

Bowen Island Municipality Householder Survey 2012

Report to Council
of Finance Review Task Force
September 10, 2012

*(This presentation is a Summary of, and should be
read in conjunction with, the detailed Report
submitted to Council)*

[illegible]

Householder Survey 2012



Conducted June
2012

Survey Monkey software

Online & Manual hardcopy

Prepared by
FRTF – at no cost

Householder Survey 2012 - Purpose



Input from Residents & NR

Opinion of BIM services

Competition for Tax \$\$\$

Identify public Priorities

Householder Survey 2012 - Purpose



Input - Five year Financial Plan

Input to Core Services Review

Householder Survey 2012 - Design



Based on
Saanich Survey

Bowenised

Results on BIM website

Understandable graphs

Householder Survey 2012 - Design



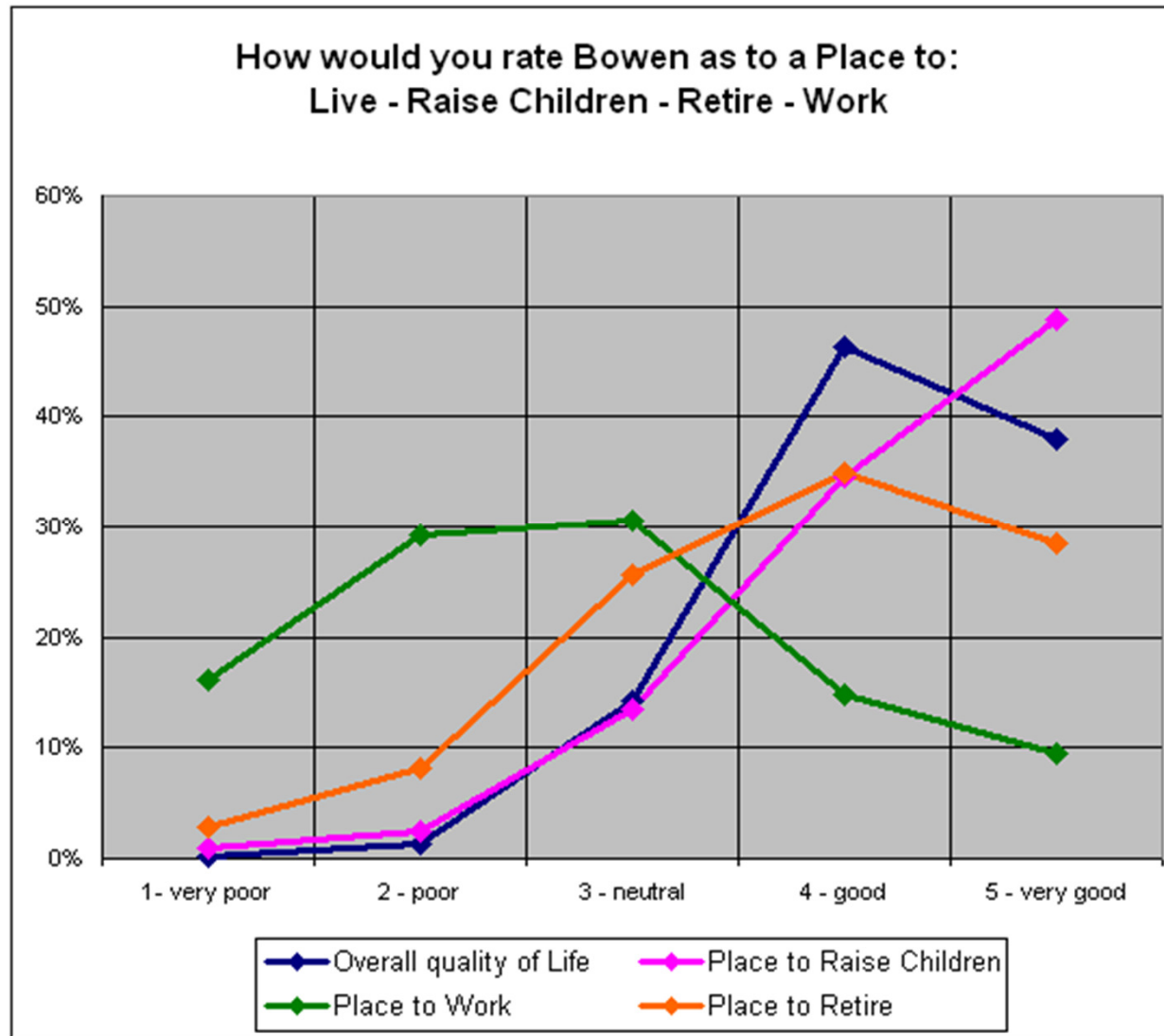
732 Responses
= 1,748 people

= 47% private dwellings

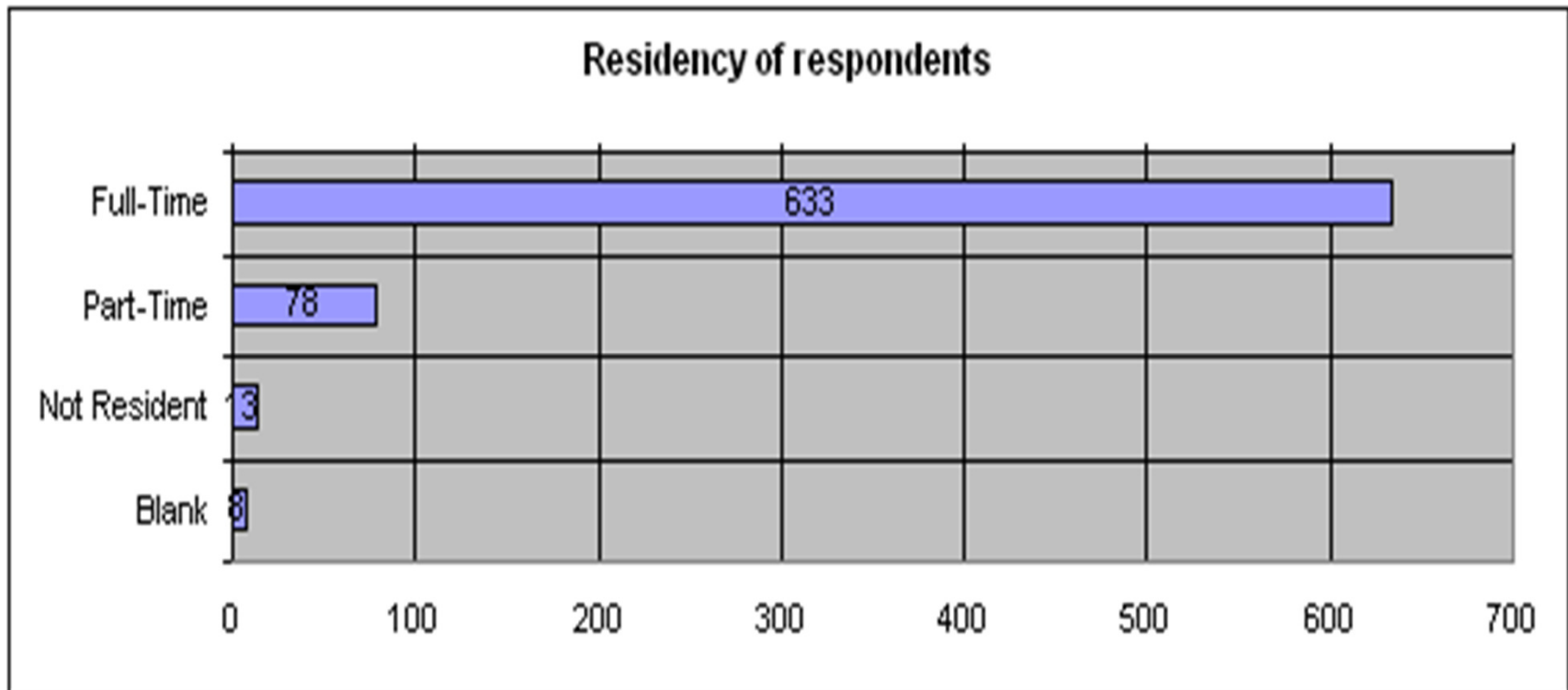
Statistically
meaningful but
imperfect

661 voluntary
comments

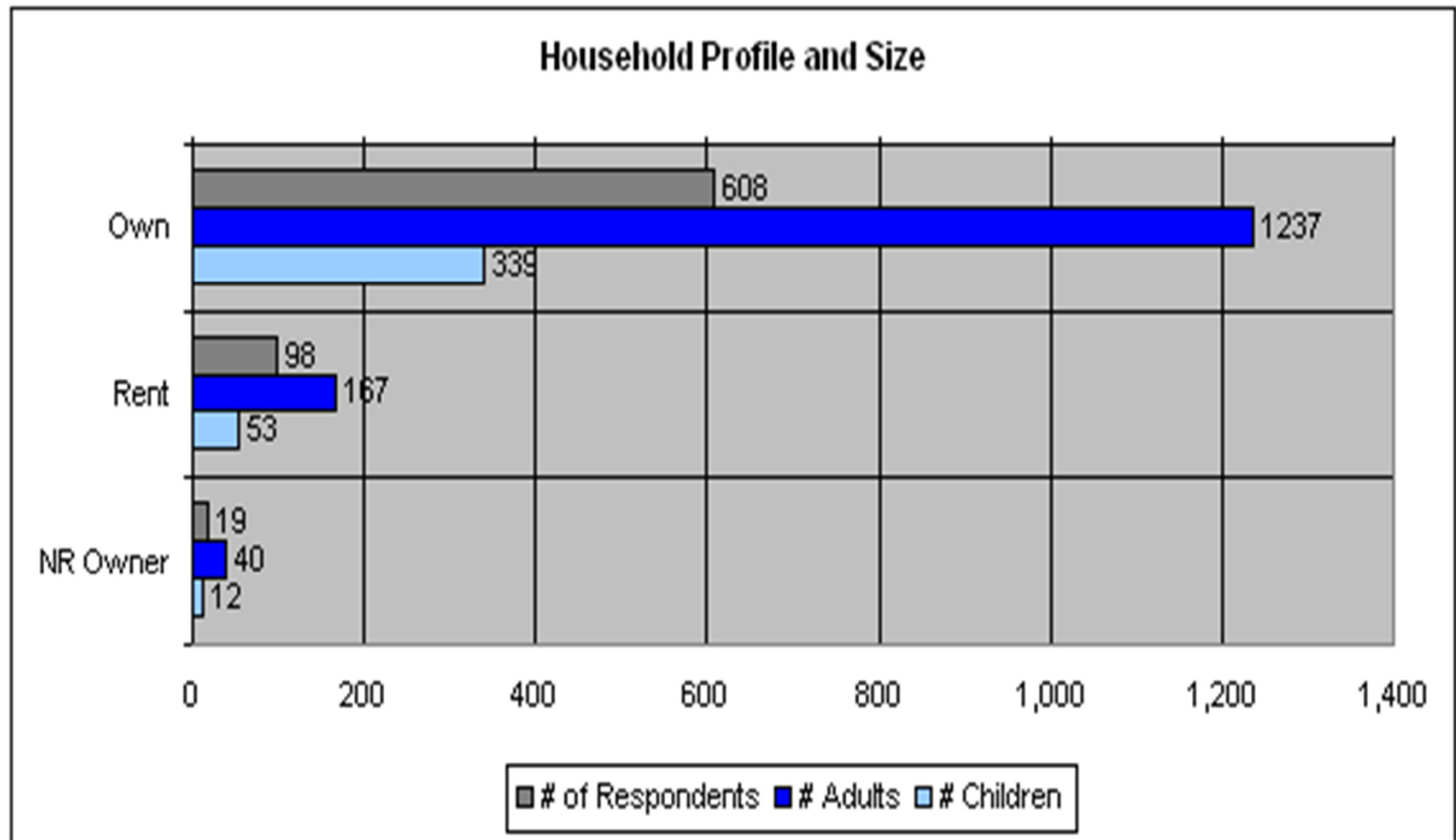
Q1 - Q4 – Respondents' Profile



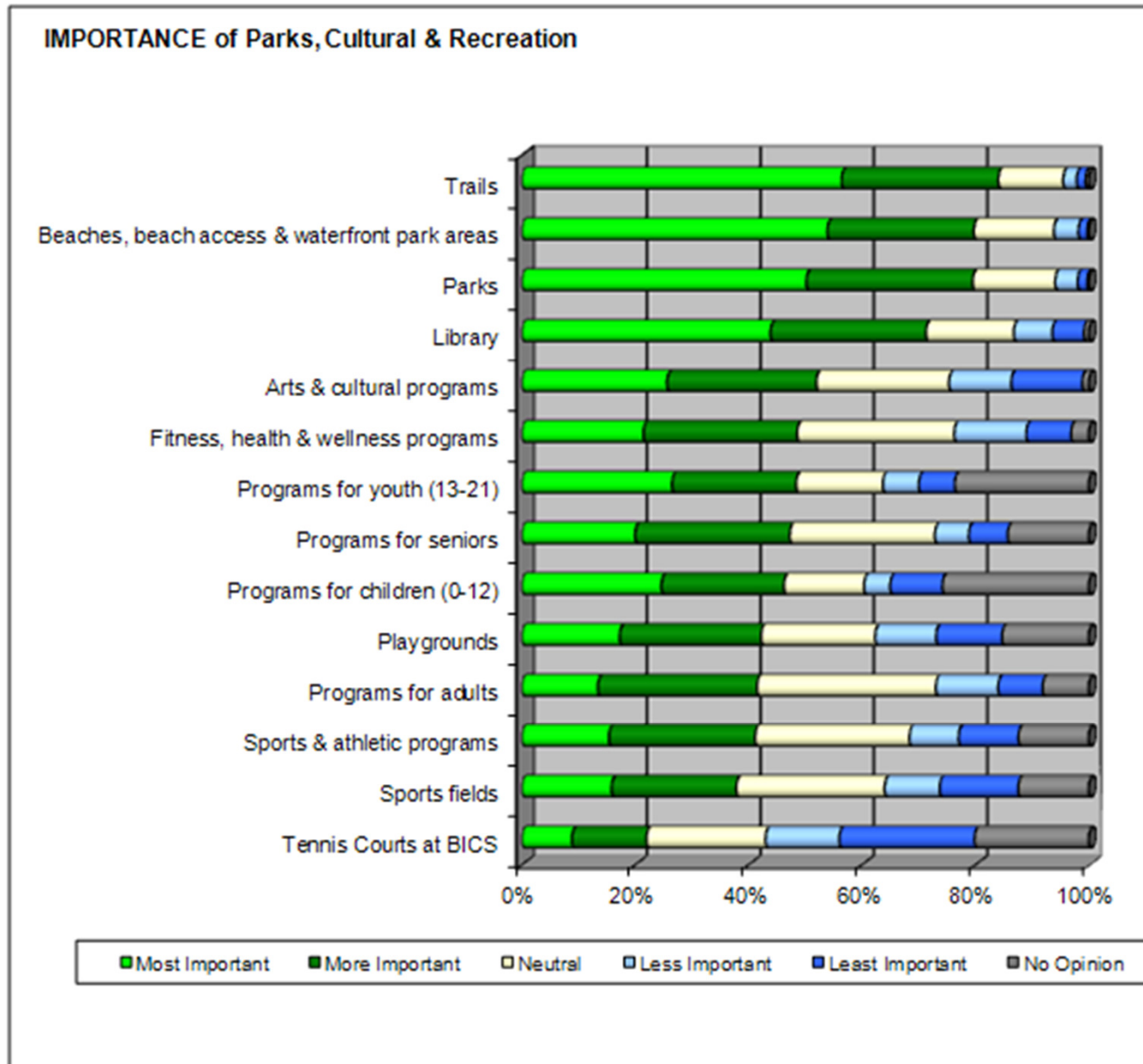
Residency Status



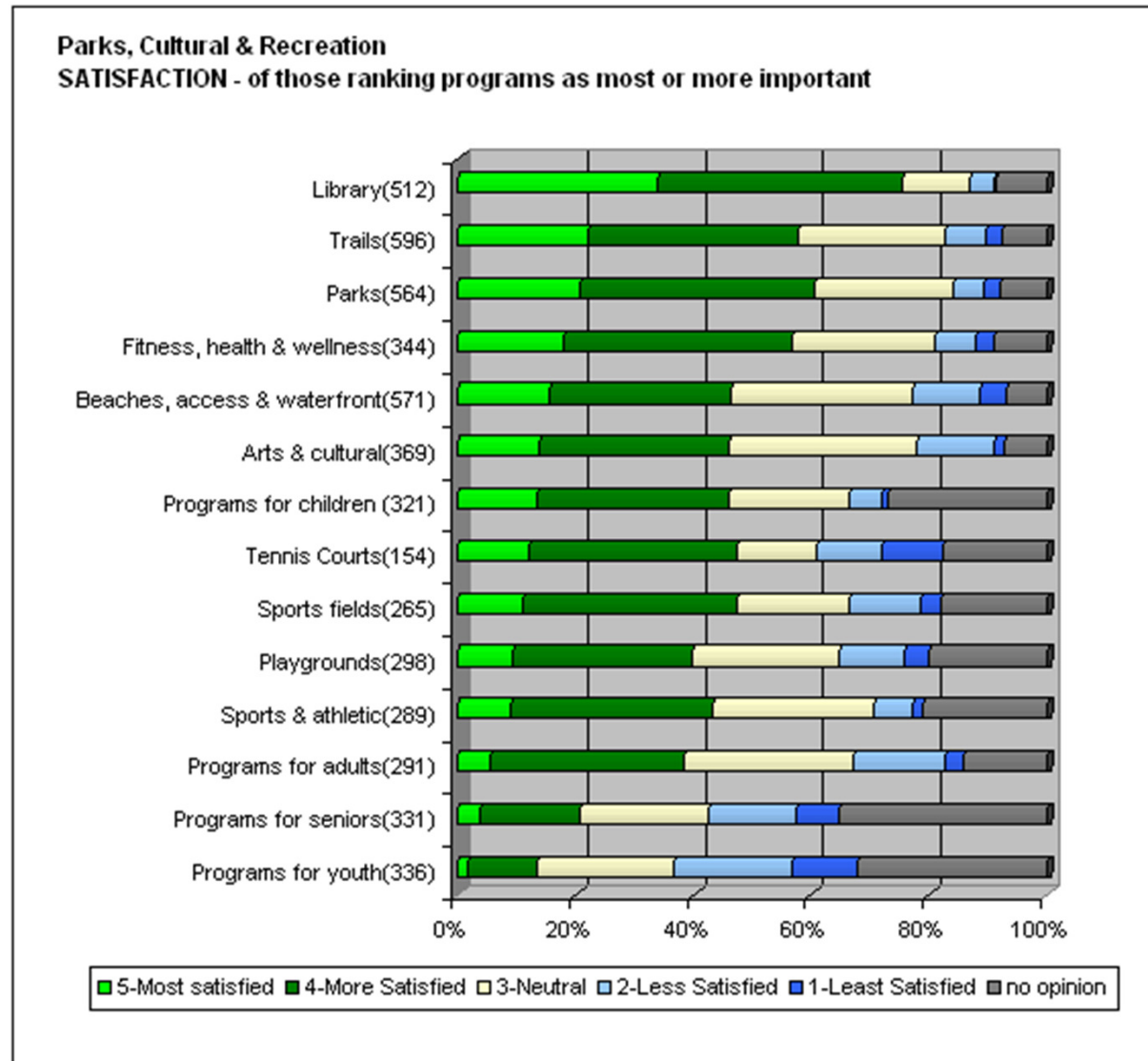
Own / Rent / non-Resident



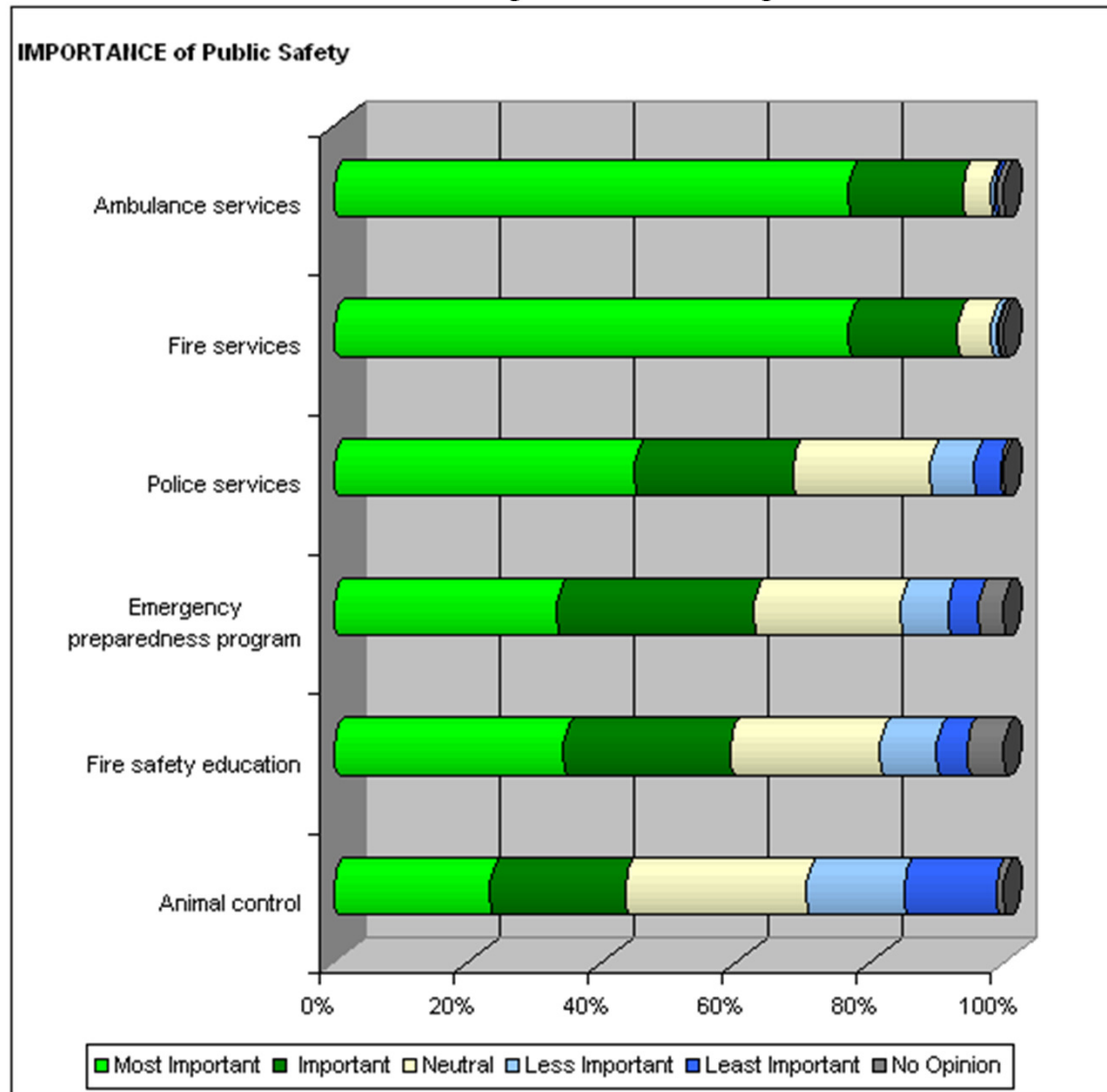
Parks, Cultural & Recreation - Importance



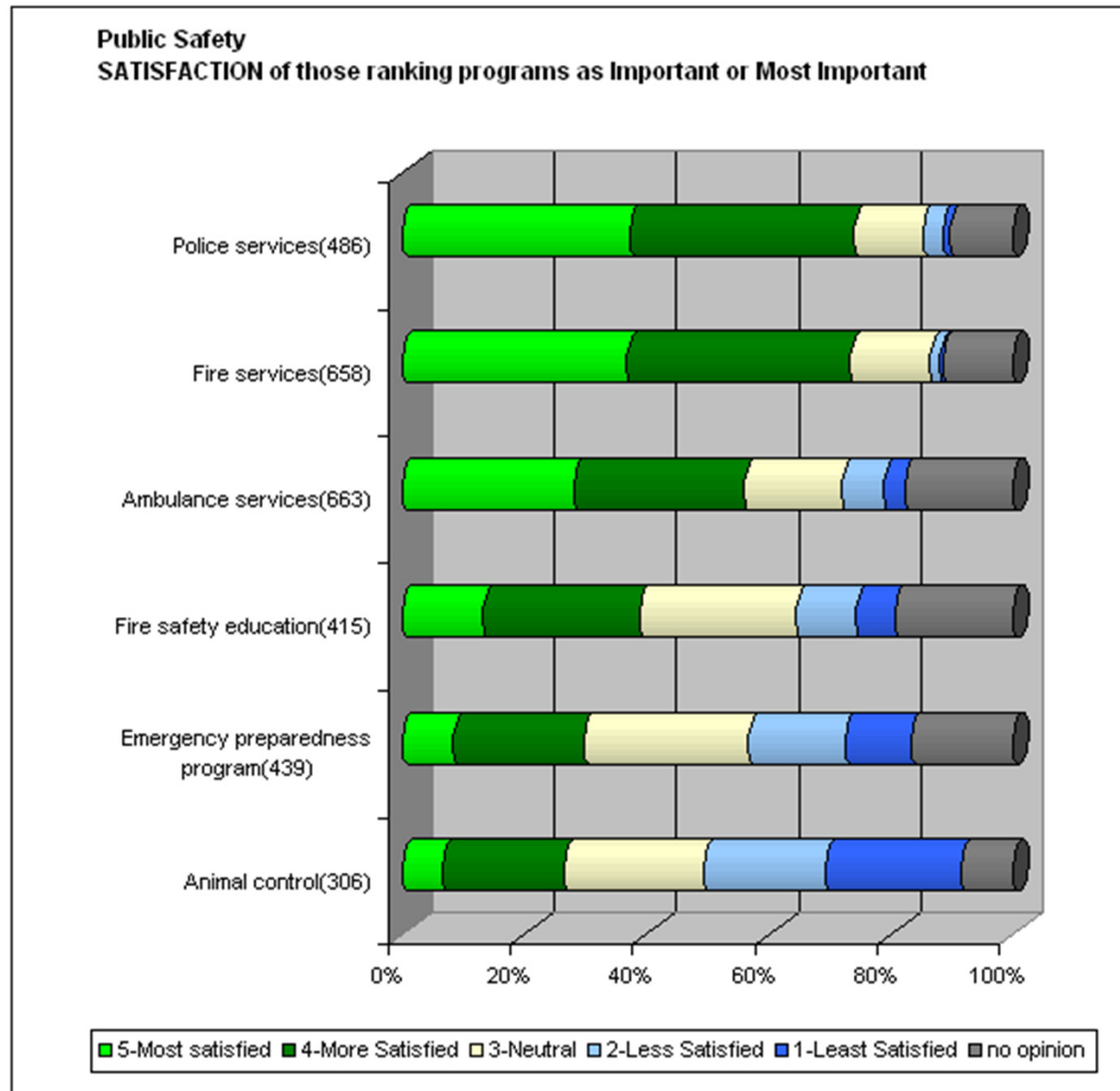
Parks, Cultural & Recreation - Satisfaction



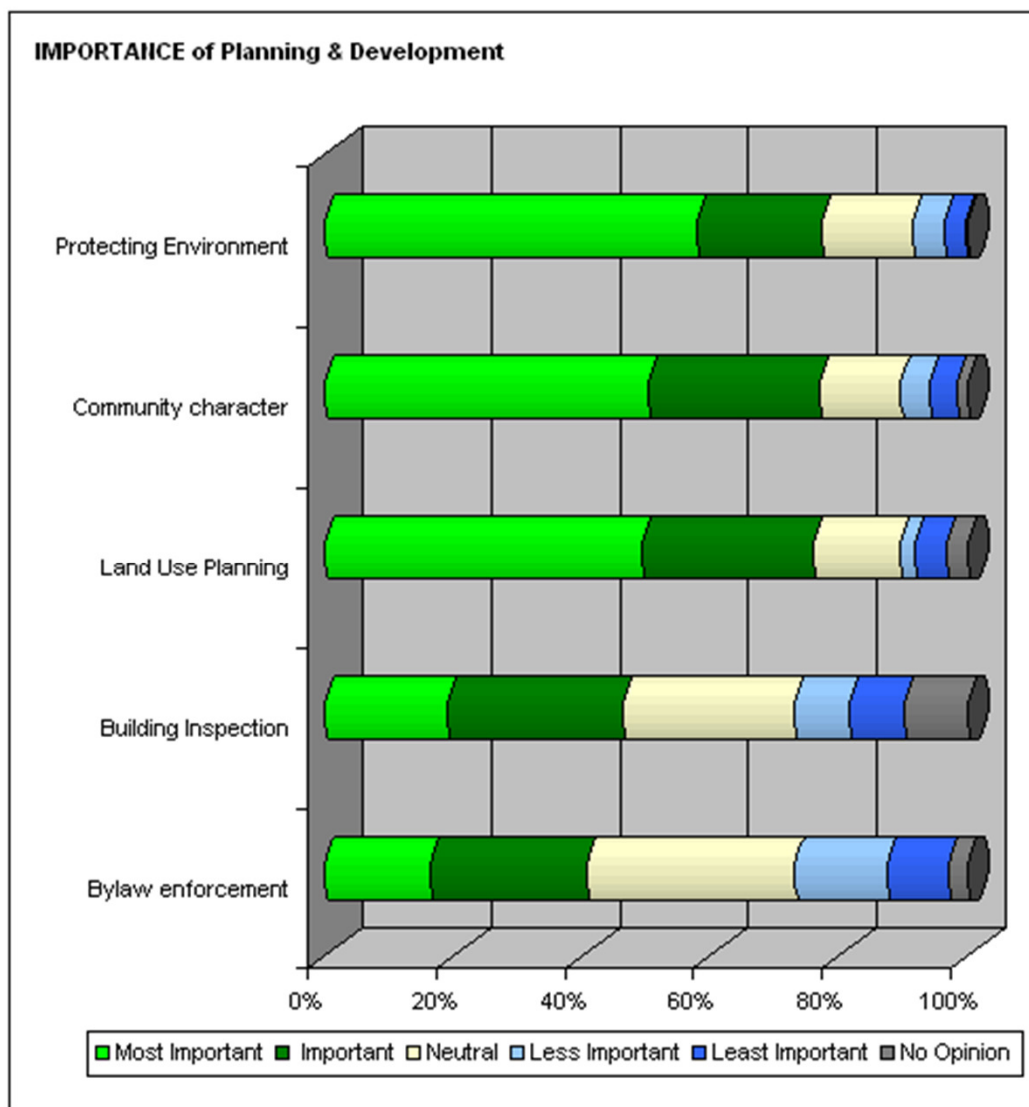
Public Safety - Importance



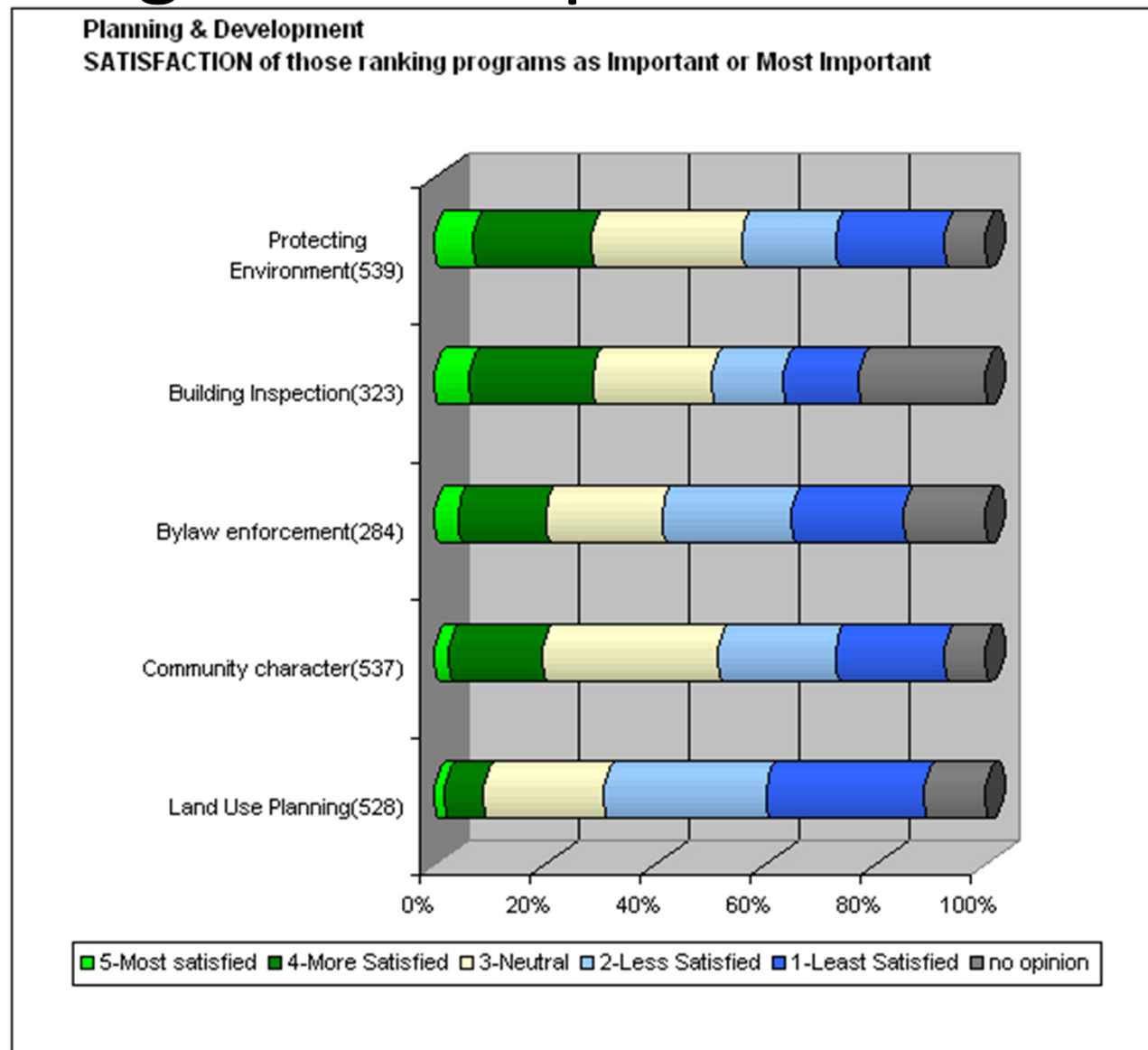
Public Safety - Satisfaction



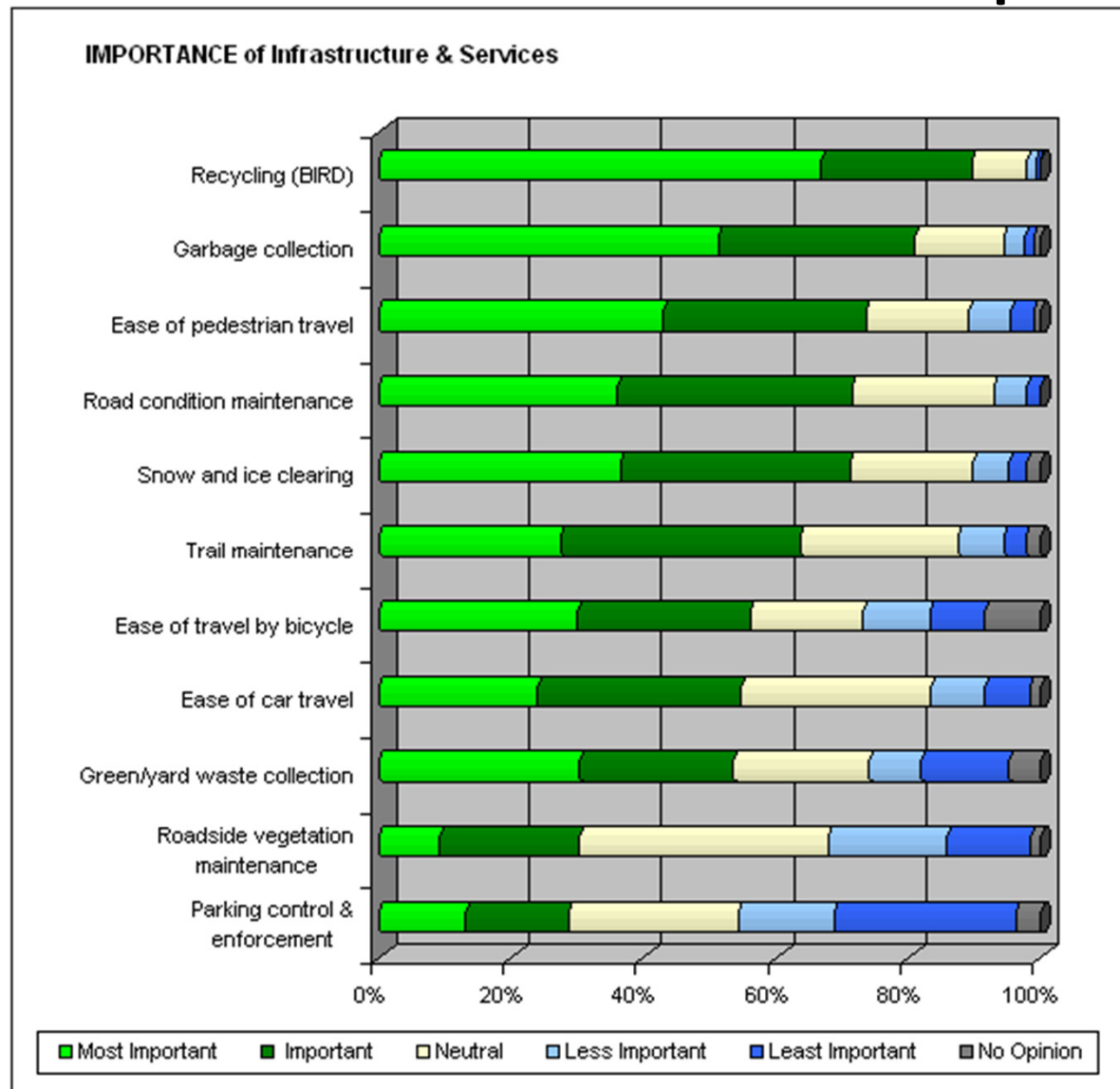
Planning & Development - Importance



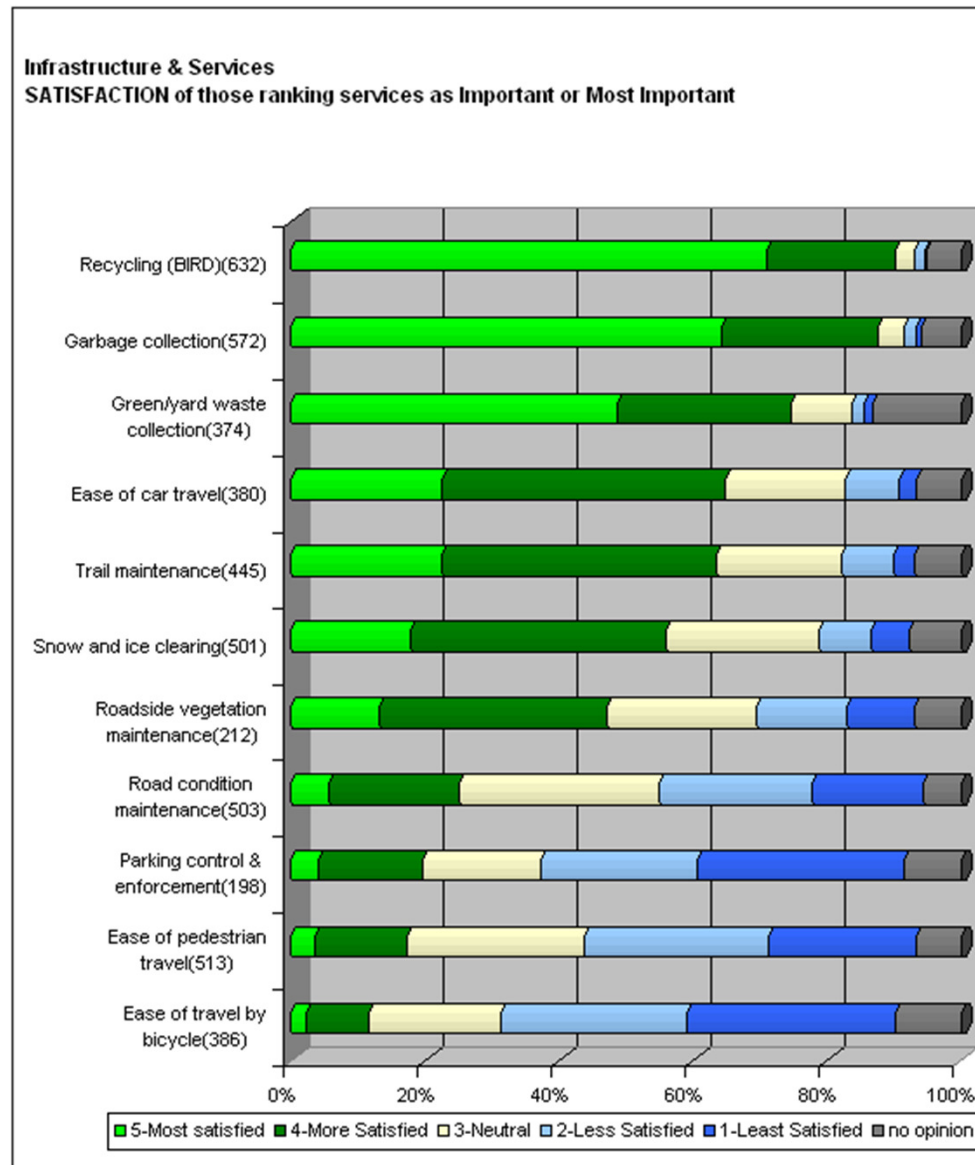
Planning & Development - Satisfaction



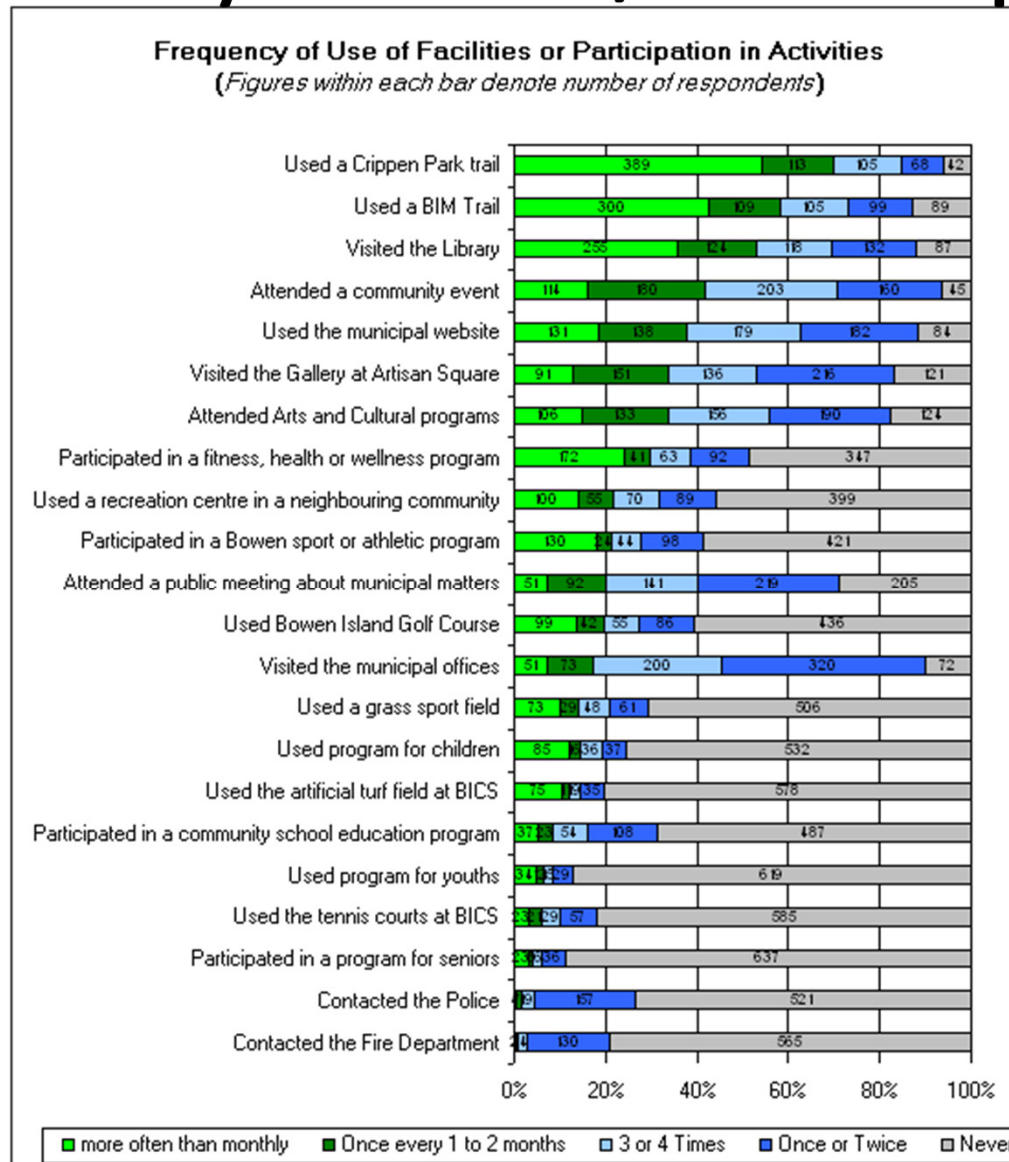
Infrastructure & Services - Importance



Infrastructure & Services - Satisfaction

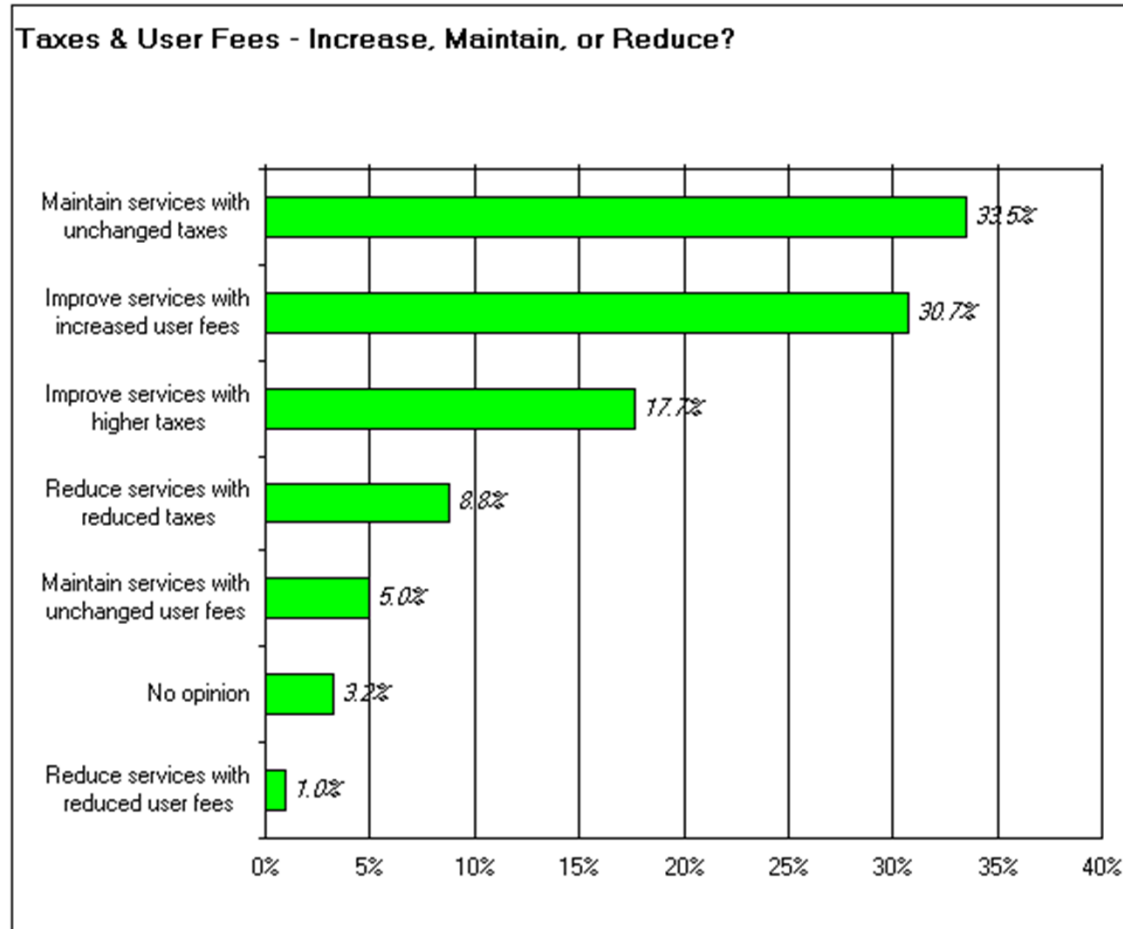


Frequency of Use / Participation



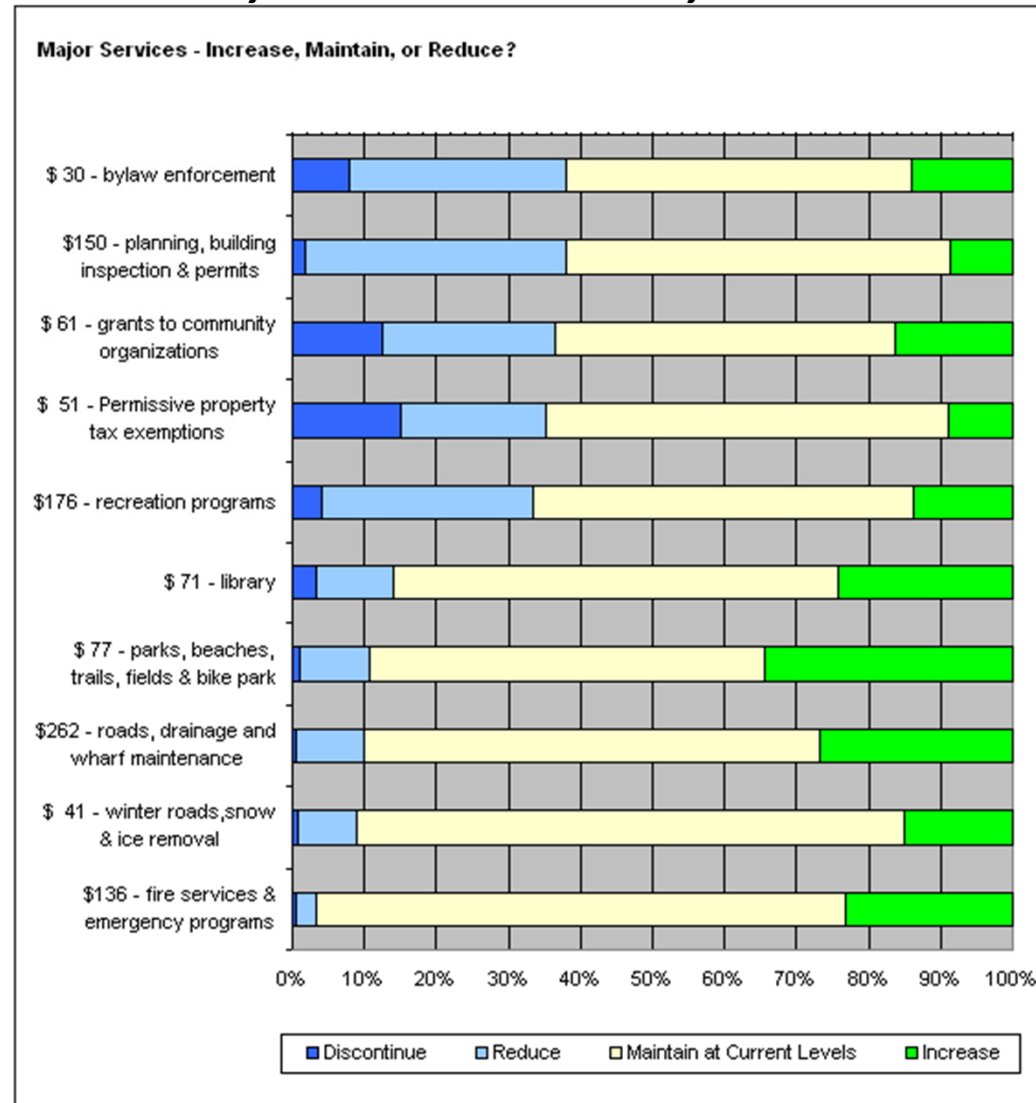
Taxes & User Fees

Increase, Maintain, or Reduce?

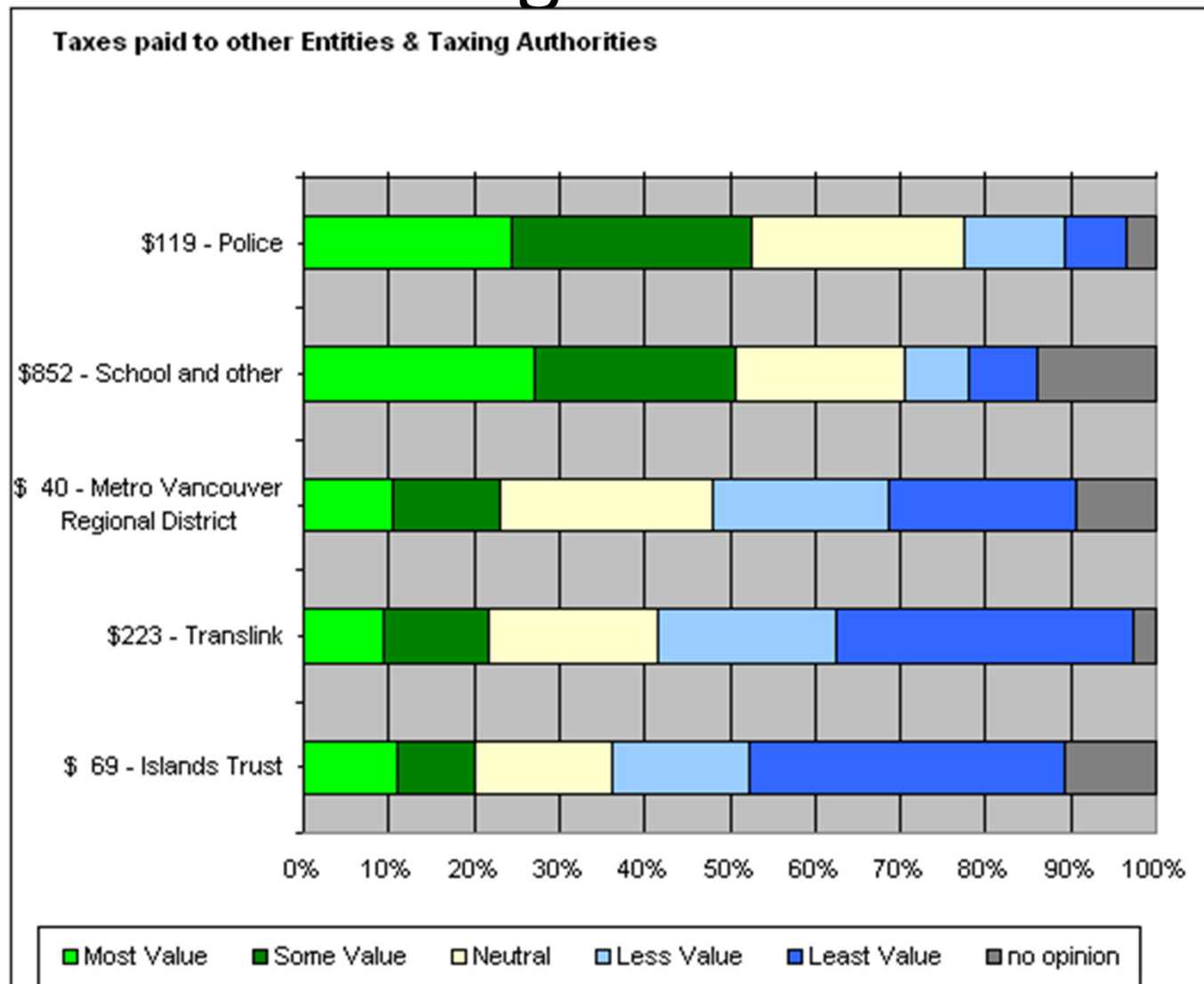


Major Services

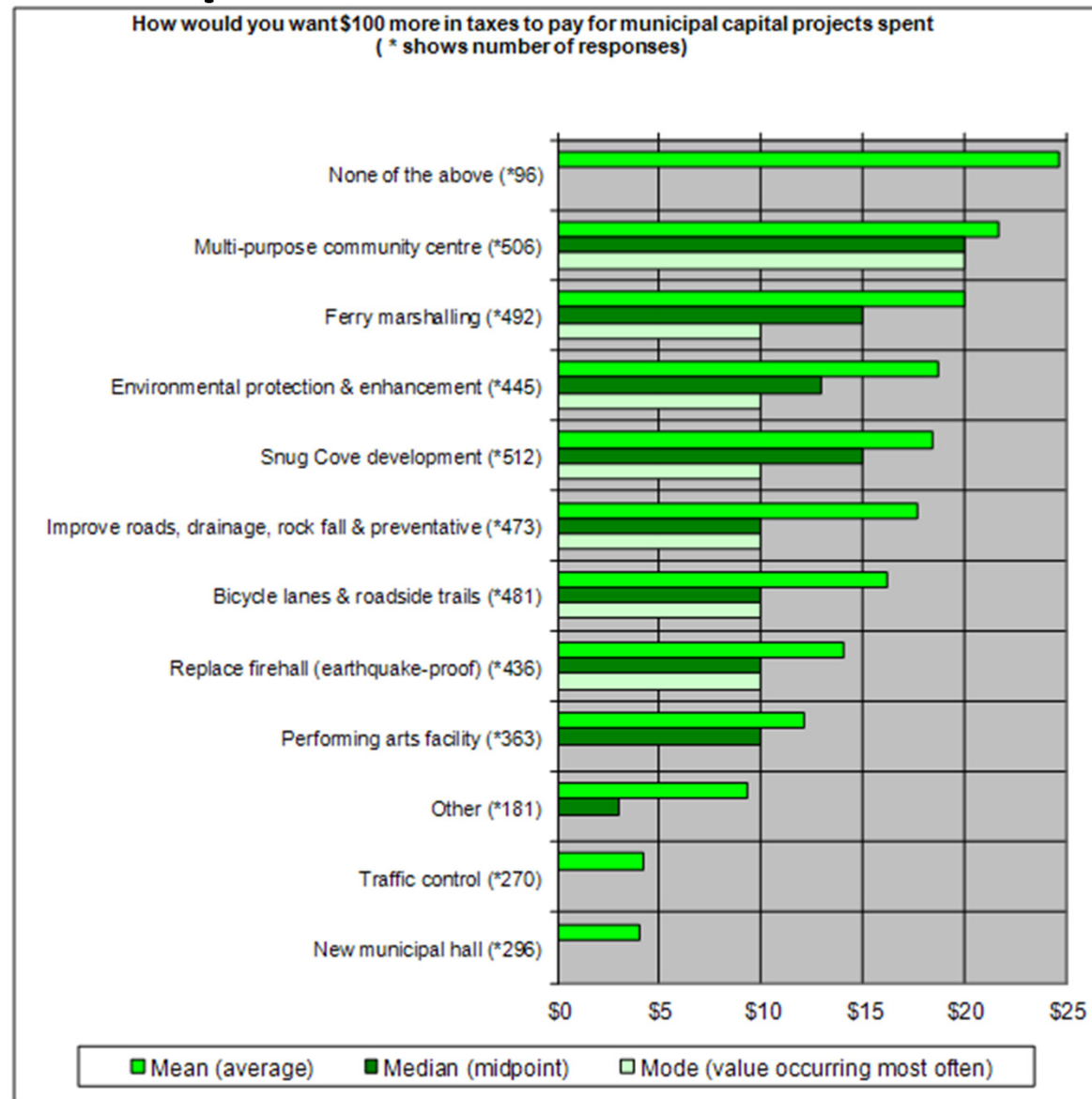
Increase, Maintain, or Reduce?



Taxes paid to other Entities & Taxing Authorities

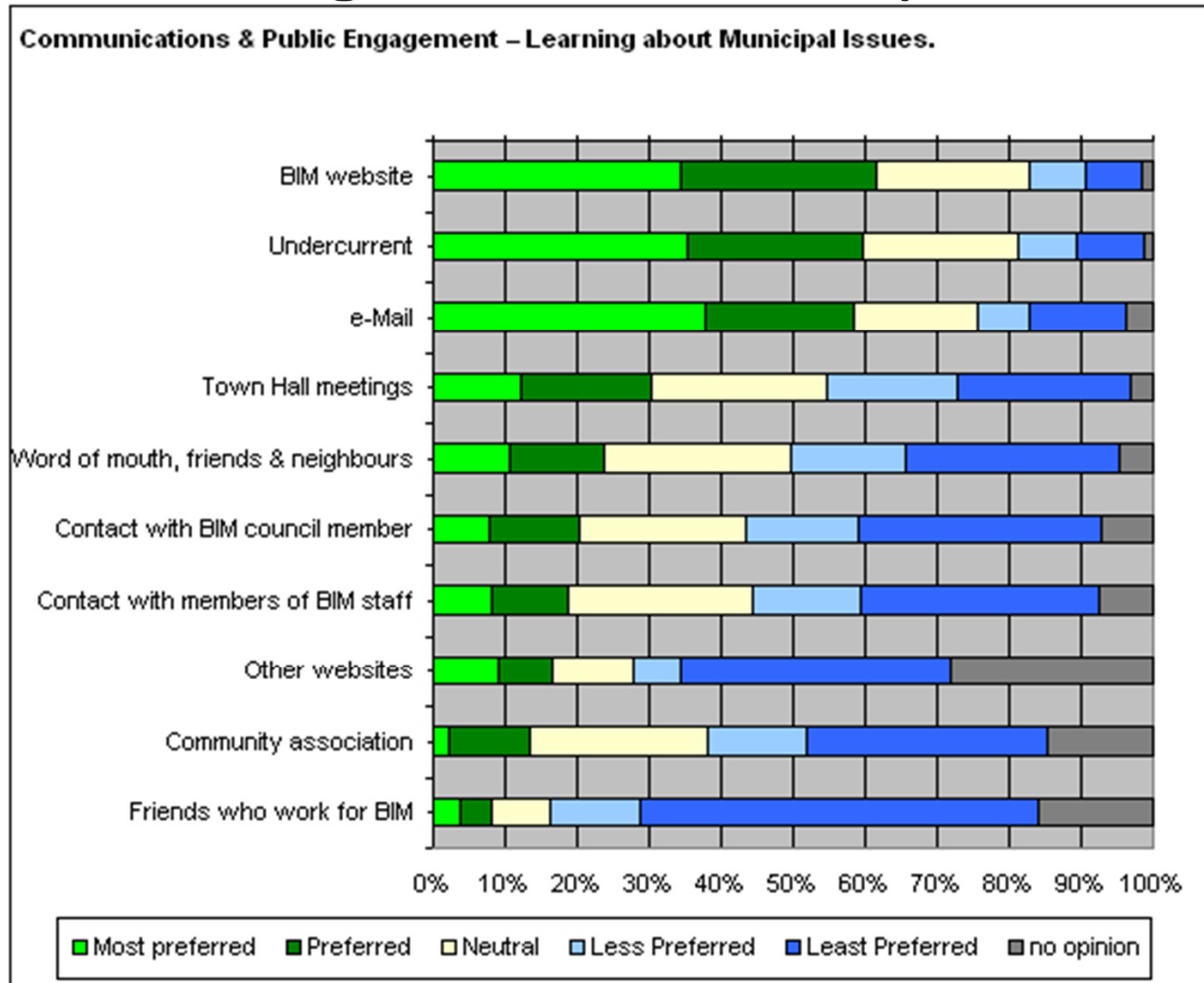


How to Spend \$100 more in Taxes?



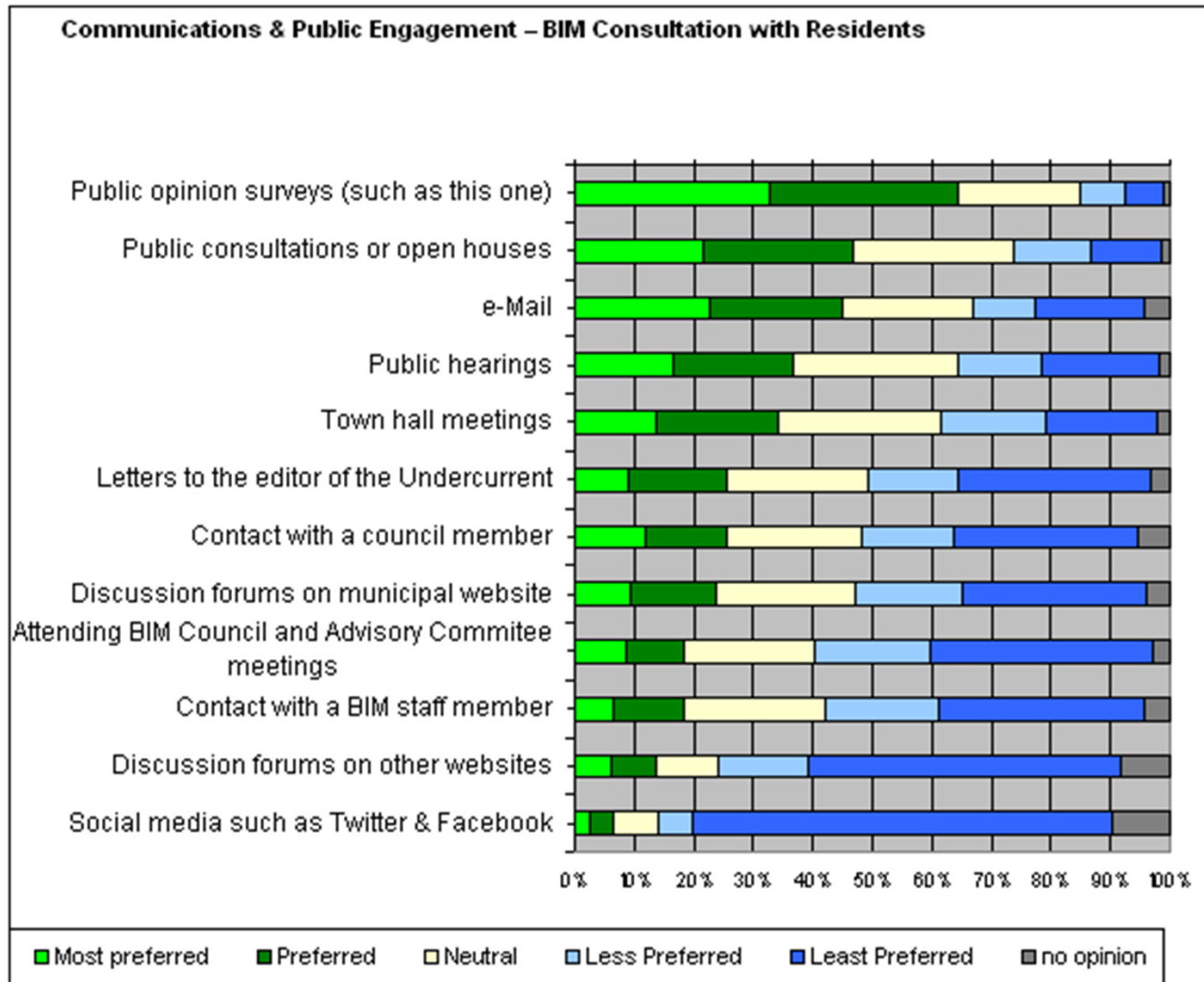
Communications & Public Engagement

– Learning about Municipal Issues



Communications & Public Engagement

– BIM Consultation with Residents



Key Findings

1. How Islanders Rate Bowen:

- To raise Children – Very Good
- Place to Retire – Moderate
- Place to Work – Poor
- Quality of Life – Good

Key Findings

2. Municipal Services -Importance & Satisfaction

- BIRD rates highest at 90%
- Ambulance:
90% Importance vs. 56% Satisfaction
- Youth Services:
50% Importance vs. 15% Satisfaction

Key Findings

3. Municipal Taxes – Policy Preferences:

- 50%: maintain existing services with unchanged/lower taxes & user fees
- 30%: improve services funded by higher user fees
- 20%: higher taxes & improved services

Key Findings

4. Municipal Taxes – Allocation Preferences

- On balance, Discontinue or Reduce:
Community Grants, Property Tax Exemptions
Bylaw Enforcement, & Planning Costs
- On balance, Increase:
Expenditures on Parks, Beaches & Trails

Key Findings

5. Taxes paid to other Taxing Authorities:

- Police & School Taxes deliver Value (+50%)
- Islands Trust & Translink
deliver Little or No Value (+50%)

Key Findings

6. \$100 Tax Increase for Capital Projects:

- Most Popular:
 - \$22 for Multi-purpose Community Centre
 - \$20 for Ferry Marshalling
 - \$19 for Environmental Protection/Enhancement
 - \$18 for Snug Cove Redevelopment
- Least Popular:
 - Single-purpose Performing Arts Facility
 - Traffic Control & New Municipal Hall

Key Findings

7. Communication Preferences:

- To Learn about Municipal Issues:
 - BIM Website, Undercurrent, & e-mail
- To Provide Input to Council:
 - Public Opinion Surveys like this one
 - Open Houses, & e-mail