

QUESTION OF THE WEEK, WEEK 2-3 (10-21.1.2024)

NUMBER OF RESPONDENTS: 494

The margin of error is 4 % and thereby the answers are considered to reflect the opinions of the population in Jakobstad.

THE NEW TOWN STRATEGY

In the Question of the Week the residents were asked: *"The town of Jakobstad's strategy, 2017-2024, [\(link to the existing strategy\)](#) can be summarised into the following four goals:*

1. Growth

- 20,000 inhabitants by the year 2020, and a continual growth
- More workplaces, more businesses focused on growth
- Developing the marketing: Jakobstad as a place of residence

2. Keeping the Residents at the Heart of All Fields of Action

- A customer-focused way of working, where digitalisation and modern tools are used to satisfy the needs of customers
- A constant dialogue between inhabitants, businesses, officials, and elected representatives
- An enthusiastic, competent and well-being staff

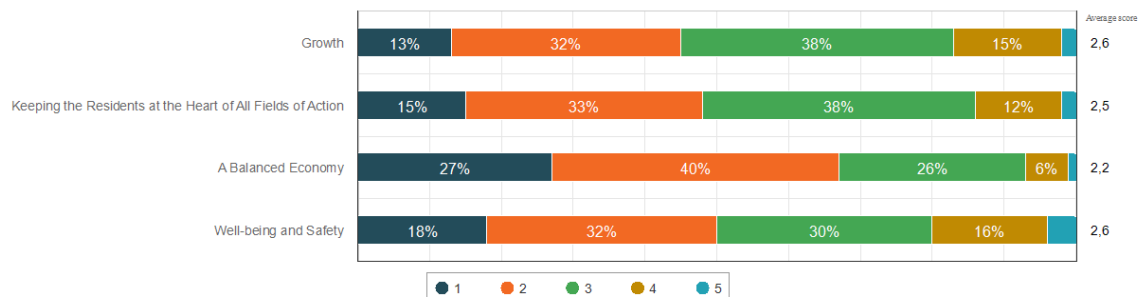
3. A Balanced Economy

- The surplus of the balance sheet should be positive, and the town shall finance investments using its own means
- The town strives to keep the tax at a competitive and sensible level
- The ownership policy should be clearly defined and sustainable, sales and investments shall be done based on the core operations of the town

4. Well-being and Safety

- The town should be a safe, bilingual, and multi-cultural living environment
- More activities for children and youth should be organised to support their involvement and prevent marginalisation
- A comprehensive and sufficient supply of housing for people in all stages of life

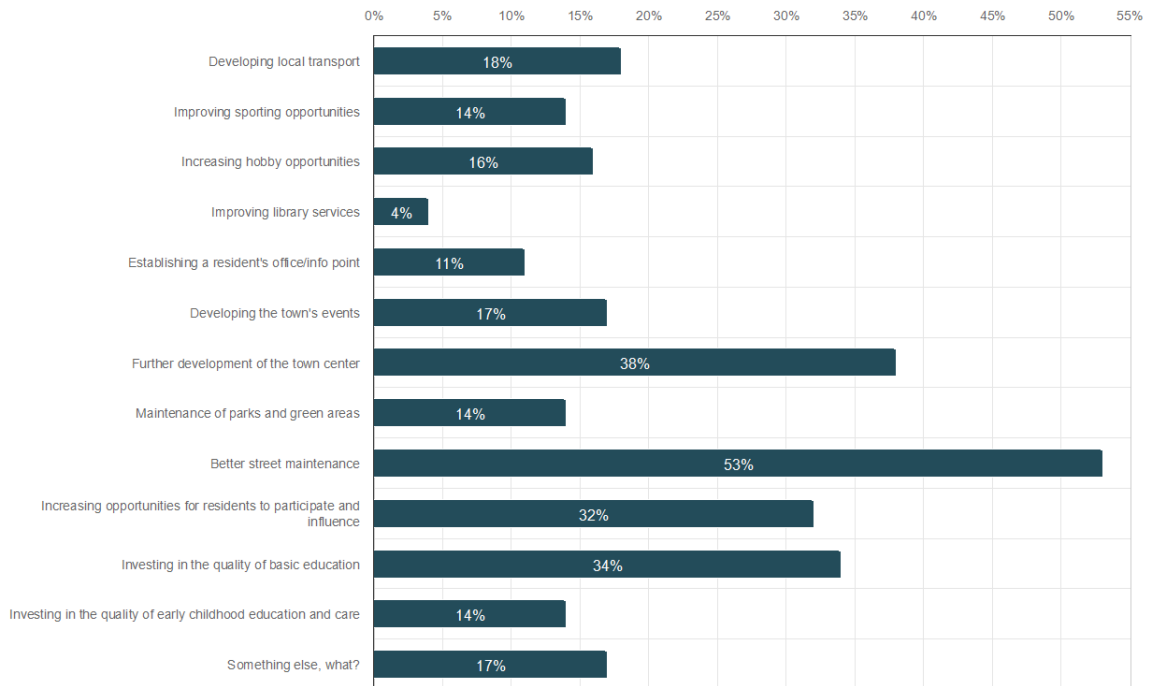
Evaluate how the goals in the town's strategy have been reached during this strategy period (1=very poorly, 2=quite poorly, 3=neither well nor poorly, 4=well, 5=very well)"



The residents were then asked three open questions: *“What have been the most important successes during the strategy period?”*; *“What hasn't been successful during the strategy period? Why?”*; *“What do you think the next strategy (2025-2030) should focus on?”*

The answers to these questions will be addressed during the work on the new strategy.

The residents could also: *“Choose three things, at most, that you think that the town of Jakobstad should invest most in during the coming five years.”*



Finally, this question was asked: *“We would more in-depth like to hear the residents' opinions on the renewal of the town's strategy 2025–2030 and we will arrange a strategy workshop in April 2024. The number of participants in the resident workshop will be around 10–15 and they will be randomly chosen based on some predefined criteria (gender, age, mother tongue and employment situation). The workshop will be held in the evening and will last for around two hours. No prior knowledge is needed. Would you be interested in participating in such a strategy workshop?”*

A total of 95 people gave their contact details and around 10-15 of these will have the opportunity to participate in the strategy workshop which will be organized as early as March 13, 2024, at 16-18. After the draw, the town will contact those who have been selected.

NEXT STEP

The results of this survey will be shared with the consulting agency with whom the town collaborates in the work on the new strategy 2025-2030 and will be considered in the preparation of the upcoming strategy. Residents who participate in the strategy workshop for residents on 13 March 2024 will further be given the opportunity to provide their views and influence the content of the town's new strategy.

More information:

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