

ONLINE SURVEY

October 27 2016 - February 8, 2017

A total of 1096 unique visits were made the survey website, with **779 surveys completed** – a 71% completion rate. Results are as follows:

IDENTITY: WHO WILL COLWOOD BE?



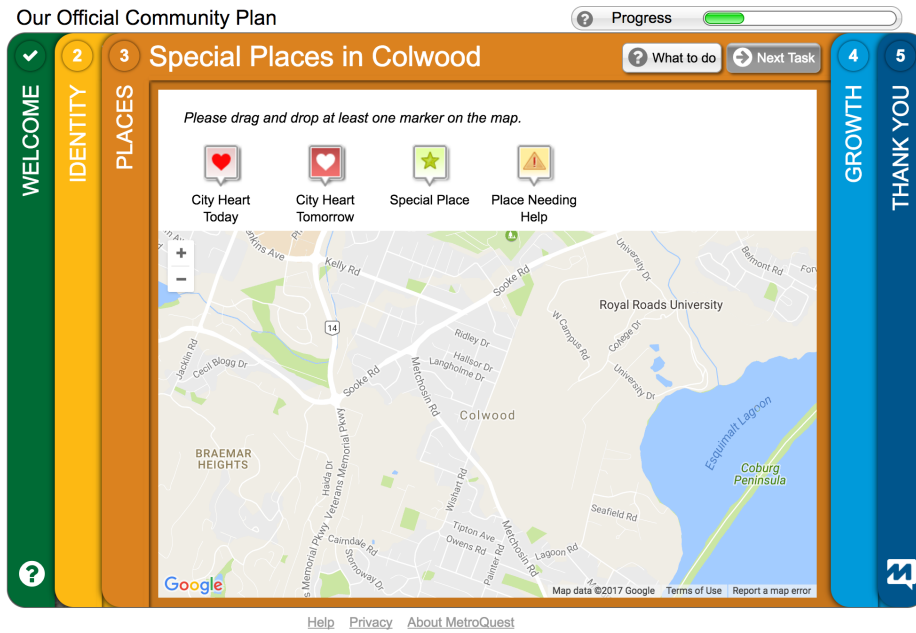
Participants selected their top five priorities for the City of Colwood from a list of eight options, based on the following question:

Growth brings change. New people, new homes, new businesses, and new amenities will continue to shape Colwood's identity. Which words best describe the way you want Colwood to be in the future? What will it be known for?

The number of times each option was selected is as follows:

1. **Green and Clean (531)**
2. **Oceanfront Community (513)**
3. **Small Vibrant Villages (485)**
4. Quiet Neighbourhoods (467)
5. Joyful Mobility Options (402)
6. Diverse Housing Options (352)
7. A Suburb of Victoria (146)
8. More like a Big City (49)

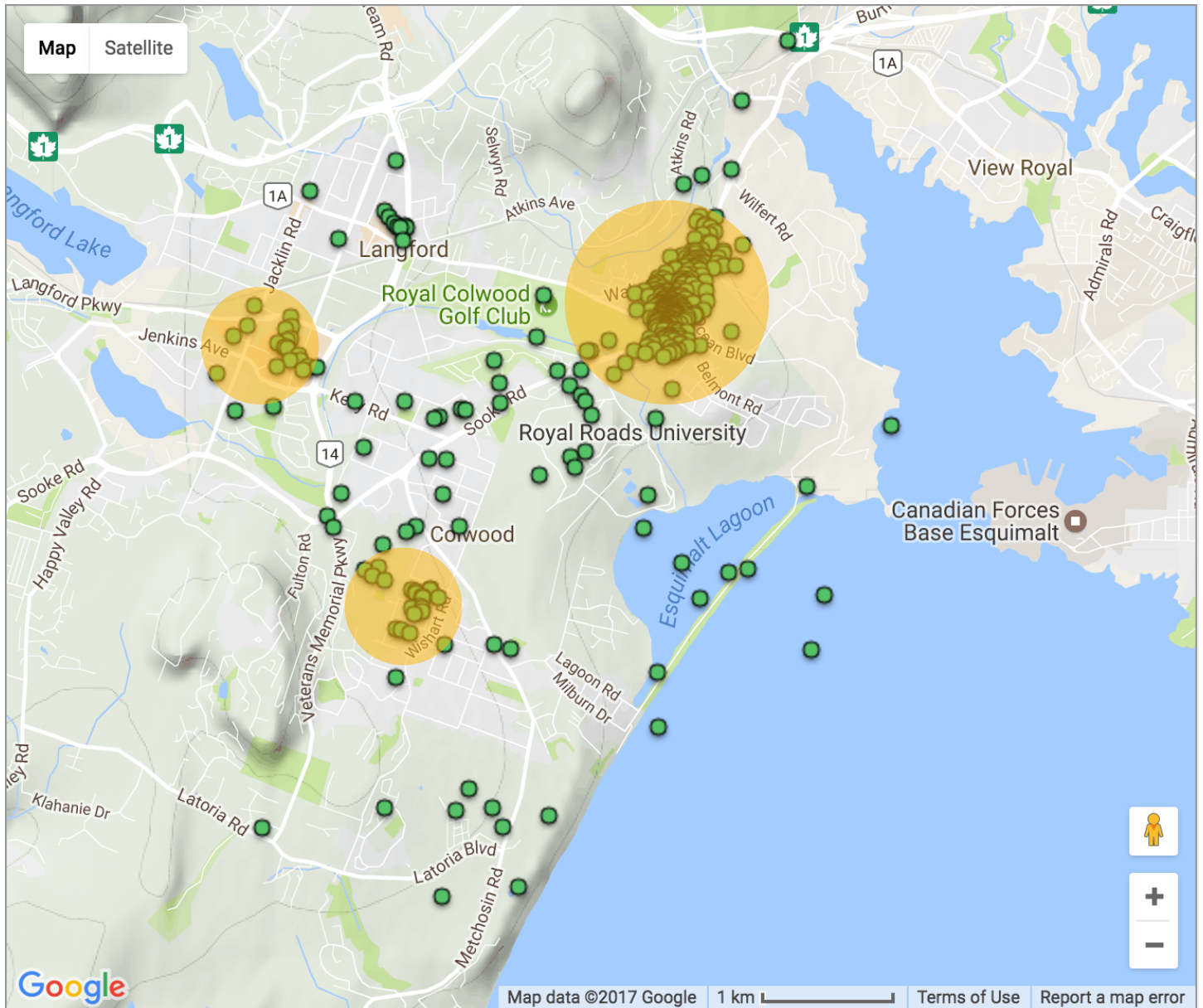
SPECIAL PLACES IN COLWOOD



The survey asked participants to identify the following locations on a map of Colwood:

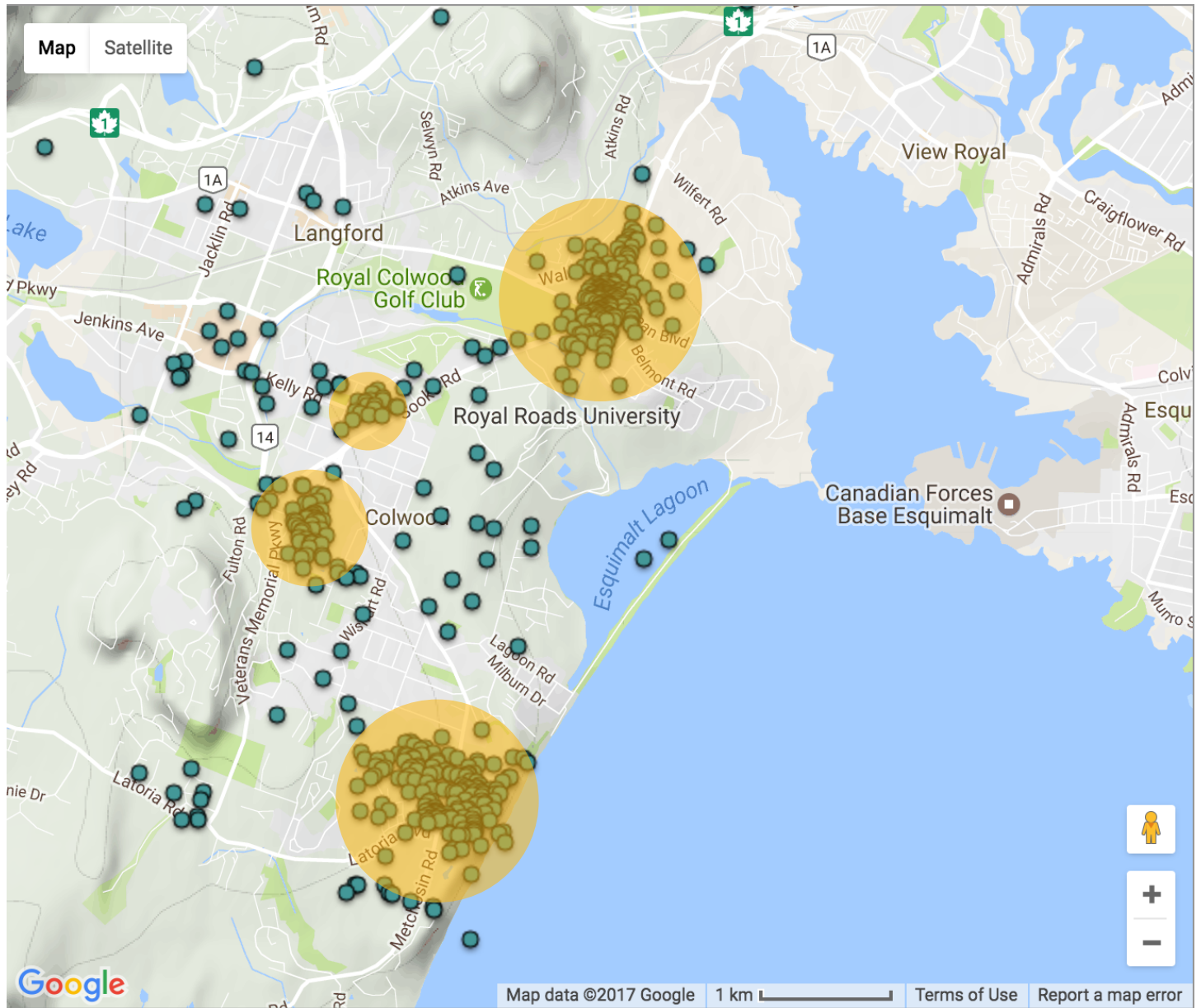
- City Heart Today
- City Heart Tomorrow
- Special Places
- Places Needing Help

City Heart Today



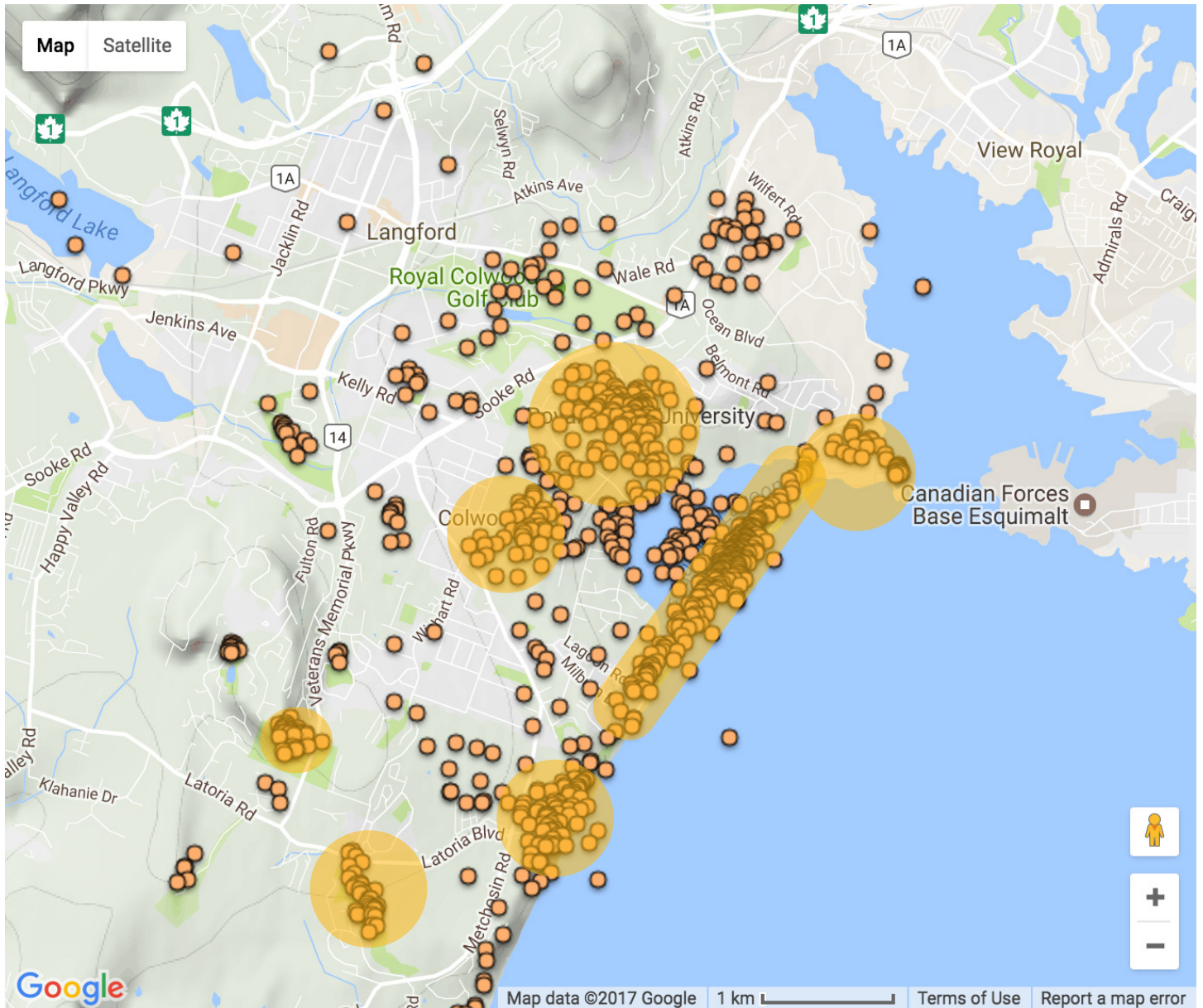
The most frequently selected location was Colwood Corners. Other nodes include Westshore Town Centre (Langley) and City Hall.

City Heart Tomorrow



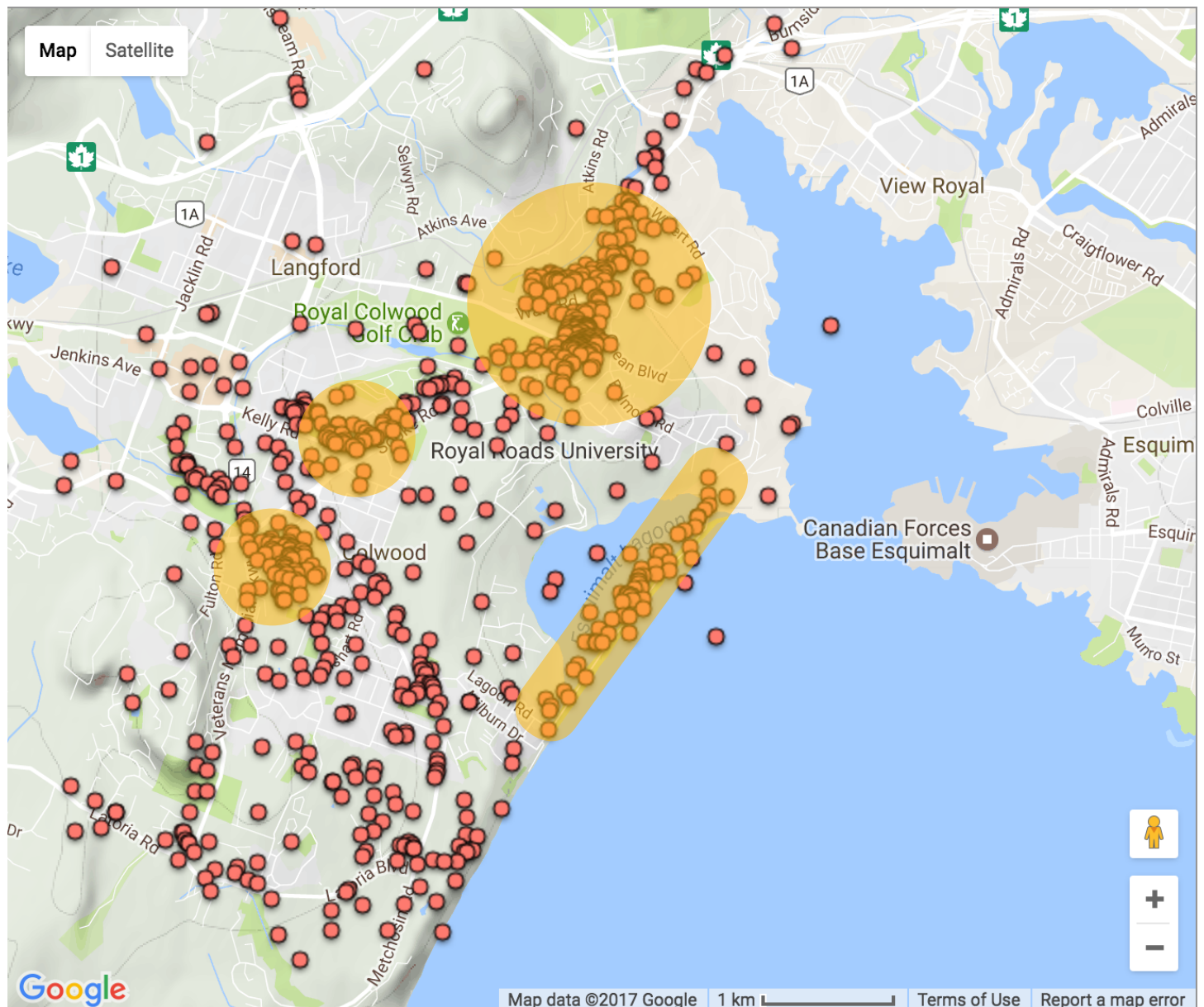
The most frequently selected locations were Colwood Corners and Royal Bay. Other nodes include the undeveloped lands to the northwest of City Hall and Hatley Plaza.

Special Places



The most frequently selected location was Hatley Castle/ Royal Roads University and Ocean Boulevard / the lagoon. Other nodes include Havenwood Park, Latoria Creek Park, Fisgard Lighthouse, and Royal Bay.

Places Needing Help



The most frequently selected location was Colwood Corners. Other nodes include Ocean Boulevard, the undeveloped lands to the northwest of City Hall, and Hatley Plaza/ Kelly Road.

LOOK AND FEEL OF GROWTH

Our Official Community Plan

Progress

4 Look and Feel of Growth: 5Ts

What to do Next Task

WELCOME IDENTITY PLACES GROWTH THANK YOU

Town Centre

This is the heart of our community and the centre of Colwood's social, cultural, and economic life. What should shops, amenities, and public spaces there be like?

Transportation

Topography

Tidelines / Oceanfront

Trees

Pedestrian-focused village centre with shops and homes

Strip malls with lots of visible parking from the street

Commercial clusters with internal parking lots

Previous Optional comment Next Choice

Help Privacy About MetroQuest

Participants were also asked to identify the desired “look and feel” of growth based on the project’s 5Ts: Town Centre, Transportation, Topography, Tidelines/ Oceanfront, and Trees. Participants were shown a set of images, and asked to choose the image that they most preferred. Results are presented on the following pages.

Town Centre



Pedestrian focused village centre with shops and homes



Strip malls with lots of visible parking from the street



Commercial clusters with internal parking lots

Transportation



Streets that prioritize walking and cycling environments



Streets that prioritize driving



Streets that prioritize transit alongside other modes

Topography



Hillside development using retaining walls



Hillside development fit into natural environment

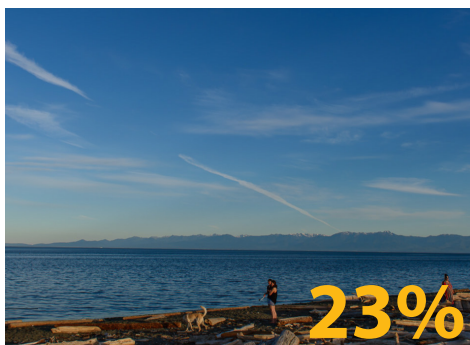


Maintain natural environment in original states

Tidelines/ Oceanfront



Boardwalks and natural area



Tidelines in their natural state



Hard-scaped boardwalks and lots of amenities

Trees



New development with little to no trees



New development that first incorporates new trees

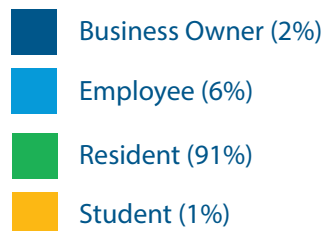
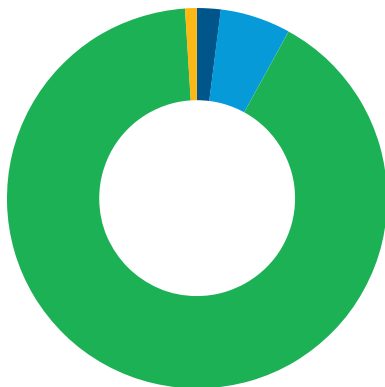


New development that first protects existing trees

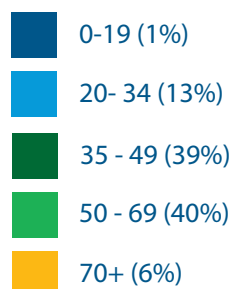
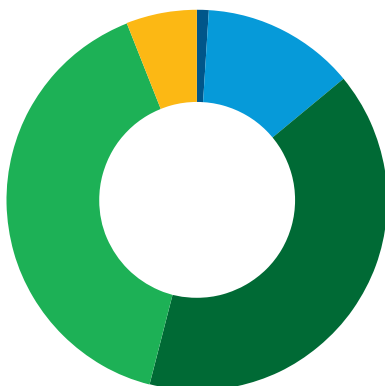
DEMOGRAPHICS

Based on demographic input provided, the survey was successful in reaching diverse age groups, though youth were under-represented. Most respondents identified as residents, however input was also provided by others identifying as business owners and employees.

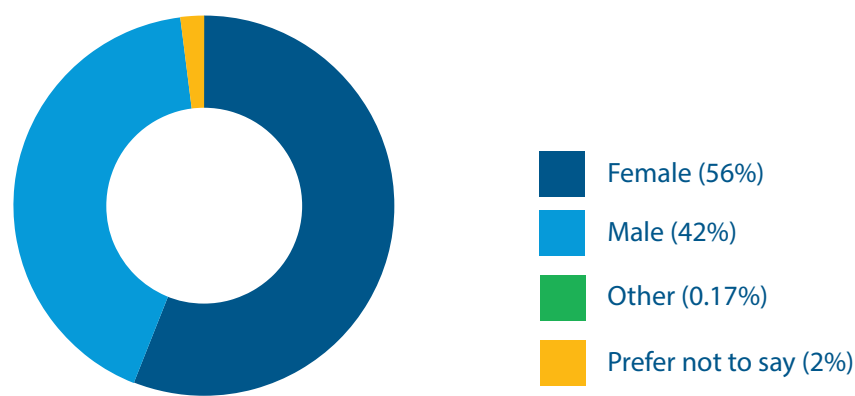
What is your link to Colwood?



What is your age?



What is your gender?



Visits by Date

This information shows when visitors participated in the survey (“visitors with data”). Peaks correspond with communications and outreach efforts undertaken by the City of Colwood, in terms of mail outs, social media posts, and more.

