



Ipsos Reid

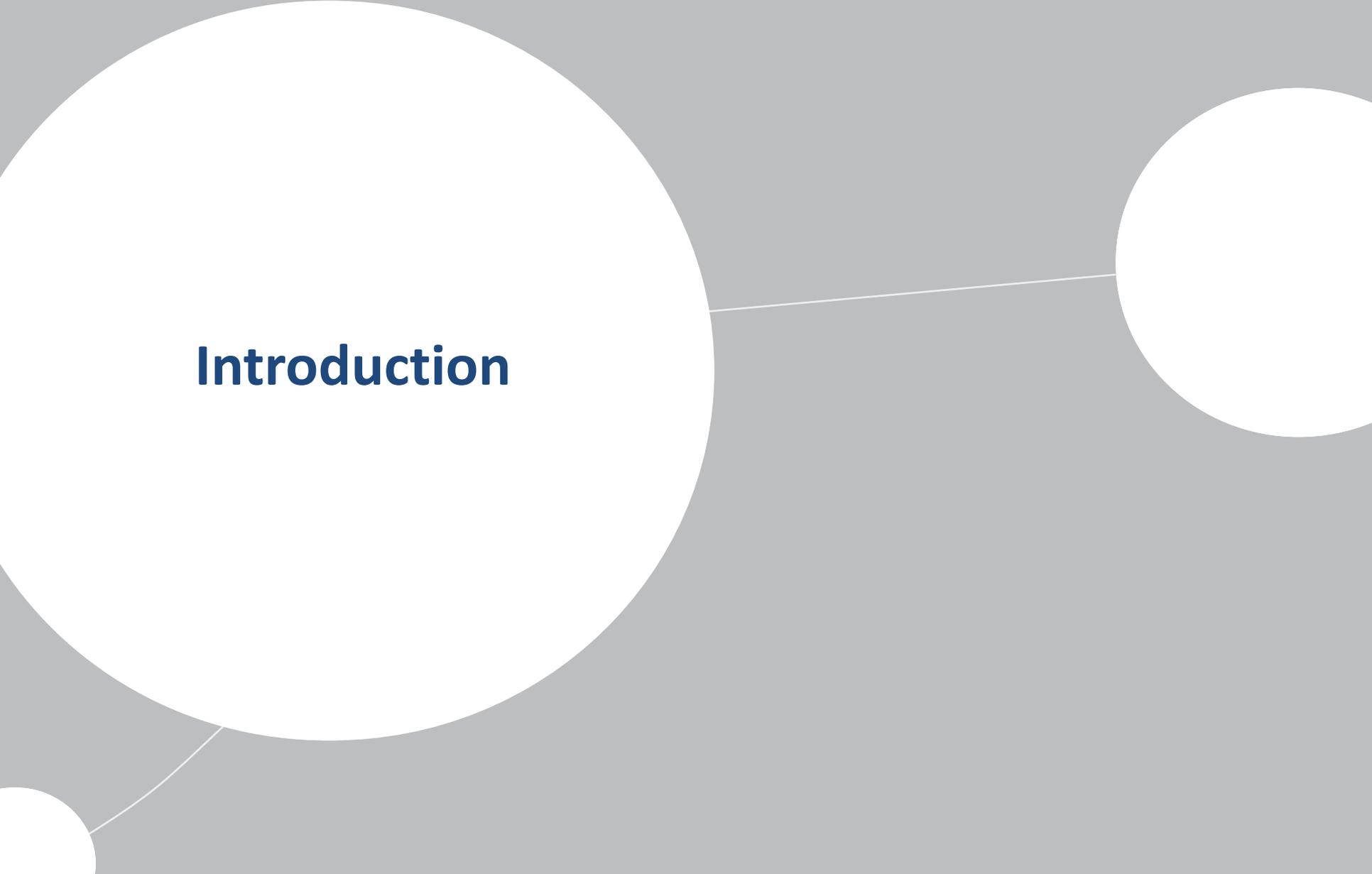


# Regional District of Nanaimo

## Community Survey



June 2014



# Introduction

This report presents the results of the Regional District of Nanaimo's 2014 Community Survey.

The key research objectives included:

- Identify the issues seen as most in need of attention from local leaders;
- Assess perceptions of the quality of life in the Regional District of Nanaimo;
- Measure satisfaction with Regional District of Nanaimo Board and Administration;
- Measure satisfaction with specific Regional District of Nanaimo services;
- Determine the perceived value for taxes and identify preferred funding options;
- Understand information needs and communication preferences; and,
- Gauge the incidence of contacting the Regional District of Nanaimo and satisfaction with contact experiences.

Where appropriate, the Regional District of Nanaimo's results have been compared against Ipsos Reid's database of municipal norms for British Columbia.

While these norms are calculated from an accumulation of results from various individual municipalities, comparisons still provide additional insight, context, and benchmarks against which the Regional District of Nanaimo can evaluate its performance.

Between the dates of January 15 and April 9, 2014, Ipsos Reid conducted a total of 1325 interviews with a disproportionate sample of Regional District of Nanaimo residents aged 18 years or older.

A summary of the number of interviews conducted in each neighbourhood can be found in the table below. The results have been weighted to ensure the gender/age and regional distribution reflects that of the actual population in the Regional District of Nanaimo according to the most recent Census data.

Community	Number of Interviews
Nanaimo	304
Parksville	105
Qualicum Beach	104
Lantzville	91
Electoral Area A	103
Electoral Area B	100
Electoral Area C	55
Electoral Area E	126
Electoral Area F	101
Electoral Area G	135
Electoral Area H	101
<b>Total Regional District of Nanaimo</b>	<b>1325</b>

The sample of residents was drawn by postal code and respondents were asked upfront whether or not they lived in one of the participating communities. Respondents were also asked to provide their postal codes and this postal code was cross referenced to further validate residency. A number of methodologies were utilized to allow residents to participate, mail-outs, telephone (random digit dialling), telephone (cell phones), telephone (call-backs), and online were each used to ensure we had a wide coverage of options to maximize participation.

Overall results are accurate to within  $\pm 2.69$  percentage points, nineteen times out of twenty. The margin of error will be larger for sample subgroups.



# Key Findings

## Overall Context

**Overall, citizens demonstrate predominately positive views of the Regional District of Nanaimo.** While there are issues that citizens would like to see receive greater attention, the overall positive tone suggests the survey results should be viewed in a favourable context.

## Quality of Life

**Nearly all residents speak positively about the quality of life in the Regional District of Nanaimo.** The vast majority of citizens rate the overall quality of life in the Regional District as “very good” or “good”.

**Most residents feel the quality of life in the Regional District of Nanaimo has stayed the same over the past three years.** When asked how the quality of life in the Regional District of Nanaimo has changed over the past three years, nearly two-thirds of citizens say it has “stayed the same”. Of the remaining citizens, slightly more think the quality of life has “worsened” than “improved”, resulting in a small negative net momentum score. The economy and services are the primary reasons behind perceptions of a deteriorating quality of life. Conversely, the reasons for thinking the quality of life has improved are diverse and varied, with some of the top mentions being “more projects/activities”, “good/better downtown area”, “improved/better image”, “economic growth/development”, and “preservation of parks/trails/recreation”.

## Issue Agenda

**Services and transportation top the public issues agenda.** Secondary issues include growth and development, the economy, education, the environment, and taxation/spending.

### Satisfaction with Regional District of Nanaimo Board and Administration

**Citizens are satisfied with Regional District of Nanaimo Board and Administration.** Three-quarters of citizens are satisfied with how the Regional District government as a whole is providing services to the community. Satisfaction ratings are slightly lower, but still well above majority approval, when asked about Board and Administration separately.

### Satisfaction with Regional District of Nanaimo Services

**Citizens are satisfied with the overall level and quality of Regional District of Nanaimo services.** However, satisfaction with specific services varies.

- Of the services asked to all respondents, residents are most satisfied with “parks, trails, and other green space”. The majority are also satisfied with “cost and accessibility to regional landfill and transfer station”, “recreational programs”, “communication with residents”, and “waste water treatment”. Only one-third are satisfied with “public transit”. Note that residents of Nanaimo, Lantzville, and Electoral Area C were not asked about “recreational programs” while residents of Electoral Area F were not asked about “public transit” and residents of Electoral Areas B, C, and F are excluded from “waste water treatment”
- Of the services asked to those living in Electoral Areas, respondents are most satisfied with “garbage pickup from your residence”, “recycling pickup from your residence”, and “fire protection services”. Fewer are satisfied with “drinking water quality”, “emergency planning/preparedness”, “land use and community planning”, and “bylaw enforcement and building inspection”. Note that residents of Electoral Area B were not asked about “fire protection” or “land use and community planning”. “Emergency planning/preparedness” was asked to all Electoral Areas plus Lantzville. Residents of Electoral Areas B, C, and F are excluded from “drinking water quality”

**Public transit is not only the least satisfactory service, but is also the service residents would most like to see expanded.** A slight majority would also like to see “communication with residents” expanded, while one-half feel this way about “parks, trails, and other green space”. There is no pressing demand for service expansions in any of the other areas tested.

### Financial Planning

**Citizens believe they receive good value for their tax dollars.** Three-quarters of citizens think they receive good value for the tax dollars they pay to the Regional District of Nanaimo.

**Citizens would prefer the Regional District of Nanaimo consider increased user fees rather than tax increases or service cuts.** To contend with the increased cost of maintaining current service levels and infrastructure, 51% of citizens would prefer the Regional District increase user fees compared to 18% opting for increased taxes and 13% opting for service cuts. The 51% preferring an increase in user fees is comprised of three-in-ten who say “increase user fees to enhance or expand services” and two-in-ten say who say “increase user fees to maintain services at current levels”.

**Residents would rather reduce community grants than pay more in taxes.** When given a choice between increased taxes or reductions in community grants, 51% of residents opt to reduce grants compared to 38% saying increase taxes. The 51% preferring to reduce community grants, comprises of three-in-ten who prefer to “reduce community grants to maintain current tax level” and two-in-ten who prefer to “reduce community grants to reduce taxes”.

### Communication

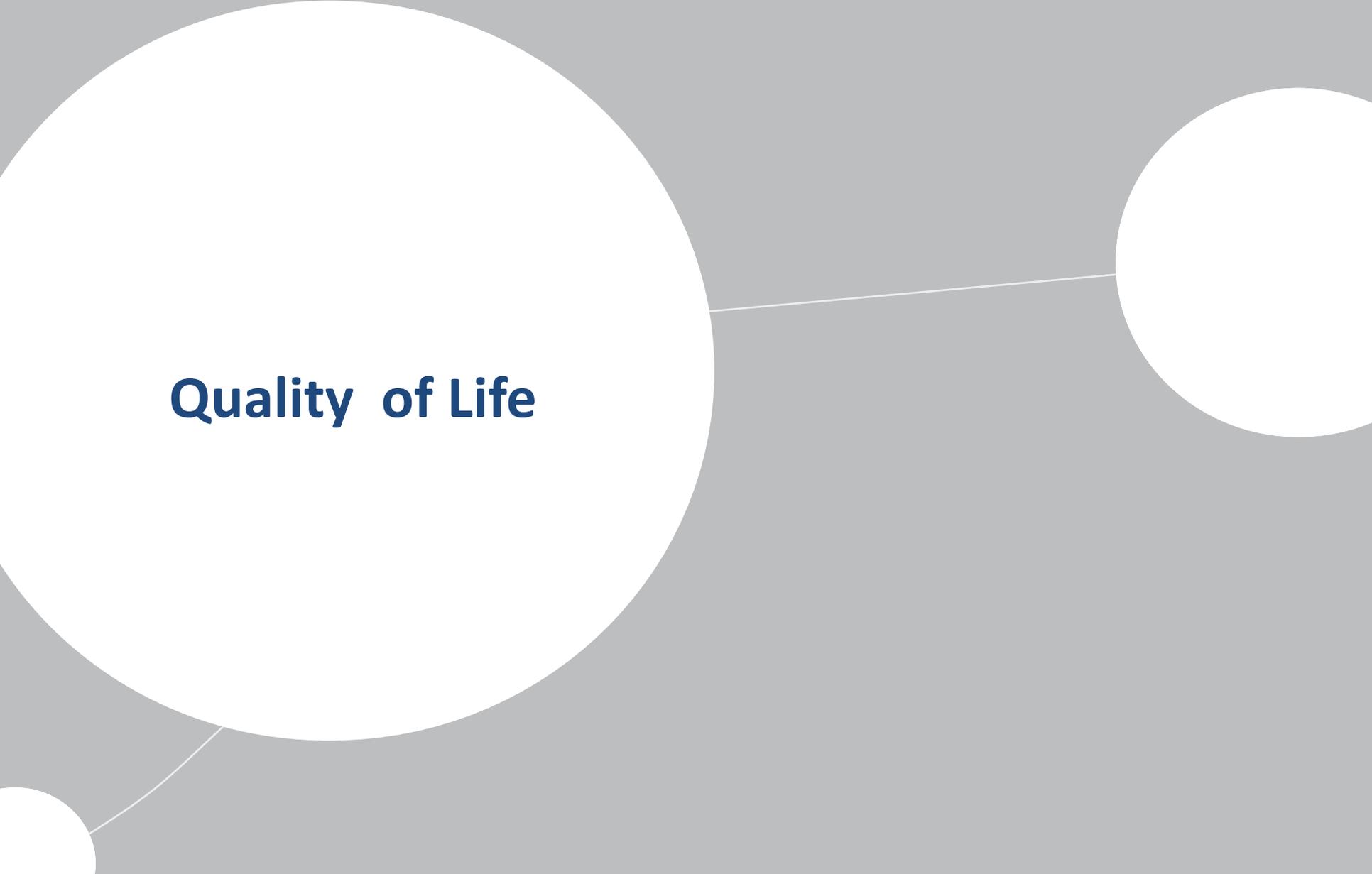
**Information needs are diverse and varied.** When asked about the kinds of information they want the Regional District of Nanaimo to provide them with, the top two mentions are “community updates/what’s new” and “taxes/property taxes/budget”; however, even these are mentioned by less than 10% of respondents. Of note, nearly one-half say “don’t know” or “none/nothing”.

**Citizens prefer traditional communication methods such as the newspaper and mail.** Other preferred channels of communication include email and newsletter/pamphlet/flyer/brochure. Preferred methods of communication vary by age, with younger residents generally demonstrating greater interest in electronic methods and older residents leaning towards prefer traditional paper methods.

### Customer Service

**Over one-third of residents have contacted or dealt with the Regional District of Nanaimo in the last 12 months.** The reasons for contacting the Regional District are diverse and varied, and many respondents are unable to recall their reason for contact.

**Citizens are generally satisfied with the service they receive when contacting the Regional District of Nanaimo.** Among those making contact with the Regional District, eight-in-ten are satisfied with the overall service they received. Satisfaction is highest for staff’s courteousness, followed by staff’s helpfulness, knowledge, speed and timeliness of service, and ease of reaching staff. In comparison, satisfaction with staff’s ability to resolve issues is slightly lower, although still well above majority approval.



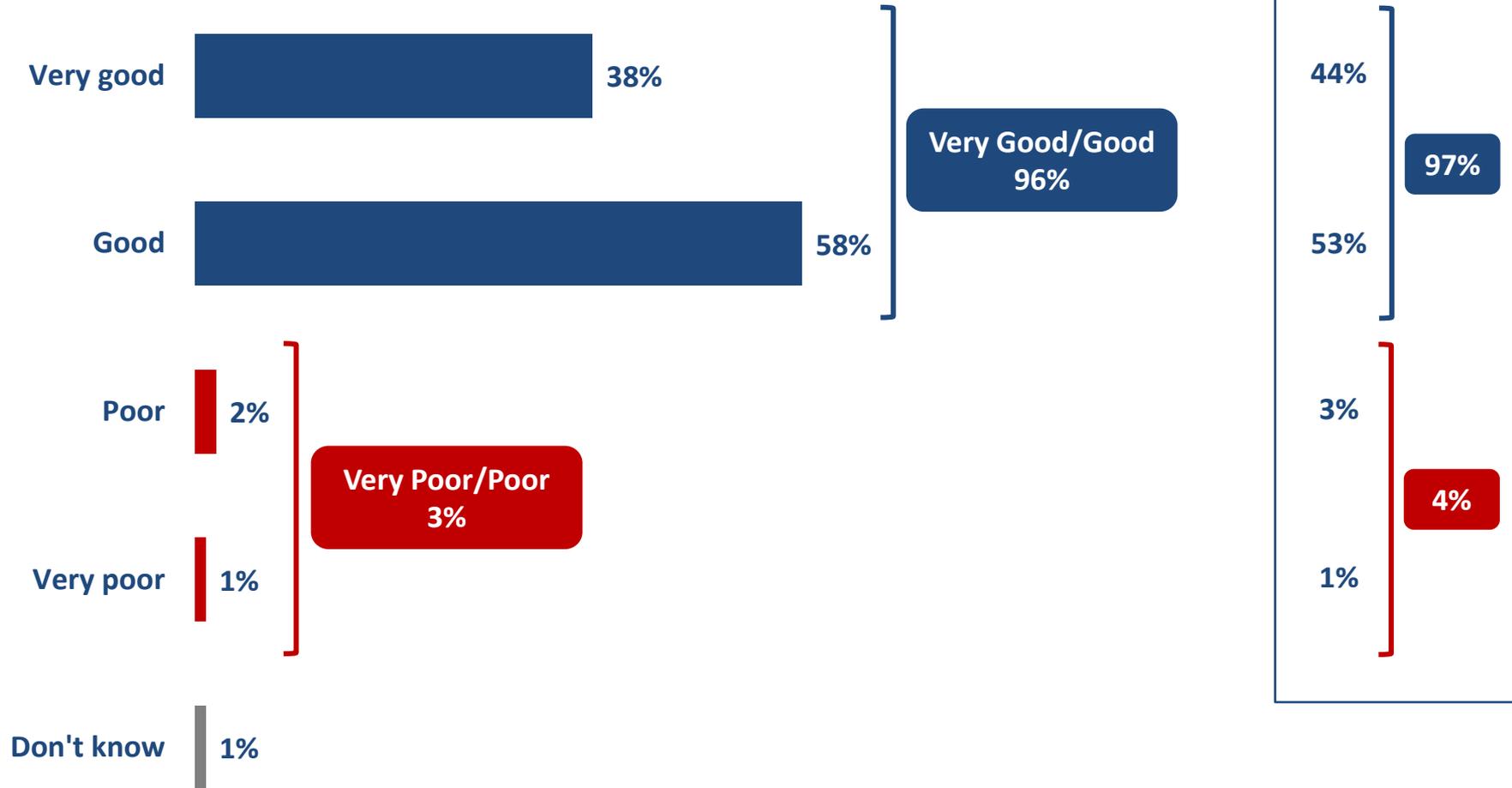
**Quality of Life**

In total, 96% of citizens rate the overall quality of life in the Regional District of Nanaimo as either “very good” (38%) or “good” (58%).

Comparisons to Ipsos Reid’s database of municipal norms show that overall perceptions (combined “very good/good” responses) of quality of life in the Regional District of Nanaimo are on par with what is typically reported in other British Columbian municipalities. However, the percentage rating the quality of life as “very good” is lower in the Regional District of Nanaimo than elsewhere (BC norm: 44% “very good”).

### ***Analysis by Demographic Subgroup***

Overall perceptions (combined “very good/good” responses) of the quality of life in the Regional District of Nanaimo vary by community. The highest quality of life ratings are reported by those living in Lantzville (99%), Electoral Area B (99%), Nanaimo (97%), Qualicum Beach (97%), and Electoral Area E (97%). Conversely, those living in Electoral Area F are the least likely to rate their quality of life as “very good” or “good” (88%).



Base: All respondents (n=1325)

Q2. How would you rate the overall quality of life in the Regional District of Nanaimo today?

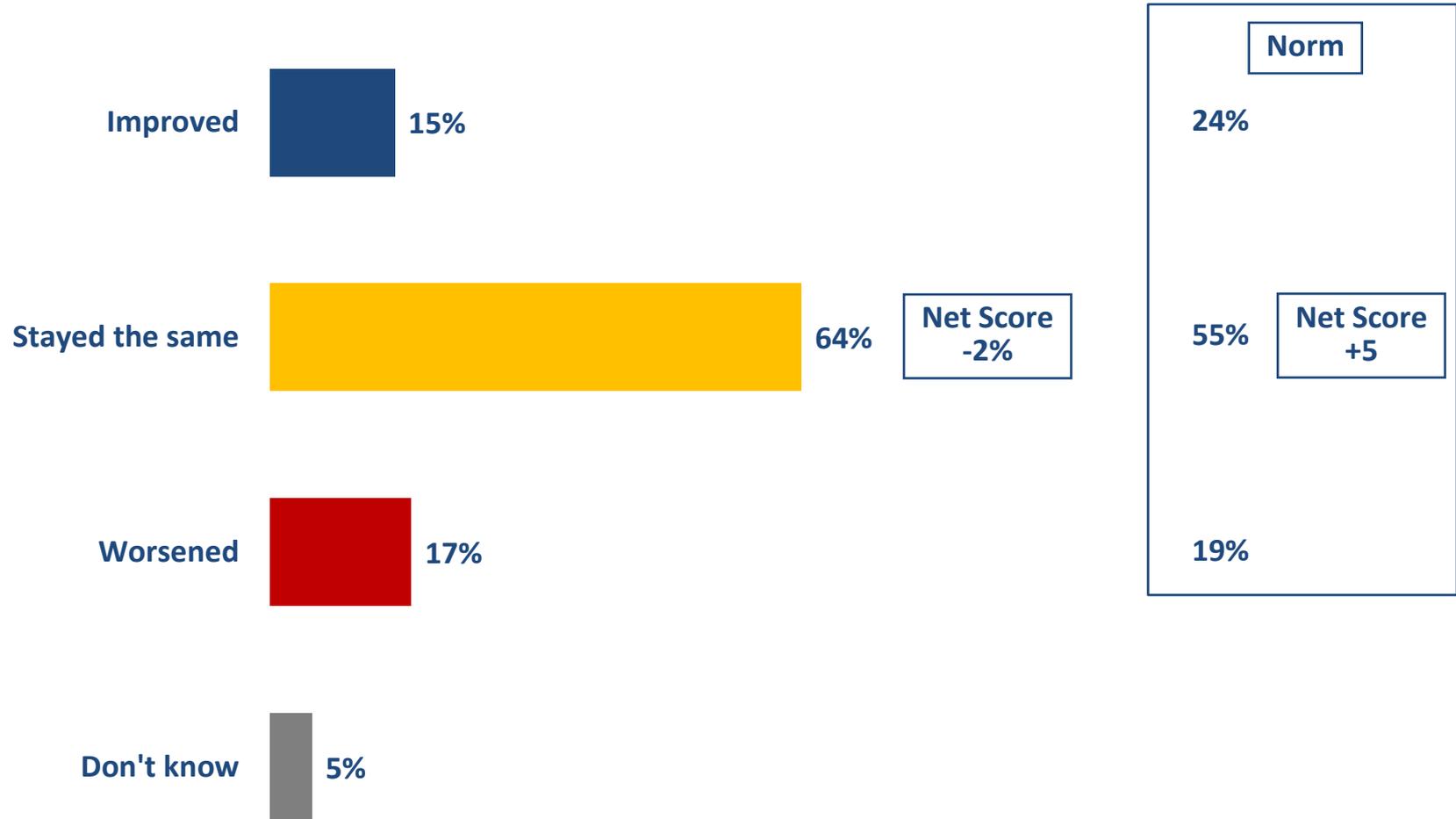
When asked how the quality of life in the Regional District of Nanaimo has changed over the past three years, 64% of citizens say it has “stayed the same”. Another 17% of citizens think the quality of life has “worsened” while 15% think it has “improved”, resulting in a net momentum score of -2 points.

In comparison, residents of other British Columbian municipalities generally report an improving quality of life (BC norm net score: +5).

### ***Analysis by Demographic Subgroup***

Residents living in Lantzville and Qualicum Beach are the most likely to report an improving quality of life (24% and 23%, respectively). Conversely, those living in Electoral Area C, Electoral Area A, Electoral Area B, and Electoral Area F are the most likely to feel the quality of life has worsened over the past three years (29%, 27%, 26%, and 24%, respectively).

Perceptions of how the quality of life has changed over the past three years also vary by age. While 24% of 18 to 34 year olds feel the quality of life has improved, only 12% of 35 to 54 year olds and 13% of those who are 55 years or older feel this way.



Base: All respondents (n=1325)

Q3. And, do you feel that the quality of life in the Regional District of Nanaimo in the past three years has improved, stayed the same, or worsened?

# While the reasons behind perceptions of an improved quality of life are diverse and varied, the economy and services are the primary drivers of worsening impressions

## Reasons why Quality of Life has Improved

No single reason stands out as the explanation for why some citizens think the quality of life in the Regional District of Nanaimo has improved over the past three years. Rather, citizens who feel the quality of life has improved attribute this to a number of different factors, including “more projects/activities” (12%), “good/better downtown area” (10%), “improved/better image” (9%), “economic growth/development” (8%), and “preservation of parks/trails/recreation” (8%), among others.

Normative comparisons are unavailable for this question.

## Reasons why Quality of Life has Worsened

Four-in-ten (41%) of those who feel the quality of life in the Regional District of Nanaimo has worsened over the past three years attribute this to the economy, mentioning factors such as “fewer/less job opportunities” (15%), “cost/higher cost of living” (14%), “poor economy” (11%), and “poor wage rate” (5%).

Another 32% of those who feel the quality of life has worsened mention services – specific mentions include “lack of responsiveness from staff” (6%), “poor infrastructure/road maintenance” (6%), “less service” (6%), “lack of forward thinking/delays on development/growth” (4%), and “too much bureaucracy” (4%).

Normative comparisons are unavailable for this question.

## *Analysis by Demographic Subgroup*

Analysis by demographic subgroup is not recommended for these two questions.

# Reasons why Quality of Life has Improved

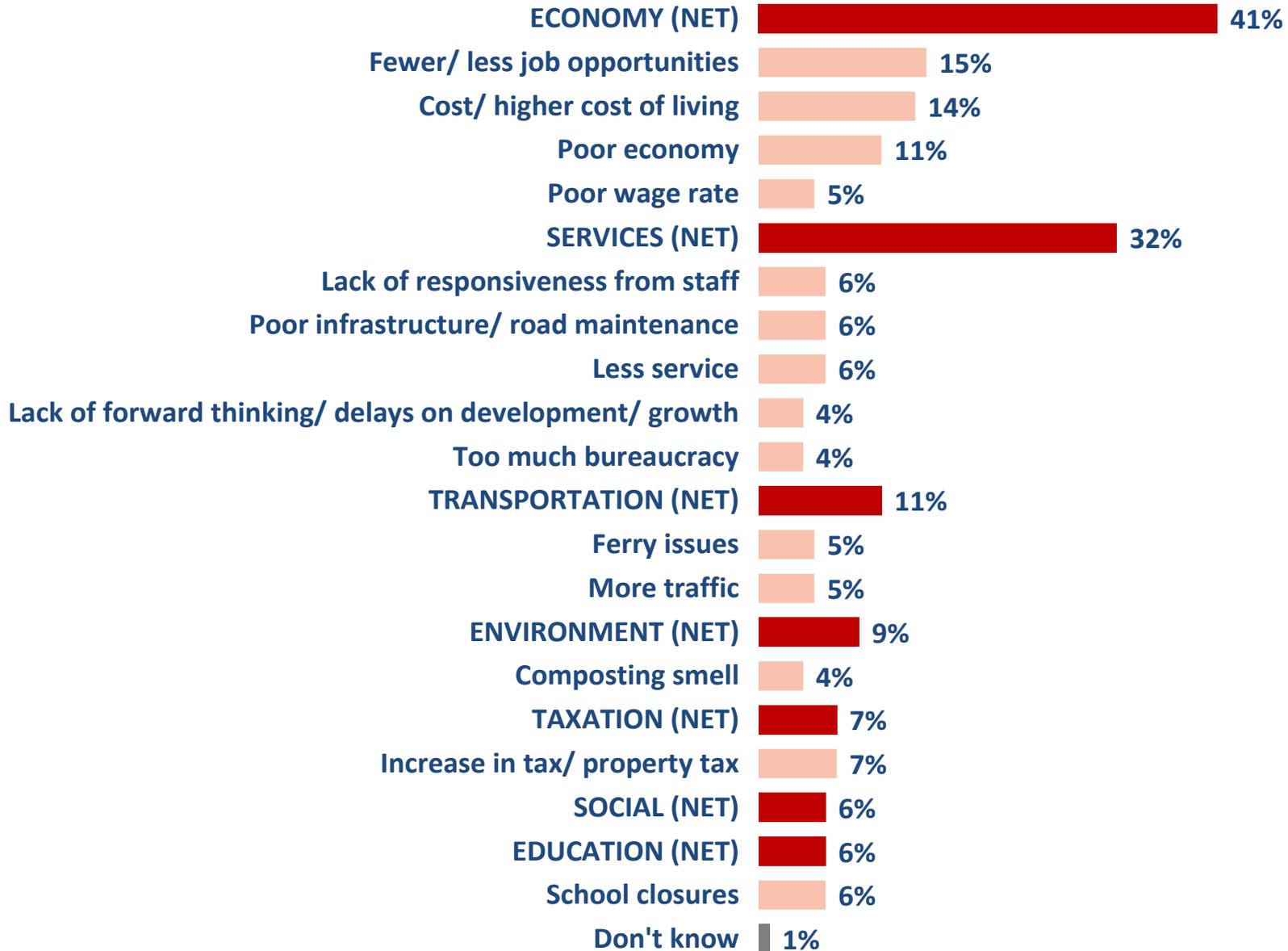


Base: Those who think quality of life has improved (n=176)

Only responses of 4% or more are shown.

Q4. Why do you think the quality of life has improved?

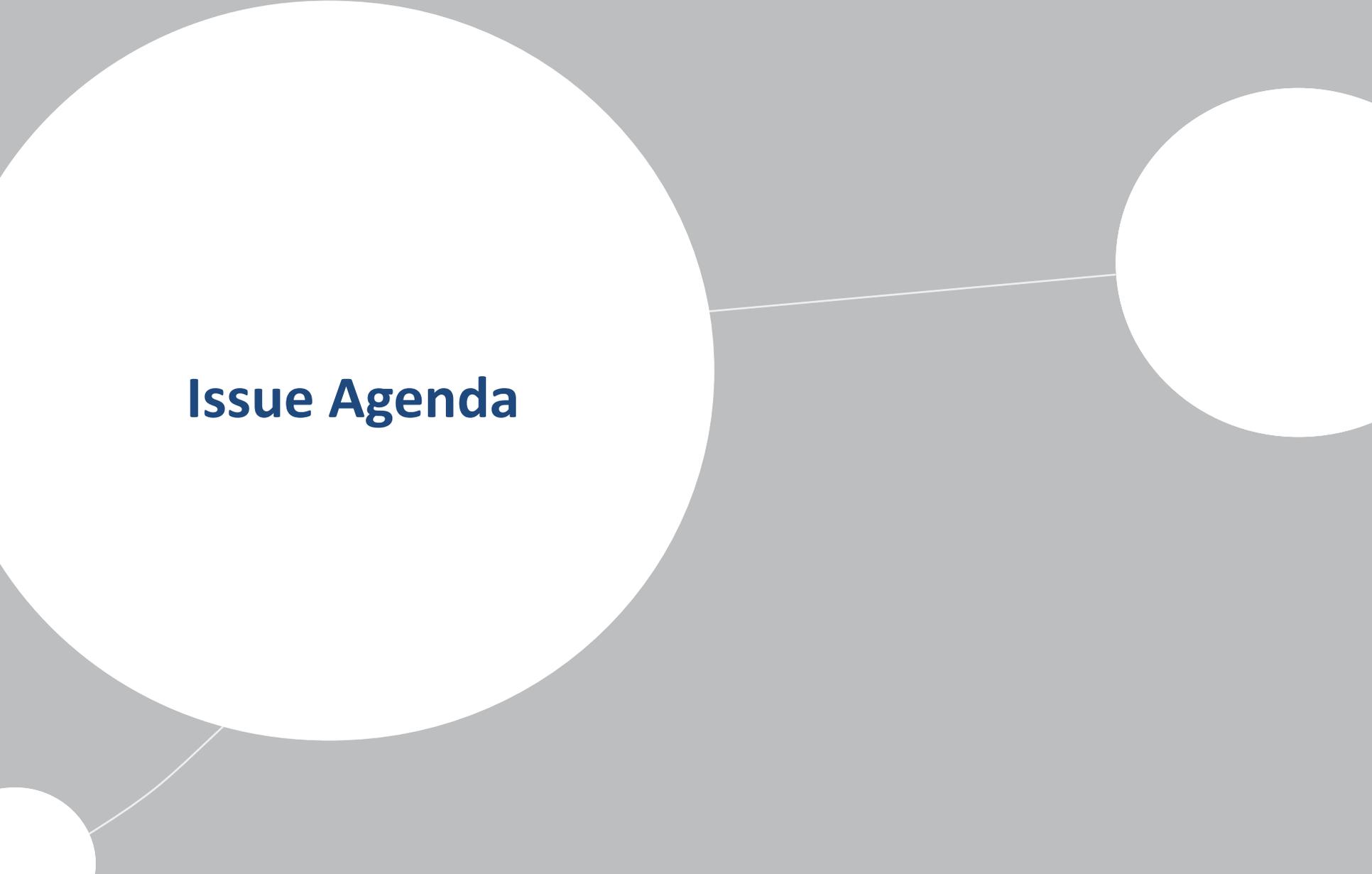
# Reasons why Quality of Life has Worsened



Base: Those who think quality of life has worsened (n=243)

Only responses of 4% or more are shown.

Q5. Why do you think the quality of life has worsened?



# Issue Agenda

At the onset of the survey, residents were asked to identify what they see as the most important issues facing their community. When analyzing these results, it is important to recognize that these responses reflect the issues that citizens are aware of and concerned about on a top-of-mind basis without any prompting of the specific services the Regional District of Nanaimo provides. Individual comments were coded into specific categories and grouped together in broad themes called “Nets”.

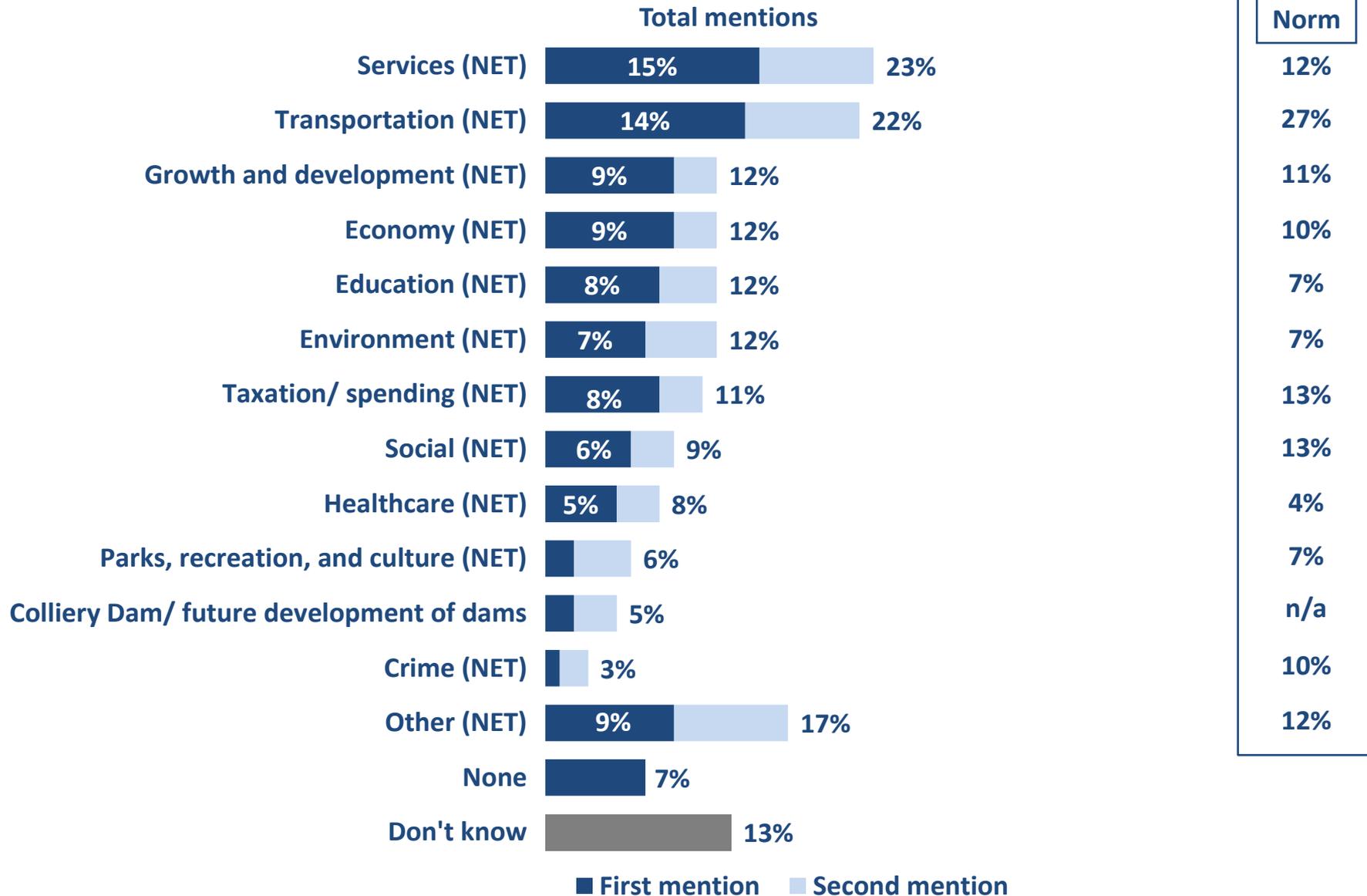
One-quarter (23%) of citizens identify **services** as the most important issue facing their community. Included in here are mentions of “water/clean water/water quality” (8%), “garbage and recycling services” (4%), “incinerator/incinerator at Duke Point” (3%), and “infrastructure (maintain/upgrade)” (3%), among others.

Another 22% mention **transportation**-related issues such as “public transit” (7%), “ferry service/cost” (4%), “road maintenance/repairs” (4%), “transportation (general)” (3%), and “roads/streets” (3%), to name a few.

While not mentioned as often as the issues identified above, other notable top-of-mind local issues include **growth and development** (12%), the **economy** (12%), **education** (12%), the **environment** (12%), and **taxation/spending** (11%).

Of note, a number of mentions included under the various “Nets” make reference to water, highlighting the importance of this issue to citizens. Specific water-related mentions included under the services net are “water/clean water/water quality” (8%), “water management/water meters” (2%), “drinking water” (1%), and “cost of water/water services” (<1%). In addition, the environment net also includes mentions of “water conservation/use” (4%).

Comparisons to Ipsos Reid’s database of municipal norms show that transportation typically tops the issue agenda of residents living in other British Columbian municipalities. While transportation is also a leading issue in the Regional District of Nanaimo, transportation-related mentions are still lower than the provincial norm. Other issues that are mentioned less frequently in the Regional District of Nanaimo include social issues and crime. Conversely, Regional District of Nanaimo residents are more likely than those living elsewhere to mention services, education, the environment, and healthcare.



<b>Norm</b>
12%
27%
11%
10%
7%
7%
13%
13%
4%
7%
n/a
10%
12%

Base: All respondents (n=1325)

Q1. In your view, as a resident of the Regional District of Nanaimo, what is the most important issue facing your community, which is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

## Analysis by Demographic Subgroup (Community)

Analysis by community reveals a number of significant differences; a summary of how the results break out by community can be found in the table below.

Issue	Nanaimo	Parksville	Qualicum Beach	Lantzville	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area E	Electoral Area F	Electoral Area G	Electoral Area H
Services	15%	24%	18%	46%	44%	58%	19%	44%	33%	43%	31%
Transportation	20%	16%	11%	11%	35%	61%	36%	28%	18%	36%	31%
Growth and development	8%	13%	17%	5%	17%	8%	19%	41%	8%	22%	35%
Economy	13%	19%	13%	4%	7%	12%	3%	7%	6%	11%	16%
Education	11%	9%	21%	5%	38%	7%	1%	1%	15%	6%	7%
Environment	9%	9%	9%	12%	28%	17%	15%	31%	13%	21%	26%
Taxation/spending	13%	7%	4%	4%	11%	4%	6%	12%	17%	10%	7%
Social	8%	12%	14%	3%	4%	6%	4%	7%	8%	10%	10%
Healthcare	8%	20%	13%	7%	0%	3%	0%	2%	2%	12%	4%
Parks, recreation, culture	5%	3%	2%	3%	17%	7%	7%	12%	7%	11%	7%
Colliery Dam	9%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Crime	4%	1%	0%	1%	1%	0%	4%	3%	2%	0%	4%

## *Analysis by Demographic Subgroup (Gender, Age)*

Services are mentioned more often by those who are 55 years of age or older (31% vs. 10% of 18 to 34 year olds and 19% of 35 to 54 year olds).

The economy is mentioned more often by men (15% vs. 10% of women).

Education is mentioned more often by women (15% vs. 8% of men) and those under the age of 55 (includes 19% of 18 to 34 year olds and 14% of 35 to 54 year olds vs. 7% of those who are aged 55 years or older).

Taxation/spending is mentioned more often by men (15% vs. 8% of women) and those aged 35 years or older (includes 15% of 35 to 54 year olds and 13% of those who are 55 years or older vs. 2% of 18 to 34 year olds).

Social issues are mentioned more often by women (11% vs. 6% of men).

Healthcare is mentioned more often by women (10% vs. 6% of men).



# **Satisfaction with Regional District of Nanaimo Board and Administration**

Three-quarters (74%) of citizens are satisfied with how the “Regional District government, including Board and Administration as a whole” is providing services to the community, including 12% saying “very satisfied”.

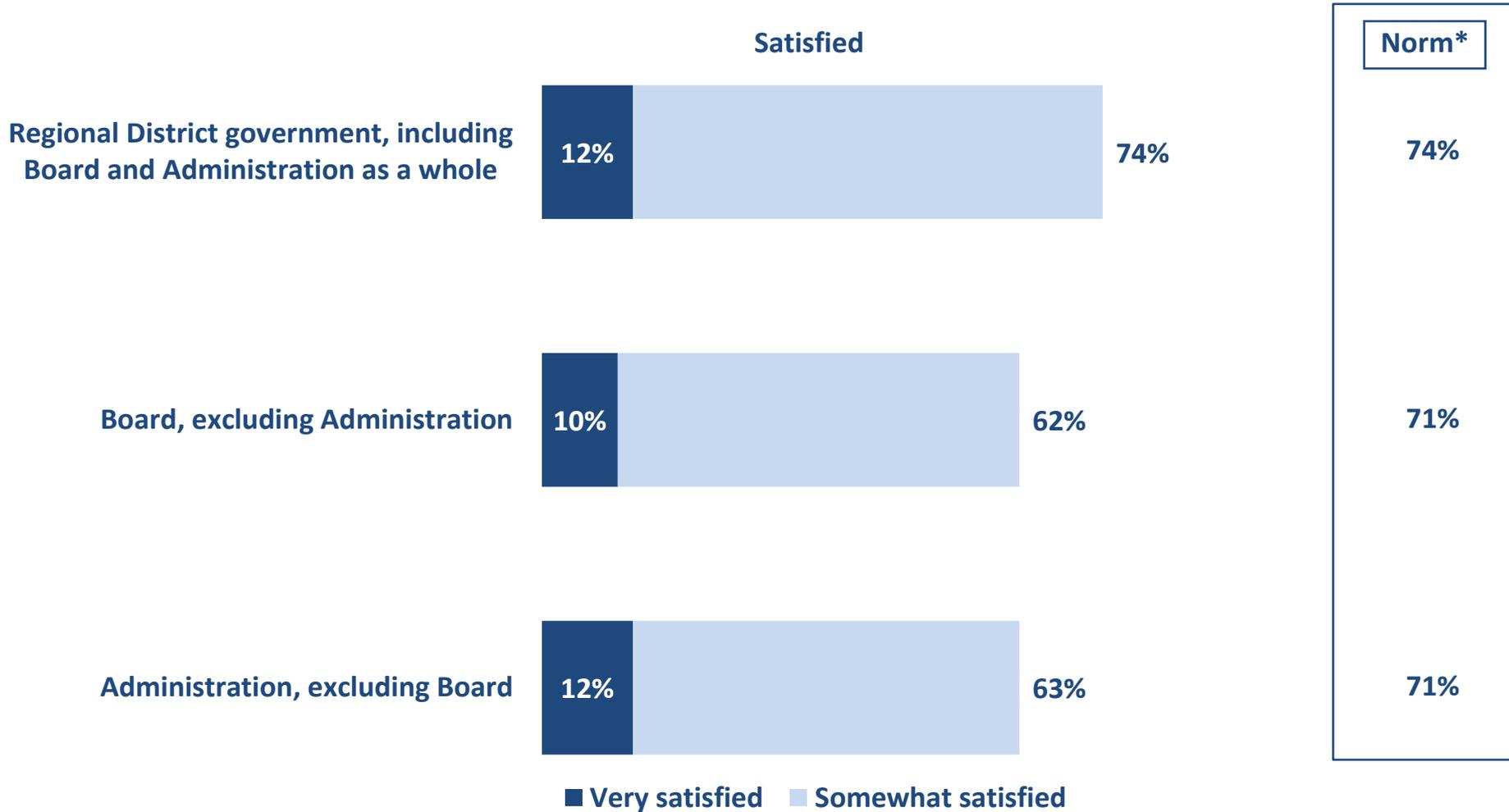
Satisfaction ratings are slightly lower, but still above majority approval, when asked about Board and Administration separately.

- 62% satisfied with “Board, excluding Administration” (10% “very satisfied”).
- 63% satisfied with “Administration, excluding Board” (12% “very satisfied”).
- In both instances, a relatively high percentage (22%) of “don’t know” responses are seen, suggesting that while residents are generally satisfied with Regional District of Nanaimo service provision overall, they may be less familiar with the specific responsibilities of Board and Administration.

While not directly comparable to Ipsos Reid’s database of municipal norms due to slightly different question wording, directional evidence suggests that overall satisfaction with Regional District of Nanaimo government as a whole is on par with what is typically seen in other British Columbian municipalities. However, individual satisfaction ratings for Board and Administration are slightly lower in the Regional District of Nanaimo than elsewhere (BC norm: 71% satisfied Board, excluding Administration and 71% satisfied Administration, excluding Board).

### ***Analysis by Demographic Subgroup***

Overall satisfaction with “Regional District government, including Board and Administration as a whole” is highest among those living in Parksville (85%) and Qualicum Beach (84%), followed by those living in Lantzville (77%), Nanaimo (76%), and Electoral Area G (72%). Conversely, only 56% of those living in Electoral Area H are satisfied with the Regional District government as a whole.



*\*Not directly comparable due to slightly different question wording.*

Base: All respondents (n=1325)

*Q6. Taking everything into account, how satisfied are you with the way the Regional District of Nanaimo's [INSERT ITEM] is providing services to the community? What about with the way [INSERT ITEM] is providing services to the community?*



# **Satisfaction with Regional District of Nanaimo Services**

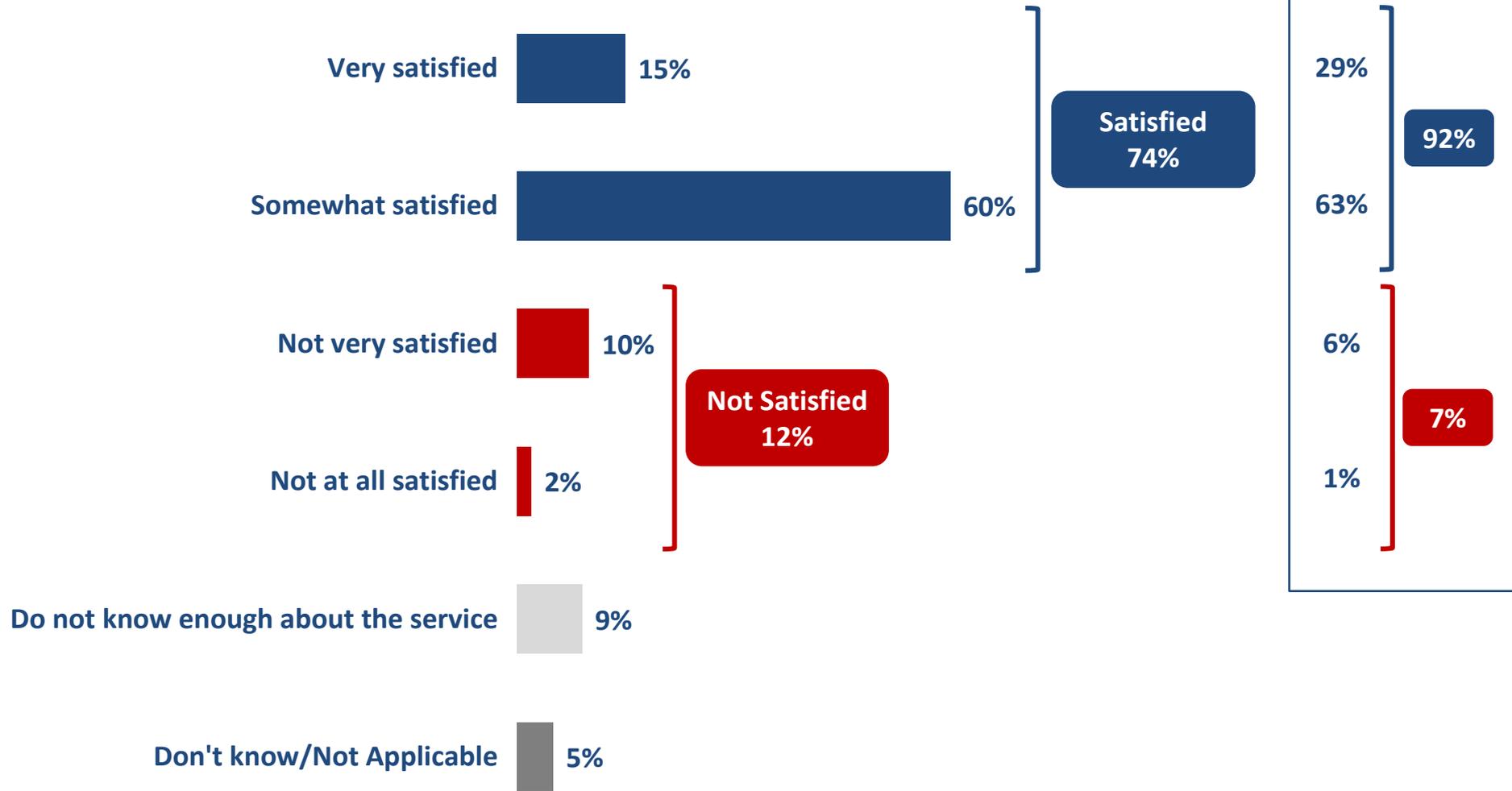
Three-quarters (74%) of citizens are satisfied with the overall level and quality of services provided by the Regional District of Nanaimo, including 15% saying “very satisfied”.

The BC norm for overall satisfaction with the level and quality of services is 92% satisfied, 29% “very satisfied”. While this is higher than what is seen in the Regional District of Nanaimo, the results should not be considered as directly comparable due to differences in question scale (normative results are based on a 4-point scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied, while the Regional District of Nanaimo used an expanded scale that also gave residents the options of saying they do not know enough about the service or not applicable).

### ***Analysis by Demographic Subgroup***

Overall satisfaction (combined “very/somewhat satisfied” responses) with Regional District services is higher among those living in Electoral Area G (79%), Electoral Area E (78%), and Nanaimo (76%). Conversely, residents of Electoral Area F are the least likely to say they are satisfied with the overall level and quality of services (61%).

Satisfaction also varies by age. While 86% of 18 to 34 year olds are satisfied with the overall level and quality of Regional District services, only 69% of those who are aged 55 years or older and 75% of 35 to 54 year olds are satisfied.



*\*Not directly comparable due to different scales.*

Base: All respondents (n=1325)

*Q7. Please tell me how satisfied you are with each of the following services provided by the Regional District of Nanaimo. If you do not know enough about these services please let me know that and I'll move to the next one. The first one is the overall level and quality of services provided by the Regional District of Nanaimo.*

Citizens were also asked to rate their satisfaction with a variety of different services. The list of services that was presented to respondents varied by community as not all services are available in all communities. For the purposes of analysis, services have been grouped into two broad categories – those asked of all respondents (with some exceptions) and those only asked to respondents living in Electoral Areas (with some exceptions).

### Services asked to all respondents

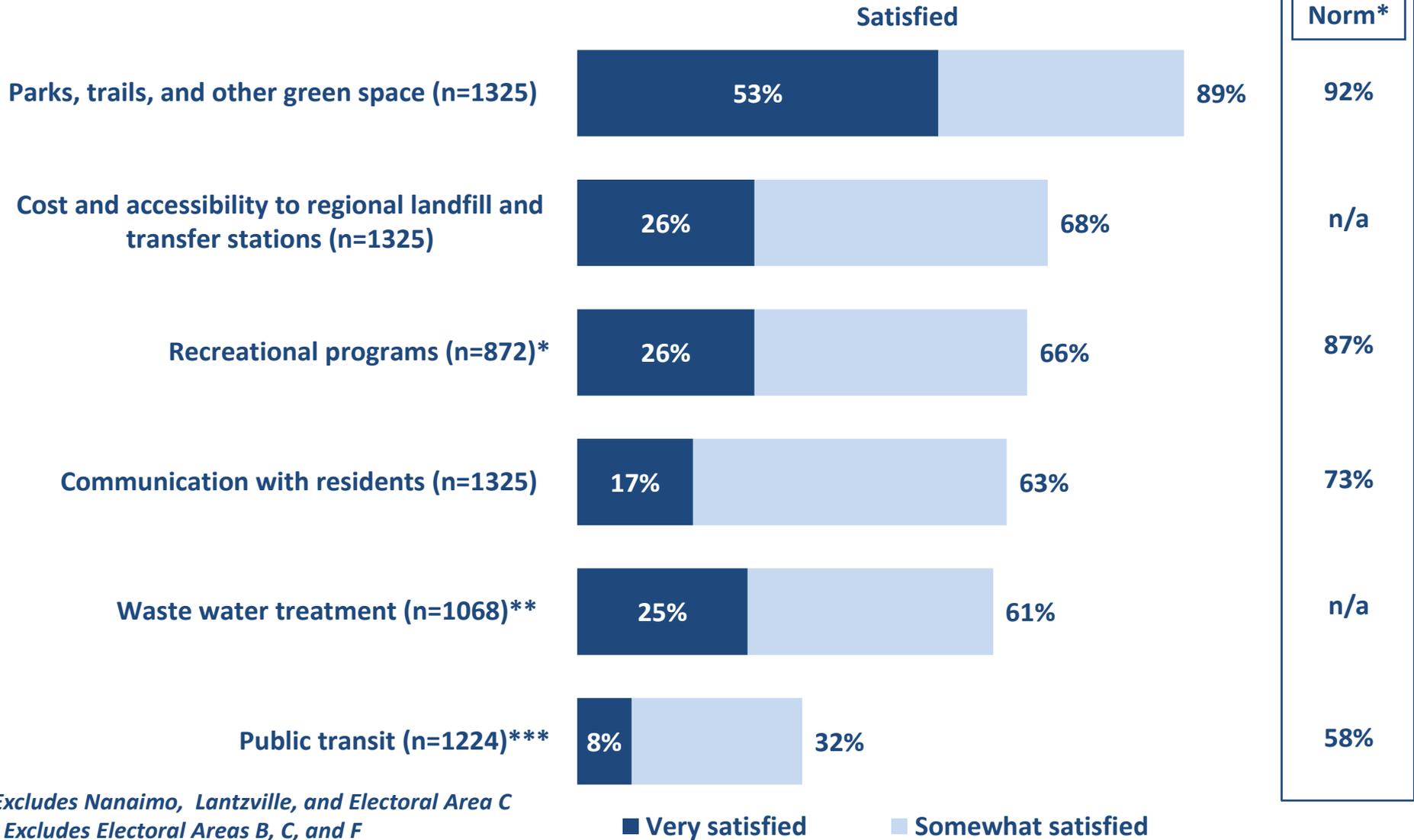
Of the services that were asked to all respondents, residents are most satisfied with “parks, trails, and other green space” (89% satisfied, 53% “very satisfied”).

The majority of residents are also satisfied with:

- “Cost and accessibility to regional landfill and transfer station” (68% satisfied, 26% “very satisfied”);
- “Recreational programs” (66% satisfied, 26% “very satisfied” – note that residents of Nanaimo, Lantzville, and Electoral Area C were not asked about this service);
- “Communication with residents” (63% satisfied, 17% “very satisfied”); and,
- “Waste water treatment” (61% satisfied, 25% “very satisfied” – note that residents of Electoral Areas B, C, and F are excluded from this question).

In comparison, only one-third (32%) are satisfied with “public transit”. A sizeable minority (36%) are dissatisfied with this service, while 17% say they “do not know enough about the service”, 7% say this is “not applicable”, and 4% say “don’t know”. Note that residents of Electoral Area F were not asked about public transit.

While some differences from the norm are noted, these results should not be considered as directly comparable due to differences in question scale.



*\*Not directly comparable due to different scales.*

\* Excludes Nanaimo, Lantzville, and Electoral Area C

\*\* Excludes Electoral Areas B, C, and F

\*\*\* Excludes Electoral Area F

Base: All respondents (with noted exceptions)

Q7. Please tell me how satisfied you are with each of the following services provided by the Regional District of Nanaimo. If you do not know enough about these services please let me know that and I'll move to the next one.

## Analysis by Demographic Subgroup (Community)

Analysis by community reveals a number of significant differences; a summary of how the results break out by community can be found in the table below. For the purposes of this analysis, only overall satisfaction (combined “very/somewhat satisfied” responses) has been shown.

SATISFIED											
Service	Nanaimo	Parksville	Qualicum Beach	Lantzville	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area E	Electoral Area F	Electoral Area G	Electoral Area H
Parks, trails, and other green space	93%	86%	90%	94%	81%	77%	82%	74%	82%	77%	76%
Cost and accessibility to regional landfill and transfer stations	67%	71%	76%	71%	71%	43%	78%	71%	68%	72%	62%
Recreational programs	n/a	75%	77%	n/a	50%	51%	n/a	49%	74%	69%	57%
Communication with residents	63%	69%	57%	70%	63%	65%	66%	60%	63%	68%	53%
Waste water treatment	70%	59%	61%	53%	22%	n/a	n/a	28%	n/a	47%	23%
Public transit	36%	37%	27%	44%	16%	31%	23%	23%	n/a	24%	19%

## Services asked to respondents living in Electoral Areas

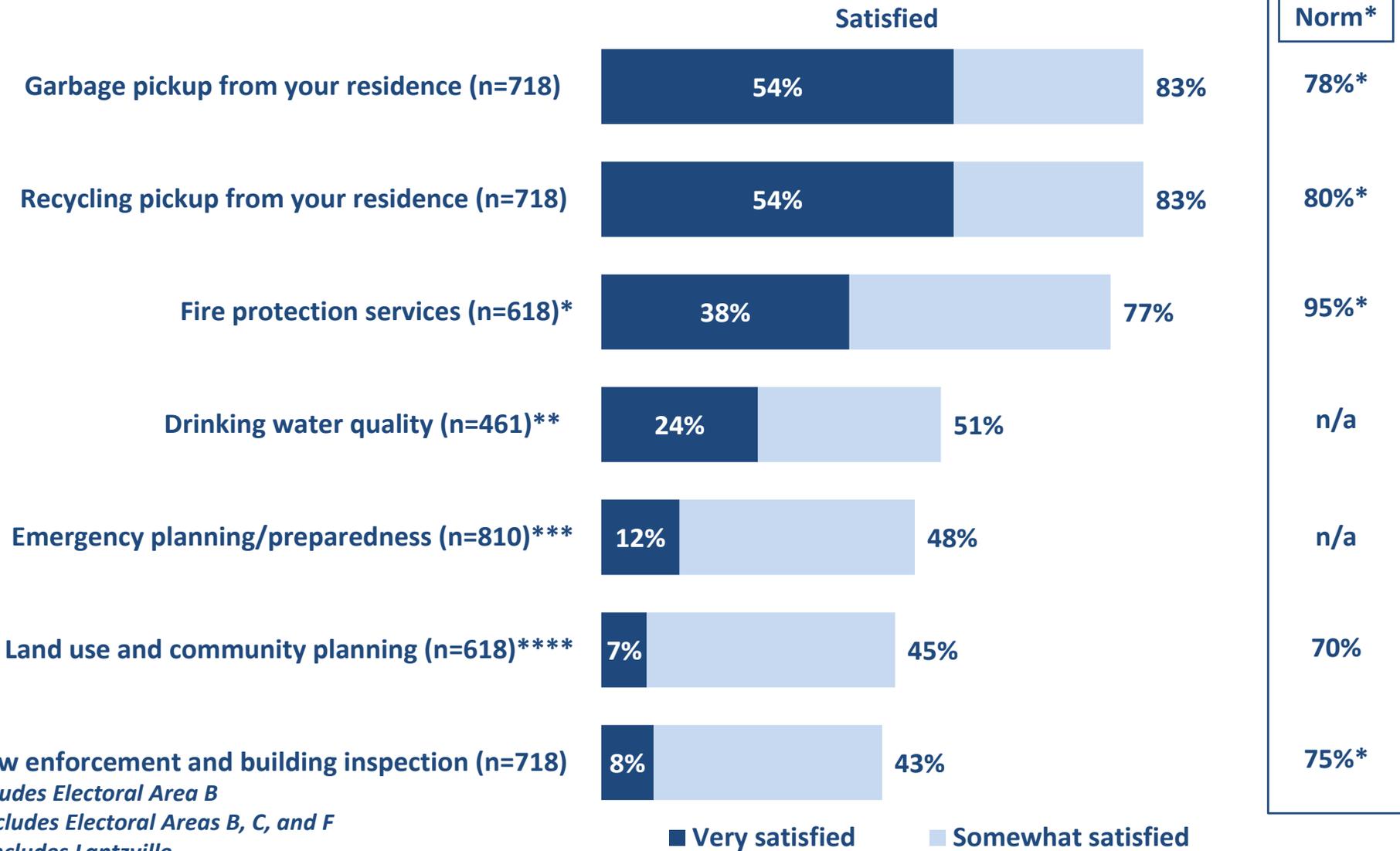
Of the services that were asked only to those living in Electoral Areas, respondents are most satisfied with:

- “Garbage pickup from your residence” (83% satisfied, 54% “very satisfied”);
- “Recycling pickup from your residence” (83% satisfied, 54% “very satisfied”); and,
- “Fire protection services” (77% satisfied, 38% “very satisfied” – note that residents of Electoral Area B were not asked about this service).

In comparison to the above, citizens are less satisfied with the following services:

- “Drinking water quality” (51% satisfied, 24% “very satisfied”, 20% not applicable, 10% have their own well or septic system – note that residents of Electoral Areas B, C, and F are excluded from this question);
- “Emergency planning/preparedness” (48% satisfied, 17% dissatisfied, 30% do not know enough about the service – note that residents of Lantzville were also asked about this service);
- “Land use and community planning” (45% satisfied, 37% dissatisfied, 15% do not know enough about the service – note that residents of Electoral Area B were not asked about this service); and,
- “Bylaw enforcement and building inspection” (43% satisfied, 33% dissatisfied, 17% do not know enough about the service).

While some differences from the norm are noted, these results should not be considered as directly comparable due to differences in question scale. Furthermore, some items are also worded slightly differently, further taking away from direct comparisons. For example, while satisfaction with fire protection services appears lower in the Regional District of Nanaimo than elsewhere, the differences in question scale and wording make it difficult to say whether this is due to an actual difference in opinion or simply reflective of how the question was asked.



\* Excludes Electoral Area B

\*\* Excludes Electoral Areas B, C, and F

\*\*\* Includes Lantzville

\*\*\*\* Excludes Electoral Area B

Base: All Electoral Areas (with noted exceptions)

*\*Not directly comparable due to different scales and question wording.*

*Q7. Please tell me how satisfied you are with each of the following services provided by the Regional District of Nanaimo. If you do not know enough about these services please let me know that and I'll move to the next one.*

## *Analysis by Demographic Subgroup (Community)*

Analysis by community reveals a number of significant differences; a summary of how the results break out by community can be found in the table below. For the purposes of this analysis, only overall satisfaction (combined “very/somewhat satisfied” responses) has been shown.

SATISFIED								
Service	Lantzville	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area E	Electoral Area F	Electoral Area G	Electoral Area H
Garbage pickup from your residence	n/a	81%	83%	85%	88%	79%	85%	84%
Recycling pickup from your residence	n/a	84%	84%	94%	87%	76%	81%	86%
Drinking water quality	n/a	44%	n/a	n/a	57%	n/a	50%	60%
Emergency planning/preparedness	58%	58%	31%	50%	45%	47%	44%	48%
Land use and community planning	n/a	55%	n/a	52%	37%	42%	42%	46%
Bylaw enforcement and building inspection	n/a	56%	42%	45%	40%	34%	42%	42%

Citizens were also asked for their views on whether these services should be expanded, reduced, or kept the same.

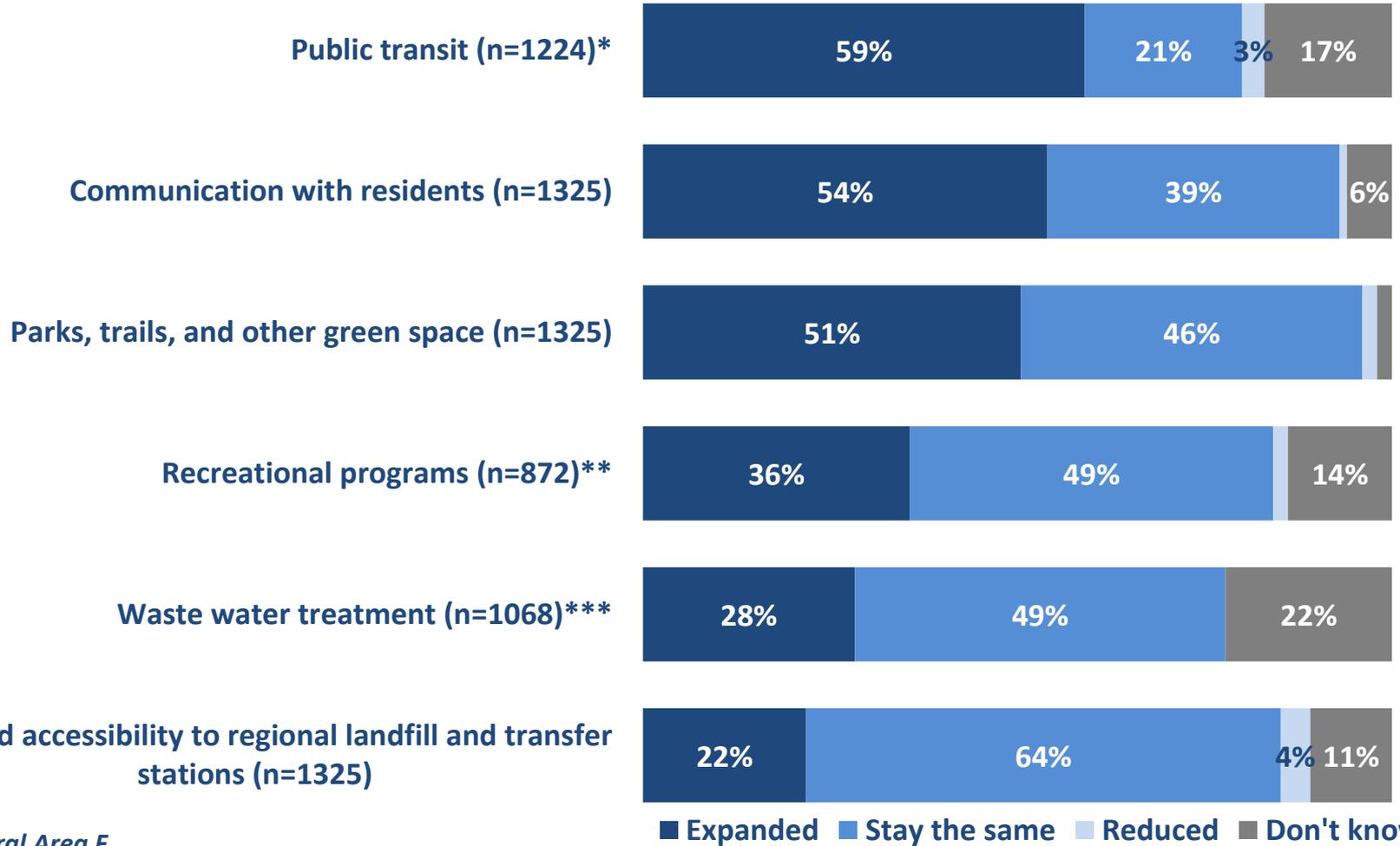
## Services asked to all respondents

In total, 59% of residents would like to see “public transit” services expanded (note that residents of Electoral Area F were not asked about this service). A slight majority (54%) would also like to see “communication with residents” expanded. Interestingly, 51% would like to see expanded “parks, trails, and other green space” despite other survey findings showing that residents are already highly satisfied with this service .

There is less support for expanding recreational programs, waste water treatment, and the cost and accessibility to regional landfill and transfer stations. Rather, citizens are more inclined to think the level of service in these areas should stay the same.

- “Recreational programs”: 36% expand, 49% stay the same – note that residents of Nanaimo, Lantzville, and Electoral Area C were not asked about this service.
- “Waste water treatment”: 28% expand, 49% stay the same – note that residents of Electoral Areas B, C, and F are excluded from this question.
- “Cost and accessibility to regional landfill and transfer stations”: 22% expand, 64% stay the same.

Normative comparisons are unavailable for this question.



Values 2% and below not labeled.

\* Excludes Electoral Area F  
 \*\* Excludes Nanaimo, Lantzville, and Electoral Area C  
 \*\*\* Excludes Electoral Areas B, C, and F

Base: All respondents (with noted exceptions)

Q8. I am going to re-read you the list of services offered by the Regional District of Nanaimo. For each one, please let me know if you feel the service should be expanded, reduced or if you would prefer the level of service to stay the same.

## Analysis by Demographic Subgroup (Community)

Analysis by community reveals a number of significant differences; a summary of how the results break out by community can be found in the table below. For the purposes of this analysis, only the percentage of residents saying expanded has been shown.

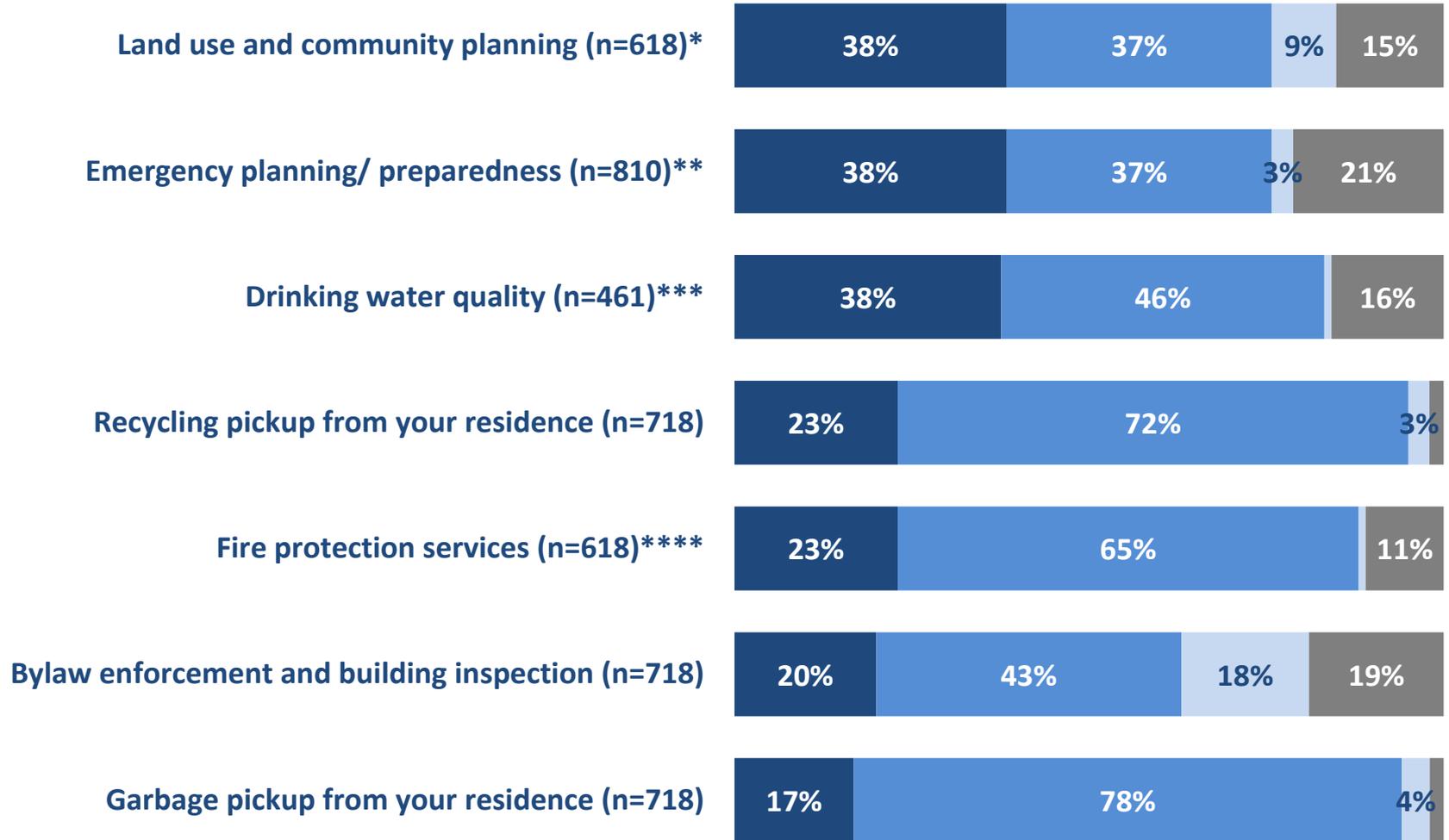
EXPANDED											
Service	Nanaimo	Parksville	Qualicum Beach	Lantzville	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area E	Electoral Area F	Electoral Area G	Electoral Area H
Public transit	62%	50%	57%	51%	68%	62%	63%	40%	n/a	42%	66%
Communication with residents	59%	50%	47%	47%	43%	52%	55%	43%	49%	36%	54%
Parks, trails, and other green space	53%	40%	40%	39%	60%	52%	44%	55%	58%	46%	58%
Recreational programs	n/a	34%	36%	n/a	41%	40%	n/a	29%	39%	26%	44%
Waste water treatment	26%	34%	39%	49%	18%	n/a	n/a	31%	n/a	28%	36%
Cost and accessibility to regional landfill and transfer stations	25%	19%	22%	19%	12%	22%	14%	15%	10%	12%	34%

## Services asked to respondents living in Electoral Areas

None of the services asked to respondents living in Electoral Areas are seen as in need of expansion by a majority of residents.

- “Land use and community planning”: 38% expand, 37% stay the same – note that residents of Electoral Area B were not asked about this service.
- “Emergency planning/preparedness”: 38% expand, 37% stay the same – note that residents of Lantzville were also asked about this service.
- “Drinking water quality: 38% expand, 46% stay the same – note that residents of Electoral Areas B, C, and F are excluded from this question.
- “Recycling pickup from your residence”: 23% expand, 72% stay the same.
- “Fire protection services”: 23% expand, 65% stay the same – note that residents of Electoral Area B were not asked about this service.
- “Bylaw enforcement and building inspection”: 20% expand, 43% stay the same.
- “Garbage pickup from your residence”: 17% expand, 78% stay the same.

Normative comparisons are unavailable for this question.



Expanded
  Stay the same
  Reduced
  Don't know

*Values 2% and below not labeled.*

\* Excludes Electoral Area B  
 \*\* Includes Lantzville  
 \*\*\* Excludes Electoral Areas B, C, and F  
 \*\*\*\* Excludes Electoral Area B

Base: All Electoral Areas (with noted exceptions)

Q8. I am going to re-read you the list of services offered by the Regional District of Nanaimo. For each one, please let me know if you feel the service should be expanded, reduced or if you would prefer the level of service to stay the same.

## *Analysis by Demographic Subgroup (Community)*

Analysis by community reveals a number of significant differences; a summary of how the results break out by community can be found in the table below. For the purposes of this analysis, only the percentage of residents saying expanded has been shown.

EXPANDED								
Service	Lantzville	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area E	Electoral Area F	Electoral Area G	Electoral Area H
Land use and community planning	n/a	31%	n/a	45%	49%	37%	35%	39%
Emergency planning/preparedness	41%	38%	45%	50%	32%	34%	31%	48%
Drinking water quality	n/a	25%	n/a	n/a	58%	n/a	41%	22%
Recycling pickup from your residence	n/a	22%	15%	13%	27%	26%	27%	25%
Bylaw enforcement and building inspection	n/a	15%	26%	19%	18%	21%	19%	27%
Garbage pickup from your residence	n/a	21%	19%	14%	12%	16%	20%	17%



# Financial Planning

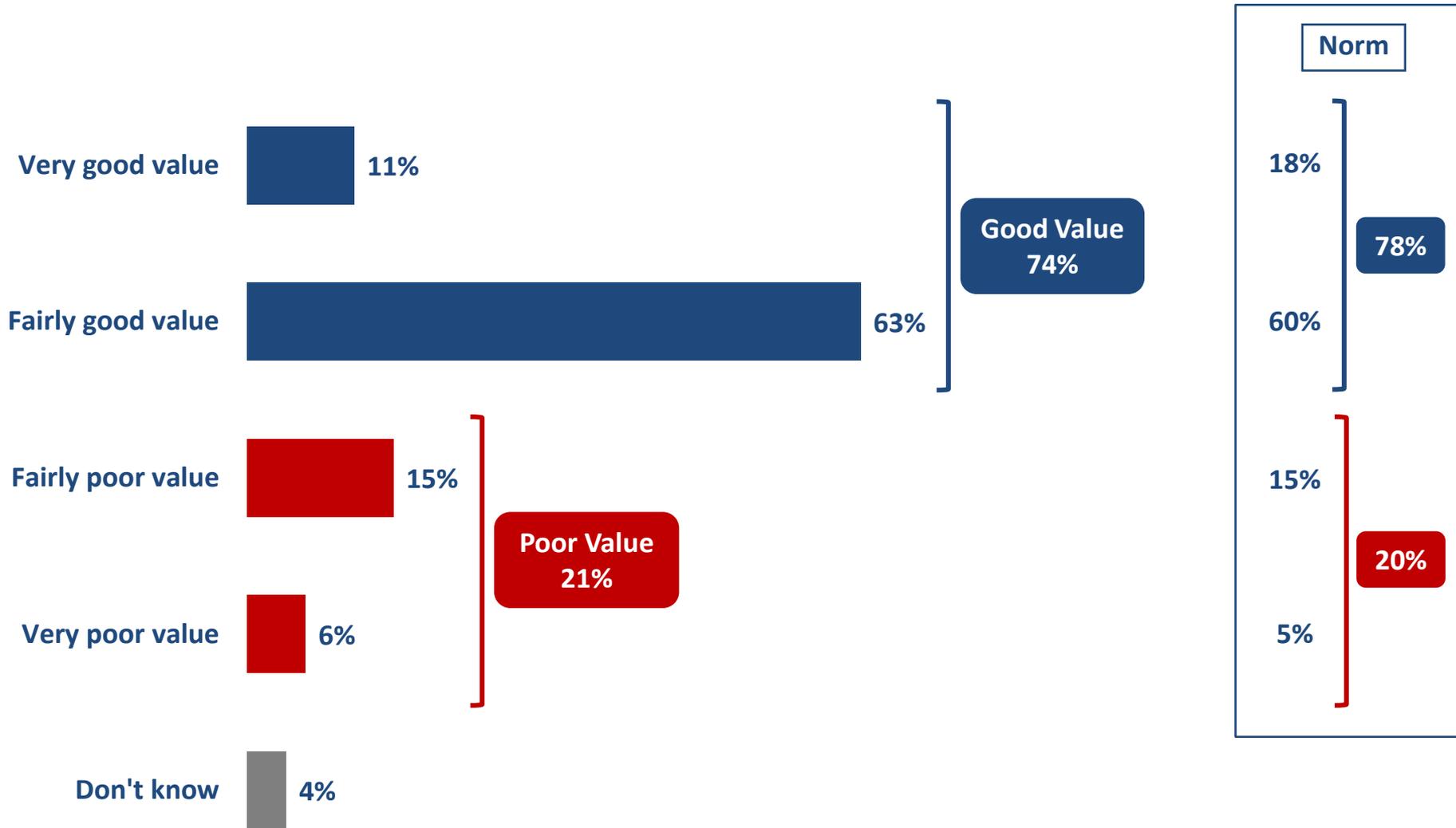
Three-quarters (74%) of citizens think they receive good value for the taxes they pay to the Regional District of Nanaimo, including 11% saying “very good value”.

In comparison, 78% of those living elsewhere in British Columbia rate the value of their taxes as “very good” or “good”. The difference is even more notable when looking at the intensity of this belief (BC norm: 18% “very good value”).

### ***Analysis by Demographic Subgroup***

Residents of Parksville are the most likely to rate their value for taxes highly (87% “very good” or “fairly good” value), followed by those living in Qualicum Beach (83%), Electoral Area G (79%), and Nanaimo (74%). Conversely, only 62% of those living in Electoral Area C and 62% of those living in Electoral Area F say they receive good value for their taxes.

While 82% of 18 to 34 year olds say they receive good value for their taxes, this drops to 71% among those who are 35 to 54 years of age.



Base: All respondents (n=1325)

Q9. Thinking about all the programs and services you receive from the Regional District of Nanaimo, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

To contend with the increased cost of maintaining current service levels and infrastructure, 51% of citizens would prefer the Regional District of Nanaimo increase user fees compared to 18% opting for increased taxes and 13% opting for service cuts.

## User Fee Increases

Half of residents have a preference for increases in user fees. More specifically, 30% prefer to increase user fees in order to increase or expand services and 21% prefer to increase user fees in order to maintain services at current levels.

## Tax Increases

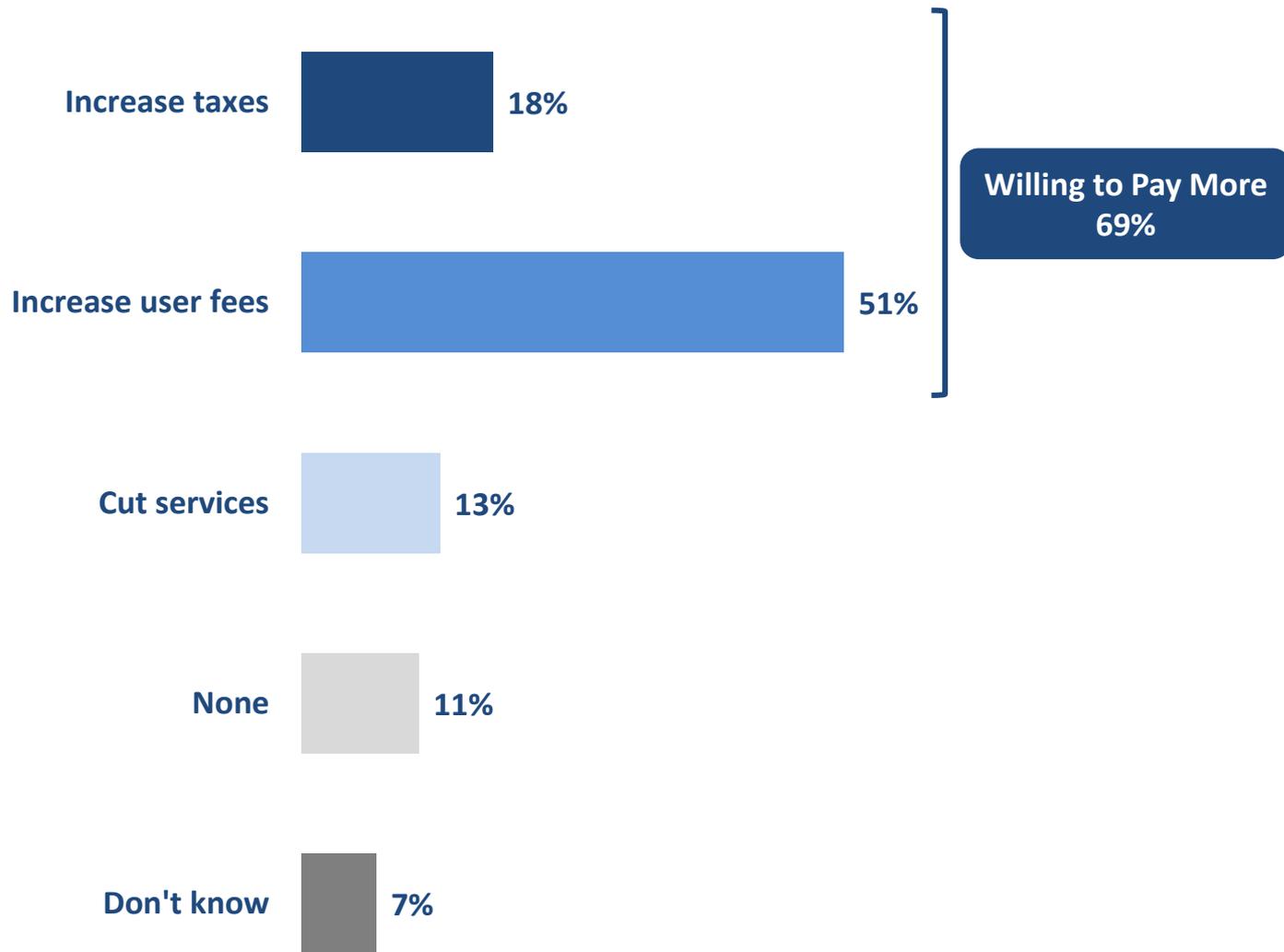
Following next, 14% of residents have a preference of increasing taxes in order to increase or expand services and 4% prefer to increase user fees in order to maintain services at current levels.

Overall, 44% of residents are willing to pay more (either by increased user fees or increased taxes) so that services can be increased or expanded. An additional 25% are willing to pay more (either by increased user fees or increased taxes) so that services can be maintained at current levels.

## Service Cuts

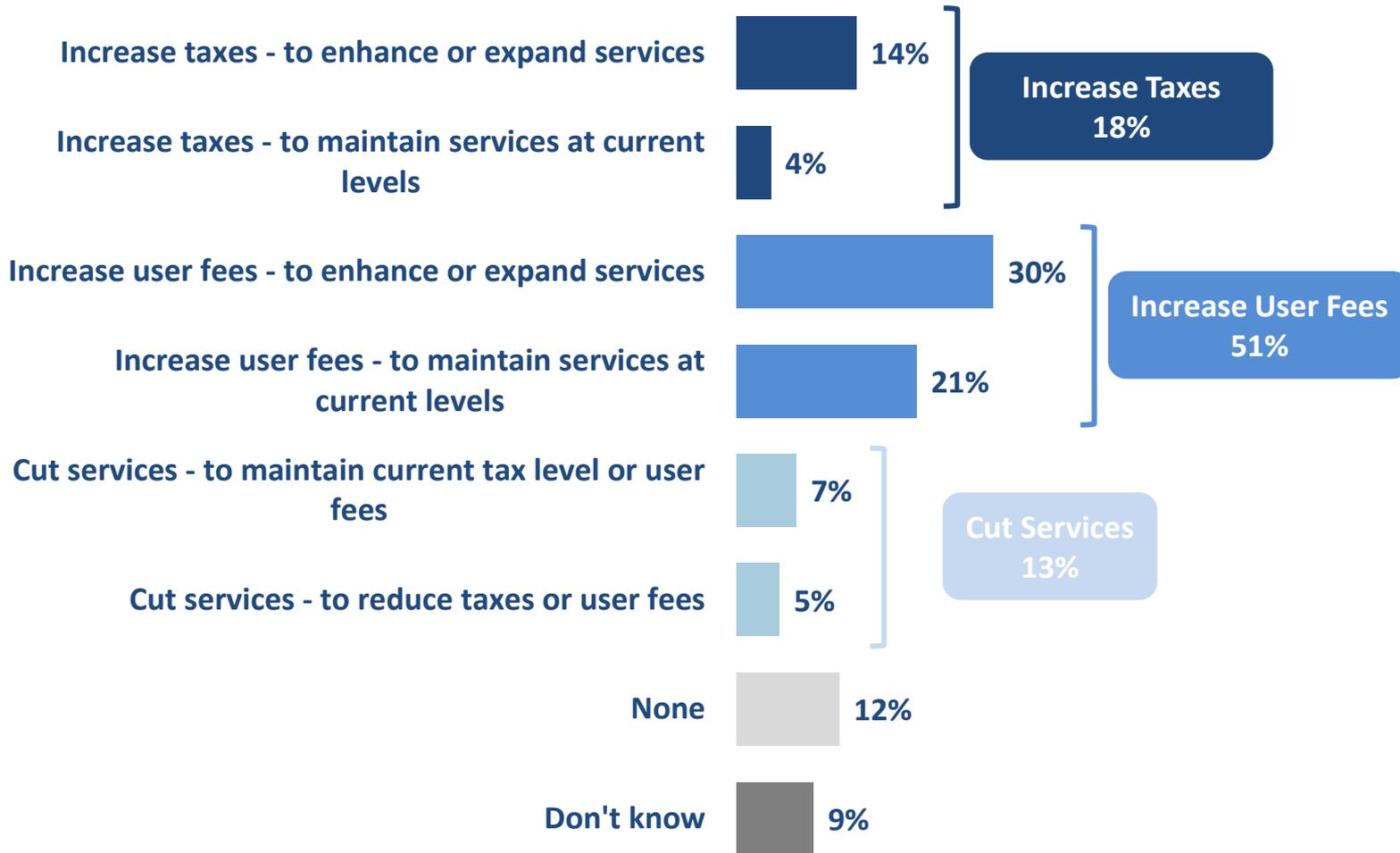
Fewer residents express an interest in cutting services. Specifically, 7% suggest cuts in services in order to maintain current tax levels and 5% suggest cuts in services in order to decrease taxes.

Normative comparisons are unavailable for this question.



Base: All respondents (n=1325)

*Q10. Property taxes are the primary way to pay for services provided by the Regional District of Nanaimo. Due to the increased cost of maintaining current service levels and infrastructure, the Regional District of Nanaimo must balance taxation and service delivery levels. To deal with this situation, which one of the following three options would you most like the Regional District of Nanaimo to pursue?*



Base: All respondents (n=1325)

*Q10. Property taxes are the primary way to pay for services provided by the Regional District of Nanaimo. Due to the increased cost of maintaining current service levels and infrastructure, the Regional District of Nanaimo must balance taxation and service delivery levels. To deal with this situation, which one of the following three options would you most like the Regional District of Nanaimo to pursue?*

*Q10a/Q10b. Which one of the following two options would you most like the Regional District of Nanaimo to pursue?*

## *Analysis by Demographic Subgroup (Community)*

Analysis by community reveals a number of significant differences; a summary of how the results break out by community can be found in the table below.

Option	Nanaimo	Parksville	Qualicum Beach	Lantzville	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area E	Electoral Area F	Electoral Area G	Electoral Area H
Increase taxes	19%	26%	21%	15%	14%	14%	10%	12%	9%	14%	15%
Increase user fees	51%	50%	57%	57%	49%	50%	52%	54%	49%	45%	44%
Cut services	12%	15%	12%	17%	9%	8%	24%	16%	19%	17%	21%

## *Analysis by Demographic Subgroup (Gender, Age)*

Men are more likely than women to opt for service cuts (17% vs. 9%, respectively).

Residents between 18 and 34 years of age are more likely to opt for increased taxes (25% vs. 16% of those who are 55 years or older).

When given a choice between increased taxes or reductions in community grants, 51% of residents opt to reduce grants compared to 38% saying increase taxes.

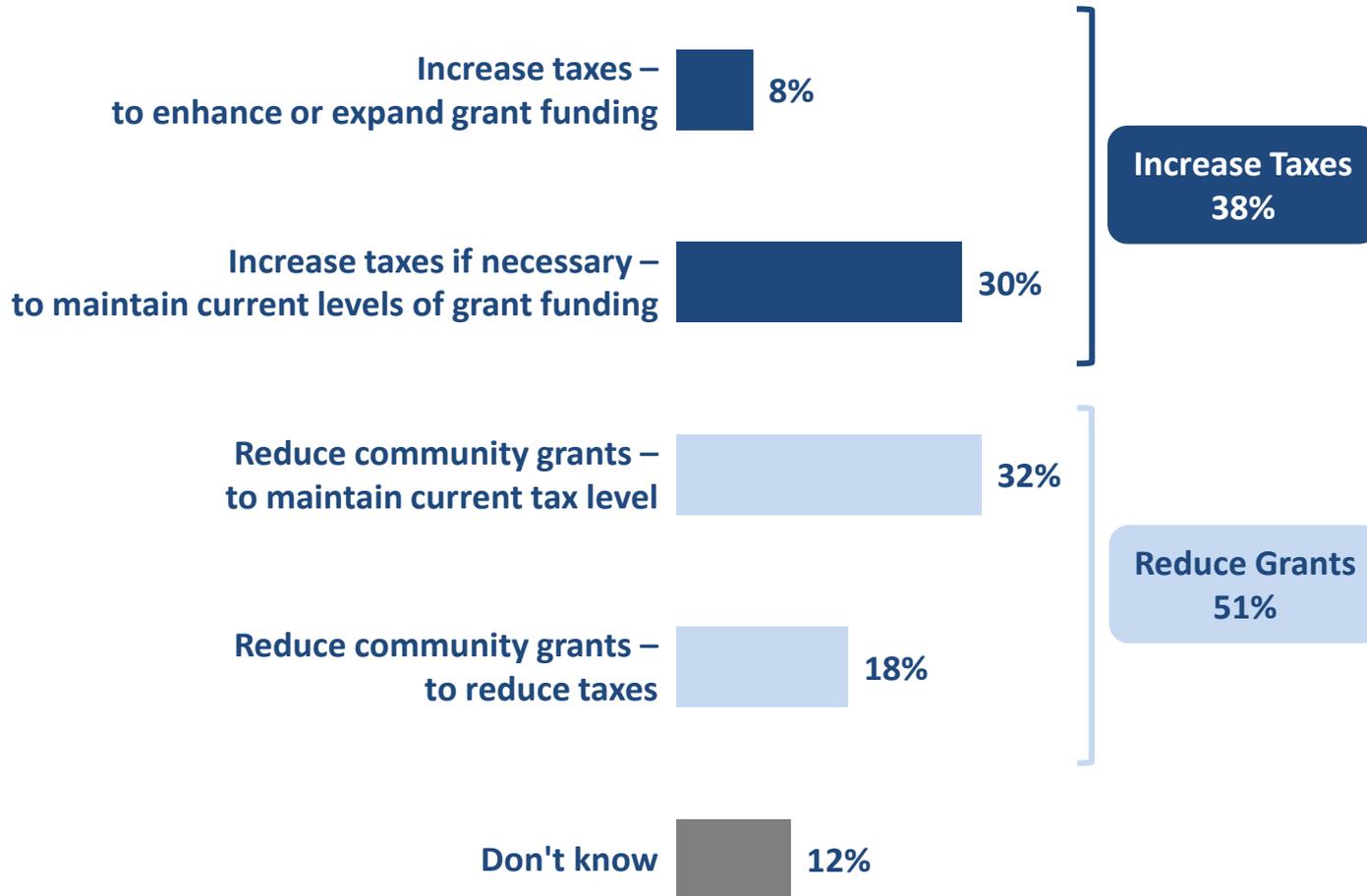
## **Reduce Grants**

Of the 51% saying reduce community grants, 32% say “reduce community grants to maintain current tax level” and 18% say “reduce community grants to reduce taxes”.

## **Increase Taxes**

Of the 38% saying increase taxes, 30% say “increase taxes if necessary to maintain current levels of grant funding” and 8% say “increase taxes to enhance or expand grant funding”.

Normative comparisons are unavailable for this question.



Base: All respondents (n=1325)

*Q11. The Regional District of Nanaimo provides more than \$250,000 in annual grant funding to a wide range of local groups and organizations in the community. These grant funds are raised through annual taxation. In terms of future grant programs which of the following four options would you most like the Regional District of Nanaimo to pursue?*

## *Analysis by Demographic Subgroup (Community)*

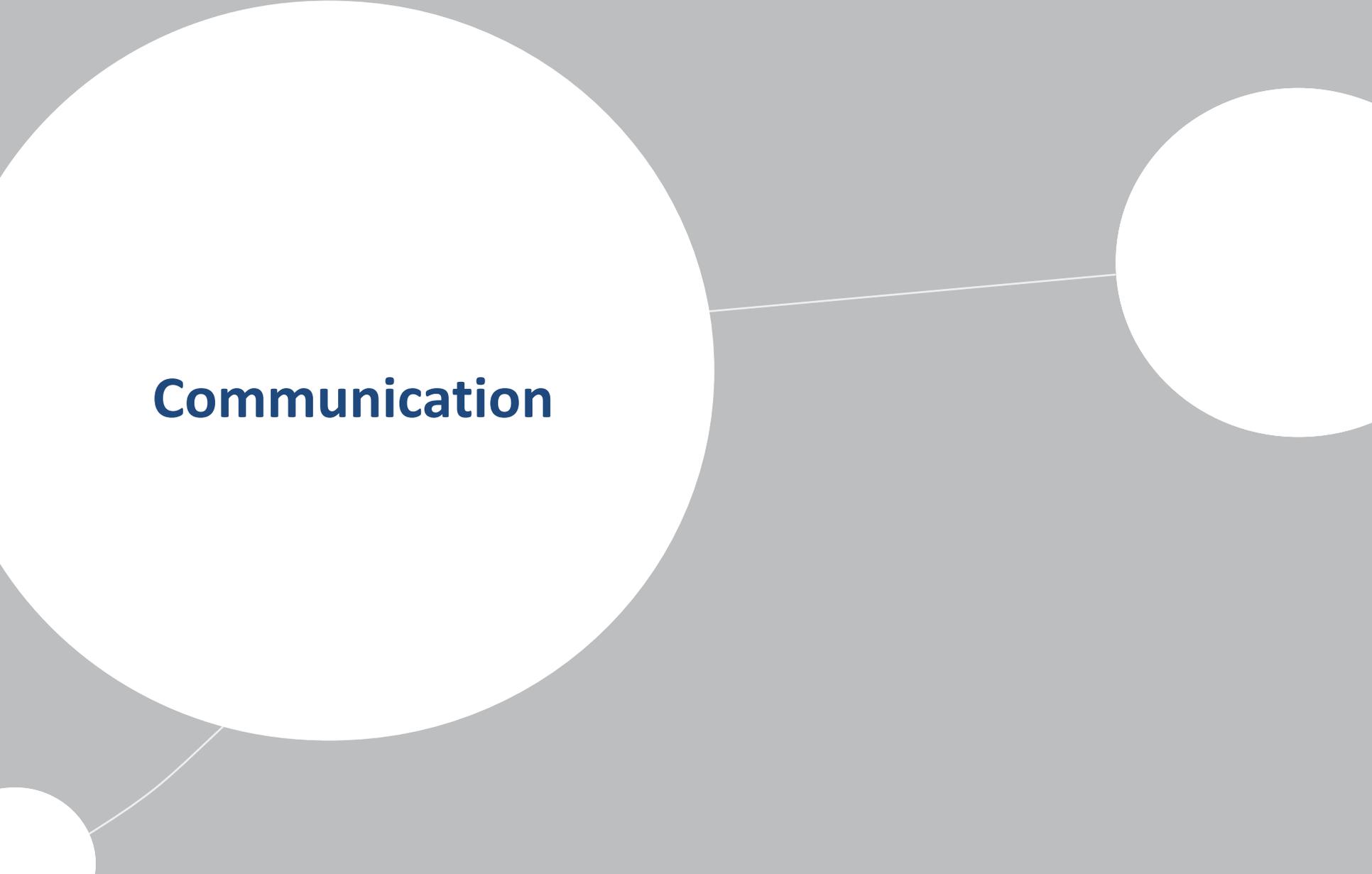
Analysis by community reveals a number of significant differences; a summary of how the results break out by community can be found in the table below.

Option	Nanaimo	Parksville	Qualicum Beach	Lantzville	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area E	Electoral Area F	Electoral Area G	Electoral Area H
Increase taxes	37%	43%	45%	54%	40%	48%	27%	29%	35%	32%	33%
Reduce grants	52%	44%	46%	37%	45%	39%	62%	62%	49%	57%	58%

## *Analysis by Demographic Subgroup (Gender, Age)*

Men are more likely than women to opt for reductions in community grants (55% vs. 46%).

Residents between 18 and 34 years of age are more likely to opt for increased taxes (51% vs. 34% of those who are 55 years or older and 35% of 35 to 54 year olds).



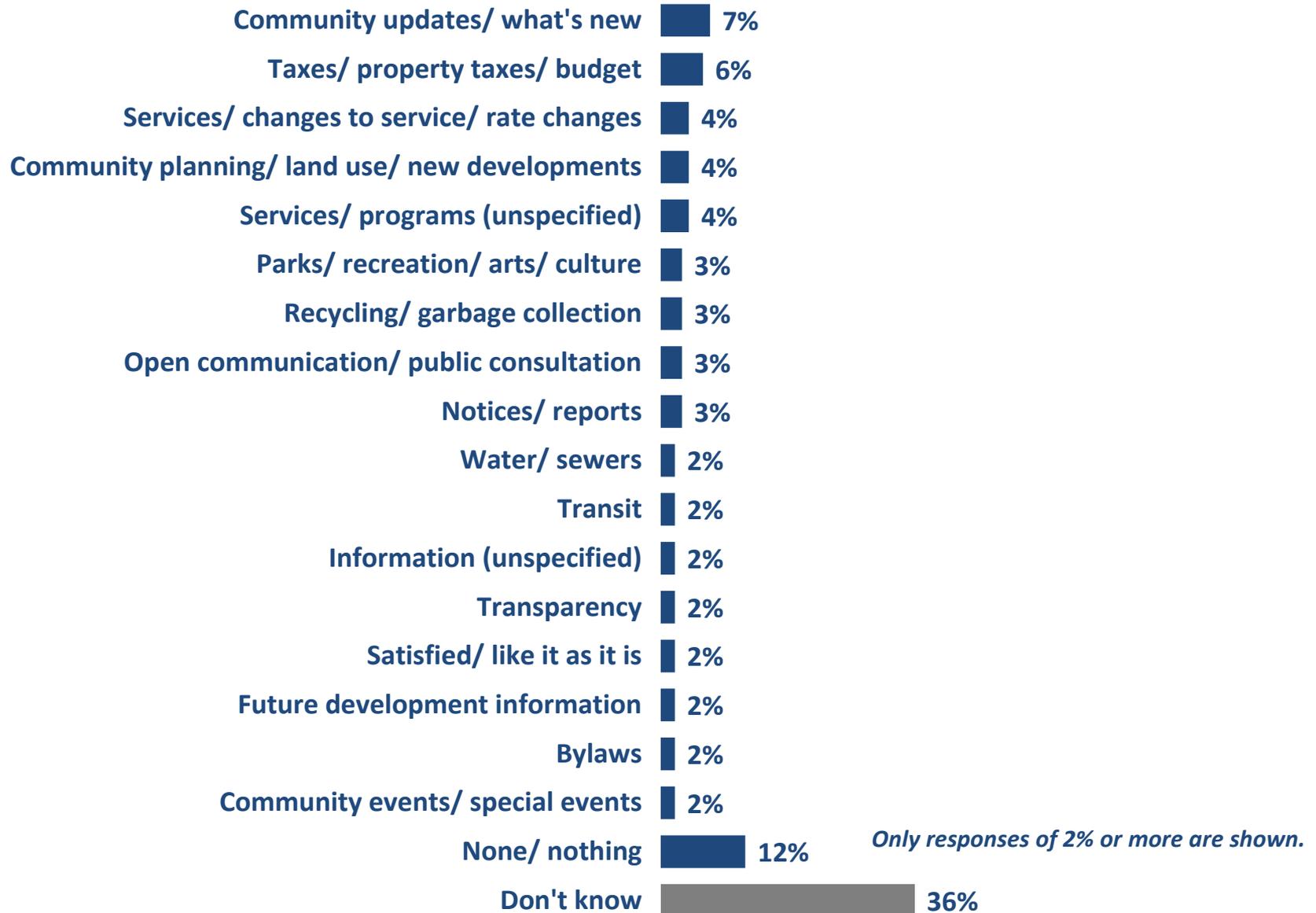
**Communication**

When asked about kinds of information they want the Regional District of Nanaimo to provide them with, 7% of residents mention “community updates/what’s new” and 6% mention “taxes/property taxes/budget”. Other open-ended suggestions include “services/changes to service/rate changes” (4%), “community planning/land use/new developments” (4%), and “services/programs (unspecified)” (4%). Of note, nearly one-half (48%) indicate they have no pressing information needs (includes 36% saying “don’t know” and 12% saying “none/nothing”).

Normative comparisons are unavailable for this question.

### ***Analysis by Demographic Subgroup***

Analysis by demographic subgroup is not recommended for this question.



Base: All respondents (n=1325)

q12. Thinking about your information needs, what kinds of information do you want the Regional District of Nanaimo to provide you with?

On an open-ended basis, 25% of citizens identify the “newspaper” as the best method for the Regional District of Nanaimo to communicate information to them, while 22% mention “mail”. Other preferred channels of communication include “email” (19%) and “newsletter/ pamphlet/flyer/brochure” (13%).

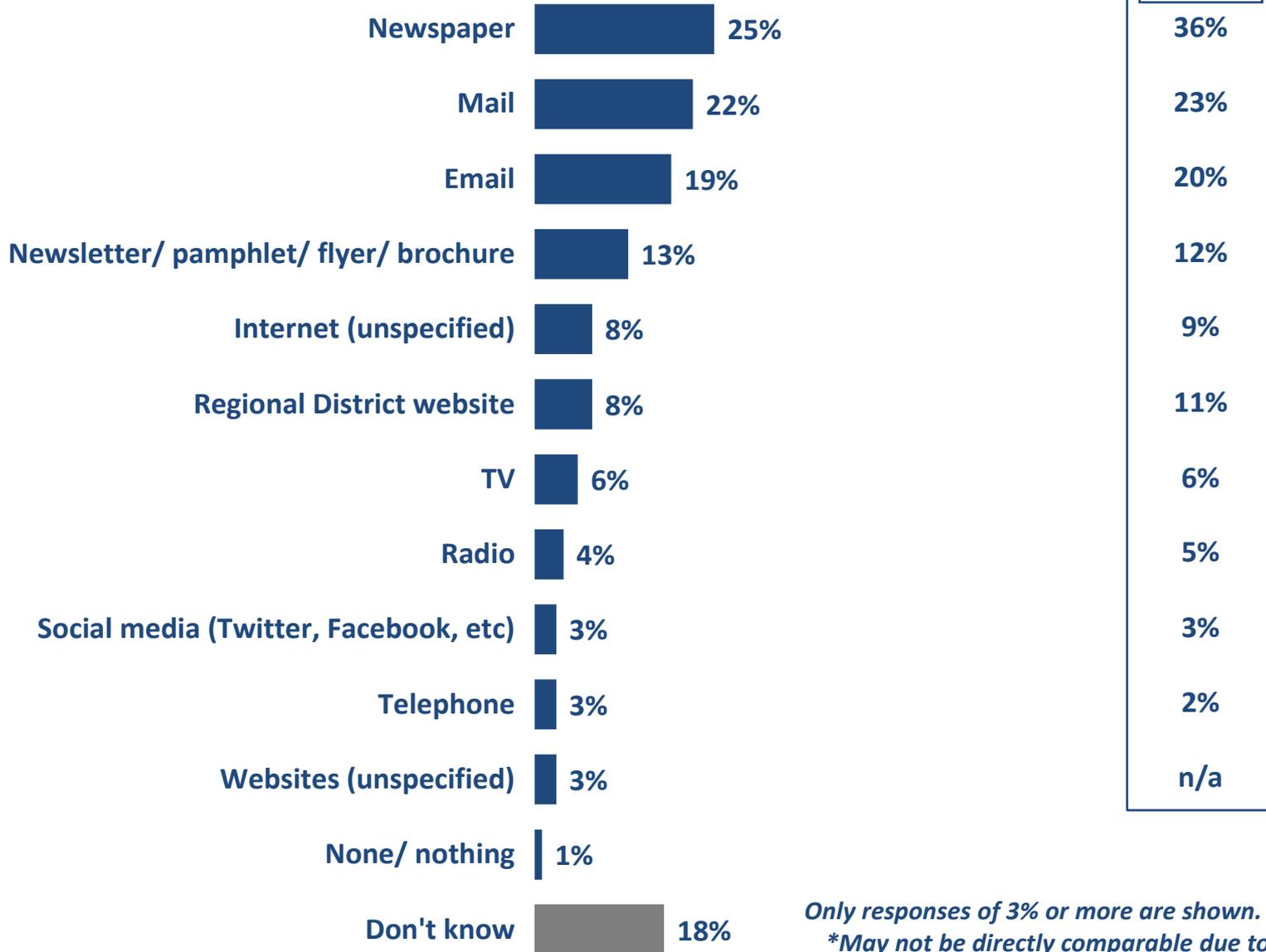
A preference for newspaper communications is consistent with what is typically seen in other British Columbian municipalities.

### ***Analysis by Demographic Subgroup (Age)***

As might be expected, preferred communication channels vary by age, with younger residents generally demonstrating greater interest in electronic methods and older residents leaning towards traditional paper methods. Highlights of this analysis have been included below:

- Newspaper: mentioned by 29% of those who are aged 55 years or older and 27% of 35 to 54 year olds vs. 10% of 18 to 34 year olds.
- Mail: mentioned by 26% of 35 to 54 year olds vs. 19% of those who are 55 years or older.
- Email: mentioned by 26% of 18 to 34 year olds and 24% of 35 to 54 year olds vs. 12% of those who are 55 years or older.
- Newsletter/pamphlet/flyer/brochure: mentioned by 17% of those who are 55 years or older vs. 7% of 18 to 34 year olds and 11% of 35 to 54 year olds.
- Internet: mentioned by 11% of 35 to 54 year olds vs. 6% of those who are 55 years or older.
- Social media: mentioned by 10% of 18 to 34 year olds vs. 1% of those who are 55 years or older and 2% of 35 to 54 year olds.

# Preferred Communication Channels



*Only responses of 3% or more are shown.  
\*May not be directly comparable due to different question wording.*

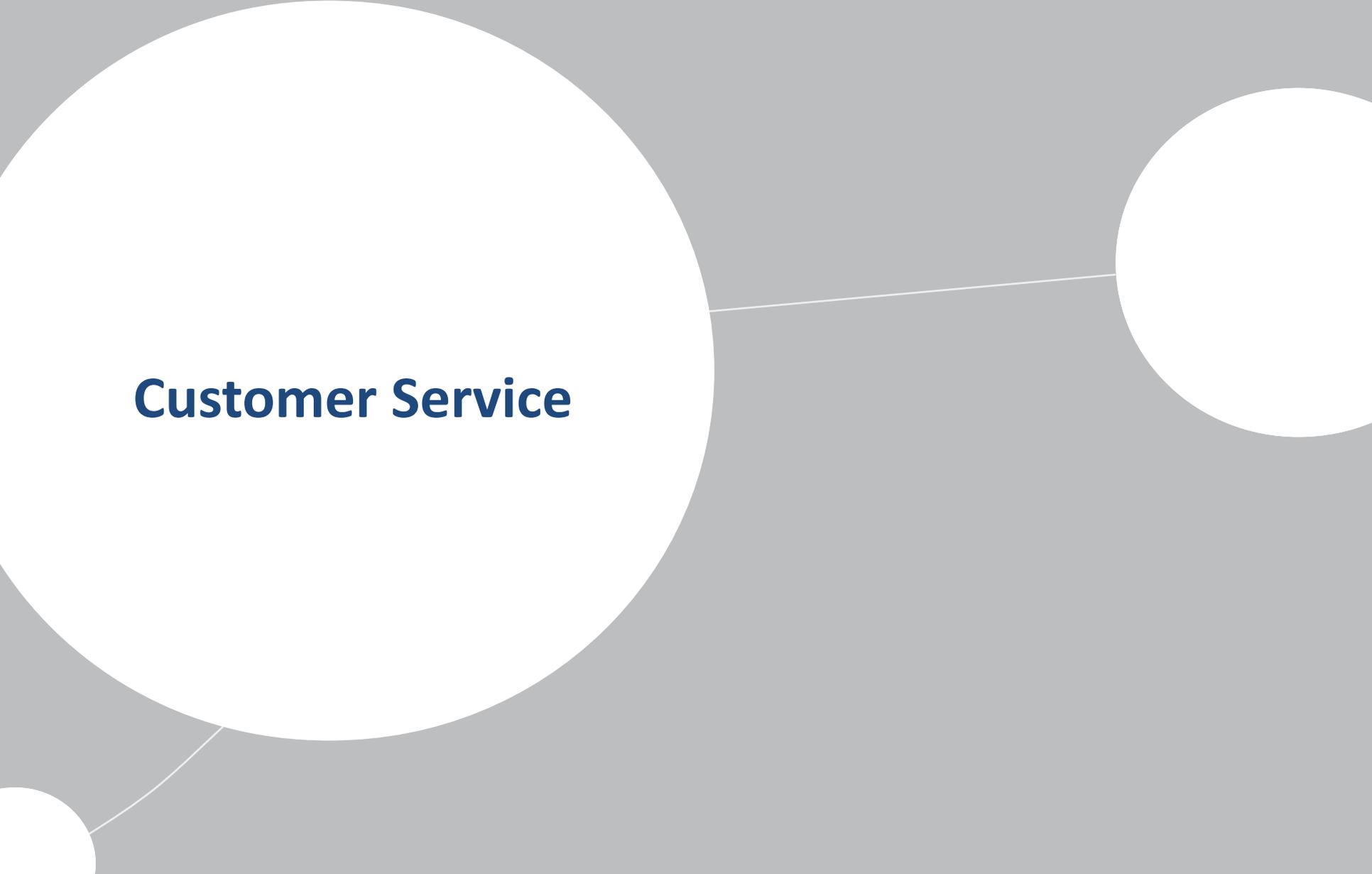
Base: All respondents (n=1325)

q13. And what methods would be best for the Regional District of Nanaimo to communicate information to you?

## *Analysis by Demographic Subgroup (Community)*

Analysis by community reveals a number of significant differences; a summary of how the results break out by community can be found in the table below.

Option	Nanaimo	Parksville	Qualicum Beach	Lantzville	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area E	Electoral Area F	Electoral Area G	Electoral Area H
Newspaper	31%	22%	38%	25%	8%	17%	1%	1%	16%	2%	7%
Mail	25%	27%	26%	21%	13%	16%	16%	0%	30%	3%	11%
Email	23%	20%	22%	23%	8%	20%	12%	1%	14%	3%	14%
Newsletter/ pamphlet/flyer/ brochure	15%	19%	17%	25%	5%	5%	13%	4%	5%	2%	3%
Internet (unspecified)	9%	12%	14%	11%	3%	2%	6%	1%	12%	0%	5%
Regional District website	10%	5%	10%	14%	2%	12%	8%	1%	4%	1%	2%
TV	7%	10%	4%	13%	0%	3%	10%	0%	7%	0%	2%
Radio	4%	3%	6%	3%	0%	2%	3%	1%	5%	0%	1%
Social media	4%	5%	3%	2%	0%	1%	11%	0%	0%	0%	0%
Telephone	4%	0%	5%	2%	2%	0%	1%	0%	5%	0%	0%
Websites (unspecified)	1%	2%	0%	1%	6%	6%	3%	14%	6%	6%	5%



**Customer Service**

# Over one-third of residents have contacted or dealt with the Regional District of Nanaimo in the last 12 months

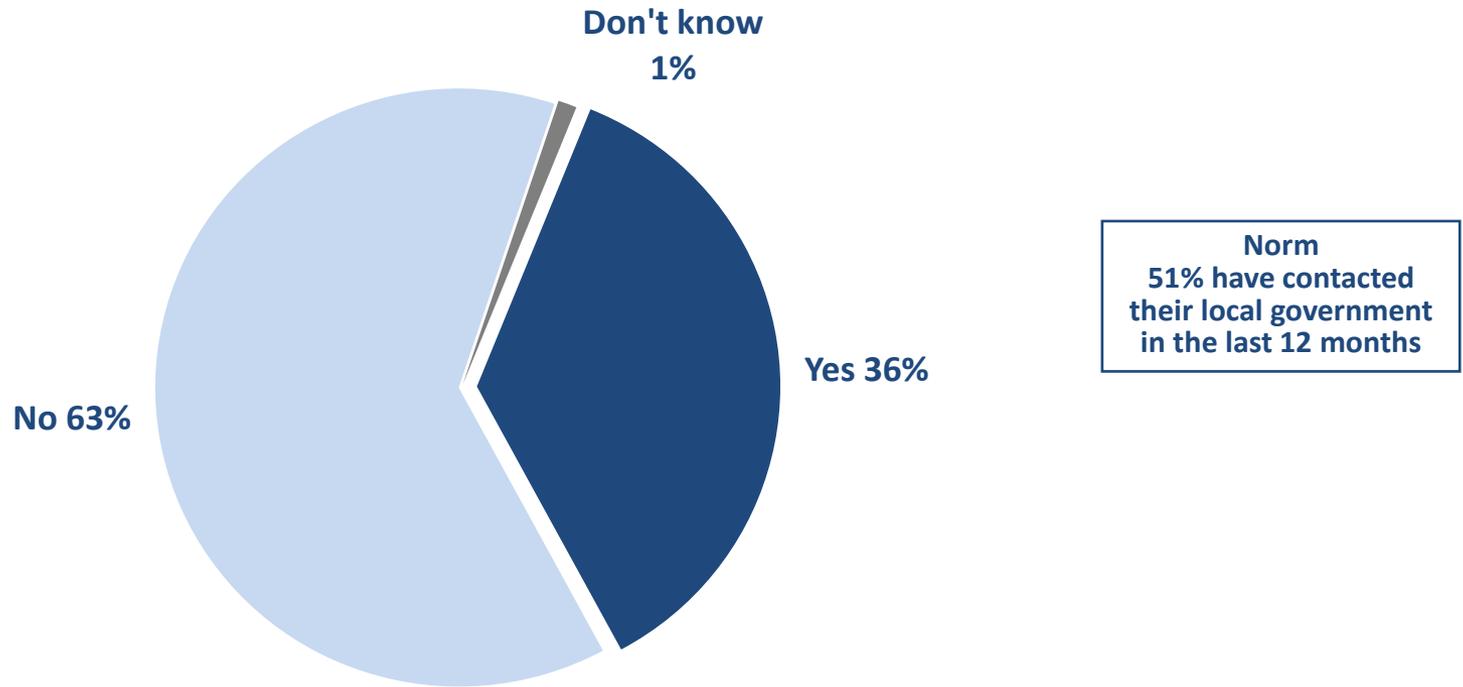
In the last 12 months, 36% of citizens say they personally contacted or dealt with the Regional District of Nanaimo or one of its employees.

Citizen contact with the Regional District of Nanaimo is lower than what is typically seen in other British Columbian municipalities (BC norm: 51% contacted or dealt with their local government in the last 12 months).

## *Analysis by Demographic Subgroup*

Contact with the Regional District of Nanaimo is generally more common among those living in the Electoral Areas.

	Nanaimo	Parksville	Qualicum Beach	Lantzville	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area E	Electoral Area F	Electoral Area G	Electoral Area H
Contacted Regional District Last 12 Months	32%	29%	32%	29%	48%	27%	45%	55%	48%	54%	46%



Base: All respondents (n=1325)

Q14. In the last 12 months, have you personally contacted or dealt with the Regional District of Nanaimo or one of its employees?

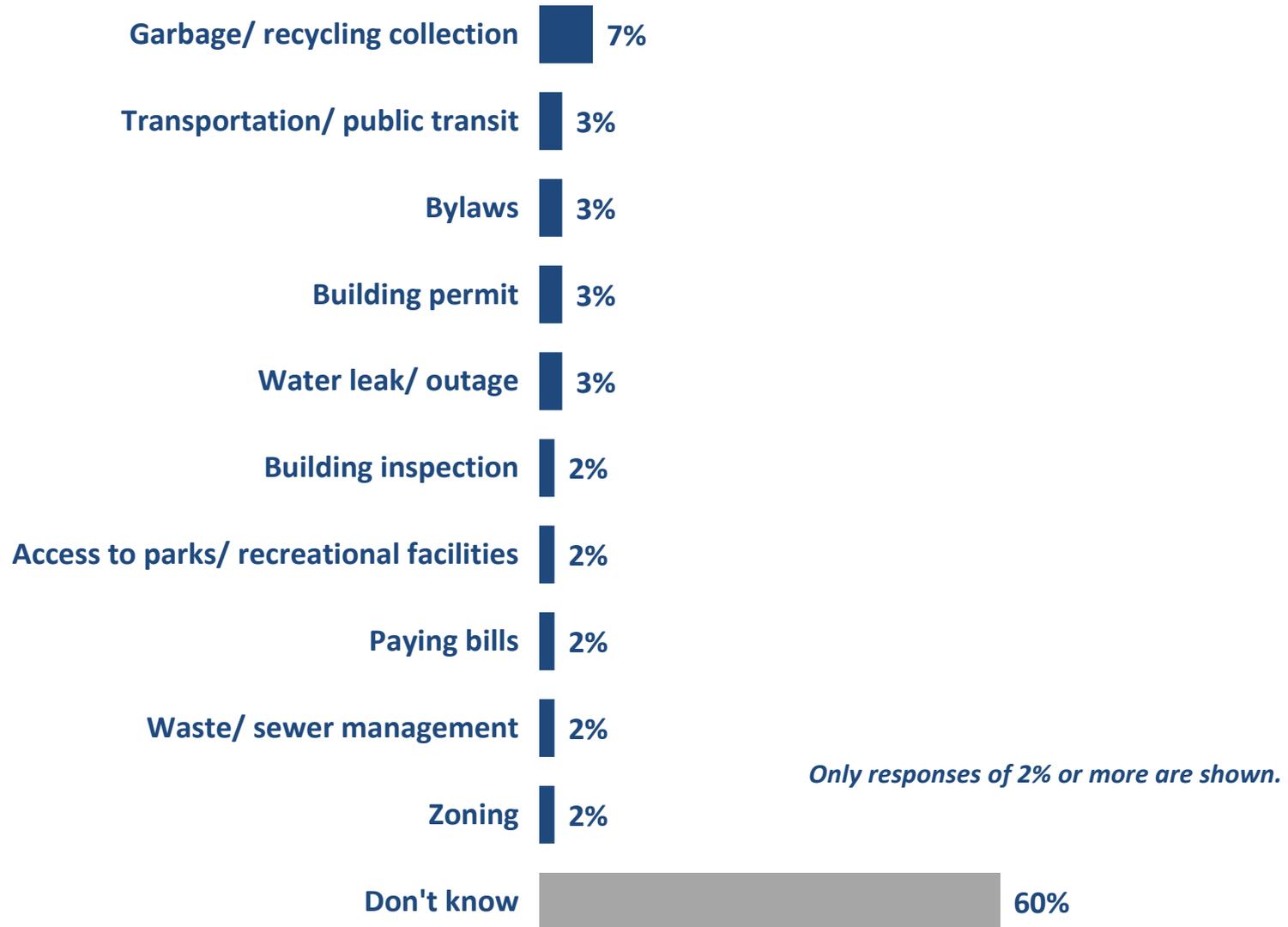
When asked to provide the main reason for contacting the Regional District of Nanaimo, 7% of those who were in contact mention “garbage/recycling collection”. Other reasons include “transportation/public transit” (3%), “bylaws” (3%), “building permit” (3%), and “water leak/ outage” (3%).

Of note, six-in-ten (60%) are unable to recall the reason they contacted the Regional District of Nanaimo.

Normative comparisons are unavailable for this question.

### ***Analysis by Demographic Subgroup***

Analysis by demographic subgroup is not recommended for this question.



Base: Those who contacted the Regional District (n=510)

Q15. What was the main reason you contacted the Regional District of Nanaimo?

# Citizens are generally satisfied with the service they receive when contacting the Regional District of Nanaimo

Among those who contacted or dealt with the Regional District of Nanaimo in the past 12 months, 80% are satisfied with the “overall service they received”, including more than one-half (56%) saying “very satisfied”.

While overall satisfaction (combined “very/somewhat satisfied” responses) is on par with what is typically seen in other British Columbia municipalities, the intensity of satisfaction is higher in the Regional District of Nanaimo (BC norm: 51% “very satisfied”).

Further questioning reveals that citizens are most satisfied with “staff’s courteousness” (92% satisfied, 72% “very satisfied”).

The vast majority of citizens are also satisfied with:

- “Staff’s helpfulness” (86% satisfied, 59% “very satisfied”);
- “Staff’s knowledge” (86% satisfied, 54% “very satisfied”);
- “The speed and timeliness of service” (86% satisfied, 53% “very satisfied”); and,
- “The ease of reaching staff” (86% satisfied, 49% “very satisfied”).

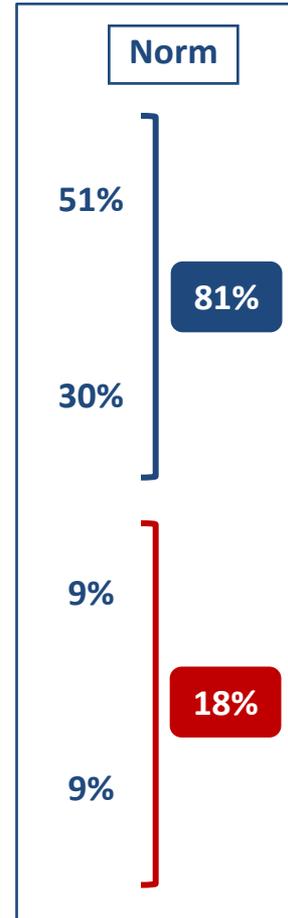
In comparison, satisfaction with “staff’s ability to resolve your issue” is slightly lower (73% satisfied, 47% “very satisfied”), although still well above majority approval.

Satisfaction with the above service elements is generally consistent with what is typically seen in other British Columbia municipalities with one exception. Specifically, residents of the Regional District of Nanaimo are more satisfied than average with “the speed and timeliness of service”.

## ***Analysis by Demographic Subgroup***

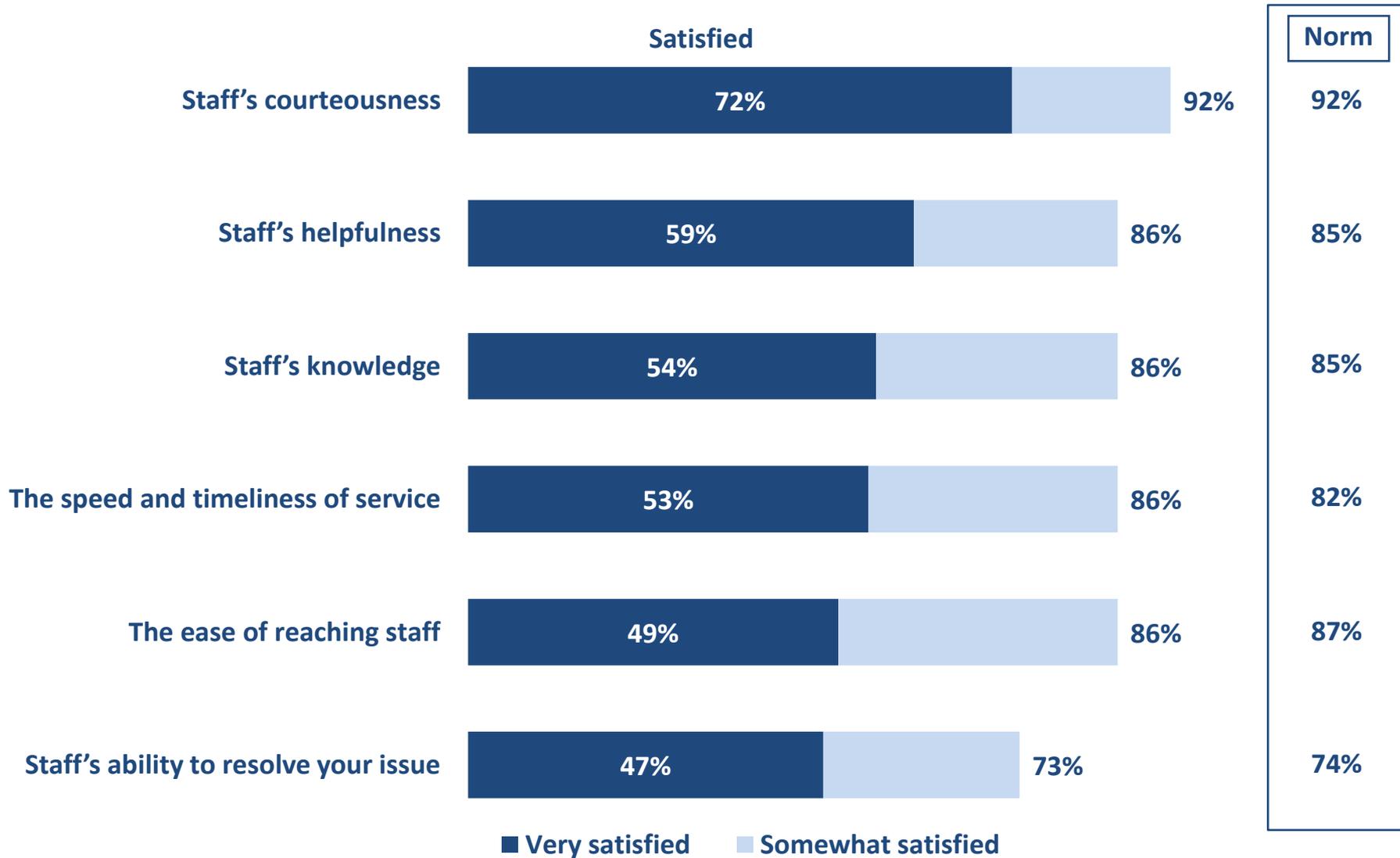
Overall satisfaction with service received is consistent across all key demographic subgroups.

# Overall Satisfaction with Service Received



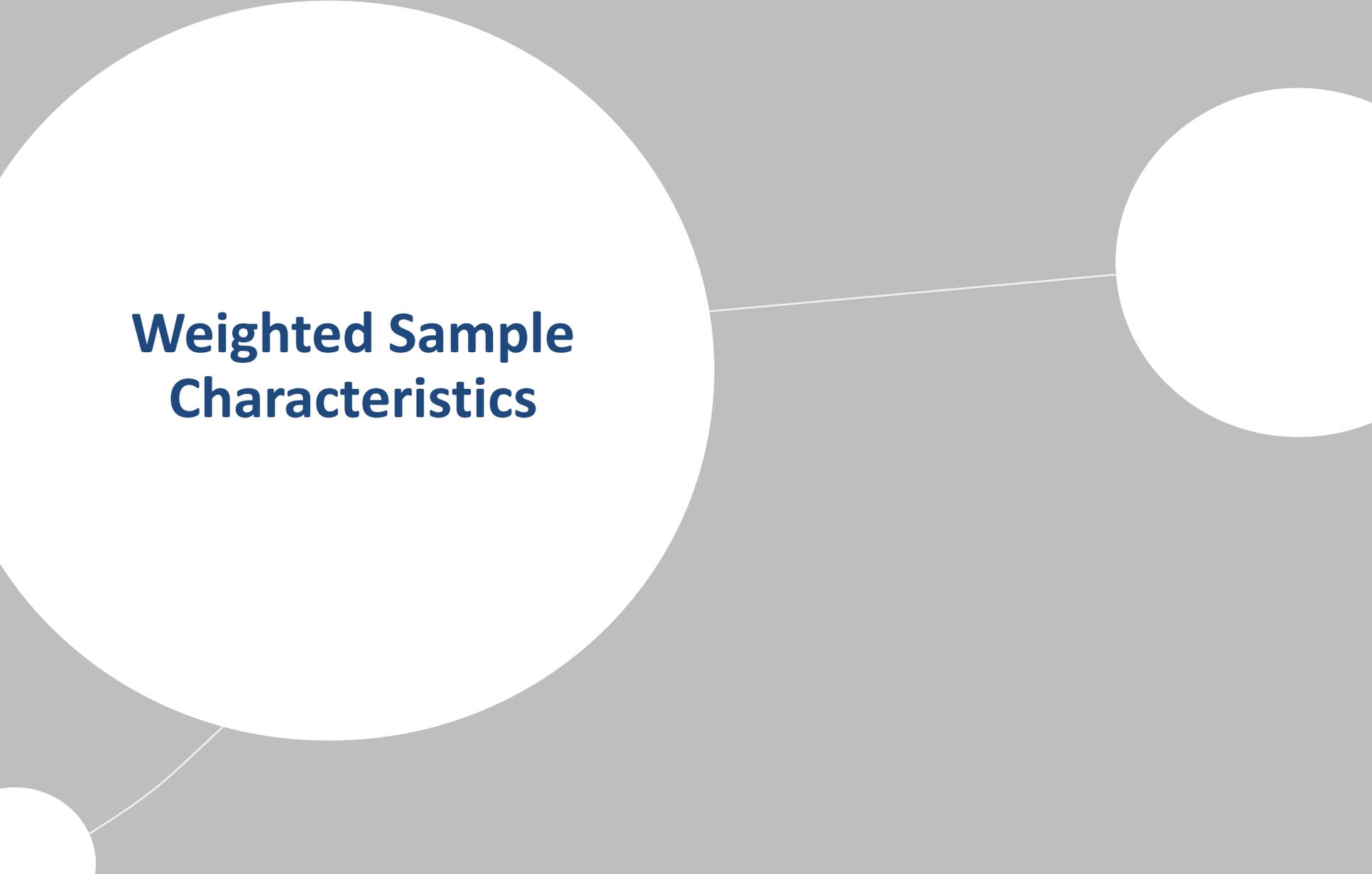
Base: Those who contacted the Regional District of Nanaimo (n=510)

Q16. How satisfied are you with the overall service you received?



Base: Those who contacted the Regional District of Nanaimo (n=510)

Q17. And, how satisfied are you with [INSERT ITEM]?



# **Weighted Sample Characteristics**

## Gender

Male	47%
Female	53%

## Age

18 to 24	6%
25 to 34	14%
35 to 44	11%
45 to 54	23%
55 to 64	16%
65 or older	30%

## Length of Residency

Less than one year	2%
1 to 5 years	15%
6 to 10 years	20%
11 to 15 years	13%
16 to 20 years	12%
21 to 25 years	11%
26 to 30 years	7%
31 to 35 years	6%
Over 35 years	14%

*Mean 19 years*

## Homeownership

Own	82%
Rent	15%
Refused	3%

## Children in Household

Yes	25%
No	75%