

OCP Review: Community Vision Statement Comments

7. How well does the current community vision statement reflect your vision of Esquimalt?

“Esquimalt is a diverse community, a desirable place to live and an integral member of a larger region. We encourage meaningful community participation and consultation to provide open and responsible decision-making. We enhance responsible economic opportunities and embrace sports, recreation, the arts and the west coast lifestyle.

As we achieve the vision, we enhance our quality of life; enjoy health and safety; build upon our cultural heritage; revitalize our community; protect our natural environment and foster our diversity.”

Response	Chart	Percentage	Count
1 - Does not reflect		4.6%	25
2 - Reflects somewhat		13.4%	72
3 - Reflects moderately		21.4%	115
4 - Reflects a lot		48.0%	258
5 - Reflects exactly		10.8%	58
Prefer not to answer		1.9%	10
Total Responses			538

Table: Summary of Comments

Theme (# of comments)	Categories (#)	Common Feedback
Vision Statement – General (48)	Revisions (15) Structure (8) Generic (8) Length (6) Missing (5) Positive (4) Negative (2)	Too long. Too generic (can apply to any city in the region). Should be a vision of the future and not describing status quo (remove facts). Missing sense of community (i.e. small town feel).
Economic Development (42)	Wording (16) Commercial (11) Local (6) Employment (4) Residential (3) Other (2)	Encourage or promote economic growth. More amenities and services (retail, restaurant, etc.) Local businesses and employment.

APPENDIX “B”
Staff Report DEV-16-018

Theme (# of comments)	Categories (#)	Common Feedback
Cultural Heritage (17)	First Nations (10) Cultural heritage (5) Navy (2)	First Nations recognition. “Honour” our cultural heritage. Heritage includes the navy.
Revitalize Community (16)	Esquimalt Road (10) General (6)	Revitalize main corridor / Esquimalt Rd. Revitalization has been slow.
Larger Region (10)	Region (6) Amalgamation (4)	Esquimalt benefits from amenities in our neighbouring municipalities.
Land Use and Development (9)	Small Development (3) More Development (2) Small Homes (2) Other (2)	Small scale development.
Natural Environment (9)	<i>No sub-categories</i>	Environmental protection and sustainable practices.
Diversity (8)	Diversity (5) Negative comments (3)	More elaboration (e.g. define types of diversity). The word is meaningless. Council decisions demonstrate they do not foster diversity. Replace with “inclusive”.
Transportation (7)	Active Transportation (6) Other (1)	Sustainable transportation. Walkability.
Quality of Life (7)	Age Friendly (3) Community (2) Public Spaces (2)	Age-friendly and family-oriented.
West Coast Lifestyle (6)	Negative (6)	What does a west coast lifestyle mean?
Health & Safety (6)	Policing (2) Speeding (2) Homeless (2)	Housing for marginalized people.
Consultation & Decision Making (4)	<i>No sub-categories</i>	Boring, use plain language.
Sports, Recreation (4)	<i>No sub-categories</i>	Access to outdoor recreational opportunities.
<i>Miscellaneous (12)</i>	<i>No sub-categories</i>	Disconnect between Council decisions and the vision statement.