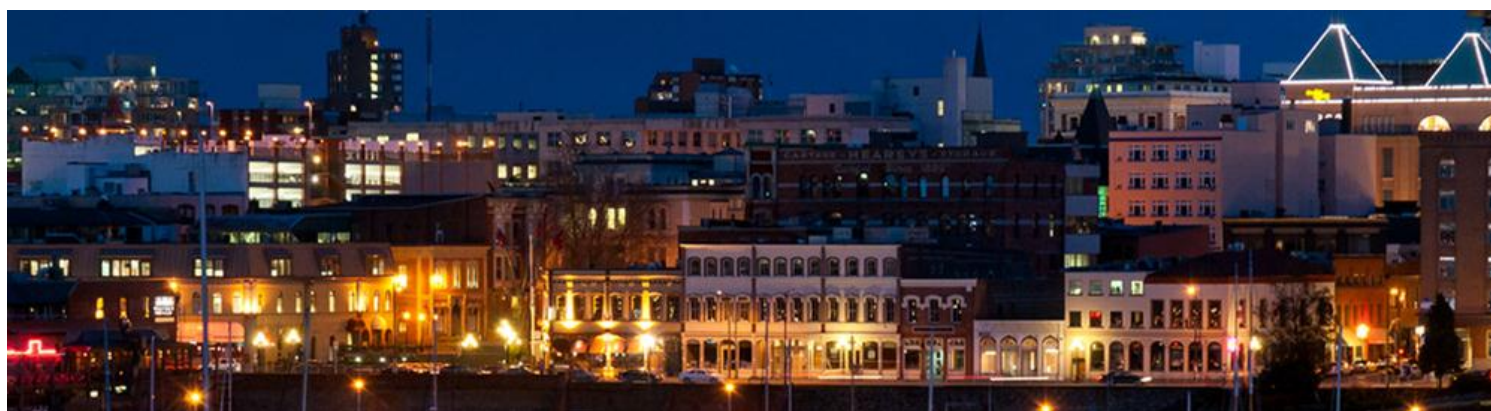




Ipsos Reid



## City of Victoria 2013 Citizen Survey

May 2013



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## Executive Summary

### Overall Context

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***The City of Victoria continues to perform well in the views of its citizens.*** Citizens generally hold positive assessments of the community and the City, and citizen perceptions have generally stayed the same, or improved in comparison to 2010 measures.

- The vast majority of citizens say that the overall quality of life in Victoria is good
- Residents tend to hold positive perceptions of the downtown area and of their neighbourhoods
- They are satisfied with municipal services and operations
- Citizens generally believe that they receive good value for their municipal tax dollars, and
- Most are satisfied with the City's customer service.

Despite high levels of overall satisfaction, there are some areas where citizens would like to see changes in the City's approach. These are covered in detail throughout the report.

### Quality of Life

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***Citizens' ratings of the quality of life in the City of Victoria are very encouraging,*** as virtually all citizens rate the quality of life favourably.

A majority of residents believe that over the past three years the quality of life has maintained its status quo or has improved. That being said, a sizable minority (20%) indicate that the quality of life may have deteriorated slightly in the past three years. This is actually an improvement over 2010, when 29% of residents said that the quality of life had worsened.

### Attitudes Toward Neighbourhoods

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**The majority of citizens feel safe and welcome in their neighbourhoods, but some do not feel safe walking alone in their neighbourhoods during the evening.** Around eight-in-ten citizens do feel safe walking alone in their neighbourhoods during the evening; still, 18% do not.



## **Downtown Victoria**

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***Citizens visit the downtown core frequently, most often for shopping and for work.***

***Perceptions of downtown Victoria are predominately favourable, particularly when it comes to daytime safety, array of amenities, overall cleanliness, and daytime vibrancy.***

Consistent with 2010 findings, most citizens agree the downtown core is safe during the day and has a good range of shops, entertainment, and services. Many also express positive perceptions of downtown's cleanliness and daytime vibrancy.

Attitudes toward safety at night and the downtown's evening vibrancy are positive; however, perceptions in these areas are more tempered. And, only one-half of citizens agree that parking in the downtown is accessible and convenient. These are potential areas of focus for the City.

## **Issue Agenda**

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Citizens' priorities are clear when it comes to identifying the most important issue facing the city-the one that should receive the greatest attention from local leaders.

***The top three issues in the minds of citizens are:***

- 1) Homelessness***
- 2) The sewer system, and***
- 3) Transportation.***

The key social issue is homelessness, followed by affordable housing. The sewer system is the dominant concern among municipal services. The most frequently-mentioned transportation issue is the Johnson Street Bridge, followed by public transit concerns.

The City has made substantial strides on the homelessness concerns. The proportion of citizens that name homelessness as one of the top priorities has declined significantly since 2010 (from 49% in 2010 to 26% today). However, it is still a top concern among citizens.

## **City Operations**

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***Citizens express predominately positive views of the City's municipal operations; though ratings are not as positive as they were in 2010.***

The majority of citizens are pleased with the overall direction that the City is taking and agree that the City keeps them informed.

Most residents agree that the City welcomes citizen involvement in community planning and decision making and listens to citizens, although they are not as positive 2010 measures.



## Community Participation

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***Citizens participate in a vast array of activities. Among the activities measured (a mix of entertainment and public engagement activities), the most attended are outdoor public festivals and public or private arts or cultural facilities.***

Only around one-quarter of citizens say that they have attended a public meeting about City matters.

## City Services

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***Most citizens are satisfied with the overall level and quality of City services.*** Nine-in-ten citizens are satisfied with the overall level and quality of services provided by the City of Victoria. These findings are consistent with 2010 measures.

The top rated services include:

- Fire Department services
- Maintenance and cleanliness of parks
- Condition and maintenance of Royal Athletic Park
- Quality of recreation programs and services
- Quality of City-sponsored arts, cultural, and festival events
- City beautification such as signage, landscaping, public art, and street banners
- City website and,
- Residential garbage pick-up.

Relative to the highly rated services above, Citizens are slightly less satisfied with:

- Lighting, condition, and maintenance of streets and sidewalks
- Design of streets, public spaces, and boulevards
- Condition and maintenance of Crystal Pool and Fitness Centre
- Enforcement of bylaws for issues such as property, parks, and noise
- Animal control services, and
- Building permits and inspections.

At least 80% of citizens provide positive ratings for all services tested, with the exception of building permits and inspections.



## Financing

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***The majority of citizens believe they receive good value for their municipal tax dollars; however, citizens are not as contented as they were in 2010.***

While the proportion of citizens who say that they receive good value for their tax dollars has declined slightly since 2010, a solid majority of eight-in-ten citizens believe that they receive good value at present.

***Citizens prefer tax increases over service cuts.***

When given a choice between increased taxes or service cuts, 60% choose increased taxes while 26% opt for cuts in services. Citizens would prefer the City to increase taxes to *maintain* services at current levels rather than increase taxes to enhance or expand services.

## Communication

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**There is room to increase the amount of information disseminated to citizens.**

A large minority (45%) of citizens believe they receive “too little” information from the City. Citizens are particularly interested in:

- Information about the budget or municipal spending
- Future development plans, and
- Notices/ proceedings of public/ city council meetings.

**Citizens would prefer to provide input to the City via online surveys, email, public meetings or via feedback forms or comment cards.**

More than six-in-ten citizens are interested in providing input to the City on important local issues through an online survey, via email to staff or Council, at public meetings or via a feedback form or comment card.

**Over half of Victoria citizens are aware of opportunities to provide feedback, and a similar proportion has done so.**

## Customer Service

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***Contact experiences with the City are predominantly satisfactory.*** Half of all citizens have contacted or dealt with a City employee in the last 12 months. Among those who have done so, eight-in-ten are satisfied with the overall service they received

Citizens are most satisfied with staff’s courteousness, knowledge, availability, speed and timeliness of service, and helpfulness.



## **Emergency Preparedness**

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***One-half of Victoria citizens have an emergency preparedness kit*** that includes enough food, water, and other supplies for them and their family for a minimum of three days.

## **Comparisons to the Business Survey**

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***Overall, businesses generally hold a more critical view than citizens of the City of Victoria, as was the case in 2010.*** Even though businesses' overall perceptions of the City of Victoria are predominately positive, citizen's perspectives are even more so. Businesses tend to be slightly more critical than citizens in a number of different areas, including perceptions of downtown Victoria and City operations, overall satisfaction with municipal services, and value for municipal tax dollars.

***Citizens and businesses are generally aligned in terms of important municipal issues.*** Social and transportation-related issues are the top concerns for businesses and citizens alike.

***Citizens prefer tax increases over service cuts, while businesses prefer that services be cut*** rather than face tax increases.

***Citizens and businesses are generally aligned when it comes to how they would like to provide input to the City*** on important local issues. Both citizens and businesses prefer online surveys and email as methods to communicate to the City.



## **Introduction**

### ***Background***

The City of Victoria conducts regular surveys that provide a comprehensive assessment of the public's satisfaction levels, attitudes, needs, and priorities to maintain an understanding of its constituents. While past surveys had specifically targeted citizens, this research was expanded in 2010 and 2013 to also include a statistically robust sample of Victoria businesses. The results of this research will provide the City of Victoria with valuable insight into the opinions of citizens and businesses and will serve as key input into the City's long-term planning processes.

The following report presents the results specific to the Citizen Survey, although comparisons have been made to the Business Survey where appropriate. The overall Business Survey results are reported under separate cover.

### ***Objectives***

The 2013 Citizen Survey main objectives are to:

- Identify the issues seen as most in need of attention from local leaders;
- Assess perceptions of Victoria's overall quality of life and how this has changed in the past three years;
- Understand the reasons for visiting downtown Victoria and assess perceptions of the City's downtown core;
- Measure satisfaction with specific City services;
- Assess perceptions of the City's municipal operations;
- Determine perceived value for taxes and preferred funding options;
- Understand which municipal priorities are most important to citizens;
- Assess perceptions of the City's communication with citizens;
- Determine the incidence of contact with the City and measure satisfaction with contact experiences and preferred forms of providing input; and,
- Assess citizens' emergency preparedness.

Results of the 2013 survey have been reported against the 2010 survey conducted for the City of Victoria. Any comparison to surveys conducted before 2010 should be considered directional in nature due to changes in data collection methodology (previous surveys were self-complete mail surveys, while the 2010 and 2013 surveys were conducted via telephone).

The results of this year's survey have also been compared to Ipsos Reid's database of municipal norms for British Columbia to provide additional insight, context, and benchmarks against which the City of Victoria can evaluate its performance. These norms are based on up to 33,000 observations in nearly 35 different municipalities representing a mix of community sizes and urban/rural locations across the province.





## ***Methodology***

Ipsos Reid conducted a total of 600 telephone interviews with a randomly selected representative sample of Victoria citizens aged 18 years or older. All interviews were conducted between April 2 and May 6, 2013.

Overall results are accurate to within  $\pm 4.0$  percentage points, nineteen times out of twenty. The margin of error will be larger for sample subgroups. The results have been weighted to ensure they reflect the City of Victoria in terms of age and gender distributions according to the 2006 Census. In addition, regional quotas were set by FSAs (first three digits of the postal code) to ensure the final sample was inclusive and representative of all regions within the City of Victoria.

## Detailed Findings

### Quality of Life

#### Overall Quality of Life

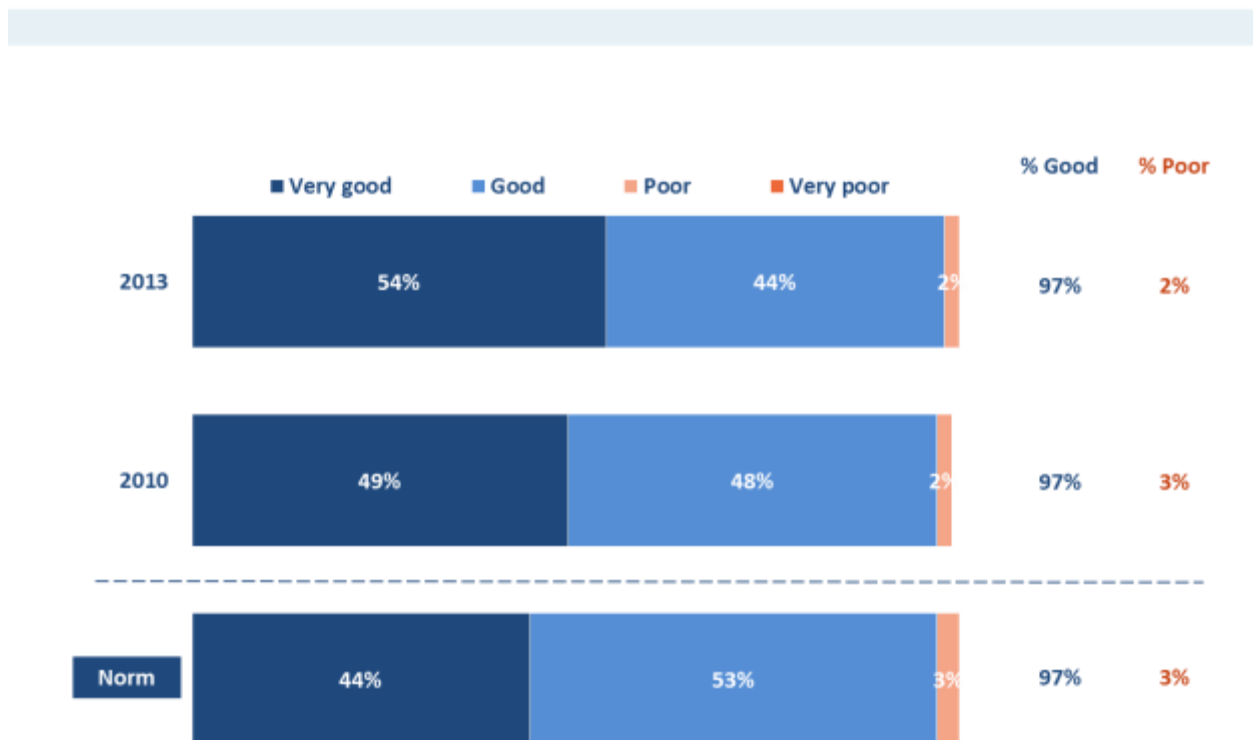
**Virtually all citizens say they have a good quality of life in Victoria.**

Virtually all citizens (97%) rate the overall quality of life in the City of Victoria as good or very good. Over one-half (54%) rate is as very good, while 44% rate it as good. Only 2% describe the quality of life as poor.

This result is slightly more positive with that measured in 2010; however, these differences are not statistically significant.

Compared to the BC municipal norms, residents of Victoria are more likely to rate the overall quality of life as very good. Fifty-four percent of residents of Victoria hold this opinion as compared to the benchmark level of 44%.

#### Overall Quality of Life



Q2. Overall, how would you rate the overall quality of life in the City of Victoria today? Would you say...  
Base: All Respondents (n=600); 2010 (n=600)



Segments of residents who are more positive regarding the overall quality of life in Victoria include those who own their homes rather than rent (99% good/very good ratings among owners as compared to 96% among renters) and those who earn higher incomes (98% among those earning \$30,000 or over vs. 92% of those earning less than \$30,000).

Citizens who express satisfaction with the City's services are also more likely to provide a positive rating for their overall quality of life (98% of those who are satisfied with the City's services as compared to 87% of those who are dissatisfied with the services).

## **Change in Quality of Life Past Three Years**

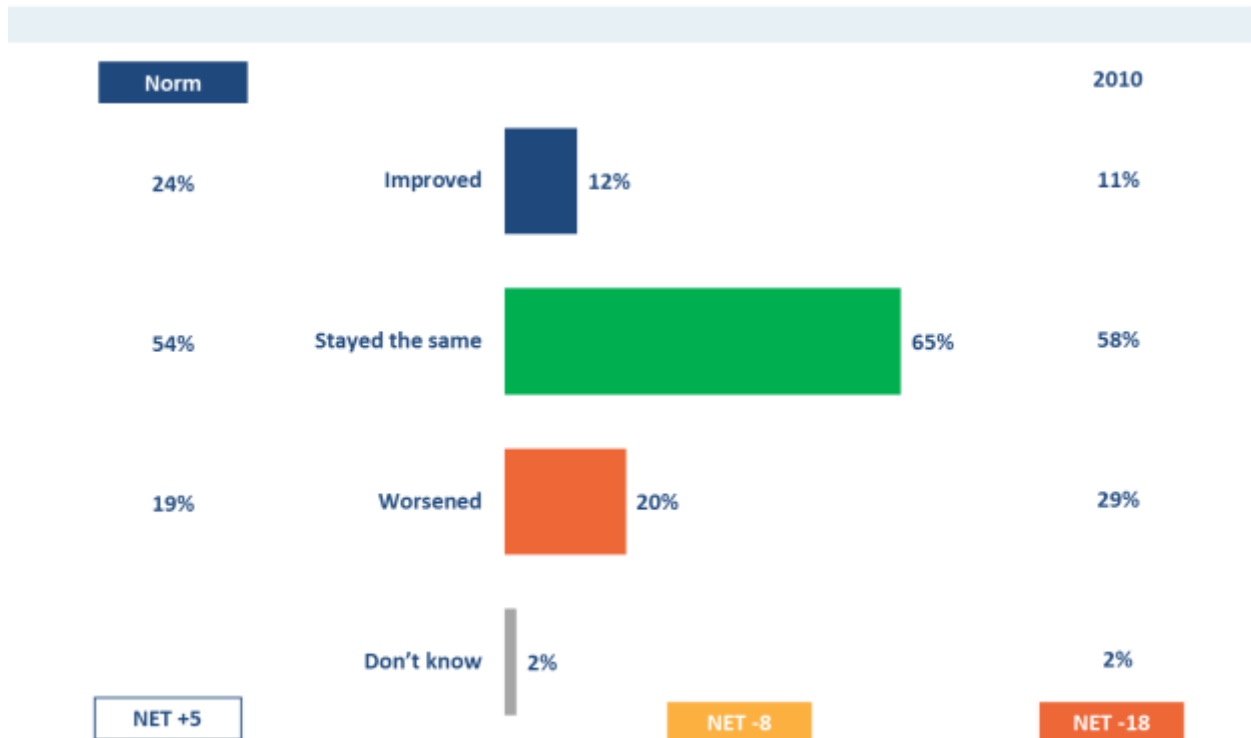
**The quality of life in Victoria has deteriorated over the past three years for some citizens.**

When asked how the quality of life in Victoria has changed over the past three years, around two-thirds of citizens say that it has stayed about the same. However, 12% think the quality of life has improved and 20% think it has worsened during this timeframe, resulting in a net momentum score (improved – worsened) of -8 points.

This is a more positive outcome than was the case in 2010, which saw a net momentum score of -18 points.

Residents of Victoria are less positive than the Ipsos municipal benchmark. Twenty-four percent of citizens in the municipal database state that their quality of life has improved, and the net momentum score is +5.

## Change in Quality of Life Past Three Years



Q3. And, do you feel that the quality of life in City of Victoria in the past three years has ...?  
 Base: All Respondents (n=600); 2010 (n=600)

Citizens who are more likely to report a **worsening** quality of life include:

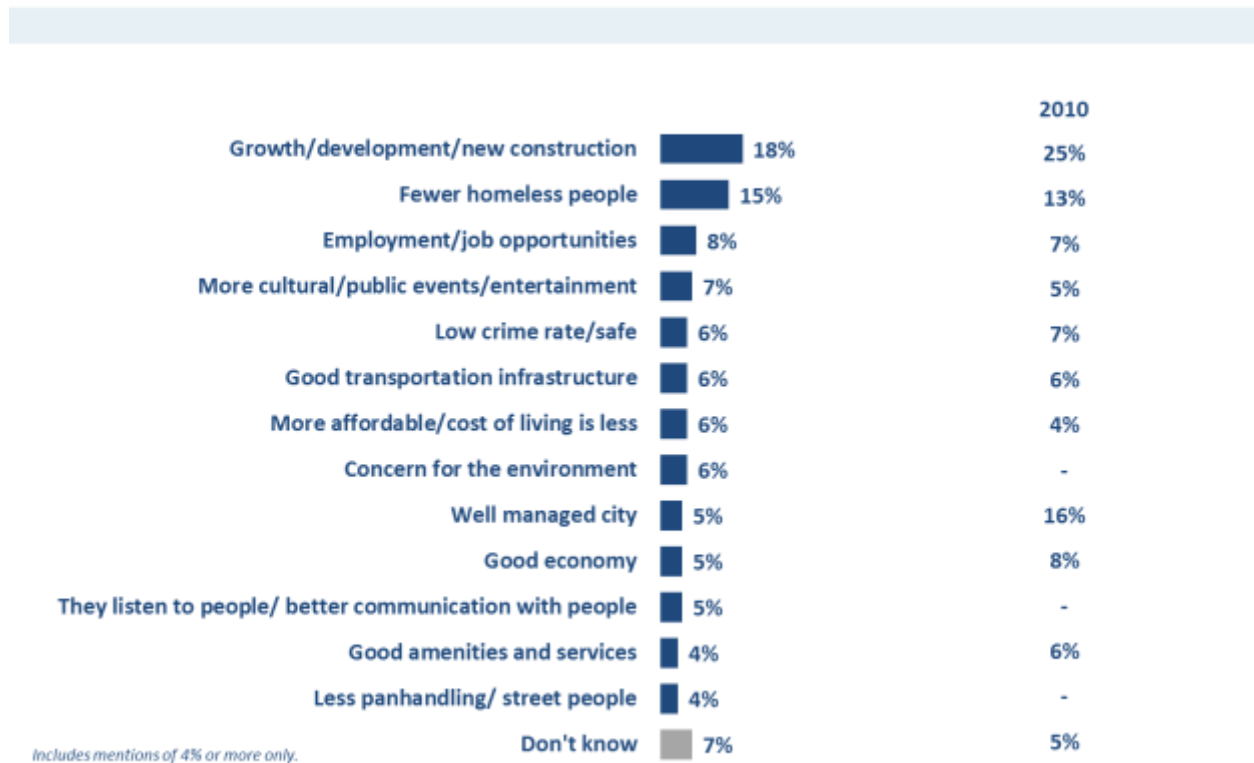
- Those who are over 35 years of age (27% vs. only 7% of those 18 to 34 years of age);
- Those who have lived in Victoria for more than 20 years; (27% of this group report that their quality of life has worsened);
- Those who are dissatisfied with the City's overall services (54% of the dissatisfied group as compared to only 18% of those who are satisfied with the City's services); and,
- Those who feel they receive poor value for their municipal tax dollars (quality of life has worsened for 48% of those who feel they receive poor value as compared to 14% of those who believe that they receive good value).

## Reasons why Quality of Life has Improved

**Growth, fewer homeless people and economic factors are the main reasons for feeling the quality of life has improved over the past three years.**

Among those who feel the quality of life in Victoria has improved over the past three years, 18% attribute this to growth/development/new construction while 15% attribute this feeling to fewer homeless people. Other economic factors, such as employment, cost of living, and the economy also play a role; as does an expansion in cultural events and entertainment.

### Reasons why Quality of Life has Improved



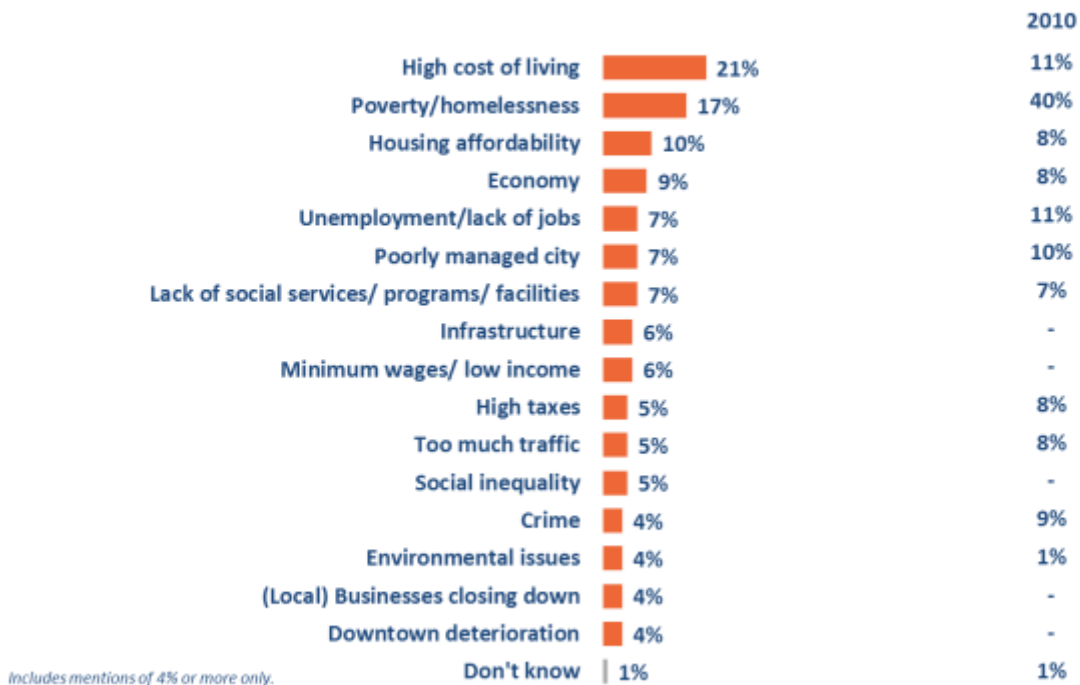
Q4. Why do you think the quality of life has improved?  
Base: Quality of life has improved (n=71); 2010 (n=67)

## Reasons why Quality of Life has Worsened

The high cost of living has led to a decline in quality of life for some citizens; however they are less likely to mention poverty and homelessness than was the case in 2010.

One-fifth (21%) of those who feel the quality of life in Victoria has worsened over the past three years attribute this to the high cost of living. Related issues such as housing affordability and the economy also play a role. The proportion saying the quality of life has worsened due to poverty or homelessness has declined from 40% in 2010 to the current measure of 17%.

### Reasons why Quality of Life has Worsened



Q5. Why do you think the quality of life has worsened?  
Base: Quality of life has worsened (n=139); 2010 (n=178)

## ***Attitudes Toward Neighbourhoods***

**The majority of citizens feel safe and welcome in their neighbourhoods, but some do not feel safe walking alone in their neighbourhoods during the evening.**

Virtually all citizens are positive about feeling safe walking alone in their neighbourhood during the day, and 86% rate this as very good. Ninety-five percent of citizens feel welcome in their neighbourhood and feel like they belong there, and six-in-ten rate this aspect as very good.

While a clear majority (81%) of residents feel safe walking in their neighbourhood during the evening, a sizable minority (18%) rate their perceptions of safety as poor or very poor.

### **Attitudes toward Neighbourhoods**



Q6. Please tell me if you agree or disagree with each of the following statements about your neighbourhood. The first one is [INSERT ITEM]. (Is that strongly or somewhat agree/disagree?) How about ...?  
Base: All Respondents (n=600)



Groups of citizens who are **less** likely to rate feeling safe in their neighbourhood while walking alone during the evening include:

- Women (24% of women rate this aspect as poor or very poor vs. 9% of men);
- Older citizens (24% of those over 55 years as compared to 13% of younger citizens)
- Those from single member households (25% of one-person households compared to 14% of larger households);
- Those who rent their homes (22% vs. 14% of homeowners);
- Those with lower household incomes (30% among those with incomes of less than \$30,000 vs. 14% of those from higher income households); and,
- Those who visit the downtown core less frequently (21% of those that go downtown once a week or less as compared to 14% of citizens that go downtown more frequently).



## ***Downtown Victoria***

### **Frequency of Visiting Downtown Victoria**

**The majority of residents visit downtown Victoria at least once a week.**

Eight-in-ten citizens visit downtown Victoria at least once per week; with nearly one-third (31%) visiting the downtown on a daily basis. Only a few (7%) visit less than once per month.

#### **Frequency of Visiting Downtown Victoria**



Q7. How often do you visit downtown Victoria?  
Base: All Respondents (n=600)

Residents under 54 years of age are more likely to visit downtown Victoria on a daily basis than are those 55 years of age or over (34% vs. 23%, respectively). Those from households earning less than \$30,000 tend to visit downtown less frequently than those from higher income households.

## Reasons for Visiting Downtown Victoria

**Shopping and going to work are the main reasons for visiting downtown Victoria.**

Just under one-third (29%) of citizens say they visit downtown Victoria for shopping. Another 22% say they work downtown while 12% mention that they go downtown for professional services. Some live downtown (8%), others visit the downtown for dining and leisure activities.

Reasons for visiting the downtown are similar to those measured in the 2010 survey; however, the proportion of those going downtown to use professional services has increased.

### Reasons for Visiting Downtown Victoria



Q8. What is the main reason you visit downtown Victoria?  
Base: All Respondents (n=600); 2010 (n=600)

Reasons for visiting the downtown area are different among demographic subgroups:

- Citizens who are more likely to say they visit downtown for shopping include older citizens (34% of those aged 55 or over vs. 22% of 18 to 34 year olds and 30% of those aged 35 to 54 years);
- Older citizens (55 years or older) and those from single-member households are more likely to go downtown to use professional services, as are those from lower income households;
- Citizens who are more likely to say they visit downtown for work include those under the age of 55 (30%, vs. 7% of those 55 years or over), those living in households with two or more members (25% vs. 15% of single member households) and those with higher household incomes (31% of those earning \$90,000 or more, compared to 22% of those earning \$30,000 to less than \$90,000 and 12% of those earning less than \$30,000); and,
- Citizens that live in small households with one or two members are more likely to live downtown (10% vs. 3% of households with three or more members).

## Perceptions of Downtown Victoria

**Perceptions of downtown Victoria are predominately positive, particularly when it comes to daytime safety, array of amenities, overall cleanliness, and daytime vibrancy.**

More than nine-in-ten citizens agree the downtown core is safe during the day and has a good range of amenities:

- “The downtown core is safe during the day” (96% agree, 62% agree strongly); and,
- “The downtown core has a good range of shops, entertainment, and services that meet my needs” (88% agree, 45% agree strongly).

High levels of agreement are also seen when considering the downtown core’s overall cleanliness and daytime vibrancy, and perceptions of cleanliness have improved since 2010:

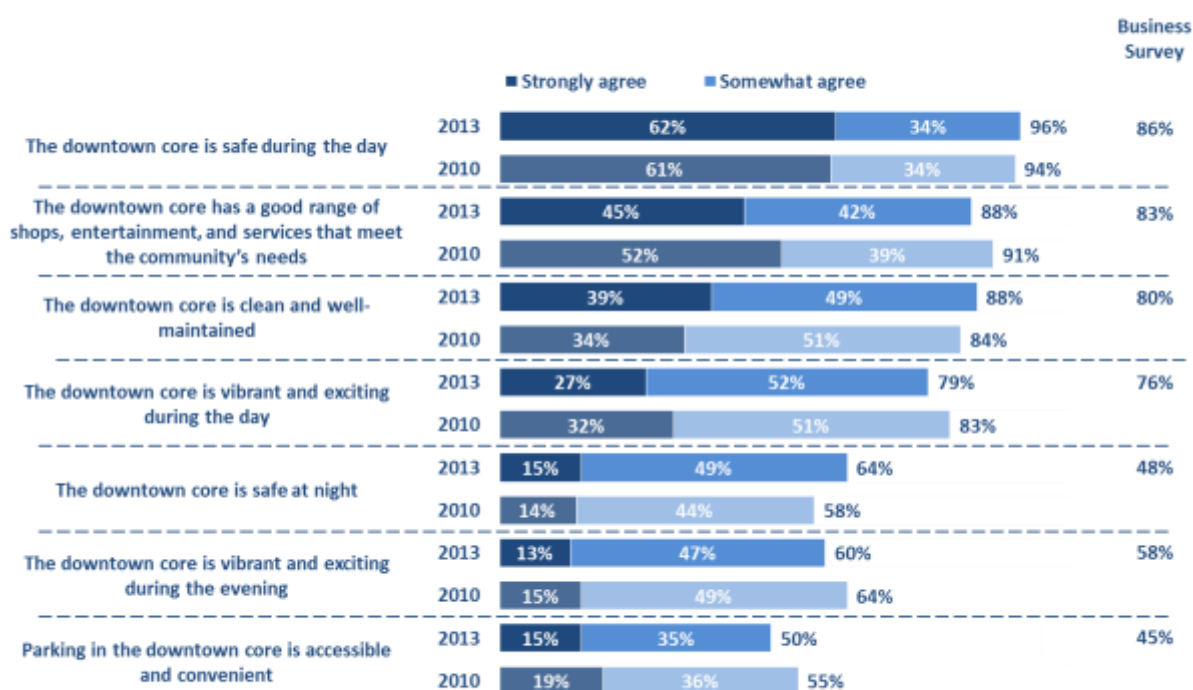
- “The downtown core is clean and well-maintained” (88% agree as compared to 84% in 2010); and,
- “The downtown core is vibrant and exciting during the day” (79% agree, 27% agree strongly).

Citizens are relatively less positive when it comes to their sentiments of downtown’s evening vibrancy and safety, as well as the accessibility of parking; however perceptions of safety at night have edged up since 2010:

- “The downtown core is safe at night” (64% agree as compared to 58% in 2010);
- “The downtown core is vibrant and exciting during the evening” (60% agree, 13% agree strongly); and,
- “Parking in the downtown core is accessible and convenient” (50% agree, 15% agree strongly).

Businesses tend to be more critical than citizens of downtown Victoria when it comes to safety during the day and at night, the range of shops and services, and for being clean and well-maintained.

## Perceptions of Downtown Victoria



Q9. Please tell me if you agree or disagree with each of the following statements about the city's downtown core. The first one is [INSERT ITEM].  
 (Is that strongly or somewhat agree/disagree?) How about ...?  
 Base: All Respondents (n=600); 2010 (n=600)

Segments that drive the higher ratings on cleanliness and downtown vibrancy include:

- Young residents between 18 and 34 years (91% vs. 86% of citizens 35 years or over), and those who rent their homes (91% of renters as compared to 85% of home owners) are more likely to agree that the downtown core is clean and well-maintained;
- Women are more likely to agree that the downtown is vibrant and exciting during the day (83% of women vs. 75% of men); and,
- Residents under 54 years of age are more likely to agree that the downtown is vibrant and exciting during the evening (67% of residents under 54 years agree, as compared to 49% of those aged 55 years or over).

Segments of citizens that drive down the night-time safety ratings include:

- Women (59% vs. 71% of men);
- Citizens over age 55 (50% as compared to 72% of those between the ages of 18 and 54);
- Those living in single member households (55% vs. 68% among citizens that live in households with 2 or more members);
- Those who have lived in Victoria for over 10 years (61% vs. 71% of newer residents);
- Residents from lower income households (48% compared to 70% of those from households with over \$30,000 income); and,
- Citizens that visit the downtown core once a week or less (55% vs. 71% of those that visit the downtown more than once a week).

## ***Issue Agenda***

**Homelessness, the sewer system and transportation are the top three issues in the minds of citizens.**

When citizens are asked to single-out the most important issue facing the city—the one that should receive the greatest attention from local leaders<sup>1</sup>, three categories of issues emerge as the clear priorities. These are 1) social issues, 2) municipal government services and 3) transportation.

### ***Social Issues***

Social issues are mentioned first by one-quarter of citizens, and 34% mention social issues as either their first or second issue mentioned. This represents a substantial decline from the 2010 levels, when nearly six-in-ten (58%) citizens identified social issues as one of the top two most important issues facing their community.

As in 2010, the majority of the social concerns revolve around poverty or homelessness; however the proportion of citizens mentioning this concern has declined from 49% in 2010 to current levels of 26%.

In comparison, other social issues are mentioned much less often and include housing or lack of affordable housing (10%), and drug or alcohol abuse (2%).

### ***Municipal Government Services***

Municipal government services are mentioned first by 21% of citizens, and 33% mention these services as either their first or second issue mentioned. This issue has gained a great deal of ground since 2010, when only it was mentioned by only 14% of citizens. This finding is also well above the municipal benchmark score, which is 12%.

The key issue driving the importance of municipal government services in the minds of citizens are sewer or sewage issues. This issue receives 16% of first mentions and is mentioned by one-quarter of residents as either their first or second issue.

### ***Transportation***

The third major issue is transportation, which is mentioned as the first issue by 17% of citizens. The most frequently mentioned transportation issue is bridges – primarily the Johnson Street Bridge (14%), followed by public transit (7%) and general transportation mentions (5%).

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<sup>1</sup>This question was open-ended, meaning that respondents were not prompted in their responses. Individual comments were then coded into specific categories and grouped together in broad themes called “Nets”.



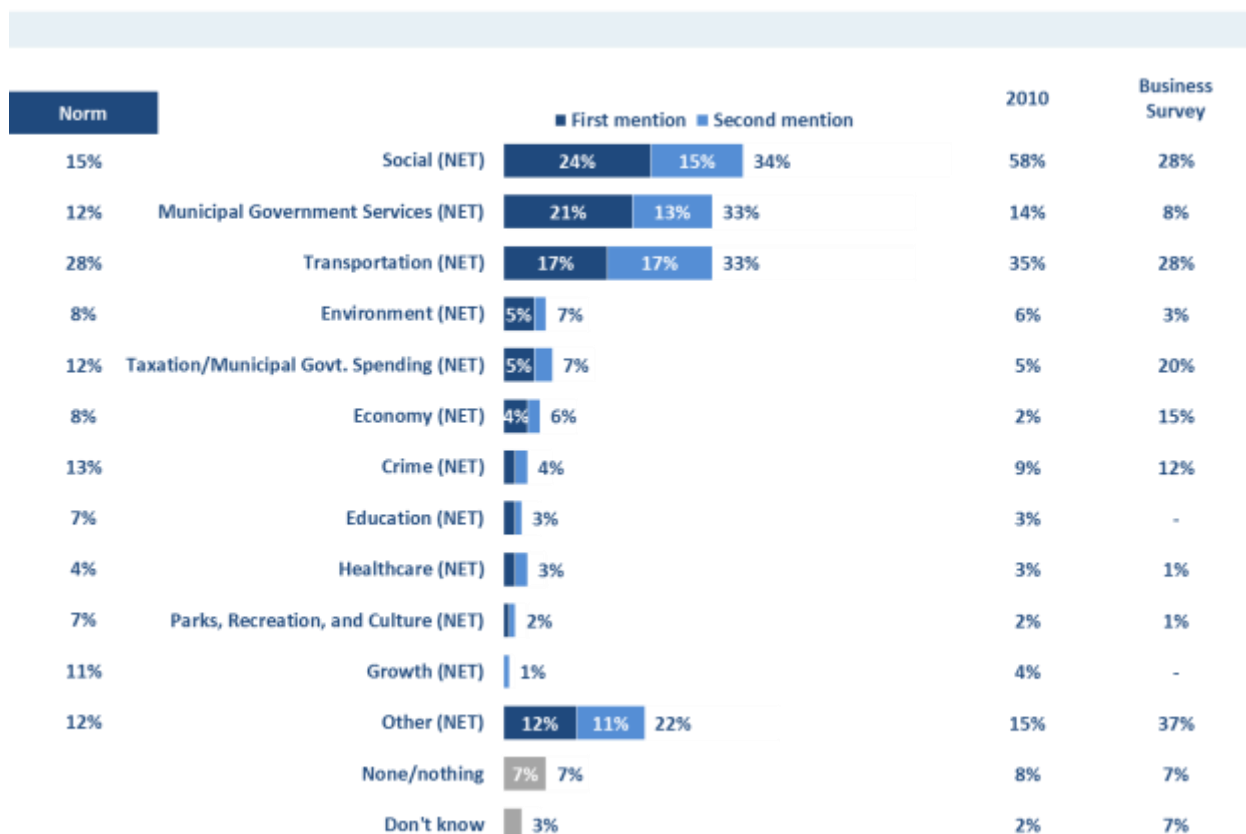
Attitudes in Victoria differ from BC municipal benchmarks. Relative to municipal norms, citizens of Victoria are much more likely to mention social issues and municipal government services. This is largely driven by homelessness and the sewer issues.

Residents of Victoria are less likely to mention crime, growth and parks/ recreation/ culture as a top issue.

The Business Survey results show that social and transportation-related issues are also the top concerns for businesses. Both citizens and businesses identify transportation as an important priority, however, the issues that each focuses on are different. For citizens, the number one transportation related mention is bridges – primarily the Johnson Street Bridge (15% of citizens vs. no mentions by businesses) while businesses are much more likely to mention parking (18% of businesses vs. 1% of residents).

Businesses are much less likely to mention municipal government services (8% of businesses vs. 33% of citizens). Businesses are more likely than citizens to mention taxation/municipal government spending (20% of businesses vs. 7% of citizens), the economy (15% vs. 6%) and crime (12% vs. 4%).

### Top-of-Mind Issues



Q1. As a resident of the City of Victoria, what is the most important issue facing the city, that is, the one issue you feel should receive the greatest attention from your local leaders?  
Base: All Respondents (n=600); 2010 (n=600)



While the demographic segments that comprise the citizenry of Victoria generally share the same concerns, a few differences emerge:

- In terms of **social issues**, those aged 35 to 54 years are more likely to mention homelessness than are older residents. Citizens who rent their homes are more likely to cite the lack of affordable housing, while those who visit the downtown core at least once a week are more likely to mention social issues than are those who go downtown less frequently;
- Groups that are more likely to mention the **sewer issue** are those 55 years of age or over, those that own their homes and earn household incomes of \$30,000 or more; and,
- Men are more likely to mention transportation-related issues than women (38% vs. 28%, respectively). The bridge is mentioned more frequently by residents over 35 years of age and those who own their homes. Those from larger households (3 or more members) are more likely to cite transit issues.



## City Operations

**Citizens reveal predominately positive views of the City's municipal operations; though they are not as positive as they were in 2010.**

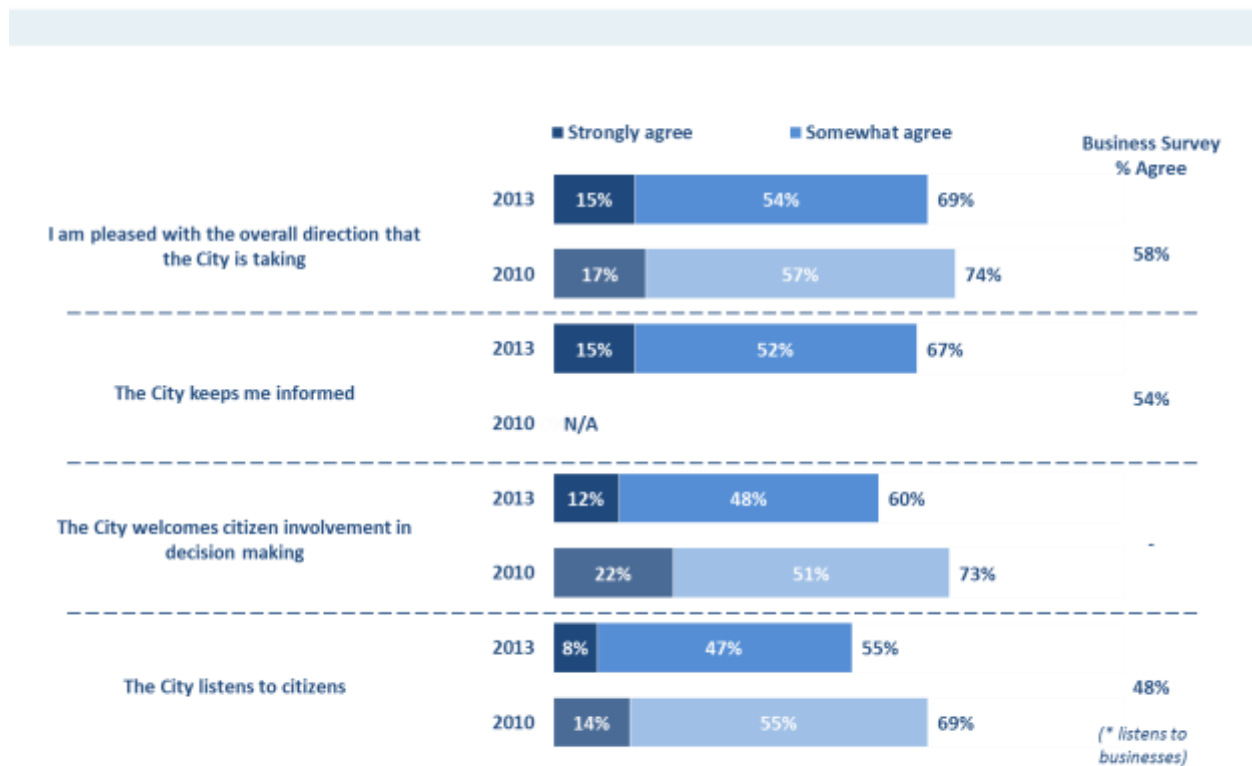
The majority of citizens (69%) agree that "I am pleased with the overall direction that the City is taking", and that "the City keeps me informed" (67% agree somewhat or strongly).

Other aspects of the City's municipal operations are also rated favourably, although not as positively as was the case in 2010. Specifically:

- 60% of citizens agree "the City welcomes citizen involvement in community planning and decision making" (as compared to 73% in 2010); and,
- 55% of citizens agree "the City listens to citizens" (compared to 69% in 2010).

Compared to businesses, citizens are more likely to agree that they are pleased with the direction the City is taking (69% of citizens vs. 58% of businesses), agree that "the City keeps me informed" (67% vs. 54%) and to agree that the City listens to citizens/businesses (55% vs. 48%).

### Perceptions of City Operations



Q13. Please tell me if you agree or disagree with each of the following statements. The first one is [INSERT ITEM]. (Is that strongly or somewhat agree/disagree?) How about ...?  
Base: All Respondents (n=600); 2010 (n=600)



- Agreement (combined “**strongly/somewhat agree**” responses) with these statements is *higher* among those who say the quality of life in Victoria has improved or stayed the same over the past three years, are satisfied with the City’s services, and think they receive good value for their municipal tax dollars.

## ***Community Participation***

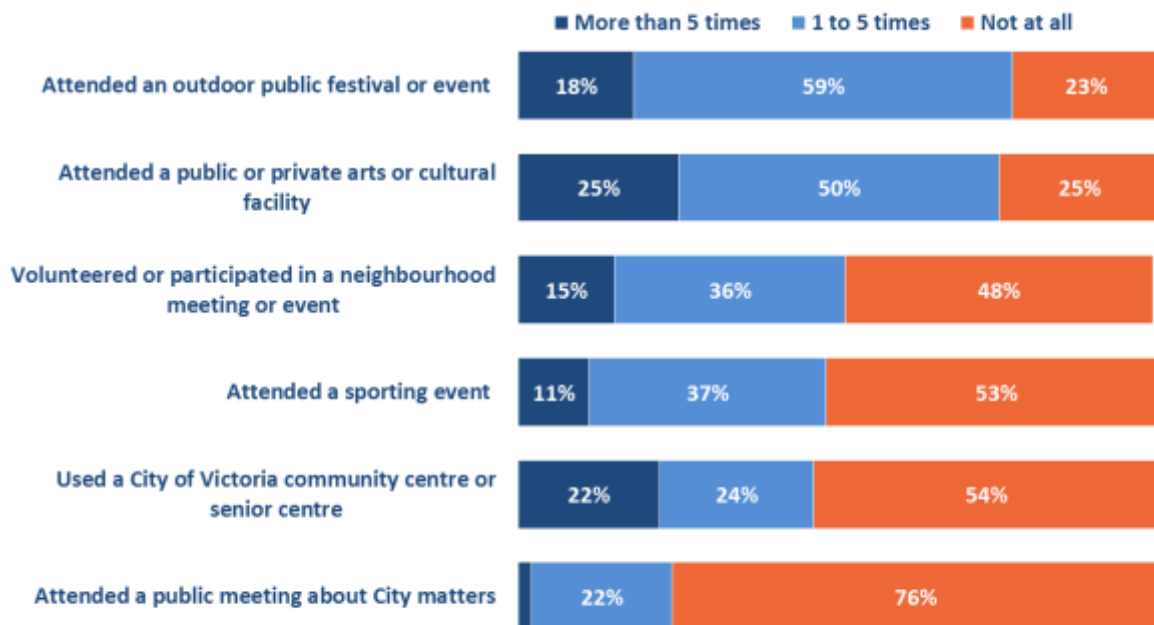
**Citizens are most likely to participate in outdoor public festivals and attend public or private arts or cultural facilities.**

The genera of events that citizens are most likely to have participated in Victoria in the past year are outdoor public festivals and arts/cultural facilities.

Over three-quarters of citizens have attended an outdoor public festival or event in the past year, a solid 18% of citizens have done so five or more times in the past year. The incidence of attending a public or private arts or cultural facility is as also around 75%, and one-quarter of residents have done so more than five times in the past year.

Participation in neighbourhood meetings or events, attending a sporting event and using a community center or senior centre receive lower rates of participation (around half of Victoria citizens have participated in these types of activities this year); meanwhile just under one-quarter of citizens have attended a public meeting about City matters.

## Frequency of Participating in Activities



Q10. In the past 12 months, approximately how often did you personally participate in each of the following activities in the City of Victoria? Our scale is (READ LIST). The first one is [INSERT ITEM]. How about ...?  
Base: All Respondents (n=600)

Of note among the segments of citizens:

- Older (55 years or older) and lower income (under \$30,000 per year) citizens are less likely to participate in many of the activities, however they are just as likely to use a community or senior centre, or to volunteer or participate in a neighbourhood meeting or event;
- Male residents are more likely than women to attend sporting events; and,
- Segments of the population who are more likely to attend public meetings about City matters are residents over 35 years of age (27% among this age group vs. 16% of 18 to 34 year olds), those who own their homes (30% of home owners vs. 16% of renters), and those who go downtown more than once a week (28% vs. 17% of those who go downtown once a week or less).

## City Services

### Overall Satisfaction with City Services

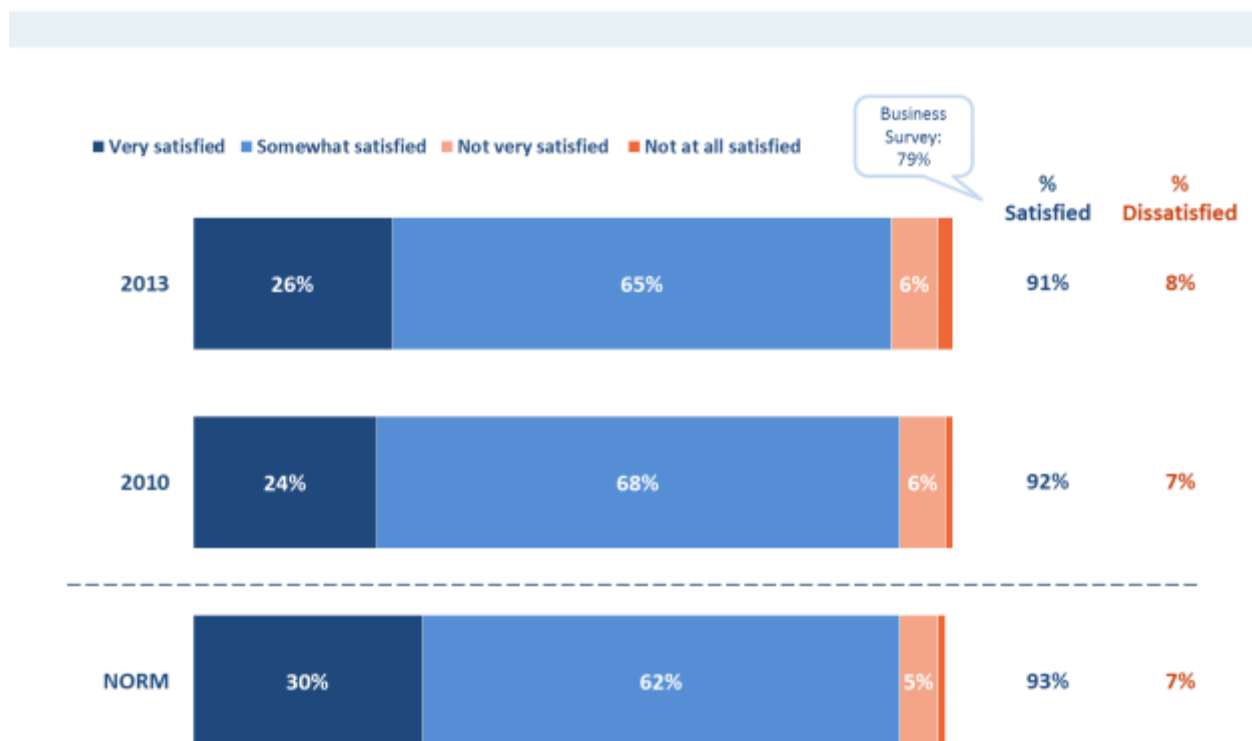
**Most citizens are satisfied with the overall level and quality of City services.**

Nine-in-ten (91%) citizens are satisfied with the overall level and quality of services provided by the City of Victoria. Specifically, 26% are very satisfied and 65% are somewhat satisfied. Only 8% of citizens express dissatisfaction. These findings are very consistent with the 2010 measure, indeed the current level is slightly higher than the 2010 satisfaction level; however this difference is too small to be statistically significant.

Businesses tend to be more critical of the City's overall level and quality of services than are citizens, with 79% of businesses expressing satisfaction as compared to 91% of citizens.

Overall satisfaction in Victoria is on par with what we typically see in other British Columbia municipalities; however the proportion of those that are very satisfied is somewhat lower than the benchmark.

### Overall Satisfaction with City Services



Q11. How satisfied are you with the overall level and quality of services provided by the City of Victoria?  
Base: All Respondents (n=600); 2010 (n=600)



Satisfaction (combined very/somewhat satisfied responses) is higher among:

- Women (95% vs. 87% of men);
- Those who feel the quality of life in Victoria has improved or stayed the same over the past three years. Virtually all (99%) residents who view their quality of life as having improved are satisfied with city services as compared to 94% of those who feel that it has stayed the same and 79% of those who believe that it has worsened; and,
- Those who believe that they get good value for their taxes (97% of those who perceive that they get good value vs. 70% of those who believe that they receive poor value).

## Satisfaction with Specific Services

**Citizens are also satisfied with all of the specific services evaluated.**

Citizens were also asked to rate their satisfaction with specific services provided by the City of Victoria. Review of these results show that the majority of citizens are satisfied with all of the services tested, although clearly some are more satisfactory than others.

Overall, citizens are most satisfied with the following services:

- “Fire Department services” (98% satisfied, 78% very satisfied);
- “Maintenance and cleanliness of parks” (95% satisfied, 59% very satisfied);
- “Condition and maintenance of Royal Athletic Park” (94% satisfied, 38% very satisfied);
- “Quality of recreation programs and services” (94% satisfied, 47% very satisfied);
- “Quality of City-sponsored arts, cultural, and festival events” (93% satisfied, 52% very satisfied);
- “City beautification such as signage, landscaping, public art, and street banners” (92% satisfied, 51% very satisfied);
- “City website” (91% satisfied, 35% very satisfied); and,
- “Residential garbage pick-up” (91% satisfied, 63% very satisfied).

Services achieving a satisfaction score of 80% or more include:

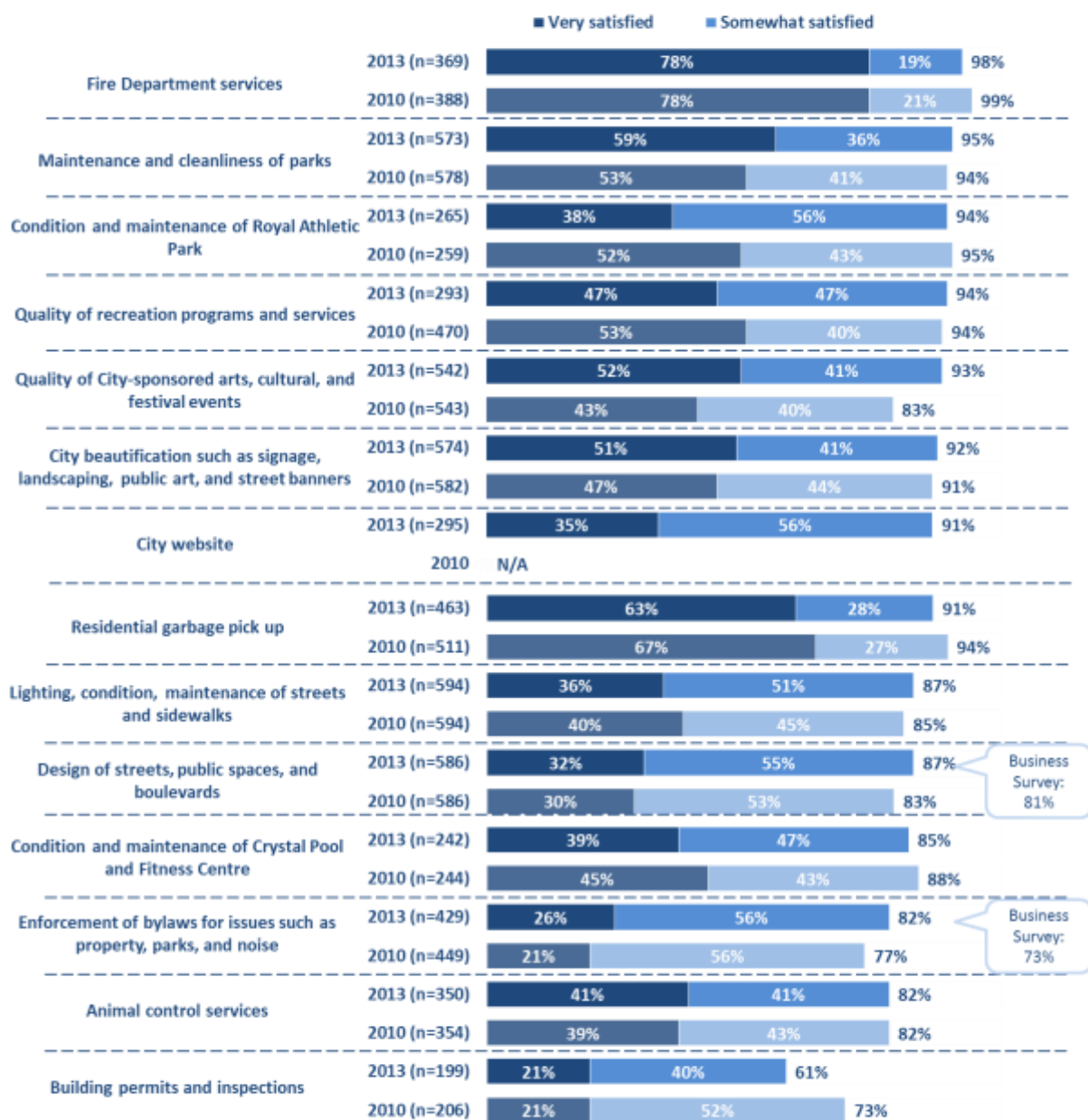
- “Lighting, condition, and maintenance of streets and sidewalks” (87% satisfied, 36% very satisfied);
- “Design of streets, public spaces, and boulevards” (87% satisfied, 32% very satisfied);
- “Condition and maintenance of Crystal Pool and Fitness Centre” (85% satisfied, 39% very satisfied);
- “Enforcement of bylaws for issues such as property, parks, and noise” (82% satisfied, 26% very satisfied); and,
- “Animal control services” (82% satisfied, 41% very satisfied).

While achieving lower satisfaction scores than the services noted above, the majority of citizens are also satisfied with building permits and inspections (61% satisfied, 21% very satisfied).

Citizens’ satisfaction with these services has generally stayed the same or improved since 2010. Satisfaction with the quality of City-sponsored arts, cultural and festival events has improved significantly, from 83% very/fairly satisfied in 2010 to current levels of 93%.

Comparisons to the Business Survey show that citizens and businesses express similar satisfaction ratings for most of these services wherever comparisons are available.

## Satisfaction with Specific Services



Q12. Please rate how satisfied you are with each of the following services on a scale of (READ LIST). If you are unfamiliar with or have no experience with a particular service, simply say 'not applicable' and I'll move on to the next item. The first one is [INSERT ITEM]. How about [INSERT ITEM]?

Base: Respondents with an opinion (e.g., excludes those saying not applicable/don't know) (n=varies)



No consistent differences in satisfaction are seen across the key demographic subgroups. Citizens with more positive outlooks on changes to their quality of life, overall satisfaction with City services and value for taxes tend to be more positive with regard to their satisfaction with specific services.



## Financing

### Value for Taxes

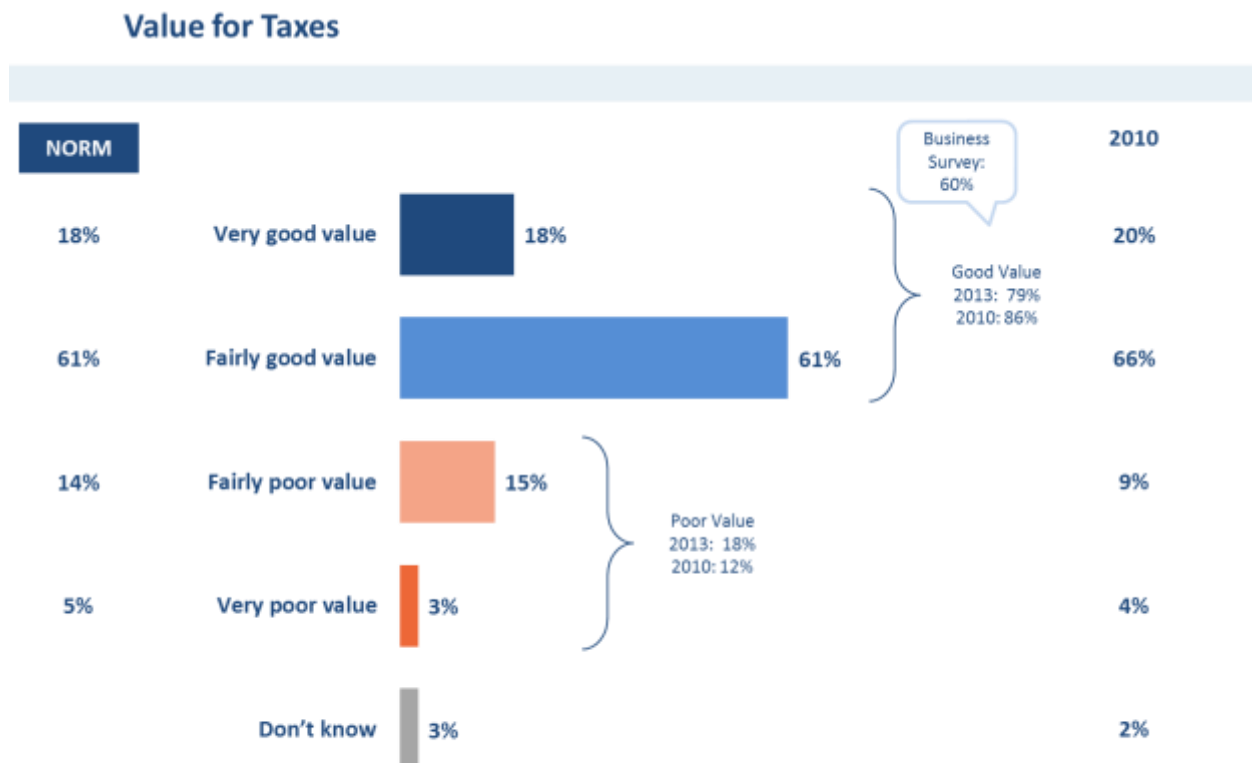
**The majority of citizens believe they receive good value for their municipal tax dollars; however, citizens are not as contented as they were in 2010.**

Overall, 79% of citizens say they receive good value for the taxes they pay to the City of Victoria (18% say they receive “very good value” and 61% say “fairly good value”). On the flipside, 18% feel otherwise, including 3% saying “very poor value” and 15% saying “fairly poor value”.

The proportion of citizens indicating that they receive good value has declined since 2010 when 86% stated that they received good value (compared to the current level of 79%) and 12% felt that the value was poor (vs. 18% currently).

Comparisons to the Business Survey show that citizens are more likely than businesses to say they receive good value for the municipal taxes they pay (79% of citizens vs. 60% of businesses).

The current level of value appreciated by citizens in Victoria is on a par with what is typically seen in other British Columbian municipalities.



Q14. Thinking about all the programs and services you receive from the City of Victoria, would you say that overall you get good value or poor value for your tax dollars?  
Base: All Respondents (n=600); 2010 (n=600)



In terms of segments of the population:

- Citizens who are satisfied with the City's overall services are *more* likely to say they receive good value for their municipal tax dollars (84%, compared to 30% of dissatisfied citizens); and,
- Residents who are positive about changes in their quality of life are likely to agree that they get good value for their municipal taxes (88% of those who believe that their quality of life has improved believe that they get good value as compared to 85% of residents who think it is the same and only 55% of those who think that their quality of life has worsened).

## **Tax Increases vs. Service Cuts**

### **Citizens prefer tax increases over service cuts.**

Despite persistent challenges to the economic climate, when citizens are given a choice between increased taxes or service cuts, 60% choose increased taxes while 26% opt for cuts in services.

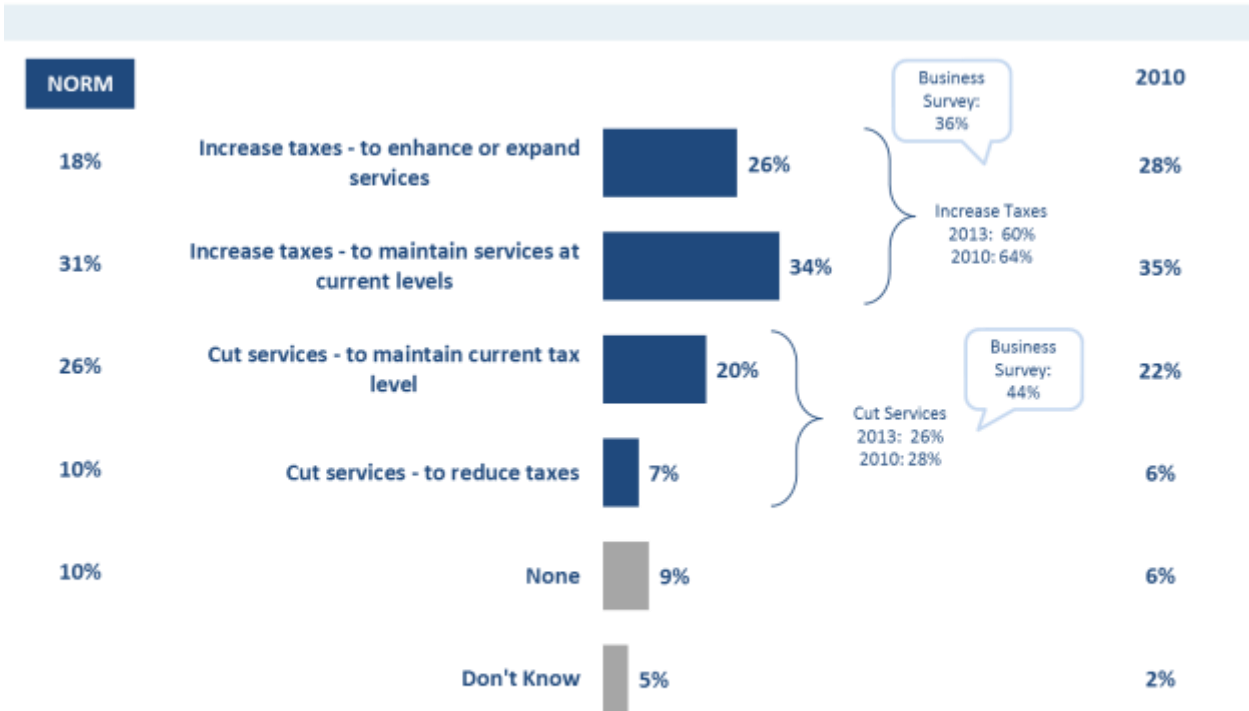
One-third (34%) of citizens would prefer the City to "increase taxes - to maintain services at current levels"; a smaller proportion of citizens favour "increasing taxes - to enhance or expand services" (26%). When it comes to service cuts, 20% prefer "cutting services - to maintain current tax level" while 7% would like to see the City "cut services - to reduce taxes".

These findings are very similar to the 2010 results.

In contrast, preferences of businesses have hardened. Businesses now prefer that services be cut (44%, as compared to 26% of citizens), rather than increases to taxes (36% vs. 60% of citizens). While businesses have shown less tolerance for tax increases than have citizens in the past, in 2010 businesses preferred tax increases over service cuts.

In general, a preference for tax increases over service cuts is consistent with what is typically observed in other British Columbia municipalities. City of Victoria residents demonstrate a higher than average tolerance for tax increases, with 60% of Victoria residents favouring tax increases as compared to the 49% benchmark.

## Tax Increases vs. Service Cuts



Q15. Municipal property taxes are the primary way to pay for services provided by the City of Victoria. Due to the increased cost of maintaining current service levels and infrastructure, the City of Victoria must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City of Victoria to pursue?  
Base: All Respondents (n=600); 2010 (n=600)

Citizens who are *more* likely to say the City should **increase taxes** include:

- Those who are satisfied with the City's services (62%, compared to 41% of dissatisfied citizens);
- Those who believe they receive good value for their municipal tax dollars (66%, compared to 35% of those rating their value for taxes poorly); and,
- Those who feel that their quality of life has improved are much more likely to favour increased taxes (72%) as compared to those who feel that it has worsened (44%).

## Communication

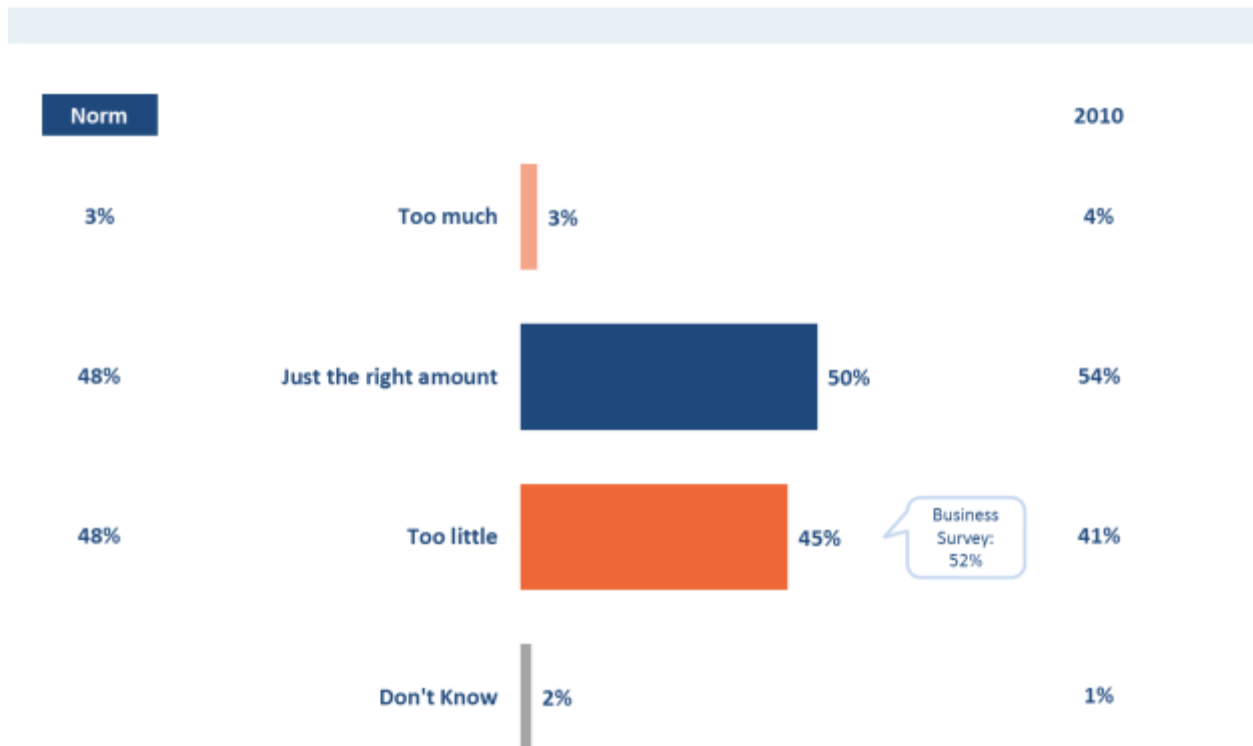
### Level of City Information

**There is room to increase the amount of information disseminated to citizens.**

One-half of citizens say they receive “just the right amount” of information from the City, while a large minority (45%) believe they receive “too little”. Only 3% of citizens say they currently receive “too much” information from the City. Clearly, many citizens would like to receive more information from the City of Victoria.

These results are consistent with the responses of businesses, and with Ipsos Reid’s database of municipal norms.

#### Level of City Information



Q19. In your opinion, do you currently receive (READ LIST) information from the City of Victoria?  
Base: All Respondents (n=600); 2010 (n=600)



Citizens who are *more* likely to say they receive **too little** information from the City include:

- Those who feel the quality of life in Victoria has worsened over the past three years (61%, compared to 33% of those who feel the quality of life has improved);
- Those who are dissatisfied with the City's overall services (67%, compared to 43% of satisfied respondents); and,
- Those who say they receive poor value for their municipal tax dollars (71%, compared to 39% of those rating their value for taxes favourably).



## **Information Needs**

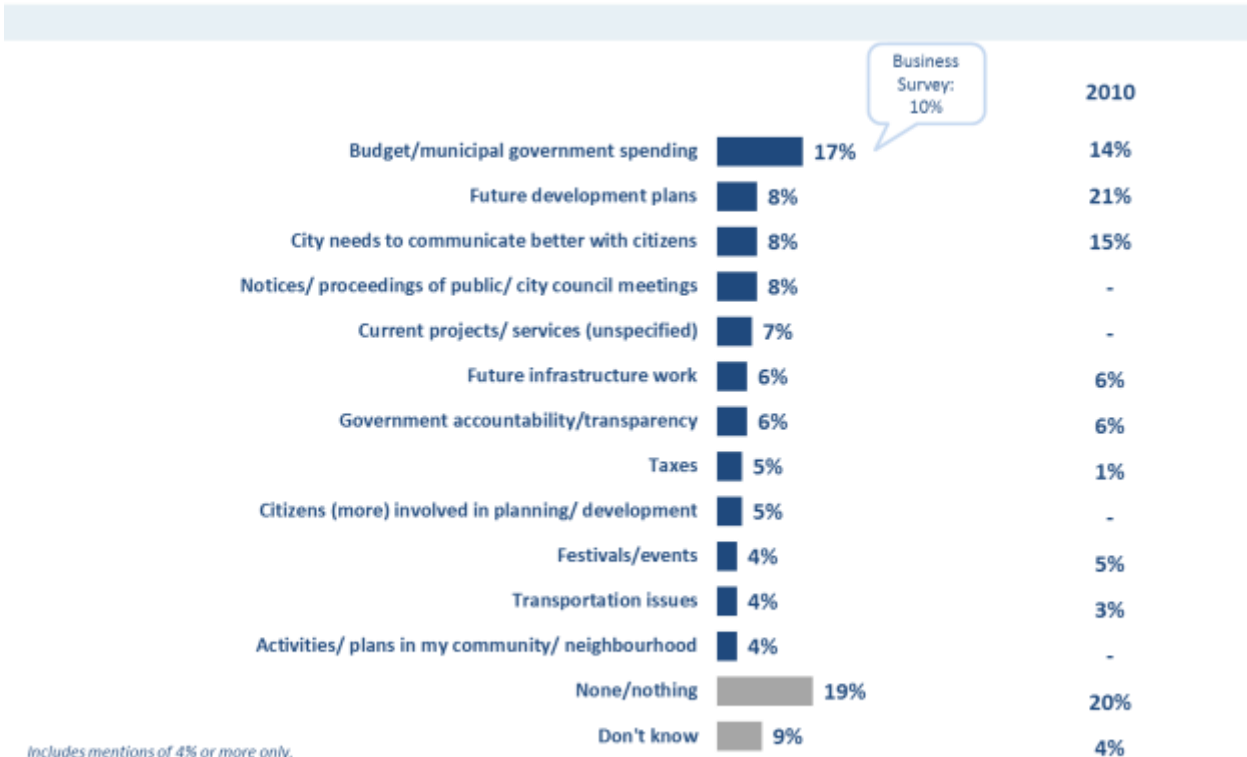
### **Citizens are most interested in receiving information about the budget or municipal spending.**

When asked for the kinds of information they are interested in receiving from the City, 17% of citizens mention information about the “budget/ municipal spending”, while 8% mention “future development plans”. Another 8% express a general desire for improved communications (saying the “City needs to communicate better with citizens”) and 8% would like “notices/ proceedings of public/ city council meetings”. Two-in-ten (19%) citizens say they are not interested in receiving any information from the City of Victoria.

Compared to opinions in 2010, Victoria citizens are currently less interested in “future development plans” and are less likely to say that the “City needs to communicate better with citizens”.

Businesses agree that the top three areas of information are the “budget/ municipal spending”, “future development plans” and that the “City needs to communicate better with citizens/businesses”. While still a top-three item, citizens express more interest in the “budget/ municipal spending” (17% of citizens as compared to 10% of businesses).

## Information Needs



Q21. Thinking about your information needs, what kinds of information do you want the City to provide you with? Any others?  
Base: All Respondents (n=600); 2010 (n=600)

Citizen segmentation demonstrates that:

- Mentions of **budget/municipal government spending** are *more* common among residents over 35 years of age (25% among those 35 to 54 years, 18% among those over 55 years of age, as compared to only 9% of those aged 18 to 34 years). Those who own their homes (21%) are also more likely to mention this than are those that rent (12%). Those who go downtown more than once a week are more likely to mention this than those who go less frequently (20% vs. 13%, respectively). And, those who believe that their quality of life has worsened are more likely to want this information than are those who believe that it has improved (25% vs. 12%); and,
- Mentions of **future development plans** are *more* common among citizens living in two-member households (11%, compared to 5% among those living alone), those with household incomes of \$90,000 or more (13%, compared to 4% of those earning less than \$30,000 and 5% of those earning \$30,000 to less than \$90,000).



## **City Consultation**

**Citizens would prefer to provide input to the City via online surveys, emailing staff or council, attending public meetings or completing feedback forms or comment cards.**

Of all the consultation methods tested, citizens are most interested in providing input to the City on important local issues through an “online survey” (72% interested, 37% very interested) via “email to staff or Council” (69% interested, 29% very interested), “public meetings” (61% interested, 17% very interested) or via a “feedback form or comment card” (60% interested, 18% very interested).

Slightly fewer, but still the majority, are interested in providing their feedback through:

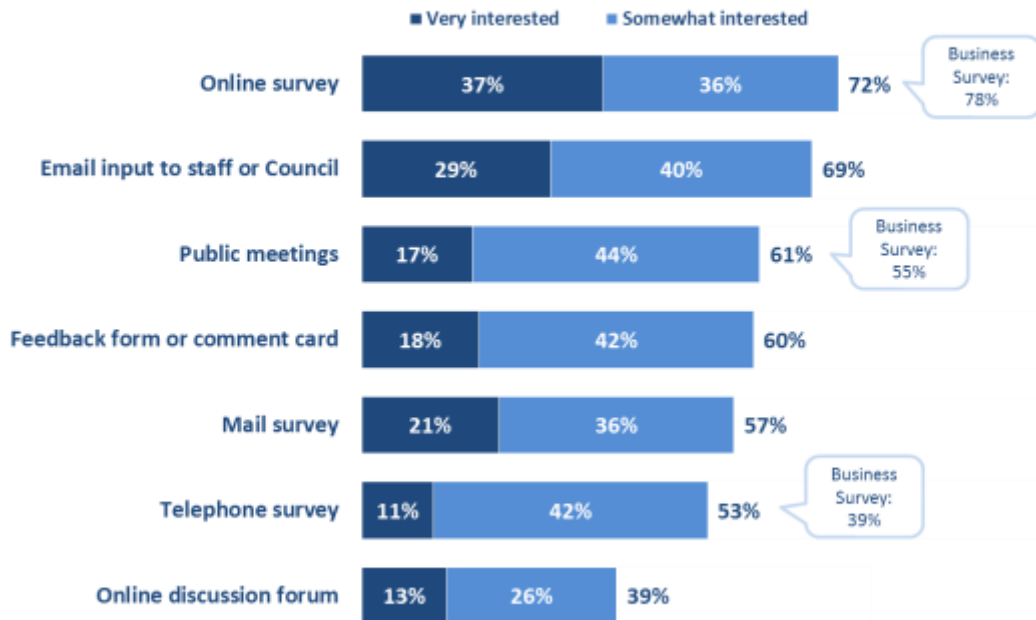
- A “mail survey” (57% interested, 21% “very interested”); and,
- A “telephone survey” (53% interested, 11% “very interested”).

Even fewer (39%) are interested in providing input through an “online discussion session” (13% “very interested”).

Citizens and businesses are generally aligned when it comes to how they would like to provide input to the City on important local issues. Businesses are more interested than citizens in online modes such as online surveys and emails, while citizens are more interested in telephone surveys.



## City Consultation



Q22. There are a number of different ways the City can consult with residents on important local issues. Please tell me how interested you would be in providing your input to the City through each of the following methods, using a scale of (READ LIST). The first one is [INSERT ITEM]. How about ...?  
 Base: All Respondents (n=600)

Analyses by key demographic subgroups are as follows:

- Residents under age 55 are more amenable to online surveys as compared to their older counterparts (82% compared to 56% of those older than 55);
- Higher income residents are also more amenable to online surveys (83% of those with household incomes of \$90,000 or more as compared to only 57% of those with household incomes of less than \$30,000);
- Those from medium to higher income households (\$30,000 or more) also tend to be more interested in email;
- Residents over age 35 are more interested in mail surveys than are younger citizens; and,
- Those who go downtown more than once a week are more interested in online or telephone surveys and emailing input than are those who visit downtown less often.

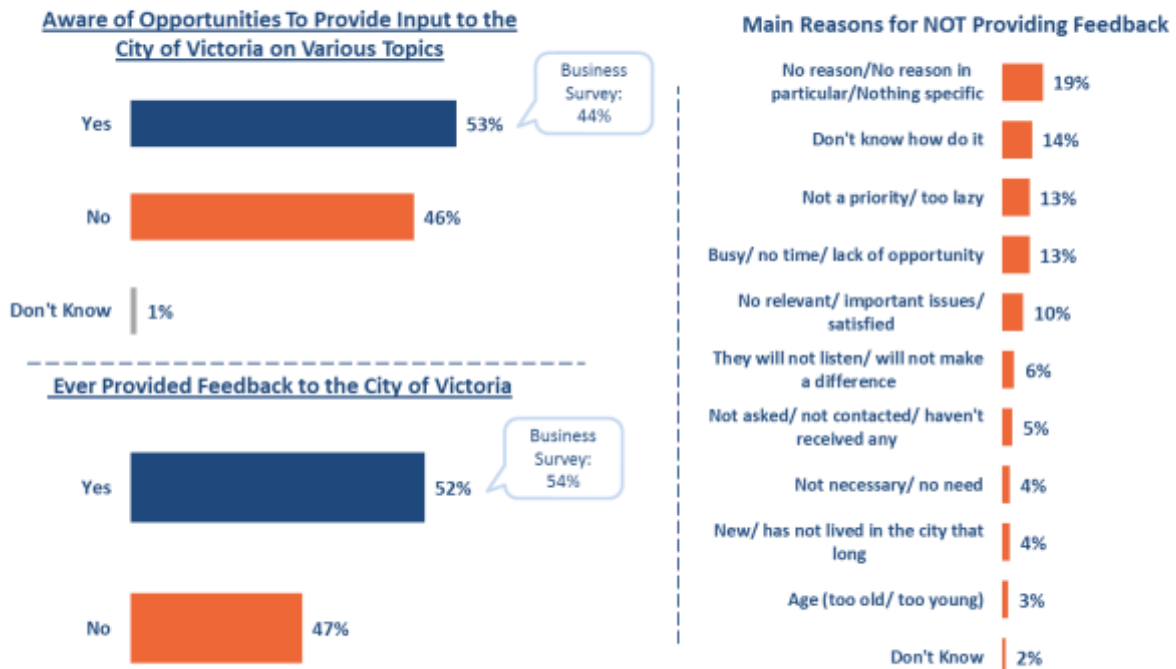
## Providing Feedback to the City of Victoria

Just over one-half of citizens are aware of opportunities to provide feedback, and a similar proportion has done so. Those who haven't done so usually cite apathetic reasons, such as having no particular reason for doing so, not knowing how, or being "too lazy".

Just over one-half (53%) of citizens are aware of opportunities to provide input to the City of Victoria, and 52% state that they have done so.

Two-in-ten citizens could not offer a reason why they haven't communicated with the city. The main reasons given by citizens that have not contacted the City don't know how (14%), it hasn't been a priority or they are too lazy (13%) or that they have been too busy or haven't had an opportunity (13%).

### Providing Feedback to the City of Victoria



q19anew. Prior to this survey, have you been aware of opportunities to provide input to the City of Victoria on various topics? Base: All Respondents (n=600)  
 q19bnnew. Have you ever provided your feedback to the City of Victoria? Base: All Respondents (n=600)  
 q19cnnew. What is the main reason why you have not provided your feedback to the City of Victoria? Base: All not provided feedback (n=273)



Among demographic and attitudinal groups of citizens:

- Residents over age 35 are more likely to be aware of opportunities to provide feedback and to have done so (57% of citizens over age 35 have provided feedback, as compared to only 42% of those aged 18 to 34 years);
- Those who own their homes are more likely to have provided feedback than renters (62% of home owners vs. 37% of renters);
- Higher income residents are more likely to have provided feedback (61% of those with family incomes of \$90,000 or more and 52% of those with household incomes between \$30,000 and \$90,000 as compared to only 34% of those with household incomes of less than \$30,000); and,
- Those with negative attitudes toward the change in their quality of life (69% of those whose quality of life has worsened) and who are dissatisfied with the quality of City services (68% of those who are dissatisfied) are also more likely to have provided feedback to the City.

## Customer Service

### Contact with City

**Around half of Victoria citizens have contacted or dealt with a City employee in the past year.**

Overall, 48% of citizens say they personally contacted or dealt with a City employee in the last 12 months. The proportion of citizens contacting the City has remained about the same since 2010 (48% currently vs. 50% in 2010).

As was the case in 2010, citizens are less likely to have contacted the City than are businesses (48% of citizens vs. 61% of businesses).

Citizens' contact with the City of Victoria this year is on par with what is typically seen in other British Columbian municipalities.



Q23. In the last twelve months, have you personally contacted or dealt with a City employee?  
Base: All Respondents (n=600); 2010 (n=600)



Citizens who are *more* likely to have **contacted** the City in the last 12 months include:

- Residents aged 35 to 54 years (58% of this age group as compared to 46% of 18 to 34 year olds and 42% of those 55 years or over);
- Those living in households with two or more members (includes 51% of those living in households with three or more members and 54% of those living in two-member households, compared to 39% of those living alone);
- Homeowners (54%, compared to 41% of renters); and,
- Those with household incomes of \$90,000 or more (56%, compared to a low of 31% among those earning less than \$30,000).



## **Satisfaction with Contact Experiences**

### **Contact experiences are predominately satisfactory.**

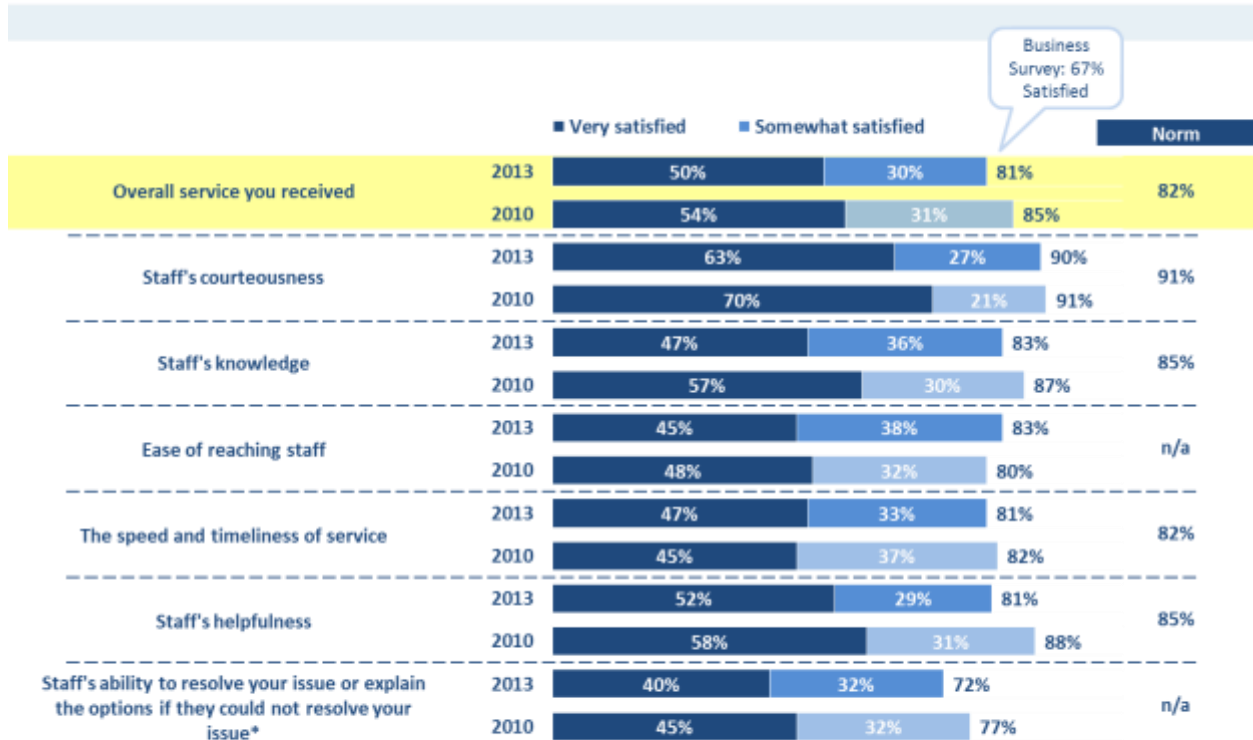
Among those who have contacted or dealt with a City employee in the last 12 months, 81% are satisfied with the overall service they received, including 50% saying “very satisfied”. These findings are very consistent with those measured in 2010.

Citizens are most satisfied with staff’s courteousness, helpfulness, knowledge, speed and timeliness of service, and availability. In comparison, slightly fewer are satisfied with staff’s ability to resolve issues, although the majority of respondents are nonetheless satisfied in this regard.

- 90% are satisfied with “staff’s courteousness” (63% “very satisfied”);
- 83% are satisfied with “staff’s knowledge” (47% “very satisfied”);
- 83% are satisfied with “ease of reaching staff” (45% “very satisfied”);
- 81% are satisfied with “the speed and timeliness of service” (47% “very satisfied”);
- 81% are satisfied with “staff’s helpfulness” (52% “very satisfied”); and,
- 72% are satisfied with “staff’s ability to resolve your issue or explain the options” (40% “very satisfied”).

Comparisons to Ipsos Reid’s database of municipal norms show that Victoria citizens are as satisfied as average with their City contact experiences. This holds true when looking at satisfaction with the overall service received, as well as when looking at specific areas of service.

## Satisfaction with Contact Experiences



Q24. And, thinking of the last time you contacted a City employee, how satisfied were you with the ...? Would you say you were ...? And how satisfied were you with ...? ...? (\* Note: Wording change, in 2010 question was "Staff's ability to resolve your issue".)  
Base: Have personally contacted or dealt with a City employee (n=289); 2010 (n=301)

Satisfaction (combined **"very/somewhat satisfied"** responses) with the City's overall service is generally *higher* among women (satisfaction scores are 86% among women as compared to 76% among men).

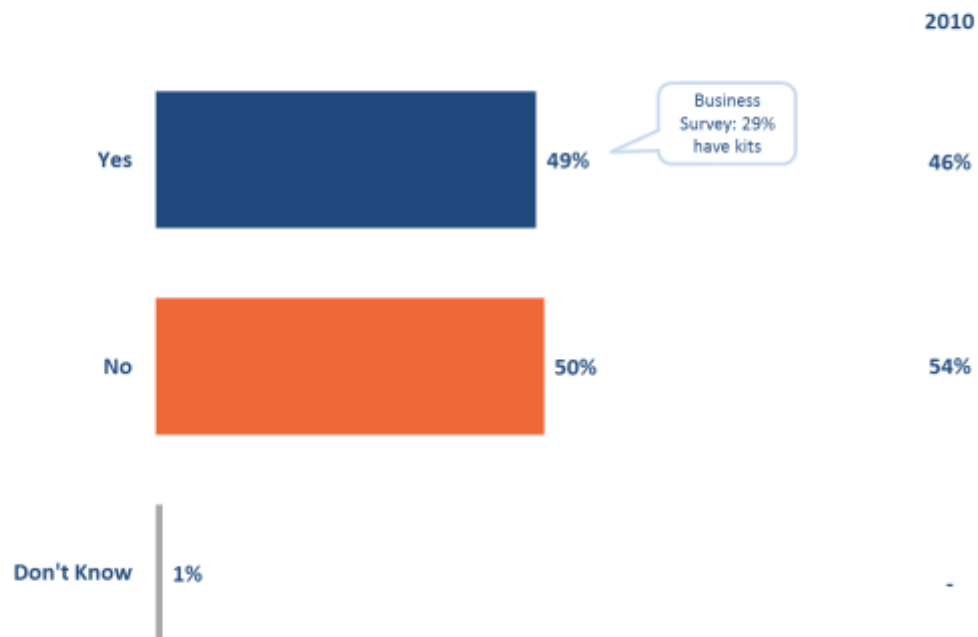
## Emergency Preparedness Kits

**Half of Victoria citizens have an emergency preparedness kit.**

Forty-nine percent of citizens have an emergency preparedness kit that includes enough food, water, and other supplies for them and their family for a minimum of three days. While this is satisfactory, it still means a large proportion of citizens are without such a kit.

Citizens are much more likely than businesses to have an emergency preparedness kit (49% of citizens vs. 29% of businesses).

### Emergency Preparedness Kits



Q26. Does your household have an emergency preparedness kit that includes enough food, water, and other supplies for you and your family for a minimum of three days?  
Base: All Respondents (n=600); 2010 (n=600)





Citizens who are *more* likely to **have an emergency preparedness kit** include:

- Those who are 35 years of age or older (50% of residents aged 35 to 54 years and 60% of those 55 years or over, compared to 36% of 18 to 34 year olds);
- Homeowners (57%, compared to 36% of renters);
- Those who have lived in Victoria for more than 10 years (includes 56% of those who have lived in the city for 21 or more years, and 52% of those who have lived in the city for 11 to 20 years, compared to 39% of those who have lived in the city for 10 years or less);
- Those with household incomes of \$90,000 or more (54%, compared to a low of 39% among those earning less than \$30,000); and,
- Those who visit the downtown core once a week or less often (55%, as compared to 45% of those that go downtown more often).

## Appendix A: Weighted Sample Characteristics

The tables below illustrate the breakdown of the sample into key demographic and household categories. Please note that the overall results are weighted to ensure that the age and gender distribution reflects that of the actual population in the City of Victoria according to the 2006 Census.

### Demographics

Gender			Neighborhood			Household Size		
	2010	2013		2010	2013		2010	2013
Male	46%	46%	Fairfield- Gonzales	17%	16%	1	32%	31%
Female	54%	54%	James Bay	12%	12%	2	38%	38%
			Burnside	12%	7%	3+	30%	30%
			Fernwood	11%	12%	Mean	2.2	2.2
			Victoria West	9%	9%			
Age			Hillside Quadra	9%	7%	Home Ownership		
	2010	2013	Oaklands	8%	9%		2010	2013
18 to 34	32%	32%	North Park	4%	4%	Rent	47%	40%
35 to 54	32%	32%	Downtown	4%	3%	Own	52%	58%
55+	35%	35%	South Jubilee	4%	2%			
Income			Harris Green	3%	3%	Length of Residency		
	2010	2013	North Jubilee	3%	4%		2010	2013
Under \$30,000	20%	16%	Rockland	3%	2%	10 years or less	46%	35%
\$30,000 to less than \$90,000	47%	45%	Other	-	5%	11 to 20 years	22%	25%
\$90,000 or more	24%	27%	Don't know	-	5%	More than 20 years	32%	40%
Don't know	10%	11%				Average (years)	16.8	20.1



## Appendix B: The Questionnaire

### INITIAL INTRODUCTION

Hello, this is \_\_\_\_\_ calling from Ipsos Reid. We're a professional public opinion research company conducting a survey with City of Victoria residents on some important community issues. We are not selling anything.

Do you have anyone in your household who is 18 to 34 years old?

[IF YES] Can I speak to the person in that age group with the next birthday?

[ARRANGE CALL-BACK IF 18-34 YEAR OLD HOUSEHOLD MEMBER IS UNAVAILABLE]

[IF NO MEMBERS OF THE HOUSEHOLD ARE 18-34 YEARS OF AGE:] May I speak to the person in the household who is 35 years of age or older with the next birthday? [ARRANGE CALL-BACK IF 35+ HOUSEHOLD MEMBER IS UNAVAILABLE]

[ONCE RESPONDENT IS REACHED:] The City of Victoria is looking for your input about the programs and services it provides and the issues you think the City should prioritize. We are not selling anything.

(IF NECESSARY: Please be assured that this survey is completely confidential.)

(IF NECESSARY: This survey will take around 15 minutes to complete.)

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

(INTERVIEWER NOTE: Try to get a young respondent if possible, but we can take older respondents if there's no one in the household matching this description or the person on the phone insists on answering the questions themselves.)

(INTERVIEWER NOTE: Do not disclose survey sponsor until after the introduction is complete and the person who will be answering the survey is on the phone.)

(IF NECESSARY: The City of Victoria is interested in hearing from a broad cross section of the public, including all age groups. However, we are making a special effort to encourage the participation of younger residents because we know from past experience that younger residents are harder to reach and less likely to take part in surveys.)



SCREENING

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

[RANDOMIZE]

The City of Victoria

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

A market research firm

[ALWAYS LAST] (DO NOT READ) None

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

Do you live in the City of Victoria?

Yes

No

[IF 'YES' IN QB, CONTINUE. OTHERWISE, THANK AND TERMINATE.]

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

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

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

18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 or older

[IF 'DK/REF' IN QD, THANK & TERMINATE. OTHERWISE, CONTINUE.]

E. (DO NOT ASK) RECORD GENDER

Male

Female



## ISSUE AGENDA

Q1. As a resident of the City of Victoria, what is the most important issue facing the city, that is, the one issue you feel should receive the greatest attention from your local leaders? [ACCEPT 1 MENTION] Are there any other important local issues? [ACCEPT 1 MENTION] [IF 'NONE/DK/REF' AT ANY TIME, SKIP TO Q2]

None/nothing

Other [specify]

[RECORD 1<sup>ST</sup> MENTION]

[RECORD 2<sup>ND</sup> MENTION]

## QUALITY OF LIFE

Q2. How would you rate the overall quality of life in the City of Victoria today? Would you say (READ LIST)?

Very good

Good

Poor

Very poor

Q3. And, do you feel that the quality of life in City of Victoria in the past three years has (READ LIST)?

Improved

Stayed the same

Worsened

[IF 'IMPROVED' IN Q3, ASK Q4. OTHERWISE, SKIP TO Q5.]

Q4. Why do you think the quality of life has improved? [ACCEPT 1 MENTION]

[IF 'WORSENERD' IN Q3, ASK Q5. OTHERWISE, SKIP TO Q6.]

Q5. Why do you think the quality of life has worsened? [ACCEPT 1 MENTION]

[ASK ALL]

Q6. Please tell me if you agree or disagree with each of the following statements about your neighbourhood. The first one is [INSERT ITEM]. (Is that strongly or somewhat agree/disagree?) How about [INSERT ITEM]? (REPEAT LIST IF NECESSARY)

I feel welcome in my neighbourhood and I feel like I belong here

I feel safe walking alone in my neighbourhood during the day.

I feel safe walking alone in my neighbourhood during the evening.

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree



DOWNTOWN VICTORIA

The next few questions are about the City of Victoria's downtown core.

Q7. How often do you visit downtown Victoria? (READ LIST)

Daily

3 to 4 times a week

once per week

once per month

less than once per month

Q8. What is the main reason you visit downtown Victoria? (DO NOT READ LIST) [RECORD FIRST AND SECOND MENTION SEPARATELY] What is the second most common reason you visit downtown?

Live downtown

Work

Professional services such as banks, salons, medical, etc.

Entertainment such as arts, music, movies, etc.

Leisure activities such as walking, parks, recreation, etc.

Shopping

Dining/restaurants

Visiting friends or family

Do not visit downtown Victoria [IF SELECTED AS FIRST MENTION DO NOT ASK SECOND MOST COMMON REASON]

Other [specify]

None/no reason

Q9. Please tell me if you agree or disagree with each of the following statements about the city's downtown core. The first one is [INSERT ITEM]. (Is that strongly or somewhat agree/disagree?) How about [INSERT ITEM]? (REPEAT LIST IF NECESSARY)

[RANDOMIZE]

[ALWAYS READ ITEMS 1 AND 2 AS A SET] The downtown core is vibrant and exciting during the day

The downtown core is vibrant and exciting during the evening

The downtown core is clean and well-maintained

The downtown core has a good range of shops, entertainment, and services that meet my needs

Parking in the downtown core is accessible and convenient

[ALWAYS READ ITEMS 6 AND 7 AS A SET] The downtown core is safe during the day

The downtown core is safe at night

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree



## COMMUNITY PARTICIPATION

Changing topics slightly...

Q10. In the past 12 months, approximately how often did you personally participate in each of the following activities in the City of Victoria? Our scale is (READ LIST). The first one is

[INSERT ITEM]. How about [INSERT ITEM]? (REPEAT LIST IF NECESSARY)

[SCALE]

1 to 5 times

More than 5 times

Not at all

[RANDOMIZE]

Attended a public or private arts or cultural facility (READ IF NECESSARY: McPherson or Royal Theatre, art gallery, Belfry Theatre or other neighbourhood theatre, Alix Goolden Hall, Royal BC Museum)

Attended an outdoor public festival or event (READ IF NECESSARY: performance in Centennial Square, Cameron Bandshell, Dragon Boat Festival, Selkirk Waterfront Festival, Symphony Splash, Moss Street Paint-In, JazzFest, Fringe Festival)

Attended a sporting event (READ IF NECESSARY: game at Royal Athletic Park, Save-on-Foods Memorial Arena, marathon, Times Colonist 10k run)

Used a City of Victoria community centre or senior centre

Volunteered or participated in a neighbourhood meeting or event (READ IF NECESSARY: neighbourhood association meeting, block party, neighbourhood festival, FernFest, Vic West Days, Hillside-Quadra Days)

Attended a public meeting about City matters (READ IF NECESSARY: public hearing at City Hall, open house for new park upgrade)

## CITY SERVICES

Changing topics slightly...

Q11. How satisfied are you with the overall level and quality of services provided by the City of Victoria? Would you say (READ LIST)?

Very satisfied

Somewhat satisfied

Not very satisfied

Not at all satisfied



I'd now like to get your feedback on a number of specific services provided to you by the City of Victoria.

Q12. Please rate how satisfied you are with each of the following services on a scale of (READ SCALE). If you are unfamiliar with or have no experience with a particular service, simply say 'not applicable' and I'll move on to the next item. The first one is [INSERT ITEM]. How about [INSERT ITEM]? (REPEAT LIST IF NECESSARY)

[RANDOMIZE]

Lighting, condition, and maintenance of streets and sidewalks

Residential garbage pick up

Maintenance and cleanliness of parks (IF NECESSARY: This excludes Royal Athletic Park)

Condition and maintenance of Royal Athletic Park

Condition and maintenance of Crystal Pool and Fitness Centre

Quality of recreation programs and services delivered at the Crystal Pool and Fitness Centre, SOFMA, or senior/community centres

Quality of arts, cultural, and festival events (IF NECESSARY: This includes things such as Moss Street Paint In, JazzFest, Fringe Festival, Dragon Boat Festival, Selkirk [CELL-KIRK] Waterfront Festival, Symphony Splash, parades)

Enforcement of bylaws for issues such as property, parks, and noise

Animal control services

Design of streets, public spaces, and boulevards (IF NECESSARY: Design refers to both the functionality and aesthetics)

City beautification such as signage, landscaping, public art, and street banners

Fire Department services

Building permits and inspections

City website

Very satisfied

Somewhat satisfied

Not very satisfied

Not at all satisfied

(DO NOT READ) Not applicable

### ENGAGEMENT WITH RESIDENTS

Changing topics slightly, I'd now like to ask you a few questions about the City of Victoria's public engagement practices.

Q13. Please tell me if you agree or disagree with each of the following statements. The first one is [INSERT ITEM]. (Is that strongly or somewhat agree/disagree?) How about [INSERT ITEM]? (REPEAT LIST IF NECESSARY)

[RANDOMIZE]

The City welcomes citizen involvement in decision making

The City listens to citizens

I am pleased with the overall direction that the City is taking





The City keeps me informed.

Strongly agree  
Somewhat agree  
Somewhat disagree  
Strongly disagree

FINANCING

Q14. Thinking about all the programs and services you receive from the City of Victoria, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?) (IF NECESSARY: If you rent your current place of residence and don't pay taxes directly to the City, please keep in mind that these taxes are still reflected in the rent that you pay to your property owner.)

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

Q15. Municipal property taxes are the primary way to pay for services provided by the City of Victoria. Due to the increased cost of maintaining current service levels and infrastructure, the City of Victoria must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City of Victoria to pursue? (READ LIST) [ACCEPT 1 MENTION ONLY]

[ROTATE 1-4, 4-1]

Increase taxes - to enhance or expand services  
Increase taxes - to maintain services at current levels  
Cut services - to maintain current tax level  
Cut services - to reduce taxes  
[ALWAYS LAST] (DO NOT READ) None

COMMUNICATION

Changing topics slightly...

Q19. In your opinion, do you currently receive (READ LIST) information from the City of Victoria?

[ROTATE 1-3, 3-1]

Too much  
Just the right amount  
Too little

Q21. Thinking about your information needs, what kinds of information do you want the City to provide you with? Any others? [ACCEPT 2 MENTIONS]



None/nothing  
Other [specify]

Q22. There are a number of different ways the City can consult with residents on important local issues. Please tell me how interested you would be in providing your input to the City through each of the following methods, using a scale of (READ LIST). The first one is [INSERT ITEM]. How about [INSERT ITEM]? (REPEAT LIST IF NECESSARY– STOP READING LIST IF ANSWER PROVIDED)

[RANDOMIZE]

Public meetings  
Telephone survey  
Online survey  
Mail survey  
Online discussion forum  
Feedback form or comment card  
Email input to staff or Council

Very interested  
Somewhat interested  
Not very interested  
Not at all interested

Q19aNEW. Prior to this survey, have you been aware of opportunities to provide input to the City of Victoria on various topics?

Yes  
No  
Don't know (DO NOT READ)

Q19bNEW. Have you ever provided your feedback to the City of Victoria?

Yes  
No  
Don't know (DO NOT READ)

[IF NO, CONTINUE OTHERWISE SKIP TO Q23]

Q19cNEW. What is the main reason why you have not provided your feedback to the City of Victoria?

[RECORD OPEN END] (DO NOT PROBE)  
No reason/No reason in particular/Nothing specific (DO NOT READ)  
Don't know (DO NOT READ)



CUSTOMER SERVICE

Q23. In the last 12 months, have you personally contacted or dealt with a City employee?

Yes

No

[IF 'YES' IN Q23, ASK Q24. OTHERWISE, SKIP TO Q25.]

Q24. And, thinking of the last time you contacted a City employee, how satisfied were you with the [INSERT ITEM]? Would you say you were (READ SCALE)? And how satisfied were you with [INSERT ITEM]? (REPEAT LIST IF NECESSARY – STOP READING SCALE IF ANSWER PROVIDED)

[RANDOMIZE]

[ALWAYS FIRST] Overall service you received

Staff's knowledge

Staff's helpfulness

Staff's ability to resolve your issue or outline your options if they could not resolve your issue

Staff's courteousness

The speed and timeliness of service

Ease of reaching staff

Very satisfied

Somewhat satisfied

Not very satisfied

Not at all satisfied

EMERGENCY PREPAREDNESS

[ASK ALL]

Changing topics slightly...

Q26. Does your household have an emergency preparedness kit that includes enough food, water, and other supplies for you and your family for a minimum of three days?

Yes

No

DEMOGRAPHICS

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

Q27. How many people, including yourself, live in your household? (RECORD NUMBER)

[RANGE 1 TO 19]



Q28. Do you own or rent your current place of residence?

Own

Rent

Q29. How many years have you lived in the City of Victoria? (IF LESS THAN 1 YEAR, ENTER 0)

[RANGE 0 TO 100]

Q30. Which of the following categories best describes your household's annual income? That is, the total income before taxes of all persons in your household combined. Please stop me when I've reached your category. (READ LIST – STOP READING LIST IF ANSWER PROVIDED)

Under \$30,000

\$30,000 to less than \$60,000

\$60,000 to less than \$90,000

\$90,000 to less than \$120,000

\$120,000 or more

**On behalf of Ipsos Reid and the City of Victoria, thank-you for helping us to complete this survey!**