

## REGIONAL PARKS AND TRAILS RESIDENT SURVEY – METHODOLOGY

November 2023

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The resident survey will be a mail-out survey administered in early 2024 that follows a similar statistical sampling method to that used in the 1992, 1998, 2005 and 2017 surveys. However, to increase survey responses, provide a more diverse and inclusive set of options for delivering the survey and to reduce costs, a primarily online survey will be offered in 2024, with options for a telephone survey and a physical questionnaire. This approach differs from previous surveys in that the main response option was a physical questionnaire, with an online option offered for the first time in 2017.

The package will be mailed to 7,650 Capital Regional District (CRD) residents in early 2024. Based on past resident surveys conducted with a similar initial sample size and methodology, the CRD expects to obtain a response rate of approximately 25 to 30%, which allows the outcomes of the survey to be generalized to the whole CRD. A minimum of 400 responses are needed per selected area to obtain a sample that best represents all people living in the capital region.

### Questionnaire Design

The questionnaire will include questions used in previous surveys, as well as new questions. The survey will include questions about values, attitudes, regional parks and regional trails use, satisfaction, management and demographic characteristics of respondents. Quantitative questions will be used to make it quick and easy for respondents to respond. Voluntary, open-ended questions will also be used to allow some respondents to expand on their comments, if they wish.

### Sample Selection

It is not practical or necessary to send surveys to all residents of the CRD. Only a sample of the population is required. The survey sample will be representative of the region's population by geography, land use patterns, municipal and resident interests and demographics (i.e., age, gender, income, etc.).

The survey sample will be selected randomly by using postal codes and mailing addresses. No personal information will be included in the survey. For the purposes of the survey, the region will be divided into five sub-regions. This approach respects the different geographic areas, land-use patterns and municipal and resident interests, and aligns with Regional Planning. The five sub-regions are:

- 1) Southern Gulf Islands and Salt Spring Island
- 2) Saanich Peninsula (District of North Saanich, District of Central Saanich, Town of Sidney)
- 3) Core Communities (District of Saanich, District of Oak Bay, City of Victoria, Township of Esquimalt)
- 4) Westshore (Town of View Royal, City of Colwood, City of Langford, District of Highlands and District of Metchosin)
- 5) District of Sooke and Juan de Fuca Electoral Area

All information will be collected in compliance with the *Local Government Act* and the *Freedom of Information and Protection of Privacy Act*. Any incentives offered will adhere to the federal *Competition Act* and *British Columbia's Gaming Control Act*.

#### Survey Data Analysis

A third-party contractor will administer the survey, including tracking the web, phone and physical questionnaire responses, managing incentives, data entry, statistical analysis and reporting. Social Science software will be used to analyze both qualitative and quantitative results. A summary and a technical report will be completed in spring 2024 and will be presented to the Regional Parks Committee in summer 2024.