

CITY INFLUENCERS

Survey 28 Results Strategic Plan Priorities

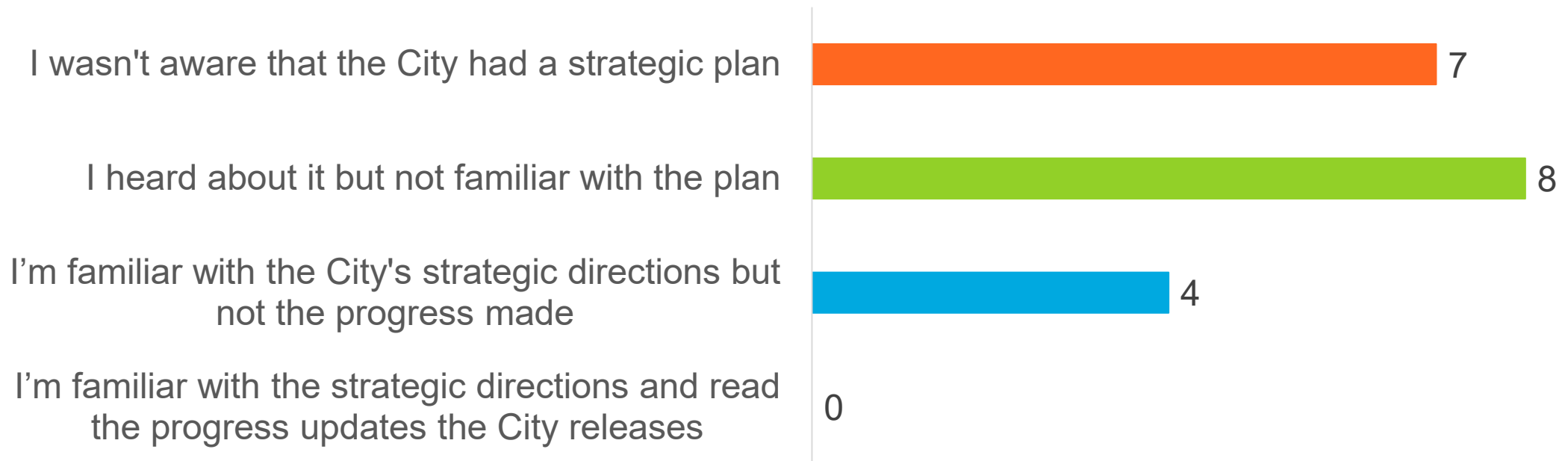
February 2026



Results

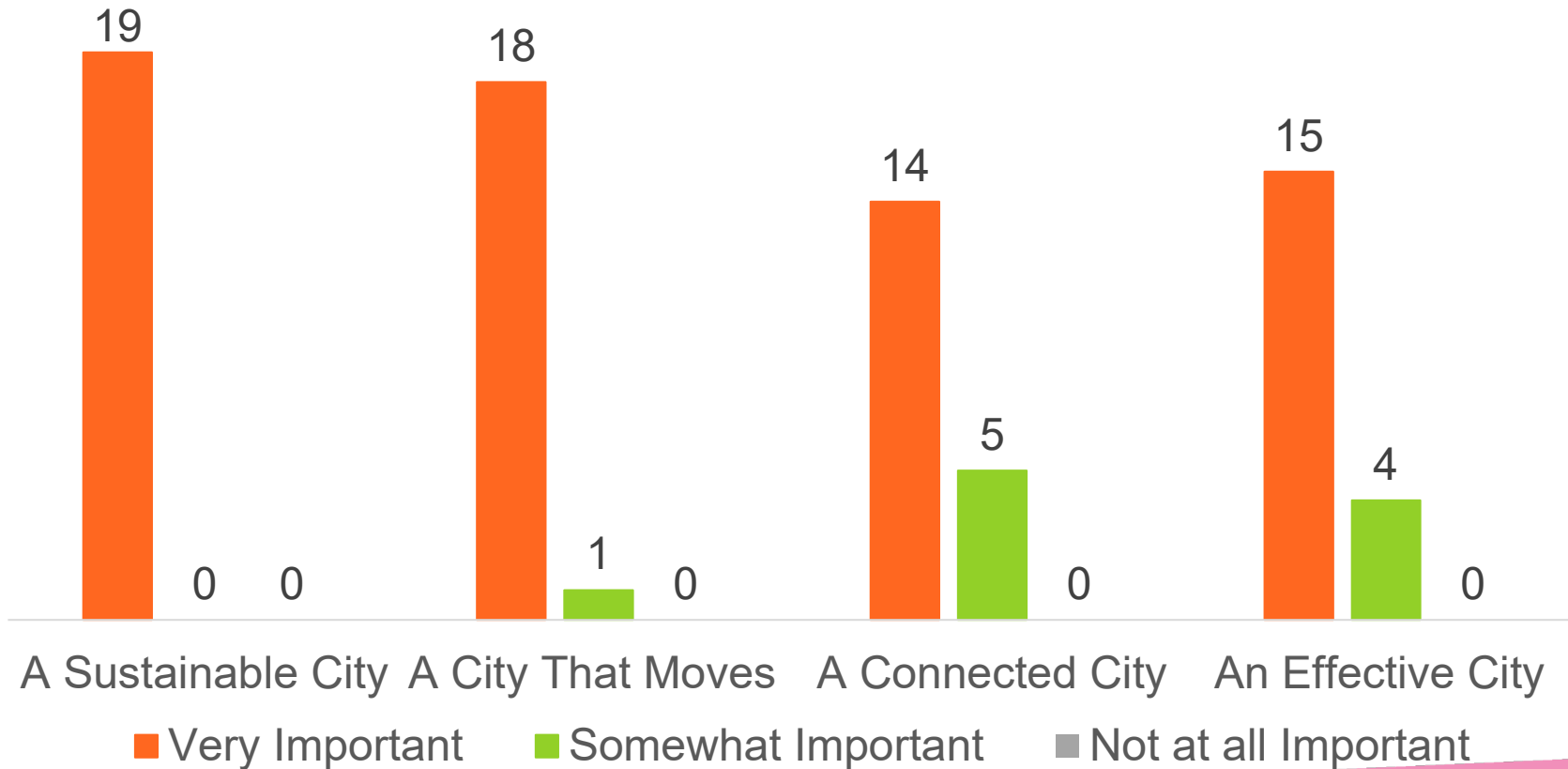
The City of St. John's has committed to four strategic directions within its 10-year strategic plan (2019-2029).

How familiar are you with the strategic plan – Our City Our Future?



Results

How important are the strategic directions to you?



- Majority of respondents indicated all 4 strategic directions are very important to them.
- No respondents indicated a current strategic direction wasn't important.

Results



The City is focused on a variety of goals across the strategic directions. Which of the following goals are a priority for you in 2026? Check all that apply

Goal	# of Respondents
Improve safety for all users on a well-maintained street network	14
Create a sustainable and accessible, low-carbon public transportation system	12
Expand and maintain a safe and accessible active transportation network	12
Develop and deliver programs, services and public spaces that build safe, healthy and vibrant communities	11
Be financially responsible and accountable	9
Work collaboratively to create a climate-adapted and low-carbon city	9
Plan for land use and preserve and enhance the natural and built environment	7
Ensure accountability and good governance through transparent and open decision making	7
Increase and improve opportunities for residents to connect with each other and the City	6

Results

If there was one action the City could take in 2026 to impact one of these strategic directions and your experience living in the City, what would it be? (1/3)

- Protect & enhance city green spaces as mixed use (keep wetlands for climate adaptation/flood control), put in picnic tables for community gathering, and make paths shared use (allow bikes and walking on all paths!!). Invest in planting trees.
- A city that moves (better shared-road use; buses, bikes, etc.)
- Separated bike lanes to encourage other modes of transport.
- Improve walkability especially in winter
- Ensure bus stops are clear and safe. Snow clearing is particularly important at the bus stops.

Results

If there was one action the City could take in 2026 to impact one of these strategic directions and your experience living in the City, what would it be?
(2/3)

- Improve transportation (active and public) to more routes—safe, clean, and intuitive
- Making the metrobus routes more efficient
- Run a proper optimization analysis of the metrobus system
- I would like a better bus/public transport network.
- Develop a city street design guide based on modern best practices, such that when roads are rehabilitated they are automatically updated with bike lanes, wider sidewalks, etc., without needing individual public consult.
- Tackle issues with vacant buildings. Commercial and residential property owners should not be able to sit on vacant properties.

Results

If there was one action the City could take in 2026 to impact one of these strategic directions and your experience living in the City, what would it be? (3/3)

- Investment in harm reduction and supports for the most vulnerable. Would be nice if there was somewhere to report crimes for data collection. Police will never come if someone breaks into your car so no one reports so there is no data to support change.
- A Connected City (3)
- A Sustainable City (2)
- An Effective City

n = 18



Is there anything that is a priority for you that you don't feel is reflected in the City's current goals? (1/3)



- More accessible and affordable housing (this includes more pet friendly housing)
- Newer parts of the city are incredibly car-centric and not accessible by walking, provide little in services within a walking distance. Mixed use, medium density zoning can allow for walkable neighborhoods while maintaining higher per acre property taxes.
- I feel the city could make more affordable and easy changes to existing paths that prioritize mixed-use active transportation. Upgrading trails to mixed use (no need to pave them) would help quickly transform the active transportation network
- Safe sidewalks

Is there anything that is a priority for you that you don't feel is reflected in the City's current goals? (2/3)



- I guess it would be a part of the effective city but focusing on prioritizing snowclearing. The budget increases each year but there's barely an improvement compared to nearby cities.
- I feel as though our streets are too wide. Narrower streets leads to natural traffic calming and slower cars. Also, it leaves more room for density/bike/transport infrastructure in the future.
- Relaxing of zoning regulations. Mixed-use neighborhoods, where business and residential can be mixed, improve the walkability and connectivity of cities. The current approach of piecemeal re-zoning isn't improving the city fast enough.
- Digitization

Is there anything that is a priority for you that you don't feel is reflected in the City's current goals? (3/3)



- Safer community as it's extremely unsafe in St. John's due to the rise in crime and drugs. I used to be able to go for a walk but I don't feel safe anymore. I also feel the city needs to improve transit.
- The Sustainable City direction has a lack of environmental priorities. One huge priority that is not addressed are wildfire prevention strategies. Protection of wetlands in the city is extremely important for wildfire mitigation.
- Focus on the arts and culture sector
- Affordable groceries
- Third Spaces (note: places outside of home and work where people come together)

Results

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Check out the details from
[previous surveys!](#)

