

# 2017 Citizen Satisfaction Survey Final Report

Survey conducted for the City of Colwood by:

**DISCOVERY RESEARCH** 

### **Purpose**

- Apply scientific methods to public consultation.
- Hear from a broad range of citizens rather than a vocal minority.
- Understand citizens' needs, concerns & priorities.
- Identify areas for improvement.
- Inform strategic plans, financial plans, and departmental work plans.
- Provide a benchmark against which to measure the City's progress over time.

### Methodology

- Randomized Telephone Survey conducted by Discovery Research
- The number of people surveyed was 400
- 18+ years and lived within City of Colwood
- Statistics accurate within ±4.9%, at the 95% confidence interval (19 times out of 20)
- Online survey available on Colwood.ca
  - 79 online surveys completed



# Weighting

Age	Population from 2011 Census	Unweighted Sample	Weighted Sample
18-44	46%	24%	46%
45-64	38%	51%	38%
65+	17%	25%	17%



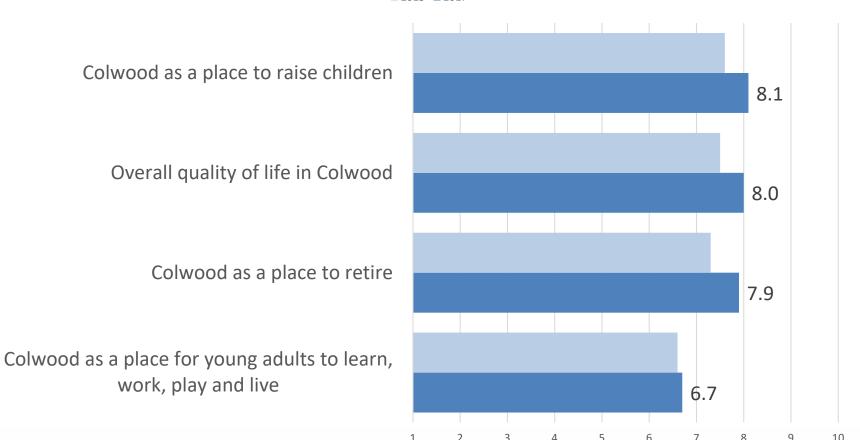
### Key Findings

- Quality of life in Colwood rates exceptionally high at 8 out of 10.
- Colwood rated higher as a place to raise children and a place to retire, and slightly lower as a place for young adults to live, learn, work and play.
- Most respondents (73%) feel quality of life has improved or stayed the same compared to 5 years ago.
- What people value most about Colwood is its location, proximity to the ocean, access to nature and outdoor recreation, and peacefulness of the community.
- Traffic ranks highest as an issue facing Colwood, followed by Development and Urban Planning.
- Service ratings for knowledge, fairness, and response time are high, but were slightly lower than the previous survey.
- Areas of excellence include fire service, City trails, parks & playgrounds, winter road maintenance and the yard waste program.
- The lowest rated City service is sidewalks. Other services showing room for improvement included land use planning and diverse and affordable housing.



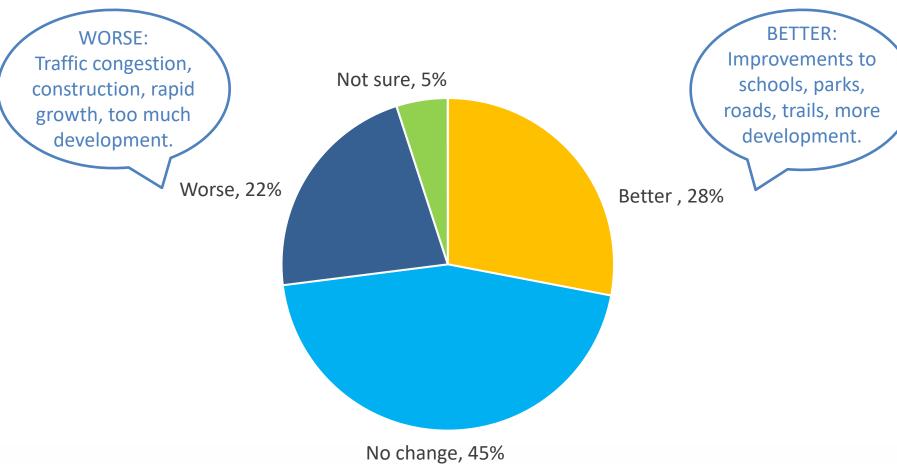
# Quality of life in Colwood





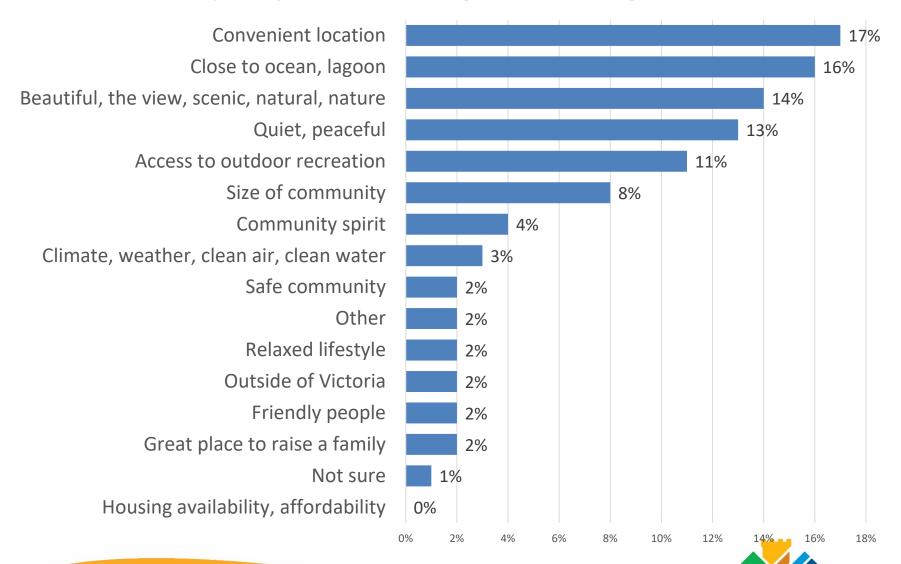


# Compared to 5 years ago, how do you feel quality of life in Colwood has changed?

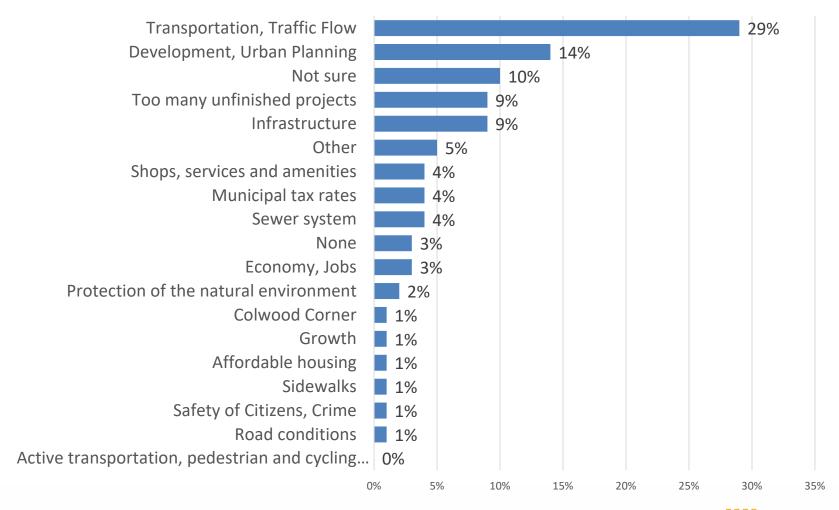




#### What is your favourite thing about living in Colwood

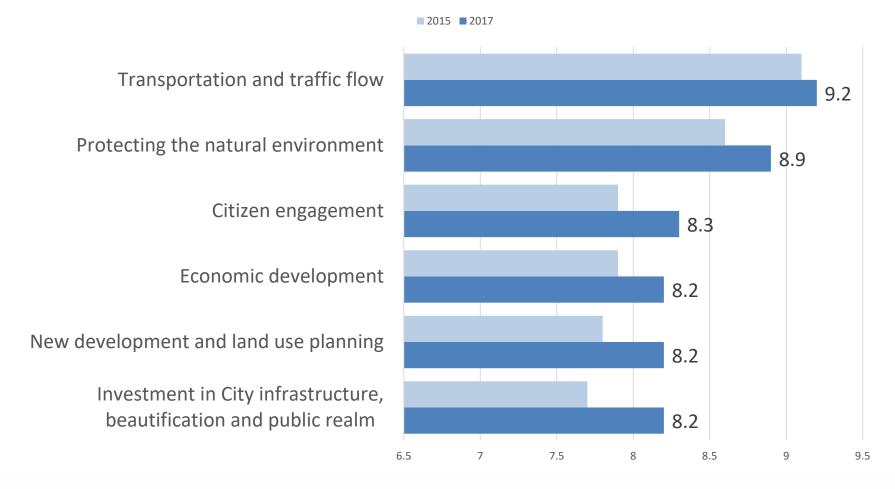


# What is the single most important issue facing Colwood?





#### How important are the following issues?



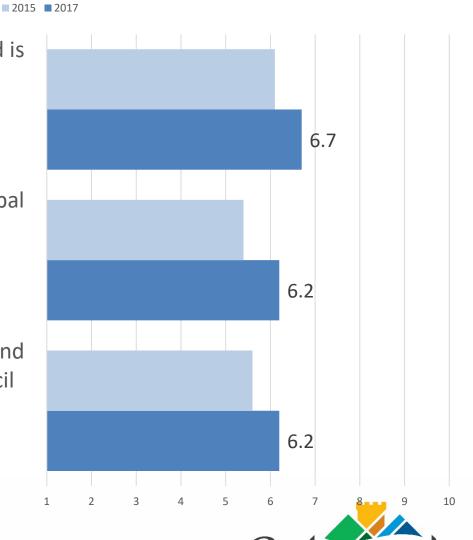


## Overall Satisfaction with City of Colwood

In general, I believe the City of Colwood is doing a good job.

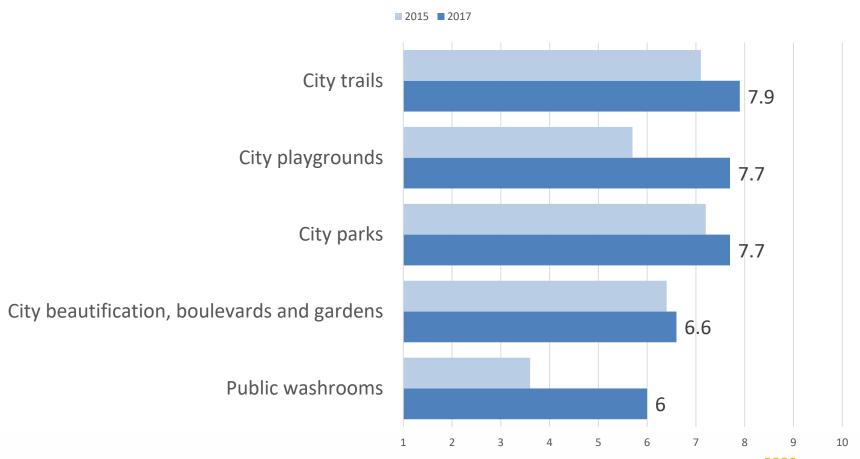
I receive good value for the municipal taxes I pay

The City of Colwood listens to citizens and encourages their involvement in council decision making



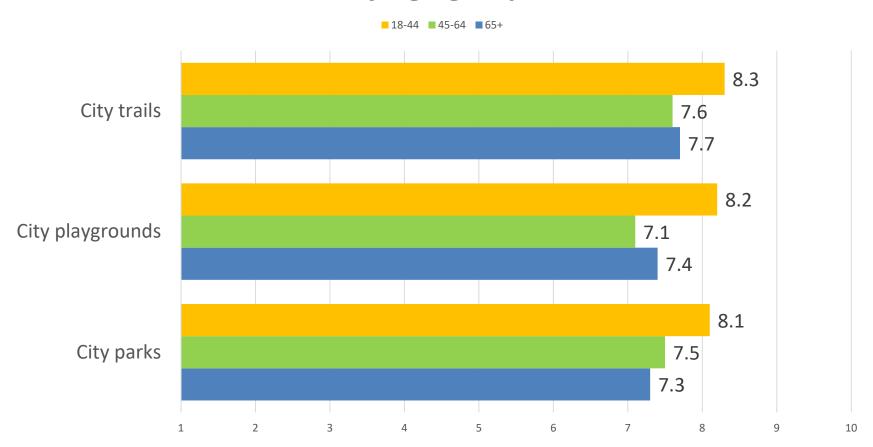
### Satisfaction with Services

#### Satisfaction with Recreation and Leisure Services



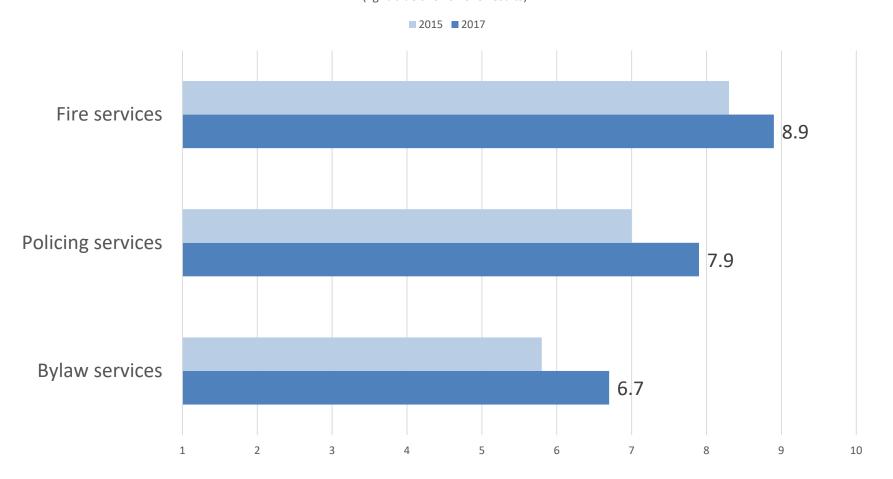


# Satisfaction with Recreation and Leisure Services by age group



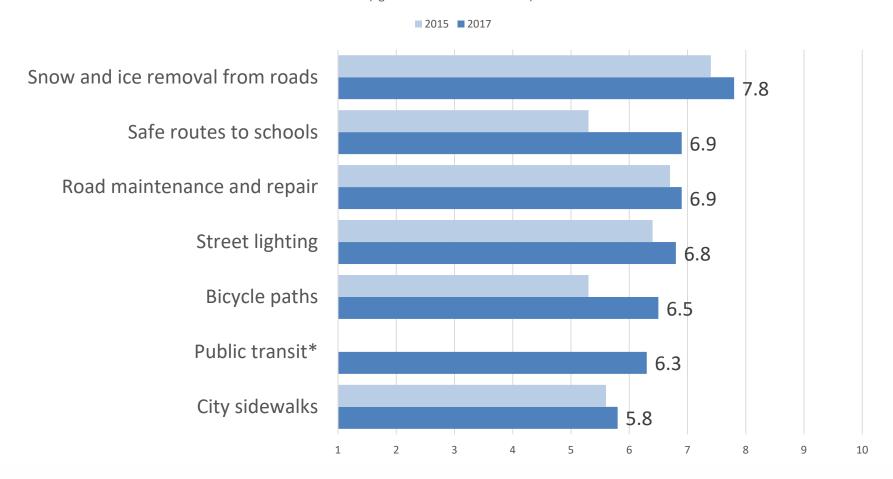


#### Satisfaction with Community Safety Services



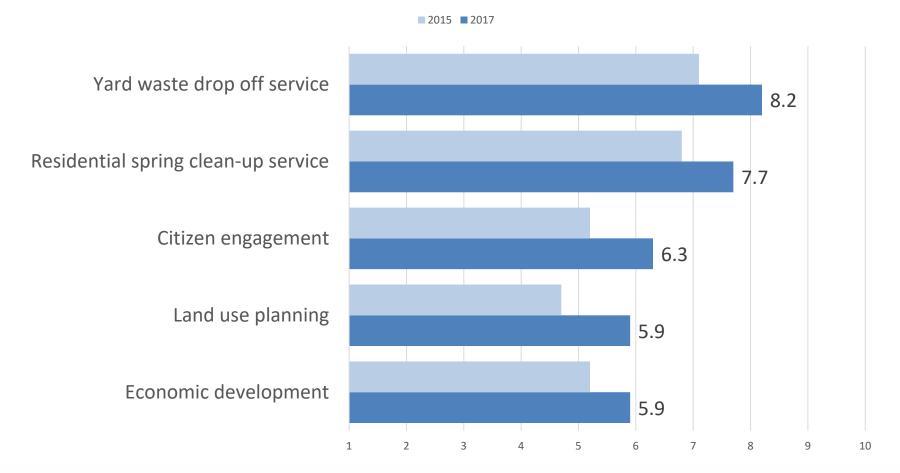


#### Satisfaction with Roads & Transportation Services





#### Satisfaction with City Services





#### **Satisfaction with Community Amenities**

(light blue shows 2015 results)



Community, cultural and recreational events

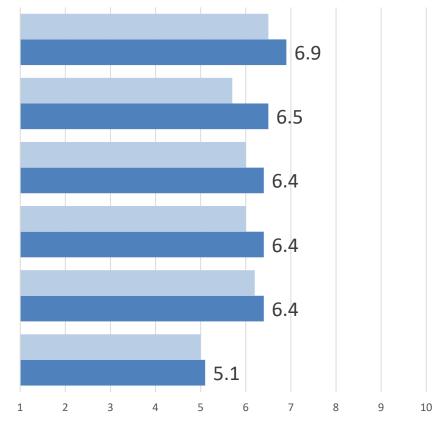
Quality of new developments

Health and social services

Availability of shops, services and employment

Design of streets, public spaces and boulevards

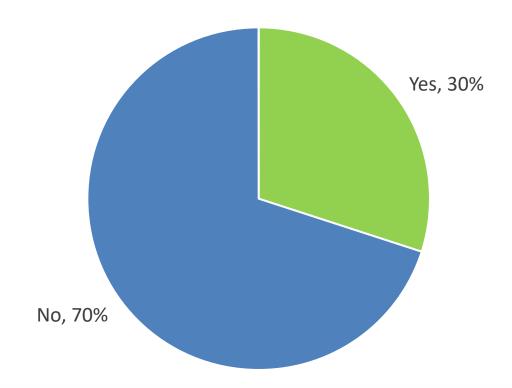
Diverse and affordable housing options





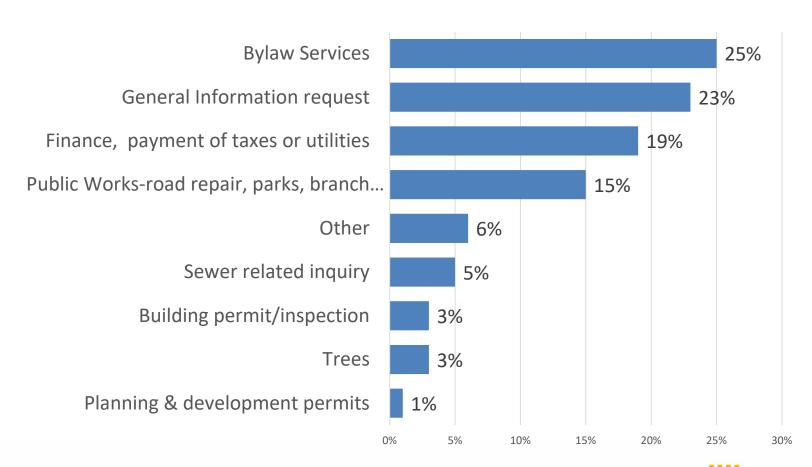
## City Staff

Have you had contact with City staff over the past 12 months in person, by phone, email or online?



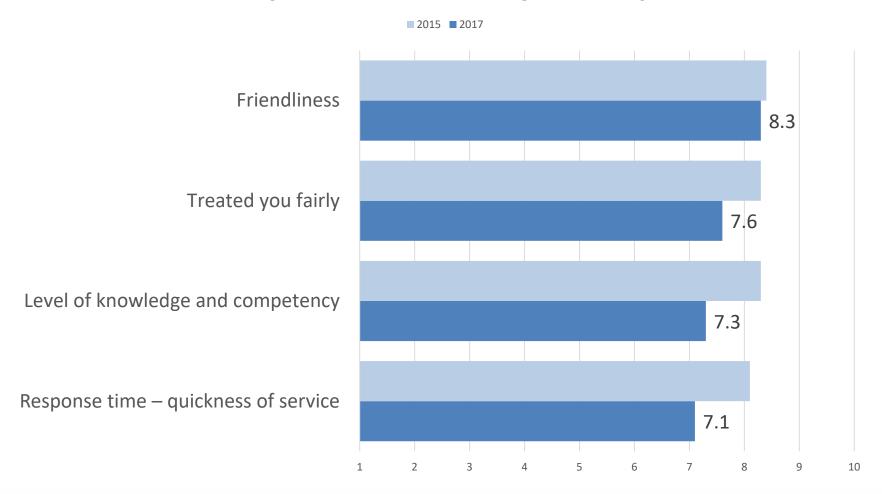


# During your most recent contact, what service were you seeking?



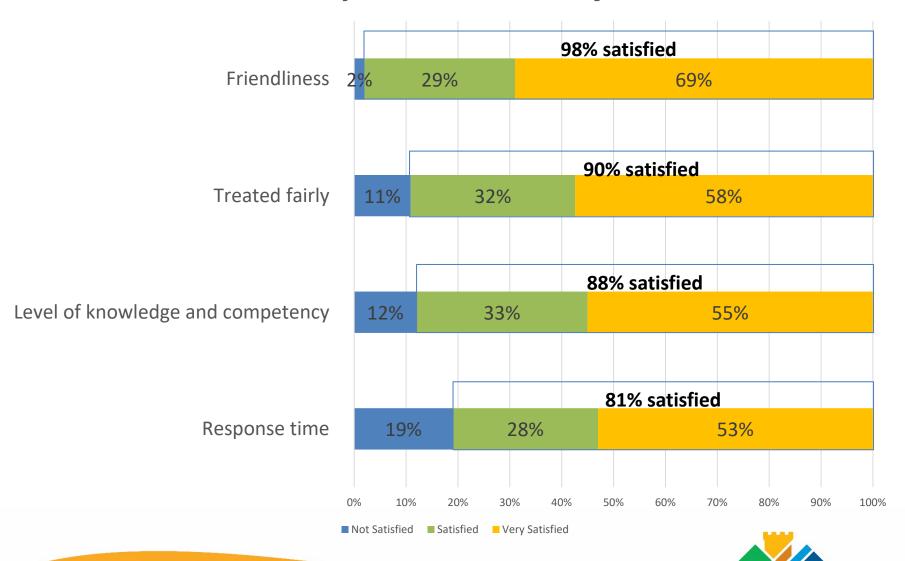


#### How would you rate the level of service provided?





#### How would you rate the level of service?



## Official Community Plan Update

#### Level of agreement with OCP Directions

Increase transportation choice to ease traffic congestion

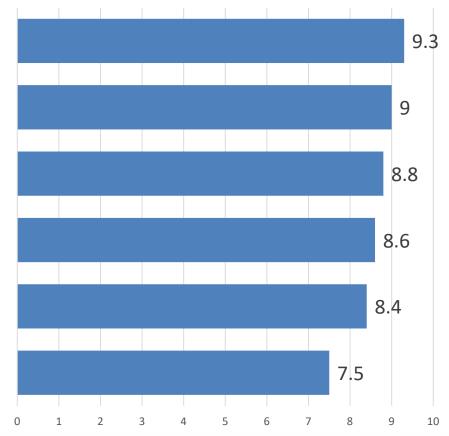
Make the waterfront accessible while protecting sensitive areas

Make walking, cycling and transit realistic options

Shape new development to fit the natural environment rather than altering natural features

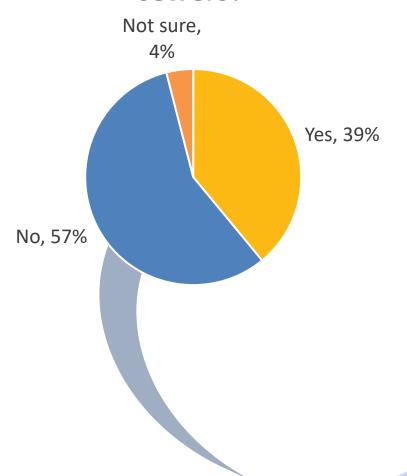
Focus development in areas identified as city centres such as Colwood Corners, Sooke Road and Royal Bay

Make the waterfront a world class destination with a seaside village at Royal Bay





# *Is your property connected to sewers?*



# Would you connect to sewers if it was an option? Not sure,

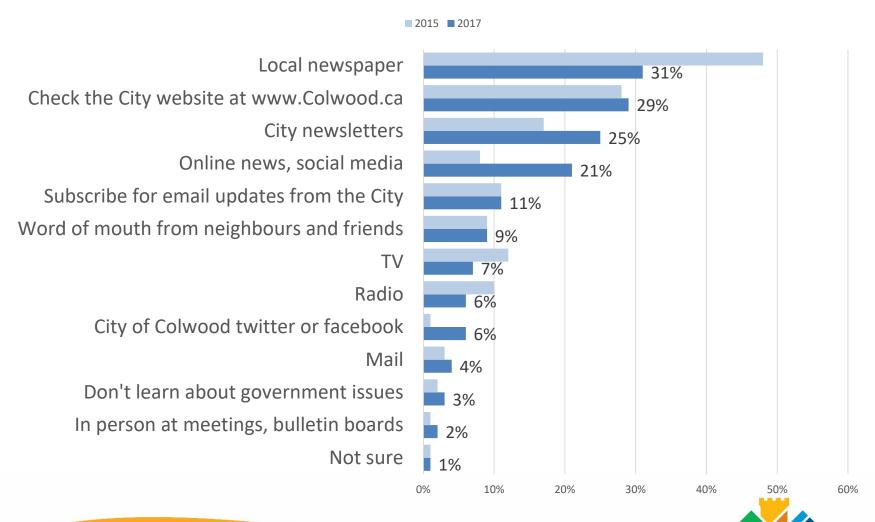
Depends on cost, 43%

No, 19%



#### **Communications**

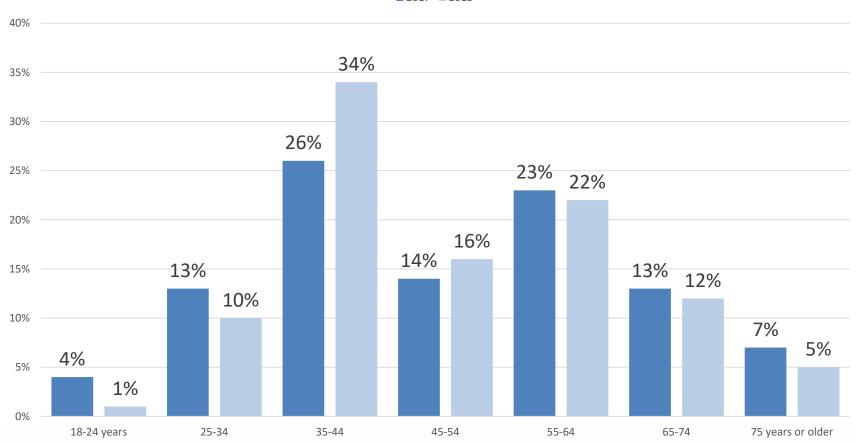
#### Hearing about what's going on in the City



#### **About You**

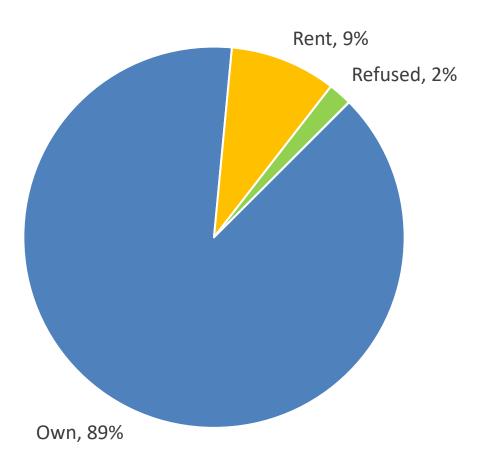
#### Which age group do you fall into?

**2017 2015** 





#### Do you own or rent your place of residence?





#### How long have you lived in Colwood?

