



Ipsos Reid



2009 Strategic Planning Survey

Draft Report

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EXECUTIVE SUMMARY

Quality of Life

A large majority of Cowichan Valley residents (97%) rate the quality of life in the Cowichan Valley Regional District positively, with nearly half (48%) rating the quality of life as “very good” and another half (49%) rating it as “good”. Perceptions of the quality of life at the local level are equally positive, again with a vast majority (96%) rating the quality of life positively, either “very good” (51%) or “good” (45%).

Among those who rate the quality of life positively at the Regional District level, 36% give reasons that revolve around the surroundings, namely “good climate and weather” (9%), “clean and not polluted” (9%), and “beautiful scenery and surroundings” (8%). Location (31%) is another popular reason why many feel positively about the quality of life in the Cowichan Valley, with a number of residents mentioning “rural setting or small town” (14%), “accessibility and everything is within close proximity” (6%), and “employment opportunities” (6%). For the most part, residents give the same reasons when asked why they feel the quality of life is good at the local level.

Similar themes emerge when residents were asked what they like best about living in the Cowichan Valley. Reasons related to surroundings (53%) including “good climate and weather” (21%), and “beautiful scenery and surroundings” (19%) top the list. This is closely followed by location 49%, including mentions of “rural setting or small town” (29%), and “close to the water, beach or ocean” (10%). Community (34%) is also frequently mentioned, namely “friendly people, neighbours, and sense of community” (14%), and “good for families and raising children” (11%).

Given that few residents feel negatively towards their quality of life either at the Regional District or local level, few reasons in support of the negative perceptions were captured. Job losses or lack of employment, and poor political representation are among the few that were mentioned.

Issue Agenda

The economy, transportation, and health care stand out as the most important issues to residents of the Cowichan Valley. Sixteen percent (16%) of residents feel that economy-related concerns such as “job creation and unemployment” (9%) and “economic growth and developing local industry” (8%) are the most important issues. Transportation closely follows at (15%), whether the concerns are about “highways, road development, and maintenance” (9%), or about “public transportation” (7%) in general. Health care (14%) is also seen as a top issue for many residents of the Cowichan Valley.

Cowichan Valley’s population is expected to increase by approximately 18% over the next 15 years. By setting priorities, the Cowichan Valley Regional District will be able to effectively meet the challenges caused by this anticipated growth in population. To assist the District with this task, residents were asked to rate the priority of a number of initiatives.

On a top-of-mind basis, residents feel environment issues are top priorities for the Regional District, of which the most important are “water conservation and future water use planning” (93% high priority), “minimizing impacts to the natural environment and protecting environmentally sensitive areas” (86% high priority), and “protecting agricultural or farm land” (81% high priority).

Residents also emphasize factors relating to the economy and social concerns, such as “strengthening the local economy” (80% high priority), “job creation” (77% high priority), “focusing on community safety issues” (76% high priority), and “focusing on social issues such as housing affordability, needs of youth and seniors and diversity within our community” (75%).

Transportation is an issue that residents envision as being somewhat of a concern in the years to come. One-fifth (20%) of residents mention transportation-related issues such as “improved highways and road systems” (8%) and “improved public transportation systems” (7%) as things they hope will change or be different 25 years from now. Mentions relating to the environment, such as “less pollution” (8%), “more green spaces, parks, and recreational land” (6%) and “protect water resources, lakes, and rivers (6%) are made by 19% of residents. Concerns about growth (15%) also emerge, with residents saying they would like to see “less urban development so that it stays rural” (7%), and “slow population growth so that it stays small” (5%)

Regional District Services

All services are deemed important by the vast majority of residents. Overall, citizens feel that “fire services and emergency planning” (98% important) are the most important. This is followed closely by “recycling and garbage services” (96%), “policing” (96%), “drinking water and sewers” (95%), and “parks” (94%).

When it comes to transit services, just over half of residents (55%) are either “very satisfied” or “somewhat satisfied” with the amount of transit services that are provided by the District. Notably, over one third (36%) of all residents are not satisfied with the amount of transit services. Hence an opportunity exists for the Regional District to make considerable improvements to transit services with the aim of enhancing citizen satisfaction.

Four-in-ten property owners (39%) are willing to pay an additional fee for an expanded curbside recycling program where all food waste would be picked up regularly from their homes and commercially composted.

Parks, Recreation, and Sports Facility Priorities

To establish top investment priorities for various services and facilities, residents were asked to rank the relative importance of specific items in related areas.

- When it comes to investing in parks and recreation services, residents place the greatest emphasis on “more natural parks and hiking or walking trails” (53% feel it is a top priority).
- When it comes to investing in parks and outdoor facilities, residents place the greatest emphasis on “protection of environmentally sensitive areas” (56% feel it is a top priority).
- When it comes to investing in sports facilities, residents place the greatest emphasis on “sports fields” (67% feel it is a top priority).



Financing

For the most part, residents feel they receive good value for the taxes that they pay. Specifically, eight-in-ten (79%) feel they receive “very good” (22%) or “fairly good” (57%) value for their taxes. Generally, these results are very much in line with what we’ve seen in other local governments in BC.

Cowichan Valley residents also exhibit similar views with other BC municipalities when it comes to balancing tax increases with service delivery levels. In this regard, citizens would much rather see the Regional District increase taxes (64%) than cut services (28%).

Citizens of the Regional District generally lean towards the more conservative funding approach of “putting aside funds each year in a savings account until funds are sufficient to undertake the project”. Three quarters (75%) of Cowichan Valley residents prefer this approach over “borrowing funds” (23%) to finance large capital projects.

Contact with the Cowichan Valley Regional District

Over a twelve month period, four-in-ten (40%) Cowichan Valley residents personally contacted the Regional District or one of its employees. Residents generally contacted the Regional District for a variety of reasons, the most dominant of which being to gather information about “garbage collection or recycling information” (22%). Other commonly mentioned reasons for calling the Regional District include “building and lot information” (11%), “recreation facility information/registration for programs” (11%), “planning and development services” (11%), and for “engineering and public works customer service” (10%).

Contact with the Regional District was most often initiated by telephone calling, with over half (52%) of those who contacted the Regional District saying they did so by phone. Three-in-ten (30%) contacted the Regional District by making an in-person visit at the head office or facility, and 13% used the Internet (either by email or through the Regional District’s website).

Communications

An important mandate for many municipalities is to establish open lines of communication with citizens, both to allow citizens to have their say on important issues and services, and to provide citizens with relevant information on an ongoing basis. To help the Regional District understand how well they are performing in this area, residents were asked whether they feel the Regional District provides them with enough opportunities to make their opinions heard. Over two-thirds (68%) of residents affirm this to be the case. When it comes to receiving information from the Regional District, just under half (46%) say they would best like to receive this information by mail, four-in-ten (39%) say they would like to receive this information in the local newspaper, and 28% would prefer this type of information to be communicated via email.

INTRODUCTION

Objectives

In order to meet and exceed the expectations of its community, the Cowichan Valley Regional District (CVRD) commissioned Ipsos Reid to conduct its 2009 Citizen Survey with a specific focus on understanding citizens' attitudes towards their quality of life, local issues, municipal services, City communications, and funding preferences. The insight gained from this research will ultimately help guide the Cowichan Valley in making decisions regarding planning, budgeting, and issues management.

Specifically, the main objectives of this research are to:

- Gauge the most important issues facing the community;
- Determine the extent to which residents find Regional District services important;
- Assess residents' perceptions towards quality of life at the Cowichan Valley and local neighbourhood levels;
- Determine priorities for the Cowichan Valley in response to expected increases in population;
- Measure residents' perceived value for taxes and preferred financing options; and,
- Assess residents' perceptions towards Cowichan Valley's communications.

The survey results have been benchmarked against Ipsos Reid's database of municipal norms for other BC municipalities where possible.

Methodology

In total, 400 telephone interviews were conducted with a randomly selected representative sample of Cowichan Valley residents aged 18 years or older. All interviews were conducted between the dates of May 13 and May 17, 2009. Residents were asked upfront whether or not they lived in the Cowichan Valley Regional District to validate residency. To ensure randomness within households, the "birthday method" of selecting residents was used (i.e., asking to speak to the person in the household who most recently celebrated a birthday). Overall results are weighted to ensure that the age and gender distribution reflects that of the actual population in the Cowichan Valley according to the most recent Census data.



The Cowichan Valley is comprised of a number of towns and communities, which can be grouped into four main regions. The following table outlines the margin of error for each of these four regions.

Region	Completed Surveys	Margin of Error (19 times out of 20)
NORTH (Ladysmith, Saltair/Gulf Islands, North Oyster/Diamond)	80	± 11.0%
WEST (Lake Cowichan, Cowichan Lake South/Skutz Falls, Youbou/Meade Creek)	36	± 16.3%
SOUTH (Mill Bay/Malahat, Shawnigan Lake, Cobble Hill)	94	± 10.1%
EAST/CENTRAL (Duncan, North Cowichan, Cowichan Bay, Cowichan Station/Sahtlam/Glenora)	190	± 7.1%
TOTAL	400	± 4.9%

Interpreting and Viewing Results

Please note that some “Totals” in this report may seem off due to rounding error. For example, 35% and 24% might add to 60% (not 59%). With decimals, the component percentages might be 35.4% (rounds down to 35%) and 24.2% (rounds down to 24%), making the total 59.6%, which rounds up to 60%. All percentages shown are correct.



DETAILED FINDINGS

Quality of Life

Best Things About Living in the Cowichan Valley

Surroundings, location, and community top the list in terms of what residents like best about living in the Cowichan Valley.

Outside of family, over half (53%) of residents appear to like the Cowichan Valley most for its surroundings. Specifics include: “good climate or weather” (21%), “beautiful scenery and surroundings” (19%), the fact that it is “quiet, peaceful, and relaxing” (11%) and the “wilderness” (7%).

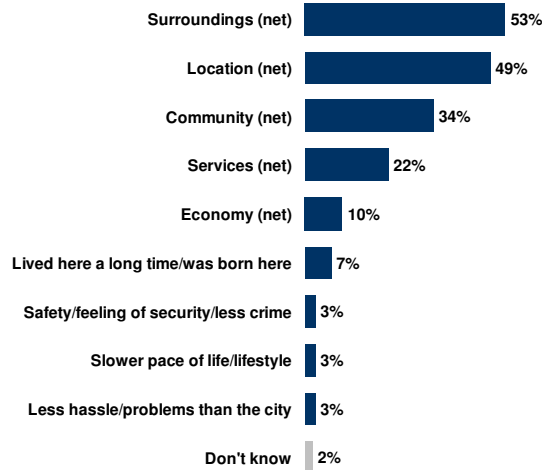
Location (49%) is another popular theme regarding what residents like best about living in the Cowichan Valley. Specifics in terms of location include: “rural setting or small town” (29%), “close to the water, ocean, or beach” (10%), and “employment opportunities” (7%).

One-third (34%) of residents feel that various community aspects, such as “friendly people and neighbours” (14%), being “good for families” (11%), and being “a good community” (9%) in general contribute to what they like best about living in the Cowichan Valley.



Best Things About Living in the Cowichan Valley

“There are a number of reasons why people choose to live in one city or area over another. Assuming family is not a factor, what do you like best about living in the Cowichan Valley? Any other reason?”



Note: Only responses of 3% or more are shown.

Base: All respondents (n=400) Ipsos Reid

In viewing these results by sub-group, we see minor variations by age:

- Those 45 years of age and above are more likely than younger residents to refer to the surroundings as what they like best about living in the Cowichan Valley (61% vs. 38% of those between the ages of 18 and 44).
- Younger respondents between the ages of 18 and 44 are more likely than their older counterparts to mention “good for families and for raising children” as what they like best about living in the Cowichan Valley (18% vs. 7% of those 45 years of age and older).

Some notable variations are also observed by region:

- Those residing in the South (67%) are the most likely to say that location is what they like best about living in the Cowichan Valley. In comparison, those residing in the North (41%), West (46%), and East/Central (44%) regions are less likely to give a response that is related to location.
- Those residing in the East/Central region (30%) are the most inclined to say they like services best. Residents of the North (10%), West (16%), and South (15%) are notably less likely to like the Cowichan Valley best for its services.



Overall Quality of Life

Nearly all Cowichan Valley residents say they have a good quality of life in the Cowichan Valley.

Overall, residents are delighted with the quality of life they experience in their community, with 97% rating the quality of life in the Cowichan Valley positively. More specifically, 48% of citizens rate the quality of life in the Cowichan Valley as “very good” and another 49% regard it as “good”. Only 2% feel the quality of life in the Cowichan Valley is either “poor” (2%) or “very poor” (1%).

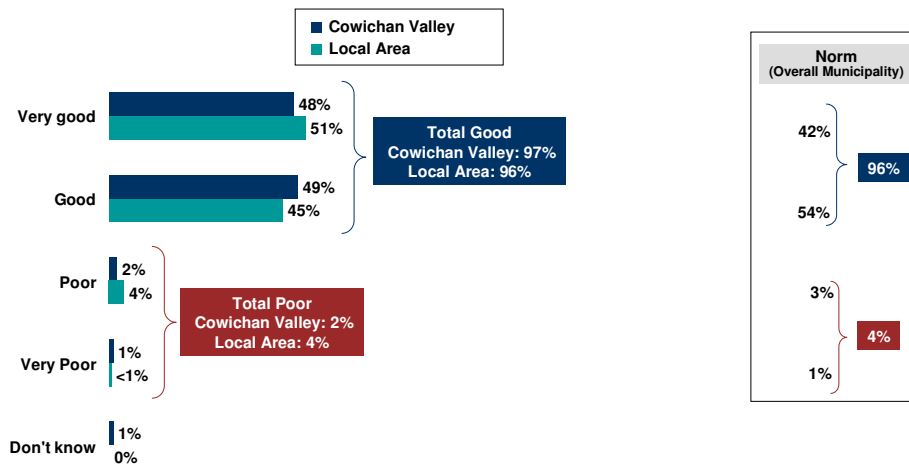
Perceptions of the quality of life at the local level are equally positive, with a large majority of residents (96%) rating the quality of life in their local area positively. More specifically, 51% rate the quality of life in their local area as “very good” and another 45% regard it as “good”. Only 4% feel the quality of life in their local area is either “poor” (4%) or “very poor” (<1%).

Comparisons to our municipal norms shows that while Cowichan Valley citizens’ overall perceptions of their quality of life are similar to what we have seen in other BC municipalities (96% “very good/good”), Cowichan Valley residents provide a more intense quality of life rating than do those living elsewhere (48% “very good” vs. provincial norm of 42%).



Overall Quality of Life

“How would you rate the quality of life in the Cowichan Valley today?”
“And how would you rate the quality of life in your local area today?”



Base: All respondents (n=400) Ipsos Reid

In viewing these results by sub-group, we see some minor variations:

- Those living in the South (67%) are more likely to rate the overall quality of life in the Cowichan Valley as “very good” compared to residents in the North (43%), West (38%) and East/Central (43%) regions. This trend is also observed at the local level, where those residing in the South (69%) are more likely to rate the quality of life in their local area as “very good” compared to residents in the North (43%), West (38%) and East/Central (47%) regions.
- Home owners (55%) are far more likely to rate the quality of life in the Cowichan Valley as “very good” compared to those who rent (19%).
- Those who feel they receive good value for their tax dollars (99%) are more likely than those who feel they receive poor value (94%) to rate their quality of life in the Cowichan Valley as either “very good” or “good”. This trend is also observed at the local level, where those who feel they receive good value for their tax dollars (97%) are more likely than those who feel they receive poor value (89%) to rate their quality of life in their local area as either “very good” or “good”.

Reasons Why Cowichan Valley Quality of Life is Good

Surroundings, location, and services are strong contributing factors to perceptions of a good quality of life in the Cowichan Valley.

Among those who feel the quality of life in the Cowichan Valley is “good”, factors that relate to surroundings (36%) largely contribute to favourable impressions. Specifics include: “good climate or weather” (9%), “clean and not polluted” (9%), and “beautiful scenery and surroundings” (8%).

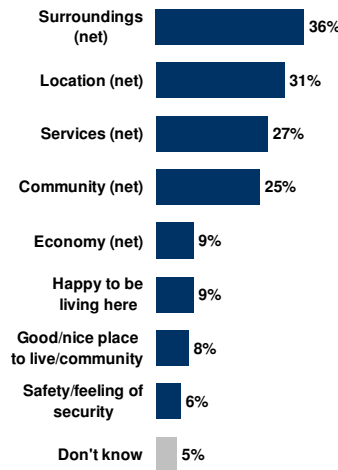
Next, location (31%) is identified as a strong reason why residents feel the quality of life is “good”. Specifics include: “rural setting or small town” (14%), accessibility and everything is within close proximity” (6%), and “employment opportunities” (6%).

Rounding out residents’ top three reasons are services-related factors (27%). The main reasons here include “features all the amenities of larger centres” (12%), “recreational opportunities” (8%), and “local stores and restaurants” (6%).



Reasons Why Cowichan Valley Quality of Life is Good

“Why do you think the quality of life in the Cowichan Valley today is good?”



Note: Only responses of 6% or more are shown.

Base: Respondents who think Cowichan Valley quality of life is good (n=388) Ipsos Reid

In viewing these results by sub-group, we a couple of minor variations:

- Those residing in the South (37%) and East/Central (30%) regions are more likely to mention service-related reasons as to why they feel the quality of life in the Cowichan Valley today is good. In comparison, those residing in the North (15%) and West (12%) are far less likely to mention “services” as their reason.
- As one would expect, those who would prefer to have their taxes increased over services cut, are more likely to mention service-related reasons as to why they feel the quality of life is good (33% vs. 18% among those who would rather have services cut than to see an increase in their taxes).

- Residents who are 45 years of age and above are more likely than younger residents to mention the following reasons why they feel the quality of life in the Cowichan Valley is good:
 - “Beautiful scenery, and surroundings” (11% vs. 2% of those 18 to 44).
 - “Accessibility and everything within close proximity” (8% vs. 1%).
 - “Small population, not crowded” (8% vs. 1%).

Reasons Why Local Area Quality of Life is Good

Similar to what we have seen at the broader District level, location, the surroundings, and the community are strong contributing factors to perceptions of a good quality of life at the local level.

Among those who feel the quality of life in their local neighbourhood is “good”, factors that relate to location (30%) largely contribute to favourable impressions. Specifics include: “rural setting/small town” (14%), “accessibility/everything within close proximity” (5%) and “close to the water, ocean, or beach” (4%).

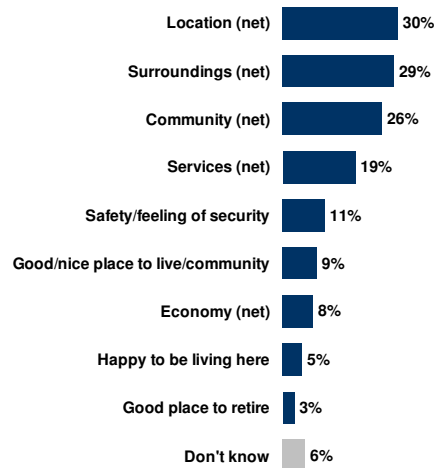
Next, the surroundings (29%) is identified as a strong reason why residents feel the quality of life is “good”. Specifics include: “quiet, peaceful, and relaxing” (11%), “beautiful scenery and surroundings” (7%), and “clean and not polluted” (5%).

Rounding out residents’ top three reasons is community (26%). The main reasons here include “friendly people and neighbours” (18%), “good for families and for raising children” (4%), and “small population or not crowded” (4%).



Reasons Why Local Area Quality of Life is Good

“Why do you think the quality of life in the your local area today is good?”



Note: Only responses of 3% or more are shown.

Base: Respondents who think local area quality of life is good (n=383) Ipsos Reid

In viewing these results by sub-group, we see a couple of minor variations by region, gender, age, and household income:

- Those residing in the South (21%) are the most likely to mention “features all the amenities of larger centres” as a reason why they feel the quality of life in their local neighbourhood today is good. In comparison, those residing in the North (7%), West (0%), and East/Central (9%) regions are far less likely to give this reason.



- Men are far more likely than women to mention “features all the amenities of larger centers” as their reason why they feel the quality of life in their local area is good (18% vs. 4%).
- Residents between the ages of 18 and 44 are more likely than older residents to mention “good for families and for raising children” (8% vs. 2% of those 45 years of age and above).
- Furthermore, those with a household income in excess of \$80,000 are more likely than those with a lower income to mention “rural setting or small town” as their reason for why they feel the quality of life in their local area is good (24% vs. 9%).



Issue Agenda

Top-of-Mind Issues Facing the Cowichan Valley Regional District

The economy and transportation are the most important issues facing the community.

Economy-related concerns appear to be the most important issue facing the community, mentioned by 16% of residents. Specifics include: “jobs, job creation, and unemployment” (9%), and “economic growth and developing local industry” (8%).

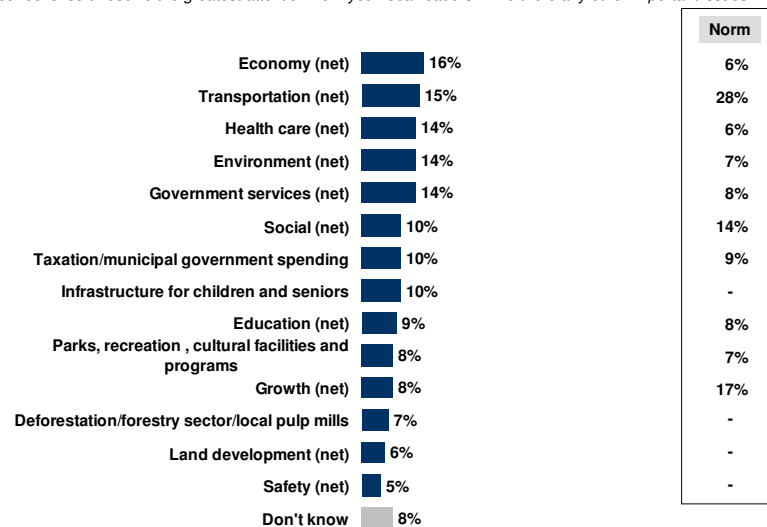
Transportation is identified as the next most important issue (15%). Specifics include: “highways, road development, and maintenance” (9%) and “public transportation” (7%).

Health care (14%) and factors relating to the environment (14%) such as “ecological issues” (12%) and “maintaining the rural character of the area” (3%) are also seen as top issues for residents.



Top-of-Mind Issues Facing the Community

“In your view, as a resident of the Cowichan Valley, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important issues?”



Note: Only responses of 5% or more are shown.

Base: All respondents (n=400) Ipsos Reid

In viewing these results by sub-group, we see some minor variations:

- Men are four times as likely than women to say that “taxation” is the top issue (16% vs. 4% of women).
- Residents who are 45 years of age and above are far more likely than younger residents to say “water systems including drainage and sewer” is the top issue (14% vs. 2% of those between the ages of 18 and 44).



- Renters are more likely than home owners to mention social-related issues as top concerns (20% vs. 8% of home owners).
- Not surprisingly, those who feel they receive poor value for their tax dollars are more likely to mention “taxation” as an issue that should receive the greatest attention from their local leaders (28% vs. 6% of those who feel they receive good value for their tax dollars).

Priorities for the Future

Environmental concerns top the list in terms of setting priorities for the Cowichan Valley.

When it comes to establishing priorities for dealing with population growth in the Cowichan Valley, citizens generally feel that environmental-related issues should be the highest priority. More specifically, when isolating responses of “a very high priority” and “a high priority”, the majority of residents feel that water conservation and future water use planning (93%), minimizing impacts to the natural environment and protecting environmentally sensitive areas (86%), and protecting agricultural or farm land (81%) should take precedence.

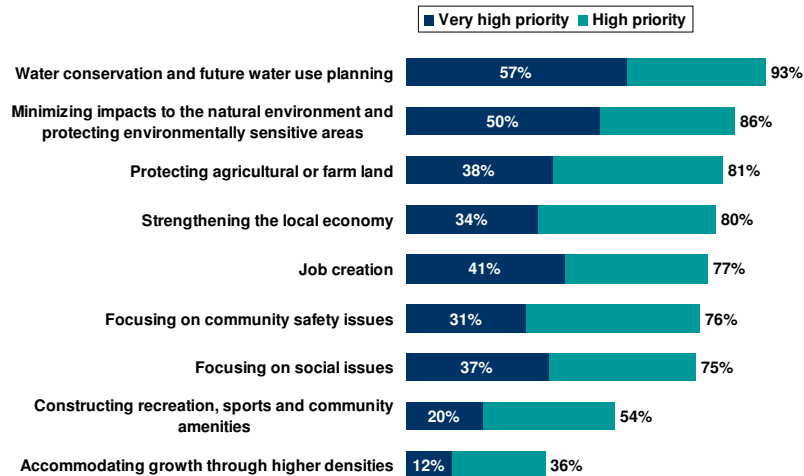
The next tier of priorities include issues relating to the economy and social concerns such as strengthening the local economy (80%), job creation (77%), focusing on community safety issues (76%), and focusing on social issues such as housing affordability, needs of youth and seniors, and diversity within our community (75%).

Citizens generally feel that constructing recreation, sports, and community amenities such as community centers, parks, and sports facilities (54%) and accommodating growth through higher densities (36%) are less of a priority.



Priorities for the Future

“The Cowichan Valley’s population is expected to increase by approximately 18% over the next 15 years and this growth will bring both opportunities and challenges. Compared to all the various issues facing the Cowichan Valley, please tell me whether each of the following should be a very high priority, a high priority, a mid-level priority, a low priority, or a very low priority.”



Base: All respondents (n=400) Ipsos Reid

In viewing these results by sub-group, we see a number of notable differences:

- Those residing in the South (97%) and East/Central region (96%) are more likely to feel that water conservation and future water use planning should be either a “very high priority” or a “high priority” compared to those residing in the North (86%) and West (83%).

- Younger residents between the ages of 18 and 44 are more likely than their older counterparts to feel that constructing recreation, sports, and community amenities is either a “very high priority” or a “high priority” (65% vs. 48% of those 45 years of age and above).
- Those with a household income below \$80,000 are more likely than those with a household income in excess of \$80,000 to feel the following are either a “very high priority” or a “high priority”:
 - Strengthening the local economy (87% vs. 68% respectively); and,
 - Focusing on social issues such as housing affordability, needs of youth and seniors and diversity within our community (82% vs. 62%).
- Those who are more liberal in views towards taxation and financing approaches are more likely to feel that constructing recreation, sports, and community amenities is a “very high priority” or a “high priority”. More specifically, those who prefer tax increases over service cuts are more likely to feel constructing these facilities is a “very high priority” or a “high priority” (60% vs. 41% respectively). Also, those who would prefer to borrow funds versus putting aside funds to finance future large projects are more likely to feel construction of these facilities is a high priority (72% vs. 48% respectively).
- Women are more likely than men to feel the following services should be either a “very high priority” or a “high priority”:
 - Minimizing impacts to the natural environment and protecting environmentally sensitive areas (90% vs. 81% respectively);
 - Focusing on community safety issues (83% vs. 68%);
 - Strengthening the local economy (89% vs. 71%);
 - Focusing on social issues such as housing affordability, needs of youth and seniors and diversity within our community (85% vs. 65%);
 - Water conservation and future water use planning (96% vs. 90%); and,
 - Job creation (84% vs. 70%).



Desired Change or Difference in the Next 25 Years

Residents hope that transportation above all will change within the next 25 years in the Cowichan Valley.

Transportation (20%) was most often identified as being something that residents are hopeful will change or be different in the Cowichan Valley 25 years from now. Specifics include: “improved highways and road systems” (8%), and “improved public transportation systems” (7%).

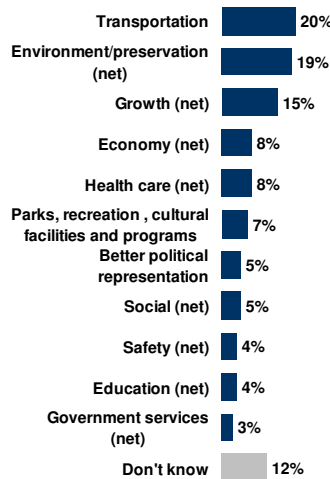
Environment-related mentions (19%) are also identified as something residents will hope will change in the years to come. Specifics include: “less pollution and improved environment” (8%), “more green spaces, parks, and recreational land” (6%), “protect water resources, lakes, and rivers” (6%) and “less logging and clearing of forests” (3%).

Growth (15%) rounds out the list of top issues residents hope will change in the years to come. Specifics include: “less urban development so that it stays rural” (7%), “slow population growth so that it stays small” (5%), and “better urban planning” (4%).



Desired Change or Difference in the Next 25 Years

“What, if anything, is the one thing that you hope will change or be different in the Cowichan Valley 25 years from now? Anything else?”



Note: Only responses of 3% or more are shown.

Base: All respondents (n=400) Ipsos Reid

In viewing these results by sub-group, a few differences are of note:

- Those residing in the South (36%) are the most likely to refer to transportation as something they hope will be different in 25 years. In comparison, residents of the North (15%), the West (6%), and East/Central (16%) regions are far less likely to refer to transportation as something they hope will change or be different in the future.

- Furthermore, residents of the South (29%) are also the most likely to mention growth-related issues as something they hope will change in the future. This is significantly higher when compared to residents of the North (6%), West (7%), and East/Central (13%) regions.
- Women are more likely than men to mention the following concerns as things they hope will change in the future:
 - “Improved healthcare system” (8% vs. 2% of men);
 - “More recreational facilities / infrastructure for children and youth” (6% vs. 1%).

A number of variations are also observed by age:

- Residents that are 45 years of age and older are more likely than their younger counterparts to hope the following will change within the next 25 years:
 - “Less urban development so that it stays rural” (9% vs. 2% of those 18 to 44).
 - Health care related mentions (11% vs. 2% of those 18 to 44).
- Those between the ages of 18 and 44 are more likely than older residents to hope the following will change in the future:
 - “More recreational facilities and infrastructure for children and youth” (8% vs. 1%).
 - “Improved education system” (9% vs. 1%).

Regional District Services

Importance of Regional District Services

A large majority of Cowichan Valley residents concur that the services the Cowichan Valley Regional District provides are important.

Residents were asked to rate the importance of a number of services that the Cowichan Valley Regional District provides to residents.

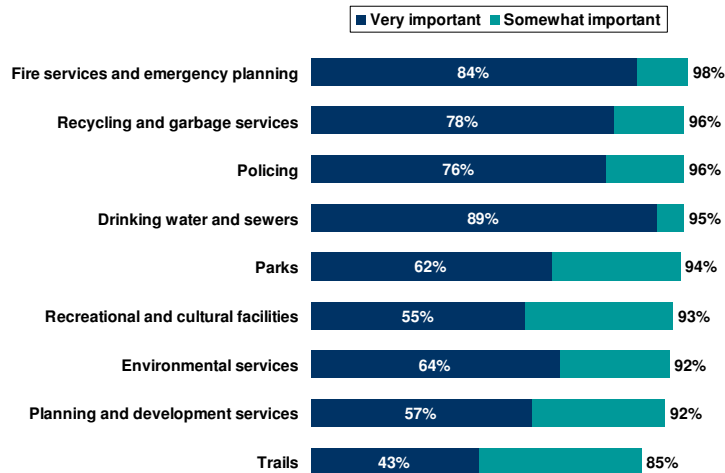
In viewing the overall importance scores (combined “very important” and “somewhat important”), we see that nearly everyone agrees that each and every one of the Regional District’s services are considered important. Specifically, nearly all participants feel fire services and emergency planning (98%), recycling and garbage services (96%), policing (96%), and drinking water and sewers (95%) are either “very” or “somewhat important”.

Parks, (94%), recreational and cultural facilities (93%), environmental services (92%), and planning and development services (92%) are also seen as being important. Trails are considered relatively less important with 85% rating these as “very” or “somewhat important”.



Importance of District Services

“As you may know, Cowichan Valley Regional District is the organization that provides and delivers services such as parks and recreation, development services and permits, water and sewers, garbage collection, and others. Please rate how important the following services are to you on a scale of very important, somewhat important, not very important, or not at all important.”



Base: All respondents (n=400) Ipsos Reid

However, given that nearly all services are considered important, it may be more useful for the Regional District to view the intensity of ratings (“very important”) in isolation to get a clearer picture of the importance ranking of services.

Viewing the results this way reveals that drinking water and sewers (89%), fire services and emergency planning (84%) and recycling and garbage services (78%) are the clear top three services. The next tier includes policing (76%), environmental services (64%), and parks (62%).

In viewing results by sub-group, we see that the importance ratings for some services are higher among women and among those with children in the household:

- Women are more likely than men to rate the following services as “very” or “somewhat important”:
 - Recycling and garbage services (99% vs. 93%);
 - Parks (97% vs. 91%); and,
 - Environmental services (97% vs. 86%).
- Not surprisingly, those with children in the household are more likely than those without to feel the following are “very” or “somewhat important”:
 - Parks (99% vs. 92%); and,
 - Recreational and cultural facilities (98% vs. 90%).

One small variation by age is observed:

- Residents between the ages of 18 and 44 are more likely than older residents to rate recreational and cultural facilities as “very” or “somewhat important” (98% vs. 90% of those 45 years of age and above). Residents 45 years of age and above more likely to feel planning and development services are either “very” or “somewhat important” (95% vs. 85% of those 18 to 44).



Satisfaction with Amount of Transit Services

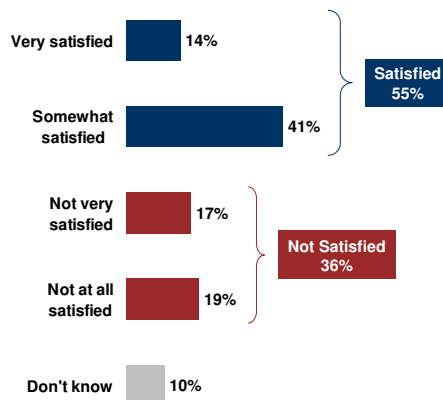
Citizens are mildly satisfied with the amount of transit services that are provided by the Regional District.

Over half (55%) of Cowichan Valley residents are either “very” (14%) or “somewhat satisfied” (41%) with the amount of transit services that are provided by the Regional District. Given that over one third of all residents (36%) are not satisfied and another 10% weren’t able to provide a response, an opportunity exists for the Cowichan Valley Regional District to make considerable improvements to transit services with the aim of enhancing citizen satisfaction.



Satisfaction with Amount of Transit Services

“Overall, how satisfied are you with the amount of transit services that are provided to residents of the Cowichan Valley Regional District?”



Base: All respondents (n=400) Ipsos Reid

Results are generally consistent across the sub-groups. One slight variation was noted by region:

- Those residing in the North (65%) are the most likely to be “not very satisfied” or “not at all satisfied” with the amount of transit services that are provided to residents of the Cowichan Valley Regional District. In comparison, those residing in the West (31%), South (33%), and East/Central (26%) regions are far less likely to share this sentiment.



Safety of Walking Alone After Dark

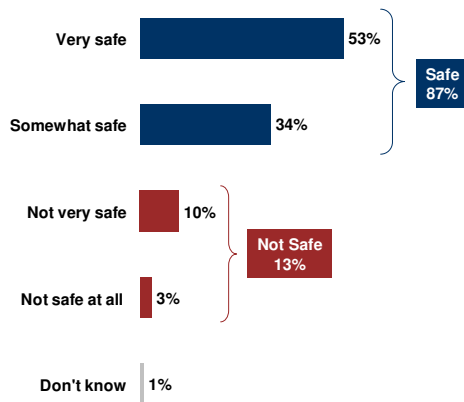
The majority of Cowichan Valley residents feel safe enough to walk alone in their neighbourhood after dark.

The majority (87%) of Cowichan Valley residents feel either “very safe” (53%) or “somewhat safe” (34%) walking alone in their neighbourhood after dark. Over one-in-ten (13%) feel differently, with 10% indicating they would feel “not very safe” and another 3% feeling “not safe at all” about walking alone in their neighbourhood after dark.



Safety of Walking Alone After Dark

*“Overall, how safe do you feel or would you feel walking alone in your neighbourhood after dark?
Do you or would you feel...?”*



Base: All respondents (n=400) Ipsos Reid

In viewing these results by sub-group, we see some variation by gender and home ownership.

- Men are more likely than women to feel “very safe” or “somewhat safe” when walking alone in their neighbourhood after dark (92% vs. 82%).
- Home owners are more likely than renters to say they would feel “very safe” or “somewhat safe” if they were to walk alone in their neighbourhood after dark (92% vs. 67%).



Willingness to Pay Additional Fee for Expanded Curbside Recycling

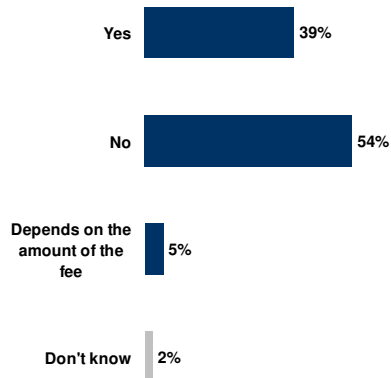
Four-in-ten residents are willing to pay an additional fee for an expanded curbside recycling program.

Four-in-ten (39%) property owners are willing to pay an additional fee for an expanded curbside recycling program where all food waste would be picked up regularly from their homes and commercially composted. Over half (54%) are not receptive to this type of recycling program and 5% say their willingness to adopt such a program is dependant upon the fee that would be charged for the service.



Willingness to Pay Additional Fee for Expanded Curbside Recycling

"Would you be willing to pay an additional fee for an expanded curbside recycling program where all food waste – from meat scraps to pastas – would be picked up regularly from your house and commercially composted?"



Base: Property owners (n=340) Ipsos Reid

These results are generally consistent by sub-group. Only a couple of minor variations are noted:

- Those residing in the East/Central (51%) are the most likely to be receptive to the notion of paying an additional fee for an expanded curbside recycling program. In comparison, North (30%), West (20%), and South (34%) residents are less inclined to pay for this program.
- Men are more likely than women to be opposed to paying an additional fee for an expanded curbside recycling program. Six-in-ten men (61%) say they wouldn't be interested in paying the additional fee compared to 48% of women who share this sentiment.

Growth

Satisfaction with Amount of Growth in Last Five Years

Although six-in-ten feel there has been the right amount of growth in Cowichan Valley, three-in-ten feel there has been too much.

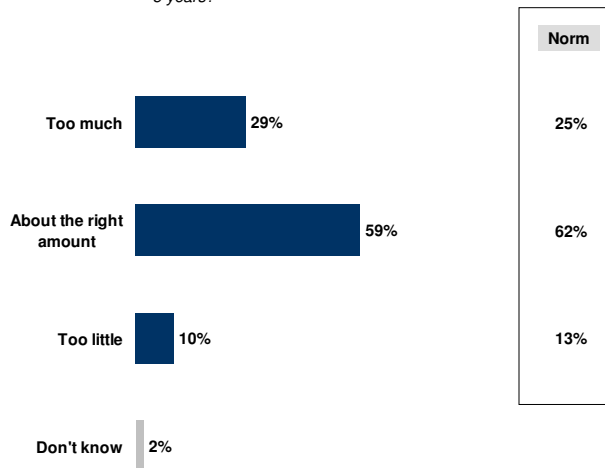
Nearly six-in-ten (59%) of Cowichan Valley residents feel there has been “about the right amount” of growth in the Cowichan Valley over the past five years. Three-in-ten (29%) of residents feel there has been “too much” while one-in-ten (10%) feel there has been “too little” growth in the Cowichan Valley over this period.

Comparisons to our municipal norms show that Cowichan Valley citizens generally have similar perceptions as other BC municipalities when it comes to the perceived level of growth in their area.



Satisfaction with Amount of Growth in Last Five Years

“In your opinion, has there been too much, too little, or about the right amount of growth in the Cowichan Valley over the past 5 years?”



Base: All respondents (n=400) Ipsos Reid

Generally, these findings are consistent by subgroup. The only differences are noted by household status and length of residency:

- Home owners (32%) are far more likely to feel there has been “too much” growth in the Cowichan Valley over the past five years compared to those who rent (14%).
- The proportion who feel there has been “too much” growth in the Cowichan Valley appears to rise with length of residency, with those who have resided in the Cowichan Valley for more than 10 years (36%) being the most likely to feel there has been “too much” growth, and those who have resided in the Valley for 10 years or less (17%) being the least likely to feel this way about the growth in the Cowichan Valley.

Parks, Recreation and Sports Facility Priorities

Parks and Recreation Priorities

Residents would like to see the Regional District place priority on natural parks and trails followed by new community facilities.

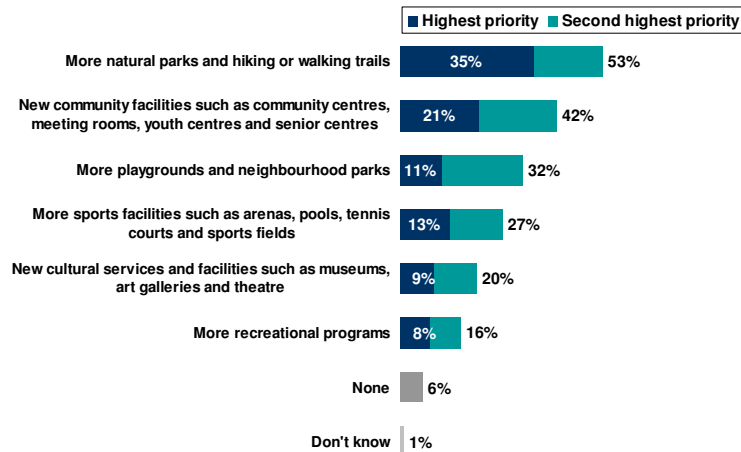
Overall, residents feel the Regional District’s highest priority for investing should be on “natural parks and hiking or walking trails” (53%). Next, residents feel the Regional District needs to invest in “new community facilities such as community centres, meeting rooms, youth centres, and senior centres” (42%).

In comparison, slightly less emphasis is placed on “more playgrounds and neighbourhood parks” (32%), “more sports facilities such as arenas, pools, tennis courts, and sports fields” (27%), and “new cultural services and facilities such as museums, art galleries, and theatre” (20%).



Parks and Recreation Priorities

“When it comes to investing in parks and recreation services, please tell me which of the following should be the highest priority over the next 5 years? And which one should be the second highest priority?”



Base: All respondents (n=400) Ipsos Reid

Results are generally consistent by sub-group. We do note some variation by gender, age, and household composition.

- Men are more likely than women to name “more sports facilities such as arenas, pools, tennis courts, and sports fields” as the highest priority (36% vs. 19% respectively).
- Younger residents between the ages of 18 and 44 are more likely than older residents to feel the following should be the highest priority:
 - “More playgrounds, and neighbourhood parks” (40% vs. 27% of those 45 years of age and above).
 - “More sports facilities such as arenas, pools, tennis courts, and sports fields” (36% vs. 23%).
 - “More recreational programs” (23% vs. 12%).
- Residents 45 years of age and above (61%) appear far more likely to view “more natural parks and hiking or walking trails” as a high priority than residents between the ages of 18 and 44 (38%).
- Those with children in the household are more likely than those without to feel the following should be the highest priorities over the next five years:
 - More sports facilities such as arenas, pools, tennis courts, and sports fields (35% vs. 23% respectively); and,
 - More recreational programs (24% vs. 11%).

Parks and Outdoor Facility Priorities

When it comes to investment priorities for parks and outdoor facilities, overall, residents want to see the greatest attention placed on the protection of environmentally sensitive areas.

Overall, 56% of residents suggest that the “protection of environmentally sensitive areas” should be a top priority for the Regional District. Half (51%) feel that “hiking, walking, and biking trails” should be considered a top priority.

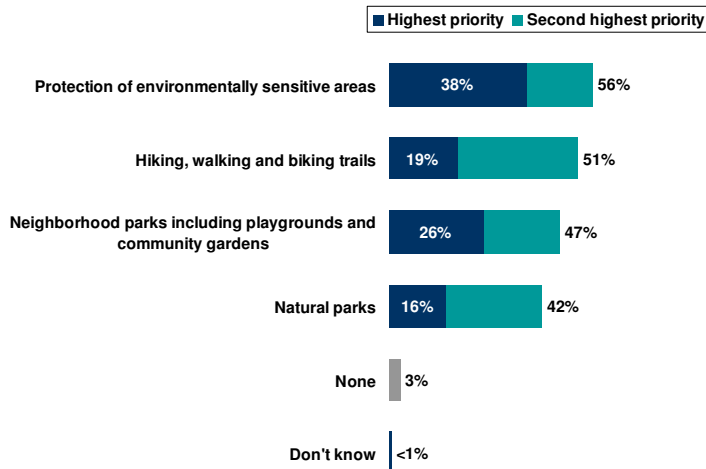
Coming in closely, 47% of residents feel “neighbourhood parks including playgrounds and community gardens” should be the focus for the Regional District.

In comparison, residents place less emphasis on “natural parks” as being a top priority (42%).



Parks and Outdoor Facility Priorities

“When it comes to investing in parks and outdoor facilities, please tell me which one of the following should be the highest priority over the next 5 years? And which one should be the second highest priority?”



Base: All respondents (n=400) Ipsos Reid

Results are generally consistent by all subgroups. Here we see some variation by gender, age, and household composition.

- Women are more likely than men to name “protection of environmentally sensitive areas” as the highest priority (62% vs. 49% respectively).
- Younger residents between the ages of 18 and 44 are more likely than older residents to feel that “neighbourhood parks including playgrounds and community gardens” as the highest priority (64% vs. 38%).
- Those with children in the household are more likely than those without to feel that “neighbourhood parks including playgrounds and community gardens” should be the highest priority (61% vs. 39%).



Sports Facility Priorities

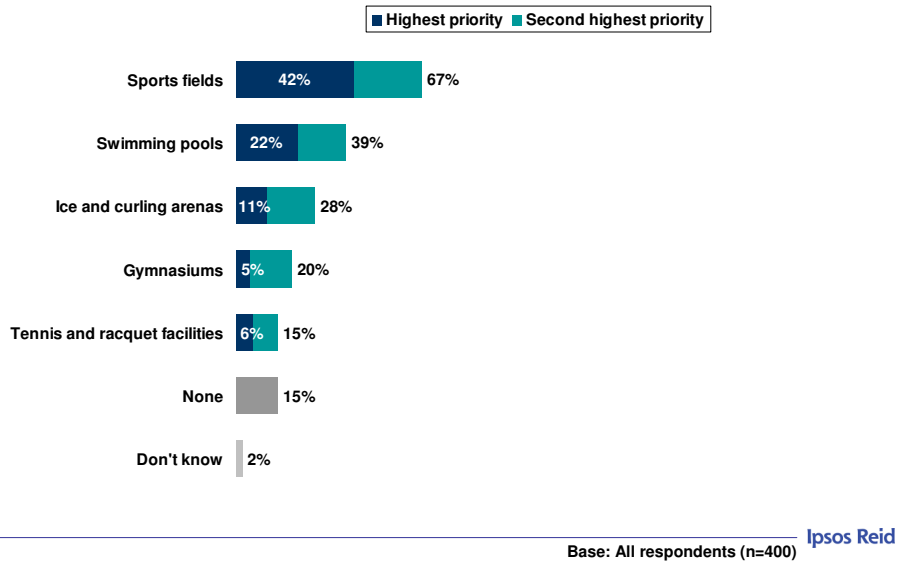
Residents would like to see the Regional District place the greatest priority on sports fields and to a lesser extent, swimming pools.

Overall, two-thirds (67%) of residents feel the Regional District’s highest priority for investing in sports facilities should be “sports fields”. At 39%, “swimming pools” is a distant second when it comes to investing in sports facilities. In comparison, residents place less emphasis on prioritizing “gymnasiums” (20%) and “tennis and racquet facilities” (15%).



Sports Facility Priorities

“When it comes to investing in sports facilities, please tell me which one of the following should be the highest priority over the next 5 years? And which one should be the second highest priority?”



A couple of notable sub-group variations are observed.

- Those residing in the South (61%) are the most likely to feel that “swimming pools” should be the highest priority. By comparison, those living in the North (33%), West (37%), and East/Central (31%) regions are far less likely to mention “swimming pools” in this context.
- Swimming pools are also a higher priority among those with children in the household compared to those without (48% vs. 35%).
- Those with a household income over \$40,000 are more likely to name “sports fields” as the highest priority compared to those with a lower household income (73% vs. 54%).

Financing

Value for Tax Dollars

Eight-in-ten Cowichan Valley residents feel they receive good value for their tax dollars.

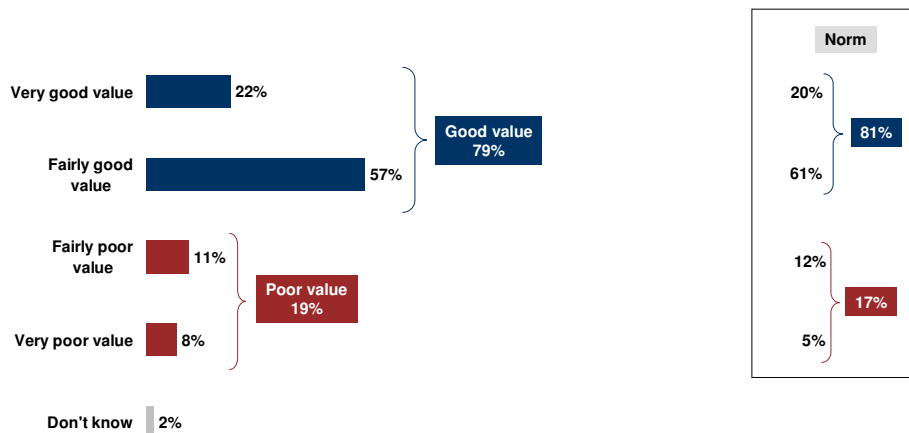
In total, eight-in-ten (79%) Cowichan Valley residents say they receive good value for the taxes they pay. Specifically, 22% say they receive “very good” value and 57% say they receive “fairly good” value for their taxes. One-in-five (19%) feel differently, with 11% indicating they receive “fairly poor” and 8% “indicating they receive “very poor” value for their taxes.

In viewing these results in comparison with Ipsos Reid’s norms, we see that these overall results are very similar to what we see in other BC municipalities (81% receive good value for tax dollars).



Value for Tax Dollars

“Thinking about all the programs and services you receive from the Cowichan Valley Regional District, would you say that overall you get good value or poor value for your tax dollars? Is that very or fairly?”



Base: All respondents (n=400) Ipsos Reid

These results are generally consistent by subgroup. A couple of minor variations are observed:

- Those who reside in the East/Central region (86%) are the most likely to feel they receive good value for taxes overall. In comparison, those who reside in the North (73%), West (63%) and South (74%) are less likely to make this claim.
- Women are more likely than men to say they receive good value for taxes overall (87% compared with 70% of men).
- Another variation is observed by financing approach. Specifically, those who would prefer to finance large future projects by setting aside funds are more likely to feel they receive good value for taxes compared to those whose preferred financing approach is to borrow funds (82% vs. 71%).

Balancing Taxation and Service Delivery Levels

Cowichan Valley would rather see the Regional District increase taxes than cut services by a ratio of 2:1.

To deal with the increased cost of maintaining current service levels and infrastructure, nearly two thirds (64%) of citizens would prefer the Regional District increase taxes versus 28% who would opt to cut services. Another 5% of residents would prefer neither of these options.

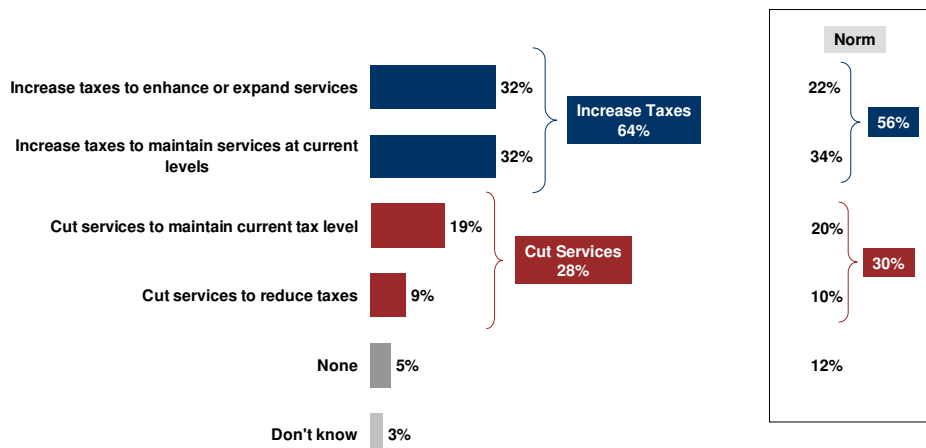
Citizens are split on the issue of increasing taxes. One third (32%) feel the Regional District should “increase taxes to enhance or expand services” and another third (32%) would opt to “increase taxes to maintain services at current levels”. On the other hand, 19% say the Regional District should “cut services to maintain current tax levels” and an additional 9% feel the Regional District should “cut services to reduce taxes”.

In comparison to Ipsos Reid norms, Cowichan Valley residents exhibit similar preferences as other BC municipalities when it comes to balancing taxation and service delivery levels.



Balancing Taxation and Service Delivery Levels

“Property taxes are the primary way to pay for services provided by the Cowichan Valley Regional District. Due to the increased cost of maintaining current service levels and infrastructure, the Cowichan Valley Regional District must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the District to pursue?”



Base: All respondents (n=400) Ipsos Reid

These findings are consistent across most sub-groups, however a couple of small variations are noted by region and by preferred financing approach:

- Those who reside in the South (49%) are more likely to support the option of “increasing taxes to enhance or expand services” compared to North (21%), West (17%), and East/Central (31%) residents.
- Nearly half (48%) of younger residents between the ages of 18 and 44 prefer the option of “increasing taxes to enhance or expand services”. In contrast, only a quarter (24%) of older residents prefer this option.



- Those whose preferred financing approach involves borrowing funds as opposed to setting aside funds to finance future large projects are more likely to prefer that the Regional District “increase taxes to enhance or expand services” (49% vs. 28% respectively).



Preferred Large Capital Project Financing Approach

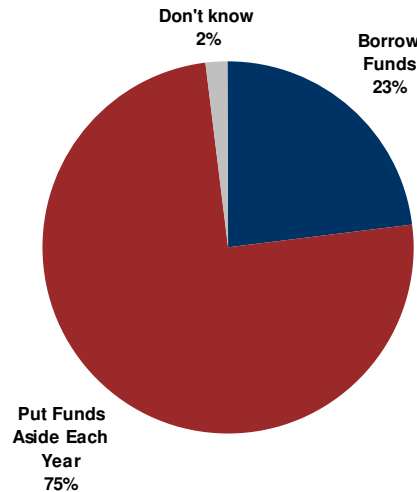
A majority of residents prefer the approach of funding future projects by setting aside funds each year in a savings account.

Three quarters (75%) of residents would prefer the Regional District fund future large capital projects by “putting aside funds each year in a savings account until funds are sufficient to undertake the project”. In contrast, 23% prefer the alternative approach of “borrowing funds” to finance these large projects.



Preferred Large Capital Project Financing Approach

“Which of the following financing approaches do you think the Cowichan Valley Regional District should use to fund future large capital projects?”



Base: All respondents (n=400) Ipsos Reid

In viewing these results by sub-group, we see some variation by gender and household income:

- Women are more likely than men to prefer funding future projects by putting aside funds each year in a savings account until funds are sufficient to undertake the project (84% vs. 66%). In contrast, men are more likely than women to feel the Regional District should borrow funds to finance these types of projects.
- Residents with a household income below \$40,000 are more likely to prefer the approach whereby funds are set aside each year in a savings account (86% vs. 69% of those with an income above \$40,000). On the flipside, higher income residents are more likely than lower income residents to feel the Regional District should borrow funds.
- Those who feel they receive good value for their tax dollars more strongly support the approach of setting aside funds in a savings account compared to those who feel they receive poor value for their tax dollars (79% vs. 61%).



Contact with the Cowichan Valley Regional District

Contacted Cowichan Valley Regional District

Nearly four-in-ten Cowichan Valley residents have been in contact with the Regional District in the past year.

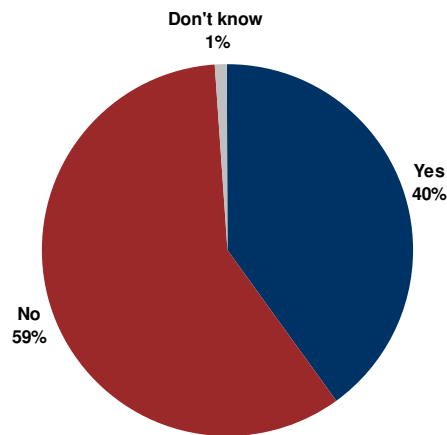
Over the past twelve month period, four-in-ten (40%) Cowichan Valley residents personally contacted the Cowichan Valley Regional District or one of its employees.

In viewing these results in comparison with Ipsos Reid's norms, Cowichan Valley residents appear less inclined to contact the Regional District. In other BC municipalities, over half (53%) say they have contacted their municipality in the past year.



Contacted Cowichan Valley Regional District

"In the past twelve months, have you personally contacted the Cowichan Valley Regional District or one of its employees?"



Norm	
Yes	53%
No	47%

Base: All respondents (n=400) Ipsos Reid

In viewing these results by sub-group, we see some variation by income and perceive value for tax dollar.

- Those with a household income above \$80,000 are the residents more likely to have recently contacted the Regional District or one of its employees (51% vs. 33% of those with a household income below \$80,000).
- Those who feel they receive poor value for their tax dollars are more likely to say they have contacted the Regional District in the past year (59% vs. 36% of those who feel they receive good value for their tax dollars).



Reasons for Contacting the Cowichan Valley Regional District

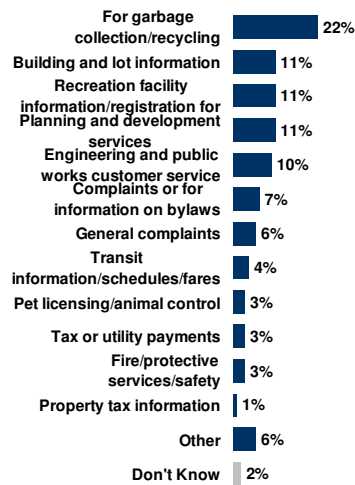
Residents most often call contact the Cowichan Valley Regional District to obtain information about garbage collection and recycling.

Over one-in-five (22%) of those who personally contacted the Cowichan Valley Regional District or one of its employees in the past year called to gather information about “garbage collection or recycling information”. Other commonly mentioned reasons for calling the Regional District include “building and lot information” (11%), “recreation facility information/registration for programs” (11%), “planning and development services” (11%), and “engineering and Public Works customer service” (10%).



Reasons for Contacting the Cowichan Valley Regional District

“What was the primary reason you contacted the Cowichan Valley Regional District?”



Base: Contacted the Cowichan Valley Regional District (n=155) Ipsos Reid

Generally, results are consistent across the sub-groups. One variation of note is observed by position on tax increases vs. service cuts:

- Among those who contacted the Regional District, those in favour of having their services cut are far more likely to have contacted the Regional District “for garbage collection or recycling information” (39% vs. 16% of those who would rather have their taxes increased).



Method of Contacting the Cowichan Valley Regional District

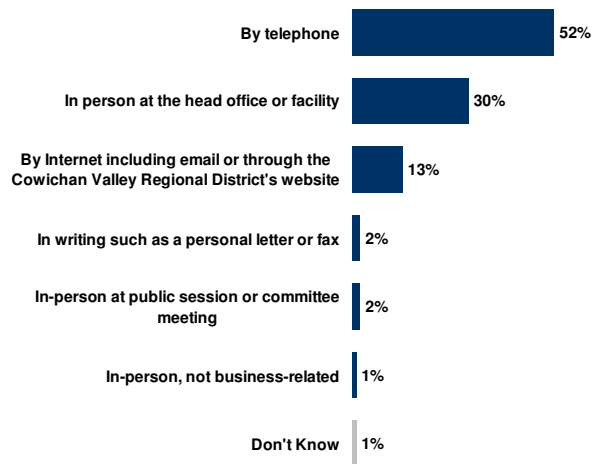
Contact with the Cowichan Valley Regional District is most often made by phone.

Of those who contacted the Cowichan Valley Regional District in the past year, over half (52%) contacted the Regional District by phone and another 30% made an in-person visit to the head office or facility. Thirteen percent (13%) initiated contact with the Regional District either through email or by visiting the Regional District’s website.



Method of Contacting the Cowichan Valley Regional District

“The last time you contacted the Cowichan Valley Regional District, was it...?”



Base: Contacted the Cowichan Valley Regional District (n=155) Ipsos Reid

In viewing these results by sub-group, we see some variation by gender.

- Women are more likely than men to have contacted the Regional District by phone (63% vs. 44%).

Communications

Satisfaction with Opportunities to Make Opinions Heard

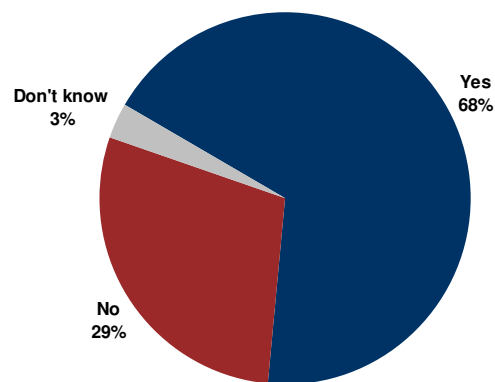
The majority of Cowichan Valley residents feel they are provided with enough opportunities to make their opinions heard.

Over two-thirds (68%) of Cowichan Valley residents feel the Regional District provides them with enough opportunities to make their opinions heard whereas three-in-ten (29%) feel they do not have enough opportunities to make their opinions heard.



Satisfaction with Opportunities to Make Opinions Heard

"Overall, do you feel the Cowichan Valley Regional District provides you with enough opportunities to make your opinions heard?"



Base: All respondents (n=400) Ipsos Reid

Generally, results are consistent across the sub-groups. A couple of variations of note are observed by region and by perceived value for tax dollars:

- Those who reside in the South (82%) are more likely to feel the Regional District provides them with enough opportunities to make their opinions heard compared to North (56%), West (56%), and East/Central (67%) residents.
- Those who feel they receive good value for their tax dollars are more likely to feel the Regional District provides them with enough opportunities to make their opinions heard (73% vs. 46% of those who feel they receive poor value for their tax dollars).



Preferred Method of Sharing Input with the Regional District

Cowichan Valley residents are most interested in receiving information from the Regional District by mail.

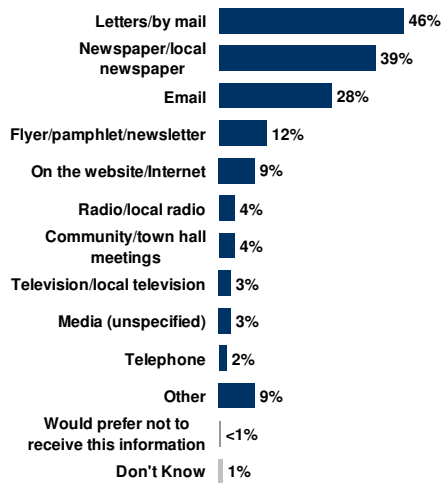
Overall, 46% of residents say that they would prefer to receive information from the Regional District via letters or by mail. Following closely, 39% say that they would best like to receive this type of information in the local newspaper.

Nearly three-in-ten (28%) would prefer this type of information be communicated by email and another 12% suggest this information can best be communicated to residents through flyers, pamphlets, or newsletters.



Preferred Communication Method

"From time to time the Regional District communicates important information to residents about ongoing issues in the Cowichan Valley. How would you best like to receive this type of information? Any others?"



Base: All respondents (n=400) Ipsos Reid

Results are generally consistent across sub-groups. Some slight variations are observed by age and income.

- Older residents 45 years of age and above are more likely than younger residents to suggest that information can best be communicated to them by flyer or newsletter (16% vs. 6% of those 18 to 44) and by the local newspaper (44% vs. 27% of those 18 to 44). Younger residents on the other hand, are more likely than their older counterparts to prefer receiving this type of information through email (37% vs. 24% of those 45 years of age and above).
- Those with a household income above \$40,000 are the residents more likely to suggest that information from the Regional District can best be communicated by email (35% vs. 13% of those with a household income below \$40,000).



DEMOGRAPHICS



Demographics

	Total Respondents (n=400)		Total Respondents (n=400)
Gender:		Household Income:	
Male	49%	Under \$40,000	25%
Female	52%	\$40,000 to less than \$60,000	21%
Age:		\$60,000 to less than \$80,000	17%
18 – 24	5%	\$80,000 to less than \$100,000	12%
25 – 34	16%	\$100,000 or more	14%
35 – 44	13%	Don't know	11%
45 – 54	25%	Children Under the Age of 18 Living in Household:	
55 – 64	19%	Yes	36%
65 or older	23%	No	64%
Don't know	1%		

Ipsos Reid



Demographics (cont'd)

	Total Respondents (n=400)		Total Respondents (n=400)
Region:		Number of Years in Cowichan Valley:	
North (Ladysmith, Saltair/Gulf Islands, North Oyster/Diamond)	20%	0 - 10	38%
West (Lake Cowichan, Cowichan Lake South/Skutz Falls, Youbou/ Meade Creek)	9%	11 - 20	25%
South (Mill Bay/Malahat, Shawnigan Lake, Cobble Hill)	24%	21 - 30	15%
East/Central (Duncan, North Cowichan, Cowichan Bay, Cowichan Station/Sahtlam/Glenora)	47%	More than 30	23%
		Mean	19.7 years
		Residence:	
		Own	81%
		Rent	19%
		Don't know	1%
		Type of Residence:	
		Single family dwelling	79%
		Town/row housing	4%
		Secondary suite	2%
		Apartment or condominium	7%
		Other	7%
		Don't know	<1%

Ipsos Reid



Demographics (cont'd)

	Total Respondents (n=400)		Employed/ Student (n=197)
Employment Status:		Employment/School Location:	
Employed full-time (including self employed)	42%	Based in the Cowichan Valley	72%
A student	3%	Based in Victoria	12%
Retired	29%	Based in Nanaimo	7%
Not currently employed	6%	Based in the Lower Mainland	3%
Employed part-time (including self employed)	15%	Somewhere else	5%
A homemaker	5%		
Other	1%		

APPENDIX A: Neighbourhood Results

The following section contains a summary of the neighbourhood results for each question in the survey. In total, 400 interviews were conducted with a randomly selected representative sample of Cowichan Valley residents aged 18 years or older, providing an overall margin of error of ± 4.9 percentage points, nineteen times out of twenty. The margin of error will be larger within regions and for other sub-groupings of the survey population. Results based on a sample size of less than 100 should be interpreted with caution and be considered directional in nature only.



Best Things About Living in the Cowichan Valley

"There are a number of reasons why people choose to live in one city or area over another. Assuming family is not a factor, what do you like best about living in the Cowichan Valley? Any other reason?"

	Total (n=400)	North (n=80*)	West (n=36**)	South (n=94*)	East/Central (n=190)
Surroundings (net)	53%	55%	51%	56%	51%
Location (net)	49%	41%	46%	67%	44%
Community (net)	34%	33%	51%	33%	33%
Services (net)	22%	10%	16%	15%	30%
Economy (net)	10%	10%	8%	12%	11%
Lived here a long time/was born here	7%	3%	8%	3%	11%
Safety/feeling of security/less crime	3%	1%	11%	4%	2%
Slower pace of life/lifestyle	3%	2%	-	5%	3%
Less hassle/problems than the city	3%	1%	2%	2%	4%
Don't know	2%	5%	-	1%	1%

*Small base size (<100), interpret with caution.

**Very small base size (<50), interpret with extreme caution.

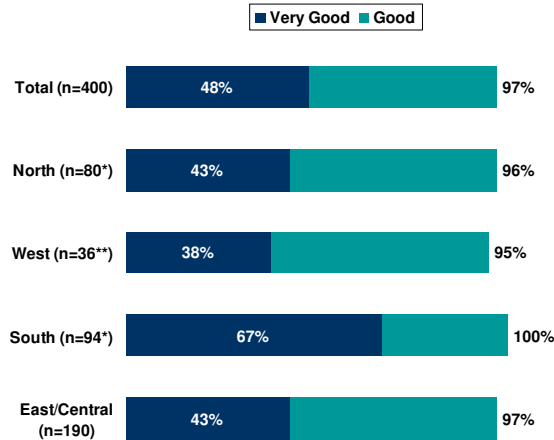
Note: Only responses of 3% or more (Total mentions) are shown.

Base: All respondents Ipsos Reid



Overall Quality of Life in Cowichan Valley

"How would you rate the overall quality of life in the Cowichan Valley today?"



*Small base size (<100), interpret with caution.

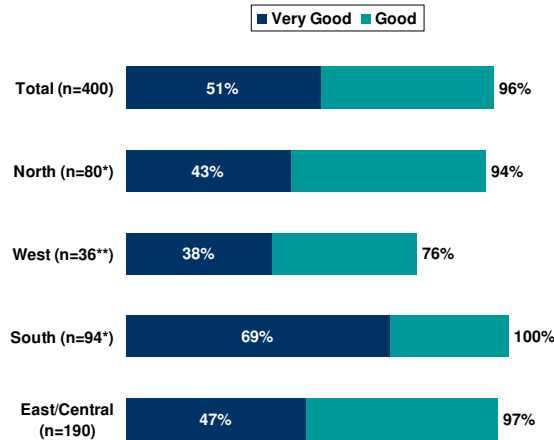
**Very small base size (<50), interpret with extreme caution.

Base: All respondents Ipsos Reid



Quality of Life in Local Neighbourhood

"How would you rate the overall quality of life in your local neighbourhood today?"



*Small base size (<100), interpret with caution.

**Very small base size (<50), interpret with extreme caution.

Base: All respondents Ipsos Reid



Reasons Why Cowichan Valley Quality of Life is Good

"Why do you think the quality of life in the Cowichan Valley today is good?"

	Total (n=388)	North (n=77*)	West (n=34**)	South (n=94*)	East/Central (n=183)
Surroundings (net)	36%	42%	54%	40%	30%
Location (net)	31%	19%	36%	31%	36%
Services (net)	27%	15%	12%	37%	30%
Community (net)	25%	23%	32%	29%	23%
Economy (net)	9%	13%	3%	11%	8%
Happy to be living here	9%	11%	16%	8%	7%
Good/nice place to live/community	8%	9%	6%	7%	10%
Safety/feeling of security	6%	9%	6%	5%	5%
Don't know	5%	5%	-	2%	7%

*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.
 Note: Only responses of 6% or more (Total mentions) are shown.

Base: Respondents who think Cowichan Valley quality of life is good

Ipsos Reid



Reasons Why Local Area Quality of Life is Good

"Why do you think the quality of life in the your local area today is good?"

	Total (n=383)	North (n=76*)	West (n=29**)	South (n=94*)	East/Central (n=184)
Location (net)	30%	24%	24%	38%	28%
Surroundings (net)	29%	27%	56%	25%	28%
Community (net)	26%	25%	21%	25%	28%
Services (net)	19%	14%	9%	30%	16%
Safety/feeling of security	11%	13%	7%	7%	14%
Good/nice place to live/community	9%	3%	-	14%	10%
Economy (net)	8%	6%	15%	7%	9%
Happy to be living here	5%	2%	14%	7%	3%
Good place to retire	3%	5%	-	3%	2%
Don't know	6%	3%	5%	6%	8%

*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.
 Note: Only responses of 3% or more (Total mentions) are shown.

Base: Respondents who think local area quality of life is good

Ipsos Reid



Top-of-Mind Issues Facing the Community

"In your view, as a resident of the Cowichan Valley, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important issues?"

	Total (n=400)	North (n=80*)	West (n=36**)	South (n=94*)	East/Central (n=190)
Economy (net)	16%	17%	24%	11%	18%
Transportation (net)	15%	21%	14%	20%	11%
Health care (net)	14%	20%	5%	8%	17%
Environment (net)	14%	16%	11%	15%	13%
Government services (net)	14%	16%	14%	16%	12%
Social (net)	10%	6%	5%	8%	14%
Taxation/municipal government spending	10%	7%	13%	4%	14%
Infrastructure for children and seniors	10%	7%	3%	7%	13%
Education (net)	9%	14%	20%	4%	9%
Parks, recreation , cultural facilities and programs	8%	5%	3%	16%	6%
Growth (net)	8%	6%	13%	12%	5%
Deforestation/forestry sector/local pulp mills	7%	4%	5%	4%	9%
Land development (net)	6%	2%	4%	15%	3%
Safety (net)	5%	2%	2%	2%	9%
Don't know	8%	10%	7%	7%	8%

*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.
 Note: Only responses of 5% or more (Total mentions) are shown.

Ipsos Reid
 Base: All respondents



Priorities for the Future

"The Cowichan Valley's population is expected to increase by approximately 18% over the next 15 years and this growth will bring both opportunities and challenges. Compared to all the various issues facing the Cowichan Valley, please tell me whether each of the following should be a very high priority, a high priority, a mid-level priority, a low priority, or a very low priority."

Very High/High Priority					
	Total (n=400)	North (n=80*)	West (n=36**)	South (n=94*)	East/Central (n=190)
Water conservation and future water use planning	93%	86%	83%	97%	96%
Minimizing impacts to the natural environment and protecting environmentally sensitive areas	86%	78%	94%	85%	87%
Protecting agricultural or farm land	81%	74%	78%	84%	84%
Strengthening the local economy	80%	80%	84%	66%	87%
Job Creation	77%	80%	74%	61%	85%
Focusing on community safety issues	76%	72%	70%	70%	81%
Focusing on social issues	75%	73%	75%	59%	85%
Constructing recreation, sports, and community amenities	54%	53%	43%	68%	49%
Accommodating growth through higher densities	36%	40%	28%	35%	36%

*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Ipsos Reid
 Base: All respondents



Desired Change or Difference in the Next 25 Years

"What, if anything, is the one thing that you hope will change or be different in the Cowichan Valley 25 years from now? Anything else?"

	Total (n=400)	North (n=80*)	West (n=36**)	South (n=94*)	East/Central (n=190)
Transportation	20%	15%	6%	36%	16%
Environment/preservation (net)	19%	14%	25%	17%	20%
Growth (net)	15%	6%	7%	29%	13%
Economy (net)	8%	12%	19%	6%	6%
Health care (net)	8%	9%	8%	6%	9%
Parks, recreation , cultural facilities and programs (net)	7%	3%	5%	17%	4%
Better political representation	5%	6%	8%	3%	5%
Social (net)	5%	1%	2%	2%	7%
Safety (net)	4%	5%	-	3%	5%
Education (net)	4%	3%	11%	1%	4%
Government services (net)	3%	3%	5%	4%	3%
Don't know	12%	21%	6%	4%	15%

*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.
 Note: Only responses of 3% or more (Total mentions) are shown.

Ipsos Reid
 Base: All respondents



Importance of District Services

"As you may know, Cowichan Valley Regional District is the organization that provides and delivers services such as parks and recreation, development services and permits, water and sewers, garbage collection, and others. Please rate how important the following services are to you on a scale of very important, somewhat important, not very important, or not at all important."

Very/Somewhat Important					
	Total (n=400)	North (n=80*)	West (n=36**)	South (n=94*)	East/Central (n=190)
Fire services and emergency planning	98%	99%	100%	99%	96%
Recycling and garbage services	96%	94%	97%	97%	96%
Policing	96%	93%	96%	97%	96%
Drinking water and sewers	95%	94%	98%	93%	97%
Parks	94%	93%	98%	97%	93%
Recreational and cultural facilities	93%	87%	94%	96%	94%
Environmental services	92%	90%	87%	95%	92%
Planning and development services	92%	87%	88%	93%	93%
Trails	85%	86%	80%	88%	83%

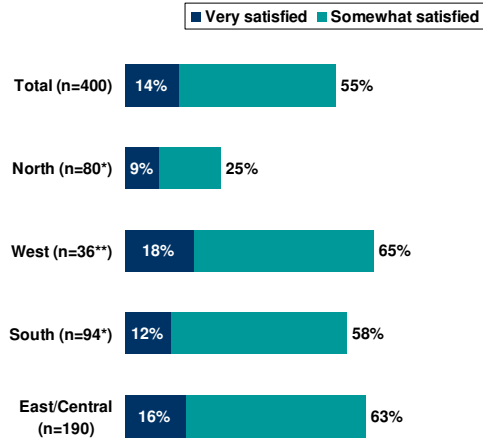
*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Ipsos Reid
 Base: All respondents



Satisfaction with Amount of Transit Services

"Overall, how satisfied are you with the amount of transit services that are provided to residents of the Cowichan Valley Regional District?"



*Small base size (<100), interpret with caution.

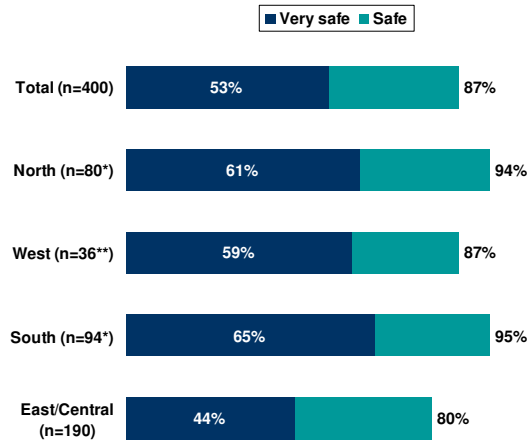
**Very small base size (<50), interpret with extreme caution.

Base: All respondents Ipsos Reid



Safety of Walking Alone After Dark

"Overall, how safe do you feel or would you feel walking alone in your neighbourhood after dark? Do you or would you feel...?"



*Small base size (<100), interpret with caution.

**Very small base size (<50), interpret with extreme caution.

Base: All respondents Ipsos Reid



Willingness to Pay Additional Fee for Expanded Curbside Recycling

"Would you be willing to pay an additional fee for an expanded curbside recycling program where all food waste – from meat scraps to pastas – would be picked up regularly from your house and commercially composted?"

	Total (n=340)	North (n=70*)	West (n=30**)	South (n=89*)	East/Central (n=151)
Yes	39%	30%	20%	34%	51%
No	54%	62%	59%	60%	46%
Depends on the amount of the fee	5%	6%	11%	5%	4%
Don't know	2%	3%	10%	1%	-

*Small base size (<100), interpret with caution.
**Very small base size (<50), interpret with extreme caution.

Ipsos Reid
Base: Property owners



Satisfaction with Amount of Growth in Last Five Years

"In your opinion, has there been [ROTATE FIRST TWO CATEGORIES] too much, too little, or about the right amount of growth in the Cowichan Valley over the past 5 years?"

	Total (n=400)	North (n=80*)	West (n=36**)	South (n=94*)	East/Central (n=190)
Too much	29%	27%	37%	33%	26%
About the right amount	59%	62%	53%	61%	59%
Too little	10%	8%	10%	4%	14%
Don't know	2%	4%	-	2%	2%

*Small base size (<100), interpret with caution.
**Very small base size (<50), interpret with extreme caution.

Ipsos Reid
Base: All respondents



Parks and Recreation Priorities

"When it comes to investing in parks and recreation services, please tell me which of the following should be the highest priority over the next 5 years? And which one should be the second highest priority?"

	Total Mentions				
	Total (n=400)	North (n=80*)	West (n=36**)	South (n=94*)	East/Central (n=190)
More natural parks and hiking or walking trails	53%	65%	54%	51%	50%
New community facilities such as community centres, meeting rooms, youth centres, and senior centres	42%	33%	60%	34%	46%
More playgrounds, and neighbourhood parks	32%	30%	17%	29%	36%
More sports facilities such as arenas, pools, tennis courts, and sports fields	27%	23%	27%	36%	24%
New cultural services and facilities such as museums, art galleries, and theatre	20%	16%	10%	18%	25%
More recreational programs	16%	11%	28%	21%	13%
None	6%	11%	2%	5%	4%
Don't know	1%	3%	-	2%	-

*Small base size (<100), interpret with caution.

**Very small base size (<50), interpret with extreme caution.

Ipsos Reid
Base: All respondents



Parks and Outdoor Facility Priorities

"When it comes to investing in parks and outdoor facilities, please tell me which one of the following should be the highest priority over the next 5 years? And which one should be the second highest priority?"

	Total Mentions				
	Total (n=400)	North (n=80*)	West (n=36**)	South (n=94*)	East/Central (n=190)
Protection of environmentally sensitive areas	56%	53%	71%	51%	57%
Hiking, walking and biking trails	51%	61%	49%	62%	43%
Neighborhood parks including playgrounds and community gardens	47%	33%	35%	48%	53%
Natural parks	42%	46%	40%	35%	43%
None	3%	5%	5%	2%	3%
Don't know	<1%	-	-	1%	-

*Small base size (<100), interpret with caution.

**Very small base size (<50), interpret with extreme caution.

Ipsos Reid
Base: All respondents



Sports Facility Priorities

"When it comes to investing in sports facilities, please tell me which one of the following should be the highest priority over the next 5 years? And which one should be the second highest priority?"

Total Mentions					
	Total (n=400)	North (n=80*)	West (n=36**)	South (n=94*)	East/Central (n=190)
Sports fields	67%	66%	56%	68%	68%
Swimming pools	39%	33%	37%	61%	31%
Ice and curling arenas	28%	35%	43%	21%	26%
Tennis and racquet facilities	15%	14%	9%	11%	19%
Gymnasiums	20%	13%	5%	22%	24%
None	15%	18%	26%	8%	15%
Don't know	2%	1%	2%	1%	2%

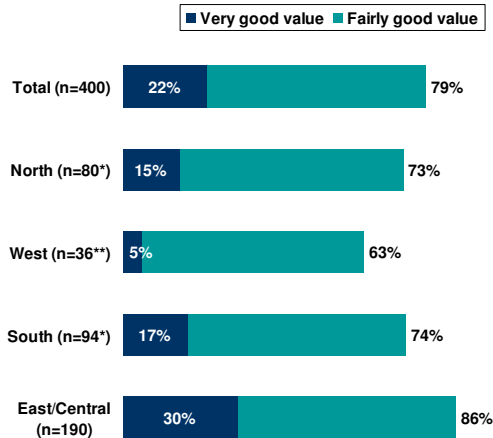
*Small base size (<100), interpret with caution.
**Very small base size (<50), interpret with extreme caution.

Base: All respondents Ipsos Reid



Value for Tax Dollars

"Thinking about all the programs and services you receive from the Cowichan Valley Regional District, would you say that overall you get good value or poor value for your tax dollars? Is that very or fairly?"



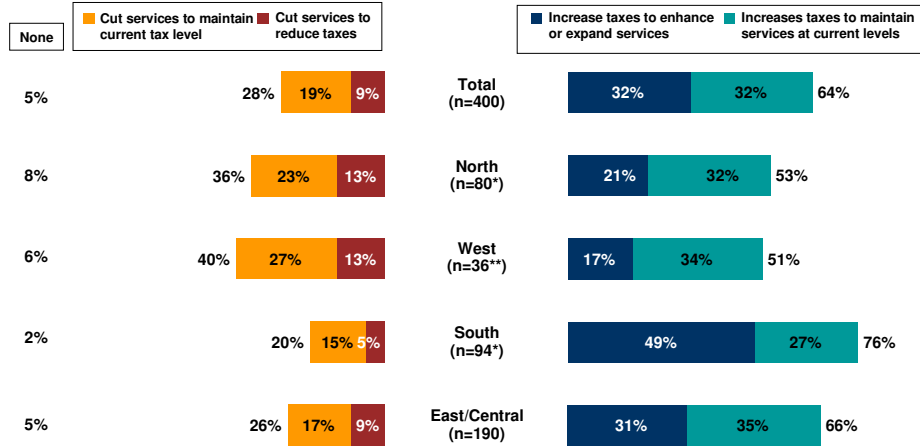
*Small base size (<100), interpret with caution.
**Very small base size (<50), interpret with extreme caution.

Base: All respondents Ipsos Reid



Balancing Taxation and Service Delivery Levels

"Property taxes are the primary way to pay for services provided by the Cowichan Valley Regional District. Due to the increased cost of maintaining current service levels and infrastructure, the Cowichan Valley Regional District must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the District to pursue?"



*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Ipsos Reid
 Base: All respondents



Preferred Large Capital Project Financing Approach

"Which of the following financing approaches do you think the Cowichan Valley Regional District should use to fund future large capital projects?"

	Total (n=400)	North (n=80*)	West (n=36**)	South (n=94*)	East/Central (n=190)
Borrow Funds	23%	15%	24%	30%	22%
Put aside funds each year in a savings account until funds are sufficient to undertake the project	75%	82%	77%	67%	77%
Don't know	2%	3%	-	3%	2%

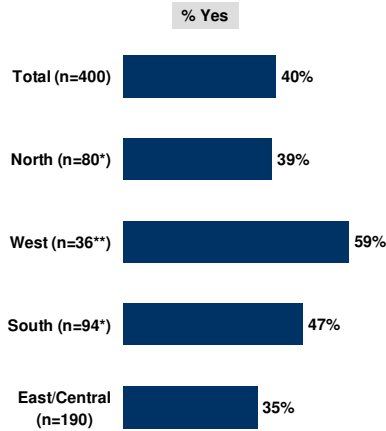
*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Ipsos Reid
 Base: All respondents



Contacted Cowichan Valley Regional District

"In the past twelve months, have you personally contacted the Cowichan Valley Regional District or one of its employees?"



*Small base size (<100), interpret with caution.
**Very small base size (<50), interpret with extreme caution.

Ipsos Reid
Base: All respondents



Reasons for Contacting the Cowichan Valley Regional District

"What was the primary reason you contacted the Cowichan Valley Regional District?"

	Total (n=155)	North (n=29**)	West (n=18**)	South (n=37**)	East/Central (n=71*)
For garbage collection/recycling information	22%	28%	35%	21%	16%
Building and lot information	11%	15%	5%	7%	15%
Recreation facility information/registration for programs	11%	20%	15%	10%	6%
Planning and development services	11%	9%	8%	14%	10%
Engineering and public works customer service	10%	12%	23%	10%	6%
Complaints or for information on bylaws	7%	10%	-	12%	5%
General complaints	6%	-	-	5%	11%
Transit information/schedules/fares	4%	3%	-	2%	8%
Pet licensing/animal control	3%	-	5%	2%	4%
Tax or utility payments	3%	-	-	4%	5%
Fire/protective services/safety	3%	-	-	2%	6%
Property tax information	1%	4%	-	-	1%
Other	6%	-	4%	8%	7%
Don't Know	2%	-	3%	2%	3%

*Small base size (<100), interpret with caution.
**Very small base size (<50), interpret with extreme caution.

Ipsos Reid
Base: Contacted the Cowichan Valley Regional District



Method of Contacting the Cowichan Valley Regional District

"The last time you contacted the Cowichan Valley Regional District, was it...?"

	Total (n=155)	North (n=29 ^{**})	West (n=18 ^{**})	South (n=37 ^{**})	East/Central (n=71 [*])
By telephone	52%	55%	65%	52%	48%
In person at the head office or facility	30%	23%	3%	23%	44%
By Internet including email or through the Cowichan Valley Regional District's website	13%	16%	13%	21%	6%
In writing such as a personal letter or fax	2%	3%	9%	2%	-
In-person at public session or committee meeting	2%	4%	-	2%	1%
In-person, not business-related	1%	-	11%	-	-
Don't know	1%	-	-	-	1%

^{*}Small base size (<100), interpret with caution.

^{**}Very small base size (<50), interpret with extreme caution.

Base: Contacted the Cowichan Valley Regional District

Ipsos Reid



Satisfaction with Opportunities to Make Opinions Heard

"Overall, do you feel the Cowichan Valley Regional District provides you with enough opportunities to make your opinions heard?"

	Total (n=400)	North (n=80 [*])	West (n=36 ^{**})	South (n=94 [*])	East/Central (n=190)
Yes	68%	56%	56%	82%	67%
No	29%	40%	44%	14%	30%
Don't know	3%	4%	-	4%	3%

^{*}Small base size (<100), interpret with caution.

^{**}Very small base size (<50), interpret with extreme caution.

Base: All respondents

Ipsos Reid



Preferred Communication Method

"From time to time the Regional District communicates important information to residents about ongoing issues in the Cowichan Valley. How would you best like to receive this type of information? [Any others?]"

	Total (n=400)	North (n=80*)	West (n=36**)	South (n=94*)	East/Central (n=190)
Letters/by mail	46%	56%	41%	52%	40%
Newspaper/local newspaper	39%	25%	53%	45%	38%
Email	28%	31%	15%	30%	28%
Flyer/pamphlet/newsletter	12%	16%	5%	9%	14%
On the website/Internet	9%	12%	21%	5%	7%
Radio/local radio	4%	2%	9%	2%	4%
Community/town hall meetings	4%	2%	2%	7%	3%
Television/local television	3%	3%	2%	2%	3%
Media (unspecified)	3%	1%	13%	2%	3%
Telephone	2%	-	11%	-	3%
Other	9%	7%	5%	4%	13%
Would prefer not to receive this information	<1%	1%	-	-	-
Don't Know	1%	-	-	-	3%

*Small base size (<100), interpret with caution.

**Very small base size (<50), interpret with extreme caution.

Ipsos Reid
Base: All respondents



APPENDIX B: Questionnaire

Cowichan Valley Regional District 2009 Strategic Planning Survey Final Questionnaire

Hello, this is _____ calling from Ipsos Reid. We're a professional public opinion research company calling on behalf of the Cowichan Valley Regional District. We are not selling anything. The CVRD is looking for your input about important issues facing the community and the issues you think the CVRD should prioritize. Please be assured that this survey is completely confidential.

(IF NECESSARY: The survey will take about 10 minutes to complete.)

(IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN: If you wish to talk to a CVRD official about this survey, we encourage you to contact Jacob Ellis, Manager of Corporate Planning at 250-746-2520 during regular business hours.)

(INTERVIEWER NOTE: If inconvenient timing, schedule a call back.)

May I please speak with the person in your household 18 years of age or older who most recently had a birthday? Is that you?

Yes **[CONTINUE]**

Don't know **[ASK AGAIN, IF STILL DK/REF THEN THANK & TERMINATE]**

No

May I speak to that person? **(READ INTRODUCTION)**

A. First of all, do you or does anyone in your household work for **(READ LIST)?**

[RANDOMIZE]

The Cowichan Valley Regional District

An advertising agency

The media, that is a radio or TV station or a newspaper or magazine

A market research firm

[ALWAYS LAST] (DO NOT READ) None

[IF 'NONE' IN QA, CONTINUE. OTHERWISE, THANK & TERMINATE.]

B. As you may know, the Cowichan Valley Regional District includes the area stretching from the Malahat in the south, to the south end of the Nanaimo airport in the North and includes the Towns of Ladysmith, Lake Cowichan, the Municipality of North Cowichan and the City of Duncan. Do you live in the Cowichan Valley Regional District or in some other community?

Cowichan Valley Regional District

Some other community



[IF 'COWICHAN VALLEY REGIONAL DISTRICT' IN QB, CONTINUE. OTHERWISE, THANK & TERMINATE.]

C. In what town or community do you live? **(READ LIST AS NECESSARY)**

- Duncan
 - Ladysmith
 - Lake Cowichan
 - North Cowichan
 - Mill Bay or the Malahat
 - Shawnigan Lake
 - Cobble Hill Electoral
 - Cowichan Bay
 - Cowichan Station, Sahtlam, or Glenora
 - Cowichan Lake South
 - Saltair/Gulf Islands
 - North Oyster/Diamond
 - Youbou or Meade Creek
- Or do you live elsewhere in the Cowichan Valley?

D. Cowichan Valley Regional District is interested in hearing from a broad cross-section of the public, including representation from all age groups. Please tell me into which of the following age categories you fall **(READ LIST UNTIL ANSWERED)**

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

E. Do you own or rent your current place of residence?

- Own
- Rent

F. **(RECORD GENDER) (DO NOT ASK)**

- Male
- Female

QUALITY OF LIFE

1. There are a number of reasons why people choose to live in one city or area over another. Assuming family is not a factor, what do you like best about living in the Cowichan Valley? Any other reason? **[RECORD 2 MENTIONS]**
2. In your view, as a resident of the Cowichan Valley, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important issues? **[RECORD UP TO 2 MENTIONS]**
3. What, if anything, is the one thing that you hope will change or be different in the Cowichan Valley 25 years from now? Anything else? **[RECORD 2 MENTIONS]**

Next, I'd like to ask you some questions about the quality of life in the overall region of the Cowichan Valley.

4. How would you rate the quality of life in the Cowichan Valley today? **(READ SCALE)**

Very good
Good
Poor
Very poor

[IF "VERY GOOD" or "GOOD" IN Q4, ASK Q5 – ELSE SKIP TO Q6]

5. Why do you think the quality of life in the Cowichan Valley today is good? **[RECORD 1 MENTION]**

[IF "VERY POOR" or "POOR" IN Q4, ASK Q6 – ELSE SKIP TO Q7]

6. Why do you think the quality of life in the Cowichan Valley today is poor? **[RECORD 1 MENTION]**

Now, I'd like to ask you some questions about the quality of life in your specific area.

7. And how would you rate the quality of life in your local area today? **(READ SCALE)**

Very good
Good
Poor
Very poor

[IF "VERY GOOD" or "GOOD" IN Q7, ASK Q8 – ELSE SKIP TO Q9]

8. Why do you think the quality of life in your local area today is good? **[RECORD 1 MENTION]**

[IF "VERY POOR" or "POOR" IN Q7, ASK Q9 – ELSE SKIP TO Q10]

9. Why do you think the quality of life in your local area today is poor? **[RECORD 1 MENTION]**



SAFETY

Changing topics slightly...

10. Overall, how safe do you feel or would you feel walking alone in your neighbourhood after dark? Do you or would you feel...**(READ LIST)**

Very safe
Somewhat safe
Not very safe
Not safe at all

IMPORTANCE OF REGIONAL DISTRICT SERVICES

Next, I'd like to ask you a few questions about your level of satisfaction with Cowichan Valley Regional District services.

11. As you may know, Cowichan Valley Regional District is the organization that provides and delivers services such as parks and recreation, development services and permits, water and sewers, garbage collection, and others. Please rate how important the following services are to you on a scale of very important, somewhat important, not very important, or not at all important. The first one is **[INSERT ITEM]**. How about **[INSERT ITEM]**? **(REPEAT SCALE IF NECESSARY)**

[RANDOMIZE]

Recycling and garbage services
Drinking water and sewers
Policing
Fire services and Emergency Planning
Parks
Trails
Recreational and cultural facilities
Planning and Development services
Environmental services

Very important
Somewhat important
Not very important
Not at all important

12. Thinking about all the programs and services you receive from the Cowichan Valley Regional District, would you say that overall you get good value or poor value for your tax dollars? Is that very or fairly? **(READ LIST)**

Very good value
Fairly good value
Fairly poor value
Very poor value



CUSTOMER SERVICE

Changing topics slightly...

13. In the past twelve months, have you personally contacted the Cowichan Valley Regional District or one of its employees?

Yes

No

[IF 'YES' IN Q13, ASK Q14. OTHERWISE, SKIP TO Q16.]

For the next few questions, please think about the most recent time you contacted the Cowichan Valley Regional District

14. What was the primary reason you contacted the Cowichan Valley Regional District? **[ACCEPT 1 MENTION] (DO NOT READ LIST)**

Engineering and Public Works customer service
For garbage collection/recycling information
Recreation facility information / registration for programs
Complaints or for information on bylaws
Planning and development services
Building and lot information
Tax or utility payments
General complaints
Property tax information
Other (specify)

15. The last time you contacted the Cowichan Valley Regional District, was it...? **(READ LIST) [ACCEPT 1 MENTION]**

[RANDOMIZE]

By telephone

In-person at the Head office or facility

By Internet including email or through the Cowichan Valley Regional District's website

In writing such as a personal letter or fax

Some other way (specify)

GROWTH

Next, I'd like to ask you a few questions about growth and development in the Cowichan Valley.

16. In your opinion, has there been **[ROTATE FIRST TWO CATEGORIES]** too much, too little, or about the right amount of growth in the Cowichan Valley over the past 5 years?

Too much

Too little

About the right amount



17. The Cowichan Valley's population is expected to increase by approximately 18% over the next 15 years and this growth will bring both opportunities and challenges. Compared to all the various issues facing the Cowichan Valley, please tell me whether each of the following should be a very high priority, a high priority, a mid-level priority, a low priority, or a very low priority. The first one is...**[INSERT ITEM] (REPEAT SCALE AS NECESSARY)**

[RANDOMIZE]

Protecting agricultural or farm land

Accommodating growth through higher densities

Minimizing impacts to the natural environment and protecting environmentally sensitive areas

Focusing on community safety issues

Strengthening the local economy

Focusing on social issues such as housing affordability, needs of youth and seniors and diversity within our community

Constructing recreation, sports, and community amenities such as community centres, parks and sports facilities

Water conservation and future water use planning

Job Creation

A very high priority

A high priority

A mid-level priority

A low priority

A very low priority

TRANSPORTATION

Next, I'd like to talk to you about transportation.

18. Overall, how satisfied are you with the amount of transit services that are provided to residents of the Cowichan Valley Regional District? **(READ SCALE)**

Very satisfied

Somewhat satisfied

Not very satisfied

Not at all satisfied

GARBAGE

On another topic...

[IF PROPERTY OWNERS IN QE, CONTINUE. OTHERWISE SKIP TO Q20]

19. Would you be willing to pay an additional fee for an expanded curbside recycling program where all food waste – from meat scraps to pastas - would be picked up regularly from your house and commercially composted?



Yes

No

(DO NOT READ) Depends on the amount of the fee

LEISURE, PARKS, COMMUNITY AND CULTURAL PRIORITIES

Changing topics slightly...

RANDOMIZE Q20-Q22

20. When it comes to investing in parks and recreation services, please tell me which of the following should be the highest priority over the next 5 years. **(READ LIST) [RECORD 1 MENTION]**. And which one should be the second highest priority? **(READ REMAINING ITEMS IF NECESSARY) [RECORD 1 MENTION]**.

[RANDOMIZE]

New cultural services and facilities such as museums, art galleries, and theatre

More playgrounds, and neighbourhood parks

More sports facilities such as arenas, pools, tennis courts, and sports fields

New community facilities such as community centres, meeting rooms, youth centres, and senior centres

More recreational programs

More natural parks and hiking or walking trails

(DO NOT READ) None

[IF 1ST MENTION=NONE/DK/REF, SKIP TO NEXT QUESTION]

RECORD 1ST MENTION

RECORD 2ND MENTION

21. When it comes to investing in parks and outdoor facilities, please tell me which one of the following should be the highest priority over the next 5 years? **(READ LIST) [RECORD 1 MENTION]**. And which one should be the second highest priority? **(READ REMAINING ITEMS IF NECESSARY) [RECORD 1 MENTION]**

[RANDOMIZE]

Natural parks

Hiking, walking, and biking trails

Neighbourhood parks including playgrounds and community gardens

Protection of environmentally sensitive areas

(DO NOT READ) None

[IF 1ST MENTION=NONE/DK/REF, SKIP TO NEXT QUESTION]

RECORD 1ST MENTION

RECORD 2ND MENTION



22. When it comes to investing in sports facilities, please tell me which one of the following should be the highest priority over the next 5 years? **(READ LIST) [RECORD 1 MENTION]**. And which one should be the second highest priority? **(READ REMAINING ITEMS IF NECESSARY) [RECORD 1 MENTION]**

[RANDOMIZE]

Sports fields such as soccer, baseball and football fields

Tennis and racquet facilities

Ice and curling arenas

Swimming pools

Gymnasiums

(DO NOT READ) None

[IF 1ST MENTION=NONE/DK/REF, SKIP TO NEXT QUESTION]

RECORD 1ST MENTION

RECORD 2ND MENTION

FUNDING OPTIONS

Next, I'd like to ask you some questions on funding.

23. Property taxes are the primary way to pay for services provided by the Cowichan Valley Regional District. Due to the increased cost of maintaining current service levels and infrastructure, the Cowichan Valley Regional District must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the District to pursue? **(READ LIST) [ACCEPT 1 MENTION ONLY]**

[ROTATE 1-4, 4-1]

Increase taxes – to enhance or expand services

Increase taxes – to maintain services at current levels

Cut services – to maintain current tax level

Cut services – to reduce taxes

[ALWAYS LAST] (DO NOT READ) None

24. Which of the following financing approaches do you think the Cowichan Valley Regional District should use to fund future large capital projects? **(READ LIST) [ACCEPT ONE MENTION]**

[RANDOMIZE]

Borrow funds

Put aside funds each year in a savings account until funds are sufficient to undertake the project



COMMUNICATIONS

Changing topics slightly...

25. Overall, do you feel the Cowichan Valley Regional District provides you with enough opportunities to make your opinions heard?

Yes

No

26. From time to time the Regional District communicates important information to residents about ongoing issues in the Cowichan Valley. How would you best like to receive this type of information? [**RECORD 2 MENTIONS**] Any others?

WORK

Changing topics slightly...

27. Which ONE of the following categories best describes your current employment status? (**READ LIST**) [**ACCEPT 1 MENTION ONLY**] (INTERVIEWER NOTE: If respondent mentions more than 1 answer, probe for best).

[DO NOT RANDOMIZE]

- Employed full-time, including self employed
- Employed part-time, including self employed
- A homemaker
- A student
- Retired
- Not currently employed
- (**DO NOT READ**) Other [do not specify]

[IF 'EMPLOYED FULL/PART-TIME OR STUDENT' IN Q27, ASK Q28. OTHERWISE, SKIP TO Q29]

28. And, is your [IF EMPLOYED, INSERT: employment; IF STUDENT, INSERT: school] (**READ LIST**)? [**ACCEPT 1 MENTION ONLY**]

[DO NOT RANDOMIZE]

- Based in the Cowichan Valley
- Based in Victoria
- Based in Nanaimo
- Based in the lower mainland
- Somewhere else



DEMOGRAPHICS

Finally, I just want to ask you some questions for statistical purposes.

29. How many years have you lived in the Cowichan Valley? **(RECORD NUMBER OF YEARS)**
(IF LESS THAN 1 YEAR ENTER 0)

[RANGE 0 TO 100]

30. Which of the following best describes your current place of residence? **(READ UNTIL ANSWERED)**

- Single-family dwelling
- Town/row housing
- Secondary suite
- Apartment or condominium
- Something else (specify)

31. Do have children under the age of 18 living in your household?

- Yes
- No

32. Which of the following categories best describes your household's income? That is, the total income before taxes of all persons in your household combined? Please stop me when I've reached your category. **(READ LIST)**

- Under \$40,000
- \$40,000 to less than \$60,000
- \$60,000 to less than \$80,000
- \$80,000 to less than \$100,000
- \$100,000 or more

Thank you for helping us to complete this survey!