natural resources category. It is concerning to us when we drive within the township to see so many residential homes being built on good tillable land. For example, there is a house currently being constructed on Gillian Road directly in the centre of what was a corn field last year. Farmers need incentives to continue to grow crops and not be enticed to - how does the song go? "Pave paradise to put up a parking lot."
- Paying off the township debt and lowering property taxes

**Q.6 Imagine you left Horton Township for ten years and are now returning to see all the changes that have been made. Please describe what you would hope to see.**

- Hope to see youth today already raising families and building new homes and businesses, supporting our existing farms and businesses flourishing.
- All above
- Walking trails. More activities for seniors.
- Saved "Rural" Integrity
- New residential subdivisions in outlying areas similar to what you see on the outskirts of other growing towns.
- Unfortunately, Horton lacks the services to support this. What I have witnessed over the last 10+ years is deterioration
- in the quality of housing due to lack of enforced property standards. This sends a message to potential new
- residents...if this is what Horton wants to attract.
- New Mayor and Council
- Commercial hub, small business area Where to go, target listing...
- More housing development Higher speed internet
- Country living thriving - no subdivisions or suburban sprawl
- I would like to see a ring road or a way to keep transport trucks out of downtown Renfrew and a revitalization of downtown Renfrew to bring in visitors to a certain niche of interest. i.e. Arnprior antiques, cafes, etc.
- Broadband improvement Walking trails for all persons, that is maintained Better communication with residents
- Unchanged natural environment Upgrade Hwy 17 Local transportation system



- Better roads (fewer potholes), more pavement
- Improved road conditions 2. Population growth 3. Business growth 6/6/2017 8:32 AM
- A strong network with surrounding communities to provide social services and broadband service throughout the township.
- High speed internet service available Proper bike and walk trails available that connect to Renfrew bike and walk trails
- Better organizational skills within township/council. Honesty and accountability. 5
- Want to see the businesses still going that were started before you left and new businesses started.
- Hope to see a diverse vibrant community living and working within Horton Township borders. People who live and work here do there shopping here, instead of other areas. We have a local radio station that could do amazing things to advertise for Horton.
- Hwy #17 4 lanes to North Bay
- Small but visible businesses established.
- It would be nice to know what changes would like to have been made but with a limited tax base and crumbling infrastructure. I do not hold any hopes that much will or can be achieved except to hopefully continue with the status quo.
- A rural community with close ties to Renfrew and other communities.
- Good farm land not being chopped and sold for housing developments.
- Preservation. Growth is not always great.
- Options for high speed internet (affordable) Improved roads
- Better roads
- More of everything we needed
- More commercial business and industry, more recreation and cancer care facilities. More efficient internet services.
- Growth in housing and business Young families and jobs!
- 4 lane highway
- A stronger tax base to help more growth
- Some residents yards cleaned up
- Tourist public is using the network of trails.
- Better road management and maintenance program.
- Public access to Ottawa River Roads maintained Strong agricultural presence
- Restaurants, pit stops to eat and enjoy beach, public BBQ spots.
- More money spent on better plowed roads in winter. Better usage of Ottawa River. Enlarged boat ramp and marina,
- public beach, eater park and rec centre. Natural, not motorized, trails along river or elsewhere.
- More life - walking trails that are safe, play areas for children, more choices for recreation, maple syrup business, play area/picnic area by the river.
- Better roads
- Industry jobs will encourage residents/youth to stay.
- 417 extended to Pembroke or at least Renfrew
- Lower taxes
- Golf courses, museum/historical centre, small business
- A community with local industrial and small business jobs.
- Paved shoulders on roads for walkers and bikers. No littering. Canteen and ice cream at boat launch. Ottawa River
- Gateway signs on River Rd., Ottawa River trail, museum, dirt roads paved, boardwalk in the marsh at Castleford and

- River Rd., hidden secret. Protect it.
- More small businesses with the same small-town feel. Example: (and perfect example) Glamping.
- Strong internet service and improved roads. As well seeing how most residents commute to work it would be nice if
- Council meetings were in the evening to give everyone a chance to attend
- A well used recreation centre with both indoor and outdoor activities.
- To have farms stop disappearing
- more business and more residents (homes built)
- Development of the above selected attributes.
- Better use of our leg of the Ottawa River. Marina, restaurant convenience store, gas.
- 54 The introduction of some industrial businesses. A recreational complex built, similar to the MateWay Park Complex
- (soccer, tennis, ball, ice). All those wonderful country roads paved (or at least stone chipped). Thanks
- Employed people who don't have to commute for 2 hours a day to earn a wage and if employed locally able to find
- jobs offering more than part time hours. More industry and more jobs = more money spent in the community.
- easily accessible. small, sustainable in size 'cluster' of/place for organizations/small businesses/creative entrepreneurs
- to operate and call home. better connected through technology. ability to age in place.
- More social programs for youth Better access to fresh produce and meat repair of infrastructure - roads primarily
- No major subdivisions taking over farm land
- More commercial activities. Continued shared services with adjoining communities. Preservation of the township's
- natural beauty. More recreational opportunities.
- 60 A medical clinic, maybe a store or small retail mall so going all the way into Renfrew for everything wasn't a necessity,
- developed trail system and nature paths that were a tourist destination (See Chutes de Coulong, Parc Omega, etc.).
- Horton has great land near the highway, so developing some sort of economic center: On route stop, gas station/truck stop, food center or restaurant...
- More recreational facilities and programs
- A community that sticks together
- High speed internet Fibre optic cabling to allow for better tv options More recreational activities including indoor pool
- More stores, Costco, Home depot, more restaurants,.. Lone star, Montana's, Eastsides...
- A community that promotes health & well being...business set to employ residents and taking advantage of natural resources to attract residents and tourists.
- More affordable housing More business opportunities And Employment
- The Township merged with Renfrew to achieve the power and economy of scale to bring the changes necessary for
- success. The Township is too small from a population point of view to fund the opportunities on its own. We will all
- benefit from a more appropriate, larger Municipal structure.

- Improved Broadband Nature trails Transportation updates
- 1. Improved infrastructure 2. New, younger and unbiased council 3. Opportunities for youth and young families - jobs, recreational activities (sports, cultural, arts etc.) 4. Overall township operating is working well and efficiently. There are currently multiple areas of deficiencies within the township. I'm hopeful our new CAO will help with this.
- I would like to see Horton and surrounding townships work together to provide an aquatic facility.
- Lush farm fields, families at play - perhaps at a beach, great internet service for homes and small businesses, ongoing
- good maintenance of roads, protection of wildlife, waterways, forests, etc. Encouragement of residents to compost, garden (perhaps a community garden?), keep bees, etc. A sense of community with lots of education and information
- sharing. You are doing lots of good work already. Thanks for asking for our input.
- Expanded hwy 417 through Horton. I hope to see small businesses still in existence.
- I would hope to see high speed DSL/fiber optic internet options, improved roads and road conditions, and more and
- better services/recreation for all age groups.
- better road maintenance. more parks available for children with fun playground equipment. an established beach. a
- lasting contract with garbage and recycling pick up to avoid constant changes to schedules.
- Expanded 417, improved public transportation and in / out of Renfrew, Improved Internet and Cellular coverage
- options, Larger population of permanent residents, thriving businesses.
- Clean, tidy properties/housing/lots. Well maintained roads
- Better roads
- 4 lanes on hwy 17 and more bedroom community established with small shops clustered by exit at Bruce/River Road
- I hope to see more businesses
- Township with no debt and lowest property taxes in Ontario
- I would like to see it stay the same. Were losing our farm land due to people trying to make a fast buck.
- With the township bordering Renfrew and HWY 17 cutting through the middle I would like to see Horton have businesses on the edge of town as an extension to Renfrew which would provide jobs within the township and growth.
- Also as mentioned above I feel a first response agreement would help with growth
- I would hope to see improved roads in residential areas.
- Better cell phone service. 4 lane highway #17.
- Internet services
- better health care
- Population growth as well as new small business. and full access to broadband!
- I would hope to see a strategic plan in place that limits strip development along the roads. This type of development only creates problems down the road, such as land locked property, and pressure to drop road speeds because of many families living too close to artery roads. Better to have cluster development with only one access to the main road and development off this access road. There should also be an industrial or commercial area of land available for development.

- some new residential development, higher population, broader tax base
- More small businesses and better Internet availability encouraging people to live and work rurally
- A larger business tax base. -Four (4) lane highway that extends past Renfrew.
- Renfrew downtown in growing as well as new housing development but Arnprior is growing faster because of the 4
- lane Hwy to Ottawa
- Some areas cleaned up, messy yards no longer an issue, some roads fixed, a council working for the good of the people and not themselves (let the staff do their jobs, that's why you hired them!!). A township that is run efficiently and cost effectively. No more dinner breaks during the council meetings, at least not at the tax payers expense!!!!
- Councillors should be paying for their own meals or eating before the meeting!!!!
- New home growth and a must needed clean up of properties ( property standards). of property standards.
- The natural environment is still strong and beautiful, tourism has expanded with trails and bike paths, development is environmentally sustainable.
- More Small Business.....Lower taxes....Increasing population
- I would hope that I would have seen growth in development for tourism of the natural beauty of the river system and the future trail system of the railway which could help in development to bring tourist in to the area maybe even motels
- bed and breakfast stop overs and people will come back. The government has been preaching for years that tourism
- will show the biggest growth in the next generation so let's get on board as industry is a dead lobby.
- no extra fees to participate in town of Renfrew recreation activities or to use the library. More employment opportunities, walking trails, many new homes, new businesses and community participation in activities provided.  
City-calibre high speed internet Some new significant businesses (like the Toyota dealership that came in) Some
- section of the township for other small businesses to set up in, where their proximity to each other may allow them to partner in meeting some of their logistical needs (shared parking, easy access to highway) - similar to the way the section of O'Brien Road from Gillan to the highway has developed.
- High speed internet available for all households, upgraded roads, more businesses, highway 17 4 lanes with overpasses at Lochwinnoch and Goshen Roads.
- The beauty and charm of the area maintained with a robust population of families prospering.
- Our family is moving out of Horton. I would love to see more opportunities for our children and youth. Play spaces and recreation. Also, up keep of dirt roads and general maintenance.
- Low taxes and better roads and road maintenance in the winter
- Mostly high-speed internet for all residents. It's very difficult for families to move to this area when schooling/education
- puts so much emphasis on internet usage for projects/homework etc.
- No more agricultural land lost to housing.
- thriving self-sustaining township not reliant on perimeter populations/cities as sources of employment for its continued
- economy/existence

- Improved business locating here 417 extension Improved broadband
- Vibrant, active community with a good employment base and strong economic opportunities
- More tourism, thriving businesses and a really great community.
- business/ industrial park, atv trail system, cleaner residential properties
- More jobs created by more small business with lower taxes for business and highspeed fiber internet for every resident.
- High Speed connection in the county Better connection with Ottawa, Freeway completed, buses. Walking trails
- I would like to see a new recreational complex with an indoor swimming pool. This would create increased job opportunities for youth and physical fitness for residents of all ages. I would also want to see the charm of a main
- street of a small town and not a busy concrete downtown area of a city.
- Positive: Festivities put on by the twp, certain areas of the twp well maintained Negative: HORRIBLE upkeep on roads(ever drive on Burnstown Road?)



