

Summary of Results 2010 Resident Survey

GENERAL/BACKGROUND QUESTIONS

Question #1

The City of Parksville is interested in hearing from a broad cross section of the public, including representation from all age groups. Please identify your age category (person completing the survey).

18-24	.09%
25-34	3.2%
35-44	6.9%
45-54	12.4%
55-64	25.1%
65 or better	51.5%

Question #2

How many years have you lived in Parksville?

0 to 1 year	7.2%
2 to 5 years	24.2%
6 to 10 years	23.8%
11 to 20 years	25.0%
20 plus years	19.8%

Question #3

How many people live in your household?

1	454
2	1111
3	145
4	116
5	36
Greater than 6	11

How many are under the age of 18?

Of those that responded to this question, 241 homes have children under the age of 18

Question #4

Which of the following best describes the type of housing that you live in?

Single family	68.0%
Townhouse	9.9%
Apartment or condo	12.4
Duplex	1.8%
Secondary suite (suite in house)	0.9%
Mobile/modular home	3.4%
Retirement home	2.0%
Carriage home	0.1%
Other	1.5%

COMMUNITY PLANNING

Question #5

Which of the following best describes your perception of Parksville?

Small town/city	40.8%
Medium size town/city	11.8%
Growing city	11.2%
Bedroom community	1.3%
Resort community	6.4%
Retirement community	13.4%
Other	15.1%

Question #6

Where did you live before moving to Parksville?

Similar sized city	15.1%
Much larger city	59.5%
Smaller town or rural area	20.2%
Other	5.2%

Question #7

In which neighbourhood do you live?

Temple/North Pym	28.6%
Ermineskin	6.9%
Hirst Avenue area	14.8%
Downtown	10.0%
Maple Glen	8.3%
Pioneer Crescent	4.0%
Craig Bay	6.9%
Other	20.7%

Question #8

What makes a good neighbourhood?

Different types of housing (single family, apartments, etc)	15.1%
Similar type of housing	30.1%
Neighbourhood with commercial stores and services	8.5%
Lots of walking paths	13.7%
Other	32.6%

Question #9

What attracted you to Parksville?

Natural setting	41.3%
Real estate value	16.0%
Size of the community	33.3%
Low crime rate	8.5%
Relatives or friends	21.9%
Work	13.0%
Lifestyle	36.5%
Other	11.4%

Question #10

Ideally, do you want Parksville to:

Stay the same as it is now?	21.4%
Grow and evolve gradually?	50.4%
Have actions taken to make some immediate changes	28.2%

Question #11

Since the 2001 census, the average annual rate of population growth has been 1.8% and since the 2006 census, it has been 1.3% per year. Do you feel the rate of growth has been:

Too low	6.1%
About right	75.4%
Too high	18.5%

Question #12

Is there anything about Parksville that needs to change?

All comments have been provided as part of the survey detail.

Question #13

If the natural setting, including the waterfront and beach are important to your lifestyle, what could be done to enhance your experience?

Don't make any changes	43.9%
Add facilities	21.9%
Other	34.2

Question #14

Attendance at City meetings, including those for planning matters such as public hearings is typically low. If you do not attend is it because:

Meeting times don't work for you	13.6%
You don't think you could contribute	9.0%
You are generally satisfied with things	12.9%
You don't know what to expect at these meetings	6.8%
You don't think it would make a difference	42.9%
You're too busy	10.1%
Other	29.7%

Question #15

How do you believe the Official Community Plan can or will affect you?

By permitting a land use change	18.4%
By restricting a land use change	23.3%
By changing the character of the community	24.0%
By preserving what you like about the community	49.0%
Don't know	22.7%
Other	15.7%

Question #16

As a means to stimulate the local economy, do you support the enhancement of our tourism industry?

Yes	84.7%
No	15.3%

Question #17

Do you believe that having farm land within the City is

Important	50.8%
Not important	49.2%

Question #18

Based on developments you have witnessed in recent years, please indicate how satisfied you are with the way Parksville is managing the form and character of new development in the follow areas:

	VERY SATISFIED	SATISFIED	DISATISFIED	NO OPINION
Residential subdivision	116	1119	352	137
Downtown commercial building	45	722	705	187
Waterfront	124	451	1186	45
Hwy 19A buildings	40	571	800	255

Question #19

Is acknowledging the City's history and heritage important?

Important	47.2%
Somewhat important	40.5%
Not important	8.8%
Irrelevant	3.4%

Question #20

Do you feel that the current focus on sustainability and climate change is:

Important	67.2%
Over-rated	26.5%
Not my priority	6.3%

Question #21

Do you personally take any steps related to the following:

Recycling	96.0%
Reduction of use of automobile	50.7%
Shopping locally	80.3%
Growing or buying locally grown food	62.1%
Water conservation	79.3%
Reduction of use of any other resource	69.2%
Other	12.2%

Question #22

How often do you use public transit?

Daily	0.7%
Weekly	2.7%
Monthly	4.7%
Almost never	29.3%
Never	62.6%

Question #23

How likely would you be to use public transit in Parksville if regularly scheduled service was provided?

Definitely use	12.8%
Probably use	23.0%
Might or might not use	23.2%
Probably not use	35.2%
Definitely not use	5.8%

RETAIL/COMMERCIAL**Question #24**

Keeping in mind that tax dollars only go so far, IF funding was available, which of the items listed below do you feel would most improve the character and enjoyment of Parksville Downtown.

Fountains	8.9%
Trees, shrubs, flowers	50.6%
Benches and sitting areas	46.2%
Street entertainment, musicians, etc	9.7%
Decorative and unique sidewalk paving	7.4%
Upgrade appearance of buildings	46.7%
Decorative street lighting	8.4%
Public art	11.2%
Additional parking places	25.7%
Underground hydro wires	31.7%
Mini parks/squares	33.8%
Public washrooms	41.3%
Canopies/awnings for weather protection	7.6%
Wider sidewalks	7.4%
RV parking	3.2%
Bus shelters	12.0%
More and safer pedestrian crossings	27.4%
Improvements to transit	17.4%
More stores	24.0%
Other	14.5%

Question #25

Do you view the Island Highway (19A) as a barrier in connecting the Community Park to the downtown?

Yes	16.6%
No	83.4%

Question #26

How often do you visit the Community Park?

Almost daily	11.7%
Once or twice a week	30.8%
Once or twice a month	33.2%
Couple times a year	19.9%
Rarely or never	4.4%

Question #27

What percentage of your shopping dollars do you estimate that you spend outside of Parksville?

None	2.1%
Less than 25%	35.3%
25 to 50%	36.2%
50 to 75%	25.2%
All	1.2%

Question #28

If you shop outside Parksville, what best describes how you view this?

You don't mind because it's an outing	39.5%
It's a necessary inconvenience	30.9%
It's extremely inconvenient	3.8%
I can't get what I want here	55.9%
You prefer this situation over living in a bigger city	44.9%
You would like this situation to change in a major way	9.8%
You would like this situation to change in a minor way	12.6%

Question #29

Given a choice, do you prefer to shop in:

Smaller stores	18.2%
Big box stores	8.3%
Medium sized stores	18.4%
Any combination of these	55.1%

RESIDENT SATISFACTION**Question #30**

How satisfied are you with the following services:

	VERY SATISFIED	SATISFIED	DISATISFIED	NO OPINION
Bylaw enforcement services	141	894	275	425
Snow removal	271	1114	265	140
Parks/green space maintenance	510	1182	83	29
Economic development	46	723	455	397
Fire services	423	1178	59	135
Land use, planning, zoning and building permits	34	466	856	347
Quality of drinking water	445	1098	261	31
Downtown revitalization	49	747	743	184
Landscaping of public places	331	1287	129	43
Parking/traffic management	98	1069	470	97
Road maintenance and repair	86	1184	452	46
Availability of parks	340	1193	222	28
Police services	358	1214	136	97
Walking/bike trails	172	990	435	182

Question #31

Please rate the overall value of services you receive from the City of Parksville:

Excellent	4.6%
Very good	28.5%
Good	49.7%
Fair	14.6%
Poor	2.5%

Question #32

Would you be prepared to support a tax increase for the following:

More recreation facilities	25.4%
Improved public transit	20.9%
More sidewalks	25.1%
Downtown enhancement	29.5%
Increased policy	21.6%
Affordable accommodation	31.4%
Special needs housing	22.5%
Other	25.6%

Question #33

What are the three most important issues you would like Council address in the future.

Maintenance of streets and roads	24.0%
Recreation facility/youth facilities	16.7%
Local economy/job creation	19.9%
Tourist development	11.1%
Traffic control	6.9%
Water conservation and quality	30.3%
Affordable accommodation	17.1%
Crime safety/policing	19.1%
Quality and quantity of services	6.6%
Protection of resources (water, ocean)	33.0%
Continued revitalization of downtown	19.4%
City planning/zoning/infrastructure	14.6%
Waterfront development	16.8%
Protection of natural areas	34.6%
Public transit	9.1%
Nothing/don't know	1.0%
Other	6.6%

Question #34

How would you rate the overall quality of life that you experience in the City of Parksville?

Excellent	16.0%
Very good	51.0%
Good	28.1%
Fair	4.5%
Poor	0.4%

COMMUNICATIONS

Question #35

Have you contacted or provided input to the City within the past year through any of these means?

Email	19.5%
Public hearings/open houses	29.8%
Council meeting	14.8%
Letter	9.6%
Committees	4.3%
Telephone	35.7%
In person	47.2%
Other	4.3%

Question #36

Thinking about the last time you contacted the City, please rate your level of satisfaction:

	VERY GOOD	GOOD	FAIR	NOT VERY GOOD	POOR
How satisfied were you with the speed and timeliness of the service?	284	472	192	132	81
How satisfied were you with the overall quality of service you received?	276	450	196	118	103

	VERY GOOD	GOOD	FAIR	NOT VERY GOOD	POOR
2010 - speed and timeliness of the service	25%	41%	17%	11%	7%
2010 - overall quality of service	24%	39%	17%	10%	9%

Question #37

Do you have comments or suggestions about what the City of Parksville could do to improve its services to residents? All comments have been provided as part of the survey detail.

Question #38

Approximately how many times have you been to the City's website in the last year?

None	18%
Up to 20 times	75%
20 to 50	3%
50 plus	4%

Question #39

Is there anything else you would like to see on the City's website? All comments have been provided as part of the survey detail.

Question #40

How likely (or not) would you be to use the following ways to obtain information about the City?

	NOT AT ALL	SOMEWHAT LIKELY	VERY LIKELY
Telephone the City directly	186	585	628
Subscribe to an e-newsletter	610	282	198
Email a request to the City	407	447	290
Read local newspapers	61	347	1199
TV, web news	325	440	407
Published advertisements/notices	144	561	568
Attend a Council meeting	553	494	139
Visit City Hall	273	657	331
Visit the City's website	294	468	490

Question #41

Thinking about your community information needs, what information would you like the City to provide you with?

Taxes/how money is spent	60.7%
City's plans/priorities for Parksville	80.8%
Development information	62.9%
Current projects/initiatives	55.0%
Information on programs/services	44.4%
Infrastructure improvements/projects	50.2%
Environmental issues	45.6%
Other	7.0%

Question #42

What would be the best method for the City to communicate this information to you?

Local newspapers	73.2%
Flyers	12.4%
Local radio station	14.3%
City News page	21.2%
Newsletter	25.7%
Email	15.4%
City's website	29.1%
Web coverage of Council meetings	10.6%
Mail	17.1%
Other	2.6%

Question #43

What are your preferred methods of community consultation?

Mail	47.6%
Online	26.9%
Open houses	28.6%
Council committees	4.7%
Workshops	6.9%
Public hearings	34.2%
Town hall meetings	29.9%
Other	1.3%

CONCLUSION

Question #44

Please share any final comments or suggestions you may have.

All concluding comments/suggestions have been provided as part of the survey detail.

For more information, please contact:

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