



Mississauga Boating Survey Results

The City of Mississauga is currently undertaking a business case study regarding the viability of a future marina operating within a future mixed use development on the 1 Port Street East site (operated by Port Credit Harbour Marina and on the site owned by Canada Lands Company).

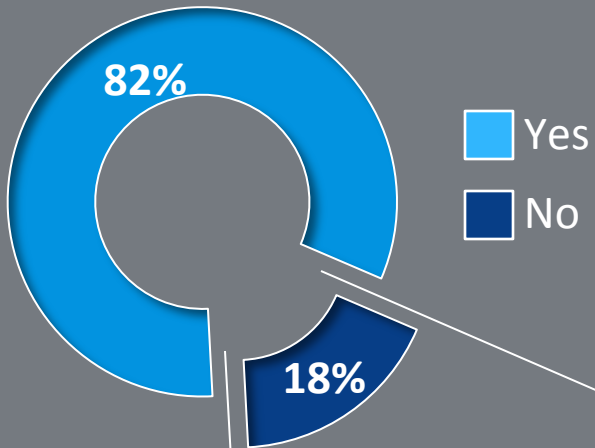
The business case will detail and provide evaluations of uses, site layout, operation and ownership options for a future marina. This work will guide the City's master plan, future land use policy framework and implementation plan for a future marina at 1 Port Street East. TOURISTICS is leading this work along with Shoreplan Engineering, and The Planning Partnership for the City.

This voluntary online survey was carried out from May 8th 2015 until June 15th 2015, available through the Inspiration Port Credit website. The results of this survey will become part of the body of research informing the marina business case study.

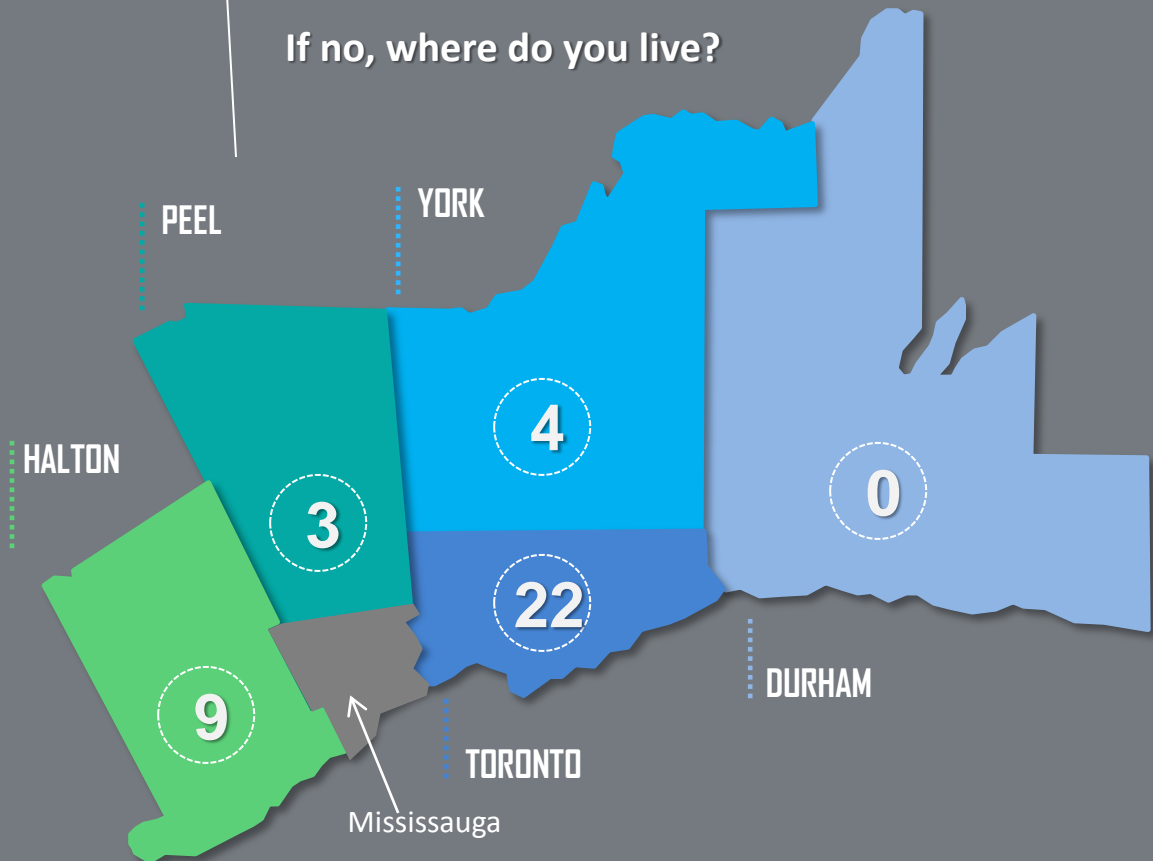
There were 237 people who completed the survey. The result summary is documented in the following pages.

Are you a resident of Mississauga?

(statistic based on 237 respondents)



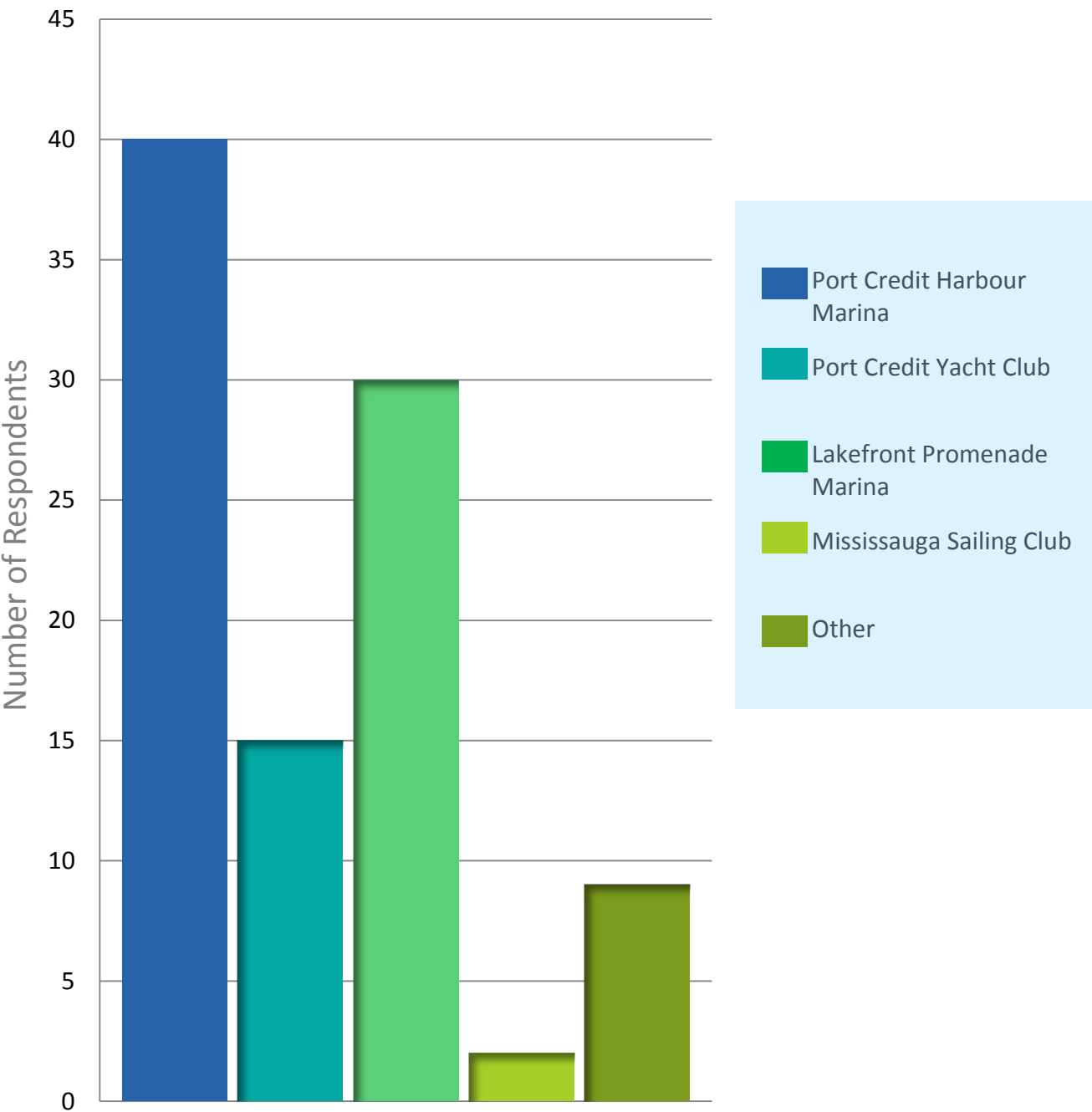
If no, where do you live?

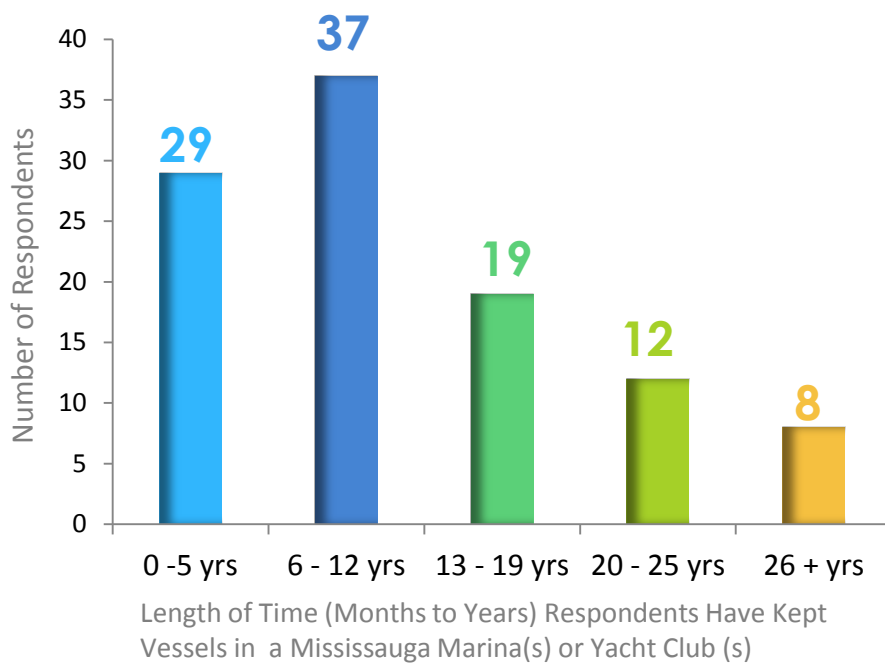


2. Do you currently have a boat at a marina or yacht club in Mississauga?

		Response percent	Response total
Yes	<div></div>	45%	106
No	<div></div>	55%	131

Statistics based on 237 respondents;





2a. How long have you kept your boat at a marina or yacht club in Mississauga?

2b. Why did you choose this marina or yacht club?

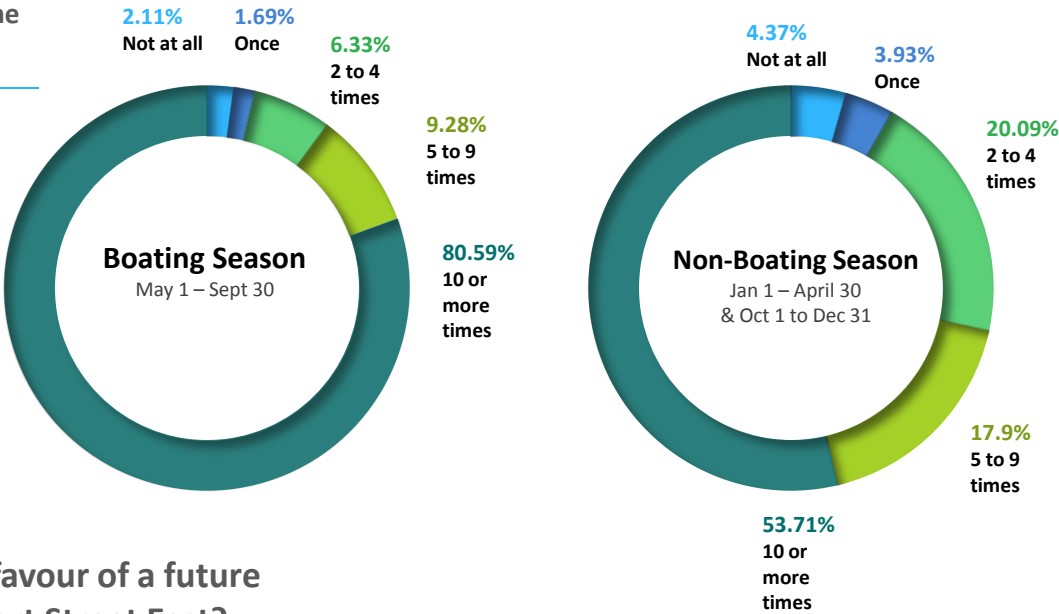
		Response percent	Response total
Closest to where I live	<div></div>	38%	40
Rates	<div></div>	5%	5
Facilities	<div></div>	17%	18
Services	<div></div>	9%	10
Other	<div></div>	31%	33

General Comment Summary:

- There is a locational advantage for boaters seeking to make use of the amenities and festivals (restaurants, shopping and entertainment) the Port Credit Village offers.
- Proximity to respondents' residence and workplace is cited as a common factor for choosing a respective marina or yacht club.
- Port Credit is a popular destination to enjoy the views of the lake and is walkable.

3. In 2014, how many times did you visit Mississauga’s waterfront during the following periods?

Results:
The waterfront remains a popular destination year-round



4. Are you in favour of a future marina at 1 Port Street East?

		Response percent	Response total
Yes	<div></div>	92%	217
No	<div></div>	8%	20

4a. What facilities and services would you like to have available on the future marina site?

Slips and Docking

- 94% of respondents would like to see a **combination** of seasonal and transient slip use.
 - 67% of respondents would like to see only **seasonal slips** introduced.
 - 54% of respondents would like only **transient slips** introduced.
- 69% favoured slips dedicated to live-aboards, while 54% of respondents were in favour of slips dedicated to bed and breakfast afloat.
- 77% approved slips for the use of charter fishing operators and or tour boat operators, with 67% of respondents voting in favour of creating docking space suitable for accommodating small cruise boats and or ships.

Parking

- An option suggesting a **combination of on- and off- site parking** was largely favoured amongst 84% of respondents.
 - 51% of respondents would favour on-site underground parking only – while 61% would rather have on site ground-level parking only.



Boat Storage

- 63% of respondents with a boat currently in a marina or yacht club in Mississauga preferred the option for outdoor winter storage.

If winter storage was not available at the future marina, would this influence your decision to rent a slip during boating season?

		Response percent	Response total
I would not keep my boat at the marina without on-site winter storage		63%	67
I would keep my boat there despite no winter storage on-site		37%	39



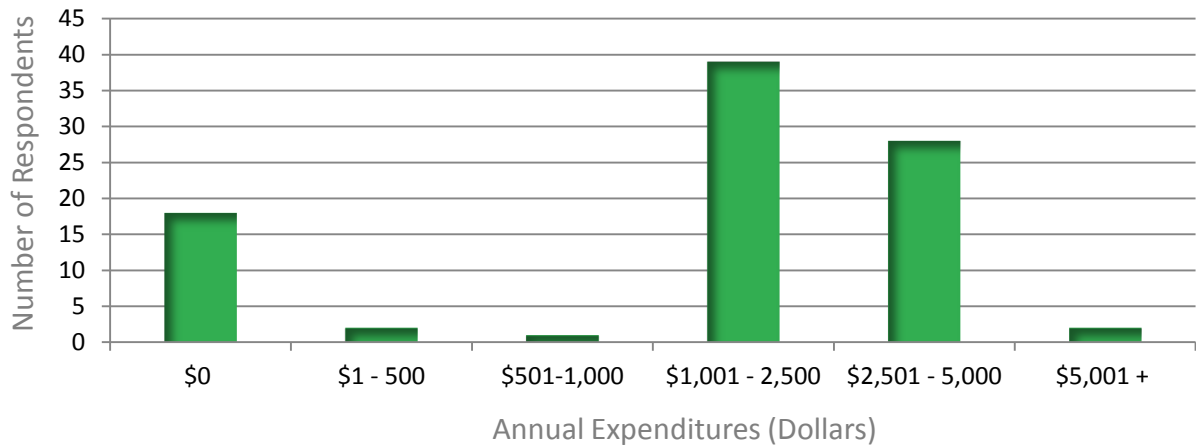
Services

Strongly Favoured (80%)	<ul style="list-style-type: none"> • Engine Repairs/Tune-ups/Replacements • Electronic Repairs • Sail/Canvas Repairs/Replacements • Tourist/Visitor Information • Washroom /Showers and Laundry Facilities • Story-boards illustrating History of port Credit • Lookout/Observation Deck • Restaurant/Bar/Lounge • Boaters Store • Fuel Dock • Pump-out Station
Moderately Favoured (+60 - 79%)	<ul style="list-style-type: none"> • Hull Repairs/Refinishing • Paint Work • Woodwork Repairs • Small Boat Rental Facility • Boat/Yacht Sales office • Boat/Yacht Sales Display Area • Bicycle Rentals
Favoured (50 – 59%)	<ul style="list-style-type: none"> • Insurance Agent/Financial Service
Not Favoured (0 – 49%)	<ul style="list-style-type: none"> • Washroom and Showers Only

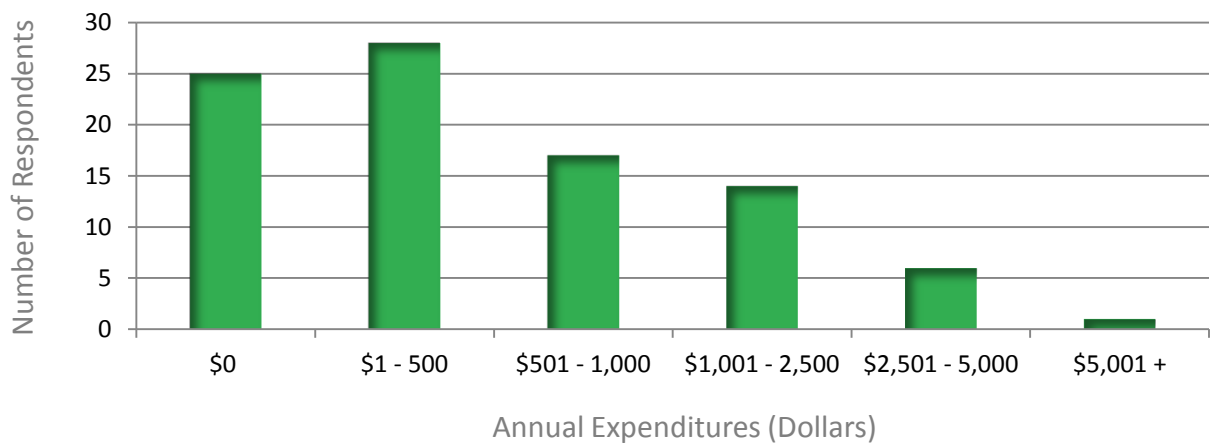
Statistics based on all respondents

5. How much do you typically spend at the Port Credit Harbour Marina per year in the following categories ? (These respondents have a boat in a marina or yacht club in Mississauga)

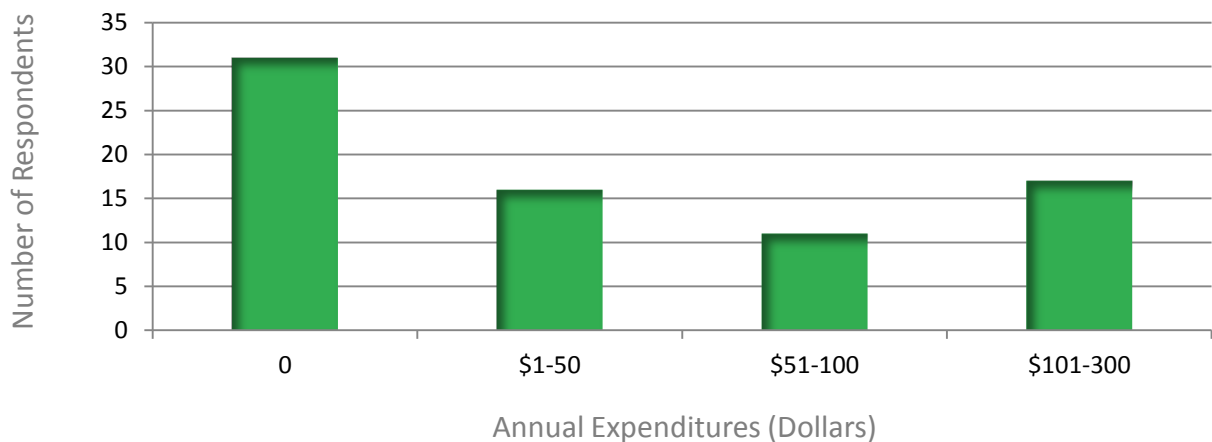
Slip Rental



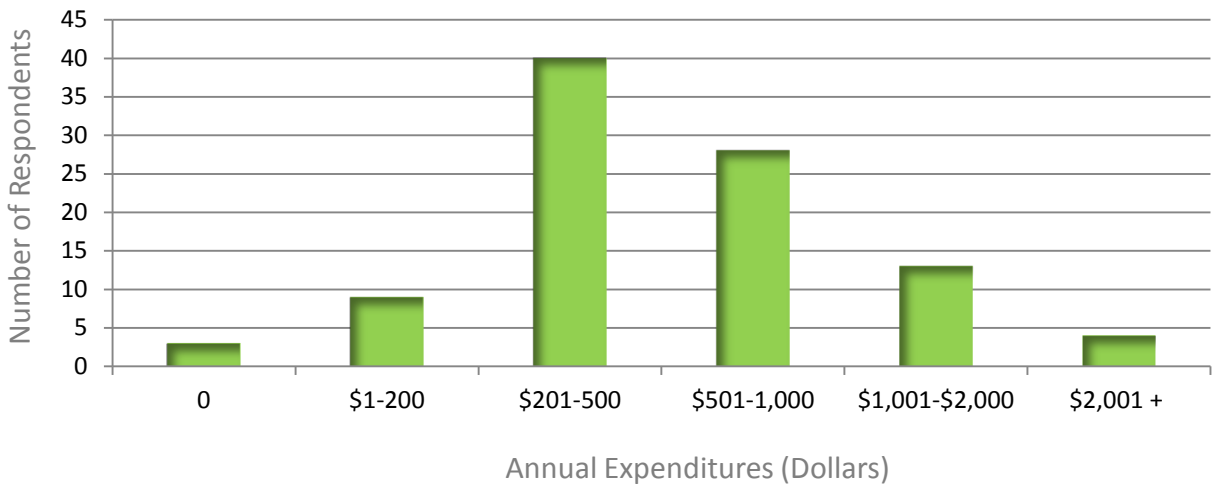
Fuel



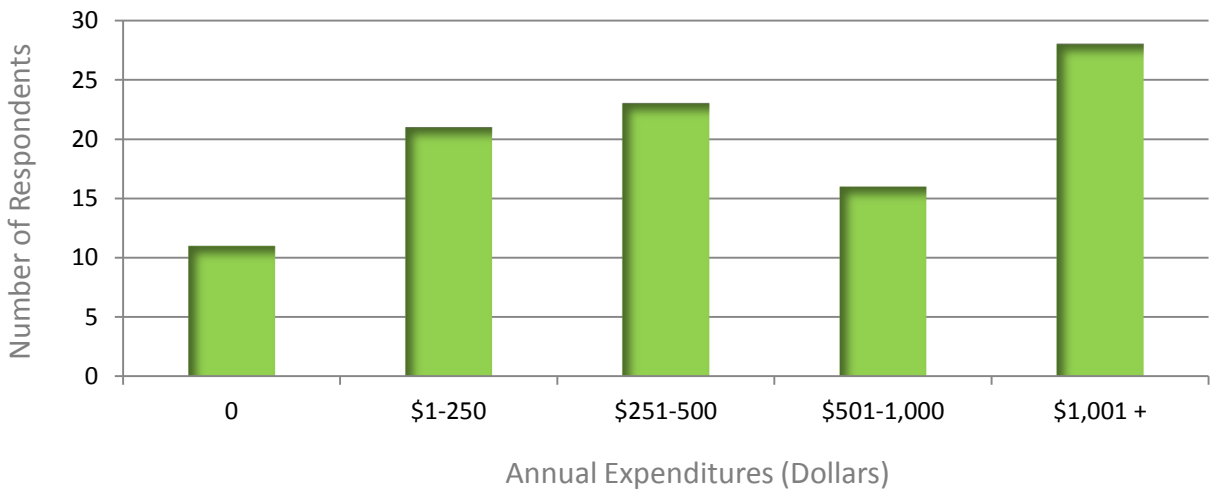
Pump-Out



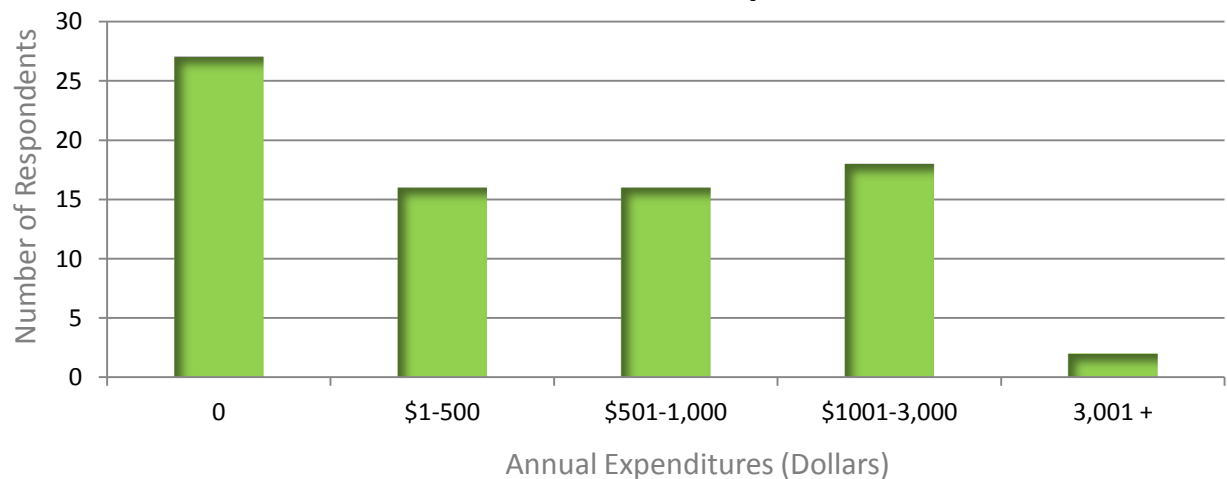
Chandlery (parts, equipment, clothing)



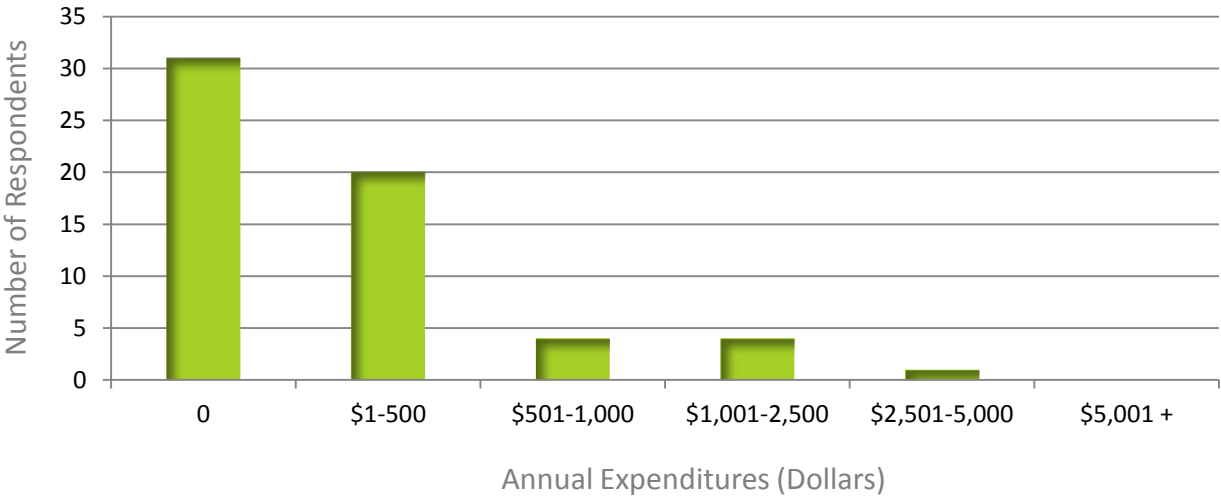
Restaurants/Bar



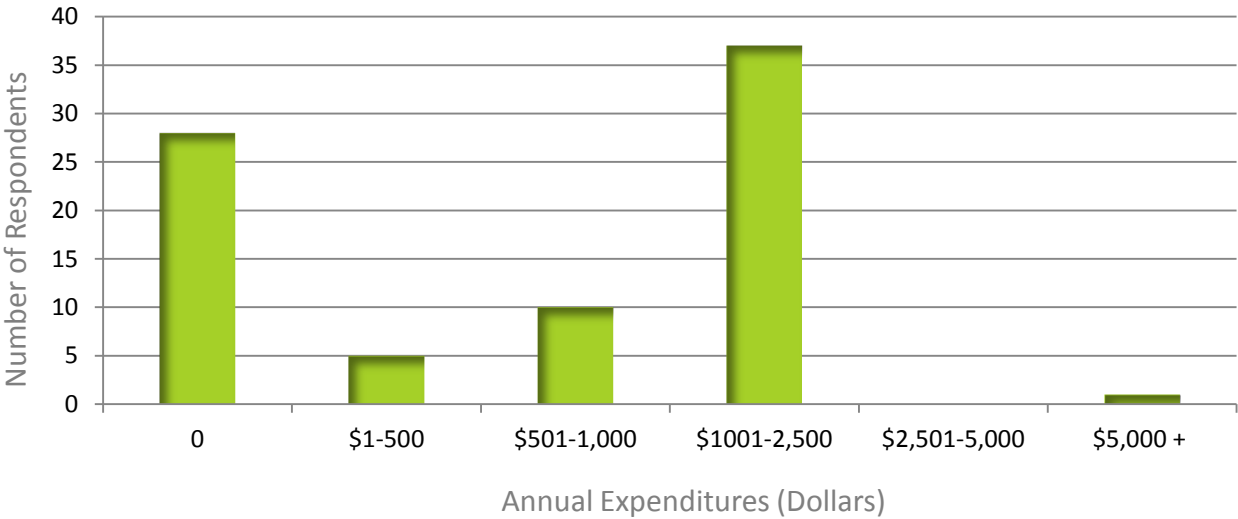
Repairs/Service/Maintenance



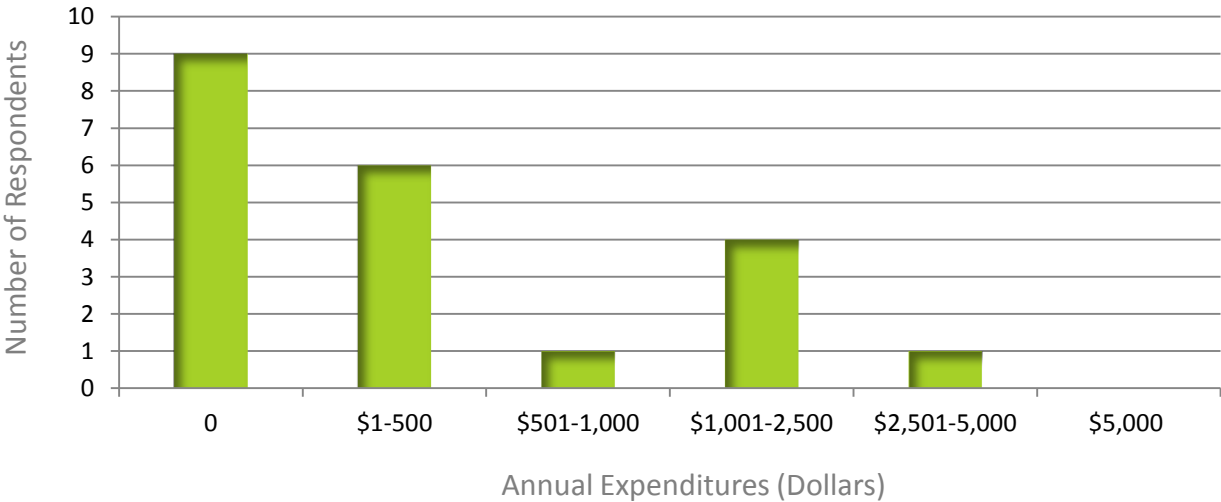
Haul Out & Launch



Winter Boat Storage




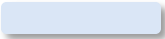
Other



6. On a scale of 1 to 5, rank the importance of these dockside services at the Port Credit Harbour Marina (1 not being important, and 5 being important).

	1	2	3	4	5
Fuel	17%	4%	14%	15%	51%
Pump Out	18%	6%	15%	13%	48%
Chandlery	10%	8%	23%	24%	36%
Restaurant/Bar	9%	10%	19%	20%	42%
Repairs, Service and Maintenance	13%	12%	22%	19%	35%
Haul-Out and Launch	16%	5%	17%	11%	51%
Winter Boat Storage	22%	7%	14%	13%	44%
Laundry	20%	17%	27%	15%	21.3%
Showers	16%	12%	15%	21%	36%
Boat/Yacht sales and display	28%	16%	25%	17%	12.5%

8. Do you visit the boat shows held at Port Credit Harbour Marina?

		Response percent	Response total
Yes		76%	179
No		24%	58

9. What events do you enjoy at the marinas and/or what would you like to see held at the marinas?

Present enjoyment:

- In-water Boat Show
- Boater training/seminars
- *“Boating seminars; boat handling, navigation, man overboard training, VHF training etc”*
- Regattas
- Festivals with live music and buskers
- Arts and Crafts Markets

Suggestions for the future:

- More social/community events
- Open a market
- Host an international paddle race
- Bring back Poker Runs

“More festivals celebrating local food, history, culture and milestones (in the past and in the future), restoration activities along the shoreline and in parks are an exciting opportunity, as are “exploration events” such as a waterfront tour by canoe/kayak, community bike ride, night “ghost” history tour and music/artistic festivals.”

10. What facilities or services would you like to see surrounding the marina (i.e. more stores, restaurants, parks/green space, etc)?

- More green space and vegetation, restaurants with outdoor patios, shopping opportunities as well as an increased number of washroom facilities.

“Combination of entertainment venues (restaurants, live music), shopping, green space, waterfront living and live/work space.”

“More restaurants along the water. We have a huge waterfront and we only have one restaurant on the water and it's not even on the lake, it's technically on the Credit River.”

- Improved marina building aesthetic to create a modern facility
- Sail-up restaurants (such as Snug Harbour)
- Enhanced trail network near the waterfront
- Bike share station
- Weekend markets

11. Please tell us what you like most about other marinas that you have visited

Oakville Power Boat Club	<ul style="list-style-type: none"> • On-site winter storage • Clubhouse Facilities • Shower & Laundry • Fuel • Restaurant
Fifty Point	<ul style="list-style-type: none"> • Green Space and BBQ area • Well maintained docks and facilities • Security • Haul-out/ Winter storage • Restaurants • Slip Space
Port Credit Yacht Club	<ul style="list-style-type: none"> • Restaurant/Pub • Haul Out • Fuel • Children's Area • Pool • Winter Storage • Parking
Lakefront Promenade Marina	<ul style="list-style-type: none"> • Reasonable prices for fuel, docking and winter storage • Well maintained docks • Very well run, clean, organized, cost effective
Bronte Harbour	<ul style="list-style-type: none"> • Welcoming • Slip Space • Amenities • Clean • well Maintained Docks • Green Space • Convenient Parking and Storage
National Yacht Club Toronto	<ul style="list-style-type: none"> • Restaurant • Dock Mooring & Swing Mooring • Facility is pleasant looking
Cobourg Marina	<ul style="list-style-type: none"> • Well maintained washrooms & docks • Central location to town with amenities in walking distance • Haul-out/Winter Storage • Green Space • Restaurants • Slip Space • Showers • Fuel Dock/Pump-Out

"I look for transient docking, fuel dock and pumpout, How close is it to shops for restocking the boat, evening entertainment (bars, restaurants). Clean and friendly facility. Transportation to local tourist sites"

"Marinas must be neat and orderly. Green space for pedestrians and boaters alike. Make sure non boaters have access to the shoreline and it is not fenced off. Only restrict access to the docks."

"...what's important to me is the space and amenities around the marina. Marinas should not be exclusive to boaters...everyone loves to see the boats and enjoy the public realm around them. Marinas should be integrated into the public realm."