

TOWN OF DAVIDSON

Quality of Life Survey Summary

2025



Introduction

This report was prepared by Matthewson & Co., the consultants responsible for this Strategic Planning process. This report is based on the responses collected through the Town of Davidson's Quality-of-Life Survey. While the survey was supported by the Town, the findings and interpretations presented here are ours. The results reflect the voices of community members who chose to participate—they are not a reflection of Council decisions or actions. We encourage you to view this summary as a tool for understanding community perspectives, not as a critique of current leadership.

If you have questions, comments, or additional feedback about this report, we'd love to hear from you. Please feel free to reach out to us directly at anna@smallplacesrock.com

Thank you!



Matthewson
& Co.

We Build Communities

Purpose of This Report

On May 12th, 2025, the Town of Davidson launched a Quality-of-Life Survey for the community. The survey was live until May 26th, 2025. This report is based on the data collected from the quality-of-life survey.

Why Does This Matter to You?

This summary is designed to give you a clear picture of how you and your fellow community members responded to the Town of Davidson's Quality-of-Life Survey. It's an opportunity for you to see what others value, what concerns they've raised, and where there's shared vision or differing opinions. While we do provide recommendations for Council, it's important to recognize that it is not feasible for Council to implement every suggestion. Council must balance these ideas with available resources, timelines, and other priorities. These recommendations are meant to inform decision-making—not to prescribe a fixed list of actions.

Respondent Demographics

**Survey Responses
Received:
165**

**The majority of
respondents were
female, aged 31-40,
and have lived in
the area for 20+
years.**

**93.8% of
respondents
were born in
Canada, 4.9%
were not. Among
the 4.9%, the
length of time
they've lived in
Canada ranges
from 2-34 years.**

**Most respondents have
lived in the area for
over 20 years, but
many have moved to
the area within the last
1-5 years.**

**Not every respondent
answered this question, which
is why the values don't add up
to 100%**

What You Said You Love About Davidson

- Access to health care services
- Proximity to cities and lakes
- Its role as an agricultural hub
- Family connections
- Recreational opportunities
- Affordability



You Would Like to See..

(What you said needs work)

- Improvements to infrastructure (roads and sidewalks, water pressure and water system, accessibility, walking trail improvements, etc.)
- Additional housing and lodging.
- Opportunities for more local/small businesses.
- Additional businesses (another grocery store, general merchandise store, coffee shop/bakery/cafe, etc.)
- Improved communication from the Town.
- Improved community appearance and upkeep.
- A breakdown of how your taxes are calculated.
- More diverse and accessible youth programs.
- Bylaw enforcement.

Recommendations from Matthewson & Co.:

Using the data collected from the Quality-of-Life Survey, Matthewson & Co. analyzed the responses and developed the following recommendations for Davidson Council. These suggestions are intended to help address the concerns raised by community members and to build on the strengths already present in your town.

Please note: this report is advisory in nature. While Council will review and consider these recommendations, it may not be possible to act on every item. Priorities, resources, and long-term planning will all play a role in determining next steps.

Recommendations from Matthewson & Co.:

1. Celebrate and Promote Davidson's Strengths

- Highlight Davidson's proximity to lakes and cities, affordability, healthcare, and family-friendly atmosphere in promotional materials.
- Create a "Welcome to Davidson" package for newcomers, including international residents, to ease integration and showcase local amenities.

2. Leverage Volunteer Spirit and Community Pride

- Host volunteer recognition events to celebrate residents who shop locally, attend events, and give their time.
- Offer mini-rewards or support for resident-led beautification or recreation projects (e.g., community gardens, clean-up days).

3. Boost Arts and Culture

- Collaborate with neighbouring communities and organizations to bring arts, theatre, or performance events to town—based on community interests.
- Expand events like Davidson Days to include local artists, pop-up exhibits, and performances.

4. Infrastructure Investment and Transparency

- Develop and share an Infrastructure or the existing Asset Management Plan focused on roads, sidewalks, water pressure, and accessibility upgrades.
- Launch a "Where Your Tax Dollar Goes" campaign using simple graphics to explain budget spending and show progress on infrastructure improvements.

Recommendations from Matthewson & Co.:

5. Improve Communication and Transparency

- Upgrade the Town's website to be more user-friendly, accessible, and up-to-date with key information (e.g., landfill hours, event calendars, Council documents).
- Use multiple communication channels: Facebook, newsletters, mail-outs, and an opt-in email/text alert system.
- Host regular town hall meetings to review plans, budgets, and gather community input.

6. Enhance Community Appearance

- Enforce clean-up bylaws fairly and consistently, focusing on junked properties and overgrown lots.
- Launch a "Pride in Davidson" program with incentives for clean-up and facade improvements.

7. Address the Housing Shortage

- Conduct a housing assessment to understand current stock and future needs.
- Explore incentives (e.g., tax breaks or land grants) to encourage new builds and infill development.
 - Example: The Town of Moosomin launched a Housing Incentive Program offering \$30,000 to new home builders, supported by federal funding. As of early 2025, they were close to reaching their goal of 43 new homes.

8. Prioritize Healthcare and Services

- Partner with regional health bodies to recruit more doctors and allied health professionals.
- Focus on retaining essential services like the pharmacy and vet clinic, and promote them in newcomer marketing.

Recommendations from Matthewson & Co.:

9. Support Youth and Inclusive Recreation

- Develop a recreation plan that includes programs and facilities that the community is interested in.
- Ensure arts, culture, and youth-led ideas are part of the recreation plan—not just sports.

10. Stimulate Local Business and Economic Development

- Conduct a business retention and expansion initiative to fill identified gaps (e.g., grocery, hotel, café, clothing, vehicle services, sit-down restaurants).
- Inventory vacant properties and promote them as business opportunities with incentives.
- Consider forming a Chamber of Commerce or Board of Trade to support local business collaboration.

11. Address Safety and Emergency Preparedness

- Work with provincial bodies to improve signage, lighting, and visibility at dangerous intersections. (The SGI Traffic Safety Fund is one potential resource.)
- If practical, develop and advertise a plan to use the Town Hall as a warming or emergency shelter, given Davidson's location along a busy highway.

Did We Hear You Right?

This report is based on what we heard from you and your fellow community members, but if you think we missed something important, or if you'd like to share more thoughts, please feel free to email us directly at anna@smallplacesrock.com

