

# **REGIONAL GROWTH STRATEGY OPTIONS SURVEY**

## **REPORT OF THE RANDOM SURVEY**

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**Revised  
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## INTRODUCTION

During the spring of 2000, Campbell Goodell Traynor conducted two surveys of the population of the Capital Regional District, on the subject of the development of a regional growth strategy. After a great deal of preparation by CRD staff, an information package was created describing the various options and a questionnaire was developed to measure not only which of four general approaches is favored by the population, but also how the population feels about a number of discrete issues which will have to be confronted during the planning process.

This report provides the results of the random survey. The non-random survey results are presented in a separate volume.

## THE RANDOM SURVEY

The first of these two surveys was a random sample survey, conducted among 501 residents of the Capital Regional District. This is a representative survey and has a sampling error of no more than +/- 4.4 points. The study was done by mailing the information package to a selected set of households in the CRD. These households were randomly selected. An adult respondent was then contacted within the household. These individuals were interviewed only if they had reviewed the material that had been sent.

Because of the length and complexity of the information package, it proved to be very difficult to locate and interview people who had taken the trouble to review that material. Of the first 3,000 packages sent out, only 366 interviews were completed. A second phase of interviewing was therefore initiated, in which households were contacted by telephone first and agreement to receive the information package, read it and respond to a later telephone interview was secured. One thousand and ninety-eight households were contacted in this way and an additional 135 interviews were collected, for a grand total of 501.

All respondents to the random survey had read the information package and had the package with them when they responded to the survey.

The random sample is weighted to take into account the fact that the three main regions were sampled equally, while they do not have an

equal share of the population.<sup>1</sup> The weighting corrected the proportions of the sample taken from each region to the actual population proportions,<sup>2</sup> and also corrected gender, age and home ownership to the proportions shown by Statistics Canada for the CRD (aged 18 and over).

#### THE NON-RANDOM SURVEY

The second survey was non-random, conducted in two ways. First, the questionnaire was published in area newspapers, with an invitation to all readers to fill it out and return it to the CRD. Nine hundred and nine responses were received. Second, the questionnaire was posted on the Internet and respondents were informed that they could respond in this way if they chose. Seventy-four individuals chose this mode of response. Therefore, a total of 983 responses were received in the non-random survey.

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<sup>1</sup> The three regions are the Core (Victoria, Oak Bay, Esquimalt and Saanich), the Saanich Peninsula and the Western Communities.

<sup>2</sup> This was done by weighting each municipality to its correct proportion of the sample.

## THE ISSUES

Four development options were presented to the respondents for their evaluation. These are:

### OPTION ONE – A BASE STRATEGY OF URBAN CONTAINMENT

This option is a base strategy of urban containment and rural protection, which efficiently achieves the development capacity of official community plans.

Establish a strong urban containment boundary and set targets within it to ensure the efficient development of the potential housing contained in existing official community plans. If actual building rates were to achieve 90 percent of the total possible capacity in official community plans, existing communities would be able to accommodate most of the population growth forecast for the next 25 years. The CRD would have to develop a new strategy once communities approach the limits of their existing capacity for new housing.

### OPTION TWO – A STRATEGY FOR A METROPOLITAN CORE AND MAJOR CENTRES

This option is a strategy for a metropolitan core and major centers, which directs new growth to downtown Victoria and eleven other major centers.

Concentrate new growth in an expanded downtown Victoria or metropolitan core and eleven other major centers, primarily in Victoria, Saanich, Langford and Colwood. Strengthen downtown Victoria as the tourism, cultural and business heart of the region. Redevelop major regional malls in Victoria, Saanich and Langford as complete communities with a mix of business, housing, services and open spaces. Phase growth to give priority to improving transit service in the Douglas Street corridor.

### OPTION THREE – A STRATEGY FOR TRANSIT-LINKED TOWNS

This option is a strategy for transit-linked towns, which concentrates new development in designated mixed-use town centers along a high capacity transit corridor.

Concentrate new growth in six major mixed-use centers (transit towns) along a high-capacity transit corridor that runs from downtown Victoria to the Langford Goldstream/Canwest center. Transit towns are walkable and most new housing is located within 400 metres (a 10 to 15 minute walk) of a transit stop. Each center will have bike-and-ride facilities to connect transit with cycling.

Initially, dedicated bus lanes, queue jumpers and other transit priority measures give high levels of transit service in the corridor. These services are upgraded to light rail transit when levels of ridership permit. Additional growth is directed to six non-corridor major centers, connected by express bus to transit exchanges in downtown Victoria and the transit towns.

### OPTION FOUR – A STRATEGY FOR A HIERARCHY OF WALKABLE CENTRES

This option is a strategy for a hierarchy of walkable centers, which directs new growth to pedestrian oriented villages and larger centers through the urban parts of the region.

Direct new growth toward a hierarchy of walkable centers located throughout the urban containment area and ranging in size from neighborhood villages to local job centers, major centers and a regional center focused on downtown Victoria. The overall goal is to ensure that over time, all residents of the urban containment area live within easy walking and cycling distance (400-600 metres) of a center of one kind or another. All centers contain green space and cycling facilities, a mix of land uses and housing types and a focal point for activities within the neighborhood or center.

## THE SIX STRATEGIC ELEMENTS

Each of the four options listed above has in common six strategic elements. These six are described below:

### Urban containment

Establish a regional urban containment boundary to limit further outward urban expansion. Limit the extension of urban services outside the urban containment area. Designate a Green Lands Belt to protect lands with ecological value as a renewable resource and as scenic green space.

### Green/Blue Space

Establish a Sea-to-Sea Green/Blue Belt running from Saanich Inlet to Juan de Fuca Strait. Develop an integrated system of parks, greenways, and trails linking urban areas to rural green space areas. Protect remnant ecosystems within the urban containment area. Set public green space and open space targets for proposed new population centers.

### More Complete Communities

Build more communities that offer a variety of housing types and tenures close to work schools, shopping, recreations, services, parks and green space.

### Balanced Regional Transportation

Develop an integrated regional transportation strategy aimed at reducing dependency on the automobile by integrating land-use and transportation planning; promoting walking, cycling and transit; providing a functional and safe major street system; and establishing policies and programs to manage travel demand.

Stronger Regional Economy

Develop a regional economic development strategy that focuses on the Capital Region's environmental advantages and quality of life as a means of keeping existing businesses and jobs and attracting new firms and employment in skilled services, tourism, advanced technology, film making and the arts, higher education, specialized agriculture and value-added forestry.

Improved Housing Affordability

Develop a strategy for making housing more affordable for low and moderate-income earners and special needs households.

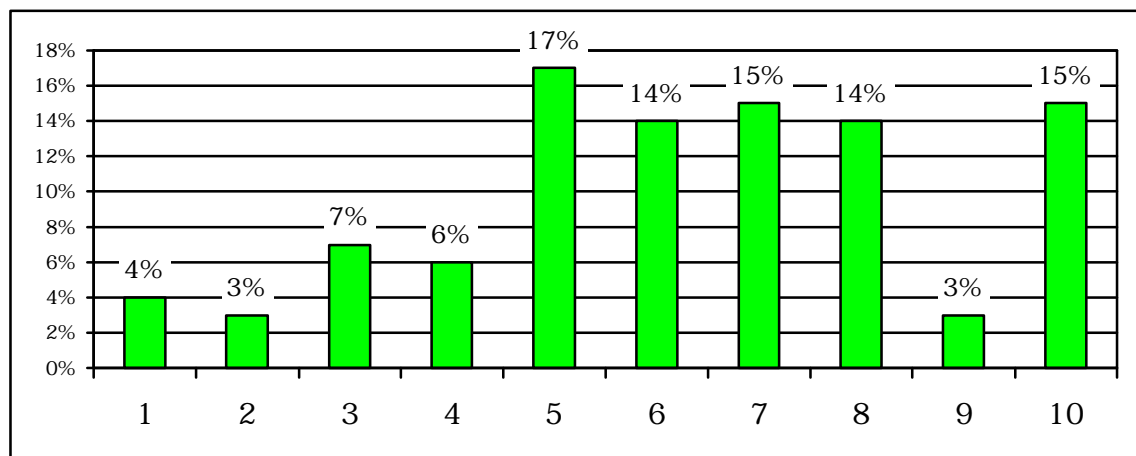
## OVER-ALL PREFERENCES FOR DEVELOPMENT OPTIONS

Respondents were first asked to state which of the four options described above they preferred. This was done by asking each respondent to score each option on a scale from 1 to 10, where 1 means not acceptable at all and ten means completely acceptable.

### OPTION ONE – BASE STRATEGY OF URBAN CONTAINMENT AND RURAL PROTECTION

Figure 1: Evaluation of Option One

Q1. *What about option number one? What acceptability score would you give to it, on a scale from 1 to 10?*



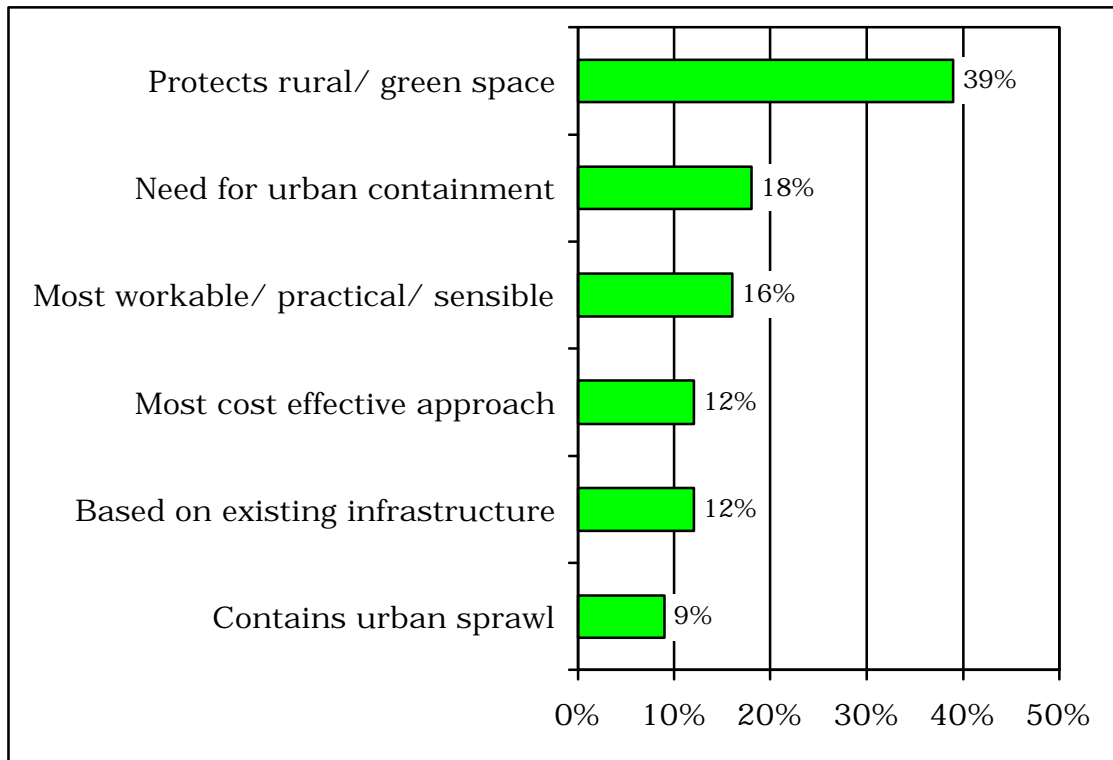
As can be seen, 4 percent of the sample considers option one to be not at all acceptable, while 15 percent consider it to be totally acceptable. The mean score is 6.3, with 33 percent finding the option to be acceptable (scores of 8, 9 or 10) and 14 percent finding it to be unacceptable (scores of 1, 2 or 3).

When compared to the other three options, 13 percent of the sample found Option One to be the most acceptable of the four, while 26 percent found it to be the least acceptable.

Those who preferred Option One to the other three options were asked why they made that choice. Figure 2 shows the most frequently cited reasons for this preference.

Figure 2: Reasons for Rating Option First

Q5a. Why did you prefer Option One the most? (n=69)



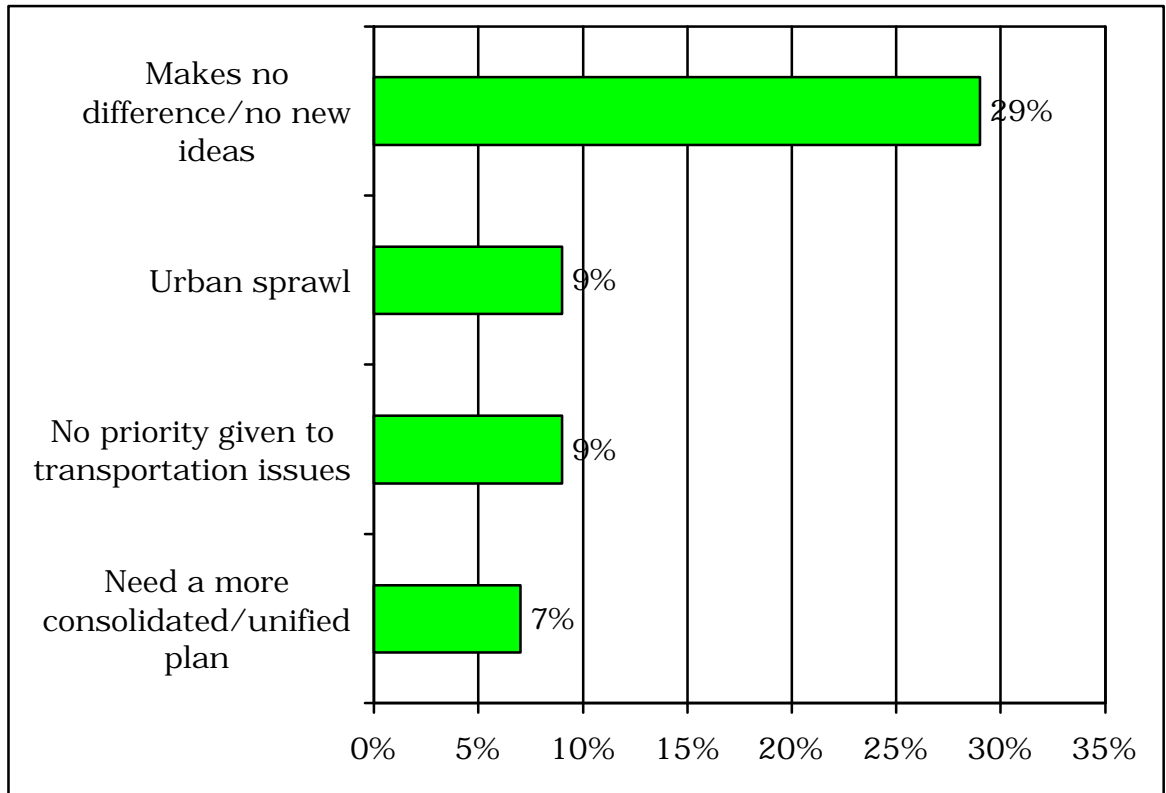
The responses in Figure 2 suggest that the members of this sample did not fully understand the options, since the protection of rural areas is an integral part of all the options, through the creation of the Urban Containment Boundary. Had all respondents understood this more clearly, support for Option One may have been reduced.

In any event, urban containment and the need to protect rural areas and green space are certainly the main elements of appeal for Option 1.

On the other hand, those who rated Option One last also gave their reasons for doing so.

Figure 3: Reasons for Rating Option One Last

Q6a. Why did you prefer Option One the least? (n=129)

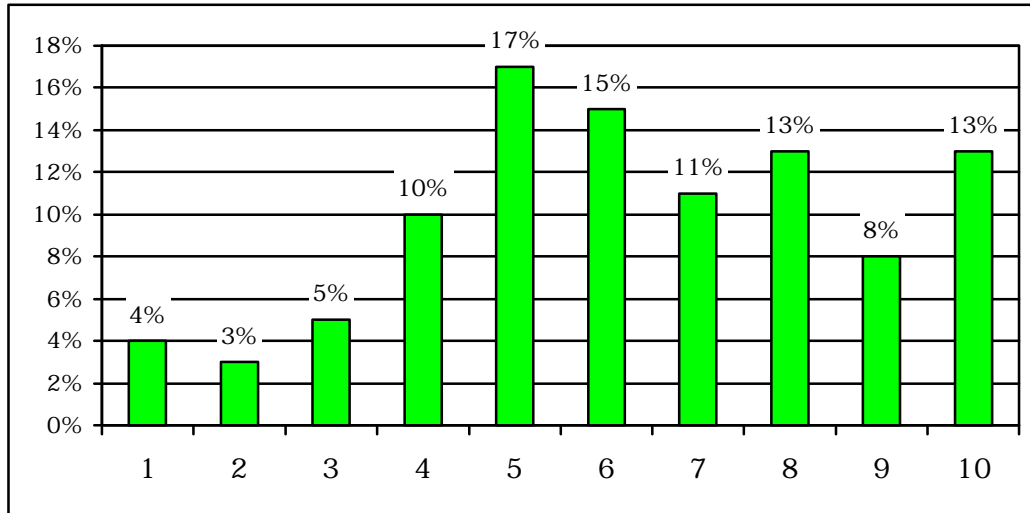


The essence of the objections to Option One is that it isn't really a plan, but rather allows things to go forward without strategic direction.

OPTION TWO – STRATEGY FOR A METROPOLITAN CORE AND MAJOR CENTRES

Figure 4: Evaluation of Option Two

Q2. What score do you give to option number two?



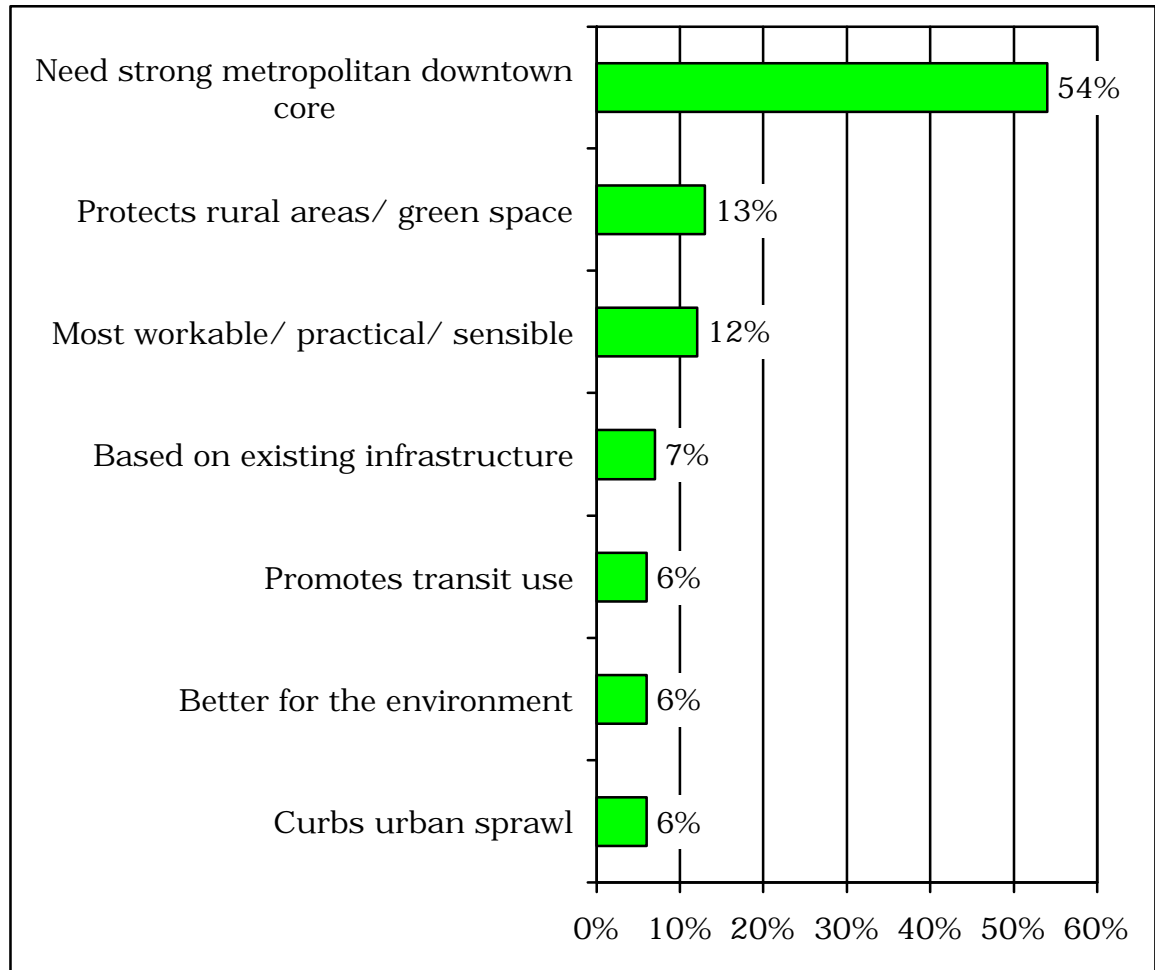
In this case, the concentration of opinion appears to be on the moderately supportive side. About the same number of people take the extreme positions than was the case in Option One. Here we find that 34 percent think the option is acceptable and 11 percent think it is unacceptable. The mean score is 6.3.

Twenty-two percent of the sample found Option Two to be the most acceptable of all the options, while 27 percent rated it as the least acceptable.

Respondents' reasons for ranking Option Two either first or last appear in the next two figures.

Figure 5: Reasons for Rating Option Two First

Q5b. Why did you prefer Option Two the most? (n=109)

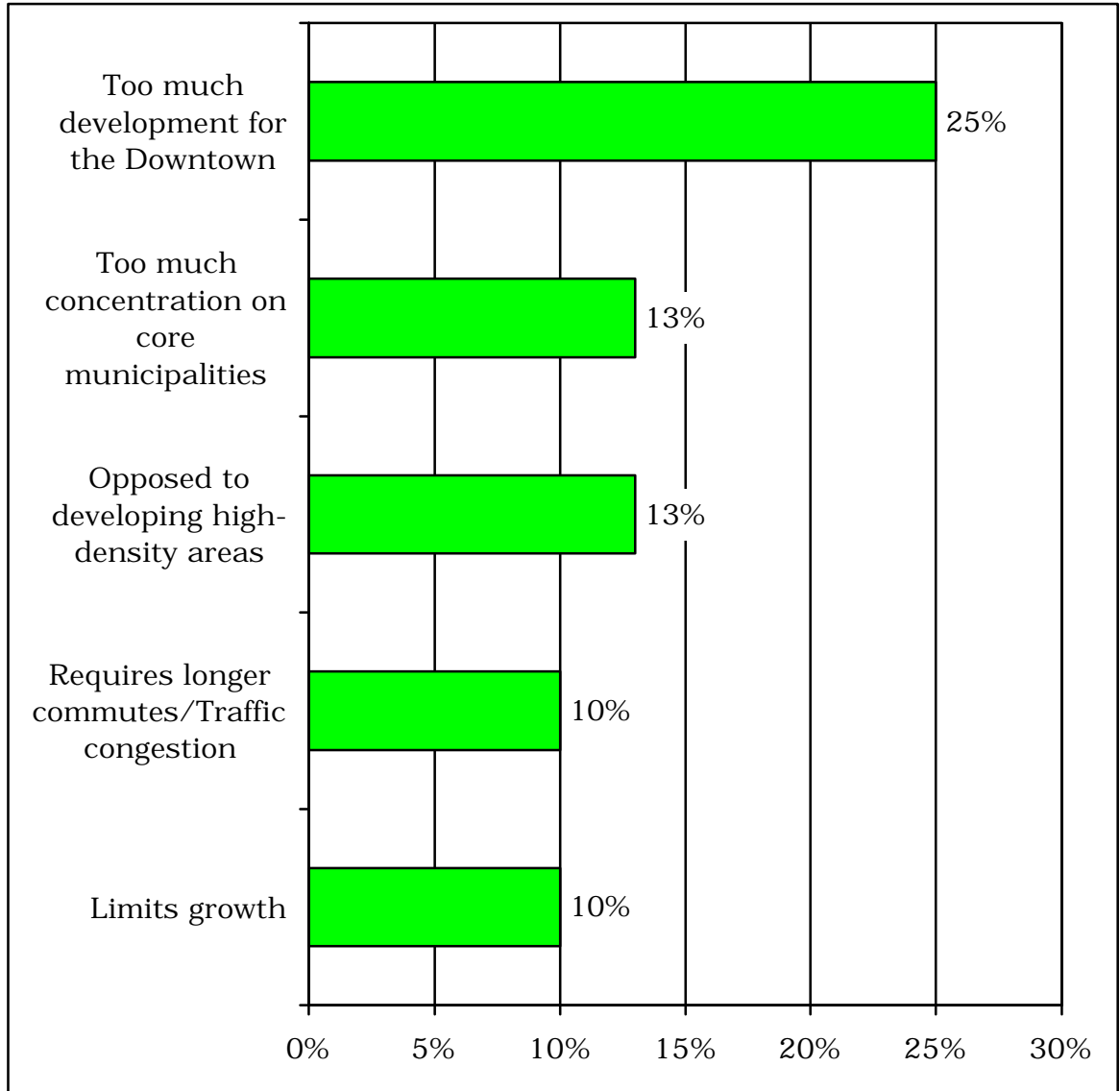


Clearly, the appeal of Option Two is the emphasis on the creation of a strong Downtown core.

On the other hand, those who rated Option Two last gave their reasons for doing so.

Figure 6: Reasons for Rating Option Two Last

Q6b. Why did you prefer Option Two the least? (n=134)

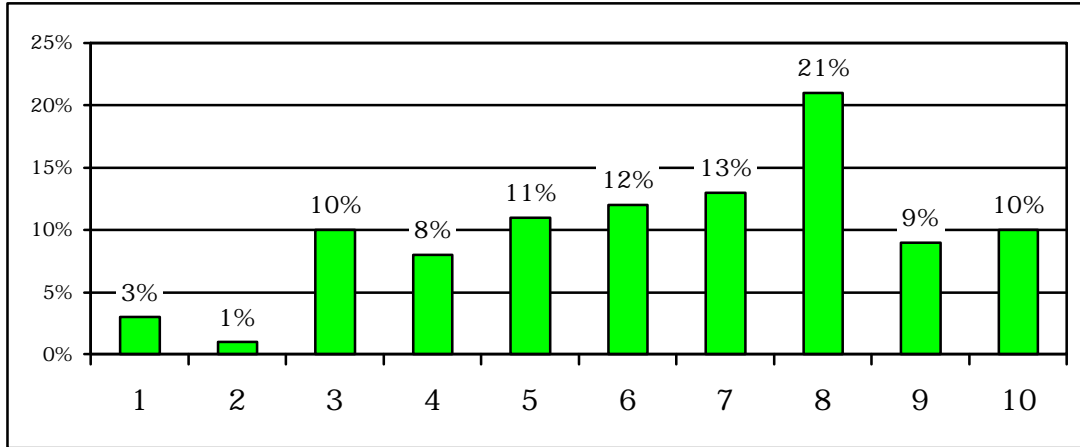


While the emphasis on the development of Downtown is seen as this Option's greatest strength, it is also seen as its greatest weakness, by those who oppose increased concentration of density.

OPTION THREE – STRATEGY FOR TRANSIT-LINKED TOWNS

Figure 7: Evaluations of Option Three

Q3. *What score would you give to number three? What acceptability score would you give to it, on a scale from 1 to 10?*



Opinion is again divided in Option Three, although we find a slightly stronger level of support here than in the earlier two options. The mean score for option three is 6.5, with 40 percent rating the option as acceptable and 14 percent rating it an unacceptable.

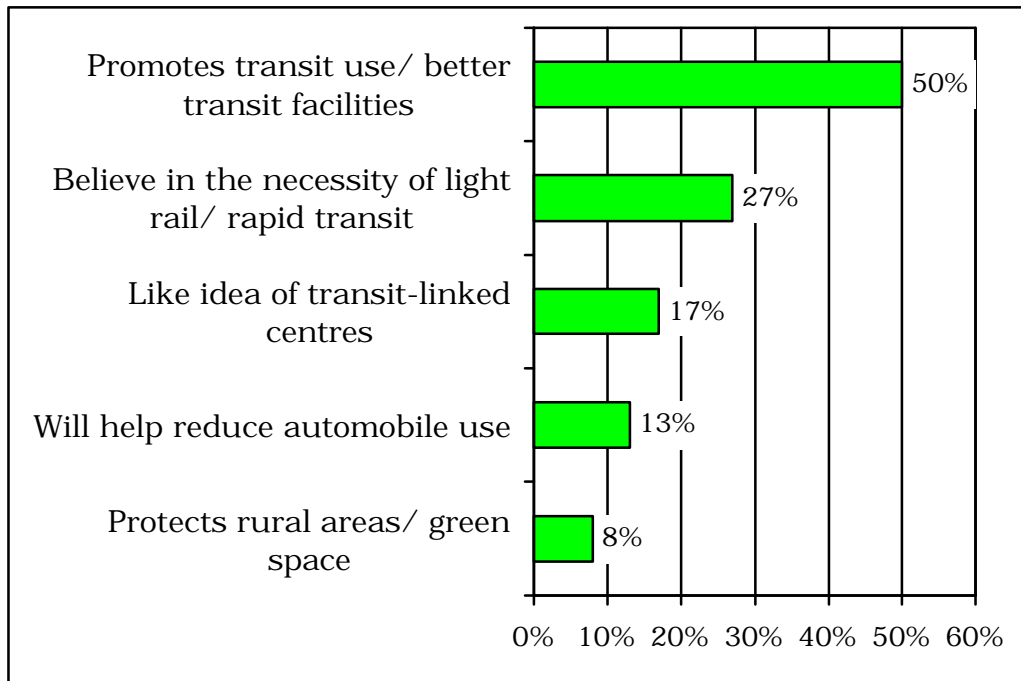
Twenty-eight percent of the sample found Option Three to be the most acceptable of all the options, while 26 percent rated it to be the least acceptable.

Support for Option Three is significantly stronger in the Saanich Peninsula (48% support) than it is in the Core (34% support).

Those who ranked Option Three either first or last gave their reasons for doing so and these appear in the next two figures.

Figure 8: Reasons for Rating Option Three First

Q5c. Why did you prefer Option Three the most? (n=139)

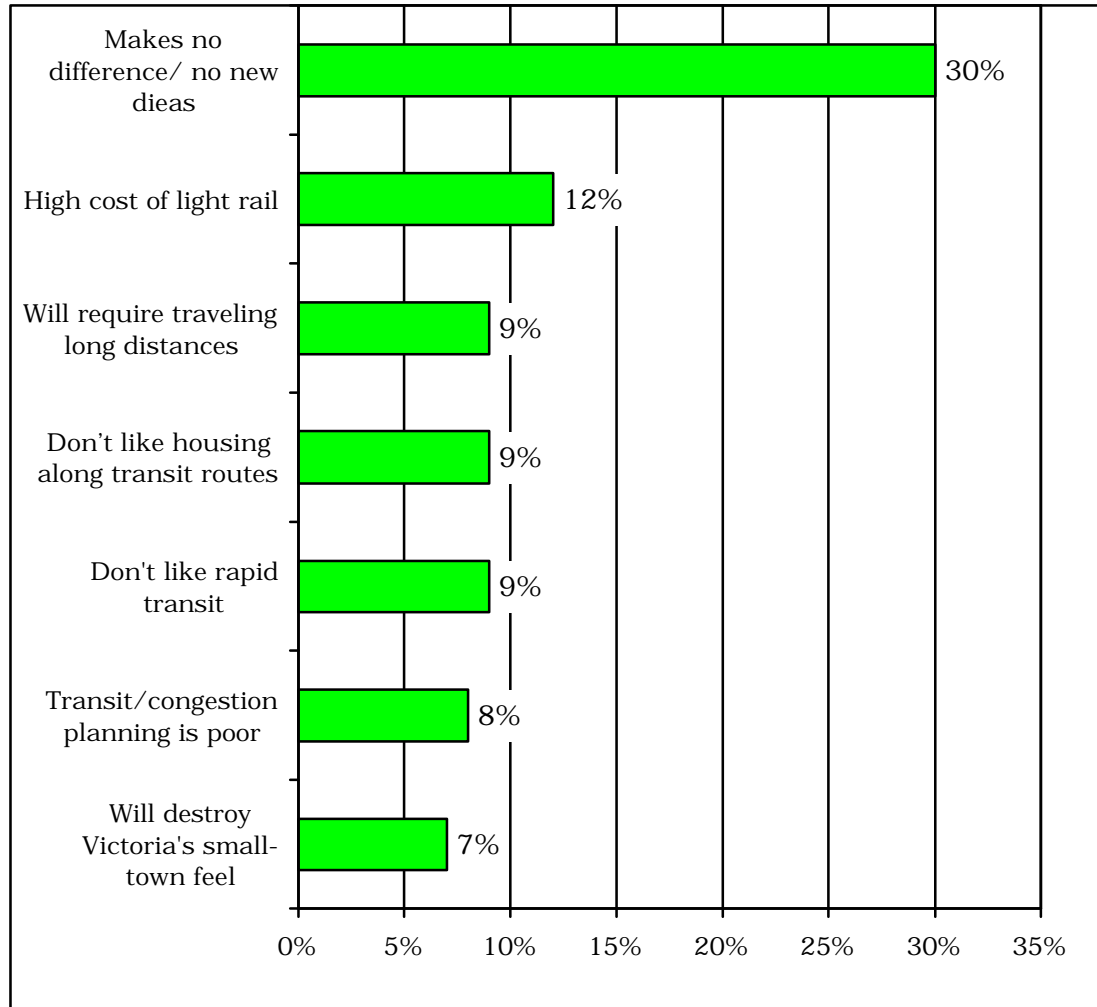


These responses show that the strongest element of Option Three is the inclusion of a rapid transit or rapid bus system linking the Downtown with the Western Communities.

On the other hand, those who rated Option Three last gave their reasons for doing so.

Figure 9: Reasons for Rating Option Three Last

Q6a. Why did you prefer Option Three the least? (n=128)

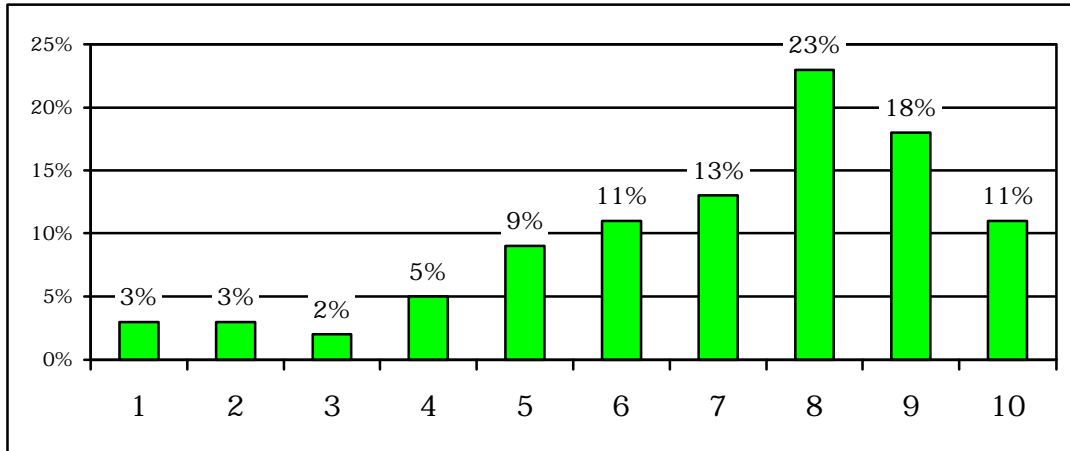


Not surprisingly, the cost of rapid transit was a factor in the thinking of those who ranked Option Three last. However, these data make it clear that this issue is not the most important objection, even among these opponents of the Option. Rather, rapid transit appears to be seen as a “big city” amenity, which may threaten the Region’s current equilibrium.

OPTION FOUR – STRATEGY FOR A HIERARCHY OF WALKABLE CENTRES

Figure 10: Evaluation of Option Four

Q4. *And what score would you give to number four? What acceptability score would you give to it, on a scale from 1 to 10?*



Option Four is the most acceptable of the four options, with an average rating of 7.1. Fifty-two percent find the option to be acceptable, while eight percent find it unacceptable.

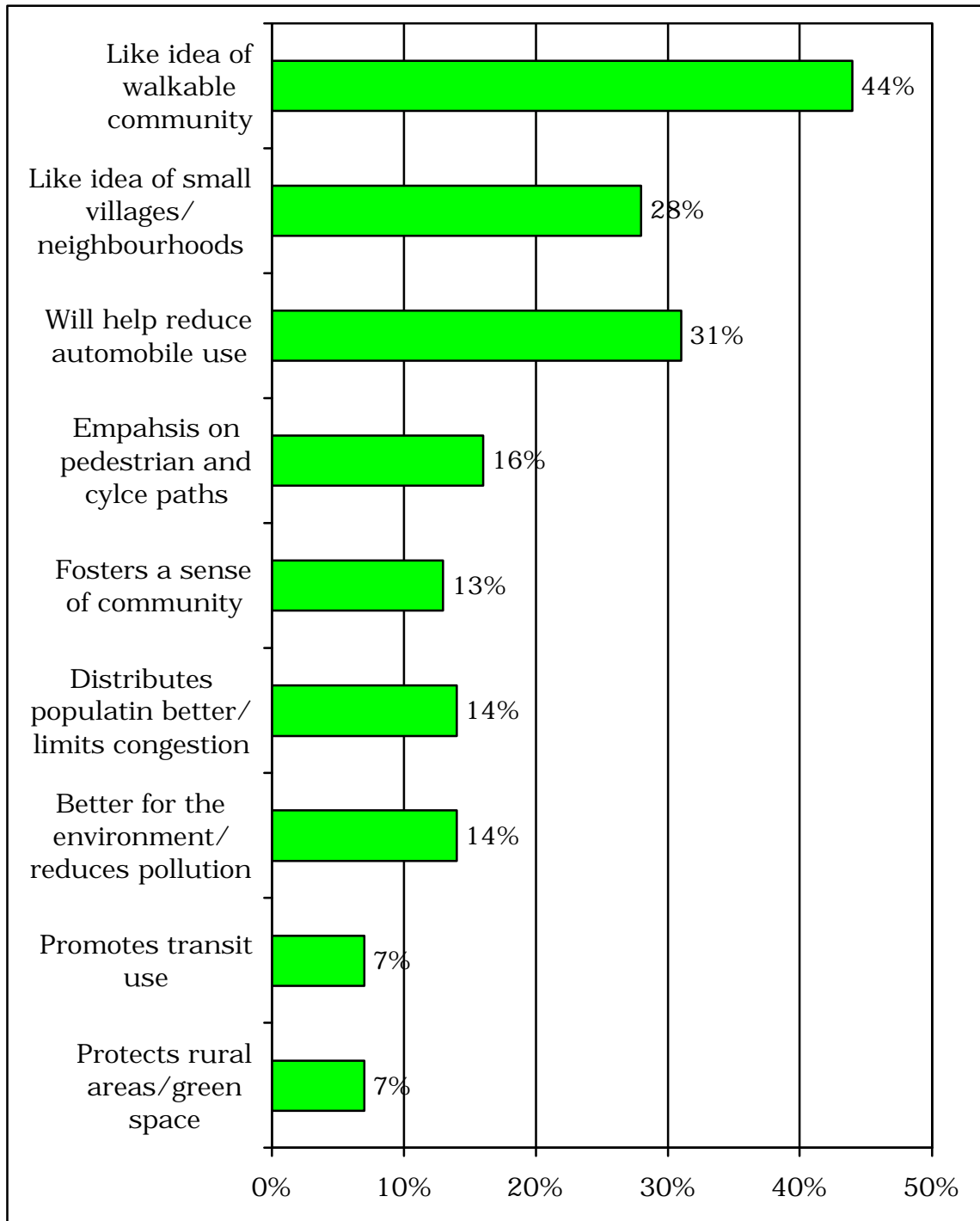
Thirty-three percent found Option Four to be the most preferred of all the options, while 16 percent rated it last.

Support for this option is strongest in the Core, with a mean score of 7.5 and 58 percent supporting. Compared to this, a mean of 6.5 and 49 percent supporting in the Saanich Peninsula and 37 percent supporting and a mean of 6.4 in the Western Communities.

Those who ranked Option Four first and last gave their reasons for doing so. These appear in the next two figures.

Figure 11: Reasons for Rating Option Four First

Q5d. Why did you prefer Option Four the most? (n=163)

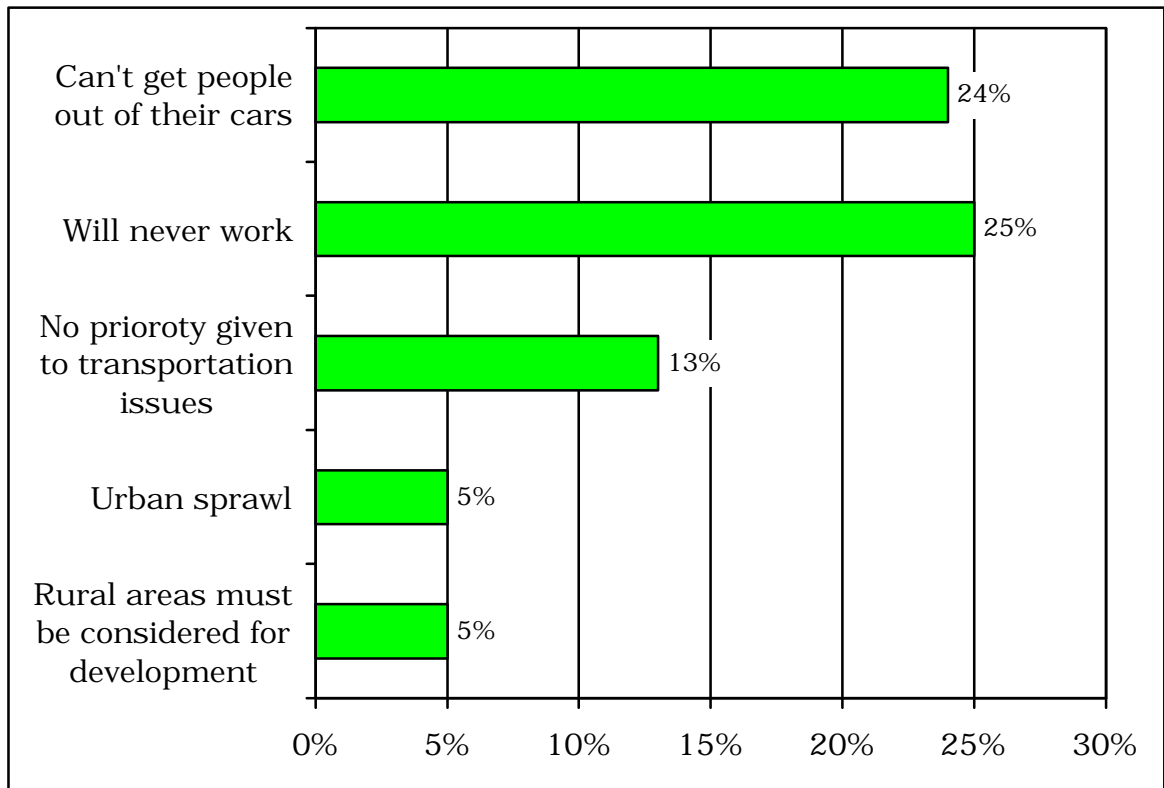


Option Four has the most thoroughly articulated bases for support. The concept of small walkable communities clearly has struck a positive chord among the supporters of this option.

On the other hand, those who rated Option Four last gave their reasons for doing so.

Figure 12: Reasons for Rating Option Four Last

Q6a. Why did you prefer Option Four the least? (n=80)



This figure shows that the primary reason for opposing Option Four is that it is seen not to be realistic by those who ranked it last. These respondents perceive, in particular, that it will not be possible to get people out of their cars, to take advantage of the walkable centres.

To clarify the levels of support offered to each option by the residents of each area, all the mean scores are displayed in Table 1.

Table 1: Mean Levels of Support for Four Strategic Options, by Region

	The Core	Saanich Peninsula	Western Communities
Option One	6.6	6.3	5.7
Option Two	6.7	6.0	5.5
Option Three	6.2	6.9	6.9
Option Four	7.5	6.5	6.4

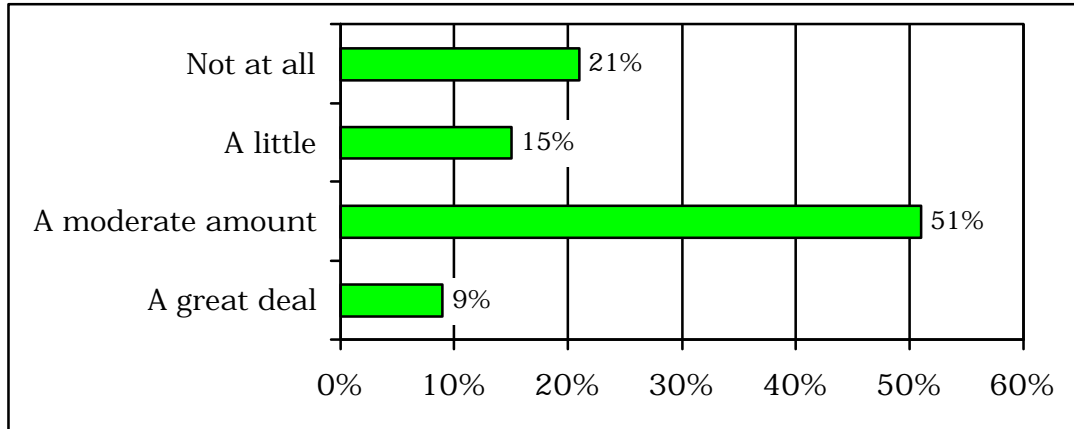
This table shows that the residents of the Core support Option Four most strongly, while the residents of the other two areas support Option Three most strongly. In fact, Option Three is the only case where support is stronger outside the Core.

#### THE IMPACT OF COST

Because Option Three is substantially more expensive than the other options (largely because of the transit system which is included), respondents were asked to what extent cost influenced their preferences. As can be seen below, over half of the sample say that cost influences their choice “a moderate amount” or a “great deal.”

Figure 13: Impact of Cost on the Preference of Options

Q7. In thinking about these four options, how strongly do the differences in cost influence your preference?



The table below shows the relationship between concern for cost and the preference for the various options.

Table 2: Relationship between Concern for Cost and Preferences Among the Four Options

Entries are mean acceptability scores.

	A great deal	A moderate amount	A little	Not at all
Option One	6.5	6.8	6.2	5.3
Option Two	6.4	6.7	6.0	5.6
Option Three	6.3	6.3	6.7	6.9
Option Four	6.2	7.2	6.8	7.2

As can be seen, the differences in preference for the four options are relatively small, when those who are concerned with cost a great deal are compared to those who are not at all concerned.

Given this, the nine percent of the sample who are most concerned with cost are most favorably disposed to Option One, while all other respondents are most favorable disposed toward Option Four.

## CHALLENGES OF GROWTH

Respondents were asked a number of specific questions relating to five challenges that growth in the Capital Region will present over the next 25 years. These are:

### LOCATION OF GROWTH

If people in the Capital Region continue to build mostly single-family housing and to rely on the private automobile for transportation, the land available inside the Urban Containment Boundary will run out in the next 15 to 20 years. In order to accommodate this growth and avoid the development of the remaining farmland and undeveloped rural areas, additional housing and commercial development will have to be put into the existing urban areas.

### HOUSING SUPPLY

There are several ways to encourage more development in areas that are already developed.

### TRANSPORTATION

At present, over 85 percent of all trips made in the Capital Region are made by automobile. As the population grows, this dependency on the automobile will lead to increased traffic congestion, poorer air quality and increased spending on roads.

### ECONOMIC DEVELOPMENT

Providing enough good jobs will be an important part of the quality of life in the Capital Region over the next 25 years.

### AFFORDABLE HOUSING

The Capital Region is an expensive place to live. Even today, large number of low and middle-income families pay more than 30 percent of their incomes for housing.

LOCATION OF GROWTH

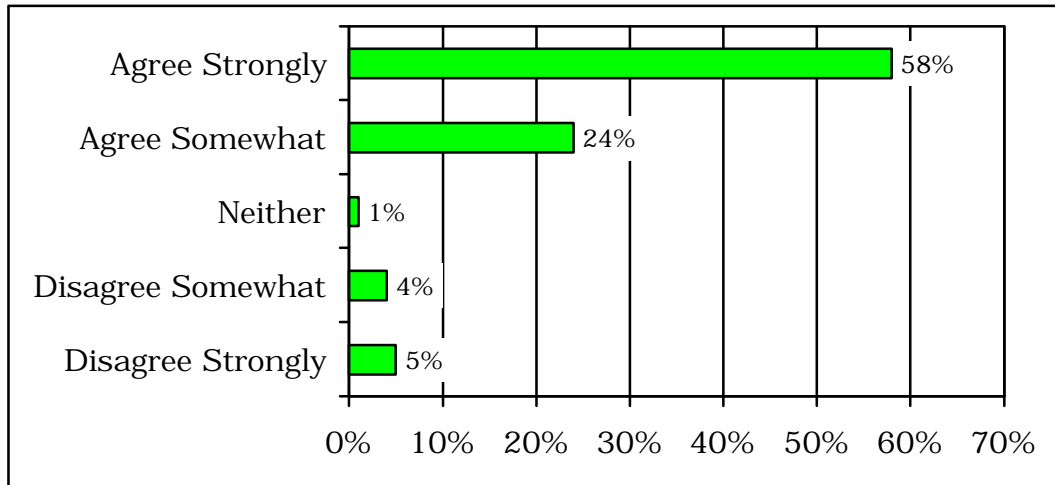
Eight questions were asked concerning where growth should be located. The first of these deals with the Urban Containment Boundary.

The Urban Containment Boundary

All four Options assume that an Urban Containment Boundary will be created. The questions displayed in Figure 14 show how the respondents to this survey feel about this concept.

Figure 14: Acceptability of the Urban Containment Boundary Concept

Q8. *Do you agree or disagree that an Urban Containment Boundary should be created for the Capital Region, which would prevent built-up areas from expanding into farmland and undeveloped rural areas, in most cases?*



This question clearly elicits very strong support in favor of the concept of an Urban Containment Boundary. While there are no significant differences overall between the sub-regions in opinion about the creation of an Urban Containment Boundary, fourteen percent of those living in the Saanich peninsula disagree strongly with the proposal and ten percent say it depends on where the UCB is located.

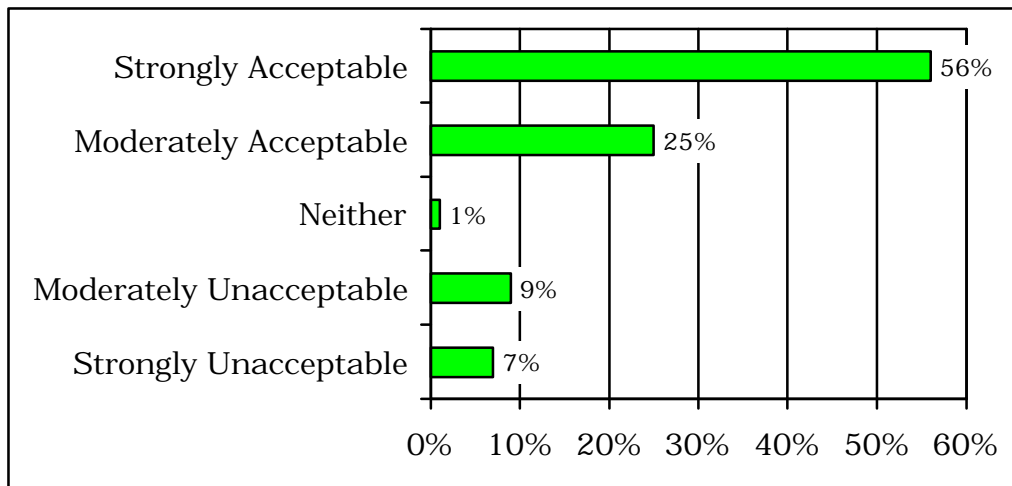
Thus, while 58 percent of the residents of this area agree strongly with the need for a UCB, about one quarter find this proposal problematic.

- Women are significantly more likely to support the UCB concept (85%) than are men (79%), but the differences are not large.
- Residents of the Core are most supportive of the UCB concept (86%), while residents of the Western Communities are least supportive (75%). However, there is no difference in opinion between those who live in urban areas, as compared to those who live in rural areas.
- There are no differences in support by age or by length of residence in the CRD.

A second question asks again about the Urban Containment Boundary, this time with an even stronger insistence on its characteristic of limiting development outside of the designated area.

Figure 15: Acceptability of Limiting Growth Outside the Urban Containment Boundary

Q11. *(Is it acceptable or not acceptable to you, to) Protect existing farmland and undeveloped rural areas by severely restricting the expansion of built-up areas outside the Urban Containment Boundary.*



Again, we find that acceptance of the Urban Containment Boundary, this time expressed in terms of preventing development in farmland and undeveloped rural areas, is shared by four fifths of the sample.

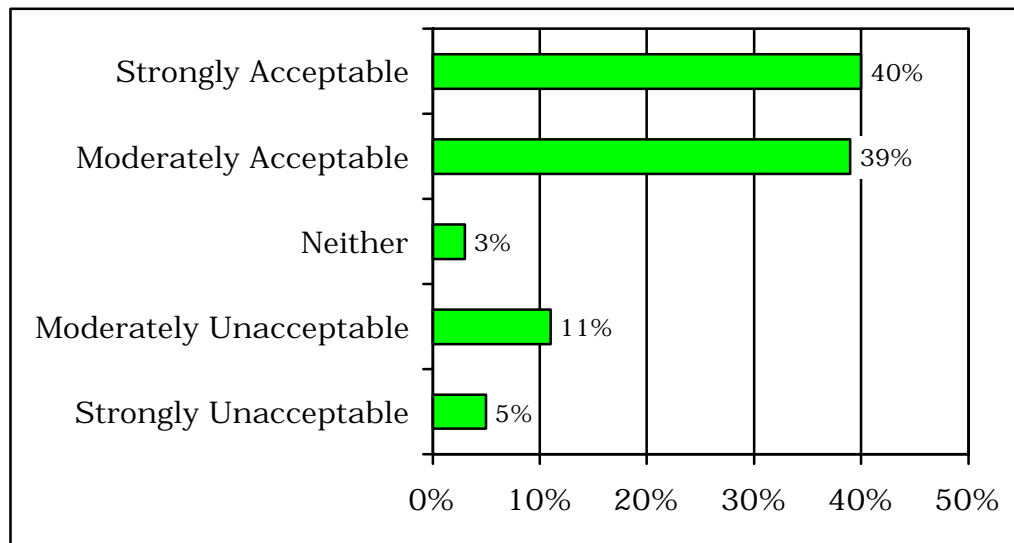
- In this case, the youngest respondents, those under 35, are the most supportive (94% accept the proposition, compared to 71% of those 45 to 54, who are the most opposed).

### Location of Housing and Jobs

Four separate questions were asked about the possible future distribution of housing and jobs in the Regional District. These are presented in the following figures.

Figure 16: Acceptability of Concentrating New Housing and Jobs in Large Centres

Q10. *(Is it acceptable or not acceptable to you, to) Concentrate new housing and jobs in a few large centers between Downtown and the Western Communities, linked by rapid transit; while most other neighborhoods would not change very much?*

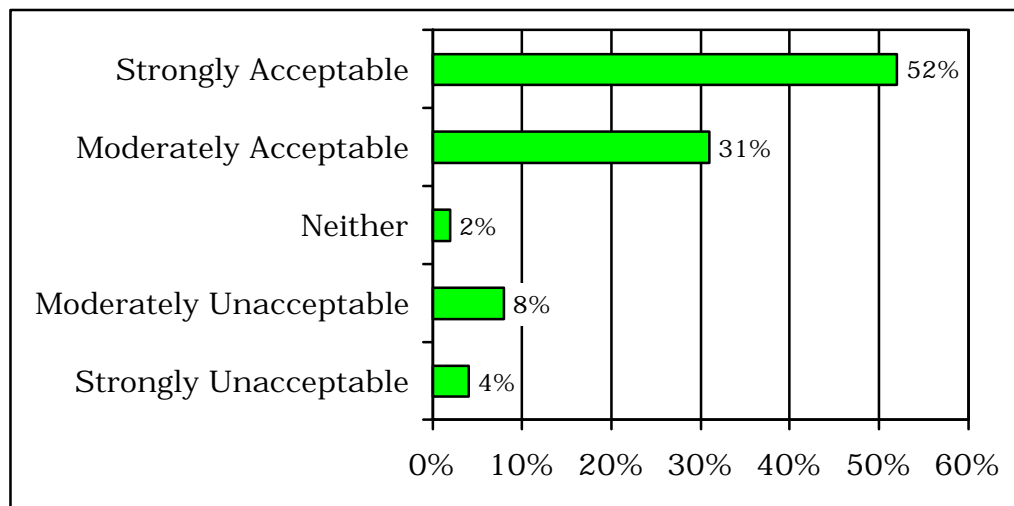


The concentration of new housing and jobs in the larger centers linked by transit, a feature of Option Two, is supported by about four-fifths of the sample.

- There are no significant differences among the regions on this opinion.
- This statement is most acceptable to the youngest and oldest respondents. (89% of those under 35 and 86% of those 65 or older, compared to 63% of those between the ages of 45 and 64.)
- Men find this proposition to be more acceptable than women (84% vs. 74%).
- There are no differences by urban/rural residence or home ownership.

Figure 17: Acceptability of Concentrating New Housing and Jobs in Mixed-Use Centres

Q12. *(Is it acceptable or not acceptable to you, to) Concentrate new housing and jobs in about a dozen mixed-use centers of varying sizes, mostly on existing shopping mall sites and in the Downtown. A mixed-use center is one in which there are jobs, housing, shopping and recreation all within walking distance?*

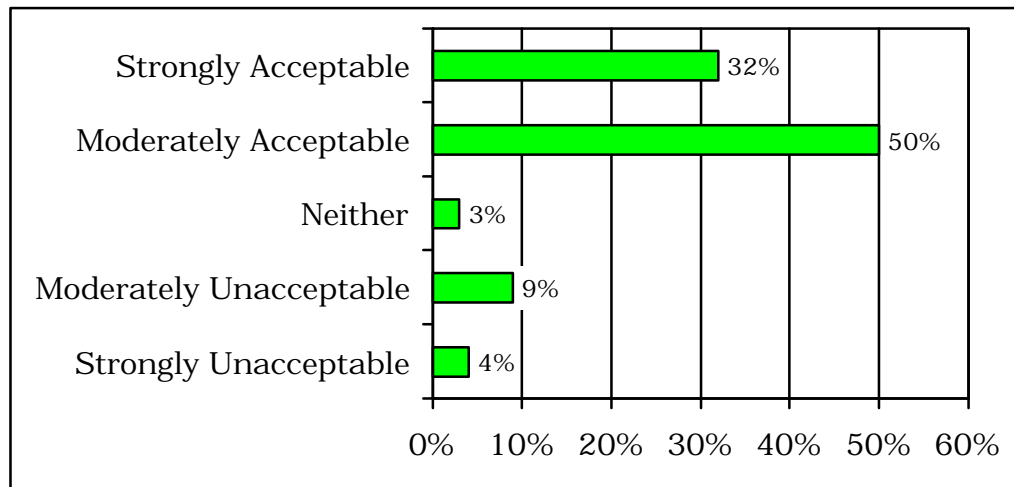


Acceptability of the concentration of new housing and jobs in about a dozen mixed-use centers is very high, exceeding 80 percent.

- There are no differences by area of residence, gender, length of residence in the CRD, home ownership, urban/rural residence or age, in this opinion.

Figure 18: Acceptability of Spreading Housing and Jobs Evenly

Q13. *(Is it acceptable or not acceptable to you, to) Spread new housing and jobs more evenly throughout the area inside the Urban Containment Boundary, in lots of mixed-use centers with a range of sizes, from small neighborhood centers to Downtown?*

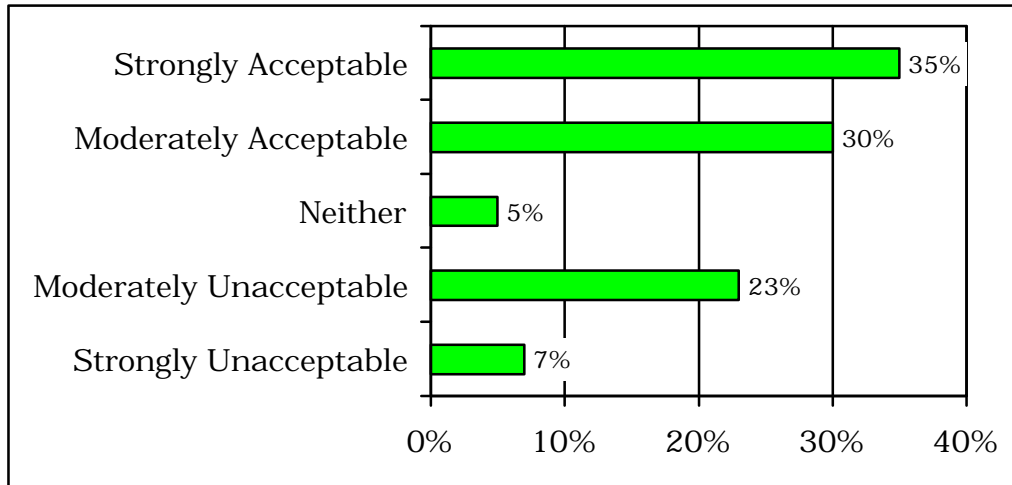


While over 80 percent of the sample supports the spread of new housing and jobs evenly through the area inside the CRD (the heart of Option Four), there are fewer people who find this idea to be “strongly acceptable” and more who rate it as “moderately acceptable.”

- There are no differences in the acceptability of this proposal by region of residence, by gender, by age, by home ownership, by urban/rural residence or by length or residence in the CRD.

Figure 19: Acceptability of Concentrating New Jobs in Existing Industrial And Commercial Areas

Q14. *(Is it acceptable or not acceptable to you, to) Concentrate new employment, but not housing, in existing industrial and commercial areas where jobs are already concentrated?*



While a majority of the sample supports the option of concentrating only jobs and not housing, support for this proposal is weaker than for any of the other three presented above.

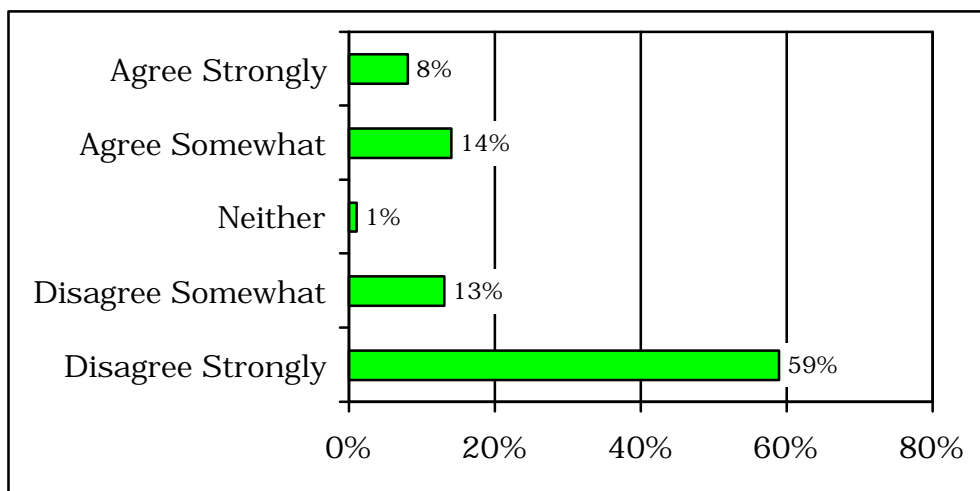
- This proposal is least acceptable to the youngest members of the sample (45% of those under 35 support it, compared to 79% of those 65 or over).
- In like manner, those who have lived in the CRD for fewer than 10 years are least likely to support this proposal (51%, compared to 75% of those who have lived in the CRD for more than 30 years).
- Those who own their own homes are more supportive of the proposal than are those who rent (73% vs. 52%).
- Those who live in rural areas are more supportive than those who live in urban areas (89% vs. 60%).
- There are no differences in support by region or gender.

Planning for Growth

Two questions probed how residents of the CRD feel that planning should occur to manage growth in the future.

Figure 20: Municipalities Act Independently to Manage Growth

Q9. *Do you agree or disagree that the municipalities should act independently to manage growth within their boundaries, without reference to an over-all regional Urban Containment Boundary?*



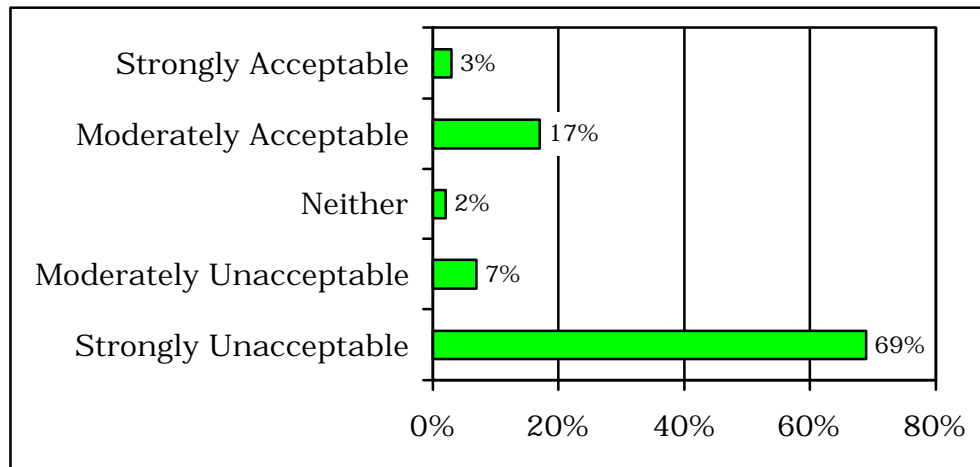
This reprise of the Urban Containment Boundary theme shows that there is widespread opposition to the idea that municipalities should be able to go their own way and choose to set their own Urban Containment Boundaries, (or, by implication, not to set a UCB at all).

- Support for this proposition is stronger among residents of the Saanich Peninsula (28%) and weaker among residents of the Core (22%) and the Western Communities (16%).
- Support for this proposition is strongest among the youngest members of the sample (46% support among those under the age of 35, vs. 11% of those 45 or older) and among men (30% support, vs. 13% of women).

- Renters are more supportive of this proposal (38%) than are owners (13%).

Figure 21: The No Plan Option

Q15. *(Is it acceptable or not acceptable to you, to) Keep growing as we have in the past, and decide on a new plan once we have run out of available space?*



Obviously, the no plan option has little currency among the members of this sample, although there appears to be a small “no planning” group, numbering perhaps one in six.

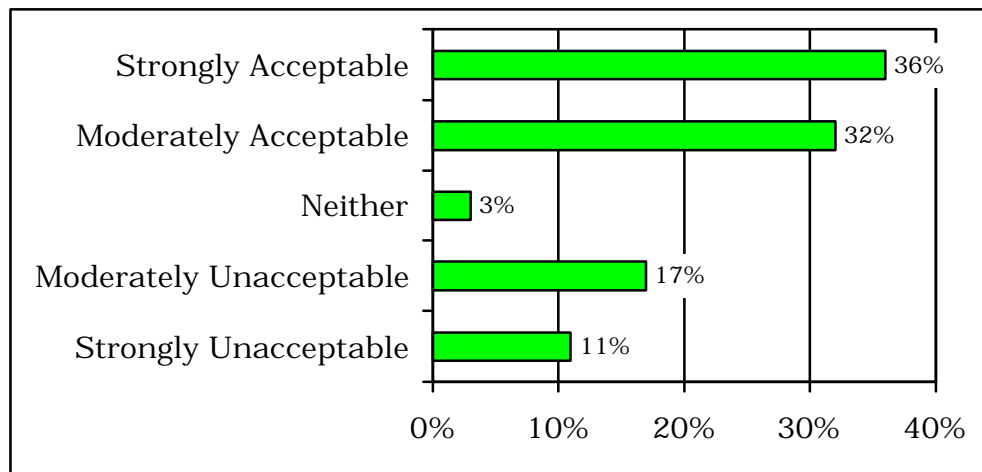
- There are no differences among the regions in the acceptability of this option.
- Those under 35 (43% vs. 7% of those 35 to 64) and men (31% vs. 10% of women) tend to be more supportive of this option than are others.
- Renters are more supportive than are owners (33% vs. 13%).

HOUSING SUPPLY

Four questions tapped opinion about how the region should assure that adequate housing will be available over the next 25 years.

Figure 22: Smaller Houses and Smaller Lots

Q16. *(Is it acceptable or not acceptable to you, to) Allow smaller houses and smaller lots?*

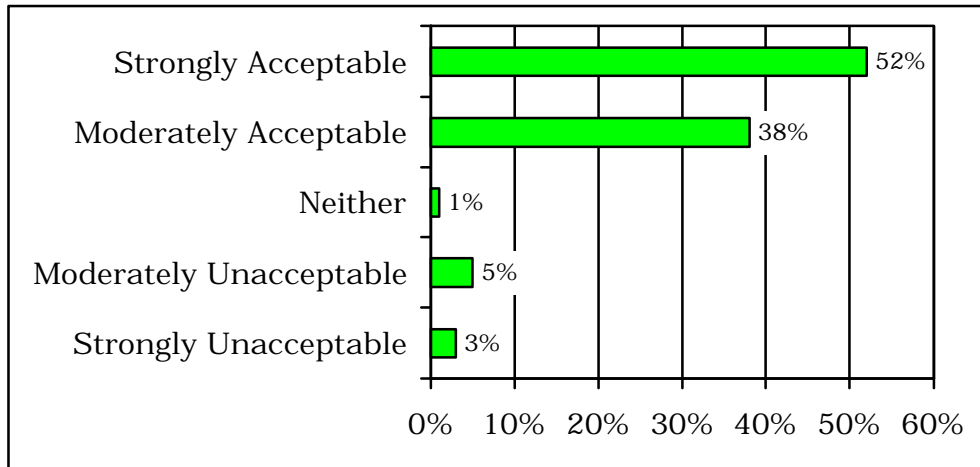


Opinion is split on the issue of smaller houses and smaller lots. Although nearly 70 percent of the sample support this idea, 28 percent oppose it.

- There are no differences by region, by urban/rural residence or by home ownership, in this opinion.
- The youngest members of the sample are least supportive of this proposition (49% of those under 35 support the statement, vs. 75% of those 55 or older).

Figure 23: Increase Supply of Other Housing forms

Q17. (Is it acceptable or not acceptable to you, to) Increase the supply of other forms of housing, like duplexes, apartment, or townhouses in more areas within the UCB?

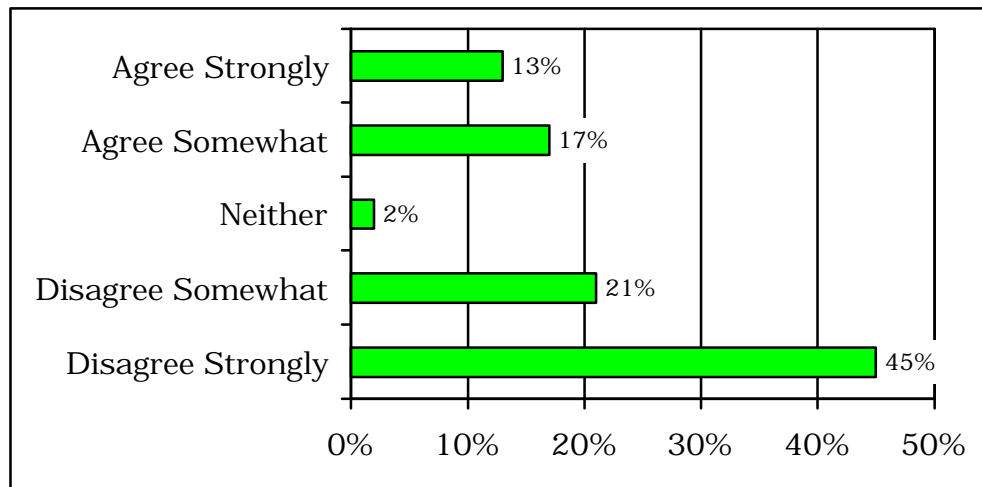


Clearly, most respondents support the idea of increasing the supply of housing through the use of multiple housing.

- Residences of the Core are somewhat more supportive of this proposal (93%) than are residents of the Saanich Peninsula (88%) or the Western Communities (85%).
- Those under the age of 35 are the most supportive of this option (97%, vs. 86% of those 35 to 44).
- Renters are slightly more supportive than owners (94% vs. 88%).
- There are no differences in this opinion by gender.

Figure 24: Slow the Region's Growth

Q19. Do you agree or disagree that as well as trying to manage and direct growth, we should find ways to slow down our Region's growth so fewer people move here?



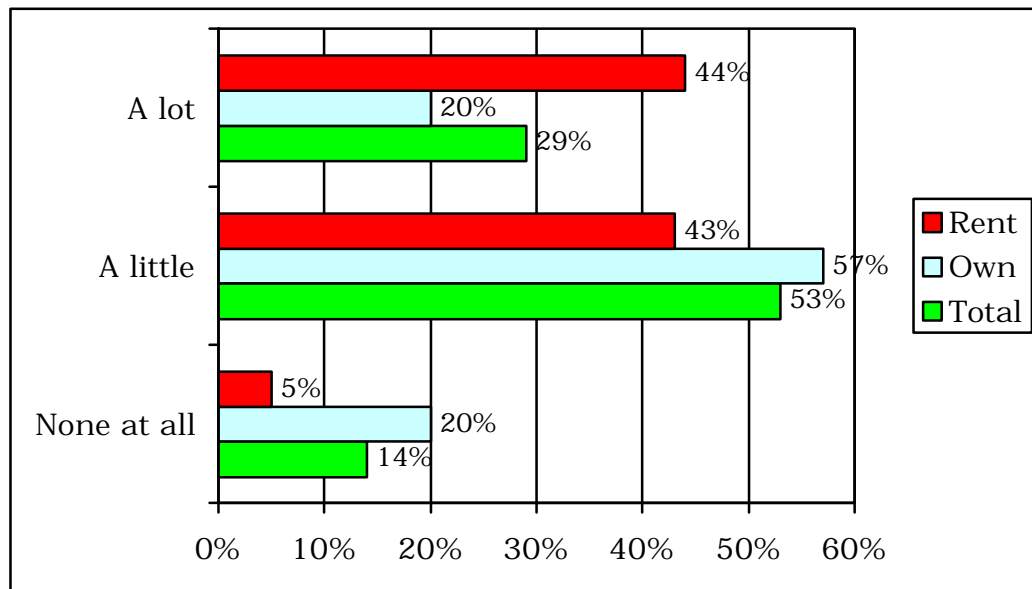
The sample splits about two-thirds/one-third on this issue, with the larger fraction opposing any effort to slow growth.

- There are no differences among the regions in this opinion.
- The slow growth option only appeals to the older members of the population to any great extent. The youngest are the most opposed (13% of those under 35 agree), followed by those between 35 and 64 (33% agree) and by those over 64 (42% agree).
- Owners are more likely to support this option (38%), as compared to renters (17%).
- There is no difference on this opinion by gender or by length of residence in the CRD.

Finally, respondents were asked what kind of development they would be willing to accept in their own neighborhood over the next 15 to 20 years.

Figure 25: Willingness to Accept Development in One's Own Neighborhood

Q18. *Thinking about your own neighborhood, how much development would you be willing to accept over the next 15 to 20 years?*



Over 80 percent of the sample say that they would allow at least a little additional development in their own neighborhoods.

- As noted in the figure, those who own their own homes are much less likely to tolerate additional development in their neighbourhood, compared to those who rent.
- Residents of the Saanich Peninsula are more likely than others to say that they would allow no further development (28%). Compare this to the residents of the Western Communities (18%) and the Core (8%).

Capital Regional District – Regional Growth Strategies Random Survey

- Those under the age of 35 are more likely than others to say they would accept “a lot” of development in their neighborhoods (58%, compared to 12% of those 35 to 44).
- Those who have lived in the CRD the longest are more likely than others to say they would accept no further development (22% of those who have lived in the CRD more than 20 years).
- Residents of the rural areas in the region are more likely to want no development in their neighbourhoods (25%) compared to those who live in urban areas (12%).

Those who oppose any new development in their own neighborhood also express opposition to increases both in the density of and in the over-all supply of housing in the CRD, as compared to those who are willing to see new development in their own neighborhood. Table 3 shows the percent of each group who find the two proposals to increase housing supply reviewed above, and a third concerning rate of growth to be acceptable.

Table 3: Acceptability of Two Proposals to Increase Housing Supply, by Willing to See New Development in One’s Own Neighborhood.

	Amount of Development Willing to Accept			Home Ownership	
	A lot	A little	None at all	Own	Rent
Allow smaller houses and smaller lots	61%	73%	61%	71%	63%
Increase the supply of other forms of housing, like duplexes, apartment, or townhouses in more areas within the UCB.	95%	90%	86%	88%	94%
Find ways to slow down our regions growth so fewer people move here	13%	33%	58%	38%	17%

One sees in this table that those who are willing to accept no further development in their neighborhood are no more or less willing to support either of the two means of increasing housing

stock that were presented to respondents. They are, however, by far the strongest proponents of limiting growth in the region by discouraging people from moving here.

Table 3 also shows the responses to these three questions separately for those who own and rent their homes. As before opinions regarding smaller houses and smaller lots or multiple housing do not differ between the two groups. However, owners significantly more likely to favor slowing the rate of growth.

TRANSPORTATION

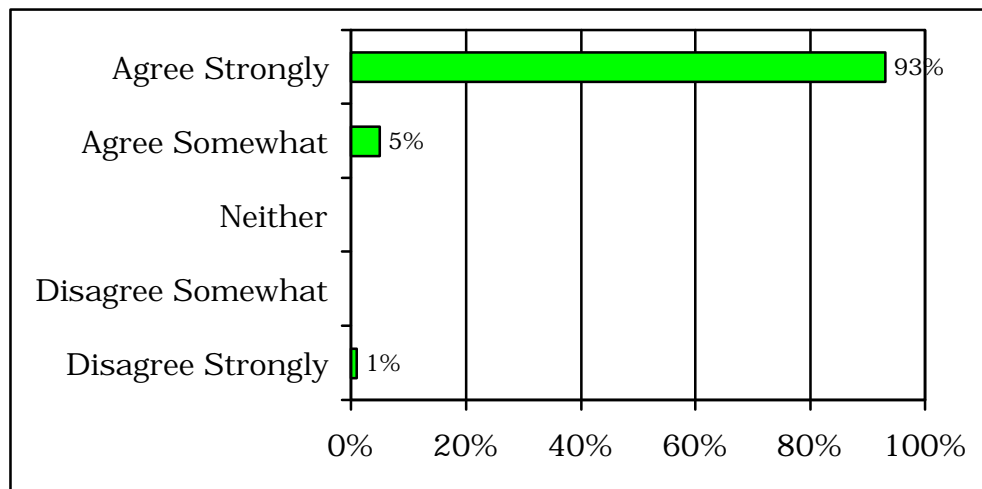
Nine questions probed the topic of transportation.

Advisability of a Transportation Plan

Respondents were asked whether they thought the CRD should develop a transportation plan, or, in contrast, whether the CRD should take not action. These responses were recorded separately.

Figure 26: CRD Should Develop a Regional Transportation Strategy

Q20. *Do you agree or disagree that the municipalities should work with the Capital Regional District to develop a Regional Transportation Strategy that would guide the development of transportation over the next 25 years?*

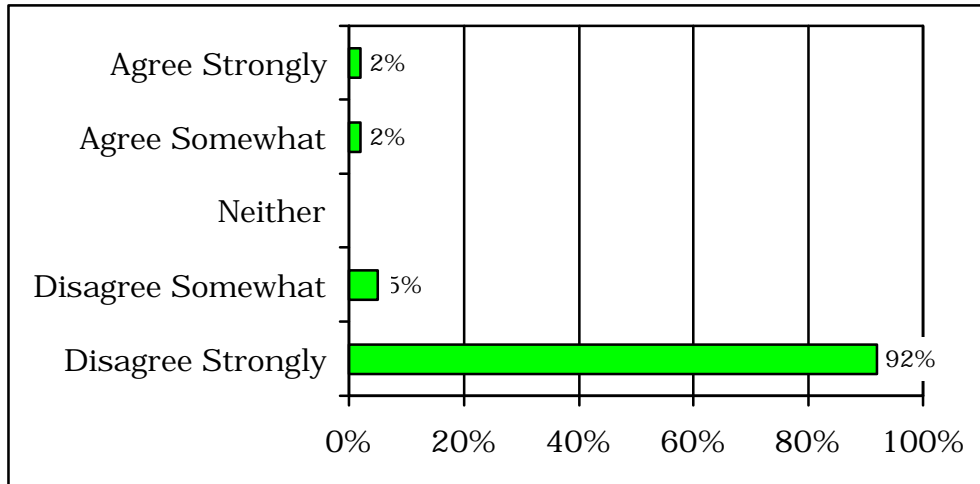


Obviously, the need for a region-wide transportation strategy is universally recognized among members of the public.

- There are no differences among demographic categories in this opinion.

Figure 27: No Transportation Plan

Q21. Do you agree or disagree that the municipalities and the Capital Region should take no action to guide transportation over the next 25 years?



This result corroborates the previous chart. Residents of the CRD are nearly universal in their desire for a regional transportation plan.

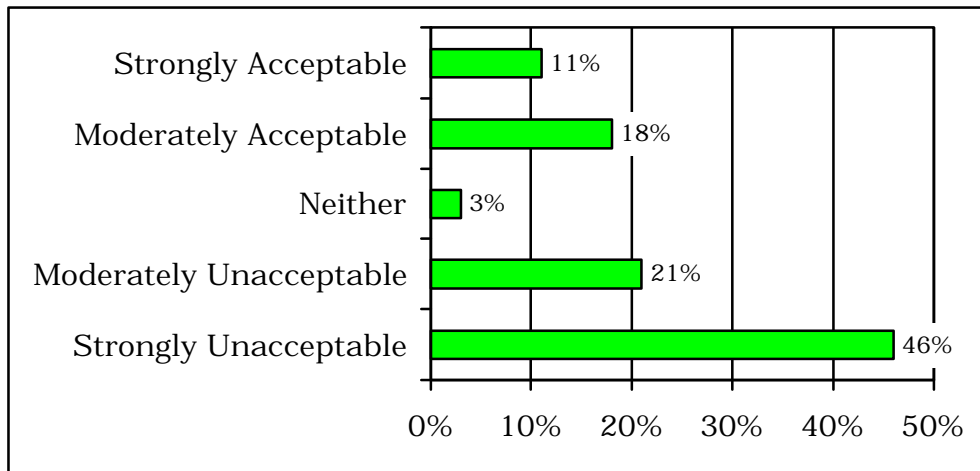
- There are no differences among demographic categories in this opinion.

Methods to Deal with Automobile Congestion

Five options were presented to respondents, offering different ways to deal with traffic congestion.

Figure 28: Reduce the Number of Vehicles on the Road – Part 1

Q22. *(Is it acceptable or not acceptable to you, to) Reduce the number of vehicles on the road through higher parking fees, tolls and other charges?*

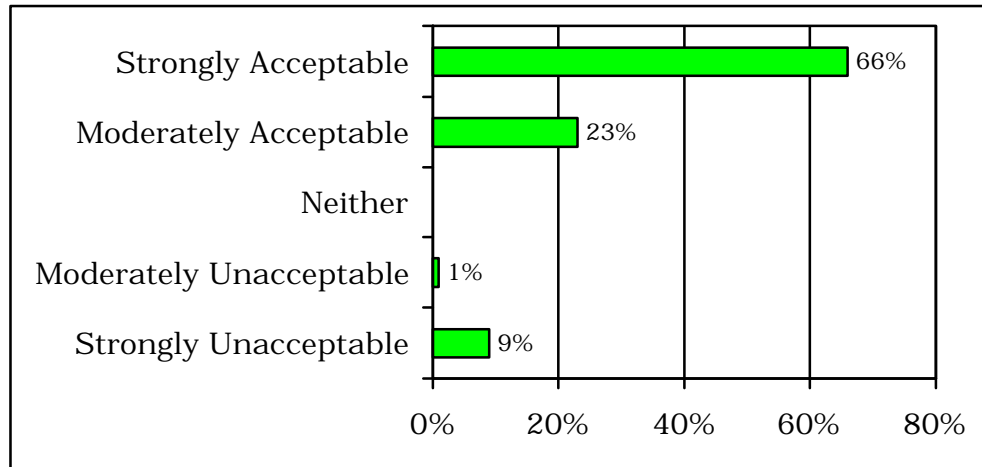


In spite of their support for a regional transportation plan, most members of this sample do not support any increases in the cost of operating a vehicle.

- There are no differences by region, home ownership or urban/rural residence, in this opinion.
- The oldest members of the sample were most accepting of this proposal (37% of those over 65) while the youngest were least accepting (19% of those under 35).
- There are no differences in this opinion by gender or length of residence in the CRD.

Figure 29: Reduce the Number of Vehicles on the Road – Part 2

Q23. *(Is it acceptable or not acceptable to you, to) Reduce the number of vehicles on the road by encouraging flex time, care pools and van pools and working from home?*



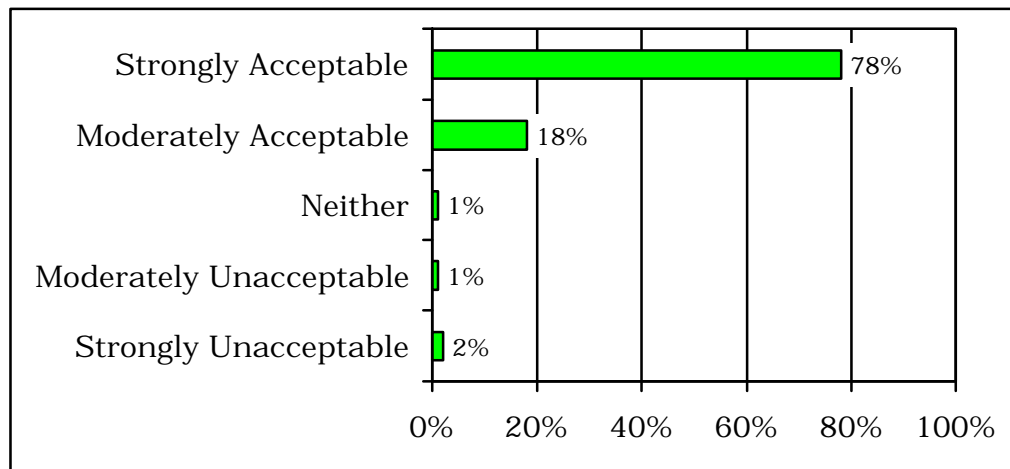
In contrast to the previous figure, support for strategies to reduce traffic through incentives is extremely strong.

- Residents of the Core are less likely than those living elsewhere to accept this statement (83%), although support is still very high. All the residents of the Saanich Peninsula support this proposition, as well as 97 percent of those living in the Western Communities.
- All age groups except those under 35 are nearly unanimous in accepting this statement (66% support for those under 35).
- Those living in urban areas are less supportive (87%) than are those living in rural areas (99%).
- Those who own their homes are more supportive (96%) than are those who rent (76%).
- Similarly, those who have lived in the CRD for less than 10 years are less supporting of the statement (73%).

- Men are less likely to support the statement (81%) than are women (97%).

Figure 30: Build Transit Line

Q24. *(Is it acceptable or not acceptable to you, to) Build a dedicated transit line to connect major centers between the Downtown and the Western Communities? This could be either light rail or express bus.*

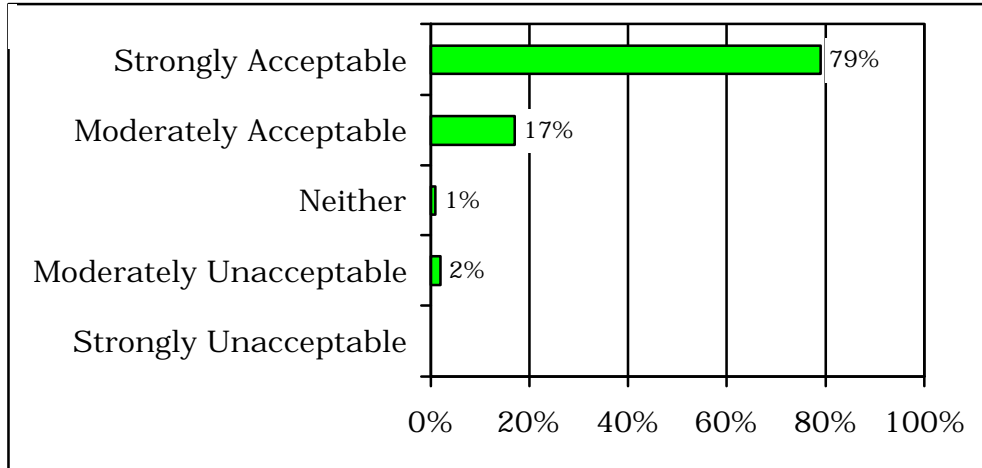


This figure shows that there is virtually no opposition at all to the concept of a dedicated transit link between Downtown and the Western Communities. Whatever the reasons respondents have for not supporting Option Three at the beginning of the interview, this is apparently not one of them.

- Those who rent are more in favor of this proposal (100%) than are those who own their own homes (93%).
- The youngest respondents are more in favor of this proposal (100%) than are the older respondents (95%).
- There are no other differences among demographic subgroups.

Figure 31: Locate Housing, Services, Employment and Recreation within Walking Distance

Q25. *(Is it acceptable or not acceptable to you, to) As communities change, try to ensure that housing, services, employment and recreation are located close to each other, so it is easier to work, cycle or take public transit?*

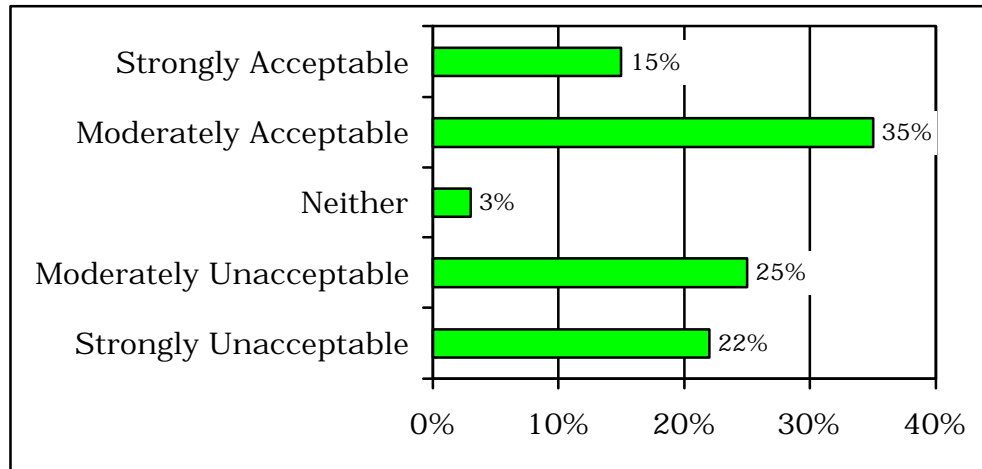


Again, we find that the concept of the eventual creation of walkable communities is non-controversial.

- Those under 35 are most supportive of this concept (100%), while those over the age of 64 are least supportive (91%).
- There are no other differences among demographic categories.

Figure 32: Expand the Road System

Q26. (Is it acceptable or not acceptable to you, to) Expand and improve the road system to make travel by car easier?



This figure shows that the constituency for building more roads is alive and well in the CRD. Indeed, the surprise is that nearly half of the sample think that this is not an acceptable strategy for transportation management in the future.

The difficulty for planners will be to reconcile the obvious appeal of such things as walkable communities and a transit link between Downtown and the Western Communities, with the idea that the reason these options have been developed is precisely to reduce the need for additional roads.

- There are no differences among the regions or by urban/rural residence in this opinion.
- Younger respondents (those under 45 and especially those under 35 at 67%) are more supportive of additional roads than are older respondents.
- Men are more supportive than women (60% vs. 40%).
- Owners are less supportive of this proposal (43%) than are renters (63%).

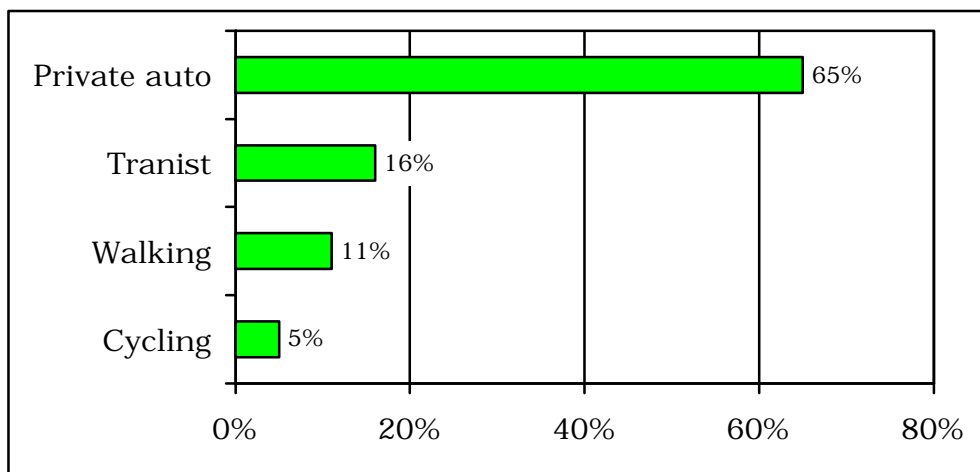
- There are no differences in this opinion by length of residence in the CRD.

### Personal Travel Choices

Respondents were asked what one method of travel they use most frequently for daily trips. Their responses appear in Figure 27.

Figure 33: Personal Mode of Travel

Q27. *What one method of travel do you personally use most frequently for daily trips?*



Obviously, the private auto dominates the transportation scene in the CRD.

- Auto usage is lower in the Core area (55%) and transit usage is higher (22%).
- Transit usage is higher among the youngest cohort (36%) and the personal auto usage is lower (46%).
- Those who have lived in the CRD less than ten years are more likely to use transit (28%) and less likely to use a private auto (47%).

Capital Regional District – Regional Growth Strategies Random Survey

- Residents of the urban areas in the region are less likely to use private autos most frequently, compared to residents of the rural areas (63% vs. 72%) and are more likely to use transit (17% vs. 11%).
- Homeowners are more likely to use a private auto most frequently (75%) compared to renters (46%) and are less likely to use transit (8% vs. 29%).

Those who reported that the private auto was their most frequent mode of transportation were asked what could be done to reduce their reliance on this particular mode.

Table 4: Reasons to Use Automobile Less

Q28. *What, if anything, would convince you to use your car less, for regular trips?*

	<b>Percent</b>
Improvements to regular bus service and/or routes	53%
Availability of rapid transit	24%
Living within walking distance of employment, shopping	20%
Increased costs (for parking, insurance, etc.)	8%
Cheaper transit	8%
Availability of bicycle facilities (lanes, lock-ups, etc.)	6%
Safety considerations (improved bicycle paths, etc.)	5%
Environmental considerations	2%
Carpooling incentives	2%
Better weather	2%
Congestion and increased travel time	1%
Nothing/Don't Know	16%

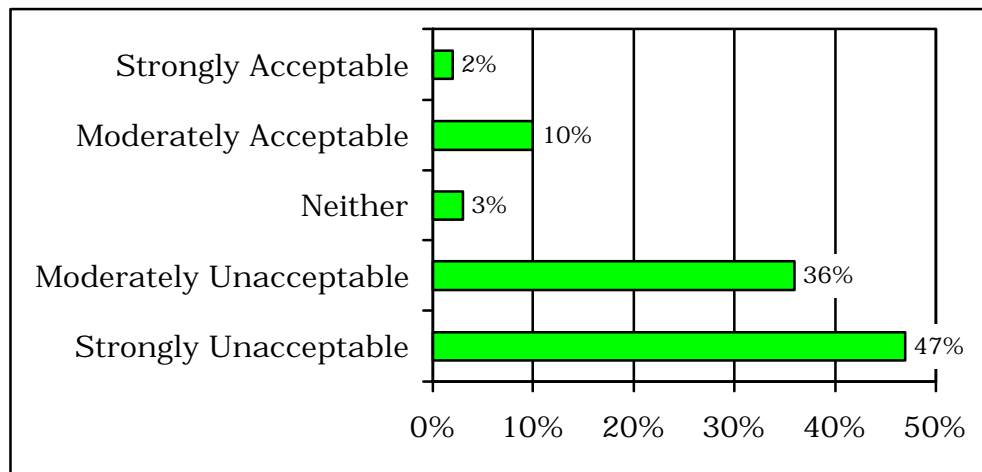
Automobile users report that various improvements in transit would be most effective in reducing their dependence on the automobile. In second place is the possibility of increasing the ease of walking or bicycling, either through redesign of neighborhoods or through the creation of safe bicycle paths. Third is the increased cost of the automobile, either in terms of direct costs or the indirect cost of increased congestion or environmental pollution.

ECONOMIC DEVELOPMENT

Three questions in the survey measured the extent to which respondents believe that government and the private sector should work together to encourage economic development in the Capital Region.

Figure 34: No Government Action to Attract Business

Q31. *(Is it acceptable or not acceptable to you, to) Municipalities and the Capital Regional District take no action to attract business to the Capital Region, letting the business community create jobs as it sees fit?*



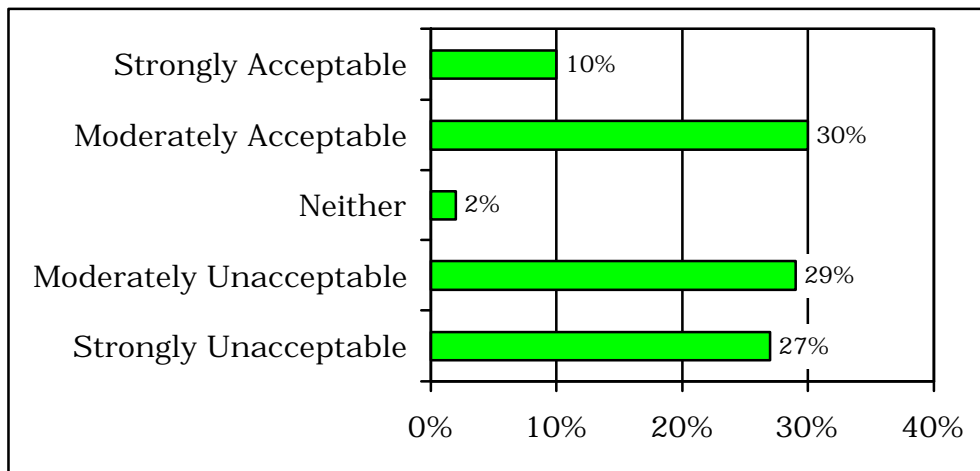
As we saw earlier when it was proposed that no action be taken with reference to the creation of a transportation plan, we also find here that there is very little support for the no action solution to economic development.

- There are no differences in this opinion by region of residence, by urban/rural residence. By length of residence in the CRD, or by gender.
- The youngest members of the sample are least accepting of the no action proposal (4% of those under 35) while the oldest are the most accepting (25% of those over 65).

- Owners find the proposal to be more acceptable (17%) than do renters (6%).

Figure 35: Municipalities Encourage New Business Without Regional Coordination

Q29. *(Is it acceptable or not acceptable to you, to) Individual municipalities work with business to attract new firms to locate within their boundaries, without regional coordination?*

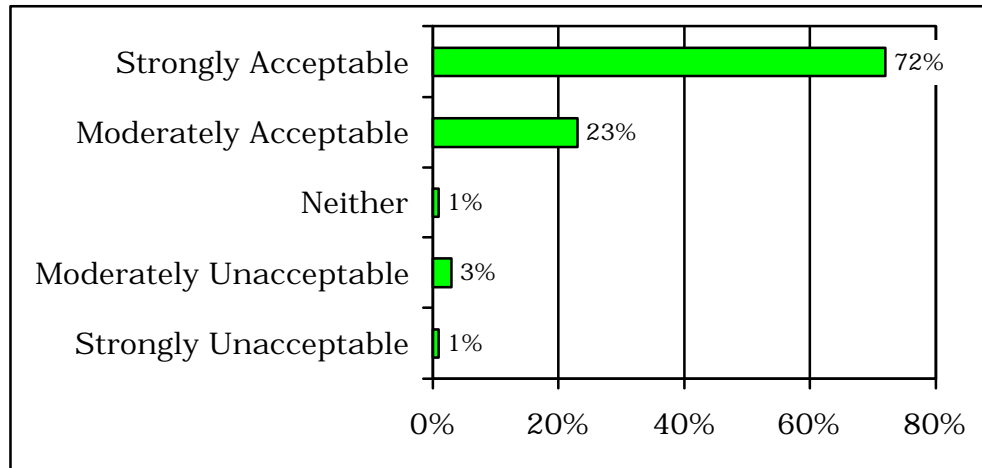


While there is more support of uncoordinated action, opinion is split and the weight of opinion is still on the unacceptable side.

- There are no differences by region in this opinion.
- The younger members of the sample are more accepting of this proposal (63% of those under 35) while the oldest members are least accepting (25% of those over 65).
- Those who have lived in the CRD for less than 10 years are more accepting (53%) than those who have lived in the region for more than 40 years (27%).
- Owners are less accepting of the proposal (33%) than are renters (55%).

Figure 36: Regional Strategy to Attract New Business

Q30. *(Is it acceptable or not acceptable to you, to) Municipalities all work together with the Capital Regional District and business to prepare an Economic Development Strategy and promote the Region as a whole?*



As in earlier questions about regional coordination, we find near unanimous support for the idea that the Region and the municipalities should work together to attract new business to the region.

- There are no subgroup differences in this opinion.

AFFORDABLE HOUSING

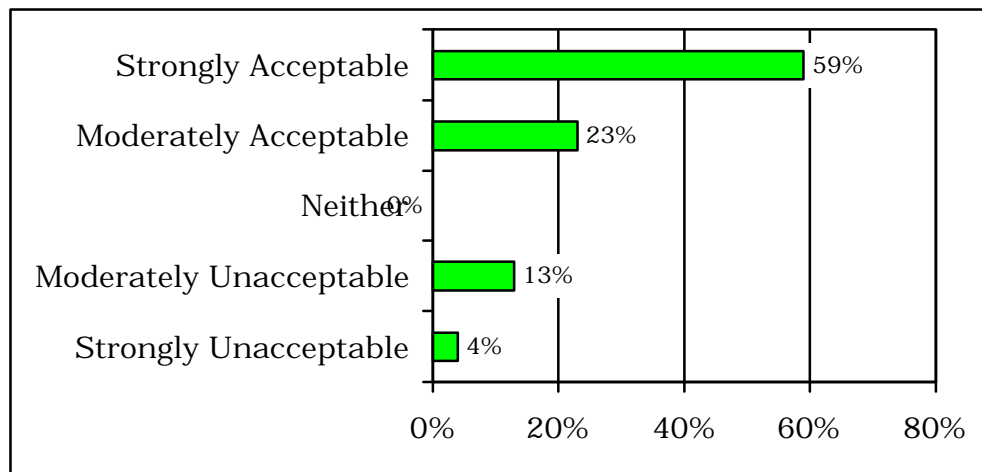
Finally, four questions probed the topic of affordable housing and what government should do about it.

The initial question in this section asked whether there should be an affordable housing strategy in the CRD. Eighty-seven percent of the respondents believe that there should be such a strategy, compared to nine percent who disagree with the development of a strategy for affordable housing.

All respondents were then asked what approach to the development of an affordable housing strategy they would find acceptable.

Figure 37: A Coordinated Approach to an Affordable Housing Strategy

Q34. *(Is it acceptable or not acceptable to you, to) Municipalities all work together with the Capital Regional District to create and implement an Affordable Housing Strategy?*



Not only do respondents think that there should be an affordable housing strategy, but they also feel that this strategy should be the product of cooperation between the municipalities and the CRD.

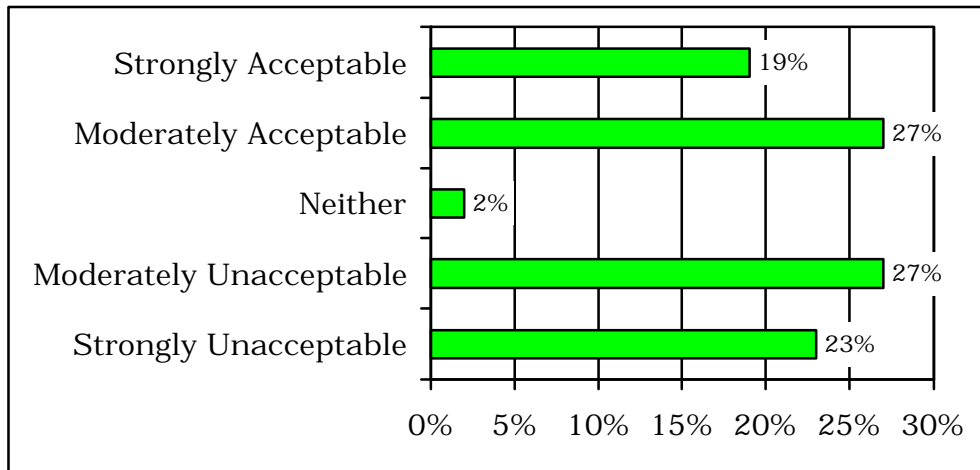
- The youngest respondents and those who have lived in the CRD for less than ten years are least likely to support the

coordinated strategy described above (65% of those under 35 and 66% of those who have lived in the CRD less than ten years accept the proposal).

- Men are less supportive than women (74% vs. 91%).
- Residents of the Core are least supportive of this proposal (79%), compared to residents of the Saanich Peninsula (84%) and of the Western Communities (90%).
- Owners are more supportive (90%) than renters (67%).

Figure 38: An Independent Approach to an Affordable Housing Strategy

Q33. *(Is it acceptable or not acceptable to you, to) Municipalities work independently to create and implement a strategy to make housing more affordable within their own boundaries?*



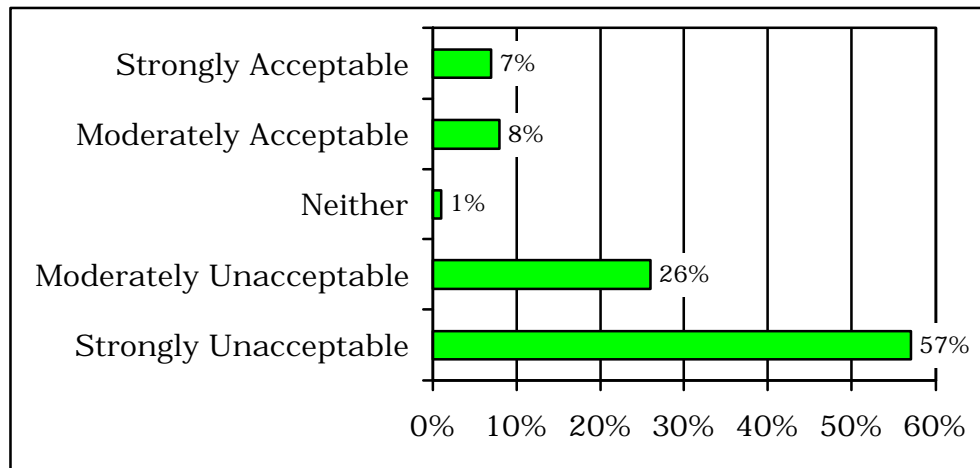
This middle position, in which the municipalities act independently to create an affordable housing strategy, attracts some support, but certainly is not seen to be as acceptable as the coordinated strategy option.

- There are no differences among the regions on this opinion.

- The youngest respondents are most supportive of this option (62% of those under 35, compared to 38% of those 55 and over).
- There are no differences by gender or by length of residence in the CRD, on this opinion.
- There are no differences by home ownership or by urban/rural residence, on this opinion.

Figure 39: No Affordable Housing Strategy

Q35. *(Is it acceptable or not acceptable to you, to) Municipalities and the Capital Regional District take no action to create an Affordable Housing Strategy, letting the market regulate the cost and availability of housing?*



Opinion is not quite as homogeneous in opposition to the no-action option as it is in the case of the transportation or the economic development strategies, but still, over 80 percent of the sample reject the idea that nothing should be done with respect to the creation of affordable housing.

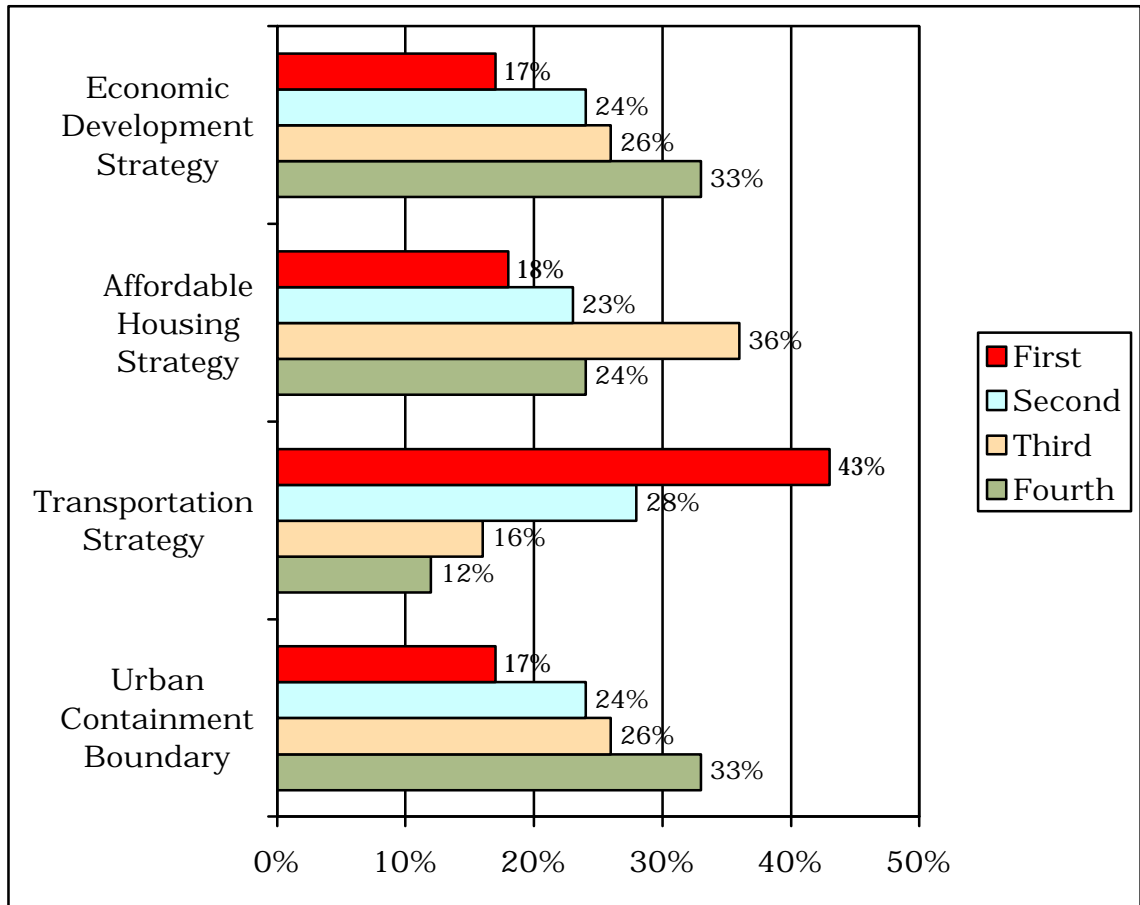
- There are no subgroup differences on this opinion.

PRIORITIZING FOUR AREAS OF ACTIVITY

To conclude the interview, respondents were asked which of four planning areas should take the highest priority. These were the Urban Containment Boundary, Transportation Strategy, Affordable Housing Strategy or Economic Development Strategy.

Figure 40: Priorities for Planning

Q36. There are four areas where regional planning could concentrate over the next 10 to 15 years. Which of these four do you think should be done first (second, last):



In the eyes of these respondents, the Transportation Strategy should be attended to first, followed by the Urban Containment

Boundary. The Transportation Strategy is seen to be the top priority by 43 percent of the sample, and the UCB by 24 percent.

The creation of an Economic Development Strategy and an Affordable Housing Strategy are virtually tied for third priority, with the edge for third going to the creation of an Affordable Housing Strategy, on the strength of the fact that more people ranked this third (36% vs. 26% ranking the Economic Development Strategy third) and that more people ranked the Economic Development Strategy last (33% vs. 24% who rated the Affordable Housing Strategy last).

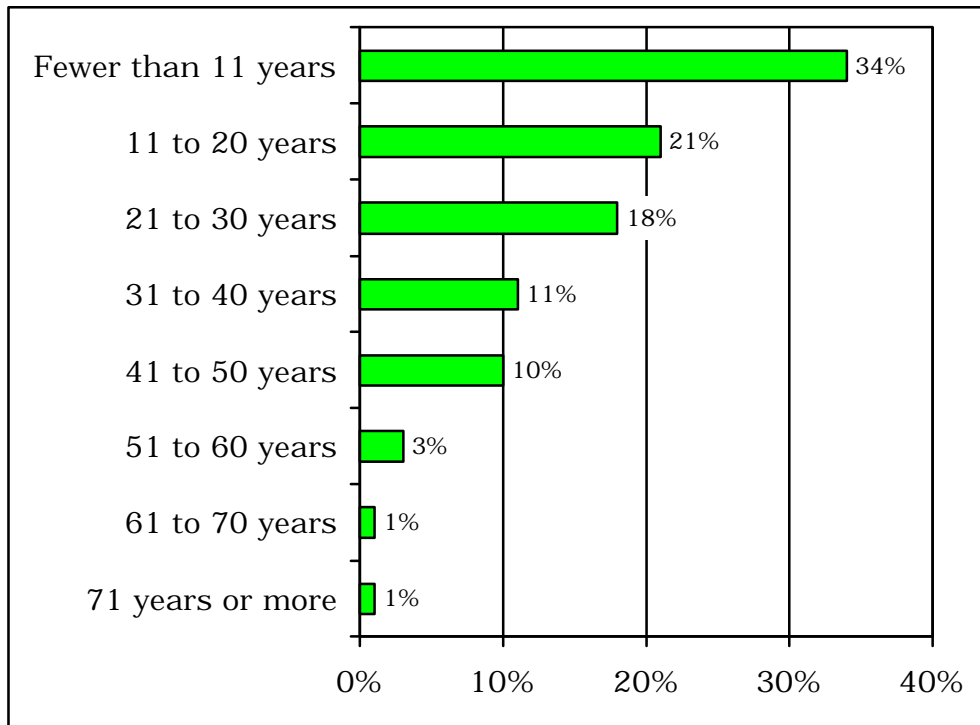
- Residents of the Saanich Peninsula are more likely to rank the Urban Containment Boundary first (36%).
- The youngest members of the sample are more likely than others to rank the Transportation Strategy first (59% of those under 35), while the oldest members are more likely to rank the Urban Containment Boundary first (31% of those over 54).
- Residents of urban areas are more likely to rate the Transportation Strategy first (46%, compared to 30% for those who live in rural areas). Residents of the rural areas rate the UCB first (38%, compared to 21% of those living in urban areas).
- Both owners and renters rate the development of a Transportation Strategy first, but renters are more positive in their rating (51% vs. 39%).
- There are no differences in these rankings by the length of time the respondent has lived in the CRD.

DEMOGRAPHICS

Length of Residence in the CRD

Figure 41: Length of Residence

Q37. Finally, a few questions to help us classify your responses.  
How long have you lived in the Capital Region?

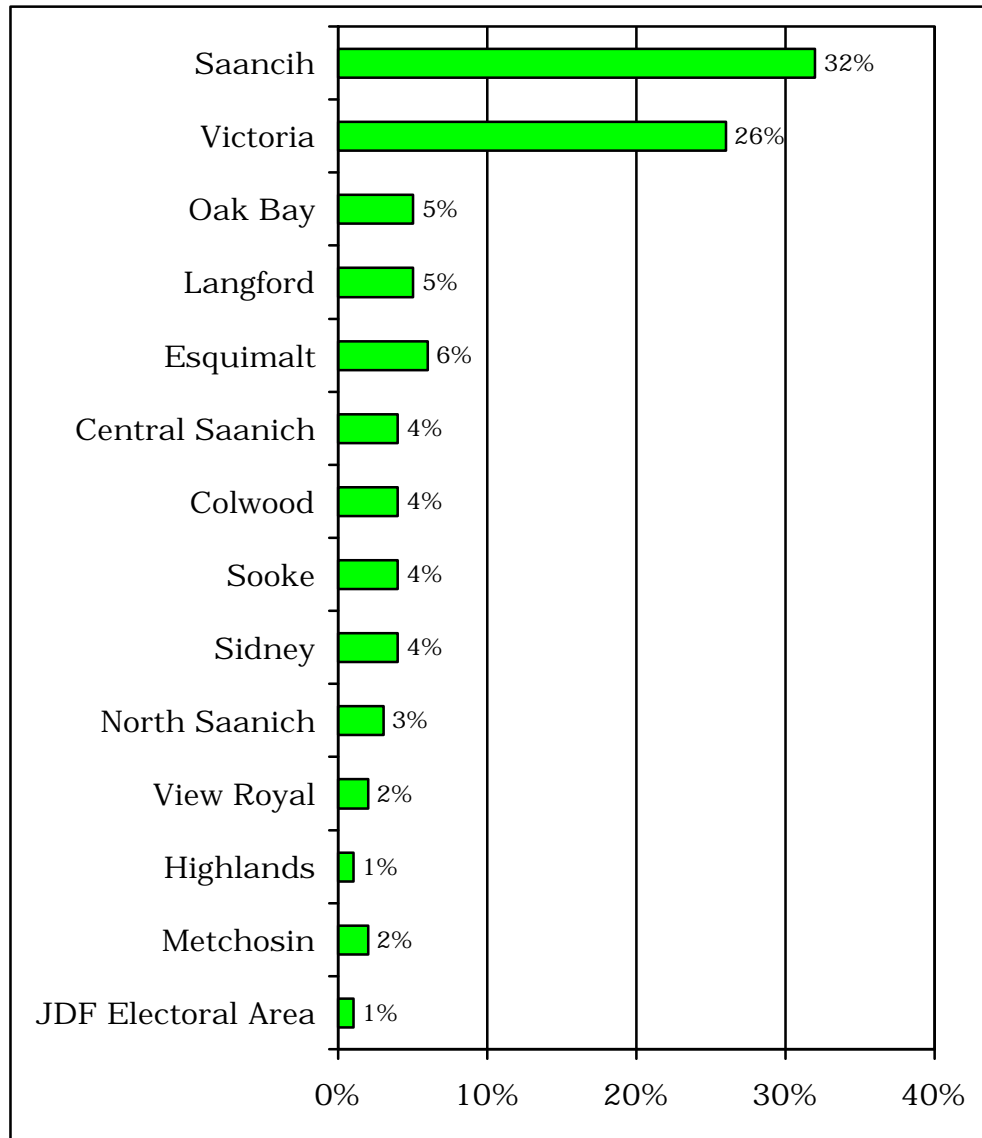


The mean length of residence in the CRD for this sample is 21.2 years.

Municipality

Figure 42: Municipality of residence

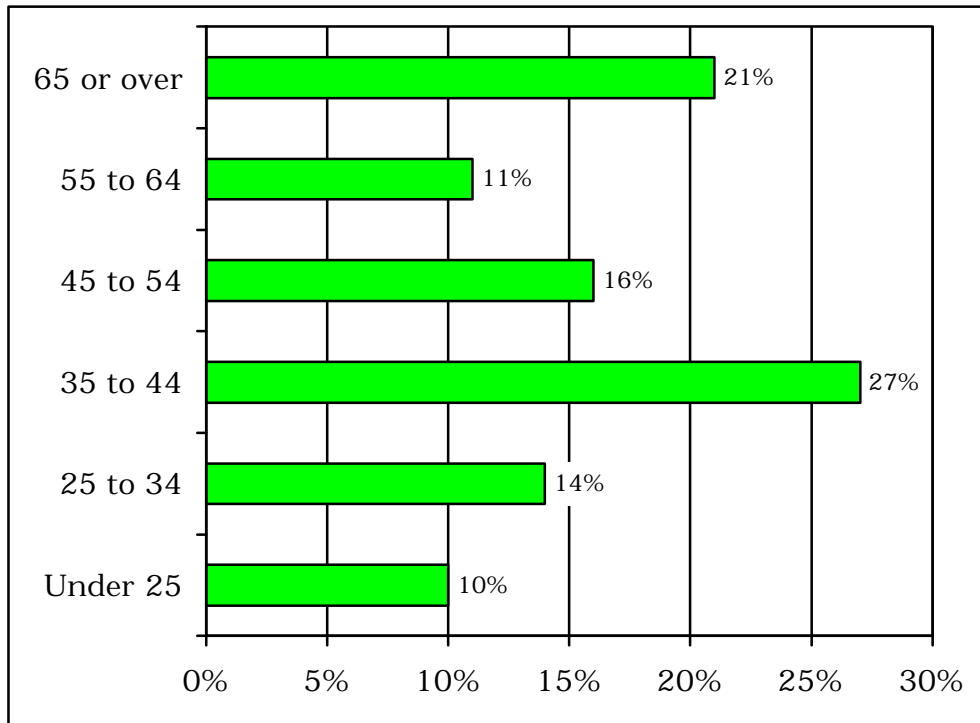
Q38. *In which municipality do you live?*



Age

Figure 43: Age

Q39. How old are you?



The mean age of the sample is 44.8.

Figure 44: Housing Type

Q40. What form of housing do you live in now?

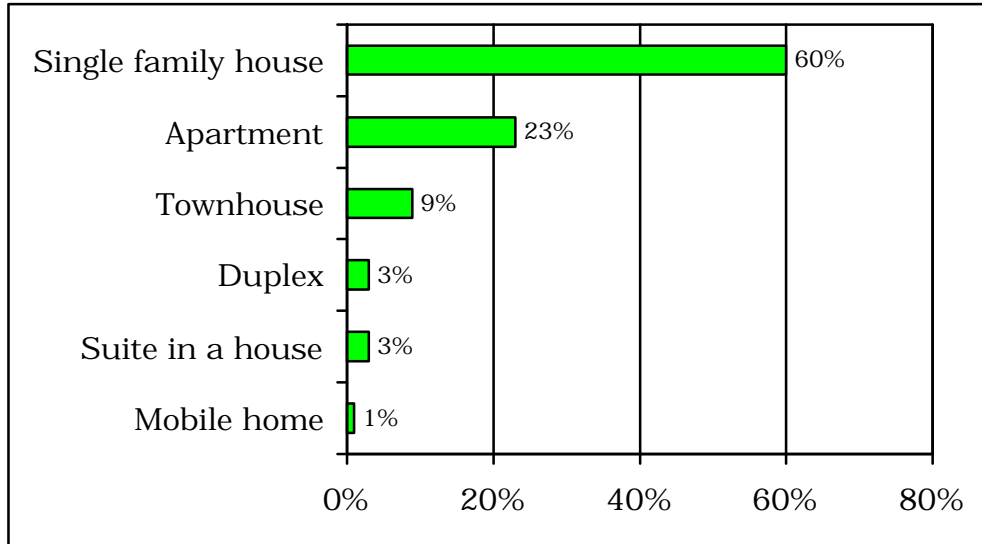


Figure 45: Density of Neighborhood

Q41. Is your residence:

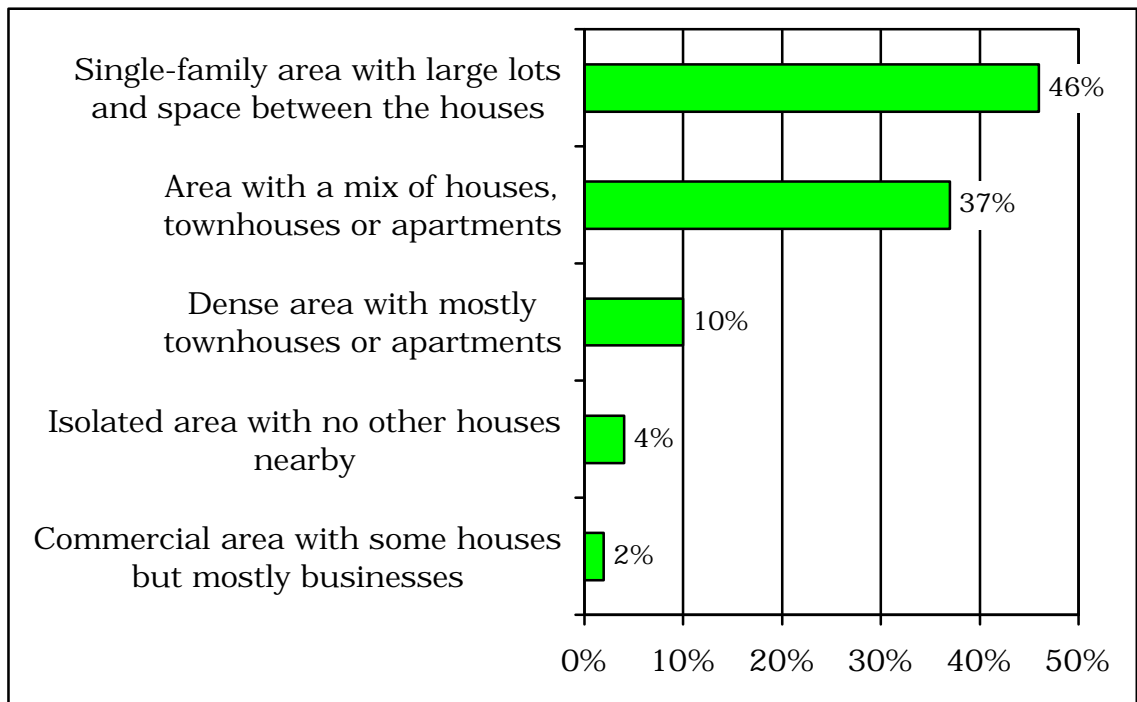
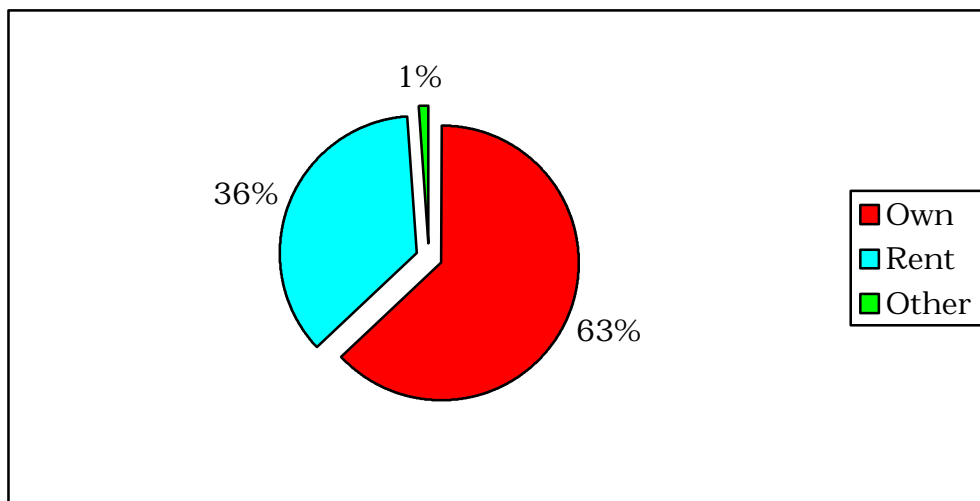


Figure 46: Home Ownership

Q42. Do you own or rent your home?



Gender

Figure 47: Gender

