

Results of OCP Telephone Survey

The results of a recent resident telephone survey on the Official Community Plan were presented to the City of Parksville Council at the August 20 Council meeting, and are now available to the public on the City's website.

Approved by Council on June 18, the telephone survey was conducted by the professional market research firm, Ipsos Reid, in July. The random and representative survey of 300 Parksville residents was designed to obtain opinions from a broad spectrum of the community, and further enhance the City's understanding of citizens' needs. Residents who were contacted were asked a series of questions about OCP land use and community planning.

The results of the survey indicate that economic development and environmental concerns are the two leading land use issues. The vast majority of those surveyed believe it is important for the City to be a leader in environmental issues, including watershed protection. The opinions on economic development indicate that population growth is generally on track with citizens' expectations, and that residents support growth and development more strongly in certain areas, including the Wembley Mall area, the industrial park and the downtown core, with the notable exception of the downtown waterfront.

The complete report from Ipsos Reid is available on the City's website at www.parksville.ca/ocp.

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