

DISTRICT OF SAANICH 2024 RESIDENT PULSE CHECK SURVEY – OVERALL REPORT

PREPARED FOR THE DISTRICT OF SAANICH

BY BC STATS – APRIL 2025

CONTACT

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Executive Summary

The District of Saanich worked with BC Stats to engage with residents to see their perspective on life in Saanich. Topics included:

- Residents' satisfaction with Saanich's services.
- Residents' impressions on quality of life in Saanich.
- Residents' perception of the current Saanich Council.

The Resident Pulse Check Survey was originally conducted in 2021. It serves as a check-in on residents' perceptions in between the broader Resident and Business Satisfaction Survey, conducted every four years since 2014.

Between December 2, 2024, and January 26, 2025, 6,076 residents of Saanich were invited to participate in the online survey through either mailed postcards (4,052) or by email invitation (2,024).

Participants could contact the Saanich Municipal Hall to complete the survey over the telephone or to pick up a paper questionnaire¹. There was also an option to anonymously complete the survey through an open link.

In total, 1,791 residents completed the Pulse Check Survey: 320 from the postcard invitations and 1,471 through online signups. The overall response rate was 29%. An additional 189 open surveys were completed.

Communication and Engagement

Residents indicated an interest in receiving a variety of information from Saanich. At least 9 in 10 residents would like information on *garbage, organics and recycling schedules* (92%) and *updates on strategic planning or initiatives* (90%).



Interest was also expressed for updates on *current municipal budget and taxation* (86%), *utility billing* (85%), *park, recreation and community services* (84%), and *current building or development projects* (83%).

¹ No paper questionnaires were completed by residents.

Residents preferred methods of contact with Saanich were by *email* (76%) or *telephone* (74%). Additionally, receiving updates *by subscribing to Saanich newsletters* (49%) was preferred by more residents than in 2021 (30%).

In 2024, residents (94%) were more likely to have access Saanich's website, *Saanich.ca*, than in 2021 (85%). While mean scores related to website usage were positive, they were lower in 2021.



Around 2 in 3 (68%) residents had personally contacted or dealt with Saanich or one of its employees within the last 12 months. This is an increase from just over half (53%) of residents in 2021. There have also been changes in the methods of contact with *email* (24% to 31%) and *website* (13% to 20%) increasing at the expense of *telephone* (47% to 30%) communication.

Service Satisfaction

Multiple service areas were looked at to see how Saanich residents feel about the services they are receiving from the municipality.

Means scores for these statements ranged from a high of 71 for *"I was satisfied with the method of contact I used"* to a low of 49 for *"any complaints I made about my service experience were addressed to my satisfaction"*. The key statement *"overall, I was satisfied with the service I received"* received a mean score of 61.



When asked about their interactions with Saanich staff, most respondents rated their interactions positively, with high ratings for *courtesy* (79), *fairness* (76), and *knowledge* (72).

Looking at the different services that Saanich offers its residents, there is a large discrepancy in how people rated the quality of each service. At the high end were *garbage and organics collection* (79), *parks and trails* (75), and *recreation, sports, and outdoor facilities* (74).



On the other end, residents rated *land use planning in Saanich* (34), *building inspections and permits* (40), and *traffic management* (41) lower.

Emergency, Safety, and Security Services

When asked to rate their agreement with statements related to emergency, safety and security services in Saanich, residents gave higher scores to the



following: *“I feel safe when using recreational trails in Saanich”* (71) and *“I feel safe to take public transit in Saanich if I need to”* (70).

Conversely, residents were less likely to agree that *“Saanich sidewalks are safe for people with mobility challenges”* (42)

Quality of Life in Saanich

Overall, residents were positive about living in Saanich.

For statements regarding the Saanich community, residents highly rated *“I am generally happy living in Saanich”* (73) and *“I would recommend Saanich as a good place to live”* (71). There was more negativity around the statements *“I receive good value for the municipal taxes I pay”* (46) and *“when compared to nearby municipalities, Saanich has relatively good access to affordable housing options”* (39).



When rating different aspects of life in the district, Saanich rated highly as *a place to go to school* (77) and *a place to raise a family* (77), and the *overall quality of life in Saanich* (74).

Saanich Council

While not an area that historically receives the highest scores, ratings for Saanich council on several aspects were lower in 2024 than in 2021.

With a mean score of 64, *“Saanich maintains respectful relationships with Indigenous Peoples”* was the highest rated statement, with the others falling below 50.

For the statements that were asked in both 2024 and 2021, the range of ratings fell from between 47 and 60 to 31 and 41. Interestingly, *“Saanich council is addressing housing issues and affordability”* saw the smallest decreasing (47 to 41), moving from the lowest rated statement to one of the highest.



When asked to rate the importance of the different themes on the Saanich Council's strategic plan, *community well-being* was rated the highest (78), followed by *transportation* (76). *Climate action and environmental leadership* (61) and *organizational excellence* (61) were tied for the lowest importance.

When presented with various plans regarding taxation and municipal services, the only option with a rating about 50 was *“maintain the same level of municipal services with a managed tax increase”* (53). Mean scores for the other options ranged from 31 to 39.

Top Issue for Saanich Council

When asked what the one issue respondents felt should receive the most attention from Saanich Council, 1,529 (85%) respondents left a comment.



The most common issue identified by commenters was *infrastructure, traffic and roads* (44%), followed by *community development and growth* (17%).

Over 1 in 10 had comments on *Saanich Council* (14%), *crime, safety and policing* (13%), *taxes, budget and spending* (13%), *housing* (11%), and *environmental and climate issues* (11%).

1. Introduction

1.1. Background

Saanich's Corporate Services Department is responsible for the administration, analysis and reporting of a citizen and business satisfaction survey. Every three years since 2003 and every four years since 2014, a citizen survey has been measuring importance and satisfaction with services, perceptions of taxation, the allocation of municipal funding and overall impressions of the quality of life in Saanich from residents and businesses. However, four years is a long time to go between survey cycles, and so Saanich Council wanted to do a shorter pulse check survey to capture current perceptions on selected topics.

Beginning in 2021, a resident pulse survey has been conducted in the years between the regular citizen and business satisfaction survey.

1.2. Objective & Goals

The objective is to have periodic pulse checks based on the anchor questions from the larger citizen survey to show differences in comparative results over time, along with new questions to assess the importance, use and satisfaction with current initiatives, projects and the Council's strategic plan.

A quality survey created to maximize citizen participation will identify key opportunities for maintaining or improving awareness and satisfaction of Saanich services and provide statistical data for indicators used in the municipality's planning and reporting processes.

Saanich worked with BC Stats to engage with residents to see their perspective on life in Saanich:

- Residents' satisfaction with Saanich's services.
- Residents' impressions on quality of life in Saanich.
- Residents' perception of the current Saanich Council.

2. Methodology

2.1. Survey

2.1.1. Survey Design

The Saanich Residents Pulse Check Survey was designed to collect information on the experience and opinions of Saanich residents. The survey collected information on the communication methods and engagement preferences of residents, the services provided by the district, the emergency, safety, and security services, the quality of life in Saanich and the satisfaction with Saanich Council.

Along with the continuing topics mentioned above, questions were added this cycle to capture opinions on Saanich's Climate Action Plan and Indigenous relations.

Residents were given the option to complete the survey online, over the telephone, or by filling out a paper questionnaire. The survey ran between December 2, 2024, and January 26, 2025. For the 2024 Saanich Resident Pulse Survey questionnaire, please see Appendix A: Survey Instrument.

The survey ran between December 2, 2024, and January 26, 2025, with residents able to complete the survey online, by telephone, or by filling in a paper questionnaire.

2.1.2. Survey Sample

A list of all civic property addresses within the boundaries of Saanich, along with the local area name associated with each address, was provided to BC Stats for the invitation mail out. A random sample was selected, with the distribution by local area closely matching the proportions found in the total population.

A sample of 4,052 addresses was selected to complete the survey and were sent a postcard invitation. Due to the Canada Post work stoppage, delivery of the postcards was delayed by approximately four weeks.

Residents also had the opportunity to sign up for the survey through a link on the Saanich website. After providing a valid email address and Saanich postal code, residents received an email invitation.

Individuals who wanted to remain completely anonymous could complete the survey through an open link, which was provided by contacting Saanich Municipal Hall.

Residents also had the option to contact the Saanich Municipal Hall to complete the survey over the telephone or to pick up a paper questionnaire².

Table 1 provides sample sizes, completions, and response rates by survey type.

TABLE 1: SURVEY COMPLETIONS BY SURVEY TYPE

Survey	Sample	Completes	Response Rate
Closed Survey ³ – Postcard Invitation	4,052	320	8%
Closed Survey – Online Signup	2,024	1,471	73%
Open Survey	--	189	--
Total – Closed Survey	6,076	1,791	29%

2.2. Data Analysis

2.2.1. Data Cleaning and Coding

Following the completion of survey administration, survey data were cleaned to ensure that responses were logically consistent, as well as to identify data entry errors, response errors, inconsistent information, illogical information, and outliers. No outliers were identified during the cleaning of survey data.

For close-ended questions, including all ‘other, please specify’ response options, a review of written responses was conducted to develop a coding list. Using the coding list, written

² No paper questionnaires were completed by residents.

³ A closed survey is a survey where respondents require a password to access, which was provided through a postcard invitation or the online signup.

responses were up-coded (aggregated) into existing response options where appropriate. Outlier responses were left in the 'other, please specify' category.

2.2.2. Quantitative Analysis

Once the survey data were cleaned and coded, closed-ended and coded responses were summarized using descriptive statistics (e.g. frequencies and percentages). For multiple response questions, respondents had the option of providing more than one answer; therefore, the percentages reported in the frequencies for multiple response questions may sum up to more than 100%, as respondents may have selected more than one response. Additional statistics included means, and mean scores were calculated to add context to the results.

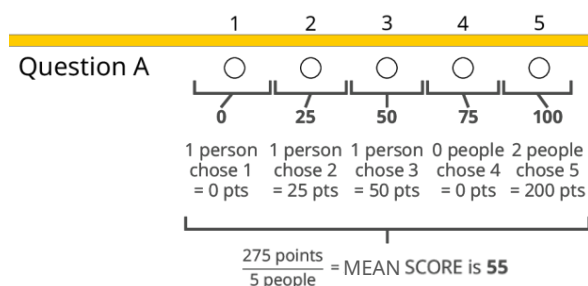
In addition to descriptive statistics, cross-tabulations were produced to compare findings among sub-groups. Statistical testing was conducted to gauge whether the differences between sub-groups were statistically significant.

2.3. Overview of Report

The report has been designed to reflect the overall results of the survey. Throughout the report, references will be made to "ratings" or "mean scores".

Mean scores range from 0 to 100.

These ratings represent the full range of responses to a question, not just the positive ones. To calculate mean scores, the five-point survey scale is converted into a 100-point scale and averaged based on the number of respondents.



Only statistically significant differences between subgroups are discussed in the report. Moreover, respondents who selected 'prefer not to answer' were removed from the analysis.

Unless otherwise mentioned, all results presented are for the closed survey (postcard invitation and online signup).

To protect respondent confidentiality, responses with counts less than five have been suppressed and will be denoted by "<5".

3. Respondent Profile

3.1. Respondent Locations

Table 2 below summarizes the geographical area of Saanich that respondents lived in at the time of taking the survey.

TABLE 2: RESPONDENT LOCAL

Local Area	Population ⁴	Completes
Blenkinsop	1%	1%
Cadboro Bay	4%	5%
Carey	15%	15%
Cordova Bay	8%	8%
Gordon Head	18%	17%
North Quadra	6%	8%
Quadra	10%	14%
Royal Oak	9%	9%
Rural Saanich	4%	4%
Saanich Core	6%	3%
Shelbourne	10%	9%
Tillicum	9%	8%

3.2. Respondent Characteristics

Table 3 and Table 4 below summarize the characteristics of respondents who completed the Resident Pulse survey.

TABLE 3: RESPONDENT CHARACTERISTICS

Respondent Characteristics	2024 Open Survey	2024 Closed Survey	2021 Survey
Gender			
Woman	67%	55%	48%
Man	33%	44%	51%
Non-binary/ Another Gender	--	1%	<1%

⁴ Population proportions are based on the distribution of civic addresses within Saanich, not the number of residents within the district.

TABLE 4: RESPONDENT CHARACTERISTICS (CONT'D)

Respondent Characteristics	2024 Open Survey	2024 Closed Survey	2021 Survey
Age Group			
18 to 24 years old	<5	1%	2%
25 to 34 years old	<5	3%	5%
35 to 44 years old	3%	13%	12%
45 to 54 years old	16%	18%	19%
55 to 64 years old	21%	24%	24%
65 years and older	57%	42%	38%
Indigenous Identity			
Yes	2%	2%	1%
No	98%	98%	99%
Homeownership			
Own	92%	93%	93%
Rent	8%	7%	7%
Disability Status			
Yes	16%	11%	8%
No	84%	89%	92%
Years in Saanich			
Less than one year	<5	1%	3%
1 to 5 years	<5	11%	14%
6 to 10 years	8%	11%	9%
11 to 20 years	17%	18%	24%
More than 20 years	66%	59%	49%
Race/Ethnicity*			
Arab	<5	<5	<5
Black	<5	<5	<5
Chinese	<5	3%	8%
Filipino	<5	<5	1%
Indigenous (e.g., First Nations, Métis, Inuit, Māori, Ainu, Sámi, Torres Strait Islander, etc.)	<5	1%	1%
Korean	<5	<5	<5
Japanese	<5	<1%	1%
Latin American	<5	1%	1%
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	<5	<1%	<5
South Asian (e.g., Indian, Pakistani, Sri Lankan, etc.)	<5	1%	2%
West Asian (e.g. Iranian, Afghan, etc.)	<5	<5	<5
White (Caucasian)	95%	94%	83%
Prefer to self-describe	<5	2%	6%

*Respondents could provide multiple answers, so totals may sum to over 100%.

4. Key Findings

4.1. Communication and Engagement

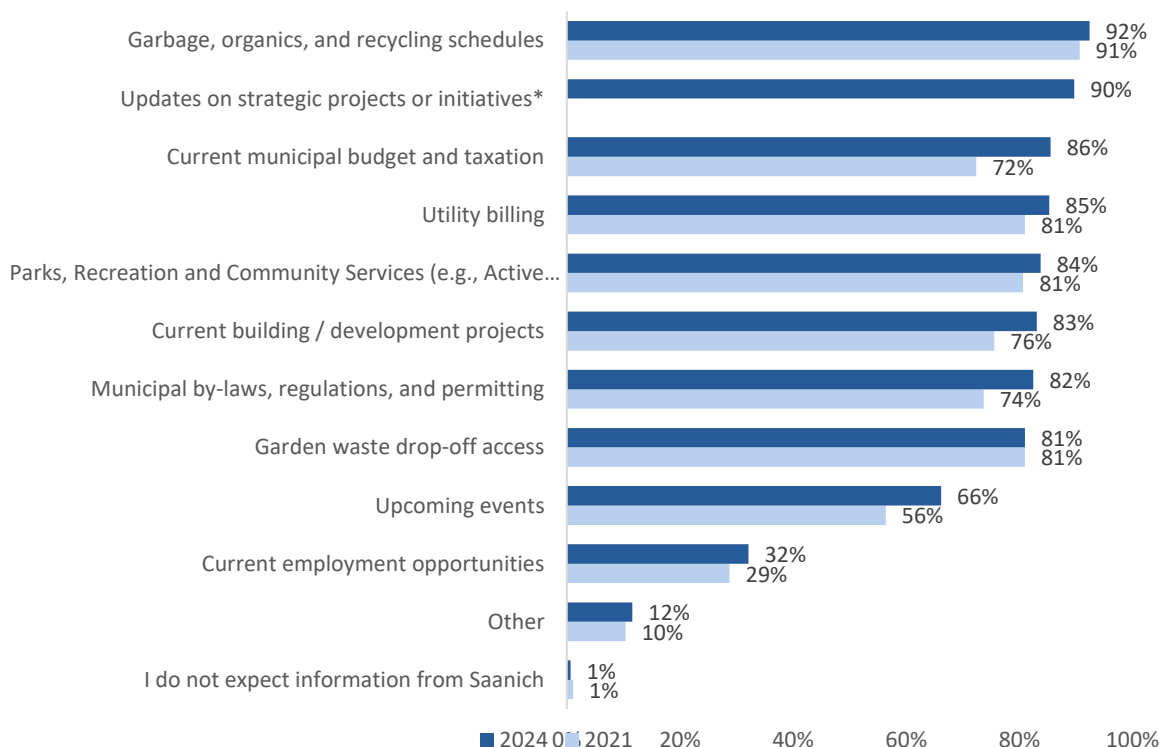
4.1.1. Resident Information Needs

When asked what type of information residents would like Council to communicate with them, residents expressed an interest in a variety of topics, as seen in Figure 1.

The most common type of information residents wanted communication on was related to *garbage, organics, and recycling schedules* (92%), followed by *updates on strategic projects or initiative* (90%) and *the current municipal budget and taxation* (86%).

Over 8 in 10 residents also indicated an interest in *utility billing* (85%), *parks, recreation and community services* (84%), *current building or development projects* (83%), *municipal by-laws, regulations, and permitting* (82%), and *garden waste drop-off access* (81%).

FIGURE 1: TYPE OF INFORMATION DESIRED – 2024 & 2021



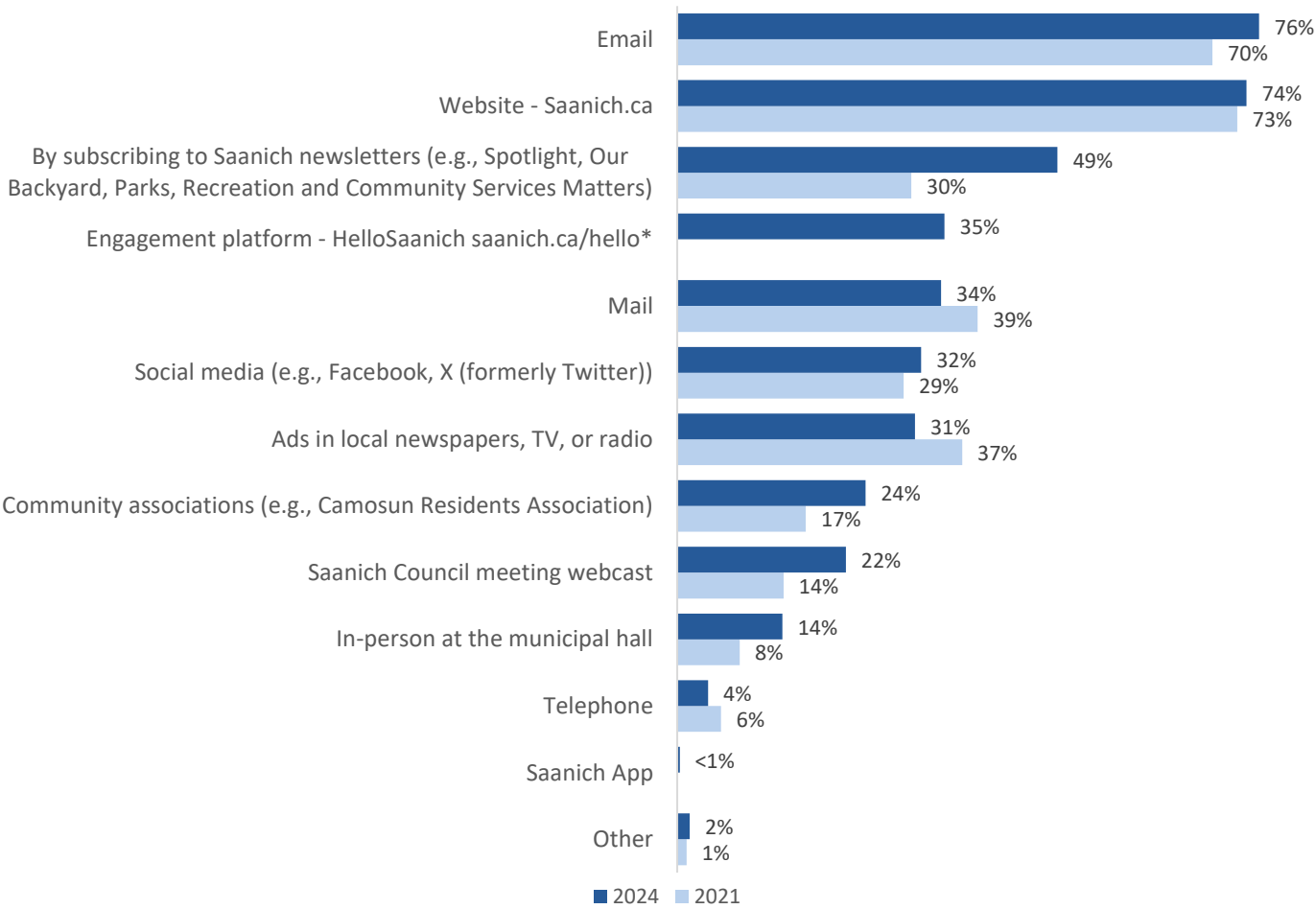
*Response option not available in 2021.

Note: Respondents could provide multiple answers, so totals may sum to over 100%.

While results were similar to those of the Pulse Survey in 2021, residents in 2024 were interested in receiving a greater variety of information. Interest in *current municipal budget and taxation* (72% to 86%) and *upcoming events* (56% to 66%) both increased at least 10 percentage points.

As seen in Figure 2, the most popular methods residents want to receive information were by *email* (76%) and the *Saanich website* (74%). Additionally, half (49%) of residents would like to receive information through *subscriptions to Saanich newsletters*.

FIGURE 2: PREFERRED COMMUNICATION METHODS REGARDING SAANICH MUNICIPAL ACTIVITIES AND SERVICES – 2024 & 2021



*Response option not available in 2021.
 Note: Respondents could provide multiple answers, so totals may sum to over 100%.

Compared to 2021, Saanich residents expressed a greater preference for receiving information by *email* (70% in 2021 to 76%) and through *subscriptions to Saanich newsletters*

(30% to 49%). Conversely, fewer residents preferred posted *mail* (39% in 2021 to 34%) and *ads in local newspapers, television, or radio* (37% to 30%).

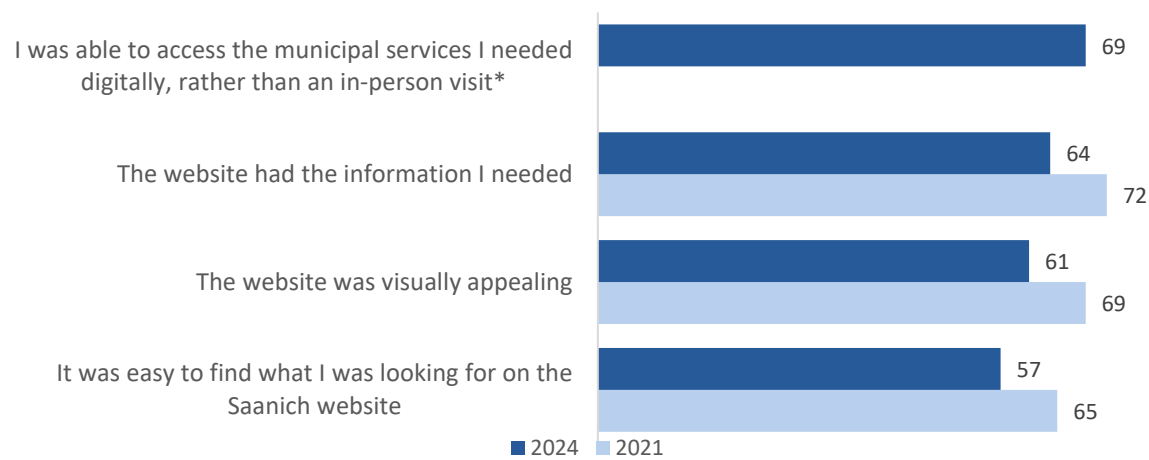
4.1.2. Experience with Saanich’s Website

Most residents (94%) had visited Saanich’s website, *Saanich.ca*, within the last 12 months. This is an increase from 2021 (85% to 94%).

Residents who had visited Saanich’s website were asked to rate their agreement with several statements regarding the digital access of Saanich services and the website itself. The mean scores out of 100 of these ratings are presented in Figure 3 below.

Most residents (94%) had visited Saanich’s website within the last 12 months.

FIGURE 3: ABILITY TO ACCESS DIGITAL SERVICES AND INFORMATION – 2024 & 2021



*Question not asked in 2021.

With mean scores between 57 and 69, residents leaned more neutral regarding the digital services and information questions. Residents rated the statement “*I was able to access the municipal services I needed digitally, rather than an in-person visit*” the highest with a mean score of 69.

The mean scores for all three statements were 8 percentage points lower in 2024 than in 2021.

For 2024, residents aged 35 to 44 years were more likely to agree with the statement “*the website was visually appealing*”, while Residents under 45 years were more likely to disagree that “*the website had the information I needed*”.

4.1.3. Interactions with Saanich Staff

More than two-thirds (68%) of residents had personally contacted or dealt with Saanich or one of its employees within the last 12 months. This is an increase from just over half (53%) of residents in 2021.

For 2024, Women were more likely than men to have contacted Saanich within the last 12 months.

Residents who had personally contacted or dealt with Saanich within the previous year were asked about their most recent interaction. In this interaction with Saanich staff, about 8 in 10 (79%) knew how to get the information or service they needed, down from 84% in 2021.

Regarding their most recent interaction with Saanich staff, the most common methods of contact with Saanich were by *email* (31%) and *telephone* (30%), followed by *Saanich's website* (20%) and *in-person at Municipal Hall* (9%).

As seen in Table 5, these results represent a great change from 2021 where nearly half (47%) of residents' most recent interaction with Saanich was over the *telephone*. In 2024, around half (51%) of these interactions were online (email or website) compared to 37% in 2021.

Two out of three (68%) residents had personally contacted or dealt with Saanich within the last 12 months.

TABLE 5: MOST RECENT METHOD OF CONTACT WITH SAANICH – 2024 & 2021

Method of Contact	2024 Survey	2021 Survey
Email	31%	24%
Telephone	30%	47%
Website – Saanich.ca	20%	13%
In-person at the Municipal Hall	10%	9%
Visit from a Municipal Employee	2%	2%
Recreation Centre	2%	--
Open House/Public Information Session	2%	--
Saanich Yard Depot/Public Works	1%	--
Mail	1%	2%
Social media (e.g., Facebook, X (formerly Twitter))	<1%	<5
Other	2%	1%

4.2. Service Satisfaction

Multiple service areas were looked at to see how Saanich residents feel about the services they are receiving from the municipality. Residents were asked to rate on a 5-point scale their agreement with several statements regarding services provided by Saanich. Mean scores out of 100 were then calculated and presented throughout different figures in this section.

4.2.1. Interaction Outcomes

Residents were asked to rate their agreement with a number of interaction outcome statements related to their most recent contact with Saanich staff. As seen in Figure 4, mean scores for these statements ranged from a high of 71 for *“I was satisfied with the method of contact I used”* to a low of 49 for *“any complaints I made about my service experience were addressed to my satisfaction”*. The key statement *“overall, I was satisfied with the service I received”* received a mean score of 61.

Compared to 2021, mean scores were down across the board. Decreases ranged from 7 to 13 percentage points. The key statement, *“overall, I was satisfied with the service I received”* decreased from 71 to 61.

FIGURE 4: INTERACTION OUTCOMES – 2024 & 2021



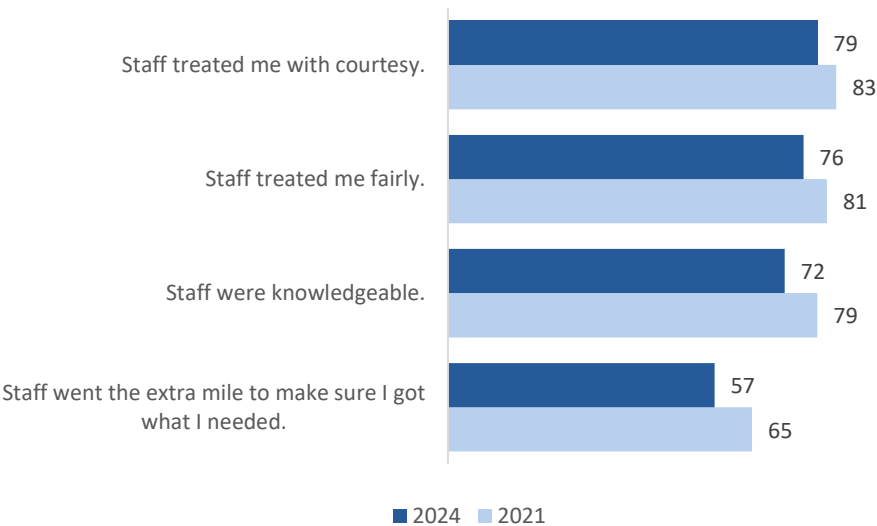
For 2024, residents under 45 years of age were overall more positive about their experience than the older cohorts. Younger residents were more likely to agree with the statements *“receiving the service I wanted was easy”*, *“any issues I encountered were resolved”*, and *“any complaints I made about my service experience were addressed to my satisfaction”*.

4.2.2. Staff Experience

When asked to rate their interactions with Saanich staff, most residents rated their experiences with staff positively. As seen in Figure 5, statements that received high scores were *“staff treated me with courtesy”* (79), *“staff treated me fairly”* (76), and *“staff were knowledgeable”* (72).

Residents were feeling more neutral regarding staff going the *“extra mile to make sure they got what they needed”* (57).

FIGURE 5: STAFF EXPERIENCE – 2024 & 2021



The mean scores related to staff experience were lower in 2024 than in 2021. The largest difference was for *“staff went the extra mile to make sure I got what I needed”* (65 to 57).

4.2.3. Saanich Services

As a district municipality, Saanich provides a variety of services ranging from infrastructure to recreation programs. Residents were asked to rate the quality of the specific Saanich services that they utilized within the last 12 months.

Looking at Figure 6, there is a large difference between the highest and lowest rated services: *garbage and organics collection* (79) vs *land use planning* (34).

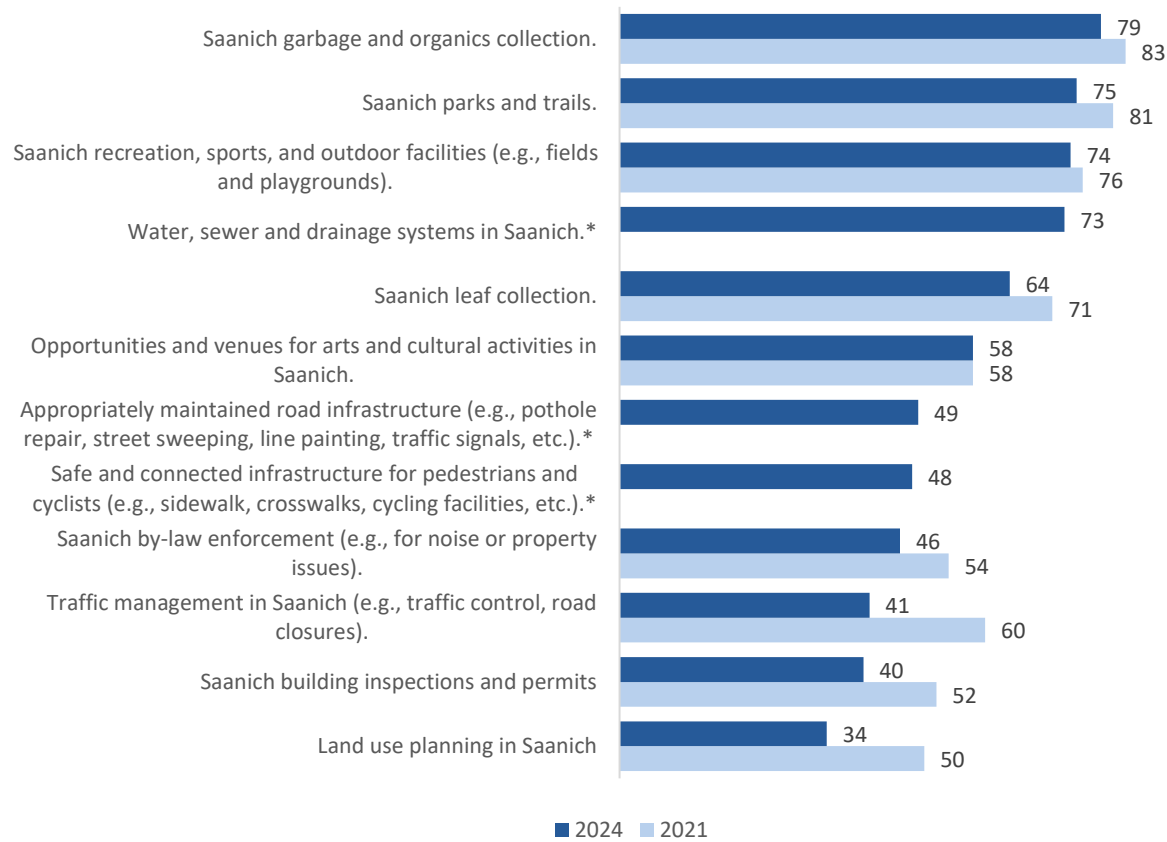
Other services with high mean scores are:

- *parks and trails* (75),
- *recreation, sports, and outdoor facilities* (74), and
- *water, sewer and drainage systems* (73).

Services where improvements can be made include:

- *traffic management* (41) and
- *building inspections and permitting* (40).

FIGURE 6: SAANICH SERVICES – 2024 & 2021



*Question not asked in 2021.

As seen elsewhere, residents’ assessment of the quality of these municipal services has largely decreased from 2021. The greatest changes were focused on the lowest rated services: *traffic management* (-19 percentage points); *land use planning* (-16); and *building inspections and permitting* (-12).

Conversely, *opportunities and venues for arts and cultural activities* remained unchanged between 2024 and 2021.

There were many statistically significant differences amongst age group when it came to rating these municipal services:

- Residents aged 35 to 44 were more likely to consider Saanich's *appropriately maintained road infrastructure, traffic management, and land use planning* as good quality.
- Older residents (65 years and older) were more likely to rate *opportunities and venues for arts and cultural activities* and Saanich's *leaf collection* as good quality.
- Younger residents (under 35 years) were more likely to rate Saanich's *garbage and organics collection* as poor quality.

Additionally, men and residents of Royal Oak were more likely than their counterparts to consider Saanich's *safe and connected infrastructure for pedestrians and cyclists* as good quality. Residents of Blenkinsop and Royal Oak were more likely to rate Saanich's *traffic management* as good quality.

Those living in Cadboro Bay and North Quadra were more likely to rate Saanich's *land use planning* as poor quality.

4.3. Emergency, Safety and Security Services

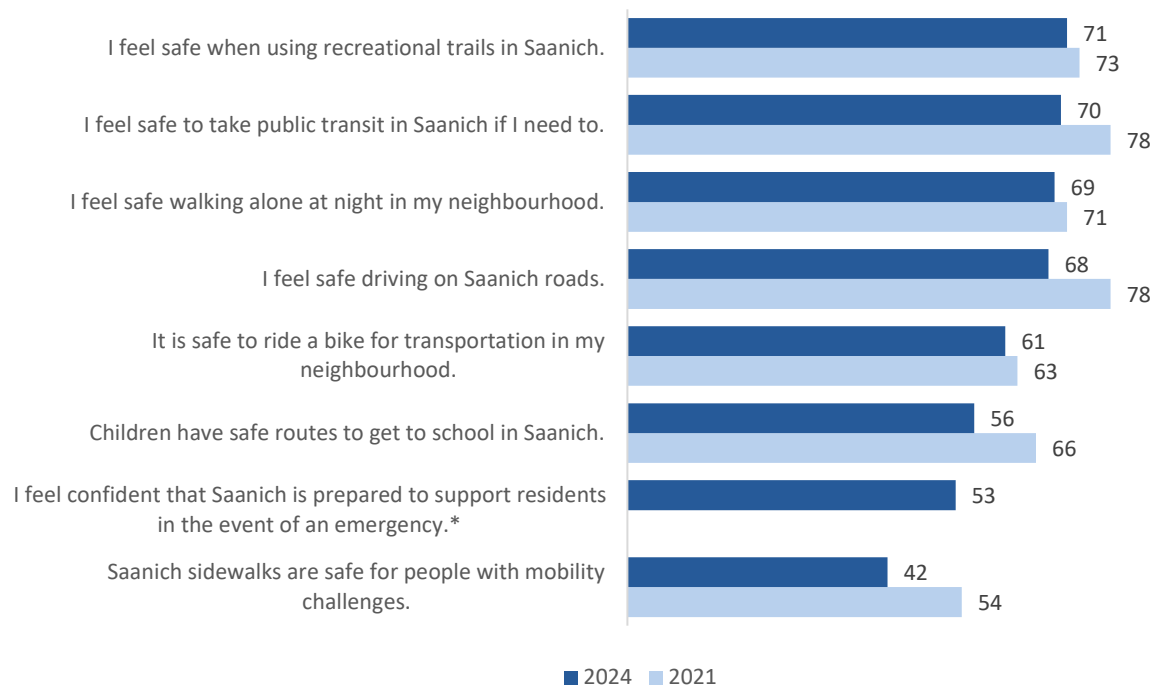
When asked to rate their agreement with statements related to emergency, safety and security services in Saanich, residents gave higher scores to the following:

- *"I feel safe when using recreational trails in Saanich"* (71) and
- *"I feel safe to take public transit in Saanich if I need to"* (70).

Conversely, residents were less likely to agree that *"Saanich sidewalks are safe for people with mobility challenges"* (42), as seen in Figure 7.

Compared to 2021, many of the statements had lower scores. The larger decreases for *"Saanich sides are safe for people with mobility challenges"* (-12 percentage points), *"I feel safe driving on Saanich Roads"* (-10), and *"children have safe routes to get to school in Saanich"* (-10) may be tied to the long-term construction projects currently taking place in the district.

FIGURE 7: EMERGENCY, SAFETY AND SECURITY SERVICES – 2024 & 2021



*Question not asked in 2021.

Men were more likely to agree that they “*feel safe walking alone at night in my neighbourhood*”, they “*feel safe when using recreational trails in Saanich*”, “*children have safe routes to get to school in Saanich*”, “*it is safe to ride a bike for transportation in my neighbourhood*”, and they “*feel safe to take public transit in Saanich if I need to*”.

Women were more likely to disagree that “*Saanich sidewalks are safe for people with mobility challenges*”.

Residents of Blenkinsop were more likely to agree “*it is safe to ride a bike for transportation in my neighbourhood*”.

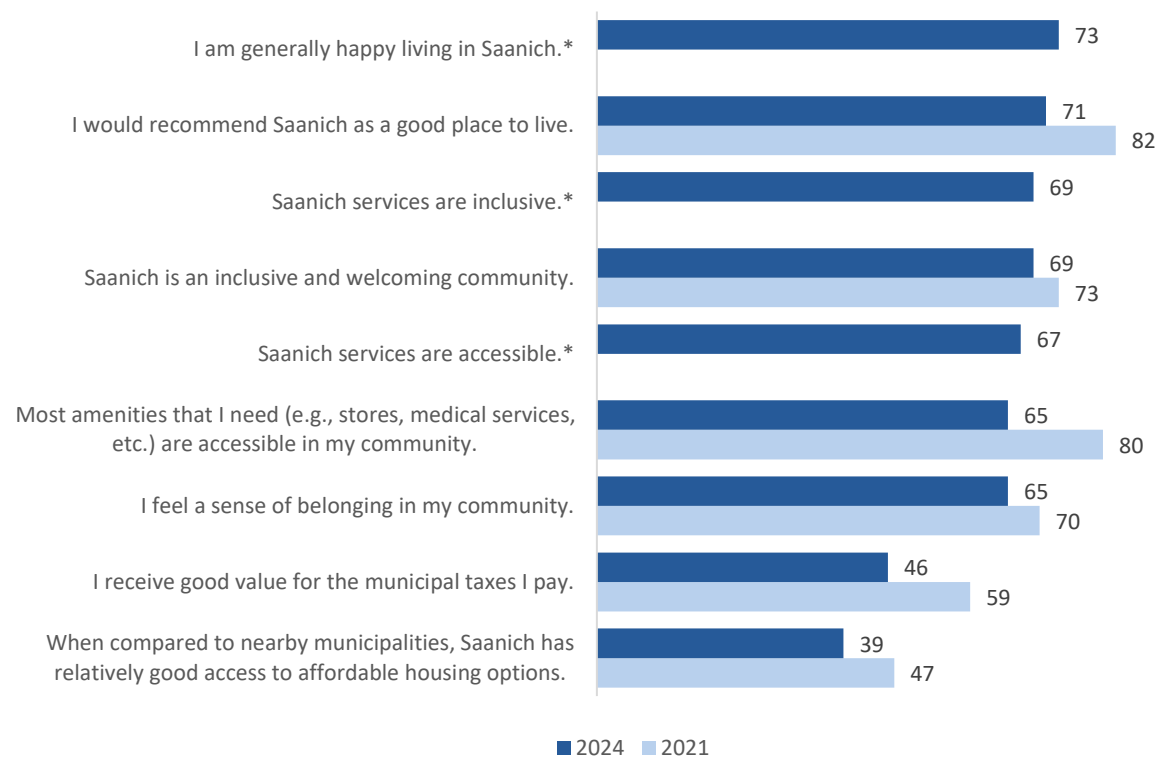
4.4. Quality of Life in Saanich

4.4.1. Saanich Community

When asked about the quality of life in Saanich, residents highly rated the statements “*I am generally happy living in Saanich*” (73) and “*I would recommend Saanich as a good place to live*” (71).

As seen in Figure 8, Residents also positively rated indicators related to inclusivity and accessibility: “Saanich services are inclusive” (69); “Saanich is an inclusive and welcoming community” (69); and “Saanich services are accessible” (67).

FIGURE 8: SAANICH COMMUNITY – 2024 & 2021



*Question not asked in 2021.

When asked about affordability, residents were less positive. The statements “I receive good value for the municipal taxes I pay” (46) and “When compared to nearby municipalities, Saanich has relatively good access to affordable housing options” (39) were the lowest rated.

Men were more likely to agree with the statement “Saanich services are accessible” and more likely to disagree with “I receive good value for the municipal taxes I pay”.

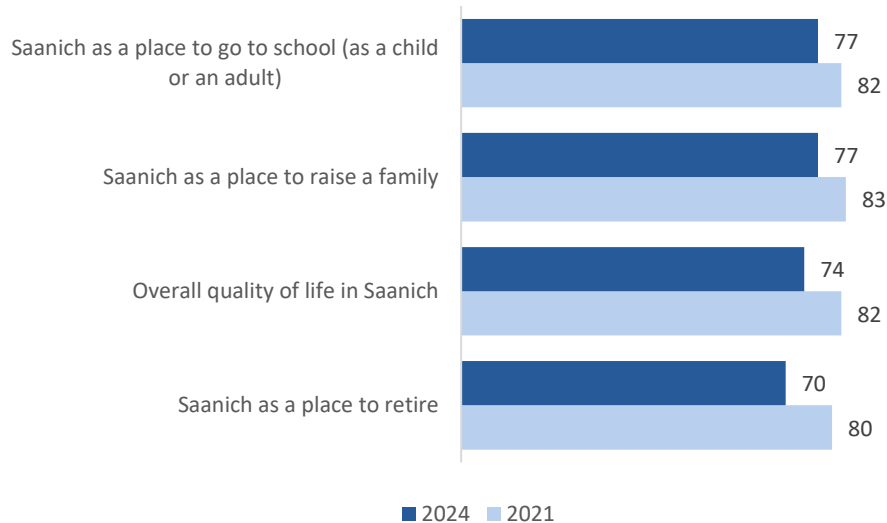
Residents in Cordova Bay, Gordon Head, and Rural Saanich were more likely to disagree that “most amenities that I need are accessible in my community”.

Ratings overall were lower in 2024 compared to the 2021 survey. The greatest changes were in “most amenities that I need are accessible in my community” (-15 percentage points), “I receive good value for the municipal taxes I pay” (-13), and “I would recommend Saanich as a good place to live” (-11).

4.4.2. Saanich Life

As seen in Figure 9 below, several aspects of life in Saanich were rated quite highly, specifically *Saanich as a place to go to school (as a child or an adult)* (77) and *Saanich as a place to raise a family* (77).

FIGURE 9: SAANICH LIFE – 2024 & 2021



The *overall quality of life in Saanich* (74) and *Saanich as a place to retire* (70) also received high ratings.

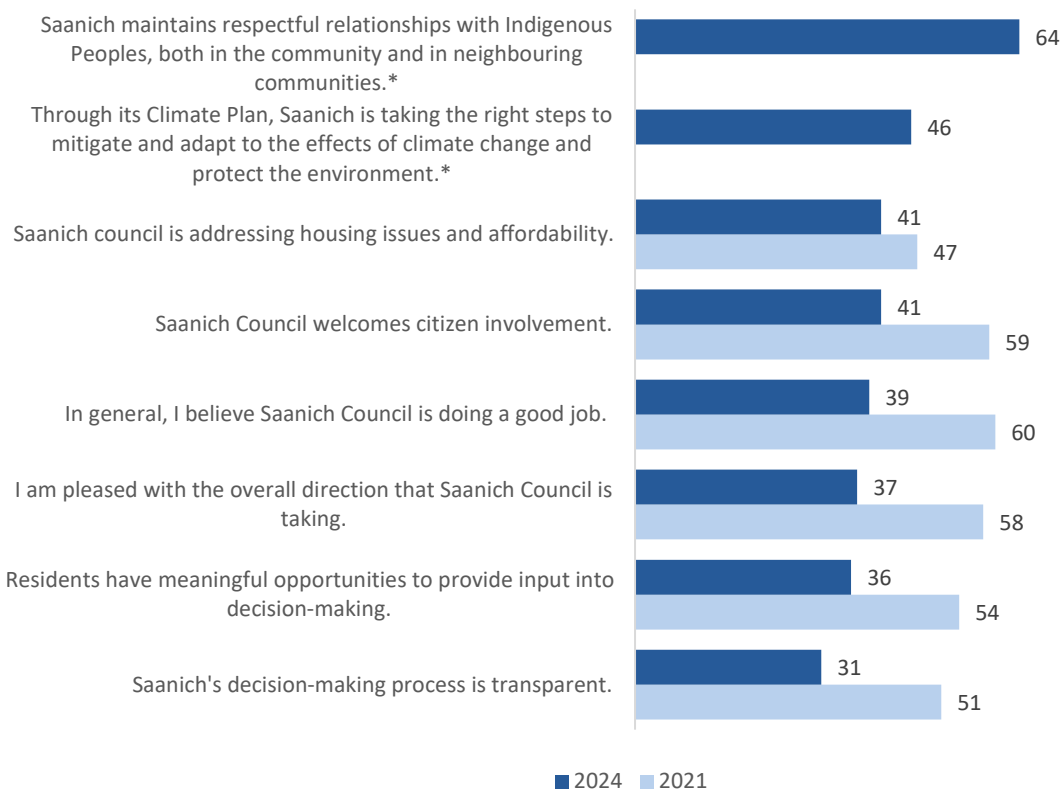
4.5. Saanich Council

4.5.1. Citizen Satisfaction with Council

Residents were asked to rate their agreement with a number of statements related to Saanich Council. The only statement that had a mean score above 50 was “*Saanich maintains respectful relationships with Indigenous Peoples, both in the community and in neighbouring communities*” (64), as seen in Figure 10.

These ratings represent a large change from 2021. For the statements that were asked in both surveys, the range of ratings fell from between 47 and 60 to 31 and 41. Interestingly, “*Saanich council is addressing housing issues and affordability*” saw the smallest decrease, moving from the lowest rated statement to one of the highest.

FIGURE 10: SATISFACTION WITH COUNCIL – 2024 & 2021



*Question not asked in 2021.

Saanich residents under 45 years were more likely to agree *“Saanich Council welcomes citizen involvement”, “residents have meaningful opportunities to provide input into decision-making”, “Saanich’s decision-making process is transparent”, “I am pleased with the overall direction that Saanich Council is taking”, and “in general, I believe Saanich Council is doing a good job”.*

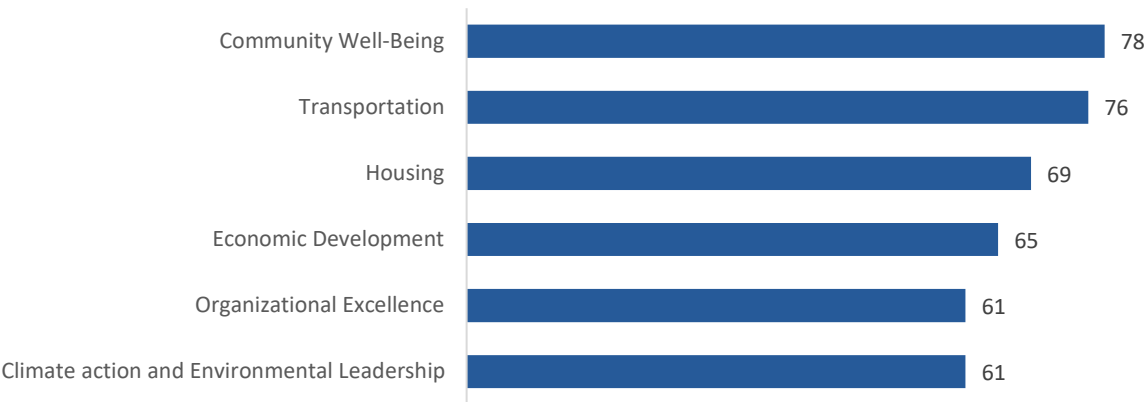
Those living in Saanich Core were more likely to agree *“Saanich Council welcomes citizen involvement” and “residents have meaningful opportunities to provide input into decision-making”.* Conversely, residents of Cadboro Bay were more likely to disagree with the statement *“I am pleased with the overall direction that Saanich Council is taking”.*

4.5.2. Strategic Planning Themes

When asked to rate the importance of the different themes on the Saanich Council’s strategic plan, residents rated *community well-being* the highest (78), followed by *transportation* (76) and *housing* (69).

As seen in Figure 11, *organizational excellence* and *climate action and environmental leadership* (61) were tied for least important theme.

FIGURE 11: IMPORTANCE OF THEMES FOR SAANICH COUNCILS STRATEGIC PLAN



Women were more likely to have rated *community well-being*, *housing*, *climate action and environmental leadership* as important.

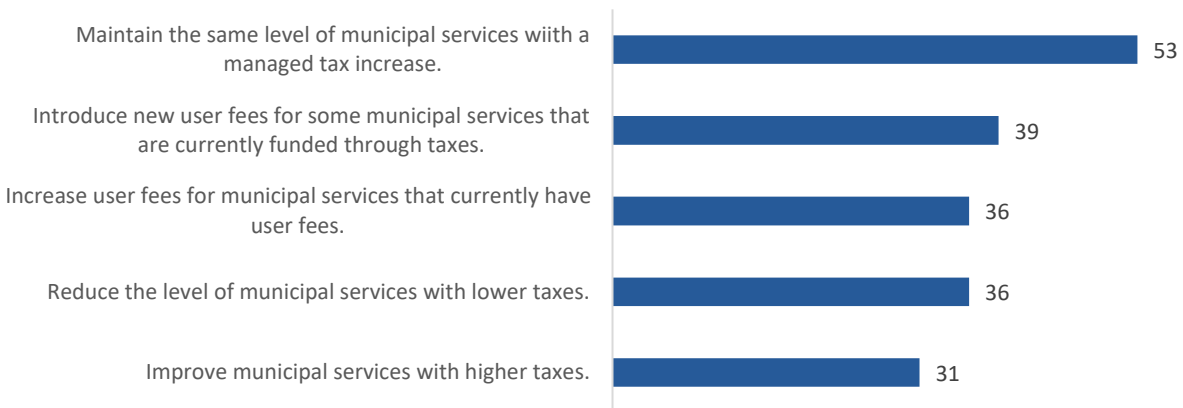
Residents under 45 years were more likely to have said *housing* was important. Residents under 35 were less likely to rate *organizational excellence* as important.

4.5.3. Taxation and Services

Residents were presented with and asked to rate their agreement with several different options for how Saanich Council should manage taxation and service levels.

As seen in Figure 12, the only option with a mean score greater than 50 was “*maintain the same level of municipal services with a managed tax increase*” (53). The ratings for the other choices ranged from 31 (“*improve municipal services with higher taxes*”) to 39 (“*introduce new user fees for some municipal services that are currently funded through taxes*”).

FIGURE 12: TAX AND SERVICE ADJUSTMENTS



While every age group rated *“maintain the same level of municipal services with a managed tax increase”* the top choice, there were many statistically significant differences amongst the age groups.

- Residents 65 years or older were more likely to agree with the choice to *“maintain the same level of municipal services with a managed tax increase”* and more likely to disagree with the *“increase user fees for municipal services that currently have user fees”* option.
- Residents aged 45 to 54 were more likely to agree with the choice to *“reduce the level of municipal services with lower taxes”*.
- Those under 45 years were more likely to agree with the *“improve municipal services with higher taxes”* option.
- Residents aged 35 to 54 were more likely to agree with the choice to *“introduce new user fees for some municipal services that are currently funded through taxes”*.

Additionally, men were more likely to agree with the choice to *“reduce the level of municipal services with lower taxes”*.

4.6. Top Issue for Saanich Council

When asked what the one issue respondents felt should receive the most attention from Saanich Council, 1,529 (85%) respondents left a comment. These comments were categorized into different themes, with some comments taking on multiple themes.

Out of those who left comments, over 4 in 10 (44%) identified *infrastructure, traffic and roads* as an issue requiring Saanich Council's attention. This included comments on *cycling infrastructure* both negative (14%) and positive (1%), *traffic control and congestion* (12%) and 5 other subcategories.

44% of comments related to infrastructure, traffic and roads.

Nearly 2 in 10 (17%) commenters wrote about *community development and growth*, while 14% had comments on *Saanich Council*.

Over 1 in 10 (13%) commenters mentioned topics related to *crime, safety and policing*, with a similar number commenting on *taxes, budget and spending* (13%).

Other categories respondents commented on included *housing* (11%), *environmental and climate issues* (11%), and *recreation and outdoors* (8%).

Appendix A: Survey Instrument

Introduction

Welcome to the Saanich 2024 Resident Pulse Survey.

Saanich, in partnership with BC Stats, is currently conducting an online survey of residents. This is your opportunity to provide confidential feedback on your satisfaction with services that Saanich provides, overall impressions toward the quality of life in Saanich, and your perceptions of the current Saanich Council. Your answers to the survey questions will help Saanich Council set budget priorities, evaluate programs and improve services.

Your household has been selected to participate as part of a random sample of all households within Saanich. To help ensure the survey is representative, please select a member of your household who is 18 years of age or older and who has the next birthday to complete the survey. If that member is not available, then any member of your household who is 18 years of age or older may complete the survey.

The survey will take up to **10 minutes** to complete and your participation is completely **voluntary**. The deadline to submit your responses is **11:59 pm** on **[Deadline Date]**.

Technical Information

- Please navigate using the Back and Next buttons at the bottom of the page.
- If you leave the survey or lose internet connection, you can return to the survey through the link in your invitation postcard.

Protecting your confidentiality

The information in this survey is collected and kept confidential in accordance with the [Statistics Act](#) and only used for statistical and research purposes. When survey results are reported, your responses will be combined with the responses of others so that you cannot be identified.

If you provide comments during the survey, BC Stats will make every effort to remove any information that could potentially be used to identify you as a respondent. **To help us protect your identity, we strongly suggest that you do not sign your name or include any information that might identify you or others in your comments.**

If you have any questions or if you run into technical difficulties, please contact BC Stats by email at **BCStats.SurveyMail3@gov.bc.ca** or by telephone at **1-888-447-4427**.

Disclosure Consent

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

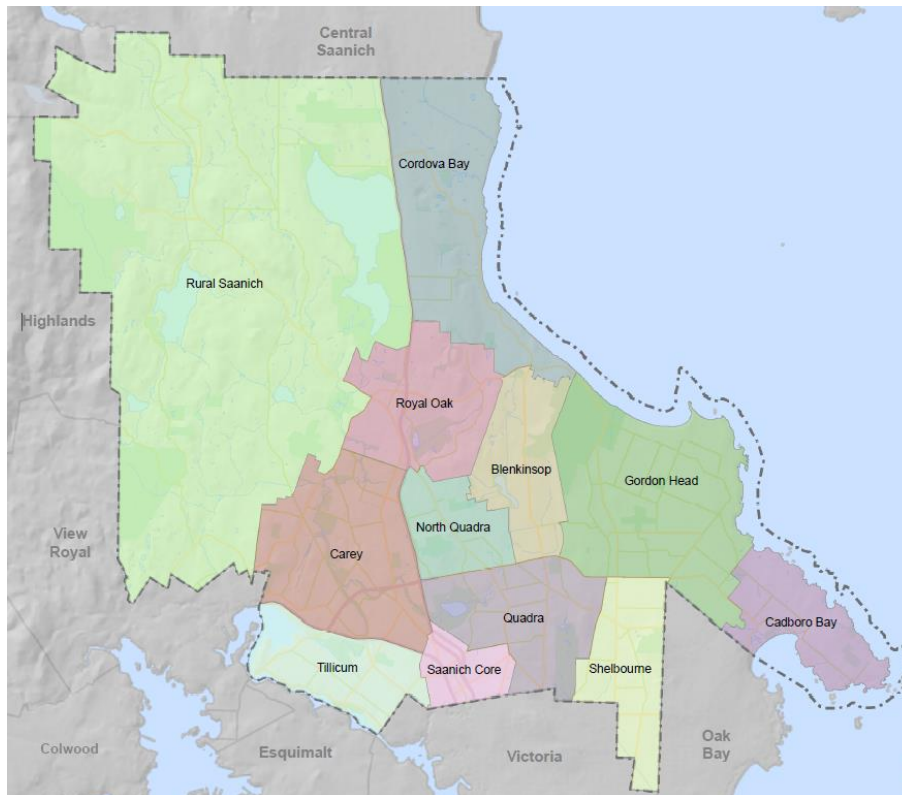
Do you consent to the disclosure (i.e., share) of all your potentially identifiable open-ended comments to Saanich?

- ☐ Yes, I consent to the disclosure of my comments to Saanich
- ☐ No, I do not consent to the disclosure of my comments to Saanich

Preliminary Questions

Q1. Just to confirm, are you aged 18 years or older and live within the boundary of the District of Saanich (see boundaries in map below)?

- ☐ Yes
- ☐ No [**SKIP TO CLOSING SECTION**]
- ☐ Don't know / Not applicable / No response [**SKIP TO CLOSING SECTION**]



Communication and Engagement with Saanich

Q2. Thinking about your information needs, what type of information do you expect Saanich to provide to you? (Check all that apply)

- ☐ Current building / development projects
- ☐ Current employment opportunities
- ☐ Current municipal budget and taxation
- ☐ Garden waste drop-off access
- ☐ Garbage, organics and recycling schedules
- ☐ Municipal bylaws, regulations and permitting
- ☐ Parks, Recreation and Community Services programs (e.g., Active Living Guide, swimming schedules and fees, Cedar Hill Golf Course costs and hours, etc.)
- ☐ Upcoming events
- ☐ Updates on strategic projects or initiatives
- ☐ Utility billing
- ☐ Other: Please specify _____
- ☐ I do not expect information from Saanich [SKIP TO Q4]
- ☐ Don't know / Not applicable / No response [SKIP TO Q4]

Q3. Which would be the best way(s) for you to receive information about Saanich municipal activities and services? (Check all that apply)

- ☐ Ads in local newspapers, TV or radio
- ☐ By subscribing to Saanich newsletters (e.g., Spotlight, Our Backyard, Parks, Recreation and Community Services Matters)
- ☐ Community associations (e.g., Camosun Residents Association)
- ☐ Email
- ☐ In-person at the municipal hall
- ☐ Mail
- ☐ Telephone
- ☐ Saanich Council meeting webcast
- ☐ Social media (e.g., Facebook, X (formerly Twitter))
- ☐ Website – Saanich.ca
- ☐ Engagement platform – HelloSaanich saanich.ca/hello
- ☐ Other: Please specify _____
- ☐ Don't know / Not applicable / No response

Q4. In the last 12 months, have you visited Saanich's website (Saanich.ca)?

- ☐ Yes
- ☐ No [SKIP TO Q6]
- ☐ Don't know / Not applicable / No response [SKIP TO Q6]

Q5. Based on your most recent visit to the website 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.

	Strongly Disagree				Strongly Agree	DK/NA/NR
It was easy to find what I was looking for on the Saanich website.	1	2	3	4	5	9
The website was visually appealing.	1	2	3	4	5	9
The website had the information I needed.	1	2	3	4	5	9
I was able to access the municipal services I needed digitally, rather than an in-person visit.	1	2	3	4	5	9

Q6. In the last 12 months, have you personally contacted or dealt with Saanich or one of its employees?

- ☐ Yes
- ☐ No [SKIP TO Q11]
- ☐ Don't know / Not applicable / No response [SKIP TO Q11]

Q7. Did you know how to get the information or service you needed from Saanich? For example, what telephone number to call, where to go, or who to talk to?

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

Q8. During your most recent contact with Saanich, what method of contact was used? [If more than one method, which one was used first?]

- ☐ Email
- ☐ In-person at municipal hall
- ☐ Mail
- ☐ Telephone
- ☐ Social media (e.g., X (formerly Twitter), Facebook)
- ☐ Website – Saanich.ca
- ☐ Visit from a municipal employee
- ☐ Other: Please specify _____
- ☐ Don't know / Not applicable / No response

Service Satisfaction

Q9. 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.

	Strongly Disagree				Strongly Agree	DK/NA/NR
Receiving the service I wanted was easy.	1	2	3	4	5	9
I was satisfied with the method of contact I used.	1	2	3	4	5	9
I was satisfied with the amount of time it took.	1	2	3	4	5	9
Any issues I encountered were resolved.	1	2	3	4	5	9
Any complaints I made about my service experience were addressed to my satisfaction.	1	2	3	4	5	9
In the end, I received the service I was seeking.	1	2	3	4	5	9
Overall, I was satisfied with the service I received.	1	2	3	4	5	9

Q10. Again, 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.

	Strongly Disagree				Strongly Agree	DK/NA/NR
Staff treated me fairly.	1	2	3	4	5	9
Staff treated me with courtesy.	1	2	3	4	5	9
Staff were knowledgeable.	1	2	3	4	5	9
Staff went the extra mile to make sure I got what I needed.	1	2	3	4	5	9

Q11. Now, think about all the Saanich municipal services that you have used over the past 12 months. Using a scale of 1 to 5 where 1 is “Very Poor” and 5 is “Very Good”, please rate the quality of each service provided by Saanich. If you did not use this service in the past year, please select “Don’t know / Not applicable / No response” (DK/NA/NR).

	Very Poor				Very Good	DK/NA/NR
Water, sewer and drainage systems in Saanich	1	2	3	4	5	9
Appropriately maintained road infrastructure (e.g., pothole repair, street sweeping, line painting, traffic signals, etc.)	1	2	3	4	5	9
Safe and connected infrastructure for pedestrians and cyclists (e.g., sidewalk, crosswalks, cycling facilities, etc.)	1	2	3	4	5	9
Opportunities and venues for arts and cultural activities in Saanich	1	2	3	4	5	9
Saanich parks and trails	1	2	3	4	5	9

	Very Poor				Very Good	DK/ NA/NR
Saanich recreation, sports, and outdoor facilities (e.g., fields and playgrounds)	1	2	3	4	5	9
Saanich garbage and organics collection	1	2	3	4	5	9
Saanich leaf collection	1	2	3	4	5	9
Traffic management in Saanich (e.g., traffic control, road closures)	1	2	3	4	5	9
Saanich by-law enforcement (e.g., for noise or property issues)	1	2	3	4	5	9
Land use planning in Saanich	1	2	3	4	5	9
Saanich building inspections and permits	1	2	3	4	5	9

Emergency, Safety and Security Services

Q12. 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.

	Strongly Disagree				Strongly Agree	DK/ NA/NR
I feel safe walking alone at night in my neighbourhood.	1	2	3	4	5	9
I feel safe when using recreational trails in Saanich.	1	2	3	4	5	9
Children have safe routes to get to school in Saanich.	1	2	3	4	5	9
It is safe to ride a bike for transportation in my neighbourhood.	1	2	3	4	5	9
I feel safe driving on Saanich roads.	1	2	3	4	5	9
Saanich sidewalks are safe for people with mobility challenges.	1	2	3	4	5	9
I feel safe to take public transit in Saanich if I need to.	1	2	3	4	5	9
I feel confident that Saanich is prepared to support residents in the event of an emergency.	1	2	3	4	5	9

Quality of Life in Saanich

Q13. Using a scale of 1 to 5 where 1 is “Strongly Disagree” and 5 is “Strongly Agree”, please rate your level of agreement with the following statements about Saanich.

	Strongly Disagree				Strongly Agree	DK/ NA/NR
Saanich is an inclusive and welcoming community.	1	2	3	4	5	9
I feel a sense of belonging in my community.	1	2	3	4	5	9
Saanich services are inclusive.	1	2	3	4	5	9
Saanich services are accessible.	1	2	3	4	5	9
I receive good value for the municipal taxes I pay.	1	2	3	4	5	9
When compared to nearby municipalities, Saanich has relatively good access to affordable housing options.	1	2	3	4	5	9
Most amenities that I need (e.g., stores, medical services, etc.) are accessible in my community.	1	2	3	4	5	9
I would recommend Saanich as a good place to live.	1	2	3	4	5	9
I am generally happy living in Saanich.	1	2	3	4	5	9

Q14. Using a scale of 1 to 5 where 1 is “Very Poor” and 5 is “Very Good”, how would you rate the following aspects of life in Saanich.

	Very Poor				Very Good	DK/ NA/NR
Saanich as a place to raise a family	1	2	3	4	5	9
Saanich as a place to go to school (as a child or an adult)	1	2	3	4	5	9
Saanich as a place to retire	1	2	3	4	5	9
Overall quality of life in Saanich	1	2	3	4	5	9

Saanich Council

Q15. 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 about the current Saanich Council.

	Strongly Disagree				Strongly Agree	DK/ NA/NR
Saanich Council welcomes citizen involvement.	1	2	3	4	5	9
Residents have meaningful opportunities to provide input into decision-making.	1	2	3	4	5	9
Saanich’s decision-making process is transparent.	1	2	3	4	5	9
Saanich Council is addressing housing issues and affordability.	1	2	3	4	5	9
Saanich maintains respectful relationships with Indigenous Peoples, both in the community and in neighbouring communities.	1	2	3	4	5	9
Through its Climate Plan , Saanich is taking the right steps to mitigate and adapt to the effects of climate change and protect the environment.	1	2	3	4	5	9
I am pleased with the overall direction that Saanich Council is taking.	1	2	3	4	5	9

	Strongly Disagree				Strongly Agree	DK/ NA/NR
In general, I believe Saanich Council is doing a good job.	1	2	3	4	5	9

Q16. Using a scale of 1 to 5 where 1 is “Not at all Important” and 5 is “Very Important”, please rate the importance of the following theme areas in Saanich Council’s [Strategic Plan](#) to you. The Plan includes themes, objectives and initiatives to move the community toward the Saanich vision. Specifically, after delivering basic municipal services, which areas should Saanich Council prioritize for spending?

	Not at all Important				Very Important	DK/ NA/NR
Climate Action and Environmental Leadership	1	2	3	4	5	9
Community Well-being	1	2	3	4	5	9
Housing	1	2	3	4	5	9
Transportation	1	2	3	4	5	9
Economic Development	1	2	3	4	5	9
Organizational Excellence	1	2	3	4	5	9

Q17. Using a scale of 1 to 5 where 1 is “Strongly Disagree” and 5 is “Strongly Agree”, please indicate your level of acceptance with the following statements related to Saanich Council’s budget management.

	Strongly Disagree				Strongly Agree	DK/ NA/NR
Maintain the same level of municipal services with a managed tax increase	1	2	3	4	5	9
Reduce the level of municipal services with lower taxes	1	2	3	4	5	9
Improve municipal services with higher taxes	1	2	3	4	5	9

	Strongly Disagree				Strongly Agree	DK/ NA/NR
Introduce new user fees for some municipal services that are currently funded through taxes	1	2	3	4	5	9
Increase user fees for municipal services that currently have user fees	1	2	3	4	5	9

Q18. What is the one issue that you feel should receive the most attention from Saanich Council and why?

☐ Don't know / Not applicable / No response

RESPONDENT INFORMATION

Listening to diverse voices is important to Saanich. These last few questions are about you.

Q19. Do you own or rent your home?

- ☐ Own
- ☐ Rent
- ☐ Don't know / Not applicable / No response

Q20. How long have you been a Saanich resident?

- ☐ Less than one year
- ☐ 1 to 5 years
- ☐ 6 to 10 years
- ☐ 11 to 20 years
- ☐ More than 20 years

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

Q21. 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 years or older
- ☐ Don't know / Not applicable / No response

Q22. Which gender do you identify with?

- ☐ Female
- ☐ Male
- ☐ Non-Binary / Another Gender
- ☐ Don't know / Not applicable / No response

Q23. Do you identify yourself as an Indigenous person, that is, First Nations (status or non-status), Métis or Inuit?

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

Q24. Which of the following best describes you? (select all that apply)

- ☐ Arab
- ☐ Black
- ☐ Chinese
- ☐ Filipino
- ☐ Indigenous (e.g., First Nations, Metis, Inuit, Maori, Ainu, Sami, Torres Strait Islander, etc.)
- ☐ Korean
- ☐ Japanese
- ☐ Latin American
- ☐ Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)
- ☐ South Asian (e.g., Indian, Pakistani, Sri Lankan, etc.)
- ☐ West Asian (e.g., Iranian, Afghan, etc.)
- ☐ White (Caucasian)
- ☐ Prefer to self-describe: _____
- ☐ Don't know / Not applicable / No response

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.

Q25. Do you identify as a person with a disability?

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

Closing Information

Thank you for participating in the Saanich 2024 Resident Pulse Survey! [Note: Respondents redirected to Saanich website after clicking submit.]

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. [if CONSENT=Yes] Your potentially identifiable open-ended comments may be disclosed to Saanich under Section 9(6)(b) of the *Statistics Act* as per your consent. BC Stats will make every effort to remove any information from your comments that could potentially be used to identify you.

Questions about the survey itself?

Contact BC Stats at BCStats.SurveyMail3@gov.bc.ca

Contact information for questions about FOIPPA, access, and privacy:

Beth Collins
Executive Director, Policy and Legislation
BC Stats, E200 - 4000 Seymour Place
PO Box 9410 Stn Prov Govt
Victoria, BC V8W 9V1
Telephone: 250-361-5378

ENDING IF NOT “YES” TO QUESTION 1.

Sorry, but this survey is only for those aged 18 years or older living in Saanich. If you are 18 years or older and live in Saanich, please click back and select “Yes”. Otherwise, click submit below to exit this page and end the survey. Thank you!

Appendix B: Factground

High Level

Study	Saanich Resident Pulse Survey
Project Sponsor	District of Saanich
Previous Cycles	2021

Operations

Data Collection Method	Online, Telephone Survey
Fielding Window / Dates	December 2, 2024 – January 26, 2025
	Overall – 29% (1,791 of 6,076)
Response Rate	Postcard Invitation – 8% (320 of 4,052)
	Online Signup – 73% (1,471 of 2,024)

Key Measurement

	“Overall quality of life in Saanich”
Percent Positive	75% (4+5 on 5-Point Agreement Scale)
Margin of Error	±2% at 95% Confidence Interval



BCStats

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. For more information, please contact BC Stats' Executive Director.



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