

Westside Solutions

Public Engagement Tracking Survey

Draft Report



METHODOLOGY

This report presents the findings of a telephone survey conducted on behalf of Westside Solutions. A total of 401 telephone interviews were conducted with a randomly selected representative sample of adults (aged 18 years or older) living in Langford, Colwood, View Royal, Esquimalt, Songhees Nation, and Esquimalt Nation. Sample was pulled by a combination of census subdivisions and six digit postal codes. All interviewing was conducted between October 20 and 26, 2015. The data has been weighted to reflect the population based on Census data for region, age, and gender. Overall results are accurate to within ± 4.9 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.

Interpreting and Viewing the Results

Please note that some “Totals” in this report may seem off due to rounding error. For example, 35% and 24% might add to 60% (not 59%). With decimals, the component percentages might be 35.4% (rounds down to 35%) and 24.2% (rounds down to 24%), making the total 59.6%, which rounds up to 60%. All percentages shown are correct.

Analysis of some of the statistically significant results is included where applicable. While a number of significant differences may appear in the cross-tabulation output, not all differences warrant discussion.

METHODOLOGY

The unweighted and weighted sample sizes by region, gender, and age can be found below.

	Unweighted	Weighted	Weighted Percentage
Region			
Langford	125	161	40%
Colwood	100	88	22%
View Royal	69	54	13%
Esquimalt/Esquimalt Nation/Songhees Nation	107	98	25%
Gender			
Male	193	195	49%
Female	208	206	51%
Age			
Under 55 years	202	270	67%
55 years or older	199	131	33%

EXECUTIVE SUMMARY

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Awareness and Interest

Just over two-thirds (68%) of residents say they are closely following the planning of a wastewater treatment solution for the region.

Claimed participation in previous public consultation activities is significantly lower, with less than one-in-ten (9%) residents saying they have participated in a public information event or survey about the building of the wastewater treatment solution in the last 12 months.

Concerns

Of the three specific concerns presented to respondents, the single biggest one is 'the continued discharge of sewage into the ocean', with half (50%) of residents identifying this as the issue they are MOST CONCERNED about.

Significantly fewer mention 'the increase you will pay on your city tax bill to pay for a wastewater treatment solution' (24% MOST CONCERNED) or 'how building of project's treatment sites will impact quality of life in your neighbourhood' (20% MOST CONCERNED).

EXECUTIVE SUMMARY

Willingness to Pay and Design Priorities

Residents overwhelmingly prefer 'pay more to build a solution that allows potential reuse of water and removed solids for energy recovery' (81%) over 'pay less to build a solution that meets current regulation but does not allow reuse of water or solids removed during treatment' (16%).

When asked about support for a variety of higher and lower cost design solutions, the more expensive solutions are preferred by a strong majority of residents in all instances.

- 78% prefer 'a higher cost solution that treats water so it can be used for things like irrigation' versus 21% who prefer 'a lower cost solution that treats water but discharges it all into the ocean'.
- 84% prefer 'a higher cost solution that allows conversion of solids to produce revenue' versus 14% who prefer 'a lower cost solution that has no revenue potential and solids are placed in landfill'.
- 78% prefer 'a higher cost wastewater treatment facility that allows for multi-use such as green space or renting as commercial property' versus 22% who prefer 'a lower cost wastewater treatment facility that has no multi-use or cost recovery purposes'.
- 80% prefer 'a higher cost solution that reduces the impact on neighbourhood quality of life' versus 18% who prefer 'a lower cost solution that has a bigger impact on neighbourhood quality of life'.

AWARENESS AND INTEREST

AWARENESS AND INTEREST

Following Plans for a Wastewater Treatment Solution

Just over two-thirds (68%) of residents say they are closely following the planning of a wastewater treatment solution for the region. This includes 14% saying 'very closely' and 54% saying 'somewhat closely'.

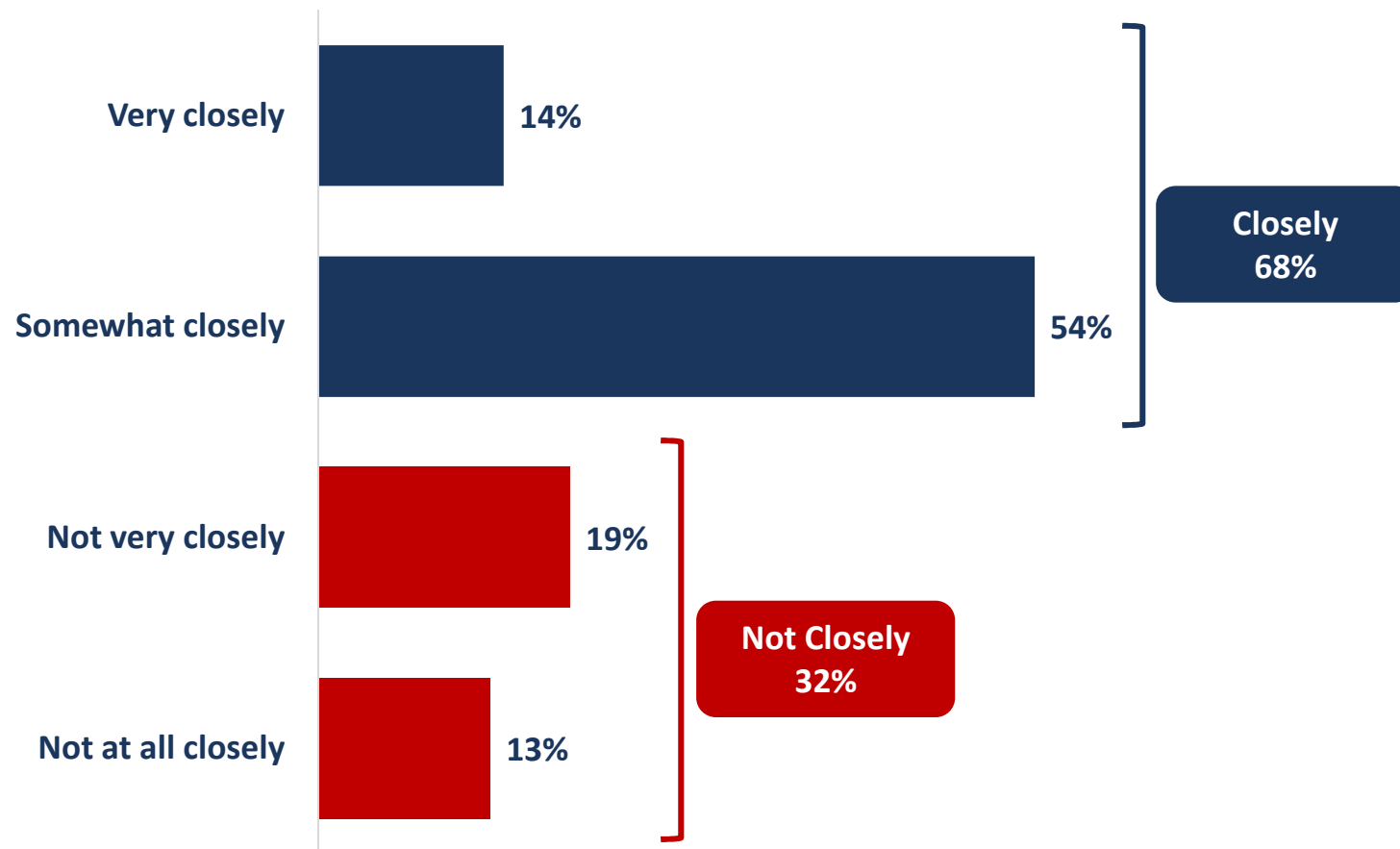
- Residents who are more likely to say they are closely ('very' or 'somewhat') following plans for a regional wastewater treatment solution include those living in Esquimalt/Esquimalt Nation/Songhees Nation (77% vs. 58% in View Royal, 64% in Colwood, 67% in Langford) and older residents (80% of 55+ years vs. 62% of 18-54 years).

Participated in Public Information Event or Survey on Issue (Last 12 Months)

Less than one-in-ten (9%) residents say they have participated in a public information event or survey about the building of the wastewater treatment solution in the last 12 months.

- Claimed past participation is higher among those living in Esquimalt/Esquimalt Nation/Songhees Nation (21% vs. 3% in Langford, 7% in Colwood, 8% in View Royal).

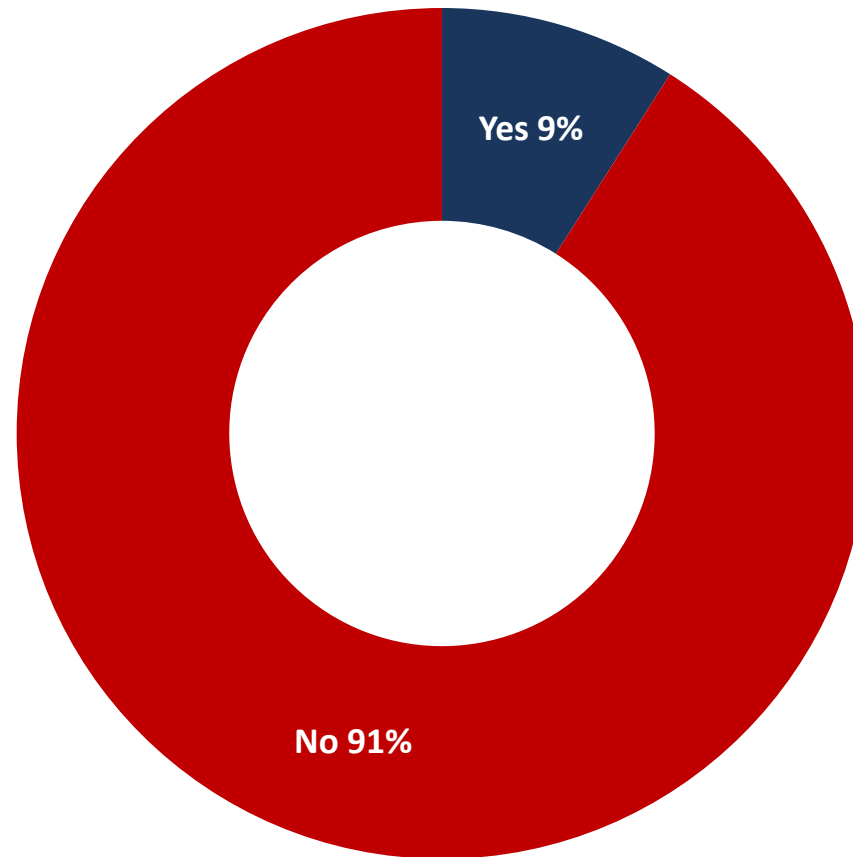
FOLLOWING PLANS FOR A WASTEWATER TREATMENT SOLUTION



Q1. How closely are you following the planning of a wastewater treatment solution for the region?

Base: All respondents (n=401)

PARTICIPATED IN PUBLIC INFORMATION EVENT OR SURVEY ON ISSUE (LAST 12 MONTHS)



Q15. In the last 12 months, have you participated in a public information event or survey about the building of the wastewater treatment solution?

Base: All respondents (n=401)

CONCERNS

PRIORITIZING CONCERNS AROUND TREATING AREA WASTEWATER (PROMPTED)

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Of the three specific concerns presented to respondents, the single biggest one is ‘the continued discharge of sewage into the ocean’, with half (50%) of residents identifying this as the issue they are MOST CONCERNED about.

- Sewage discharge is the leading concern across all key demographic segments. Women are especially likely to identify this as the issue they are MOST CONCERNED about (60% vs. 40% of men).

In comparison, 24% say they are MOST CONCERNED about ‘the increase you will pay on your city tax bill to pay for a wastewater treatment solution’ and 20% say they are MOST CONCERNED about ‘how building of project’s treatment sites will impact quality of life in your neighbourhood’.

- Those living in Colwood and Langford are more likely to emphasize tax increases (35% and 27%) while those living in Esquimalt/Esquimalt Nation/Songhees Nation and View Royal are more likely to emphasize the impact on quality of life (29% and 28%).
- Tax increases are also a greater concern to men (35% vs. 14% of women) and business owners (35% vs. 22% of non-business owners).

When asked which one they are NEXT MOST CONCERNED about, ‘how building of project’s treatment sites will impact quality of life in your community or neighbourhood’ rises to the top (41%).

- The impact on quality of life is the leading second-tier priority across all key demographic segments. Younger residents are especially likely to identify this as the issue they are NEXT MOST CONCERNED about (45% of 18-54 years vs. 34% of 55+ years).

OTHER CONCERNS AROUND TREATING AREA WASTEWATER (UNPROMPTED)

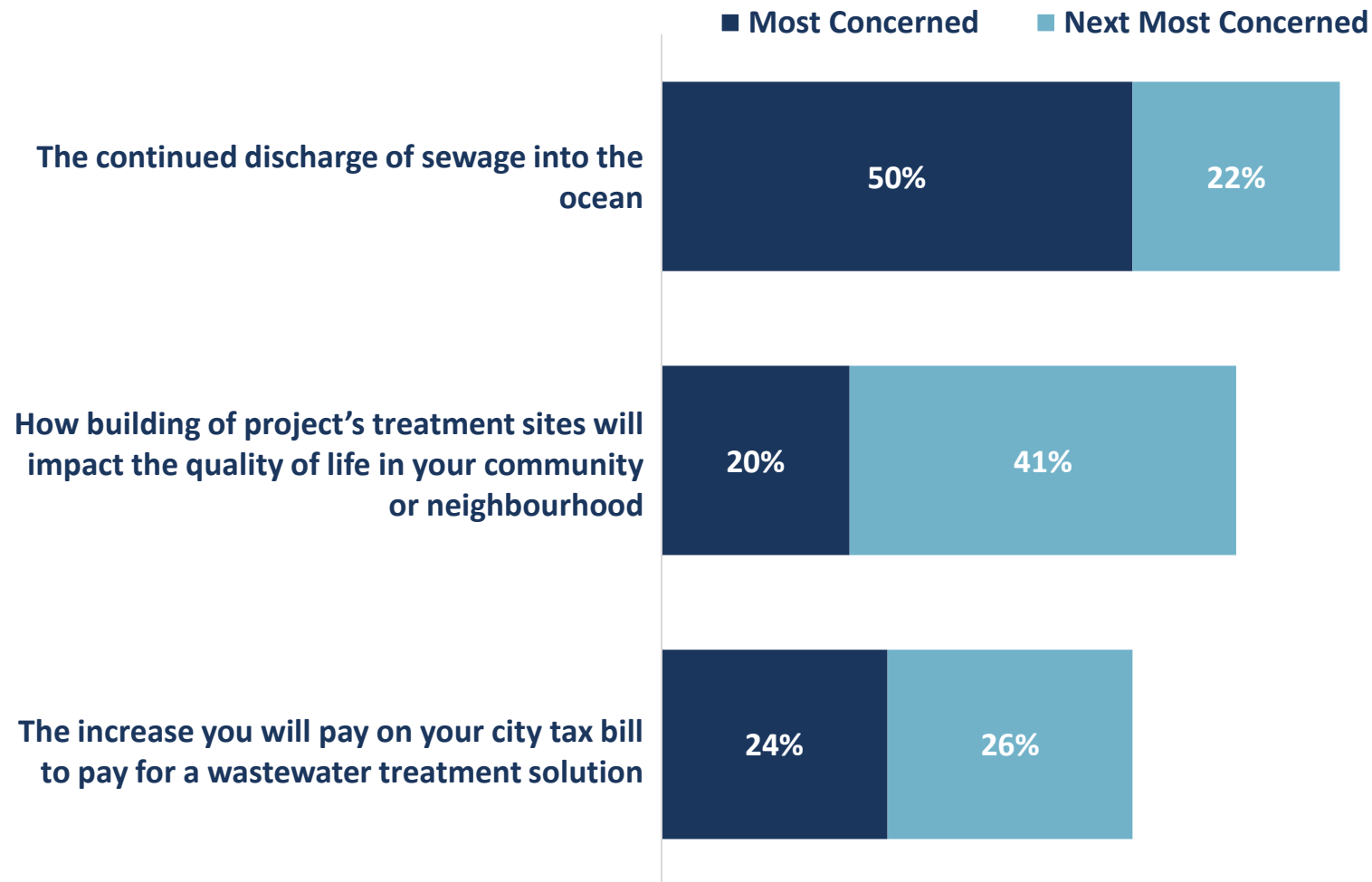
Ipsos Public Affairs

When asked on an open-ended basis about other concerns regarding local wastewater treatment, nearly four-in-ten (37%) residents do not mention any other specific concerns (includes 24% saying 'none/nothing' and 13% saying 'don't know').

Of the concerns that are mentioned, the top two mentions are 'decisions are delayed/no action so far' (11%) and 'cost/whether it's cost effective' (10%).

All other concerns are mentioned by less than 10% of respondents and include 'the environmental impact' (8%), 'it's necessary/needs to be done' (8%), 'location of the treatment plant' (7%), 'project management' (7%), 'not sure if it's necessary/needed' (6%), 'efficiency of the treatment' (5%), and 'the continued discharge of sewage into the ocean' (5%), among others.

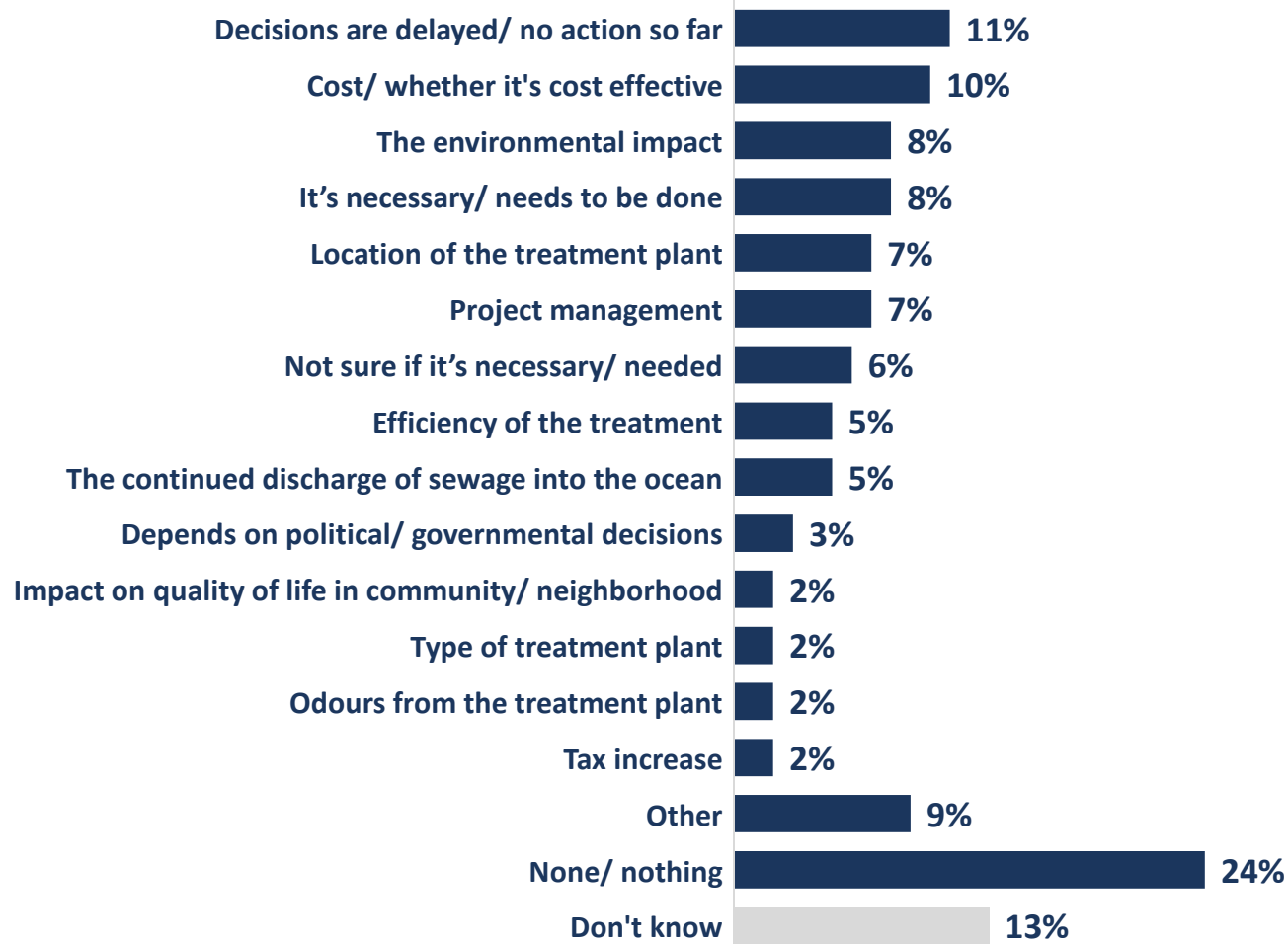
PRIORITIZING CONCERNS AROUND TREATING AREA WASTEWATER (PROMPTED)



Q2. Based on what you know or have heard about the need to treat wastewater, which one of the following are you **MOST** concerned about? Which one are you **NEXT MOST** concerned about?

Base: All respondents (n=401)

OTHER CONCERNS AROUND TREATING AREA WASTEWATER (UNPROMPTED)



Multiple mentions accepted.

Q2a. What, if any, other concerns do you have about treating area wastewater? Anything else?

Base: All respondents (n=401)

WILLINGNESS TO PAY

WILLINGNESS TO PAY FOR A MORE EXPENSIVE SOLUTION THAT ALLOWS POTENTIAL REUSE OF WATER AND REMOVED SOLIDS

Overall Design Preference

Of the two options presented, residents overwhelmingly prefer 'pay more to build a solution that allows potential reuse of water and removed solids for energy recovery' (81%) over 'pay less to build a solution that meets current regulation but does not allow reuse of water or solids removed during treatment' (16%).

- Preference for a more expensive solution that reuses water and removed solids is highest among younger residents (84% of 18-54 years vs. 74% of 55+ years) and women (86% vs. 76% of men).

Impact of Potential Revenue on Support for Higher Cost Solution (Among Those Not Opting to Pay More for a Solution that Allows Potential Reuse of Water and Removed Solids for Energy Recovery)

Respondents who did not opt to pay more were told that costs could be reduced by using technology that allows recovered solids to be used for revenue.

Nearly six-in-ten (59%) of these respondents say they are more likely to support a solution that can reuse water and removed solids if higher project costs can be reduced by revenue (20% 'much more likely to support', 39% 'somewhat more likely to support'). Four-in-ten (39%) say this has 'no impact' on their support.

Overall, the results of these two questions suggest that 92% of all residents either prefer or may be willing to consider a more expensive treatment solution that allows for potential reuse of water and removed solids if revenue could help reduce costs.

AMOUNT WILLING TO PAY PER DAY (AMONG THOSE SAYING THEY ARE MORE LIKELY TO SUPPORT/DEPENDS/DON'T KNOW IN Q4)

Respondents who said they were more likely to support (as well as those saying depends or don't know) a solution that can reuse water and removed solids if higher project costs can be reduced by revenue were then asked a series of questions around the amount they would be willing to pay per day for a higher treatment level*.

Reasonable Amount to Pay Per Day

When asked what would be a reasonable amount for each household to pay per day, one-quarter (24%) of these respondents say 0 cents/day. The most common response is 1 to 25 cents/day (42%).

Starting to Get Expensive

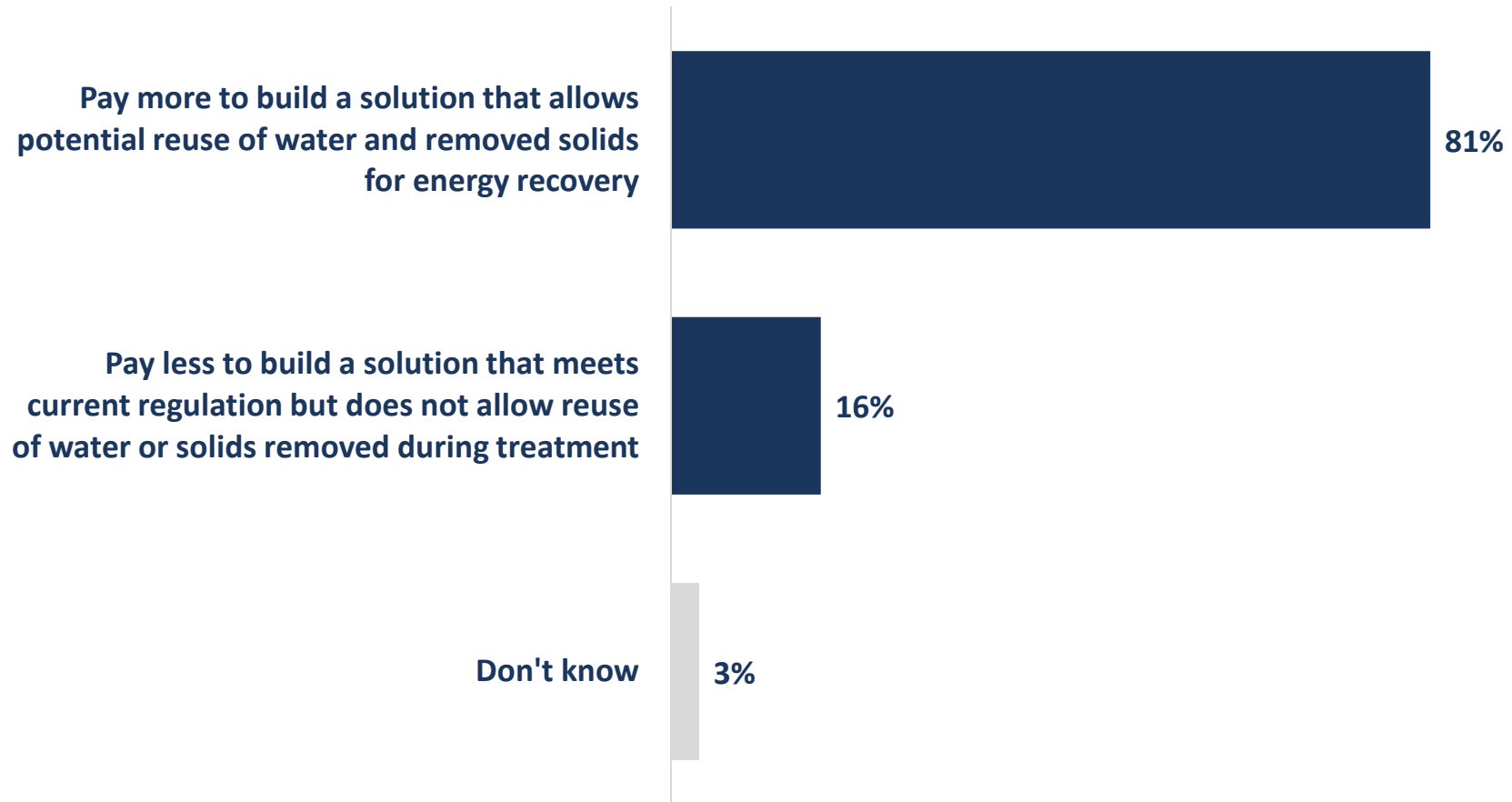
When asked what price they consider the solution as starting to get expensive, the most common response is 26 to 50 cents/day (35%).

So Expensive that No Longer Willing to Support

When asked what price they consider the solution to be so expensive that they would not be willing to support it, the most common response is 51 to 75 cents/day (34%).

**Small base size, interpret with caution.*

OVERALL DESIGN PREFERENCE



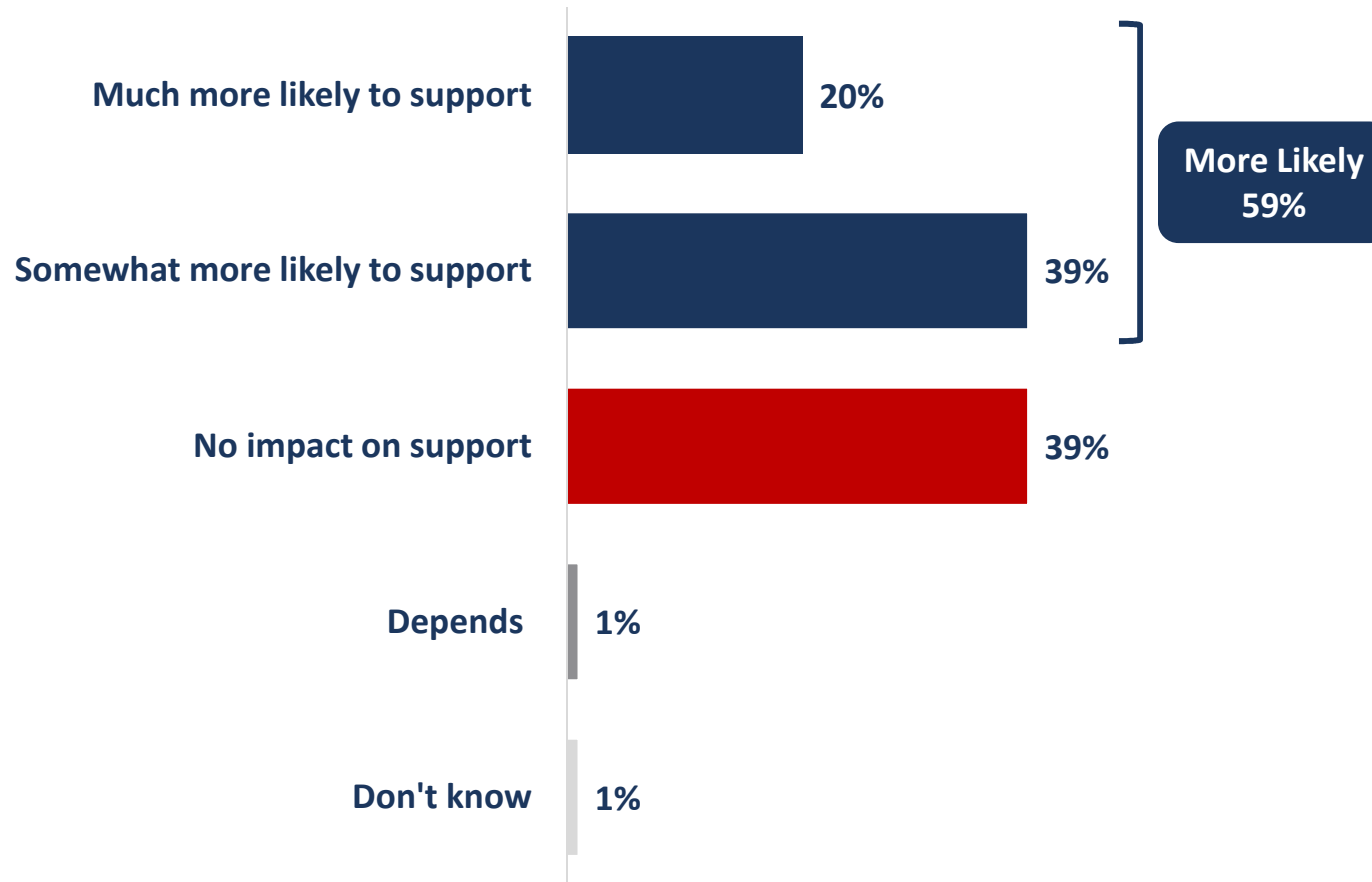
The cost of building a wastewater treatment solution is unknown until the location and capabilities of the wastewater treatment solution are finalized. These next few questions ask about wastewater treatment solution location and technology options that effect costs.

Q3. Which of the following two options do you support more?

Base: All respondents (n=401)

IMPACT OF POTENTIAL REVENUE ON SUPPORT FOR HIGHER COST SOLUTION (AMONG THOSE NOT OPTING TO PAY MORE FOR A SOLUTION THAT ALLOWS POTENTIAL REUSE OF WATER AND REMOVED SOLIDS FOR ENERGY RECOVERY)

Ipsos Public Affairs



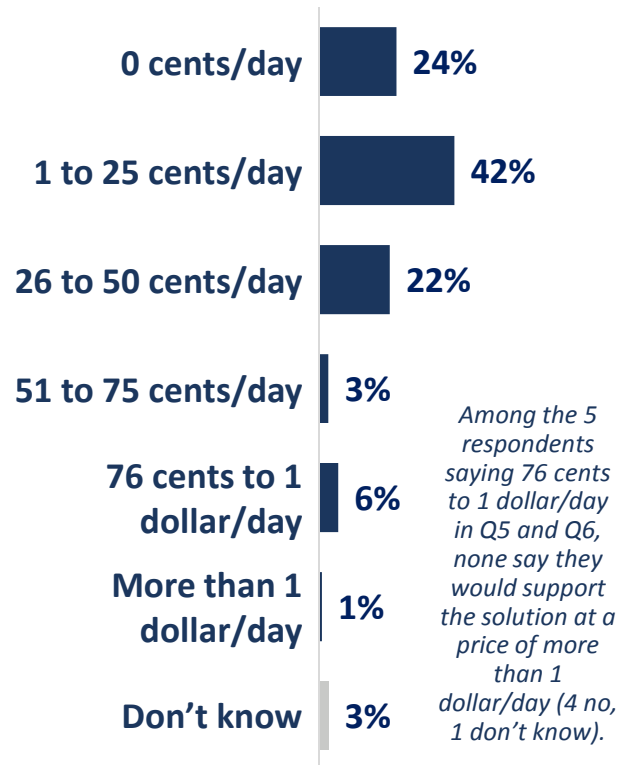
**Small base size, interpret with caution.*

Q4. Costs could be reduced by using technology that allows recovered solids to be used for revenue. What impact, if any, does knowing that higher project costs can be reduced by revenue have on your support for a solution that can reuse water and removed solids?

Base: Those not opting to pay more for a solution that allows potential reuse of water and removed solids for energy recovery (n=82)*

AMOUNT WILLING TO PAY PER DAY (AMONG THOSE SAYING THEY ARE MORE LIKELY TO SUPPORT/DEPENDS/DON'T KNOW IN Q4)

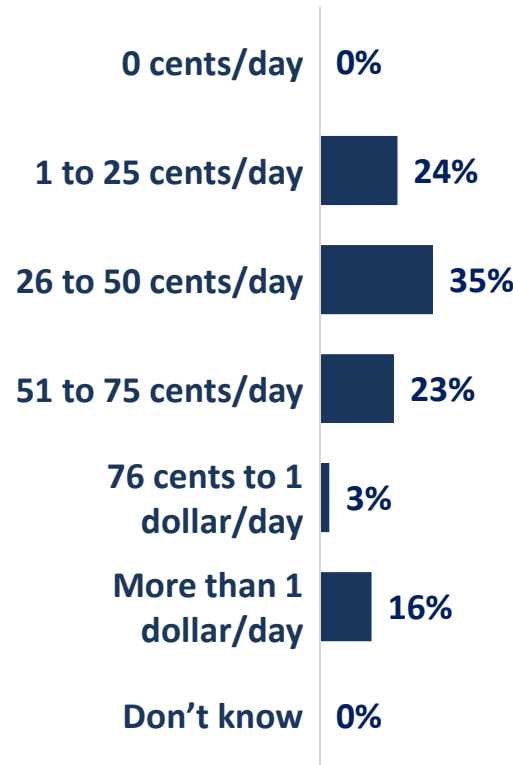
Reasonable Amount to Pay Per Day



Q5. Regulations require the region to treat wastewater to at least secondary treatment levels. If there were additional costs attached to a higher level of treatment, what would be a reasonable amount for each household to pay per day?

Base: Those saying they are more likely to support/depends/don't know in Q4 (n=49)*

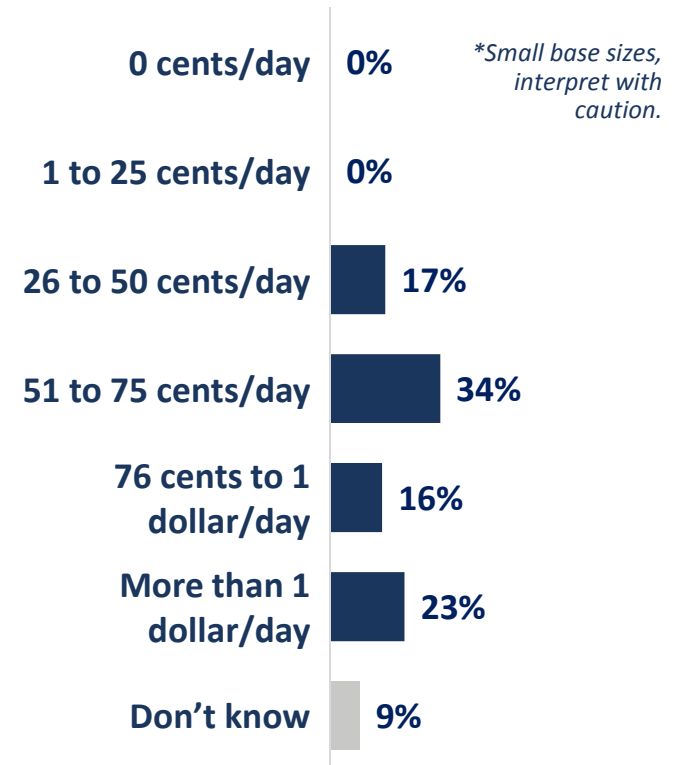
Starting to Get Expensive



Q6. At what price would you consider such a solution as starting to get expensive so that it is not out of the question but you would have to give it more thought before supporting it?

Base: Those saying 75 cents per day or less in Q5 (n=43)*

So Expensive that No Longer Willing to Support



Q7. At what price would you consider the solution to be so expensive that you would not be willing to support it?

Base: Those saying 75 cents per day or less in Q6 (n=37)*

DESIGN PRIORITIES

DESIGN PRIORITIES – BALANCING COSTS WITH DESIGN SOLUTIONS

Respondents were read a series of questions presenting higher and lower cost design solutions, and asked which one they were more likely to support in each scenario.

Overall, the more expensive design solutions are preferred by a strong majority of residents in all instances.

- 78% prefer ‘a higher cost solution that treats water so it can be used for things like irrigation’ versus 21% who prefer ‘a lower cost solution that treats water but discharges it all into the ocean’.
- 84% prefer ‘a higher cost solution that allows conversion of solids to produce revenue’ versus 14% who prefer ‘a lower cost solution that has no revenue potential and solids are placed in landfill’.
- 78% prefer ‘a higher cost wastewater treatment facility that allows for multi-use such as green space or renting as commercial property’ versus 22% who prefer ‘a lower cost wastewater treatment facility that has no multi-use or cost recovery purposes’.
- 80% prefer ‘a higher cost solution that reduces the impact on neighbourhood quality of life’ versus 18% who prefer ‘a lower cost solution that has a bigger impact on neighbourhood quality of life’.

PRIORITIZING DESIGN PRIORITIES (AMONG THOSE WHO PREFER TWO OR MORE HIGHER COST SOLUTIONS)

Overall, 90% of residents prefer two or more higher cost design solutions.

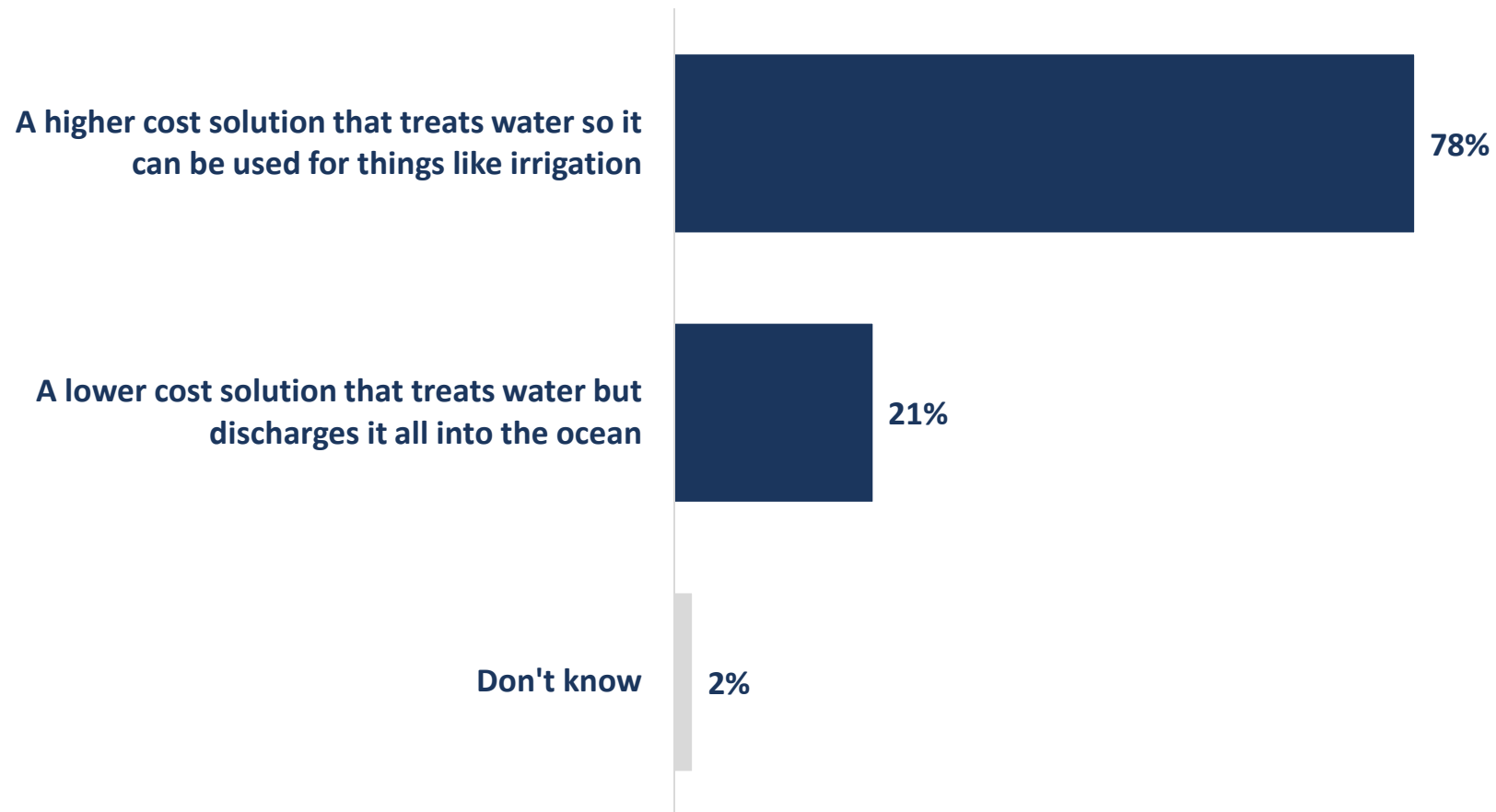
When these respondents were asked which one of these higher cost design solutions is MOST IMPORTANT, the greatest emphasis is placed on 'a higher cost solution that treats water so it can be used for things like irrigation' (38%).

- Women are more likely than men to identify this as MOST IMPORTANT (44% vs. 32%).

While there is generally little differentiation in the MOST IMPORTANT ratings for the other three attributes, the results are more clear when looking at the solution deemed the SECOND MOST IMPORTANT, with 'a higher cost solution that allows conversion of solids to produce revenue' rising to the top (23% MOST IMPORTANT, 32% SECOND MOST IMPORTANT).

Of the two remaining options, residents place slightly greater emphasis on 'a higher cost solution that reduces the impact on neighbourhood quality of life' (21% MOST IMPORTANT, 19% SECOND MOST IMPORTANT) than 'a higher cost wastewater treatment facility that allows for multi-use such as green space or renting as commercial property' (17% MOST IMPORTANT, 14% SECOND MOST IMPORTANT).

DESIGN PRIORITIES – BALANCING COSTS WITH DISCHARGING VERSUS REUSING TREATED WATER



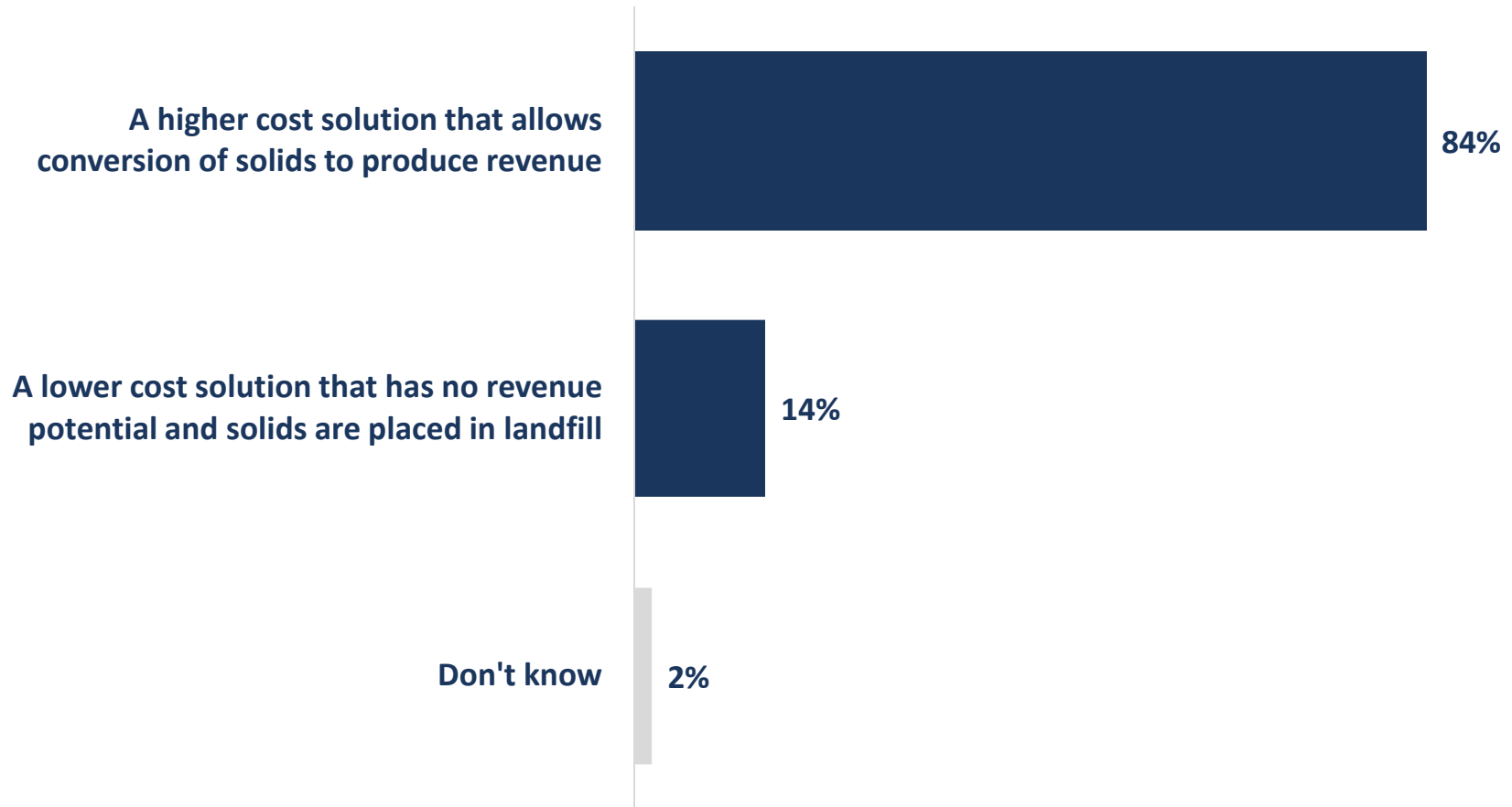
I am going to read you a series of wastewater solution design options that effect costs. For each one please tell me which choice you are more likely to support.

Q8. Which of the following solutions are you more likely to support?

Base: All respondents (n=401)

DESIGN PRIORITIES – BALANCING COSTS WITH CONVERTING SOLIDS VERSUS PLACING SOLIDS IN LANDFILL

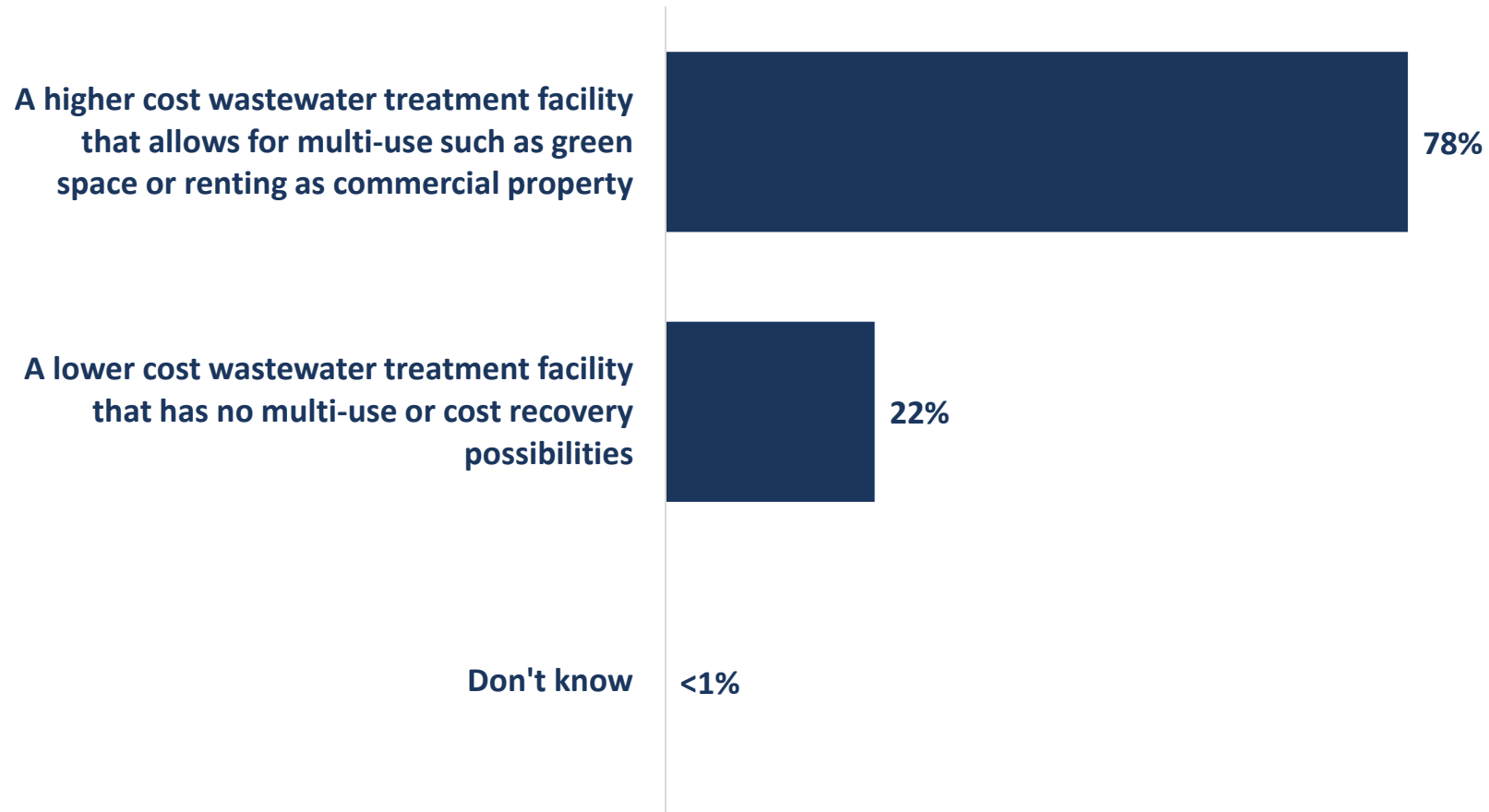
Ipsos Public Affairs



Q9. Converting solids to produce energy can produce revenues which may cover the additional cost of processing. Which one of the following solutions are you more likely to support?

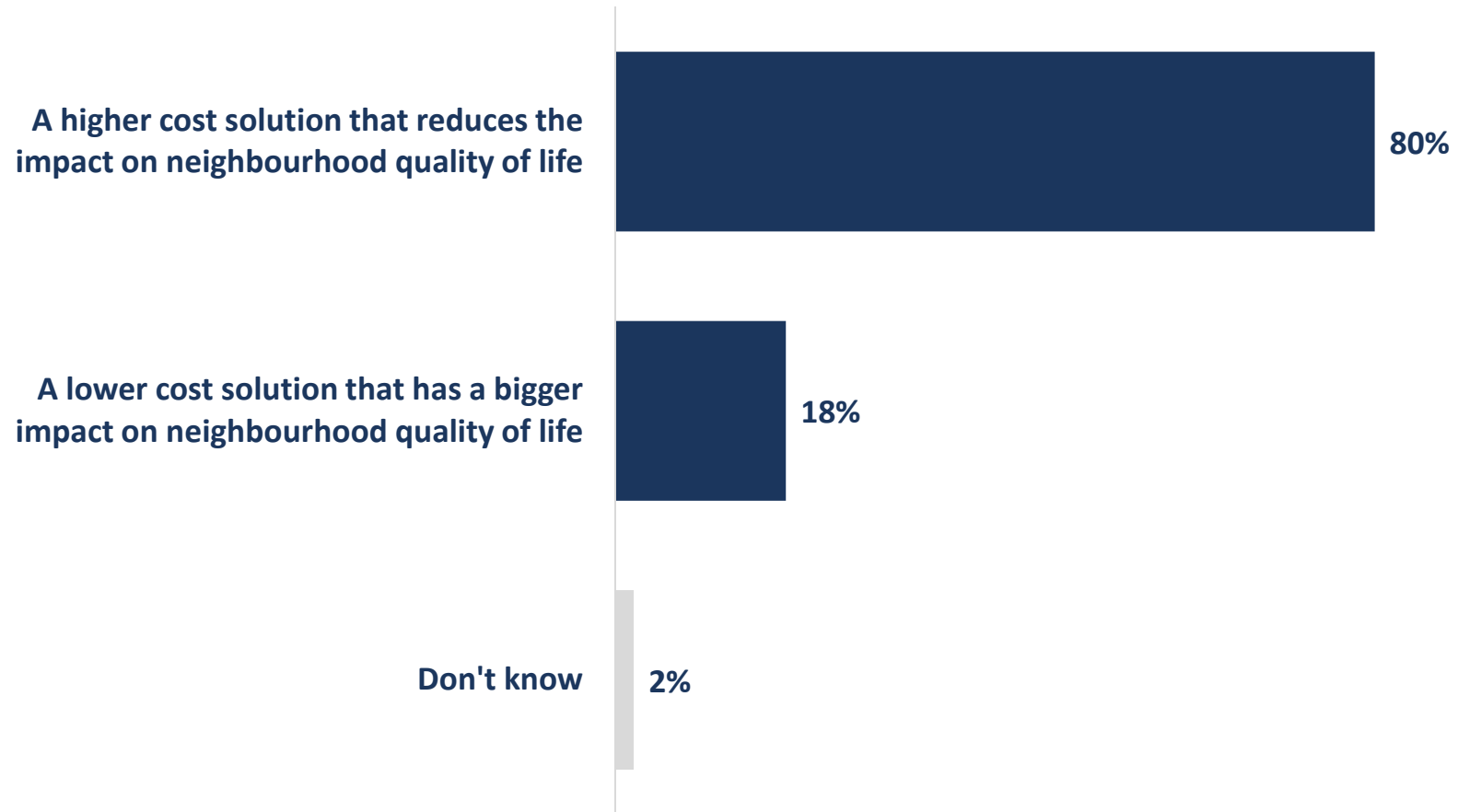
Base: All respondents (n=401)

DESIGN PRIORITIES – BALANCING COSTS WITH MULTI-USE VERSUS NON MULTI-USE FACILITY



Q10. Which one of the following solutions are you more likely to support?
Base: All respondents (n=401)

DESIGN PRIORITIES – BALANCING COSTS WITH IMPACT ON QUALITY OF LIFE



Q11. Which one of the following solutions are you more likely to support?
Base: All respondents (n=401)

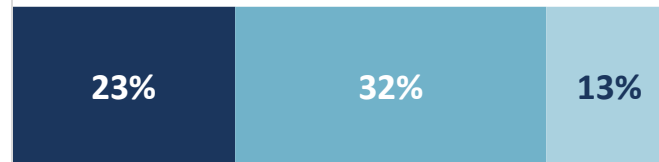
PRIORITIZING DESIGN PRIORITIES (AMONG THOSE WHO PREFER TWO OR MORE HIGHER COST SOLUTIONS)

■ Most Important ■ Second Most Important ■ Third Most Important

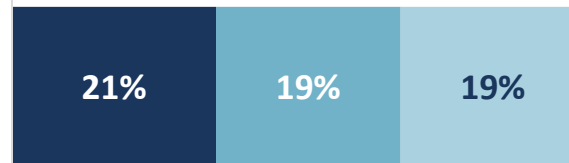
A higher cost solution that treats water so it can be used for things like irrigation



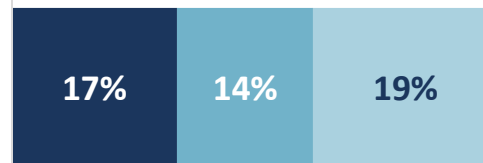
A higher cost solution that allows conversion of solids to produce revenue



A higher cost solution that reduces the impact on neighbourhood quality of life



A higher cost wastewater treatment facility that allows for multi-use such as green space or renting as commercial property



Q12. You supported more than one option that increases project costs. If only one of your choices was affordable, which one is **MOST** important to you? Which one is **SECOND MOST** important to you? Which one is **THIRD MOST** important to you?

Base: Those who prefer two or more higher cost solutions (n=357)

ADDITIONAL COMMENTS AND SUGGESTIONS

ADDITIONAL COMMENTS AND SUGGESTIONS

At the end of the survey, respondents were asked if they had any final comments or suggestions related to the wastewater treatment project or this survey.

Overall, six-in-ten (60%) residents do not provide any additional comments or suggestions (includes 38% saying 'none/nothing' and 22% saying 'don't know').

Of the comments and suggestions that are provided, 'taking too long/should be done sooner' (10%) and 'just do it/get on with it' (9%) top the list. Another 7% mention 'a treatment plant is needed'. All other comments and suggestions are mentioned by less than 5% of respondents.

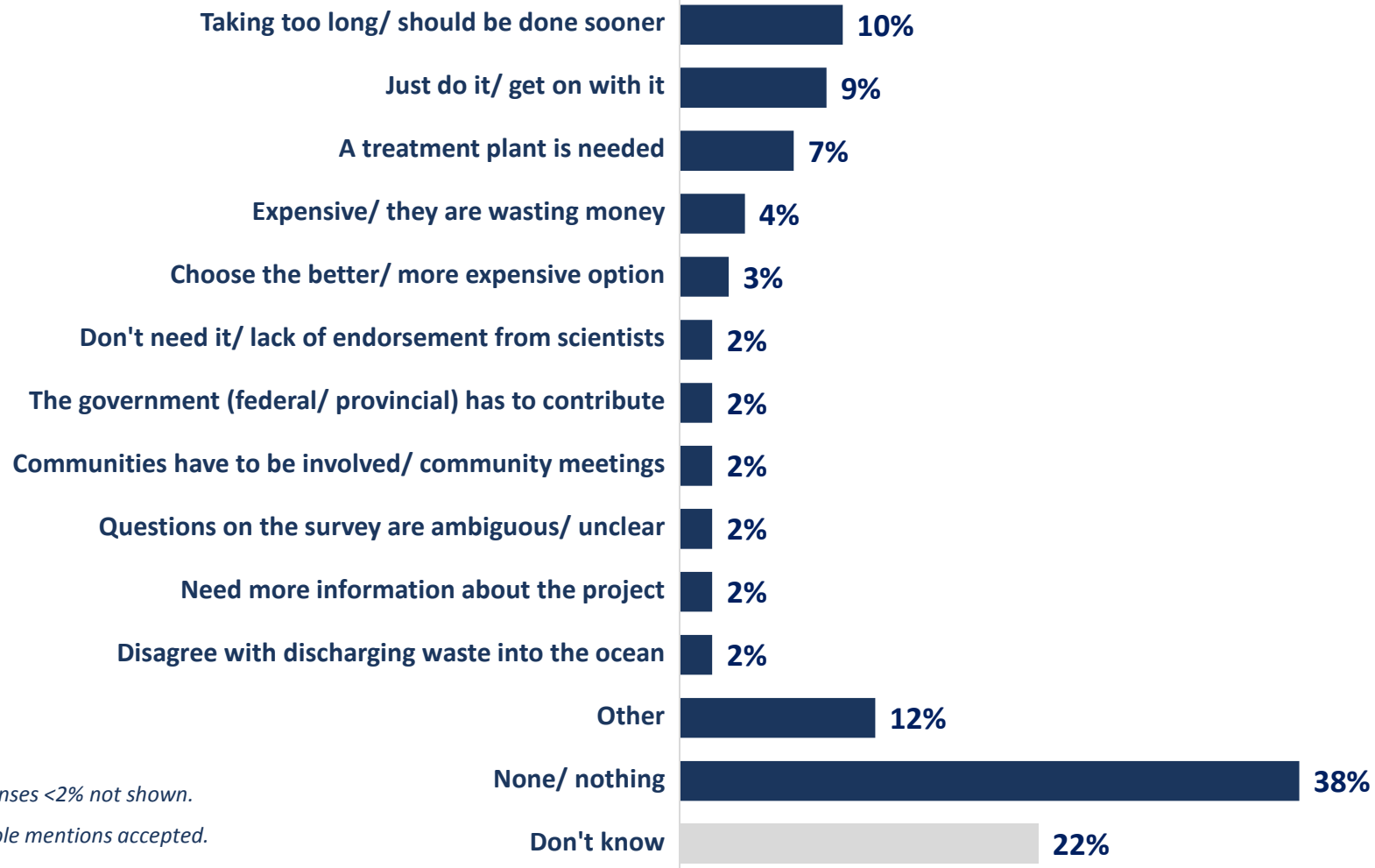
INTEREST IN BEING CONTACTED BY WESTSIDE SOLUTIONS FOR FUTURE SURVEYS OR PUBLIC CONSULTATION ACTIVITIES ON ISSUE

Ipsos Public Affairs

Overall, one-third (34%) of respondents are interested in being contacted by Westside Solutions about future surveys or public consultation activities regarding this issue.

- Interest is highest among those living in Esquimalt/Esquimalt Nation/Songhees Nation (42% vs. 28% in Langford, 33% in Colwood, 36% in View Royal).

ADDITIONAL COMMENTS AND SUGGESTIONS



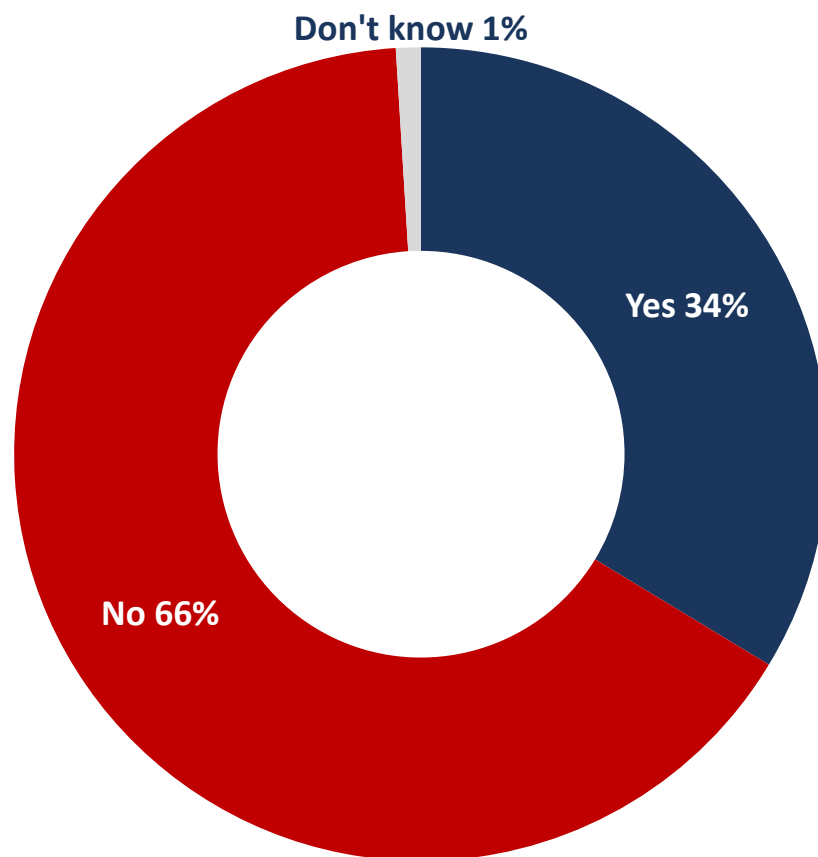
Responses <2% not shown.

Multiple mentions accepted.

Q16. Do you have any final comments or suggestions related to the wastewater treatment project or this survey? Any others?

Base: All respondents (n=401)

INTEREST IN BEING CONTACTED BY WESTSIDE SOLUTIONS FOR FUTURE SURVEYS OR PUBLIC CONSULTATION ACTIVITIES ON ISSUE



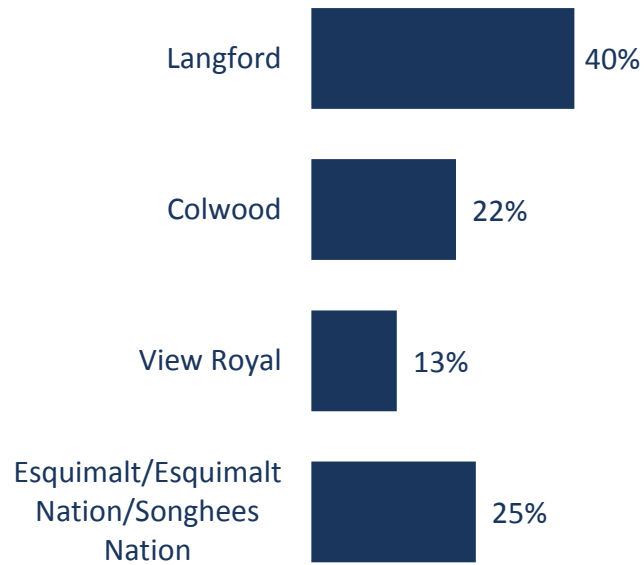
Q17. Many choices have yet to be made about the location and design of the region's wastewater management solution. Are you interested in being contacted by Westside Solutions about future surveys or public consultation activities regarding this issue?

Base: All respondents (n=401)

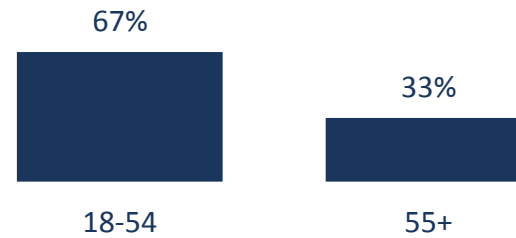
WEIGHTED SAMPLE CHARACTERISTICS

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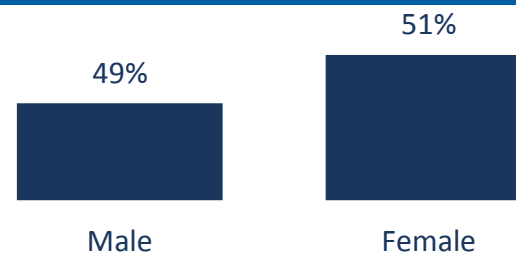
COMMUNITY



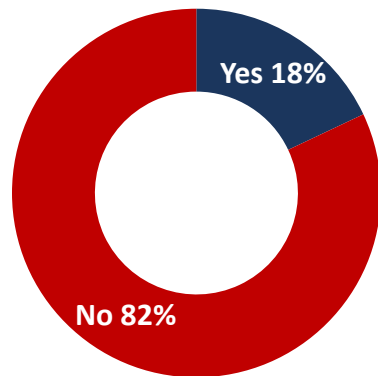
AGE



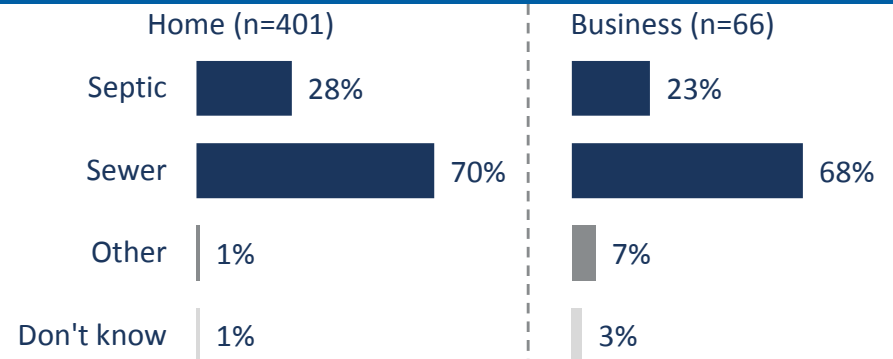
GENDER



OWN A BUSINESS



SEPTIC OR SEWER SERVICE



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