



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

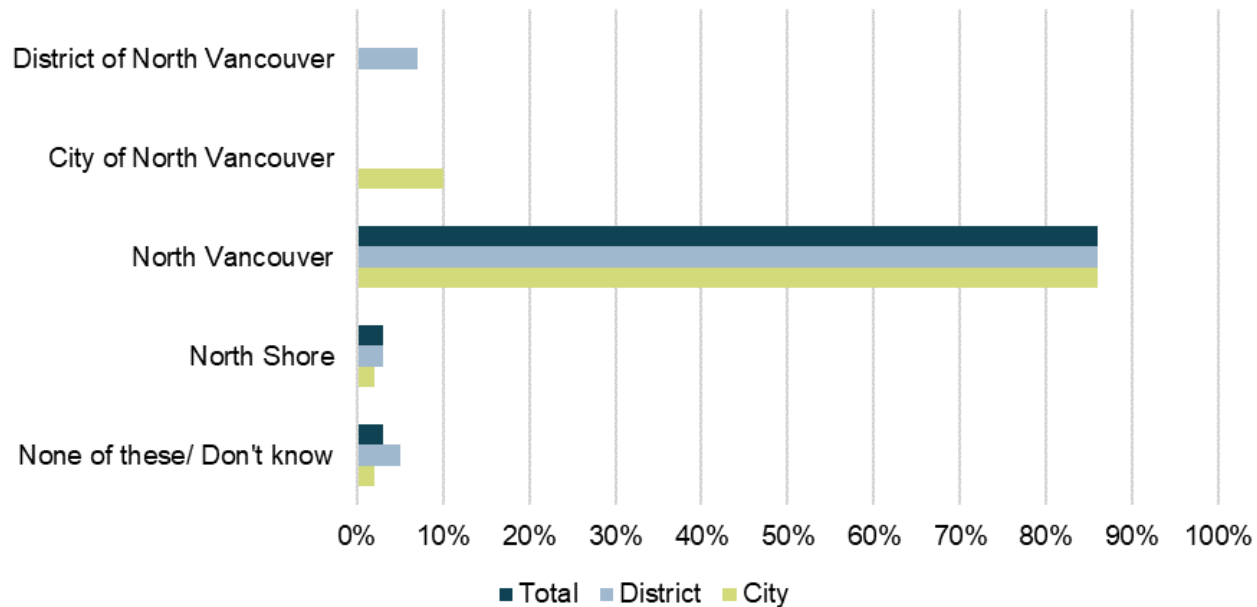
Screened for demographics of age, gender and municipality

Total 615 residents participated in survey

Sampling error of $\pm 3.9\%$ at the 95% confidence level

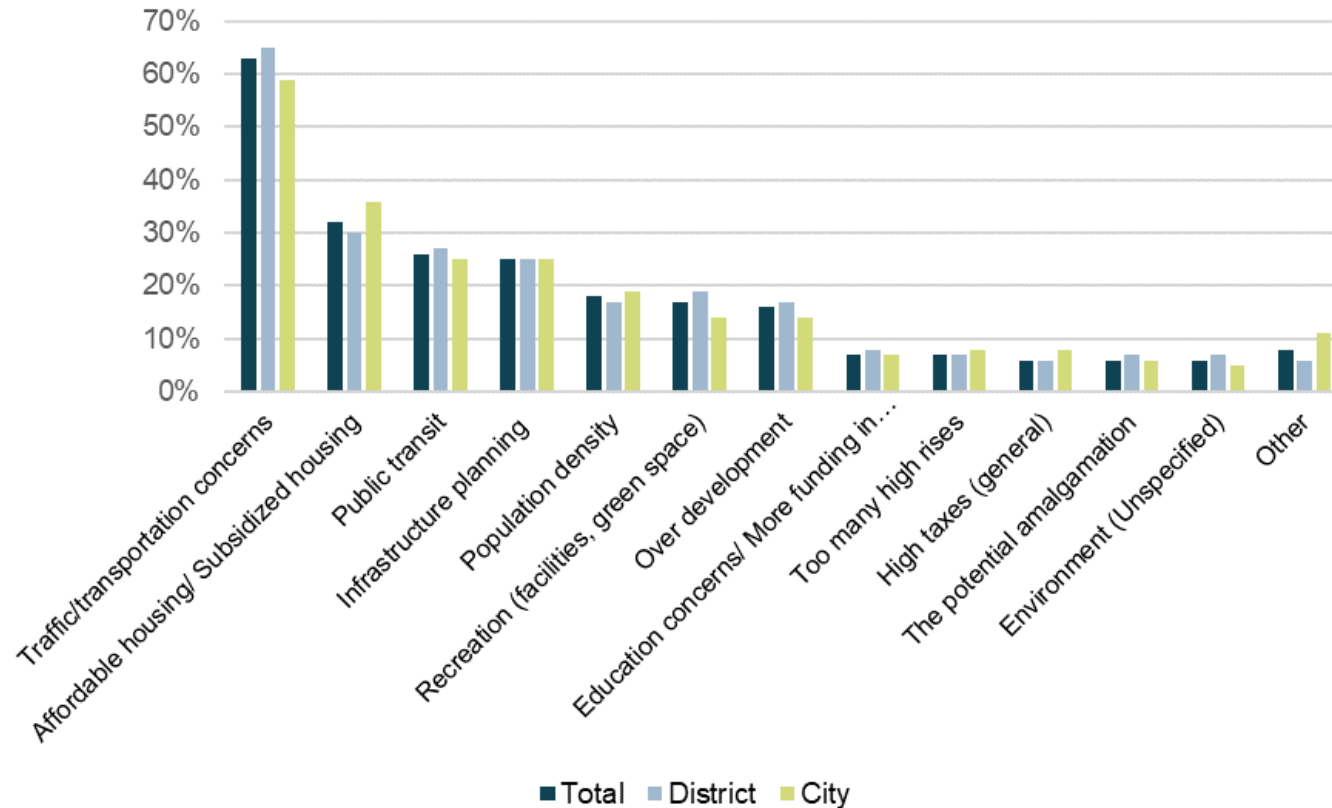
Professional survey highlights

When people ask you where you live, what do you say?



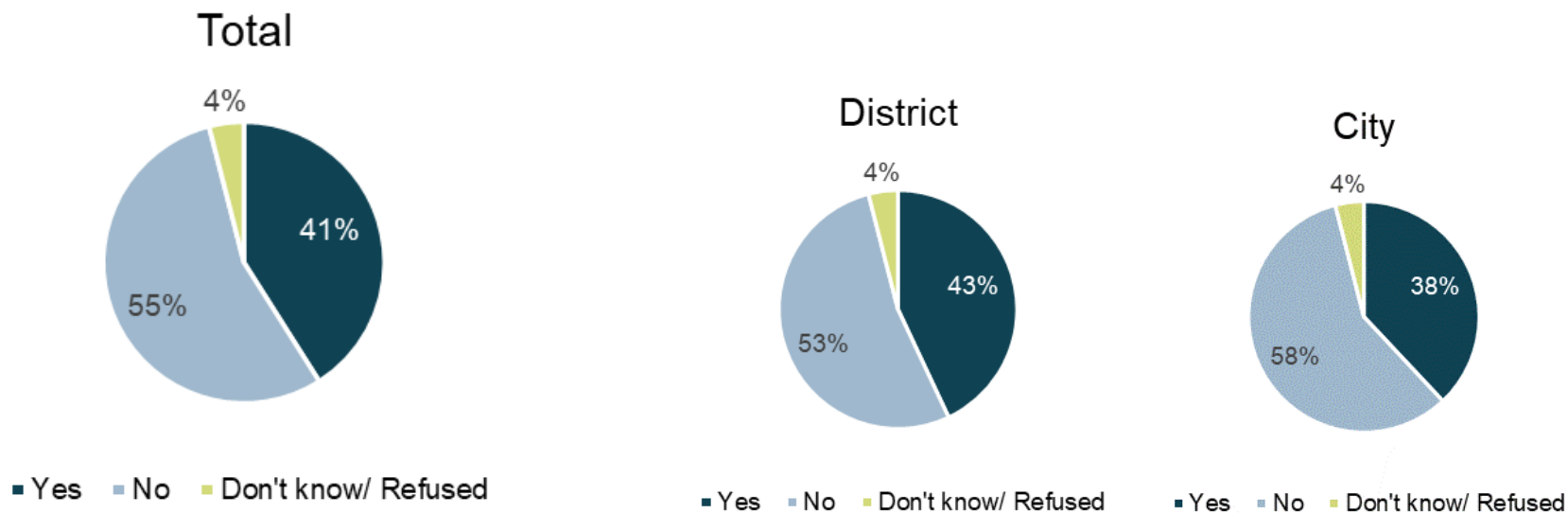
Professional survey highlights

What are the most important issues facing your community?



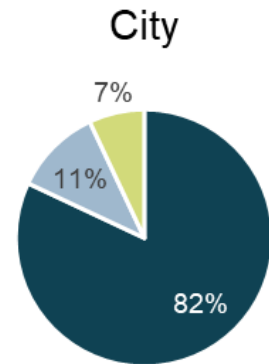
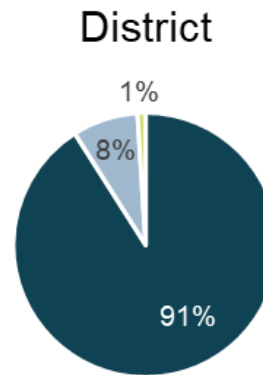
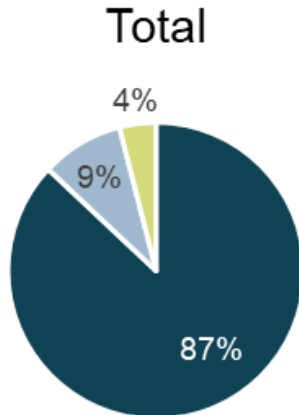
Professional survey highlights

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



Professional survey highlights

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



■ Yes ■ No ■ Don't know/ Refused

■ Yes ■ No ■ Don't know/ Refused

■ Yes ■ No ■ Don't know/ Refused

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

- ✗ Not random, self –selected.
- ✗ Not statistically relevant or demographically representative.
- ✗ 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