



Ipsos Reid

EASTSIDE COMMUNITY
DIALOGUE
wastewater treatment + resource recovery

Eastside Select Committee Draft Report on Sewage Treatment Survey

May 27, 2015





Methodology

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

A total of 452 residents completed the survey.

The survey was fielded from May 14 to 19, 2015.

The respondents are all panelists in Ipsos Reid's 200,000+ national household panel.

The data was weighted to reflect the population based on Census data for region, age and gender.

The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/-5.3 percentage points had all adult Victoria, Saanich and Oak Bay residents been polled.



Methodology

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

	Unweighted	Weighted	Weighted Percentage
Region			
Victoria	248	182	40%
Saanich	174	231	51%
Oak Bay	30	39	9%
Gender			
Male	200	212	47%
Female	252	240	53%
Age			
Under 55 years	161	271	60%
55 years or older	291	181	40%



Methodology

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.*

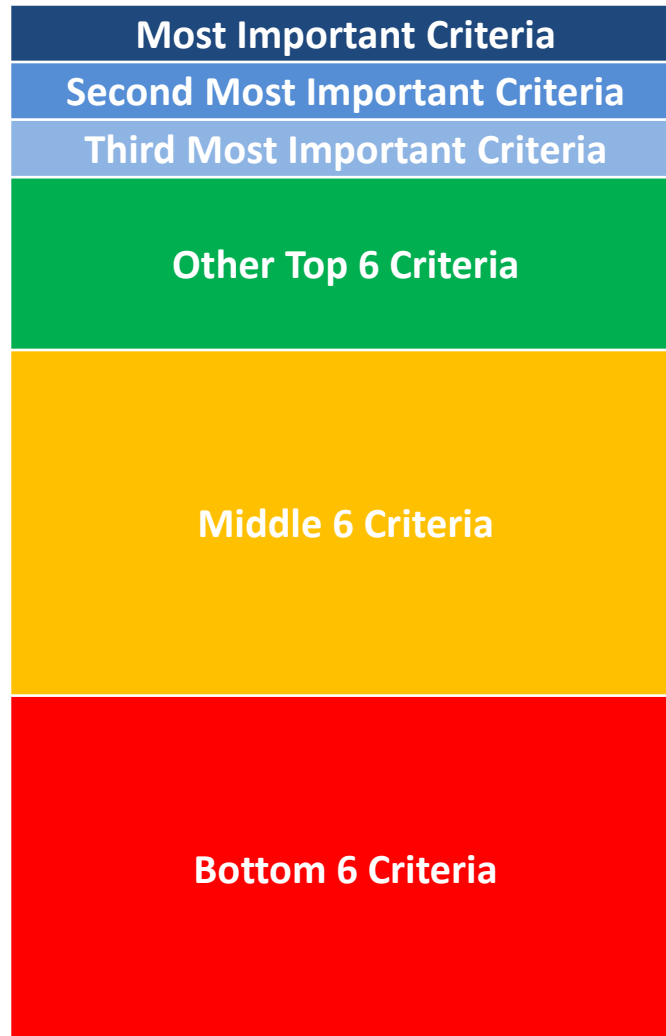
The third question asked respondents to select their 6 least important criteria from the remaining 12 criteria (i.e. those not selected in the first question).

- 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?*



Methodology

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



Familiarity



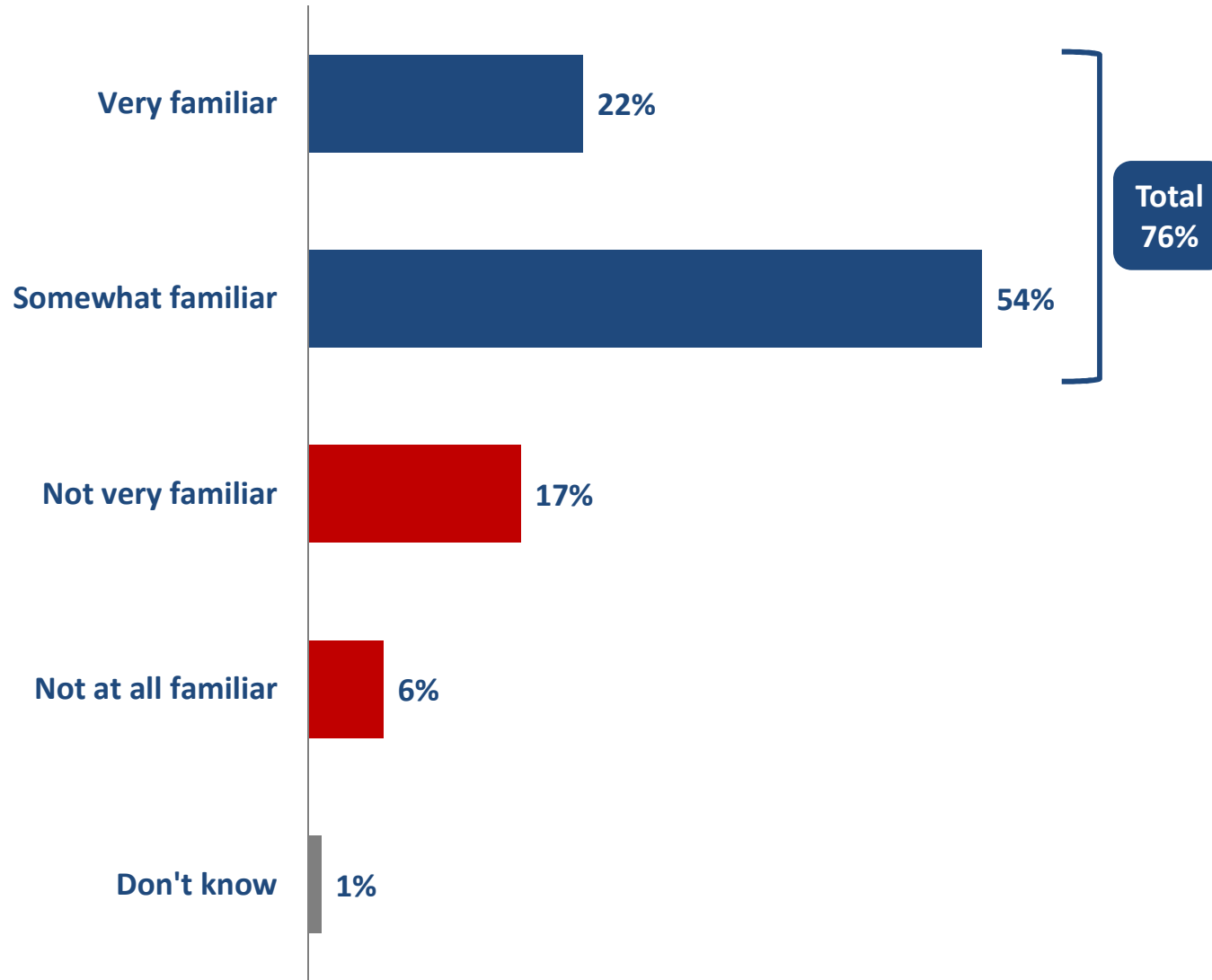
Familiarity with Issue

Overall, three-quarters (76%) of residents say they are familiar with the issue of sewage treatment in the Capital Regional District. This includes 22% saying 'very familiar' and 54% saying 'somewhat familiar'.

- Claimed familiarity ('very' or 'somewhat') is higher among men (86% vs. 67% of women) and older residents (88% of 55+ years vs. 68% of those under the age of 55).



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=452)

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, four criteria stand out from the rest and account for three-quarters (74%) of all mentions.

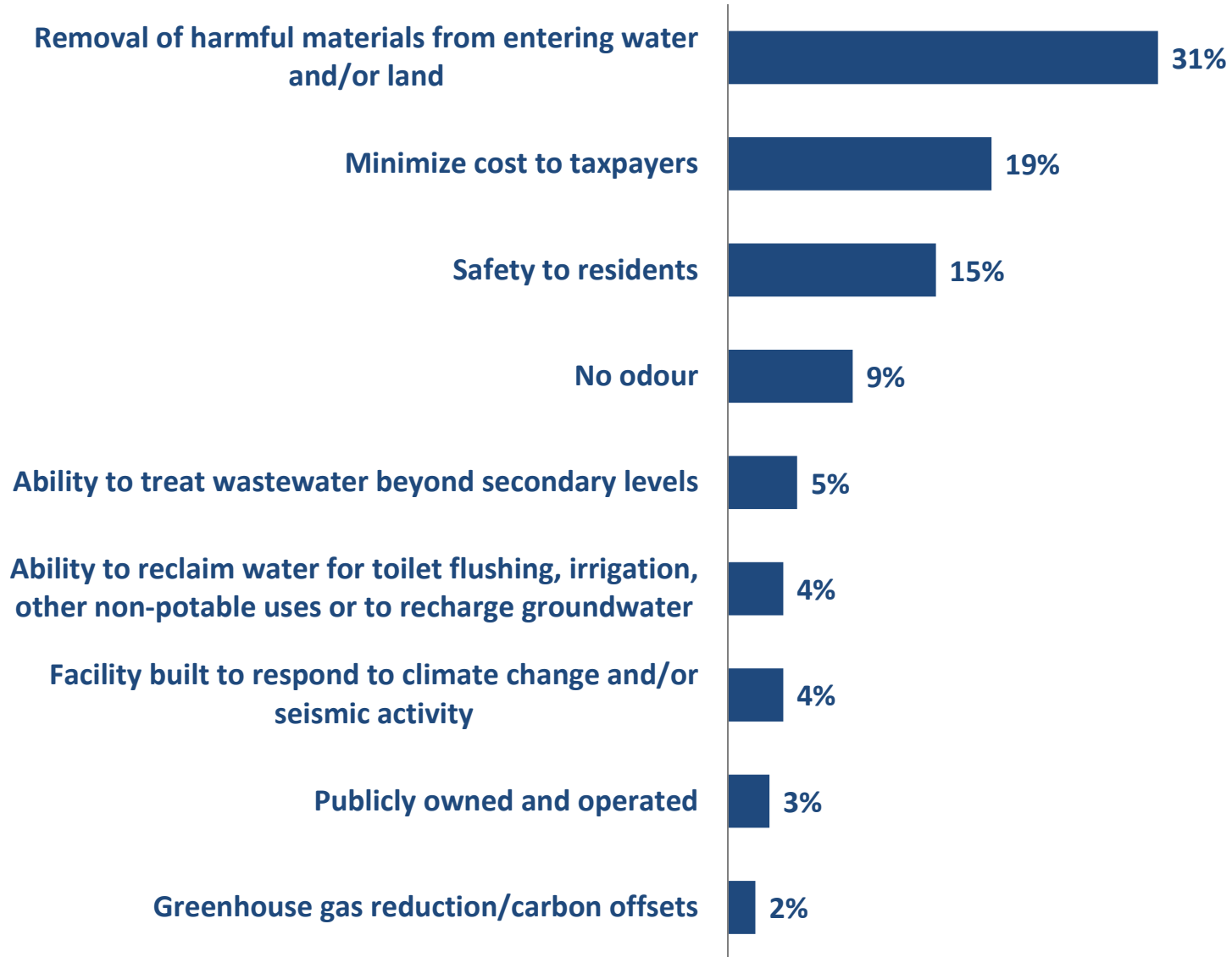
The single biggest one is 'removal of harmful materials from entering water and/or land', with 31% of residents selecting this as the most important criteria when developing a sewage treatment facility for the Capital Regional District.

This is followed by 'minimize cost to taxpayers' (19%), 'safety to residents' (15%) and 'no odour' (9%).

- Men are more likely to emphasize cost (28% of men select 'minimize cost to taxpayers' as the most important criteria vs. 11% of women) while women place a greater emphasis on safety (24% of women select 'safety to residents' as the most important criteria vs. 6% of men).



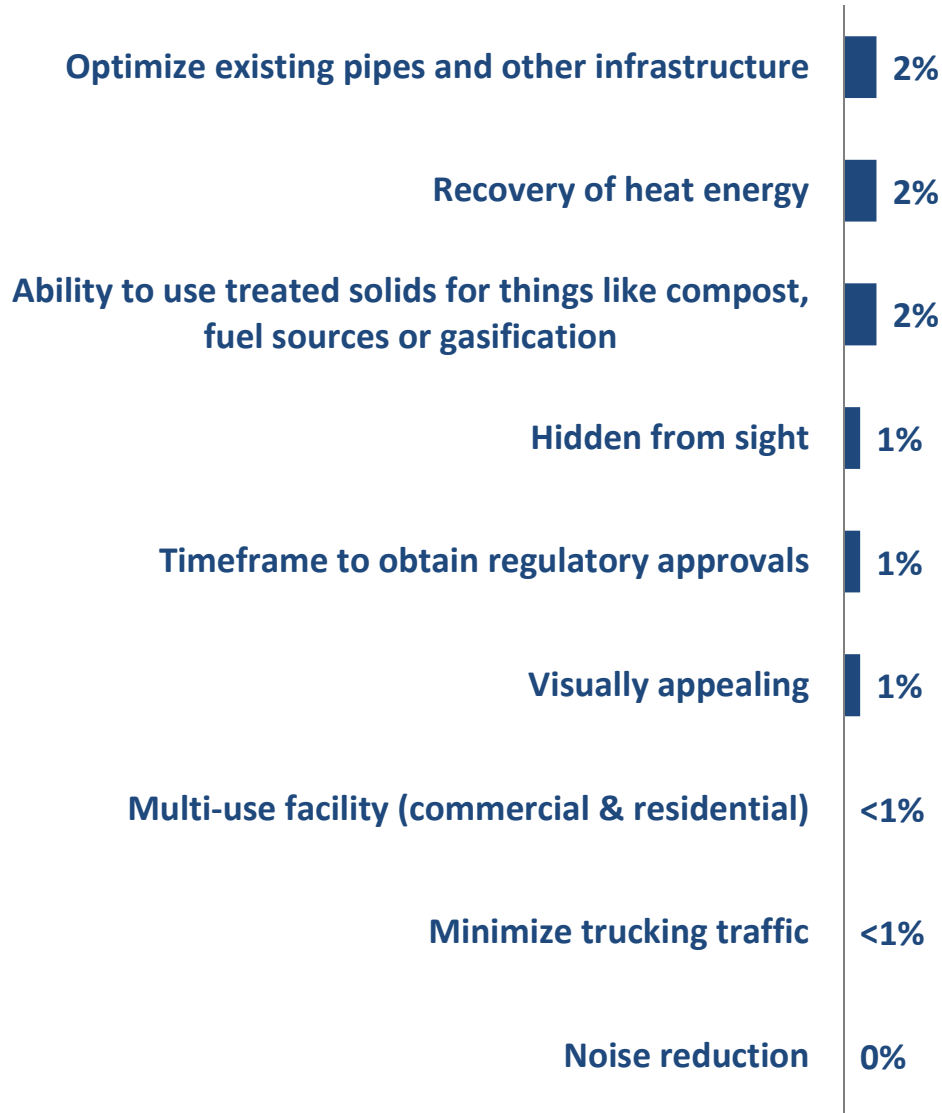
Most Important Criteria (slide 1 of 2)



Base: All respondents (n=452)



Most Important Criteria (slide 2 of 2)



Base: All respondents (n=452)

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 (4.4) of all 18 criteria.

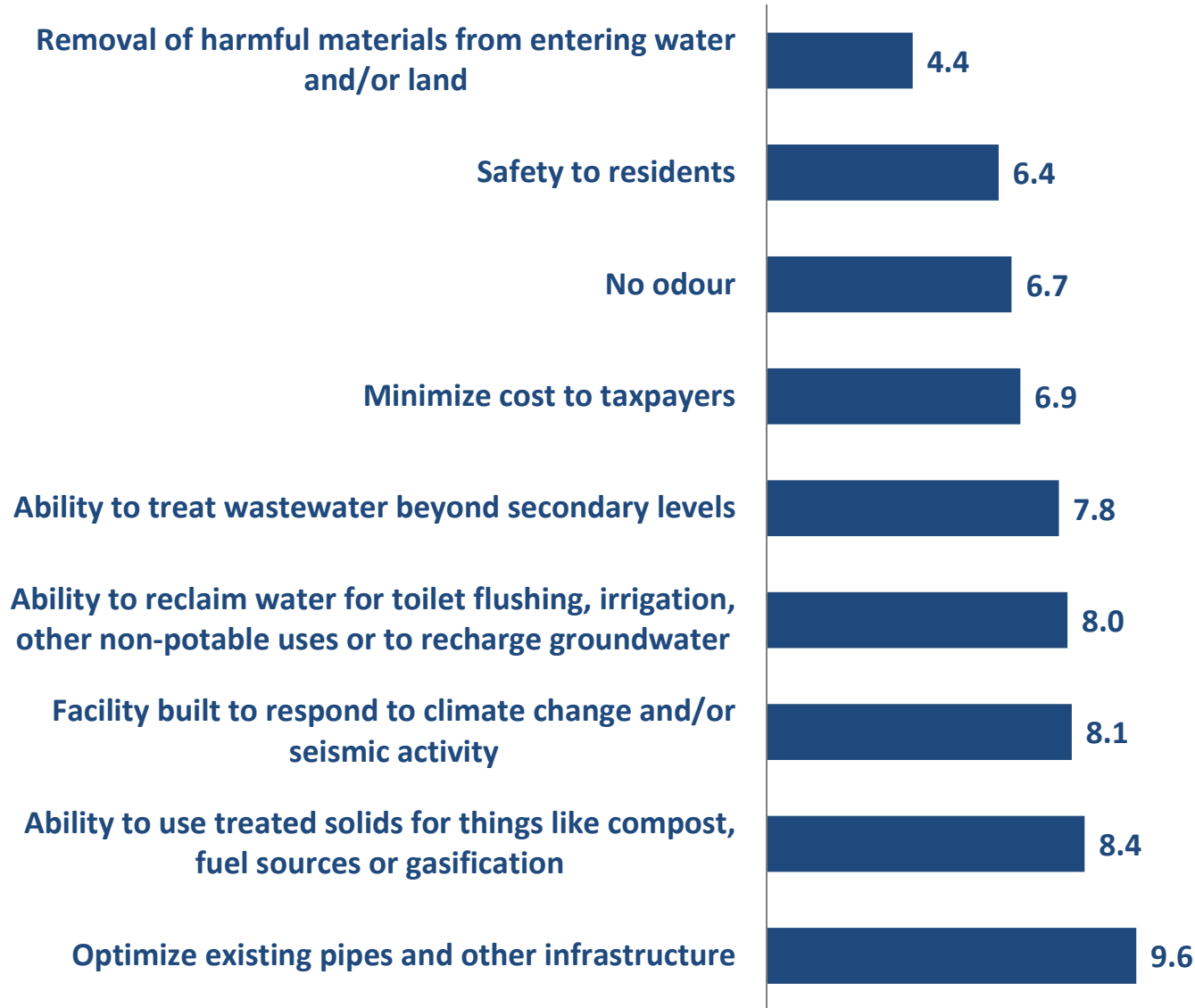
This is followed by 'safety to residents' (average rank of 6.4), 'no odour' (6.7), and 'minimize cost to taxpayers' (6.9).

Slightly higher average rankings are seen for 'ability to treat wastewater beyond secondary levels' (7.8), 'ability to reclaim water for toilet flushing, irrigation, other non-potable uses or to recharge groundwater' (8.0), 'facility built to respond to climate change and/or seismic activity' (8.1), 'ability to use treated solids for things like compost, fuel sources or gasification' (8.4), 'optimize existing pipes and other infrastructure' (9.6) and 'greenhouse gas reduction/carbon offsets' (9.8).

Criteria receiving an average rank of 10 or higher include 'recovery of heat energy' (10.1), 'publicly owned and operated' (10.7), 'noise reduction' (11.3), 'minimize trucking traffic' (11.9), 'multi-use facility (commercial & residential)' (12.2), 'timeframe to obtain regulatory approvals' (12.3), 'visually appealing' (13.0) and 'hidden from sight' (13.3).



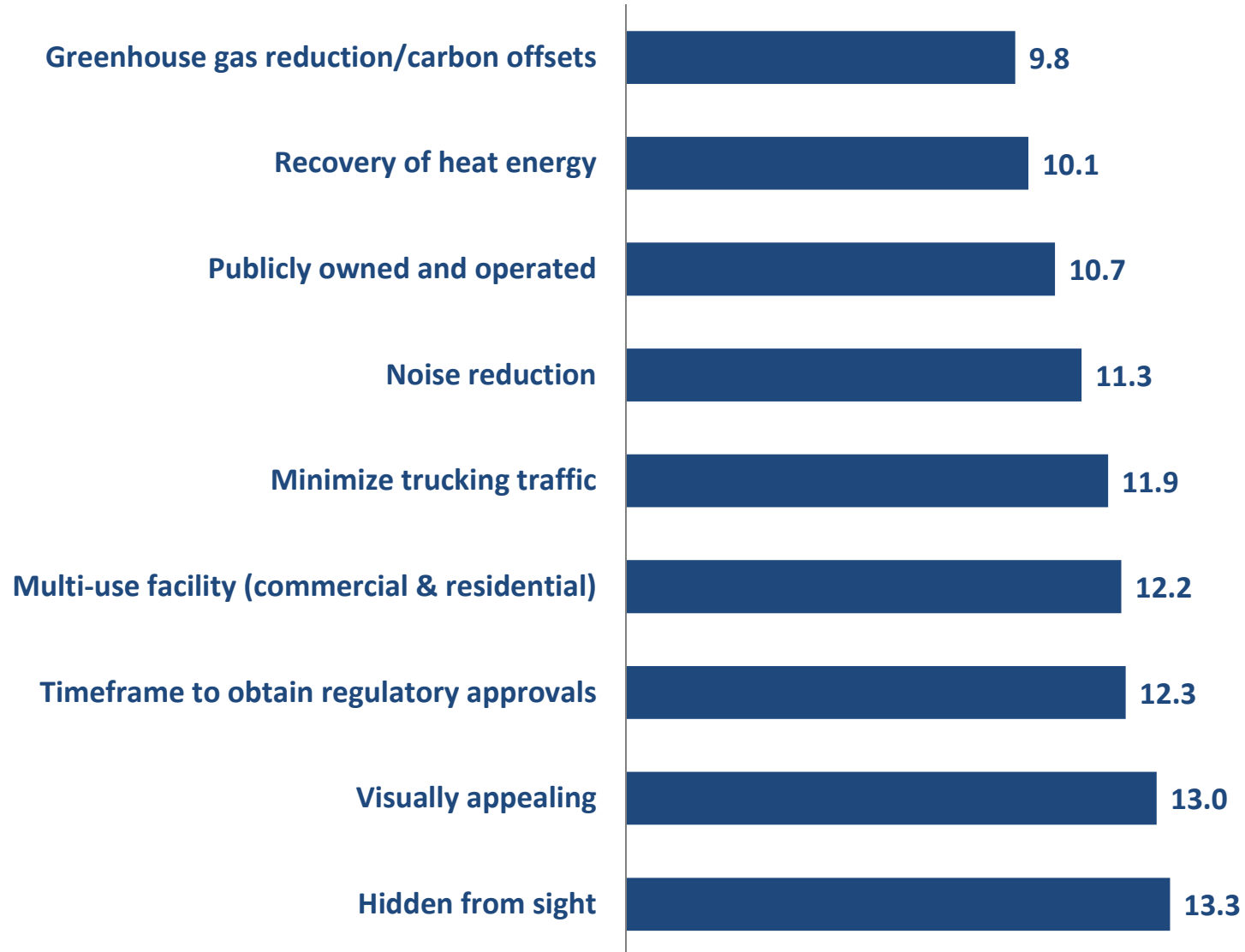
Average Rank of Criteria (slide 1 of 2)



Base: All respondents (n=452)



Average Rank of Criteria (slide 2 of 2)



Base: All respondents (n=452)

Additional Comments and Suggestions



Additional Comments and Suggestions

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.

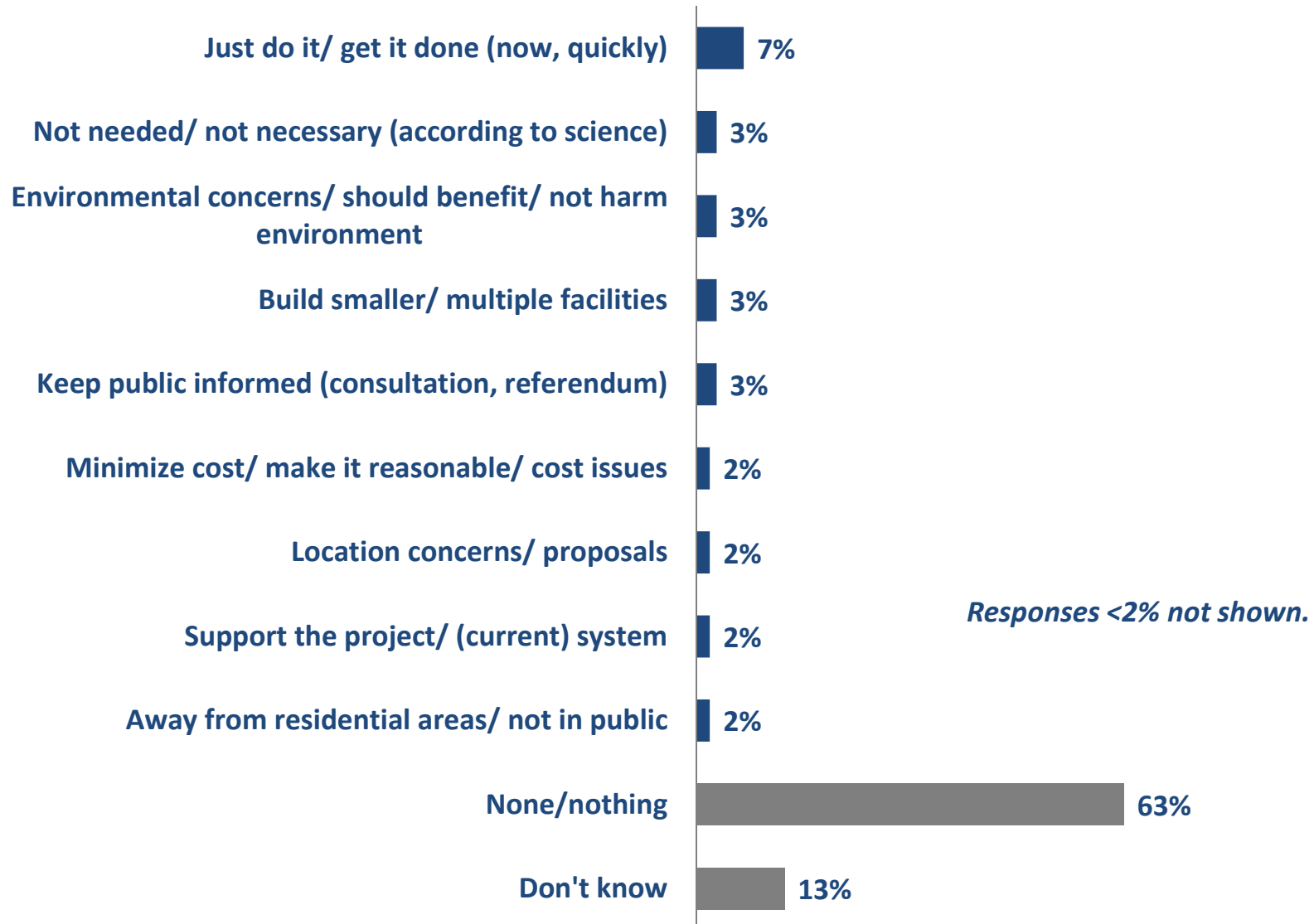
Overall, three-quarters (76%) of residents do not provide any additional comments or suggestions (includes 63% saying 'none/nothing' and 13% saying 'don't know').

Of the comments and suggestions that are provided, 'just do it/get in done (now, quickly)' tops the list, mentioned by 7% of residents.

All other comments and suggestions are mentioned by less than 5% of respondents, and include 'not needed/not necessary (according to science)' (3%), 'environmental concerns/should benefit/not harm environment' (3%), 'build smaller/multiple facilities' (3%), and 'keep public informed (consultation, referendum)' (3%), among others.



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=452)

Appendix: Placement of Each Criteria



Appendix: Placement of Each Criteria

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 31% of residents.

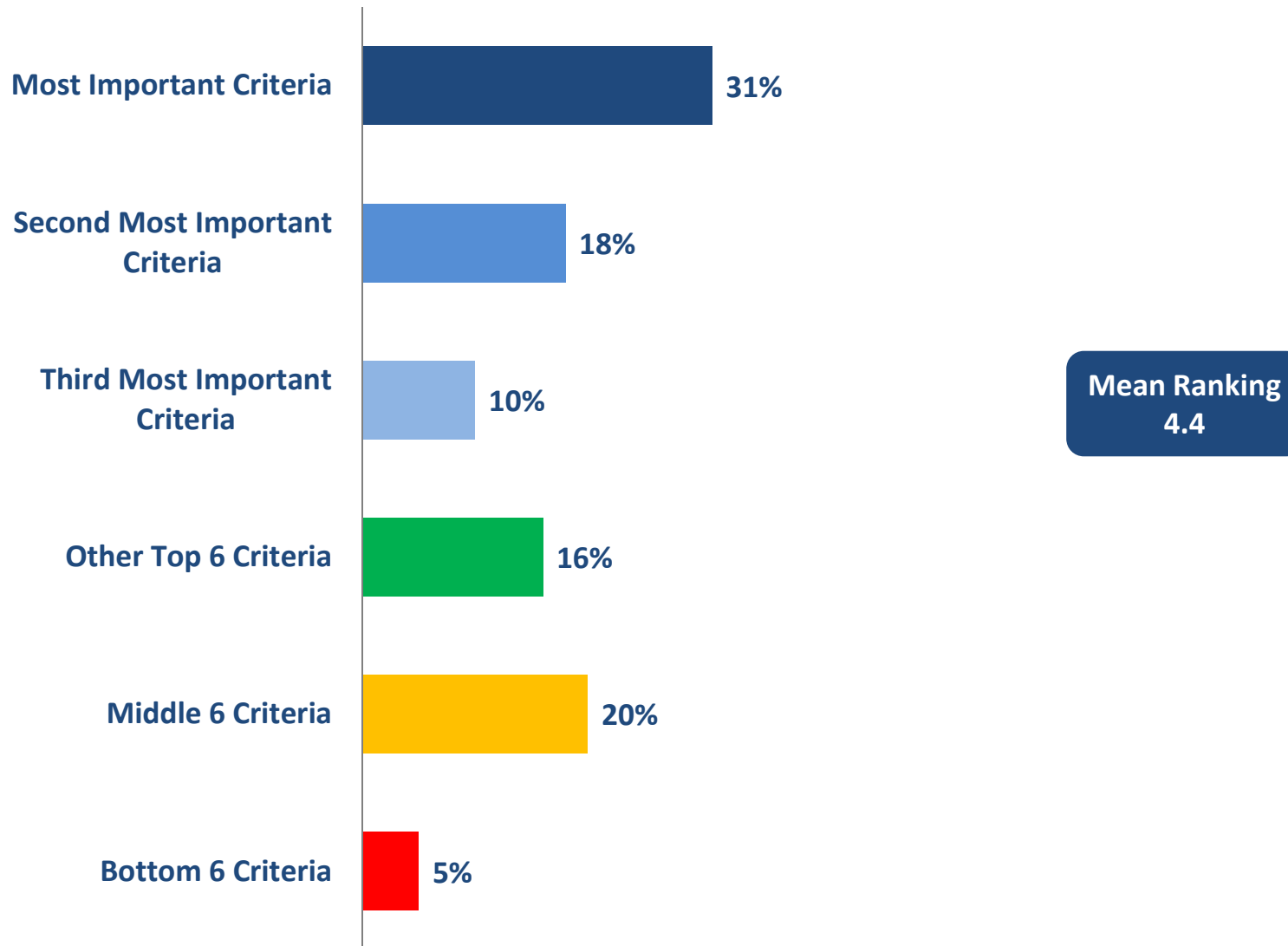
Another 18% say this is the second most important criteria and 10% say it is the third most important criteria. It places in the other top 6 criteria of another 16% of residents.

At the other end of the spectrum are 20% of residents who place this attribute in their middle 6 criteria and 5% who say it is one of their bottom 6 criteria.

The average ranking of this criteria is 4.4.



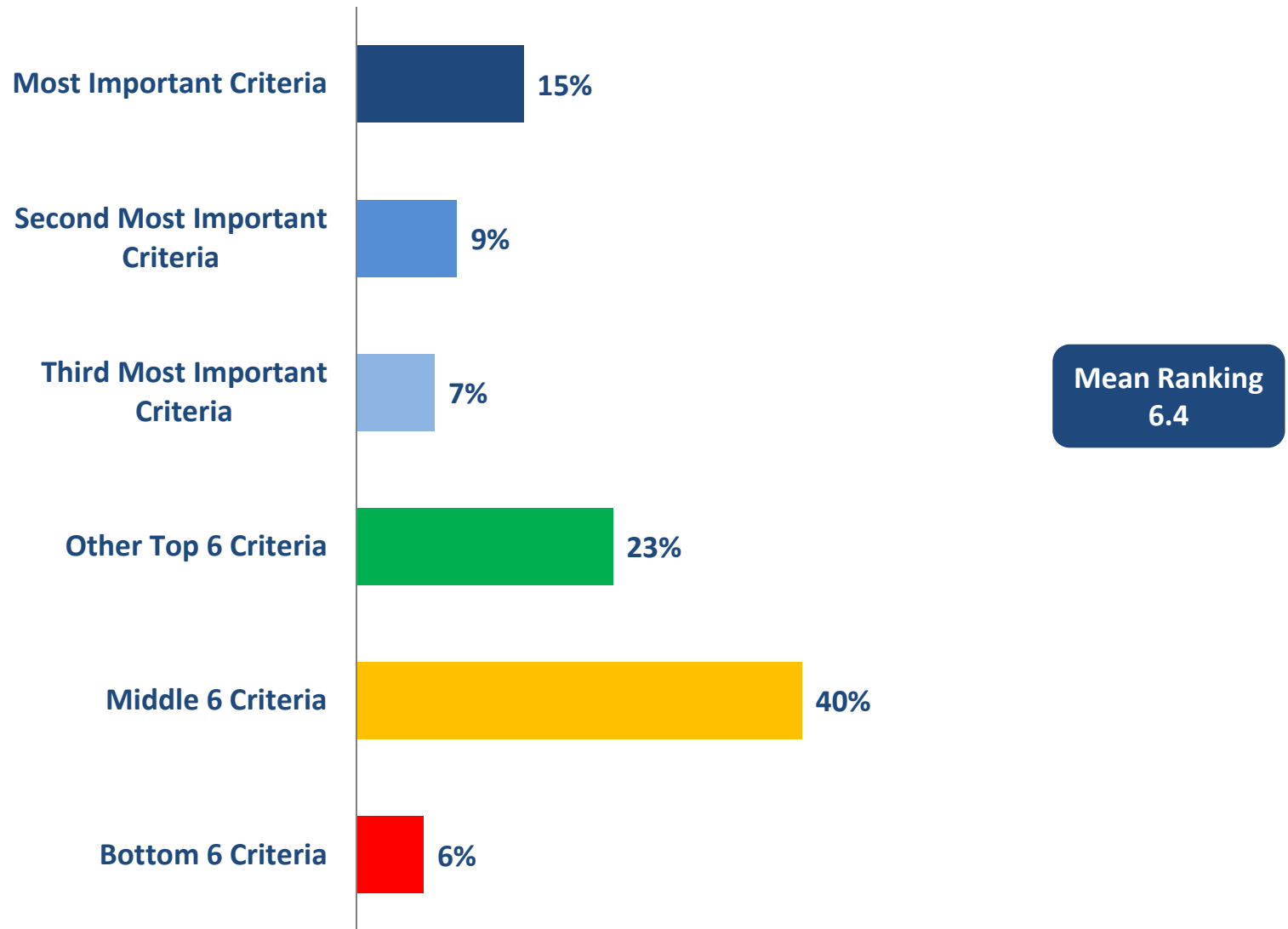
Removal of Harmful Materials from Entering Water and/or Land



Base: All respondents (n=452)



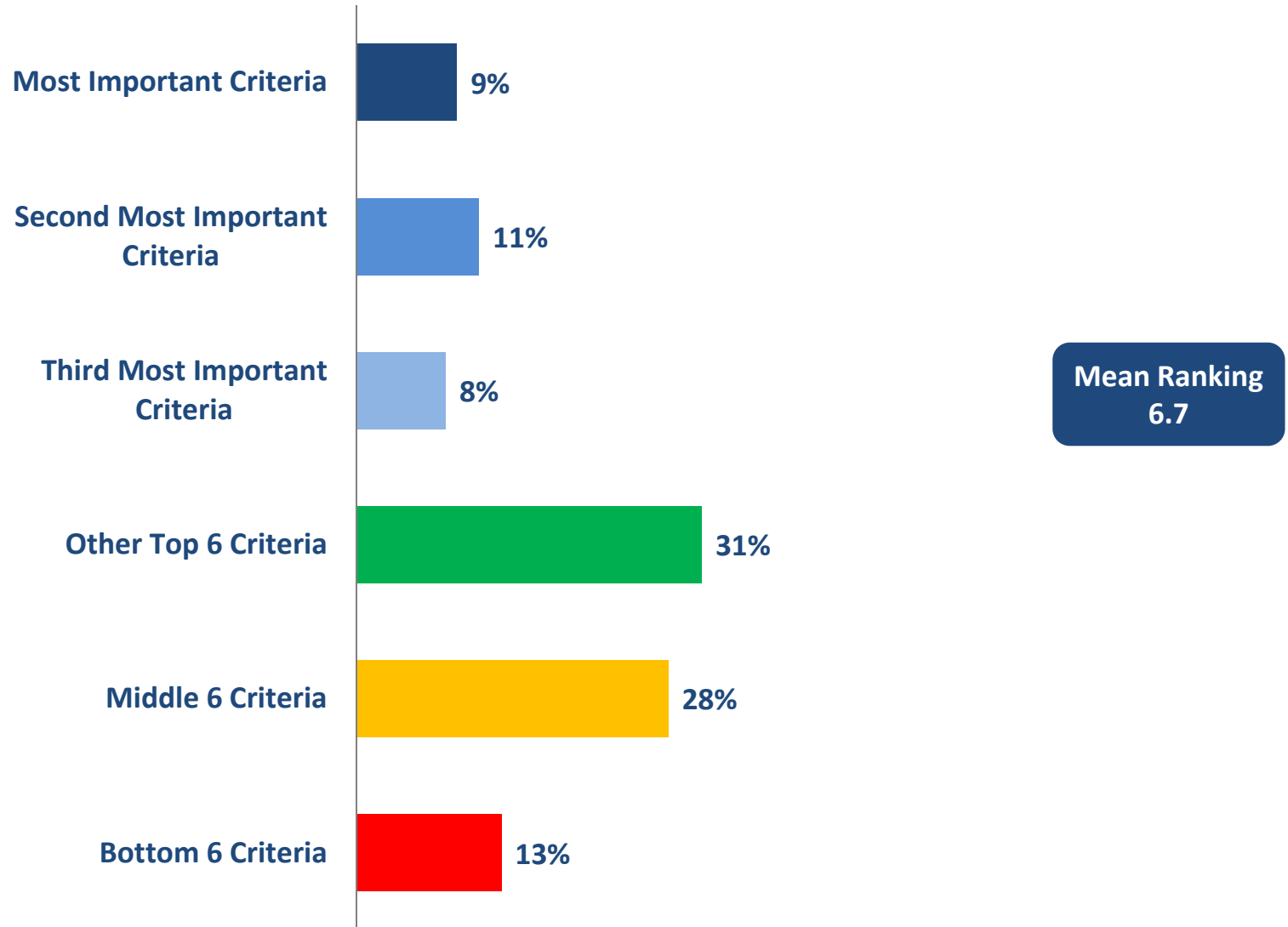
Safety to Residents



Base: All respondents (n=452)



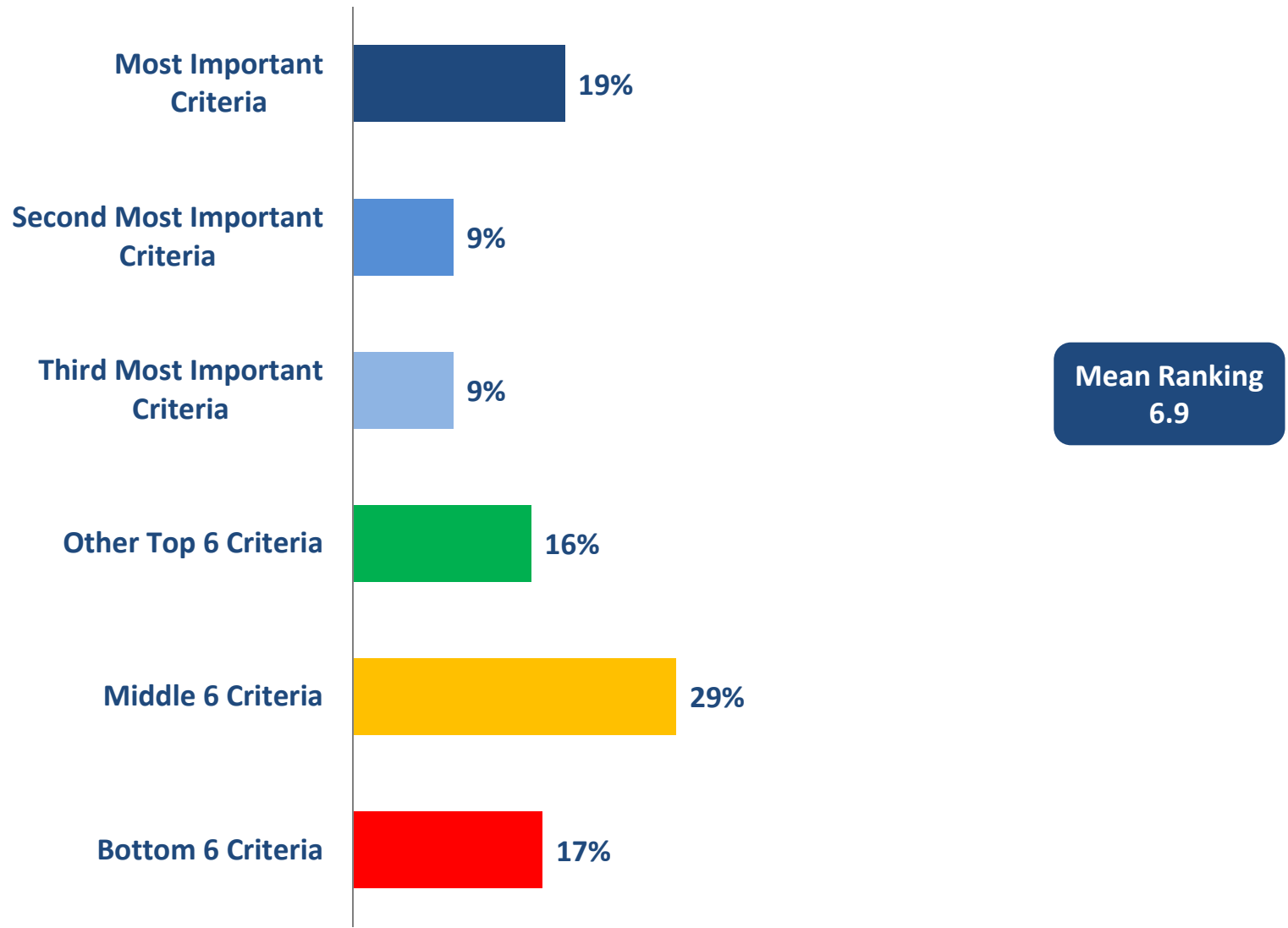
No Odour



Base: All respondents (n=452)



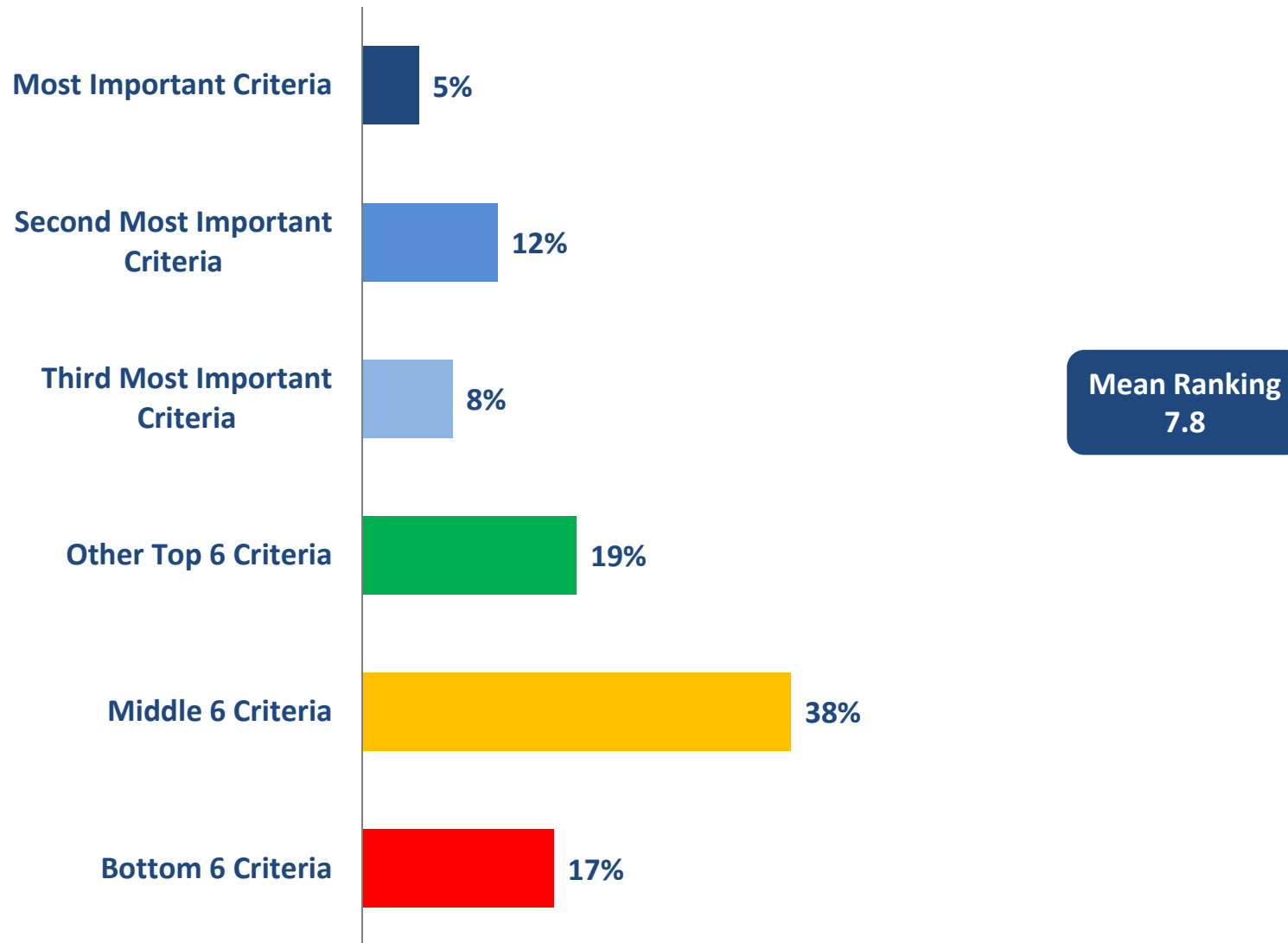
Minimize Cost to Taxpayers



Base: All respondents (n=452)



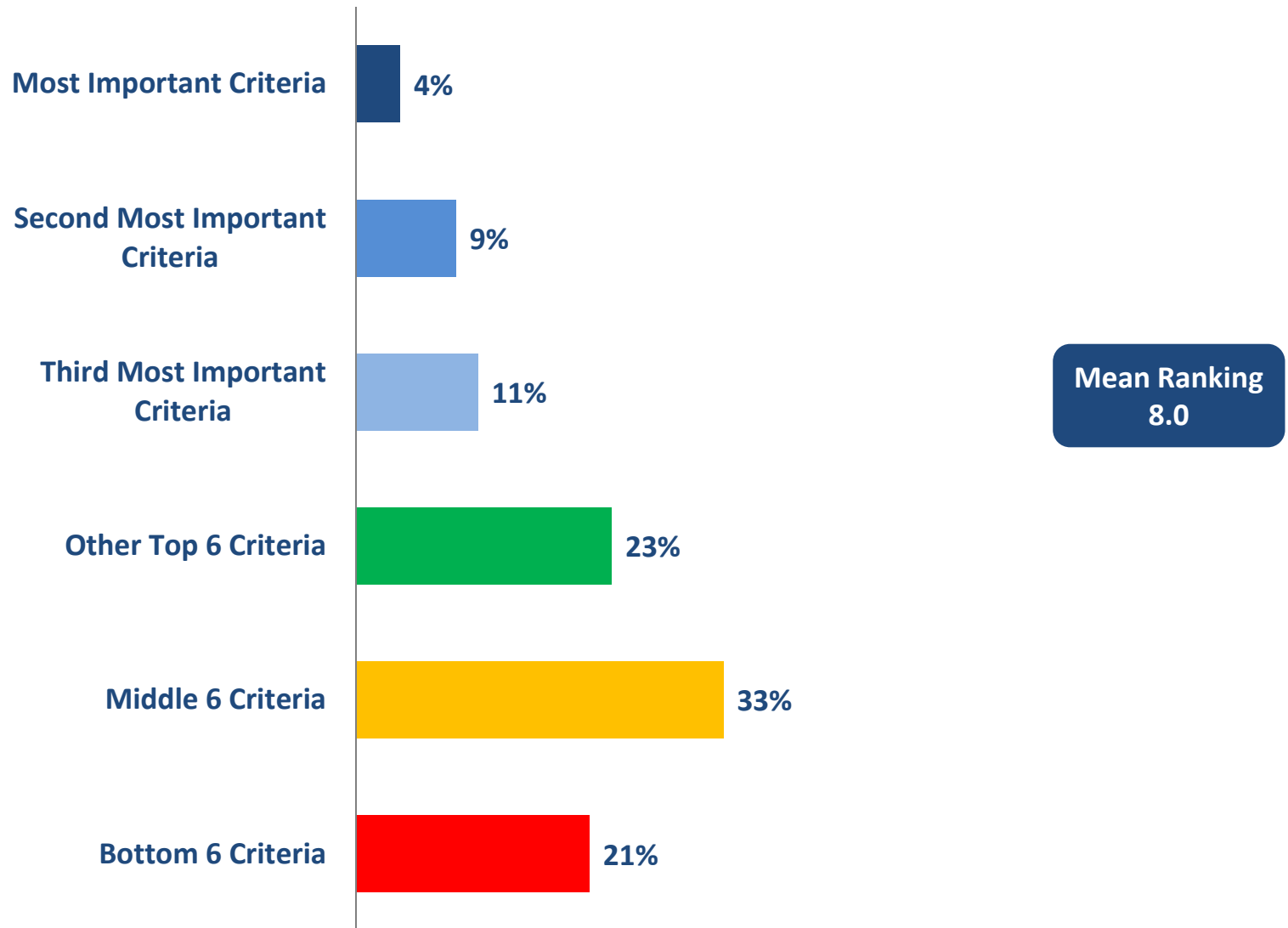
Ability to Treat Wastewater Beyond Secondary Levels



Base: All respondents (n=452)



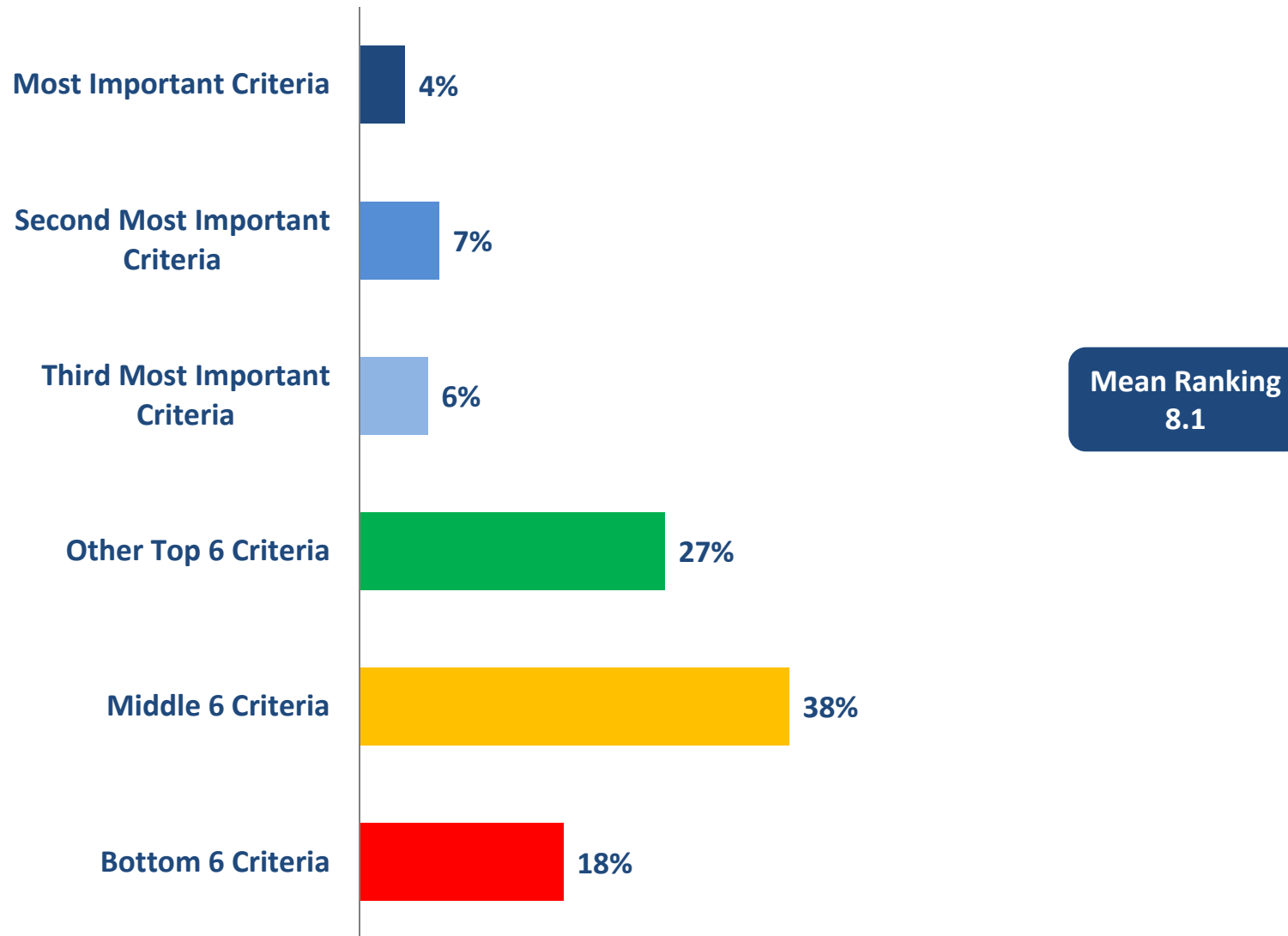
Ability to Reclaim Water for Toilet Flushing, Irrigation, Other Non-Potable Uses or to Recharge Groundwater



Base: All respondents (n=452)



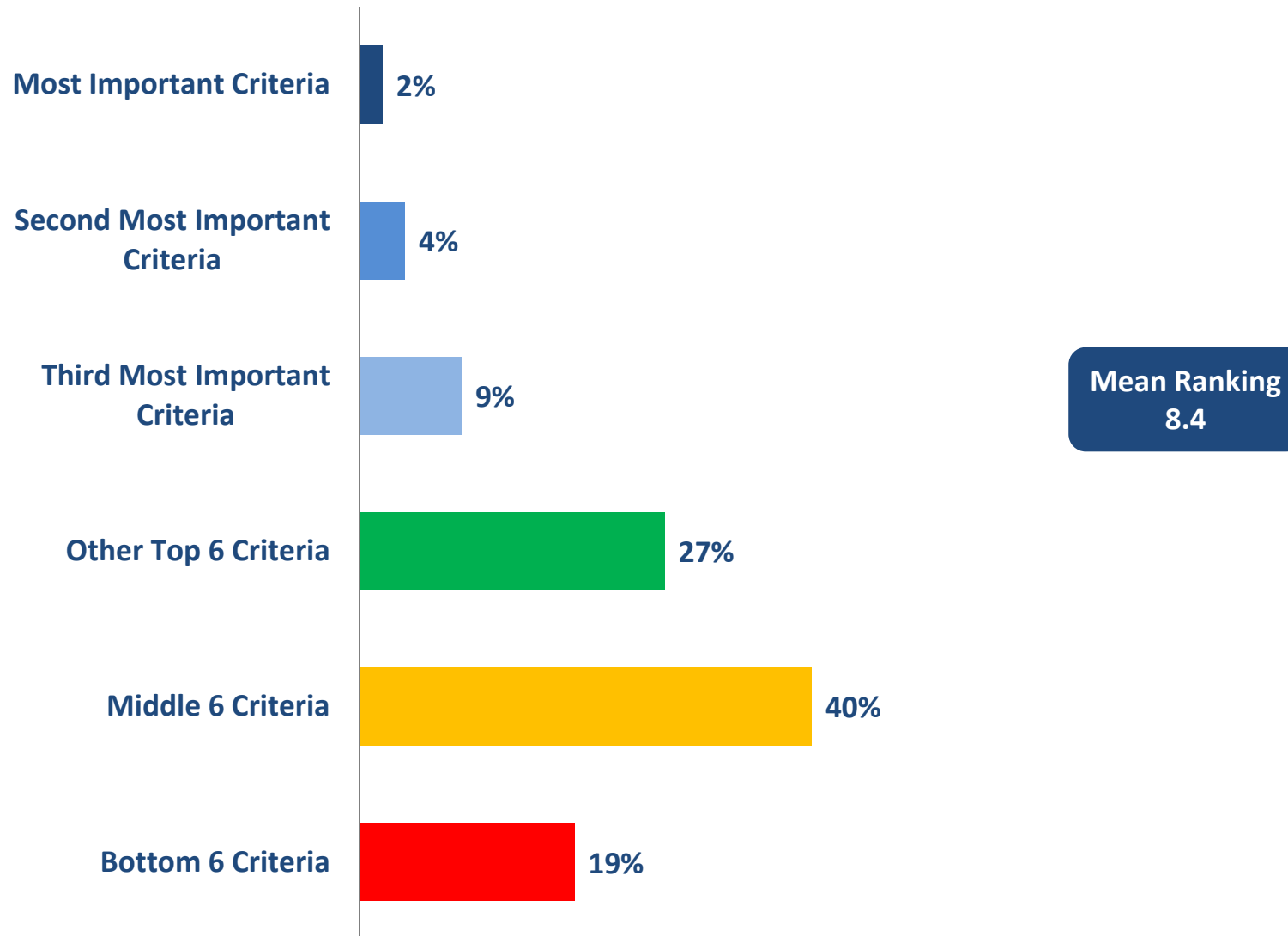
Facility Built to Respond to Climate Change and/or Seismic Activity



Base: All respondents (n=452)



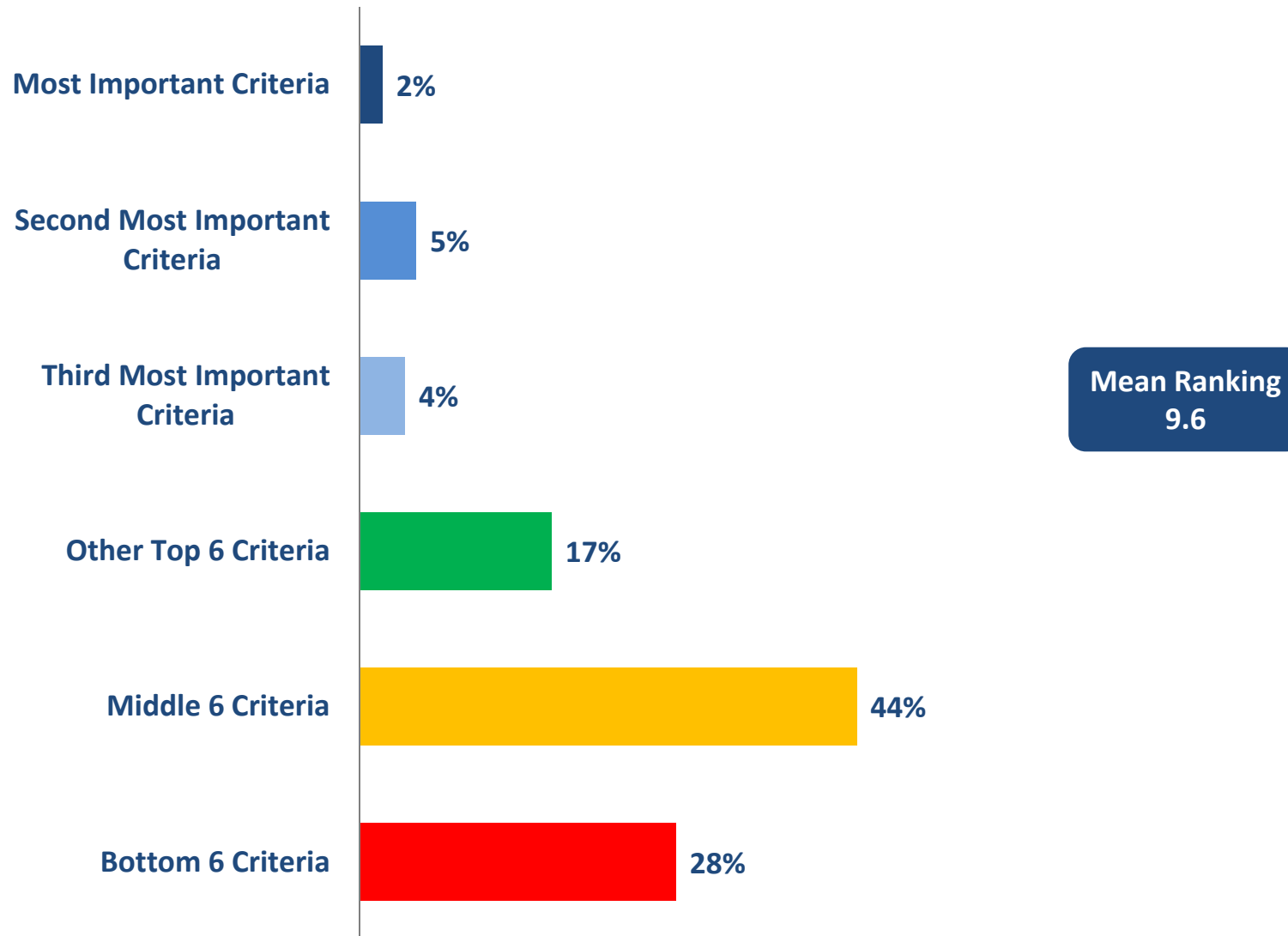
Ability to Use Treated Solids for Things like Compost, Fuel Sources or Gasification



Base: All respondents (n=452)



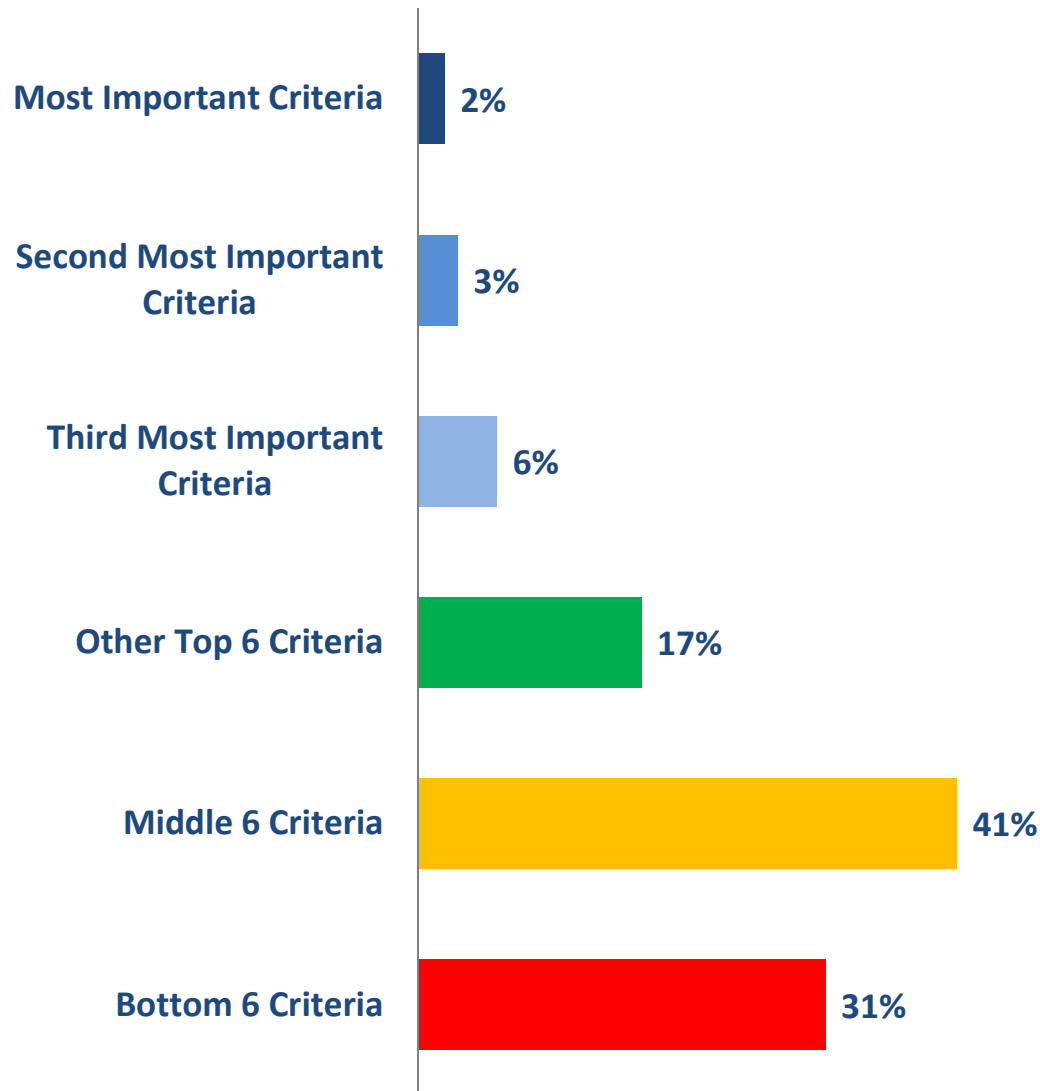
Optimize Existing Pipes and Other Infrastructure



Base: All respondents (n=452)



Greenhouse Gas Reduction/Carbon Offsets

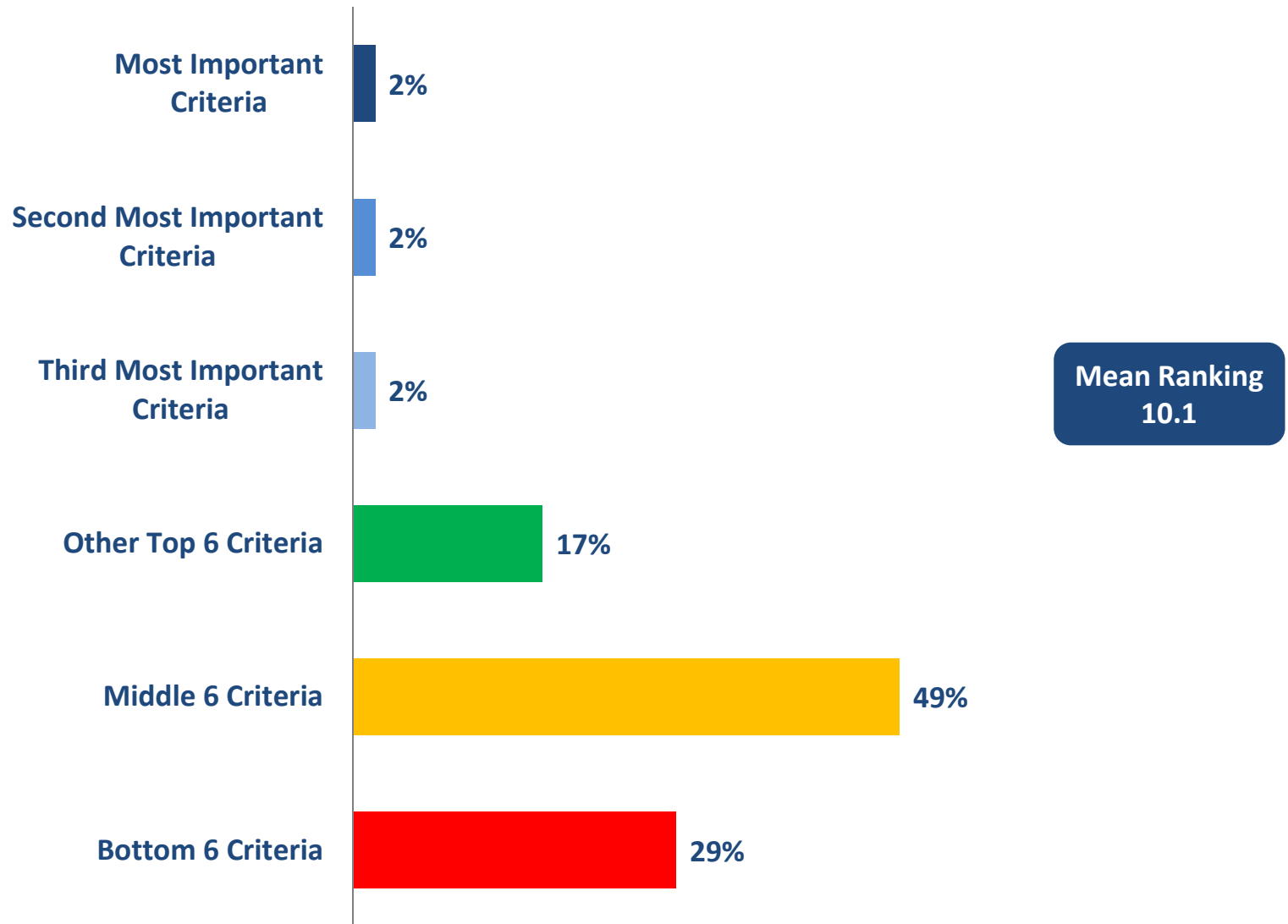


Mean Ranking
9.8

Base: All respondents (n=452)



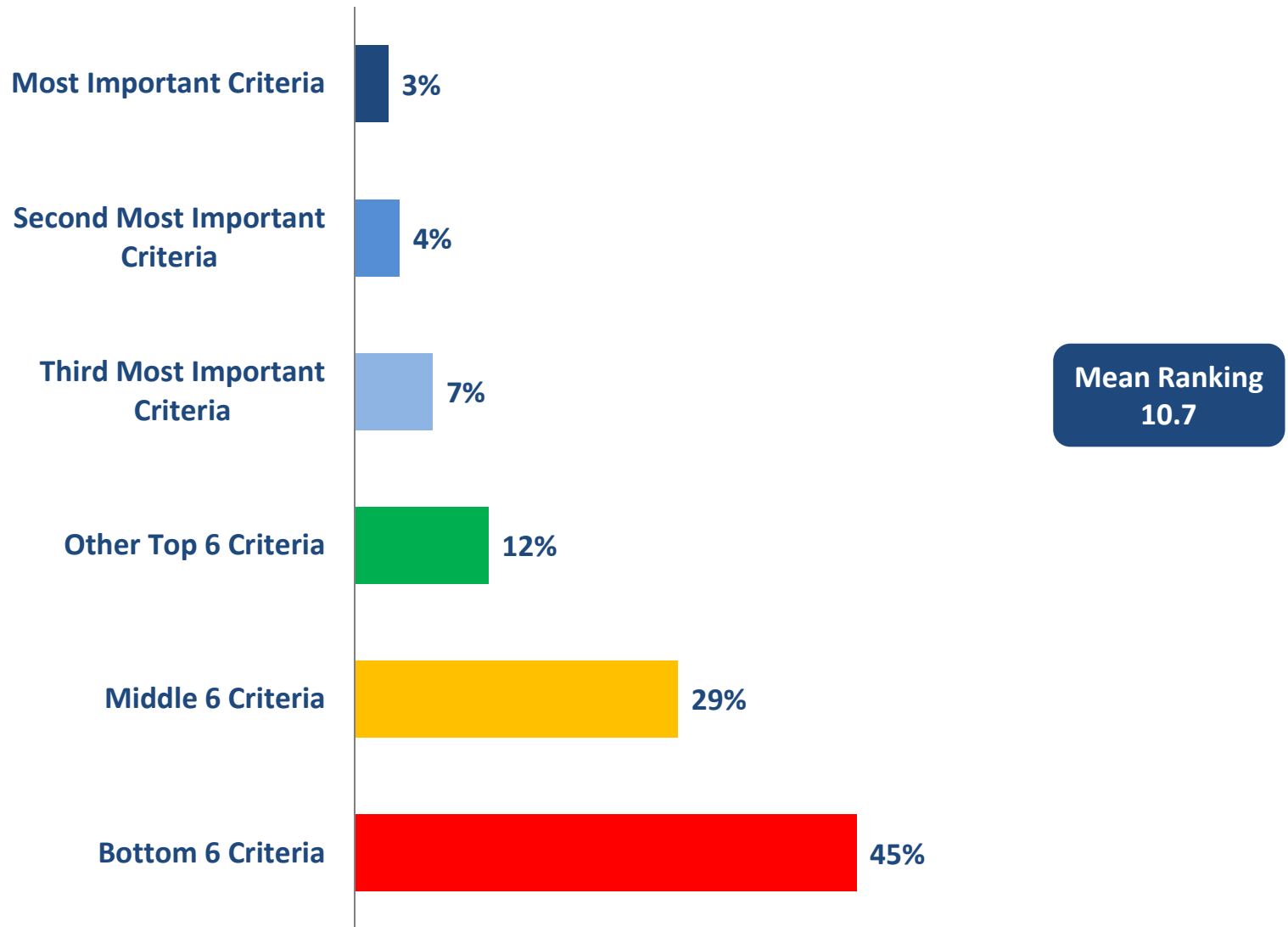
Recovery of Heat Energy



Base: All respondents (n=452)



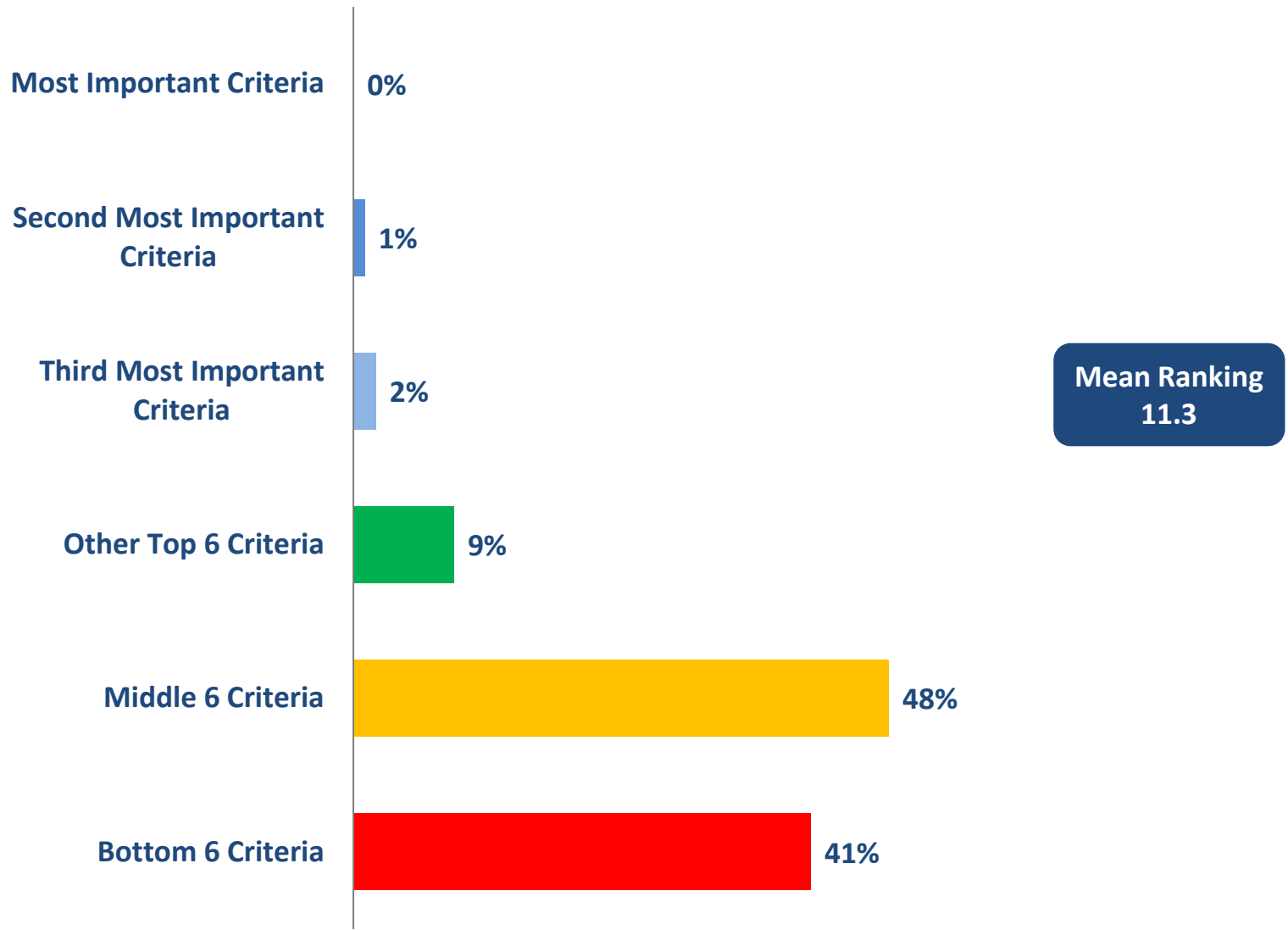
Publicly Owned and Operated



Base: All respondents (n=452)



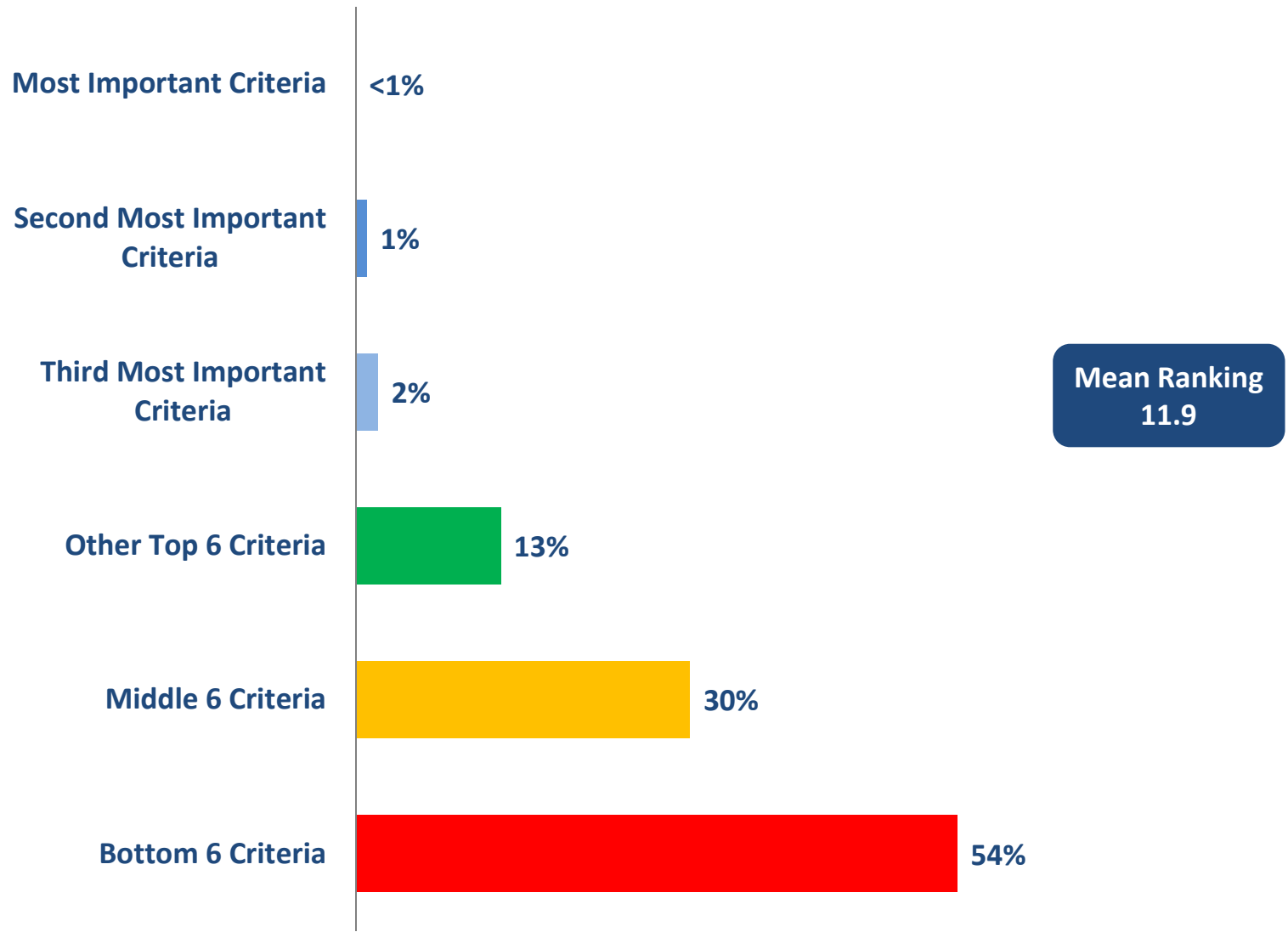
Noise Reduction



Base: All respondents (n=452)



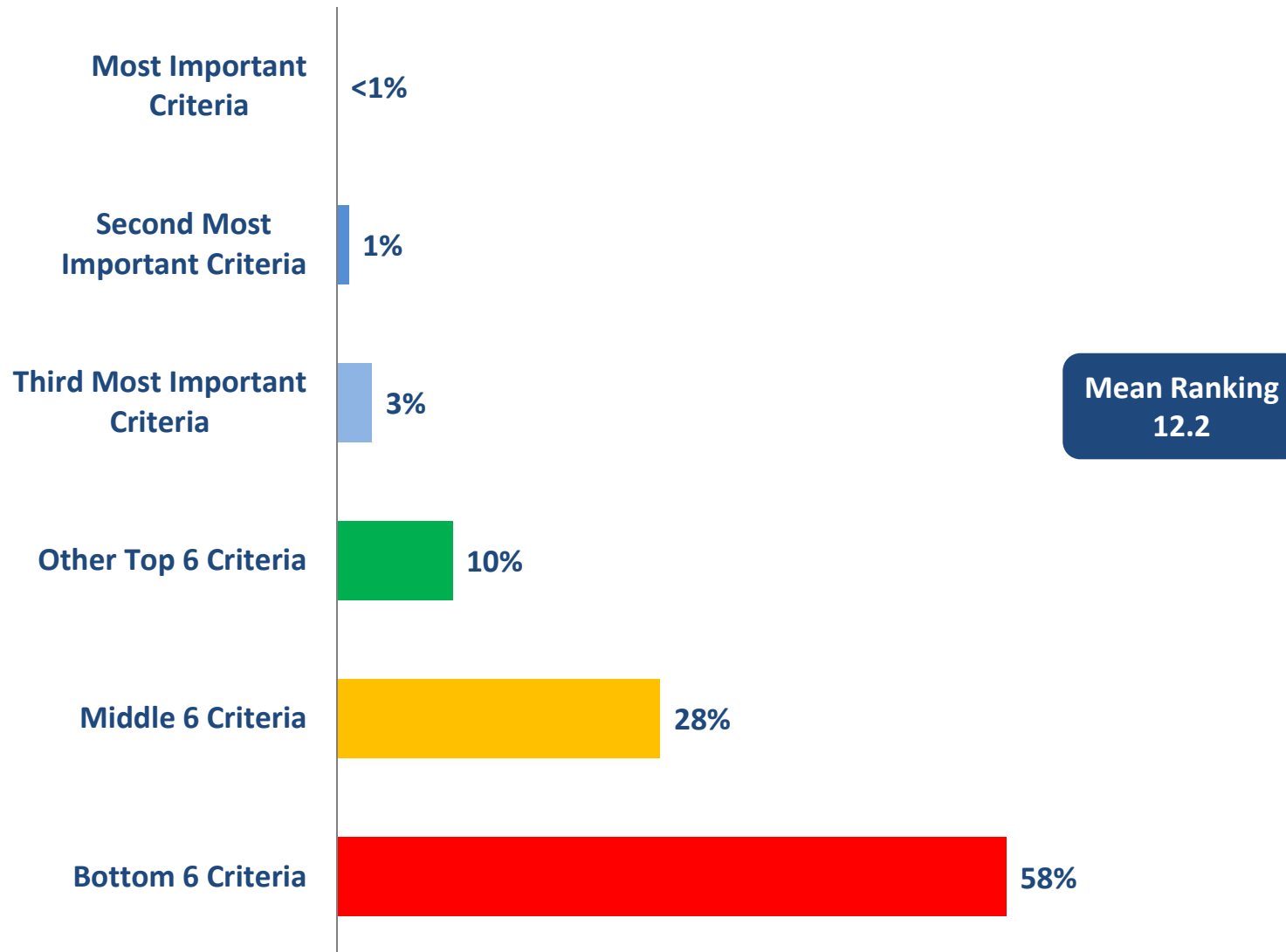
Minimize Trucking Traffic



Base: All respondents (n=452)



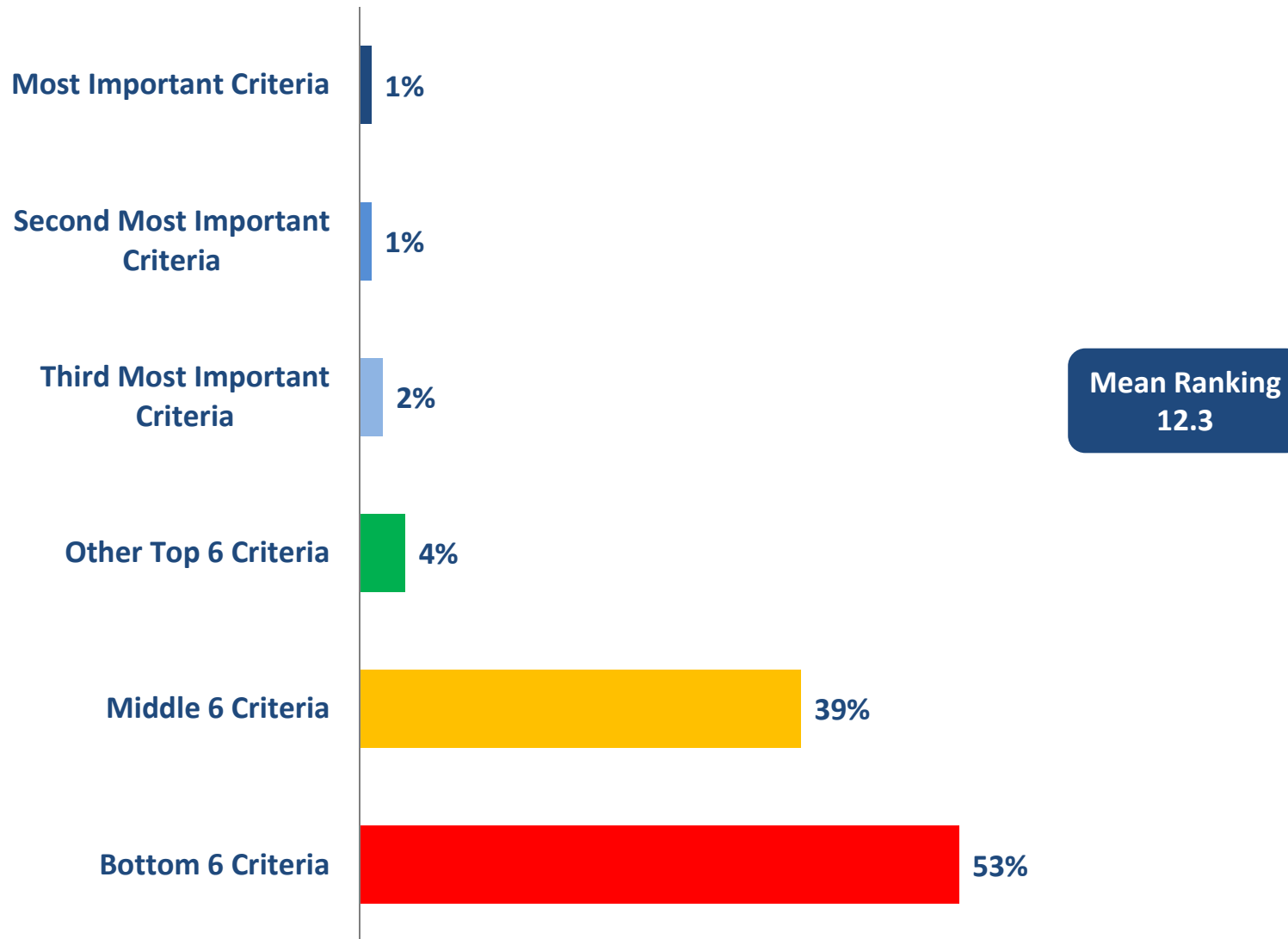
Multi-Use Facility (Commercial & Residential)



Base: All respondents (n=452)



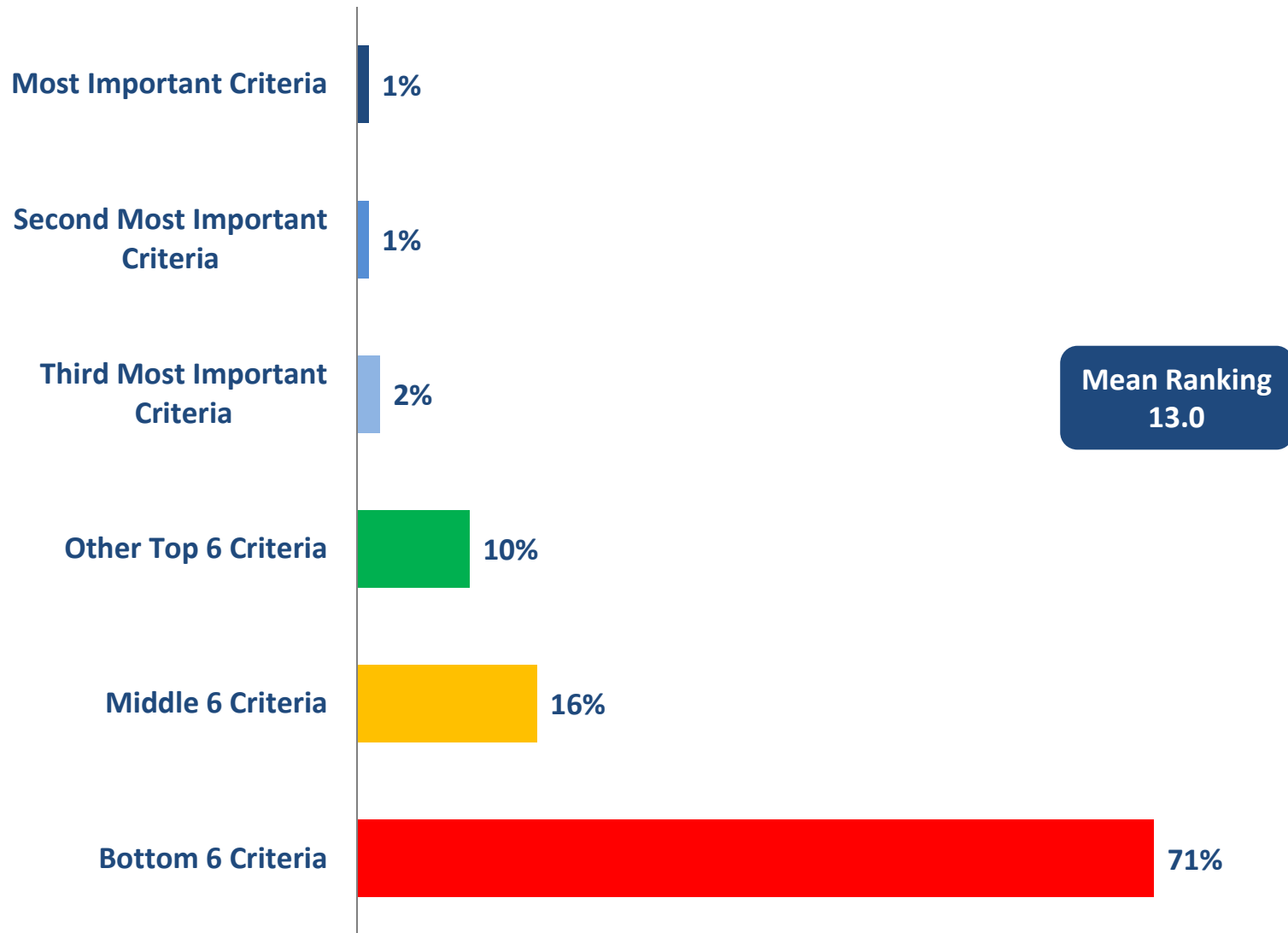
Timeframe to Obtain Regulatory Approvals



Base: All respondents (n=452)



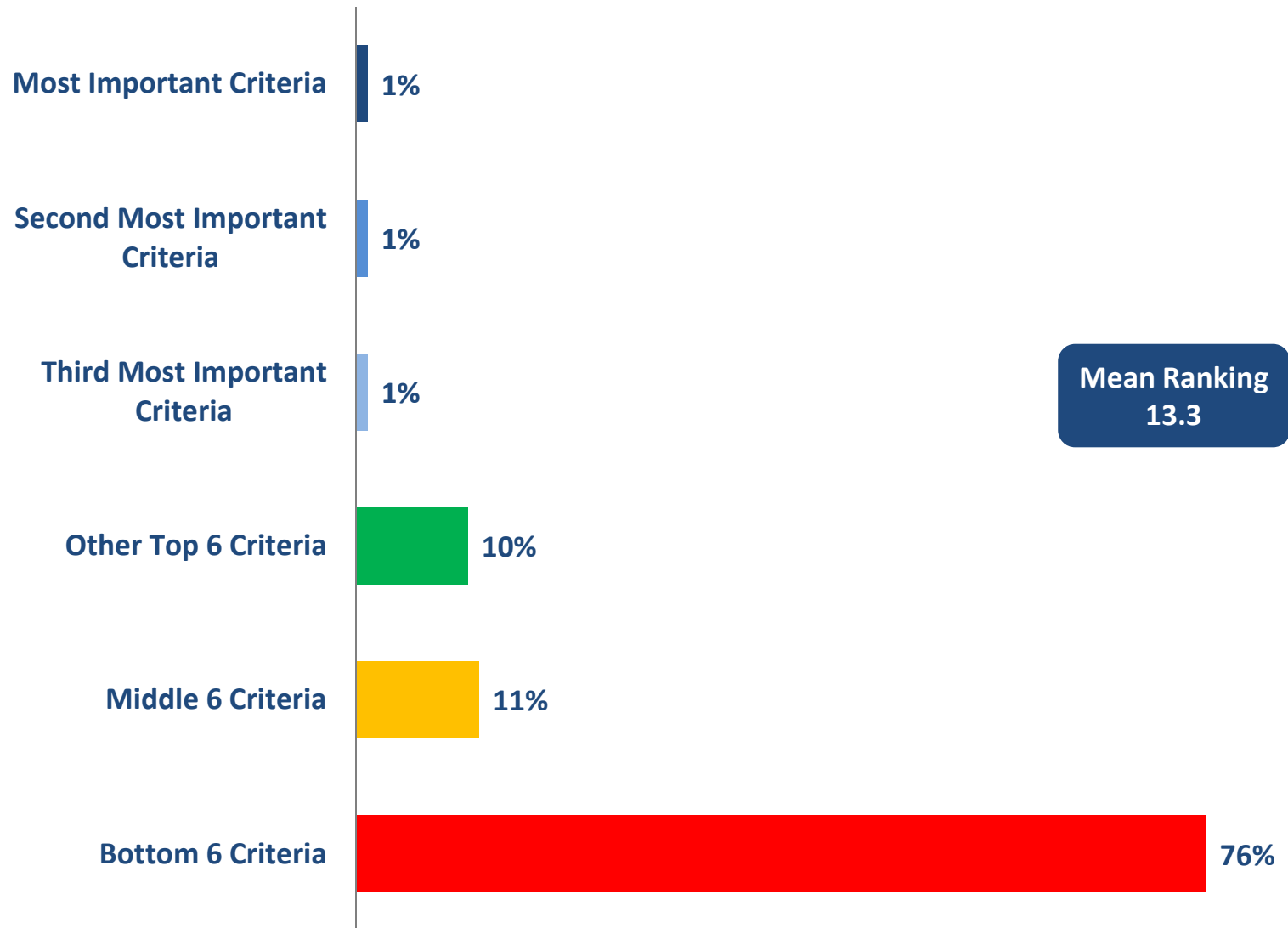
Visually Appealing



Base: All respondents (n=452)



Hidden from Sight



Base: All respondents (n=452)



Ipsos Reid Contact Information

Kyle Braid
Vice President

(778) 373-5130
kyle.braid@ipsos.com