

Deloitte. Regional District of Nanaimo Community Survey (Phone) June 2022

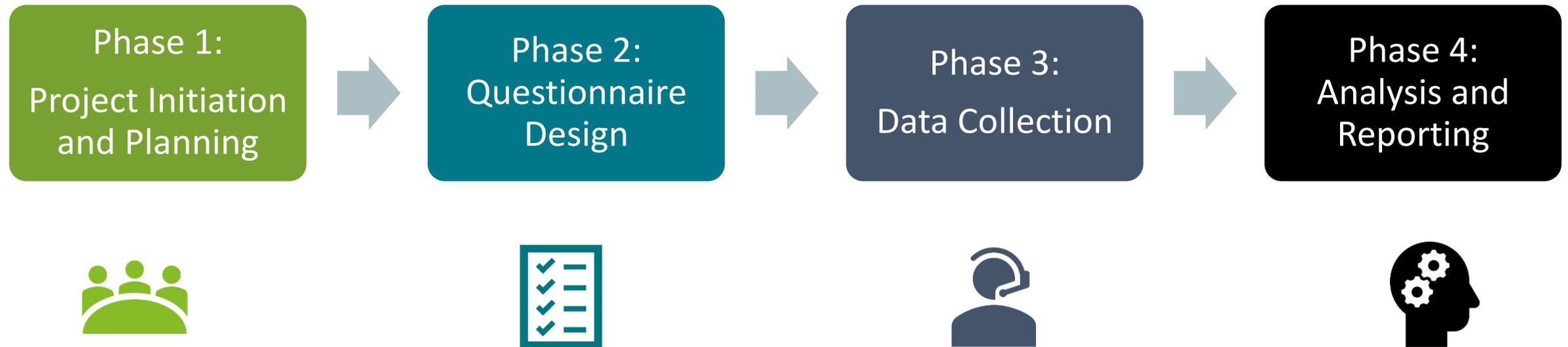


Photo Credit: rdn.bc.ca

The purpose of the 2022 Regional District of Nanaimo (RDN) Community Survey was to:

- Enhance and support corporate strategic planning and budgeting
- Help guide future actions and decisions of the RDN
- Inform service program design and delivery
- Gauge importance of strategic community priorities amongst residents
- Assess communication methods and needs amongst the RDN
- Establish benchmarks for future studies to monitor progress over time

The approach and implementation plan



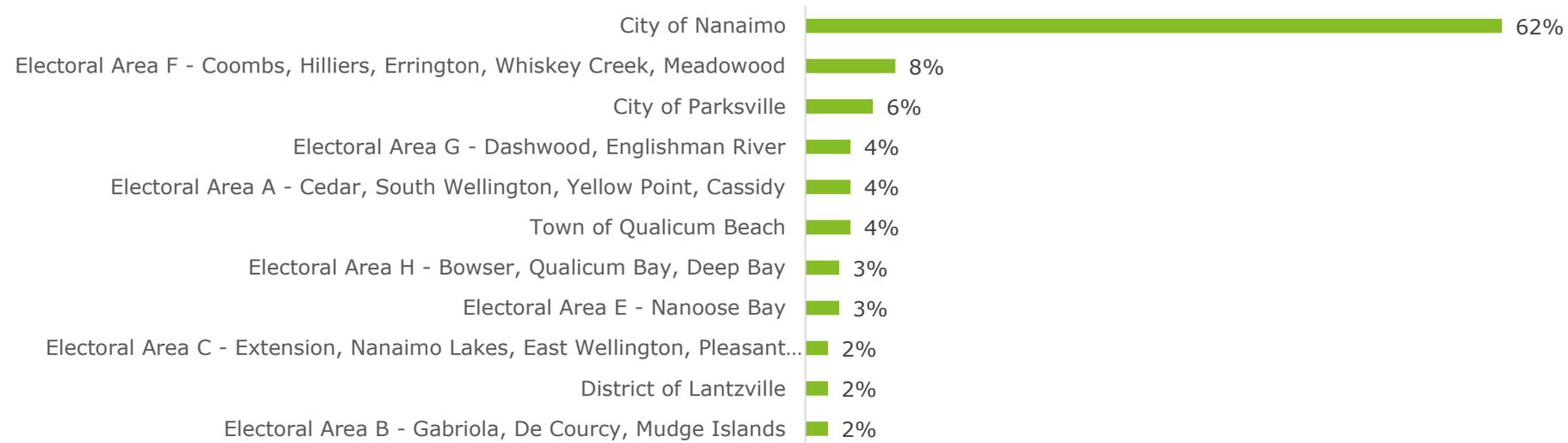
The survey used the following methods

- The survey was conducted using our state-of-the-art Voxco Computer Aided Telephone Interviewing system (CATI).
- Respondents were randomly-selected from the RDN's population using a mix of landlines and cell phone numbers.
- Numbers were dialed from April 25 to May 31, 2022
 - 3:30 p.m. to 8:30 p.m. on weekdays**
 - 10 a.m. to 3 p.m. on Saturdays**
- A total of 562 interviews were completed leading to a maximum margin of error of +/- 4.1% with a 95% confidence interval.
- Results were weighted to the proportions of the population by age and gender (Census 2021 Statistics Canada).
- Throughout the report, some percentages may not add to 100% due to rounding.



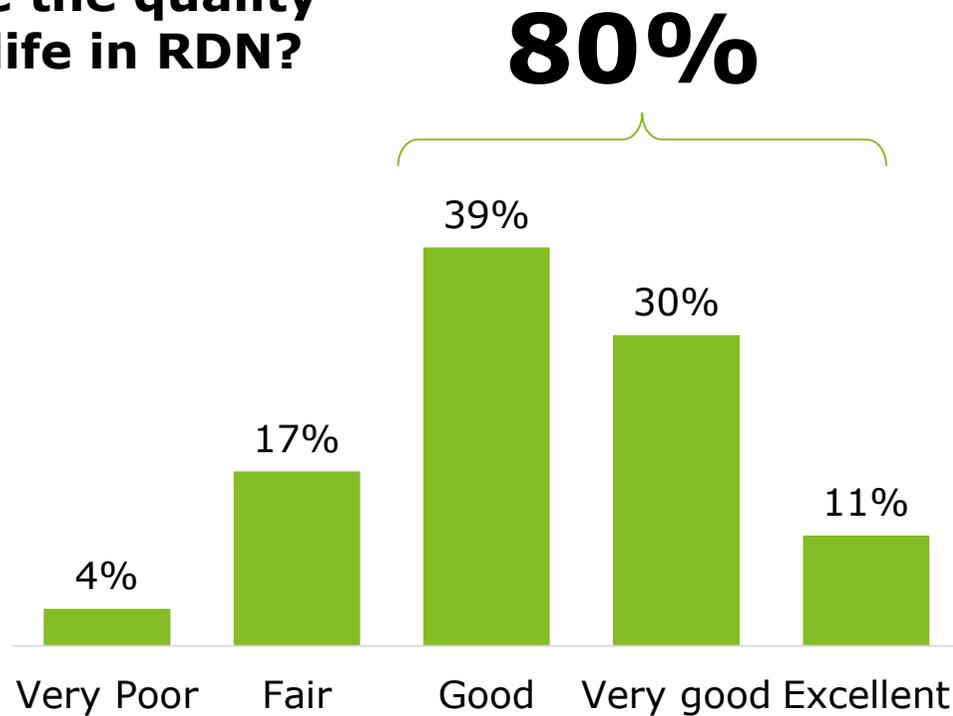
The 562 phone survey respondents are shown below by areas

Percentage of responses distributed by Municipality or Electoral Area

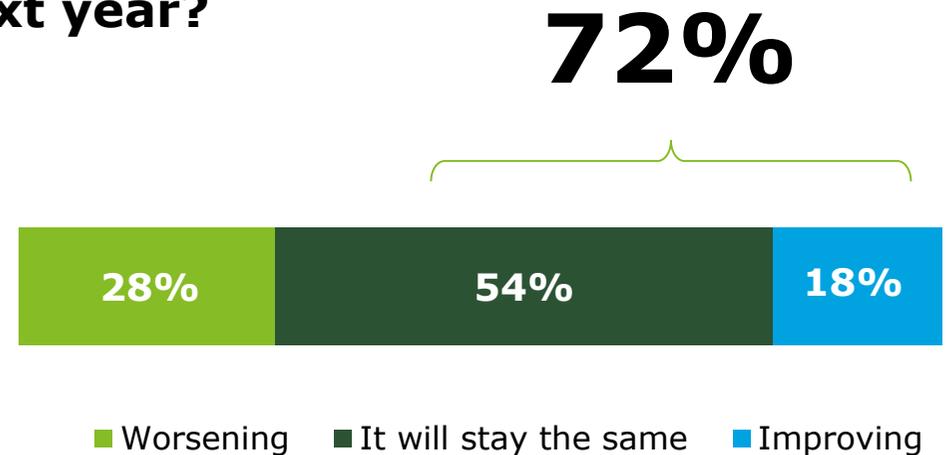


*The above chart is weighted by exact proportions of the population by municipality and/or electoral area utilizing information provided in the 2021 Census through Statistics Canada.

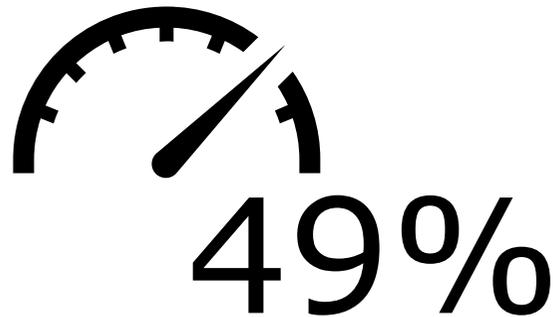
How would you rate the quality of life in RDN?



What is your expectation for how the quality of life in the RDN will change over the next year?



**Note: Percentages may not add to 100 due to rounding.*



Familiarity rate with the level of services provided by the RDN.

Overall, how familiar are you with the differences between the services provided by the RDN compared to that of the local municipalities within the region?

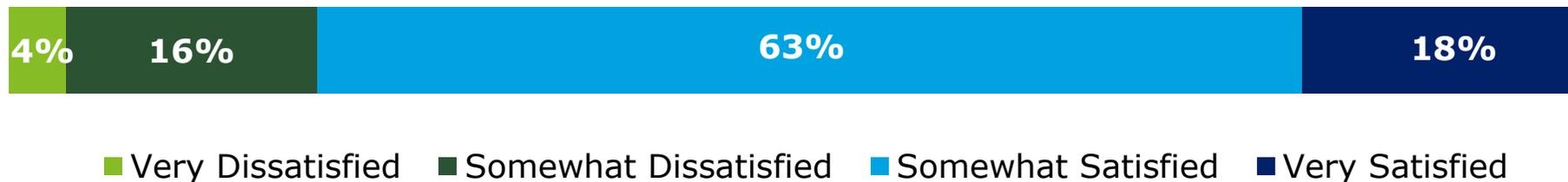


**Note: Percentages may not add to 100 due to rounding.*

KPI: 81%

Satisfaction rate with the level of services provided to you by the RDN.

How satisfied are you with the services provided to you by the RDN in your area?



**Note: Percentages may not add to 100 due to rounding.*

The following themes were expressed by respondents as unprompted responses. Please note that the below list includes top themes mentioned (unprioritized).

Reason for satisfaction with the services provided to you by the RDN in your area

- Parks and green spaces
- Bus schedules and routes
- Garbage collection/recycling
- Level of quality of recreation activities
- Fire departments*
- Schools*

Reason for dissatisfaction with the services provided to you by the RDN in your area

- Road maintenance*
- Overcrowded programs in recreation centre
- High taxes and spending
- Public transportation
- Lack of focus on environmental issues
- Land development, seek balance between new buildings and parks
- Street lighting
- Garbage/recycling collection
- Lack of snow removal*, particularly during winter weather events
- Emergency response planning

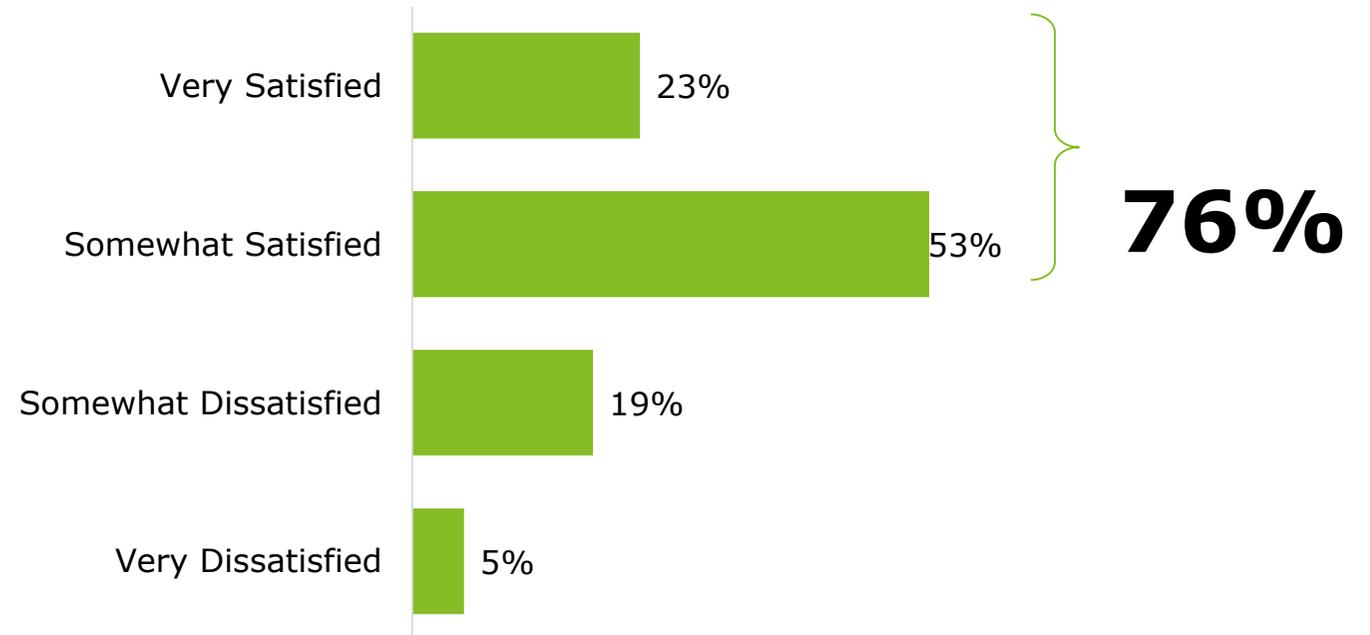
**Note: Services with an Asterix are either not provided by the Regional District of Nanaimo and/or not provided entirely within the region.*

Strategic Priorities

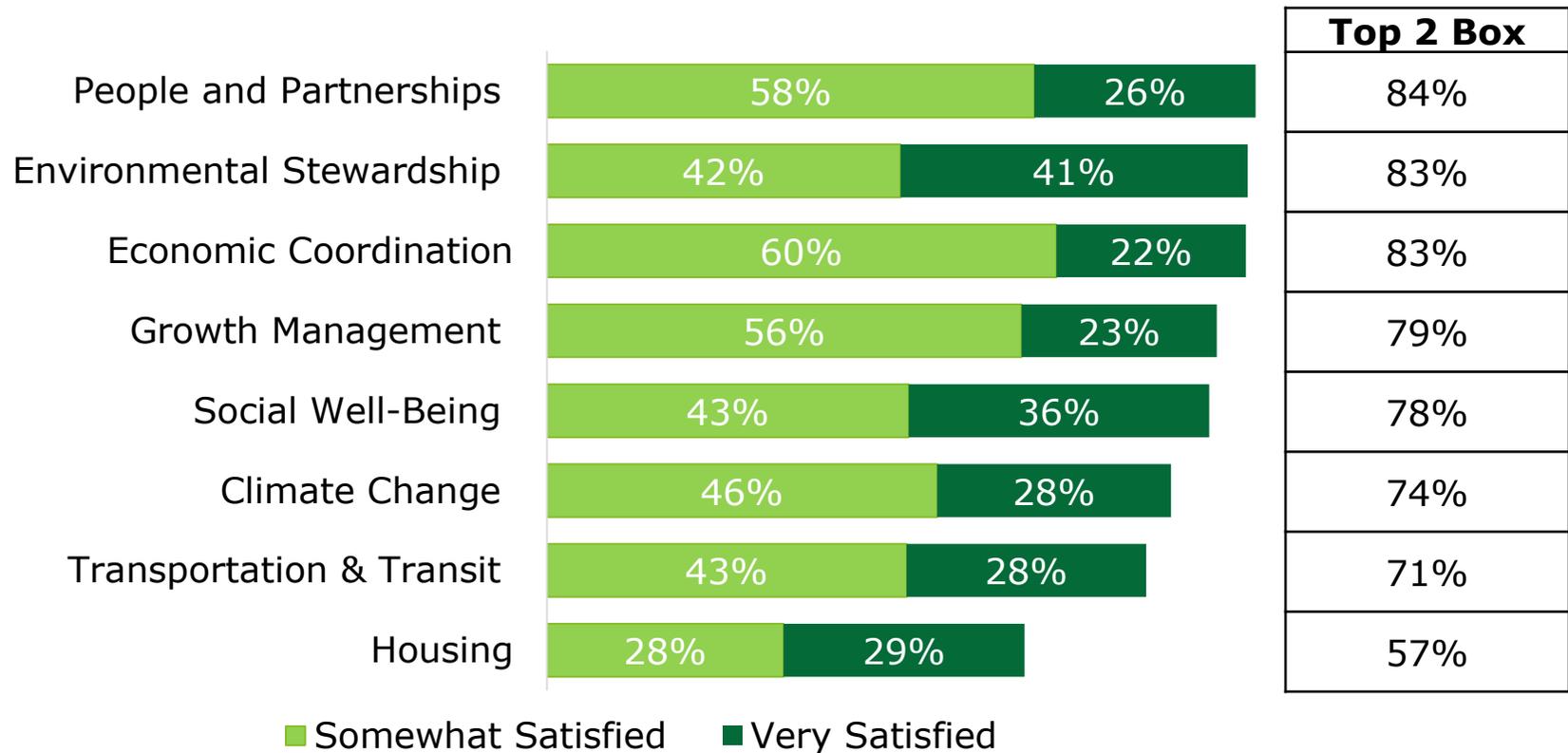
The RDN’s Strategic Plan embraces the following vision: *The Regional District of Nanaimo honours and protects its natural assets, respects its diverse communities, and promotes and enhances the well-being of all its residents;* And outlines eight strategic priorities for the current term of office

- Climate Change
- Environmental Stewardship
- Housing
- Growth Management
- Transportation and Transit
- Economic Coordination
- People and Partnership
- Social Well-Being

KPI: How satisfied are you with the RDN’s overall vision statement?



Satisfaction with Strategic Priorities



The Top 2 box expresses the overall level of satisfaction by total number of respondents who selected a positive answer.

**Note: Percentages may not add to Top 2 due to rounding.*

Regional District priorities were divided into four categories based on their relative priority rank.



When reviewing the derived importance based on satisfaction levels, Housing, Climate Change, and Transportation/Transit were noted as the top strategic priorities of focus from community members’ perspectives.

Priority Rank	Goal	Importance	Performance
1	Housing - The RDN will promote affordable housing for residents	6.8	57%
2	Climate Change – The RDN will be leaders in climate change adaptation and mitigation and become net zero by 2032	9.4	74%
3	Transportation & Transit - The RDN will provide opportunities for residents to move effectively through and around the region	6.4	71%
4	Growth Management - The RDN will provide effective regional land use planning and responsible asset management for both physical infrastructure and natural assets	6.8	79%
5	Social Well-Being - The RDN will make the region a safe and vibrant place for all, with a focus on children and families in planning and programs	6.4	78%
6	Environmental Stewardship - The RDN will protect and enhance the natural environment including land, water, and air for future generations	7.2	83%
7	Economic Coordination - The RDN will set the table to enable diverse economic opportunities across the region	7.0	83%
8	People and Partnerships - The RDN will improve the governance and awareness of RDN activities for citizens throughout the region	5.8	84%

How satisfied are you with each of the following strategic priority areas for the RDN. Please tell me whether you are Very Dissatisfied, Somewhat Dissatisfied, Somewhat Satisfied, or Very Satisfied.

What actions that the RDN could take to improve the quality of life in the Regional District?

Actions

Effectively provide housing solutions*

Higher focus on solving homelessness and addiction problems*

Improve transit and public transportation

Crime prevention and public safety*

Higher investment in recreation and parks

More citizen engagement for decision making and better planning

Grow tourism*

Focus on economic growth

Expand the police department*

Access to more doctors and care personnel*

Balance population growth and economic development

Note: the following responses were unsolicited, and some are not a service provided by RDN.

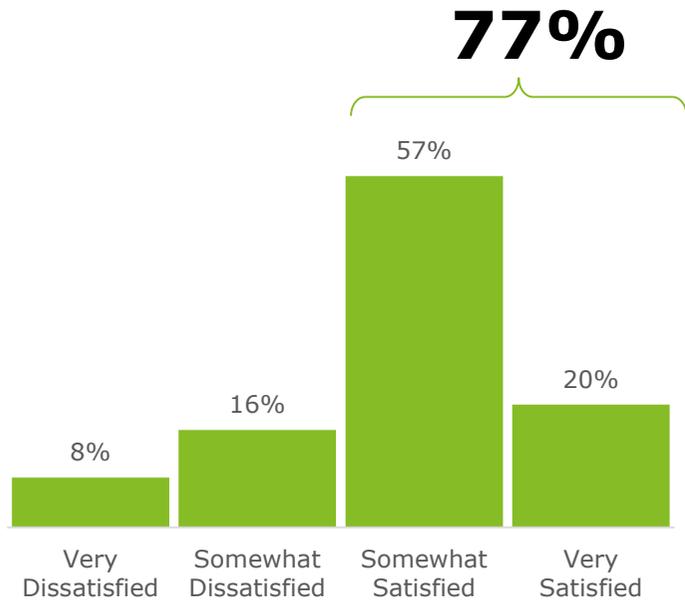
These themes were the most frequently heard from open-ended responses but not in priority order.

Other priorities that are missing from the RDN's overall vision

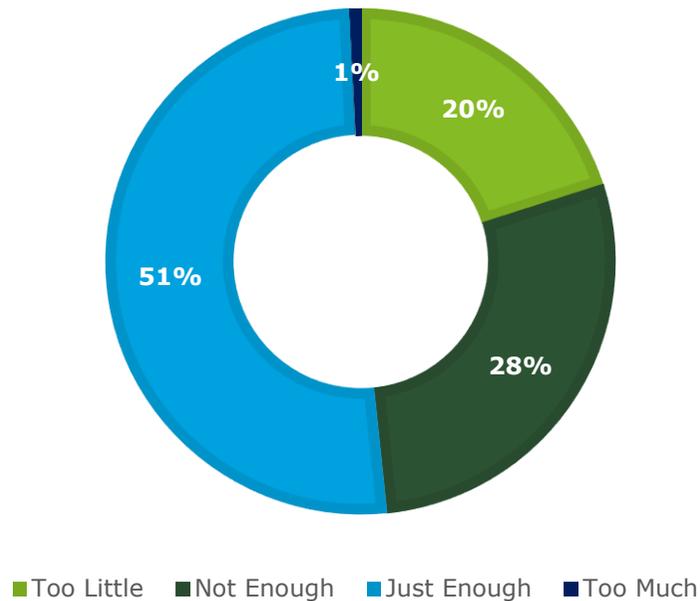
- Well-planned growth, including affordable housing
- Road improvements*
- Emphasis on medical and mental health support*
- More attention on environmental issues
- Public safety*
- Work with Indigenous communities

Note: the following responses were unsolicited, and some are not a service provided by RDN.

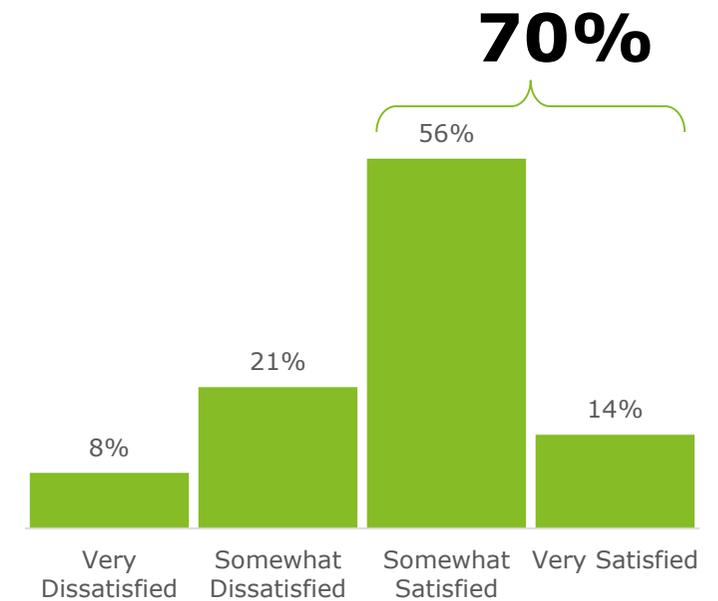
Satisfaction with quality of information and communication by the RDN



Amount of information received from the RDN



Satisfaction with the ability to provide feedback to the RDN through public engagement



**Note: Percentages may not add to 100 due to rounding.*

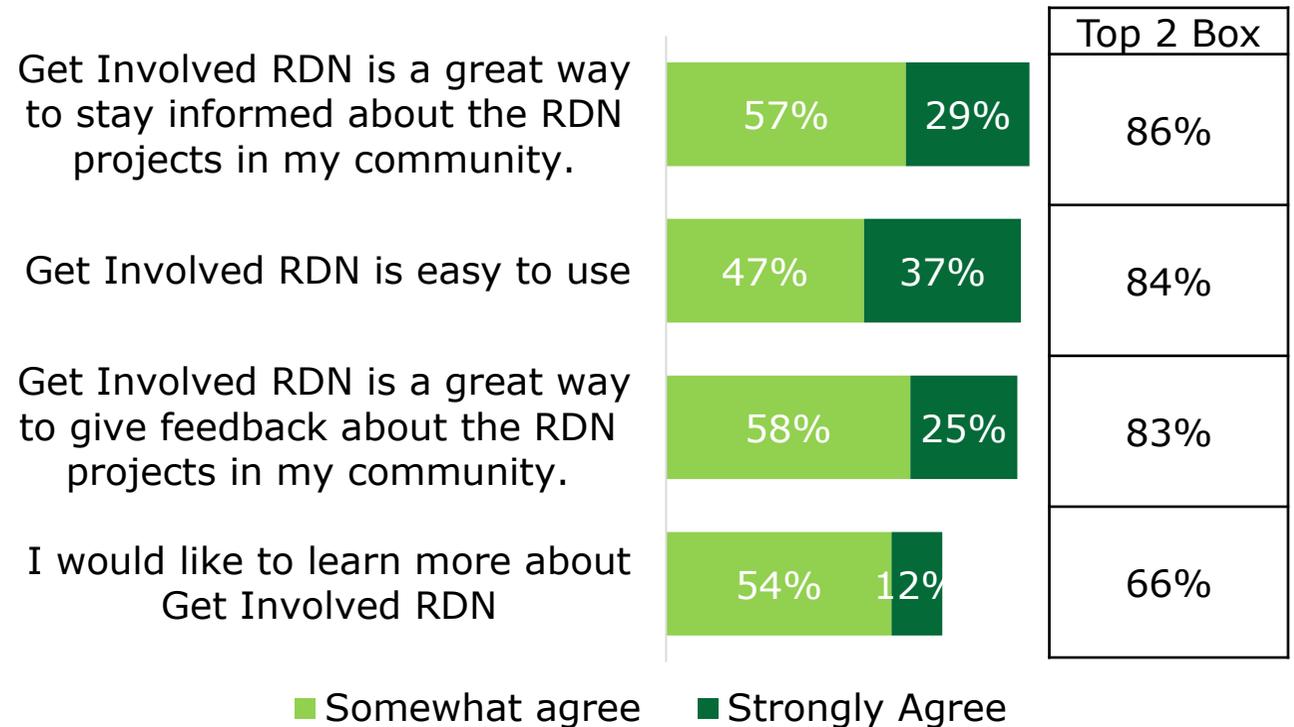
n=562

**Are you familiar with
Get Involved RDN?**

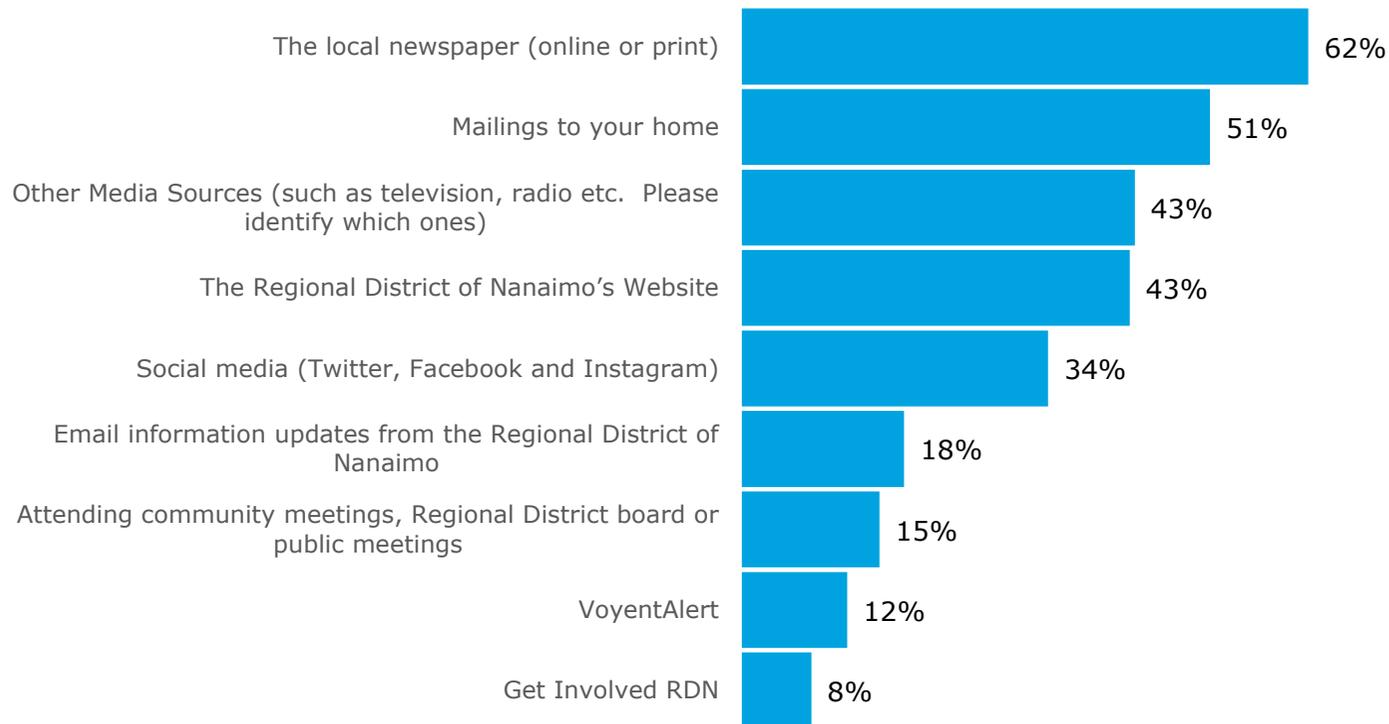
Yes 13.1%

No 86.9%

Please indicate how much you agree or disagree with the following statement:



Sources currently used to find out about Regional District programs, services and initiatives:



Other Media sources mentioned:

- TV Stations/News Channels
 - CBC
 - Shaw TV
 - Chek News
- Local radio stations
 - 102.3 The Wave
 - 91.7 The Post
 - 99.9 Oceanside
- Magazines
 - Lighthouse Country Living Magazine

*Respondents were able to select multiple selections and therefore percentages add up to more than 100%.

Thank You!

Contact Details

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