



Community Satisfaction Survey Report

October 31, 2016

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Background and Objectives

- The District of Oak Bay is a seaside community located on the southern tip of Vancouver Island. The municipality is flanked by the City of Victoria on the west and the District of Saanich to the west and north. It is part of the growing Greater Victoria metropolitan area and is one of 13 local governments in the Capital Regional District (CRD). The District has a population of 18,015 residents in approximately 6,200 households.
- The District of Oak Bay commissioned NRG Research Group to conduct a Community Satisfaction Survey among local residents. The intent of this survey is to provide the District with information regarding the awareness, use, and satisfaction with current service levels, as well as information regarding perceptions of potential future directions.
- The specific objectives of the Community Satisfaction Survey were to:
 - Identify the most important local issues to residents of the District of Oak Bay;
 - Gauge satisfaction with overall quality of life, overall level and quality of services provided by the District, and specific services offered by the District;
 - Understand perceptions of value for tax dollars;
 - Determine the types and sources of information desired by residents, as well as preferred contact method for future contact;
 - Measure reactions to the perception of whether there is an over population of deer in Oak Bay and potential approaches to deal with it, and the potential building of a dog park in the District; as well, gauge sentiment on potential investments in infrastructure (including bike and pedestrian paths and parks and trails), traffic congestion, reducing the number of boats posing a risk to the environment or navigation off Oak Bay shores, and other services; and,
 - Gauge responses to potential approaches to funding future large projects, as well as strategies for balancing funding and service levels.
- The questionnaires, shown in the Appendices, were developed by NRG Research Group in consultation with the District of Oak Bay.

Issues Agenda and Current Service Levels

- When residents are asked, on an unaided basis, to name the single most important issue facing the District of Oak Bay today, a number of themes emerge.
 - Thirteen percent mention sewage treatment or sewer services.
 - This is followed closely by 12% who mention overdensification as the single most important issue.
 - Another one in ten (10%) name more effective control of the deer population, while 8% state preserving a sense of community and another 8% mention the infill strategy.
- The top two themes are also commonly mentioned when it comes to other important local issues for residents. Sewage treatment or sewer services are mentioned by 12% in all, and 11% name more effective control of the deer population. That said, three in ten (29%) are not able to list an additional concern that they believe is a top priority.
- When looking at all of these issues taken together, by far the two most pressing issues to Oak Bay residents are sewage treatment or sewer services (24% overall) and more effective deer population control (21%). Trailing behind are concerns such as overdensification (15% overall), infill strategy (10%), infrastructure planning pertaining to roads (9%), preserving local green space (9%), preserving a sense of community (9%), and affordable housing (9%).

Issues Agenda and Current Service Levels (Continued)

- Residents almost universally rate the overall quality of life in the District of Oak Bay as good or very good, with 99% giving a positive rating.
 - Key reasons for satisfaction with life in the District of Oak Bay include feeling safe with a low crime rate, the natural beauty of the area, accessibility or proximity to key services such as shops and schools, good municipal services, and a strong sense of community.
 - The few residents who rate the overall quality of life as poor or very poor cite concerns with bylaw enforcement and road closures as reasons for their dissatisfaction.
- Similarly, a large preponderance of residents (94%) indicate that they are very or somewhat satisfied with the overall level and quality of services provided by the District of Oak Bay.
- Looking at individual services available to residents of the District of Oak Bay, residents also tend to quite satisfied with those services.
 - The service with the highest satisfaction level is parks and trails (95% are very or somewhat satisfied), followed very closely by recreational and cultural facilities (93%). Satisfaction is also high with police services (87%), sports and recreation programming (85%), road maintenance (84%), and water and sewer services (81%).
 - Nearly eight in ten (78%) rate traffic management as satisfactory, while three quarters (75%) rate fire services as satisfactory.
 - The lowest satisfaction score is garnered by community planning (57% are very or somewhat satisfied); that said, two in ten (21%) are unable to rate their satisfaction with community planning.
- Considering all of the programs and services they receive from the District of Oak Bay, more than eight in ten residents (83%) believe that they get good value for their tax dollars. This includes 45% who believe they get fairly good value, and another 37% who say they get very good value for taxes.

Issues Agenda and Current Service Levels (Continued)

- Two-thirds (67%) of residents have had personal contact with a District of Oak Bay employee within the past year.
 - The majority of these contacts (59%) took place in person, and another one-third (32%) took place over the phone. Email, open houses or public consultations, and city meetings accounted for notably fewer interactions.
 - Among those residents who have had an interaction with a District employee over the past year, eight in ten (80%) say they are satisfied (either very or somewhat) with the overall service received.
 - The elements of the interaction perceived as particularly positive are staff courteousness (95%) and ease of reaching staff (91%). Interaction elements such as staff's knowledge (88%), speed and timeliness of service (86%), and staff helpfulness (82%) also receive strong satisfaction ratings.
 - The lowest satisfaction ratings with any element of the interaction with a District employee relate to staff's ability to resolve the issue (rated as satisfactory by 72%).
- Nearly three-quarters (72%) of all residents believe they receive just the right amount of information from the District of Oak Bay. One-quarter (25%) think they do not receive enough information, while very few (less than 1%) think it is too much.
- Topics that would be of the most interest for Oak Bay residents to receive information on include District planning (79%) and building projects or new developments (78%). Three-quarters of residents each would like more information on upcoming events (75%), taxes (75%), and parks and recreation programs and events (75%).
- When looking for information about the District, residents often go directly to the source. Nearly two-thirds (65%) would go directly to the District website, while 27% would call the District to speak with staff. One-quarter (25%) would conduct a more general web search, and 23% would read the local newspaper for information about the District of Oak Bay.
- Residents generally prefer to receive information from the District by email (52%) or mail (28%).

Issues Agenda and Current Service Levels (Continued)

- Residents tend to be fairly satisfied with the opportunity to engage with the District of Oak Bay on matters regarding land use, community and strategic planning. Seven in ten residents (72%) are satisfied with the opportunity to engage, of whom almost one-quarter (23%) say they are very satisfied and one-half (49%) are somewhat satisfied.

Planning for the Future

- The majority of residents support the building of a dog park in the District of Oak Bay, though a substantial proportion disagree.
 - Six in ten residents (60%) agree that the District of Oak Bay should have a dog park, while one-third (34%) disagree.
 - Among those who agree that the District of Oak Bay should have a dog park, more than one-half (54%) would support a modest tax increase in order to fund the development of the park.
- Agreement tends to be fairly strong in terms of priorities for the future for Oak Bay, especially related to walking and biking infrastructure and preserving heritage homes.
 - More than six in ten residents (63%) each agree that “The District of Oak Bay should provide more pedestrian paths,” “More staff resources and funds should be dedicated to preserving heritage homes in Oak Bay,” and “The District of Oak Bay should develop more parks and trails.”
 - Nearly the same proportion agree with the statement, “Bike paths and bike lanes should be a priority for the District of Oak Bay” (62%) and slightly fewer agree with “The District of Oak Bay should spend more time and resources to reduce the number of boats posing a risk to the environment and/or navigation off Oak Bay shores” (57%).
 - Issues relating to traffic congestion and parking appear to be lower priorities for residents. One-half (51%) of residents agree with the statement “It is difficult to find parking in commercial areas in Oak Bay” while 37% agree that “Traffic congestion is a problem within Oak Bay” and 28% agree that “It is difficult to find parking in my residential neighbourhood.”

Planning for the Future (Continued)

- Seven in ten residents (70%) feel that there is an overpopulation of deer in the District of Oak Bay.
 - Those who feel there is a deer overpopulation in the District of Oak Bay are likely to support an increase in property taxes to fund efforts to reduce the deer population. Seven in ten (70%) say they would support such a tax increase, including 37% who would strongly support the measure.
 - Nearly three in ten (28%) of those who perceive an overpopulation of deer, on the other hand, say they would oppose a property tax increase to fund efforts to reduce the deer population.
 - Almost eight in ten (78%) of those who feel there is a deer overpopulation in the District of Oak Bay would support a deer cull, assuming this was the only option available to the District to reduce the deer population. This includes six in ten (59%) who would strongly support such a deer cull.
 - Two in ten (20%), however, would oppose a deer cull even if it were the only option available to control the deer population.
- Most residents (61%) say they would prefer that the District of Oak Bay set aside funds each year to fund future large projects, while two in ten (21%) would prefer that the District borrow funds.
 - Another 8% would ideally raise taxes to meet demands, while 3% would prefer some combination of saving, borrowing, and taxation. Two percent indicate that their preference would depend on the particular project.

Planning for the Future (Continued)

- Of the six options presented for balancing budgetary requirements with revenue levels, the most preferred option is to increase taxes in order to maintain current service levels as well as contribute to reserve funds for future projects (selected by 30%). The second most commonly selected option also calls for an increase in taxes to maintain current service levels, but without the contributions to reserve funds (18%).
 - Overall, residents tend to be willing to increase taxes (67% of all residents select an option that would increase taxes) in order to maintain or expand service levels, sometimes paired with the ability to contribute to reserve funds.
 - Around two in ten residents (21%) would prefer an option where service levels were cut, whether to maintain current tax levels or to decrease them. Forty-eight percent in all select an option that would maintain current service levels through increased taxes, while 19% choose an option that would allow for expanded or enhanced service levels via an increase in taxes.
- Final open-ended comments are varied; comments range from positive to negative and everywhere in between.
 - The most commonly made final comment involves being happy to live in the District of Oak Bay, including the District is a great place to raise a family or retire. Some residents take the opportunity to make generally positive statements about Oak Bay.
 - Other residents raise concerns they have with life in the District, including concerns with infrastructure development, overdevelopment, responsiveness of staff or council, taxes or municipal spending.
 - Of interest, the same proportion of residents make statements for and against the control of the deer population.

Method

Data Collection

- The Community Satisfaction Survey was conducted primarily via telephone interviewing, using random digit dialing. Respondents were also given the opportunity to participate through an online survey if they were unable or unwilling to participate by telephone; interviewers collected the respondents' email address and a unique link to the survey was sent by email.
- A total of 414 households from the District of Oak Bay were surveyed between September 20 and October 4, 2016. Of the 414 surveys conducted, 400 were by telephone, while 14 responded to an email invitation. Based on the total population and sample size, the maximum margin of error for the total sample is $\pm 4.6\%$, 19 times out of 20.
- Potential participants were ineligible for the study if they did not reside in the District of Oak Bay. As well, anyone with a household member working for the District of Oak Bay (including the Mayor and Council members), or in the fields of marketing research or media, was not eligible to participate.
- To evaluate differences or similarities in responses between subgroups of the public, the results for each question of the survey have been cross-tabulated by key demographic questions, including age, gender, household composition, home ownership, occupation, education, and number of years lived in the District of Oak Bay.
- Statistically significant differences in responses between these subgroups are discussed as appropriate in the body of this report.
- The responses to certain open-ended questions in the survey were categorized and coded, with the responses provided in data tables. These are included in this report where appropriate. Verbatim responses to other open-ended questions are highlighted within the report but were not coded due to low response counts.
- NRG and the District of Oak Bay also offered an open link to the survey in parallel with the telephone survey. If any District resident missed the opportunity to speak with NRG but still wanted a chance to weigh in, they were able to access the survey through this link. This link was posted on the District's website and shared on social media. Results to the open link survey will be presented under separate cover.

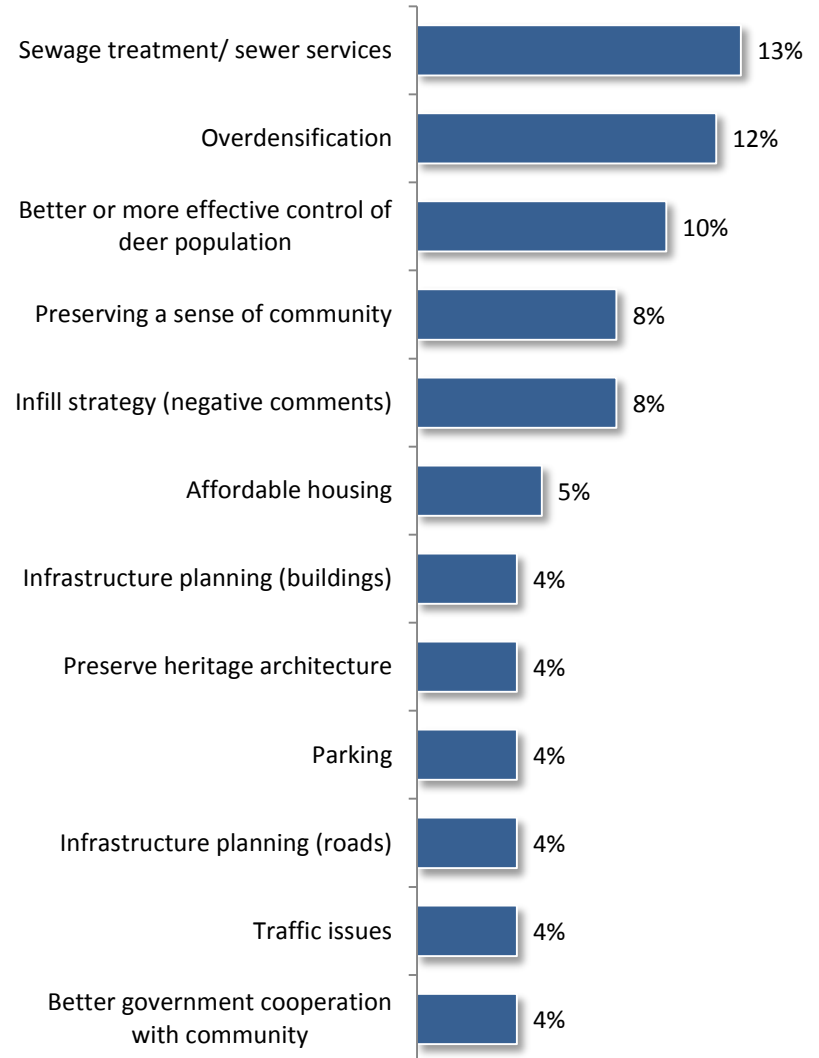
Results

Issues Agenda and Current Service Levels

- The first part of the survey focused on current perceptions of services available to residents, including:
 - The most important issues facing the District today;
 - Overall quality of life in the District;
 - Overall level and quality of services provided by the District;
 - Satisfaction with current services;
 - Perceived value for tax dollars;
 - Satisfaction with district staff; and,
 - Types of information needed, sources of information, and preferred contact methods.

- When asked to name the single most important issue facing the District of Oak Bay, the largest proportion of residents (13%) mention sewage treatment or sewer services.
- Other important issues named as the single most important include overdensification, more effective control of the deer population, preserving a sense of community, and the infill strategy.
- Of note, men are more likely than women to mention overdensification top of mind (18% versus 5%), or to say that their top priority is preserving a sense of community (14% versus 3%). Those with children in the home are more likely than those without to mention the same items.
- As well, residents who have lived in Oak Bay for less than 10 years are more likely than longer tenured residents to mention overdensification top of mind (27% versus 6% or 7%), or to say that their top priority is preserving a sense of community (22% versus 1% to 7%).

Q1. In your view, as a resident of the District of Oak Bay, what is the most important issue facing your community?

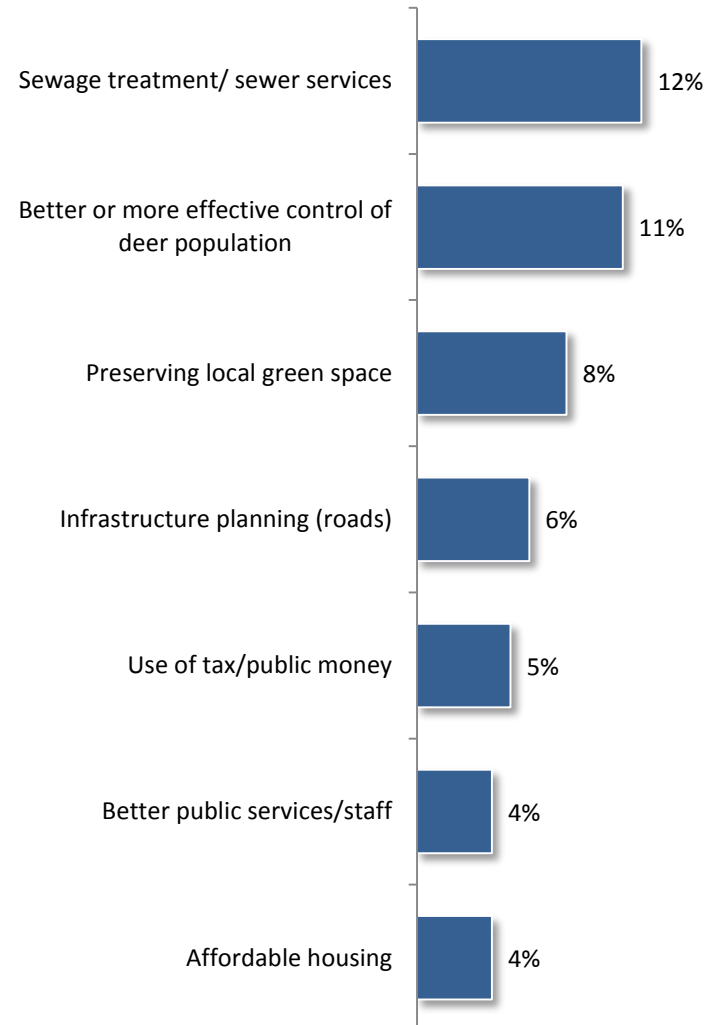


Base: All respondents (n=414)

Note: Multiple mentions permitted; only those mentioned by >3% shown

- When asked to consider other important issues facing the District of Oak Bay, the most commonly mentioned issue is again sewage treatment and sewer services (12%), followed by better control of the deer population (11%).
- Preserving local green space (8%), infrastructure planning in terms of roads (6%), and use of taxes or public funds (5%) are also commonly mentioned as other important local issues.
- Interestingly, three in ten (29%) are not able to list an additional concern that they believe is a top priority.
- Men are typically more likely than women to mention sewage treatment, preserving local green space, and use of taxes as secondary concerns.
- Those with children in the household, as well as those who have lived in Oak Bay for less than ten years, are also more likely to mention these issues than residents in households without children.

Q1a. Are there any other important local issues?

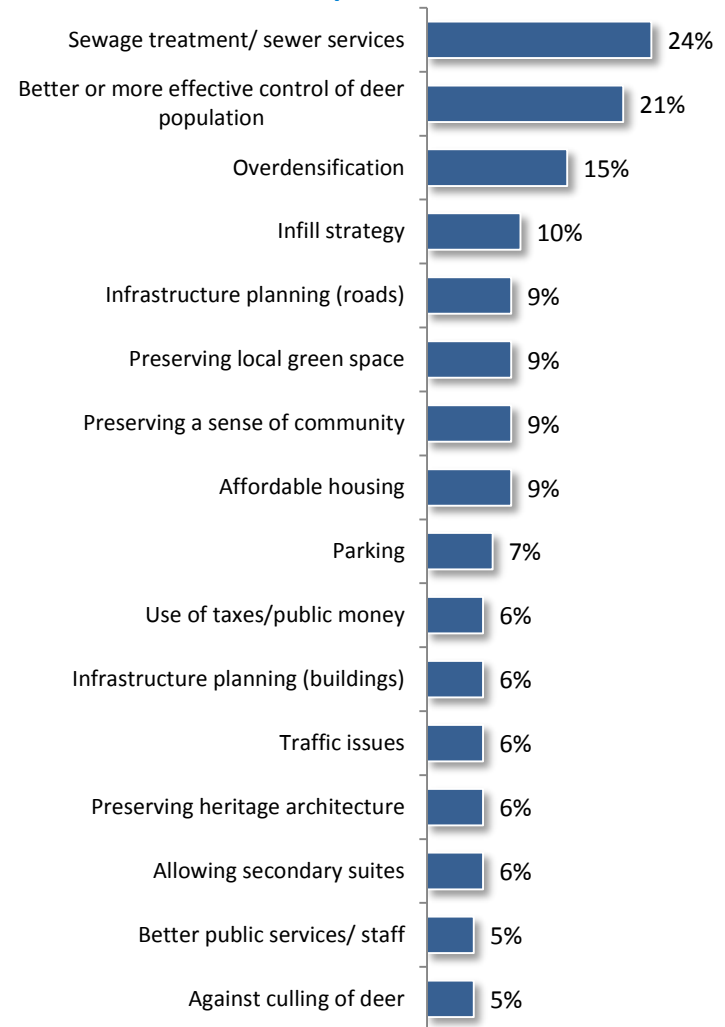


Base: Those with a primary local issue (n=388)

Note: Multiple mentions permitted; only those mentioned by >3% shown

- Taken together, between the first and second mentions, sewage treatment and sewer services (24%) and better or more effective control of the deer population (21%) rise to the top of the list of local priorities.
- Overdensification is mentioned as a significant local issue by 15% of all residents. Roughly one in ten residents mention infill strategy (10%), infrastructure planning in terms of roads (9%), preserving local green space (9%), preserving a sense of community (8%), and affordable housing (9%) as important local issues. Seven percent mention parking as a key issue.
- A number of other issues are mentioned by 6% of all residents, including use of taxes or public funds, infrastructure planning relating to buildings, traffic issues, preserving heritage architecture, and allowing secondary suites.
- Concerns against the culling of deer are mentioned on an unaided basis by 5% of residents. Another 5% mention better public services or staff.

Q1/Q1a. In your view, as a resident of the District of Oak Bay, what is the most important issue facing your community? Are there any other important local issues?

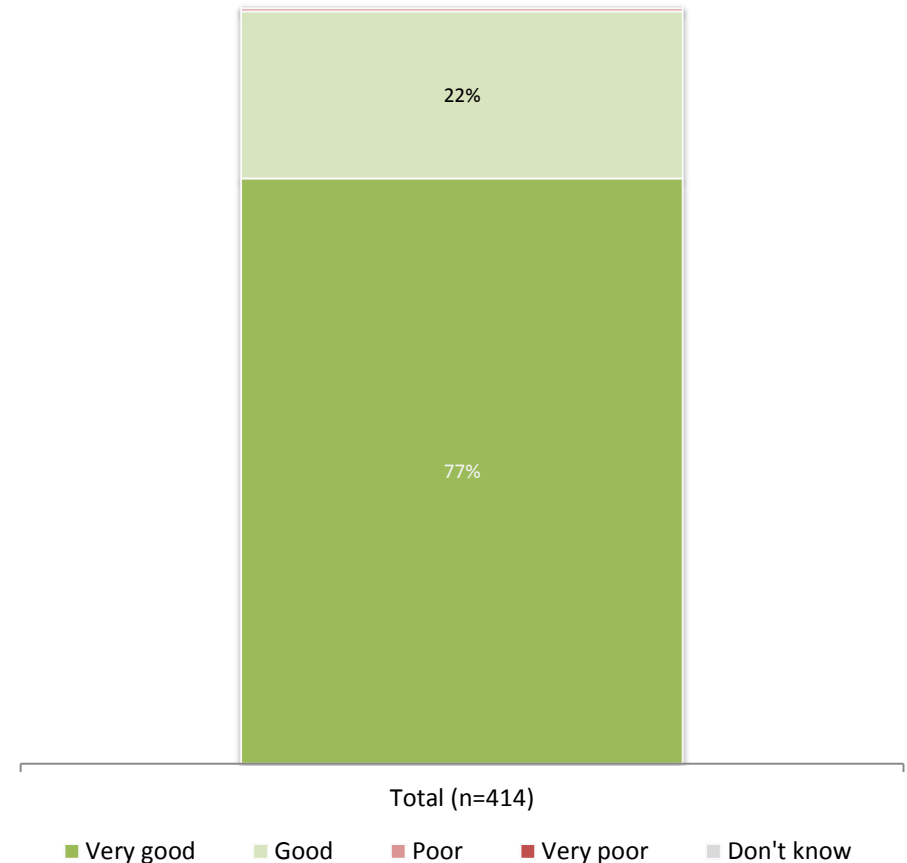


Base: All respondents (n=414)

Note: Multiple mentions permitted; only those mentioned by >4% shown

- Residents of the District of Oak Bay nearly universally (99%) rate the overall quality of life in the District as good or very good. In all, three-quarters (77%) rate the overall quality of life as very good while just over two in ten (22%) rate the overall quality of life as good.
- Notably, all renters in the area rate their overall quality of life in the District of Oak Bay as good or very good, without exception, as do all women and all residents in households with children.
- There are few differences in perception of overall quality of life by age group, gender, or most other demographic categories.

Q2. How would you rate the overall quality of life in the District of Oak Bay today?



Base: All respondents (n=414)

Community Satisfaction Survey

- Key reasons for satisfaction with the overall quality of life in the District of Oak Bay include that the area is safe with a low crime rate (26%) and the natural beauty of the area (23%).
- Other reasons for rating the overall quality of life as good or very good include accessibility or proximity to key services such as shops and schools (20%) and good municipal services (19%). A strong sense of community is also mentioned by 17%.
- Residents aged 35-54 are particularly likely to mention the safety of the area (46%), while women are particularly likely to mention that they appreciate the proximity to services (27%).
- The very few residents who are less satisfied with the overall quality of life in the District of Oak Bay mention concerns with bylaw enforcement as well as road closures.

Q3a. Why do you say the overall quality of life is good/very good? [SELECTED VERBATIM RESPONSES]

BEAUTIFUL LOCATION, CLOSE TO THE WATER, LOTS OF NATURAL BEAUTIFUL VEGETATION, CLOSE TO EVERYTHING.

IT'S A COMFORTABLE PLACE TO LIVE AND THE POLICE AND FIRE DEPARTMENT HAVE A VERY POSITIVE PRESENCE.

I FIND IT COMFORTABLE. IT'S EASY TO GET AROUND. THEY TAKE REASONABLY GOOD CARE OF THE ENVIRONMENT I LIVE IN. THE PLANTINGS AROUND THE CITY ARE GOOD. RECREATION ACTIVITIES ARE GOOD.

ACROSS THE LIVEABLE SPECTRUM OF THINGS WE HAVE GOOD RECREATIONAL INFRASTRUCTURE, VIBRANT COMMUNITY CENTRES. MOST OF OUR SITES ARE ACCESSIBLE BY NON FUEL CONSUMING TRANSPORTATION WHICH MAKES IT POSSIBLE FOR US TO LIVE RESPONSIBLY IN OUR COMMUNITY.

WE STILL MAINTAIN A VILLAGE ATMOSPHERE. I AM ABLE TO WALK TO MOST FACILITIES. THE GENERAL AMBIENCE, I CONSIDER IT HEART WARMING. WELL, HAVING LIVED HERE FOR MORE THAN FIFTY YEARS, I WOULDN'T CHOOSE TO LIVE ELSEWHERE.

FAMILY CENTERED COMMUNITY. IT IS ALMOST UNIQUE IN THE LEVEL OF SATISFACTION THAT PEOPLE IN THE COMMUNITY EXPERIENCE.

Q3b. Why do you say the overall quality of life is poor/very poor? [SELECTED VERBATIM RESPONSES]

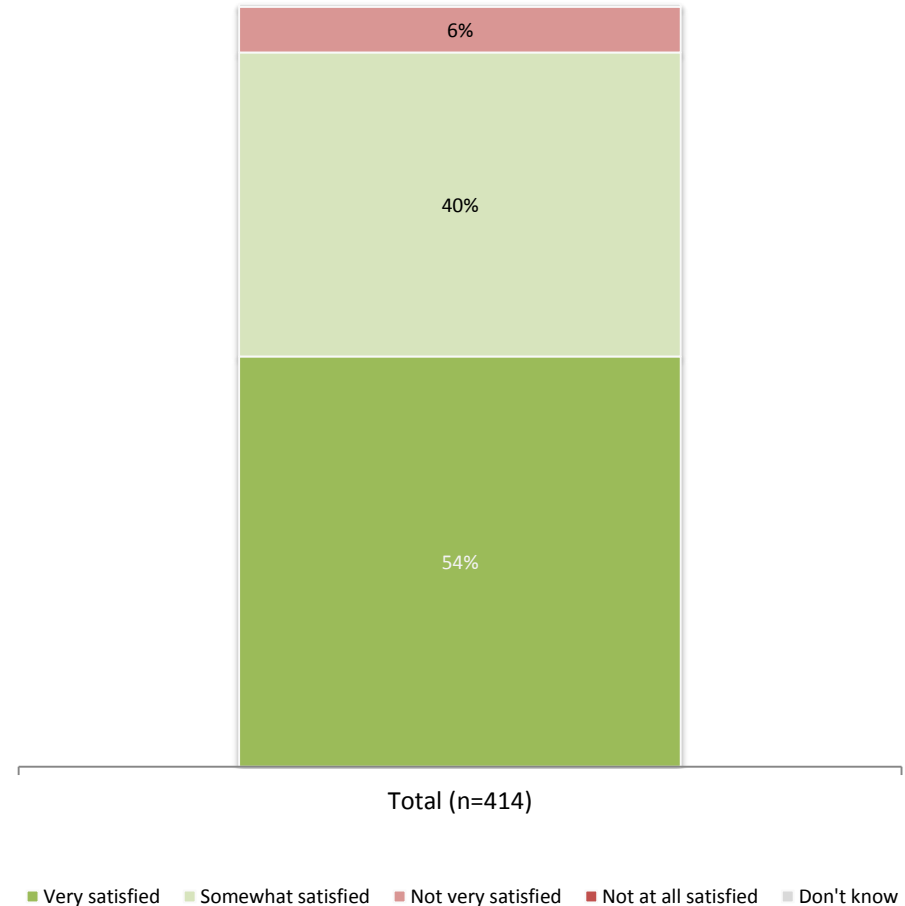
BYLAWS ARE NOT ENFORCED. THE SPEED OF TRAFFIC FAR EXCEEDS THE POSTED SPEED LIMITS. IN THE HENDERSON AREA WE STILL DON'T HAVE WHEELCHAIR ACCESSIBLE CORNERS ON WHERE THE SIDEWALKS MEET THE ROAD. THE LOCAL SCHOOLS HAVE HIGH NUMBERS OF STUDENTS OUTSIDE OF THE COMMUNITY. SAANICH POLICE ARE SUPPOSED TO LOOK AFTER ISSUES IN HENDERSON, BUT WE DON'T SEE SAANICH OAKBAY POLICE IN ANY PRESENCE.

FOR THE REASONS THAT I HAVE SAID. WE PAY HIGH TAXES AND THEN I MAY NOT BE ABLE TO GO FROM ONE POINT TO THE OTHER BECAUSE THE STREETS ARE CLOSED.

Base: All respondents (n=414)

- Residents tend to be very satisfied with the overall level and quality of services provided by the District of Oak Bay. In all, more than nine in ten (94%) say they are very or somewhat satisfied with the level and quality of District services overall. This includes more than one-half of all residents (54%) who rate the overall level and quality of services to be very satisfactory.
- Members of single-person households (72%) are more likely to be very satisfied than members of households with two people (57%) or three or more people (46%).
- Renters (89%) are also more likely than homeowners (50%) to say they are very satisfied.

Q4. How satisfied are you with the overall level and quality of services provided by the District of Oak Bay?

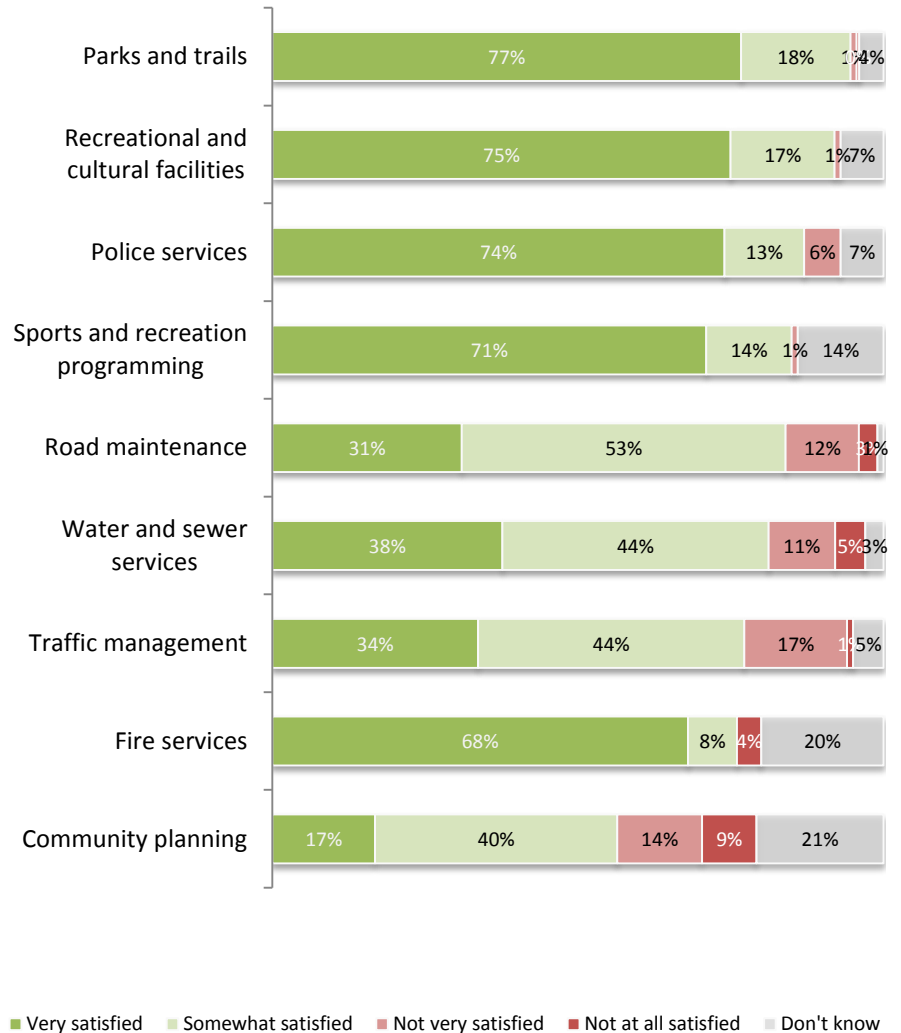


Base: All respondents (n=414)

Community Satisfaction Survey

- Generally speaking, residents are satisfied with many of the individual services offered by the District of Oak Bay.
- The service with the highest satisfaction is parks and trails (95% satisfaction), followed closely by recreation and cultural facilities (93%).
- Police services (87%), sports and recreation programming (85%), road maintenance (84%), and water and sewer services (81%) are also considered satisfactory by at least eight in ten residents.
- Nearly eight in ten (78%) rate traffic management as satisfactory, while three-quarters (75%) rate fire services as satisfactory.
- The service with the lowest satisfaction rating, by far, is community planning. Only 57% rate community planning as very or somewhat satisfactory, though a notable two in ten (21%) are unable to rate their satisfaction.

Q5. How satisfied are you with...

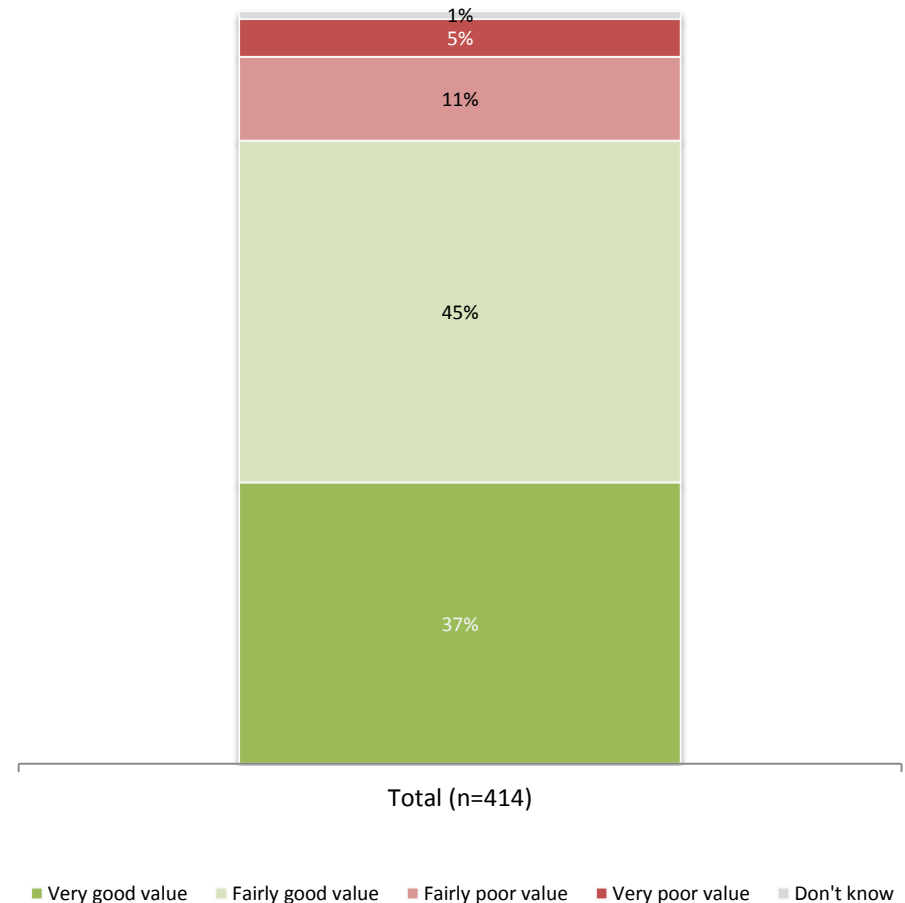


Base: All respondents (n=414)

Community Satisfaction Survey

- In all, more than eight in ten residents (83%) say they get good value for their tax dollars when thinking about all the programs and services the District of Oak Bay provides.
- This proportion includes 37% who think they get very good value and 45% who think they get fairly good value for their tax dollars.
- Only 16% of residents believe that they get poor value for their tax dollars.
- Nearly all renters (99%) believe that they get good or very good value for tax dollars in the District of Oak Bay.
- Members of households with three or more people (25%) are more likely than those in one-person or two-person households to rate the value for their tax dollars as poor.

Q7. Thinking about all the programs and services you receive from the District of Oak Bay, would you say overall that you get good value or poor value for your tax dollars?

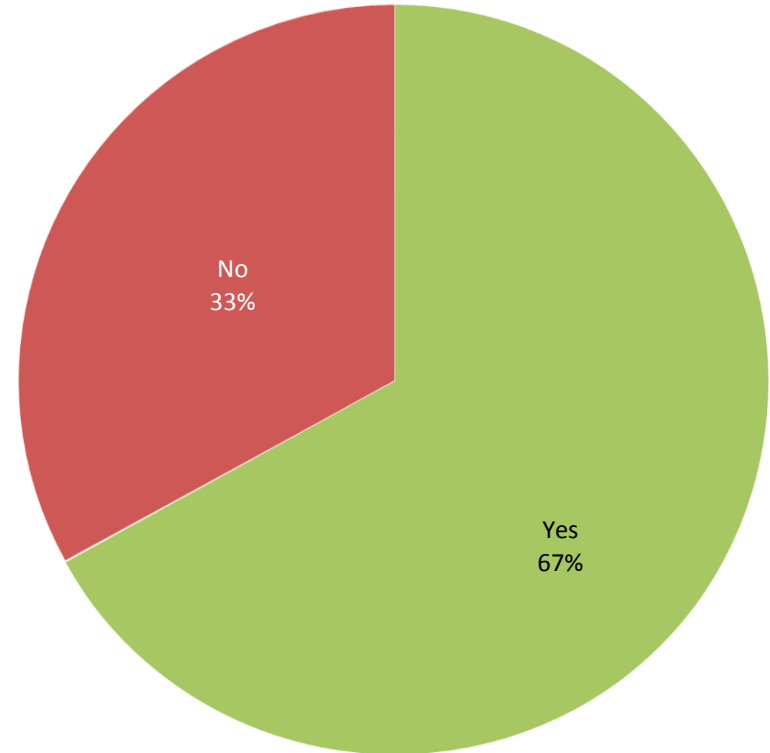


Base: All respondents (n=414)

Community Satisfaction Survey

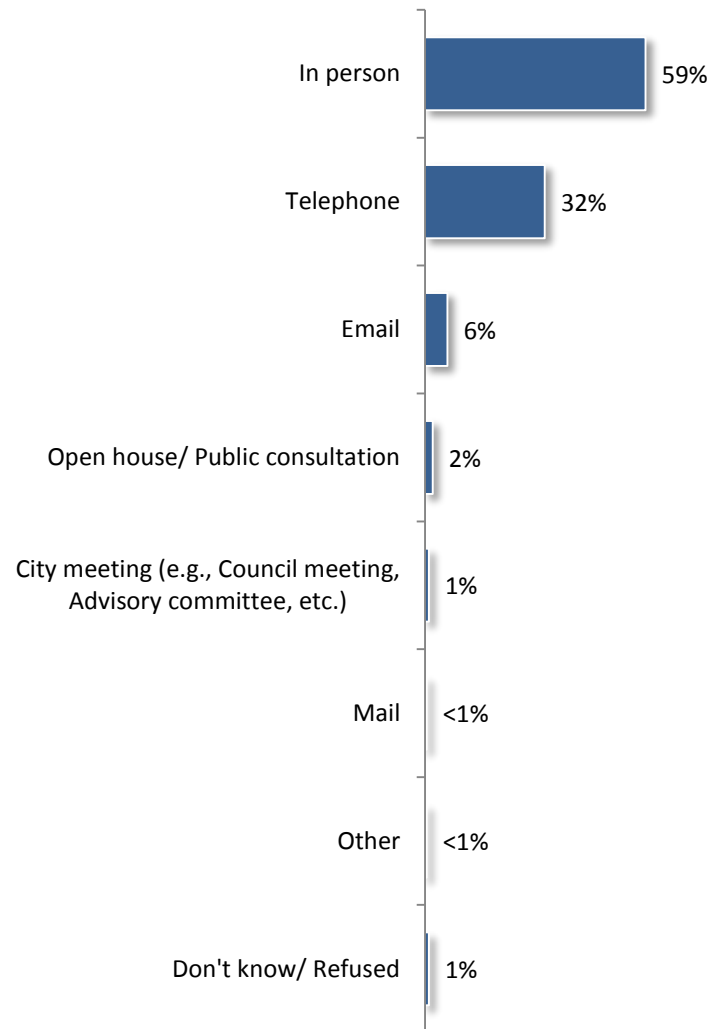
- Two-thirds (67%) of Oak Bay residents report having personally contacted or interacted with an employee of the District of Oak Bay within the past year.

Q8. Have you personally contacted or dealt with a District of Oak Bay employee within the past year?



- Among those who have had interactions with a District of Oak Bay employee within the past year, six in ten (59%) say these interactions took place in person. This is followed by telephone (32%) and very distantly by email (6%), open houses or public consultations (2%), and city meetings (1%).
- Those in single-person households (76%) are more likely than those living with others to have made contact in person. On the other hand, those in households with two people (30%) or three people (36%) to have made contact by telephone than those in single-person households (15%).

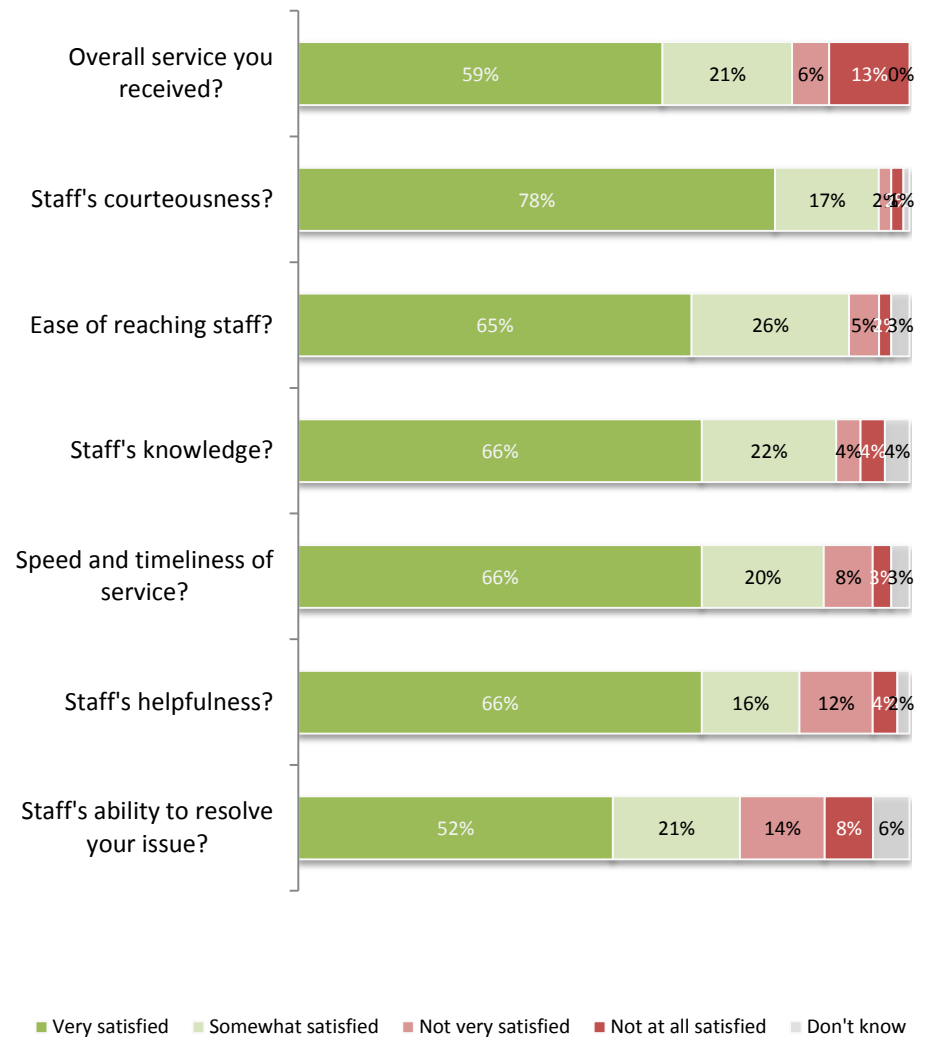
Q9. How did this contact occur?



Base: Have had interactions with District employee (n=265)

- Among those who have had interactions with a District of Oak Bay employee within the past year, eight in ten (80%) say they are satisfied with the overall service they received.
- The elements of the interaction with the highest satisfaction are staff’s courteousness (95%) and ease of reaching staff (91%). Staff’s knowledge (88%), speed and timeliness of service (86%), and staff’s helpfulness (82%) are also quite well rated.
- The interaction element with the lowest satisfaction pertains to staff’s ability to resolve the issue (72%).

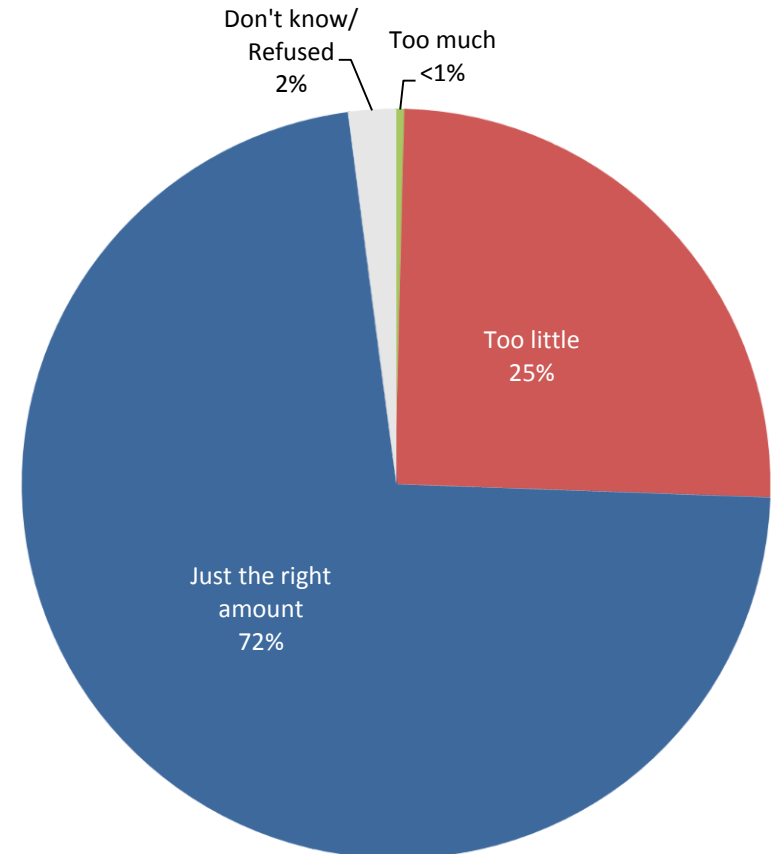
Q10. How satisfied are you with the...



Base: Have had interactions with District employee (n=265)

- Nearly three-quarters (72%) of residents think that they currently receive just the right amount of information from the District of Oak Bay. One-quarter (25%) believe that they currently receive too little information, while fewer than 1% think they receive too much information.
- Those living in single-person households (90%) are particularly likely to say they receive the right amount of information compared with those in two-person households (73%) or households with three or more people (66%).

Q11. In your opinion, do you currently receive too much, too little, or just the right amount of information from the District of Oak Bay?

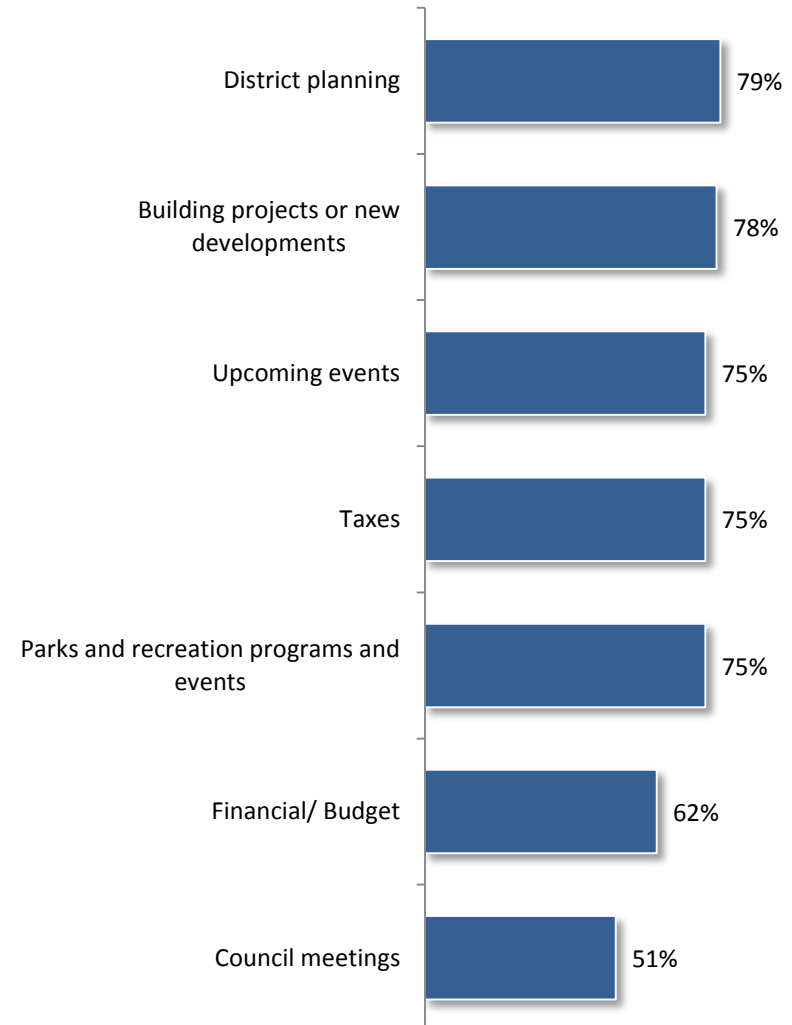


Base: All respondents (n=414)

Community Satisfaction Survey

- When it comes to topics of interest for District of Oak Bay residents, eight in ten residents (79%) want information to be shared on District planning, and nearly the same proportion would like information on building projects and new developments (78%).
- Three-quarters of residents would like more information on upcoming events (75%), taxes (75%), and parks and recreation programs and events (75%).
- Six in ten residents (62%) would like to receive information on the District's financial situation and budget, while one-half (51%) would like more information on Council meetings.
- Those aged 35-54 are generally more likely to be interested in information on a variety of topics than their older and younger counterparts. The same tends to be true of households with children compared with those without children.

Q12. Thinking about your information needs, what kinds of information do you want the District of Oak Bay to provide you with?

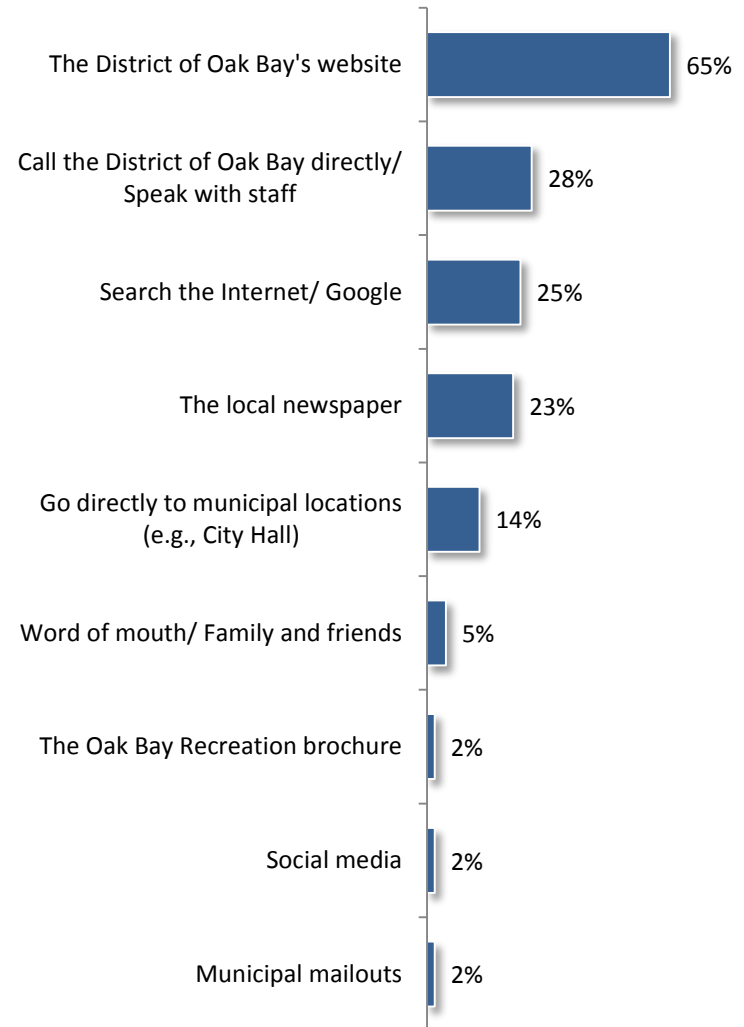


Base: All respondents (n=414)

Note: Multiple mentions permitted; only those mentioned by >5% shown

- When looking for information about the District of Oak Bay, the majority of residents (65%) would go directly to the District’s website.
- Approximately one-quarter of residents would call the District of Oak Bay directly and speak with a staff member (28%), and another one-quarter (25%) would search for information through a more general Internet search.
- Nearly one-quarter (23%) of residents would refer to the local newspaper for information, and 14% would visit municipal locations such as City Hall in person.
- Residents aged 35-54 are more likely than their counterparts to say they would use the District of Oak Bay’s website (84%). Meanwhile, women are more likely than men to say they would employ a general web search (31% versus 17%).

Q13. If you were looking for information on the District of Oak Bay, what sources would you use to find the information?

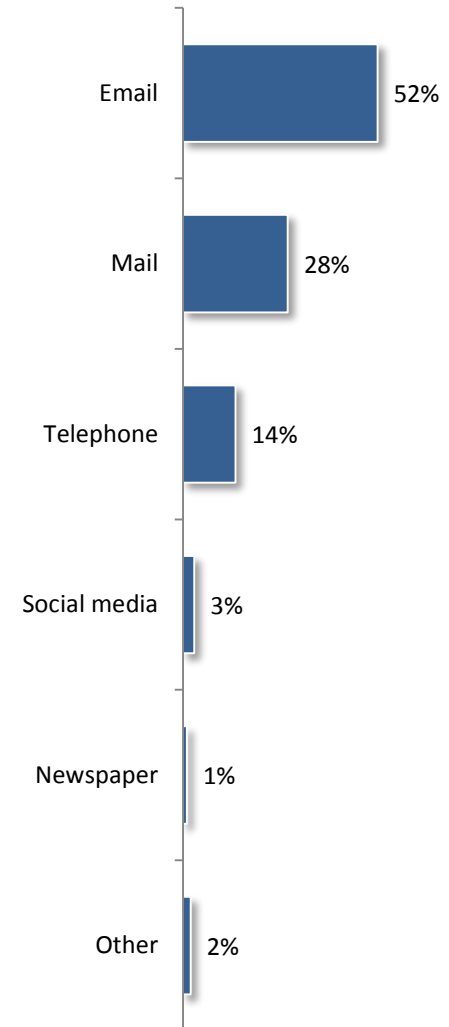


Base: All respondents (n=414)

Note: Multiple mentions permitted; only those mentioned by >3% shown

- Residents of the District of Oak Bay tend to prefer email as a method of contact by the District, with more than one-half (52%) of residents choosing this as their preferred contact method.
- Nearly three in ten (28%) would prefer to be contacted by mail, while 14% would prefer telephone and 3% would prefer to receive information by social media.
- Not surprisingly, those aged 55 and older (42%) are less likely to choose email as their preferred mode of contact than their younger counterparts. Relatedly, those who have lived in Oak Bay for 30+ years are also less likely to prefer email contact than those who have resided in the District for less than 30 years.
- Those in single-person households (45%) and two-person households (37%) are more likely than those in households with three or more people (16%) to indicate that they would prefer to be contacted by mail.

Q14. Of the following options, how would you most prefer to be contacted by the District of Oak Bay in the future?



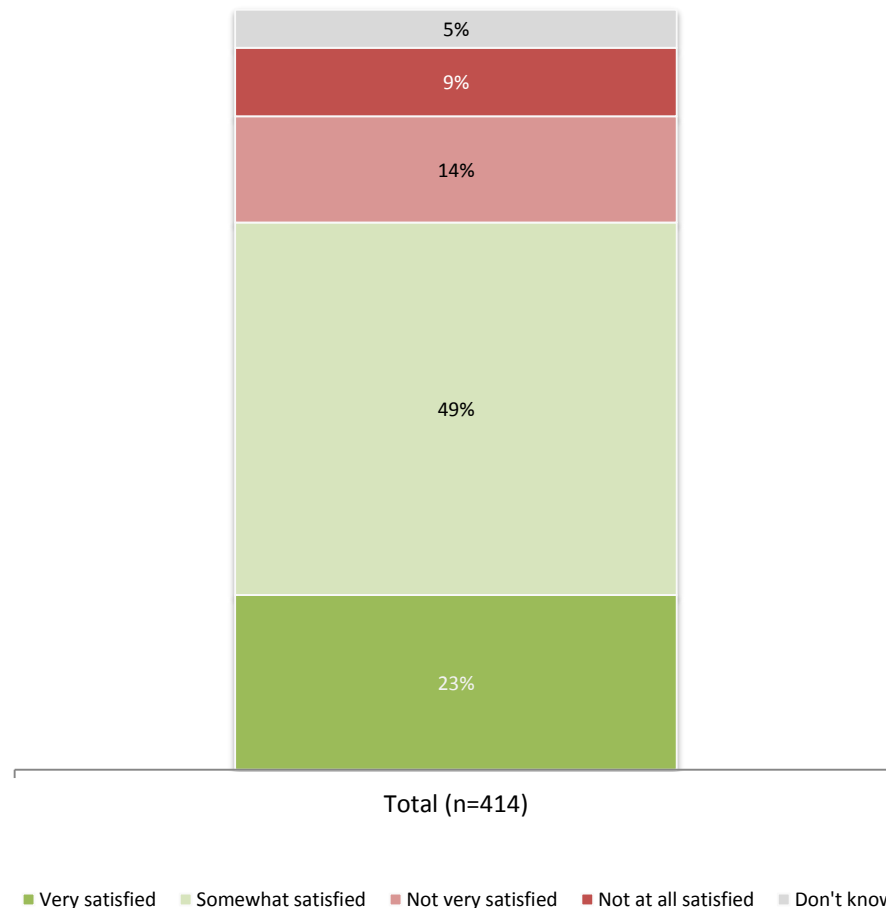
Base: All respondents (n=414)

Note: Multiple mentions permitted

Community Satisfaction Survey

- Residents tend to be fairly satisfied with the opportunity to engage with the District of Oak Bay on matters regarding land use, community and strategic planning.
- Nearly one-quarter (23%) say they are very satisfied, and one-half (49%) are somewhat satisfied, for a total of 72% who are satisfied with the opportunity to engage.
- Members of households with three or more people (34%) are more likely to be dissatisfied with the opportunity to engage with the District than those in single-person or two-person households.
- Those aged 35-54 (25%) are similarly more likely to be dissatisfied than their younger or older counterparts.
- Those who have lived in Oak Bay for less than 10 years are more likely to select “not at all satisfied” (25%) with the opportunity to engage with the District than those with a longer tenure in the District.

Q15. How satisfied are you with your opportunities to engage with the District of Oak Bay on matters regarding land use, community and strategic planning?



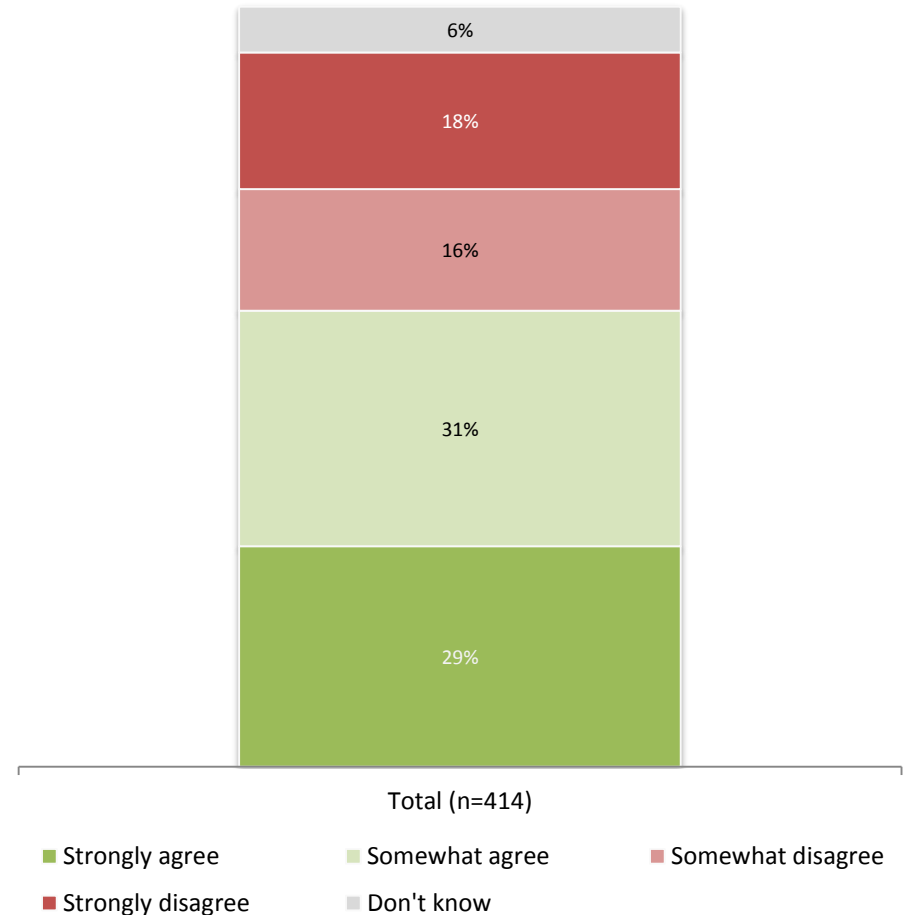
Results

Planning for the Future

- The second section of the survey focused on areas of potential future direction and investigation, including:
 - Investing in a dog park within the District;
 - Investment in cycling and pedestrian infrastructure, parking, parks and trails, heritage housing, and reducing the number of boats off Oak Bay shores;
 - Deer overpopulation and control;
 - Balancing funding and service levels; and,
 - Any further comments.

- The majority of residents support the building of a dog park in the District of Oak Bay, though a substantial proportion disagree.
- In all, six in ten (60%) agree that the District of Oak Bay should have a dog park, while one-third (34%) disagree.
- Men are more likely than women to disagree that the District should have a dog park (43% versus 27%).

Q17a. Do you agree or disagree that the District of Oak Bay should have a dog park?

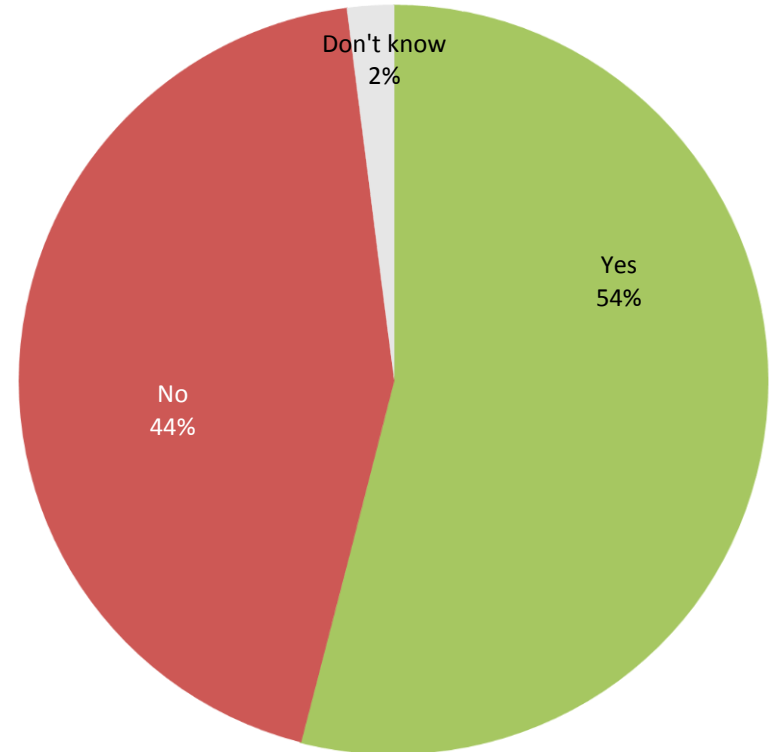


Base: All respondents (n=414)

Community Satisfaction Survey

- Among those who agree that the District of Oak Bay should have a dog park, more than one-half (54%) would support a modest tax increase in order to fund the development of the park.
- Women (64%) are more likely than men (38%) to support a property tax increase which would allow the District to buy property for a dog park.

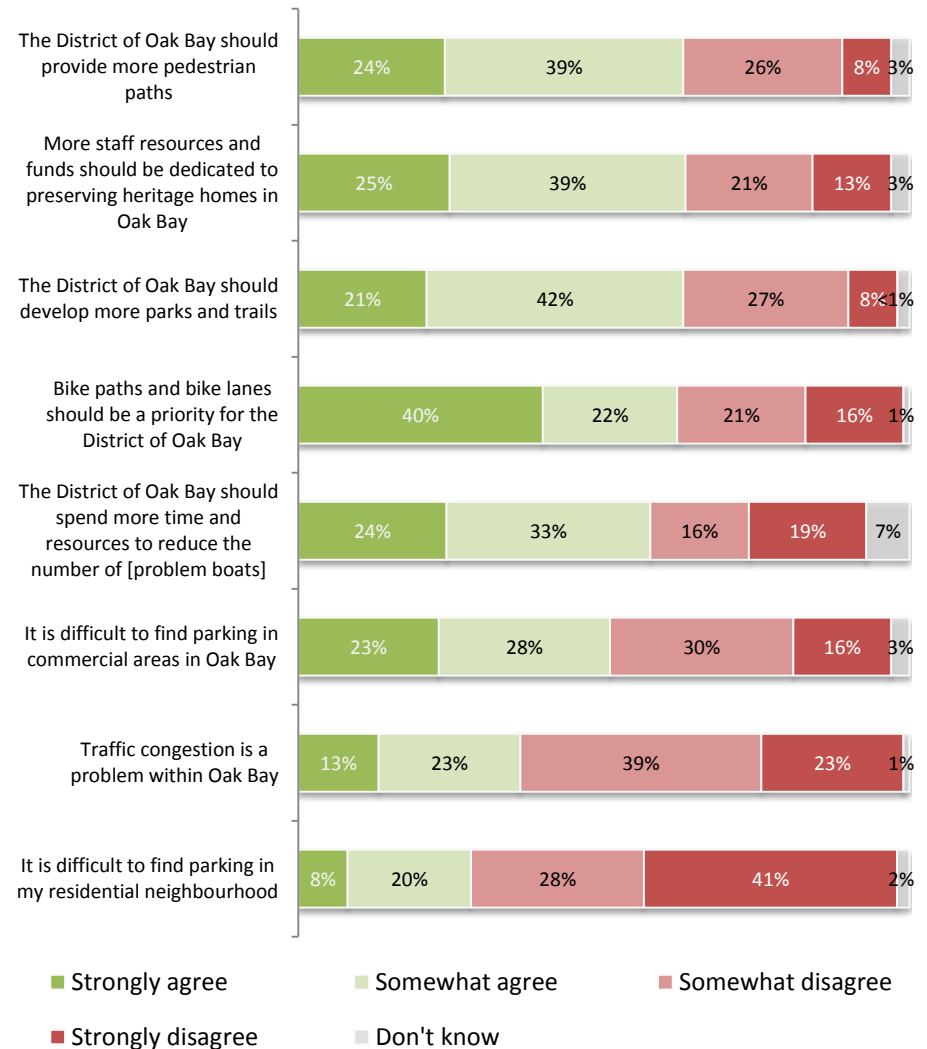
Q18. In order to build a dog park in Oak Bay, the District would likely need to buy property. Would you support a modest property tax increase of approximately ten or twenty dollars a year to fund the building of a dog park in Oak Bay?



Base: Those who agree that the District should have a dog park (n=245)

- Agreement tends to be fairly strong with most statements about the District of Oak Bay. This includes “The District of Oak Bay should provide more pedestrian paths” (63% agree), “More staff resources and funds should be dedicated to preserving heritage homes in Oak Bay” (63%), and “The District of Oak Bay should develop more parks and trails” (63%).
- Nearly the same proportion agree with the statements “Bike paths and bike lanes should be a priority for the District of Oak Bay” (62%), followed by “The District of Oak Bay should spend more time and resources to reduce the number of boats posing a risk to the environment and/or navigation off Oak Bay shores” (57% agree).
- That said, fewer residents agree that parking and traffic congestion are a problem within Oak Bay. One-half (51%) of residents agree with the statement “It is difficult to find parking in commercial areas in Oak Bay” while 37% agree that “Traffic congestion is a problem within Oak Bay” and 28% agree that “It is difficult to find parking in my residential neighbourhood.”

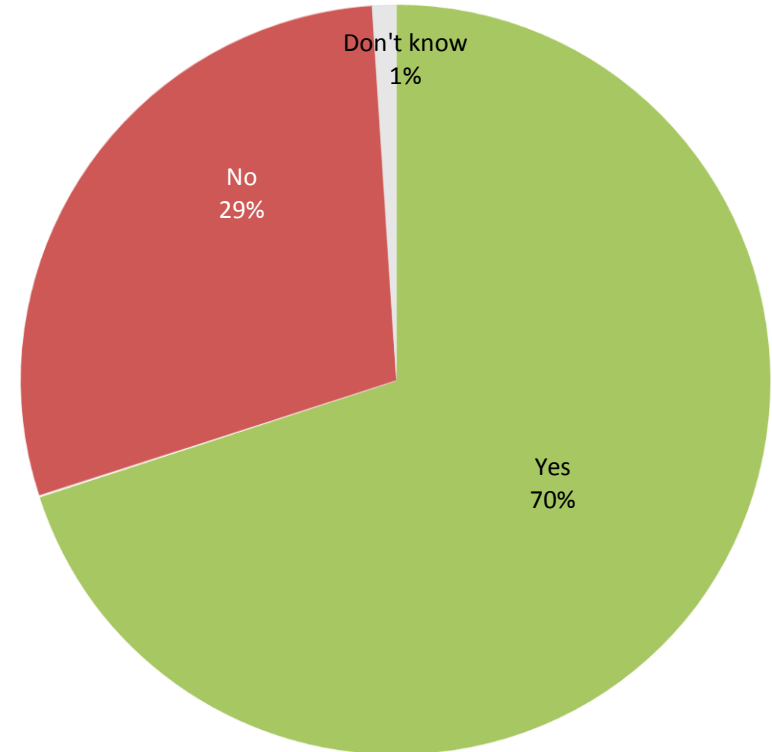
Q17. Please rate your agreement with each of the following statements...



Base: All respondents (n=414)

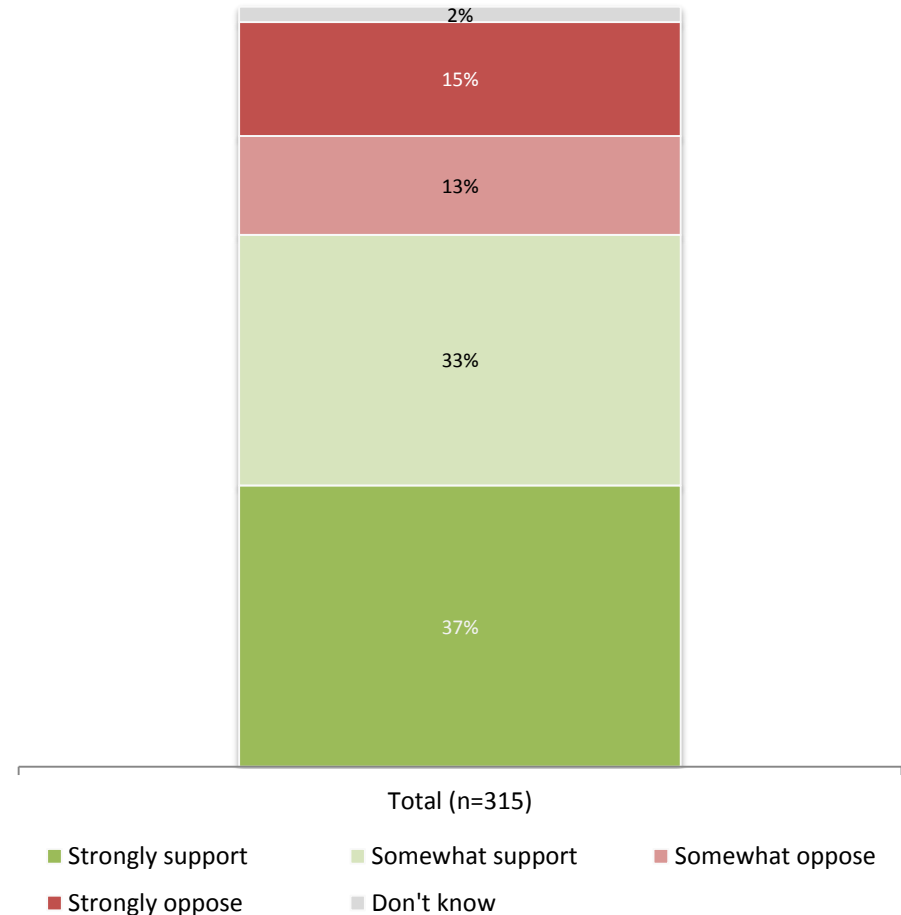
- Seven in ten residents (70%) feel that there is an over population of deer in the District of Oak Bay.
- Those aged 55 and older (78%) are notably more likely than those under 35 (39%) to agree that there is a problem with deer overpopulation in the District.

Q20. Do you feel there is an overpopulation of deer in the District of Oak Bay?



- Those who feel there is a deer overpopulation in the District of Oak Bay are likely to support an increase in property taxes to fund efforts to reduce the deer population. Seven in ten (70%) say they would support such a tax increase including 37% who would strongly support the measure.
- Nearly three in ten (28%), on the other hand, say they would oppose a property tax increase to fund efforts to reduce the deer population.

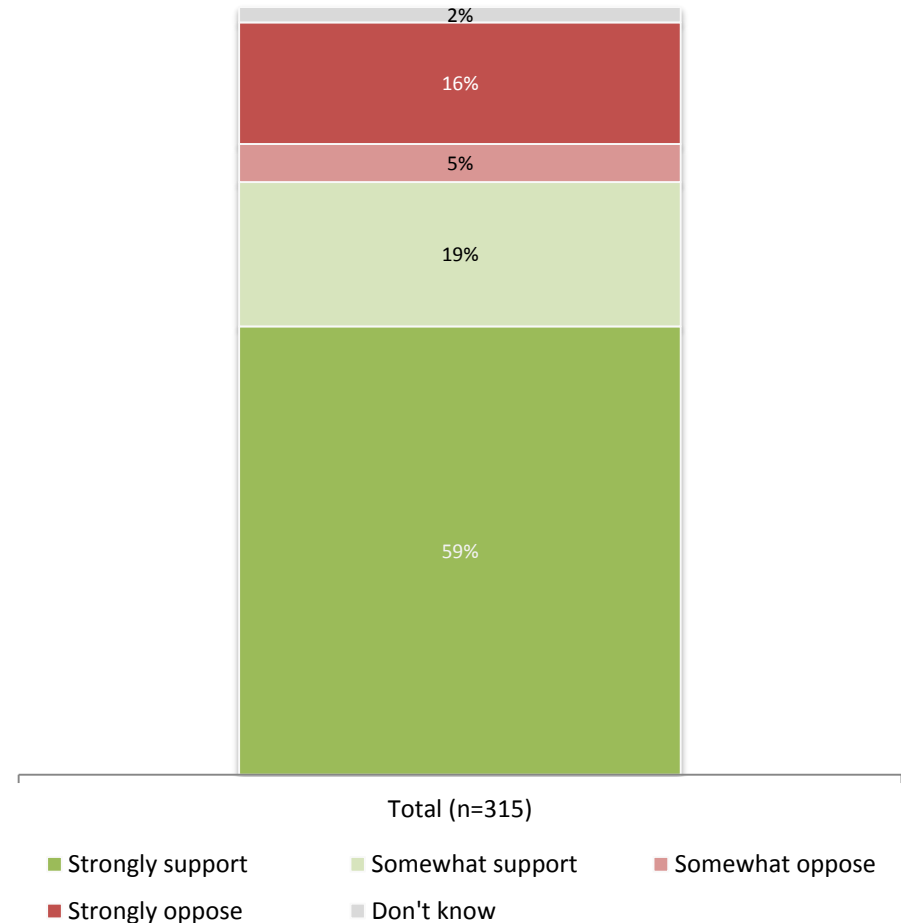
Q21. Would you support an increase in property taxes to fund efforts to reduce the deer population in the District of Oak Bay?



Base: Those who feel there is an overpopulation of deer (n=315)

- Eight in ten (78%) of those who feel there is a deer overpopulation in the District of Oak Bay would support a deer cull, assuming this was the only option available to the District to reduce the deer population. This includes six in ten (59%) who would strongly support a deer cull.
- Two in ten (20%), however, would oppose a deer cull even if it were the only option available to control the deer population.
- Residents under 35 (82%) are notably more likely than older residents to be opposed to a deer cull.
- Residents who have lived in Oak Bay for less than 10 years (39%) are notably more likely than longer tenured residents to be strongly opposed to a deer cull if it were the only option available to control the deer population.

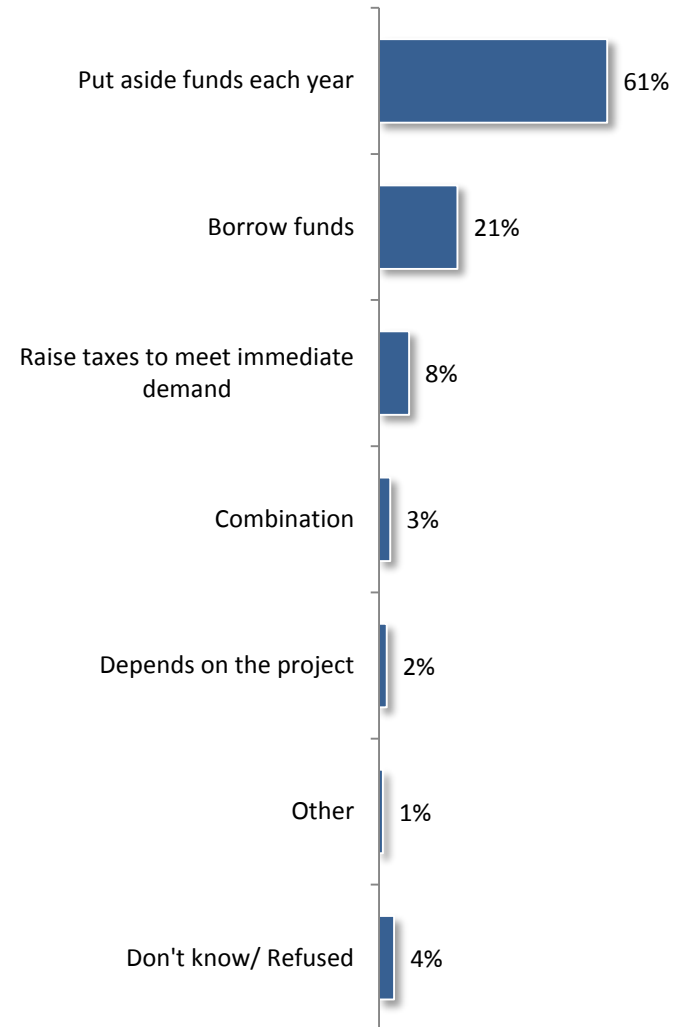
Q22. Do you support or oppose a deer cull in the District of Oak Bay, assuming this was the only option available to the District in order to reduce the deer population?



Base: Those who feel there is an overpopulation of deer (n=315)

- Six in ten residents (61%) say they would prefer that the District of Oak Bay set aside funds each year to fund future large projects, while two in ten (21%) would prefer that the District borrow funds.
- Another 8% would ideally raise taxes to meet demands. Three percent would prefer some combination of saving, borrowing, and taxation; 2% indicate that their preference would depend on the particular project.

Q23. In general, which of the following funding approaches would you prefer the District of Oak Bay use to fund future large projects?

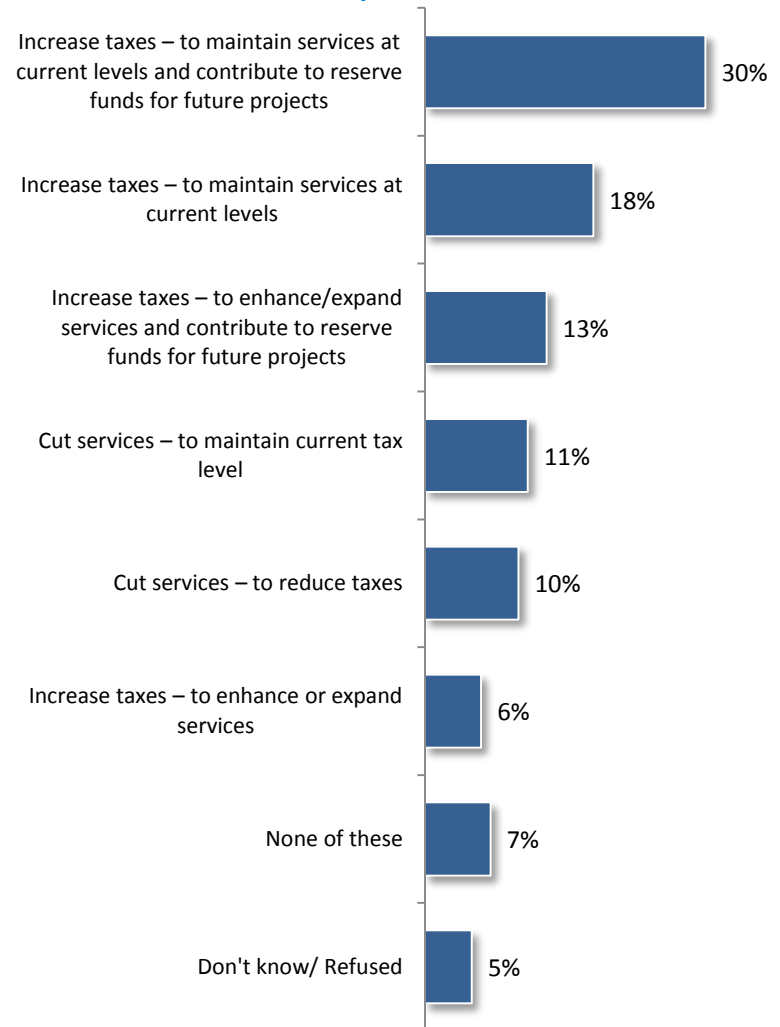


Base: All respondents (n=414)

Community Satisfaction Survey

- Of the six options presented for balancing budgetary requirements and revenue levels, the most preferred option is to increase taxes in order to maintain current service levels as well as contribute to reserve funds for future projects (selected by 30%). The second most commonly selected option also calls for an increase in taxes to maintain current service levels, but without the contributions to reserve funds (18%).
- Expansion or enhancement of service levels seems less popular, with 13% opting to increase taxes to enhance services and contribute to reserve funds, and 6% opting to increase taxes to enhance services without the reserve fund contributions.
- Cutting services, whether to maintain current tax levels (11%) or to reduce taxes (10%) also seems to be less popular among residents as a budgetary strategy.

Q25. Property taxes are the primary way to pay for municipal services... Which of the following options would you most like the District to pursue?

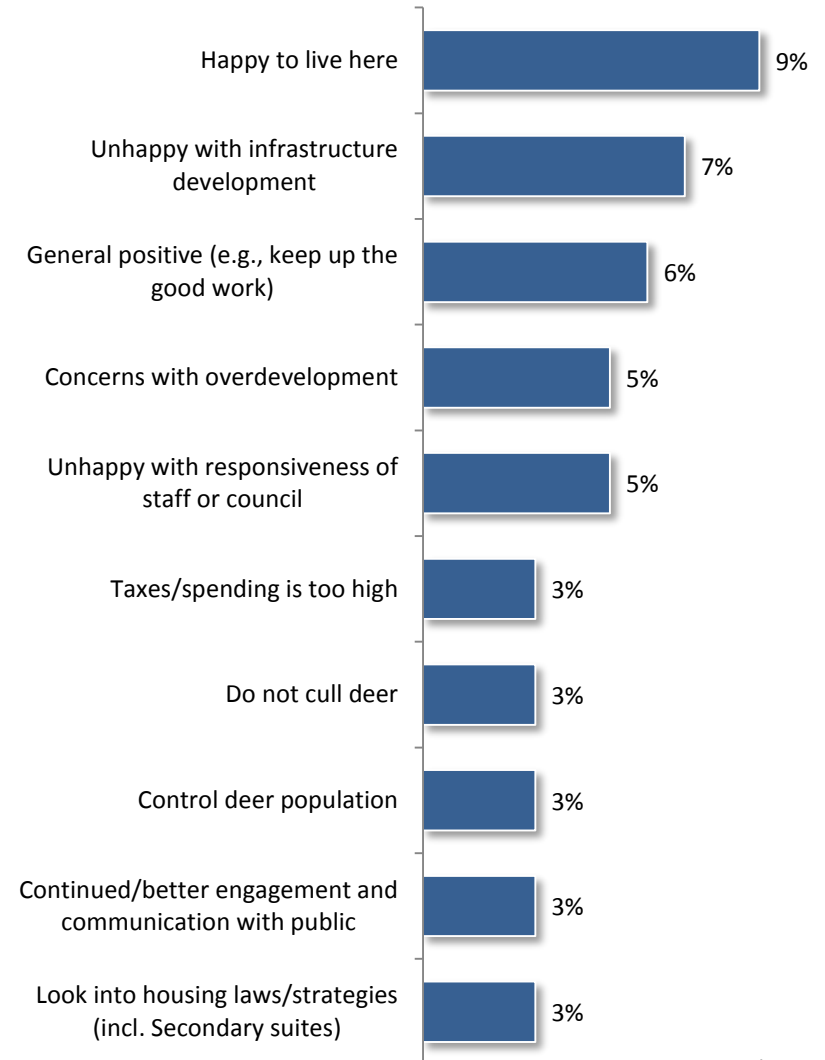


Base: All respondents (n=414)

Community Satisfaction Survey

- Final comments are quite varied; comments range from positive to negative and everywhere in between.
- The most commonly made final comment involves being happy to live in the District of Oak Bay, including comments that the District is a great place to raise a family or retire. Some residents take the opportunity to make generally positive statements about the District.
- Other residents take the opportunity to raise concerns they may have with life in the District of Oak Bay, including concerns with infrastructure development, overdevelopment, responsiveness of staff or council, taxes or municipal spending, and so forth.
- Of interest, the same proportion of residents make statements for and against the control of the deer population.

Q26. Do you have any further comments you'd like to add about the District of Oak Bay?



Base: All respondents (n=414)

Note: Multiple mentions permitted; only those mentioned by >2% shown

Appendix

Demographics

| | Total (n=414) % |
|---------------|-----------------------|
| Age | |
| 18-34 | 2% |
| 35-54 | 17% |
| 55+ | 80% |
| Refused | 1% |
| Gender | |
| Male | 45% |
| Female | 55% |
| Refused | <1% |

| | Total (n=414) % |
|--------------------------------------|-----------------------|
| Number of People in Household | |
| 1 | 20% |
| 2 | 49% |
| 3+ | 30% |
| Refused | <1% |
| Children in Household | |
| Yes | 16% |
| No | 83% |
| Refused | 1% |
| Home Ownership | |
| Own | 91% |
| Rent | 8% |
| Refused | 1% |

| | Total (n=414) % |
|------------------------------------|-----------------------|
| Employment Status | |
| Self-employed | 16% |
| Employed full-time | 17% |
| Employed part-time | 6% |
| Student | 1% |
| Retired | 55% |
| Not currently working | 4% |
| Refused | 1% |
| Occupation | (n=162) |
| Public sector/ Government employee | 15% |
| Professional or managerial role | 40% |
| Teaching or health care role | 21% |
| Technical or trades role | 9% |
| Service, retail, or tourism | 9% |
| Other | 6% |

| | Total (n=414) % |
|---|-----------------------|
| Education | |
| Some high school | 1% |
| Graduated high school | 5% |
| Some college or university | 12% |
| Graduated college or university | 42% |
| Post-graduate | 38% |
| Don't know/ Refused | 3% |
| Years Lived in District of Oak Bay | |
| Less than 10 years | 14% |
| 10 to less than 20 years | 26% |
| 20 to less than 30 years | 24% |
| 30 years and over | 35% |
| Don't know/ Refused | 1% |

Appendix

Telephone Survey

District of Oak Bay
Community Satisfaction Survey
FINAL CATI Questionnaire
September 21, 2016

INTRO

Hello, my name is _____ and I'm calling from NRG Research Group, on behalf of the District of Oak Bay.

Tonight/today we are conducting a survey of Oak Bay residents about their satisfaction with the services provided by the District, as well as thoughts about some issues that may be under consideration by the District.

For this survey, may I please speak to someone in your household who is 18 years of age or older? [PRESCREEN FOR UNDER 35]

[IF NEEDED:] You may have heard about this survey through the newspaper, radio, or social media. It is important that we hear from as many residents of the District as possible on this survey, as the District really values your feedback and input.

[IF NEEDED:] Your household has been randomly dialed to participate in the study and we assure you that all information you provide will be kept completely anonymous and confidential.

[IF NEEDED] As a thank-you for your time and input, we are offering a draw for passes to Oak Bay Recreation. There is one grand prize of a four-month pass, and four secondary prizes of a five-week pass. You can enter your name into the draw at the end of the survey.

[IF NECESSARY, ADD: The survey will take about 15 minutes to complete.]

If asked: This survey has been registered with the Marketing Research and Intelligence Association (MRIA) to allow the public to verify the legitimacy of the research. To verify this survey with the MRIA, please call toll free 1-888-602-6742, extension 8728. The service is provided Monday to Friday from 8:30am to 5:00pm Eastern time. Or you can visit their website at www.surveverification.ca and reference the following survey ID: 20160831-855J.

[REINTRODUCE IF NEEDED] May I begin the interview now? Thank you.

SCREENER SECTION

[ASK S1A IF SOFT REFUSAL ONLY; IF AGREE TO PARTICIPATE SKIP TO S2]

S1a. You can also complete the survey online if that works better for you. Would you be interested in this option? [IF NEEDED: This involves us sending you an email with a survey link in it. This would allow you to complete the survey at your convenience. This option will take about 15 minutes in total, but it does not need to be completed all at once.]

- 1. Yes => GO TO S1b
- 2. No => / Thank and terminate.
- 99. [DNR] Don't know/Refused => / Thank and terminate.

[ASK S1B THROUGH S1D IF AGREE TO ONLINE OPTION]

S1b. Great, thanks. I just have a couple of quick questions to make sure that you're eligible for the study before we collect your email address. Do you reside in the District of Oak Bay? [IF NEEDED: This would encompass the area east of Foul Bay Road, southeast of Cedar Hill Cross Road at Gordon Head Road and as far south as Gonzales Bay.]

[DO NOT READ LIST; INTERVIEWER: PROBE IF RESPONDENT MENTIONS THE NAME OF ANOTHER MUNICIPALITY]

- 1. Yes => CONTINUE TO S1c
- 2. No => / Thank and terminate.
- 99. [DNR] Don't know/Refused => / Thank and terminate.

S1c. And do you or anyone in your household work for the District of Oak Bay (including the Mayor or Council members), in marketing research or in media? [IF NEEDED: such as radio or TV, newspaper, magazine or online news source] [DO NOT READ LIST]

- 1. Yes => / Thank and terminate.
- 2. No => CONTINUE TO S1d
- 99. [DNR] Don't know/Refused => / Thank and terminate.

S1d. In order for you to complete the survey online, I will need your email address to send you a link to the survey. Can you please give me your email address?

Record email address _____; Great, thank you. We will send you an email with the survey link within the next few business days.

[DNR] Don't know/Refused => THANK AND TERMINATE "Thank you, those are all our questions for today."

[CONTINUE FROM S2 IF AGREE TO PARTICIPATE BY PHONE]

S2. First, do you reside in the District of Oak Bay? [DO NOT READ LIST; INTERVIEWER: PROBE IF R MENTIONS THE NAME OF ANOTHER MUNICIPALITY] [IF NEEDED: This would encompass the area east of Foul Bay Road, southeast of Cedar Hill Cross Road at Gordon Head Road and as far south as Gonzales Bay.]

1. Yes => CONTINUE TO S3
2. No => / Thank and terminate.
99. [DNR] Don't know/Refused => / Thank and terminate.

S3. Do you or anyone in your household work for The District of Oak Bay (including the Mayor or Council members), in marketing research or in media? [IF NEEDED: such as radio or TV, newspaper, magazine or an online news source] [DO NOT READ LIST]

1. Yes => / Thank and terminate.
2. No => CONTINUE TO S4
99. [DNR] Don't know/Refused => / Thank and terminate.

S4. Gender [From sound of voice; DO NOT ASK – Watch quotas]

1. Male
2. Female

S5. For classification purposes, can you please tell me your year of birth? [WATCH QUOTAS]

[RECORD YEAR; RANGE 1900 to 1998]

98. [DNR] Don't Know =>GO TO S5a
99. [DNR] Refused =>GO TO S5a

AGECALC. Calculate age based on YOB.

S5a. [ASK ONLY IF AGECALC CANNOT BE CALCULATED] Could you tell me if you are... [READ LIST]

1. 18 to 24
2. 25 to 34
3. 35 to 44
4. 45 to 54
5. 55 to 64
6. 65 to 74
7. Or 75 years or older?
98. [DNR] DON'T KNOW
99. [DNR] REFUSED

3

ISSUES AGENDA AND CURRENT SERVICE LEVELS

Q1a/b. In your view, as a resident of the District of Oak Bay, 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? [RECORD FIRST ISSUE] Are there any other important local issues? [RECORD SECOND ISSUE; DNRL]

[RECORD FIRST AND SECOND VERBATIM SEPARATELY]

96. [DNR] None
98. [DNR] Don't know
99. [DNR] Refused

Q2. How would you rate the overall quality of life in the District of Oak Bay today? [READ LIST]

4. Very good
3. Good
2. Poor
1. Very poor
98. [DNR] Don't know
99. [DNR] Refused

[ASK IF Q2=3 OR 4]

Q3a. Why do you say the overall quality of life in the District of Oak Bay is [good/very good]?

[RECORD VERBATIM]

98. [DNR] Don't know
99. [DNR] Refused

[ASK IF Q2=1 OR 2]

Q3b. Why do you say the overall quality of life in the District of Oak Bay is [poor/very poor]?

[RECORD VERBATIM]

98. [DNR] Don't know
99. [DNR] Refused

Q4. How satisfied are you with the overall level and quality of services provided by the District of Oak Bay?

Would you say... [READ LIST]

4. Very satisfied
3. Somewhat satisfied
2. Not very satisfied
1. Not at all satisfied
98. [DNR] Don't know
99. [DNR] Refused

4

Q5. Please tell me how satisfied you are with each of the following services provided by the District of Oak Bay. If you have no experience with a particular service, simply say "not applicable" and I'll move on to the next item. The first is... [READ RESPONSE OPTIONS FOR FIRST ONE, AND REPEAT AS NEEDED TO CLARIFY]

[ROWS; RANDOMIZE]

- Recreational and cultural facilities
- Police services
- Traffic management
- Fire services
- Road maintenance
- Water and sewer services
- Parks and trails
- Community planning
- Sports and recreation programming

[COLUMNS]

- 4. Very satisfied
- 3. Somewhat satisfied
- 2. Not very satisfied
- 1. Not at all satisfied
- 96. [DNR] Not applicable
- 98. [DNR] Don't know
- 99. [DNR] Refused

Q7. Thinking about all the programs and services you receive from the District of Oak Bay, would you say that overall you get good value or poor value for your tax dollars? [AS NEEDED: Is that very or fairly (good/poor)]? [IF NECESSARY: if you rent your current place of residence and don't pay taxes directly to the District, please keep in mind that these taxes are still reflected in the rent that you pay to your property owner.]

- 4. Very good value
- 3. Fairly good value
- 2. Fairly poor value
- 1. Very poor value
- 98. [DNR] Don't know
- 99. [DNR] Refused

Q8. Changing topics slightly, have you personally contacted or dealt with a District of Oak Bay employee within the past year? [DO NOT READ LIST]

- 1. Yes
- 2. No
- 98. [DNR] Don't know
- 99. [DNR] Refused

[ASK Q9 AND Q10 IF YES IN Q8]

For the next few questions, please think about the last time you contacted or dealt with the District of Oak Bay.

Q9. How did this contact occur? Was it... [READ LIST]

- 1. Telephone
- 2. Mail

5

- 3. In-person
- 4. Email
- 5. Social media (IF NEEDED: Twitter, Facebook, etc)
- 6. City meeting (IF NEEDED: Council meeting, Advisory committee, etc)
- 7. Open house/public consultation
- 95. [DNR] Other [specify]
- 98. [DNR] Don't know
- 99. [DNR] Refused

Q10. How satisfied are you with the [INSERT ITEM]? Would you say [READ LIST]? And how satisfied are you with [INSERT ITEM]? [REPEAT SCALE IF NECESSARY]

[ROWS; RANDOMIZE BUT ANCHOR OVERALL SERVICE AT TOP]

- Overall service you received
- Staff's knowledge
- Staff's helpfulness
- Staff's ability to resolve your issue
- Staff's courteousness
- Speed and timeliness of service
- Ease of reaching staff

[COLUMNS]

- 4. Very satisfied
- 3. Somewhat satisfied
- 2. Not very satisfied
- 1. Not at all satisfied
- 98. [DNR] Don't know
- 99. [DNR] Refused

Q11. In your opinion, do you currently receive too much, too little, or just the right amount of information from the District of Oak Bay? [DO NOT READ LIST]

- 1. Too much
- 2. Just the right amount
- 3. Too little
- 98. [DNR] Don't know
- 99. [DNR] Refused

6

Q12. Thinking about your information needs, what kinds of information do you want the District of Oak Bay to provide you with? [RANDOMIZE LIST; READ OPTIONS 1-7; SELECT ALL THAT APPLY]

1. Financial/ Budget
2. Taxes
3. Parks and recreation programs and events
4. Council meetings
5. Building projects/ New developments
6. Upcoming events
7. District planning
95. [DNR] Other (Specify) _____
98. [DNR] Don't know
99. [DNR] Refused

Q13. If you were looking for information on the District of Oak Bay, what sources would you use to find this information? [DO NOT READ LIST EXCEPT TO CLARIFY; SELECT ALL THAT APPLY]

1. Call the District of Oak Bay directly/speak with staff
2. The District of Oak Bay's Website
3. Search the Internet/Google
4. Social media
5. The local newspaper
6. Local radio stations
7. Word of mouth/ family and friends
95. Other (Specify) _____
98. [DNR] Don't know
99. [DNR] Refused

Q14. Of the following options, how would you most prefer to be contacted by the District of Oak Bay in the future? [READ LIST]

1. Telephone
2. Email
3. Mail
4. Social media (e.g., Facebook/Twitter)
95. [DNR] Other (Specify) _____
98. [DNR] Don't know
99. [DNR] Refused

Q15. How satisfied are you with your opportunities to engage with the District of Oak Bay on matters regarding land use, community and strategic planning? Would you say you are... [READ LIST]

4. Very satisfied
3. Somewhat satisfied
2. Not very satisfied
1. Not at all satisfied
98. [DNR] Don't know
99. [DNR] Refused

7

PLANNING FOR THE FUTURE

Now, let's turn to potential future directions and priorities for the District of Oak Bay.

Q17. Please rate your agreement with each of the following statements about the District of Oak Bay. The first is [INSERT ITEM]. Would you say you... [READ SCALE]

The next statement is [INSERT NEXT ITEM]. [IF NEEDED, REPEAT SCALE]

[ROWS - RANDOMIZE]

- The District of Oak Bay should have a dog park
- Bike paths and bike lanes should be a priority for the District of Oak Bay
- Traffic congestion is a problem within Oak Bay
- It is difficult to find parking in my residential neighbourhood
- It is difficult to find parking in commercial areas in Oak Bay
- The District of Oak Bay should provide more pedestrian paths
- The District of Oak Bay should develop more parks and trails
- More staff resources and funds should be dedicated to preserving heritage homes in Oak Bay
- The District of Oak Bay should spend more time and resources to reduce the number of boats posing a risk to the environment and/or navigation off Oak Bay shores

[COLUMNS]

4. Strongly agree
3. Somewhat agree
2. Somewhat disagree
1. Strongly disagree
98. [DNR] Don't know
99. [DNR] Refused

[ASK IF Q17A=3 OR 4]

Q18. In order to build a dog park in Oak Bay, the District would likely need to buy property. Would you support a modest property tax increase of approximately ten or twenty dollars a year to fund the building of a dog park in Oak Bay?

1. Yes
2. No
98. [DNR] Don't know
99. [DNR] Refused

8

Q20. Do you feel there is an overpopulation of deer in the District of Oak Bay?

1. Yes
2. No
98. [DNR] Don't know
99. [DNR] Refused

[ASK Q21-Q22 IF Q20=1, OTHERWISE SKIP TO Q23]

Q21. Would you support an increase in property taxes to fund efforts to reduce the deer population in the District of Oak Bay? Would you say...

1. Strongly oppose
2. Somewhat oppose
3. Somewhat support
4. Strongly support
98. [DNR] Don't know
99. [DNR] Refused

Q22. Do you support or oppose a deer cull in the District of Oak Bay, assuming this was the **only** option available to the District in order to reduce the deer population? Is that strongly or somewhat? [IF NEEDED: "cull" means to humanely kill]

1. Strongly oppose
2. Somewhat oppose
3. Somewhat support
4. Strongly support
98. [DNR] Don't know
99. [DNR] Refused

9

Q23. In general, which of the following funding approaches would you prefer the District of Oak Bay use to fund future large projects? Would you rather they borrow funds, put aside funds in a savings account until sufficient funds are available to undertake the project, or raise taxes to meet the immediate demand?

1. Borrow funds
2. Put aside funds each year
3. Raise taxes to meet immediate demand
4. [DO NOT READ] Combination
95. [DO NOT READ] Other (specify)
98. [DNR] Don't know
99. [DNR] Refused

Q25. Property taxes are the primary way to pay for municipal services. Due to the increased cost of maintaining current service levels and infrastructure, the District must balance taxation and service delivery levels. To deal with this situation, which one of the following options would you most like the District to pursue? [READ LIST]

1. Increase taxes - to enhance or expand services
2. Increase taxes - to maintain services at current levels
3. Increase taxes – to enhance or expand services as well as contribute to reserve funds for future projects
4. Increase taxes – to maintain services at current levels as well as contribute to reserve funds for future projects
5. Cut services - to maintain current tax levels
6. Cut services - to reduce taxes
96. [DNR] None of these
98. [DNR] Don't know
99. [DNR] Refused

Q26. And finally, do you have any further comments you'd like to add about the District of Oak Bay? Please feel free to share any thoughts you may have on current services offered, as well as the future of the District.

- [RECORD VERBATIM]
98. [DNR] Don't know
 99. [DNR] Refused

10

DEMOGRAPHICS

We have just a few more questions to go for statistical purposes only. Thank you so much for your responses so far.

D1. How many people, including yourself, live in your household?

[RECORD NUMBER] [RANGE 1-19]

98. [DNR] Don't know

99. [DNR] Refused

D2. Do you own or rent your current place of residence?

1. Own

2. Rent

99. [DNR] Refused

D3. Can you please provide me with your postal code? (IF NECESSARY, ADD: I assure you that this information will remain completely confidential. We only use it for classification purposes.)

(INTERVIEWER NOTE: Try to get the full 6-digit postal code. If necessary, we will accept only the first 3 digits.)

[RECORD POSTAL CODE]

98. [DNR] Don't know

99. [DNR] Refused

D4. How many years have you lived in the District of Oak Bay? [READ LIST]

[RECORD NUMBER OF YEARS] [RANGE 0-199]

998. [DNR] Don't know

999. [DNR] Refused

D5. Do you have any children under the age of 18 living in your household?

1. Yes

2. No

99. [DNR] Refused

D6. Which of the following best describes your employment status? [READ LIST]

1. Self employed

2. Employed full-time

3. Employed part-time

4. Student

5. Retired

6. Not currently working [IF NEEDED: includes unemployed, homemaker, and on leave]

95. [DNR] Other – specify _____

99. [DNR] Refused

[ASK IF D6=1 thru 3]

D7. Which of the following best describes your occupation? [READ LIST]

1. Public sector/ Government employee

2. Professional or managerial role

3. Teaching or health care role

4. Technical or trades role

5. Service, retail, or tourism role

95. [DNR] Other – specify _____

99. [DNR] Refused

D8. What is the highest level of education that you have achieved? [INTERVIEWER NOTE: College/University also includes trades or vocational post-secondary training]

1. Some high school

2. Graduated high school

3. Some college or university

4. Graduated college or university

5. Post-graduate

98. [DNR] Don't know

99. [DNR] Refused

Contest Entry

We would like to offer you a draw entry for our contest to win a pass to Oak Bay Recreation. The grand prize is a four-month pass, and there are four secondary prizes of a five-week pass as well. Would you like to enter into the draw?

[IF YES:] May I please confirm your name (first name or initial is fine), as well as the best phone number and email address to contact you on if you're chosen as a draw winner? [OK TO LEAVE ANY FIELD BLANK IF REQUESTED]

[IF NO:] No problem, entering the draw is entirely optional.

Those are all the questions I have for you today. Thanks again for taking the time to participate in this survey and have a great day/evening.

Appendix

Online Survey

District of Oak Bay
Community Satisfaction Survey
DRAFT CAWI Questionnaire
September 16, 2016

INVITE EMAIL:

To: <NAME COLLECTED BY PHONE>

From: NRG Research Group on behalf of the District of Oak Bay

Subject: District of Oak Bay Community Survey

Dear <INSERT NAME>:

We recently contacted you regarding a study that we are conducting regarding the District of Oak Bay, and you indicated that you would prefer to complete the study online. You may also have heard about this survey advertised in the local media, social media, or on the District's website. It is important that we hear from as many residents as possible on this survey, as the District really values your feedback and input.

NRG Research Group is conducting this study on behalf of the District of Oak Bay. This is strictly a research study, and no sales call will follow. All comments are held in the strictest of confidence and results are only reported in aggregate, so no individual participant can be identified.

As a thank-you for your time and input, we are offering a draw for passes to Oak Bay Recreation. There is one grand prize of a four-month pass, and four secondary prizes of a five-week pass. You can enter your name into the draw at the end of the survey.

Completing this survey online will take about 12-15 minutes in total, but it does not need to be completed all at once. Please keep the survey link in your email so that you may go back and complete the survey if you do not have time to finish it right now. <INSERT SURVEY LINK>

If you have questions about the study, please feel free to contact the project manager for this study at NRG Research Group. Her name is Kim Scott, Research Consultant, and she can be reached at 604-676-5641 (toll free 1-877-530-6184 ext. 5641) or kscott@nrresearchgroup.com.

Alternately, to verify the legitimacy of this project, you may contact the MRIA (Marketing Research and Intelligence Association) at 1-888-602-6742, ext. 8728 or visit their survey verification website at www.surveverification.ca or www.verificationsondage.ca (French) using the MRIA Project Registration Number: **20160831-8551**.

Thanks from NRG Research Group and the District of Oak Bay!

INTRODUCTION

[PINID VERSION]

Thank you for accepting our invitation to complete this survey about your satisfaction with the services provided by the District of Oak Bay, as well as thoughts about some issues that may be under consideration by the District.

Completing this survey online will take about 12-15 minutes in total, but it does not need to be completed all at once. Please keep the survey link in your email so that you may go back and complete the survey if you do not have time to finish it right now.

<INSERT BOILERPLATE COMPLETION INSTRUCTIONS>

Thanks again from NRG Research Group and the District of Oak Bay!

[OPEN LINK VERSION]

Thank you for your interest in completing this survey about your satisfaction with the services provided by the District of Oak Bay, as well as thoughts about some issues that may be under consideration by the District.

Completing this survey online will take about 12-15 minutes in total. If you wish to stop and return to the survey at a later time, please keep the survey open in your web browser.

<INSERT BOILERPLATE COMPLETION INSTRUCTIONS>

Thanks again from NRG Research Group and the District of Oak Bay!



SCREENER SECTION

[ASK IF OPEN LINK; HARDCODE TO S1B RESPONSE IF PINID]

S2. Do you currently reside in the District of Oak Bay?

Please select one response.

1. Yes => CONTINUE TO S3
2. No => [THANK AND TERMINATE: "Thanks for your interest in this survey. Unfortunately, this survey is for residents of the District of Oak Bay only."]
99. Don't know/Prefer not to answer => [THANK AND TERMINATE]

[ASK IF OPEN LINK; HARDCODE TO S1C RESPONSE IF PINID]

S3. Do you or anyone in your household work for The District of Oak Bay (including the Mayor or Council members), in marketing research or for media such as radio or TV, newspaper, magazine or an online news source?

Please select one response.

1. Yes => [THANK AND TERMINATE: "Thanks for your interest in this survey. Unfortunately, employees of the District of Oak Bay and members of their households are not eligible to participate. Households of marketing research or media professionals are also not eligible to participate."]
2. No => CONTINUE TO Q1
99. Don't know/Prefer not to answer => [THANK AND TERMINATE]

3

ISSUES AGENDA AND CURRENT SERVICE LEVELS

Q1. In your view, as a resident of the District of Oak Bay, 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? Please provide as much detail as possible.

[VERBATIM BOX]

98. Don't know
99. Prefer not to answer

[SHOW ON SAME SCREEN]

Q1b. Are there any other important local issues?

Please provide as much detail as possible.

[VERBATIM BOX]

96. None
98. Don't know
99. Prefer not to answer

Q2. How would you rate the overall quality of life in the District of Oak Bay today?

Please select one response.

4. Very good
3. Good
2. Poor
1. Very poor
98. Don't know
99. Prefer not to answer

[ASK IF Q2=3 OR 4]

Q3a. Why do you say the overall quality of life in the District of Oak Bay is [good/very good]?

Please provide as much detail as possible.

[RECORD VERBATIM]

98. Don't know
99. Prefer not to answer

[ASK IF Q2=1 OR 2]

Q3b. Why do you say the overall quality of life in the District of Oak Bay is [poor/very poor]?

Please provide as much detail as possible.

[RECORD VERBATIM]

98. Don't know
99. Prefer not to answer

Q4. How satisfied are you with the overall level and quality of services provided by the District of Oak Bay?

Please select one response.

4. Very satisfied
3. Somewhat satisfied
2. Not very satisfied
1. Not at all satisfied
98. Don't know
99. Prefer not to answer

4

Q5. How satisfied you are with each of the following services provided by the District of Oak Bay?
Please select one response for each row.

[ROWS; RANDOMIZE]

- Recreational and cultural facilities
- Police services
- Traffic management
- Fire services
- Road maintenance
- Water and sewer services
- Parks and trails
- Community planning
- Sports and recreation programming

[COLUMNS]

- 4. Very satisfied
- 3. Somewhat satisfied
- 2. Not very satisfied
- 1. Not at all satisfied
- 96. Not applicable
- 98. Don't know
- 99. Prefer not to answer

Q7. Thinking about all the programs and services you receive from the District of Oak Bay, how would you rate the overall value for your tax dollars? (Note: If you rent your current place of residence and don't pay taxes directly to the District, please keep in mind that these taxes are still reflected in the rent that you pay to your property owner.)

Please select one response.

- 4. Very good value
- 3. Fairly good value
- 2. Fairly poor value
- 1. Very poor value
- 98. Don't know
- 99. Prefer not to answer

Q8. Changing topics slightly, have you personally contacted or dealt with a District of Oak Bay employee within the past year?

Please select one response.

- 1. Yes
- 2. No
- 98. Don't know
- 99. Prefer not to answer

5

[ASK Q9 AND Q10 IF YES IN Q8]

For the next few questions, please think about the last time you contacted or dealt with the District of Oak Bay or one of its employees.

Q9. How did this contact occur?

Please select one response.

- 1. Telephone
- 2. Mail
- 3. In-person
- 4. Email
- 5. Social media (e.g., Twitter, Facebook, etc.)
- 6. City meeting (e.g., Council meeting, Advisory committee, etc.)
- 7. Open house/public consultation
- 95. Other (please specify)
- 98. Don't know
- 99. Prefer not to answer

Q10. On a scale from 1 to 4, where 4 is "very satisfied" and 1 is "not at all satisfied," how satisfied are you with each of the following elements of that interaction.

Please select one response for each row.

[ROWS; RANDOMIZE BUT ANCHOR OVERALL SERVICE AT TOP]

- Overall service you received
- Staff's knowledge
- Staff's helpfulness
- Staff's ability to resolve your issue
- Staff's courteousness
- Speed and timeliness of service
- Ease of reaching staff

[COLUMNS]

- 4. Very satisfied
- 3. Somewhat satisfied
- 2. Not very satisfied
- 1. Not at all satisfied
- 98. Don't know
- 99. Prefer not to answer

Q11. In your opinion, do you currently receive too much, too little, or just the right amount of information from the District of Oak Bay?

Please select one response.

- 1. Too much
- 2. Just the right amount
- 3. Too little
- 98. Don't know
- 99. Prefer not to answer

6

Q12. Thinking about your information needs, what kinds of information do you want the District of Oak Bay to provide you with?

Please select all that apply.

1. Financial/ Budget
2. Taxes
3. Parks and recreation programs and events
4. Council meetings
5. Building projects/ New developments
6. Upcoming events
7. District planning
95. Other (please specify)
98. Don't know
99. Prefer not to answer

Q13. If you were looking for information on the District of Oak Bay, what sources would you use to find this information?

Please select all that apply.

1. Call the District of Oak Bay directly/ Speak with staff
2. The District of Oak Bay's Website
3. Search the Internet/ Google
4. Social media
5. The local newspaper
6. Local radio stations
7. Word of mouth/ family and friends
95. Other (please specify)
98. Don't know
99. Prefer not to answer

Q14. Of the following options, how would you most prefer to be contacted by the District of Oak Bay in the future?

Please select one response.

1. Telephone
2. Email
3. Mail
4. Social media (e.g., Facebook/Twitter)
95. Other (please specify)
98. Don't know
99. Prefer not to answer

Q15. How satisfied are you with your opportunities to engage with the District of Oak Bay on matters regarding land use, community and strategic planning?

Please select one response.

4. Very satisfied
3. Somewhat satisfied
2. Not very satisfied
1. Not at all satisfied
98. Don't know
99. Prefer not to answer

7

PLANNING FOR THE FUTURE

Now, let's turn to potential future directions and priorities for the District of Oak Bay.

Q17. Using a scale of 1 to 4 where 1 is "Strongly Disagree" and 4 is "Strongly Agree," please rate your agreement with each of the following statements.

Please select one response for each row.

[ROWS; RANDOMIZE]

- The District of Oak Bay should have a dog park
- Bike paths and bike lanes should be a priority for the District of Oak Bay
- Traffic congestion is a problem within Oak Bay
- It is difficult to find parking in my residential neighbourhood
- It is difficult to find parking in commercial areas in Oak Bay
- The District of Oak Bay should provide more pedestrian paths
- The District of Oak Bay should develop more parks and trails
- More staff resources and funds should be dedicated to preserving heritage homes in Oak Bay
- The District of Oak Bay should spend more time and resources to reduce the number of boats posing a risk to the environment and/or navigation off Oak Bay shores

[COLUMNS]

4. Strongly agree
3. Somewhat agree
2. Somewhat disagree
1. Strongly disagree
98. Don't know
99. Prefer not to answer

[ASK IF Q17A=3 OR 4]

Q18. In order to build a dog park in Oak Bay, the District would likely need to buy property. Would you support a modest property tax increase of approximately ten or twenty dollars a year to fund the building of a dog park in Oak Bay?

Please select one response.

1. Yes
2. No
98. Don't know
99. Prefer not to answer

[ASK IF ANY ITEM OTHER THAN Q17A IN Q17=1 OR 2; IF MORE THAN ONE DISAGREED, SELECT ONE AT RANDOM]

Q19. You said you do not agree with the statement [INSERT ITEM]. Can you please tell me why?

Please provide as much detail as possible.

[RECORD VERBATIM]

98. Don't know
99. Prefer not to answer

8

Q20. Do you feel there is an overpopulation of deer in the District of Oak Bay?

Please select one response.

1. Yes
2. No
98. Don't know
99. Prefer not to answer

[ASK Q21 and Q22 IF Q20=1; OTHERWISE SKIP TO Q23]

Q21. On a scale of 1 to 4 where 1 is "Strongly oppose" and 4 is "Strongly support," would you support an increase in property taxes to fund efforts to reduce the deer population in the District of Oak Bay?

Please select one response.

1. Strongly oppose
2. Somewhat oppose
3. Somewhat support
4. Strongly support
98. Don't know
99. Prefer not to answer

Q22. Again, on a scale of 1 to 4 where 1 is "Strongly oppose" and 4 is "Strongly support," do you support a deer cull in the District of Oak Bay, assuming this was the **only** option available to the District in order to reduce the deer population? (Note: the word "cull" refers to a humane killing.)

Please select one response.

1. Strongly oppose
2. Somewhat oppose
3. Somewhat support
4. Strongly support
98. Don't know
99. Prefer not to answer

Q23. In general, which of the following funding approaches would you prefer the District of Oak Bay use to fund future large projects? Would you rather they borrow funds, put aside funds in a savings account until sufficient funds are available to undertake the project, or raise taxes to meet the immediate demand?

Please select one response.

1. Borrow funds
2. Put aside funds each year
3. Raise taxes to meet immediate demand
4. Combination
95. Other (please specify)
98. Don't know
99. Prefer not to answer

9

Q25. Municipal property taxes are the primary way to pay for services provided by the District of Oak Bay. Due to the increased cost of maintaining current service levels and infrastructure, the District must balance taxation and service delivery levels. To deal with this situation, which one of the following six options would you most like the District to pursue?

Please select one response.

1. Increase taxes - to enhance or expand services
2. Increase taxes - to maintain services at current levels
3. Increase taxes - to enhance/expand services and contribute to reserve funds for future projects
4. Increase taxes - to maintain services at current levels and contribute to reserve funds for future projects
5. Cut services - to maintain current tax level
6. Cut services - to reduce taxes
96. None of these
98. Don't know
99. Prefer not to answer

Q26. And finally, do you have any further comments you'd like to add about the District of Oak Bay? Please feel free to share any thoughts you may have on current services offered, as well as the future of the District.

Please provide as much detail as possible.

[RECORD VERBATIM]

98. Don't know
99. Prefer not to answer

DEMOGRAPHICS

We have just a few more questions to go for statistical purposes only. Thank you so much for your responses so far.

S4. Please indicate your gender.

Please select one response.

1. Male
2. Female
99. Prefer not to answer

S5. What is your year of birth?

Please enter the four-digit year in the box below.

[RECORD YEAR; RANGE 1900 to 1998]

98. Don't know =>GO TO S5a
99. Prefer not to answer =>GO TO S5a

AGECALC. Calculate age based on YOB.

10

55a. [ASK ONLY IF AGE CALC CANNOT BE CALCULATED] Which of the following age groups do you fall into?
Please select one response.

1. 18 to 24
2. 25 to 34
3. 35 to 44
4. 45 to 54
5. 55 to 64
6. 65 to 74
7. Or 75 years or older?
98. Don't know
99. Prefer not to answer

D1. How many people, including yourself, live in your household?
Please enter the number of household members in the box below.

- [RECORD NUMBER] [RANGE 1-19]
98. Don't know
 99. Prefer not to answer

D2. Do you own or rent your current place of residence?
Please select one response.

1. Own
2. Rent
99. Prefer not to answer

D3. Please enter your postal code. Please be assured that we will only use your postal code for classification purposes.

Please enter your six-digit postal code without spaces in the box below.
[RECORD POSTAL CODE]

98. Don't know
99. Prefer not to answer

D4. How many years have you lived in the District of Oak Bay?
Please enter the number of years in the box below.

- [RECORD NUMBER OF YEARS] [RANGE 0-99]
98. Don't know
 99. Prefer not to answer

D5. Do you have any children under the age of 18 living in your household?
Please select one response.

1. Yes
2. No
99. Prefer not to answer

D6. Which of the following best describes your employment status?
Please select one response.

1. Selfemployed
2. Employed full-time
3. Employed part-time
4. Student
5. Retired
6. Not currently working (Note: this includes people who are unemployed, homemakers, on leave, etc.)
95. Other (please specify)
99. Prefer not to answer

[ASK IF D6=1 thru 3]

D7. Which of the following best describes your occupation?
Please select one response.

1. Public sector/ Government employee
2. Professional or managerial role
3. Teaching or health care role
4. Technical or trades role
5. Service, retail, or tourism role
95. Other – specify _____
99. Prefer not to answer

D8. What is the highest level of education that you have achieved? (Note: College/University also includes trades or vocational post-secondary training.)

Please select one response.

1. Some high school
2. Graduated high school
3. Some college or university
4. Graduated college or university
5. Post-graduate
98. Don't know
99. Prefer not to answer

Contest Entry

We would like to offer you a draw entry for our contest to win a pass to Oak Bay Recreation. The grand prize is a four-month pass, and there are four secondary prizes of a five-week pass as well. If you would like to enter the draw, please provide your contact information below. All fields are optional, and will only be used to contact you if you are chosen as the winner.

If you do not wish to enter the draw, simply click "No thanks" to move forward.

First name:

Last name:

Daytime phone number:

Email address:

[INCLUDE CHECKBOX FOR "No thanks" TO ALLOW RESPONDENT TO SKIP DRAW ENTRY]

Those are all of our questions. Thanks again for taking the time to participate in this survey.