



MODUS

from insight to impact

VISION AND GOALS SURVEY RESULTS

Municipality of North Cowichan, OCP Update

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TABLE OF CONTENTS

1	RESULTS.....	1
	Q1. When you meet a new friend, how would you describe where you live?	
	Q2. What do you love most about North Cowichan?	
	Q3. What is one thing you would change about North Cowichan?	
	Q4 -Q9. Principles	
	Q10. Thinking about North Cowichan over the next 20 years, how important are the following priorities to you?	
	Q11. What other emerging priorities should North Cowichan be planning for?	
	Q12. Please complete the sentence: In 20 years, North Cowichan will be...	

1 RESULTS

Q1. When you meet a new friend, how would you describe where you live (ex. Chemainus, Maple Bay ...)?

- Duncan (254)
- Maple Bay (245)
- Chemainus (126)
- North Cowichan (79)
- Cowichan Valley (74)
- Crofton (62)
- Sahtlam (16)
- Cowichan (14)
- Quamichan Lake (14)
- Cowichan Bay (13)
- Cowichan Lake (10)
- Westholme (9)
- Somenos (7)
- Vimy (7)
- Cowichan Station (6)
- Near Hospital (6)
- Berkeys Corner (5)
- Cobble Hill (5)
- Thetis Island (4)
- Cowichan First Nations Land (3)
- Ladysmith (2)
- Mill Bay (2)
- Saltair (2)
- Yellow Point (2)
- Other (33)

Q2. What do you love most about North Cowichan?

Key Themes

- Natural Areas & Green Space (624)
- Outdoor Recreation (304)
- Rural & Small-Town Feel (293)
- Sense of Community (187)
- Farms & Access to Local Food (115)
- Local Business & Community Amenities (96)
- Good Climate (73)
- Regional Location (43)
- City Management + Policy (13)
- Cowichan Tribes (12)
- Affordability (relative cost of housing & taxes) (7)
- Other Comments (51)
- General Comments (10)

Q3. What is one thing you would change about North Cowichan?

Key Themes

- Environmental Protection & Preservation (197)
- Growth Management & Development (192)
- Crime & Drug Use (159)
- Homelessness (126)
- Recreation & Active Transportation (i.e. trails, sidewalks, bike lanes) (96)
- Infrastructure & Roads (traffic) (94)
- Taxes & Local Economy (78)
- Political Representation & Leadership (68)
- Planning & Strategic Direction (53)
- Safety & Sense of Community (53)
- Diversity of & Access to Housing (48)
- More Support for New & Existing Businesses (30)
- Transit System (22)
- Impact of Industrial Sites (20)
- Stronger Progressive & Social Values (20)
- Bylaws & Enforcement (18)
- More Support for ALR & Agriculture (14)
- Access or Improvement to Hospital (7)
- Access to Beach (6)
- Downtown (4)
- First Nations Relationship (4)
- Other (43)
- Unknown or Blank (29)

PRINCIPLES

Q4. Sustainability

65% support the principle, 9% don't, 12% unsure

Overall

- General Support (18)
- Change in Language (alternatives provided) (17)
- More Specific (27)
- Holistic View of Sustainability (8)
- First Nations Right to Land (9)
- Walkable & Green Communities (14)
- Renewable Resources & Extraction (52)
- Prioritising Future Generations (57)
- Protection of Natural Environment (85)

Definition

- Change or Describe "Balance" (19)
- Defining "Needs" (42)
- Eliminating "Resource-Rich" (68)
- Defining or Prioritising "Current Population" (25)

Considerations

- Development & Population Growth (52)
- Political Leadership & Accountability (39)
- Financial Considerations & Economic Growth (38)

Should Focus More On

- Age-Friendly Planning (5)
- Equity Focus (7)

Other (54)

Q5. Economic Opportunity

58% support the principle, 12% don't, 15% unsure

Definition

- Issues with "Promote Growth" (48)
- More Specific (42)
- Define "Positive Environment" (8)

Should Focus More On

- Sustainable Growth & Local Community Investment (117)
- Maintaining Natural Resources & Environmental Protection (105)
- Support Local New & Existing Business (89)
- Green Economy (61)
- Job Creation & Skill Development (35)
- Supporting Agriculture & Farming (12)

Considerations

- Role of Municipal Government (15)
- Barriers/Red Tape to Development (14)
- Community Engagement & Involvement (13)
- Child Care & Support for Families (2)

Other (38)

General (28)

Q6. Smart Growth

61% support the principle, 10% don't, 13% unsure

Overall

- More Information & Clarity (49)
- Do Not Support Principle/Terms (24)

Should Focus More On

- Development Restrictions & Protection of Natural Areas (102)
- Compactness & Less Sprawl (64)
- Community-Minded Development & Amenities (47)
- Preservation of Rural Areas (36)
- Sustainability & Climate Action (31)
- Additional Infrastructure & Services (26)
- Inclusive Community Development (15)
- Support for Mixed-Use Development (12)
- Planning for Implementation (21)

Concerns & Considerations

- Housing Diversity (36)
- Concern for Overdevelopment & Congestion (22)
- Municipal Support & Involvement (19)
- Community Input & Engagement (18)
- Cost Concerns (13)
- Preservation & Support of Agriculture (13)
- Preservation of Historic Character (7)
- Concern for Homelessness (4)

Other (35)

General (28)

Q7. Healthy & Safe Communities

77% support the principle, 3% don't, 4% unsure

Overall

- General Support (14)
- More Clarity or Information (14)
- Conflicting Ideas of "Health and Safety" (3)

Should Focus More On

- Access to Housing & Homelessness (87)
- Drug Use & Crime (70)
- Preserve Forested & Natural Areas (42)
- Social & Community Resources (42)
- Inclusive of All Community Members (39)
- Prioritise Water & Clean Air (31)
- Maintaining Open & Green Space (29)
- Transit & Active Transportation (25)
- Outdoor & Community Recreation (21)
- Safety as a Primary Issue (19)
- Implementation & Tracking Progress (14)

Concerns & Considerations

- More Police Presence (18)
- Affordability & Taxes (6)
- Public Participation & Involvement (5)
- Development & Infrastructure (4)
- Municipal Role & Responsibility (4)
- Support for First Nations (4)

Other (34)

General (27)

Q8. Community Engagement

75% support the principle, 3% don't, 5% unsure

Overall

- General Support (15)
- Definition Needs More Detail (9)

Should Focus More On

- Various Formats for Engagement (26)
- Addressing Barriers to Participation (17)
- Acting on Feedback (16)
- Reaching a Wide Audience (14)
- Need for Flexibility in Plans (11)
- Reliable Data & Information (9)
- First Nations Partnerships (7)
- Regional Collaboration & Involvement (3)
- More Holistic Planning (2)

Concerns with Current Engagement

- More Transparency (75)
- Better Communication (49)
- Special Interests & Bias (39)
- Focus on "Listening" (30)
- Ensure Liability & Accountability (29)
- Loss of Trust & Feeling of Not Being Heard (24)
- Staff & Council Unreliability & Inaccessibility (9)
- Too Much Engagement (3)

General (32)

Other (37)

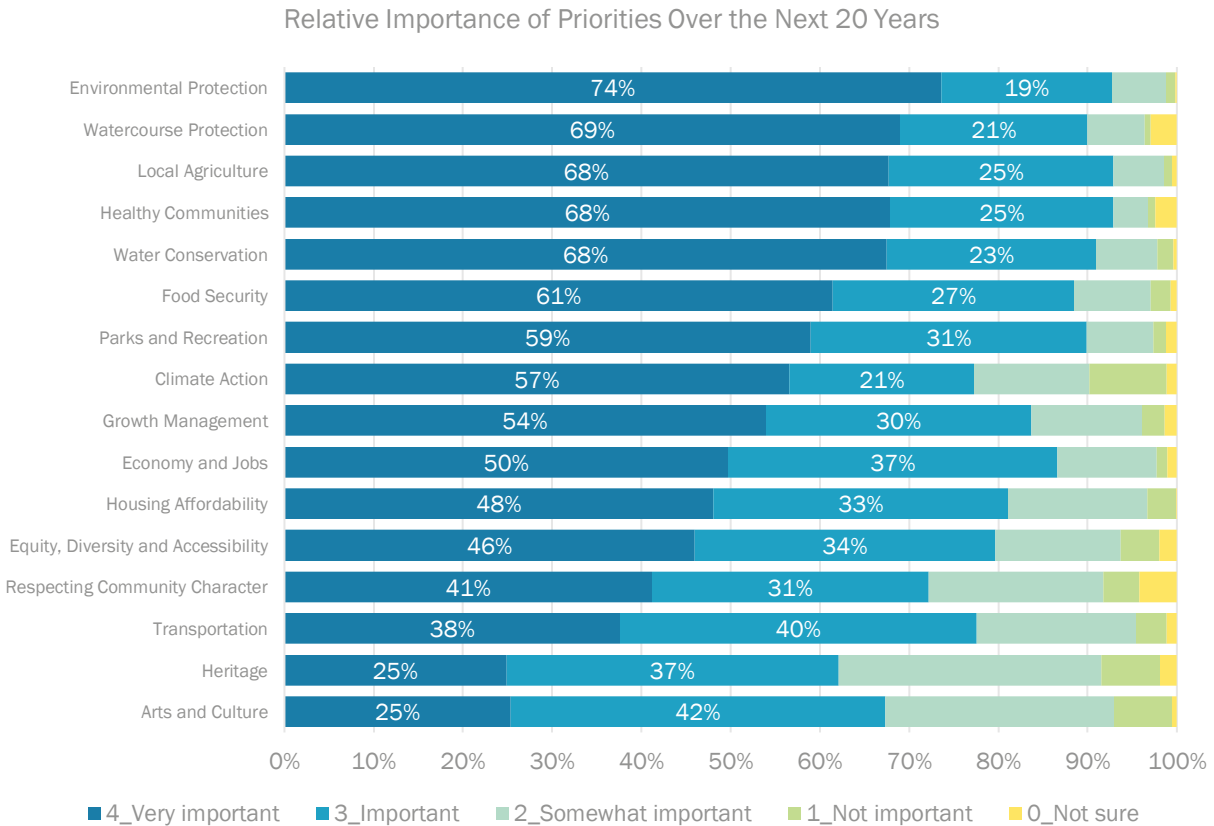
Q9. Most Important Principles

Key Themes

- Balance Growth & Sustainability (207)
- Health & Safety Needs of Community (199)
- Preserving Natural Resources & Areas (170)
- Collaborative Planning & Transparent Communication (146)
- Economic & Business Development (66)
- Implementation & Accountability (58)
- Inclusivity for All Members of Community (44)
- Recreation, Community & Pedestrian Amenities (41)
- All 5 Principles Are Important & Interdependent (34)
- Access to Housing (27)
- Affordability & Taxes (22)
- Food Security & Agriculture (21)
- City Management & Public Services (20)
- Reconciliation & First Nations Partnerships (20)
- Maintaining Rural (Low Density) & Open Spaces (16)
- Considering Needs of Future Generations (14)
- Role of Local Government (8)
- Historic Preservation (5)
- Excellence in Planning (2)

Other (28)

Q10. Thinking about North Cowichan over the next 20 years, how important are the following priorities to you?



- 1183 total responses
- ~18-19% did not answer this question
- Environmental protection perceived as most important (74% of participants selected it as a very important priority)
- Almost all of the environmentally-related priorities received roughly the same percentage of responses rating them a “very important” and “important (between 88-93% of respondents)
 - Environmental protection, watercourse protection, local agriculture, water conservation, food security, parks and recreation
- The outlier was climate action (57% very important, 78% combined very important and important)
- Arts and culture, heritage deemed as the two lowest priority

Q11. What other emerging priorities should North Cowichan be planning for?

Key Themes

- Accessible Social Services (146)
- Natural Resources & Areas (118)
- Growth Management (62)
- Affordable Housing
- Sustainability & Green Economy (54)
- Safety & Policing (43)
- Natural Disaster Preparedness (41)
- Jobs & Businesses (36)
- Public Infrastructure & Municipal Services (36)
- Tourism & Recreation (33)
- Improved Transit & Active Transportation (31)
- Reconciliation & First Nations Partnership (31)
- Inclusive Communities (29)
- Support for Families & Children (24)
- Age-Friendly Communities (23)
- Education (23)
- Food Security & Access (21)
- Covid-19 Informed Planning (17)
- Political Leadership & Accountability (7)
- City Self Sufficiency (6)

Other (55)

Q12. Please complete the sentence: In 20 years, North Cowichan will be...

Key Themes

- Preservation of Resources, Green & Natural Spaces (175)
- Vibrant & Diverse Community (152)
- Sustainable & Green Industries (139)
- Safety & Support for Families (76)
- Business Mix & Thriving Economy (60)
- More Populated & Compact (58)
- Adequate Housing & Social Services (51)
- Food Security & Protected ALR Land (51)
- Parks & Outdoor Recreation (45)
- Regional Destination & Example (44)
- Additional Transportation & Pedestrian Options (27)
- Age-Friendly Community (25)
- Relationship with First Nations (22)
- Transparent & Collaborative Leadership (17)
- Amalgamate Municipalities in Region (12)
- Job Opportunities (12)

Key Words

- Desirable (42)
- Affordable (35)
- Semi-Rural Feel (29)

General Comments

- General Optimist Vision (47)
- General Pessimistic Vision (104)
- Stay the Same (15)

Concerns

- Suburb or Bedroom Community (14)
- Traffic & Over-Congestion (31)

Other (44)

Demographics

- 74% of respondents were residents
- 24% work in North Cowichan
- 13% own a business

AGE	# OF RESPONDENTS	% OF RESPONDENTS
Under 10 years	2	0.2%
10-14 years	1	0.1%
15-19 years	19	2%
20-29 years	30	3%
30-39 years	111	9%
40-49 years	128	11%
50-59 years	201	17%
60-69 years	261	22%
70-79 years	147	12%
80 years or over	21	2%
Did Not Answer	263	22%
Total Responses	1184	