



APPENDIX E-1

## Arts & Culture – Survey Results (Quantitative)








### Where do you live?

Response	Chart	Percentage	Count
Esquimalt		91.8%	45
Other Capital Regional District Municipality		8.2%	4
Other		0.0%	0
		<b>Total Responses</b>	<b>49</b>



### Where do you live? (Other)

# Response

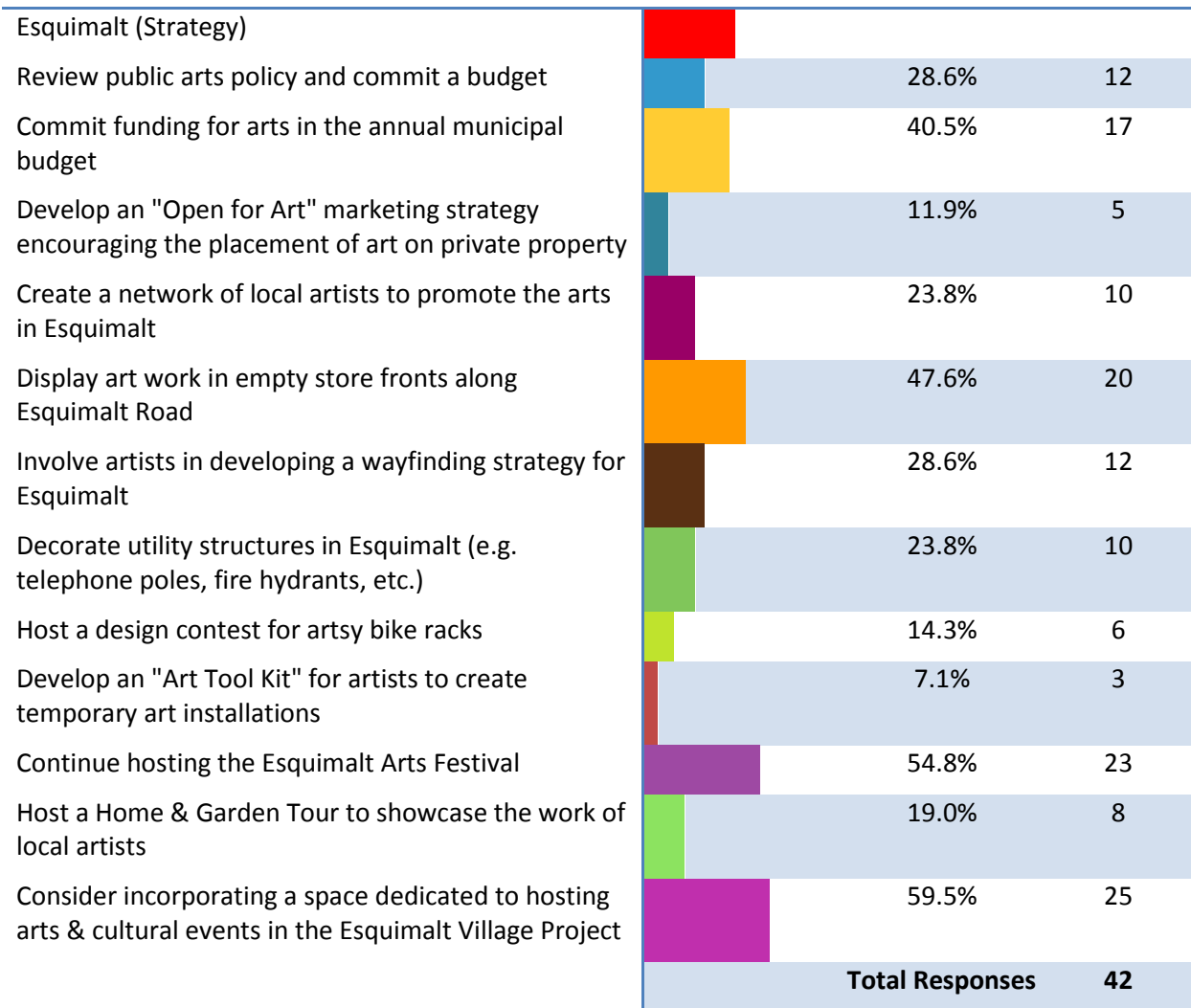
### What is your age range?

Response	Chart	Percentage	Count
Under 18		2.0%	1
18-24		4.1%	2
25-34		14.3%	7
35-44		22.4%	11
45-54		22.4%	11
55-64		22.4%	11
65 or Above		12.2%	6
Prefer Not to Answer		0.0%	0
		<b>Total Responses</b>	<b>49</b>

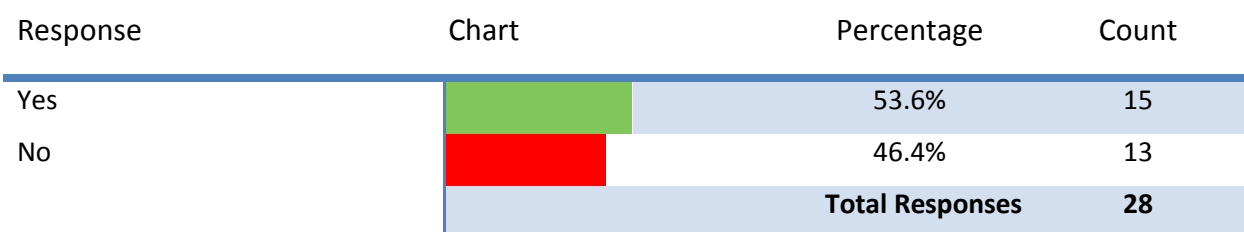
### What are your top 5 priority areas for action? Please select up to 5 actions from the below.

Response	Chart	Percentage	Count
Research arts & culture best practices of other municipalities		38.1%	16
Create a long-term vision for Arts & Culture in		42.9%	18

## APPENDIX E-1





### Do you believe there is a priority area missing?



## Development – Survey Results (Quantitative)







### Where do you live?

Response	Chart	Percentage	Count
Esquimalt		98.0%	50
Other Capital Regional District Municipality		2.0%	1
Other		0.0%	0
		<b>Total Responses</b>	<b>51</b>


### Where do you live? (Other)

# Response

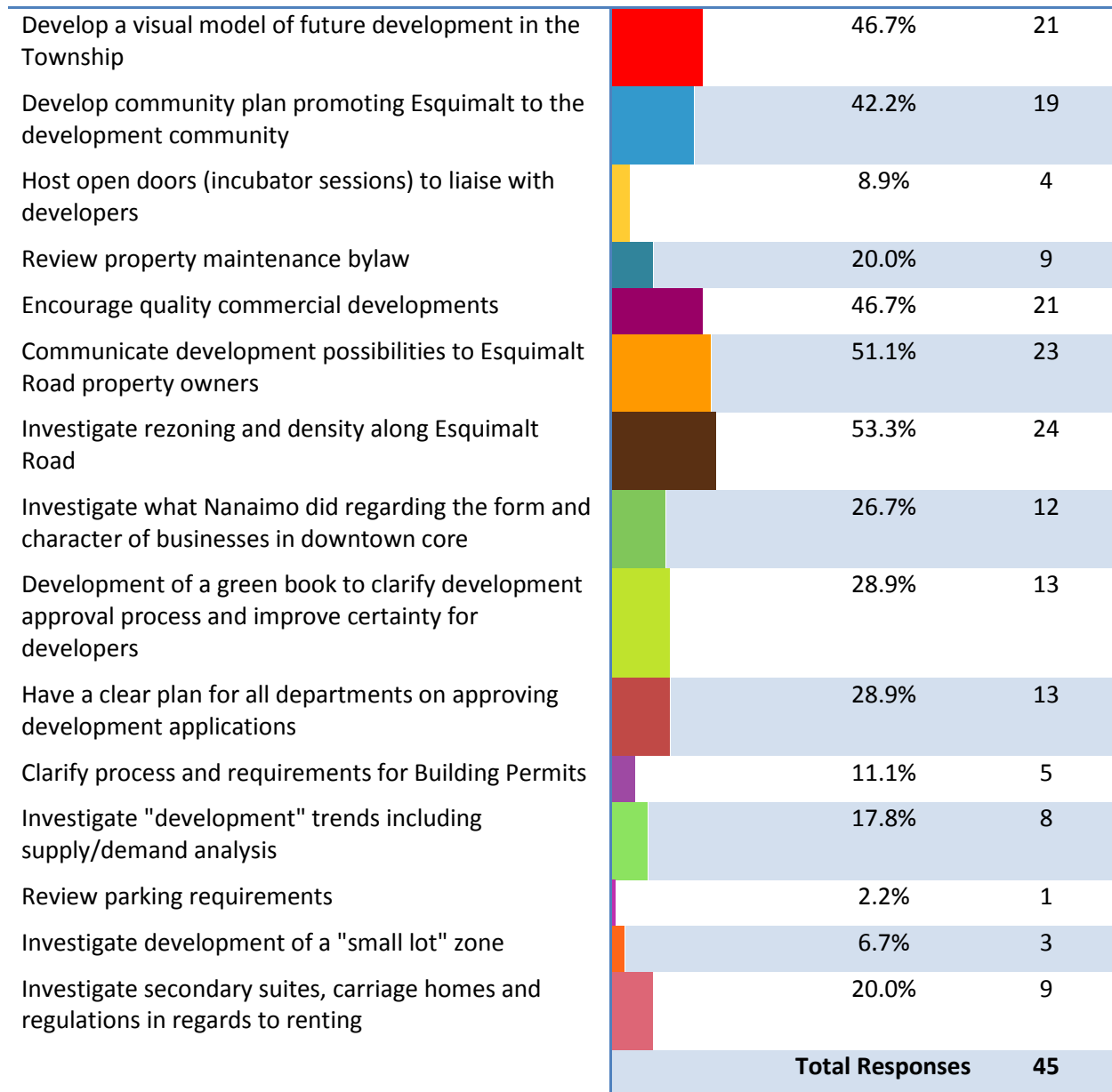
### What is your age range?

Response	Chart	Percentage	Count
Under 18		0.0%	0
18-24		2.0%	1
25-34		9.8%	5
35-44		19.6%	10
45-54		25.5%	13
55-64		29.4%	15
65 or Above		13.7%	7
Prefer Not to Answer		0.0%	0
		<b>Total Responses</b>	<b>51</b>

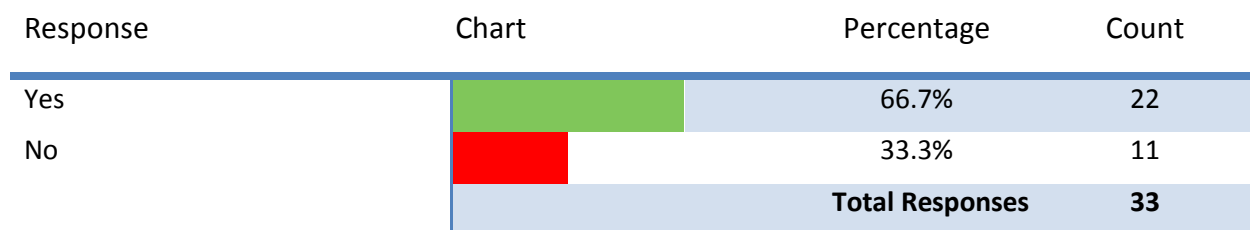
### What are your top 5 priority areas for action? Please select up to 5 actions from the below.

Response	Chart	Percentage	Count
Create an "updated vision" - beyond the built environment - look at strengthening economic sustainability		53.3%	24

## APPENDIX E-2




### Do you believe there is a priority area missing?



## APPENDIX E-3

# Education & Training – Survey Results (Quantitative)






### Where do you live?

Response	Chart	Percentage	Count
Esquimalt		100.0%	22
Other Capital Regional District Municipality		0.0%	0
Other		0.0%	0
		<b>Total Responses</b>	<b>22</b>


### Where do you live? (Other)

# Response

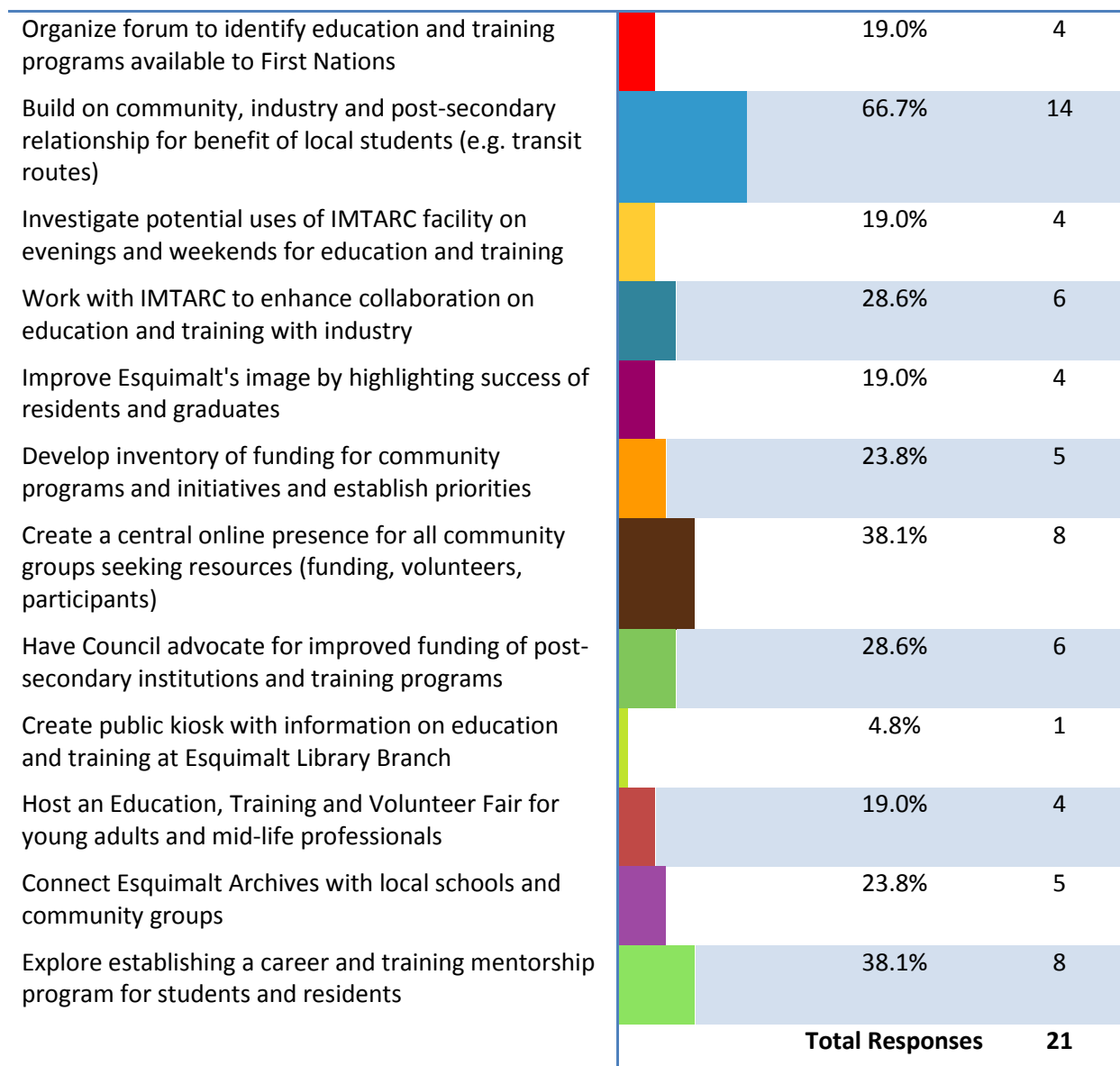
### What is your age range?

Response	Chart	Percentage	Count
Under 18		0.0%	0
18-24		0.0%	0
25-34		9.1%	2
35-44		18.2%	4
45-54		22.7%	5
55-64		31.8%	7
65 or Above		18.2%	4
Prefer Not to Answer		0.0%	0
		<b>Total Responses</b>	<b>22</b>

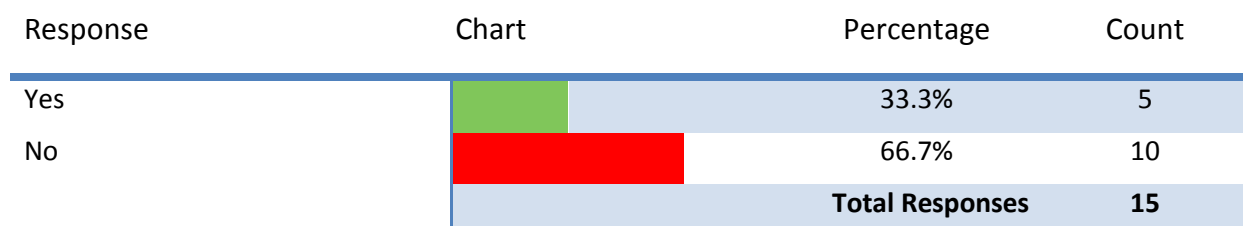
### What are your top 5 priority areas for action? Please select up to 5 actions from the below.

Response	Chart	Percentage	Count
First Nations Youth Programs - improve partnerships to help them stay in school		57.1%	12

## APPENDIX E-3






### Do you believe there is a priority area missing?



## Environment – Survey Results (Quantitative)






### Where do you live?

Response	Chart	Percentage	Count
Esquimalt		93.1%	27
Other Capital Regional District Municipality		3.4%	1
Other		3.4%	1
		<b>Total Responses</b>	<b>29</b>


### Where do you live? (Other)

# Response

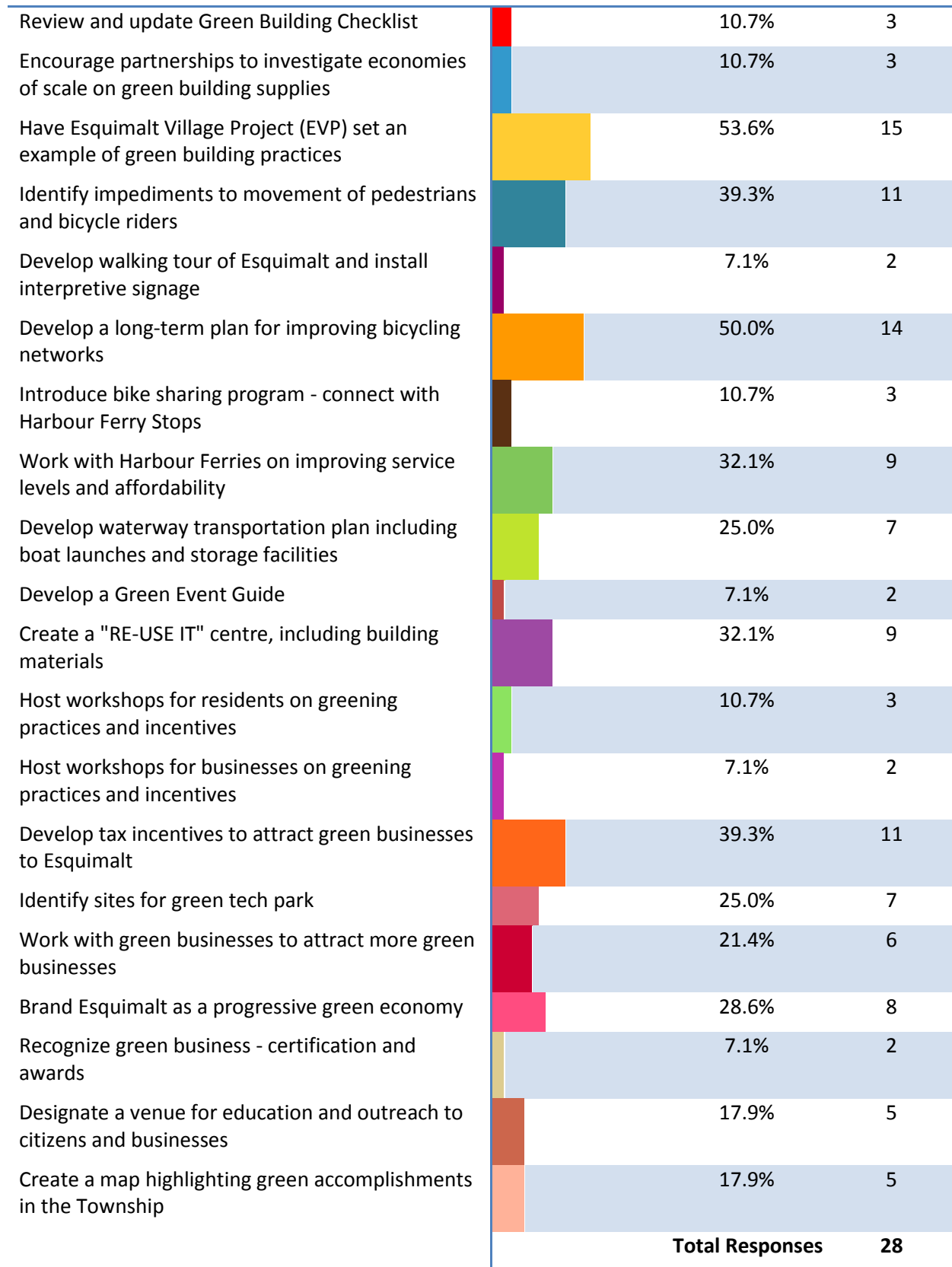
### What is your age range?

Response	Chart	Percentage	Count
Under 18		0.0%	0
18-24		0.0%	0
25-34		20.7%	6
35-44		17.2%	5
45-54		24.1%	7
55-64		24.1%	7
65 or Above		13.8%	4
Prefer Not to Answer		0.0%	0
		<b>Total Responses</b>	<b>29</b>

### What are your top 5 priority areas for action? Please select up to 5 actions from the below.

Response	Chart	Percentage	Count
Streamline approval processes for green building renovations		28.6%	8


## APPENDIX E-4






**APPENDIX E-4**

**Do you believe there is a priority area missing?**

Response	Chart	Percentage	Count
Yes		45.0%	9
No		55.0%	11
		<b>Total Responses</b>	<b>20</b>

## Health & Wellness – Survey Results (Quantitative)







### Where do you live?

Response	Chart	Percentage	Count
Esquimalt		100.0%	30
Other Capital Regional District Municipality		0.0%	0
Other		0.0%	0
		<b>Total Responses</b>	<b>30</b>


### Where do you live? (Other)

# Response












### What is your age range?

Response	Chart	Percentage	Count
Under 18		0.0%	0
18-24		0.0%	0
25-34		16.7%	5
35-44		10.0%	3
45-54		26.7%	8
55-64		30.0%	9
65 or Above		13.3%	4
Prefer Not to Answer		3.3%	1
		<b>Total Responses</b>	<b>30</b>



### What are your top 5 priority areas for action? Please select up to 5 actions from the below.

Response	Chart	Percentage	Count
Community partnerships to further emergency management preparedness education		54.5%	12

## APPENDIX E-5



Examine possibility of a volunteer coordinator for the Township		45.5%	10
Provide some written information in French on Township materials		4.5%	1
Identify "local community leaders" to work with children in bullying prevention (WITS)		22.7%	5
Mayor to convene meeting with new Police Chief and Youth Advocates in Esquimalt		27.3%	6
Re-connect with Victoria Police Department on Crime Free Multi-Housing Program		45.5%	10
Councillor report on provincial Blue Ribbon Panel on Crime Reduction Roundtable		9.1%	2
Review and expansion of zoning for secondary suites and compliance from unregistered owners.		22.7%	5
Review of multi-family business licenses for bylaw complaints		18.2%	4
Convene a round table discussion on affordable housing in Esquimalt		59.1%	13
Request that public health officer for Esquimalt present to Council on current and future operations and services		22.7%	5
Facilitate round table discussion on pre and post natal care with Island Health and community partners		27.3%	6
<b>Total Responses</b>			<b>22</b>

### Do you believe there is a priority area missing?

Response	Chart	Percentage	Count
Yes		68.4%	13
No		31.6%	6
<b>Total Responses</b>			<b>19</b>

## Ship Repair & Defence – Survey Results (Quantitative)






### Where do you live?

Response	Chart	Percentage	Count
Esquimalt		96.0%	24
Other Capital Regional District Municipality		0.0%	0
Other		4.0%	1
		<b>Total Responses</b>	<b>25</b>

### Where do you live? (Other)

#	Response
1.	Langford
























### What is your age range?

Response	Chart	Percentage	Count
Under 18		0.0%	0
18-24		0.0%	0
25-34		8.0%	2
35-44		20.0%	5
45-54		20.0%	5
55-64		36.0%	9
65 or Above		16.0%	4
Prefer Not to Answer		0.0%	0
		<b>Total Responses</b>	<b>25</b>







### What are your top 5 priority areas for action? Please select up to 5 actions from the below.

Response	Chart	Percentage	Count
Develop recruitment strategy for physicians		18.2%	4



## APPENDIX E-6

Promote Esquimalt as "best place to live and work"		40.9%	9
Gather Industry/CFB Esquimalt input on OCP Update		18.2%	4
Discuss "best use" of Work Point lands with Base Commander		40.9%	9
Establish a first point of contact between Township and CFB Esquimalt		27.3%	6
Develop a communication plan and highlight benefit of ship repair/fitting industry to residents/businesses		22.7%	5
Promote "good news stories" of environmental actions being completed by industry and CFB Esquimalt		4.5%	1
Organize shipbuilding industry awareness week event		13.6%	3
Develop an integrated transportation strategy		31.8%	7
Research how North Vancouver has resolved traffic and transportation issues		9.1%	2
Improve partnerships between industry, community and the Chamber		22.7%	5
Host Graving Dock Open House		13.6%	3
Advocate for shipbuilding industry as much as possible		4.5%	1
Support IMTARC as much as possible		9.1%	2
Take leadership role in facilitating regional coordination		4.5%	1
Create briefing binder for politicians on ship repair and fitting industry with easy messaging		9.1%	2
Educate regional MPs and MLAs on importance of ship repair and fitting industry		9.1%	2
Have the municipal council presence at all industry announcements		4.5%	1
Investigate opportunity for new business on First Nations land		27.3%	6
Advocate for more direct flights to Victoria Airport		18.2%	4
Investigate what infrastructure is needed for industry		31.8%	7
Develop child care strategy catering to industry workers		13.6%	3
Develop a secure industrial park facility catering to needs of ship repair and fitting industry		4.5%	1
Move forward rezoning of the industrial park		4.5%	1

## APPENDIX E-6



Communicate needs of industry to industrial land owners		4.5%	1
Consult with planners/industry in Halifax/Dartmouth		9.1%	2
Upgrade Graving Dock facilities against tsunami		9.1%	2
Host a Trades Awareness Day		4.5%	1
Coordinate economic development strategy with shipbuilding workforce strategy		13.6%	3
Promote research and innovation by collaborating with the University of Victoria		18.2%	4
<b>Total Responses</b>			<b>22</b>

### Do you believe there is a priority area missing?

Response	Chart	Percentage	Count
Yes		58.3%	7
No		41.7%	5
<b>Total Responses</b>			<b>12</b>

## Small Business – Survey Results (Quantitative)







### Where do you live?

Response	Chart	Percentage	Count
Esquimalt		91.4%	32
Other Capital Regional District Municipality		8.6%	3
Other		0.0%	0
		<b>Total Responses</b>	<b>35</b>



### Where do you live? (Other)

# Response

### What is your age range?

Response	Chart	Percentage	Count
Under 18		0.0%	0
18-24		0.0%	0
25-34		11.4%	4
35-44		20.0%	7
45-54		31.4%	11
55-64		25.7%	9
65 or Above		8.6%	3
Prefer Not to Answer		2.9%	1
		<b>Total Responses</b>	<b>35</b>

### What are your top 5 priority areas for action? Please select up to 5 actions from the below.











Response	Chart	Percentage	Count
Update the Esquimalt Brand		39.4%	13
Have all community members promote Esquimalt		6.1%	2

## APPENDIX E-7



Use endorsements from residents and businesses as part of a promotional strategy for Esquimalt	3.0%	1
Organize a promotional video competition among high school students	3.0%	1
Create an information package to promote Esquimalt to potential businesses	30.3%	10
Promote each neighbourhood (create profiles)	15.2%	5
Have Township of Esquimalt become a member of Chamber	15.2%	5
Partner with Chamber to get information on Economic Development Strategy (EDS) out to members	12.1%	4
Improve communications between Council and Chamber to create synergies	6.1%	2
Welcome new businesses	33.3%	11
Enhance and promote the "E=" brand	15.2%	5
Conduct analysis of tax and business friendly policies	18.2%	6
Introduce a business revitalization tax program	42.4%	14
Be proactive in reacting to citizens' concerns	12.1%	4
Continuously update Esquimalt information in CFB Esquimalt welcome package	3.0%	1
Recruit a store front insurance agent	6.1%	2
Develop promotional partnerships with small businesses and ship repair industry	9.1%	3
Develop an Esquimalt App	6.1%	2
Develop a business registry (e.g. Map Quest)	18.2%	6
Promote community amenities and businesses as a solution to traffic	6.1%	2
Streamline planning processes	6.1%	2
List projects going through approval processes on website	12.1%	4
Renovate and "green" older homes	18.2%	6
Host tour of homes to Real Estate Agents (e.g. Home and Garden Contest)	3.0%	1
Promote living in Esquimalt to local workforce	24.2%	8
Market underdeveloped commercial areas including	18.2%	6



## APPENDIX E-7



industrial area			
Conduct gap analysis of local businesses and services		27.3%	9
Replicate the success of the west shore (but differently)		9.1%	3
Promote walkability and multi-modal transportation including water access in Esquimalt		27.3%	9
Encourage enhanced access to the E&N regional trail system		12.1%	4
Investigate what is needed for a complete community		12.1%	4
Continue to hold community events, publish an events calendar and publicize events		15.2%	5
Continue annual home and garden contest		3.0%	1
Make the Centennial Celebration an annual community event		3.0%	1
Create a new annual community event in Parks		3.0%	1
<b>Total Responses</b>			<b>33</b>

### Do you believe there is a priority area missing?

Response	Chart	Percentage	Count
Yes		55.0%	11
No		45.0%	9
<b>Total Responses</b>			<b>20</b>

## Tourism – Survey Results (Quantitative)






### Where do you live?

Response	Chart	Percentage	Count
Esquimalt		96.0%	24
Other Capital Regional District Municipality		4.0%	1
Other		0.0%	0
		<b>Total Responses</b>	<b>25</b>

### Where do you live? (Other)

# Response

### What is your age range?

Response	Chart	Percentage	Count
Under 18		0.0%	0
18-24		0.0%	0
25-34		8.0%	2
35-44		20.0%	5
45-54		24.0%	6
55-64		28.0%	7
65 or Above		20.0%	5
Prefer Not to Answer		0.0%	0
		<b>Total Responses</b>	<b>25</b>

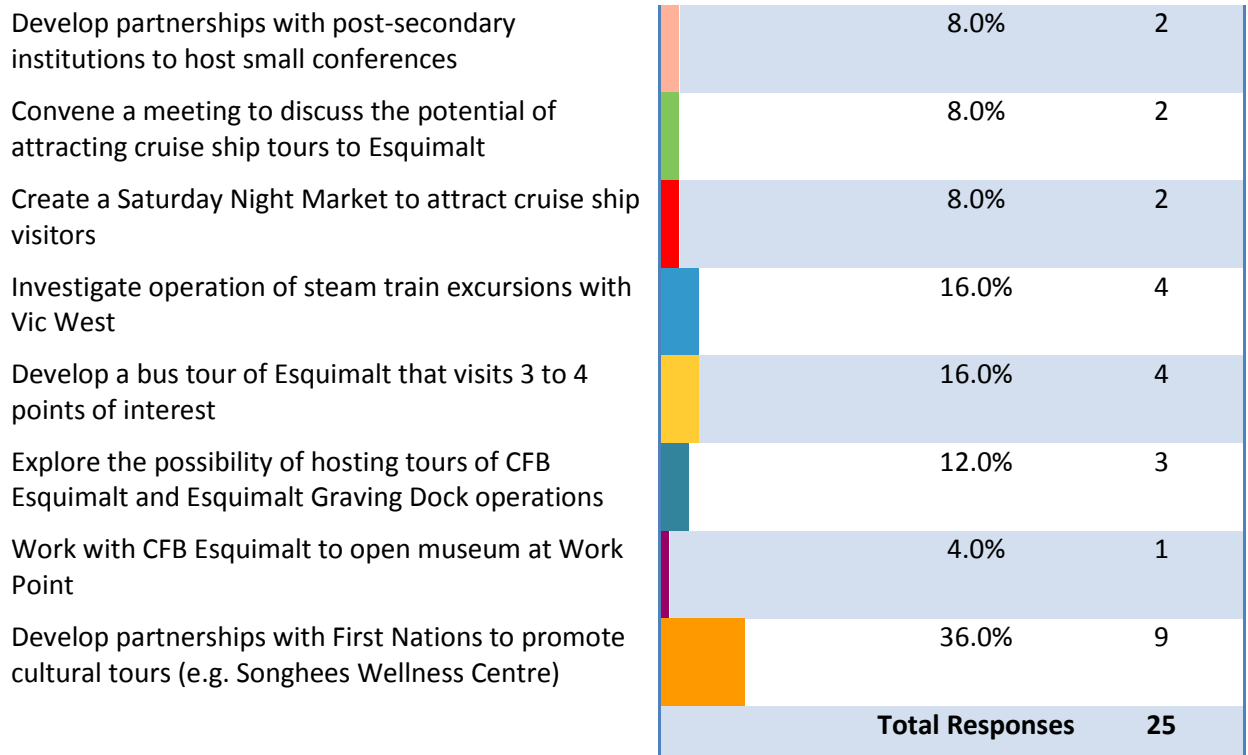
The Esquimalt Economic Round Table on Tourism identified a number of priority areas for action.

## APPENDIX E-8



### What are your top 5 priority areas for action? Please select up to 5 actions from the below.

Response	Chart	Percentage	Count
Partner with Wilson's Transportation to provide bus tours		4.0%	1
Nurture relationship with Victoria Harbour Ferry		36.0%	9
Build partnerships with roundhouse market (Vic West), CFB Esquimalt and Songhees Wellness Centre		32.0%	8
Leverage resources of Tourism Victoria and Tourism BC		20.0%	5
Install public washroom at West Bay to support snorkeling and dive site (completed)		4.0%	1
Develop tourism opportunities at West Bay (e.g. walkway connectivity, water access, food services)		48.0%	12
Develop further tourism opportunities along E&N Rail Trail		36.0%	9
Develop a creative 'venue' in Saxe Point Park		32.0%	8
Place a map of the municipality at the West Bay Kiosk		4.0%	1
Develop wayfinding strategy and install signage along Esquimalt Road and West Bay Walkway		4.0%	1
Celebrate Esquimalt's history with more interpretive signage		8.0%	2
Include a clear focus on tourism in OCP		20.0%	5
Determine the Township's role in tourism promotion		8.0%	2
Complete a report on the 2009 Tourism Strategy successes and opportunities		20.0%	5
Brand Esquimalt as a green community (e.g. events, walkability, and homes)		16.0%	4
Encourage use of "Esquimalt" in addresses		8.0%	2
Promote recreational and sporting opportunities		16.0%	4
Host as many meetings, conference and themed festivals as possible		24.0%	6
Set-up a seasonal tourist information office		8.0%	2
Have military vehicles return to participate in Buccaneer Day Parade		8.0%	2

## APPENDIX E-8



### Do you believe there is a priority area missing?

Response	Chart	Percentage	Count
Yes		50.0%	8
No		50.0%	8
<b>Total Responses</b>			<b>16</b>