Notice & Agenda for the 12:00 pm Wednesday, May 21, 2025, Town of Qualicum Beach Committee of the Whole Meeting to be held in the Council Chambers, Town Hall, 660 Primrose Street, Qualicum Beach, BC

Page No. *(This meeting may be recorded)*

1 **1. ADOPTION OF THE AGENDA**

THAT the Committee of the Whole adopts the May 21, 2025, Committee of the Whole meeting agenda.

2. PLANNING & COMMUNITY DEVELOPMENT

2-41 (a) **Town of Qualicum Beach Quality of Life Survey Results – Deloitte Consultant Presentation**

Recommendation:

1. THAT Committee of the Whole recommends THAT Council receives the Town of Qualicum Beach 2025 Quality of Life Study Final Report as prepared by Deloitte.

3. PUBLIC INPUT

Those wishing to speak may be required to register by signing the Speaker Sign-up Sheet located at the entrance to Council Chamber. Should sign-up be required, speakers will be called in order that their name appears.

4. ADJOURNMENT

THAT the Committee of the Whole adjourns the May 21, 2025, Committee of the Whole meeting.

NEXT SCHEDULED
REGULAR COUNCIL MEETING: Wednesday, June 18, 2025, at 10:00 am

Deloitte.

Town of Qualicum Beach 2025 Quality of Life Study

Final Report

May 2025

Disclaimer

This report was provided to summarize the 2025 Qualicum Beach Quality of Life Survey.

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Our report and work product cannot be included, or referred to, in any public or investment document without the prior consent of Deloitte LLP. The analyses are provided as of May 6, 2025 and we disclaim any undertaking or obligation to advise any person of any change in any fact or matter affecting this analysis, which may come or be brought to our attention after the date hereof. Without limiting the foregoing, if there is any material change in any fact or matter affecting the analyses after the date hereof, we reserve the right to change, modify or withdraw the analysis.

Observations are made based on economic, industrial, competitive and general business conditions prevailing as at the date hereof. In the analyses, we may have made assumptions with respect to the industry performance, general business and economic conditions and other matters, many of which are beyond our control, including government and industry regulation. No opinion, counsel, or interpretation is intended in matters that require legal or other appropriate professional advice. It is assumed that such opinion, counsel, or interpretations have been, or will be, obtained from the appropriate professional sources. To the extent that there are legal issues relating to compliance with applicable laws, regulations and policies, we assume no responsibility, therefore. We believe that our analyses must be considered as a whole and that selecting portions of the analyses, or the factors considered by it, without considering all factors and analyses together, could create a misleading view of the issues related to the report. Amendment of any of the assumptions identified throughout this report could have a material impact on our analysis contained herein. Should any of the major assumptions not be accurate or should any of the information provided to us not be factual or correct, our analyses, as expressed in this report, could be significantly different.

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Report overview

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Report overview | Background and methodology

The objectives of the 2025 Quality of Life survey were to…

Understand current satisfaction with Town Services

Identify top priorities related to quality of life in the Town & services

Inform policy decisions for the 2025 OCP review

Survey Methodology

- The 2025 Quality of Life survey involved a mixed-method approach to ensure comprehensive data collection.
- Invitations with unique PIN codes were mailed to all residential addresses, allowing residents to access and complete the survey online, ensuring each household's responses were unique.
- Additionally, a telephone survey was conducted using Computer-Aided Telephone Interviewing (CATI) among a randomly selected sample of 200 residents, ensuring a representative demographic.
- The survey was conducted between January 16th to March 20th, 2025, and resulted in 1,315 responses with a margin of error of ±2.702% and 95% confidence level, indicating that the results accurately represent the population of Qualicum Beach.
- This dual approach, combining online and phone surveys, aimed to maximize response rates and gather diverse insights while maintaining data integrity and confidentiality.
- The survey responses have been weighted by age and gender according to the 2021 Canadian Census profile for the Town of Qualicum Beach to ensure the findings are representative of the population.
- Non-residents who were interested in participating in the survey could request access and were provided an invitation to participate.

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Report overview | Study findings

Quality of life & recreation

92% of residents rated their quality of life positively, exceeding the national average by 0.6 points. However, there is room for improvement among younger residents (ages 18–34), with only 51% expressing satisfaction.

The town's recreational facilities received high marks, with 87% of residents expressing overall satisfaction. The Oceanside Ice Arena, park trails, and public beaches were particularly well-regarded, earning ratings of 95%, 93%, and 91% respectively.

On the other hand, facilities such as pickleball courts (50%), track and field areas (58%), and skateboarding parks (63%) were identified by relatively more residents as needing improvements.

Municipal services

Resident satisfaction with municipal services stands at 90%, which is 0.8 points higher than the national average.

Water services, parks maintenance, and fire emergency response received high satisfaction ratings of 96%, 95%, and 95% respectively.

However, parking (67%) and community planning (70%) were areas of lower satisfaction.

Using Deloitte's proprietary derived importance methodology, it was found that the top priority services for residents were parking, community planning, sidewalks, by-law enforcement, and communication with residents.

Safety & accessibility

98% of residents reported that they feel safe living in the Town of Qualicum Beach, reflecting a strong sense of security within the community.

Suggestions for further enhancing safety included increasing police presence, improving street lighting, enhancing sidewalk and pedestrian safety, and addressing homelessness to ensure a safe and welcoming environment for all.

Accessibility concerns were primarily focused on parking in the downtown core and walkability in specific areas like Eaglecrest streets.

Community engagement & volunteerism

A total of 84% of residents were satisfied with communication regarding town news and services, with a preference for email notifications and newsletters. Barriers to engagement included inconvenient meeting times, lack of awareness, and perceptions of limited influence on decision-making processes.

One-third of residents currently participate in volunteer activities. However, 36% indicated no plans to volunteer in the next five years due to time constraints, inflexible commitments, or lack of awareness about opportunities.

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Quality of life & recreation

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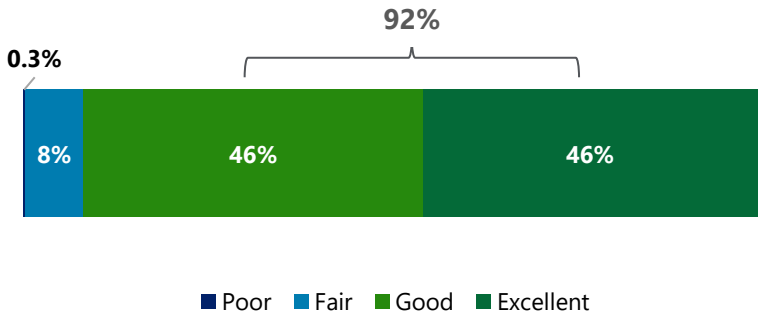
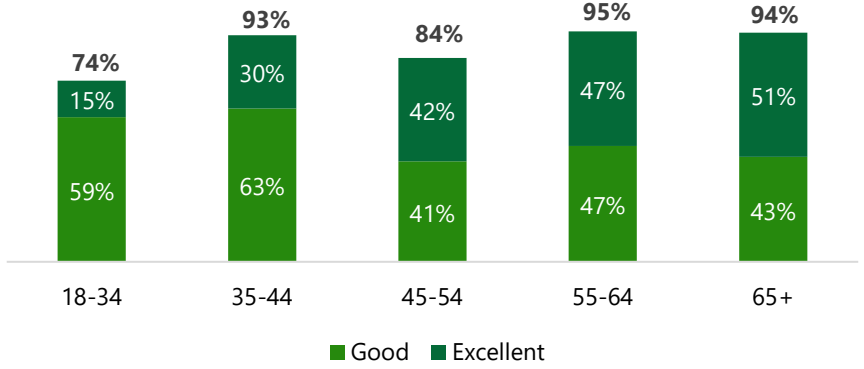
Quality of life

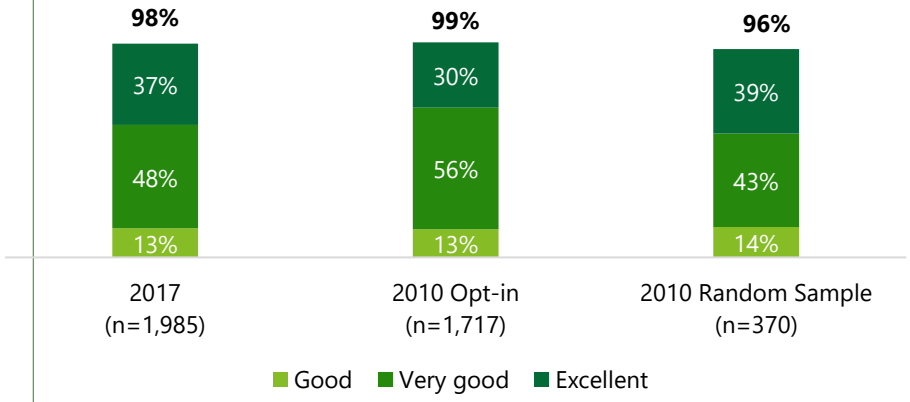
Quality of life rating



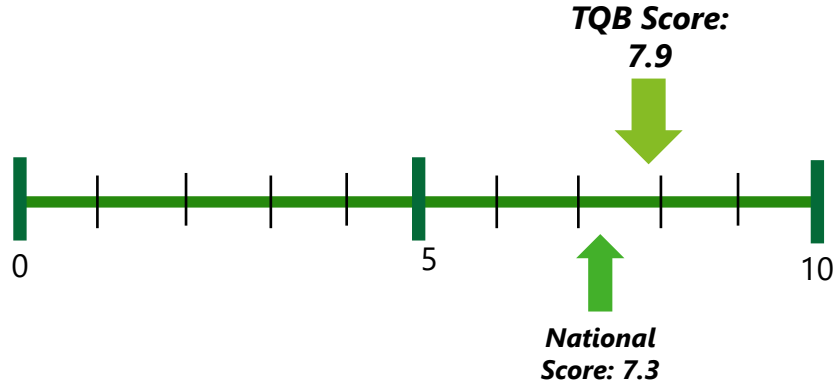
Quality of life rating by age group



Quality of life rating YoY comparisons*



Quality of life rating - Municipal comparator



Q. How would you rate the quality of life in Qualicum Beach? (n=1,221)
**Note: 2017 and 2010 responses have been recalculated to exclude "No opinion" responses to ensure a more accurate comparison with the 2025 results.*

Key Insights

The vast majority of residents provided a positive rating of quality of life in Qualicum Beach (92%). Residents in the 18-34 and 45-54 age groups had noticeably lower quality of life ratings.

The Quality-of-Life Key Performance Indicator (KPI) in the Town was compared to a municipal normative dataset. This includes data collected by Deloitte and other market research studies. Scores are calculated on a scale of 0 to 10 to allow for comparisons between communities. Qualicum Beach scored 0.6 higher than the national score.

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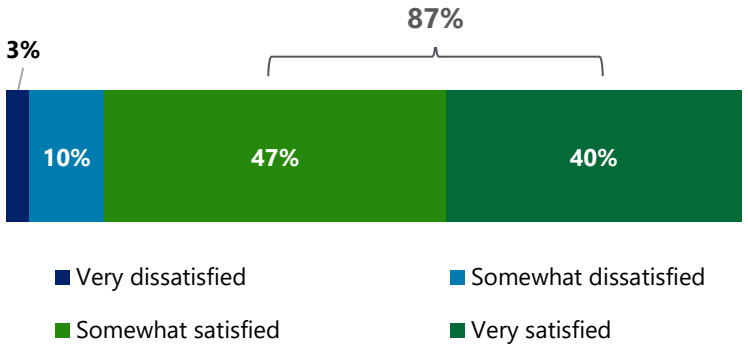
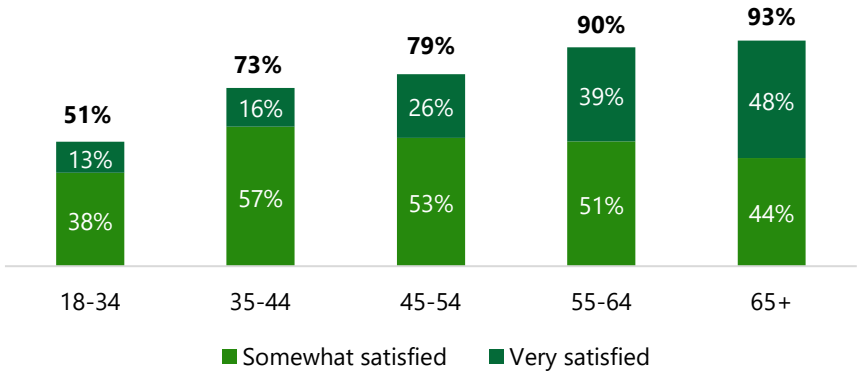
Recreation (1/4)

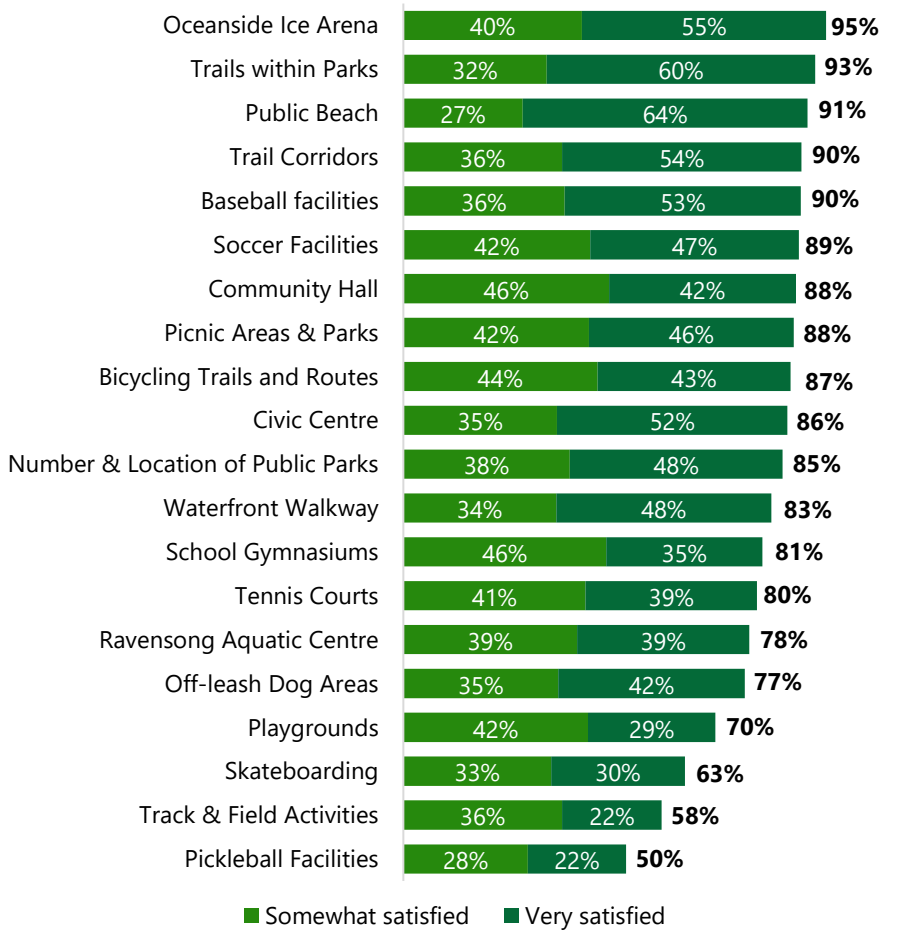
Overall satisfaction with open spaces & recreational facilities



Overall satisfaction by age group



Satisfaction with open spaces & recreational facilities



Q. Overall, how satisfied are you with the open spaces and recreational facilities provided by Qualicum Beach? (n=1,221)
Q. Please tell us how satisfied you are with each of the following open spaces and recreation facilities provided by Qualicum Beach. (n=1,221)

Key Insights

Overall, residents were highly satisfied with open spaces and recreational facilities in the Town (87%). Compared to the other age groups, residents aged 18-34 had lower levels of satisfaction (51%).

Residents had the highest level of satisfaction with the Oceanside Ice Area (95%), trails within parks (93%), and public beaches (91%).

Residents were noticeably less satisfied with the pickleball facilities in the Town (50%), track and field activities (58%), and skateboarding (63%).

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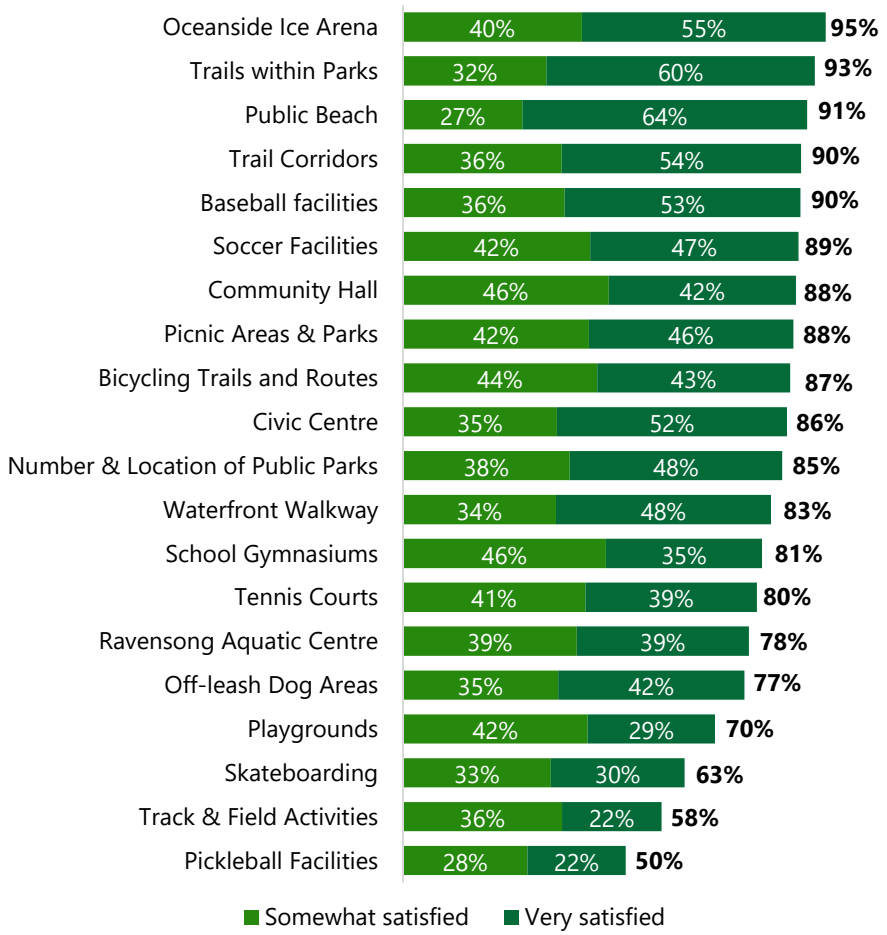
Recreation (2/4)

Satisfaction with open spaces & recreational facilities



Satisfaction with open spaces & recreational facilities – YoY Comparison*

	2025 Satisfaction	2017 Satisfaction	% Change
Oceanside Ice Arena	***95%***	***99%***	***-4 PP***
Trails within Parks	***93%***	***96%***	***-3 PP***
Public Beach	***91%***	***92%***	***-1 PP***
Trail Corridors	***90%***	***93%***	***-3 PP***
Baseball facilities	***90%***	***91%***	***-2 PP***
Soccer Facilities	***89%***	***84%***	***+5 PP***
Community Hall	***88%***	***97%***	***-8%***
Picnic Areas & Parks	***88%***	-	-
Bicycling Trails and Routes	***87%***	***89%***	***-2 PP***
Civic Centre	***86%***	***97%***	***-11 PP***
Number & Location of Public Parks	***85%***	***88%***	***-3 PP***
Waterfront Walkway	***83%***	***74%***	***+9 PP***
School Gymnasiums	***81%***	***85%***	***-4 PP***
Tennis Courts	***80%***	***89%***	***-9 PP***
Ravensong Aquatic Centre	***78%***	***91%***	***-13 PP***
Off-leash Dog Areas	***77%***	***83%***	***-6 PP***
Playgrounds	***70%***	***65%***	***+5 PP***
Skateboarding	***63%***	***74%***	***-11 PP***
Track & Field Activities	***58%***	-	-
Pickleball Facilities	***50%***	-	-

Q. Please tell us how satisfied you are with each of the following open spaces and recreation facilities provided by Qualicum Beach. (n=1,221)
**Note: 2017 responses were recalculated to exclude "No opinion" and "Don't use" responses to ensure a more accurate comparison with the 2025 results.*

Key Insights

In comparison to 2017 results, there were lower levels of satisfaction with the Ravensong Aquatic Centre (-13%), the Civic Centre (-11%), and skateboarding (-11%).

In 2025, residents had higher satisfaction levels with the Waterfront Walkway (+9), soccer facilities (+5%), and playgrounds (+5%).

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Recreation (3/4)

Derived Importance Methodology

Priority Matrix: Using respondents' satisfaction levels with various factors related to open spaces & recreational facilities, a priority matrix was created using Deloitte's proprietary derived importance methodology. The Priority Matrix consists of three metrics:

- **Level of Importance:** A statistical measure using a machine learning algorithm to determine the strength of the relationship between their satisfaction with various open spaces and recreationall facilities and their overall satisfaction. Attributes with a high importance tend to matter greatly to residents.
- **Performance:** The percentage of respondents who were somewhat or very satisfied with a given open space or facility.
- **Priority rank:** This was determined for each attribute based on high levels of importance and low levels of performance. Top priorities are factors where there is opportunity for improvement, and any improvements made would be likely to have a big impact on their overall satisfaction.

Priority Matrix

Factor	Performance	Importance	Priority Rank
Pickleball Facilities	***50%***	***8.2***	***1***
Track & Field Activities	***58%***	***7.3***	***2***
Skateboarding	***63%***	***8.0***	***3***
Playgrounds	***70%***	***7.1***	***4***
Ravensong Aquatic Centre	***78%***	***8.2***	***5***
Off-leash Dog Areas	*77%*	*6.9*	*6*
School Gymnasiums	*81%*	*7.8*	*7*
Number & Location of Public Parks	*85%*	*9.4*	*8*
Tennis Courts	*80%*	*6.7*	*9*
Waterfront Walkway	*83%*	*6.5*	*10*
Civic Centre	*86%*	*7.8*	*11*
Picnic Areas & Parks	*88%*	*8.0*	*12*
Baseball facilities	*90%*	*8.8*	*13*
Community Hall	*88%*	*7.8*	*14*
Bicycling Trails and Routes	*87%*	*6.3*	*15*
Soccer Facilities	*89%*	*6.9*	*16*
Trail Corridors	*90%*	*6.1*	*17*
Public Beach	*91%*	*5.7*	*18*
Trails within Parks	*93%*	*5.9*	*19*
Oceanside Ice Arena	*95%*	*7.8*	*20*

Key Insights

Using Deloitte's proprietary derived importance methodology, it was found that the top priorities to residents related to recreational facilities were pickleball facilities, track and field activities, playgrounds, and the Ravensong Aquatic Centre.

Making improvements to any of the top priority recreational facilities is expected to improve overall satisfaction with the open spaces and recreational facilities in the Town.

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Recreation (4/4)

Other types of recreational facilities – key themes

- Expanded aquatic facilities
- Recreational complex and outdoor recreation areas
- Pickleball courts
- Improved waterfront walkway
- Playgrounds for children
- Walking and cycling infrastructure
- Movie theatre

> *More pickleball courts (such as more lines on existing tennis courts, as the other courts without pickleball lines are often empty but unable to be used for a second pickleball game).*

> *Separate Pickleball courts away from and not part of the tennis courts.*

> *Complete waterfront walkway, expand pool facilities and include workout area. we need more park and picnic areas and definitely more playgrounds for children.*

> *We desperately need more pool space, especially for lane swimming - the overcrowding in the lanes is unpleasant and often dangerous (collisions).*

> *More playgrounds, even if small, to encourage young families to meet up outside in their neighborhoods.*

> *Expanded community recreation programs in our facilities that we already have! Expanded bike trails to connect up all of the bike trails.*

> *A movie theatre or the playhouse used as a movie theatre and a small outdoor rotunda for concerts.*

> *We need a more suitable pool as the community and surrounding communities have vastly outgrown our current facility.*

Q: Recognizing that tax dollars can only go so far, what other recreational facilities would you like to see in Qualicum Beach? (n=828)

Key Insights

When asked about other types of recreational facilities they would like to see in the Town, residents frequently mentioned expanded aquatic facilities, recreational complexes and outdoor recreational areas, pickleball courts, and improved waterfront walkways.

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Town of Qualicum Beach services

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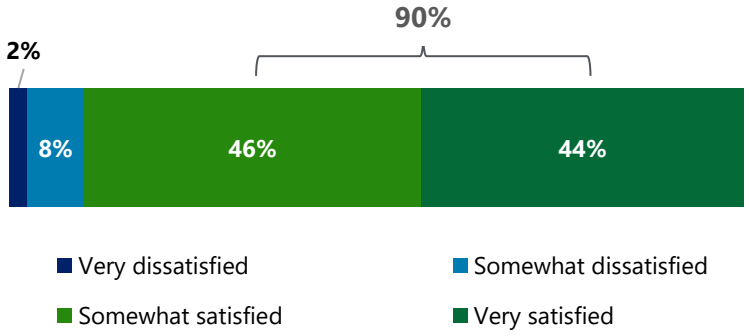
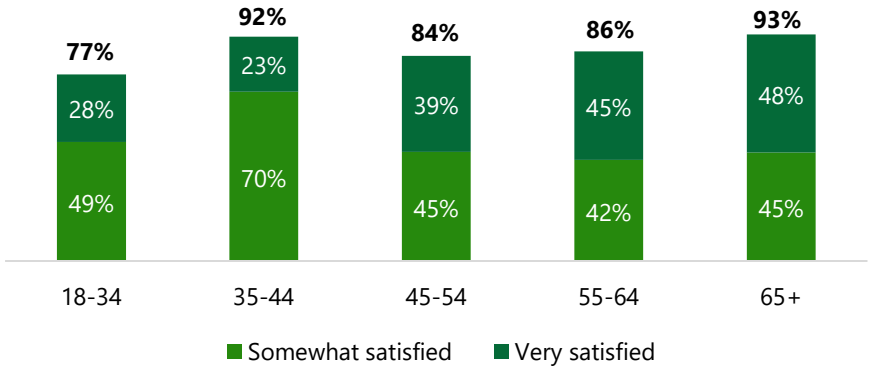
Town of Qualicum Beach services | Municipal services (1/4)

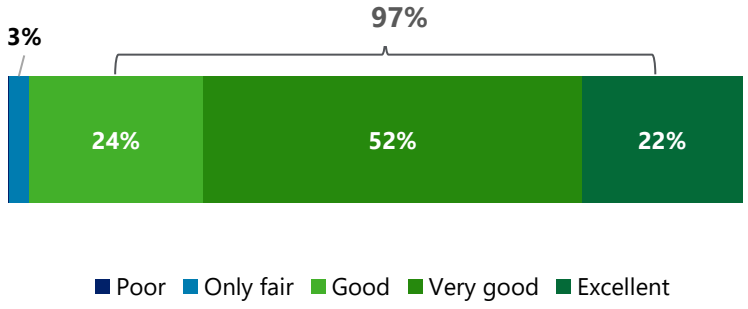
Overall satisfaction with municipal services



Overall satisfaction by age group

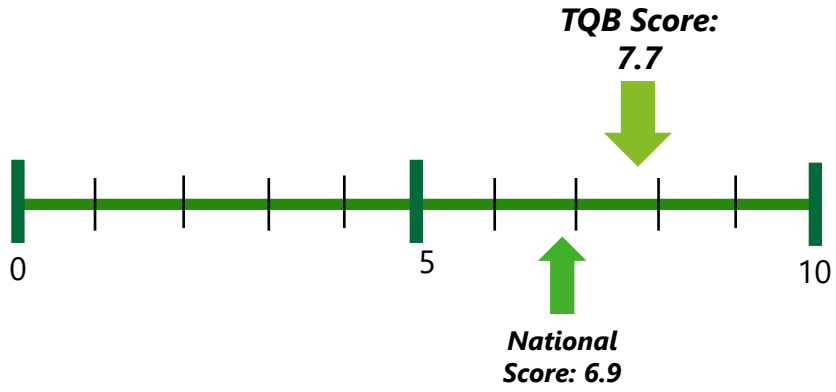


Overall service satisfaction 2017 comparison*



(n=1,857)

Service satisfaction - Municipal comparator



Q. Overall, how satisfied are you with the municipal services provided by the Town of Qualicum Beach? (n=1,221)
**Note: 2017 responses were recalculated to exclude "No opinion" responses to ensure a more accurate comparison with the 2025 results.*

Key Insights

90% of residents were satisfied with the municipal services provided by the Town, with only 2% who were very dissatisfied.

The service satisfaction KPI in the Town was compared to a municipal normative dataset. This includes data collected by Deloitte and other market research studies. Scores are calculated on a scale of 0 to 10 to allow for comparisons between communities. Qualicum Beach scored 0.8 points higher than the national score.

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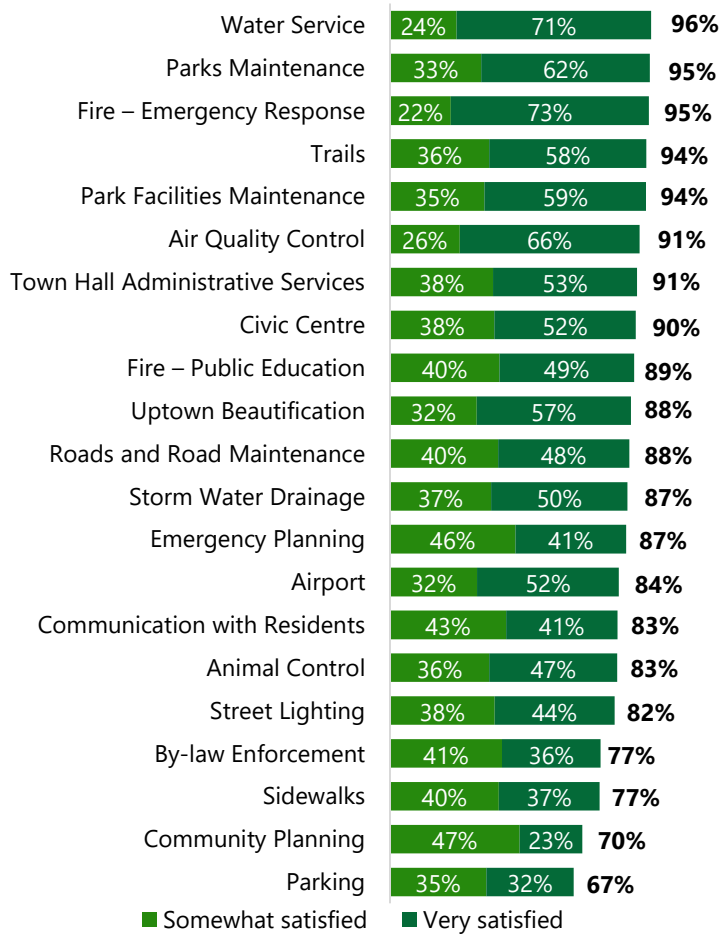
Town of Qualicum Beach services | Municipal services (2/4)

Satisfaction with services provided by the Town



Satisfaction with services provided by the Town – YoY Comparison*

Row %	2025 Satisfaction	2017 Satisfaction	% Change
Water Service	*96%*	*96%*	*0 PP*
Parks Maintenance	*95%*	*97%*	*-2 PP*
Fire – Emergency Response	*95%*	-	-
Trails	*94%*	*94%*	*0 PP*
Park Facilities Maintenance	*94%*	*96%*	*-2 PP*
Air Quality Control	*91%*	*94%*	*-2 PP*
Town Hall Administrative Services	*91%*	*95%*	*-5 PP*
Civic Centre	*90%*	*97%*	*-7 PP*
Fire – Public Education	*89%*	-	-
Uptown Beautification	*88%*	*96%*	*-8 PP*
Roads and Road Maintenance	*88%*	*89%*	*-2 PP*
Storm Water Drainage	*87%*	*93%*	*-6 PP*
Emergency Planning	*87%*	*93%*	*-6 PP*
Airport	*84%*	*95%*	*-11 PP*
Communication with Residents	*83%*	*89%*	*-5 PP*
Animal Control	*83%*	*79%*	*+4 PP*
Street Lighting	*82%*	*86%*	*-4 PP*
By-law Enforcement	*77%*	*71%*	*+6 PP*
Sidewalks	*77%*	*76%*	*+1 PP*
Community Planning	*70%*	*74%*	*-4 PP*
Parking	*67%*	*77%*	*-9 PP*

Q. How satisfied are you with each of the following services provided by the Town of Qualicum Beach. (n=1,220)
**Note: 2017 responses were recalculated to exclude "No opinion" and "Don't use" responses to ensure a more accurate comparison with the 2025 results.*

Key Insights

Residents were most satisfied with water service (96%), parks maintenance (95%), fire emergency response (95%), trails (94%), and park facilities maintenance (94%).

Residents had lower levels of satisfaction with parking (67%) and community planning (70%).

Compared to 2017, residents were noticeably less satisfied with the airport (-11%) and parking (-9%). Residents had higher levels of satisfaction with by-law enforcement (+6%) and animal control (+4%).

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Town of Qualicum Beach services | Municipal services (3/4)

Derived Importance Methodology

Priority Matrix: Using respondents' satisfaction levels with various factors related to municipal services, a priority matrix was created using Deloitte's proprietary derived importance methodology. The Priority Matrix consists of three metrics:

- **Level of Importance:** A statistical measure using a machine learning algorithm to determine the strength of the relationship between their satisfaction with municipal services and their overall satisfaction. Attributes with a high importance tend to matter greatly to residents.
- **Performance:** The percentage of respondents who were somewhat or very satisfied with a given municipal service.
- **Priority rank:** This was determined for each attribute based on high levels of importance and low levels of performance. Top priorities are factors where there is opportunity for improvement, and any improvements made would be likely to have a big impact on their overall satisfaction.

Priority Matrix

Factor	Performance	Importance	Priority Rank
Parking	***67%***	***6.6***	***1***
Community Planning	***70%***	***7.1***	***2***
Sidewalks	***77%***	***6.4***	***3***
By-law Enforcement	***77%***	***6.1***	***4***
Communication with Residents	***83%***	***7.6***	***5***
Street Lighting	*82%*	*6.1*	*6*
Animal Control	*83%*	*5.9*	*7*
Airport	*84%*	*5.9*	*8*
Town Hall Administrative Services	*91%*	*9.4*	*9*
Emergency Planning	*87%*	*6.4*	*10*
Storm Water Drainage	*87%*	*5.6*	*11*
Roads and Road Maintenance	*88%*	*5.6*	*12*
Uptown Beautification	*88%*	*5.6*	*13*
Civic Centre	*90%*	*6.1*	*14*
Fire – Public Education	*89%*	*5.1*	*15*
Air Quality Control	*91%*	*5.4*	*16*
Trails	*94%*	*5.4*	*17*
Park Facilities Maintenance	*94%*	*5.1*	*18*
Parks Maintenance	*95%*	*5.4*	*19*
Fire – Emergency Response	*95%*	*4.9*	*20*
Water Service	*96%*	*5.6*	*21*

Key Insights

Using Deloitte's proprietary derived importance methodology, it was found that the top priority services for residents were parking, community planning, sidewalks, by-law enforcement, and communication with residents.

Making improvements to any of the top priority services is likely to have the largest impact on residents' overall satisfaction with municipal services.

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Town of Qualicum Beach services | Municipal services (4/4)

Ideas to improve quality of services – key themes

- Infrastructure improvements
- Parking improvements
- Bylaw enforcement
- Recreational facilities and amenities
- Medical and health services
- Environmental and green space preservation
- Affordable housing

> *"No land is available for affordable single-family homes. Privately owned lots are limited and therefore grossly overpriced. When a lot is 600,000 affordable housing for young families is impossible."*

> *"Health; QB Health Centre with Doctors and Nurse Practitioners."*

> *"Efficiency in municipal spending- focus on attracting new businesses and industries that can create jobs and generate additional tax revenue to offset the burden on households."*

> *"Bylaw enforcement actually enforcing bylaws."*

> *"Work with and promote the community building of the new planned theatre."*

> *"More transparency with long term housing plan."*

> *"'A community cinema small could even be in the space that is empty near the fern and cedar."*

> *"Affordability - taxes are very high at a level that is now unaffordable prompting a need to move."*

Q: Please describe up to FIVE (5) ideas that would improve the quality of municipal services in Qualicum Beach (n=1,221)

Key Insights

Residents were asked to provide ideas that would improve the quality of life in the Town.

Residents mentioned infrastructure improvements, parking improvements, bylaw enforcement, recreational facilities and amenities, and medical and health services.

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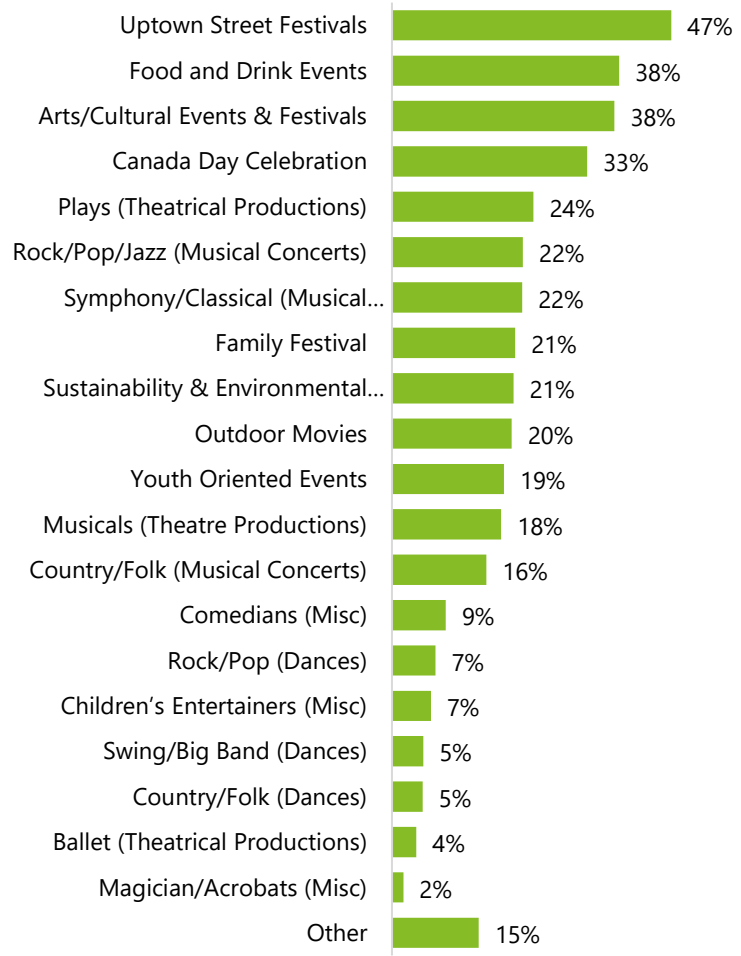
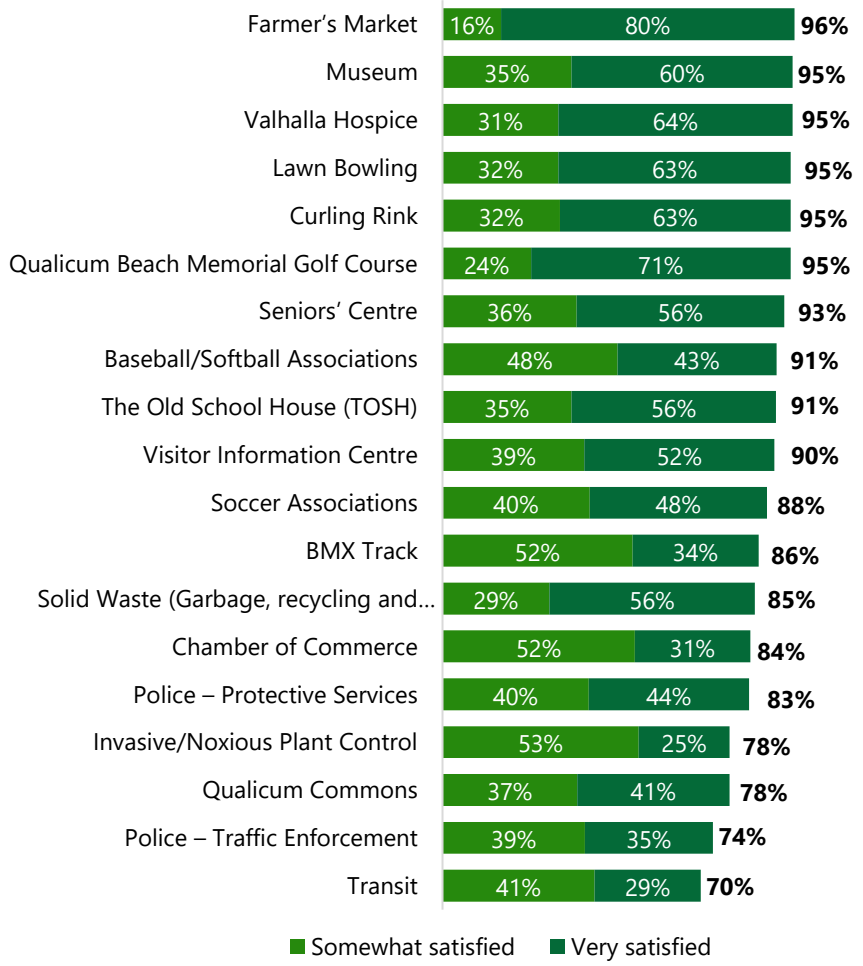
Town of Qualicum Beach services | Events & other services (1/2)

Special events



Satisfaction with services provided by other organizations in the town



Q. Which special events would you like to see, or see more of, in the Town? (n=1,220)
Q. Please tell us how satisfied you are with the following services provided by other organizations. (n=1,220)

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Key Insights

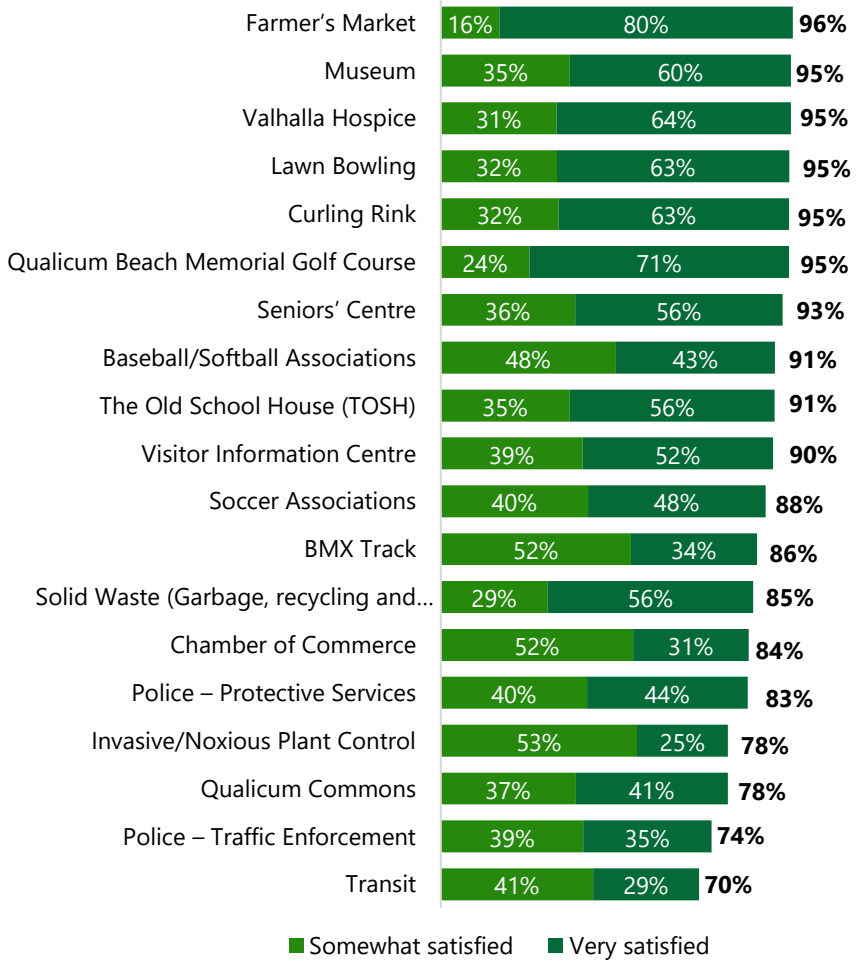
Residents would like to see more uptown street festivals (47%), food and drink events (38%), and arts/cultural events & festivals (38%).

Residents had high levels of satisfaction with the majority of the services provided by other organizations in the town.

However, residents had slightly lower levels of satisfaction with transit (70%).

Town of Qualicum Beach services | Events & other services (2/2)

Satisfaction with services provided by other organizations in the town



Satisfaction with services provided other organizations – YoY Comparison*

Row %	2025 Satisfaction	2017 Satisfaction	% Change
Farmer's Market	*96%*	-	-
Museum	*95%*	*98%*	*-3 PP*
Valhalla Hospice	*95%*	*95%*	*0 PP*
Lawn Bowling	*95%*	*97%*	*-2 PP*
Curling Rink	*95%*	*97%*	*-2 PP*
Qualicum Beach Memorial Golf Course	*95%*	*98%*	*-3 PP*
Seniors' Centre	*93%*	*95%*	*-2 PP*
Baseball/Softball Associations	*91%*	*95%*	*-4 PP*
The Old School House (TOSH)	*91%*	*98%*	*-7 PP*
Visitor Information Centre	*90%*	*96%*	*-6 PP*
Soccer Associations	*88%*	-	-
BMX Track	*86%*	*95%*	*-9 PP*
Solid Waste (Garbage, recycling and compost)	*85%*	*14%*	*-1 PP*
Chamber of Commerce	*84%*	-	-
Police – Protective Services	*83%*	*93%*	*-10 PP*
Invasive/Noxious Plant Control	*78%*	*73%*	*+5 PP*
Qualicum Commons	*78%*	*83%*	*-5 PP*
Police – Traffic Enforcement	*74%*	*93%*	*-20 PP*
Transit	*70%*	*52%*	*+18 PP*
Farmer's Market	*96%*	-	-
Museum	*95%*	*98%*	*-3 PP*

Q. How satisfied are you with each of the following services provided by the Town of Qualicum Beach. (n= 1,220)
**Note: 2017 responses were recalculated to exclude "No opinion" and "Don't use" responses to ensure a more accurate comparison with the 2025 results.*

Key Insights

Compared to the 2017 results, residents' satisfaction with police traffic enforcement has significantly decreased by 20%.

Conversely, there has been a notable increase in residents' satisfaction with transit services, which has risen by 18%.

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Future needs & sustainability principles

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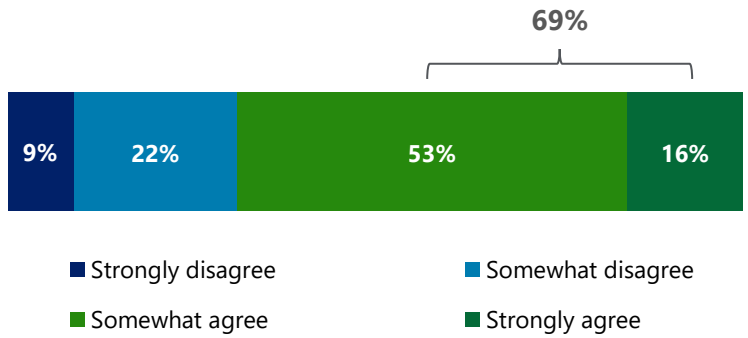
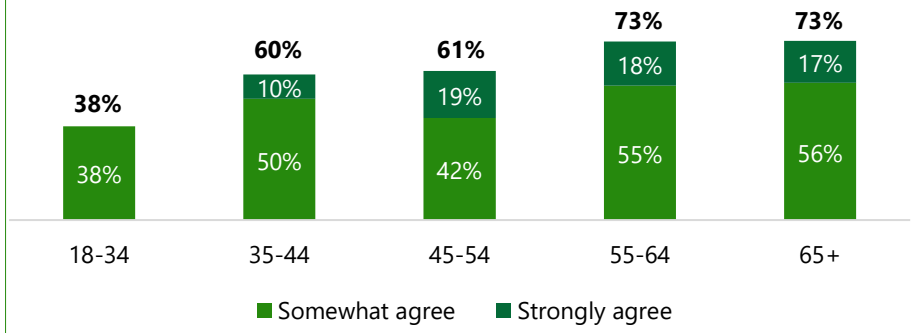
Future needs & sustainability principles (1/2)

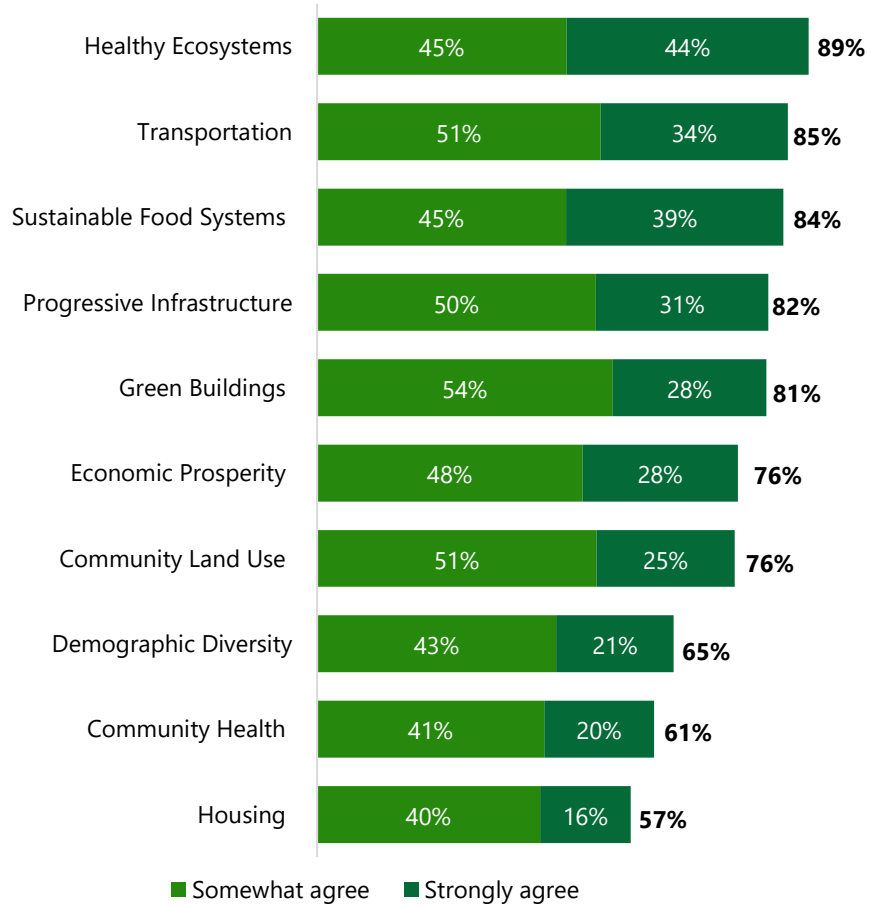
Agreement that the Town is taking the right actions to meet future needs



Agreement by age group



Agreement that the Town is moving in the right direction for long-term sustainability principles



Q. To what extent do you agree that the Town of Qualicum Beach is taking the right actions to consider the future needs of the community? (n=1,221)
Q. To what extent do you agree that the Town of Qualicum Beach is moving in the right direction for each of its long-term sustainability principles? (n=1,221)

Key Insights

16% of residents strongly agreed that the Town is taking the right action to consider the future needs of the community with 53% who only somewhat agreed.

Residents felt that the Town was moving in the right direction for healthy ecosystems (89%), transportation (85%), sustainable food systems (84%), and progressive infrastructure (82%).

However, there were lower levels of agreement that the Town is moving in the right direction for housing (57%) and community health (61%).

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Future needs & sustainability principles (2/2)

Derived Importance Methodology

Priority Matrix: Using respondents' satisfaction levels with various factors related to the Town moving in the right direction for long-term sustainability principles, a priority matrix was created using Deloitte's proprietary derived importance methodology. The Priority Matrix consists of three metrics:

- **Level of Importance:** A statistical measure using a machine learning algorithm to determine the strength of the relationship between their agreement that the Town is moving in the right direction for long-term sustainability principles and their overall agreement. Attributes with a high importance tend to matter greatly to residents.
- **Performance:** The percentage of respondents who somewhat or strongly agree with a given municipal service.
- **Priority rank:** This was determined for each attribute based on high levels of importance and low levels of performance. Top priorities are factors where there is opportunity for improvement, and any improvements made would be likely to have a big impact on their overall satisfaction.

Priority Matrix

Factor	Performance	Importance	Priority Rank
Housing	***57%***	***6.6***	***1***
Community Health	***61%***	***7.1***	***2***
Demographic Diversity	***65%***	***6.4***	***3***
Community Land Use	***76%***	***6.1***	***4***
Economic Prosperity	***76%***	***7.6***	***5***
Green Buildings	*81%*	*6.1*	*6*
Progressive Infrastructure	*82%*	*5.9*	*7*
Transportation	*85%*	*5.9*	*8*
Sustainable Food Systems	*84%*	*9.4*	*9*
Healthy Ecosystems	*89%*	*6.4*	*10*

Key Insights

Using Deloitte's proprietary derived importance methodology, it was found that housing, community health, and demographic diversity were top priorities for residents related to the Town's long-term principles.

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Communication & engagement

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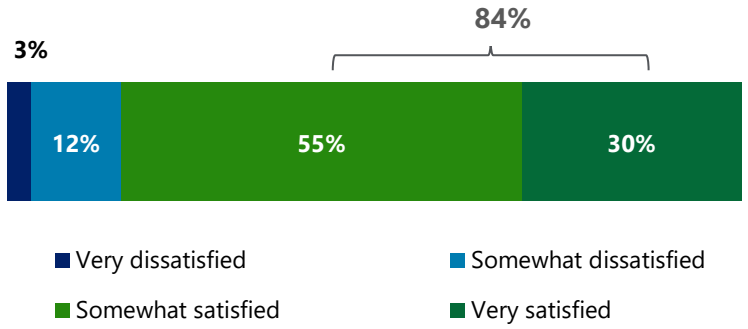
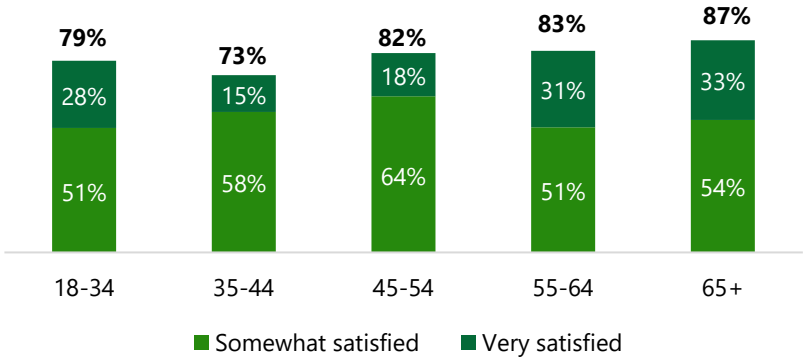
Communication & engagement (1/2)

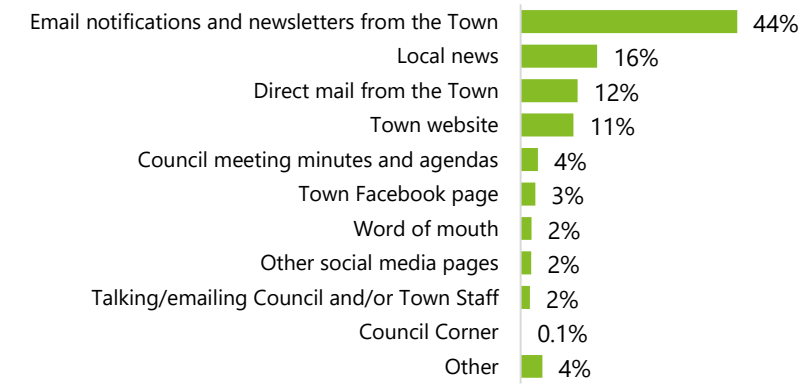
Overall satisfaction with Town communication channels



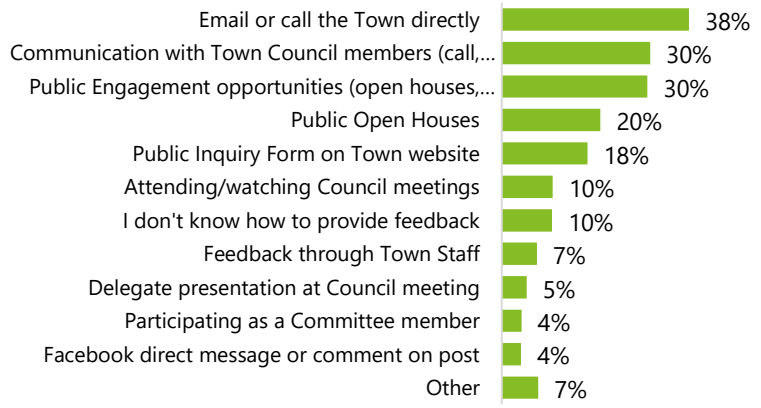
Overall satisfaction by age group



Preferred method to learn about Town information



Preferred channel to share opinions/feedback with the Town



Q. How satisfied are you with the information you receive about Town news, events, and services? (n=1,220)
Q. What is your preferred method to learn about Town and Council news and business? (n=1,221)
Q. How do you prefer to share your opinions/feedback with the Town on projects and decision-making? (n=1,221)

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Key Insights

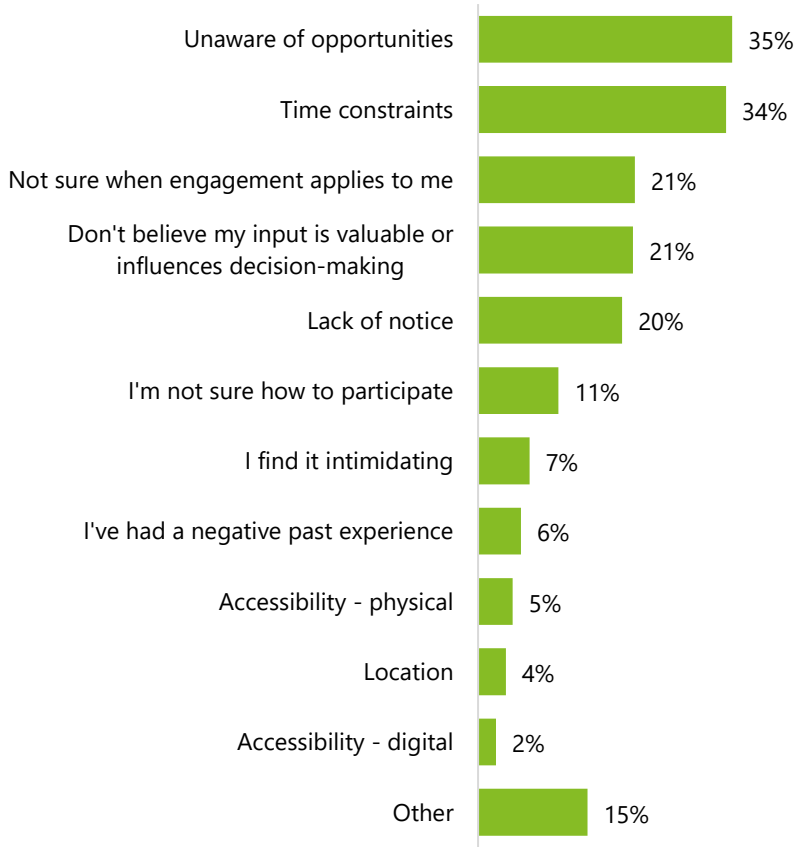
Residents were highly satisfied with the information they receive about Town news, events, and services (84%).

Residents indicated that they preferred to learn more information about the Town through email notifications and newsletters from the Town (44%). Other methods that were mentioned were local news (16%) and direct mail from the Town (12%).

In regard to sharing opinions and feedback with the Town, residents indicated that they prefer to do so through email or directory calling the Town (38%), communication with council members (30%), and public engagement opportunities (30%).

Communication & engagement (2/2)

Barriers making it difficult to take part in community engagement



"Other" responses

> *The feeling that the decisions are already made, the engagement is just window dressing to say that there was inclusion, when if fact there has not been.*

> *Timing of these events often happen during the day, which is fine for retired people only.*

> *Many seniors do not have or use computers, so they miss out on opportunities to contribute, or do not know when to ask for a "paper copy" to participate.*

> *Only extremists seem to turn out.*

> *Outlier voices are seldom considered - but sometimes they offer creative ideas worthy of consideration.*

> *Majority of meetings are held at 10am; please vary meeting times.*

> *I would like to see more advanced notice for town action/projects and at least two opportunities for citizen input (one daytime, one evening/weekend)*

> *Many engagement opportunities take place during the Workday which excludes all working people and most parents.*

Q: What are the barriers that make it difficult for you to take part in community engagement? (n=1,221)

Key Insights

Residents reported that the main barriers that make it difficult to participate in community engagement are being unaware of opportunities (35%), time constraints (34%), not being sure when the engagement applies to them (21%), and not believing their input is valuable or influencing decision making (21%).

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Community safety

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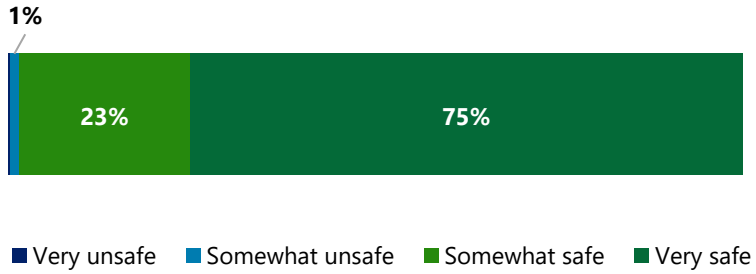
Community safety

Perceived safety in Qualicum Beach



Areas of the town that are difficult to access – key themes

- Downtown core parking accessibility
- Eaglecrest Streets
- Waterfront walkways
- Walking trails
- Judges Row beach access
- Eaglecrest and Village Way

Suggestions to make residents feel safer – key themes

- Increased police presence
- Sidewalk and pedestrian safety
- Better street lighting
- Fire prevention measures
- Addressing homelessness
- Cameras and surveillance
- Traffic control and enforcement

> *Increasing policing, we're paying for policing but we're not receiving it.*

> *If they had speed bumps on our road and sidewalks on one side so that students and seniors can walk safely.*

> *A lot of homelessness - more services for homeless people.*

> *Being monitored more by the police, we never ever see the police here, rarely see a police car here.*

Q. How safe do you feel in the Town of Qualicum Beach? (n=1,221)
Q. What would make you feel safer? (n=951)
Q. Are there any areas of Town that you find difficulty accessing? (n=262)

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Key Insights

The overwhelming majority of residents reported that they feel safe in the Town of Qualicum Beach (98%).

Some suggestions to improve safety included increased police presence, better street lighting, sidewalk and pedestrian safety, and addressing homelessness.

When asked about areas in the Town that are difficult to access, residents mentioned downtown core parking and accessibility, the waterfront walkways, and Eaglecrest streets.

Airport services

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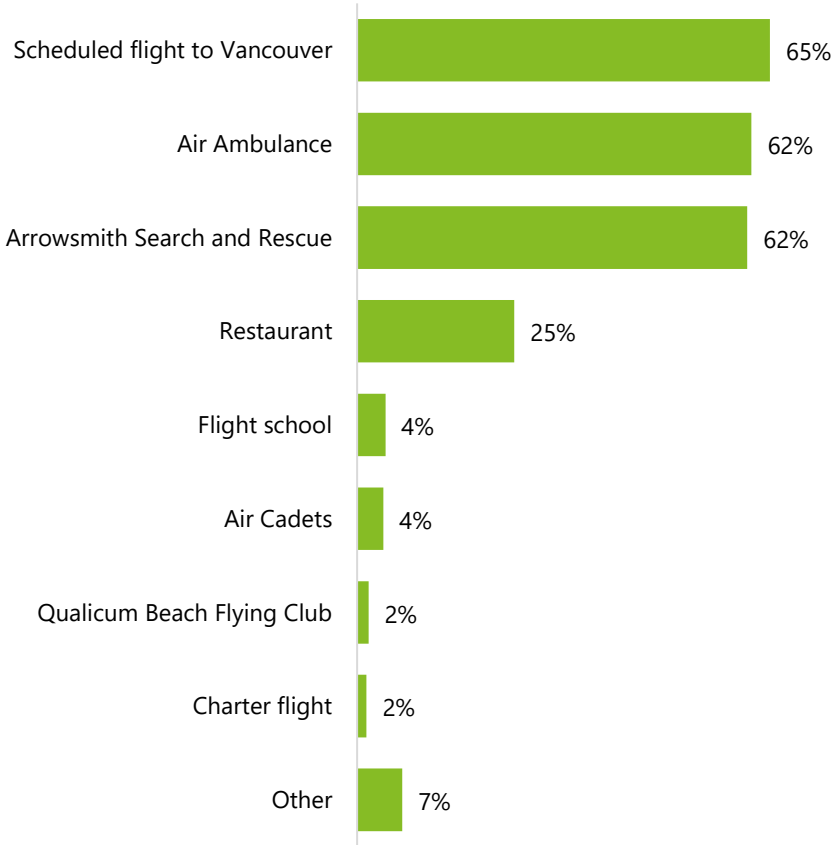
Airport services

Airport services that are important to residents



"Other" responses

- *Better transportation options to Nanaimo or Comox airports. QB does not need to replicate these services.*
- *Control flight paths and noise. Fixed wing and helicopters.*
- *I see NO need for the flight school and it seems to be the main issue with the increased traffic and noise that is not policed, requiring us to complain if off course or too low rather than having it watched.*
- *We do not need an airport !!! It costs a lot of money for taxpayers for no benefit to the majority of people living here.*
- *Scheduled flights to Victoria.*
- *Taxpayers spend $3 for every $1 in revenue the airport generates. Charge compensatory rates for airport users then we can look at social benefits.*
- *Helicopter base (provide fire control in emergency).*
- *The planes fly over residential areas much of the day in repetitive low flying patterns that disturbs quality of life and well-being for many.*

Q: What services at the Qualicum Beach Airport do you see as the most important for residents of the Town? (n=1,315)

Key Insights

Most residents felt that scheduled flights to Vancouver (65%), the air ambulance (62%), and the Arrowsmith Search and Rescue (62%) were most important for the residents of the Town.

Services that were seen as less important included the flight school (4%), Air Cadets (4%), Qualicum Beach Flying Club (2%), and chartered flights (2%).

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OCP & housing

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OCP & Housing (1/4)

Vision for the future of Qualicum Beach – Key themes

- Preservation of small-town charm
- Improved health services
- Controlled growth & development
- Improving infrastructure
- Housing affordability
- Community inclusivity
- Environmental Stewardship
- Diverse housing types

Non-residential areas that should be protected – Key themes

- Heritage forest
- Waterfront & beachfront areas
- Eaglecrest golf course
- Agricultural land reserves
- Qualicum Commons
- Community parks

> *Continuing to maintain the town's distinct warm, small-town feel.*

> *The beach, the forests that feed everything.*

> *That it would include a variety of housing opportunities so it can be more diverse in families and our town.*

> *Preservation of the school grounds adjacent to TOSH; this is an area that could be developed in the future to complement the planned work in the old school bus area.*

> *More demographically diverse, more employment and housing opportunities for younger people. Vibrant central core.*

> *All our green spaces!! Brown "Heritage" Forest, golf courses, Milner Gardens, Civic Centre parks, fields, school grounds, lands outside Rupert Rd. (Ring Road) W., rail track, ravines and water well areas.*

> *A village that attracts young people with young families to encourage and support a variety of small businesses to prosper in order to attract more doctors and specialists.*

> *The decommissioned holes of Eagle Crest. This should be maintained as green space.*

Q: In one sentence, please describe your vision for Qualicum Beach in the next 20 years. (n=1,126)
Q. Are there any non-residential areas within the Town that you want to see protected from becoming residential? (n=1,121)

Key Insights

When asked about their vision for Qualicum Beach in 20 years, residents commonly mentioned preserving small-town charm, controlling growth and development, improved health services, and improved infrastructure.

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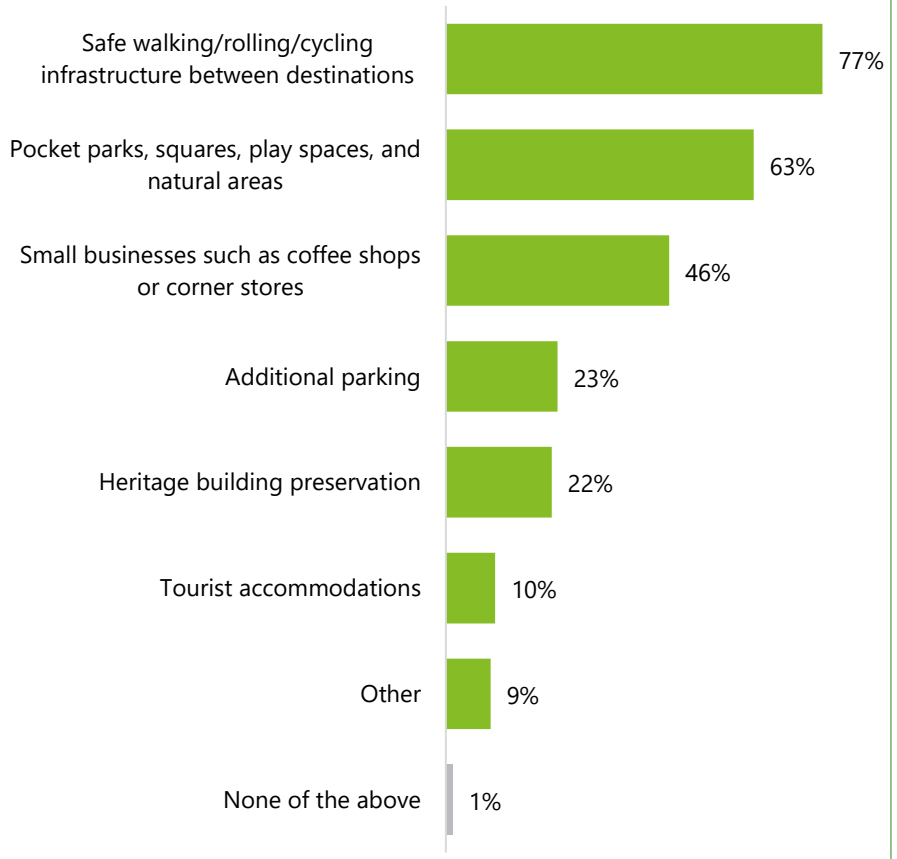
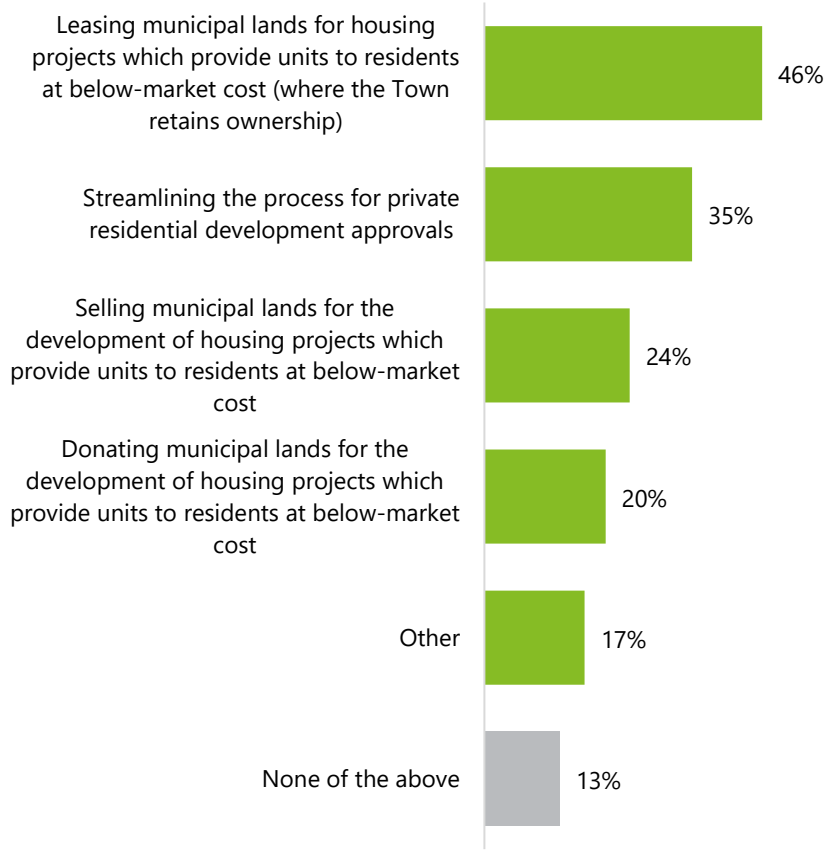
OCP & Housing (2/4)

Features to be included in newly densifying neighbourhoods



Ways the Town can address the availability of housing



Q. Which features should be included within newly densifying neighbourhoods? (n=1,213)
Q. Recognizing that the Town has limited jurisdiction and resources, how would you like to see the Town address the availability of housing? (n=1,213)

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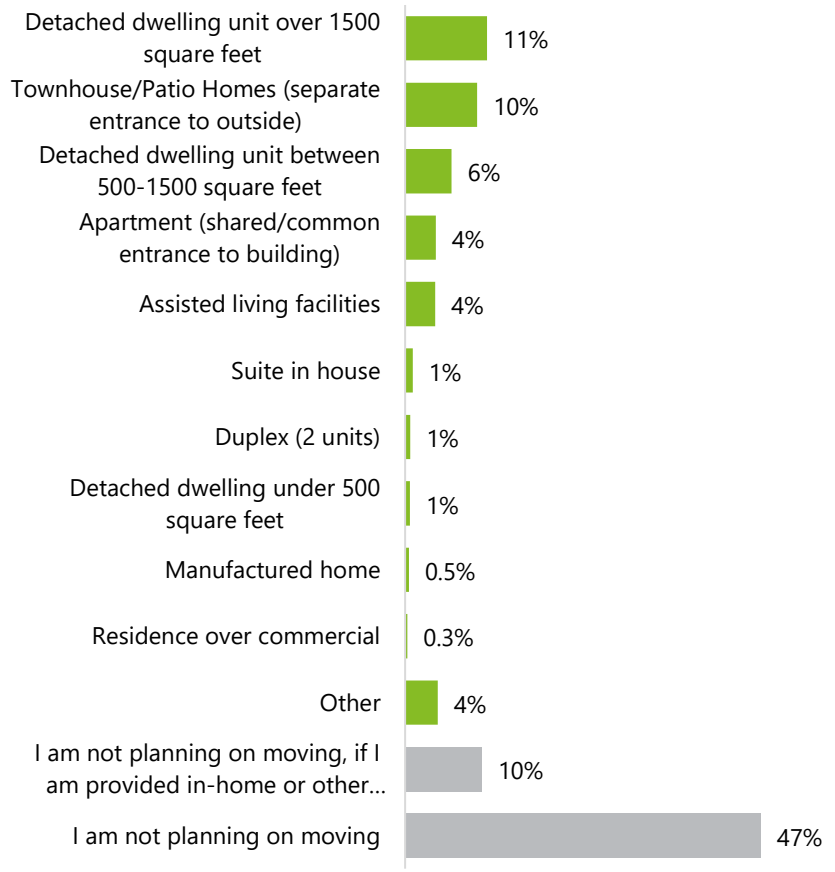
Key Insights

Residents expressed that safe infrastructure for walking, rolling, and cycling between destinations should be developed in newly densifying neighborhoods (77%). Additionally, they emphasized the importance of incorporating pocket parks, squares, play spaces, natural areas, and small businesses into these areas (63%).

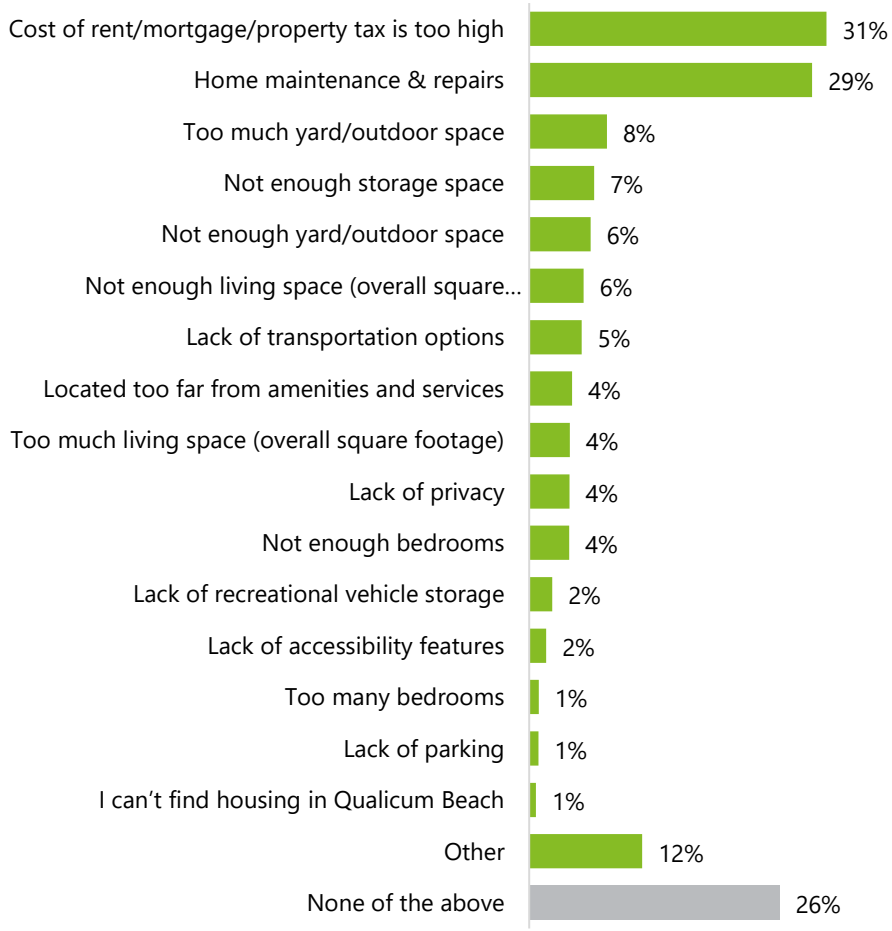
When asked about ways the town can improve the availability of housing, residents identified leasing municipal lands for housing projects (46%) and streamlining the approval process for private and residential developments (35%) as the top solutions.

OCP & Housing (3/4)

Preferred housing types



Current housing challenges



Q. If you were considering moving in the next 5 years, what type of housing would you be looking for? (n=1,212)
Q. What do you find challenging about your current housing? (n=1,211)

Key Insights

More than half of the residents surveyed indicated that they re not planning on moving (57%).

Of those who were considering moving, residents most commonly mentioned looking for detached dwelling units over 1,500 sqft. (11%) or townhomes/ patio homes (10%).

Residents indicated that the cost of rent / mortgage /property taxes (31%) and home maintenance (29%) were the most challenging about their current housing.

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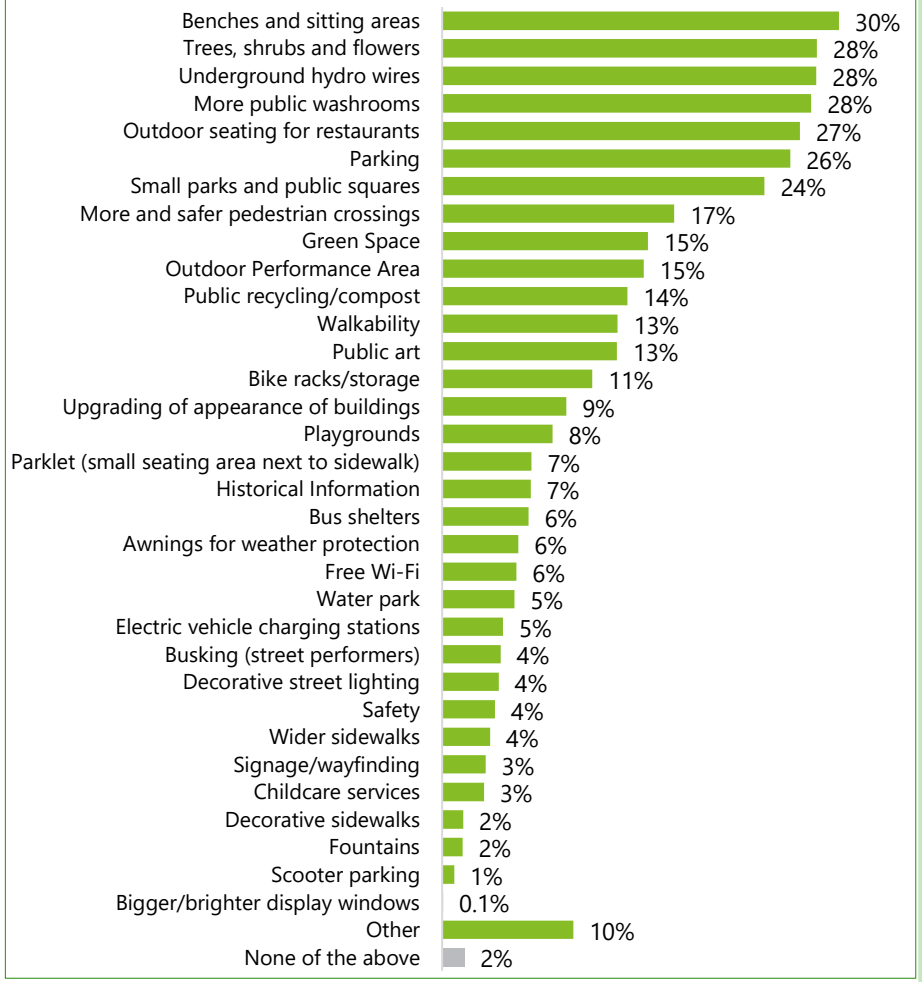
OCP & Housing (4/4)

Features that would improve uptown in Qualicum Beach



"Other" responses

> *Parking and services for tourists needing to shop and play and rest.*

> *Public washrooms downtown.*

> *Some sidewalks need repair, very uneven. Perhaps more emphasis on an even walking surface, some of the older ones are lethal. New East village 'yellow brick road 'is well done. Wide and level.*

> *I think our downtown core is beautiful. Support to businesses do that there could be longer opening hours, evening hours.*

> *Smooth sidewalks for wheelchairs rather than the bumpy decorative type.*

> *Ensure that all walkways have no tripping hazards, crosswalks maintained with paint, speed limits reduced in core areas*

> *Need fully separated bike routes in downtown.*

> *The main intersections could be more pedestrian friendly. Accidents waiting to happen.*

Q: Please check up to five (5) of the following features, which you feel would most improve the character and enjoyment of the uptown (commercial core) in Qualicum Beach. (n=1,209)

Key Insights

Residents felt that benches and sitting areas (30%), trees, shrubs and flowers (28%), underground hydro wires (28%), and more public washrooms (28%) would improve Uptown in Qualicum Beach.

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Volunteerism

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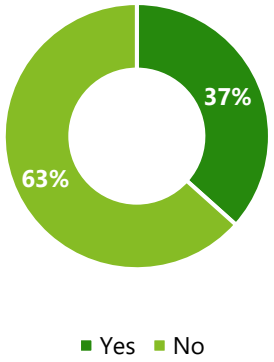
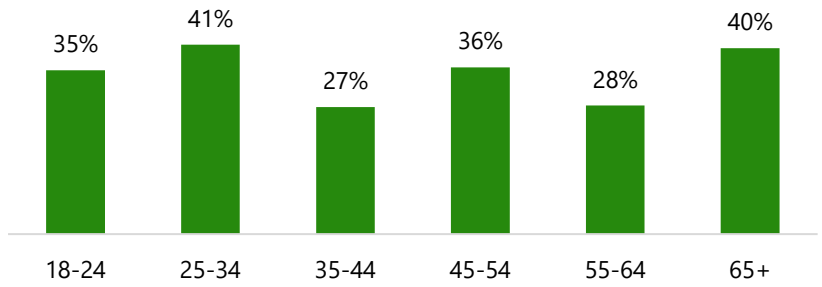
Volunteerism

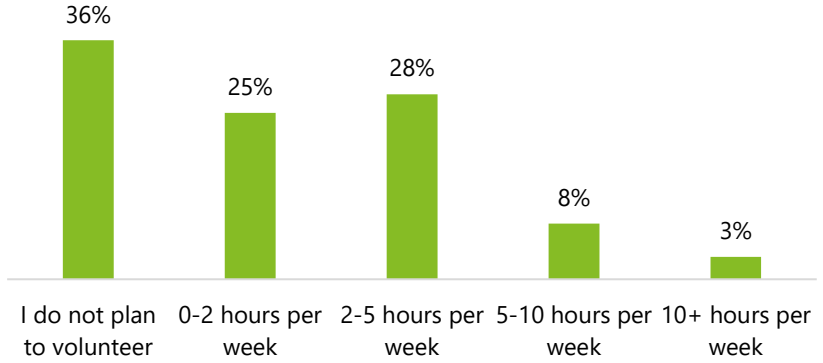
Percentage of residents who volunteer in the town



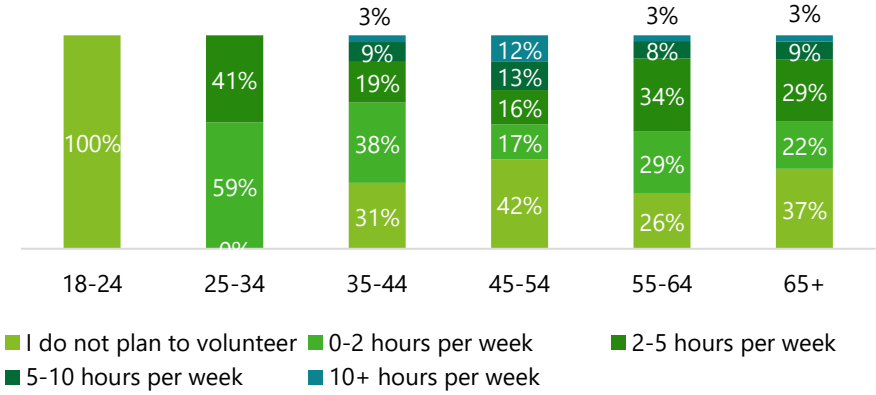
Percentage of residents who volunteer in the town, by age group



Planned volunteer time for the next five years



Planned volunteer time for the next five years, by age group



Q. Do you currently volunteer your time with community organizations within the Town? (n=1,209)
Q. How much time do you plan to volunteer on a consistent basis, starting within the next five years? (n=1,209)

Key Insights

One third of all residents surveyed indicated that they volunteer in the Town.

36% of residents reported that they do not plan to volunteer over the next five years, with more than half of all residents who reported they would volunteer 0-5 ours weekly.

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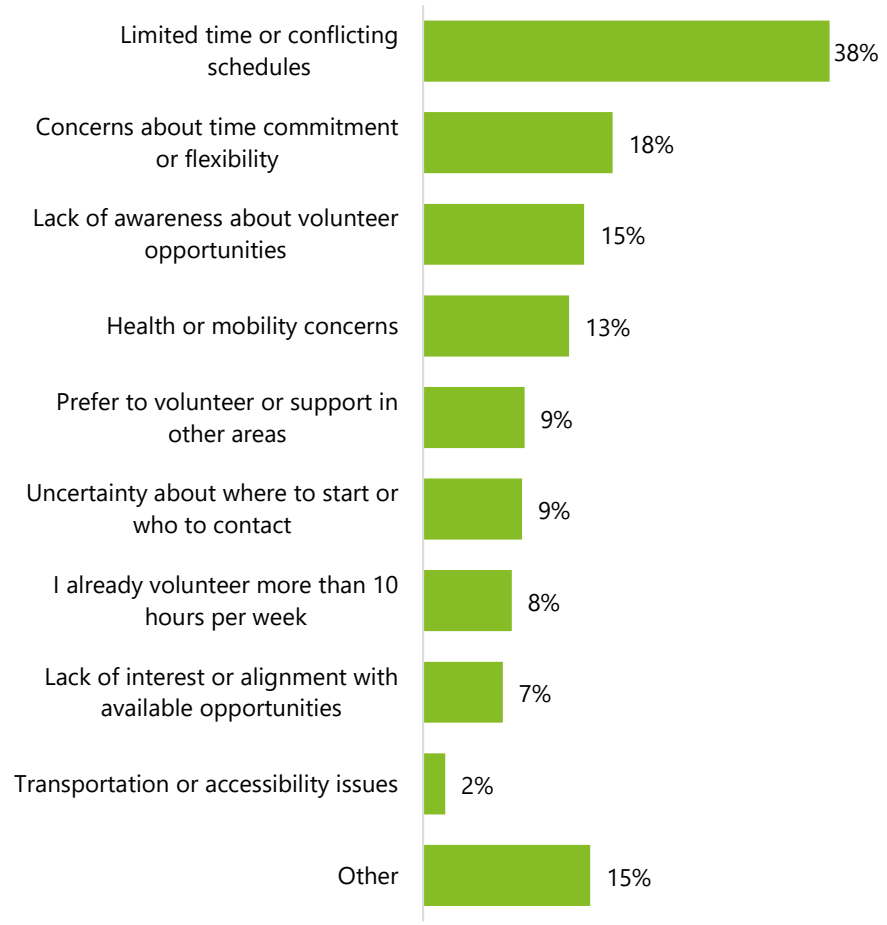
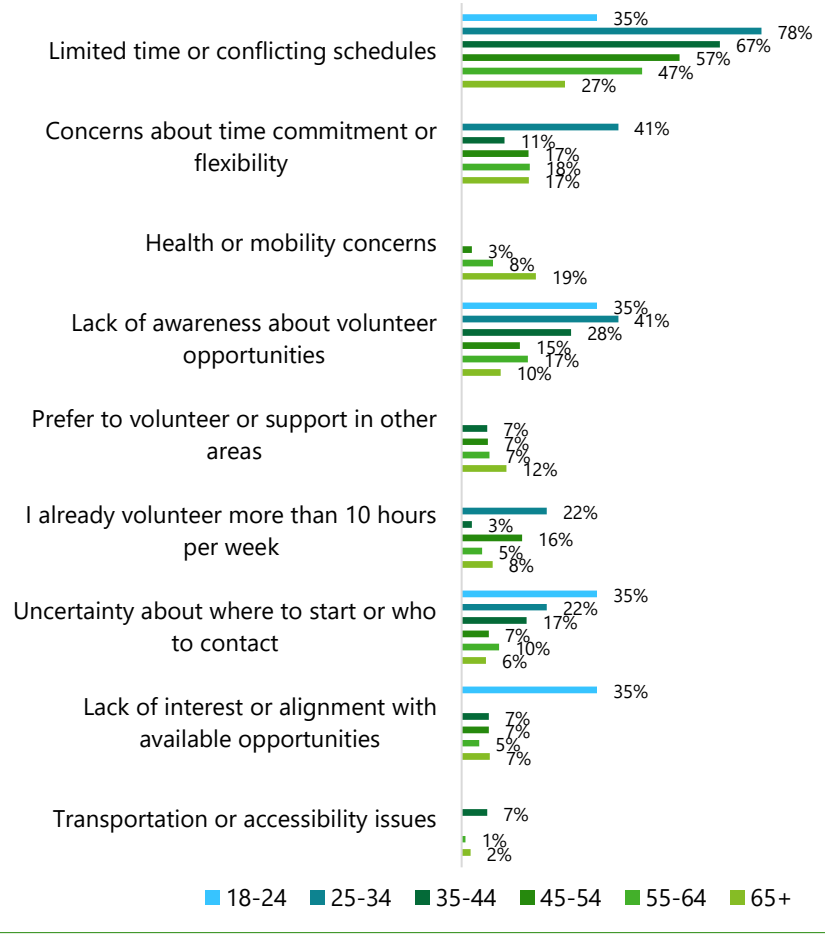
Volunteerism

Barriers to volunteering



Barriers to volunteering



Q. What are the primary barriers preventing you from volunteering more of your time in Qualicum Beach? (n=1,208)

Key Insights

Limited time / conflicting schedules (38%), concerns about time commitment or flexibility (18%), and lack of awareness about volunteer opportunities (15%) were seen as the primary barriers to volunteering in the Town.

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Demographics

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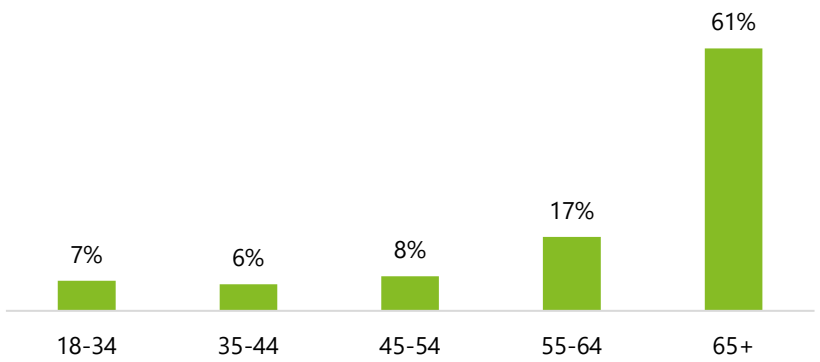
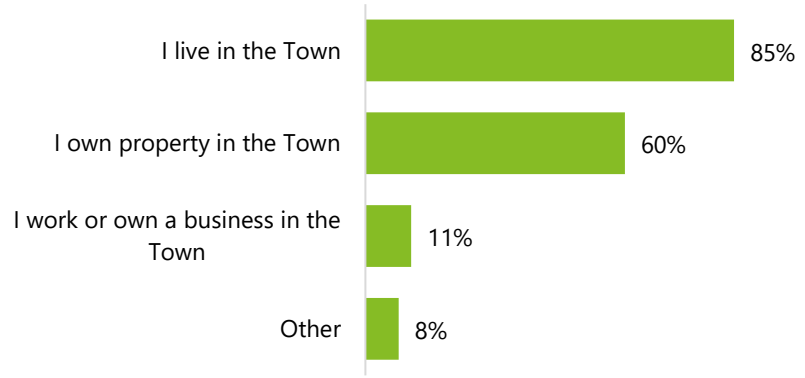
Demographics

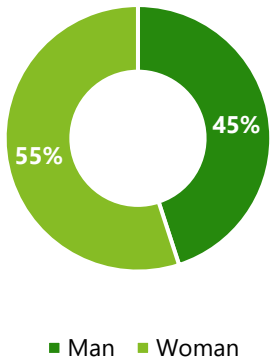
Age



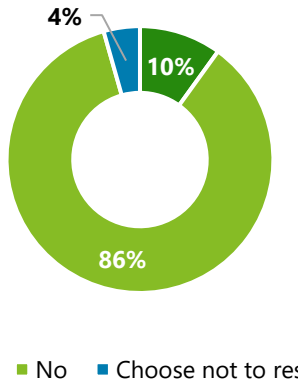
Relationship to the Town



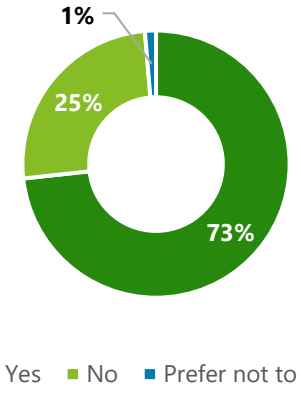
Gender



Residents who identify as someone with a physical or mental health condition



Residents with a family doctor or nurse practitioner



Q. Which of the following categories best describes your age? (n=1,315)
Q. Which of the following describes your relationship to the Town? (n=1,315)
Q. How do you describe your gender identity? (n=1,315)
Q. Do you identify as someone with a physical or mental health condition? Please select one only. (n=1,315)
Q. Do you have a family doctor or nurse practitioner? (n=1,315)

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Key Insights

The survey responses have been weighted by age and gender according to the 2021 Canadian Census profile for the Town of Qualicum Beach to ensure the findings are representative of the population.

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In 2017, we started a Market Research and Analytics Division. The division is focused on gathering local market intelligence. The statistically reliable data from businesses, consumers, and citizens is gathered and analyzed with methods that ensure applicability to strategy and action planning. Bringing these capabilities in-house has positioned us to better integrate the latest market research innovations into our work, and to provide the most diverse array of market intelligence supports for our clients.

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