



THE CORPORATION OF THE DISTRICT OF SAANICH

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News Release

FOR IMMEDIATE RELEASE

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Saanich Council Surveys Businesses

Business input provides feedback to improve municipal services

Saanich, BC, June 21, 2006 – Today, Saanich Council released the results of a comprehensive survey of business owner's ideas and opinions of Saanich as a community.

The four page long 2006 Saanich Survey was mailed to a random selection of almost 1500 businesses on February 28. The survey asked respondents to share their perceptions on the quality of municipal service delivery, to indicate their preferences on the allocation of municipal resources, and to tell Council what direction the municipality should head in the future. A total of 419 surveys were received – a response rate of 28%.

Survey results show that 88% of respondents rate the overall quality of life in Saanich as "good" or "very good" and 77% as a good or very good place to do business.

Businesses gave an overall rating of 65% to municipal services and had particularly high praise for the Saanich Fire Fighting Service, followed closely by Police Services.

When asked to list the three biggest challenges facing Saanich in the next five years, businesses clearly identified transportation concerns and growth pressures above all others.

Businesses voiced a strong preference for low property taxes and limited or no increases in services, preferring instead that a greater percentage of revenue be raised through user fees. When asked to spend an imaginary \$100 on a selection of municipal projects, businesses allotted the largest portion to roads and traffic control, following closely by the municipal water system and then the municipal sewer and drains system.

When asked to give overall ratings of the performance and direction of the District of Saanich, businesses were generally pleased, with between 2% and 8% giving negative responses.

Mayor Frank Leonard said the business opinion survey results are an important part of the Municipality's Strategic Plan. "Council and staff will use this business feedback to guide corporate decision-making and the financial planning process."

The complete report on the Saanich 2006 Business Survey is available for download from the Saanich website at www.saanich.ca, or by contacting municipal staff at (250) 475-5415.

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