Reunification
Public Engagement
Results
Public Engagement Approach

• Provide City of North Vancouver Council with all previous research.

• Invite the City to participate in the public engagement

• Publicly release all previous research

• Publish open letter to the public from District Council

• Conduct professional opinion survey of District and City residents

• Create and publish web & social media content
Professional Survey Objectives

• to ask residents of both municipalities a set of questions regarding attitudes about identity, joint service delivery, and reunification

• to determine public support for investigating the true costs and benefits of reunification of the City and the District of North Vancouver

• to obtain statistically relevant and demographically representative results that could be accurately extrapolated to represent the total adult population of both municipalities
Professional Survey Methodology

Statistically relevant and demographically representative

Quotas for each demographic established to mirror latest census data for population

Conducted by phone – landline and mobile

Random digit dialing and next birthday in household respondent selection method

Screened for demographics of age, gender and municipality

Total 615 residents participated in survey

Sampling error of +/- 3.9% at the 95% confidence level
When people ask you where you live, what do you say?

- District of North Vancouver
- City of North Vancouver
- North Vancouver
- North Shore
- None of these/ Don't know

The graph shows the percentage of people who identify with each term, with North Vancouver being the most common response.
Professional survey highlights

What are the most important issues facing your community?

[Bar chart showing the most important issues in the community, including traffic, affordable housing, subsidized housing, public transit, infrastructure planning, population density, recreation, education, overdevelopment, too many high rises, high taxes, potential amalgamation, environment, and other.]

Legend:
- Total
- District
- City
Professional survey highlights

Are you aware of any services delivered jointly by the City and District?

Total

- Yes: 55%
- No: 41%
- Don't know/Refused: 4%

District

- Yes: 53%
- No: 43%
- Don't know/Refused: 4%

City

- Yes: 58%
- No: 38%
- Don't know/Refused: 4%
Do you think the City and the District should jointly investigate the true costs and benefits of amalgamation?

- **Total:**
  - Yes: 87%
  - No: 4%
  - Don't know/Refused: 9%

- **District:**
  - Yes: 91%
  - No: 8%
  - Don't know/Refused: 1%

- **City:**
  - Yes: 82%
  - No: 11%
  - Don't know/Refused: 7%
Online Survey Objectives

- To provide residents who **did not have time** to take the phone survey, when called, with an alternative channel for input

- To provide residents who were **not called** during the professional survey with an opportunity for input

- To ensure that those who were called but whose **demographic quota had already been fulfilled** that we were interested in their input
Professional and Online Survey Differences

- Results should not be compared or conflated
- Different methodologies
- No demographics in online version, just postal codes
- Online results cannot be extrapolated to total population
Online Survey

X Not random, self-selected.
X Not statistically relevant or demographically representative.
X Does not mirror census data.

✓ Does demonstrate level of public interest in topic

Do you think the City and the District of North Vancouver should jointly investigate the true costs and benefits of amalgamation?

783 responses:

87% Yes
12% No
1% Don’t know
Public Engagement Objectives

✓ To ask residents of both municipalities a set of questions regarding attitudes about identity, joint service delivery, and reunification

✓ To determine whether there is public support for investigating the true costs and benefits of reunification of the City and the District of North Vancouver
Discussion