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## West Vancouver Community Survey 2007

Prepared for District of West Vancouver

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Research reinvented

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# BACKGROUND & OBJECTIVES

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- From 1978 to 1995, the District of West Vancouver conducted a biennial citizens' survey to gather opinions and attitudes about District services and local issues. Historically, the survey focused on determining residents' satisfaction with municipal taxes and services and gathering opinions on local issues and concerns. The survey also focused on projects or developments within the community, which held particular relevance at the time of the research.
- In 1997, the District conducted a Budget Poll to determine residents' specific preferences for balancing higher taxes, reduced services and/or user fees.
- After a four year absence from the research cycle, the District determined the need in 2001 to conduct another quantitative survey with its citizens regarding tax levels, services and funding alternatives. This survey, with modifications to the content and methodology, was repeated in 2004 and again this year, in 2007.
- Synovate (formerly "MarkTrend Research Inc.") was commissioned to conduct the above mentioned surveys since 1991, including this year's Community Survey for the District of West Vancouver. This report contains the detailed findings from this most recent study and, where applicable, compares findings to historical data as far back as 1983.

# METHODOLOGY

- For this study a two-stage methodology was employed. The first stage consisted of recruiting 1251 West Vancouver heads of households to participate in the study. Eligible respondents were given an explanation of the objective of the research study and asked to participate by supplying their email address so that an email invite could be sent to them.
- Respondents without internet access or preferring to participate by mail were given the option of completing the same survey on paper by supplying their name and address so that a detailed questionnaire could be mailed to their home for self-completion.
- During the recruiting stage, special effort was made to ensure a representative sample of residents across the four regions (West, Central, Ambleside and East), with the less populated Central region boosted to obtain a sufficient sample for analysis.
- The first reminder/thank you emails were sent 3 days after the email invitation was sent to thank respondents for completing the survey or remind them to complete the survey if they haven't done so. A second reminder email was sent 7 days after the email invitation encouraging participation. Follow-up telephone calls were also made to those respondents who asked for mailed surveys.
- A total of 800 self-completed surveys were received and tabulated (a 64% response rate), with more done online (500) than by mail (300).

- In order to ensure the returned sample of 800 was reflective of both the age and regional distribution of the West Vancouver District heads of households, mathematical weights were applied.
- The following table shows the region distribution of the surveys processed before weighting and the adjusted sample after weighting factors were applied to match the actual distribution of the District:

<u>Region</u>	<u>Sample Before Weighting</u>	<u>Sample After Weighting</u>
West	184	171
Central	94	69
Ambleside	289	236
East	233	324

- Respondent recruitment and follow-up calls took place between October 3 and October 25, 2007 and the surveys were emailed/mailed out to those agreeing to participate between October 4 and October 26, 2007. All recruiting and follow-up calls were completed from Synovate's supervised Central Telephone Facility in Vancouver.
- The statistical confidence limits for a sample size of 800 are +/-3.5%, 19 times out of 20. Regional or demographic samples have wider margins of error. When comparing results between 2007 (ss=800) and 2004 (ss=660) a difference of +/-5 percentage points at the 95% level of confidence is required for that difference to be considered significant. Differences below +/-5% may or may not be significant based on the level of agreement to the particular question.

# METHODOLOGY

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- Note 1: Unless otherwise specified, results have been percentaged among those respondents giving a valid response to the question (i.e. they did not respond with “don’t know” or leave the question unanswered). The percentage of those answering “don’t know” or not answering at all have been shown in the detailed data tables for reference purposes only (See Appendix).
- Note 2: Caution should be taken when comparing results of the 2001, 2004, and 2007 survey to other historical data as a different methodology was used for these most recent surveys (most of the surveys in 2007 were completed online, 63%, whereas in 2001 and 2004, the majority of the surveys were done by mail). Past surveys were conducted using a telephone methodology and as such, differences in results may be due to methodological change, and should not be interpreted as a clear improvement/decline in performance or preferences.
- The change to a web/mail survey was made to accommodate the type and amount of information being sought for this survey and to enable respondents to consider the questions more thoroughly before giving a response. While web/mail surveys can be subject to greater self-selection bias than telephone surveys, the high response to the web/mail survey (which was facilitated by the pre-recruitment by telephone) indicates that this should not be a concern. Consideration was given to conducting a “parallel” telephone survey to gauge any differences in responses obtained by the two methodologies, however, relatively wide margins of error would apply in any such comparison and thus nullify the benefits of such an endeavor.

# EXECUTIVE SUMMARY

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## Attitudes Toward Living In West Vancouver

- **The majority of West Vancouver residents feel the community offers a high quality of life, is a good place to raise a family and is a good place to retire.** Of the three, the quality of life is rated most positively (85% saying it is very good) followed by being a good place to raise a family (71%) and to retire (64%).
- **However, while attitudes are positive, they are not as strongly positive as they were three years ago,** when very good ratings for these three measures stood at 89%, 78% and 74%, respectively.
- **When it comes to the main issues or challenges currently facing the community, residents primarily point to housing issues and/or controlling growth and maintaining West Vancouver's character.** Specifically, one-third of residents mention a concern over housing (mainly affordable housing and/or having mixed/family housing) and 22% mention controlling growth. Other issues that are top-of-mind among West Vancouver residents are transportation/traffic flow (21%) and taxes/spending (18%).
- **While controlling growth was equally concerning to residents in 2004, their preoccupation with housing, transportation/traffic and taxes/spending has increased over the past three years.**

## Housing Concerns/Preferences

- When specifically asked about their concern over housing in West Vancouver, **the majority say they are very to somewhat concerned about future housing affordability and choices and about the character of their neighbourhood changing.**

- Residents voice the greatest concern about affordability (52% are very concerned), followed by housing choices (40%) and then the changing of their neighbourhood's character (34%).
- When it comes to various housing-related regulations, the majority of residents support allowing, with restrictions, secondary suites (75%), bed and breakfasts (71%), multi-unit complexes (65%), and to a relatively lesser extent, smaller lots (56% supporting with restrictions). The greatest support for secondary suites comes from Ambleside residents.
- **Housing regulations that residents want to see maintained with current restrictions, rather than having tighter restrictions, include: size/number of decks, tree removal, fence/retaining wall heights.** However, resident opinions are divided between maintaining or tightening current restrictions when it comes to house size, blasting/grade alterations and house height. East residents tend to be divided on the issue of house size, while all other residents tend to prefer tighter restrictions.

## Satisfaction With Municipal Services

- **Consistent with trends dating back to 2001, the large majority of West Vancouver residents say they are very to somewhat satisfied overall with municipal services.** Specifically, 50% are very satisfied while 42% are somewhat.
- Given this high level of satisfaction it follows that there is no one regional or demographic group that is particularly unsatisfied. However, in terms of being very satisfied, resident living in the West are relatively less satisfied, while home owners are more satisfied than renters.

# EXECUTIVE SUMMARY

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## Satisfaction With Municipal Services (cont'd)

- **Municipal services that residents tend to recognize (i.e. they are the most satisfied with) are library services (mentioned by 45%, fire and rescue services (40%) and garbage collection (37%).** Conversely, those services that are singled out by residents as ones they are the least satisfied with are street and sidewalk maintenance (35%) and community planning/land use (30%).
- From a regional perspective Ambleside residents are more apt than their counterparts to be satisfied with library services and senior services. Meanwhile, residents in the East tend to be less satisfied than the average residents with recreation facilities and transit.

## Perceive Value Of Property Taxes / Tax & Service Preferences

- **Unchanged from historical trends, 86% of West Vancouver homeowners currently feel they get good value for the municipal share of their property taxes.** Residents who are most apt to rate very good value for their property taxes are: Central and East residents, seniors and couple with no children households.
- **Also consistent with 2004, is that when given the choice, residents tend to prefer increasing taxes only if needed to maintain present services (56%),** over maintaining tax levels and possibly cutting services levels (23%) or increasing taxes and providing more services (7%).
- In summary, all regional and demographic groups give their majority support to some type of tax increase. Younger residents tend to be the most supportive of tax increases.

## 2007 Budget Process / Knowledge Of Where Tax Dollars Go

- **Only 5% of residents report that they participated in the 2007 budget process. However, when it comes to having enough information about where their tax dollars actually go, 42% claim they have enough while 58% say they do not.**
- Groups who are say they do not have enough information include: women, those 18-34, renters and families with children.

## Support For Funding Methods/Funding Service Improvements

- Unchanged from 2001 and 2004, when given a choice of four options, **residents are most supportive of funding major capital projects and ongoing infrastructure replacement and maintenance through a self-sustaining fund when affordable (52% supporting),** followed by public/private partnerships or sponsorships (45%). There continues to be limited support for borrowing funds and repaying them over time through taxes (24%) or selling/leasing District land (18%).
- **When it comes to funding improvements to the service areas residents are least satisfied with, generally, reallocating funds from other areas is a common preference.** The following is a summary of the various service areas grouped by their most favoured funding method.

### Reallocate Funds From Other Areas

- Garbage collection
- Seniors services
- Police protection
- Parks
- Playing fields
- Water
- Trails
- Storm drains & flood control
- Street/sidewalk maintenance

### Tax Increases

- Library services



# EXECUTIVE SUMMARY

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## Support For Various Funding Methods & Funding Service Improvements (cont'd)

### User Fees

- Animal control
- Building inspection & permits

### Combination Of Taxes & User Fees

- Fire & rescue services
- Recreation facilities and programs
- Sewers
- Environmental protection
- Community planning/land use
- Transit services

## Revenue Generation Preferences

- When given the choice, **residents tend to prefer that the District generate revenue or offset their service delivery costs by utilizing new revenue sources such as bus shelter advertising (61% choosing), partnering with other North Shore municipalities for common services (58%), contracting out services (56%) or pursuing sponsorships (54%).**
- Revenue generation options that residents clearly are not receptive to include: charging more user fees, charging for parking on commercial streets or in major parks and reducing municipal tax subsidies.

## Contact With The District

- **Unchanged from 2004, 60% of residents report having contact with District staff in the past 12 months.** Home owners are twice as likely as renters to have had contact and Central residents have the highest incidence of contact at 71%.

- Most commonly, contact with the District continues to be via phone (30%) or in person (21%). District departments most commonly contacted by residents include bylaws, parks and recreation, engineering and permits. **Compared with three years ago, contact with the bylaw department has increased (2% to 11% currently).**
- District staff continue to be rated positively for being knowledgeable, prompt, interested and responsive, and especially, for being courteous.
- **When it comes to the actual communication from the District and its public consultation on projects and initiatives, residents continue to be moderately satisfied.** Specifically, 78% are satisfied with the actual communication and 75% with the public consultation.
- Residents rely mainly on District publications mailed to their home, newspaper ads and the Tidings feature in the North Shore News to keep informed about West Vancouver services/events. 28% report relying on the District website.
- **Online services which residents say they are most apt to use are online bill payment (54%), online property tax payment (48%) and registration to receive email updates on topics of interest (48%).** Predicted usage of online services is notably higher among residents under 65.

## Sustainability Initiatives

- Residents were presented with four environmental sustainability initiatives and asked for their approval/disapproval of each one. **All four received majority approval, with all but one (increased restrictions on development-75% approving) receiving approval from nine in ten residents.**



# EXECUTIVE SUMMARY

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## Other Issues

- **Awareness of the Ambleside Town Centre Strategy currently stands at 43%, with awareness reaching 59% among Ambleside residents.** Approval levels for four renewal initiatives for the region range from 64% for zoning to allow for up to four stories for some buildings if their top floors are set back from the street edge to roughly 80% for enhancing pedestrian amenities, encouraging more residential uses in the 1300 block and enhancing and upgrading the arts and cultural facilities waterfront.
- **Approval for the proposed extension of the waterfront park through the purchase of the remaining seven private lots in the 1400 block of Argyle stands at 77%,** with the majority of these residents wanting the sale of unused or underutilized lands to fund the purchase.
- **Approval of the District providing property within the Upper Lands at little or no cost to a not-for-profit society for an equestrian centre stands at 47%.**
- Approval levels for six 2010 Olympic initiatives presented to residents range from 83% to 51%. **The most appealing initiatives are volunteer recruitment and training to support local Olympic activities/programs (83% approving), homestay or a visitor hosting program (76%) and enhancing the District's appearance during the Olympics (71%).**
- **For the most part, residents feel these Olympic initiatives should be funded via corporate sponsorship, rather than via District funds.** The initiative that is seen as being the most suitable for District funding is enhancing the community's appearance during the Olympics (43% think the District should fund this versus 54% who believe corporate sponsorships are the best alternative).

## West Vancouver Versus Other Municipalities

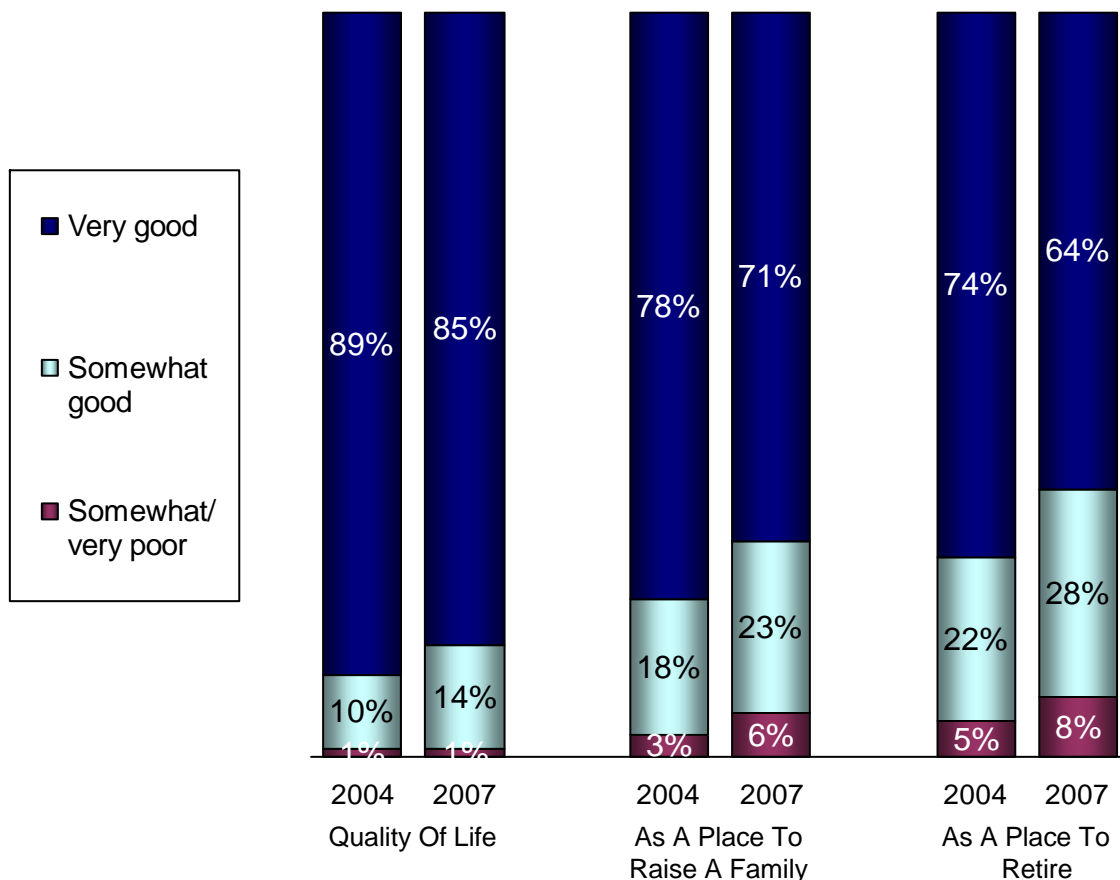
- *Based on Synovate's experience conducting municipal research and referencing the Ipsos Reid Quality of Life and Financial Planning in The District of West Vancouver Survey (June 2007), West Vancouver tends to be a fairly typical community with the following key differences:*
  - *West Vancouver residents are particularly concerned about growth and housing;*
  - *Residents are, however, less worried about crime and gambling/slot machines than other municipalities;*
  - *Satisfaction with District communication is particularly high;*
  - *District of West Vancouver website reported visitation is higher than average.*

# ANALYSIS OF FINDINGS

## Overall Attitudes Toward Living In West Vancouver

### Q11. How would you rate West Vancouver?

- Among Those Giving A Rating -

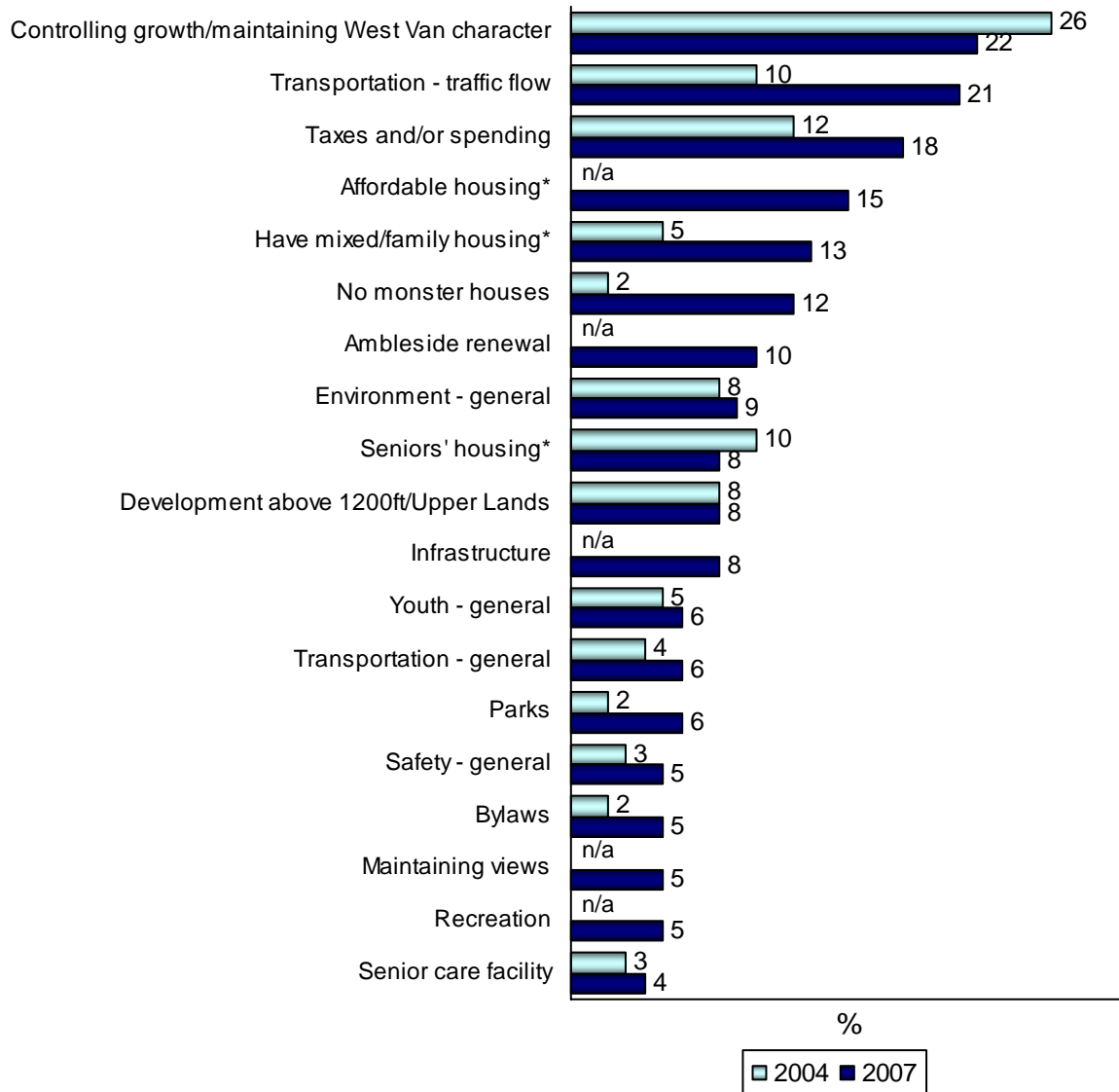


- West Vancouver residents generally hold positive attitudes towards living in the community. Over 80% feel the quality of life in West Vancouver is very good and just over 70% feel it is a very good place to raise a family. Two-thirds feel West Vancouver is a very good place to retire.
- The majority of remaining residents who do not rate West Vancouver “very good” on these three attributes rate the community as “somewhat good”.
- Compared with three years ago, however, current perceptions are not as strongly positive. For all three measures (i.e. quality of life, place to raise a family and place to retire), ratings of very good have fallen, while ratings of somewhat good have increased.
- Residents who have children are particularly positive about West Vancouver being a good place to raise a family. However, seniors (65+) are no more positive about the community being a good place to retire than their younger counterparts.

# Top Issues Or Challenges Facing The District Of West Vancouver

**Q28. What do you consider to be the top issues or challenges facing the District of West Vancouver?**

- Among Those Responding -



- In line with three years ago, West Vancouverites feel the top single issue facing their community is controlling growth and maintaining West Vancouver's character. Just over 20% of residents mention this as their main concern, which is in line with 2004.
- Just as concerning to residents as controlling growth is transportation/traffic flow. Currently, 21% mention this as their main concern versus 10% in 2004. Another issue that has grown over the past three years is taxes/spending—18% mention this versus 12% in 2004.
- While housing was a secondary issue for most residents in 2004 (5% mentioned general housing concerns and another 5% alluded to needing mixed/family housing), it has grown to become a bigger concern. Currently, one in three West Vancouver residents mention the need for housing, including 15% who specify affordable housing, 13% citing mixed/family housing and 8% citing seniors' housing. On another vein are mentions of monster houses with 12% mention.
- Secondary issues among residents also include Ambleside renewal (10%), the environment (9%), development above 1200 feet (8%) and infrastructure (8% versus no mentions in 2004).
- Regionally, Ambleside residents are more apt than their counterparts to be concerned about controlling growth and the Ambleside renewal strategy. Controlling tree heights (albeit a minor issue overall) is of concern to 10% of residents living in the East.

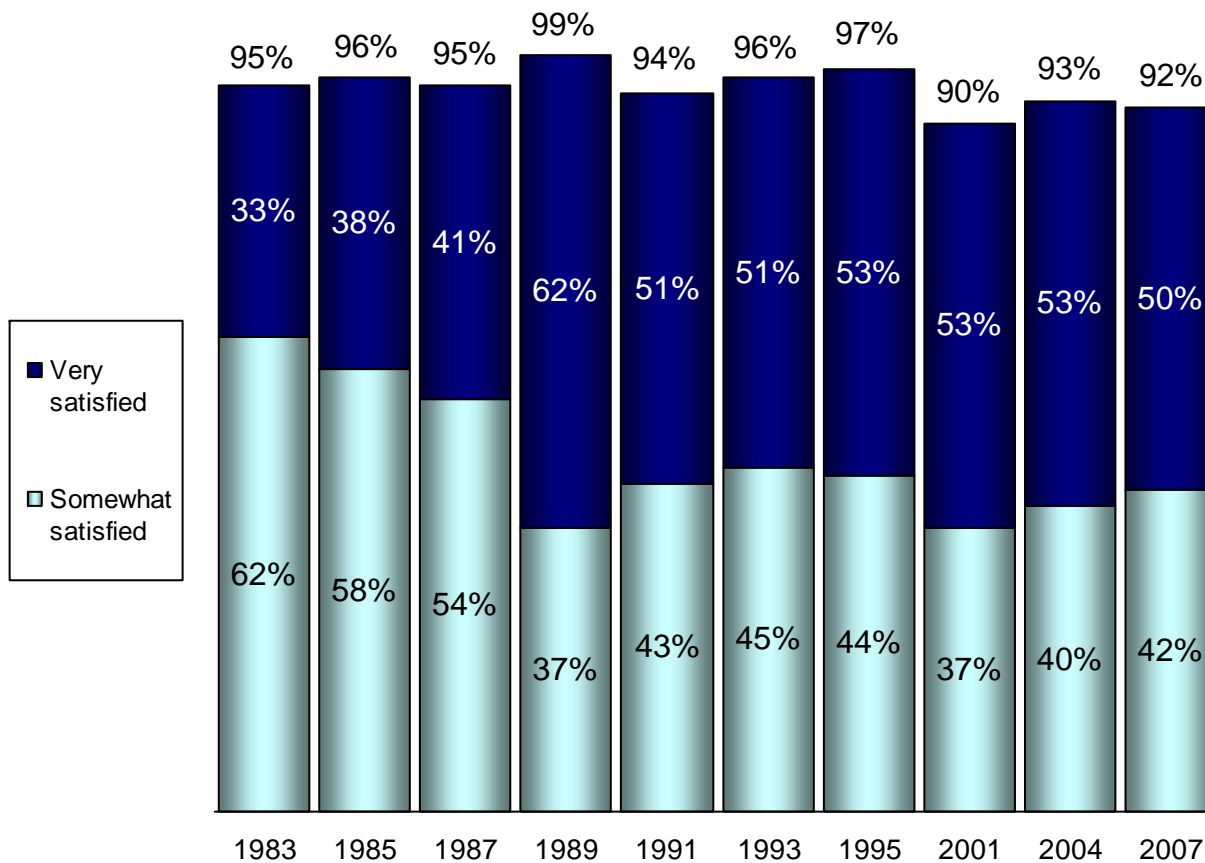
10 Only responses of 4% or greater are shown.

\* Total net mentions of the need for housing = 32%

# Overall Satisfaction With Municipal Services

**Q1. The District provides a number of services such as roads, parks, recreation, library, fire, and police. In general, how satisfied are you with the municipal services you receive in West Vancouver?**

- Among Those Giving A Rating -

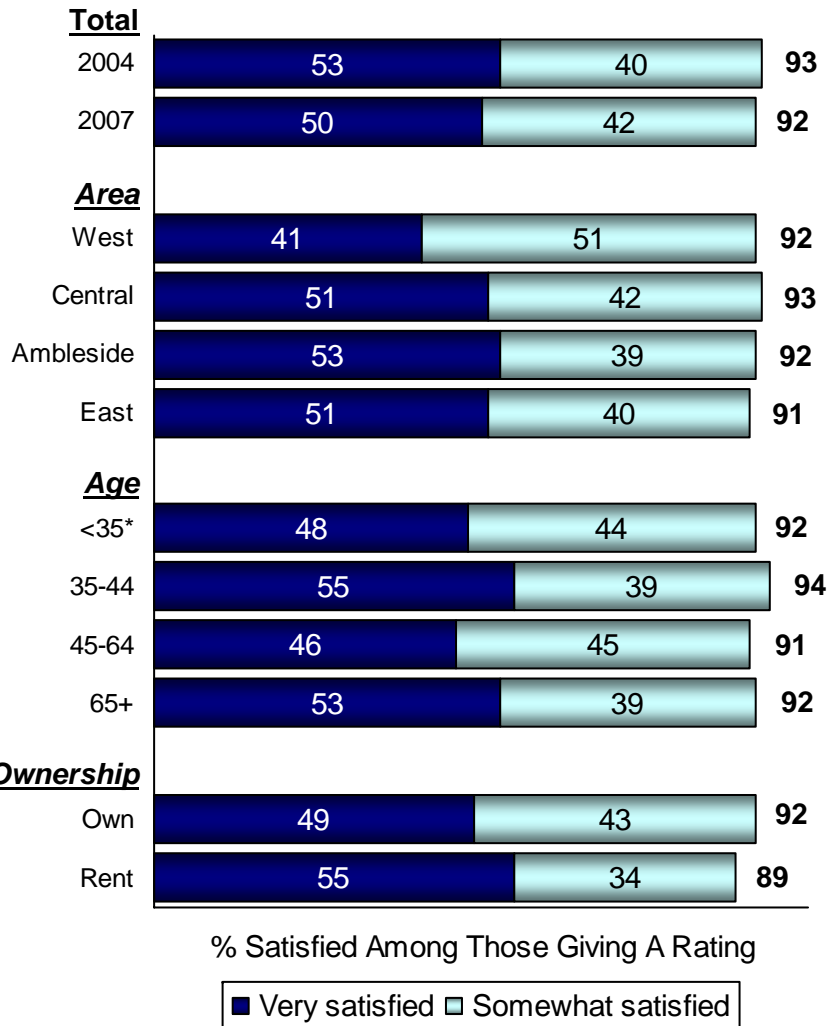


- Satisfaction with municipal services in West Vancouver is high, overall. Over 90% of residents say they are very to somewhat satisfied with the services they receive, which is consistent with 2004. Specifically, 50% are very satisfied while 42% are somewhat satisfied.

\* Prior to 2001, residents rated their satisfaction with the availability of community information supplied by the municipality.

# Overall Satisfaction with Municipal Services

**Q1. The District provides a number of services such as roads, parks, recreation, library, fire, and police. In general, how satisfied are you with the municipal services you receive in West Vancouver?**



- Regionally, satisfaction levels are fairly uniform with only West residents expressing slightly lower levels of strong satisfaction.
- Satisfaction is similar across the various age groups and only marginally higher among home owners compared with renters.

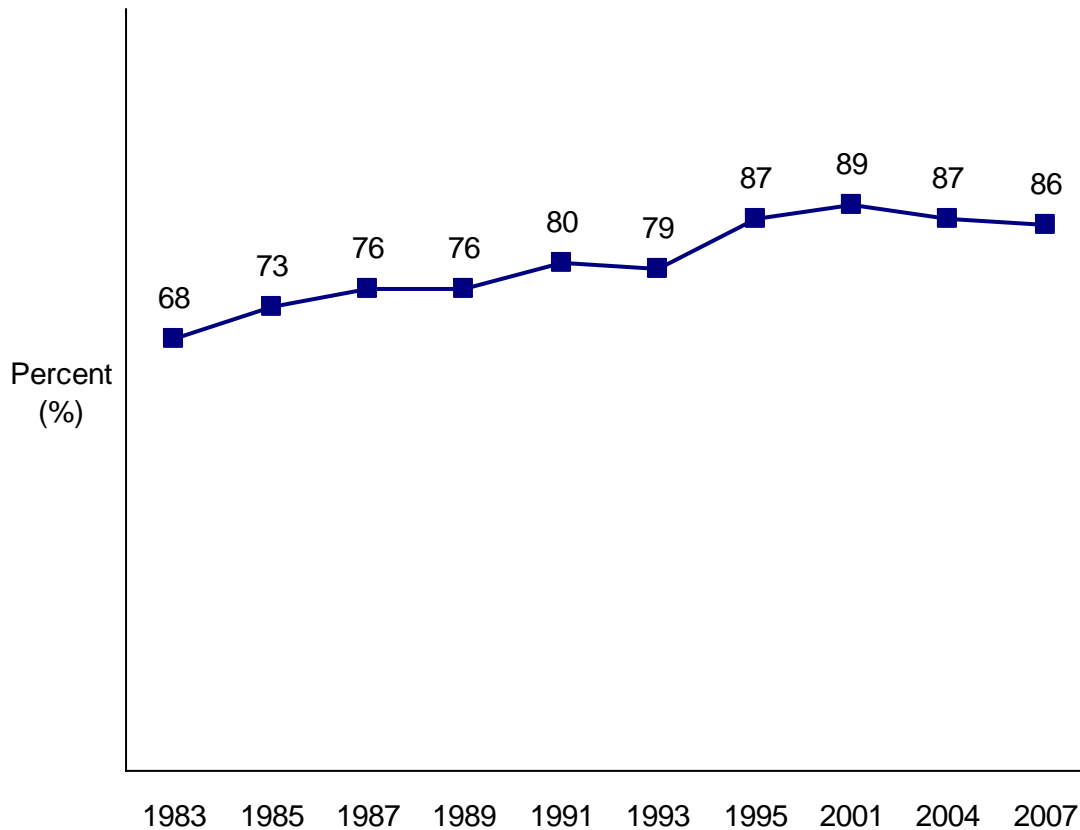
\*Caution: small base size.

# Perceived Value For Property Taxes

2. How do you feel about the municipal share of the property taxes that you paid on your residence last year? [The average West Van house valued at \$1,229,000 paid \$2,755 in municipal taxes – the rest of the property taxes (i.e. \$2,357) went to the school district, to GVRD, etc.]

- Consistent with trends dating back to 1995, 86% of West Vancouver residents currently feel they get very to somewhat good value from the property taxes they pay. Specifically, 20% feel they receive very good value, while the majority, 66%, think the value is somewhat good.

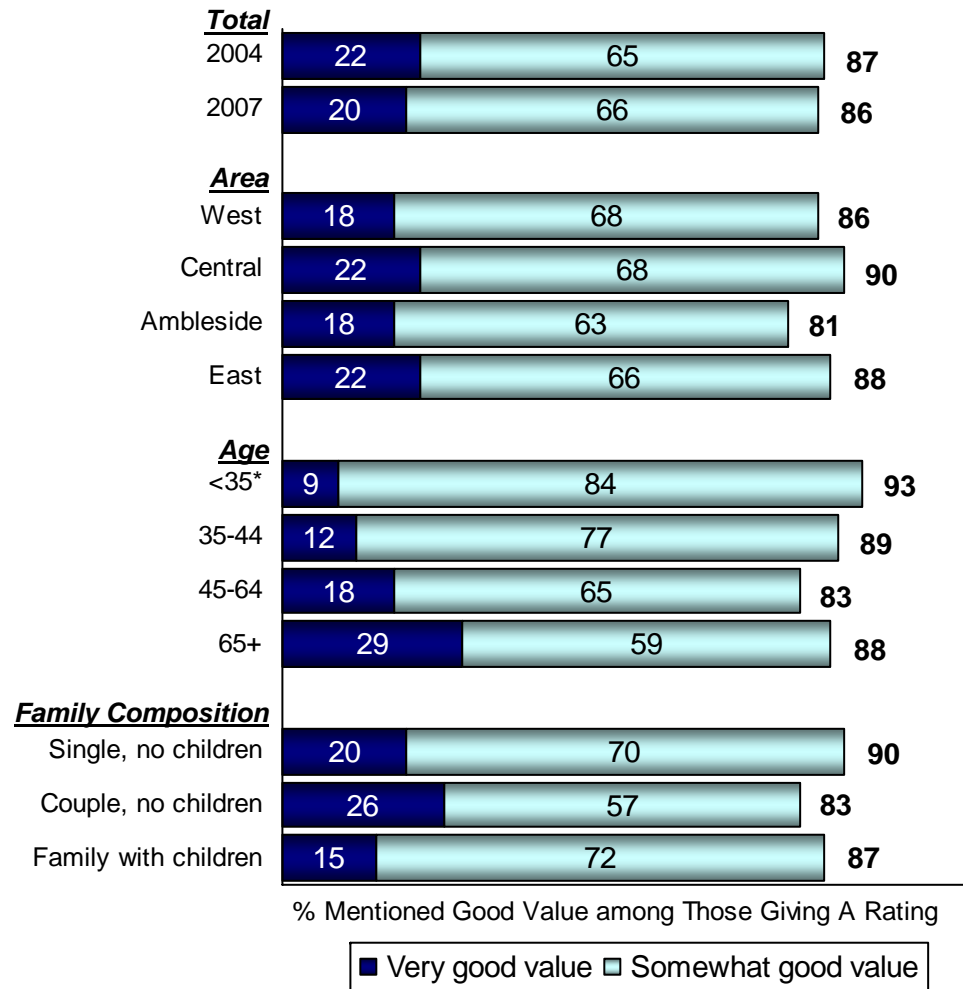
- Percent Perceiving Good Value In Services Provided\* -



\*Among homeowners giving a rating.

# Perceived Value For Property Taxes

2. How do you feel about the municipal share of the property taxes that you paid on your residence last year? [The average West Van house valued at \$1,229,000 paid \$2,755 in municipal taxes – the rest of the property taxes (i.e. \$2,357) went to the school district, to GVRD, etc.]



- Residents who are most apt to rate very good value for their property taxes are: Central and East residents, seniors and couple with no children households.
- The perceived value received for property taxes increases with age. Seniors (65+) are the most positive about the value of the property taxes they pay (29% say they get very good value) while younger residents (35 and under) are the least positive (only 9% feel they get very good value).
- According to the Ipsos Reid Quality of Life and Financial Planning in The District of West Vancouver Survey (June 2007), West Vancouver residents are just as satisfied with the value of the property tax as other municipality residents.

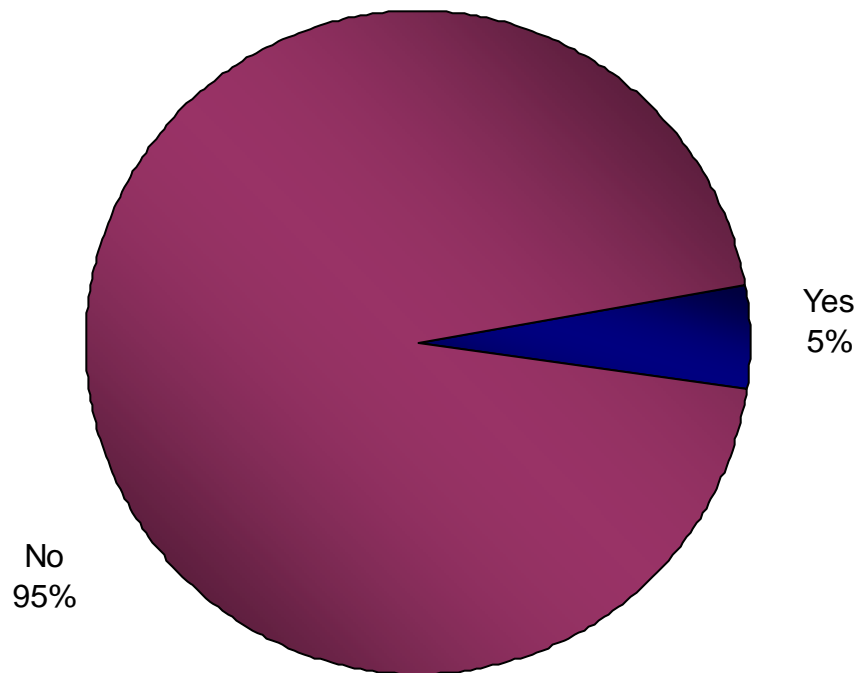
\* Caution: small base size.



# Participation in the 2007 Budget Process

Q6. Did you participate in the 2007 Budget process?

- Among Those Responding -  
- 2007 -

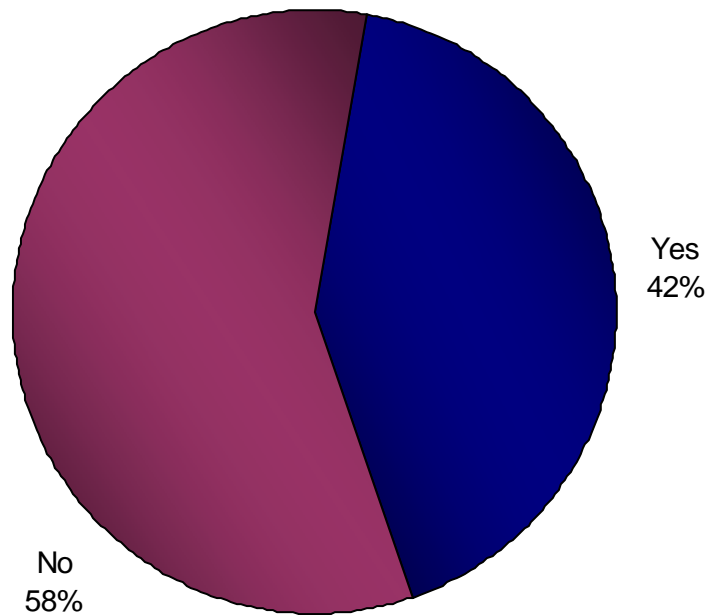


- Only 5% of West Vancouver residents report participating in the 2007 budget process. Participation ranges from 2% to 7% across all demographic and regional groups.

# Knowledgeable About Where Tax \$'s Go

Q7. Do you have enough information about where your tax dollars go?

- Among Those Responding -  
- 2007 -

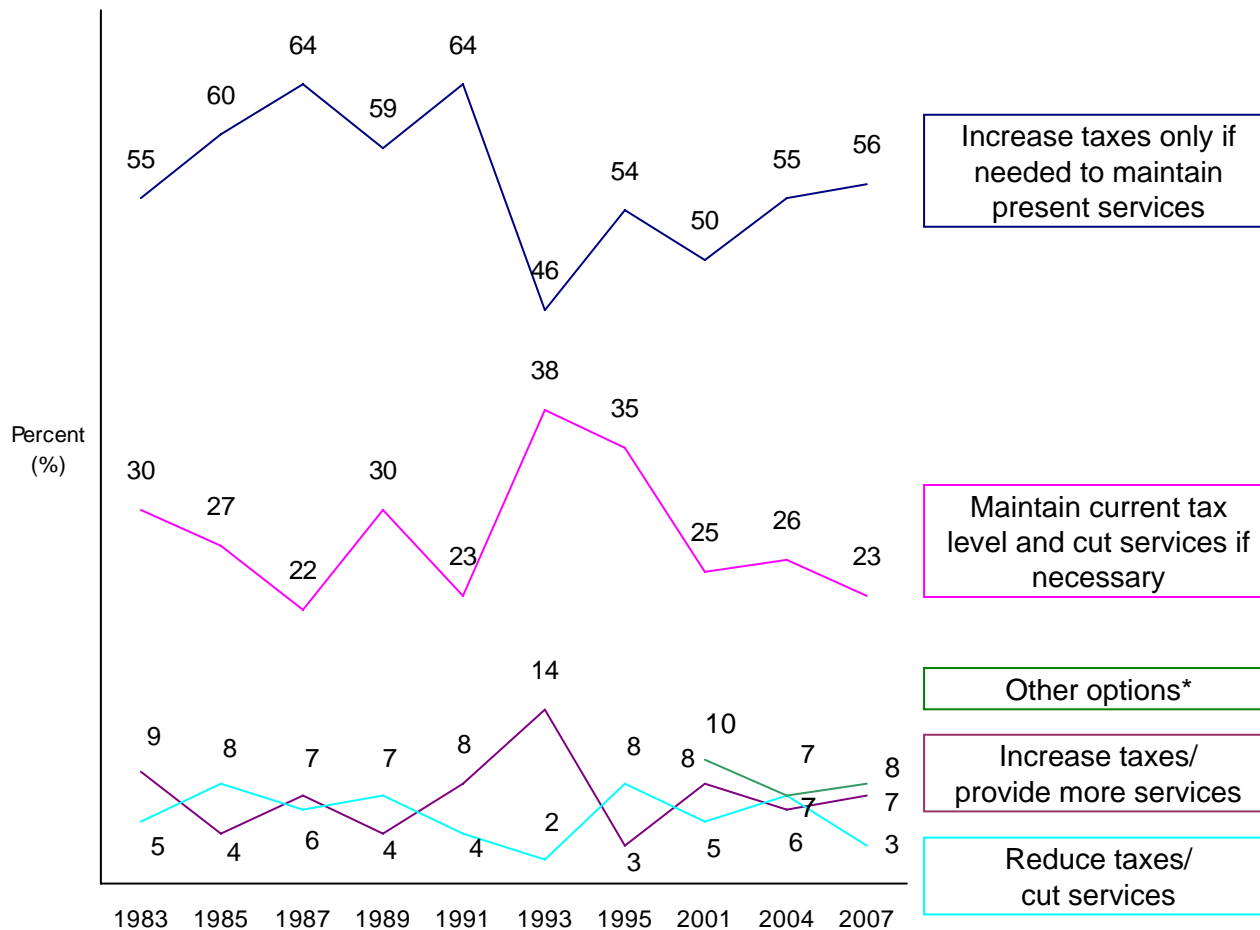


- Currently, 42% of residents feel they have enough information about where their tax dollars go.
- This opinion is consistent across the various regions.
- Residents who are more apt than their counterparts to feel they need more information about where their tax dollars go include women (64% want more information), those under 35 years (93%), renters (71%) and those families with children (64%).

# Tax & Service Preference For The Coming Year

**Q3. Thinking about the municipal share of your residential property taxes for the coming year, would you prefer the District to....?**

- Among Homeowners Having A Preference -



- When given the choice, West Vancouver residents continue to prefer increasing taxes only if needed to maintain present services (56%) over maintaining current tax levels and cutting services if necessary (23%), increasing taxes to provide more services (7%) or reducing taxes and cutting services (3%).
- These current preferences are generally consistent with three years ago.
- Since 1995, there has been a steady increase in the proportion of residents who support tax increases to maintain or increase current service levels (57% in 1995, 58% in 2001, 62% in 2004 to 63% currently).

\* In 2004, 7% requested a variety of other options.

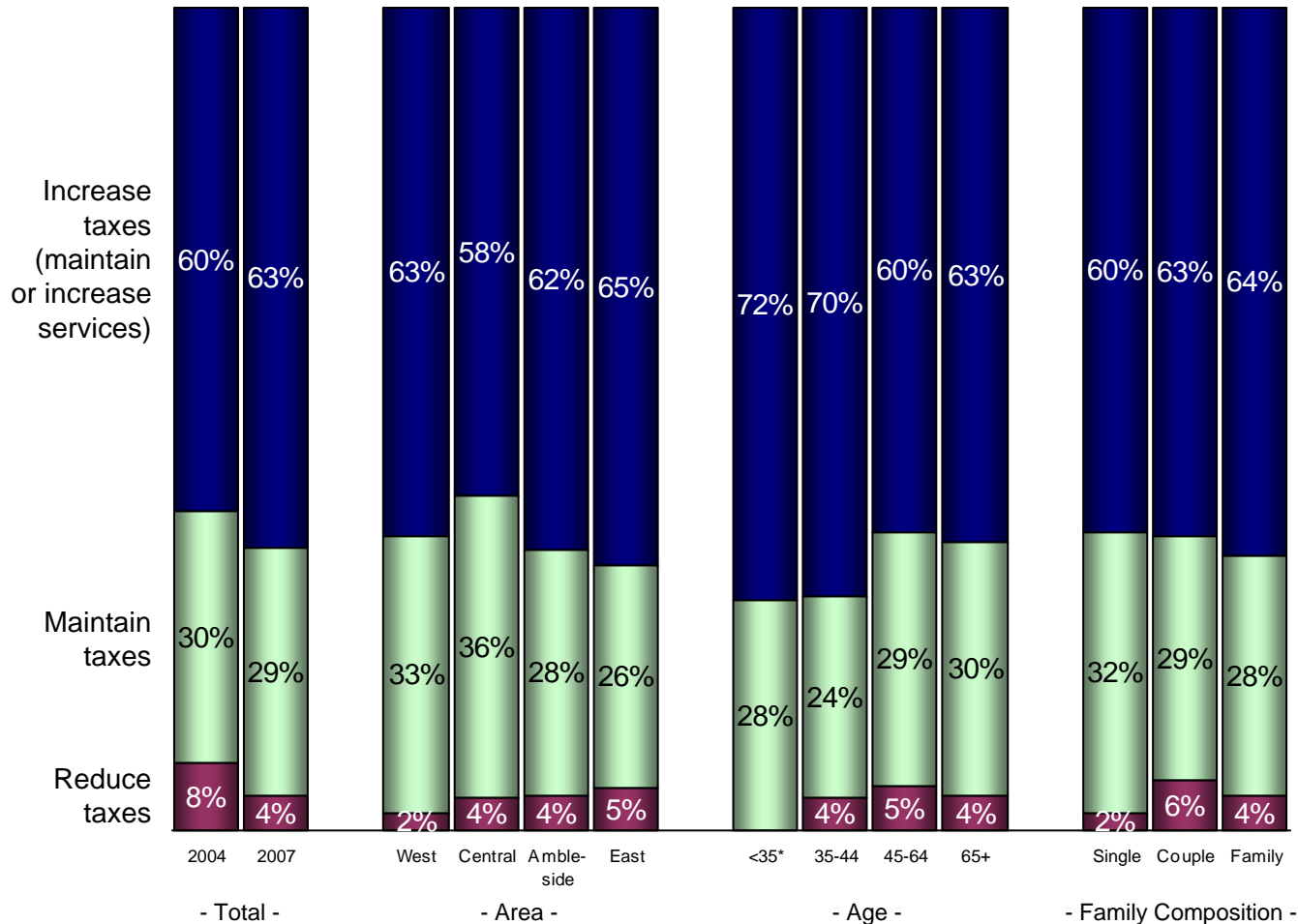
\* In 2007, 8% requested a variety of other options.

# Tax & Service Preference For The Coming Year

Q3. Thinking about the municipal share of your residential property taxes for the coming year, would you prefer the District to....?

## Tax Level Preference For The Coming Year

- Summary Of Preferences Among Demographic Groups -



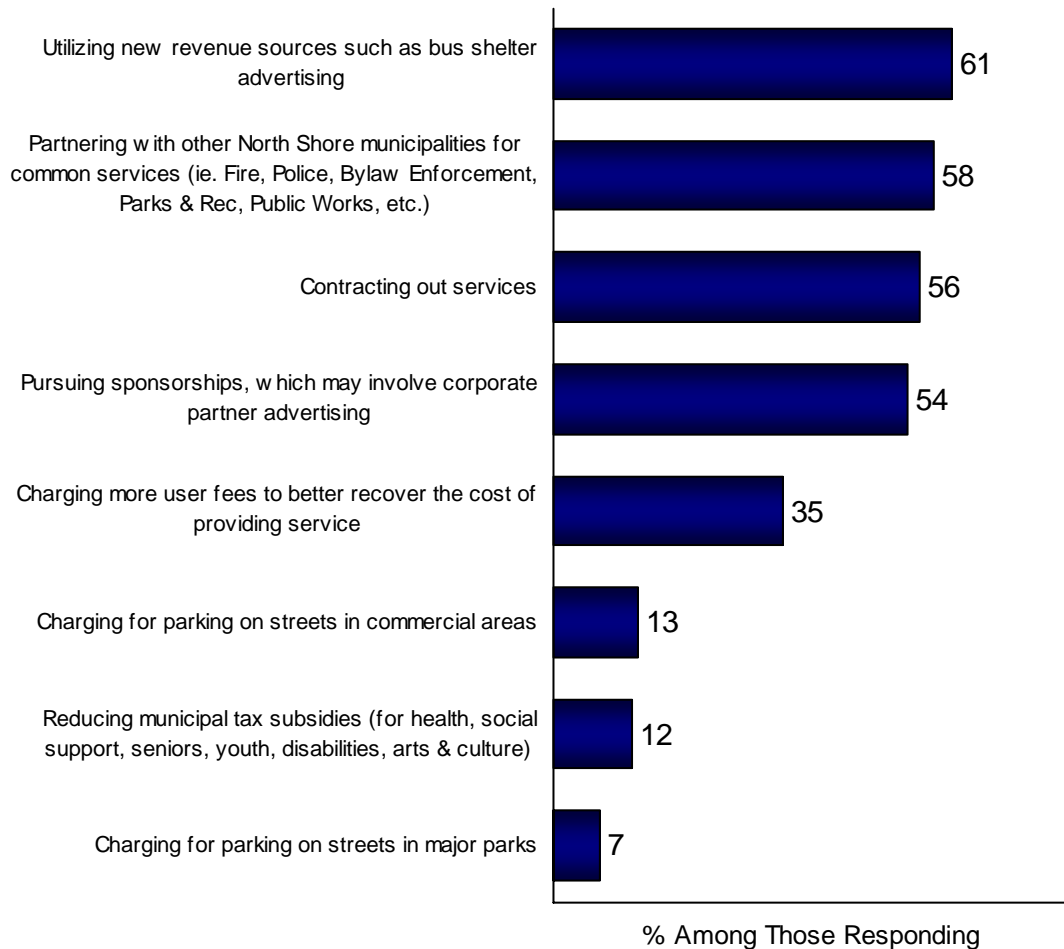
- Among all regional and demographic groups, the majority preference is to increase taxes, whether to maintain or increase current services.
- From an age perspective, younger residents are the most supportive of tax increases (72% among those 35 and younger) while seniors are slightly less so (63%).

\* Caution: small base size.

# Revenue Generation Options

**Q5. The District's growth rate is less than 1% and costs of service delivery (primarily labour) are projected to rise more than 3%. This gap is estimated at \$1.5 million per year. Would you approve of the District generating revenue or offsetting costs by...**

- 2007 -

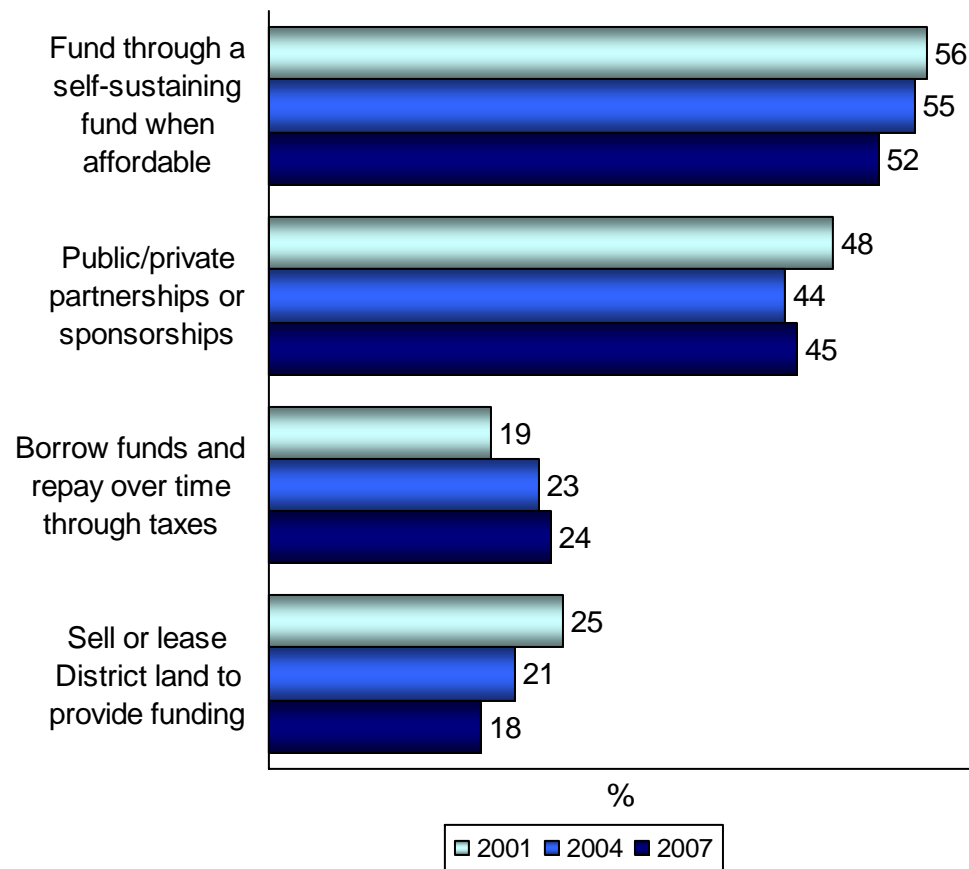


- When it comes to options for generating revenue to offset the gap between the Districts growth and the cost of service delivery, residents are most receptive to the following:
  - Utilizing new revenue sources such as bus shelter advertising;
  - Partnering with other North Shore municipalities for common services;
  - Contracting out services; and
  - Pursuing sponsorships, which may involve corporate partner advertising.
- Each of the aforementioned options are supported by at least one-half or more of residents.
- The remaining four revenue generating options that were presented to residents only received minority support, especially charging for parking and reducing municipal tax subsidies.
- Opinions tend to be fairly consistent across the regional and key demographic groups, with the relative priority among the top four options just varying slightly across some groups.

# Support For Various Funding Methods For Building New or Replacement Facilities

**Q4. The District has a limited amount of financial reserves to fund major capital projects and ongoing infrastructure replacement and maintenance. When considering building new or replacement facilities (parks, library, roads, community center, etc.), which funding methods do you support?**

- Among Those with An Opinion -

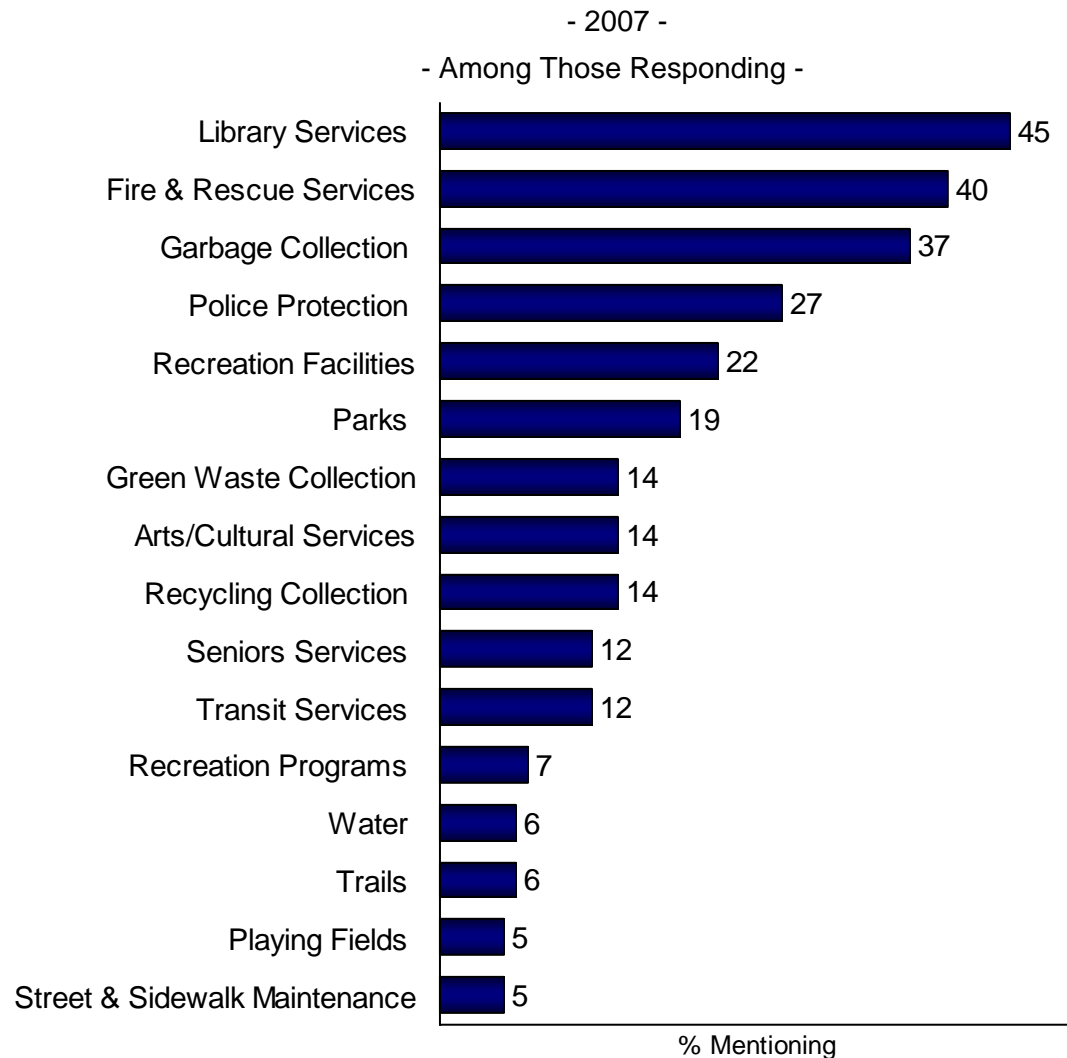


- Residents were told that the District has a limited amount of financial reserves to fund major capital projects and ongoing infrastructure replacement and maintenance. They were then presented with four funding options for building and replacing facilities and asked to choose up to two that they supported.
- Unchanged from 2001 and 2004, West Vancouver residents are most supportive of funding through a self-sustaining fund when affordable (52% chose this option) followed by public or private partnerships or sponsorships (45%).
- Of less appeal to residents is borrowing funds to repay over time through taxes (24%) and selling or leasing District land to provide funding (18%). Since 2001, borrowing funds is increasing in appeal to residents, while sell or leasing District land is losing appeal (albeit by small margins for both these options).
- Support for these four options are similar from a regional perspective, but vary by age. Younger residents tend to give their most support to borrowing funds, while seniors clearly favour a self-sustaining fund. Those between 35 and 64 give equal support to a self-sustaining fund and public/private partnerships or sponsorships.

Respondents were encouraged to choose up to two choices.

## District Services Most Satisfied With

Q8. Which three District services are you most satisfied with?



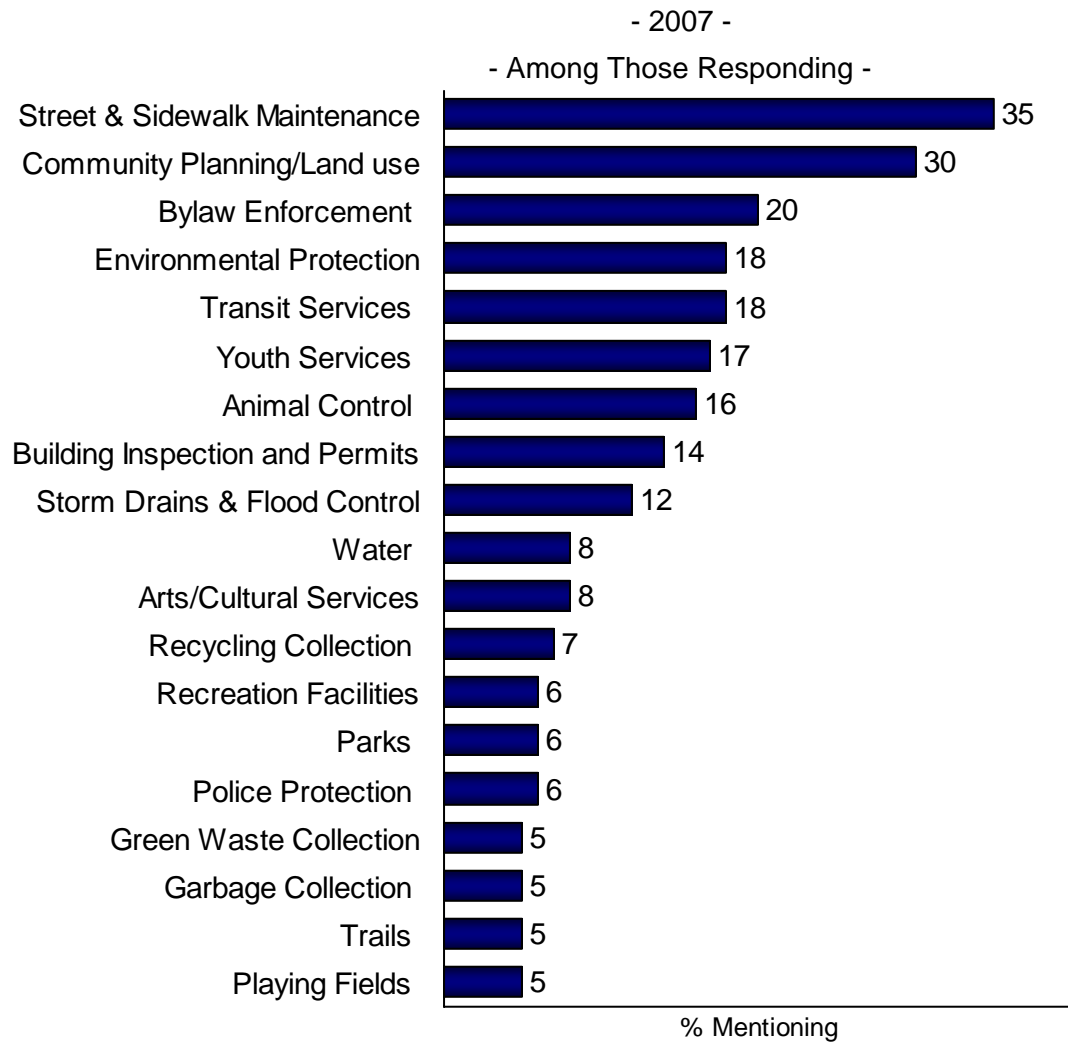
Respondents were encouraged to choose up to three choices. Only responses of 5% or greater are shown.

- West Vancouver residents tend to be most satisfied with library services, fire and rescue services and garbage collection. Broadly, 40% of residents chose each of these services as the ones they are most satisfied with.
- Library services, fire and rescue and garbage collection were also the highest rated municipal services in 2001 and 2004.
- One in five residents chose police protection, recreation facilities and/or parks, while 14% selected green waste collection, arts and cultural services and/or recycling collection as services they are most satisfied with.
- Ambleside residents are particularly satisfied with library services and more satisfied with seniors services compared with their counterparts, but are somewhat less apt to be satisfied with garbage collection compared with other residents. East residents are significantly less satisfied with recreation facilities and transit services compared with the average West Vancouver resident.
- Fire and rescue services and police protection satisfaction increases significantly with age, while younger residents (35 and younger) are particularly happy with parks services (57% versus 19% overall).
- Garbage, recycling and green waste collection are services that are more apt to be recognized by older residents and/or home owners.



# District Services Least Satisfied With

**Q9. Which 3 services are you least satisfied with?**



- When it comes to municipal services that residents are the least satisfied with, street and sidewalk maintenance (35% choosing) and community planning/land use (30%) top the list.
- In 2001 and 2004, the services receiving the lowest satisfaction ratings were community planning/land use, building inspection/permits and youth services.
- Broadly one in five residents chose at least one of the following services as ones they are the least satisfied with: bylaw enforcement, environmental protection, transit services, youth services and animal control.
- While opinions are fairly consistent from a regional perspective, residents in the East are more apt than the average resident to feel transit services are unsatisfactory.
- By age, younger residents also list transit services (37%), environmental protection (36%) and community planning/land use (34%) as their top three least satisfactory municipal services.
- The least satisfactory service overall (street and sidewalk maintenance) is selected by significantly more home owners (37%) than renters (23%).

Respondents were encouraged to choose up to three choices. Only responses of 5% or greater are shown.

# Funding Service Improvements

## Q10. How should improvements to each of these services be funded?

- Among Those Responding -

	Base	%	Tax Increase	User Fees	Combo Of Both	Realloc. From Other Areas	DK/No Response
Animal Control	113	%	7	57	14	22	31
Library Services	10*	%	42	14	10	34	19
Fire & Rescue Services	9*	%	21	0	46	33	25
Garbage Collection	34*	%	6	8	39	46	36
Senior Services	35*	%	11	0	32	57	22
Police Protection	38*	%	33	3	3	61	45
Recreation Facilities	46*	%	7	23	45	26	15
Parks	44*	%	14	11	20	54	25
Green Waste (eg. Yard Clippings)	36*	%	14	24	39	23	26
Recreation Programs	30*	%	7	16	52	25	12
Recycling collection	47*	%	17	20	32	32	25
Sewer	26*	%	17	11	44	27	12
Playing Fields	31*	%	11	27	19	43	2
Water	56	%	7	24	11	59	30
Trails	42*	%	9	8	24	59	32
Storm Drains & Flood Control	92	%	21	4	12	63	23
Arts/Cultural Services	57	%	1	38	36	25	7
Street & Sidewalk Maintenance	258	%	24	2	16	58	21
Environmental Protection	130	%	12	18	43	28	28
Bylaw Enforcement	147	%	21	30	24	25	35
Youth Services	115	%	12	11	37	41	14
Building Inspection & Permits	98	%	6	55	27	12	35
Community Planning/Land Use	224	%	8	23	43	27	36
Transit Services	108	%	6	22	45	27	29

\*Caution: small base size.

- When it comes to funding improvements to those areas that residents are least satisfied with, preferences vary depending on the service area.
- In general, the preference among residents tends to be to reallocate funds from other areas, rather than increasing taxes and/or implementing user fees.
- Reallocating funds from other areas is a common preference among West Vancouver residents for improving services and is clearly the top choice when it comes to improving: garbage collection, seniors services, police protection, parks, playing fields, water, trails, storm drains and flood control and street and sidewalk maintenance.
- Improvements via tax increases is most favoured for library services. User fees are mainly preferred when it comes to improving animal control and building inspection and permits, while using a combination of both taxes and user fees is seen as best for improving: fire and rescue services, recreation facilities and programs, sewers, environmental protection, community planning/land use and transit services.
- When it comes to street and sidewalk maintenance (the least satisfactory service), the majority of residents (58%) want funds to be reallocated from other areas, rather than increasing taxes (24%), establishing user fees (2%) or doing some combination of the two (16%).

## Funding Service Improvements (continued)

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- As for improvements to community planning/land use (the second least satisfactory service), residents tend to want a combination of user fees and tax increases (43%), rather than reallocating funds from other areas (27%) or just having user fees (23%).
- Residents have no clear preference for funding bylaw enforcement, 30% favouring user fees, 25% favouring fund reallocation, 24% wanting a combination of taxes and user fees and 21% supporting only a tax increase.

# Funding Service Improvements

## Q10. How should improvements to each of these services be funded?

- Among Those Responding -

### Service Areas That Residents Prefer To Be Funded By A Combination of Tax Increases and User Fees

	<u>Base</u>		<u>Tax Increase</u>	<u>User Fees</u>	<u>Combo Of Both</u>	<u>Realloc. From Other Areas</u>	<u>DK/No Response</u>
Recreation Programs	30*	%	7	16	52	25	12
Fire & Rescue Services	9*	%	21	0	46	33	25
Recreation Facilities	46*	%	7	23	45	26	15
Transit Services	108	%	6	22	45	27	29
Sewer	26*	%	17	11	44	27	12
Community Planning/Land Use	224	%	8	23	43	27	36
Environmental Protection	130	%	12	18	43	28	28
Green Waste (eg. Yard Clippings)	36*	%	14	24	39	23	26
Youth Services	115	%	12	11	37	41	14
Arts/Cultural Services	57	%	1	38	36	25	7

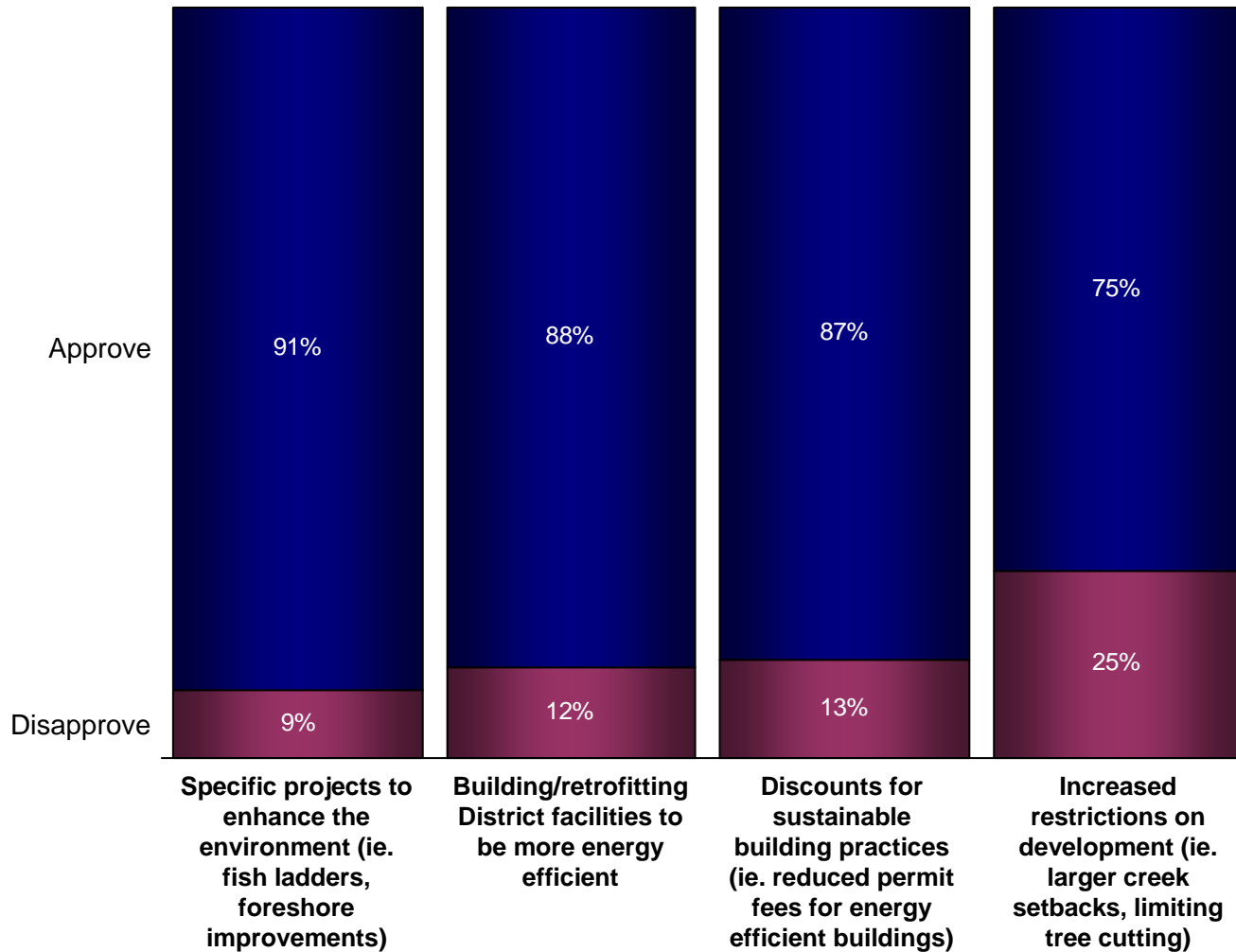
- When it comes to funding service improvements via a combination of tax increases and user fees, ten service areas are singled out as being most appropriate for this type of funding.
- Topping the list are recreation programs, fire and rescue services, recreation facilities, transit services and sewer.

\*Caution: small base size.

# Approval Of Environmental Sustainability Initiatives

**Q12. Do you approve or disapprove of the District supporting the following environmental sustainability initiatives:**

- 2007 -  
- Among Those Responding -

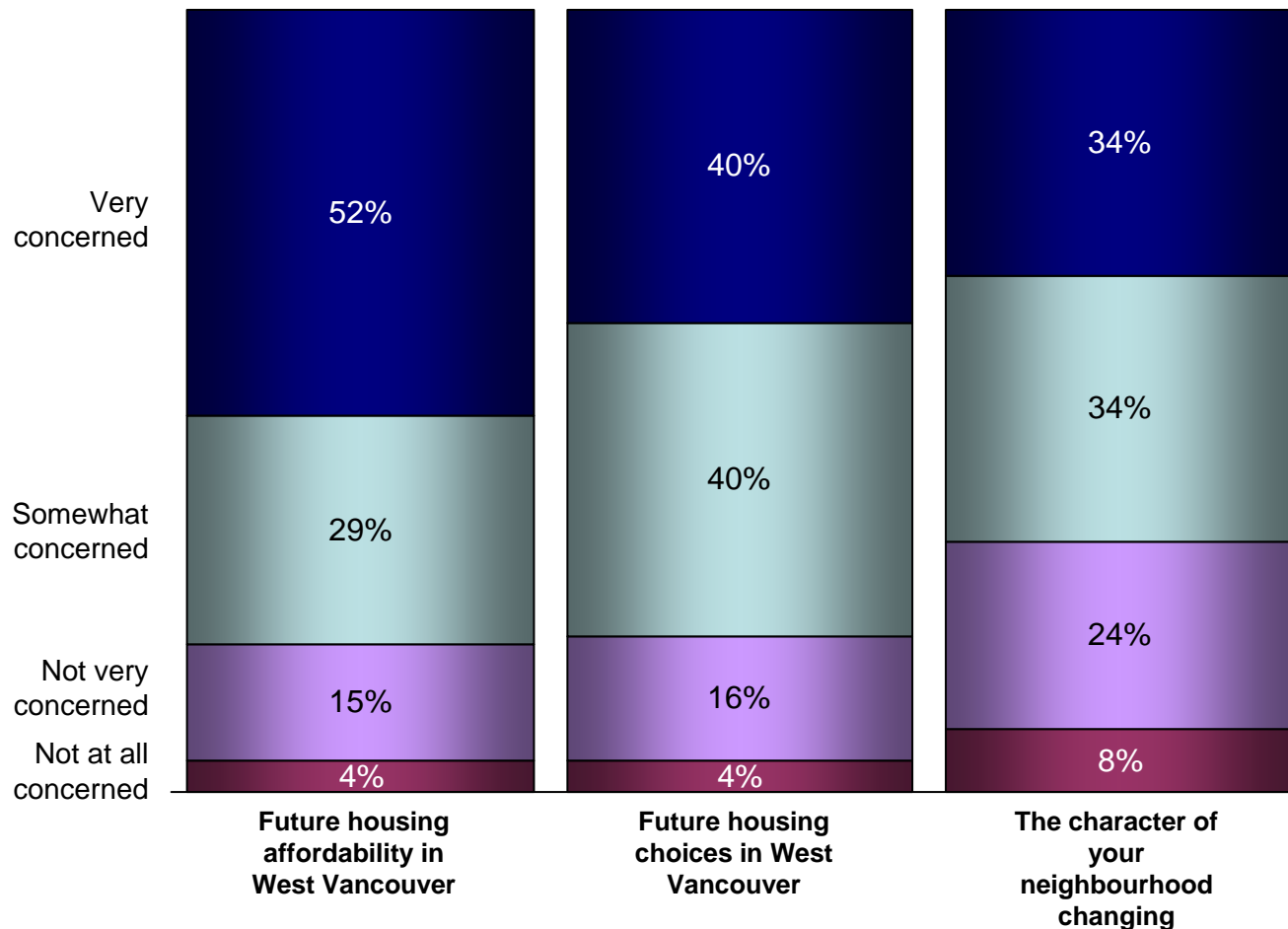


- The majority of West Vancouver residents give their approval to all four environmental sustainability initiatives presented to them. Broadly 90% of residents give their support to all but one of the initiatives – increased restrictions on development. For this initiative, approval stands at 75%.
- When it comes to increasing development restrictions the most notable difference in approval is by gender. Among women approval stands at 82%, versus 66% among men.

# Level Of Concern Regarding Housing/Neighbourhood Changes

Q13. Overall, please rate your level of concern about the following:

- 2007 -  
- Among Those Responding -

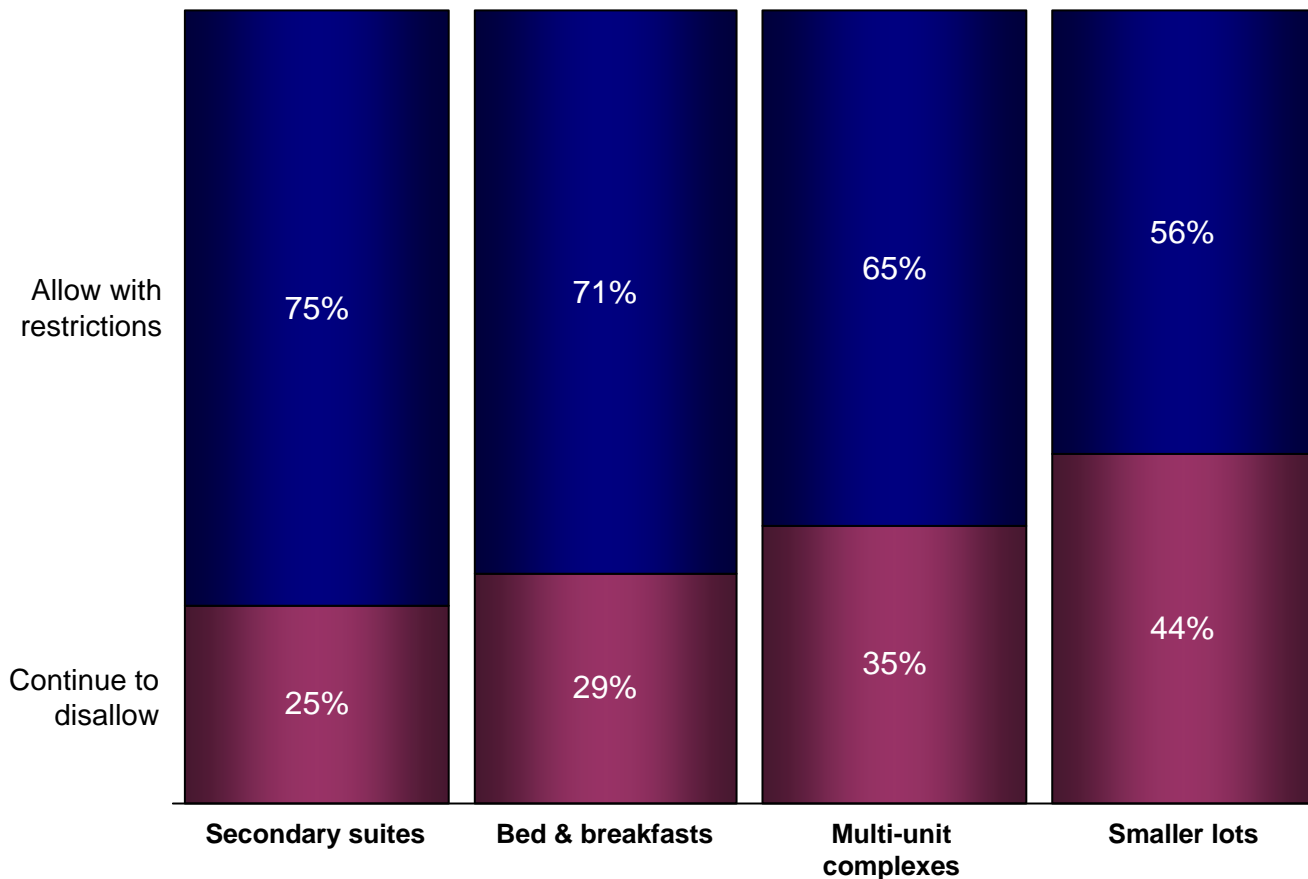


- The majority of residents are at least somewhat concerned about future housing affordability and choices in West Vancouver and about the character of their neighbourhood changing.
- Of the three, residents express the greatest concern about future housing affordability (81% are concerned, with 52% very concerned), followed by future housing choices in the District (80% are concerned, with 40% very concerned).
- Comparatively, 68% are concerned about the character of their neighbourhood changing, with 34% voicing strong concern.
- When it comes to future housing affordability and choices, renters are particularly concerned, with 81% saying they are very concerned about affordability and 62% saying they are very concerned about housing choices.

# Preferences On Housing Related Regulations

Q14. Please indicate your preferences on the following housing-related regulations in West Vancouver:

- 2007 -  
- Among Those Responding -



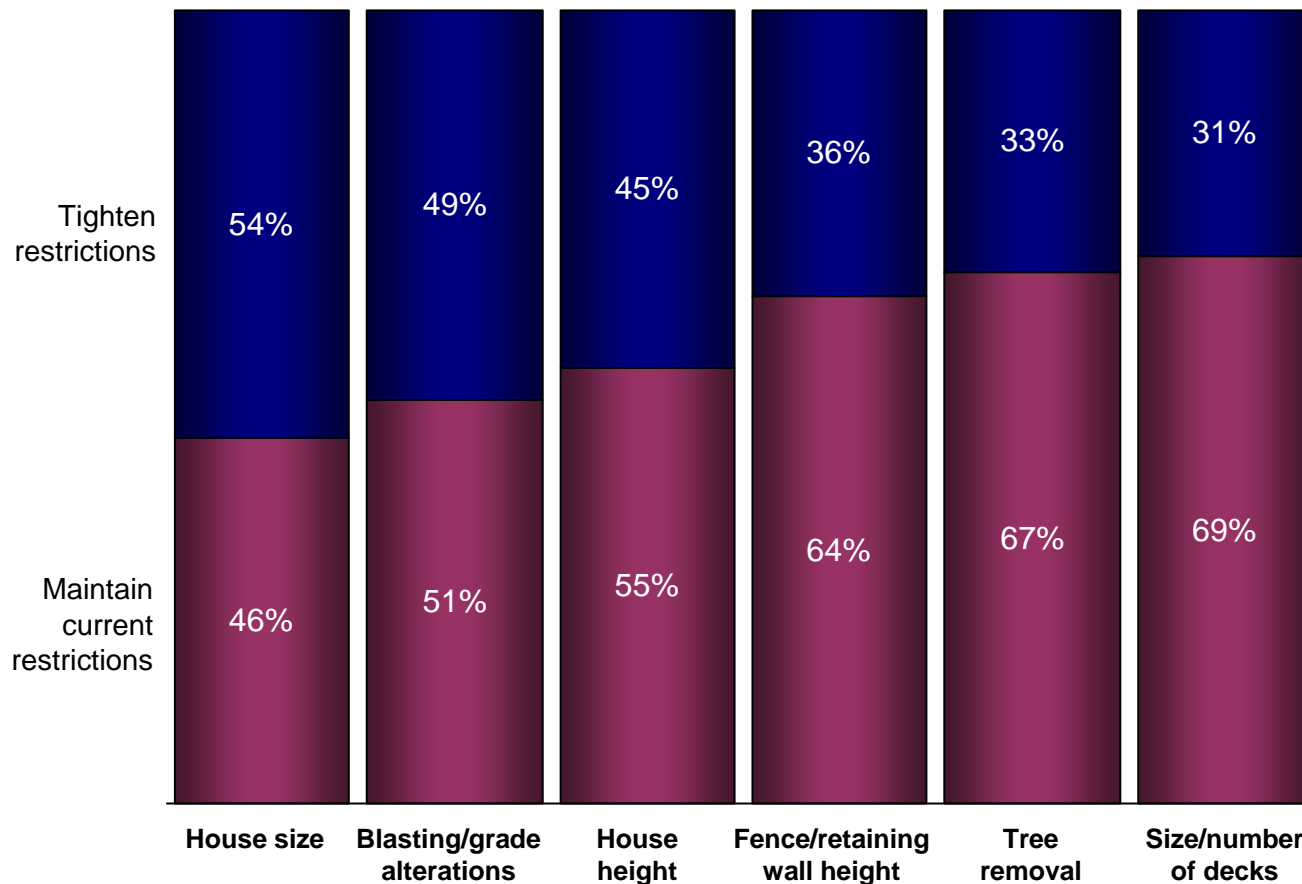
- The majority of West Vancouver residents support allowing (with restrictions): secondary suites, bed and breakfasts, multi-unit complexes and smaller lots.
- Support is greatest for secondary suites (75%) and bed and breakfasts (71%) and slightly lower for multi-unit complexes (65%) and smaller lots (56%).
- Regionally, Ambleside residents are the most supportive of secondary suites, while Central residents are slightly more supportive of smaller lots.
- With the exception of multi-unit complexes, renters are particularly more supportive than home owners of the three remaining regulations.



# Preferences On Housing Related Regulations

**Q14. Please indicate your preferences on the following housing-related regulations in West Vancouver:**

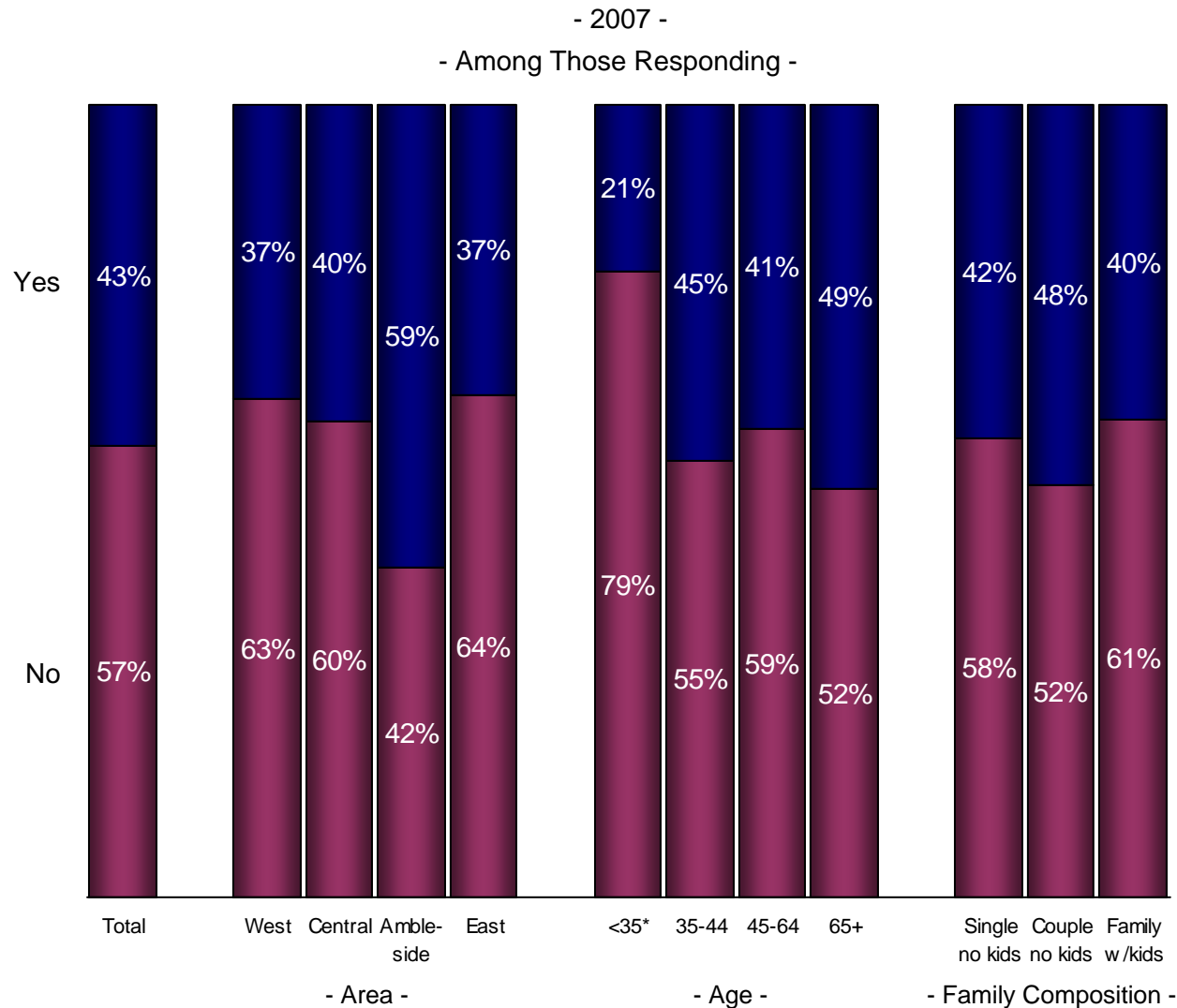
- 2007 -  
- Among Those Responding -



- When it comes to size/number of decks, tree removal and fence/retaining wall height, the majority of residents (about two-thirds) support maintaining current restrictions. West residents feel particularly strongly about just maintaining rather than tightening restrictions for fence/retaining wall heights.
- Further, those who live in a house versus an apartment or some other type of housing, tend to lean more towards just maintaining restrictions for the three aforementioned regulations.
- Opinions tend to be divided between maintaining current restrictions and tightening restrictions when it comes to house size, house height and blasting/grade alterations.
- While residents in the West, Central and Ambleside tend to prefer tightening the restrictions on house sizes, the large group of East residents are divided on this issue.
- The preference to tighten restrictions on these latter three regulations increases with age.

# Awareness Of Ambleside Town Centre Strategy

Q15. Are you aware of the Ambleside Town Centre Strategy?



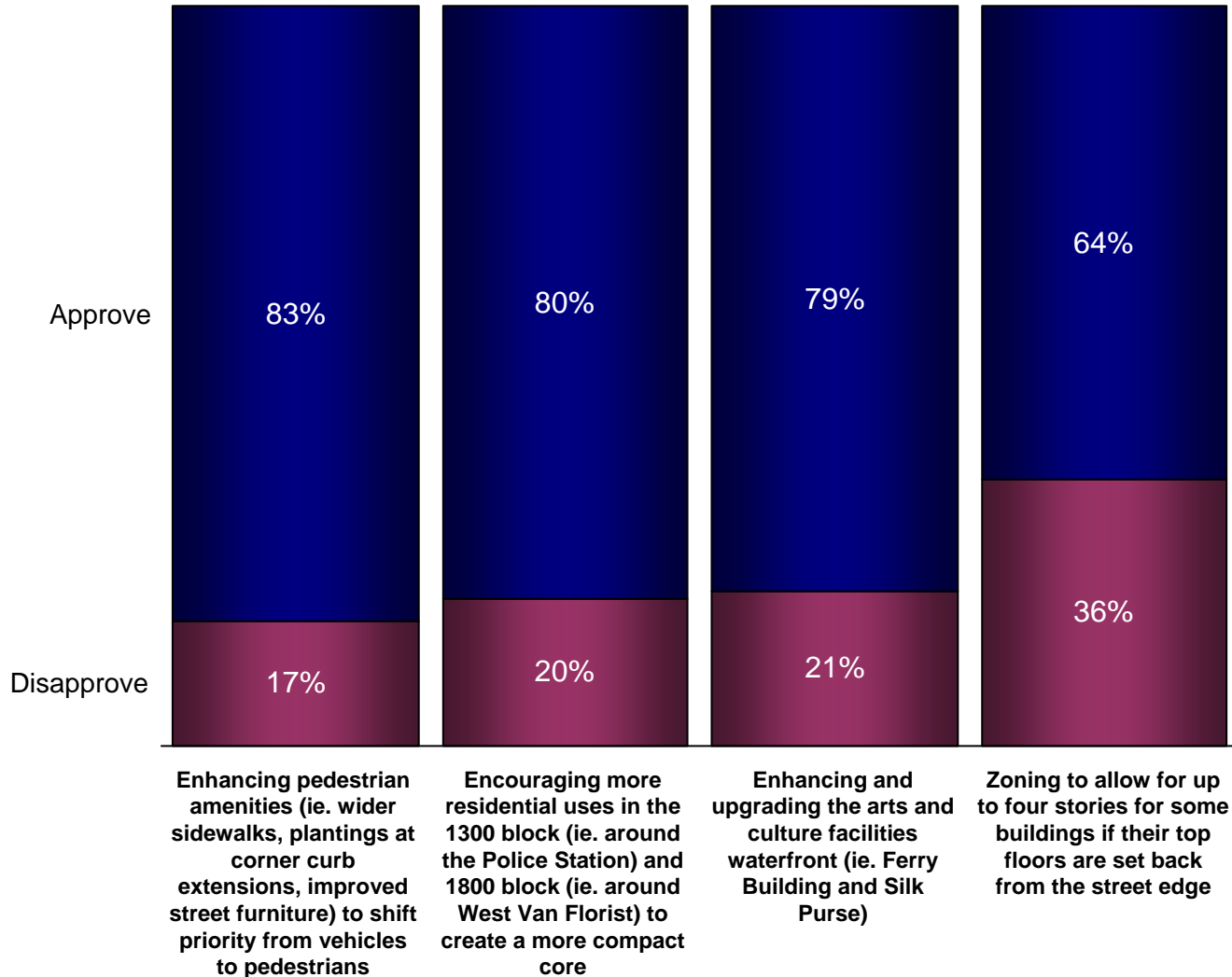
- Currently, 43% of West Vancouver residents report being aware of the Ambleside Town Centre Strategy.
- Awareness is predictably higher among Ambleside residents (59%).
- It is also higher among residents 35+ (45% versus 21% among under 35s).

\*Caution: small base size.

# Approval Of Ambleside Renewal Initiatives

Q16. Do you approve or disapprove of these renewal initiatives for Ambleside...?

- 2007 -  
- Among Those Responding -



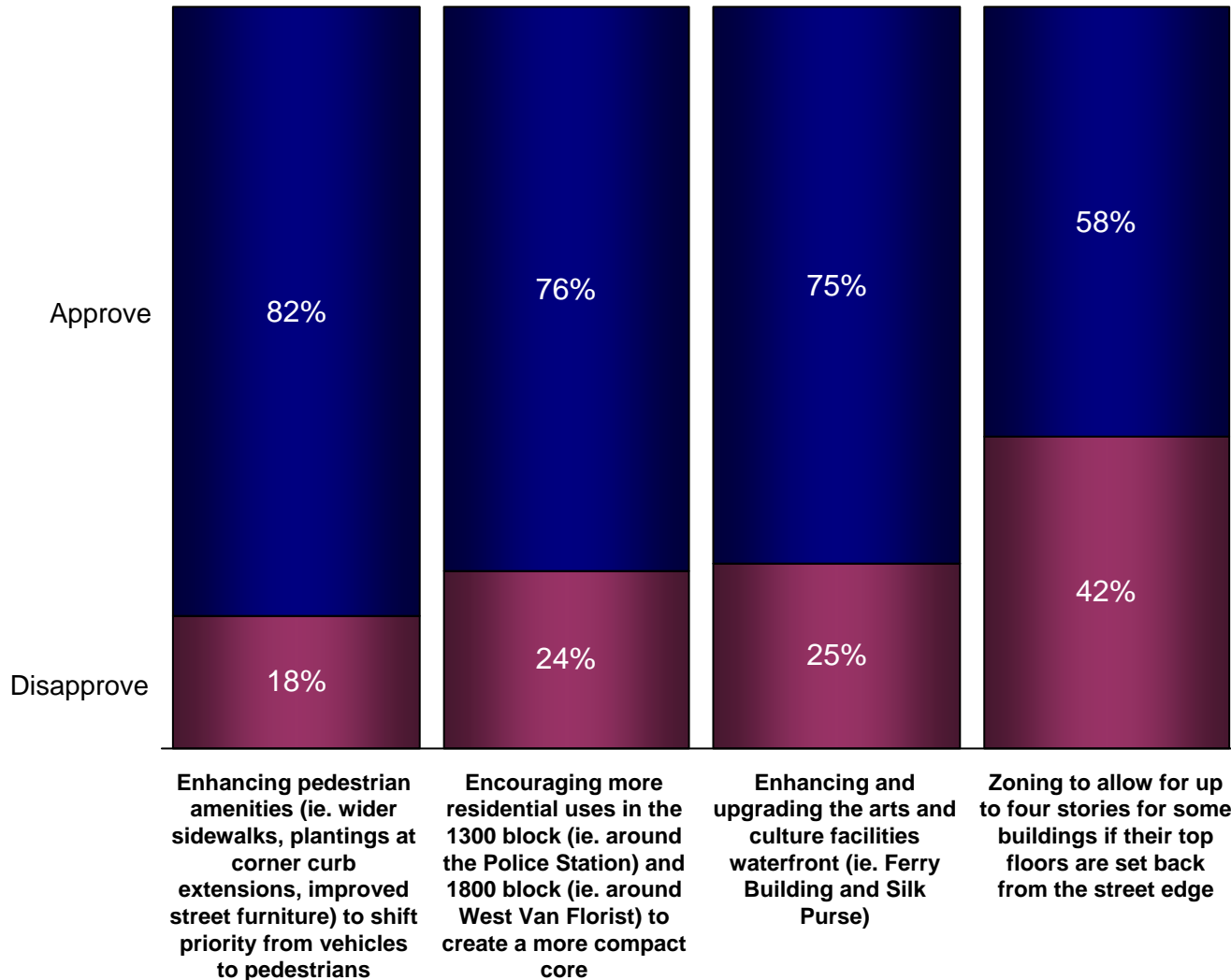
- While all four Ambleside renewal initiatives earned majority support from West Vancouver residents, zoning to allow for up to four stories for some buildings if their top floors are set back from the street edge draws the most disapproval (36% versus about 20% for the other three initiatives).
- West residents are particularly supportive of encouraging more residential uses in the 1300 block and of zoning to allow up to four stories for some buildings.
- Support for the four renewal initiatives is about the same among those who were previously aware and unaware of the Ambleside Town Centre Strategy.

# Approval Of Ambleside Renewal Initiatives

Q16. Do you approve or disapprove of these renewal initiatives for Ambleside...?

- 2007 -

- Among Those Responding -  
**Ambleside Residents Only**



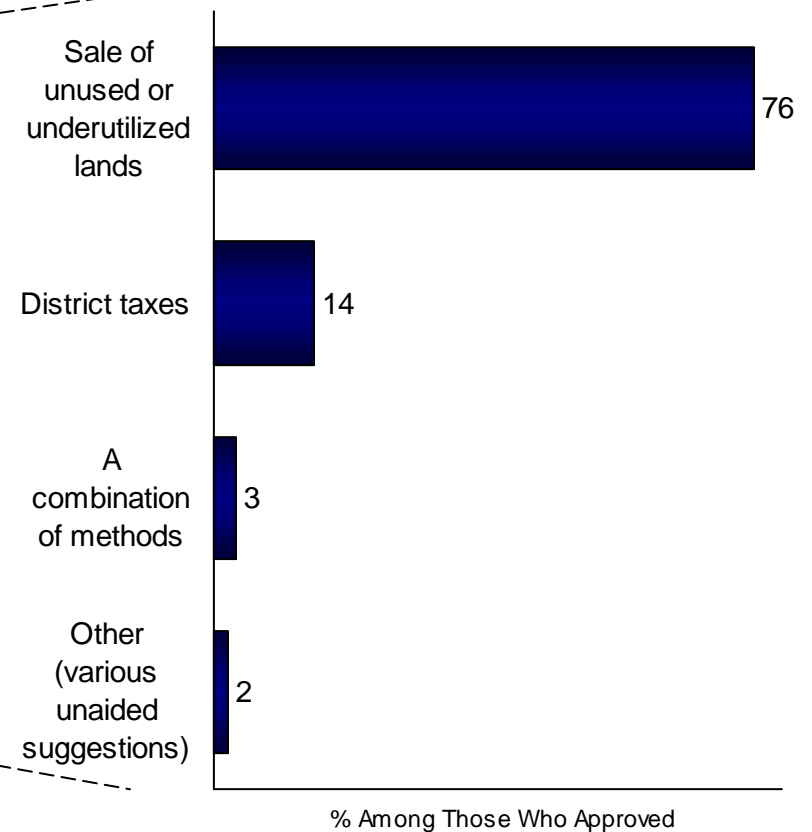
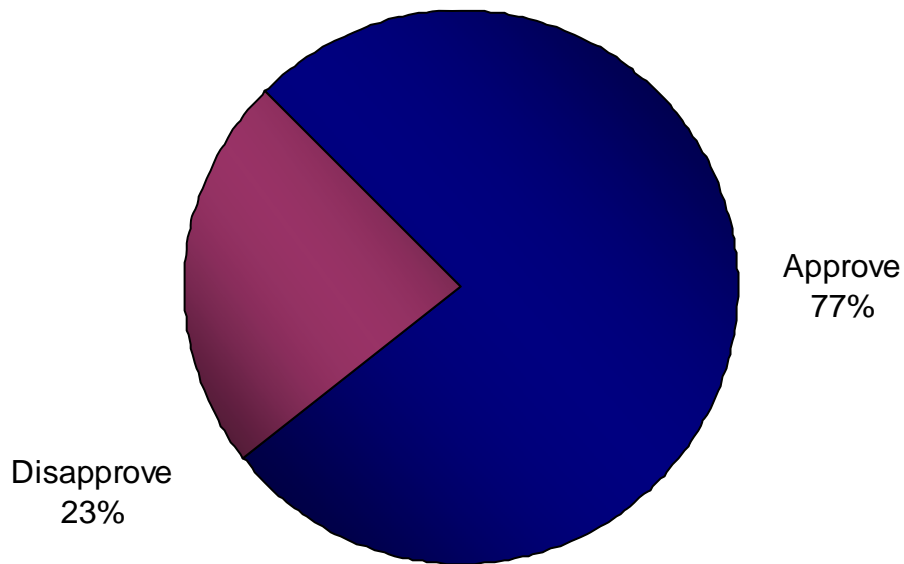
- Among Ambleside residents, approval levels for the four renewal initiatives are very similar to those among all residents.
- Ambleside residents give their highest approval to enhancing pedestrian amenities (82%) and their lowest approval to zoning to allow for up to four stories for some buildings.

# Approval Of Proposed Extension Of Waterfront Park

**Q17. Do you approve or disapprove of the proposed extension of the waterfront park through the purchase of remaining seven (7) private lots in the 1400 block of Argyle (estimated cost of \$20 million)?**

**Q18. How should this purchase be funded?**

- 2007 -  
- Among Those Responding -



## Approval Of Proposed Extension Of Waterfront Park (continued)

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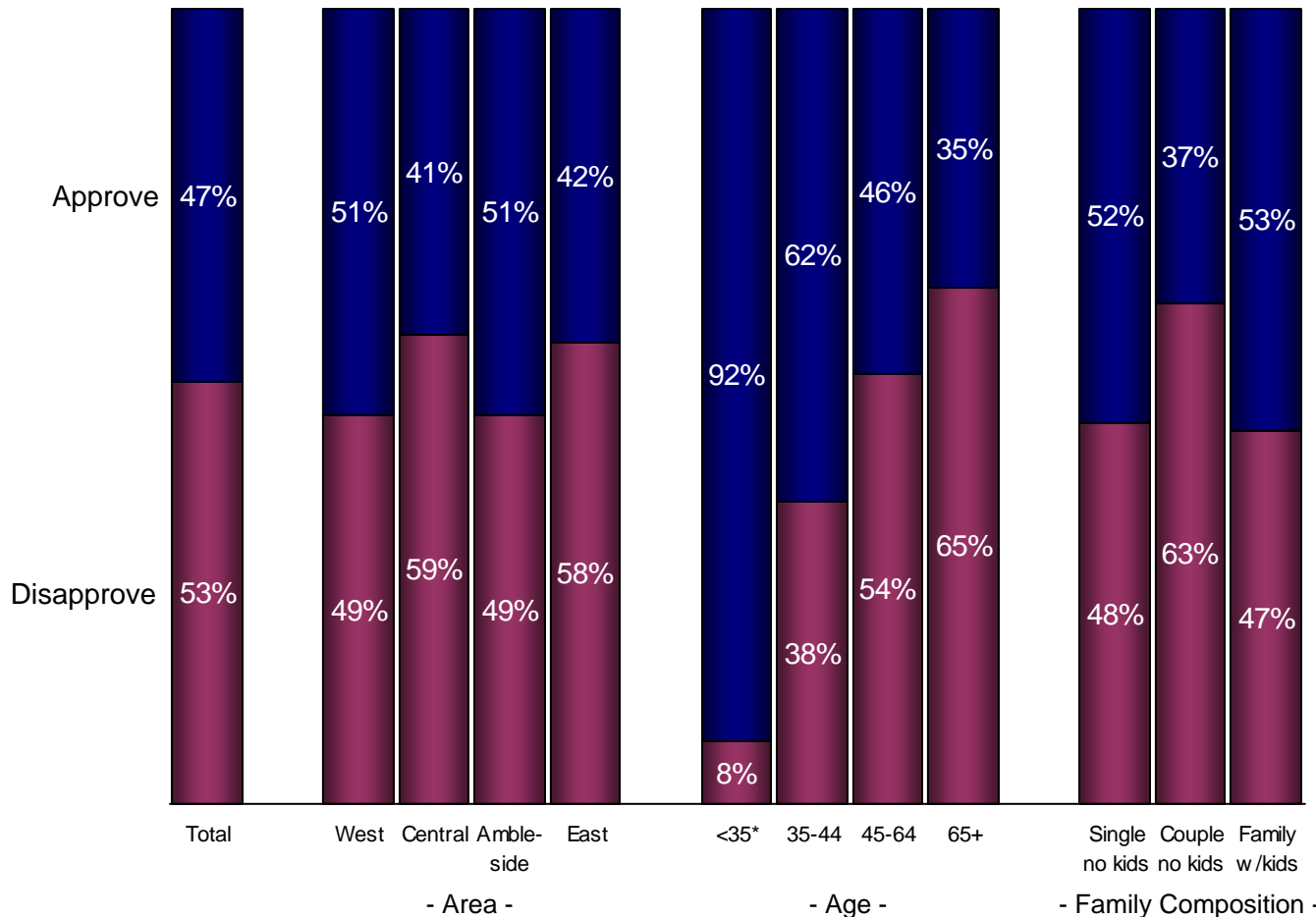
- Extending waterfront park through the purchase of the remaining seven private lots in the 1400 block of Argyle for the estimated cost of \$20 million earns approval from 77% of West Vancouver residents.
- Approval is uniform across the various regions, but increases steadily with age.
- When it comes to funding this purchase residents tend to prefer selling unused or under utilized lands (76%).

# Approval Of Providing Upper Lands Property To Not-For-Profit Society

**Q19. Do you approve or disapprove of the District providing property within the Upper Lands at little or no cost to a not-for-profit society for an equestrian centre?**

- 2007 -

- Among Those Responding -



\*Caution: small base size.

- West Vancouver residents are divided in their opinions when it comes to the District providing property within the Upper Lands at little or no cost to a not-for-profit society for an equestrian centre. Currently, 47% approve and 53% disapprove.
- While opinions are evenly divided in the West and Ambleside, Central and East residents tend to disapprove of this proposal.
- Approval is almost unanimous among those under 35 (92%), shrinks to 62% among 35 to 44 year olds and then falls to 46% among 45 to 64 year olds. Only 35% of seniors approve of this proposal.

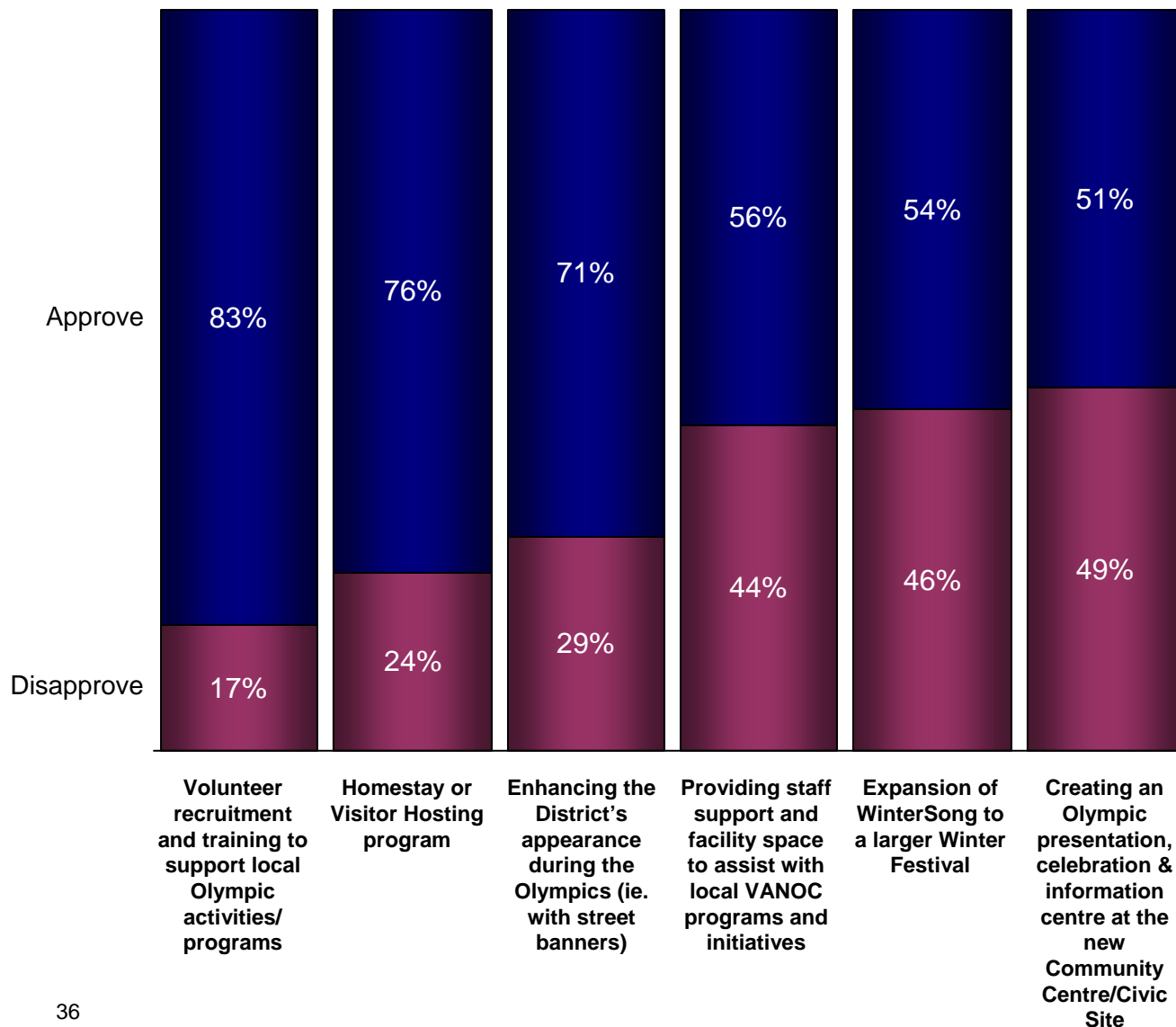


# Approval of 2010 Olympic Initiatives

Q20. Which of these 2010 Olympic initiatives do you approve of?

- 2007 -

- Among Those Responding -



- Residents were presented with six 2010 Olympic initiatives and asked to note their approval or disapproval of each. The highest approval goes to volunteer recruitment and training to support local Olympic activities/programs, 83% approve of this initiative. West residents and younger residents are particularly supportive of this initiative.
- Another 76% approve of homestay or a Visitor Hosting Programs. Again, younger residents voice the most support.
- Another 71% approve of enhancing the District's appearance during the Olympics, Home owners (more so than renters) are particularly apt to support this initiative.

## Approval of 2010 Olympic Initiatives Cont'd

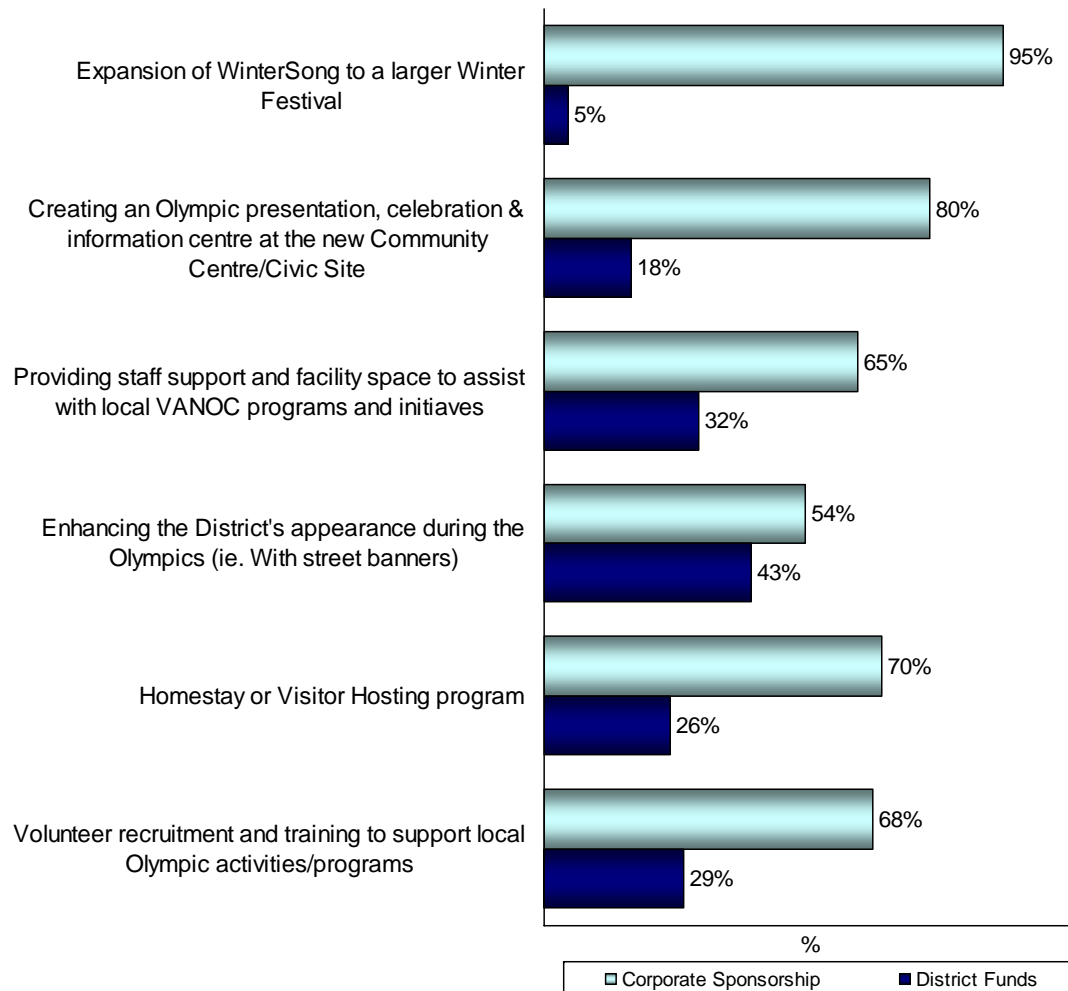
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- The remaining three initiatives earn somewhat more divided approval/disapproval. However, providing staff support and facility space to assist with local VANOC programs and initiatives earns approval from 56%, but among East residents, approval reaches 64% and among those under 35 it reaches 74%.
- Expanding WinterSong earns approval from 54%, but this approval level reaches 62% among West residents and 68% among those under 45. Creating an Olympic presentation, celebration and information centre is a divisive initiative (51% approve and 49% disapprove). However, East residents (57%) and those under 45 (60%) are the most apt to approve.
- In general, families with children appear to be the most receptive to the 2010 Olympic initiatives presented.

# 2010 Olympic Initiatives Funding Options

**Q21. If you approve, how should this be funded?**

- Among Those Who Approved -  
- 2007 -



- For the most part, residents feel the six 2010 Olympic initiatives should be funded via corporate sponsorship, rather than District funds.
- The only two initiatives that are seen as being somewhat suitable for District funding are enhancing the District's appearance during the Olympics (43% think District funding is the way to go versus 54% who support corporate sponsorship) and providing staff support and facility space to assist VANOC (32% support District funding versus 65% who support corporate sponsorship).

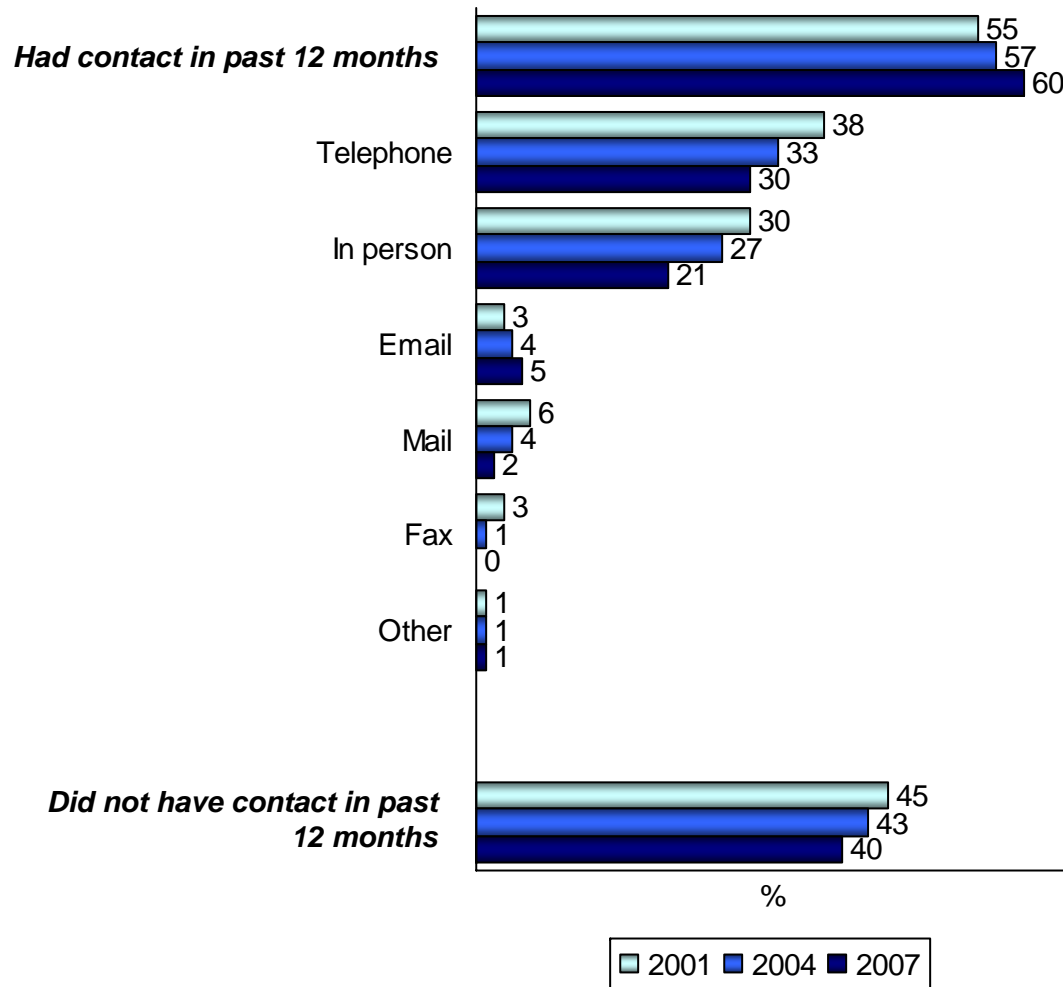
\*Caution: small base size.

# Contact With The District

**Q25a. Over the past 12 months have you or anyone in your household contacted the District of West Vancouver staff or Council?**

**Q25c. How did you last contact the District?**

- Among Those Responding -

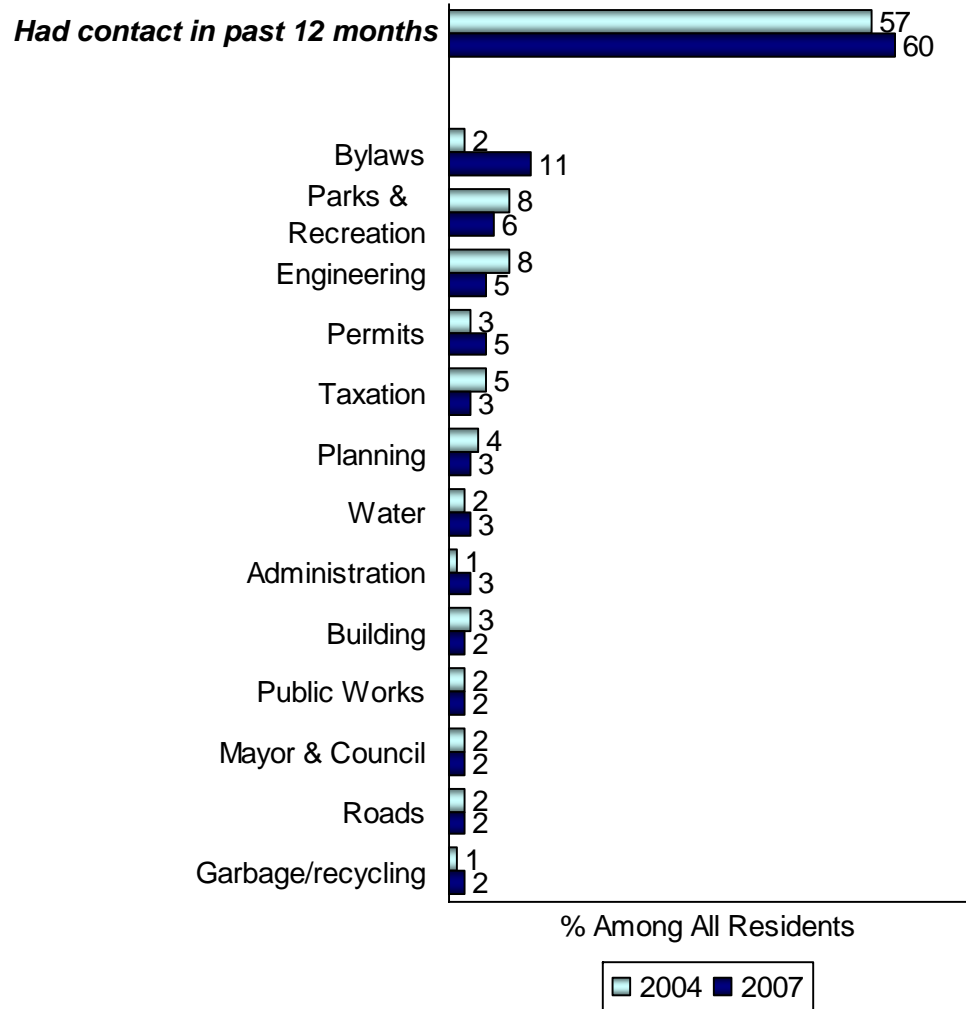


- Consistent with 2004, 60% of West Vancouver residents report having contact with District staff or council in the past 12 months. Home owners are twice as likely as renters to have had contact (62% versus 35%, respectively), while contact also increases with age.
- Regionally, Central residents have the highest incidence of contact with the District (71% report contacting the District in the past 12 months).
- Most commonly, contact is made via telephone (30%), rather than in person (21%), by email (5%) or by regular mail (2%). Compared with three years ago, all methods of contact have decreased except for telephone and email.

# Contact With The District

Q25b. Which Department or service did you most recently contact?

- Among Those Responding -



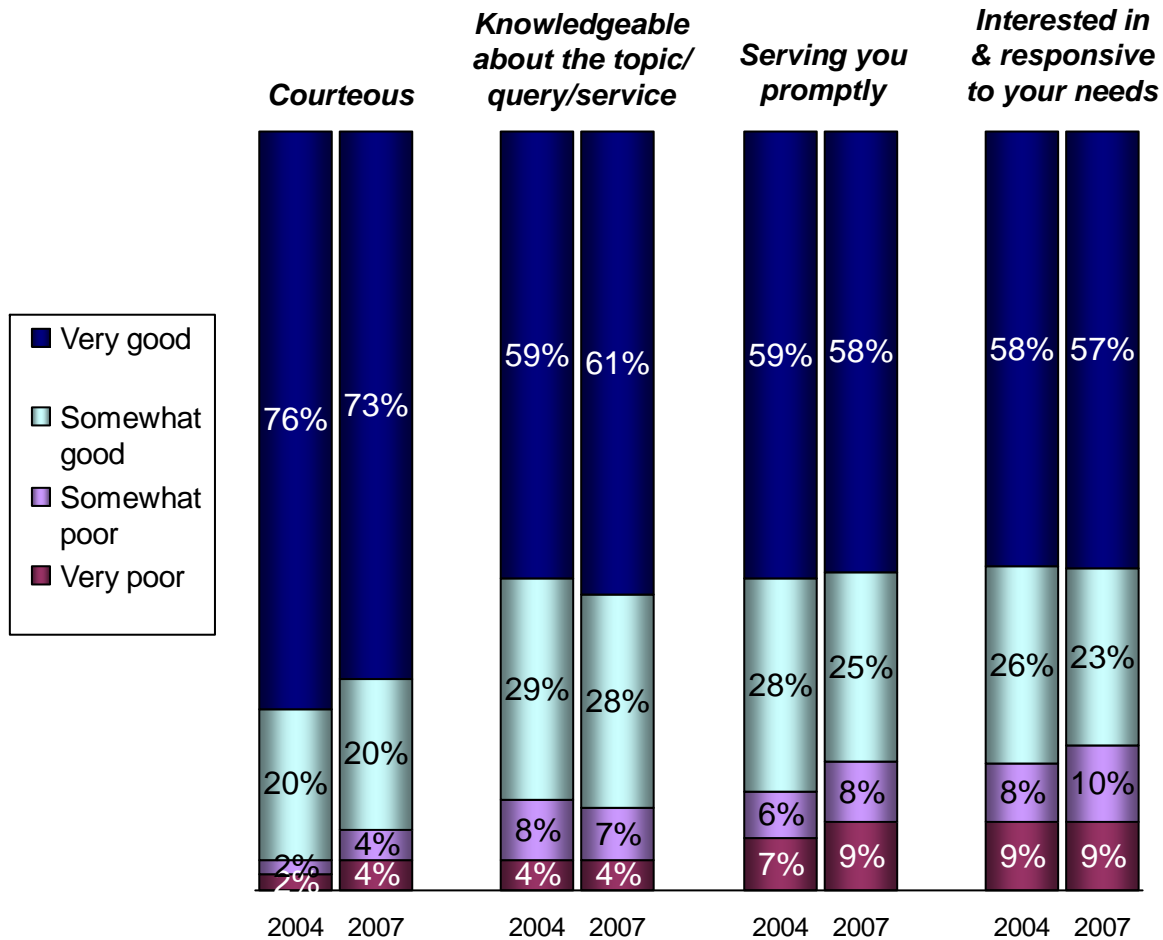
- The most commonly accessed department by West Vancouver residents is bylaws (11% of residents). This is followed by parks and recreation (6%), engineering and permits (both at 5%).
- Another 3% mentioned one of taxation, planning department, water and/or administration.
- Compared with three years ago, contact with the bylaws department has increased significantly (2% to 11% currently).

Only responses of 2% or greater are shown.

# Contact With The District

## 26. How would you rate the District staff member you dealt with on:

- Among Those Responding Who Had Contact -

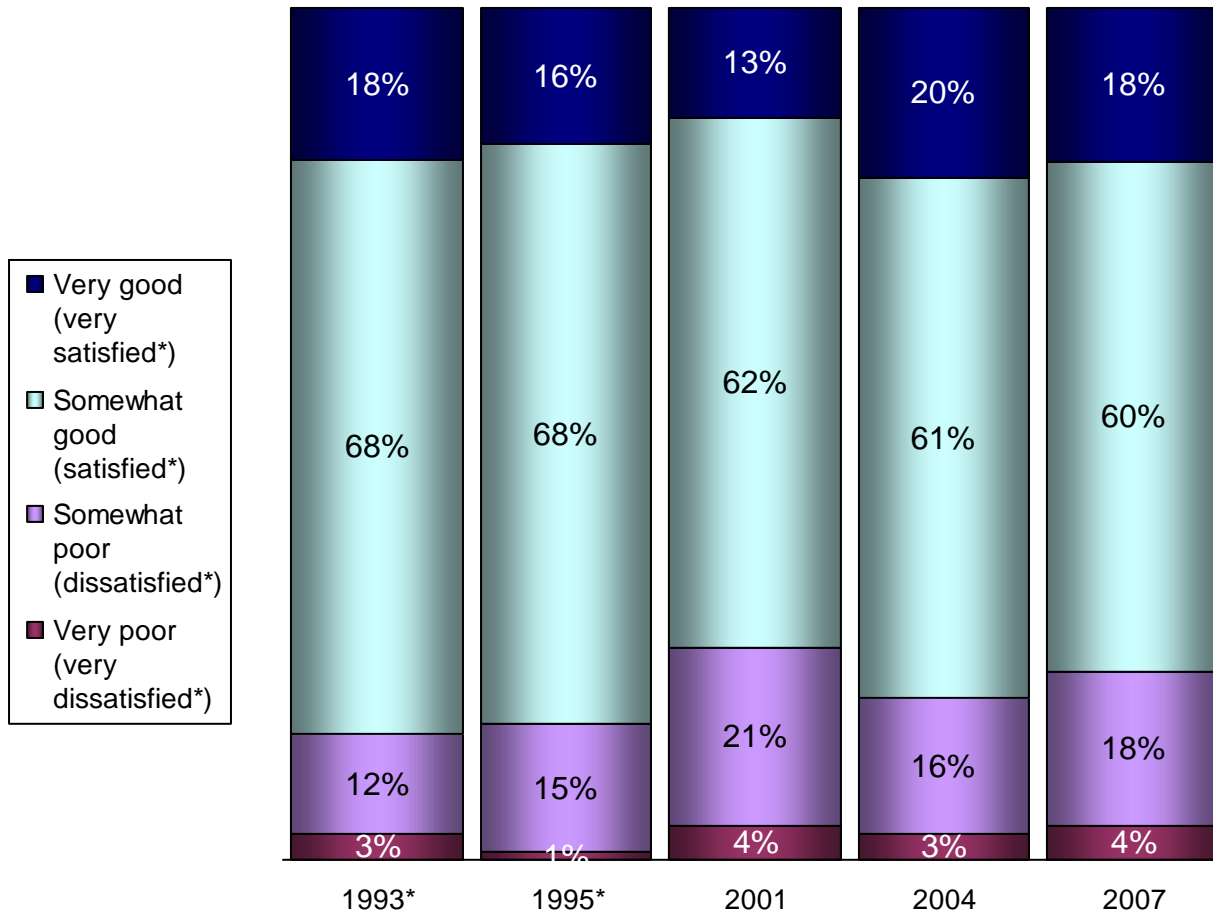


- Those who dealt with District staff generally rate them positively on being courteous, knowledgeable, prompt and responsive. Specifically, all four of these service attributes receive very to somewhat good ratings from no less than 80% of residents. Compared with 2004, current ratings are highly similar.
- Staff receives particularly high ratings for being courteous (73% very good), while about 60% give very good ratings for each of the remaining three attributes.

# District Communication

Q22. Generally, how would you rate the District's communication to its residents?

- Among Those Giving A Rating -



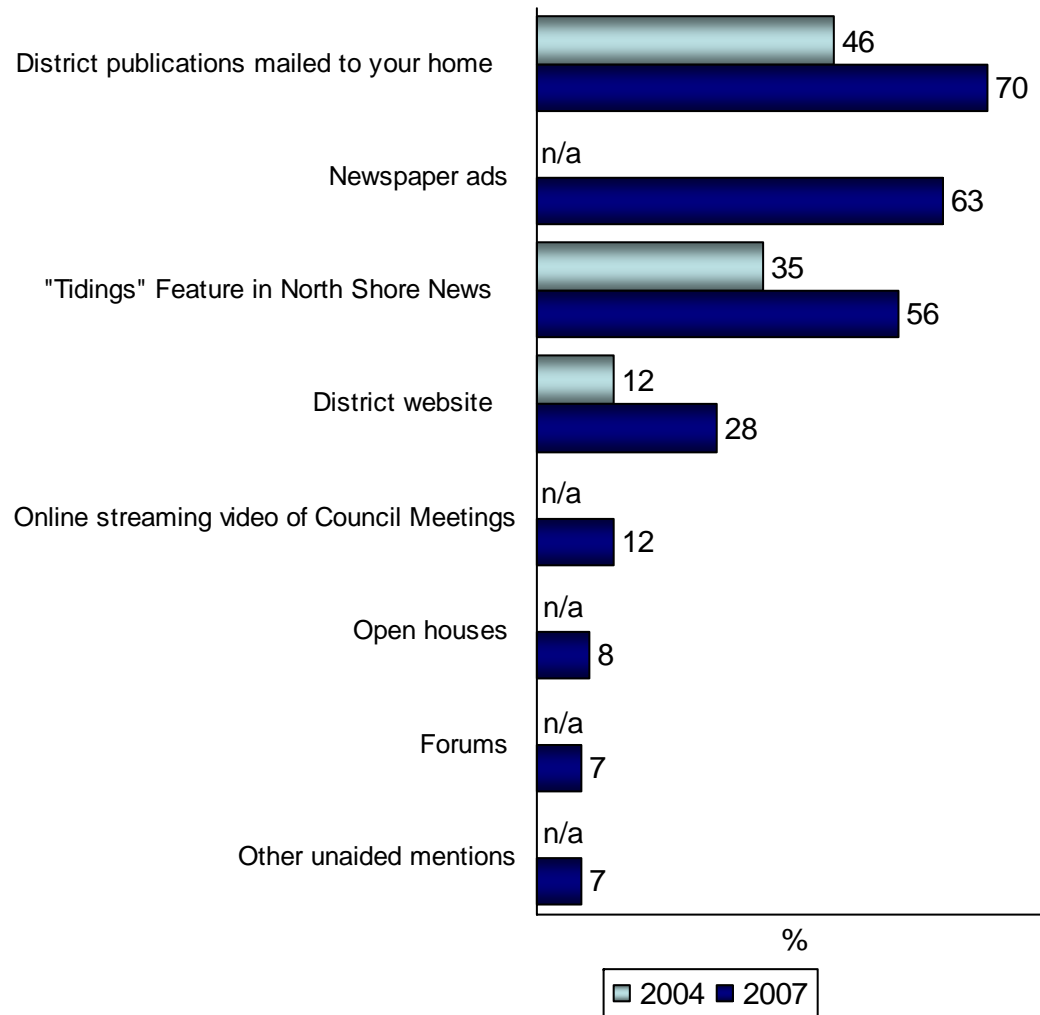
- West Vancouver residents continue to be moderately satisfied with the District's communication to them. Specifically, 18% rate the communication as very good, while 60% rate it as somewhat good. This leaves 22% who rate the District's communication as poor.
- Current results are highly similar to three years ago.

\* Prior to 2001, residents rated their satisfaction with the availability of community information supplied by the municipality.

# District Communication

**Q23. Which source(s) do you rely on to keep informed about West Vancouver services and events?**

- Among Those Responding -



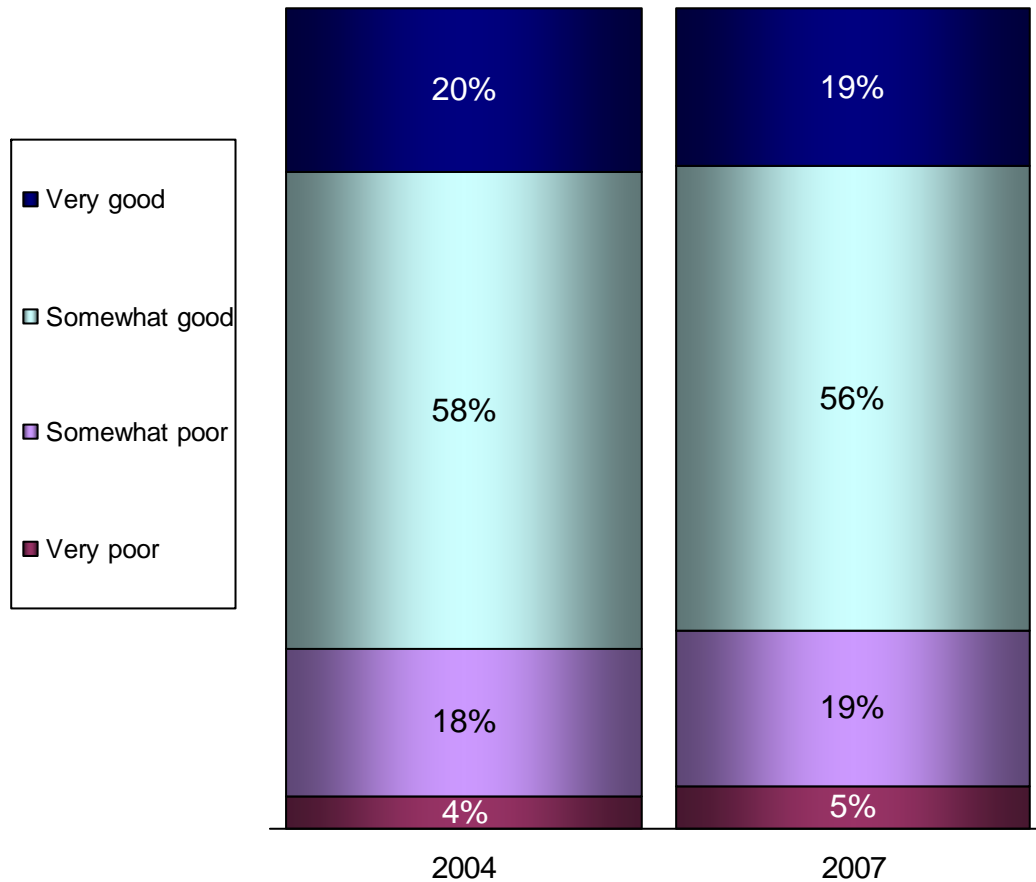
- When it comes to keeping informed about West Vancouver services and events, residents tend to rely mainly on District publications mailed to their home (70%), newspaper ads (63%) and the Tidings feature in the North Shore News (56%). Another 28% rely on the District website.
- While reliance on various sources does not differ greatly by region, seniors rely most strongly on the Tidings feature, while those under 45 are significantly more apt to use the District website than those over 45.



# District Communication

**Q24. How would you rate the District of West Vancouver on its public consultation with residents on projects and initiatives?**

- Among Those Responding -

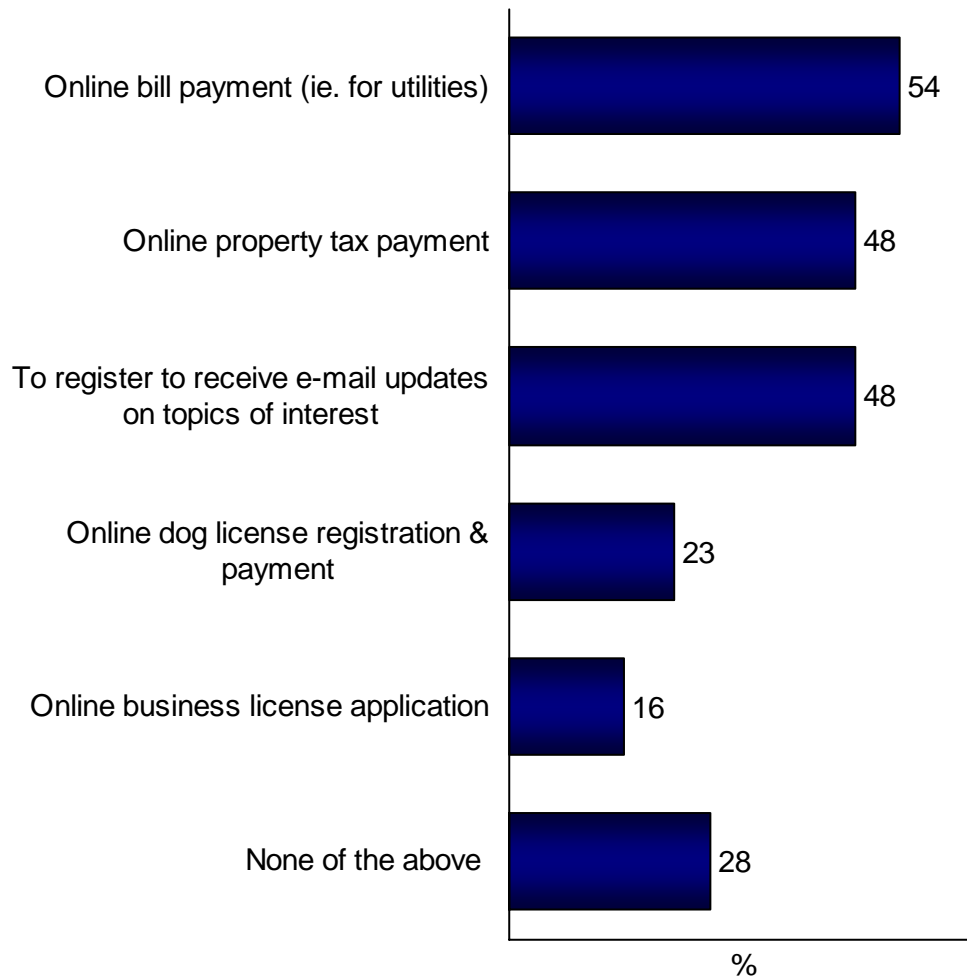


- West Vancouver's public consultation with residents on projects and initiatives is rated positively by 75%, which is similar to the positive rating the District earned three years ago.

# Online Service Usage

**Q27. Which of these online services would you use?**

- Among Those Responding -  
- 2007 -



- Online services which West Vancouver residents say they are most apt to use are online bill payment (54% say they would use this), online property tax payment (48% predicted usage) and registration to receive email updates on topics of interest (48%).
- Only 23% predict they would use online dog license registration and payment and even less, 16%, predict they would use online business license application.
- Generally, predicted usage of all the online services presented is notably higher among residents under 65 compared to those 65+. Among seniors, the most likely online service to be used is registering to receive email updates on topics of interest (33% of seniors predict they would use this). Conversely, predicted usage of the online services presented is significantly greater among the under 35s.

# Demographic Profile

## - Sample Composition -

	1995	2001	2004	2007	Area			
					West	Central	Ambleside	East
Base	400	591	660	800*	184	94	289	233
	%	%	%	%	%	%	%	%
<u>Home Ownership</u>								
Own	82	86	89	91	98	97	85	90
Rent	18	14	11	9	2	3	15	10
<u>Type Of Residence</u>								
Single family house	73	72	76	81	91	94	64	86
Apartment	22	20	13	11	2	3	29	5
Multi-family (e.g. townhouse, duplex)	5	7	8	6	6	1	5	8
Secondary suite in a single family residence/other	1	1	2	1	1	2	2	1
<u>Age</u>								
<35	9	7	5	5	6	-	6	5
35-44	22	17	15	15	18	16	16	13
45-54	22	25	24	24	30	21	20	25
55-64	20	18	20	20	21	24	19	20
65+	27	33	35	35	26	39	40	36
<u>Family Composition</u>								
Single, no children	-	24	28	20	10	18	32	18
Couple, no children	-	35	33	37	40	43	33	36
Family with children	-	41	34	42	49	38	36	44
<u>Years Lived In West Van</u>								
<5	-	-	12	8	9	9	9	7
5-9	-	-	12	15	18	6	17	14
10-19	-	-	24	24	32	20	18	25
20-29	-	-	19	17	17	17	13	21
30+	-	-	33	36	24	47	44	34
Average # Of Years	-	-	23	24	20	28	26	23
<u>Voted In '99/'02/'05 Municipal Election</u>								
Yes	-	81	82	83	86	91	87	78
No	-	19	18	17	14	9	13	22

46 \*1,251 West Vancouver heads of households were recruited for this study via telephone. 800 responded, 500 via the online survey while 300 responded via regular mail (i.e. they filled out a paper survey).

# Demographic Profile

## - Sample Composition -

					Area			
	1995	2001	2004	2007	West	Central	Ambleside	East
Base	400	591	660	800*	184	94	289	233
	%	%	%	%	%	%	%	%
<b>Area</b>								
<b>West</b>	22	24	21	21	100	-	-	-
Caulfield	-	-	-	8	37	-	-	-
Cypress Park	-	-	-	5	22	-	-	-
Eagle Harbour	-	-	-	3	12	-	-	-
Gleneagles	-	-	-	2	8	-	-	-
Horseshoe Bay	-	-	-	3	13	-	-	-
Whytecliff	-	-	-	2	8	-	-	-
<b>Central</b>	11	6	9	9	-	100	-	-
Altamont	-	-	-	2	-	20	-	-
Bayridge	-	-	-	2	-	28	-	-
Westmount	-	-	-	4	-	51	-	-
<b>Ambleside</b>	43	49	36	29	-	-	100	-
Ambleside	-	-	-	16	-	-	53	-
Dundarave	-	-	-	12	-	-	40	-
Hollyburn	-	-	-	2	-	-	6	-
<b>East</b>	23	20	34	41	-	-	-	100
British Properties	-	-	-	22	-	-	-	55
Cantebury	-	-	-	-	-	-	-	1
Cedardale	-	-	-	1	-	-	-	4
Chartwell	-	-	-	4	-	-	-	9
Glenmore	-	-	-	6	-	-	-	15
Panorama	-	-	-	3	-	-	-	7
Park Royal	-	-	-	1	-	-	-	2
Sentinel Hill	-	-	-	2	-	-	-	6
Whitby Estates	-	-	-	-	-	-	-	1

47 \*1,251 West Vancouver heads of households were recruited for this study via telephone. 800 responded, 500 via the online survey while 300 responded via regular mail (i.e. they filled out a paper survey).

# Demographic Profile

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**D8. Did you vote in the last municipal election held in 2005?**

**- By Age -**

	<u>Age</u>			
	<u>&lt;35</u>	<u>35-44</u>	<u>45-64</u>	<u>65+</u>
Base	14*	79	376	322
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Voted In 2005 Municipal Election</u>				
Yes	54	77	84	89
No	46	23	16	11

\*Caution: small base size.

# Data Tabulations

# Questionnaire





synovate

Research reinvented