



Ipsos Reid

EASTSIDE COMMUNITY
DIALOGUE
wastewater treatment + resource recovery

Eastside Select Committee Draft Report on Sewage Treatment Survey

OPEN INVITATION SURVEY RESULTS

June 8, 2015



This report presents the findings of an online survey with Victoria, Saanich and Oak Bay residents.

The research was conducted via an open-survey link available to all residents.

The Eastside Select Committee was responsible for promoting the survey to the community.

A total of 552 residents completed the survey.

The survey was fielded from May 14 to June 1, 2015.

Representativeness of Results

The main objective was to give every resident in Victoria, Saanich and Oak Bay an opportunity to provide input. The focus on inclusiveness means that all residents self-selected whether to take part or not.

Because of the self-selected nature of this survey, a credibility interval is not applied to the results. Furthermore, no statistical weight has been applied to the results.

A demographically representative survey of Victoria, Saanich and Oak Bay residents was also conducted using Ipsos Reid's online panel, and a summary of these results has been presented alongside the open link survey results. A full report of the panel survey results is available under a separate cover.

A breakout of the sample sizes by region, gender and age can be found in the table below.

	Sample Size	Percentage
Region		
Victoria	264	48%
Saanich	238	43%
Oak Bay	50	9%
Gender		
Male	289	52%
Female	219	40%
Other	1	<1%
Refused	43	8%
Age		
Under 55 years	234	42%
55 years or older	302	55%
Refused	16	3%

In order to determine the criteria that are most important to residents, all respondents were asked a series of three questions:

The first question asked respondents to select their top 6 criteria (from a list of 18).

- 1. Below is a list of 18 different criteria that could be taken into consideration when developing a sewage treatment facility for the Capital Regional District. Of these, what 6 criteria are most important to you personally, that is the 6 criteria you think should be the greatest priority when developing a sewage treatment facility for the region?*

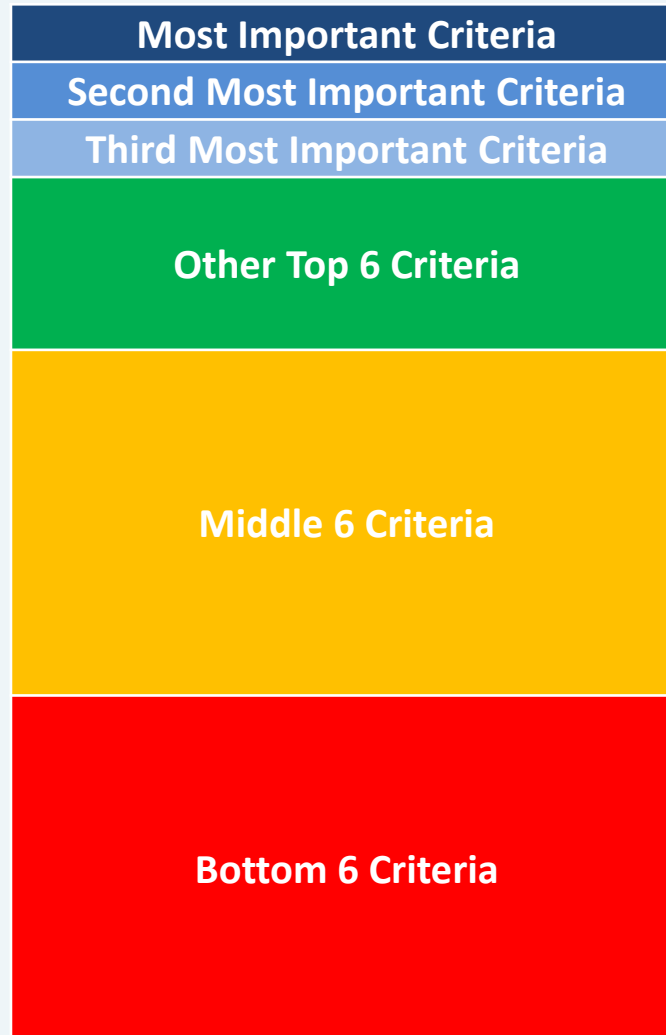
The second question asked respondents to select their most important, second most important and third most important criteria from among their top 6 criteria.

- 2. And of your 6 most important criteria, please rank what you think should be the top 3 most important criteria when developing a sewage treatment facility for the Capital Regional District.*

The third question asked respondents to select their 6 least important criteria from the remaining 12 criteria (i.e. those not selected in the first question).

- 3. Of the following, what 6 criteria are least important to you personally, that is the 6 criteria you think should be the lowest priority when developing a sewage treatment facility for the region?*

The three questions allow us, for each respondent, to rank their 18 criteria into each of the following segments below.



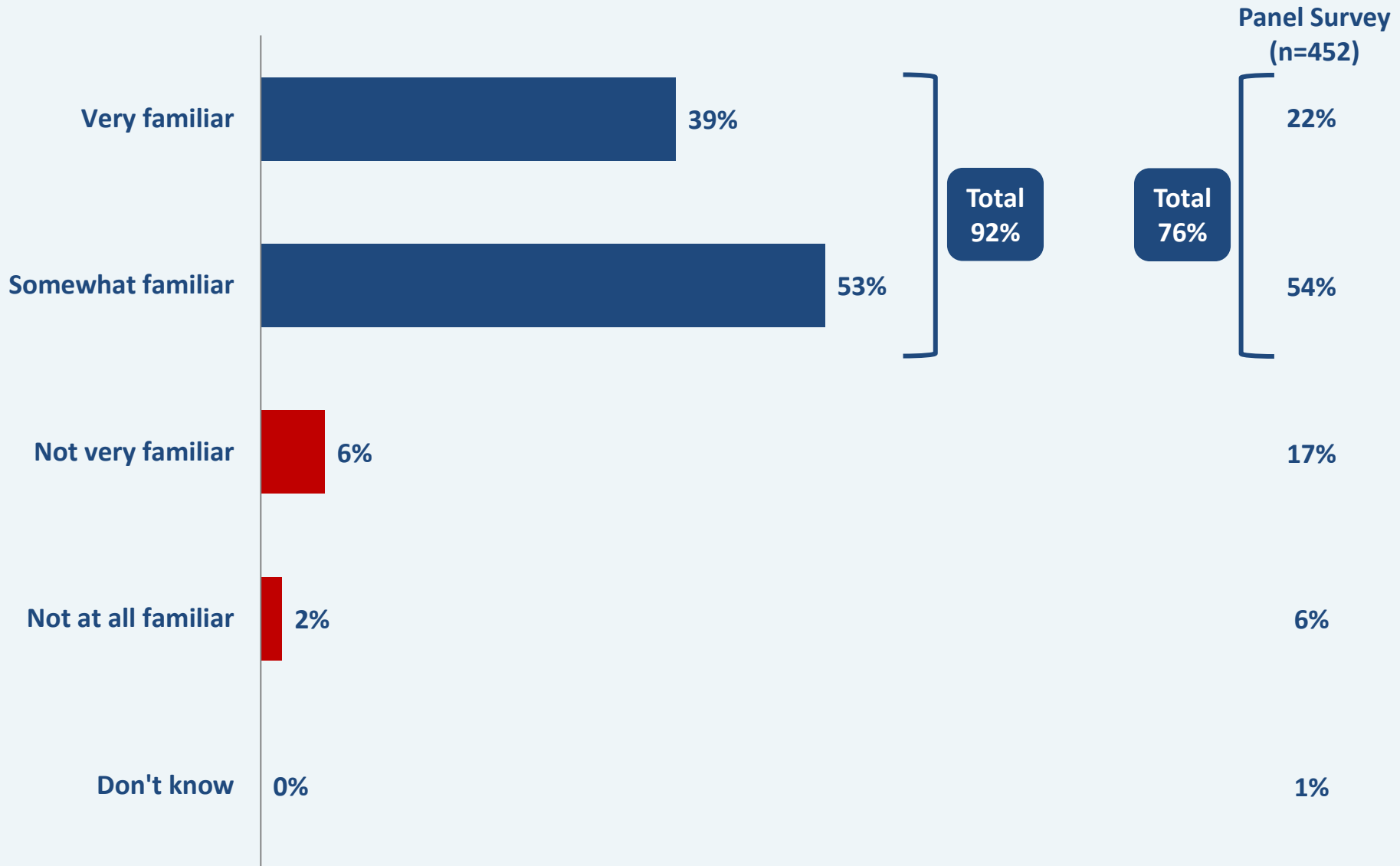
Familiarity

Familiarity with Issue

The vast majority (92%) of respondents say they are familiar with the issue of sewage treatment in the Capital Regional District. This includes 39% saying 'very familiar' and 53% saying 'somewhat familiar'.

- Men are more likely than women to say they are 'very familiar' with the issue (47% vs. 28%).

Familiarity with Issue



Q2. Prior to today, how familiar were you with the issue of sewage treatment in the Capital Regional District?

Base: All respondents (n=552)

Most Important Criteria

Most Important Criteria

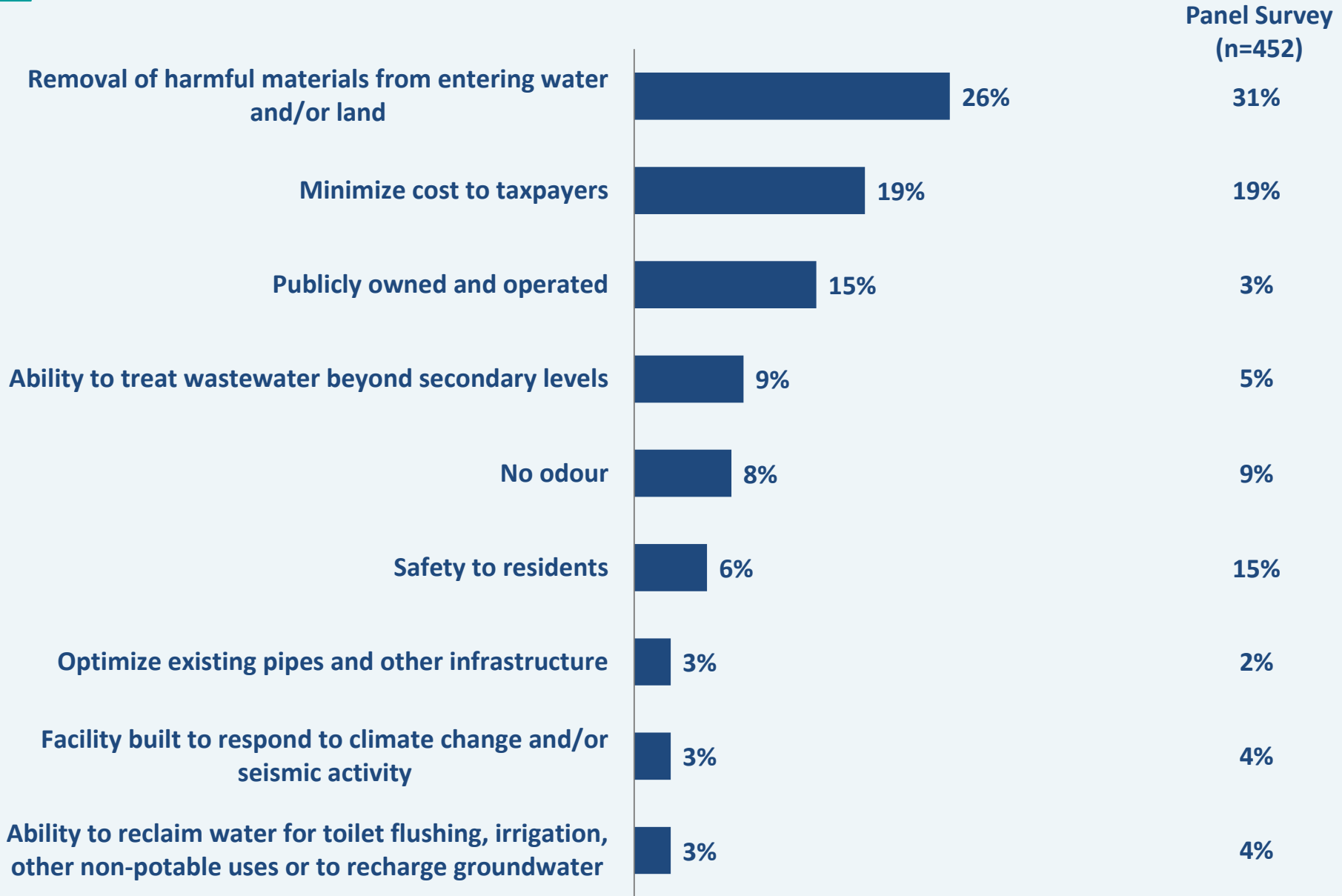
The two slides that follow show how often each criteria was selected as the MOST IMPORTANT criteria among the 18 attributes.

Overall, respondents' top three most important criteria when developing a sewage treatment facility for the Capital Regional District are 'removal of harmful materials from entering water and/or land' (26%), 'minimize cost to taxpayers' (19%) and 'publicly owned and operated' (15%).

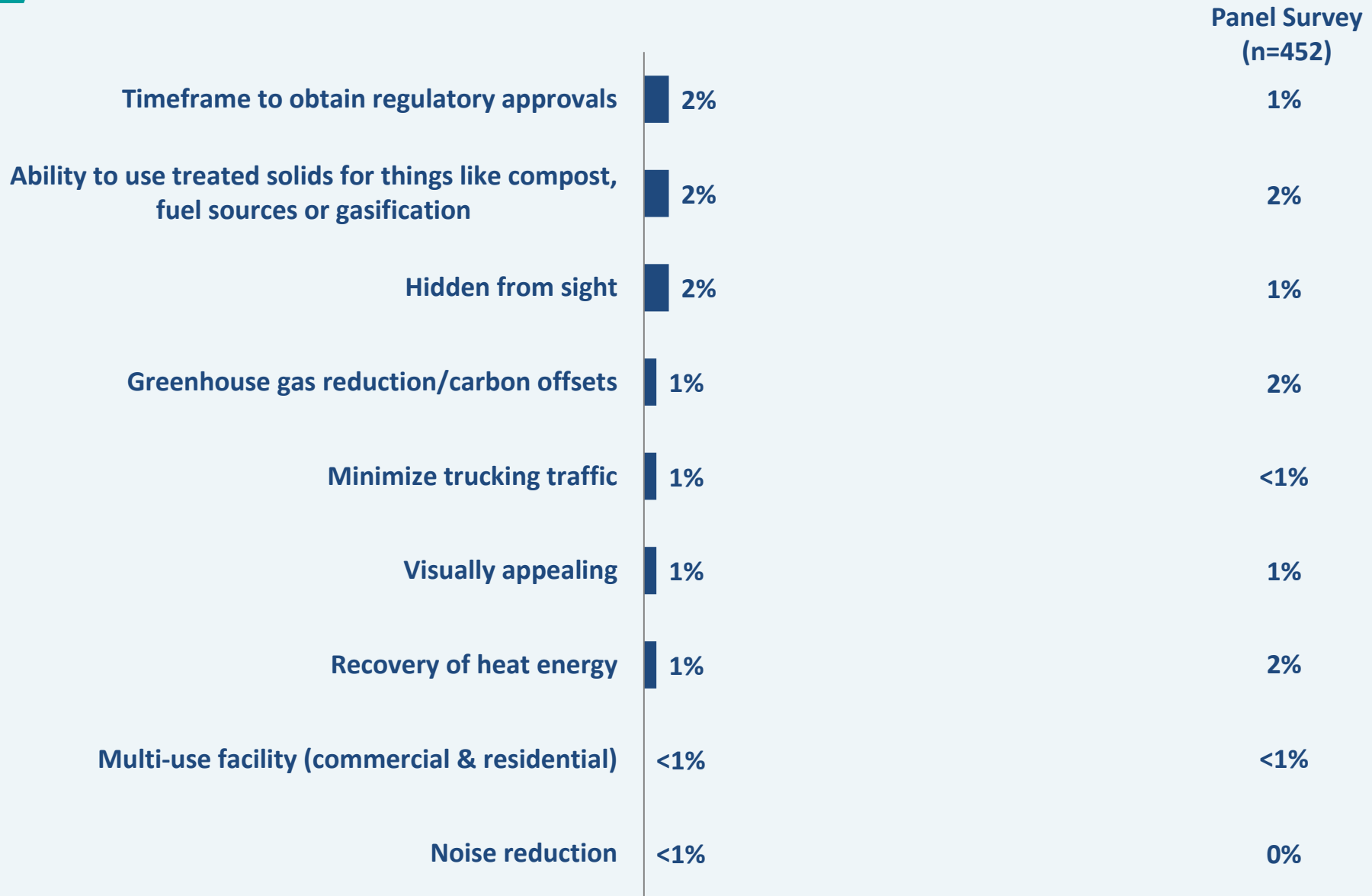
Following this, respondents' next three most important criteria are 'ability to treat wastewater beyond secondary levels' (9%), 'no odour' (8%) and 'safety to residents' (6%).

- Men are more likely than women to select 'minimize cost to taxpayers' (23% vs. 14%).
- Respondents aged 55 years or younger are more likely to select 'publicly owned and operated' (19% vs. 12% of 55+ years).

Most Important Criteria (slide 1 of 2)



Most Important Criteria (slide 2 of 2)



Average Rank of Criteria

Average Rank of Criteria

The two slides that follow show the average rank of each criteria across all respondents. The method used for assigning ranks is shown in the table below. A lower average rank means greater importance and a higher average rank means lesser importance.

Most Important Criteria	Assigned a rank of 1
Second Most Important Criteria	Assigned a rank of 2
Third Most Important Criteria	Assigned a rank of 3
Other Top 6 Criteria	All items assigned a rank of 5 (i.e. midpoint of items 4 through 6)
Middle 6 Criteria	All items assigned a rank of 9.5 (i.e. midpoint of items 7 through 12)
Bottom 6 Criteria	All items assigned a rank of 15.5 (i.e. midpoint of items 13 through 18)

Average Rank of Criteria

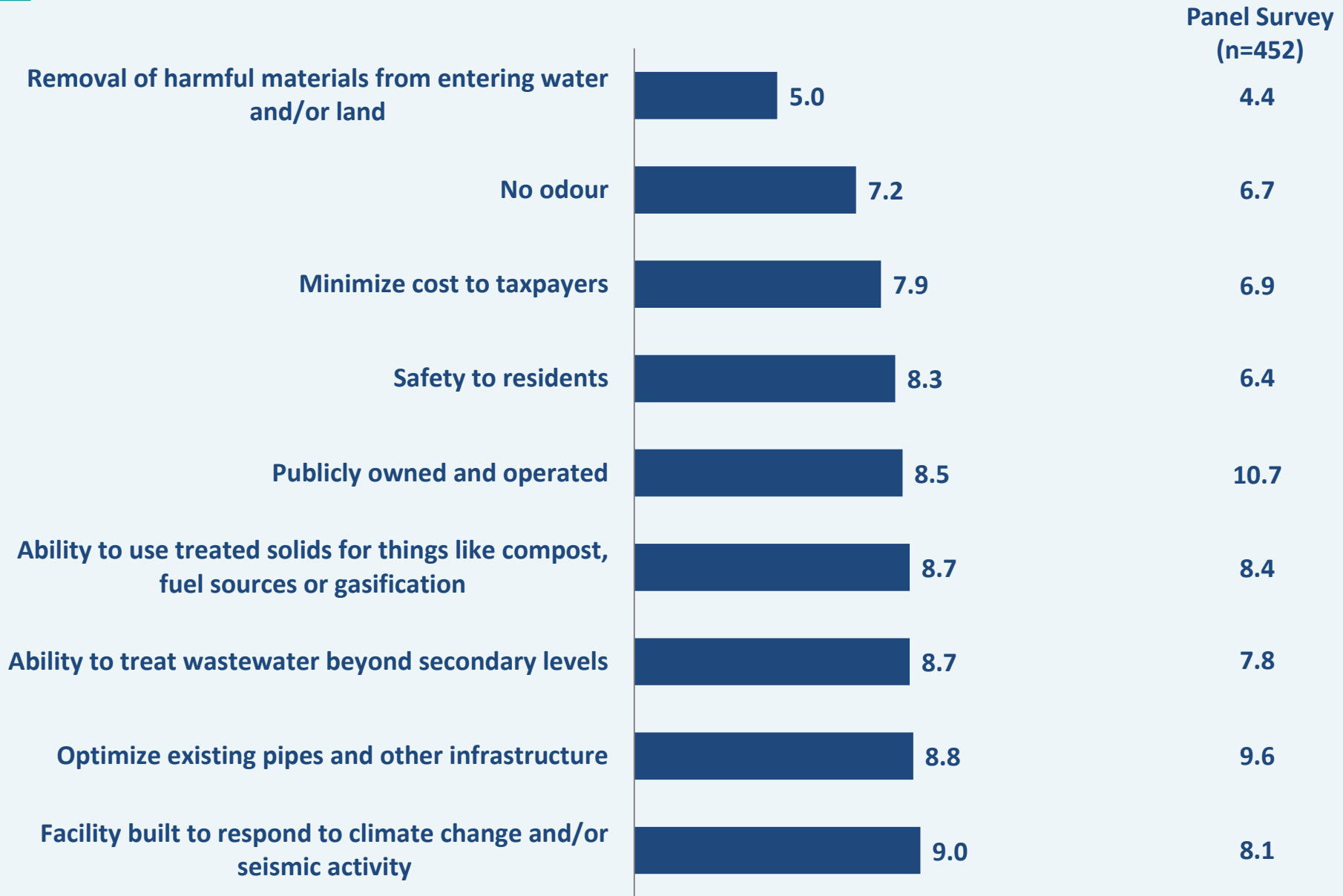
Overall, 'removal of harmful materials from entering water and/or land' receives the lowest average rank (5.0) of all 18 criteria.

This is followed by 'no odour' (average rank of 7.2) and 'minimize cost to taxpayers' (7.9).

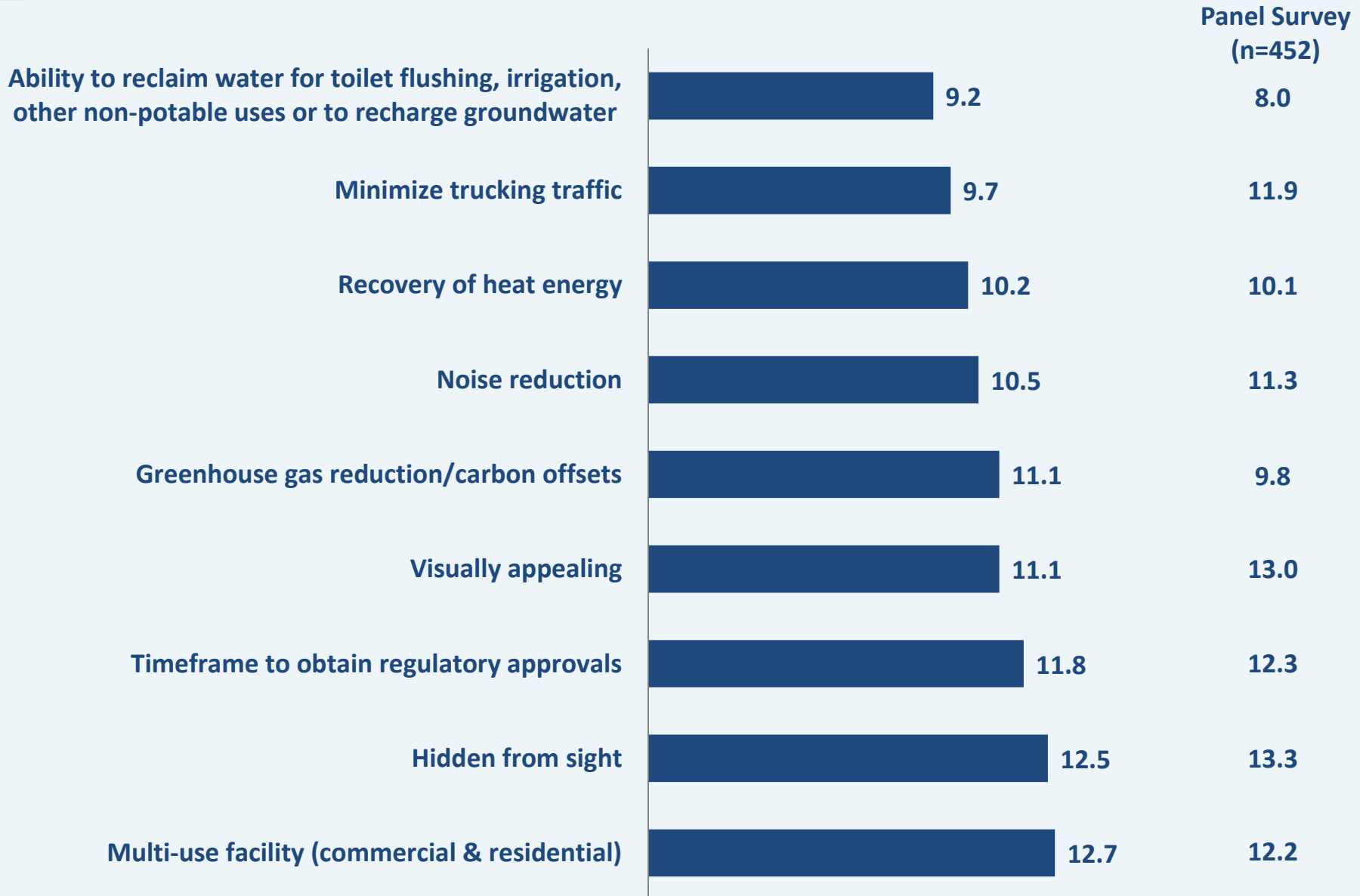
Slightly higher average rankings are seen for 'safety to residents' (8.3), 'publicly owned and operated' (8.5), 'ability to use treated solids for things like compost, fuel sources or gasification' (8.7), 'ability to treat wastewater beyond secondary levels' (8.7), 'optimize existing pipes and other infrastructure' (8.8), 'facility built to respond to climate change and/or seismic activity' (9.0), 'ability to reclaim water for toilet flushing, irrigation, other non-potable uses or to recharge groundwater' (9.2) and 'minimize trucking traffic' (9.7).

Criteria receiving an average rank of 10 or higher include 'recovery of heat energy' (10.2), 'noise reduction' (10.5), 'greenhouse gas reduction/ carbon offsets' (11.1), 'visually appealing' (11.1), 'timeframe to obtain regulatory approvals' (11.8), 'hidden from sight' (12.5) and 'multi-use facility (commercial & residential)' (12.7).

Average Rank of Criteria (slide 1 of 2)



Average Rank of Criteria (slide 2 of 2)



Additional Comments and Suggestions

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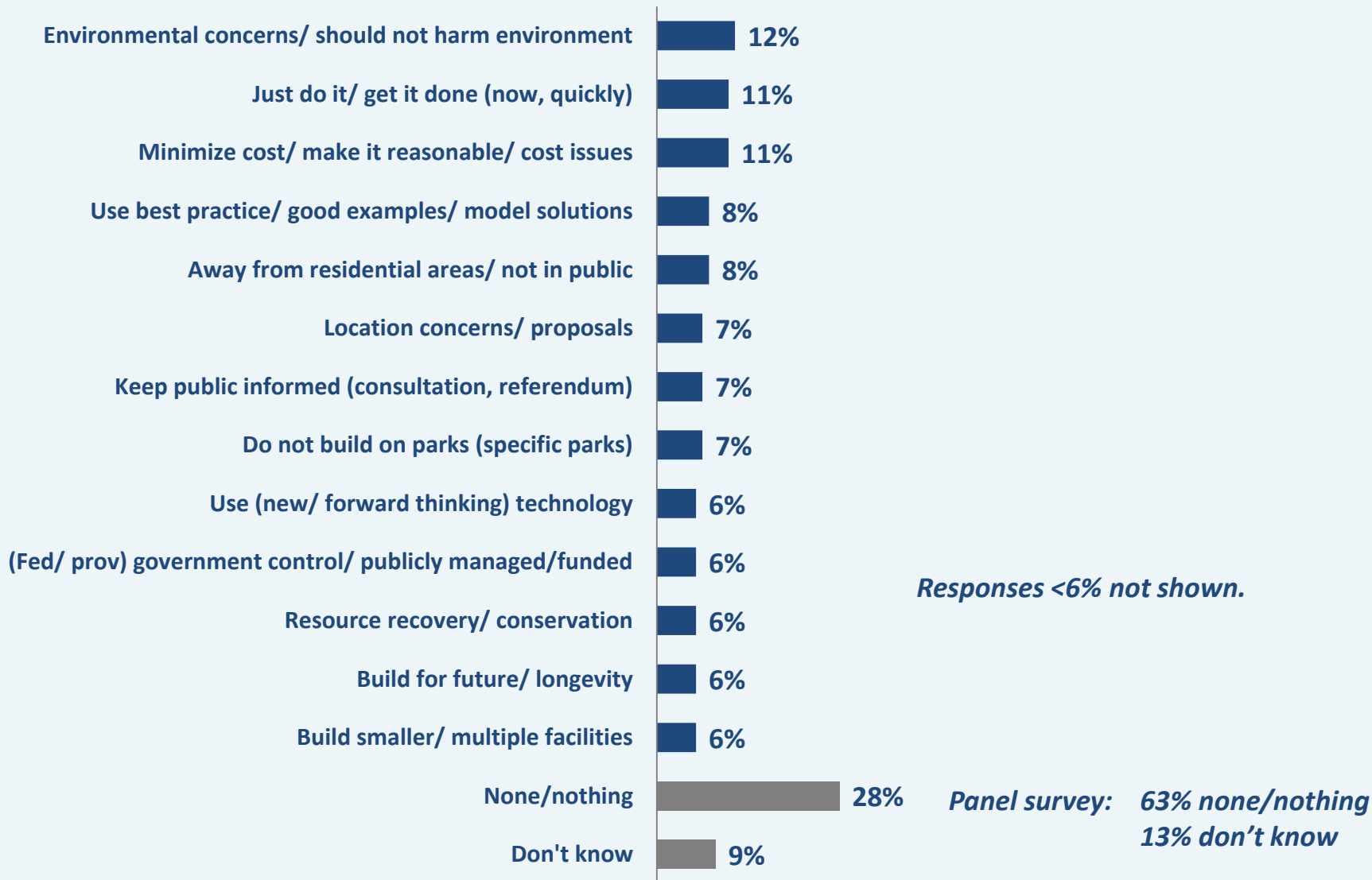
At the end of the survey, respondents were asked if they had any additional comments or suggestions for the Eastside Select Committee regarding either the sewage treatment facility itself or the related public consultation process.

Overall, nearly four-in-ten (37%) respondents do not provide any additional comments or suggestions (includes 28% saying 'none/nothing' and 9% saying 'don't know').

Of the comments and suggestions that are provided, the main mentions are 'environmental concerns/should not harm environment' (12%), 'just do it/get it done (now, quickly)' (11%) and 'minimize cost/make it reasonable/cost issues' (11%).

All other comments and suggestions are mentioned by less than 10% of respondents.

Additional Comments and Suggestions



Q6. Do you have any additional comments or suggestions for the Eastside Select Committee regarding either the sewage treatment facility itself or the related public consultation process?

Base: All respondents (n=552)

Appendix: Placement of Each Criteria

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The slides that follow summarize how each criteria was ranked by the respondents.

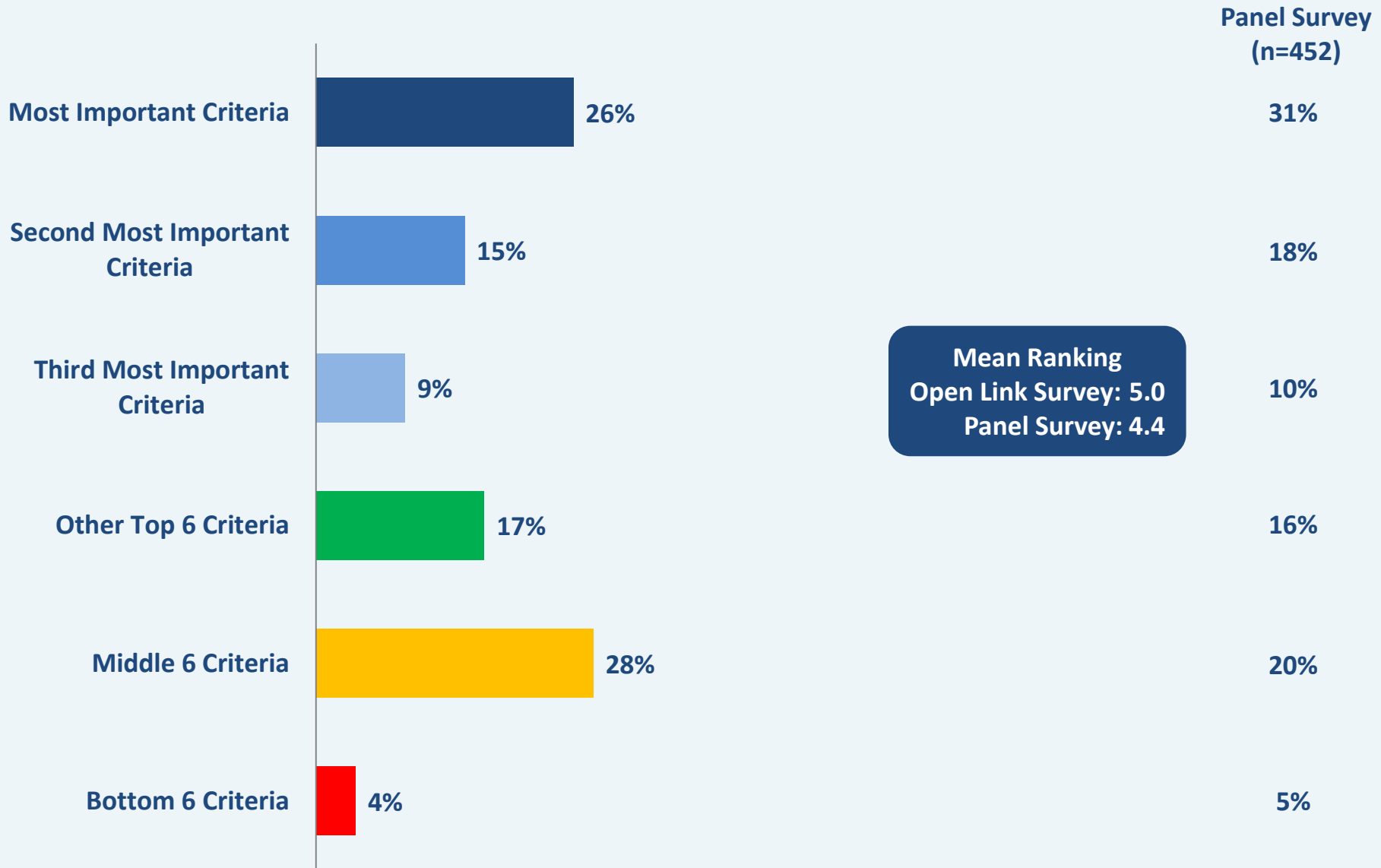
For example, 'removal of harmful materials from entering water and/or land' (the first attribute shown on the following slides) is selected as the most important criteria by 26% of respondents.

Another 15% say this is the second most important criteria and 9% say it is the third most important criteria. It places in the other top 6 criteria of another 17% of respondents.

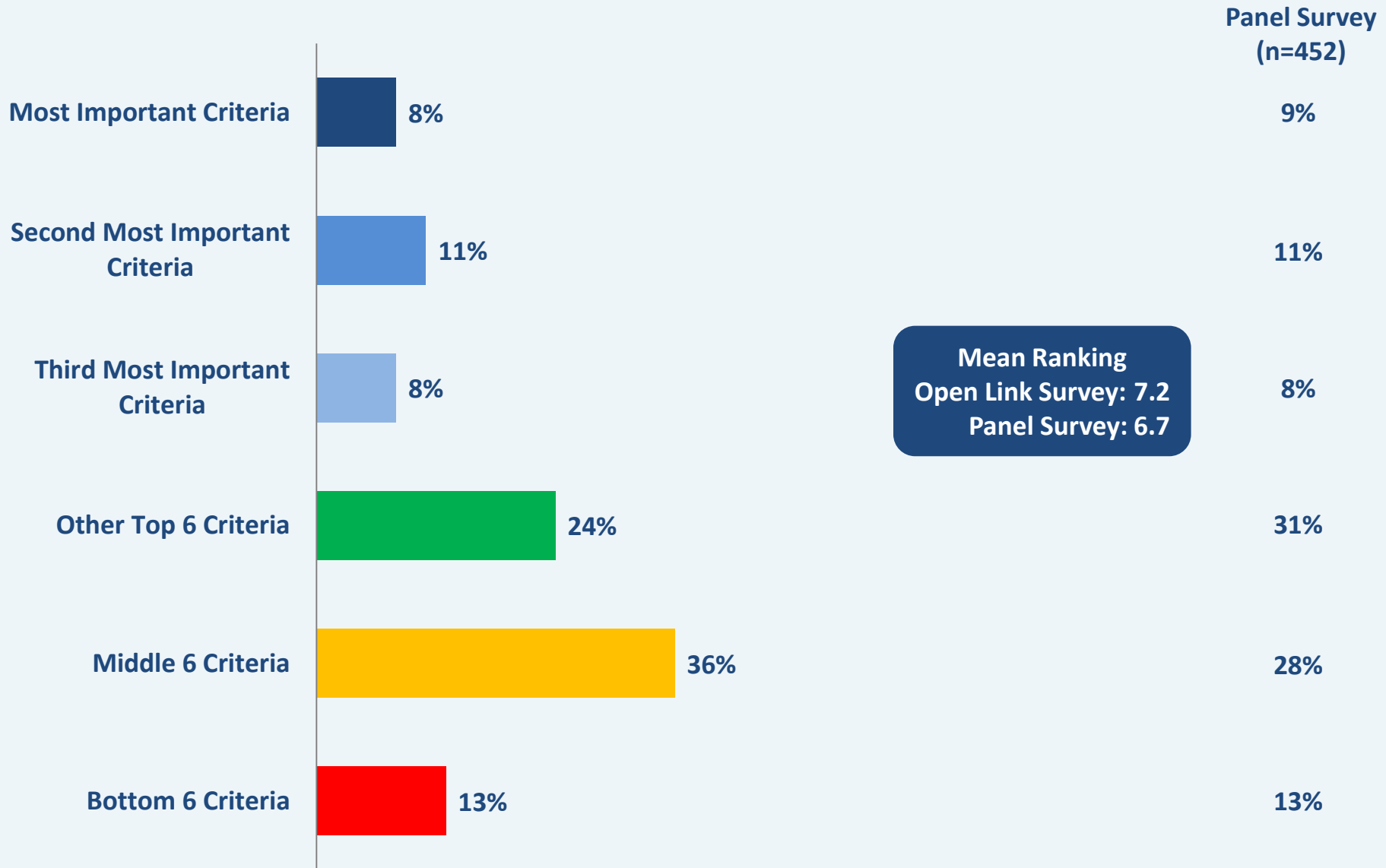
At the other end of the spectrum are 28% of respondents who place this attribute in their middle 6 criteria and 4% who say it is one of their bottom 6 criteria.

The average ranking of this criteria is 5.0.

Removal of Harmful Materials from Entering Water and/or Land

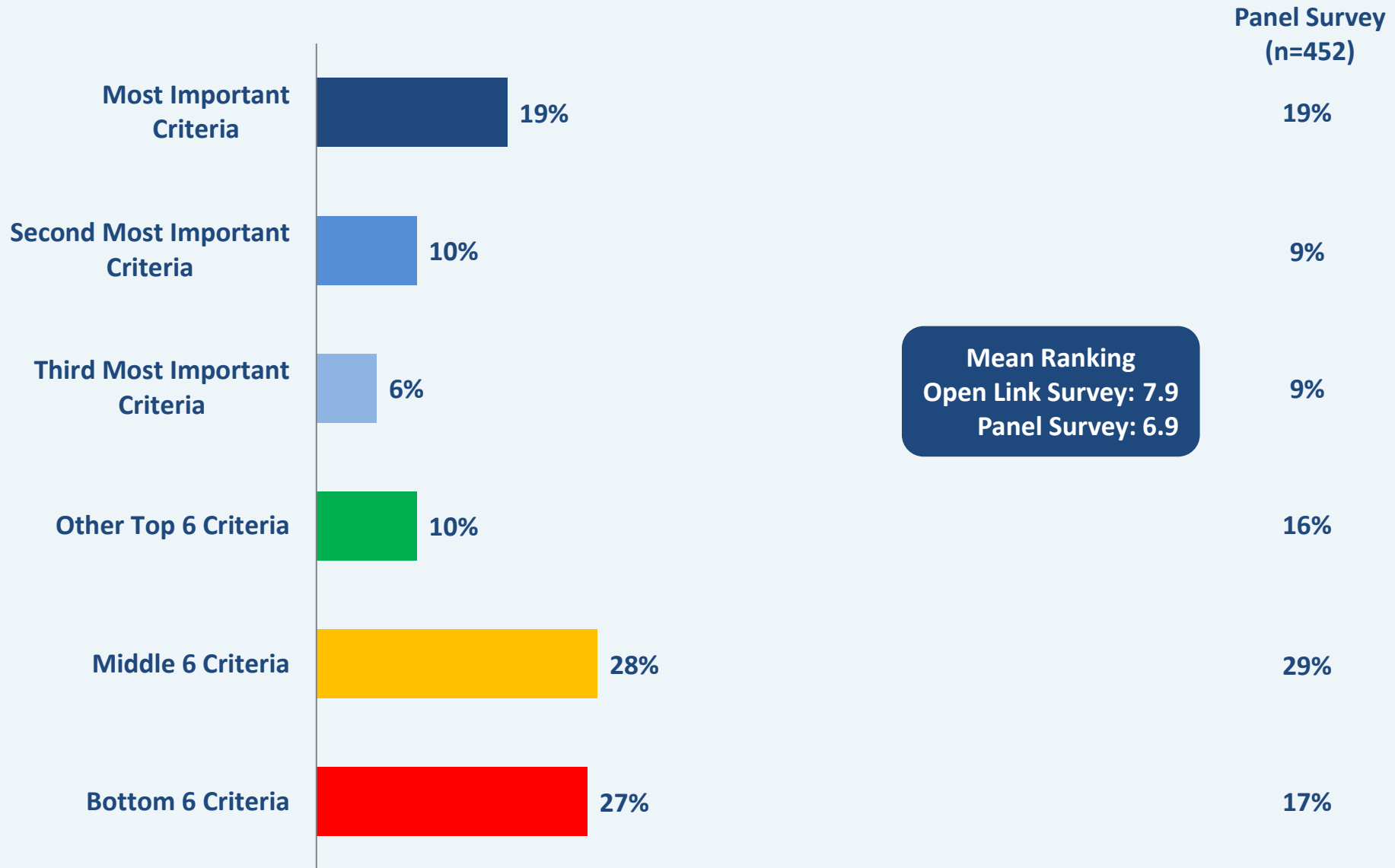


No Odour

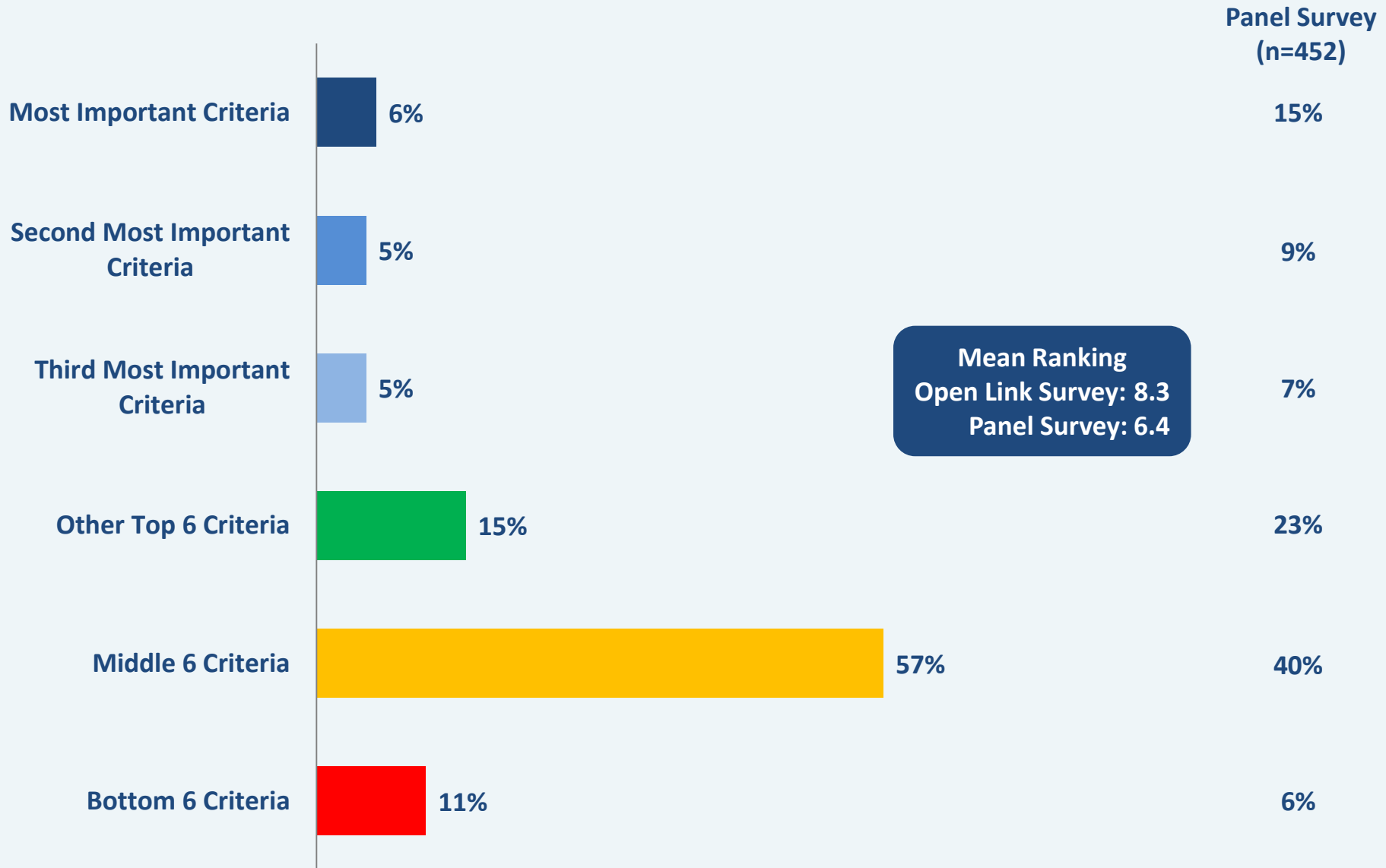




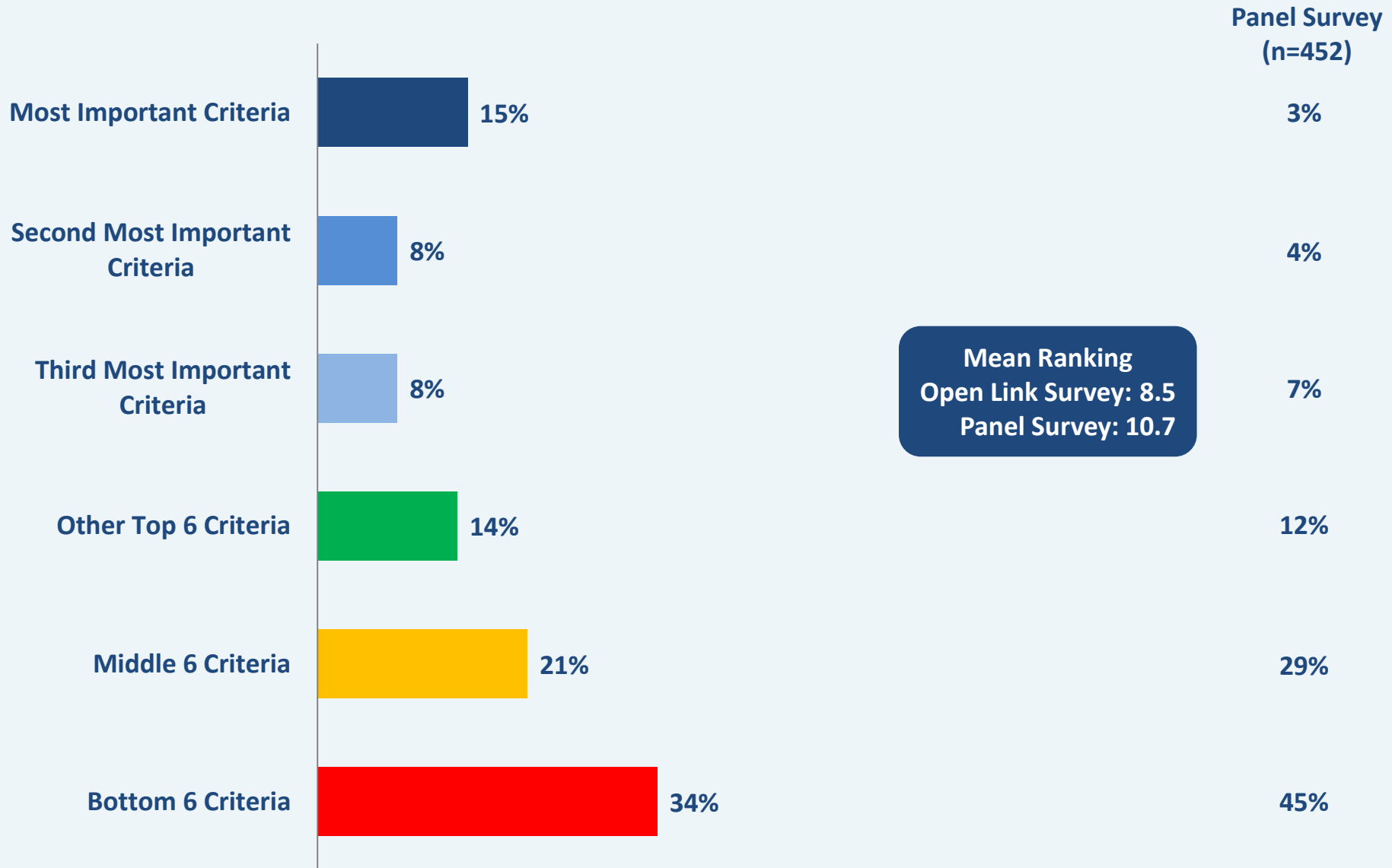
Minimize Cost to Taxpayers



Safety to Residents

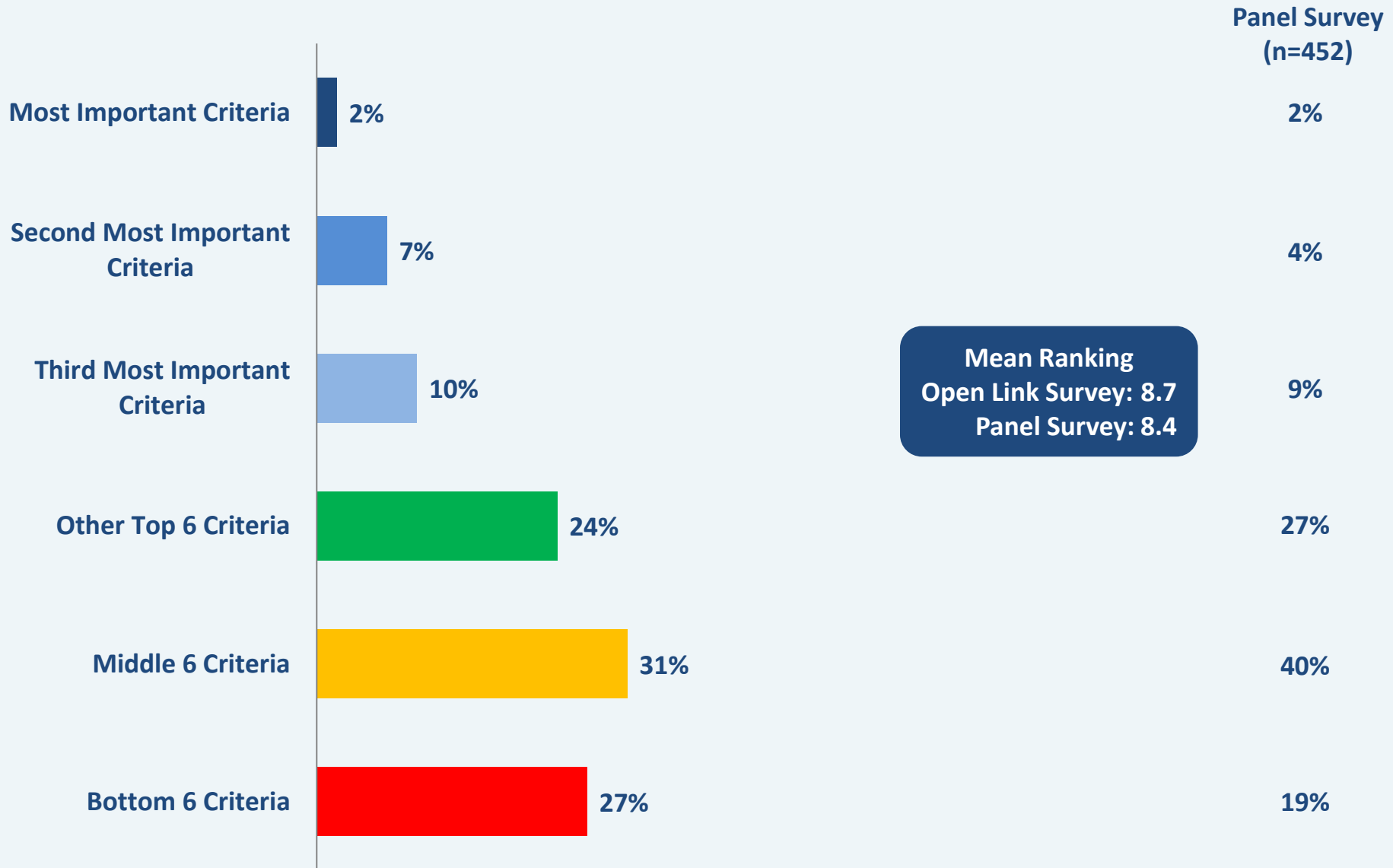


Publicly Owned and Operated

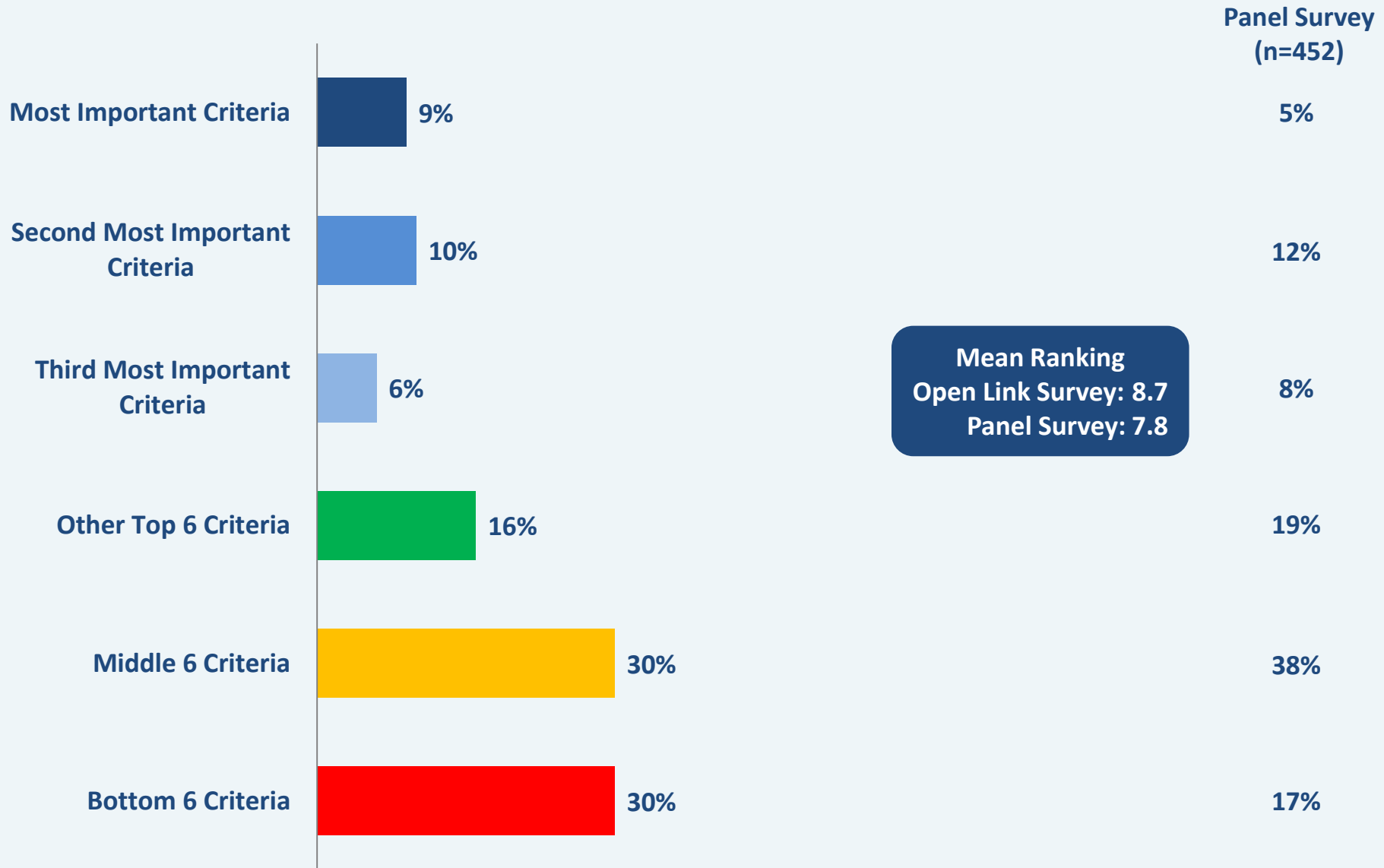




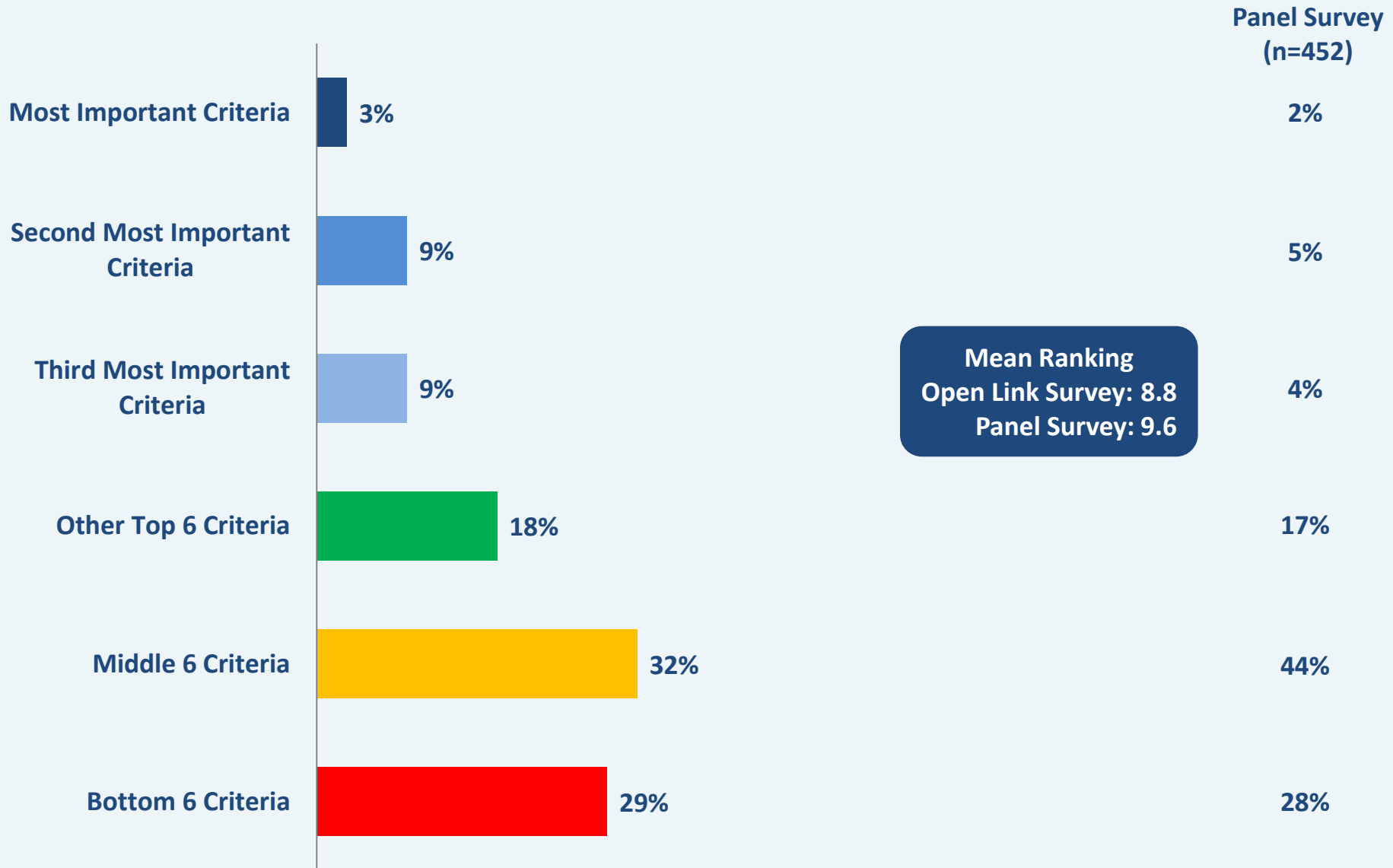
Ability to Use Treated Solids for Things like Compost, Fuel Sources or Gasification



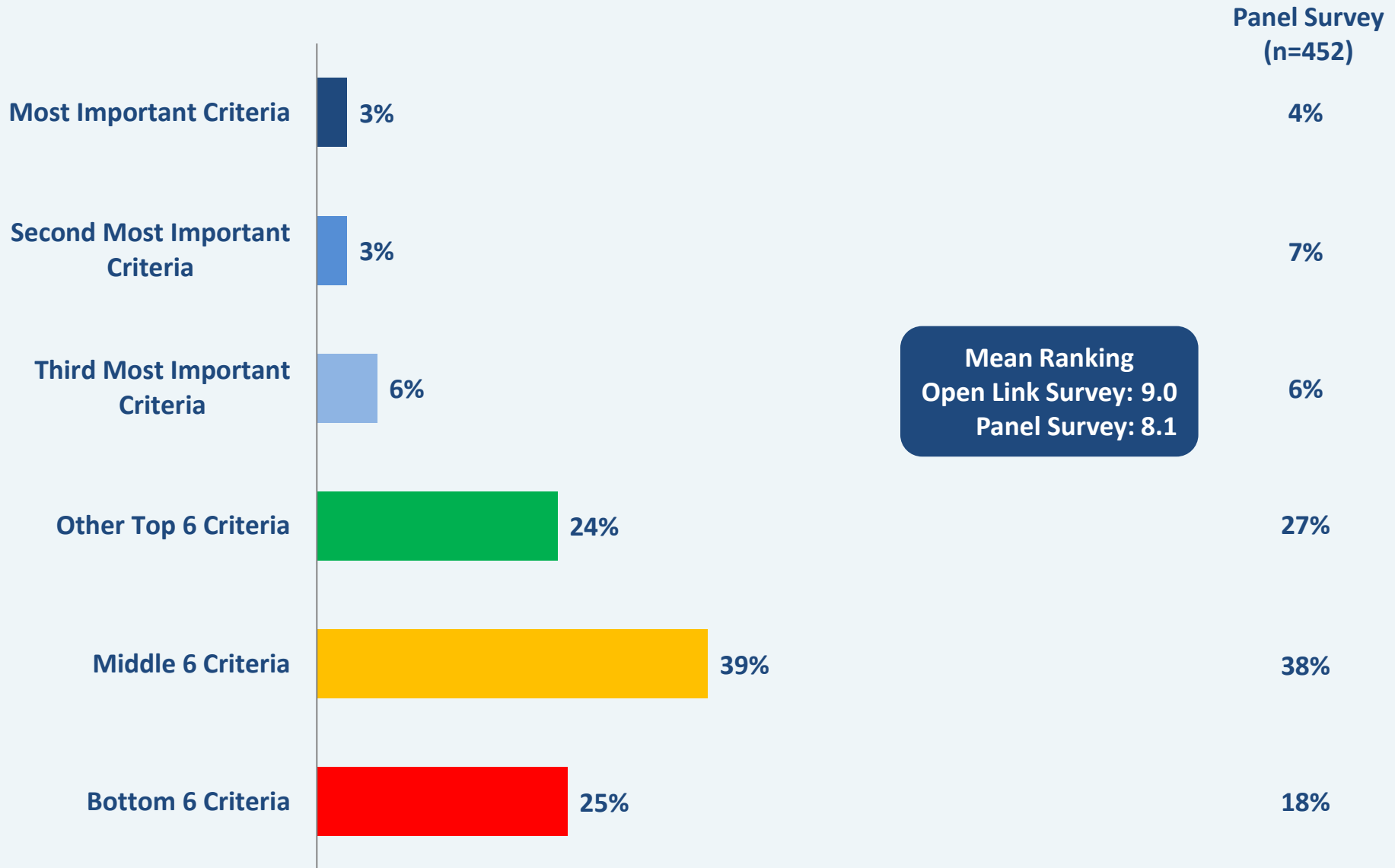
Ability to Treat Wastewater Beyond Secondary Levels



Optimize Existing Pipes and Other Infrastructure

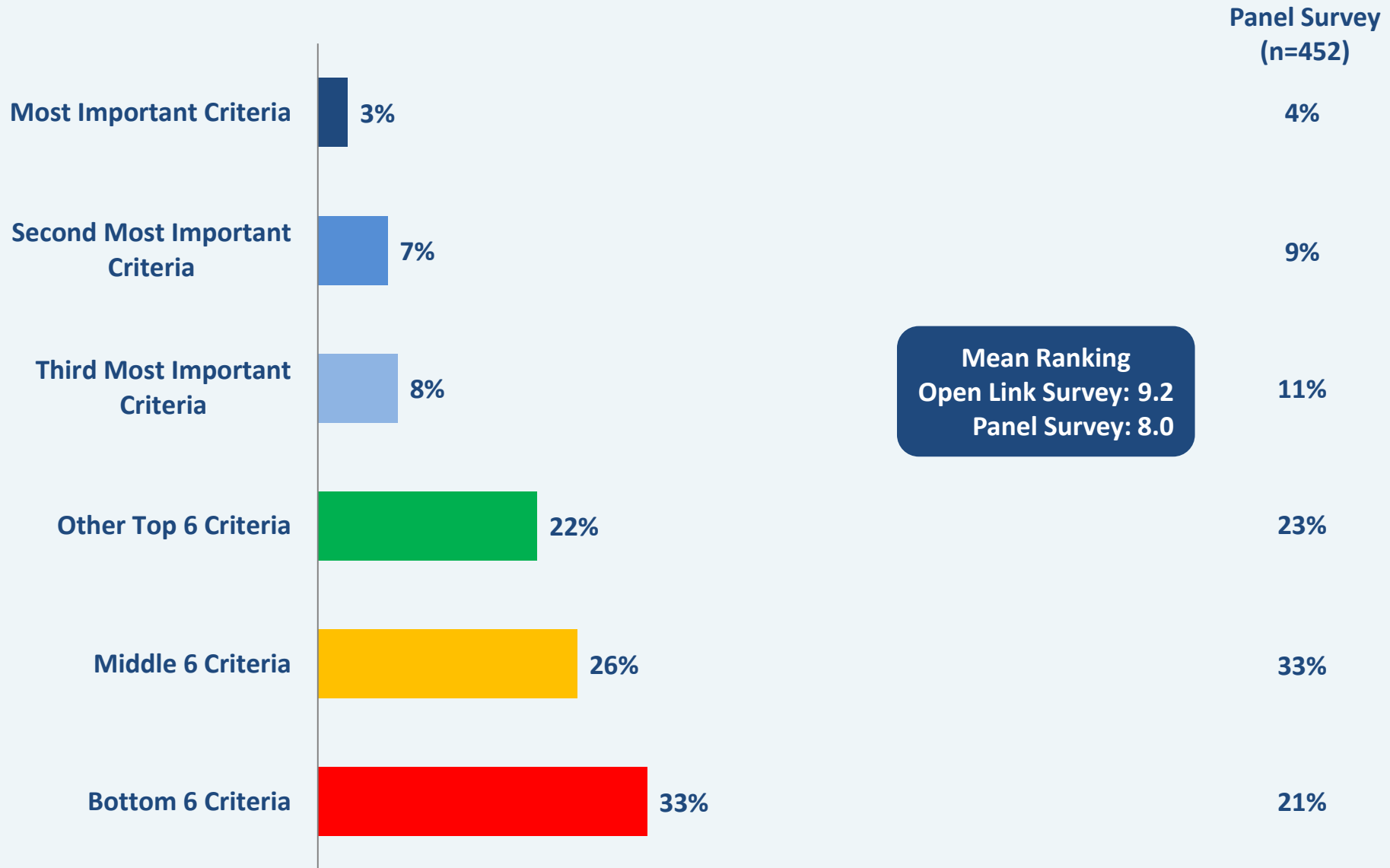


Facility Built to Respond to Climate Change and/or Seismic Activity

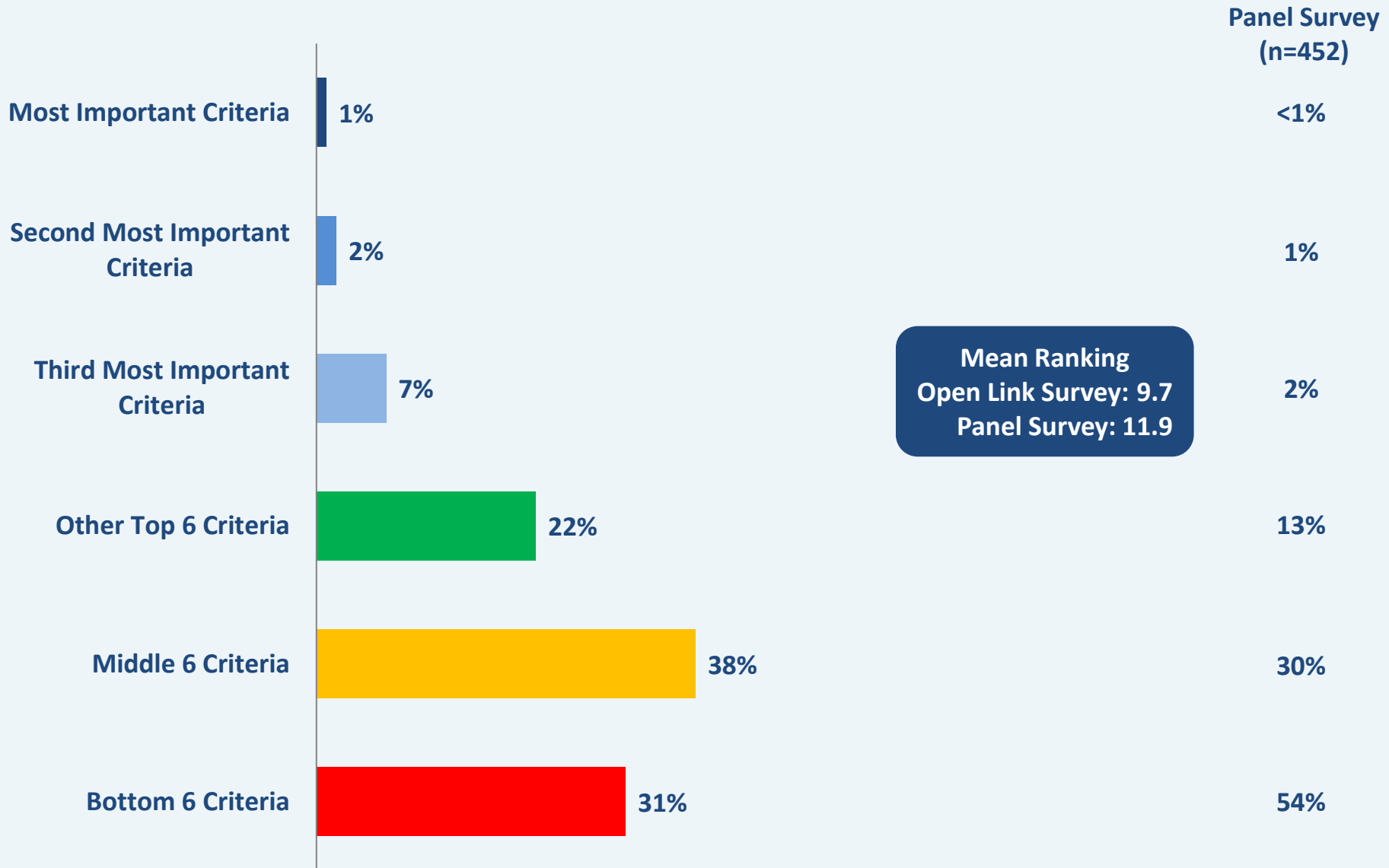




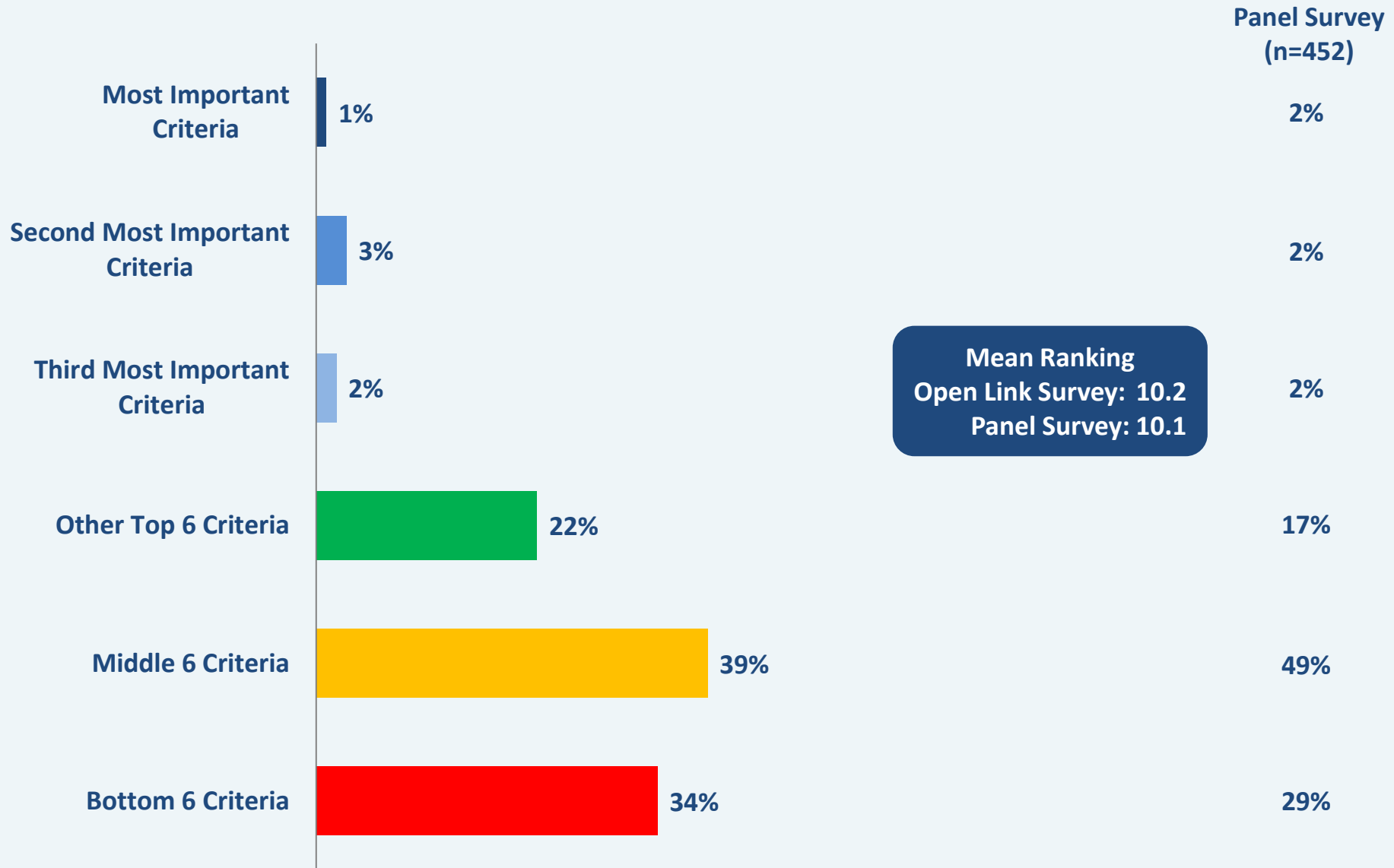
Ability to Reclaim Water for Toilet Flushing, Irrigation, Other Non-Potable Uses or to Recharge Groundwater



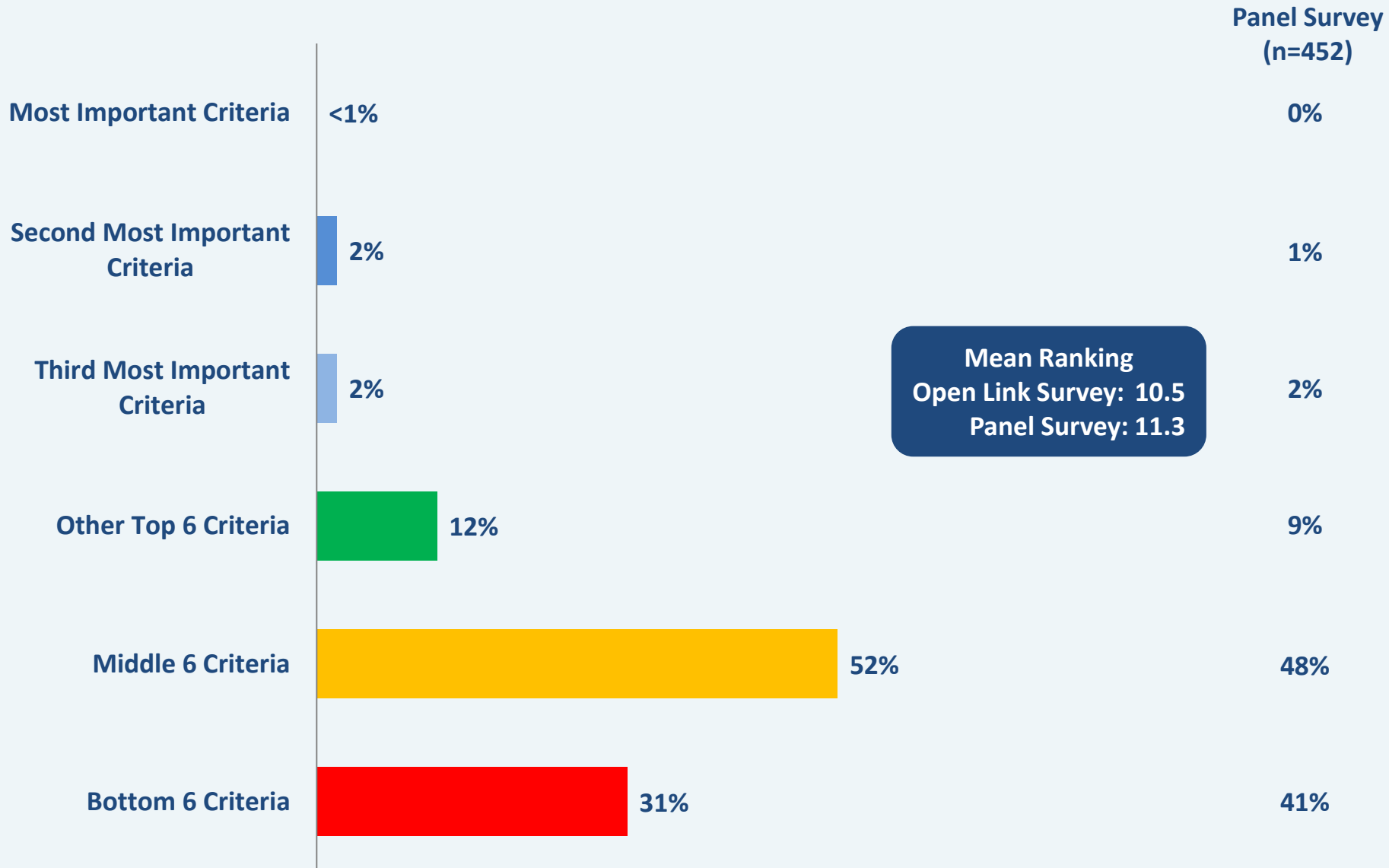
Minimize Trucking Traffic



Recovery of Heat Energy

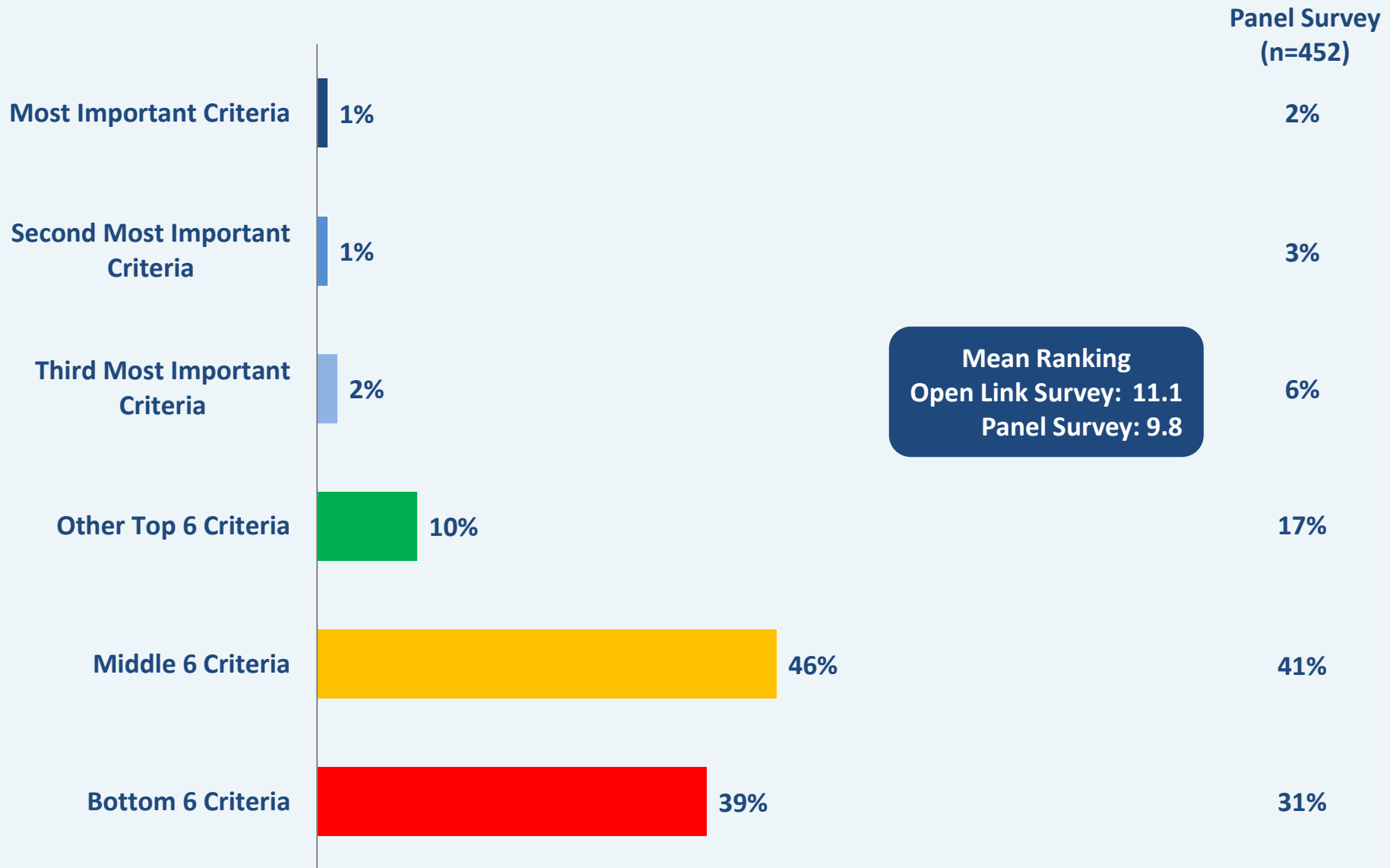


Noise Reduction

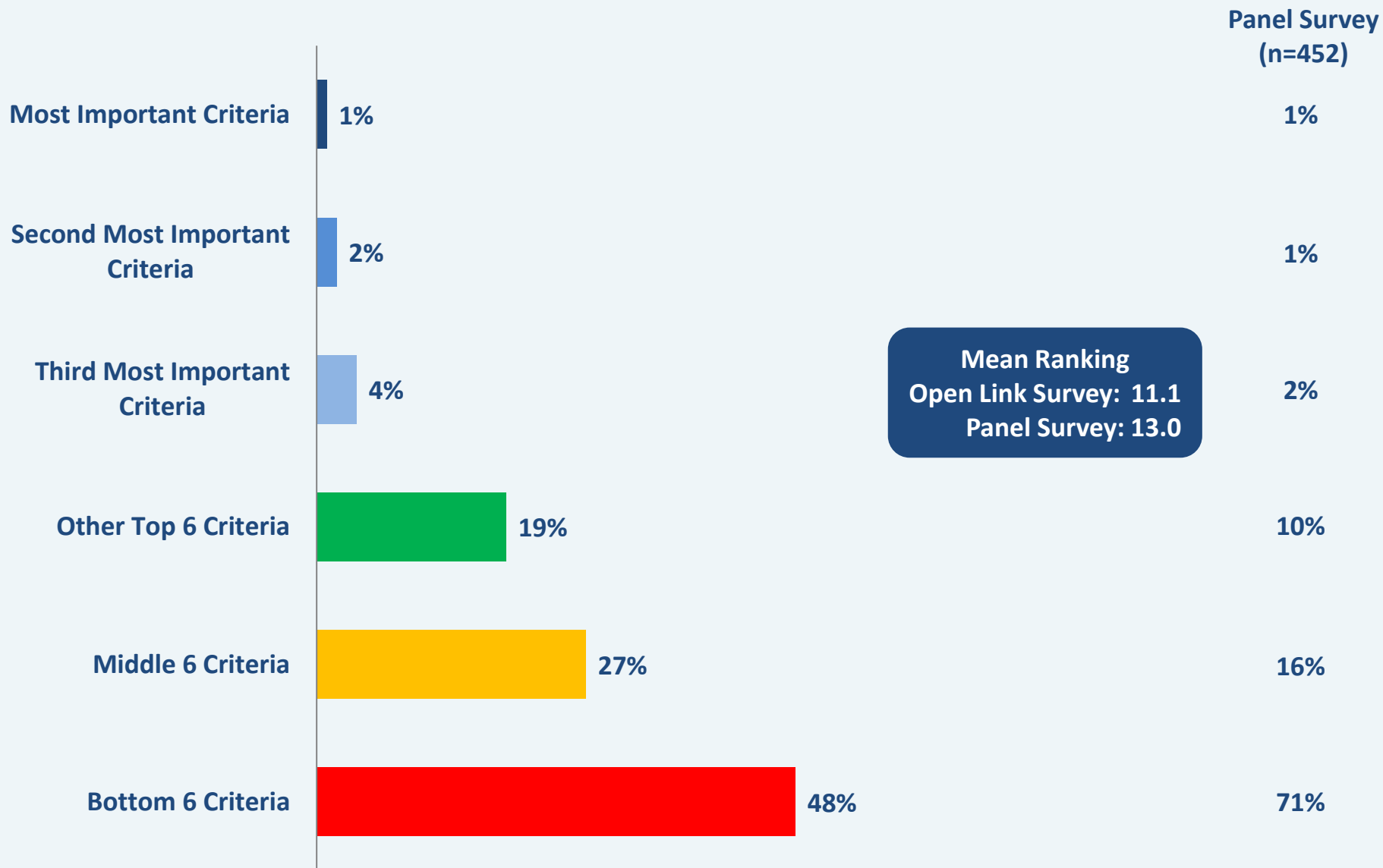




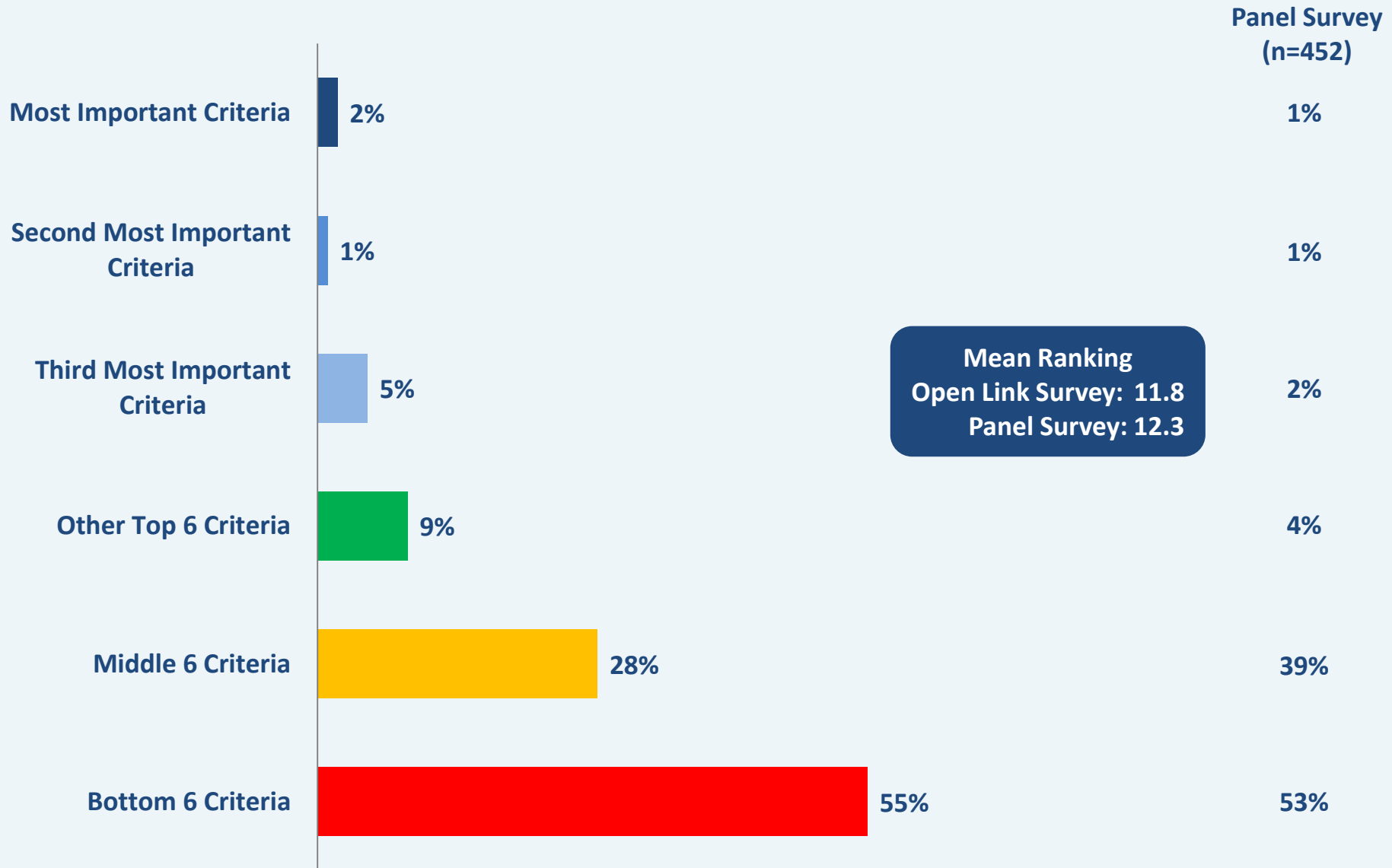
Greenhouse Gas Reduction/Carbon Offsets



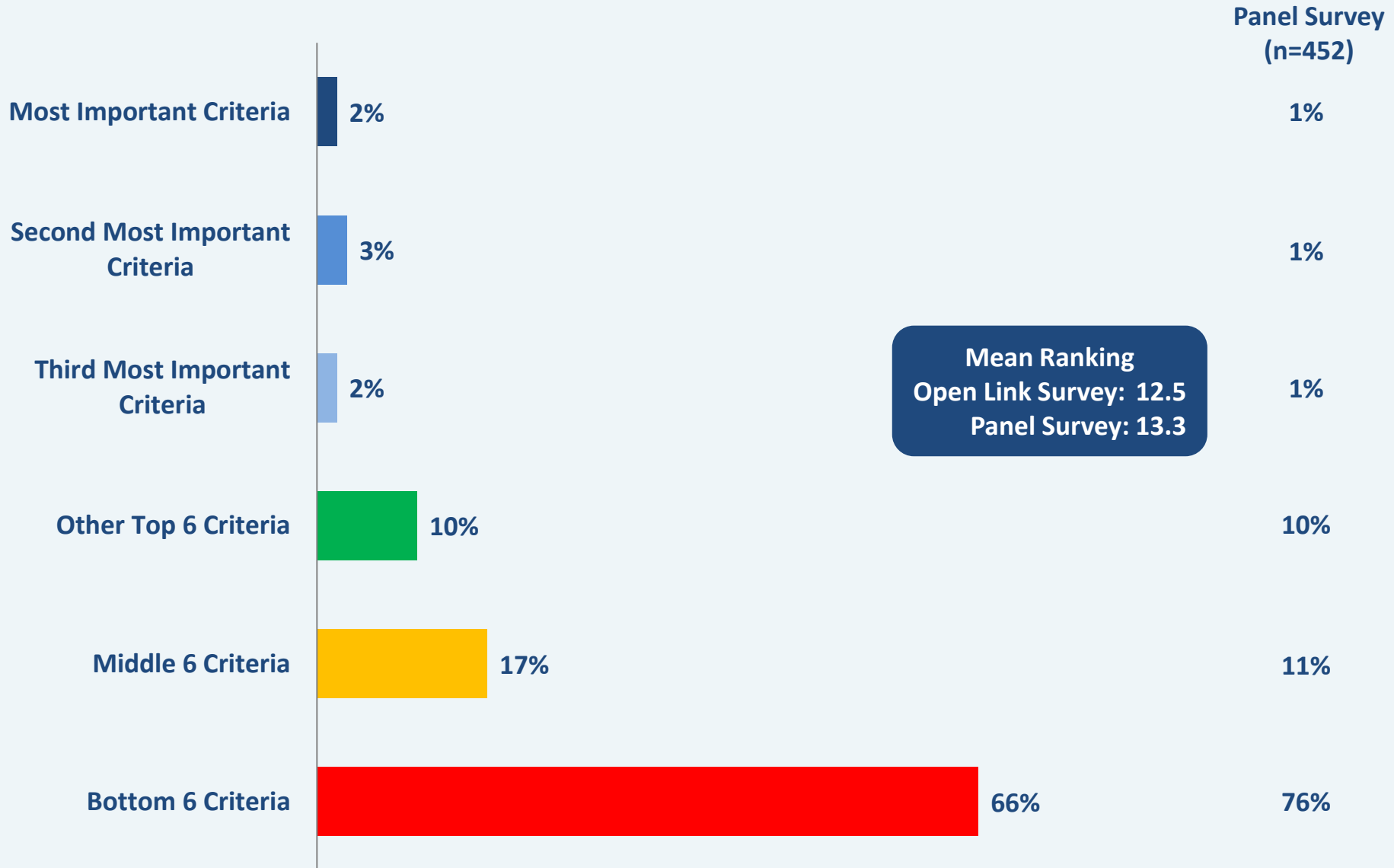
Visually Appealing



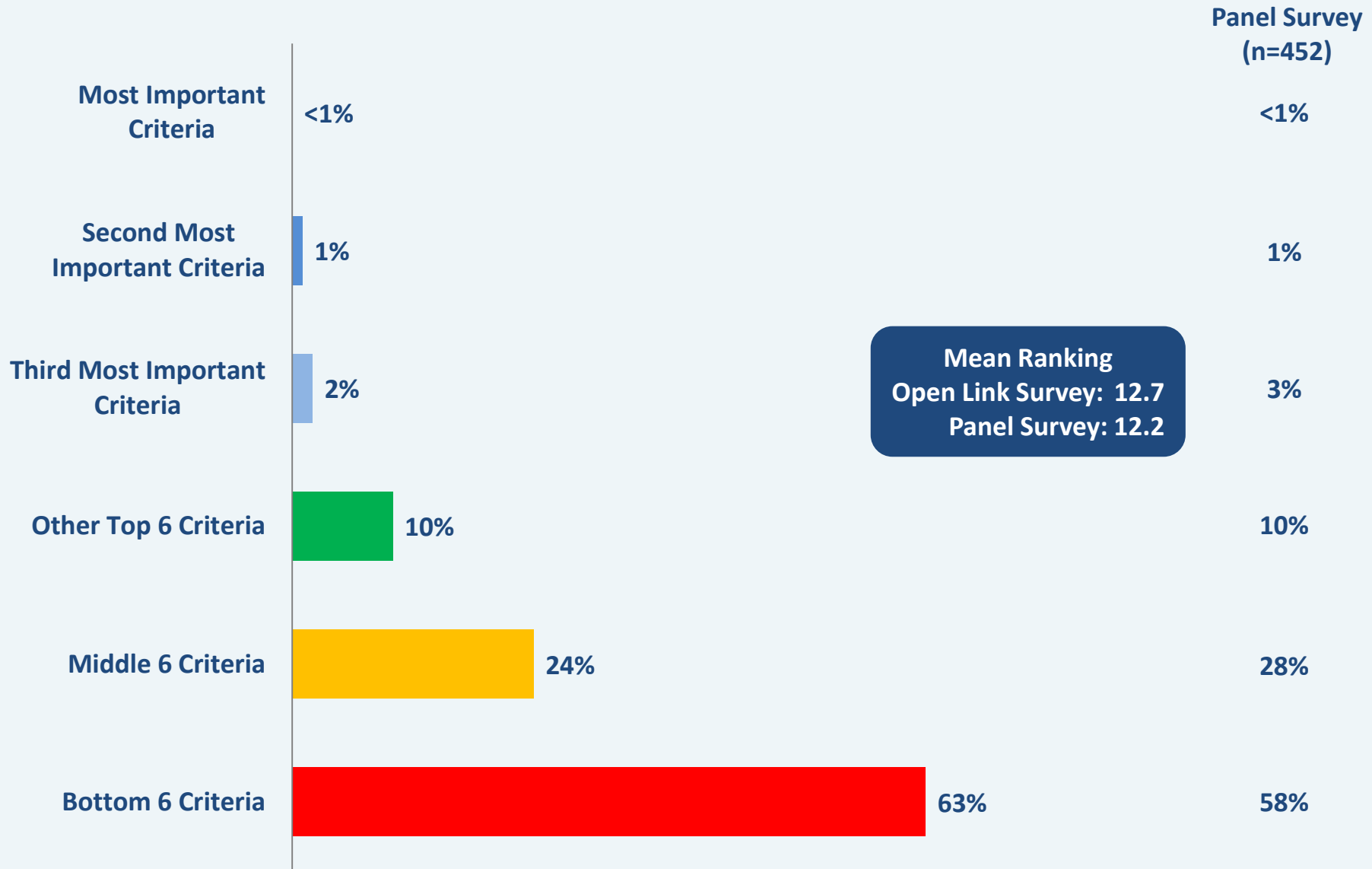
Timeframe to Obtain Regulatory Approvals



Hidden from Sight



Multi-Use Facility (Commercial & Residential)





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