



LPRA Member Survey Insights

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May 12, 2025

Disclaimer

The information collected through this survey was intended solely for internal use by the LPRA Board to help inform strategic direction, planning, and priority-setting. The results have been summarized and shared with LPRA members; however, they are not to be distributed, published, or used for any other purpose without the expressed written permission of the Board. By participating, you acknowledge and agree to these terms.

Executive Summary

202
Respondents

52%
response rate

79%
meets / exceed
expectations

>300
member
comments/suggestions

Introduction: The LPRA Membership Survey was conducted to gain insights into the members of the Long Point Ratepayers Association (LPRA). The purpose of this survey is to **help shape the future of our community and guide the Association's efforts**. The findings will directly influence how the Board of Directors refines our strategic priorities, focuses our committee efforts, and explores opportunities to modernize our engagement, advocacy, and service to members. This is the first comprehensive survey of our membership since 2023.

Methodology: The survey was conducted online between April 21 and May 11, 2025. Personal invitations were emailed to **468 recipients, with 389 opening the email, resulting in an 83% open rate**. This rate is slightly below the average for our other email campaigns. Additionally, the survey was promoted on the LPRA Facebook page to increase participation. As of May 11, **202 responses (43% -52% response rate*)** and based on the comprehensive focus of the survey , the average completion time was 16 minutes.

Highlights:

- Survey results have illuminated several key themes that can guide and refine the Board's activities and priorities. The qualitative feedback from the survey consistently highlighted recurring themes. These insights underscore the community's aspirations for enhanced infrastructure and advocacy, proactive governance, environmental stewardship, and robust community engagement.
- The feedback underscores the on-going need for collaborative efforts with local authorities and organizations to address these challenges effectively. Respondents expressed gratitude for the Board's dedication and suggested areas for improvement, including more effective communication methods, increased Board involvement in public interactions, and an on-going focus on environmental conservation and infrastructure management.

**Email sent versus open rate*

Executive Summary

(cont'd)

The following themes provide a clear foundation and fact-based guide to help the LPRA Board prioritize its efforts in response to members' evolving needs while staying within the realistic scope of a volunteer-led organization. With broad feedback received, it's important to set clear priorities and clarify what falls within the Board's role. Improving transparency and timely communication will also be critical moving forward.

These themes were consistently reflected in both the survey's quantitative and qualitative responses. While this summary doesn't explore every detail, it's important to recognize how priorities may vary by location and ensure all member interests are fairly represented. Each theme includes high-level examples.

Environmental & Conservation Efforts

- Continued focus on environmental protection, including phragmites control and shoreline erosion; advocate for and provide more information on environmental issues; maintain the natural beauty and safety of Long Point.

Infrastructure & Safety Enhancement

- Traffic congestion and speeding, parking management, by-law enforcement, emergency vehicle access and safety, maintenance & cleanliness of public facilities.

Community Engagement & Communication

- More community events; increase communication frequency and transparency; ensure representation of all community members; consider proxy voting and survey residents before making decisions on their behalf.

Governance & Advocacy

- More advocacy for lower taxes based on service usage; prepare for potential legal challenges regarding property rights; continue to engage with local gov on infrastructure and environmental issues.

Membership & Organization Development

- Potential for expanding membership and increasing engagement; improve awareness and advocacy for the LPRA; encourage/create more volunteer opportunities for members.

Tourism & Public Facilities

- Balance the support for 'tourism' with the impact on LP residents, resources and infrastructure.

The Board is considering several actions informed by the survey results to shape its priorities and improvement efforts for the coming year.



Environmental Conservation:

- Implement new initiatives to address illegal dumping, erosion, and microplastics, in collaboration with local environmental organizations.
- Promote the replanting of native plants and improve water flow in marsh areas.



Infrastructure and Safety Advocacy:

- Continue to work with local authorities to address traffic management issues, such as speeding and emergency access and enhanced police presence during high season
- Enhance waste management facilities and ensure reliable utility services during peak tourist seasons.



Communication:

- Increase the frequency of updates through email, newsletters, and social media platforms, ensuring inclusivity for all users.
- Modernize the LPRA website to improve user experience and information accessibility.
- Explore the Introduction of a year-round news column in local media to keep the community informed of ongoing initiatives.



Community Engagement:

- Organize more community events, especially during the summer, to foster inclusivity and engagement among residents.
- Explore proxy voting to ensure broader representation in decision-making processes.



Governance & Advocacy:

- Clarify in scope governance and advocacy roles for the LPRA based on capacity and communicate them with the members.
- Examples from the feedback includes:
 - Advocate for better bylaw enforcement and police services, particularly during busy periods.
 - Research legal and governance efforts to address property rights and local governance issues.



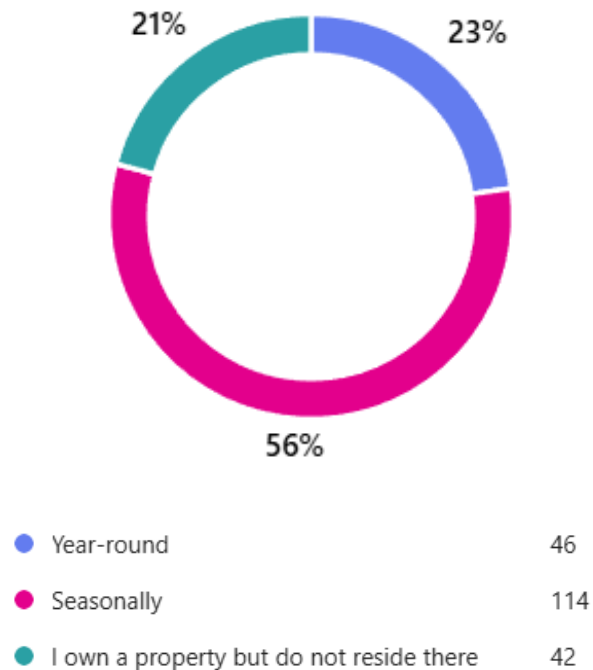
Board Visibility & Involvement:

- Get the LPRA President and all Board members are more involved in communications and public interactions.
- Conduct regular surveys to align Board actions with member needs and expectations.

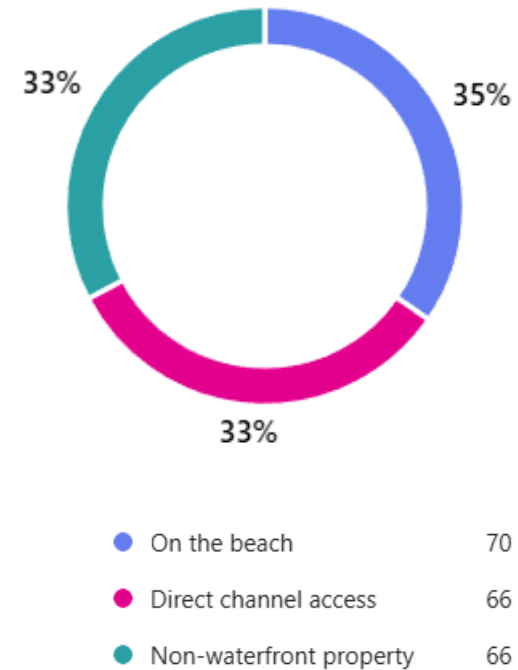
Detailed Results

Respondents: 56% of respondents identified as seasonal with representation distributed equally across the different residence locations.

1. Do you live on Long Point ..

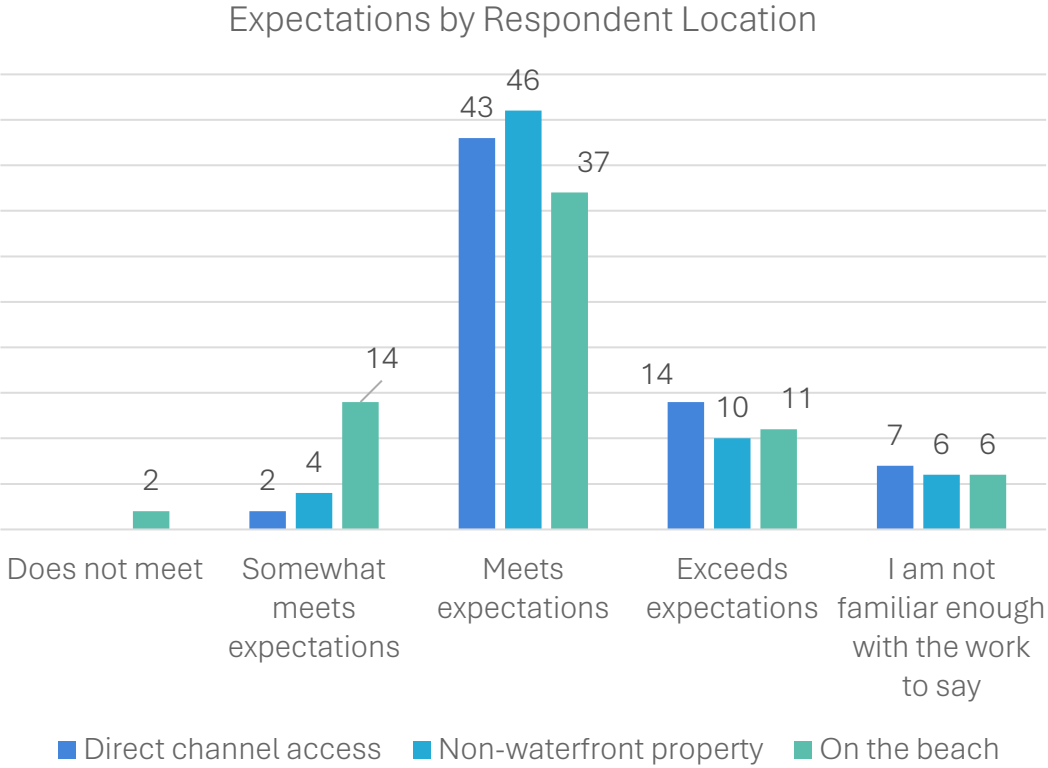
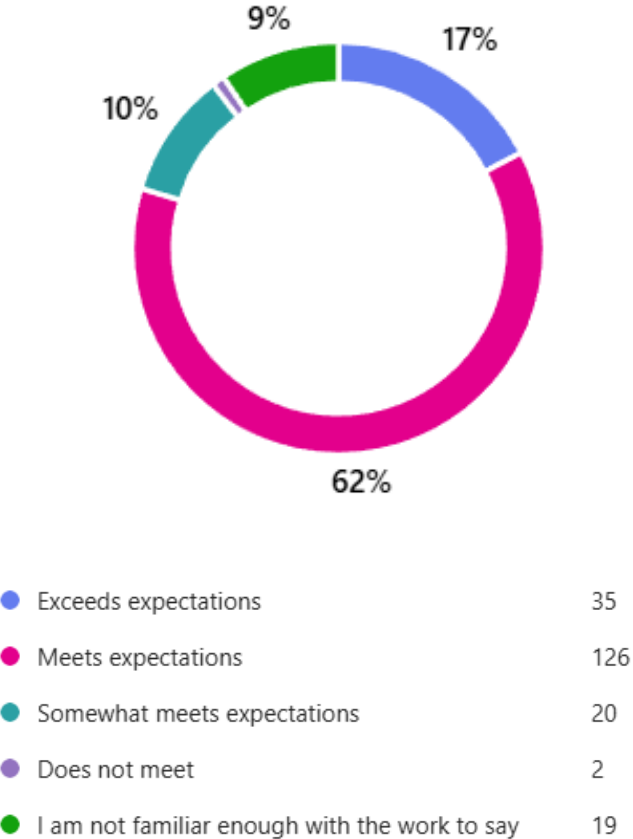


2. What best describes your residence location



Member Expectations: 79% of respondents indicated the LPRA Board is meeting or exceeding their expectations. Beach residents reported lower levels of ‘satisfaction’ regarding the Board’s ability to meet expectations.

3. Based on your understanding of the LPRA Board’s role and how it engages with the community, how well does it meet your expectations?



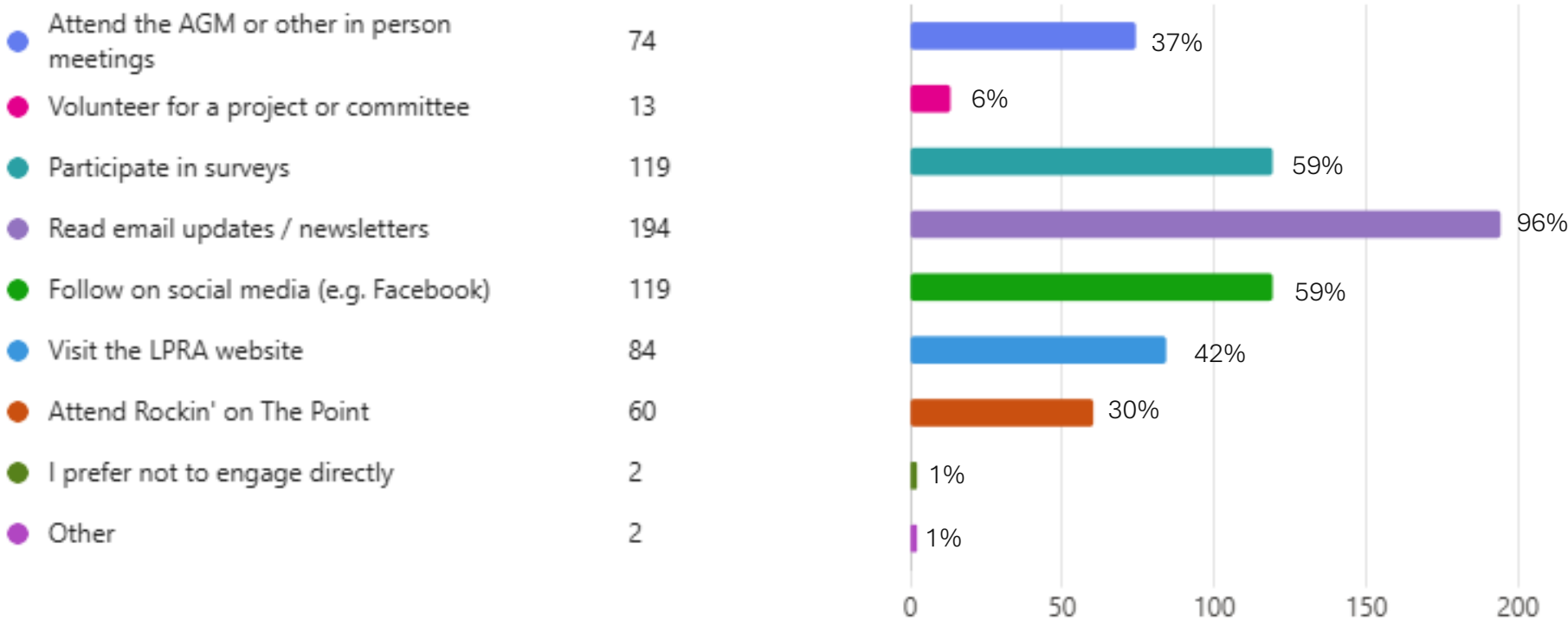
Member Expectations: Over 50 members offered additional suggestions on how the Board could better meet expectations.

4. What could we do better to meet your expectations?

Enhanced Communication & Transparency	<ul style="list-style-type: none">• Provide more frequent updates (e.g., newsletters, flyers, quarterly/biannual reports).• Clarify what the board is working on and how members can get involved.• Regularly survey members to ensure the Board's actions align with their opinions and needs• Modernize the website and provide more frequent updates through newsletters or flyers to keep members informed about Board activities and initiatives.
Community Engagement and Inclusivity	<ul style="list-style-type: none">• Organize more community events, especially during the summer, to foster a sense of belonging and engagement among all residents, not just the affluent or beachfront property owners.• Find larger or public venues for fundraisers and events to increase visibility and more general meetings throughout the year• Explore proxy voting to ensure broader representation and involvement in decision-making processes.
Environmental & Safety Initiatives	<ul style="list-style-type: none">• Increase activism and information dissemination on environmental issues, such as erosion and water quality, beach cleanliness and wildlife and tree preservation and consider hosting town halls with local government officials.• Focus on traffic issues, including excessive speeding, by establishing a task force or collaborating with local authorities for improved enforcement.• Revive or better communicate the Cottage Watch program, which was previously valued
Advocacy and Representation	<ul style="list-style-type: none">• Prepare strategically for potential legal challenges that may impact members' property rights and use.• Advocate more actively with Norfolk County, especially on matters of taxation and public amenities.• Take a stronger stance and advocate more for better bylaw enforcement and police services during peak times, and address concerns about local taxation and property rights• Reaffirm and communicate the organization's original mandate (e.g., protecting property rights).
Tourism & Local Business Support	<ul style="list-style-type: none">• Adopt a welcoming attitude towards tourism by ensuring adequate facilities, such as handwashing stations and porta-potties, at public access points• Balance tourism support with the protection of local residents' rights and interests.

Engagement: Respondents strongly preferred receiving updates via email and newsletters and showed high interest in providing feedback through surveys.

5. How would you prefer to engage with LPRA? *(Select all that apply)*



Engagement: More than 50 respondents shared improvement suggestions that can be summarized across five key themes.

12. Tell us how we can better improve our engagement with you?

Satisfaction and Appreciation	<ul style="list-style-type: none">Many respondents express satisfaction with the current efforts of the LPRA, indicating that they are doing a great job in keeping everyone informed and managing community issues effectively.Respondents frequently express gratitude and appreciation for the efforts and dedication of the LPRA Board and volunteers.
Communication and Information Sharing	<ul style="list-style-type: none">There is a strong emphasis on the effectiveness of email and social media (particularly Facebook) as primary communication tools. Respondents appreciate the current communication methods but suggest more frequent updates and summaries from meetings.Some feedback highlights the need for non-Microsoft-dependent communication methods to accommodate users who prefer Android or do not use PCs.Address both sides of the issue- consider all ideas and ask us our opinions more often.
Opportunities for In-Person Engagement	<ul style="list-style-type: none">While digital communication is appreciated, there is a desire for more in-person events and volunteering opportunities to strengthen community ties and enhance engagement.Hold informative meetings (e.g with police/bylaw and environmental updates)
Property and Community Management	<ul style="list-style-type: none">There are mentions of the importance of protecting property rights and improving bylaw enforcement, particularly regarding parking issues.Revive and communicate initiatives like ‘Cottage Watch’
Suggestions for Improvement	<ul style="list-style-type: none">While overall satisfaction is high, there are suggestions for improvements, such as more frequent information sharing, involvement of the LPRA President in communications, and a year-round news column in local media. (Consider From the President’s Desk’ section of the newsletter.)More updates on follow-up actions with government agencies

Use multiple platforms (email, website, social media, local newspaper, printed newsletters) to reach seasonal and year-round members.

“With the seasonal nature of our LPRA Members, all aspects of media and social media are the primary means of communication and updates..... Invest in making these informative, interactive, relevant and meaningful.”

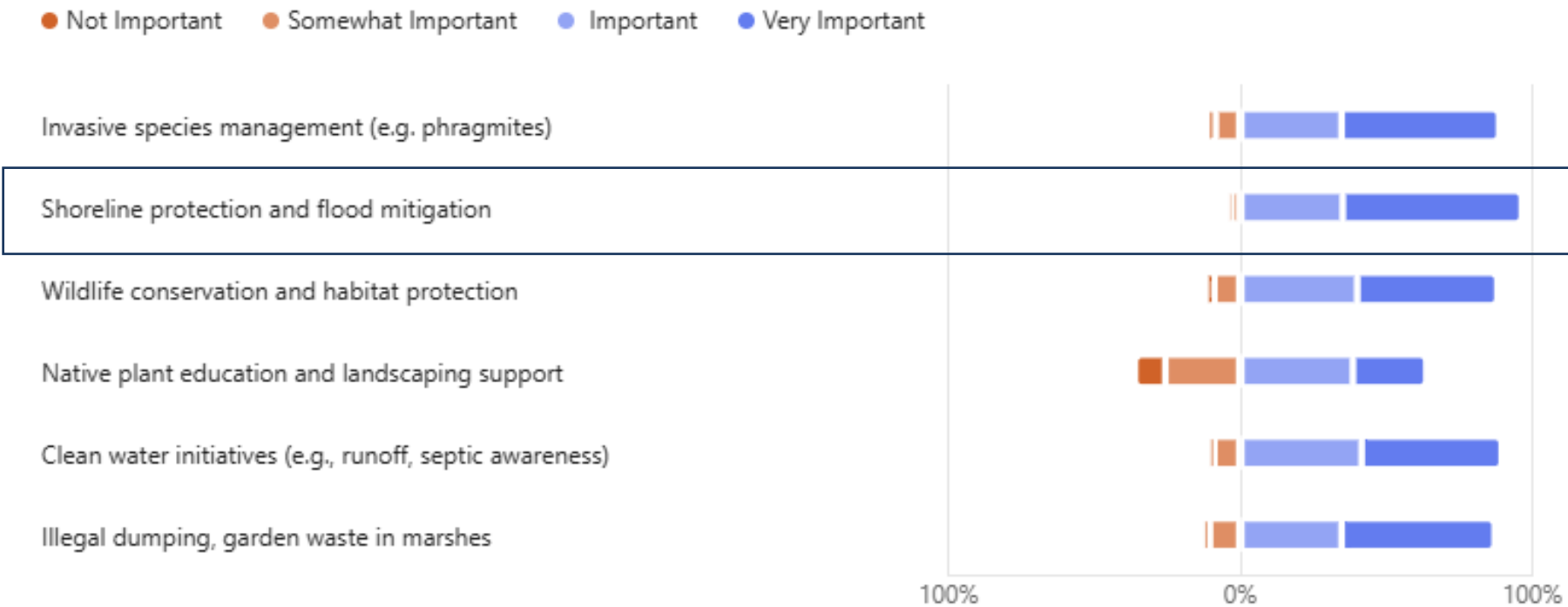
Karen Deans does an excellent job with the Facebook and newsletter. Would be helpful to receive short summaries from LPRA meetings throughout the year.

I think you do a pretty good job. Volunteering is a big job

Honestly, you do a great job. It would be nice to have more in-person events to get to know more neighbours and build stronger community and communication.

Environmental Efforts: There is a strong interest in environmental initiatives, with shoreline protection and flood mitigation identified as the top priorities.

6. How important is it to you that LPRA focuses on the following environmental efforts?



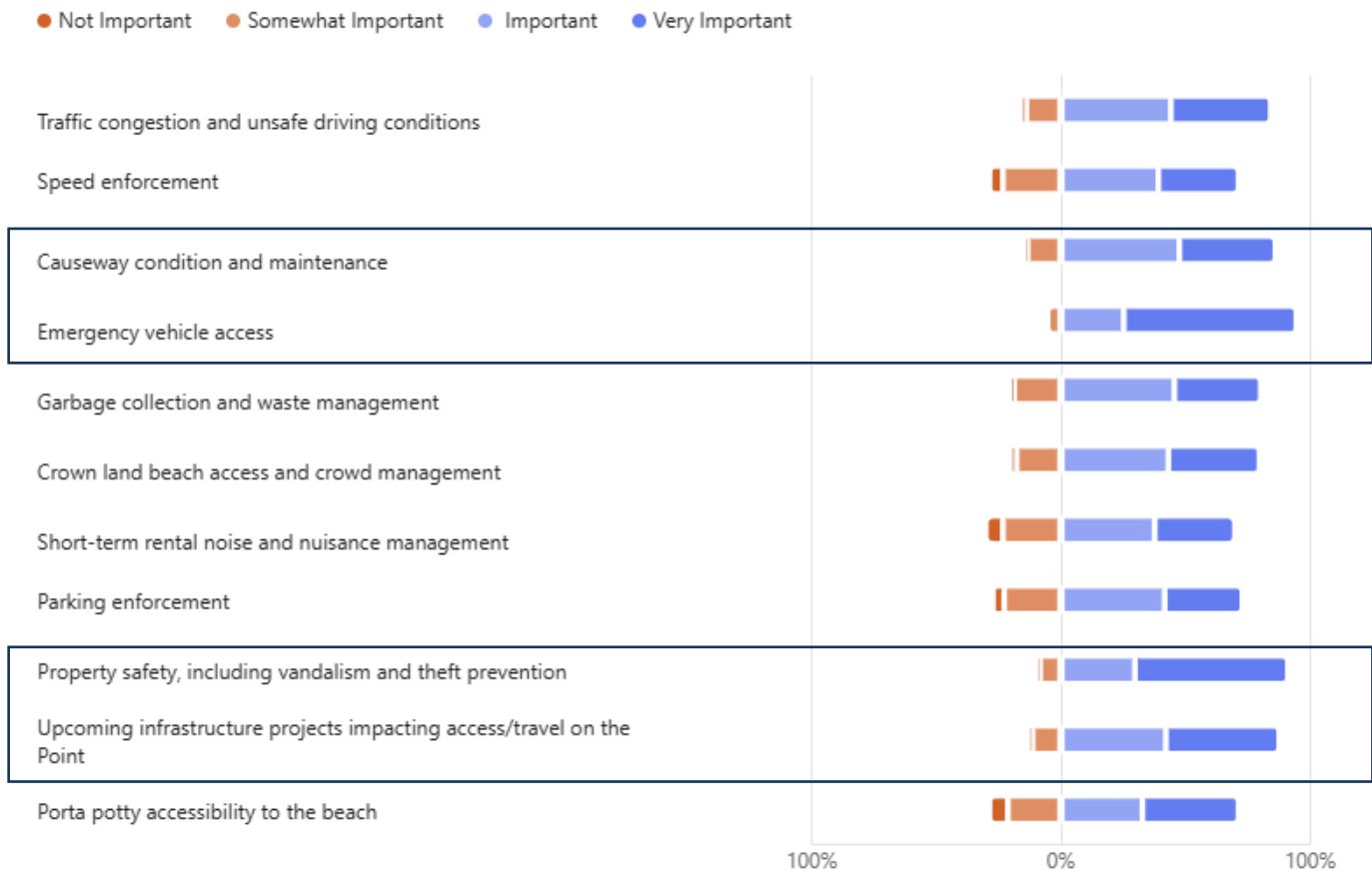
Environmental Efforts: Over 50 members highlighted the need for environmental conservation, better communication, and infrastructure management to preserve LP's natural beauty and safety.

7. Are there other environmental or conservation issues you feel LPRA should focus on?

Illegal Dumping and Environmental Protection	<ul style="list-style-type: none">• There's a call for direct action against illegal dumping in marshes and efforts to replant native plants and dredge the marsh to improve water flow. Concerns about microplastics and erosion are also noted.• Widespread concern about shoreline erosion, particularly from seawalls, property elevation changes• Calls for improved shoreline management with government collaboration and simple erosion control measures.
Communication & Advocacy	<ul style="list-style-type: none">• The importance of keeping residents informed and advocating for issues like phragmites control is emphasized.
Wildlife & Beach Management	<ul style="list-style-type: none">• Suggestions include improving beach signage for visitor education, preserving old growth trees, and protecting wildlife, particularly along the causeway. There's a call for coordinated efforts to address beach litter and promote eco-friendly practices.• Calls to protect old growth trees, replant native tree species and manage invasive vines
Infrastructure & Safety	<ul style="list-style-type: none">• Concerns about speeding on the new causeway and suggestions for speed cameras are mentioned. There's also a call for more garbage receptacles to manage waste effectively during peak tourist seasons• Concern about roadkill and fencing along the causeway harming animals.• Suggested partnerships with conservation organizations (e.g., Long Point Biosphere, Birds Canada, CWS).
Property & Land Use	<ul style="list-style-type: none">• Issues related to lakefront ownership and public beach access are raised, with suggestions to limit private encroachment on public spaces.
Collaborative Efforts	<ul style="list-style-type: none">• There's interest in collaborating with organizations like the Long Point Biosphere, Birds Canada, or Canada Wildlife Services on environmental projects.
Miscellaneous Concerns	<ul style="list-style-type: none">• Additional topics include septic system inspections, reduced perch limits, naturalization of beachfronts, turtle conservation, and adjustments to street lighting.

Safety & Infrastructure: Respondents continue to show a strong interest in infrastructure and safety issues. It will be important to reinforce the focus of Board’s action to ensure alignment with top priorities.

8. Please rate the importance of the following safety and infrastructure issues for consideration by the LPRA Board.



Safety & Infrastructure: Almost 70 respondents shared additional comments highlighting key concerns for the LPRA to consider.

9. Are there specific safety or infrastructure concerns you want LPRA to raise with local government?

Traffic & Speed Management	<ul style="list-style-type: none">Concerns about traffic congestion, especially on long weekends, and issues with speeding and impaired driving highlight the need for better traffic management and enforcement. Suggestions include police enforcement of speed limits and the installation of speed cameras.
Access & Emergency Services	<ul style="list-style-type: none">Restricted access to Long Point during busy weekends and the need for education on access and emergency vehicle clearance emphasize the importance of ensuring clear and safe access for emergency services.
Waste Management & Facilities	<ul style="list-style-type: none">The need for more garbage receptacles and porta potties, along with concerns about their maintenance and quality, point to a demand for improved waste management and public facilities.
Utility & Service Reliability	<ul style="list-style-type: none">Frequent power failures and concerns about the availability of water and gas services indicate a need for more reliable utility services.
Safety & Infrastructure Improvements	<ul style="list-style-type: none">Suggestions for potential safety improvements at intersections, the practicality of AEDs for emergencies. The impact of fencing along the causeway on cyclist safety also reflect a focus on enhancing safety infrastructure. Concerns about why a bike lane was never installed on the causeway.Opportunities for greater capacity management and visitor controls.
Environmental & Property Management	<ul style="list-style-type: none">Issues such as beach erosion, weed removal on the causeway, and encroachment onto conservation property highlight the need for effective environmental and property management practices.
Regulation & Education	<ul style="list-style-type: none">Concerns over beach capacity and education for non-residents suggests a focus on potential regulatory/enforcement options and community education to address safety and infrastructure concerns. Improved beach cleanliness and visitor waste education.Overall beach and property use conflicts have been on the rise and the need to clarify beach regulations and property boundaries.

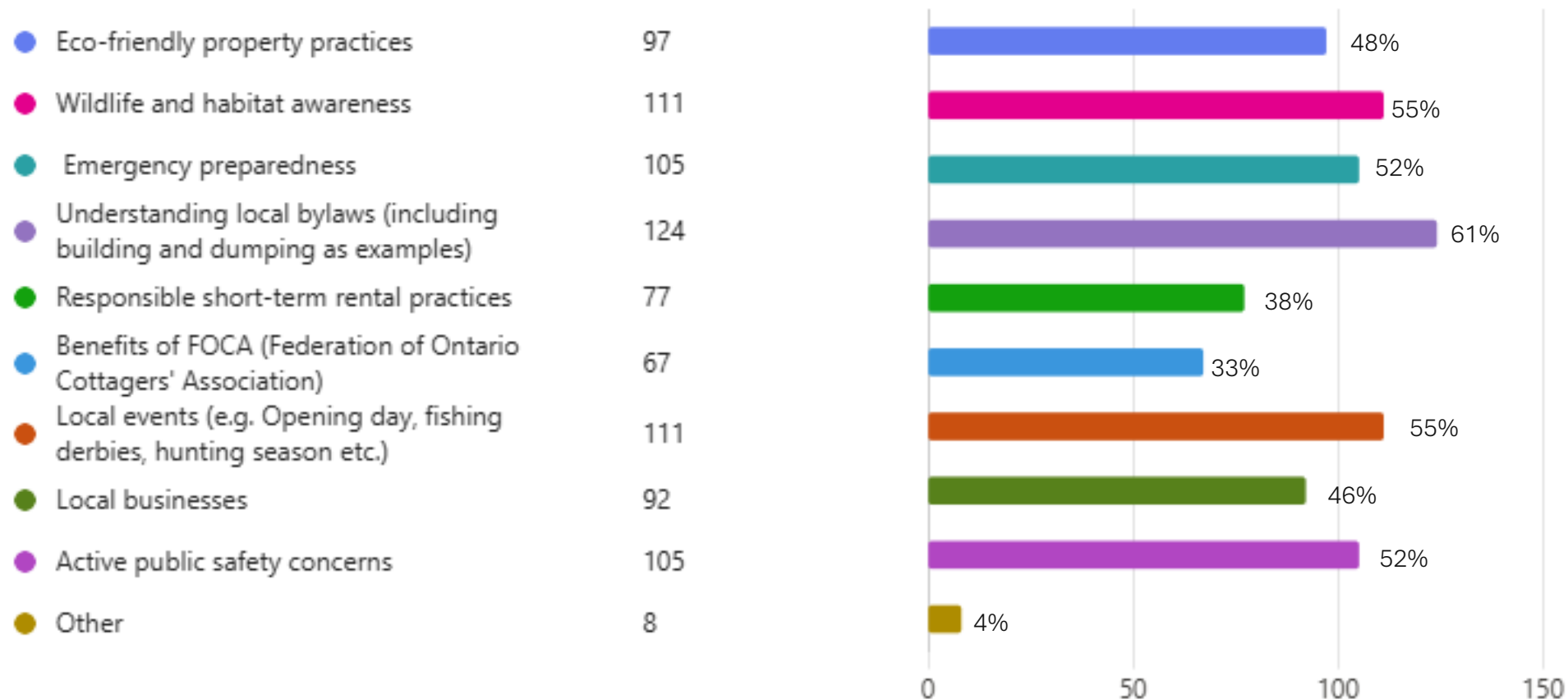
The quality of the porta potty providers has deteriorated drastically in the last few years. Sure, they empty them weekly, but they are never properly cleaned. They smell terribly, which affects neighbours.

I don't understand how some building permits are given. Some people get them others don't. Or you do an entire remodel of a home by leaving 1 small original piece of the home with no permit, but you need a permit to build a deck.

An education package or flier for nonresidents, describing locations of public beaches, accesses, porta potty location, and key rules about property lines and importance of understanding the shared beaches with property owners.

Education & Resources: Respondents expressed strong interest in a range of topics where the LPRA could collaborate with partners to provide members with additional information and resources.

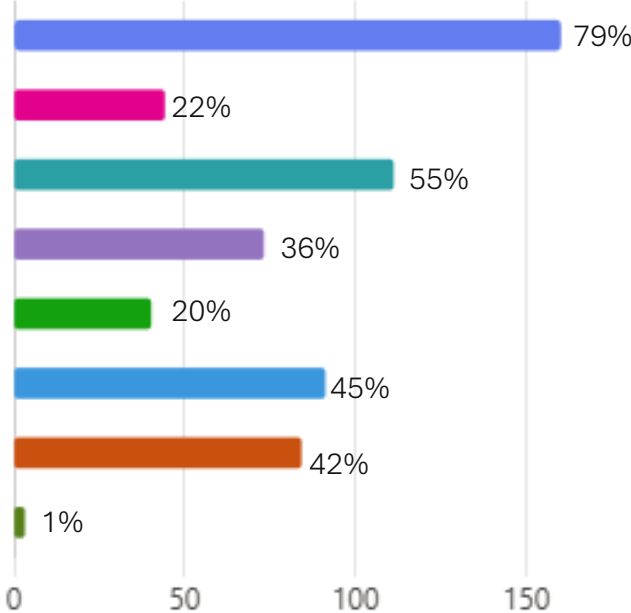
10. Which topics would you like LPRA to provide more education or resources about? Check all that apply



Use of Funds: Environmental conservation and infrastructure advocacy remain top priorities, with additional feedback encouraging exploration of other potential areas for funding and advocacy.

13. What do you believe should be the top priorities for how LPRA uses membership fees and fundraising dollars? Please select your top 3.

● Environmental conservation projects (e.g. Phragmites, shoreline restoration etc.	160
● Community education and signage	44
● Infrastructure advocacy (e.g., causeway, roads)	111
● Bylaw enforcement advocacy	73
● Member engagement events or activities	40
● Safety and emergency response support	91
● Protection of property activities and support	84
● Other	3



"I would recommend that future fundraising efforts be directed at enhancing the "legal" fund at the expense of the "phragmites" fund."

Would recommend that the financials are audited yearly - this is usually a minimum requirement for grant funding.

"Is there an annual budget you could share?"

"Let the UN pay for their biosphere and waste their money fighting the frags. I'd rather see the money used to hold Norfolk accountable for making LP a public beach when it is not- never was. I also want to see these rentals get commercial taxes as Rentals is commercial entity in this province."

12 Month Focus: Results underscore the need for the Board to balance competing priorities, aligning them with member preferences and the Board's capacity.

17. What do you believe is the single most important task the LPRA should focus on in the next 12 months?

Infrastructure and Safety	<ul style="list-style-type: none">• Address concerns about the causeway fence and its maintenance, ensuring it does not pose safety hazards. Focus on traffic and parking management, especially during peak times, to improve safety and accessibility.
Environmental Protection	<ul style="list-style-type: none">• Continue efforts in phragmites control and contribute to broader community and environmental protection initiatives. Emphasize environmental awareness and stewardship to preserve the natural beauty of Long Point.
Policing & Safety	<ul style="list-style-type: none">• Enhance policing and safety measures during peak times to manage crowds and ensure public safety. This includes advocating for effective bylaw enforcement and addressing short-term rental issues that may impact community harmony.
Shoreline & Causeway Protection	<ul style="list-style-type: none">• Prioritize shoreline and causeway protection to prevent erosion and maintain the structural integrity of these critical areas.
Advocacy & Community Support	<ul style="list-style-type: none">• Advocate for lower taxes and ensure emergency vehicle access to support community well-being. Engage with local businesses and events to foster a vibrant local economy.• Desire to see LPRA return to more visible roles: cottage watch, policing, and bylaw advocacy
Communication & Engagement	<ul style="list-style-type: none">• Maintain open and effective communication with members, keeping them informed and engaged with LPRA activities and initiatives. This includes addressing member concerns and providing updates on ongoing projects

Final suggestions: Building on insights from earlier questions, more than 50 emphasized four recurring themes as key areas of focus.

18. Do you have any other comments or suggestions for the LPRA Board?

Strong Appreciation and Support	<ul style="list-style-type: none">Many members expressed gratitude and praised the Board for doing a great job representing and serving the Long Point community. Several thanked the Board for its commitment to service, community engagement, and ongoing efforts.
Emergency Access and Traffic Concerns	<ul style="list-style-type: none">Continued concern about traffic congestion, especially on long weekends, and its impact on emergency vehicle access. Suggestions included the need for electronic signage to alert drivers when parking is full before reaching the causeway and more police presence.
Property Standards and Development Oversight	<ul style="list-style-type: none">Calls to enforce property standards—particularly for marinas and poorly maintained cottages.
Infrastructure	<ul style="list-style-type: none">Requests for better road maintenance (e.g., Pickerel Street).Concern about over-development and the County approving by-law variances beyond what’s in the Official Plan
Governance & Communication	<ul style="list-style-type: none">Suggestions for stronger coordination with Norfolk County and to improve communication methods, reduce Microsoft dependence, and have Board members introduce themselves more frequently.

“Keep up the good work.”

“All landowners choose where they live and should also choose to protect and maintain their own property, without affecting others.”

“I applaud you for your commitment to community service.”

“Introduce yourselves . You are all doing a great job. Many thanks from us.”

AGM Input

Environmental & Conservation Topics

- Why has the marsh not been rehabilitated after phragmites removal, and who is responsible for leading that work?
- Could Long Point Region Conservation Authority (LPRCA) provide an update on their role and how residents can navigate their processes more effectively?
- Can LPRCA or other conservation authorities present on current environmental initiatives or challenges?
- What is the status of the North Shore Resilience Project launched last fall, and how does it impact Long Point?
- Are there any plans to expand or support bird studies or habitat conservation initiatives?

Infrastructure & Traffic

- Can the County implement advance signage or alerts to inform visitors when parking capacity is full before they reach the causeway?
- What is the rationale for maintaining the 50km/h speed limit on the causeway year-round, and is there flexibility to revisit this in the off-season?
- What is the status of the Causeway Replanting Strategy, and why was there no update despite commitments at last year's AGM?

Safety, Speeding & Enforcement

- Could the OPP attend to address speeding enforcement on Long Point roads and explore ways to improve safety during peak periods?
- What measures are in place to ensure emergency vehicle access during high-traffic times, and can they be strengthened?
- How are bylaws being enforced this summer—especially regarding beach behavior, construction, and property maintenance?

Land Ownership

- Can a representative from the Long Point Company clarify the ownership and permitted uses of lands beyond the provincial park?

Land Use, Short-Term Rentals & Property Standards

- How are short-term rental regulations and insurance requirements being enforced across Norfolk County?
- What is the Board's position on short-term rentals, and what are the insurance requirements or regulations that apply?
- What are the current building and renovation guidelines, including rules around bunkies, sheds, and lot coverage?
- How can residents report or address deteriorating infrastructure (e.g., old boathouses), and are there opportunities for community-based improvement projects?
- Can the Board clarify what permits are required for bunkees/sheds and how much of a property may be developed?

Community Development & Amenities

- Is there potential for a community pavilion or recreation space in Long Point similar to Turkey Point (e.g., basketball, fishing club, book swaps)?
- What economic development opportunities exist in Long Point, and what do residents or entrepreneurs need to know to start a business?
- Would the Board support initiatives like a boathouse mural trail or shoreline beautification partnerships with schools or local groups?

Governance, Representation & Communication

- Can the Board share the results of this community survey, highlighting key concerns?
- Can the Board provide more frequent updates on committee work throughout the year?
- Can elected officials (MP, MPP, Tom Masschaele) attend to address issues beyond the Board's authority?

Speaker suggestions:

- All members of parliament (local, provincial and federal) to be present to answer questions/concerns that the board either cannot or does not have authority to address.
- Bird Studies
- Leslyn Lewis