

Online Survey Results

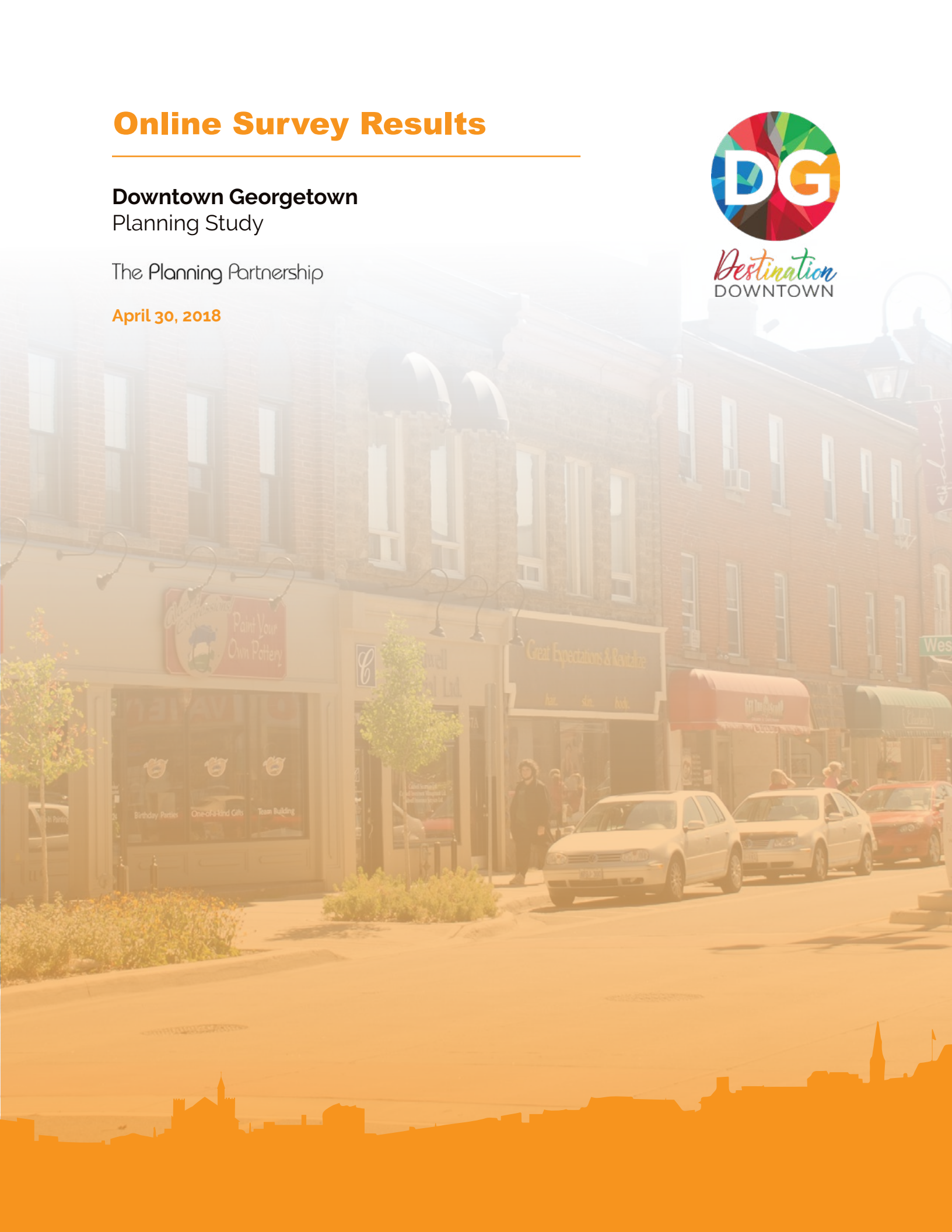
Downtown Georgetown Planning Study

The Planning Partnership

April 30, 2018



Destination
DOWNTOWN



Online Survey Results

An online, visual preference survey was created using the MetroQuest platform that presented a series of precedent photos as a way to collect input from the community.

Images were organized into three categories:

1. Downtown Buildings
2. Downtown Public Space
3. Streets/Streetscaping

Survey participants rated each image in the survey with either a thumbs up, signifying that elements shown in the photo could work in Downtown Georgetown, or a thumbs down, signifying that they did not believe elements in the photo could work in Downtown Georgetown.

The online survey used the same photos that were included on the physical visual preference survey panels pinned up at the Public Visioning Session held on February 20, 2018. Community members marked the images on the physical survey with a sticker to indicate preference and relevance for Downtown Georgetown.

A link to the online survey was posted to the Destination Downtown Let's Talk Halton Hills website (letstalkhaltonhills.ca) and on the Town's website (haltonhills.ca/destinationdowntown). A link was also posted to the Town of Halton Hills' Facebook and Twitter pages.



Facebook post



Twitter post

The survey was active from **March 13, 2018 to April 13, 2018**



194 people participated in the online survey



Excerpts from the online survey

Online Survey Results

Downtown Buildings

Residential



1 49% 51%



2 66% 34%



3 44% 56%



4 54% 46%



5 71% 29%

Mixed-Use: Low



1 80% 20%



2 83% 17%



3 72% 28%



4 76% 24%



5 91% 9%

Mixed-Use: High



1 50% 50%



2 25% 75%



3 56% 44%



4 35% 65%



5 51% 49%

Highest rated images



91%



83%



80%

Downtown Public Space

Passive Use



1 71% 29%



2 57% 43%



3 87% 13%



4 59% 41%



5 57% 43%

Flexible Space



1 21% 79%



2 54% 46%



3 73% 27%



4 34% 66%



5 70% 30%

Courtyard Space



1 50% 50%



2 43% 57%



3 64% 36%



4 47% 53%



5 31% 69%

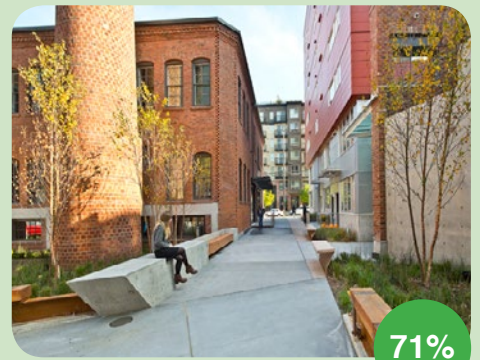
Highest rated images



87%



73%



71%

Online Survey Results

Streets / Streetscaping

Streets



1 44% 56%



2 68% 32%



3 79% 21%



4 67% 33%

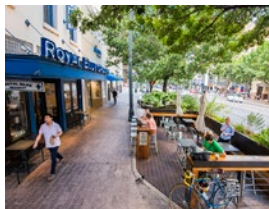


5 46% 54%

Pedestrian Realm



1 85% 15%



2 73% 27%



3 75% 25%



4 61% 39%



5 83% 17%

Street Elements



1 83% 17%



2 50% 50%



3 40% 60%



4 62% 38%



5 40% 60%

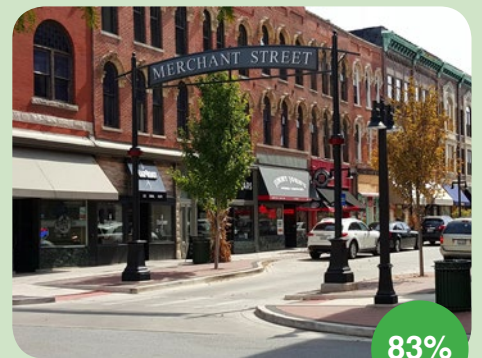
Highest rated images



85%



83%



83%

