



**District of Central Saanich**

**Community Satisfaction Survey – Full Report**

March 2023



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**The purpose of the 2023 Community Satisfaction Survey was to:**

- Measure resident perceptions about the District of Central Saanich's program and service delivery
- Identify key drivers of resident and business perceptions of quality of life and overall satisfaction with the District
- Support and inform Council's four-year strategic plan and provide comparisons against other municipalities

**The survey collected 475 responses using the following method:**

- Using a mix of cell and landline phone numbers in the District, numbers were randomly dialed by live interviewers. Respondents for the phone survey were screened to ensure they currently reside in the District of Central Saanich. This methodology resulted in 100 statistically valid completes.
  - A web-enabled mailout survey was sent out to over 6,000 households in the District using post cards with unique pin codes. This methodology resulted in an additional 375 statistically valid completes.
  - The survey responses have been weighted by age and gender according to the 2021 Canadian Census profile for the District of Central Saanich to ensure the findings are representative of the population.
  - The sample size resulted in a +/-4.5% margin of error at a 95% confidence level, showing that the results accurately represent the population of Central Saanich.
- Statistically significant differences are annotated in green text boxes throughout the report wherever applicable.
  - Means comparisons are used to compare groups to the population average at a 95% confidence level.

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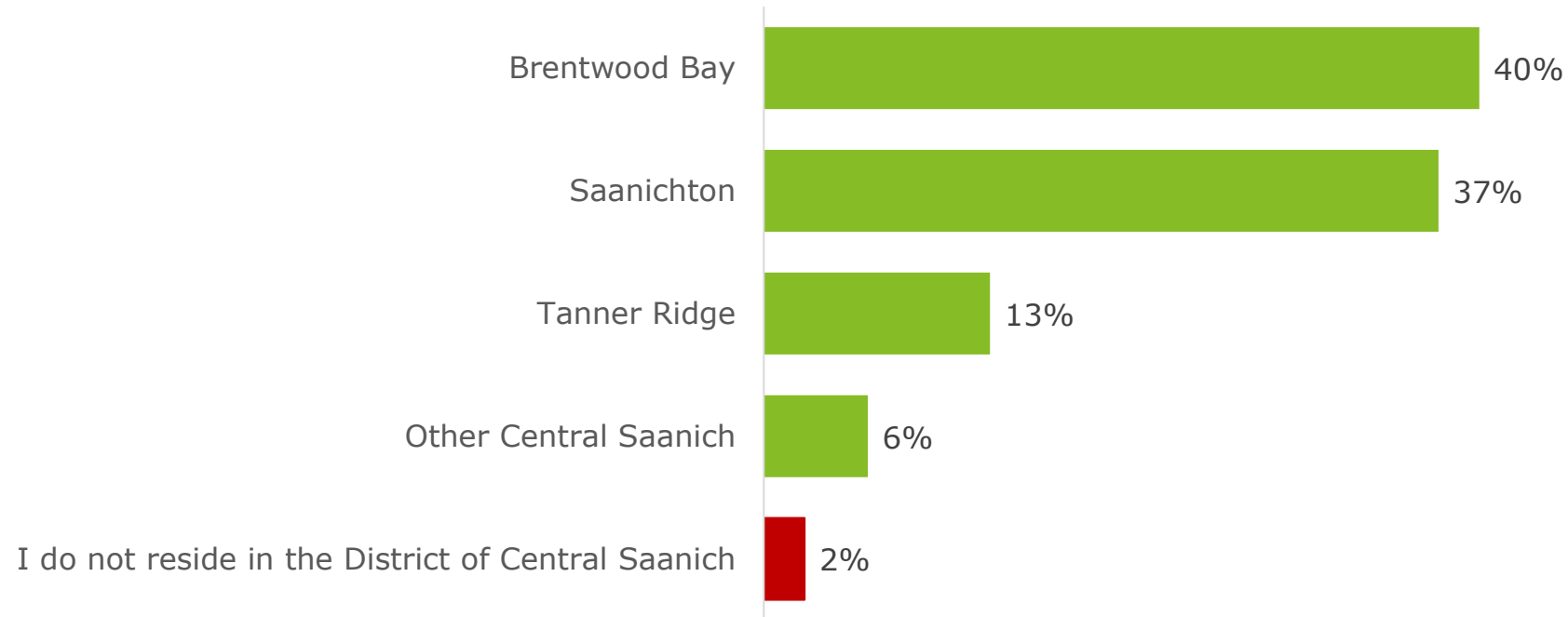
**Key Findings from the Market Research Data:**

- The overwhelming majority of respondents (97%) reported that the overall quality of life in the District of Central Saanich was good or very good.
- Using Deloitte's proprietary derived importance methodology, it was found that affordable housing, waste collection, and snow clearing were top quality of life priorities for improvement that have a strong impact on overall satisfaction living in the District.
- 85% of respondents were satisfied with the overall quality of services provided by the District.
- The top three priority services for improvement from residents' perspectives were road maintenance and snow clearing, pedestrian and cyclist infrastructure, and community planning and growth management.
- Residents who had been in contact with District staff in the last 12 months were highly satisfied with staff's courteousness (95%) and staff's knowledge (93%).
- 81% of respondents believe they receive the right amount of information from the District of Central Saanich. Most respondents reported receiving their information from the District's website (91%) and through the newsletter sent with utility bills (80%).



## Detailed Findings from Market Research Data

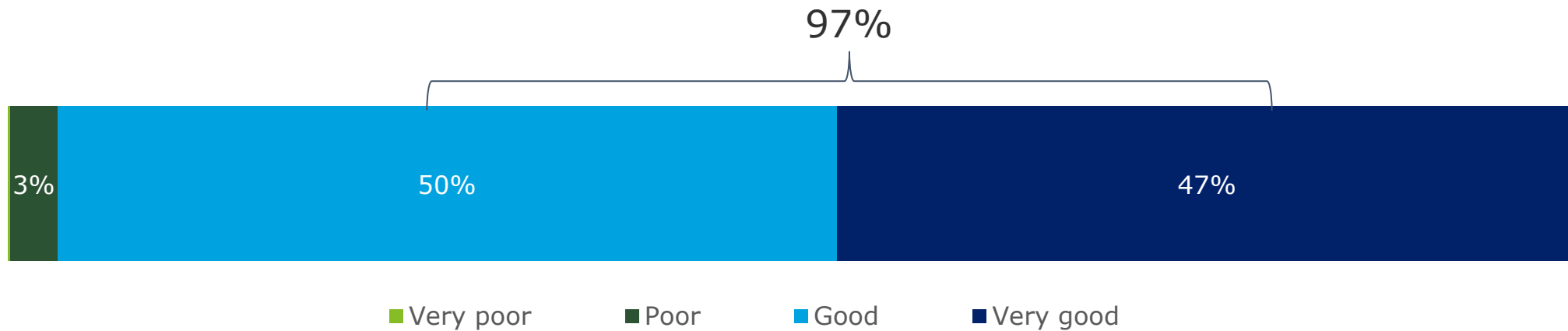
**Respondents primarily reside in Brentwood Bay (40%) and Saanichton (37%).**



**Could you please tell me where in the District of Central Saanich you reside?**

*\* The red indicates the businesses that were screened out of the survey.*

**The overwhelming majority of respondents felt that the quality of life was good to very good.**



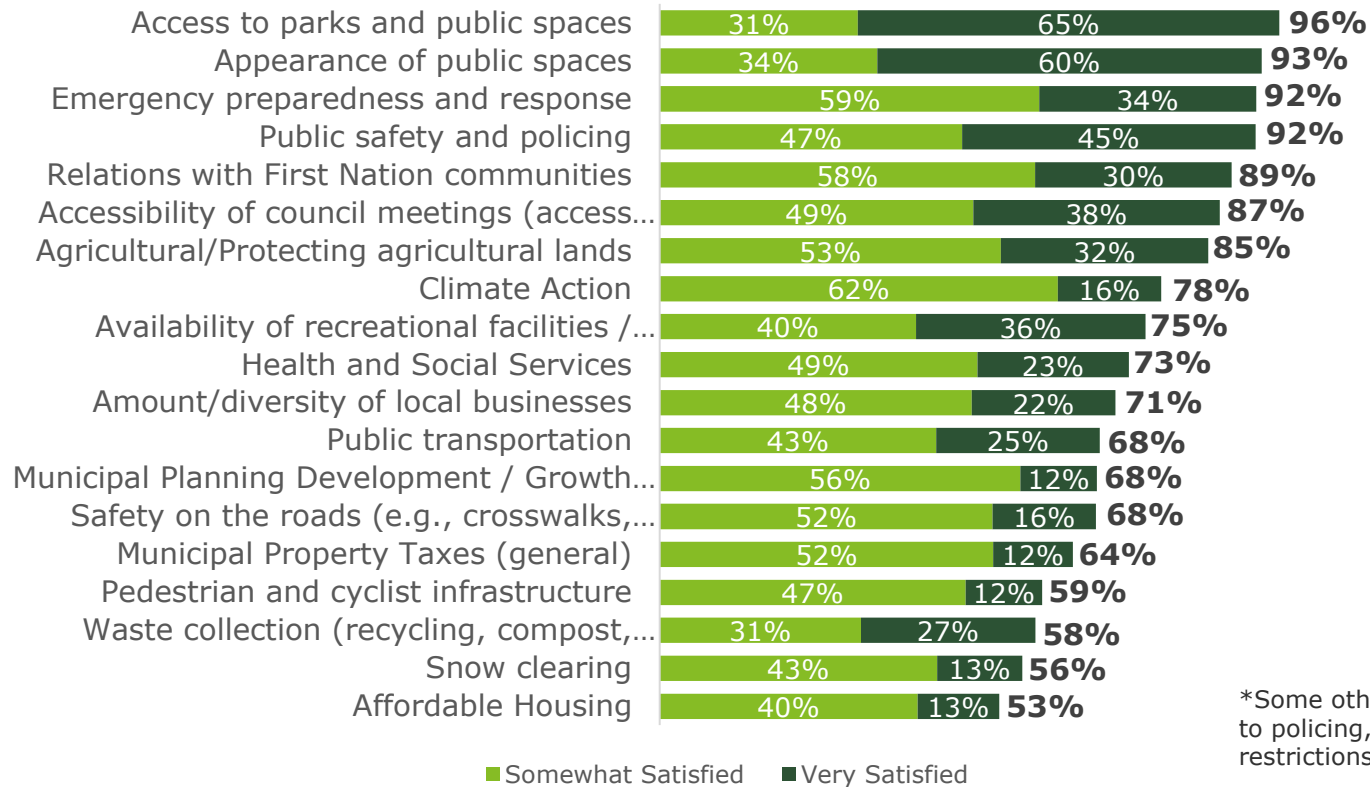
	2016	2019
Top 2 (Good & Very good)	98%	98%

**Demographic Comparisons (statistically significant):**

- Respondents over the age of 55 had a higher rating of quality of life, with 57% selecting "Very good".

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

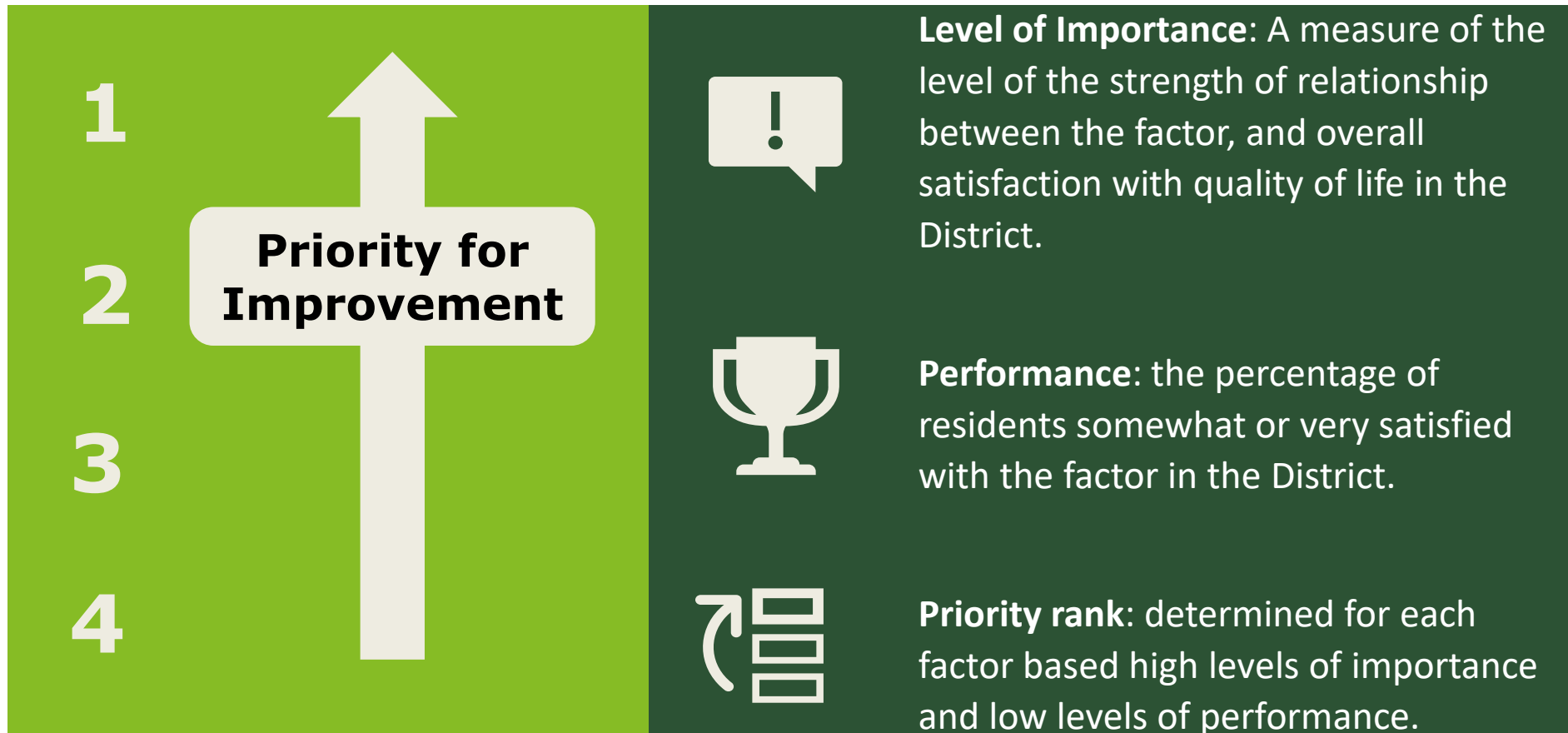
**Respondents were most satisfied with access to parks and public spaces (96%), appearance of public spaces (93%), and public safety and policing (92%).**



\*Some other responses mentioned include taxes allocated to policing, tree maintenance, street lighting, and dog restrictions.

**And now please tell me how satisfied you are with each of the following factors related to living in the District of Central Saanich:**

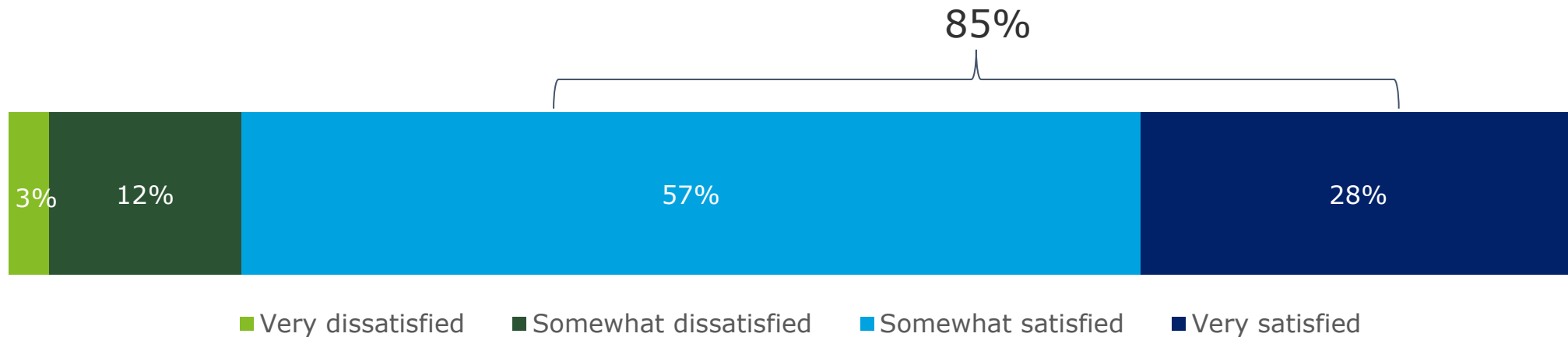
District services were assigned priority ranks based on the following methodology.





Factor	Performance	Importance	Priority Rank
Affordable Housing	53%	8.0	1
Waste collection (recycling, compost, yard waste and garbage)	58%	8.0	2
Snow clearing	56%	7.1	3
Municipal Property Taxes (general)	64%	8.6	4
Pedestrian and cyclist infrastructure	59%	7.1	5
Amount/diversity of local businesses	71%	9.4	6
Public transportation	68%	8.4	7
Safety on the roads (e.g., crosswalks, lighting, traffic management)	68%	7.5	8
Health and Social Services	73%	8.8	9
Municipal Planning Development / Growth Management	68%	6.5	10
Availability of recreational facilities / recreational activities	75%	7.1	11
Climate Action	78%	6.9	12
Accessibility of council meetings (access to agendas, decisions, and submitting questions)	87%	6.7	13
Agricultural/Protecting agricultural lands	85%	5.9	14
Relations with First Nation communities	89%	7.1	15
Appearance of public spaces	93%	8.8	16
Public safety and policing	92%	6.5	17
Emergency preparedness and response	92%	5.7	18
Access to parks and public spaces	96%	6.5	19

**The majority of residents (85%) were somewhat to very satisfied with the overall quality of services provided by the District of Central Saanich.**



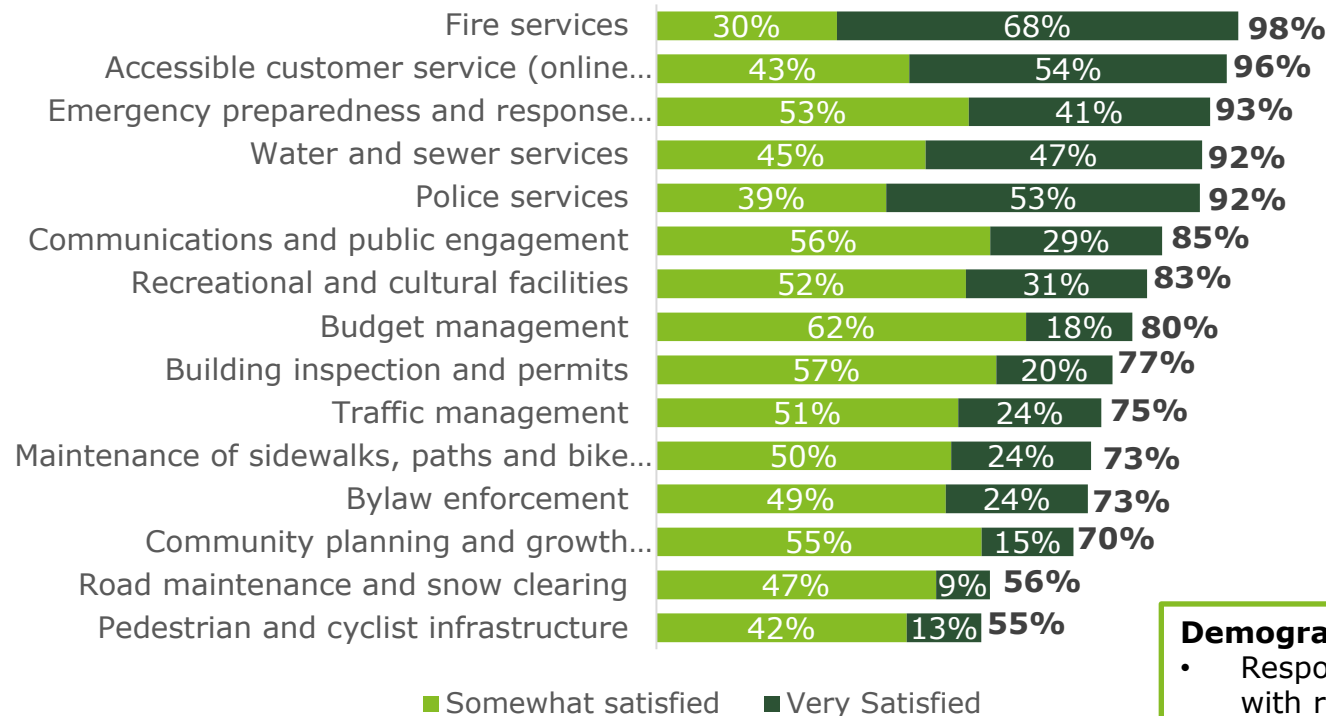
	2016	2019
Top 2 (Somewhat & Very Satisfied)	89%	87%

**Demographic Comparisons (statistically significant):**

- There were no statistically significant group differences in the overall level of satisfaction with services.

**General speaking, how satisfied are you with the overall quality of the services provided by the District of Central Saanich?**

**Almost all respondents were satisfied with the quality of fire services. Road maintenance and snow clearing and pedestrian and cyclist infrastructure had the lowest satisfaction levels.**



**Demographic Comparisons (statistically significant):**

- Respondents over the age of 55 were most satisfied with recreational and cultural facilities (57%).

**And now please tell me how satisfied you are with each of the following services provided by the District of Central Saanich.**

Service	2016 (N=444)	2019 (N=580)	2022 (N=470)
Fire services	78%	94%	98%
Accessible customer service (online payments, etc.)	-	-	96%
Emergency preparedness and response program	-	-	93%
Water and sewer services	84%	91%	92%
Police services	82%	90%	92%
Communications and public engagement		74%	85%
Recreational and cultural facilities	79%	84%	83%
Budget management	-	-	80%
Building inspection and permits		73%	77%
Traffic management	75%	65%	75%
Maintenance of sidewalks, paths and bike lanes (litter, sweeping, cleaning, etc.)	-	-	73%
Bylaw enforcement	-	80%	73%
Community planning and growth management*	59%	67%	70%
Road maintenance and snow clearing*	78%	72%	56%
Pedestrian and cyclist infrastructure	-	54%	55%



**Top two box:**  
Very Satisfied &  
Somewhat Satisfied  
combined.



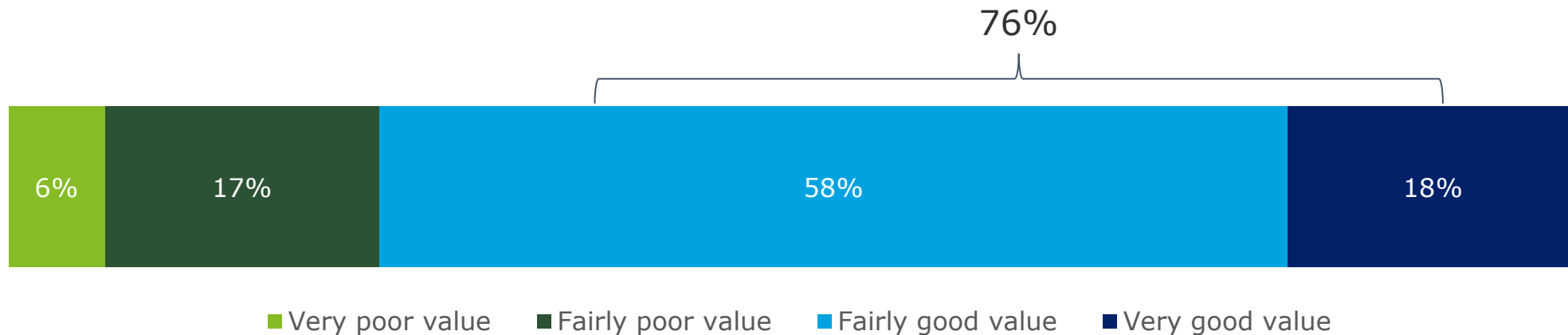
**And now please tell me how satisfied you are with each of the following services provided by the District of Central Saanich.**

\*Category names were not identical in previous years.

Factor	Performance	Importance	Priority Rank
Road maintenance and snow clearing	56%	9.1	1
Pedestrian and cyclist infrastructure	55%	7.4	2
Community planning and growth management	70%	7.9	3
Bylaw enforcement	73%	7.7	4
Maintenance of sidewalks, paths and bike lanes (litter, sweeping, cleaning, etc.)	73%	7.4	5
Budget management	80%	9.4	6
Traffic management	75%	7.4	7
Building inspection and permits	77%	7.7	8
Recreational and cultural facilities	83%	6.2	9
Communications and public engagement	85%	6.5	10
Water and sewer services	92%	6.5	11
Police services	92%	6.2	12
Emergency preparedness and response program	93%	5.0	13
Accessible customer service (online payments, etc.)	96%	4.5	14
Fire services	98%	4.2	15

**And now please tell me how satisfied you are with each of the following services provided by the District of Central Saanich.**

**Most respondents (76%) believe that overall they get fairly good to very good value for their tax dollars.**



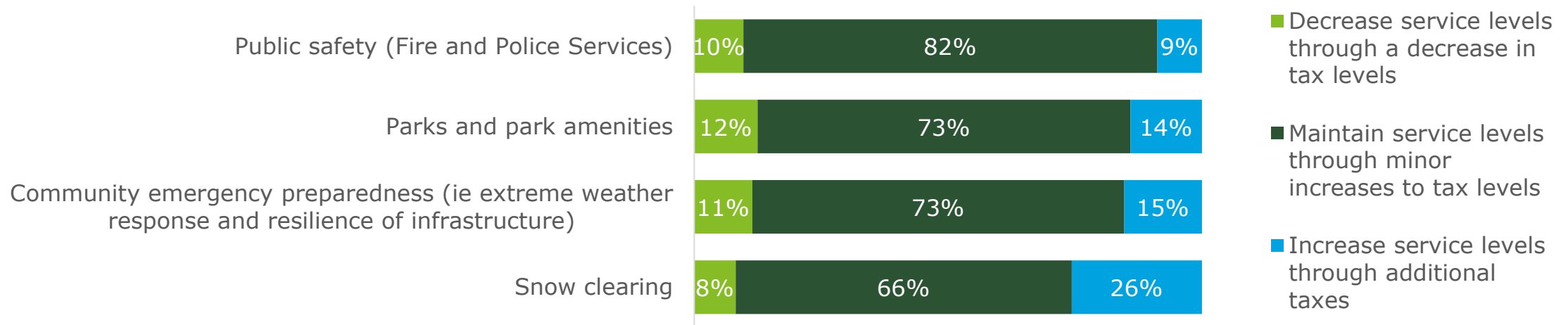
	2016	2019
Top 2 (Fairly Good & Very Good Value)	79%	80%

**Demographic Comparisons (statistically significant):**

- Female respondents had higher ratings of the value received from their tax, with 84% selecting fairly to very good value.
- Respondents over the age of 55 also had higher ratings, with 85% selecting fairly to very good value.

**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?**

**The majority of respondents preferred to maintain current service levels through minor increases to tax levels in all services listed below.**

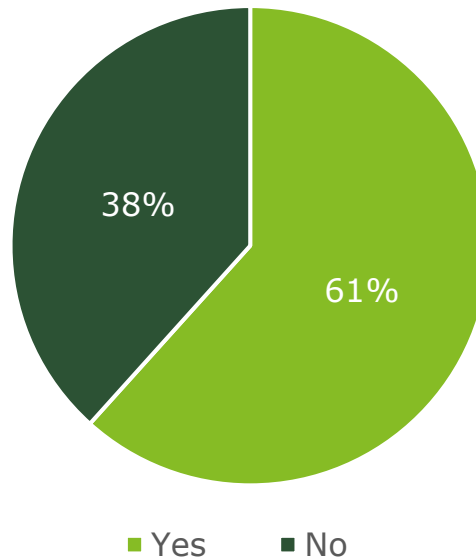


**Demographic Comparisons (statistically significant):**

- Male respondents were more likely to prefer a decrease in service levels on Community emergency preparedness.
- Respondents over the age of 55 were more likely to prefer maintaining or increasing service levels in public safety and parks/park amenities.

**For each of the following please indicate your preference for service levels and funding:**

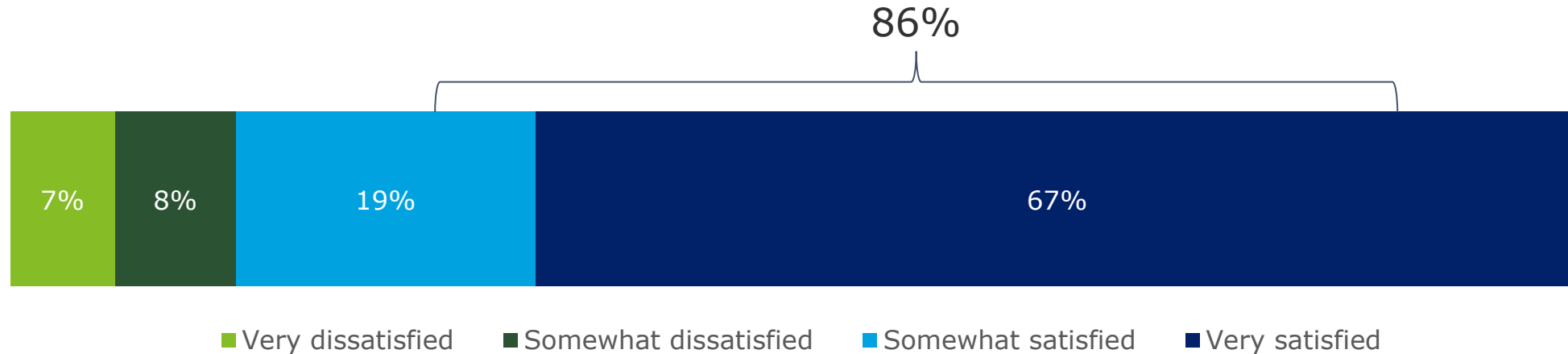
**61% of respondents noted they have contacted or dealt with one of the District's employees within the past 12 months.**



**Have you personally contacted or dealt with a District of Central Saanich employee within the past 12 months?**



**There was a high satisfaction rate the customer service provided by the District of Central Saanich’s employees with majority feeling somewhat satisfied and very satisfied (86%).**



**Demographic Comparisons (statistically significant):**

- There were no statistically significant group differences in the overall level of satisfaction with customer service.

**Thinking back to your last interaction with a District of Central Saanich’s employee, overall, how satisfied were you with the customer service you received?**

**The vast majority of respondents were satisfied with the District Staff’s courteousness (95%) and the staff’s knowledge (93%).**



**Demographic Comparisons (statistically significant):**

- Respondents ages 35-54 were the most likely to be dissatisfied with ease of reaching staff, with 64% of respondents who were very dissatisfied.

**Thinking back to your last interaction with the District of Central Saanich’s employees, how satisfied were you with the following:**

Factor	Performance	Importance	Priority Rank
Staff's ability to resolve your issue	79%	6.2	1
Overall service you received	88%	9.4	2
Staff's helpfulness	85%	6.8	3
Speed and timeliness of service	85%	4.4	4
Ease of reaching staff	86%	4.1	5
Staff's knowledge	93%	5.9	6
Staff's courteousness	95%	5.0	7

**81% of respondents noted receiving just the right amount of information from the District of Central Saanich.**



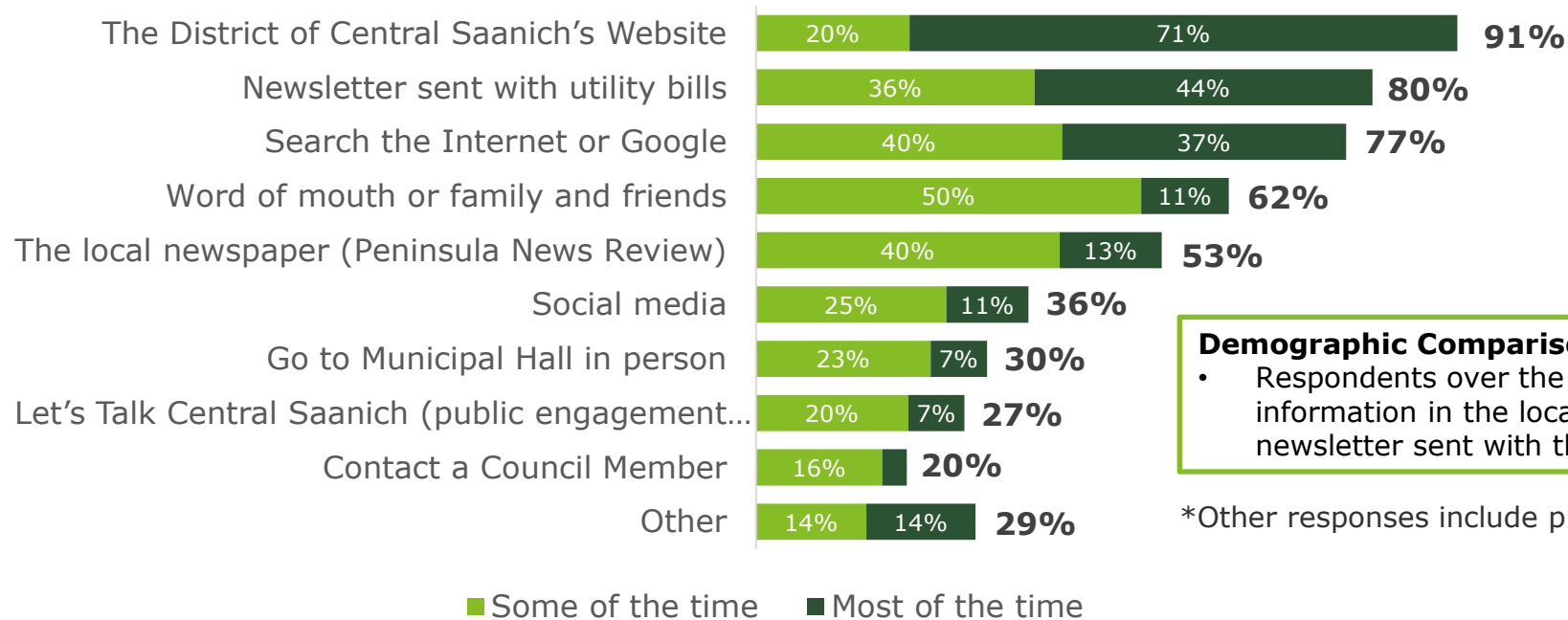
	2016	2019
Just the right amount %	67%	69%

**Demographic Comparisons (statistically significant):**

- There were no statistically significant group differences in the amount of information received from the District.

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

**The vast majority of respondents use the District’s website (91%) and the newsletter sent with utility bills (80%) to find information.**



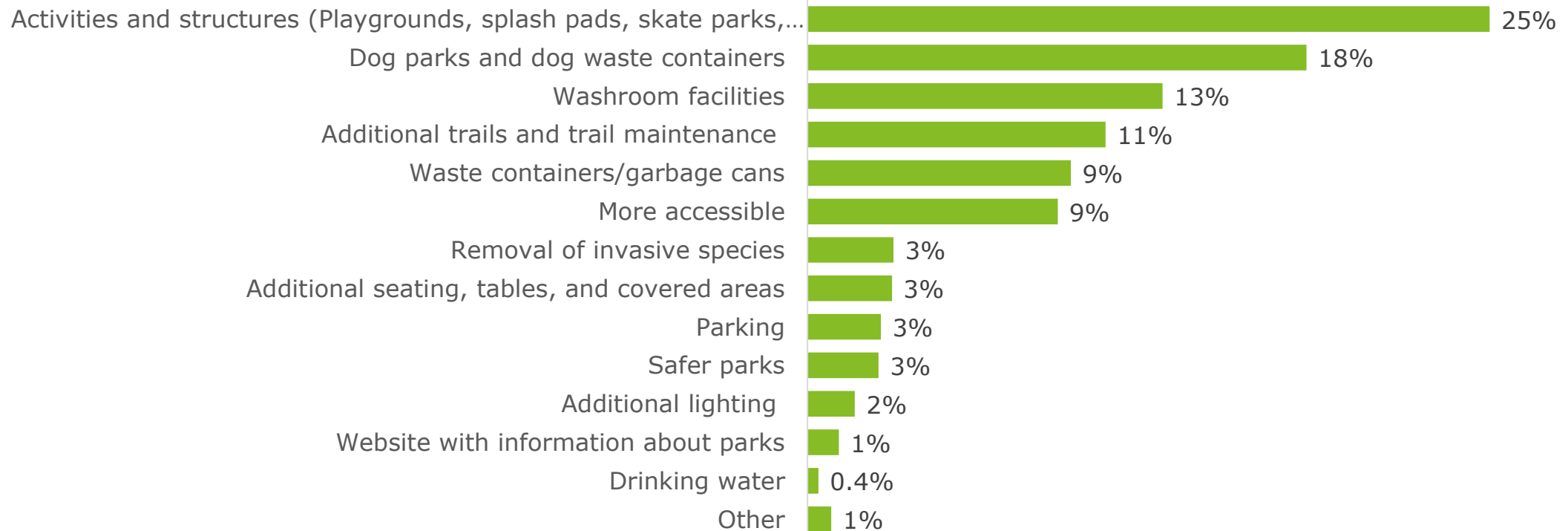
**Demographic Comparisons (statistically significant):**

- Respondents over the age of 55 most often looked for information in the local newspaper (75%) and the newsletter sent with the utility bills (63%).

\*Other responses include phone calls and emailing.

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

**The top three amenities to be considered by the District to improve local parks include activities and structures, dog parks, and washroom facilities.**



**What are the top amenities that should be considered to improve our local parks?**



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