



enrg RESEARCH GROUP

Town of View Royal Community Satisfaction Survey 2019

March 12, 2019

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ABOUT NRG RESEARCH GROUP



RESEARCH
CONSULTING



SURVEYS



FOCUS
GROUPS



ADVANCED
ANALYTICS

Marketing and public affairs research company with over 35 years of experience conducting general population, consumer and business-to-business research.

- Head office is in Vancouver, with regional offices in Calgary, Winnipeg and Toronto.
- 35 professional staff, 200+ call centre staff.
- Clients across Canada and the United States.
- Innovative customized online, telephone, on-site and qualitative research solutions.

Community Satisfaction Survey: Objectives

Survey objectives

- The objectives of the Community Satisfaction Survey were to:
 - Identify the most important local issues to residents of the Town of View Royal;
 - Gauge satisfaction with overall quality of life, overall level and quality of services provided by the Town, and specific services offered by the Town;
 - Understand perceptions of value for tax dollars;
 - Determine the types and sources of information desired by residents, as well as preferred contact method for future interactions;
 - Assess sentiment on potential investments in infrastructure (including bike and pedestrian paths and parks and trails), traffic congestion, and other services; and,
 - Gauge responses to potential approaches to funding future large projects, as well as strategies for balancing funding and service levels.

Methodology

Methodology: Data Collection

Three Modes of Data Collection

1. The study was primarily conducted via telephone interviewing, using phone numbers geocoded to the Town of View Royal.
2. If respondent was unable or unwilling to participate when reached by phone, they were also given the opportunity to participate through an online survey. The interviewer would collect the respondent's email address and a personalized link would be emailed to the respondent within the next few business days.
3. The study was also offered via an open link online survey (with a link on the Town of View Royal's website) in parallel with the telephone survey.

Notes on Sampling

- Results from modes 1 and 2 are included in the analysis; these are considered to be collected via random sample.
- Open link results have been shared with the Town of View Royal under separate cover. These results should be considered directional as they were not collected via random sampling.

Methodology: Data Collection

Details of Data Collection

- Telephone interviewing was conducted from February 11-26, 2019. Online invitations were also sent during this period where requested.
- The parallel open link was also launched February 11 and kept active until the end of the survey period.
- A total of 401 Town of View Royal households are included in the final results:
 - 400 collected by telephone
 - 1 collected online through an email invitation
- Based on the total population and sample size, the maximum margin of error for the total sample is $\pm 4.9\%$, 19 times out of 20.
- Potential participants were ineligible for the study if:
 - They do not reside in the Town of View Royal.
 - A member of the household works for the Town of View Royal (including Town employees, volunteer firefighters, elected officials for the Town), or in the fields of marketing research or media.

Demographics

Gender



40%
48% weighted



60%
52% weighted

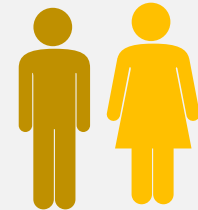
Age



2%
22% weighted
18-34



19%
36% weighted
35-54



79%
42% weighted
55+

Employment



33%
Full-time/
Self-employed



59%
Retired



4%
Part-time



1%
Student



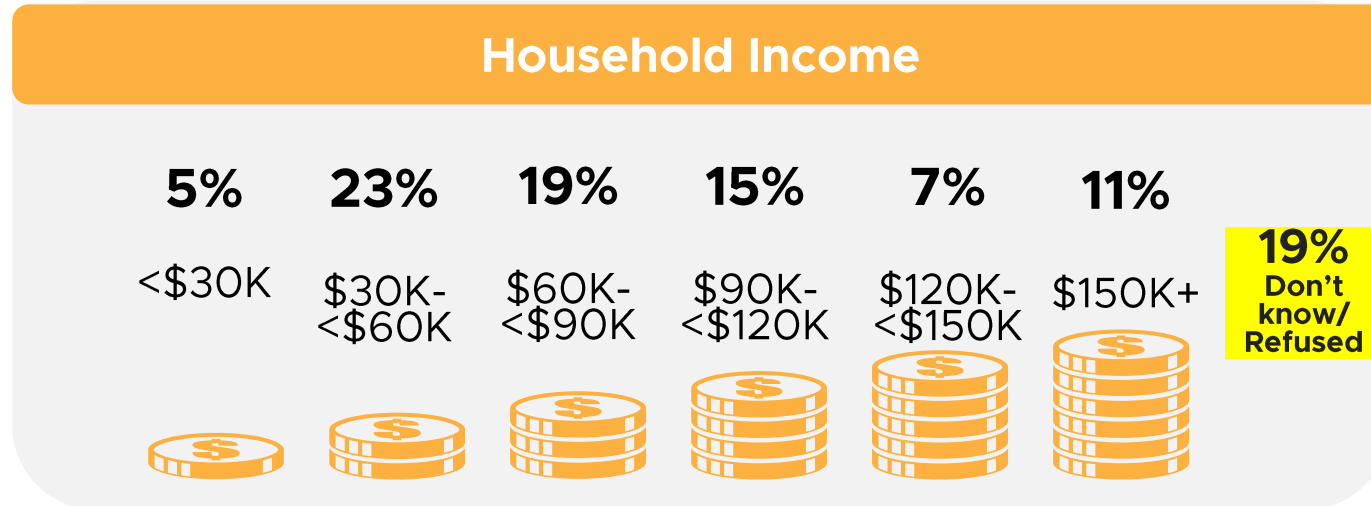
1%
Not
currently
working

Demographics



- The majority are longer-term residents of the Town of View Royal:
 - 20% have lived in View Royal for thirty or more years
 - 20% have lived in View Royal for twenty to thirty years
 - 33% have lived in View Royal for ten to twenty years
 - 26% are relatively new to the area, with fewer than ten years in residence
- Nearly nine in ten (88%) are homeowners; 11% rent their current home.
- Most share their home with other household members; however, few of these households include children:
 - 53% of households have two members and 29% have three or more
 - 16% of households include children under 18.

Demographics



- Most are college or university-educated:
 - 3% have less than a high school education
 - 20% have a high-school diploma
 - 23% attended but did not complete post-secondary studies
 - 34% completed a post-secondary degree or diploma
 - 17% have a post-graduate education
 - The remaining 2% prefer not to disclose their education history

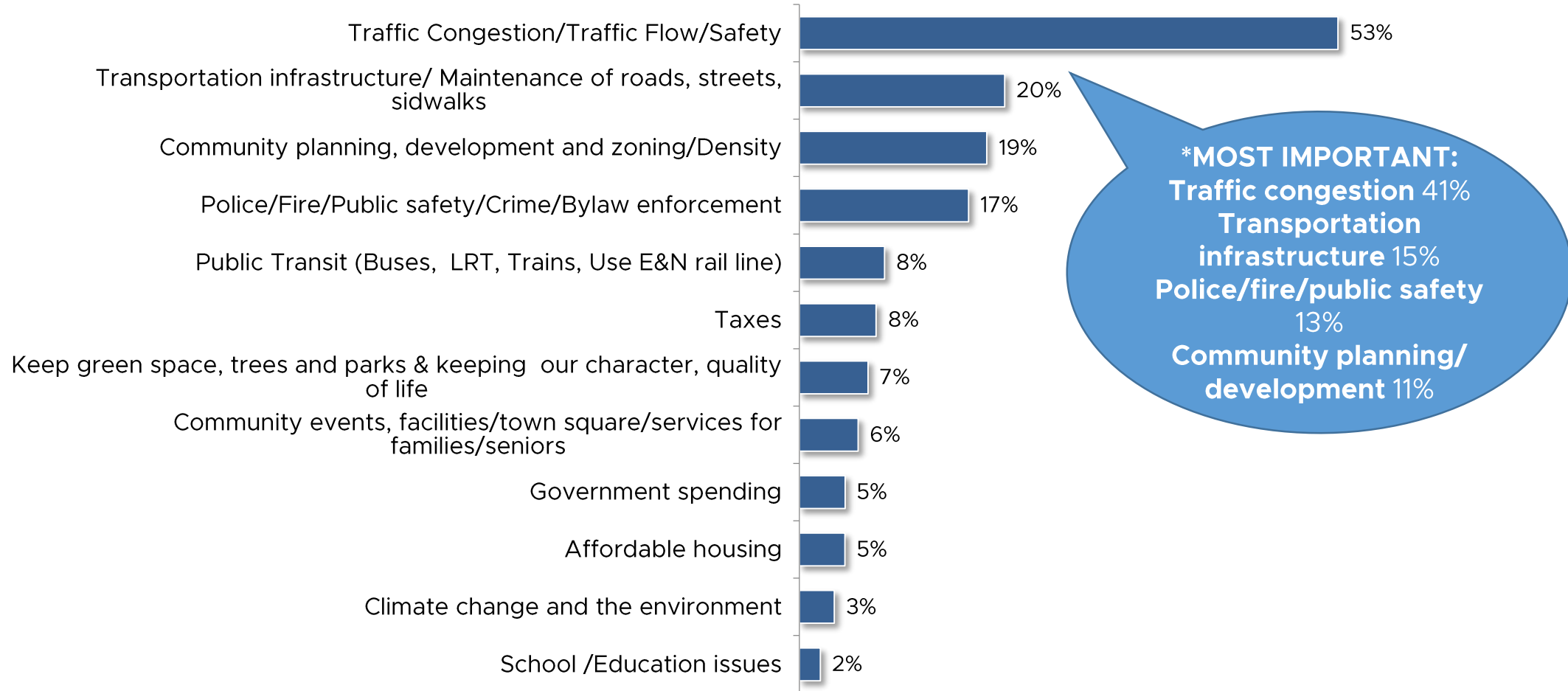
Overall results: very good!

- View Royal residents rate the quality of life and their satisfaction with the quality & level of Town services and staff service quality very highly.
- Mostly a good news story -- we will highlight areas of focus for the Town based on the survey results.

Results:
*Issues Agenda and
Current Service Levels*

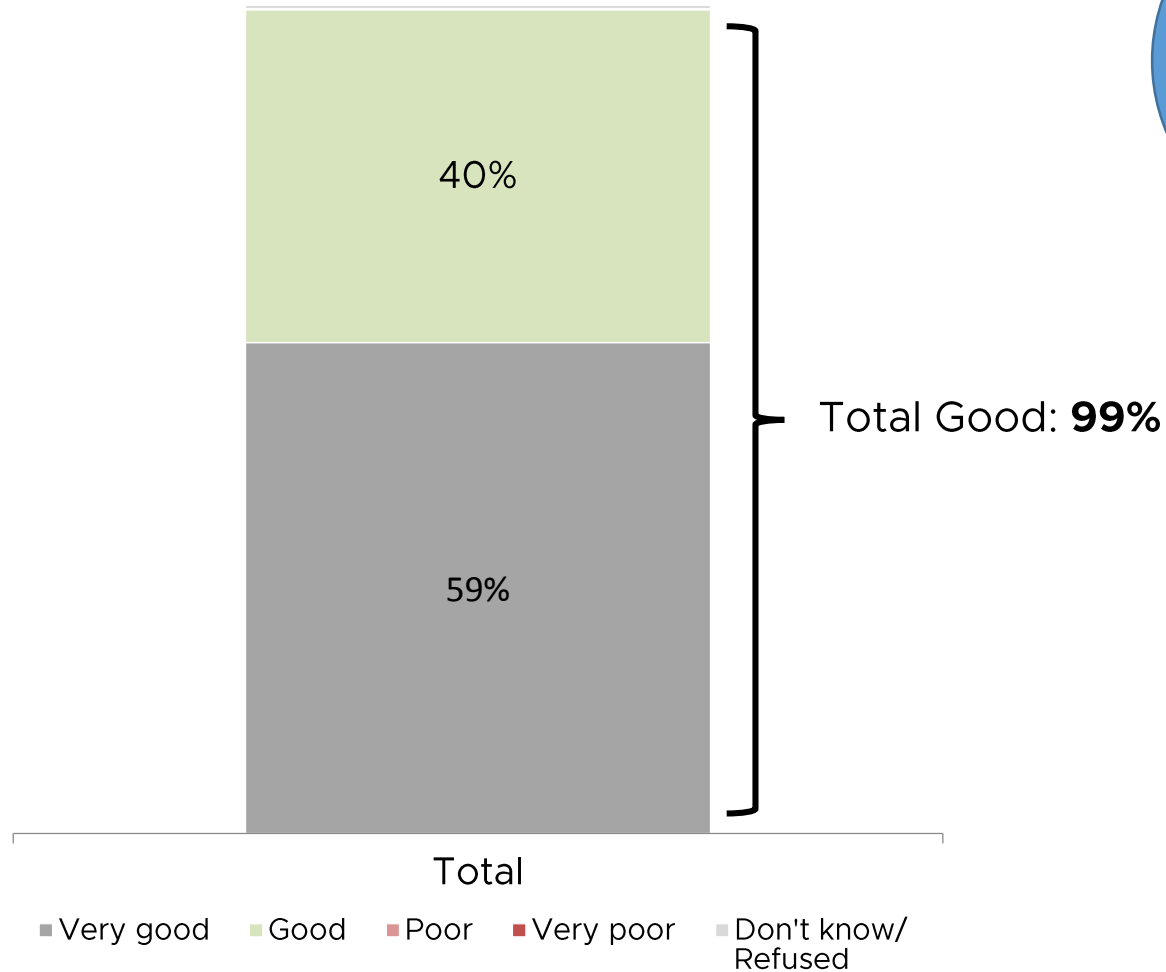
Most important issue facing the community

In your view, as a resident of the Town of View Royal, what is the most important issue facing your community? Are there any other important local issues? (All Mentions)



Overall quality of life in View Royal

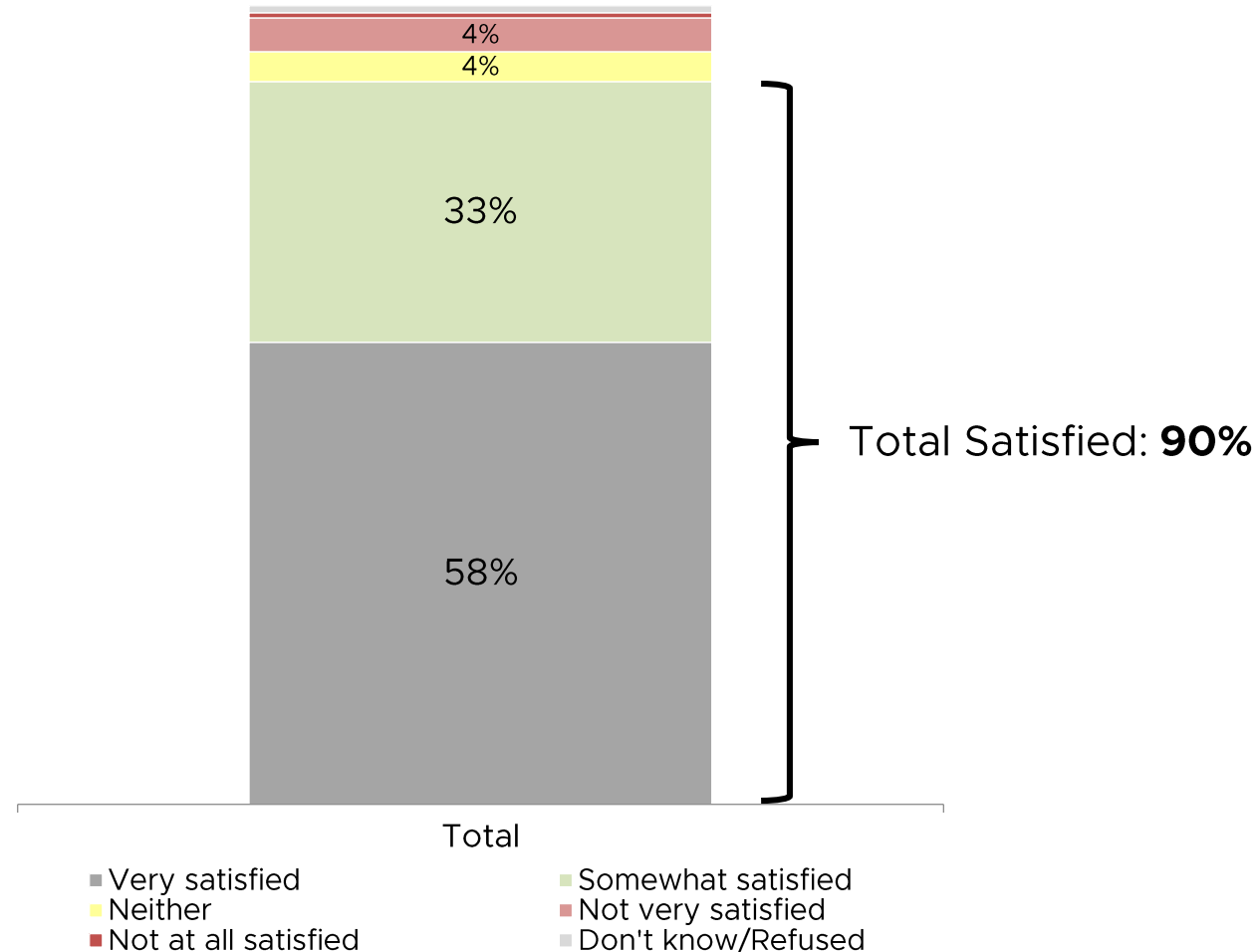
How would you rate the overall quality of life in the Town of View Royal today?



OTHER COMMUNITIES:
Oak Bay (2016): 99% good, 77% very good;
Central Saanich (2015): 97% good, 57% very good;
Port Coquitlam (2017): 98% good, 48% very good;
Kelowna (2018): 94% good, 36% very good

Satisfaction with overall level and quality of services

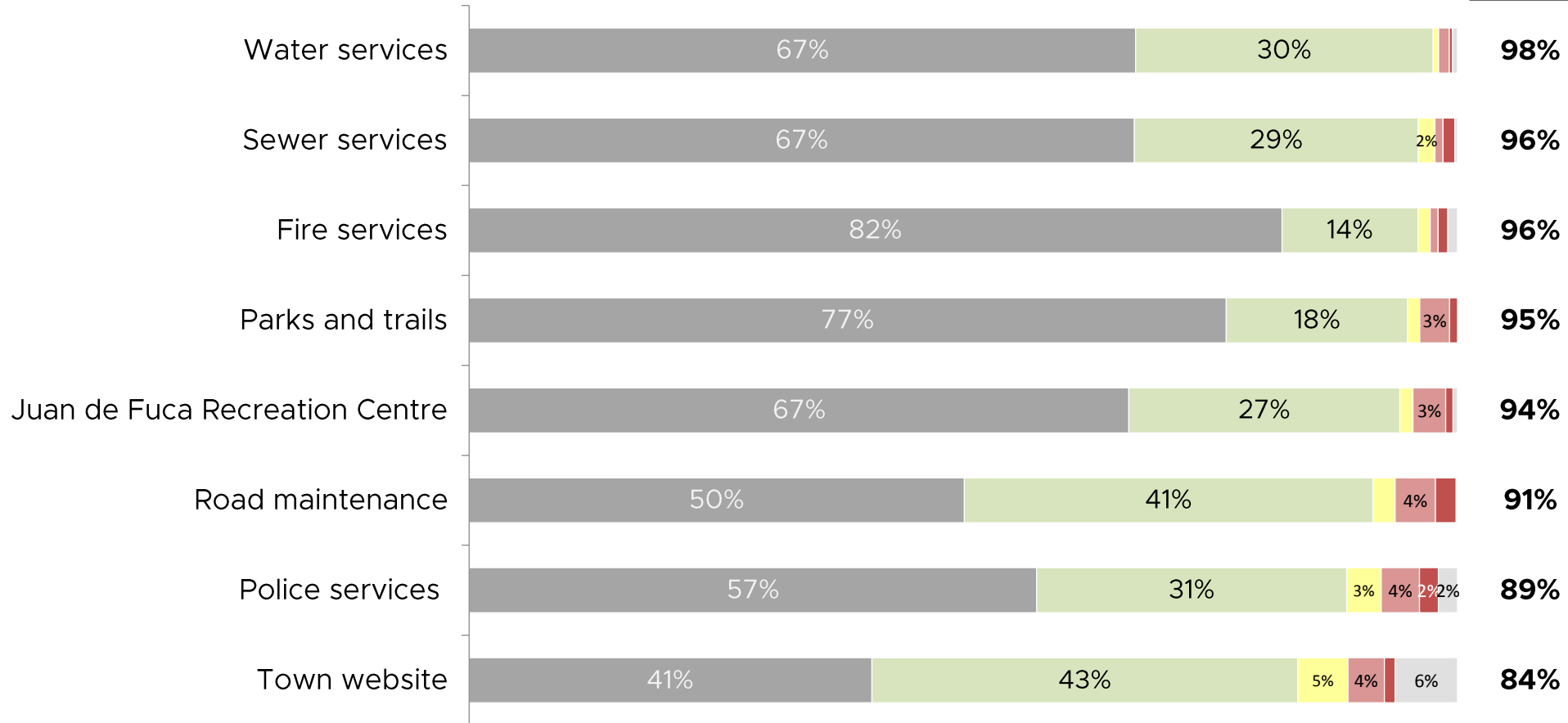
How satisfied are you with the overall level and quality of services provided by the Town of View Royal?



Satisfaction with specific View Royal services

How satisfied are you with the following services,,,*

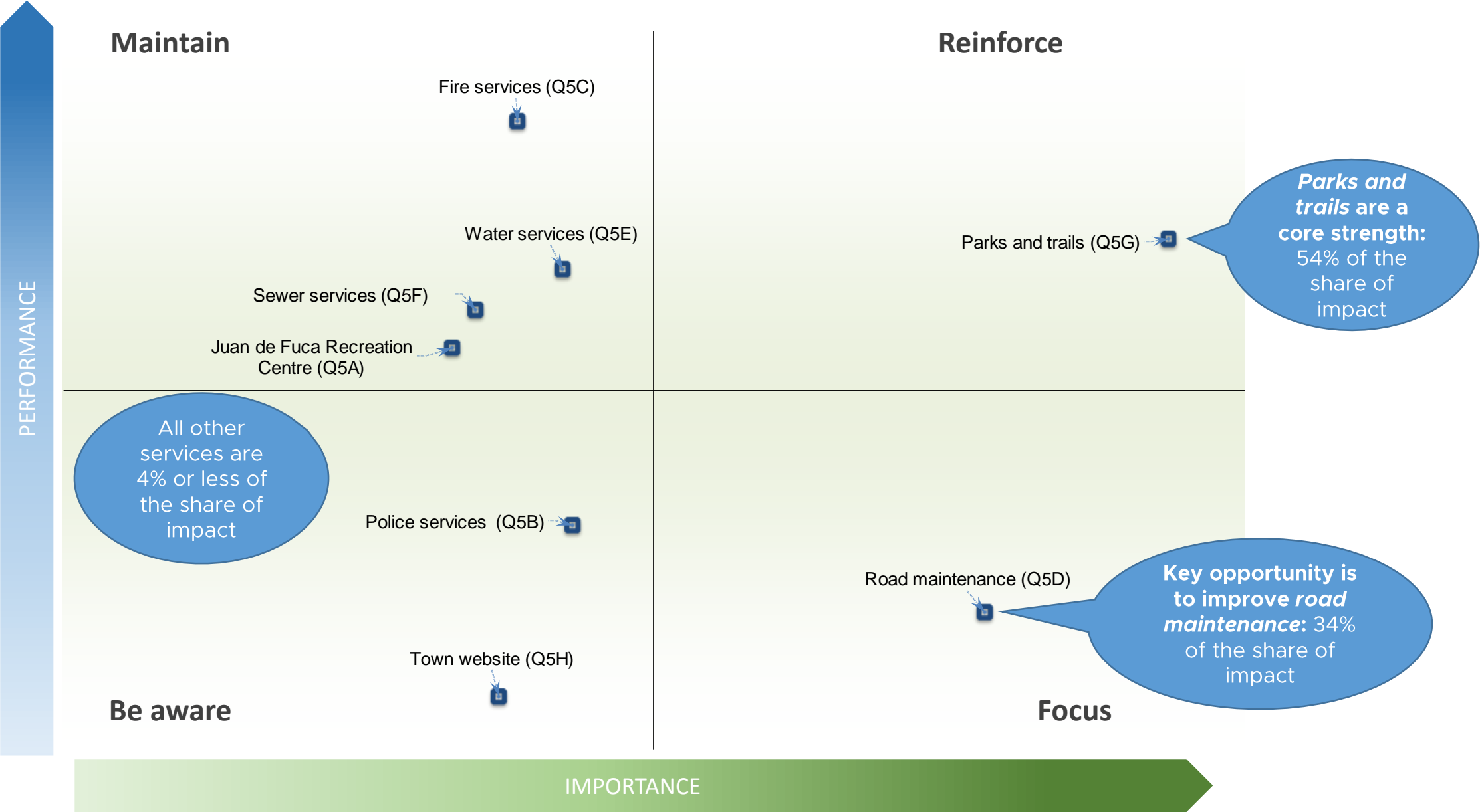
**Pct. Very/
Somewhat
Satisfied**



- Very satisfied
- Somewhat satisfied
- Neither
- Not very satisfied
- Not at all satisfied
- Don't know/Refused

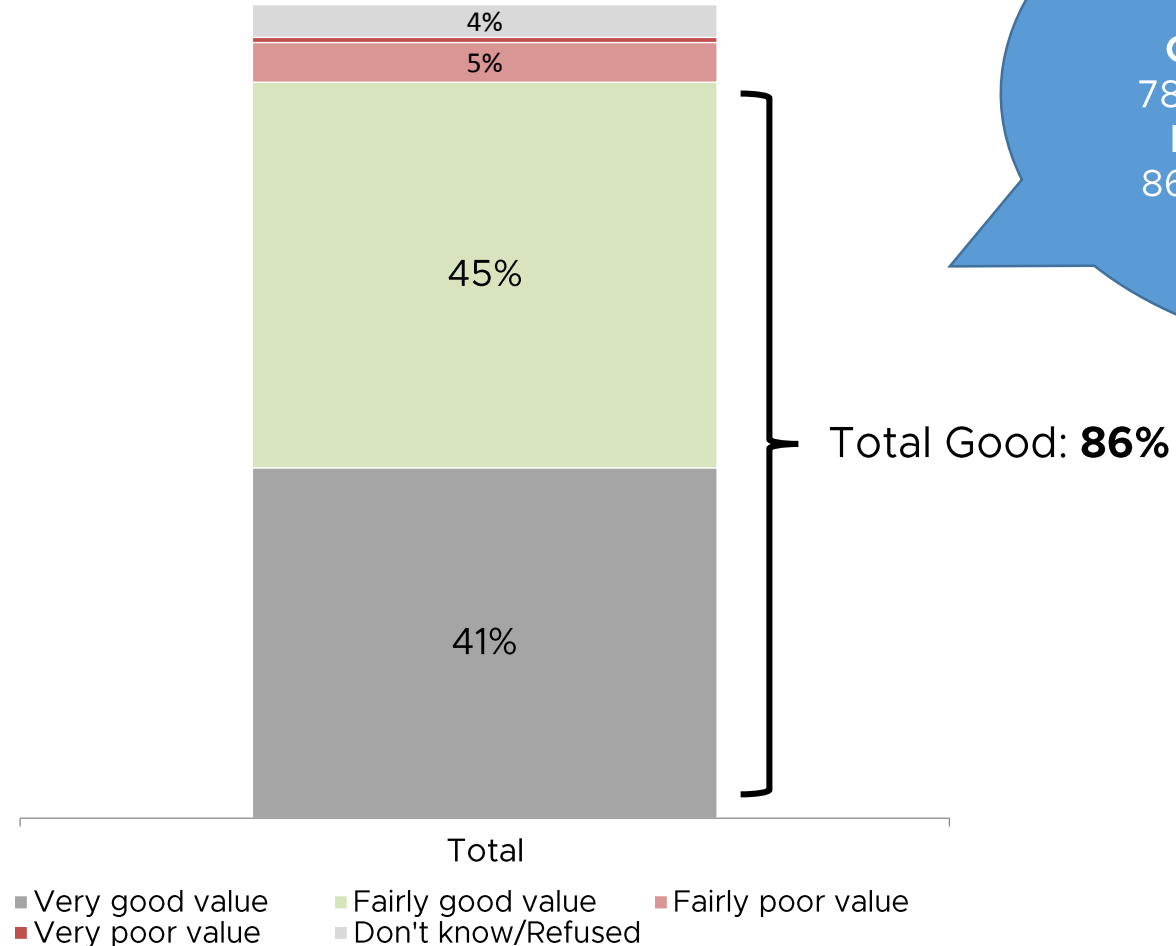
* Excludes residents who state the service was 'not applicable' (n=299-393)

Key Driver Analysis: areas of focus



Value for tax dollars

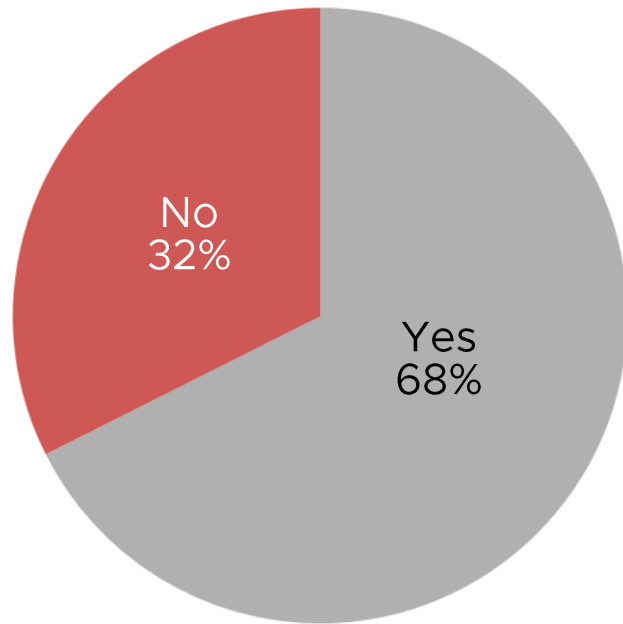
Thinking about all the programs and services you receive from the Town of View Royal, would you say overall that you get good value or poor value for your tax dollars?



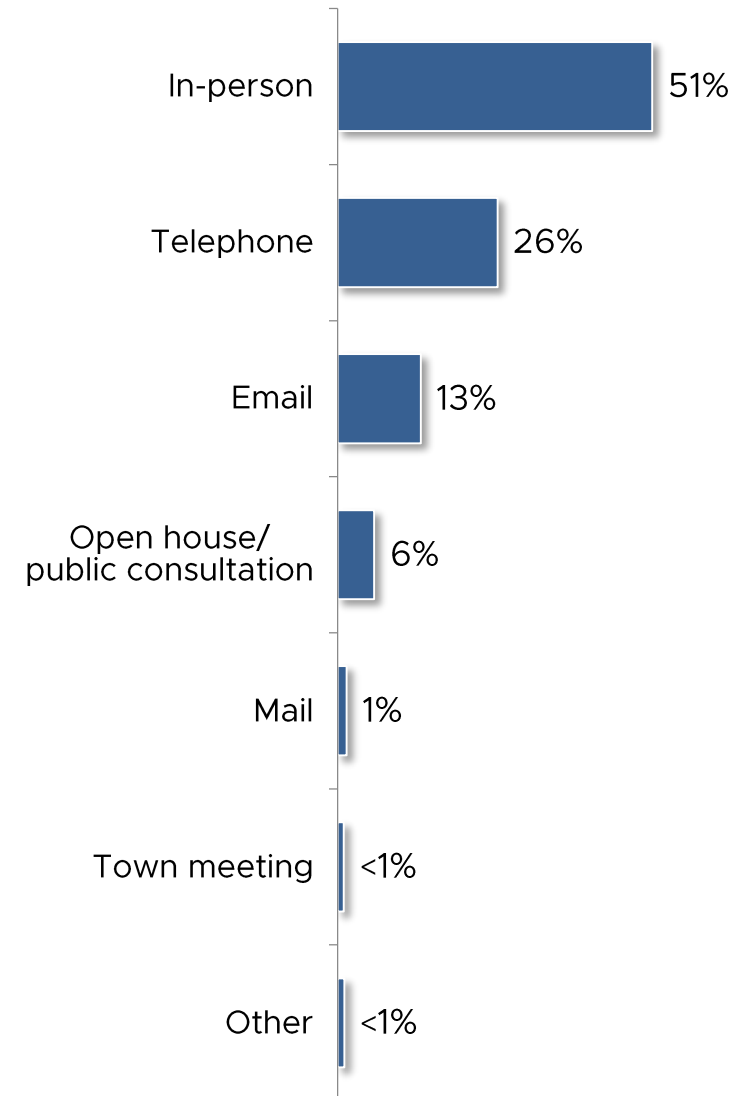
OTHER COMMUNITIES:
Oak Bay (2016): 83% good, 37% very good;
Central Saanich (2015): 78% good, 25% very good;
Port Coquitlam (2017): 86% good, 21% very good;
Kelowna (2018): 79% good, 16% very good

Contact with Town of View Royal staff

Have you personally contacted or dealt with a Town of View Royal employee within the past year?



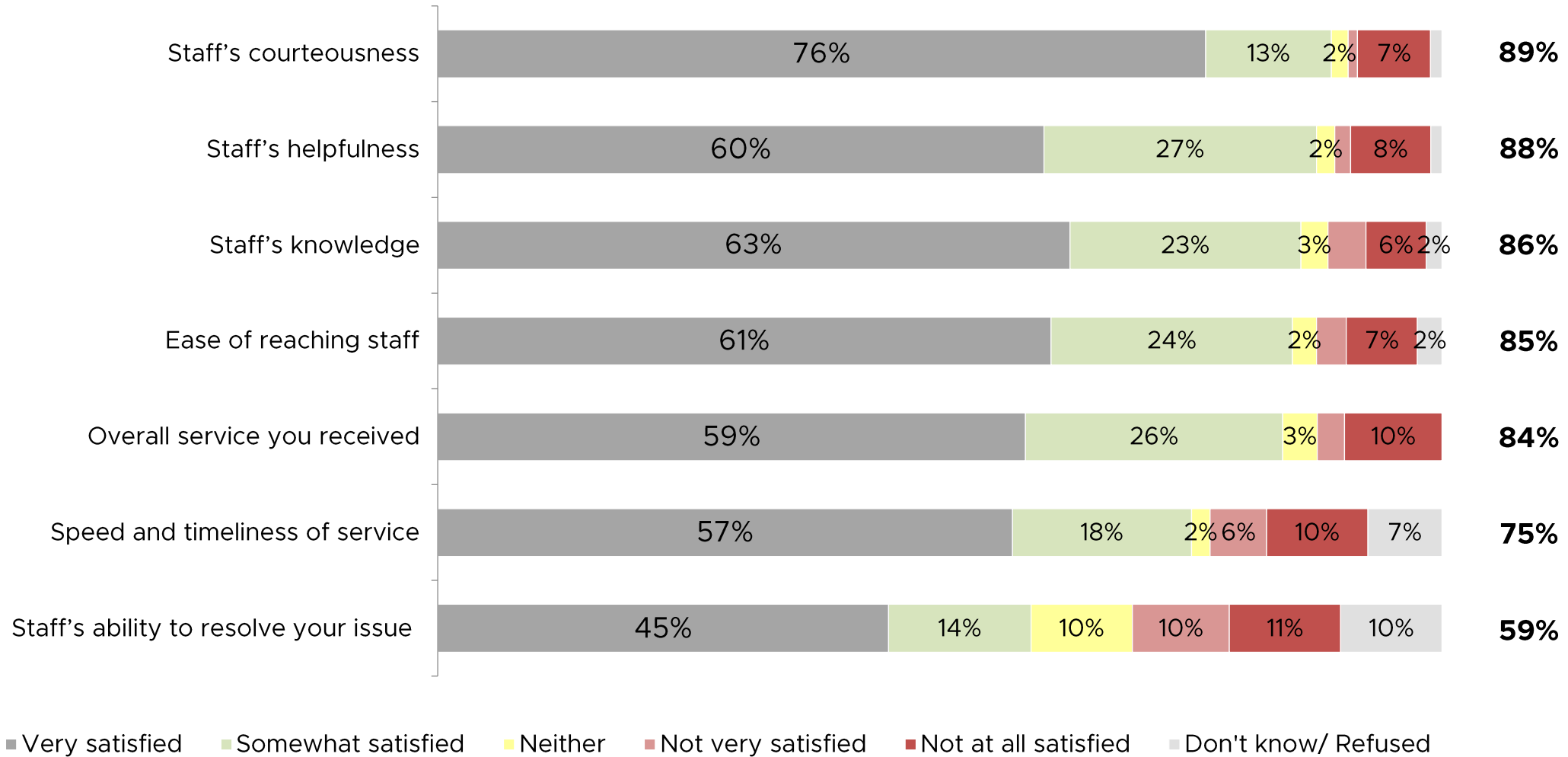
How did this contact occur?



Satisfaction with View Royal staff interactions

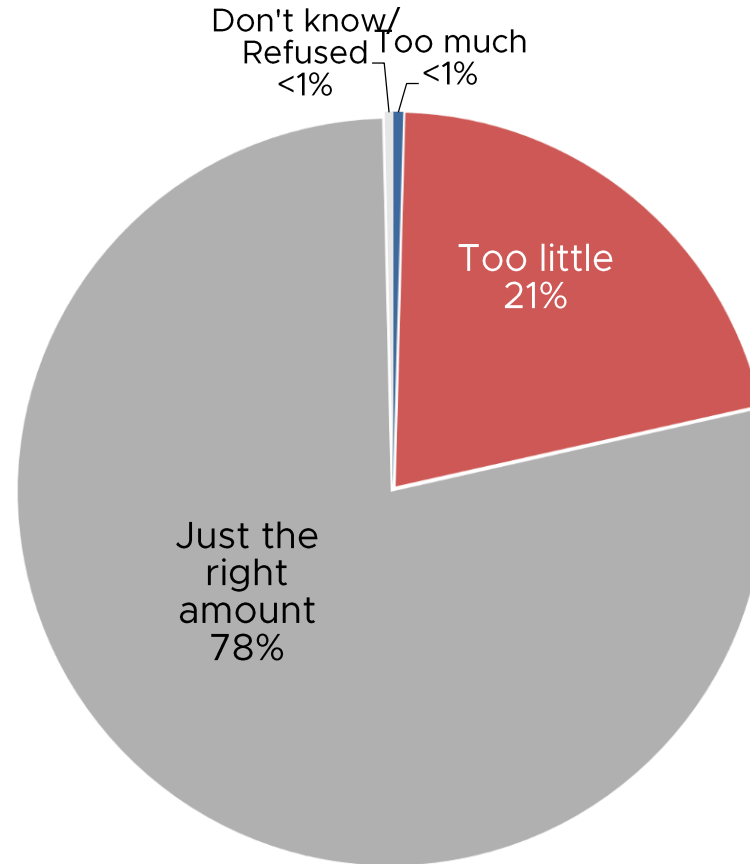
How satisfied are you with the...

**Pct. Very/
Somewhat
Satisfied**



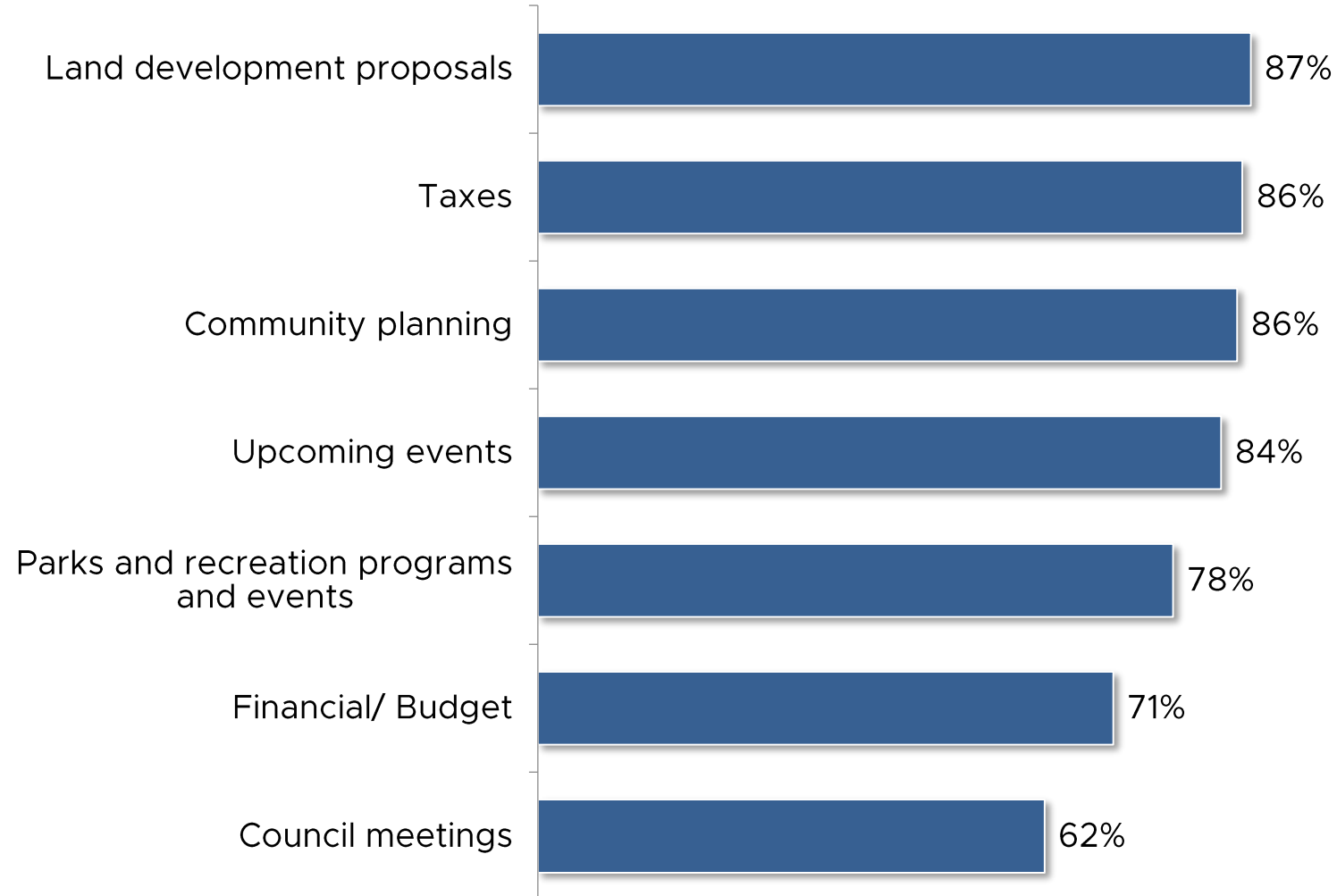
Information from the Town of View Royal

In your opinion, do you currently receive too much, too little, or just the right amount of information from the Town of View Royal?



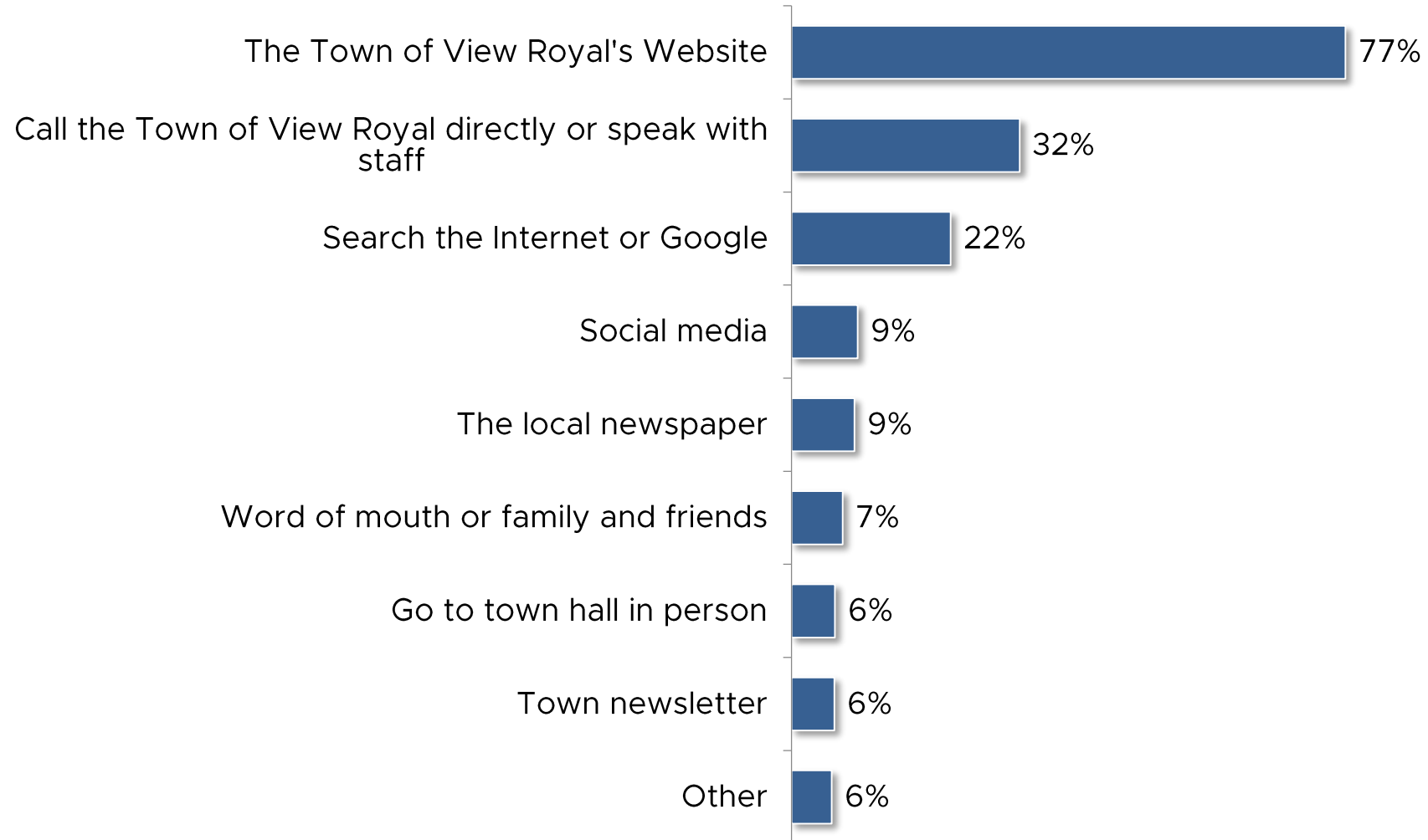
Information preferred from the Town of View Royal

Thinking about your information needs, what kinds of information do you want the Town of View Royal to provide you with?



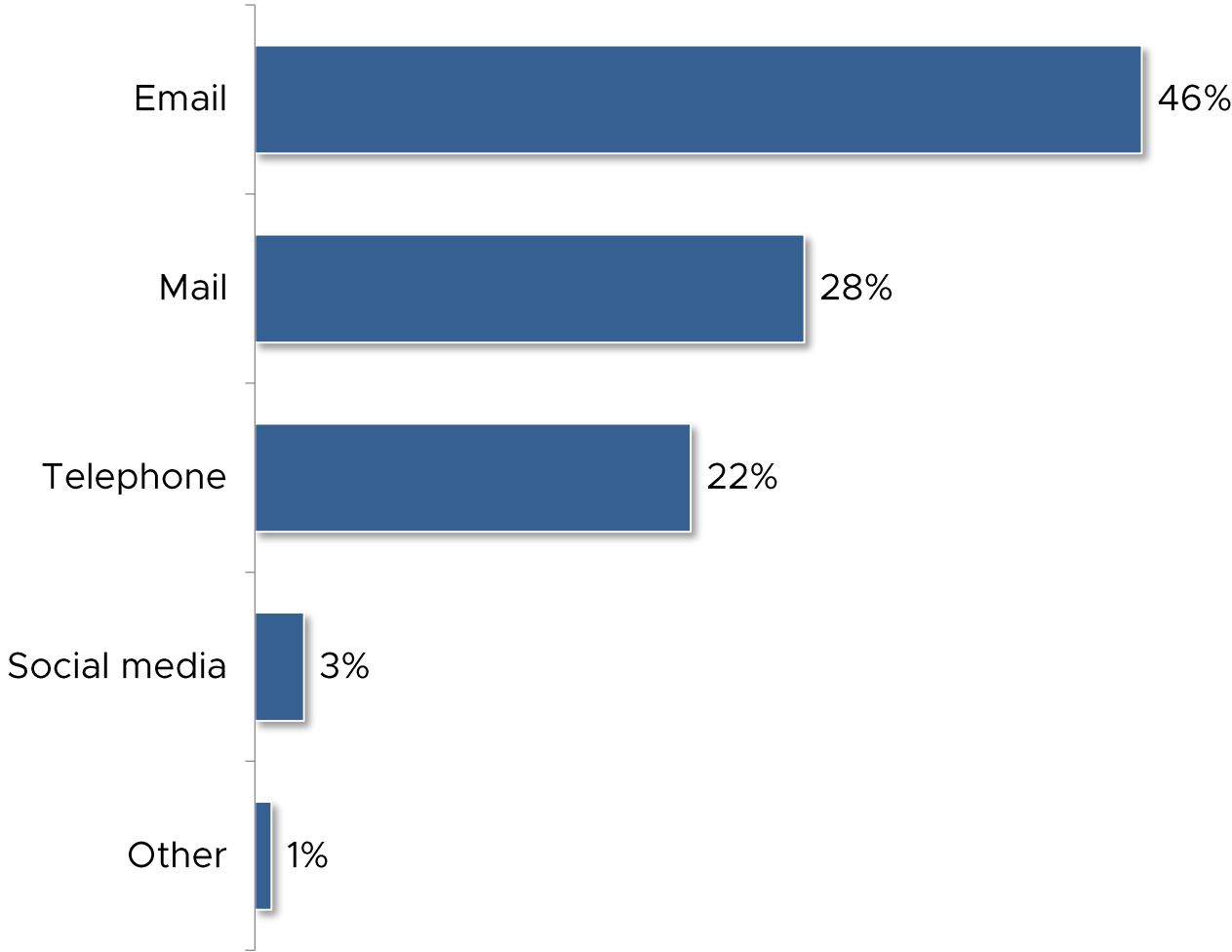
Sources of information on View Royal

If you were looking for information on the Town of View Royal, what sources would you use to find the information?



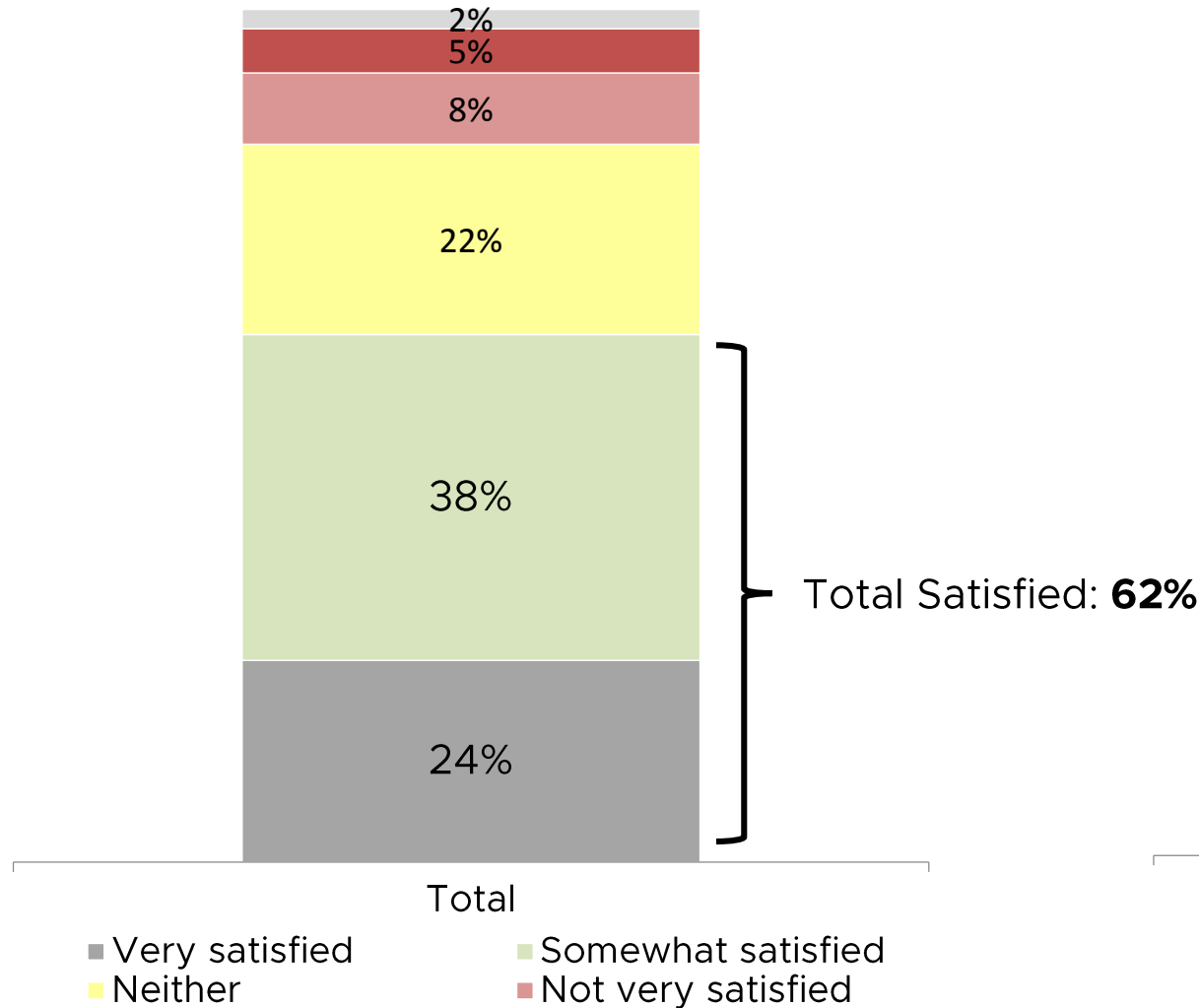
Preferred means of contact from the Town of View Royal

Of the following options, how would you most prefer to be contacted by the Town of View Royal in the future?

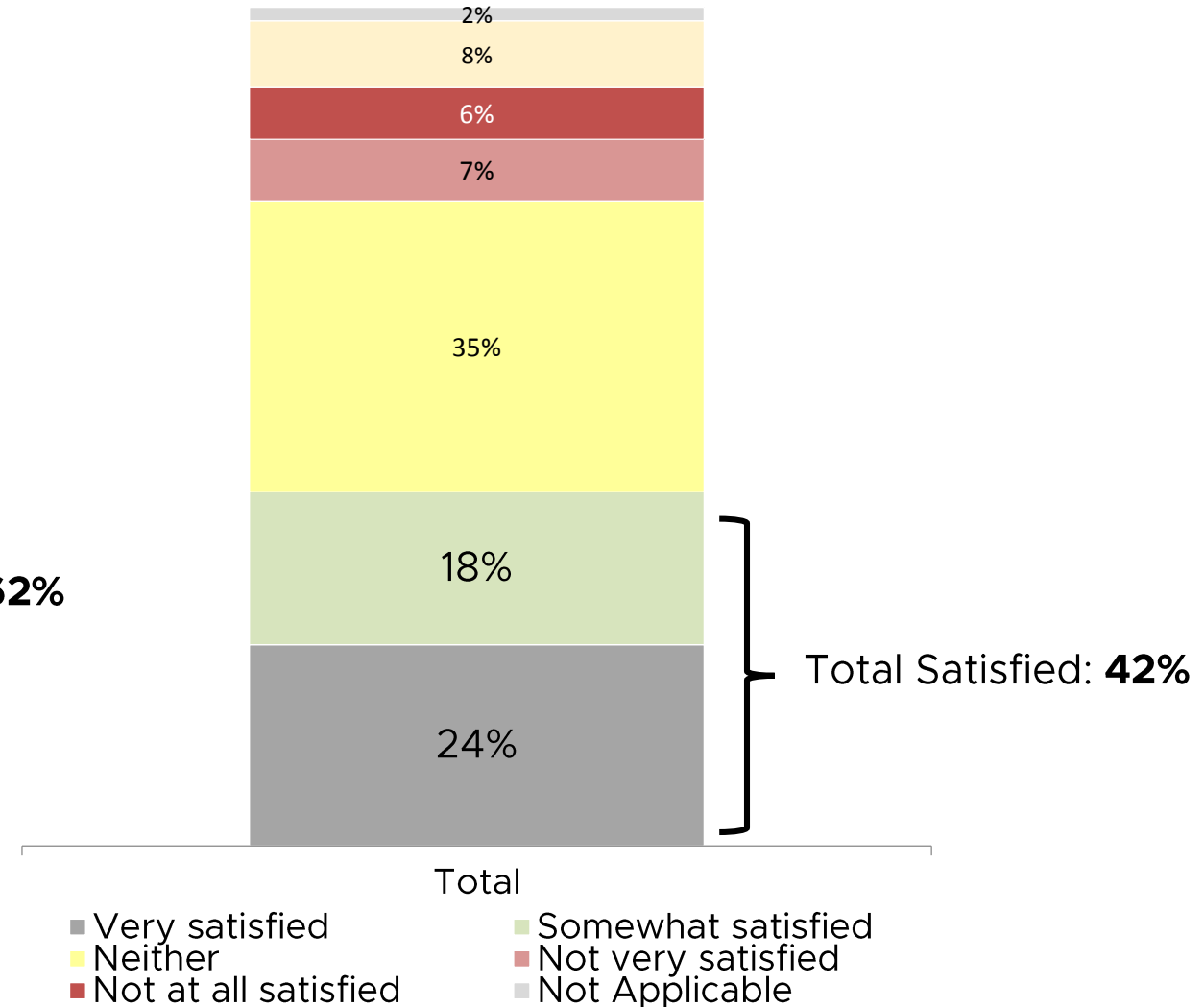


Satisfaction with engagement with the Town of View Royal

How satisfied are you with your opportunities to engage with the Town of View Royal on matters regarding land use, community and strategic planning?



How satisfied are you with your opportunities to volunteer for... Town events?

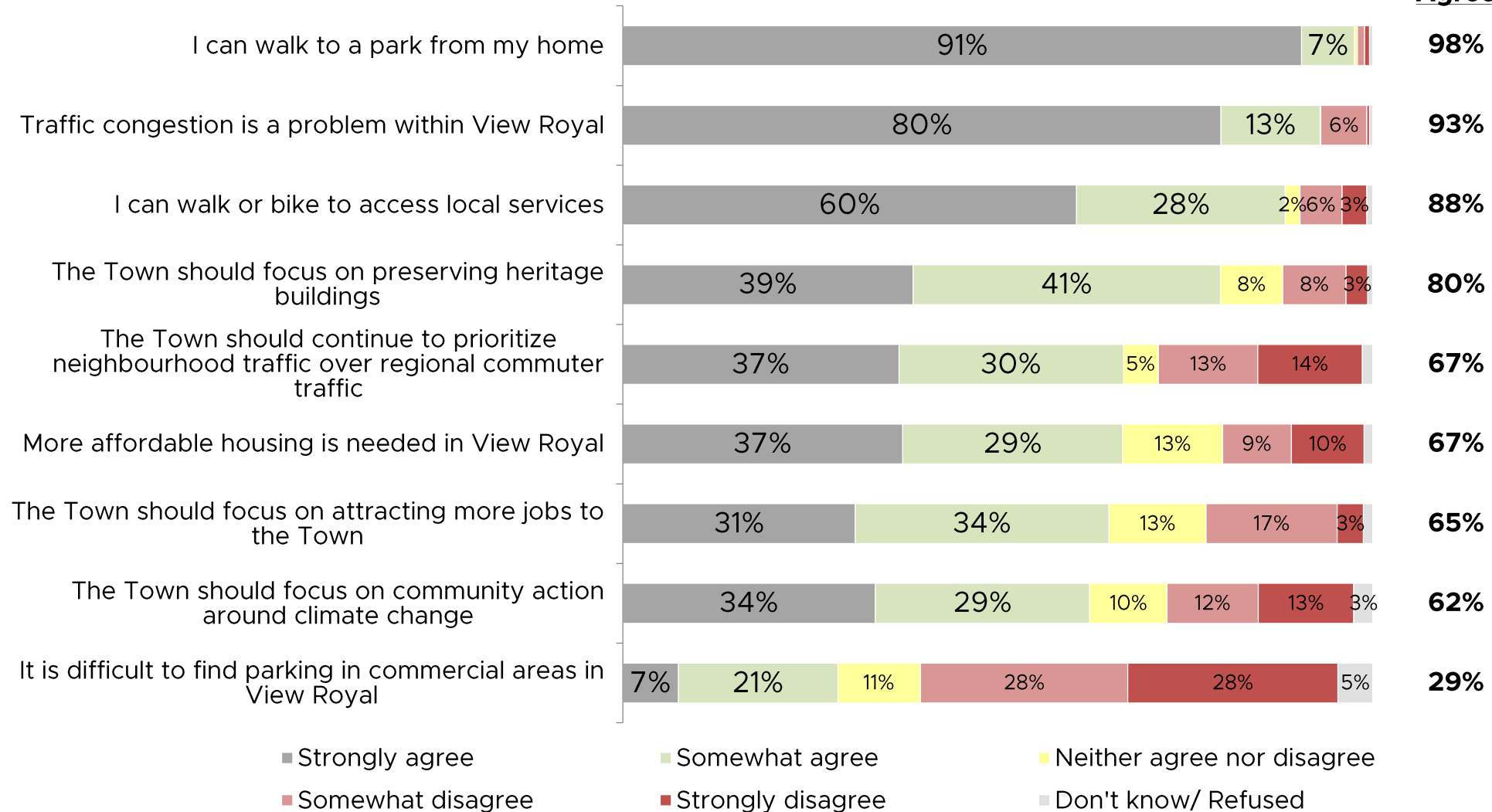


Results: *Planning for the Future*

Agreement with statements about View Royal

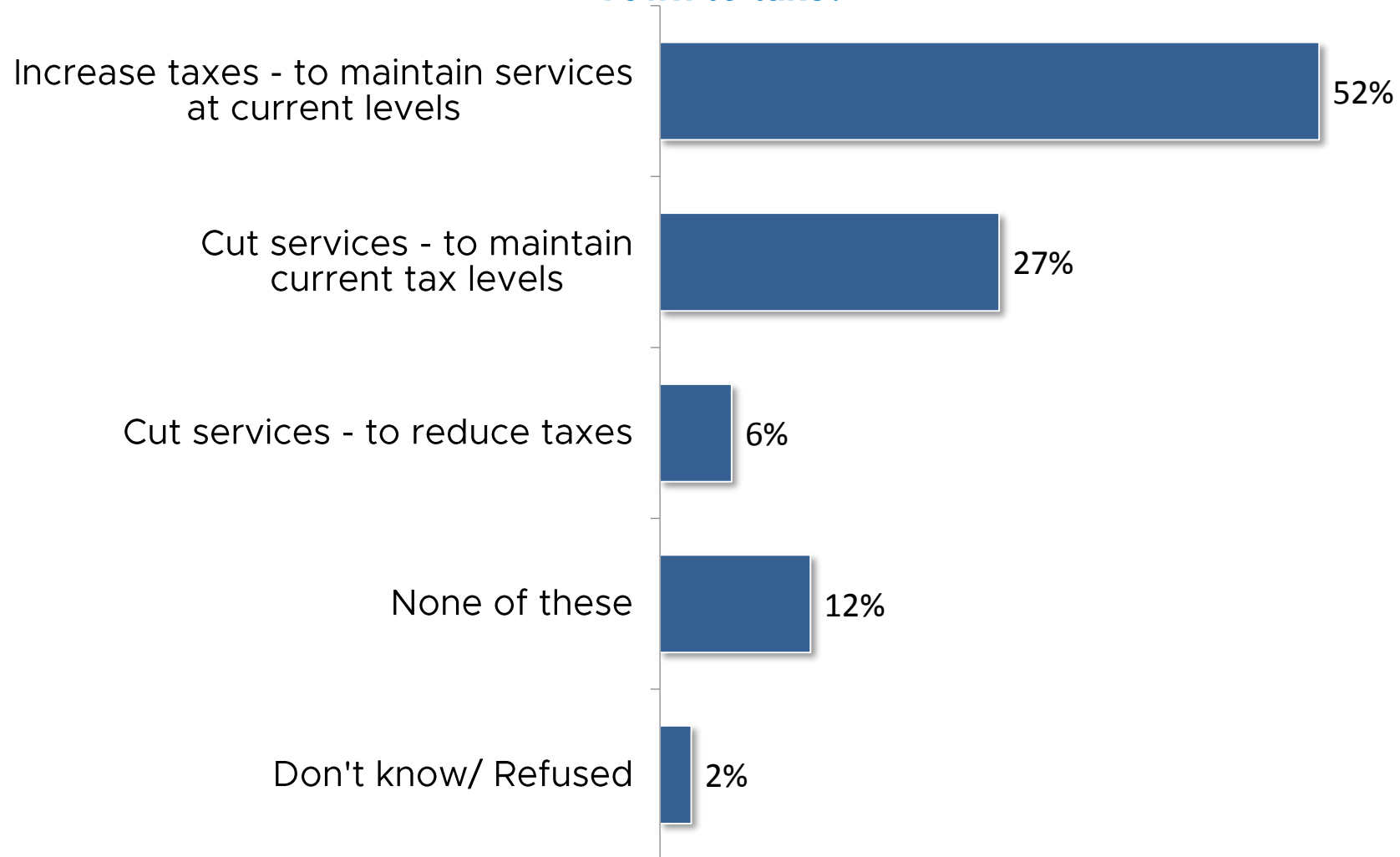
Rate your agreement with each of the following statements about the Town of View Royal...

Pct. Strongly/
Somewhat
Agree



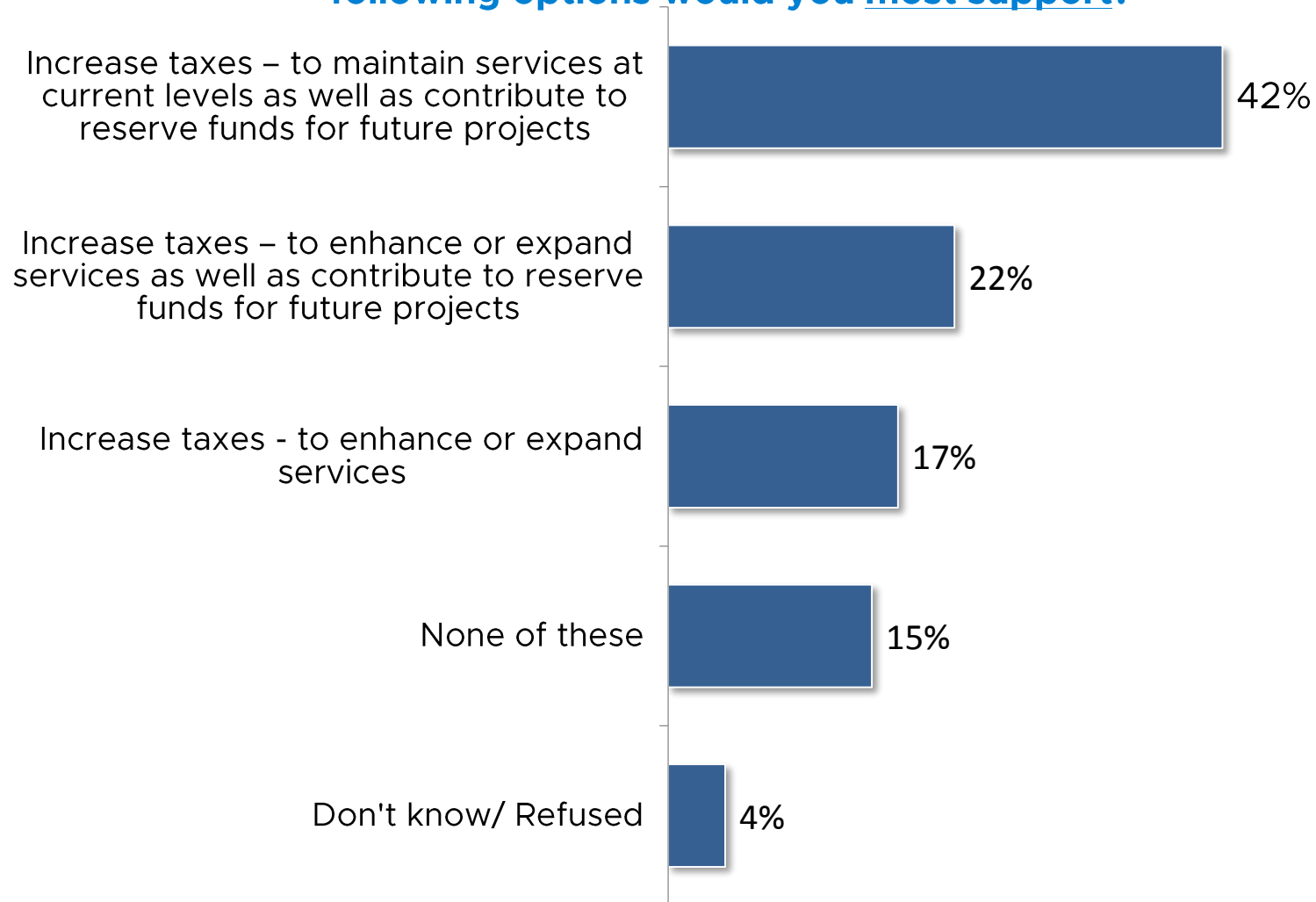
Approaches to current service levels and property taxes

When thinking about current service levels and property taxes, which one of the following approaches would you most prefer the Town to take?



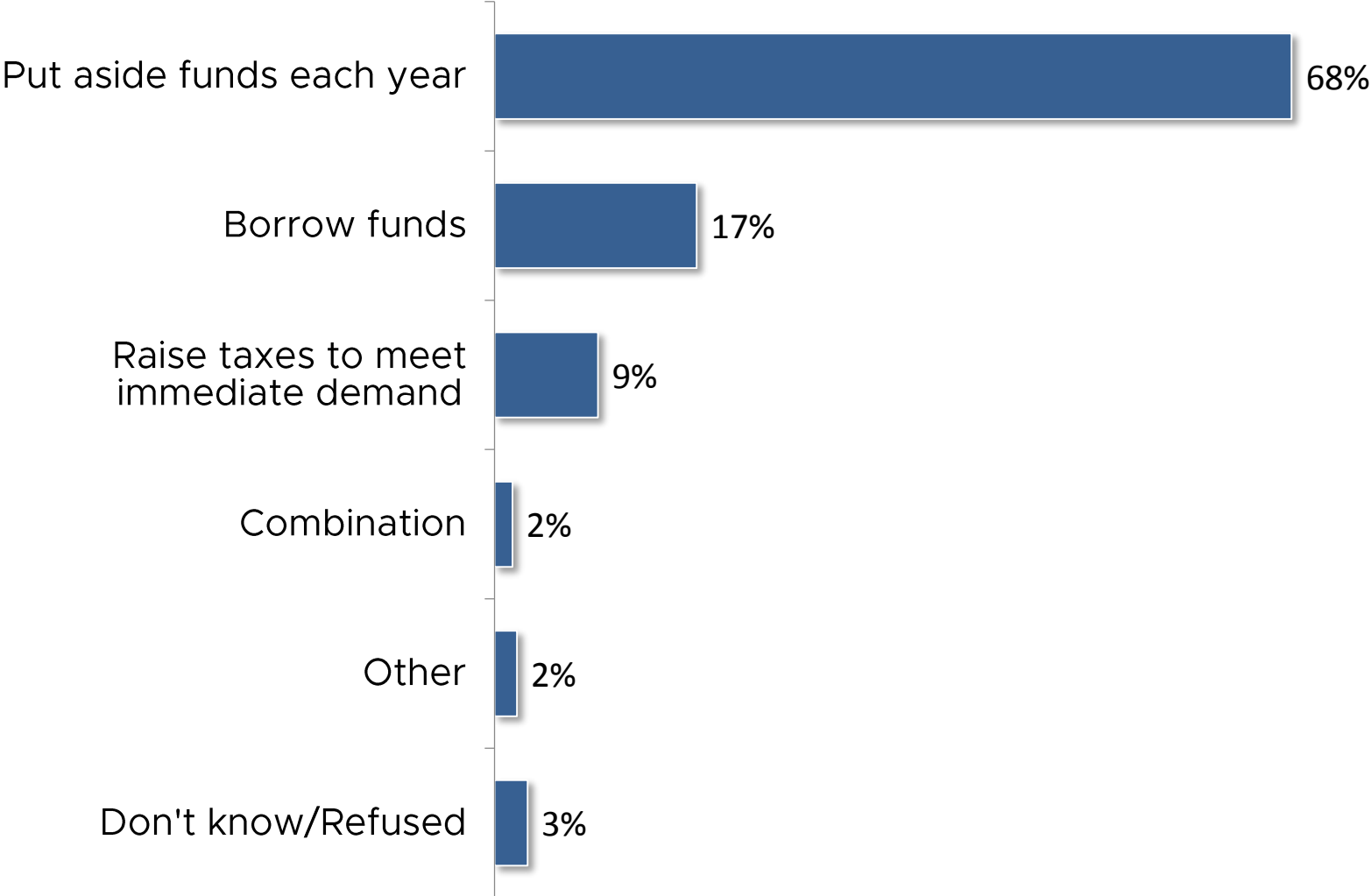
Options for enhanced or expanded services

Beyond the Town's current service levels, in thinking about enhanced or expanded services or future projects, which of the following options would you most support?



Funding future large projects

In general, which of the following funding approaches would you prefer the Town of View Royal use to fund future large projects?



Conclusions and Recommendations

Conclusions and recommendations

- Again, this is a good news story: **residents view the Town very positively.**
 - High quality of life rating – compares well with other communities
 - Highly satisfied with the quality and level of Town services
 - Satisfied with staff service and the amount of communication received from the Town
- Perceptions of the value for taxes is high – residents prefer tax increases over service cuts.
- Agreement is fairly strong in terms of future priorities for View Royal, especially related to walking and biking infrastructure; however, traffic congestion is a major concern.

Conclusions and recommendations

Where there's room for improvement:

- **Traffic flow and congestion** is the single most important issue facing View Royal residents today.
 - Relatedly, transportation infrastructure/ maintenance of roads is second most important
 - Improving road maintenance is a key driver of overall satisfaction with the level and quality of service provided by the Town
- Not necessarily improvement required, but **View Royal should reinforce and continue to take care of its parks and trails**, as this drives overall satisfaction highly and is a major reason why they rate the quality of life in the Town as good.
- Residents are fairly satisfied with the opportunity to engage with the Town of View Royal on matters regarding land use, community and strategic planning as well as the opportunities available to volunteer for events.
 - The Town may consider focusing messaging on opportunities for residents to engage in both planning and volunteering for events

“Overall, I wouldn't live in a different municipality, I really like living here. The staff are excellent whenever I've had to call the town for any reason. And I appreciate them being on Facebook and easy to access as well.”

“I just think that the two biggest problems are traffic and the increased desire to increase density. They have to be mitigated because the increase in density results in too much of an increase in traffic which inconveniences existing residential. Plus View Royal is in between commercial and the bedroom communities, drivers commute through, it causes congestion.”

“Well, I think it is one of the most beautiful places to live in British Columbia. You are close to nature and yet you have major highways that go into Victoria and north of Victoria at your fingertips and yet when you are living in View Royal you feel like you are living in the country. You have the best of both.”

“Efforts by the town to calm traffic have contributed to increasing traffic congestion, e.g. The reconfiguration of Helmcken Rd by Eagle Creek to single lane, the multiple traffic lights along Island Highway. The back-ups are not only frustrating, the emissions from the idling vehicles must be having a negative impact on the environment.”

“We like View Royal very much the way it is because the way it is set up. It is nice and rural, we like the boulevards being kept up... we like the upkeep of landscaping on the highways.”

Questions?

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