



To: Rob Buchan  
Chief Administrative Officer

Date: June 20, 2016

From: Coralie Breen  
Planner

File: 6440-20; 6480

Re: **District of North Saanich Community Survey Final Report (May 30, 2016)**

---

**RECOMMENDATION:**

That Council:

1. receive this staff report (June 20, 2016) for information; and
2. direct staff to proceed with Option I Make Changes with Area 1 (McTavish) and Area 2 (Tsehum) and prepare sub-options for Council to consider.

**STRATEGIC PLAN IMPLICATIONS:**

This matter relates to the following Council strategic priorities:

*Protect and Enhance Rural, Agricultural, Heritage, Marine and Environmental Resources*

The Official Community Plan (OCP) states that the vision statement should be considered as the foundation or cornerstone of the principles for OCP direction on land use. The vision is to:

*Retain the present rural, agricultural and marine character of the community.*

The primary objective of the District of North Saanich 2016 Community Survey was to obtain feedback on the core community values and goals reflected in the Official Community Plan (OCP), and on whether Area 1 (McTavish) and Area 2 (Tsehum) as currently in the OCP is consistent with those values.

**INTRODUCTION/BACKGROUND:**

The purpose of this staff report is to provide Council with:

- a) the Community Survey Final Report (May 30, 2016) (the Report); and
- b) options for next steps.

The Report (May 30, 2016) was finalized after the draft report was presented to Council (May 17, 2016). At the May 17, 2016 meeting Council directed staff to not proceed with the focus groups which were budgeted as optional supplementary research as they were considered unnecessary to further inform Council's deliberations. The final Report and appendices including the telephone and online survey questionnaires, detailed tables (May 18, 2016) and verbatims (May 27, 2016) are available on the District of North Saanich website. The May 17, 2016 Ipsos LP presentation power point is also available on the District of North Saanich website. Two sections follow to present the 1) overview of the final Report; and the 2) key findings.

## 1. Overview of the Community Survey Final Report

Ipsos conducted both a telephone survey and an online survey. The telephone survey was conducted between April 6<sup>th</sup> and 20<sup>th</sup>, 2016 and the online survey was available between April 7<sup>th</sup> and 20<sup>th</sup>, 2016.

### Telephone Survey

The telephone survey was intended to provide a random and representative sampling of community opinions. Ipsos interviewed 300 adult (18+ years) residents of North Saanich. The overall margin of error for the telephone survey, which takes into account the weighting, is +/- 6.0%, 19 times out of 20. The margin of error is larger for any sub-groupings of the sample.

### Online Survey

The online survey was intended to give all residents with an opportunity to provide their feedback. The online results shown in this report are based only on the 319 North Saanich resident respondents with no District staff in their household. No weighting was applied to the online data. No margin of error is applicable to the online results as the survey was not intended to be random or representative. To discourage individuals from completing multiple surveys, a limit was set to 3 survey completions per IP address. This limit was exceeded by only two IP addresses (total of 35 surveys, including 16 North Saanich residents and 19 non-residents). A decision was made to include these surveys in the results as it was confirmed they were completed at a verified business location among multiple employees. Ipsos reviewed the individual data and found the responses to be thoughtful and diverse (i.e. no duplication or push for a particular viewpoint) (Report, pg. 4). Ipsos reports that excluding responses from these two IP addresses (over and above the 3 allowed per IP address) would have a very minor impact on the survey results (1% change or less on most questions).

A summary and review of the methodology, including sample sizes, strengths and limitations follows in Table 1.0 below

**Table 1.0 Summary of Methodology**

Methodology	Sample	Strengths	Limitations
<b>Telephone 14 minute survey</b>	300 Random and Representative 18+ residents; excluding household with members who work for the District of North Saanich and/or media Overall margin of error for the telephone survey, which takes into account the weighting, is +/- 6.0%, 19 times out of 20	Statistically Valid (Random) & Representative Normative to other municipalities where appropriate	Discriminates against cell phone users. Cell phone user identification difficult in smaller communities.
<b>On-line Open</b>	319 excluding households with members who work for the District of North Saanich No weighting was applied. No margin of error	Inclusive  Open opportunity for public consultation Not statistically valid.	Non-Random; Self-select bias, not representative  Captures residents who have technological capacity. People can complete multiple surveys at multiple locations. That being said, Ipsos saw nothing in the survey results that raised red flags. Moreover, this concern does not extend to the phone survey.

## 2. Key Findings

For the most part, survey results were consistent across segments such as gender, age, education and years in community. Any notable differences are discussed in the full report. The telephone survey results are the main focus of the Report. It is the strong view of Ipsos that the telephone results provide the more reliable and representative picture of public opinion.

There is strong support for all nine objectives in the Official Community Plan (OCP) that are meant to provide the framework for future land use.

### Telephone Survey

There are divided opinions as to whether the increased density housing permitted in Areas 1 and 2 (as shown in Figures 1, 2 and 3 below) and is consistent with the objectives in the OCP.

There is also a split in terms of the approach desired from Council with respect to bylaw 1352 and the increased density housing permitted in the two areas.

There is support for several different housing types in Areas 1 and 2.

### Figures 1, 2 and 3 Maps of Locations of Area 1 (McTavish) and Area 2 (Tsehum)

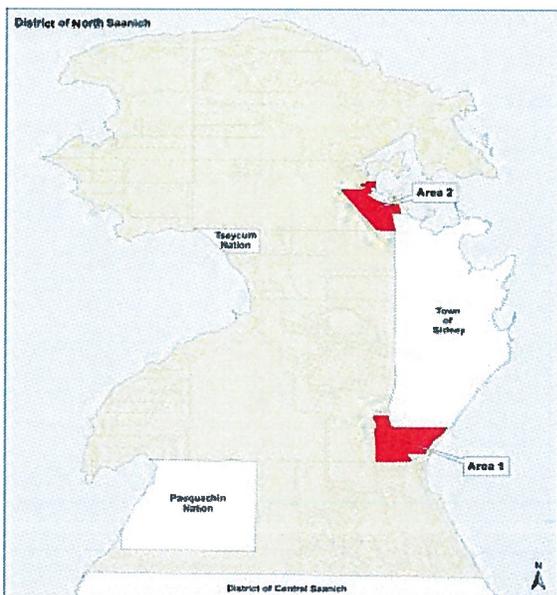


Figure 1 Location of Area 1 (McTavish) and Area 2 (Tsehum)



Figure 2 Area 1 (McTavish)



Figure 3 Area 2 (Tsehum)

## **DISCUSSION:**

How land is developed in North Saanich, how Council responds to public concerns over land development and how public processes are conducted are central considerations in deliberations and decision making. The community survey informs Council's deliberations on whether the core community values and goals reflected in the Official Community Plan (OCP), and on whether Area 1 (McTavish) and Area 2 (Tsehum) as currently in the OCP are consistent with those values.

Four options are proposed for consideration. The first option suggests making changes to Area 1 (McTavish) and Area 2 (Tsehum) including changes to number, type, location or other characteristics of increased density. The second option is to make changes to Area 1 (McTavish) only and undo Area 2 (Tsehum). The survey did not support separating these two areas in the decision making. The third option is to undo the changes to Area 1 (McTavish) and Area 2 (Tsehum) that were made in Bylaw 1352. There is more support from the online survey than the telephone survey for this option. The fourth option is to make no changes to Area 1 (McTavish) and Area 2 (Tsehum). There were a third of telephone surveys and 22% of online surveys who supported this option. A fifth option would be that Council select an option different from these four options.

The four options are described below and supported with survey results. The options are summarized in Table 2.0. The telephone survey results are prominent and the online survey results are identified in *italics* font.

### **Option I      Make Changes Within Area 1 (McTavish) and Area 2 (Tsehum) (e.g. Number, Type, Location or Other Characteristics of Increased Density)**

- There are divided opinions as to whether the increased density housing permitted in Areas 1 and 2 is consistent with the objectives in the OCP.
- A majority say they support seniors housing (85%), townhouses (73%), social or assisted housing (71%), half acre residential housing (69%), small lot housing (66%) and one acre residential housing (54%).
- There is less support for either three story apartments (40%) or four story apartments (24%).
- North Saanich residents are split in terms of the approach they would like to see Council take with respect to bylaw 1352 and the increased density housing permitted in the two areas. Nearly half of residents (47%) say they want Council to make some changes the number, type, location or other characteristics of the increased density housing permitted.
- The top suggestions for changes are less density, more affordable housing, more single/larger units and increased lot sizes.
- There is some support for either three story apartments (40%) and less support four story apartments (24%).
- *Online survey respondents are less divided, with more than six-in-ten saying the increased density is not consistent with either the overall objectives (62%) nor with the cornerstone objective to retain the character of the community (65%).*
- *Online survey respondents also were most likely to mention less density/fewer units/larger lots (51%). Other suggestions included retaining agriculture/incorporate green space (20%) and more affordable housing (12%).*

**Comments:**

The OCP currently permits *Multi-family Residential* areas generally developed to a range of approximately 15 townhouses/acre; 30 units/acre [for apartments (3 storeys)] or lots between 372 m<sup>2</sup> – 557 m<sup>2</sup> (4000 ft<sup>2</sup> – 6000 ft<sup>2</sup>) to achieve an average gross density of between 8 and 16 units per acre.

Option I would review the number, type, location and other characteristics of density with less density, fewer units and/or larger lots. Any resulting OCP amendments would also consider amendments to Development Permit 6 Multi-Family and Development Permit 8 Intensive Residential.

**Option II      Retain Area 1 (McTavish) and Undo Area 2 (Tsehum),**

- The vast majority (83%) of North Saanich residents say their opinion on these issues does not differ significantly in any way between Area 1 and Area 2.
- *Similarly, three-quarters (76%) of online respondents say their opinion does not differ between Area 1 and Area 2.*

**Comments:**

The vast majority do not differ significantly for the majority between Area 1 and Area 2. Staff recommends therefore, any changes should consider both Area 1 and Area 2.

**Option III      Undo Area 1 (McTavish) and Area 2 (Tsehum) - Bylaw 1352**

- 17% support Council repealing Bylaw 1352 and allow none of the permitted density to proceed
- *44% support Council repealing Bylaw 1352 and allow none of the permitted density to proceed*

**Comments:**

OCP amendments would undo Area 1 and Area 2 and amend Development Permit 6 Multi-Family and Development Permit 8 Intensive Residential.

**Option IV      No Changes**

- 33% want Council to take no action and allow the permitted density to proceed
- *23% want Council to take no action and allow the permitted density to proceed*

**Comments:**

Currently, the District has one application deferred per Council resolution (118-2015) in which applications may be deferred pending the decision outcomes of the community survey and staff have received numerous inquiries regarding potential applications which may come forward as a result of Option IV being selected. Council could advance the affordable housing policy using data provided by the CRD and data collected by way of community consultation process.

**Table 2.0 Options Summary and Survey Support**

Option	Telephone Survey	Online Survey	Next Steps
<b>Option I</b> Make Changes within Area 1 (McTavish) and Area 2 (Tsehum)	47% support Council making some changes 36% of those who want some changes want less density, fewer units or larger lots	31% support Council making some changes 51% of those who want some change want less density/ fewer units	OCP Amendments Review number, type, location and other characteristics with less density, fewer units and/or larger lots.
<b>Option II</b> Retain Area 1 (McTavish) and Undo Area 2 (Tsehum)	83% state their opinion on these issues does not differ significantly between Area 1 and Area 2	76% state their opinion on these issues does not differ significantly between Area 1 and Area 2	OCP amendments
<b>Option III</b> Undo Area 1 (McTavish) and Area 2 (Tsehum) - Bylaw 1352	17% support Council repealing Bylaw 1352	44% support Council repealing Bylaw 1352	OCP amendments
<b>Option IV</b> No Changes	33% support permitted increased density to proceed	23% support permitted density to proceed	Advance any deferred applications submitted prior to the completion of the review process (Resolution 118)

The four options have varying degrees of support. Almost half of the telephone respondents and one third of online survey respondents support some change to Area 1 (McTavish) and Area 2 (Tsehum) and the vast majority of both telephone and online survey respondents state their opinions do not vary between Area 1(McTavish) and Area 2 (Tsehum). The largest discrepancy between the telephone (17%) and online survey (44%) respondents is for support to undo Area 1 (McTavish) and Area 2 (Tsehum). Almost one-third of telephone survey respondents and one-fifth of online survey respondents support no changes to Area 1 (McTavish) and Area 2 (Tsehum).

At the end of the survey, respondents were provided with an opportunity to provide additional open-ended comments or advice for the District of North Saanich on these issues. Six-in-ten (58%) of telephone respondents and 53% of online respondents had no additional comments on the issues.

**FINANCIAL:**

The total cost of the survey was \$26,191.45.

**OPTIONS:**

That Council:

1. Receive the staff report as information
2. Proceed with Option I            Make Changes Within Area 1 and Area 2
3. Proceed with Option II        Retain Area 1 and Undo Area 2
4. Proceed with Option III        Undo Area 1 and Area 2
5. Proceed with Option IV        No Changes
6. Other

---

**INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS:**

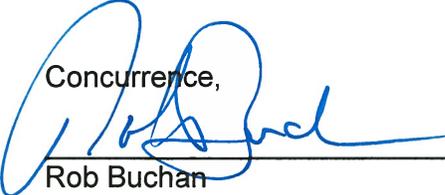
The report was circulated to the District of North Saanich Directors for review.

**SUMMARY/CONCLUSION:**

Four options are presented for Council to consider as next steps. In context of the methodological strength of the telephone survey and results which provide the more reliable and representative picture of public opinion staff recommends that Council consider Option 1 Make Changes within Area 1 (McTavish) and Area 2 (Tsehum) and that Council direct staff to prepare options which consider different approaches and housing types.

Respectfully submitted,

  
\_\_\_\_\_  
Coralie Breen  
Planner

Concurrence,  
  
\_\_\_\_\_  
Rob Buchan  
Chief Administrative Officer

Concurrence:  
  
\_\_\_\_\_  
Anne Berry, Director of Planning & Community  
Services

  
\_\_\_\_\_  
Eymond Toupin, Director of Infrastructure  
Services

  
\_\_\_\_\_  
Gary Wilton, Director of Emergency Services

\_\_\_\_\_  
Theresa Flynn, Director of Financial Services

  
\_\_\_\_\_  
Curt Kingsley, Director of Corporate Services

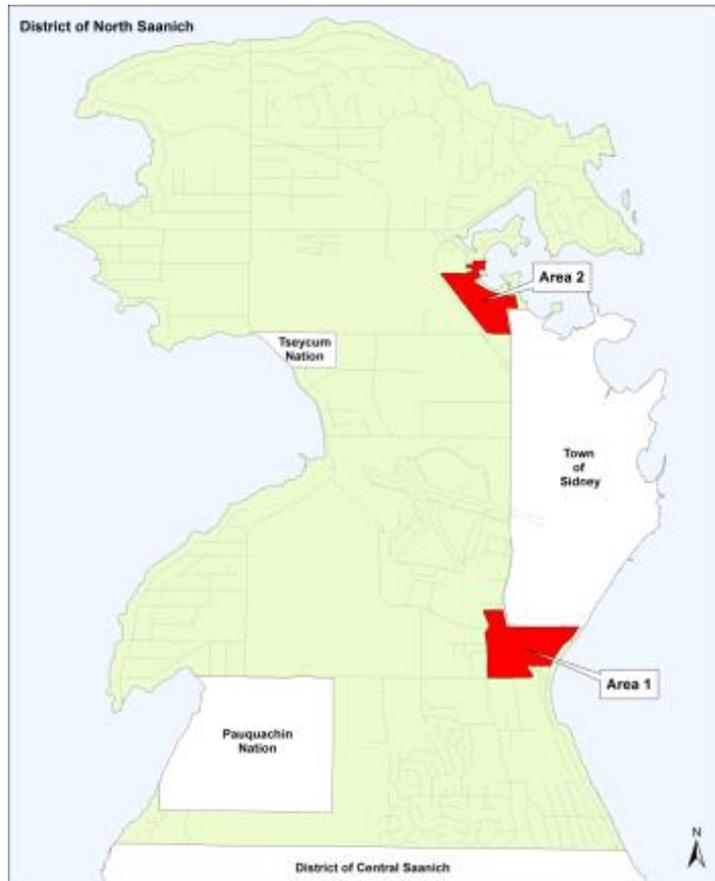


# District of North Saanich 2016 Community Survey Final Report

May 30, 2016

# Background and Methodology

This report presents the findings of the District of North Saanich’s 2016 Community Survey. The primary objective of this survey was to obtain feedback on the core community values and goals reflected in the Official Community Plan (OCP), and on whether Area 1 (McTavish) and Area 2 (Tsehum) as currently in the OCP is consistent with those values.



## Area 1 – McTavish



## Area 2 – Tsehum



## Background and Methodology (continued)

Ipsos conducted both a telephone survey and an online survey.

### Telephone Survey

The telephone survey was intended to provide a random and representative sampling of community opinions.

Ipsos interviewed 300 adult (18+ years) residents of North Saanich between April 6<sup>th</sup> and April 20<sup>th</sup>, 2016.

The telephone sample was pulled from listed phone numbers based on postal walks. A screening question was included at the start of the survey to confirm residency in North Saanich. In addition, households with members who work for the District of North Saanich and/or the media were excluded from the survey via an upfront screening question.

The overall response rate to the telephone survey was 31%. This is calculated based on 389 willing respondents (300 completed interviews plus another 89 over-quota respondents) out of 1,247 total potential respondents (i.e. contacted and spoken with).

The telephone survey data were statistically weighted to ensure the sample's overall age and gender composition reflects that of the actual adult North Saanich population according to Census data. Despite Ipsos' best efforts to engage younger residents, the final number of 18 to 34 year olds in the sample was too small to apply a statistical weight to this age group. As such, age weighting was applied to those under 55 years and 55+ years. The impact of the weighting is shown in the Sample Characteristics tables at the end of this report. The main impact was weighting women down from 60% of the sample to a Census proportion of 51%, and to weight the 55+ years age group down from 70% of the sample to a Census proportion of 56%.

Analysis of the data shows the weighting had minimal impact on the overall results. For example, on the question of what Council should do in regard to bylaw 1352 (q7), none of the results would change by more than 1% if the weighting was not applied. The weighting had a similarly negligible impact on other questions.

The overall margin of error for the telephone survey, which takes into account the weighting, is +/- 6.0%, 19 times out of 20. The margin of error is larger for any sub-groupings of the sample.

## Background and Methodology (continued)

### Online Survey

The online survey was intended to give all residents with an opportunity to provide their feedback.

The District of North Saanich was responsible for promoting the survey within the community.

A total of 371 respondents completed the online survey between April 7<sup>th</sup> and April 20<sup>th</sup>, 2016.

To discourage individuals from completing multiple surveys, a limit was set to 3 survey completions per IP address. This limit was exceeded by only two IP addresses (total of 35 surveys, including 16 North Saanich residents and 19 non-residents). A decision was made to include these surveys in the results as it was confirmed they were completed at a verified business location among multiple employees. Ipsos reviewed the individual data and found the responses to be thoughtful and diverse (i.e. no duplication or push for a particular viewpoint). Excluding responses from these two IP addresses (over and above the 3 allowed per IP address) would have a very minor impact on the survey results (1% change or less on most questions).

The final online sample included the following:

- 319 North Saanich residents with no District staff in their household.
- 12 respondents with a District staff member in the household (including 4 non-residents).
- 44 non-residents of North Saanich (including 4 with a District staff member in the household).

**The online results shown in this report are based only on the 319 North Saanich residents with no District staff in their household.** Results for District staff households and non-residents can be found in the detailed tables for the online survey (under separate cover).

No weighting was applied to the online data.

No margin of error is applicable to the online results as the survey was not intended to be random or representative.

## Background and Methodology (continued)

### Additional Report Notes

The telephone survey results are the main focus of this report. It is the strong view of Ipsos that the telephone results provide the more reliable and representative picture of public opinion. Nevertheless, the online results are presented side by side for each question in this report.

Some totals in the report and in the detailed tables may not add to 100%. Some summary statistics (e.g. total familiar) may not match their component parts. The numbers are correct and the apparent errors are due to rounding.

In addition to this report, there are some materials under separate cover, including the final questionnaires for both surveys as well as the detailed tables for both surveys.

Ipsos thanks the Community Advisory Committee for its help in questionnaire development of both the phone and online surveys.



## PHONE SURVEY SUMMARY

# Phone Survey Summary

**There is strong support (between 87% and 98%) for all nine objectives in the Official Community Plan (OCP) that are meant to provide the framework for future land use.**

**There are divided opinions as to whether the increased density housing permitted in Areas 1 and 2 is consistent with the objectives in the OCP.**

- 48% say the increased density is consistent with the overall objectives in the OCP. 46% say it is not consistent.
- Fewer, 44%, say the increased density is consistent with the cornerstone objective to retain the present rural, agricultural and marine character of the community. 51% say it is not consistent.

**There is also a split in terms of the approach desired from Council with respect to bylaw 1352 and the increased density housing permitted in the two areas.**

- 33% want Council to allow the permitted increased density housing to proceed.
- 17% want Council to repeal the bylaw and allow none of the permitted increased density housing to proceed.
- 47% want Council to make some changes the number, type, location or other characteristics of the increased density housing permitted. The top suggestions for changes are less density, more affordable housing, more single/larger units and increased lot sizes.

**There is support for several different housing types in Areas 1 and 2.**

- A majority say they support seniors housing (85%), townhouses (73%), social or assisted housing (71%) , half acre residential housing (69%), small lot housing (66%) and one acre residential housing (54%).
- There is less support for either three story apartments (40%) or four story apartments (24%).

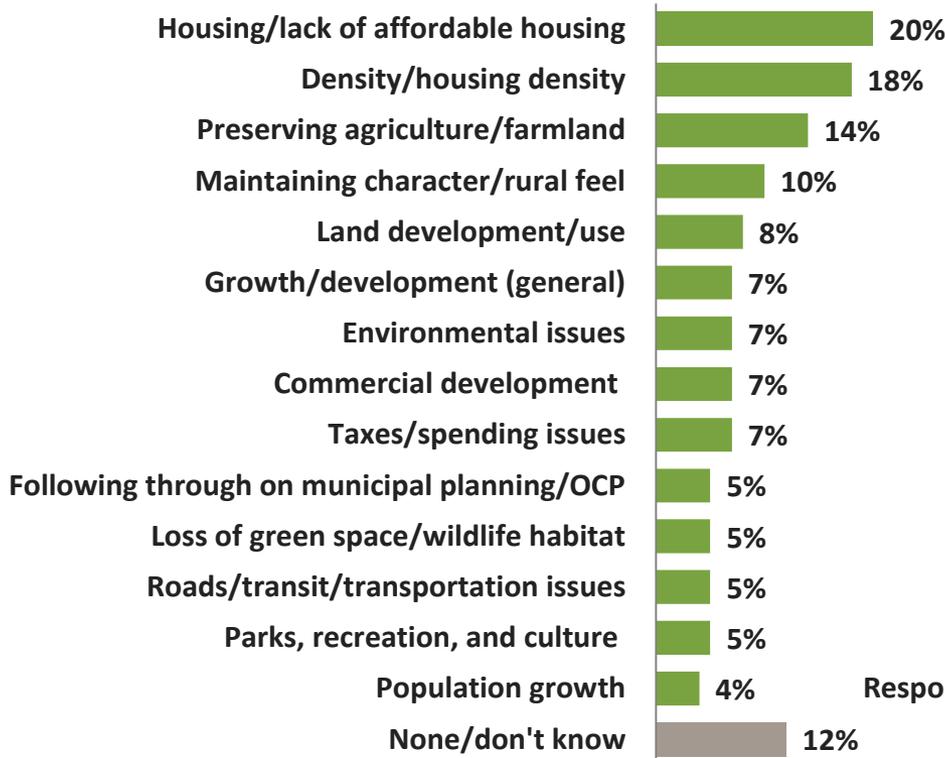


## FULL RESULTS

# Most Important Community Issues (Coded Open-Ends, Multiple Responses Allowed)

Housing, land use and development dominate the issues agenda for North Saanich residents. The two most frequently mentioned top of mind issues both relate to housing, including housing/lack of affordable housing (20% mentioned) and density/housing density (18%). The next two most mentioned issues both deal with the agricultural/rural character of the community, including preserving agriculture/farmland (14%) maintaining character/rural feel (10%).

Online survey respondents listed the same top four issue priorities as phone respondents, though in a slightly different order with maintaining character/rural feel as the most mentioned issue (16%).



### Top Online Responses

- Maintaining character/rural feel (16%)
- Housing/lack of affordable housing (13%)
- Preserving agriculture/farmland (10%)
- Density/housing density (9%)
- Growth/development (general) (7%)
- Land development/use (6%)
- Over-development/limit development (6%)
- Following through on municipal planning/OCP (4%)
- Taxes/spending issues (3%)
- None/don't know (6%)

Responses < 4% not shown for phone survey.

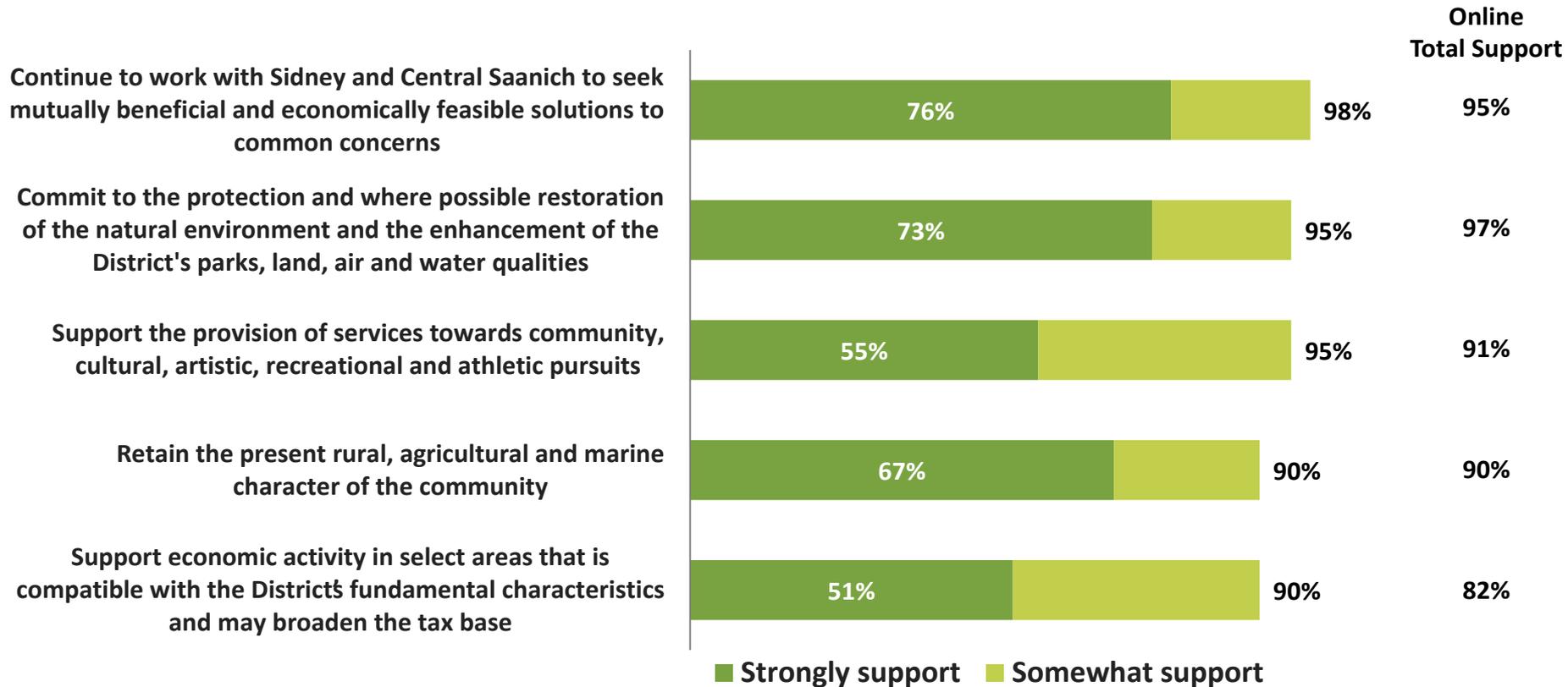
Q1. *In your view, as a resident of the District of North Saanich, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?*

Base: All respondents (phone n=300, online n=319)

# Support for OCP Objectives (Slide 1 of 2)

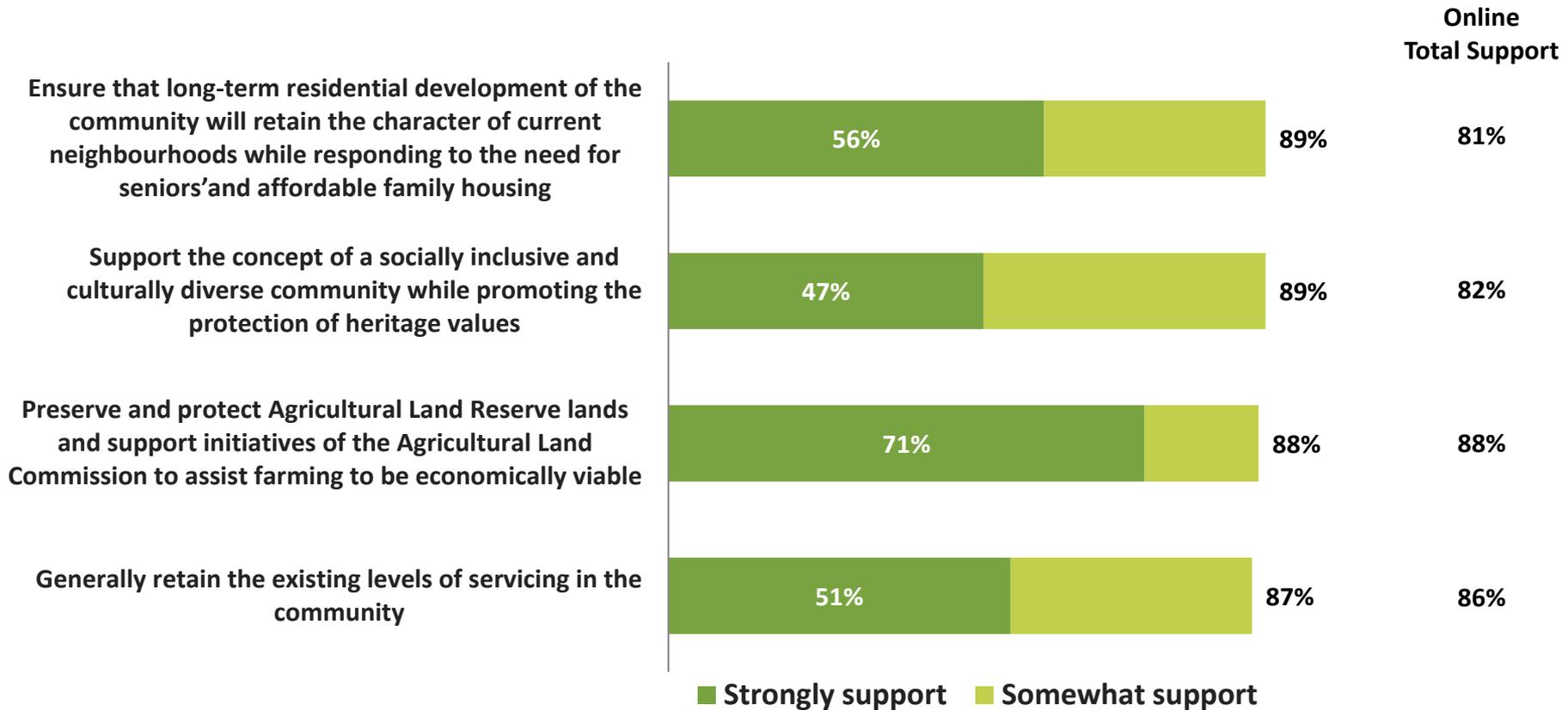
North Saanich residents are highly supportive of all nine objectives in the Official Community Plan (OCP) that are meant to provide the framework for future land use. Support ranges from a high of 98% for working with neighbouring municipalities on common concerns to a low of 87% for retaining service levels in the community. Nine-in-ten (90%) residents say they support the cornerstone objective of retaining the present rural, agricultural and marine character of the community.

Online survey respondents are also highly supportive of all nine objectives. Their highest support was for protection/restoration of the natural environment and enhancement of parks/land/air/water (97%). Their lowest support was for ensuring that development will retain the character of current neighbourhoods while responding to the need for seniors/affordable family housing (81%).



10 Q2. Do you strongly support, somewhat support, somewhat oppose or strongly oppose including this objective in the plan? (Shortened version – see final questionnaire for full question wording)  
 Base: All respondents (phone n=300, online n=319)

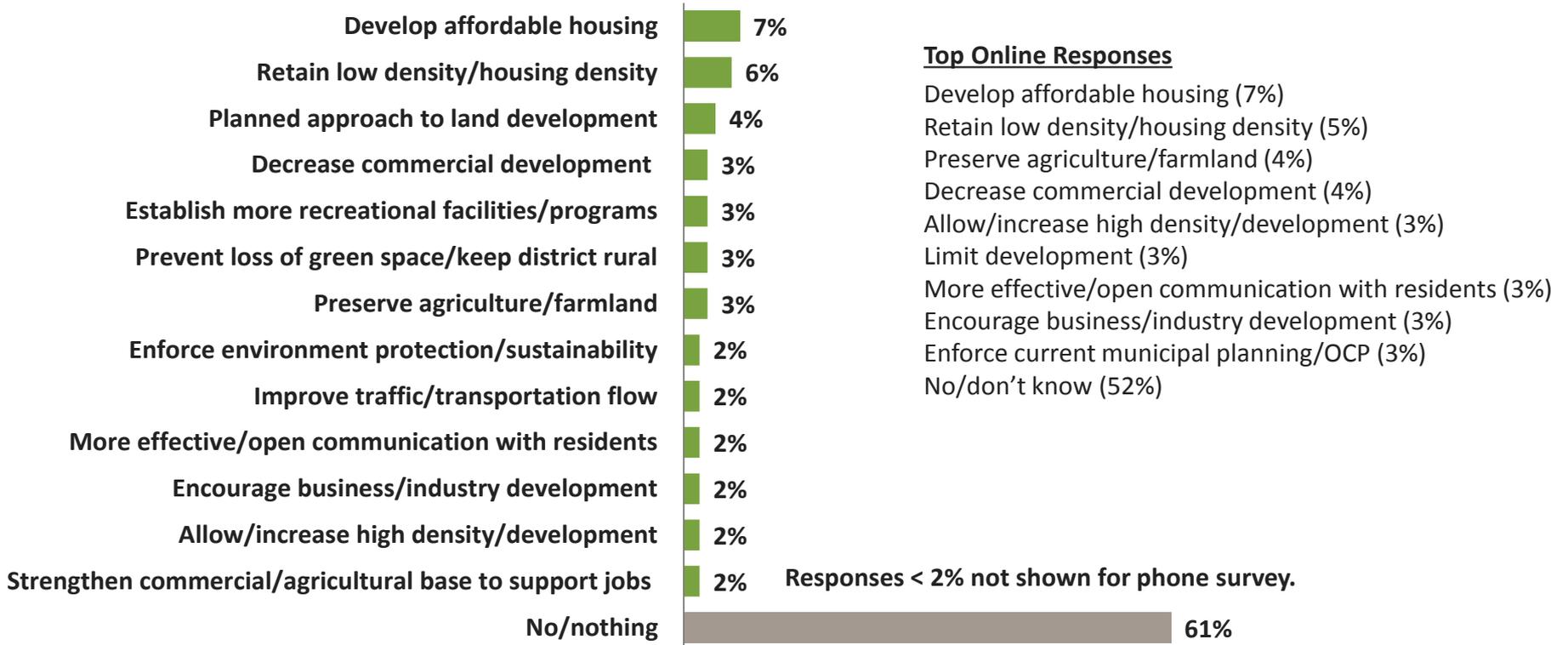




# Other Objectives Desired in Official Community Plan (Coded Open-Ends, Multiple Responses Allowed)

Six-in-ten (61%) North Saanich residents had no suggestions for other important objectives to be added to the Official Community Plan to help guide land use decision making. The top two open-ended suggestions related to developing affordable housing (7% mentioned) and to retaining low density housing (6%).

Roughly half of the online respondents (52%) also had no suggestions for additional OCP objectives. Their top two suggestions were the same as in the phone survey, namely to develop affordable housing (7%) and to retain low density housing (5%).



12 Q3. Are there any other important objectives that you think should be added to the Official Community Plan to help guide land use decision making in the District of North Saanich?

Base: All respondents (phone n=300, online n=319)

# Description Provided for Bylaw 1352

Survey respondents were read (phone) or shown (online) the information below about bylaw 1352 prior to being asked any further survey questions.

## Phone Survey Description

As you may know, in July 2014, North Saanich Council passed bylaw 1352 which permitted new increased density housing in two defined areas of North Saanich. This increased density housing could include small lot houses, townhouses or apartments.

Area 1 is 126 acres in size and is bounded by McTavish Road on the South, the Sidney border on the North, East Saanich Road on the West and Lochside Drive on the East. Area 2 is 79 acres in size and is mostly bounded by John Road on the South, McMicken Road on the North, Pat Bay Highway on the West and McDonald Park Road on the East. Area 2 also includes the Windward Kiwanis Village just East of McDonald Park Road.

## Online Survey Description (and maps)

As you may know, in July 2014, North Saanich Council passed bylaw 1352 which permitted new increased density housing in two defined areas of North Saanich. This increased density housing could include small lot houses, townhouses or apartments.

Area 1 is 126 acres (51 hectares) in size and is bounded by McTavish Road on the South, the Sidney border on the North, East Saanich Road on the West and Lochside Drive on the East. Area 2 is 79 acres (32 hectares) in size and is mostly bounded by John Road on the South, McMicken Road on the North, Pat Bay Highway on the West and McDonald Park Road on the East. Area 2 also includes the Windward Kiwanis Village just East of McDonald Park Road.

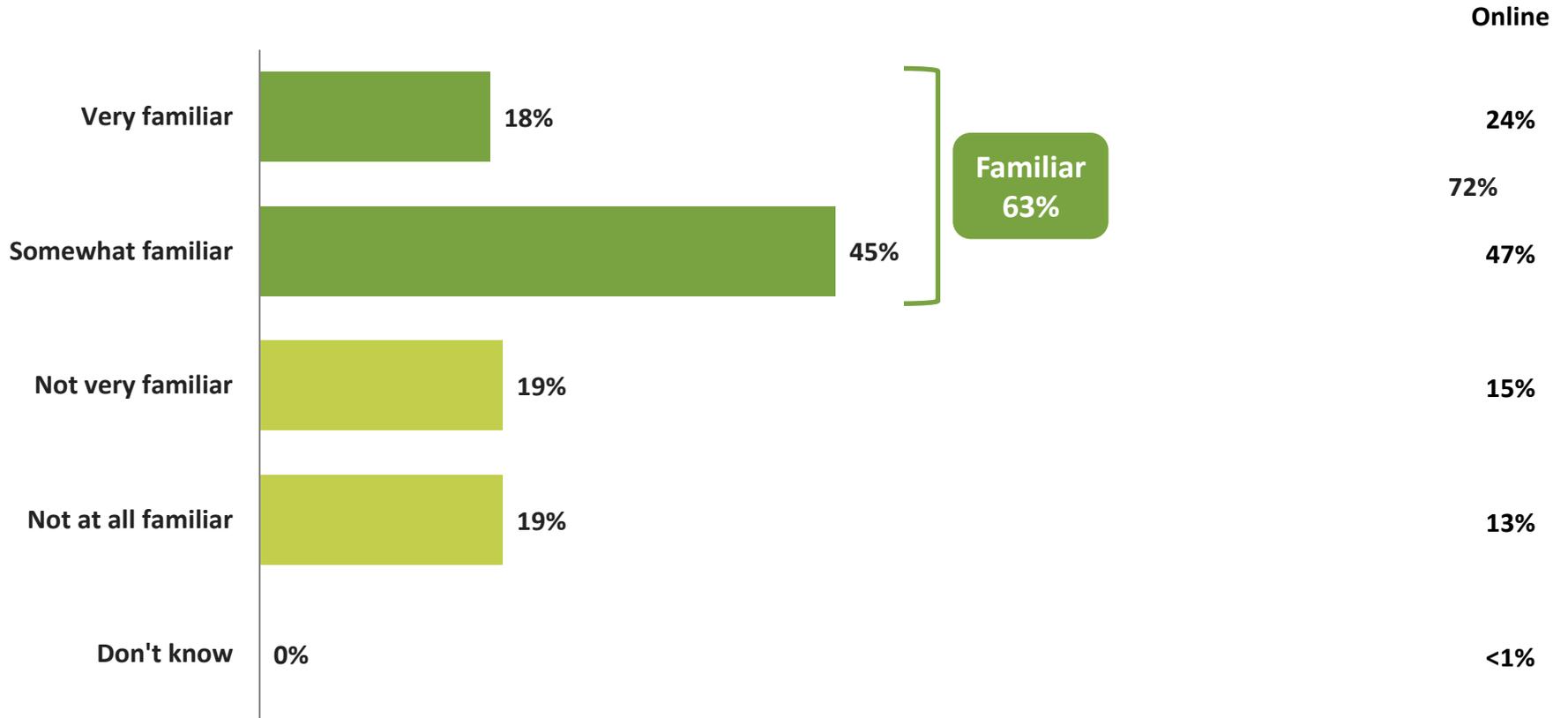
Maps of Area 1 and Area 2 can be found below (much bigger in actual survey).



# Familiarity with Bylaw 1352

Slightly less than two-thirds (63%) of North Saanich residents say they are either very familiar or somewhat familiar with bylaw 1352 and the increased density housing permitted in the two areas. Most of those familiar describe themselves as somewhat familiar (45%) rather than very familiar (18%).

Online survey respondents are slightly more likely to say they are familiar with bylaw 1352. Slightly more than seven-in-ten (72%) say they are either very familiar or somewhat familiar with the bylaw.



Q4. Prior to today, how familiar were you with bylaw 1352 and the increased density housing permitted in these two areas? (Shortened version – see final questionnaire for full question wording)

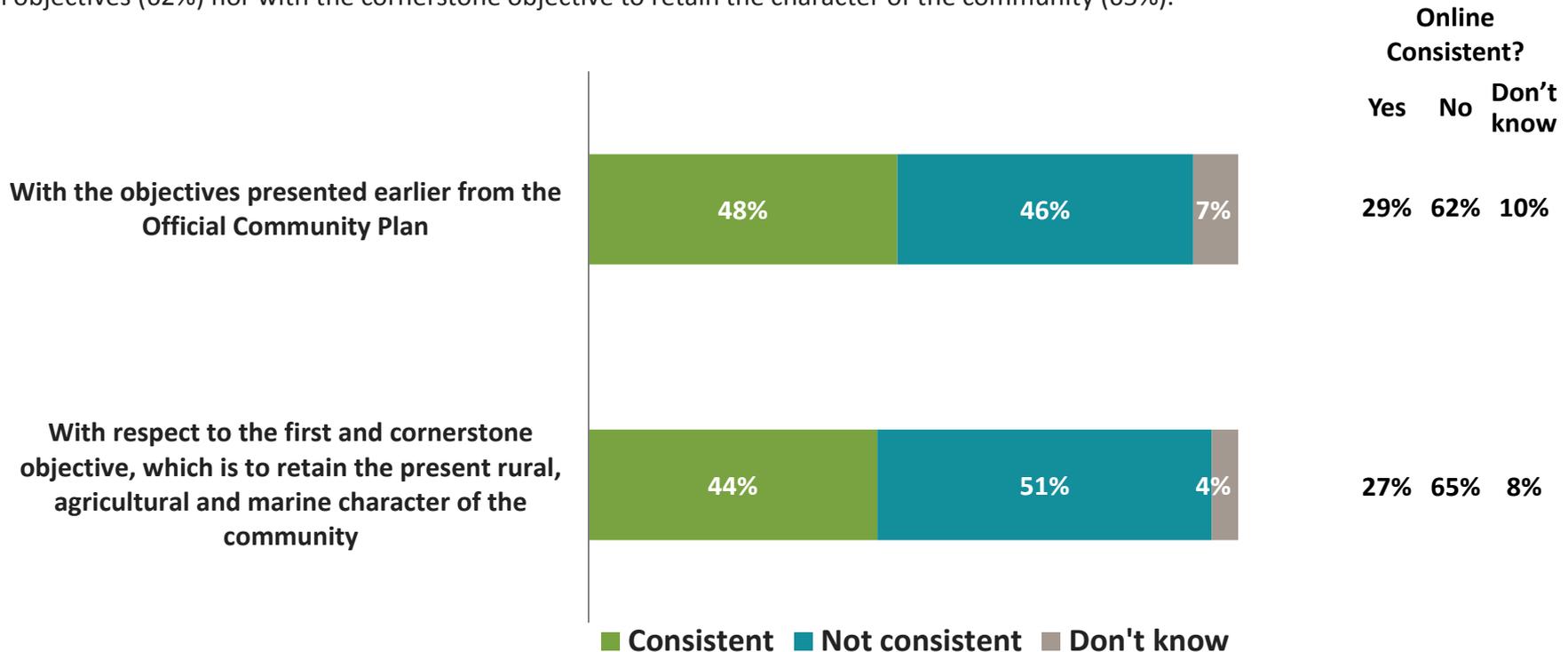
Base: All respondents (phone n=300, online n=319)

# Consistency of Increased Density with OCP Objectives

North Saanich residents have divided opinions as to whether the increased density housing permitted in these two areas is consistent with the objectives in the OCP. Roughly equal numbers say the increased density is consistent (48%) and not consistent (46%) with the nine objectives in the OCP.

Residents are still divided, but the 'not consistent' opinion opens a bit of a gap, when asked specifically about the cornerstone objective to retain the present rural, agricultural and marine character of the community. On this objective, 51% say the increased density is not consistent, while 44% say it is consistent.

Online survey respondents are less divided, with more than six-in-ten saying the increased density is not consistent with either the overall objectives (62%) nor with the cornerstone objective to retain the character of the community (65%).



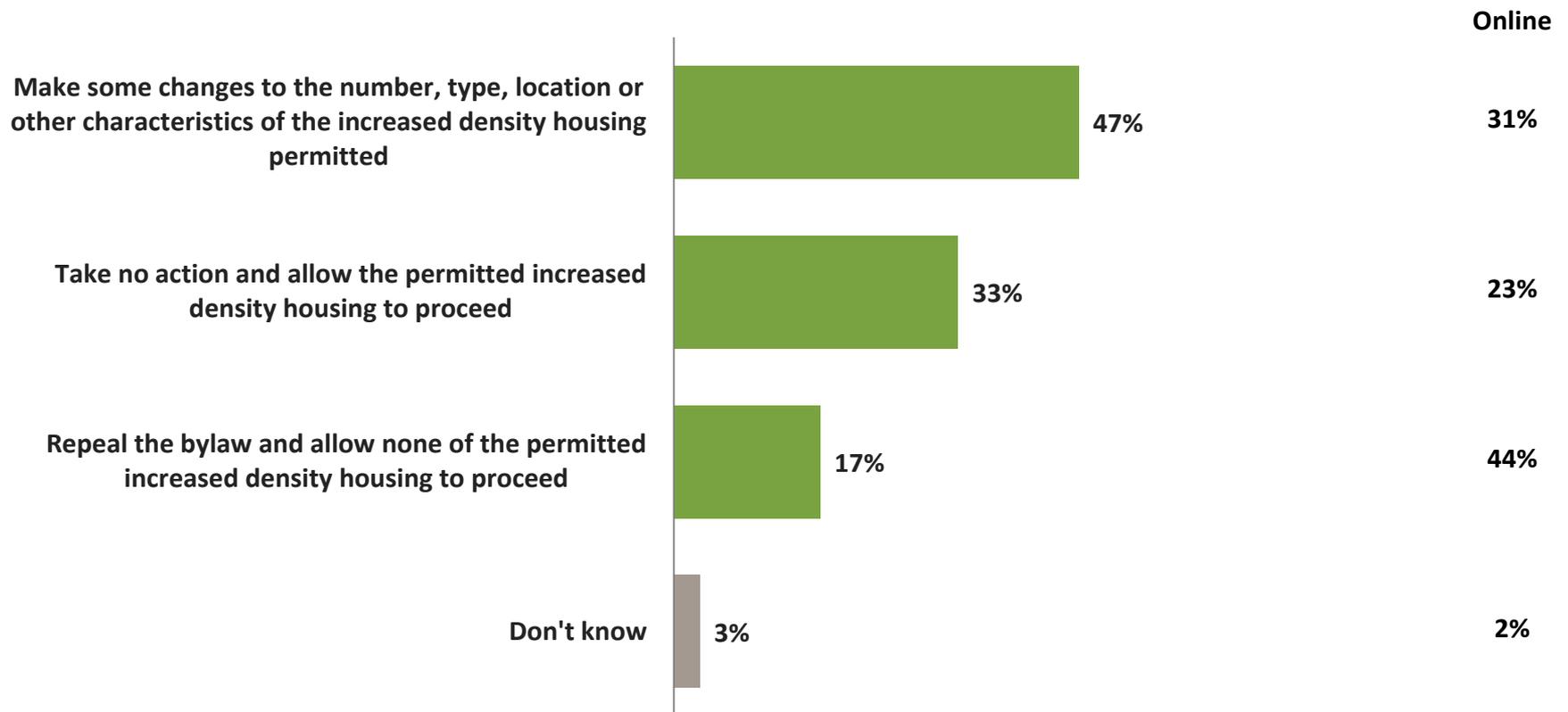
- Q5. Overall, do you think the increased density housing permitted in these two areas is consistent or not consistent with the objectives I read earlier from the Official Community Plan?
- Q6. And how about with respect to the first and cornerstone objective, which is to retain the present rural, agricultural and marine character of the community? Do you think the increased density housing permitted in these two areas is consistent or not consistent with this objective?

Base: All respondents (phone n=300, online n=319)

## Approach Desired from Council

North Saanich residents are split in terms of the approach they would like to see Council take with respect to bylaw 1352 and the increased density housing permitted in the two areas. Half of residents want a concrete action, including 33% who want Council to allow the permitted increased density housing to proceed and 17% who want Council to repeal the bylaw and allow none of the permitted increased density housing to proceed. Another half of residents (47%) say they want Council to make some changes the number, type, location or other characteristics of the increased density housing permitted.

Online survey respondents are also split, but the ordering of their preferences differs from the general public phone survey. Their top option, though still well short of a majority opinion, is to repeal the bylaw (44%). The second place option is to make some changes (31%) and the third place option is to allow the permitted increased density to proceed (23%).



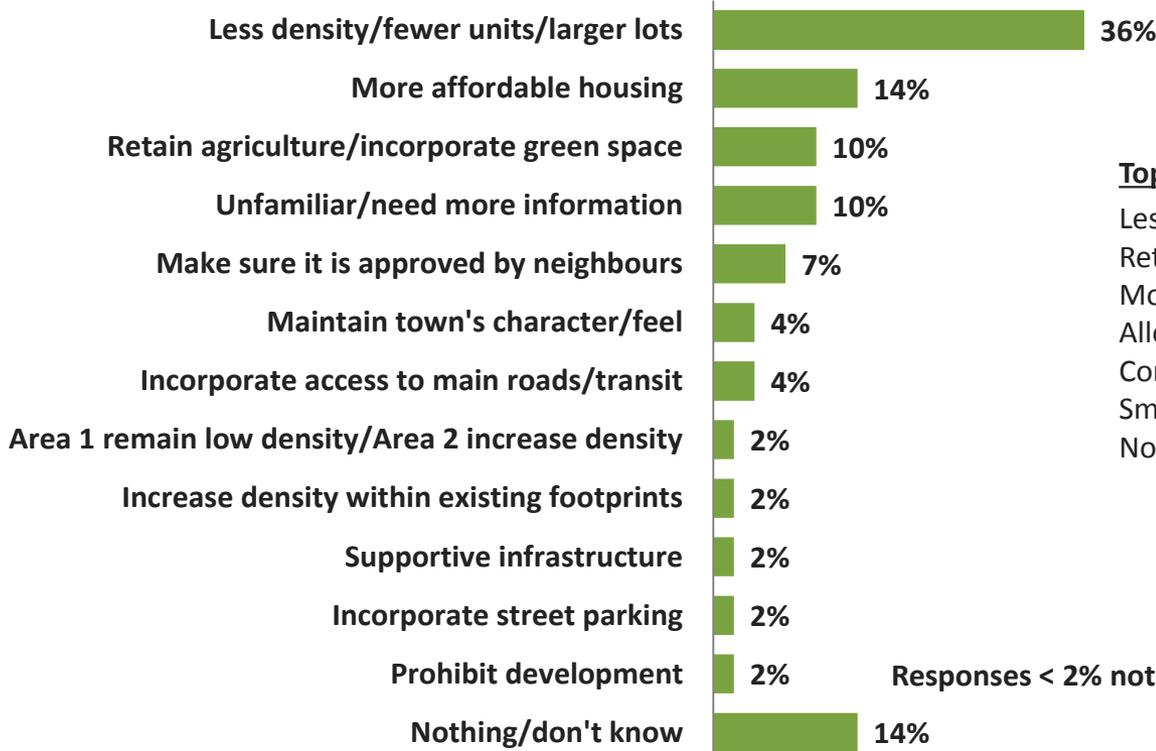
Q7. *There has been some discussion in the community about how North Saanich Council should proceed with respect to bylaw 1352 and the increased density housing permitted in these two areas. Which of the following three approaches would you most like to see Council take?*

Base: All respondents (phone n=300, online n=319)

# Changes Desired (Among Those Wanting Change in Q7) (Coded Open-Ends, Multiple Responses Allowed)

Those who wanted to see Council make some changes (the 47%) were asked to provide open-ended suggestions for the specific changes they would like to see. The top suggestion was for less density, fewer units or larger lots (36%). Other frequent suggestions were to include more affordable housing (14%) and to retain agricultural/incorporate green space (10%).

Online survey respondents also were most likely to mention less density/fewer units/larger lots (51%). Other suggestions included retaining agriculture/incorporate green space (20%) and more affordable housing (12%).



### Top Online Responses

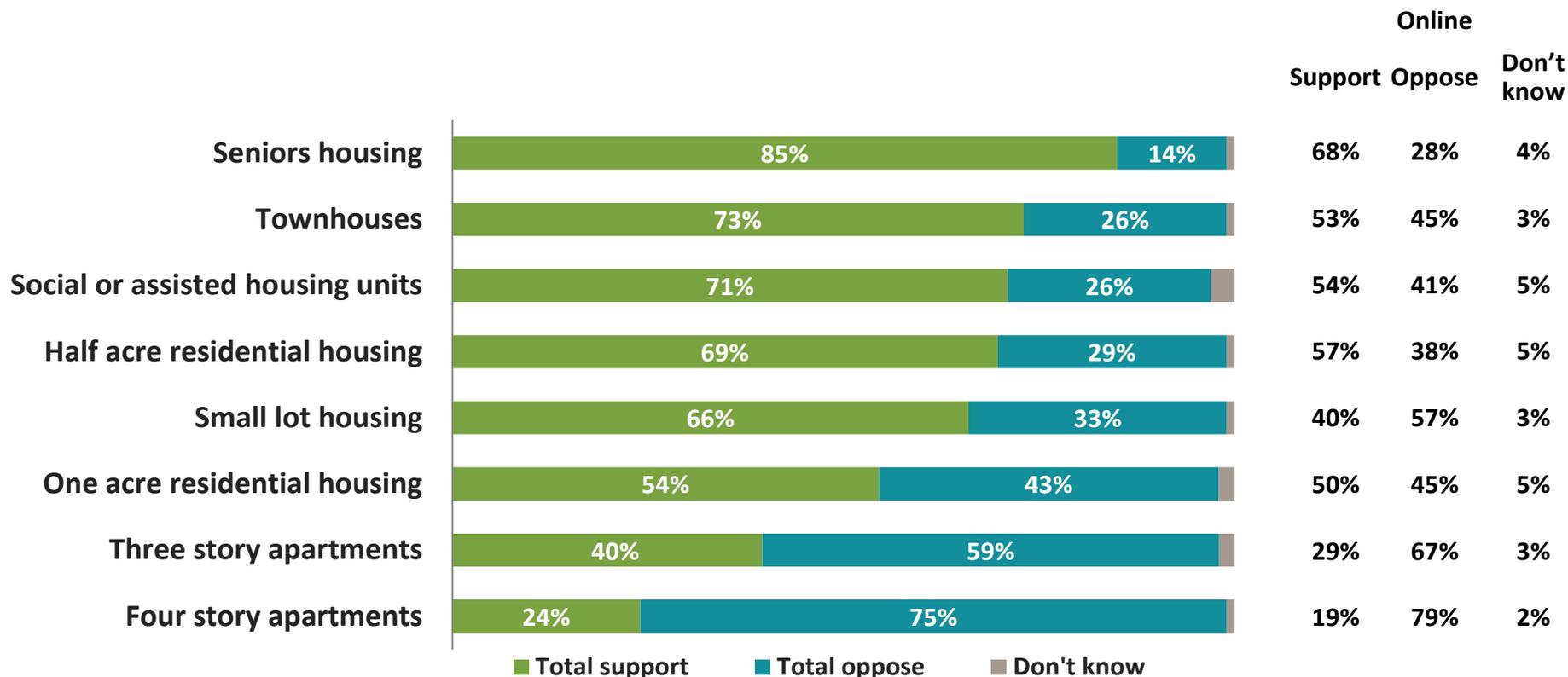
- Less density/fewer units/larger lots (51%)
- Retain agriculture/incorporate green space (20%)
- More affordable housing (10%)
- Allow town/row houses/tall condominiums (5%)
- Consider other areas for housing (5%)
- Smaller lot size (4%)
- Nothing/don't know (12%)

Responses < 2% not shown for phone survey.

## Support for Housing Types in Areas 1 and 2

North Saanich residents support several different housing types in Areas 1 and 2. Seven-in-ten or more residents say they support seniors housing (85%), townhouses (73%) and social or assisted housing (71%) in these areas. A majority of residents also support half acre residential housing (69%), small lot housing (66%) and one acre residential housing (54%). There is far less support for either three story apartments (40%) or four story apartments (24%).

Online survey respondents are less supportive of all types of housing, although more than two-thirds support seniors housing (68%) and a slim majority support half acre residential housing (57%), social/assisted housing (54%) and townhouses (53%).



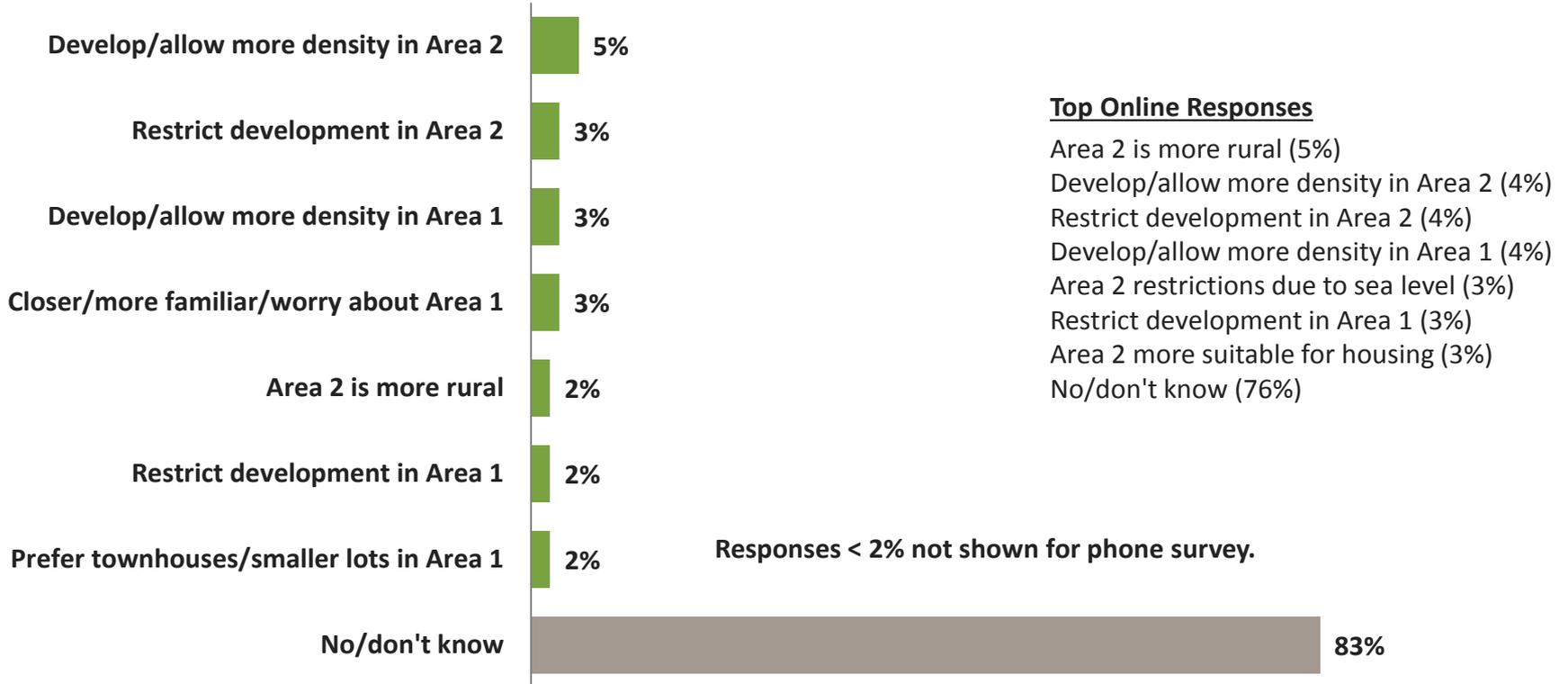
Q9. Generally speaking and regardless of your earlier answers, which of the following types of housing would you support in Areas 1 and 2? Would you strongly support, somewhat support, somewhat oppose or strongly oppose [READ RANDOM]?

Base: All respondents (phone n=300, online n=319)

# Differing Views Between Area 1 and Area 2 (Coded Open-Ends, Multiple Responses Allowed)

The vast majority (83%) of North Saanich residents say their opinion on these issues does not differ significantly in any way between Area 1 and Area 2.

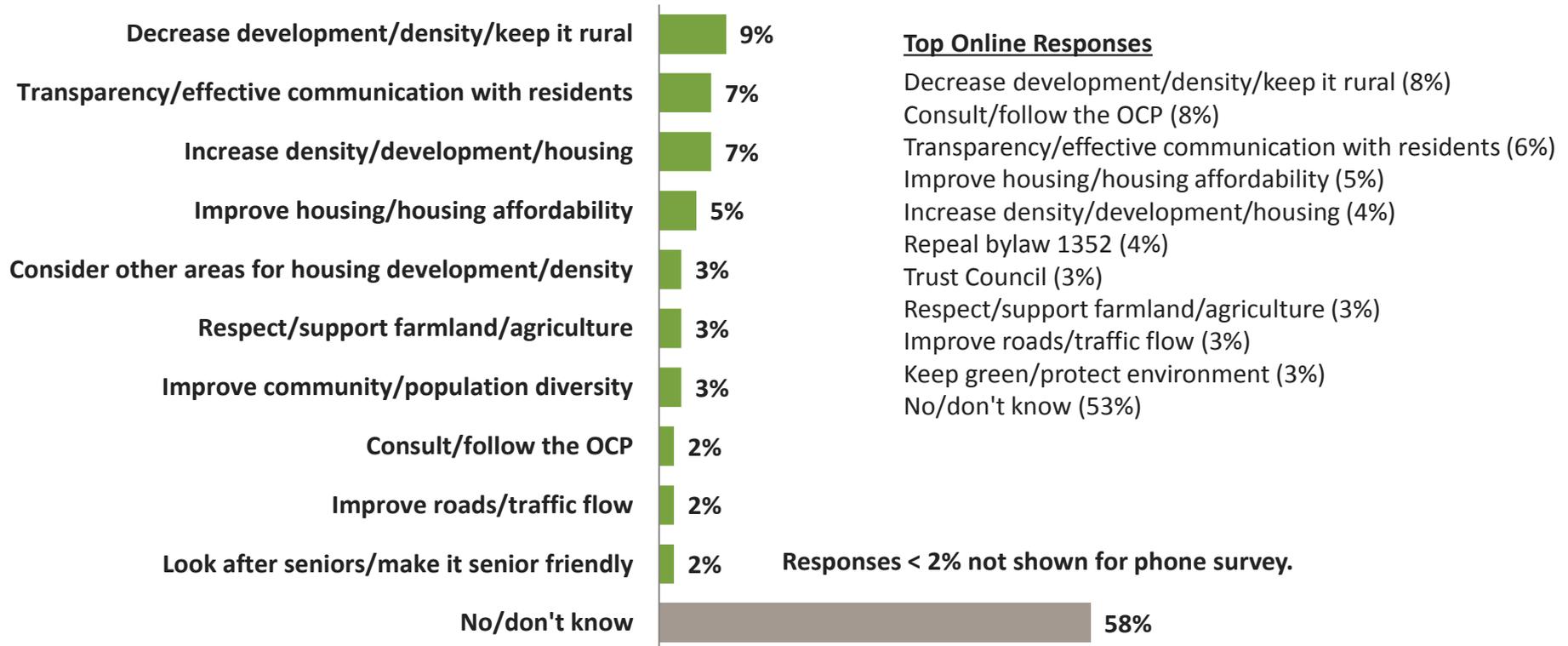
Similarly, three-quarters (76%) of online respondents say their opinion does not differ between Area 1 and Area 2.



# Other Comments/Advice for District of North Saanich (Coded Open-Ends, Multiple Responses Allowed)

At the end of the survey, respondents were provided with an opportunity to provide additional open-ended comments or advice for the District of North Saanich on these issues. Six-in-ten (58%) had no additional comments on the issues. The top responses were to decrease development/density/keep it rural (9%), provide transparency/effective communication with residents (7%) and to increase density/development/housing (7%).

Roughly half (53%) of the online respondents also had no further comments. The top responses provided were to decrease development/density/keep it rural (8%), consult/follow the OCP (8%) and to provide transparency/effective communication with residents (6%).





## DIFFERENCES BY SEGMENTS

## Differences by Segments

The detailed tables (under separate cover) break out the results of the phone survey by gender, age, education and years in community. While for the most part, survey results were consistent across these segments, the few differences are summarized below.

### Differences by Gender

- Men are MORE likely to say they support both three story apartments (46% vs. 34% of women) and four story apartments (29% vs. 19% of women) in Areas 1 and 2.

### Differences by Age

- Residents under the age of 55 years are MORE likely to say they support half acre residential housing (81% vs. 60% of 55+ years) and one acre residential housing (63% vs. 47% of 55+ years) in Areas 1 and 2.
- Residents 55 years and older are MORE likely to say they support three story apartments (44% vs. 34% of under 55 years) in Areas 1 and 2.

### Differences by Education

- University graduates are MORE likely to say the increased density housing permitted in Areas 1 and 2 is NOT consistent with either the overall OCP objectives (51% vs. 41% of non-university graduates) nor the cornerstone objective to preserve the rural, agricultural and marine character of the community (56% vs. 47% of non-university graduates).
- University graduates are MORE likely to say they want Council to make some changes to the number, type, location or other characteristics of the increased housing permitted (51% vs. 41% of non-university graduates) and LESS likely to say they want Council to take no action and allow the permitted increased density to proceed (25% vs. 42% of non-university graduates).
- University graduates are LESS likely to say they support both townhouses (68% vs. 78% of non-university graduates) and one acre residential housing (47% vs. 60% of non-university graduates) in Areas 1 and 2.

### Differences by Time in Community

- Longer term residents are LESS likely to support townhouses (66% of 21+ years vs. 79% of 0-10 years, 75% of 11-20 years) in Areas 1 and 2.
- Shorter term residents are MORE likely to support one acre residential housing (64% of 0-10 years vs. 51% of 11-20 years, 49% of 21+ years) in Areas 1 and 2.



## **ADDITIONAL ONLINE OPEN-ENDED QUESTIONS**

## Additional Online Open-Ends (Coded Open-Ends, Multiple Responses Allowed)

The number of open-ended questions in the phone survey was restricted in order to keep the survey to a reasonable length. Some additional open-ended questions were added to the online survey, because length was less of a concern. The responses to these online-only open-ends are summarized below.

*Q7a. Why would you like to see Council take no action and allow the permitted increased density housing to proceed?*

Base: Take no action (n=73)

### Top Online Responses

More/new housing needed (27%)  
Affordable housing needed (22%)  
Areas suited for residential (18%)  
Retain/preserve rural community (10%)  
Attract youth/families (10%)  
Bylaw acceptable/supported (10%)  
Allows increased density (8%)  
Brings in taxes/taxpayers (7%)  
Increase growth in population (5%)  
Increase cultures/social diversity (5%)  
Nothing/don't know (11%)

*Q7b. Why would you like to see Council repeal the bylaw and allow none of the permitted increased density housing to proceed*

Base: Repeal bylaw (n=140)

### Top Online Responses

Bylaw 1352 doesn't fit OCP (40%)  
Retain rural community (24%)  
Not supported in community (24%)  
Retain agriculture/green space (17%)  
Areas can't support density (15%)  
Pressure on infrastructure/services (9%)  
Other areas for development (9%)  
Traffic/noise problems (8%)  
Would bring urban feel (8%)  
Nothing/don't know (1%)

*Q9a. Do you have any additional comments or suggestions regarding the types of housing you would support in Areas 1 and 2?*

Base: All respondents (n=319)

### Top Online Responses

Affordable housing (7%)  
Single family housing (6%)  
Retain agriculture/green space (6%)  
Seniors housing/facilities (4%)  
More 2-3 story town/row houses (4%)  
Higher density (4%)  
Retain rural community (4%)  
Bylaw 1352 should respect OCP (4%)  
No/don't know (55%)



## SAMPLE CHARACTERISTICS

## Sample Characteristics

	Phone Unweighted (n=300)	Phone Weighted (n=300)	Online Unweighted (n=319)
<b>Age</b>			
18 to 24	2%	2%	2%
25 to 34	1%	2%	8%
35 to 44	6%	9%	9%
45 to 54	21%	31%	11%
55 to 64	23%	18%	25%
65 to 74	31%	25%	34%
75 or older	16%	13%	10%
Refused	0%	0%	1%
<b>Gender</b>			
Male	40%	49%	50%
Female	60%	52%	49%
Other/Refused	0%	0%	1%
<b>Time in District</b>			
<5 years	9%	10%	13%
5-10 years	19%	19%	17%
11-20 years	33%	33%	29%
21-30 years	23%	23%	27%
>30 years	16%	15%	12%
Refused	0%	0%	2%

	Phone Unweighted (n=300)	Phone Weighted (n=300)	Online Unweighted (n=319)
<b>Own or Rent</b>			
Own	92%	91%	94%
Rent	6%	7%	5%
Refused	2%	3%	1%
<b>Kids &lt;18 at Home</b>			
Yes	14%	19%	21%
No	86%	81%	78%
Refused	0%	0%	1%
<b>Education</b>			
Some HS	3%	3%	2%
Graduated HS	9%	9%	6%
Some college/trades	9%	10%	6%
Finished college/trades	19%	19%	14%
Some university	9%	9%	6%
University degree	20%	20%	23%
Graduate degree	29%	28%	37%
Refused	3%	2%	6%



## CONTACT

Kyle Braid  
Senior Vice-President

✉ [kyle.braid@ipsos.com](mailto:kyle.braid@ipsos.com)

📞 778.373.5130