

**Economic Development Advisory Committee
Saanichton Business Walk Survey Results**

	Surveys Polled 41	Scale of 1 to 5					N/A	
		1 (poor)	2 (fair)	3 (good)	4 (very good)	5 (excellent)		
Growth of Business Satisfaction			10%	22%	20%	29%	20%	100%
Business Friendliness								
Doing business with local government		2%	7%	24%	37%	10%	20%	100%
Cost of doing business		2%	15%	27%	41%	2%	12%	100%
Signage		12%	15%	15%	39%	15%	5%	100%
Cost of doing business								
Affordability		10%	7%	29%	34%	5%	24%	100%
Employee Housing		17%	22%	22%	7%	5%	27%	100%
Availability of labour/recruiting employees		5%	29%	29%	15%	7%	15%	100%
Transportation								
Location		5%	12%	10%	41%	20%	12%	100%
Staff Parking		12%	12%	7%	37%	27%	5%	100%
Customer Parking		5%	15%	15%	44%	20%	2%	100%
Transit			17%	15%	37%	29%	2%	100%
On site park and ride vehicles		5%	5%	15%	24%	2%	49%	100%
Customer access to your business		2%	2%	12%	41%	29%	12%	100%
Pedestrian safety and movement in Saanichton		15%	27%	7%	22%	17%	12%	100%
Business Outlook								
Opportunity to grow business in Saanichton			10%	29%	37%	10%	15%	100%
Other complimentary businesses		7%	12%	27%	34%	5%	15%	100%

	YES	NO
Do you have plans to expand?	29%	71%

3. What do you feel the Municipality, the Economic Development Advisory Committee could do to help your business thrive?

Support developers by looking to increase housing in the area
 Highway signage (digital) pylon lights up, also street lights in area, nicer appearance roads etc.
 Simple approval for small signs takes too long
 Need more strata commercial space. I would like to own my own my own building
 Could do more to promote the village-Village Association, "shop local", make people aware of resources available. Road Signage
 Be more involved in local hospital and medical board. Need to incorporate hospital in future plans
 Promote the use of local business
 Make bylaws easier for additions
 Pedestrian Crosswalk needs to be improved
 Encourage growth in the area
 Highway signage for Saanichton
 Make more effort to shop local
 Encourage development that brings back young families ie. Affordable housing initiatives and removing barriers to dealign with the municipality for developers
 Traffic lights at Mt Newton and East Saanich - round about
 Streamline application process for development permits and building permits process
 Housing expensive. Length of time for approvals.
 Invest money in educating local residents to support local as a means of remaining sustainable
 To limit some businesses in the small township so that each business can survive
 A vision for Saanichton growth re: population density ex. Generations building
 Allow more business-buildings or taller structures to attract more business
 Cannot afford to pay employees enough to live in the community



Availability of Labour/Recruiting Employees



Average rating: 2.89/5 (58%)
Median 2

Growth of Business Satisfaction



Average rating: 3.85/5 (77%)
Median 4

What do you feel the Municipality, the Economic Development Advisory Committee could do to help your business thrive?

- Support developers by looking to increase housing in the area
 - Promote the use of local business “shop local”
 - Encourage business and residential growth in the area
- Invest money in educating local residents to support local as a means of remaining sustainable
 - Encourage development that brings back young families to the area
 - Highway signage and street lights in area

Doing Business with Local Government



Average rating: 3.55/5 (71%)
Median 4

Cost of Doing Business



Average rating: 3.31/5 (66%)
Median 3

4. Are there successes and obstacles to doing business that haven't been captured?

Welcome committee or program

Mailing of monthly approved building permits

More of a "master plan" for Saanichton Village. Create through frontage and design to have a "village" identity

We need more commercial buildings within Saanichton

Would like to get more involved in municipality. We have to show economics of improved health

Like to build a bond with community

Trying hard to attract doctors in this area. Business taxes rising too fast

Expensive to advertise. Need local information to promote business

No washroom facilities nearby corner of Mt. Newton and East Saanich. Poor lighting at bus stop on East Saanich

Walk around map and play grounds

Saanichton is not well known

Residential growth required to expand business

Council needs to work with other municipalities and consider building from their assets.

Facilitate work force housing. Density is part of the solution

Local government does not have an understanding of the major economic factors of growing the economy and population and encouraging business

Demographic diversity is a challenge. Ongoing aging population, young families don't come here. This limits business growth.

Lack of public transportation in certain areas is an obstacle.

Promotion of village "beautification" has been successful.

Pedestrian safety is very poor at Mt. Newton and Wallace especially at night.

Signage



Average rating: 3.31/5 (66%)
Median 4

Affordability



Average rating: 3.61/5 (72%)
Median 3

Employee Housing



Average rating: 2.47/5 (49%)
Median 2

Staff Parking



Average rating: 3.56/5 (71%)
Median 4

Customer Parking



Average rating: 3.60/5 (72%)
Median 4

Transit



Average rating: 3.80/5 (76%)
Median 4

Do you have plans to expand your business?

71 % NO

29 % YES

	Rating 1 - 5							Surveys	Numeric Average	Median	Weighted Average Rating
	1	2	3	4	5	n/a					
Growth of Business Satisfaction	0	4	9	8	12	33	8	41	3.85	4	77%
Business Friendliness											
Doing business with local government	1	3	10	15	4	33	8	41	3.55	4	71%
Cost of doing business	1	6	11	17	1	36	5	41	3.31	3	66%
Signage	5	6	6	16	6	39	2	41	3.31	4	66%
Cost of doing business											
Affordability	4	3	12	14	2	35	10	45	3.20	3	64%
Employee Housing	7	9	9	3	2	30	11	41	2.47	2	49%
Availability of labour/recruiting employees	2	12	12	6	3	35	6	41	2.89	2	58%
Transportation											
Location	2	5	4	17	8	36	5	41	3.67	4	73%
Staff Parking	5	5	3	15	11	39	2	41	3.56	4	71%
Customer Parking	2	6	6	18	8	40	1	41	3.60	4	72%
Transit	0	7	6	15	12	40	1	41	3.80	4	76%
On site park and ride vehicles	2	2	6	10	1	21	20	41	3.29	3	66%
Customer access to your business	1	1	5	17	12	36	5	41	4.06	4	81%
Pedestrian safety and movement in Saanichton	6	11	3	9	7	36	5	41	3.00	2	60%
Business Outlook											
Opportunity to grow business in Saanichton	0	4	12	15	4	35	6	41	3.54	3	71%
Other complimentary businesses	3	5	11	14	2	35	6	41	3.20	3	64%

Customer Access to your Business



Average rating: 4.06/5 (81%)
Median 4

On Site Park and Ride Vehicles



Average rating: 3.29/5 (66%)
Median 3

Are there successes and obstacles to doing business that haven't been captured in our survey?

- Lack of public transportation in certain areas is an obstacle.
- Facilitate work force housing. Density is part of the solution
 - Demographic diversity is a challenge.
 - Aging population which limits business growth.
 - Saanichton is not well known
 - Welcome committee or program

Opportunity to Grow Business in Saanichton

Average rating: 3.54/5 (71%)
Median 3



41 Saanichton Business Walk Surverys were completed and returned to District of Central Saanich