



Appendix D: Public Engagement Summary and Detailed VPS Results

Public Engagement Summary and Detailed VPS Results

The Public Engagement Strategy for the project included the following components:

- Communications and Engagement Plan;
- Rideau Corridor Landscape Strategy visual identity;
- Project-specific website;
- Social media;
- Flickr photo-sharing database;
- Project brochure, InfoBulletin, and advertising
- Web-based videos; and,
- Workshops (Round 1 - Landscape Character Values; Round 2 – Visual Preference Survey).

These components are described in further detail below.

Communications Plan and Engagement Plan

The Communications and Engagement Plan was designed to meet the needs of the project and the expectations of a diverse group of stakeholders spread over a large geographical area. It allowed the Steering Committee to identify those who are already actively engaged in the community and utilize their knowledge and networks to strengthen the effectiveness of the consultation program and assist with implementation.

Rideau Corridor Landscape Strategy Visual Identity

A visual identity had been established and was in use when the project began. This identity was carried forward and used in all the project's communication tools.





Project-Specific Website

The RCLS Project Website was hosted on a new project-specific site, separate from the Parks Canada site, and webpage content was available in both official languages. The site URL was www.RCLS-SACR.ca. Thirteen (13) pages – one language selection home page, one home page in English, one home page in French, and ten pages (five English, five French) for each substantive phase of the project - were created. The project webpages were a primary source of information for all target audiences and the broader public and was kept up-to-date with messages, questions & answers, contact information, notices and news, and documents at each major milestone of the project.

All project webpages were active on the site when it is launched. One paragraph describing the activity in the phase and the approximate timing was provided as a placeholder until the project was actually in that phase and then additional content was added.

The website was designed using a simple interface for ease of navigation and for accessibility needs. Prior to launch, the website was also be tested so that it was browse-able using mobile phone web browsers.

The website also provided the opportunity for online communications with target audiences and the broader public using email and survey tools and served as the portal to the photo/story sharing map (described below). It was the place where stakeholders could link to project-specific social media tools and, in turn, it housed the detailed, background information for stakeholders to access. In short, the website was the hub of project-related information and communication.

Social Media

Face to face interactions were the foundation of engagement; however, social media networks were used in supporting traditional engagement techniques.

Project-specific social media tools were implemented, maintained and monitored. Twitter was recommended to support outreach before and after public engagement events. Two Twitter accounts were created – one in English with username RCLS and one in French with username SACR. Tweets were sent before to each substantive public engagement / phase of work and tweets were also sent after each major activity.

A Quick Response (QR) Code was developed and incorporated into all printed communications. The website URL appeared under the QR Code whenever the QR Code was used.

Flickr Photo-Sharing Database

A geo-database was developed permitting stakeholders to link personal photos and stories to actual locations within the Rideau Corridor, helping to place information collected in context within the physical landscape and increase its value.

To this end, geo-referenced photos were sought from stakeholders. Many photos taken with today's smartphones and digital cameras are automatically geo-tagged with location information. Stakeholders were encouraged to submit existing and new photos of the Canal and Corridor to a photo-sharing database that was launched for this project. Older

photos and those that are not geo-tagged will also be accepted but stakeholders will be encouraged to geo-locate them on a map of the corridor.

For efficiency, cost-effectiveness, and familiarity to stakeholders, the existing free, on-line service Flickr was used to collect and geo-tag photos using the group name RCLS-SACR. In terms of outcomes, at the time this report was issued, there were 11 members of the group and 29 photos submitted, with approximately 10 photos in the administrator's queue pending review/approval for addition to the database. It should be noted that this is a legacy piece for the RCLS and photos can continue to be added to the Flickr database in perpetuity.

Project Brochure, InfoBulletin, and Advertising

At the start of the public consultation campaign, a double-sided (French on one side and English on the other side) tri-fold letter-size advertising brochure was developed and later issued by Parks Canada for reproduction and distribution to key venues along the Corridor. The brochure helped raise awareness of the project and directed stakeholders to the project web site and other project-related social media tools so that they could stay informed and participate. The brochure had a date of 2012, since the substantive public engagement occurred during that year.

InfoBulletins were prepared at each phase of the study that highlighted the work/forthcoming consulting, provided a brief explanation of the study's purpose / goals, and provided the Spokesperson's contact coordinates. The InfoBulletin was distributed to local media (newspapers, radio, television) across the study area by Parks Canada staff.

Advertising in the local media preceded all public engagement events by approximately two (2) weeks. Advertisements were prepared in both official languages. Advertising content was provided to Parks Canada and staff arranged for the advertisements in media across the study area.

Web-Based Videos

Videos were produced by the consulting team aligned to the public engagement events noted in this consultation summary (an existing video was considered suitable to support the public launch of the project and was promoted as such). The videos were approximately 60 to 90 seconds in length; the subject matter of each video comprised a quick update of the project's status and some key prompts to encourage participation in the public consultation. The videos featured Steering Committee Chairperson Doug Struthers who spoke from a prepared script which was authorized by Parks Canada. The audio track of the video was in English and supported with subtitles in French.

The videos were hosted on Vimeo where the one existing video was being hosted, and were accessible from links on the project's website.

Workshops

Two series of workshops were undertaken for the project and comprised the substantive in-person engagement for the project. The workshops were advertised in local papers, on the project web page, through Twitter, and through InfoBulletins.

Each series of workshops were held in locations spanning the geography of the study area. The recommended geographies for staging these events are the Ottawa area, Smith Falls / Merrickville area, and the Kingston area.

Workshop Round 1 – Landscape Character Values

The first workshop series was used to introduce the analysis for the Rideau Corridor Landscape Character Assessment. The workshops dates and locations were:

Tuesday, March 6, 2012: Rideau Valley Conservation Authority, 3889 Rideau Valley Drive, Manotick

Wednesday, March 7, 2012: Merrickville Community Centre, 106 Read Street, Merrickville

Thursday, March 8, 2012: Cataraqui Region Conservation Authority, 1641 Perth Road, Kingston



The team made a Powerpoint presentation about the work completed to-date and feedback was encouraged on the “Initial Landscape Character Typologies” map. Participants were encouraged to provide comments by using special multi-coloured, arrow-shaped Post-It notes or by writing directly on the map.

There were multiple outcomes of Workshop Round 1 including:

- Confirmation of key areas of interest through workshop participants identifying the same areas that the consulting team had identified;
- Identification of key areas of the Corridor based on stakeholders’ perception of heritage/culture, tourism/economy, nature/recreation, or other valuable aspects of the landscape; and,
- A geographic information systems (GIS) database that captured the stakeholder input in digital format.

The visual values as determined through the stakeholder consultation (and as stored in the GIS database) are illustrated on the maps in Appendix B.

Workshop Round 2 – Visual Preference Survey

The second workshop series in 2012 was used to engage citizens / stakeholders in a Visual Preference Survey (VPS). The workshops dates and locations were:

Monday, August 13, 2012: Ottawa City Hall – Jean Piggott Place, 110 Laurier Avenue West, Ottawa

Tuesday, August 14, 2012: Watson’s Mill - First Floor, 5525 Dickinson Street, Manotick

Wednesday, August 15, 2012: Lions Club Hall, Perth Fairgrounds, Arthur Street, Perth

Thursday, August 16, 2012: Kingston City Hall - Memorial Hall, 216 Ontario Street, Kingston

Saturday, August 18, 2012: Portland Community Hall, 24 Water Street, Portland

The team made a Powerpoint presentation about the work completed to-date and feedback was encouraged on visual values through a Visual Preference Survey. The survey was offered in real-time during the workshop using innovate Audience Response Technology, in hard copy format, and via the on-line tool Surveymonkey.com.

The key outcome of the Visual Preference Survey workshops was the effective testing of particular assertions regarding the public preference of particular landscape characteristics. Further details on the VPS approach, implementation, and detailed analysis of findings is provided in Attachment D1.

Attachment D1: Detailed VPS Results

Purpose of the Visual Preference Survey

As part of the Rideau Corridor Landscape Strategy, a Visual Preference Survey was undertaken as a vital component of the landscape character assessment approach to engage local communities, partners, and stakeholders to test particular assertions regarding the public preference of particular landscape characteristics.

Methodology

The visual preference survey was conducted using two techniques to maximize the public feedback: (1) live workshops using audience response technology; and (2) an online survey. Although these two different techniques were used to administer the survey, the essential survey components were the same for both.

The survey comprised 72 photographs representing five different character types along the Rideau Corridor. The photographs were chosen based on the key character types identified earlier in the project with consideration for seasonal differences represented in the photographic survey. For each photograph, respondents were posed the following question "This picture represents what I like to see along the Rideau Corridor". Respondents were then asked to respond by selecting one of five responses: (1) disagree; (2) somewhat disagree; (3) neutral; (4) somewhat agree; or (5) agree.

Approach to Image Selection

Images were selected to help identify the iconic or quintessential features and views of the Rideau that make up its landscape character and which are valued by participants. Many of these are recognizable images of the Rideau that would be familiar to survey participants. Others are of special or unique places identified through earlier public and stakeholder consultation sessions.

To help inform the identification of management issues, some images, either in whole or in part, also contained elements which were identified through the stakeholder process as having a negative impact on the visual character of the Rideau landscape. Some of this imagery such as shoreline erosion or hydro transmission corridors would be obvious to most participants. Other potentially negative elements such as shoreline 'clutter', boathouses, or brightly coloured roofs were identified by some stakeholders as issues to be addressed but may simply be considered part of the landscape by the average resident or visitor to the Rideau.

Live Workshops

Five live workshops were hosted where citizens participated during an interactive forum using Audience Response Technology. This technology allowed the survey to be administered while allowing real-time feedback to keep the audience engaged. The live workshops were advertised through the rcls-sacr.ca website and through Twitter. The workshops were held at the following locations and times:

7:00 p.m. to 8:30 p.m.

Monday, August 13

Ottawa City Hall

Ottawa

7:00 p.m. to 8:30 p.m.

Tuesday, August 14

Watson's Mill - First Floor

Manotick

7:00 p.m. to 8:30 p.m.

Wednesday, August 15

Lions Club Hall

Perth



7:00 p.m. to 8:30 p.m.

Thursday, August 16

Kingston City Hall

Kingston

11:30 a.m. to 1:00 p.m.

Saturday, August 18

Portland Community Hall

Portland

The live workshops provided a valuable, interactive forum for interested parties to learn about the strategy, the landscape character assessment, and provide their input.

The survey was also administered through a special consultation with Parks Canada internal staff.

Online Survey

The online survey was designed and administered using survey monkey web-interface. The survey could be accessed through a link on the rcls-sacr.ca website and was available online from Monday, August 13 through Monday, September 3.

The online survey provided value because it allowed a large number of people to provide input to the character assessment while minimizing the effort of Dillon to administer the survey. It also requires little effort on the part of the respondent because they can participate from anywhere online and they can choose to contribute as much (or as little) as they want. As soon as a respondent began entering responses to the survey their participation was recorded, however they were free to exit the survey whenever they chose so in some instances the survey was not completed.



Participation

During the course of the five public workshops, special consultation with Parks Canada staff, and online survey, 371 responses were received. The distribution of the responses is shown in the table below.

Survey Technique	Responses
Live workshop – Ottawa	12
Live workshop – Manotick	8
Live workshop – Perth	15
Live workshop – Kingston	10
Live workshop – Portland	8
Live workshop – Parks Canada	9
Online	309
Total	371

Analysis

This section provides a summary for each of the 72 photographs evaluated in the survey. The photographs are included along with a summary of the individual responses, overall average score, the consultant's reason for selecting the photograph, and observations.

The overall average score is calculated by assigning a numeric value to each of the available responses and taking an average for all of the completed responses. The numeric values are as follows:

- disagree – 1 point;
- somewhat disagree – 2 points;
- neutral – 3 points;
- somewhat agree – 4 points; and,
- agree – 5 points.

The table below describes the context for selecting the photograph and why the consultants wanted the public's opinion for the particular photograph and the observations / analysis section of the table discusses whether the public's perception of the photograph aligned with the consultant's reason for selecting the photograph.

Rideau Corridor Landscape Strategy

Visual Preference Survey Photo Selection, Survey Results and Observations

Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
Theme: Cultural Heritage			
1 	2.9 [1]	<i>Barriefield, Heritage Conservation District in Kingston</i> - Part of the corridor, overlooking Cataraqui Bay but not directly on the water - Identified at March workshops by some attendees as a 'special place' along the Rideau	As a local Kingston feature Bayfield was not recognized as a cultural resource during the in-person VPS sessions without prompting of what / where it is. Consequently there was a fairly negative response for this image, likely due to presence of overhead wires.

¹¹ A photograph with a higher average score was viewed as more favourable by the respondents and a photograph with a lower average score was viewed as less favourable by the respondents. The mode represents the response that received the most votes for each particular image.



Rideau Corridor Landscape Strategy

Visual Preference Survey Photo Selection, Survey Results and Observations

Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
<p>2</p> 	<p>4.7 [5]</p>	<p><i>Brass Point Swing Bridge</i></p> <ul style="list-style-type: none"> - Identified by a number of workshop participants as an iconic feature of the Rideau 	<p>The positive response for this image suggests that participants recognize and appreciate this cultural resource.</p>
<p>3</p> 	<p>3.7 [5]</p>	<p><i>Farm / Agricultural land</i></p> <ul style="list-style-type: none"> - Farms are a long-standing, historic use in this area - Lack of riparian buffer has resulted in shoreline erosion which suggests better management practices are needed. This aspect might lower level of agreement with this image 	<p>The partial agreement with this image suggests that participants recognized the cultural heritage portrayed by the farm but had concerns over the erosion.</p>
<p>4</p> 	<p>4.4 [5]</p>	<p><i>Historic Stone Arch Dam at Jones Falls</i></p> <ul style="list-style-type: none"> - Considered one of the most iconic features of the Rideau - Significant in terms of the Outstanding Universal Value of the World Heritage Site, connected to the original construction of the Rideau Canal (Level 1 Cultural Heritage Resource) 	<p>The positive response for this image suggests that participants recognize and appreciate this cultural resource.</p>

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Visual Preference Survey Photo Selection, Survey Results and Observations

Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
<p>5</p> 	<p>4.5 [5]</p>	<p><i>Hotel Kenney, c. 1877</i></p> <ul style="list-style-type: none"> - Located at foot of Jones Falls Locks - One of the early vacation hotels along the Rideau and an iconic feature at Jones Falls - Noted as a 'special place' during the early workshops 	<p>The positive response for this image suggests that participants recognize and appreciate this cultural resource.</p>
<p>6</p> 	<p>4.8 [5]</p>	<p><i>Watson's Mill, Manotick, c. 1860</i></p> <ul style="list-style-type: none"> - Limestone former grist and flour mill, now a museum - Located on Long Island, off the main Rideau waterway but a significant landmark in Manotick 	<p>The positive response for this image suggests that participants recognize and appreciate this cultural resource.</p>
<p>7</p> 	<p>3.9 [5]</p>	<p><i>Stone cottage in Merrickville</i></p> <ul style="list-style-type: none"> - Example of the many heritage structures that can be seen along the Rideau 	<p>The partial agreement with this image suggests that participants recognized that this represents a cultural heritage resource although not one of the more 'iconic' features.</p>



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Visual Preference Survey Photo Selection, Survey Results and Observations

Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
<p>8</p> 	<p>4.3 [5]</p>	<p><i>Blockhouse at Newboro Locks, c. 1833</i></p> <ul style="list-style-type: none"> - One of the four remaining stone and timber blockhouses along the Rideau, restored to the 19th century structure - Example of the early fortification structures which are integral to the inscribing of the Rideau Canal as a UNESCO World Heritage Site 	<p>The positive response for this image suggests that participants recognize and appreciate this cultural resource.</p>
<p>9</p> 	<p>4.4 [5]</p>	<p><i>Old Railway bridge at Chaffeys Locks</i></p> <ul style="list-style-type: none"> - Railway bridge and boathouse are landmark structures along this stretch of the Rideau - Bridge is now part of the Cataraqui Trail 	<p>The positive response for this image suggests that participants recognize and appreciate the cultural resources in this image together with the scenic values.</p>
<p>10</p> 	<p>4.7 [5]</p>	<p><i>Tay Canal, Perth</i></p> <ul style="list-style-type: none"> - Image shows the picturesque and historic features of Perth and the Tay Canal together with a canal-side café which illustrates opportunities for modern-day use and enjoyment of the Rideau 	<p>The positive response for this image suggests that participants recognize and appreciate the Tay Canal as a significant cultural resource.</p>

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Visual Preference Survey Photo Selection, Survey Results and Observations

Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
<p>11</p> 	<p>4.5 [5]</p>	<p><i>Smiths Falls</i></p> <ul style="list-style-type: none"> - Panoramic view of the Smiths Falls skyline with landmark historic buildings of the former 19th century mill, re-purposed as the Rideau Canal Visitor Information Centre 	<p>The positive response for this image suggests that participants recognize and appreciate this cultural resource, and the scenic values portrayed in the image.</p>
<p>12</p> 	<p>4.9 [5]</p>	<p><i>Upper Brewers Lockstation</i></p> <ul style="list-style-type: none"> - Example of historic lockmasters house and surrounding picnic grounds which are classic features of the Rideau locks - The extent of managed lawn might lower the level of agreement for this image 	<p>The very high positive response for this image suggests that participants recognize and appreciate the locks as one of the most valued cultural resources.</p>
<p>13</p> 	<p>4.6 [5]</p>	<p><i>Upper Brewers Lockstation</i></p> <ul style="list-style-type: none"> - Example of historic lockmasters house and surrounding picnic grounds which are classic features of the Rideau locks - The extent of managed lawn might lower the level of agreement for this image 	<p>The high positive response for this image suggests that participants recognize and appreciate the lockstations as significant cultural resources.</p>



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Visual Preference Survey Photo Selection, Survey Results and Observations

Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
Theme: Economic / Tourism			
14		<p><i>Housekeeping cottages near Brass Point Bridge</i></p> <ul style="list-style-type: none"> - A longstanding type of local business that supports visitation to the Rideau - Somewhat 'cluttered' in appearance - Management of lawns extends to water with no vegetated riparian buffer 	<p>The low to neutral response suggests recognition of both the positive contributions of this type of business as well as the negative attributes the image portrays.</p>
15		<p><i>Colonel By Drive</i></p> <ul style="list-style-type: none"> - An important transportation route and part of the scenic drive through Ottawa that provides visual and physical access to the Canal - The evolved nature of the road has resulted in a lack of canalside greenspace and riparian buffer along this section, in contrast to other areas of the Rideau 	<p>The relatively neutral response suggests that participants recognize the visual and environmental impacts of the road while appreciating the scenic values that the image portrays.</p>
16		<p><i>Industrial works yard near Smith Falls</i></p> <ul style="list-style-type: none"> - Limited screening of 'industrial' elements from the river - Limited riparian vegetation along shoreline. Erosion evident 	<p>The low score indicates that participants are reacting to the negative attributes of this image.</p>

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Visual Preference Survey Photo Selection, Survey Results and Observations

Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
<p>17</p> 	<p>3.5 [5]</p>	<p><i>Marina</i></p> <ul style="list-style-type: none"> - Important core business for supporting recreational boating on the Rideau 	<p>The neutral to slightly favourable response suggests recognition of both the positive contributions of this type of business as well as the potential environmental and visual impacts.</p>
<p>18</p> 	<p>3.4 [5]</p>	<p><i>Ottawa</i></p> <ul style="list-style-type: none"> - Design of the canalside lands provides physical and visual access to the water - Typical older high rise development in background, or graffiti on bridge might lower support 	<p>The neutral to slightly favourable response suggests recognition of both the positive attributes as well as the negative visual impacts portrayed in this image.</p>
<p>19</p> 	<p>4.5 [5]</p>	<p><i>Kingston Mills</i></p> <ul style="list-style-type: none"> - Representative of typical lock station grounds with interpretive signboard, picnic area, shade trees, and mown lawns 	<p>The positive response for this image suggests that participants recognize and appreciate the economic/tourism values of the lockstations.</p>
<p>20</p> 	<p>4.7 [5]</p>	<p><i>Lock</i></p> <ul style="list-style-type: none"> - Representative of typical lock which supports recreational boating on the Rideau - Algae in water (unintentional) drew some negative comments at the in-person VPS sessions 	<p>The high positive response for this image suggests that participants recognize and appreciate the economic/tourism values of the locks.</p>



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Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
21 	3.6 [5]	<i>Aerial view of Ottawa</i> - Significant development and infrastructure are visible in the form of roads, high-rise buildings and subdivisions - The canal is well buffered with substantial setbacks, green space and natural vegetation	The neutral to slightly favourable response suggests recognition of both the positive attributes as well as the potential negative visual impacts portrayed in this image.
22 	4.7 [5]	<i>Ottawa Locks</i> - Boats in the 8 'staircase' locks in Ottawa - A popular tourist destination - Historic Chateau Laurier and Commissariat Building are visible	The high positive response for this image suggests that participants recognize and appreciate the economic/tourism values of the locks.
23 	4.8 [5]	<i>Parliament Hill</i> - A classic view of the Parliament Buildings, the escarpment slope, the recreational pathway, the Ottawa River and entrance to the Ottawa Locks - from east side of the Canal	The very high positive response for this image suggests that participants recognize and appreciate the Rideau Canal / Ottawa Locks / Parliament Hill as one of the most valued economic/tourism components.
24 	2.2 [1]	<i>Hydro Towers</i> - Hydro line crossing the Rideau in stark contrast to the surrounding natural waterway	Low score indicates that participants are reacting to the negative visual attributes of this image, although the hydro corridor represents an important economic and infrastructure asset.

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Visual Preference Survey Photo Selection, Survey Results and Observations

Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
<p>25</p> 	<p>3.1 [4]</p>	<p><i>Lack of Screening</i></p> <ul style="list-style-type: none"> - Public green space in foreground with manicured lawn to water's edge and limited riparian buffer - Lack of screening vegetation means adjacent construction activities and land uses are highly visible from water 	<p>The neutral response suggests a mixed reaction to the somewhat negative attributes.</p>
<p>26</p> 	<p>4.4 [5]</p>	<p><i>Tay Canal</i></p> <ul style="list-style-type: none"> - Historically important as an economic route for Perth, the Tay is an important recreation and visitor attraction today 	<p>The positive response for this image suggests that participants recognize and appreciate the Tay Canal as an economic / tourism resource.</p>
<p>27</p> 	<p>4.0 [5]</p>	<p><i>Westport – main street</i></p> <ul style="list-style-type: none"> - The Village of Westport is an important economic / tourist destination on the Rideau Lake system, for shopping, cultural events 	<p>The positive response for this image suggests that participants recognize and appreciate historic villages as economic / tourism resources along the Rideau.</p>



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Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
Theme: Natural Environment			
28	 3.3 [5]	<i>Shoreline erosion on Cataraqui River</i> - Shoreline erosion has both a visual and environmental impact - Lack of riparian vegetation and impacts from the wakes of boats are the likely cause	The neutral to slightly positive response suggests a mixed reaction derived from the presence of a naturalistic backdrop to what should be clearly a negative attribute.
29	 4.6 [5]	<i>Limited Riparian Vegetation</i> - Appears to be naturalistic green space however grass is managed close to shoreline edge - There is limited riparian vegetation to serve as a buffer strip	High score suggests that the average participant is not familiar with shoreline management issues, although the scoring of image #28 suggests that participants can recognize erosion as a problem once it has occurred
30	 4.8 [5]	<i>Channel between Newboro and Narrows Lockstation</i> - Dense natural vegetation along shoreline - No development visible	Interestingly the close scores on #29 and #30 suggest that participants are not placing substantially different values on natural landscapes and managed landscapes

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Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
<p>31</p> 	<p>4.4 [5]</p>	<p><i>Between Poonamalie and Smiths Falls</i> -Wetland</p>	<p>The positive response for this image suggests that participants recognize and appreciate wetlands as environmental resources along the Rideau.</p>
<p>32</p> 	<p>4.7 [5]</p>	<p><i>Wildlife</i> - Black Tern (Species-At-Risk) - Image is intended to be representative of wildlife found along the Rideau (the fact that it is a Species-At-Risk is incidental and not likely known to the average participant)</p>	<p>The positive response for this image suggests that participants recognize and appreciate that habitat for wildlife is an important consideration. Species-at-risk wildlife did not emerge during the in-person consultation.</p>
<p>33</p> 	<p>4.7 [5]</p>	<p><i>Cataraqui River</i> - Dense natural vegetation, wetlands along shoreline - No development visible</p>	<p>Similar image and scoring to #30</p>



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Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
34 	2.2 [1]	<i>Colonel By Island</i> - Former lodge & grounds (now vacant) - Managed lawns - Lack of riparian vegetation	Low score indicates that participants are reacting to the overall negative visual attributes of this image. Based on the response to #42 which shows a similar landscape the negative reaction is most likely to the boarded up building rather than shoreline management issues.
35 	3 [5]	<i>Large residence</i> - Visually prominent - Evidence of recent clearing (likely to improve views)	The neutral score suggests a mixed reaction to the management issues that are present in the image (vegetation, removal, prominent building), although with 5 as the most frequent answer these are clearly not well recognized.
36 	4.9 [5]	<i>Duke's Profile</i> - a recognizable cultural landmark and natural feature along the Rideau	The high positive response suggests that the Duke's Profile and other natural rock outcroppings are recognized as important features.

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Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
<p>37</p> 	<p>4.9 [5]</p>	<p><i>Entrance to Morton Bay</i> - Seemingly pristine natural environment - View to Rock Dunder</p>	<p>The high positive response suggests that the Canadian Shield landscape is recognized as important feature of the Rideau.</p>
<p>38</p> 	<p>4.4 [5]</p>	<p><i>Tay River</i> - View of extensive significant wetlands along the Tay</p>	<p>The positive response suggests that wetlands are recognized as important features of the Rideau, although perhaps not as familiar as other areas.</p>
<p>39</p> 	<p>4.9 [5]</p>	<p><i>Lake vista</i> - Classic open-water panoramic view</p>	<p>The very high positive response suggests that the lake systems and unobstructed panoramic views are highly valued features of the Rideau.</p>
<p>40</p> 	<p>2.4 [1]</p>	<p><i>Development setbacks</i> - Cottage / residence very close to shoreline - Pool under construction - Lack of riparian vegetation</p>	<p>The low score indicates that participants are reacting to the negative attributes of this image.</p>



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Visual Preference Survey Photo Selection, Survey Results and Observations

Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
41 	4.6 [5]	<i>Tay Canal</i>	The positive response suggests that the natural environment along the Tay Canal / River is a valued feature of the Rideau.
42 	4.4 [5]	<i>Colonel By Island</i> - Managed lawn to water's edge - Lack of riparian vegetation	The positive score, with 5 as the most frequent response suggests that the management issues present in the image are not well recognized.
Theme: Recreation			
43 	4.4 [5]	Cottage / residence well screened, with stairs on rock	The high score suggests that participants support this type of well placed and screened cottage development along the lake system.

Rideau Corridor Landscape Strategy

Visual Preference Survey Photo Selection, Survey Results and Observations

Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
44 	2.7 [1]	Cottage / residence with significant clearing and man-made beach	The low score suggests that participants do not support this type of development along the lake system.
45 	4.5 [5]	Cycling on the recreational pathway	The high score suggests that participants support public lands / recreational trails along the Rideau.
46 	4 [5]	Kayaking in Cataraqui Bay	The high score suggests that participants support canoeing / kayaking as a recreational activity on the Rideau. A somewhat reduced level of agreement is likely as a result of the presence of the tennis 'dome' and high-rise buildings under construction.
47 	4.8 [5]	Locking through	The high score suggests that participants value the system of locks that support recreational boating on the Rideau.



Rideau Corridor Landscape Strategy

Visual Preference Survey Photo Selection, Survey Results and Observations

Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
48 	4.8 [5]	<i>Pier at sunset</i> - Fishing on pier - Scenic setting - From Parks Canada website	The high score suggests that participants value fishing as a recreational activity on the Rideau.
49 	3.8 [5]	<i>Waterfront cottage / home</i> - Partially screened with trees - Lack of riparian vegetation and managed lawn to water's edge.	Although 5 was the most frequent response in reaction to this attractive cottage, the somewhat reduced average level of agreement was likely as a result of discerning participants noting the shoreline management issues.
50 	3.2 [4]	<i>Housekeeping cottages</i> - Expansive open lawns - Limited riparian vegetation	Similar to #49 but with somewhat lower average score
51 	2.3 [1]	<i>Marina</i> - A longstanding recreational business that supports recreational boating - Limited vegetative buffers	The low score suggests participants were reacting to the general appearance of the facility from the water and not its recreational or economic values

Rideau Corridor Landscape Strategy

Visual Preference Survey Photo Selection, Survey Results and Observations

Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
<p>52</p> 	<p>4.7 [5]</p>	<p><i>Ottawa Canal</i> - Scenic view of the recreational pathway</p>	<p>The high positive score suggests support from participants for trails and public open space, .</p>
<p>53</p> 	<p>4.8 [5]</p>	<p><i>Parks Canada canoe / kayak dock</i> - From Parks Canada website</p>	<p>The high positive score suggests support from participants for this type of boating activity / facility .</p>
<p>54</p> 	<p>4.5 [5]</p>	<p><i>Parkette in Portland</i> - Attractive lakeside park with gazebo, floral displays, mature trees</p>	<p>The high positive score suggests support from participants for water's edge parkland / public open space,</p>
<p>55</p> 	<p>4.6 [5]</p>	<p><i>Big Rideau Lake vista</i> -Panoramic view from park in Portland (#54) - Power boat</p>	<p>The high positive response suggests that the lakes are highly valued as recreational areas.</p>



Rideau Corridor Landscape Strategy

Visual Preference Survey Photo Selection, Survey Results and Observations

Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
56 	3.0 [4]	<i>Waterfront residential</i> - Well kept homes - Open expanses of lawn with limited riparian vegetation - View of communication tower	The neutral score suggests a mixed reaction with negative responses likely as a result of the cell tower and management issues that are visible in this image.
57 	4.8 [5]	<i>Skating on the Rideau</i> - An iconic activity for Ottawa and the Rideau	The high positive response suggests that the Rideau Canal Skateway is highly valued as a recreational / tourism feature.
58 	4.4 [5]	<i>Victoria Park, Smiths Falls</i> - view from Canal	The positive response suggests that parks along the Rideau Canal Skateway are valued as recreational / tourism features.

Rideau Corridor Landscape Strategy

Visual Preference Survey Photo Selection, Survey Results and Observations

Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis	
Theme: Scenic Views				
59		4.3 [5]	<i>Davis Locks</i> - a classic view on entering the lock	High positive response suggests that participants recognize that locks are valued features on the Rideau
60		4.0 [5]	<i>Along the Long Reach</i> - View in from road	Positive response suggests that participants generally agree that scenic road views are important
61		4.7 [5]	<i>Open water view</i>	High positive response suggests that participants recognize that open water views are important



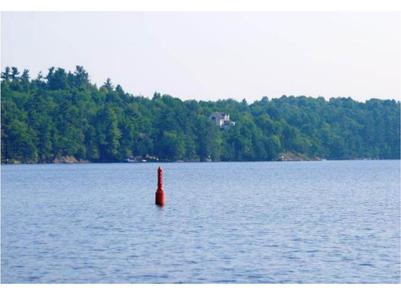
Rideau Corridor Landscape Strategy

Visual Preference Survey Photo Selection, Survey Results and Observations

Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
62 	4.9 [5]	<i>Hogs Back Falls</i>	Very high positive response suggests that Hogs Back Falls is considered an important scenic feature
63 	2.6 [1]	<i>Sign on rocks</i> - placed at eye level and oriented to boaters	Low response suggests this type of signage on natural rock outcroppings is considered a visual intrusion
64 	4.4 [5]	<i>Lake view</i> - selected because of scenic elements as well as prominent red roof, identified by some stakeholders as a visual intrusion	Most frequent response of 5 suggests the average participant was not influenced by the prominent roof, although the average score of 4.4 indicates that some reacted negatively.
65 	4.9 [5]	<i>River view</i> - well vegetated - no development visible	High positive response suggests participants value these type of unspoiled river views

Rideau Corridor Landscape Strategy

Visual Preference Survey Photo Selection, Survey Results and Observations

Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
<p>66</p> 	<p>4.6 [5]</p>	<p><i>Tay River</i> - no development visible</p>	<p>Positive response suggests participants value the landscape of the Tay River</p>
<p>67</p> 	<p>4.2 [5]</p>	<p><i>Cataraqui Bay, Kingston</i> - view of the bay from the shore - lack of riparian vegetation, degraded turf</p>	<p>Most frequent response of 5 suggests the average participant values this view, although the average score of 4.2 indicates that some reacted negatively to the shoreline management issues</p>
<p>68</p> 	<p>4.2 [5]</p>	<p><i>Lake view</i> - Prominent cottage / home visible from a distance</p>	<p>Most frequent response of 5 suggests that the average participant was not influenced by the prominent home although the average score of 4.2 indicates that some reacted negatively.</p>
<p>69</p> 	<p>4.1 [5]</p>	<p><i>Lake view</i> - Prominent boathouse</p>	<p>Most frequent response of 5 suggests that the average participant was not influenced by the prominent boathouse although the average score of 4.1 indicates that some reacted negatively.</p>



Rideau Corridor Landscape Strategy

Visual Preference Survey Photo Selection, Survey Results and Observations

Survey Question Number and Image	Survey Score - Average [Mode] ¹¹	Location and Rationale for Selecting the Image	Observations / Analysis
70 	4.9 [5]	<i>Lake view</i> - Uninterrupted by development	High positive response suggests participants place the highest value on these type of unspoiled lake views
71 	4.7 [5]	<i>View from Foley Mountain</i> - identified as an iconic landmark public consultation	High positive response suggests participants value the view from Foley Mountain
72 	4.4 [5]	<i>Big Rideau Lake</i> - view from Rideau Ferry Bridge - prominent boathouse	Most frequent response of 5 suggests that the average participant values this type of open lake view and was not influenced by the prominent boathouse although the average score of 4.4 indicates that some reacted negatively.

Key Issues and Opportunities from the Visual Preference Survey

Identification of the most-valued and least-valued photographs help to identify key features and values of the Rideau Corridor in order to support more effective planning and management of the Rideau Corridor's landscape into the future.

The five least-valued photographs had an average score of less than 2.4. This average score represents that the majority of people somewhat disagreed with the statement "This picture represents what I like to see along the Rideau Corridor". These photographs (numbered 16, 24, 34, 40, and 51) represented features such as the Industrial works yard near Smith

Falls, hydro towers, marinas, and residential development very close to the Canal. A common theme in all of the “negative” photographs was limited riparian vegetation along the shoreline.

The five most valued photographs had an average score of more than 4.8. This average score represents that the majority of people agreed with the statement “This picture represents what I like to see along the Rideau Corridor”. These photographs (numbered 36, 37, 39, 62, and 70) represented natural features along the canal. All of the “positive” photographs contained pristine environment and uninterrupted views with no man made features; this suggests that non-developed areas are highly valued.