

Report

District of Central Saanich Community Satisfaction Survey



DATE 2020-01-28

Leger

We know Canadians

Table of Contents

— CONTEXT & OBJECTIVES	Page 03
— METHODOLOGY	Page 05
— KEY FINDINGS	Page 07
— RESULTS	
1. Issues Agenda and Current Service Levels	Page 11
2. Key Driver Analysis	Page 27
3. Planning for the Future	Page 33
— RESPONDENT PROFILE	Page 49
— APPENDIX	Page 52

CONTEXT AND OBJECTIVES

Context and Objectives

Context

In 2019, the District of Central Saanich commissioned Leger to conduct the Community Satisfaction Survey among 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.

Objectives

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 the perceptions of value for tax dollars;
- Determine the satisfaction with Central Saanich employee services;
- Determine the preferred contact method with the District;
- Determine the adequacy of Police Services in the District;
- Understand the perceptions of resource allocation for climate action;
- Identify the preferred method for funding large projects;
- And to identify program, service and activities areas that require more funding to improve livability.

METHODOLOGY

Methodology

Data Collection

- Leger conducted a total of 580 interviews with District of Central Saanich residents.
 - 300 were conducted via telephone;
 - 280 were conducted via an online survey.
- Interviews were conducted via telephone interviewing (using random digital dialling) and an online survey via open link located on the District's website.
- Participants who were not eligible for the study included those who did not reside within the District of Central Saanich or those with a household member who works for the District.

Analysis and Reporting

- The respondents are referred to as District of Central Saanich residents throughout this report.
- This survey makes comparisons, where applicable, to the previous surveys conducted in 2016 and 2005 (by another supplier).
- Throughout the report, ↓ denotes a significant decrease from the 2016 survey result and ↑ denotes a significant increase from the 2016 survey. The 2016 data was not weighted so the demographic profile of respondents was older than in the 2019 data.
- Statistically significant differences are reported between subgroups for 2019 responses. Subgroups were analyzed by age, gender, household composition, home ownership, neighbourhood, household income, and number of years lived in the District of Central Saanich.

Statistical Reliability

A random digit dial (RDD) telephone methodology was used as the primary method of data collection. Based on a sample size of 300 residents the margin of error for the telephone portion would be 5.7%, 19 times out of 20. An online survey was also implemented and 280 responses were collected via the open-link that was placed on the District of Central Saanich website. In order to have the most robust dataset of residents, results from both methodologies were combined and analyzed in the report. Had all the data been collected using a probability sample, the margin of error for a sample size of 580 would have been ±4.0 percentage points, 19 times out of 20.

KEY FINDINGS

Key Findings

Issues Agenda and Current Service Levels

- District of Central Saanich residents view safety on roads as the most important issue facing the community. Other leading issues include keeping rural character/village feel and improving walkability.
- Nearly all District residents rate their overall quality of life in the District as good or very good for reasons such as having a rural vibe/slower pace, low crime and being a nice place to live.
- Over four-in-five District of Central Saanich residents are satisfied with the overall level and quality of services provided by the District. Police, fire, and water/sewer services receive the highest satisfaction ratings. Satisfaction with road maintenance and traffic management declined compared to 2016.
- Three-quarters of residents say that get fairly good/very good value for their tax dollars when thinking about all the programs and service they receive from the District of Central Saanich.
- Over half of District of Central Saanich residents have personally contacted or interacted with a District employee within the past year. Three-quarters of those who had an interaction with a District employee were satisfied with the overall service. Staff's courteousness and the ability to reach staff had the highest satisfaction ratings. Staff's ability to resolve their issue received the lowest satisfaction rating (68%) although this was an improvement from 2016 (59%).
- Two-thirds of District residents feel they receive the right amount of information from the District of Central Saanich, although over one-quarter feel they receive too little information. When looking to find information on the District of Central Saanich, two thirds would look to the District's website, followed by searching the internet and checking social media.
- Two-thirds of residents are satisfied with the opportunities to provide input to the District of Central Saanich.
- Half of District of Central Saanich residents would most prefer to be contacted by email in the future.

Key Findings

Planning for the Future

- Almost two-thirds of District of Central Saanich residents agree the District could do more to help make Central Saanich more pedestrian-friendly or walkable. Those who disagree feel that the District is pedestrian friendly.
- Just under half of District of Central Saanich residents agree that sports and recreation facilities are funded adequately by the District. Those who disagree feel that there are a lack of facilities available.
- Over two-in-five District of Central Saanich residents agree that they support having more social and affordable housing units in their neighbourhood. Those who disagree do so for multiple reasons including losing neighbourhood character, safety, already living in a densely housed neighbourhood, parking, and a lack of social services in the area.
- Four-in-five District of Central Saanich residents agree the level of police services in the District is adequate.
- Two-in-five District of Central Saanich residents feel the police receive the right amount of funding from tax payers, yet over one-third of residents say they don't know.
- Nearly two-in-five District of Central Saanich residents think the amount of resources allocated to climate action in the District should increase, whereas one-third think the amount of resources should stay the same. Just under three-in-ten District of Central Saanich residents would most like the District to explore other revenue sources for funding additional climate change action.
- Nearly two-thirds of District of Central Saanich residents support accelerating climate action target timelines from 2050 to 2030.
- Just under half of District of Central Saanich residents prefer a combination of funding approaches for future land use projects, although almost as many would prefer the District to put aside funds each year to fund future land projects.
- Two-thirds of District of Central Saanich residents would like more transportation infrastructure and local businesses to make the District more livable.

Key Findings

Key Drivers Analysis - Quadrant Chart Categories

Focus: Areas residents perceive are not performing as well in terms of the level and quality of service provided by the District so it is important to focus on these to improve overall satisfaction. These service aspects are a key opportunities and drivers of residents' overall satisfaction and should be priorities:

- Community planning
- Road maintenance

Reinforce: Core strengths residents perceive about the level and quality of service provided by the District and critical to ensure the performance level of these service aspects are maintained.

- Communications and public engagement
- Fire services
- Water and sewer services
- Police services

Maintain: Aspects found to not have a significant impact on the overall satisfaction of the level and quality of services provided by the District, but are perceived to be performing relatively well by residents. The performance level of these service aspects should be maintained:

- Recreational and cultural facilities
- Sports and recreation programming

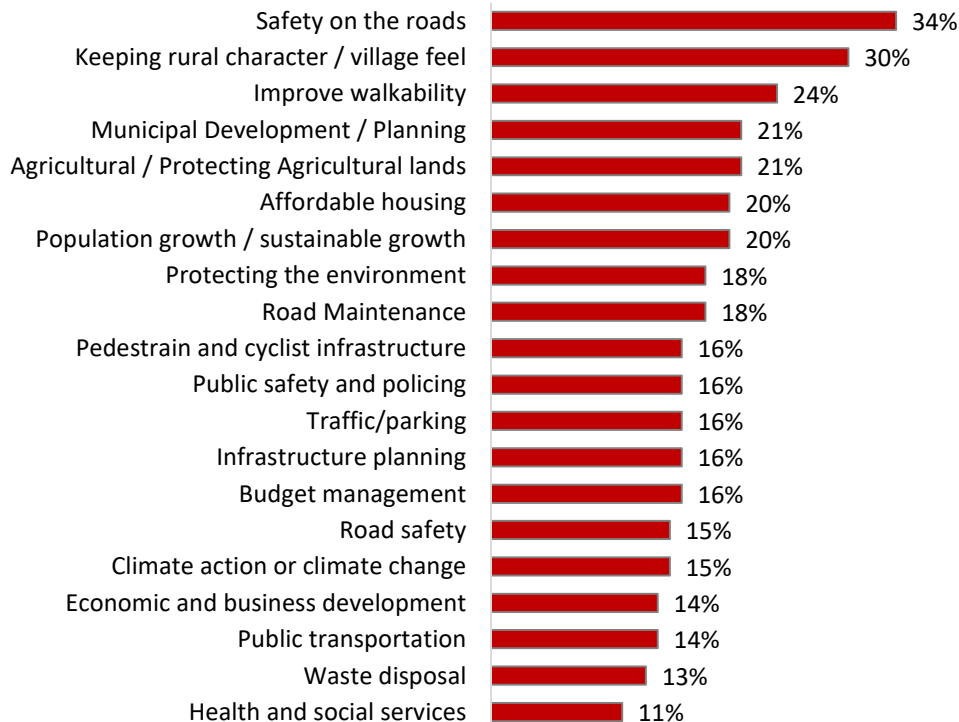
Be aware: These service aspects should not be a priority at this time although we advise monitoring them in case they become more important in the future.

- Traffic management
- Pedestrian and cyclist infrastructure
- Public transit

RESULTS -
Issues Agenda and Current Service Levels

One-third of District of Central Saanich residents view safety on the roads as the most important issue facing the community.

Those aged 18 to 64 years; who are female; who have 3 or more people in their household (have children); who are employed; or who have lived in the District for less than 10 years are more likely to view safety on roads as the most important issue facing their community.



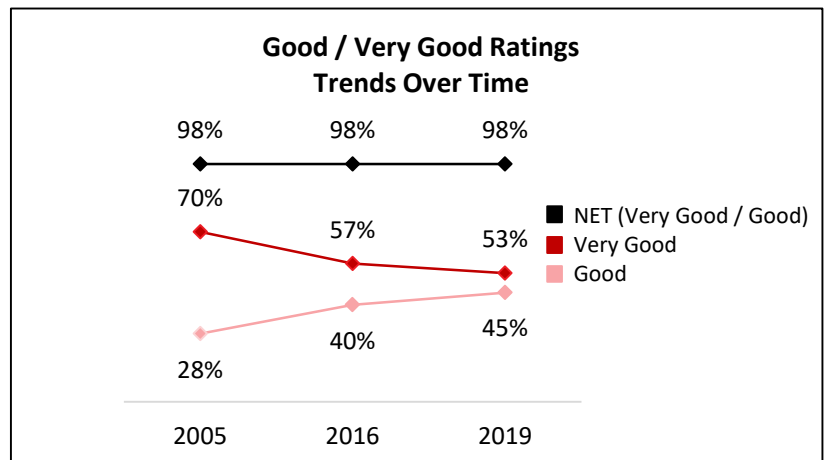
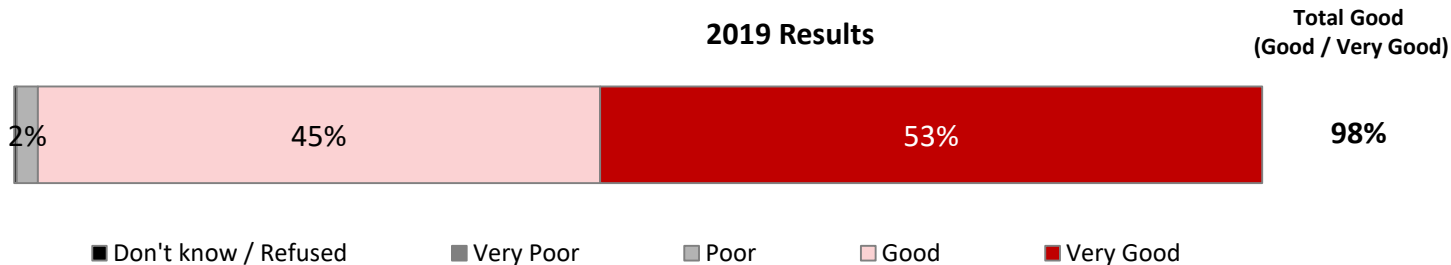
Note: Total mentions. Only responses greater than 10% are shown. Question is not trackable due to change in coded verbatim response.

Base: District of Central Saanich residents (n=580)

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

98% of District of Central Saanich residents rate their overall quality of life in the District as good or very good.

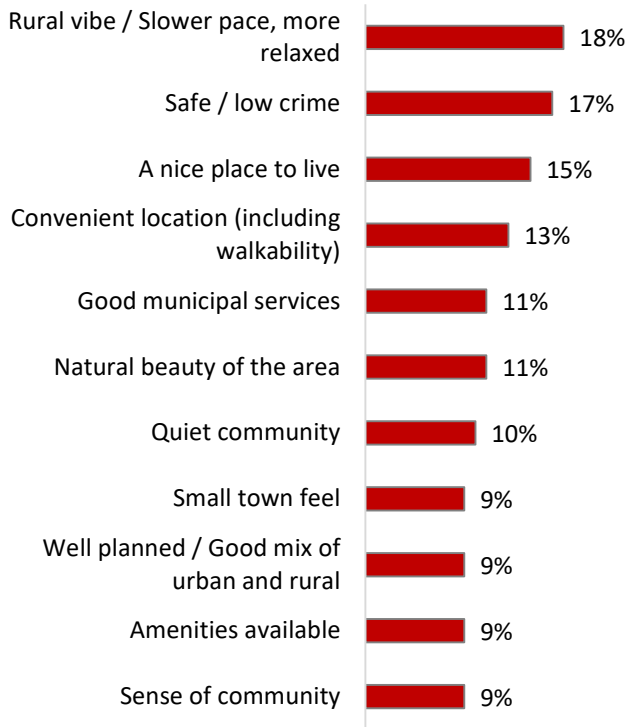
There is a marginal decline in those who rate the overall quality of life in the District of Central Saanich as “very good” versus 2016, but this is offset by an increase in those rating it as “good” in 2019. Those who are 65 years of age or older; with no children in their household; who are self-employed or retired; or have lived in the district for 20 plus years are more likely to rate their overall quality of life as “very good”.



Average Somewhat/
Very Satisfied Rating
across 40 Canadian
studies = 95%

Note: Responses less than 2% are not labelled.
 Base: District of Central Saanich residents (2019 n=580; 2016 n = 444; 2005 n=X)
 Q1b. How would you rate the overall quality of life in the District of Central Saanich today?

District of Central Saanich residents say the overall quality of life is good/very good because the district has a rural vibe and low crime.



"I enjoy life here. The services are pretty good and it is not busy. The Butchart Gardens are nice. The tourist thing here is good."

"It's quiet, low crime, and easy access to stores and gas stations. Everything is close by."

"For me, personally, it's quiet and it's a slower pace. It's just a friendly place to live."

"Well, we enjoy it because it's rural. It's not overpopulated and there's access to parks and lots of natural areas, it's beautiful. We also have so many farms in the area so there's also access to locally grown food which we definitely take advantage of. It's just there's more space and it's a slower paced life that we enjoy."

"We have everything someone could want. A great sense of community, trees and nature at our fingertips, good infrastructure, the necessities of stores and services like a hospital and a library."

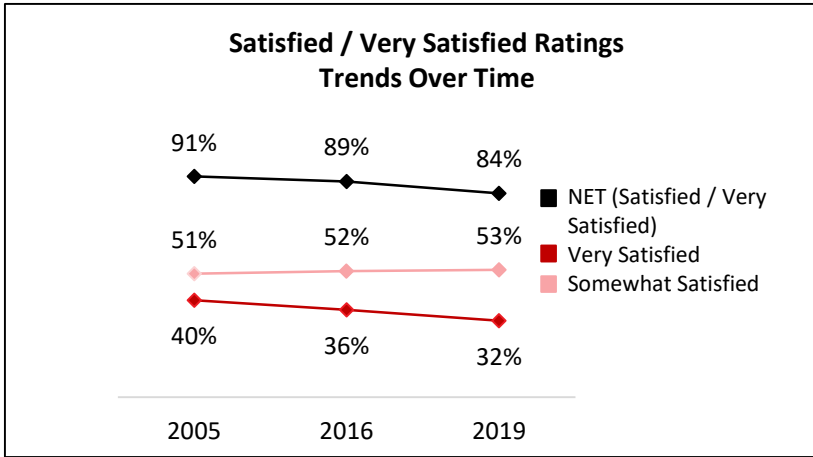
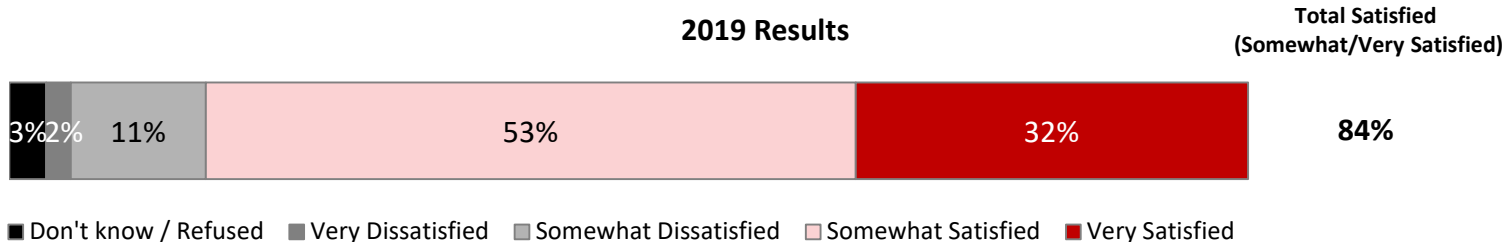
Note: Coded responses less than 9% are not shown. Q1d is not shown due to small sample size.

Base: District of Central Saanich residents who rate the quality of life in the District of Central Saanich as good/very good (n=570)

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

84% of District of Central Saanich residents are satisfied with the overall level and quality of services provided by the District.

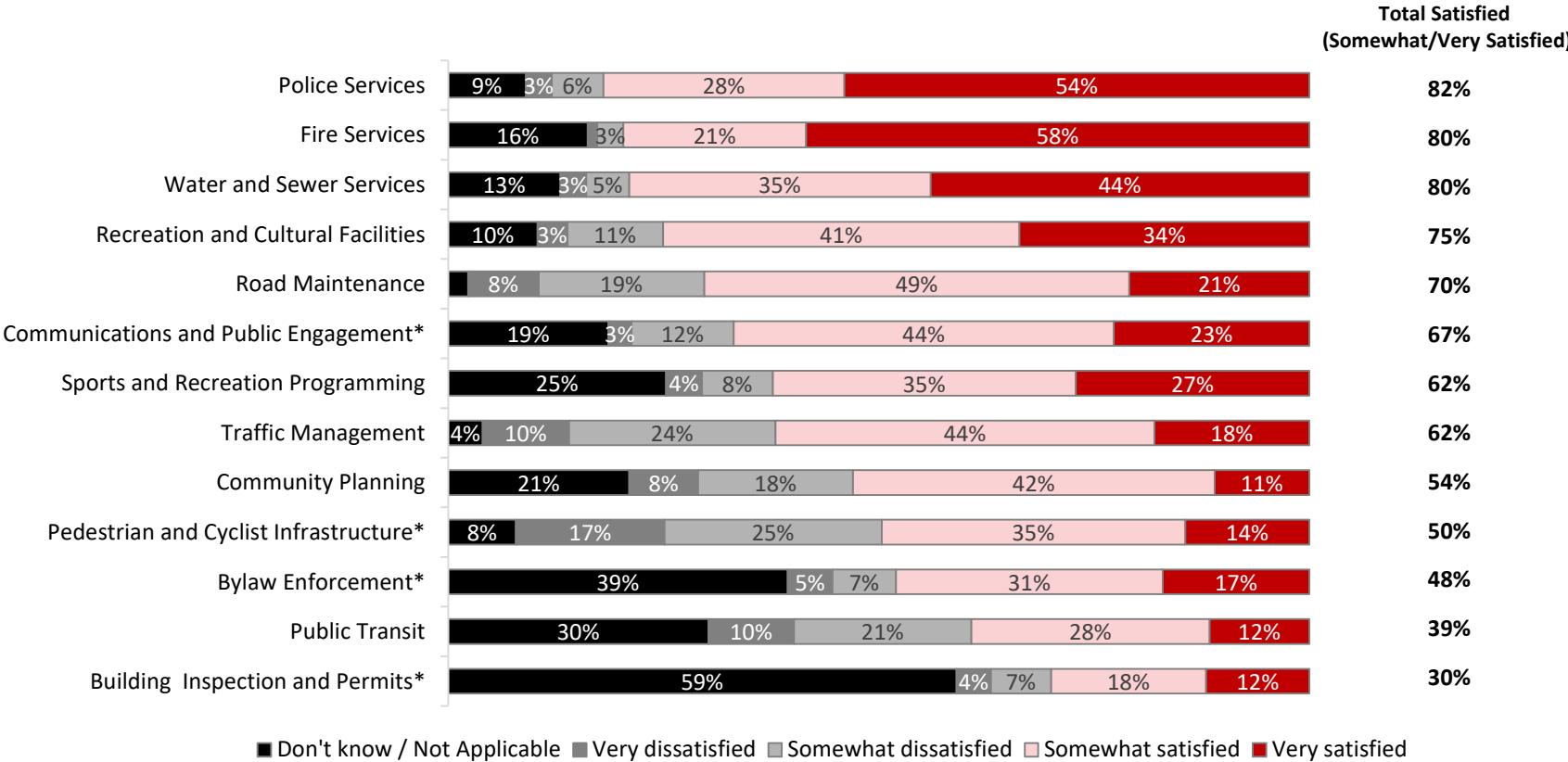
There appears to be a downwards trend in the net satisfaction rating due to fewer residents being “very satisfied” with the overall level and quality of services provided by the District. Those who are 65 years of age or older; female; and who are retired are more likely to be satisfied with the level and quality of services provided by the District. Those with a household income of over \$120,000 are less likely to be satisfied.



Average Somewhat/Very Satisfied Rating across 40 Canadian studies = 87%

Base: District of Central Saanich residents (2019 n=580; 2016 n = 444; 2005 n=X)
 Q2. How satisfied are you with the overall level and quality of services provided by the District of Central Saanich?

Police, Fire and Water/Sewer Services have the highest satisfaction ratings.



Note: Responses less than 3% are not labelled. *New question asked in 2019
 Base: District of Central Saanich residents (n=580)
 Q3. How satisfied are you with each of the following services provided by the District of Central Saanich?

District of Central Saanich residents report notable decreases in satisfaction with road maintenance and traffic management since 2016.

Satisfaction (somewhat/very satisfied)	2016 (n=444)	2019 (n=580)
Police Services	82%	82%
Fire Services	78%	80%
Water and Sewer Services	84%	80%
Recreation and Cultural Facilities	79%	75%
Road Maintenance	78%	70%
Communications and Public Engagement*	-	67%
Sports and Recreation Programming	67%	62%
Traffic Management	75%	62%
Community Planning	59%	54%
Pedestrian and Cyclist Infrastructure*	-	50%
Bylaw Enforcement*	-	48%
Public Transit	40%	39%
Building Inspection and Permits*	-	30%

↓ A significant decrease since 2016

↓ A significant decrease since 2016

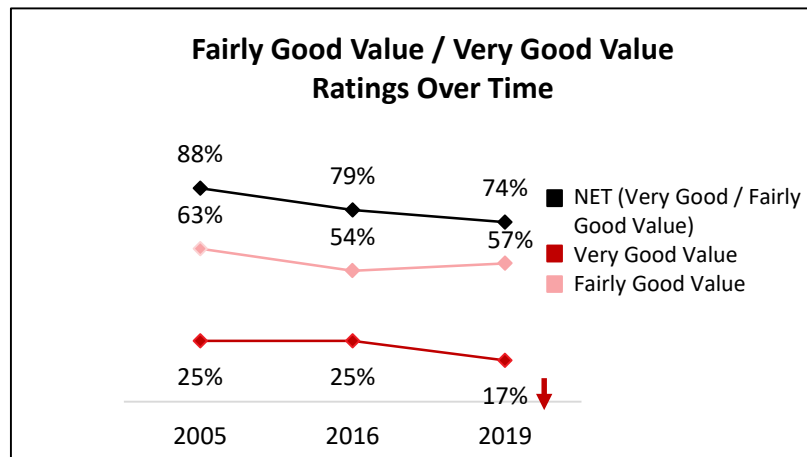
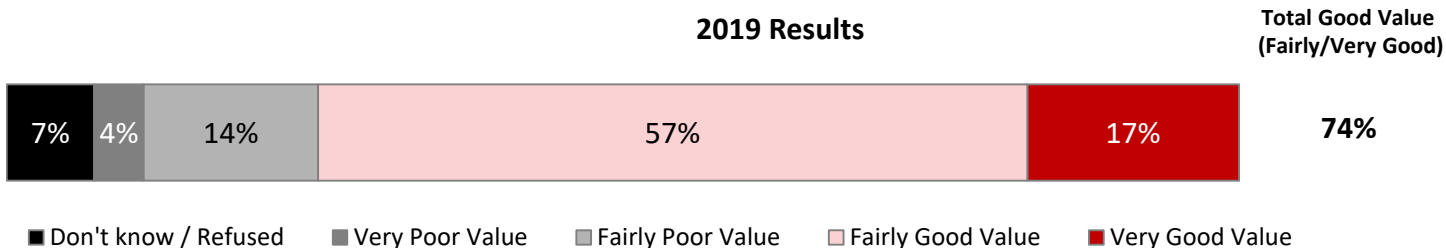
Base: District of Central Saanich residents

*New question asked in 2019.

Q3. How satisfied are you with each of the following services provided by the District of Central Saanich?

Three-quarters of District of Central Saanich residents say they get fairly good / very good value for their tax dollars.

Over time there has been a downwards trend in the NET good value rating, with a significant decrease in those who say they get very good value for their tax dollars since 2016. Those who are 65 years of age or older; who have 1 or 2 people and no children in their household; are retired; or have a household income less than \$120,000 are more likely to be say they get good (very or fairly) value for their tax dollars.



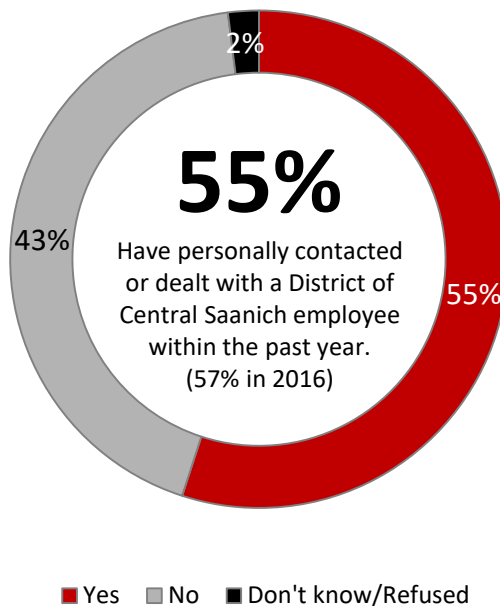
↓ A significant decrease since 2016

Base: District of Central Saanich residents (2019 n=580; 2016 n = 444; 2005 n=X)

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

Over half of District residents have personally contacted or interacted with a District of Central Saanich employee within the past year.

Those who are male; who have 2 or more people in their household; who own their home; or have a household income greater than \$120,000 are more likely to have personally contacted or dealt with a District of Central Saanich employee within the past year.

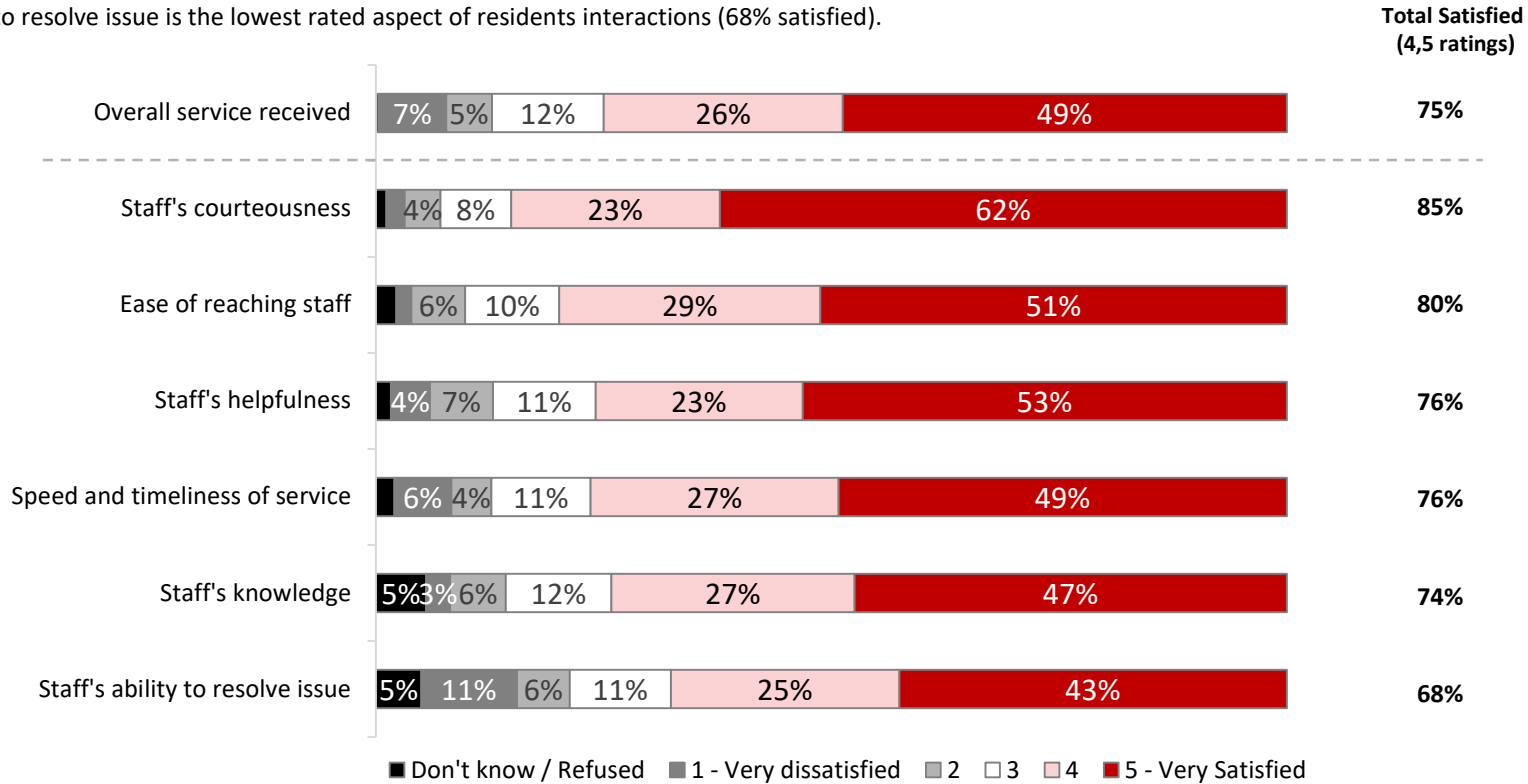


Base: District of Central Saanich residents (2019 n=580; 2016 n=444)

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

Three-quarters of residents who had interactions with a District employee were satisfied with the overall service received.

Staff's courteousness is the highest rated aspect of residents interactions with a District employee (85% satisfied).
 Staff's ability to resolve issue is the lowest rated aspect of residents interactions (68% satisfied).



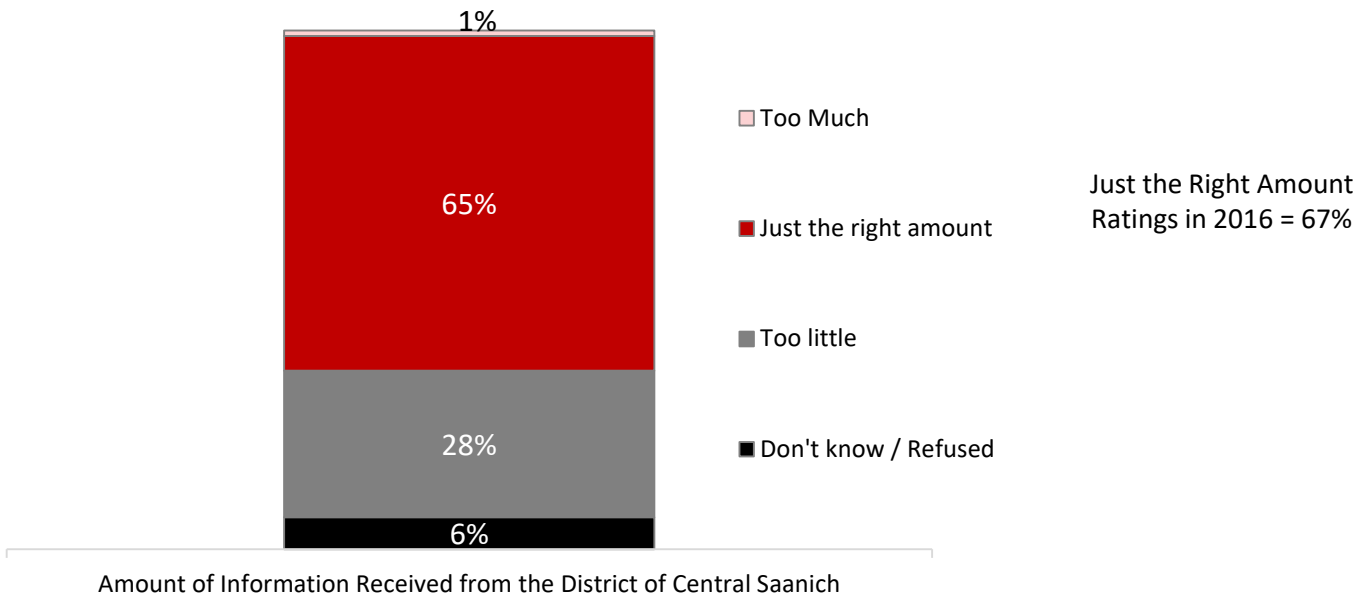
Note: Responses 2% or less are not labelled.
 Base: District of Central Saanich residents who have had interactions with a District employee (n=301)
 Q7. How satisfied are you with the...?

District of Central Saanich residents report an increase in satisfaction with the speed and timeliness of service and staff's ability to resolve the issue since 2016.

Satisfaction (4,5 Ratings)	2016 (n=255)	2019 (n=301)	
Overall service received	70%	75%	
Staff's courteousness	82%	85%	
Ease of reaching staff	75%	80%	
Speed and timeliness of service	66%	76%	↑ A significant increase since 2016
Staff's helpfulness	73%	76%	
Staff's knowledge	75%	74%	
Staff's ability to resolve issue	59%	68%	↑ A significant increase since 2016

Two-thirds of District of Central Saanich residents feel they receive the right amount of information from the District.

Those who are 65 years of age or older; male; who live in a single person household; who don't have children in their household; who are self-employed or retired; or have lived in the District for more than 30 years are more likely to agree they receive just the right amount of information from the District.

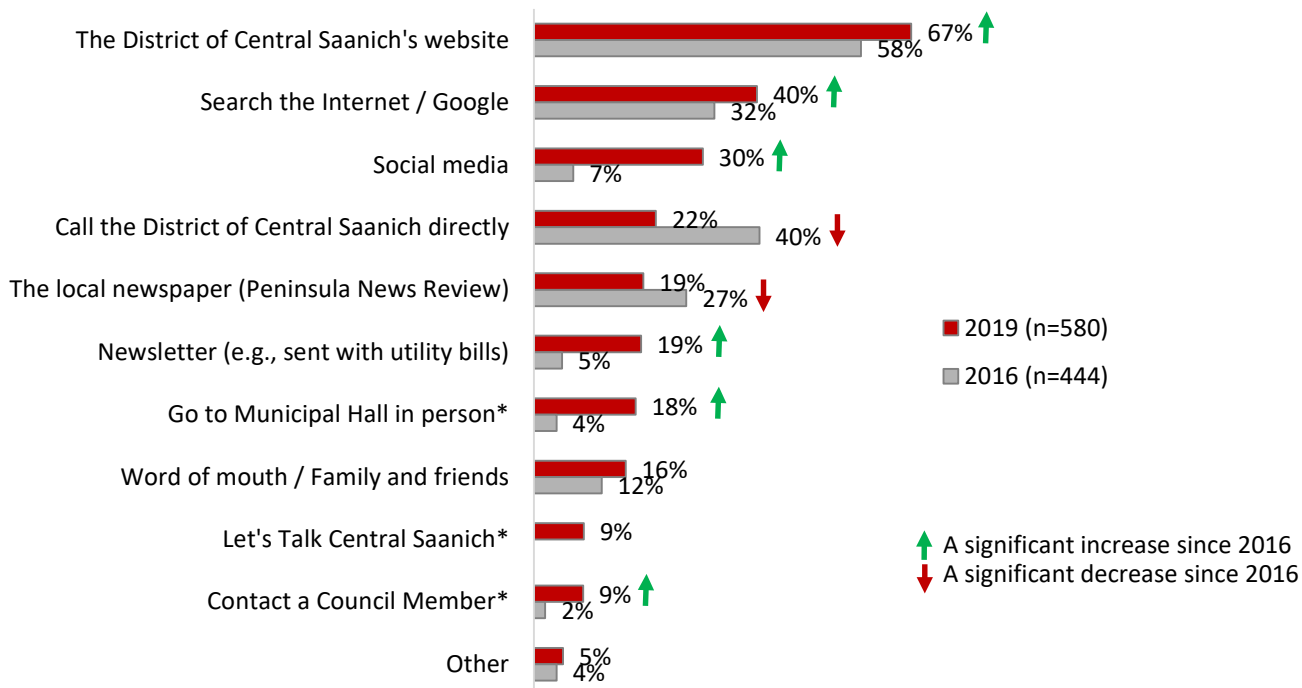


Base: District of Central Saanich residents (2019 n=580; 2016 n=444)

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?

Two-thirds of residents would use the District's website to look for information on the District of Central Saanich.

Searching the internet and checking social media are the next most common sources used when seeking information on the District of Central Saanich. There has been an increase in various online search activities for information, especially social media, and a decrease in calling the District and referring to the newspaper compared to 2016.



Note: Multiple mentions permitted. Only responses greater than 3% are shown * These attributes were added in 2019, they were not specifically asked in 2016 but were mentioned as other specify.

Base: District of Central Saanich residents

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

Residents appear to be using a wider variety of information sources about the District of Central Saanich.

The increase in social media as an information source on the District of Central Saanich is driven mostly by the 18-44 year old age group, but is also much higher among those 45-64 years old. The 18-44 age group comprised a larger proportion of the total respondents in 2019.

Sources of information on the District of Central Saanich would use	2016				2019			
	Total (n=444)	18-44 (n=76)	45-64 (n=164)	65+ (n=187)	Total (n=580)	18-44 (n=148)	45-64 (n=186)	65+ (n=246)
The District of Central Saanich's website	58%	83%	66%	40%	67% ↑	74%	76% ↑	49%
Search the Internet / Google	32%	39%	36%	24%	40% ↑	41%	43%	34% ↑
Social media	7%	20%	5%	3%	30% ↑	60% ↑	23% ↑	7%
Call the District of Central Saanich directly	40%	26%	36%	24%	22% ↓	16%	23% ↓	26%
The local newspaper (Peninsula News Review)	27%	24%	26%	28%	19% ↓	22%	19%	17% ↓
Newsletter (e.g., sent with utility bills)	5%	1%	5%	5%	19% ↑	21% ↑	23% ↑	12%
Go to Municipal Hall in person*	4%	1%	3%	6%	18% ↑	8% ↑	16% ↑	31% ↑
Word of mouth / Family and friends	12%	24%	9%	10%	16%	31%	10%	7%
Let's Talk Central Saanich*	-	-	-	-	9%	14%	10%	3%
Contact a Council Member*	2%	-	1%	3%	9% ↑	8% ↑	8% ↑	11% ↑
Other	4%	4%	2%	5%	5%	1%	6%	9%

* These attributes were added in 2019, they were not specifically asked in 2016 but were mentioned as other specify. Therefore significant difference testing has not been applied to these attributes.

↑ A significant increase since 2016
 ↓ A significant decrease since 2016

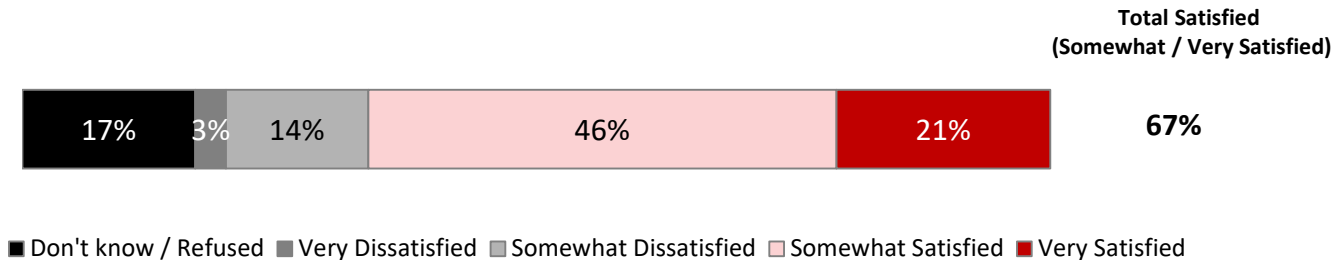
Note: Multiple mentions permitted. Only responses greater than 3% are shown

Base: District of Central Saanich residents

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

Two-thirds of residents are satisfied with the opportunities to provide input to the District of Central Saanich.

Those who are 65 years of age or older; who own their home; who are retired; or who have lived in the District for greater than 30 years are more likely to be satisfied with the opportunities to provide input to the District of Central Saanich.



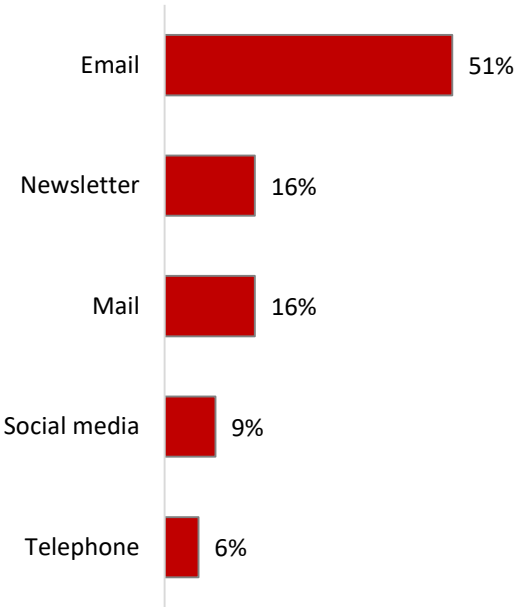
Note: New question in 2019.

Base: District of Central Saanich residents (n=580)

Q9c. How satisfied are you with your opportunities to provide input to the District of Central Saanich on your views and priorities?

Half of District of Central Saanich residents would most prefer to be contacted by email in the future.

Those aged 18 to 64; male; who have a household of two or more people; who have children in their household; who are not retired; who have a household income greater than \$60,000; or have lived in the District for less than 10 years would most prefer to be contacted by email in the future.



Note: New question in 2019. Responses less than 1% are not shown.
 Base: District of Central Saanich residents (n=580)
 Q10. Of the following options, how would you most prefer to be contacted by the District of Central Saanich in the future?

RESULTS - Key Drivers Analysis

Key Drivers Analysis Description

Key Driver Analysis allows for the identification of particular aspects of the District of Central Saanich services that are having a greater impact on or drive resident's overall satisfaction with the level and quality of services provided by the District. The Key Driver Analysis reveals the strength of the relationship between the specific aspects (independent variables) and the key measure or metric (*Overall satisfaction with the level and quality of services provided by the District of Central Saanich*, the dependent variable).

The following variables were used:

Dependent variable:

- Satisfaction with the overall level and quality of services provided by the District of Central Saanich (Q2)

Independent variables:

- Satisfaction with each of the specific services provided by the District of Central Saanich (Q3)

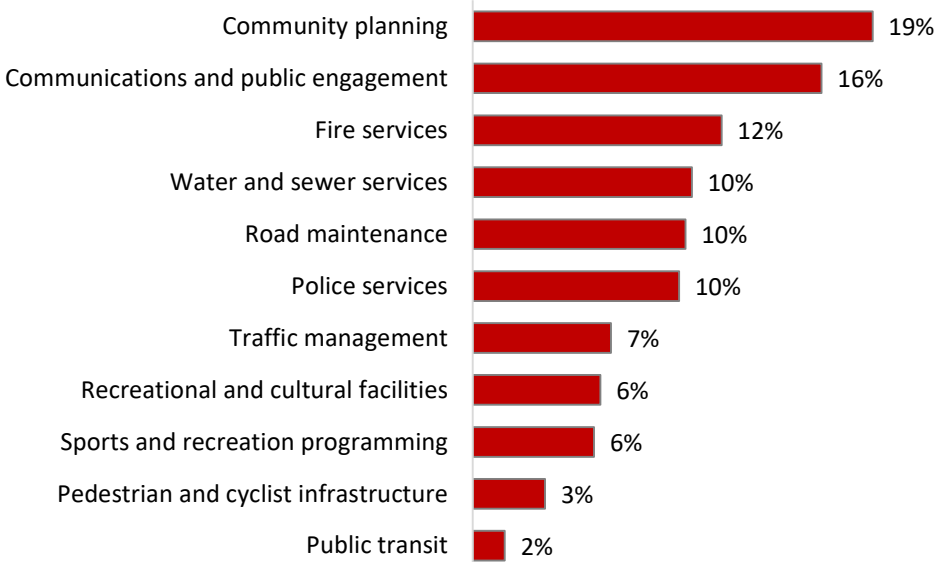
Methodology: Each of the service aspects' average satisfaction scores are calculated and then outlaid with its relative and derived importance on the satisfaction with the overall level and quality of services provided by the District of Central Saanich. The importance scores are derived from a regression analysis taking the standardized coefficients. The coefficients are then mean centered and normalized to produce the coordinates for the importance scale (X-axis). The same method is used for the average satisfaction scores of each service aspect to produce the coordinates for the performance scale (Y-axis). Quadrants are set by establishing the average performance rating and derived importance scores across all of the service aspects that were rated. Therefore, this analysis provides a relative comparison of which areas to focus on to either improve or maintain.

The key driver analysis is run on records that had a valid answer to all the service aspects. As the key driver analysis relies on the relativity and comparison of the importance of all service aspects, two services were removed that had very high don't know/refused mentions which would have significantly reduced the effective base of this analysis. The two services excluded from this key driver analysis were *Bylaw enforcement* and *Building Inspection and permits*.

Key drivers of satisfaction with the overall level and quality of services provided by the District of Central Saanich.

A regression model was built using the ratings of satisfaction with select services provided by the District of Central Saanich (Q3) against how satisfied residents are with the overall level and quality of services provided by the District (Q2). A relative importance calculation is then run to determine the relative impact each service has on the overall satisfaction respondents feel.

For ease of understanding, the scores are shown on a scale from 0% to 100%. The analysis identifies and quantifies the contribution each service is providing to the overall satisfaction with the District. The service included is assigned a score relative to the other services that were included in the model. The combined scores of all the service that were included in the calculation will add up to a 100%. *Community planning* and *Communications and public engagement* are the two services contributing the most (35% in total) to the perceived satisfaction with the overall level and quality of services provided by the District of Central Saanich.



Quadrant Chart Categories

The four quadrants of the key driver analysis are divided into the following:

Reinforce: High importance; high performance (upper right quadrant)

- Perceptions of the District of Central Saanich's service on these aspects performs well and is deemed as critical to residents' overall satisfaction with the level and quality of services provided by the District. These are the core strengths and it is critical to ensure these service aspects are maintained or strengthen its position.

Focus: High importance; low performance (lower right quadrant)

- These critical service aspects are perceived to be performing not as well relatively speaking and they should be given the highest priority and focus. These can be considered core weaknesses and it is critical to improve and strengthen these service aspects.

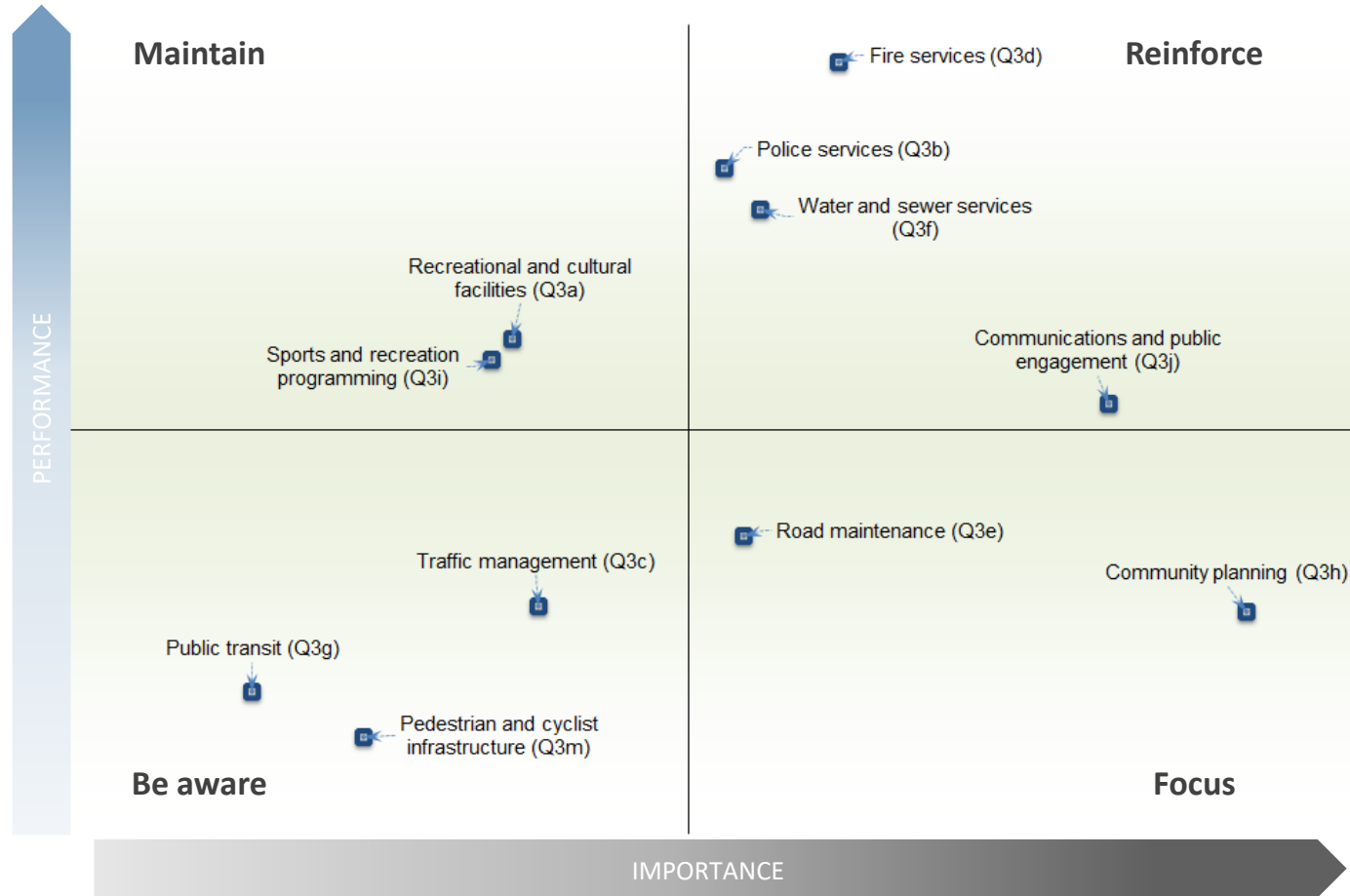
Maintain: Low importance; high performance (upper left quadrant)

- These service aspects are found to have a relatively weaker impact on residents' overall satisfaction with the level and quality of services provided by the Town. However, they are relatively well regarded by residents and should be, at a minimum, maintained.

Be aware: Low importance; low performance (lower left quadrant)

- While residents perceive these service aspects as not performing as well, they also do not significantly impact their overall satisfaction with the level and quality of services provided by the District of Central Saanich. Thus, they should not be a priority or focus for any action at this time.

Quadrant Chart: Service Aspects as Key Drivers of Overall Satisfaction



Quadrant Chart Categories

Maintain

These aspects are found to not have a significant impact on the overall satisfaction of the level and quality of services provided by the District, but they are perceived to be performing relatively well by residents. The performance level of these service aspects should be at a minimum maintained.

The services aspects that fall into this quadrant are:

- Recreational and cultural facilities
- Sports and recreation programming

Be aware

These service aspects should not be a priority for action at this time. However, we would advise monitoring these aspects in case they become more important in the future.

The services aspects that fall into this quadrant are:

- Traffic management
- Pedestrian and cyclist infrastructure
- Public transit

Reinforce

This is a core strength residents perceive about the level and quality of service provided by the District of Central Saanich and it is critical to ensure the performance level of this service aspect is maintained. Continue to reinforce and strengthen these core service aspects as they are a source of success.

The services aspects that fall into this quadrant are:

- Communications and public engagement
- Fire services
- Water and sewer services
- Police services

Focus

This is an area that residents perceive is not performing as well in terms of the level and quality of service provided by the District of Central Saanich and it is important to focus on it to improve overall satisfaction. The service aspects in this quadrant are key opportunities and drivers of residents' overall satisfaction, and should be given the highest priority.

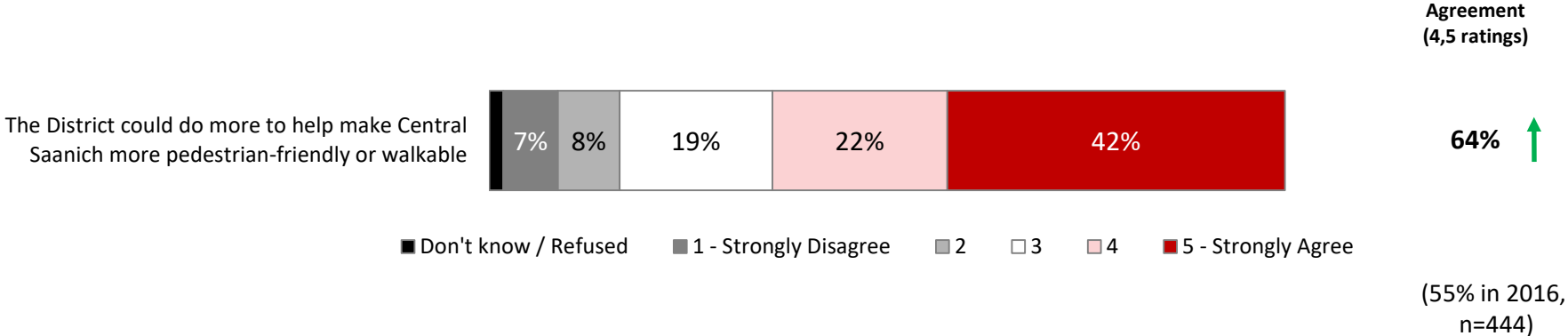
The services aspects that fall into this quadrant are:

- Community planning
- Road maintenance

RESULTS - Planning for the Future

Two-thirds of residents agree the District could do more to help make Central Saanich more pedestrian-friendly or walkable.

The proportion of residents agreeing with this statement has increased significantly since 2016 (from 55% to 64%). Those ages 18 to 44; female; who have 3 or more people in their household; who have children in their household; who are employed (vs. retired); or have lived in the District for less than 20 years are more likely to agree the District could do more to help make Central Saanich more pedestrian-friendly or walkable.



↑ A significant increase since 2016

Note: Responses 2% or less are shown but not labelled.

Base: District of Central Saanich residents (n=580)

Q17. On a scale of 1 to 5, where 1 is "strongly disagree" and 5 is "strongly agree", please rate your agreement on the following statements...?

Those who disagree that the District could do more to help make Central Saanich more pedestrian-friendly (15%) feel that the District is currently pedestrian friendly.

Selected Verbatim Responses

“Central Saanich is a rural municipality and has adequate pedestrian friendly infrastructure in Saanichton and Brentwood. I walk six hours a week in Brentwood and rarely encounter issues.”

“I think the walkways and places to walk are pretty good already. There's sidewalks and trails everywhere.”

“My son uses a wheelchair. Many of the shoulders are too narrow or rough for us to safely use. Using road allowances with better accessible pathways would allow us to do more by walking rather than using a vehicle.”

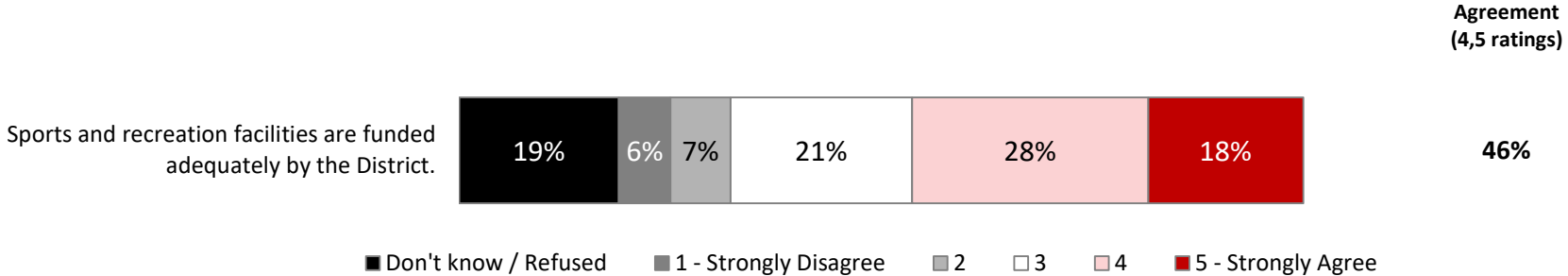
“They could use more sidewalks. A lot of people walk around here and just few sidewalks on busy streets.”

“I don't really feel that it's lacking in my area and I'm unfamiliar in other areas. Streets are wide and well lit.”

“It is already pedestrian friendly and easy to walk.”

Almost half (46%) of District of Central Saanich residents agree sports and recreation facilities are funded adequately by the District.

Those who are male; who have 2 people in their household (vs. a single person household); or who have a household income between \$60,000 and \$120,000 (vs. less than \$60,000) are more likely to agree that sports and recreation facilities are funded adequately by the District.



(43% in 2016, n=444)

Base: District of Central Saanich residents (n=580)

Q17. On a scale of 1 to 5, where 1 is "strongly disagree" and 5 is "strongly agree", please rate your agreement on the following statements...?

Those who disagree that sports and recreation facilities are funded adequately by the District (13%) feel that there are a lack of facilities.

Selected Verbatim Responses

"I'm not aware of any sport or recreation facilities in central Saanich other than soccer and boring baseball fields for kids."

"Families and individuals have to travel to North Saanich or Saanich to access recreation centers and associated programs."

"We need better funding and access. We don't have a single accessible fitness center, Panorama is the closest. There is no outdoor fitness park - Bayside used to have chin-up bars but they were removed. There are some very basic and cheap things that can be done to improve this."

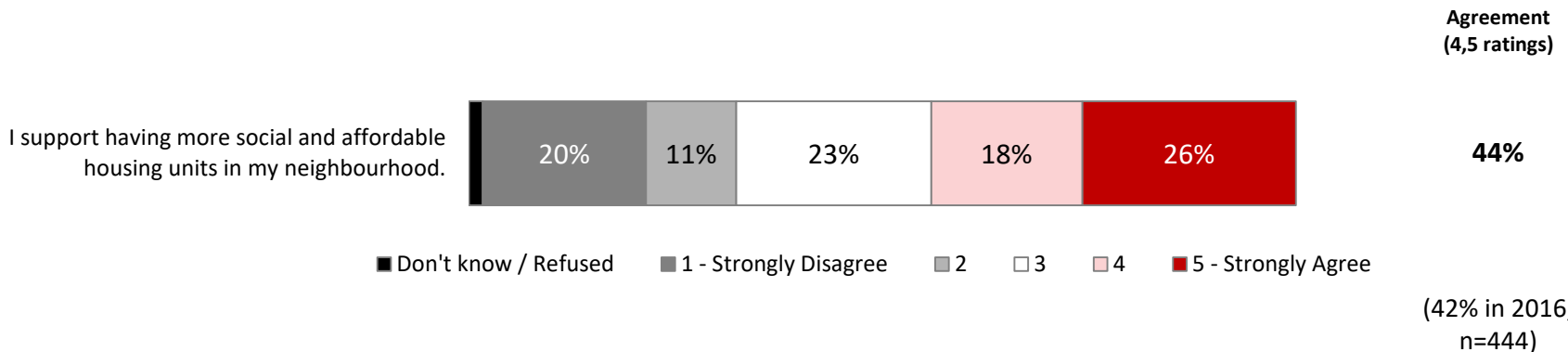
"We don't have a recreation centre and we lack a turf field for outdoor sports like soccer and lacrosse."

"Not enough programming and areas for those under 25. If you're over 50 and like pickle ball or tennis there are tons of options."

"There is NOTHING HERE. We again, have to drive, to Panorama in North Saanich. For kids and youth on bikes, it's an unsafe route. To take the bus instead means hours including wait times. There is not even a skate park for youth here. There's no mountain bike park. There's no youth centre. There's no FUN."

Close to half (44%) of District of Saanich residents agree they support having more social and affordable housing in their neighbourhood.

Those who are 65 years of age or older; female; who live in a single person household; who rent; who are retired (vs. employed); or have a household income of less than \$90,000 (vs. greater than \$120,000) are more likely to support having more social and affordable housing units in their neighbourhood.



Note: Responses 2% or less are shown but not labelled.

Base: District of Central Saanich residents (n=580)

Q17. On a scale of 1 to 5, where 1 is "strongly disagree" and 5 is "strongly agree", please rate your agreement on the following statements...?

There is great diversity in opinions about why District of Central Saanich residents do not support (31%) more social and affordable housing units in their neighbourhood.

Selected Verbatim Responses

"The character of the neighbourhood is rural and agricultural and I don't see a higher density of housing being compatible."

"My neighbourhood is fairly densely housed, anything more here would be impossible."

"Parking is currently an issue where I live and there is no safe walking areas for a lot of the pedestrians and kids walking to and from school."

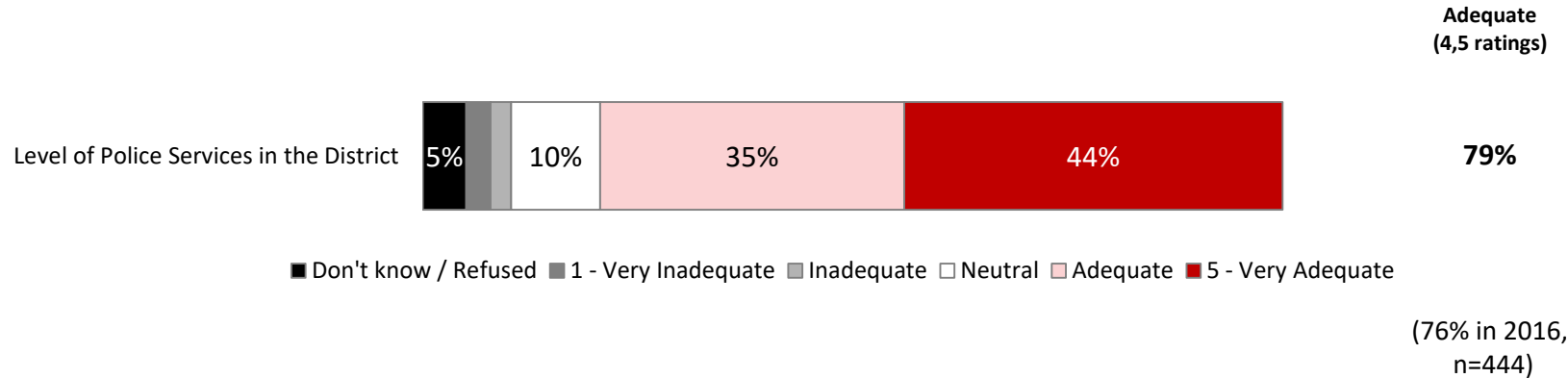
"This is a fairly expensive area to live in. There are currently very few social services available for those who need them here. They need to be put in place before bringing those who require them, to the area."

"My concern would be around safety. If you have a high concentration of people on social assistance in a single area, I believe that will bring an unwelcome environment for raising my family."

"One of the selling features of moving into our neighbourhood was the fact that it is mainly detached single family homes and not townhouses or condos. The types of housing that can cram a bunch of people into a small space. The peninsula feels open and not crowded or claustrophobic like the West Shore or downtown. We'd like to keep it this way."

Four in five District of Central Saanich residents believe the level of Police Services in the District is adequate.

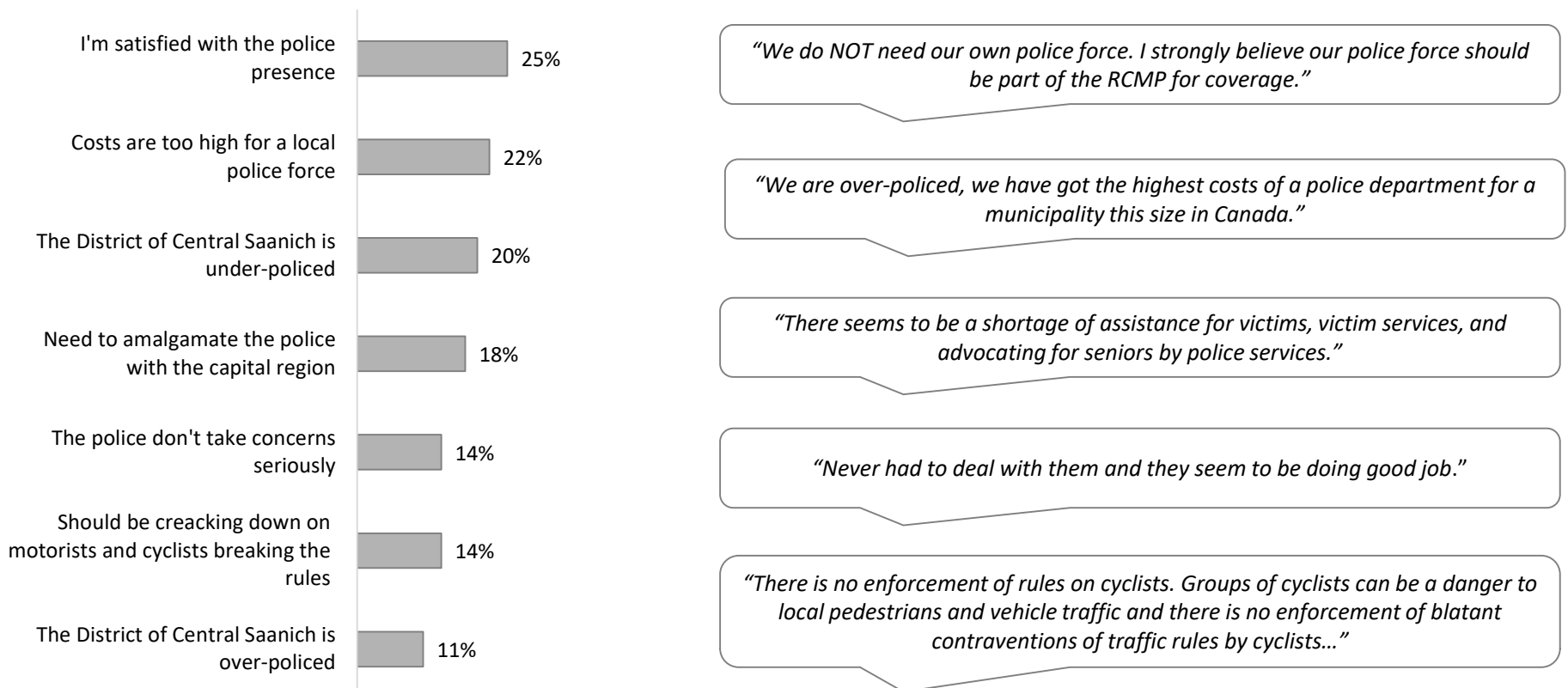
This level is marginally higher than three years ago (79% in 2019 versus 76% in 2016). There are no subsegment differences.



Note: Responses 3% or less are not labelled.
 Base: District of Central Saanich residents (n=580)

Q19. 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?

Residents tend to think the levels of Police Services in the District is inadequate because costs are too high and the District is under-policed.



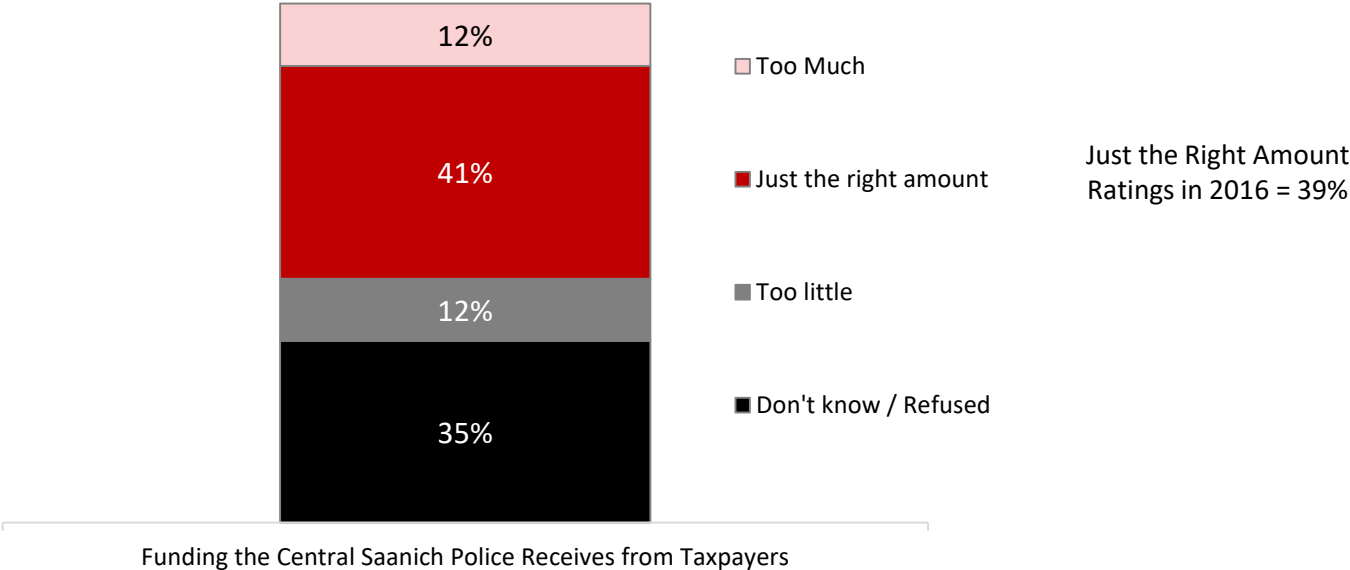
Note: Refused and other responses are not shown.

Base: District of Central Saanich residents who think the levels of Police Services in the District is Inadequate (1 or 2 ratings) (n=30*) *Caution to be used in interpretation due to small sample size.

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

Two in five (41%) of District of Central Saanich residents feel the Police receives just the right amount of funding from tax payers.

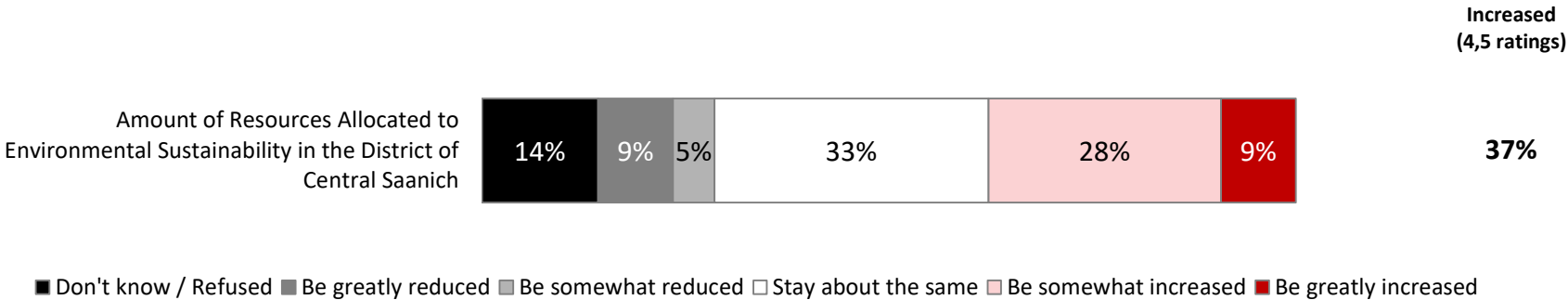
Those who are male; who are retired (vs. self-employed); or who have lived in the district for 10 to 20 years, or greater than 30 years (vs. less than 10 years) are more likely to feel the Central Saanich Police receives the right amount of funding from tax payers. One-third (35%) of District respondents say they don't know how much funding the Central Saanich Police receives.



Base: District of Central Saanich residents (2019 n=580; 2016 n=444)
 Q20. In your opinion, do you feel Central Saanich Police receives too much, too little or just the right amount of funding from tax payers?

Nearly two-in-five District residents think the amount of resources allocated to climate action in the District should increase.

Those who are female; or who have a household income of less than \$60,000 (vs. greater than \$120,000) are more likely to think the amount of resources allocated to climate action in the District should increase. Yet one third feel that the amount of resources allocated to climate action in the District should stay the same.



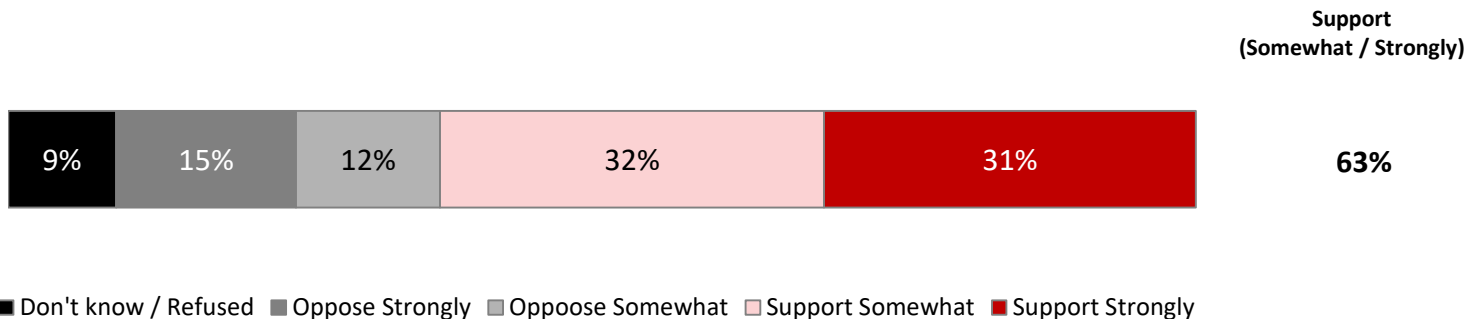
Note: Question is not trackable due to the addition of text in 2019.

Base: District of Central Saanich residents (n=580)

Q23. The District of Central Saanich has adopted a Climate Leadership Plan, declared a Climate Emergency, and adopted BC Step Code. In your opinion, should the amount of resources allocated to climate action in the district...?

Almost two-thirds (63%) of District of Central Saanich residents support accelerating climate action target timelines from 2050 to 2030.

Those who are female are more likely to support the District accelerating climate action target timelines from 2050 to 2030 (71% among females versus 57% among men). Yet one quarter (27%) oppose accelerating climate action target timelines in the District to 2030.



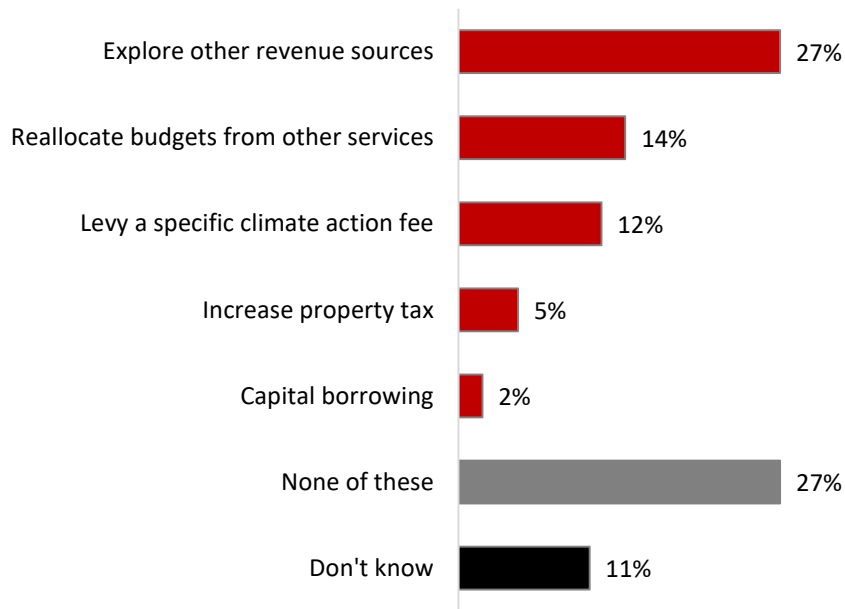
Note: New question in 2019.

Base: District of Central Saanich residents (n=580)

Q23a. Would you support or oppose the District accelerating climate action target timelines from 2050 to 2030?

One-quarter (27%) of residents would most like the District to pursue exploring other revenue sources to fund additional climate action.

Those who are aged 45 to 64 years of age (vs. 18 to 44 years of age); who have no children in their household; or who rent their home are more likely to want the District to pursue exploring other revenue sources such as pay parking, casinos and lottery, or fines. However, an equal proportion would like the District to pursue none of the particular options.



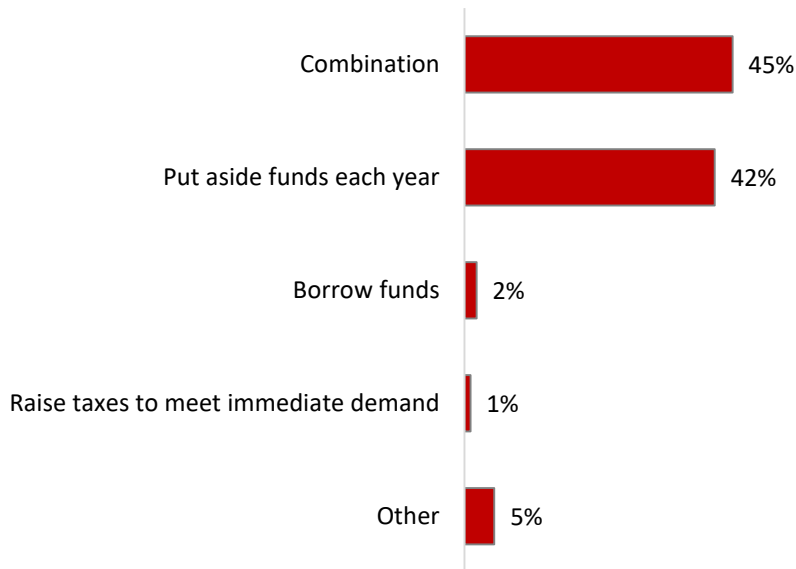
Note: Multiple mentions permitted. New question in 2019.

Base: District of Central Saanich residents (n=580)

Q23b. Which of the following options to fund additional climate action would you most like the District to pursue?

Almost half (45%) of District of Central Saanich residents prefer a combination of funding approaches for future land use projects.

Yet almost as many (42%) would prefer the District to put aside funds each year to fund future land projects. There are no notable subsegment differences.

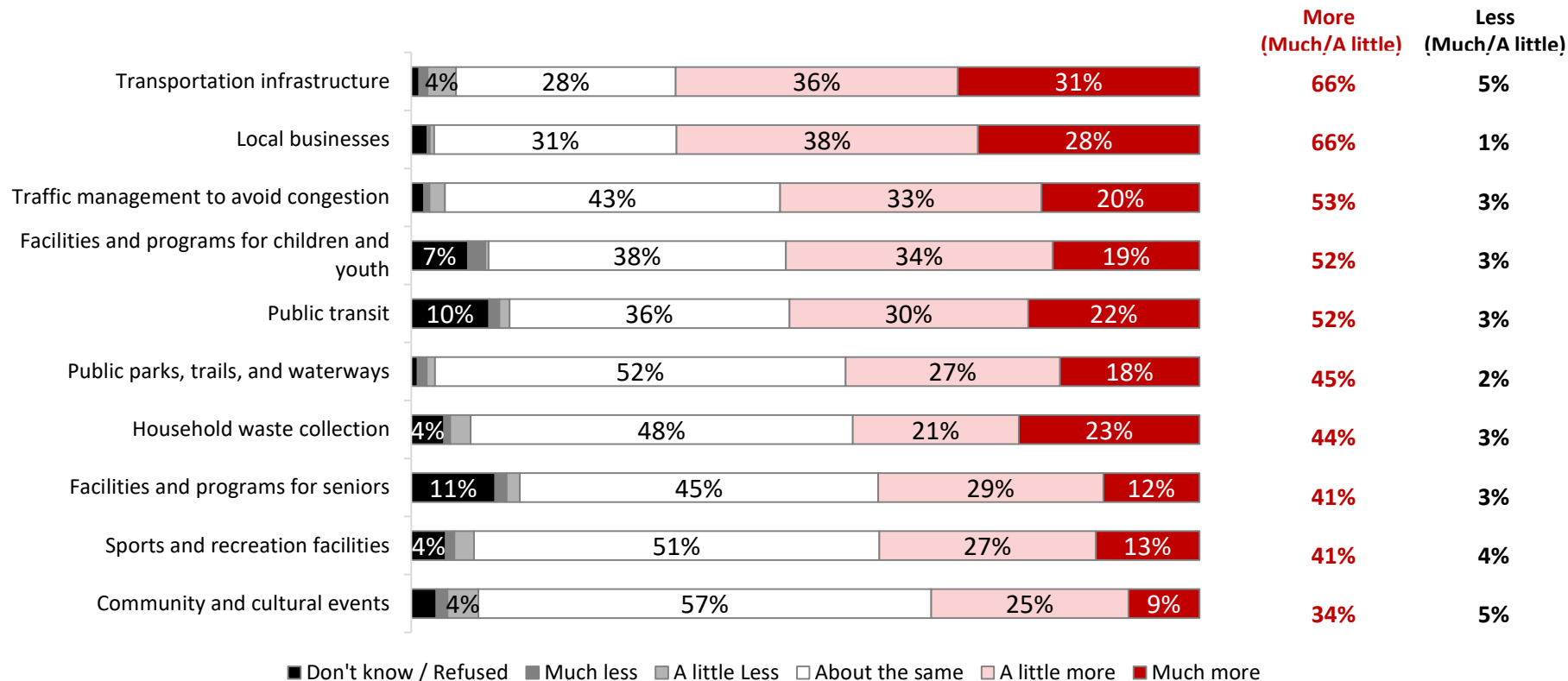


Note. New question in 2019. Don't know and refused responses are not shown.

Base: District of Central Saanich residents (n=580)

Q26. In general, which of the following funding approaches would you prefer the District of Central Saanich use to fund future land projects?

Two-thirds of residents would like more transportation infrastructure and local businesses to make the District more livable.

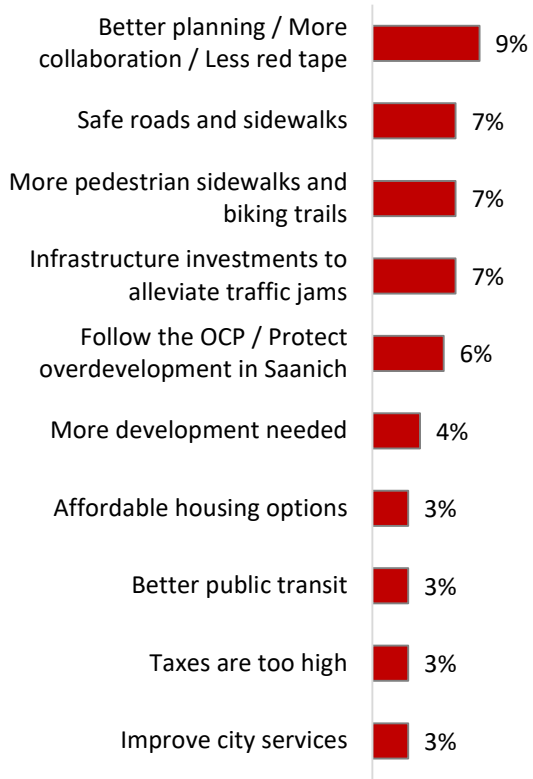


Note: New question in 2019. Responses 3% or less are not labelled.

Base: District of Central Saanich residents (n=580)

Q26b. Please tell me whether you would like more, less, or the same amount of each of these services to make the District more livable. How about...?

Final comments from District of Central Saanich residents are varied.



"I appreciate the opportunity to participate in the planning processes and to be able to speak directly to our councilors and I appreciate their efforts and transparency in their actions."

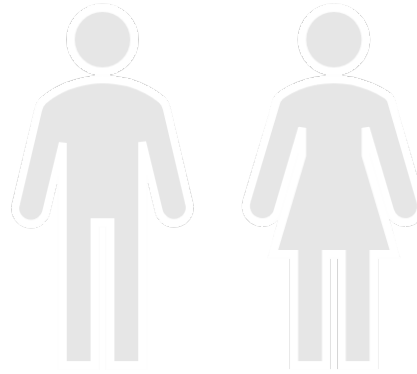
"I would like to see more bike lanes, because I cycle quite a bit and there is a lot of conflict with drivers when there are no bike lanes."

"My biggest concern at the moment is infrastructure for parking, walking, street lighting and traffic movement in Brentwood! We have increased the housing, which is great but the car traffic intensity is even greater and nothing has changed like more sidewalks, parking restrictions, etc."

"I would like to see more sidewalks on busy roads or roads with reduced visibility, such as Brentwood Drive and also from the middle school, as well as improved street lighting in areas like the Saanich Peninsula Hospital."

"With the current council I am very concerned about the rural identity of Central Saanich. It is important for council to follow the OCP and not impose their agenda when local taxpayers are opposed to development. The future of Central Saanich depends on the current OCP."

Note: Multiple mentions allowed. Responses of less than 3% are not shown. Don't know and refused not shown.
 Base: District of Central Saanich residents who provided a response (n=517)
 Q27. Do you have any further comments you'd like to add about the District of Central Saanich?



RESPONDENT PROFILE

RESPONDENT PROFILE

2019	District of Central Saanich Resident Respondents (n=580)	
	(Weighted)	(Unweighted)
Gender		
Female	52%	65%
Male	47%	33%
Other/Refused	1%	1%
Age		
Between 18 and 34	9%	7%
Between 35 and 44	23%	19%
Between 45 and 54	16%	14%
Between 55 and 64	22%	18%
65 and older	30%	42%
Number of People in Household		
1	10%	14%
2	37%	40%
3+	49%	44%
Refused/Don't know	3%	3%
Home Ownership		
Own	86%	87%
Rent	12%	11%
Refused	2%	2%

2019	District of Central Saanich Resident Respondents (n=580)	
	(Weighted)	(Unweighted)
Neighbourhood		
V8M	73%	74%
V8Z	15%	15%
Other	3%	3%
Don't know / Refused	9%	8%
Years lived in the District of Central Saanich		
<10 years	30%	28%
10 to <20 years	24%	23%
20 to <30 years	18%	18%
30+ years	27%	28%
Don't know / Refused	1%	2%
Children in Household		
Yes	35%	29%
No	63%	69%
Refused	2%	2%
Work in Central Saanich*	(n=286)	
Yes	37%	39%
No	62%	61%
Don't know / Refused	1%	1%

*Base: District of Central Saanich residents who are employed.

RESPONDENT PROFILE

2019	District of Central Saanich Resident Respondents (n=580)	
	(Weighted)	(Unweighted)
Occupation		
Retired	34%	43%
Employed in a government, teaching or health care role	21%	20%
Employed in a professional or managerial role	20%	14%
Self employed but not in agriculture or agri-business	11%	10%
Employed in service, retail, distribution, or tourism	4%	4%
Not currently working	3%	3%
Self-employed in agriculture or agri-business	2%	2%
Other	3%	2%
Refused	3%	3%

2019	District of Central Saanich Resident Respondents (n=580)	
	(Weighted)	(Unweighted)
Income		
Under \$60,000	16%	20%
\$60,000 to <\$90,000	17%	18%
\$90,000 to <\$120,000	19%	19%
\$120,000 +	31%	25%
Don't know / Refused	17%	18%

APPENDIX

APPENDIX

Telephone Survey

Central Saanich Community Satisfaction Survey 2019
CATI Questionnaire – Final-Rev.1, December 4, 2019

INTRO

Hello, my name is _____ and I'm calling from Leger Research, on behalf of the District of Central Saanich. We are conducting a survey of 300 Central Saanich residents about their satisfaction with the services provided by the District. You may have heard about this survey through the *Peninsula News Review*, radio, or social media.

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? [PRE-SCREEN FOR UNDER 35]

[IF NECESSARY, ADD: The survey will take about 20 minutes to complete

As a thank-you for your time and input, you can choose to be entered in a draw for one of nine gift cards valued from \$100 to \$200 at the end of the survey.

[IF NECESSARY, ADD: The draw will take place late December and the prizes issued by the District in January

[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, and if so where you live? This would also include the areas of Saanichton [PRONOUNCE "San-ich-tin"], Brentwood Bay and the Tsartlip [PRONOUNCE "sart-lip"] and Tsawout [PRONOUNCE "say-out"] First Nations Reserves as well as Tanner Ridge or Lochside [PRONOUNCE "Lock-side"/Turgoose. [DO NOT READ LIST; INTERVIEWER: PROBE IF RESPONDENT MENTIONS THE NAME OF ANOTHER MUNICIPALITY]

1. Yes – in Saanichton => CONTINUE TO S1c
2. Yes - in Brentwood Bay => CONTINUE TO S1c
3. Yes - in Tanner Ridge => CONTINUE TO S1c
4. Yes - in Lochside/Turgoose => CONTINUE TO S1c
5. Yes - in Tsartlip First Nations Reserve => CONTINUE TO S1c
6. Yes - in Tsawout First Nations Reserve => CONTINUE TO S1c
7. Yes - Other Central Saanich (specify) _____ => CONTINUE TO S1c
8. 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, and if so where you live? This would also include the areas of Saanichton [PRONOUNCE "San-ich-tin"], Brentwood Bay and the Tsartlip [PRONOUNCE "sart-lip"] and Tsawout [PRONOUNCE "say-out"] First Nations Reserves as well as Tanner Ridge or Lochside [PRONOUNCE "Lock-side"/Turgoose. [DO NOT READ LIST; INTERVIEWER: PROBE IF RESPONDENT MENTIONS THE NAME OF ANOTHER MUNICIPALITY]

1. Yes – in Saanichton => CONTINUE TO S3
2. Yes - in Brentwood Bay => CONTINUE TO S3
3. Yes - in Tanner Ridge => CONTINUE TO S3
4. Yes - in Lochside/Turgoose => CONTINUE TO S3
5. Yes - in Tsartlip First Nations Reserve => CONTINUE TO S3
6. Yes - in Tsawout First Nations Reserve => CONTINUE TO S3
7. Yes - Other Central Saanich (specify) _____ => CONTINUE TO S3
8. No => / Thank and terminate
99. Don't know/Refused => / 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 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

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

[RECORD YEAR; RANGE 1900 to 2002]

98. Don't Know [Thank and terminate "Thank you, those are all our questions."]

99. Refused=>GO TO 55a

AGECALC. Calculate age based on YOB.

55a. [ASK ONLY IF AGECALC CANNOT BE CALCULATED] Could you tell me if you are... [READ LIST]

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65 and over

98. DON'T KNOW [Thank and terminate "Thank you, those are all our questions."]

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

ISSUES AGENDA AND CURRENT SERVICE LEVELS [ESTIMATED LENGTH ~8 MINUTES FOR THIS SECTION]

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

[RECORD VERBATIM; USE FOLLOWING LIST TO CODE POST-FIELD]

98. Don't know

99. Refused

- Safety on the roads (e.g., crosswalks, lighting, traffic management)
- Infrastructure planning (roads, bridges, etc.)
- Waste disposal (recycling, compost, and garbage)
- Improve walkability (sidewalks, etc.)
- Road maintenance (e.g., potholes, paving)
- Public transportation
- Agricultural/Protecting agricultural lands
- Municipal Development / Planning
- Population growth/sustainable growth
- Road Safety
- Traffic/parking
- Pedestrian and cyclist infrastructure
- Budget management
- Affordable Housing
- Keeping rural character/village feel
- Protecting the environment
- Economic and business development
- Climate Action or Climate change

- Public safety and policing
- Health and Social Services

Q1a. Are there any other important local issues?

[RECORD VERBATIM; USE SAME LIST AS Q1 TO CODE POST-FIELD]

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

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

[ASK IF Q1B=GOOD OR VERY GOOD]

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

[RECORD VERBATIM]

100. Don't know

101. Refused

[ASK IF Q1B=POOR OR VERY POOR]

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. Somewhat dissatisfied
1. Very dissatisfied
98. Don't know
99. Refused

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.

[ROWS; RANDOMIZE]

- a) Recreational and cultural facilities
- b) Police services

- c) Traffic management
- d) Fire services
- e) Road maintenance
- f) Water and sewer services
- g) Public transit
- h) Community planning
- i) Sports and recreation programming
- j) Communications and public engagement
- k) Bylaw enforcement
- l) Building Inspection and permits
- m) Pedestrian and cyclist infrastructure

[COLUMNS]

- 4. Very satisfied
- 3. Somewhat satisfied
- 2. Somewhat dissatisfied
- 1. Very dissatisfied
- 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? Is that very or fairly?

[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 now, have you personally contacted or dealt with a District of Central Saanich employee within the past year?

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

[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.

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]

- a) Overall service you received
- b) Staff's knowledge
- c) Staff's helpfulness
- d) Staff's ability to resolve your issue
- e) Staff's courteousness
- f) Speed and timeliness of service
- g) 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

Q9b. If you were looking for information on the District of Central Saanich, what sources would you use to find this information? [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
- 5. The local newspaper (*Peninsula News Review*)
- 6. Word of mouth/ family and friends
- 7. Contact a Council Member
- 8. Let's Talk Central Saanich (public engagement site)
- 9. Newsletter send with utility bills
- 10. Go to Municipal Hall in person
- 95. Other (Specify) _____
- 98. Don't know
- 99. Refused

Q9c. How satisfied are you with your opportunities to provide input to the District of Central Saanich on your views and priorities?

- 4. Very satisfied
- 3. Somewhat satisfied
- 2. Somewhat dissatisfied
- 1. Very dissatisfied
- 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?

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

PLANNING FOR THE FUTURE [ESTIMATED LENGTH ~6 MINUTES FOR THIS SECTION]

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

- a) The District could do more to help make Central Saanich more pedestrian-friendly or walkable.
- b) Sports and recreation facilities are funded adequately by the District.
- c) I support having more social and affordable housing units in my neighbourhood.

[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. 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?

- 1- Very inadequate
- Inadequate
- Neutral
- Adequate
- 5- Very adequate
- Don't know
- Refused

[ASK Q19B IF EITHER 'Very inadequate' OR 'Inadequate' AT Q19]

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?

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

Q23. The District of Central Saanich has adopted a Climate Leadership Plan, declared a Climate Emergency, and adopted a BC Step Code. In your opinion, should the amount of resources allocated to climate action in the District... [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

Q23a. Would you support or oppose the District accelerating climate action target timelines from 2050 to 2030? [IF NEEDED: Is that strongly or somewhat (support/oppose?)]

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

Q23b. Which of the following options to fund additional climate action would you most like the District to pursue? [READ LIST]

1. Increase property taxes
 2. Levy a specific climate action fee
 3. Reallocate budgets from other services
 4. Capital borrowing
 5. Explore other revenue sources (such as pay parking, casinos and lottery, or fines)
 6. None of these
98. Don't know
99. Refused

Q26. In general, which of the following funding approaches would you prefer the District of Central Saanich use to fund future large projects?

[RANDOMIZE OPTIONS 1-3]

1. Put aside funds each year
 2. Borrow funds
 3. Raise taxes to meet immediate demand
 4. Combination
 5. Other [specify]
98. Don't know
99. Refused

Q26b. Changing gears, the District of Central Saanich offers various services, programs, and activities to enhance the livability of the area. Please tell me whether you would like more, less, or the same amount of each of these services to make the District more livable. [AS NEEDED: Is that Much or A little (more/less?)]
How about [INSERT ITEM]?

[ROWS; RANDOMIZE]

- a) Community and cultural events
- b) Facilities and programs for children and youth
- c) Facilities and programs for seniors
- d) Sports and recreation facilities
- e) Transportation infrastructure (such as roads, sidewalks, and bike lanes)
- f) Local businesses (such as stores, restaurants, and doctor's offices)
- g) Public parks, trails, and waterways access
- h) Public transit
- i) Traffic management to avoid congestion
- j) Household waste collection (including garbage, recycling, composting, and yard waste)

[COLUMNS]

- 1=Much more
2=A little more
3=About the same
4=A little less
5=Much less

98. Don't know
99. Refused

Q27. 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

DEMOGRAPHICS

We have just a few more questions 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. Employed in service, retail, distribution, or tourism
6. Student
7. Retired
8. Not currently working [IF NEEDED: includes unemployed, homemaker, and on leave]

95. Other—specify _____

99. Refused

[ASK D6B IF ANY OF CODES 1-5 AT D6]

D6b. Do you work in Central Saanich?

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

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

Contest Entry

We would like to offer you a draw entry for one of nine gift cards valued from \$100 to \$200. Would you like to enter into the draw?

[IF YES:] May I please confirm your name (first name or initial is fine), as well as the best phone number and email address to contact you on if you're chosen as a draw winner? [OK TO LEAVE ANY FIELD BLANK IF REQUESTED]

[IF NO:] No problem, entering the draw is entirely optional.

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

Central Saanich Community Satisfaction Survey 2019
Online Questionnaire – Final-Rev.1, December 4, 2019

LANDING PAGES FOR OPEN LINK & PREFER TO COMPLETE ONLINE]

Thank you for your interest in completing this survey about your satisfaction with the services provided by the District of Central Saanich.

[IF OPEN LINK]

Completing this survey online should take about 15 minutes, depending on your answers.

[IF AGREED TO ONLINE OPTION]

Completing this survey online will take about 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.

As a thank-you for your time and input, you can choose to be entered in a draw for one of nine gift cards valued from \$100 to \$200 at the end of the survey.

[ALL]

<INSERT BOILERPLATE COMPLETION INSTRUCTIONS>

Thanks again from Leger and the District of Central Saanich!

S1b. We have a couple of quick questions to make sure that you're eligible for the study. Do you reside in the District of Central Saanich and if so where you live? This would also include the areas of Saanichton, Brentwood Bay and the Tsartlip and Tsawout First Nations Reserves as well as Tanner Ridge or Lochside/Turgoose.

Please select one response

- | | |
|--|--------------------------|
| 1. Yes – in Saanichton | => CONTINUE TO S1c |
| 2. Yes - in Brentwood Bay | => CONTINUE TO S1c |
| 3. Yes - in Tanner Ridge | => CONTINUE TO S1c |
| 4. Yes - in Lochside/Turgoose | => CONTINUE TO S1c |
| 5. Yes - in Tsartlip First Nations Reserve | => CONTINUE TO S1c |
| 6. Yes - in Tsawout First Nations Reserve | => CONTINUE TO S1c |
| 7. Yes - Other Central Saanich (specify) _____ | => CONTINUE TO S1c |
| 8. No | => / Thank and terminate |
| 99. Don't know/ Prefer not to answer | => / 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?

Please select one response

- | | |
|--------------------------------------|--------------------------|
| 1. Yes | => / Thank and terminate |
| 2. No | => CONTINUE TO S4 |
| 99. Don't know/ Prefer not to answer | => / Thank and terminate |

S5. Please indicate your gender.

Please select one response.

1. Male
2. Female
3. Other
4. Prefer not to answer

S5b. The District of Central Saanich is interested in hearing from a broad cross-section of the public, including representation from all age groups. Which of the following age categories you fall into?

Please select one response.

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65 and over
99. Prefer not to answer

ISSUES AGENDA AND CURRENT SERVICE LEVELS

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

Please select one response.

[RANDOMIZE]

- Safety on the roads (e.g., crosswalks, lighting, traffic management)
- Infrastructure planning (roads, bridges, etc.)
- Waste disposal (recycling, compost, and garbage)
- Improve walkability (sidewalks, etc.)
- Road maintenance (e.g., potholes, paving)
- Public transportation
- Agricultural/Protecting agricultural lands
- Municipal Development / Planning
- Population growth/sustainable growth
- Road Safety
- Traffic/parking
- Pedestrian and cyclist infrastructure
- Budget management
- Affordable Housing
- Keeping rural character/village feel
- Protecting the environment
- Economic and business development
- Climate Action or Climate change
- Public safety and policing
- Health and Social Services

Q1a. Are there any other important local issues?

Please select all that apply.

[USE SAME LIST AS Q1 - RANDOMIZE IN SAME ORDER AS Q1]

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=GOOD OR VERY GOOD]

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.

[RECORD VERBATIM]

- 100. Don't know
- 101. Prefer not to answer

[ASK IF Q1B=POOR OR VERY POOR]

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.

[RECORD VERBATIM]

- 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. Somewhat dissatisfied
- 1. Very dissatisfied
- 98. Don't know
- 99. Prefer not to answer

Q3. 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, select "not applicable".

Please select one response for each row.

[ROWS; RANDOMIZE]

- a) Recreational and cultural facilities
- b) Police services

- c) Traffic management
- d) Fire services
- e) Road maintenance
- f) Water and sewer services
- g) Public transit
- h) Community planning
- i) Sports and recreation programming
- j) Communications and public engagement
- k) Bylaw enforcement
- l) Building Inspection and permits
- m) Pedestrian and cyclist infrastructure

[COLUMNS]

- 4. Very satisfied
- 3. Somewhat satisfied
- 2. Somewhat dissatisfied
- 1. Very dissatisfied
- 95. Not applicable
- 98. Don't know
- 99. Prefer not to answer

REMOVE FROM 'PREFER TO COMPLETE ONLINE' SURVEY – KEEP FOR OPEN-LINK SURVEY

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? Is that very or fairly?

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.

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 now, have you personally contacted or dealt with a District of Central Saanich employee within the past year?

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

[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.

REMOVE FROM 'PREFER TO COMPLETE ONLINE' SURVEY – KEEP FOR OPEN-LINK SURVEY

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 these aspects?

Please select one response for each row.

[ROWS; RANDOMIZE BUT ANCHOR OVERALL SERVICE AT TOP]

- a) Overall service you received
- b) Staff's knowledge
- c) Staff's helpfulness
- d) Staff's ability to resolve your issue
- e) Staff's courteousness
- f) Speed and timeliness of service
- g) Ease of reaching staff

[COLUMNS]

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

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

REMOVE FROM 'PREFER TO COMPLETE ONLINE' SURVEY – KEEP FOR OPEN-LINK SURVEY

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
5. The local newspaper (*Peninsula News Review*)
6. Word of mouth/ family and friends
7. Contact a Council Member
8. Let's Talk Central Saanich (public engagement site)
9. Newsletter send with utility bills
10. Go to Municipal Hall in person
95. Other (Specify) _____
98. Don't know
99. Prefer not to answer

Q9c. How satisfied are you with your opportunities to provide input to the District of Central Saanich on your views and priorities?

Please select one response.

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

REMOVE FROM 'PREFER TO COMPLETE ONLINE' SURVEY – KEEP FOR OPEN-LINK SURVEY

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)
5. Newsletter
6. Other (Specify) _____
98. Don't know
99. Prefer not to answer

PLANNING FOR THE FUTURE [ESTIMATED LENGTH ~6 MINUTES FOR THIS SECTION]

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

Please select one response for each row.

- a) The District could do more to help make Central Saanich more pedestrian-friendly or walkable.
- b) Sports and recreation facilities are funded adequately by the District.
- c) I support having more social and affordable housing units in my neighbourhood.

REMOVE FROM 'PREFER TO COMPLETE ONLINE' SURVEY – KEEP FOR OPEN-LINK 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 said you do not agree with the statement [INSERT ITEM]. Can you please tell me why?

Please provide as much detail as possible.

[RECORD VERBATIM]

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

Q19. 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?

Please select one response.

- 1- Very inadequate
- Inadequate
- Neutral
- Adequate
- 5- Very adequate
- Don't know
- Prefer not to answer

[ASK Q19B IF EITHER 'Very inadequate' OR 'Inadequate' AT Q19]

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.

[RECORD VERBATIM]

- 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

Q23. The District of Central Saanich has adopted a Climate Leadership Plan, declared a Climate Emergency, and adopted a BC Step Code. In your opinion, should the amount of resources allocated to climate action in the District...

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

Q23a. Would you support or oppose the District accelerating climate action target timelines from 2050 to 2030?

Is that strongly or somewhat (support/oppose?)

Please select one response.

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

Q23b. Which of the following options to fund additional climate action would you most like the District to pursue?

Please select one response.

[RANDOMIZE OPTIONS 1-5]

1. Increase property taxes
2. Levy a specific climate action fee
3. Reallocate budgets from other services
4. Capital borrowing
5. Explore other revenue sources (such as pay parking, casinos and lottery, or fines)
6. None of these
98. Don't know
99. Prefer not to answer

Q26. In general, which of the following funding approaches would you prefer the District of Central Saanich use to fund future large projects?

Please select one response.

[RANDOMIZE OPTIONS 1-3]

1. Put aside funds each year
2. Borrow funds
3. Raise taxes to meet immediate demand
4. Combination
5. Other [specify]
98. Don't know
99. Prefer not to answer

Q26b. Changing gears, the District of Central Saanich offers various services, programs, and activities to enhance the livability of the area. Would you like more, less, or the same amount of each of these services to make the District more livable.

Please select one response for each row.

[ROWS; RANDOMIZE]

- a) Community and cultural events
- b) Facilities and programs for children and youth
- c) Facilities and programs for seniors
- d) Sports and recreation facilities
- e) Transportation infrastructure (such as roads, sidewalks, and bike lanes)
- f) Local businesses (such as stores, restaurants, and doctor's offices)
- g) Public parks, trails, and waterways access
- h) Public transit
- i) Traffic management to avoid congestion
- j) Household waste collection (including garbage, recycling, composting, and yard waste)

[COLUMNS]

- 1=Much more
- 2=A little more
- 3=About the same
- 4=A little less
- 5=Much less
98. Don't know
99. Prefer not to answer

Q27. 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. Prefer not to answer

DEMOGRAPHICS

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

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

Please type in a number.

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. To identify your specific neighbourhood, please enter your six-digit postal code below.

Please enter without any spaces or dashes.

1. [RECORD SIX-DIGIT POSTAL CODE WITHOUT SPACES OR DASHES]
98. Don't know
99. Prefer not to answer

D4. How many years have you lived in the District of Central Saanich? [RECORD NUMBER OF YEARS] [RANGE 0-99]

Please enter number of years.

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

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

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

D6. Which of the following best describes your occupation?

Please select one response.

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. Employed in service, retail, distribution, or tourism
6. Student
7. Retired
8. Not currently working [includes unemployed, homemaker, and on leave]
95. Other –specify _____
99. Prefer not to answer

[ASK D6B IF ANY OF CODES 1-5 AT D6]

D6b. Do you work in Central Saanich?

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

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.

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

Contest Entry [DO NOT INCLUDE IN OPEN-LINK VERSION, ONLY FOR PREFER TO COMPLETE ONLINE]

We would like to offer you a draw entry for one of nine gift cards valued from \$100 to \$200. Would you like to enter into the draw?

[IF YES:] May I please confirm your name (first name or initial is fine), as well as the best phone number and email address to contact you on if you're chosen as a draw winner? [OK TO LEAVE ANY FIELD BLANK IF REQUESTED]

[IF NO:] No problem, entering the draw is entirely optional.

Thanks again for taking the time to participate in this survey and have a great day/evening.

OUR CREDENTIALS



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

Leger

We know Canadians



leger360.com



@leger360



/LegerCanada



/company/leger360



@leger360