
Sustainable Severn Sound Community Survey

Major Research Project (MRP)

Summary Report

Prepared for: Sustainable Severn Sound



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Executive Summary

Sustainable Severn Sound is planning to undertake a rewrite of its Severn Sound Sustainability Plan for 2016. The rewrite aims to simplify the existing plan into a more manageable document and provide a more effective guideline in the development of sustainability efforts.

By determining the community's current attitudes, behaviours, opinions, and barriers with regards to sustainability in the Severn Sound Watershed area, this study aims to provide supporting evidence to guide the rewrite in the best direction. This study is exploratory in nature and gives recommendations on how to most effectively connect with residents and highlights issues that residents encounter with sustainability. This was accomplished through a short community survey, mini focus groups, and brief phone interviews. A multi-pronged approach was utilized to take advantage of surveying's reach, and the breadth provided by focus-groups and interviews.

This study was able to find that residents have a positive attitude towards sustainability and see it as a good thing. They are mostly concerned about key indicators of sustainability and believe they have only somewhat of an impact on helping the environment. It brought forth the ideas of residents that education, incentivization, and effective communication methods will be crucial in furthering sustainability efforts.

Through this study, it is recommended that short-term and long-term community sustainability goals are established and acted upon. The data suggests that Sustainable Severn Sound can play an effective role in communicating the needs of the communities and reconciling those with urban developers. Furthermore, Sustainable Severn Sound can be an organization used to effectively communicate sustainability initiatives to the community that has a diverse preference for methods of communication. Finally, connecting and working with local businesses to share best practices can be an effective means of driving sustainable initiatives within the area.

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I. Introduction

This study was conducted on behalf of Sustainable Severn Sound in aims to guide the review of the Severn Sound Sustainability Plan scheduled for 2016. The study looked at awareness, attitudes, behaviours and barriers towards sustainability within the Severn Sound Watershed area.

i. Background

Sustainable Severn Sound is an organization created to help improve communities within the Severn Sound Watershed area. This area includes nine partner municipalities: the Georgian Bay Township, Midland, Orillia, the Oro-Medonte Township, Penetanguishene, the Severn Township, Springwater, Tay, and Tiny. It has a population of 110,000 permanent residents and 300,000 residents when expanded to include those who are seasonal.

Sustainability is defined through several overarching factors aimed at the idea of growing communities while avoiding the negative consequences of that growth. The first concept is of living with the limited availability of resources. This is expanded upon by understanding the link between the environment, society, and the economy. Finally, a sustainable community involves one with equal resource distribution and opportunities for growth for all members involved.

The organization will attempt to build upon the success of past initiatives within the area and continue providing improvements to the region. The specific objectives were laid out within the Severn Sound Sustainability Plan established in 2009 and include goals like environmental protection, strengthening the local economy, and improving the quality of life for all residents in the area. These goals are realized through three Sustainability 'Pillars' defined as: Community Well-being, Economic Prosperity and Environmental Integrity & Protection. The Plan lays out the goals, strategic direction, and actions to be taken to improve sustainability within the watershed for the future.

ii. Research Purpose & Objectives

Purpose

To analyze the awareness, attitudes, behaviours, and barriers towards sustainability that the Severn Sound watershed communities currently hold.

Objectives

1. Evaluate how the community defines sustainability
2. Determine whether the community holds a positive or negative attitude towards sustainability

3. Explore the opinions that may exist among the community regarding sustainability
4. Gauge community support and participation in sustainability efforts
5. Identify the barriers to sustainability efforts that may exist in the community

Operational Definitions

Sustainability

- “Sustainability could be defined as an ability or capacity of something to be maintained or to sustain itself. It's about taking what we need to live now, without jeopardizing the potential for people in the future to meet their needs. If an activity is said to be sustainable, it should be able to continue forever” (LandLearn NSW, n.d).

Severn Sound

- “Severn Sound is a group of bays covering an area of approximately 130 km² and is located in southeastern Georgian Bay, Lake Huron. The immediate watershed of the Sound covers an area of approximately 1000 km². The contact between the Precambrian shield and the sedimentary bedrock with varying overburden runs down the middle of the Sound. The basin is a complex of sheltered to exposed bays ranging from 2 to 4 m deep in the eastern end to a 43 m deep basin off the northern end of Beausoleil Island where the Sound meets Georgian Bay.” (Severn Sound, 2015)
- It is inclusive of 9 municipalities: Georgian Bay Township, Midland, Orillia, Oro-Medonte Township, Penetanguishene, Severn Township, Springwater, Tay, and Tiny.

Full Time Resident

- An individual who defines himself or herself as someone who lives within Severn Sound area throughout the year. It is important to note that participants are allowed to define the term by themselves to gauge perceptual differences and the sense of ownership/responsibility for the region.

Temporary/Seasonal Resident

- An individual who defines himself or herself as someone who lives within Severn Sound area for only a portion of the year. It is important to note that participants are allowed to define the term by themselves to gauge perceptual differences and the sense of ownership/responsibility for the region.

II. Literature Review

i. Past Research

To develop and prepare the Sustainability Plan for the Severn Sound Watershed, the Severn Sound Environmental Association (SSEA) and its nine partner municipalities carried out a citizens' panel survey in June/July 2008. The aim of this past research study was to understand the needs of the watershed communities and their "opinions on the desired future state of the watershed and potential constraints and on the perspectives and behaviours of residents" (LURA Consulting, 2008).

Key findings:

- 68% of residents were very interested in the future of the Severn Sound Watershed, while 29% are somewhat interested.
- Most commonly practiced activities were reported as being: recycling, energy conservation and water conservation, and least practiced were using transit or biking and composting.
- The top three most valued aspects of the watershed were: good water quality, cleanliness of the area, animal and plant life.
- The top three most common challenges to the watershed's economic prosperity were: over or improper development, pollution, and lack of employment opportunities.
- The top three most common challenges to the watershed's community well-being were: protecting the watershed's water quality, development, and pollution prevention.
- The top three most common challenges to the watershed's environmental health were: water pollution, impacts of boating, planning and development within the watershed.

Residents reported maintaining the watershed's quality and quantity of fresh water protecting lakes and rivers, protecting air quality, increasing the amount of sustainable energy used, educating the public about climate change as being very urgent activities to undertake. Residents also reported providing enough local jobs as a very important activity in order to foster a sustainable economy in the Severn Sound watershed (LURA Consulting, 2008).

ii. Environmental Scan: Best Practices

The Severn Sound Sustainability Plan uses environmental, community well-being and economic prosperity as sustainability goals. This environmental scan is an overview of successful

and innovative sustainability strategies of communities around the world. It aims to provide Sustainable Severn Sound with ideas on how to build upon their own Sustainability Plan.

Planning

Staff Training

York Region's Sustainability Strategy sees staff training as a corporate priority. Pairing up with academics they developed one-day training sessions on sustainability for regional management staff. Businesses have since been practicing identifying sustainability actions to integrate into business plans. The Sustainability Strategy is also included in all new employee's orientation (Halton Region's Office of Sustainable Planning, 2010).

Sustainability Screening Reports (SSR)

Town of Canmore, Alberta requires all planning applicants to submit a SSR demonstrating environmental, social and economic benefits of their proposal, and benefits to the community. The council may recommend the applicant to consult with the public in order to get approved.

Mobility

King County Metro Vanpool program is successful at pre-arranged ridesharing groups of 5-15 people for a low monthly fee (Halton Region's Office of Sustainable Planning, 2010).

Community Design

The Low Impact Development Stormwater Management Guide, an initiative of GTA and Credit Valley Conservation Authorities provides engineers, ecologists, and planners with the latest information and direction on landscape-based stormwater management planning and low impact development planning strategies. It ensures health of streams, rivers, lakes, fisheries, and terrestrial habitats in the watershed and that planning designs meet community objectives (Halton Region's Office of Sustainable Planning, 2010).

Documents (Humber 2008, Don 2009 Rivers, CVC's Credit River Water Management Strategy Update) recommend a shift away from conventional approaches; low impact development is seen as essential to protecting watershed health and improving watershed resiliency to climate change (Halton Region's Office of Sustainable Planning, 2010).

Biodiversity

Defined as ecosystems, genetic, and species diversity. Local Action for Biodiversity (LAB), a global biodiversity program by ICLEI (Local Government for Sustainability), emphasized the need for increased political support for biodiversity. It addresses concerns about the role of local governments in biodiversity management, and promotes biodiversity globally (Halton Region's Office of Sustainable Planning, 2010).

Sustainable Buildings

Greenlife Condos, Del Ridge Homes, Milton

Canada's Greenest Condos has zero condo fees and zero carbon emissions and is located within walking distance to all amenities and transportation. The development also has measures

in place to save and produce energy (ground source heating/cooling, electricity from roof solar power arrays, etc.). They promote the use of energy efficient and motioned censored lighting, dual flush toilets, solar powered parking lot lights, Energy Star rated appliances, etc., (Halton Region's Office of Sustainable Planning, 2010).

Stockholm's Energy Efficient Buildings

Reduce energy consumption and costs through investing in energy-efficient technology and façade insulation. The City works to find sustainable alternatives of doing things, and trains tenant-owner associations, and check whether property owners are knowledgeable enough on sustainability practices (Halton Region's Office of Sustainable Planning, 2010).

Waste Management

Boulder County's Zero Waste

Boulder, Colorado Zero Waste community has a Master Plan with guidelines for waste/recycling programs, and an investment strategy to make the city/community have a sustainable low waste economy (Halton Region's Office of Sustainable Planning, 2010).

Interface's Zero Waste

Interface's Zero Waste strategy focus on reducing waste while maintaining business goals. It engages employees to measure and eliminate waste in production processes. This strategy reduces waste by 50%, and has saved \$372 million in waste costs in the past 25 years (Halton Region's Office of Sustainable Planning, 2010).

Community Engagement

Sustainability Checklists

Alberta has a Sustainability-at-Home toolkit that informs homeowners how to be sustainable in everyday household decisions. It explains the concept of sustainability, causes of un-sustainability, questions to ask yourself when making decisions at home, simple suggestions for every room in the house, sustainable renovation ideas, and resources for further information (Halton Region's Office of Sustainable Planning, 2010).

Car Free Sundays

Some cities around the world practice car free Sundays between 7am-2pm promoting physical health and letting runners, walkers, cyclists etc., take over the streets. It builds a social/cultural feeling and is environmentally friendly (Halton Region's Office of Sustainable Planning, 2010).

Community Sustainability Breakfasts

Vancouver has community breakfasts focused on sustainable initiatives in the region. People are invited to connect with each other and business by sharing ideas on sustainability. The number of attendees keeps growing and so do the areas of discussion (Halton Region's Office of Sustainable Planning, 2010).

III. Methods

This study was carried out in four phases and included both quantitative and qualitative designs.

Phase I: Secondary Data Research

The first phase included collection of secondary research. Data collected from a 2008 Citizen's Panel Survey conducted by Lura Consulting, along with other documentation provided by Sustainable Severn Sound and their partners in relation to the Sustainability Plan was reviewed. This literature was a point of reference for results comparison, examining overall changes within the region, and providing an overview of best practices in sustainability.

Phase II: Community Survey

Phase II included a community survey made public online through FluidSurveys and advertised through community newsletter ads/postings, online bulletins, social media posts, and intercept surveying at local community events. Total number of respondents equaled 283.

The survey looked at awareness, attitudes, and behaviours towards sustainability. Questions probed for impressions on the term sustainability, knowledge of sustainability efforts, lifestyle choices concerning sustainability, and attitudes toward sustainability of the community.

Results were cross examined with results of the 2008 Citizen's Panel Survey gauge changes in the knowledge, perception, and behaviours towards sustainability.

The survey served as a tool to recruit Focus Group participants and guide the direction of the discussion.

Phase III: Mini Focus Groups

Two mini-focus groups of 2-4 participants, lasting 1.5 hours and held at the Sustainable Severn Sound's office in Midland and the Orillia Public Library. These locations were chosen for their general ease of access and convenience for participants.

The discussion was based around barriers that residents experience in leading a sustainable lifestyle. Preliminary trends discovered in the community survey were discussed. Participants were recruited through direct phone/email contact with respondents that indicated interest in taking part in public forum and discussions - through the 2008 citizen's panel study conducted by LURA Consulting and the online/intercept community survey.

Phase IV: Phone Interviews

Four phone interviews were done with residents not able to attend the focus groups. Additional qualitative insights on awareness and barriers to leading a sustainable life style were gathered. Recruitment was done through the online community survey.

IV. Key Findings

Did the attitudes of residents within the Severn Sound Watershed change?

- Generally, the residents' opinions remained similar to those in the 2008 survey with only minor shifts.
- There is no significant difference ($p > 0.05$) between permanent and part-time residents in regards to their self-rated knowledge, impact, and concern about sustainability.

Do residents know about the Severn Sound Sustainability Plan?

- Most of the residents (62%) have not heard of the Severn Sound Sustainability Plan.

How knowledgeable do residents perceive themselves to be on sustainability?

- Residents who claim they are at least somewhat familiar with sustainability feel like they have a lot of knowledge on energy use (46%), water conservation (45%), and waste management (48%).
 - 89% of residents feel like they are at least somewhat knowledgeable on energy use, water conservation, and waste management.

How impactful do residents perceive themselves to be on sustainability?

- Some residents feel like they have a lot of impact on water conservation (42.4%), energy use (35%), and waste management (36.7%).
 - Most residents feel that they have at least somewhat of an impact on water conservation (85%), energy use (82%), and waste management (81%).

How concerned are residents on different aspects of sustainability?

- Residents were very concerned about environmental health (72%), waste management (72%), and water conservation (70%).
 - When expanded to include those who are somewhat concerned, environmental health (96%) and waste management (95%) have the highest level of concern. The closest third is water conservation (91%).

Are the residents of the Severn Sound Watershed interested in sustainability efforts?

- 62% of participants are generally interested in learning more about sustainability, 17% are not sure.

How do residents like to be contacted about sustainability?

- Most popular communication mediums are e-mail (19%), social media (14%), and sustainability-focused websites (11%) but 56% still cite traditional communication avenues as

the best way for them to access information (e.g. newsletters, newspaper articles, posters/fliers/mail outs).

What do residents associate with sustainability?

- Most common words associated with sustainability: Environment, healthy/health, future generations, conservation.

What are some self-identified barriers and motivations to sustainability identified by residents?

- The biggest barriers to sustainability as perceived by respondents: rapid unsustainable development, lack of education, and disinterested attitude.
- The biggest motivators to living sustainably as perceived by respondent: receiving education, financial incentives, and easiness of action.

V. Results

The data obtained through the survey was weighed by each region and their proportionate population. This is to obtain responses that are more representative of the residents within the Severn Sound Watershed. Please see appendix E for more details.

i. Phase II: Community Survey Quantitative

Community Awareness

Most of the residents (62%) within the Severn Sound Watershed have not heard of the Severn sound Sustainability Plan.

Have you heard of the Severn Sound Sustainability Plan?	
Response	Percentage
Yes	38%
No	62%

Table 1. Awareness of Severn Sound Sustainability Plan

Community Priority

The priority of residents was based on asking residents to rank score different aspects of sustainability (6 being highest, 1 being lowest). This data was weighted respective to region and subsequently, each category was summed. Please see Appendix D for how weighting was applied based on total regional population and the sample obtained.

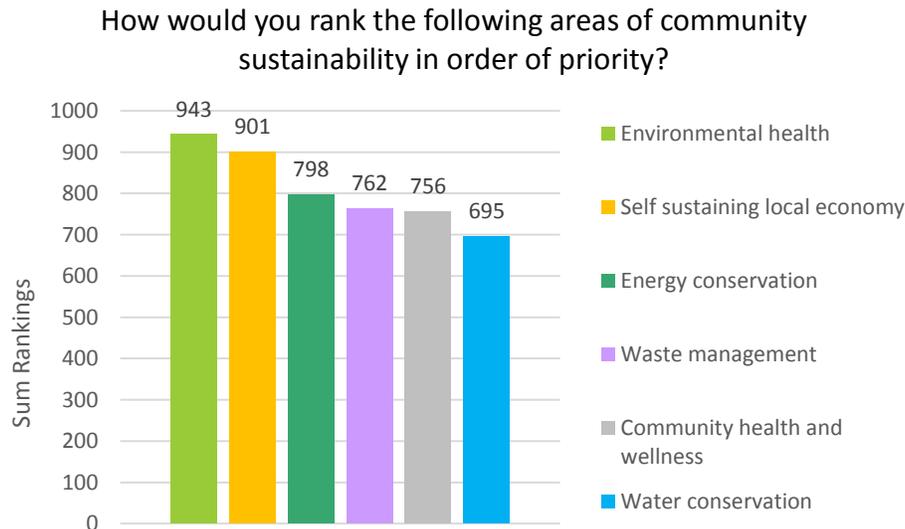


Figure 1. Residents' perceived sustainability priority

Based on the short survey data, the order of priority for residents within the Severn Sound Watershed are environmental health, self-sustaining local economy, energy conservation, community health and wellness, waste management, and water conservation.

Perceived knowledge, impact, and concern

Figure 2. How knowledgeable do you feel about the following?

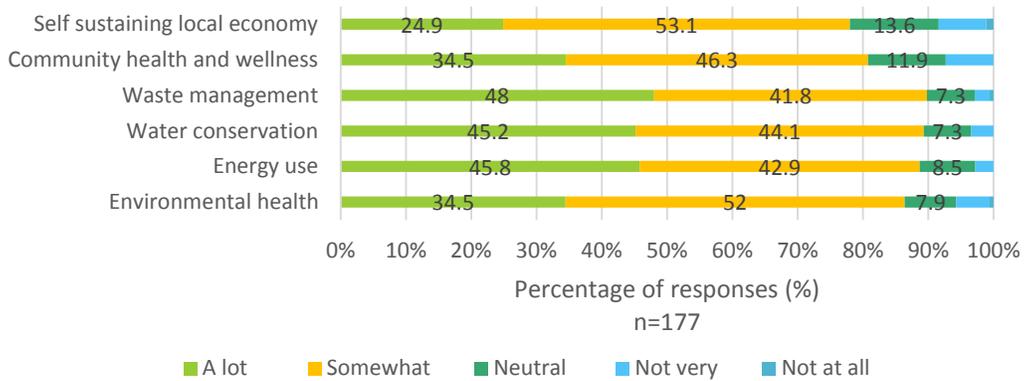


Figure 3. How concerned do you feel about the following?

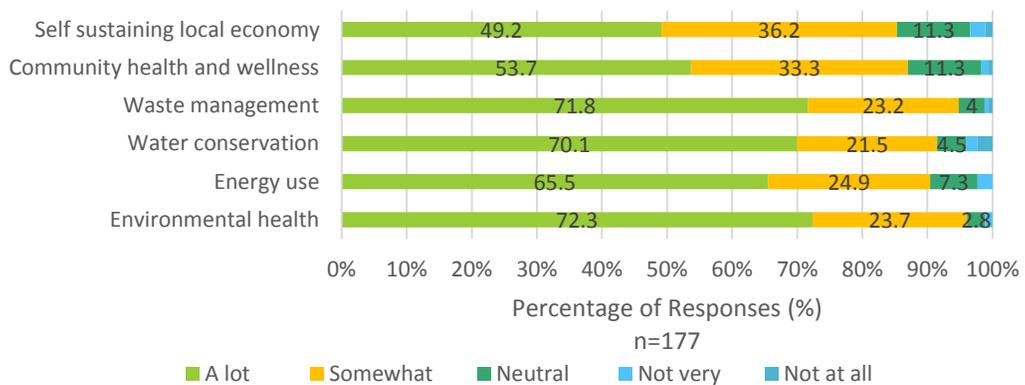
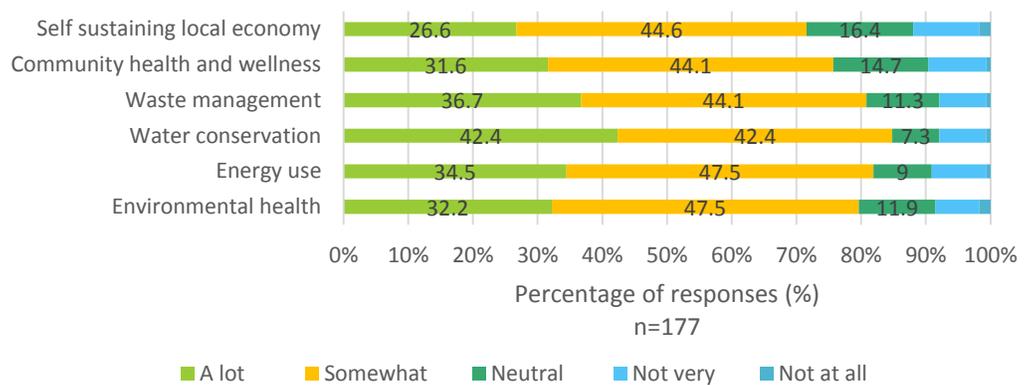


Figure 4. What level of impact do you feel you have on the following?



Generally, almost all residents are at least somewhat concerned about different aspects of sustainability; the highest level of concern is in environmental health (96%). This is closely followed by waste management (95%). It is interesting to note that the highest proportion of people (36%) are only somewhat concerned about a self-sustained local economy.

Residents mostly feel only somewhat knowledgeable about a self-sustaining local economy (53%), community health and wellness (46%), waste management (42%), water conservation (44%), energy use (43%), and environmental health (52%). Again, almost all residents perceive themselves as at least somewhat knowledgeable about different aspects of sustainability; at the maximum, 90% of residents feel like they are at least somewhat knowledgeable about waste management.

Impact on sustainability is where residents feel weakest and most participants only feel like they have somewhat of an impact on every aspect of sustainability asked about. Water (42%), waste management (37%), and energy use (35%) are the top three factors that residents feel like they can personally impact a lot.

Lura 2008 Citizens' Panel Survey Comparison

Based on the data collected, the attitudes, behaviours, and opinions remained relatively stable compared to the 2008 survey conducted by Lura Consulting. Key changes are highlighted in the following chart:

	2008 Citizens Panel	2015 Sustainability Survey
Community involvement	<ul style="list-style-type: none"> • 28% very involved 	<ul style="list-style-type: none"> • 83% attend local festivals and events • 78% buy locally grown produce • 76% vote • 75% know their neighbours • 52% volunteer within the community
Recycling	<ul style="list-style-type: none"> • 93% of respondents always recycle (5% sometimes) • 45% of respondents always compost (14% sometimes) 	<ul style="list-style-type: none"> • 65% choose environmentally friendly products • 70% use their green bin • 50% compost at home
Energy Conservation	<ul style="list-style-type: none"> • 85% said they always practice energy conservation (14% sometimes) 	<ul style="list-style-type: none"> • 75% turn off or unplug electronics when not in use • 83% turn the heat down when not in use • 84% use energy efficient light bulbs
Water conservation	<ul style="list-style-type: none"> • 74% said that they always practice water conservation (22% sometimes) 	<ul style="list-style-type: none"> • 80% drink tap water instead of bottled • 58% use aerators or low flow toilets • 29% use rain barrels for gardening
Transportation	<ul style="list-style-type: none"> • 53% said they never use transit or bike 	<ul style="list-style-type: none"> • 54% report that they walk, cycle or take transit to travel • 24% carpool

Table 2. Lura 2008 Citizens' Panel Survey Comparison

Demographics

Most of the residents within the Severn Sound Watershed consider themselves to be living within a rural community (62%) while 6% were uncertain. The education obtained by respondents were evenly split between trade/technical/vocational training (34%), High School Graduate or lower (29%), and Bachelor's Degree or higher (37%).

Figure 5. Education

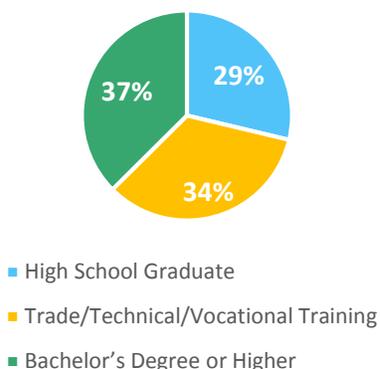
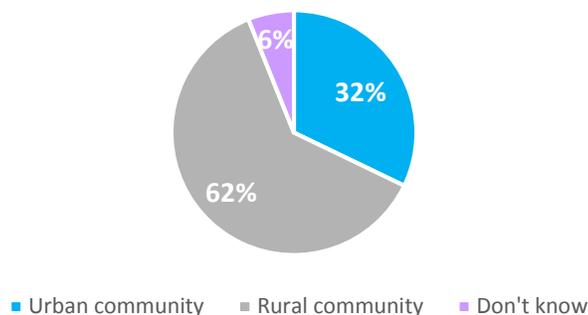


Figure 6. What type of community do you consider yourself living in?



Which age group do you fall under?		What is your gender?	
Response	Percentage	Response	Percentage
Under 18	1%	Female	59%
18-19	6%	Male	41%
20-29	17%		
30-39	15%		
40-49	20%		
50-59	20%		
60-69	17%		
70-79	4%		
80+	1%		

Table 3. Demographics

77% of the participants were 30 years of age or older. 15% reported to be in the 30-39 range, 20% said they were 40-49, 20% said they were 50-59, and 22% were 60 or older. Much like previously obtained results by Lura, 59% of respondents were female and 41% were male.

Which of the following best describes you?	
Response	Percentage
Permanent resident within the Severn Sound area	79%
Seasonal or part-time resident within the Severn Sound area	12%
Other	9%
Prefer not to answer	1%

Table 4. Permanent/Seasonal resident

The majority (79%) of participants surveyed were permanent residents within the Severn Sound Watershed. 12% described themselves as seasonal or part-time residents while 9% described themselves as other.

Interest in learning more

Are you interested in learning more about sustainability?	
Response	Percentage
Yes	62%
No	14%
Not sure	17%
Prefer not to answer	7%

Table 5. Interest in learning more about sustainability

Most respondents (62%) are interested in learning more about sustainability while 14% do not. 17% is uncertain, meaning that there is potential to reach a wider audience.

How to contact

The most popular way to contact residents was through email (20%), social media (14%), and sustainability focused websites. A large percentage of the population still prefers traditional sources like newspaper articles (11%), newsletters (11%), and posters/fliers/mailouts (5%). 27% prefer more engaging methods of outreach like speaker events, workshops, and community meetings.

What would be the best way for you to access information about sustainability?	
Response	Percentage
E-mail	20%
Social media	14%
Sustainably-focused website	12%
Newspaper articles	11%
Newsletters	11%
Community meetings	11%
Speaker events	8%
Workshops	8%
Posters/fliers/mail-outs	5%

Table 6. Contact methods

ii. Phase II: Community Survey Qualitative

Within the survey respondents were asked “What words or phrases come to mind when you think of ‘sustainability’?” A total of 206 responses, the top 10 most common themes were:

#	Response	Count
1	Environment	57
2	Healthy/ Health	30
3	Future Generations/ Generation to Generation	25
4	Conservation	15
5	Reuse	11
6	Self Sufficient	11
7	I don't know/No words come to mind	11
8	Green	10
9	Lasting	9
10	Natural	9

Table 7. Top 10 most frequent themes associated with “sustainability”.

Collectively, answers had a positive view towards sustainability with only one comment viewing it negatively. The concept is understood through the environment, the future, local economy/community, conservation (recycling/reusing/reducing), and personal attitudes. Categories were created based on answers, explained in detail below. Percentage of categories are based on counts of concept/word in respondent answers.

A small portion of answers saw sustainability more holistically by mentioning the environment, the community and the economy (local food production).

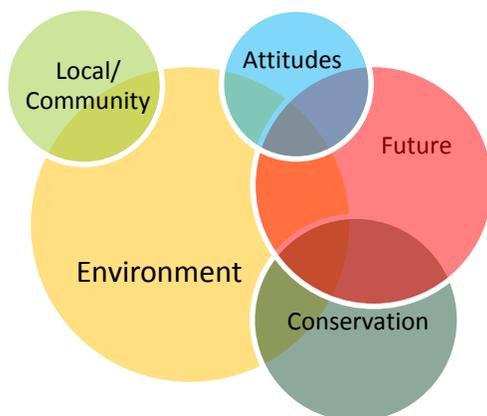


Figure 7. A visualization of how the categories were incorporated with one another in the views of respondents, as they understood sustainability.

a. Environment

The environment was mentioned in 28% of responses. Comments described sustainability as a safe and secure environment, and being environmentally friendly/conscious in order to protect where we live. The environment was associated with healthy living and the consistent view was “if the is kept safe environment the quality of life will be healthier”.

Other views explained the concept of sustainability as living naturally and buying local. Few answers mentioned farms/farming/farmland, ecological, and taking care of threatened species, saving farm animals, and protecting the environment from invasive species.

b. The Future

The future and long lasting resources was mentioned in 25% of responses. Sustainability is understood by. Views suggest that sustainability is about being consistent, planning for the future, and living in moderation in order to provide for future generations.

c. Conservation

Conservation, reducing, reusing was mentioned in 16% of responses. Sustainability was viewed as conserving energy/water, maintaining what we have, reducing waste by using less, using renewable energy, reusing, recycling, composting, being efficient and making choices that are durable.

d. Local/Community

5% of residents view sustainability as doing everything locally, growing own food or buying local products and foods, and using what's is available within one's community without importing many products in. 8% of feedback mentioned community involvement and working together towards common goals to conserve the environment.

e. Attitudes/Life Views

Residents (21%) shared beliefs that there is a misunderstanding and lack of knowledge around sustainability. Sustainability is seen as important and necessary. It is seen as responsible living, living in balance, being conscious and making changes to help the environment. As perceived by some respondents, being sustainable is about feeling good about your actions, doing the right thing, being considerate, thoughtful and “appreciating the world we live in” (Respondent).

iii. Phase III & IV: Focus Groups & Phone Interviews

Data obtained through focus group discussions and phone interviews was analyzed and categories were created based on common views expressed.

Understanding/view of sustainability

Participants felt confident in their understanding of sustainability, however they expressed opinions that the concept/word is vague that most individuals do not understand what it really.

Participants generally reported views of living in a materialistic society.

Participant Quotes

“Most people haven’t got a clue what sustainability means”

“[A society] based on the idea of have more do more, get more”

Awareness

The greatest awareness of sustainability efforts were of recycling programs, garbage collection, and farmers’ market/local food. Others included land use/development regulations, and water conservation efforts.

Participants reported environmental health, water and waste management as the issues that the average resident would be most aware of. These opinions go in line with survey finding.



Figure 8. Awareness of sustainability efforts as reported in the Focus Groups & Phone Interviews

Barriers

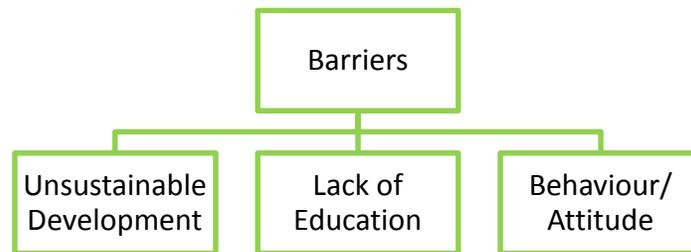


Figure 9. Barriers in living sustainably.

Unsustainable Development/Lack of Leadership

Barriers to sustainable living included rapid unsustainable development and failure to protect farm land.

There was a census that limits need to be set on where/how development should be done in the Severn Sound/County of Simcoe area in order to preserve farmland and the local economy. Participants expressed worry about the future and health of the community if no change occurs.

A lack in leadership was mentioned as a major challenge in being a sustainable community. Although participants themselves may practice in sustainable efforts, they expressed hopelessness in their community doing so. Comments suggested that with growth in population leaders need to ensure better planning and a more sustainable development.

Comments mentioned that rural communities are open to development because it provides a healthier tax base. However the selfishness of benefiting through taxes is causing rapid unsustainable development which it not good for the community.

“Municipalities are expanding subdivisions and taking up farmland”

“How many people can we reasonably sustain in here and have enough food, keep the water clean, and have enough housing?”

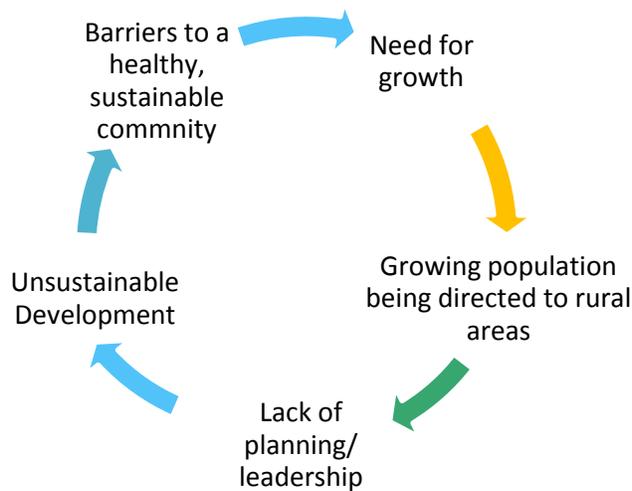


Figure 10. The cycle of unsustainable development.

Not all feelings towards growth were negative, some participants expressed that a lot has changed in the past few decades and we have come to live more sustainably. Many regulations and laws have been created to ensure better quality of life and greater sustainability.

“In the last 25 years we have come a long way to live more sustainably. A lot of the population is demanding that”

Elected officials were seen as having a great impact on communities as they are the ones to change regulations and effect behavior on a larger scale. In favour of economic growth, they do not always have the same agenda as the environmental movement. Some participants clarified that sometimes officials have to handle big volumes of responsibilities/materials and cannot reliably be experts or knowledgeable in all aspects.

“If the elected officials understand the principals of sustainability they can help their local municipalities”

They may not have enough information and are in need of education on what sustainability really means and what the community needs.

Lack of Education

Other challenges were based on individual level efforts to living sustainably. Participants felt that on an individual basis they had an impact on their own households and lives based on their activities. The idea that *“a lot do to a lesser degree”* [FG, Participant], was prominent across the data.

A big belief to be a barrier to sustainability is lack of education. Participants expressed opinions that residents may feel they are helping but the average person has no idea

“Even with the blue box most of them put a lot of stuff in it but most of them don’t have a clue what goes in it”

which activities they need to adopt and how to do them properly.

There is a perceived lack of education on sustainability from the educational system, as well as the parents. The education system is viewed as being weak, while parents may be busy or do not consider sustainability a priority.

“The average person is busy if they’re going to work every day, both parents working they don’t have time to think about sustainability.”

Behavioural/Attitude Barriers

The popular belief among participants was that we live in a materialistic society that is focused on mindless consumption. Unsustainable overconsumption impacts the environment in many different ways and often not to the benefit of the local economy. Only concerned with satisfying their consumption needs people do not realize how the world around them is being affected.

“The me generation started in the 80s....The kids really don’t think of anything but self. That’s really unsustainable”

Some participants expressed opinions that people just do not care to be sustainable, while others said that the population has come a long way but is not yet well educated on sustainability.

Other

Other barriers to being sustainable were inability to compost because it attracts bears, rodents, and insect. Inability to drink tap water because it is not clean.

Lack of transportation was said to pose many challenges in small communities

Being sustainable was said to be costly.

“Regular tap water tastes disgusting so no one drinks it. If you’re on a well its fine”

“You almost need to have a car if you want to do anything at all. If you’re fit you can bicycle”

Incentives

Incentives/motivators to being sustainable were divided into short and long term.

“Taxes are so high I can’t afford the trees”

Short-term

Incentives believed to work were financial incentives and reward systems to help people adopt sustainable behaviour. The common view offered was that if you make it worth-while for people they will do it. It is a good starting point but likely to not last. Participants expressed that someone should be sustainable because it's the right thing, not because it is a reward.

Long-term

Long term incentives were said to be behavioural change through education. In order to be able to educate people, sustainability needs to be a priority, and in order for it to be a priority residents need to realize it is a problem. Some participants expressed that a bigger picture needs to be painted. Residents need to be shown the consequences of their actions.

Ideas expressed were that residents needs to be shown what to do, and that behavior needs to be made easy, so that it is not a challenge to do it. A resonating opinion amongst participants was that the actions must be doable, easy and beneficiary to residents.

Some participants said that thinking about how we are impacting future generations is important, while others believed the only way to change behavior is understanding how someone would benefit right now.

The overall idea was to educate residents on how the factors affecting sustainability (economic, social, and environmental) come together. Painting a bigger picture, and showing people how they can benefit, live better and have healthier community.

The formula of a better future needs to be made apparent and very easy to understand how it is being impacted.

“Short term you can incentivize to modify behavior. Long term you want to make people do things because it’s the right thing to do”

“You can do incentives for so long until it becomes expensive, you won’t give me incentives anymore then I won’t recycle. It becomes a vicious cycle”

“It fascinated me that it’s a very small section of people who even care. I expected it in the city because people live in condos. The mentality is someone else does it all there. I was on the board of our condo and we had to fight with people to do the recycling. It was a huge weekly lecture about how to recycle! It’s ridiculous because it was old people who live there who didn’t understand how recycling worked. Once they learned, they would do it”

“They have to see how it would benefit them, most people can’t put 2+2 together”

“It doesn’t cost us anything, it is included in your taxes. Most places when you move, as long as you bring proof of address, give you a free recycling bin because it is encouraged to recycle. To me, they’re giving you a free recycling bin, you’re paying for it so why not use the service”

VI. Discussion

Generally, the residents within Severn Sound have a concern for the sustainability of the area. The top three priorities for residents were environmental health, a self-sustainable local economy, and energy conservation in respective order. This is in comparison to how residents feel like they have the most impact on waste management, water conservation, and energy use. Superficially, this makes sense because one has the most direct control on their own consumption habits and are directly motivated by the bill rate savings.

Many residents have an active voice when and want to take action when it comes to maintaining a sustainable community. However, not too many are aware of the plans in place, specifically the Severn Sound Sustainability Plan; only 38% of the participants were aware. The residents are almost unanimously concerned but a much smaller percentage feel like they can make an impact. Sustainable Severn Sound faces a unique challenge of reaching as many residents as possible since the preferred method of contact is evenly split between newer forms like email, websites, and social media with traditional methods like fliers/mail outs, speaker events, newspaper articles, and newsletters.

VII. Recommendations

1. Close cooperation and partnerships with municipalities, businesses, and other organizations to help in planning sustainable rural development. Building alliances will help reach goals of economic development while maintaining the appropriate level of services provided and environmental health. Be a representative for the community’s voice and engage residents in decision-making.
 - a. Establish short-term and long-term community sustainability goals – focus local.
 - b. Ensure growth and development respects community sustainability standards, needs, and goals of land-use.
2. Increase educational opportunities on sustainable practices.
 - a. Leaders – Identify community leaders able to advance sustainability efforts and educate them on the community’s need.

- b. Youth – Engage youth by being positive and highlighting what the community is doing well. Build optimism and link younger generations to a cause and a mission. Build passion about sustainability and show how it relates to where the youth wants to be career wise. Recruit youth by promoting skill development opportunities and competitions/games and be available to them. Encourage youth to understand the importance of sustainability and how to incorporate best practices in their future careers. Be mobile and virtual/visual.
 - c. Residents – working in and operating businesses should have opportunities in receiving education on best sustainable practices. Be mobile and virtual/visual. Empower residents and reinforce ways on how they can make an impact.
 - d. Teach the community about sustainability at community events. Empower residents and let them know that individually, they can lead to a more sustainable community. Raise awareness about the organization and visibly promote sustainable practice (e.g. recycling).
3. Incentivize sustainability
- a. To motivate residents to live more sustainably by showing them how they are financially affected by not adopting sustainable habits.
 - b. To motivate residents to live more sustainably, make it easy for them by educating them on what they should be doing, and communicating the easiness of those actions.
 - c. Support individuals/neighbourhoods/communities demonstrating stewardship in sustainability practices through incentives.
4. Communication
- a. Define sustainability in a way that everyone understand. Balancing economic, environmental, and social issues with real examples from the community.
 - b. Engage with the community to set priorities and raise awareness.
 - c. Provide good access to information, support and advice to services that impact their communities. Educate people by providing resources that indicate sustainable actions.
 - d. Ensure that local issues on sustainability are addressed to stakeholders. Be an advocate of the rural communities and represent their voice to local decision makers and other stakeholders.
 - e. Celebrate community values and reach residents at community events and initiate an email list. Make them aware of social media pages.

5. Establish a network
 - a. Forming partnerships with local business/industries helps mitigate effects on the environment by adjusting business operations.
 - b. Forming alliances with official leaders and municipalities to understand what a healthy community needs and what strategies with achieve that.
 - c. Rural communities need to learn from each other on issues of sustainable development. Comparative research with organizations from other communities, will identify sustainability best practices through sharing of ideas.
 - d. Support community by providing best practices information and direct support.
 - e. Clearly define levels of responsibility.

VIII. Future Research

1. An **Environmental scan** based on the 2016 Canadian Census Data will be useful in providing an updated deeper understanding of sustainability conditions of the Severn Sound Watershed. This will be useful to compare with past research done by Lura Consulting on the watersheds “current state background” using 2006 Canadian Census Data. Insights will be gained on how the watershed is doing compared 10 years ago and to other regions across Ontario and Canada. It will also be useful to serve as an updated indicator on waste management, water health, and the community as a whole.
2. Further exploring **best practices** that comparable communities within Ontario and around the world can be insightful in providing innovative strategies that the Severn Sound watershed can adapt to improve and drive forward its own initiatives. This is especially important to help the area evolve with the changing needs and gradual urbanization of the area. Knowing successful strategies implemented by comparable regions can help the Severn Sound Watershed identify what may work for it and avoid potential pitfalls associated with regional growth and urbanization.
3. Taking into account the limitations of this study for **improved survey design**, it can serve as a metric of evaluation for where residents stand to inform the organization of engagement and changing perceptions. Using established sustainability indicators when designing questions will help in results comparison from year to year.
4. If resources permit, a **yearly survey** adapted from this community survey can help continually monitor the attitudes, behaviour, and opinions of residents within the Severn Sound Watershed. It may be helpful to keep members of the community engaged and serve as an effective tool to determine which endeavours and initiatives have the greatest impact.

5. **Representative sampling** was a limitation for this study due to budget and time restriction. Random sampling was not feasible. Future research should focus on getting a better representation of each region within the Severn Sound Watershed. A better sample will allow for more predictive results. Weighting was used to help remediate this but a higher sample would have helped the study achieve more power.
6. **Exploring more specific issues** once the organization has developed new initiatives. Evaluating how these new initiatives are working is important for direction. Focusing on some of the issues raised in the qualitative data by residents will help provide further areas to explore and narrow down on how to improve the community's sustainability.

IX. Limitations

The limitations for this study design are due to the nature of the methodology. It is exploratory in nature as should be treated as such. This study served the purpose of obtaining updated views from residents within the Severn Sound Watershed as well as explore potential avenues of development; specifically, barriers were explored.

Quantitative

The survey was designed to get a sense of overall participation and did not factor in eligibility. For example, many residents may be retired or not working, due to the demographic structure of the area. Our participants were asked if they 'work within 50km of their residence'. Although 70% selected yes, the percentage may be higher since it includes potential retirees. It was determined through field survey administration that individuals understood carpooling to be a term reserved specifically for the commute to work. This could be the reason why participation was so low (24%).

Another limitation specifically deals with participant memory. Participants were asked whether they 'were a participant in the 2008 Citizens' Panel Phone Survey'; being 7 years ago, many participants had trouble recollecting whether they were involved with that or not. Furthermore, some individuals could have been new residents and would not have been present in 2008.

Finally, participants were asked to complete an inventory of activities that are part of their lifestyle. A direct comparison cannot be made, only an indirect one with the Lura 2008 Citizens' Panel because the questions were asked slightly differently. This is both a limitation and an advantage because it allowed for us to expand on each topic but not completely capture the initial meaning.

Qualitative

The qualitative methodology suffers from all the historic problems of in depth interviews and focus grouping. Specifically, the outspoken minority will always be over represented compared to the larger majority who choose not to participate. We attempted to reach saturation for the data that we obtained but it is not always a guarantee. A mitigation strategy was employed through incorporating a qualitative component into the survey; of which, we obtained 204 responses.

X. References

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Appendices

A: Recruitment Scripts

Initial email recruitment – of contacts from existing database for Focus Groups & Online Community Survey

Dear <<Enter identifier>>,

You are invited to participate in a group discussion regarding sustainability within your community. We selected your name from a list of participants in a survey conducted in 2008 by the Severn Sound Environmental Association (SSEA). You had indicated at that time that you would like to be contacted for public meetings or to participate in a public forum regarding sustainability.

The purpose of our research study is to evaluate how community members within the Severn Sound watershed define sustainability and participate in sustainability efforts. Identifying the barriers to sustainability efforts is also an objective.

Your views would be extremely valuable to us in helping Sustainable Severn Sound and their partners develop, coordinate, and support sustainability goals and initiatives in your community. It will also help Sustainable Severn Sound develop effective programming and complete an update of the Severn Sound Sustainability Plan in 2016.

This group discussion is part of a study being conducted by Georgian College Research Analyst students on behalf of Sustainable Severn Sound. Lunch and light refreshments will be provided to the participants in these discussions.

Please consider taking the time to complete our brief survey that will take 5-10 minutes. You will have the option of entering a draw for a gift package of sustainable goods with an estimated value of \$100.

The following link will lead you to the online survey:

<http://fluidsurveys.com/s/severnsoundsurvey/>

Phone Script – To recruit contacts from existing database for Focus Groups & Online Community Survey

Hello, my name is _____. I'm a student in the Georgian College Research Analyst program and I'm conducting a survey on behalf of Sustainable Severn Sound.

Your name was selected from a list of participants in a previous survey conducted in 2008 by the Severn Sound Environmental Association (SSEA). You had indicated at that time that you would like to be contacted for public meetings regarding sustainability.

We are interested in speaking to people in your community about environmental, economic and health issues that residents feel are important. We would greatly appreciate your views.

We are contacting you to see if you are interested in participating in a facilitated group discussion. Topics that we plan to cover involve community sustainability within the Severn Sound Watershed. We will be asking you several open-ended questions in regards to the concept of sustainability. Your input is very important to us and will help us evaluate how the Severn Sound watershed community defines sustainability, understand community participation in sustainability efforts, and identify any barriers to sustainability efforts.

Is this something that you are interested in?

YES

As a quick reminder, all information you provide, including your answers, identity, and any other information will be kept completely confidential. Your individual answers will never be shared with anyone outside of the research team. Any findings or results from the focus group will be summarized in a report that will be used to help plan future programs and initiatives in your community.

Great! We will be holding our facilitated group discussion on <date> at <time> at <location>. We will call you on <previous day> to remind you of the upcoming focus group and to double check that you will still be attending. If you have any updates you would like to give us before then, you can give us a call back at <Tracy's answering machine>.

Do you have an email where I can send you the details again as a confirmation?

Thank you, we look forward to seeing you then.

NO

Alright, no problem. Thank you for your time.

END

B: Consent Forms

Online Community Survey Consent Form

Thank you for clicking the link to our survey!

This survey is being conducted by Georgian College Research Analyst students on behalf of Sustainable Severn Sound.

The purpose of this survey is to ask people in your community about **environmental, economic, and health** issues that residents feel are important with regards to sustainability. We would greatly appreciate your views. We are also using a portion of this survey to identify potential participants for a Focus Group to be held at a future date.

All information you provide will be kept completely confidential. Your individual answers will never be shared with anyone outside of the research team and the Sustainable Severn Sound Organization's key members. Answers from all of the survey respondents will be summarized in a report that will be used to help the organization plan future programs and initiatives in your community.

You do not have to answer any questions you do not want to. You may decide to stop the survey at any point in time by clicking the 'discard' button; at which point, your responses will be deleted. The survey is voluntary, but your participation is very important so we can be sure the information represents the views of residents in your community. There are no risks to answering the questions and you might learn more about your local environmental, economic and health issues by completing the survey.

This study has been reviewed and cleared by the Georgian College Research Ethics Board. If you have any questions or want more information, please do not hesitate in contacting us.

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Research Ethics Board

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Sustainable Severn Sound Coordinator

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- Yes, I wish to give my consent to participate, and understand that I can withdraw at any time.
 No, I do not wish to participate.

Focus Group Consent Form

We are Jasmela Murati and Edward Yu; post-graduate students at Georgian College in the Research Analyst Program. We are conducting this study as part of an eight month Major Research Project (MRP) for the completion of our program.

This MRP focuses on Severn Sound and examines your community's behaviours, attitudes, and various barriers towards a sustainable lifestyle.

You were selected to participate in our focus group based on responses attained in our previous short survey or follow-up phone conversation. You will be required to be part of a discussion, along with 8-10 other participants. The discussion is anticipated to last 1-1.5 hours and lunch will be provided at its conclusion.

Topics that may arise in the discussion include barriers to sustainable behaviour, awareness, perceptions and attitudes. Please be aware that it will be an open forum but if the conversation drifts out of focus, a moderator will intervene.

There are minimal risks anticipated from participating. They may include emotional discomfort due to social interaction and group dynamics.

Benefits may include a greater knowledge and awareness about sustainability and community initiatives within Severn Sound.

Your participation in the research study is entirely voluntary and you can choose to stop at any time. The data that we collect will be made completely anonymous and will remain confidential; only the research team will have access to it in full.

The discussion will be audio recorded for further analysis and our researchers will be taking notes throughout the process. Your data will be safely stored and destroyed within two years of the completion of the study.

If you have any questions about the research, do not hesitate to contact the research team or the Research Ethics Board at Georgian College. You may also contact Sustainable Severn Sound's Sustainability Coordinator, Tracy Roxborough to confirm the purpose of this project. This research has been reviewed and approved by the Georgian College Research Ethics Board (REB). It conforms to ethical standards set forth by the Canadian Tri-Council Research Ethics Guidelines.

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- Yes, I wish to give my consent to participate, and understand that I can withdraw at any time.
- No, I do not wish to participate.

Signature

Date

C: Survey Questionnaire & Focus Group Discussion Guide

Online Community Survey

Thank you for clicking the link to your survey!

(Consent Form goes here)

Which area of the Severn Sound watershed to you live in?

- Orillia
- Oro-Medonte Township
- Severn Township
- Tiny
- Tay
- Midland
- Penetanguishene
- Georgian Bay Township
- I do not know
- I do not live within the Severn Sound watershed

Were you a participant in the 2008 Citizens' Panel Phone Survey?

- Yes
- No
- Prefer not to answer

Have you heard of the Severn Sound Sustainability Plan?

- Yes
- No
- Prefer not to answer

How familiar are you with the concept of 'community sustainability'?

- Very familiar
- Somewhat familiar
- Not very familiar
- Do not understand what community sustainability is

Do you consider yourself living a sustainable lifestyle?

- No
- Somewhat
- When I can
- Yes
- Do not understand
- Prefer not to answer

How knowledgeable do you feel about the following in relation to sustainability?

	A lot	Somewhat	Neutral	Not very	Not at all	Prefer not to answer
Environmental health	<input type="radio"/>					
Energy use	<input type="radio"/>					
Water conservation	<input type="radio"/>					
Waste management	<input type="radio"/>					
Community health and wellness	<input type="radio"/>					
Self sustaining local economy	<input type="radio"/>					

How concerned do you feel about the following topics in relation to sustainability?

	A lot	Somewhat	Neutral	Not very	Not at all	Prefer not to answer
Environmental health	<input type="radio"/>					
Energy use	<input type="radio"/>					
Water conservation	<input type="radio"/>					
Waste management	<input type="radio"/>					
Community health and wellness	<input type="radio"/>					
Self sustaining local economy	<input type="radio"/>					

What level of impact do you feel you can have on the following topics in relation to sustainability?

	A lot	Somewhat	Neutral	Not very	Not at all	Prefer not to answer
Environmental health	<input type="radio"/>					
Energy use	<input type="radio"/>					
Water conservation	<input type="radio"/>					
Waste management	<input type="radio"/>					
Community health and wellness	<input type="radio"/>					
Self sustaining local economy	<input type="radio"/>					

**How would you rank the following areas of community sustainability in order of priority?
(1=Most important to 6=Least important)**

Most important	More important	Slightly more important	Slightly less important	Less important	Least important
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Environmental health	<input type="radio"/>					
Energy conservation	<input type="radio"/>					
Water conservation	<input type="radio"/>					
Waste management	<input type="radio"/>					
Community health and wellness	<input type="radio"/>					
Self sustaining local economy	<input type="radio"/>					

Which of the following gardening activities do you take part in?

(select all that apply)

- Natural landscaping
- Native tree and plant selection

Which of the following transportation activities describe your current lifestyle?

(select all that apply)

- Carpool
- Walk, cycle or take public transit
- Work within 50 km of my residence

Which of the following energy use activities describe your current lifestyle?

(select all that apply)

- Turn off or unplug electronics when not in use
- Turn the heat down when not at home
- Use energy efficient bulbs

Which of the following water use activities describe your current lifestyle?

(select all that apply)

- Drink tap water instead of bottled
- Use aerators and low-flow shower heads
- Use rain barrels for gardening purposes

Which of the following recycling and composting activities describe your current lifestyle?

(select all that apply)

- Use biodegradable or environmentally-conscious products
- Use the Green Bin for organic materials
- Compost at home

Which of the following community involvement activities describe your lifestyle?

(select all that apply)

- Know my neighbours
- Vote
- Volunteer within my community
- Support a self-sustaining local economy
- Buy locally grown foods and products
- Attend local events and festivals

What words or phrases come to mind when you think of "sustainability"?

(Enter as many as you can think of)

Are you interested in learning more about sustainability?

- Yes
- No
- Not sure
- Prefer not to answer

What would be the best way for you to access information about sustainability?

(select all that apply)

- E-mail
- Newsletters
- Sustainably-focused website
- Newspaper articles
- Posters/fliers/mail-outs
- Social media
- Speaker events
- Workshops
- Community meetings

What is your gender?

- Female
- Male
- Other
- Prefer not to answer

Which age group do you fall under?

- Under 18
- 18-19
- 20-29
- 30-39

- 40-49
- 50-59
- 60-69
- 70-79
- 80+
- Prefer not to answer

What is the highest level of education you have completed?

- Some high school
- High school graduate
- Trade/technical/vocational training
- Bachelor's degree
- Master's degree
- Doctorate degree
- Prefer not to answer

Which of the following best describes you?

- Permanent resident within the Severn Sound area
- Seasonal or part-time resident within the Severn Sound area
- Other
- Prefer not to answer

Which type of community do you consider yourself living in?

- Urban community
- Rural community
- Don't know
- Prefer not to answer

Are you interested in participating in a quick phone interview/discussion to further explore some ideas on sustainability?

- Yes
- No

Would you like to be entered in a draw to win a gift package of sustainable goods (estimated value of over \$100)?

- Yes
- No

Link new survey in exit message to collect personal data to enter individuals in a draw for \$100 gift package of sustainable goods.

Focus Group Script

Before starting focus group discussion - participants were informed about the purpose and confidentially/practical issues, through previous contact.

Hello and welcome everyone,

My name is Edward and this is Jasmela. We are Research Analyst students at Georgian College, and working on the behalf of the Sustainable Severn Sound. As you know, it is an organization dedicated to the development, coordination, and support of various sustainability goals and initiatives within the Severn Sound Watershed region.

We will be facilitating the discussion today. We have invited you all here today to discuss community sustainability within the Severn Sound Watershed. We will be asking you several open ended questions in regards to the concept of sustainability. Your input is very important to us. Please remember there is no right or wrong answer. We want you to feel welcome to express yourself freely during this discussion.

As previously informed, we will be voice recording this discussion today. This is only for note taking purposes and only Jasmela and I will ever listen to the recording. No names or personal information will be noted or used in our research report.

- **Make sure consent forms collected for everyone at this stage**

To go over some practical issues, the discussion will last 1-1.5 hours. We ask you to please leave your phones on silent/turn off. Please give everyone here a chance to express their opinions during the conversation. Feel free to address each other during the conversation; we are mainly here to listen and assist in the discussion. Lunch will be provided at the end of the session. Are there any questions so far?

Great, let's begin.

Community Sustainability Focus Group Discussion Question

Part 1 - Opening activity / Ice breaker

When you think of sustainability what words or phrases come to mind?

Part 2 – Community Sustainability discussion

1. Can you think of any sustainability efforts/awareness programs in your community?
2. In what areas of sustainability would you say your community is strongest/weakest?
3. What areas of sustainability would you like to see as a priority for your community?

Part 3 – Individual Sustainability discussion (Barriers)

Now we would like to talk about your individual challenges for you in leading a sustainable lifestyle.

Questions:

1. Through the survey we have identified X & Y trends in challenges to leading a sustainable lifestyle. Why do you think this is?
2. What are some significant barriers or challenges for you to a sustainable lifestyle?

Examples:

- Uncertainty (about the issue of sustainability)
- (Lack of) knowledge (of how to change)
- (Lack of) incentives (to change)
- (Concerns about) costs (of implementing new ideas)
- Complexity (of the issue and options available)
- (Lack of) interest

(Build on survey trends by exploring topics in specific)

Part 4 – Solutions of barriers

Now that we have identified the top 3 barriers – let's discuss solutions to you living a more sustainable lifestyle – as an individual.

1. What incentives would aid you in living in a more sustainable way

Part 5 – Conclusion activity

Through your experience today, how would a sustainable community be different from the watershed of today?

- Participants write answers on paper and place in box (anonymous)

Thank you for taking the time out of your busy schedules to participate in this discussion and for sharing your opinions. We really enjoyed meeting all of you and hearing what you had to say. Your support is greatly appreciated by the Sustainable Severn Sound organization. Data gathered today will be analyzed and reported to the organization. If you would like to follow up with us regarding our research findings please feel free to contact us (provide contact sheet).

D: Weighting Percentages

POP WEIGHING	Pop.	Desired Ratio	Observed Sample	Observed Ratio	Weigh Value
Orillia	30,586	0.276323754	10	0.035087719	7.875227
Oro-Medonte Township	20078	0.181391105	16	0.056140351	3.231029
Severn Township	11250	0.101636116	28	0.098245614	1.03451
Tiny	11,232	0.101473498	24	0.084210526	1.204998
Tay	9,736	0.087958153	75	0.263157895	0.334241
Midland	16,572	0.149716774	78	0.273684211	0.547042
Penetanguishene	9,111	0.082311702	36	0.126315789	0.651634
Georgian Bay Township	2,124	0.019188899	18	0.063157895	0.303824
Total	110,689		285		