



PHASE 3 –ENGAGEMENT SUMMARY
April to May 2021



SAANICH HOUSING STRATEGY

PHASE 3 ENGAGEMENT SUMMARY

1. Background

Saanich is currently developing a Housing Strategy; a 10-year strategy that will direct how we move forward to improve housing outcomes and support residents of all ages, incomes, and abilities. The Housing Strategy was initiated in June 2020. A public survey, focus groups and stakeholders interviews in Phase 1 (June-August) provided initial information on issues, opportunities and ideas for action. Between September 2020 and February 2021 the Housing Strategy Task Force (“Task Force”) met 13 times to develop a set of principles, strategies and actions that are intended to form the core content of the Housing Strategy.

Phase 3 of the Housing Strategy project is focused on receiving public input on recommendations from the Task Force. Community input on the Task Force recommendations for principles, focus areas, strategies, and actions is important to help shape the development of the Housing Strategy. A community survey was developed to provide community members the opportunity to comment on the Task Force recommendations and help improve housing affordability, choice, and supply in Saanich.

The survey and other engagement input received will be used to refine recommendations of the Housing Task Force and enable the development of a Proposed Housing Strategy for Council’s consideration.

2. Overview of Phase 3 Engagement Activities

A range of engagement activities were undertaken in Phase 3 to obtain feedback on the Task Force recommendations. This information supplemented earlier public input received in the first survey and earlier focus groups and stakeholder interviews.

Engagement was impacted by two key factors. Firstly, health restrictions as a result of COVID-19 restricted in person engagement, requiring primarily an online engagement approach. Secondly, the project’s expedited timeline meant a focused time period for engagement. It should be noted that the majority of Housing Strategy actions will include supplemental engagement to explore and work out the details of the policy, program or regulatory change.

2.1 ADVERTISING AND PROMOTION

A diversity of techniques were used to reach out and promote the Housing Strategy project and encourage citizens to complete the survey. Key advertising and promotion activities included:

- Focused advertising in Saanich social media channels – Twitter and Facebook (see Table 1);
- Promotion on Saanich’s housing webpage and main landing page;

- Newspaper advertisements
 - Saanich News – March 24 and April 14 2021
 - Times Colonist – March 26 and April 15 2021
- Promotion on the rear panel of BC Transit buses (see Figure 1);
- Three Campaigner messages to email distribution list of 121 people;
- Distribution of promotional material to community networks, including Saanich Community associations;
- Sandwich board signs posted at 14 locations throughout Saanich as well as 1 notice board (see Figure), including:
 - Country Grocer (Royal Oak location)
 - Mattick's Farm
 - Mosi Café
 - Recyclistas
 - Red Barn (Glanford location)
 - Save on Foods (Saanich Plaza location)
 - Prospect Lake District Community Association notice board at Save on Gas (West Saanich Road)
 - Tillicum Mall
 - Vancity (Shelbourne location)
 - Beckwith Park
 - Brydon Park
 - Gorge Park (playground)
 - Gorge Waterway Parkway
 - Mount View Park
 - Rainbow Park

Table 1: Social Media Outreach

Social Media Platform	Impressions / Reach	Link Clicks
Twitter (Youth Focused)	13,182	52
Twitter (Adult Focused)	28,530	94
Facebook (Youth Focused)	15,316	988
Facebook (Adult Focused)	4,059	643
Saanich/Housing Webpage		654



Figure 1: Saanich Housing Strategy promotion on BC Transit bus



Figure 2: Saanich Housing Strategy promotion at Beckwith Park and along West Saanich Road

2.2 PUBLIC SURVEY

The public survey was published online on March 25, 2021 and closed on April 30, 2021. The survey sought community input on principles, strategies and actions and also provided space for residents to contribute more open-ended feedback. The survey was available in an online format and also available in paper form. The survey tool is included as [Attachment A](#) to this report.

A total of 1,544 people used the survey tool to provide input and feedback. Given the length of the survey and the desire of certain respondents to provide a response on a more limited number of topics areas, a total of 925 surveys were fully completed and another 619 were submitted partially completed. Analysis of survey respondents shows that the demographic data is generally representative of the many characteristics of the general Saanich population. A summary of the survey analysis is provided in Section 3.

2.3 WRITTEN COMMENTS

Written feedback, in the form of email submissions and hard copy letters, was invited throughout the Phase 3 engagement process. This provided community members an opportunity to provide more direct feedback on specific issues or craft a longer response that enabled in the survey format. 28 emails and 3 letters were received during this Phase.

2.4 SAANICH ADVISORY COMMITTEES

Four Council advisory committees received presentations from staff on Housing Task Force recommendations and provided input and comments to help inform refinements to content. Meetings were as follows:

- Healthy Saanich Advisory Committee – May 5, 2021
- Planning, Transportation, and Economic Development Advisory Committee – May 13, 2021
- Parks, Trails, and Recreation Advisory Committee - May 26, 2021
- Arts, Culture, and Heritage Advisory Committee - May 26, 2021

3. Survey Analysis

The survey was comprised of 47 qualitative and quantitative questions that allowed for community input on the Task Force's recommendations for principles, strategies and actions. The Task Force recommendations, outlined in the [Task Force Final Report](#), were extensive and incorporated technical terminology and complex ideas.

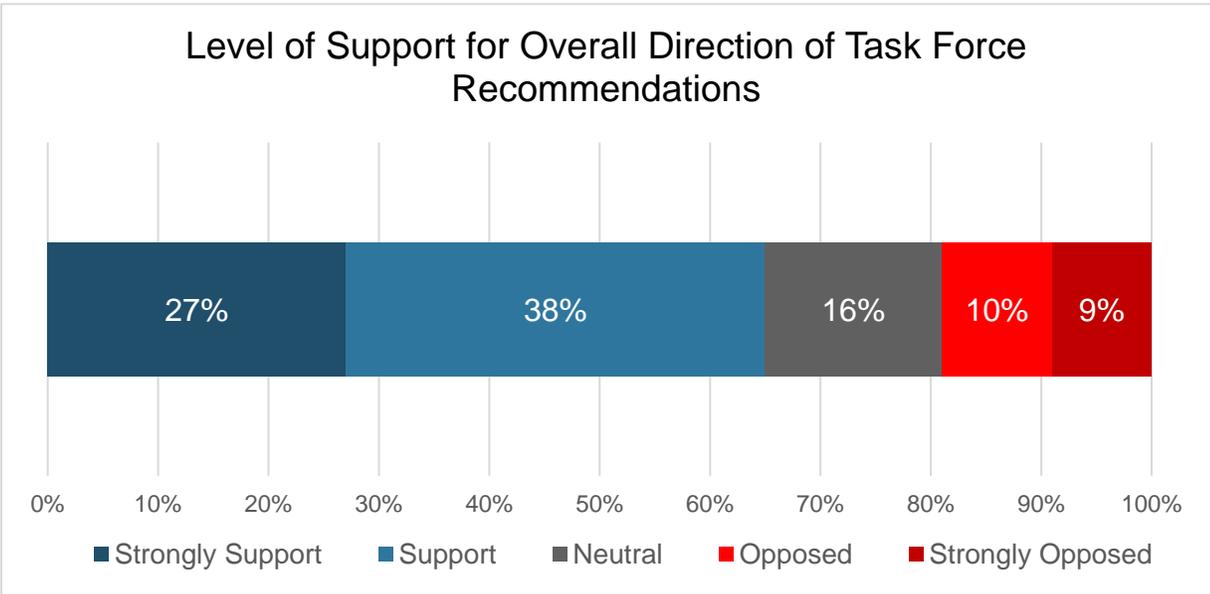
The survey was designed to enable respondents to respond to the full breadth of recommendations. However, this resulted in a long survey that required some knowledge of housing issues to respond to all questions. For these reasons, many survey respondents only a portion of questions or chose to submit written comments to staff to share their perspectives.

The Survey was structured to reflect the organization of the Task Force Recommendations and assess support for the overall recommendation, as well as specific components. Demographic data was also collected to gather insights on how well a diversity of the population was represented in survey respondents.

The [survey tool](#) is included as Attachment A to this report and a full inventory of all comments received can be found [here](#).

3.1 GENERAL SUPPORT / COMMENTS ON TASK FORCE RECOMMENDATIONS

The survey asked respondents if they supported the overall direction of the Task Force recommendations. Almost two-thirds of respondents (65%) supported or strongly supported the overall direction of the recommendations, while only 19% were opposed or strongly opposed.



		Strongly Support	Support	Neutral	Opposed	Strongly Opposed
PERCENT	100%	27.31%	38.49%	15.59%	9.78%	8.82%
FREQUENCY	930	254	358	145	91	82

In addition to gauging the overall level of support, open ended comments identified the most prevalent themes seen throughout the survey, which were:

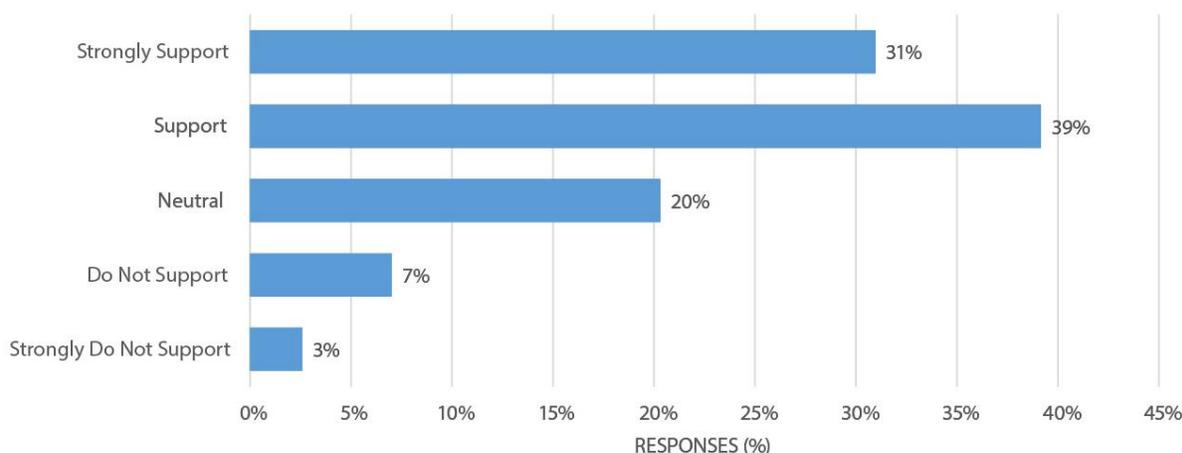
- Concerns about the effects of densification and an increase in housing supply on existing infrastructure (i.e. parking, traffic, storm water management, etc.);
- Importance of accounting for climate change and the environmental impacts of development and concern that they were not given enough consideration or weight among the other principles.

- Contrasting comments with concerns that NIMBYs (“not in my backyard”) had too much influence on preventing the creation of housing, with other respondents mentioning that community members need to be listened to more and that developers should have less power.
- Desire for a faster approval process, either through an improvement or simplification of Saanich processes or through reduction of government intervention;
- Some respondents are of the opinion that infill development and other dense housing forms should only be built in corridors and centres.
- Other respondents believe that new housing and density should be implemented District wide rather than neighbourhood specific.

3.2 PRINCIPLES

The Task Force recommended six principles that are intended to identify the fundamental values that will guide the implementation of the Housing Strategy. The survey asked respondents for their general level of support for the principles as well as suggestions for how the principles could be improved.

What is your level of support for the guiding Principles recommended by the Task Force?



	Strongly Support	Support	Neutral	Do Not Support	Strongly Do Not Support
PERCENT	31.95%	39.15%	20.30%	7.01%	2.58%
FREQUENCY	468	592	307	106	39

Improving Principles – Most Common Comment Themes

- Some confusion around the meaning or scope of the principles and how they will be implemented or what impacts they will have.
- Some respondents commented on the complex nature of the principles and believe they should be simplified and shortened.
- Concerns that affordability is not mentioned specifically in the principles and it is important to include.
- Concern that climate change and the environmental impacts of development were not given enough consideration or weight among the other principles.
- Desire to elevate transportation and mobility as an important component to housing and both the positive and negative implications should be considered and addressed through the principles and subsequent actions.
- Some respondents believe the principles are good as written

- Hesitation and concerns towards how the principles will be implemented and worry that they are just “lip service”.
- Some respondents mentioned health and the importance of health services and their relationship to housing and community.

3.3 Strategies and Actions by Focus Area

The Housing Task Force recommendations are organized under seven focus areas that each contain a set of strategies and actions. For each strategy there are one to six actions that are identified and intended to work towards implementing the strategy. Survey respondents were asked to indicate their level of support for the Strategy and associated Actions. Additionally, for each focus area there was an opportunity to provide an open-ended response with ideas for new actions, comments on specific actions or other feedback.

PRIORITIZING AMONGST FOCUS AREAS

Survey respondents were asked to rank the seven focus areas in terms of the highest priorities. Of the seven focus areas, Increase Affordable and Supportive Housing was the top priority and Strengthening Partnerships the lowest priority. The graph below shows the how respondents ranked focus areas and the table 2 on the following page shows the average scores and final priority rankings based on survey responses.

Please review the Focus Areas shown below and rank them in order of what you believe should be the highest (1) and lowest (7) priorities.

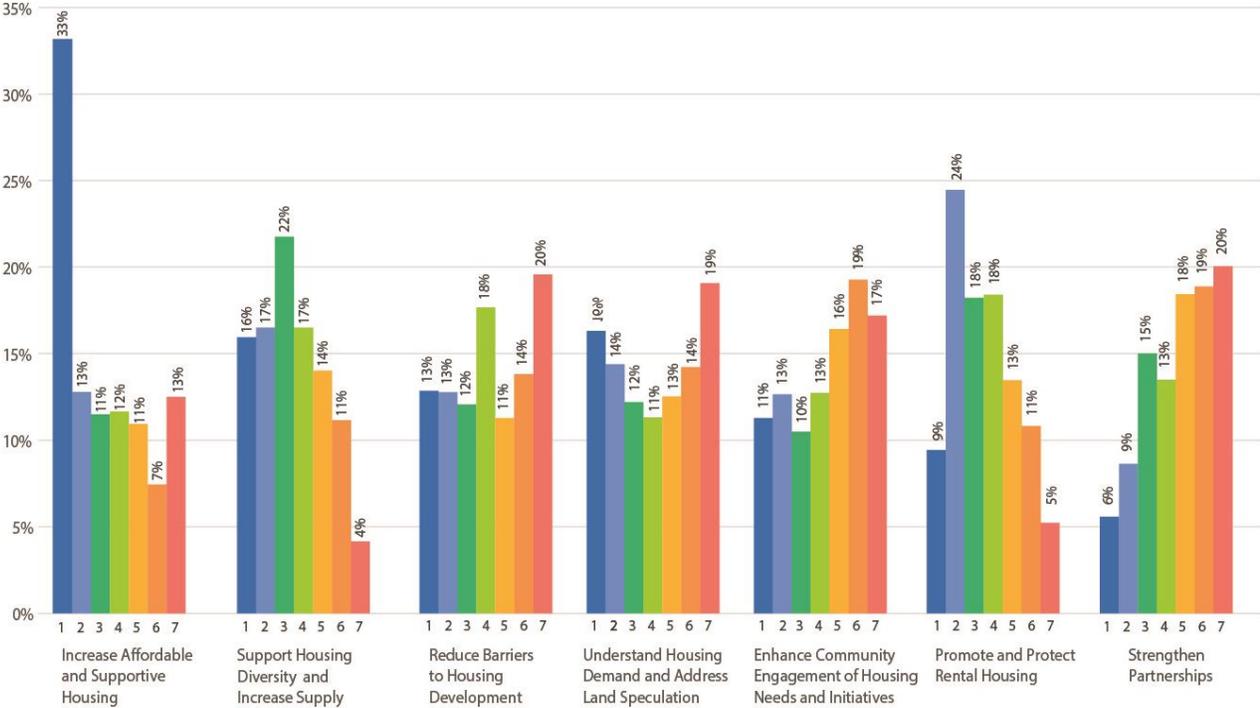


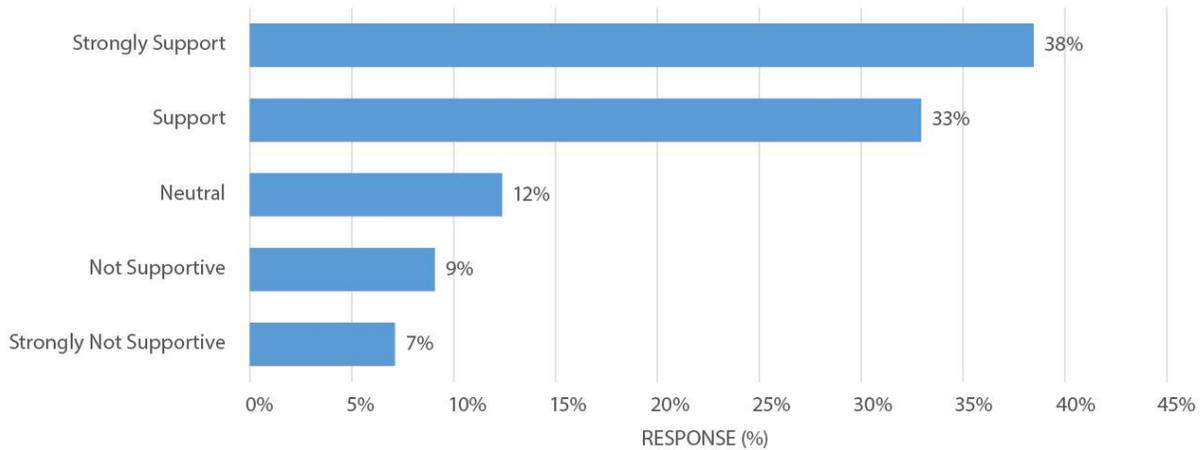
Table 2: Focus Area Priority Rankings based on Average Priority Score from Survey

Rank	Focus Area	Average Score
1	Increase Affordable and Supportive Housing	3.27
2	Support Housing Diversity and Increase Supply	3.46
3	Promote and Protect Rental Housing	3.55
4	Understand Housing Demand and Address Land Speculation	4.08
5	Reduce Barriers to Housing Development	4.22
6	Enhance Community Engagement of Housing Needs and Initiatives	4.37
7	Strengthen Partnerships	4.67

FOCUS AREA 1: INCREASE AFFORDABLE AND SUPPORTIVE HOUSING

Strategy 1.1: Increase the supply of affordable and supportive housing on Municipal Land.

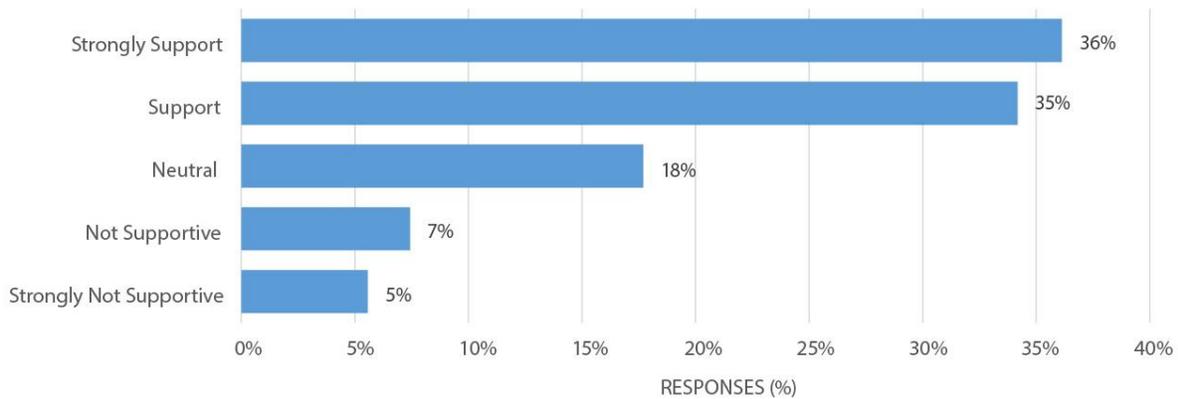
Supportive 71% | Neutral 12% | Not Supportive 16%



	Strongly Support	Support	Neutral	Do Not Support	Strongly Not Supportive	
PERCENT	100%	38.47%	32.95%	12.38%	9.08%	7.12%
FREQUENCY	1,123	432	370	139	102	80

Strategy 1.2: Reduce barriers to affordable and attainable housing through incentives, tools, and policies.

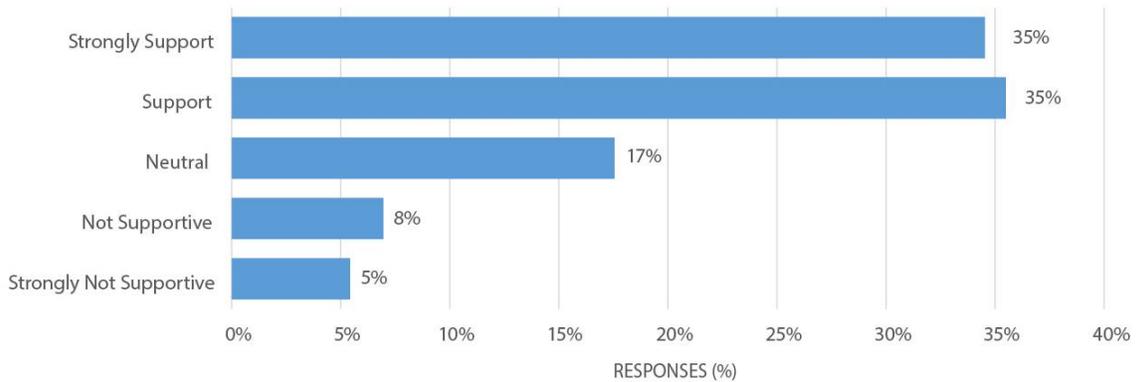
Supportive 70% | Neutral 18% | Not Supportive 12%



	Strongly Support	Support	Neutral	Do Not Support	Strongly Not Supportive	
PERCENT	100%	36.15%	34.28%	17.99%	6.95%	4.63%
FREQUENCY	1,123	406	385	202	78	52

Strategy 1.3: Encourage alternative housing models and tenure types to increase affordable and attainable housing options.

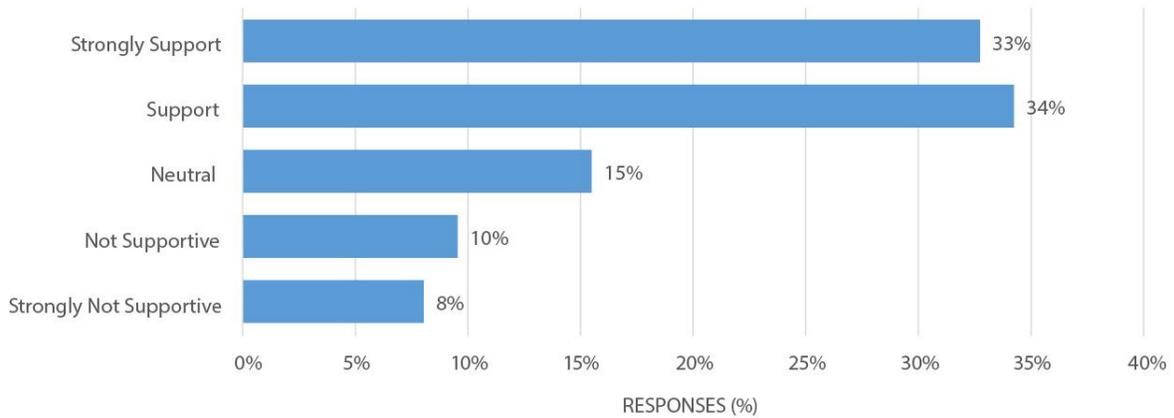
Supportive 70% | Neutral 17% | Not Supportive 13%



		Strongly Support	Support	Neutral	Do Not Support	Strongly Not Supportive
PERCENT	100%	34.84%	35.20%	16.84%	7.89%	5.23%
FREQUENCY	1,128	393	397	190	89	59

Strategy 1.4: Support a regional response to homelessness and support community efforts to improve pathways to housing stability.

Supportive 67% | Neutral 15% | Not Supportive 18%



		Strongly Support	Support	Neutral	Do Not Support	Strongly Not Supportive
PERCENT	100%	32.74%	34.25%	15.48%	9.52%	8.01%
FREQUENCY	1,128	368	385	174	107	90

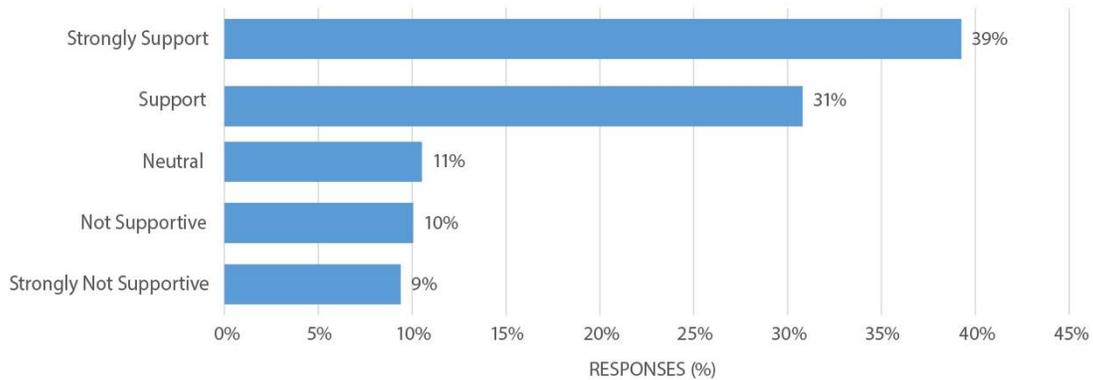
Focus Area 1 – Most Common Comment Themes

- Some opposition to providing supportive housing or other affordable housing types for people experiencing homelessness within their neighbourhoods or Saanich in general. These respondents generally believe housing the homeless should be a provincial or regional responsibility.
- Alternatively, other respondents were in favour of supportive housing and that these developments should include access to treatment and mental health services.
- Some respondents want to keep their neighbourhood as is and do not support additional development without significant community engagement.
- Desire to allow alternative housing forms in single family neighbourhoods to provide more affordable housing options and diversity.
- Some respondents called for the end of single family zoning
- Concerns about the effects of densification and an increase in housing supply on existing infrastructure (i.e. parking, traffic, storm water management, etc.).

FOCUS AREA 2: PROMOTE AND PROTECT RENTAL HOUSING

Strategy 2.1: Support a greater diversity of rental housing options in low density neighbourhoods.

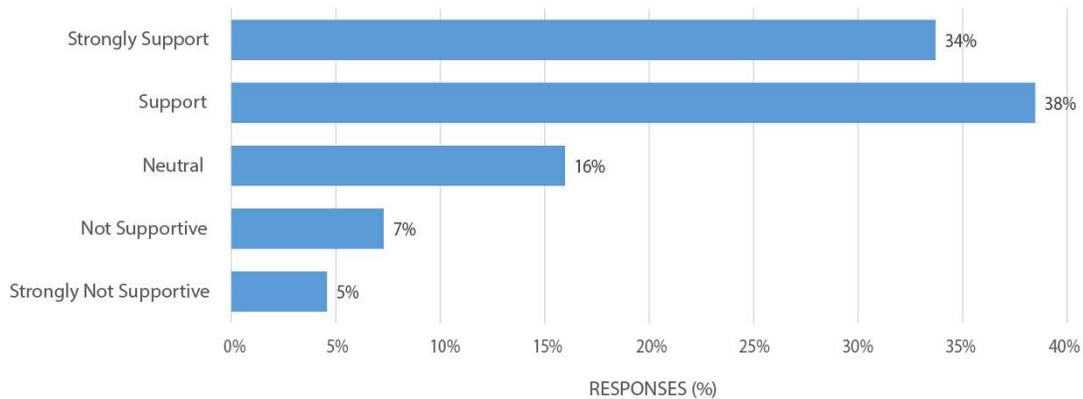
Supportive 70% | Neutral 11% | Not Supportive 19%



		Strongly Support	Support	Neutral	Do Not Support	Strongly Not Supportive
PERCENT	100%	39.25%	30.80%	10.52%	10.05%	9.39%
FREQUENCY	1,065	418	328	112	107	100

Strategy 2.2: Improve the security of tenure and affordability of existing and development of new rental housing.

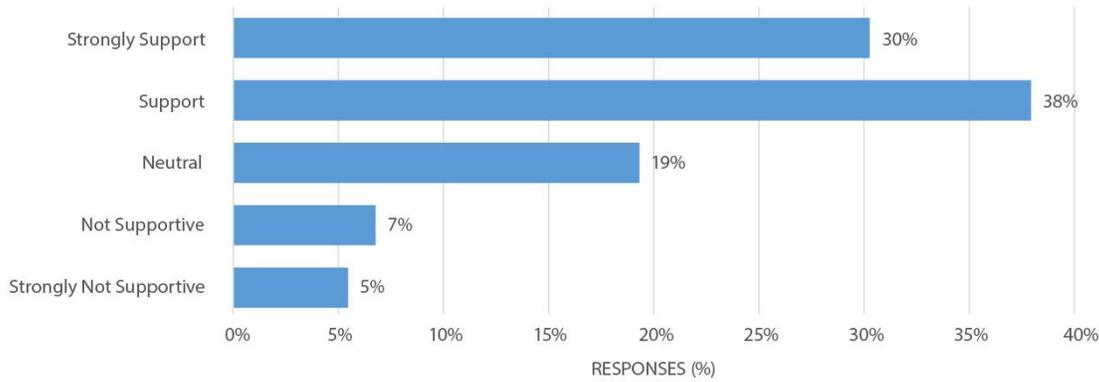
Supportive 72% | Neutral 16% | Not Supportive 12%



		Strongly Support	Support	Neutral	Do Not Support	Strongly Not Supportive
PERCENT	100%	33.71%	38.47%	15.97%	7.28%	4.58%
FREQUENCY	1,071	361	412	171	78	49

Strategy 2.3: Explore tools to support tenants and landlords to improve access to rental housing.

Supportive 68% | Neutral 19% | Not Supportive 12%



		Strongly Support	Support	Neutral	Do Not Support	Strongly Not Supportive
PERCENT	100%	30.36%	38.06%	19.36%	6.77%	5.45%
FREQUENCY	1,064	323	405	206	72	58

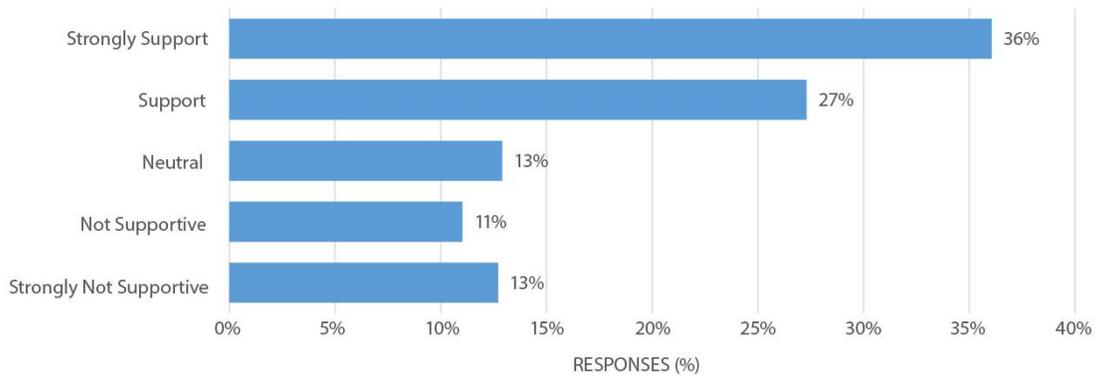
Focus Area 2 – Most Common Comment Themes

- Concerns over the potential costs of providing incentives and how they will impact taxes and where the money will come from.
- Concern that many of the proposed strategies and actions lie outside of municipal jurisdiction.
- Desire to see rural Saanich have the ability to have secondary suites and/or garden suites.
- Agreement with the strategies and/or support an increase of rental options, family-sized rentals, co-ops, student housing, etc.
- Concerns with increasing density in low density areas that don't have access to transit or space for parking.
- Belief that there are already too many protections for renters and that landlords need more protections.
- Identification that renters need even more rights and protections.
- Belief that the market should be left alone and it will take care of itself
- Desire for all neighbourhoods to have increased density and that single family zoning should be abolished.

FOCUS AREA 3: SUPPORT HOUSING DIVERSITY AND INCREASE SUPPLY

Strategy 3.1: Support a diversity of infill housing opportunities and initiatives in Saanich, focusing the increase of housing within the Urban Containment Boundary.

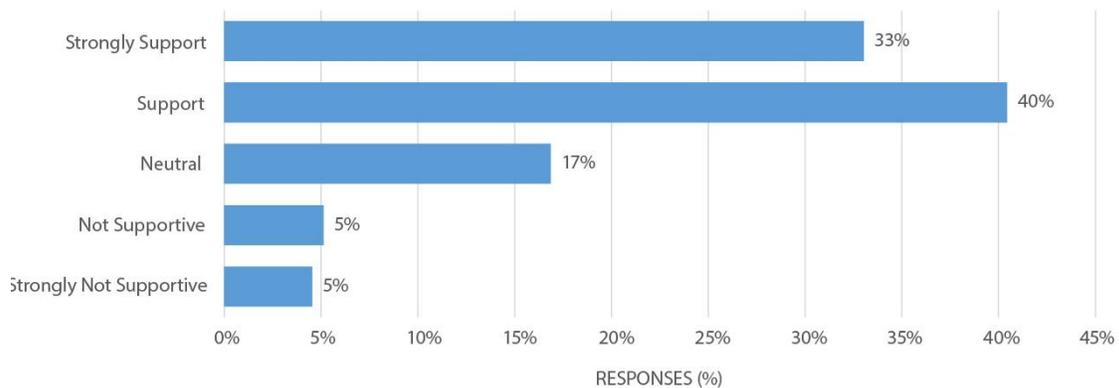
Supportive 63% | Neutral 13% | Not Supportive 24%



		Strongly Support	Support	Neutral	Not Supportive	Strongly Not Supportive
PERCENT	100%	36.05%	27.31%	12.91%	11.02%	12.71%
FREQUENCY	1,007	363	275	130	111	128

Strategy 3.2: Ensure new housing adequately meets local needs including those identified in the Housing Needs Report.

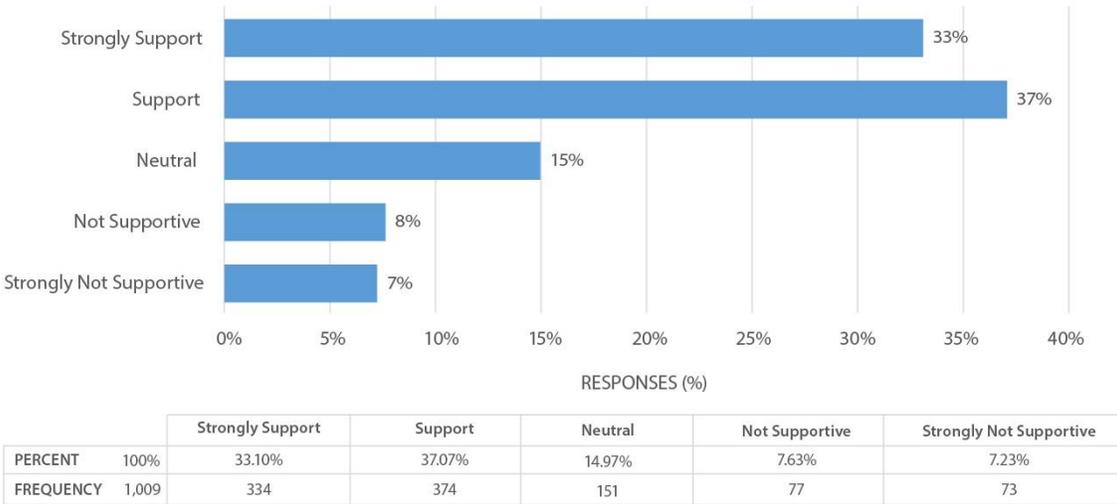
Supportive 73% | Neutral 17% | Not Supportive 10%



		Strongly Support	Support	Neutral	Not Supportive	Strongly Not Supportive
PERCENT	100%	33.04%	40.43%	16.86%	5.13%	4.54%
FREQUENCY	1,014	335	410	171	52	46

Strategy 3.3: Utilize growth management plans and tools to increase the supply, affordability, and variety of housing options.

Supportive 70% | Neutral 15% | Not Supportive 15%



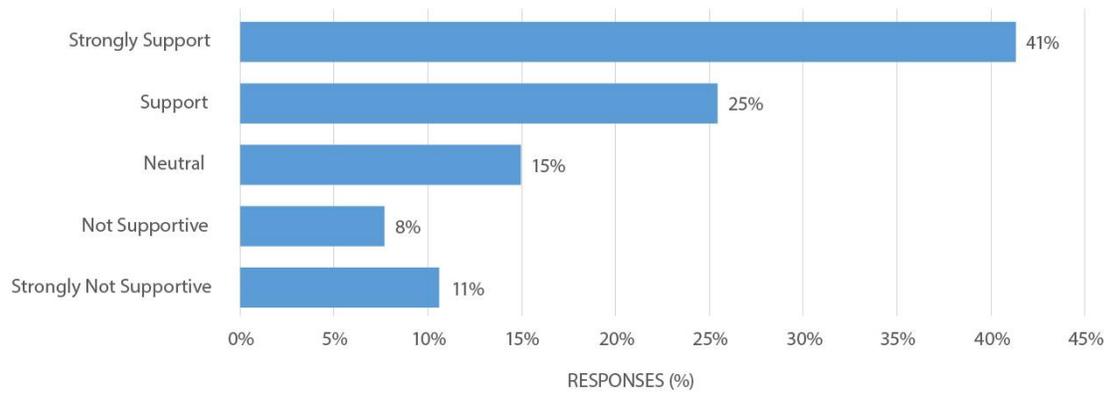
Focus Area 3 – Most Common Comment Themes

- Concerns with increasing density in low density areas that don't have access to transit or space for parking.
- Desire to protect areas outside the Urban Containment Boundary (UCB).
- Others believe that we should ignore the UCB and build housing in a District-wide approach
- Desire to see more infill and medium sized buildings.
- Not enough consideration given to the impact developments have on the lifestyle, parking, traffic, etc., in a neighbourhood.
- Concern that climate change and the environmental impacts of development were not given enough consideration or weight among the other principles.
- Desire to elevate transportation and mobility as an important component to housing and both the positive and negative implications should be considered and addressed through the principles and subsequent actions.
- Desire for less restrictions or "red tape" in order to reduce the time it takes to get projects approved/built and increase supply.
- Concern that that the proposed strategies do not align with the Official Community Plan (OCP) or their communities Local Area Plans (LAP's).

FOCUS AREA 4: REDUCE BARRIERS TO HOUSING DEVELOPMENT

Strategy 4.1: Reduce barriers to housing development by simplifying and streamlining approval processes.

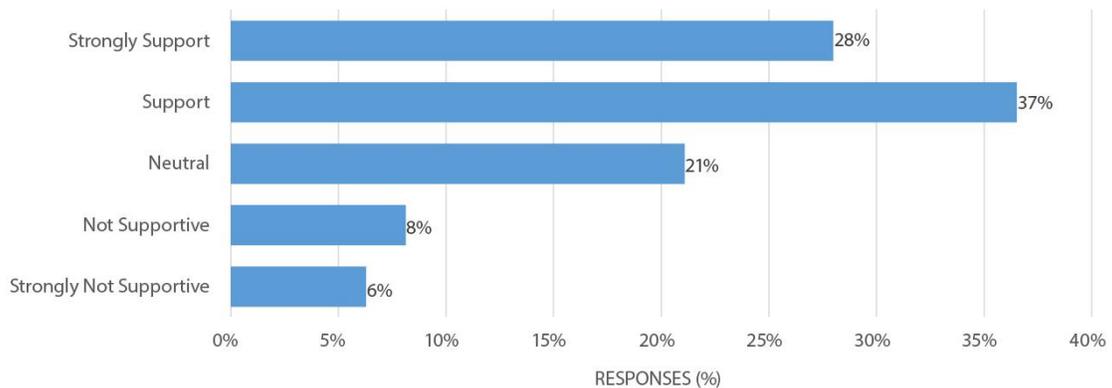
Supportive 67% | Neutral 15% | Not Supportive 18%



		Strongly Support	Support	Neutral	Not Supportive	Strongly Not Supportive
PERCENT	100%	41.33%	25.44%	14.95%	7.68%	10.59%
FREQUENCY	963	398	245	144	74	102

Strategy 4.2: Update and revise programs for financing growth while building complete communities and promoting affordable housing.

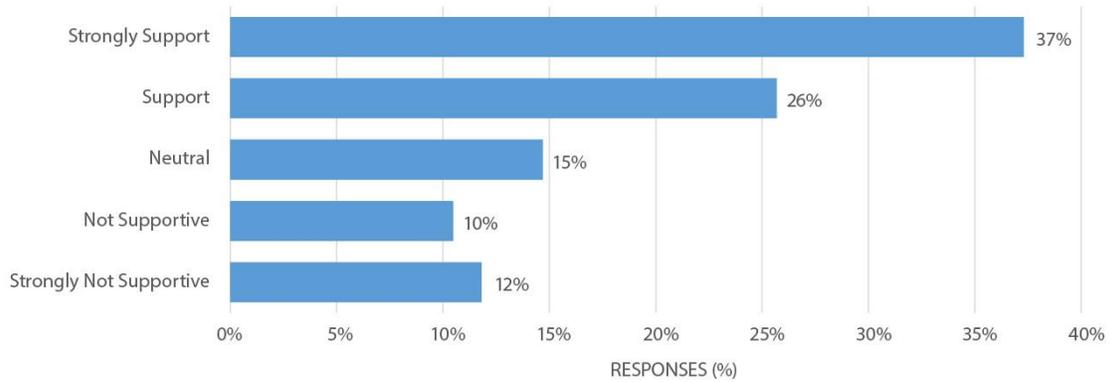
Supportive 65% | Neutral 21% | Not Supportive 14%



		Strongly Support	Support	Neutral	Not Supportive	Strongly Not Supportive
PERCENT	100%	27.98%	36.52%	21.09%	8.13%	6.28%
FREQUENCY	972	272	355	205	79	61

Strategy 4.3: Initiate Zoning and Bylaw Changes that will proactively lead to reduced barriers to housing affordability, diversity, and supply.

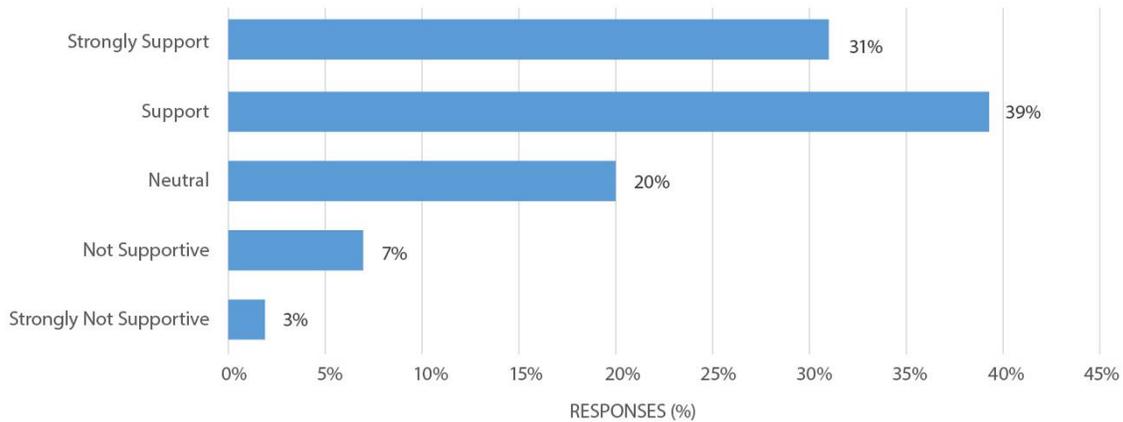
Supportive 63% | Neutral 15% | Not Supportive 22%



	Strongly Support	Support	Neutral	Not Supportive	Strongly Not Supportive
PERCENT	37.31%	25.69%	14.70%	10.48%	11.82%
FREQUENCY	973	363	250	143	102

Strategy 4.4: Set priorities and monitor progress towards meeting Housing Strategy objectives.

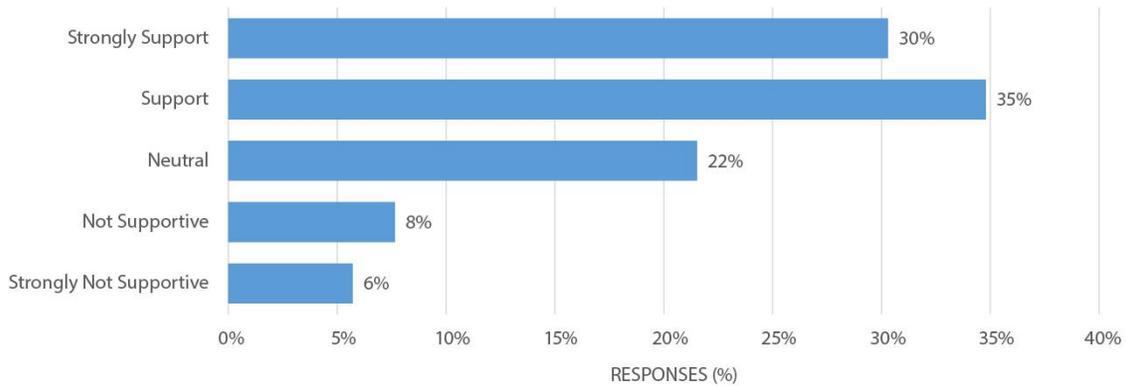
Supportive 69% | Neutral 20% | Not Supportive 11%



	Strongly Support	Support	Neutral	Not Supportive	Strongly Not Supportive
PERCENT	30.95%	39.15%	20.30%	7.01%	2.58%
FREQUENCY	1,512	468	592	307	106

Strategy 4.5: Support housing actions that lead to equitable housing outcomes.

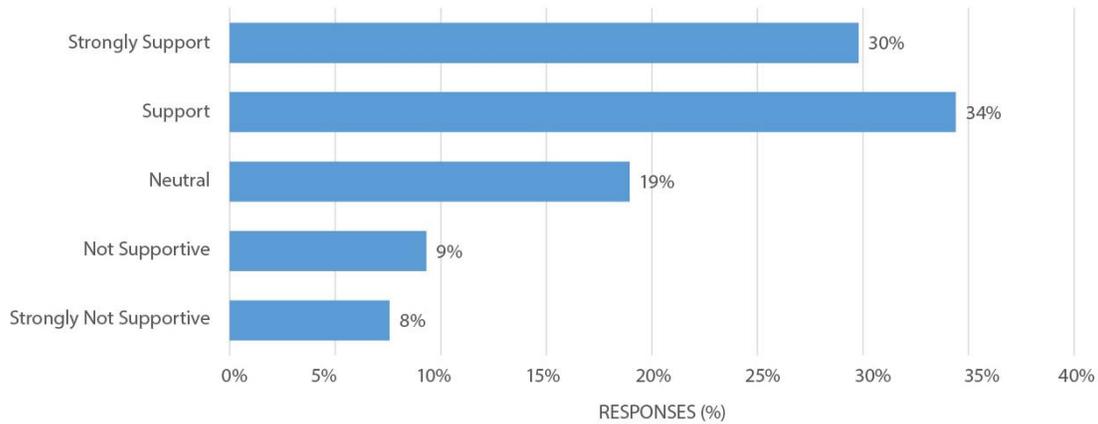
Supportive 65% | Neutral 22% | Not Supportive 13%



		Strongly Support	Support	Neutral	Not Supportive	Strongly Not Supportive
PERCENT	100%	30.31%	34.80%	21.53%	7.65%	5.71%
FREQUENCY	980	297	341	211	75	56

Strategy 4.6: Ensure adequate resources to implement the Housing Strategy.

Supportive 64% | Neutral 19% | Not Supportive 17%



		Strongly Support	Support	Neutral	Not Supportive	Strongly Not Supportive
PERCENT	100%	29.79%	34.39%	18.94%	9.31%	7.57%
FREQUENCY	977	291	336	185	91	74

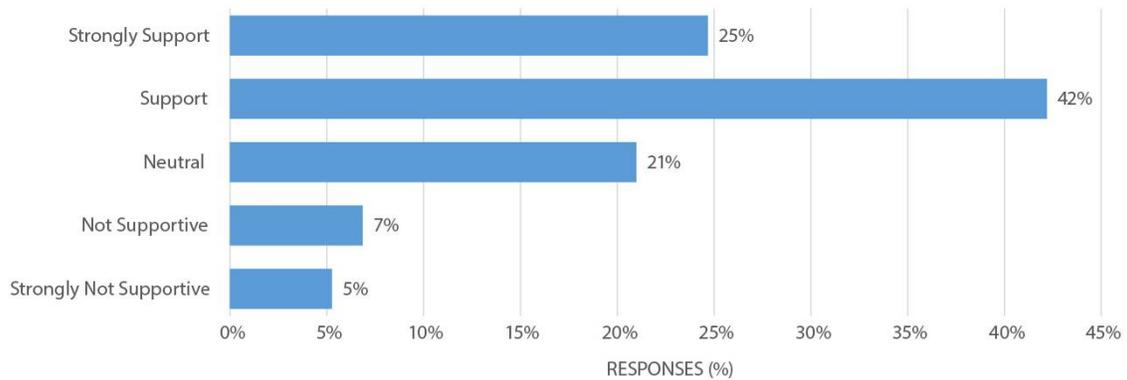
Focus Area 4 – Most Common Comment Themes

- Concern that if we reduce barriers to development the community won't have a say and that developers will get a free pass to build whatever they want.
- Desire for approval processes to be faster, either through an improvement or simplification of Saanich processes or through reduction of government intervention.
- Comments that progress will not be made unless we stop listening to NIMBYism (“not in my backyard”) and just build more housing.
- Comments that community members need to be listened to more and that developers should have less power.
- Concern that climate change and the environmental impacts of development were not given enough consideration or weight among the other principles.
- Desire for Saanich to change the zoning to allow more housing options and avoid time consuming rezoning applications.

FOCUS AREA 5: STRENGTHEN PARTNERSHIPS

Strategy 5.1: Strengthen existing partnerships and build new partnerships across all sectors to achieve objectives and goals of the Housing Strategy.

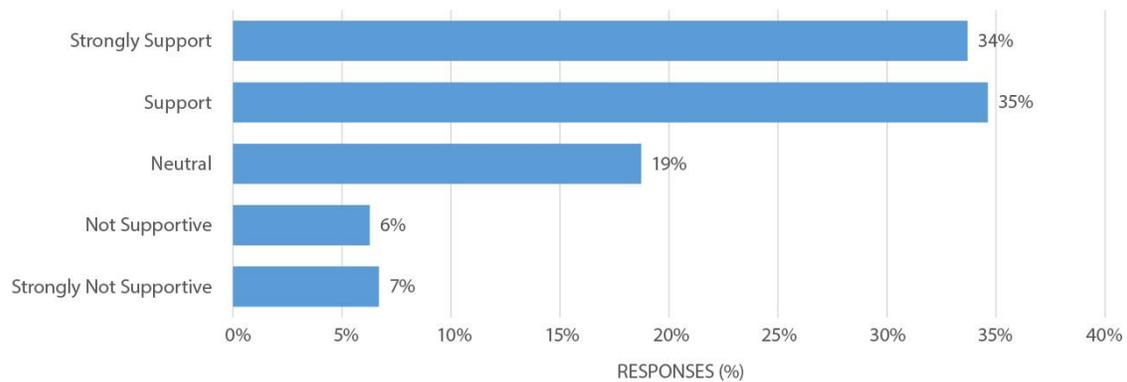
Supportive 67% | Neutral 21% | Not Supportive 12%



		Strongly Support	Support	Neutral	Not Supportive	Strongly Not Supportive
PERCENT	100%	24.68%	42.19%	20.99%	6.86%	5.27%
FREQUENCY	948	234	400	199	65	50

Strategy 5.2: Advocate to senior levels of government for additional tools and funding to facilitate the implementation of the Housing Strategy.

Supportive 68% | Neutral 19% | Not Supportive 13%



		Strongly Support	Support	Neutral	Not Supportive	Strongly Not Supportive
PERCENT	100%	33.68%	34.62%	18.72%	6.28%	6.69%
FREQUENCY	956	332	331	179	60	64

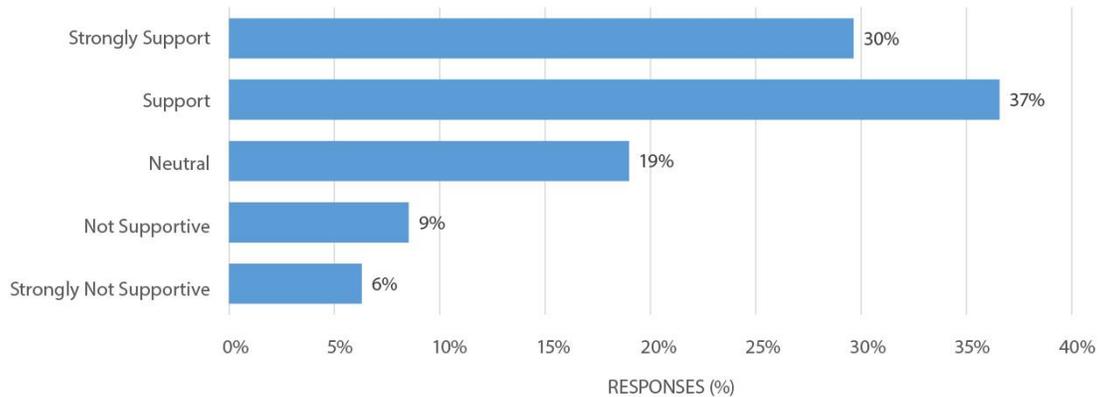
Focus Area 5 – Most Common Comment Themes

- Concern that developers are favoured over residents and will benefit from many of the strategies at the expense of landowners.
- Disagreement or lack of clarity in what would be involved with a land value capture tax.
- Desire to improve public engagement processes and ensure they are undertaken more regularly.
- Agreement with creating better partnerships and relationships with community stakeholders and higher levels of government.
- Concern about Saanich creating partnerships with private housing developers.
- Desire for Saanich to create more partnerships with the private sector.

FOCUS AREA 6: ENHANCE COMMUNITY ENGAGEMENT OF HOUSING NEEDS AND INITIATIVES

Strategy 6.1: Raise community awareness of housing needs in Saanich and building support for actions that improve housing affordability, choice, and availability.

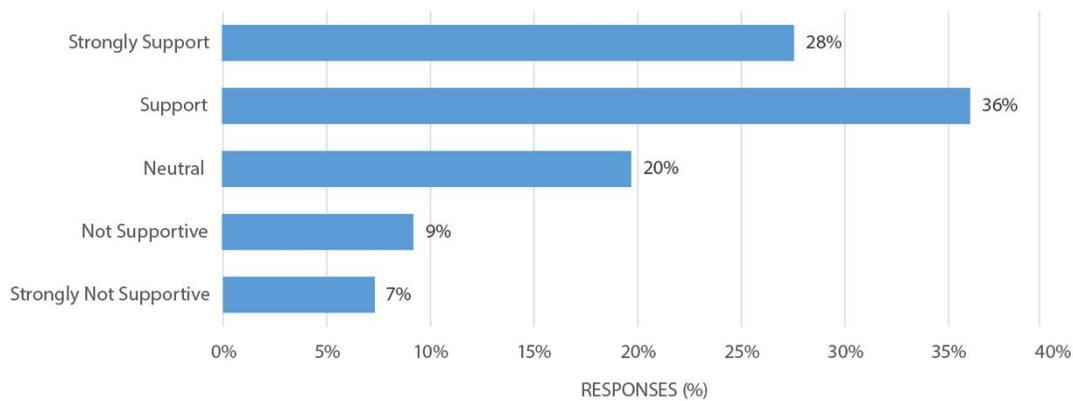
Supportive 66% | Neutral 19% | Not Supportive 15%



		Strongly Support	Support	Neutral	Not Supportive	Strongly Not Supportive
PERCENT	100%	29.64%	36.57%	18.98%	8.53%	6.29%
FREQUENCY	938	278	343	178	80	59

Strategy 6.2: Implement new approaches to engagement to support implementation of the Housing Strategy and to increase the supply, affordability, and diversity of housing.

Supportive 64% | Neutral 20% | Not Supportive 17%



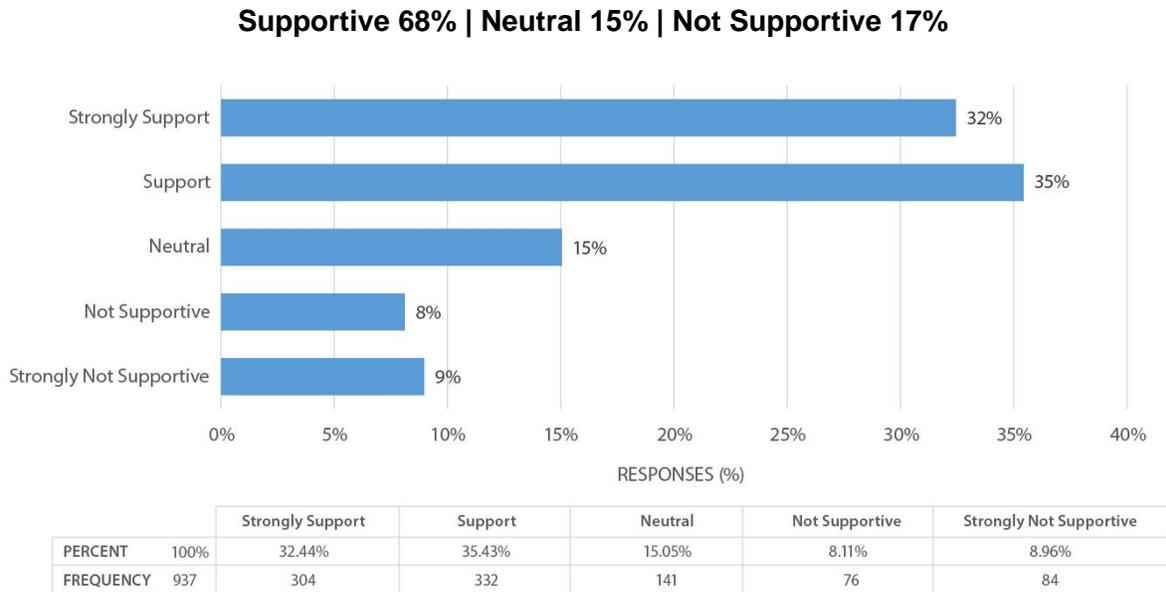
		Strongly Support	Support	Neutral	Not Supportive	Strongly Not Supportive
PERCENT	100%	27.60%	36.09%	19.75%	9.24%	7.32%
FREQUENCY	942	260	340	186	87	60

Focus Area 6 – Most Common Comment Themes

- Concern that progress will not be made unless we stop listening to NIMBYism (“not in my backyard”) and just build more housing.
- Desire for community members to be listened to more and that developers should have less power.
- Suggestions that Saanich updates the Official Community Plan (OCP) and Local Area Plans and use those documents to guide Council decisions.
- Desire for public engagement processes to improve and done regularly.
- Concerns that Community Associations don’t always represent the interests of all community members and are occasionally self-serving, owner-centric, and promote NIMBYism.
- Some respondents believe that by increasing engagement it will increase NIMBYism and will continue to empower only the loud voices.
- Desire to see more collaboration with Community Associations and enable more input in development decisions.
- Some were hesitant to allow new developments in their communities.
- Concern about time taken to develop plans - desire just get on with it and build housing.

FOCUS AREA 7: UNDERSTAND HOUSING DEMAND AND ADDRESS LAND SPECULATION

Strategy 7.1: Analyze key drivers of demand, assess local market conditions, and identify potential solutions to minimize speculation and reduce upward pressure on land and housing prices.



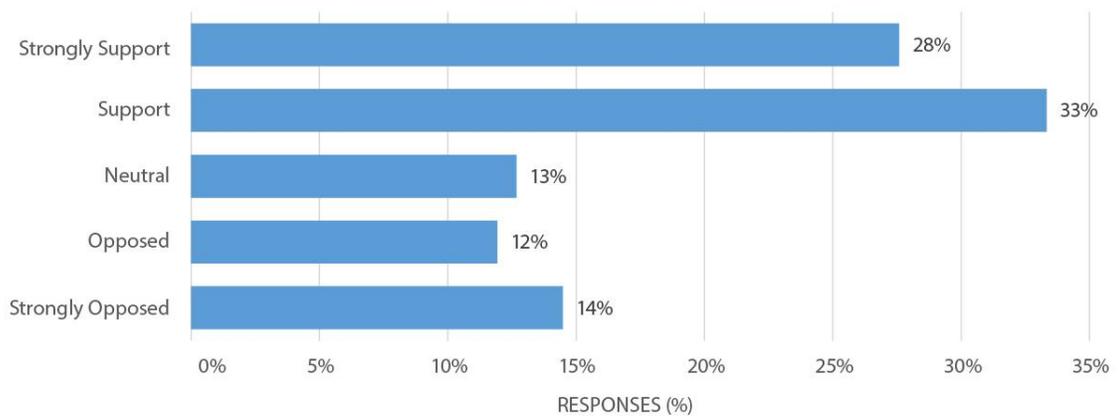
Focus Area 7 – Most Common Comment Themes

- Some respondents did not want short term rentals to be allowed at all.
- Concerns that Action 7.1 F (which speaks to ending the practice of using restrictive covenants that ban short term rentals and investigating ways to balance policies that allow for long and short term rentals), will lead to more short term rentals.
- Desire to prohibit foreign buyers from purchasing homes in Saanich.
- Suggestion that less government involvement is important and that we should just let the free market determine housing.
- Concern from residents that their tax dollars will go towards helping others obtain housing.
- Concern that many of the proposed strategies and actions lie outside of municipal jurisdiction.
- Suggestion to increase taxes on speculators and empty homes.

3.4 DISTRICT-WIDE APPROACH TO PLANNING

The Task Force made a recommendation to prioritize a District-wide approach to implementing the Housing Strategy. The survey included a question that assessed supported for this approach. 61% of respondents supported or strongly supported this approach.

The Task Force has recommended prioritizing a District-wide approach to implementing the Housing Strategy, including through an update of Official Community Plan (as opposed to more area-specific planning). Do you support this approach?



		Strongly Support	Support	Neutral	Opposed	Strongly Opposed
PERCENT	100%	27.58%	33.33%	12.67%	11.93%	14.48%
FREQUENCY	939	259	313	119	112	136

3.5 GENERAL COMMENTS AND SUGGESTIONS

The survey solicited input from respondents on general comments for council and staff regarding the Housing Strategy Task Force's report and the approval and implementation of the Housing Strategy. Questions 34 and 35 specifically asked for input. Frequent comments received are identified below and in many instances reinforced comments received in response to specific strategies and actions.

The most common themes for questions 34 and 35 have been grouped together, as there was significant commonalities in responses.

Q34: The Task Force recommendations and public input will be used to develop a proposed Housing Strategy. Is there anything you would like Council to know as they consider the approval and implementation of the Housing Strategy?

Q35: Do you have any additional comments regarding the Housing Strategy Task Force's report?

Common Comment Themes

Housing Strategy Process / Survey Design

- Some respondents had concerns over the survey and the lack of choices they had on individual action items.
- Some respondents were thankful for the work the task force did and for the opportunity to provide input.
- Some respondents are concerned that developers are favoured over residents, were heavily represented on the Task Force, and will benefit from many of the strategies at the expense of landowners.

Relationship to Existing Plans

- Some respondents believe that this strategy is a waste of tax dollars and time and that Saanich doesn't need to add more documents – it should just use existing Official Community Plan (OCP) and Local Area Plans (LAPs)
- Some respondents are strongly against eliminating LAPs and feel that their neighbourhood is unique and District wide plans aren't compatible with their community.
- Some respondents would rather see the OCP and LAPs updated instead of this report

Consideration of Broader Impacts of Growth and Housing

- Concern that climate change and the environmental impacts of development were not given enough consideration or weight among the other principles.

Need for Immediate Action

- Some respondents want Saanich to act now and stop wasting time with plans and strategy
- Some respondents have commented on young people not being able to afford to live in Saanich and are moving elsewhere despite growing up in the community.
- Some respondents would like to reduce the "red tape" and speed up development processes and get more housing built.

Support for More Housing

- Desire for more rental housing and more housing options to be built.
- Some respondents want more housing and believe that more affordable options are a necessity.
- Belief that affordable housing should be built in appropriate neighbourhoods.

Ability to Engage / Level of Influence for Community Members and Stakeholders

- Some respondents feel that their voices aren't being heard or if they are they are not listened to
- Some respondents have mentioned that homeowners, community associations, or NIMBYs shouldn't be the only voices that are considered and they may not represent the quieter voices in the community.
- Some respondents feel that they should have more control because they are homeowners who pay taxes.
- Some residents mention that the developers have too much power and control over what happens in their community.
- Some respondents mention that local First Nations should be consulted more and that there doesn't seem to be many actions regarding their involvement in housing and the community.

3.6 DEMOGRAPHIC DATA FROM SURVEY RESPONDENTS

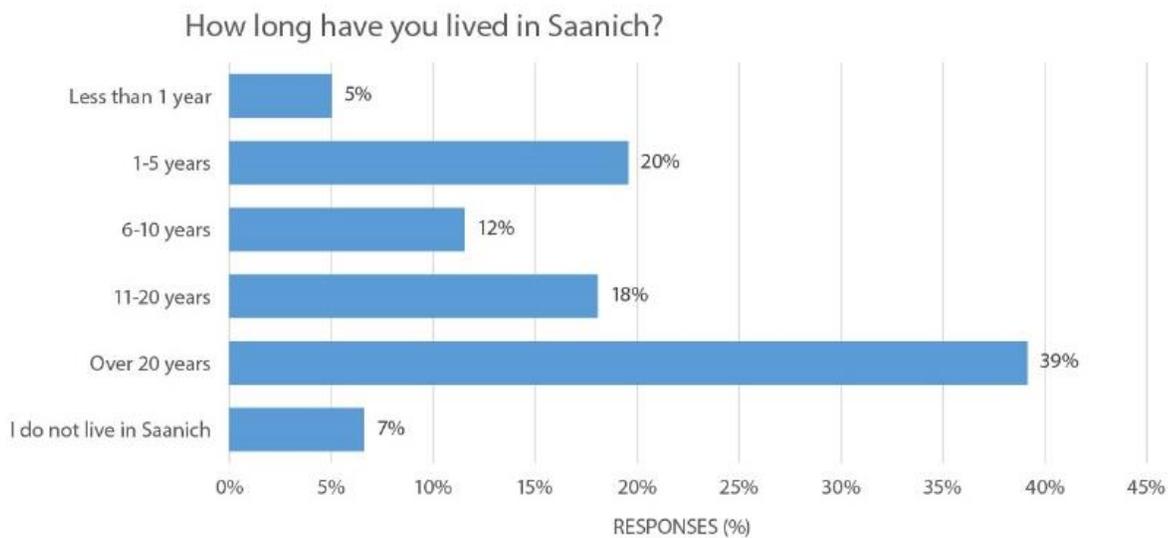
OVERVIEW

The Housing Strategy Task Force Survey asked ten demographic related questions to help staff determine if survey respondents were representative of Saanich’s population. Not all of the 1,544 total survey respondents answered the demographic questions so the percentages in the below analysis are representative of the number of people who responded to the specific question, not the total number of survey respondents. The demographic questions show that while not a perfect representation of the general population, the survey respondents are generally representative of Saanich citizens. For complete demographic results please see the full survey report [here](#).

TELL US ABOUT YOURSELF

More people identifying as women (51%) took the survey than those who identify as men (39%). With another 8% preferring not to answer and slightly less than 2% identifying as part of the LGBTQ+ community. For the question regarding race and ethnicity, 76% of respondents are Caucasian of European descent, with the next highest, other than prefer not to answer (13%), was Chinese at only 3% (25 people). With a high number of respondents (119 respondents or 13%) preferring not to answer, it is difficult to determine if survey participants represented the racial and ethnic diversity of Saanich residents.

LIVING IN SAANICH

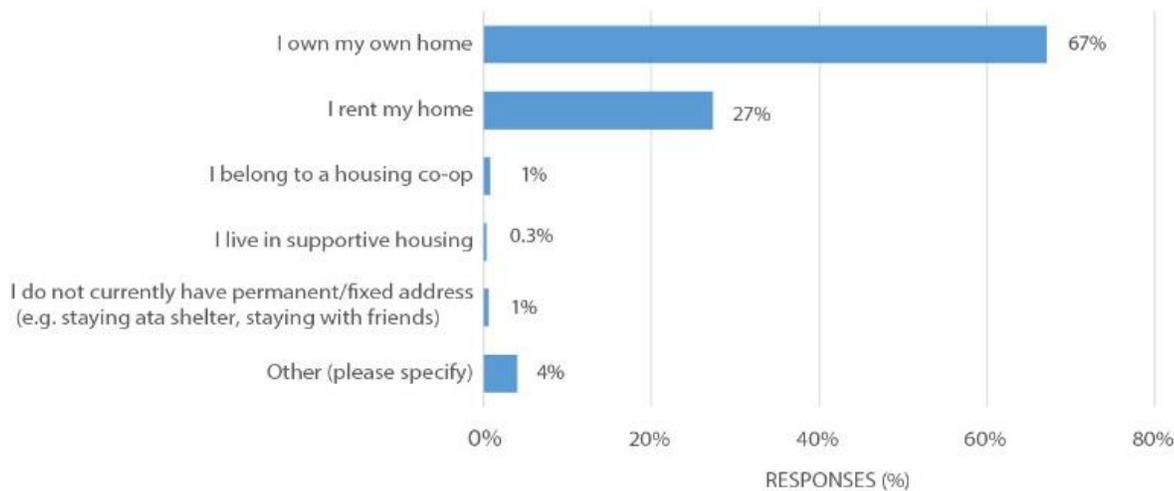


90% of respondents currently live within the District of Saanich. 57% of which have lived in Saanich for more than 10 years and 20% have lived in Saanich between 1 and 5 years. A high number of respondents (18%) are from the Gordon Head Local Area. While it is the most represented Local Area, it is also the most populous with nearly 19% of Saanich’s population, which is consistent with the higher response rates. Most of the other local areas are home to between 5% and 10% of respondents.

HOUSEHOLD STATISTICS

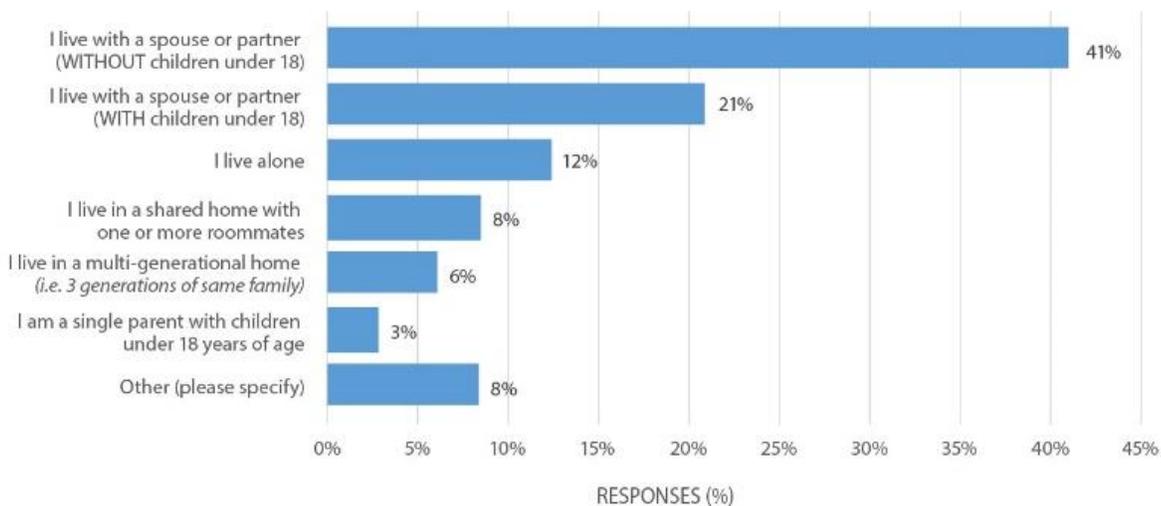
Most respondents (67%) indicated that they are homeowners, with 61% of respondents living in single family homes. These numbers are similar to Saanich numbers where 70% of residents are homeowners and 58% of dwellings in Saanich are single family homes. 44% of respondents have been living in their current accommodations for more than 10 years, while 42% having lived in their current situation for less than 5 years.

How would you describe your current housing situation?



Many of the respondents, 62%, live with a spouse or partner, 41% live with no children under the age of 18 (Saanich 29%) and 21% live with children under the age of 18 (Saanich 35%). Couples make up 64% of households in Saanich, but couples without children are overrepresented in this survey and couples with children are underrepresented when compared to Saanich Census numbers. It should be also be noted that some respondents mentioned that they have adult children living at home because they are unable to find affordable accommodations.

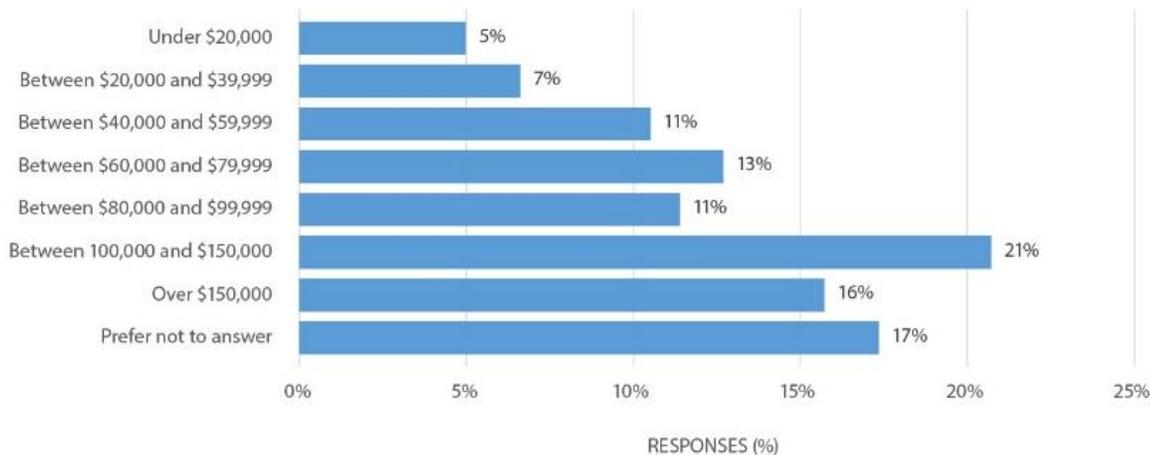
What does your current household characteristics look like?



INCOME

16% of respondents have household incomes over \$150,000 and 36% of survey respondents have household incomes over \$100,000, which when compared to the Saanich population is slightly higher with 9% and 36% respectively. While the higher incomes are represented slightly above the Saanich averages, they are not significantly over represented. That said, the lower incomes groups, specifically those at higher risk to housing challenges, are significantly underrepresented in this survey. 38% of the Saanich population has a household income under \$60,000, but only 22% of survey respondents indicated that they have incomes under \$60,000.

Which one of the following reflects your annual household income, before taxes and deductions?



ADVERTISING REACH

The survey was advertised on the realm of Saanich’s social media platforms, website homepage and banners, newspaper advertisements, on the back of city buses, and multiple sandwich board signs were erected throughout the community. While a number of these advertisements were successful, it is clear that social media (44%), word of mouth (15%), and newspapers (13%) were how most people heard about the survey.

4. Written and Email Submissions

A number of emailed or written comments were received in addition to the surveys that were submitted by community members.

The following analysis has combined common comments to generate themes and better organize the written responses regarding the Housing Strategy Task Force recommendations that were submitted separately from the Task Force Report Survey.

Impacts of Neighbourhoods / Residential areas

- Concerns that the Task Force report is attempting to eliminate single family housing or significantly densify single family neighbourhoods.
- Concerns around secondary suites and garden suites being on the same property and some mention that this is already happening and unenforced.
- There is some anxiety associated with removing the requirement for homeowners to live on site when renting out secondary suites or garden suites.
- Some respondents are worried about a potential increase in Saanich's building heights
- Concerns that very large unaffordable homes are being built in place of smaller homes in single family neighbourhoods.

Community Amenity Contributions

- Uncertainty around Community Amenity Contributions and how they are (or will be) used within the community.

Rural Areas

- Some respondents want to protect areas outside the Urban Containment Boundary (UCB) and strongly oppose increasing density in these areas.
- Some respondents believe that there are some areas in rural Saanich that would be appropriate for workforce housing developments – in non-agricultural locations specifically.

Housing Types

- There is a preference to have townhouses and other ground oriented family-sized units over apartments or condos.
- Some respondents are strongly opposed to small apartments being built on single family lots and the densification of single family neighbourhoods in general.
- Support for some elements of the Strategy including co-op housing, supportive housing, and rental housing, including units that are appropriate for families.

Survey Design

- Some respondents expressed concern over the level of survey accessibility, particularly for people who didn't have a technical background or who spoke a language other than English.
- Some respondents expressed concerns regarding the complexity, technical language, and/or vagueness of the Task Force Report.

Local Area Plans

- Some respondents are strongly against eliminating LAPs and feel that their neighbourhood is unique and District wide plans aren't compatible with their community.

Influence of Developers

- Concerns that developers are favoured over residents, were heavily represented on the Task Force, and will benefit from many of the strategies at the expense of landowners.

Partnerships

- Suggestions that Saanich should be utilizing partnerships and available Saanich land to provide more rental housing.

Land Value Capture Tax

- Opposition to the land value capture tax included in Focus Area 5.

Holistic Consideration of Development Impacts

- Some respondents do not think there is enough consideration given to the impact developments have on the lifestyle, parking, traffic, etc., in a neighbourhood.
- Some respondents mentioned that transportation and mobility is an important component to housing and both the positive and negative implications should be considered and addressed through the principles and subsequent actions.
- Concern that climate change and the environmental impacts of development were not given enough consideration or weight among the other principles.