



Richmond Community Survey



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Methodology

- Results from telephone survey of 508 residents of Richmond, 18 years of age and older conducted between July 26-29, 2007.
 - 106 in the immediate vicinity – the area bounded by No.3 Road, Cambie, Hwy 99 and Granville Avenue
 - 402 in the broader community
- The data has been weighted by language and gender according to the 2001 Canadian Census data. Twenty-two interviews were conducted in Mandarin or Cantonese and a total of 113 respondents speak primarily a Chinese dialect at home.
- A sample of this size is considered accurate to +/-4.34%, 19 times out of 20.

Note: graphs may not always total 100% due to rounding values rather than any error in the data.



Six Key Things You Should Know

1. Richmond residents are very familiar with the property and moderately familiar with the three party agreement.
2. The agreement receives more support than opposition at the beginning of the survey. At the end of the survey two thirds say the proposal “.. sounds like a reasonable compromise that will let Richmond move forward.”
3. Growth is considered a fact of life by residents.
4. While residents are moderately concerned about the loss of farmland, for many residents the farmland issue is really about protecting green space.
5. Consistent with this view, the most popular potential uses of the property are green space, followed by playing fields and recreational and cultural space.
6. There is strong support for having a full public consultation regarding how to use the City’s share of the property.

Setting the Stage - Context



Initial Context Questions in Survey

- A1. In your opinion, what is the most important issue in RICHMOND today, in other words, the one that concerns you personally the most? **(PLEASE SPECIFY) (PROBE: WHAT EXACTLY DO YOU MEAN BY THAT?) [DO NOT READ LIST]**
- A3. During the past two or three years, have you been very active, somewhat active, not very active, or not active at all either on your own or with others in expressing a concern about a local or community issue?
- A4. Thinking about the current city government for a moment, do you strongly approve, somewhat approve or somewhat disapprove or strongly disapprove of the job the government has been doing in managing the issues and concerns of the people of RICHMOND?

I am going to read you a series of issues some people in RICHMOND are concerned about. For each of these issues, please tell me if you are ... **(READ CODE LIST. RANDOMIZE ITEMS)**

- 1 Extremely concerned
2. Very concerned
- 3 Somewhat concerned
- 4 Not very concerned
- 5 Not concerned at all.
- 8 Don't Know
- 9 Refused

(VOLUNTEERED)
(VOLUNTEERED)

- A5. Loss of green space
- A6. Traffic
- A7. Loss of land for farming
- A8. Lack of affordable housing
- A9. Too much development
- A10. Lack of sports and recreational facilities

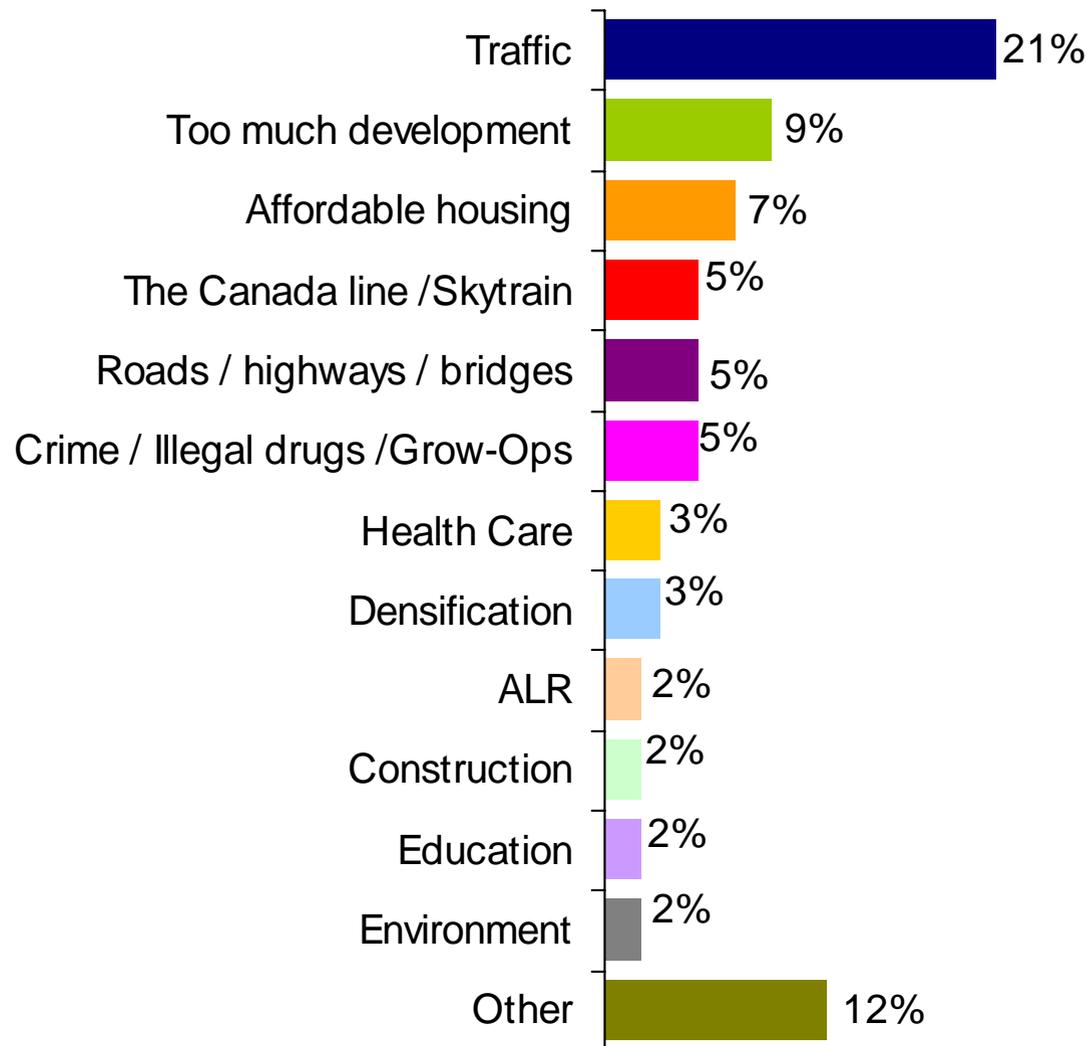
END BATTERY



Traffic most important issue in Richmond today



In your opinion, what is the most important issue in RICHMOND today, in other words, the one that concerns you personally the most?

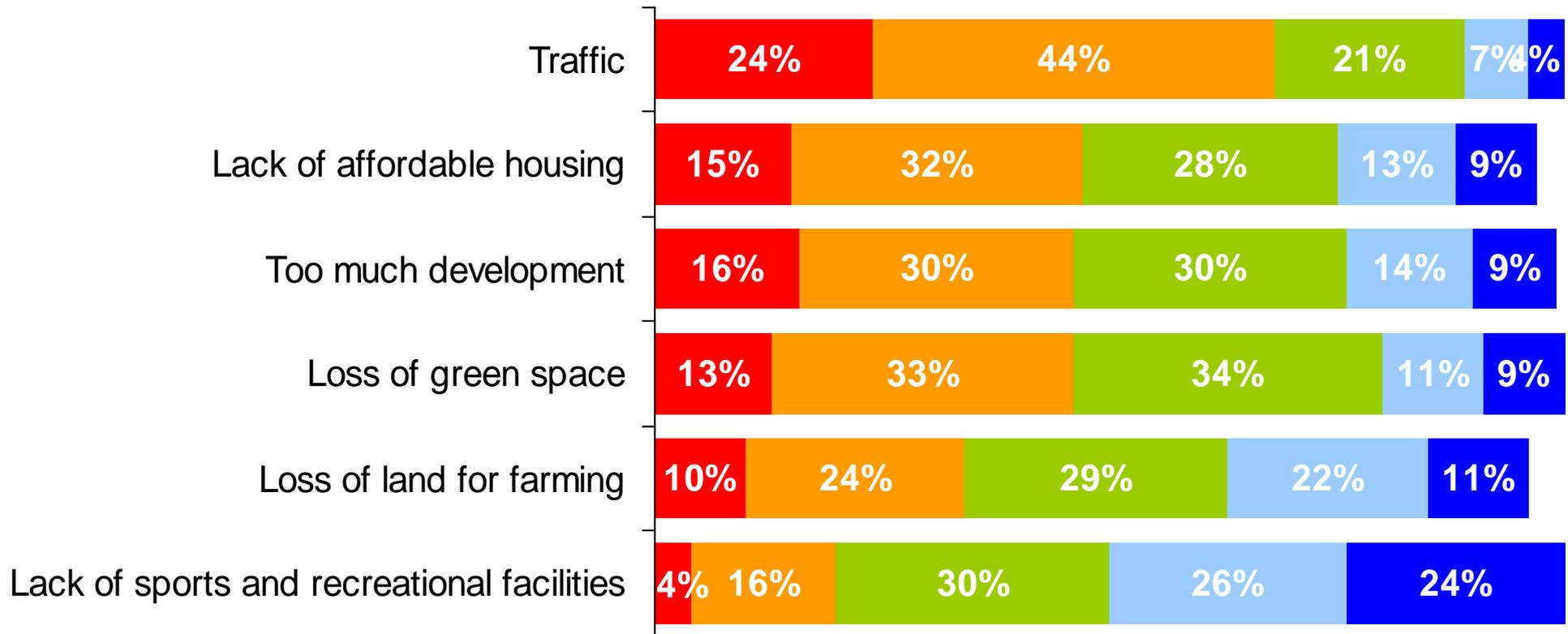


Note: Don't know / Refused (12%)
Mentions < 2% not shown

Traffic tops prompted list as well

Q

I am going to read you a series of issues some people in RICHMOND are concerned about. For each of these issues, please tell me if you are ...



Extremely concerned

Very concerned

Somewhat concerned

Not very concerned

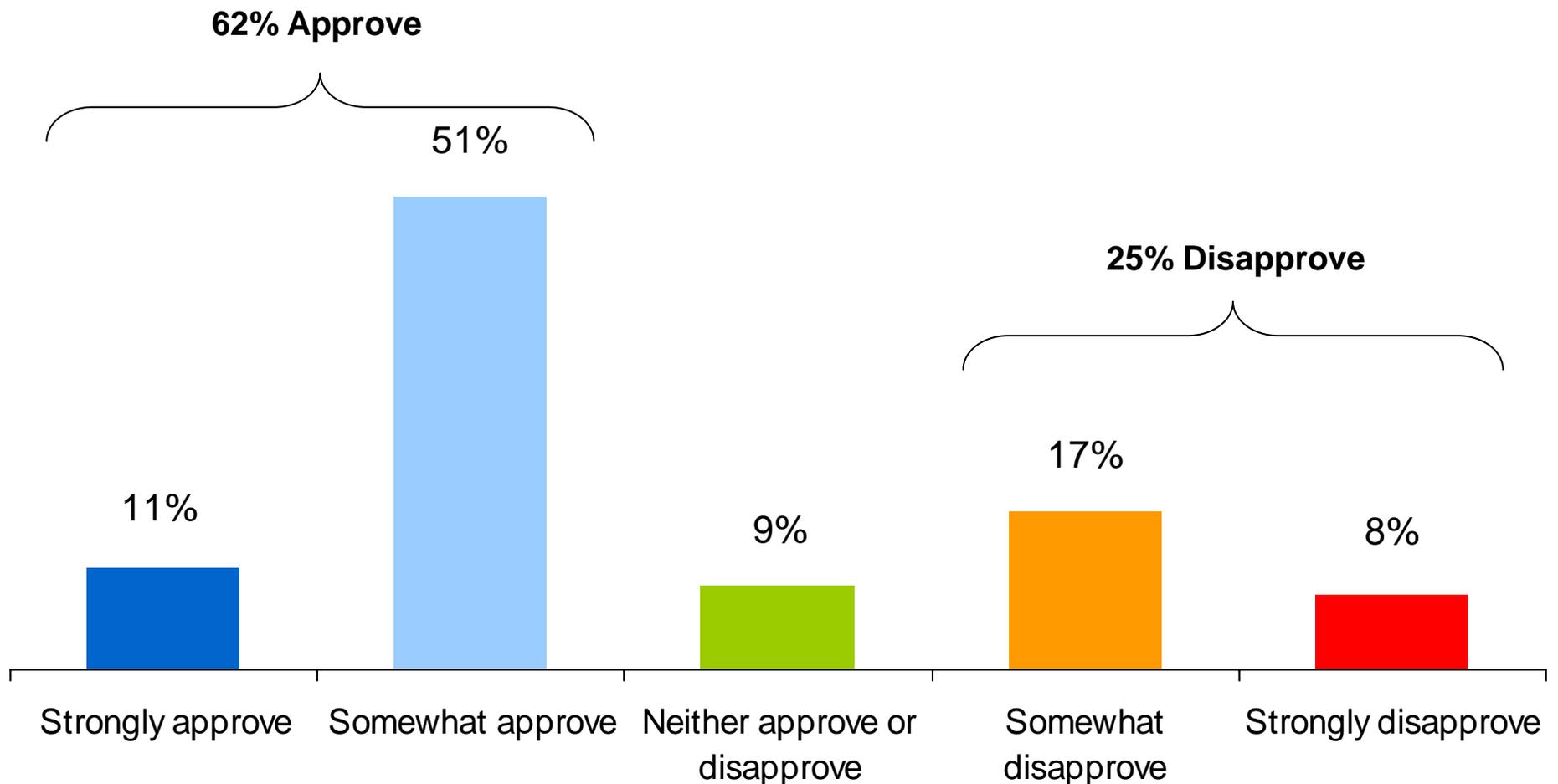
Not concerned at all

"Don't know" / "refused" not shown

Three-fifths approve of municipal government

Q

Thinking about the current city government for a moment, do you strongly approve, somewhat approve or somewhat disapprove or strongly disapprove of the job the government has been doing in managing the issues and concerns of the people of RICHMOND?

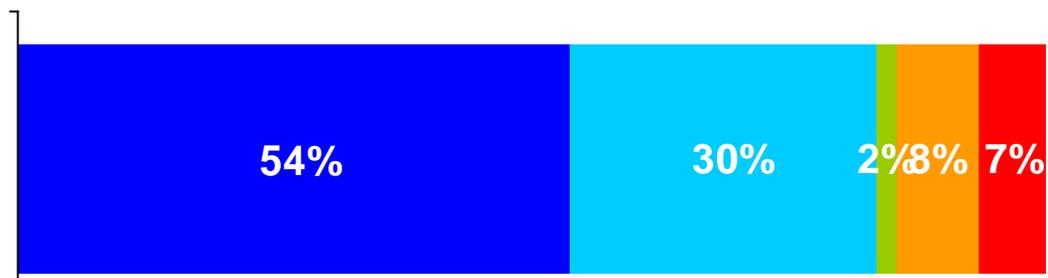


Note: Don't know / Depends / Refused (5%) not shown

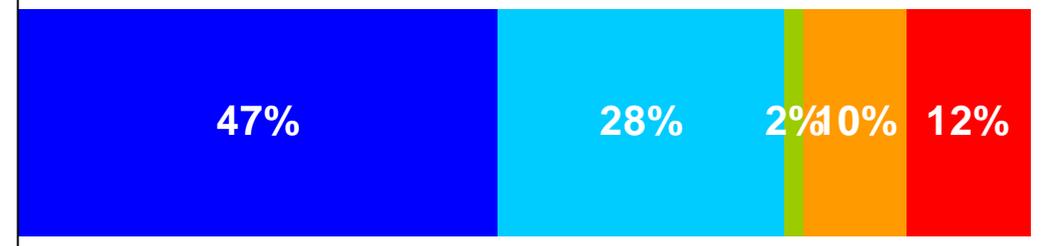
Development seen as inevitable; desire to preserve green space and negotiate, not litigate

Q I am going to read you a series of statements some people have made about issues facing Richmond. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?

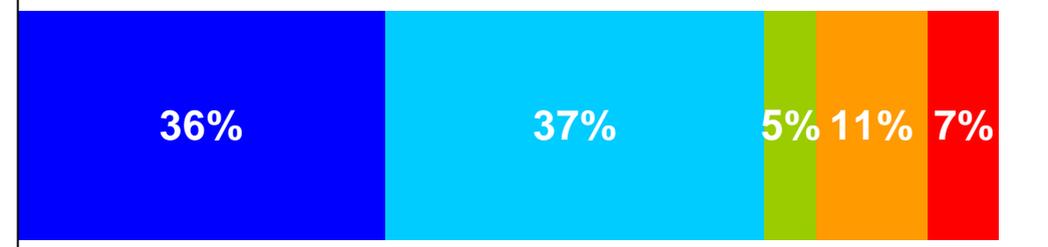
Richmond is going to grow whether we like it or not.



I am not too concerned about continuing to farm in Richmond, but I do want to make sure we protect green space.



It is better to negotiate a deal with the Musqueam over the Garden City Lands than to leave it to the courts to settle the dispute.



- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

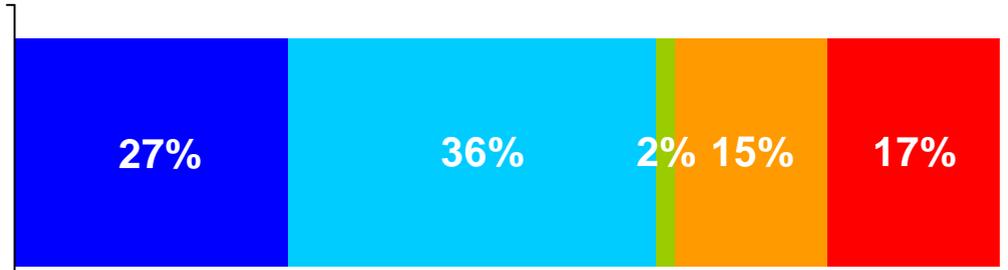
Note: Don't Know not shown



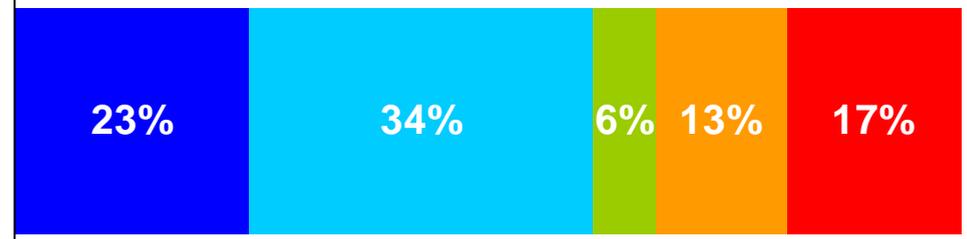
Slight majority disagrees with basic NIMBY positioning, majority support land claims generally

Q I am going to read you a series of statements some people have made about issues facing Richmond. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?

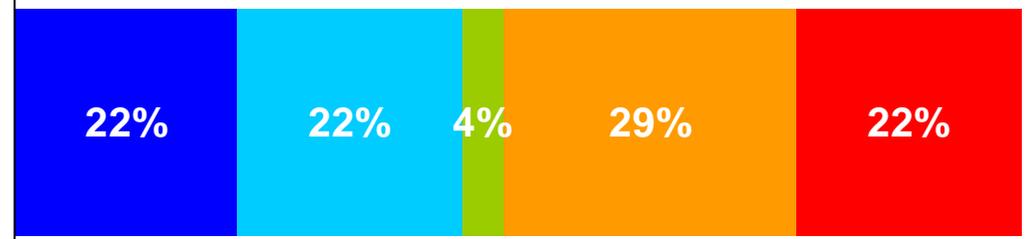
Creating pockets of higher density development is a good way to create communities where people can get around without a car.



Settling land claims is an important part of making up for the past injustices caused to aboriginal peoples.



I like Richmond the way it is; we don't need any new developments.



- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree



Note: Don't Know not shown

Project Specific Questions



Project-specific Questions

One issue before the City of Richmond is an area called the Garden City Lands. There is an agreement between the City of Richmond, Canada Lands Company and the Musqueam First Nation to develop the 55-hectare former Department of Fisheries and Oceans land. This is the land bordered west-east by Garden City and No. 4 roads, and north-south by Alderbridge Way and Westminster Highway. There used to be radio masts on that land.

B1. Do you recall driving by that parcel of land? **(READ DESCRIPTION IF NECESSARY)**

B2. How close do you live to that parcel of land?

B3. Have you read, seen or heard anything about the Garden City Lands agreement other than this survey?

B4. The agreement will transfer 50% of the Garden City lands to the City of Richmond and the other 50% will be developed by Canada Lands Company and the Musqueam First Nation.

say **(IF B3=1)** From what you have read, seen or heard about this agreement, would you support or oppose it? **(IF SUPPORT OR OPPOSE:** Is that strongly or just somewhat?)

(IF B3>1) From that description, do you support or oppose this agreement? **(IF SUPPORT OR OPPOSE:** Is that strongly support/oppose or just somewhat support/oppose?)

B5. And why do you say that?



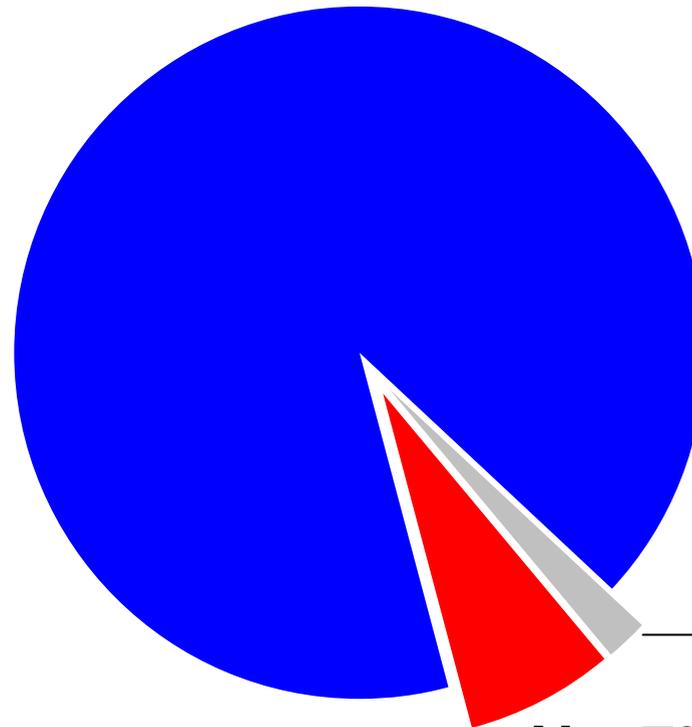
Nine-in-ten have driven by Garden City lands

Q

One issue before the City of Richmond is an area called the Garden City Lands. There is an agreement between the City of Richmond, Canada Lands Company and the Musqueam First Nation to develop the 55-hectare former Department of Fisheries and Oceans land. This is the land bordered west-east by Garden City and No. 4 roads, and north-south by Alderbridge Way and Westminster Highway. There used to be radio masts on that land.

Do you recall driving by that parcel of land?

Yes, 91%



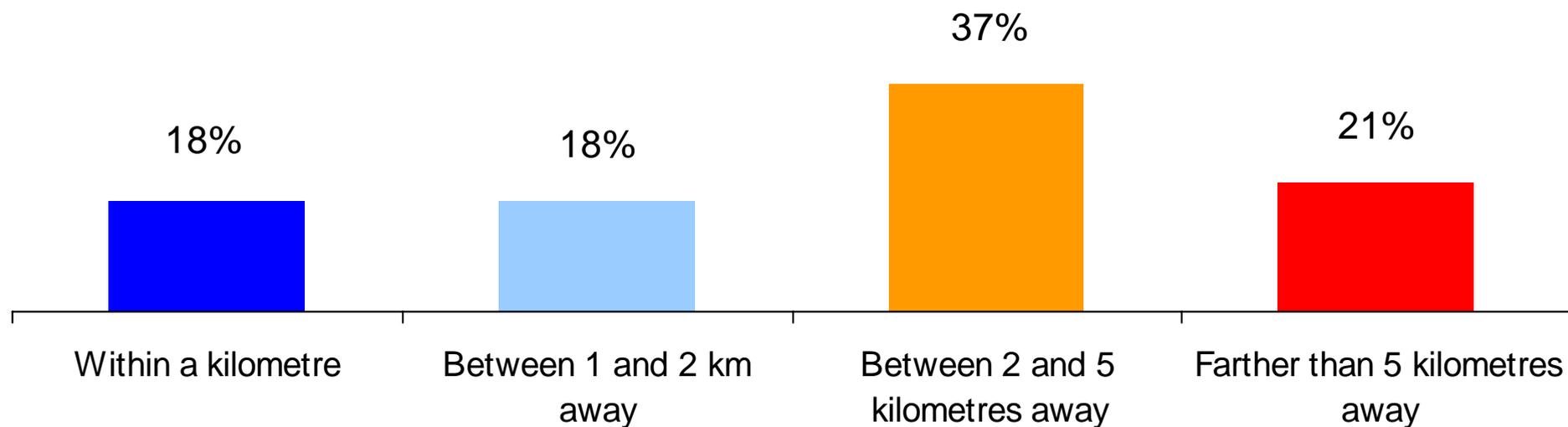
'Don't know' (2%)

No, 7%

Three-quarters say they live within 5km of the Garden City Lands



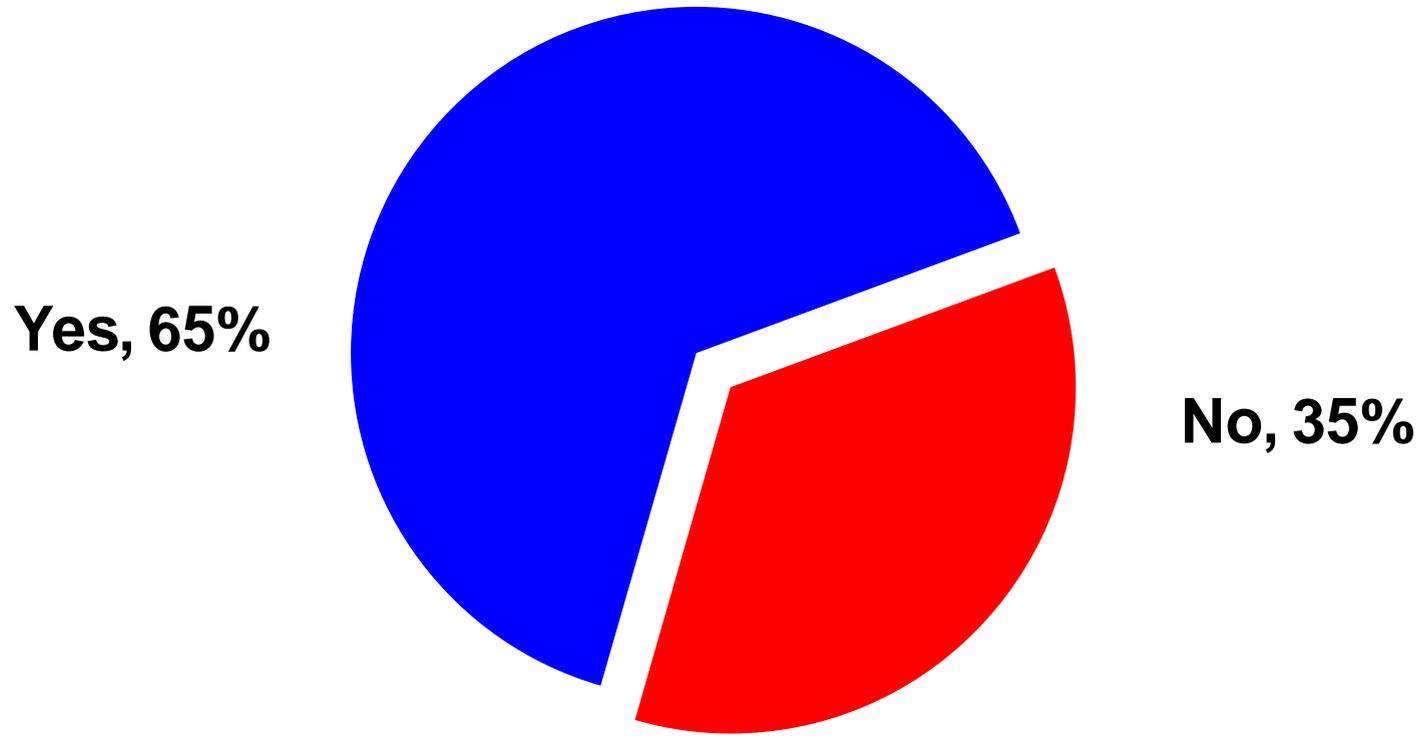
How close do you live to that parcel of land?



Note: Don't know / Refused (7%) not shown

Two-thirds are aware of Garden City lands project

Q Have you read, seen or heard anything about the Garden City Lands agreement other than this survey?



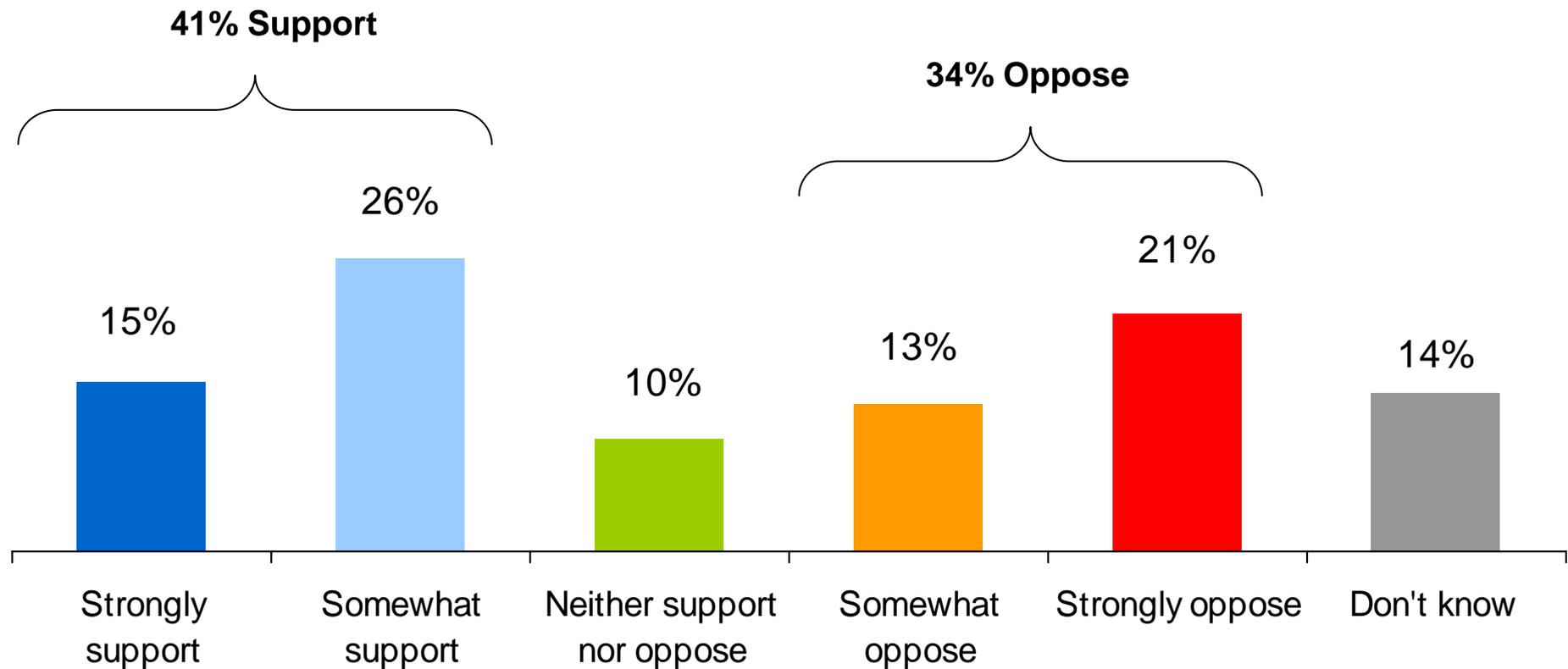
Initial Support



Plurality support Garden City lands agreement

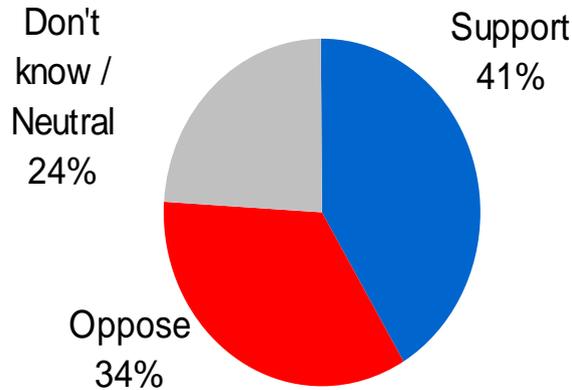
Q

The agreement will transfer 50% of the Garden City lands to the City of Richmond and the other 50% will be developed by Canada Lands Company and the Musqueam First Nation. From what you have read, seen or heard about this agreement, would you say you support or oppose it?

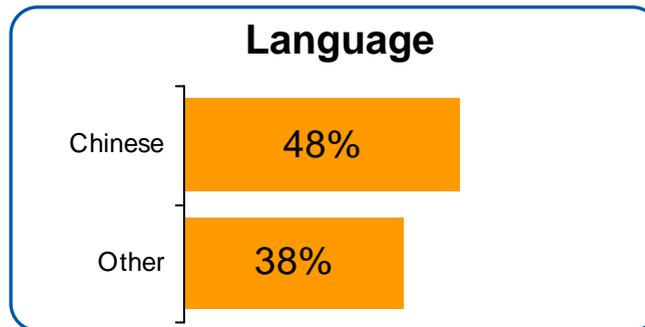
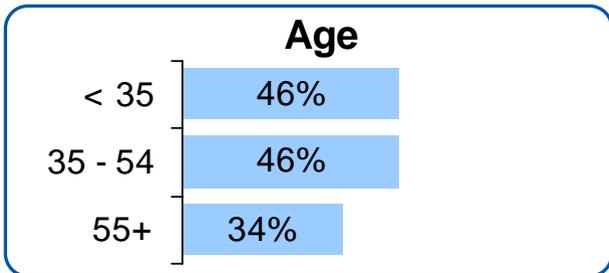
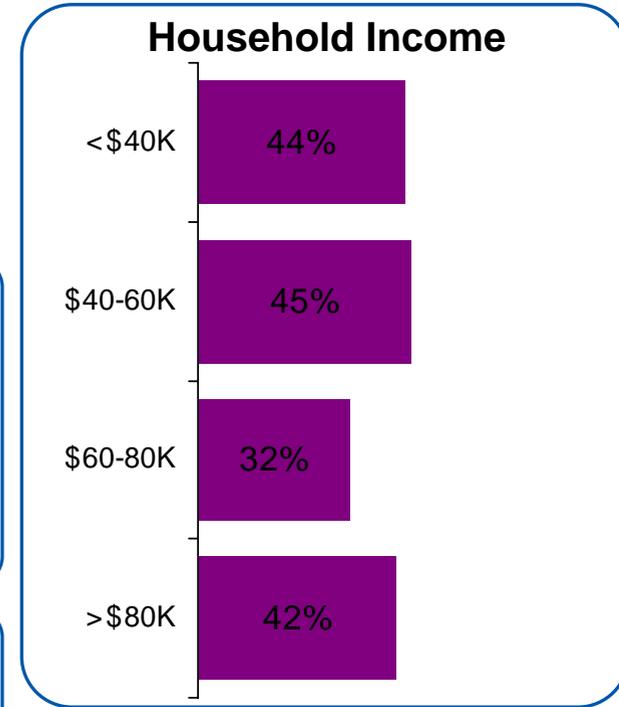
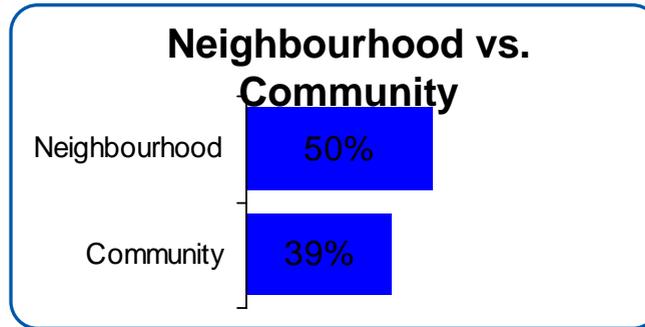
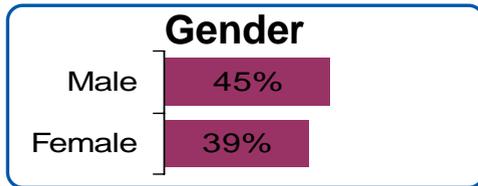


Profile of Supporters

Q The Garden City Lands agreement between the City of Richmond, Canada Lands Company and the Musqueam First Nation sounds like a reasonable compromise that will let Richmond move forward. – Support or Oppose.



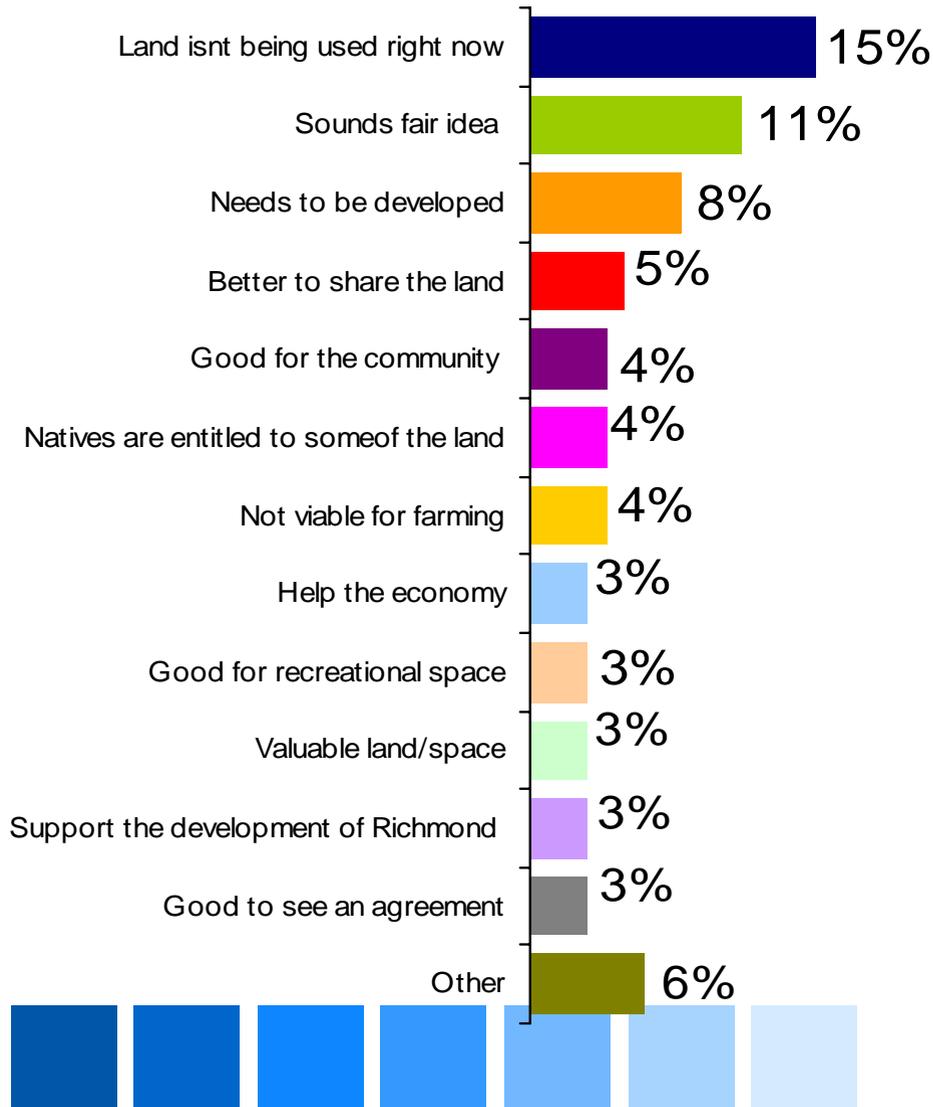
Those who support agreement



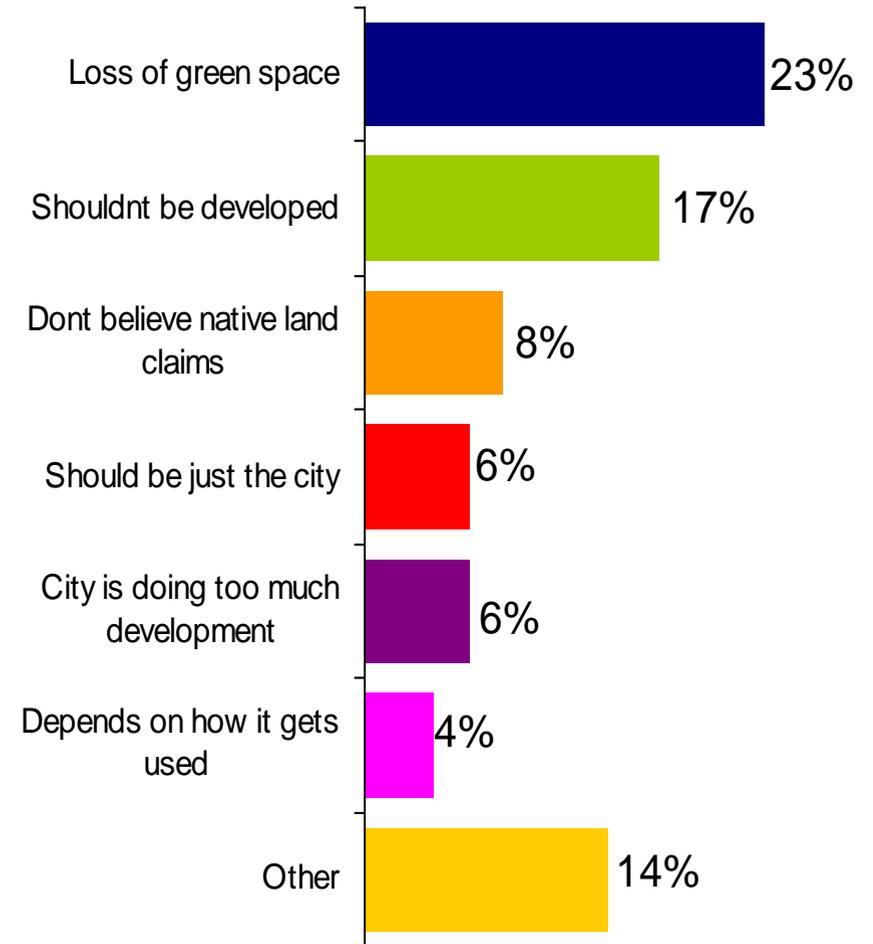
Why do you support / oppose?

Q And why do you say that? SUPPORT (n=211), OPPOSE (n=173)

Support (n=211)



Oppose (n=173)



Note: 'Don't know' / Mentions < 3% not shown

ALR Background



ALR background questions

RAND1

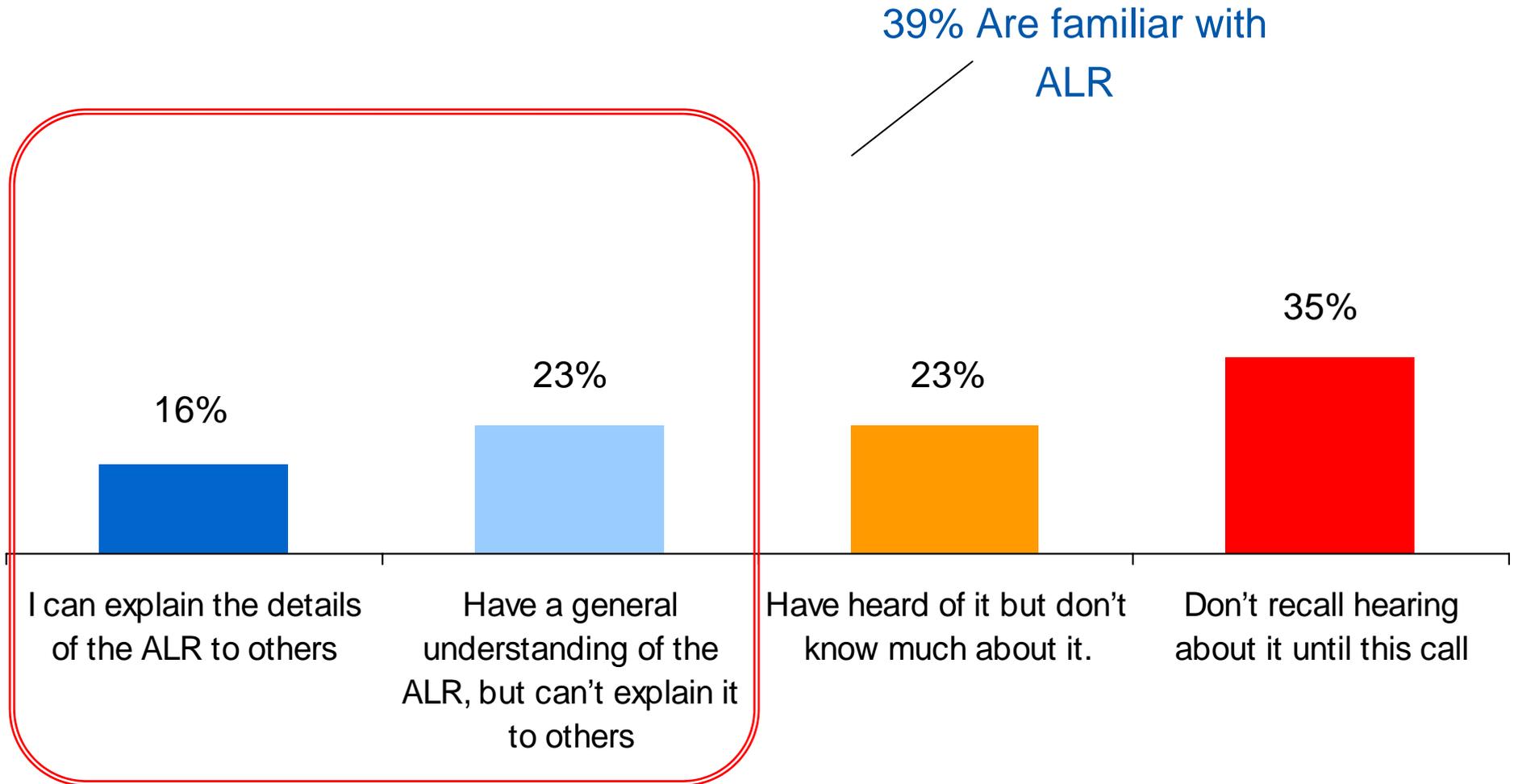
ALR FIRST

GENERAL BACKGROUND FIRST

- C1. How familiar are you with the Agricultural Land Reserve, also know by its initials, the ALR?
- 1 I can explain the details of the ALR to others
 - 2 Have a general understanding of the ALR, but can't explain it to others
 - 3 have heard of it but don't know much about it.
 4. Don't recall hearing about it until this call
 - 8 Don't Know **(VOLUNTEERED)**
 - 9 Refused **(VOLUNTEERED)**
- C2. Before we called you for this survey, were you aware that the Garden City lands are currently included in the ALR?
- C3. In your view, how suitable are the Garden City lands for commercial farming?
- 1 Definitely suitable
 - 2 Probably suitable
 - 3 Probably not suitable
 - 4 Definitely not suitable
 - 98 Don't Know **(VOLUNTEERED)**
 - 99 Refused **(VOLUNTEERED)**
- C4. From what you have read, seen or heard, can lands included in the ALR be used for playing fields or other non-agricultural community uses?
- C5. In fact, lands in the ALR may only be used for agricultural and not for other community uses. In order for the agreement between the City of Richmond, Canada Lands Company and the Musqueam First Nation to develop the Garden City Lands to proceed, the land must be removed from the Agricultural land Reserve. Which statement is closest to you point of view?
- 1 I oppose removing the Garden City Lands from the ALR for this agreement.
 - 2 I would need to know about the agreement before I support taking the land out of the ALR
 - 3 I support removing the Garden City lands from the ALR for this agreement
 - 8 Don't Know **(VOLUNTEERED)**
 - 9 Refused **(VOLUNTEERED)**

Two-fifths are familiar with ALR

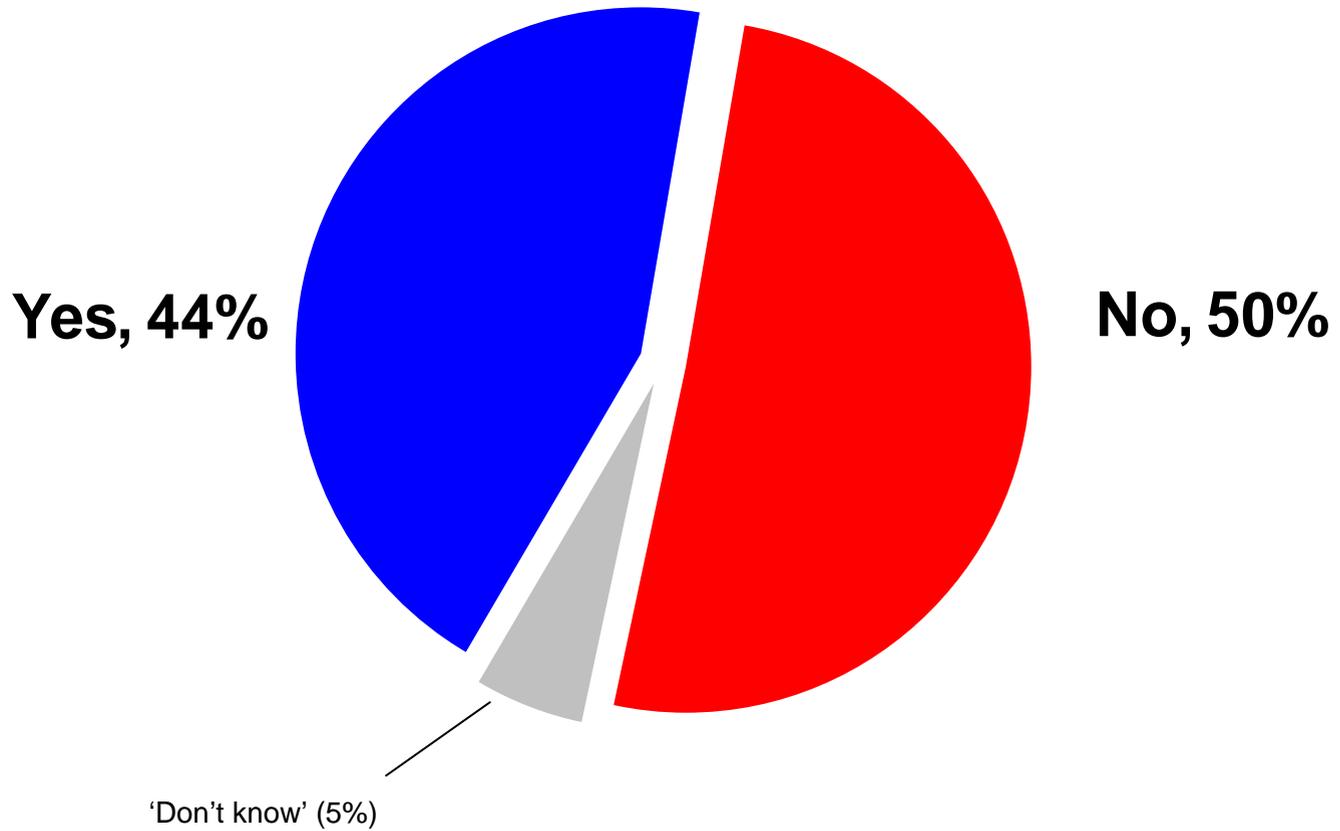
Q How familiar are you with the Agricultural Land Reserve, also known by its initials, the ALR?



Note: Don't know / Refused (4%) not shown

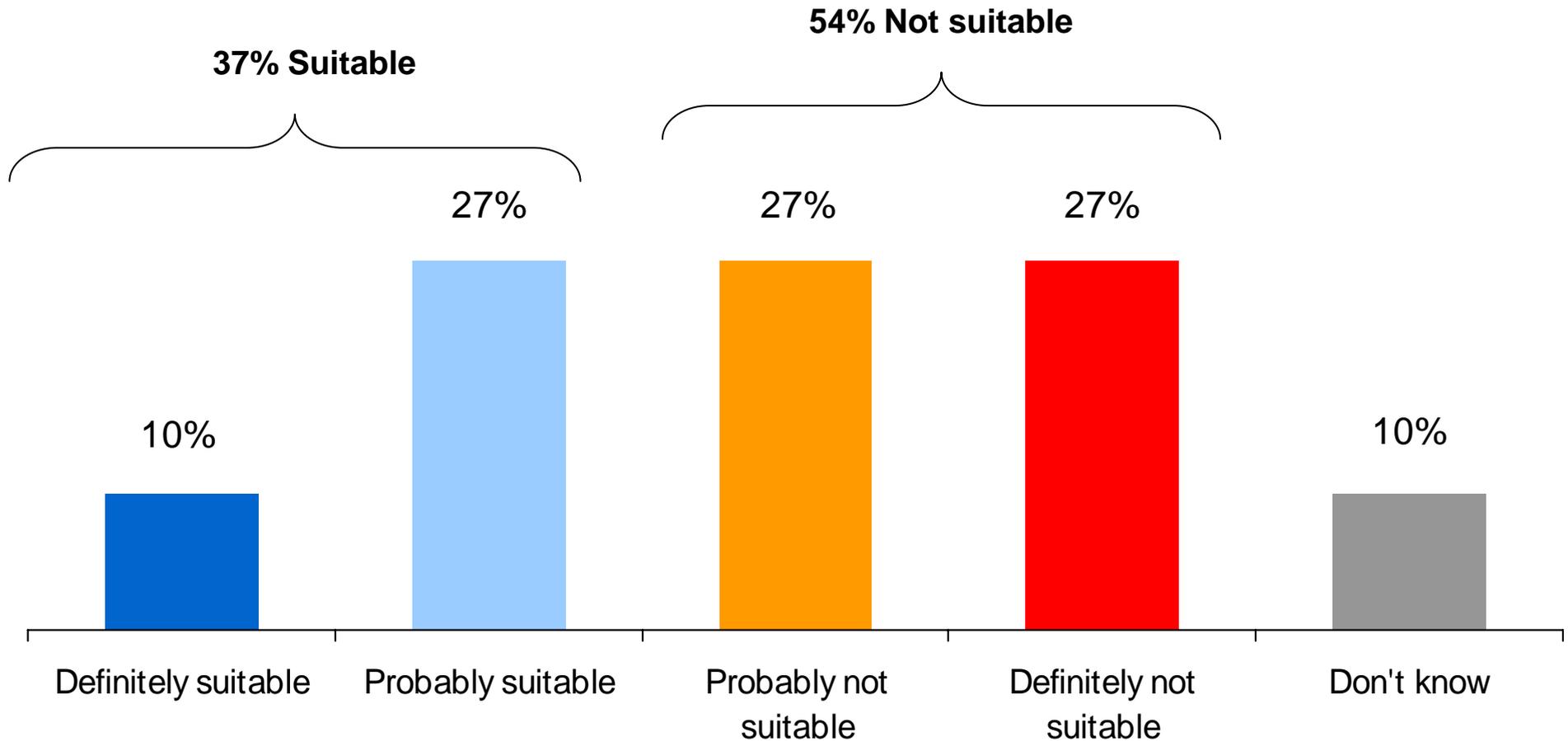
Just under half aware that Garden City lands included in ALR

Q Before we called you for this survey, were you aware that the Garden City lands are currently included in the ALR?



Majority say Garden City lands not suitable for commercial farming

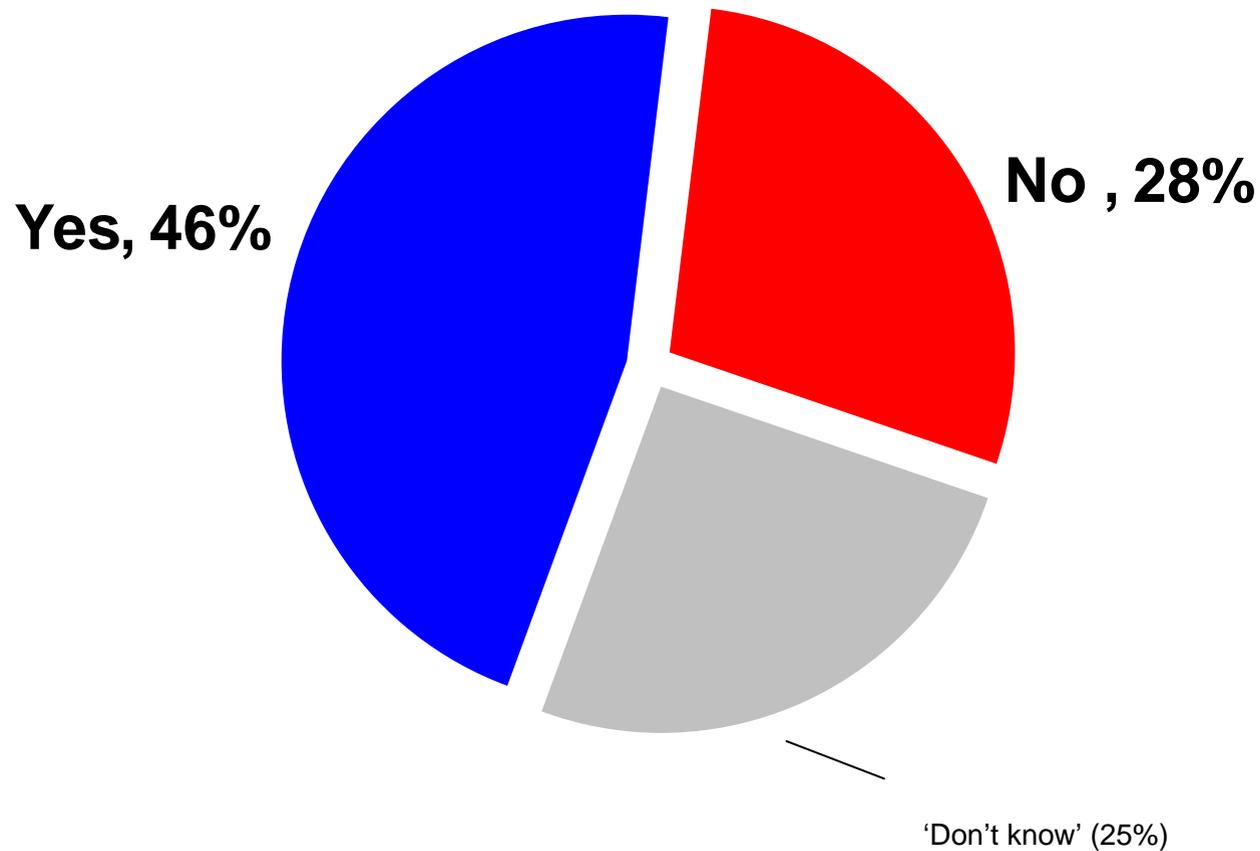
Q In your view, how suitable are the Garden City lands for commercial farming?



Plurality believe ALR lands can be used for non-agricultural community uses

Q

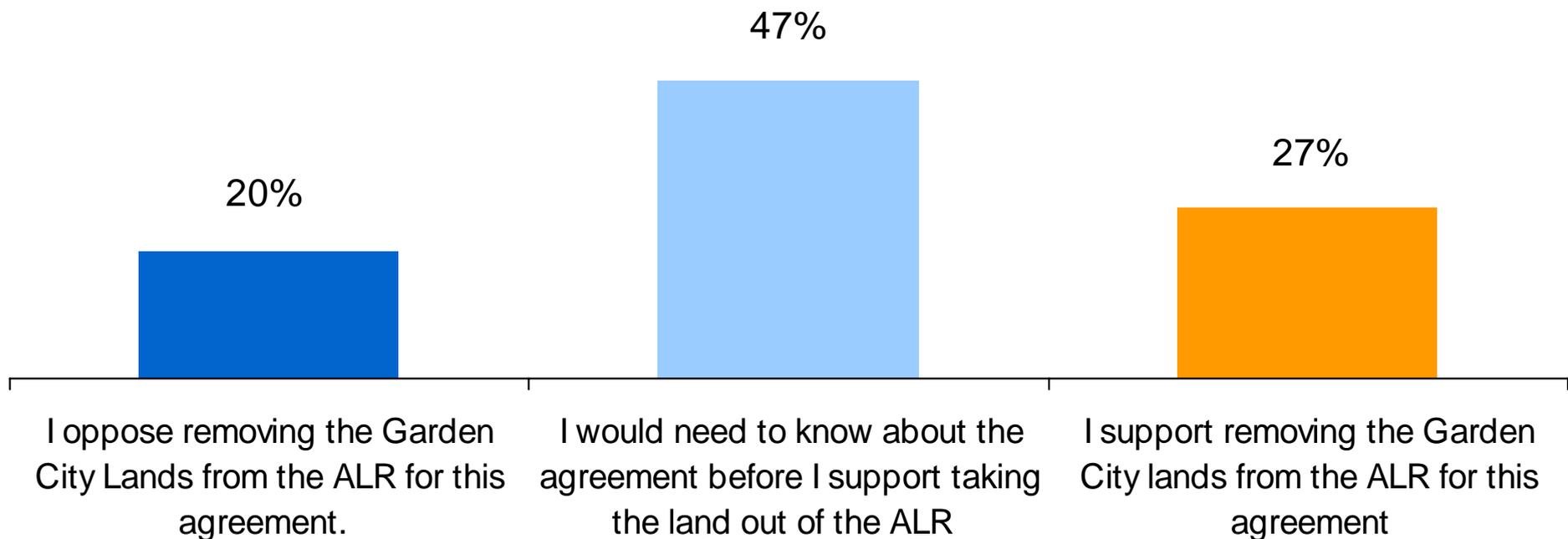
From what you have read, seen or heard, can lands included in the ALR be used for playing fields or other non-agricultural community uses?



Half need to know more about agreement before supporting removing land from ALR

Q

In fact, lands in the ALR may only be used for agricultural and not for other community uses. In order for the agreement between the City of Richmond, Canada Lands Company and the Musqueam First Nation to develop the Garden City Lands to proceed, the land must be removed from the Agricultural Land Reserve. Which statement is closest to your point of view?



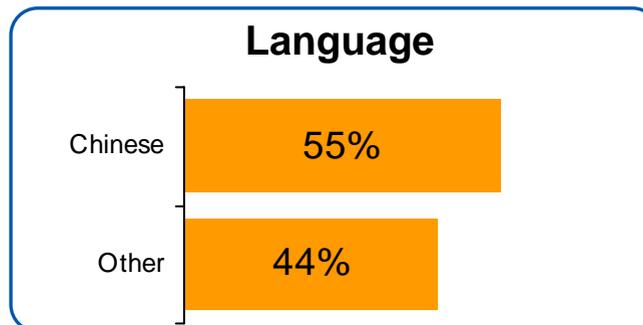
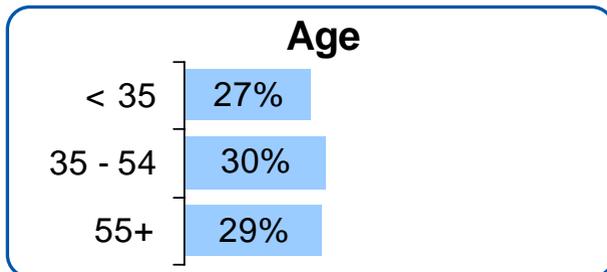
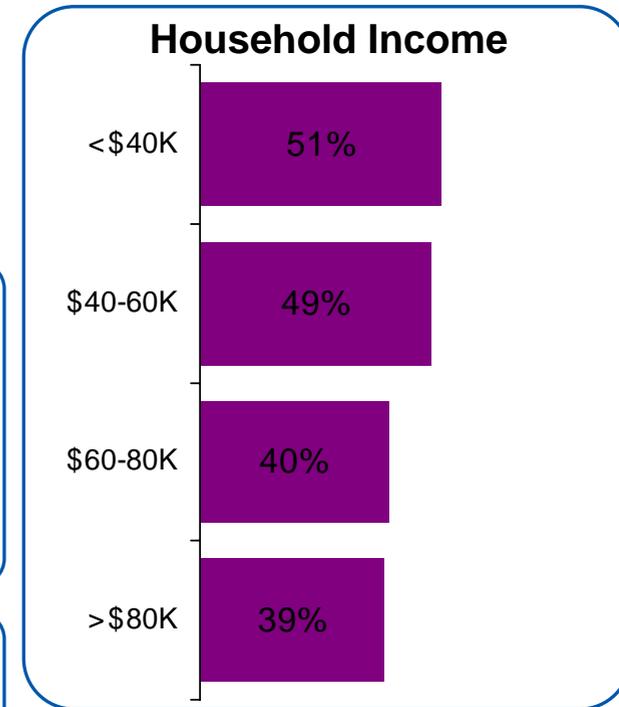
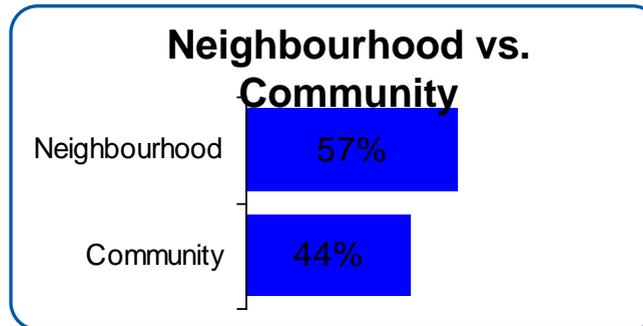
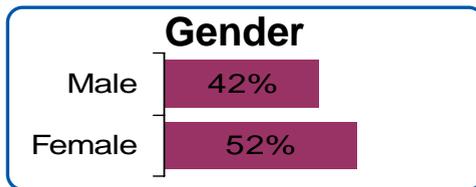
Note: Don't know / Refused (6%) not shown

Profile of ALR undecided

Q

In fact, lands in the ALR may only be used for agricultural and not for other community uses. In order for the agreement between the City of Richmond, Canada Lands Company and the Musqueam First Nation to develop the Garden City Lands to proceed, the land must be removed from the Agricultural Land Reserve. Which statement is closest to your point of view?

"I would need to know about the agreement before I support taking the land out of the ALR."



General Background



General background questions

D1. Have you heard that the courts recognized the Musqueam First Nation have an interest in the Garden City lands when they granted an injunction to stop a previous agreement to develop the Garden City Lands that did not include them?

If the Garden City development goes ahead, please tell me if you support or oppose the following elements being part of the plan for this area? **(RANDOMIZE)** **(IF SUPPORT OR OPPOSE: Is that strongly support/oppose or just somewhat support/oppose?)**

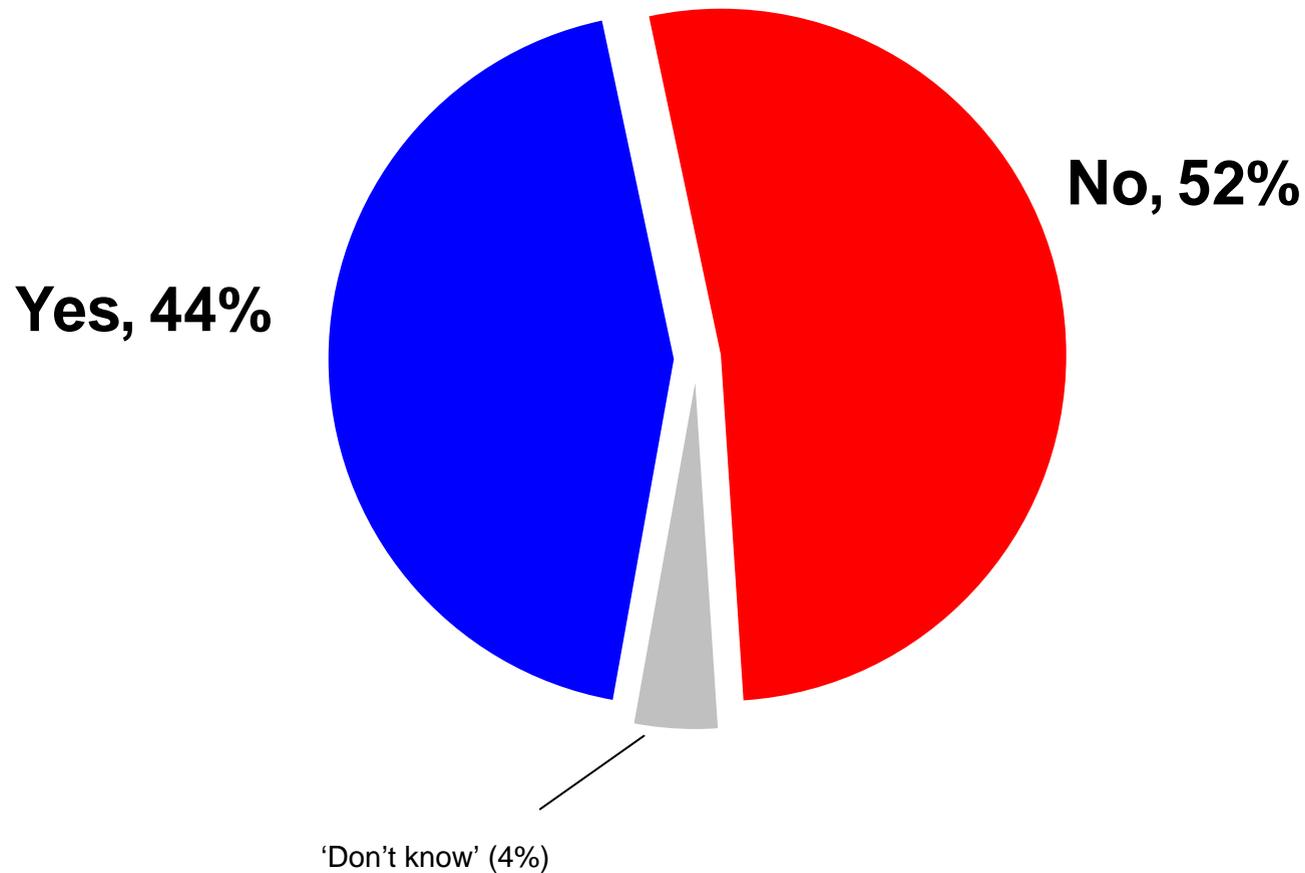
- D4. Major open spaces including up 60 acres of parkland.
- D5. Playing fields
- D6. Baseball diamonds
- D8. Multi-purpose space for classes, exercise and community group activities.
- D9. Performance space for arts organizations
- D10. A trade and convention centre
- D11. Village greens that provides focal points for neighbours to meet, play, garden and walk the dog.
- D13. Community gardens
- D14. Running track with covered grandstand and athletic facilities
- D15. Tennis courts

END BATTERY

Almost half are aware that Musqueam have interest in Garden City lands

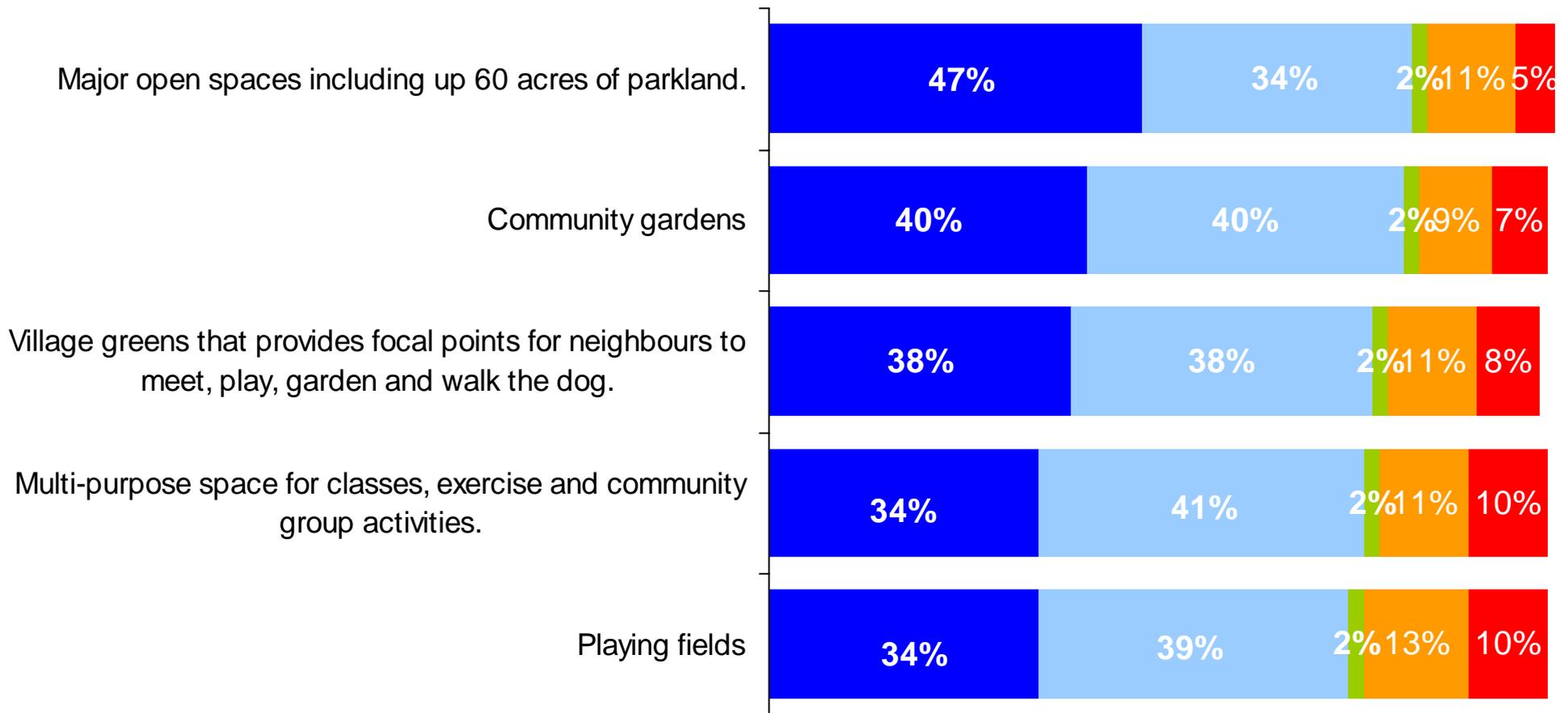
Q

Have you heard that the courts recognized the Musqueam First Nation have an interest in the Garden City lands when they granted an injunction to stop a previous agreement to develop the Garden City Lands that did not include them?



Parkland and general use elements strongly supported

Q If the Garden City development goes ahead, please tell me if you support or oppose the following elements being part of the plan for this area?



■ Strongly support
 ■ Somewhat support
 ■ Neither support nor oppose
 ■ Somewhat oppose
 ■ Strongly oppose
 ■

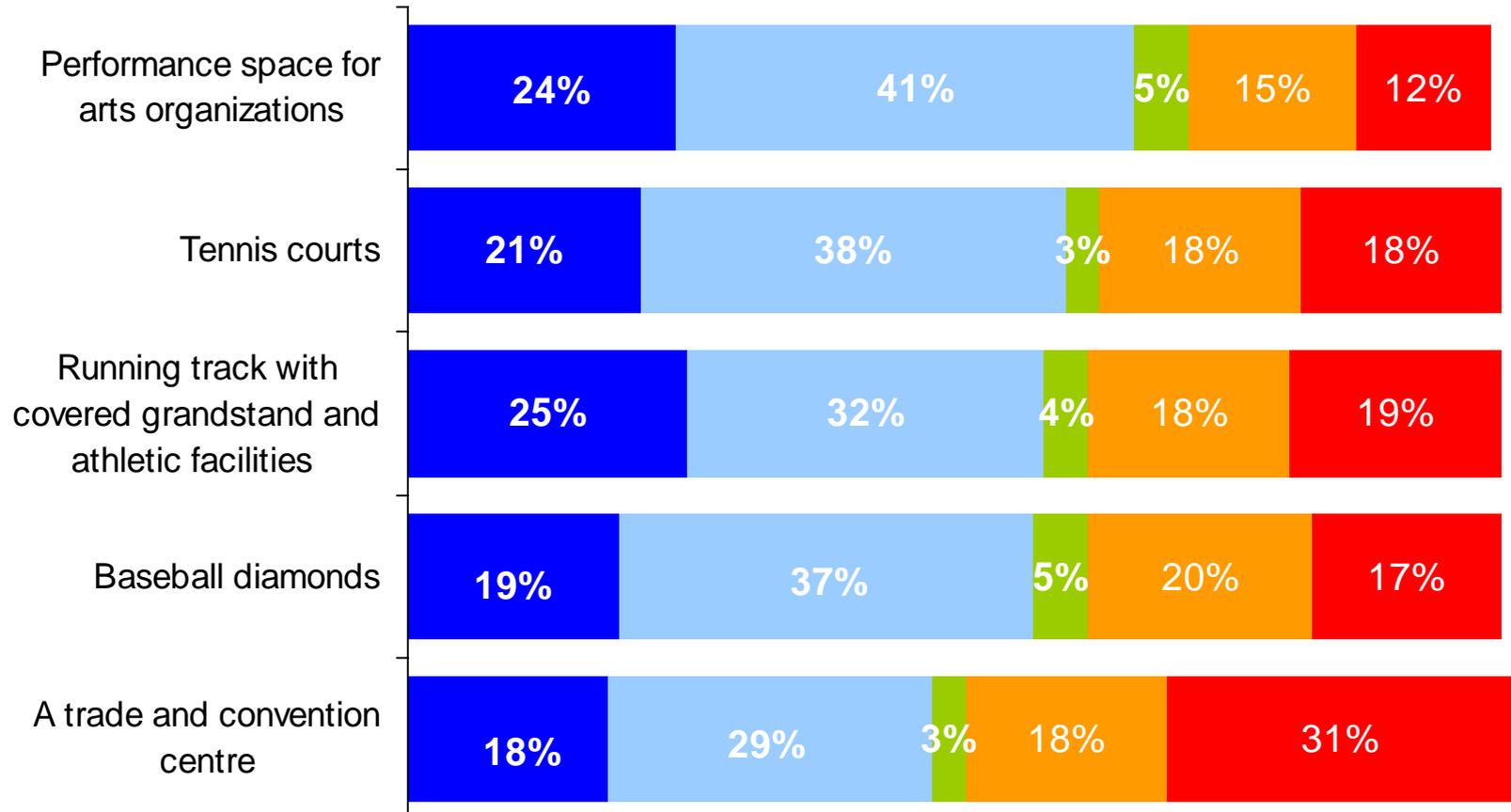


Note: Don't Know not shown



Trade and convention centre receives least support

Q If the Garden City development goes ahead, please tell me if you support or oppose the following elements being part of the plan for this area?



■ Strongly support
 ■ Somewhat support
 ■ Neither support nor oppose
 ■ Somewhat oppose
 ■ Strongly oppose



Note: Don't Know not shown

Impact of New Information



New information questions

I am going to read you a list of things some people have said about the Garden City lands agreement. Please tell me if these statements leave you more or less likely to support the proposal.

A lot more likely
 Somewhat more likely
 No difference (**VOLUNTEERED**)
 Somewhat less likely
 A lot less likely
 Don't Know (**VOLUNTEERED**)
 Refused (**VOLUNTEERED**)

- D12. The City will be having a full public consultation regarding how to use the City's share of the property?
- D13. Under the agreement, the Canada Land Company and Musqueam development will be subject to the City Community plan and City zoning.
- D14. One of Canada Lands Company's key goals is to create projects of lasting value in the communities where it operates and its projects have won a number of awards for quality and environmental sustainability.
- D15. The agreement between Richmond, the Canada Land Company and the Musqueam helps avoid a long court fight.

END BATTERY



Support for process

Q

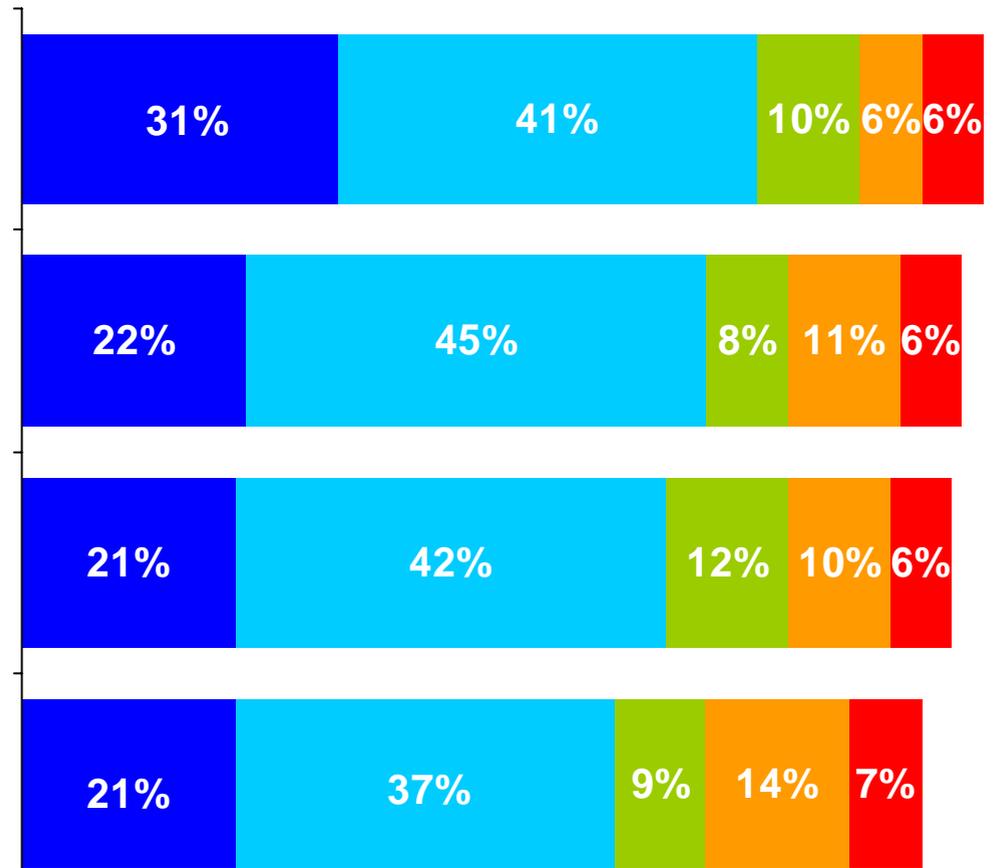
I am going to read you a list of things some people have said about the Garden City lands agreement. Please tell me if these statements leave you more or less likely to support the proposal.

The City will be having a full public consultation regarding how to use the City's share of the property.

Under the agreement, the Canada Land Company and Musqueam development will be subject to the City Community plan and City zoning.

One of Canada Lands Company's key goals is to create projects of lasting value in the communities where it operates and its projects have won a number of awards for quality and environmental sustainability.

The agreement between Richmond, the Canada Land Company and the Musqueam helps avoid a long court fight.



■ A lot more likely ■ Somewhat more likely
■ Makes no difference ■ Somewhat less likely
■ A lot less likely

Note: Don't Know not shown

Underlying Attitudes



Underlying attitude questions

I am going to read you a series of statements some people have made about issues facing Richmond. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements? [RANDOMISE STATEMENTS]

Strongly agree	1
Somewhat agree	2
Neither agree nor disagree	3
Somewhat disagree	4
Strongly disagree	5
Don't know	8

- E1. Settling land claims is an important part of making up for the past injustices caused to aboriginal peoples
- E2. I like Richmond the way it is, we don't need any new developments.
- E3. Richmond is going to grow whether we like it or not
- E4. I am not too concern about continuing to farm in Richmond, but I do want to make sure we protect green space.
- E5. Creating pockets of higher density development is a good way to create communities where people can get around without a car.
- E6. It is better to negotiate a deal with the Musqueam First Nation over their Garden City Lands than to leave it to the courts to settle the dispute.

ALWAYS LAST

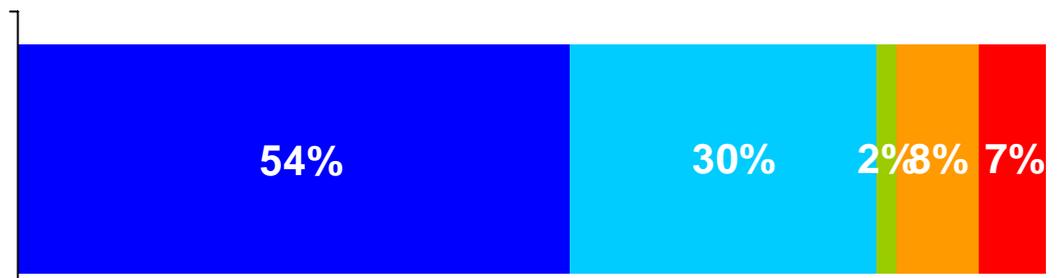
- E7. The Garden City Lands agreement between the City of Richmond, Canada Lands Company and the Musqueam First Nation sounds like a reasonable compromise that will let Richmond move forward.

END OF BATTERY

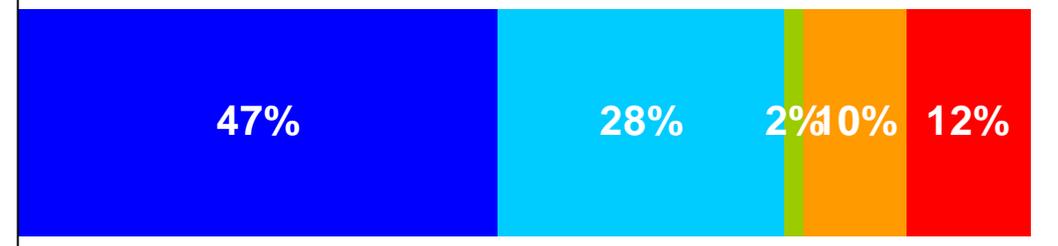
Development seen as inevitable; desire to preserve green space

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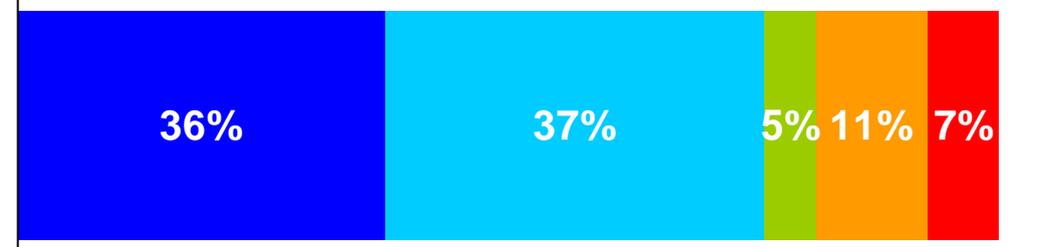
Richmond is going to grow whether we like it or not.



I am not too concerned about continuing to farm in Richmond, but I do want to make sure we protect green space.



It is better to negotiate a deal with the Musqueam over the Garden City Lands than to leave it to the courts to settle the dispute.



- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

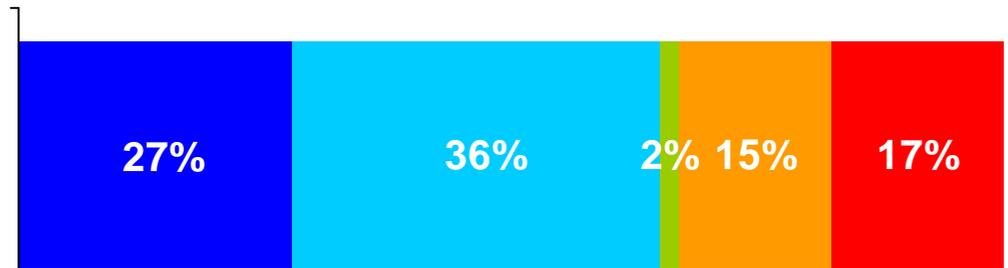
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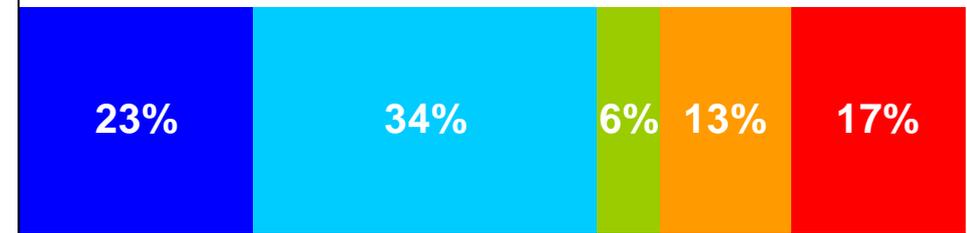
Slight majority disagrees with basic NIMBY positioning

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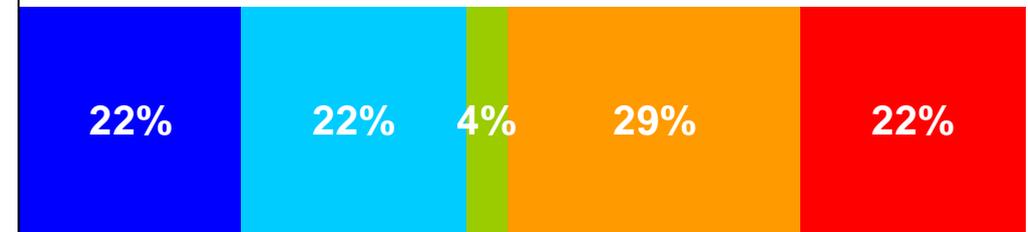
Creating pockets of higher density development is a good way to create communities where people can get around without a car.



Settling land claims is an important part of making up for the past injustices caused to aboriginal peoples.



I like Richmond the way it is; we don't need any new developments.



- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
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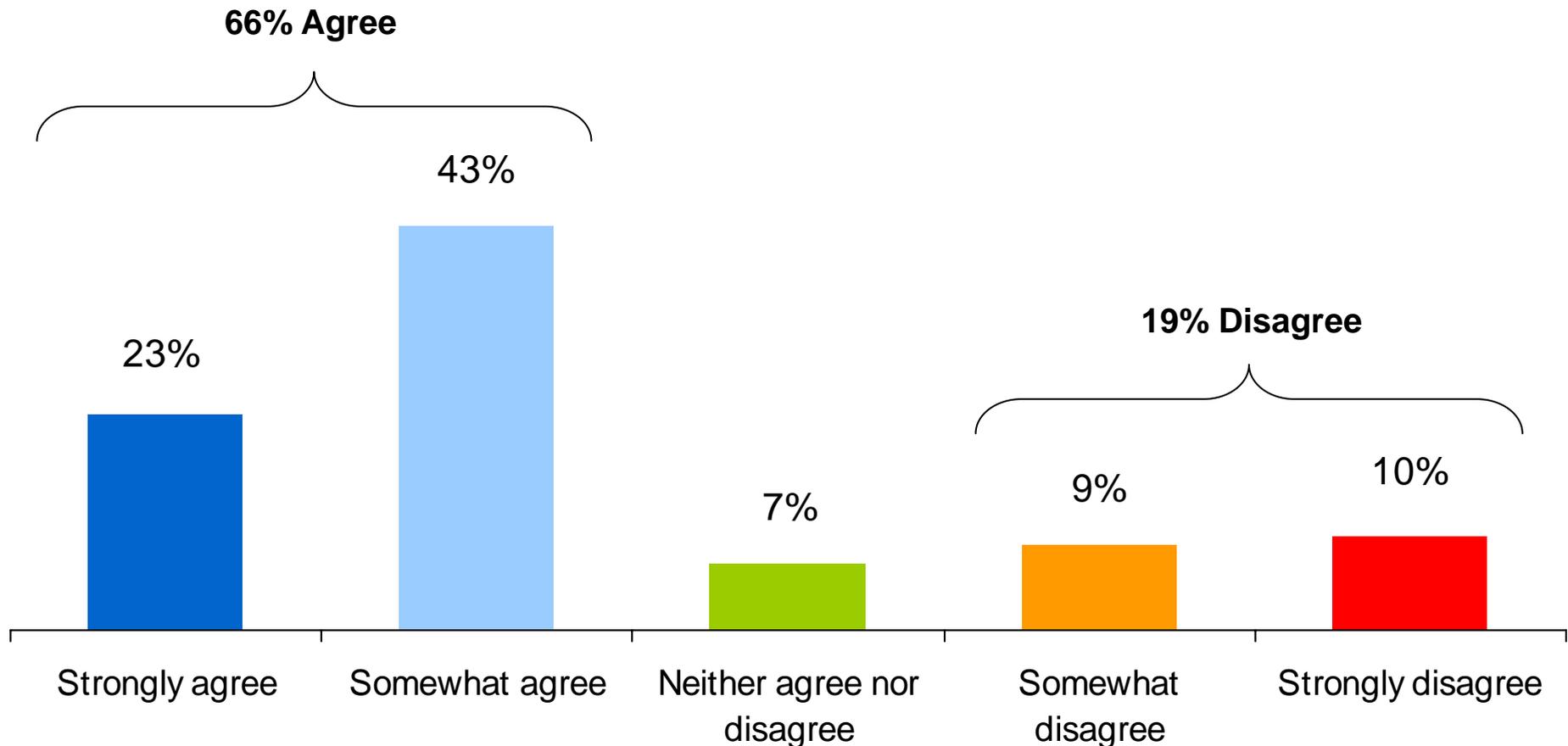
Note: Don't Know not shown



Two-thirds agree that agreement is a reasonable compromise to move forward

Q

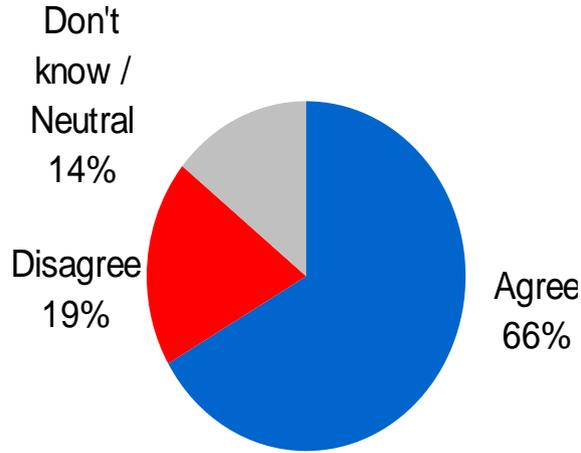
The Garden City Lands agreement between the City of Richmond, Canada Lands Company and the Musqueam First Nation sounds like a reasonable compromise that will let Richmond move forward.



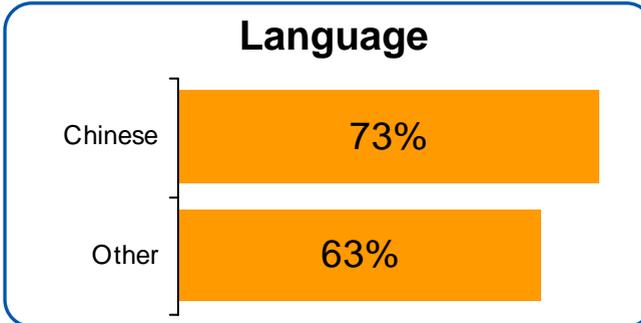
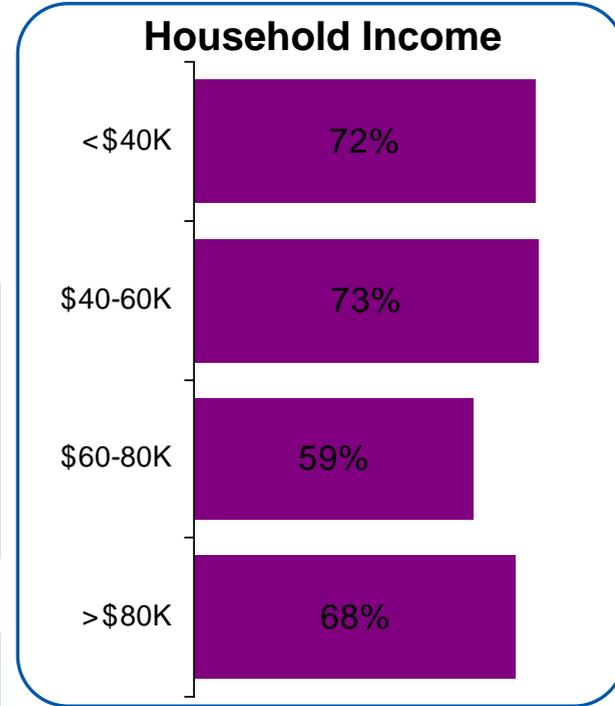
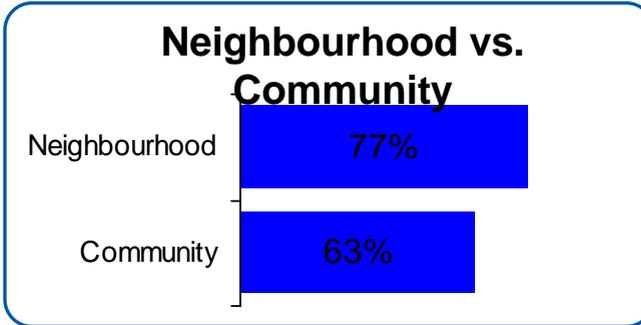
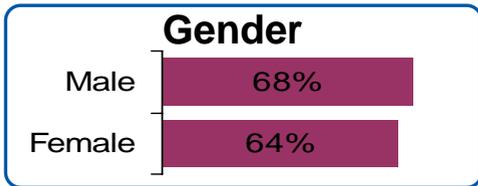
Note: Don't know / Depends / Refused (7%) not shown

Profile of final supporters

Q The Garden City Lands agreement between the City of Richmond, Canada Lands Company and the Musqueam First Nation sounds like a reasonable compromise that will let Richmond move forward.



Those who agree



What It All Means



Summary - 1

- 62% approve of the job the government has been doing in managing the issues and concerns of the people of Richmond.
- Traffic emerged as the #1 top-of-mind issue (21%) among Richmond residents, however, it was not a determinant as to whether or not residents supported the Garden City Lands proposal.
- There is high familiarity with the Garden City Lands and the development project. 91% of residents are aware of its location and two-thirds have heard about the issue.



Summary - 2

- Based on what they have read, seen or heard, more Richmond residents support (41%) than oppose (34%) the Garden City Lands proposal.
- When they hear more about attributes of the project, and key facts, 66% say that the proposal “sounds like a reasonable compromise that will let Richmond move forward”.
- Support for the proposal is higher among those with Chinese heritage and younger residents. Those aged 55+ are more skeptical. There is little difference in support between those who are more active and less active in community affairs.



Summary - 3

- There is a link between those who are concerned with “too much development” (9%) and opposition to the proposal. However, 84% agree that Richmond is going to grow “whether we like it or not”, including 54% who strongly agree.
- There is strong support for green space and open space. Protecting green space is the #1 reason cited by those opposing the project. When asked which attributes about the project people favoured most, open space, community gardens, and village greens topped the list.
- A majority say the lands are not suitable for farming (54%). Almost half (47%) said they need more information before agreeing that the land should be excluded from the ALR, while 27% support the exclusion and 20% oppose.

Summary - 4

- Almost half (44%) are aware of the Musqueam First Nation injunction. Those supportive of First Nations rights tend to be supportive of the proposal. 73% of residents agree that it is better to negotiate with the Musqueam rather than to leave it to the Courts to settle the dispute.
- There is strong support for having a full public consultation regarding how to use the City's share of the property, and for the project to fall within the City's community plan and zoning bylaws.
- The public has some clear preferences for the Richmond element of the lands:
 - Green space is the top priority
 - General purpose amenities such as playing fields and multi-use space are more popular than purpose specific uses such as baseball fields or tennis courts.



courts.