



Community Satisfaction Survey Report

November 4, 2016

Prepared by:
NRG Research Group

Liddie Sorensen-Lawrence, Senior Vice President
P: 604-676-5649
E: ls@nrgresearchgroup.com

Kim Scott, Research Consultant
P: 604-676-5641
E: kscott@nrgresearchgroup.com



Suite 1380-1100 Melville Street
Vancouver, BC V6E 4A6

Table of Contents

Executive Summary	3
Background and Objectives	7
Methodology	9
Results	12
Top-of-Mind Key Issues	12
Evaluation of Services	15
Looking Ahead	21
Communications and Community Engagement	24
Final Comments	32
Demographics	34
Appendix 1 - Telephone Survey	41
Appendix 2 - Online Survey	49

Executive Summary

Cowichan Valley Regional District (CVRD) retained NRG Research Group to conduct the 2016 Community Satisfaction Survey. The survey instrument was developed by NRG in coordination with the CVRD's working committee and was fielded between September 19, 2016 and October 11, 2016. In total, 600 CVRD residents completed the survey over the phone with an additional 12 opting to complete the survey online after being contacted via telephone. Participants in the telephone survey were required to live in the CVRD and be 18 years of age or older to participate. Quotas were set on the telephone survey to ensure NRG spoke to a representative sample of residents by area within the CVRD as well as age and gender. To correct for any differences between the survey respondents and the population, the data is weighted to reflect the population distribution according to the most recent census data. Based on the total population and sample size, the maximum margin of error for the total sample is $\pm 3.9\%$, 19 times out of 20. The key findings of the study are highlighted below:

Results: Top-of-Mind Key Issues

- ***CVRD residents feel their overall quality of life in their local area is high.*** In fact, 95% of residents rate the overall quality of life as either 'good' or 'very good.' This includes more than one-half (53%) of residents who rate their quality of life as 'very good.'
- ***Although residents feel they have a high quality of life, there are still issues facing the regional district.*** The number one issue mentioned by residents is drinking water, with one-in-ten (11%) naming drinking water as the most important issue currently facing the CVRD. Rounding out the top five issues are traffic and roads, taxation and municipal government spending, education and schools, and affordability.

Results: Evaluation of Services

- ***Residents are satisfied with their curb-side collection services.*** Of those residents who receive curb-side recycling collection, nine-in-ten (91%) say they are satisfied with the service. Eight-in-ten (78%) of the residents who receive curb-side garbage collection similarly say they are satisfied.
- ***CVRD residents are generally satisfied with most individual services offered.*** Eight-in-ten residents (79%) are satisfied with parks and trails, and 65% are satisfied with recycling and garbage drop-off depots. Arts and culture (58% satisfied) and emergency planning and response (53%) are other strong points for the CVRD. Four-in-ten residents are satisfied with environmental initiatives in the CVRD.

Results: Evaluation of Services (continued)

- **There are areas for improvement regarding CVRD services provision in particular around Public Transit.** In fact, 26% were not satisfied with Public Transit in the region (rating it as a 1 or 2 on a scale of 1 to 5 where 1 is 'not satisfied at all' and 5 is 'very satisfied'). One-in-five are also not satisfied with, land use planning and development (22%), bylaw enforcement (21%), and economic development (20%). There also is a lower awareness or exposure to these services which may be partly responsible for lower satisfaction in these service areas.
- **The Island Savings Centre is well-used, while patronage of other facilities is lower.** Overall, more than six-in-ten (63%) have used at least one of the CVRD recreation facilities within the past six months, including 52% of all residents who have used the Island Savings Centre. Residents are less likely to use the Kerry Park Recreation Centre (18%), Cowichan Lake Recreation (18%), or Shawnigan Lake Community Centre (10%) are lower overall. That said, usage tends to be higher among residents who live nearer to each of these facilities.
- **Among recreation facility users, usage is reasonably frequent and satisfaction is quite strong.** More than three-in-ten (32%) use the facility weekly or more often, and another two-in-ten (20%) visit at least monthly but not weekly. Among users, eight-in-ten (83%) are satisfied with their experience.

Results: Looking Ahead

- **Residents are very supportive of the CVRD developing strategies regarding water security planning.** In fact, more than nine-in-ten (93%) support developing strategies for water security planning, including eight-in-ten (82%) who say they 'strongly support' such a strategy. This makes sense in light of drinking water being the number one issue named by residents as facing the CVRD today.
- **Support is also very strong for the CVRD developing strategies for other key future initiatives.** Nine-in-ten residents (90%) would support the development of strategies on affordable housing, while at least eight-in-ten residents would support strategy development regarding climate adaption strategies (85%), alternative energy (85%), and pedestrian and cycling infrastructure (82%).
- **Self-funding is the most preferred financing option for large capital projects in the future.** In fact, 70% of residents prefer that the CVRD set aside funds each year, while another 9% would like to see a combination of saving and borrowing.

Results: Communications and Community Engagement

- ***There is ample opportunity for improving residents' current perceptions of communication from the CVRD.*** Residents are generally unlikely to give positive ratings of '4' or '5-Excellent' to current communications, on a scale from 1 to 5 where 1 is 'Very poor' and 5 is 'Excellent.' The highest positive rating is garnered by 'informing residents of important information and decisions' (27%), followed by 'consulting the public about topics and decisions' (18%) and 'responding to feedback' (16%).
- ***Communications about specific services or topics also show strong opportunity for improvement.*** Communications regarding household services, the highest-rated topic, are rated well by 37%. This includes communication regarding water and sewer services as well as recycling and garbage services. Slightly fewer rate the CVRD's communication regarding regional services such as transit or arts and culture positively (35%). Positive ratings are lower for environmental and climate-related issues (27%) as well as administration and finance (including budget, taxation, and public processes) at 17%.
- ***Despite low ratings regarding communications, residents still tend to be quite engaged with the CVRD.*** Two-thirds (67%) of residents have engaged with the CVRD through any method within the past year, including 41% who have participated in surveys and 30% who have spoken with someone at the CVRD by phone. Rounding out the top five current engagement methods are attending community or town hall meetings (25%), contacting an elected representative (22%), and communicating with the CVRD by email (21%).
- ***When it comes to seeking further information or updates from the CVRD, residents generally prefer communication to be direct and online.*** If they were to seek out information, the majority of residents would go directly to the CVRD website (67%) and 34% would turn to a Google search. Meanwhile, residents would broadly prefer that the CVRD send important updates directly to them, whether by email (35%) or letter mail (21%). That said, older residents generally expect to find information on the CVRD in the local newspaper.
- ***The CVRD's website is seen as fairly easy to navigate by the majority of recent users.*** In all, four-in-ten residents (41%) have recently visited the CVRD website; among these, 53% give a rating of '4' or '5-Very easy' on a scale from 1 to 5 where 1 is 'Very difficult' and 5 is 'Very easy.' Only 4% of website users say they were unable to find the information they were looking for.

Background and Objectives

Background

The CVRD is one of 27 regional districts in British Columbia. It is comprised of nine electoral areas and four municipalities in the southern part of Vancouver Island. The CVRD has a population of over 80,000 residents.

The Regional District provides services to both the electoral areas and the municipalities in the region. These services include garbage/recycling management, emergency planning, economic development, regional parks, recreation, land use planning, bylaw enforcement, fire protection, and water and sewer systems. Some of these services are available to all residents of the region, while others are offered only to non-municipal residents. It was identified that gathering feedback on the delivery of services was important.

As such, NRG Research Group was commissioned by the Cowichan Valley Regional District (CVRD) to conduct a Community Satisfaction Survey among local residents in September and October, 2016.

Objectives

The intent of this survey is to provide the CVRD 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 Cowichan Valley Regional District;
- ✓ Gauge satisfaction with overall quality of life, overall level and quality of services provided by the CVRD, and specific services offered by the CVRD;
- ✓ Understand use of, and satisfaction with, recreation facilities;
- ✓ Identify satisfaction and preferences of residents regarding communication with the CVRD;
- ✓ Measure levels of support or opposition to potential future directions for the Regional District; and,
- ✓ Gauge responses to potential approaches to funding future large projects, as well as strategies for balancing funding and service levels.

Methodology



Approach

NRG Research Group conducted the Community Satisfaction Survey via telephone 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.

NRG and the CVRD also offered an open link to the survey in parallel with the telephone survey. If any 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 CVRD website, advertised in local media, and shared on social media. Results to the open link survey will be presented under separate cover.

The telephone and online questionnaires, shown in the Appendices, were developed by NRG Research Group in consultation with the Cowichan Valley Regional District.

Data Collection

To obtain a random sample of the population, NRG Research Group conducted a telephone survey within the CVRD using random digit dialing of landline and cellular telephone numbers. A total of 600 households from the Cowichan Valley Regional District were surveyed by telephone between September 19 and October 11, 2016. An additional 12 households responded to the survey online via an email invitation after first being contacted by telephone during this same time period.

Potential participants were deemed ineligible for the study if they did not reside in the CVRD. As well, any household with a household member working for the CVRD was not eligible to participate. Quotas were set by distribution across the region, including quotas for the four municipalities within the regional district. In addition, quotas were set by age and gender according to proportions from the most recent census results available.

The telephone results were combined with the results for those who were contacted by telephone but opted to completed the online survey via email invitation, for a total of 612 surveys. Based on the total population and sample size, the maximum margin of error for the total sample is $\pm 3.9\%$, 19 times out of 20.

Analysis and Interpretation

This report contains results for the randomly contacted surveys; that is, telephone and online-invite surveys. Results for the open link online survey will be presented under separate cover.

The results in this report were weighted by age, gender, and region to represent the population of the CVRD.

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.

Most questions are reported as overall scores. 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, education, region, work location, home ownership, number of years lived in the CVRD, and income. Statistically significant differences in responses between these subgroups are discussed as appropriate in the body of this report.

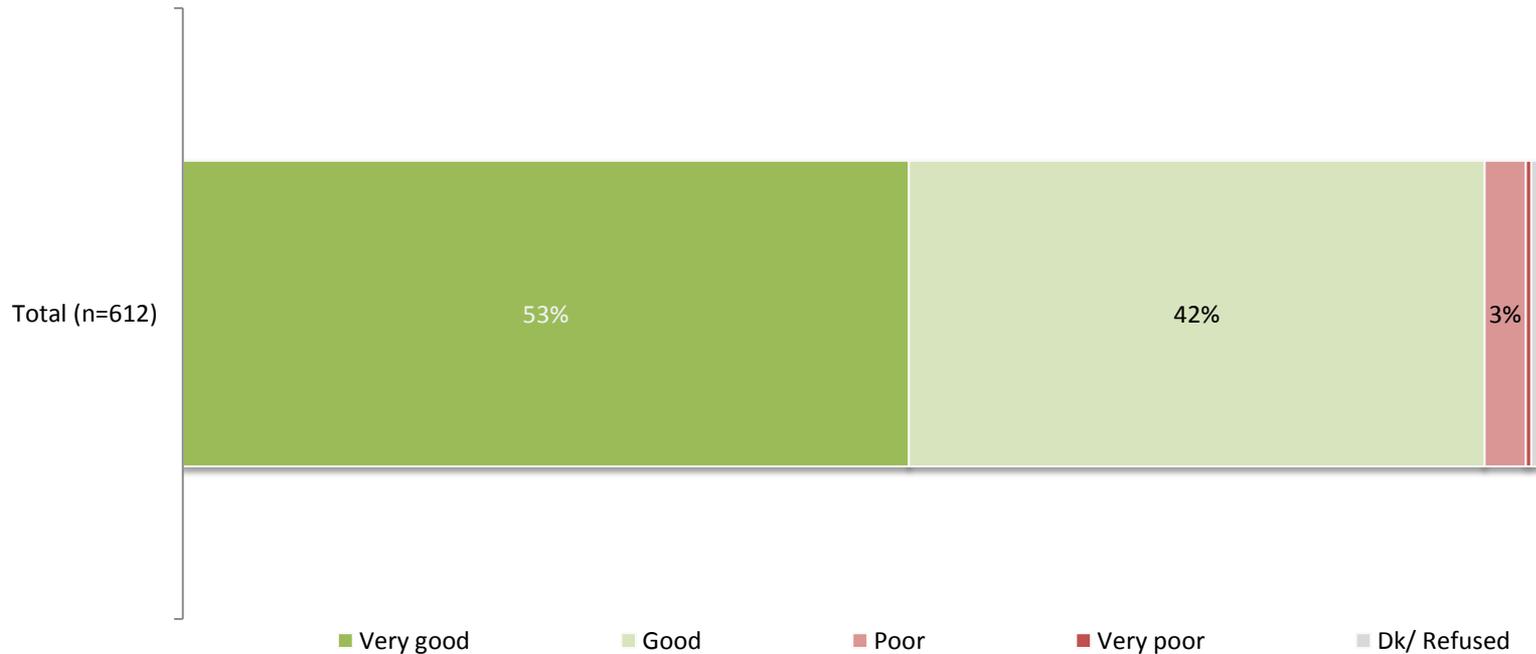
Results

Top of Mind Key Issues

Top of Mind Key Issues – Quality of Life

- Residents of the Cowichan Valley Regional District nearly universally (95%) rate the overall quality of life in their local area as good or very good. More than one-half (53%) rate the overall quality of life as very good while just over four-in-ten (42%) rate the overall quality of life as good.
- There are few differences in perception of overall quality of life by most demographic categories (including region, age group, gender, or education).
- That said, those living in single detached houses (97%) are particularly likely to rate the overall quality of life as good or very good compared with those living in other housing types (89%).

Q1. How would you rate the overall quality of life in your local area today?



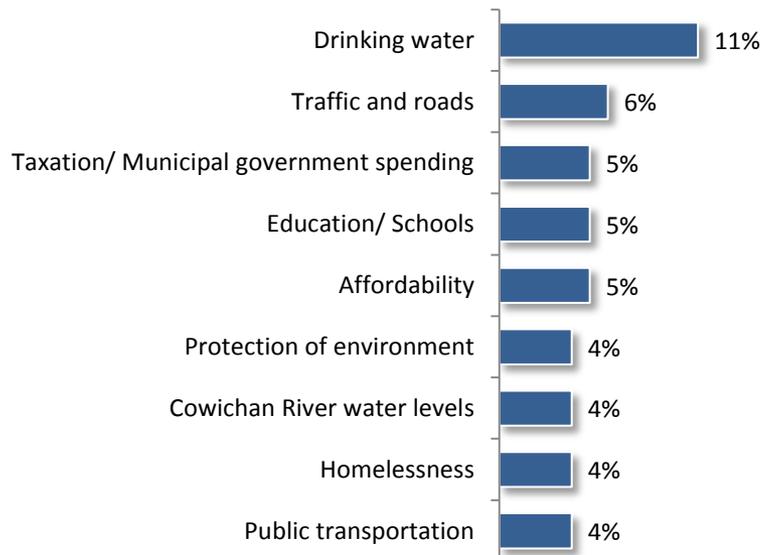
Base: All respondents, n=612.

Top of Mind Key Issues – Single Issue Facing CVRD

- When asked to name the single most important issue facing the CVRD, the largest proportion of residents (11%) mention drinking water as a cause for concern.
- Other important issues named as the single most important include more traffic and roads, taxation and municipal government spending, education and schools, and affordability.
- Of note, older residents aged 55 and older (15%) or 35-54 (13%) are more likely than those under the age of 35 (2%) to name drinking water as the most important issue facing the CVRD.
- Men (8%) are more likely than women (3%) to mention concerns with taxation or municipal spending.
- Residents who have lived in the CVRD for 6-10 years are notably more likely to mention education and schools (11%) than those who have lived in the CVRD for shorter or longer periods of time.
- Homeowners are more likely than renters to mention taxation and spending (6% versus 1%) while renters are more likely to mention affordability than homeowners (10% versus 3%).
- Residents of the West part of the CVRD (19%) are much more likely than those in other parts of the regional district to mention Cowichan River water levels as a major issue.

Q2. In your opinion, what is the single most important issue facing the Cowichan Valley; that is, the one issue you feel should receive the greatest attention from your local leaders?

(Multiple Response)



Base: All respondents, n=612.

Note: Only those mentioned by >3% shown.

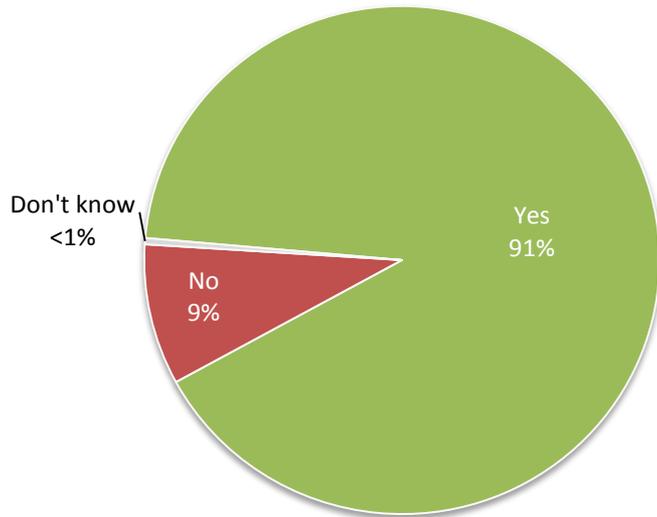
Results

Evaluation of Services

Evaluation of Services – Curb-Side Recycling

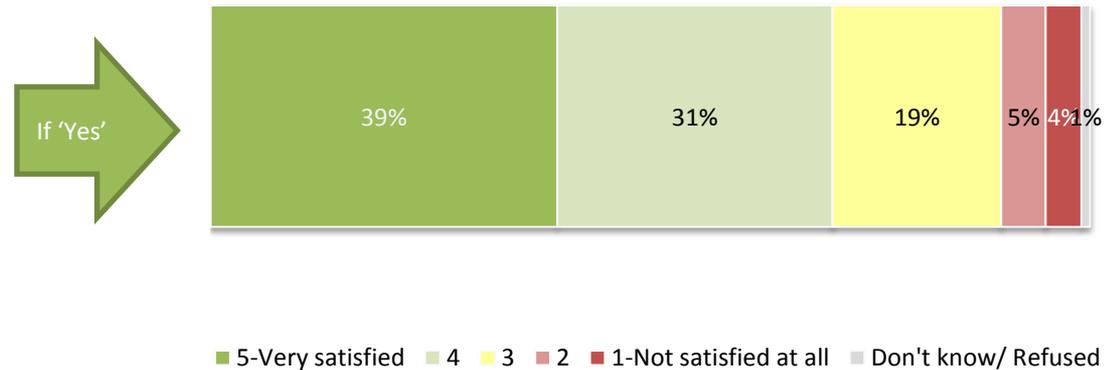
- Nine-in-ten non-municipal residents (91%) receive curb-side recycling collection services from the CVRD.
- Those living in the South (97%) or West (96%) are more likely than those in the North (74%) to receive curb-side recycling collection services.
- Seven-in-ten (69%) of those who receive curb-side recycling collection from the CVRD say that they are satisfied with the service, while only one-in-ten (9%) are dissatisfied.

Q3a. Does your household receive curb-side recycling collection services from the Cowichan Valley Regional District?



Base: Non-municipal respondents (n=254)

Q4a. How satisfied are you with the curb-side recycling collection?

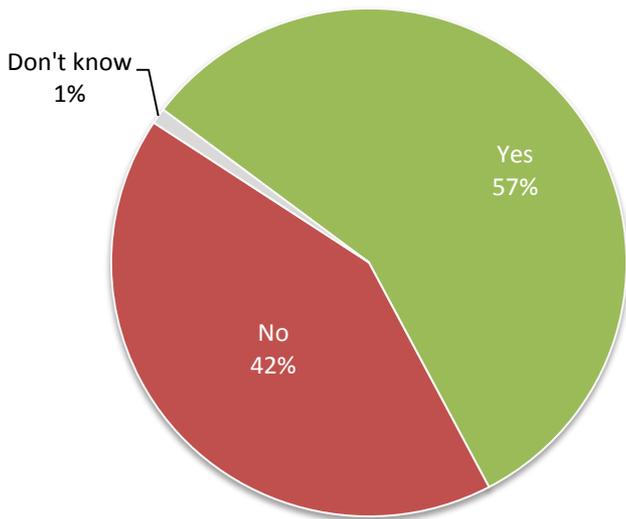


Base: Non-municipal respondents who receive curb-side recycling, n=232.

Evaluation of Services – Curb-Side Garbage

- Just under six-in-ten non-municipal residents (57%) receive curb-side garbage collection services from the CVRD.
- Those living in the South of the regional district (35%) are notably less likely than those in other parts of the district to receive curb-side garbage collection services from the CVRD, while those in the West area of the CVRD (92%) are the most likely to receive these services.
- Renters (80%) are more likely than homeowners (51%) to indicate that their household receives curb-side garbage collection services from the CVRD; those in housing other than single detached houses (75%) are also more likely than those in single detached houses (54%) to receive these services.
- Eight-in-ten (78%) of those who receive curb-side garbage collection from the CVRD are satisfied with the service, while only 5% are dissatisfied.
- Albeit on a small sample size, those who have lived in the CVRD for 21-30 years (100%) tend to be the most satisfied with their curb-side garbage collection, while longer-term residents of 31 or more years (63%) tend to be the least satisfied.

Q3b. Does your household receive curb-side garbage collection services from the Cowichan Valley Regional District?



Base: Non-municipal respondents, n=254.

Q4b. How satisfied are you with the curb-side garbage collection?



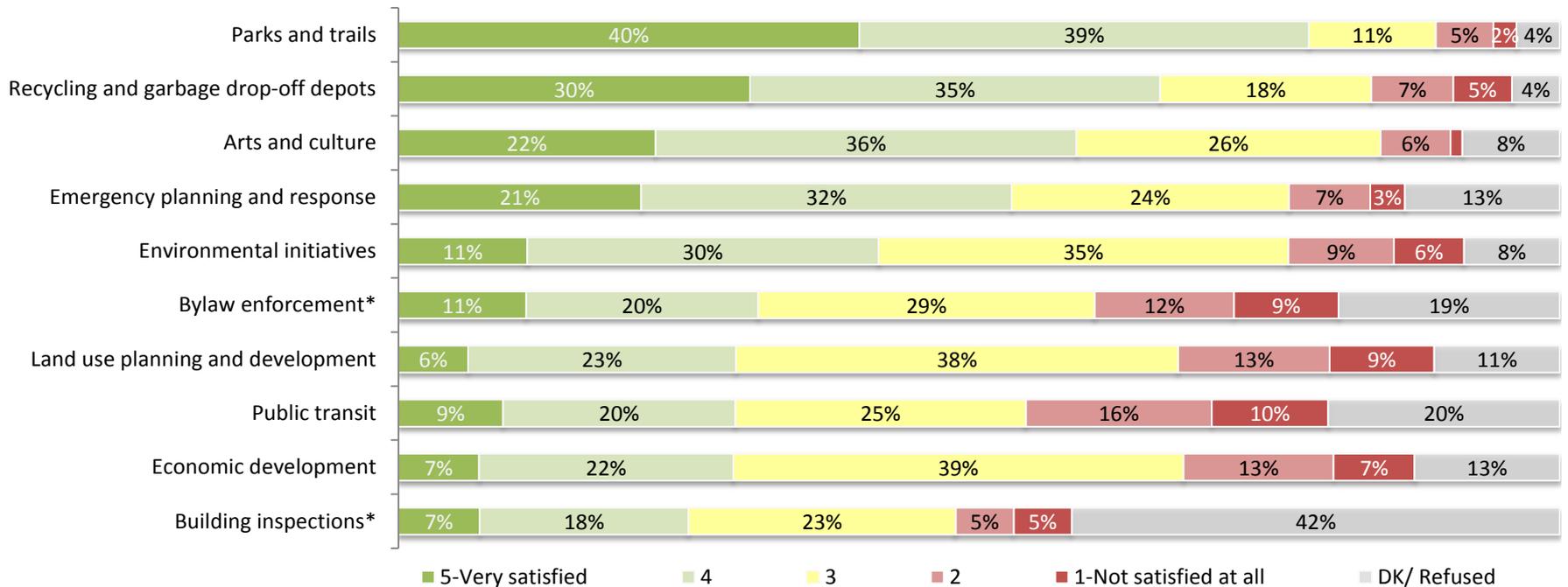
■ 5-Very satisfied ■ 4 ■ 3 ■ 2 ■ 1-Not satisfied at all ■ DK/ Refused

Base: Non-municipal respondents who receive curb-side recycling, n=143.

Evaluation of Services – General Services

- Generally speaking, residents are satisfied with many of the individual services offered by the CVRD (that is, providing a rating of ‘4’ or ‘5-Very satisfied’ on a scale from 1 to 5 where 1 is ‘Not satisfied at all’ and 5 is ‘Very satisfied’).
- The service with the highest satisfaction is parks and trails (79% satisfaction), followed by recycling and garbage drop-off depots (65%).
- More than one-half each are satisfied with arts and culture within the CVRD (58%) and emergency planning and response (53%). Four-in-ten (41%) are satisfied with environmental initiatives in the regional district.
- Three-in-ten each are satisfied with bylaw enforcement (31%), land use planning and development (29%), public transit (29%), and economic development (29%).
- One-quarter (25%) are satisfied with building inspections in the CVRD. Notably, though, four-in-ten (42%) are unable to rate their satisfaction with building inspections.

Q5. How satisfied are you with each of the following services within the Cowichan Valley Regional District?



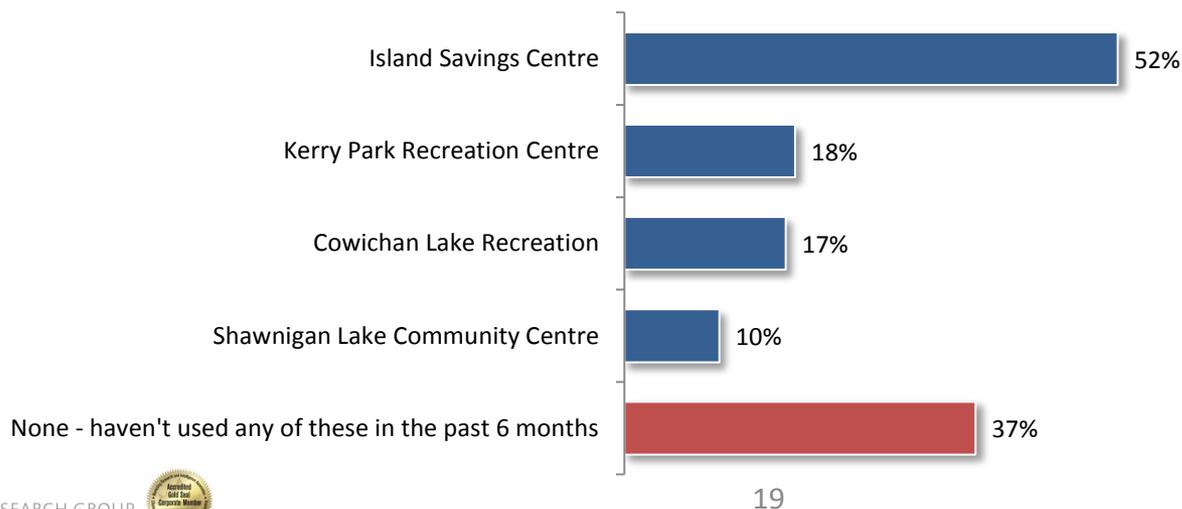
Base: All respondents, n=612.

*Base: Non-municipal respondents, n=254.

Evaluation of Services – Usage of Recreation Facilities

- One-half (52%) of residents have used the Island Savings Centre at least once in the past six months.
- Nearly two-in-ten each have used the Kerry Park Recreation Centre (18%) and Cowichan Lake Recreation (17%), while one-in-ten (10%) have used the Shawnigan Lake Community Centre.
- That said, 37% of residents have not used any of these recreation facilities in the past six months.
- Not surprisingly, use of these facilities tends to be tied to region of residence. Those living in the Central or East are more likely than those in other areas to use the Island Savings Centre (61%); those in the South are more likely than others to use the Kerry Park Recreation Centre (45%) and Shawnigan Lake Community Centre (34%); those in the West are more likely than others to use Cowichan Lake Recreation (46%).
- Women (60%) are more likely than men (44%) to use the Island Savings Centre, while men (43%) are more likely than women (33%) to say they do not use these facilities.
- Those aged 18-34 (64%) are more likely than their older counterparts to use the Island Savings Centre. Meanwhile, those aged 55 and older are more likely than younger residents to say they do not use any CVRD facilities (43%).
- Residents who work within the CVRD are more likely than their counterparts to use the Island Savings Centre (66%) as well as Cowichan Lake Recreation (22%).
- Long-term residents who have lived in the CVRD for 31 or more years (45%) as well as those who moved to the CVRD within the past five years (45%) are more likely than other residents to say 'None'.

Q6. Which of the following, if any, recreation facilities offered by the Cowichan Valley Regional District have you used in the past six months? (Multiple Response)

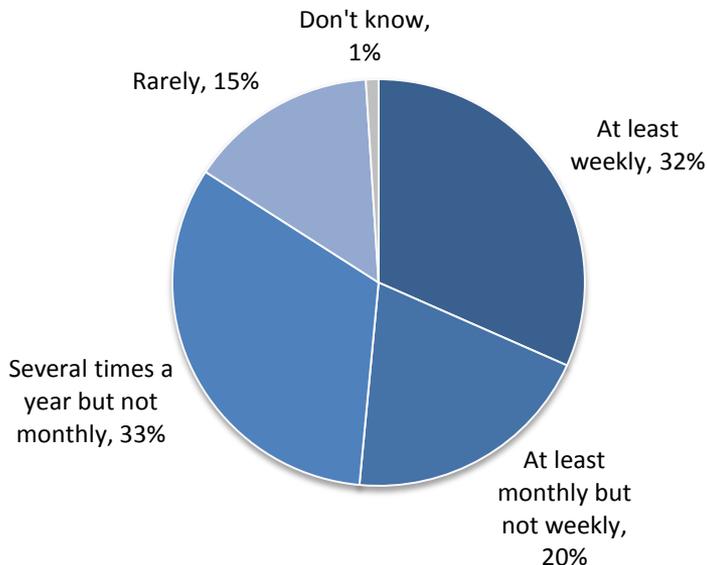


Base: All respondents, n=612.

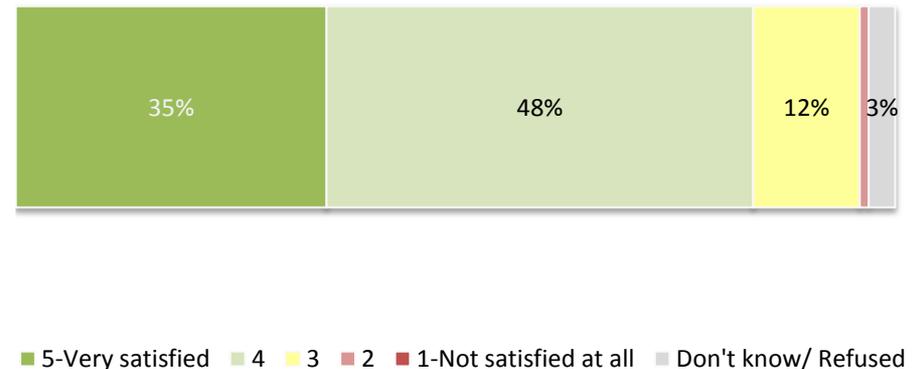
Evaluation of Services – Satisfaction with Recreation Facilities

- Among those who have used any CVRD recreation facility in the past six months, one-third (32%) use these recreation facilities at least weekly. The same proportion of facility users say they visit these facilities several times a year but not monthly.
- Two-in-ten (20%) use the facilities at least monthly but not weekly, and 15% say they rarely use the CVRD recreation facilities.
- Of note, older residents aged 55 and older (22%) are more likely than their younger counterparts to describe their usage as rare, while those under 35 are more likely than older users to say they visit several times a year but not monthly (50%).
- More than eight-in-ten (83%) of those who have used any of the CVRD recreation facilities in the past six months are satisfied with the facilities, while only 2% are dissatisfied.
- Those living in the North (91%) or Central/ East (86%) are notably more likely than those in the West (61%) to give a rating of 4 or 5 out of 5.
- Residents of municipalities are also more likely to be satisfied than those outside of municipalities (88% versus 76%).

Q7. How often do you use CVRD recreation facilities?



Q8. How would you rate your overall satisfaction with the CVRD recreation facilities you have used in the past six months?



Base: Those who have used a recreation facility in the past 6 months, n=370.

Results

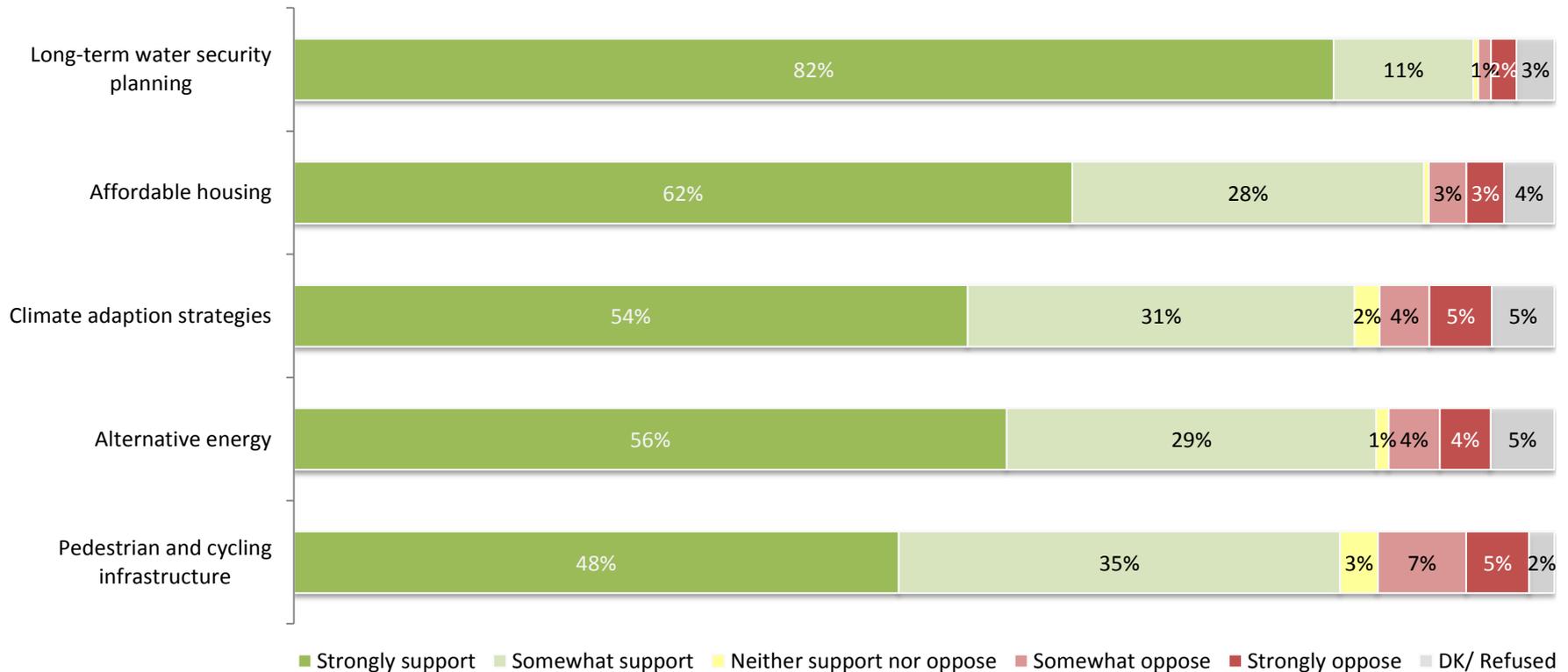
Looking Ahead



Looking Ahead – Potential Strategies

- Generally speaking, residents are supportive of the CVRD developing strategies for key future initiatives.
- More than nine-in-ten residents (93%) support the CVRD developing strategies for long-term water security planning, including more than eight-in-ten (82%) who strongly support the development of such strategies.
- Nine-in-ten (90%) support the development of strategies for affordable housing. This includes six-in-ten (62%) who strongly support such strategies being developed.
- Eighty-five percent each support the development of strategies for climate adaption strategies and alternative energy, and 82% support developing strategies for pedestrian and cycling infrastructure.

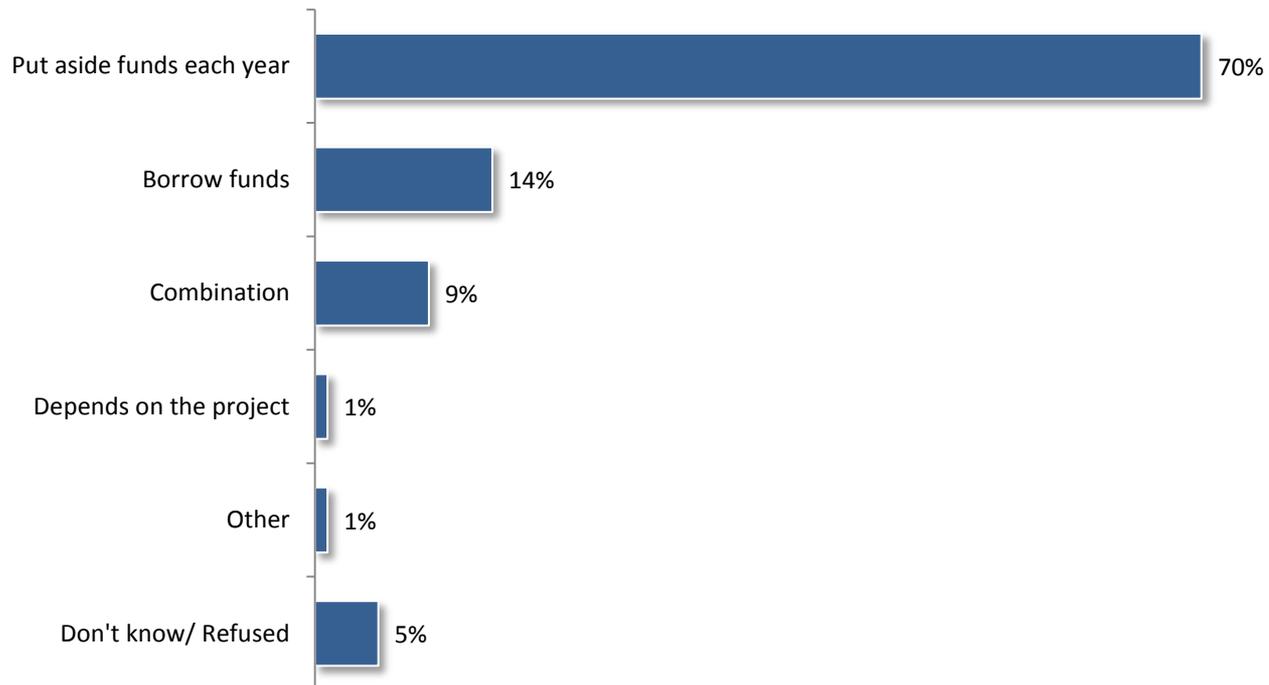
Q9. Do you support or oppose the CVRD developing strategies for each of the following?



Looking Ahead - Funding Approaches

- Seven-in-ten residents (70%) would prefer that the CVRD put aside funds each year in order to fund future large projects.
- Fourteen percent would generally prefer that the CVRD borrow funds to finance future large projects, while one-in-ten (9%) would prefer a combination of saving and borrowing.
- Residents with a post-secondary education (20%) are more likely to advocate for borrowing than those with some post-secondary education (9%) or a high-school education or less (10%).
- Similarly, those with incomes under \$40,000 per year (5%) are less likely to prefer borrowing than those with incomes between \$60,000 and \$100,000 (17%) or \$100,000+ (20%).

Q10. In general, which of the following funding approaches would you prefer the CVRD use to fund future large projects?



Base: All respondents, n=612.

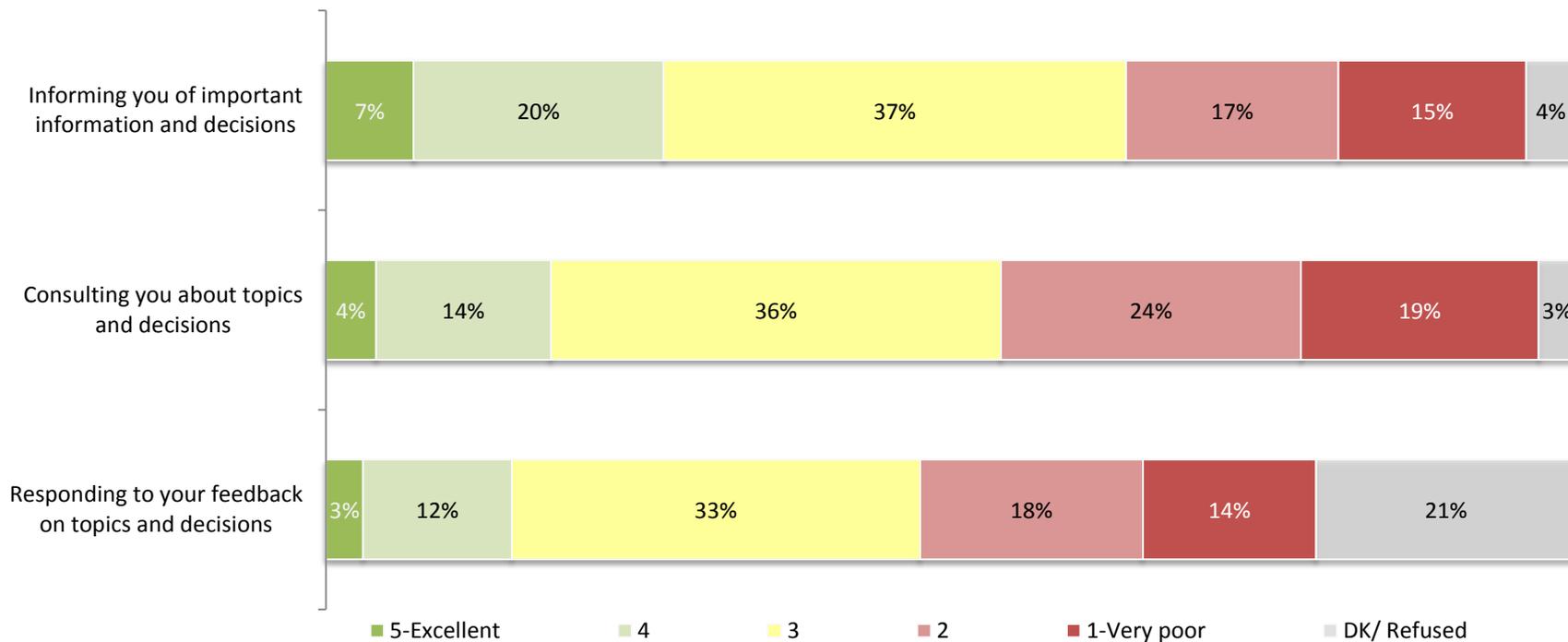
Results

Communications and Community Engagement

Communications and Community Engagement - General

- In general, residents are more likely to be dissatisfied than satisfied with the current level of communication from the CVRD.
- When it comes to informing residents of important information and decisions, just over one-quarter (27%) give positive ratings of '4' or '5-Excellent' on a scale from 1 to 5 where 1 is 'Very poor' and 5 is 'Excellent', while one-third (32%) give negative ratings of '1-Very poor' or '2'.
- Two-in-ten (18%) give positive ratings of consulting the public about topics and decisions, while 43% give negative ratings.
- Sixteen percent of residents give positive ratings regarding the CVRD responding to feedback, while 31% give negative ratings. That said, two-in-ten (21%) are unable to provide a rating of the CVRD responding to feedback.

Q11. Please rate the CVRD on each of the following relating to the District...

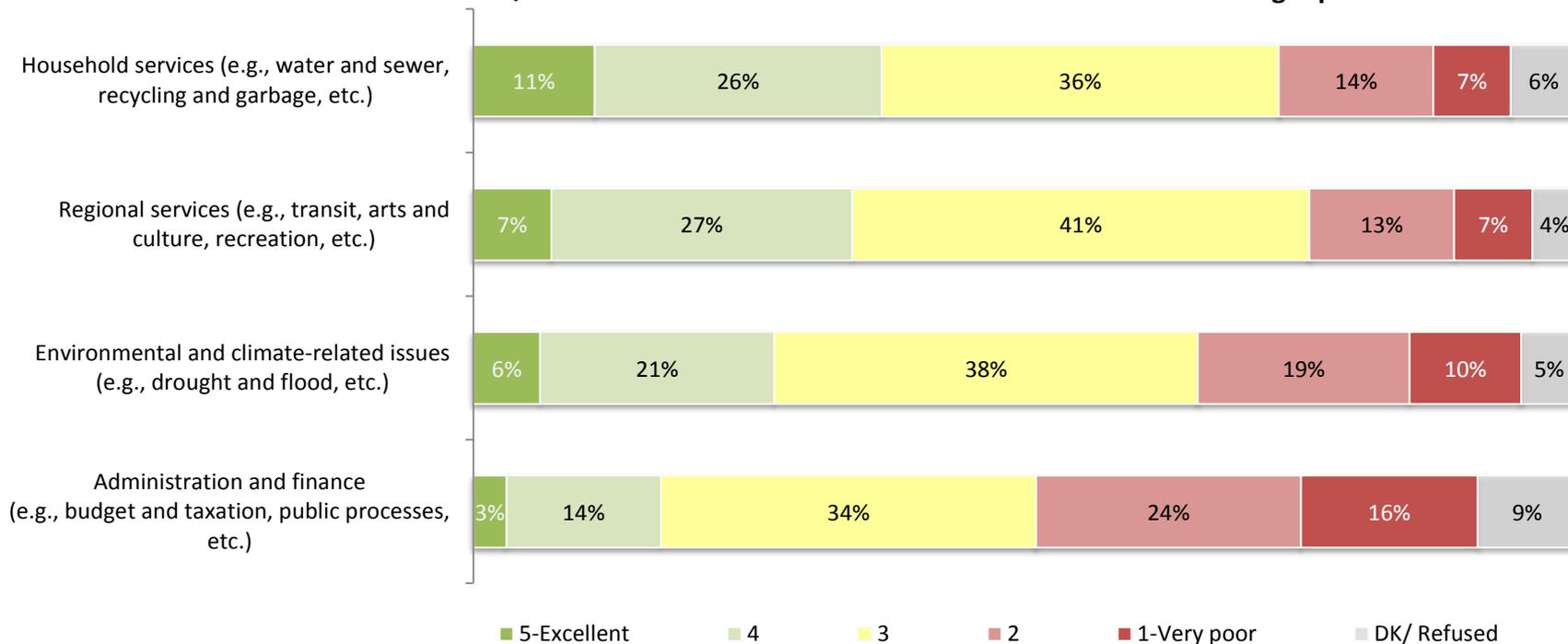


Base: All respondents, n=612.

Communications and Community Engagement – By Topic

- Residents tend to give varied ratings on the CVRD’s communication about four broad topics.
- Regarding household services, 37% of residents give positive ratings of the CVRD’s communication, while two-in-ten (21%) give negative ratings.
- More than one-third (35%) of residents rate the CVRD’s communication regarding regional services positively, while two-in-ten (20%) give negative ratings of the CVRD’s communication on this topic.
- When it comes to environmental and climate-related issues, nearly the same proportion give positive ratings (27%) as negative ratings (29%) of the CVRD’s communication.
- Residents tend to be least satisfied with the CVRD’s communication about administration and finance, with 17% giving positive ratings and four-in-ten (40%) giving negative ratings.

Q12. Please rate the CVRD’s communication about the following topics.



Base: All respondents, n=612.

Communications and Community Engagement – Resident Participation

- Residents are fairly engaged with the CVRD, with two-thirds of residents (67%) using at least one of the channels noted to engage with the CVRD within the past year.
- Four-in-ten residents (41%) have participated in previous telephone or online surveys, while three-in-ten (30%) have had a phone call with the CVRD within the past year.
- One-quarter of residents (25%) say they have attended community or town hall meetings; two-in-ten each have contacted their elected representative (22%) or communicated with the CVRD via email (21%).
- Fewer residents have watched a Board or committee meeting online (8%) or attended meetings of the Board, committee or commission in person (6%).
- Those living in municipalities are less likely than those outside of municipalities to say they have not engaged with the CVRD through any of these channels in the past year (40% versus 22%).
- Those aged 18-34 are less likely than their older counterparts to have participated in surveys (28%), contacted their elected representative (9%), or emailing with the CVRD (9%).
- Homeowners are generally more likely to engage with the CVRD than are renters; 47% of renters have engaged through any of these means, compared with 72% of homeowners.

Q13. Have you participated in any of the following ways to engage with the CVRD in the past year?

(Multiple Response)

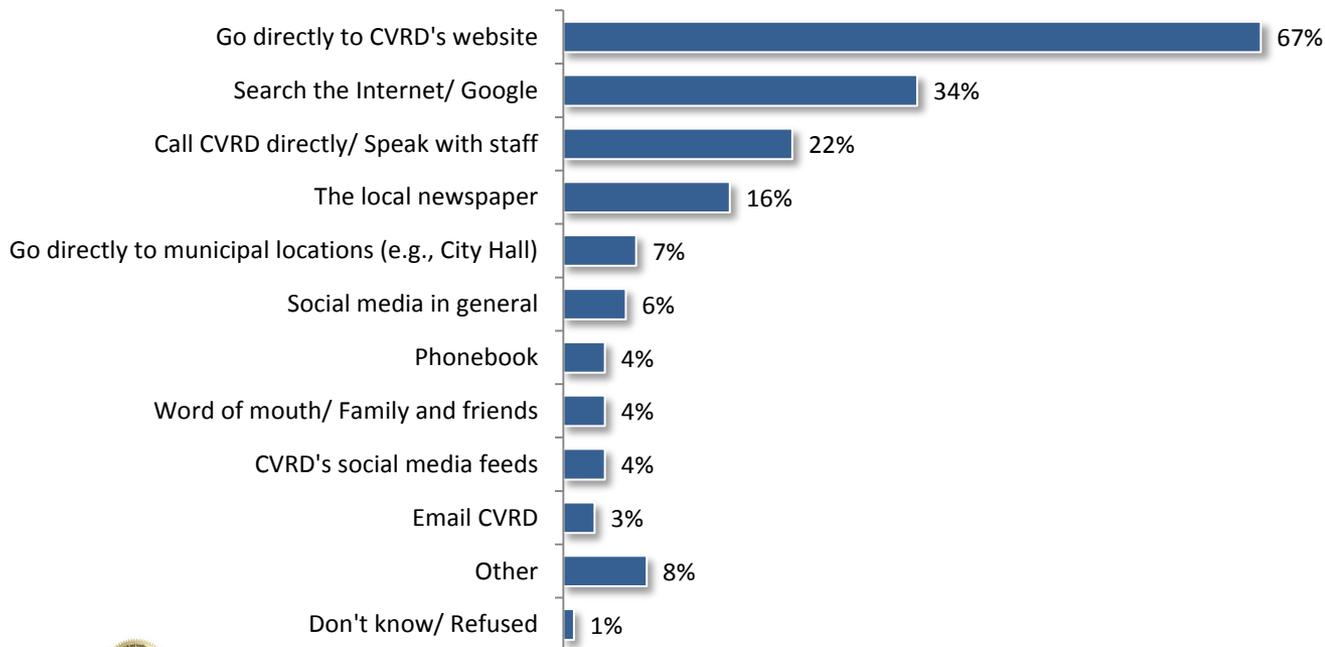


Base: All respondents, n=612.



- Residents are more likely to search online for information on the CVRD than through any other source. Two-thirds (67%) of residents would go directly to the CVRD’s website for information, and one-third (34%) would undertake a general internet search.
- Just over two-in-ten (22%) would call the CVRD directly to speak with staff. The local newspaper would be a preferred source of information for 16% of residents.
- Other sources of information, such as visiting municipal locations, social media, the phonebook, and word of mouth, are mentioned by notably fewer residents.
- Not surprisingly, those aged 18-34 are generally more likely than those aged 55 and older to use online sources of information, including the CVRD website (78% versus 55%) and general internet searches (47% versus 27%). On the other hand, residents 55 and older are more likely to call the CVRD directly (28%) or refer to the local newspaper (21%) than their younger counterparts.
- Retired residents are also more likely to use the newspaper as a source of information (23%) than their counterparts.

Q14. If you were looking for information on the Cowichan Valley Regional District, what sources would you use to find this information? (Multiple Response)

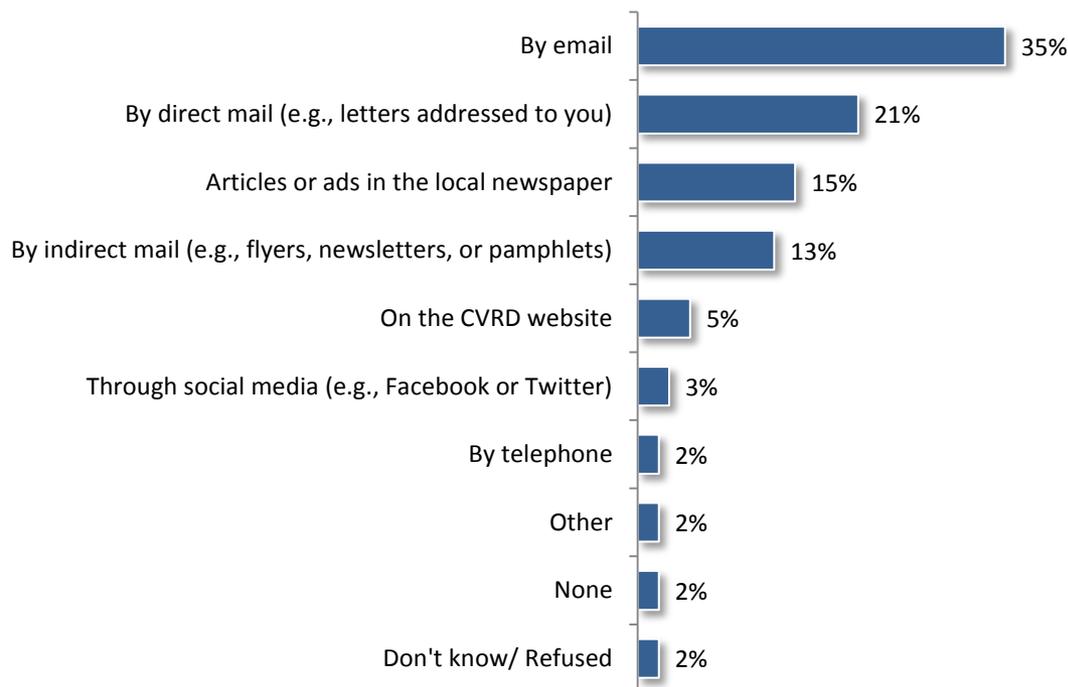


Base: All respondents, n=612.

Communications and Community Engagement – Receiving Information

- More than one-third (35%) of residents would prefer to receive information about ongoing issues or opportunities to participate by email.
- Direct mail is the preference of two-in-ten residents (21%). Fifteen percent would prefer to receive this information through articles or ads in the local newspaper, while 13% would opt for indirect mail such as flyers or newsletters.
- Other sources of information, such as the CVRD website, social media, and telephone are less frequently chosen.
- Not surprisingly, those 55 and older are less likely than their younger counterparts to say they'd prefer to receive information by email (27% compared with 44% of those under 35 and 41% of those aged 35-54).
- Retired residents are more likely than their counterparts to select articles or ads in the local newspaper (23%) as a means of receiving information from the CVRD. Homeowners (18%) are also more likely than renters (6%) to say they want to receive information via the local newspaper.

Q15. How would you best like to receive information from the Regional District about ongoing issues in the area or about opportunities to participate?

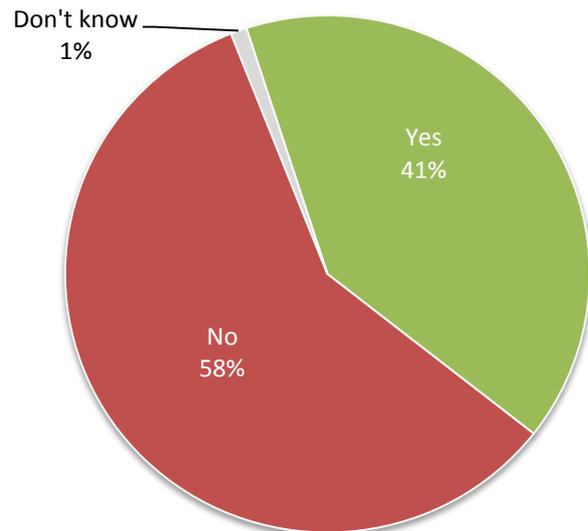


Base: All respondents, n=612.

Communications and Community Engagement - Website

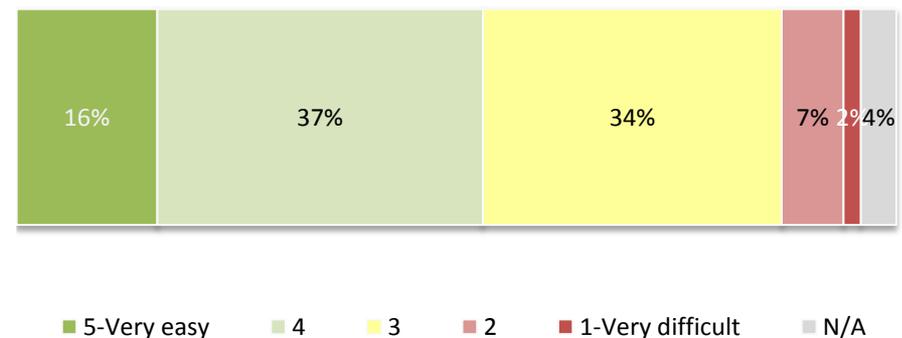
- Four-in-ten residents (41%) have recently visited the CVRD’s website, while 58% have not done so.
- Residents living outside of the municipalities are more likely than municipal residents to have visited the CVRD website (48% versus 35%).
- Those aged 35-54 (53%) are more likely than their younger counterparts (31%) as well as their older counterparts (36%) to say they have recently visited the CVRD website.
- Residents who are employed, either within the CVRD (47%) or outside of the CVRD’s boundaries (48%) are notably more likely than those who are not working (22%) or retired (33%) to have recently visited the CVRD website.
- Homeowners (45%) are also more likely than renters (24%) to have visited the website, as are those living in single detached houses (44%) compared with those in other housing types (31%).
- More than one-half (53%) of recent website users thought it was easy to find the information they were looking for on the website (giving ratings of ‘4’ or ‘5-Very easy’ on a scale from 1 to 5 where 1 means ‘Very difficult’ and 5 means ‘Very easy’); meanwhile, one-in-ten (10%) indicated that they found it difficult to locate the information they were looking for.
- Only 4% of website users say that they were not able to find the information they were seeking on the CVRD website.

Q16. Have you visited the Cowichan Valley Regional District’s website (www.cvrld.bc.ca) recently?



Base: All respondents, n=612.

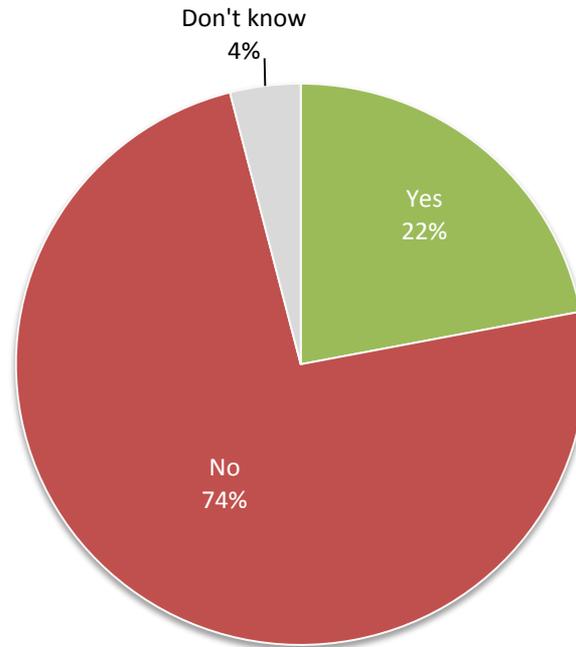
Q17. How difficult or easy was it to find the information you were looking for on the CVRD website?



Base: All respondents who visited website recently, n=251.

- More than two-in-ten residents (22%) have read the “Living in the CVRD” ad in the Cowichan Valley Citizen; however, three-quarters (74%) have not.
- Residents living in the North of the CVRD (90%) are particularly likely to say that they have not read this ad, compared with those who live in other parts of the CVRD.
- Not surprisingly, given their higher affinity for the newspaper as a source of information, retired residents (34%) are more likely than those who are employed or not currently working to report that they have read this ad.
- Those aged 55 and older (31%) are similarly more likely than their younger counterparts to have read this ad.

Q18. Have you read the “Living in the CVRD” ad in the Cowichan Valley Citizen?



Base: All respondents, n=612.

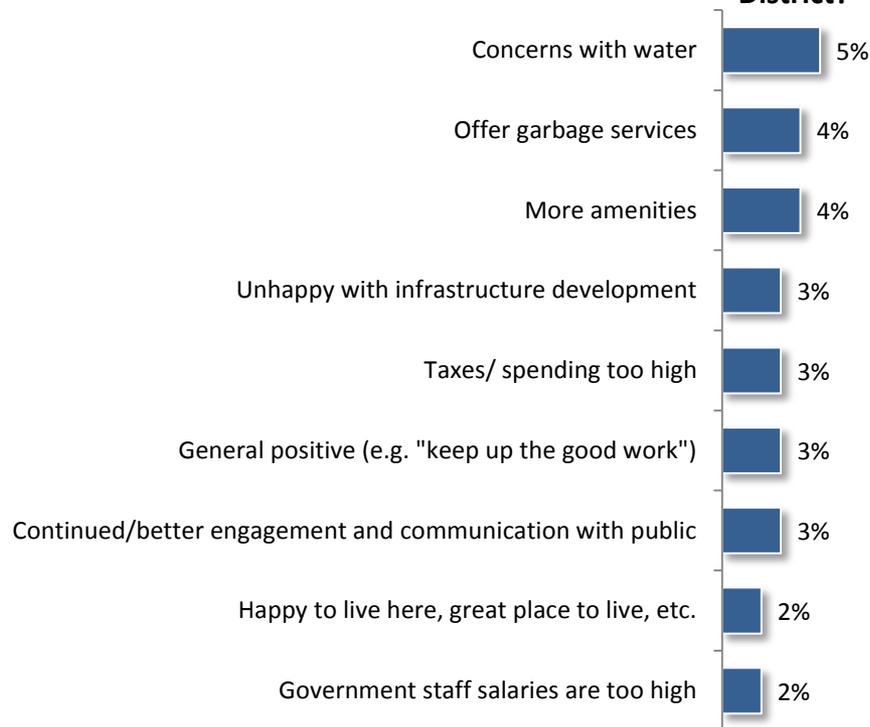
Results

Final Comments



- Finally, residents were asked whether they wished to make any further comments about the Cowichan Valley Regional District. Two-thirds (66%) declined to provide any further comments.
- Five percent mention concerns with water, while four percent each request garbage services or more amenities from the CVRD.
- Other concerns, mentioned by 3% of all residents, include issues with infrastructure development, comments that taxes or spending are too high, or requests for continued or better engagement and communication between the CVRD and the public.
- Another 3% make a general positive comment (such as “keep up the good work”) and 2% say unaided that they are happy to live in the CVRD.

Q19. Do you have any further comments you'd like to make about the Cowichan Valley Regional District?



Base: All respondents, n=612.
 Note: Multiple mentions permitted; only those mentioned by >1% shown

Demographics

(unweighted)

	Total (n=612) %
Region	
North	16%
West	8%
Central/ East	56%
South	21%
Municipality	
City of Duncan	8%
Town of Ladysmith	10%
Town of Lake Cowichan	4%
Municipality of North Cowichan	36%
Non-municipal area	40%

	Total (n=612) %
Age	
18-34	7%
35-54	32%
55+	60%
Refused	<1%
Gender	
Male	46%
Female	54%

	Total (n=612) %
Home Ownership	
Own	83%
Rent	14%
Other	2%
Refused	1%
Type of Dwelling	
Single detached house	81%
Duplex, triplex, or semi-detached house	4%
Apartment	5%
Townhouse or rowhouse	4%
Secondary suite	2%
Mobile home	3%
Rooming house	--
Refused	1%

	Total (n=612) %
Years Lived in CVRD	
Less than 10 years	24%
10 to less than 20 years	29%
20 to less than 30 years	19%
30 years and over	26%
Don't know/ Refused	2%
Where Moved to CVRD From	(n=79)
Metro Vancouver	20%
Victoria and area	20%
Other Vancouver Island	18%
Alberta	11%
Other province	25%
International location	4%
Don't know/ Refused	1%

	Total (n=612) %
Employment	
Work inside the District	35%
Work outside the District	16%
Not currently working	6%
Retired	41%
Don't know/ Refused	2%
Education	
Some high school	5%
Graduated high school	18%
Some college or university	24%
Graduated college or university	39%
Post-graduate	12%
Don't know/ Refused	2%

	Total (n=612) %
Income	
Under \$40,000	15%
\$40,000 to under \$60,000	19%
\$60,000 to under \$80,000	13%
\$80,000 to under \$100,000	14%
\$100,000 to under \$120,000	10%
\$120,000 to under \$160,000	5%
\$160,000 or more	5%
Don't know/ Refused	20%

Appendix 1

Telephone Survey

**Cowichan Valley Regional District
Community Survey 2016
Final Questionnaire
September 16, 2016**

INTRO

Hello, my name is _____ and I'm calling from NRG Research Group, on behalf of the Cowichan [phonetic: COW-itch-ann] Valley Regional District. Tonight/today we are conducting a survey of residents about their use and satisfaction with the services within the Regional District.

[IF NEEDED] You may have heard about this survey advertised in the local paper, radio, or social media. It is important that we hear from as many residents as possible on this survey, as the CVRD values your feedback and input.

[IF NEEDED] As a thank-you for your time and input, we are offering a draw prize of one of two \$100 gift certificates to the Cowichan Performing Arts Centre. You can enter your name into the draw at the end of the survey.

It is important to gather feedback from a cross section of residents. As such, may I please speak to the person in your household [PRESCREEN: under the age of 35] whose birthday is next?

[IF NECESSARY: Please be assured your personal information will be completely confidential.]

[IF NECESSARY: This survey will take about 10-12 minutes to complete.]

[INTERVIEWER NOTE: If inconvenient timing, schedule a call back.]

[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: 20160817-348Z.]

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

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

S1a. You can complete the survey online if that works better for you. This involves us sending you an email with a survey link in it. This would allow you to complete the survey at your convenience. Would you like us to email you the survey?

- | | |
|-------------------------------|----------------------------------|
| 0. Respondent is not hesitant | => Continue to phone survey (S2) |
| 1. Yes | => GO TO S1b |
| 2. No -refusal | => / Thank and terminate. |
| 99. Don't know | => / 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 or anyone in your household work for the Cowichan Valley Regional District? [DO NOT READ LIST]

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

S1c. Could you please confirm whether you reside in the Cowichan Valley Regional District?

IF NEEDED: This area stretches from the Malahat in the south, to the south end of the Nanaimo airport in the north, and includes Electoral Areas A through I as well as the Town of Ladysmith, the Town of Lake Cowichan, the Municipality of North Cowichan, and the City of Duncan? [DO NOT READ LIST; INTERVIEWER: PROBE IF R MENTIONS THE NAME OF ANOTHER MUNICIPALITY]

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

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? Can I also get your first name?

- Record email address and first name _____;
Great, thank you. We will send you an email with the survey link within the next few business days.
- Changed mind, want to do telephone => CONTINUE TO S4
- Don't know/Refused => THANK AND TERMINATE "Thank you, those are all our questions for today."

S2. Do you or anyone in your household work for the Cowichan Valley Regional District? [DO NOT READ LIST]

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

S3. Could you please confirm whether you reside in the Cowichan Valley Regional District?

IF NEEDED: This area stretches from the Malahat in the south, to the south end of the Nanaimo airport in the north, and includes Electoral Areas A through I as well as the Town of Ladysmith, the Town of Lake Cowichan, the Municipality of North Cowichan, and the City of Duncan. [DO NOT READ LIST; INTERVIEWER: IF R MENTIONS THE NAME OF ANOTHER MUNICIPALITY, THIS WILL BE CAPTURED IN THE NEXT QUESTION]

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

LOCATION DETERMINATION

S4a. Can you please tell me your postal code?

[RECORD SIX-DIGIT POSTAL CODE WITHOUT SPACES OR DASHES]

- 98. Don't know
- 99. Refused

S4. And in which specific municipality or community do you live? [IF NEEDED: What is the municipality or community closest to your home?] [READ LIST ONLY IF NEEDED] [PROGRAMMER: CODES 1-4 ARE MUNICIPALITIES FOR FUTURE SKIP LOGIC]

- 1. City of Duncan
- 2. Town of Ladysmith
- 3. Town of Lake Cowichan
- 4. Municipality of North Cowichan (which includes Crofton, Chemanius, and Maple Bay)
- 5. Mill Bay or the Malahat
- 6. Shawnigan Lake
- 7. Cobble Hill
- 8. Cowichan Bay
- 9. Cowichan Station, Sahtlam, or Glenora
- 10. Cowichan Lake South, Skutz Falls (includes Honeymoon Bay, Mesachie Lake, or anywhere else in Electoral Area F)
- 11. Saltair or included Gulf Islands (Thetis Island, Valdes Island, Penelakut Island, Willy Island, Reid Island, Ruxton Island, Shoal Islands, Pylades Island)
- 12. North Oyster or Diamond (which includes Yellow Point)
- 13. Youbou or Meade Creek
- 14. Ditidaht First Nation
- 15. Lake Cowichan First Nation
- 16. Lyackson First Nation
- 17. Stz'uminus First Nation
- 18. Penelakut First Nation
- 19. Halahat First Nation
- 20. Cowichan Tribes
- 21. Malahat Nation
- 95. Elsewhere in the Cowichan Valley (specify: _____)
- 98. Don't know
- 99. Refused

[ASK IF S4=95,98 or 99]

S4b. What area of the Cowichan Valley best describes where you live? [READ LIST]

- 1. North
- 2. West
- 3. Central or East
- 4. South
- 5. REFUSED – THANK AND TERMINATE

QUOTA CALC:

- NORTH (Ladysmith, Saltair/Gulf Islands, North Oyster/Diamond) if S4=2,11,12,16, 17, 18 OR S4b=1
- WEST (Lake Cowichan, Cowichan Lake South/Skutz Falls, Youbou/Meade Creek) if S4=3,10,13,14,15 OR S4b=2
- EAST/CENTRAL (Duncan, North Cowichan, Cowichan Bay, Cowichan Station/Sahtlam/Glenora) if S4=1, 4, 8, 9, 19, 20 OR S4b=3
- SOUTH (Mill Bay/Malahat, Shawnigan Lake, Cobble Hill) if S4=5, 6, 7, 21 OR S4b=4

QUOTAS:

- OVERALL = 600
- NORTH = 102
- WEST = 44
- EAST/CENTRAL = 323
- SOUTH = 131

SUBQUOTAS:

- DUNCAN (S4=1) = 30
- LADYSMITH (S4=2) = 55
- LAKE COWICHAN (S4=3) = 30
- NORTH COWICHAN (S4=4) = 185

S5. RECORD GENDER [DO NOT ASK]

- 1. Male
- 2. Female

S6. The 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 which of the following age categories you fall into. [READ LIST]

- 1. 18-24
- 2. 25-34
- 3. 35-44
- 4. 45-54
- 5. 55-64
- 6. 65 and over
- 99. Refused

Top-of-Mind Key Issues

Q1. How would you rate the overall quality of life in your local area today? [RANDOMIZE ORDER OF EITHER: VERY GOOD TO VERY POOR, or VERY POOR TO VERY GOOD] [READ LIST]

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

Q2. In your opinion, what is the single most important issue facing the Cowichan Valley; that is, the one issue you feel should receive the greatest attention from your local leaders? [DO NOT READ, SELECT MOST APPROPRIATE RESPONSE]

1. Drinking Water
2. Cowichan River water levels
3. Drought
4. Flood and flood mitigation
5. Climate change
6. New hospital
7. Bylaw enforcement
8. Addiction services
9. Other Health Care (long-term care, emergency, paramedics, etc)
10. Homelessness
11. Affordability/Cost of living
12. Economy/Economic Growth
13. Land Development and land use planning
14. Education, Schools
15. Safety and security (including crime/crime prevention/crime reduction)
16. Parks, Recreation, Cultural facilities
17. Programs and/or Infrastructure for Children and Seniors
18. Aboriginal relations
19. Taxation/Municipal Government Spending
20. Public Transportation
21. Traffic and Roads
22. Protection of environment
23. Protection of shorelines, waterways, riparian areas
24. Other, specify: _____
98. Don't know
99. Refused

5

Evaluation of Services

The Cowichan Valley Regional District provides and delivers a number of services. These services include, but are not limited to: parks and recreation, development services, permitting [phonetics: PER-mitt-ing], water systems, sewer systems, and garbage services. The CVRD is responsible for the management and operation of 16 sewer systems and 19 water systems in the Cowichan Valley. These CVRD services may or may not be available in your specific area as they may be offered through a different supplier such as your municipality or private supplier.

[SKIP Q3 and Q4 IF MUNICIPAL RESIDENTS (GO STRAIGHT TO Q5)]

Q3. Does your household receive any of the following services from the Cowichan Valley Regional District?

These services are only provided to residents in electoral areas. IF NEEDED: You may receive a service bill for these services from the CVRD.

[ROWS]

- a. Curb-side Recycling collection
- b. Curb-side Garbage collection

[COLUMNS]

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

[ASK FOR EACH SERVICE WITH 'YES' IN Q3]

Q4. And on a scale of 1 to 5 where 1 is 'Not Satisfied at All' and 5 is 'Very Satisfied', how satisfied are you with the...?

[ROWS]

- a. Curb-side Recycling collection
- b. Curb-side Garbage collection

[COLUMNS]

1. Not Satisfied at All
- 2.
- 3.
- 4.
5. Very Satisfied
98. Don't know
99. Refused

Q5. Now, I'm going to read you a list of general services and infrastructure. Using a scale of 1 to 5 where 1 is 'Not Satisfied at All' and 5 is 'Very Satisfied', how satisfied are you with each of the following services within the Cowichan Valley?

6

[ROWS; RANDOMIZE]

- a. Recycling and Garbage Drop-off Depots
- b. Arts and Culture
- c. Parks and Trails
- d. Public transit
- e. Emergency planning and response
- f. Land use planning and development
- g. Environmental initiatives
- h. Economic development
- i. [ASK ONLY IF NOT MUNICIPAL RESIDENTS] Bylaw enforcement
- j. [ASK ONLY IF NOT MUNICIPAL RESIDENTS] Building inspections

[COLUMNS]

1. Not Satisfied at All
- 2.
- 3.
- 4.
5. Very Satisfied
98. Don't know
99. Refused

Q6. Which of the following, if any, recreation facilities offered by the Cowichan Valley Regional District have you used in the past six months? [READ LIST, CHECK ALL THAT APPLY]

1. Cowichan Lake Recreation [IF NEEDED: includes Cowichan Lake Sports Arena]
2. Island Savings Centre
3. Kerry Park Recreation Centre
4. Shawnigan Lake Community Centre
96. NONE – HAVEN'T USED ANY OF THESE IN PAST 6 MONTHS [DO NOT READ] → GO TO Q9
98. Don't know → GO TO Q9
99. Refused → GO TO Q9

[ASK IF ANY SELECTED IN Q6]

Q7. How often do you use CVRD recreation facilities? Would you say... [READ LIST]

1. At least weekly
2. At least monthly but not weekly
3. Several times a year but not monthly
4. Rarely
98. Don't know
99. Refused

7

[ASK IF ANY SELECTED IN Q6]

Q8. How would you rate your overall satisfaction with the CVRD recreation facilities you have used in the past 6 months, using a scale of 1 to 5 where 1 is "Very dissatisfied" and 5 is "Very satisfied"?

1. Very dissatisfied
- 2.
- 3.
- 4.
5. Very satisfied
98. Don't know
99. Refused

Q9. As a regional local government, the CVRD is often approached to expand their existing services or address emerging issues in the community. I am going to read out a list of several topics. Please let me know if you support or oppose the CVRD developing strategies for each of the following: [PROBE: Would that be somewhat or strongly?]

[ROWS]

- a. Affordable housing
- b. Long-term water security planning
- c. Climate adaption strategies (IF NEEDED: this includes strategies for drought management, flooding, fire management, etc.)
- d. Alternative energy
- e. Pedestrian and cycling infrastructure

[COLUMNS]

1. Strongly Oppose
2. Somewhat Oppose
3. Neither Support Nor Oppose [DO NOT READ]
4. Somewhat Support
5. Strongly Support
98. Don't know
99. Refused

8

Future Funding for Programs, Services, and Infrastructure

Now, let's turn to potential approaches for the CVRD to balance funding and service levels as well as costs.

Q10. In general, which of the following funding approaches would you prefer the CVRD use to fund future large projects? Would you rather they borrow funds, or put aside funds each year in a savings account until sufficient funds are available to undertake the project?

1. Borrow funds
2. Put aside funds each year
3. [DO NOT READ] Combination
4. [DO NOT READ] Other (specify: _____)
98. Don't know
99. Refused

Communications and Community Engagement

Now, let's turn to ways in which you would like the CVRD to communicate with you.

Q11. Using a scale of 1 to 5 where 1 is 'Very Poor' and 5 is 'Excellent', please rate the CVRD on each of the following relating to the District:

[ROWS]

- a. Informing you of important information and decisions
- b. Consulting you about topics and decisions
- c. Responding to your feedback on topics and decisions

[COLUMNS]

1. Very Poor
- 2.
- 3.
- 4.
5. Excellent
98. Don't know
99. Refused

Q12. The CVRD recognizes that residents may have differing experiences on various topics. As such, please rate the CVRD's communication about the following topics. Please use the same scale of 1 to 5 where 1 is 'Very Poor' and 5 is 'Excellent'.

[ROWS; RANDOMIZE]

- a. Administration & finance (e.g., budget and taxation, public processes, etc.)
- b. Regional services (e.g., transit, arts and culture, recreation, etc.)
- c. Household services (e.g., water and sewer, recycling and garbage, etc.)
- d. Environmental and climate-related issues (e.g., drought and flood)

9

[COLUMNS]

1. Very Poor
- 2.
- 3.
- 4.
5. Excellent
98. Don't know
99. Refused

Q13. Have you participated in any of the following ways to engage with the CVRD in the past year? [SELECT ALL THAT APPLY]

1. Attend community or town hall meetings
2. Attend meetings of the CVRD Board, committee or commission
3. Watch a Board or committee meeting online
4. Participate in telephone or online surveys
5. Phone call with CVRD
6. Email with CVRD
7. Contact your elected representative to share your opinion
96. None of these [DO NOT READ]
98. Don't know
99. Refused

Q14. If you were looking for information on the Cowichan Valley Regional District, what sources would you use to find this information? **DO NOT READ. PROBE. ACCEPT UP TO 3 RESPONSES.** (IF NEEDED: Would you search the internet in general, look at social media such as Facebook or Twitter or would you go specifically to Cowichan Valley Regional District's website?)

1. Call CVRD directly/speak with staff
2. Email CVRD
3. Mail letter to CVRD
4. Go directly to CVRD's website
5. Search the Internet/Google
6. CVRD's social media feeds
7. Social media in general
8. The local newspaper
9. Local radio stations
10. Word of mouth/ family and friends
11. CVRD Board meeting minutes
12. Attend community or town hall meetings
95. Other (Specify) _____
98. Don't know
99. Refused

10

Q15. From time to time, the Regional District shares important information with residents about ongoing issues in the area or about opportunities to participate. How would you best like to receive this type of information? [DO NOT READ LIST, SELECT FIRST MENTION]

1. By direct mail (such as letters addressed to you)
2. By indirect mail (such as flyers, newsletters, or pamphlets)
3. By email
4. On the CVRD website
5. Through social media (such as Facebook or Twitter)
6. Articles or ads in the local newspaper
7. Announcements or ads on local radio
8. Community meetings/ town hall meetings
9. By telephone
95. Other (Specify) _____
96. None/ Would not like to receive this information at all
98. Don't know
99. Refused

Q16. Have you visited the Cowichan Valley Regional District's website (www.cvrld.bc.ca) recently?

1. Yes
2. No – GO TO Q18
98. Don't know – GO TO Q18
99. Refused – GO TO Q18

[ASK IF Q16=YES]

Q17. On a scale of 1 to 5 where 1 is "Very Difficult" and 5 is "Very Easy," how difficult or easy was it to find the information you were looking for on the CVRD website? If you didn't find what you were looking for, please let me know.

1. Very Difficult
- 2.
- 3.
- 4.
5. Very Easy
96. N/A, I didn't find what I was looking for.
98. Don't know
99. Refused

[READ TO ALL]

In case you weren't already aware, the CVRD launched an updated website in May of 2016.

11

Q18. Have you read the "Living in the CVRD" ad in the Cowichan Valley Citizen?

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

DEMOGRAPHICS

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

D1. Do you own or rent your current place of residence?

1. Own
2. Rent
3. [DO NOT READ] Other
99. Refused

D2. What type of dwelling do you currently [IMPORT: own/rent/live in]?

1. Single detached house
2. Duplex, triplex, or semi-detached house
3. Apartment
4. Townhouse or rowhouse
5. Secondary suite (such as a basement suite)
6. Mobile home
7. Rooming house
99. Refused

D3. How many years have you lived within the CVRD? [IF AWAY AND MOVED BACK: How many years have you been back in the CVRD?]

- [RECORD NUMBER OF YEARS] [RANGE 0-99]
98. Don't know
 99. Refused

[ASK IF D3<6]

D4. Where did you move to the CVRD from? [DO NOT READ, RECORD. IF AWAY AND MOVED BACK: Where did you most recently move from?]

1. Metro Vancouver (For example, Richmond, Burnaby, Surrey, Coquitlam, and so forth)
2. Victoria and area
3. Other Vancouver Island
4. Alberta
5. Other province (specify)
6. International location (specify)
98. Don't know
99. Refused

12

D5. Do you work inside the boundaries of the CVRD or do you work outside the area? (IF NEEDED: this does include self-employment such as farming or ranching) [DO NOT READ LIST; PROBE FOR LOCATION IF OUTSIDE THE DISTRICT]

1. Inside the District
2. Outside the District (specify location)
3. Not currently working
4. Retired
98. Don't know
99. Refused

D6. 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. Don't know
99. Refused

D7. Which of the following categories best describes your household's annual 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]

1. Under \$40,000
2. \$40,000 to under \$60,000
3. \$60,000 to under \$80,000
4. \$80,000 to under \$100,000
5. \$100,000 to under \$120,000
6. \$120,000 to under \$160,000
7. \$160,000 or more
98. Don't know
99. Refused

13

General/Other Questions

Q19. Just one more question: Do you have any further comments you'd like to make about the Cowichan Valley Regional District?

[RECORD VERBATIM]

96. No other comments
98. Don't know
99. Refused

Contest Entry

As I mentioned earlier, we would like to offer you a draw entry for a family recreation pass that you can use at any of the CVRD's recreation facilities. 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.

Thanks again for taking the time to participate in this survey and have a great day/evening.

14

Appendix 2

Online Survey

Cowichan Valley Regional District Community Survey 2016
CAWI Questionnaire
September 16, 2016

INVITE EMAIL:

To: <NAME COLLECTED BY PHONE>

From: NRG Research Group on behalf of the Cowichan Valley Regional District [can shorten to CVRD if needed]

Subject: Cowichan Valley Regional District Community Survey

Dear <INSERT NAME>:

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

NRG Research Group is conducting this study on behalf of the CVRD. 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 prize of one of two \$100 gift certificates for the Cowichan Performing Arts Centre. You can enter your name into the draw at the end of the survey.

Completing this survey online will take about 10-12 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@nrgresearchgroup.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: **20160817-348Z**.

Thanks from NRG Research Group and the Cowichan Valley Regional District!

INTRODUCTION

[PINID VERSION]

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

Completing this survey online will take about 10-12 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 Cowichan Valley Regional District!

[OPEN LINK VERSION]

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

Completing this survey online will take about 10-12 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 Cowichan Valley Regional District!



LOCATION DETERMINATION

[ASK S2 IF OPEN LINK; HARD CODE S1B RESPONSE IF INVITE]

S2. Do you or anyone in your household work for the Cowichan Valley Regional District?

Please select one response.

1. Yes => [THANK AND TERMINATE: "Thanks for your interest in this survey. Unfortunately, employees of the CVRD and members of their households are not eligible to participate."]
2. No => CONTINUE TO S3
99. Don't know/Prefer not to answer => [THANK AND TERMINATE].

[ASK S3 IF OPEN LINK; HARD CODE S1C RESPONSE IF INVITE]

S3. Do you reside in the Cowichan Valley Regional District?

Note: This area stretches from the Malahat in the south, to the south end of the Nanaimo airport in the north, and includes Electoral Areas A through I as well as the Town of Ladysmith, the Town of Lake Cowichan, the Municipality of North Cowichan, and the City of Duncan.

Please select one response.

1. Yes => CONTINUE TO S4
2. No => [THANK AND TERMINATE: "Thanks for your interest in this survey. Unfortunately, this survey is for CVRD residents only."]
99. Don't know/ Prefer not to answer => CONTINUE TO S4

S4a. Please indicate your postal code in the box below, without any spaces or dashes.

[POSTAL CODE BOX]

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

S4. In which specific municipality or community do you live?

Please select one response.

1. City of Duncan
2. Town of Ladysmith
3. Town of Lake Cowichan
4. Municipality of North Cowichan (includes Crofton, Chemanius, and Maple Bay)
5. Mill Bay or the Malahat
6. Shawnigan Lake
7. Cobble Hill
8. Cowichan Bay
9. Cowichan Station, Sahtlam, or Glenora
10. Cowichan Lake South, Skutz Falls (includes Honeymoon Bay, Mesachie Lake, or anywhere else in Electoral Area F)
11. Saltair or included Gulf Islands (includes Thetis Island, Valdes Island, Penelakut Island, Willy Island, Reid Island, Ruxton Island, Shoal Islands, and Pylades Island)

3

12. North Oyster or Diamond (includes Yellow Point)

13. Youbou or Meade Creek

14. Ditidaht First Nation

15. Lake Cowichan First Nation

16. Lyackson First Nation

17. Stz'uminus First Nation

18. Penelakut First Nation

19. Halahat First Nation

20. Cowichan Tribes

21. Malahat Nation

95. Elsewhere in the Cowichan Valley (Please specify: _____)

98. Don't know

99. Prefer not to answer

[ASK IF S4=95,98 or 99]

S4b. What area of the Cowichan Valley best describes where you live?

Please select one response.

1. North
2. West
3. Central or East
4. South
5. Prefer not to answer [THANK AND TERMINATE: "Thanks for your interest in this survey. Unfortunately, this survey is for CVRD residents only."]

4

Top-of-Mind Key Issues

Q1. How would you rate the overall quality of life in your local area today? [RANDOMIZE ORDER OF SCALE]

Please select one response.

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

Q2. In your opinion, what is the single most important issue facing the Cowichan Valley; that is, the one issue you feel should receive the greatest attention from your local leaders?

Please select one response.

1. Drinking water
2. Cowichan River water levels
3. Drought
4. Flood and flood mitigation
5. Climate change
6. New hospital
7. Bylaw enforcement
8. Addiction services
9. Other health care (e.g., long-term care, emergency, paramedics, etc)
10. Homelessness
11. Affordability/Cost of living
12. Economy/Economic growth
13. Land development and land use planning
14. Education, schools
15. Safety and security (e.g., including crime, crime prevention, crime reduction, etc.)
16. Parks, recreation, cultural facilities
17. Programs and/or infrastructure for children and seniors
18. Aboriginal relations
19. Taxation/Municipal government spending
20. Public transportation
21. Traffic and roads
22. Protection of environment
23. Protection of shorelines, waterways, riparian areas
24. Other (Please specify: _____)
98. Don't know
99. Prefer not to answer

5

Evaluation of Services

The Cowichan Valley Regional District provides and delivers a number of services. These services include, but are not limited to: parks and recreation, development services, permitting, water systems, sewer systems, and garbage services. The CVRD is responsible for the management and operation of 16 sewer systems and 19 water systems in the Cowichan Valley. These CVRD services may or may not be available in your specific area as they may be offered through a different supplier such as your municipality or private supplier.

[SKIP Q3 and Q4 IF MUNICIPAL RESIDENTS (GO STRAIGHT TO Q5)]

Q3. Does your household receive any of the following services from the Cowichan Valley Regional District?

These services are only provided to residents in electoral areas. (Note: You may receive a service bill for these services from the CVRD.)

Please select one response for each row.

[ROWS]

- a. Curb-side Recycling collection
- b. Curb-side Garbage collection

[COLUMNS]

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

[ASK FOR EACH SERVICE WITH 'YES' IN Q3]

Q4. And on a scale of 1 to 5 where 1 is 'Not Satisfied at All' and 5 is 'Very Satisfied', how satisfied are you with these services?

Please select one response for each row.

[ROWS]

- a. Curb-side Recycling collection
- b. Curb-side Garbage collection

[COLUMNS]

1. Not Satisfied at All
- 2.
- 3.
- 4.
5. Very Satisfied
98. Don't know
99. Prefer not to answer

Q5. Next is a list of general services and infrastructure. Using a scale of 1 to 5 where 1 is 'Not Satisfied at All' and 5 is 'Very Satisfied', how satisfied are you with each of the following services within the Cowichan Valley?

Please select one response for each row.

6

[ROWS; RANDOMIZE]

- a. Recycling and garbage drop-off depots
- b. Arts and culture
- c. Parks and trails
- d. Public transit
- e. Emergency planning and response
- f. Land use planning and development
- g. Environmental initiatives
- h. Economic development
- i. [ASK ONLY IF NOT MUNICIPAL RESIDENTS] Bylaw enforcement
- j. [ASK ONLY IF NOT MUNICIPAL RESIDENTS] Building inspections

[COLUMNS]

- 1. Not Satisfied at All
- 2.
- 3.
- 4.
- 5. Very Satisfied
- 98. Don't know
- 99. Prefer not to answer

Q6. Which of the following, if any, recreation facilities offered by the Cowichan Valley Regional District have you used in the past six months?

Please select all that apply.

- 1. Cowichan Lake Recreation (Note: this includes the Cowichan Lake Sports Arena)
- 2. Island Savings Centre
- 3. Kerry Park Recreation Centre
- 4. Shawnigan Lake Community Centre
- 96. None, I haven't used any of these in the past six months → GO TO Q9
- 98. Don't know → GO TO Q9
- 99. Prefer not to answer → GO TO Q9

[ASK IF ANY SELECTED IN Q6]

Q7. How often do you use CVRD recreation facilities?

Please select one response.

- 1. At least weekly
- 2. At least monthly but not weekly
- 3. Several times a year but not monthly
- 4. Rarely
- 98. Don't know
- 99. Prefer not to answer

7

[ASK IF ANY SELECTED IN Q6]

Q8. How would you rate your overall satisfaction with the CVRD recreation facilities you have used in the past 6 months, using a scale of 1 to 5 where 1 is "Very dissatisfied" and 5 is "Very satisfied"?

Please select one response.

- 1. Very dissatisfied
- 2.
- 3.
- 4.
- 5. Very satisfied
- 98. Don't know
- 99. Prefer not to answer

Q9. As a regional local government, the CVRD is often approached to expand their existing services or address emerging issues in the community. Do you support or oppose the CVRD developing strategies for each of the following issues?

Please select one response for each row.

[ROWS]

- a. Affordable housing
- b. Long-term water security planning
- c. Climate adaption strategies (this includes strategies for drought management, flooding, fire management, etc.)
- d. Alternative energy
- e. Pedestrian and cycling infrastructure

[COLUMNS]

- 1. Strongly Oppose
- 2. Somewhat Oppose
- 3. Neither Support Nor Oppose
- 4. Somewhat Support
- 5. Strongly Support
- 98. Don't know
- 99. Prefer not to answer

8

Future Funding for Programs, Services, and Infrastructure

Now, we'll turn to potential approaches for the CVRD to balance funding and service levels as well as costs.

Q10. In general, which of the following funding approaches would you prefer the CVRD use to fund future large projects? Would you rather they borrow funds, or put aside funds each year in a savings account until sufficient funds are available to undertake the project?

Please select one response.

1. Borrow funds
2. Put aside funds each year
3. Combination
4. Other (Please specify: _____)
98. Don't know
99. Prefer not to answer

Communications and Community Engagement

Now, we'll turn to ways in which you would like the CVRD to communicate with you.

Q11. Using a scale of 1 to 5 where 1 is 'Very Poor' and 5 is 'Excellent', please rate the CVRD on each of the following topics relating to the District.

Please select one response for each row.

[ROWS]

- a. Informing you of important information and decisions
- b. Consulting you about topics and decisions
- c. Responding to your feedback on topics and decisions

[COLUMNS]

1. Very Poor
- 2.
- 3.
- 4.
5. Excellent
98. Don't know
99. Prefer not to answer

Q12. The CVRD recognizes that residents may have differing experiences on various topics. As such, please rate the CVRD's communication about the following topics.

Please select one response for each row.

[ROWS; RANDOMIZE]

- a. Administration & finance (e.g., budget and taxation, public processes, etc.)
- b. Regional services (e.g., transit, arts and culture, recreation, etc.)

9

- c. Household services (e.g., water and sewer, recycling and garbage, etc.)
- d. Environmental and climate-related issues (e.g., drought and flood)

[COLUMNS]

1. Very Poor
- 2.
- 3.
- 4.
5. Excellent
98. Don't know
99. Prefer not to answer

Q13. Have you participated in any of the following ways to engage with the CVRD in the past year?

Please select all that apply.

1. Attend community or town hall meetings
2. Attend meetings of the CVRD Board, committee or commission
3. Watch a Board or committee meeting online
4. Participate in telephone or online surveys
5. Phone call with CVRD
6. Email with CVRD
7. Contact your elected representative to share your opinion
96. None of these
98. Don't know
99. Prefer not to answer

Q14. If you were looking for information on the Cowichan Valley Regional District, what sources would you use to find this information?

Please select up to three responses.

1. Call CVRD directly/ Speak with staff
2. Email CVRD
3. Mail letter to CVRD
4. Go directly to CVRD's website
5. Search the Internet/Google
6. CVRD's social media feeds
7. Social media in general
8. The local newspaper
9. Local radio stations
10. Word of mouth/ Family and friends
11. CVRD Board meeting minutes
12. Attend community or town hall meetings
95. Other (Please specify: _____)
98. Don't know
99. Prefer not to answer

10

Q15. From time to time, the Regional District shares important information with residents about ongoing issues in the area or about opportunities to participate. How would you best like to receive this type of information?

Please select one response.

1. By direct mail (e.g., letters addressed to you)
2. By indirect mail (e.g., flyers, newsletters, or pamphlets)
3. By email
4. On the CVRD website
5. Through social media (e.g., Facebook or Twitter)
6. Articles or ads in the local newspaper
7. Announcements or ads on local radio
8. Community meetings/ town hall meetings
9. By telephone
95. Other (Please specify: _____)
96. None/ Would not like to receive this information at all
98. Don't know
99. Prefer not to answer

Q16. Have you visited the Cowichan Valley Regional District's website (www.cvrld.bc.ca) recently?

Please select one response.

1. Yes
2. No – GO TO Q18
98. Don't know – GO TO Q18
99. Prefer not to answer – GO TO Q18

[ASK IF Q16=YES]

Q17. On a scale of 1 to 5 where 1 is "Very Difficult" and 5 is "Very Easy," how difficult or easy was it to find the information you were looking for on the CVRD website?

Please select one response.

1. Very Difficult
- 2.
- 3.
- 4.
5. Very Easy
96. N/A, I didn't find what I was looking for.
98. Don't know
99. Prefer not to answer

[SHOW ON SEPARATE SCREEN BEFORE Q18]

In case you weren't already aware, the CVRD launched an updated website in May of 2016.

Q18. Have you read the "Living in the CVRD" ad in the Cowichan Valley Citizen?

Please select one response.

11

1. Yes
2. No
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.

S5. Please indicate your gender.

Please select one response.

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

S6. The Cowichan Valley Regional District is interested in hearing from a broad cross-section of the public, including representation from all age groups. Which of the following age categories do you fall into?

Please select one response.

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65 and over
99. Prefer not to answer

D1. Do you own or rent your current place of residence?

Please select one response.

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

D2. What type of dwelling do you currently [IMPORT: own/rent/live in]?

Please select one response.

1. Single detached house
2. Duplex, triplex, or semi-detached house
3. Apartment
4. Townhouse or rowhouse
5. Secondary suite (such as a basement suite)
6. Mobile home

12

- 7. Rooming house
- 99. Prefer not to answer

D3. How many years have you lived within the CVRD? [Note, if you have previously lived in the CVRD but moved away for a time, please answer for how many years you have been back in the CVRD.]
Please enter a number in the box below, rounded to the nearest number of years.

[RECORD NUMBER OF YEARS] [RANGE 0-99]

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

[ASK IF D3<6]

D4. Where did you move to the CVRD from? [DO NOT READ, RECORD. IF AWAY AND MOVED BACK: Where did you most recently move from?]
Please select one response.

- 1. Metro Vancouver (e.g., Richmond, Burnaby, Surrey, Coquitlam, etc.)
- 2. Victoria and area
- 3. Other Vancouver Island
- 4. Alberta
- 5. Other province (please specify)
- 6. International location (please specify)
- 98. Don't know
- 99. Prefer not to answer

D5. Do you work inside the boundaries of the CVRD or do you work outside the area? (IF NEEDED: this does include self-employment such as farming or ranching.)
Please select one response.

- 1. Inside the District
- 2. Outside the District (please specify)
- 3. Not currently working
- 4. Retired
- 98. Don't know
- 99. Prefer not to answer

D6. 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

13

D7. Which of the following categories best describes your household's annual income? That is, the total income before taxes of all persons in your household combined.
Please select one response.

- 1. Under \$40,000
- 2. \$40,000 to under \$60,000
- 3. \$60,000 to under \$80,000
- 4. \$80,000 to under \$100,000
- 5. \$100,000 to under \$120,000
- 6. \$120,000 to under \$160,000
- 7. \$160,000 or more
- 98. Don't know
- 99. Prefer not to answer

General/Other Questions

Q19. Just one more question: Do you have any further comments you'd like to make about the Cowichan Valley Regional District?
Please provide as much detail as possible.

[RECORD VERBATIM]

- 96. No other comments
- 98. Don't know
- 99. Prefer not to answer

Contest Entry

We would like to offer you a draw entry for one of two \$100 gift certificates for the Cowichan Performing Arts Centre. 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]

Thanks again for taking the time to participate in this survey and have a great day/evening.

14