

District of Saanich 2022 Citizen and Business Satisfaction Survey

PREPARED FOR
THE DISTRICT OF SAANICH
BY BC STATS – MARCH 2023



BCStats

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EXECUTIVE SUMMARY

Through the Citizen and Business Satisfaction Survey, the District of Saanich offered its residents and businesses the opportunity to provide their perceptions of Saanich as a place to live and do business.

Every three years since 2003 and every four years since 2014, a citizen and business satisfaction survey has been conducted by Saanich. Additionally, a Citizen Pulse Survey was conducted in 2021. Beginning with this Pulse Survey, a new reporting standard was established with the shift from a 4-point scale to a 5-point scale. Previous percent positive metrics are no longer directly comparable to measurements based on a 4-point scale. Not only does this 5-point Likert scale allow respondents to have a neutral or mid-point response, but it also allows for comparability with the growing number of jurisdictions that have switched to this scale.

BC Stats administered the Citizen and Business online surveys between October 24 and November 27, 2022.

- For the Citizen Survey, 10,049 Saanich telephone numbers were contacted resulting in 316 completed surveys and a response rate of 3.1%. The overall results have a margin of error of $\pm 5.4\%$, 19 times out of 20.
- For the Business Survey, 1,800 Saanich businesses received postcard invitations resulting in 127 completed surveys and a response rate of 7.1%. The overall results have a margin of error of $\pm 8.4\%$, 19 times out of 20.
- For the Citizen Open Survey, a public link to the survey was posted on the District of Saanich website resulting in 350 completed surveys.

The District of Saanich also conducted a survey of Comparator Communities by telephone, which was administered between October 24 and November 27, 2022. This survey was not conducted by BC Stats but data from this survey were provided to BC Stats from Saanich for inclusion in this report. Across the eight comparator communities, 8,008 telephone number were contacted resulting in 171 completed surveys and a response rate of 2.1%. The overall results have a margin of error of $\pm 7.4\%$, 19 times out of 20.

SAANICH CITIZEN SURVEY

Community Well-Being

Quality of life is a key measure of community well-being for many municipalities. Most Saanich residents (89%) said quality of life was *good*, higher than in 2021 (87%) and higher than the rating comparator communities gave to their own communities (83%).

Over half (55%) of residents feel the quality of life has *stayed the same* over the last four years, with 37% saying it has *worsened* and 8% saying it has *improved*. *Transportation and infrastructure* was the most cited reason for both improving quality of life (70%) and the worsening quality of life (60%).

According to residents, the most important issues facing Saanich are:



- Affordability (37%)
- Transportation and infrastructure (32%)
- Planning and development (20%)

Looking at measures of **accessibility, inclusion, and safety** that may impact community well-being, residents largely agree they feel *safe in their neighbourhood* (77%), and recreation programs are *accessible* (75%) and *relevant* (72%).

Saanich residents were more likely to use *local recreation facilities* (63%) in the past 12 months than the *recreation facilities in a neighbouring municipality* (42%).



During the week prior to the survey, residents participated in light physical activity (minimum of 10 minutes) on average 5.1 days. Just under half (44%) of residents were active all seven days.

A majority (72%) of respondents said they voted in the October 15, 2022 election, more than double the official voter turnout of 31%.

Under half (45%) of residents volunteered at least once in the past 12 months, while nearly a third (30%) of residents spend at least one hour a week participating in arts and heritage activities or events.

Organizational Excellence



In the effort to achieve organizational excellence, Saanich aims to provide good governance by balancing speed, transparency and engagement and ensuring residents have meaningful opportunities for community participation. The survey results showed that at least half of residents agreed that Saanich is *doing a good job* (58%) and *welcomes citizen involvement* (50%). These proportions are higher or on par with results from 2021 (51% and 48%, respectively) and in the comparator communities (52% and 50%, respectively).

Under half of residents said they *receive good value for their municipal taxes* (45%), a lower proportion than in 2021 (51%) or in comparator communities (49%).

A majority (66%) of residents would advise Saanich Council to *maintain current service levels with tax and/or user fees increases tied to inflation*. Top financial priorities for residents were:



- Water, sewer, and drain systems (70%)
- Parks and trails (69%)
- Environmental protection and enhancement (68%)

Residents are largely satisfied with the overall *quality* (68%) and *level* (67%) of services provided by Saanich. The specific District services with the highest satisfaction were:

- Fire services (88%)
- Quality of parks, playgrounds, sports fields, and trails (85%)
- Quality of recreational facilities (82%)
- Curbside collection (81%)

Saanich's workforce's interactions with residents are an area for potential improvement. While most residents agreed that Saanich staff were *courteous* (78%),

knowledgeable (69%), and were *satisfied overall with the service they received* (55%), these proportions all decreased from 2021 (87%, 80%, and 71%, respectively).

Transportation and Infrastructure

Saanich residents (59%) were less likely to say *they feel safe when using the roads* than residents of the comparator communities (73%).



Residents of Saanich were also less likely to say drivers, cyclists, and pedestrians *almost always or often* safely navigate shared spaces (41%), compared to residents of the comparator communities (50%).



In the past 12 months, most residents (61%) of residents walked, cycled, or used non-motorized transportation *at least once a month*, while only 40% of residents used public transit *at least once* during the past year.

Communications and Engagement

Most respondents said they have visited the *Saanich municipal website* (82%), while a quarter have *participated in a survey* (27%), *attended a Saanich Council meeting* (26%), or *attended an open house* (23%) in the past 12 months.

Cadboro Bay residents were more likely than their counterparts to have *attended a Council meeting*.

When asked about the best method for Saanich to communicate information, residents cited *email* (37%) and *newsletter/flyer/mailout/brochure* (22%) as their the top choices. Residents were most interested in receiving information about:

- Infrastructure improvements or updates (79%)
- General Saanich news or Council updates (70%)
- Housing and development (67%)

SAANICH BUSINESS SURVEY

Business Environment



Most Saanich businesses (70%) said that Saanich is a *good* place to operate a business. Over half of businesses agreed that Saanich's rules and regulations for businesses are *readily accessible* (59%) and *easy to understand* (57%), with under half (45%) who agreed Saanich's regulatory environment was *fair to businesses*.

By far the most positive factor that keep businesses in Saanich was *location* (76%), followed by *business environment* (28%), and *lifestyle and infrastructure* (22%).

A majority of businesses plan to *stay the same* (70%) over the next year, compared to 20% who plan to *expand*. The biggest challenges for the next five years were thought to be:

- Transportation and infrastructure (47%)
- Affordability (37%)
- Community, development, demographics, and population growth (24%)

Less than a quarter (20%) of businesses intend on *moving or relocation* in the next five years, with two-thirds of these businesses planning on leaving Saanich. The most cited reasons for relocating from Saanich include:

- Reduced business costs in new location (32%)
- Loss of current space (23%)
- Personal preference to relocate (18%)

Business Location



Most Saanich businesses agree that around their location, *staff and customers feel safe and secure* (67%) and it is *easy to find parking* (56%). Businesses were as likely to agree (35%) as disagree (33%) that their *lease or rent is reasonable*.

Most businesses are satisfied with *the average distance* of their employees' commute (77%), and the ease of travel by *car* (74%), by *bicycle* (73%), by *public transit* (71%), and by *foot* (66%) to their location. Over half of businesses were satisfied with the *parking control and enforcement* (55%) around their businesses.

Communication

The preferred method to be consulted by Saanich was *online surveys* (53%), followed by *email input to staff or Council* (15%). Businesses are most interested in the following topics:



- Proposed or new bylaws (75%)
- Future developments or infrastructure work nearby (73%)
- Activities planned nearby (55%)
- Transportation issues (44%)

Customer Service

More than 4 in 10 (43%) businesses had contacted or dealt with a Saanich employee regarding their business in the past year. Nearly all interactions were by *telephone* (30%), *in-person* (28%), or by *email* (26%), and were for the following reasons:

- To view, submit, or obtain an application or registration (36%)
- To solve a problem or correct an error (26%)
- To get information or advice (21%)

About two-thirds of businesses agreed they were *treated fairly* (69%), *staff were competent* (66%), and they waited a *reasonable amount of time to get service* (63%). Over half of businesses said they were *satisfied overall with the service they received* (58%).

Business Services

The majority of businesses were satisfied with Saanich's *business licensing* (77%) and *website* (64%), the *business license tools and resources* on Saanich's website (59%), and *building permits and inspections* (58%). Businesses were largely satisfied with the overall *level* (62%) and *quality* (61%) of services provided by Saanich.

Governance and the Local Economy

Nearly half (47%) of businesses would advise Council to *maintain current service level with tax and/or user fee increases tied to inflation*, while a third (37%) would prefer Council to *reduce taxes and/or user fees*.

Businesses were asked about certain business and economic development goals and their importance to the local economy. While all the areas were deemed important by most businesses, the highest scoring goals were:

- Retain existing businesses (90%)
- Build a safe and healthy community (88%)
- Improve attraction and retention of workforce (81%)
- Encourage entrepreneurs and start-ups (80%)
- Improve housing affordability (80%)

Half of businesses (50%) believe the Saanich government is *doing a good job*, while 4 in 10 businesses agree Saanich *is easy to work with* (46%) and *welcomes business involvement* (43%).



Conversely, over a third of businesses disagree that Saanich *keeps them informed* (40%), *listens to businesses* (36%), and *is responsive to concerns of businesses* (34%).

INTRODUCTION

This report summarizes business and public feedback on the District of Saanich's municipal services. To do this, the District of Saanich ("Saanich" or "the District") approached BC Stats to design and analyse results from the following surveys:

- **Citizen Survey:** An online survey was provided to a random sample of residents.
- **Citizen Open Survey:** An online survey that was open to anyone who accessed the link (self-selected to complete the survey) through the Saanich's website.
- **Business Survey:** An online survey sent to specific business owners, who had a registered business license with the District.

The District of Saanich also conducted a short survey of comparator communities. This survey was not conducted by BC Stats but data from this survey were provided to BC Stats from Saanich for inclusion in this report.

- **Comparator Survey:** A phone survey of a random sample of citizens in other communities in BC. The short survey matches key questions from the Citizen Survey.

Together, the results from these surveys provide insight into citizens' and businesses' perceptions of Saanich as a place to live and do business.

Background

Saanich's Corporate Services Department is responsible for the administration, analysis and reporting of citizen and business satisfaction surveys. Every three years since 2003 and every four years since 2014, a citizen survey has captured:

- Measures of importance and satisfaction with Saanich's services
- Perceptions of taxation
- The allocation of municipal funding
- Overall impressions of the quality of life in Saanich from residents and businesses.

Additionally, the District requested a pulse check survey in 2021 to capture current perceptions on selected topics.

In 2022, Saanich sought to compare results for key measures of citizen-satisfaction to other communities throughout B.C. These key measures included:

- Overall quality of life
- Value for municipal taxes
- Encouraging citizens' involvement
- Safety using infrastructure and transportation
- A general measure of satisfaction with their municipality

Objective & Goals

Regular surveys highlight response differences and trends over time.

Some questions are added to the survey each year to assess the importance, use, and satisfaction with current initiatives and projects, and the Council's strategic plan.

A quality survey that maximizes business and citizen participation will help identify key opportunities for maintaining or improving satisfaction with Saanich's services.

Statistical data from these surveys can also be used as indicators to inform decision-makers in the municipality's planning and reporting processes.

METHODOLOGY

Survey Design

The surveys were designed:

- a) In consultation with Saanich staff based on a review of current goals for the municipality
- b) Based on prior Saanich citizen surveys, as well as
- c) The surveys recently conducted by other municipalities in British Columbia

Questions were crafted to measure resident perceptions of the following five topics and tied to Saanich's 2019-2023 Strategic Plan¹:

1. Community well-being
2. Affordable housing, land use, and infrastructure management
3. Organizational excellence
4. Economic diversification
5. Climate action and environmental leadership

Many of these questions are specifically designed to review several of Saanich's performance measures that are typically reported in annual reports and other public communications.

Like the Pulse Check Survey from 2021, the most recent surveys used the 5-point Likert scale (rather than the 4-point scale that was used in earlier versions of this survey). Given this change in methodology, the results from this survey are more directly comparable to the Pulse Check Survey rather than previous years' results.

A 4-point Likert scale without a neutral or middle option can negatively impact a survey by resulting in lower response rates, lower response quality, and even "frustrated" respondents who are hesitant to choose a direction.

¹

<https://www.saanich.ca/assets/Local~Government/Documents/Corporate~and~Annual~Reports/Strategic%20Plan%202019-2023%20Revision%20Nov-01-2021.pdf>

Evidence shows that without the neutral option, respondents tend to choose the positive response, resulting in positively skewed data.

A 5-point Likert scale is thought to bring more validity and insight to the data as respondents are better able to express their responses to a survey question. For this reason, a 5-point scale is widely preferred among other jurisdictions across Canada and internationally, making easier to compare results and collaborate with other jurisdictions or organizations.

Sample Selection

Citizen Survey

A random sample of 10,049 telephone numbers of Saanich residents was selected.

Citizen Open Survey

There was no sample for the open version of the Citizen Survey. A link to the survey was publicly available on the Saanich website. Saanich advertised the survey on their website and through social media.

Business Survey

A list of all businesses registered within the boundaries of Saanich was provided to BC Stats for the invitation postcard mail out. From the list of 4,985 businesses, a random sample of 1,800 was selected to complete the survey. The sample distribution closely matched the proportions of licence type found in Saanich.

Comparator Survey

A random sample of 8,008 telephone numbers of residents of the eight comparator communities was selected. The communities were selected by the District because of their similarities to Saanich.

Survey Administration, Response Rate and Margin of Error

Citizen Survey

BC Stats administered the online survey between October 24 and November 27, 2022. Residents were contacted by telephone and invited to participate in the survey.

With a total of 316 completed surveys out of the 10,049 telephone numbers in the sample, a 3.1% response rate was achieved with the overall results having a margin of error of $\pm 5.4\%$, 19 times out of 20. The margin of error is larger for sample subgroups.

Citizen Open Survey

BC Stats administered the online survey between October 24 and November 27, 2022. The District of Saanich hosted a link to the survey on their website and advertised the survey through the website and on social media.

There were 350 completed surveys. As this survey did not have a sample, a response rate and a margin of error is not available.

Business Survey

BC Stats administered the online survey between October 24 and November 27, 2022. A postcard invitation was sent to Saanich businesses the week of October 24. Two reminder postcards were sent out, the week of November 7 and the week of November 14.

With a total of 127 completed surveys out of the 1,800 businesses in the sample, a 7.1% response rate was achieved with the overall results having a margin of error of $\pm 8.4\%$, 19 times out of 20. The margin of error is larger for sample subgroups.

Comparator Survey

The District of Saanich also conducted a survey of comparator communities. This survey was not conducted by BC Stats but data from this survey were provided for analysis in this report. The survey was administered between October 24 and

November 27, 2022. Residents of the eight comparator communities were contacted by telephone and invited to participate in the telephone survey.

With a total of 171 completed surveys out of the 8,008 telephone numbers in the sample, a 2.1% response rate was achieved with the overall results having a margin of error of $\pm 7.4\%$, 19 times out of 20.

Analysis and Reporting of the Results

The reporting sections for the citizen surveys are broadly grouped based on the themes from strategic goals from Saanich's 2019-2023 plan, including community well-being and organizational excellence.

Because respondents brought up housing and the environment in their answers to many different questions, these goals are covered throughout the results rather than separated into subsections. The goals for economic diversification are covered in more depth in the results for the business survey.

In the results for the citizen survey, there are also additional subsections for transportation and communications. Transportation falls under two key goals from the Strategic Plan:

- 1) Community well-being (including active modes of transportation)
- 2) Climate action (including balanced modes of transportation to reduce environmental impacts)

Additionally, the results for questions about communications and engagement are key to understanding citizens' responses to all the above sections.

Results for all quantitative questions are shown as percentages. Percentages present the proportion of all respondents who provided a valid answer to a given question.

For the most part, the 5-point scale results are presented in their collapsed form. To do this, the bottom two categories are collapsed to show the percentage with a negative response, while the top two categories are collapsed to show the

percentage with a positive response. These negative and positive percentages are shown alongside the neutral percentage to give a fuller picture the results.

Furthermore, statistical tests are performed to confirm that any observed difference between groups is not due to chance. All reported differences between groups are statistically significant, having a Pearson Chi-Square result <0.01 . Categories within groups were combined to maintain high data quality.

Please note that totals throughout the report may sum slightly over or under the component parts due to rounding. The total number of valid responses for any given question varied because of skip patterns in the survey or because non-valid responses (i.e., Don't Know/No Response/Not Applicable) have been excluded from the percentages reported.

The results are presented separately for each survey, with the exception of the Comparator Survey where results will be reported with the Citizen Survey. Comparisons to past surveys, where possible, are conducted throughout the report. For the Comparator Survey, the results from all communities are aggregated into one comparator group.

SAANICH CITIZEN SURVEY RESULTS

Respondent Profile

Demographic	Count	Percentage
Gender		
Women	168	55%
Men	137	45%
Age Group		
18 to 44 years	25	8%
45 to 54 years	29	9%
55 to 64 years	58	19%
65 years or older	199	64%
Indigenous Identity		
Indigenous	<5	--
Non-Indigenous	<5	--
Disability Status		
Persons with a Disability	41	13%
Persons without a Disability	265	87%
Population Group*		
Canadian	289	92%
Persons of European descent	139	44%
Persons of Asian descent (East Asian, South Asian, Southeast Asian, West Asian)	17	5%
Other	9	3%
Local Area		
Blenkinsop	9	3%
Cadboro Bay	20	6%
Carey	32	10%
Cordova Bay	24	8%
Gordon Head	59	19%

Demographic	Count	Percentage
Local Area (Continued)		
North Quadra	15	5%
Quadra/Saanich Core	30	9%
Royal Oak	43	14%
Rural Saanich	23	7%
Shelbourne	29	9%
Tillicum	32	10%
Years in Saanich		
3 years or less	11	3%
4 to 10 years	24	8%
10 to 20 years	59	19%
More than 20 years	222	70%
Home Ownership		
Own	285	92%
Rent	26	8%
Individuals in Household		
1	53	18%
2	146	48%
3	46	15%
4	36	12%
5 or more	21	7%
Individuals under 18 in Household		
0	196	82%
1	18	8%
2 or more	25	10%
Vegetable Garden or Poultry		
Vegetable Garden	148	47%
Poultry	<5	--
Both Vegetable Garden & Poultry	<5	--
Neither	153	49%

*Multiple responses were collected, so total may not sum to 100%.

Note: "Don't know" and "Prefer not to answer" responses are excluded from the calculations. Groups within the demographic categories may have been combined to avoid suppression. Totals may not sum to 100% due to rounding.

Comparator Communities

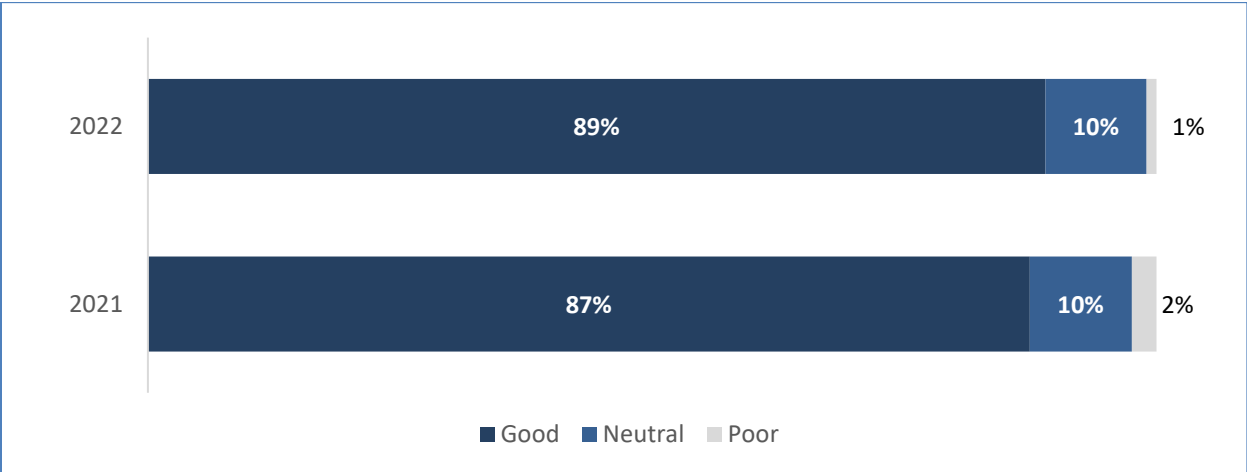
Communities	Count	Percentage
City of Abbotsford	15	9%
City of Coquitlam	14	8%
District of Delta	22	13%
City of Kelowna	26	15%
City of Nanaimo	25	15%
District of North Vancouver	25	15%
City of Richmond	12	7%
City of Victoria	32	19%

Note: Totals may not sum to 100% due to rounding.

Community Well-Being

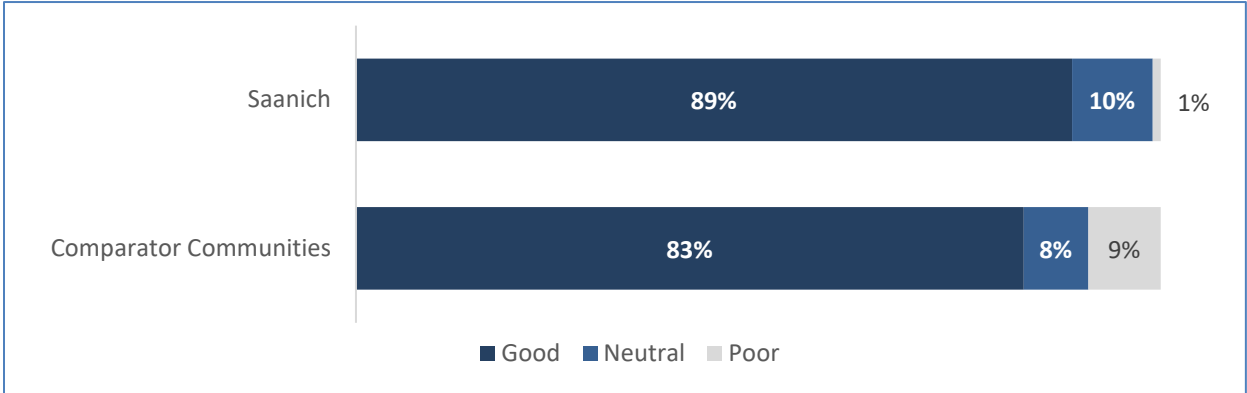
When asked about the overall quality of life in the District of Saanich, nearly 9 in 10 (89%) residents said the quality of life was *good*, including 44% who said it was *very good*. As seen in Figure 1, only 1% of residents said the quality of life is *poor*. Residents in 2022 were slightly more likely to say the quality of life in Saanich was *good* than in 2021.

FIGURE 1: QUALITY OF LIFE BY YEAR



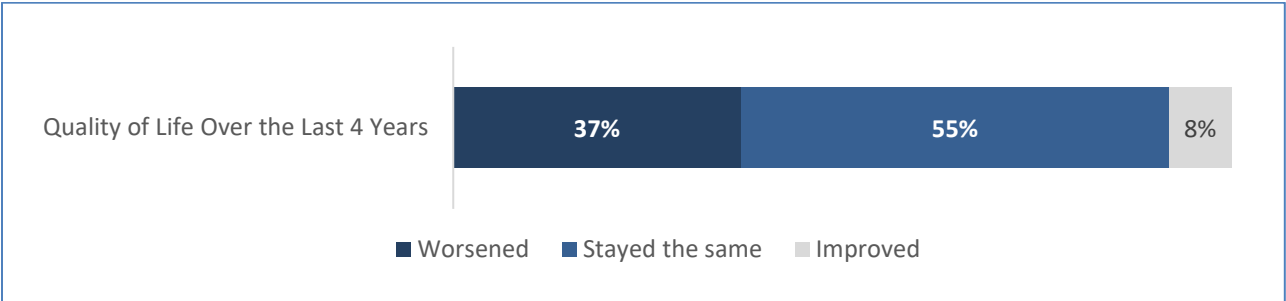
Saanich residents were more likely to consider their community's quality of life as *good* (89%) than residents of the comparator communities (83%). Saanich residents were also less likely to consider the quality of life to be *poor* (1% vs 9%).

FIGURE 2: QUALITY OF LIFE BY COMMUNITY



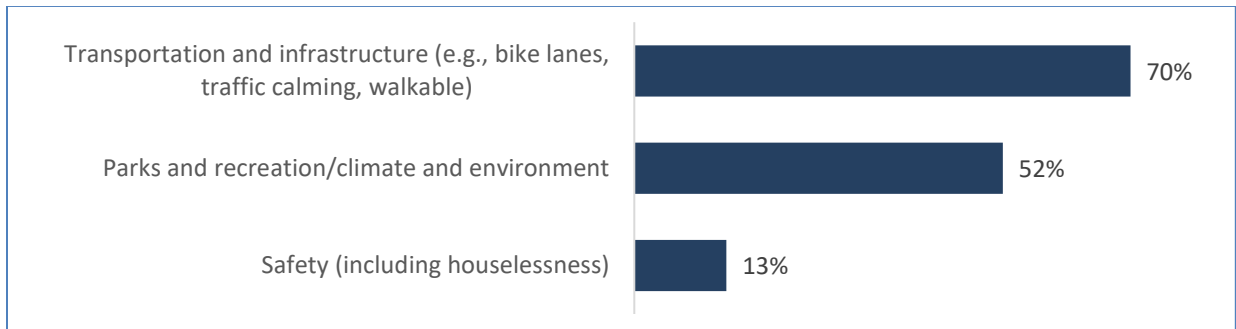
Among respondents who had resided in Saanich for at least 4 years, most (55%) felt that the quality of life in the last four years has *stayed the same*, as shown in Figure 3. More than a third (37%) said quality of life had *worsened* and 1 in 10 (8%) said it had *improved*. Perhaps unsurprisingly, residents who said quality of life was *good* or *very good* were more likely than their counterparts to say the quality of life had *improved* or *stayed the same*. The difference was statistically significant.

FIGURE 3: CHANGE IN QUALITY OF LIFE IN THE LAST FOUR YEARS



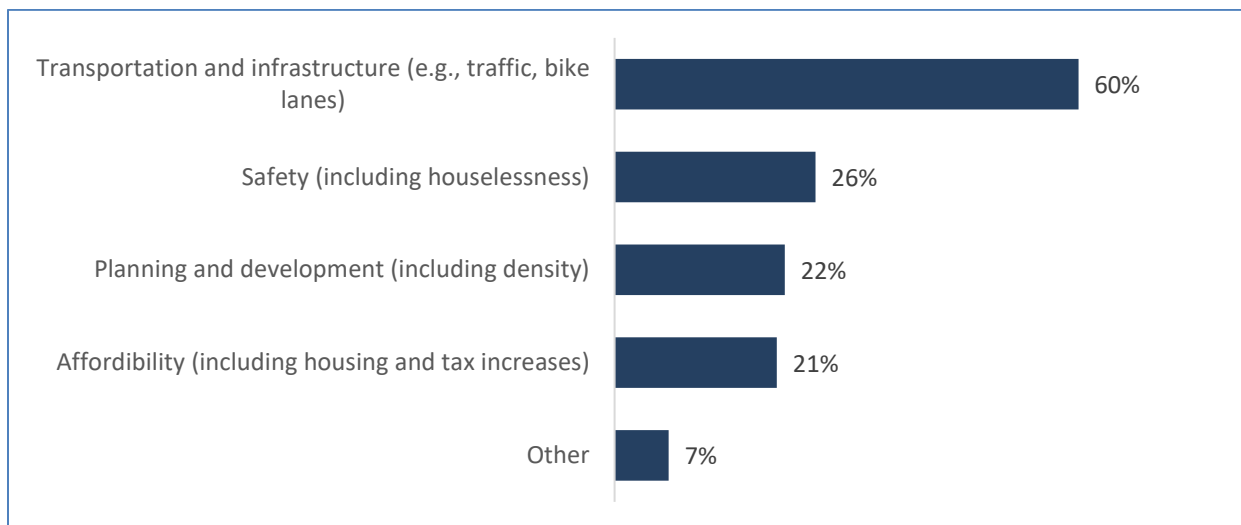
For residents who felt that their quality of life had improved, *transportation and infrastructure*, such as the construction of bike lanes and traffic calming initiatives, was the most cited reason (70%). As seen in Figure 4, the district's focus on *parks and recreation facilities* (52%) was also noticed.

FIGURE 4: REASONS QUALITY OF LIFE HAS IMPROVED



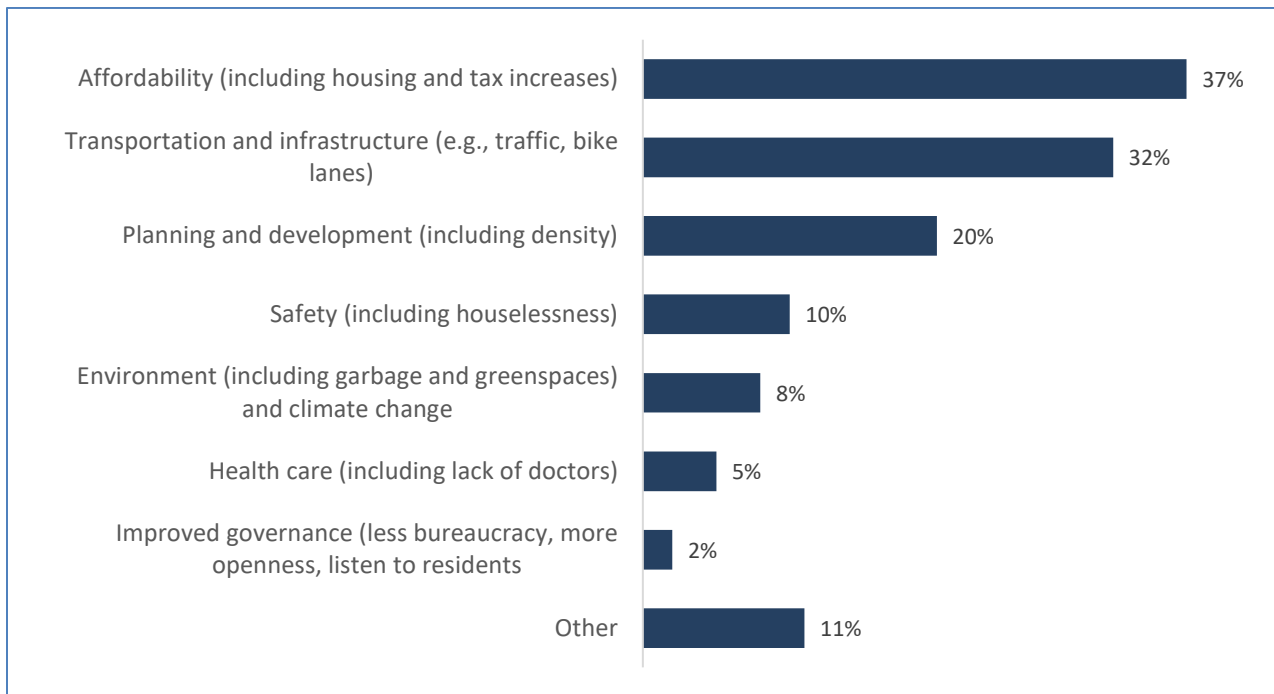
Conversely, a large portion of residents (60%) felt that *transportation and infrastructure* was the reason quality of life in Saanich had worsened. Residents also cited *safety* (26%), *poor planning and development* (22%), and a decrease in *affordability* (21%) as reasons for the decline in quality.

FIGURE 5: REASONS QUALITY OF LIFE HAS WORSENERD



When asked about the most important issue facing Saanich, residents were particularly concerned about *affordability*, including housing and tax increases (37%). As shown in Figure 6, other top reasons included *transportation and infrastructure* (32%) and *planning and development* (20%).

FIGURE 6: SINGLE MOST IMPORTANT ISSUE FACING SAANICH



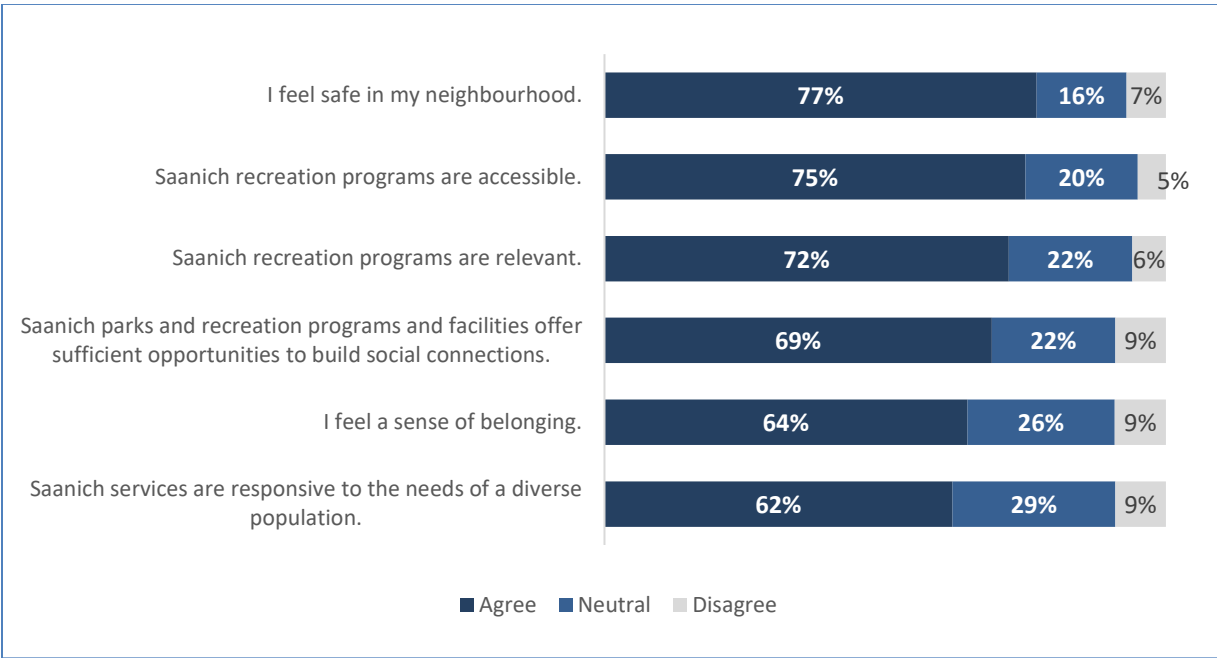
Citizens were asked about accessibility, inclusion, and safety within Saanich. More than three quarters of respondents agree that they *feel safe in their neighbourhood* (77%, including 39% who strongly agree), and that Saanich recreation programs are *accessible* (75%, 30% strongly agree) and *relevant* (72%, 31% strongly agree).

A majority of citizens also agree that Saanich provides *opportunities to build social connections* (69%), that they *feel a sense of belonging* (64%), and *Saanich services are responsive to the needs of a diverse population* (62%), as shown in Figure 7.

The survey's youngest cohort, those aged 18 to 44 years, were more likely than their counterparts to disagree with the statement, "Saanich recreation programs are accessible". This difference was statistically significant.

When asked how Saanich could improve accessibility, inclusion, and safety, residents largely mentioned improvements to both *infrastructure and traffic* (59%) and *services or facilities* (15%).

FIGURE 7: MEASURES OF ACCESSIBILITY, INCLUSION, AND SAFETY

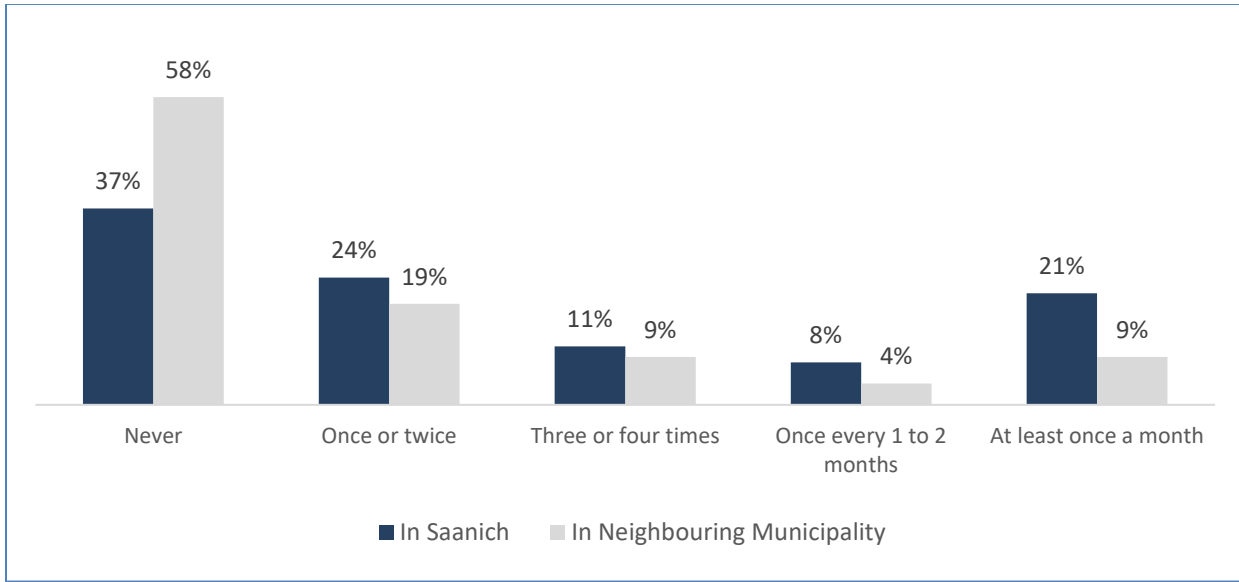


Healthy Communities

A key aspect of community well-being includes residents use and perceptions of parks and recreation facilities.

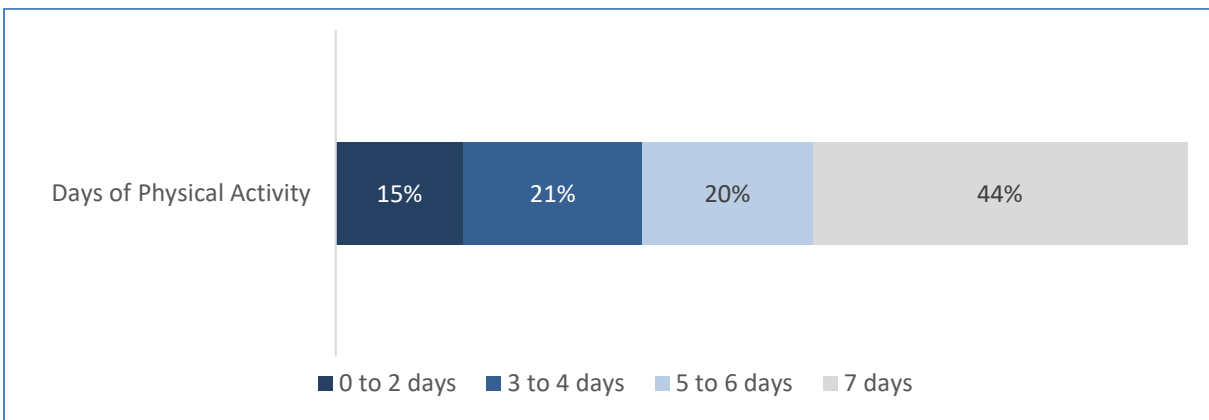
In the past 12 months, residents were more likely to have made use of a recreation centre within Saanich at least once (63%) than in a neighbouring municipality (42%). As seen in Figure 8, Saanich residents were more than twice as likely to use a facility at least once a month locally (21%) than in a neighbouring municipality (9%).

FIGURE 8: RECREATION CENTRE USE – PAST 12 MONTHS



During the week prior to the survey, Saanich residents participated in light physical activity (minimum of 10 minutes) on average 5.1 days. As seen in Figure 9, 4 in 10 (44%) residents were active seven days, with 2 in 10 residents active 5 to 6 days (20%) or 3 to 4 days (21%).

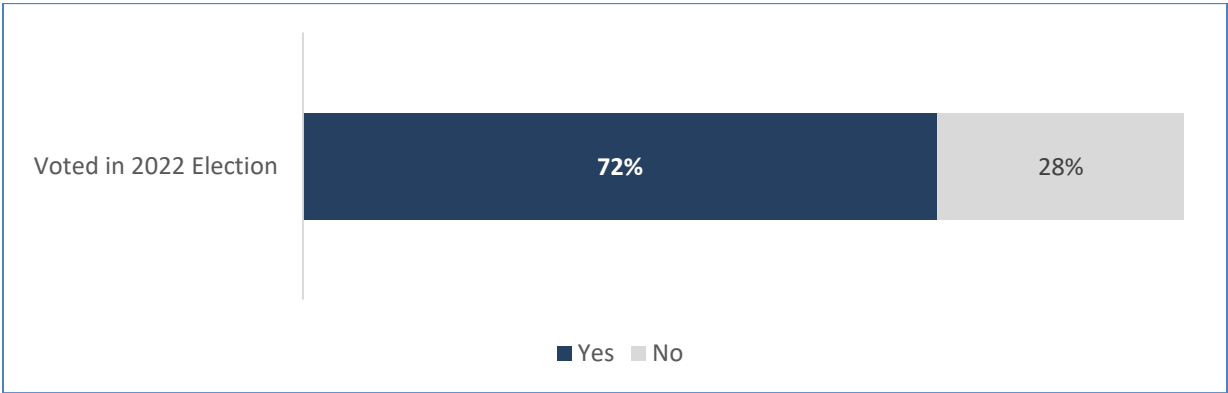
FIGURE 9: DAYS OF PHYSICAL ACTIVITIES (AT LEAST 10 MINUTES)



Community Involvement

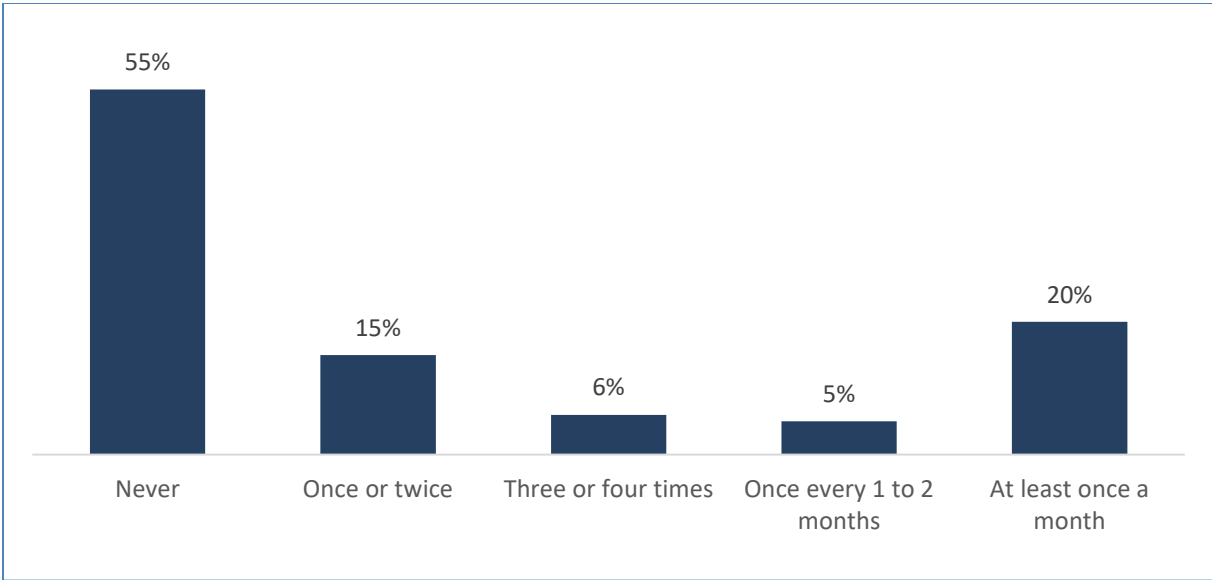
On October 15, 2022, the District of Saanich held their municipal election. Just over 7 in 10 (72%) respondents said they cast a ballot, while 28% indicated they did not. This proportion is more than double the official voter turnout of just over 31%².

FIGURE 10: 2022 ELECTION PARTICIPATION



Just under half (45%) of residents volunteered at least once within the past year, with 2 in 10 (20%) volunteering at least once a month.

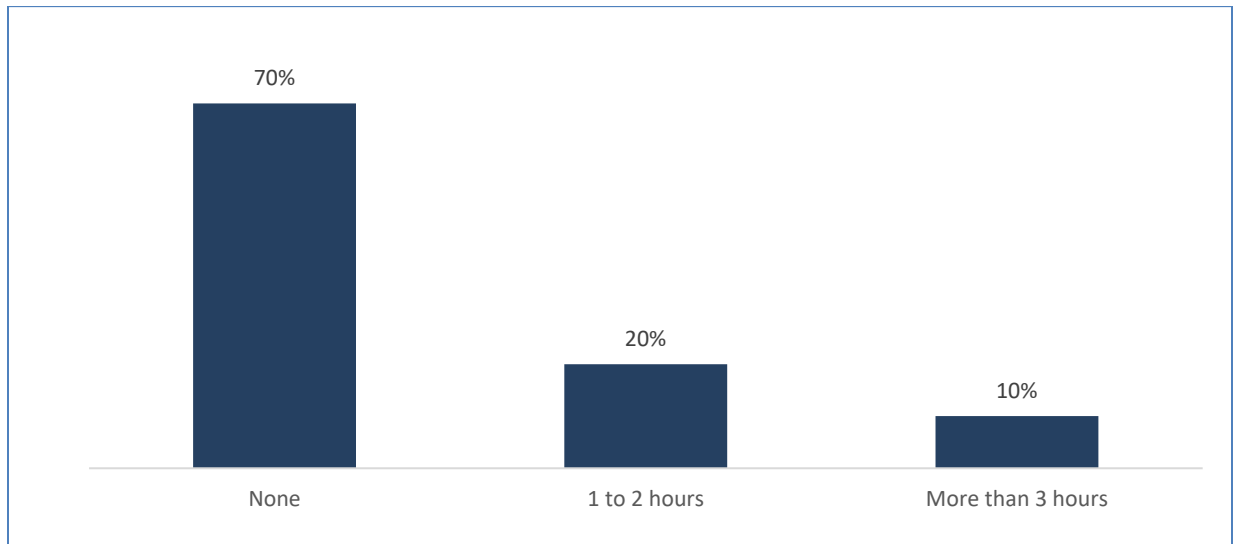
FIGURE 11: FREQUENCY FOR VOLUNTEERING – LAST 12 MONTHS



² District of Saanich Election Results webpage. Accessed February 16, 2023. <https://www.saanich.ca/EN/main/local-government/elections/election-results.html>

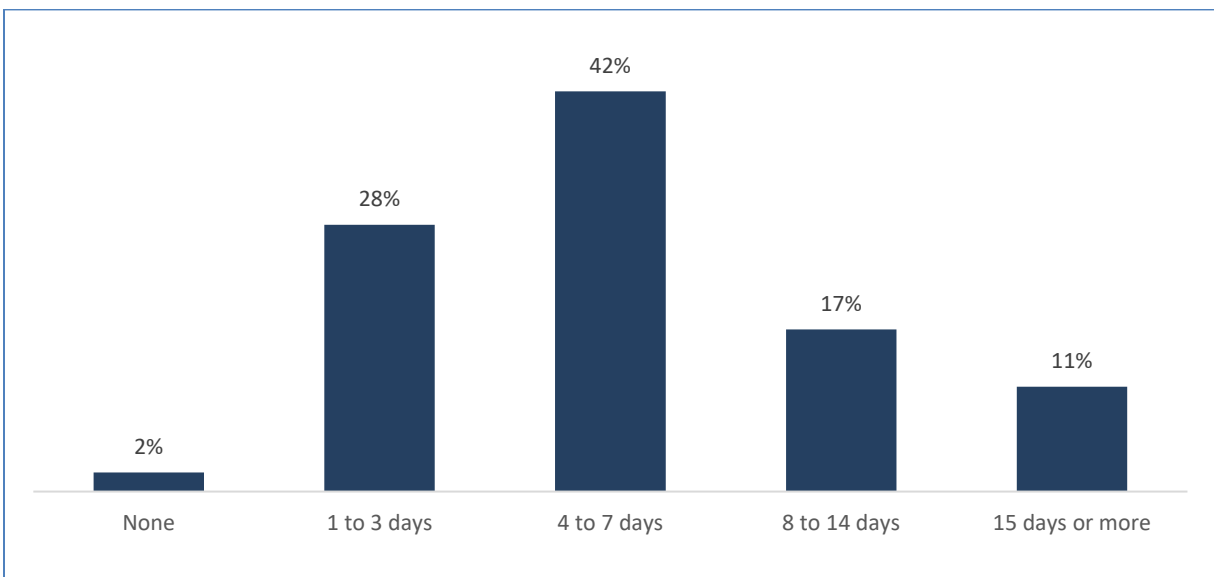
During an average week, 3 in 10 (30%) residents spend at least one hour participating in arts and heritage activities or events, averaging 2.6 hours per week.

**FIGURE 12: PARTICIPATION IN ARTS AND HERITAGE ACTIVITIES OR EVENTS
- AVERAGE HOURS PER WEEK**



In the event of a local disaster, residents are prepared for, on average, 10.3 days without outside assistance. That being said, only 3 in 10 (28%) said they have sufficient supplies (food, water, first aid, warm clothing, etc.) to sustain their household without outside assistance for more than one week.

FIGURE 13: DAYS OF SELF-RELIANCE WITHOUT OUTSIDE ASSISTANCE



Organizational Excellence

According to the 2019-2023 Strategic plan, as part of Saanich's goal for organizational excellence, Saanich aims for:

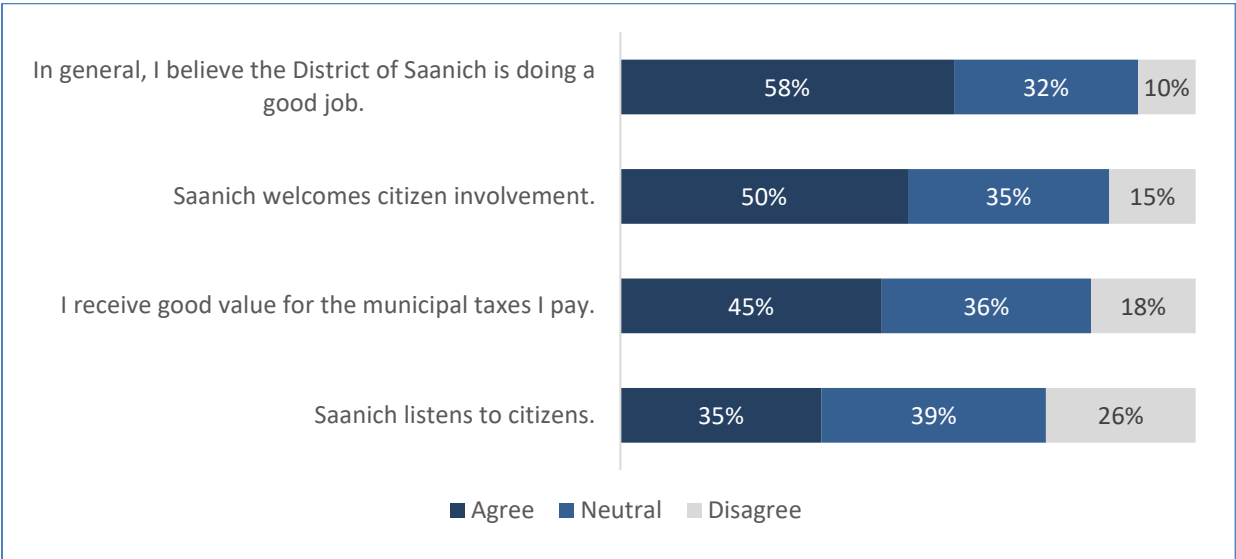
- good governance
- financial sustainability
- service excellence
- a high-performing workforce

Good Governance

At least half of residents agree *the District of Saanich is doing a good job* (58%) and *Saanich welcomes citizen involvement* (50%), while more over 4 in 10 residents (45%) agree they *receive good value for their municipal taxes* (45%).

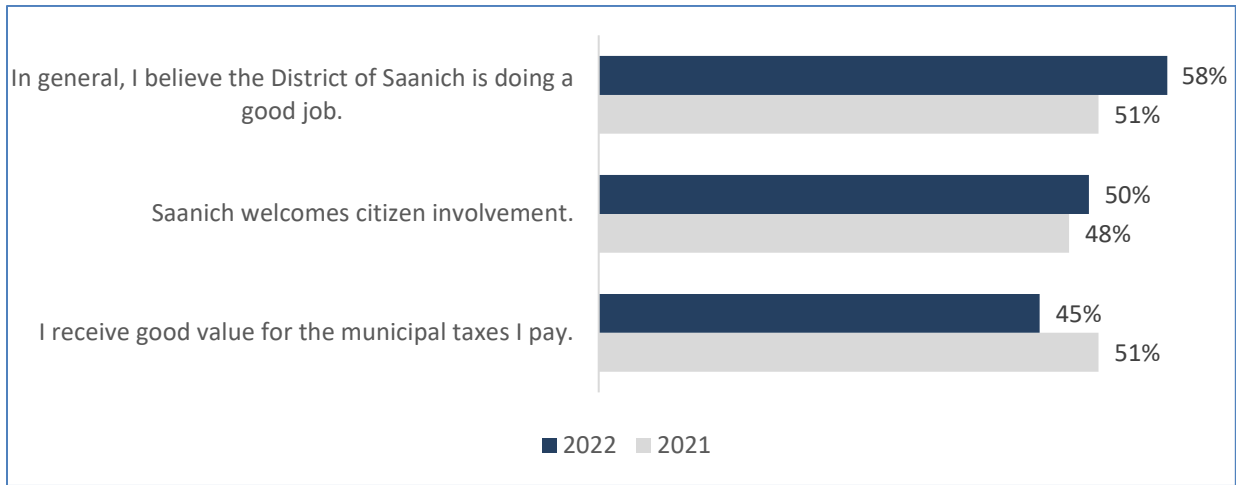
Looking at Figure 14, residents were more likely to be neutral (39%) to the statement *Saanich listens to citizens* than agree (35%), with about a quarter (26%) of residents who disagreed.

FIGURE 14: GENERAL MEASURES OF GOOD GOVERNANCE



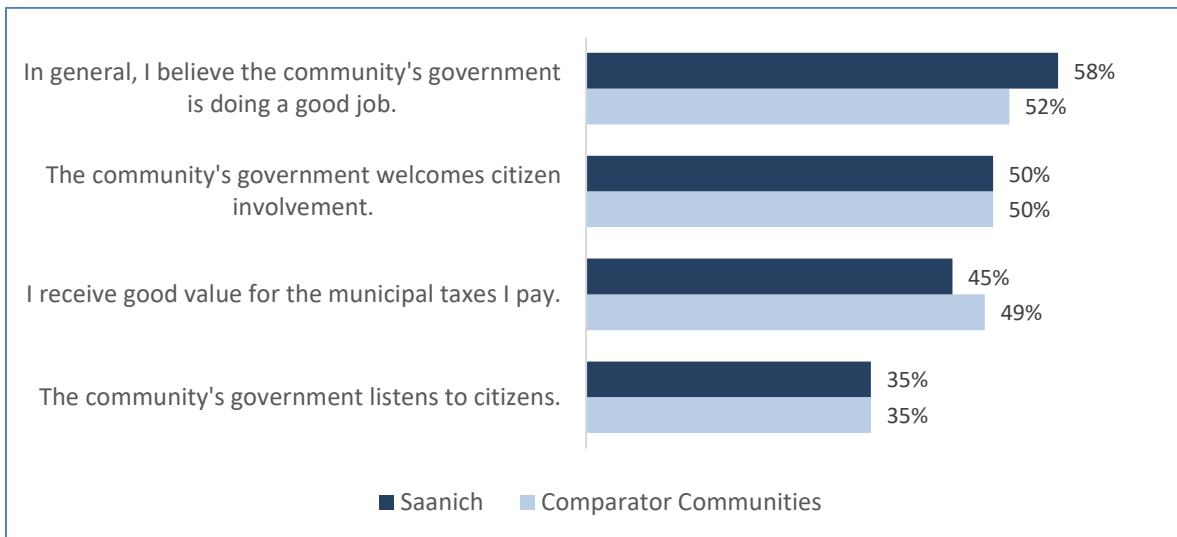
As seen in Figure 15, residents in 2022 are more likely to *believe the District of Saanich is doing a good job* than in 2021 (58% vs. 51%) but are less likely to agree they *receive good value for their municipal taxes* (45% vs. 51%).

FIGURE 15: GENERAL MEASURES OF GOOD GOVERNANCE BY YEAR - % WHO AGREE



Saanich residents (58%) were more likely to agree that their community’s government was doing a good job than residents of the comparator communities (52%). As seen in Figure 16. Saanich residents were less likely to agree they receive good value for the taxes they pay (45% vs. 49%).

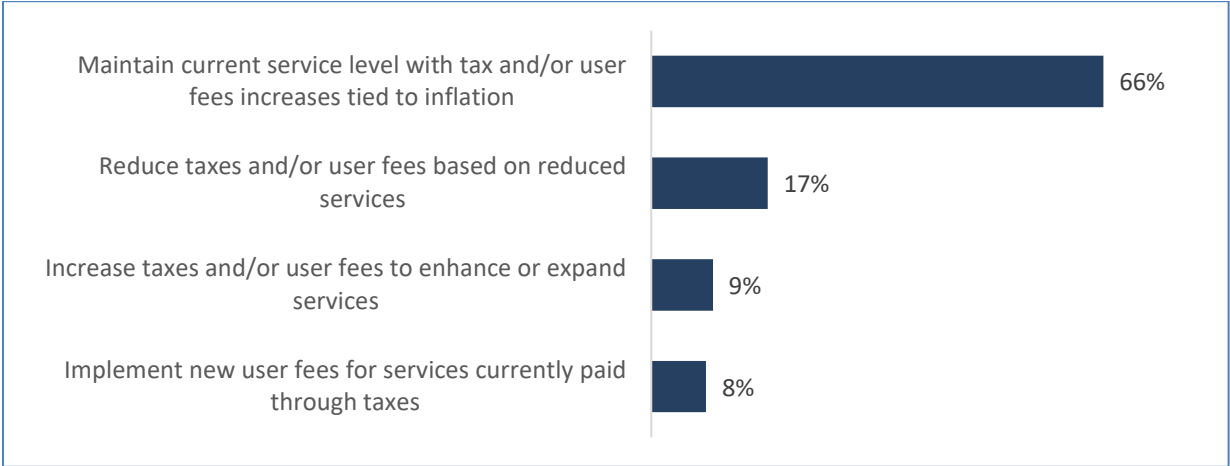
FIGURE 16: GENERAL MEASURES OF GOOD GOVERNANCE BY COMMUNITY - % WHO AGREE



Financial Sustainability

When asked for their opinions on taxes and user fees, the majority of respondents (66%) would prefer to *maintain current service levels, with tax and/or user fees tied to inflation*. Per Figure 17, less than 2 in 10 (17%) residents prefer to *reduce taxes and/or user fees*, while 1 in 10 would choose to *increase taxes and/or user fees* (9%) or *implement new user fees* (8%).

FIGURE 17: TAXES AND USER FEES

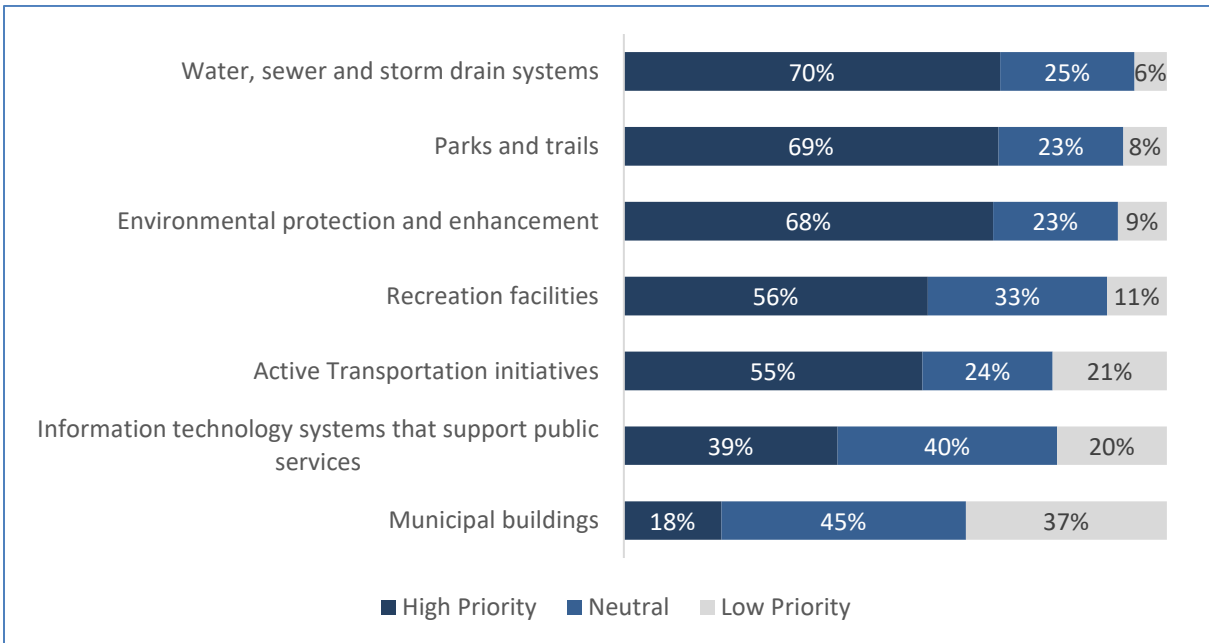


Residents who disagreed with the statement “*I receive good value for the municipal taxes I pay*” were more likely to advise Council to *reduce taxes and/or user fees* and less likely to prefer to *maintain current service levels, with tax and/or user fees tied to inflation*.

Residents were asked to rate the priority of several fiscal projects. The projects considered the highest priority were *water, sewer, and storm drain systems* (70%), *parks and trails* (69%) and *environmental protection and enhancement* (68%).

As shown in Figure 18, over half of residents also considered *recreation facilities* (56%) and *active transportation initiatives* (55%) as high priorities. Conversely, around 4 in 10 (37%) residents considered *municipal buildings* a low priority.

FIGURE 18: PRIORITIES FOR FISCAL MANAGEMENT

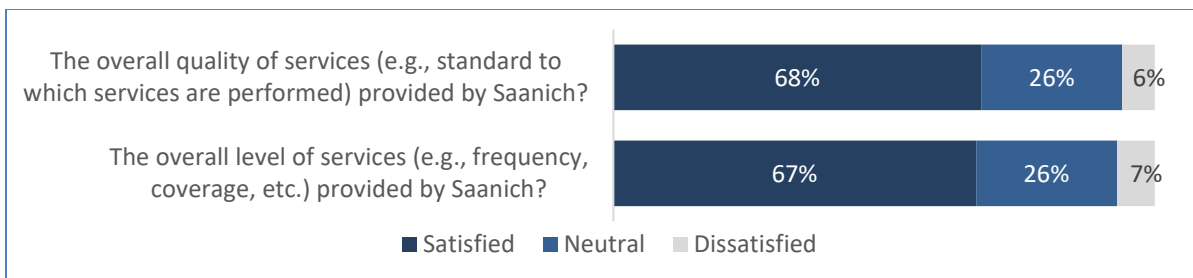


Persons with a disability were more likely to consider *environmental protection and enhancement* a high priority. The difference was statistically significant.

Service Excellence

Overall, most residents were satisfied with the *quality* (68%, 20% very satisfied) and *level* (67%, 18% very satisfied) of services provided by Saanich.

FIGURE 19: SATISFACTION WITH OVERALL LEVEL AND QUALITY OF SERVICE



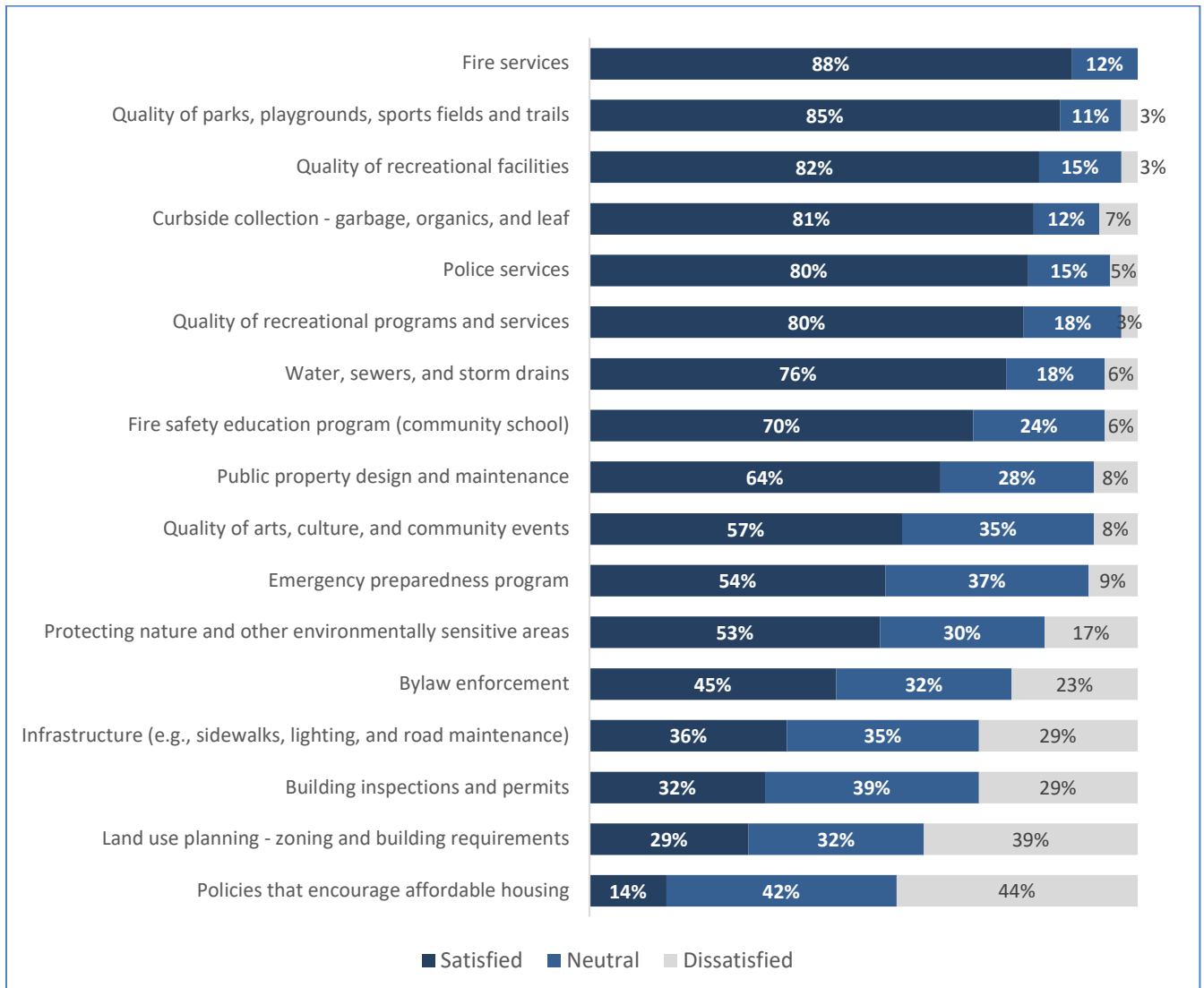
This overall satisfaction was largely reiterated when residents were asked about specific services. At least 8 in 10 residents were satisfied with Saanich’s *fire services* (88%) and *police services* (80%), yet less than half (45%) were satisfied with *bylaw enforcement*. Residents were also satisfied with District facilities and programs, with

the quality of *parks* (85%), *recreational facilities* (82%) and *programs* (80%), and *arts, culture, and community events* (57%).

Areas where residents were less satisfied mostly centred on housing and development. As seen in Figure 20, *policies that encourage affordable housing* (44%), *land use planning, including zoning and building requirements* (39%), and *building inspections and permits* (29%) were services that received that largest dissatisfaction proportions.

Persons with a disability were more likely to be dissatisfied with Saanich’s *water, sewers, and storm drains*. The difference was statistically significant.

FIGURE 20: SATISFACTION WITH SPECIFIC DISTRICT SERVICES



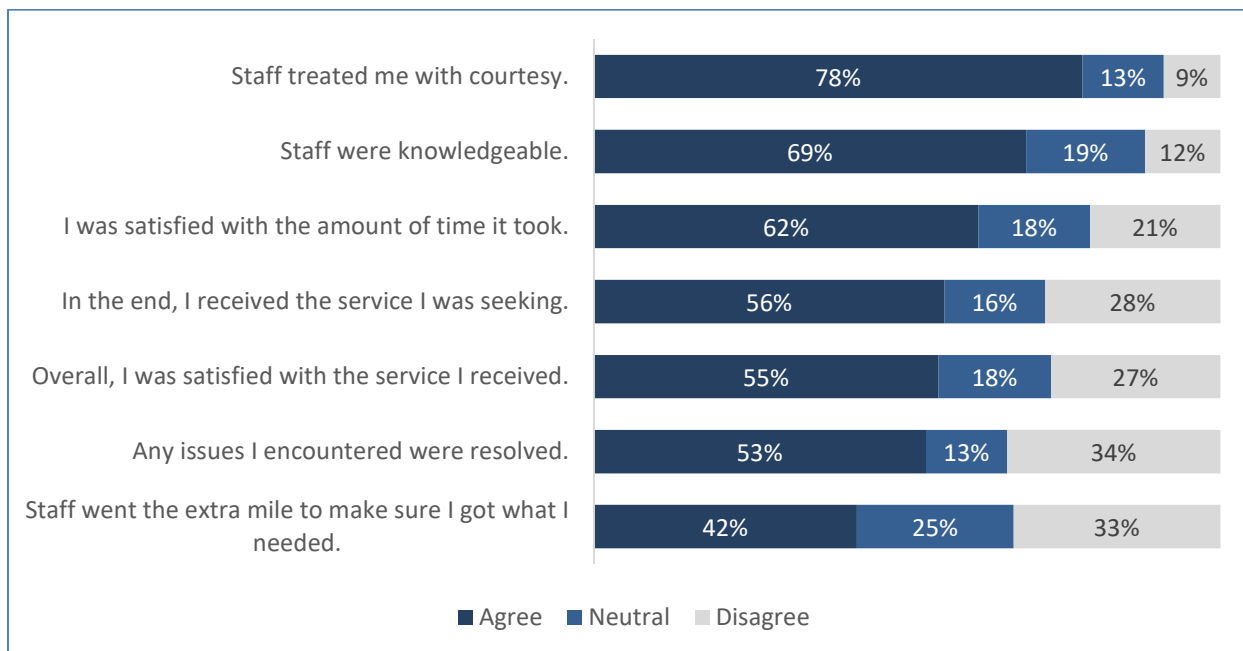
Saanich's workforce

Another key element to organizational excellence, according to Saanich's 2019-2023 Strategic Plan, is to have a high-performing workforce.

During the past year, 4 in 10 (43%) respondents contacted the District with a question, problem, or complaint. These residents were then asked about their most recent interaction with a Saanich staff member.

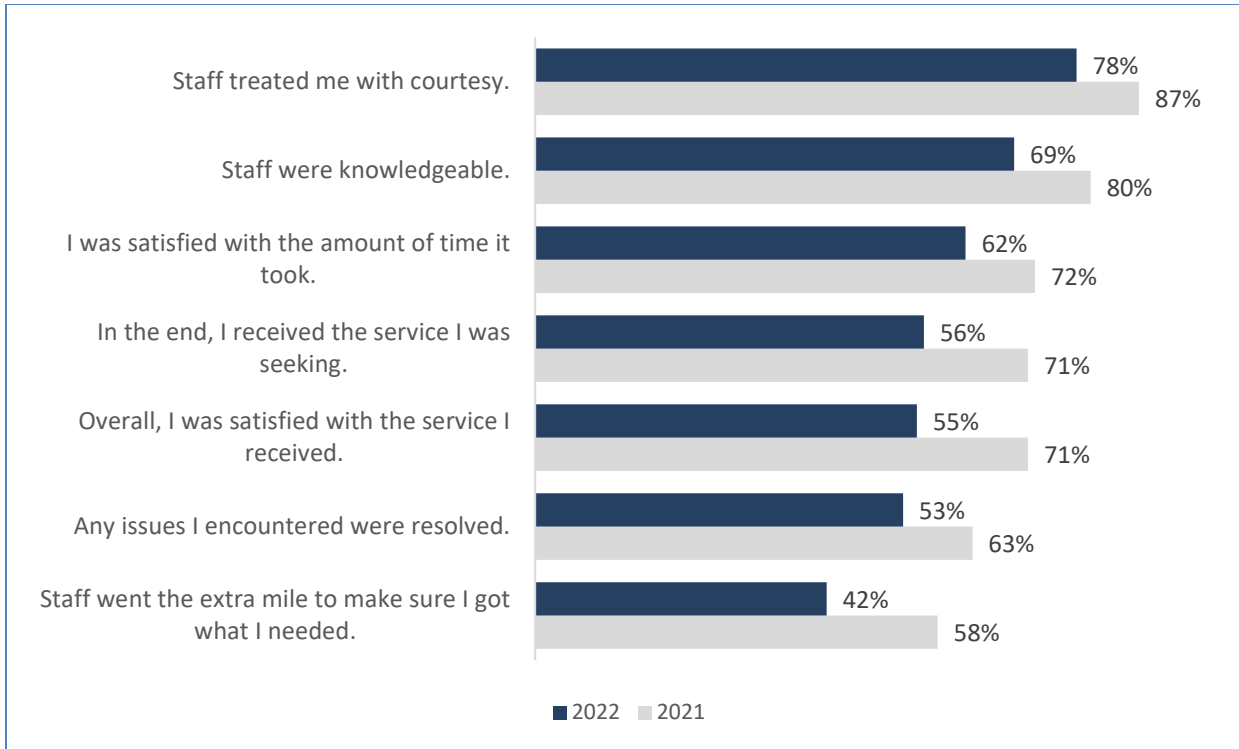
A majority of these residents agreed with most positive statements about the Saanich staff, with *staff treated me with courtesy* (78%), *staff were knowledgeable* (69%), and *I was satisfied with the amount of time it took* (62%) receiving the highest agreement proportions. As seen in Figure 21, 4 in 10 (42%) of residents agreed *staff went the extra mile*, a possible area for improvement.

FIGURE 21: PERCEPTIONS OF STAFF



Compared to perceptions in 2021, residents are less likely now to agree with all of the statements related to Saanich staff. As shown in Figure 22, decreases ranged from 5 to 16 percentage points.

FIGURE 22: PERCEPTIONS OF STAFF BY YEAR - % WHO AGREE



TRANSPORTATION AND INFRASTRUCTURE

In the 2019-2023 Strategic Plan, transportation falls under two key goals:

- 1) Community well-being (including active modes of transportation)
- 2) Climate action (including balanced modes of transportation to reduce environmental impacts)

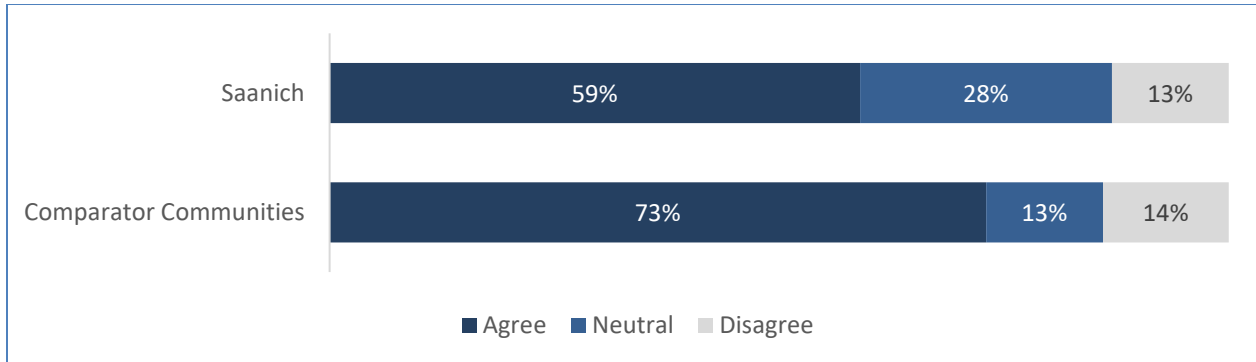
Additionally, infrastructure falls under a key goal for “affordable housing, land-use and infrastructure”.

This section summarises the results from all the survey questions in the citizen survey related to transportation and infrastructure.

When asked whether they felt safe using Saanich’s roads, 59% of respondents agreed, 28% were neutral, and 13% disagreed with the statement.

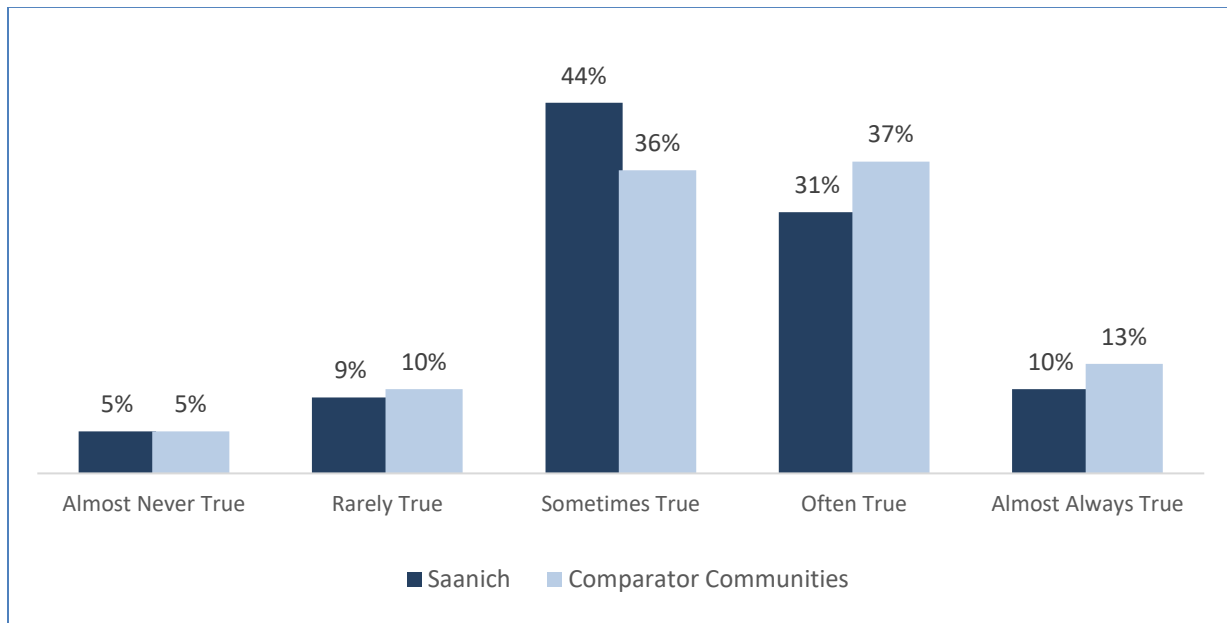
As seen in Figure 23, Saanich residents (59%) were less likely to feel safe while using the roads than residents from the comparator communities (73%).

FIGURE 23: FEELING OF SAFETY WHEN USING THE ROADS BY COMMUNITY



When asked whether Saanich drivers, cyclists, and pedestrians safely navigate shared spaces (i.e., roads, intersections, and crosswalks) the most common response was *sometimes true* (44%). As seen in Figure 24, around 4 in 10 (41%) said this statement was *often* or *almost always true*, compared to 1 in 10 (15%) who said it was *rarely* or *almost never true*.

FIGURE 24: DRIVERS, CYCLISTS, AND PEDESTRIANS SAFELY NAVIGATE SHARED SPACES

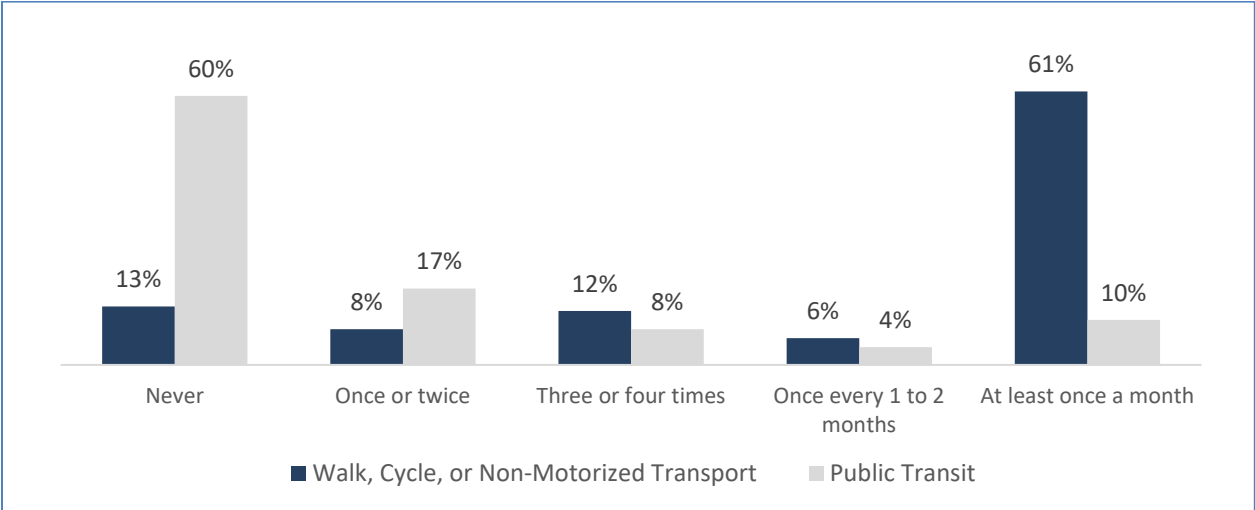


Saanich residents (41%) were less likely than residents of the comparator communities (50%) to say that the statement “drivers, cyclists, and pedestrians in their community safely navigate shared spaces” was *often* or *almost always true*.

Residents who do not feel safe using Saanich’s roads were more likely than their counterparts to say Saanich drivers, cyclists, and pedestrians *rarely* or *almost never* safely navigate shared spaces. These differences were statistically significant.

About 6 in 10 (61%) residents walk, cycle, or use a non-motorized form of transportation *at least once a month*. This contrasts sharply with public transportation usage, where the majority of residents (60%) *never* used public transit in the past 12 months.

FIGURE 25: FREQUENCY OF TRANSPORTATION METHOD – PAST 12 MONTHS

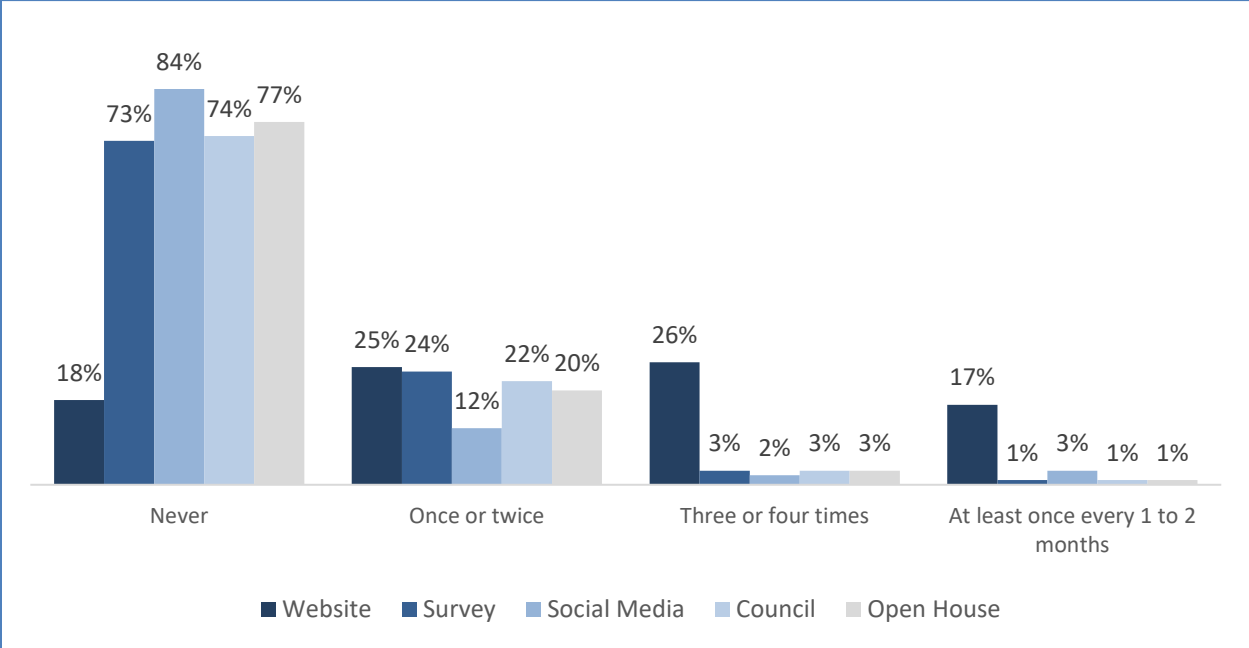


Communications and Engagement

As a means of understanding responses to the above sections directly related to the Strategic Plan, it is important to gauge citizens’ needs, perspectives, and behaviours related to communication. For example, whether or not respondents find a particular program or policy effective is likely influenced by if they’ve received the necessary information in a manner that meets their needs. This section focuses on the results from all survey questions in the citizen survey related to communications and engagement.

Residents were asked about their interactions with the District during the last twelve months. As seen in Figure 26, the *Saanich municipal website* was the most common method of communication, with 82% accessing at least once. Within the past year, around a quarter of residents have either *participated in a survey* (27%) or attended a *Saanich Council meeting* (26%) or an *open house* (23%).

FIGURE 26: MODE AND FREQUENCY OF COMMUNICATION

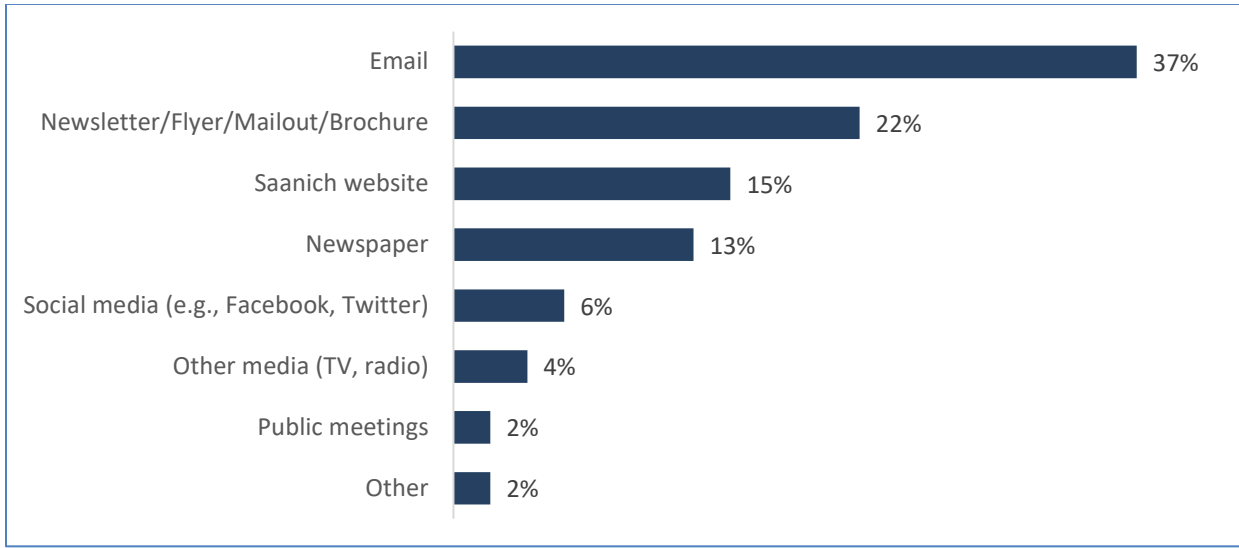


Cadboro Bay residents were more likely than other residents to have *attended a Council meeting* within the last 12 months. This difference was statistically significant.

When asked about the best method for Saanich to communicate information to residents, over a third (37%) of residents selected *email* as their top choice, followed by a *newsletter, flyer, mailout, or brochure* (22%). As shown in Figure 27, around 1 in 10 would prefer to get information about the District from *Saanich’s website* (15%) or the *newspaper* (13%).

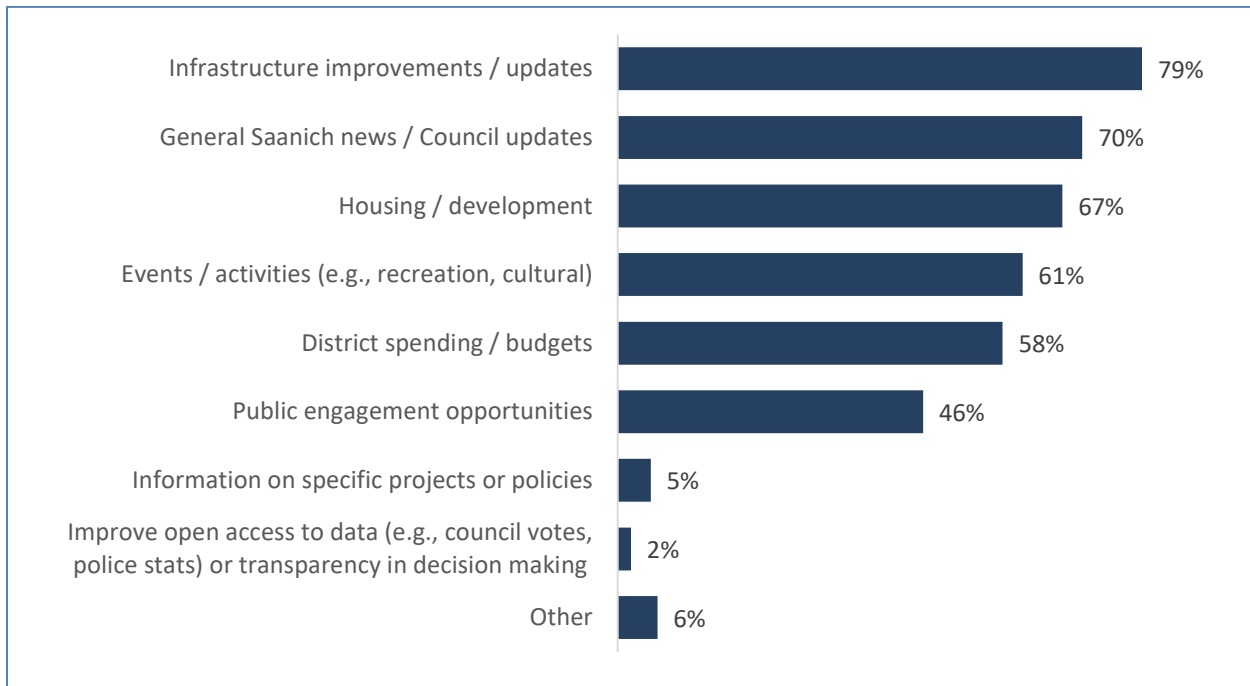
Respondents aged 18 to 44 years old were more likely than their counterparts to prefer *email* to receive information from Saanich and less likely to select the *Saanich website* or *newspaper*. These differences are statistically significant.

FIGURE 27: BEST METHOD FOR SAANICH TO COMMUNICATE INFORMATION



Saanich residents would most like to be informed about *infrastructure improvements and updates* (79%). A large portion of residents would also like to hear about *general Saanich news and Council updates* (70%) and information related to *housing and development* (67%) or *events and activities* (61%).

FIGURE 28: INFORMATION NEEDS



SAANICH BUSINESS SURVEY RESULTS

Respondent Profile

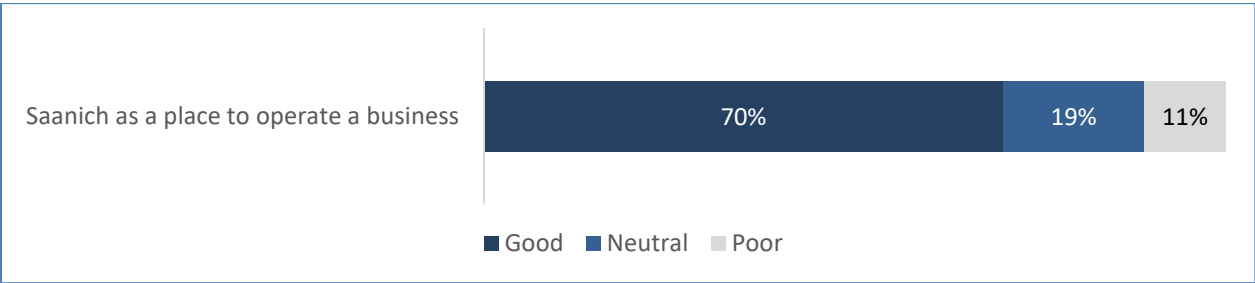
Demographic	Count	Percentage
Local Area		
Blenkinsop/Cadboro Bay	9	7%
Carey	9	7%
Cordova Bay	6	5%
Gordon Head	15	12%
North Quadra	5	4%
Quadra	16	13%
Royal Oak	14	12%
Rural Saanich	7	6%
Saanich Core	17	14%
Shelbourne	12	10%
Tillicum	11	9%
Years in Saanich		
5 years or less	48	40%
6 to 10 years	24	20%
11 to 20 years	27	23%
Over 20 years	20	17%
Employees (including self)		
1 employee	57	45%
2 to 4 employees	34	27%
5 to 9 employees	15	12%
10 to 19 employees	11	9%
20 or more employees	10	8%

Note: "Don't know" and "Prefer not to answer" responses are excluded from the calculations. Groups within the demographic categories may have been combined to avoid suppression. Totals may not sum to 100% due to rounding.

Business Environment

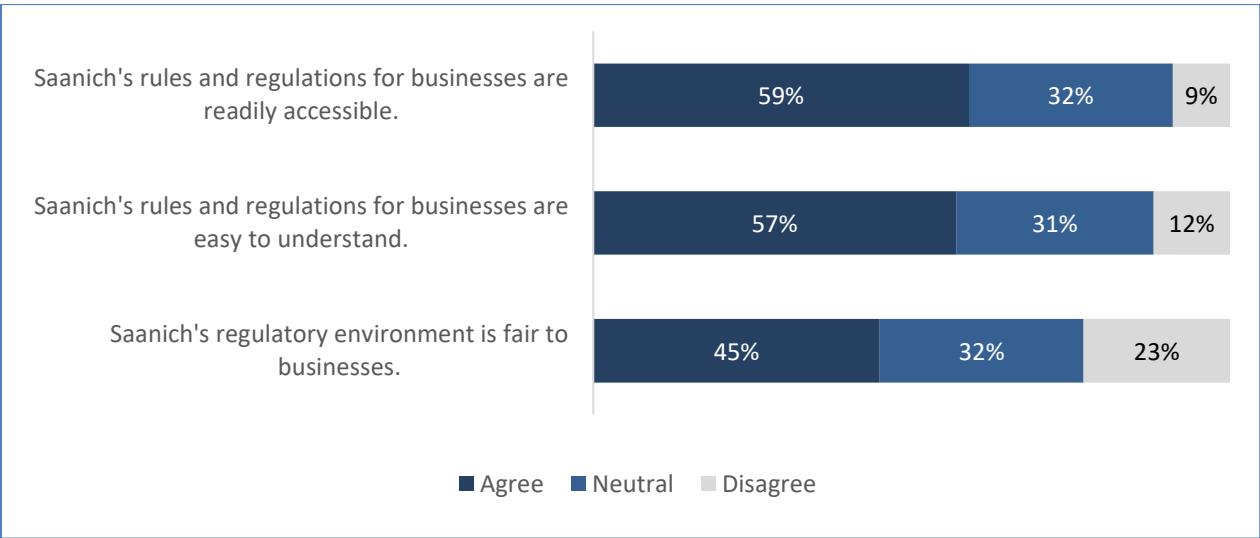
Businesses in Saanich largely consider the community a good place (70%) to operate a business, including 22% who said it was a very good place. As seen in Figure 29, only 1 in 10 (11%) businesses rated Saanich as a poor place to operate a business.

FIGURE 29: SAANICH BUSINESS ENVIRONMENT



Over half of businesses agreed that Saanich’s rules and regulations for businesses are *readily accessible* (59%) and *easy to understand* (57%). Around 1 in 10 businesses disagreed (*readily accessible* 9%; *easy to understand* 12%). As seen in Figure 30, nearly half (45%) of businesses agreed Saanich’s regulatory environment is *fair to businesses* (10% strongly agree), with a quarter (23%) disagreeing.

FIGURE 30: SAANICH BUSINESS RULES AND REGULATIONS



When asked about the positive factors that keep businesses in Saanich, three-quarters of respondents (76%) cited *location (including working from home)*. Other common reasons were *business environment (28%), lifestyle and infrastructure (22%),* and *the Saanich community (17%)*.

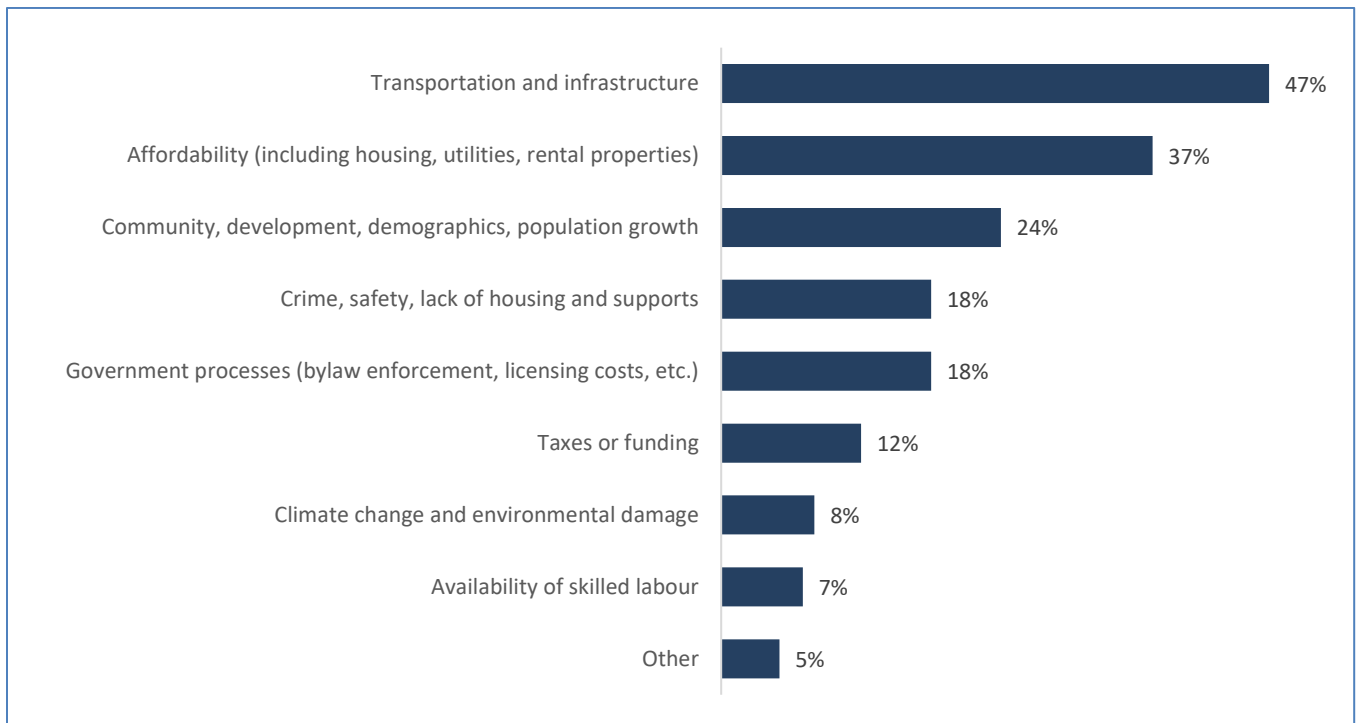
FIGURE 31: POSITIVE FACTORS OF BUSINESS IN SAANICH



Over 2 in 3 (70%) businesses are expecting their organizations to stay the same in the next year, while 2 in 10 (20%) are looking to expand. Around 1 in 10 businesses plan to downsize (8%).

Thinking ahead to the next five years, businesses were asked about the biggest challenges facing Saanich. The most popular response was *transportation and infrastructure (47%),* followed by *affordability, including housing, utilities, and rental properties (37%),* *community development and changing demographics (24%),* *government process (18%),* and *crime and safety (18%).*

FIGURE 32: BIGGEST CHALLENGES – NEXT FIVE YEARS



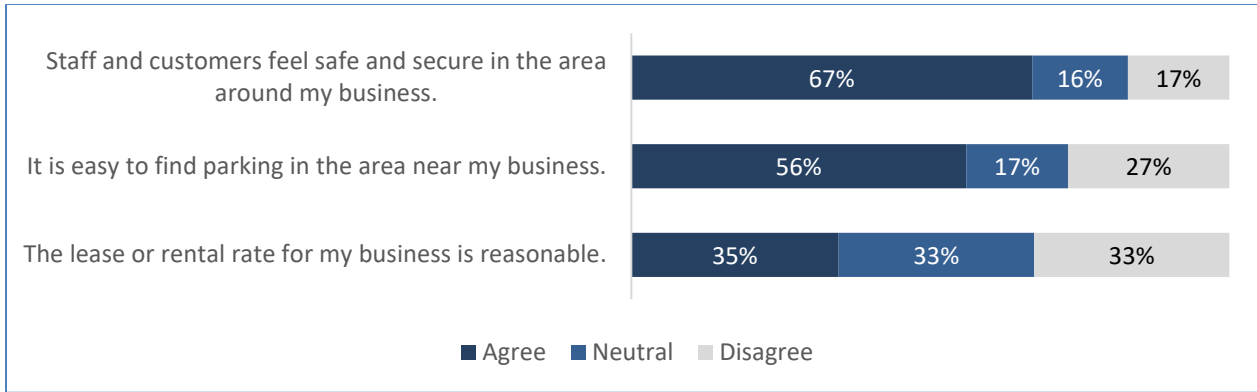
One-fifth of (20%) businesses plan on moving or relocating their operations in the next five years, with two-thirds (68%) of these businesses planning on leaving Saanich.

Amongst businesses planning on moving or relocating, the main reasons are *reduced business costs in new location* (32%) and *loss of current space* (23%).

Business Location

When asked about the neighbourhood surrounding their Saanich locations, most businesses agreed *staff and customers feel safe and secure* (67%) and *it is easy to find parking* (56%). As seen in Figure 33, businesses were just as likely to agree (35%) that *the lease or rental rate for my business is reasonable* as they were to disagree (33%).

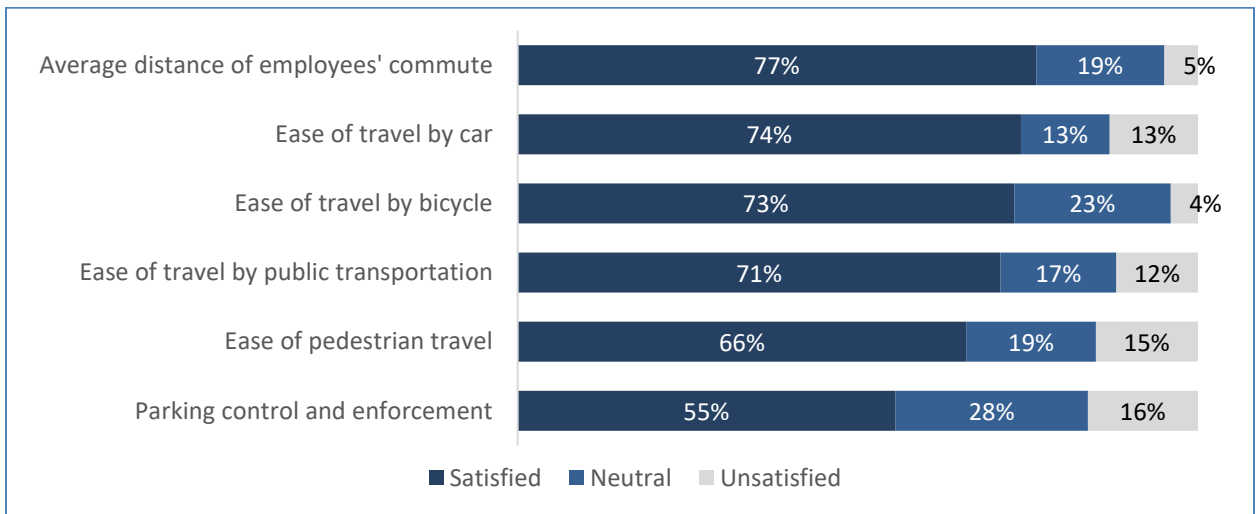
FIGURE 33: BUSINESS NEIGHBOURHOOD



Saanich businesses with at least 5 employees (including themselves) and those located in Central Saanich (Quadra, Saanich Core, or Shelbourne) were less likely than their counterparts to agree that their *staff and customers feel safe and secure in the area around their business*. These differences are statistically significant.

On the subject of transportation of customers and staff to and from their Saanich locations, businesses were generally satisfied. At least 2 in 3 businesses were satisfied with the ease of travel *by car* (74%), *by bicycle* (73%), and *by public transportation* (71%), and the ease of *pedestrian travel* (66%). Around three-quarters (77%) of business were satisfied with the *average distance of employees' commute*, while over half (55%) were satisfied with *parking control and enforcement*.

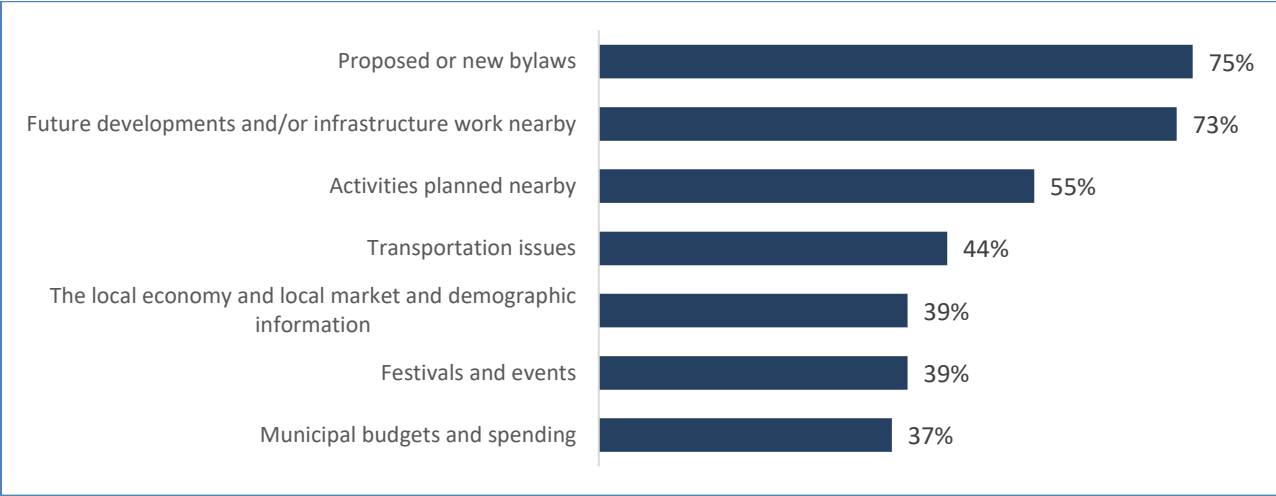
FIGURE 34: SATISFACTION REGARDING TRANSPORTATION TO BUSINESS LOCATION



Communication

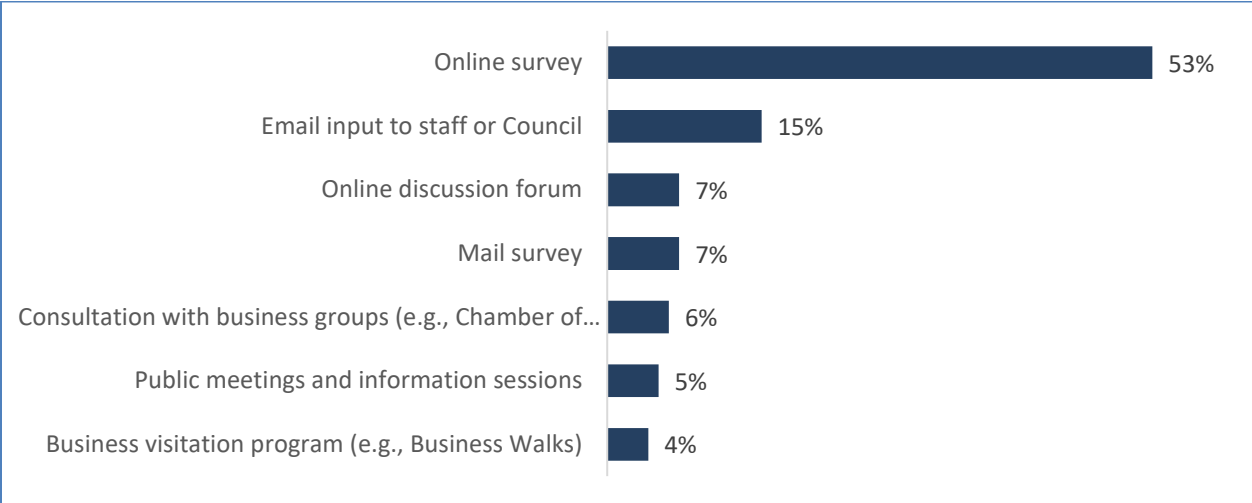
Around 3 in 4 businesses would like to receive information from Saanich about *proposed or new bylaws* (75%) or *future developments and/or infrastructure work nearby* (73%). There was also interest in hearing about *activities planned nearby* (55%), *transportation issues* (44%), *the local economy, market, and demographics* (39%), *festivals and events* (39%), and *municipal budgets and spending* (37%).

FIGURE 35: INFORMATION OF INTEREST



When asked about their preferred way to be consulted by Saanich with respect to local issues that affect business, a majority (53%) of businesses favour *online surveys*. The next highest choice was *email input to staff or Council* (15%).

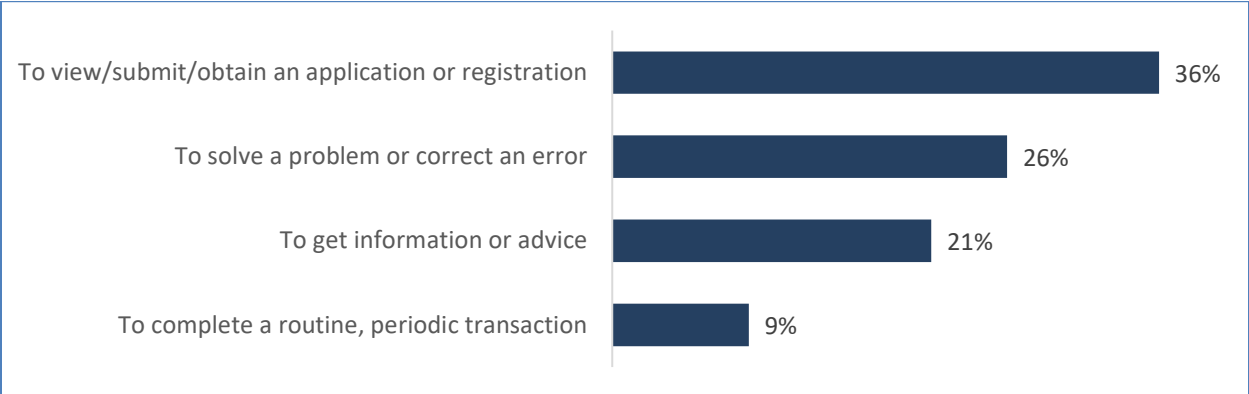
FIGURE 36: PREFERRED METHOD TO BE CONSULTED BY SAANICH



Customer Service

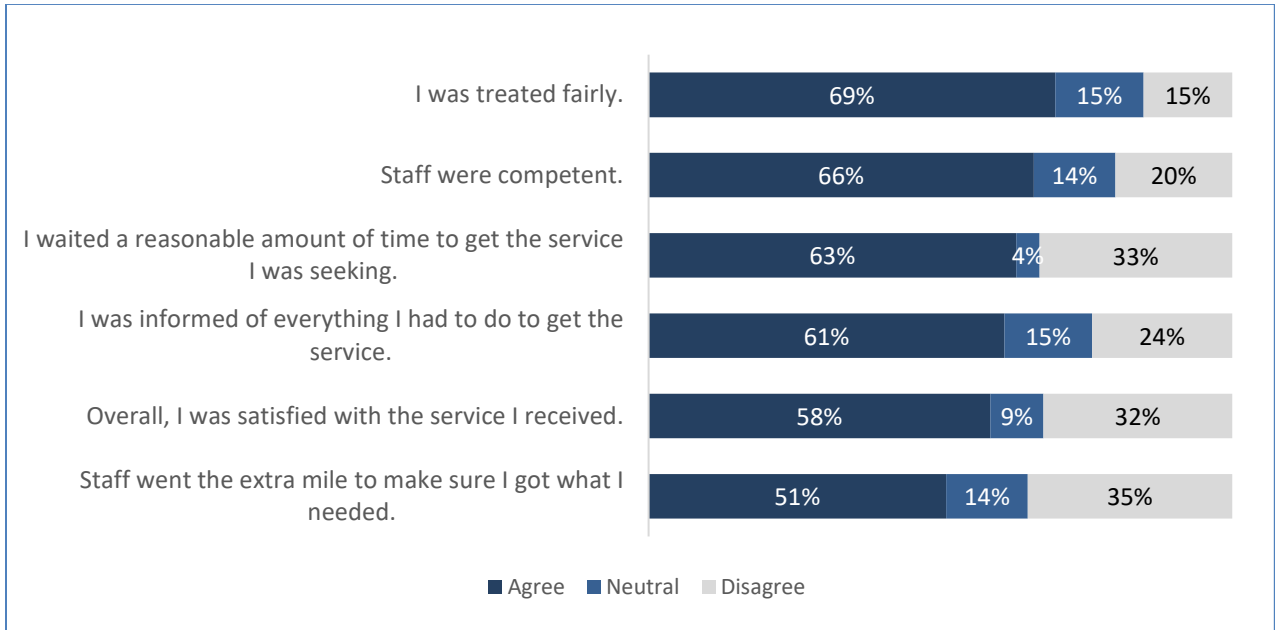
Around 4 in 10 (43%) businesses personally contacted or dealt with a Saanich employee regarding their business in the past year. Among these businesses, the most recent interactions were often related to *viewing, submitting, or obtaining an application or registration* (36%), *solving a problem or correcting an error* (26%), or *to get information or advice* (21%).

FIGURE 37: REASON FOR MOST RECENT INTERACTION WITH SAANICH EMPLOYEE



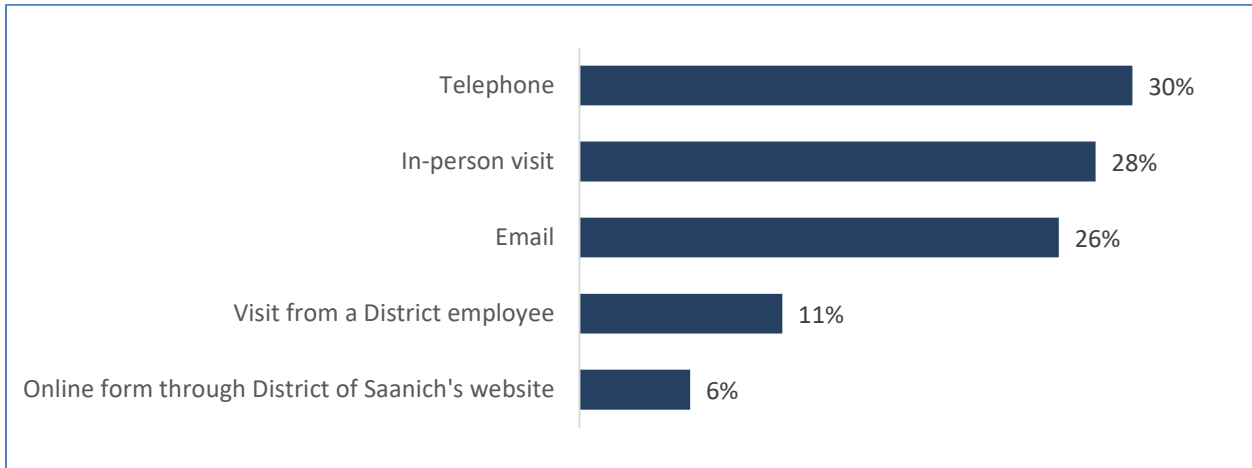
Regarding the service they received during their most recent interaction, most businesses agreed *they were treated fairly* (69%), *staff were competent* (66%), *they waited a reasonable amount of time to receive service* (63%), *they were informed of everything needed to get the service* (61%), and *staff went the extra mile* (51%). As seen in Figure 38, around 6 in 10 (58%) businesses agreed they were *satisfied with the service they received*, including 38% who strongly agreed.

FIGURE 38: EXPERIENCE WITH SAANICH EMPLOYEE



Businesses contacting Saanich regarding their business largely did it over the *telephone* (30%), *in-person* (28%), or by *email* (26%).

FIGURE 39: METHOD OF CONTACT WITH SAANICH EMPLOYEE

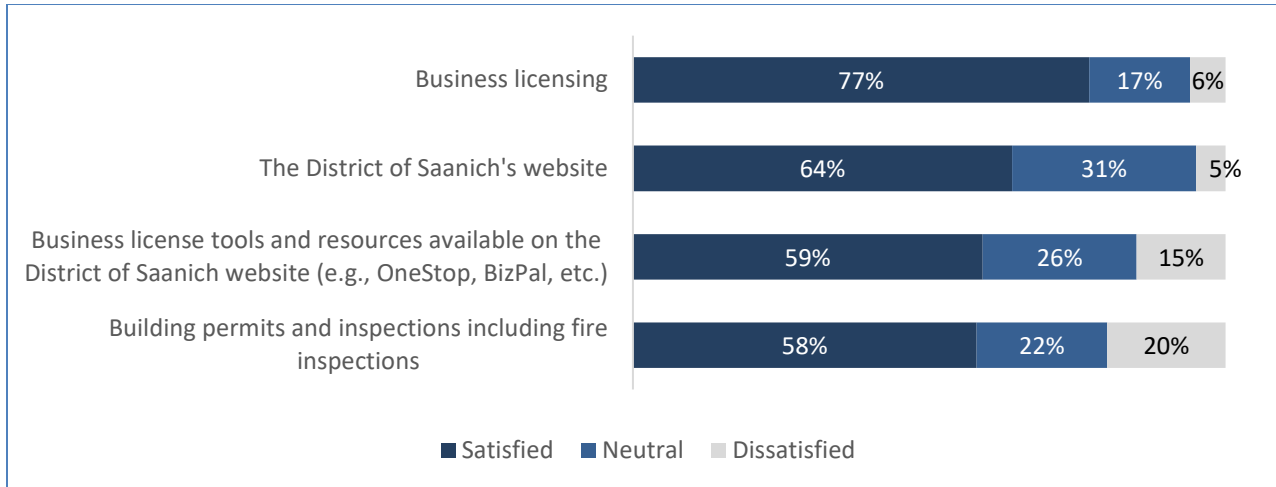


Business Services

Businesses were asked how satisfied they were with the business services offered by Saanich. Nearly 8 in 10 (77%) businesses were satisfied with Saanich’s *business licensing*, including 43% who were very satisfied. Around 6 in 10 businesses were

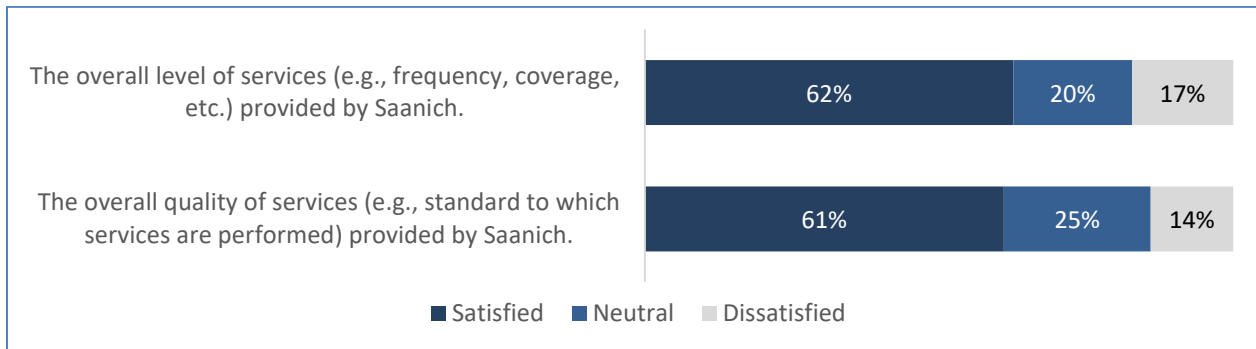
satisfied with *Saanich's website* (64%), *business license tools and resources available on website* (59%) and *building permits and inspections* (58%).

FIGURE 40: SATISFACTION WITH SAANICH BUSINESS SERVICES



Similarly, about 6 in 10 businesses were satisfied with the *overall level* (62%) and *overall quality* (61%) of services provided by Saanich.

FIGURE 41: OVERALL SATISFACTION WITH SAANICH BUSINESS SERVICES

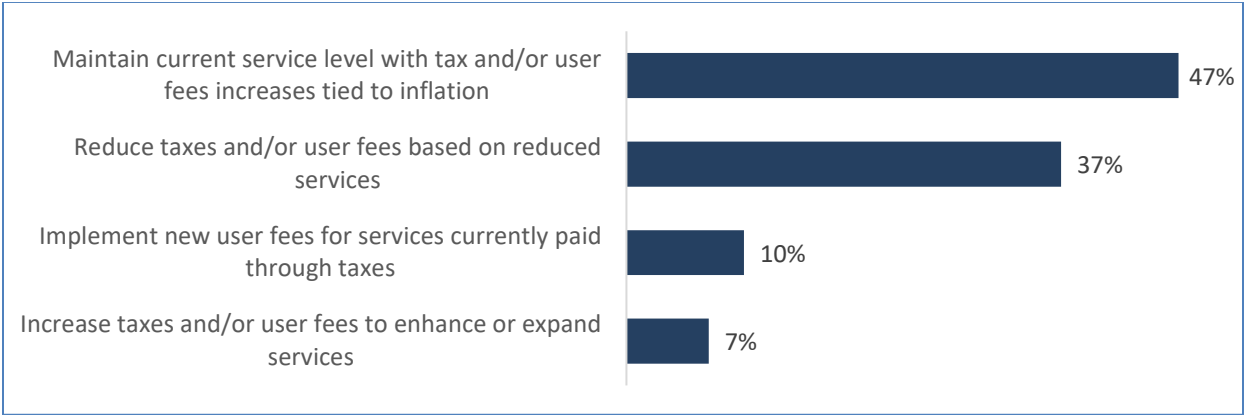


Governance and the Local Economy

Nearly half (47%) of businesses would like the Saanich Council to *maintain current service levels with a managed tax and/or user fee increase tied to inflation*, while over a third (37%) would like Council to *reduce taxes and/or user fees based on reduced services*. As seen in Figure 42, about 1 in 10 businesses support *implementing new*

user fees for services currently paid through taxes (10%) or an increase in taxes and/or user fees to enhance or expand services (7%).

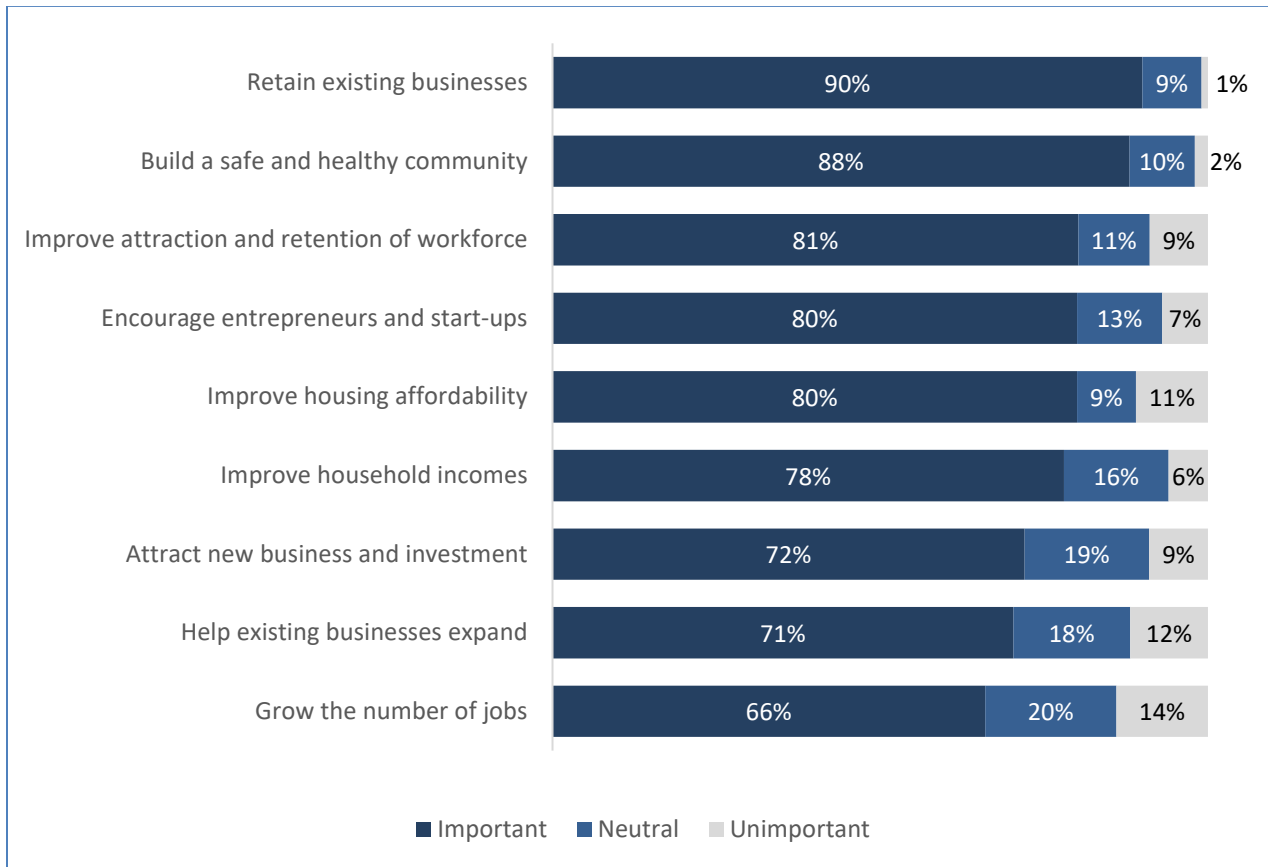
FIGURE 42: HOW SAANICH COUNCIL SHOULD HANDLE SERVICES, TAXES, AND USER FEES



Businesses with at least 5 employees were less likely to advise Council to *maintain current service levels*, while businesses with only one employee were less likely to suggest that Council *reduce taxes and/or user fees*. These differences are statistically significant.

Businesses were asked to rate the importance of a series of business and economic development goals. The most importance goal to the local economy was *retain existing businesses* (90%). The next most important goals were *build a safe and healthy community* (88%), *improve attraction and retention of workforce* (81%), *improve housing affordability* (80%), and *encourage entrepreneurs and start-ups* (80%). A majority of businesses also considered *improve household incomes* (78%), *attract new business and investment* (72%), *help existing businesses expand* (71%), and *grow the number of jobs* (66%) as important goals.

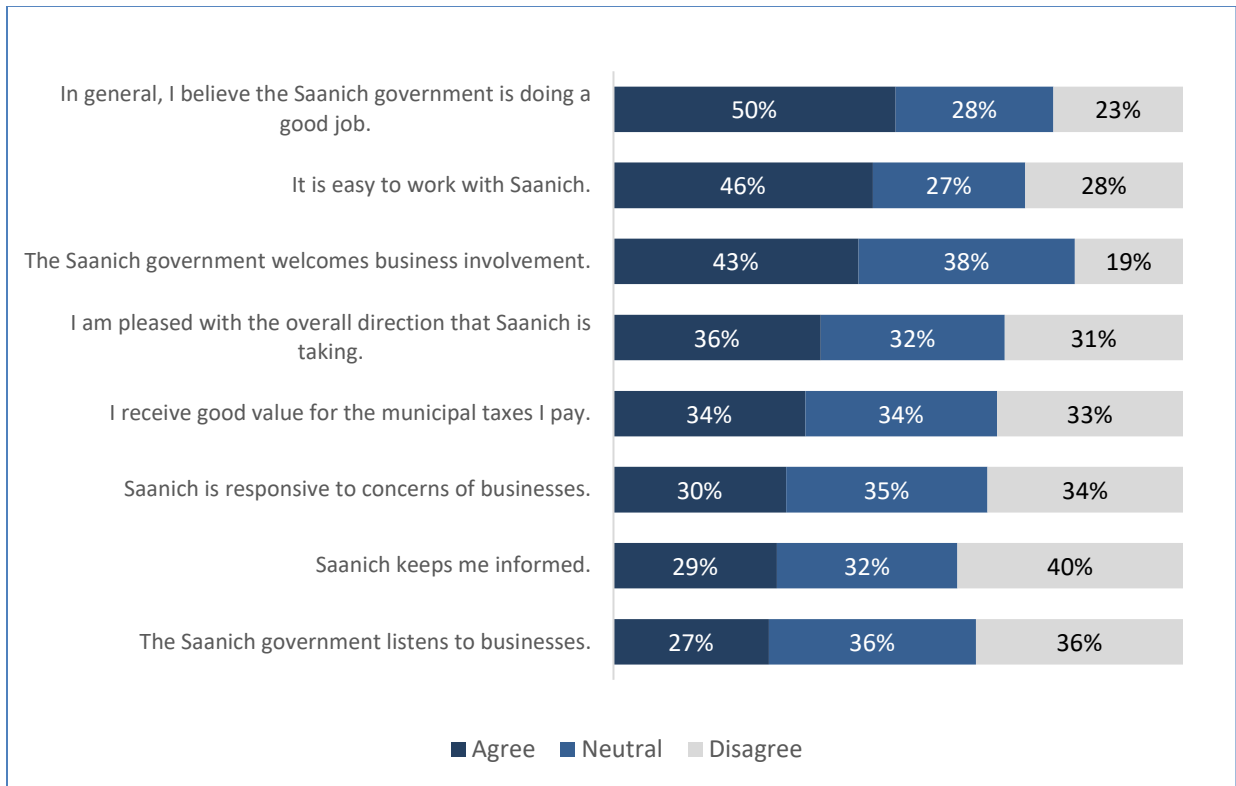
FIGURE 43: IMPORTANCE TO LOCAL ECONOMY OF BUSINESS AND ECONOMIC DEVELOPMENT GOALS



Regarding the Saanich government, half (50%) of businesses agree the *Saanich government is doing a good job*. Over 4 in 10 businesses agree *it is easy to work with Saanich* (46%) and *Saanich welcomes business involvement* (43%). Around a third of businesses agree they *are please with the overall direction that Saanich is taking* (36%) and *receive good value for the municipal taxes they pay* (34%).

As seen in Figure 44, businesses were more likely to disagree than agree that *Saanich keeps me informed* (40% versus 29%), *the Saanich government listens to businesses* (36% versus 27%), and *Saanich is responsive to concerns of businesses* (34% to 30%).

FIGURE 44: IMPRESSIONS OF SAANICH GOVERNANCE



SAANICH CITIZEN OPEN SURVEY RESULTS

Respondent Profile

Demographic	Count	Percentage
Gender		
Women	191	57%
Men	141	42%
Age Group		
18 to 34 years	26	7%
35 to 44 years	56	17%
45 to 54 years	48	14%
55 to 64 years	92	27%
65 years or older	117	35%
Indigenous Identity		
Indigenous	<5	--
Non-Indigenous	<5	--
Disability Status		
Persons with a Disability	40	12%
Persons without a Disability	300	88%
Population Group*		
Canadian	322	95%
Persons of European descent	134	40%
Persons of Asian descent (East Asian, South Asian, Southeast Asian, West Asian)	15	4%
Other	9	3%
Local Area		
Blenkinsop	12	3%
Cadboro Bay	21	6%

Demographic	Count	Percentage
Local Area (Continued)		
Carey	43	12%
Cordova Bay	16	5%
Gordon Head	50	14%
North Quadra	16	5%
Quadra	40	11%
Royal Oak	39	11%
Rural Saanich	28	8%
Saanich Core	14	4%
Shelbourne	35	10%
Tillicum	36	10%
Years in Saanich		
Less than 1 year	11	3%
1 to 3 years	35	10%
4 to 10 years	50	14%
10 to 20 years	63	18%
More than 20 years	191	55%
Home Ownership		
Own	317	91%
Rent	31	9%
Individuals in Household		
1	38	11%
2	146	43%
3	64	19%
4	60	18%
5 or more	34	10%
Individuals under 18 in Household		
0	213	71%
1	41	14%
2 or more	45	15%

Demographic	Count	Percentage
Vegetable Garden or Poultry		
Vegetable Garden	192	55%
Poultry	<5	--
Both	13	4%
Neither	143	41%

*Multiple responses were collected, so total may not sum to 100%.

Note: "Don't know" and "Prefer not to answer" responses are excluded from the calculations. Groups within the demographic categories may have been combined to avoid suppression. Totals may not sum to 100% due to rounding.

Community Well-Being

When asked about the overall quality of life in the District of Saanich, nearly 8 in 10 (77%) residents said the quality of life was *good*, including 28% who said it was *very good*. Only 4% of residents said the quality of life in Saanich was *poor*.

Among respondents who had resided in Saanich for at least 4 years, most (52%) felt that the quality of life in the last four years has *worsened*. About 4 in 10 (39%) said quality of life had *stayed the same* and 1 in 10 (9%) said it had *improved*.

The topic of *transportation and infrastructure* was the most cited reason by residents for both Saanich's improved (77%) and worsened (63%) in quality of life. Other reasons for improvement included Saanich's *parks and recreation spaces* (27%) and the area's *community and diversity* (23%). Saanich's *planning and development* (31%) and decreasing *safety* (27%) were mentioned as explanations for the worsened quality of life.

When asked about the most important issue facing Saanich, *transportation and infrastructure* (33%) remained at the top, followed by *affordability* (30%) and *planning and development* (29%).

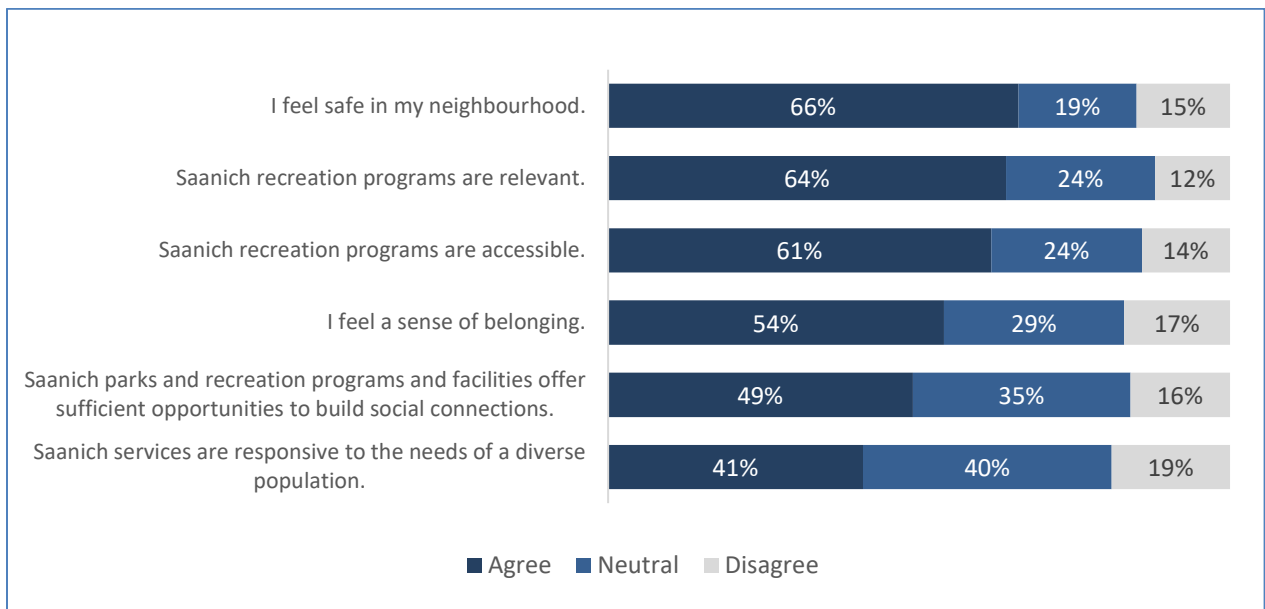
Citizens were asked about accessibility, inclusion, and safety within Saanich. More than 6 in 10 residents agree that they *feel safe in their neighbourhood* (66%), and that Saanich recreation programs are *relevant* (64%) and *accessible* (61%).

When asked how Saanich could improve accessibility, inclusion, and safety, residents the most common response was *improvements to infrastructure and traffic* (69%).

Residents also mentioned *improvement to services or facilities* (13%), as well as *addressing houselessness and addictions* (6%).

Around half of citizens also agree that they *feel a sense of belonging* (54%) and that Saanich provides *opportunities to build social connections* (49%). As shown in Figure 45, about 4 in 10 (41%) residents agree *Saanich services are responsive to the needs of a diverse population*.

FIGURE 45: MEASURES OF ACCESSIBILITY, INCLUSION, AND SAFETY



Healthy Communities

In the past 12 months, residents were more likely to have made use of a recreation centre in Saanich at least once (69%) than in a neighbouring municipality (49%). Saanich residents were also more likely to use a facility at least once a month locally (22%) than in a neighbouring municipality (14%).

During the week prior to the survey, Saanich residents participated in light physical activity (minimum of 10 minutes) on average 5.2 days. Over 4 in 10 (43%) residents were active seven days and a quarter (25%) of residents were active 5 to 6 days.

Community Involvement

Almost 9 in 10 (88%) respondents said they cast a ballot, while 12% indicated they did not. This proportion may be expected as these respondents chose to seek out and participate in the open survey.

Over half (51%) of residents volunteered at least once within the past year, with 2 in 10 (24%) volunteering at least once a month.

During an average week, around a third (35%) of residents spend at least one hour participating in arts and heritage activities or events, averaging 2.9 hours per week.

In the event of a local disaster, residents are prepared for, on average, 9.7 days without outside assistance. That said, only 2 in 10 (24%) said they have sufficient supplies (food, water, first aid, warm clothing, etc.) to sustain their household without outside assistance for more than one week.

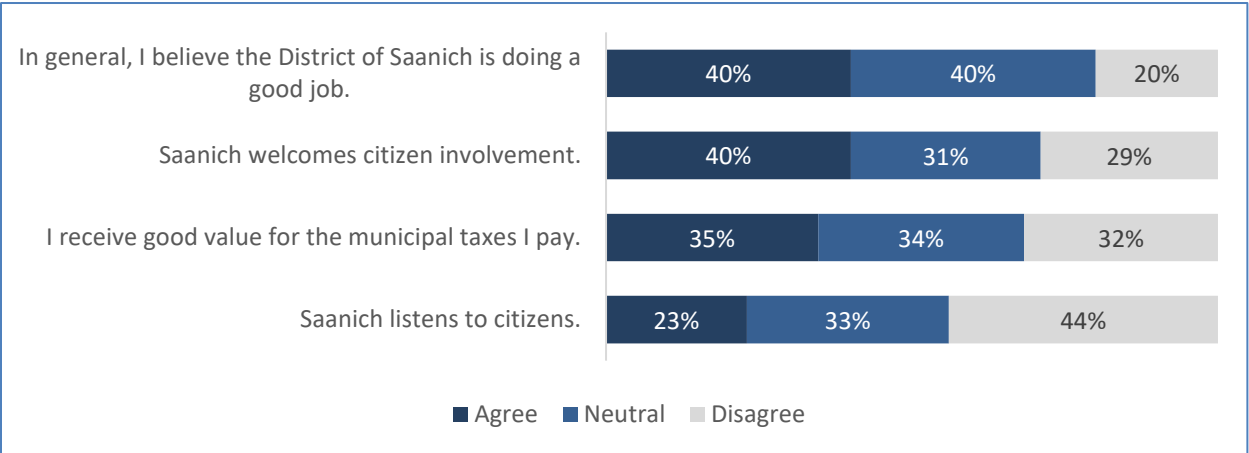
Organizational Excellence

Good Governance

Around 4 in 10 residents agree *the District of Saanich is doing a good job* (40%), *Saanich welcomes citizen involvement* (40%), and they *receive good value for their municipal taxes* (35%).

Looking at Figure 46, residents were more likely to disagree (44%) with the statement *Saanich listens to citizens* than agree (23%), with about a third (33%) of residents who were neutral.

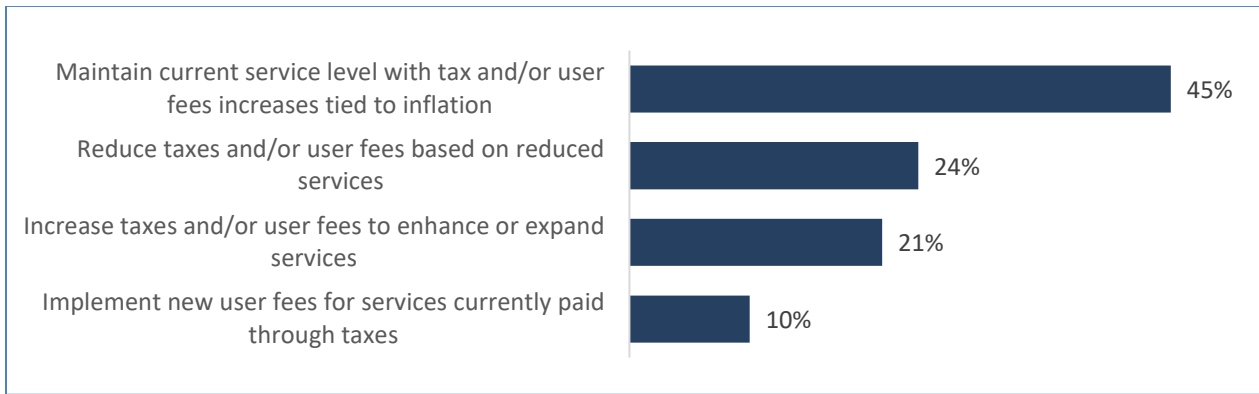
FIGURE 46: GENERAL MEASURES OF GOOD GOVERNANCE



Financial Sustainability

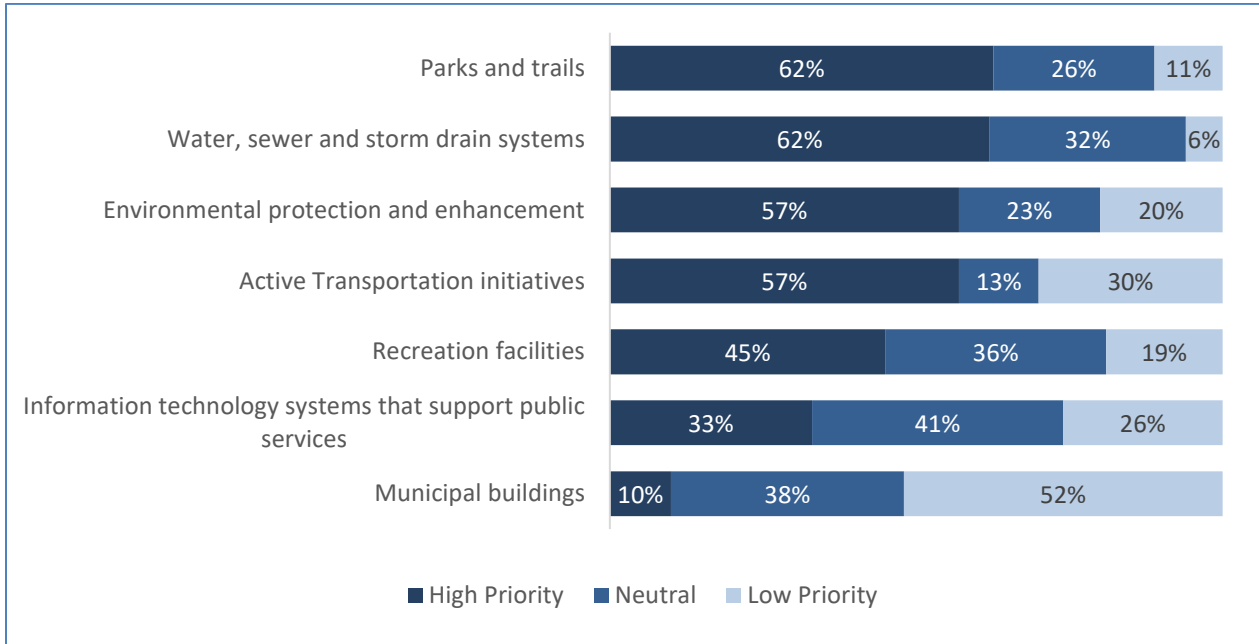
When asked for their opinions on taxes and user fees, the most common response by residents was to *maintain current service levels, with tax and/or user fees tied to inflation* (45%). As seen in Figure 47, around 2 in 10 residents prefer to *reduce taxes and/or user fees* (24%) or *increase taxes and/or user fees* (21%), while 1 in 10 (10%) would choose to *implement new user fees*.

FIGURE 47: TAXES AND USER FEES



Residents were asked to rate the priority of several fiscal projects. The projects considered the highest priority were *parks and trails* (62%), *water, sewer, and storm drain systems* (62%), *environmental protection and enhancement* (57%), and *active transportation initiatives* (57%). As shown in Figure 48, over half (52%) of residents considered *municipal buildings* a low priority.

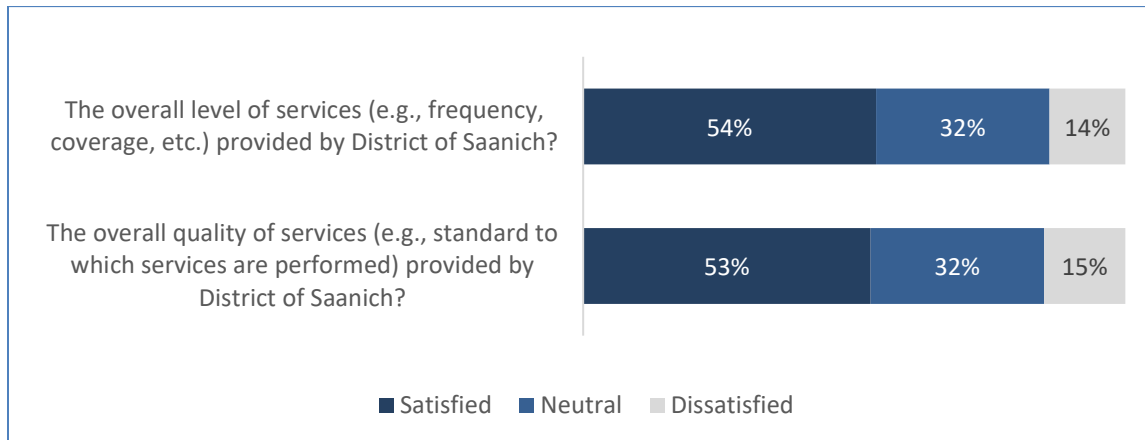
FIGURE 48: PRIORITIES FOR FISCAL MANAGEMENT



Service Excellence

Overall, most residents were satisfied with the *level* (54%) and *quality* (53%) of services provided by Saanich.

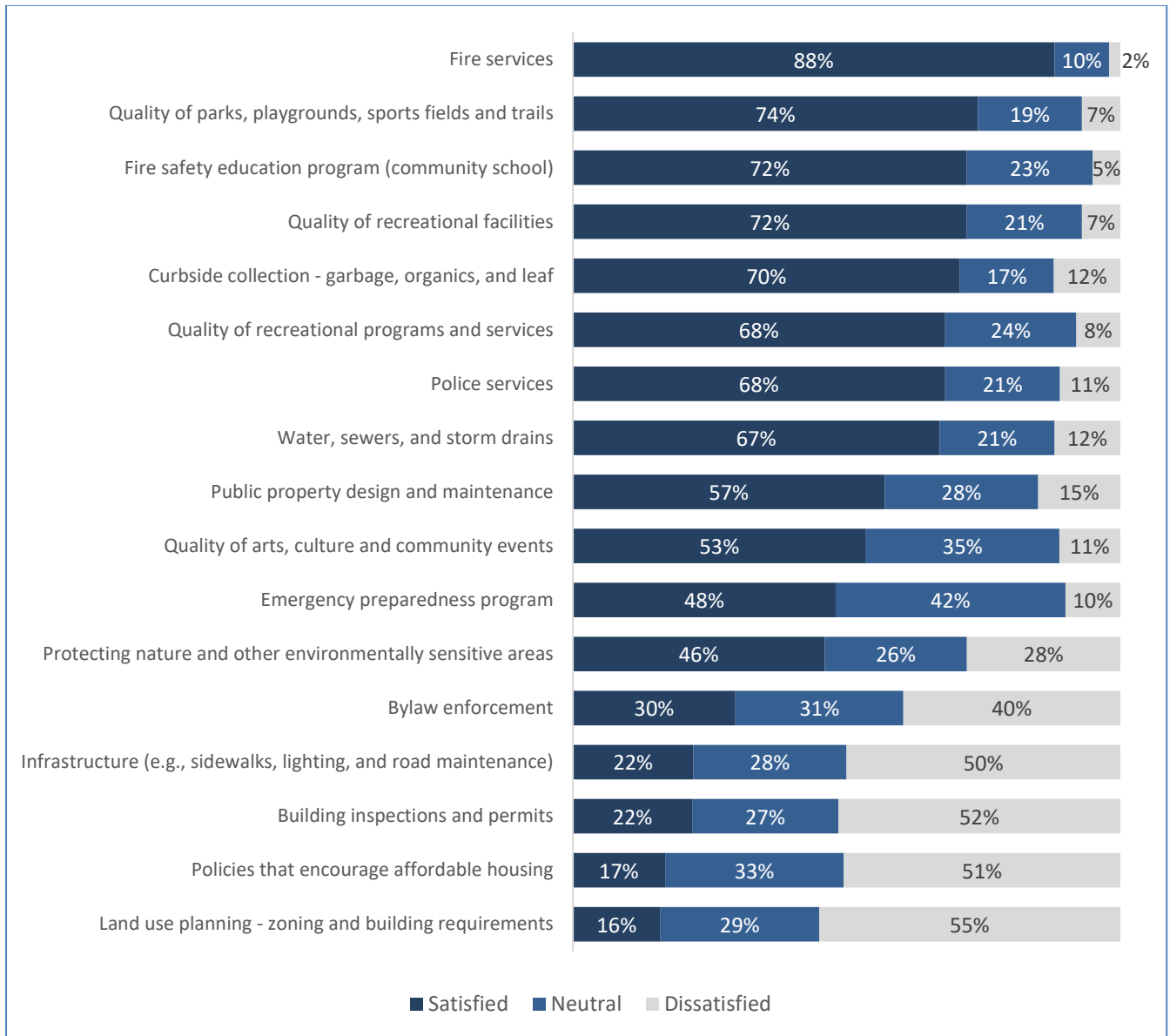
FIGURE 49: SATISFACTION WITH OVERALL LEVEL AND QUALITY OF SERVICE



Saanich's *fire services* were the top service provided by Saanich, with 88% of residents satisfied. At least 7 in 10 residents were satisfied with the quality of *parks* (74%) and *recreational facilities* (72%), the *fire safety education program* (72%), and *curbside collection* (70%).

As seen in Figure 50, residents were dissatisfied with the Saanich services related to planning and development. Around half of residents were dissatisfied with Saanich's *land use planning* (55%), *building inspections and permits* (52%), *policies that encourage affordable housing* (51%), and *infrastructure* (50%).

FIGURE 50: SATISFACTION WITH SPECIFIC DISTRICT SERVICES



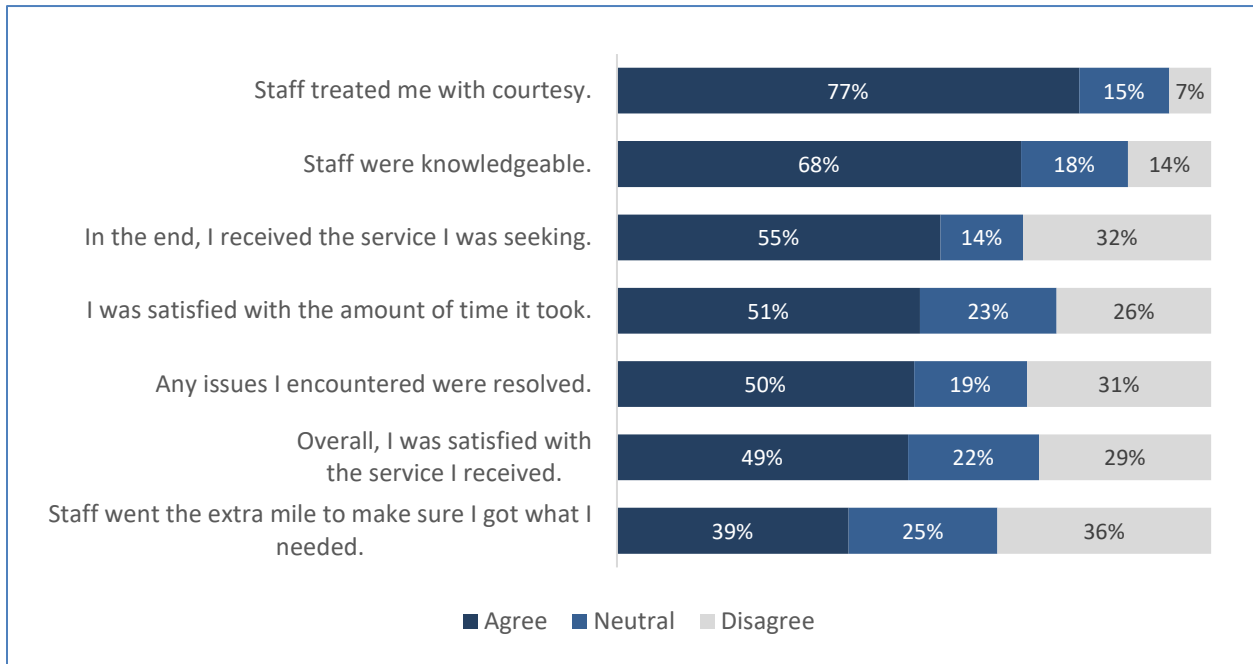
Saanich’s workforce

During the past year, 6 in 10 (57%) respondents contacted the District with a question, problem, or complaint. These residents were then asked about their most recent interaction with a Saanich staff member.

The majority of these residents agreed with most positive statements about the Saanich staff, with *staff treated me with courtesy* (77%) and *staff were knowledgeable* (68%) receiving the highest agreement proportions. As seen in Figure 51,

approximately half of residents agreed they *received the service they were seeking* (55%), *they were satisfied with the amount of time it took* (51%), *any issues encountered were resolved* (50%), and *overall they were satisfied with the service* (49%).

FIGURE 51: PERCEPTIONS OF STAFF



Transportation and Infrastructure

When asked whether they felt safe using Saanich’s roads, 41% of respondents agreed, 29% were neutral, and 30% disagreed with the statement.

When asked whether Saanich drivers, cyclists, and pedestrians safely navigate shared spaces (i.e., roads, intersections, and crosswalks) the most common categorization of this statement was *sometimes true* (42%). Around 3 in 10 (28%) said this statement was *often* or *almost always true*, a similar proportion as those who said it was *rarely* or *almost never true* (29%).

About 7 in 10 (68%) residents walk, cycle, or use a non-motorized form of transportation *at least once a month*. This contrasts sharply with public transportation usage, where the majority of residents (53%) *never* used public transit in the past 12 months.

Communications and Engagement

Residents were asked about their interactions with the District during the last twelve months. The *Saanich municipal website* was the most common method of communication, with 97% accessing at least once. Within the past year, half (55%) of residents have either participated in a survey, while 4 in 10 *engaged with Saanich on social media* (40%) or *attended a Saanich Council meeting* (36%).

When asked about the best method for Saanich to communicate information to residents, 3 in 10 (29%) of residents selected *email* as their top choice, followed by a *social media* (24%). Around 1 in 10 would prefer to get information about the District from a *newsletter, flyer, mailout, or brochure* (14%) or *Saanich's website* (14%).

The most popular topic Saanich residents would like to be informed about is *infrastructure improvements and updates* (83%). A large portion of residents would also like to hear about *housing and development* (71%), *general Saanich news and Council updates* (71%), *public engagement opportunities* (65%), *events or activities* (61%), or *District spending and budgets* (58%).

APPENDIX A: SURVEY INSTRUMENT

CITIZEN SURVEY

INTRODUCTION

Welcome to the District of Saanich 2022 Citizen Satisfaction Survey. The survey asks questions on a range of topics relevant to business owners and operators. Your responses will help the District better understand the needs of Saanich citizens and how they best can be met.

This survey should take approximately 20 minutes to complete. This survey is being conducted jointly by BC Stats and the District of Saanich. While the survey is voluntary, your participation is important. Your answers will be used for statistical and research purposes only and will be shared with the District of Saanich. BC Stats has a data sharing agreement with the District of Saanich and your information will be kept confidential in accordance with the [Statistics Act](#) unless you give notice in writing to the Director of Statistics before **November 28, 2022**.

On behalf of the District of Saanich, we thank you for taking the time to participate. To complete the survey, please click [Continue] below. To opt out of completing the survey, please close this browser tab.

**Questions? Contact BC Stats toll-free at 1-888-447-4427 or
by email at BCStats.SurveyMail3@gov.bc.ca
Administered by BC Stats**

SCREENING QUESTIONS

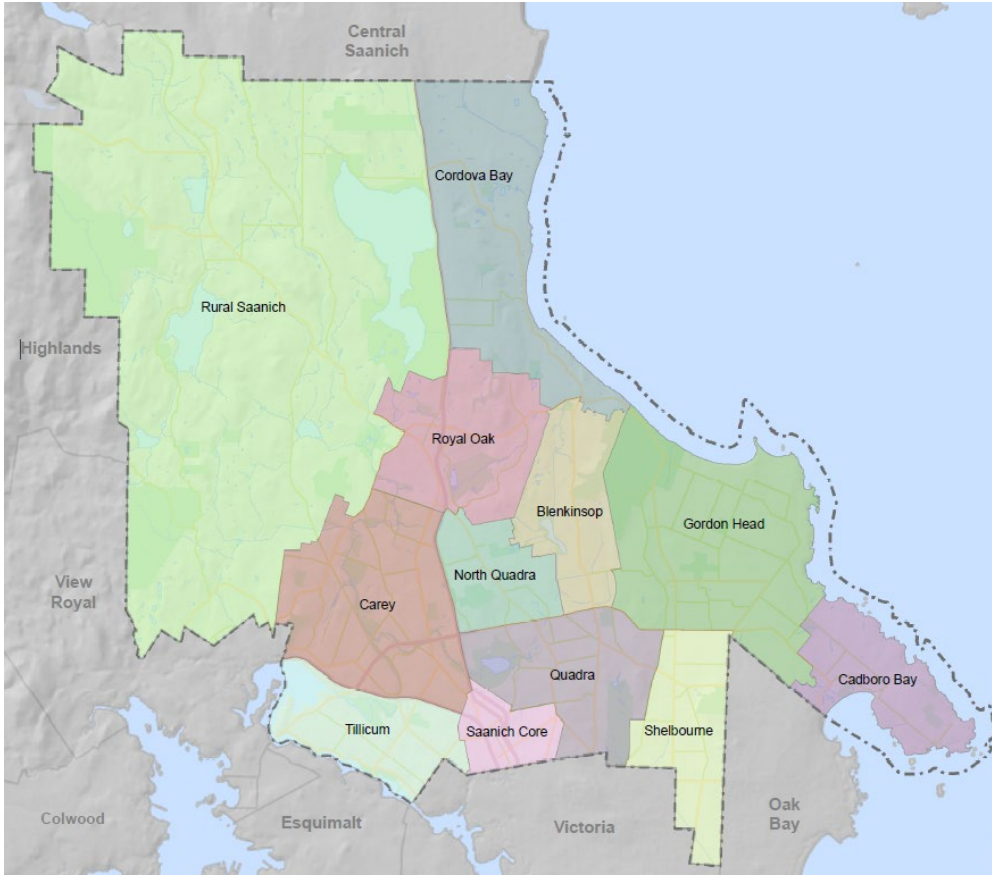
The following questions are asked to confirm your eligibility to complete the survey.

Q1. Are you 18 or older?

- Yes
- No [\[Go to Q-INELIGIBLE\]](#)
- Prefer not to answer [\[Go to Q-INELIGIBLE\]](#)

Q2. Which Saanich neighbourhood do you live in?

- Rural Saanich
- Cordova Bay
- Royal Oak
- Carey
- Tillicum
- Saanich Core
- Quadra
- North Quadra
- Blenkinsop
- Gordon Head
- Cadboro Bay
- Shelbourne
- None of the above
- I don't live in Saanich [\[Go to Q-INELIGIBLE\]](#)
- Prefer not to answer [\[Go to Q-INELIGIBLE\]](#)
- Don't know



[If Q2="None of the above" or "Don't know"]

Q3. So that we can determine which Saanich neighbourhood you live in, would you please provide your postal code?

_____ [Go to NEXT SECTION]

1) Prefer not to answer

Q-INELIGIBLE.

Thank you for your interest in this survey, but you must be 18 years or older and live in Saanich to participate in the survey.

DISCLOSURE CONSENT

Comments are a valuable part of the survey. To help us protect privacy when survey results are published, we recommend that you avoid personalizing your comments.

Q-CONSENT. Do you consent to disclose (i.e., share) all your potentially identifiable open-ended comments to the District of Saanich?

- Yes, I consent to disclose my comments to the District of Saanich
- No, I do not consent to disclose my comments to the District of Saanich

A. QUALITY OF LIFE

QA1. Approximately how long have you lived in Saanich?

- Less than one year
- 1 to 3 years
- 4 to 10 years
- 10 to 20 years
- More than 20 years
- Don't know / Prefer not to answer

QA2. How would you rate the overall quality of life in the District of Saanich?

	Very Poor				Very Good	DK/NA/NR
Overall quality of life in Saanich	1	2	3	4	5	9

[Ask QA3 only if Time in Saanich is known and 4+ years]

QA3. In the past four years, do you feel that the quality of life in Saanich has...

Improved	Stayed the same	Worsened	No opinion
3	2	1	9

[IF QA3=3, Improved]

QA4A. What is the main reason you think the quality of life has improved?

Comments are a valuable part of the survey. To help us protect privacy when survey results are published, we recommend that you avoid personalizing your comments.

Don't Know / Prefer not to answer

[IF QA3=1, Worsened]

QA4B. What is the main reason you think the quality of life has worsened?

Comments are a valuable part of the survey. To help us protect privacy when survey results are published, we recommend that you avoid personalizing your comments.

Don't Know / Prefer not to answer

B. COMMUNITY ENGAGEMENT

QB1. In the past 12 months, how often did you participate in the following activities?

	Never	Once or twice	Three or four times	Once every 1 to 2 months	At least once a month	Prefer not to answer
Used the Saanich municipal website (www.saanich.ca)	1	2	3	4	5	9
Participated in a municipal survey	1	2	3	4	5	9
Engaged with Saanich on Social Media	1	2	3	4	5	9
Attended a Saanich Council or public meeting in person or virtually	1	2	3	4	5	9
Attended an open house of focus group meeting in person or virtually	1	2	3	4	5	9

QB2. Did you vote in the last municipal election? The most recent election general voting day was October 15, 2022.

- Yes
- No
- Prefer not to answer

C. ISSUE AGENDA

QC1. In your opinion, what is the single most important issue facing the District of Saanich?

Comments are a valuable part of the survey. To help us protect privacy when survey results are published, we recommend that you avoid personalizing your comments.

No comment

D. PERSONAL ACTIVITIES

QD1. In the past 12 months, how often did you participate in any of the following activities? If your usage changes throughout the year, answer based on the period of most frequent use.

	Never	Once or twice	Three or four times	Once every 1 to 2 months	At least once a month	DK/ Prefer not to ans
Used a Saanich recreation centre	1	2	3	4	5	9
Used a recreation centre in a neighbouring municipality	1	2	3	4	5	9
Walked, cycled, or used other non-motorized forms of transport to get around Saanich	1	2	3	4	5	9
Used public transit	1	2	3	4	5	9
Worked as a volunteer	1	2	3	4	5	9

QD2. During an average week, how many hours do you spend participating in arts and/or heritage activities or events? (e.g., attending a performance or art exhibit, heritage walks, bus tours)

- _____ hours
- Don't know
- Prefer not to answer

QD3. During the last seven days, on how many days did you do physical activities like playing sports, exercising, walking or bicycling for at least 10 minutes at a time?

- _____ days
- Don't know
- Prefer not to answer

QD4. In the event of a local disaster, for how many days is your household prepared to take care of itself without outside assistance (food, water, first aid, warm clothing, medications, etc.)?

- _____ days
- Don't know

Prefer not to answer

E. SATISFACTION WITH SERVICES

**QE1. Using a scale of 1 to 5 where 1 is *Very Dissatisfied* and 5 is *Very Satisfied*:
How satisfied are you with the following municipal services?**

If you are not familiar with the listed service, please select Don't know / Not applicable.

	Very Dissatisfied				Very Satisfied	DK/NA/NR
EMERGENCY SERVICES						
Police services	1	2	3	4	5	9
Fire services	1	2	3	4	5	9
Fire safety education program (community / school)	1	2	3	4	5	9
UTILITIES AND INFRASTRUCTURE						
Curbside collection – Garbage, organics and leaf	1	2	3	4	5	9
Water, sewers, storm drains	1	2	3	4	5	9
Infrastructure such as sidewalks, street lighting and road maintenance	1	2	3	4	5	9
PARKS AND RECREATION						
Quality of parks, playgrounds, sports fields and trails	1	2	3	4	5	9
Quality of recreational programs and services	1	2	3	4	5	9
Quality of recreational facilities	1	2	3	4	5	9
Quality of arts, culture and community events	1	2	3	4	5	9
Public property design and maintenance (e.g., floral displays, public spaces, boulevards)	1	2	3	4	5	9
COMMUNITY DESIGN AND PLANNING						
Land use planning – regulating what types of buildings can be built in specific areas of Saanich	1	2	3	4	5	9

Bylaw enforcement (response to noise complaints, neighbourhood disputes, enforcing regulations)	1	2	3	4	5	9
Building inspections and permits	1	2	3	4	5	9
Policies that encourage affordable housing	1	2	3	4	5	9
ENVIRONMENTAL SERVICES						
Emergency preparedness program	1	2	3	4	5	9
Protecting trees, streams, rivers and other environmentally sensitive areas	1	2	3	4	5	9

QE2. Thinking of the services mentioned in the previous question, on a scale of 1 to 5, where 1 is Very Dissatisfied and 5 is Very Satisfied, please indicate your level of satisfaction with:

	<i>Very Dissatisfied -1</i>	2	3	4	<i>Very Satisfied -5</i>	<i>DK/NA/NR</i>
The overall <u>level of services</u> (e.g., frequency, coverage, etc.) provided by District of Saanich?	1	2	3	4	5	9
The overall <u>quality of services</u> (e.g., standard to which services are performed) provided by the District of Saanich?	1	2	3	4	5	9

[If any responses in this section were 1 or 2]

QE3. What improvements to Saanich services would you suggest?

Comments are a valuable part of the survey. To help us protect privacy when survey results are published, we recommend that you avoid personalizing your comments.

No comment

F. COMMUNITY INCLUSION, SAFETY AND ACCESSIBILITY

QF1. Now switching the scale of 1 to 5 to where 1 is Strongly Disagree and 5 is Strongly Agree, please rate your level of agreement with the following statements related to accessibility, inclusion, and safety.

	<i>Strongly Disagree</i>				<i>Strongly Agree</i>	<i>DK/ NA/NR</i>
Saanich services are responsive to the needs of a diverse population.	1	2	3	4	5	9
I feel a sense of belonging.	1	2	3	4	5	9
Saanich recreation programs are relevant.	1	2	3	4	5	9
Saanich recreation programs are accessible.	1	2	3	4	5	9
Saanich parks and recreation programs and facilities offer sufficient opportunities to build social connections.	1	2	3	4	5	9
I feel safe in my neighbourhood.	1	2	3	4	5	9
I feel safe using Saanich roads.	1	2	3	4	5	9

[If any answers are 1 or 2]

QF2. Do you have any suggestions for how Saanich could improve in any of the areas listed in the previous question?

Comments are a valuable part of the survey. To help us protect privacy when survey results are published, we recommend that you avoid personalizing your comments.

No comment

G. TRANSPORTATION AND MOBILITY

QG1. Thinking again about using the roads in Saanich, using a scale of 1 to 5 to where 1 is Almost Never True and 5 is Almost Always True, please rate your level of agreement with the following statement.

	<i>Almost Never True</i>	<i>Rarely True</i>	<i>Sometime s True</i>	<i>Often True</i>	<i>Almost Always True</i>	<i>DK/ NA/NR</i>
Saanich drivers, cyclists, and pedestrians safely navigate shared spaces (i.e., roads, intersections, and crosswalks).	1	2	3	4	5	9

H. SATISFACTION WITH GOVERNANCE

QH1. Thinking about the work the District of Saanich has done over the past four years and the services provided,

Using a scale of 1 to 5 where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate your level of agreement with the following statements.

	<i>Strongly Disagree</i>				<i>Strongly Agree</i>	<i>DK/ NA/NR</i>
I receive good value for the municipal taxes I pay.	1	2	3	4	5	9
Saanich welcomes citizen involvement.	1	2	3	4	5	9
Saanich listens to citizens.	1	2	3	4	5	9

In general, I believe the District of Saanich is doing a good job.	1	2	3	4	5	9
--	---	---	---	---	---	---

I. COMMUNICATIONS

Q11. Thinking about your information needs, what kind of information do you want the District of Saanich to provide you with?

Choose all that apply.

- General Saanich news / Council updates
- Events / activities (e.g., recreation, cultural)
- District spending / budgets
- Infrastructure improvements / updates
- Housing / development
- Public engagement opportunities
- Other, please specify: _____

Q12. What would be the best method for Saanich to communicate information to you?

- District of Saanich website
- Email
- Social media (e.g., Facebook, Twitter)
- Newspaper
- Other media (TV, radio)
- Newsletter / flyer / mailout / brochure
- Public meetings
- Other, please specify: _____
- Prefer not to answer

J. CUSTOMER SERVICE

The District currently offers in-person services at City Hall and at some recreational facilities, as well as online and over the phone. These types of services include paying your bills, applying for a permit, etc.

QJ1. Have you contacted the District with a question, problem, or complaint during the past year?

- Yes
- No
- Don't know / Not applicable / No response

[If QJ1="Yes"]

QJ2. Thinking about your most recent contact with Saanich and using a scale of 1 to 5 where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate your level of agreement with the following statements.

	<i>Strongly Disagree</i>				<i>Strongly Agree</i>	<i>DK/NA/NR</i>
a. I was satisfied with the amount of time it took.	1	2	3	4	5	9
b. In the end, I received the service I was seeking.	1	2	3	4	5	9
c. Staff treated me with courtesy.	1	2	3	4	5	9
d. Staff were knowledgeable.	1	2	3	4	5	9
e. Any issues I encountered were resolved.	1	2	3	4	5	9
f. Staff went the extra mile to make sure I got what I needed.	1	2	3	4	5	9
g. Overall, I was satisfied with the service I received.	1	2	3	4	5	9

K. FISCAL MANAGEMENT

QK1. If faced with the following realistic choices, what would you advise Council to do?

- MAINTAIN current service levels with a managed tax and/or user fee increase (inflationary increase)
- INCREASE TAXES AND / OR USER FEES to enhance or expand services
- REDUCE TAXES AND/ OR USER FEES based on reduced services
- IMPLEMENT NEW USER FEES for services that are currently paid through taxation (e.g. drainage)
- Don't know / Not applicable / No response

QK2. Saanich spends a portion of its yearly budget on large projects, known as capital projects. On a scale of 1 to 5 where 1 is the lowest priority and 10 is the highest priority, please indicate how much of priority each project would be to you.

	<i>Lowest Priority</i>				<i>Highest Priority</i>	<i>DK/NA/NR</i>
Active Transportation initiatives (i.e., the improvement of walking, biking and other active mobility options)	1	2	3	4	5	9
Environmental protection and enhancement	1	2	3	4	5	9

Municipal buildings	1	2	3	4	5	9
Parks and trails	1	2	3	4	5	9
Recreation facilities	1	2	3	4	5	9
Information technology systems that support public services	1	2	3	4	5	9
Water, sewer and storm drain systems	1	2	3	4	5	9

L. RESPONDENT INFORMATION

These last few questions help us develop a greater understanding of the diversity of citizens living in Saanich.

QL1. Do you have a vegetable garden, keep poultry, have both, or do neither?

- Yes – vegetable garden
- Yes – poultry
- Both – vegetable garden and poultry
- Neither
- Prefer not to answer

QL2. Do you own or rent your home?

- Own
- Rent
- Prefer not to answer
- Don't know / Prefer not to answer

QL3. How many people, including yourself, live in your household?

- _____
- Prefer not to answer

[If number of people is >1]

QL4. How many people in your household are under the age of 18?

- _____
- Prefer not to answer

QL5. Which of the following age categories do you fall into?

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older
- Prefer not to answer

QL6. What is your gender?

- Woman
- Man
- Non-Binary
- Prefer not to answer

QL7. Do you identify as First Nations, Métis, and/or Inuit? Select all that apply:

- First Nations
- Métis
- Inuit
- No
- Prefer not to answer

This question collects information related to ethnic identity, as per the BC Human Rights Tribunal: “Race, ancestry, colour and place of origin can be closely connected. Some or all of these grounds may be combined to define a person or group’s ethnic identity.”

QL8. Are you...? (Please select all that apply)

- Canadian
- Central Asian (e.g., Afghani, Kazakhstani, Kyrgyzstani, Tajikistani, Uzbekistani, etc.)
- East Asian (e.g., Chinese, Hong Kongese, Japanese, Korean, Mongolian, Malaysian, Singaporean, Taiwanese, etc.)
- Latine (e.g., Chilean, Colombian, Latin American, Latinx, Mexican, Venezuelan, etc.)
- Persons of African or Caribbean descent (e.g., Caribbean, African, Afro-American, Afro-Canadian, Afro-Caribbean, Afro-European, “Black”, etc.)
- Persons of European descent (e.g., Anglo-Saxon, Balkan, German, Italian, Slavic, Western/Eastern European, “White/Caucasian”, etc.)
- South Asian (e.g., Bangladeshi, Indian, Indo-Caribbean, Indo-Fijian, Pakistani, Sri Lankan, etc.)
- Southeast Asian (e.g., Cambodian, Filipino, Indonesian, Thai, Vietnamese, etc.)

- West Asian (e.g., Arab, Iranian, Israeli, Lebanese, Persian, Syrian, Turkish, etc.)
- If not listed, please self-identify:
- Prefer not to answer

QL9. Do you identify as a person with a disability?

The UN Convention on the Rights of Persons with Disabilities, which has been ratified by Canada, defines persons with disabilities as including “those who have long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others.” Barriers that people face can be attitudinal or environmental.

- Yes
- No
- Prefer not to answer

M. CLOSING INFORMATION

The information in this survey is collected under Section 26 (a), (c), and (e) of the [Freedom of Information and Protection of Privacy Act](#) (FOIPPA). It is collected and kept confidential in accordance with the [Statistics Act](#) and only used for statistical and research purposes. When survey results are published, your responses will be combined with the responses of others so that you cannot be identified.

As previously mentioned, your responses will be shared with the District of Saanich in accordance with an agreement under Section 12 of the Statistics Act unless you give notice in writing to the Director of Statistics before **November 28, 2022**.

Contact information for questions about FOIPPA, Statistics Act, confidentiality and to revoke your consent to share your responses:

Director of Statistics, BC Stats
BC.Stats@gov.bc.ca

PO Box 9410 Stn Prov Govt
Victoria, BC
V8W 9V1

Telephone: 1-888-447-4427

BUSINESS SURVEY

INTRODUCTION

Welcome to the District of Saanich 2022 Business Satisfaction Survey. The survey asks questions on a range of topics relevant to business owners and operators. Your responses will help the District better understand the needs of Saanich businesses and how they best can be met.

This survey should take approximately 10 minutes to complete. This survey is being conducted jointly by BC Stats and the District of Saanich. While the survey is voluntary, your participation is important. Your answers will be used for statistical and research purposes only and will be shared with the District of Saanich. BC Stats has a data sharing agreement with the District of Saanich and your information will be kept confidential in accordance with the [Statistics Act](#)

unless you give notice in writing to the Director of Statistics before **November 28, 2022**.

On behalf of the District of Saanich, we thank you for taking the time to participate. To complete the survey, please click [Continue] below. To opt out of completing the survey, please close this browser tab.

**Questions? Contact BC Stats toll-free at 1-888-447-4427 or
by email at BCStats.SurveyMail3@gov.bc.ca
Administered by BC Stats**

SURVEY BODY

PRELIMINARY QUESTIONS

- 1. To confirm, are you 18 years of age or older and conduct your business within the District of Saanich?**
 - Yes
 - No [**SKIP TO CLOSING SECTION**]
 - Don't know / Not applicable / No response [**SKIP TO CLOSING SECTION**]

OVERALL BUSINESS CLIMATE

2. On a scale of 1 to 5, where 1 is Very Poor to and 5 is Very Good, please provide a rating in response to the following questions:

	Very Poor - 1	2	3	4	Very Good - 5	DK/NA/NR
a. How would you rate Saanich as a place to operate a business?	1	2	3	4	5	9

3. On a scale of 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate your level of agreement with each of the following statements:

	Strongly Disagree -1	2	3	4	Strongly Agree -5	DK/NA/NR
a. Saanich’s rules and regulations for businesses are readily accessible.	1	2	3	4	5	9
b. Saanich’s rules and regulations for businesses are easy to understand.	1	2	3	4	5	9
c. Saanich’s regulatory environment is fair to businesses.	1	2	3	4	5	9

4. What are three positive factors that keep your business in Saanich?

Comments are a valuable part of the survey. To help us protect privacy when survey results are published, we recommend that you avoid personalizing your comments.

Please specify:

Don't know / Prefer not to answer

COMMUNICATION AND ENGAGEMENT

Please tell us about your communications preferences.

5. Thinking about your business information needs, what kinds of information do you want the District to provide you? Please choose all that apply.

- Information about municipal budgets and spending
- Information about future developments and/or infrastructure work in the neighbourhood surrounding my business
- Information about activities planned in the neighbourhood surrounding my business
- Information about proposed or new bylaws
- Information about festivals and events
- Information about transportation issues
- Notices/proceedings of council meetings and public hearings
- Information on the local economy and local market and demographic information
- Other, please specify: _____

6. There are many ways the District of Saanich can consult with businesses on important local issues. Which of the following is your preferred way to be consulted by the District of Saanich with respect to local issues that affect business?

- Public meetings and information sessions
- Telephone survey
- Online survey
- Mail survey
- Online discussion forum

- Feedback form or comment card
- Email input to staff or Council
- Consultation with business groups (e.g., Chamber of Commerce)
- Business visitation program (e.g., Business Walks)
- Other, please specify: _____

CUSTOMER SERVICE

Please tell us about your experiences interacting with District of Saanich employees.

7. In the past year, have you personally contacted or dealt with a District of Saanich employee regarding your business?

- Yes
- No ***[Skip to Next section]***
- Don't know ***[Skip Next section]***

8. Thinking of your most recent interaction with a District of Saanich employee, how would you categorize the purpose of your interaction?

- To complete a routine, periodic transaction (e.g., filings, payments, etc.)
- To get information or advice
- To solve a problem or correct an error (including making a complaint)
- To view/submit/obtain an application or registration (e.g., permits, licenses, zoning, etc.)
- Another reason, please specify: _____
- Don't know

9. Thinking of your most recent interaction with a District of Saanich employee, what was the initial method you used to interact with that employee?

- Telephone
- Email
- Online form through District of Saanich's website
- In-person visit
- Visit from a District employee
- Other, please specify: _____

10. What was your impression of the service provided by the Saanich employee in your most recent contact? On a scale of 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate your level of agreement with each of the following statements:

	Strongly Disagree - 1	2	3	4	Strongly Agree - 5	DK/NA/NR
a. I was treated fairly.	1	2	3	4	5	9
b. Staff were competent.	1	2	3	4	5	9
c. Staff went the extra mile to make sure I got what I needed.	1	2	3	4	5	9
d. I waited a reasonable amount of time to get the service I was seeking.	1	2	3	4	5	9
e. I was informed of everything I had to do to get the service.	1	2	3	4	5	9
f. Overall, I was satisfied with the service I received.	1	2	3	4	5	9

SERVICE SATISFACTION

11. On a scale of 1 to 5, where 1 is Very Dissatisfied and 5 is Very Satisfied, please indicate your level of satisfaction with each of the following services. If you are unfamiliar with or have no experience with a specific service, please choose “Don’t know”.

	Very Dissatisfied 1	2	3	4	Very Satisfied 5	DK/NA/NR
a. Building permits and inspections including fire inspections	1	2	3	4	5	9
b. Business licensing	1	2	3	4	5	9
c. The District of Saanich’s website	1	2	3	4	5	9
d. Business license tools and resources available on the District of Saanich website (e.g., OneStop, BizPal, etc.)	1	2	3	4	5	9

12. Thinking of the services mentioned in the previous questions, on a scale of 1 to 5, where 1 is Very Dissatisfied and 5 is Very Satisfied, please indicate your level of satisfaction with:

	Very Dissatisfied				Very Satisfied -	DK/ NA/NR
	1	2	3	4	5	
a. The overall <u>level of services</u> (e.g., frequency, coverage, etc.) provided by District of Saanich?	1	2	3	4	5	9
b. The overall <u>quality of services</u> (e.g., standard to which services are performed) provided by the District of Saanich?	1	2	3	4	5	9

13. Please tell us about the neighbourhood surrounding your business location. On a scale of 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate your level of agreement with each of the following statements:

	Strongly Disagree				Strongly Agree	DK/ NA/NR
	1	2	3	4	5	
a. It is easy to find parking in the area near my business.	1	2	3	4	5	9
b. The lease or rental rate for my business is reasonable.	1	2	3	4	5	9

	Strongly Disagree				Strongly Agree	DK/ NA/NR
	1	2	3	4	5	
c. Staff and customers feel safe and secure in the area around my business.	1	2	3	4	5	9

14. As a business owner in Saanich, how satisfied are you with transportation for your customers and staff, to and from your place of business? On a scale of 1 to 5, where 1 is Not At All Satisfied and 5 is Very Satisfied, please indicate your level of satisfaction for each of the following measures:

	Not At All Satisfied - 1				Very Satisfied - 5	DK/ NA/NR
	1	2	3	4	5	
a. Ease of pedestrian travel	1	2	3	4	5	9
b. Ease of travel by bicycle	1	2	3	4	5	9
c. Ease of travel by car	1	2	3	4	5	9
d. Ease of travel by public transportation	1	2	3	4	5	9
e. Average distance of employees' commute	1	2	3	4	5	9
f. Parking control and enforcement	1	2	3	4	5	9

15. From a business perspective, what do you think are the three biggest challenges that Saanich will face in the next five years?

Comments are a valuable part of the survey. To help us protect privacy when survey results are published, we recommend that you avoid personalizing your comments.

Please specify:

Don't know / Prefer not to answer

16. On a scale of 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate your level of agreement, please indicate your level of agreement with the following statements:

	Strongly Disagree - 1	2	3	4	Strongly Agree - 5	DK/NA/NR
a. I receive good value for the municipal taxes I pay.	1	2	3	4	5	9
b. The District of Saanich government <u>welcomes</u> business involvement.	1	2	3	4	5	9
c. The District of Saanich government <u>listens</u> to businesses.	1	2	3	4	5	9
d. I am pleased with the overall direction that the District of Saanich is taking.	1	2	3	4	5	9
e. In general, I believe Saanich government is doing a good job.	1	2	3	4	5	9
f. The District is responsive to concerns of businesses.	1	2	3	4	5	9
g. The District keeps me informed.	1	2	3	4	5	9
h. It is easy to work with the District.	1	2	3	4	5	9

17. If faced with the following realistic choices, what would you advise Council to do?

- MAINTAIN current service levels with a managed tax and/or user fee increase (inflationary increase)
- INCREASE TAXES AND / OR USER FEES to enhance or expand services
- REDUCE TAXES AND/ OR USER FEES based on reduced services
- IMPLEMENT NEW USER FEES for services that are currently paid through taxation (e.g. drainage)
- Don't know / Not applicable / No response

18. On a scale of 1 to 5, where 1 is Not at all important and 5 is Very Important, please rate the importance to the local economy of the following business and economic development goals.

	Not at all important - 1	2	3	4	Very important - 5	DK/ NA/N R
a. Improve attraction and retention of workforce	1	2	3	4	5	9
b. Improve housing affordability	1	2	3	4	5	9
c. Build a safe and healthy community	1	2	3	4	5	9
d. Improve household incomes	1	2	3	4	5	9
e. Grow the number of jobs	1	2	3	4	5	9
f. Retain existing businesses	1	2	3	4	5	9
g. Help existing businesses expand	1	2	3	4	5	9
h. Attract new business and investment	1	2	3	4	5	9
i. Encourage entrepreneurs and start-ups	1	2	3	4	5	9

INFORMATION ABOUT YOUR BUSINESS

Our last questions are about your business. As a reminder, your responses to this survey are anonymous - we will not identify specific respondents.

19. How many years has your business/organization been in operation at this location in the District of Saanich?

- # of years: _____
- Don't know / Prefer not to answer

20. At your busiest time of year, how many people does your business/organization employ (including yourself)? If you are unsure, please provide your best estimate for the previous year.

- 1
- 2-4
- 5-9
- 10-19
- 20-49
- 50-99
- 100-199
- 200 or more

21. In the next year, will your business most likely expand, stay about the same, downsize, or close?

- Close or shut down
- Downsize
- Stay about the same
- Expand
- Don't know / Prefer not to answer

22. Do you plan on moving or relocating your business to another location in the next five years?

- Yes
- No **[GO TO 25]**
- Don't know **[GO TO 25]**

23. Where do you plan on relocating? (If your business has more than one location, please answer thinking of the location for which you are completing this survey/filing for a license.)

- Within the District of Saanich
- Outside of the District of Saanich
- Don't know

24. What is the main reason you plan on relocating your business?

- Personal preference to relocate
- Loss of current space
- Better business opportunity in a new location
- Reduced business costs in a new location
- Other, please specify: _____
- Prefer not to say

25. In what area of Saanich do you operate your business? Read list. (Map available at www.Saanich.ca)

- Blenkinsop
- Cadboro Bay
- Carey
- Cordova Bay
- Gordon Head
- North Quadra
- Quadra
- Royal Oak
- Rural Saanich
- Saanich Core
- Shelbourne
- Tillicum
- Don't know / Prefer not to answer

CLOSING SECTION

Thank you for taking the time to complete this survey.

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As previously mentioned, your identifiable responses will be disclosed to the District of Saanich under Section 12 of the Statistics Act. You may revoke your consent to disclose your identifiable responses to the District of Saanich by writing to the Director of BC Stats before November.

Contact information for questions about FOIPPA, Statistics Act, confidentiality and to revoke your consent to disclose:

Director of Statistics, BC Stats

BC.Stats@gov.bc.ca

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COMPARATOR COMMUNITY SURVEY

14. Before we start, which community do you live in?

- 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
- None of the above [\[Go to Q-INELIGIBLE\]](#)

Q-INELIGIBLE.

Your community is outside of our surveying area. Thank you for your time.

Q1. How would you rate the overall quality of life in the <insert community>?

	<i>Very Poor</i>				<i>Very Good</i>	<i>DK/ NA/NR</i>
Overall quality of life	1	2	3	4	5	9

Thinking about the work the <insert community> has done over the past four years and the services provided, using a scale of 1 to 5 where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate your level of agreement with the following statements.

	<i>Strongly Disagree</i>				<i>Strongly Agree</i>	<i>DK/ NA/NR</i>
Q2. I receive good value for the municipal taxes I pay.	1	2	3	4	5	9
Q3. <Insert community> welcomes citizen involvement.	1	2	3	4	5	9
Q4. <Insert community> listens to citizens.	1	2	3	4	5	9
Q5. In general, I believe the <insert community> is doing a good job.	1	2	3	4	5	9

Please rate your level of agreement with the following statements related to accessibility, inclusion, and safety.

	<i>Strongly Disagree</i>				<i>Strongly Agree</i>	<i>DK/ NA/NR</i>
Q6. I feel safe using Saanich roads.	1	2	3	4	5	9

Thinking again about using the roads in <insert community> please rate your level of agreement with the following statement.

	<i>Almost Never True</i>	<i>Rarely True</i>	<i>Sometimes True</i>	<i>Often True</i>	<i>Almost Always True</i>	<i>DK/ NA/NR</i>
Q7. Saanich drivers, cyclists, and pedestrians safely navigate shared spaces (i.e., roads, intersections, and crosswalks).	1	2	3	4	5	9

APPENDIX B: BACKGROUND

HIGH LEVEL

Study 2022 Citizen and Business Satisfaction Survey

Project Sponsor District of Saanich

OPERATIONS

Data Collection Method Citizen and Comparator Surveys – Telephone invitations to online survey for a random sample.

Business Survey – Postcard invitations to online survey for a random Sample

Citizen Open Survey – Publicly available link to online survey on District of Saanich’s website.

Fielding Window / Dates October 24 to November 27, 2022

Project History Citizen Pulse Survey conducted in 2021
First Business Survey with 5-point scale

SAMPLE

Citizen Survey

Scope All telephone numbers of Saanich residents

Sample 10,049

Obtained Sample 316

Response Rate 3.1%

Sampling Strategy Random sample

Business Survey

Scope	All businesses registered in the District of Saanich
Sample	1,800
Obtained Sample	127
Response Rate	7.1%
Sampling Strategy	Random sample

Comparator Communities Survey

Scope	All telephone numbers of Saanich residents
Sample	8,008
Obtained Sample	171
Response Rate	2.1%
Sampling Strategy	Random sample

KEY MEASURE(S)

Key Question	Citizen Survey Percent Positive: 89% Quality of Life Margin of Error: ± 3.4 pps
	Business Survey Percent Positive: 70% Quality of Business Environment Margin of Error: ± 3.4 pps
	Comparator Communities Survey Percent Positive: 83% Quality of Life Margin of Error: ± 5.6 pps
Type of Measures	5-point Likert scale, Open-ended survey questions
Methods of Analysis	Content analysis

BC Stats is the provincial government's leader in statistical and economic research, information and analysis essential for evidence-based decision-making. BC Stats, the central statistics agency of government, is excited to be taking a lead role in the strategic understanding of data sources and analysis across government. The goal is to increase overall business intelligence—information decision makers can use.



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