



District of North Cowichan Citizen Satisfaction Survey 2019 Open-link (Online Survey) Results

July 2019

Community Satisfaction Survey: Background and Objectives

Survey Background and Objectives

Background

The Municipality of North Cowichan commissioned NRG to conduct the first Citizen Satisfaction Survey among residents of the District. The intent of the survey is to provide the Municipality with information regarding the awareness, use and satisfaction with current service levels, as well as information regarding perceptions of potential future directions.

Objectives

The objectives of the Citizen Satisfaction Survey were to:

- Identify the most important local issues to residents of North Cowichan;
- Gauge satisfaction with overall quality of life, the overall level and quality of services provided by North Cowichan, and specific services offered by North Cowichan;
- 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; 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 (both landline and cellphone) for the District of North Cowichan.
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 (publicized in a news release titled "North Cowichan Launches First Ever Citizen Satisfaction Survey" that contained a link to the survey) in parallel with the telephone survey.

Notes on Sampling

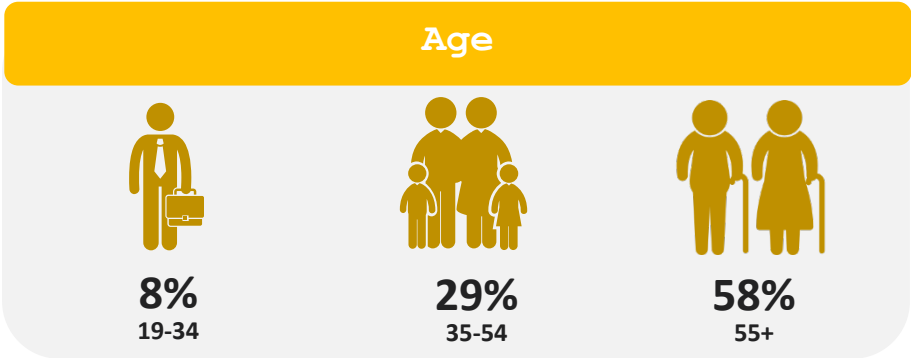
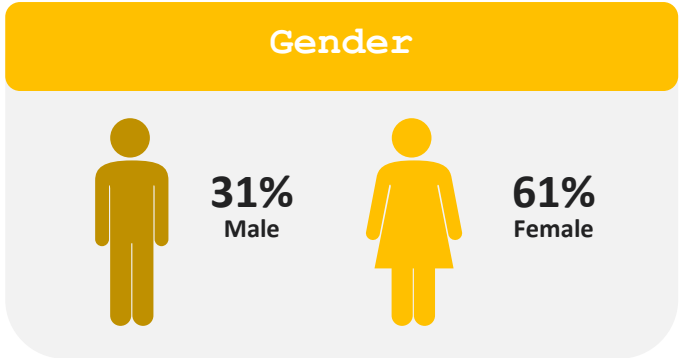
- Results from modes 1 and 2 are not included in this analysis; these are considered to be collected via random sampling and are therefore appropriate for statistical analysis.
- Open link results are shown in this report. These results should be considered directional as they were not collected via random sampling and thus may not be representative.

Methodology: Data Collection

Details of Data Collection

- The parallel open link was active from June 11 to June 25, 2019.
- A total of 290 North Cowichan residents completed the open-link version of the survey.
- Potential participants were ineligible for the study if:
 - They do not reside in the District of North Cowichan.
 - A member of the household works for the Municipality of North Cowichan (including municipal employees, volunteer firefighters, and elected officials for the Municipality), or in the fields of marketing research or media.

Demographics

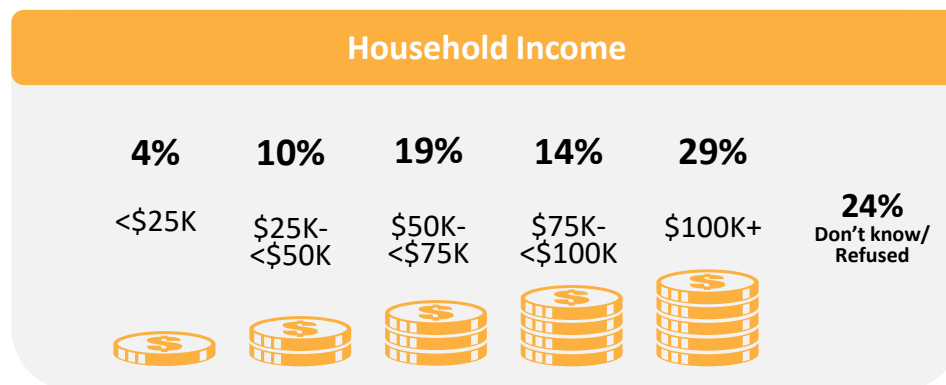
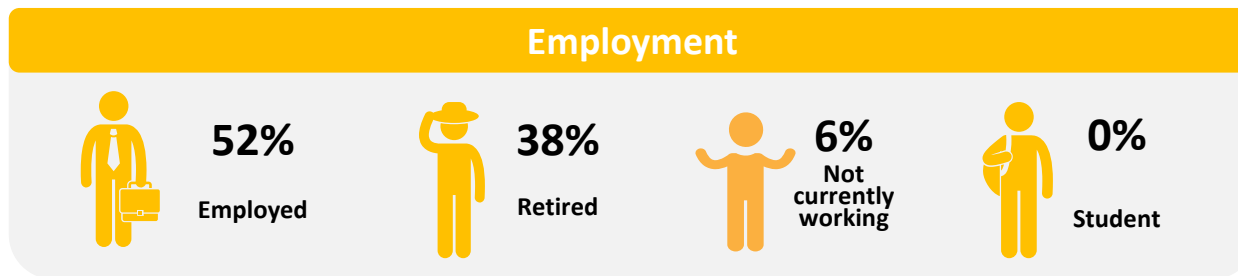


Demographics



- **There is a mix of newer and longer-term residents of North Cowichan:**
 - 29% have lived in North Cowichan for thirty or more years
 - 16% have lived in North Cowichan for twenty to fewer than thirty years
 - 21% have lived in North Cowichan for ten to fewer than twenty years
 - 30% are relatively new to the area, with fewer than ten years in residence
- **Almost nine in ten (87%) are homeowners; 9% rent their current home.**
- **Most share their home with other household members; however, few of these households include children under 18:**
 - 65% of households have one or two members, and 31% have three or more
 - 29% of households include children under 18
- **The majority say they plan to continue living in North Cowichan long term:**
 - 69% say they will live in North Cowichan for more than 10 years
 - 6% say they will live in North Cowichan for 5 years or less
 - 9% say they expect to live in North Cowichan for 6-10 years

Demographics



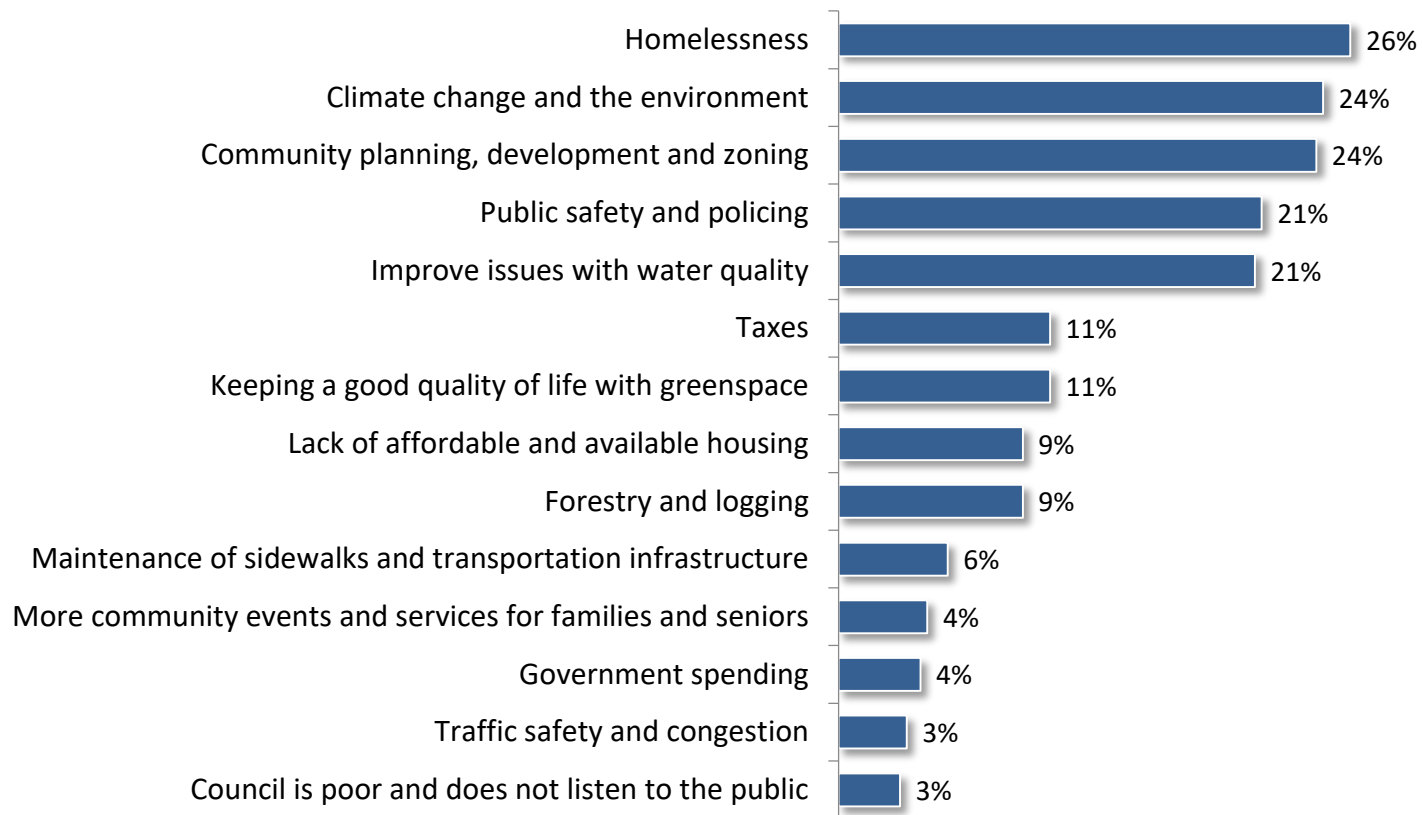
- **Most are college or university-educated:**
 - 1% have less than a high school education
 - 9% have a high-school diploma
 - 23% attended but did not complete post-secondary studies
 - 42% completed a post-secondary degree or diploma
 - 21% have a post-graduate education

Results:
Issues Agenda and Current Service Levels



Most important challenges facing the community

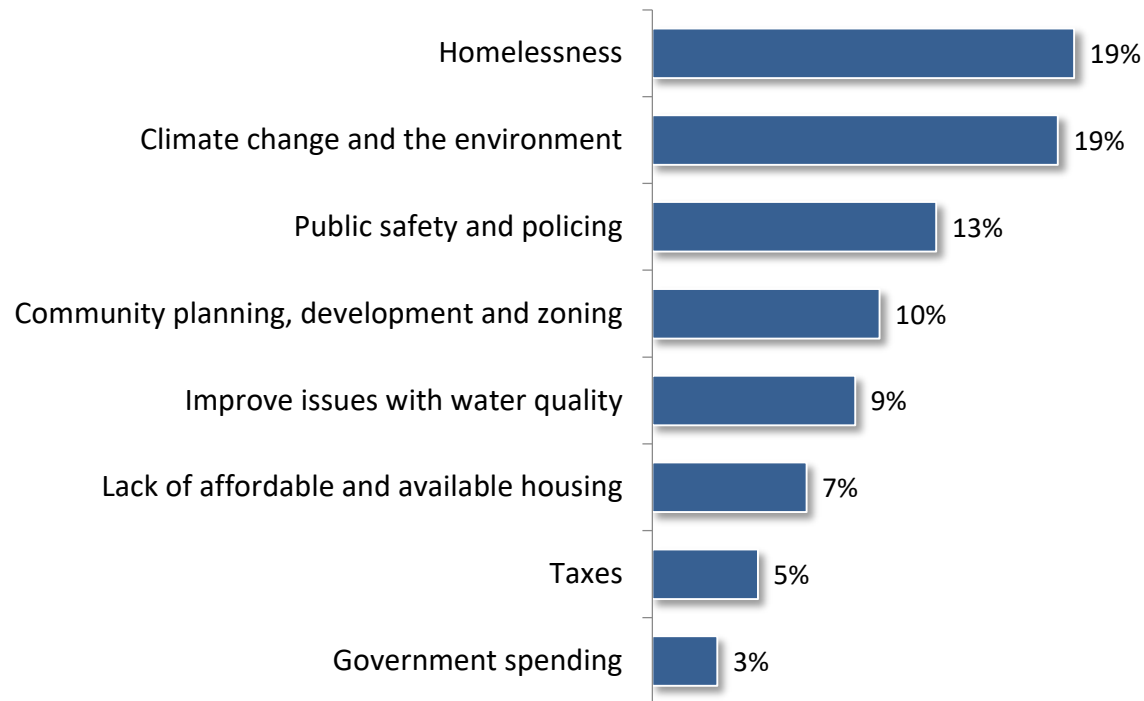
What do you feel are the most important challenges facing North Cowichan?
(All Mentions)





Key issue for local leaders to take action on

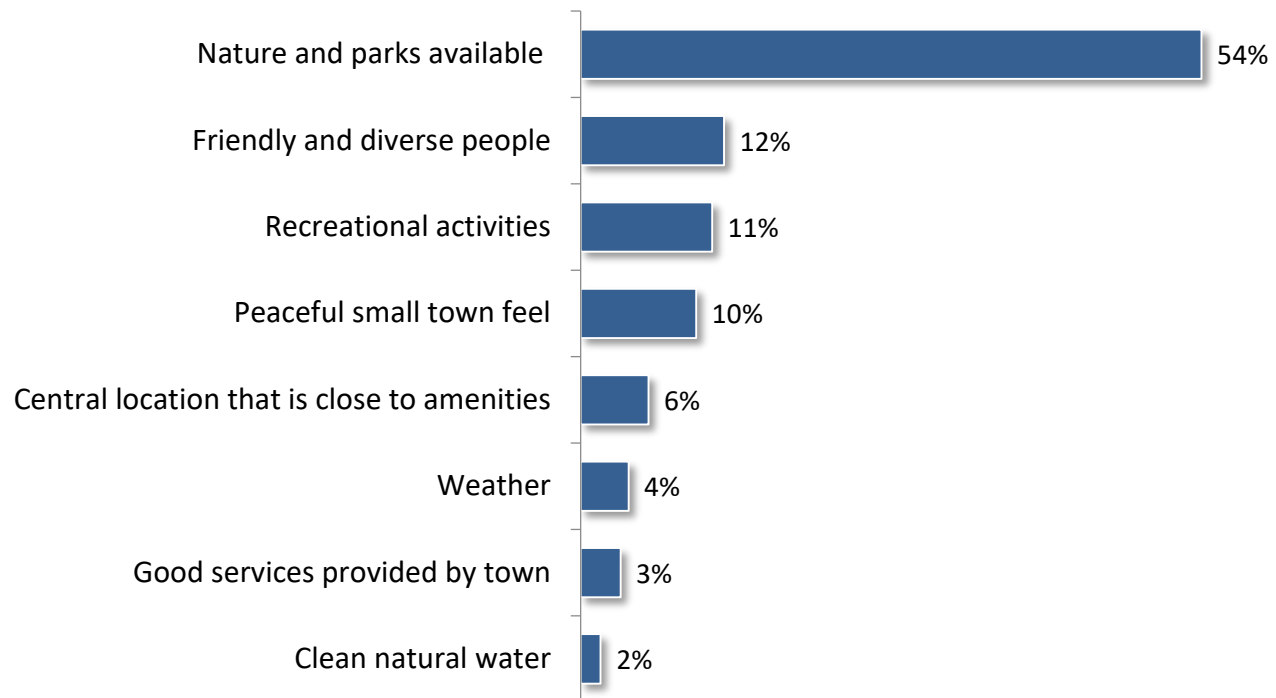
If you had to pick only one issue for your local leaders to take action on, what would it be?
(All Mentions)





Favorite thing about North Cowichan

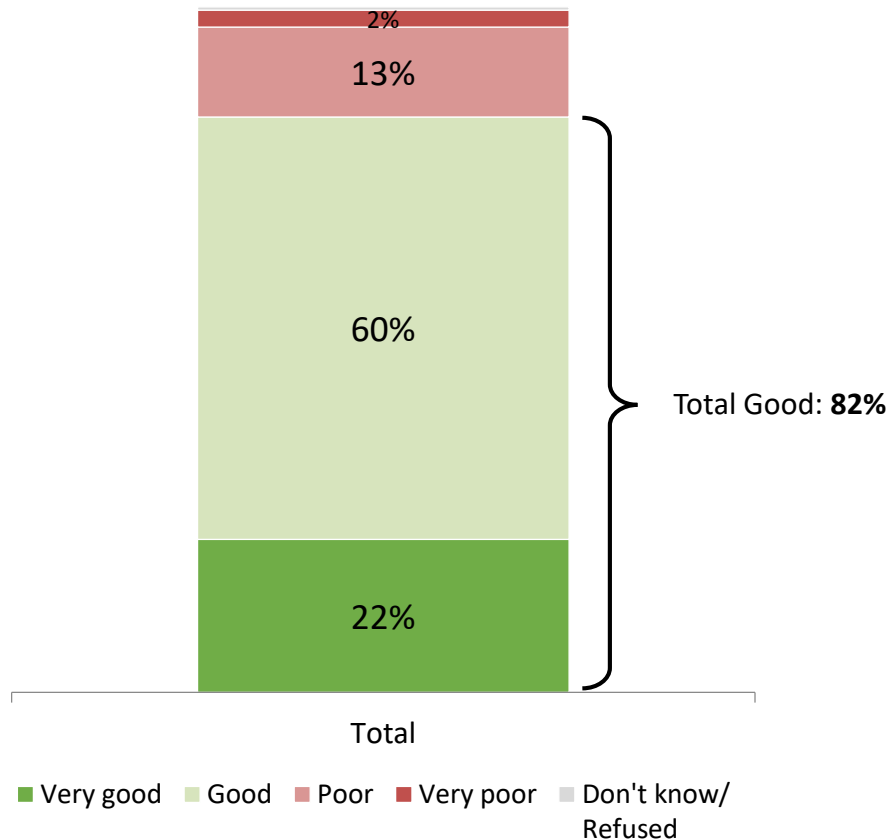
What is your favorite thing about North Cowichan?
(All Mentions)



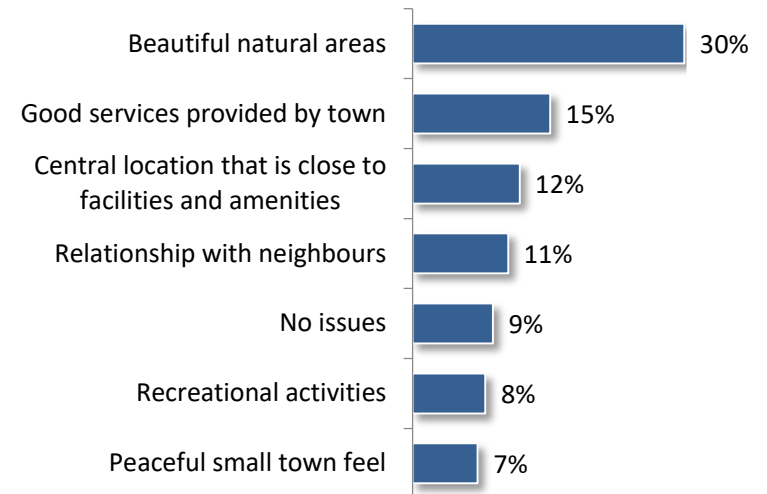


Overall quality of life in North Cowichan

How would you rate the overall quality of life in North Cowichan today?



Why do you say the overall quality of life in North Cowichan is good/very good?





Value for tax dollars

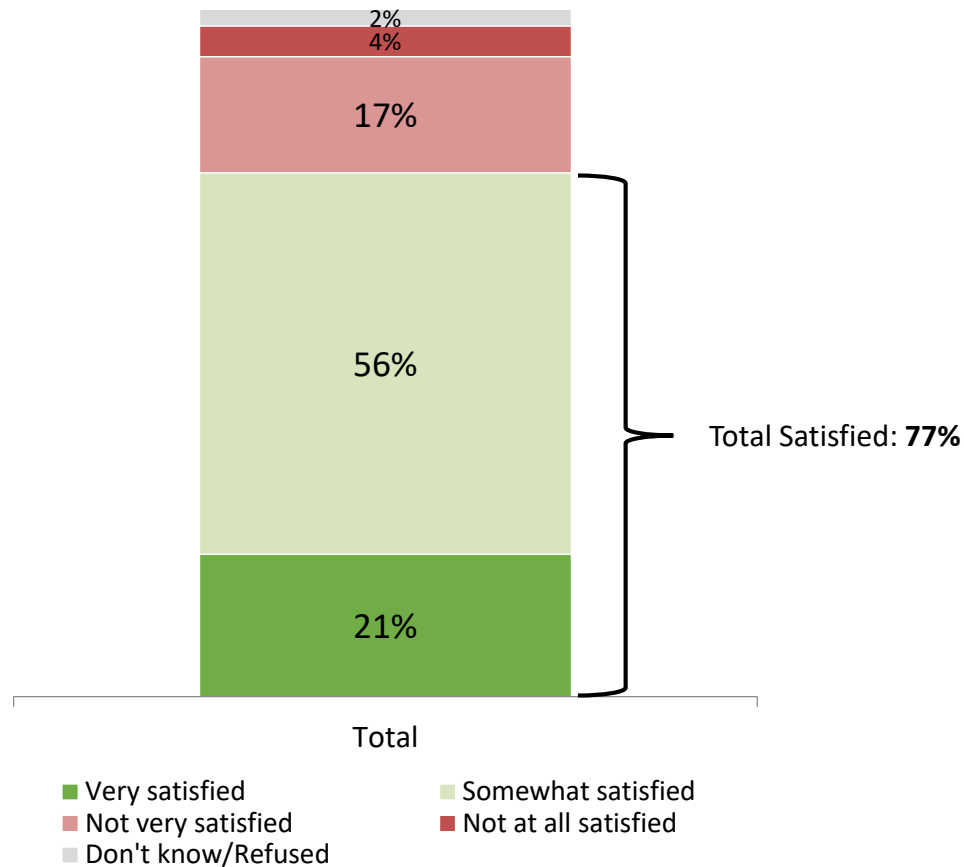
Thinking about all the programs and services you receive from North Cowichan, would you say overall that you get good value or poor value for your tax dollars?



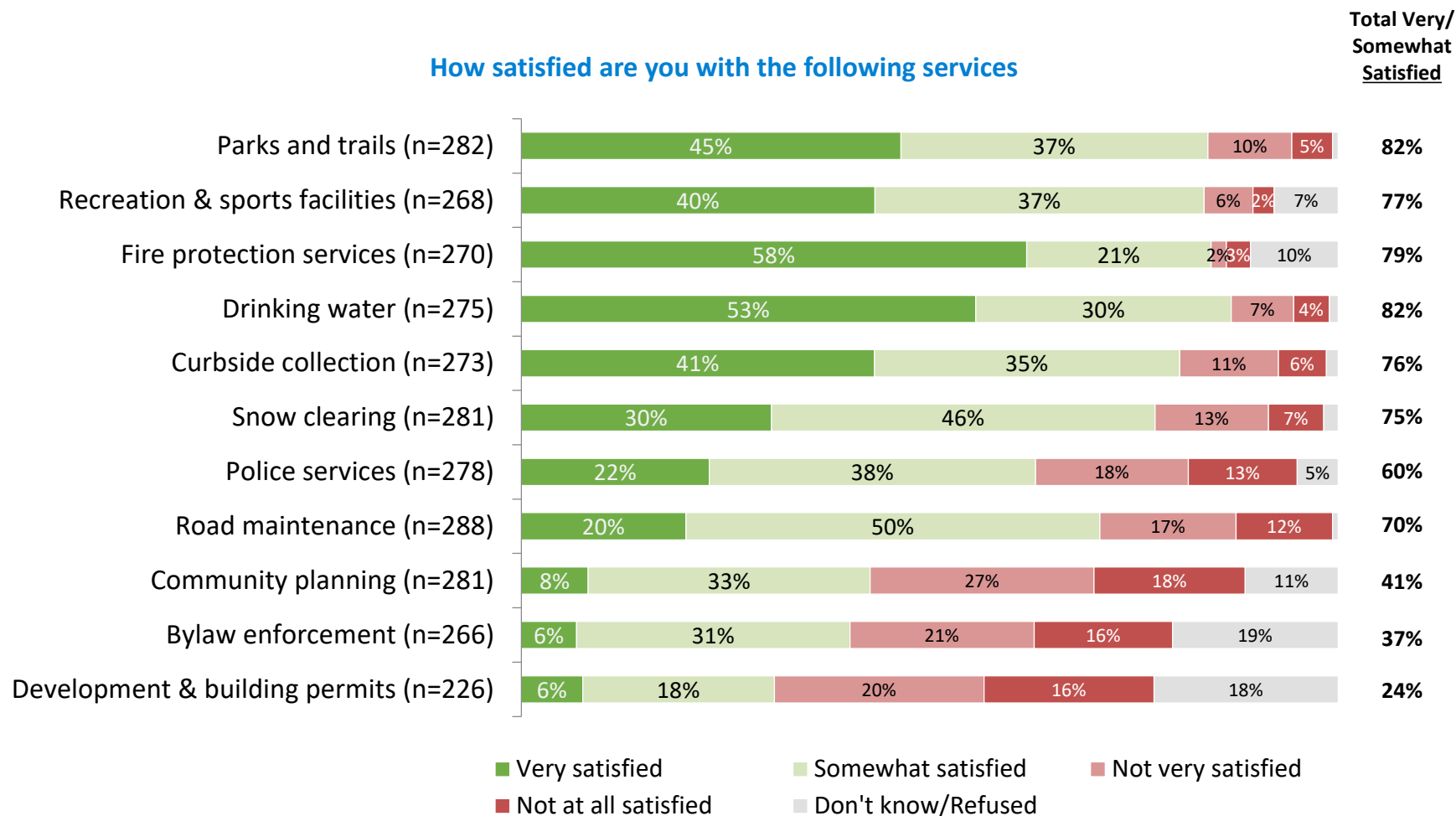


Satisfaction with overall level and quality of services

How satisfied are you with the overall level and quality of services provided by North Cowichan?



Satisfaction with specific North Cowichan services

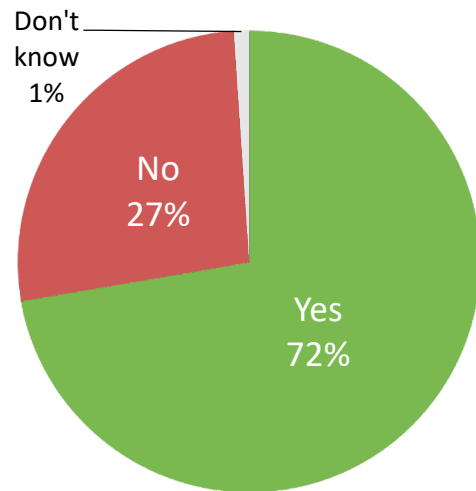


Results:

Interactions with the District

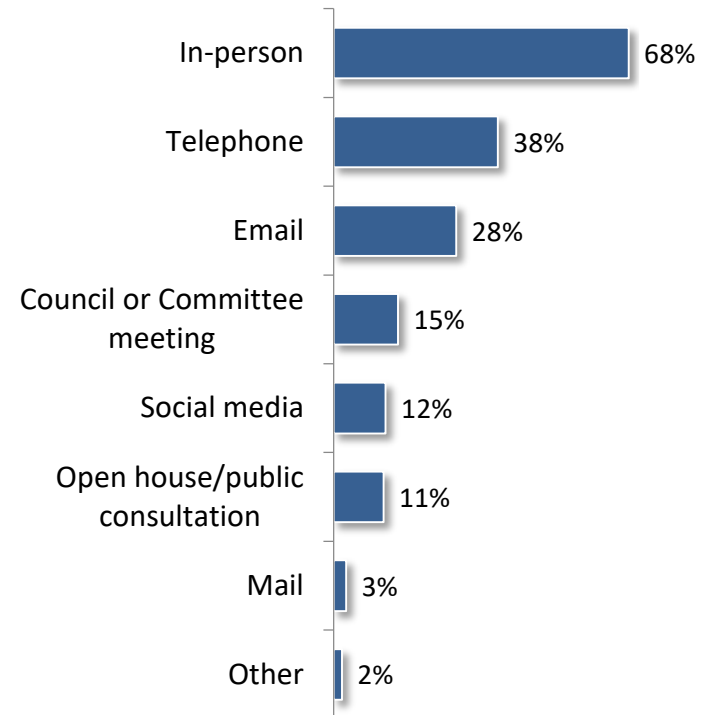
Contact with North Cowichan staff

Have you personally contacted or dealt with a North Cowichan employee within the past year?



If yes

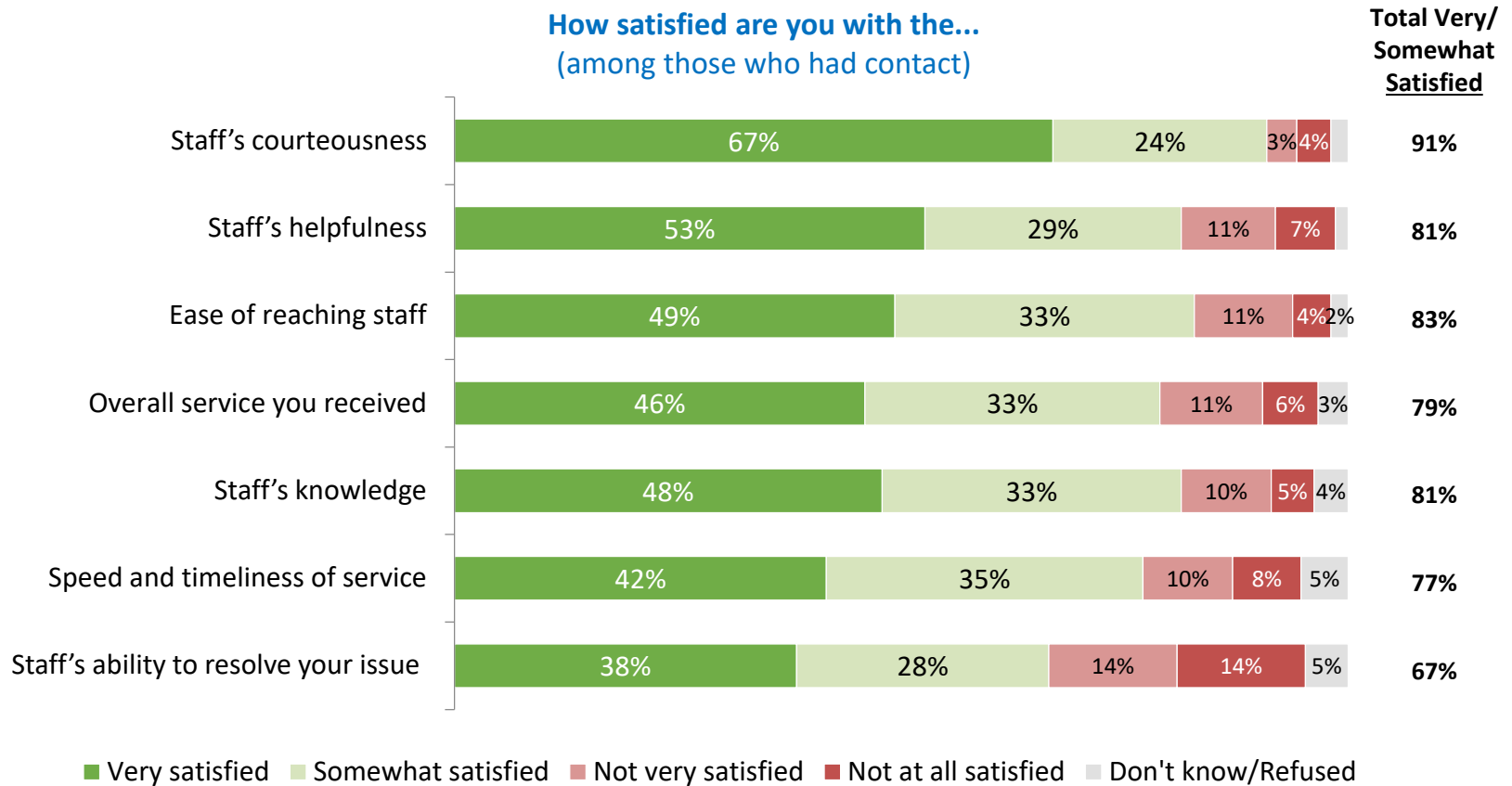
How did this contact occur?
(All Mentions among those who had contact)



(n=209)



Satisfaction with North Cowichan staff interactions

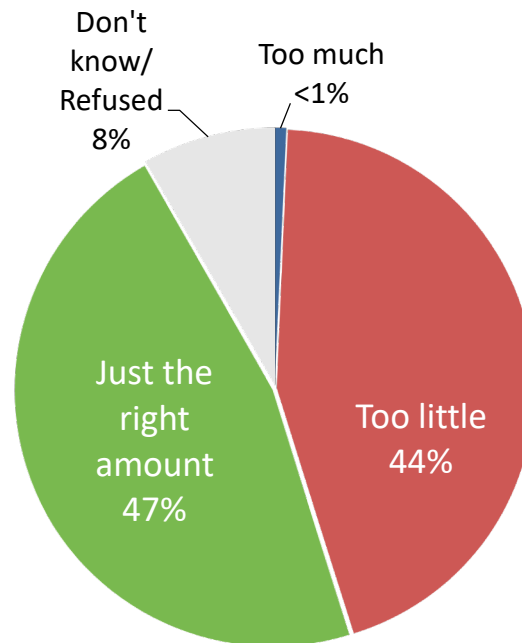


(n=209)



Information from North Cowichan

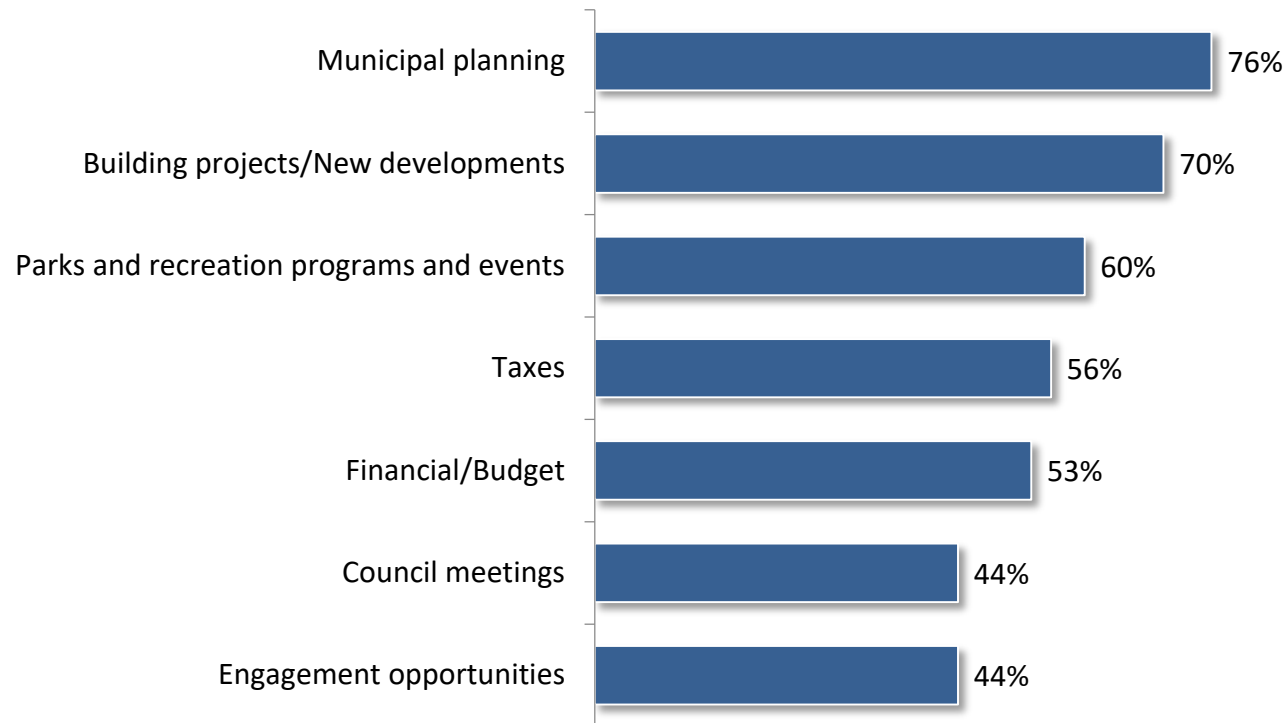
In your opinion, do you currently receive too much, too little, or just the right amount of information from North Cowichan?





Information preferred from North Cowichan

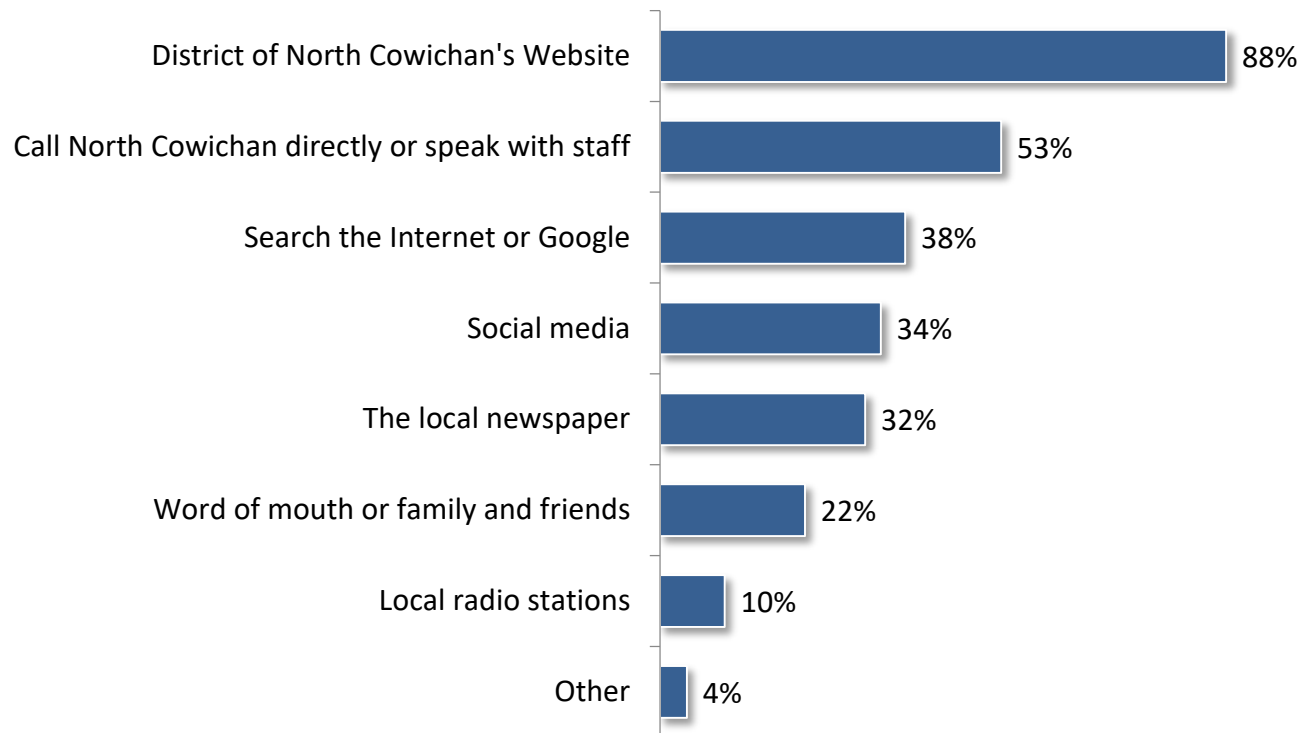
Thinking about your information needs, what kinds of information do you want North Cowichan to provide you with? (Multiple response)





Sources of information on North Cowichan

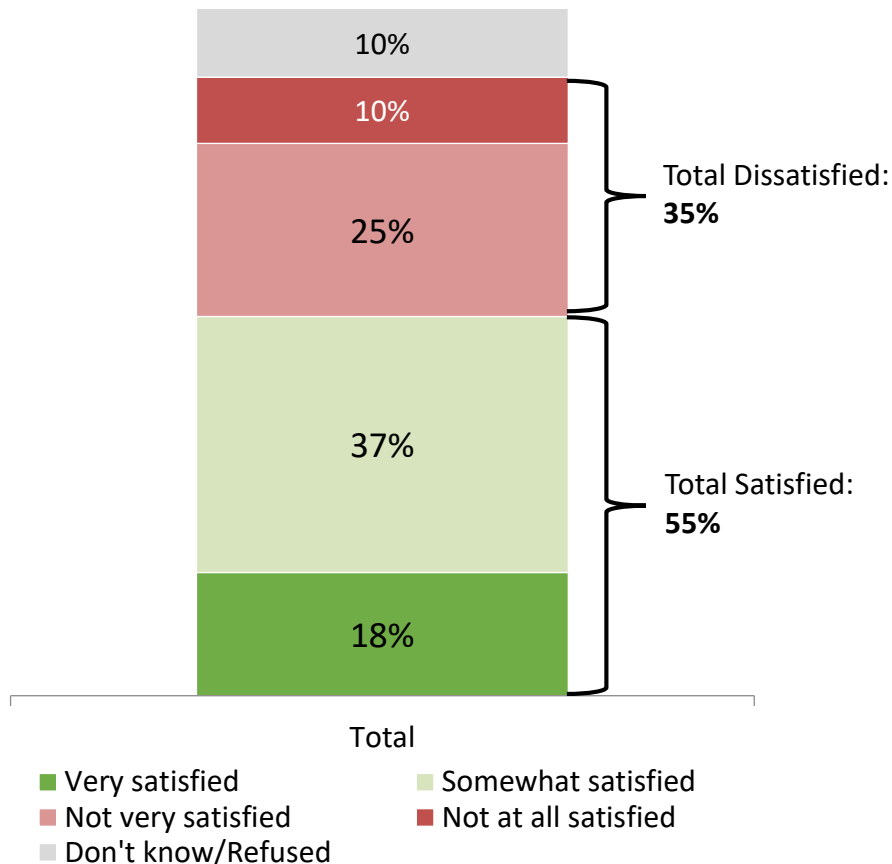
If you were looking for information about North Cowichan, what sources would you use to find this information? (Multiple response)





Satisfaction with opportunities to provide input

How satisfied are you with your opportunities to provide input to the District of North Cowichan on your views and priorities?



Why do you feel this way – Not Satisfied (n=101)

Not listened to for decision making	33%
Not enough information provided	17%
No opportunities for input (council meetings)	13%
Not enough actions and results	9%
No calls returned	5%
Meeting held at inadequate time	4%

Why do you feel this way – Satisfied (n=121)

Variety of ways to provide input	12%
Information is provided	11%
Able to attend meetings	8%
Accessible to staff and council	6%
Listens to you	5%
No complaints	5%

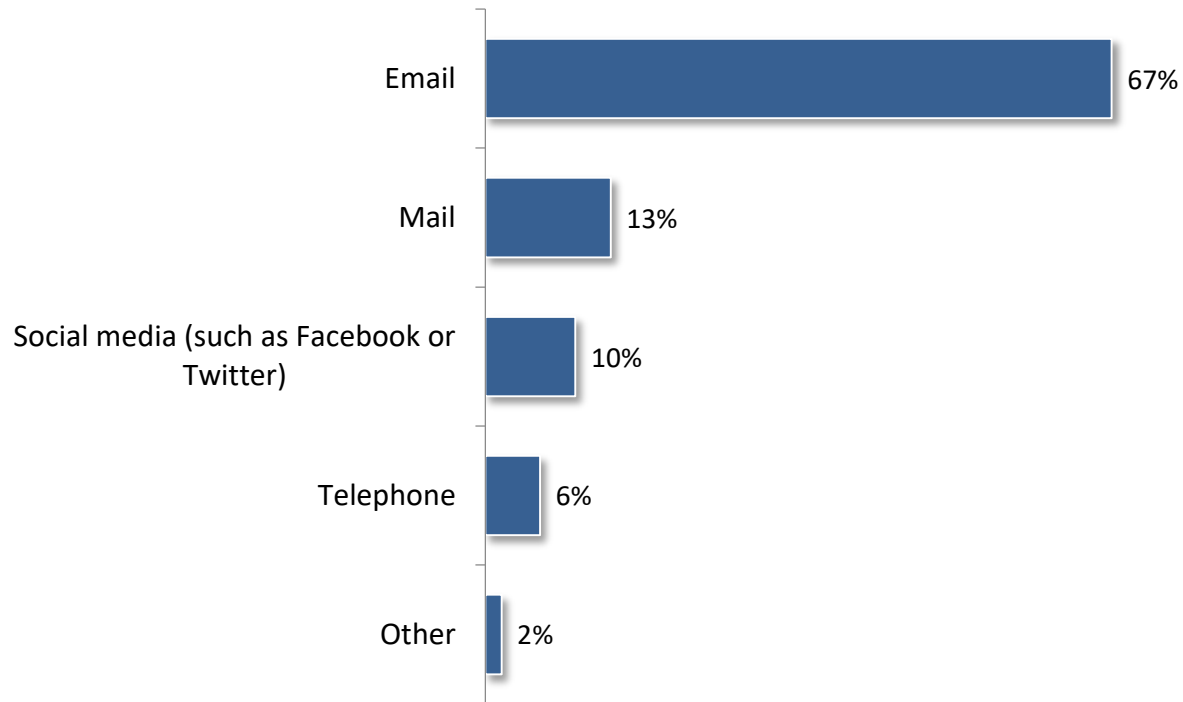
Results:

Planning for the Future



Preferred means of contact from North Cowichan

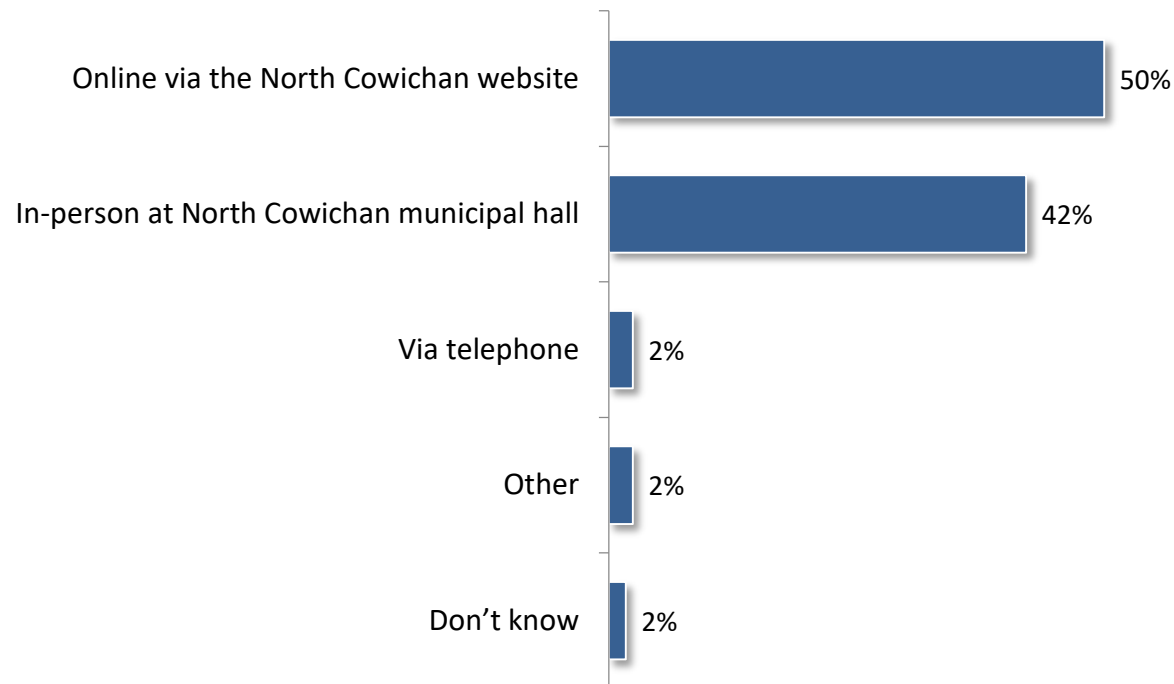
Of the following options, how would you most prefer to be contacted by North Cowichan in the future? (Single response)





Preferred way to do business with North Cowichan

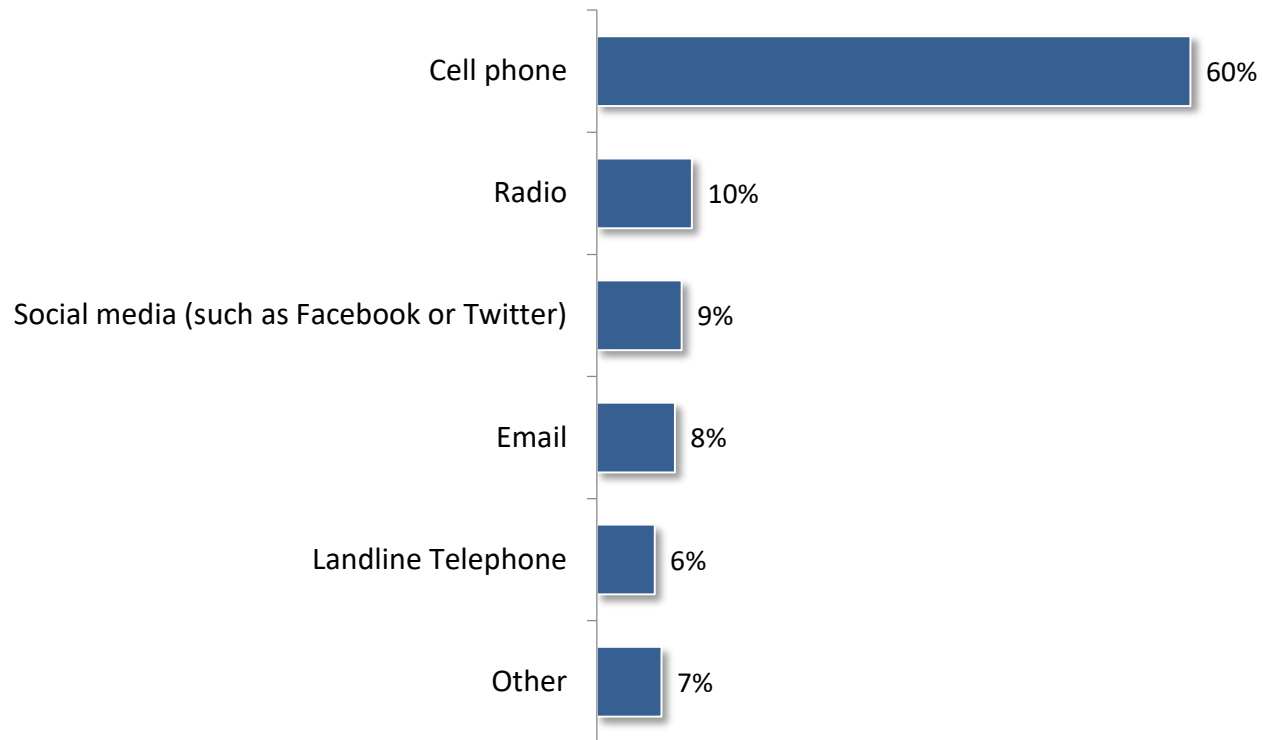
If you have business to conduct with the North Cowichan, for instance, paying a bill, purchasing a dog license, or submitting a permit application, what is your preferred way to do this? (Single response)





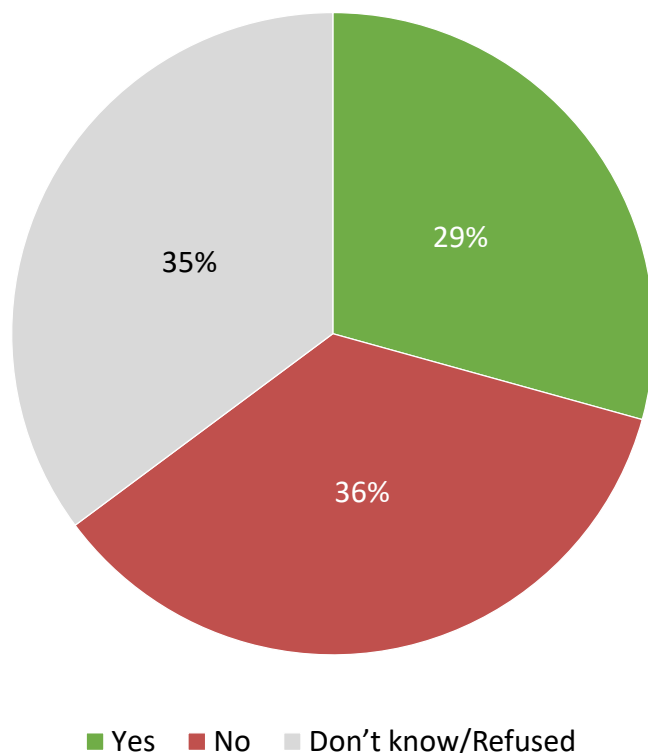
How prefer to receive emergency communication from the District

If there was an emergency situation in North Cowichan, such as an earthquake or other such disaster, how would you most prefer to receive communication from the District about what you need to do? (Single response)



Like changes to North Cowichan?

In general, have you liked the changes to North Cowichan over the last 5-10 years?



What changes to North Cowichan do you specifically not like?

(Among those saying No, n=103)

Community planning, development, and zoning	41%
Listening to public concerns	17%
Homelessness	14%
Taxes	12%
Water management and protection	10%
Government spending	9%
Crime and safety	8%
Transportation infrastructure	7%
Logging and deforestation	7%
Traffic	6%

What changes to North Cowichan do you specifically like?

(Among those saying Yes, n=85)

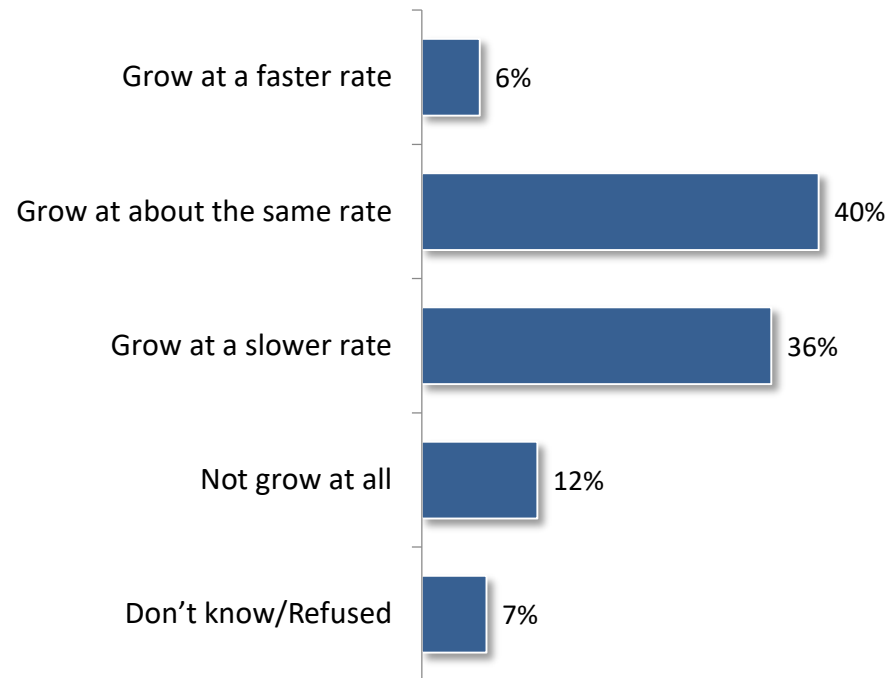
City council (better planning, good communication, provide information, listens)	21%
Community growth and planning	14%
Parks and greenspace	12%
Access to walking, biking, and hiking trails	12%
Recreational activities	9%
Maintenance of transportation infrastructure	6%
Businesses – Shopping, restaurants	6%
Hospital	6%
Eco conscious community	6%

Mentions of more than 5% are displayed



North Cowichan's population growth

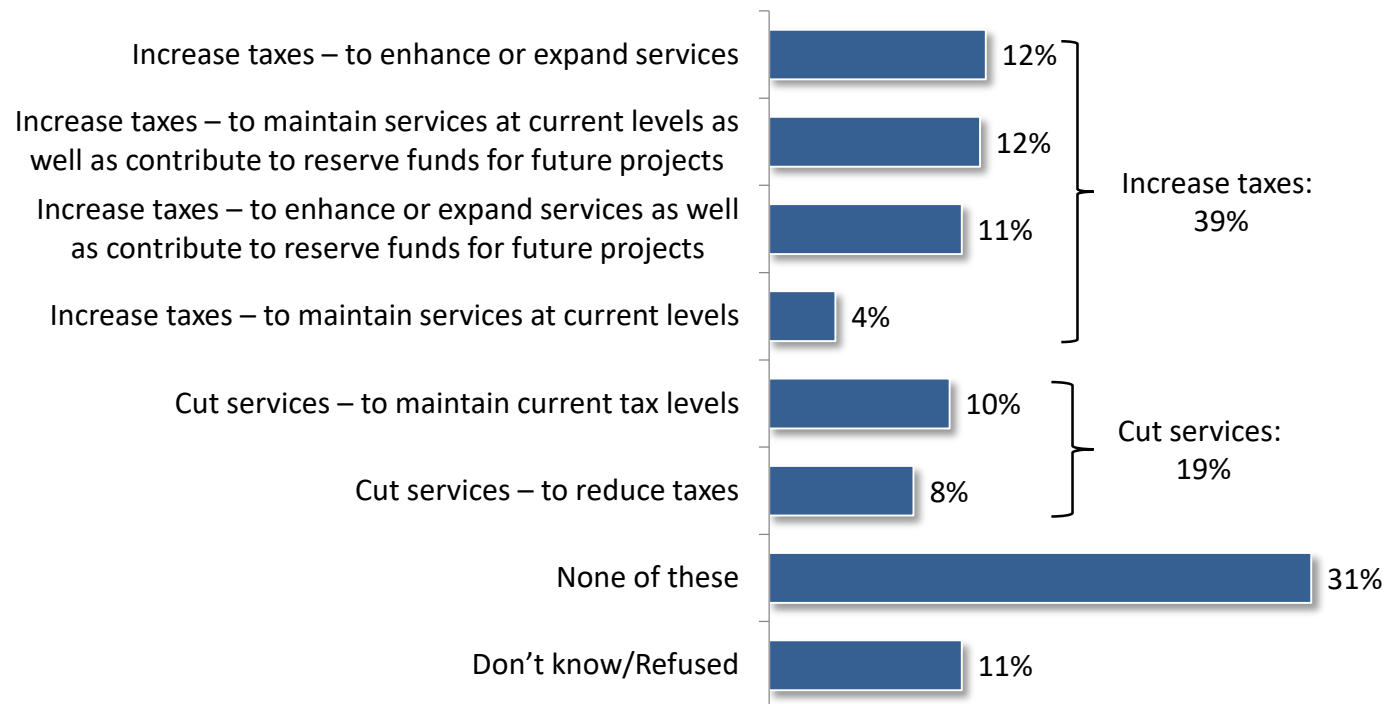
North Cowichan's population has been growing by about 1% per year.
Would you prefer to see North Cowichan...





Approaches to service levels and property taxes

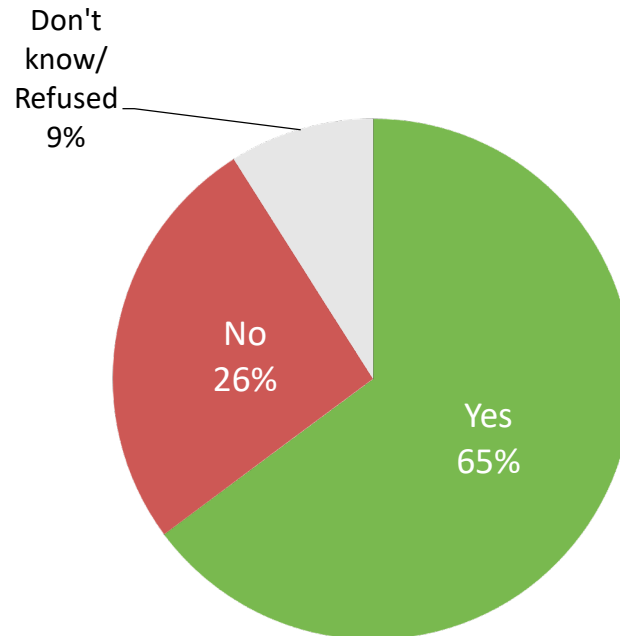
When thinking about current service levels/infrastructure and property taxes, which one of the following approaches would you most like the District to pursue?





Receive information about use of forest lands

North Cowichan is one of the few communities in North America that owns and manages forest lands for the benefit of residents. North Cowichan will soon begin gathering public input about the highest and best use for these forest lands. Would you like to be included on a North Cowichan email list to receive information and provide your input on this topic?





High Level Comparison of Telephone vs Online results

	Telephone (Weighted %)	Online – Open (Unweighted %)
Age		
18-34	19%	8%
35-54	29%	29%
55+	51%	58%
Gender		
Male	48%	31%
Female	52%	61%
Overall quality of life in North Cowichan		
Good/Very good	97%	82%
Satisfaction with overall level and quality of services		
Very/Somewhat satisfied	89%	76%
Value for tax dollars		
Fairly/Very good value	79%	65%
Satisfaction with opportunities to provide input to District		
Very/Somewhat satisfied	74%	55%