

District of Central Saanich



Request for Proposal Professional Services

COMMUNITY SATISFACTION SURVEY

1903 Mount Newton Cross Road
Saanichton, BC V8M 2A9
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REQUEST FOR PROPOSALS

PROFESSIONAL SERVICES: *Community Satisfaction Survey*

I. OVERVIEW

The District of Central Saanich is seeking proposals from a professional to undertake the development and execution of a community satisfaction survey in order to obtain feedback from the community regarding their level of satisfaction of services delivered by the District and their opinions on varying initiatives and activities of the municipality.

The consultant will prepare, execute and analyze a survey of residents in the District of Central Saanich, a community of approximately 7,000 households and 17,000 residents and report to Mayor and Council its findings. The survey is expected to provide insight into the areas the District's operations and service delivery require the most or most immediate attention and it will provide feedback on the perceptions of value for those services. The survey will also provide an opportunity for Mayor and Council to receive feedback and a sense of opinions held by the community on various priorities, initiatives and activities being undertaken by the municipality. The consultant will be expected to provide guidance and work with elected officials and staff on the suitability, wording and structure of survey questions and ensure that questions support the overall goals and objectives as outlined within the attached Terms of Reference.

The District of Central Saanich last undertook a community survey in 2016 (see Schedule 'B').

II. PROPOSAL OVERVIEW:

The following information is required and must accompany your proposal:

1. **COVER LETTER:** Provide a cover letter indicating your interest in providing a proposal to develop and execute a statistically valid community satisfaction survey. By signing the cover letter you are representing that you are authorized on behalf of your organization to enter into agreement with the District of Central Saanich and are bound by the terms and conditions within said agreement.
2. **BACKGROUND INFORMATION:** For example, list years in business with a description of your firm including size of firm, location, number and nature of the professional staff to be assigned to this contract, with a brief resume for each key person listed.
3. **EXPERIENCE SUMMARY:** Describe your firm's pertinent experience in providing similar services to the public sector and/or private sector (minimum five years previous experience with proven effectiveness).
4. **APPROACH METHODOLOGY:** Describe the methods of undertaking the required preparation, execution and analysis and a description of how the goals and objectives from this RFP will be achieved.
5. **TIMING:** The proposal must indicate the firm's anticipated availability for the project and a performance schedule, if selected for the project. It is anticipated that a report will be provided to Mayor and Council in early 2020.

6. **ADDITIONAL SERVICES:** Describe additional relevant/unique services offered through your firm.
7. **FEE SCHEDULE:** Please provide a “Professional Services Pay Rate” for each specific professional field that may be required to successfully complete the services identified in the submitted proposal and a “Total All-inclusive Price” for the work. The total all-inclusive price is to contain all direct and indirect costs including all anticipated out-of-pocket expenses. Should additional services be offered in response to the RFP, rates for those additional services are to be provided.
8. **REFERENCES:** Provide a list of three applicable references. Include name, title, and contact information for each reference as well as a brief description of the specific services provided.
9. **CONFLICT OF INTEREST:** In order to avoid a conflict of interest, or the appearance of a conflict of interest, your firm should not engage in any outside activities that are inconsistent, incompatible, or appear to conflict with your ability to exercise independent/objective judgment in the best interest of the District of Central Saanich. Please outline all conflicts of interest that may exist for your firm in relation to providing professional services for the District of Central Saanich.
10. **GOOD STANDING:** Your firm must be in compliance with all levels of government, which specifically includes good tax payment status and good corporate registration status. Additionally, please provide your firm’s legal corporate name and business numbers.

III. GENERAL INSTRUCTIONS

1. The proposal must be submitted in a sealed envelope marked “Community Satisfaction Survey” to the Corporate Officer, 1903 Mount Newton Cross Road, Saanichton, BC V8M 2A9 on or before 3:00 p.m. on **October 18, 2019**. Proposals will not be publicly opened and read.

Proposals will then be forwarded to a Selection Committee established by the District of Central Saanich. The Selection Committee will review the proposals and may develop a list of proposals warranting further analysis. *Proponents are responsible for ensuring that their proposal, however submitted, is received on time and at the location specified.*

2. To be considered, firms should submit a complete response to the RFP with the content in the form requested. Firms not responding to items requested in the RFP or indicating exceptions to such items may have their submittals rejected.
3. The District of Central Saanich reserves the right to reject any and all proposals, or any parts thereof, or to waive any informality or defect in any proposal if it is in the best interest of the District of Central Saanich. All proposals, plans, and other documents submitted shall become the property of the District of Central Saanich. Responses to this RFP are considered public information and are subject to disclosure under the *Freedom of Information and Protection of Privacy Act*.
4. Proponents are responsible for their own expense in preparing, delivering or presenting a proposal, and for subsequent negotiations with the District of Central Saanich, if any.
5. All questions may be directed to the following contact person: Liz Cornwell, Corporate Officer, phone 250-544-4202, email: liz.cornwell@csaanich.ca

IV. SCOPE OF SERVICES

The selected proponent will be required to design, execute and report on the findings of statistically valid survey of District of Central Saanich residents. The design should be based upon the attached Terms of Reference that form an integral part of this RFP.

The Community Survey will assess:

- Public satisfaction with municipal services, inclusive of communication and access to information;
- the perceived value for taxes;
- communication and information needs;
- public needs, concerns, and priorities;
- general community opinions on various activities and initiatives currently or to be undertaken by the municipality; and
- general quality of life.

The successful proponent will:

- Conduct preliminary research
- Help formulate questions and format of survey
- Develop and execute survey, and collect data
- Conduct data analysis
- Prepare final report
- Report to District Council

Proposals must clearly illustrate both understanding and experience in the municipal sector, development and analysis of survey information and statistics, data collection and organization, as well as in report writing and presentation.

V. TERM OF CONTRACT

It is anticipated that the selected proponent will present deliverables, including a final report, to the District no later than January 2020.

VI. EVALUATION AND AWARD PROCESS

Issuance of this RFP and receipt of proposals does not commit the District of Central Saanich to enter into a contract with any party. The District of Central Saanich reserves the right to postpone receipt date, accept or reject any or all proposals received in response to this RFP, or to negotiate with any of the brokers/firms submitting an RFP, or to cancel all or part of this RFP.

By submitting a proposal, the proponent acknowledges that should they be selected, they will be expected to enter into an agreement with the District of Central Saanich using the standard District of Central Saanich Contract, and incorporating all services described in the successful proponent's proposal.

VII. SELECTION CRITERIA

The District of Central Saanich may evaluate proposals using any criteria it considers relevant. Such criteria may include the following:

1. Ability of the contractor(s) to meet or exceed the requirements defined in the RFP;
2. Experience, qualifications, references;
3. Regional reputation and local presence/experience;
4. Fee schedule; and
5. Willingness to think “outside the box”.

IX. INTERVIEWS/MEETINGS

Interviews are optional and may or may not be conducted.

If a meeting/interview is conducted, it is essential that the consultant’s personnel to be assigned to the work, as well as key representatives, be present at and participate in the meeting/interview. A recommendation of the selected consultant may be made to the District of Central Saanich Council. The selected consultant and District of Central Saanich representatives will negotiate a mutually acceptable contract, using the District’s standard form Professional Services Contract.

The selected consultant to this RFP will be required to:

- develop the survey in concert with Mayor, Council and staff through a meeting or series of meetings on commencement of any engagement, and
- attend meetings with Mayor and Council with staff to discuss their proposal, including survey questions, and to present survey results.

Additional technical and/or cost information may be requested for clarification purposes, but in no way change the original proposal submitted.

Note to All Proponents:

This is a request for proposals and not a call for tender or request for binding offers. No contractual obligations will arise between the District and any proponent until and unless the District and a proponent enter into a formal, written contract for the proponent to provide the required professional services.

Schedule 'A'

Terms of Reference

PUBLIC ENGAGEMENT

A Citizen Satisfaction Survey ("Survey") was identified as a 2019 priority of council within its strategic plan. A survey is an important voice for citizens and is an opportunity for citizens to provide input on the District's performance, their satisfaction with civic services and overall quality of life.

Identifying some of the key drivers of resident and business perceptions of quality of life, satisfaction with District of Central Saanich government in meeting the community's needs, and Central Saanich as a place to live or do business, and monitoring these and how they change over time is an important component of the District's strategic planning process and the allocation of resources.

The Survey:

- Provides District Council and Administration with a barometer of citizens' opinions on a variety of aspects of The District;
- Is an important tool for examining the larger picture of citizens' satisfaction, expectations, and overall perceptions of District's programs and services; and
- Allows for benchmarking against established municipal norms from other B.C. municipalities.

The information collected is used by District departments to improve District programs and services. The data is also used as key performance measures in District business plans.

The specific objectives of the 2019 research have been outlined below.

- Identify the issues seen as most in need of attention from local leaders;
- Learn what citizens like best about living in Central Saanich;
- Assess perceptions towards the quality of life in Central Saanich;
- Measure satisfaction with specific services provided within the District of Central Saanich;
- Measure the importance of specific services provided by the District of Central Saanich;
- Determine the incidence of contacting the District and satisfaction with contact experiences;
- Identify preferred methods of receiving information from the District;
- Measure value for taxes and determine preferred funding options (tax increases, service cuts);
- Gauge perceptions of the District of Central Saanich property taxes compared to other greater Victoria municipalities;
- Assess demand for new community projects, services, and facilities;

SURVEY QUESTIONS

Potential Broad Categories

Civic pride and quality of life

Communications

Service delivery and transparency

Environmental performance

Value from property tax dollars

Potential Survey Questions

These questions are based upon the previous syndicated poll and standard questions used in other local government surveys. The successful professional engaged to undertake the development and execution of the survey will provide input on the questions to be asked based upon current standards and trends within local government.

In selecting the questions to be used for the survey, the successful professional will be required to work with staff and Mayor and Council in fine-tuning the objectives of the survey and in the development of the questions prior to the commencement of the survey.

In your view, as a resident of the District, what is the most important issue facing your community, which is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied” how satisfied are you with the overall level and quality of services and programs provided by The District?

What are the top factors contributing to a high quality of life in Central Saanich?

What are the top factors detracting from a high quality of life in Central Saanich?

How strongly do you agree that Central Saanich is a safe community to live in? What are the safety and crime issues of greatest concern to you?

The property tax notice you receive from the District of Central Saanich includes the collection of taxes from other authorities including school taxes and Capital Regional District taxes. In Central Saanich, approximately half of your property tax bill goes to the District to fund municipal services. Considering the services provided by The District, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where “1” represents “very poor value” and “10” represents “very good value”.

Municipal property taxes are the primary way to pay for services and programs provided by The District. Due to the increased cost of maintaining current service levels and infrastructure, The District must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the District to pursue?

I am going to read a list of programs and services provided to you by The District. Please tell me if you think The District should invest more, less or the same amount on the program or service.

Schedule 'B'
2016 Community Survey



Community Satisfaction Survey Report

March 4, 2016

Prepared by:
NRG Research Group

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Executive Summary

Background and Objectives

- The District of Central Saanich is a municipality in British Columbia, located on the Saanich Peninsula on Vancouver Island. The District is located between the City of Victoria and the Swartz Bay ferry terminal and Victoria International Airport. The District is primarily a rural community, which is home to a large number of agricultural operators; the District also has one of the largest light industrial zones in the Capital Regional District. The District of Central Saanich has a population of approximately 16,000 residents in approximately 5,000 households.
- The District of Central Saanich commissioned NRG Research Group to conduct a Community Satisfaction Survey among local residents. The intent of this survey is to provide the District with information regarding the awareness, use, and satisfaction with current service levels, as well as information regarding perceptions of potential future directions.
- The specific objectives of the Community Satisfaction Survey were to:
 - Identify the most important local issues to residents of the District of Central Saanich;
 - Gauge satisfaction with overall quality of life, overall level and quality of services provided by the District, and specific services offered by the District;
 - Understand perceptions of value for tax dollars;
 - Determine the types and sources of information desired by residents, as well as preferred contact method for future contact;
 - Measure reactions to increasing infill or density in the district as well as investment in infrastructure, affordable housing, sports and recreation, and other key services;
 - Gauge responses to alternative strategies of generating revenue for the district, as well as strategies for balancing funding and service levels; and,
 - Identify baseline interest in online voting for future municipal elections.
- The questionnaires, shown in the Appendices, were developed by NRG Research Group in consultation with the Mayor, Council, and key staff members of the District of Central Saanich.

Executive Summary

Issues Agenda and Current Service Levels

- When residents are asked to name the single most important issue facing the District of Central Saanich today, certain themes begin to emerge.
 - Roughly one-quarter (26%) mention an issue related to population density and housing as the most important issue facing the District. This includes comments on development, population density, and affordable housing.
 - Two in ten (21%) indicate that an issue related to agriculture and the environment is their number one concern facing the District today. This encompasses protecting agricultural lands as well as protecting other green spaces, and environmental concerns such as waste management or control of pest species.
 - Another two in ten (19%) mention general concerns with infrastructure or traffic as their most important issue, such as safety on the roads and road maintenance. Additionally, one in ten (9%) mention a specific infrastructure or traffic issue that they are concerned with, typically the Keating Corridor.
- These themes, not surprisingly, are also commonly mentioned when it comes to other important local issues according to residents. General infrastructure and traffic issues are mentioned by 17% in all, and 12% mention an agricultural or environmental issue. That said, four in ten (39%) are not able to list an additional concern that they believe is a top priority.
- When looking at all of these issues taken together, general infrastructure issues are the most common category of concerns (mentioned by 33% of all residents), followed closely by population density and housing issues (32%) and agriculture and environment issues (30%).
- In all, the most pressing issues appear to be safety on the roads (17%) and protecting agriculture and agricultural lands (16%).

Executive Summary

Issues Agenda and Current Service Levels (Continued)

- Residents almost universally rate the overall quality of life in the District of Central Saanich as good or very good, with 98% giving a positive rating.
 - Key reasons for satisfaction with life in the District of Central Saanich include the beauty of the region, quality of the public amenities, and the distinctive rural character. Other commonly-mentioned reasons for believing the overall quality of life in the District to be positive include a peaceful atmosphere, a sense of community, and a sense of safety (including comments on the low crime rate in the area).
 - The few residents who rate the overall quality of life as poor or very poor might cite concerns with the relationships between the District and local First Nations communities, as well as traffic concerns, issues with amenities, and Stanhope Farms as reasons for their dissatisfaction.
- Similarly, a large preponderance of residents (89%) indicate that they are very or somewhat satisfied with the overall level and quality of services provided by the District of Central Saanich.
- Looking at individual services available to residents of the District of Central Saanich, residents also tend to be very or somewhat satisfied with those services.
 - The service with the highest satisfaction level is water and sewer services (84% are very or satisfied), very closely followed by police services (82%). Satisfaction is also high with recreational and cultural facilities (79%), fire services (78%), road maintenance (78%), and traffic management (75%).
 - Two-thirds (68%) are satisfied with sports and recreation programming, though a notable 26% are unable to rate their satisfaction with this service. Six in ten (59%) are satisfied with community planning.
 - The lowest satisfaction score is garnered by public transit (40% are very or somewhat satisfied); that said, more than one-third (36%) are unable to rate this service.
- Considering all of the programs and services they receive from the District of Central Saanich, 78% of residents believe that they get good value for their tax dollars. This includes 54% who believe they get fairly good value, and another 25% who say they get very good value for taxes.

Executive Summary

Issues Agenda and Current Service Levels (Continued)

- Nearly six in ten residents (57%) report having had personal contact with a District of Central Saanich employee within the past year.
 - The majority of these contacts (53%) took place in person, and another 30% took place over the phone. Email, city meetings, mail, and open houses or public consultations accounted for notably fewer interactions.
 - Among those residents who have had an interaction with a District employee over the past year, seven in ten (70%) say they are satisfied with the overall service received.
 - The elements of the interaction that are perceived as particularly positive tend to be staff courteousness (82%), ease of reaching staff (75%), and staff's knowledge (75%). Interaction elements such as staff helpfulness (73%) and the speed and timeliness of service (66%) also receive strong satisfaction ratings.
 - The lowest satisfaction ratings with any element of the interaction with a District employee relate to staff's ability to resolve the issue (rated as satisfactory by 59%).
- Two-thirds (67%) of all residents believe that they receive just the right amount of information from the District of Central Saanich. Nearly three in ten (28%) think that they do not receive enough information, while very few (less than 1%) think it is too much.
- Topics that would be of the most interest for District residents to receive information on include building projects or new developments (80%) and District planning (77%). Information on upcoming events (69%), taxes (66%), parks and recreation programs and events (65%), and financial or budget news (61%) would also be of interest to residents.
- When looking for information about the District, residents often go directly to the source. Nearly six in ten (58%) would go to the District website, while 40% would call the District office. One-third (32%) would conduct a more general web search, and 27% would read the local newspaper for information about the District of Central Saanich.
- Residents generally prefer to receive information by mail (45%) or email (31%).

Executive Summary

Planning for the Future

- Residents express a wide array of reactions when it comes to increasing the infill or density of residential development overall in the District of Central Saanich.
 - One-third (34%) would support increasing infill or population density in the District; the same proportion (34%) would oppose increasing infill or density. Another three in ten (29%) neither support nor oppose the potential increase in population density.
 - Reasons for not supporting an increase in population density or infill in the District of Central Saanich overall include wanting to protect the “rural character” of the area (36%), as well as a desire to protect agricultural land from development (18%). Concerns about an increase in traffic (15%) and current infrastructure being insufficient to support an increase in population density (11%) are also commonly mentioned, as is a general reluctance to change or belief that the current state is fine as it is (10%).
 - Two-thirds (67%) of residents believe that the District should complete a study of infill and/or densification; those in support of increasing density as well as those in opposition and those who have neutral opinions are all fairly likely to support a study being conducted.
- Residents also tend to be divided when it comes to priorities for the future.
 - Two-thirds (66%) of all residents agree that the District should focus development in the urban cores, and nearly the same proportion (62%) agree that an overpass for Keating Cross Road where it intersects the Pat Bay highway should be a top priority. Fifty-five percent of residents agree that the District could do more to make the region more walkable.
 - Sports and recreation facilities and programs appear not to be a key priority. Forty-three percent think that sports and recreation facilities are currently adequately funded; meanwhile, equal proportions agree (24%) and disagree (24%) that there are gaps in current sports and recreation programming. These two statements also receive a high proportion of “don’t know” responses, with 21% unsure about facilities and 29% unsure about programming.
 - Opinions on social and affordable housing are also divided. While four in ten (42%) would support more social and affordable housing units in their neighbourhood, three in ten (30%) would be opposed. Similarly, 38% agree that social and affordable housing should be a top priority for the District while 27% disagree.
 - Residents tend to disagree that the Municipal Hall should receive upgrades within the next five years, with 41% disagreeing and only 20% in agreement.

Executive Summary

Planning for the Future (Continued)

- Residents generally believe that the level of police services in the District of Central Saanich is adequate (75%), with fewer than one in ten (8%) rating the level of policing as inadequate.
 - Those who believe that the level of police services is adequate are most likely to mention that the police force is doing a good job. Other reasons include visibility in the community, prompt service, positive personal experiences with Central Saanich police, and a low crime rate in the District.
 - On the other side of the coin, those who believe police services to be inadequate (or have a neutral opinion) typically indicate that they have little personal contact or involvement with police. They also are likely to say that the police services budget is too high or that there are too many officers for a community of this size.
- Four in ten residents (39%) believe that the Central Saanich police force receives just the right amount of funding from taxpayers. That said, nearly the same proportion (37%) say they don't know, while 16% believe that the force receives too much funding and 8% say they receive too little funding.
- More than one-half (56%) of District residents would support additional funding being allocated to the District's fire department for the purpose of training and skills updates. Nearly one-quarter (23%) would neither support nor oppose this increased funding, while 14% would not be in favour of providing additional funding to the fire department for firefighter training.
- After being presented with a description of current agricultural initiatives in the District of Central Saanich, nearly one-half (46%) of residents indicate that the amount of resources dedicated to agriculture should be increased and another four in ten (41%) think that the amount of funding for agricultural initiatives should stay about the same.
- Similarly, after learning about ongoing environmental sustainability initiatives in the District, roughly one-half (48%) of residents indicate that they believe funding should be increased for environmental sustainability and another four in ten (38%) think that the amount of resources allocated to environmental sustainability should remain about the same.

Executive Summary

Planning for the Future (Continued)

- Of the six options presented for balancing budgetary requirements with revenue levels, residents are most likely to select increasing taxes in order to maintain service levels and contribute to a reserve fund for future projects (24%). Increasing taxes to maintain current service levels but without contributions to a reserve fund is the second most selected option, at 19%.
 - Overall, residents tend to be willing to increase taxes (59% of all residents select an option that would increase taxes) in order to maintain or expand service levels, sometimes paired with the ability to contribute to reserve funds.
 - Fewer than one-quarter (22%) of all residents would prefer an option where service levels were cut, whether to maintain current tax levels or to decrease them. Forty-three percent in all select an option that would maintain current service levels through increased taxes, while 17% choose an option that would allow for expanded or enhanced service levels via an increase in taxes.
- Other options to bring in additional revenues aside from increasing property taxes receive very different levels of support.
 - Corporate sponsorship of municipal programs and facilities is perceived as a viable option, with more than three-quarters (77%) in support of this strategy.
 - More than one-half (55%) would also be willing to entertain the idea of increasing or introducing user fees on programs and services as a means of generating revenue.
 - One-third (34%) would be willing to support collecting gambling revenues such as those from casinos or slot machines in order to boost the District coffers, while 63% would be opposed to this idea.
 - The lowest support is seen for the introduction or expansion of pay parking; two in ten (19%) would support this revenue stream while eight in ten (80%) would be opposed.

Method

Data Collection

Methodology

- The Community Satisfaction Survey was conducted primarily via telephone interviewing, using random digit dialing. Respondents were also given the opportunity to participate through an online survey if they were unable or unwilling to participate by telephone; interviewers collected the respondents' email address and a unique link to the survey was sent by email.
- NRG and the District of Central Saanich also offered an open link to the survey in parallel with the telephone survey. If any District resident missed the opportunity to speak with NRG but still wanted a chance to weigh in, they were able to access the survey through this link. This link was posted on the District's website and advertised in a community newsletter delivered to the District's utility customers.
- A total of 444 households from the District of Central Saanich were surveyed between December 1, 2015 and January 31, 2016. Of the 444 surveys conducted, 300 were by telephone, while 5 responded to an email invitation and 139 participated through the open link. Based on the total population and sample size, the maximum margin of error for the total sample is $\pm 4.6\%$, 19 times out of 20.
- Potential participants were ineligible for the study if they did not reside in the District of Central Saanich (defined as including Saanichton, Brentwood Bay, and the Tsartlip and Tsawout First Nations reserves). As well, anyone with a household member working for the District of Central Saanich (including the Mayor and Council members), or in the fields of marketing research or media, was not eligible to participate.
- To evaluate differences or similarities in responses between subgroups of the public, the results for each question of the survey have been cross-tabulated by key demographic questions, including age, gender, household composition, home ownership, neighbourhood, occupation, household income, and number of years lived in the District of Central Saanich.
- Statistically significant differences in responses between these subgroups are discussed as appropriate in the body of this report.
- The responses to certain open-ended questions in the survey were categorized and coded, with the responses provided in data tables. These are included in this report where appropriate. Verbatim responses to other open-ended questions are highlighted within the report but were not coded due to low response counts.



Results

Issues Agenda and Current Service Levels

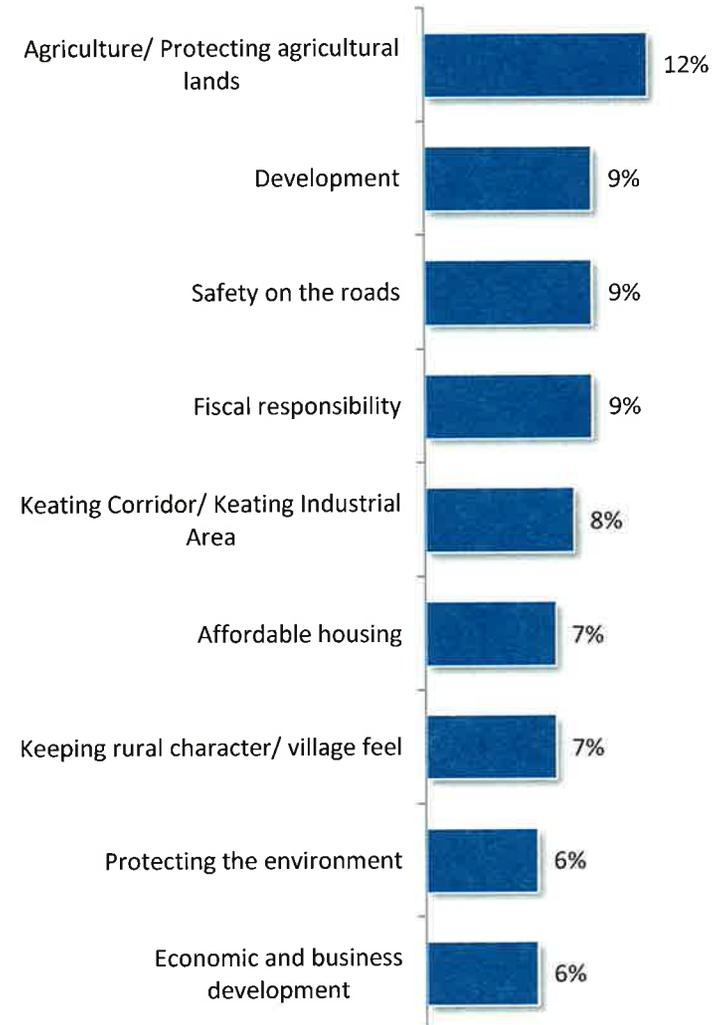
Issues Agenda and Current Service Levels

- The first part of the survey focused on current perceptions of services available to residents, including:
 - The most important issues facing the District today;
 - Overall quality of life in the District;
 - Overall level and quality of services provided by the District;
 - Satisfaction with current services;
 - Perceived value for tax dollars;
 - Satisfaction with district staff; and,
 - Types of information needed, sources of information, and preferred contact methods.

Issues Agenda and Current Service Levels

- When asked to name the single most important issue facing the District of Central Saanich, the largest proportion of residents (12%) say that supporting agriculture or protecting agricultural lands is the biggest current issue.
- Other important issues named as the single most important include development (in a general sense), safety on the roads (including speed limits, traffic management, and potential hazards), and fiscal responsibility (which encompasses responsible budgeting and keeping taxes modest).
- In all, about one-quarter (26%) of the most important concerns mentioned involve population density and housing, while about two in ten each relate to agriculture and the environment (21%) or infrastructure and traffic in a general sense (19%).

Q1. In your view, as a resident of the District of Central Saanich, what is the most important issue facing your community?



Base: All respondents (n=444)

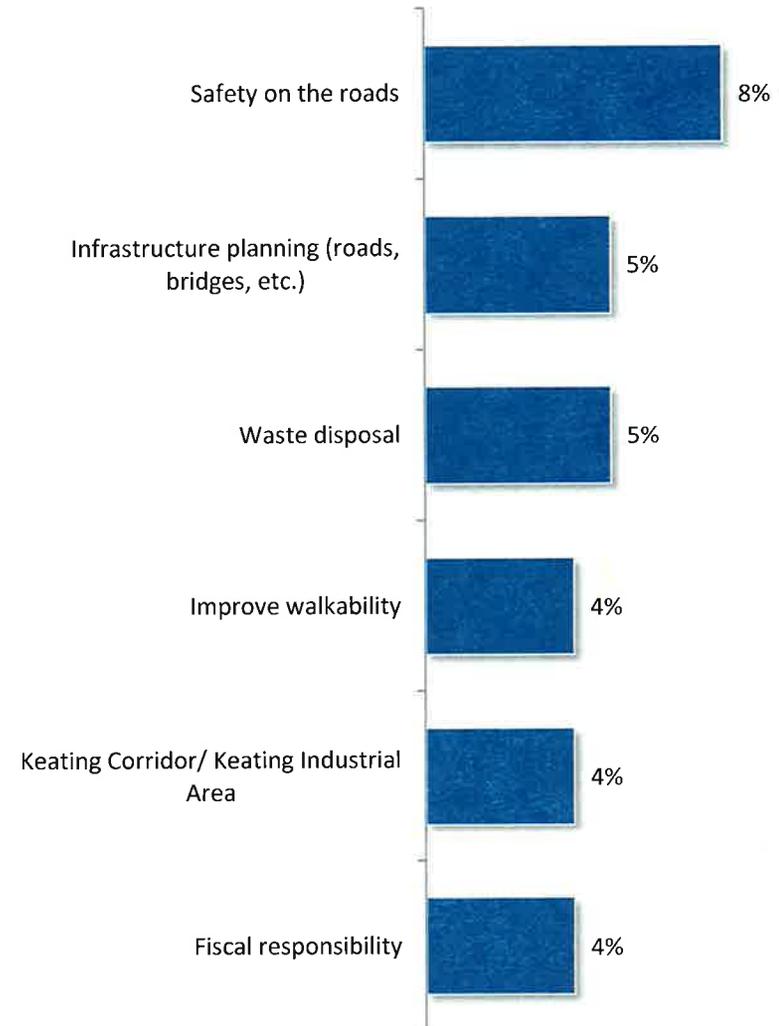
Note: Multiple mentions permitted; only those mentioned by >5% shown

Community Satisfaction Survey

Issues Agenda and Current Service Levels

- When asked to consider other important issues facing the District of Central Saanich, the most commonly mentioned issue is safety on the roads.
- Other important issues named as the second most important include infrastructure planning and waste disposal (which includes requests for a unified garbage pickup strategy, as well as comments on the composting arrangements at Stanhope Farms).
- Walkability (including sidewalks and walking paths), the Keating Corridor area, and fiscal responsibility are mentioned by about 4% of residents as the second most important issues facing the District of Central Saanich.
- In all, nearly four in ten (39%) cannot name a second issue that they believe needs to be addressed urgently in the District of Central Saanich. Seventeen percent in total mention an issue related to infrastructure and traffic, while 12% in total mention an issue related to agriculture and environment.

Q1a. Are there any other important local issues?



Base: All respondents (n=444)

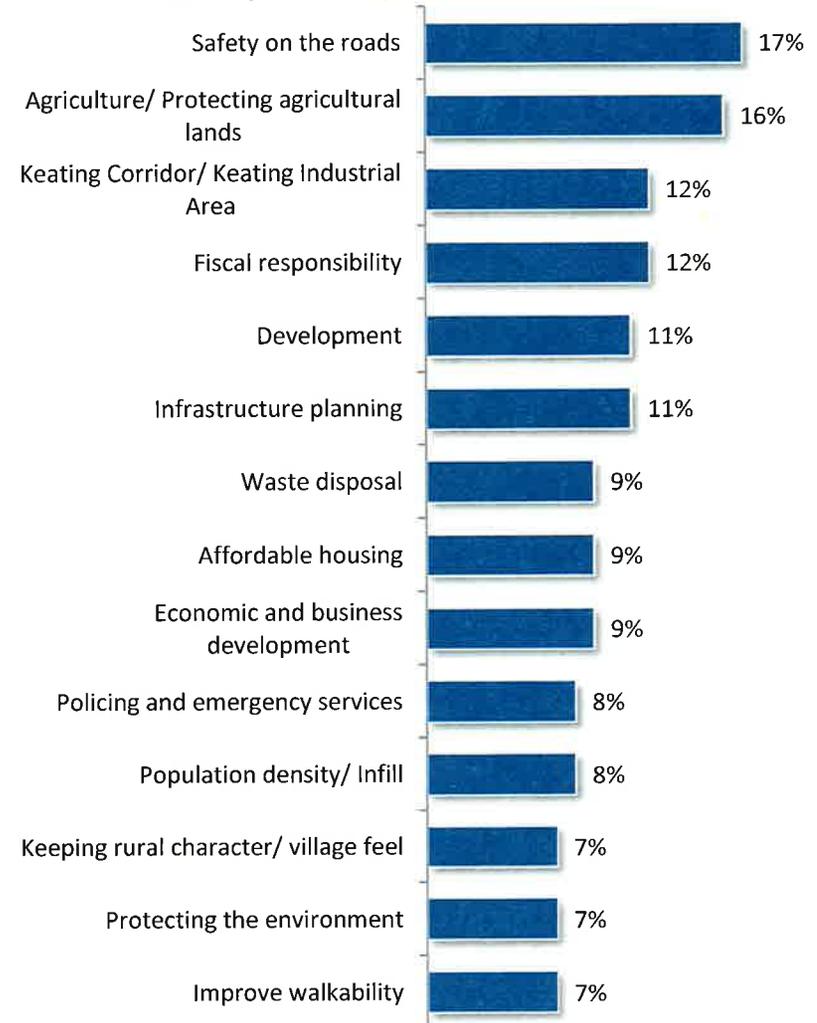
Note: Multiple mentions permitted; only those mentioned by >3% shown

Community Satisfaction Survey

Issues Agenda and Current Service Levels

- Taken together, between the first and second mentions, safety on the roads (17%) and supporting agriculture or protecting agricultural lands (16%) emerge as the top two issues perceived by residents of the District of Central Saanich.
- Other important issues based on all comments combined include the Keating Corridor (12%), fiscal responsibility on the part of the District (12%), development (11%), and infrastructure planning (11%).
- Looking at all of the issues combined, one-third (33%) of all residents indicate that an issue related to infrastructure and traffic in a general sense is among the top issues facing the District of Central Saanich today; another 14% mention a specific infrastructure project (such as the Keating Corridor). Another one-third (32%) indicate that an issue related to population density and housing is on their list of top issues, and nearly the same proportion (30% in total) name an issue related to agriculture and the environment.

Q1/Q1a. In your view, as a resident of the District of Central Saanich, what is the most important issue facing your community? Are there any other important local issues?



Base: All respondents (n=444)

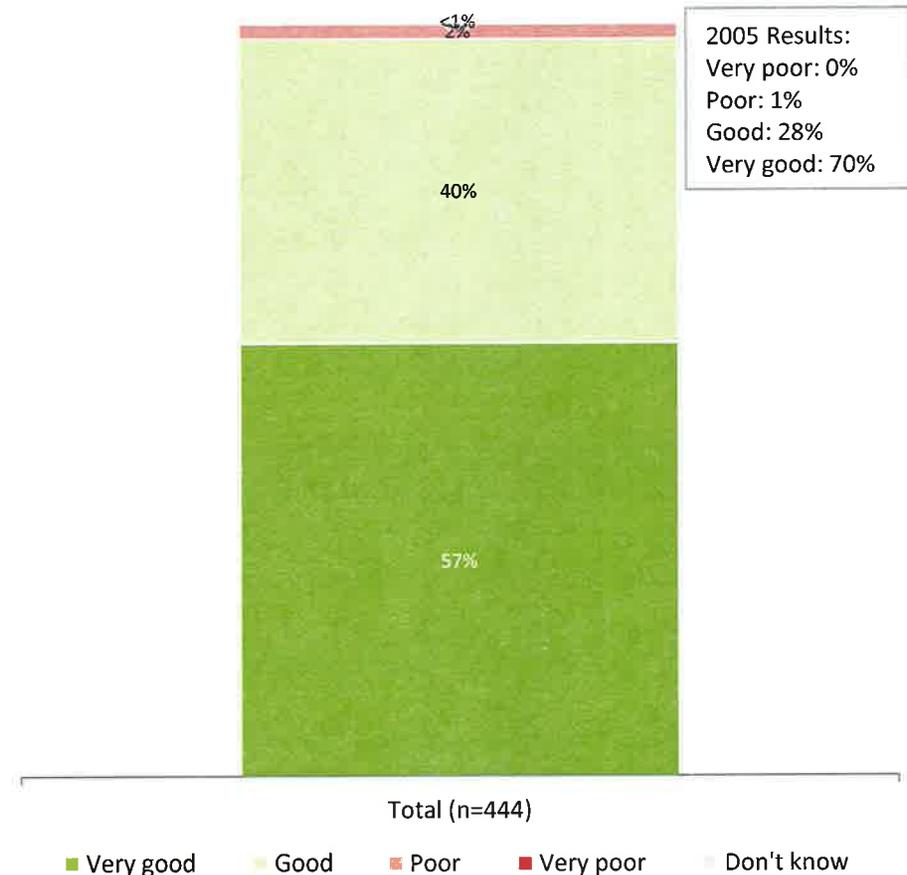
Note: Multiple mentions permitted; only those mentioned by >6% shown

Community Satisfaction Survey

Issues Agenda and Current Service Levels

- Residents of the District of Central Saanich nearly universally (98%) rate the overall quality of life in the District as good or very good. In all, 57% rate the overall quality of life as very good while four in ten (40%) rate the overall quality of life as good.
- Notably, all renters in the area rate their overall quality of life in the District of Central Saanich as good or very good, without exception.
- There are few differences in perception of overall quality of life by age group, gender, or most other demographic categories.

Q1b. How would you rate the overall quality of life in the District of Central Saanich today?



Issues Agenda and Current Service Levels

- Key reasons for satisfaction with the overall quality of life in the District of Central Saanich include the natural beauty of the area, good public amenities, and rural character. A number of residents also mention a quiet and peaceful atmosphere, a sense of community, and a low crime rate as reasons for rating the overall quality of life as good or very good.
- The very few residents who are less satisfied with the overall quality of life in the District of Central Saanich mention concerns with the relationships between the District and First Nations communities, as well as traffic concerns and other issues with amenities and the condition of the District as reasons for rating quality of life as poor or very poor.

Q1c. Why do you say the overall quality of life is good/very good? [SELECTED VERBATIM RESPONSES]

Well, it's just such a beautiful area. There's not a lot of crime, and everything is quite accessible.

I like the small town feel. It's quiet, it's safe, and it's convenient. I can go anywhere within a ten to fifteen minute drive, to go shopping or anything. This is the lifestyle of the area that I love and prefer. It's quiet, it's not dense. There is a low population density and there's still forest, it's fresh air. It's the kind of place that makes me happy.

The quality of life that is here is not completely urban or rural. It is somewhere in between. We do not have the crime like the downtown core has. There are good schools, lots of nice parks, and everything seems to be well-maintained. This area is not like the West Shore.

People are friendly, it is warm here.

Good mix of services to raise family – schools, medical, retail, restaurants, recreation. Love Centennial Park and Rodolphe Park.

Q1d. Why do you say the overall quality of life is poor/very poor? [SELECTED VERBATIM RESPONSES]

It's becoming increasingly more busy, with more traffic due to the Council allowing too much building. The infrastructure cannot support so many more people and so much more traffic.

Taxes are very high, amenities are poor to non-existent. No sidewalks, no street lights, no sewer, no garbage pickup, no municipal yard for waste, roads aren't in good condition, and taxes are high.

Because I live on the reserve and it's like the ghetto compared to other areas of Central Saanich. This isn't by choice.

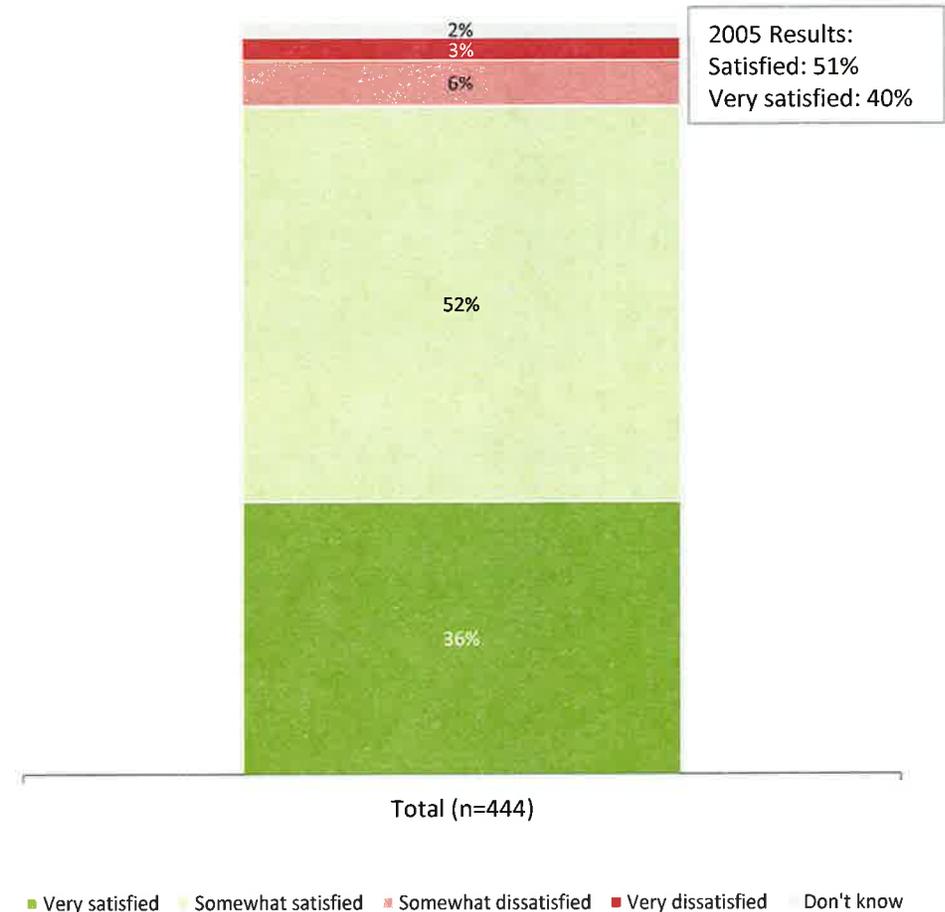
Try living in the Tanner Ridge area and the areas affected by Stanhope Farms' path of stink and ill health, with the District doing little or nothing to help the residents.

Base: All respondents (n=444)

Issues Agenda and Current Service Levels

- Residents tend to be quite satisfied with the overall level and quality of services provided by the District of Central Saanich. In all, nine in ten (89%) say they are very or somewhat satisfied with the level and quality of District services overall.
- Those aged 65 and older (93%) are particularly likely to be satisfied with the services provided by the District of Central Saanich overall.
- Members of two-person households (93%) are also more likely to be satisfied than members of households with three or more people (86%).
- Those who are retired (92%) are considerably more likely than those who are self-employed (80%) to indicate that they are satisfied with the overall level and quality of services offered by the District.
- Long-term residents who have been in the District for thirty or more years (83%) are less likely to be satisfied than those who have lived in the district for ten to twenty years (93%).

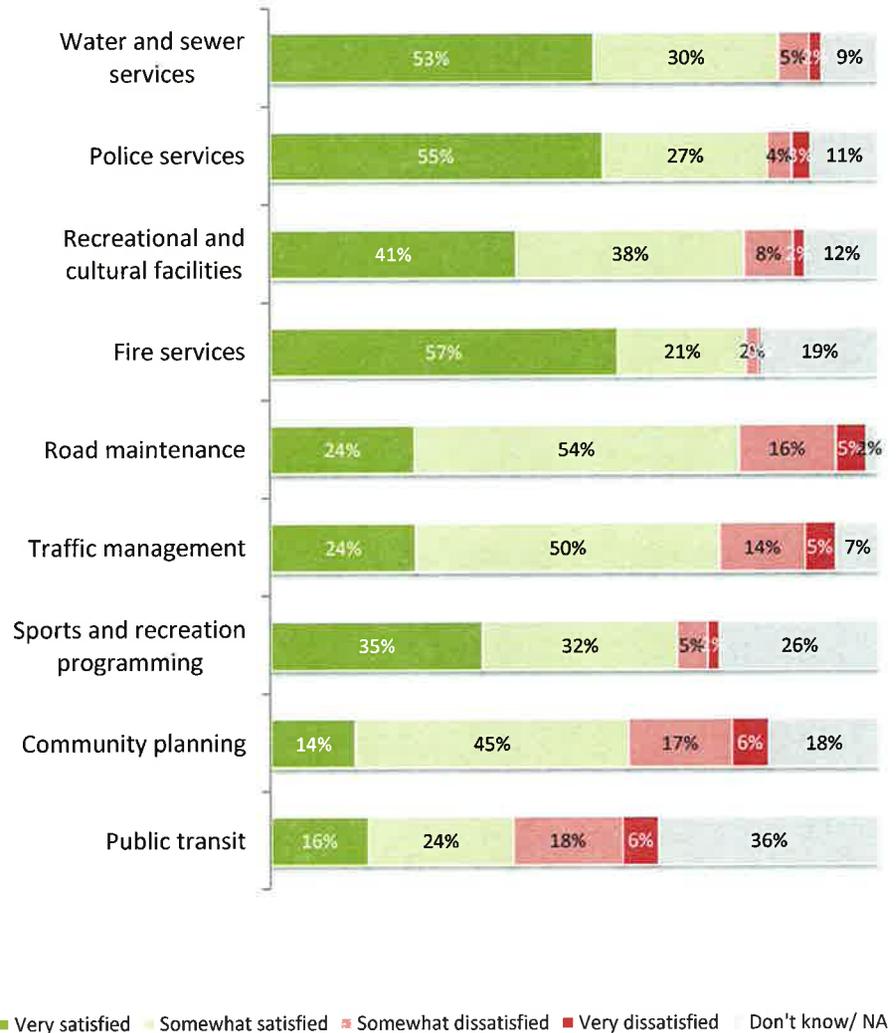
Q2. How satisfied are you with the overall level and quality of services provided by the District of Central Saanich?



Issues Agenda and Current Service Levels

- Generally speaking, residents are satisfied with many of the individual services offered by the District of Central Saanich.
- The service with the highest satisfaction is water and sewer services (84% satisfaction), followed closely by police services (82%). Recreational and cultural facilities (79%), fire services (78%), road maintenance (78%), and traffic management (75%) are also considered satisfactory by at least three-quarters of residents.
- The service with the lowest satisfaction rating, by far, is public transit. Only 40% rate public transit service as very or somewhat satisfactory.
- That said, there are sizeable proportions of ratepayers who are unable to rate their satisfaction with some of these services, including public transit (36% don't know) and sports and recreation programming (26%).

Q3. How satisfied are you with...



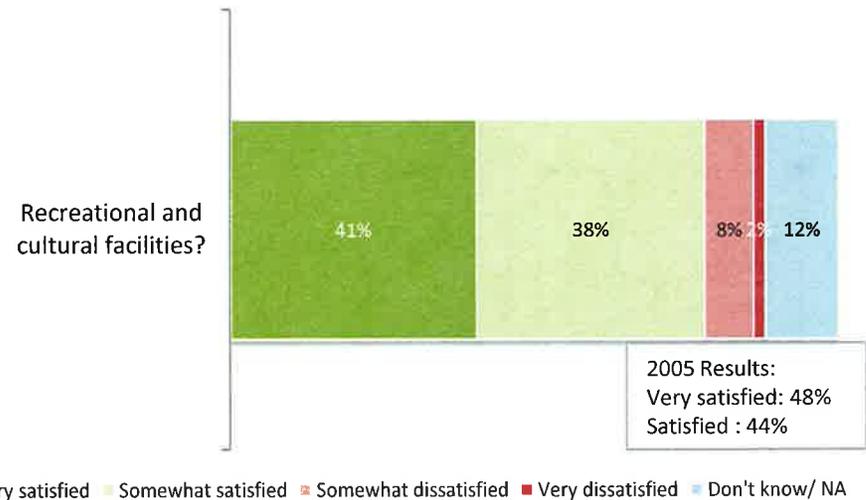
Base: All respondents (n=444)

Community Satisfaction Survey

Issues Agenda and Current Service Levels

- Residents generally give satisfactory ratings of the recreational and cultural facilities in the District of Central Saanich, with 79% giving positive ratings (i.e., 3 or 4 out of 4). One in ten (10%) say they are dissatisfied with the recreational and cultural facilities available.
- Renters (90%) tend to be more satisfied than homeowners (78%) with the recreational and cultural facilities offered by the District of Central Saanich.
- Residents with the highest household incomes of \$120,000 per year or more (69%) are less likely to be satisfied with recreational and cultural facilities than those from other household income levels.

Q3. How satisfied are you with...



Q3a. You indicated that you are not satisfied with recreational and cultural facilities. Can you please explain why? [SELECTED VERBATIM RESPONSES]

I think there is a need for a multiplex. The complex should include a curling facility as they one they have now they are trying to sell.

We don't have any facilities in the District and we have to go elsewhere.

Mainly cultural – Non-Aboriginals need to understand the people.

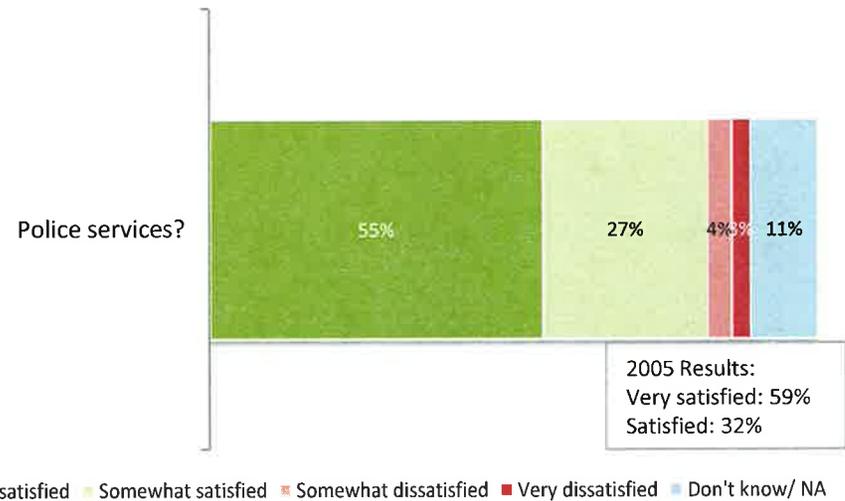
We depend on North Saanich and Sidney for aquatic needs (pool) and ice rink. We depend on Sidney for movies and cultural activities (Mary Winspear). Shopping, except for groceries, is non-existent in Central Saanich.

Recreational facilities are a complement to Central Saanich, and yes, this encompasses Tsartlip. I would like to see a cultural centre like Cowichan. Shares culture through tourism.

Issues Agenda and Current Service Levels

- Police services in the District of Central Saanich are rated as satisfactory by eight in ten residents (82%), including a notable 55% of respondents who are very satisfied. Fewer than one in ten (7%) say they are dissatisfied with the police services available.
- Residents in the V8Z postal code area (89%) are particularly likely to be satisfied with police services relative to those in other parts of the District.
- Those who have lived in the District for thirty or more years (12%) are more likely than those who have spent less time in the District to say they are dissatisfied with police services.

Q3. How satisfied are you with...



Q3a. You indicated that you are not satisfied with police services. Can you please explain why? [SELECTED VERBATIM RESPONSES]

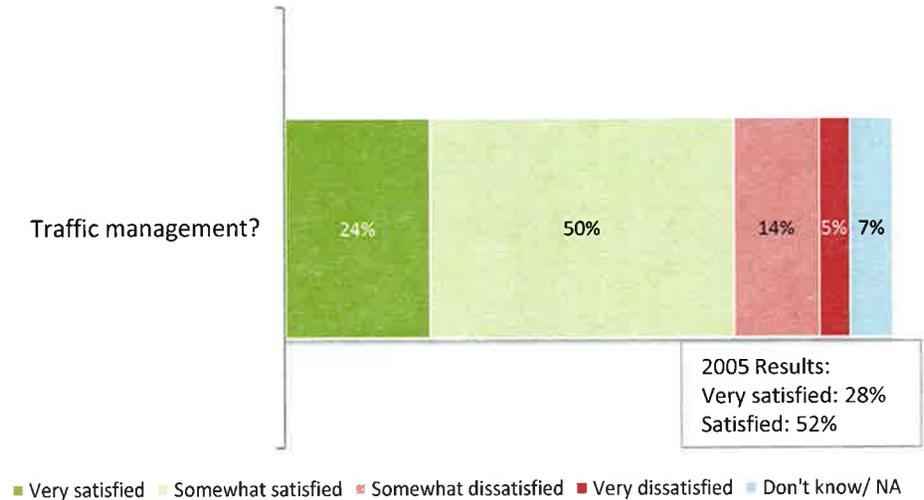
- Cost is too high. RCMP is better value for the money. Seems we spend a lot to change the colour of the cars, but the police still aren't visible.
- Mainly the cost. It's an overkill situation. We don't need a duplication when the RCMP is right next door. The police force takes up one third of the municipal budget. It's too high.
- Because they're individual. They don't communicate. If you have a problem and can't get a hold of Central Saanich police they just refer back. The police force needs to be amalgamated.
- Why do we have such a large/huge police service? They are not able to deal with the reserves or major crimes. Per capita we have more police than any other community in Canada.
- Would like to see more young officers not just semi-retired officers from other jurisdictions. Give some local boys and girls a chance.

Base: All respondents (n=444)

Issues Agenda and Current Service Levels

- Ratings of traffic management are fairly positive overall, with 75% of residents giving a very or somewhat satisfied rating. Roughly two in ten (19%) are dissatisfied with traffic management in the District of Central Saanich.
- There are few differences in satisfaction by age, gender, household composition, neighbourhood, or any other demographic group investigated.

Q3. How satisfied are you with...



Q3a. You indicated that you are not satisfied with traffic management. Can you please explain why? [SELECTED VERBATIM RESPONSES]

Something needs to be done regarding entry to Central Saanich from the Pat Bay highway at both Keating and East Saanich Road. It's dangerous. We're concerned about a traffic light installation at the corner of East Saanich and Mt. Newton Cross Road. This has been an ongoing issue for us, we've talked to the traffic engineer and have had surveys done, but it's a very dangerous crossing. Someone will be killed, it's way over the amount of traffic there.

It seems that some roads have more attention than others depending upon where you live in the District.

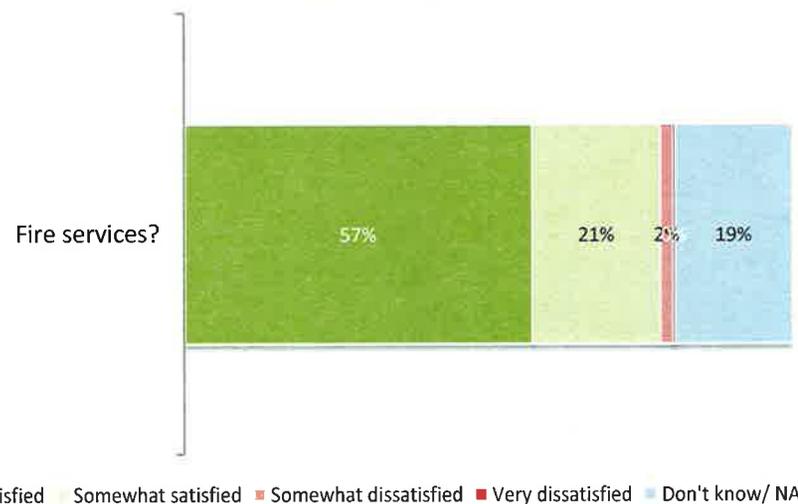
There are not suitable roadways that are wide enough to accommodate cars, bicycles, motorcycles, and runners.

The speeding along side roads. Always concerned with families walking, and schools.

Issues Agenda and Current Service Levels

- Ratings of fire services tend to be quite positive, with 78% of all residents saying they are very or somewhat satisfied with fire services in the District of Central Saanich. Of note, nearly six in ten (57%) indicate that they are very satisfied.
- Those living in the V8Z postal code area (86%) are more likely than those living in other areas to give a rating of very or somewhat satisfied overall.
- Residents with household incomes of \$120,000 per year or more (11%) are more likely than their counterparts with lower incomes to say they are dissatisfied with fire services in the District.

Q3. How satisfied are you with...



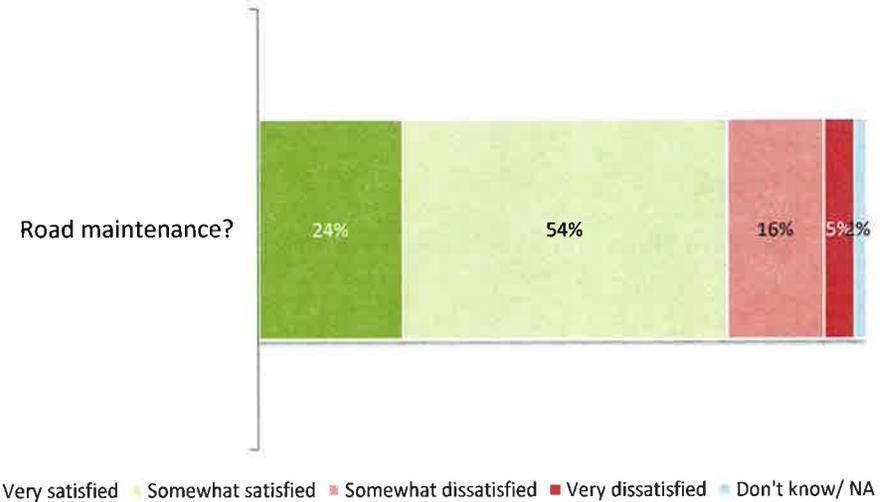
Q3a. You indicated that you are not satisfied with fire services. Can you please explain why? [SELECTED VERBATIM RESPONSES]

- Because we have a brand new fire hall and I don't think it was necessary to build.
- They can't get here within half an hour.
- Spent too much money on a Taj Mahal-like fire hall.
- No sustainable vision for Keating area or Saanichton.
- I am dissatisfied with the fire services because of the cost of the new fire hall. They told us the old fire hall was unsafe but they are still using the old fire hall.

Issues Agenda and Current Service Levels

- Ratings of road maintenance in the District of Central Saanich are fairly positive, with 77% of residents giving a very or somewhat satisfied rating. Two in ten (20%) are not satisfied with road maintenance in the District.
- Long-term residents who have lived in the District of Central Saanich for thirty years or more (31%) are more likely than shorter-term residents to be dissatisfied with road maintenance in the District.
- Those with household incomes in the \$30,000 to \$60,000 range (85%) are more likely than those with incomes of \$120,000 or more (70%) to say they are satisfied with road maintenance.
- There are few differences in satisfaction by age, gender, household composition, home ownership, or neighbourhood.

Q3. How satisfied are you with...



Q3a. You indicated that you are not satisfied with road maintenance. Can you please explain why? [SELECTED VERBATIM RESPONSES]

I see a lot of patching and seal coating as opposed to actual rebuilding of roads.

Certain roads seem to get more upgrades while other busy roads in older residential areas do not get the same treatment, such as Tanner Road.

A number of streets seem to get potholes, and it takes time to repair them.

Many roads are quite bumpy, and the road in front of our house on our side of the road is crumbling apart.

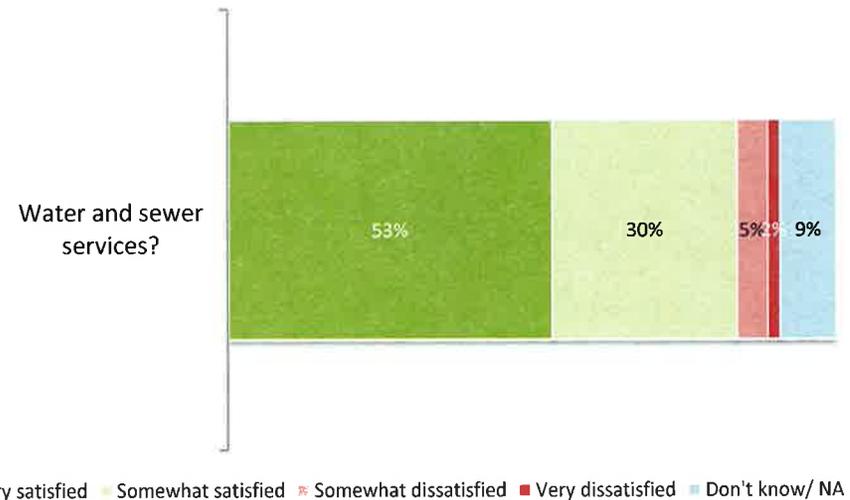
They just need attention. So many road crossings need to be paved properly. They chip seal them which I am not happy about. It's just a band aid.

There is a sinkhole on my street that was repaired three times before they actually fixed it properly.

Issues Agenda and Current Service Levels

- Residents tend to be quite satisfied with water and sewer services in the District of Central Saanich. Eighty-three percent of residents say they are satisfied with water and sewer services, including 53% who say they are very satisfied.
- Residents in the V8Z neighbourhood (92%) tend to be more satisfied with water and sewer services offered by the District than their counterparts in other neighbourhoods.
- Those who are employed (86%) are notably more likely than those in “other” employment categories such as students, homemakers, and people who are not currently employed (63%) to be satisfied with water and sewer services.
- There are few differences in satisfaction by age, gender, household composition, or home ownership.

Q3. How satisfied are you with...



Q3a. You indicated that you are not satisfied with water and sewer services. Can you please explain why? [SELECTED VERBATIM RESPONSES]

Other cities have the water included in taxes or something. Here we have to pay it separately and the cost is too high.

There are septic tanks and am not sure they are all working efficiently.

We just don't even have any. It's not available.

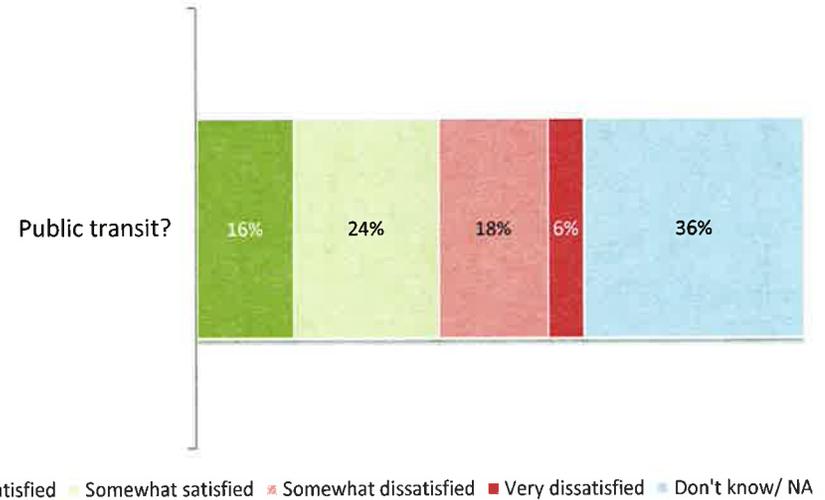
The sewer does not come to my house. I am on a septic system. We are here for many years without sewer services. New developments do have sewer services. If the power goes out, we have a limited sewer system. We have to be very careful as we do not have a gravity-fed field, it is an electrical system.

The amount of water you use, they put it as sewage. If you compare the winter usage to the summer usage, it goes in my garden, not the sewer.

Issues Agenda and Current Service Levels

- Satisfaction with public transit services offered by the District of Central Saanich tends to be underwhelming. While four in ten (40%) are very or somewhat satisfied, more than one-third (36%) of residents are unable to rate their satisfaction with public transit, and another quarter (24%) are not very or not at all satisfied.
- Residents under 65 years of age are more likely to express dissatisfaction with public transit, as are those in households with two or more members.
- Those who have lived in the District for fewer than ten years (16%) are less likely than their counterparts to say they are dissatisfied with public transit, especially compared with those who have lived in the district for twenty to thirty years (28%).

Q3. How satisfied are you with...



Q3a. You indicated that you are not satisfied with public transit. Can you please explain why? [SELECTED VERBATIM RESPONSES]

Transit does not adequately reach all areas of our communities, especially First Nations communities.

We have used transit before, although it doesn't get us anywhere. We continue to pay for transit services through our taxes and yet we have lost service. As a result I seldom take transit anymore.

Poor bus service and connections in the area means I'll always have to use a car.

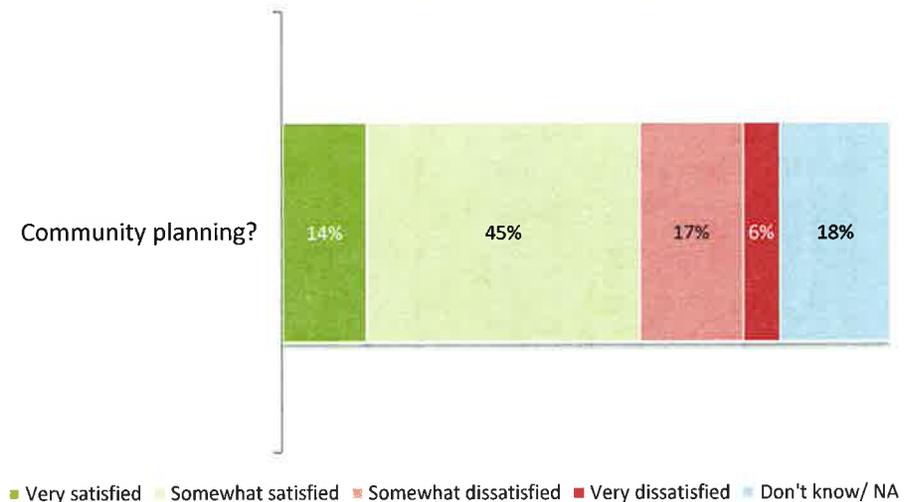
I live on Stelly's Cross Road. Buses run too infrequently to be able to utilize public transit. I would love to take the bus into Sidney or Victoria, but such a round trip takes up the whole day.

I would like to see better service from Brentwood Bay to the ferries and the airport. The buses only come once an hour.

Issues Agenda and Current Service Levels

- Residents tend to be somewhat satisfied with community planning in the District of Central Saanich. In all, six in ten residents (59%) say they are satisfied with community planning.
- Those under 45 years of age (68%) are more likely than their older counterparts to express satisfaction with community planning in the District, especially compared with those aged 45-64 (54%).
- Those who are self-employed (34%) are notably more likely than their counterparts to say they are dissatisfied with community planning.
- Residents with annual household incomes of \$120,000 or more (33%) are similarly more likely than their counterparts to express dissatisfaction with community planning.
- There are few differences in satisfaction by gender, household composition, home ownership, or neighbourhood.

Q3. How satisfied are you with...



Q3a. You indicated that you are not satisfied with community planning. Can you please explain why? [SELECTED VERBATIM RESPONSES]

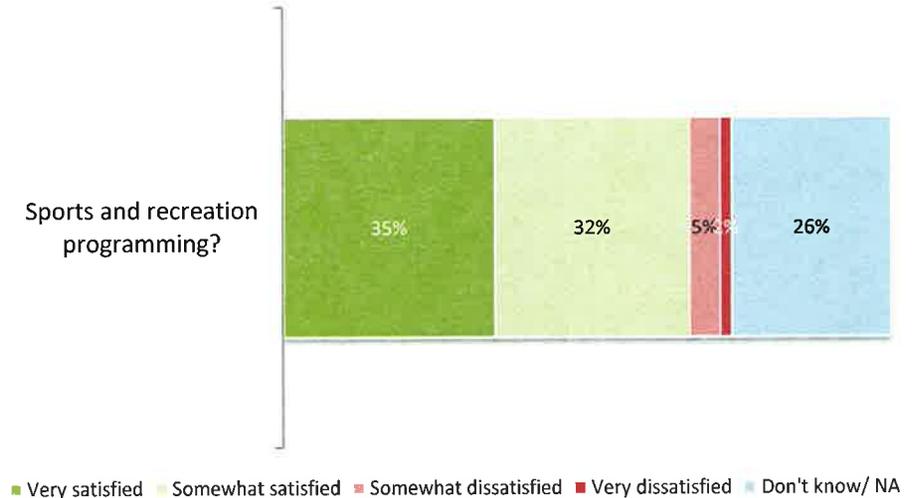
- Because we don't have any input. We haven't heard anything from them. I think they need to include us in the planning.
- I think that for some areas where they have allowed development they shouldn't have, due to the cost of maintaining services to those areas.
- The process is random. It takes too long. Decisions are not satisfactory. There is a lack of long term planning.
- I do not feel that we need to spend \$70,000 to Stantec to tell us what needs to be done to the Keating area, when many residents have already given many ideas and thoughts on the area.
- I think we need to build up more along the core of Keating Cross Road and also living in Brentwood I think the Brentwood Village needs to be built up. There is too much emphasis on the "agricultural rural" character of Central Saanich. Yes, there is some legitimate agriculture in the District, but also a lot of wealthy "hobby farmers" taking advantage of tax breaks.

Base: All respondents (n=444)

Issues Agenda and Current Service Levels

- Residents tend to be moderately satisfied with sports and recreation programming in the District of Central Saanich, with two-thirds (68%) saying they are satisfied.
- Those under 45 years of age (76%) are more likely than their older counterparts to be satisfied with sports and recreation programming, especially compared with those over 65 (61%).
- Women (73%) are also more satisfied with sports and recreation programming than men (62%); members of households with children (80%) are similarly more satisfied than those without (64%).
- Renters (83%), albeit on a smaller sample size, also tend to be more satisfied than homeowners (67%).
- Those who are employed (75%) are more likely than those who are retired (61%) to be satisfied with sports and recreation programming.

Q3. How satisfied are you with...



Q3a. You indicated that you are not satisfied with sports and recreation programming. Can you please explain why?
[SELECTED VERBATIM RESPONSES]

Our children are grown and moving to other places. But we are still stuck in our stagnant rec programs. Looking into the future what is anticipated for young families going forward?

There seems to be nothing on the West side of Central Saanich (i.e., for Tanner Ridge area). At least none that I have found in my first few months living out here.

I find that they seem to be rather crowded and last time I didn't feel that the change rooms were very clean as well.

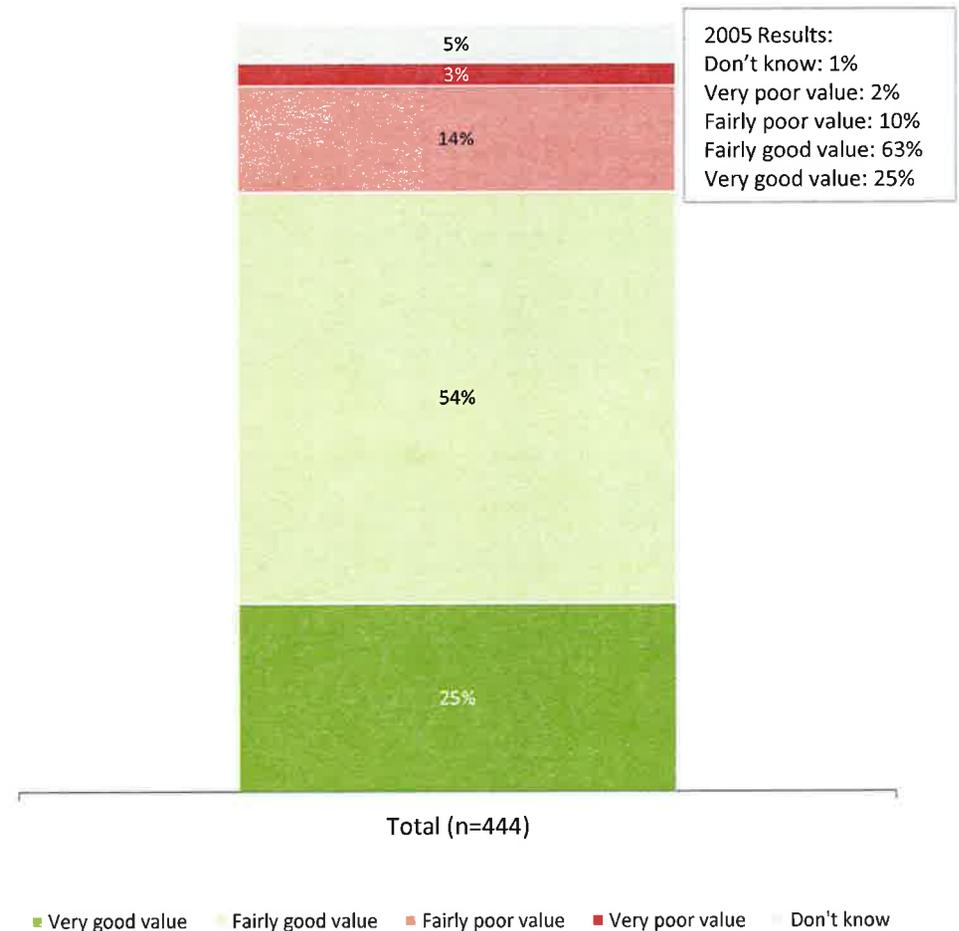
A need exists for more hiking/walking trails, golf course, curling rink, skate park for young people.

I'm just kind of examining what I see here in sports facilities and they are quite limited for the population we have here.

Issues Agenda and Current Service Levels

- More than one-half (54%) of residents believe that they get fairly good value for their tax dollars, and another one-quarter (25%) say that they get very good value for their tax dollars when thinking about all of the programs and services provided by the District of Central Saanich. Only 16% of residents believe that they get poor value for their tax dollars.
- Residents aged 65 and older (88%) are even more likely than their younger counterparts to believe that they get good value for their tax dollars; those who are retired (87%) are similarly likely to perceive good value.
- Members of single-person households (90%) are also more likely than those who live with others to say they get good value for their taxes.
- Residents with a yearly household income of \$120,000 or more (33%) are notably more likely than those with lower household incomes to say they get poor value from their tax dollars.

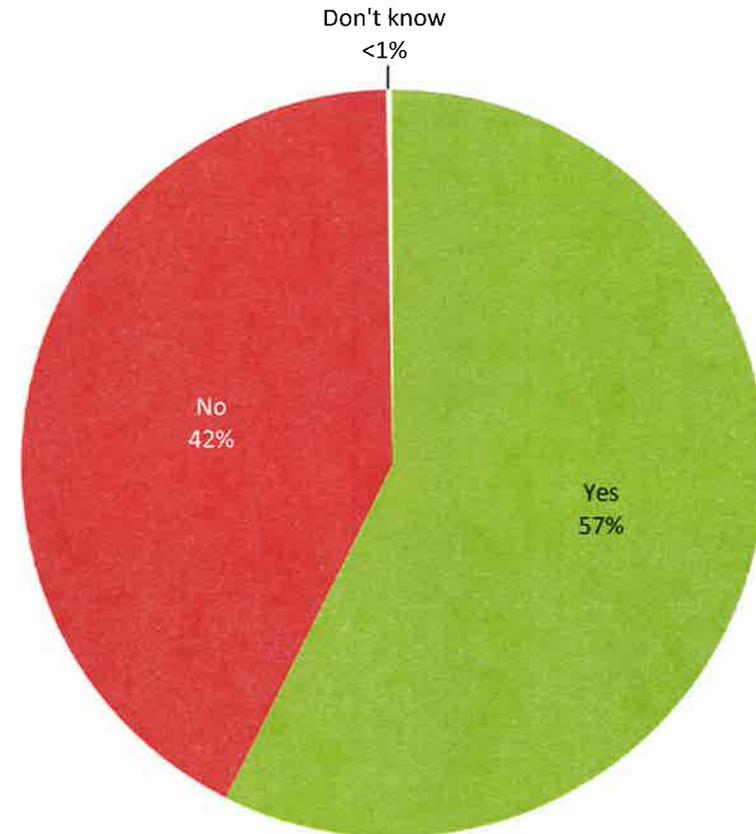
Q4. Thinking about all the programs and services you receive from the District of Central Saanich, would you say overall that you get good value or poor value for your tax dollars?



Issues Agenda and Current Service Levels

- More than one-half (57%) of residents report having personally contacted or interacted with an employee of the District of Central Saanich within the past year.
- Those with household incomes of \$60,000 to \$90,000 (70%) are notably more likely than their counterparts to report an interaction with a District of Central Saanich employee within the past year.
- There are few differences in interaction with District employees by age group, gender, household composition, home ownership, neighbourhood, employment status, or length of time lived in the District.

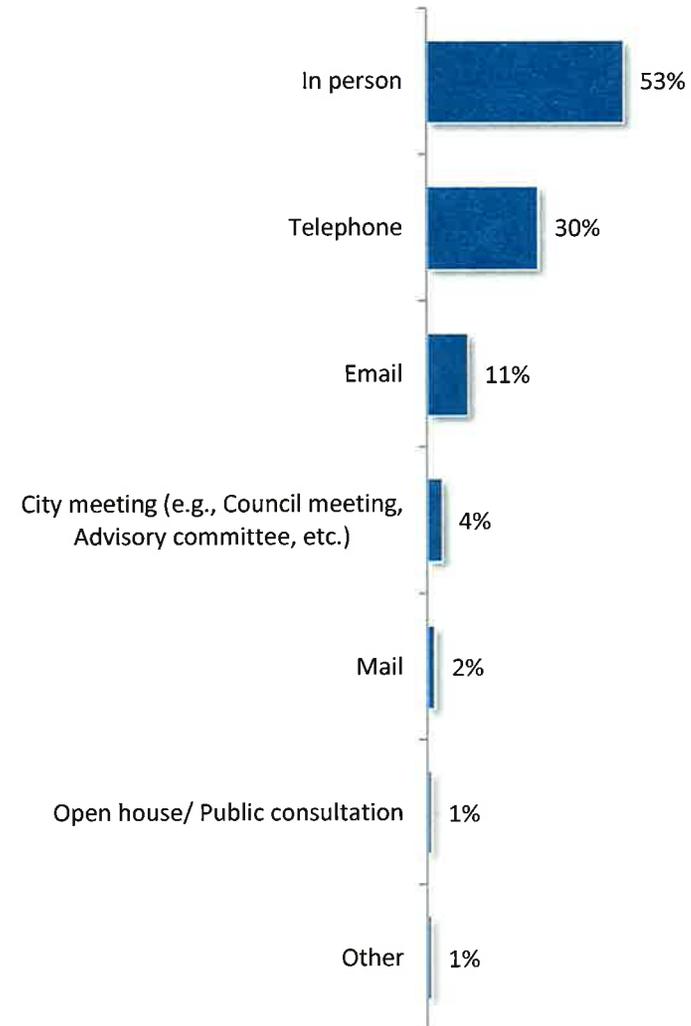
Q5. Have you personally contacted or dealt with a District of Central Saanich employee within the past year?



Issues Agenda and Current Service Levels

- Among those who have had interactions with a District of Central Saanich employee within the past year, more than one-half (53%) say these interactions took place in person. This is followed by telephone (30%), email (11%), and city meetings (4%).
- Women are more likely than men to have made contact by email (15% versus 6%); those in single-person households (23%) are also more likely than those living with others to have made contact by email.
- Those who are employed (40%) are more likely than those in other employment categories to say the contact occurred by telephone.
- Those who have lived in the District for twenty to thirty years (17%) or in excess of thirty years (16%) are more likely than shorter-tenured residents to say the contact occurred by email.

Q6. How did this contact occur?



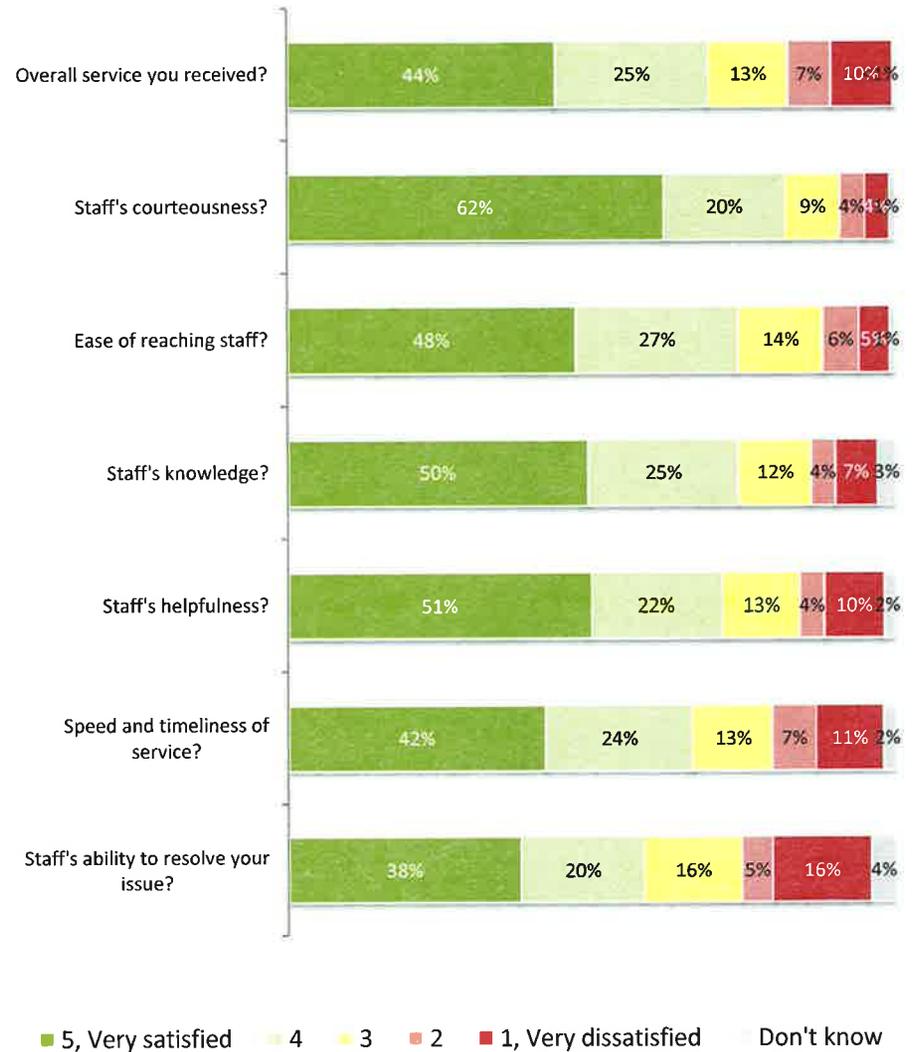
Base: Have had interactions with District employee (n=255)

Community Satisfaction Survey

Issues Agenda and Current Service Levels

- Among those who have had interactions with a District of Central Saanich employee within the past year, seven in ten (70%) say they are satisfied with the overall service they received.
- The elements of the interaction with the highest satisfaction are staff's courteousness (82%), ease of reaching staff (75%), and staff's knowledge (75%).
- Staff's helpfulness (73%) and speed and timeliness of service (66%) are also fairly well rated.
- The interaction element with the lowest satisfaction pertains to staff's ability to resolve the issue (59%).

Q7. How satisfied are you with the...



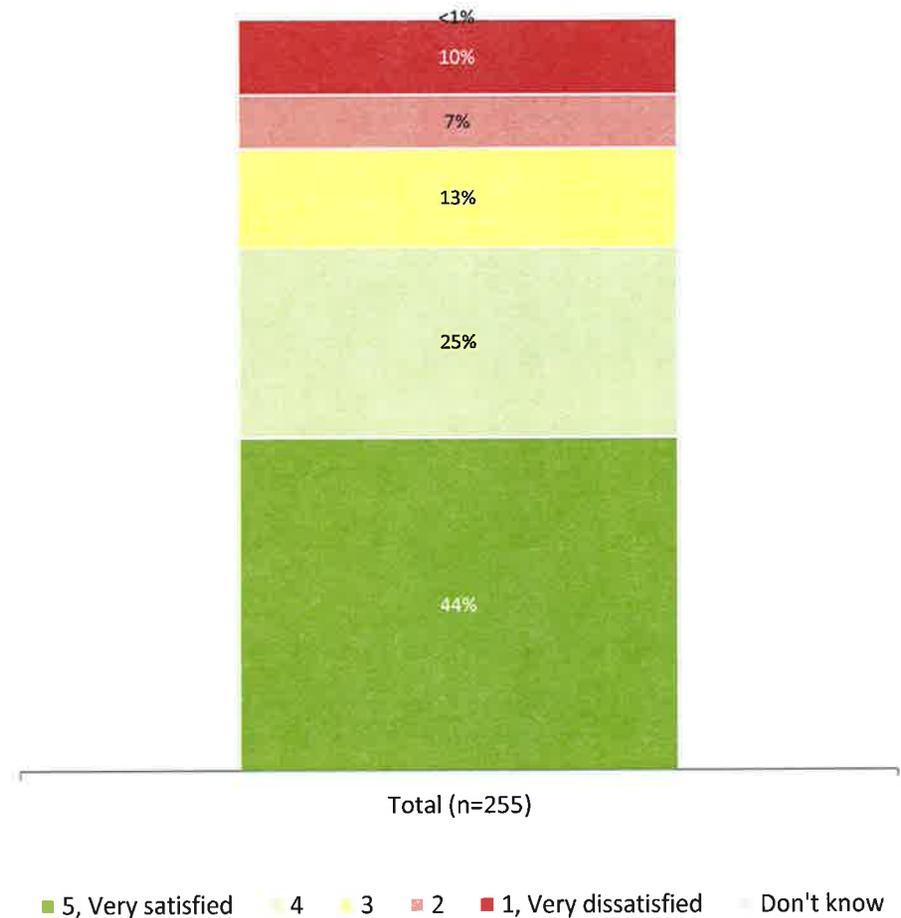
Base: Have had interactions with District employee (n=255)

Community Satisfaction Survey

Issues Agenda and Current Service Levels

- Seven in ten (70%) residents who have had contact with a District of Central Saanich employee are satisfied with the overall service they received. Another 13% give neutral ratings (i.e., 3 out of 5), while 17% are dissatisfied with the overall service received.
- Residents aged 45-64 (60%) tend to be less satisfied than those under 45 (84%) or over 65 (75%) with the overall service they received.
- Those living in single-member households (87%) also tend to be more satisfied with the overall service received than those who live with other people.
- Residents with annual household incomes of \$120,000 or more (25%) as well as those who have lived in the District for thirty or more years (21%) are more likely than their counterparts to say they are dissatisfied with the overall service received.

Q7. How satisfied are you with the overall service you received?

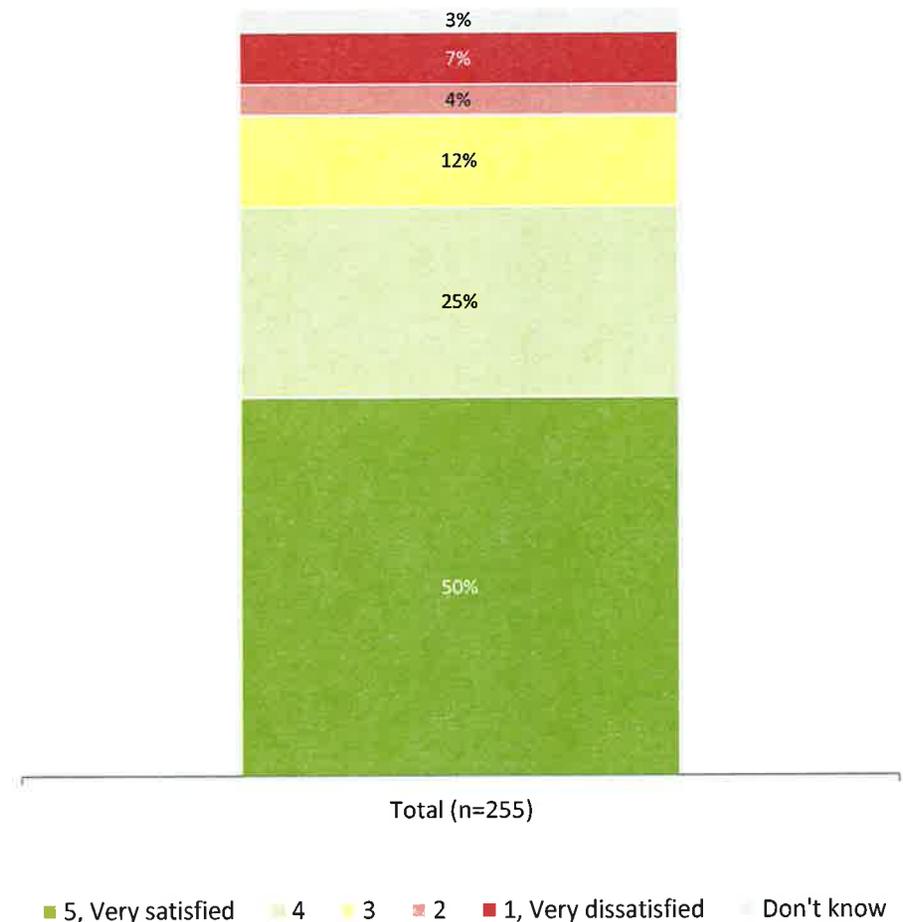


Base: Have had interactions with District employee (n=255)

Issues Agenda and Current Service Levels

- Three-quarters (75%) of residents who have had an interaction with a District employee within the past year are satisfied with the staff's knowledge. Twelve percent give a neutral rating, and 11% are dissatisfied.
- Those aged 45-64 (16%) are more likely than those aged 18-44 (9%) or 65 and older (5%) to say they were dissatisfied with the staff's knowledge during their interaction.
- Residents with yearly household incomes of \$120,000 or more (25%) are more likely than those with lower yearly household incomes to say they are dissatisfied with the staff's knowledge.

Q7. How satisfied are you with the staff's knowledge?



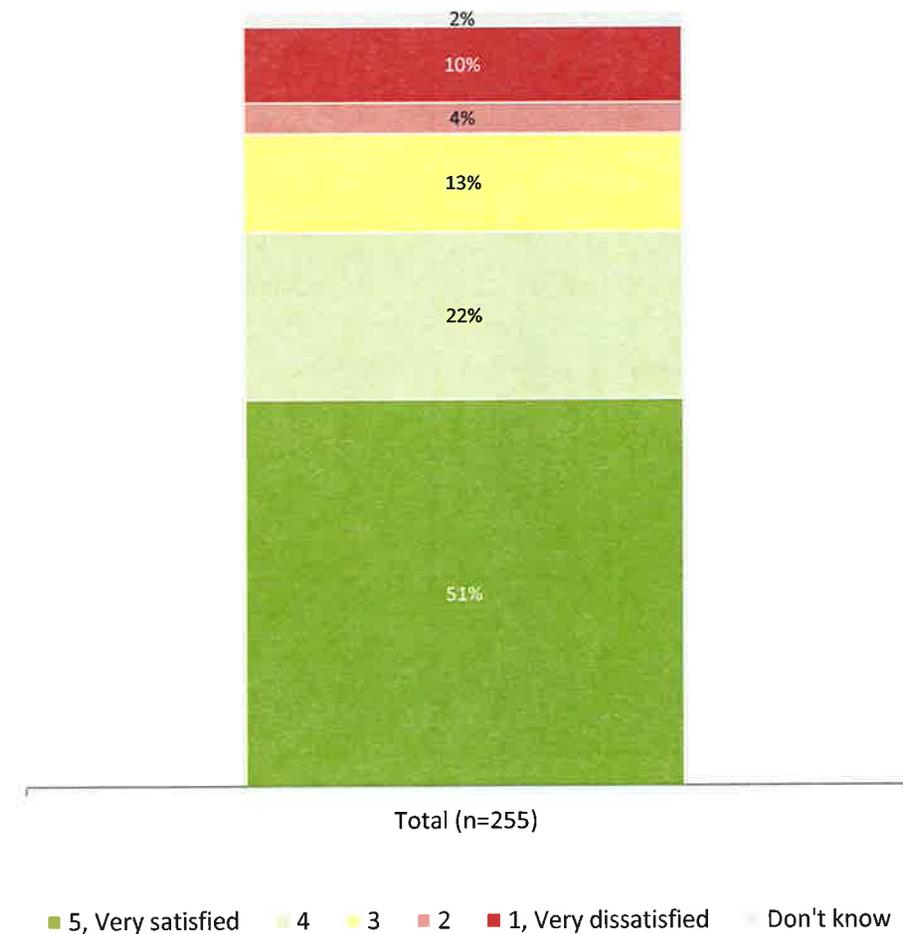
Base: Have had interactions with District employee (n=255)

Community Satisfaction Survey

Issues Agenda and Current Service Levels

- Nearly three-quarters (73%) of residents who have had an interaction with a District employee say that they are satisfied with the staff's helpfulness. Another 13% give neutral ratings, while the same proportion (13%) say they are dissatisfied with the staff's helpfulness.
- Residents aged 65 and older (80%) are particularly likely to be satisfied with staff's helpfulness, especially relative to those aged 45-64 (67%).
- Those with annual household incomes of \$120,000 or more (19%) are more likely than their counterparts with lower household incomes to say they are dissatisfied with the staff's helpfulness.

Q7. How satisfied are you with the staff's helpfulness?

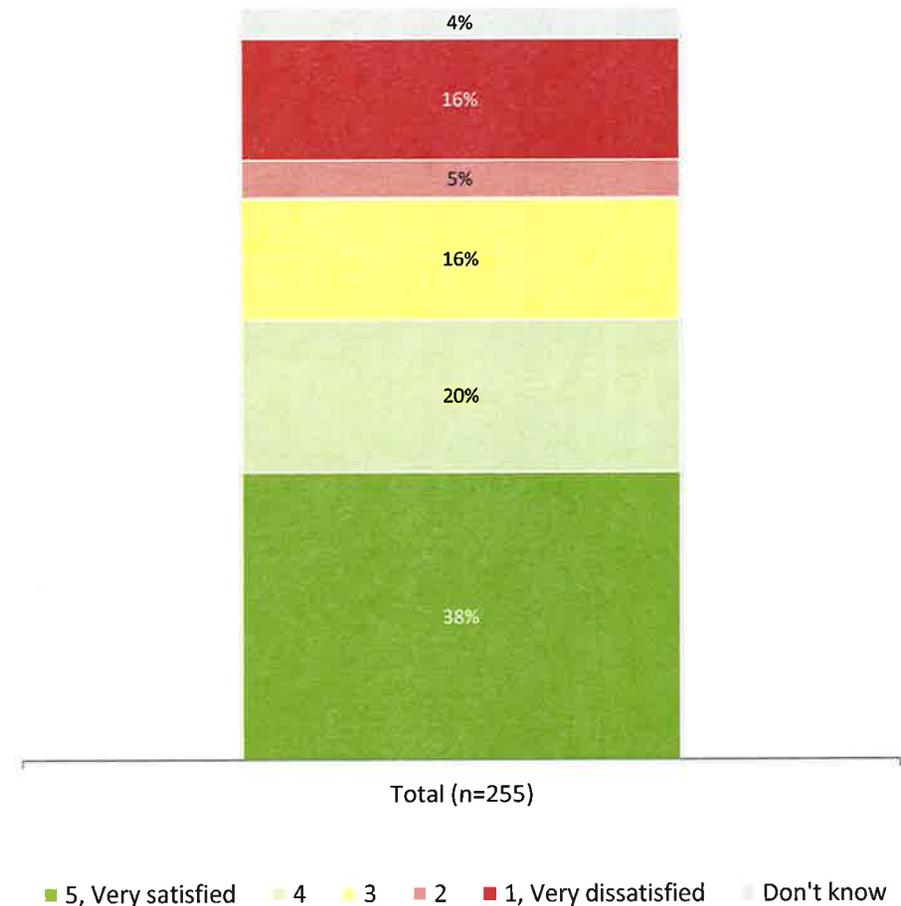


Base: Have had interactions with District employee (n=255)

Issues Agenda and Current Service Levels

- Nearly six in ten (59%) of those who have had an interaction with a District employee say that they are satisfied with the staff's ability to resolve their issue; 16% give a neutral rating, while two in ten (20%) are dissatisfied with the staff's ability to resolve issues.
- There are few differences in satisfaction with District staff's ability to resolve issues by age, gender, household composition, home ownership, or neighbourhood.
- Residents with yearly household incomes of \$120,000 or more (31%) are more likely than those with lower yearly household incomes to say they are dissatisfied with the staff's ability to resolve their issue, especially compared with those with a household income of \$30,000 to \$60,000 (9%).

Q7. How satisfied are you with the staff's ability to resolve your issue?



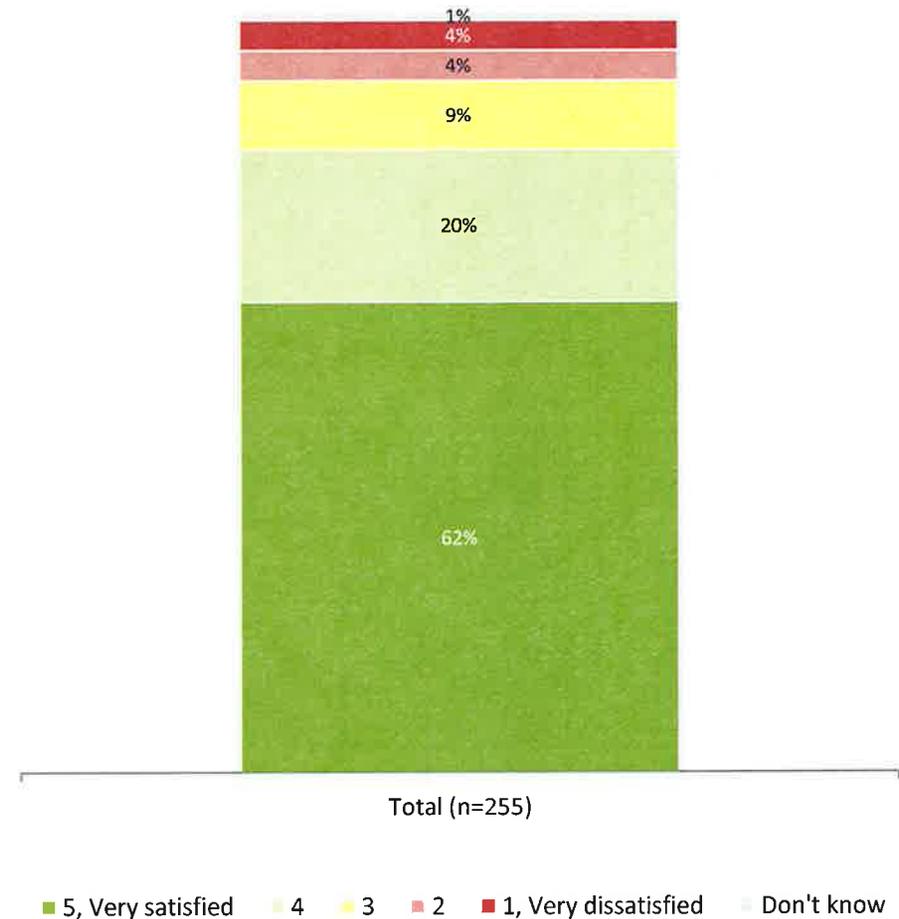
Base: Have had interactions with District employee (n=255)

Community Satisfaction Survey

Issues Agenda and Current Service Levels

- Among those who had an interaction with a District employee within the past year, more than eight in ten (82%) say they are satisfied with the staff's courteousness. One in ten (9%) give a neutral rating, and 7% say they are dissatisfied.
- Those aged 65 and older (90%) are notably more likely to be satisfied, particularly relative to those aged 45-64 (77%). Similarly, those who are retired (90%) are also more likely than those in other employment categories to be satisfied with the staff's courteousness.
- Those in households with three or more members (77%), on the other hand, tend to be less satisfied with staff's courteousness than those in single-member (90%) or two-person (87%) households.

Q7. How satisfied are you with the staff's courteousness?



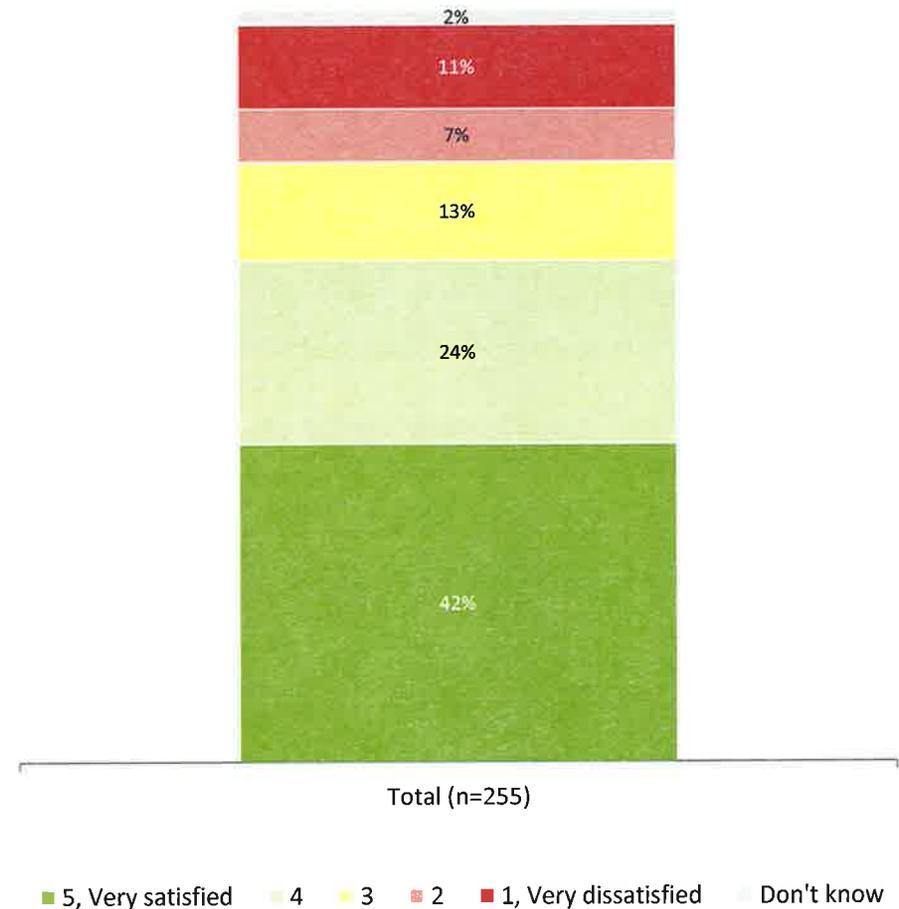
Base: Have had interactions with District employee (n=255)

Community Satisfaction Survey

Issues Agenda and Current Service Levels

- Two-thirds (66%) of those who have had an interaction with a District employee within the past year are satisfied with the speed and timeliness of service received. Thirteen percent give a neutral rating, while nearly two in ten (18%) are dissatisfied.
- Those under 45 years old (77%) are notably more likely than their older counterparts to be satisfied with the speed and timeliness of service, especially compared with those aged 45-64 (59%).
- Those in single-member households (81%) are also more likely than their counterparts to be satisfied, particularly moreso than those with three or more people in the household (58%).
- Residents with annual household incomes of \$120,000 or more (31%) are more likely than those with lower household incomes to say they are dissatisfied with the speed and timeliness of service.

Q7. How satisfied are you with the speed and timeliness of service?



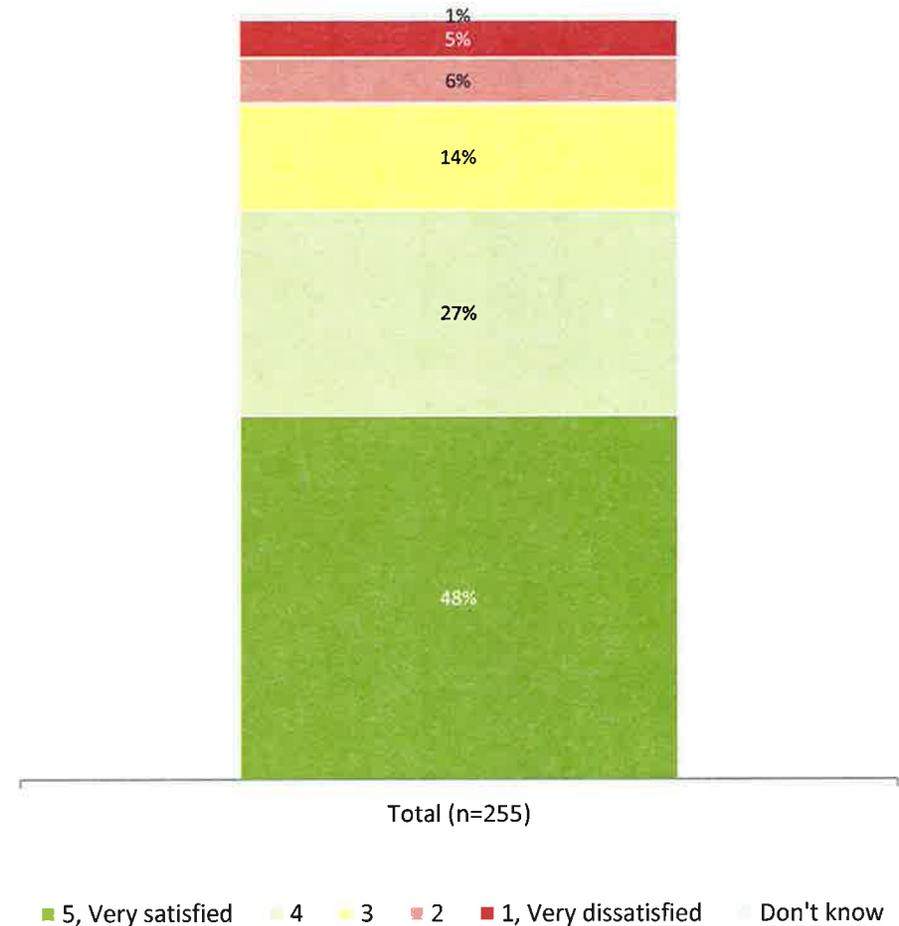
Base: Have had interactions with District employee (n=255)

Community Satisfaction Survey

Issues Agenda and Current Service Levels

- Three-quarters (75%) of those who have had an interaction in the past year with a District employee say they are satisfied with the ease of reaching staff. Another 14% give neutral ratings, while one in ten (11%) are dissatisfied with the ease of reaching staff.
- Home renters (92%) are notably more likely to be satisfied than homeowners (74%) with the ease of reaching staff.
- Residents with household incomes of \$120,000 or more per year (25%) are more likely than those with lower household incomes to say they are dissatisfied with the ease of reaching staff.
- Meanwhile, those who have lived in the District for less than ten years (83%) tend to be more satisfied with the ease of reaching staff than those who have been residents for thirty or more years (67%).

Q7. How satisfied are you with the ease of reaching staff?



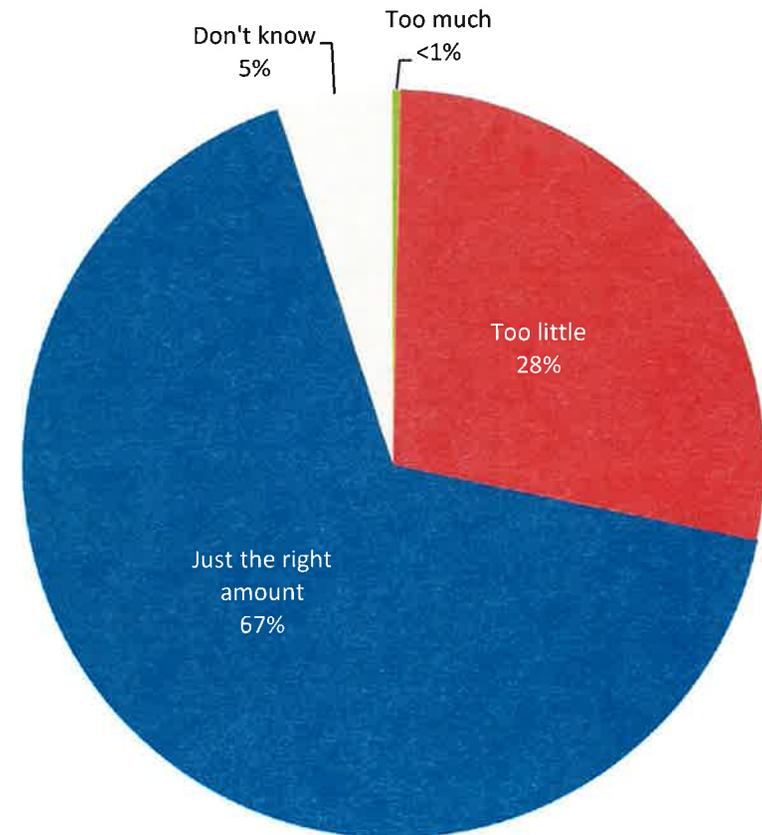
Base: Have had interactions with District employee (n=255)

Community Satisfaction Survey

Issues Agenda and Current Service Levels

- Two-thirds (67%) of residents think that they currently receive just the right amount of information from the District of Central Saanich. Nearly three in ten (28%) believe that they currently receive too little information.
- Residents aged 65 and older (76%) are more likely than their younger counterparts to believe that they receive the right amount of information from the District of Central Saanich.
- Those who are employed (35%) are notably more likely than those who are self-employed (22%) or retired (22%) to say they receive too little information.

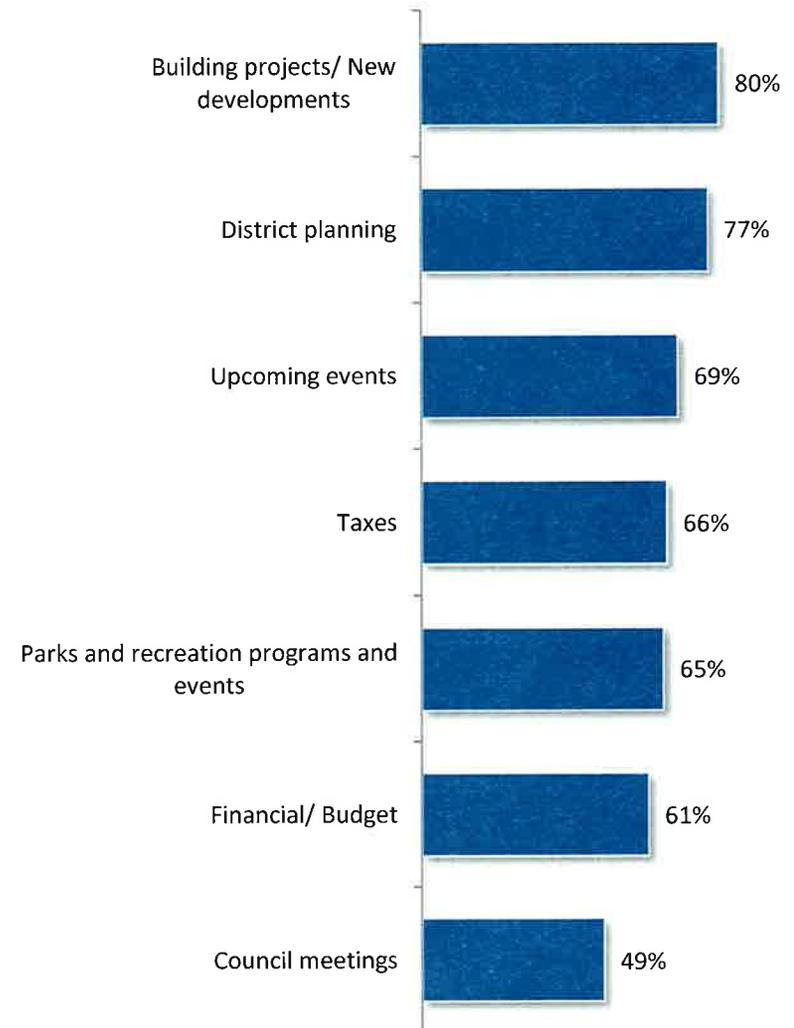
Q8. In your opinion, do you currently receive too much, too little, or just the right amount of information from the District of Central Saanich?



Issues Agenda and Current Service Levels

- When it comes to topics of interest for District of Central Saanich residents, eight in ten residents (80%) want information to be shared on building projects and new developments, and three-quarters (77%) would like the District to share information on District planning.
- Roughly two-thirds of residents would like more information on upcoming events (69%), taxes (66%), and parks and recreation programs and events (65%).
- Six in ten residents (61%) would like to receive information on the District's financial situation and budget, while one-half (49%) would like more information on Council meetings.

Q9a. Thinking about your information needs, what kinds of information do you want the District of Central Saanich to provide you with?



Base: All respondents (n=444)

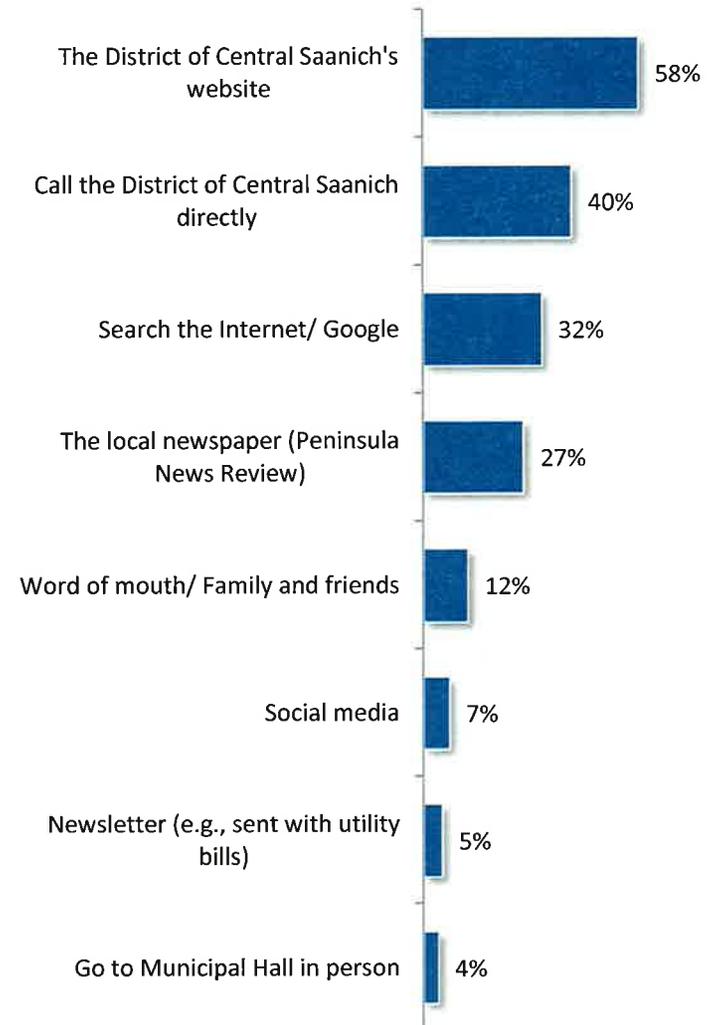
Note: Multiple mentions permitted; only those mentioned by >5% shown

Community Satisfaction Survey

Issues Agenda and Current Service Levels

- Residents tend to use direct methods to find information about the District of Central Saanich. Nearly six in ten residents (58%) would go directly to the District's website for information, while four in ten (40%) would phone the District and speak with a staff member.
- About one-third (32%) of residents would search for information through a more general Google search, while more than one-quarter (27%) would check the *Peninsula News Review* newspaper for information.
- Sources such as word of mouth (12%) and social media (7%) are somewhat less commonly used to find information on the District of Central Saanich.

Q9b. If you were looking for information on the District of Central Saanich, what sources would you use to find the information?



Base: All respondents (n=444)

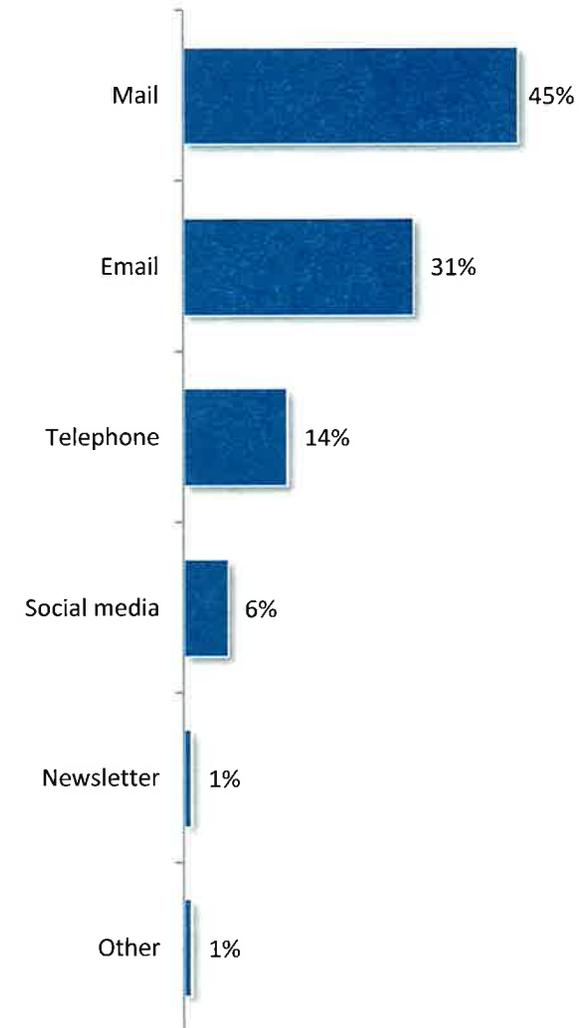
Note: Multiple mentions permitted; only those mentioned by >3% shown

Community Satisfaction Survey

Issues Agenda and Current Service Levels

- Residents of the District of Central Saanich tend to prefer mail as a method of contact by the District, with nearly one-half (45%) of residents choosing this as their preferred contact method.
- Three in ten (31%) would prefer to be contacted by email, while 14% would prefer telephone and 6% would prefer to receive information by social media.
- Surprisingly, those under 45 years of age are the most likely to say they would prefer mail as a mode of contact (55%) and the least likely to indicate that email is their preferred method (18%). That said, those under 45 are more likely than their older counterparts to prefer contact via social media (17%).
- Those over 65 (18%) and retirees (19%) are more likely to choose telephone than their counterparts.
- Homeowners are notably more likely than renters to choose the telephone as their preferred mode of contact (15% versus 3%).

Q10. Of the following options, how would you most prefer to be contacted by the District of Central Saanich in the future?



Base: All respondents (n=444)

Note: Multiple mentions permitted

Community Satisfaction Survey

Results

Planning for the Future



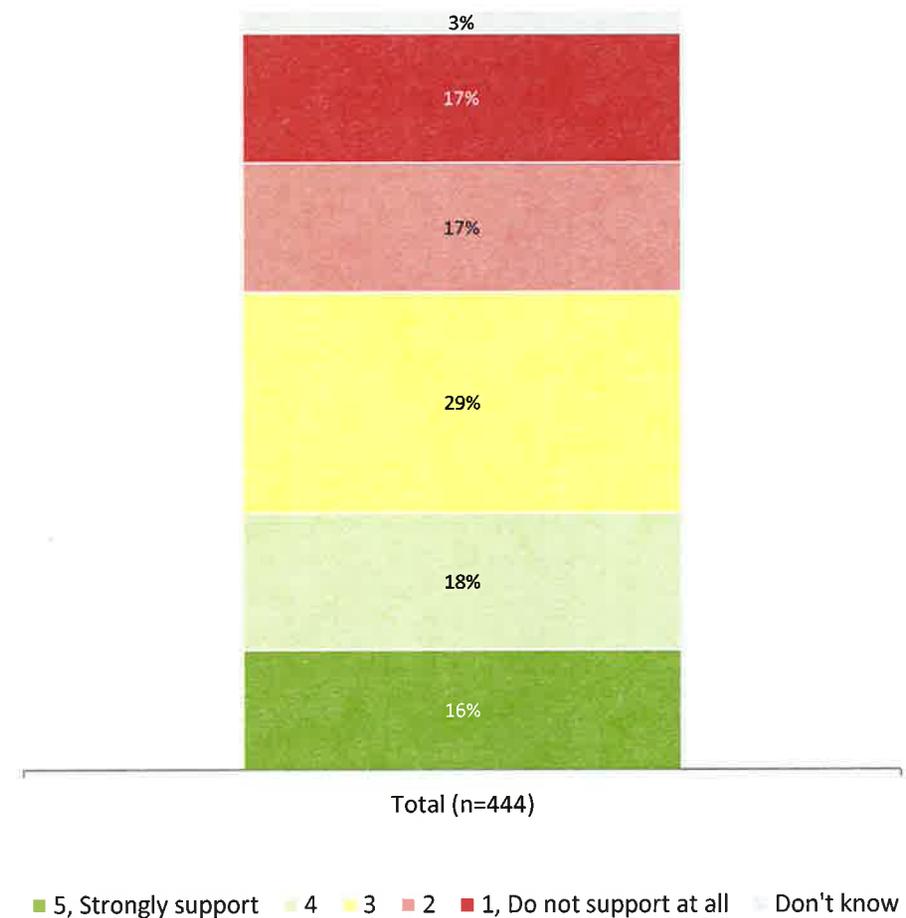
Planning for the Future

- The second section of the survey focused on areas of potential future direction and investigation, including:
 - Increasing infill or density in the District;
 - Investment in infrastructure, affordable housing, sports and recreation, and other services;
 - Police and fire services;
 - Agricultural matters and environmental sustainability;
 - Balancing funding and service levels, including potential alternative sources of revenue; and,
 - Online voting in municipal elections.

Planning for the Future

- Opinions are extremely divided when it comes to support for increasing the infill or density of residential development in the District of Central Saanich. In all, one-third (34%) are in support of increasing density, while the same proportion (34%) oppose increasing the infill or density of residential development. Another three in ten (29%) express a neutral opinion.
- Those who are self-employed (50%) are notably more likely than those who are employed (30%) or retired (31%) to be in support of increasing residential density.
- There are few differences in support for increasing overall infill or density by age, gender, household composition, home ownership, neighbourhood, household income, or years lived in the District of Central Saanich.

Q15. Would you support increasing the infill or density of residential development overall in the District of Central Saanich?



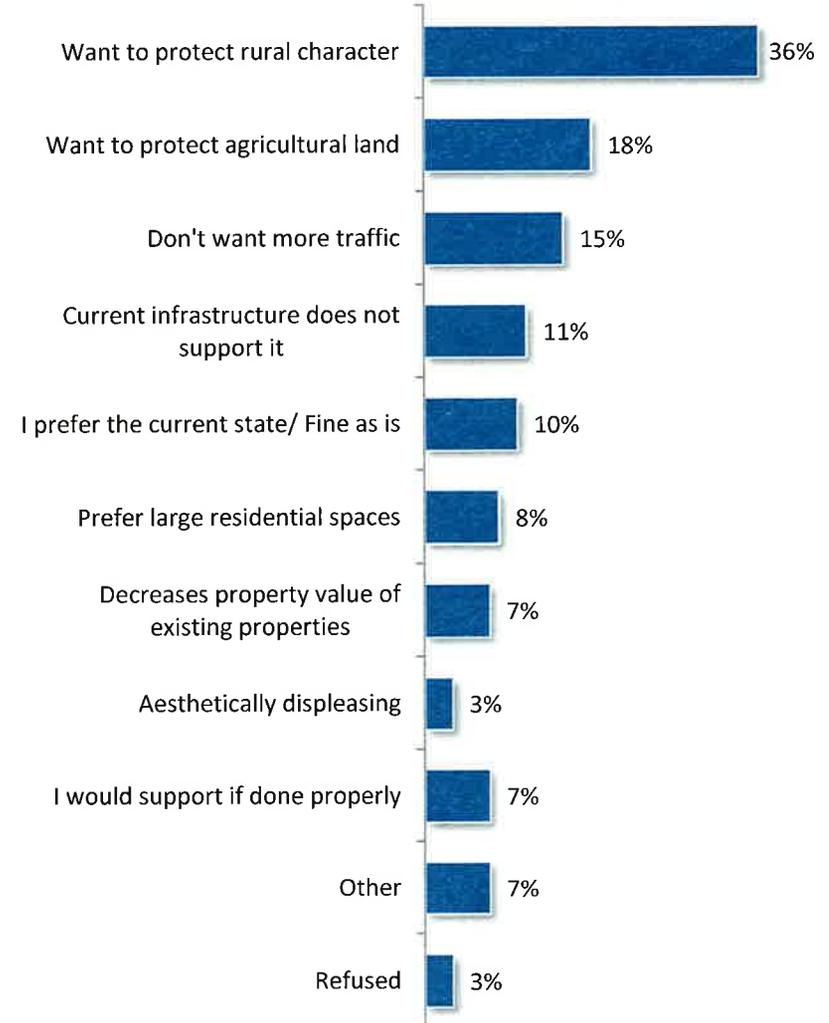
Base: All respondents (n=444)

Community Satisfaction Survey

Planning for the Future

- Among those who do not support increasing the infill or density of residential development overall in the District, the most common concern is about wanting to protect the “rural character” of the area (36%).
- Nearly two in ten (18%) express concern about the loss of farmland, including concerns about food security if farmland is lost.
- Other common reservations regarding increasing residential density include an aversion to increasing traffic (15%), worries that the current infrastructure such as roads and schools do not support increased density (11%), and a general reluctance to change (10%).
- That said, 7% of those opposed to increasing residential density say they might support it if it were done properly.
- Of note, those younger than 45 (57%), those who have lived in the District for fewer than ten years (48%), and those living in the V8M area (42%) are considerably more likely than their counterparts to mention the protection of rural character as a reason for their opposition.

Q15a. You indicated you do not support increasing the infill or density of residential development overall in the District of Central Saanich. Can you please explain why?



Base: Those who do not support increasing infill/density (n=152)

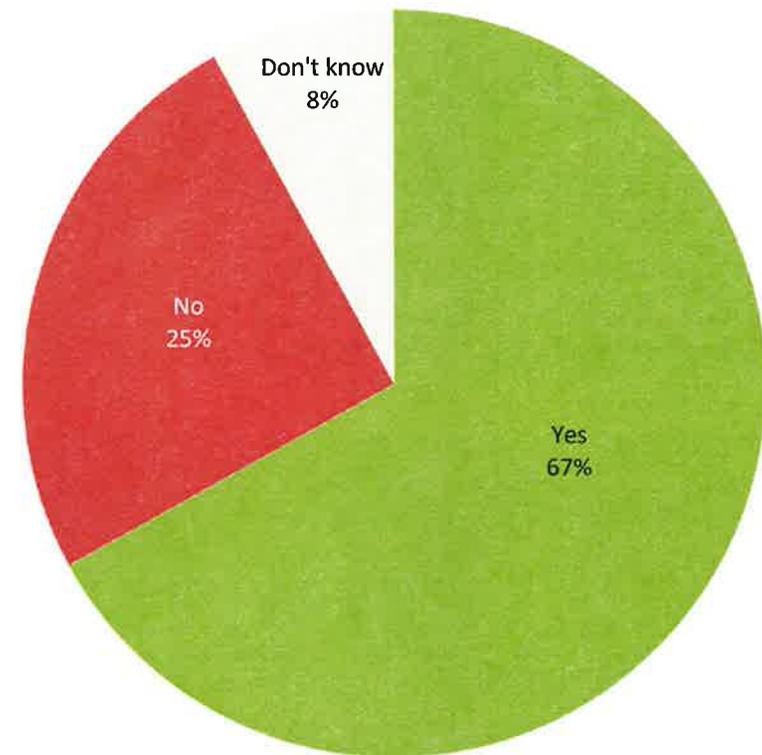
Note: Multiple mentions permitted

Community Satisfaction Survey

Planning for the Future

- Two-thirds of District of Central Saanich residents believe that the District should complete a study of infill or densification, while one-quarter (25%) do not think such a study would be necessary.
- Of note, support or opposition to increasing infill or densification is not strongly related to support for a study on the topic; that is, those who support increasing infill as well as those who oppose it are both likely to indicate that they are in support of a study being conducted.
- Homeowners (26%) are notably more likely than renters (10%) to be in opposition to a study of infill.
- Those living in neighbourhoods outside of V8M and V8Z also tend to be more likely to support a study of infill or densification.
- Residents whose annual household income is \$30,000 or less (82%) are also significantly more likely than those with higher household incomes to be in support of the District completing a study of infill or densification.

Q16. In your opinion, should the District complete a study of infill and/or densification?



Base: All respondents (n=444)

Community Satisfaction Survey

Planning for the Future

- Residents of the District of Central Saanich tend to be divided when it comes to priorities or directions for the future of the District.
- The statements with the highest agreement are “The District of Central Saanich should focus development in the urban cores” (66% agree) and “Building an overpass for Keating Cross Road where it intersects the Pat Bay highway should be a top priority for the District” (62%).
- The statements with the lowest agreement are “The District of Central Saanich Municipal Hall should be renovated or expanded within the next five years” (20% agree) and “There are gaps in the sports and recreation programming available from the District of Central Saanich” (24%).
- Of note, though, large proportions are unable to comment on sports and recreation programming (29% don’t know) or sports and recreation facilities (21% don’t know).

Q17. Please rate your agreement with each of the following statements...



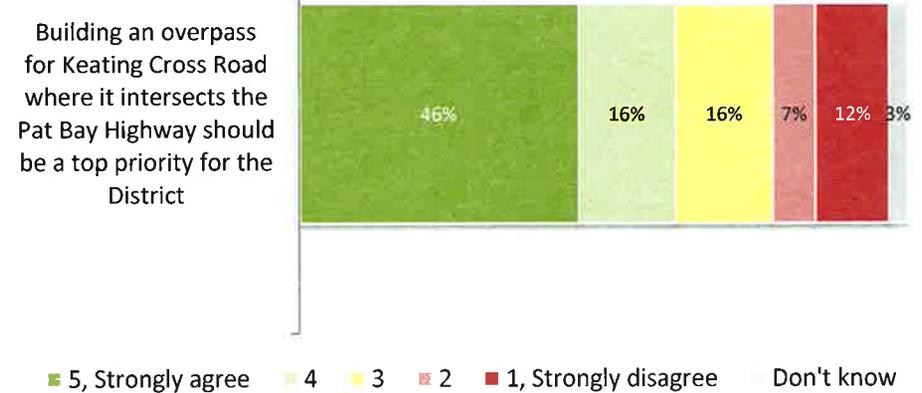
Base: All respondents (n=444)

Community Satisfaction Survey

Planning for the Future

- Six in ten residents (62%) agree that building an overpass for Keating Cross Road where it intersects the Pat Bay Highway should be a top priority for the District. Two in ten (19%) disagree, and 16% give a neutral rating.
- Residents aged 18-44 (29%) are notably more likely than their older counterparts to disagree with this statement.
- People from two-person households (67%) are more likely to agree that a Keating Cross Road overpass should be a priority than those in single-member households (52%).
- Those living in the V8Z postal code area (75%) are also more likely to agree that this should be a priority than those living in other parts of the District.
- People who have been residents of the District for fewer than ten years (26%) are considerably more likely to disagree than those who have lived in the District for thirty years or more (12%).

Q17. Please rate your agreement with the following statements...



Q18. You disagreed with the statement “Building an overpass for Keating Cross Road... should be a top priority for the District”. Can you please explain why? [SELECTED VERBATIM RESPONSES]

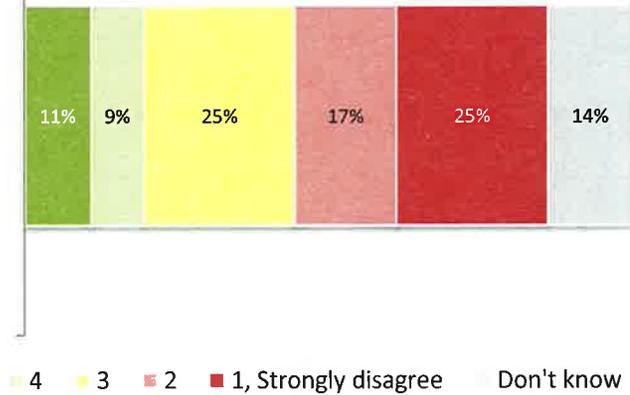
- There are several other ways to get to Central Saanich. Go to the light at Island View, no need to have an overpass at Keating. More money needs to be spent in other ways.
- I have never had a problem accessing Keating Cross Road from the Pat Bay, even with ferry traffic. I don't feel the accident rate there warrants the huge cost of an overpass.
- Expense. They are expensive to build. Is there possibly another option?
- I think there are other things we need to make top priority, and I don't think that's where they should make the overpass.
- I think they should cut back on traffic altogether. We have too many cars on the road.

Planning for the Future

- Two in ten residents (20%) agree that the District of Central Saanich Municipal Hall should be renovated or expanded within the next five years. However, four in ten (41%) disagree that this should be a priority, while another one-quarter (25%) give a neutral rating and 14% are unable or unwilling to comment.
- Older ratepayers aged 65 and older (27%) are more likely than those aged 45-64 (16%) or under 45 (12%) to agree that the Municipal Hall should be renovated within the next five years. Retirees (25%) are similarly more likely than those who are employed (15%) or self-employed (14%) to agree.
- Men are more likely than women to disagree that this should be a priority for the District (49% versus 33%).
- Homeowners (43%) are also more likely than renters (23%) to express disagreement with this statement.
- Residents with household incomes of \$120,000 or more per year (55%) are also more likely than those with household incomes under \$60,000 to disagree with this statement.

Q17. Please rate your agreement with the following statements...

The District of Central Saanich Municipal Hall should be renovated or expanded within the next five years



Q18. You disagreed with the statement "The District of Central Saanich Municipal Hall should be renovated or expanded within the next five years". Can you please explain why? [SELECTED VERBATIM RESPONSES]

It is a small community. We don't need to have a fancy city hall unless the building is in disrepair.

I do not believe in increasing government services and the number of employees. Keep government small. Explore shared services with other neighbouring municipalities.

It was built about 20 years ago. It doesn't need any renovations. They keep doing it as required up to date.

After burning up so much cash on the second fire hall, take over that space rather than burn up more money on a new municipal hall.

I feel the present one is adequate for our present needs. Let's pay for the fire hall first.

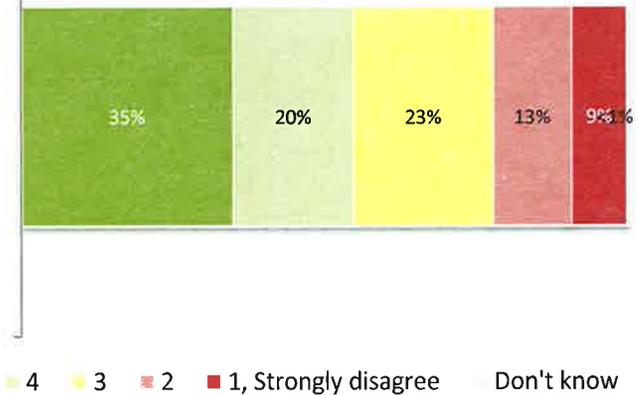
Would like to see what is proposed and what the estimated costs would be.

Planning for the Future

- More than one-half (55%) of District residents agree that the District could do more to make Central Saanich more pedestrian-friendly or walkable. Just over two in ten (22%) disagree, while roughly the same proportion (23%) give a neutral rating.
- Women are significantly more likely than men to agree that the District could do more to promote walkability (61% versus 46%).
- Those in “other” employment categories such as students, homemakers or stay-at-home parents, and people who are unemployed (84%) are particularly likely to agree that the District could do more to make Central Saanich more walkable.
- On the other hand, those with household incomes of \$120,000 or more (34%) are particularly likely to disagree with this statement compared with those with lower household incomes.

Q17. Please rate your agreement with the following statements...

The District could do more to help make Central Saanich more pedestrian-friendly or walkable



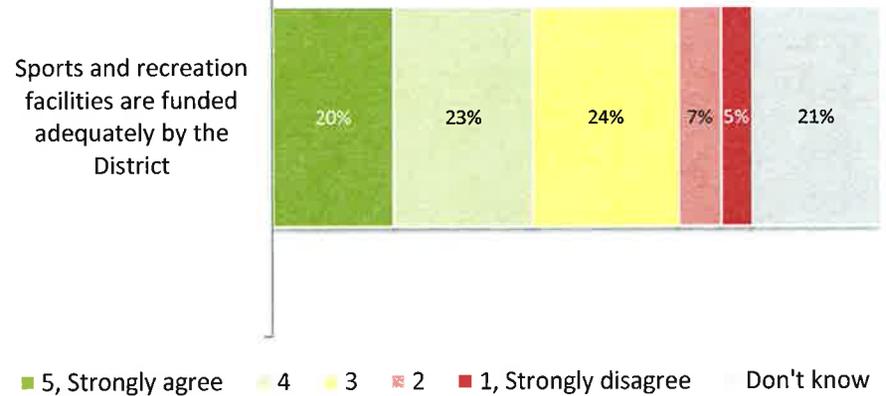
Q18. You disagreed with the statement “The District could do more to help make Central Saanich more pedestrian-friendly or walkable”. Can you please explain why? [SELECTED VERBATIM RESPONSES]

- I think it’s already pedestrian-friendly and walkable. They could do more if funds available.
- I have a very easy time walking around Central Saanich. I find it very walkable and believe funds could be put elsewhere.
- Plenty has been invested over the last decade or more for this purpose. Put any monies into cycling corridors and get more people out of their cars.
- The percentage of people who actually walk in this District is probably less than one percent. There is zero cost benefit.
- We have decent walking within Brentwood Bay and Saanichton, but not so much in the areas between. It is good within clusters, but not so good between them.

Planning for the Future

- More than four in ten residents (43%) agree that sports and recreation facilities are funded adequately by the District of Central Saanich, while only one in ten (11%) disagree. One-quarter (24%) give neutral ratings, and two in ten (21%) are unable or unwilling to comment.
- Those aged 45-64 (15%) and men (15%) are more likely than their respective counterparts to disagree that sports and recreation facilities are currently funded adequately.
- Residents in the V8M area (46%) are more likely than those in the V8Z area (32%) to agree that funding is adequate for these facilities.
- Long-term District residents of thirty or more years (18%) tend to be more likely than shorter-term residents to disagree that sports and recreation facilities are adequately funded.

Q17. Please rate your agreement with the following statements...



Q18. You disagreed with the statement "Sports and recreation facilities are funded adequately by the District". Can you please explain why? [SELECTED VERBATIM RESPONSES]

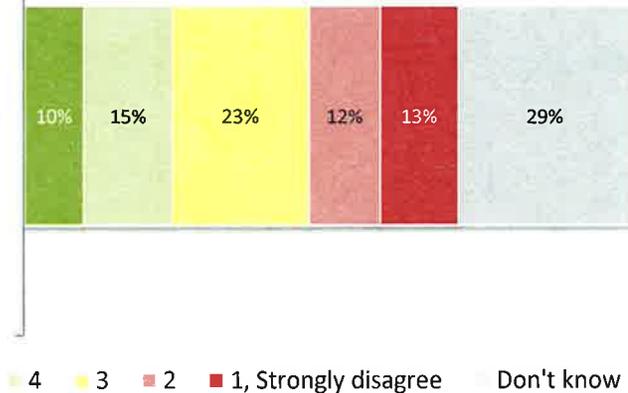
- The only thing that they have funded is a tennis court. They moved the playground and there used to be an area for bicycles.
- I can see there being more facilities available here rather than having to go to the Panorama.
- We minimally support the Peninsula Recreation Commission.
- Because we don't have a recreational centre in Central Saanich, nor do we contribute properly to the Saanich Peninsula Recreational Commission.
- More service for senior citizens.

Planning for the Future

- Opinions are divided on whether there are gaps in the sports and recreation programming currently available from the District of Central Saanich. One-quarter (24%) agree that there are gaps in the programming available, while the same proportion (24%) disagree. Of note, though, three in ten (29%) are unable to comment, and nearly another one-quarter (23%) give a neutral rating.
- Those under the age of 45 (33%) are more likely than their older counterparts to disagree that there are gaps in the available sports and recreation programming.
- Residents in the V8M area (27%) are similarly more likely to disagree than those in other parts of the District.
- Those who are self-employed (38%) and those who are employed (27%) are both more likely than retirees (18%) to disagree with this statement.

Q17. Please rate your agreement with the following statements...

There are gaps in the sports and recreation programming available from the District of Central Saanich



Q18. You disagreed with the statement "There are gaps in the sports and recreation programming available from the District of Central Saanich". Can you please explain why? [SELECTED VERBATIM RESPONSES]

Based on my personal experiences of raising kids here, both played organized sports and there didn't seem to be any gaps.

In part, it's a regional service. I don't think the district should directly provide recreational services.

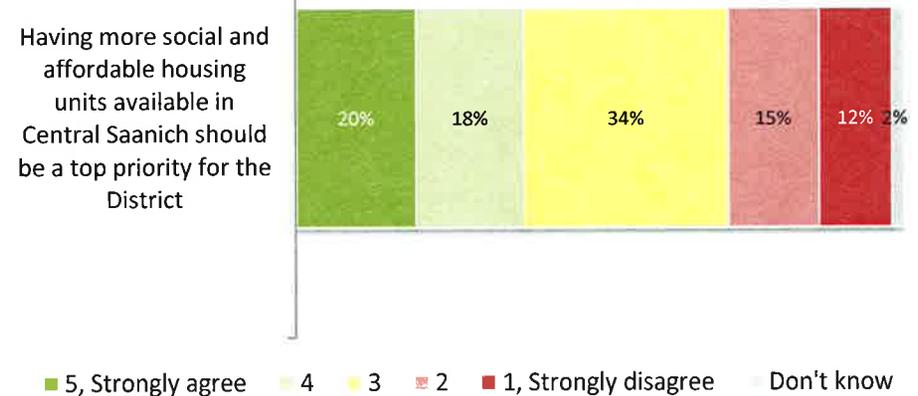
It just seems to me that our kids are involved in so many things. We have everything available to kids. My own grandchildren are even into horseback riding. I think we do a wonderful job providing activities for our young people.

Combined with the proximity to the Panorama Rec Centre, I think there is good programming available though there is always room for improvement. I have always found the sporting programs I am looking for through the Panorama Rec Centre.

Planning for the Future

- Residents of the District of Central Saanich are somewhat more likely to agree than to disagree that having more social and affordable housing units available should be a top priority for the District, with 38% in agreement and 27% disagreeing. Another one-third (34%) have neutral opinions on the matter.
- Women (43%) are more likely than men (33%) to agree that social and affordable housing should be a top priority. Those aged 65 and older (45%) are also more likely than their younger counterparts to agree.
- Renters (67%) are also much more likely than homeowners (36%) to agree that affordable housing should be a top priority for the District. Those with children in the household are also more likely than those without children to agree that affordable and social housing should be a priority (41% versus 29%).
- Unsurprisingly, those with household incomes less than \$30,000 per year (74%) are particularly likely to agree that affordable housing should be a top priority for the District.

Q17. Please rate your agreement with the following statements...



Q18. You disagreed with the statement "Having more social and affordable housing units available... should be a top priority for the District". Can you please explain why? [SELECTED VERBATIM RESPONSES]

I don't think we need to attract people that need help to this neck of the woods.

We are populated enough here and I don't quite know as to where they want to put those affordable housing.

Affordable housing is just another name for low-grade neighbourhoods.

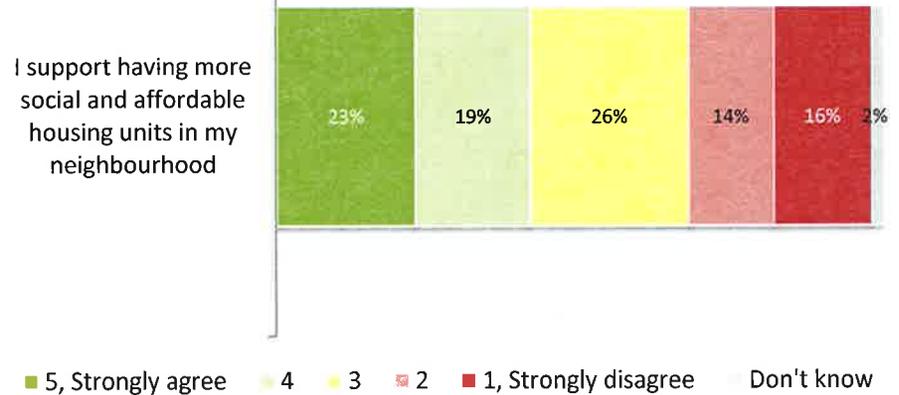
I think we need to support and keep green space in order for enough space to grow our food for our country without importing.

It would be a huge increase in population density without improvements to the sidewalks and traffic flow. If traffic flow and safe walking areas were addressed first, I would be more supportive of more affordable housing working.

Planning for the Future

- Agreement for social and affordable housing units in residents' neighbourhoods is similar to agreement for social and affordable housing units overall. Just over four in ten (42%) would support having more affordable and social housing units in their own neighbourhood, while three in ten (30%) would not support this.
- As with support for affordable housing units in general, renters (73%) are considerably more likely than homeowners (39%) to support having such units in their own neighbourhood.
- Again, those with household incomes less than \$30,000 per year (76%) are particularly likely to agree that they would support having social and affordable housing units in their neighbourhood.
- Those who agree that affordable and social housing should be a priority overall, not surprisingly, tend to be more likely than their counterparts to support adding such units in their own neighbourhood, and vice versa.

Q17. Please rate your agreement with the following statements...



Q18. You disagreed with the statement “I support having more social and affordable housing units in my neighbourhood”. Can you please explain why? [SELECTED VERBATIM RESPONSES]

Because my experience with some of the social recipients is that they are not all desirable citizens to have living close to families. I did work and live downtown directly across from a needle exchange and have experienced firsthand the individuals that used to frequent that place.

It's built up and they are very small residential lots. Can't imagine how you could fit any more. I wouldn't be in favour of multiple levels.

I think social housing is important, but I like my neighbourhood the way it is.

I live on a short, quiet street with large lots. I like having space between neighbours. If by “neighbourhood” you mean in the Village of Brentwood Bay, I have no issue with affordable housing units within the business area of the village.

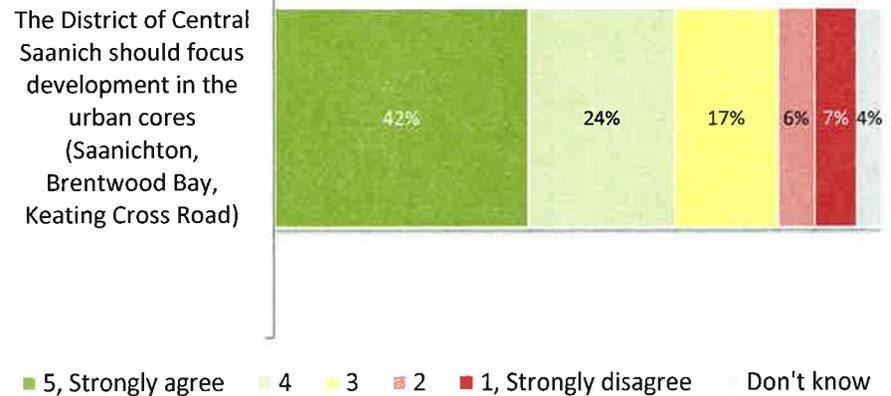
Where we reside currently is not designated as high-density, therefore affordable housing could not be established.

Base: All respondents (n=444)

Planning for the Future

- Two-thirds (66%) of residents agree that the District of Central Saanich should focus development in the urban cores (such as Saanichton, Brentwood Bay, and the Keating Cross Road corridor). Thirteen percent disagree, and 17% give a neutral rating.
- Residents in two-person households (69%) are more likely than those in single-person households (53%) to agree that development should be primarily focused on the urban cores.
- There are few notable differences in agreement with this statement by age, gender, home ownership, neighbourhood, household income, or years lived in the District of Central Saanich.

Q17. Please rate your agreement with the following statements...



Q18. You disagreed with the statement "The District of Central Saanich should focus development in the urban cores". Can you please explain why? [SELECTED VERBATIM RESPONSES]

It should be all over Central Saanich and not specifically in those three corridors.

Just pick one. Trying to develop three urban cores is not sustainable.

In my opinion they are developed enough, offering (at least our family) what we need to purchase locally.

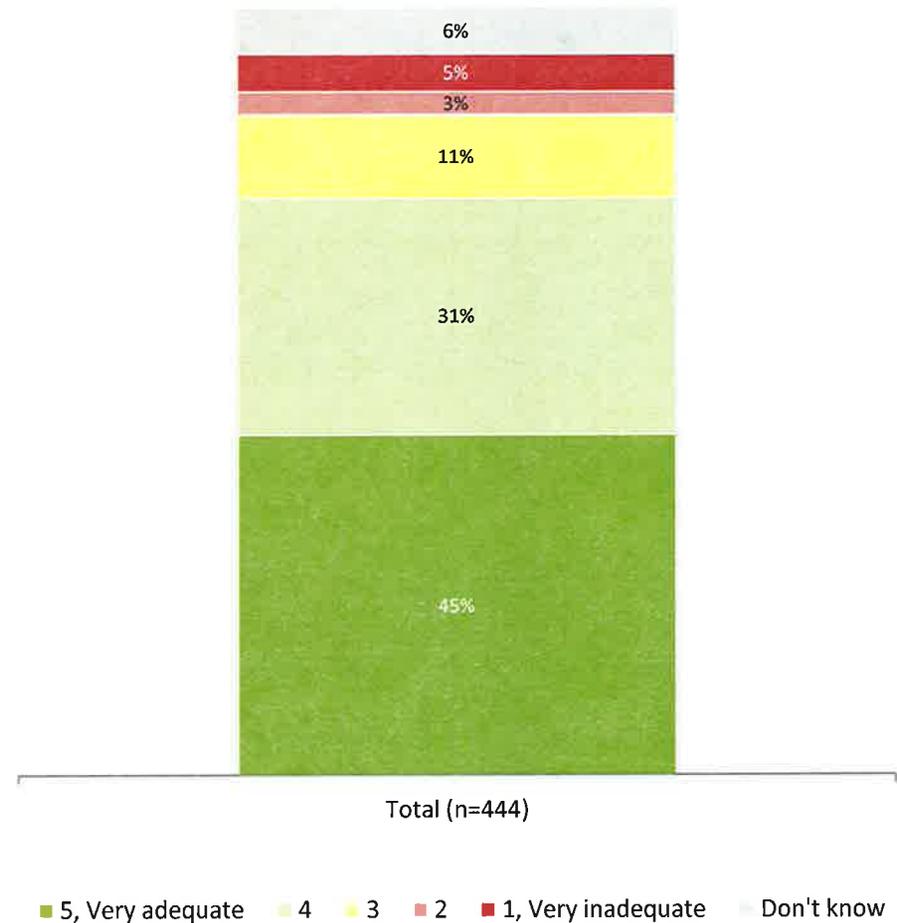
I do not wish to see the villages turned into high-density areas.

I believe a more comprehensive plan is required to gauge the future development of the core areas.

Planning for the Future

- Residents predominantly describe the level of police services in the District of Central Saanich as adequate, with three-quarters (75%) giving a rating of 4 or 5 out of 5. Fewer than one in ten (8%) say that the level of police services in the District is inadequate.
- Those aged 45-64 (11%) are more likely than their counterparts to rate police services in the District as inadequate.
- Those who have resided in the District for ten to twenty years (85%) are particularly likely to indicate that they believe Police Services to be adequate in the District of Central Saanich.

Q19. How adequate do you feel the level of Police Services is in the District?



Base: All respondents (n=444)

Community Satisfaction Survey

Planning for the Future

- Residents who believe that police services in the District of Central Saanich are adequate tend to believe that the local police force is doing a good job. Other key themes for believing police services to be adequate include visibility in the community, prompt service, positive personal experiences, positive qualities of officers (such as helpfulness and friendliness), and a low crime rate in the area.
- On the other hand, residents who believe police services to be inadequate (or who give a neutral rating) are more likely to indicate that they have had no personal involvement with local police, that the police services budget is too expensive, or that there are too many officers. That said, those giving neutral or negative ratings are also willing to make positive statements about the police service and their members.

Q19b. Please explain why you gave this rating for the level of Police Services in the District of Central Saanich – positive responses. [SELECTED VERBATIM RESPONSES]

They are highly visible. I had an occasion to call them and they responded quickly and professionally.

The data reflects that the crime rate is very low. My direct interactions with the police have been positive and they are quick to respond.

We see them in action. We've had our home broken into and the experience with the Central Saanich police was absolutely wonderful. We've never had a concern with the Central Saanich police service.

I'm not aware of any problems, or of the police department complaining of being short-staffed.

They work closely with local RCMP very well in my opinion.

I have never felt unsafe at any time in Central Saanich. That seems like an adequate level of policing for me.

Q19c. Please explain why you gave this rating for the level of Police Services in the District of Central Saanich – negative/neutral responses. [SELECTED VERBATIM RESPONSES]

They are too expensive, but they do a good job.

Crime statistics for the area do not support the number of type of officers currently employed.

We rarely see police cars; there is a lot of speeding and not much seems to be done. Bike riders in packs are a menace and I've seen police watch them ride double and triple outside the bike lanes and do nothing.

Service can always improve, but I think they do an adequate job.

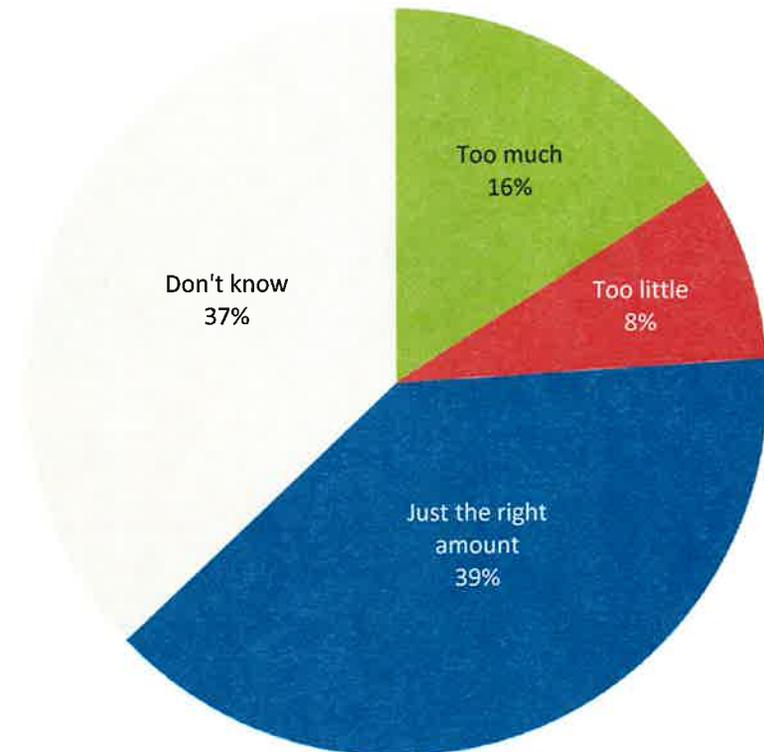
I feel that we don't get good value for our tax dollars because we have one of the highest costs for policing in any municipality in Canada.

I have had very little to do with it, and what I had I was not happy with.

Planning for the Future

- Roughly four in ten residents of the District of Central Saanich (39%) believe that the Central Saanich police gets just the right amount of funding from taxpayers, while 16% say that the police force receive too much funding and 8% say they receive too little funding. Of note, though, more than one-third (37%) are not able to weigh in.
- Men tend to be more likely than women to think that the Central Saanich Police receives too much funding (21% versus 10%) or just the right amount of funding (46% versus 33%).
- Homeowners (17%) are also more likely than renters (7%) to perceive the funding for the Central Saanich Police as being too much.
- Residents who have lived in the District for twenty to thirty years (24%) or thirty or more years (24%) are more likely than their shorter-tenured counterparts to believe that the Central Saanich police receives too much funding.

Q20. In your opinion, do you feel Central Saanich Police receives too much, too little, or just the right amount of funding from taxpayers?



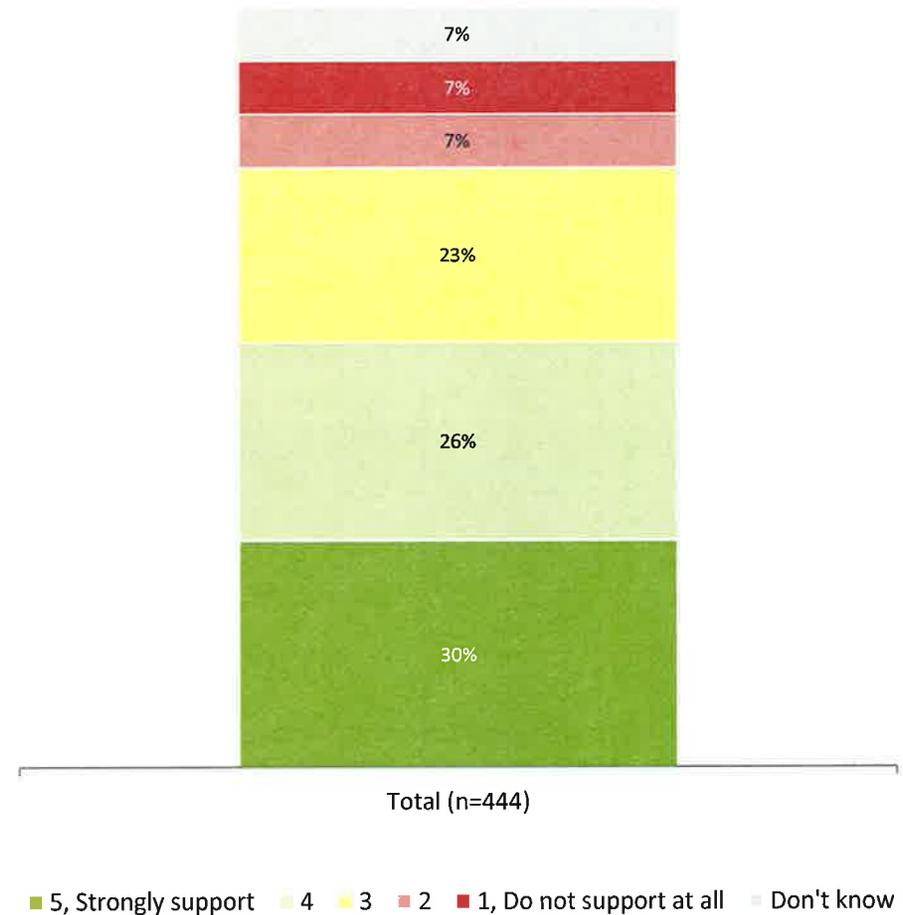
Base: All respondents (n=444)

Community Satisfaction Survey

Planning for the Future

- More than one-half (56%) of residents would support providing additional funding to the District's fire department, earmarked for training purposes. Fourteen percent would not support such additional funding, and 23% have a neutral opinion.
- Residents aged 65 and older (62%) are more likely than those under 45 (47%) to support increased funding for firefighter training.
- Those who are self-employed (23%) are more likely than those in other employment groups to say that they do not support providing additional funding to the District's fire department for training.
- Those with annual household incomes in the range of \$60,000 to \$90,000 (63%) are notably more likely than those whose household incomes are \$120,000 or more (45%) to be in support of additional funding for firefighter training.

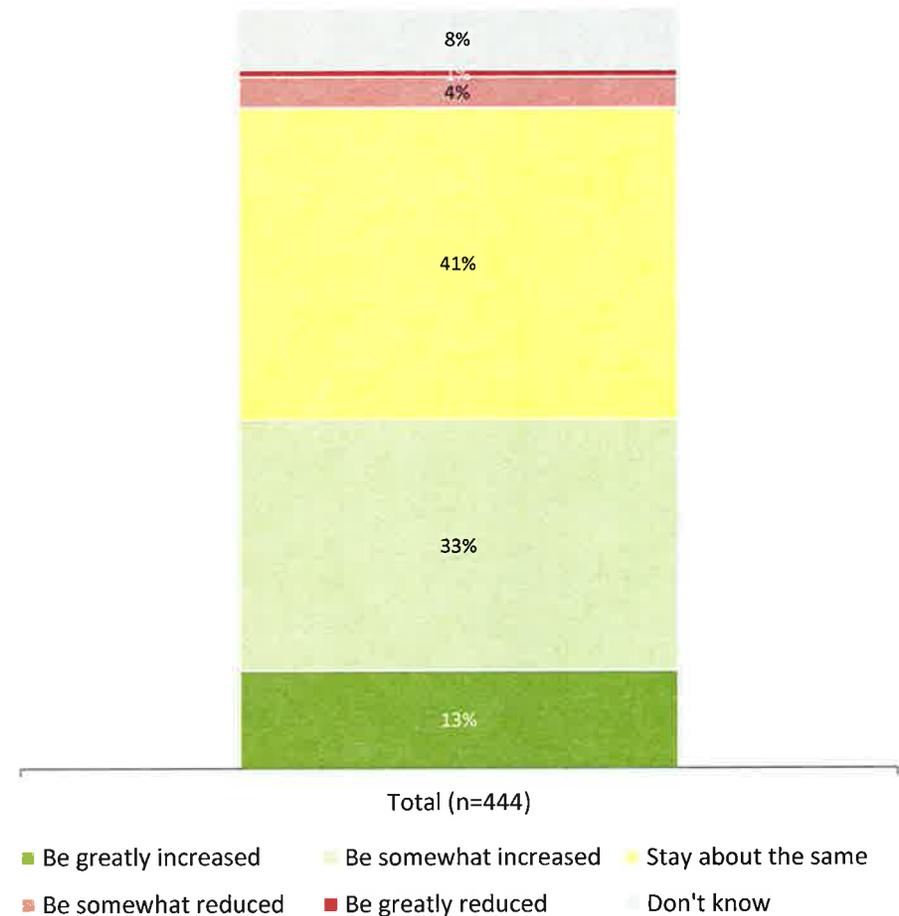
Q21. Would you support providing additional funding to the District's fire department for training purposes and updating the skills of the firefighters?



Planning for the Future

- Nearly one-half (46%) of residents believe that the amount of resources allocated to agriculture in the District of Central Saanich should be increased, while nearly the same proportion (41%) believe that the funding for agriculture should stay about the same.
- Renters (73%) are more likely than homeowners (44%) to believe that the amount of resources allocated to agriculture should be increased; homeowners tend to believe that funding should stay about the same (42%).
- There are few differences in opinion on this topic by occupation, household income, or length of residency in the District; that said, those whose household incomes are between \$30,000 and \$60,000 per year (54%) are more likely than those with household incomes in the \$90,000 to \$120,000 range to think that the allocation of resources to agriculture should be increased.

Q22. In your opinion, should the amount of resources allocated to agriculture in the District of Central Saanich...



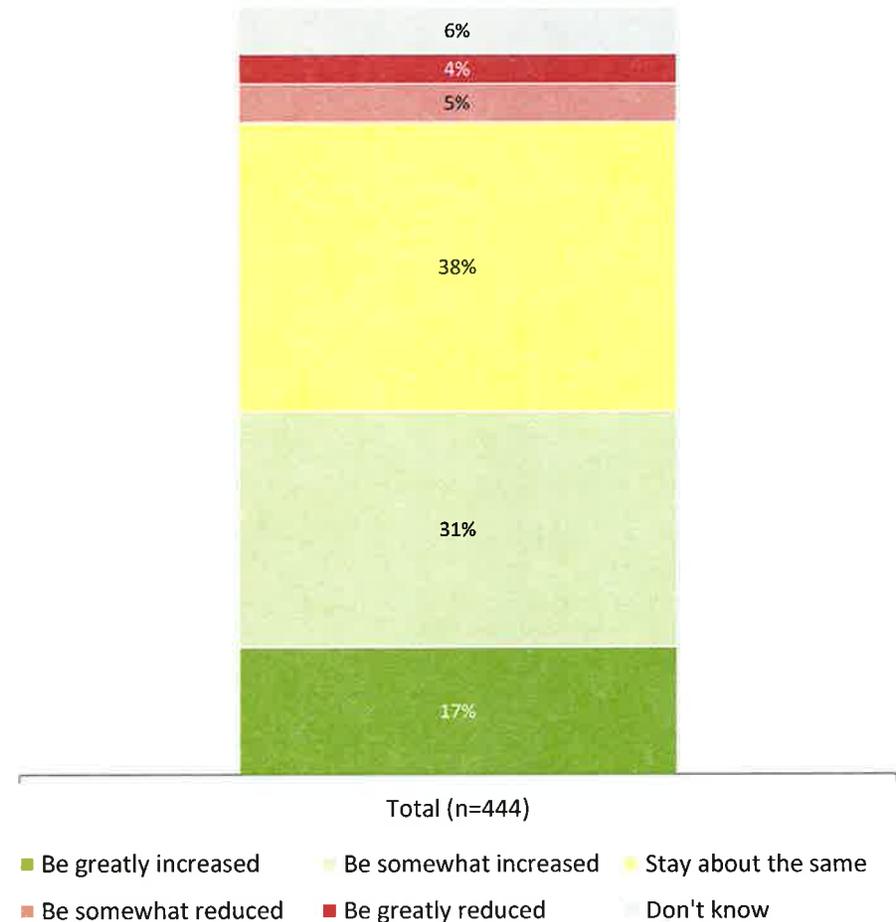
Base: All respondents (n=444)

Community Satisfaction Survey

Planning for the Future

- Nearly one-half (48%) of residents believe that the amount of resources allocated to environmental sustainability in the District of Central Saanich should be increased, and 38% think the amount of resources allocated should stay about the same. In all, only 8% think that the resources allotted to environmental sustainability should be reduced.
- Women tend to be more likely than men to believe that the amount of funding for environmental sustainability should be increased (55% versus 40%).
- Renters are similarly more likely than homeowners to indicate that these resources should be increased (77% versus 45%).
- Those whose household income is less than \$30,000 annually (65%) are more likely than their counterparts to believe that the amount of resources allocated to environmental sustainability should be increased.

Q23. In your opinion, should the amount of resources allocated to environmental sustainability in the District of Central Saanich...



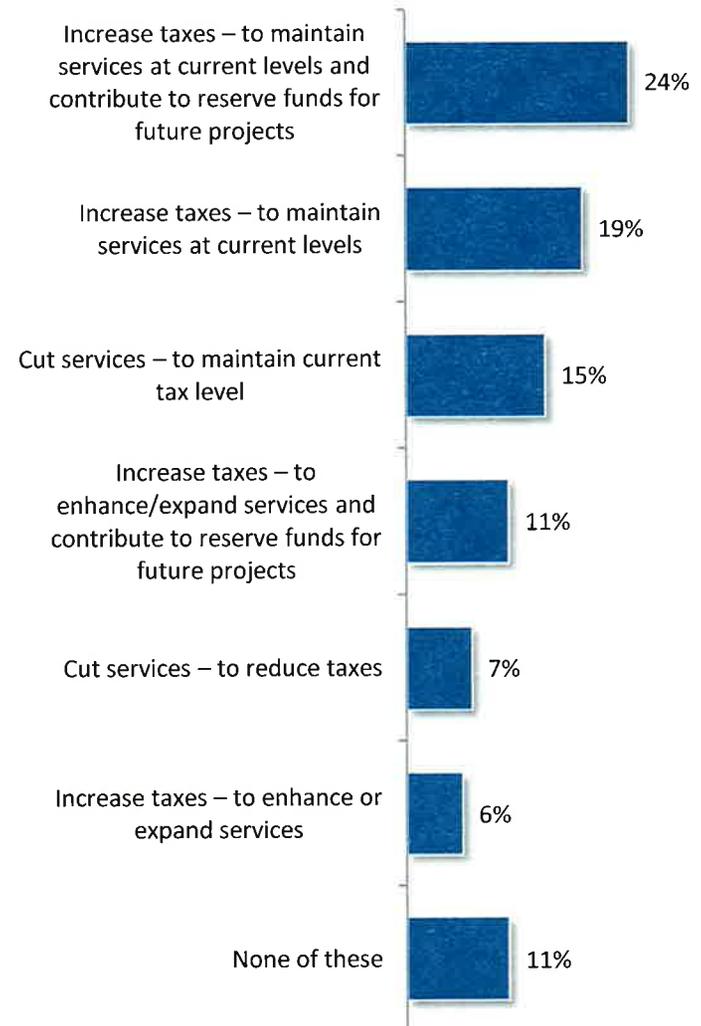
Base: All respondents (n=444)

Community Satisfaction Survey

Planning for the Future

- Of the six options presented for balancing budgetary requirements and revenue levels, the most preferred option is to increase taxes in order to maintain current service levels as well as contribute to reserve funds for future projects (selected by 24%). The second most commonly selected option also calls for an increase in taxes to maintain current service levels, but without the contributions to reserve funds (19%).
- Expansion or enhancement of service levels seems less popular, with 11% opting to increase taxes to enhance services and contribute to reserve funds, and 6% opting to increase taxes to enhance services without the reserve fund contributions.
- Cutting services, whether to maintain current tax levels (15%) or to reduce taxes (7%) also seems to be less feasible as a budgetary strategy.
- There are few differences in support for each option by demographic categories; that said, those 65 and older (15%) as well as women (14%) tend to be more willing to choose an increase in taxes to enhance services and contribute to reserve funds.
- Those with household incomes under \$30,000 annually (3%) are much less likely than those with higher incomes to choose to cut services to maintain the current service level; this group is also less likely to choose to increase taxes to maintain service levels and contribute to a reserve fund (12%).

Q24. Which of the following options would you most like the District to pursue?



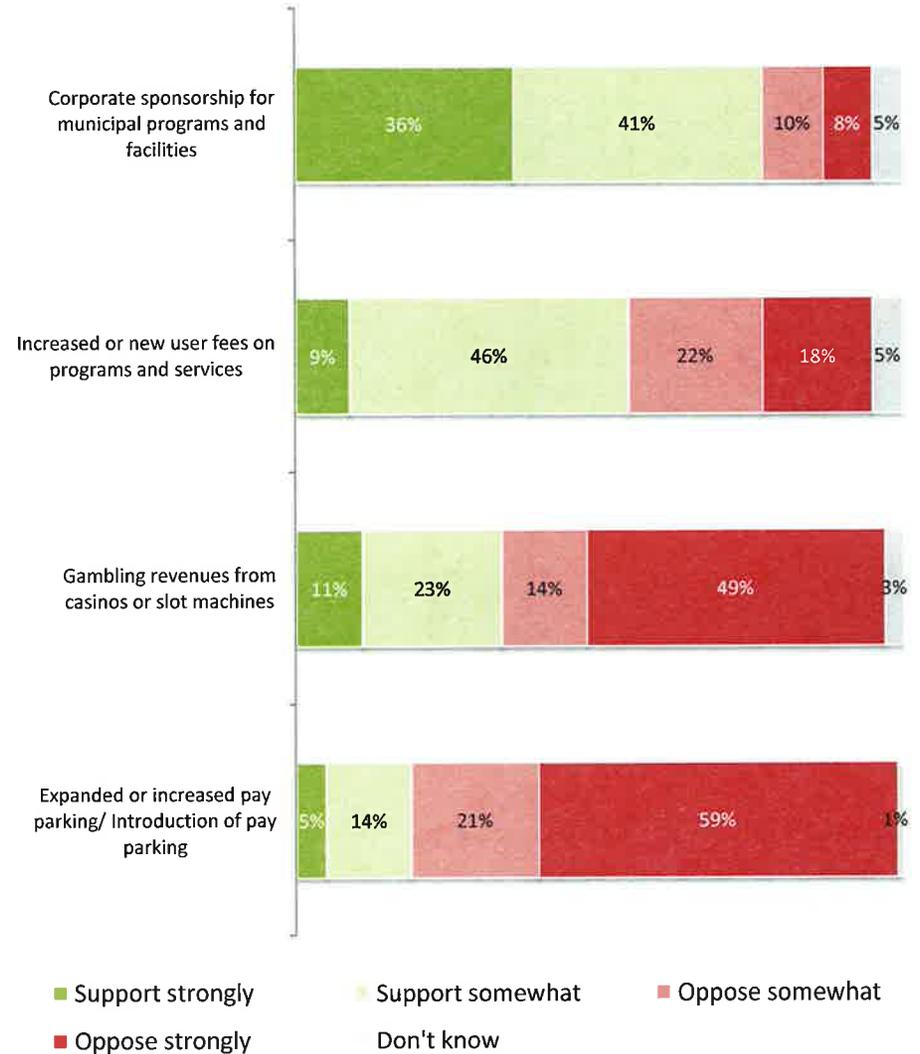
Base: All respondents (n=444)

Community Satisfaction Survey

Planning for the Future

- Potential strategies for bringing in more revenues outside of property taxes garner mixed opinions.
- More than three-quarters (77%) of residents would support corporate sponsorship for municipal programs and facilities as a strategy for increasing revenues. More than one-half (55%) would support increased or new user fees on programs or services.
- The other two options get lower support from residents. One-third (34%) of residents would support collecting gambling revenues from casinos or slot machines, while only two in ten (19%) would support expansion, introduction, or an increase in pay parking.

Q25. To bring in more revenues, would you support or oppose...



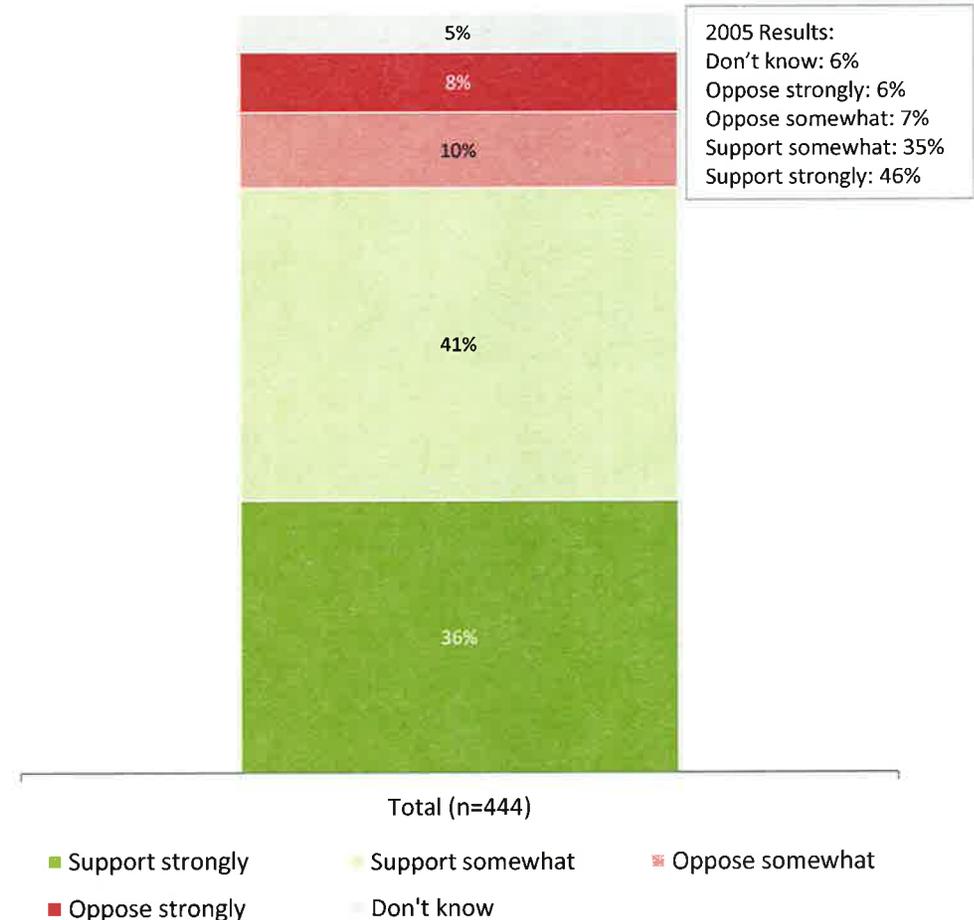
Base: All respondents (n=444)

Community Satisfaction Survey

Planning for the Future

- In all, three-quarters (77%) of District residents would support corporate sponsorship of municipal programs and facilities as a means of generating additional revenue. This includes 36% who would strongly support this revenue stream, and 41% who would somewhat support it. Fewer than two in ten (18%) would oppose this potential revenue stream.
- Homeowners (19%) are more likely than renters (7%) to say that they would oppose allowing corporate sponsorship as a means of increasing revenues.
- Those who are currently employed (83%) are more likely than those who are retired (74%) or self-employed (72%) to support corporate sponsorship of municipal programs and facilities.
- Long-term residents who have lived in the District for thirty or more years (69%) are notably less likely than their shorter-tenured counterparts to support this means of revenue generation.

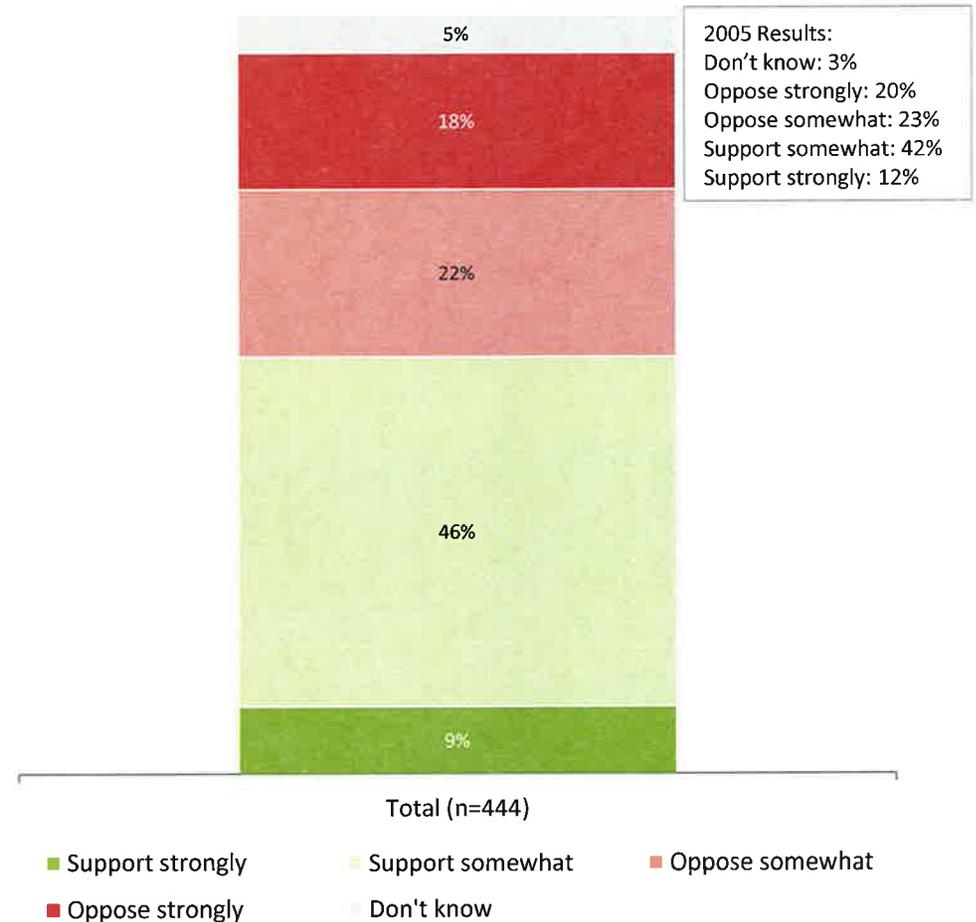
Q25. To bring in more revenues, would you support or oppose corporate sponsorship for municipal programs and facilities?



Planning for the Future

- More than one-half (55%) of residents would be supportive of generating revenues via increased or new user fees on programs and services, including one in ten (9%) who would strongly support this idea and 46% who would somewhat support user fees as a potential revenue source. Four in ten residents would be opposed, including 22% somewhat and 18% strongly opposed.
- Those aged 45-64 (62%) as well as men (62%) are more likely than their counterparts to support increasing or introducing user fees as a means of generating revenue for the District.
- Newer residents who have lived in the District for fewer than ten years (65%) are more likely than their longer-tenured counterparts to support new or increased user fees, particularly compared with those who have been in the District for twenty to thirty years (51%) or thirty or more years (47%).
- Those whose annual household incomes exceed \$90,000 (64%) are also more likely than those with lower household incomes to support the expansion of user fees on District programs and services as a means of generating revenue.

Q25. To bring in more revenues, would you support or oppose increased or new user fees on programs and services?



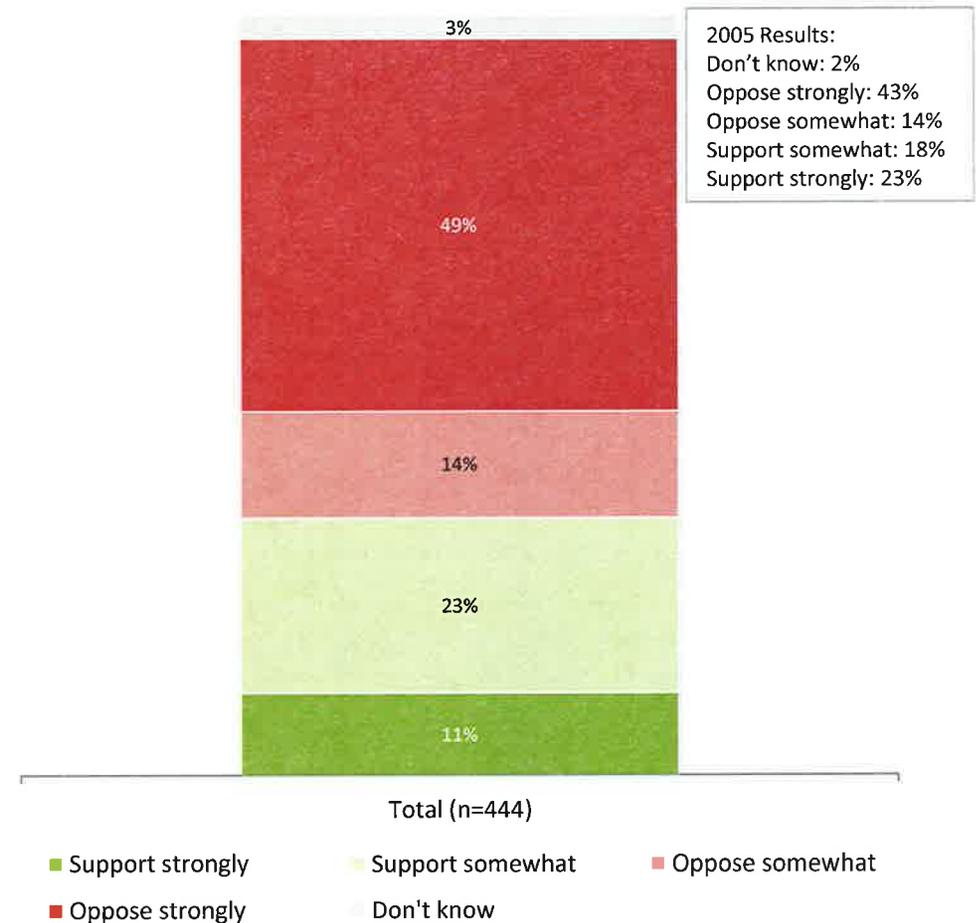
Base: All respondents (n=444)

Community Satisfaction Survey

Planning for the Future

- One-third (34%) of District residents would support generating additional revenues through casinos or slot machines, including 11% strongly in support and 23% who are somewhat supportive of this idea. That said, 63% of residents would oppose gambling revenues to pay for municipal programs and services; one-half (49%) of residents would strongly oppose this idea while another 14% somewhat oppose it.
- Men (40%) tend to be more willing to support the use of gambling revenues than are women (29%).
- Residents in the V8Z postal code area (46%) also tend to be more supportive of the use of gambling revenues than those living in other parts of the district.
- Those who have lived in the District for fewer than ten years (44%) are considerably more likely than those who have been residents for thirty or more years (28%) to be in support of collecting gambling revenues.
- Those who are currently employed (40%) are similarly more likely than retirees (28%) to support this idea.

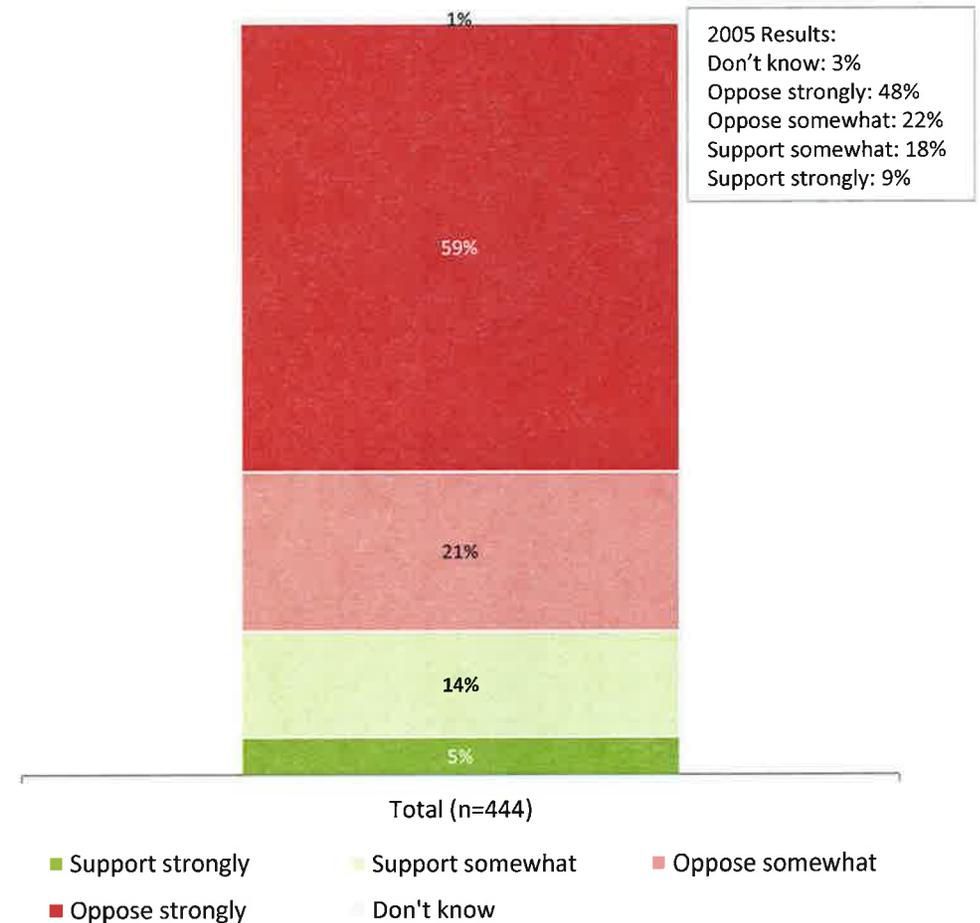
Q25. To bring in more revenues, would you support or oppose gambling revenues from casinos or slot machines?



Planning for the Future

- Pay parking garners the least support of the four options presented for generating additional revenues. Fewer than two in ten (19%) are in support of this idea, including 5% who strongly support and 14% who somewhat support the introduction or expansion of pay parking.
- On the other hand, eight in ten residents (80%) are opposed to the introduction or increase in pay parking, including two in ten (21%) who somewhat oppose the idea and six in ten (59%) who are strongly in opposition.
- Residents aged 45-64 (24%) are more likely to be in support of this idea than those under 45 (12%), though overall support is still low for this group.
- There are few notable differences in opinion regarding pay parking when it comes to occupation, household income, or tenure of residence in the District.

Q25. To bring in more revenues, would you support or oppose expanded or increased pay parking/ introduction of pay parking?



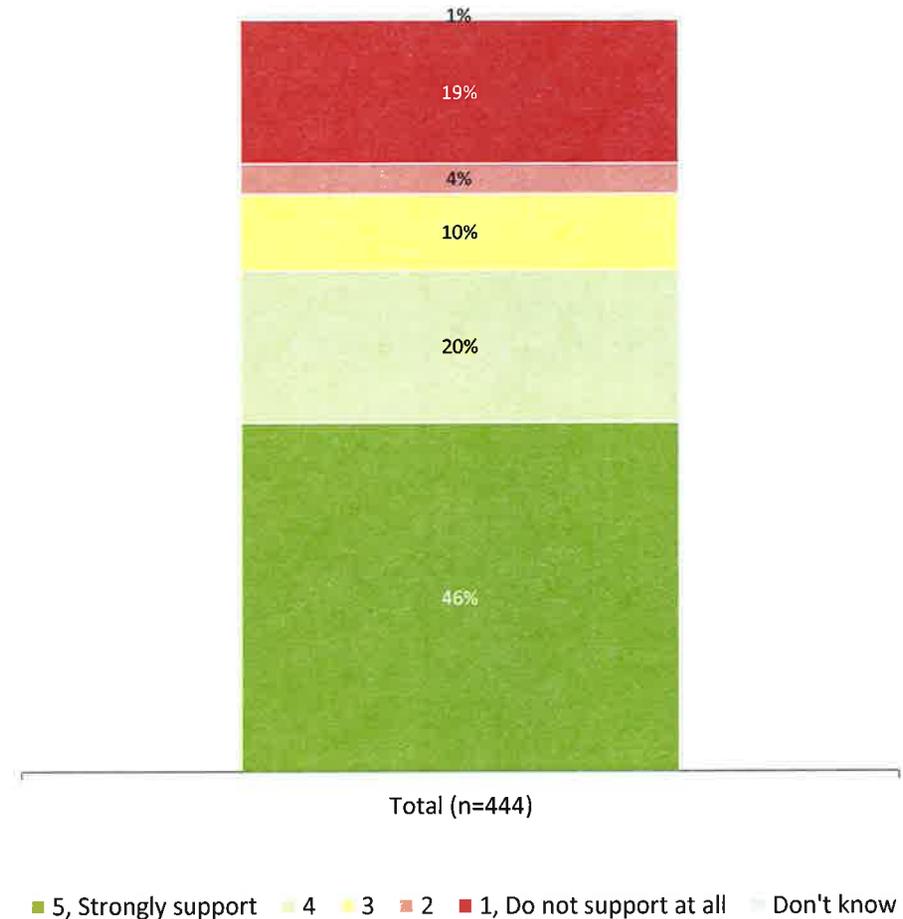
Base: All respondents (n=444)

Community Satisfaction Survey

Planning for the Future

- Residents tend to be broadly supportive of the idea of introducing online voting in the next District of Central Saanich municipal election. In all, two-thirds of residents support online voting in the next election, while just under one-quarter (23%) do not support the idea of online voting and one in ten (10%) have a neutral opinion.
- Perhaps unsurprisingly, residents under the age of 45 (80%) are among the most supportive of online voting, especially compared with those aged 65 and older (59%). Similarly, those who are currently employed (72%) are more likely than retirees (61%) to support online voting.
- Those in households with three or more people (71%) also tend to be more supportive of online voting than those in single-person households (52%).
- Residents with household incomes between \$90,000 and \$120,000 (76%) or \$120,000 and higher (86%) are particularly likely to support online voting in the next municipal election.

Q26. Would you support online voting for the next District of Central Saanich municipal election?



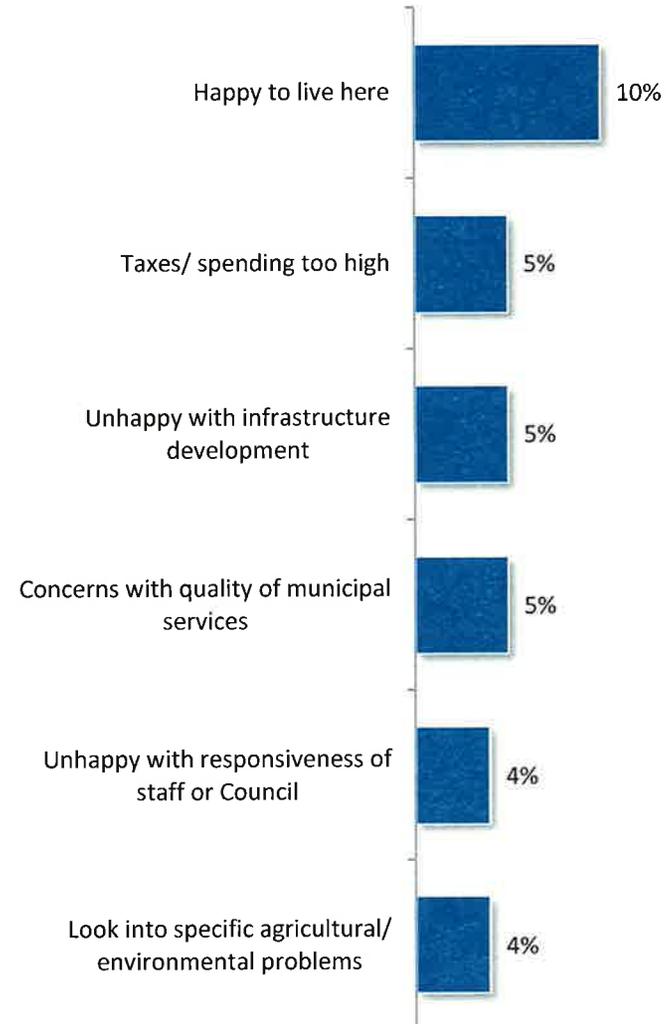
Base: All respondents (n=444)

Community Satisfaction Survey

Planning for the Future

- Final comments are quite varied; comments range from positive to negative and everywhere in between.
- The most commonly made final comment involves being happy to live in the District of Central Saanich, including comments that the District is a great place to raise a family or retire.
- Other residents take the opportunity to raise concerns they may have with life in the District of Central Saanich, including concerns with taxes or municipal spending, infrastructure development, the quality of municipal services, and so forth.
- In all, nearly one-half (48%) decline to share any further comments. Two in ten residents in total (19%) make a negative comment regarding current service delivery, while 13% make a positive comment about current service levels. Another 16% share a final piece of feedback regarding future directions.

Q27. Do you have any further comments you'd like to add about the District of Central Saanich?



Base: All respondents (n=444)

Note: Multiple mentions permitted; only those mentioned by >3% shown

Community Satisfaction Survey

Appendix

Demographics

Appendix – Demographics

	Total (n=444) %
Age	
18-44	17%
45-64	37%
65+	42%
Refused	4%
Gender	
Male	44%
Female	52%
Refused	4%

Appendix - Demographics

	Total (n=444) %
Number of People in Household	
1	13%
2	44%
3+	41%
Refused	2%
Children in Household	
Yes	24%
No	75%
Refused	1%
Home Ownership	
Own	92%
Rent	7%
Refused	1%

Appendix – Demographics

	Total (n=444) %
Neighbourhood	
V8M	74%
V8Z	16%
Other	3%
Don't know/ Refused	7%
Occupation	
Self-employed in agriculture or agribusiness	2%
Self-employed in not agriculture or agribusiness	12%
Employed in a professional or managerial role	14%
Employed in a government, teaching, or health care role	15%
Employed in service, retail, distribution, or tourism	7%
Student	3%
Retired	41%
Other	2%
Refused	4%

Appendix – Demographics

	Total (n=444) %
Household Income	
Less than \$30,000	8%
\$30,000 to less than \$60,000	20%
\$60,000 to less than \$90,000	21%
\$90,000 to less than \$120,000	17%
\$120,000 or more	14%
Don't know/ Refused	21%
Years Lived in District of Central Saanich	
Less than 10 years	23%
10 to less than 20 years	28%
20 to less than 30 years	20%
30 years and over	27%
Don't know/ Refused	2%

Appendix

Telephone Survey

Appendix – Telephone Survey

Central Saanich Community Satisfaction Survey 2015 FINAL CATI Questionnaire November 25, 2015

INTRO

Hello, my name is _____ and I'm calling from NRG Research Group, on behalf of the District of Central Saanich. Tonight/today we are conducting a survey of Central Saanich residents about their satisfaction with the services provided by the District, as well as thoughts about some issues that may be under consideration by the District. You may have heard about this survey through the *Peninsula News Review*, radio, or social media. It is important that we hear from as many residents of the District as possible on this survey, as the District really values your feedback and input.

Your household has been randomly dialed to participate in the study and we assure you that all information you provide will be kept completely anonymous and confidential. For this survey, may I please speak to someone in your household who is 18 years of age or older?

[IF NECESSARY, ADD: The survey will take about 15 minutes to complete.]

If asked: This survey has been registered with the Marketing Research and Intelligence Association (MRIA) to allow the public to verify the legitimacy of the research. To verify this survey with the MRIA, please call toll free 1-888-602-6742, extension 8728. The service is provided Monday to Friday from 8:30am to 5:00pm Eastern time. Or you can visit their website at www.surveverification.ca and reference the following survey ID: 20151201-340C.

[REINTRODUCE IF NEEDED] May I begin the interview now? Thank you.

SCREENER SECTION

[ASK S1A IF SOFT REFUSAL ONLY; IF AGREE TO PARTICIPATE SKIP TO S2]

S1a. You can also complete the survey online if that works better for you. This involves us sending you an email with a survey link in it. This would allow you to complete the survey at your convenience. This option will take about 15 minutes in total, but it does not need to be completed all at once. Would you be interested in this option?

1. Yes => GO TO S1b
2. No => / Thank and terminate.
99. Don't know/Refused => / Thank and terminate.

[ASK S1B THROUGH S1D IF AGREE TO ONLINE OPTION]

S1b. Great, thanks. I just have a couple of quick questions to make sure that you're eligible for the study before we collect your email address. Could you please tell me if you reside in the District of Central Saanich? This would encompass the areas of Saanichton, Brentwood Bay and the Tsartlip and Tsawout First Nations Reserves. [DO NOT READ LIST; INTERVIEWER: PROBE IF RESPONDENT MENTIONS THE NAME OF ANOTHER MUNICIPALITY]

1. Yes => CONTINUE TO S1c
2. No => / Thank and terminate.
99. Don't know/Refused => / Thank and terminate.

S1c. And do you or anyone in your household work for the District of Central Saanich (including the Mayor or Council members), in marketing research or for media such as radio or TV, newspaper, magazine or online news source? [DO NOT READ LIST]

1. Yes => / Thank and terminate.
2. No => CONTINUE TO S1d
99. Don't know/Refused => / Thank and terminate.

S1d. In order for you to complete the survey online, I will need your email address to send you a link to the survey. Can you please give me your email address?

Record email address _____; Great, thank you. We will send you an email with the survey link within the next few business days.

Don't know/Refused => THANK AND TERMINATE "Thank you, those are all our questions for today."

[CONTINUE FROM S2 IF AGREE TO PARTICIPATE BY PHONE]

S2. Could you please tell me if you reside in the District of Central Saanich? This would encompass the areas of Saanichton, Brentwood Bay and the Tsartlip and Tsawout First Nations Reserves. [DO NOT READ LIST; INTERVIEWER: PROBE IF R MENTIONS THE NAME OF ANOTHER MUNICIPALITY]

1. Yes => CONTINUE TO S3
2. No => / Thank and terminate.
99. Don't know/Refused => / Thank and terminate.

Appendix – Telephone Survey

S3. Do you or anyone in your household work for The District of Central Saanich (including the Mayor or Council members), in marketing research or for media such as radio or TV, newspaper, magazine or an online news source? [DO NOT READ LIST]

1. Yes => / Thank and terminate.
2. No => CONTINUE TO S4
99. Don't know/Refused => / Thank and terminate.

S4. Gender [From sound of voice; DO NOT ASK – Watch quotas]

1. Male
2. Female

S5. For classification purposes, can you please tell me your year of birth? [WATCH QUOTAS]

[RECORD YEAR; RANGE 1900 to 1997]

98. Don't Know [Thank and terminate "Thank you, those are all our questions."]
99. Refused=>GO TO S5a

AGECALC. Calculate age based on YOB.

S5a. [ASK ONLY IF AGECALC CANNOT BE CALCULATED] Could you tell me if you are... [READ LIST]

1. 16 to 24
2. 25 to 44
3. 45 to 64
4. 65 to 69
5. 70 to 74
6. Or 75 years or older?

98. DONT KNOW [Thank and terminate "Thank you, those are all our questions."]
99. REFUSED [Thank and terminate "Thank you, those are all our questions."]

3

ISSUES AGENDA AND CURRENT SERVICE LEVELS

Q1. In your view, as a resident of the District of Central Saanich, what is the most important issue facing your community; that is, the one issue you feel should receive the greatest attention from your local leaders?

[RECORD FIRST ISSUE] Are there any other important local issues? [RECORD SECOND ISSUE]

[RECORD FIRST AND SECOND VERBATIM SEPARATELY]

96. None
98. Don't know
99. Refused

Q1b. How would you rate the overall quality of life in the District of Central Saanich today? [READ LIST]

4. Very good
3. Good
2. Poor
1. Very poor
98. Don't know
99. Refused

[ASK IF Q1B=3 OR 4]

Q1c. Why do you say the overall quality of life in the District of Central Saanich is [good/very good]?

[RECORD VERBATIM]

98. Don't know
99. Refused

[ASK IF Q1B=1 OR 2]

Q1d. Why do you say the overall quality of life in the District of Central Saanich is [poor/very poor]?

[RECORD VERBATIM]

98. Don't know
99. Refused

Q2. How satisfied are you with the overall level and quality of services provided by the District of Central Saanich? Would you say... [READ LIST]

4. Very satisfied
3. Somewhat satisfied
2. Not very satisfied
1. Not at all satisfied
98. Don't know
99. Refused

4

Appendix – Telephone Survey

Q3. Please tell me how satisfied you are with each of the following services provided by the District of Central Saanich. If you are unfamiliar with or have no experience with a particular service, simply say "not applicable" and I'll move on to the next item. The first is... [READ RESPONSE OPTIONS FOR FIRST ONE, AND REPEAT AS NEEDED TO CLARIFY]

[ROWS; RANDOMIZE]

- Recreational and cultural facilities
- Police services
- Traffic management
- Fire services
- Road maintenance
- Water and sewer services
- Public transit
- Community planning
- Sports and recreation programming

[COLUMNS]

- 4. Very satisfied
- 3. Somewhat satisfied
- 2. Not very satisfied
- 1. Not at all satisfied
- 98. Don't know
- 99. Refused

[ASK IF ANY ITEM IN Q3=1 OR 2; IF MORE THAN ONE NOT VERY OR NOT AT ALL SATISFIED, SELECT ONE AT RANDOM]

Q3a. You said you are not satisfied with [INSERT ITEM]. Can you please tell me why?

[RECORD VERBATIM]

- 98. Don't know
- 99. Refused

Q4. Thinking about all the programs and services you receive from the District of Central Saanich, would you say that overall you get good value or poor value for your tax dollars? [AS NEEDED: Is that very or fairly [good/poor]]? [IF NECESSARY: If you rent your current place of residence and don't pay taxes directly to the District, please keep in mind that these taxes are still reflected in the rent that you pay to your property owner.]

- 4. Very good value
- 3. Fairly good value
- 2. Fairly poor value
- 1. Very poor value
- 98. Don't know
- 99. Refused

Q5. Changing topics slightly, have you personally contacted or dealt with a District of Central Saanich employee within the past year? [DO NOT READ LIST]

- 1. Yes
- 2. No
- 98. Don't know
- 99. Refused

5

[ASK Q6 AND Q7 IF YES IN Q5]

For the next few questions, please think about the last time you contacted or dealt with the District of Central Saanich or one of its employees.

Q6. How did this contact occur? Was it... [READ LIST]

- 1. Telephone
- 2. Mail
- 3. In-person
- 4. Email
- 5. Social media (Twitter, Facebook, etc)
- 6. City meeting (Council meeting, Advisory committee, etc)
- 7. Open house/public consultation
- 95. Other [specify]
- 98. Don't know
- 99. Refused

Q7. On a scale from 1 to 5, where 5 is "very satisfied" and 1 is "very dissatisfied," how satisfied are you with the [INSERT ITEM]? Would you say [READ LIST]? And how satisfied are you with [INSERT ITEM]? [REPEAT SCALE IF NECESSARY]

[ROWS; RANDOMIZE BUT ANCHOR OVERALL SERVICE AT TOP]

- Overall service you received
- Staff's knowledge
- Staff's helpfulness
- Staff's ability to resolve your issue
- Staff's courteousness
- Speed and timeliness of service
- Ease of reaching staff

[COLUMNS]

- 5. Very satisfied
- 4.
- 3.
- 2.
- 1. Very dissatisfied
- 98. Don't know
- 99. Refused

Q8. In your opinion, do you currently receive too much, too little, or just the right amount of information from the District of Central Saanich? [DO NOT READ LIST]

- 1. Too much
- 2. Just the right amount
- 3. Too little
- 98. Don't know
- 99. Refused

6

Appendix – Telephone Survey

Q9a. Thinking about your information needs, what kinds of information do you want the District of Central Saanich to provide you with? [RANDOMIZE LIST; READ OPTIONS 1-7; SELECT ALL THAT APPLY]

1. Financial/ Budget
2. Taxes
3. Parks and recreation programs and events
4. Council meetings
5. Building projects/ New developments
6. Upcoming events
7. District planning
95. Other (Specify) _____
98. Don't know
99. Refused

Q9b. If you were looking for information on the District of Central Saanich, what sources would you use to find this information? [DO NOT READ LIST EXCEPT TO CLARIFY; SELECT ALL THAT APPLY]

1. Call the District of Central Saanich directly/speak with staff
2. The District of Central Saanich's Website
3. Search the Internet/Google
4. Social media (e.g. Mayor Windsor's Twitter feed, Councillor Jensen's Facebook page)
5. The local newspaper (*Peninsula News Review*)
6. Local radio stations
7. Word of mouth/ family and friends
95. Other (Specify) _____
98. Don't know
99. Refused

Q10. Of the following options, how would you most prefer to be contacted by the District of Central Saanich in the future? [READ LIST]

1. Telephone
2. Email
3. Mail
4. Social media (e.g., Facebook/Twitter)
5. Other (Specify) _____
98. Don't know
99. Refused

7

PLANNING FOR THE FUTURE

Now, turning to potential future directions for the District of Central Saanich, let's first look at development and infill or density.

Q15. On a scale of 1 to 5 where 1 is "Do not support at all" and 5 is "Strongly Support," would you support increasing the infill or density of residential development overall in the District of Central Saanich?

1. Do not support at all
- 2.
- 3.
- 4.
5. Strongly support
98. Don't know
99. Refused

[ASK IF Q15=1 OR 2]

Q15a. You said you do not support increasing the infill or density of residential development overall in the District of Central Saanich. Can you please tell me why?

- [RECORD VERBATIM]
98. Don't know
 99. Refused

Q16. In your opinion, should the District complete a study of infill and/or densification? [DO NOT READ LIST]

1. Yes
2. No
98. Don't know
99. Refused

Now let's look at other potential initiatives.

Q17. Using a scale of 1 to 5 where 1 is "Strongly Disagree" and 5 is "Strongly Agree," please rate your agreement with each of the following statements...

[ROWS; RANDOMIZE]

- Building an overpass for Keating Cross Road where it intersects the Pat Bay Highway should be a top priority for the District.
- The District of Central Saanich Municipal Hall should be renovated or expanded within the next five years.
- The District could do more to help make Central Saanich more pedestrian-friendly or walkable.
- Sports and recreation facilities are funded adequately by the District.
- There are gaps in the sports and recreation programming available from the District of Central Saanich.
- Having more social and affordable housing units available in Central Saanich should be a top priority for the District.
- I support having more social and affordable housing units in my neighbourhood.
- The District of Central Saanich should focus development in the urban cores (Saanichton, Brentwood Bay, Keating Cross Road)

8

Appendix – Telephone Survey

[COLUMNS]

1. Strongly disagree
- 2.
- 3.
- 4.
5. Strongly agree
98. Don't know
99. Refused

[ASK IF ANY ITEM IN Q17=1 OR 2; IF MORE THAN ONE DISAGREED, SELECT ONE AT RANDOM]

Q18. You said you do not agree with the statement [INSERT ITEM]. Can you please tell me why?

- [RECORD VERBATIM]
98. Don't know
 99. Refused

Q19. Now, regarding Central Saanich Police, on a scale of 1 to 5 where 1 is "Very Inadequate" and 5 is "Very Adequate," how adequate do you feel the level of Police Services is in the District? [DO NOT READ LIST]

1. Very inadequate
- 2.
- 3.
- 4.
5. Very adequate
98. Don't know
99. Refused

Q19b. Please explain why you gave this rating for the level of Police Services in the District of Central Saanich?

- [RECORD VERBATIM]
98. Don't know
 99. Refused

Q20. In your opinion, do you feel Central Saanich Police receives too much, too little, or just the right amount of funding from taxpayers? [DO NOT READ LIST]

1. Too much
2. Just the right amount
3. Too little
98. Don't know
99. Refused

Q21. Turning to Central Saanich fire protection services, on a scale of 1 to 5 where 1 is "Do not support at all" and 5 is "Strongly Support," would you support providing additional funding to the District's fire department for training purposes and updating the skills of the firefighters? [DO NOT READ LIST]

1. Do not support at all
- 2.
- 3.
- 4.
5. Strongly support
98. Don't know
99. Refused

9

Q22. The District of Central Saanich has undertaken a number of initiatives to address the importance of agriculture and the rural character of Central Saanich. These include initiatives such as the development of an agricultural area plan as well as a permanent advisory committee to advise council on agricultural matters. In your opinion, should the amount of resources allocated to agriculture in the District of Central Saanich... [READ LIST]

1. Be greatly increased
2. Be somewhat increased
3. Stay about the same
4. Be somewhat reduced
5. Be greatly reduced
98. Don't know
99. Refused

Q23. The District of Central Saanich has also taken steps to address climate change and environmental challenges. These initiatives include preparing a Community Energy Plan, signing onto the provincial government's climate action charter, and undertaking a water conservation strategy. In your opinion, should the amount of resources allocated to environmental sustainability in the District of Central Saanich... [READ LIST]

1. Be greatly increased
2. Be somewhat increased
3. Stay about the same
4. Be somewhat reduced
5. Be greatly reduced
98. Don't know
99. Refused

Q24. Municipal property taxes are the primary way to pay for services provided by the District of Central Saanich. Due to the increased cost of maintaining current service levels and infrastructure, the District must balance taxation and service delivery levels. To deal with this situation, which one of the following six options would you most like the District to pursue? [READ LIST; RANDOMIZE OPTIONS]

1. Increase taxes - to enhance or expand services
2. Increase taxes - to maintain services at current levels
3. Increase taxes - to enhance/expand services and contribute to reserve funds for future projects
4. Increase taxes - to maintain services at current levels and contribute to reserve funds for future projects
5. Cut services - to maintain current tax level
6. Cut services - to reduce taxes
96. None of these
98. Don't know
99. Refused

10

Appendix – Telephone Survey

Q25. In addition to adjusting the property tax/service delivery balance, the District of Central Saanich has the option of generating additional revenue to help pay for municipal services and programs. To bring in more revenues, would you support or oppose [INSERT ITEM]? [AS NEEDED: Is that strongly or somewhat (support/oppose?)] How about [INSERT ITEM]?

[ROWS; RANDOMIZE]

Corporate sponsorship for municipal programs and facilities
Increased or new user fees on programs and services
Gambling revenues from casinos or slot machines
Expanded or increased pay parking/introduction of pay parking

[COLUMNS]

4. Support strongly
3. Support somewhat
2. Oppose somewhat
1. Oppose strongly
98. Don't know
99. Refused

Q26. On a scale of 1 to 5 where 1 is "Do not support at all" and 5 is "Strongly Support," would you support online voting for the next District of Central Saanich municipal election? [DO NOT READ LIST]

1. Do not support at all
- 2.
- 3.
- 4.
5. Strongly support
98. Don't know
99. Refused

Q27. And finally, do you have any further comments you'd like to add about the District of Central Saanich? Please feel free to share any thoughts you may have on current services offered, as well as the future of the District.

[RECORD VERBATIM]

98. Don't know
99. Refused

11

DEMOGRAPHICS

We have just a few more questions to go for statistical purposes only. Thank you so much for your responses so far.

D1. How many people, including yourself, live in your household?

[RECORD NUMBER] [RANGE 1-19]

98. Don't know
99. Refused

D2. Do you own or rent your current place of residence?

1. Own
2. Rent
99. Refused

D3. Can you please provide me with your postal code? (IF NECESSARY, ADD: I assure you that this information will remain completely confidential. We only use it for classification purposes.)

{INTERVIEWER NOTE: Try to get the full 6-digit postal code. If necessary, we will accept only the first 3 digits.}

[RECORD POSTAL CODE]

98. Don't know
99. Refused

D4. How many years have you lived in the District of Central Saanich? [READ LIST]

[RECORD NUMBER OF YEARS] [RANGE 0-99]

98. Don't know
99. Refused

D5. Do you have any children under the age of 18 living in your household?

1. Yes
2. No
99. Refused

D6. Which of the following best describes your occupation? [READ LIST]

1. Self employed in agriculture or agri-business (such as a winery or flower nursery)
2. Self employed but not in agriculture or agri-business
3. Employed in a professional or managerial role
4. Employed in a government payroll, teaching, or health care role
5. Student
6. Employed in service, retail, distribution, or tourism
95. Other – specify _____
99. Refused

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Appendix – Telephone Survey

D7. Which of the following categories best describes your household's annual income? That is, the total income before taxes of all persons in your household combined. Please stop me when I've reached your category. (READ LIST)

1. Under \$30,000
2. \$30,000 to under \$60,000
3. \$60,000 to under \$90,000
4. \$90,000 to under \$120,000
5. \$120,000 or more
98. Don't know
99. Refused

Those are all the questions I have for you today. Thanks again for taking the time to participate in this survey and have a great day/evening.

Appendix

Online Survey

Appendix – Online Survey

Central Saanich Community Satisfaction Survey 2015
DRAFT CAWI Questionnaire
December 1, 2015

INVITE EMAIL:

To: <NAME COLLECTED BY PHONE>
From: NRG Research Group on behalf of the District of Central Saanich
Subject: District of Central Saanich Community Satisfaction Study

Dear <INSERT NAME>:

We recently contacted you regarding a study that we are conducting regarding the District of Central Saanich, and you indicated that you would prefer to complete the study online. You may also have heard about this survey advertised in the *Peninsula News Review*, radio, or social media, or on the District of Central Saanich website. It is important that we hear from as many residents of the District as possible on this survey, as the District really values your feedback and input.

NRG Research Group is conducting this study on behalf of the District of Central Saanich. This is strictly a research study, and no sales call will follow. All comments are held in the strictest of confidence and results are only reported in aggregate, so no individual participant can be identified.

Completing this survey online will take about 12-15 minutes in total, but it does not need to be completed all at once. Please keep the survey link in your email so that you may go back and complete the survey if you do not have time to finish it right now. <INSERT SURVEY LINK>

If you have questions about the study, please feel free to contact the project manager for this study at NRG Research Group. Her name is Kim Scott, Research Consultant, and she can be reached at 604-676-5641 (toll free 1-877-530-6184 ext. 5641) or kscott@nrgresearchgroup.com.

Alternately, to verify the legitimacy of this project, you may contact the MRIA (Marketing Research and Intelligence Association) at 1-888-602-6742, ext. 8728 or visit their survey verification website at www.surveverification.ca or www.verificationsondage.ca (French) using the MRIA Project Registration Number: 20151201-340C.

Thanks from NRG Research Group and the District of Central Saanich!

A. INTRODUCTION

[PINID VERSION]

Thank you for accepting our invitation to complete this survey about your satisfaction with the services provided by the District of Central Saanich, as well as thoughts about some issues that may be under consideration by the District.

Completing this survey online will take about 12-15 minutes in total, but it does not need to be completed all at once. Please keep the survey link in your email so that you may go back and complete the survey if you do not have time to finish it right now.

<INSERT BOILERPLATE COMPLETION INSTRUCTIONS>

Thanks again from NRG Research Group and the District of Central Saanich!

[OPEN LINK VERSION]

Thank you for your interest in completing this survey about your satisfaction with the services provided by the District of Central Saanich, as well as thoughts about some issues that may be under consideration by the District.

Completing this survey online will take about 12-15 minutes in total. If you wish to stop and return to the survey at a later time, please keep the survey open in your web browser.

<INSERT BOILERPLATE COMPLETION INSTRUCTIONS>

Thanks again from NRG Research Group and the District of Central Saanich!

Appendix – Online Survey

SCREENER SECTION

S2. Do you reside in the District of Central Saanich? This would encompass the areas of Saanichton, Brentwood Bay and the Tsartlip and Tsawout First Nations Reserves.

Please select one response.

- 1. Yes => CONTINUE TO S3
- 2. No => / Thank and terminate. ("Thanks for your interest in this survey. Unfortunately, the survey is for residents of the District of Central Saanich only.")
- 99. Don't know/ Prefer not to answer => / Thank and terminate.

S3. Do you or anyone in your household work for The District of Central Saanich (including the Mayor or Council members), in marketing research or for media such as radio or TV, newspaper, magazine or online news source?

Please select one response.

- 1. Yes => / Thank and terminate. ("Thanks for your interest in this survey. Unfortunately, households of District employees as well as marketing research and media employees are not eligible to participate in the survey.")
- 2. No => CONTINUE TO S4
- 99. Don't know/ Prefer not to answer => / Thank and terminate.

ISSUES AGENDA AND CURRENT SERVICE LEVELS

Q1. In your view, as a resident of the District of Central Saanich, what is the most important issue facing your community; that is, the one issue you feel should receive the greatest attention from your local leaders? Please provide as much detail as possible.

[VERBATIM BOX]

- 96. None
- 98. Don't know
- 99. Prefer not to answer

Q1a. Are there any other important local issues that you feel should receive attention from your local leaders? Please provide as much detail as possible.

[VERBATIM BOX]

- 96. None
- 98. Don't know
- 99. Prefer not to answer

Q1b. How would you rate the overall quality of life in the District of Central Saanich today?

Please select one response.

- 4. Very good
- 3. Good
- 2. Poor
- 1. Very poor
- 98. Don't know
- 99. Prefer not to answer

[ASK IF Q1B=3 OR 4]

Q1c. Why do you say the overall quality of life in the District of Central Saanich is [good/very good]?

Please provide as much detail as possible.

[VERBATIM BOX]

- 98. Don't know
- 99. Prefer not to answer

[ASK IF Q1B=1 OR 2]

Q1d. Why do you say the overall quality of life in the District of Central Saanich is [poor/very poor]?

Please provide as much detail as possible.

[VERBATIM BOX]

- 98. Don't know
- 99. Prefer not to answer

Q2. How satisfied are you with the overall level and quality of services provided by the District of Central Saanich?

Please select one response.

- 4. Very satisfied
- 3. Somewhat satisfied
- 2. Not very satisfied
- 1. Not at all satisfied
- 98. Don't know
- 99. Prefer not to answer

Appendix – Online Survey

Q3. How satisfied are you with each of the following services provided by the District of Central Saanich? If you are unfamiliar with or have no experience with a particular service, please select "not applicable" and move on to the next item.

Please select one response for each row.

[ROWS; RANDOMIZE]

Recreational and cultural facilities
Police services
Traffic management
Fire services
Road maintenance
Water and sewer services
Public transit
Community planning
Sports and recreation programming

[COLUMNS]

4. Very satisfied
3. Somewhat satisfied
2. Not very satisfied
1. Not at all satisfied
98. Don't know
99. Prefer not to answer

[ASK IF ANY ITEM IN Q3=1 OR 2; IF MORE THAN ONE NOT VERY OR NOT AT ALL SATISFIED, SELECT ONE AT RANDOM]

Q3a. You said you are not satisfied with [INSERT ITEM]. Can you please explain why?

Please provide as much detail as possible.

[VERBATIM BOX]

98. Don't know
99. Prefer not to answer

Q4. Thinking about all the programs and services you receive from the District of Central Saanich, how would you rate the overall value for your tax dollars? Please note that if you rent your current place of residence and don't pay taxes directly to the District, these taxes are typically reflected in the rent that you pay to the property owner.

Please select one response.

4. Very good value
3. Fairly good value
2. Fairly poor value
1. Very poor value
98. Don't know
99. Prefer not to answer

Q5. Changing topics, have you personally contacted or dealt with a District of Central Saanich employee within the past year?

Please select one response.

1. Yes
2. No
98. Don't know
99. Prefer not to answer

[ASK Q6 AND Q7 IF YES IN Q5; SHOW BLURB ON SAME SCREEN AS Q6]

For the next few questions, please think about the last time you contacted or dealt with the District of Central Saanich or one of its employees.

Q6. How did this contact occur?

Please select one response.

1. Telephone
2. Mail
3. In-person
4. Email
5. Social media (e.g., Twitter, Facebook, etc)
6. City meeting (e.g., Council meeting, Advisory committee, etc)
7. Open house/ Public consultation
95. Other (please specify)
98. Don't know
99. Prefer not to answer

Q7. On a scale from 1 to 5, where 5 is "very satisfied" and 1 is "very dissatisfied," how satisfied are you with each of the following elements the last time you contacted or dealt with the District of Central Saanich or one of its employees?

Please select one response for each row.

[ROWS; RANDOMIZE BUT ANCHOR OVERALL SERVICE AT TOP]

Overall service you received
Staff's knowledge
Staff's helpfulness
Staff's ability to resolve your issue
Staff's courteousness
Speed and timeliness of service
Ease of reaching staff

[COLUMNS]

5. Very satisfied
4.
3.
2.
1. Very dissatisfied
98. Don't know
99. Prefer not to answer

Appendix – Online Survey

Q8. In your opinion, do you currently receive too much, too little, or just the right amount of information from the District of Central Saanich?

Please select one response.

1. Too much
2. Just the right amount
3. Too little
98. Don't know
99. Prefer not to answer

Q9a. Thinking about your information needs, what kinds of information do you want the District of Central Saanich to provide you with? [RANDOMIZE OPTIONS 1-7]

Please select all that apply.

1. Financial/ Budget
2. Taxes
3. Parks and recreation programs and events
4. Council meetings
5. Building projects/ New developments
6. Upcoming events
7. District planning
95. Other (please specify)
98. Don't know
99. Prefer not to answer

Q9b. If you were looking for information on the District of Central Saanich, what sources would you use to find this information?

Please select all that apply.

1. Call the District of Central Saanich directly/ Speak with staff
2. The District of Central Saanich's website
3. Search the Internet/Google
4. Social media (e.g., Mayor Windsor's Twitter feed, Councillor Jensen's Facebook page, etc.)
5. The local newspaper (*Peninsula News Review*)
6. Local radio stations
7. Word of mouth/ Family and friends
95. Other (please specify)
98. Don't know
99. Prefer not to answer

Q10. Of the following options, how would you most prefer to be contacted by the District of Central Saanich in the future?

Please select one response.

1. Telephone
2. Email
3. Mail
4. Social media (e.g., Facebook, Twitter, etc.)
5. Other (please specify)
98. Don't know
99. Prefer not to answer

PLANNING FOR THE FUTURE

[SHOW BLURB ON SAME SCREEN AS Q15] Now, turning to potential future directions for the District of Central Saanich, let's first look at development and infill or density.

Q15. On a scale of 1 to 5 where 1 is "Do not support at all" and 5 is "Strongly Support," would you support increasing the infill or density of residential development overall in the District of Central Saanich?

Please select one response.

1. Do not support at all
- 2.
- 3.
- 4.
5. Strongly support
98. Don't know
99. Prefer not to answer

[ASK IF Q15=1 OR 2]

Q15a. You indicated that you do not support increasing the infill or density of residential development overall in the District of Central Saanich. Can you please explain why?

Please provide as much detail as possible.

[VERBATIM BOX]

98. Don't know
99. Prefer not to answer

Q16. In your opinion, should the District complete a study of infill and/or densification? [DO NOT READ LIST]

Please select one response.

1. Yes
2. No
98. Don't know
99. Prefer not to answer

[SHOW BLURB ON SAME SCREEN AS Q17] Now let's look at other potential initiatives.

Q17. Using a scale of 1 to 5 where 1 is "Strongly Disagree" and 5 is "Strongly Agree," please indicate your agreement with each of the following statements.

Please select one response for each row.

[ROWS; RANDOMIZE]

Building an overpass for Keating Cross Road where it intersects the Pat Bay Highway should be a top priority for the District.

The District of Central Saanich Municipal Hall should be renovated or expanded within the next five years.

The District could do more to help make Central Saanich more pedestrian-friendly or walkable.

Sports and recreation facilities are funded adequately by the District.

There are gaps in the sports and recreation programming available from the District of Central Saanich.

Having more social and affordable housing units available in Central Saanich should be a top priority for the District.

I support having more social and affordable housing units in my neighbourhood.

The District of Central Saanich should focus development in the urban cores (Saanichton, Brentwood Bay, Keating Cross Road)

Appendix – Online Survey

[COLUMNS]

1. Strongly disagree
- 2.
- 3.
- 4.
5. Strongly agree
98. Don't know
99. Prefer not to answer

[ASK IF ANY ITEM IN Q17=1 OR 2; IF MORE THAN ONE DISAGREED, SELECT ONE AT RANDOM]

Q18. You indicated that you do not agree with the statement [INSERT ITEM]. Can you please explain why?
Please provide as much detail as possible.

[VERBATIM BOX]

98. Don't know
99. Prefer not to answer

Q19. Now, regarding Central Saanich Police, how adequate do you feel the level of Police Services is in the District?

Please select one response.

1. Very inadequate
- 2.
- 3.
- 4.
5. Very adequate
98. Don't know
99. Prefer not to answer

Q19b. Please explain why you gave this rating for the level of Police Services in the District of Central Saanich.
Please provide as much detail as possible.

[VERBATIM BOX]

98. Don't know
99. Prefer not to answer

Q20. In your opinion, do you feel Central Saanich Police receives too much, too little, or just the right amount of funding from taxpayers?

Please select one response.

1. Too much
2. Just the right amount
3. Too little
98. Don't know
99. Prefer not to answer

Q21. Turning to Central Saanich fire protection services, how much would you support providing additional funding to the District's fire department for training purposes and updating the skills of the firefighters?

Please select one response.

1. Do not support at all
- 2.
- 3.
- 4.
5. Strongly support
98. Don't know
99. Prefer not to answer

Q22. The District of Central Saanich has undertaken a number of initiatives to address the importance of agriculture and the rural character of Central Saanich. These include initiatives such as the development of an agricultural area plan as well as a permanent advisory committee to advise council on agricultural matters.

In your opinion, should the amount of resources allocated to agriculture in the District of Central Saanich...

Please select one response.

1. Be greatly increased
2. Be somewhat increased
3. Stay about the same
4. Be somewhat reduced
5. Be greatly reduced
98. Don't know
99. Prefer not to answer

Q23. The District of Central Saanich has also taken steps to address climate change and environmental challenges. These initiatives include preparing a Community Energy Plan, signing onto the provincial government's climate action charter, and undertaking a water conservation strategy.

In your opinion, should the amount of resources allocated to environmental sustainability in the District of Central Saanich...

Please select one response.

1. Be greatly increased
2. Be somewhat increased
3. Stay about the same
4. Be somewhat reduced
5. Be greatly reduced
98. Don't know
99. Prefer not to answer

Appendix – Online Survey

Q24. Municipal property taxes are the primary way to pay for services provided by the District of Central Saanich. Due to the increased cost of maintaining current service levels and infrastructure, the District must balance taxation and service delivery levels.

To deal with this situation, which one of the following six options would you most like the District to pursue?
[RANDOMIZE OPTIONS 1-6]

Please select one response.

1. Increase taxes –to enhance or expand services
2. Increase taxes –to maintain services at current levels
3. Increase taxes –to enhance/expand services and contribute to reserve funds for future projects
4. Increase taxes –to maintain services at current levels and contribute to reserve funds for future projects
5. Cut services –to maintain current tax level
6. Cut services –to reduce taxes
96. None of these
98. Don't know
99. Prefer not to answer

Q25. In addition to adjusting the property tax/service delivery balance, the District of Central Saanich has the option of generating additional revenue to help pay for municipal services and programs. To bring in more revenues, would you support or oppose each of the following suggestions?

Please select one response for each row.

[ROWS; RANDOMIZE]

- Corporate sponsorship for municipal programs and facilities
- Increased or new user fees on programs and services
- Gambling revenues from casinos or slot machines
- Expanded or increased pay parking/introduction of pay parking

[COLUMNS]

4. Support strongly
3. Support somewhat
2. Oppose somewhat
1. Oppose strongly
98. Don't know
99. Prefer not to answer

Q26. On a scale of 1 to 5 where 1 is "Do not support at all" and 5 is "Strongly support," would you support online voting for the next District of Central Saanich municipal election?

Please select one response.

1. Do not support at all
- 2.
- 3.
- 4.
5. Strongly support
98. Don't know
99. Prefer not to answer

Q27. And finally, do you have any further comments you'd like to add about the District of Central Saanich? Please feel free to share any thoughts you may have on current services offered, as well as the future of the District.

Please provide as much detail as possible.

[VERBATIM BOX]

98. Don't know
99. Prefer not to answer

DEMOGRAPHICS

[SHOW BLURB ON SAME SCREEN AS D1] We have just a few more questions to go for statistical purposes only. Thank you so much for your responses so far.

D1. How many people, including yourself, live in your household?

Please enter the number in the box below.

[OPEN NUMBER BOX; RANGE 1-19]

98. Don't know
99. Prefer not to answer

D2. Do you own or rent your current place of residence?

Please select one response.

1. Own
2. Rent
99. Prefer not to answer

D3. Can you please provide me with your postal code? Please be assured that this information will remain completely confidential, and we only use it for classification purposes.

Please enter your postal code without spaces in the box below.

[ALPHANUMERIC BOX; ALLOW THREE OR SIX DIGITS]

98. Don't know
99. Prefer not to answer

D4. How many years have you lived in the District of Central Saanich?

Please enter the number in the box below.

[OPEN NUMBER BOX; RANGE 0-97]

98. Don't know
99. Prefer not to answer

D5. Do you have any children under the age of 18 living in your household?

Please select one response.

1. Yes
2. No
99. Prefer not to answer

Appendix – Online Survey

D6. Which of the following best describes your occupation?

Please select one response.

1. Self employed – agriculture or agri-business (e.g., winery, flower nursery, etc)
2. Self employed – not agriculture or agri-business
3. Professional/Managerial
4. Government payroll/teacher/health care
5. Student
6. Service/retail/distribution/tourism
95. Other (please specify)
99. Prefer not to answer

D7. Which of the following categories best describes your household's annual income? That is, what is the total income before taxes of all persons in your household combined.

Please select one response.

1. Under \$30,000
2. \$30,000 to under \$60,000
3. \$60,000 to under \$90,000
4. \$90,000 to under \$120,000
5. \$120,000 or more
98. Don't know
99. Prefer not to answer

S4. Please indicate your gender.

Please select one response.

1. Male
2. Female
99. Prefer not to answer

S5. For classification purposes only, please indicate your year of birth.

Please enter the four-digit year in the box below (e.g., 1970).

[OPEN NUMBER BOX; RANGE 1900 to 1997]

98. Don't know
99. Prefer not to answer =>GO TO S5a

AGECALC. Calculate age based on YOB.

S5a. Please indicate your age range from the list below.

Please select one response.

1. 18 to 24
2. 25 to 44
3. 45 to 64
4. 65 to 69
5. 70 to 74
6. More than 75 years old?
98. Don't know
99. Prefer not to answer

Those are all the questions we have for you today. Thanks again for taking the time to participate in this survey. [EXIT TO DISTRICT OF CENTRAL SAANICH WEBSITE: <http://www.centrialsaanich.ca/Home.htm>]