

March 2012

# Public Opinion on Oak Bay Lodge Re-development



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MARKET RESEARCH



## ➤ Introduction

### Background

- Baptist Housing is applying to the Municipality of Oak Bay for approval to rebuild Oak Bay Lodge, as the current building does not meet provincial guidelines for complex care. Engineering reports indicate that renovation of the present building is not an option and these are consistent with other reports prepared for the Vancouver Island Health Authority (VIHA) which state that the majority of residential care facilities in Greater Victoria are obsolete and in need of replacement.
- After public consultation and redesigning a previous application in 2011, Baptist Housing has now prepared a new application based on a redesign that has redistributed the building mass and reduced the building height in areas closest to neighbours by about 4 metres (14 feet).

### Research Objectives

- The purpose of this research is to determine residents' opinions of rebuilding Oak Bay Lodge based on the new proposal.

### Methodology

- A random telephone survey was conducted among a representative sample of 200 Oak Bay residents, aged 18 years and over.
- Data collection was completed March 5-25, 2012.
- Up to five call attempts were made to minimize potential non-response bias.
- The sample was weighted to match the latest Census population statistics on the basis of age within gender.
- Sampling margin of error on a random sample of 200 interviews:  $\pm 6.9$  percentage points at the 95% confidence level.

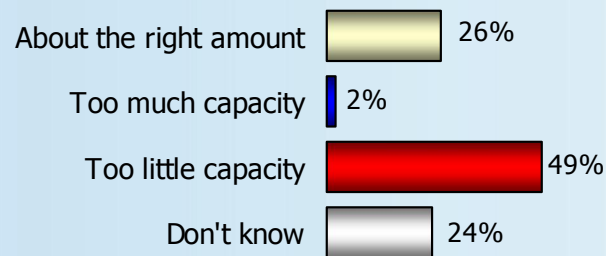


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# Key Findings



## ➤ Adequacy of Residential Care



*Base: Total (n=200)*

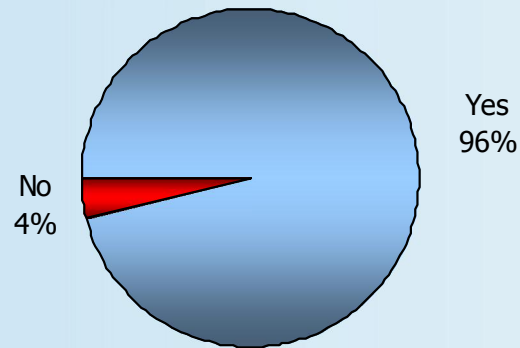
*Q.1) This study is about residential care, that is, housing for residents who because of health problems cannot live independently and who need some form of 24 hour health-care supervision.*

*Thinking about residential care facilities for seniors in your community, do you think Oak Bay currently has about the right amount, too much or too little capacity in residential care for elderly seniors?*

- In terms of residential care capacity in Oak Bay, the public is most likely to think that there is too little capacity in the community (49%) or to a lesser extent that the current capacity is about right (26%).



## ➤ Aware of Oak Bay Lodge Location



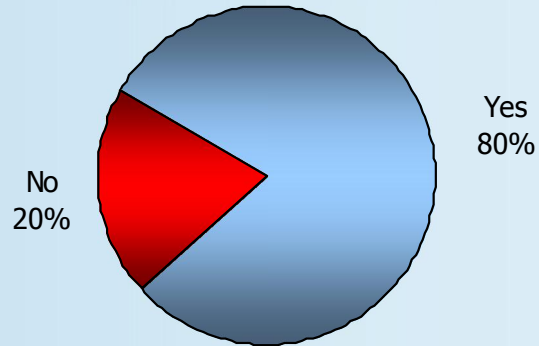
*Base: Total (n=200)*

*Q.2) Are you aware of Oak Bay Lodge located at 2251 Cadboro Bay Road?*

- Oak Bay Lodge and its location are almost universally known to residents of the municipality.



## ➤ Aware of Proposal for Replacement with New Facility



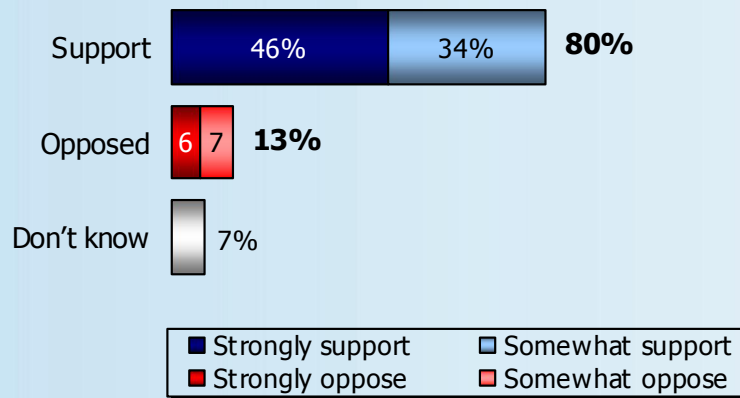
- A large majority of residents are aware of a proposal to replace Oak Bay Lodge with a new facility.

*Base: Total (n=200)*

*Q.3) Are you aware of a proposal to the municipal Council for replacement of Oak Bay Lodge with a new facility?*



## Support of Proposal



- The public largely supports the proposal as described to replace Oak Bay Lodge.
- In total, 8-in-10 Oak Bay residents favour the proposal with 46% strongly in favour.
- Only a small minority oppose the proposal (13%).

Base: Total (n=200)

Q.4) Next I'm going to read a description of the current proposal and then ask your opinion.

*Baptist Housing has applied to the municipality of Oak Bay to rebuild Oak Bay Lodge, as the current building does not meet provincial guidelines for complex care and engineering reports indicate that renovation is not an option. The new facility will accommodate elderly people who cannot live independently because of health problems and need 24 hour care.*

*Oak Bay Lodge has housed up to 306 beds. The new facility would have 320 residential care beds, but would be organized in a neighbourhood design concept with 20 residents per neighbourhood unit (or cluster). Each resident will have their own private bedroom and bathroom. Each neighbourhood unit will have a dining and sitting area or library, as well as an area for families to meet.*

*The current building is 4 stories in height. The proposed building is 5 and 6 stories in height. In addition, the proposal has space for an Adult Day Care and provides 109 parking stalls, up from the current 67 stalls.*

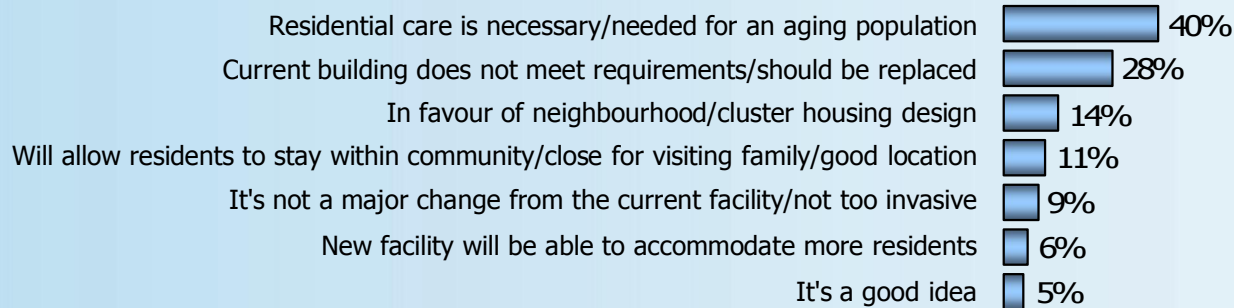
*Having heard this new proposal, do you support or oppose replacement of the Oak Bay Lodge with a new residential care facility at the current location? Is that strongly or somewhat support/oppose?*



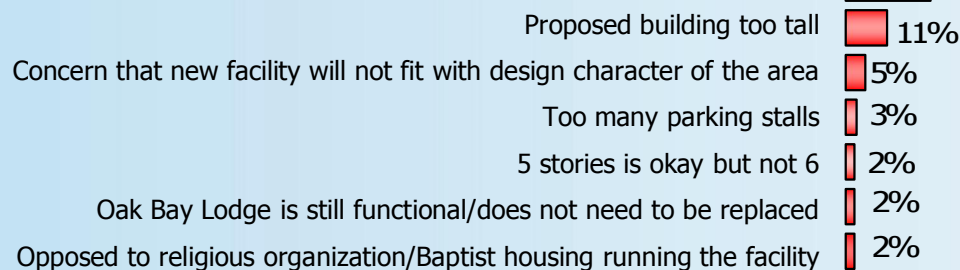


## Reasons Support/Oppose Replacement of Oak Bay Lodge

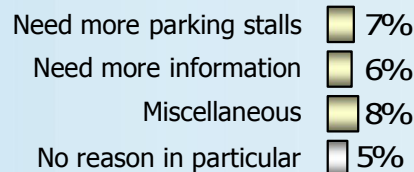
### Benefits/Positives (NET) 71%



### Concerns/Negatives (NET) 22%



### Other (NET) 20%



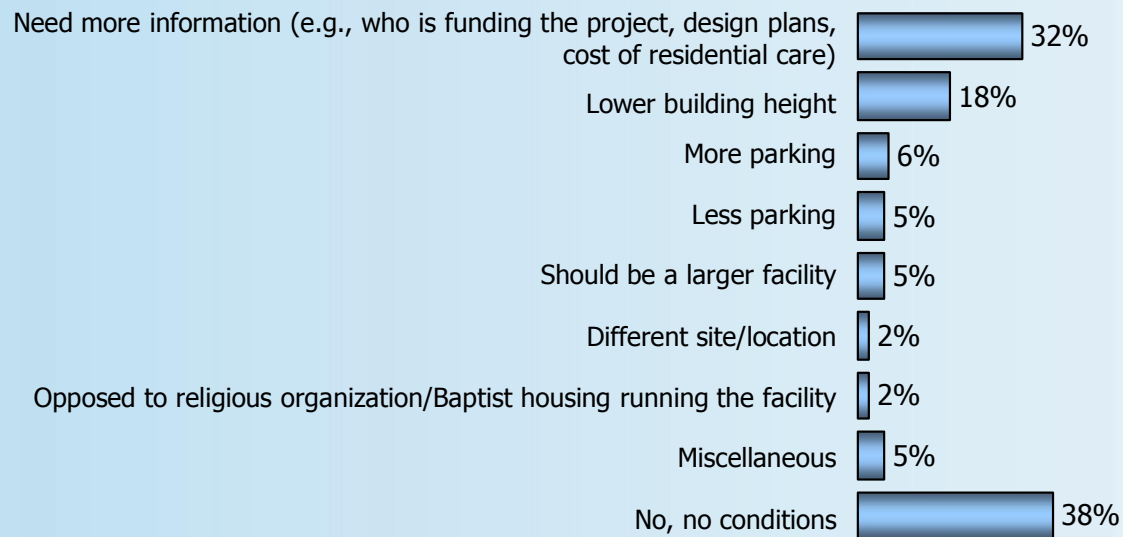
- Support for replacing Oak Bay Lodge focuses on the needs of an aging population. Other benefits include the need to meet updated requirements for care facilities, the appeal of the cluster-style/ neighbourhood design and having a facility nearby for residents' families/visitors. Some say that the new facility is 'not a major change' and 'not invasive', while others appreciate that the new facility can accommodate more residents.
- The main concern with the new facility is building height and other aspects of not fitting in with the character of the neighbourhood.

Base: Respondents with an opinion (the replacement of the Oak Bay Lodge (total support or oppose: n=184)  
Q.5) Why do you feel that way?





## ➤ Conditions to More Likely to Support Replacement



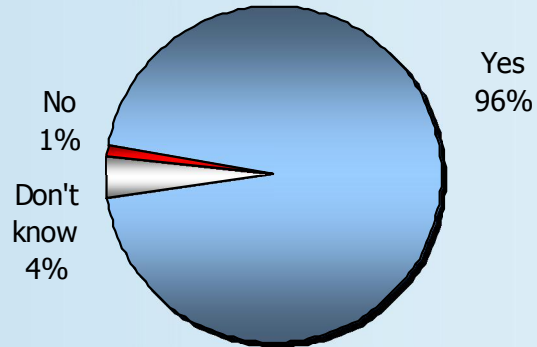
*Base: Respondents who do not strongly support the replacement of the Oak Bay Lodge (n=107)*

*Q.6) IF SOMEWHAT SUPPORT, SOMEWHAT OPPOSE, STRONGLY OPPOSE OR NO OPINION, ASK: Under what conditions, if any, would you be more likely to support the replacement of Oak Bay Lodge in your community?*

- Those who were somewhat in support of the proposal as well as those opposed were asked if there are any conditions that would increase their support for replacement of Oak Bay Lodge.
- Many say they have no conditions (and most of these are people who currently support the proposal).
- Others would like to have more information (project funding, design plan, cost for residents).
- The main condition to increase support is to reduce building height, although a few feel the facility should be larger. Some feel there should be more parking, others feel there should be less.



## ➤ Support for Keeping Residential Care Beds in Oak Bay



*Base: Total (n=200)*

*Q.7) In general, do you support keeping residential care beds in Oak Bay, or not?*

- When asked more generally, if residents do or do not support keeping residential care beds in Oak Bay, there is nearly universal support (96%).



## ➤ Demographic Profile

	<u>Total</u> (200) %
<b>Residence East of Foul Bay Road</b>	
Yes	85
No	9
Refused	7
<b>Gender</b>	
Male	45
Female	55
<b>Age</b>	
18-44 years	30
45 to 54	20
55 to 64	19
65 years or better	30
Refused	1
<b>Length of Years Lived in Oak Bay</b>	
0-4 years	13
5-9	17
10-14	16
15-19	12
20	9
21-29	9
30-39	13
40 or more	13
<b>Average Number of Years</b>	<b>19.3</b>



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# Questionnaire

## INTRO/SCREENER

Hello, I'm \_\_\_ of Mustel Group, a professional research firm. We are conducting a very brief survey in Oak Bay on a community planning topic. (5 minutes or less) Please be assured we are not selling or soliciting anything. This is simply an opinion poll and we value your input.

- A. May I first just confirm your postal code to be sure we are contacting people residing in our study area?  
DISPLAY POSTAL CODE FROM SAMPLE. \_ \_ \_ \_ \_

IF DON'T KNOW/REFUSED POSTAL CODE, ASK: Are you a resident of Oak Bay? IF NO, THANK AND END

- B. And is your residence east of Foul Bay Rd.?  
YES  
NO

- C. To help us randomize our interviews, may I please speak to the young/oldest male/female resident of this household?

RESPONDENT'S GENDER (OBSERVE):

1. Male
2. Female

- D. Into which of the following age categories do you fall?
1. 18 to 24 years
  2. 25 to 34 years
  3. 35 to 44 years
  4. 45 to 54 years
  5. 55 to 64 years
  6. 65 or better

### ***Persuaders—only if needed:***

- This is strictly an opinion survey; we are not selling or soliciting anything.
- Your number was selected at random for participation in this research.
- All responses are strictly confidential and anonymous; your identity is never revealed to anyone else, including the client.
- The survey typically takes about 5 minutes.
- This research has been commissioned by Baptist Housing.

## MAIN SECTION

1. This study is about residential care, that is, housing for residents who because of health problems cannot live independently and who need some form of 24 hour health-care supervision.

Thinking about residential care facilities for seniors in your community, do you think Oak Bay currently has about the right amount, too much or too little capacity in residential care for elderly seniors?

- About the right amount
- Too much capacity
- Too little capacity
- DON'T KNOW/NO OPINION

2. Are you aware of Oak Bay Lodge located at 2251 Cadboro Bay Road?  
 YES       NO
3. Are you aware of a proposal to the municipal Council for replacement of Oak Bay Lodge with a new facility?  
 YES       NO

4. Next I'm going to read a description of the current proposal and then ask your opinion.

Baptist Housing has applied to the municipality of Oak Bay to rebuild Oak Bay Lodge, as the current building does not meet provincial guidelines for complex care and engineering reports indicate that renovation is not an option. The new facility will accommodate elderly people who cannot live independently because of health problems and need 24 hour care.

Oak Bay Lodge has housed up to 306 beds. The new facility would have 320 residential care beds, but would be organized in a neighbourhood design concept with 20 residents per neighbourhood unit (or cluster). Each resident will have their own private bedroom and bathroom. Each neighbourhood unit will have a dining and sitting area or library, as well as an area for families to meet.

The current building is 4 stories in height. The proposed building is 5 and 6 stories in height.

In addition, the proposal has space for an Adult Day Care and provides 109 parking stalls, up from the current 67 stalls.

Having heard this new proposal, do you support or oppose replacement of the Oak Bay Lodge with a new residential care facility at the current location? Is that strongly or somewhat support/oppose?

- Strongly support     Somewhat support     Somewhat oppose     Strongly oppose     DON'T KNOW
6. Why do you feel that way? PROBE FOR SPECIFICS.
- 

7. **IF SOMEWHAT SUPPORT, SOMEWHAT OPPOSE, STRONGLY OPPOSE OR NO OPINION, ASK:** Under what conditions, if any, would you be more likely to support the replacement of Oak Bay Lodge in your community? DO NOT READ.

- DIFFERENT SITE/LOCATION
- SMALLER FACILITY (FEWER BEDS)
- LOWER BUILDING HEIGHT
- LESS PARKING
- MORE PARKING
- OTHER SPECIFY \_\_\_\_\_
- NO, NO CONDITIONS

8. In general, do you support keeping residential care beds in Oak Bay, or not?  
 YES       NO

#### **BASIC DATA**

A final question for classification purposes and make sure our sample includes all types of Oak Bay residents...

9. How long have you lived in Oak Bay? \_\_ years

***That completes our survey. Thank you very much!***