



FORUM
RESEARCH INC.

Saanich Citizen and Business Surveys 2015

February 2015



FORUM
RESEARCH INC.



FORUM
RESEARCH INC.

Background and Methodology

Research Objectives

The objectives of the 2015 Citizen and Business Survey are to:

- Determine overall impressions toward quality of life in Saanich, including Saanich as a place to operate a business
- Determine level of satisfaction and importance of services provided by the District of Saanich (i.e. gap analysis)
- Determine resident and business perceptions when it comes to taxation, services, and the allocation of future municipal funding
- Determine how residents and businesses prefer to receive communication from the municipality
- Benchmark the results of the 2015 Citizen Survey with those from 2006, 2009 and 2012; and
- Benchmark key performance indicators (KPIs) with comparable municipalities/areas in the province of British Columbia



Methodology

Phase One:

- Research was conducted via live agent Computer-Assisted-Telephone-Interviewing (CATI) methodology of residents and businesses in the District of Saanich
- Random sample of 603 households and 300 businesses in Saanich, Respondents were called from January 12th to January 17th (including weekends) between 5:00pm and 9:00pm (PST)
- Surveys were approximately 15 to 20 minutes in length)
- Margin of error is -/+3.9 (95% confidence interval)



Phase Two:

- Research was conducted via Interactive Voice Response (IVR) amongst residents in 8 comparable regions in British Columbia. These were:
 - City of Abbotsford
 - City of Coquitlam
 - District of Delta
 - City of Kelowna
 - City of Nanaimo
 - District of North Vancouver
 - City of Richmond
 - City of Victoria
- Respondents were called on January 13th between 5:00pm and 9:00pm (PST)
- A total of 469 interviews were completed, each approximately 6 minutes in length

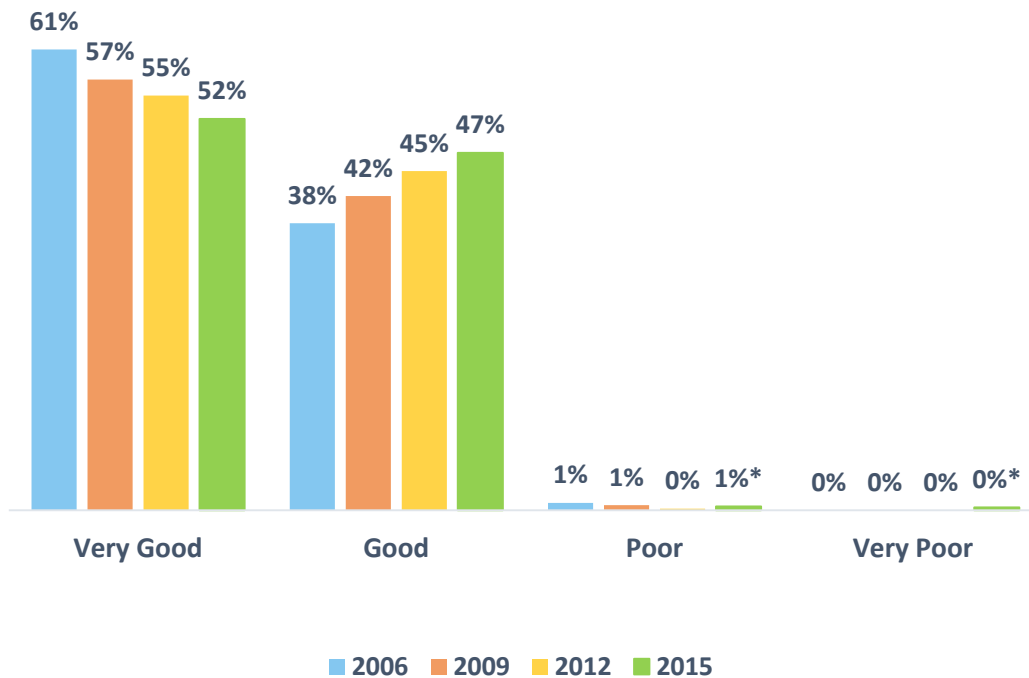
 A full report will be available on saanich.ca in early March 2015



FORUM
RESEARCH INC.

Quality of Life in Saanich

Nearly all Saanich residents say quality of life is “good” or “very good”



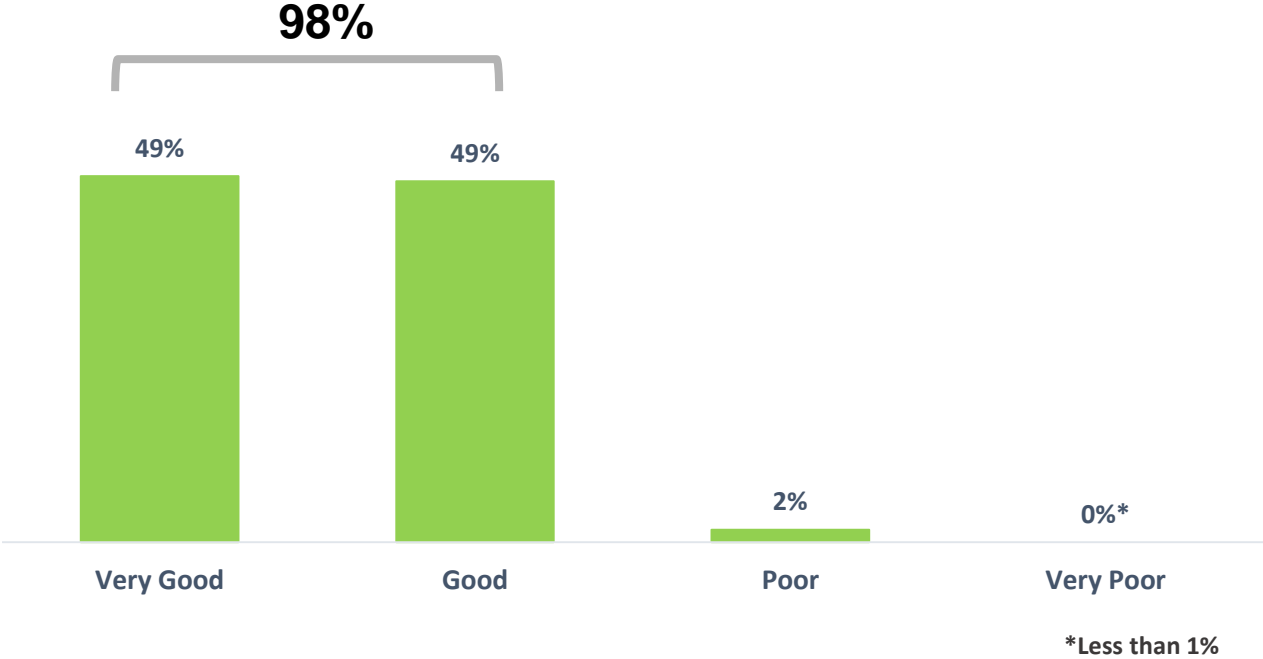
99% say quality of life is “good” or “very good”

- Proportion of residents who say “very good” is decreasing; and,
- Proportion of residents who say “good” is increasing

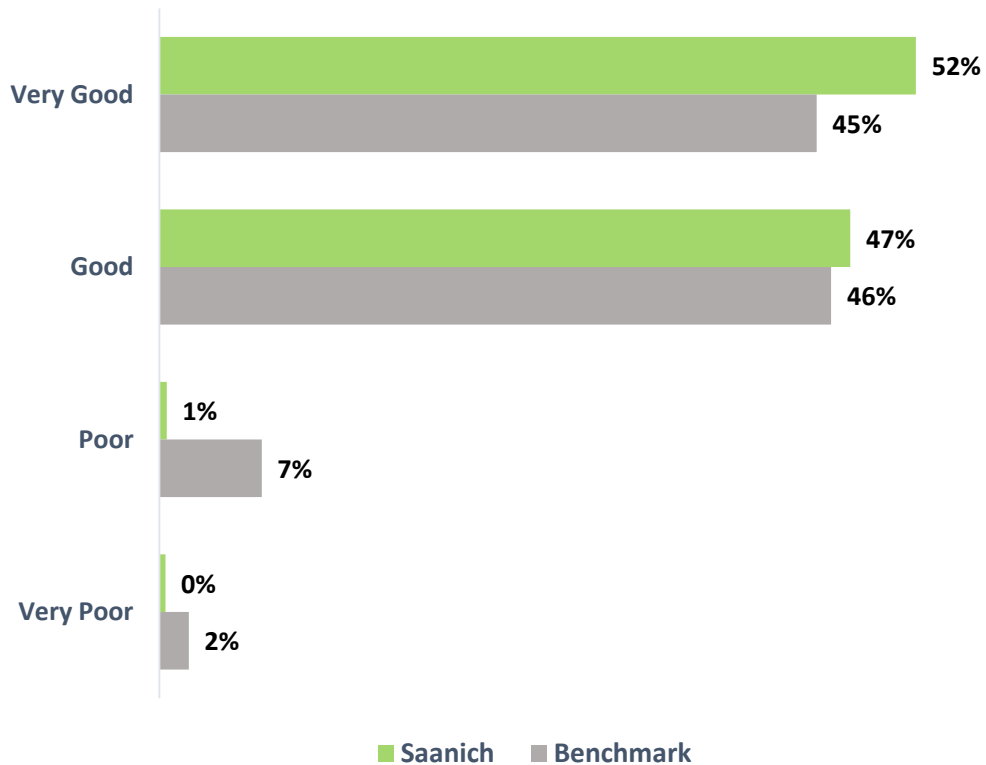
	2006	2009	2012	2015
Top 2 Box %	99%	99%	100%	99%



Nearly all business owners in Saanich say quality of life is “good” or “very good”



Residents rate Quality of Life Higher than the Normative Benchmark



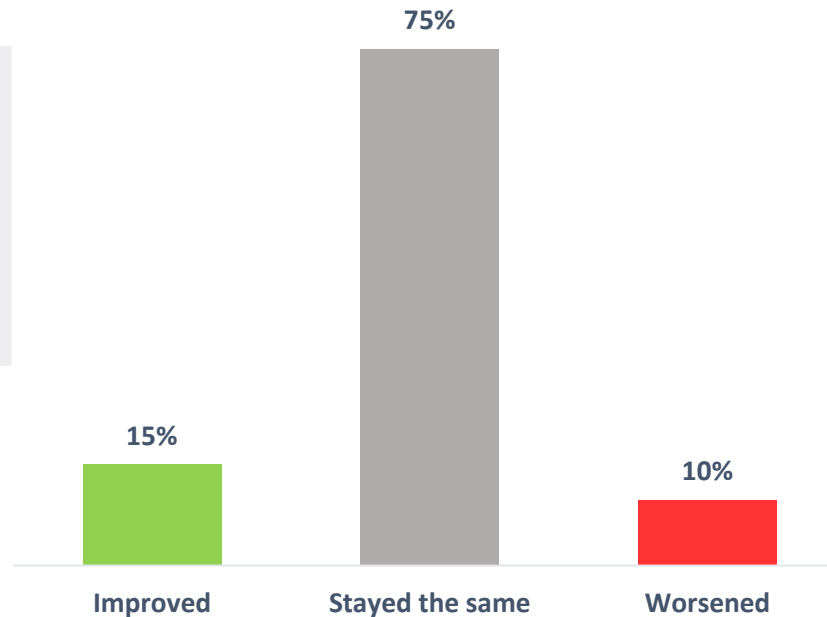
- 99% of Saanich residents vs. 91% of residents in comparative areas rate quality of life as 'good' or 'very good'
- Less than 1% of Saanich residents compared to 9% of residents in comparable areas say quality of life is 'poor' or 'very poor'.

	Saanich	Benchmark
Top 2 Box %	99%	91%



The Majority of Residents (75%) say Quality of Life has stayed the same in the past 3 years...

- Roads / road repairs / infrastructure
- Better management of the municipality
- Parks and Greenspace



- Too much traffic
- Poor local economy
- Poor road maintenance

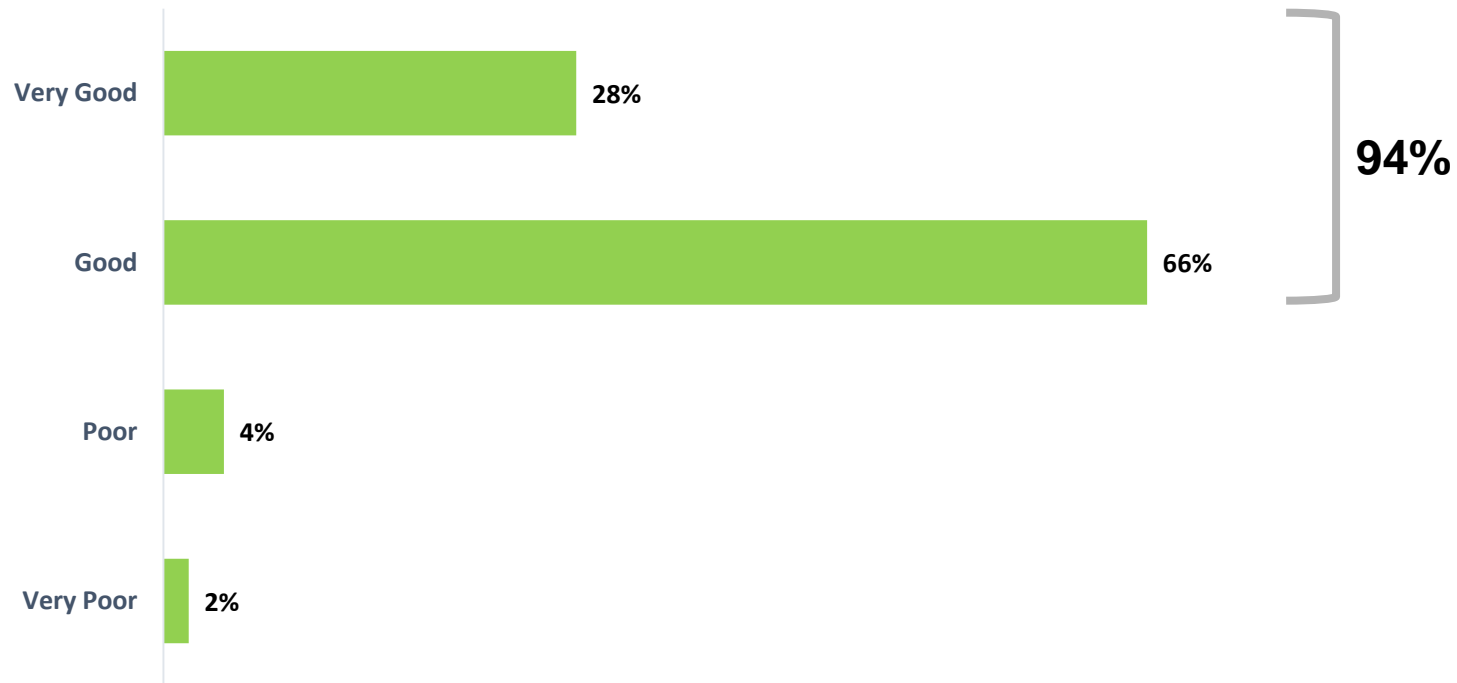




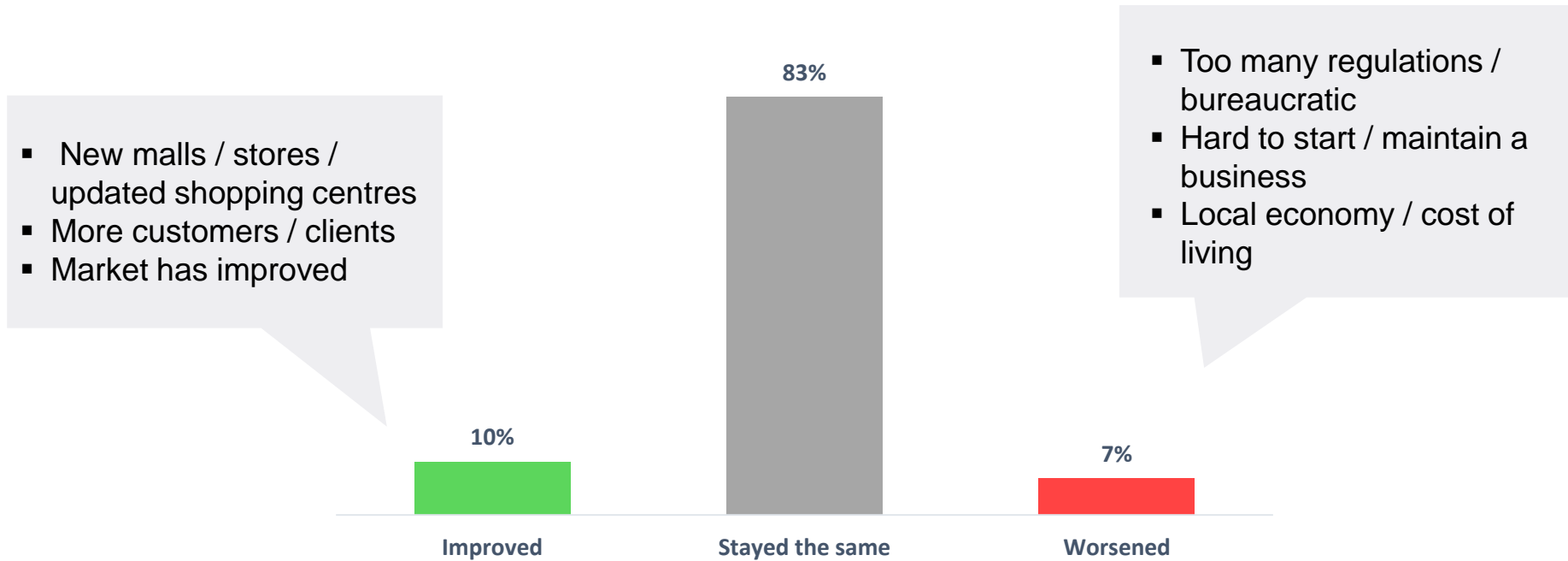
FORUM
RESEARCH INC.

Operating a Business in Saanich

Strong Majority of Business Owners say Saanich is a “good” or “very good” place to Operate a Business



83% of Business Owners say Saanich has stayed the same when it comes to operating a Business





FORUM
RESEARCH INC.

Satisfaction with Services



FORUM
RESEARCH INC.

Satisfaction with Services amongst Saanich Residents is significantly higher than the Norm

Service Satisfaction (Top 2 Box %: very/somewhat satisfied)	Saanich	Benchmark	Performance Gap
Land use planning	80%	53%	27%*
Local Government Website	96%	83%	13%*
Quality of recreation programs and services	99%	88%	11%*
Ease of travel by bicycle	77%	67%	10%*
Bylaw enforcement for issues such as noise, parking and property	85%	76%	8%*
Police Services	97%	89%	8%*
Quality of arts, cultural and community events	90%	83%	6%*
Maintenance of parks and trails	97%	91%	6%*
Condition, lighting and maintenance of streets and sidewalks	76%	73%	3%
Ease of pedestrian travel	82%	80%	2%
Fire Services	99%	98%	1%

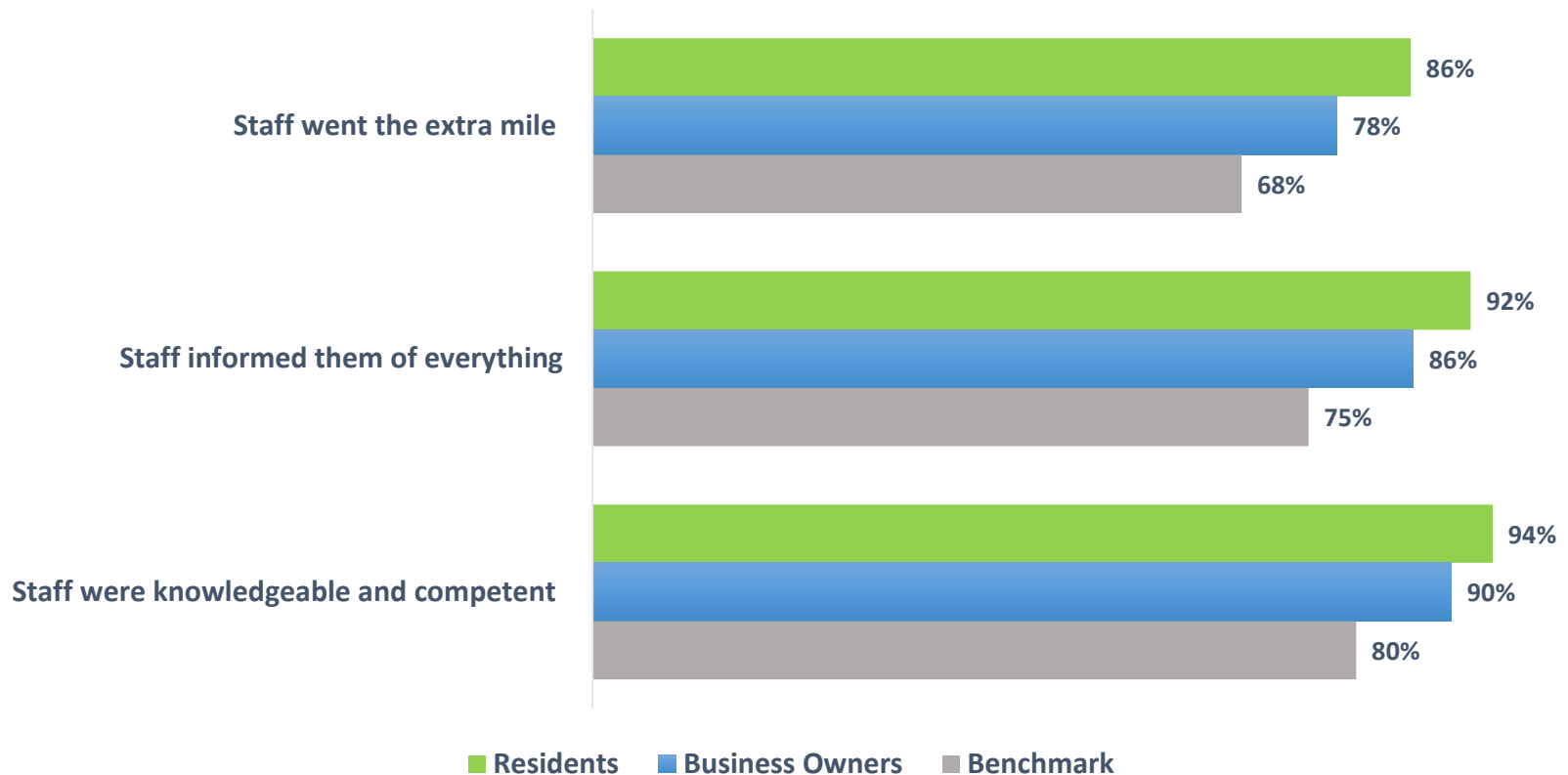
* statistically significant

Highest and Lowest Priorities to Improve Overall Satisfaction with Services

Service / Program	Importance	Performance	Priority
Condition, lighting and maintenance of streets and sidewalks	.248	76	1
Design of streets, public spaces and boulevard areas	.370	85	2
Land use planning	.274	80	3
Building inspections and permits	.277	82	4
Ease of pedestrian travel	.244	82	5
Police services	.184	97	22
Quality of drinking water	.148	98	23
Fire Services	.176	99	24
School fire safety program	.143	98	25
Quality of recreation programs and services	.206	99	26

High
Low

Satisfaction ratings for Service Delivery in Saanich exceeds the Norm

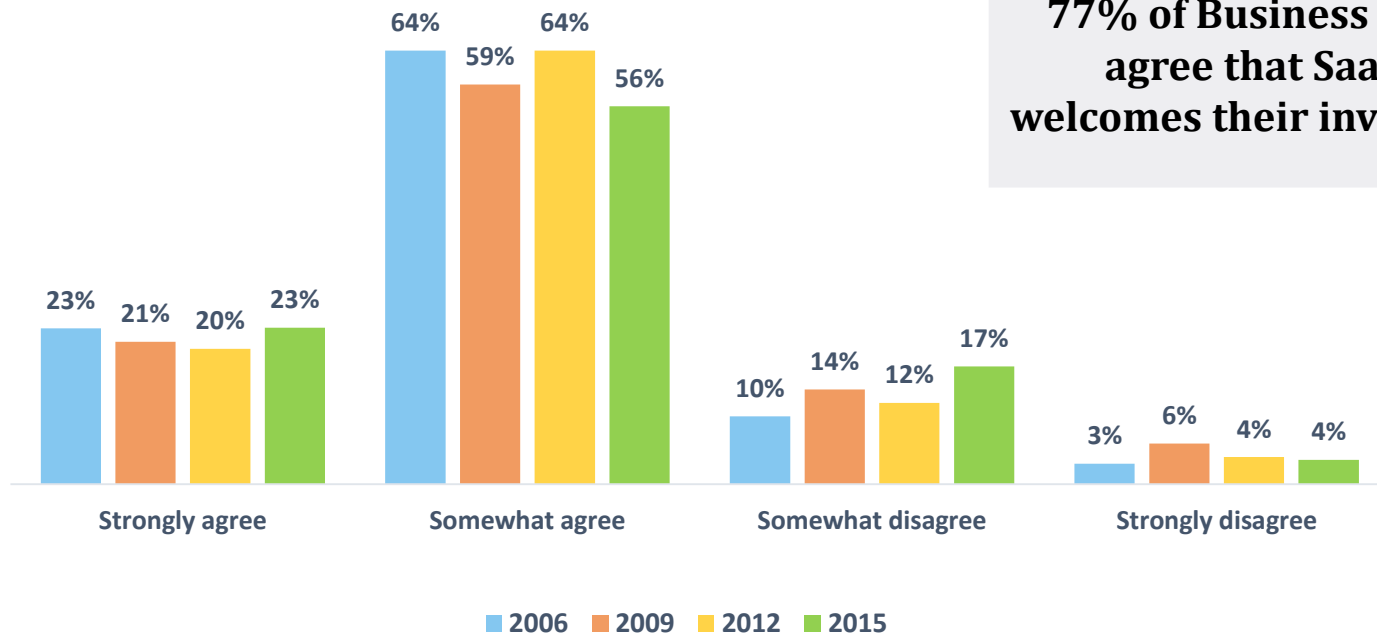




FORUM
RESEARCH INC.

Perception of Governance

79% of Residents agree that Saanich welcomes Citizen Involvement

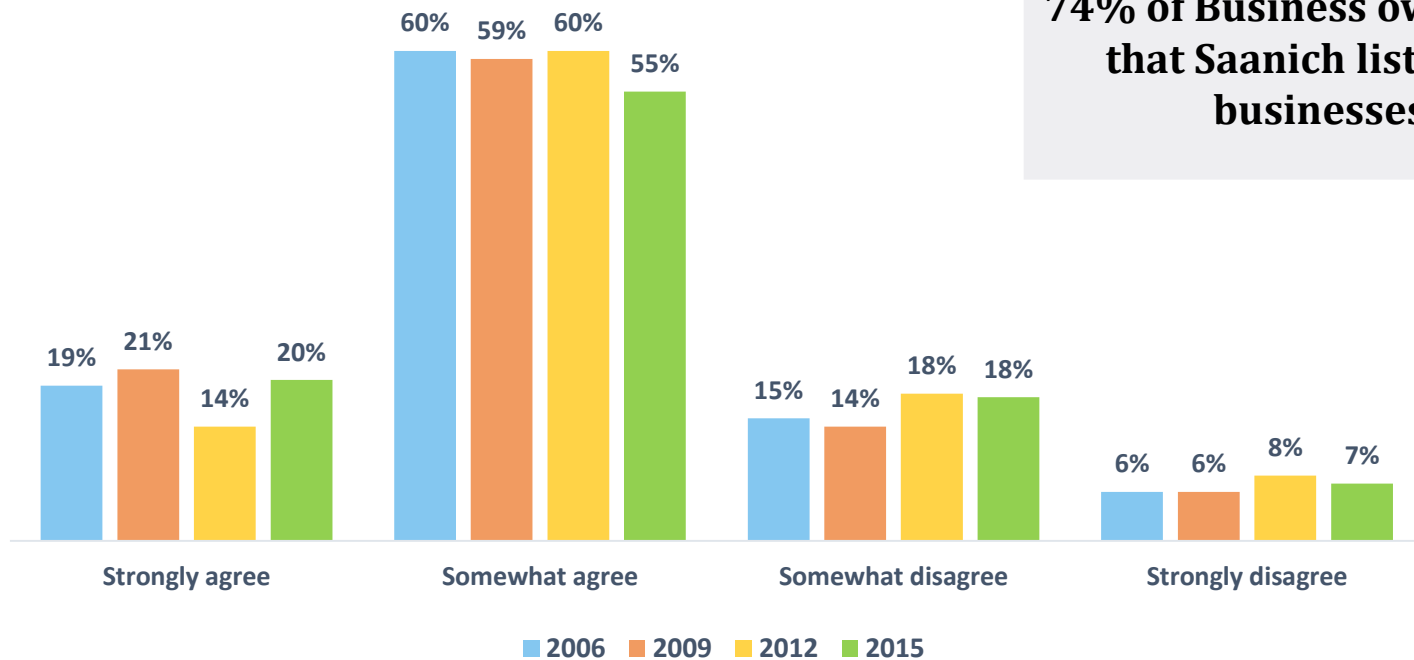


77% of Business owners agree that Saanich welcomes their involvement

	2006	2009	2012	2015
Top 2 Box %	87%	80%	84%	79%



3 out of 4 Residents say Saanich Listens to its Citizens

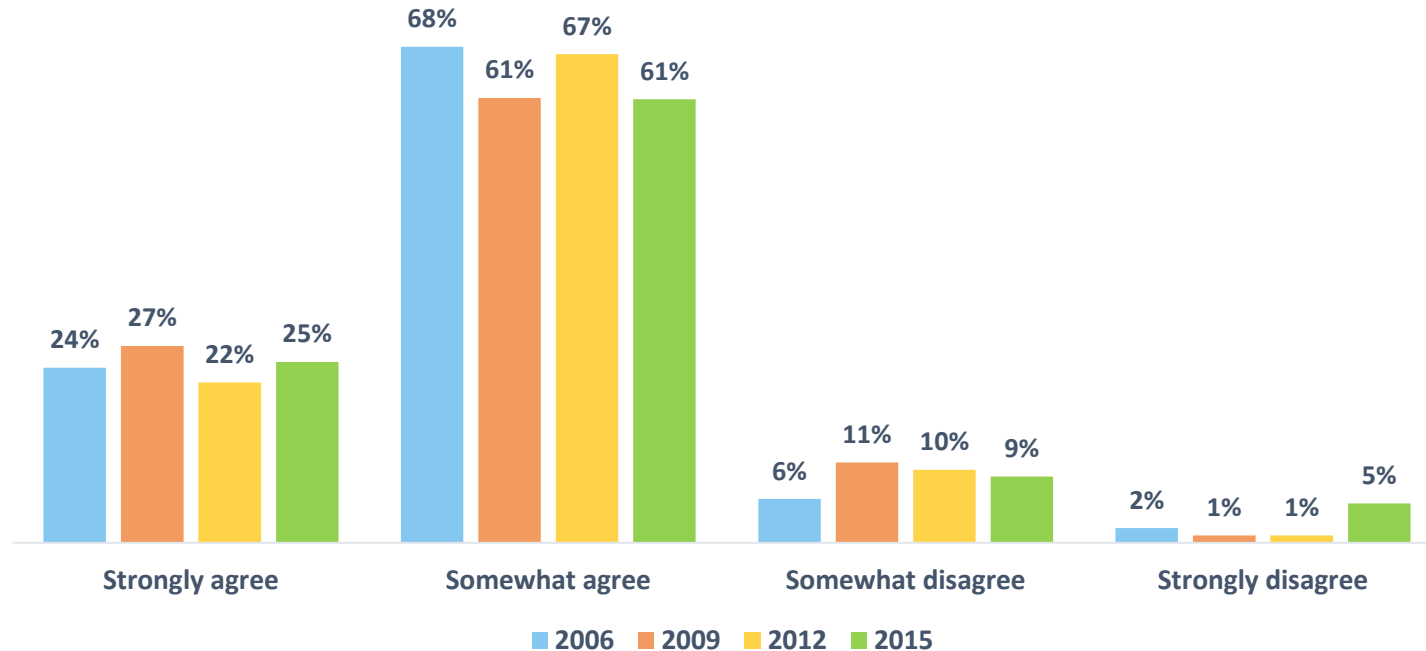


74% of Business owners say that Saanich listens to businesses

	2006	2009	2012	2015
Top 2 box %	79%	80%	74%	75%



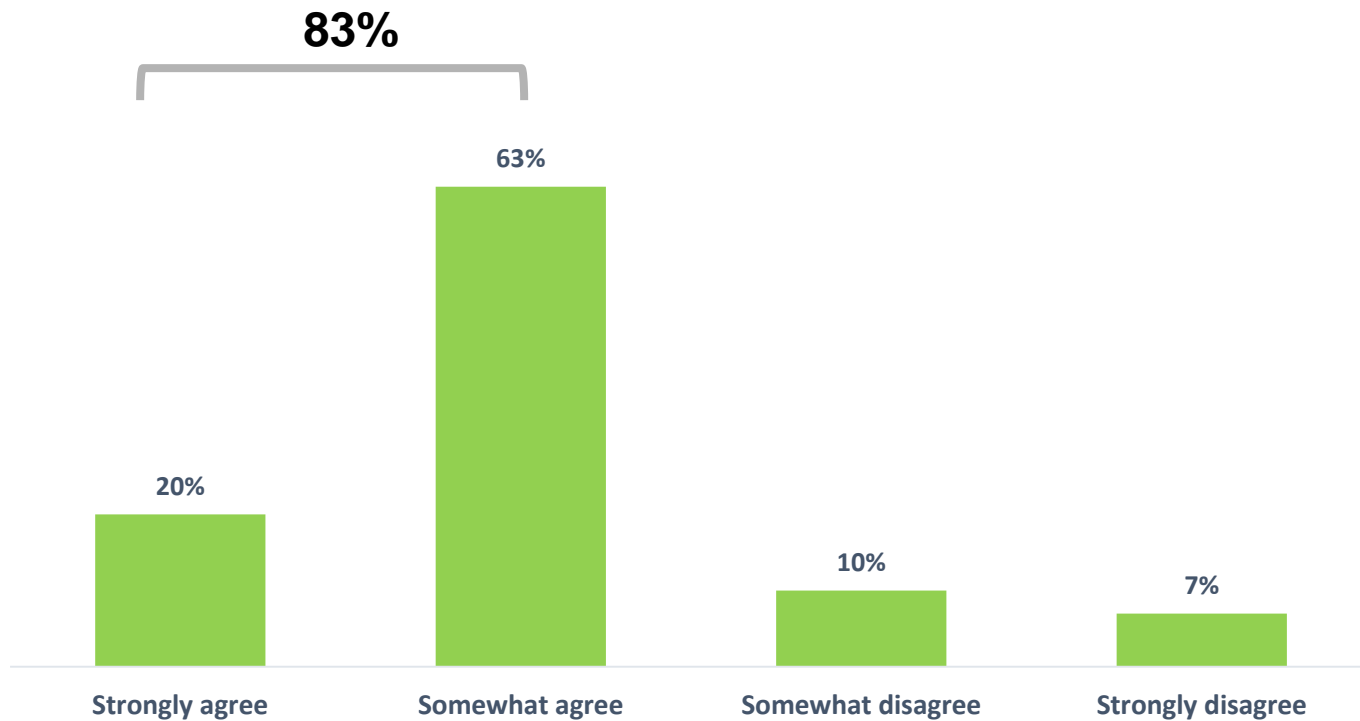
86% of Saanich Residents agree that Government in Saanich is doing a good job



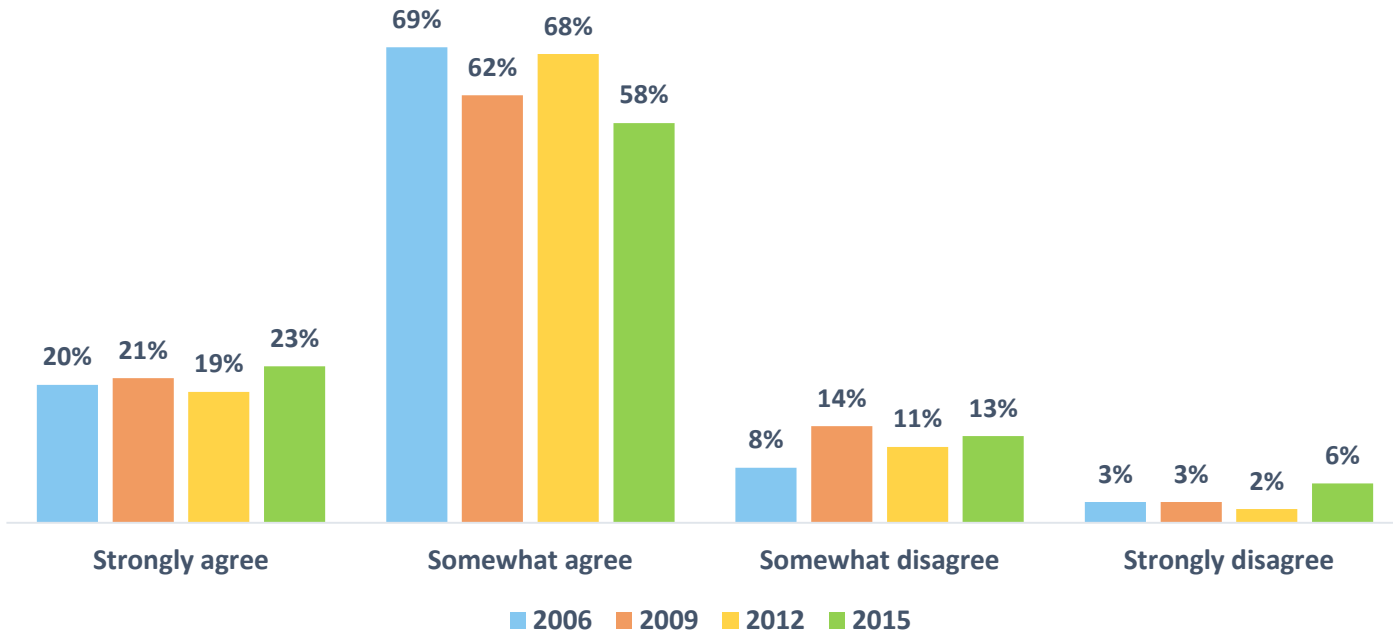
	2006	2009	2012	2015
Top 2 Box %	92%	88%	89%	86%



83% of Business Owners agree that Government in Saanich is doing a good job



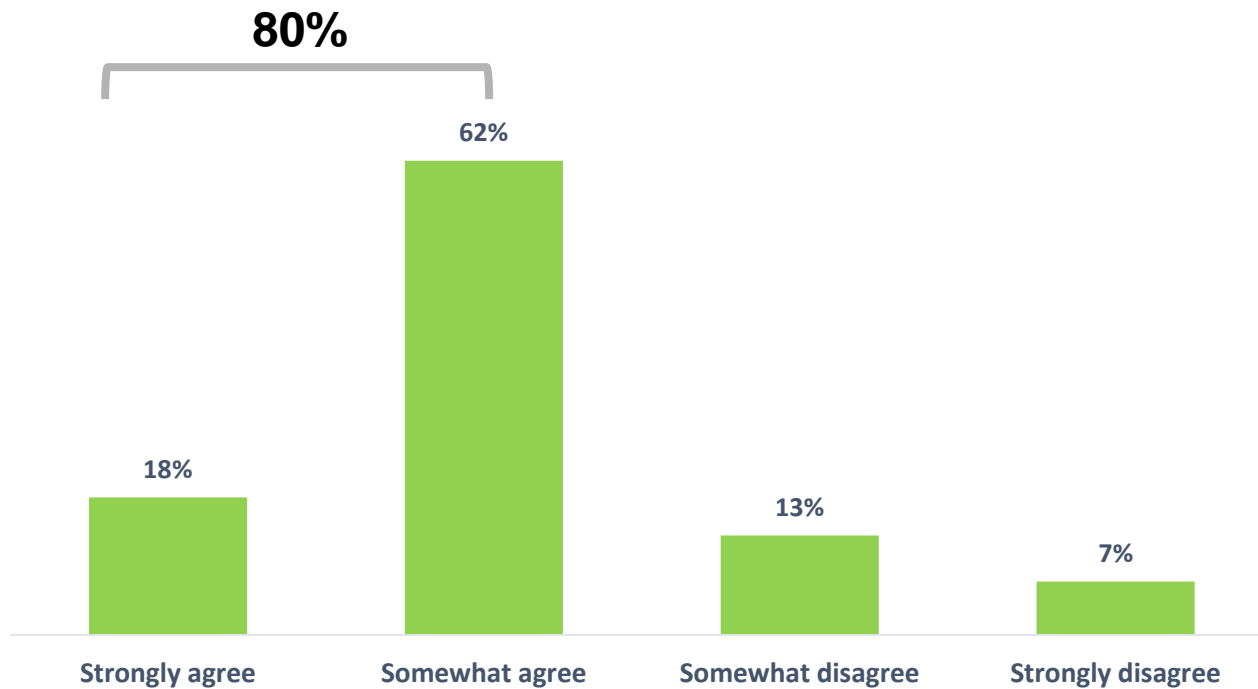
81% of Residents agree that they are pleased with the Overall Direction Saanich is taking



	2006	2009	2012	2015
Top 2 Box %	89%	83%	87%	81%



80% of Business Owners agree that they are pleased with the Overall Direction Saanich is taking



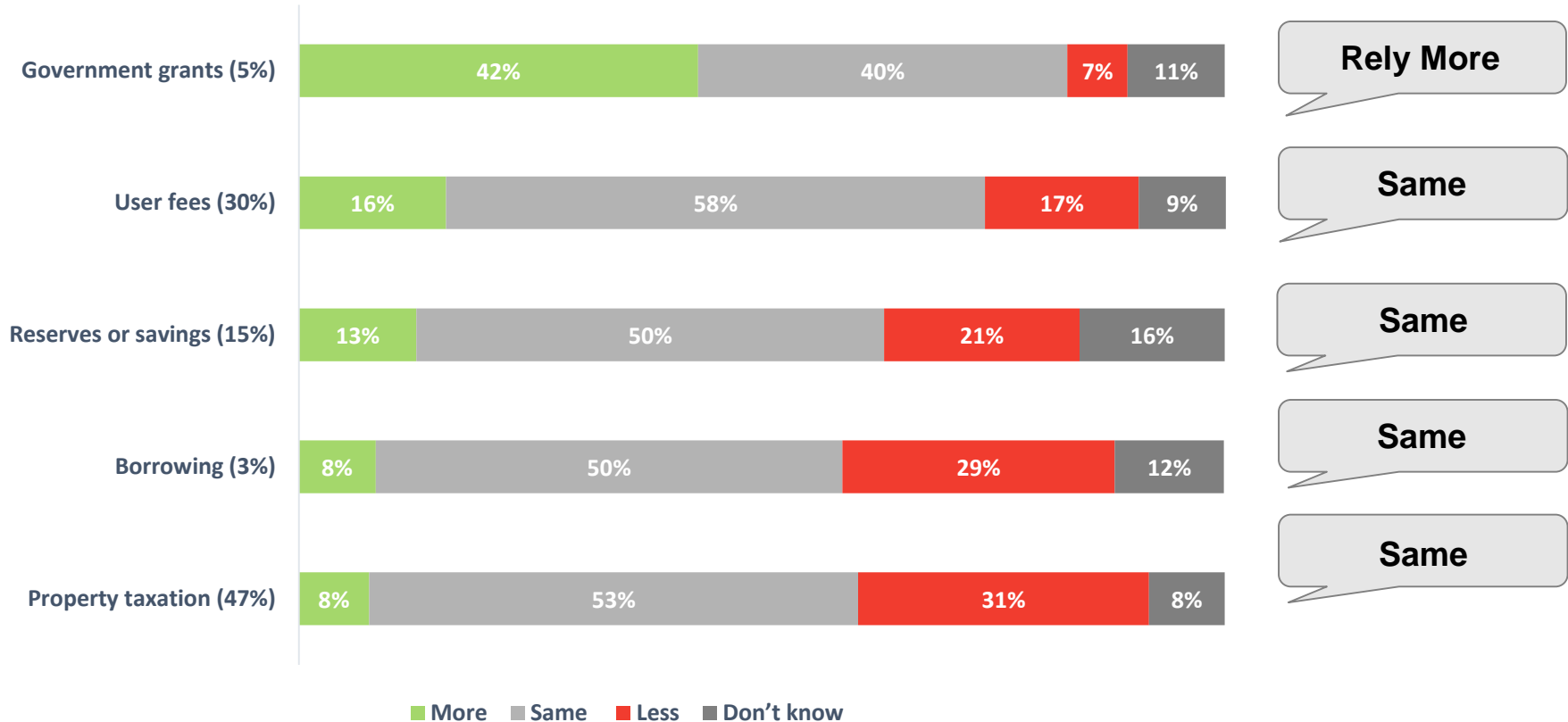


FORUM
RESEARCH INC.

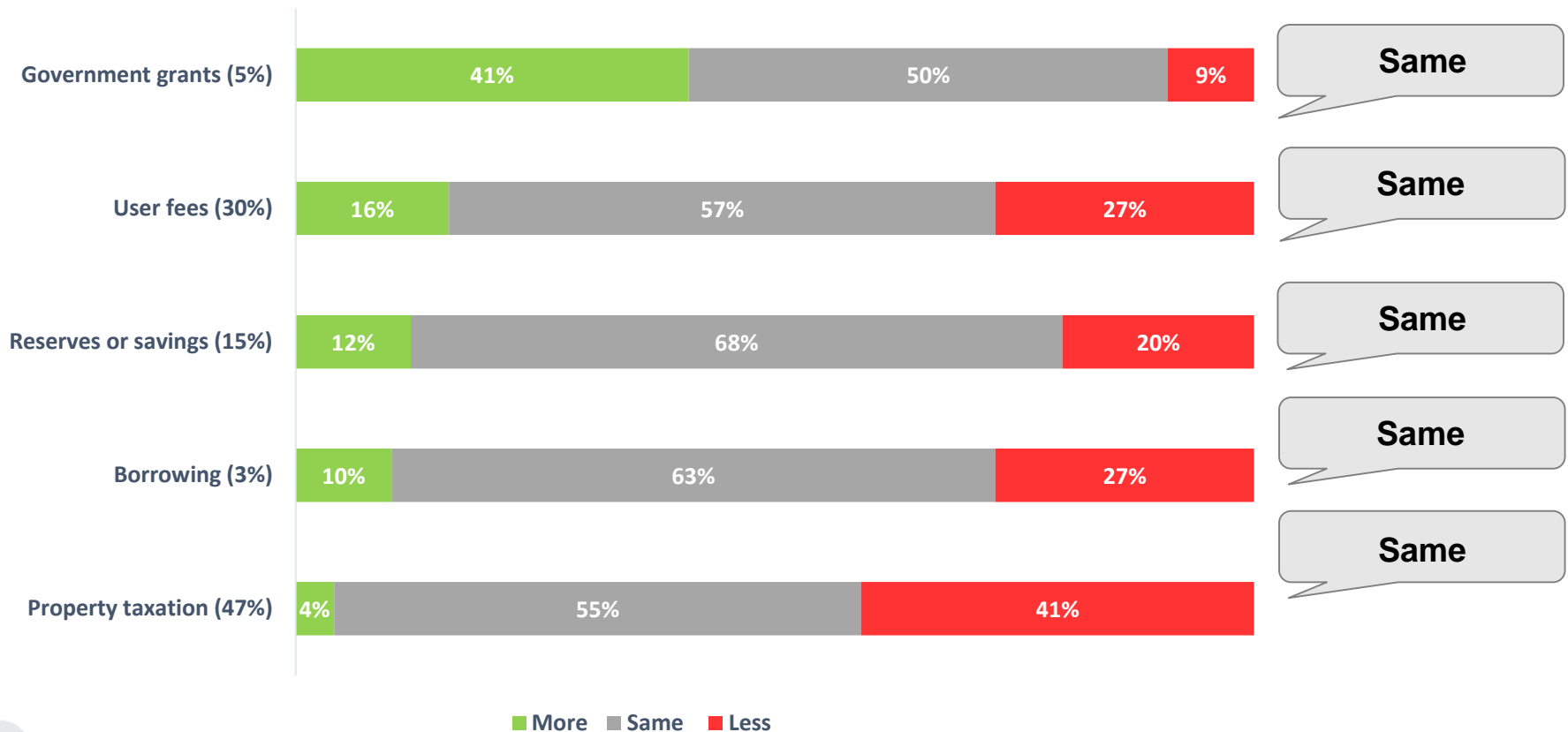
“Serving the People”

Financial Sustainability

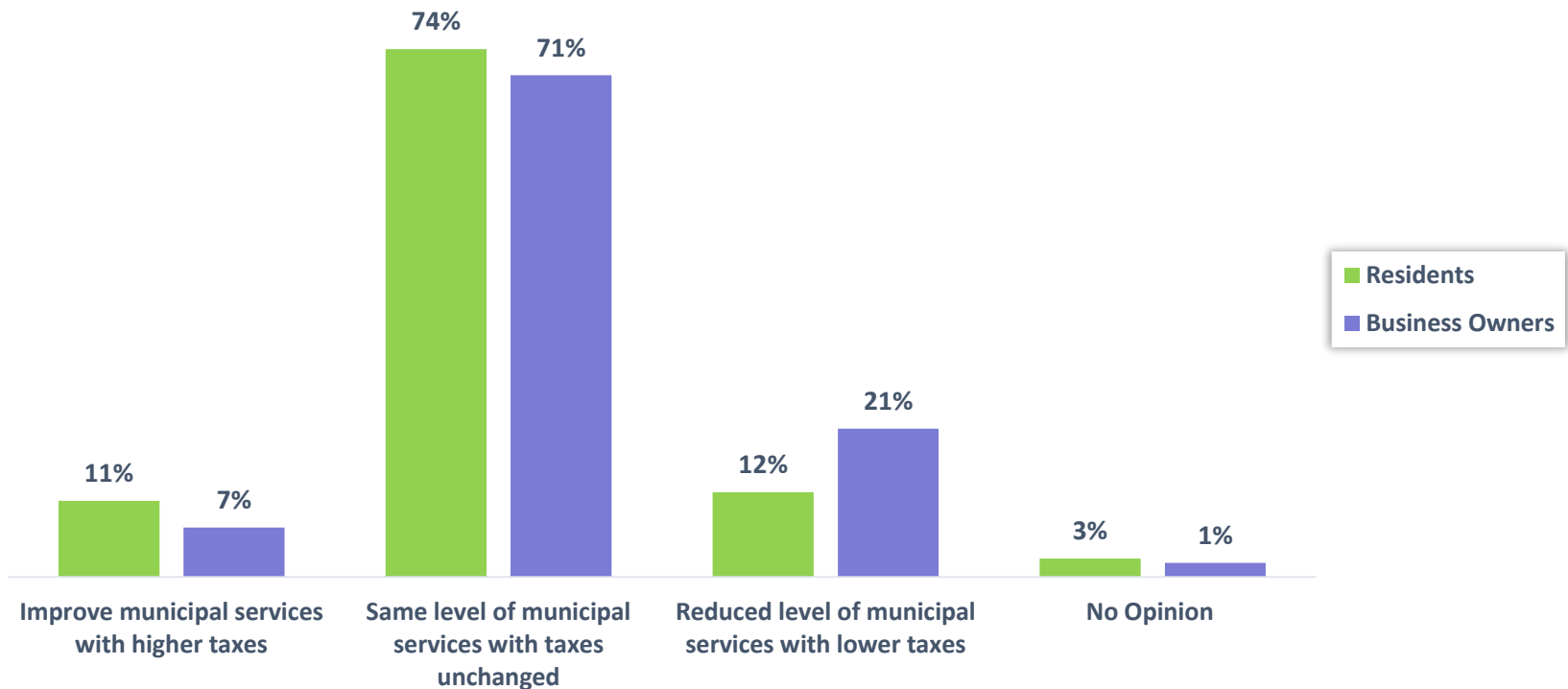
A large proportion of Saanich Residents (42%) believe the Municipality should rely more on Government Grants



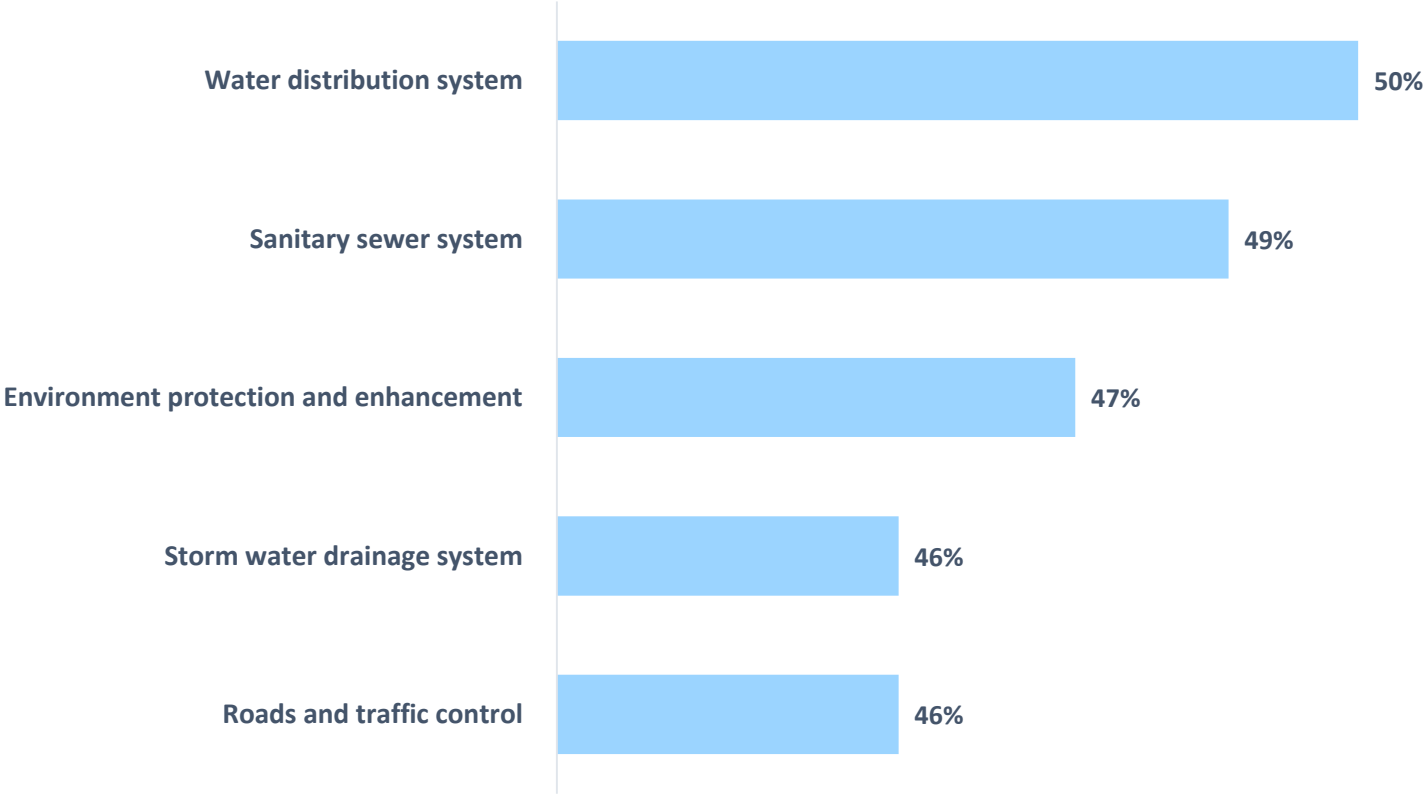
Majority of Business owners believe current reliance on funds should remain the same for all sources



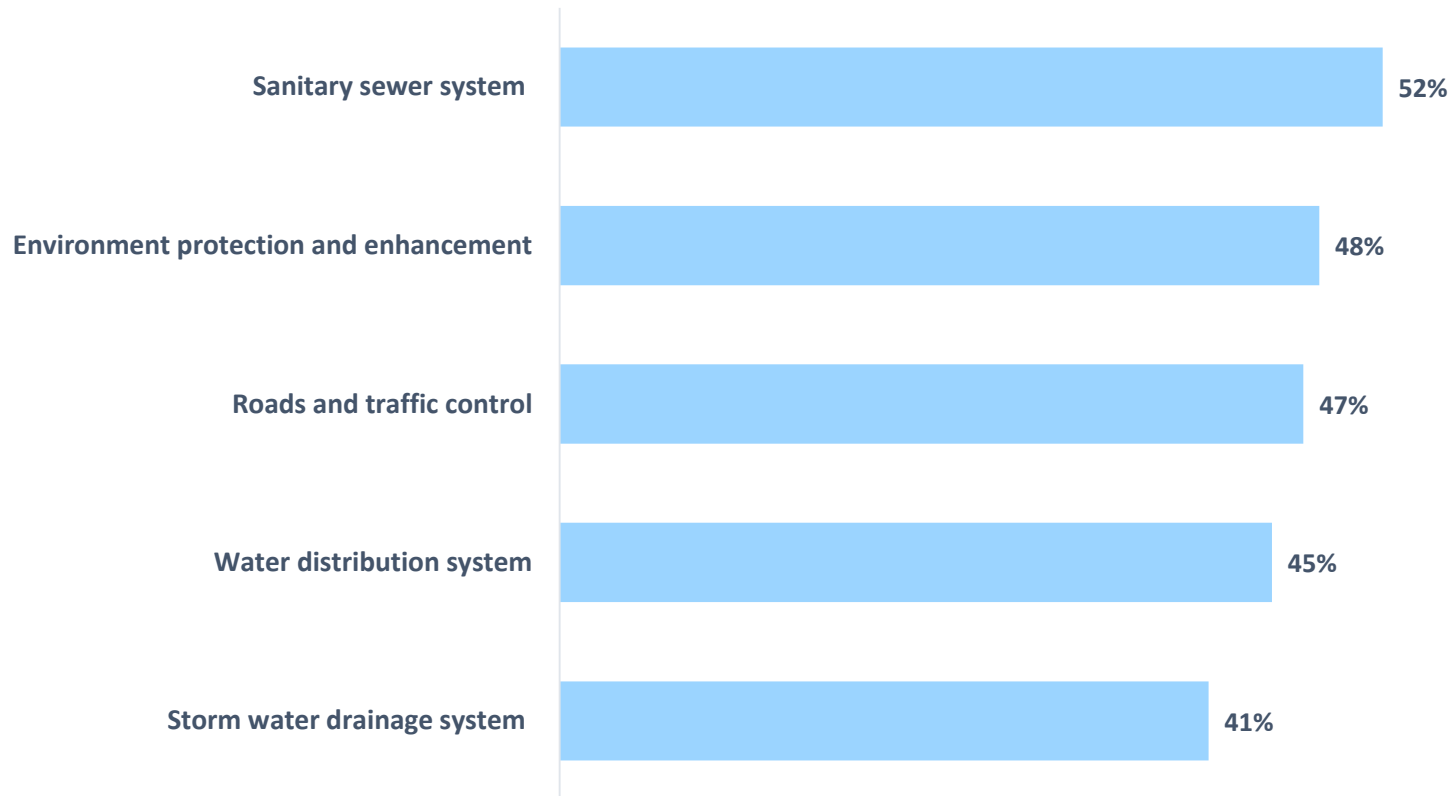
Majority of Saanich Residents and Business Owners say they prefer to keep the same level of Services with Taxes unchanged



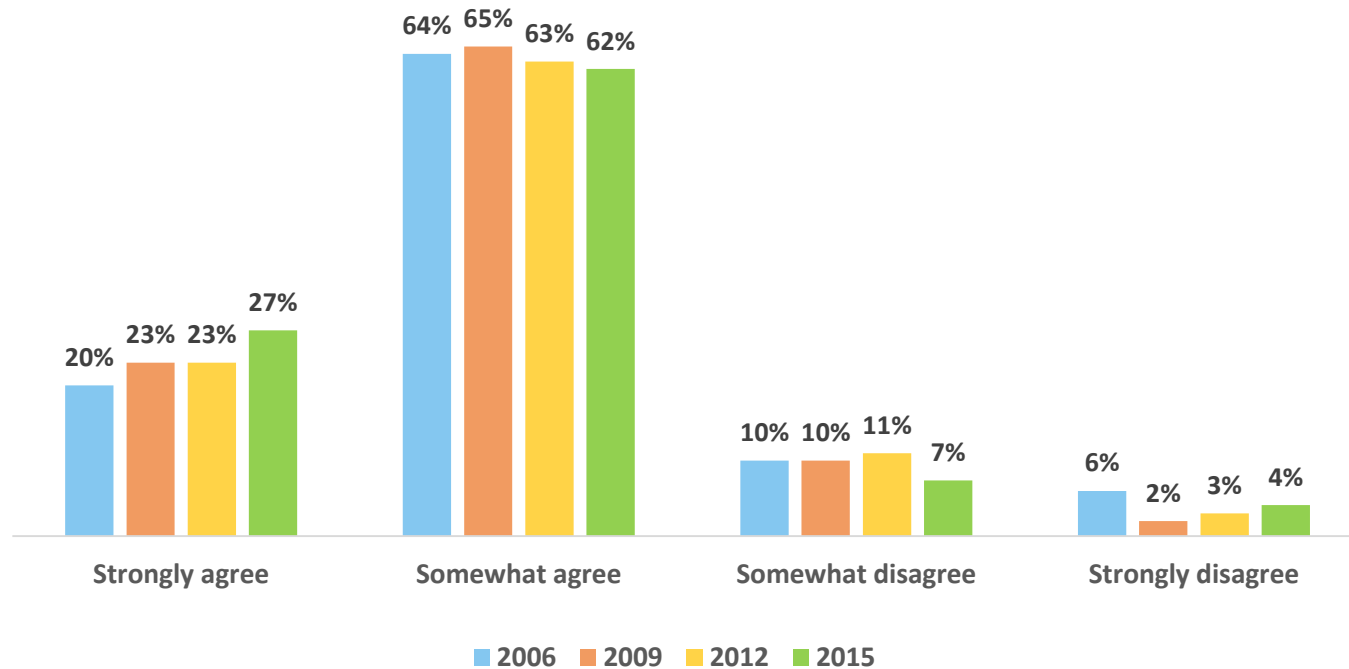
Capital Budget Spending Priorities Amongst Saanich Citizens



Capital Budget Spending Priorities Amongst Saanich Business Owners

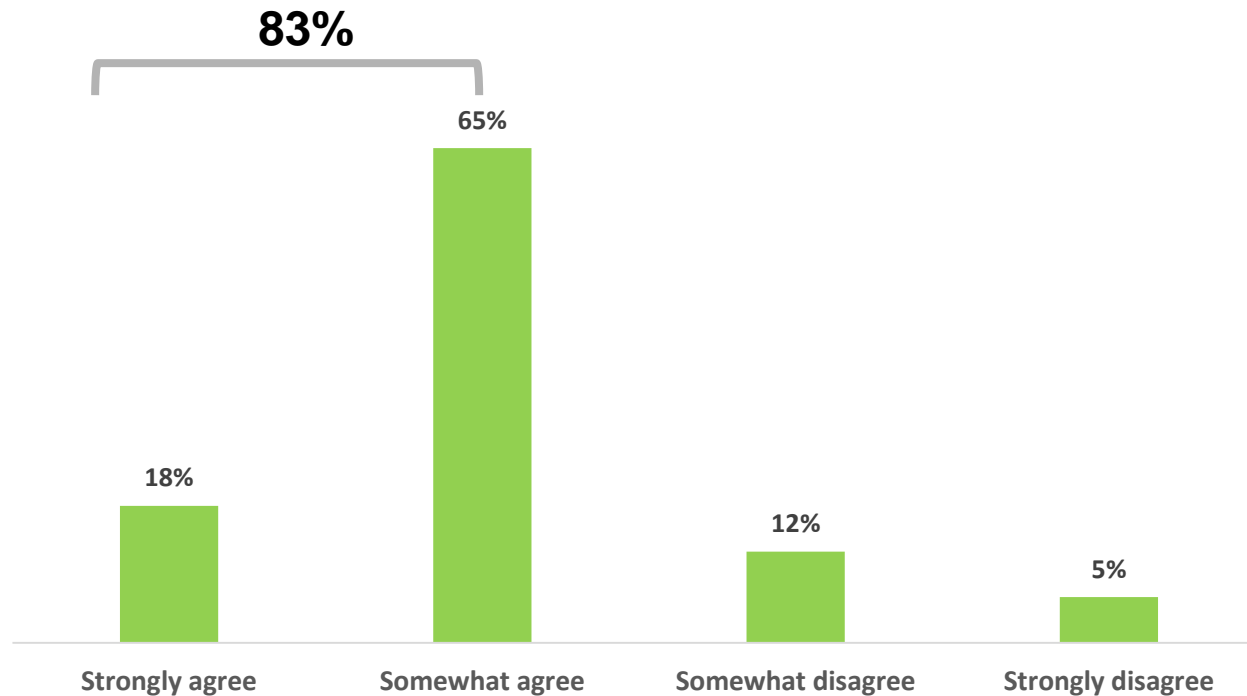


Strong Majority of Residents (89%) agree they receive good value for their tax Dollars



	2006	2009	2012	2015
Top 2 Box %	84%	88%	86%	89%

Strong Majority of Business Owners (83%) agree that they receive good value for their tax dollars





FORUM
RESEARCH INC.

Questions?