

District of Saanich 2021 Citizen Pulse Survey

PREPARED FOR
THE DISTRICT OF SAANICH
BY BC STATS – MAY 2021

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Executive Summary

Through the Citizen Pulse Survey, the District of Saanich provides its residents with the opportunity to give feedback on their:

- Satisfaction with Saanich’s services;
- Overall impressions of the quality of life in Saanich; and
- Perceptions of the current Saanich Council.

Every three years since 2003 and every four years since 2014, a broader citizen and business satisfaction survey has been conducted by Saanich. The last survey of this type took place in 2018. This Citizen Pulse Survey was designed to capture more current perceptions of residents to help identify key opportunities for maintaining or improving awareness and satisfaction of Saanich’s services.

The survey will also provide new baseline indicators used in the municipality’s planning and reporting processes as the 5-point scale and previous percent positive metrics are not 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 online survey between February 8 and March 29, 2021. A total of 3,000 invitations resulted in 820 completed surveys for a 27% response rate. With this level of citizen engagement, we achieved double the anticipated 400 returns. The overall results have a margin of error of $\pm 3.4\%$, 19 times out of 20.

Quality of Life

Quality of life is a key measure of community well-being for many municipalities. Of all the topics, Saanich residents rated their District the highest on measures related to quality of life, including as a place to:



- Raise a family (88%);
- Go to school (87%); and
- Retire (83%).

Related measures that may impact quality of life include satisfaction with parks and trails (84%) and the availability of amenities (82%).



In contrast, the two lowest scoring measures related to the quality of land use planning and level of agreement with the statement that Saanich Council is addressing housing issues and affordability, which are tied at 31%.



Safe and Healthy Community

A few other areas of the survey can provide baseline results for how the change to a 5-point Likert scale impacts performance measures related to the Saanich Strategic Plan. For example, public safety is critical to livability in our community, and so Saanich has set several goals to maintain citizens' sense of safety and security in its neighbourhoods and strengthen road safety for all transportation modes. According to the survey, while most respondents felt safe driving on Saanich roads (81%), far fewer agreed roads were safe for children, bicycles and people with mobility challenges. A total of 68% of respondents felt safe walking alone at night in their neighbourhood.



Another guiding principle for Saanich is that a healthy community is a worthy investment and Saanich continues to better parks, trails and recreational amenities which are vital to a healthy, vibrant and livable community. While 84% rated Saanich parks and trails as good or very good, somewhat fewer gave positive ratings for recreation facilities (78%) and cultural events and activities (43%).



Community Participation



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 fewer than half of respondents agreed Saanich Council welcomes citizen involvement (48%) or provides meaningful opportunities for residents to have input into decision-making (43%). However, a much higher percentage agreed that Saanich was an inclusive and welcoming community (72%) and that Saanich services were responsive to the needs of a diverse population (62%).

Alternative Forms of Transportation

Over one-half of respondents (54%) rated alternative forms of transportation in Saanich (e.g., transit, bike lanes) as good or very good suggesting even further improvement may be needed with respect to providing balanced transportation initiatives that reduce environmental impact.



Respondents also provided a rich source of feedback in Appendix A in response to a question asking citizens what issue they felt should receive the most attention from Saanich Council.

1. Introduction

To gather feedback on municipal public participation and engagement and obtain a statistical assessment of citizen perceptions of the availability, satisfaction with and the quality of the District's municipal services the District of Saanich approached BC Stats to design and administer an online pulse survey of citizen satisfaction to a representative sample of citizens in the District. The goal was to improve the robustness of the survey while capturing more timely measures of key performance measures such as citizens' perceived value for taxes and satisfaction with services received. In addition, see Appendix A for rich source of feedback from citizens was also received from a single open-ended question asking respondents what issue they felt should receive the most attention to from Saanich Council.

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 capturing measures of 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.

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. This will also provide an opportunity to collect

new baseline measures for these key indicators based on the 5-point Likert scale rather than the previous 4-point scale. For this reason, the results of these metrics will not be comparable with historical data and therefore no comparison with prior results is provided in this report.

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

2. Methodology

2.1. Survey Design

The survey was designed in consultation with Saanich staff based on a review of current goals for the municipality, prior Saanich citizen surveys as well as 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 the 2019-2023 Strategic Plan:

1. Communication and Engagement with Saanich
2. Service Satisfaction Excellence
3. Emergency, Safety and Security Services
4. Saanich Council
5. Quality of Life

Within many of these topics are questions specifically designed to take a pulse check on several Saanich performance measures that have typically been reported in annual reports and other public communications.

After many conversations and careful consideration, it was decided that the survey would move from a 4-point scale to a more standard 5-point Likert scale. Therefore, this survey will provide new baseline measurements that are more robust and do not skew results by forcing respondents into positive or negative responses.

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. 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 it a more powerful indicator to compare results and collaborate with other jurisdictions or organizations.

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.

2.2. Sample Selection

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. From the list of 38,916 households, a random sample of 3,000 addresses was selected to complete the survey. The sample distribution by local area closely matched the proportions found in the total population.

2.3. Survey Administration, Response Rate and Margin of Error

BC Stats administered the online survey between February 8 and March 29, 2021. Invitation postcards were sent out to 3,000 households and reminder letters were sent to those who had not yet responded by March 3, 2021 (n=2,712). The response rate jumped 17% after the reminder letter went out, indicating that this method was effective. In addition, we had originally only anticipated a total of 400 completions but more the double the number of residents chose to participate in the survey.

With a total of 820 completed surveys out of the 3,000 invitations sent, a 27% response rate was achieved with the overall results having a margin of error of $\pm 3.4\%$, 19 times out of 20. The margin of error is larger for sample subgroups.

2.4. Analysis and Reporting of the Results

Given the respondent distribution by local area also closely matched the proportions found in the total population, there was no need to apply weighting to the data.

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

The responses to the 5-point scale question items are presented in two ways. For the most part, the results are presented as the percent positives which is the sum of the two positive responses on the scale (i.e., 4 and 5) percentages for scaled questions.

Occasionally it is helpful to examine the full range of responses to questions designed to measure a specific concept or topic. To do this, the bottom two categories are collapsed to show the percentage with a negative response and shown alongside the neutral and positive percentages to give a fuller picture of the magnitude of negative opinions and those that did not feel strongly either way on the topic.

As expected, due to respondent tendency for those who feel unsure to select a positive response rather than a negative one when using a 4-point scale, the percent positive response is substantially lower when respondents were given the option to select a middle category and not commit one way or the other. This tendency is even more pronounced with telephone and in-person surveys than with an online survey like this one.

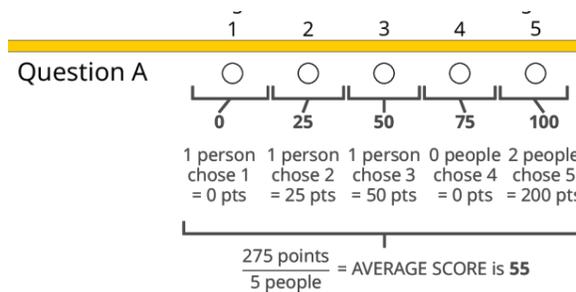
Using a 5-point scale avoids this issue and is a more accurate indicator. It is also more useful, especially for comparisons with other jurisdictions due to the widespread use of this measure by more and more municipalities across Canada and for annually reporting progress on key performance metrics.

Another advantage of the wider range in responses is that an organization can actually hone in on areas that require attention or improvement rather than collecting results that are highly skewed to the positive, some to the point that there could never be any improvement (e.g., performance measures sitting at 99%).

Another analysis of the survey results was calculating average scores for each measure, to compare them more easily across subgroups. To obtain a measure that accounts for the full range of responses, we can convert the 5-point scale responses to be out of 100 using the following formula:

$$1=0, 2=25, 3=50, 4=75 \text{ and } 5=100$$

Then we can calculate the average score for all scaled questions. See the figure below for an example of this method.



Furthermore, we can perform statistical tests to confirm that any observed difference between these groups are not merely due to chance. For example, we can examine the measures of safety by gender to determine if there is a different perception of safety between different age groups. The analysis of differences between groups was conducted on the mean scores, but these scores are not presented in this report to avoid confusion with the percentage positives.

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.

3. Saanich Citizen Survey Results

The results for each survey topic are presented below to provide an understanding of which areas are rated highly by residents and what areas may need further exploration and attention. A good place to start investing is the comments residents provided in Appendix A as this is a rich source of information on what specifically residents feel should be the focus for Council.

3.1. Communication and Engagement with Saanich

To gauge citizens' communication needs, preferences and satisfaction with interactions with Saanich employees, respondents were asked a series of questions related to their information needs, methods for receiving information or interacting with Saanich and how well they agreed with a series of statements about their service experience.

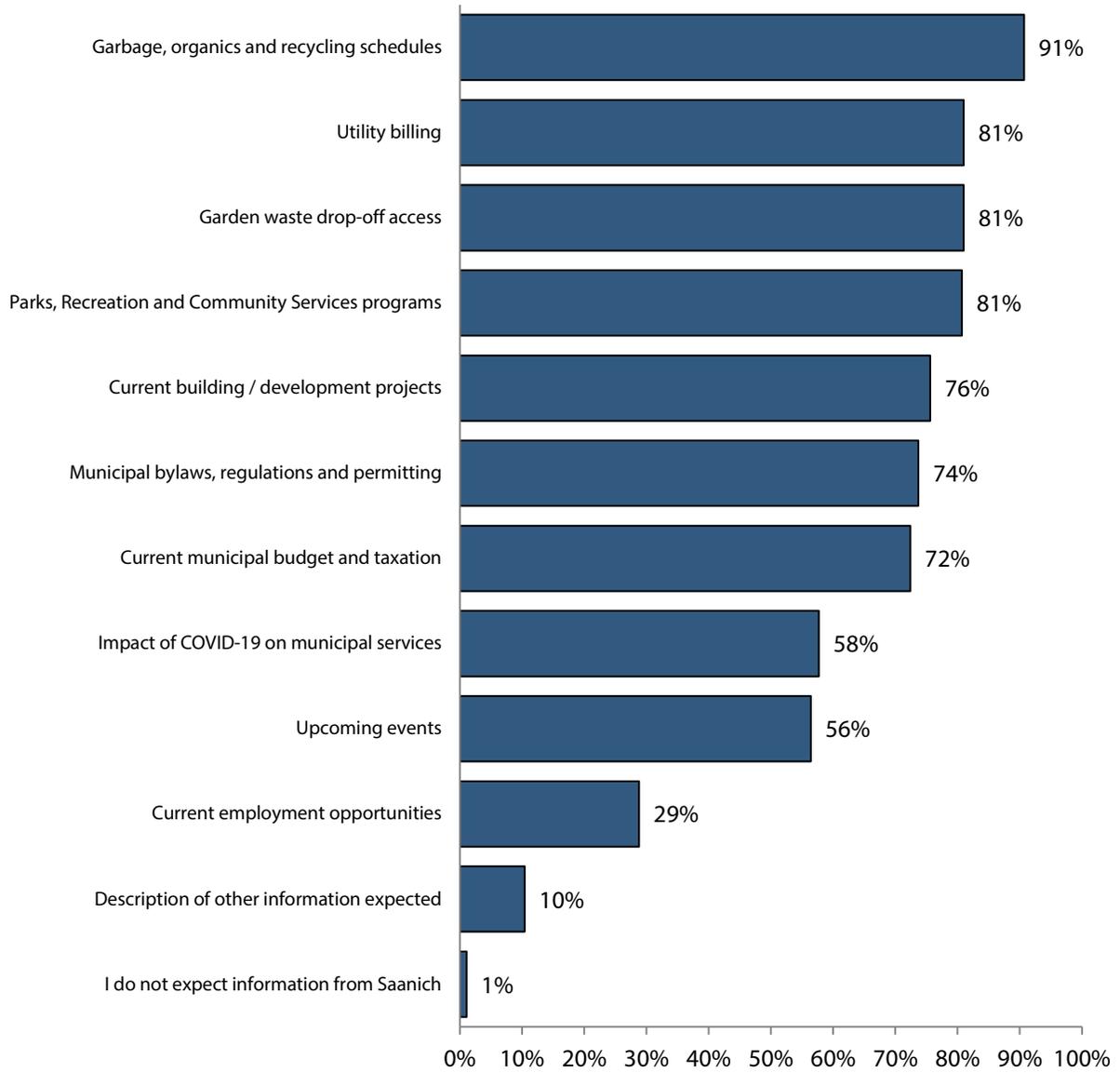
3.1.1. Information Needs

Respondents were asked to think about their information needs and select as many of the types of information that they expect Saanich to provide to them from a list of 10 options as well as an 'other please specify' and none ('do not expect info from Saanich').

As shown in Figure 1, garbage, organics and recycling information were the most frequent cited type of information expected by respondents (91%). Utility billing, garden-waste drop off and Parks and Recreation program information were the next mostly commonly cited as the type of information they expect Saanich to provide (81%).

Around three-quarters of respondents expected to receive information about current building or development projects (76%), bylaws, regulations and permits (74%) as well as current budget and taxation (72%). Just over half of respondents expected details about the impact of COVID-19 (58%) and upcoming events (56%).

FIGURE 1: INFORMATION NEEDS



Note: Multiple responses were accepted for this question.

3.1.2. Description of other information expected

A total of 84 respondents selected “Other” (the 10% in Figure 1 above) and described what types of information they expect from Saanich. These were classified into six general topics. While they are presented in descending order of frequency, responses were spread relatively evenly across the categories. Examples of responses for each category are provided below to give a sense of the specific types of information that citizens expected.

1. Infrastructure, traffic and roads

- Regional transport planning and road projects
- Road and traffic changes or pathway closures in neighbourhood
- Road maintenance and snow clearing
- Transit and library expansion
- Bus schedules

2. Growth and planning

- Future directions/plans and major projects
- Residential permits and rezoning
- Up-to-date status on development projects
- Updates on the amalgamation discussion
- Assistance to buildings requiring remediation or re-development

3. Environment and waste management

- Climate change mitigation plans and status updates
- Environmental stewardship guidance
- Green/sustainability policies and initiatives (e.g., EV charging stations, idling bylaws, hydrant flushing, plastic bag disposal information)
- Where to access composted soil, as well as recycling of soft plastic

4. Council information

- Council meetings and planned agendas well in advance
- Opportunities to serve on special committees
- Council meetings, votes, and a rationale for decisions made
- Councillors' salaries and expenses
- Elections and issues to be voted on

5. Taxes, budget and spending

- a. Initiatives to reduce size of staff and or contract services to private sector
- Financial reports and current budget projections
- Future initiatives that require budget
- Notice of and reason for tax increases and tax changes
- Property tax information and deadlines
- Salary increases, long term goals and plans, exceptional spending
- Billing reminders through emails

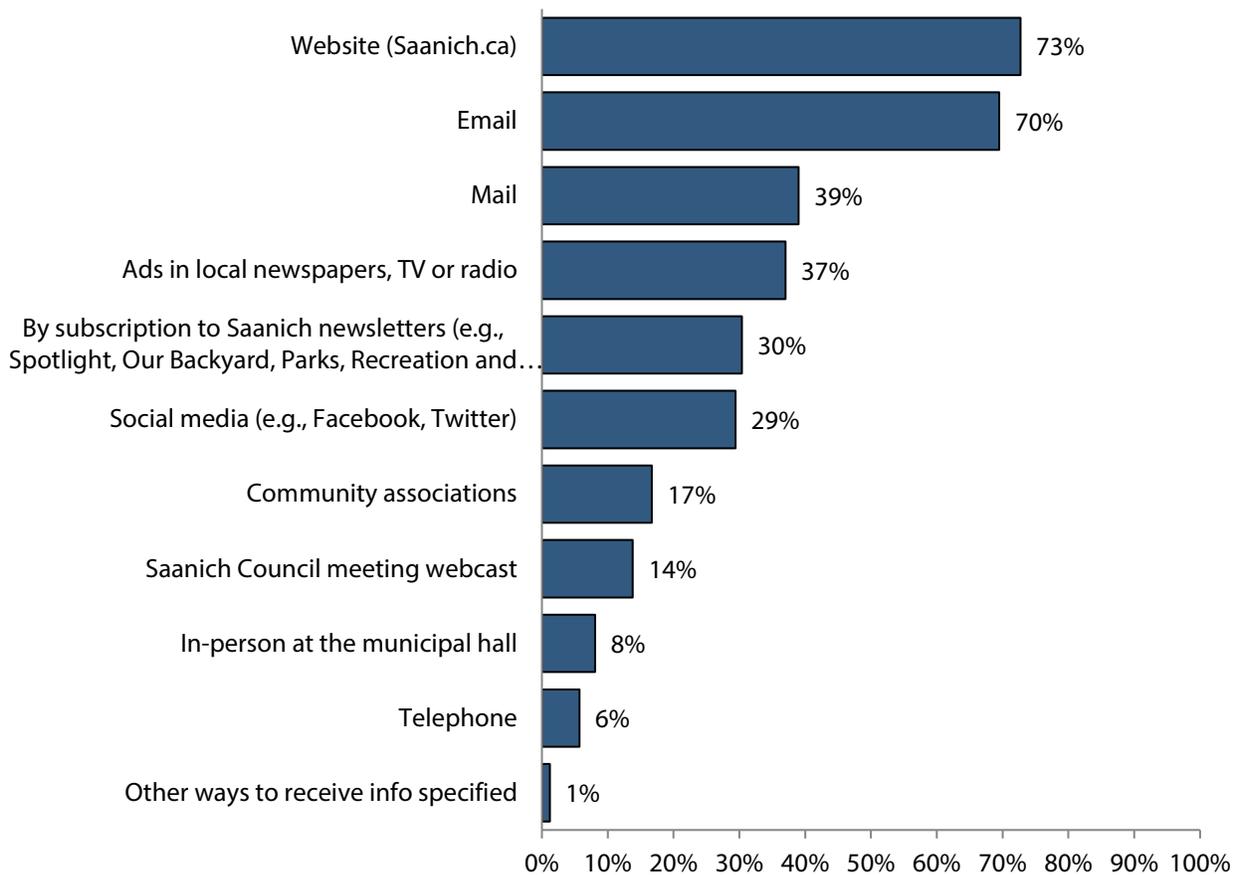
6. Safety

- Block watch communications
- Emergency alerts, disaster warnings
- Police reports, high crime areas
- Safety at intersections

3.1.3. Best communication methods

When it comes to how best to communicate the type of information described above, the Saanich website and email were by far the predominant preference among respondents with 70% or more respondents selecting each of these methods – see Figure 2. Mail and local media ads were identified as the best method of communication for about 40% respondents and about one-third of respondents indicated newsletter subscriptions and social media were best for them. A much smaller proportion of respondents selected community associations, webcasts, in-person or telephone were their preferred modes of communicating with Saanich.

FIGURE 2: COMMUNICATION METHODS



Note: Multiple responses were accepted for this question.

3.1.4. Access to services

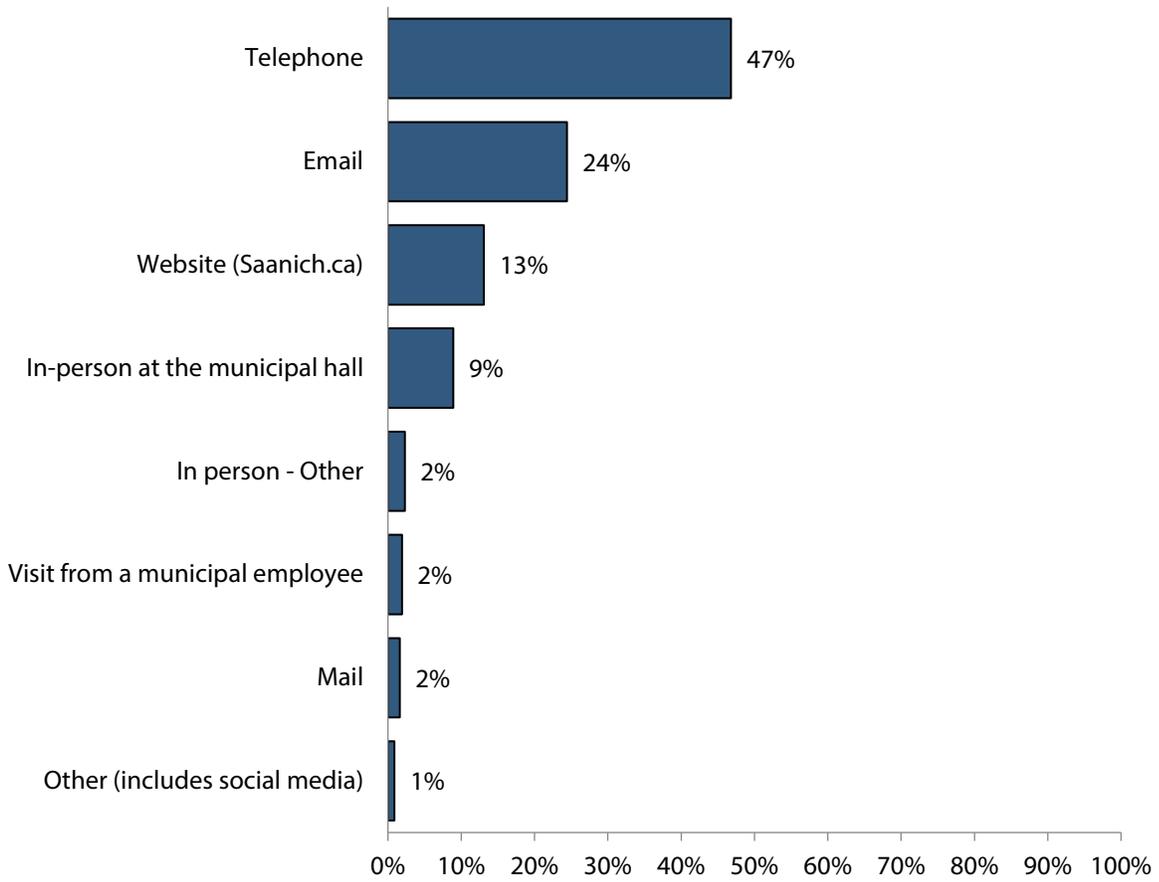
Respondents were also asked if they had personally contacted or dealt with Saanich or one of its employees within the last 12 months. While only 53% responded that they did, this proportion may have been substantially higher had it not been for the recent pandemic.

Of those that had dealt directly with Saanich in the past year, fully 84% knew how to get the information or service they needed, which may be considered outstanding given this survey was conducted during the pandemic when the usual modes for interacting with Saanich were unavailable to residents.

3.1.5. Most Recent Method of Communication

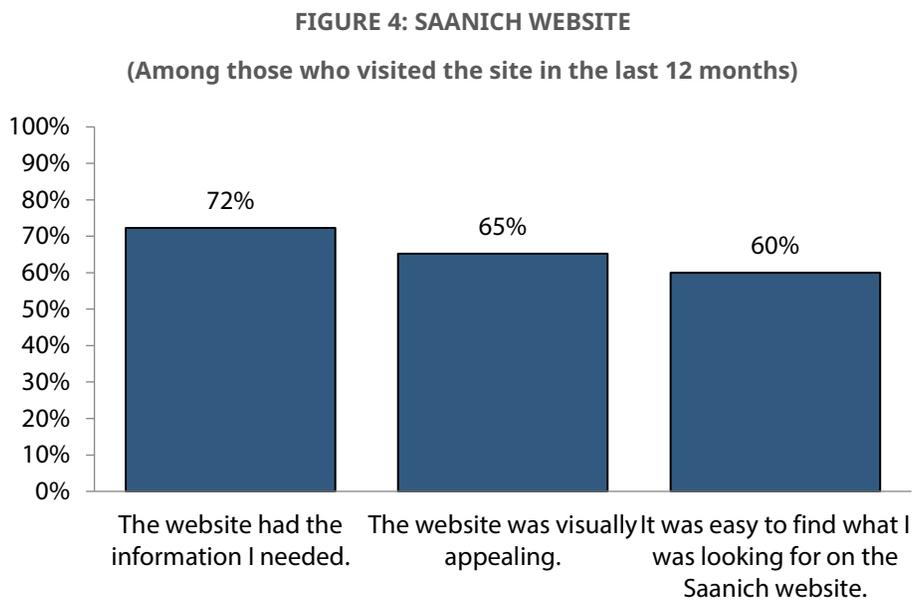
As illustrated in Figure 3, almost half of respondents reported using the telephone (47%), about a quarter used email (24%), and another 13% used the website to make their most recent contact with Saanich. The pandemic likely also explains the relatively low proportion of respondents who used in-person methods such as visits to municipal hall (9%) and municipal employee visits (2%). A very small percentage of respondents (3%) used post mail, social media or self identified other methods such as a periodic citizen survey or signage.

FIGURE 3: MOST RECENT METHOD OF COMMUNICATION
(Among those who had contacted Saanich within the last 12 months)



3.1.6. Saanich Website Ratings

The Saanich website was widely used with 85% of respondents who indicated they visit the site in the last 12 months (see Figure 4). Most respondents who had accessed the Saanich website agreed or strongly agreed that the website had the information they needed (72%) and was visually appealing (65%). A somewhat lower proportion felt positively about the ease of finding what they were looking for (60%), indicating a further look at the user experience may be the natural next step to find solutions for this.



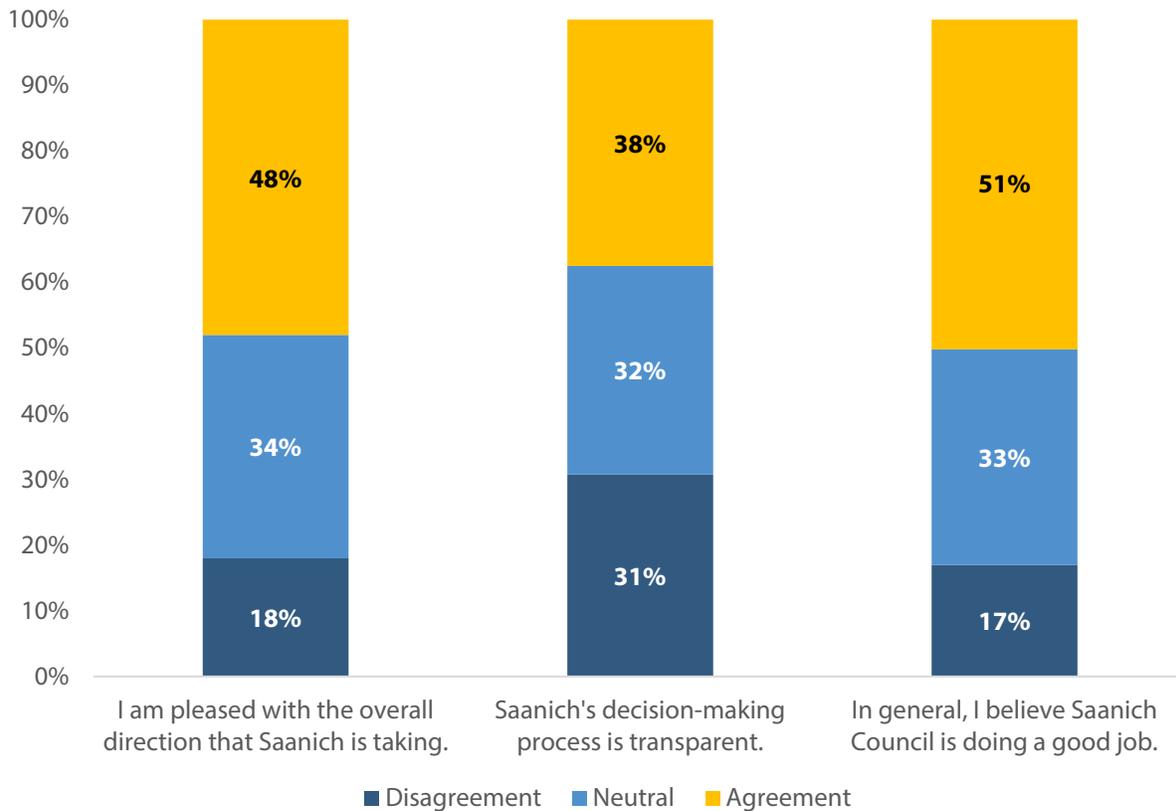
3.2. Service Excellence

As part of Saanich’s vision of economic vibrancy, Saanich aims to ensure sustainability through the provision of efficient, affordable, accessible and reliable public services, programs and utilities that meet community expectations and are achieved through careful management, fiscal responsibility, innovation, progress monitoring, community involvement and meaningful consultation.

However, almost a third of respondents disagreed with the statement that Saanich's decision-making process is transparent (31%) and about one-half of respondents agreed or strongly agreed with these two statements about the Saanich council:

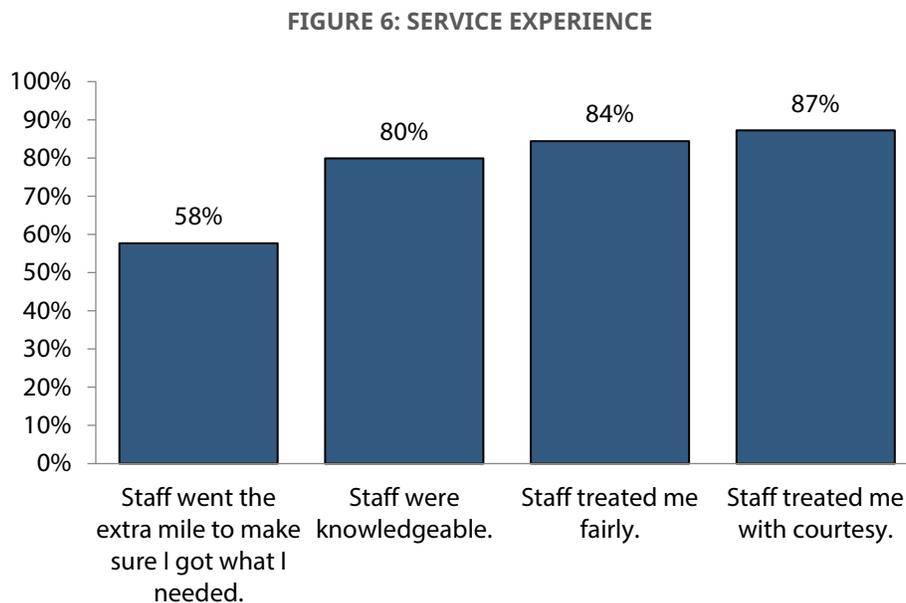
- I am pleased with the overall direction that Saanich is taking (48%).
- In general, I believe Saanich Council is doing a good job (51%).

FIGURE 5: SAANICH COUNCIL



3.2.1. Service Experience

When it comes to interactions with Saanich staff, as shown in Figure 6 most respondents agreed that they were treated with courtesy (87%), treated fairly (84%) and that the staff they interacted with were knowledgeable (80%). Respondents gave somewhat lower scores when asked if staff went the extra mile to make sure they got what they needed (58%).



3.2.2. Service Satisfaction

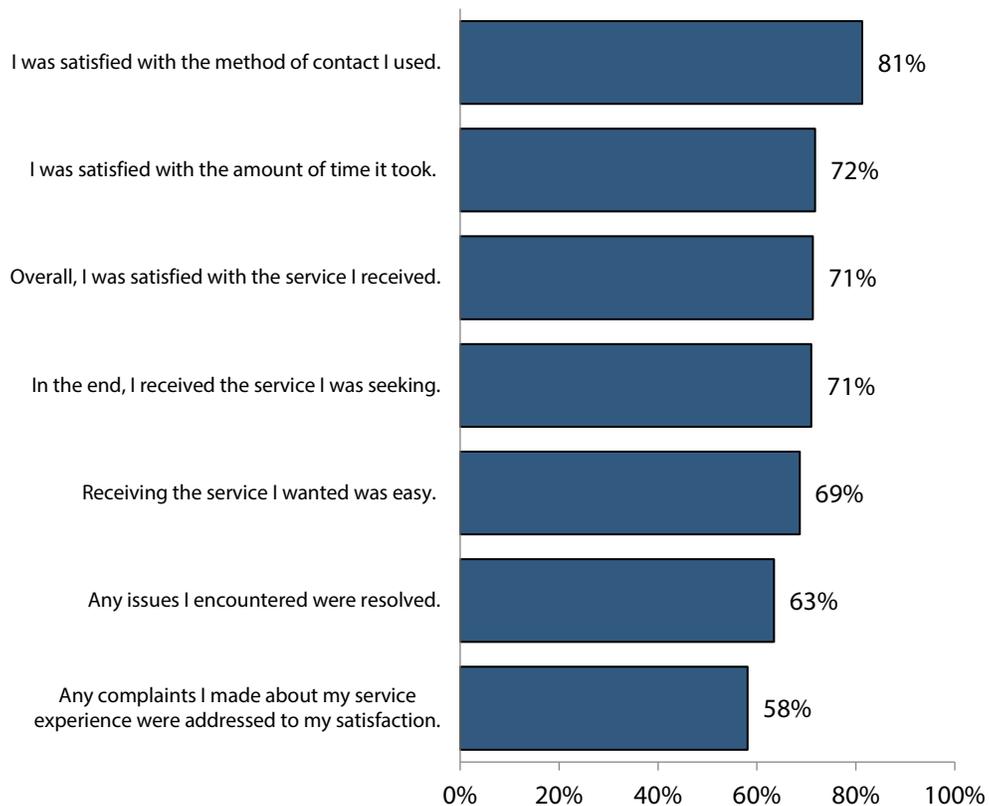
The Institute for Citizen-Centred Service (ICCS), an organization based in Canada, provides a wide range of core questions that have been tested and proven to impact citizen satisfaction with government services, which in turn leads to trust in government. ICCS works with public sector services across the country to improve citizen satisfaction of service delivery. By centering citizens and providing standardized best practices, ICSS collaborates with government organizations. Of the resources they provide, ICCS offers a Common Measurement Tool (CMT), a satisfaction survey instrument that assesses citizen satisfaction using validated and proven survey questions and methodologies. More notably, the CMT's core questions examine

timeliness, accessibility, knowledge, competence, fairness, and outcome of service delivery.

The following seven items were chosen to measure citizen satisfaction with the most recent municipal services respondents had used. Satisfaction with the method of contact was highest with 81% positive responses. A similar, though slightly lower proportion of percent positives, ranging from 69% to 72%, were observed for satisfaction with the time it took and the service received as well as if they received the service they were seeking and if that process was easy for them.

Regarding issues respondents encountered being resolved or complaints being addressed to their satisfaction, the percent positive drops to 63% and 58%, respectively. However, it should also be noted that these two questions were considered not applicable to them by up to half of all respondents and therefore based on a much smaller denominator.

FIGURE 7: SERVICE SATISFACTION



3.2.3. Value for taxes

Other measures of satisfaction relate to perception of value for taxes and whether people would recommend Saanich as a place to live. Only 51% of respondents agreed they receive good value for the municipal taxes they pay; however, 85% would recommend Saanich as a good place to live. Perceptions of value for taxes was lowest among respondents who self-identified as a visible minority and those living in the Blenkinsop or Rural Saanich local areas.

3.2.4. Quality Ratings for Municipal Services

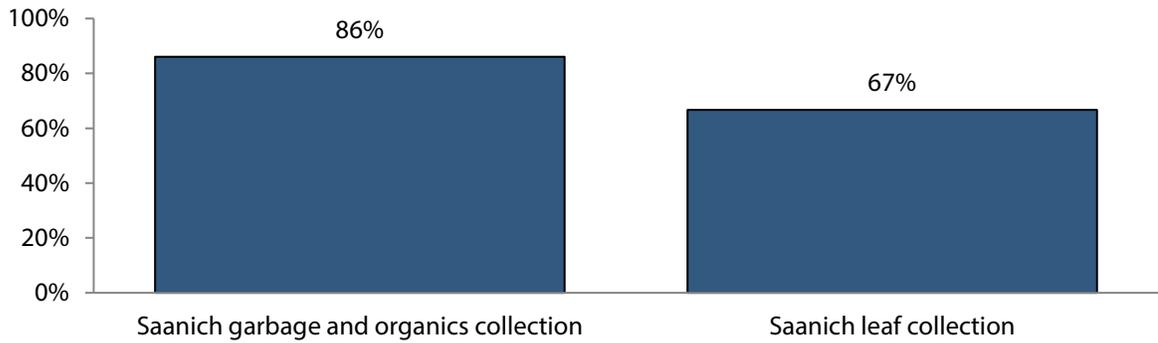
Respondents were asked to think about all the Saanich municipal services that they have used over the past 12 months and rate the quality of each service using a 5-point scale ranging from 1=very poor to 5=very good. Each of the municipal services were classified into the following four categories and the percent positive (i.e., good and very good ratings) are displayed graphically for each:

- Waste Management
- Parks and Recreation
- Transportation and Infrastructure
- Other enforcement and authorization activities

3.2.4.1. Waste Management

While Saanich garbage and organics collection received the highest percent positive quality ratings (86%), Saanich leaf collection was rated lower (67%).

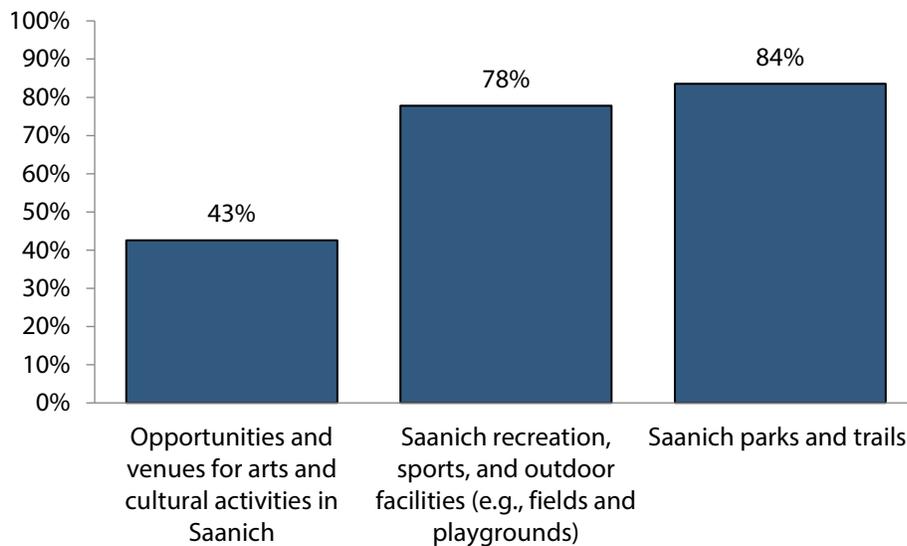
FIGURE 8: WASTE MANAGEMENT SERVICES



3.2.4.2. Parks and Recreation

Regarding Parks and Recreation, we see relatively high ratings of the quality of Saanich parks and trails (84%) and recreation facilities (78%) while respondents' ratings of opportunities and venues for arts and cultural activities in Saanich was over 30 percentage points lower (43%).

FIGURE 9: PARKS AND RECREATION SERVICES

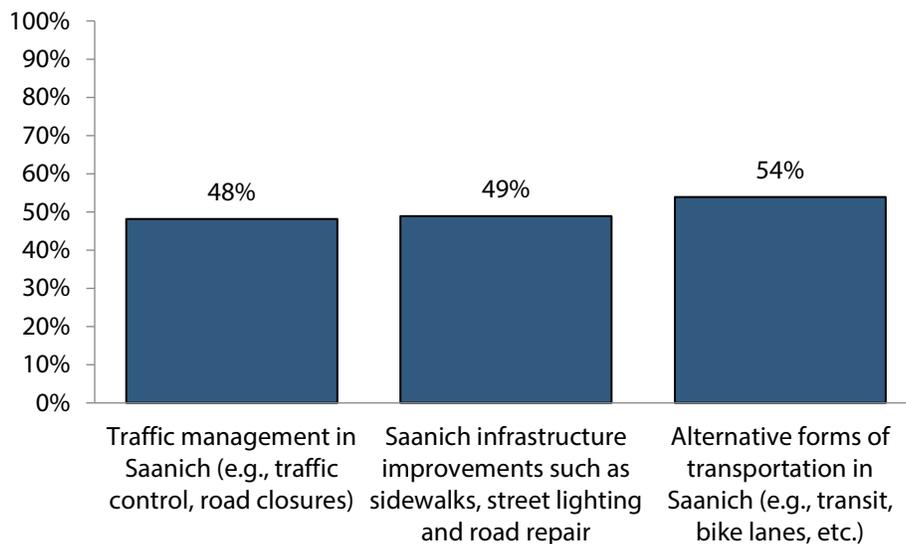


Respondents living in the Saanich Core neighbourhood reported the lowest ratings for Saanich parks and trails.

3.2.4.3. Transportation and Infrastructure

Available and affordable public transit is an important characteristic of a welcoming community because it affects people’s ability to get to work, school and meet daily needs. Saanich is committed to improving walking, biking and other active mobility options by the creation of the Active Transportation Plan. In the 2021 Citizen Pulse Survey, we examined three areas related to this topic. As shown in Figure 10, slightly more than half of respondents rated the quality of alternative forms of transportation in Saanich (e.g., transit, bike lanes, etc.) positively, and slightly less than half had positive ratings for traffic management (e.g., traffic control, road closures) and infrastructure improvements such as sidewalks, street lighting and road repairs.

FIGURE 10: TRANSPORTATION AND INFRASTRUCTURE SERVICES



3.2.4.4. Other enforcement and authorization activities

Of all the municipal services, the following three service types had the lowest ratings, with only 42% of respondents giving a positive rating for Saanich bylaw enforcement (e.g., for noise or property issues) and only about one-third giving positive ratings for land use planning in Saanich and Saanich building inspections and permits.

Respondents living in the Cadboro Bay local area rated Saanich bylaw enforcement the lowest.

FIGURE 11: OTHER ENFORCEMENT AND AUTHORIZATION ACTIVITIES



3.3. Social Well Being

One of the key values guiding the Saanich Council is the belief that public safety is critical to community livability. Citizens' subjective perceptions of safety is important because they can influence people's use of public spaces (e.g., parks and nature trails) and willingness to engage in physical activities.

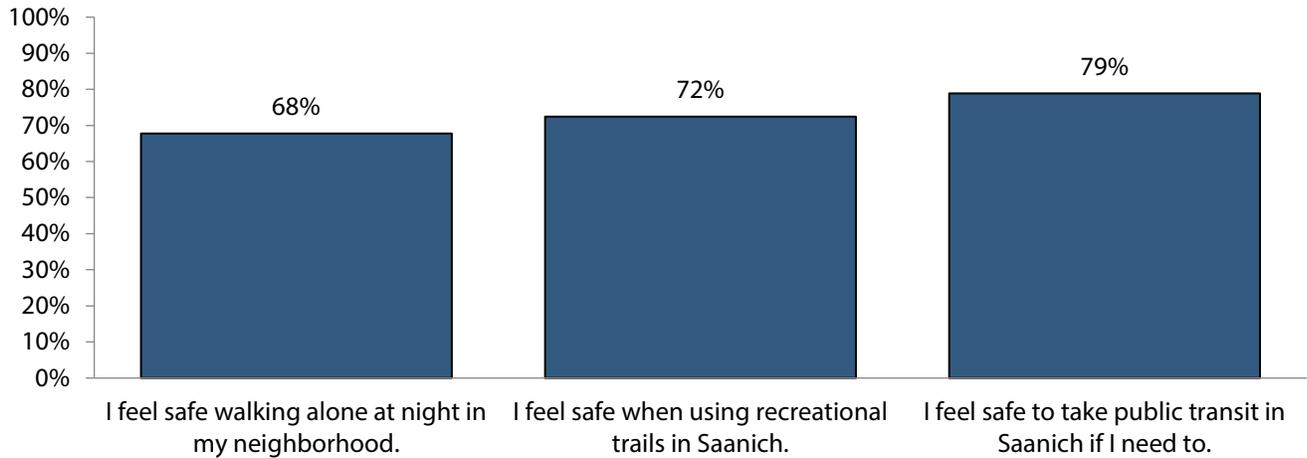
In order to measure residents' perceptions of public safety issues in Saanich, two key areas have been monitored on an ongoing basis: neighbourhood safety and road safety. This is followed by the results relating to Community Participation and Quality of Life in Saanich.

3.3.1. Neighbourhood safety

Neighbourhood safety is often measured by other municipalities by the degree to which citizens feel safe walking alone at night. By looking at the percentage of who agreed or strongly agreed with the statement "I feel safe walking alone at night in my neighbourhood" we can see that 68% of respondents agreed with this statement (see Figure 12).

However, when these concepts are measured by a single question item, we have little information about what other types of safety concerns residents may have in their neighbourhoods. To examine perceptions of neighbourhood safety in more detail, we can look at three additional indicators of neighbourhood safety:

FIGURE 12: NEIGHBOURHOOD SAFETY



3.3.2. Road Safety

Similarly, historically Road Safety was measured by percentage of citizens who agree or strongly agree with the following statement:

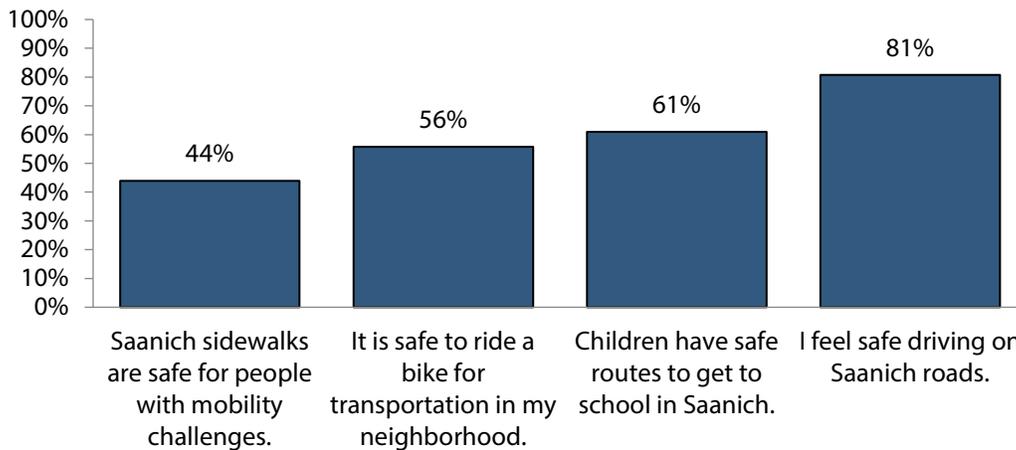
- I feel safe driving on Saanich roads

Overall, while 81% felt safe on the roads, perceptions of safety differed across all demographic groups. By comparing the mean scores, we found that safety was rated lower by those in the youngest age group (age 18 to 24) as well as by those that self-identified as visible minority or a person with a disability.

To delve into this further, respondents were asked to rate their level of agreement with the additional three statements about safety on Saanich roads:

- Saanich sidewalks are safe for people with mobility challenges
- It is safe to ride a bike for transportation in my neighbourhood
- Children have safe routes to schools

FIGURE 13: ROAD SAFETY



Respondents who lived in the Quadra neighbourhood reported the lowest levels of agreement with the statement about sidewalks being safe for people with mobility challenges.

3.3.3. Community Participation

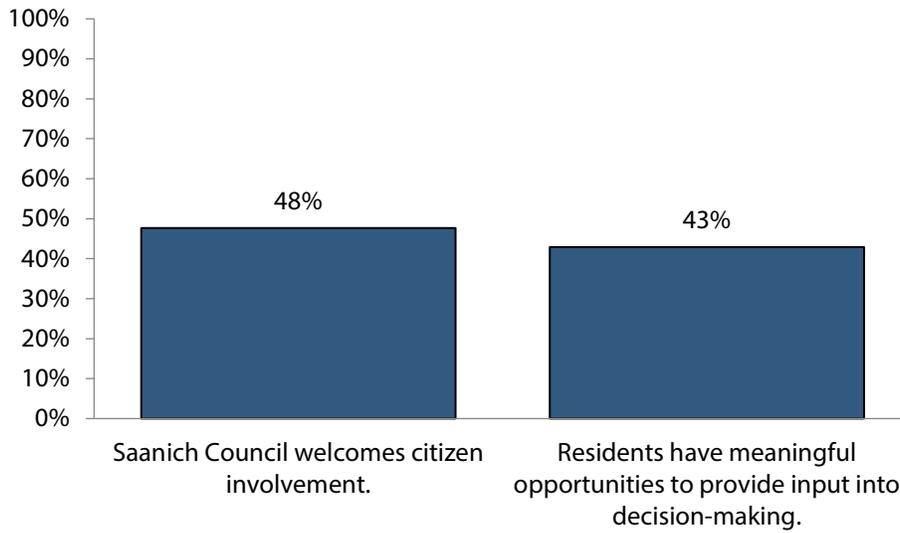
The goal of public participation is to involve citizens in discussions on matters that affect them and their community. Strong engagement with citizens and community groups improves the quality of decisions made by Council and ensures that diverse opinions, information and experiences are considered in the decision-making process.

Saanich Council understands the importance of diversity, respect and inclusion. The Citizen Pulse Survey included several questions to help inform progress on the following two related goals:

- Acknowledge the diversity of our community and changing demographics
- Ensure all residents, including those that are housed and those experiencing homelessness, are represented in the solutions or decisions

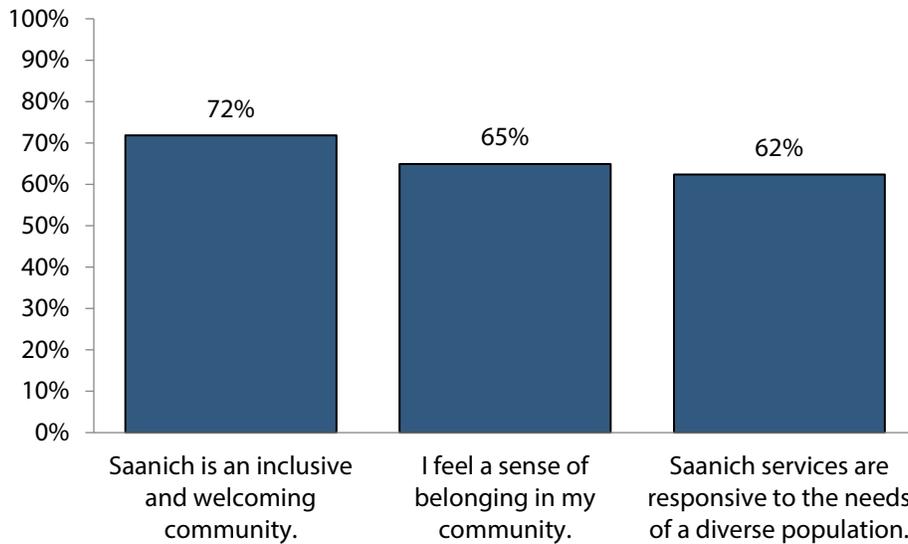
As shown in the figure below, just under half of respondents (48%) agreed that Saanich Council welcomes citizen involvement, and a somewhat lower proportion of respondents agreed that residents have meaningful opportunities to provide input into decision-making (43%).

FIGURE 14: COMMUNITY PARTICIPATION



While these questions measure perceptions of citizen involvement, there were also three additional items that may help inform this topic.

FIGURE 15: DIVERSITY AND INCLUSION



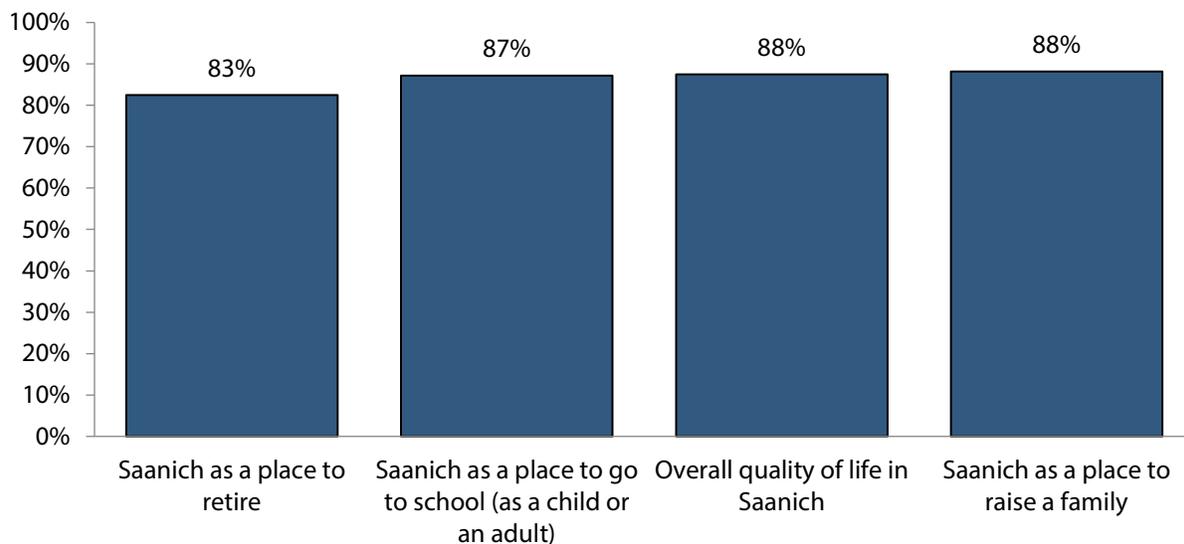
As shown in Figure 15, a substantially higher proportion of respondents agreed with these statements, with almost three-quarters of respondents in agreement that Saanich was an inclusive and welcoming community. Almost two-thirds of respondents

agreed they felt a sense of belonging in their community and that Saanich services are responsive to the needs of a diverse population. The percent positive responses for these three question items from those who self-identified as a visible minority or person with a disability were only slightly lower than average, while those in the youngest age category (18 to 24) had the lowest proportions who agreed with these statements.

3.3.4. Quality of Life in Saanich

Respondents were asked to rate the following aspects of life in Saanich on a scale ranging from 1=very poor to 5=very good. Fully 88% of respondents said their overall quality of life was ‘good’ or ‘very good’. A similar number of respondents also rated Saanich as a good place to raise a family and to go to school as a child or an adult. A somewhat lower, but still very high percentage of respondents felt Saanich is a good place to retire (83%).

FIGURE 16: QUALITY OF LIFE



3.3.5. Housing Affordability and Accessibility

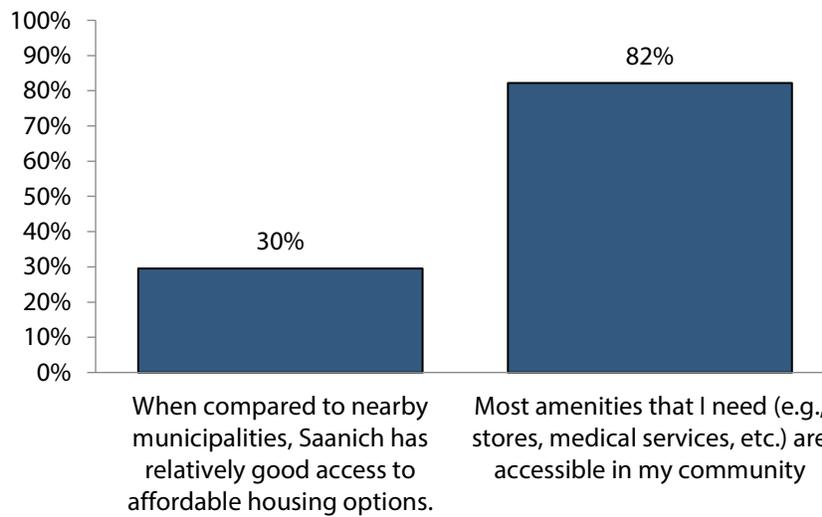
Not only is housing an essential need, it also plays a vital role in influencing economic and social outcomes because it affects residents' general sense of security as well as their social networks, access to job opportunities and social services.¹

Accessibility of housing and amenities was measured by looking at residents' levels of agreement with the following two statements:

- When compared to nearby municipalities, Saanich has relatively good access to affordable housing options.
- Most amenities that I need (e.g., stores, medical services, etc.) are accessible in my community.

As shown in Figure 17, less than one third of respondents believed they had access to affordable housing options while amenities were perceived to be far more accessible (82%).

FIGURE 17: HOUSING AFFORDABILITY AND ACCESSIBILITY OF AMENITIES



Affordable housing options were rated particularly low by respondents from the Blenkinsop and Rural Saanich neighbourhoods.

¹ Characteristics of a Welcoming Community Calgary - A Literature Review (2013)

3.4. Respondent Information

As shown in the Respondent Profile Infographic on the next page, residents from all 12 local areas across Saanich were well represented in relation to their proportion in the population. Almost half had lived in Saanich 20 or more years and 92% were homeowners.

Respondents from each age group were well represented by age group and gender. A diverse range of ethnicities were self-identified as shown in Figure 18 and Figure 19 below. Most respondents (85%) identified as white or Caucasian, followed by 9% of respondents who identified as Chinese. An additional 5% of respondents described themselves as having a non-Chinese Asian identity. Just over 1% of respondents self-described as Indigenous. Some respondents chose to write in an “Other” response, including several who described their ethnicity as Canadian. In addition, 15% of respondents reported that they identified as a visible minority.

FIGURE 18: RESPONDENT ETHNICITY

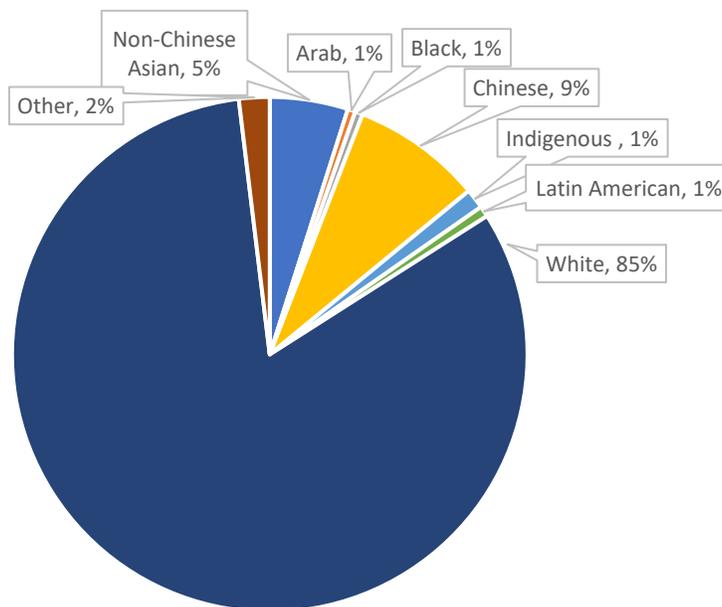
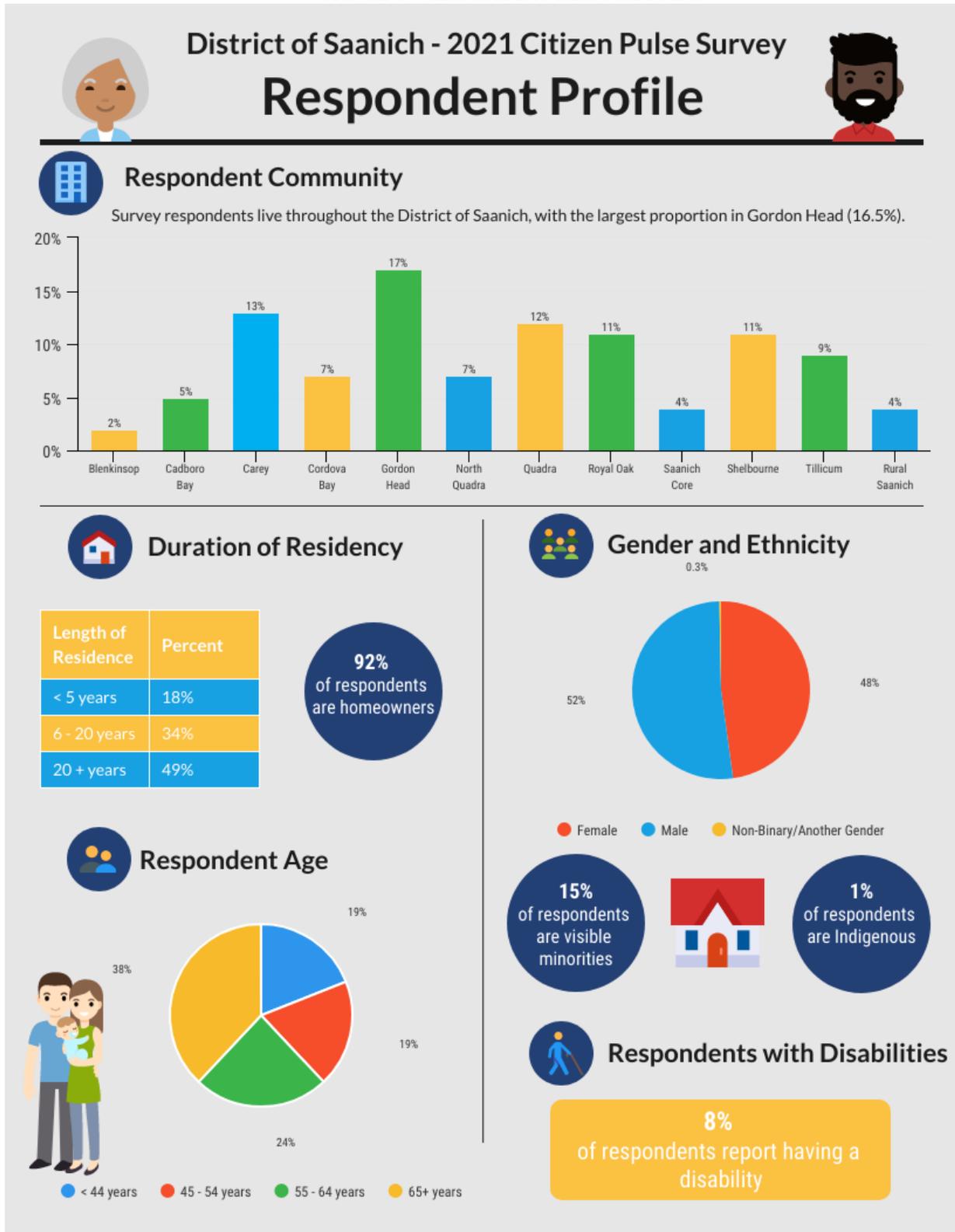


FIGURE 19: RESPONDENT DEMOGRAPHICS



Appendix A - Comment Themes

This appendix covers respondents’ answers to the open-ended question about what issue they felt Saanich Council should pay the most attention to and why. Eight different themes were identified in the comments (see Figure 1 below). Each theme will be described in order of most frequently to least frequently occurring using examples of respondents’ comments to illustrate the depth of their views.

• **FIGURE 20: RANKING OF COMMENT THEMES IDENTIFIED (% OF COMMENTERS)**

Infrastructure (roads, transportation, utilities)	34%
Crime, safety and policing	21%
Affordable Housing	17%
Parks and Recreation	15%
Growth and planning	14%
Saanich Council	12%
Environment and waste management	7%
Taxes, budget and spending	5%
Homelessness	5%



4. About the Comment Analysis

Between February 8 and March 29, 2021, a total of 548 (or 67%) of Saanich residents completing the survey provided their feedback to this question:

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

Each comment was reviewed and classified into one or more themes and sub-themes. Each theme is based on a commonly expressed phrase or concept that summarizes a group of comments provided by commenters. Within each of the major themes, sub-themes were created to help capture the intended nature of respondents' comments in more detail.

Often comments can be classified under more than one theme and sub-theme, depending on content. For example, the comment below relates to three themes: Infrastructure (traffic control), Crime & Safety (road safety) and Saanich Council (civic involvement).

“Traffic control at certain points needs to be addressed and there needs to be a mechanism for residents to contact engineering and police services to deal with these issues. If there were an efficient mechanism Saanich would receive considerably more requests and inquiries. I cycle downtown everyday for work and there are a couple of spots where I face unnecessary risk daily. The signage is poor, there is never a police car there to observe what happens and I've had irate drivers threaten me for obeying the law. I have no idea how to address this as no-one at city hall or engineering seems to want to listen.”

For this reason, counts of related sub-themes may not always sum up to their parent theme. For more information about the survey, refer to Appendix A.

Respondent feedback is presented in this report in varying levels of detail:

- **Themes by the Numbers:** A detailed table showing the number and percentage of comments within all major themes and sub-themes.
- **In Their Own Words – Theme Examples:** A set of example comments from each theme and sub-theme mentioned by those who provided feedback to this question.
- **Summary of findings:** A high-level summary of key trends and observations.

4.1. Themes by the Numbers

A detailed examination of respondents' comments revealed eight major themes that are summarized in Table 1 below and are further explored in the remainder of this report. Each theme is comprised of several sub-themes, which are more specifically classifying the issues that respondents feel Saanich Council should pay attention to and why.²

In Table 1, the themes and sub-themes are presented in the left side of the table, followed by the number of respondents whose comments related to that theme or sub-theme. The "Percentage of Comments" column displays the percentage of the total number of comments for the corresponding theme out of the total number of respondents who commented.³ For example, of the 548 comments provided, 34% (186) were related to *Infrastructure*. This theme is further broken down into five sub-themes.

² Percentages are rounded up to the nearest whole number.

³ Individual comments that touched on several activities were coded to more than one theme or sub-theme. Therefore, percentages across or within themes may not add to 100%.

TABLE 1. SUGGESTIONS FOR THE TOP ISSUE COUNCIL SHOULD FOCUS ON

MAJOR THEME AND SUB-THEMES	NUMBER OF COMMENTS	PERCENTAGE OF COMMENTS
INFRASTRUCTURE (ROADS, TRANSPORTATION, UTILITIES)	186	34%
Road or sidewalk improvements	74	14%
Cycling infrastructure	45	8%
Traffic control and/or congestion	35	6%
Improve walkability, bus and other modes of transportation	35	6%
General maintenance (e.g., snow or leaf removal, lighting, power lines)	34	6%
CRIME, SAFETY AND POLICING	117	21%
Traffic or road safety	51	9%
Bylaw enforcement	38	7%
Neighbourhood safety	25	5%
Other (e.g., noise pollution)	6	1%
HOUSING AFFORDABILITY	94	17%
PARKS AND RECREATION	80	15%
Parks and trails	35	6%
Protect watersheds and greenspaces	30	5%
Arts and recreation	16	3%
Other (e.g., permits for fire/tree cutting, derelict boats)	5	1%

MAJOR THEME AND SUB-THEMES	NUMBER OF COMMENTS	PERCENTAGE OF COMMENTS
GROWTH AND PLANNING	78	14%
Type of developments to build or change	43	8%
Control or limit growth or development	23	4%
Development planning and approval process	15	3%
SAANICH COUNCIL	68	12%
Fair, objective and transparent decision making	22	4%
Amalgamation	18	3%
Civic involvement	16	3%
Vision, direction or plans	14	3%
ENVIRONMENT AND WASTE MANAGEMENT	38	7%
Climate or environmental protection	25	5%
Yard waste, garbage and recycling	15	3%
TAXES, BUDGET AND SPENDING	28	5%
Taxes or utilities	28	5%
Efficiency and budget control	15	3%
HOMELESSNESS	30	5%
OTHER	5	1%
TOTAL RESPONDENTS COMMENTING	548	100%

4.2. In Their Own Words – Theme Examples

The feedback collected provides a rich understanding of the different priorities Saanich residents want their Council to focus on. In this section of the report, each major theme is described in general terms, followed by a summary of the comments contained within each theme and/or sub-theme. To fully benefit from the results, explore the example comments to find out specifically what respondents recommended.

Each major theme is presented in order of prominence across all comments, from the most to least common priorities suggested by respondents. The examples were carefully selected through an assessment of how representative each statement was of the corresponding theme and sub-theme.

Examples were also selected to demonstrate the detail in each sub-theme. Therefore, each set of examples can be seen to represent the general sentiments expressed by other respondents, but in different words.

Comments selected for inclusion in this report have been edited for readability and to remove information that could potentially identify the survey respondent.

4.2.1. Infrastructure (roads, transportation, utilities) (34%)

The most cited theme related to infrastructure such as roads, transportation and utilities. A little more than one in three commenters suggested that enhancing infrastructure should receive the most attention from Saanich Council.

At the present time, Saanich is committed to improving walking, biking and other active mobility options by the creation of the Saanich **Active Transportation Plan**. The Moving Saanich Forward project involved the community to develop a vision, along with policies and actions to guide the development of safe, attractive and convenient active transportation options for people of all ages and abilities over the next 30 years. This is the second full year since the plan was adopted and despite the global pandemic, designers and construction crews were able to continue building new infrastructure to help people choose active transportation.

Some of the suggestions to enhance infrastructure respondents provided relate specifically to improving walkability and alternative transportation options. All comments were categorized into these five sub-themes and are presented in order of the most to least mentioned.

The following table provides a look into the comments that represent each sub-theme.

<p>ROAD OR SIDEWALK IMPROVEMENTS (14%)</p>	<p><i>“Service all roads with sweep cleaning and take better care of your roads. Replace areas that need it before undertaking other massive projects. I would love speed bumps on my short but dangerous road and perhaps a sidewalk. Clean up the suburbs.”</i></p> <p><i>“Roads in Saanich require much work. Saanich planning on road work needs better coordination. I have noticed multiple closures on the same road for infrastructure work that could have been combined into one consolidated effort instead of ripping up the same section multiple times over the course of several months.”</i></p> <p><i>“Improve the visibility at night and repair the roads as they are a mess!”</i></p> <p><i>“The sidewalks and general curbside structures are outdated, inconsistent, and not friendly to those with accessibility issues. We need proper sidewalks that are better than black top and maintained properly.”</i></p>
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"Less attention to 'pilot projects', and more actual action, like building sidewalks where required."

"Infrastructure needs to be kept up to date and improved. Roads, sidewalks, and sewer/water/utilities are the most important. These are the basic amenities a community needs. These basic infrastructures then support all other activities."

"Sidewalks! This community has so many using the road because there is absolutely no other place to walk."

"Repave residential streets that are rutted and full of patched potholes."

"Road and sidewalk construction seems to take an unusually long time. Dealing with this while traveling wastes a lot of time."

"Infrastructure: road maintenance in particular and separate bikes from walkers on the trails. We enjoy walking on the trails, but they're increasingly being taken over by bike commuters pedaling at full speed. And as far as road up-keep, can't we budget to re-pave major streets all in one-shot and not leave sections just patched-up year-after-year?"

OPINIONS FOR AND AGAINST BUILDING MORE OR BETTER CYCLING INFRASTRUCTURE (8%)

"Saanich is severely lacking in bike lanes. They are completing this in bits and pieces that are actually unsafe for cycling. There have been various construction projects and they just stop and leave sections unlinked causing cyclists to merge in and out with cars. Focus the bike lanes on making it safe along existing roads rather than creating bike lane corridors which are seldom used. I think you need to have someone who actually cycles on the road planning committee - either a cyclist who commutes to work using roads or a recreational cyclist who uses the roads for fitness."

"More investment in bike infrastructure."

"More safety on the bike lanes."

"How can people be compelled to stay fit be walking, running, or biking when there is no infrastructure to facilitate these activities and obviously no future plans to do so?"

"When cycling home from work, the street lighting is poor and there is no shoulder for bikes. I think cyclists should have a plate on their bike to help pay for the upgrades in the community just like the drivers."

"We talk about cutting green house gas emissions etc., but when we reduce lanes of traffic in each direction for bike lanes and traffic islands, all you are doing in the near future is making the traffic situation back up even more. There is this attitude that everyone is going to get out of their vehicles and take transit, bike etc., when simply that won't happen."

"There are too many bike lanes that are hardly used and due to these, pollution is increasing."

"Stop putting in bike lanes at the expense of pedestrians and vehicular traffic and parking."

TRAFFIC CONTROL AND/OR CONGESTION (6%)

"Infrastructure capabilities to support development, especially congestion on streets and roads, are always the primary concern and have many implications for businesses, schools, general ease of movement for residents, and taxes."

"There is no adequate infrastructure for the ongoing development. Other major centres have double lane roads. We have single lanes with traffic calming measures left over from our previous village designation. Traffic is congested and dangerous. Need infrastructure before more development. Need to streamline traffic, not increase more congestion. Cars will be around for a long time. Saanich needs to recognize this and accommodate this, not ignore it and make roads hazardous."

"We do not want the 30 mph in our streets! Traffic is already congested with all the street repairs and slowing the speed limit just congests our streets."

"Traffic control is terrible. The traffic speeds by my driveway making me sit there longer than needed."

"Messing up the only transportation route into and out of Victoria that actually works is short sighted."

"I would like to see the Saanich police enforce traffic rules and laws. There are way too many speeders and tailgaters. A lot of traffic signs are ignored as are red lights."

"Rural Saanich needs greater protection to remain rural and reduce noise and traffic through these areas."

"Saanich needs to consider traffic congestion problems as density increases."

**IMPROVE
WALKABILITY, BUS
AND OTHER MODES
OF
TRANSPORTATION
(6%)**

"I commute daily on the bus and the Covid precautions are not great. I only hope that the buses are getting regularly sterilized because those bus poles are filthy. The floor (where I have to put my bag) is also visibly grimy, but that's a chronic issue. I am not saying this to complain, I am genuinely terrified about Covid and confronted with a disconcerting lack of caution every day."

"I have a seizure disorder, but do not qualify for a disability rate reduction for bus passes. I am unable to drive. The buses depart from stop to go very suddenly and stop too quickly most of the time. This is unsafe for those of us with a disability. Some drivers do not wait for me even though I am inside the red line bus space. Buses are not coming often enough."

"Creating a more compact, sustainable, pedestrian-friendly community with transportation options."

"We need to have a walkable community that has small residences and less parking but also includes places to play music, fix appliances, recycle everything, do arts, have meeting spaces and have tool libraries, and shared bicycles and cars."

"There are many systemic issues which are slowly pushing me out of the city, but the thing which I find the most embarrassing about Saanich is that it is car centric. It's so beautiful here. A lack of pedestrian accessibility particularly affects the ability of children to walk to school and elderly independence (people will drive long after they should have given it up)."

"We need to promote more livable communities and access to transit, reducing car use and not expanding parking lots and parking spaces is a big part of this."

"We need to get more people onto public transport, bikes, and trails, and reduce the number of single-occupant vehicles in the commuter traffic."

**GENERAL
MAINTENANCE (6%)**

"I am sad that burying the power lines on my street stopped at my house."

"I find the street lighting quite poor."

"I think there's too much emphasis on retaining trees and restrictions on removal or pruning. Boulevard trees need more attention and tree pruning services are expensive. It's a big ask to have residents foot the bill while restricting homeowners' ability to manage their own properties."

"Elder population support to remain in homes. Some issues: Snow clearance puts huge barricades to driveways that create real problems for seniors to use essential cars to get anywhere and no way for seniors to cope. A big problem, even if seldom occurs. Seniors wishing to stay independent in their own homes as long as possible need help with snow removal and garbage collection to support successful independent living."

"Our street lacks storm water infrastructure leaving us no where to tie our storm sewer into. This frequently results in water in our basement and a yard that is completely saturated with water that has no where to go for 4-5 months of the year. Specifically, I am asking Saanich to ensure modern infrastructure is provided to its property owners."

"More detail/information/warnings about work/construction when projects are being done. Leaf collection information to neighbourhoods during the fall season."

"I don't think Saanich Council ensures that streetscapes are well maintained. Some places are beautifully taken care of whereas in other areas the boulevards are a mass of weeds and garbage, and totally unkept."

"Make sure when a sub contractor is awarded a contract to have meeting with residents involved. Since the beginning of the project, actions taken to save money and cut back resulted in poor soil as well as spaces in the back fence and side fence or damaged panels. They also tried to give us a smaller garden and we also lost our privacy because they took away 30 feet cedar hedges, so we lost money if we were going to sell. We think that the Saanich planner didn't even think of how they could've been making the project a lot easier for all of us on this street that got affected with this project."

4.2.2. Crime, safety and policing (21%)

This theme captures comments describing safety concerns on the roads and in the neighbourhoods of Saanich communities. Respondents want to see improvements in infrastructure and visibility to prevent traffic accidents and neighbourhood offences. Other comments in this category relate to updating bylaws and the enforcement of existing ones.

TRAFFIC OR ROAD SAFETY (9%)

"Attend to the communities that have seen speeding and repeated accidents and have had their petitions unanswered for basic safety improvements, such as requests for crosswalks. 'The true measure of any society can be found in how it treats its most vulnerable members.' Specifically seniors and school aged kids! Perhaps after a few more casualties and or accidents Saanich council may make these basic upgrades."

"Safety on the roads, mainly multi use with cyclists and vehicles."

"Building more sidewalks in residential areas because I don't feel safe walking my toddler on streets without sidewalks which limits where I can go with her."

"I feel unsafe walking my kids to and from school. Cars travel way too fast and there is barely any space between traffic and the sidewalks."

"Safety for walking alone at night especially on side roads. There is an intersection near my home which is very unsafe. Cars come around the corner and cannot see pedestrians clearly."

"The number of cars parked outside residences is a great concern. There are too many cars parked on the street and it's difficult to enter the road with moving traffic when there is a hill or parked cars which impede the line of sight. This creates a dangerous situation. There is little concern for elderly people, children, runners, bicycles and animals."

**NEIGHBOURHOOD
SAFETY (7%)**

"Addressing the homeless and those with obvious mental health issues that are wandering into the residential neighborhoods. They bring with them an unsettling and unsafe feeling to the neighborhood for the local residents, when they bring their aggressiveness and lack of social niceties."

"We tend feel unsafe at night if we were to walk. Please somehow increase the security so we can safely walk about or walk from our car."

"Keeping on top of law enforcement with adequate funding and resources. Not only with standard police patrolling and investigations, but also with school liaisons and community involvement."

"We need to be sure that our parks and public spaces remain safe for tax paying citizens and families of Saanich to enjoy."

"Safety in our neighborhoods. I find it has gone down hill in the last few years, maybe due to Saanich's population rise, not sure, but it's not as nice here as it once was."

**BYLAW
ENFORCEMENT (5%)**

"Dogs on the loose in parks on trails where they should be on leash - we never see anyone from Saanich enforcing bad behaviour by dogs and their owners. It is only a matter of time when a dog knocks someone with limited mobility over creating an injury."

"There must be more effort to enforce rules applicable to secondary suites. Many are not taxed appropriately nor meet building code. Proper licensing ensures everyone contributes to the region and has a potential for income."

"Non-conforming / illegal suites / street parking / recreational vehicle parking in conflict with zoning and restrictive covenants. Street parking resulting from multifamily conversions is unsightly, unsafe and restricts the movement of traffic. Original owners in this area paid higher than average prices for their homes, expecting the benefits of restrictive covenants and bylaws relating to the above."

"Trees block my view and the trees keep getting taller. We should be allowed to trim them to keep our view."

"Saanich is deficient in ticketing long-term offenders of no-parking areas and this is creating hazards in neighborhood streets. Not enforcing underground parking to any mid to large development has serious impacts to greenspace."

"The parking on my street can be really frustrating. I know several original house owners have sadly sold their houses and left here. The townhouse strata has too many vehicles over their household limit and they are all parked along the street. Sometimes it makes it very difficult for my car to get out of or back in my driveway. Same thing for several neighbours. Parking is only getting worse here. Saanich city should really help us to regulate the parking because so many households have been affected by this issue."

"Garden suites, illegal accessory buildings built and then rented out to students plus the house on lot. No longer do I enjoy my own backyard and the streets are crowded with parked cars."

"Noise Levels are not respected (low frequency hot tubs and air handling units etc.) and bylaws are very outdated."

OTHER (1%)

"Vehicle noise. We are plagued with isolated noisy cars and motorcycles that disturb an otherwise tranquil environment."

"I think our police should always be well funded (not defunded). I think our first responders of all types - police, firemen, paramedics, ambulance - do a competent, courteous job. They deserve to be respected, not abused."

"Need to address the issue of outdoor cats fouling neighbours' properties and killing birds."

4.2.3. Housing affordability (17%)

About one in five respondents made comments related to affordable housing and homelessness. This theme covered suggestions to focus on making housing accessible to those who live and work in the community. While some suggested increasing housing stock, many wanted community-wide approaches to address the lack of viable housing for working families and supportive housing for the homeless.

**HOUSING
AFFORDABILITY
(17%)**

"Housing stock and affordability. Official Community Plans need to be suspended to address the housing crisis. 'Not In My Backyard' (NIMBYS) need to be heard, but their opinion needs to be balanced with the greater good of the society as a whole."

"When local residents, working and living in the local economy cannot afford basic housing and are increasingly displaced by those earning incomes outside the local economy, then we have a long term structural problem."

"As a single parent with three children, I have struggled to remain in the local community based on a single-parent's income while maintaining simple basics for my kids."

"The consistently increasing housing prices concerns me and doing what you can to offset that and provide alternatives for our more vulnerable residents is very important to me. Especially with the ruthless evictions happening as a result of the pandemic. In general, please enact policies to guarantee housing for those who need it and keep it out of the hands of those who absolutely do not."

"I'm very proud of the Council members who have pushed for more housing options and focused on a community-wide housing strategy."

"In most communities in this area, there is a lot of work needed on affordable housing. I'm lucky I have a high paying job and can afford to own a house, but if I did not, this would not be an affordable community for housing. I'm referring to the folks who work for a living and still can barely afford their rent, not even talking about homelessness, etc."

"Affordable housing for household salaries in the 100-150k range. It's insane that there is absolutely no new development being built starting at less than \$799k. How is this not the number one issue on your plate?!"

“There is not enough housing for low income earners and low fixed income seniors. The very few places available have really long waiting lists. The term affordable housing is too ambiguous. These days what is considered ‘affordable’ is totally out of reach of most low income earners and low fixed income seniors. Along with that, is the BIG issue of the fine line between having housing and becoming homeless.”

“This is a problem that contributes to many other serious issues in our communities. If the lack of affordable housing in our community is addressed, this will contribute to the overall well being of our community and neighbours.”

4.2.4. Parks and recreation (15%)

This theme covers comments that were primarily related to creating, improving or maintaining parks, trails, the arts and other recreational facilities in the community. Others suggested that council commit to the protection of watersheds and greenspaces.

PARKS & TRAILS (6%)

“More parkland for children, families and the elderly. Don't allow dogs from May through September as this is when young children and elderly people finally get to use the beach without being harassed by dogs/dog owners.”

“We need family and dog friendly parks to remain safe and plentiful. With all the condos going up, the need for family and pet friendly parks is essential.”

“Allowing homeless people to take over public parks at the expense of those of us who pay for them.”

“We enjoy walking on the trails, but they're increasingly being taken over by bike commuters pedaling at full speed.”

“Trails in parks need work- exposed roots are a tripping hazard. Wet conditions make areas of some trails very muddy and it is impossible to get past the area without stepping in large, muddy puddles.”

**PROTECT
WATERSHEDS AND
GREENSPACES (5%)**

“Maintaining the green neighbourhood spaces in Saanich. Close by my area is a pond with turtles, frogs and ducks. Green space is vital & makes Saanich very desirable in the CRD.”

I feel that the most important issue in Saanich should be maintaining and updating parks and greenspaces. The Council does not always hold developers to their promises to provide greenspaces open to the public.”

“Preserving farmland and natural areas because those are the elements that make Saanich such a unique place with a great quality of life. Those are things that are difficult to find elsewhere.”

Parkland is a necessary requirement as Saanich's population grows. When we look at the value behind creating a network of linear parks/ greenways focusing their locations based on the main drainage route within each watershed would achieve multiple objectives and goals of the municipality. Creeks could be restored, the urban forest canopy and under-story would increase, biodiversity and wildlife habitat would increase, walking and cycling would increase, the health and activity of the community would increase, greenhouse gas emissions would decrease thru active transportation, flooding due to climate change would be mitigated by restoring the proper functioning condition of our watersheds, drainage infrastructure replacement costs would be reduced for future generations and the municipality already has easement rights within the land needed to create this linear park network.”

“Preserving and enhancing the environment (green areas and trails); maintaining urban canopy and animal corridors. Keep transportation out of those green areas.”

“Preserving green space and committing to follow community plans, especially the Urban Forest Strategy.”

ARTS AND RECREATION (1%)

"Investment in recreational facilities. The number of facilities such as ice rinks, dry floors and turf fields is sorely lacking for a municipality with a population as large as Saanich."

"Bring culture and the arts to Saanich. As far as I know, there are no specifically built venues for music, theatre, dance, etc. There is little art in the parks in Saanich either. Unfortunately, citizens have to leave our municipality to experience culture and the arts."

"Access to pickleball indoors and out and timely information re same."

"Despite being so close to the centre of Victoria, Saanich has a country feel to it, both in the aesthetics with access to large parks, lakes and beaches and also in the attitude of the residents. It would be lovely to be able to maintain this."

4.2.5. Growth and planning (14%)

Most comments in this theme suggested that Saanich Council pay more attention to the type of growth and development plans that they approve, by advocating for affordable and diversified housing and preventing over densification. Others wanted Council to focus on the development planning and approval process to create greater efficiencies and ensure the needs of the community are fairly weighed and balanced.

TYPE OF DEVELOPMENTS TO BUILD/CHANGE (8%)

"Density and variety of rental housing is needed throughout Saanich."

"Maintaining the essence of Saanich with green space, low density housing and not permitting excessive sub-division."

"Encouraging development of small scale affordable rental units. This includes authorization for Saanich homeowners to develop legal 'garden suites' and rental units on their properties and in their homes. I know young families, with employed parents, who cannot afford to purchase homes and are having a very difficult time finding decent rental places in Saanich."

"Saanich should make more zoning for the apartment rentals on the main roads and get the supply up so rates go down. It is very short-sighted to turn homes into rental businesses."

"The current local area planning program seems to only further the interests of those who have the most in our community."

“Maintain the ALR. Properties keep getting moved out for development. This can't keep happening. The more it happens the harder it is to say no to the next applicant.”

“There is so much natural beauty here. It is quieter here. Feels safe to walk here. There is a beautiful one lane road through a forest with big trees, owls and hawks. Developments that do not fit into this neighbourhood will ruin what makes this area special, desirable and so very liveable.”

“Always keep a tight reign on real-estate persons and developers. Also keep a watch on citizens; they can change the character of a neighbourhood by building tall, ugly fences or building close to the road. One expects to see proper setbacks to structures and some greenspace to respect the rural character of the area.”

“I would love to hear about further planning for housing for people with pets as well, as they are a vital addition for mental health issues.”

“Ensuring diversified housing types and scale of housing in all neighborhoods to improve not only affordability but the ability to age in current neighbourhood by having options for housing other than a single family lot.”

**CONTROL OR LIMIT
GROWTH OR
DEVELOPMENT (4%)**

“Saanich is destroying quality of life. There is no adequate infrastructure for the ongoing development. We have no parking, our mall parking lots are overburdened, pharmacies can’t keep up, and no doctors are available. Need infrastructure before more development. Stop over developing. Pandemics spread rapidly in congested areas. Look ahead. There will be more pandemics.”

“We live in a destination city. Demand will always outweigh supply so prices will always be high. Look around the world, there are many cities where housing costs are very high and unreachable for many. That's just the way it goes and no amount of development will fix it. In trying to do so, neighbourhoods are overcrowded and greenspaces are shrinking - taking away from the natural beauty of this city. Development needs to be within reason.”

“Protection of established communities and greenspace from the impacts of developers and densification. New developments that consume all the square footage of a lot without additional back-off to smaller established buildings destroys the livability and privacy of long term adjacent residents. Densification, including backyard/secondary units, have other impacts such as increased street parking.”

“Housing density - balancing the need for affordable housing with not ruining single family housing neighbourhoods.”

“Most Saanich residents moved here to provide their family the single family home experience. Many of us sacrificed a lot to be able to afford that experience. It is disappointing to see council declare war on single family homes and damage our neighbourhoods with unwanted density and traffic changes.”

“Please control the development and growth of our community. I have seen what happens with uncontrolled growth and development. It turns beautiful towns and municipalities into green-less wasteland cities.”

**DEVELOPMENT
PLANNING AND
APPROVAL PROCESS
(3%)**

"Nimby's have far too big a voice, impacting affordability, sustainability and restricting the ability to implement the community plan. Building and development approvals are extremely slow in Saanich and the district is not making the progress in creating livable neighbourhoods. We need to transition more rapidly to higher density, highly efficient homes offering ready access to natural areas."

"Thoughtful development. Everyone complains about development, but there is a way to do it thoughtfully. Density should be in line with surrounding development. Affordability needs to be considered. Reconsidering the use of vacant commercial space and creative residential/commercial combinations need to be considered."

"Legal rental suites and carriage/backyard suites need to be allowed with the minimum of approval process to address the immediate needs of the community. Saanich needs to expand its planning department NOW to speed up the approval process of projects."

"Streamline permit process if you wish to increase affordable housing."

"Saanich needs to do more to eliminate the bureaucracy of their planning processes which are completely obstructive to new development to the point where much smaller municipalities are approving more new housing. Why does it take so long for developments to get approved? In our neighbourhood, developers are turned off by the ridiculous requirements and we are left with disintegrating houses, poor infrastructure and no new amenities (as these are primarily funded by development)."

4.2.6. Saanich Council (12%)

Feedback from Saanich residents about the leadership and performance of Council was split into four sub-themes. By a very small margin, the most frequently occurring comments within this theme related to fair, objective and transparent decision-making. Other respondents wrote about how they were in favour or against amalgamation and wanted Council to take action. A similar sized group of respondents suggested Council focus on citizen involvement and use more modern strategies to engage citizens. And finally, another group wanted Council to focus on a clear vision, direction or plan and maintaining essential services.

**FAIR, OBJECTIVE
AND TRANSPARENT
DECISION-MAKING
(4%)**

"While Saanich council affords one the opportunity for input regarding applications to rezone and subdivide, Council's is a foregone conclusion favouring development. Response to development varies by area and, specially, by neighbourhood. Applying a 'one size fits all' is a failed and unfair response."

"A developer need only infer, 'oh, but there will be affordable units and e-car charging stations, with a membership to a car-share service', and Council can't seem to get the ink on the rubber stamp fast enough. Stop trying to increase the tax-base by bending to the will of greedy developers who buy houses, extract as much rental revenue as possible as the property falls into decay."

"The current local area planning program seems to only further the interests of those who have the most in our community."

"We need transparency on what is happening with transportation projects. Since the initial public input the information on the project is hidden, vague and appears to be purposely hard to figure out."

"I witnessed council refuse to listen to what people had to say. It was clear that the decision had been made behind closed doors before the meeting even started which completely eroded any sense of transparency. The impression left with me was that council does not listen to citizens unless the citizen agrees with council and that holding public variance hearings was just a show to give the impression of transparency. It did not give the impression of a council that was truly listening or being inclusive of all Saanich citizens voices or needs."

"Transparency at election time. Please tell the politicians running for council to stop speaking in platitudes at election time and address real issues and tell us where they stand on them!"

**AMALGAMATION
(3%)**

"We really need to take municipal amalgamation more seriously, including not just police and fire services, but also complete political amalgamation for our relatively small CRD population."

"I want shared services with Greater Victoria's 13 municipalities. I want this for cost savings and efficiency purposes."

"It is time for amalgamation and reduction of individual districts for common quality control at lower costs."

"Saanich should not consider amalgamating with the City of Victoria. It would be detrimental for our community to burden itself with all the issues facing Victoria and its council."

**CIVIC
INVOLVEMENT (3%)**

"The current requirement to go to city hall or attend council meetings is outdated and ineffective. Put the development plans online with more interactive ways for citizens to understand what is proposed and give them the ability to provide input and see what the majority of people feel about new developments. This will help citizens feel heard and honours the wishes of the majority."

"Council does not welcome residents' opinion or that of community associations. Once elected I expect members of council to manage the municipality for the people who live and have invested in the community. This means listening to the people of the community and what they want not just to expound on their own views. This is not happening with this council. To have a member of council attend a community meeting by invitation to discuss part of a proposal that the community does not support and being told 'well its happening' without any discussion is typical."

"We are excluded from a lot of the decisions and generally feel like we are more compatible with Central Saanich than Saanich."

"It seems that this Council is determined to ignore resident's concerns specific to the neighbourhoods in which they live, work, and raise their families. Others who share similar concerns across Saanich, also feel that Council is not respectful of and responsive to concerns. Council routinely ignores residents' concerns regarding the impact of increased density on neighbourhood infrastructure and character. Such concern is evident in public record including, but not limited to: letters/emails to Council; attendance at open houses and hearings; petitions provided to Council; TV and print media."

VISION, DIRECTION OR PLANS (3%)

“Keep to the business of maintaining essential services in the municipality and stop all intrusive social engineering.”

“In my opinion, Saanich, as well as the other municipalities in Greater Victoria, are focussed on one issue, which is population growth to create jobs. Don't focus on GDP to determine success, focus on quality of life as is happening in New Zealand, Scotland and Iceland.”

4.2.7. Environment and waste management (7%)

Most comments focused on climate and environmental protections within the community, while a smaller group of comments in this theme related to waste management or other local environment issues.

CLIMATE AND ENVIRONMENTAL PROTECTION (5%)

“Climate change. Saanich is already starting to address this and needs to go even further in both adapting and attempting to mitigate. Everything from encouraging more active transportation, upgrading infrastructure, home energy retrofits, green businesses, etc.”

“The biggest issue facing all of us is climate change. We are only fooling ourselves, if we continue in the belief that we can continue to expand our economy and hope that technology will address our environmental issues. Saanich, British Columbia and Canada all need to address climate change in a meaningful way.”

“Environmental sustainability of Saanich operations: suggest making Saanich immediately carbon neutral by buying carbon offset credits each year. This will incentivize Saanich to make better decisions moving forward, because it will reduce the offset cost. All activities, like how greenspaces are managed and the municipal fleet should be reviewed and optimized. For example, mow less lawn fewer times per month in each park, decrease fleet size and use electric options for small engines and vehicles.”

“Climate change is the number one issue and needs to be addressed through affordable housing near transit and services, better transit and active transportation connections, advancing the step code implementation, and addressing the excessive and unnecessary outdoor burning activities.”

“Climate change & pollution is a prominent issue worldwide and critically needs to be addressed at all levels of government. Saanich already does a good job of parks and trail infrastructure to support green transportation. Saanich can take many steps to fight pollution and climate change including: updating the building code to limit use of fossil fuel/greenhouse gas emissions infrastructure such as natural gas heating; rewilding of green spaces including parks; reducing light pollution that harms bird populations (alternative street light colours can support this effort); expanding ride share services (e.g. EVO) to reduce need for vehicle ownership; offer garbage receptacles and waste pick up along busy pedestrian routes, offer tax incentives for carbon sequestering agriculture (permaculture; soil carbon capture etc.) and putting further limits on pesticide use in agriculture to support robust ecosystems.”

YARD WASTE OR GARBAGE (3%)

“Can the Organics cart be taken away weekly instead of bi-weekly in summertime? Rotten food creates a lot of maggots and may spread disease.”

“The only service I continue to feel frustrated with is the yard waste drop off. It's hard to get into. Hours are limited and traffic is often congested. Takes a huge portion of our time to utilize as a result. When I think about all the taxes I pay, that's the one area I find the most valuable yet our utility of it is greatly diminished due to challenges mentioned above.”

“It's very minor but I feel that your GreenerGarbage and Recycle apps for mobile are not updated as they should be. Stat holidays and other schedule changes are frequently not reflected in the app information. Why have an app to tell you a schedule if it's not updated?”

4.2.8. Taxes, budget and spending (5%)

This theme consists primarily of suggestions to reduce or control rising taxes and utility bills and the need for better management of the budget and greater efficiencies.

**TAXES OR UTILITIES
(5%)**

“Saanich property taxes continue to spiral out of control.”

“Property taxes and taxes in general are too high and the annual, ongoing increases in tax are too high. Unfortunately, people’s incomes are not going up enough to offset the increases.”

“Property taxes have skyrocketed and services have declined for those of us paying the taxes.”

“Need to get taxes under control and raising property taxes every year is unacceptable. Most other municipalities are doing a good job in this matter but not here in Saanich. If you need to raise taxes then you need to cut services in other areas to balance the budget.”

“High taxes and no services in rural area of Saanich.”

“I think the increasing cost of living in Saanich is the main challenge council should focus on. Increasing tax burden on citizens and general cost of living increases is a problem. My Saanich utility bill is always going higher and higher.”

**EFFICIENCY AND
BUDGET CONTROL
(3%)**

“Tax savings could be realized with elimination of duplication.”

“Good productivity for the salaries we pay.”

“Ensuring staff salaries don’t keep rising, and ensuring capital projects are getting done. We need to keep city infrastructure up to date.”

“Value for property taxes. Saanich is unable to deliver services in a cost effective manner. Every department continues to layer on management leaving the city as a bloated bureaucracy. The focus going forward should be on maximizing services for tax dollars and delivering services in a cost effective manner.”

4.2.9. Homelessness (5%)

HOMELESSNESS (5%)

"There seems to be a problem in all areas here for low income or homeless people to go. There is always people sleeping in their vehicles. Young and old. It bothers me that people have to live that way and it worries me that more might come and take over the park like they have in other parks. I worry about the people there now and whether there are other activities going on such as drug trade. Give these people viable options for housing. I can't imagine how desperate they must feel."

"I am dismayed at how the issue of homelessness is currently being handled. The hotels and parks are disasters, just enabling those with problems to live the way they want, ignoring rules of society. I am pleased to hear about the plans for supportive housing - it has potential to actually make a difference if it is done well. Here's hoping."

"Homelessness/tent cities - understanding that it's a complex situation, I am angered by the destruction (strong word, chosen carefully and with much thought) of our parks by the occupants of tent cities. I have not had the misfortune of having one in my immediate neighborhood, but I recognize how easily that could happen. If it did, as it has in so many other communities in the CRD, those public spaces would become dangerous and the homes around them devalued. Once tents are removed, the cost to clean these areas are enormous, paid for by taxpayer dollars. I find all of that unacceptable and see it as a potential reason for leaving Saanich/the CRD for good."

"Homelessness! Far too often now we are coming across homeless living in our neighborhood or at the beaches. They need to be removed to create a safe space for families and taxpayers of the region."

4.3. Summary of comments

A detailed examination of the comment themes revealed a variety of issues that residents felt Saanich Council should pay most attention to. Infrastructure was top of mind for over a third of the 67% of respondents providing comments. The creation and maintenance of sidewalks and roads was the most prominent issue within this theme. Cycling infrastructure, traffic control and general maintenance were also commonly identified by commenters as issues that should receive the most attention from Saanich Council.

The next theme most frequently identified by comments was community crime, safety and policing. A focus on enforcement of traffic rules and bylaws was considered the most effective way to ensure neighbourhood safety and enjoyment. About one in five commenters felt affordable housing for the working class and the homeless population were most important.

Three in twenty commenters identified parks and recreation, including protecting greenspaces, creating parks and trails, and increasing investment in arts and recreation facilities as a priority. One in seven comments indicated Council should focus on thoughtful growth planning to ensure that the right type of developments get approved and development is controlled. There were also comments related to making the approval process more efficient. One in eight commenters indicated Council should focus inwards on fair, objective and transparent decision-making, amalgamation to achieve efficiencies, and welcome citizen's civic involvement and input.

About one in twenty commenters felt the focus should be on climate and environmental protection, the same proportion identified controlling costs to taxpayers, finding efficiencies or reducing spending, and finally homelessness was mentioned.

Some sub-themes were often interrelated with other sub-themes such as "Fair, objective and transparent decision making" and the sub-themes under "Growth and planning" as they all related to specific plans and decisions made by council.

Comments about growth and planning, the environment as well as parks and recreation demonstrate Saanich residents' pride in their community. This sentiment is also evident in their recommendations for improvements to make the community a better place for themselves and for their families. Many of these comments are also interwoven with several other themes and sub-themes. The below comment is a good example of this as it touches on growth and planning, civic engagement, protect watersheds and greenspaces and affordable housing while describing the desirability of living in Saanich.

“Saanich must have very careful and strict development planning. Consult and listen to the residents who live in the area and pay taxes. Saanich must retain as much greenspace as possible and not give-in to developments on the guise of building/providing "affordable" housing. Affordable is relative. Housing will always be affordable to someone. For me and most of those I know, Saanich is affordable. We all live here. There is a reason why Saanich is such a beautiful desirable place to live. We must work very hard to keep it that way.”

It is important to keep in mind that the diversity of comments and issues identified, reflect the unique needs of the different neighbourhoods across the District of Saanich. Overall, while the voice of citizens is diverse, a focus on infrastructure, in a way that attends to the other themes and sub-themes identified in this report, may be one way to address the multiple issues Saanich residents want their Council to focus on.

Appendix B: Survey Instrument

INTRODUCTION

Saanich, in partnership with BC Stats, is currently conducting an online Citizen Satisfaction Survey. 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 information in this survey is collected and kept confidential in accordance with the [Statistics Act](#) and only used for statistical and research purposes. 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 **April 19, 2021**.

Press the “Next” button at the bottom of the screen to move to the next question. To change previous answers, you can press the “Back” button at the bottom of the screen.

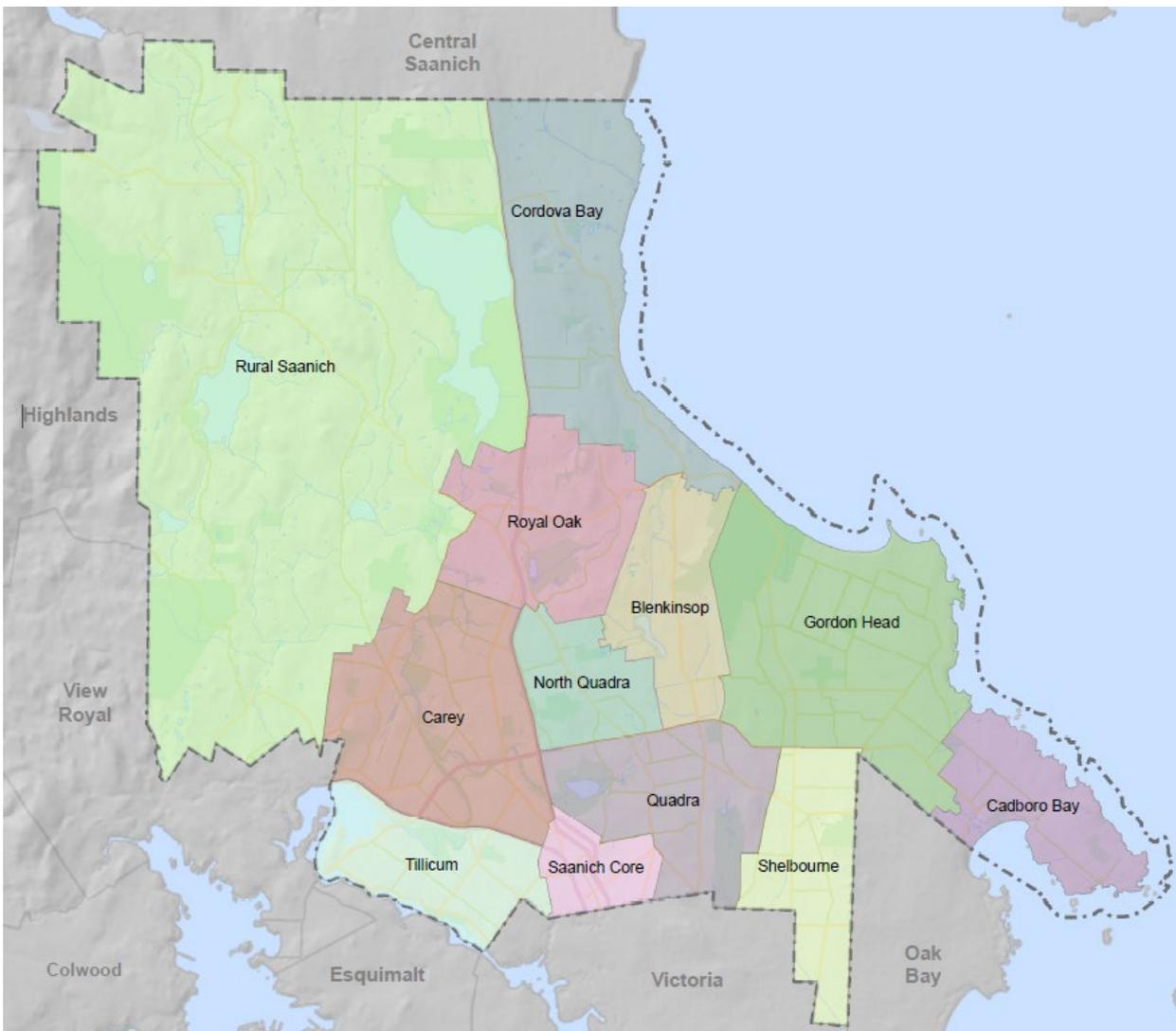
If you need to stop the survey at any point, you can return later, and the survey will continue where you left off.

If you have any questions about completing this survey, please contact Tanis Abuda at BC Stats by email at BCStats.SurveyMail6@gov.bc.ca or by telephone at (250) 883-9056.

PRELIMINARY QUESTIONS

Just to confirm, are you 18 years of age 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

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
- Impact of COVID-19 on municipal services
- Municipal bylaws, regulations and permitting
- Parks, Recreation and Community Services programs
- Upcoming events
- 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]

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

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

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

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

Based on your most recent visit to the Saanich 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

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]

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

**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., Twitter, Facebook)
- Website (Saanich.ca)
- Visit from a municipal employee
- Other please specify: _____
- Don't know / Not applicable / No response

SERVICE SATISFACTION

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	

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

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 Not Applicable.

	Very Poor				Very Good	DK/NA/NR
Saanich infrastructure improvements such as sidewalks, street lighting and road repair	1	2	3	4	5	9
Alternative forms of transportation in Saanich (e.g., transit, bike lanes, etc.)	1	2	3	4	5	9
Opportunities and venues for arts and cultural activities in Saanich	1	2	3	4	5	9

	Very Poor				Very Good	DK/ NA/NR
Saanich parks and trails	1	2	3	4	5	9
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 bylaw 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

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 neighborhood.	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 neighborhood.	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

QUALITY OF LIFE IN SAANICH

Using a scale from 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 responsive to the needs of a diverse population.	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	

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

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
I am pleased with the overall direction that Saanich Council is taking.	1	2	3	4	5	9
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

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

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

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

Do you own or rent your home?

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

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

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

Which gender do you identify with?

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

Do you identify as a member of a visible minority group?

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

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

Which of the following best describes you? (Check all that apply)

- Arab
- Black
- Chinese
- Filipino
- Indigenous (e.g., First Nations, Metis, Inuit, Maori, Ainu, Sami, Torres Straight 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)
- Other (You may specify): _____
- Don't know / Not applicable / No response

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
- Don't know / Not applicable / No response

Are you interested in participating in future research conducted by BC Stats?

If you consent to participate in future research (by providing your contact information), you may unsubscribe from the list at any time by contacting BC.Stats@gov.bc.ca. BC Stats does not release any information that could identify individuals or businesses without their consent. BC Stats produces reliable and valid data that supports important policy and program decisions. Your participation in any future research is voluntary. Future research initiatives may include focus groups, telephone and/or online surveys, etc.

- Yes [Collect Contact Information]
- No [Go to Closing Information]
- Don't know / Not applicable / No response [Go to Closing Information]

Thank you for your interest. Please complete the following contact information. This information is optional, and you may choose what information to share with BC Stats.

Name: _____

Mobile/Cellular Telephone Number: _____

Email: _____

CLOSING INFORMATION

Thank you for participating in the survey. Please click submit after reading the notification below. [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.

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 April 19, 2021.

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

Martin Monkman
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

ENDING IF NOT “YES” TO QUESTION 1.

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

Appendix C: Factground

High Level

Study	2021 Citizen Pulse Survey
Project Sponsor	District of Saanich

Operations

Data Collection Method	Invitations sent to a random sample to participate in an online survey
Fielding Window / Dates	February 8 to March 29, 2021
Project History	First Citizen Pulse Survey using a 5-point scale

Population / Sample

Scope	All civic addresses within the municipality of Saanich
Population	38,916
Contacted	3,000
Obtained Sample	820
Response Rate	27%
Sampling Strategy	Random sample
Population Surveyed	548 residents provided feedback to the open-ended question
Comment Response Rate	A total of 67% of respondents provided comments (548 out of 820).

Key Measure(s)

Key Question - [example] Percent Positive: 88% Quality of Life

Margin of Error: ± 3.4 pps

Type of Measures 5-point Likert scale, Open-ended survey question

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. For more information, please contact James Prouten.



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