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
		Total Responses	49

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
		Total Responses	49

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

Esquimalt (Strategy)		
Review public arts policy and commit a budget	28.6%	12
Commit funding for arts in the annual municipal budget	40.5%	17
Develop an "Open for Art" marketing strategy encouraging the placement of art on private property	11.9%	5
Create a network of local artists to promote the arts in Esquimalt	23.8%	10
Display art work in empty store fronts along Esquimalt Road	47.6%	20
Involve artists in developing a wayfinding strategy for Esquimalt	28.6%	12
Decorate utility structures in Esquimalt (e.g. telephone poles, fire hydrants, etc.)	23.8%	10
Host a design contest for artsy bike racks	14.3%	6
Develop an "Art Tool Kit" for artists to create temporary art installations	7.1%	3
Continue hosting the Esquimalt Arts Festival	54.8%	23
Host a Home & Garden Tour to showcase the work of local artists	19.0%	8
Consider incorporating a space dedicated to hosting arts & cultural events in the Esquimalt Village Project	59.5%	25
	Total Responses	42

Response	Chart	Percentage	Count
Yes		53.6%	15
No		46.4%	13
		Total Responses	28

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
		Total Responses	51

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
		Total Responses	51

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

Develop a visual model of future development in the Township	46.7%	21
Develop community plan promoting Esquimalt to the development community	42.2%	19
Host open doors (incubator sessions) to liaise with developers	8.9%	4
Review property maintenance bylaw	20.0%	9
Encourage quality commercial developments	46.7%	21
Communicate development possibilities to Esquimalt Road property owners	51.1%	23
Investigate rezoning and density along Esquimalt Road	53.3%	24
Investigate what Nanaimo did regarding the form and character of businesses in downtown core	26.7%	12
Development of a green book to clarify development approval process and improve certainty for developers	28.9%	13
Have a clear plan for all departments on approving development applications	28.9%	13
Clarify process and requirements for Building Permits	11.1%	5
Investigate "development" trends including supply/demand analysis	17.8%	8
Review parking requirements	2.2%	1
Investigate development of a "small lot" zone	6.7%	3
Investigate secondary suites, carriage homes and regulations in regards to renting	20.0%	9
	Total Responses	45

Response	Chart	Percentage	Count
Yes		66.7%	22
No		33.3%	11
		Total Responses	33

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
		Total Responses	22

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
		Total Responses	22

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

program for students and residents		Total Responses	21
Explore establishing a career and training mentorship program for students and residents		38.1%	8
Connect Esquimalt Archives with local schools and community groups		23.8%	5
Host an Education, Training and Volunteer Fair for young adults and mid-life professionals		19.0%	4
Create public kiosk with information on education and training at Esquimalt Library Branch	Г	4.8%	1
Have Council advocate for improved funding of post- secondary institutions and training programs		28.6%	6
Create a central online presence for all community groups seeking resources (funding, volunteers, participants)		38.1%	8
Develop inventory of funding for community programs and initiatives and establish priorities		23.8%	5
Improve Esquimalt's image by highlighting success of residents and graduates		19.0%	4
Work with IMTARC to enhance collaboration on education and training with industry		28.6%	6
Investigate potential uses of IMTARC facility on evenings and weekends for education and training		19.0%	4
Build on community, industry and post-secondary relationship for benefit of local students (e.g. transit routes)		66.7%	14
Organize forum to identify education and training programs available to First Nations		19.0%	4

Response	Chart	Percentage	Count
Yes		33.3%	5
No		66.7%	10
		Total Responses	15

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
		Total Responses	29

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
		Total Responses	29

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

Review and update Green Building Checklist	10.7%	3
Encourage partnerships to investigate economies of scale on green building supplies	10.7%	3
Have Esquimalt Village Project (EVP) set an example of green building practices	53.6%	15
Identify impediments to movement of pedestrians and bicycle riders	39.3%	11
Develop walking tour of Esquimalt and install interpretive signage	7.1%	2
Develop a long-term plan for improving bicycling networks	50.0%	14
Introduce bike sharing program - connect with Harbour Ferry Stops	10.7%	3
Work with Harbour Ferries on improving service levels and affordability	32.1%	9
Develop waterway transportation plan including boat launches and storage facilities	25.0%	7
Develop a Green Event Guide	7.1%	2
Create a "RE-USE IT" centre, including building materials	32.1%	9
Host workshops for residents on greening practices and incentives	10.7%	3
Host workshops for businesses on greening practices and incentives	7.1%	2
Develop tax incentives to attract green businesses to Esquimalt	39.3%	11
Identify sites for green tech park	25.0%	7
Work with green businesses to attract more green businesses	21.4%	6
Brand Esquimalt as a progressive green economy	28.6%	8
Recognize green business - certification and awards	7.1%	2
Designate a venue for education and outreach to citizens and businesses	17.9%	5
Create a map highlighting green accomplishments in the Township	17.9%	5
	Total Responses	28

Response	Chart	Percentage	Count
Yes		45.0%	9
No		55.0%	11
		Total Responses	20

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
		Total Responses	30

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
		Total Responses	30

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

Examine possibility of a volunteer coordinator for the Township		45.5%	10
Provide some written information in French on Township materials	П	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	Г	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
		Total Responses	22

Response	Chart	Percentage	Count
Yes		68.4%	13
No		31.6%	6
		Total Responses	19

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
		Total Responses	25

Where do you live? (Other)

#	Response
1.	Langford

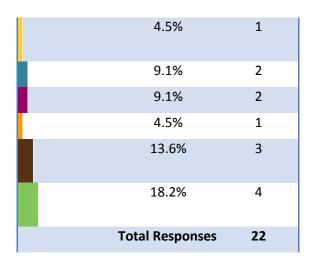
What is your age range?

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
		Total Responses	25

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

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

Communicate needs of industry to industrial land owners Consult with planners/industry in Halifax/Dartmouth Upgrade Graving Dock facilities against tsunami Host a Trades Awareness Day Coordinate economic development strategy with shipbuilding workforce strategy Promote research and innovation by collaborating with the University of Victoria



Response	Chart	Percentage	Count
Yes		58.3%	7
No		41.7%	5
		Total Responses	12

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
		Total Responses	35

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
		Total Responses	35

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

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

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
	Total Responses	33

Response	Chart	Percentage	Count
Yes		55.0%	11
No		45.0%	9
		Total Responses	20

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
		Total Responses	25

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
		Total Responses	25

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

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

Develop partnerships with post-secondary institutions to host small conferences	8.0%	2
Convene a meeting to discuss the potential of attracting cruise ship tours to Esquimalt	8.0%	2
Create a Saturday Night Market to attract cruise ship visitors	8.0%	2
Investigate operation of steam train excursions with Vic West	16.0%	4
Develop a bus tour of Esquimalt that visits 3 to 4 points of interest	16.0%	4
Explore the possibility of hosting tours of CFB Esquimalt and Esquimalt Graving Dock operations	12.0%	3
Work with CFB Esquimalt to open museum at Work Point	4.0%	1
Develop partnerships with First Nations to promote cultural tours (e.g. Songhees Wellness Centre)	36.0%	9
	Total Responses	25

Response	Chart	Percentage	Count
Yes		50.0%	8
No		50.0%	8
		Total Responses	16