Community Satisfaction Survey
Presentation of Results

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Methodology
Methodology – Data Collection

Three Modes of Data Collection

1. Primarily conducted via telephone interviewing, using phone numbers geocoded to the District of Central Saanich.

2. If respondent was unable or unwilling to participate when reached by phone, also given the opportunity to participate through an online survey (directly emailed to respondent).

3. Also offered via an open link (advertised on the District’s website and in the community newsletter sent with utility bills) in parallel with the telephone survey.
Methodology – Data Collection

Details of Data Collection

- Telephone interviewing conducted between December 1 and December 9, 2015. Online invitations were also sent during this period where requested.
- The parallel open link was launched on December 1 and kept active until the end of January 2016 to maximize participation.
- A total of 444 District of Central Saanich households were included in the final results:
  - 300 collected by telephone
  - 5 collected online through an email invitation
  - 139 collected online through the open link
- Based on the total population and sample size, the maximum margin of error for the total sample is ±4.6%, 19 times out of 20.
- Potential participants were ineligible for the study if:
  - They do not reside in the District of Central Saanich (defined as including Saanichton, Brentwood Bay, and the Tsartlip and Tsawout First Nations reserves).
  - A member of the household works for the District of Central Saanich (including the Mayor and Council members), or in the fields of marketing research or media.
Methodology – Respondent Profiles

Demographics

- Respondents are more likely to be women (52%) than men (44%) with 4% choosing not to identify their gender.
- 42% are aged 65 or older; 37% are aged 45-64; and 17% are under the age of 45.
- Most are long-term residents of the District of Central Saanich:
  - 27% have lived in the District for thirty or more years
  - 20% have lived in the District for twenty to thirty years
  - 28% have lived in the District for ten to twenty years
  - 23% are relatively new to the District, with fewer than ten years in residence
- Nearly all (92%) are homeowners; only 7% rent their current home.
- Most share their home with other household members; however, few of these households include children:
  - 44% of households have two members and 41% have three or more
  - One-quarter (25%) of households include children under 18.
Methodology – Respondent Profiles

Demographics

- Most are either retired or working for an external employer:
  - 41% are retired
  - 36% are employed
  - 14% are self-employed (2% in agriculture or agribusiness, and 12% in another sector)

- Most have annual household incomes exceeding $30,000 per year:
  - 8% have household incomes of less than $30,000
  - 20% have household incomes between $30,000 and $60,000
  - 21% have household incomes between $60,000 and $90,000
  - 17% have household incomes between $90,000 and $120,000
  - 14% have household incomes of $120,000 or higher
  - The remaining 21% prefer not to disclose their household income

- Three-quarters live in the V8M area; 16% are in V8Z; and 3% are in other parts of the District
Results

Issues Agenda and
Current Service Levels
Most Important Local Issues

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?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Most Important</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety on the roads</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Agriculture/ Protecting agricultural lands</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>Keating Corridor/ Keating Industrial Area</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Fiscal responsibility</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Development</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>Infrastructure planning</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Waste disposal</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Affordable housing</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Economic and business development</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Policing and emergency services</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Population density/ Infill</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Keeping rural character/ village feel</td>
<td>7%</td>
<td>41%</td>
</tr>
<tr>
<td>Protecting the environment</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Improve walkability</td>
<td>3%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Overall Quality of Life in the District

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

- **Reasons for rating good/very good:**
  - Natural beauty of the area
  - Good public amenities
  - Rural character
  - Quiet and peaceful atmosphere
  - Sense of community
  - Low crime rate

- **Reasons for rating poor/very poor:**
  - Concerns with the relationships between the District and First Nations communities
  - Traffic concerns
  - Other issues with amenities

Total (n=444)

- **Total Poor:** 2% (1% in 2005)
- **Total Good:** 98% (98% in 2005)
Satisfaction with Level and Quality of Services

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

Total Not Satisfied: 9%

Total Satisfied: 89% (91% in 2005)

Very satisfied: 36%
Somewhat satisfied: 52%
Somewhat dissatisfied: 6%
Very dissatisfied: 3%
Don't know: 2%

Total (n=444)
Satisfaction with Level and Quality of Services

How satisfied are you with...

<table>
<thead>
<tr>
<th>Service</th>
<th>Very satisfied</th>
<th>Somewhat satisfied</th>
<th>Somewhat dissatisfied</th>
<th>Very dissatisfied</th>
<th>Don't know/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water and sewer services</td>
<td>53%</td>
<td>30%</td>
<td>5%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Police services</td>
<td>55%</td>
<td>27%</td>
<td>4%</td>
<td>3%</td>
<td>11%</td>
</tr>
<tr>
<td>Recreational and cultural facilities</td>
<td>41%</td>
<td>38%</td>
<td>2%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Fire services</td>
<td>57%</td>
<td>21%</td>
<td>2%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Road maintenance</td>
<td>24%</td>
<td>54%</td>
<td>16%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Traffic management</td>
<td>24%</td>
<td>50%</td>
<td>14%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Sports and recreation programming</td>
<td>35%</td>
<td>32%</td>
<td>5%</td>
<td>2%</td>
<td>26%</td>
</tr>
<tr>
<td>Community planning</td>
<td>14%</td>
<td>45%</td>
<td>17%</td>
<td>6%</td>
<td>18%</td>
</tr>
<tr>
<td>Public transit</td>
<td>16%</td>
<td>24%</td>
<td>18%</td>
<td>6%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Total Satisfied: 83%

82% (91%)

79% (92%)

78%

77%

75% (80%)

68%

59%

40%
Perceived Value for Tax Dollars

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?

Total Poor Value: 16% (11% in 2005)

Total Good Value: 78% (88% in 2005)

Don't know

Very good value
Fairly good value
Fairly poor value
Very poor value
## Interaction with District Employees

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

- **Yes**: 57%
- **No**: 42%

### How did this contact occur?

- **In person**: 53%
- **Telephone**: 30%
- **Email**: 11%
- **City meeting (e.g., Council meeting, Advisory committee, etc.)**: 4%
- **Mail**: 2%
- **Open house/Public consultation**: 1%
- **Other**: 1%

### How satisfied are you with the...

- **Overall service you received?**
  - Very satisfied: 44%
  - Satisfied: 25%
  - Neutral: 13%
  - Dissatisfied: 7%
  - Very dissatisfied: 10%
  - Total Satisfied: 70%

- **Staff's courtesy?**
  - Very satisfied: 62%
  - Satisfied: 20%
  - Neutral: 9%
  - Dissatisfied: 4%
  - Very dissatisfied: 3%
  - Total Satisfied: 82%

- **Ease of reaching staff?**
  - Very satisfied: 48%
  - Satisfied: 27%
  - Neutral: 14%
  - Dissatisfied: 6%
  - Very dissatisfied: 3%
  - Total Satisfied: 75%

- **Staff's knowledge?**
  - Very satisfied: 50%
  - Satisfied: 25%
  - Neutral: 12%
  - Dissatisfied: 4%
  - Very dissatisfied: 3%
  - Total Satisfied: 75%

- **Staff's helpfulness?**
  - Very satisfied: 51%
  - Satisfied: 22%
  - Neutral: 13%
  - Dissatisfied: 4%
  - Very dissatisfied: 3%
  - Total Satisfied: 73%

- **Speed and timeliness of service?**
  - Very satisfied: 42%
  - Satisfied: 24%
  - Neutral: 13%
  - Dissatisfied: 7%
  - Very dissatisfied: 11%
  - Total Satisfied: 66%

- **Staff's ability to resolve your issue?**
  - Very satisfied: 38%
  - Satisfied: 20%
  - Neutral: 16%
  - Dissatisfied: 5%
  - Very dissatisfied: 4%
  - Total Satisfied: 59%

*Community Satisfaction Survey*
In your opinion, do you currently receive too much, too little, or just the right amount of information from the District of Central Saanich?

- Just the right amount: 67%
- Too little: 28%
- Too much: <1%
- Don't know: 5%

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

- Building projects/ New developments: 80%
- District planning: 77%
- Upcoming events: 69%
- Taxes: 66%
- Parks and recreation programs and events: 65%
- Financial/ Budget: 61%
- Council meetings: 49%

Community Satisfaction Survey
Preferred Sources of Information and Modes of Contact

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

- The District of Central Saanich's website: 58%
- Call the District of Central Saanich directly: 40%
- Search the Internet/Google: 32%
- The local newspaper (Peninsula News Review): 27%
- Word of mouth/Family and friends: 12%
- Social media: 7%
- Newsletter (e.g., sent with utility bills): 5%
- Go to Municipal Hall in person: 4%

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

- Mail: 45%
- Email: 31%
- Telephone: 14%
- Social media: 6%
- Newsletter: 1%
- Other: 1%

Community Satisfaction Survey
Results

Planning for the Future
Opinions on Infill and Densification

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

- Total (n=444)  
  - Strongly support: 16%  
  - Support: 18%  
  - Neutral: 29%  
  - Oppose: 17%  
  - Don’t know: 17%

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

- Yes: 67%  
- No: 25%  
- Don’t know: 8%

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?

- Want to protect rural character: 36%  
- Want to protect agricultural land: 18%  
- Don’t want more traffic: 15%  
- Current infrastructure does not support it: 11%  
- I prefer the current state/ Fine as is: 10%  
- Prefer large residential spaces: 8%  
- Decreases property value of existing properties: 7%  
- Aesthetically displeasing: 3%  
- I would support if done properly: 7%  
- Other: 7%  
- Refused: 3%
Please rate your agreement with each of the following statements...

- The District of Central Saanich should focus development in the urban cores: 42% strongly agree, 24% agree, 17% moderately agree, 6% somewhat agree, 7% somewhat disagree, 4% strongly disagree.
- Building an overpass for Keating Cross Road at the Pat Bay Highway should be a top priority for the District: 46% strongly agree, 16% agree, 16% moderately agree, 7% somewhat agree, 12% somewhat disagree, 3% strongly disagree.
- The District could do more to help make Central Saanich more pedestrian-friendly or walkable: 35% strongly agree, 20% agree, 23% moderately agree, 13% somewhat agree, 9% somewhat disagree.
- Sports and recreation facilities are funded adequately by the District: 20% strongly agree, 23% agree, 24% moderately agree, 5% somewhat agree, 21% somewhat disagree.
- I support having more social and affordable housing units in my neighbourhood: 23% strongly agree, 19% agree, 26% moderately agree, 14% somewhat agree, 16% somewhat disagree, 2% strongly disagree.
- Having more social and affordable housing units in Central Saanich should be a top priority for the District: 20% strongly agree, 18% agree, 34% moderately agree, 15% somewhat agree, 12% somewhat disagree, 2% strongly disagree.
- There are gaps in the sports and recreation programming available from the District of Central Saanich: 10% strongly agree, 15% agree, 23% moderately agree, 12% somewhat agree, 13% somewhat disagree, 29% strongly disagree.
- The District of Central Saanich Municipal Hall should be renovated or expanded within the next five years: 11% strongly agree, 9% agree, 25% moderately agree, 17% somewhat agree, 25% somewhat disagree, 14% strongly disagree.
Opinions on Police Services

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

- Reasons for rating as adequate (4,5):
  - Police are doing a good job
  - Visibility in the community
  - Prompt service
  - Positive personal experiences
  - Positive qualities of officers (e.g., helpful, friendly)
  - Low crime rate

- Reasons for rating as inadequate or neutral (1,2,3):
  - No personal involvement with police
  - Police budget is too expensive
  - There are too many officers

Total Adequate: 75%
Total Inadequate: 8%
Total (n=444)
Opinions on Funding for Police Services and Fire Department

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

- Too much: 8%
- Too little: 16%
- Just the right amount: 39%
- Don't know: 37%

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

- Total Not Support: 14%
- Total Support: 56%

Total (n=444)

5, Strongly support: 30%
4: 26%
3: 23%
2: 7%
1, Do not support at all: 7%
Don't know: 7%

Community Satisfaction Survey
Opinions on Resources Allocated to Agriculture and Sustainability

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

- Be greatly increased: 41%
- Be somewhat increased: 33%
- Stay about the same: 13%
- Be somewhat reduced: 4%
- Be greatly reduced: 1%
- Don't know: 8%

Total (n=444)

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

- Be greatly increased: 38%
- Be somewhat increased: 31%
- Stay about the same: 17%
- Be somewhat reduced: 5%
- Be greatly reduced: 4%
- Don't know: 6%

Total (n=444)
Which of the following options would you most like the District to pursue?

- Increase taxes – to maintain services at current levels and contribute to reserve funds for future projects: 24%
- Increase taxes – to maintain services at current levels: 19%
- Cut services – to maintain current tax level: 15%
- Increase taxes – to enhance/expand services and contribute to reserve funds for future projects: 11%
- Cut services – to reduce taxes: 7%
- Increase taxes – to enhance or expand services: 6%
- None of these: 11%

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

- Corporate sponsorship for municipal programs and facilities: 36% Support, 41% Support somewhat, 10% Oppose somewhat, 3% Oppose strongly, Total Support: 77% (81%)
- Increased or new user fees on programs and services: 9% Support, 46% Support somewhat, 22% Oppose somewhat, 18% Oppose strongly, Total: 55% (54%)
- Gambling revenues from casinos or slot machines: 11% Support, 23% Support somewhat, 14% Oppose somewhat, 49% Oppose strongly, Total: 34% (41%)
- Expanded or increased pay parking/Introduction of pay parking: 5% Support, 14% Support somewhat, 21% Oppose somewhat, 59% Oppose strongly, Total: 19% (27%)
Opinions on Online Voting

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

Total Not Support: 23%

Total Support: 66%

Total (n=444)

- 5, Strongly support
- 4
- 3
- 2
- 1, Do not support at all
- Don’t know
Questions?

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