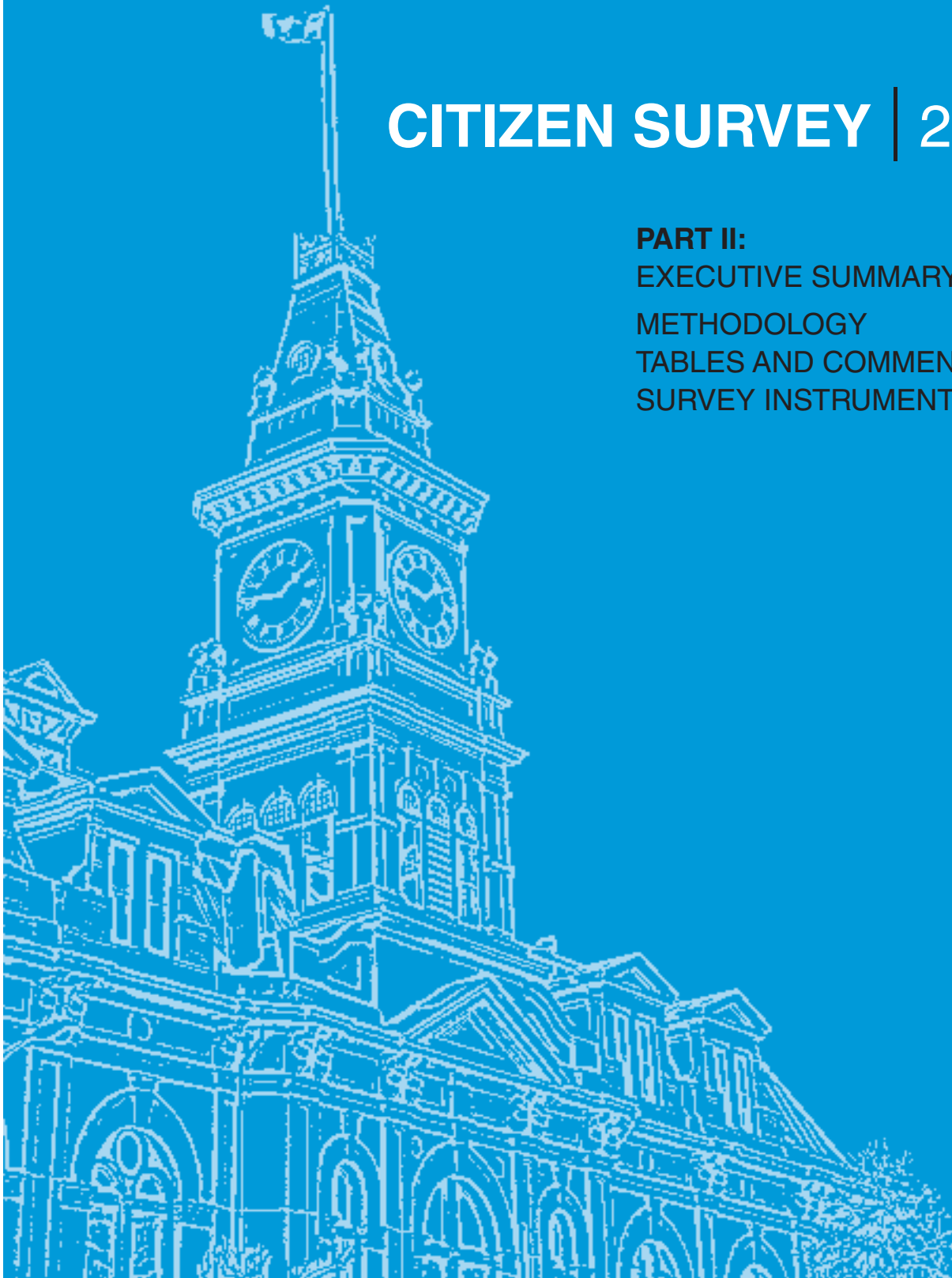


# CITIZEN SURVEY | 2008

**PART II:**  
EXECUTIVE SUMMARY  
METHODOLOGY  
TABLES AND COMMENTS  
SURVEY INSTRUMENT



# 2008 CITIZEN SURVEY

PART II:  
EXECUTIVE SUMMARY  
METHODOLOGY  
TABLES AND COMMENTS  
SURVEY INSTRUMENT

JUNE 2008

City of Victoria  
1 Centennial Square  
Victoria, BC V8W 1P6

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For more information, please contact the Legislative and Regulatory Services Department at (250) 361-0571.

# TABLE OF CONTENTS

- EXECUTIVE SUMMARY ..... 1
- APPENDIX A: CITIZEN SURVEY METHODOLOGY DETAILS ..... 6
- APPENDIX B: RESPONDENT CHARACTERISTICS ..... 9
- APPENDIX C: STATISTICAL TABLES ..... 10
- APPENDIX D: RESPONSES TO OPEN-ENDED QUESTIONS..... 47
- APPENDIX E: SURVEY INSTRUMENT ..... 56

# EXECUTIVE SUMMARY

## INTRODUCTION

In July 2003, Victoria City Council endorsed the concept of conducting a Citizen Survey as a means of learning about citizens' views regarding their local government. The City's first Citizen Survey, conducted in 2003, served as a basis for the design, management, implementation and evaluation of the second Citizen Survey in September 2005. The third Citizen Survey followed in 2008.

In January 2008, an eight-page survey was mailed to 1,400 randomly selected City of Victoria households. The purpose of the 2008 Citizen Survey was to explore what residents thought about the quality of life in their neighbourhoods and in the downtown area, local government's delivery of services and facilities, and the value they receive for their tax dollars.

By the February 2008 deadline, 58 of the 1,400 surveys mailed out were returned not completed and deemed invalid, resulting in a total number of 1,342 valid surveys. Of these, 585 completed surveys were received, giving a high response rate of 43.6%. Typically, response rates for surveys of this kind are between 25% and 40%.

It is important to note that citizens who responded to this survey were expressing views based on their own experiences and perceptions, and on the services they know about or access. Responses can also be affected by the seasons, media coverage, key events and issues taking place in the city and surrounding communities, as well as the individual's characteristics and circumstances (for example, age, gender, neighbourhood, etc.).

Results of the 2008 survey were compared with the previous two surveys whenever possible, to describe and provide a summary of the data over time. Due to the revisions, deletions, or additions that were made to the survey questionnaire, some questions did not have three years worth of data to warrant trending. Responses to open-ended questions (i.e., written comments) were also not compared due to the difficulty of substantiating subjective results.

The 2008 Citizen Survey report is presented in two parts. **Part I** contains the survey results, while **Part II** contains a detailed description of the methodology, statistical tables, summarized verbatim comments, and the survey questionnaire.

## KEY FINDINGS

Citizens gave high ratings to their quality of life in the City of Victoria and consider Victoria a good place to live, raise children and retire. The climate, natural environment, amenities and services, and the lifestyle are appreciated by many residents.

While citizens enjoy their quality of life, they are concerned about matters surrounding the homeless and the street population, housing affordability, and shelters for those in need. Residents would like the City to look at these issues and provide solutions.

While satisfaction with most City services has not changed much since 2005, a large increase in satisfaction was seen in the Emergency Preparedness Program, while a sharp decline in satisfaction was seen in festivals and special events services since 2005.

With respect to governance, citizens are generally pleased with the overall direction that the City of Victoria is taking, and feel that they receive good value for the municipal taxes they pay. The willingness to pay higher taxes for an improved level of services has increased since 2003.

Highlights of the City of Victoria's 2008 survey are as follows:

## QUALITY OF LIFE

*Responses in this section are shown as average scores on a 100-point scale, where 0 = very poor and 100 = very good.*

### Place to Live

- Consistent with previous surveys, respondents' rating for the quality of life remains high, with an average score of 85 out of 100
- Similarly, Victoria is seen as a good place to retire (87) and to raise children (80)
- Respondents gave a rating of 73 out of 100 for Victoria as a place to work in 2008; this score has increased from 69 in 2005 and 64 in 2003

### Likes and Dislikes

- Forty percent (40%) of respondents reported that they like the City of Victoria for its beauty, climate, and close location to the natural environment (ocean, parks, mountains, etc.)
- Responses indicated that the least appealing factors in the City are the visibility of the homeless and the street population, drug use and/or activity, and panhandling, especially in the downtown core

## DOWNTOWN SERVICES AND USAGE

### Downtown Activities

Citizens came downtown primarily to:

- Participate in leisure activities (64 out of 100) – The frequency of downtown visits for leisure activities has increased since 2005 (63) and 2003 (55)
- Shop (63 out of 100) – The frequency of shopping has not changed since 2005 (63) and has slightly increased from 2003 (60)
- Dine (55 out of 100) – Dining was not provided as an option in the 2003 survey, but was added to the 2005 survey, receiving an average score of 51 out of 100.

### Likes and Dislikes

Approximately one-quarter of respondents (26%) like the downtown area primarily for its amenities and services (stores, tourist attractions, businesses, restaurants, etc.). They are, however, concerned about the visible social problems (homelessness, addictions, mental health issues, panhandling, etc.) in the downtown core.

## CITY SERVICES

### Usage of City Facilities/Participation in Public Activities

The top three public facilities accessed by respondents were:

- Beacon Hill Park (43 out of 100)
- Parks other than Beacon Hill (37)
- Arts and cultural facilities (31)

A large percentage of respondents reported that they never:

- Use Royal Athletic Park (80%) or attend an event at Royal Athletic Park (76%)
- Go to public meetings about City matters (77%)
- Use Crystal Pool and Recreation Centre (70%)

In almost all areas, there was a slight decrease in participation or usage of City facilities since 2003.

### Satisfaction with City Services

Citizens were asked to rate their satisfaction with 69 City services. Twenty-one of these services received scores between 75 and 93%, while 30 were rated between 50 and 74%.

The top three services receiving high satisfaction ratings in 2008 were:

- Beacon Hill Park (93%)
- Fire fighting services (92%)
- Free City parkades on Sundays (92%)

The services receiving the three lowest satisfaction ratings in 2008 were:

- Programs for economically disadvantaged (35%)
- Public washrooms (32%)
- Ease of finding parking downtown (25%)

Since 2005 a large increase in satisfaction is seen in the Emergency Preparedness Program (+18%), while a sharp decline in satisfaction is noted in festivals and special events services (-22%). A 10% decline in satisfaction was also recorded for the following services:

- Heritage conservation
- Design of streets and public spaces
- Condition of City parkades
- Planning for community amenities/services

## CITY BUDGET PRIORITIES

### Projects

As with previous surveys, the three capital project areas that were reported as most important by survey respondents were:

- City sewer, drainage and water systems
- Environmental protection and enhancement
- Bicycle/pedestrian infrastructure

Respondents would like to see the City pursue affordable housing for seniors, families and the working poor, and shelters for people living on the streets; work on providing programs and services to street people to help with mental/physical and addiction issues, and to support the sewage treatment system in the CRD.

## **Taxes**

When citizens were asked about their preferred tax options:

- 39% of respondents indicated that they would prefer higher taxes with improved level of services
- 41% would like to see the same taxes applied with the same or reduced level of services
- 5% opted for lower taxes with reduced level of services

The choice of paying higher taxes with an improved level of services has increased from 34% in 2005 and 36% in 2003, while the preference for paying the same taxes with the same or reduced level of services has decreased from 47% in 2005 and 45% in 2003.

## **CITIZEN-CITY COMMUNICATION AND INVOLVEMENT**

### **Learning about City Issues**

As with 2003 and 2005 surveys, respondents reported that the top three ways they learn about City government issues are:

- Local newspaper (79%)
- TV station (51%)
- Radio station (42%)

### **Citizen Involvement**

Consistent with 2003 and 2005 results, the top two ways citizens want to be involved in the City's information sharing, planning, and decision-making processes are:

- Public opinion surveys (64 on 100-point scale), and
- Public meetings and/or open houses (61 on 100-point scale).

Forty percent (40%) of respondents believe that the City welcomes their involvement. This is similar to the response in 2005 (39%). People living in the Hillside-Quadra and South Jubilee areas gave the most positive ratings, while people in the downtown and North Jubilee neighbourhoods gave the least positive ratings. It is important to note that 29% were neutral to this question and 21% had no opinion.

Twenty-five percent (25%) of respondents agreed or strongly agreed that the City listens to them, while 20% disagreed or strongly disagreed with this statement, compared to 28% and 20% respectively in 2005. People living in the Hillside-Quadra, James Bay, and South Jubilee areas gave the highest ratings to this statement compared to other neighbourhoods. Thirty-four (34%) percent of respondents were neutral and 21% had no opinion.

Almost half of respondents (45%) were not familiar with the activities of their neighbourhood association. For those who were, 34% were satisfied with the association taking their issues to the City, while 8% were not. In 2005, 31% were satisfied and 7% were dissatisfied with that process.



## **Customer Service**

Since 2003, the number of survey participants who have had direct contact with City staff members has changed very little, with 44% in 2008, 44% in 2005, and 47% in 2003. Respondents indicated that staff were generally easy to understand, polite and courteous, knowledgeable, refer them to the right person, respond in a timely fashion and are easy to reach.

## **CITY GOVERNANCE**

### **Perception of City Governance**

When citizens were asked if they received good value for the City taxes they paid:

- 44% of respondents agreed or strongly agreed that they did so
- 10% disagreed or strongly disagreed that they received good value for their taxes
- 32% were neutral to this question and 14% had no opinion

Since 2003, very little has changed in this regard.

## **CONCLUSION**

The information gained from the 2008 Citizen Survey will prove useful as the City sets budget priorities, evaluates programs and services and makes strategic decisions to shape the future of the City of Victoria.

Similar to previous survey results, respondents give high ratings to their quality of life in the City of Victoria:

- Victoria is viewed as a very good place to live, raise children and retire.
- Citizens appreciate the climate, natural beauty, parks, amenities, services and lifestyle.

As with previous surveys, respondents continue to be concerned about:

- Issues surrounding the homeless and the street population (street presence, drugs, individuals with mental illness and physical issues, services and programs)
- Affordable housing for seniors, families and the working poor, and shelters to support the homeless
- Sewer, drainage, and water systems

These issues are increasingly impacting residents' perceptions of the City, and may affect their decisions to live in, work in, retire, or visit Victoria.

Respondents were generally pleased with the overall direction that the City is taking and believe that they receive good value for the taxes they pay. Almost an equal proportion of respondents (41%) prefer to pay the same taxes to receive the same or reduced level of services as those who prefer to pay higher taxes for an improved level of City services (39%). The preference for paying higher taxes for increased services has been increasing since 2003.

# APPENDIX A: CITIZEN SURVEY METHODOLOGY DETAILS

## SURVEY DEVELOPMENT

To develop the 2008 survey instrument, the City of Victoria Project Team reviewed the survey instrument utilized in the 2005 study. Some questions were added or reworded to make them more meaningful and understandable for the respondent. Other questions were not included in the 2008 survey instrument because the category or topic was deemed irrelevant.

Assistance, design, supervision, and implementation of the 2008 survey was provided by University of Victoria's Professors Dr. Emmanuel Brunet-Jailly from the School of Public Administration and Dr. S. Mikael Jansson from the Department of Sociology. An Application for Ethics Approval to conduct the Citizen Survey and to gain university support was also submitted to, and approved by, the University of Victoria Human Research Ethics Board.

## SURVEY ADMINISTRATION

The City of Victoria utilized the services of Cornerstone Group of Companies (Cornerstone) who keep an up-to-date comprehensive database of almost every name and phone number in the nation. For a random list of addresses within the boundaries of the City of Victoria, Cornerstone used the  $n^{\text{th}}$  select systematic sampling method and stratified the households by postal code areas to capture proportionate geographic distribution. The advantage of using addresses generated by Cornerstone over those available from the City's property tax database is that their list includes both renters and owners, and is updated on a monthly basis. It is important to note that, as with any survey going out to the general population, it is not possible to get a representation of people from all walks of life, such as people who are homeless, those who live in long-term care facilities, people who use cell phones as their primary line, households without a residential phone line, etc. The City received two sets of address labels from Cornerstone. One set of labels was used to mail the initial survey package and the second set was used for the reminder letters.

The address labels had the name of the registered household telephone account holder. To keep the process confidential, no copies of the addresses were kept at the City and households receiving the survey were asked to respond based on the unbiased 'birthday method' sampling procedure. The birthday method requests that the respondent in the household be an adult (age 18 years old or older) who most recently had a birthday, irrespective of the year of birth.

On January 30, 2008, survey packages were mailed to 1,400 randomly selected households in the City. The survey package included the questionnaire, a cover letter signed by the Mayor, incentive prize information, and a postage-paid return envelope. Prizes were donated by local business owners and individuals at the City as an added incentive for citizens to complete and return the survey by February 22, 2008.

On February 8, 2008, a reminder letter was mailed to the same randomly selected households.

Of the 1,400 surveys mailed out, 58 were returned and deemed invalid:

- Five were returned by citizens who no longer lived within the boundaries of the City of Victoria
- Forty-six were returned without being opened and with the caption of "moved" or "unknown" and were therefore considered undeliverable
- Seven households did not submit a response because the respondent was deceased, ill or physically unable to complete the survey

Therefore, of the 1,400 initial surveys mailed, 1342 were considered valid. By the February 22, 2008 deadline the City received 585 completed surveys, representing a 43.6% response rate. Typically response rates for local government surveys of this kind are between 25% and 40%. Victoria's survey response rate was 41% in 2005 and 40% in 2003.

## SAMPLING ERROR AND STATISTICAL REWEIGHING

Sample surveys are powerful social scientific tools to collect data on population behaviours and attitudes using established methodological and ethical rules.

Based on a sample size of 585, the margin of error is estimated to be plus or minus 4.1%, 19 times out of 20. This margin of error is larger for smaller geographic areas or subgroups.

There are two reasons for not conducting significance testing. First, these tests are based on the assumption that the respondents are randomly selected, which is impossible to verify and state whether or not behaviors and attitudes of those who did not respond would differ in comparison to those who responded to the survey. Second, conducting probability tests would lead to the wrong conclusion in one instance out of every twenty tests.

As seen in Appendix B, the respondents' demographic characteristics are relatively close to the 2001 population census data demographics. Demographic differences between the sample and the population were judged not to be significant. The sample is underrepresented by respondents under 34 years of age and overrepresented by respondents between 55 to 64 years old. The sample is also overrepresented by people who own their homes compared to renters.

In most questions, results are provided for each demographic group, allowing readers to make their own judgments as to the differences present.

## DATA ENTRY AND ANALYSIS

ACCESS and/or Excel were used for data entry and analysis for the 2003 and 2005 surveys. This data was imported into the Statistical Package for Social Sciences (SPSS) database, checked, and corrected, in preparation for comparative analysis. Responses from 2008 surveys were entered into the SPSS database, and data from all three years was then collated, analyzed and formatted for this report. Where there are discrepancies between previously published Citizen Survey data for 2003 and 2005, and the 2008 survey, the figures contained in the 2008 survey should be considered correct.

The survey instrument consisted of both quantitative and qualitative questions. Closed-ended questions (quantitative or numeric responses), based on a 5-point scale, were inserted into the database as per the respondents' answers, with 5 representing the best rating and 1 the worst. For ease of translating the data, most of the results in the tables have been converted to a 0 to 100-point scale, where 0 represents the worst possible score and 100 represents the best possible score. For example, if everyone reported a "very good" quality of life rating, then the resulting score would be 100 on a 100-point scale. Likewise, if all respondents gave a "very poor" rating, the score would be 0 on a 100-point scale.

Open-ended questions were used to capture the thoughts and ideas of citizens about a specific question. Conceptual categories were developed for each question based on the responses of the first 50 surveys. Each written comment was coded and placed into the appropriate category. As a result of this exercise, a coding sheet was developed. To improve reliability in analyzing qualitative responses, another member of the research team coded the same 50 surveys independently. A few comments were coded differently. These were tagged, discussed and changed to reflect agreement and consistency of the coders. Every effort was made to keep coding categories and their indicators consistent with those in 2003 and 2005. Numerical values assigned to each verbal response were then entered into the SPSS database for analysis.

Unlike quantitative data which are easier to analyze, qualitative data are highly subjective, and thus, may raise issues of validity and reliability. However, qualitative data does have face validity, because the data gathered from open-ended questions reflect the respondents' claims, that is, it respects and represents the voice of the participants.

Data analysis included cross-tabulations, whereby the frequency and percentage distribution of the results for each question were broken down based on respondent characteristics and responses. No test of distribution was conducted to see if there was a significant difference in responses between respondent subgroups. Instead, where appropriate, descriptive statistics and simple graphs were used to describe the basic features of the data in the survey and simple summaries are provided to indicate change since 2003.

Please note that all numbers in the report have been rounded.

## PRESENTATION OF RESULTS

The results are presented in two reports in an effort to minimize paper usage. **Part I** contains an executive summary, background information and survey results, while **Part II** (this report) contains a detailed study of the methodology, statistical tables, summarized verbatim responses, and survey instrument.

The results are categorized under specific headings as follows:

- Quality of Life
- Downtown Services and Usage
- City Services
- City Budget Priorities
- Citizen-City Communication and Involvement
- City Governance

Every effort is made to provide an analysis of survey results from 2003, 2005, and 2008, along with simple graphs to show the quantitative data. Information on all three years was not given for all questions because of changes in services over time, because the question was deemed irrelevant or because the written responses were too subjective to substantiate. Readers are encouraged to study the information carefully and use the tables found in this document before making any conclusions or decisions.

## APPENDIX B: RESPONDENT CHARACTERISTICS

| Respondent Characteristics        | Survey Sample<br>(# out of 585) | Survey Sample<br>(% out of 585) | Actual<br>Population in<br>City of Victoria* | Difference<br>(Survey Sample<br>minus Actual) |
|-----------------------------------|---------------------------------|---------------------------------|--|---|
| Female                            | <b>344</b>                      | 60%                             | 55%  | 5%  |
| Male                              | <b>234</b>                      | 40%                             | 45%  | -5%   |
| No response                       | <b>7</b>                        | n/a                             | n/a  | n/a   |
|                                   |                                 |                                 |  |   |
| 18 to 24 years                    | <b>17</b>                       | 3%                              | 13%  | -10%  |
| 25 to 34 years                    | <b>62</b>                       | 11%                             | 21%  | -10%  |
| 35 to 44 years                    | <b>85</b>                       | 15%                             | 18%  | -3%   |
| 45 to 54 years                    | <b>104</b>                      | 18%                             | 17%  | 1%  |
| 55 to 64 years                    | <b>115</b>                      | 20%                             | 10%  | 10%   |
| 65 to 74 years                    | <b>85</b>                       | 15%                             | 8%   | 7%  |
| 75 to 84 years                    | <b>81</b>                       | 14%                             | 7%   | 7%  |
| 85 years or over                  | <b>31</b>                       | 5%                              | 5%   | 0%  |
| No response                       | <b>5</b>                        | n/a                             | n/a  | n/a   |
|                                   |                                 |                                 |  |   |
| Average # of Years<br>in Victoria | <b>21.1</b>                     | n/a                             | n/a  | n/a   |
|                                   |                                 |                                 |  |   |
| Burnside/Gorge                    | <b>32</b>                       | 6%                              | 7%   | -1%   |
| Downtown                          | <b>9</b>                        | 2%                              | 2%   | 0%  |
| Fairfield                         | <b>103</b>                      | 18%                             | 15%  | 3%  |
| Fernwood                          | <b>61</b>                       | 11%                             | 13%  | -2%   |
| Gonzales                          | <b>21</b>                       | 4%                              | 5%   | -1%   |
| Harris Green                      | <b>23</b>                       | 4%                              | 2%   | 2%  |
| Hillside-Quadra                   | <b>58</b>                       | 10%                             | 10%  | 0%  |
| James Bay                         | <b>99</b>                       | 17%                             | 15%  | 2%  |
| North Jubilee                     | <b>14</b>                       | 2%                              | 4%   | -2%   |
| North Park                        | <b>20</b>                       | 4%                              | 4%   | 0%  |
| Oaklands                          | <b>39</b>                       | 7%                              | 9%   | -2%   |
| Rockland                          | <b>26</b>                       | 5%                              | 5%   | 0%  |
| South Jubilee                     | <b>17</b>                       | 3%                              | 3%   | 0%  |
| Victoria West                     | <b>54</b>                       | 9%                              | 6%   | 3%  |
| Not sure                          | <b>2</b>                        | 1%                              | n/a  | n/a   |
| No response                       | <b>7</b>                        | n/a                             | n/a  | n/a   |
|                                   |                                 |                                 |  |   |
| Own home                          | <b>332</b>                      | 58%                             | 38%  | 20%   |
| Rent home                         | <b>244</b>                      | 42%                             | 63%  | -21%  |
| No response                       | <b>9</b>                        | n/a                             | n/a  | n/a   |

\*Note: 2001 Census results were used for "Age", "Gender" and "Own/Rent" data. Population data for neighbourhoods were based on local area plans prepared by the City of Victoria's Planning Department (note that the population percentages for local area do not total 100% due to inconsistencies in original data – these figures are approximate only).

## APPENDIX C: STATISTICAL TABLES

The following tables provide a statistical breakdown of each question as presented in the City of Victoria's survey instrument.

Where applicable, data from previous years have also been included. A sampling of open-ended comments for qualitative questions can be found in Appendix D.

The numbers in the tables have been rounded.

**Question 1a:** How would you rate the overall quality of life in Victoria?

| <b>Respondent Characteristics</b> | <b>Average score (out of 100)</b> | <b>Very Poor (score: 0)</b> | <b>Poor (score: 25)</b> | <b>Neutral (score: 50)</b> | <b>Good (score: 75)</b> | <b>Very Good (score: 100)</b> | <b>Total</b> |
|-----------------------------------|-----------------------------------|-----------------------------|-------------------------|----------------------------|-------------------------|-------------------------------|--------------|
| <b>All Respondents</b>            | <b>85</b>                         | <b>0%</b>                   | <b>1%</b>               | <b>9%</b>                  | <b>39%</b>              | <b>51%</b>                    | <b>100%</b>  |
| Female                            | 85                                | 0%                          | 1%                      | 10%                        | 37%                     | 52%                           | 100%         |
| Male                              | 85                                | 0%                          | 1%                      | 8%                         | 41%                     | 50%                           | 100%         |
| 18 to 24 years old                | 76                                | 0%                          | 0%                      | 24%                        | 47%                     | 29%                           | 100%         |
| 25 to 34                          | 85                                | 0%                          | 0%                      | 6%                         | 47%                     | 47%                           | 100%         |
| 35 to 44                          | 85                                | 0%                          | 1%                      | 6%                         | 45%                     | 48%                           | 100%         |
| 45 to 54                          | 85                                | 0%                          | 1%                      | 11%                        | 37%                     | 51%                           | 100%         |
| 55 to 64                          | 88                                | 1%                          | 0%                      | 7%                         | 32%                     | 60%                           | 100%         |
| 65 to 74                          | 82                                | 0%                          | 2%                      | 11%                        | 43%                     | 44%                           | 100%         |
| 75 to 84                          | 86                                | 1%                          | 0%                      | 9%                         | 36%                     | 54%                           | 100%         |
| 85+ years old                     | 92                                | 0%                          | 0%                      | 3%                         | 27%                     | 70%                           | 100%         |
| Owner                             | 87                                | 0%                          | 1%                      | 8%                         | 35%                     | 56%                           | 100%         |
| Renter                            | 84                                | 0%                          | 0%                      | 10%                        | 44%                     | 46%                           | 100%         |
| Burnside/Gorge                    | 81                                | 3%                          | 0%                      | 12%                        | 41%                     | 44%                           | 100%         |
| Downtown                          | 83                                | 0%                          | 0%                      | 12%                        | 44%                     | 44%                           | 100%         |
| Fairfield                         | 86                                | 0%                          | 1%                      | 10%                        | 32%                     | 57%                           | 100%         |
| Fernwood                          | 84                                | 0%                          | 0%                      | 13%                        | 38%                     | 49%                           | 100%         |
| Gonzales                          | 91                                | 0%                          | 0%                      | 0%                         | 38%                     | 62%                           | 100%         |
| Harris Green                      | 78                                | 0%                          | 4%                      | 18%                        | 39%                     | 39%                           | 100%         |
| Hillside-Quadra                   | 87                                | 0%                          | 2%                      | 9%                         | 28%                     | 61%                           | 100%         |
| James Bay                         | 86                                | 0%                          | 0%                      | 10%                        | 36%                     | 54%                           | 100%         |
| North Jubilee                     | 83                                | 0%                          | 0%                      | 8%                         | 54%                     | 38%                           | 100%         |
| North Park                        | 82                                | 0%                          | 0%                      | 5%                         | 63%                     | 32%                           | 100%         |
| Oaklands                          | 86                                | 0%                          | 0%                      | 5%                         | 46%                     | 49%                           | 100%         |
| Rockland                          | 87                                | 0%                          | 4%                      | 0%                         | 42%                     | 54%                           | 100%         |
| South Jubilee                     | 85                                | 0%                          | 0%                      | 6%                         | 47%                     | 47%                           | 100%         |
| Victoria West                     | 84                                | 2%                          | 0%                      | 6%                         | 44%                     | 48%                           | 100%         |
| <b>Valid Responses</b>            | <b>575</b>                        |                             |                         |                            |                         |                               |              |
| <b>Undecided/ No opinion</b>      | <b>5</b>                          |                             |                         |                            |                         |                               |              |
| <b>No Response</b>                | <b>5</b>                          |                             |                         |                            |                         |                               |              |

**Question 1b:** How would you rate Victoria as a place to raise children?

| <b>Respondent Characteristics</b> | <b>Average score (out of 100)</b> | <b>Very Poor (score: 0)</b> | <b>Poor (score: 25)</b> | <b>Neutral (score: 50)</b> | <b>Good (score: 75)</b> | <b>Very Good (score: 100)</b> | <b>Total</b> |
|-----------------------------------|-----------------------------------|-----------------------------|-------------------------|----------------------------|-------------------------|-------------------------------|--------------|
| <b>All Respondents</b>            | <b>80</b>                         | <b>1%</b>                   | <b>3%</b>               | <b>13%</b>                 | <b>40%</b>              | <b>43%</b>                    | <b>100%</b>  |
| Female                            | <b>82</b>                         | 1%                          | 2%                      | 13%                        | 38%                     | 46%                           | <b>100%</b>  |
| Male                              | <b>79</b>                         | 1%                          | 4%                      | 13%                        | 41%                     | 41%                           | <b>100%</b>  |
| 18 to 24 years old                | <b>75</b>                         | 0%                          | 7%                      | 20%                        | 40%                     | 33%                           | <b>100%</b>  |
| 25 to 34                          | <b>81</b>                         | 0%                          | 2%                      | 13%                        | 45%                     | 40%                           | <b>100%</b>  |
| 35 to 44                          | <b>81</b>                         | 0%                          | 1%                      | 10%                        | 52%                     | 37%                           | <b>100%</b>  |
| 45 to 54                          | <b>79</b>                         | 0%                          | 5%                      | 13%                        | 42%                     | 40%                           | <b>100%</b>  |
| 55 to 64                          | <b>83</b>                         | 1%                          | 3%                      | 12%                        | 32%                     | 52%                           | <b>100%</b>  |
| 65 to 74                          | <b>75</b>                         | 3%                          | 3%                      | 23%                        | 34%                     | 37%                           | <b>100%</b>  |
| 75 to 84                          | <b>86</b>                         | 0%                          | 2%                      | 8%                         | 34%                     | 56%                           | <b>100%</b>  |
| 85+ years old                     | <b>80</b>                         | 0%                          | 8%                      | 8%                         | 42%                     | 42%                           | <b>100%</b>  |
| Owner                             | <b>81</b>                         | 1%                          | 3%                      | 12%                        | 40%                     | 44%                           | <b>100%</b>  |
| Renter                            | <b>79</b>                         | 1%                          | 4%                      | 14%                        | 39%                     | 42%                           | <b>100%</b>  |
| Burnside/Gorge                    | <b>77</b>                         | 4%                          | 4%                      | 18%                        | 30%                     | 44%                           | <b>100%</b>  |
| Downtown                          | <b>78</b>                         | 0%                          | 12%                     | 13%                        | 25%                     | 50%                           | <b>100%</b>  |
| Fairfield                         | <b>80</b>                         | 0%                          | 3%                      | 17%                        | 39%                     | 41%                           | <b>100%</b>  |
| Fernwood                          | <b>81</b>                         | 0%                          | 2%                      | 13%                        | 45%                     | 40%                           | <b>100%</b>  |
| Gonzales                          | <b>87</b>                         | 0%                          | 0%                      | 0%                         | 53%                     | 47%                           | <b>100%</b>  |
| Harris Green                      | <b>74</b>                         | 0%                          | 10%                     | 21%                        | 32%                     | 37%                           | <b>100%</b>  |
| Hillside-Quadra                   | <b>79</b>                         | 0%                          | 6%                      | 13%                        | 39%                     | 42%                           | <b>100%</b>  |
| James Bay                         | <b>81</b>                         | 1%                          | 5%                      | 12%                        | 35%                     | 47%                           | <b>100%</b>  |
| North Jubilee                     | <b>81</b>                         | 0%                          | 10%                     | 0%                         | 45%                     | 45%                           | <b>100%</b>  |
| North Park                        | <b>70</b>                         | 7%                          | 0%                      | 20%                        | 53%                     | 20%                           | <b>100%</b>  |
| Oaklands                          | <b>86</b>                         | 0%                          | 2%                      | 0%                         | 49%                     | 49%                           | <b>100%</b>  |
| Rockland                          | <b>91</b>                         | 0%                          | 0%                      | 4%                         | 29%                     | 67%                           | <b>100%</b>  |
| South Jubilee                     | <b>86</b>                         | 0%                          | 0%                      | 14%                        | 29%                     | 57%                           | <b>100%</b>  |
| Victoria West                     | <b>78</b>                         | 0%                          | 0%                      | 22%                        | 45%                     | 33%                           | <b>100%</b>  |
| <b>Valid Responses</b>            | <b>496</b>                        |                             |                         |                            |                         |                               |              |
| <b>Undecided/No opinion</b>       | <b>79</b>                         |                             |                         |                            |                         |                               |              |
| <b>No Response</b>                | <b>10</b>                         |                             |                         |                            |                         |                               |              |



**Question 1c:** How would you rate Victoria as a place to retire?

| <b>Respondent Characteristics</b> | <b>Average score (out of 100)</b> | <b>Very Poor (score: 0)</b> | <b>Poor (score: 25)</b> | <b>Neutral (score: 50)</b> | <b>Good (score: 75)</b> | <b>Very Good (score: 100)</b> | <b>Total</b> |
|-----------------------------------|-----------------------------------|-----------------------------|-------------------------|----------------------------|-------------------------|-------------------------------|--------------|
| <b>All Respondents</b>            | <b>87</b>                         | <b>1%</b>                   | <b>1%</b>               | <b>9%</b>                  | <b>27%</b>              | <b>62%</b>                    | <b>100%</b>  |
| Female                            | <b>88</b>                         | 0%                          | 2%                      | 8%                         | 27%                     | 63%                           | <b>100%</b>  |
| Male                              | <b>87</b>                         | 0%                          | 2%                      | 10%                        | 27%                     | 61%                           | <b>100%</b>  |
| 18 to 24 years old                | <b>90</b>                         | 0%                          | 0%                      | 6%                         | 27%                     | 67%                           | <b>100%</b>  |
| 25 to 34                          | <b>86</b>                         | 2%                          | 0%                      | 9%                         | 31%                     | 58%                           | <b>100%</b>  |
| 35 to 44                          | <b>82</b>                         | 1%                          | 3%                      | 10%                        | 38%                     | 48%                           | <b>100%</b>  |
| 45 to 54                          | <b>85</b>                         | 0%                          | 2%                      | 13%                        | 28%                     | 57%                           | <b>100%</b>  |
| 55 to 64                          | <b>88</b>                         | 0%                          | 1%                      | 11%                        | 23%                     | 65%                           | <b>100%</b>  |
| 65 to 74                          | <b>87</b>                         | 1%                          | 3%                      | 6%                         | 29%                     | 61%                           | <b>100%</b>  |
| 75 to 84                          | <b>93</b>                         | 0%                          | 0%                      | 5%                         | 19%                     | 76%                           | <b>100%</b>  |
| 85+ years old                     | <b>91</b>                         | 0%                          | 0%                      | 7%                         | 21%                     | 72%                           | <b>100%</b>  |
| Owner                             | <b>88</b>                         | 0%                          | 1%                      | 9%                         | 29%                     | 61%                           | <b>100%</b>  |
| Renter                            | <b>87</b>                         | 1%                          | 2%                      | 10%                        | 24%                     | 63%                           | <b>100%</b>  |
| Burnside/Gorge                    | <b>82</b>                         | 0%                          | 0%                      | 13%                        | 45%                     | 42%                           | <b>100%</b>  |
| Downtown                          | <b>92</b>                         | 0%                          | 0%                      | 0%                         | 33%                     | 67%                           | <b>100%</b>  |
| Fairfield                         | <b>88</b>                         | 0%                          | 3%                      | 8%                         | 25%                     | 64%                           | <b>100%</b>  |
| Fernwood                          | <b>87</b>                         | 3%                          | 0%                      | 11%                        | 20%                     | 66%                           | <b>100%</b>  |
| Gonzales                          | <b>89</b>                         | 0%                          | 0%                      | 5%                         | 33%                     | 62%                           | <b>100%</b>  |
| Harris Green                      | <b>93</b>                         | 0%                          | 0%                      | 0%                         | 27%                     | 73%                           | <b>100%</b>  |
| Hillside-Quadra                   | <b>87</b>                         | 0%                          | 4%                      | 7%                         | 26%                     | 63%                           | <b>100%</b>  |
| James Bay                         | <b>89</b>                         | 0%                          | 1%                      | 10%                        | 21%                     | 68%                           | <b>100%</b>  |
| North Jubilee                     | <b>79</b>                         | 0%                          | 0%                      | 31%                        | 23%                     | 46%                           | <b>100%</b>  |
| North Park                        | <b>87</b>                         | 0%                          | 0%                      | 0%                         | 53%                     | 47%                           | <b>100%</b>  |
| Oaklands                          | <b>87</b>                         | 0%                          | 3%                      | 5%                         | 34%                     | 58%                           | <b>100%</b>  |
| Rockland                          | <b>87</b>                         | 4%                          | 0%                      | 8%                         | 20%                     | 68%                           | <b>100%</b>  |
| South Jubilee                     | <b>84</b>                         | 0%                          | 0%                      | 19%                        | 25%                     | 56%                           | <b>100%</b>  |
| Victoria West                     | <b>88</b>                         | 0%                          | 0%                      | 10%                        | 30%                     | 60%                           | <b>100%</b>  |
| <b>Valid Responses</b>            | <b>547</b>                        |                             |                         |                            |                         |                               |              |
| <b>Undecided/No opinion</b>       | <b>31</b>                         |                             |                         |                            |                         |                               |              |
| <b>No Response</b>                | <b>7</b>                          |                             |                         |                            |                         |                               |              |

**Question 1d:** How would you rate Victoria as a place to work?

| <b>Respondent Characteristics</b> | <b>Average score (out of 100)</b> | <b>Very Poor (score: 0)</b> | <b>Poor (score: 25)</b> | <b>Neutral (score: 50)</b> | <b>Good (score: 75)</b> | <b>Very Good (score: 100)</b> | <b>Total</b> |
|-----------------------------------|-----------------------------------|-----------------------------|-------------------------|----------------------------|-------------------------|-------------------------------|--------------|
| <b>All Respondents</b>            | <b>73</b>                         | <b>1%</b>                   | <b>5%</b>               | <b>25%</b>                 | <b>40%</b>              | <b>29%</b>                    | <b>100%</b>  |
| Female                            | 73                                | 1%                          | 5%                      | 23%                        | 42%                     | 29%                           | 100%         |
| Male                              | 73                                | 1%                          | 4%                      | 28%                        | 36%                     | 31%                           | 100%         |
| 18 to 24 years old                | 68                                | 0%                          | 12%                     | 23%                        | 47%                     | 18%                           | 100%         |
| 25 to 34                          | 69                                | 3%                          | 2%                      | 30%                        | 47%                     | 18%                           | 100%         |
| 35 to 44                          | 67                                | 1%                          | 11%                     | 24%                        | 47%                     | 17%                           | 100%         |
| 45 to 54                          | 75                                | 0%                          | 4%                      | 25%                        | 40%                     | 31%                           | 100%         |
| 55 to 64                          | 76                                | 1%                          | 4%                      | 21%                        | 37%                     | 37%                           | 100%         |
| 65 to 74                          | 68                                | 1%                          | 6%                      | 37%                        | 31%                     | 25%                           | 100%         |
| 75 to 84                          | 79                                | 0%                          | 2%                      | 22%                        | 34%                     | 42%                           | 100%         |
| 85+ years old                     | 86                                | 0%                          | 0%                      | 10%                        | 37%                     | 53%                           | 100%         |
| Owner                             | 74                                | 1%                          | 3%                      | 24%                        | 43%                     | 29%                           | 100%         |
| Renter                            | 72                                | 1%                          | 8%                      | 25%                        | 36%                     | 30%                           | 100%         |
| Burnside/Gorge                    | 77                                | 3%                          | 0%                      | 20%                        | 40%                     | 37%                           | 100%         |
| Downtown                          | 72                                | 0%                          | 0%                      | 45%                        | 22%                     | 33%                           | 100%         |
| Fairfield                         | 71                                | 0%                          | 7%                      | 25%                        | 47%                     | 21%                           | 100%         |
| Fernwood                          | 73                                | 2%                          | 0%                      | 28%                        | 46%                     | 24%                           | 100%         |
| Gonzales                          | 71                                | 5%                          | 5%                      | 25%                        | 30%                     | 35%                           | 100%         |
| Harris Green                      | 65                                | 5%                          | 14%                     | 28%                        | 24%                     | 29%                           | 100%         |
| Hillside-Quadra                   | 69                                | 0%                          | 10%                     | 31%                        | 34%                     | 25%                           | 100%         |
| James Bay                         | 82                                | 0%                          | 0%                      | 20%                        | 33%                     | 47%                           | 100%         |
| North Jubilee                     | 62                                | 0%                          | 18%                     | 27%                        | 45%                     | 10%                           | 100%         |
| North Park                        | 74                                | 6%                          | 0%                      | 25%                        | 31%                     | 38%                           | 100%         |
| Oaklands                          | 74                                | 0%                          | 3%                      | 28%                        | 41%                     | 28%                           | 100%         |
| Rockland                          | 70                                | 0%                          | 10%                     | 27%                        | 36%                     | 27%                           | 100%         |
| South Jubilee                     | 67                                | 0%                          | 17%                     | 12%                        | 59%                     | 12%                           | 100%         |
| Victoria West                     | 73                                | 0%                          | 5%                      | 23%                        | 49%                     | 23%                           | 100%         |
| <b>Valid Responses</b>            | <b>515</b>                        |                             |                         |                            |                         |                               |              |
| <b>Undecided/No opinion</b>       | <b>59</b>                         |                             |                         |                            |                         |                               |              |
| <b>No Response</b>                | <b>11</b>                         |                             |                         |                            |                         |                               |              |

**Questions 2 and 3:** List two things you like most and two things you like least about living in the City of Victoria.

| <i>LIKE MOST*</i>                        | <i>%</i>    |
|--|-------------|
| Climate and Geography                    | 40%         |
| Atmosphere and Lifestyle                 | 17%         |
| Accessibility, Convenience and Mobility  | 14%         |
| Flora, Greenspace and Parks              | 8%          |
| Recreation                               | 4%          |
| Amenities and Services                   | 4%          |
| Arts, Culture and Entertainment          | 4%          |
| Environment and Cleanliness              | 3%          |
| Architecture, Buildings and Streetscapes | 3%          |
| Other                                    | 3%          |
| <b>Total</b>                             | <b>100%</b> |
| <b>Valid Responses</b>                   | <b>560</b>  |
| <b>No Response</b>                       | <b>25</b>   |

| <i>LIKE LEAST*</i>                              | <i>%</i>    |
|---|-------------|
| Street Population                               | 22%         |
| Affordability and Cost of Living                | 15%         |
| Traffic   | 6%          |
| Crime and Unlawful Activities                   | 6%          |
| Atmosphere and Lifestyle                        | 6%          |
| Lack of Programs/Services for Street Population | 4%          |
| Transportation                                  | 4%          |
| Environment and Cleanliness                     | 4%          |
| Parking   | 4%          |
| Growth and Development                          | 4%          |
| Roads and Streets                               | 3%          |
| Amenities and Services                          | 3%          |
| Architecture, Buildings and Streetscapes        | 2%          |
| Economy, Education and Employment               | 2%          |
| City of Victoria Government and Services        | 2%          |
| Sewage Treatment and Outfall                    | 2%          |
| Arts, Culture and Entertainment                 | 2%          |
| Climate and Geography                           | 2%          |
| Other   | 7%          |
| <b>Total</b>                                    | <b>100%</b> |
| <b>Valid Responses</b>                          | <b>529</b>  |
| <b>No Response</b>                              | <b>56</b>   |

\*See Appendix D for sample verbatim responses to questions 2 and 3.

**Question 4:** In the past 12 months, how often did you come downtown for the following activities?

| <b>Activities</b>  | <b>Average Score</b><br><i>(out of 100)</i> | <b>Never</b><br><i>(score:0)</i> | <b>Once or twice per year</b><br><i>(score: 20)</i> | <b>Once every 2 to 3 months</b><br><i>(score: 40)</i> | <b>At least once per month</b><br><i>(score: 60)</i> | <b>At least once per week</b><br><i>(score: 80)</i> | <b>Daily</b><br><i>(score: 100)</i> | <b>Total</b> | <b>Valid Responses</b> |
|--------------------|---|----------------------------------|---|---|--|---|-------------------------------------|--------------|------------------------|
| Leisure Activities | <b>64</b>                                   | 7%                               | 8%  | 13%   | 23%  | 30%   | 19%                                 | 100%         | <b>576</b>             |
| Shopping           | <b>63</b>                                   | 3%                               | 8%  | 15%   | 27%  | 40%   | 7%                                  | 100%         | <b>577</b>             |
| Dining             | <b>55</b>                                   | 5%                               | 9%  | 24%   | 32%  | 26%   | 4%                                  | 100%         | <b>569</b>             |
| Conduct Business   | <b>52</b>                                   | 18%                              | 11%   | 13%   | 22%  | 25%   | 11%                                 | 100%         | <b>547</b>             |
| Entertainment      | <b>52</b>                                   | 7%                               | 15%   | 21%   | 30%  | 24%   | 3%                                  | 100%         | <b>560</b>             |
| Work               | <b>39</b>                                   | 49%                              | 8%  | 4%  | 3%   | 10%   | 26%                                 | 100%         | <b>541</b>             |
| Other              | <b>52</b>                                   | 17%                              | 13%   | 14%   | 17%  | 28%   | 11%                                 | 100%         | <b>166</b>             |

**Question 5:** What do you like most and like least about the downtown area?

| <b>LIKE MOST*</b>                        | <b>%</b> |
|--|----------|
| Amenities and Services                   | 26%      |
| Accessibility, Convenience and Mobility  | 20%      |
| Architecture, Buildings and Streetscapes | 12%      |
| Climate and Geography                    | 11%      |
| Atmosphere & Lifestyle                   | 10%      |
| Arts, Culture and Entertainment          | 6%       |
| Flora, Greenspace and Parks              | 5%       |
| Environment and Cleanliness              | 3%       |
| Recreation                               | 3%       |
| Other                                    | 4%       |
| <b>Total</b>                             | 100%     |
| <b>Valid Responses</b>                   | 515      |
| <b>No Response</b>                       | 70       |

| <b>LIKE LEAST*</b>                              | <b>%</b> |
|---|----------|
| Street Population                               | 54%      |
| Parking   | 12%      |
| Atmosphere and Lifestyle                        | 7%       |
| Crime and Unlawful Activities                   | 5%       |
| Amenities and Services                          | 4%       |
| Architecture, Buildings and Streetscapes        | 4%       |
| Environment and Cleanliness                     | 4%       |
| Lack of Programs/Services for Street Population | 3%       |
| Traffic   | 2%       |
| Other   | 5%       |
| <b>Total</b>                                    | 100%     |
| <b>Valid Responses</b>                          | 523      |
| <b>No Response</b>                              | 62       |

\*See Appendix D for sample verbatim responses to question 5.

**Question 6:** In the past 12 months, approximately how often did you participate in each of the following activities?

| <b>Activities</b>  | <b>Average Score<br/>(out of 100)</b> | <b>Never<br/>(score: 0)</b> | <b>Once or twice per year<br/>(score: 20)</b> | <b>Once every 2 to 3 months<br/>(score: 40)</b> | <b>At least once per month<br/>(score: 60)</b> | <b>At least once per week<br/>(score: 80)</b> | <b>Daily<br/>(score: 100)</b> | <b>Total</b> | <b>Valid Responses</b> |
|--|---------------------------------------|-----------------------------|---|---|--|---|-------------------------------|--------------|------------------------|
| Visited Beacon Hill Park                                     | <b>43</b>                             | 6%                          | 19%   | 27%   | 27%  | 16%   | 5%                            | 100%         | <b>564</b>             |
| Visited a City park other than Beacon Hill Park              | <b>37</b>                             | 19%                         | 20%   | 22%   | 20%  | 14%   | 5%                            | 100%         | <b>564</b>             |
| Visited an arts or cultural facility                         | <b>31</b>                             | 12%                         | 36%   | 27%   | 19%  | 5%  | 1%                            | 100%         | <b>556</b>             |
| Attended a festival or special event                         | <b>26</b>                             | 12%                         | 46%   | 30%   | 11%  | 1%  | 0%                            | 100%         | <b>556</b>             |
| Used a City community centre or senior centre                | <b>20</b>                             | 57%                         | 14%   | 9%  | 6%   | 12%   | 2%                            | 100%         | <b>556</b>             |
| Visited City Hall  | <b>15</b>                             | 43%                         | 43%   | 9%  | 4%   | 1%  | 0%                            | 100%         | <b>562</b>             |
| Volunteered / participated in a neighbourhood meeting/ event | <b>14</b>                             | 58%                         | 24%   | 8%  | 6%   | 4%  | 0%                            | 100%         | <b>562</b>             |
| Attended an event at the Save-On-Foods Memorial Centre       | <b>13</b>                             | 50%                         | 35%   | 12%   | 3%   | 0%  | 0%                            | 100%         | <b>570</b>             |
| Used Crystal Pool  | <b>12</b>                             | 70%                         | 14%   | 5%  | 4%   | 6%  | 1%                            | 100%         | <b>555</b>             |
| Used Royal Athletic Park                                     | <b>6</b>                              | 80%                         | 14%   | 4%  | 1%   | 1%  | 0%                            | 100%         | <b>552</b>             |
| Attended a public meeting about City matters                 | <b>6</b>                              | 77%                         | 18%   | 4%  | 1%   | 0%  | 0%                            | 100%         | <b>562</b>             |
| Attended an event at Royal Athletic Park                     | <b>6</b>                              | 76%                         | 20%   | 3%  | 1%   | 0%  | 0%                            | 100%         | <b>568</b>             |

**Question 7:** How do you rate the satisfaction and importance of each of the following local government services?

| City Infrastructure, Maintenance and Services | 2008                        |                             |                              |                            |
|---|-----------------------------|-----------------------------|------------------------------|----------------------------|
|   | Satisfied or Very Satisfied | Important or Very Important | Satisfaction Valid Responses | Importance Valid Responses |
| Garden waste drop-off at Garbally Yard        | N/A                         | N/A                         | N/A                          | N/A                        |
| Citizen recycling                             | N/A                         | N/A                         | N/A                          | N/A                        |
| Floral displays and landscaping               | 86%                         | 74%                         | 472                          | 395                        |
| Garbage collection                            | 85%                         | 95%                         | 424                          | 480                        |
| Maintenance of water distribution system      | 81%                         | 91%                         | 377                          | 466                        |
| Street tree maintenance                       | 71%                         | 74%                         | 382                          | 400                        |
| Storm-water drainage and flood control        | 70%                         | 84%                         | 326                          | 427                        |
| Maintenance of sewage collection system       | 67%                         | 91%                         | 312                          | 466                        |
| Street cleaning                               | 66%                         | 77%                         | 368                          | 421                        |
| Street lighting                               | 63%                         | 84%                         | 352                          | 460                        |
| Residential branch pickup program             | 63%                         | 68%                         | 261                          | 297                        |
| Fall leaf collection program                  | 62%                         | 76%                         | 312                          | 387                        |
| Taxed Boulevard Program                       | 57%                         | 63%                         | 196                          | 235                        |
| Sidewalk repair                               | 49%                         | 78%                         | 270                          | 423                        |
| Street condition/repair                       | 44%                         | 84%                         | 243                          | 455                        |
| Public washrooms                              | 32%                         | 77%                         | 135                          | 363                        |

**Question 7: Satisfaction and Importance ... continued ... Planning and Development**

| Planning and Development                           | 2008                        |                             |                              |                            |
|--|-----------------------------|-----------------------------|------------------------------|----------------------------|
|  | Satisfied or Very Satisfied | Important or Very Important | Satisfaction Valid Responses | Importance Valid Responses |
| Managing land use change in neighbourhoods         | N/A                         | N/A                         | N/A                          | N/A                        |
| Park and Green space development                   | N/A                         | N/A                         | N/A                          | N/A                        |
| Economic/Business development                      | N/A                         | N/A                         | N/A                          | N/A                        |
| Tree protection on private land                    | N/A                         | N/A                         | N/A                          | N/A                        |
| Public access along waterfronts                    | 76%                         | 92%                         | 409                          | 489                        |
| Heritage conservation                              | 66%                         | 82%                         | 327                          | 418                        |
| Design of streets and public spaces                | 60%                         | 83%                         | 306                          | 421                        |
| Quality of new developments                        | 45%                         | 83%                         | 210                          | 393                        |
| Public consultation on planning issues             | 45%                         | 87%                         | 177                          | 388                        |
| Planning for community amenities/ services         | 44%                         | 85%                         | 180                          | 377                        |
| New developments and renovations in neighbourhoods | 43%                         | 80%                         | 206                          | 389                        |



**Question 7: Satisfaction and Importance ... continued ... Transportation**

| Transportation                   | 2008                        |                             |                              |                            |
|----------------------------------|-----------------------------|-----------------------------|------------------------------|----------------------------|
|                                  | Satisfied or Very Satisfied | Important or Very Important | Satisfaction Valid Responses | Importance Valid Responses |
| Ease of pedestrian travel        | 81%                         | 95%                         | 444                          | 505                        |
| Ease of travel by bicycle        | 45%                         | 82%                         | 176                          | 350                        |
| Ease of travel by bus            | 61%                         | 88%                         | 284                          | 425                        |
| Ease of travel by vehicle        | 66%                         | 79%                         | 337                          | 395                        |
| Ease using wheelchair or scooter | 56%                         | 87%                         | 105                          | 262                        |

**Question 7: Satisfaction and Importance ... continued ... Parking Services**

| Parking Services                       | 2008                        |                             |                              |                            |
|--|-----------------------------|-----------------------------|------------------------------|----------------------------|
|  | Satisfied or Very Satisfied | Important or Very Important | Satisfaction Valid Responses | Importance Valid Responses |
| Free City parkades on Sundays          | 92%                         | 84%                         | 415                          | 392                        |
| City parkade "First Hour Free" program | 83%                         | 79%                         | 367                          | 359                        |
| Prepaid parking card w/refund of time  | 71%                         | 72%                         | 196                          | 244                        |
| Small vehicle spaces                   | 49%                         | 56%                         | 142                          | 182                        |
| 90 minute on-street parking meters     | 43%                         | 74%                         | 197                          | 340                        |
| Condition of City parkades             | 40%                         | 83%                         | 186                          | 390                        |
| Parking enforcement                    | 40%                         | 55%                         | 177                          | 257                        |
| Ease of finding parking downtown       | 25%                         | 83%                         | 119                          | 407                        |

**Question 7:** Satisfaction and Importance ... continued ... Public Safety and Regulatory Services

| Public Safety and Regulatory Services   | 2008                        |                             |                              |                            |
|---|-----------------------------|-----------------------------|------------------------------|----------------------------|
|   | Satisfied or Very Satisfied | Important or Very Important | Satisfaction Valid Responses | Importance Valid Responses |
| Police presence and visibility          | N/A                         | N/A                         | N/A                          | N/A                        |
| Police traffic enforcement              | N/A                         | N/A                         | N/A                          | N/A                        |
| Law enforcement                         | N/A                         | N/A                         | N/A                          | N/A                        |
| Crime prevention                        | N/A                         | N/A                         | N/A                          | N/A                        |
| Fire fighting services                  | 92%                         | 97%                         | 419                          | 494                        |
| School Fire Safety Program              | 83%                         | 93%                         | 191                          | 351                        |
| Fire safety inspections                 | 82%                         | 92%                         | 304                          | 416                        |
| Community fire safety education program | 66%                         | 84%                         | 190                          | 341                        |
| Business licensing                      | 62%                         | 71%                         | 147                          | 234                        |
| Animal control services                 | 60%                         | 75%                         | 226                          | 333                        |
| Building inspections                    | 57%                         | 83%                         | 176                          | 341                        |
| Emergency Preparedness Program          | 54%                         | 89%                         | 216                          | 418                        |
| Bylaw enforcement                       | 49%                         | 74%                         | 187                          | 323                        |
| Noise control                           | 47%                         | 80%                         | 214                          | 405                        |

**Question 7:** Satisfaction and Importance ... continued ... Recreation and Community Services

| Recreation and Community Services          | 2008                        |                             |                              |                            |
|--|-----------------------------|-----------------------------|------------------------------|----------------------------|
|  | Satisfied or Very Satisfied | Important or Very Important | Satisfaction Valid Responses | Importance Valid Responses |
| Neighbourhood associations                 | N/A                         | N/A                         | N/A                          | N/A                        |
| Community and senior centres               | 73%                         | 85%                         | 270                          | 360                        |
| Programs/ Services for seniors             | 72%                         | 86%                         | 224                          | 355                        |
| Arts and cultural programs                 | 68%                         | 82%                         | 307                          | 379                        |
| Crystal Pool & Fitness Centre              | 66%                         | 78%                         | 177                          | 260                        |
| Programs/ Services for adults              | 65%                         | 79%                         | 222                          | 332                        |
| Festivals and special events               | 60%                         | 81%                         | 293                          | 398                        |
| Royal Athletic Park                        | 60%                         | 66%                         | 132                          | 195                        |
| Programs/ Services for children (0-12 yrs) | 59%                         | 84%                         | 104                          | 251                        |
| Programs/ Services for disabled            | 56%                         | 88%                         | 110                          | 307                        |
| Programs/ Services for youth (13-19 years) | 50%                         | 85%                         | 77                           | 254                        |
| Programs for economically disadvantaged    | 35%                         | 86%                         | 93                           | 332                        |

**Question 7: Satisfaction and Importance ... continued ... City of Victoria Communication Tools**

| City of Victoria Communication Tools      | 2008                        |                             |                              |                            |
|---|-----------------------------|-----------------------------|------------------------------|----------------------------|
|   | Satisfied or Very Satisfied | Important or Very Important | Satisfaction Valid Responses | Importance Valid Responses |
| Website navigation/ease of use            | N/A                         | N/A                         | N/A                          | N/A                        |
| Quality of website content                | N/A                         | N/A                         | N/A                          | N/A                        |
| Website electronic payment system         | N/A                         | N/A                         | N/A                          | N/A                        |
| Business transactions through the website | N/A                         | N/A                         | N/A                          | N/A                        |
| City website                              | 64%                         | 75%                         | 176                          | 252                        |
| City email                                | 61%                         | 72%                         | 119                          | 211                        |
| Ads and publications                      | 56%                         | 66%                         | 191                          | 258                        |
| Public meetings/Open houses               | 53%                         | 76%                         | 155                          | 283                        |
| City voice mail and phone system          | 45%                         | 76%                         | 119                          | 277                        |

**Question 7: Satisfaction and Importance ... continued ... Parks and Public Open Spaces**

| Parks and Public Open Spaces        | 2008                        |                             |                              |                            |
|-------------------------------------|-----------------------------|-----------------------------|------------------------------|----------------------------|
|                                     | Satisfied or Very Satisfied | Important or Very Important | Satisfaction Valid Responses | Importance Valid Responses |
| Ross Bay Cemetery                   | N/A                         | N/A                         | N/A                          | N/A                        |
| Beacon Hill Park                    | 93%                         | 94%                         | 503                          | 502                        |
| Parks (other than Beacon Hill Park) | 83%                         | 90%                         | 396                          | 450                        |
| Beaches and waterfront areas        | 83%                         | 95%                         | 442                          | 500                        |
| Pedestrian pathways                 | 81%                         | 93%                         | 420                          | 484                        |
| Playgrounds                         | 74%                         | 86%                         | 254                          | 356                        |
| Sports fields                       | 74%                         | 80%                         | 242                          | 328                        |
| Tree protection                     | 69%                         | 83%                         | 309                          | 403                        |
| Greenways                           | 69%                         | 91%                         | 337                          | 452                        |
| Public open spaces                  | 49%                         | 84%                         | 257                          | 431                        |

**Question 7:** Overall SATISFACTION rating for each of the following local government services.

| Satisfaction for ALL City Services in Descending Order | 2003                        | 2005                        | 2008                        |
|--|-----------------------------|-----------------------------|-----------------------------|
|  | Satisfied or Very Satisfied | Satisfied or Very Satisfied | Satisfied or Very Satisfied |
| Beacon Hill Park                                       | 91%                         | 89%                         | 93%                         |
| Free City parkades on Sundays                          | 90%                         | 90%                         | 92%                         |
| Fire fighting services                                 | 91%                         | 91%                         | 92%                         |
| Floral displays and landscaping                        | 88%                         | 92%                         | 86%                         |
| Garbage collection                                     | 88%                         | N/A                         | 85%                         |
| City parkade "First Hour Free" program                 | 85%                         | 84%                         | 83%                         |
| School Fire Safety Program                             | 83%                         | 82%                         | 83%                         |
| Parks (other than Beacon Hill Park)                    | 83%                         | 79%                         | 83%                         |
| Beaches and waterfront areas                           | 83%                         | 83%                         | 83%                         |
| Fire safety inspections                                | 79%                         | 80%                         | 82%                         |
| Maintenance of water distribution system               | 82%                         | 80%                         | 81%                         |
| Ease of pedestrian travel                              | 79%                         | 79%                         | 81%                         |
| Pedestrian pathways                                    | N/A                         | 80%                         | 81%                         |
| Public access along waterfronts                        | 79%                         | 80%                         | 76%                         |
| Playgrounds  | 68%                         | 73%                         | 74%                         |
| Sports fields  | 73%                         | 74%                         | 74%                         |
| Community and senior centres                           | 79%                         | 76%                         | 73%                         |
| Programs/ Services for seniors                         | 75%                         | 77%                         | 72%                         |
| Street tree maintenance                                | 77%                         | 73%                         | 71%                         |
| Prepaid parking card w/ refund of time                 | 60%                         | 64%                         | 71%                         |
| Storm-water drainage and flood control                 | 75%                         | 73%                         | 70%                         |
| Tree protection  | N/A                         | 69%                         | 69%                         |
| Greenways  | N/A                         | 78%                         | 69%                         |
| Arts and cultural programs                             | 71%                         | 76%                         | 68%                         |
| Maintenance of sewage collection system                | 70%                         | 62%                         | 67%                         |
| Street cleaning  | 69%                         | 71%                         | 66%                         |
| Heritage conservation                                  | 75%                         | 76%                         | 66%                         |
| Ease of travel by vehicle                              | 70%                         | 63%                         | 66%                         |
| Community fire safety education program                | 66%                         | 63%                         | 66%                         |
| Crystal Pool & Fitness Centre                          | 69%                         | 69%                         | 66%                         |
| Programs/ Services for adults                          | 66%                         | 68%                         | 65%                         |
| City website   | N/A                         | 65%                         | 64%                         |
| Street lighting  | 65%                         | 68%                         | 63%                         |
| Residential branch pickup program                      | 71%                         | 69%                         | 63%                         |
| Fall leaf collection program                           | 66%                         | 71%                         | 62%                         |
| Business licensing                                     | 56%                         | 57%                         | 62%                         |
| Ease of travel by bus                                  | 54%                         | 62%                         | 61%                         |
| City email   | N/A                         | 55%                         | 61%                         |
| Design of streets and public spaces                    | 59%                         | 70%                         | 60%                         |
| Animal control services                                | 52%                         | 54%                         | 60%                         |
| Festivals and special events                           | 78%                         | 82%                         | 60%                         |
| Royal Athletic Park                                    | 60%                         | 67%                         | 60%                         |
| Programs/ Services for children (0-12 yrs)             | 64%                         | 59%                         | 59%                         |
| Taxed Boulevard Program                                | 53%                         | 59%                         | 57%                         |
| Building inspections                                   | 51%                         | 58%                         | 57%                         |

**Question 7:** Overall SATISFACTION rating for each of the following local government services ...continued.

| Satisfaction for ALL City Services in Descending Order | 2003                        | 2005                        | 2008                        |
|--|-----------------------------|-----------------------------|-----------------------------|
|  | Satisfied or Very Satisfied | Satisfied or Very Satisfied | Satisfied or Very Satisfied |
| Ease using wheelchair or scooter                       | N/A                         | N/A                         | 56%                         |
| Programs/Services for disabled                         | 57%                         | 54%                         | 56%                         |
| Ads and publications                                   | N/A                         | 55%                         | 56%                         |
| Emergency Preparedness Program                         | 53%                         | 36%                         | 54%                         |
| Public meetings/Open houses                            | N/A                         | N/A                         | 53%                         |
| Programs/ Services for youth (13-19 years)             | 48%                         | 48%                         | 50%                         |
| Sidewalk repair  | 57%                         | 53%                         | 49%                         |
| Small vehicle spaces                                   | N/A                         | N/A                         | 49%                         |
| Bylaw enforcement                                      | 47%                         | 46%                         | 49%                         |
| Public open spaces                                     | N/A                         | N/A                         | 49%                         |
| Noise control  | 44%                         | 44%                         | 47%                         |
| Quality of new developments                            | N/A                         | N/A                         | 45%                         |
| Public consultation on planning issues                 | N/A                         | 53%                         | 45%                         |
| Ease of travel by bicycle                              | 44%                         | 50%                         | 45%                         |
| City voice mail and phone system                       | 45%                         | 46%                         | 45%                         |
| Street condition/repair                                | 55%                         | 53%                         | 44%                         |
| Planning for community amenities/services              | 57%                         | 54%                         | 44%                         |
| New developments and renovations in neighbourhoods     | N/A                         | N/A                         | 43%                         |
| 90 minute on-street parking meters                     | 52%                         | 50%                         | 43%                         |
| Condition of City parkades                             | 50%                         | 50%                         | 40%                         |
| Parking enforcement                                    | 47%                         | 43%                         | 40%                         |
| Programs for economically disadvantaged                | 37%                         | 33%                         | 35%                         |
| Public washrooms                                       | N/A                         | N/A                         | 32%                         |
| Ease of finding parking downtown                       | 28%                         | 30%                         | 25%                         |



**Question 7:** Overall IMPORTANCE rating for each of the following local government services.

| Importance for ALL City Services in Descending Order | 2003                        | 2005                        | 2008                        |
|--|-----------------------------|-----------------------------|-----------------------------|
|  | Important or Very Important | Important or Very Important | Important or Very Important |
| Fire fighting services                               | 96%                         | 94%                         | 97%                         |
| Garbage collection                                   | 94%                         | N/A                         | 95%                         |
| Ease of pedestrian travel                            | 95%                         | 95%                         | 95%                         |
| Beaches and waterfront areas                         | 94%                         | 95%                         | 95%                         |
| Beacon Hill Park                                     | 94%                         | 95%                         | 94%                         |
| School Fire Safety Program                           | 93%                         | 91%                         | 93%                         |
| Pedestrian pathways                                  | N/A                         | 93%                         | 93%                         |
| Public access along waterfronts                      | 91%                         | 90%                         | 92%                         |
| Fire safety inspections                              | 91%                         | 89%                         | 92%                         |
| Maintenance of water distribution system             | 92%                         | 89%                         | 91%                         |
| Maintenance of sewage collection system              | 93%                         | 94%                         | 91%                         |
| Greenways  | N/A                         | 92%                         | 91%                         |
| Parks (other than Beacon Hill Park)                  | 90%                         | 91%                         | 90%                         |
| Emergency Preparedness Program                       | 87%                         | 89%                         | 89%                         |
| Ease of travel by bus                                | 89%                         | 90%                         | 88%                         |
| Programs/ Services for disabled                      | 84%                         | 90%                         | 88%                         |
| Public consultation on planning issues               | N/A                         | 89%                         | 87%                         |
| Ease using wheelchair or scooter                     | N/A                         | N/A                         | 87%                         |
| Programs/ Services for seniors                       | 84%                         | 90%                         | 86%                         |
| Programs for economically disadvantaged              | 80%                         | 89%                         | 86%                         |
| Playgrounds  | 85%                         | 88%                         | 86%                         |
| Planning for community amenities/ services           | 81%                         | 85%                         | 85%                         |
| Community and senior centres                         | 84%                         | 85%                         | 85%                         |
| Programs/Services for youth (13-19 years)            | 84%                         | 88%                         | 85%                         |
| Storm-water drainage and flood control               | 87%                         | 85%                         | 84%                         |
| Street lighting                                      | 91%                         | 87%                         | 84%                         |
| Street condition/repair                              | 85%                         | 86%                         | 84%                         |
| Free City parkades on Sundays                        | 81%                         | 82%                         | 84%                         |
| Community fire safety education program              | 84%                         | 85%                         | 84%                         |
| Programs/Services for children (0-12 yrs)            | 82%                         | 87%                         | 84%                         |
| Public open spaces                                   | N/A                         | N/A                         | 84%                         |
| Design of streets and public spaces                  | 85%                         | 87%                         | 83%                         |
| Quality of new developments                          | N/A                         | N/A                         | 83%                         |
| Condition of City parkades                           | 80%                         | 79%                         | 83%                         |
| Ease of finding parking downtown                     | 79%                         | 79%                         | 83%                         |
| Building inspections                                 | 83%                         | 84%                         | 83%                         |
| Tree protection                                      | N/A                         | 89%                         | 83%                         |
| Heritage conservation                                | 75%                         | 77%                         | 82%                         |
| Ease of travel by bicycle                            | 86%                         | 84%                         | 82%                         |
| Arts and cultural programs                           | 79%                         | 81%                         | 82%                         |
| Festivals and special events                         | 82%                         | 84%                         | 81%                         |
| New developments and renovations in neighbourhoods   | N/A                         | N/A                         | 80%                         |
| Noise control  | 80%                         | 82%                         | 80%                         |
| Sports fields  | 80%                         | 81%                         | 80%                         |

**Question 7:** Overall IMPORTANCE rating for each of the following local government services ... continued.

| Importance for ALL City Services in Descending Order | 2003                        | 2005                        | 2008                        |
|--|-----------------------------|-----------------------------|-----------------------------|
|  | Important or Very Important | Important or Very Important | Important or Very Important |
| Ease of travel by vehicle                            | 84%                         | 81%                         | 79%                         |
| City parkade "First Hour Free" program               | 78%                         | 80%                         | 79%                         |
| Programs/Services for adults                         | 81%                         | 81%                         | 79%                         |
| Sidewalk repair                                      | 81%                         | 81%                         | 78%                         |
| Crystal Pool & Fitness Centre                        | 77%                         | 79%                         | 78%                         |
| Street cleaning                                      | 75%                         | 80%                         | 77%                         |
| Public washrooms                                     | N/A                         | N/A                         | 77%                         |
| Fall leaf collection program                         | 69%                         | 69%                         | 76%                         |
| Public meetings/Open houses                          | N/A                         | N/A                         | 76%                         |
| City voice mail and phone system                     | 74%                         | 77%                         | 76%                         |
| Animal control services                              | 70%                         | 70%                         | 75%                         |
| City website   | N/A                         | 76%                         | 75%                         |
| Floral displays and landscaping                      | 74%                         | 76%                         | 74%                         |
| Street tree maintenance                              | 73%                         | 74%                         | 74%                         |
| 90 minute on-street parking meters                   | 68%                         | 74%                         | 74%                         |
| Bylaw enforcement                                    | 79%                         | 77%                         | 74%                         |
| Prepaid parking card w/refund of time                | 60%                         | 68%                         | 72%                         |
| City email   | N/A                         | 75%                         | 72%                         |
| Business licensing                                   | 77%                         | 73%                         | 71%                         |
| Residential branch pickup program                    | 69%                         | 70%                         | 68%                         |
| Royal Athletic Park                                  | 62%                         | 60%                         | 66%                         |
| Ads and publications                                 | N/A                         | 62%                         | 66%                         |
| Taxed Boulevard Program                              | 59%                         | 66%                         | 63%                         |
| Small vehicle spaces                                 | N/A                         | N/A                         | 56%                         |
| Parking enforcement                                  | 57%                         | 54%                         | 55%                         |

**Question 8:** If faced with the following choices, what would be your preferred option?

| <b>Tax Options</b>                                     | <b>2003 (%)</b> | <b>2005 (%)</b> | <b>2008 (%)</b> |
|--|-----------------|-----------------|-----------------|
| Higher taxes with improved level of City services      | 36%             | 34%             | 39%             |
| Same taxes with same or reduced level of City services | 45%             | 47%             | 41%             |
| Lower taxes with reduced level of City service         | 5%              | 5%              | 5%              |
| No opinion   | 13%             | 14%             | 15%             |
| <b>Valid Responses</b>                                 | <b>515</b>      | <b>524</b>      | <b>548</b>      |

**Question 9:** The City of Victoria spends a portion of its yearly budget on various projects. Imagine you have \$100 to spend on the following projects. How would you spend it? Please divide \$100 among the listed projects according to their importance to you (dollar amounts ranging from \$0 to \$100).

| <b>Projects</b>                          | <b>\$</b>       | <b>Valid Responses</b> |
|--|-----------------|------------------------|
| City sewer, drainage, and water systems  | \$ 15.71        | 127                    |
| Environmental protection and enhancement | \$ 11.18        | 152                    |
| Bicycle/Pedestrian infrastructure        | \$ 11.07        | 142                    |
| Beautification and revitalization        | \$ 10.04        | 137                    |
| Parks and pathways                       | \$ 9.25         | 145                    |
| Recreation and community facilities      | \$ 8.30         | 180                    |
| Arts and cultural facilities             | \$ 8.13         | 193                    |
| Roads and traffic calming                | \$ 7.32         | 240                    |
| City buildings                           | \$ 5.18         | 262                    |
| Other                                    | \$ 7.30         | 429                    |
| <b>Total*</b>                            | <b>\$ 93.48</b> |                        |

\*The total does not add up to \$100 as some respondents did not allocate the full amount allowed for in this question.

**Question 10:** List the two most important things you would like the City of Victoria to pursue in the next five years.

| <b>Projects and Initiatives for City to Pursue</b> | <b>Item 1</b> | <b>Item 2</b> | <b>Totals</b> | <b>%</b>    |
|--|---------------|---------------|---------------|-------------|
| Affordable Housing and Shelters                    | 108           | 58            | 166           | <b>16%</b>  |
| Social Programs and Services for Street People     | 73            | 62            | 135           | <b>13%</b>  |
| Sewer, Drainage, and Water Systems                 | 79            | 46            | 125           | <b>12%</b>  |
| Police and Law Enforcement                         | 35            | 35            | 70            | <b>7%</b>   |
| Transportation                                     | 33            | 32            | 65            | <b>6%</b>   |
| Road, Traffic Calming and Streets                  | 34            | 28            | 62            | <b>6%</b>   |
| Planning and Development                           | 27            | 32            | 59            | <b>6%</b>   |
| Downtown Beautification and Revitalization         | 31            | 22            | 53            | <b>5%</b>   |
| Bicycle/Pedestrian Infrastructure                  | 23            | 28            | 51            | <b>5%</b>   |
| Arts, Culture and Entertainment                    | 14            | 26            | 40            | <b>4%</b>   |
| Environmental Protection and Enhancement           | 16            | 22            | 38            | <b>4%</b>   |
| Architecture, Buildings and Streetscapes           | 9             | 19            | 28            | <b>3%</b>   |
| Public Programs and Services                       | 7             | 18            | 25            | <b>2%</b>   |
| Parking and Parkades                               | 10            | 14            | 24            | <b>2%</b>   |
| Harbour and Waterways                              | 5             | 15            | 20            | <b>2%</b>   |
| Parks and Walkways                                 | 6             | 13            | 19            | <b>2%</b>   |
| Recreation and Community Facilities                | 6             | 9             | 15            | <b>1%</b>   |
| Other  | 9             | 7             | 16            | <b>2%</b>   |
| <b>Valid Responses</b>                             | <b>525</b>    | <b>486</b>    | <b>1011</b>   | <b>100%</b> |
| <b>No Response</b>                                 | <b>60</b>     | <b>99</b>     | <b>159</b>    |             |

\*See Appendix D for sample verbatim responses to question 10.

**Question 11a:** Rate the following statement - I receive good value for the City taxes I pay.

| Respondent Characteristics | Average score (out of 100) | Strongly Disagree (score: 0) | Disagree (score: 25) | Neutral (score: 50) | Agree (score: 75) | Strongly Agree (score: 100) | No Opinion | Total       |
|----------------------------|----------------------------|------------------------------|----------------------|---------------------|-------------------|-----------------------------|------------|-------------|
| <b>All Respondents</b>     | <b>54</b>                  | <b>2%</b>                    | <b>8%</b>            | <b>32%</b>          | <b>33%</b>        | <b>11%</b>                  | <b>14%</b> | <b>100%</b> |
| Female                     | 53                         | 1%                           | 8%                   | 33%                 | 28%               | 13%                         | 17%        | 100%        |
| Male                       | 56                         | 3%                           | 9%                   | 29%                 | 39%               | 10%                         | 10%        | 100%        |
| 18 to 24 years old         | 46                         | 0%                           | 19%                  | 23%                 | 23%               | 12%                         | 23%        | 100%        |
| 25 to 34                   | 51                         | 0%                           | 10%                  | 23%                 | 30%               | 14%                         | 23%        | 100%        |
| 35 to 44                   | 56                         | 4%                           | 7%                   | 39%                 | 39%               | 5%                          | 6%         | 100%        |
| 45 to 54                   | 55                         | 1%                           | 12%                  | 34%                 | 26%               | 15%                         | 12%        | 100%        |
| 55 to 64                   | 54                         | 3%                           | 8%                   | 38%                 | 32%               | 9%                          | 10%        | 100%        |
| 65 to 74                   | 51                         | 4%                           | 10%                  | 27%                 | 36%               | 8%                          | 15%        | 100%        |
| 75 to 84                   | 56                         | 1%                           | 3%                   | 25%                 | 33%               | 18%                         | 20%        | 100%        |
| 85+ years old              | 61                         | 0%                           | 0%                   | 27%                 | 43%               | 15%                         | 15%        | 100%        |
| Owner                      | 61                         | 3%                           | 11%                  | 33%                 | 38%               | 13%                         | 2%         | 100%        |
| Renter                     | 44                         | 1%                           | 5%                   | 28%                 | 25%               | 10%                         | 31%        | 100%        |
| Burnside/Gorge             | 48                         | 3%                           | 7%                   | 43%                 | 20%               | 10%                         | 17%        | 100%        |
| Downtown                   | 40                         | 0%                           | 14%                  | 29%                 | 29%               | 0%                          | 28%        | 100%        |
| Fairfield                  | 56                         | 3%                           | 8%                   | 22%                 | 36%               | 16%                         | 15%        | 100%        |
| Fernwood                   | 55                         | 2%                           | 7%                   | 45%                 | 31%               | 7%                          | 8%         | 100%        |
| Gonzales                   | 59                         | 0%                           | 14%                  | 24%                 | 33%               | 19%                         | 10%        | 100%        |
| Harris Green               | 49                         | 4%                           | 22%                  | 26%                 | 35%               | 4%                          | 9%         | 100%        |
| Hillside-Quadra            | 58                         | 2%                           | 2%                   | 34%                 | 31%               | 17%                         | 14%        | 100%        |
| James Bay                  | 51                         | 2%                           | 9%                   | 26%                 | 25%               | 17%                         | 21%        | 100%        |
| North Jubilee              | 59                         | 0%                           | 7%                   | 36%                 | 43%               | 7%                          | 7%         | 100%        |
| North Park                 | 40                         | 0%                           | 5%                   | 39%                 | 17%               | 6%                          | 33%        | 100%        |
| Oaklands                   | 57                         | 5%                           | 11%                  | 33%                 | 43%               | 5%                          | 3%         | 100%        |
| Rockland                   | 60                         | 4%                           | 8%                   | 23%                 | 42%               | 15%                         | 8%         | 100%        |
| South Jubilee              | 56                         | 0%                           | 6%                   | 47%                 | 41%               | 0%                          | 6%         | 100%        |
| Victoria West              | 50                         | 2%                           | 8%                   | 35%                 | 35%               | 4%                          | 16%        | 100%        |
| <b>Valid Responses</b>     | <b>563</b>                 |                              |                      |                     |                   |                             |            |             |

Note: "No opinion" responses are included in frequency distribution table, but not in average score.

**Question 11b:** Rate the following statement - The City of Victoria welcomes citizen involvement.

| Respondent Characteristics | Average score (out of 100) | Strongly Disagree (score: 0) | Disagree (score: 25) | Neutral (score: 50) | Agree (score: 75) | Strongly Agree (score: 100) | No Opinion | Total       |
|----------------------------|----------------------------|------------------------------|----------------------|---------------------|-------------------|-----------------------------|------------|-------------|
| <b>All Respondents</b>     | <b>50</b>                  | <b>2%</b>                    | <b>8%</b>            | <b>29%</b>          | <b>28%</b>        | <b>12%</b>                  | <b>21%</b> | <b>100%</b> |
| Female                     | 49                         | 2%                           | 7%                   | 29%                 | 26%               | 13%                         | 23%        | 100%        |
| Male                       | 50                         | 2%                           | 11%                  | 30%                 | 29%               | 10%                         | 18%        | 100%        |
| 18 to 24 years old         | 44                         | 0%                           | 6%                   | 24%                 | 41%               | 0%                          | 29%        | 100%        |
| 25 to 34                   | 45                         | 5%                           | 7%                   | 25%                 | 30%               | 8%                          | 25%        | 100%        |
| 35 to 44                   | 48                         | 0%                           | 11%                  | 36%                 | 24%               | 9%                          | 20%        | 100%        |
| 45 to 54                   | 55                         | 1%                           | 9%                   | 32%                 | 29%               | 15%                         | 14%        | 100%        |
| 55 to 64                   | 51                         | 1%                           | 7%                   | 33%                 | 33%               | 8%                          | 18%        | 100%        |
| 65 to 74                   | 48                         | 6%                           | 10%                  | 25%                 | 24%               | 15%                         | 20%        | 100%        |
| 75 to 84                   | 45                         | 1%                           | 8%                   | 25%                 | 21%               | 15%                         | 30%        | 100%        |
| 85+ years old              | 53                         | 0%                           | 4%                   | 24%                 | 32%               | 16%                         | 24%        | 100%        |
| Owner                      | 49                         | 2%                           | 9%                   | 31%                 | 27%               | 11%                         | 20%        | 100%        |
| Renter                     | 50                         | 2%                           | 8%                   | 26%                 | 28%               | 14%                         | 22%        | 100%        |
| Burnside/Gorge             | 43                         | 10%                          | 0%                   | 47%                 | 13%               | 10%                         | 20%        | 100%        |
| Downtown                   | 25                         | 0%                           | 29%                  | 14%                 | 14%               | 0%                          | 43%        | 100%        |
| Fairfield                  | 50                         | 0%                           | 10%                  | 22%                 | 35%               | 10%                         | 23%        | 100%        |
| Fernwood                   | 46                         | 0%                           | 9%                   | 27%                 | 21%               | 14%                         | 29%        | 100%        |
| Gonzales                   | 49                         | 0%                           | 14%                  | 38%                 | 29%               | 5%                          | 14%        | 100%        |
| Harris Green               | 50                         | 0%                           | 13%                  | 35%                 | 22%               | 13%                         | 17%        | 100%        |
| Hillside-Quadra            | 58                         | 0%                           | 2%                   | 33%                 | 27%               | 21%                         | 17%        | 100%        |
| James Bay                  | 50                         | 3%                           | 10%                  | 22%                 | 28%               | 15%                         | 22%        | 100%        |
| North Jubilee              | 38                         | 15%                          | 15%                  | 46%                 | 15%               | 0%                          | 8%         | 99%         |
| North Park                 | 54                         | 0%                           | 6%                   | 33%                 | 33%               | 11%                         | 17%        | 100%        |
| Oaklands                   | 48                         | 0%                           | 11%                  | 27%                 | 35%               | 5%                          | 22%        | 100%        |
| Rockland                   | 62                         | 0%                           | 7%                   | 27%                 | 31%               | 23%                         | 12%        | 100%        |
| South Jubilee              | 54                         | 6%                           | 0%                   | 35%                 | 41%               | 6%                          | 12%        | 100%        |
| Victoria West              | 45                         | 4%                           | 6%                   | 35%                 | 24%               | 8%                          | 23%        | 100%        |
| <b>Valid Responses</b>     | <b>562</b>                 |                              |                      |                     |                   |                             |            |             |

Note: "No opinion" responses are included in frequency distribution table, but not in average score.

**Question 11c:** Rate the following statement - The City of Victoria listens to citizens.

| Respondent Characteristics | Average score (out of 100) | Strongly Disagree (score: 0) | Disagree (score: 25) | Neutral (score: 50) | Agree (score: 75) | Strongly Agree (score: 100) | No Opinion | Total       |
|----------------------------|----------------------------|------------------------------|----------------------|---------------------|-------------------|-----------------------------|------------|-------------|
| <b>All Respondents</b>     | <b>41</b>                  | <b>5%</b>                    | <b>15%</b>           | <b>34%</b>          | <b>18%</b>        | <b>7%</b>                   | <b>21%</b> | <b>100%</b> |
| Female                     | 40                         | 5%                           | 13%                  | 35%                 | 19%               | 5%                          | 23%        | 100%        |
| Male                       | 42                         | 7%                           | 17%                  | 33%                 | 15%               | 10%                         | 18%        | 100%        |
| 18 to 24 years old         | 28                         | 0%                           | 12%                  | 23%                 | 18%               | 0%                          | 47%        | 100%        |
| 25 to 34                   | 37                         | 3%                           | 13%                  | 34%                 | 15%               | 5%                          | 30%        | 100%        |
| 35 to 44                   | 37                         | 6%                           | 19%                  | 34%                 | 13%               | 5%                          | 23%        | 100%        |
| 45 to 54                   | 46                         | 1%                           | 18%                  | 35%                 | 19%               | 10%                         | 17%        | 100%        |
| 55 to 64                   | 44                         | 5%                           | 17%                  | 34%                 | 23%               | 5%                          | 16%        | 100%        |
| 65 to 74                   | 40                         | 14%                          | 11%                  | 35%                 | 15%               | 8%                          | 17%        | 100%        |
| 75 to 84                   | 38                         | 7%                           | 9%                   | 36%                 | 14%               | 7%                          | 27%        | 100%        |
| 85+ years old              | 49                         | 0%                           | 20%                  | 28%                 | 24%               | 12%                         | 16%        | 100%        |
| Owner                      | 41                         | 6%                           | 15%                  | 36%                 | 17%               | 6%                          | 20%        | 100%        |
| Renter                     | 41                         | 5%                           | 14%                  | 31%                 | 18%               | 8%                          | 24%        | 100%        |
| Burnside/Gorge             | 37                         | 3%                           | 24%                  | 30%                 | 17%               | 3%                          | 23%        | 100%        |
| Downtown                   | 29                         | 14%                          | 0%                   | 57%                 | 0%                | 0%                          | 29%        | 100%        |
| Fairfield                  | 40                         | 2%                           | 20%                  | 30%                 | 20%               | 5%                          | 23%        | 100%        |
| Fernwood                   | 35                         | 3%                           | 19%                  | 31%                 | 12%               | 6%                          | 29%        | 100%        |
| Gonzales                   | 35                         | 10%                          | 20%                  | 30%                 | 20%               | 0%                          | 20%        | 100%        |
| Harris Green               | 44                         | 8%                           | 9%                   | 52%                 | 9%                | 9%                          | 13%        | 100%        |
| Hillside-Quadra            | 49                         | 2%                           | 16%                  | 30%                 | 24%               | 12%                         | 16%        | 100%        |
| James Bay                  | 44                         | 7%                           | 11%                  | 22%                 | 21%               | 14%                         | 25%        | 100%        |
| North Jubilee              | 40                         | 14%                          | 21%                  | 36%                 | 22%               | 0%                          | 7%         | 100%        |
| North Park                 | 38                         | 5%                           | 17%                  | 40%                 | 11%               | 5%                          | 22%        | 100%        |
| Oaklands                   | 41                         | 3%                           | 16%                  | 43%                 | 16%               | 3%                          | 19%        | 100%        |
| Rockland                   | 41                         | 12%                          | 8%                   | 44%                 | 12%               | 8%                          | 16%        | 100%        |
| South Jubilee              | 42                         | 6%                           | 6%                   | 29%                 | 35%               | 0%                          | 24%        | 100%        |
| Victoria West              | 41                         | 8%                           | 10%                  | 47%                 | 12%               | 6%                          | 17%        | 100%        |
| <b>Valid Responses</b>     | <b>559</b>                 |                              |                      |                     |                   |                             |            |             |

Note: "No opinion" responses included in frequency distribution table, but not in average score.

**Question 11d:** Rate the following statement - I am pleased with the overall direction that the City of Victoria is taking.

| Respondent Characteristics | Average score (out of 100) | Strongly Disagree (score: 0) | Disagree (score: 25) | Neutral (score: 50) | Agree (score: 75) | Strongly Agree (score: 100) | No Opinion | Total       |
|----------------------------|----------------------------|------------------------------|----------------------|---------------------|-------------------|-----------------------------|------------|-------------|
| <b>All Respondents</b>     | <b>53</b>                  | <b>5%</b>                    | <b>14%</b>           | <b>34%</b>          | <b>30%</b>        | <b>10%</b>                  | <b>7%</b>  | <b>100%</b> |
| Female                     | 51                         | 5%                           | 14%                  | 35%                 | 27%               | 10%                         | 9%         | 100%        |
| Male                       | 56                         | 4%                           | 14%                  | 33%                 | 35%               | 10%                         | 4%         | 100%        |
| 18 to 24 years old         | 55                         | 6%                           | 23%                  | 12%                 | 41%               | 12%                         | 6%         | 100%        |
| 25 to 34                   | 51                         | 0%                           | 20%                  | 41%                 | 25%               | 7%                          | 7%         | 100%        |
| 35 to 44                   | 55                         | 5%                           | 10%                  | 37%                 | 34%               | 8%                          | 6%         | 100%        |
| 45 to 54                   | 50                         | 5%                           | 12%                  | 39%                 | 29%               | 6%                          | 5%         | 96%         |
| 55 to 64                   | 54                         | 4%                           | 15%                  | 42%                 | 30%               | 7%                          | 7%         | 105%        |
| 65 to 74                   | 48                         | 8%                           | 16%                  | 33%                 | 26%               | 8%                          | 9%         | 100%        |
| 75 to 84                   | 56                         | 4%                           | 13%                  | 29%                 | 28%               | 17%                         | 9%         | 100%        |
| 85+ years old              | 62                         | 4%                           | 12%                  | 15%                 | 38%               | 23%                         | 8%         | 100%        |
| Owner                      | 55                         | 4%                           | 13%                  | 36%                 | 34%               | 8%                          | 5%         | 100%        |
| Renter                     | 51                         | 5%                           | 16%                  | 32%                 | 24%               | 13%                         | 10%        | 100%        |
| Burnside/Gorge             | 51                         | 3%                           | 10%                  | 37%                 | 30%               | 7%                          | 13%        | 100%        |
| Downtown                   | 32                         | 14%                          | 14%                  | 14%                 | 29%               | 0%                          | 29%        | 100%        |
| Fairfield                  | 57                         | 3%                           | 17%                  | 33%                 | 33%               | 11%                         | 3%         | 100%        |
| Fernwood                   | 43                         | 9%                           | 17%                  | 36%                 | 22%               | 4%                          | 12%        | 100%        |
| Gonzales                   | 53                         | 10%                          | 5%                   | 40%                 | 35%               | 5%                          | 5%         | 100%        |
| Harris Green               | 53                         | 4%                           | 17%                  | 39%                 | 22%               | 13%                         | 5%         | 100%        |
| Hillside-Quadra            | 62                         | 3%                           | 10%                  | 33%                 | 36%               | 16%                         | 2%         | 100%        |
| James Bay                  | 53                         | 4%                           | 15%                  | 27%                 | 28%               | 15%                         | 11%        | 100%        |
| North Jubilee              | 54                         | 8%                           | 8%                   | 30%                 | 38%               | 8%                          | 8%         | 100%        |
| North Park                 | 43                         | 0%                           | 16%                  | 47%                 | 21%               | 0%                          | 16%        | 100%        |
| Oaklands                   | 58                         | 0%                           | 13%                  | 41%                 | 35%               | 8%                          | 3%         | 100%        |
| Rockland                   | 54                         | 8%                           | 23%                  | 19%                 | 31%               | 15%                         | 4%         | 100%        |
| South Jubilee              | 53                         | 0%                           | 12%                  | 29%                 | 47%               | 0%                          | 12%        | 100%        |
| Victoria West              | 54                         | 8%                           | 8%                   | 45%                 | 23%               | 12%                         | 4%         | 100%        |
| <b>Valid Responses</b>     | <b>564</b>                 |                              |                      |                     |                   |                             |            |             |

Note: "No opinion" responses included in frequency distribution table, but not in average score.



**Question 12:** List up to three of the most important ways you learn about City government issues.

| Information Sources                       | % of 2003 Respondents | % of 2005 Respondents | % of 2008 Respondents |
|---|-----------------------|-----------------------|-----------------------|
| Local Newspaper                           | -                     | 77%                   | 79%                   |
| TV Station                                | 51%                   | 52%                   | 51%                   |
| Radio Station                             | 37%                   | 40%                   | 42%                   |
| Word of Mouth                             | 34%                   | 33%                   | 36%                   |
| City of Victoria Website                  | 11%                   | 18%                   | 19%                   |
| Neighbourhood Association                 | 16%                   | 19%                   | 16%                   |
| City Publication                          | 10%                   | 13%                   | 13%                   |
| Contact a City of Victoria Staff Member   | 5%                    | 10%                   | 7%                    |
| Contact a City of Victoria Council Member | 4%                    | 6%                    | 6%                    |
| From Friends who Work for the City        | 4%                    | 1%                    | 4%                    |
| The Victoria News                         | 31%                   | -                     | -                     |
| Victoria Times Colonist                   | 62%                   | -                     | -                     |
| Other Newspaper                           | 12%                   | -                     | -                     |
| Other                                     | 4%                    | 3%                    | 4%                    |

Note: Percentage totals are more than 100% because respondents could have chosen more than one option.

**Question 13:** Please rate the importance of the following ways in which the City of Victoria can involve you more in information sharing, planning and decision-making.

| <b>Means of Citizen Involvement</b> | <b>Average Score</b><br><i>(out of 100)</i> | <b>Very Unimportant</b><br><i>(score: 0)</i> | <b>Unimportant</b><br><i>(score: 25)</i> | <b>Neutral</b><br><i>(score: 50)</i> | <b>Important</b><br><i>(score: 75)</i> | <b>Very Important</b><br><i>(score: 100)</i> | <b>No opinion</b> | <b>Total</b> | <b>Valid Responses</b> |
|-------------------------------------|---|--|--|--------------------------------------|--|--|-------------------|--------------|------------------------|
| Public Opinion Surveys              | <b>64</b>                                   | 4%   | 7%                                       | 21%                                  | 31%                                    | 28%  | 9%                | 100%         | <b>518</b>             |
| Public Meetings/Open Houses         | <b>61</b>                                   | 3%   | 8%                                       | 22%                                  | 29%                                    | 27%  | 12%               | 100%         | <b>520</b>             |
| Public Hearings                     | <b>59</b>                                   | 4%   | 7%                                       | 24%                                  | 30%                                    | 23%  | 12%               | 100%         | <b>513</b>             |
| Direct Mail                         | <b>58</b>                                   | 7%   | 10%                                      | 20%                                  | 30%                                    | 23%  | 11%               | 100%         | <b>524</b>             |
| Neighbourhood Association           | <b>55</b>                                   | 4%   | 10%                                      | 26%                                  | 24%                                    | 21%  | 14%               | 100%         | <b>517</b>             |
| Referenda                           | <b>54</b>                                   | 6%   | 10%                                      | 20%                                  | 23%                                    | 25%  | 17%               | 100%         | <b>512</b>             |
| Open-line Radio/ TV Program         | <b>52</b>                                   | 11%  | 11%                                      | 17%                                  | 28%                                    | 20%  | 13%               | 100%         | <b>519</b>             |
| Website                             | <b>49</b>                                   | 9%   | 10%                                      | 15%                                  | 23%                                    | 22%  | 22%               | 100%         | <b>508</b>             |
| Contact with City Staff             | <b>46</b>                                   | 9%   | 13%                                      | 25%                                  | 22%                                    | 15%  | 18%               | 100%         | <b>505</b>             |
| Council Meetings                    | <b>45</b>                                   | 8%   | 12%                                      | 28%                                  | 22%                                    | 12%  | 19%               | 100%         | <b>509</b>             |
| Advisory Committees                 | <b>43</b>                                   | 8%   | 12%                                      | 27%                                  | 19%                                    | 13%  | 22%               | 100%         | <b>510</b>             |
| Other                               | <b>21</b>                                   | 5%   | 2%                                       | 3%                                   | 5%                                     | 15%  | 70%               | 100%         | <b>131</b>             |

Note: "No opinion" responses included in frequency distribution %,s, but are not included in the average scores.

**Question 14:** Have you had any direct contact with a City staff member over the last 12 months?

| <b>Respondent Characteristics</b> | <b>Yes</b> | <b>No</b>  |
|-----------------------------------|------------|------------|
| <b>All Respondents (#)</b>        | <b>234</b> | <b>299</b> |
| <b>All Respondents (%)</b>        | <b>44%</b> | <b>56%</b> |
|                                   |            |            |
| Female                            | 42%        | 58%        |
| Male                              | 48%        | 52%        |
|                                   |            |            |
| 18 to 24 years old                | 12%        | 88%        |
| 25 to 34                          | 34%        | 66%        |
| 35 to 44                          | 59%        | 41%        |
| 45 to 54                          | 51%        | 49%        |
| 55 to 64                          | 52%        | 48%        |
| 65 to 74                          | 44%        | 56%        |
| 75 to 84                          | 30%        | 70%        |
| 85+ years old                     | 17%        | 83%        |
|                                   |            |            |
| Owner                             | 58%        | 42%        |
| Renter                            | 26%        | 74%        |
|                                   |            |            |
| Burnside/Gorge                    | 40%        | 60%        |
| Downtown                          | 17%        | 83%        |
| Fairfield                         | 52%        | 48%        |
| Fernwood                          | 38%        | 62%        |
| Gonzales                          | 55%        | 45%        |
| Harris Green                      | 36%        | 64%        |
| Hillside-Quadra                   | 55%        | 45%        |
| James Bay                         | 33%        | 67%        |
| North Jubilee                     | 43%        | 57%        |
| North Park                        | 22%        | 78%        |
| Oaklands                          | 58%        | 42%        |
| Rockland                          | 43%        | 57%        |
| South Jubilee                     | 47%        | 53%        |
| Victoria West                     | 50%        | 50%        |
| <b>Valid Responses</b>            | <b>533</b> |            |
| <b>No Response</b>                | <b>52</b>  |            |

**Question 15:** Please check where, or how, you made contact with a City staff member.

| Method of Contact in Each Service Area                           | % of respondents who made contact | # of responses |
|--|-----------------------------------|----------------|
| Public Service Centre  | 17%                               | <b>159</b>     |
| Telephone  | 13%                               | <b>121</b>     |
| In person with Parking Services                                  | 9%                                | <b>86</b>      |
| Permits/ Inspections/ Engineering Counter                        | 9%                                | <b>84</b>      |
| In person at Crystal Pool  | 8%                                | <b>71</b>      |
| In person in your neighbourhood                                  | 8%                                | <b>70</b>      |
| In person at Garbally Works Yard                                 | 6%                                | <b>58</b>      |
| Email  | 6%                                | <b>57</b>      |
| In person at a City-sponsored community meeting                  | 6%                                | <b>53</b>      |
| In person the Royal Athletic Park                                | 4%                                | <b>41</b>      |
| In person at Beacon Hill Parks Yard                              | 4%                                | <b>39</b>      |
| In person at a Victoria fire station                             | 3%                                | <b>29</b>      |
| In person at a City construction site                            | 3%                                | <b>26</b>      |
| Other  | 2%                                | <b>20</b>      |
| <b>Valid Responses</b> (answered "yes" to #14)                   | <b>234</b>                        |                |
| <b>Did not respond</b> (answered "no" or did not respond to #14) | <b>299</b>                        |                |

**Question 15:** Please rate your impression of the following services you used based on each attribute on a scale of 1 (very poor) to 5 (very good).

|   |                                |   | Average Score out of 100<br>(0=Very Poor, 25=Poor, 50=Neither poor nor good, 75=Good, 100=Very Good) |                    |               |                      |                    |                            |
|---|--------------------------------|---|--|--------------------|---------------|----------------------|--------------------|----------------------------|
| Service Area                                    | # of Citizens who Made Contact | Overall Average Score for Each Service Area | Easy to Reach  | Good Response Time | Knowledgeable | Polite and Courteous | Easy to Understand | Referred to Correct Person |
| Public Service Centre                           | 159                            | 84  | 81   | 80                 | 86            | 85                   | 87                 | 83                         |
| Permits/ Inspections/ Engineering Counter       | 84                             | 77  | 72   | 71                 | 81            | 83                   | 80                 | 76                         |
| In person at Beacon Hill Parks Yard             | 39                             | 79  | 70   | 71                 | 83            | 85                   | 85                 | 79                         |
| In person at Garbally Works Yard                | 58                             | 80  | 73   | 78                 | 83            | 80                   | 86                 | 79                         |
| In person at Crystal Pool                       | 71                             | 85  | 86   | 81                 | 84            | 87                   | 88                 | 81                         |
| In person the Royal Athletic Park               | 41                             | 76  | 77   | 75                 | 74            | 78                   | 77                 | 75                         |
| In person at a Victoria fire station            | 29                             | 82  | 73   | 85                 | 85            | 85                   | 85                 | 79                         |
| In person at a City construction site           | 26                             | 68  | 73   | 60                 | 73            | 75                   | 72                 | 57                         |
| In person in your neighbourhood                 | 70                             | 75  | 73   | 70                 | 76            | 77                   | 79                 | 75                         |
| In person with Parking Services                 | 86                             | 69  | 70   | 74                 | 69            | 61                   | 68                 | 69                         |
| In person at a City-sponsored community meeting | 53                             | 75  | 70   | 74                 | 74            | 79                   | 75                 | 75                         |
| Telephone                                       | 121                            | 75  | 68   | 69                 | 76            | 81                   | 80                 | 77                         |
| Email   | 57                             | 73  | 80   | 67                 | 71            | 78                   | 75                 | 68                         |
| Other   | 20                             | 75  | 69   | 86                 | 68            | 71                   | 77                 | 81                         |
|   |                                |   | Average Score for Attributes   |                    |               |                      |                    |                            |
|   |                                |   | 73   | 74                 | 77            | 78                   | 79                 | 75                         |

**Question 16:** I am satisfied with my neighbourhood community association taking my issues to the City.

| Respondent Characteristics | Yes        | No        | I am Not Familiar With Their Activities | No Opinion |
|----------------------------|------------|-----------|---|------------|
| <b>All Respondents (#)</b> | <b>186</b> | <b>42</b> | <b>246</b>                              | <b>74</b>  |
| <b>All Respondents (%)</b> | <b>34%</b> | <b>8%</b> | <b>45%</b>                              | <b>14%</b> |
| Female                     | 35%        | 7%        | 45%                                     | 13%        |
| Male                       | 32%        | 9%        | 45%                                     | 14%        |
| 18 to 24 years old         | 17%        | 12%       | 65%                                     | 6%         |
| 25 to 34                   | 22%        | 10%       | 55%                                     | 13%        |
| 35 to 44                   | 30%        | 5%        | 54%                                     | 11%        |
| 45 to 54                   | 39%        | 5%        | 43%                                     | 13%        |
| 55 to 64                   | 37%        | 7%        | 42%                                     | 14%        |
| 65 to 74                   | 40%        | 14%       | 32%                                     | 14%        |
| 75 to 84                   | 34%        | 6%        | 47%                                     | 13%        |
| 85+ years old              | 28%        | 8%        | 32%                                     | 32%        |
| Owner                      | 38%        | 9%        | 40%                                     | 13%        |
| Renter                     | 28%        | 6%        | 52%                                     | 14%        |
| Burnside/Gorge             | 45%        | 7%        | 34%                                     | 14%        |
| Downtown                   | 29%        | 0%        | 71%                                     | 0%         |
| Fairfield                  | 29%        | 8%        | 53%                                     | 10%        |
| Fernwood                   | 35%        | 6%        | 46%                                     | 13%        |
| Gonzales                   | 20%        | 10%       | 60%                                     | 10%        |
| Harris Green               | 13%        | 9%        | 61%                                     | 17%        |
| Hillside-Quadra            | 40%        | 4%        | 46%                                     | 10%        |
| James Bay                  | 39%        | 7%        | 37%                                     | 17%        |
| North Jubilee              | 43%        | 14%       | 14%                                     | 29%        |
| North Park                 | 24%        | 12%       | 41%                                     | 23%        |
| Oaklands                   | 37%        | 3%        | 44%                                     | 16%        |
| Rockland                   | 42%        | 15%       | 35%                                     | 8%         |
| South Jubilee              | 31%        | 6%        | 63%                                     | 0%         |
| Victoria West              | 32%        | 9%        | 42%                                     | 17%        |
| <b>Valid Responses</b>     | <b>548</b> |           |   |            |
| <b>No Response</b>         | <b>37</b>  |           |   |            |

**Question 17:** Have you been to the City of Victoria's website in the last 12 months?

| <b>Respondent Characteristics</b> | <b>Yes</b> | <b>No</b>  |
|-----------------------------------|------------|------------|
| <b>All Respondents (#)</b>        | <b>226</b> | <b>334</b> |
| <b>All Respondents (%)</b>        | <b>40%</b> | <b>60%</b> |
|                                   |            |            |
| Female                            | 40%        | 60%        |
| Male                              | 41%        | 59%        |
|                                   |            |            |
| 18 to 24 years old                | 59%        | 41%        |
| 25 to 34                          | 57%        | 43%        |
| 35 to 44                          | 67%        | 33%        |
| 45 to 54                          | 49%        | 51%        |
| 55 to 64                          | 59%        | 61%        |
| 65 to 74                          | 26%        | 74%        |
| 75 to 84                          | 11%        | 89%        |
| 85+ years old                     | 8%         | 92%        |
|                                   |            |            |
| Owner                             | 43%        | 57%        |
| Renter                            | 37%        | 63%        |
|                                   |            |            |
| Burnside/Gorge                    | 39%        | 61%        |
| Downtown                          | 29%        | 71%        |
| Fairfield                         | 44%        | 56%        |
| Fernwood                          | 42%        | 58%        |
| Gonzales                          | 70%        | 30%        |
| Harris Green                      | 55%        | 45%        |
| Hillside-Quadra                   | 39%        | 61%        |
| James Bay                         | 27%        | 73%        |
| North Jubilee                     | 43%        | 57%        |
| North Park                        | 22%        | 78%        |
| Oaklands                          | 51%        | 49%        |
| Rockland                          | 27%        | 73%        |
| South Jubilee                     | 47%        | 53%        |
| Victoria West                     | 43%        | 57%        |
| <b>Valid Responses</b>            | <b>560</b> |            |
| <b>No Response</b>                | <b>25</b>  |            |

**Question 18:** Rate your satisfaction with, and importance of, each of the City's website services that you use.

| Website Service                         | 2005                        |                             |                              |                            | 2008                        |                             |                              |                            |
|---|-----------------------------|-----------------------------|------------------------------|----------------------------|-----------------------------|-----------------------------|------------------------------|----------------------------|
|   | Satisfied or Very Satisfied | Important or Very Important | Satisfaction Valid Responses | Importance Valid Responses | Satisfied or Very Satisfied | Important or Very Important | Satisfaction Valid Responses | Importance Valid Responses |
| Service requests                        | 6%                          | 16%                         | 31                           | 88                         | 13%                         | 30%                         | 74                           | 173                        |
| "Search" tool provides accurate results | 17%                         | 27%                         | 93                           | 149                        | 19%                         | 37%                         | 110                          | 215                        |
| Recreation Program Guide                | N/A                         | N/A                         | N/A                          | N/A                        | 21%                         | 32%                         | 122                          | 189                        |
| Pay bills                               | 19%                         | 22%                         | 105                          | 124                        | 22%                         | 32%                         | 126                          | 184                        |
| Visually appealing                      | 24%                         | 22%                         | 135                          | 120                        | 25%                         | 29%                         | 145                          | 170                        |
| Website content                         | 23%                         | 28%                         | 129                          | 158                        | 26%                         | 41%                         | 154                          | 237                        |
| Website navigation                      | 22%                         | 30%                         | 123                          | 166                        | 27%                         | 39%                         | 155                          | 230                        |
| Recreation program registration         | 8%                          | 15%                         | 43                           | 85                         | N/A                         | N/A                         | N/A                          | N/A                        |

Note: This question did not appear in the 2003 Citizen Survey.



**Question 19:** What kind of information would you like to see on the City's website?

| <b>Information</b>                                | <b>%</b>   |
|---|------------|
| Public General Information                        | 22%        |
| No Comments/NA/Not Interested                     | 20%        |
| Arts, Culture and Entertainment                   | 11%        |
| No Computer or No Internet                        | 8%         |
| City Projects and Initiatives                     | 8%         |
| Other   | 7%         |
| City Facilities, Programs and Service Information | 6%         |
| No Change   | 4%         |
| Corporate Planning                                | 4%         |
| Mayor and Council Information                     | 3%         |
| Customer Service                                  | 3%         |
| City Finances                                     | 3%         |
| Construction Projects                             | 1%         |
| <b>Valid Responses</b>                            | <b>336</b> |
| <b>No Response</b>                                | <b>249</b> |

Note: valid responses include those who answered "no computer" and "not interested"

\*See Appendix D for sample verbatim responses to question 10.

**Question 20:** Would you be interested in receiving City information regularly by email?

| Respondent Characteristics | Yes        | No         |
|----------------------------|------------|------------|
|                            |            |            |
| <b>All Respondents (#)</b> | <b>210</b> | <b>323</b> |
| <b>All Respondents (%)</b> | <b>39%</b> | <b>61%</b> |
|                            |            |            |
| Female                     | 40%        | 60%        |
| Male                       | 39%        | 61%        |
|                            |            |            |
| 18 to 24 years old         | 24%        | 76%        |
| 25 to 34                   | 50%        | 50%        |
| 35 to 44                   | 46%        | 54%        |
| 45 to 54                   | 40%        | 60%        |
| 55 to 64                   | 44%        | 56%        |
| 65 to 74                   | 35%        | 65%        |
| 75 to 84                   | 29%        | 71%        |
| 85+ years old              | 26%        | 74%        |
|                            |            |            |
| Owner                      | 44%        | 56%        |
| Renter                     | 34%        | 66%        |
|                            |            |            |
| Burnside/Gorge             | 45%        | 55%        |
| Downtown                   | 33%        | 67%        |
| Fairfield                  | 39%        | 61%        |
| Fernwood                   | 39%        | 61%        |
| Gonzales                   | 56%        | 44%        |
| Harris Green               | 55%        | 45%        |
| Hillside-Quadra            | 37%        | 63%        |
| James Bay                  | 40%        | 60%        |
| North Jubilee              | 57%        | 43%        |
| North Park                 | 11%        | 89%        |
| Oaklands                   | 42%        | 58%        |
| Rockland                   | 32%        | 68%        |
| South Jubilee              | 35%        | 65%        |
| Victoria West              | 37%        | 63%        |
| <b>Valid Responses</b>     | <b>533</b> |            |
| <b>No Response</b>         | <b>52</b>  |            |

# APPENDIX D: RESPONSES TO OPEN-ENDED QUESTIONS

Due to the large number of comments received on the open-ended questions (Questions 2, 3, 5, 10 and 19), the quotes below are provided as examples of typical responses received for each question.

## Question 2: List two things you like most about living in the City of Victoria.

### Climate and Geography (40%)

Always green and good weather.  
Beauty of the environment.  
Being on an island.  
Close to the ocean and mountains.  
Natural beauty: trees, flowers, ocean.  
Proximity to ocean mixed with benefits of city living.

### Atmosphere and Lifestyle (17%)

Big city living at a relaxed pace (everything is so close).  
Friendliness – everywhere, including homeless people.  
I almost always feel personally safe (e.g., on streets at night, etc).  
I enjoy being able to participate in the community.  
Nice inner city atmosphere.  
Sense of community.  
Small-town feel but with amenities of a larger city.  
The ambience of Victoria/harbour/park etc.  
Isolation from less wholesome aspects of mainland culture.

### Accessibility, Convenience and Mobility (14%)

Access to playgrounds, parks, the beach.  
Accessibility to shopping.  
Convenience – easy to get around town because it is a small city.  
Driving to and from work without difficulty.  
Everything I need access to is within walking distance.  
Close to events, parades, festivals, runs.  
Easy float plane commute to Vancouver and Seattle.

### Flora, Greenspace and Parks (8%)

The amount of public green space, i.e., Beacon Hill Park, Dallas Rd.  
The flowers/greenery everywhere.  
Cherry blossoms.  
Flower baskets hanging.  
Garry Oak, arbutus trees, rocky outcrops – awesome ecosystem.

### Recreation (4%)

Being able to be active outside all year round.  
Healthy lifestyle options - cycling, no smoking, kayaking.  
Recreation space – parks and beaches.  
The walking trails.  
Walking along Dallas Road.

### Amenities and Services (4%)

Independent stores, restaurants and cafes.  
Amenities – university, libraries, theatres, music groups.  
Community centre amenities.  
Eco-friendly shopping.  
Excellent public library with helpful staff.  
Health clinic facilities.  
Lots of great brew pubs.  
Services for seniors.  
The distribution of little centres like Cook St Village, Quadra, malls and downtown.

### Arts, Culture, and Entertainment (4%)

Year-round activities.  
Lots of culture.  
Museums and theatres are very good.  
The great variety of “things to do”, concerts, societies to join, heritage sites, parks, etc.  
Artists have many opportunities here.  
Availability of musical events at reasonable cost (festivals, availability, etc.), band shell (Beacon Hill Park).  
Choice of activities for retirees.  
Free-B movie festival! (and other festivals).

### Environment and Cleanliness (3%)

Cleanliness.  
Minimal pollution/industry causing pollution.  
The clean, healthy environment – fresh air, trees, ocean.  
The unpolluted parks.

### Architecture, Buildings and Streetscapes (3%)

City has lots of character/heritage buildings.  
Not too many high rise buildings.  
Beauty and unique heritage buildings/character downtown and in neighbourhoods.  
Low buildings (less light onto streets).

### Other (3%)

Less traffic congestion compared to Vancouver where I grew up.  
Lowest in crime in Canada (BC).  
Employment opportunities.  
Good schools.  
The Victoria support system for the disabled.

### Question 3: List two things you like least about living in the City of Victoria.

#### Street Population (22%)

Downtown areas with poor or no supervision of people.  
Extensive homelessness and begging in downtown vicinity – lack of security.  
Homeless harassing you downtown.  
Homeless people shooting up/ creating chaos in the streets.  
Not feeling safe due to number of street people and closeness to needle exchange.  
The panhandling, mentally ill and addicted having to live on streets.  
Needle exchange, Streetlink, homeless people.  
The people camping out on streets, church porches, etc and the drug culture.

#### Affordability and Cost of Living (15%)

Cost of housing, lack of reasonably-priced rental accommodations.  
Cost of living – gasoline/fuel, etc.  
High property taxes (always on the rise!).  
Lack of affordable arts facilities.  
Lack of affordable housing for new owners.  
Not enough low income/co-op housing.  
The city is too expensive for some people on low income.  
Very expensive – restaurants, etc.

#### Traffic (6%)

Rush hour traffic.  
Inconsiderate drivers.  
Lack of standardization of street signals.  
Too much traffic, especially downtown.  
Traffic calming, speed bumps and barriers – horrible.  
Traffic on Government Street – should be pedestrians only.  
Traffic, dangerous walking across the streets, being sandwiched in.

#### Crime and Unlawful Activities (6%)

Crime – forced to install alarm system due to inadequate policing.  
Exposure to constant evidence of drug use and abuse.  
Jay walkers.  
Open drug use that the police ignore.  
Property crime and police apathy toward it.

#### Atmosphere and Lifestyle (6%)

Conservatism – socially exclusive – hard to make friends.  
Downtown – area around inner harbour has become a tacky “tourist trap”.  
Getting too big – we are losing our atmosphere.  
Not enough people my age (25-45).  
The disrespect and treatment of poor people.  
Fear of going downtown at night – especially car parks.  
Little ethnic diversity.  
Too many rules (drinking, smoking, etc.).  
Tourists.

#### Lack of Programs/Services for Street Population (4%)

Homeless lacking adequate housing and beggars in your face.  
Lack of housing for working poor.  
Slow action on social issues i.e., homeless.  
Lack of treatment available to mentally challenged.

#### Transportation (4%)

Ferries to leave island – lineups, high fares.  
Horse drawn carriages downtown and James Bay.  
Some of the buses aren't as frequent as could be or don't go to a certain place.  
The length of time it takes to reach the ferry by bus if you don't want us to drive.  
City is slow to modernize i.e., rapid transit.

#### Environment and Cleanliness (4%)

Dirty bus stops.  
Dirty sidewalks (need proper washing).  
Not enough recycle pick-up days.  
Poor visual quality of downtown e.g., graffiti.  
The dog doo.  
Diesel fumes – Helijet/buses/trucks.  
Downtown is “grubby” and depressing (gum-stained sidewalks and building exteriors colourless).  
Smell (urine) in parkades.  
Would like to see even more environmentally sound projects (transit, sewage treatment, etc.).

#### Parking (4%)

City commissioners – attitude, “power tripping” and inability to communicate.  
Inadequate parking downtown (and now expensive).  
City parkades can be scary at night.  
Parking meter enforcement – much too strict.

### **Planning and Development (4%)**

Poor planning regarding downtown development.  
Urban sprawl – Bear Mountain and all the traffic that goes with it.  
Increasing loss of vistas with shore/waterline developments.  
Lack of regionalized focus and planning for Greater Victoria region as a whole.  
Rampant development.

### **Roads and Streets (3%)**

Illogical, dangerous, environmentally unfriendly road redesign policy (Fort).  
Length of time needed for road construction.  
Roads/highways (not up to capacity).  
Street condition (paving).  
Downtown core is not bike and pedestrian friendly – cars should be restricted.  
Road conditions (potholes and construction blockages).  
Uneven sidewalks.

### **Amenities and Services (3%)**

Lack of childcare spaces for families in Victoria.  
Limited Sunday shopping.  
Library closed Sundays and evenings.  
No city market.  
No grocery stores downtown like Safeway or Thrifty's.

### **Architecture, Buildings and Streetscapes (2%)**

Letting vacant and run down buildings fall into disrepair.  
The density (high rise buildings going up everywhere).  
The rapid expansion of "un-Victorian" buildings.  
The ugly glass cubed buildings in Vic West.  
The ugly overhead power and phone lines.  
Inability to properly deal with derelict properties.  
Lack of good taste i.e., Save on Foods arena and its sculpture.

### **Economy, Education and Employment (2%)**

Limited employment opportunity.  
Poverty.  
Lack of alternative elementary schools.  
Poor business climate.  
The dependency on government as an employer.  
The division between rich and poor – wealth and street people.  
Wages too low.

### **Governance (2%)**

Planning or lack of planning.  
Shouldering tax burden for policing for Saanich, Oak Bay and other municipalities.  
The fact that it isn't amalgamated with other municipalities.  
Bureaucracy – political; slow decisions.  
Hierarchy of communities i.e., Vic West versus Oak Bay (seems old fashioned).  
Lack of vision of city council in creating a better city.  
Top heavy management style at City hall; lack of direction.

### **Sewage Treatment and Outfall (2%)**

Increasing taxes for sewage.  
Lack of sewage treatment – it's internationally embarrassing.  
Raw sewage dumped into the ocean is appalling.  
Cow-towing to US sewage standards.  
Left in 1978 – returned in 2006 – looking at sewage, etc. still.  
No water drainage on our street.  
The city's ramming their sewer plan at us – it is not necessary.

### **Arts, Culture and Entertainment (2%)**

Lack of cultural diversity.  
Lack of proper opera house and theatre (arts centre).  
Lack of real entertainment for all ages – disappearing festivals, nightclubs, family venues.

Not enough child-based/themed activities.

Not having the art gallery downtown.

Not many events going on (not much night life).

Declining number of festivals.

Lack of support of the arts and craft community.

No ten-pin bowling alley.

### **Climate and Geography (2%)**

Damp weather.

Dreary winter rainy weather.

Living on an island.

Long winters, however better than other parts of Canada.

Possibility of earthquake.

The darkness in November and December.

### **Other (7%)**

I do not think the police do a good job. We need them walking the beat.

Lack of enforcement of traffic rules for cyclists and motorists as well as pedestrians.

Insufficient public spaces throughout the city.

Attitude of many police officers – scary power trippers.

Not enough enforcement bylaws – littering, jaywalking, graffiti, cycling.

Lack of community recreation – I go to Oak Bay Rec. – Crystal Pool is a joke.

No bowling alleys.

Sidewalks not all wheelchair accessible.

Lack of equipment to cope with winter snow.

The small number of people that control everything in our city.

Being trapped – horrible ferry service.

Condition of downtown.

## Question 5a: What do you like most about the downtown area?

### Amenities and Services (26%)

Book shops, Bay Centre.  
Coffee shops.  
Diversity of shopping (small businesses).  
Great restaurants  
Shopping lower Johnson Street.  
Museum.  
The bakeries.  
The interesting and unique shops.  
The number of small independent businesses.  
Wonderful variety of shops, restaurants.

### Accessibility and Services (20%)

Able to walk from one end to another.  
Access to stores, movies, museums, activities.  
Bicycle paths lanes/bicycle access/bike parking.  
Closeness to the harbour.  
Compact and pedestrian friendly.  
Convenience – fairly compact center.  
Don't need a car. Walking and biking and bus sufficient.  
Easy access by curb side buses to stores.

### Architecture, Buildings and Streetscapes (12%)

At night the parliament buildings and other places look quite attractive.  
Beautiful old buildings.  
Chinatown.  
Different heritage and modern architecture.  
Heritage of old town.  
Its potential, waterfront and heritage buildings under-realized.  
No high rise office buildings.  
Old world architecture.  
Quiet, colorful historic buildings and the year-round lamp post baskets/garden display.

### Climate and Geography (11%)

Being beside the water, sea air, a place to sit, observe this beautiful corner.  
Gorgeous surroundings.  
Inner harbour – Clover Point – Ogden Point.  
Proximity to the ocean.  
Varied streetscape.

### Atmosphere and Lifestyle (10%)

Character and variety.  
Friendliness of most people.  
Inner harbour ambiance.  
It isn't too busy.  
Nice "small town" feel; clean.  
Pleasant to spend time – cafes, shopping, flowers.  
Seasonal decorations ex: hanging flower baskets.  
Small town feeling.  
The vibrant downtown core.

### Arts, Culture, and Entertainment (6%)

Amount of things to do and see.  
Causeway entertainment.  
Harbour activities.  
Just the Empress/Causeway/Parliament Bldgs /museum area.  
Multiculturalism.  
RBC Museum.  
Special events, festivals.  
Street entertainers.

### Flora, Greenspace and Parks (5%)

Beacon Hill Park.  
Efforts made to make it look nice (i.e., hanging baskets, Christmas lights, etc.).  
Greenspaces.  
Trees and flowers.

### Environment and Cleanliness (3%)

It's clean and well maintained.  
Nice, clean.  
The cleanliness of the streets.

### Recreation (3%)

Beautiful areas to walk around with historic buildings.  
Cycling routes.  
The water walkway.  
Walking along Wharf St.

### Other (4%)

Easy parking.  
On-street parking, cost and lack of availability.  
Parkades.  
No traffic jam.  
Downtown Government Street.  
Johnson Street.  
Takes care of most of my needs.



## Question 5b: What do you like least about the downtown area?

### Street Population (54%)

Aggressive panhandlers.  
Drunken mobs at night – kids lining up or spilling out of bars.  
Night time “gangs”.  
Panhandlers and half-dead junkies staggering around.  
People and dogs sprawling on sidewalks.  
Seeing people with carts who have to live on the street.  
Street people and mentally ill forced to live in the streets.  
Street people bothering me all the time. I don't feel safe.  
Teenagers, homeless people/beggars.  
Too many homeless, hurting our streets, gives our city a bad reputation for tourists that come to visit our city.

### Parking (12%)

Cost of parking.  
Difficult to find a parking spot.  
Increase of parking fees.  
Lack of residential parking.  
No parking unless I pay.  
Parking (I simply go to the malls).  
Parking commissionaires.  
Parking is increasingly more difficult or restricted.  
Parking on Saturday.  
Parking tickets.  
Paying parking when you have to work downtown.

### Atmosphere and Lifestyle (7%)

Lack of pride on the streets.  
Being unable to feel safe shopping in evening or in some areas.  
Empty store fronts/beggars/traffic.  
Lacking vibrancy – need more people/residents/density – need larger, extended public spaces.  
Not enough people downtown after 11 at night; isn't as safe as it can be.  
Shady characters like at night, particularly at Mac's on Douglas.  
Street rudeness and hassles.

The deterioration of the core appearance/shop quality of many low class unattractive businesses.  
Too crowded in the summer.

### Crime and Unlawful Activities (5%)

Blatant drug use on the street.  
Does not feel as safe due to street people, drug dealers, and addicts.  
Douglas Street is a dive – lots of drug activity very visible.  
Drug addicts leaving their filth for others to deal with.  
Feel unsafe around meth crowd on next block.  
Street crime.  
The drug dealers and beggars.

### Amenities and Services (4%)

All the cheap tourist shops – Government Street – Government Street used to have nice shops and art, etc.  
Lack of good shopping. Only one department store, no furniture or appliance store.  
Lack of public washrooms (a constant complaint with visitors).  
No coffee houses open at night except Starbucks.  
No low cost grocery store.  
Not enough outdoor patios.  
Stores close too early.  
Tacky Government St. stores.  
The loss of boutique and specialty shops.  
We don't have enough affordable buffet style restaurants.

### Architecture, Buildings, and Streetscapes (4%)

All condo high rises blocking sunlight.  
Being ruined by development.  
Derelict buildings and lots.  
Douglas St is ugly and loud.  
Empty commercial space/buildings that could be used for housing but aren't.  
New high density development practices (i.e., Humboldt St.)  
Some streets feel dingy and unkempt.

The 7-11 store – the Government Street location is an eye sore.

### Environment and Cleanliness (4%)

Dirty doorways and parking lots used as latrines by vagrants.  
Garbage on streets.  
It's becoming dirtier/more litter/not enough garbage cans.  
People smoking outside building entrances while walking down sidewalk.  
Smell of urine on the sidewalks.  
Street persons garbage (needles, urine etc.).

### Lack of Programs/Services for Street Population (3%)

Absence of social services.  
Constant reminder of our failure to address the needs of homeless/addiction/mental handicaps.  
Homeless issue (lack of services and support for people on the streets).  
Lack of social housing and disrespect for the poor.  
Poverty (lack of services for needy).

### Traffic (2%)

Bad traffic on Douglas.  
Congestion, traffic.  
People driving cars and using cell phones while driving.  
The speed of cars and buses.  
Traffic during the daytime.

### Other (5%)

Sunday services with bus schedules.  
Lack of so many things – a theatre/performing arts district/public market/art gallery/concert hall/etc.  
No auto free areas.  
That there are no good clubs for 40+ to go to anymore. Swans is okay but small. We need another Harpo's or Central Bar and Grill.  
That Victoria's main art gallery is on Moss Street and not Douglas.

**Question 10: List the two most important things you would like the City of Victoria to pursue in the next five years.**

**Housing Affordability and Shelters (16%)**

- Address homelessness in the downtown core.
- Affordable housing for low income families and the homeless.
- Encourage construction of rental and subsidized housing.
- Follow Vancouver's lead and open up mental health housing like Riverview.
- Lower the rent for seniors and families with low income.
- Public housing – rental for disabled.
- Use city lots for rental apts.
- More shelters for the homeless during winter.
- Rent controls.
- Safe shelters (24/7).

**Social Programs and Services for Street People (13%)**

- Central facility to house homeless/drug addicted/mentally challenged with appropriate assistance i.e., social workers, doctors, etc.
- Find suitable locations for needle exchange etc.
- More of a plan to combat the homeless problem and drug culture – but no needle exchange.
- Press the provincial Government for treatment facilities and housing for mental health people.
- Safe drug injection sites, rehab/counseling services.
- Care and rehab facilities for kids on the street.
- Homeless shelters and programs to teach them skills (in partnership with provincial and federal governments).
- Provide more social services to at risk teens.
- Providing long term drug/alcohol addiction/mentally ill treatment and a care facility.

**Sewer, Drainage, and Water System (12%)**

- Getting a water treatment system (it's disgusting not to).
- Keep water public.
- New sewer system – healthier ocean.
- Sewage filtration system/development.
- Sewage not going to the ocean.
- Sewage treatment facility.
- Water system and protection.
- Maintain and upgrade aging infrastructure for sewers, water, roads etc.
- Water conscious – initiatives for gray water usage in new projects or renos.
- Water drainage system (re-streets that have no water drainage).

**Police and Law Enforcement (7%)**

- Better noise control bylaws with adequate enforcement.
- Clamp down on crime in downtown area.
- Create a safer downtown by enforcing bylaws.
- Ease the control of "traffic ticketers".
- Have more police foot patrols downtown.
- Clean up Rock Bay area – zero tolerance of drugs and sex trade.
- Get control over the police dept.
- Get rid of drug dealers – legalize some?
- Hiring more police personnel for duty in city core.
- Tougher stance on panhandling.

**Transportation (6%)**

- Alternate transit through town – free shuttle – LRT no cars.
- Free public transit in city core.
- Green transportation initiatives (i.e., rapid transit).
- Improving transit – hours and routes.

- Light rapid transit to the university, western communities and the airport/ferry terminal.
- Use of rail from downtown to Langford.
- Downtown (Vic) to downtown (Van) pedestrian ferry.
- Review horse/carriage traffic.
- Scrap Douglas transit (middle bus lane).
- Subsidizing bus fare.

**Road, Traffic Calming and Street (6%)**

- Change Fort St. traffic back to three lanes.
- Express bus lanes.
- Fix potholes on roads (it's hard on my car).
- Getting rid of all the islands in the roads throughout the city.
- More overhead interchanges.
- More residential street upgrades.
- Reduce vehicular traffic/promote pedestrian rights.
- Repainting white and yellow traffic and crosswalk lines – most seem to be all worn off.
- Slowing down vehicles in residential neighbourhoods.
- Synchronization of lights to improve traffic flow.
- Eliminate road closures around RJH.

**Planning and Development (6%)**

- Develop and articulate a clear vision, and plan for new development and growth to respect the city's scale and heritage ambience.
- Give owners choice of "taxed boulevard maintenance" when they live on corner lot.
- Less studies, task forces etc.; less spin, more proactive action.
- Population density caps, e.g., James Bay/Victoria West/Douglas/Dallas.
- Stop building on the waterfront.



Consider neighbourhoods more (downtown isn't the whole city).  
Quit wasting taxpayers' money on study after study.  
Think about traffic and noise and pollution with all these new developments.  
Urban density rather than urban sprawl.

### **Downtown Beautification and Revitalization (5%)**

Have buildings and stores painted, have entrances swept clean each morning.  
Improve livability of downtown for residents i.e., public squares.  
Keeping downtown core vibrant, clean and safe.  
Maintenance (graffiti/garbage on streets, roads).  
Certain areas downtown have become shabby! Cleanup!  
Getting rid of the needles/garbage/human waste/drug addicts please.  
Government St. – clean up – no big paper signs "Going out of business".

### **Bicycle/Pedestrian Infrastructure (5%)**

Better bike routes.  
Improve sidewalk conditions (Cook St. Village).  
Improved safety of bicycle access downtown.  
More pedestrian-only areas downtown.  
Safe bicycling lanes – safe for drivers as well as cyclists.  
Endless walking trails that would stretch from Dallas Rd. to Sidney.  
Make Government Street a pedestrian street.

### **Arts, Culture and Entertainment (4%)**

Bring back Folkfest.  
Downtown art gallery.  
Money for arts and culture – studio/tour support/money for grants.  
More events (Save On centre, open air concerts, fireworks, etc.).

New art gallery/concert space (see UVic Farquhar Auditorium).  
Children's museum cultural centre.  
More outdoor, free family events.

### **Environmental Protection and Enhancement (4%)**

Accessible recycling of all goods – i.e., foam, milk jugs/blue box.  
Adopting a sustainability plan that includes carbon neutral, green building targets.  
Cut greenhouse gases.  
Do something about our air pollution.  
Green initiatives (e.g., improved recycling choices).  
Less fossil fuels being used; less vehicles.  
Clean water in the Gorge and Inner Harbour.  
Composting/plastics recycling program.  
Green buildings – developers and the government must be accountable.  
Smoking in public spaces restricted.  
Urban agriculture and food security.

### **Architecture, Buildings and Streetscapes (3%)**

Protect heritage buildings/architecture (including modern).  
Sidewalks and street lighting along Dallas Road at Beacon Hill Park.  
Firm control of high-rise buildings and preservation of tourist popular heritage flavour.  
Low density buildings along waterfront.  
More street beautification.  
Put all electrical wires and services underground.

### **Harbour and Waterways (2%)**

Belleville terminal upgrade.  
Waterfront development – think "White Rock".  
Enhance water front.  
Ensuing that Coho ferry terminal is not moved.

Improve cruise ship entry point.  
Reduce cruise ships.

### **Parks and Walkways (2%)**

More green spaces.  
Banfield park improvements.  
Make more off-leash areas for dogs.  
More waterfront walkways.  
Park preservation.  
Restore Beacon Hill park, Dallas Rd. walk.

### **Public Programs and Services (2%)**

A new downtown library.  
Increased availability to emergency hospital facilities.  
Campaigns to reduce smoking.  
Improved Emergency Preparedness program.  
Increase ambulance service – hospital services.  
Introduce twice-yearly pick up of large household garbage.

### **Parking and Parkades (2%)**

Lower parking enforcement.  
More available parking/lots downtown.  
Free parking for workers downtown.  
Free parking.  
Provide more downtown parking for promoting more activity downtown.

### **Other (2%)**

Unification of CRD under 1 municipal government – e.g., Winnipeg's city project.  
More funding for community and seniors facilities.  
Upgrade/expand all youth sport facilities.  
Cultural and recreation facilities for youth.  
Encourage and support local neighbourhood initiatives.  
Rebuilding Crystal Pool to be larger and with better water quality.  
More job diversity (not just tourism oriented jobs).

## Question 19: What kind of information would you like to see on the City's website?

### General Information (22%)

Neighbourhood association contact numbers and meeting dates.  
Public meetings – when/where/ what's going on.  
Recycling/composting options.  
Traffic advisories.  
Updates on water restrictions.  
City map, boundaries, relationship to neighbouring municipalities.  
Current contact info – email/ address, etc.  
Polls/public feedback forums.  
Where the parks are located.  
Historical information of neighbourhoods.  
Jobs, employment opportunities.  
Layperson guide to city bylaws.

### Arts, Culture and Entertainment (11%)

Calendar of community events separate from "what's new".  
Entertainment/festival/arts/cultural info.  
Fun facts i.e., whale season, birding info, etc.

### City Projects and Initiatives (8%)

Neighbourhood initiatives.  
Upcoming projects being considered – with options to share ideas.  
Updates on homelessness task force.  
What projects (current) are going and what stages they are at.  
What the city is doing to improve sustainability.  
Current information on sewage.  
Development of a heritage plan to retain and restore buildings.  
Environmental issues being addressed.  
Future plans and cost predictions.  
Housing initiatives.  
Public works projects.

### Other (7%)

I have not been to the website, however, if I did want information, I would go there.

Not interested in website – waste of time and money.  
Speed up the website.  
Victoria could learn from Nanaimo's website.

### City Facilities, Programs and Services Information (6%)

Annual recycling pick-up schedule – not there the last time I looked, only garbage pickup schedule.  
Links to Rec. Centres.  
List of recyclables.  
Street cleaning schedules (gets parked cars off street).  
Updates if times are changed for watering, leaf pick up, etc.  
Dog licence fees and info (could not find).  
Leaf and branch pick-up dates.

### No Change (4%)

I'm satisfied with what is currently on it.  
I think it has good info generally.  
Maintain existing excellent sites and keep data current.

### Planning and Development (4%)

Analysis of major issues of downtown plan.  
Future and current development details including re-zoning applications.  
Long-term development scheme.  
Major plans which would change our cityscape i.e., the harbour waterfront.  
Planning reports (not just special projects).  
Updated agendas that the City is working on.

### Mayor and Council Information (3%)

A question poll to guide council decisions.  
Direct email addresses to Mayor and Council.  
Future plans by council.  
Issues arising from council meetings – minutes of meetings.  
Upcoming debates on city issues,

ideas currently being discussed.  
Comprehensive biographies, resumes, and voting records of elected officials.

### Customer Service (3%)

Better direction for contacts (who to call when).  
Better search engine – couldn't find dates of branch pick up, had to phone Parks.  
Report graffiti and notification when it will be done.  
A comment card space on what's good and what's bad and reply requested or just note.  
Names of people and how to contact them – department heads.  
On-line surveys for various matters.

### City Finances (3%)

Detailed breakdown budget and expenditures.  
Salaries and expenditures of all employees, including severance packages.  
Spending of tax money/transparent accounting.  
Accountability for use of funds.  
Economic reasoning for controversial decisions regarding change and an openness to citizen feedback for alternatives.  
Police chief – why are we paying him?

### Construction Projects (1%)

Current construction (residential or otherwise).  
Progress, pros/cons of city development sites (condos, etc.).  
Property development status (rezoning applications).  
Scheduled road maintenance (to avoid those areas and see what's being improved).  
Timely information on proposed demolitions of heritage potential properties.  
Better details (map/outline) street projects and timelines.  
Building permits that have been issued.

# APPENDIX E: SURVEY INSTRUMENT



# City of Victoria 2008 Citizen Survey

Please complete this questionnaire if you are the adult (**age 18 or older**) in the household who most recently had a birthday. The adult's year of birth does not matter. **If you are not a resident of the City of Victoria, please answer question #21 and return this survey.**

Your responses are anonymous and will be reported in group form only. **Feel free to use additional pages for in-depth comments.**

If you have any questions about completing this survey, please contact Soki Kaur, Customer Service Coordinator, at the City of Victoria at 361-0529.

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:

|  | VERY POOR | ..... |   |   | VERY GOOD | UNDECIDED/<br>NO OPINION |
|--|-----------|-------|---|---|-----------|--------------------------|
| a. How would you describe the overall quality of life in Victoria? | 1         | 2     | 3 | 4 | 5         | 6                        |
| b. How would you rate Victoria as a place to raise children?       | 1         | 2     | 3 | 4 | 5         | 6                        |
| c. How would you rate Victoria as a place to retire?               | 1         | 2     | 3 | 4 | 5         | 6                        |
| d. How would you rate Victoria as a place to work?                 | 1         | 2     | 3 | 4 | 5         | 6                        |

2. List **two** things you like **most** about living in the City of Victoria:

|    |
|----|
| a. |
| b. |

3. List **two** things you like **least** about living in the City of Victoria:

|    |
|----|
| a. |
| b. |

4. In the past 12 months, how often did you come downtown for **each** of the following activities? (Please **circle** the number that most closely applies to you.)

|   | ONCE OR<br>TWICE PER<br>YEAR | ONCE<br>EVERY 2 TO<br>3 MONTHS | AT LEAST<br>ONCE PER<br>MONTH | AT LEAST<br>ONCE PER<br>WEEK | DAILY | NEVER |
|---|------------------------------|--------------------------------|-------------------------------|------------------------------|-------|-------|
| a. Work   | 1                            | 2                              | 3                             | 4                            | 5     | 6     |
| b. Conduct business   | 1                            | 2                              | 3                             | 4                            | 5     | 6     |
| c. Entertainment<br>(arts, music, movies, etc.)             | 1                            | 2                              | 3                             | 4                            | 5     | 6     |
| d. Leisure activities<br>(walking, parks, recreation, etc.) | 1                            | 2                              | 3                             | 4                            | 5     | 6     |
| e. Shopping   | 1                            | 2                              | 3                             | 4                            | 5     | 6     |
| f. Restaurant   | 1                            | 2                              | 3                             | 4                            | 5     | 6     |
| g. Other: _____   | 1                            | 2                              | 3                             | 4                            | 5     | 6     |



5. What do you like most and like least about the downtown area?

|             |
|-------------|
| Like Most:  |
| Like Least: |

6. In the past 12 months, approximately how often did you participate in each of the following activities? (Please circle the number that most closely applies to you.)

|  | ONCE OR TWICE PER YEAR | ONCE EVERY 2 TO 3 MONTHS | AT LEAST ONCE PER MONTH | AT LEAST ONCE PER WEEK | DAILY | NEVER |
|--|------------------------|--------------------------|-------------------------|------------------------|-------|-------|
| a. Visited an arts or cultural facility                        | 1                      | 2                        | 3                       | 4                      | 5     | 6     |
| b. Attended a festival or special event                        | 1                      | 2                        | 3                       | 4                      | 5     | 6     |
| c. Used Crystal Pool   | 1                      | 2                        | 3                       | 4                      | 5     | 6     |
| d. Used Royal Athletic Park                                    | 1                      | 2                        | 3                       | 4                      | 5     | 6     |
| e. Used a City of Victoria community centre or senior centre   | 1                      | 2                        | 3                       | 4                      | 5     | 6     |
| f. Visited Beacon Hill Park                                    | 1                      | 2                        | 3                       | 4                      | 5     | 6     |
| g. Visited a City of Victoria park other than Beacon Hill Park | 1                      | 2                        | 3                       | 4                      | 5     | 6     |
| h. Visited City Hall   | 1                      | 2                        | 3                       | 4                      | 5     | 6     |
| i. Attended a public meeting about City of Victoria matters    | 1                      | 2                        | 3                       | 4                      | 5     | 6     |
| j. Volunteered/Participated in a neighbourhood meeting/event   | 1                      | 2                        | 3                       | 4                      | 5     | 6     |
| k. Attended an event at the Save-On-Foods Memorial Centre      | 1                      | 2                        | 3                       | 4                      | 5     | 6     |
| l. Attended an event at the Royal Athletic Park                | 1                      | 2                        | 3                       | 4                      | 5     | 6     |

7. How do you rate each of the following local government services:

|   |   |  |
|---|---|--|
| <p>(Please <u>circle</u> a number under “<b>Satisfaction</b>” <b>and</b> a number under “<b>Importance</b>” for each service listed)</p> <p><b>Please use additional pages for comments</b></p> | <p>On a 5-point scale, rate <b><u>your satisfaction</u></b> with this service.</p> <p>1 = Very Dissatisfied<br/>5 = Very Satisfied<br/>N/A = No Opinion</p> | <p>On a 5-point scale, rate the <b><u>overall importance to you</u></b> of this service.</p> <p>1 = Very Unimportant<br/>5 = Very Important<br/>N/A = No Opinion</p> |
|   | <b><u>Satisfaction</u></b>  | <b><u>Importance</u></b>   |
| <b>City Infrastructure, Maintenance and Services</b>  |   |  |
| Stormwater drainage and flood control   | 1 2 3 4 5 N/A   | 1 2 3 4 5 N/A  |
| Maintenance of water distribution system  | 1 2 3 4 5 N/A   | 1 2 3 4 5 N/A  |
| Maintenance of sewage collection system   | 1 2 3 4 5 N/A   | 1 2 3 4 5 N/A  |
| Sidewalk repair   | 1 2 3 4 5 N/A   | 1 2 3 4 5 N/A  |
| Street condition/repair (e.g. condition of the road)  | 1 2 3 4 5 N/A   | 1 2 3 4 5 N/A  |
| Street lighting   | 1 2 3 4 5 N/A   | 1 2 3 4 5 N/A  |
| Street cleaning   | 1 2 3 4 5 N/A   | 1 2 3 4 5 N/A  |
| Street tree maintenance   | 1 2 3 4 5 N/A   | 1 2 3 4 5 N/A  |



1 = Very Dissatisfied  
5 = Very Satisfied  
N/A = No Opinion

1 = Very Unimportant  
5 = Very Important  
N/A = No Opinion

| <b>City Infrastructure, Maintenance and Services</b>   | <b><u>Satisfaction</u></b> | <b><u>Importance</u></b> |
|--|----------------------------|--------------------------|
| Taxed Boulevard Maintenance Program  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Floral displays and landscaping  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Fall leaf collection program   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Residential branch pick-up program   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Garbage collection   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Public washrooms   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| <b>Planning &amp; Development</b>  | <b><u>Satisfaction</u></b> | <b><u>Importance</u></b> |
| Design of streets, public spaces and boulevards (e.g. Bastion Square, Government Street, etc.) | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| New developments and renovations in neighbourhoods   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Quality of new developments  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Heritage conservation  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Public access along waterfronts  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Public consultation on planning issues   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Planning for community amenities/services  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| <b>Transportation</b>  | <b><u>Satisfaction</u></b> | <b><u>Importance</u></b> |
| Ease of pedestrian travel  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Ease of travel by bicycle  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Ease of travel by bus  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Ease of travel by car  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Ease of movement using a wheelchair/scooter  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| <b>Public Safety and Regulatory Services</b>   | <b><u>Satisfaction</u></b> | <b><u>Importance</u></b> |
| Animal control services  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Tree protection  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Firefighting services  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Fire safety inspections  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| School fire safety program   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Community fire safety education program  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Emergency Preparedness Program   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Building inspection  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Business licensing   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Bylaw enforcement  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Noise control  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |



1 = Very Dissatisfied  
5 = Very Satisfied  
N/A = No Opinion

1 = Very Unimportant  
5 = Very Important  
N/A = No Opinion

| <b>Parking Services</b>  | <b><u>Satisfaction</u></b> | <b><u>Importance</u></b> |
|--|----------------------------|--------------------------|
| Ease of finding parking downtown                                     | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| 90 minute on-street parking meters                                   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Prepaid parking card with refund of unused time                      | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Free City parkades on Sundays  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| City parkade "First Hour Free" program                               | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Condition of City parkades   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Parking enforcement  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Small vehicle spaces (e.g. cars under 3 meters, motorcycles)         | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| <b>Recreation and Community Services</b>                             | <b><u>Satisfaction</u></b> | <b><u>Importance</u></b> |
| Arts and cultural programs   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Festivals and special events   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Community and senior centres   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Royal Athletic Park  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Crystal Pool and Fitness Centre                                      | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Programs/Services for children (0-12 years)                          | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Programs/Services for youth (13-19 years)                            | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Programs/Services for adults   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Programs/Services for seniors  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Programs/Services for the disabled                                   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Programs/Services for the economically disadvantaged                 | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| <b>Communication Tools</b>   | <b><u>Satisfaction</u></b> | <b><u>Importance</u></b> |
| City voice mail and phone system                                     | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| City email   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| City website   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Advertisements and publications                                      | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Public meetings/Open houses  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| <b>Parks and Public Open Spaces</b>                                  | <b><u>Satisfaction</u></b> | <b><u>Importance</u></b> |
| Beacon Hill Park   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Parks (other than Beacon Hill Park)                                  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Beaches and waterfront areas   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Playgrounds  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Sports fields  | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Greenways<br>(i.e. recreational routes for pedestrians and cyclists) | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Pedestrian pathways<br>(e.g. Harbour pathways, Westsong Way, etc.)   | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |
| Public open spaces (e.g. Centennial Square)                          | 1 2 3 4 5 N/A              | 1 2 3 4 5 N/A            |





8. If faced with the following choices, what would you advise Council to do? (Please check only one  box indicating your preferred choice from this selection.)

|   |                          |
|---|--------------------------|
| a. Higher taxes with improved level of City services          | <input type="checkbox"/> |
| b. Same taxes with the same or reduced level of City services | <input type="checkbox"/> |
| c. Lower taxes with reduced level of City services            | <input type="checkbox"/> |
| d. No opinion   | <input type="checkbox"/> |

9. The City of Victoria spends a portion of its yearly budget on various projects. Imagine that you have \$100 to spend on the following projects. How would you spend it? Please divide \$100 among the listed projects according to their importance to you, ranging from \$0 to \$100.

| PROJECTS (listed in alphabetical order)                                 | \$            |
|---|---------------|
| a. Arts and cultural facilities   | \$            |
| b. Beautification and revitalization                                    | \$            |
| c. Bicycle/Pedestrian infrastructure (e.g. bike lanes, sidewalks, etc.) | \$            |
| d. City buildings   | \$            |
| e. City sewer, drainage, and water systems                              | \$            |
| f. Environmental protection and enhancement                             | \$            |
| g. Parks and pathways   | \$            |
| h. Recreation and community facilities                                  | \$            |
| i. Roads and traffic calming (e.g. speed humps, etc.)                   | \$            |
| j. Other: _____   | \$            |
| <b>TOTAL</b>  | <b>\$ 100</b> |

| EXAMPLE      |               |
|--------------|---------------|
| Project A    | \$ 20         |
| Project B    | \$ 25         |
| Project C    | \$ 15         |
| Project D    | \$ 0          |
| Project E    | \$ 40         |
| <b>Total</b> | <b>\$ 100</b> |

10. List the two most important things you would like the City of Victoria to pursue in the next five years:

|    |
|----|
| a. |
| b. |

11. 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:

|  | STRONGLY DISAGREE | ..... |   |   | STRONGLY AGREE | NO OPINION |
|--|-------------------|-------|---|---|----------------|------------|
| a. I receive good value for the City taxes I pay   | 1                 | 2     | 3 | 4 | 5              | 6          |
| b. The City of Victoria <u>welcomes</u> citizen involvement (e.g. join in public hearings) | 1                 | 2     | 3 | 4 | 5              | 6          |
| c. The City of Victoria <u>listens</u> to citizens   | 1                 | 2     | 3 | 4 | 5              | 6          |
| d. I am pleased with the overall direction that the City of Victoria is taking             | 1                 | 2     | 3 | 4 | 5              | 6          |





12. List up to **three** of the most important ways you **learn** about City government issues: (Please check a maximum of **three**  boxes.)

- |  |  |
|--|--|
| <input type="checkbox"/> Contact a City of Victoria staff member   | <input type="checkbox"/> Local newspaper: _____                    |
| <input type="checkbox"/> Contact a City of Victoria Council member | <input type="checkbox"/> Word of mouth: (e.g. neighbours, friends) |
| <input type="checkbox"/> City of Victoria website                  | <input type="checkbox"/> From friends who work for the City        |
| <input type="checkbox"/> City publication: _____                   | <input type="checkbox"/> Neighbourhood association                 |
| <input type="checkbox"/> Radio station: _____                      | <input type="checkbox"/> Other: _____                              |
| <input type="checkbox"/> TV station: _____                         |  |

13. 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 information sharing, planning, and decision making. (**Circle** the number that most clearly represents your opinion for each item listed.)

|                                | VERY UNIMPORTANT | ..... |   |   | VERY IMPORTANT | NO OPINION |
|--------------------------------|------------------|-------|---|---|----------------|------------|
| a. Advisory committees         | 1                | 2     | 3 | 4 | 5              | 6          |
| b. Council meetings            | 1                | 2     | 3 | 4 | 5              | 6          |
| c. Contact with City staff     | 1                | 2     | 3 | 4 | 5              | 6          |
| d. Direct mail                 | 1                | 2     | 3 | 4 | 5              | 6          |
| e. Neighbourhood association   | 1                | 2     | 3 | 4 | 5              | 6          |
| f. Open-line radio/TV program  | 1                | 2     | 3 | 4 | 5              | 6          |
| g. Public hearings             | 1                | 2     | 3 | 4 | 5              | 6          |
| h. Public meetings/Open houses | 1                | 2     | 3 | 4 | 5              | 6          |
| i. Public opinion surveys      | 1                | 2     | 3 | 4 | 5              | 6          |
| j. Referendum                  | 1                | 2     | 3 | 4 | 5              | 6          |
| k. Website                     | 1                | 2     | 3 | 4 | 5              | 6          |
| l. Other: _____                | 1                | 2     | 3 | 4 | 5              | 6          |

14. Have you had any direct contact (in-person, by phone, email or fax) with a City staff member over the last 12 months? (Check the  box that applies to you.)

- Yes [go to question #15]       No [skip to question #16]



15. Please rate your impression of the following services you used based on each attribute listed along the top of the following chart on a scale of 1 (very poor) to 5 (very good).

Ratings scale (1 to 5):  
1 = Very Poor, 5 = Very Good,  
N/A = No Opinion

|  | DID NOT USE THIS SERVICE | EASY TO REACH | GOOD RESPONSE TIME | KNOWLEDGEABLE | POLITE & COURTEOUS | EASY TO UNDERSTAND | REFERRED TO CORRECT PERSON |
|--|--------------------------|---------------|--------------------|---------------|--------------------|--------------------|----------------------------|
| a. Public Service Centre (payments, information)         | <input type="checkbox"/> |               |                    |               |                    |                    |                            |
| b. Permits/Inspections/Engineering/Planning Counter      | <input type="checkbox"/> |               |                    |               |                    |                    |                            |
| c. In person at the Beacon Hill Parks Yard               | <input type="checkbox"/> |               |                    |               |                    |                    |                            |
| d. In person at the Garbally Works Yard                  | <input type="checkbox"/> |               |                    |               |                    |                    |                            |
| e. In person at Crystal Pool                             | <input type="checkbox"/> |               |                    |               |                    |                    |                            |
| f. In person at the Royal Athletic Park                  | <input type="checkbox"/> |               |                    |               |                    |                    |                            |
| g. In person at a Victoria Fire Station                  | <input type="checkbox"/> |               |                    |               |                    |                    |                            |
| h. In person at a City construction site                 | <input type="checkbox"/> |               |                    |               |                    |                    |                            |
| i. In person in your neighbourhood                       | <input type="checkbox"/> |               |                    |               |                    |                    |                            |
| j. In person with Parking Services                       | <input type="checkbox"/> |               |                    |               |                    |                    |                            |
| k. In person at a City-sponsored community meeting, etc. | <input type="checkbox"/> |               |                    |               |                    |                    |                            |
| l. Telephone   | <input type="checkbox"/> |               |                    |               |                    |                    |                            |
| m. Email   | <input type="checkbox"/> |               |                    |               |                    |                    |                            |
| n. Other: _____  | <input type="checkbox"/> |               |                    |               |                    |                    |                            |

16. I am satisfied with my neighbourhood community association taking my issues to the City. (Check the  box that applies to you.)

Yes     No     No opinion     I am not familiar with their activities

17. Have you been to the City of Victoria's website in the last 12 months? (Check the  box that applies to you.)

Yes     No

18. Please rate your satisfaction with, and importance of, each of the City's website services that you use:

1 = Very Dissatisfied  
5 = Very Satisfied  
N/A = No Opinion

1 = Very Unimportant  
5 = Very Important  
N/A = No Opinion

| City of Victoria Website (www.victoria.ca)                 | Satisfaction |   |   |   |   |     | Importance |   |   |   |   |     |
|--|--------------|---|---|---|---|-----|------------|---|---|---|---|-----|
| Website content (e.g. accurate, complete, current)         | 1            | 2 | 3 | 4 | 5 | N/A | 1          | 2 | 3 | 4 | 5 | N/A |
| Website navigation (e.g. ease of use)                      | 1            | 2 | 3 | 4 | 5 | N/A | 1          | 2 | 3 | 4 | 5 | N/A |
| "Search" tool provides accurate results                    | 1            | 2 | 3 | 4 | 5 | N/A | 1          | 2 | 3 | 4 | 5 | N/A |
| Visually appealing   | 1            | 2 | 3 | 4 | 5 | N/A | 1          | 2 | 3 | 4 | 5 | N/A |
| On-line payments (e.g. property taxes, utilities, parking) | 1            | 2 | 3 | 4 | 5 | N/A | 1          | 2 | 3 | 4 | 5 | N/A |
| Recreation Program Guide                                   | 1            | 2 | 3 | 4 | 5 | N/A | 1          | 2 | 3 | 4 | 5 | N/A |
| Service requests (e.g. potholes, garbage pick-up)          | 1            | 2 | 3 | 4 | 5 | N/A | 1          | 2 | 3 | 4 | 5 | N/A |



19. What kind of information would you like to see on the City's website?

|    |
|----|
| a. |
| b. |

20. Would you be interested in receiving City information regularly by email (e.g. notifications, public meetings, etc.)?

- Yes       No

**DEMOGRAPHIC INFORMATION**

Our last questions are about you and your household. As a reminder, your response to this survey is anonymous and we have no way of identifying specific respondents.

21. In what area of Victoria do you live? (Refer to attached map on the following page, if required.)

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Burnside-Gorge | <input type="checkbox"/> Harris Green    | <input type="checkbox"/> Oaklands  |
| <input type="checkbox"/> Downtown       | <input type="checkbox"/> Hillside-Quadra | <input type="checkbox"/> Rockland  |
| <input type="checkbox"/> Fairfield      | <input type="checkbox"/> James Bay       | <input type="checkbox"/> South Jubilee   |
| <input type="checkbox"/> Fernwood       | <input type="checkbox"/> North Jubilee   | <input type="checkbox"/> Victoria West   |
| <input type="checkbox"/> Gonzales       | <input type="checkbox"/> North Park      | <input type="checkbox"/> <i>I am not sure</i>  |
|   |  | <input type="checkbox"/> <i>I do <u>not</u> live within the boundaries of the City of Victoria</i> |

22. How many years have you lived in the City of Victoria? \_\_\_\_\_

23. Do you own or rent?

- Own       Rent

24. Are you female or male?

- Female       Male

25. In which age group are you? (Check just one  box that applies.)

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> 18 to 24 years | <input type="checkbox"/> 45 to 54 years | <input type="checkbox"/> 75 to 84 years    |
| <input type="checkbox"/> 25 to 34 years | <input type="checkbox"/> 55 to 64 years | <input type="checkbox"/> 85 years or older |
| <input type="checkbox"/> 35 to 44 years | <input type="checkbox"/> 65 to 74 years |  |

Thank you for completing this survey. If you have any further comments or suggestions you wish to add, please feel free to add additional pages as needed.

**MAILING INSTRUCTIONS:**

- Return your completed survey and a draw ticket ("Admit One") in the enclosed postage paid envelope by **February 22, 2008**.
- Keep the Mayor's letter for draw date information, as well as the ticket that says "Keep This Coupon" to claim your prize if you should win.
- If you return your completed survey and draw ticket by **February 12**, you will be entered into the Early Bird and Final Draws. Surveys returned after this date will qualify for the final draw only.
- Draw Dates:**
  - Early Bird Draw – February 15** – will be announced in the Victoria News Esquimalt, in the Victoria Daily News, and online at [www.bcclassified.com](http://www.bcclassified.com)
  - Final Draw – February 29** – will be announced in the Victoria News Esquimalt, in the Victoria Daily News, and online at [www.bcclassified.com](http://www.bcclassified.com)





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