

**James Bay Neighbourhood Association**  
**Quality of Life Survey Results Overview**  
**October 19, 2009**

The James Bay Quality of Life Survey was undertaken in order to identify and measure the factors of greatest importance to the Quality of Life in James Bay.

The survey was undertaken during the summer of 2009 and resulted in the return of 573 completed questionnaires thereby providing a highly accurate representation of community views. (The 95 % confidence level is associated with a confidence interval of +/- 4.0 %.) Completed surveys were received from all areas within James Bay. Larger numbers of responses came from longer streets, such as Dallas Road and Douglas Street, where there are several multi-unit housing developments.

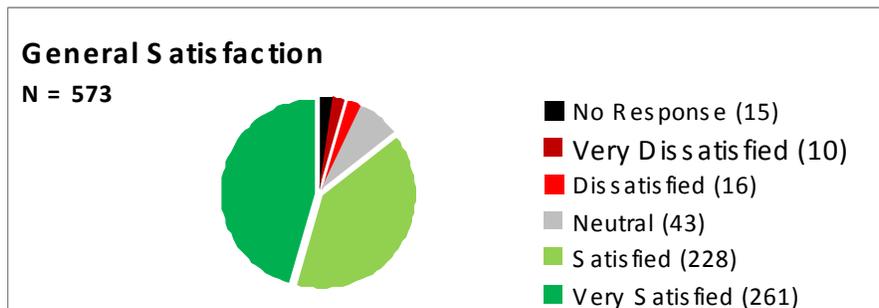
397 of the 573 respondents provided open ended comments. In addition, five letters were returned (four of which did not include a completed survey). In total, about 740 written comments were received. The comments provide additional insight into the priority areas as well as a wealth of suggestions for specific improvements. Examples of comments are throughout this report.

The responses indicated a wide distribution of length of residence and/or work in James Bay. About 17% of the respondents have lived in James Bay for more than 20 years, and the average number of years is 12.2. The average age of respondents, at 61.6 years, is somewhat larger than the average age of the James Bay population that is over 18 years of age.

**General Satisfaction:**

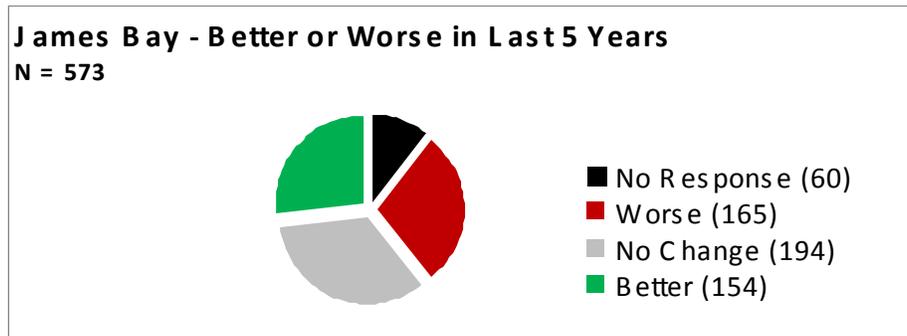
Fully 86% of respondents are Satisfied or Very Satisfied with James Bay as a place to live, and 39 respondents provided general comments about living in James Bay. Comments included:

*“In 20 years James Bay has changed from a transient, rundown area, overrun by street people into a vibrant, beautiful urban area that is now one of the most desirable places to live.” (Kingston St resident: JBNA QoL survey)*



## James Bay – Better or Worse?

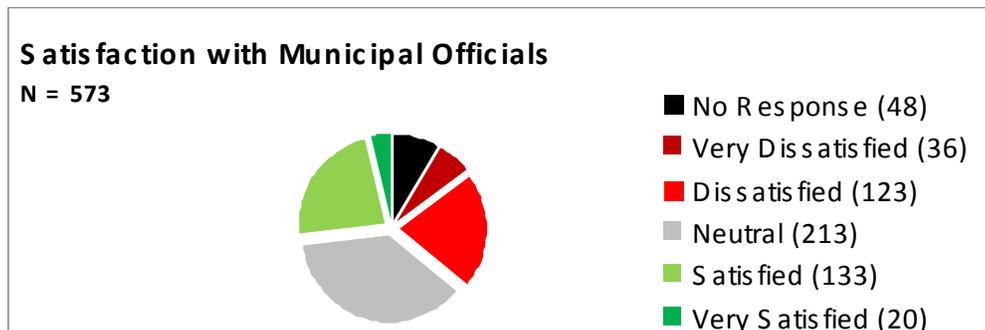
Residents are divided on whether James Bay has been getting better or worse in the last five years. Excluding those who did not respond, approximately equal proportions were of the opinion that James Bay was getting worse (32%), Better (30%), and No Change (38%). The reasons are explored in the following analysis and illustrated with quotes from the written comments provided by respondents.



## Satisfaction with Municipal Officials:

Excluding those who did not respond, 40% of respondents were neutral in their opinion of municipal officials' attention to neighbourhood issues, while an almost equal number were satisfied or very satisfied (30%) and dissatisfied or very dissatisfied (30%).

*"The City appears to be using JB as a show piece (horse drawn, etc.) but not investing in public space, boulevards, sidewalk modifications, Irving Park children's facility, possible cobblestone sidewalks like other cities." (South Turner St resident: JBNA QoL survey)*



### **Community Change – Key Indices and Priorities:**

Community satisfaction or dissatisfaction with the direction of change, and with the responsiveness of municipal officials, can be explained by the specific issues and priorities of importance to residents.

Question 4 asked respondents to describe, along a number of dimensions (Community Safety, Traffic and Transportation, Access to Amenities, and Quality of Property Development), whether James Bay has become “Better” or “Worse” or has “Not Changed” in the past five (5) years, AND then to identify the “Top 5 Priorities Requiring Attention”. The results are best understood by first describing the Top 5 Priorities requiring attention as identified by James Bay survey respondents.

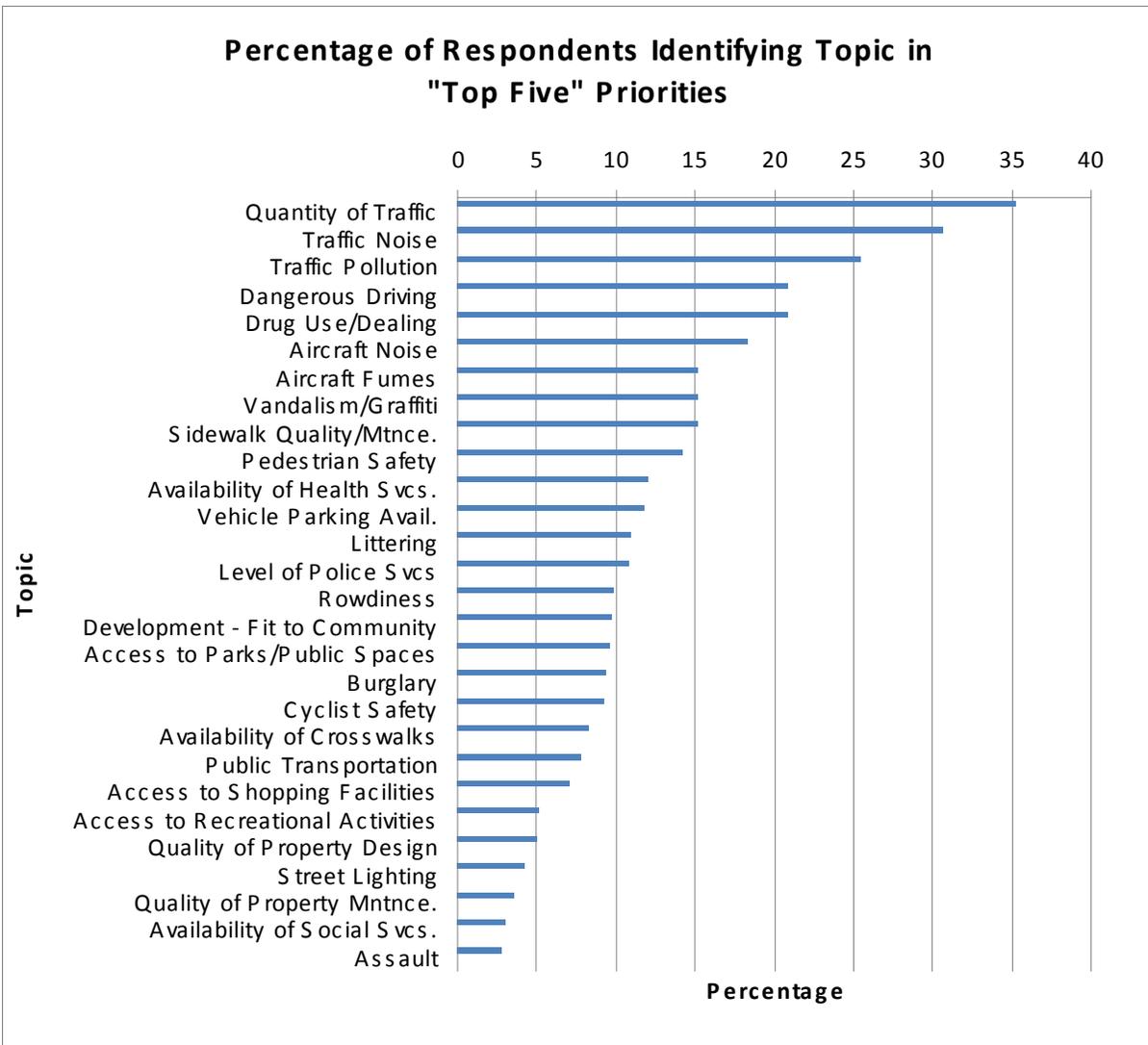
The consistent “Top 5 Priorities” are:

1. Quality / Volume of Traffic
2. Traffic Noise
3. Traffic Pollution / Emissions
4. Dangerous Driving
5. Drug Use or Drug Dealing

These priorities were followed by:

6. Aircraft Noise
7. Aircraft Fumes / Smells
8. Vandalism and Graffiti
9. Sidewalk Quality / Maintenance
10. Pedestrian Safety

In summary, 4 of the top 5 priorities are transportation related and 8 of the top 10 priorities are also transportation related. The complete priority ranking over the 28 areas of investigation is contained in the following chart.

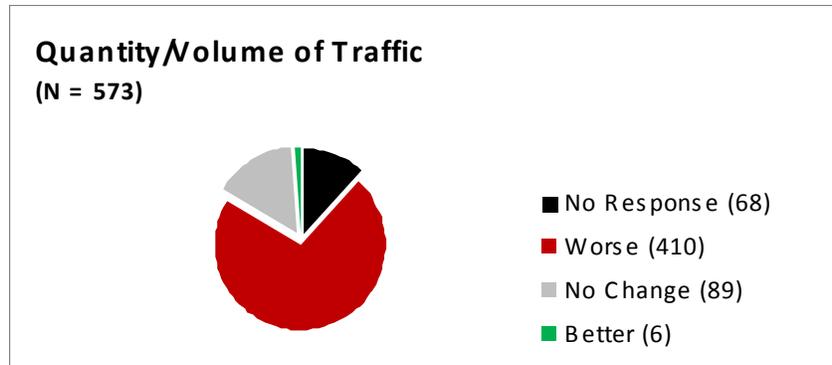


The 28 individual items were also “weighted” to reflect the priorities assigned by individual respondents (i.e. the top ranked priority was “weighted” more than the fifth ranked priority). The results are consistent with the un-weighted rankings with the exception that Drug Use/Drug Dealing moves up to the third ranked priority with Traffic Pollution and Dangerous Driving dropping to fourth and fifth, respectively. The table below provides the detailed results for all 28 areas of investigation. Comments are presented on the top ten priority areas.

**Ranked Priorities – Percentage Better / Worse / No Change:**

<b>Priority Topics (High to Low - Unweighted)</b>	<b>N</b>	<b>Better</b>	<b>Worse</b>	<b>No Change</b>
Quantity of Traffic	505	6 (1.2%)	410 (81.2%)	89 (17.6%)
Traffic Noise	507	8 (1.6%)	375 (74.0%)	124 (24.4%)
Traffic Pollution	494	13 (2.6%)	361 (73.1%)	120 (24.3%)
Dangerous Driving	486	12 (2.5%)	271 (55.8%)	203 (41.7%)
Drug Use/Dealing	463	35 (7.5%)	170 (36.7%)	258 (55.7%)
Aircraft Noise	491	23 (4.7%)	197 (40.1%)	271 (55.2%)
Aircraft Fumes	471	16 (3.4%)	160 (34.0%)	295 (62.6%)
Vandalism/Graffiti	473	51 (10.8%)	181 (38.3%)	241 (50.9%)
Sidewalk Quality/Maintenance	475	58 (12.2%)	152 (32.0%)	265 (55.8%)
Pedestrian Safety	488	28 (5.7%)	235 (48.2%)	225 (46.1%)
Availability of Health Services	476	89 (18.7%)	100 (21.0%)	287 (60.3%)
Vehicle Parking Availability	484	21 (4.3%)	234 (48.4%)	229 (47.3%)
Littering	471	54 (11.5%)	166 (35.2%)	251 (53.3%)
Level of Police Services	451	61 (13.5%)	61 (13.5%)	329 (73.0%)
Rowdiness	464	48 (10.3%)	140 (30.2%)	276 (59.5%)
Development - Fit to Community Character	467	174 (37.3%)	129 (27.6%)	164 (35.1%)
Access to Parks/Public Spaces	492	85 (17.3%)	52 (10.6%)	355 (72.1%)
Burglary	423	41 (9.7%)	95 (22.5%)	287 (67.8%)
Cyclist Safety	456	27 (5.9%)	195 (42.8%)	234 (51.3%)
Availability of Crosswalks	472	60 (12.7%)	85 (18.0%)	327 (69.3%)
Public Transportation	477	129 (27.0%)	52 (10.9%)	296 (62.1%)
Access to Shopping Facilities	503	234 (46.5%)	20 (4.0%)	249 (49.5%)
Access to Recreational Activities	486	101 (20.8%)	26 (5.3%)	359 (73.9%)
Quality of Property Design	459	185 (40.3%)	106 (23.1%)	168 (36.6%)
Street Lighting	450	61 (13.6%)	27 (6.0%)	362 (80.4%)
Quality of Property Maintenance	454	134 (29.5%)	79 (17.4%)	241 (53.1%)
Availability of Social Services	459	75 (16.3%)	50 (10.9%)	334 (72.8%)
Assault	414	41 (9.9%)	28 (6.8%)	344 (83.1%)
<b>Percentages Exclude No Response</b>				
<b>N = Total Sample Minus No Response</b>				

**Quantity/Volume of Traffic** was the top ranked priority requiring attention. Excluding the small number (68) of “No Response” answers (N=505), fully 81.2% of respondents are of the opinion that the “Quantity/Volume of Traffic” has become worse over the last five years while only 1.2% believe that the situation is “Better”.



Traffic and Transportation issues resulted in a large proportion of comments. Traffic generally resulted in 99 comments, Noise/Emissions/Pollution (106 comments), motorcycles (26 comments), Bicyclists (13 comments), and Public Transportation (26 comments).

*“My apartment fronts on to Dallas Road. When the cruise ships are in, the number of buses passing here is hell on earth. Well over a hundred in a four hour period. I have counted them! They are totally spoiling this area. (Over 75 lived in JB 14 yrs). (Olympia St resident)”*

**Traffic Noise** is the second ranked priority. 74.0% of respondents were of the opinion that “Traffic Noise” had become “Worse” over the last five years while only 1.4% thought that it had become “Better”.

*“Tour bus traffic volume and noise has increased dramatically. Tour bus traffic to cruise ships at Ogden Point is beyond reason. Especially since many of the buses are carrying a small number of passengers. We can no longer sit on our deck or have our condo windows open due to traffic noise. Buses run 7 a.m. to 11 p.m. Enough is enough. Something must be done. Have counted over 200 buses past our condo on busy days. (Montreal St resident)”*

**Traffic Pollution/Emissions** is the third ranked priority. 73% of respondents are of the opinion that “Traffic Pollution/Emissions” has worsened over the last five years.

*“Bus emissions (from all buses including BC Transit, Ogden Point buses, Pacific Coast and Grayline), tourist buses (Cruise Victoria) and bus noise is terrible at times. It is enough for us to consider relocation out of James Bay.” (Erie St resident)”*

**Dangerous Driving** ranks fourth on the list of top priorities requiring attention. 55.8% of respondents are of the opinion that “Dangerous Driving” has worsened over the last five years.

*“Taxis speeding, a huge issue. They go 70 – 80 km. Down Superior and Montreal is 30Km. In one section! Yellow Cabs are particularly bad. I’ve called the company many times to complain but the drivers still speed and the police are useless when it comes to enforcement. They need to set up weekly/daily road checks on all side streets – not just one! (Michigan St resident)”*

**Drug Use or Drug Dealing** ranks fifth in priority, with nearly five times as many residents stating that the problem has become worse over the last five years compared to those that believe the problem is improving. 55.7% of JB residents believe that there has been “No Change”, and 36.7% believe Drug Use/Drug Dealing is “Worse”. This is the only “non-transportation” related issue in the top five priorities of James Bay residents. A total of 30 comments were received on the topic of Drugs, Homelessness, and Crime. The following comment is typical.

*“Transient/homeless/addicted and associated theft/noise/partying/safety. Image is not good. Police response and visibility is not acceptable – consider a small detachment with bicycle officers. 9:00 p.m. to 3:00 a.m. is target time.” (Michigan St resident)*

**Aircraft Noise** is the sixth ranked priority. 40.1% of respondents are of the opinion that “Aircraft Noise” has worsened over the last five years whereas only 4.7% are of the opinion that it is “Better”. 31 respondents provided comments on noise and emissions from aircraft (both floatplanes and helicopters).

*“Noise from planes and helicopters is deafening.” (Dallas Rd resident)*

**Aircraft Fumes** are the seventh ranked priority. 34.0% of respondents are of the opinion that “Aircraft Noise” has worsened over the last five years whereas only 3.4% are of the opinion that it is “Better”.

*“Air pollution caused by emissions from helicopters (excess fuel), float planes and cruise ships has a major impact on our enjoyment of the outdoors and on warm summer days the indoors of our condo. This is the overall no 1 concern followed by excessive noise levels.” (Dallas Rd resident)*

*“Helijet Fuel rain: I am not speaking of exhaust, but unspent fuel that rains down on my neighbourhood and me... I can feel it on my skin and I can see it on my windows, car, anything outside, to say nothing of the smell. The cancerous consequences of this scare the crap out of me, to be blunt. It is killing me slowly and there is nothing I can do about it but leave James Bay, and I love it here.” (St Lawrence St resident)*

**Vandalism /Graffiti** is the eighth ranked priority. It is only the second non-transportation related issue to be in the top ten priorities. 38% believe the problem is getting worse while only 11% believe it is getting better.

*“Need to remove/repair graffiti as soon as it happens – research proves it will less likely continue because the vandal isn’t receiving recognition or attention – city bylaw to require ID to sell spray paint ??” (Michigan St resident)*

**Sidewalk Quality/Maintenance** ranks ninth on the list of top priorities requiring attention. 32.0% of respondents are of the opinion that “Sidewalk Quality/Maintenance” has worsened over the last five years whereas only 12.2% are of the opinion that it is “Better”.

*“Sidewalks are a disgrace given JB’s population density and needs to accommodate many physically challenged residents”. (Simcoe St resident)*

*“Sidewalks – need to be repaired or renewed of the cracks and slopes to the road. I use a walker and I have to lift it up to get over them and I am afraid of falling.” (Government St resident)*

**Pedestrian Safety** is the tenth ranked priority. 48% of respondents are of the opinion that “Pedestrian Safety” has worsened over the last five years.

*“My kids have nearly been hit twice trying to cross Dallas Road at the end of Oswego in the last month – tourists and taxis don’t stop and they think it’s funny. It is hard to cross to the park next to Fisherman’s Wharf, so we hardly ever go any more.”*

*(Oswego St resident)*

### **Traffic and Transportation Priorities:**

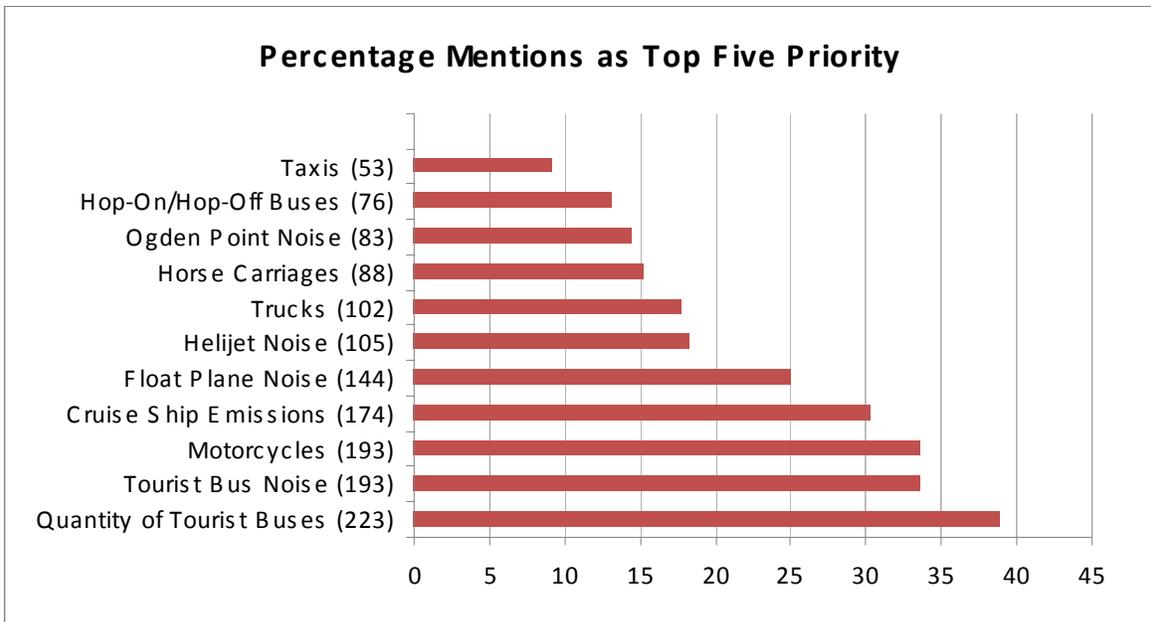
“People movement” issues were the most frequently mentioned topic as determined through a content analysis of three years of JBNA minutes. It was therefore decided to further investigate resident opinions about transportation related topics.

The following chart is based on resident responses to Question 5 which asked the following: *“How would you rate the following types of transportation and their related effects in your local area? (Indicate for each item whether it is a “Problem”, “Not a Problem”, or “No Opinion”). In addition, pick the top five topics requiring attention and indicate the most important priority with a “1”, the second most important with a “2”, etc.”*

On both a weighted and un-weighted basis the top five priorities are consistent. The top ranked priorities are:

1. Quantity of Tourist Buses
2. Tourist Bus Noise
3. Motorcycles
4. Cruise Ship Emissions
5. Float Plane Noise

This result is also consistent with the ranking of all twenty-eight topics described earlier. In the chart below, the number of mentions as a top five priority is given in brackets for each topic.



**Quantity of Tourist Buses** was the top ranked priority amongst the 11 transportation related topics. Of those who did respond (N=530), the largest percentage (54%) indicated that this was a problem, 38% did not consider it to be a problem, and 8% had “No Opinion”. However, when the responses are stratified by either street address or postal code, significant differences can be observed across different areas within James Bay. This is also the case for the other high priority transportation problems.

*“Tourism – quantity of noise pollution traffic.” (Dallas Rd resident)*

**Tourist Bus Noise** was the second ranked transportation problem requiring attention. Of those who did respond (N=536), the largest percentage (50%) indicated that it was a problem, 40% did not consider it to be a problem, and 9% had “No Opinion”.

*“The primary irritant is the noise from those “crapped out” highway buses of ‘Cruise Victoria’, particularly when they often have only two or three passengers. The newer ‘tour’ buses are annoying but not as noisy ...” (Montreal St resident)*

**Motorcycles** are the third ranked priority amongst the 11 transportation topics. Of those who did respond (N=524), the largest percentage (56%) indicated that these were a problem, 36% did not consider them to be a problem, and 9% had “No Opinion”. There are significant differences in the priority level placed on motorcycles between respondents who are older than 45 years of age, and younger respondents who appear to be less inclined to be troubled by motorcycles.

*“The roar of accelerating motorcycles is unbelievable in our area. We are near Beacon Drive-in but motorcyclists seem to take delight in revving their bikes as they arrive & as they leave the area.” (Douglas St resident)*

*“Motorcycle noise is a problem especially overnight: too loud and too many motorcycles are being rented to the tourists during the summer time, which is increasing noise around the James Bay neighbourhoods.” (Montreal St resident)*

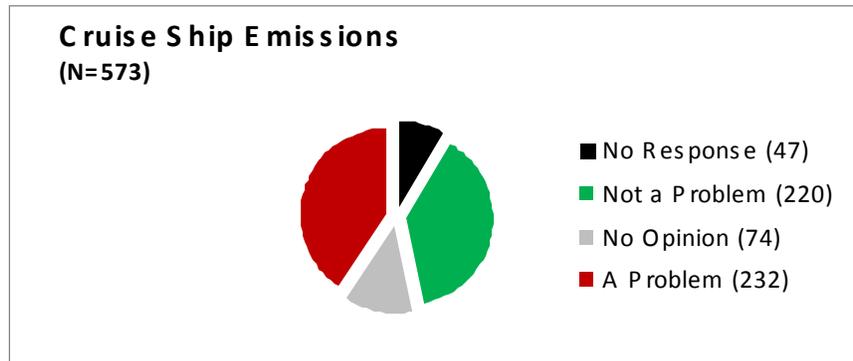
**Cruise Ship Emissions** is the fourth ranked transportation related priority. Of those who did respond (N = 526), the largest percentage (44%) indicated it is a problem, 42% indicate it is not a problem, and 14% have no opinion. New indicators related to air quality and cruise ship emissions are reported upon elsewhere in this issue of the JB Beacon.

*“Cruise ship emissions a big concern.” (Kingston St resident)*

*“Cruise ship emissions blowing into my yard along with engine and horn noise.” (Simcoe St resident)*

*“Cruise ship emissions: Toxic! What are the long-term effects on our health?” (Michigan St resident)*

*“We think cruise ships and their emissions are also worsening and top priority.” (Ladysmith St resident)*



**Float Plane Noise** is the fifth ranked transportation related priority. Of those who did respond (N = 521), the largest percentage (53%) indicated it is not a problem, 37% indicate it is a problem, and 9% have no opinion. As with the other transportation topics, considerable differences can be observed in the responses from different areas within James Bay.

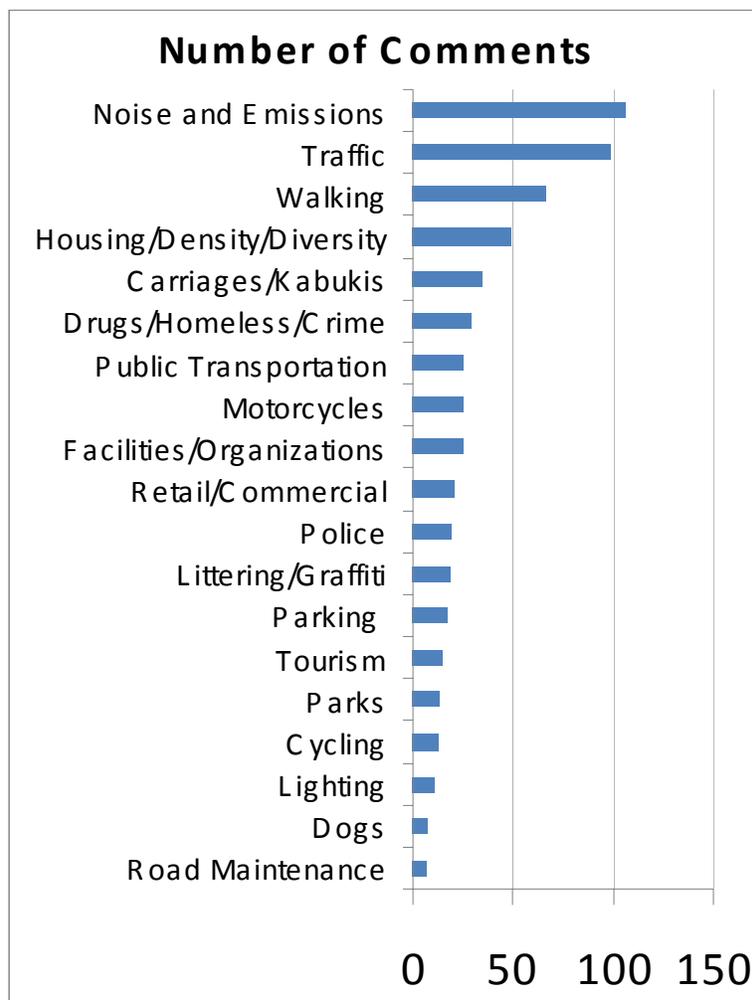
*“Picture it ... In the shower around 7 AM. Surrounded on six sides by reinforced concrete, save for the door which is closed. The radio loudly playing CBC 1 so that I can hear it above the shower. The shower is beating down on my head and the ceiling fan is groaning on. Above all of that noise an airplane is clearly heard throttling up in take off mode. Gimme a break, eh !!” (Erie St resident)*

### Other Issues:

The fact that this report hasn't talked about other issues does not mean that they are unimportant. As a community, if there is an issue shared by our neighbours, we can, as individuals and through the JBNA, choose to make it our issue. For example, "Street Lighting" was identified as an issue and the respondents identified specific locations for improvement. Similarly, respondents identified specific locations in need of cross-walks. Interestingly, 46.5% of respondents believe that access to shopping facilities has improved over the past five years.

### Comments:

Comments were grouped by subject. These groupings were not dictated by the survey categories. The number of comments by subject, aside from general comments, provide another perspective on resident priorities. In the Noise and Emissions category, many residents commented on more than one source, while 37 spoke of traffic, 31 of aircraft, and 19 of cruise ships.



The quality of life survey results describe numerous opportunities for greater resident involvement with respect to specific issues.

**If you have an interest in a specific topic, regardless of its priority ranking, please let the JBNA know. Action groups may be organised with respect to initiatives that could lead to improvements in our neighbourhood.**

### **Steps ahead:**

The following recommendations were presented at the October JBNA meeting and for consideration by the JBNA Board.

1. Publish this report on the JBNA Web-Site.
2. Present the report to the City of Victoria as the primary governance body, and for use in the formulation of the James Bay neighbourhood plan.
3. Meet with individual City of Victoria departments and the Victoria Police Department to explain the priorities and suggestions of JB residents.
4. Communicate to other responsible parties (GVHA, Tour Bus Operators, Cruise Ship Operators, etc.) the concerns of James Bay residents as identified by the Quality of Life Survey.
5. Establish regular reporting from the responsible groups to the JBNA and residents on progress towards achieving the prioritised objectives.

The JBNA wishes to thank

- all of those residents who completed the survey,
- the volunteers who distributed, collected, and coded the questionnaires for analysis,
- the businesses and organizations who supported our efforts ; namely – New Horizons, Little Gem, Bird Cages, Niagara Grocery, JB Community School Centre, JB Community Project, MB Coffee and Books, and Serious Coffee; and
- the James Bay Beacon for publishing the questionnaire, the article on the survey methodology, and results.

**That which gets measured, gets managed**