



Ipsos Reid Public Affairs



Capital Regional District Wastewater Survey

Final Report

October 2007



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Objectives and Methodology



Objectives

- ◆ The Capital Regional District (CRD) commissioned Ipsos Reid to conduct a public opinion poll in order to better understand the public's views on the CRD's sewage treatment strategy and important site selection criteria when deciding where to locate new sewage treatment facilities in the region.
- ◆ Specifically, the main objectives of the research were to:
 - Assess overall awareness of the CRD's sewage treatment strategy;
 - Identify current sources of information about the strategy;
 - Understand the public's concerns about having sewage treatment facilities in the CRD;
 - Determine the importance of specific site selection criteria when deciding where to locate new sewage treatment facilities;
 - Gauge interest in learning more about the CRD's sewage treatment strategy;
 - Identify preferred communication channels for learning about the strategy; and,
 - Understand the specific social and environmental topics and issues that the public would like to see the CRD address in future studies related to the region's sewage treatment.



Methodology

- ◆ A total of 907 telephone interviews were conducted with a randomly selected representative sample of adult (18 years or older) CRD residents living in one of the following seven communities: Colwood, Esquimalt, Langford, Oak Bay, Saanich, View Royal, and Victoria.
- ◆ In order to ensure a statistically robust sample size in each area of interest, quotas were set disproportionately by region (e.g., the number of interviews per region is not proportional to the population of that area).
 - The final number of interviews conducted in each region, along with the associated margins of error, can be found in the table on the following page.
- ◆ Sample was drawn by census subdivision and respondents were asked to identify the municipality in which they live to further validate residency.
- ◆ To ensure randomness within households, the “birthday method” of selecting respondents was used (i.e., asking to speak to the person in the household who had most recently celebrated a birthday).
- ◆ Final data has been weighted to ensure that the age, gender, and regional distribution reflects that of the actual population in the seven communities according to the 2006 Census data.
- ◆ All interviews were conducted between the dates of September 18 and 27, 2007.
- ◆ Overall results are accurate to within ± 3.3 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.



Final Number of Interviews by Region

Region	Final Number of Interviews	Margin of Error (19 times out of 20)
Colwood	203	±6.9%
Esquimalt	100	±9.8%
Langford	100	±9.8%
Oak Bay	100	±9.8%
Saanich	202	±6.9%
View Royal	100	±9.8%
Victoria	102	±9.8%
Total	907	±3.3%



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Executive Summary



Executive Summary

Awareness of Sewage Treatment Strategy

- ◆ Most residents have read, seen, or heard about the CRD's sewage treatment strategy in the past 12 months.
- ◆ Newspapers have been residents' main source of information about the CRD's sewage treatment strategy. Other information sources include television and radio.

Important Site Selection Criteria

- ◆ The majority of respondents do not have any specific concerns about having sewage treatment facilities in the CRD. Of the concerns that are mentioned, the two that rise to the top are "environmental concerns, including spills and contamination" and "cost/increased taxes".
- ◆ Residents overwhelmingly say that the "environmental impact" should be the CRD's most important consideration when deciding where to locate new sewage treatment facilities.
- ◆ In comparison to the environmental impact, "the community and social impact", "the economic and financial impact", and "the land use impact" are all deemed second-tier priorities.

Communication and Information Needs

- ◆ Residents are interested in learning more about the CRD's sewage treatment strategy.
- ◆ Overall, the newspaper is the best way of communicating this information to residents.



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Detailed Findings



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Awareness of Sewage Treatment Strategy



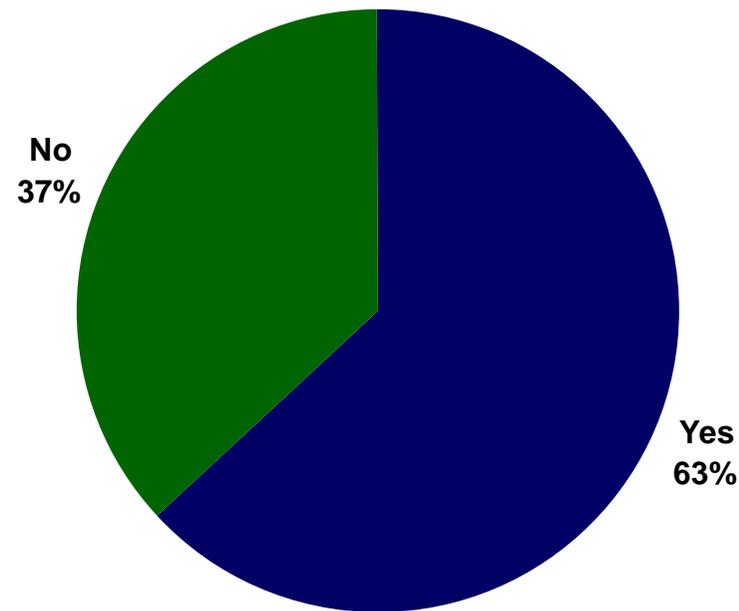
Most residents are aware of the CRD's sewage treatment strategy; newspapers have been the main source of information.

- ◆ The majority (63%) of residents have read, seen, or heard about the CRD's sewage treatment strategy in the past 12 months.
 - Awareness of the CRD's sewage treatment strategy varies by region, ranging from 80% in Oak Bay to 41% in Langford.
 - Older residents are also more likely to have read, seen, or heard about the CRD's sewage treatment strategy (76% of those aged 55 or older, compared to 65% of those aged 35 to 54 and 44% of those aged 18 to 34).
- ◆ Newspapers have been residents' main source of information about the CRD's sewage treatment strategy (66%). Other information sources include television (29%) and radio (16%).
 - Residents of Oak Bay are more likely than those living anywhere else to have read about the CRD's sewage treatment strategy in the newspaper (85%, compared to a low of 55% in Langford).
 - Older residents are also more likely to have read about this in the newspaper (82% of those aged 55 or older, compared to 68% of those aged 35 to 54 and 42% of those aged 18 to 34).



Awareness of Sewage Treatment Strategy

In the past twelve months, have you read, seen, or heard anything about the Capital Regional District's sewage treatment strategy?



Region	% Yes
Colwood	54
Esquimalt	69
Langford	41
Oak Bay	80
Saanich	67
View Royal	68
Victoria	60

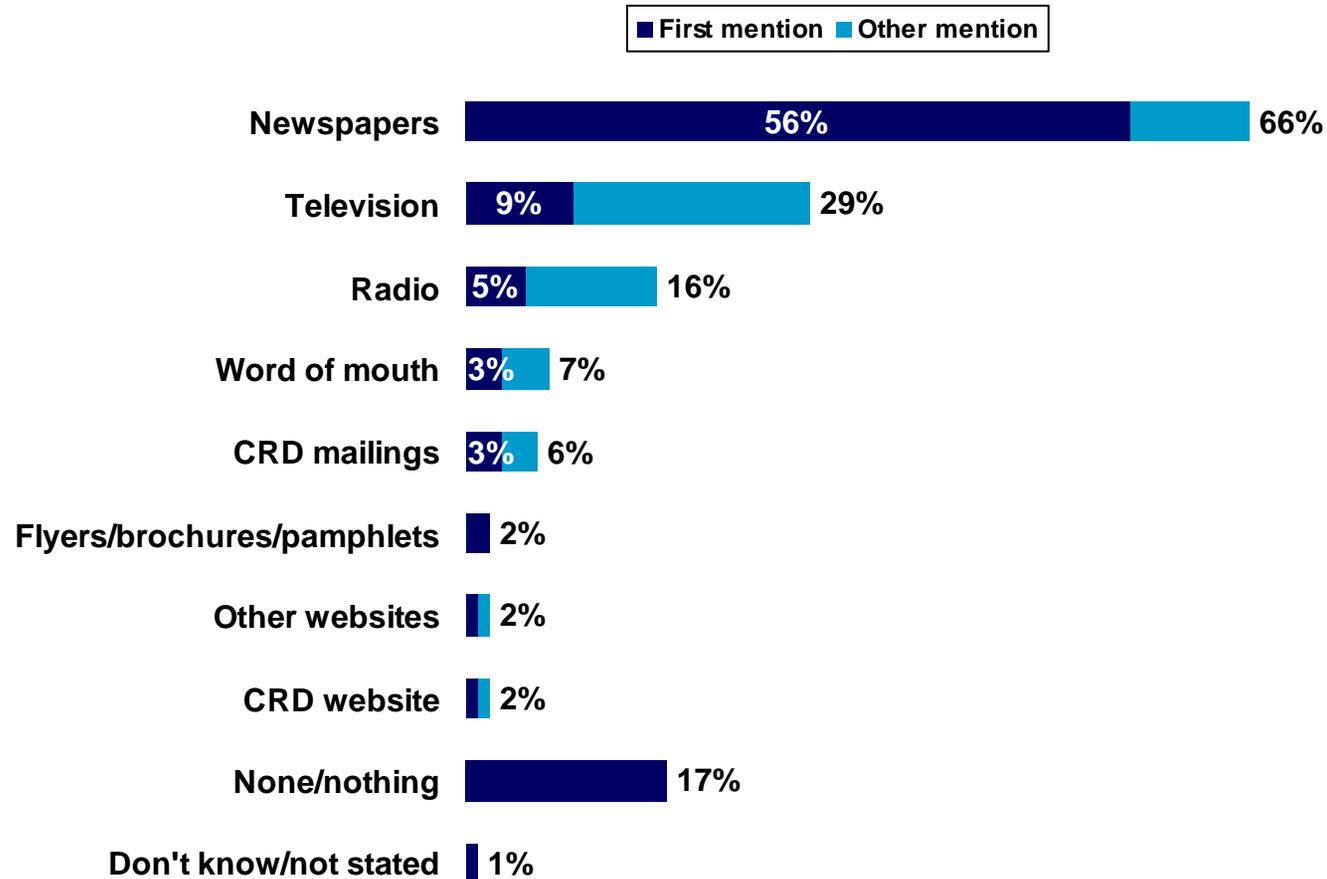
 - Significant difference

Base: All respondents (n=907)



Main Sources of Information

What has been your main source of information about the Capital Regional District's sewage treatment strategy?
How else have you learned about this?



*Note: Includes mentions of 2% or more only.
Multiple mentions accepted.*

Base: All respondents (n=907)



Main Sources of Information – by Region

What has been your main source of information about the Capital Regional District's sewage treatment strategy?
How else have you learned about this?

	Total Mentions							
	Total (n=907) %	Colwood (n=203) %	Esquimalt (n=100) %	Langford (n=100) %	Oak Bay (n=100) %	Saanich (n=202) %	View Royal (n=100) %	Victoria (n=102) %
Newspapers	66	66	67	55	85	70	69	58
Television	29	29	32	21	27	30	29	29
Radio	16	13	11	10	18	15	21	19
Word of mouth	7	9	12	7	12	7	6	4
CRD mailings	6	4	7	5	2	6	6	7
Flyers/brochures/ pamphlets	2	0	3	3	4	1	4	3
Other websites	2	1	4	1	5	3	2	1
CRD website	2	1	1	1	3	1	0	3
None/nothing	17	18	10	33	5	18	10	18
Don't know/ not stated	1	<1	1	1	0	<1	1	1

Note: Includes mentions of 2% or more only.
Multiple mentions accepted.

 - Significant difference

Base: All respondents



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Important Site Selection Criteria



Majority of residents do not have any concerns about having sewage treatment facilities in the CRD.

- ◆ Overall, more than half (53%) of all respondents say they have no specific concerns about having sewage treatment facilities in the CRD.
- ◆ Furthermore, despite being asked to identify their concerns about having sewage treatment facilities in the CRD, one-in-ten (9%) nonetheless voluntarily voice their support for these facilities, including:
 - 5% saying “facility is needed/good idea”; and,
 - 4% saying “needs to be done right/need more effective sewage treatment”.
- ◆ Of the concerns that are mentioned, two specific issues rise to the top:
 - “Environmental concerns, including spills and contamination” (17%); and,
 - “Cost/increased taxes” (15%).
- ◆ Regional analysis shows that environmental issues are more of a concern for those living in Victoria (22%) and Saanich (18%). In comparison, those living in Esquimalt are much less likely to mention environmental concerns (8%).
- ◆ Environmental issues are also mentioned more often by women (21% vs. 14% of men) and those aged 35 to 54 (24% vs. 12% of 18 to 34 year olds and 14% of those aged 55 or older).



Specific Concerns About Having Sewage Treatment Facilities in the CRD

What, if any, concerns do you have about having sewage treatment facilities in the Capital Regional District?
Anything else?

■ First mention ■ Other mention

Environmental concerns (spills/contamination) 13% 17%

Cost/increased taxes 12% 15%

Facility is needed/good idea 4% 5%

Need more effective sewage treatment 3% 4%

Unsure if facility is needed 3%

Potential odour from the treatment facilities 3%

Potential construction disruptions (traffic, noise, dust) 2%

Location (do not want in my community) 2%

Physical appearance/cosmetic concerns 2%

Impact on adjacent property values 2%

None/nothing 53%

Don't know/not stated 1%

Note: Includes mentions of 2% or more only.
Multiple mentions accepted.

Base: All respondents (n=907)



Residents say the environmental impact should primarily drive the CRD's decision of where to locate new sewage treatment facilities.

- ◆ Residents overwhelmingly say that the “environmental impact” should be the CRD’s most important consideration when deciding where to locate new sewage treatment facilities (60% first mentions).
 - The importance attached to the environmental impact is consistent across all regions.
 - However, it does vary by other demographic variables. Overall, the environment is much more important to women (68% vs. 52% of men) and those under the age of 55 (67% of 18 to 34 year olds and 61% of 35 to 54 year olds vs. 52% of those 55 or older).
- ◆ In comparison to the environmental impact, the other three factors included in the survey rank much lower in importance.
 - “The community and social impact” (13% first mentions);
 - “The economic and financial impact” (10% first mentions); and,
 - “The land use impact” (9% first mentions).
- ◆ Respondents were then presented with more detailed site selection criteria under each of these broad headings and asked to rank the importance of each when deciding where to locate new sewage treatment facilities. A summary of these findings can be found on the following slides.



Important Site Selection Criteria Overall

In your opinion, which one of the following should be the most important consideration for the Capital Regional District when deciding where to locate a sewage treatment facility? And which one should be the next most important consideration? And which one should be the third most important consideration?

■ 1st choice ■ 2nd choice ■ 3rd choice ■ 4th choice



Base: All respondents (n=907)



Important Site Selection Criteria Overall – by Region

In your opinion, which one of the following should be the most important consideration for the Capital Regional District when deciding where to locate a sewage treatment facility?

	Most Important Consideration							
	Total (n=907) %	Colwood (n=203) %	Esquimalt (n=100) %	Langford (n=100) %	Oak Bay (n=100) %	Saanich (n=202) %	View Royal (n=100) %	Victoria (n=102) %
The environmental impact	60	59	55	65	54	60	55	62
The community and social impact	13	15	20	13	9	13	11	13
The economic and financial impact	10	10	5	8	17	11	10	10
The land use impact	9	8	14	9	10	8	10	8

 - Significant difference

Base: All respondents



Residents say all of the environmental issues included in the survey are equally important.

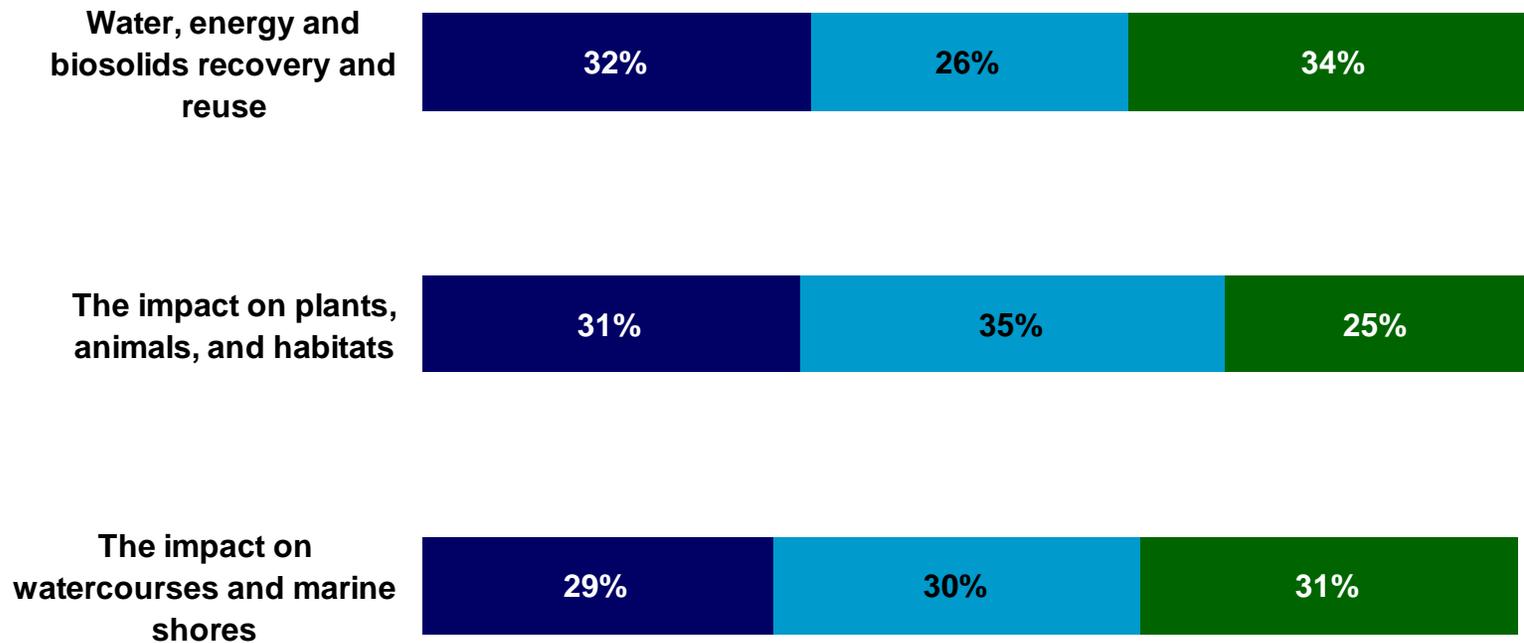
- ◆ Residents are split as to what should be the most important environmental consideration for the CRD when deciding where to locate new sewage treatment facilities.
- ◆ On a first mention basis:
 - 32% say the most important environmental consideration should be “water, energy, and biosolids recovery and reuse”;
 - 31% say the most important environmental consideration should be “the impact on plants, animals, and habitats”; and,
 - 29% say the most important environmental consideration should be “the impact on watercourses and marine shores”.
- ◆ Overall, these findings indicate that all three of these environmental considerations are equally important to residents when it comes to deciding where to locate new sewage treatment facilities.
- ◆ However, environmental priorities vary by region.
 - For example, residents of Langford attach much greater importance to “the impact on plants, animals, and habitats” than do those living anywhere else (48% in Langford vs. a low of 16% in View Royal).
 - A more detailed summary of the differences by region can be found on page 23.



Important Site Selection Criteria – Environmental Issues

In your opinion, which one of the following environmental issues should be the most important consideration for the Capital Regional District when deciding where to locate a sewage treatment facility? And which one should be the next most important consideration?

■ 1st choice ■ 2nd choice ■ 3rd choice



Base: All respondents (n=907)



Important Site Selection Criteria – Environmental Issues – by Region

In your opinion, which one of the following environmental issues should be the most important consideration for the Capital Regional District when deciding where to locate a sewage treatment facility?

	Most Important Consideration							
	Total (n=907) %	Colwood (n=203) %	Esquimalt (n=100) %	Langford (n=100) %	Oak Bay (n=100) %	Saanich (n=202) %	View Royal (n=100) %	Victoria (n=102) %
Water, energy and biosolids recovery and reuse	32	38	27	22	33	32	36	34
The impact on plants, animals and habitats	31	30	29	48	18	32	16	31
The impact on watercourses and marine shores	29	25	37	23	34	30	38	27

 - Significant difference

Base: All respondents



Residents are also split over what should be the most important land use consideration – overall, proximity to residential areas rises to the top.

- ◆ None of the land use issues included in the survey achieve a majority ‘most important’ rating, indicating there is some division in the community as to which of these is really most important.
- ◆ Overall, residents say the “proximity to residential areas” should be the most important land use consideration when deciding where to locate new sewage treatment facilities (38% first mentions).
- ◆ “Consistency with community plans and bylaws” places second, achieving 32% of all first mentions.
- ◆ This is followed by “the impact on heritage and archaeological sites”, which achieves 23% of all first mentions.
- ◆ Important land use issues vary by region.
 - For example, “proximity to residential areas” is most important to those living in Colwood (47%) and less important to those in Saanich (36%).
 - A more detailed summary of the differences by region can be found on page 26.



Important Site Selection Criteria – Land Use Issues

In your opinion, which one of the following land use issues should be the most important consideration for the Capital Regional District when deciding where to locate a sewage treatment facility? And which one should be the next most important consideration?

■ 1st choice ■ 2nd choice ■ 3rd choice

Proximity to residential areas



Consistency with community plans and bylaws



The impact on heritage and archaeological sites



Base: All respondents (n=907)



Important Site Selection Criteria – Land Use Issues – by Region

In your opinion, which one of the following land use issues should be the most important consideration for the Capital Regional District when deciding where to locate a sewage treatment facility?

	Most Important Consideration							
	Total (n=907) %	Colwood (n=203) %	Esquimalt (n=100) %	Langford (n=100) %	Oak Bay (n=100) %	Saanich (n=202) %	View Royal (n=100) %	Victoria (n=102) %
Proximity to residential areas	38	47	44	35	39	36	44	39
Consistency with community plans and bylaws	32	27	34	29	33	35	36	28
The impact on heritage and archaeological sites	23	20	17	32	18	23	17	25

 - Significant difference

Base: All respondents



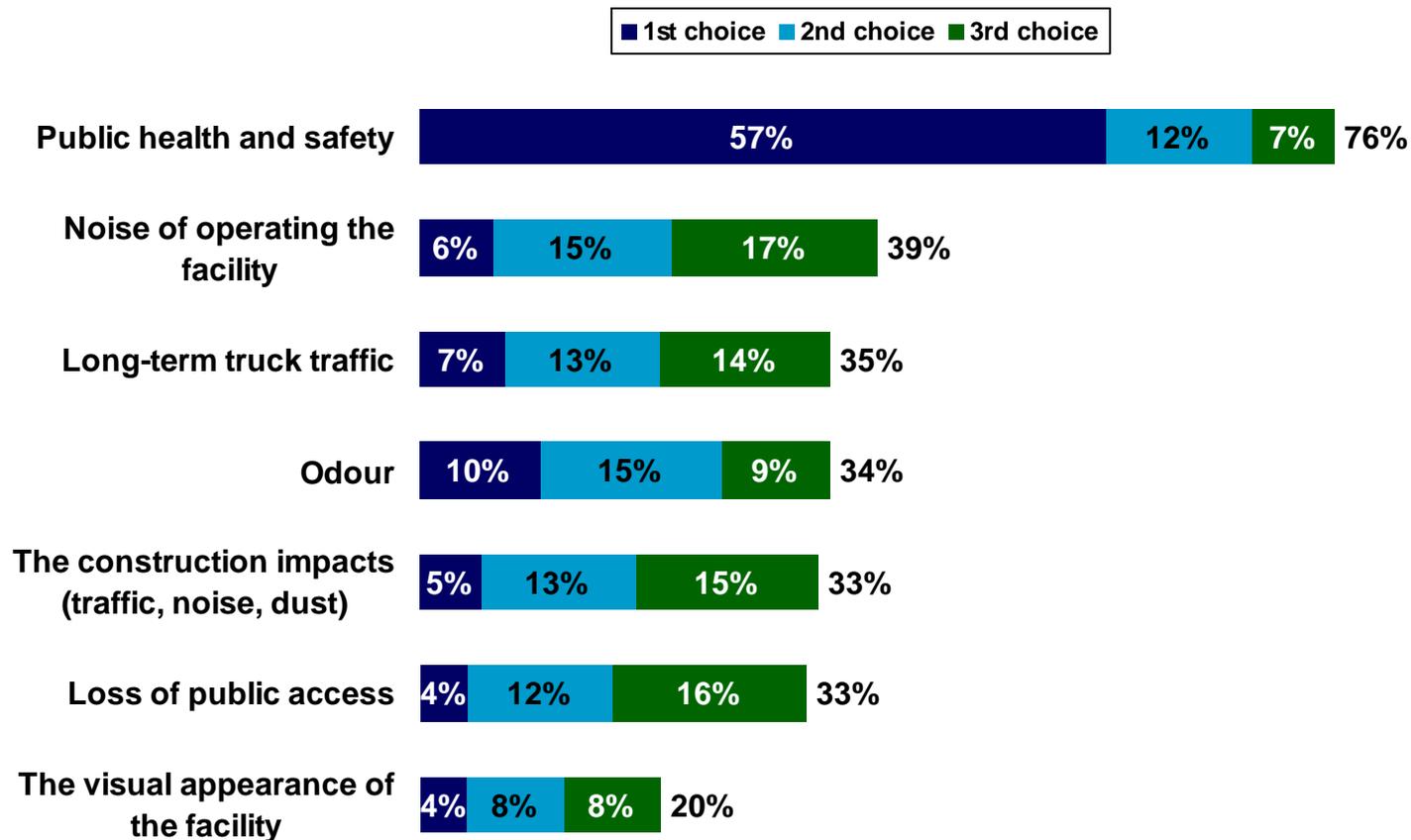
Public health and safety tops the list of community and social considerations.

- ◆ Residents clearly think that “public health and safety” should be the most important community and social issue taken into consideration when deciding where to locate new sewage treatment facilities (76% total mentions, including 57% first mentions).
- ◆ Second-tier priorities include:
 - “Noise of operating the facility” (39% total mentions);
 - “Long-term truck traffic” (35% total mentions);
 - “Odour” (34% total mentions);
 - “The construction impacts such as traffic, noise, and dust” (33% total mentions); and,
 - “Loss of public access to areas where the facility is located” (33% total mentions).
- ◆ In comparison, “the visual appearance of the facility” ranks much lower, capturing only 20% of all total mentions.
- ◆ While some regional variations are noted in residents’ important community and social considerations, the importance attached to “public health and safety” is consistent across all areas.
 - A more detailed summary of the differences by region can be found on page 29.



Important Site Selection Criteria – Community and Social Issues

In your opinion, which one of the following community and social issues should be the most important consideration for the Capital Regional District when deciding where to locate a sewage treatment facility? And which one should be the next most important consideration?



Base: All respondents (n=907)



Important Site Selection Criteria – Community and Social Issues – by Region

In your opinion, which one of the following community and social issues should be the most important consideration for the Capital Regional District when deciding where to locate a sewage treatment facility?

	Total Mentions							
	Total (n=907) %	Colwood (n=203) %	Esquimalt (n=100) %	Langford (n=100) %	Oak Bay (n=100) %	Saanich (n=202) %	View Royal (n=100) %	Victoria (n=102) %
Public health and safety	76	73	69	79	69	78	74	75
Noise of operating the facility	39	41	34	38	40	41	46	35
Long-term truck traffic	35	35	39	38	27	32	40	37
Odour	34	42	25	39	34	38	35	27
The construction impacts	33	29	37	44	24	33	26	34
Loss of public access	33	28	39	25	24	32	22	38
The visual appearance of the facility	20	21	25	13	22	21	20	18

 - Significant difference

Base: All respondents



Overall, residents' number one economic and financial issue is the impact on the value of adjacent properties.

- ◆ When it comes to economic or financial issues, residents clearly want the CRD to first look at “the impact on the value of adjacent properties” when deciding where to locate new sewage treatment facilities (56% first mentions).
- ◆ In comparison, only 32% of residents choose “the impact on the development potential of adjacent properties” on a first mentions basis.
- ◆ Overall, the priority attached to these economic and financial issues is consistent across all regions, with one exception.
 - Specifically, those living in Colwood attach a much greater importance to “the impact on the value of adjacent properties” (62% first mentions) than do those living in Oak Bay (48% first mentions).
 - A more detailed summary of the differences by region can be found on page 32.



Important Site Selection Criteria – Economic or Financial Issues

In your opinion, which one of the following economic or financial issues should be the most important consideration for the Capital Regional District when deciding where to locate a sewage treatment facility?

■ 1st choice ■ 2nd choice

The impact on the value of adjacent properties



The impact on the development potential of adjacent properties



Base: All respondents (n=907)



Important Site Selection Criteria – Economic or Financial Issues – by Region

In your opinion, which one of the following economic or financial issues should be the most important consideration for the Capital Regional District when deciding where to locate a sewage treatment facility?

	Most Important Consideration							
	Total (n=907) %	Colwood (n=203) %	Esquimalt (n=100) %	Langford (n=100) %	Oak Bay (n=100) %	Saanich (n=202) %	View Royal (n=100) %	Victoria (n=102) %
The impact on the value of adjacent properties	56	62	55	55	48	56	60	55
The impact on the development potential of adjacent properties	32	29	30	37	35	32	25	30

 - Significant difference

Base: All respondents



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Communication and Information Needs



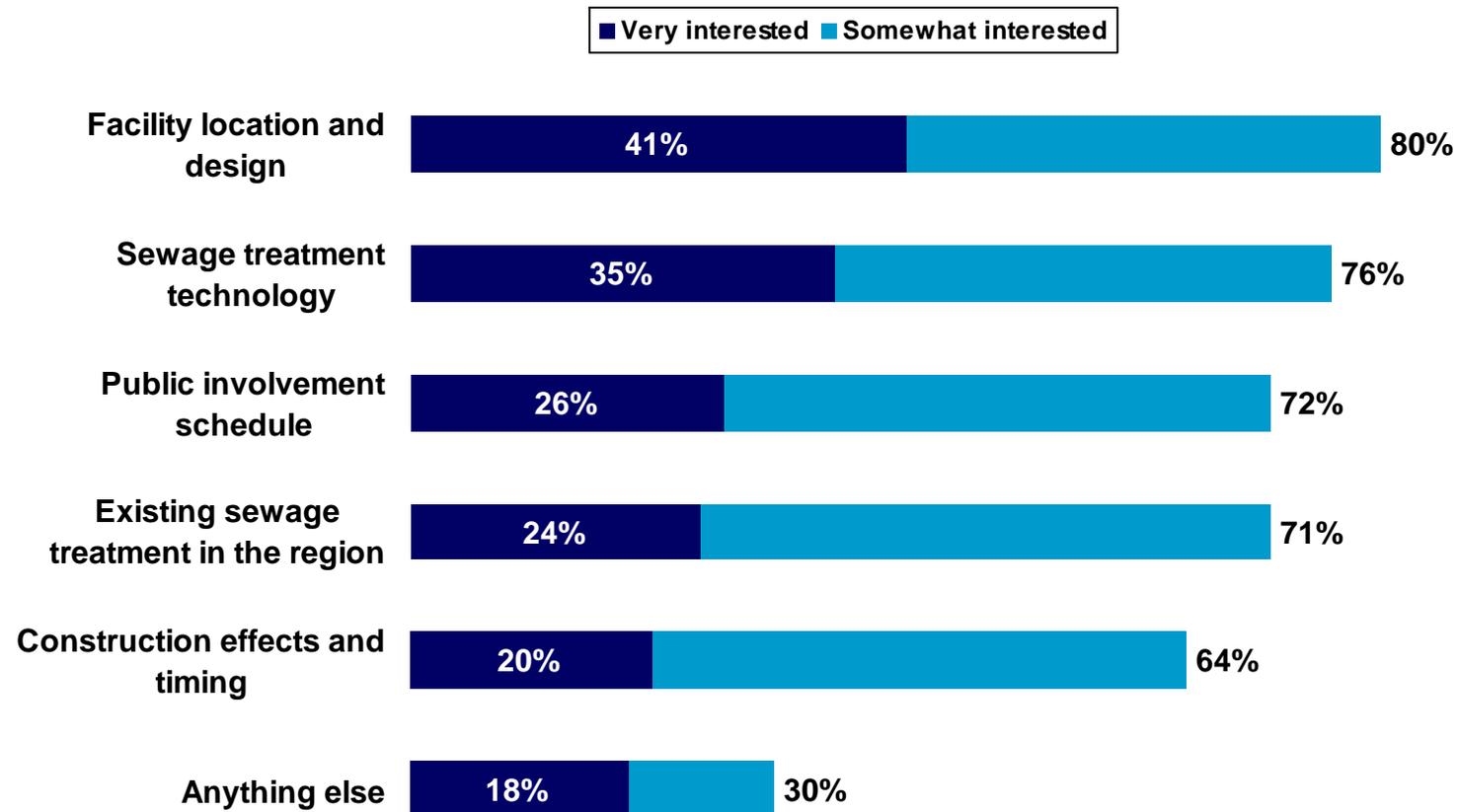
Residents are interested in learning more about the CRD's sewage treatment strategy.

- ◆ Residents are interested in learning more about all of the specific aspects of the CRD's sewage treatment strategy that were included in the survey.
- ◆ Overall, residents are most interested in learning about “facility location and design” (80% interested).
- ◆ The majority of residents are also interested in learning about:
 - “Sewage treatment technology” (76% interested);
 - “Public involvement schedule” (72% interested);
 - “Existing sewage treatment in the region” (71% interested); and,
 - “Construction effects and timing” (64% interested).
- ◆ In addition, another 30% of residents say they are interested in learning about other aspects of the CRD's sewage treatment strategy that are not listed above.
 - Other topics of interest include “cost/economic issues” (16%) and “environmental issues/impact” (12%), among others.



Interest in the CRD's Sewage Treatment Strategy

Please tell me how interested you are in learning more about each of the following aspects of the Capital Regional District's sewage treatment strategy. The first one is ... Would you say you are ...?

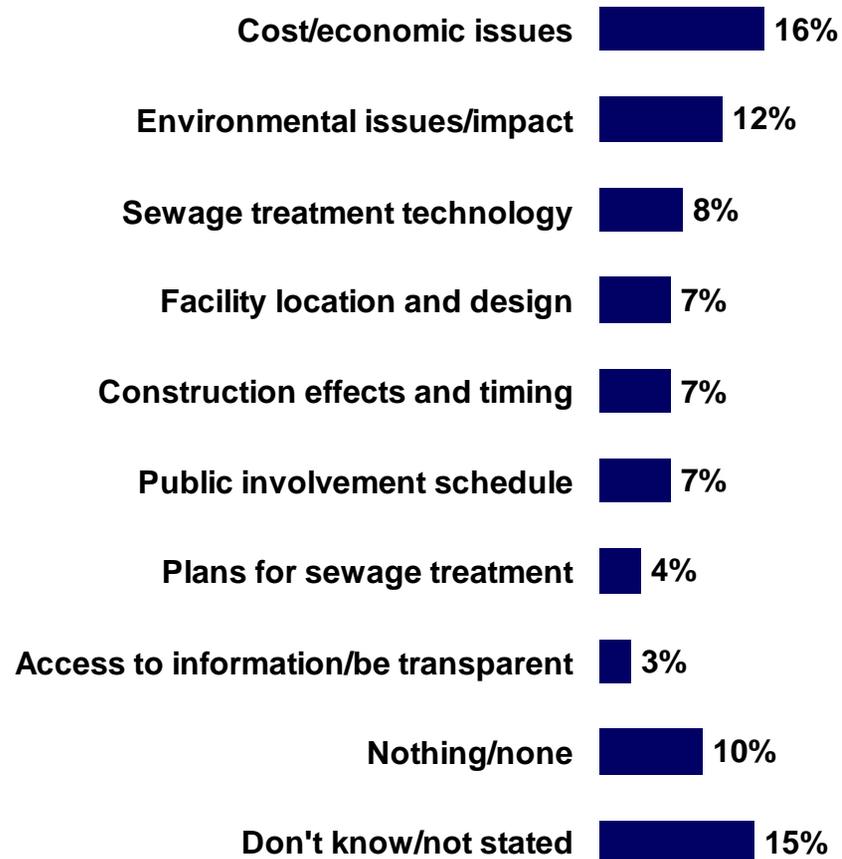


Base: All respondents (n=907)



Other Topics of Interest

What would you like more information on?



Note: Includes mentions of 3% or more only.

Multiple mentions accepted.

Base: Respondents interested in learning about anything else (n=287)



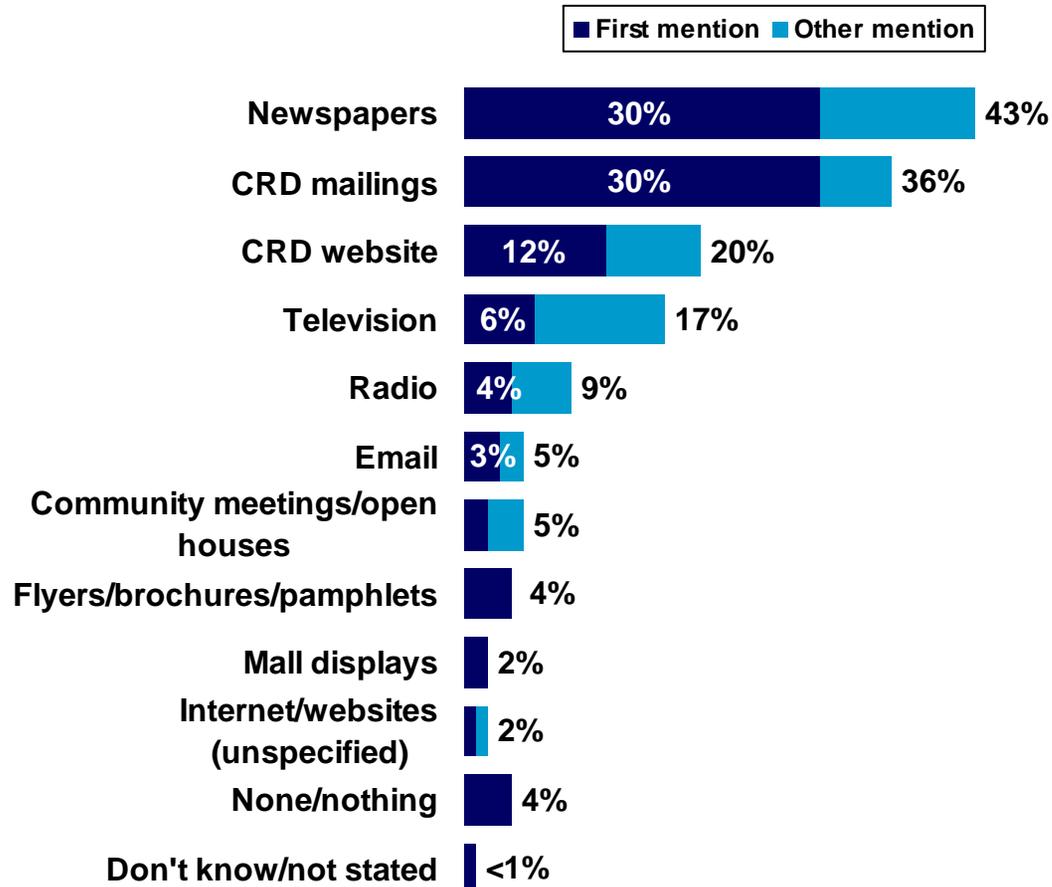
Residents want to read about the CRD's sewage treatment strategy in the newspaper.

- ◆ Overall, the newspaper is residents' preferred way of receiving information from the CRD about its sewage treatment strategy (43%).
 - The newspaper has also been residents' main source of information about the strategy to-date, indicating the CRD is on the right track with the communication channels it is using to inform residents about local sewage treatment.
- ◆ Other preferred methods of communication include:
 - CRD mailings (36%);
 - CRD website (20%); and,
 - Television (17%).
- ◆ Some regional differences are noted in residents' preferred communication channels.
 - Those living in Oak Bay are the most likely to mention newspapers (56%), while those living in Esquimalt (35%) and Victoria (36%) are the least likely to do so.
 - CRD mailings mentioned more often by those living in Colwood, Esquimalt, and View Royal (47%, 44%, and 44%, respectively, compared to a low of 30% in Oak Bay).
- ◆ Preferred communication channels also vary by age.
 - 59% of those aged 55 or older want to receive information via the newspaper (vs. 40% of those aged 35 to 54 and 29% of those aged 18 to 34).
 - Younger residents are more likely to mention the CRD website (25% of those aged 18 to 34 and 23% of those aged 35 to 54 vs. 14% of those aged 55 or older).



Preferred Communication Channels

What would be your preferred way of receiving information from the Capital Regional District about its sewage treatment strategy?
Any others?



Note: Includes mentions of 2% or more only.
Multiple mentions accepted.

Base: All respondents (n=907)



Preferred Communication Channels – by Region

What would be your preferred way of receiving information from the Capital Regional District about its sewage treatment strategy?
Any others?

	Total Mentions							
	Total (n=907) %	Colwood (n=203) %	Esquimalt (n=100) %	Langford (n=100) %	Oak Bay (n=100) %	Saanich (n=202) %	View Royal (n=100) %	Victoria (n=102) %
Newspapers	43	48	35	48	56	47	47	36
CRD mailings	36	47	44	39	30	31	44	37
CRD website	20	10	11	12	23	21	13	25
Television	17	20	19	14	10	19	12	14
Radio	9	6	6	7	4	7	7	13
Email	5	7	2	4	3	5	8	7
Community meetings/open houses	5	4	7	3	7	7	7	4
Flyers/brochures/ pamphlets	4	4	4	5	5	5	5	4
Mall displays	2	4	4	4	1	2	3	2
Internet/websites (unspecified)	2	2	1	1	3	2	0	3

 - Significant difference

Note: Includes mentions of 2% or more only.
Multiple mentions accepted.

Base: All respondents



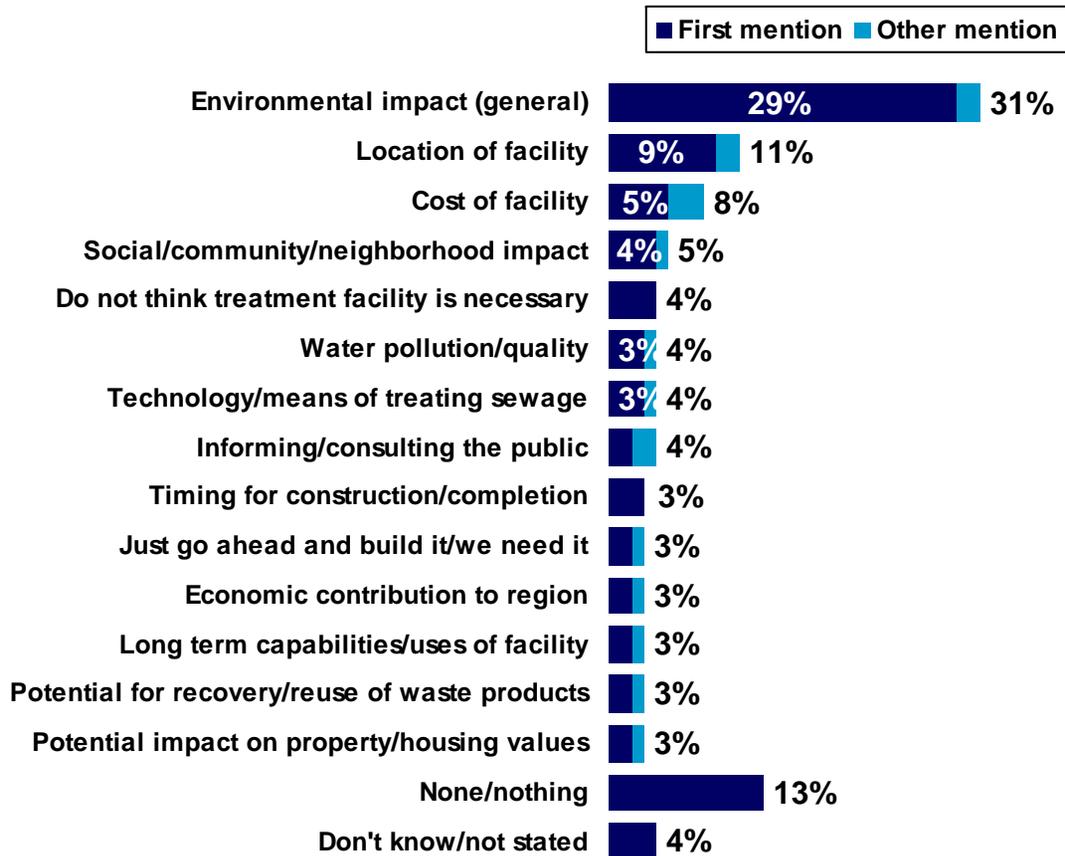
Residents want future studies to address the environmental impact of having sewage treatment facilities in the region.

- ◆ Three-in-ten (31%) residents identify the general “environmental impact” as the most important topic or issue for the CRD to address when conducting future studies assessing the potential social and environmental impacts of having regional sewage treatment facilities.
 - This supports other survey findings showing that the environment is a top priority for residents.
- ◆ In comparison to the environment, other issues are mentioned less often and include:
 - “Location of facility” (11%);
 - “Cost of facility” (8%); and,
 - “Social/community/neighbourhood impact” (5%).
- ◆ Regional analysis shows that “environmental impacts (general)” are particularly important to those living in Victoria (40%), Langford (36%), and View Royal (36%). In comparison, those living in Oak Bay (20%) and Saanich (24%) are less likely to mention the environment.



Important Social and Environmental Impacts to Address in Future Studies

The Capital Regional District will be conducting studies assessing the potential social and environmental impacts of having a sewage treatment facility in the region. In your opinion, what is the most important topic or issue that you would like to see addressed in these studies? Please be as specific as possible. Anything else?



Note: Includes mentions of 3% or more only. Multiple mentions accepted.

Base: All respondents (n=907)



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Sample Demographics



Sample Demographics

	Total Respondents (n=907) %
Gender:	
Male	47
Female	53
Age:	
18 to 24	8
25 to 34	19
35 to 44	16
45 to 54	20
55 to 64	18
65 and over	15
Average	47 years old
Children Under 18 in Household:	
Yes	28
No	72

	Total Respondents (n=907) %
Municipality:	
Colwood	5
Esquimalt	6
Langford	8
Oak Bay	7
Saanich	40
View Royal	3
Victoria	31
Years Living in Southern Vancouver Island Area:	
0 to 15	38
16 to 30	30
31 or more	31
Average	24 years



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