



## THE CORPORATION OF THE DISTRICT OF SAANICH

**February 28, 2006**

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Dear Saanich Business Owner,

Saanich Council wants to know what you think about our local government. You have been randomly selected to participate in the Saanich 2006 Business Survey.

Your answers to these survey questions will help Council set budget priorities, evaluate Saanich programs and improve services.

Please spend a few minutes to answer all the questions and return the survey in the postage-paid envelope by **March 15, 2006**. **Your response will remain completely anonymous.**

Your participation in this survey is very important – especially since your business is one of only a sample of businesses being surveyed. If you have any questions about the survey, please call Debby Harris, Corporate Projects Coordinator at 475-5494 extension 3488.

We ask that you complete this survey, and help us shape the future of the District of Saanich. We look forward to sharing survey results by May 12, 2006. Thank you for your time and participation.

Yours truly,

**Frank Leonard**  
Mayor

**Leif Wergeland**  
Chair, Economic Development Advisory Committee

# FREE DRAW

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## Thank you for taking the time to complete the 2006 Business Survey!

### Draw prizes and eligibility:

To show our appreciation, **we welcome all survey respondents to enter a free draw** for a chance to win one of the following 9 prizes:

- \$100 gift certificate for dinner at a Saanich restaurant (1 prize)
- Ten complimentary admission passes to any Saanich Recreation facility (2 prizes)
- Round of golf for two at Cedar Hill Golf Club (2 prizes)
- Two hours of free tennis court time and one hour of free squash court time (2 prizes)
- "Taste of Recreation" pass valid at any inter-municipal recreation facility (2 prizes)

### Instructions for entering:

Please return the top portion of the two part numbered ticket (at the top left corner of this page) with your completed survey, for your chance to win a prize. Keep the other part of the numbered ticket. It contains your random, anonymous number for the draw. Only those who send the ticket in with a completed survey will be eligible for the draw.

### Winning tickets:

Winning numbers will be published in the Saanich News on the following dates:

- ✓ **Early-Bird Draw:** Wednesday, March 8, 2006
- ✓ **Final Draw:** Wednesday, March 15, 2006

### Thank you for completing the 2006 Business Survey:

Please detach this cover page and return your completed questionnaire and anonymous ticket in the enclosed postage paid envelope **by March 15, 2006**.



### District of Saanich

Finance Department  
770 Vernon Ave  
Victoria BC V8X 2W7  
Tel: (250) 475-5415



Your comments are important to us! We are listening to you. Please complete this questionnaire if you are the owner or on-site manager of this business. Your responses are anonymous and will be reported in group form only.

1. On a scale of 1 (very poor) to 5 (very good), please circle the response closest to your opinion for each of the following questions:

	Very Poor	<----->			Very Good	No opinion
a. How would you rate the overall quality of life in Saanich?	1	2	3	4	5	6
b. How would you rate Saanich as a place to operate a business?	1	2	3	4	5	6
c. How would you rate the health of Saanich's local economy?	1	2	3	4	5	6

2. Identify 3 things the Municipality of Saanich could do to improve your ability to conduct business in Saanich.

✓

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✓

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✓

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3. Using a scale of 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree", please indicate your level of agreement or disagreement with each of the following statements.

	Strongly Disagree	<----->			Strongly Agree	Don't Know
a. I can easily access any Saanich service that I need for my business.	1	2	3	4	5	6
b. I believe Saanich is striving to improve service quality.	1	2	3	4	5	6
c. When I last received service from Saanich I was treated fairly.	1	2	3	4	5	6
d. When I last received service from Saanich, staff went the extra mile to make sure I got what I needed.	1	2	3	4	5	6
e. When I last received service from Saanich, staff were knowledgeable and competent.	1	2	3	4	5	6
f. Overall, I was satisfied with the amount of time it took to get the service I needed.	1	2	3	4	5	6
g. When I last received service from Saanich I was treated in a courteous manner.	1	2	3	4	5	6

4. As a business owner in Saanich please rate each of the following:  
Please circle your choice to show:

- First, how satisfied you are with the service, and then,
- How important this service is to you

	Satisfaction						Importance					
	Not at all Satisfied			Very Satisfied		N/A	Not at all Important			Very Important		N/A
	<----->						<----->					
<b>Transportation of your customers and staff, to and from your place of business:</b>												
a. Ease of pedestrian travel	1	2	3	4	5	6	1	2	3	4	5	6
b. Ease of travel by bicycle	1	2	3	4	5	6	1	2	3	4	5	6
c. Ease of travel by bus	1	2	3	4	5	6	1	2	3	4	5	6
d. Ease of travel by car	1	2	3	4	5	6	1	2	3	4	5	6
e. Street parking control and enforcement	1	2	3	4	5	6	1	2	3	4	5	6
<b>Public safety of your customers and staff at your place of business:</b>												
f. Crime prevention programs	1	2	3	4	5	6	1	2	3	4	5	6
g. Overall policing services	1	2	3	4	5	6	1	2	3	4	5	6
h. Police presence and visibility	1	2	3	4	5	6	1	2	3	4	5	6
i. Fire fighting services	1	2	3	4	5	6	1	2	3	4	5	6
j. Fire safety inspections for businesses	1	2	3	4	5	6	1	2	3	4	5	6
k. Emergency preparedness	1	2	3	4	5	6	1	2	3	4	5	6

5. From a business perspective, what do you think are the three biggest challenges that Saanich will face in the next 5 years?

✓  
\_\_\_\_\_

✓  
\_\_\_\_\_

✓  
\_\_\_\_\_

6. In 2006, the District of Saanich will rely on the following sources of revenue to fund municipal services, infrastructure and other financial obligations:

- property taxation: 50%
- user fees: 26%
- reserves or savings: 14%
- government grants: 6%
- borrowing: 4%

In the future, what revenue sources do you feel the District should rely on?

	Rely less	Same	Rely more	No opinion
a. Property taxation	1	2	3	4
b. User fees	1	2	3	4
c. Reserves or savings	1	2	3	4
d. Borrowing	1	2	3	4

7. The District of Saanich spends a portion of its yearly budget on large projects, known as capital projects. Imagine that you have \$100 to spend on the following capital projects. How would you spend it?

*Please divide \$100 among the 10 listed capital projects according to their importance to you.*

Capital Projects (listed in alphabetical order)	\$
Arts and cultural facilities	\$ _____
Bicycle infrastructure (bike lanes, etc.)	\$ _____
Environment protection and enhancement	\$ _____
Municipal buildings	\$ _____
Sewer and storm drainage system	\$ _____
Water system	\$ _____
Streetscape / beautification projects	\$ _____
Parks and trails	\$ _____
Sidewalks	\$ _____
Recreation facilities	\$ _____
Roads and traffic control	\$ _____
Other: _____	\$ _____
<b>TOTAL</b>	<b>\$ <u>100.00</u></b>

EXAMPLE	
Capital Project A	\$ 20
Capital Project B	\$ 25
Capital Project C	\$ 15
Capital Project D	\$ 0
Capital Project E	\$ 40
<b>Total</b>	<b>\$ 100</b>

8. If faced with the following realistic choices, what would you advise Council to do? Check one only.

- a. Improve municipal services with higher taxes
- b. Same or reduced level of municipal services with taxes unchanged
- c. Reduced level of municipal service with lower taxes
- d. No opinion

9. On a scale of 1 (strongly disagree) to 5 (strongly agree), please rate the following statements by circling the number that most clearly represents your opinion:

	Strongly disagree	<----->			Strongly agree	No opinion
a. I receive good value for the municipal taxes I pay.	1	2	3	4	5	6
b. The District of Saanich listens to businesses.	1	2	3	4	5	6
c. I am pleased with the overall direction that the District of Saanich is taking.	1	2	3	4	5	6

**PLEASE TELL US ABOUT YOUR BUSINESS:**

Our last questions are about your business. As a reminder, **your responses to this survey are anonymous** – we have no way of identifying specific respondents.

10. In what area of Saanich do you operate your business? (Map available at [www.saanich.ca](http://www.saanich.ca) )

- |                                       |                                       |  |
|---------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> Cadboro Bay  | <input type="checkbox"/> Quadra       | <input type="checkbox"/> Royal Oak     |
| <input type="checkbox"/> Gordon Head  | <input type="checkbox"/> North Quadra | <input type="checkbox"/> Cordova Bay   |
| <input type="checkbox"/> Shelbourne   | <input type="checkbox"/> Tillicum     | <input type="checkbox"/> Rural Saanich |
| <input type="checkbox"/> Saanich Core | <input type="checkbox"/> Carey        | <input type="checkbox"/> Blenkinsop    |

11. Do you operate a home based business?

- Yes       No

12. How many employees does your business have?

- |                                   |                                     |                                     |                                      |
|-----------------------------------|-------------------------------------|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> 1 to 4   | <input type="checkbox"/> 5 to 9     | <input type="checkbox"/> 10 to 19   | <input type="checkbox"/> 20 to 49    |
| <input type="checkbox"/> 50 to 99 | <input type="checkbox"/> 100 to 199 | <input type="checkbox"/> 200 to 499 | <input type="checkbox"/> 500 or more |

13. What type of business do you operate?

- |  |  |   |  |
|--|--|---|--|
| <input type="checkbox"/> Agriculture           | <input type="checkbox"/> Manufacturing   | <input type="checkbox"/> Construction       | <input type="checkbox"/> Wholesale sales   |
| <input type="checkbox"/> Retail Sales          | <input type="checkbox"/> Health Services | <input type="checkbox"/> Education Services | <input type="checkbox"/> Business Services |
| <input type="checkbox"/> Professional Services |  |   |  |
| <input type="checkbox"/> Other: _____          |  |   |  |

If you have any further comments or suggestions you wish to add, please write them below. Please feel free to add additional pages as needed.

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Thank you for completing this survey. Please detach the Mayor's cover letter and return the completed survey in the self-addressed, stamped envelope to the District of Saanich prior to **March 15, 2006**.

Be sure to return your Draw ticket stub with the completed survey. Details on reverse of the Mayor's cover letter. We expect to report our survey results in May, 2006. Please visit our website at [www.saanich.ca](http://www.saanich.ca) to view the 2006 Business Survey Results. If you have questions or concerns, please contact us at 475-5415