

## Results:

### 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
<b>Total Responses</b>			<b>538</b>

**Table: Summary of Community Vision Statement Comments**

Theme (# of comments)	Categories (# of comments)	Common Feedback
<b>1. Esquimalt is a diverse community &amp; 14. Foster our diversity</b>		
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”.
<b>2. A desirable place to live</b> (Refer to item 5. Economic Development)		
<b>3. An integral member of a larger region.</b>		
Larger Region (10)	Region (6) Amalgamation (4)	Esquimalt benefits from amenities in our neighbouring municipalities.
<b>4. We encourage meaningful community participation and consultation to provide open and responsible decision-making.</b>		
Consultation & Decision Making (4)	<i>No sub-categories</i>	Boring, use plain language.
<b>5. We enhance responsible economic opportunities</b>		
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.
<b>6. Embrace sports, recreation</b>		
Sports, Recreation (4)	<i>No sub-categories</i>	Access to outdoor recreational opportunities.
<b>7. The arts</b> (Refer to item 5. Economic Development)		
<b>8. The west coast lifestyle</b>		
West Coast Lifestyle (6)	Negative (6)	What does a west coast lifestyle mean?
<b>9. As we achieve the vision, we enhance our quality of life</b>		
Quality of Life (7)	Age Friendly (3) Community (2) Public Spaces (2)	Age-friendly and family-oriented.
<b>10. Enjoy health and safety</b>		
Health & Safety (6)	Policing (2) Speeding (2) Homeless (2)	Housing for marginalized people.
<b>11. Build upon our cultural heritage;</b>		
Cultural Heritage (17)	First Nations (10) Cultural heritage (5) Navy (2)	First Nations recognition. “Honour” our cultural heritage. Heritage includes the navy.

Theme (# of comments)	Categories (# of comments)	Common Feedback
<b>12. Revitalize our community</b>		
Revitalize Community (16)	Esquimalt Road (10) General (6)	Revitalize main corridor / Esquimalt Rd. Revitalization has been slow.
Land Use and Development (9)	Small Development (3) More Development (2) Small Homes (2) Other (2)	Small scale development.
<b>13. Protect our natural environment</b>		
Natural Environment (9)	<i>No sub-categories</i>	Environmental protection and sustainable practices.
Transportation (7)	Active Transportation (6) Other (1)	Sustainable transportation. Walkability.
<b>Other</b>		
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).
<i>Miscellaneous (12)</i>	<i>No sub-categories</i>	Disconnect between Council decisions and the vision statement.