

## 2010 Resident Survey Results Now Available

PARKSVILLE, BC: At the July 19 meeting, the City of Parksville approved the release of the 2010 resident survey results including all comments/suggestions. Results are now available for viewing on the City's website at <http://parksville.ca/cms.asp?wplD=339>. As well, a copy has been provided to the library and residents may visit the City's administration department to peruse a copy.

A total of 1,919 Parksville residents provided a tremendous amount of information to the City, now contained in the 850 page report. The City is fortunate that residents gave of their time to complete the surveys, providing valuable and insightful comments and suggestions.

The survey provided some interesting results:

- 40.8% see Parksville as a small town/city and 59.5% lived in a much larger city before moving to Parksville. 41% of residents were attracted to Parksville because of its natural setting.
- 75% feel that the rate of growth is about right.
- 49% believe the Official Community Plan is important because it preserves what we like about our community.
- 84% support the enhancement of our tourism industry as a means to stimulate the local economy.
- 42% of our residents visit the Parksville Community Park once a week or more.
- Three most important issues for Council should be water conservation and quality, protection of resources, and protection of natural areas.
- Residents are most satisfied with parks and green space maintenance, quality of drinking water and fire services and are least satisfied with downtown revitalization and land use, planning and zoning.
- Trees, shrubs, flowers, benches and sitting areas and an upgrade in the appearance of buildings are important to improving the character and enjoyment of downtown.
- 67% rate the overall quality of life in Parksville as excellent or very good with 28% rating it as good and 33% rate the overall value of services received from the City as excellent or very good while 50% rate the value received as good.
- Residents are most likely to obtain City information from newspapers, by phoning the City directly and from the website. Residents are most interested in the City's plans/priorities and current projects/initiatives and 43% do not attend meetings because they don't think it will make a difference.

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- Sustainability and climate change is important and residents actively participate in recycling and other ways to conserve.
- 55% shop in a combination of small, big box and medium sized stores.

Said Mayor Ed Mayne, "We sincerely appreciate the time and effort that residents put into completing the surveys. The comments and suggestions provided by residents are valuable information and will be considered by Council in the future. We are pleased to see that residents are generally satisfied with the level and overall services provided by the City."

The Council of the City of Parksville invited all Parksville residents to participate in this survey, delivered in May to households in Parksville by Canada Post. The results and comments provided will help to guide Council in future decision making and will be used for budget considerations, strategic planning and to assist in evaluating the services provided to residents.

**For more information:**

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