



Public Attitudes Toward Ladysmith Boundary Extension

A SURVEY OF TOWN OF LADYSMITH
RESIDENTS

Presented to Couverdon Real Estate

June 2014

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Introduction

Methodology

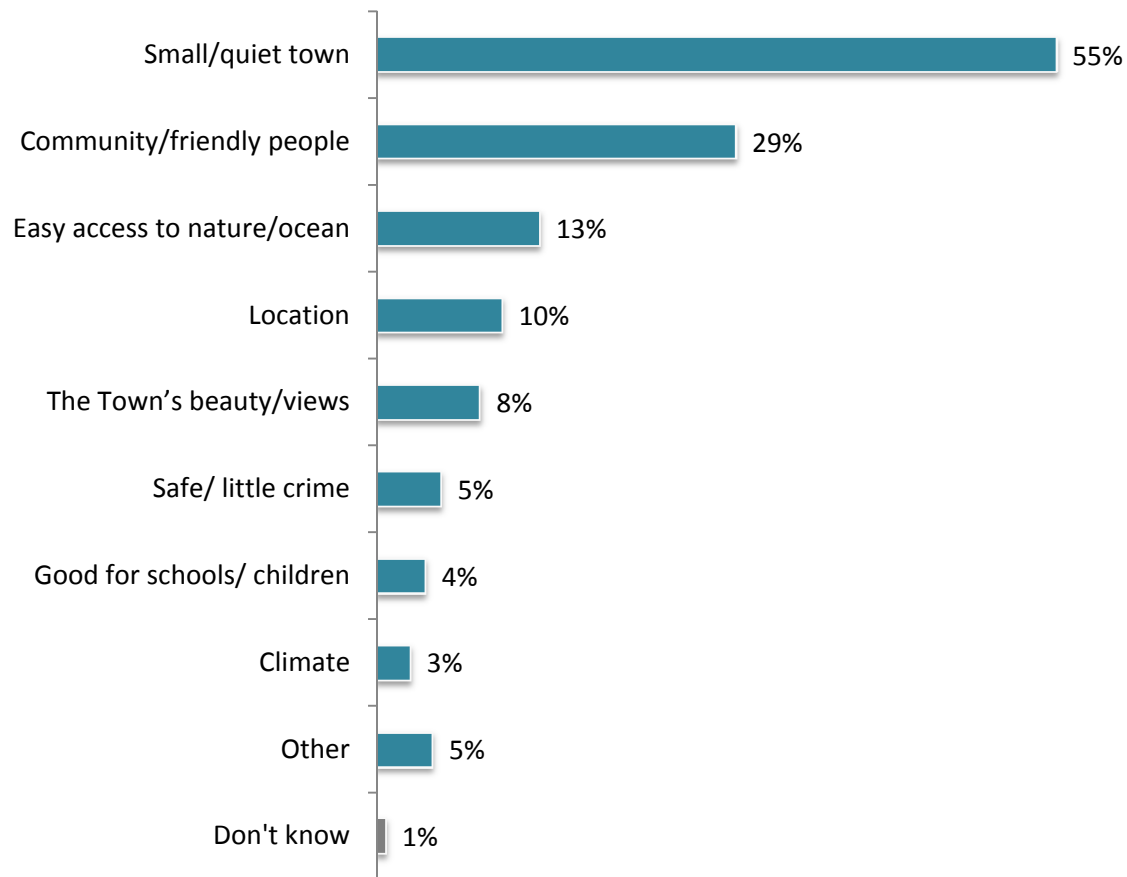
Surveys	300 adult residents
Field dates:	June 5 – 20, 2014
Population:	Town of Ladysmith residents 18 years or older
Methodology:	Random telephone surveys
Weighting:	The final data were weighted to match actual gender and age characteristics of the population.
Languages:	Surveys were conducted in English.
Margin of error:	+/- 5.7 percentage points 95% of the time

Note: Unless otherwise specified, all charts are based on total respondents (n=300).

Research Findings

Priorities for Ladysmith

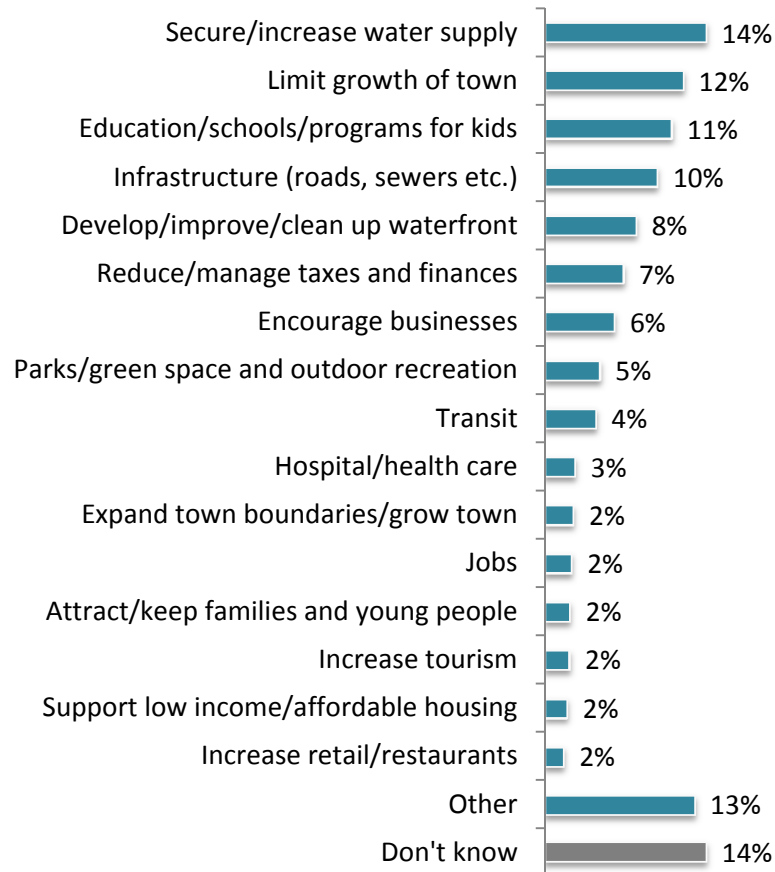
What do we like most about living in Ladysmith? UNAIDED



Q1. As I mentioned, our survey today is about the Town of Ladysmith. Please tell me what you like most about living in Ladysmith?

Base: Total

Top priorities for Ladysmith UNAIDED

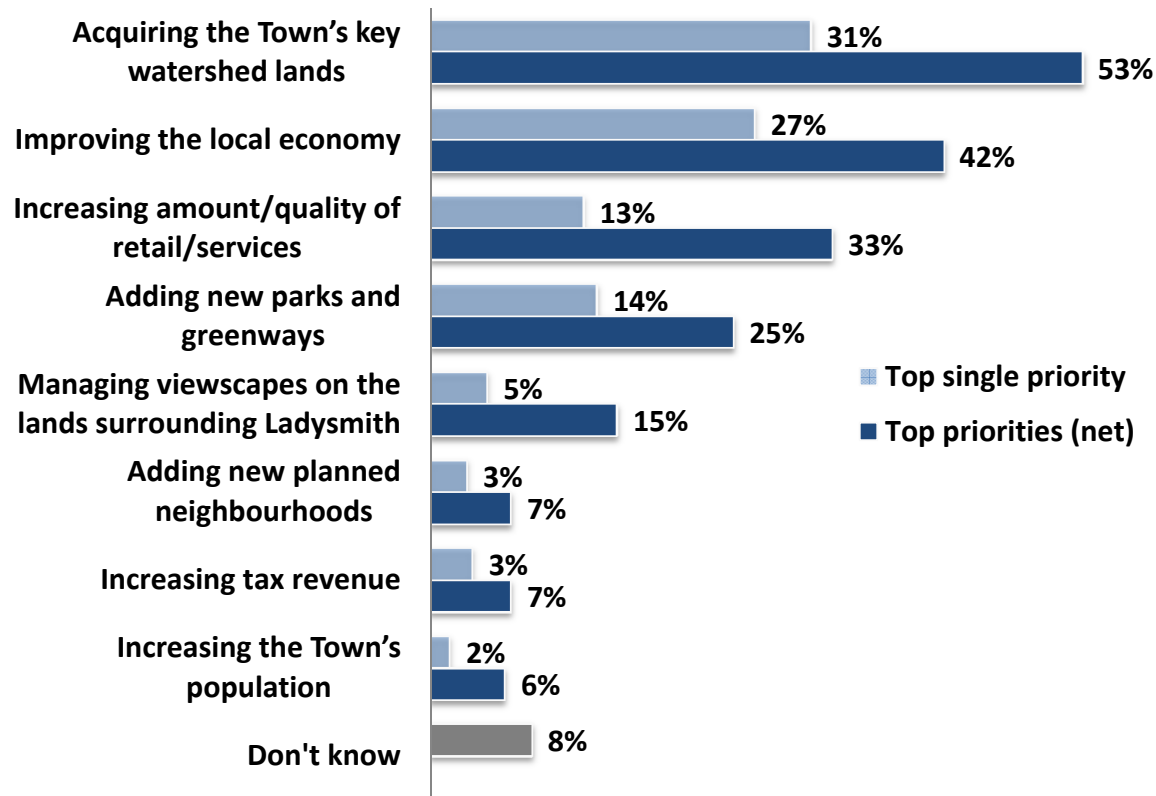


Q2. Thinking about Ladysmith over the next 20 to 30 years, what do you feel should be the municipal government's top planning priorities?

Up to three responses accepted.

Base: Total

Top priorities for Ladysmith AIDED

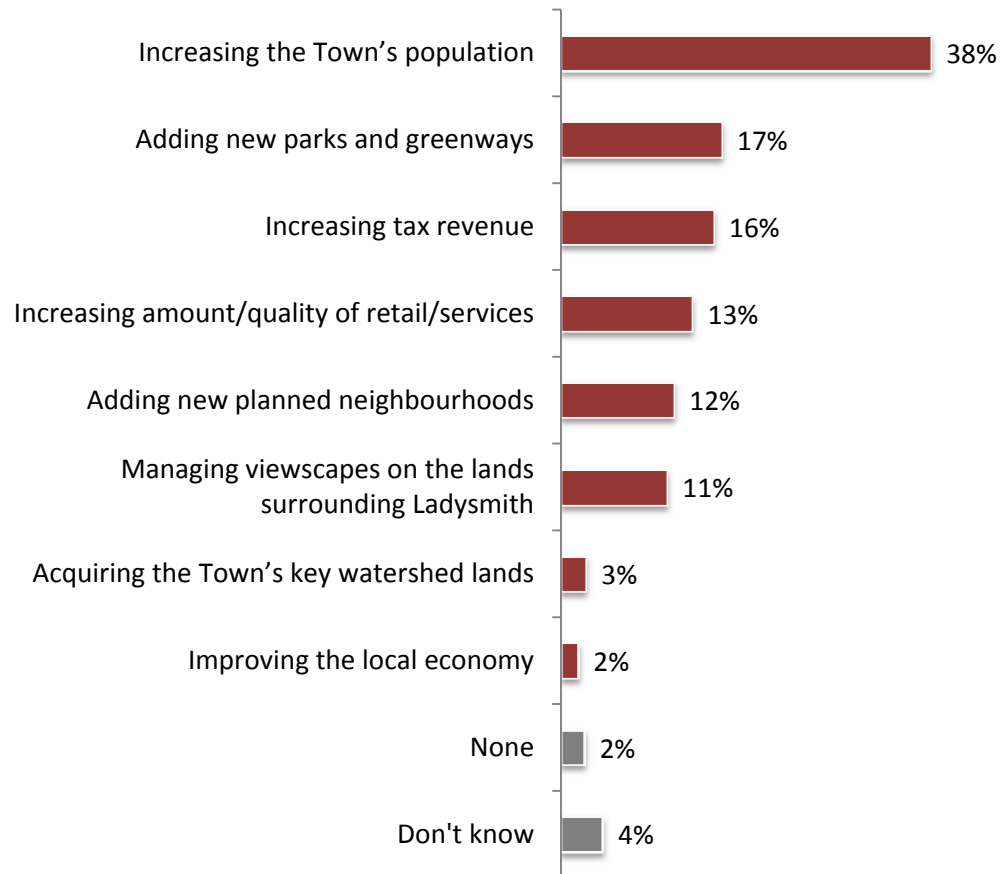


Q3a/b. And, if you had to choose only one, which of these should be Ladysmith's top priority in the coming 20 to 30 years?

And which would come next as a priority?

Base: Total.

Lowest priorities for Ladysmith AIDED



Q3c. And which of these, if any, should be a lower or low priority for Ladysmith in the coming 20 to 30 years?

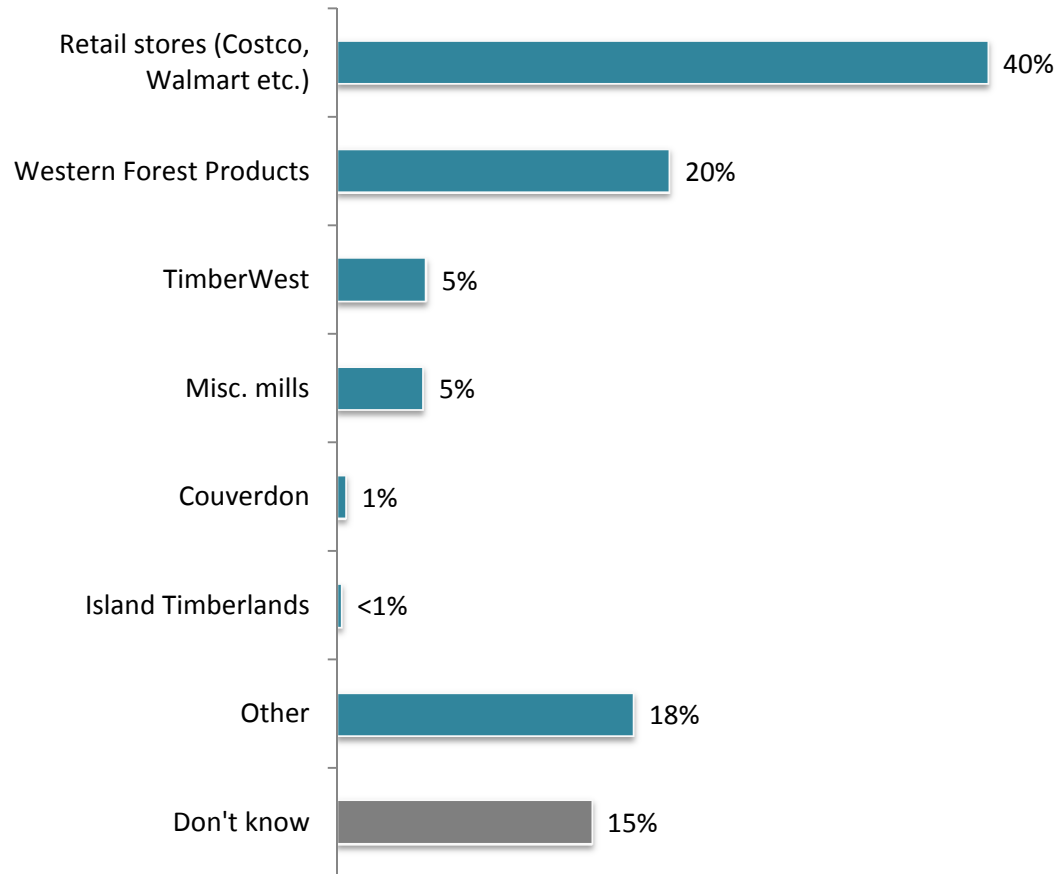
Up to two responses accepted.

Base: Total

Awareness

Awareness of large organizations

UNAIDED

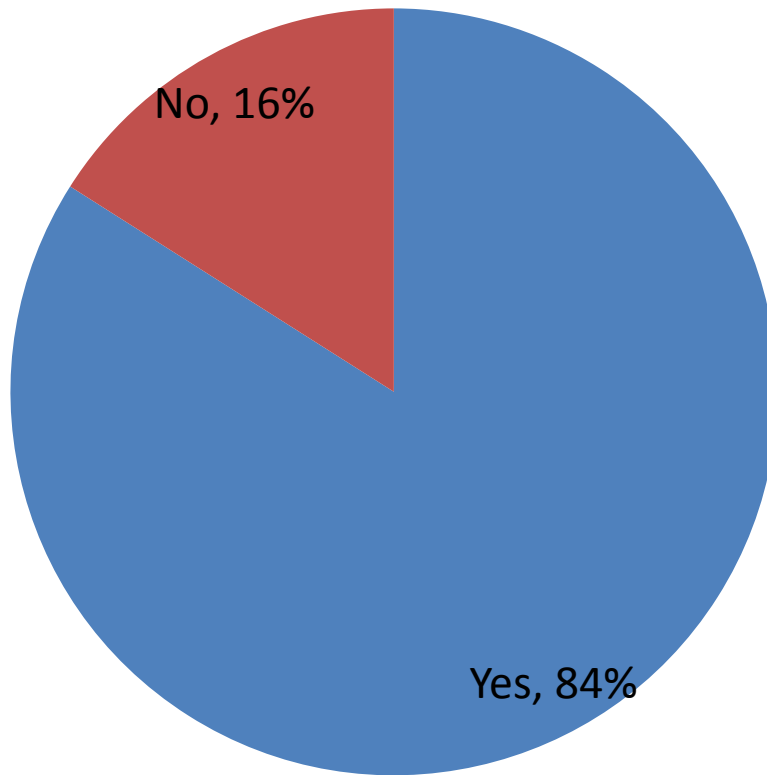


Q4. When you think about larger businesses and organizations with operations in or near your community, which organizations come to mind?

Up to two responses accepted.

Base: Total

Awareness of extension plan



Q5. In fact, the sponsor of this survey is Couverdon Real Estate, the real estate business of TimberWest Forest Corporation.

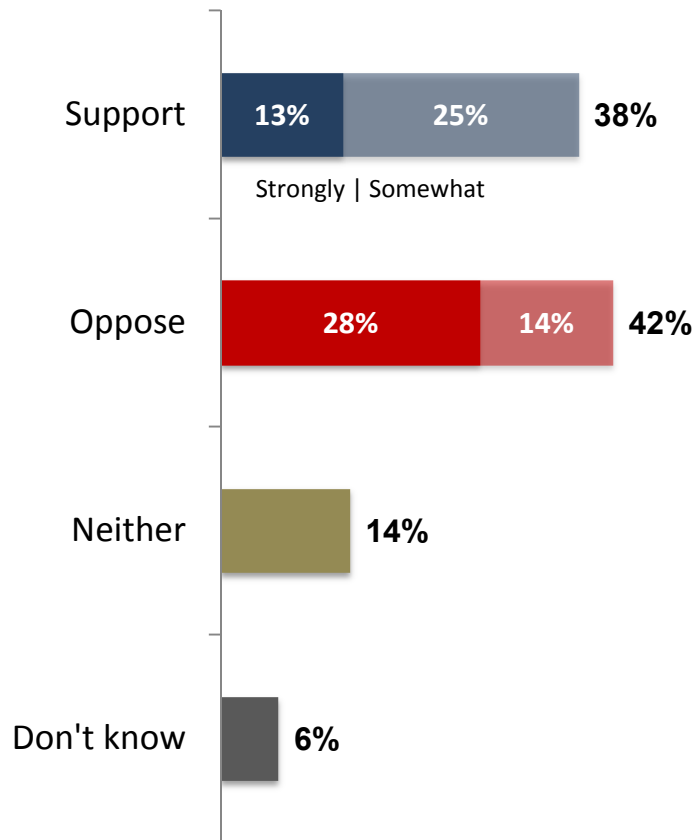
Couverdon has applied to extend the town's boundaries to include 283 hectares (about 700 acres) currently owned by TimberWest. This land is located along the north-west boundary of Ladysmith. The proposed boundary extension is an early step in a process that will include applying to the Town to rezone the land for new residential neighbourhoods and businesses.

Prior to this survey, had you heard of this application to extend the boundaries of Ladysmith?

Base: Total

Attitudes Toward Extension Plan

Do we support or oppose the extension plan?



Q6. Based on your own opinion or on what you have seen or heard, do you support or oppose this proposed boundary extension?

Base: Total

Why do we support the extension plan? UNAIDED

	Strong Supporters (n=39)	Supporters (n=111)
Top reasons		
Wants Town to grow/develop/attract more residents	28%	24%
Secure water/watershed/resources	24%	23%
Increase tax base/revenue streams/jobs/businesses/development	26%	19%
Other reasons		
Not enough info	0%	10%
Support if plan is good	10%	6%
Like Town's current size	0%	3%
Measured growth	4%	3%
Potential water shortages/watershed concerns	0%	3%
Want to keep town the way it is	2%	2%
Secure viewscapes	0%	1%
Misc. positive	13%	10%
Other	2%	6%
Don't know	0%	1%

Q7. Why do you feel that way?

Base: Plan supporters.

Why do we oppose the extension plan?

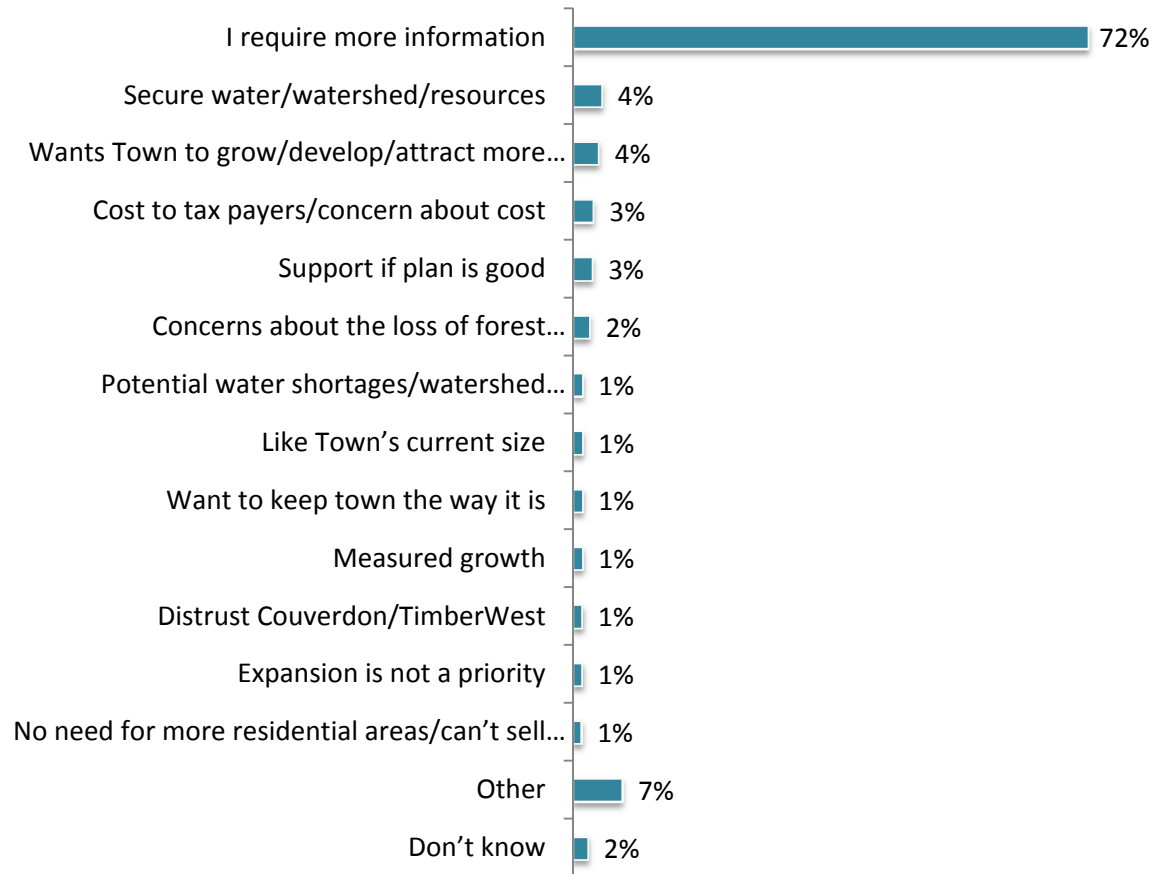
UNAIDED

	Strong opponents (n=93)	Opponents (n=135)
Top reasons		
Potential water shortages/watershed concerns	35%	29%
Like Town's current size/like the way it is	18%	19%
Concerns about the loss of forest area/natural environment	13%	12%
Other reasons		
Town doesn't have the resources/infrastructure to grow	12%	10%
Distrust Couverdon/TimberWest	12%	9%
Not enough info	2%	8%
Expansion is not a priority	6%	5%
No need for more residential areas/can't sell current houses	5%	4%
Cost tax payers/concern about cost	2%	3%
Wants Town to grow/develop/attract more residents	0%	2%
Town can't support current businesses	1%	1%
Measured growth	0%	1%
Misc. negative	11%	15%
Other	1%	2%

Q7. Why do you feel that way?

Base: Plan opponents.

Why are we unsure whether to support the extension plan?

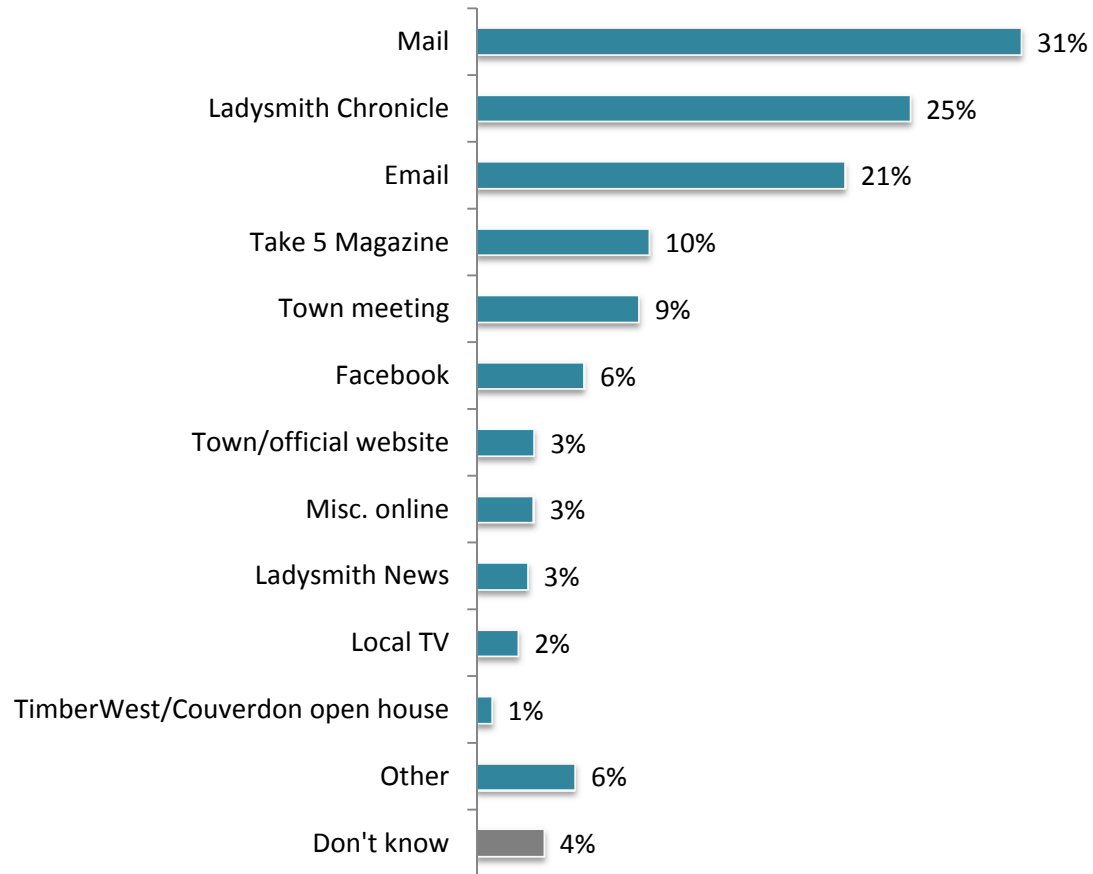


Q7. Why do you feel that way?

Base: Plan undecideds, n=54.

Communications

How we want to learn more about the extension plan UNAIDED

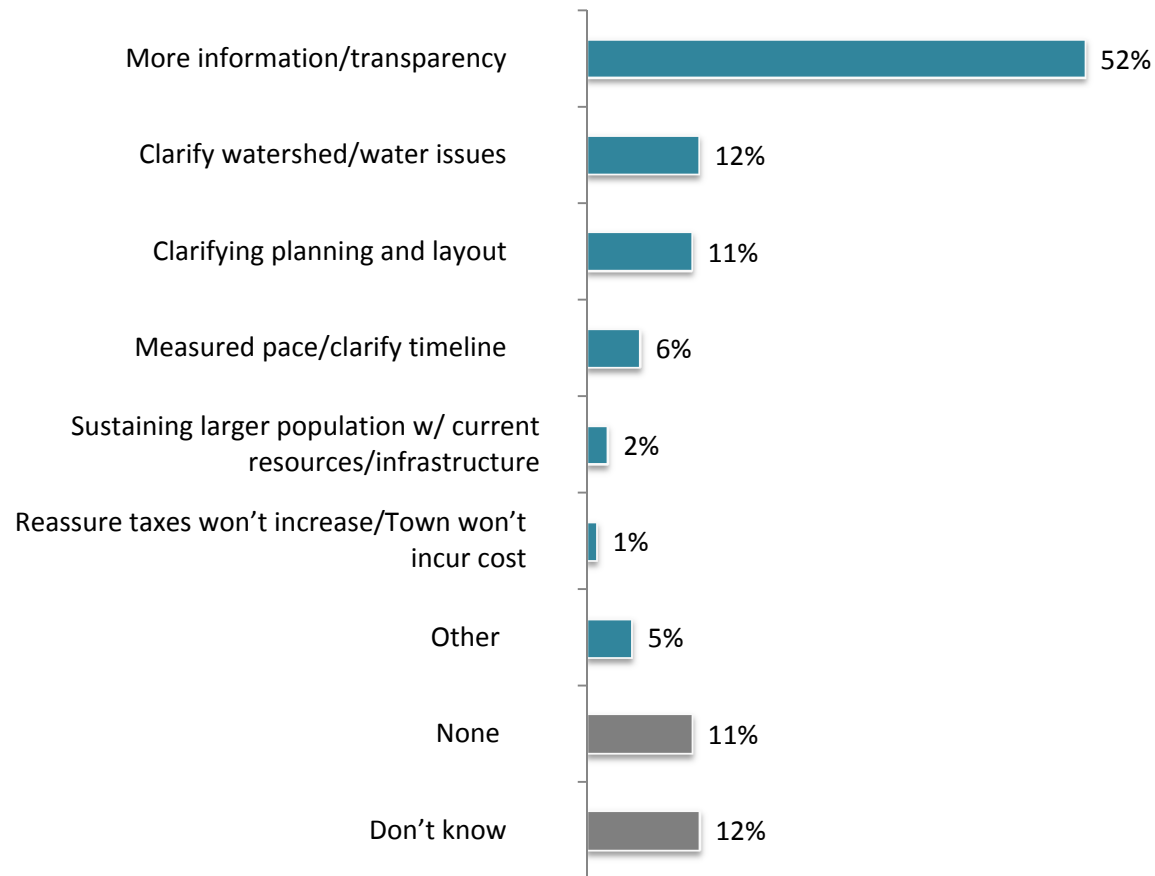


Q8. How would you prefer to receive information about community initiatives such as the proposed boundary extension plan?

Accept up to three.

Base: Total

How to reassure us about the extension plan? SOMEWHAT SUPPORT PLAN



Q13. What could Couverdon do or explain that might help to reassure you about their plans?

Base: Soft supporters of the plan, n=72.

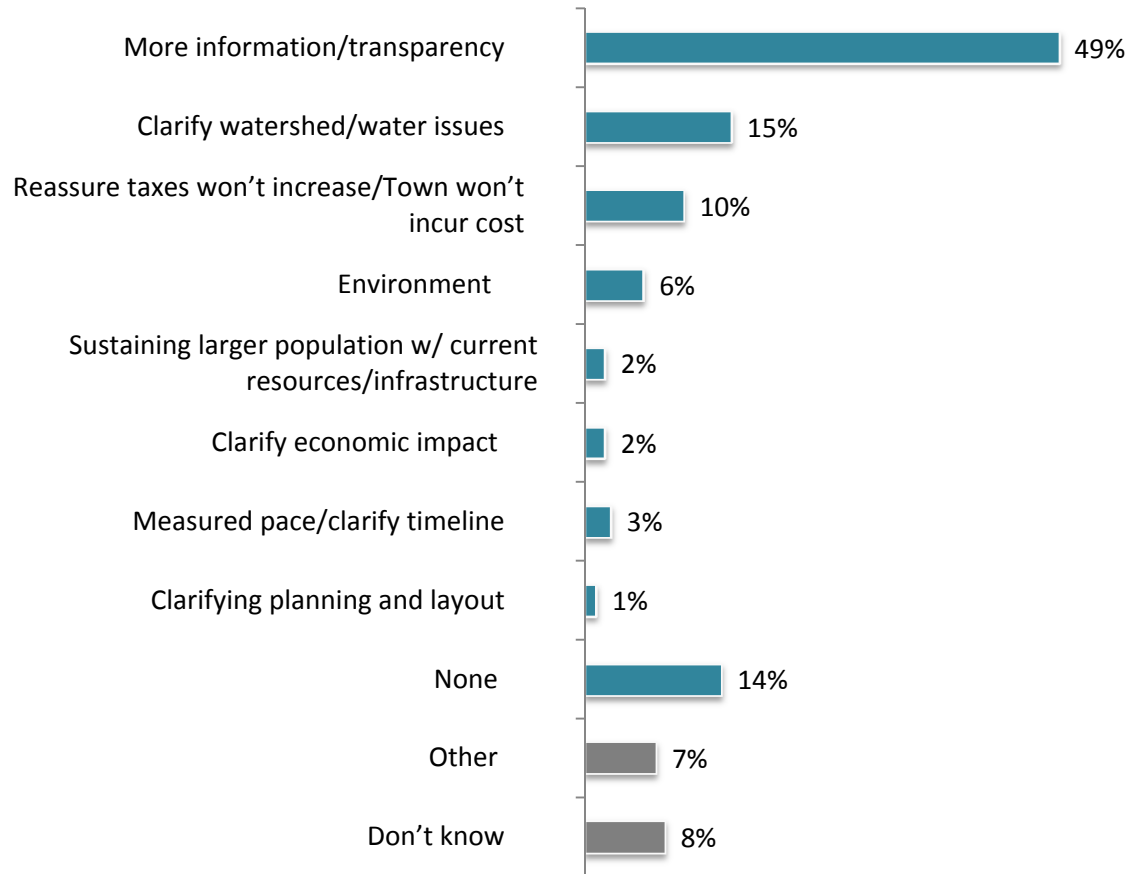
How to reassure us about the extension plan? OPPOSE PLAN

	Strong opponents (n=93)	Opponents (n=135)
Top ways to reassure residents		
More information/transparency	23%	25%
Clarify watershed/water issues	20%	17%
Other ways to reassure residents		
Clarifying planning and layout	5%	7%
Reassure taxes won't increase/Town won't incur cost	4%	6%
Sustaining larger population w/ current resources/infrastructure	5%	6%
Clarify economic impact	6%	5%
Measured pace/clarify timeline	2%	2%
Environment	1%	2%
None	33%	28%
Other	2%	4%
Don't know	11%	11%

Q13. What could Couverdon do or explain that might help to reassure you about their plans?

Base: Plan opponents.

How to reassure us about the extension plan? NO OPINION TOWARDS PLAN

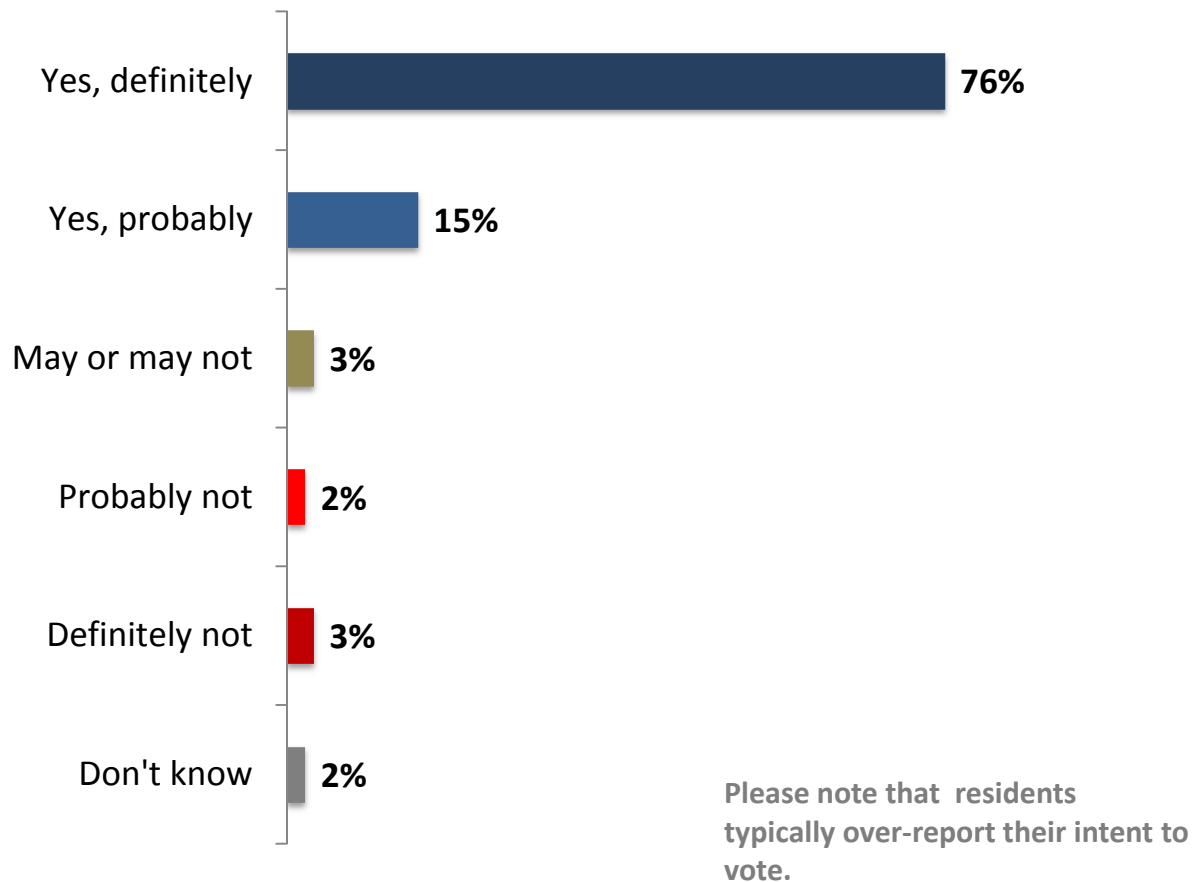


Q13. What could Couverdon do or explain that might help to reassure you about their plans?

Base: Plan undecideds, n=54.

Referendum

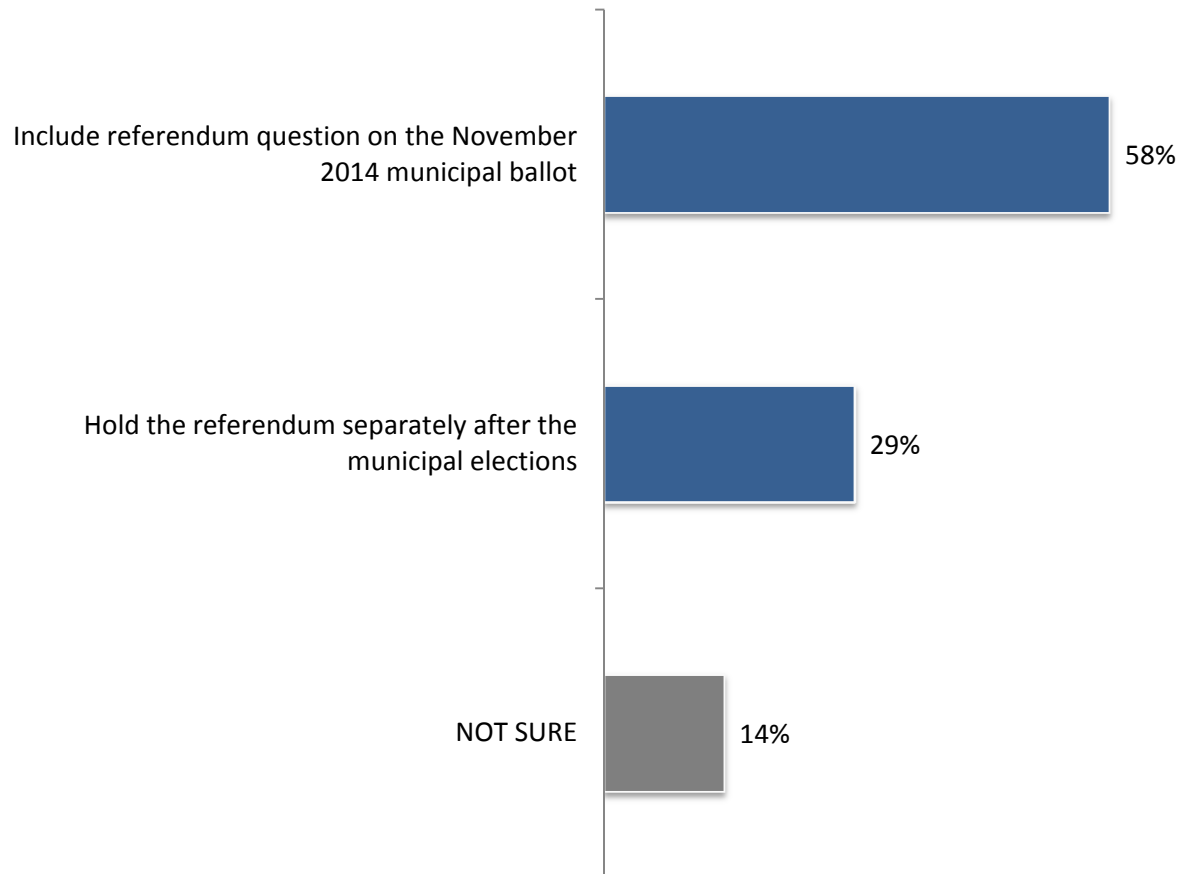
Do we plan to vote in the November 2014 municipal election?



Q9. Do you plan to vote in the November 2014 municipal election in Ladysmith?

Base: Total

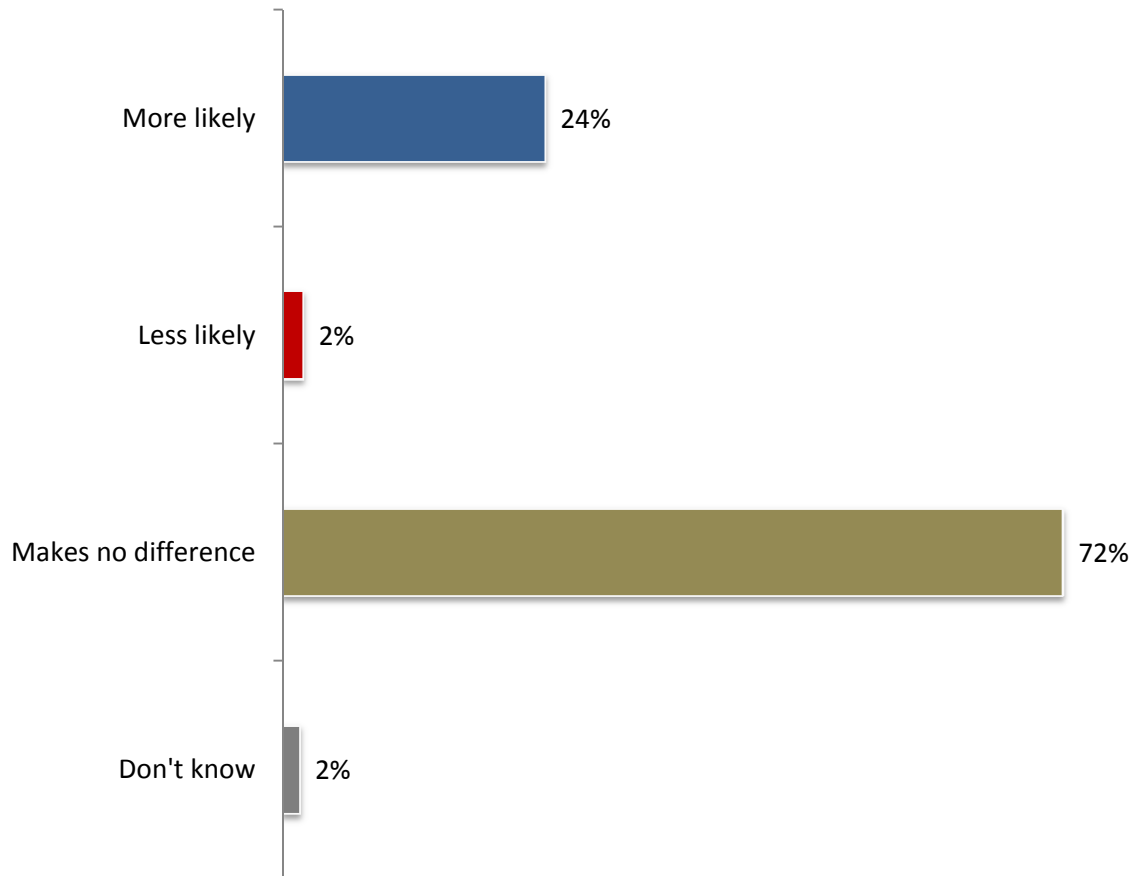
Should the referendum be held with the municipal election or separately?



Q10. There may be a referendum about Couverdon Real Estate's proposed boundary extension plan. Some people would prefer the referendum question to be on the November 2014 municipal election ballot. Others would prefer a separate referendum after the November municipal elections. What would you prefer?

Base: Total

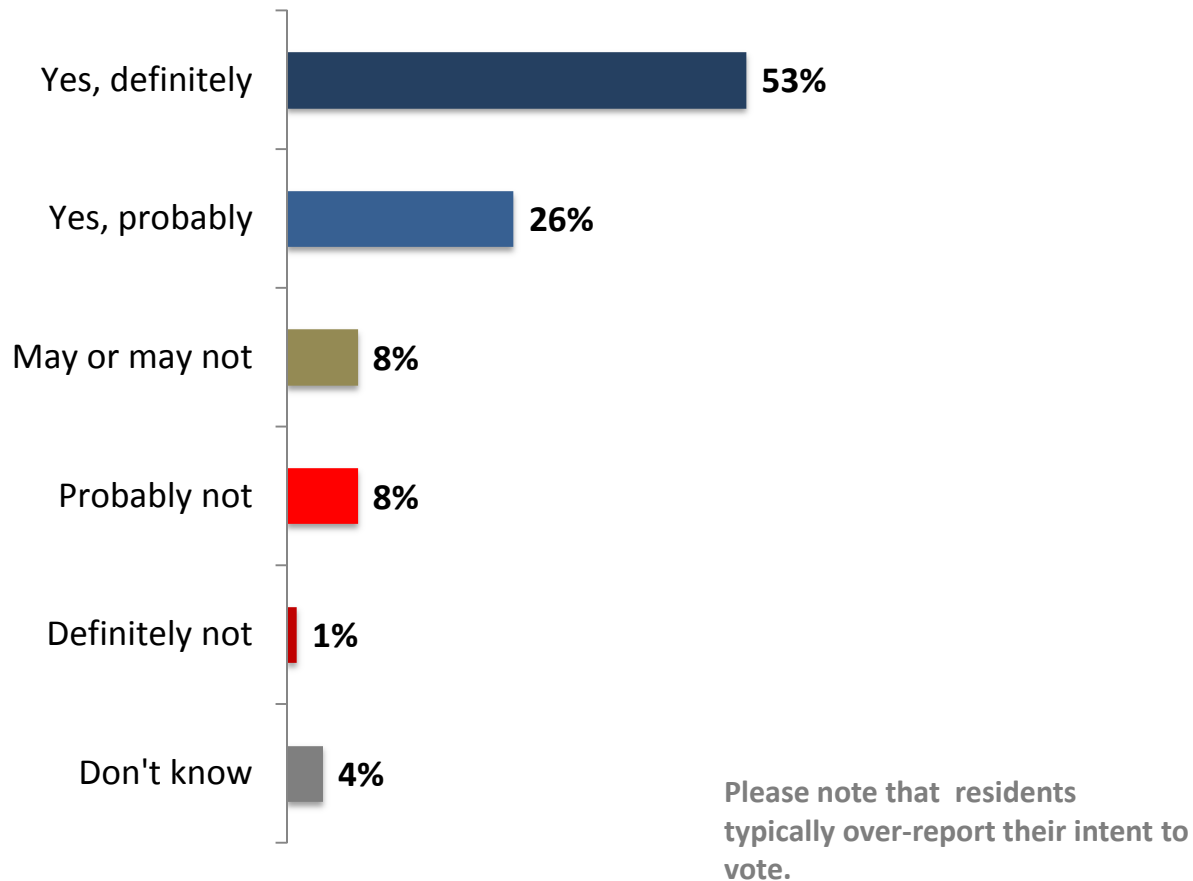
Are we more or less likely to vote if the referendum question is included?



Q11. If the boundary extension referendum is included on the November 2014 municipal election ballot, will you be more likely to vote in the municipal election, less likely or will it make no difference to you?

Base: Total

Will we vote in the extension plan referendum if held separately?



Q12. Will you vote in the boundary extension referendum if it is held separately after the election?

Base: Total



Couverdon

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