

Appendix A: Economic Development Strategic Plan Update – Resident Survey

Economic Development Plan Survey for Residents

Survey Objective: To identify ways to help create a more vibrant local business community, that provides a wide range of interesting jobs along with an expanded and diverse range of shopping and service options for community residents.

Methodology

Collect quantitative data through an online survey.

Purpose

- Understand the economic development goals of residents
- Gauge overall satisfaction with the choice of shops, services, restaurants, and other businesses available in White Rock
- Identify the type of shops, services, restaurants, and other businesses that residents would like to have available in White Rock
- Identify the biggest deterrents to shopping in White Rock
- Elicit ideas regarding new types of businesses that would prosper in White Rock

RESIDENT SURVEY

About You

1. What answers best describes you? (choose as many as needed)

- ☐ Retired
- ☐ Semi-retired
- ☐ Self-employed
- ☐ Employee (full time)
- ☐ Employee (part time)
- ☐ Unemployed
- ☐ Student
- ☐ Volunteer
- ☐ Full time parent
- ☐ Business owner or manager
- ☐ Manager of a non-profit
- ☐ Resident of White Rock
- ☐ Resident of South Surrey
- ☐ Other _____

About the Local Economy

When answering the questions below, please think specifically about White Rock (boundaries are North Bluff Road/16th Avenue, Bergstrom Road/136th Street, Stayte Road/160th Street and Marine Drive/8th Avenue), and not the South Surrey area (e.g. Semiahmoo Mall, Ocean Park, Grandview, Morgan Crossing, Crescent Beach, etc).

2. Economic development – encouraging jobs, prosperity and business activity in a community – means different things in different places. When we talk about intentionally supporting economic development, what does it mean to you? Please indicate your top three by placing a check mark next to them
 - ☐ Attracting more businesses to White Rock
 - ☐ Attracting more people to move to White Rock
 - ☐ Attracting more visitors
 - ☐ Creating more jobs in White Rock
 - ☐ Protecting against the negative impacts of growth
 - ☐ Attracting the kinds of businesses, we want
 - ☐ Other: _____
3. What three words best describe your vision for the economic future of White Rock? Please indicate your top three by placing a check mark next to them
 - ☐ Creative / Innovative
 - ☐ Prosperous
 - ☐ Environmentally sustainable / responsible
 - ☐ Socially engaged
 - ☐ Unique
 - ☐ Authentic
 - ☐ Vibrant
 - ☐ Tranquil / relaxing
 - ☐ Other _____
4. Please explain your choice or comment further on your vision for economic development in White Rock:

5. What are your GOALS for how the local economy develops? Please indicate your top three by placing a check mark next to them:
 - ☐ Better jobs
 - ☐ Better selection of shops and services
 - ☐ Improving local quality of life (entertainment, amenities, culture)
 - ☐ Increased City revenue (lower tax burden)
 - ☐ More local jobs
 - ☐ More social impact and equity
 - ☐ Less environmental impact

6. White Rock has a lot of assets. Some are already strong, and some might need more attention. Because we don't have the resources to do everything at once, we need to know where to start.

What are the top three assets that White Rock's Economic Development Strategy should work on to achieve your goals? Please indicate your top three by placing a check mark next to them

- ☐ The Waterfront and the Pier
- ☐ Arts and Culture
- ☐ Local, independent businesses
- ☐ Ocean views
- ☐ Proximity to the US border
- ☐ Health and Wellness providers
- ☐ Organizations and associations
- ☐ Maker businesses (craft brewery, home décor, apparel & jewellery)
- ☐ Restaurant choices

7. Please explain why you made these choices

About White Rock's Businesses

8. White Rock has a variety of local businesses. Using a scale of 1 to 5 where 5 = completely satisfied and 1 = completely unsatisfied, please indicate your satisfaction with the selection of businesses in the following categories

- Restaurants
- Coffee Shops
- Brew Pubs
- Food retail (e.g. grocery store, bakery, convenience store, produce store)
- General retail (e.g. apparel, gift shop, thrift store, home décor, footwear, liquor store)
- Medical / Dental Office
- Other Health Care: _____
- Law firm
- Real Estate firm
- Financial firm
- Salons
- Day Spas
- Fitness
- Other: _____

9. What causes you to make purchases or obtain services from sources other than local, White Rock based businesses (including online)?

- ☐ Convenience
- ☐ Price
- ☐ Selection
- ☐ Service
- ☐ Not available in White Rock. Please specify _____

10. What categories of shops, services, restaurants, or businesses do you think would be successful, that you would like to have available in White Rock? Please indicate your top 3 by placing a check mark next to the category

- ☐ Health and Wellness
- ☐ Craft Brewery
- ☐ Other maker based (home décor, apparel, jewellery)
- ☐ Technology
- ☐ Arts, Culture, Entertainment
- ☐ Construction
- ☐ Retail
- ☐ Education
- ☐ Child Care
- ☐ Hospitality
- ☐ Tourism
- ☐ Other: _____

11. Please let us know what specific type of business within the category you selected you think would be successful

What Else Should We Consider?

12. What actions should we work on to make White Rock a better place to live, visit or do business. Please tell us your top three ideas for improving the local economy

1. _____
2. _____
3. _____