



Tsawwassen Area Plan Review Survey

Presentation of Results
June 28, 2010





Background and Methodology



Survey Background

- As part of The Corporation of Delta's consultation process for the Tsawwassen Area Plan, Council directed that a public opinion mail-in survey be undertaken to give every resident and business owner in Tsawwassen an opportunity to provide input on a number of key issues.
- The results of this survey will assist Mayor and Council in providing direction to the Tsawwassen Area Plan Review Committee on key issues that need to be addressed in the revised area plan.

- The survey was mailed in early June to all 8,000 residential properties and 360 businesses in Tsawwassen.
- In addition to the mailed surveys ...
 - A total of 217 surveys were picked up from South Delta Recreation Centre and Winskill Recreation Centre.
 - The Corporation of Delta supplied The Waterford Senior's Care Centre with 142 surveys for their residents and Kin House with 11 surveys for their residents.
- Ipsos Reid and The Corporation of Delta also took some measures in order to deter the occurrence of "vote packing", including:
 - Limiting each resident/business to one survey.
 - Requiring a name, address and signature with all returned surveys.
 - Limiting individuals to one additional survey package at the recreation centres and requiring individuals to provide their name, address and signature.
 - Adding a unique number to each survey to prevent individuals from submitting photocopied surveys.
- Survey respondents were instructed to complete and mail their surveys by June 18, 2010. Ipsos Reid accepted all surveys received on or before June 25, 2010.

Returned Surveys

- The final count of valid residential and business surveys is detailed in the table below.

	Number of Surveys Returned
Valid residential surveys	5,483
Valid business surveys	106
Rejected surveys	189

- Surveys were rejected for the following reasons:
 - Surveys missing a name, address or signature
 - Photocopied surveys
 - Surveys missing an identification number
 - Surveys with addresses outside Tsawwassen

Households

- The 5,483 valid residential surveys were from 3,337 different household addresses. With approximately 8,000 households in Tsawwassen, this translates into an estimated response rate of 42% of households.
- The number of surveys returned per household is detailed in the table below.

	Number of Households	Percentage of Households
1 survey	1,353	40.5%
2 surveys	1,884	56.5%
3 or more surveys	100	3.0%
<i>Total</i>	3,337	100.0%

Businesses

- With approximately 360 businesses in Tsawwassen, the 106 valid business surveys translates into an estimated response rate of 29% of businesses .

Representativeness of Results

- The Corporation of Delta's main objective was to give every resident and business owner in Tsawwassen an opportunity to provide input. The focus on inclusiveness means that all residents and businesses self-selected whether to take part or not.
- Because of the self-selected nature of this survey, a statistical margin of error is not applied to the results.
- The Corporation of Delta's focus on inclusiveness is not unique. While most Ipsos Reid studies that get covered in the media are based on scientifically chosen samples, we conduct many studies for our clients that are based on non-random probability sampling.

Community Persuasion Tactics

- Ipsos Reid is aware of advertising, lobbying and canvassing efforts made in relation to this survey. While there's no doubt that these types of efforts can influence some survey respondents, there is no way to quantify the magnitude or direction of that impact.
- At the same time, Ipsos Reid does not believe that these efforts in any way invalidate the process. Most public opinion surveys (and all democratic elections) involve some type of external influence from the media, interest groups, community leaders or other stakeholders.

Integrity of Returned Surveys

- In reviewing the returned surveys, Ipsos Reid observed nothing that would bring into question the credibility or integrity of either the individual survey responses, or the overall survey process.



Resident Results



1. Southlands

The Southlands comprise 217 hectares (535 acres) of privately-owned lands, located between 56th Street and the Boundary Bay neighbourhood. These lands are designated as ‘agricultural’ in the Tsawwassen Area Plan and any land use change would require the approval of Metro Vancouver. Existing policies and regulations state that the land can only be used for agriculture.

Which option do you support in relation to possible updates to the Tsawwassen Area Plan? Please check one box below.

- Option A: No change – keep agriculture as the only permitted use of the Southlands.
- Option B: Some change – allow a limited amount of residential and commercial development on the Southlands (to be determined through a public hearing process), in exchange for transfer of a percentage of the lands to the Corporation of Delta ownership, to be protected for agricultural and conservation purposes.
- No opinion

1. Southlands

Which option do you support in relation to possible updates to the Tsawwassen Area Plan?

	Number of Respondents	Percentage of Respondents
Option A: No change	3,395	61.9%
Option B: Some change	2,039	37.2%
No opinion	7	0.1%
Blank/Invalid responses	42	0.8%
<i>Total</i>	<i>5,483</i>	<i>100.0%</i>

1b. Southlands: Option B Follow-Up

If you selected Option B (allowing a limited amount of residential and commercial development), what minimum percentage of the Southlands should be transferred to Corporation of Delta ownership, to be protected for agricultural and conservation purposes? Please check one box below.

- Less than 50%
- 50% to 60%
- 61% to 70%
- 71% to 80%
- More than 80%
- No opinion

1b. Southlands: Option B Follow-Up

If you selected Option B (allowing a limited amount of residential and commercial development), what minimum percentage of the Southlands should be transferred to Corporation of Delta ownership, to be protected for agricultural and conservation purposes?

	Number of Respondents	Percentage of Option B Respondents	Percentage of All Respondents
Less than 50%	799	39.2%	14.6%
50% to 60%	604	29.6%	11.0%
61% to 70%	261	12.8%	4.8%
71% to 80%	196	9.6%	3.6%
More than 80%	124	6.1%	2.3%
No opinion	40	2.0%	0.7%
Blank/Invalid responses	15	0.7%	0.3%
<i>Total</i>	<i>2,039</i>	<i>100.0%</i>	<i>37.2%</i>

2. Town Centre Building Height

The current height limit on buildings in the Town Centre is 4 storeys. This height limit was established before the provincial building code was amended to allow the construction of 6 storey wood frame buildings. Buildings with more than 6 storeys require concrete construction.

What height limit should the Corporation of Delta specify for buildings in the Town Centre area of Tsawwassen? Please check one box below.

- 4 storeys (current limit)
- 5 to 6 storeys
- 7 to 8 storeys (concrete construction)
- More than 8 storeys (concrete construction)
- No opinion

2. Town Centre Building Height

What height limit should the Corporation of Delta specify for buildings in the Town Centre area of Tsawwassen?

	Number of Respondents	Percentage of Respondents
4 storeys (current limit)	3,324	60.6%
5 to 6 storeys	1,149	21.0%
7 to 8 storeys (concrete construction)	589	10.7%
More than 8 storeys (concrete construction)	275	5.0%
No opinion	81	1.5%
Blank/Invalid responses	65	1.2%
<i>Total</i>	<i>5,483</i>	<i>100.0%</i>

3. Infill Housing

In areas of North Delta and Ladner, infill single family subdivision (subdividing one lot into two) is permitted. The existing Tsawwassen Area Plan limits subdivision opportunities in Tsawwassen.

Should the Corporation of Delta allow more single family subdivisions in Tsawwassen? Please check one box below.

- Yes
- No
- No opinion

3. Infill Housing

Should the Corporation of Delta allow more single family subdivisions in Tsawwassen?

	Number of Respondents	Percentage of Respondents
Yes	2,207	40.3%
No	2,973	54.2%
No opinion	252	4.6%
Blank/Invalid responses	51	0.9%
<i>Total</i>	<i>5,483</i>	<i>100.0%</i>

4. Townhouse and Apartment Development

Housing in Tsawwassen is predominantly single family homes and apartments. To create a wider range of housing options, more townhouses, condominiums and apartments could be allowed in areas close to the Town Centre.

Should the Corporation of Delta allow more townhouses, condominiums and apartments close to the Town Centre? Please check one box below.

- Yes
- No
- No opinion

4. Townhouse and Apartment Development

Should the Corporation of Delta allow more townhouses, condominiums and apartments close to the Town Centre?

	Number of Respondents	Percentage of Respondents
Yes	3,373	61.5%
No	1,889	34.5%
No opinion	177	3.2%
Blank/Invalid responses	44	0.8%
<i>Total</i>	<i>5,483</i>	<i>100.0%</i>

5. Housing Height

At present, houses in Tsawwassen can be constructed up to 2.5 storeys and 10.5 metres (34 feet) high. In some areas, this may result in new housing that is significantly larger and higher than neighbouring homes.

Should the Corporation of Delta lower the maximum height of new houses in Tsawwassen? Please check one box below.

- Yes
- No
- No opinion

5. Housing Height

Should the Corporation of Delta lower the maximum height of new houses in Tsawwassen?

	Number of Respondents	Percentage of Respondents
Yes	2,705	49.3%
No	2,391	43.6%
No opinion	342	6.2%
Blank/Invalid responses	45	0.8%
<i>Total</i>	<i>5,483</i>	<i>100.0%</i>



Business Results



1. Southlands

Which option do you support in relation to possible updates to the Tsawwassen Area Plan?

	Number of Respondents	Percentage of Respondents
Option A: No change	39	36.8%
Option B: Some change	64	60.4%
No opinion	0	0.0%
Blank/Invalid responses	3	2.8%
<i>Total</i>	<i>106</i>	<i>100.0%</i>

1b. Southlands: Option B Follow-Up

If you selected Option B (allowing a limited amount of residential and commercial development), what minimum percentage of the Southlands should be transferred to Corporation of Delta ownership, to be protected for agricultural and conservation purposes?

	Number of Respondents	Percentage of Option B Respondents	Percentage of All Respondents
Less than 50%	30	46.9%	28.3%
50% to 60%	15	23.4%	14.2%
61% to 70%	4	6.3%	3.8%
71% to 80%	11	17.2%	10.4%
More than 80%	4	6.3%	3.8%
No opinion	0	0.0%	0.0%
Blank/Invalid responses	0	0.0%	0.0%
<i>Total</i>	<i>64</i>	<i>100.0%</i>	<i>60.4%</i>

2. Town Centre Building Height

What height limit should the Corporation of Delta specify for buildings in the Town Centre area of Tsawwassen?

	Number of Respondents	Percentage of Respondents
4 storeys (current limit)	46	43.4%
5 to 6 storeys	30	28.3%
7 to 8 storeys (concrete construction)	17	16.0%
More than 8 storeys (concrete construction)	10	9.4%
No opinion	2	1.9%
Blank/Invalid responses	1	0.9%
<i>Total</i>	<i>106</i>	<i>100.0%</i>

3. Infill Housing

Should the Corporation of Delta allow more single family subdivisions in Tsawwassen?

	Number of Respondents	Percentage of Respondents
Yes	67	63.2%
No	36	34.0%
No opinion	3	2.8%
Blank/Invalid responses	0	0.0%
<i>Total</i>	<i>106</i>	<i>100.0%</i>

4. Townhouse and Apartment Development

Should the Corporation of Delta allow more townhouses, condominiums and apartments close to the Town Centre?

	Number of Respondents	Percentage of Respondents
Yes	86	81.1%
No	19	17.9%
No opinion	1	0.9%
Blank/Invalid responses	0	0.0%
<i>Total</i>	<i>106</i>	<i>100.0%</i>

5. Housing Height

Should the Corporation of Delta lower the maximum height of new houses in Tsawwassen?

	Number of Respondents	Percentage of Respondents
Yes	47	44.3%
No	50	47.2%
No opinion	8	7.5%
Blank/Invalid responses	1	0.9%
<i>Total</i>	<i>106</i>	<i>100.0%</i>