SURVEY RESULTS

Survey results are presented within the following sections:

Quality of Life

Downtown

Service Delivery and Usage

Local Government

Citizen-City Communication

Summary of Citizens' Vision and Values

Quality of Life

The notion of quality of life (QOL) can be viewed as either the subjective or objective well-being of individuals and, therefore, can have several meanings. Quality of life may be referred to as one's sense of happiness or satisfaction, typically reflecting a global assessment of all aspects of one's life. Therefore, measuring quality of life is complex and involves many different indicators.

In the City of Victoria's Citizen Survey, perception on the QOL was combined into four groups:

1. Overall QOL in Victoria as a place of live,

2. Safety and security in one's neighbourhoods,

3. Safety and security in the downtown area, and

4. Likes and dislikes pertaining to the first three groups stated above (point 1, 2 and 3).

A Place to Live (Question #1)

Question #1: On a scale of 1 (very poor) to 5 (very good), please circle the number that comes closest to your opinion for each of the following questions:

1a: How would you describe the quality of life in Victoria?
1b: How would you rate Victoria as a place to raise children?
1c: How would you rate Victoria as a place to retire?
1d: How would you rate Victoria as a place to work?

Figure 1 shows that survey participants consider the quality of life in Victoria to be very good. Participants consider Victoria as a very good place to retire with an average score of 90, live (86), and raise children (80). While lower scores were given to Victoria as a place to work (64), the analysis (see Appendix III for all data) shows that only 16% of respondents rated Victoria between poor to very poor as a place to work, while 55% rated it between good to very good, leaving 29% responded neutral to question 1d.

Figure 1: Quality of Life Ratings
(average score - out of 100)

	Score
#1c. Victoria as a place to retire	90
#1a. Overall quality of life in Victoria	86
#1b. Victoria as a place to raise children	80
#1d. Victoria as a place to work	64
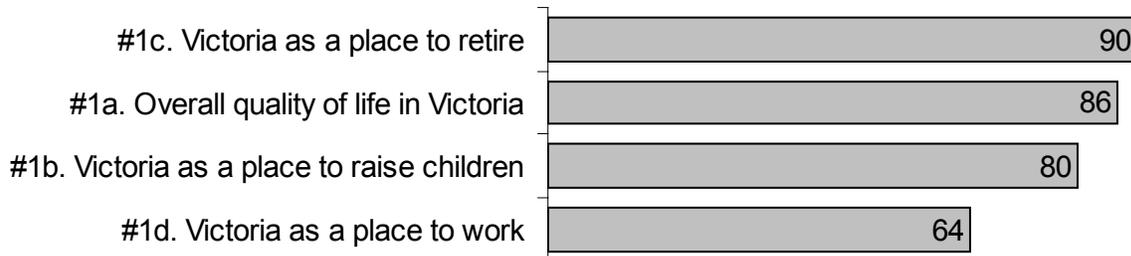
Likes and Dislikes (Questions #2 and #3)

Responses to questions number 2 and 3 were categorized into similar grouping or themes and reported in aggregate form. Verbatim responses are found in Appendix IV.

Question #2: List up to three things you like most about living in Victoria.

Figure 2: Q.#2 Like Most About Victoria
(% of respondents)

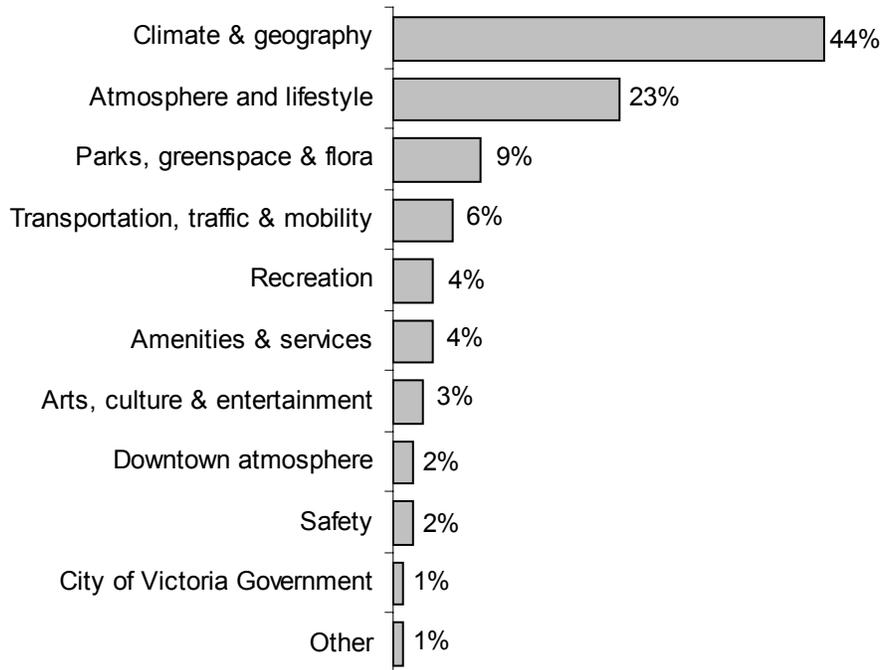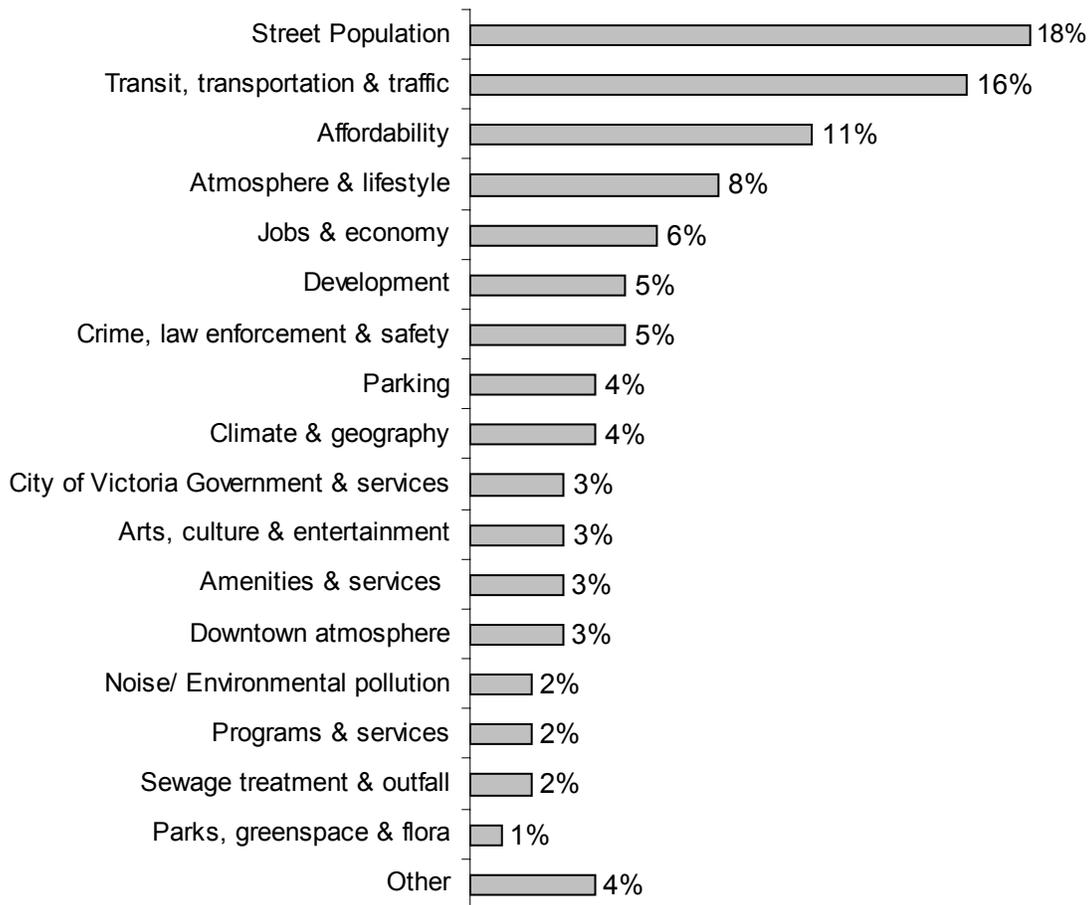| Category	%
Climate & geography	44%
Atmosphere and lifestyle	23%
Parks, greenspace & flora	9%
Transportation, traffic & mobility	6%
Recreation	4%
Amenities & services	4%
Arts, culture & entertainment	3%
Downtown atmosphere	2%
Safety	2%
City of Victoria Government	1%
Other	1%

Figure 2 illustrates that citizens most like the climate and geography (44%), atmosphere and lifestyle (23%), and parks, greenspace and flora (9%) in Victoria. The mild climate, air quality, natural environment, aesthetic beauty, accessibility to nature, parks, ocean, beaches, and location and size of Victoria are very appealing. Many citizens enjoy the ambiance and the cleanliness of Victoria, as well as the pace of life and the friendliness of the people. See Appendix IV for verbatim responses.

Question #3: List up to three things you like least about living in Victoria.

When respondents were asked to list three things they least liked about living in Victoria, citizens indicated their dislike of the street population (18%), transit, transportation and traffic systems (16%), followed by the lack of affordability (11%). See Figure 3.

Citizens are disheartened by the number of people on the streets begging for money or participating in some kind of criminal activity (e.g. drug dealings), particularly in the downtown area. Some participants expressed feeling vulnerable and fearful, especially women and seniors.

**Figure 3: Q.#3 Dislike Most about Victoria
(% of respondents)**

Category	%
Street Population	18%
Transit, transportation & traffic	16%
Affordability	11%
Atmosphere & lifestyle	8%
Jobs & economy	6%
Development	5%
Crime, law enforcement & safety	5%
Parking	4%
Climate & geography	4%
City of Victoria Government & services	3%
Arts, culture & entertainment	3%
Amenities & services	3%
Downtown atmosphere	3%
Noise/ Environmental pollution	2%
Programs & services	2%
Sewage treatment & outfall	2%
Parks, greenspace & flora	1%
Other	4%

In terms of transit, transportation, and traffic, many expressed their dislike in the increased levels of traffic congestion, road calming mechanisms, car volume and bad drivers (car and cyclist), and poor traffic patterns. All of these factors are seen as contributors to the lack of access and, or, lack of safety on the road. Many also mentioned the inconvenience, lack of access, and cost of the bus and ferry services.   Some citizens suggested the development of a light rail transit system.

In addition, citizens find Victoria to be very expensive and unaffordable. The cost of living, housing, real estate, and ferry transportation to get off and on the island is considered high.   Other factors that citizens dislike most about Victoria are listed in Figure 3. See Appendix IV for verbatim responses.

Safety & Security (Questions #4 and #5)

Question 4: On a scale of 1 (very unsafe) to 5 (very safe), please circle the number that comes closest to your opinion for each of the following questions:

4a. How safe do you feel in your neighbourhood <u>in the daytime</u>?

Figure 4 illustrates that during the day, less than 1% of respondents feel very unsafe, 1% feel unsafe, 66% feel very safe, and 24% feel safe in their neighbourhood. Seven percent indicated 'neutral' to this question.

Figure 4: Q.#4a Safety in Neighbourhood in Daytime (% of respondents)

Unsafe 1%

Very Unsafe <1%

Neutral 7%

Safe 24%
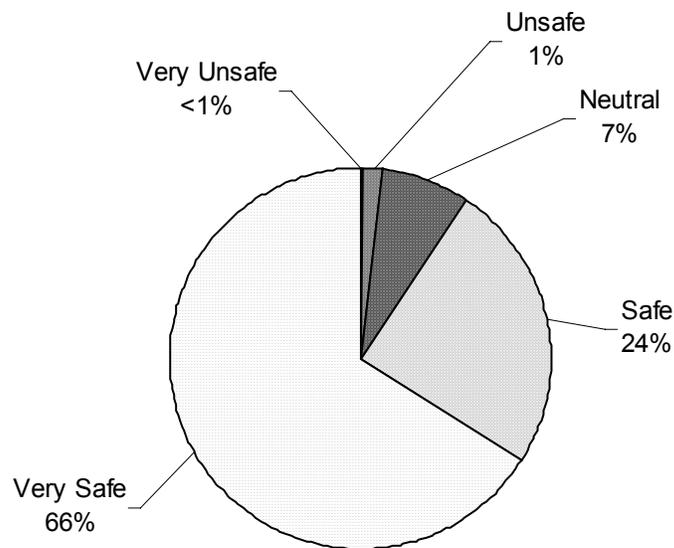
Very Safe 66%

4b. How safe do you feel in your neighbourhood <u>at night</u>?

At night, 5% of respondents feel very unsafe, 13% feel unsafe, 19% feel very safe, and 34% feel safe in their neighbourhoods, as illustrated in Figure 5. Thirty percent responded 'neutral' to this question.

Figure 5: Q.#4b Safety in Neighbourhood at Night
(% of respondents)

Very Unsafe 5%
Very Safe 19%
Unsafe 13%
Safe 34%
Neutral 30%
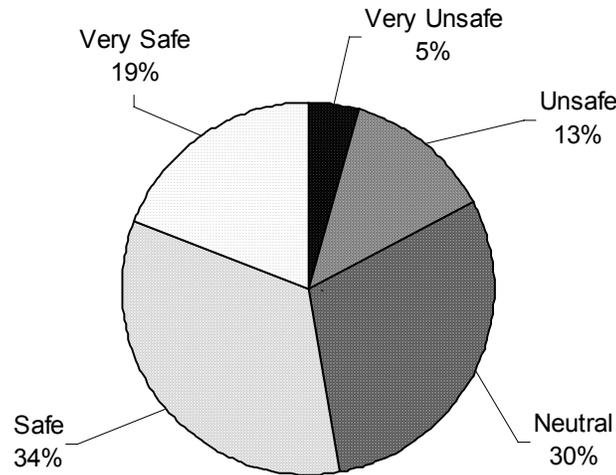
4c. How safe do you feel your home is from burglary?

In terms of safety at home from burglary, results show that 3% of respondents feel very unsafe, 8% feel unsafe, 22% feel very safe, 39% feel safe, while 28% expressed neutrality. See Figure 6.

Figure 6: Q.#4c Safety at Home from Burglary
(% of respondents)

Very Unsafe 3%
Very Safe 22%
Unsafe 8%
Safe 39%
Neutral 28%
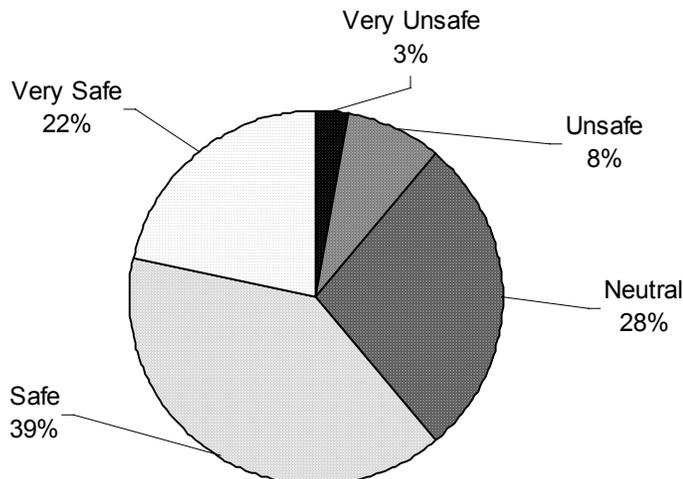
4d. How safe do you feel when you are downtown <u>in the daytime</u>?

Two percent of respondents feel very unsafe in the downtown area while 5% expressed unsafe conditions. Many respondents feel very safe (42%) or safe (34%) in the downtown area, leaving 17% who expressed neutrality. See Figure 7.

Figure 7: Q.#4d Safety Downtown in the Daytime
(% of respondents)

4e. How safe do you feel when you are downtown <u>at night</u>?

Personal safety in the downtown area at night is reduced when compared to personal safety in the downtown area during the day. The level of safety is reduced downtown at night with 20% of respondents feeling very unsafe, 26% feeling unsafe, 19% feeling safe, and 5% feeling very safe. Thirty percent answered 'neutral' to this question. See Figure 8.

Figure 8: Q.#4e Safety Downtown at Night
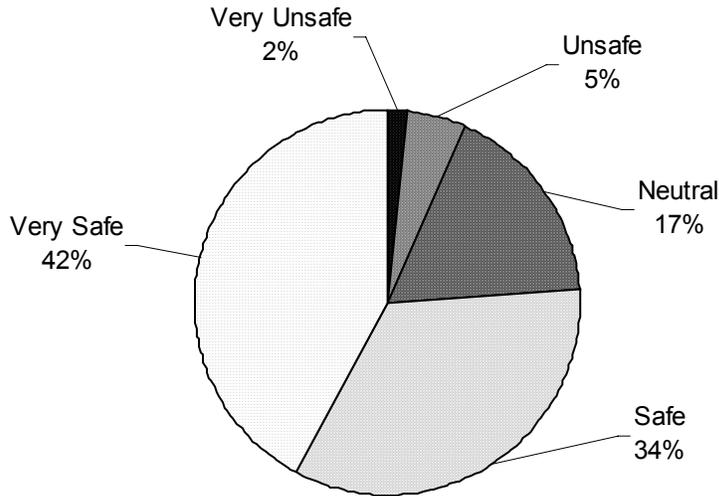**(% of respondents)**
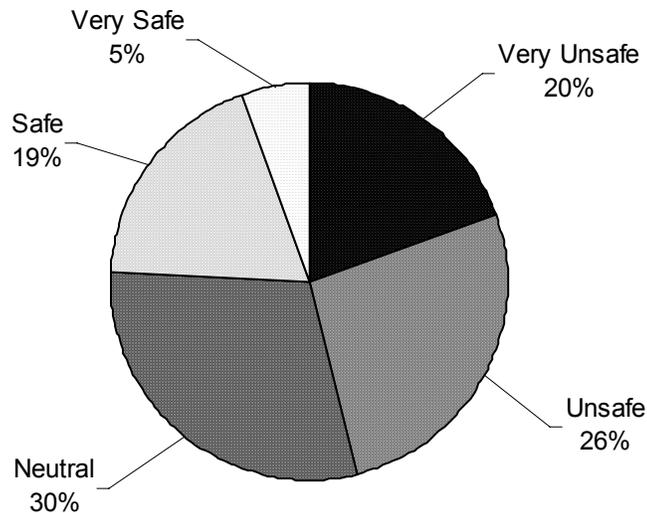
Question #5: If you responded by circling 1 (very unsafe) or 2 (unsafe) in question #4, please state what factors contributed to your response.

Participants were asked to list two factors that contributed to their feelings of lack of safety. Street population (45%), and crime, lack of safety and lack of police presence (31%) are the two leading factors that contribute to the perceived lack of safety and security in some communities and in the downtown area. Citizens speak of street people 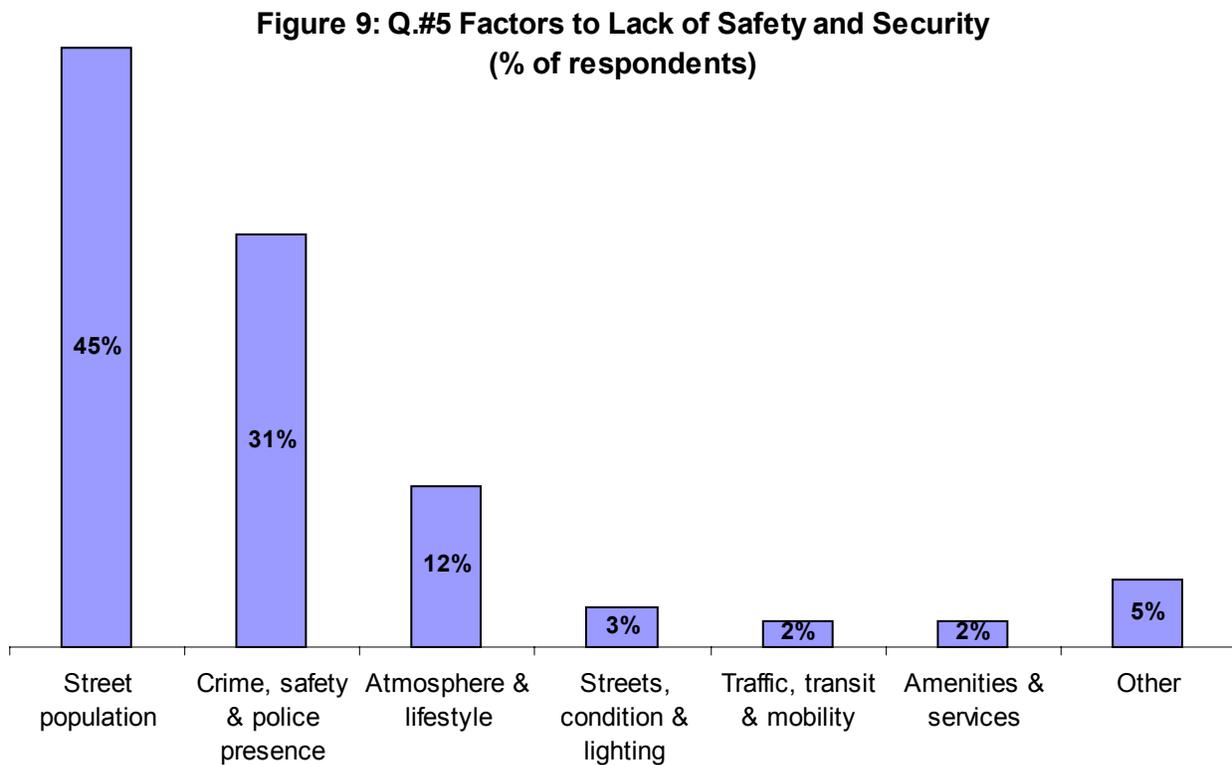(such as panhandlers, drug users and/or dealers, gangsters, street youth, homeless, alcoholics, and or mentally ill persons) who seem aggressive and appear threatening. Some participants indicated that they have either witnessed or experienced, some sort of harassment, assault, or violence, and feel insecure with the unpredictability of the behaviours of people on the streets. The perceived increased level of criminal activities in the downtown area is a concern to many citizens. See Figure 9 for all factors contributing to the lack of safety and Appendix IV for verbatim responses to the perceived lack of safety and security.

Figure 9: Q.#5 Factors to Lack of Safety and Security (% of respondents)

Street population	45%
Crime, safety & police presence	31%
Atmosphere & lifestyle	12%
Streets, condition & lighting	3%
Traffic, transit & mobility	2%
Amenities & services	2%
Other	5%

Downtown

Accessing Downtown Services (Question #6)

Question #6: In the past 12 months, how often did you come downtown for the following activities?

Citizens were asked to indicate how often they visited downtown for activities listed in Figure 10. The results show that visiting downtown for shopping purposes (average score of 60) and participating in leisure activities (average score of 55) are two activities that citizens conduct regularly.

Figure 10: Q.#6 Frequency of Citizen Activities Downtown	Avg. Score (out of 100)	Never	Once or twice	Once every 2 to 3 months	At least once per month	At least once per week	Daily
a. Work	**36.3**	56%	3%	3%	5%	9%	24%
b. Conducting business	**50.9**	19%	12%	12%	20%	25%	11%
c. Entertainment	**53.4**	6%	12%	23%	30%	26%	3%
d. Leisure activities	**55.1**	12%	9%	14%	29%	30%	6%
e. Shopping	**60.1**	3%	7%	19%	32%	34%	5%
f. Other	**56.0**	11%	14%	12%	22%	27%	14%

Likes and Dislikes (Question #7)

Question #7a: What do you like most about downtown?

The downtown area is most liked for its amenities and services (31%) and atmosphere and lifestyle (17%), as illustrated in Figure 11. Many like the variety of shops, amenities (such as library, museums), restaurants and cafés, and entertainment. Citizens like the ambiance, character, charm, scenery, beauty and cleanliness of the downtown area. Victoria is also appreciated for its friendly people. In addition, many citizens like the easy accessibility and proximity to services and amenities. Verbatim responses are found in Appendix IV.

**Figure 11: Q.#7a Like Most about Downtown
(% of respondents)**

Amenities & services	31%
Atmosphere & lifestyle	17%
Climate & geography	15%
Downtown atmosphere	12%
Arts, culture, festivals & activities	9%
Parks, greenspace & flora	6%
Traffic, transit & mobility	6%
Parking	1%
Other	2%
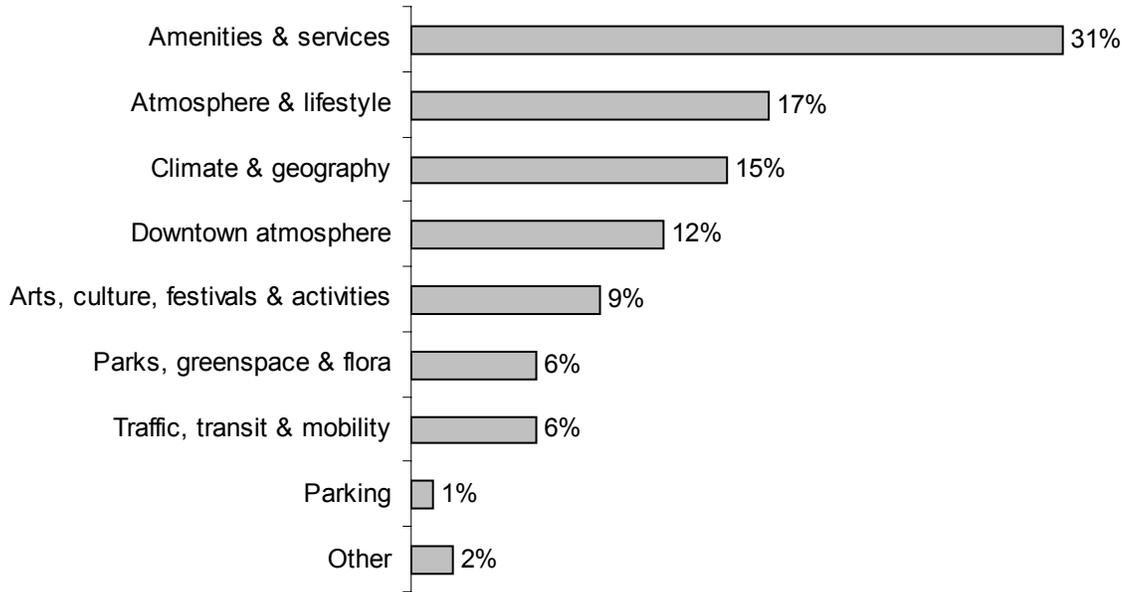
Question #7b: What do you dislike most about downtown?

The most disliked downtown feature is the street population, which creates a negative downtown atmosphere for 51% of respondents. Reasons are similar to those already discussed in questions #3 and #5 above. See Figure 12 for a further list of dislikes and Appendix IV for verbatim

**Figure 12: Q.#7b Dislike Most About Downtown
(% of respondents)**

Street population & downtown atmosphere	51%
Parking issues	20%
Traffic, transit & mobility	9%
Streets, lighting & condition	6%
Amenities & services	5%
Crime & safety	2%
Programs & services	1%
Arts, culture, festivals & activities	1%
Other	4%
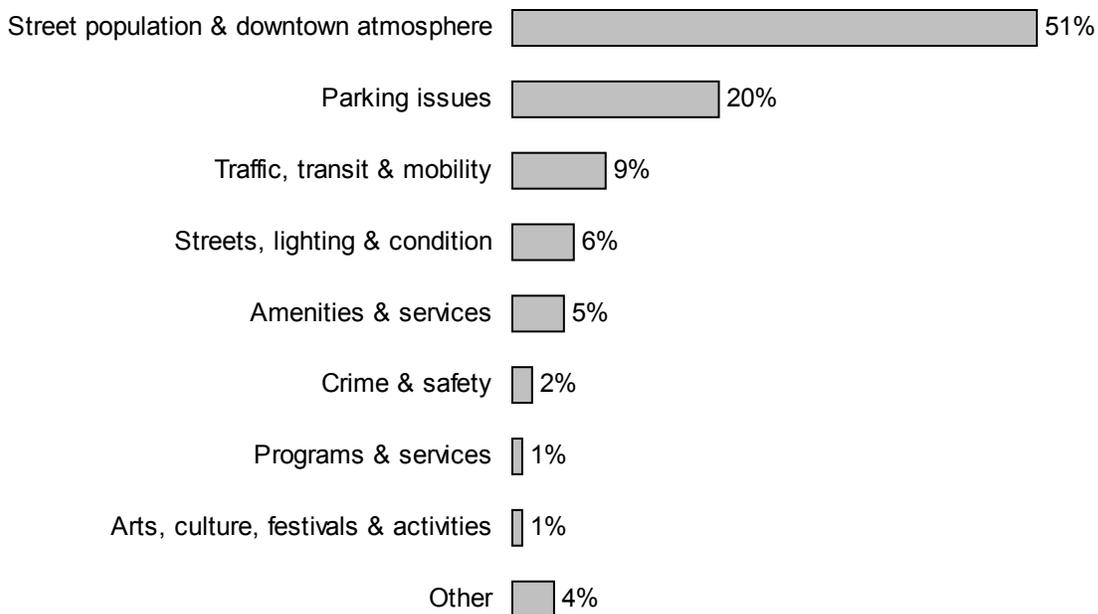
responses.

Service Delivery

Several components of the survey asked citizens about their perception of local government services and facilities within the City of Victoria. Participants were asked about 1) the level of satisfaction with the service and the overall importance of the service provided, and 2) their usage rate of particular services and facilities offered by the City and in the downtown area.

Satisfaction Versus Importance of Local Government Services (Question #8)

Question #8: How do you rate each of the following local government services.

Survey respondents were asked to rate 71 local government services. First participants indicated their level of satisfaction for the service they received, then they rated the overall importance of the service provided. Figures 13a to 13j illustrate the level of satisfaction versus importance for each service under specific headings as follows:

        13a: City Infrastructure
        13b: Greenway Infrastructure
        13c: Land-use Planning and Development
        13d: Public Safety Services
        13e: Transportation Services
        13f: Parking Services
        13g: Recreation Services
        13h: Community Services
        13i: Parks and Walkways
        13j: City Communications

Data related to each service can be found in Appendix III.

The results show that for 41 out of 71 City services and facilities, participants are satisfied or very satisfied in high proportions (60% or more participants said that they were satisfied or very satisfied). Some services rated as high as 91% for satisfaction.

- Participants expressed high levels of satisfaction with fire fighting services (91% are satisfied or very satisfied), Beacon Hill Park (91%), free City parkades on Sunday (90%), floral displays and landscaping (88%), garbage collection (88%), City parkade "First Hour Free" program (85%), citizen recycling (85%), school fire safety program (83%), other City parks (83%), beaches and waterfront areas (83%), and maintenance of water distribution systems (82%). These services were also deemed as very important.

- Services that citizens were least satisfied with, but considered high in importance, include the ease of finding parking downtown (only 28% are satisfied or very satisfied), programs and services for the economically disadvantaged (37%), economic and business development (40%), ease of travel by bicycle (44%), noise control (44%), managing land use change in neighbourhoods (44%), city communications via voice mail and the phone system (45%), bylaw enforcement (47%), and programs and services for youth (48%). All services in this category were rated between 74% to 86% for level of importance.

- Parking enforcement (47% are satisfied or very satisfied) and the Taxed Boulevard Program (53%) were rated as both low in satisfaction and low in importance.

The scattergrams, 13a to 13j, on the following pages provides the reader with a pictorial view of how satisfied and how important services and facilities are to citizens in the City of Victoria. Each scattergram is divided into four quadrants:

Quadrant #1 (lower left): **Low Satisfaction – Low Importance** ~~ Services in this quadrant may suffer from low awareness of their availability or benefits by the general population, or may offer the opportunity for resource allocation.

Quadrant #2 (lower right): **High Satisfaction – Low Importance** ~~ These services may require little attention or may even offer an opportunity for resource reallocation.

Quadrant #3 (upper left): **Low Satisfaction – High Importance** ~~ These services may require more municipal resources, better management of existing resources or a new approach to service delivery.

Quadrant #4 (upper right): **High Satisfaction – High Importance** ~~ Services in this quadrant largely meet current taxpayer expectations, both in terms of quality and resource allocation.

Figure 13a: Satisfaction vs. Importance of <u>City Infrastructure</u>

Figure 13a: Satisfaction vs. Importance of City Infrastructure. Scatter plot with Satisfaction Rating (%) on x-axis (20% to 100%) and Importance Rating (%) on y-axis (20% to 100%), divided into four quadrants. Quadrant 3 (top-left): Low Satisfaction - High Importance. Quadrant 4 (top-right): High Satisfaction - High Importance. Quadrant 1 (bottom-left): Low Satisfaction - Low Importance. Quadrant 2 (bottom-right): High Satisfaction - Low Importance. Legend: Storm-water drainage and flood control, Maintenance of water distribution system, Maintenance of sewage collection system, Sidewalk repair, Street condition/repair, Street lighting, Street cleaning, Garbage collection, Garden waste drop-off at Garbally Yard, Residential recycling, AVERAGE - All City Infrastructure listed, AVERAGE - All 71 services listed in question #8.

Figure 13b: Satisfaction vs. Importance of <u>Greenway Infrastructure</u>

Figure 13b: Satisfaction vs. Importance of Greenway Infrastructure. Scatter plot with Satisfaction Rating (%) on x-axis (20% to 100%) and Importance Rating (%) on y-axis (20% to 100%), divided into four quadrants. Quadrant 3 (top-left): Low Satisfaction - High Importance. Quadrant 4 (top-right): High Satisfaction - High Importance. Quadrant 1 (bottom-left): Low Satisfaction - Low Importance. Quadrant 2 (bottom-right): High Satisfaction - Low Importance. Legend: Street tree maintenance, Taxed Boulevard Program, Floral displays and landscaping, Fall leaf collection program, Residential branch pickup program, AVERAGE - All Greenway Infrastructure listed, AVERAGE - All 71 services listed in question #8.

Figure 13c: Satisfaction vs. Importance of <u>Land-use Planning & Development</u>

Low Satisfaction - High Importance

3

High Satisfaction - High Importance

4

1

Low Satisfaction - Low Importance

2

High Satisfaction - Low Importance

Importance Rating (%)

100%

60%

20%

20%   60%   100%

Satisfaction Rating (%)

Legend:
- ✳ Design of streets and public spaces
- △ Managing land use change in n'b'hoods
- ■ Heritage conservation
- ◆ Public access along waterfronts
- ● Planning for community amenities/services
- ◇ Economic/Business development
- ○ Tree protection on private land
- ☐ Building inspection
- — Business licensing
- + Bylaw enforcement
- ✕ Noise control
- ▲ Park and Green space development
- ⊠ AVERAGE - All Land-use Planning Services listed
- ⊞ AVERAGE - All 71 services listed in question #8

Figure 13d: Satisfaction vs. Importance of <u>Public Safety Services</u>

Low Satisfaction - High Importance

3

High Satisfaction - High Importance

4

1

Low Satisfaction - Low Importance

2

High Satisfaction - Low Importance

Importance Rating (%)

100%

60%

20%

20%   60%   100%

Satisfaction Rating (%)

Legend:
- ○ Police presence and visibility
- ● Police traffic enforcement
- — Law enforcement
- ✕ Crime prevention
- △ Animal control services
- ◆ Fire fighting services
- ▲ Fire safety inspections
- ■ School fire safety program
- ✳ Community fire safety education program
- ☐ Emergency Preparedness Program
- ⊠ AVERAGE - All Public Safety Services listed
- ⊞ AVERAGE - All 71 services listed in question #8

Figure 13e: Satisfaction vs. Importance of <u>Transportation Services</u>

Importance Rating (%) (y-axis: 20%, 60%, 100%)

Low Satisfaction - High Importance
3

High Satisfaction - High Importance
4

Low Satisfaction -Low Importance
1

High Satisfaction - Low Importance
2

Satisfaction Rating (%) (x-axis: 20%, 60%, 100%)

Legend:
- ◆ Ease of pedestrian travel
- ● Ease of travel by bicycle
- ✳ Ease of travel by bus
- ■ Ease of travel by vehicle
- ⊠ AVERAGE - All Transportation Services listed
- ⊞ AVERAGE - All 71 services listed in question #8

Figure 13f: Satisfaction vs. Importance of <u>Parking Services</u>

Importance Rating (%) (y-axis: 20%, 60%, 100%)

Low Satisfaction - High Importance
3

High Satisfaction - High Importance
4

Low Satisfaction -Low Importance
1

High Satisfaction - Low Importance
2

Satisfaction Rating (%) (x-axis: 20%, 60%, 100%)

Legend:
- — Ease of finding parking downtown
- ● 90 minute on-street parking meters
- ▲ Prepaid parking card w/ refund of time
- ◆ Free City parkades on Sundays
- ■ City parkade "First Hour Free" program
- + Condition of City parkades
- ✳ Parking enforcement
- ⊠ AVERAGE - Parking Services
- ⊞ AVERAGE - All 71 services listed in question #8

Figure 13g: Satisfaction vs. Importance of <u>Recreation Services</u>

Low Satisfaction - High Importance

3

High Satisfaction - High Importance

4

Importance Rating (%)

Low Satisfaction -Low Importance

1

High Satisfaction - Low Importance

2

Satisfaction Rating (%)

Legend:
- ▲ Arts and cultural programs
- ■ Festivals and Special Events
- + Neighbourhood Associations
- ◆ Community and Senior Centres
- □ Royal Athletic Park
- ✕ Crystal Pool and Fitness Centre
- ⊠ AVERAGE - All Recreation Services listed
- ⊞ AVERAGE - All 71 services listed in question #8

Figure 13h: Satisfaction vs. Importance of <u>Community Services</u>

Low Satisfaction - High Importance

3

High Satisfaction - High Importance

4

Importance Rating (%)

Low Satisfaction -Low Importance

1

High Satisfaction - Low Importance

2

Satisfaction Rating (%)

Legend:
- ▲ Programs/Services for children (0-12 yrs)
- + Programs/Services for youth (13-19 years)
- ■ Programs/Services for adults
- ◆ Programs/Services for seniors
- ● Programs/Services for disabled
- ✕ Programs for economically disadvantaged
- ⊠ AVERAGE - All Community Services listed
- ⊞ AVERAGE - All 71 services listed in question #8

Figure 13i: Satisfaction vs. Importance of Parks and Walkways

Legend:
- ◆ Beacon Hill Park
- △ Parks (other than Beacon Hill Park)
- ■ Beaches and waterfront areas
- ✳ Ross Bay Cemetery
- + Playgrounds
- ● Sports fields
- ⊠ AVERAGE - All Parks and Walkways listed
- ⊞ AVERAGE - All 71 services listed in question #8

Quadrant labels:
- 3 — Low Satisfaction - High Importance
- 4 — High Satisfaction - High Importance
- 1 — Low Satisfaction - Low Importance
- 2 — High Satisfaction - Low Importance

X-axis: Satisfaction Rating (%)
Y-axis: Importance Rating (%)

Figure 13j: Satisfaction vs. Importance of City Communications

Legend:
- ◆ Website Electronic Payment System
- ■ Quality of Website content
- ▲ Website Navigation/ Ease of Use
- ✕ Business trnasactions through the Website
- + City voice mail and phone system
- ⊠ AVERAGE - All City Communications listed
- ⊞ AVERAGE - All 71 services listed in question #8

Quadrant labels:
- 3 — Low Satisfaction - High Importance
- 4 — High Satisfaction - High Importance
- 1 — Low Satisfaction - Low Importance
- 2 — High Satisfaction - Low Importance

X-axis: Satisfaction Rating (%)
Y-axis: Importance Rating (%)

Usage of Local Government Services (Question #9)

Question #9: In the past 12 months, approximately how often, did you participate in each of the following activities? (Please circle the ranking that most closely applies to you for each activity)

In terms of usage rates for local government services, visiting Beacon Hill Park (average score of 55 out of 100) and other City of Victoria parks (average score of 45.3) are the most popular local government facilities used. While citizens are given the opportunity to attend public meetings to hear about City matters, only 29% of respondents do so (for a score of 6.9 out of 100). Dropping off garden waste at Garbally Yard (average score of 7.1) is another least used facility/service.

Figure 14: Q.#9 Citizen Use of Local Government Services or Facilities	Avg. Score (out of 100)	Never	Once or twice per year	Once every 2 to 3 months	At least once per month	At least once per week	Daily
a. Visited an arts or cultural facility	**36.2**	9%	34%	30%	20%	6%	0%
b. Attended a festival or special event	**34.7**	7%	35%	37%	20%	1%	0%
c. Used a City of Victoria recreation or community center	**38.3**	23%	23%	17%	17%	17%	3%
d. Used a recreation centre in a neighbouring municipality	**32.9**	32%	22%	15%	14%	13%	3%
e. Visited Beacon Hill Park	**55.0**	2%	14%	26%	30%	22%	6%
f. Visited a City of Victoria park other than Beacon Hill Park	**45.3**	10%	20%	27%	22%	15%	5%
g. Visited City Hall	**17.7**	30%	56%	12%	3%	0%	0%
h. Attended a public meeting about City matters	**6.9**	71%	25%	3%	1%	0%	0%
i. Volunteered/ participated in a neighbourhood meeting/event	**15.9**	53%	29%	8%	8%	3%	0%
j. Dropped off garden waste at Garbally Yard	**7.1**	77%	14%	5%	3%	1%	0%
k. Visited the City website	**14.0**	62%	17%	14%	5%	2%	1%

Local Government Services

Taxes (Questions #10)

Question #10: If faced with the following realistic choices, what would you advise Council to do? (Please check only one ☐ box indicating your preferred choice)

Citizens were asked about future tax options they would advise Council to undertake for services provided by the City. Results show that 45% of citizens prefer to pay the same amounts for taxes with the same or reduced level of City services. Increasing taxes for improved local government services is preferred by 36% of respondents. See Figure 15.

Figure 15: Q.#10 Citizen Preference on Future Tax Options (% of respondents)

- a. Higher taxes with improved City services (36%)
- b. Same taxes with same/reduced level of City services (45%)
- c. Lower taxes with reduced level of City service (5%)
- d. No opinion (13%)
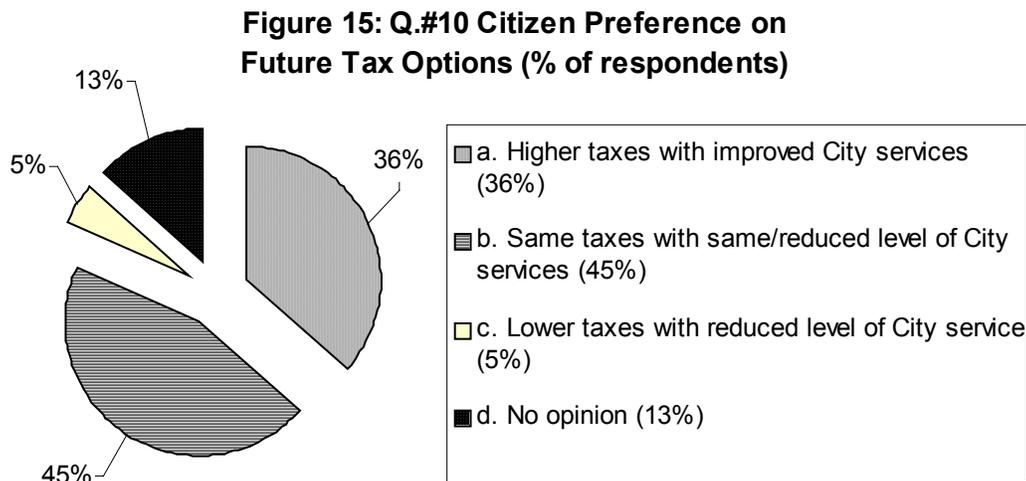
Capital Projects (Question #11a and #11b)

Question #11a: The City of Victoria spends a portion of its yearly budget on large projects, known as capital projects. Imagine that you have $100 to spend on the following capital projects. How would you spend it? Please divide $100 among the listed capital projects according to their importance to you. Please fill all the spaces with dollar amounts ranging from $0 - $100.

Participants were asked how they would spend $100 on a list of capital projects. Survey respondents allocated 17% to city sewer, drainage, and water systems, 15% to the development of affordable housing and 10% to environmental protection and enhancement. Figure 16 shows a complete breakdown of how citizens prefer to allocate funding on listed capital projects.

Figure 16: Q.#11a Citizens' Choice
Capital Project Spending (% of $100 resource allocation)

6% 17%

7%

8% 15%

9%

9%

9% 9% 10%

☐ City sewer, drainage, and water systems (17%)

▨ Developing affordable housing (15%)

▤ Environment protection and enhancement (10%)

▨ Beautification and revitalization (9%)

▨ Parks and walkways (9%)

■ Arts and cultural facilities (9%)

☐ Bicycle/Pedestrian infrastructure (eg. bike lanes, etc.) (9%)

▦ Recreation and community facilities (8%)

▨ Roads and traffic calming (e.g. speed humps, etc.) (7%)

▨ City buildings and related infrastructure (6%)

Question #11b: What do you feel are the three most important projects the City should undertake in the next three years?

When respondents were asked to list, in general, projects the City should undertake in the next three years, 19 projects were suggested. See Figure 17 and Appendix IV for verbatim responses.

The top three projects that respondents felt the City should undertake are city sewage, drainage, and water systems (12%), development of affordable housing (11%), and the beautification and revitalization of the City of Victoria (8%). The first two suggested projects are consistent with those suggested in capital projects spending above (Q. 11a), but the third project changed from environmental protection and enhancement to the beautification and revitalization of the City (8%).

Figure 17: Q.11b
Projects to Undertake in Next Three Years

|	
City Sewage, drainage, & water systems	12%
Development of affordable housing	11%
Beautification & revitalization	8%
Roads & traffic calming (e.g. speed humps, etc.)	7%
Bicycle/Pedestrian infrastructure	7%
Social challenges	6%
Arts/Cultural facilities & events	5%
Recreation & community facilities	5%
City buildings & related infrastructure	5%
Parks & walkways	5%
Job creation & economic/business development	4%
Law enforcement & police presence	4%
Programs & services	4%
Environmental protection & enhancement	3%
Public transit	3%
Streets, condition, & lighting	2%
City administration & planning	2%
Parking	2%
Lower taxes	1%
Other	3%

Overall Perception of City Governance (Question #12)

Question #12a and #12d: On a scale of 1 (strongly disagree) to 5 (strongly agree), please rate the following statements by circling the number that most clearly represents your opinion.

Question 12a: I receive good value for the City taxes I pay. See Figure 18.

Forty-eight percent of participants believe that they receive good value for the taxes they pay, while 13% do not. Twenty-four percent of respondents gave a 'neutral' response and 16% had no opinion.

**Figure 18: Q.#12a I Receive Good Value City Taxes I Pay
(% of respondents)**
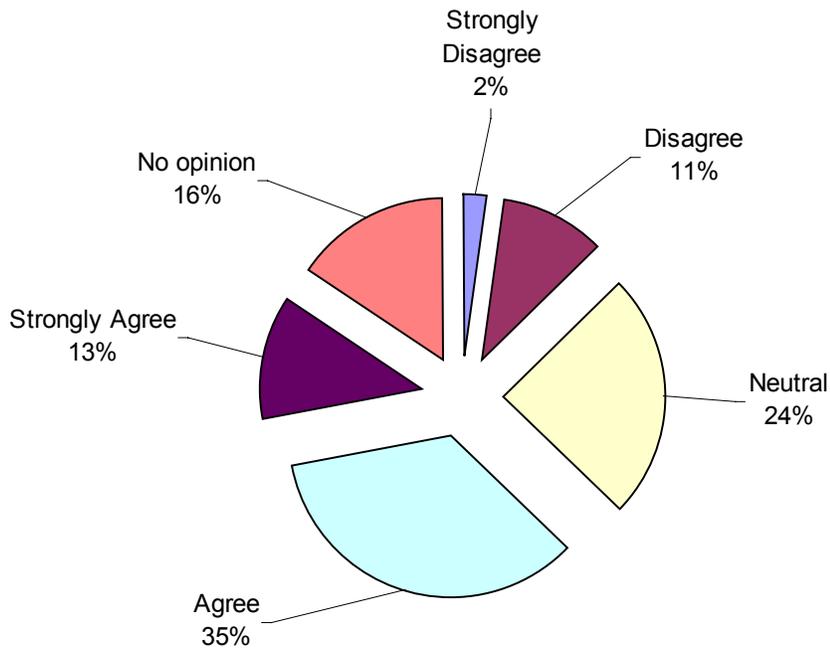
Questrion 12d: I am pleased with the overall direction that the City of Victoria is taking. See Figure 1.

Results show that citizens are generally satisfied with the way in which City governs, with an average score of 60 out of 100. It is worth noting in Figure 19 that the respondents in the agree (33%) to strongly agree (10%) categories outweigh those who are in the disagree (11%) to strongly disagree (3%) categories.

Figure 19: Q.#12d Pleased with Overall Direction City is Taking (% of respondents)
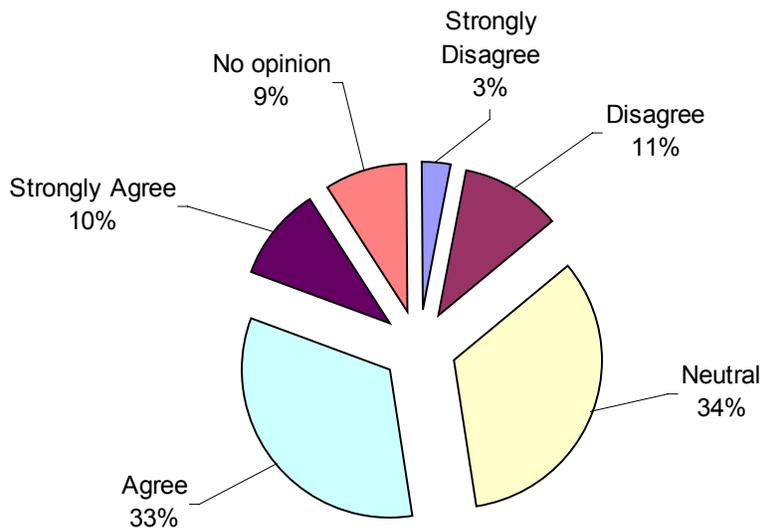
Citizen-City Communication

Learning about City Government Issues (Questions #15 and #16)

Question #15: Please identify up to <u>3 of the most </u>important ways you learn about City government issues? (Please check a maximum of three boxes)

The most important ways in which citizens learn about City government issues is through the local newspaper (64%), television stations (52%), and radio station (39%). Figure 20 represents the complete list of responses.

Figure 20: Q.#15 Learning about City Issues	
Victoria Times Colonist	64%
TV station	52%
Radio station	39%
Word of mouth: neighbours, friends	35%
Victoria News	32%
Neighbourhood Association	17%
Other newspaper	12%
City of Victoria website	11%
City publication	10%
Contact a City of Victoria staff member	5%
Contact a City of Victoria Council member	4%
From friends who work for the City	4%
Others (specify)	4%

Question #16: On a scale of 1 (very unimportant) to 5 (very important), please rate the importance of the following ways the City of Victoria can involve you more in policy making, development decisions and the City budget process. (Circle the number ranking that comes closest to your opinion for each item listed.

When survey respondents were asked to list the ways in which the City of Victoria can involve them more in the policy, decision, and budget making processes, the most preferred methods of communication include the community newspaper with an average score of 75 (out of 100), public opinion surveys with an average score of 71, and public meetings and hearings with an average score of 69.

Contact with City staff members received an average score of 55, while contact through advisory committees and council meetings received a 58 and 56 respectively. Figure 21 represents the complete list of responses.

Figure 21: Q.#16 How Citizens want to get involved	Average Score (out of 100)
Community newspaper	75
Public opinion surveys	71
Public meetings / hearings	69
Community meetings	67
Neighbourhood Association	64
Open-line radio/TV program	61
Other	60
Referenda	59
Council Meetings	56
Advisory Committees	56
Contact with city staff member	54

Question #: 12b They City of Victoria government <u>welcomes</u> citizen involvement.

As illustrated in Figure 22, 43% of citizens agree to strongly agree that the City welcomes their involvement. A proportion of citizens indicated a 'neutral' (27%) or a 'no opinion' (20%) response. *No opinion* and *Neutral* responses adds up to 47%, which may indicate that citizens may not know how they can participate in and, or, be part of the planning and decision making processes.

Figure 22: Q.#12b City Welcomes Citizen Involvement (% of respondents)

Strongly Disagree 4%
Disagree 7%
Neutral 27%
Agree 29%
Strongly Agree 14%
No opinion 20%
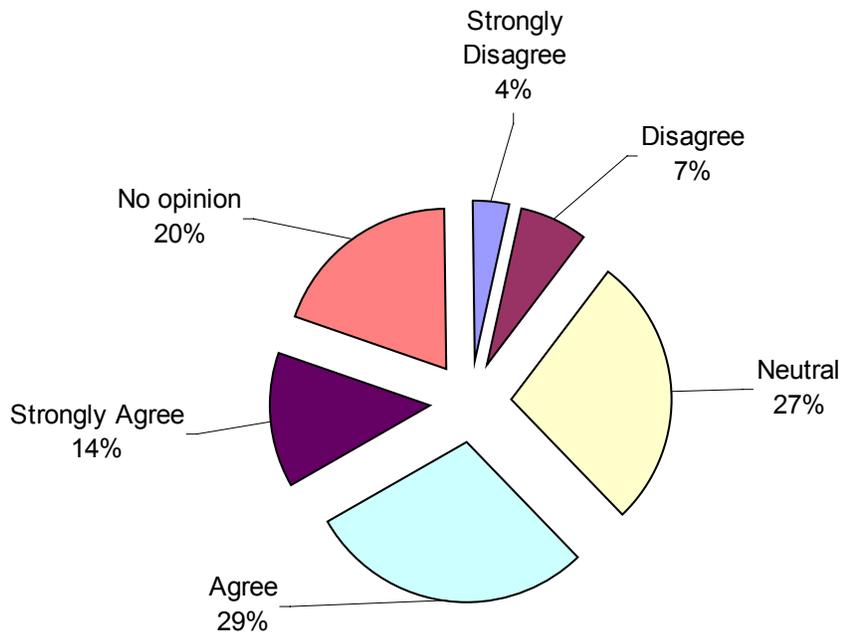
Question #12c: The City of Victoria government <u>listens</u> to citizens.

When asked if the City of Victoria listen to its citizens, 24% agreed and 8% strongly agreed with this statement, while 13% disagreed and 5% strongly disagreed with this statement. It is worth noting in Figure 23 that the percentages under the *No Opinion* and *Neutral* columns are high, which may mean a number of different things, such as the lack of involvement with City issues or a lack of contact with City staff members.

**Figure 23: Q.#12c City Listens to Citizens
(% of respondents)**
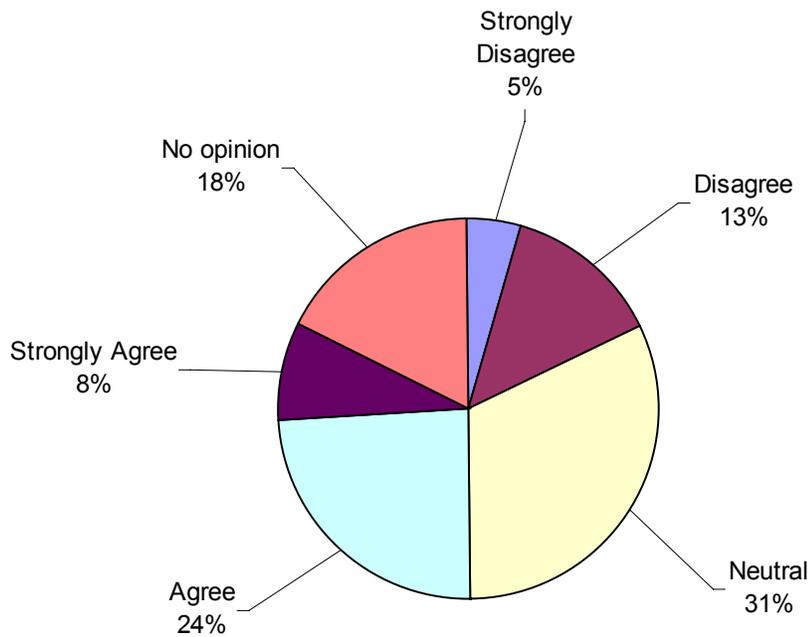
Electronic Communication (Questions #23 and #24)

Question #23: Do you have Internet access at your residence?

The survey shows that 68% of respondents have Internet access in their homes. Many use the Internet to conduct on-line banking (40%) and pay bills (36%) as shown in Figure 24.

Question #24: Do you use the Internet to (check all boxes that apply)
- *Conduct Business*
- *Pay Bills*
- *Purchase Goods*
- *None of these things/not applicable*
- *Other*

Figure 24: Q.#24 Internet Use
(% of respondents)

Other 29%

Conduct on-line banking 40%

None of these things 36%

Purchase goods 28%

Pay bills 36%
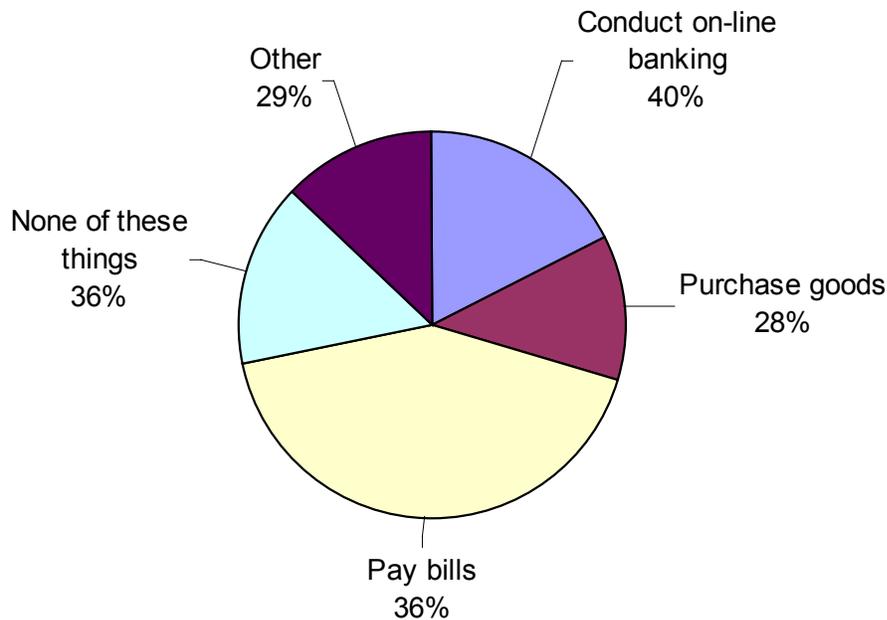
Only a small number of participants (average score of 14) access the City Website, as illustrated in question 9 (see Appendix III for further details), and only 11% of respondents use the City website as a means of learning about municipal issues (see table for question #5 in Appendix III). Four percent of respondents use the City's website and approximately the same numbers use the email system to contact City staff members, as illustrated in question #14 in Appendix III.

Participants who access the City's website give a satisfaction ranking of 68% to the City's website electronic payment system, 60% to website navigation and ease of use, and 59% for website content. In terms of importance, the City website electronic payment system was given a 65%, website navigation and ease of use was given a 60%, while website content was given a 70% importance rating. See table for question #8 in Appendix III.

Customer Service (Questions #13 and #14)

Question #13: Have you had any personal contact (in-person, email or fax) with a City staff member over the last 12 months?

- ❑ *Yes*
- ❑ *No*

Forty-seven percent of citizens have had personal contact with a City staff member in the last 12 months.

Question #14: (Part 1 of Question #14) What method(s) did you use to contact a city staff member? See the first two columns in Figure 25.

Participants were provided with a range of methods of contacting City staff members. Results show that the two commonly used methods of interaction between citizens and City staff is through the Public Service Centre in City Hall (19.2%) or via the telephone (14.7%). For those who have used the telephone as a means to contact City staff members, they do not appear too pleased with the City voice mail and phone system. Only 45% of the respondents are satisfied or very satisfied with the City voice mail and phone system and 74% rated this service as important or very important. See Appendix III, question #8.

Question #14: (Part 2 of Question #14) What was your impression of the service that the staff member provided you, on the scale of 1 (very poor) to 5 (very good), based on the attributes listed. See columns 3 to 8 in Figure 25 for attributes.

City staff members are given good ratings for being polite and courteous, easy to understand, knowledgeable, easy to reach, responsive, as well as correctly directing citizens to the appropriate person working for the City. The overall quality of customer service provided to City staff members shows an average ranking between good (75) to very good (91).

Figure 25: Q.#14 Method and Impression of Service Received	% of respondents	Referred to correct person	Easy to Reach	Good response time	Knowledge -able	Polite & Courteous	Easy to Under- stand	Overall Average (out of 100)
Public Service Center (payments, information)	19.2%	84.2	83.7	77.2	82.7	83.3	86.3	82.9
Permits/ Inspections/ Engineering Counter	6.6%	75.0	72.6	75.0	76.8	80.2	75.6	75.9
In person at other areas of City Hall	6.7%	85.1	82.2	77.6	84.0	89.9	87.8	84.4
In person at Garbally Works Yard	6.0%	89.2	88.3	87.5	87.5	88.2	85.5	87.7
In person at Beacon Hill Parks Yard	3.2%	93.2	82.7	85.0	93.3	95.3	96.4	91.0
In person at a City recreation centre	8.8%	89.1	86.0	86.2	85.1	87.7	90.2	87.4
In person at a Victoria Police Station	7.6%	74.4	73.3	63.5	74.5	75.5	81.9	73.9
In person at a Victoria Fire Station	2.8%	87.5	91.7	90.6	88.5	91.1	92.9	90.4
In person at a City work site	3.8%	83.3	82.1	87.5	86.7	86.3	85.0	85.1
In person at a community meeting	5.3%	91.7	88.8	86.8	86.0	90.2	87.5	88.5
Telephone	14.7%	80.6	66.1	67.8	78.0	82.5	80.6	75.9
Mail	3.6%	80.4	81.9	66.3	69.2	69.1	82.7	74.9
Fax	1.4%	50.0	50.0	58.3	50.0	75.0	83.3	61.1
Email	4.2%	76.3	84.1	70.5	81.6	82.9	83.8	79.8
Website	4.3%	70.0	77.4	76.4	80.0	76.9	73.9	75.8
Other:	1.9%	57.1	53.6	46.4	67.9	62.5	75.0	60.4

Summary of Citizens' Vision & Values

Question #17

Question #17: Thinking ahead ten years from now, I would like to see Victoria …

   a. *Much the same as it is now*
   b. *Quite different from what it is now.*

When citizens were asked how they would like to see Victoria shaping in the next ten years, 72% of citizens expressed that they would like to see Victoria much the same as it is now. This sentiment indicates that citizens are generally happy to live in Victoria and for what it has to offer.

Throughout the survey, a number of themes were consistent, which reveals the vision and values of citizens living within the boundaries of Victoria. Citizen value living in Victoria for its climate, geography, atmosphere, lifestyle, greenery and flora, as well as for its easy access to the diverse numbers of amenities and services.

Nonetheless, the thematic analysis outlines some key issues and concerns citizens would like the City to address:

- The street population and social challenges, namely in the downtown area (example, panhandling, homelessness, and illegal activities);

- Affordability issues such as housing and cost of living;

- Transportation issues such as congestion, public transit and pedestrian/bike infrastructure;

- Parking issues in the downtown area;

- City sewage, drainage and water systems;

- Creating a safe, clean and beautiful environment; and

- The revitalization and beautification of neighbourhoods and the downtown area.