DRAFT

PLANNING FOR MAJOR PROJECTS

Go Plan Survey
Statement of Objectives

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1.0 Summary

This document serves as a road map for the successful completion of the Go Plan Survey for the City of Prince Rupert. This document summarizes the Statement of Objectives meeting that took place in Prince Rupert on Monday May 4th, 2015. It covers the following topics:

- Background
  - The City of Prince Rupert is facing the potential influx of a large number of workers related to proposed industrial projects.
  - These industrial projects are expected to impact the City's housing, population, and social cohesion.
  - The City would like a valid baseline prior to the impacts of any major developments.
  - Current statistics are either outdated (2011 Census and NHS) or inaccurate
- Objectives
  - Measure population comprised of residents and shadow population
  - Measure aspects related to housing
  - Measure aspects related to community vitality and social cohesion
- Target population / unit of analysis
  - Primary unit of analysis: households, secondary unit of analysis: individuals
- Constraints
  - Time is a major constraint. Survey enumeration must be completed by June 18.
  - Enumerators are the only remaining resource to be hired.
- Survey Design
  - Data collection methodology:
    - Sample will receive a mail-out to prompting them to respond online.
    - Those who do not respond will be enumerated door-to-door.
    - Missed households will be left a reminder to respond online.
    - Remaining missed households will be visited again.
    - Quality assurance call backs will ensure response validity.
  - Sampling Frame
    - The City's housing inventory will serve as the sampling frame.
    - Sampling design: Stratification will occur by:
      - Market / non-market housing
      - Housing type
    - Level of geographic reporting to be determined, given the additional dimension of market / non-market housing, it is recommended that the no sub-City level of geography be used for stratification.
- Survey Activities
  - Questionnaire design almost complete: draft May 13th, 2015.
    - Will rely on SOO document and SOO meeting for input.
  - Questionnaire testing: minor testing phase at end of May.
  - Enumerator training will consist of a three-hour session, manual provided.
- Schedule of activities and deliverables provided in this document.

2.0 Background and Objectives

2.1 Background

The City of Prince Rupert is facing a deluge of potential development and impacts as a result of nearby industrial activity related to the construction and future operation of several LNG export facilities. As a part of the preparation for these opportunities and impacts, the City engaged Urban Systems Ltd. for the purpose of building a database to enumerate the City's unique housing inventory. The purpose of this database construction and data collection exercise was to establish a *credible* housing capacity baseline with which future development opportunities and impacts can be identified. This database, with minor modifications, can be used as a frame to produce a random sample of the City's households. Stratification will be based on housing type, city section, and market/non-market rentals, as these pieces of information are available for each record in the City's housing inventory database. Reporting will occur at the housing type and market/ non-market housing level.

Alternate data sources related to Prince Rupert's housing exist, though they are unsatisfactory from the City's perspective for planning purposes as they do not reflect their day-to-day experiences. Further, existing data sources primarily rely on Statistics Canada's Census of the Population, and the National Household Survey, surveys conducted in 2011 that do not accurately reflect the *current* housing and demographic conditions in Prince Rupert. The City is unable to convince BC Housing and the Province of BC that their day-to-day realities are not reflected in the four year old snapshots available from Statistics Canada or BC Stat's intercensal population estimates. Housing policy decisions that are facing Prince Rupert are pressing with the City on the cusp of a population influx should proposed industrial developments proceed. Accurate information prior to a positive final investment decision from any one of the development proponents is vital to ensuring the City can make informed decisions related to planning for future impacts.

Existing relevant data includes:
- Census of the Population (2011) [CPR non-response rate between 5% and 10%]
  - Population and dwelling counts
  - Age characteristics
  - Family characteristics
  - Household and dwelling characteristics
- National Household Survey (2011) [CPR non-response rate 27.7% vs. 26% nationally]
  - Immigration and mobility
  - Aboriginal population
  - Education
  - Labour force
  - Occupied private dwelling characteristics
  - Household characteristics

- ○ Shelter costs
- ○ Income
- CMHC Rental Market Survey [bi-annual, spring and fall]
  - ○ Apartment vacancy rates
  - ○ Apartment average rents
  - ○ Apartment availability rates
  - ○ % Apartment change in rent
  - ○ Private row (townhouse) vacancy rates
  - ○ Private row (townhouse) average rents
  - ○ Private row (townhouse) availability rates
  - ○ % Private row (townhouse) change in rent
- BC Stats population estimates and projections [annual]
  - ○ Total population estimates for intercensal periods
  - ○ Population projections

The City's experience does not agree with BC Stats 2014 population estimate for Prince Rupert. BC Stats utilizes residential electrical connections on July 1st of each year and the number of health care registrants as of July 1st each year to produce regression estimates for the entire province over time. These population estimates link changes in electrical connections and health care registrants to overall population shifts in order to produce estimates for the intercensal period at the community level for communities larger than 10,000 people.

Increasing economic activity and the construction of large industrial projects will have significant impacts on the population of Prince Rupert. While normal population change is generally divided among the three drivers of population change: births, deaths, and migration, Prince Rupert's demographic shift will be mostly a function of worker migration. This type of migration does not necessarily result in new electrical hookups or new health care card registration and so it is unlikely to be picked up the model employed by BC Stats. It is therefore reasonable to accept the City's current experience of an increased population and still have the BC Stats model show a decreasing population. Regions with relatively stable migration flows likely fit the BC Stats model well, however worker migration in Prince Rupert will not be reflected in population estimates from BC Stats' model. This problem will continue to grow as the rate of worker migration increases in Prince Rupert.

In summary, the City of Prince Rupert's experiences do not align with existing available data. There are reasons to believe the methods utilized in the production of current estimates might not be applicable to Prince Rupert. The City is on a tight timeline, with a final investment decision related to major industrial developments slated for late summer 2015. The City requires defensible estimates that align with their experiences, and a method to continuously update their estimates of interest. Updating estimates of interest is an important feature because a snapshot in a rapidly changing environment is not particularly useful.

The City of Prince Rupert has engaged Big River Analytics to prepare, enumerate and analyze a random sample-based community survey in order to produce more up-to-date statistics that can being used to describe the community.

The City is additionally concerned about the effects industrial development on the City's homeless population. It is recognized that a random sample-based survey is inappropriate for the homeless population. The preferred approach is a market-type survey of homeless people ("convenience samples" or "snowball sampling"). Big River Analytics will assist in the development of the questionnaire, data-entry and analysis, and the preparation of a brief report for this market-type survey.

2.2   Objectives

In order of importance, the objectives of the Go Plan Survey are to estimate:
1. The population of the City of Prince Rupert, comprised of:
   a. Residents
   b. Shadow population
2. The proportion and number of rented and owned households
3. The housing composition, comprised of:
   a. Number of occupants
   b. Age of occupants
   c. Gender of occupants
   d. Whether or not the respondent is planning to move?
      i. Timeframe for their anticipated move
4. Household rent including:
   a. Rent characteristics
5. Measures of social cohesion (community vitality)[1]

Estimates related to population are intended to complement and update estimates from the Census, NHS, and BC Stats. Additionally, they intend to identify the characteristics of the shadow population currently living in Prince Rupert and provide a baseline for the population prior to any positive final investment decision.

Estimates related to housing and housing composition are intended to inform the Needs and Demand analysis framework from BC Housing. Occupants' plans to move are included to identify opportunities for future housing investment.
Rent and income are included to provide a detailed overview of household types that are at risk of moving down the housing continuum[2].

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[1] Community vitality is the domain in the Canadian Index of Wellbeing that corresponds most closely to the input and discussions related to measures of social cohesion at the Statement of Objectives meeting. See Appendix B for more details.
[2] A conceptual framework defining intermediary steps between homelessness and housing ownership. For example: http://www.bchousing.org/aboutus/activities

Measures of social cohesion are included in order to establish a baseline prior to any large impacts related to industrial development. Given the magnitude of the potential changes in community vitality and social cohesion that can occur due to the changes brought on by large scale industrial developments, estimating a baseline will provide the City with a tool to measure important social impacts.

3.0 Project Requirements

3.1   Target Population

The target population consists of all adults (aged 18 or over) living in households within the municipal boundaries of the City of Prince Rupert.

3.2   Units of Analysis

The primary units of analysis are households. This can be conceptualized by remembering that our sample will be drawn from a list of addresses within the boundaries of the City of Prince Rupert; given that dwellings/addresses will be selected, we still need to assess who lives there, randomly select a member of that dwelling, and then pose the questionnaire to that randomly-selected person.

Hence, the secondary sampling units of analysis are individuals in the household who are at least 18 years of age.

3.3   Data Items to be Measured

Variables[3]
1. Total number of people currently residing in the City of Prince Rupert
    a. Number of residents
        i.   Residents whose usual place of residence is in the City of Prince Rupert.
    b. Number of shadow residents. Shadow residents are defined as temporary residents of the City of Prince Rupert consisting of people staying at the sampled address but for whom this is not their usual place of residence. An additional restriction allows us to further identify the population who has spent 30 days or more working in the City of Prince Rupert in the past year.
2. Number of households occupied by owner
3. Number of households occupied by renters
4. Number of rented households in which the occupants would like to move
    a. Urgency (scale) of move for rented households in which the occupants would like to move via a measurable time frame
    b. Reason for the desired move

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[3] See definitions at the end of this document for further explanation.

5. Number of owned households in which the occupants would like to move
    a. Urgency (scale) of move for owned households in which the occupants would like to move via a measurable time frame
    b. Reason for the desired move
6. Monthly rent of households occupied by renters
    a. Smallest rent increase that would require renters to move
7. Age and Gender of Prince Rupert residents.
8. Number of residents at risk of falling below the poverty line.

3.4 Constraints

Time

A major project constraint is time. The project requires that door-to-door enumeration take place before school is out to ensure that Prince Rupert residents will be in the City and will not have left for vacation. The final day of school in Prince Rupert is June 19th, so the last day of door-to-door enumeration must take place on June 18th. The enumeration strategy requires that mail-outs be sent to the sampled households two weeks in advance of the door-to-door enumeration. Mail-outs should be sent May 25th at the latest. The custom database, questionnaire, and sample all must be completed and finalized prior to the mailout which requires a very tight turnaround for any drafts submitted to the City. The window of opportunity for enumeration is June 8 - 18.

Specialized Resources

All specialized resources have been identified and hired for the project except survey enumerators. Enumerators are required to have the following qualifications:
- Present themselves in a professional manner
- Articulate the very specific language in the questionnaire
- Provide answers to common questions
- Act in a courteous and respectful manner
- Accurately and effectively record responses
- Adhere to the sample design and reporting requirements

Required Outputs
- Flexible, secure database capable of accommodating multiple surveys
- Written report summarizing the findings of the survey
- Online presence presenting the findings of the survey
- Finalized questionnaire
- Finalized sample
- Complete sampling frame
- Statement of Objectives document
- Enumerator handbook
- Enumerator training

- Media release, Social media assets, poster, mail-out, radio advertisement script
- Presentation (PowerPoint deck) summarizing results
- Interactive web application to interact with results

4.0 Survey Design

4.1 Data Collection Methodology

A high response rate (>80%) is required to accomplish the objectives of the survey. To that end, the data collection methodology includes the following steps:

1. Sampled households will receive a mail-out with a simple web address and unique code which will encourage them to enter their responses online prior to any door-to-door enumeration. This will provide respondents the opportunity to avoid being interrupted by an enumerator at their home thereby reducing response burden. Meta-data will be collected for households that respond to the mail-out by entering their responses online which will allow for analysis related to response bias.
2. Remaining households in the sample who have not responded online will be mapped, and an enumeration plan will be developed based on the geography of the remaining sample. Enumerators will go door-to-door collecting responses on paper.
3. Households in which no qualified respondent is home will be notified of their opportunity to respond to the survey online with a door hanger. The household will be revisited within the two-week data collection timeframe if they do not submit their response online within three days.
4. Basic information related to household size and composition can be asked to the person who answers the door provided they are 18 years of age or older. All other questions that require the opinion or specific status of the respondent (eg: employment status, social cohesion) will be answered by a randomly selected representative individual over the age of 18. If the randomly selected individual is not available to answer the question, the individual who answered the door will offered the opportunity to provide their response. Follow-ups will still be done for the selected respondent, while the non-selected respondent's answers will be kept regardless of whether the selected respondent responds or not. Any non-random responses (such as those given by non-selected members of selected dwellings) will be flagged for analytical review in an attempt to measure the bias they introduce into the sample (if any).
5. For quality assurance, we've added a question to the questionnaire that allows people to consent to being contacted to verify their responses. A random sample of households will be contacted to ensure that no enumerator fraud has taken place.

4.2 Sampling Frame

 The frame utilized for the sample will be an expanded version of the City of Prince Rupert housing inventory. Specifically, the housing inventory will be expanded such that multi-unit households will be each given their own record. This allows individual dwellings within apartments, townhomes, rowhouses and other multi-unit households to have an equal probability of being sampled like any other household. The City, and Urban Systems are

confident that the housing inventory will provide full coverage of the target population. An additional benefit of using the housing inventory is the inclusion of GIS data and home addresses in the inventory. Once extended to include multi-unit addresses, this will allow for a quick and easy mail out and for the construction of enumeration plans where GIS mapping can be used to create efficient geographic sections to assign to enumerators.

4.3   Sampling Design

There are two dimensions with which the City of Prince Rupert will be stratified:
1. Market/non-market housing
    a. Market housing
    b. Non-market housing
2. Housing type
    a. Apartment (5+ stories)
    b. Apartment (<5 stories)
    c. Fourplex
    d. Movable dwelling
    e. Row Housing
    f. Semi-detached
    g. Triplex

The geographic detail at which we intend to report out is undecided at this time and it will depend on the results of the survey. The sample will be proportionally distributed by section independent of the geographic reporting requirement, however sample size calculations will vary significantly as a function of the level of geographic detail required for reporting. The first sample size calculation will be produced with no geographical reporting considerations. Subsequent calculations will include geographical reporting considerations.

Market/non market housing will be included as a stratification dimension to ensure that we can report-out differences in variables between known market and nonmarket households.

Housing type is a known attribute in our frame and is a critical stratification element in the population estimate. Average density by housing type, market/non-market, and section will be expanded using the total count by housing type in the frame to infer the total population.

Sample size is presently unknown, as multiple options will be presented based on different levels of geographic reporting. Strata will be assigned proportional representation in the sample, for example, if 70% of households are single family dwellings in the frame, single family dwellings will comprise 70% of the sample[4].

If we were to retain all possible levels of each stratification dimension, we would have 9x2x7=126 different strata. Considering there are <6000 units in the entire frame, reporting

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[4] As we are stratifying on multiple dimensions (geography, housing type, and market/non-market) this is a little more complex in practice.

out at the strata level (defined by all three dimensions) would require a very large sample size to retain the capacity for statistical inference. Adding the market/non-market dimension to the stratification plan doubled the number of strata. Reporting out at the City level (no geography) would reduce the number of strata to 14 from 126. As an example, retaining all 126 strata would imply we would like to report out for all non-market apartments in section 1, and be able to compare those estimates to all non-market apartments in section 2. Dropping the geographic dimension would allow for detailed reporting at the housing type and market/non-market level, which would require a much smaller sample overall. This is the recommended approach.

5.0 Survey Activities

5.1   Questionnaire Design

Questionnaire design will incorporate the feedback received at the SOO meeting, combined with the stated objectives in this SOO document. The questionnaire will include a mechanism to randomize survey respondents at the secondary sampling unit level (individuals) to minimize response bias. The questionnaire will be filled out either in hard copy if it is filled out in person or online if the respondent logs in themselves. A draft questionnaire will be presented for feedback by May 13th 2015. A final questionnaire will be available concurrent with the mail out on May 25th 2015, at which point the questionnaire will be available online and ready for respondents to submit responses.

5.2   Survey Testing

No formal testing program will be done on the survey questions, though the opportunity to test some of the questions is possible in the market survey being conducted in advance of the Go Plan survey. Participants in the SOO meeting are expected to provide feedback regarding the questionnaire and this information will be utilized in the place of formal testing program. Additionally, a small portion of the sampled will be presented the questionnaire in person on May 25th - the day of the mail-out. Any major omissions, errors, or awkward questions will be changed prior to the sample receiving the mail-out later in the week.

5.3   Data Collection

 A three-hour enumerator training session will be held the week of June 1st - 5th. The training will provide a discussion of the following topics:
- Why the survey matters
- Important terms
- Role of the enumerator
    - Your responsibilities
    - Confidentiality
    - Your approach
    - Your enumeration plan
    - Your field supervisor
    - How to cover your area

- Where/whom to interview
  - Converting non responses, reluctant responses
- Safety tips
- Call backs and door hangers
- Quality assurance checks
- Overview of survey questionnaire

Enumerators will be given a map and list of addresses that they are responsible for enumerating. Enumeration will take place June 8th - 18th giving sufficient time for revisits, door hangers, and call backs.

5.4 Data Processing

Data will be captured in two formats, it will either be directly entered online by survey respondents, or it will be entered by pen and paper via door-to-door enumeration. Data that is entered online can be pre-cleaned via built-in consistency checks if necessary. Data that is collected via pen and paper will be cleaned via in-person verification, and entered into the database manually.

5.5 City of Prince Rupert Inputs

1. The participants of the SOO meeting are expected to provide feedback on SOO related materials, and the draft questionnaire.
2. The City is expected to assist Urban Systems in completing the housing inventory such that multi-unit buildings are recorded as single entries in the database.
3. The City is expected to assist in clarifying any inconsistencies in the housing database prior to the sample selection.
4. The City is expected to recruit a sufficient number of enumerators to cover the required sample in a one-week timeframe prior to June 1st. Big River Analytics will provide the field supervisors and training.

5.6 Final Deliverables

Emphasis will be on producing web-based products though tables and graphs, a Powerpoint presentation, and a hardcopy report.

Interactive data visualizations will be available via web application utilizing the "Shiny R" environment. Hosting services can be provided at www.goplansurvey.com.

5.7 Schedule of Activities

Task	Target
Task 1: **Statement of Objectives** 　　　a) Statement of Objectives Document Draft	May 11

b) Statement of Objectives Review c) Statement of Objectives Final	May 13 May 14
Task 2: **Finalize Housing Inventory Database & Add Geography Layers**	May 13
Task 3: **Needs and Demand Analysis Review**	May 11

Task 4: **Questionnaire**
    a) Go Plan Survey Draft Questionnaire
    b) Go Plan Survey Questionnaire Review
    c) Go Plan Survey Questionnaire Final
	
	May 13
	May 18
	May 22

Task 5: **Survey Sample**
    a) Survey Sample Draft
    b) Survey Sample Review
    c) Survey Sample Final
	
	May 18
	May 20
	May 22

Task 6: **Media Release**
    a) Draft Media Release (pre-survey), Social Media Assets, etc.
    b) Media Products Review
    c) Media Products Final
	
	May 20
	May 22
	May 25

Task 7: **Development of Survey Tool and Online Database**	May 25
Task 8: **Print and Mail Mailout**	May 25

Task 9: **Enumerator training and Data Collection**
    a) Enumerator training [3hr]
    b) Primary Data Collection
	
	June 1-5
	June 8-18

Task 10: **Data Validation, Analysis & Computation of Estimates**	June 24

Task 11: **Draft Report**
    a) Draft Report Document / Web material development
    b) Review Draft Document / Web material
	
	July 1
	July 8

Task 12: **Presentation to CPR**	July 15
Task 13: **Final Report**	July 17
Task 14: **Web Development**	July 24

Tasks with multiple items require feedback. It is assumed that feedback will be received by the target date. Delays in the turnaround will create further delays in finalizing tasks.

6.0 Definitions

Residents of Prince Rupert

Residents of Prince Rupert includes people whose usual place of residence is in Prince Rupert.

This includes:
- everyone, including babies, who live, sleep, and/or work in this dwelling or location most of the time, including those who are absent who intend to return.
- anyone living away at college or university temporarily who plans to return to this residence.
- anyone in a public care facility, jail, prison, detention facility, etc., on April 1st, 2015, if they have been there for *less than six months*.
- anyone without a permanent (usual) home address. Otherwise she/he may be omitted in the Census.

This does not include:
- any students who are living temporarily at your home who have a permanent home elsewhere.
- anyone living away in the armed forces.
- anyone in a public care facility, jail, prison, detention facility, etc., on April 1st, 2015, if they have been there for *more than six months* (prior to October 1st, 2014). (Please leave these people off the form; though they may return to join the household later)

Shadow Population (Temporary Residents)

The shadow population in Prince Rupert is comprised of people who:
- Are staying at an address in Prince Rupert
- **do not** have a usual place of residence in Prince Rupert
- Have spent 30 days or more working in the City of Prince Rupert in the past year.

Building Tenure

Own

A household is considered to own their dwelling if some member of the household owns the dwelling even if it is not fully paid for, for example if there is a mortgage or some other claim on it.

Rent

A household is considered to rent their dwelling if no member of the household owns the dwelling. A household is considered to rent that dwelling even if the dwelling is provided without cash rent or at a reduced rent, or if the dwelling is part of a cooperative.

7.0 Appendices

Appendix A - Statement of Objectives Meeting Notes: May 4, 2015
Action items from meeting:
- Connect with Terrace to find out key learning / plan to move forward as regional service centre (mining, etc.)
- Meet with Mayor LeClerc and Brad Pollard
- ~~Needs and Demands Analysis, BC Housing - Lee / Bob to help access this info~~
- Recruit team for enumeration (Lee)
- Set up date/time for training workshop in Prince Rupert (week of June 1st)
- Create script that summarizes project (for video piece / social media)
- Content development / Media release
- Determine residential / geographical groups – Zeno to talk to Al
- ~~Arrange meeting in one week for smaller meeting~~
- Contact social groups / plan for community event in 2-3 weeks

Introduction (Zeno)

Key Points:
- Stats: Turning data into information
- Stats Canada is baseline
- BC Stats tells us that PR population is declining
- There is a need to create accurate and reliable information for PR to ensure proper planning
- Real-world examples why current stats are so critical exemplified by the announcement of RTA modernization – actual community stats are incorrect as the census was taken in 2011 and will be again 2016
- *Questions:*
    - What information or data will make your decisions better / easier?
    - How do we own the project / goal?
    - How do we use the information we have?

**PowerPoint is on the web site

City of Prince Rupert Housing Inventory (Robin Lapointe)
- LNG starts at 3 times the magnitude as RTA project ($$ wise)
- Proponents spend a lot of money upfront defining project with assumptions
- They will know at beginning of project how many labourers they will have in camp at any given point in the project
- Example: 1968 – Eurocan built townhouses / Methanox came in 10 years later and filled houses / people moved and townhouses became vacant for 10-15 years

- - Camps still existed but not as big as there was new housing available
    - Today this housing has been knocked down and new buildings are being constructed (including two major hotels)
    - The *question is whether to build a bigger camp or build a smaller camp and more hotels / housing capacity?*
    - What happens when you land on the other side of spectrum? You are left with the legacy.
  - Downside is that you squeeze out lower income people
  - Keep your community objectives in mind as you develop (i.e. Kitimat's vision as a retirement community is no longer applicable)
  - What you do today is who you are tomorrow
  - When camp goes, the community has to absorb it and the shadow population still remains
  - RTA: 2300 person camp with 4000 active permits (1700 that are not in camp with permit – supporting businesses, etc.)
    - THIS IS THE NUMBER WE NEED TO FIND OUT
  - What is the best balance from both short-term and long-term perspectives?
  - Kitimat did not do any statistical planning and had a major assumption that big development was not going ahead
  - Some of shadow population includes people from other projects who are working to get project approval
  - Affordable housing is going to get squeezed out! What can you do to protect residents?

City of Prince Rupert Strategy (Bob Long)
- Manage shadow populations
- Want all operational people to live in town / not move in and out
- House them in a timely manner so marketplace is stable
- Need to get a handle on commissioning piece and operational piece
- City does not want them in CAMPS
- No fly in fly out (with exceptions for maintenance, etc.)
- Camps need to shut down once in operational stage
- City owns most of land where hotel development can take place
- Planning and bylaws must take into consideration hotel capacity
- Difficulty is that some hotels are always at 30% occupancy

Intro and Background (Hannes)
- Final investment decisions will have serious impacts on community
- PR Housing Inventory will be used as a frame to build sample
- Sampling approach can be used to increase response rate / minimize response rate bias
- Test two samples
- Minimize cost of enumeration – sampling by address / you can fill out online with pin

- Building web presence (database links to front end)
  - Want graphs and conclusions

Questions/Comments:
  - What happens with a house that has three illegal suites?
  - How do we ensure that we have responses from everyone in such a multi-dwelling?
    - Vet with AL (the human database for PR)
    - Respondents may be reluctant to provide honest and accurate information
    - Script and define policies that are up front – This information will not be used for x, y and z – Welcome to the 2015 Census

Decisions:
- Approval Process
  - Send deliverables to group who is present for meeting today for consensus and to provide approval

Formulation Process Overview (Karla)
- Survey – expectations / content / trade-offs

Step 1: Information Needs
- Overarching guiding principle / why are we here / what are we hoping to gain
- Joy's Objectives:
  - Create a picture for negotiations with province and proponents
  - Create a picture with present housing needs prior to LNG – baseline for future measurement
  - To look after needs of poor people in community (homeless, seniors, people in need of supportive housing) / take present poor housing population – determine what they are and what their needs are so they do not become worse off as projects moving forward
- Baseline for future / Is there an increase in marginalization (Corinne)
- What is the make up of people who live here and what do they see as important – how often do you volunteer? (Bob)
- How many neighbors / friends / family do you interact with in community? (Bob)
- Do you have extended family or friends / can you exit community if stress occurs / that you can depend on? (Bob)
- What is multi-generational presence? (Zeno)
- Feeling of ownership and responsibility of community – define community here as PR believes it is completely different here – want to manage for that going over the hump so they can develop policies to deliver social cohesion
- Mixing pot of cultures that are rooted in place – we all start because there is a resource here (Bob)
- What baseline of social cohesion do we have?
- Employability of population (educational background / things that proponents may be interested in) (Corinne)

- Do people have access to a family doctor? (Corinne)
- What sub-components do we want to know?
- Own / Rent – Own and occupy? Or Own and live out of town? / Market rental
- The Popsicle Index / do you know your neighbours?
- Not concerned with asking about income / rental subsidies? Want to ensure good response.
- Get information through backdoor - Are you comfortable? Can you eat?
  - Do you lock your door when you visit your neighbours? What does it mean? Safety? With the population base growing, are you changing your habits? Correlation with increase in crime
- How many depend on public transit?
- 75% of <survey respondents vs population> say … statistical inference (good sample design, short questionnaire, appropriate analysis structure, etc.)
- Inferences on subpopulations – choose wisely

Questions / Comments:
  - What is the definition of a resident? How long have you lived here? How long do you intend to stay here? Are you First Nations? Are you here part-time / full-time?
- Access information from First Nations
- Sweet spot of questions is under ten and very simple / 5 questions = high response rate

Stated Objectives (Hannes)
- Group agrees / No additional feedback

Step 2: Users and Uses
- BC Housing – to get an accurate picture of housing needs
  - City Council will use it for internal indicators to come up with public policies to drive approach
- All provincial related ministries – health, education
- RCMP
- Regional District
- All FIVE EA Proponents – this data is the missing piece!
- Other commercial industries (Sportcheck, Big retail entities … any developer)
- Other communities and Regional Districts

Group Comments:
- End goal is to establish a clear picture of housing development with number of units per development to present to province – plug into Go Plan (Lee)
- Two groups that we really need to focus on:
  - Community survey
  - Housing survey (seniors side = issue is cost, availability of housing stock / BC Housing says we don't need subsidized housing, that there is enough existing –

the housing the people are being forced to move to is poorly maintained / what is number of people living in crappy housing that will be forced to move out to even worse housing – do we need housing shelter?)
- Ask 3 questions specifically on housing, 2-3 baseline questions and 2-3 targeted demographics / one third of survey dedicated to housing (Bob)
- Marginalized people want to be asked these questions (Joy) – addressed by a 'skip' – it will only appear for those people that apply
- What specific outcomes are these survey results going to drive?
- Public policy
- Community engagement / participation / access to results
- Maintaining our development footprint / stay within footprint
- Ability to manage City – housing, land use, taxation
- Lobbying efforts to regional and provincial governments
- When final investment decision comes down it is going to have a huge impact – need to do something before that / developers will look at places that are currently rented and renovate for higher rents – how many places do we have in PR right now that need improvements? We have xx number of potential people that are in this situation that when FID comes down they will be impacted. RENO-VICTION (Robin)
- Formulate question: I am in a 50 year old house that has not been renovated in x years … there has not been any investment
- Overall objective is to disprove the province on housing issue (Corinne)
- We already have a problem – small amount of speculation has already driven people out (Joy)
- When you get FID this is going to be the reaction

Step 3: Concepts & Operational Definitions
- Who do we want to look at / who is in scope and out of scope
- Eligibility
  - Prince Rupert residents who are 18 and over
  - Permanent or temporary resident – Are you here for work? If so, time period?
  - Who is your employer? (Zeno)
  - Must have address (no hotels)
  - Interested in people who are renting a room in a house (Border) If border is picked randomly, then that person answers for the household
  - Interested in people who live in a suite in a house (housing type = secondary suite / considered part of household)
  - Do not require the primary residence
- Shadow Population – more than 30 days working on commercial / industrial development
- Do they have permanent residence elsewhere? What is your primary place of residence? Where does your mail go to? Driver's license.
- Social cohesion – the place that you feel is your primary place of residence
- Interested in transient population for projects

- Summertime residents are diminishing
- First Nations populations who are moving in and out i.e. Nass to PR / they stay with family and hotels

- Key word Definitions:
    - Shadow population – tied to turnaround / scheduled leave / renting for x number of days/months / people who have consumed vacancy rate
    - Do you meet the following criteria? Tick boxes for:
        - Industrial projects
        - Transient for summer / fishing
        - Consultant
        - Family

Questions / Comments:
- Since we are asking factual questions vs questions of opinion, they why does it matter who answers the questions?
- How do you capture accurate population if you don't ask about children? Ask about number of children
- What happens if there are people renting who are under 18?
- If in a household there are distinct populations with multi-generations or different families / are those people living there because they are squeezed out of housing or by choice? We know the houses we are going to in the first place – mayor can phone the household to encourage response.
- Do not want household answers sacrificed when border is selected to answer questions

Step 4: Survey Content & Design
- The longer the questionnaire, the fewer the people who want to interact – Keep it short for Statistical Horsepower
- Combine Questions and utilize skips
    - Which city services do you utilize? (List 10 and mark all that apply)
    - Demographics
        - Age (breaks out children and seniors) – according to standard bands
        - Education
        - Employment Status (drop down box with industry – major industrial, light industrial, forestry, longshore, service, other …)
        - Do not single out First Nations (Are you connected to another community? Which one.)
        - DO NOT address Income
    - Housing (solve income issue here)
        - Is this your primary residency?
        - If no, then figure out why they are here, etc. Figure out shadow population
        - Renting vs owning is important

- - - Whether there is a need to move (critical, imminent …)
      - If yes, what are the types of housing that you would like to move into
    - Types of services (may be too confusing to include on this survey)
  - Social Cohesion / Connectedness / Door Locking
    - Do you know all of your neighbours names? Don't think we have stable neighbourhoods
    - How often do you interact with your neighbours / families / friends?
    - Cultural cohesion of First Nations – there is a divide and difference in definition of 'volunteering' as an example
    - Norms of reciprocity – an important piece of what is a community – how can we measure this?
    - How connected do you feel to Prince Rupert?

Questions / Comments:
- Income correlates to affordability of housing
- Are we concerned about income of homeowners?
- Going to get low income people jumping to higher income brackets with port expansion
- Affordability for middle class people – how do you build, subsidize, purchase houses? How do you find a decent rental with rent prices increasing?
- Affordable condos – can't be worth more than houses
- Slip question in there for income
- Some people who are considered marginalized will be moving into industry with substantial increase in income
- Income band split: Under 24K (Poverty level) / Over 50K / 75K Plus

Step 5: Marketing & Enumeration
- Define marketing objectives (awareness, inform and educate, take action)
- Target audience(s) – citizens of PR, Provincial Govt, Industrial proponents
  - Those that are concerned about housing
  - Those that are in support of LNG
- Tone and Manner of message / integrate with existing brand/campaign (GO PLAN)
- What communications channels exist (web site, social media, traditional media)
- Branding:
  - Are you concerned about housing?
  - Get Ready for Major Projects / Let's Plan for Major Projects and Housing Survey
  - Survey for City Housing Plan
  - Headline: Go Plan Survey
    - Byline: Housing / Major Projects / Planning

Key Dates:

Mid May:
- Begin marketing to town (social media, radio, newspaper, mail out …)
- Media release – after May long weekend
- Free Dinner Nite – Community Event - work with community organizations

Beginning of June
- Survey LAUNCH (assuming quick turnaround approval from group)
- Data collection - door knocking + online (need two week window)!
- Survey done before school is OUT! June 8 - 18
- INFOGRAPHICS
- One Minute Video Vignettes – Pre and Post Campaign (Mayor providing snapshot overview / sharing key details of project)

Step 6: Analysis Plan

Stratification
- Six sections of residential on map
- Divide into three parts
  - Newer parts of town (group neighbourhoods)
  - Include downtown (stores have rental units)

Gold Standard – 95%

End Product:

- Methodology
- Summary of ten questions – charts, graphs …
- Our survey found … analysis
- Interactive graphics online / ask for information
  Comments:
- Need to ease feelings of abandonment of poorer sects of the population
- No inference / we are describing respondents

Appendix B - Canadian Index of Well Being - Community Vitality