

# ALBERNI CLAYOQUOT REGIONAL DISTRICT MULTIPLEX SURVEY

---

SUMMARY REPORT



---

**PREPARED FOR THE ALBERNI CLAYOQUOT REGIONAL DISTRICT (ACRD) BY:**

Sylvie Lafrenière PhD  
Pamela Shaw PhD MCIP  
Lisa Barron  
Beverly Hampson  
Katelyn McDougall

From Vancouver Island University

---

---

## **Table of Contents**

---

	<b>Page Number</b>
<b>Summary of Results</b>	<b>3</b>
<b>Methodology</b>	<b>5</b>
<b>Demographics</b>	<b>6</b>
<b>Items of Interest</b>	<b>7</b>
<b>Advantages and Disadvantages</b>	<b>9</b>
<b>Support for Property Tax Increase Estimates</b>	<b>11</b>
<b>Level of Importance of Items in the Multiplex</b>	<b>13</b>
<b>Frequency and Type of Use</b>	<b>14</b>
<b>Day Rate</b>	<b>16</b>
<b>Conclusion</b>	<b>17</b>

Appendix A – Survey sent to Ucluelet, Tofino, and Area C

---

## Summary of Results

---

In the Fall of 2011, the Alberni Clayoquot Regional District approached Vancouver Island University with a proposal to conduct a survey on community interest in constructing a multiplex on the West Coast of Vancouver Island. Members from the Faculty of Social Sciences, Sylvie Lafrenière and Pamela Shaw, and three students from Sociology and Geography, Lisa Barron, Beverly Hampson, and Katelyn McDougall, worked on the project.

The ACRD covered the costs of student labour, which was much appreciated by the students. All costs for printing and mailing were provided by the ACRD. Staff from the ACRD, in particular Russell Dyson and Terri Fong, are thanked for their participation and management of tasks relating to this project.

In late October 2011, a total of 2,262 surveys were sent to residents of Ucluelet (N=961), Tofino (N=804), and Electoral Area C (N=497) of the ACRD.<sup>1</sup> One survey addressed to “Occupant” was sent to each household in the three areas and the person responsible for financial decisions in the household was asked to complete it.

By the end of November 2011, 25 surveys had been returned unopened<sup>2</sup> and 658 valid surveys were returned, resulting in an overall response rate of 29.4%. From a survey analysis perspective, this response rate is well above what was initially expected by the research team based on previous experience with mail-out surveys. Tofino had the highest response rate at approximately 34% compared to 28% in Long Beach and 26% in Ucluelet. There are, therefore, more respondents from the Tofino area (42%) than there are from Ucluelet (37%) or from Long Beach (21%).

The survey was not constructed as a poll: respondents were not asked in a yes-no format if they supported the Westcoast Multiplex. Instead, this survey was constructed to provide information regarding the respondent’s interest in the proposed activities that the Westcoast Multiplex would house, their expected type and level of use, how much of a tax increase they might be willing to support, and what day rate they would be willing to pay to use the Multiplex.

---

<sup>1</sup> It is noted that the terms “Area C” and “Long Beach” are used interchangeably in this report. Several of the charts use the term ACRD in place of Area C or Long Beach due to space considerations.

<sup>2</sup> Of these 25, 4 were from Long Beach, 17 from Ucluelet and 4 from Tofino. These returned surveys are taken into consideration for the calculation of response rates for each of the areas.

While a yes-no structure would be simple, it would offer an incomplete response to a complex question. The structure of the survey allowed respondents to offer a detailed response on their levels of use, preferences, and feelings about the Project. The results present a snapshot of the opinions of the people of Tofino, Ucluelet and Long Beach regarding the Westcoast Multiplex and through this data we are able to offer an analysis and present conclusions about the level of support and interest from each of the three areas.

Overall, the findings showed that respondents were interested in the Multiplex Complex but at the same time concerned about the financial costs (both capital and operating) of such an undertaking.

Respondents were asked to indicate their interest in six items that are proposed to be included in the West Coast Multiplex: a lap pool, a waterslide, a therapeutic pool, a sauna/hot tub, an arena with a full ice sheet and an arena with a half ice sheet. The lap pool and full-sheet ice rink were the most popular, while the half-ice sheet and waterslide were the least favoured by respondents. Respondents were also interested in an exercise room, gymnasium, and multi-purpose rooms.

When asked to consider the advantages of the Multiplex, respondents from Tofino and Ucluelet cited community building and children and family activities as most advantageous; the highest scores for Area C respondents were for the “none” category.

The next question asked for the respondent’s opinions on tax increases relating to the Multiplex. Overall, the level of support for the Multiplex fell with increasing tax estimates. By area, respondents from Area C were most opposed to tax increases to fund the Multiplex.

Respondents were then asked to reconsider the uses they favoured in light of potential tax increases. A pattern of declining importance was indicated following the consideration of tax implications, although this decline was sometimes slight.

Respondents indicated that they would most often use the facility for recreational or fitness activities. The categories receiving the lowest level of responses from all areas were competitive and educational activities.

The final question relating to the Multiplex asked respondents how much they would be willing to pay as a day rate for the use of this facility. Respondents in Ucluelet and Tofino most often responded with \$10, while \$5 was the most frequent Area C response.

---

## Methodology

---

Questions for the survey were developed based on discussions with ACRD staff and through a detailed review of documentation provided on discussions to date on the Multiplex Project. The survey was developed and pre-tested, and changes were made as a result of feedback on the study. Staff from the ACRD and a representative from the Westcoast Multiplex Society were involved in these initial stages of development and testing. Both parties approved the final versions of the survey.

Initially, a scientifically determined random sample was proposed for the survey, but the ACRD agreed to fund a mail-out to all residential properties in Ucluelet, Tofino, and Electoral Area C of the ACRD. This decision was made in response to the level of community interest in the survey and to ensure that all residents could participate.

The ACRD provided the mailing information from the property databases for Ucluelet, Tofino, and Area C of the ACRD. The initial database contained 4,679 properties. From this, properties classified as Major Industrial by BC Assessment were removed as these properties were not part of the survey target population. Removed as well were duplicate addresses (if a business and its owner had the same address, the business address was removed); government properties (federal, provincial, and municipal); Leases of Crown Lands; and out of country addresses. The ACRD indicated that they will be proceeding with separate discussions with First Nations on the West Coast. The final list contained 2,262 addresses.

In late October 2011, a total of 2,262 surveys were sent to residents of Ucluelet (N=961), Tofino (N=804), and Electoral Area C of the ACRD (N=497).<sup>3</sup> One survey addressed to “Occupant” was sent to each household in the three areas and the person responsible for the financial decisions in the household was asked to complete it.

The data was entered into SPSS, a recognized data analysis program. Each response was entered in and then checked independently by two researchers who did not complete the initial entry of that response data. This method ensured a high level of data accuracy.

By the end of November 2011, 25 surveys had been returned unopened<sup>4</sup> and 658 valid surveys were returned, resulting in an overall response rate of 29.4%. Tofino had the highest response rate with approximately 34% compared to 28% in Long Beach and 26% in Ucluelet. There are, therefore, more respondents from the Tofino area (42%) than there are from Ucluelet (37%) or from Long Beach (21%).

---

<sup>3</sup> It is noted that the terms “Area C” and “Long Beach” are used interchangeably in this report. Several of the charts use the term ACRD in place of Area C or Long Beach due to space considerations.

<sup>4</sup> Of these 25, 4 were from Long Beach, 17 from Ucluelet and 4 from Tofino. These returned surveys are taken into consideration for the calculation of response rates for each of the areas.

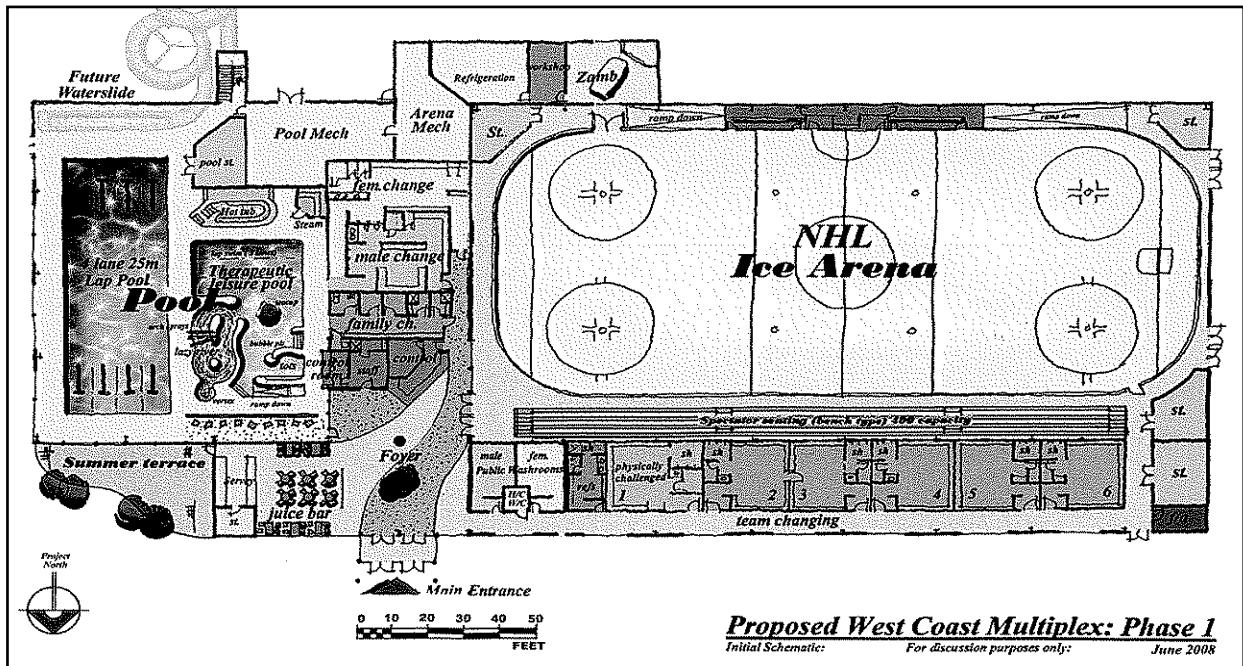
---

# Demographics

---

## Characteristics of Respondents

- The average age of respondents is 51. This was consistent across the three study areas.
- 51% of the respondents were female and 49% were male: again, this was consistent among Tofino, Ucluelet, and Area C.
- The average number of people per household across the areas is 2.7.
- 18% plan to move away from the West Coast in the next five years.
- 99% of the respondents are owners or co-owners of their property.
- 28% of respondents have a household income of \$100,000 or more, and 59% of the respondents have an income of \$60,000 or more.
- 64% of respondents indicated that they are permanent residents. This factor differed among the three areas: 36% in Area C indicated that they considered themselves to be permanent residents compared to 73% in Tofino and 69% in Ucluelet.
- A second factor that differed by area was the number of months out of the year spent living on the West Coast: Tofino and Ucluelet respondents indicated a nine month residency, while Area C residents noted a six month residency.

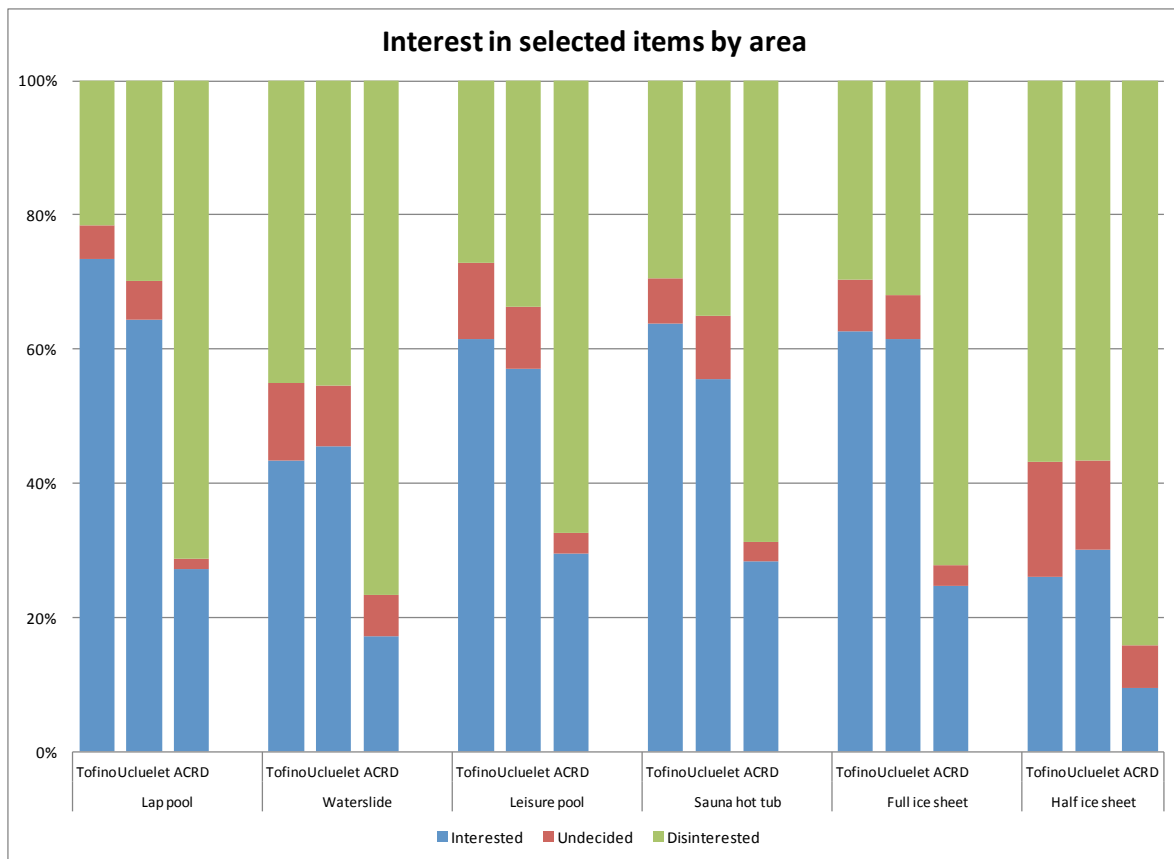


## Items of Interest

The current concept plan for the Westcoast Multiplex was included in the survey (shown on page 6). In order to evaluate the interest in the proposed plans, Question 1 asked respondents to indicate (on a scale of 1 to 5) their interest for each of the following six items: lap pool, water slide, therapeutic leisure pool, sauna and hot tub, skating arena with full ice sheet and skating arena with half ice sheet.

With the exception of the arena with a half ice sheet, all items received an interested/very interested score from at least 50% of the respondents. The most popular item appears to be the lap pool, with 60% of respondents indicating that they would be “interested” or “very interested” in its inclusion in the Multiplex. However, over a third of respondents also indicated that they were “disinterested” or “very disinterested” in the six proposed items.

When considered by area, the responses show a different pattern than the aggregate responses. Further analysis shows that respondents in the Long Beach area seem to be showing the most disinterest in any of the identified items, with this disinterest ranging from more than 80% for the half ice sheet to 70% for the leisure pool. Long Beach residents were most supportive of the leisure pool, but it is noted this support level was approximately 30%.





Tofino and Ucluelet respondents exhibited a more supportive response for the six items: respondents expressed the highest level of interest in the lap pool (74% for Tofino and 64% for Ucluelet). Their second preference differed: Tofino respondents favoured the hot tub (64%) while Ucluelet respondents expressed interest in the full ice sheet (62%).

Question 2 asked respondents to identify any other items they felt should be included in the Multiplex.

Overall responses were received for:

- 15% for an exercise room or fitness facilities
- 13% for purpose built facilities such as a climbing wall, steam room, or racquet ball court
- 11% for a gymnasium, including a basketball court, gymnastics area, and other uses that require a large open space
- 11% for a Multipurpose Room for meetings, yoga, or games.

The aggregate response for the three areas for any other items drops significantly after these four responses. When broken out by area, the gymnasium was of greater interest in Tofino (15%) compared to Ucluelet (7%) and ARCD (9%). Other responses to the four extra uses noted above were similar across the three areas.

Long Beach participants had a lower response rate to this question (25%) compared to Ucluelet and Tofino, which correlates with the lower level of interest in the items suggested for the Multiplex reported in Question 1. Tofino respondents provided the highest number of suggestions for Question 2 (53%) while Ucluelet fell in the middle (41%).

---

## Advantages and Disadvantages

---

When asked what advantages they saw in the construction and operation of the Multiplex, approximately 75% of respondents (n=488) provided an answer.

Approximately 35% of the cumulative respondents saw the Multiplex as an opportunity for community building, and 34% stated that the Multiplex would provide activities for children and families. A further 25% saw it as a gathering place for activities on rainy or winter days.

By area, Ucluelet and Tofino were again fairly similar in their responses as shown in the table, below. Almost 50% of Area C respondents indicated “none” when asked to consider the advantages of the Multiplex.

Advantages	Total	Tofino	Ucluelet	Area C
Community building	34.8	39.8	36.9	18.4
Children and family activities	33.8	40.3	31.3	24.1
Community health	29.5	34	27.2	24.1
Winter rainy opportunities	25.4	30.1	25.1	14.9
None	16.6	4.9	14.9	48.3
Tourism	11.3	9.7	15.4	5.7
Transportation	9.2	7.8	11.8	6.9
Economic advantages	5.7	4.4	8.7	2.3
Skill development	2.9	2.4	4.1	1.1
Place for seniors and adults	2.7	1.9	3.1	3.4
Yes	0.2	0	0.5	0

*\*Note: the total will be greater than 100% because of multiple responses.*

The next question asked if the respondents could foresee any disadvantages to the proposed Multiplex. To this question, 80% (n=523) provided an answer. Of these, 25% said they saw no disadvantages.

The main concern expressed by respondents from all areas related to financial/economic considerations. In fact, of all those who provided an answer to the disadvantages, 73% mentioned financial/economic factors.

Disadvantages	Total	Tofino	Ucluelet	Area C
Building maintenance and use costs	45.7	47.4	48.5	36.6
Increased taxes	27.7	21.1	27.3	43.6
None	24.7	28.9	21.6	20.8
Transportation	14.3	13.6	17.0	10.9
Design related	11.5	11.4	3.1	7.9
Yes	3.6	3.1	2.1	7.9
Environmental	2.9	2.6	2.6	4.0
Negative community impact	2.5	2.6	3.1	1.0

*\*Note: the total will be greater than 100% because of multiple responses.*

By area, Tofino and Ucluelet respondents offer similar responses across many categories. Area C respondents were most concerned about increased taxes, followed by the operational costs of the building and structures.

---

## Support for Property Tax Increase Estimates

---

Given that the Westcoast Multiplex would require a tax increase for each of the areas, the questionnaire asked respondents to indicate their support for the Multiplex under five specific tax increase situations: the tax increase increments are shown on the surveys attached in Appendix A.

It was noted in the questionnaire that the figures included capital and operating costs over 20 years. Respondents were asked to consider that a higher rate of tax increase would mean more services at the facility and lower day rates for access. It was noted that these costs were estimates: much more detailed accounting would be required to fully assess the tax implications of a new Multiplex on the West Coast. These figures were intended to illustrate the potential tax implications for households relating to the facility and offer respondents an opportunity to consider their level of support for different tax levels.

An increasing five category scale of average annual property tax increases was presented on the survey. Residents were asked to evaluate their support for the Multiplex under each of the five different scenarios. Ranking categories were very interested, somewhat interested, undecided, somewhat disinterested, and very disinterested.

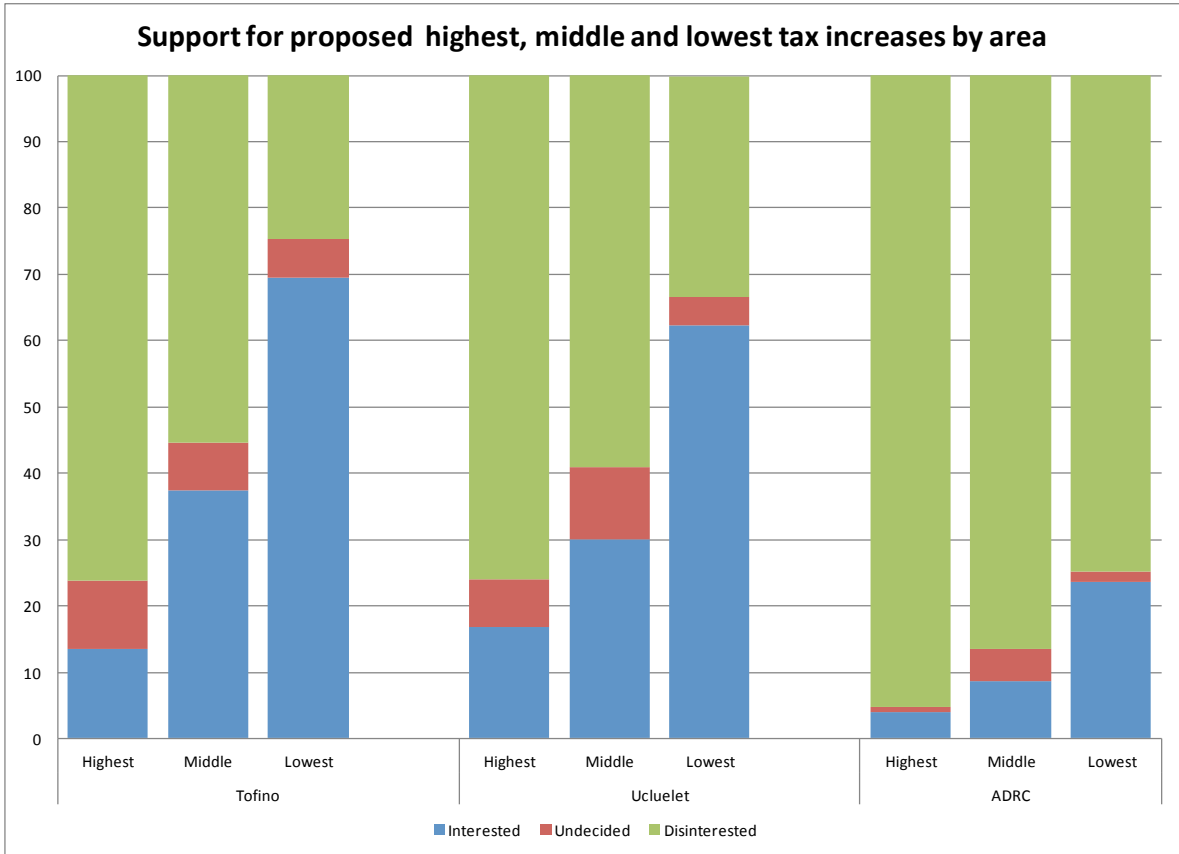
The table below illustrates the results for three out of the five average annual property tax increases for each area. The highest tax increase is shown first, followed by the middle tax increase, and then the lowest for the three areas.

For clarity, the responses were grouped into interested (combining very interested and somewhat interested), undecided, and disinterested (combining somewhat disinterested and disinterested).

The table shows that, for each of the three areas, the highest support is for the lowest tax increase. In Tofino over 70% of respondents support for the lowest tax increase, while more than 60% of Ucluelet respondents indicated their support for the lowest tax increase category. Support in the Area C for any of the illustrated tax increases was low, with the highest level of support at approximately 23% for the lowest tax increase category.

It is interesting to note that for all three areas, few respondents indicated that they were “undecided” for any of the illustrated tax increase categories.

While the support for the lowest tax increase is consistent across the three areas, the detailed results are significantly different when comparing Tofino, Ucluelet, and the Area C lands. The results correlate with early questions on items of interest and advantages/disadvantages.



## Level of Importance of Items in the Multiplex

---

In earlier questions, respondents were asked to consider a list of items that would be in the Multiplex. Respondents were then asked to comment on property tax increases relating to the Multiplex. This question builds on those previous responses.

That is, now that respondents had an idea of the estimated annual property tax increases, the respondents were asked to give an indication of the importance of each of the items considered. It was anticipated that respondents would indicate a high level of support for items viewed as critical for the Multiplex while other items might no longer be considered as critical: the question was intended as a means of sorting out the most important items for the Multiplex, those that respondents would be willing to pay for.

Across the three areas, the percentage of *importance* for each item in this question is lower than the percentage obtained for *level of interest* for individual items expressed earlier in the survey, although this difference is sometimes fairly minimal. For example, 57% of cumulative respondents were very interested or interested in the lap pool, but this interest drops to 54% after the consideration of a property tax increase. The difference is larger for the sauna: 51% were interested in this item, but responses on the importance of the sauna saw this item drop to 41%.

By area, respondents from Long Beach remained consistent in their responses: whether considering interest or importance, the scores were lower than the other areas and close to the same for any one item.

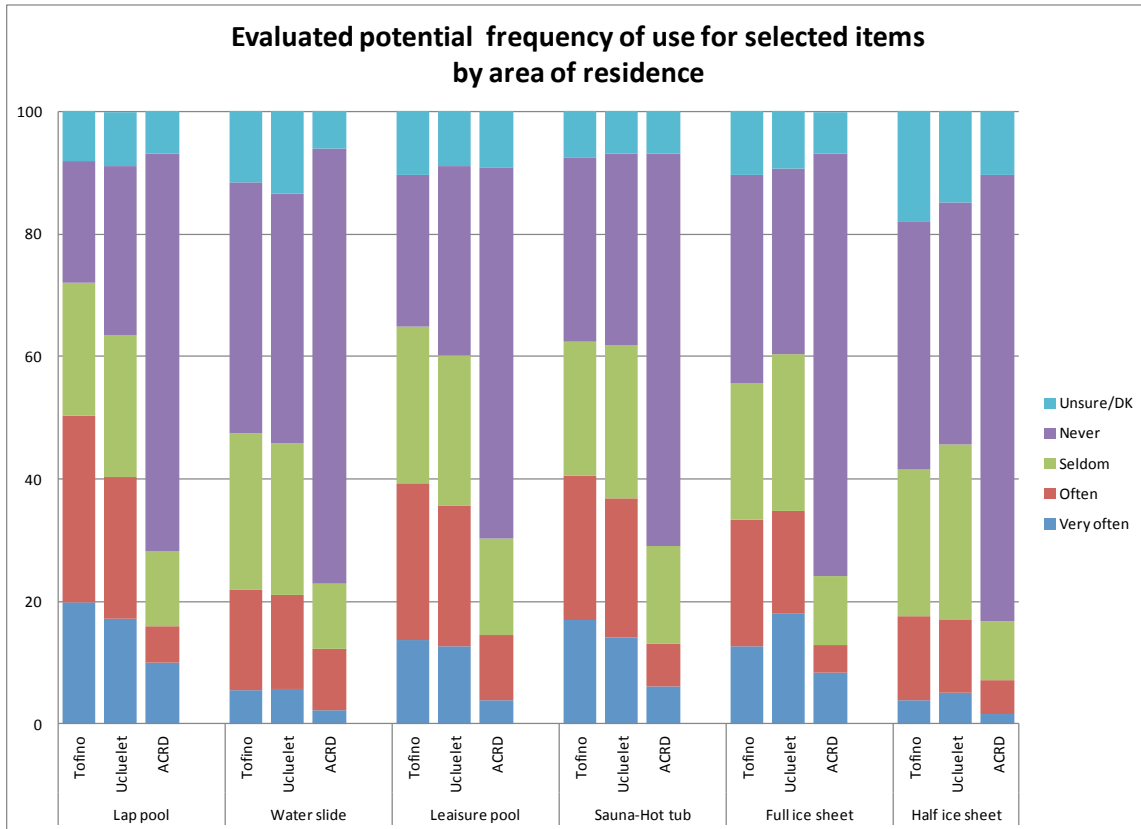
For Tofino, the interest in the waterslide was at 43%, dropping to 29% when taxes were taken into consideration. The same pattern was true for the sauna, dropping from 65% interest to 51% importance. The changes were smaller for the ice sheet (63% interest to 60% importance) and the lap pool (74% interest to 70% importance).

Ucluelet exhibits a similar pattern, with the full ice sheet dropping from 62% interest to 56% importance. The lap pool shifted from 64% interest to 62% importance.

Overall, this shows that the consideration of potential property tax increases changes the results somewhat. The changes are not drastic, which indicates that that level of interest highly correlates with level of importance, and respondents are consistent in what they hope to see in the Multiplex.

## Frequency and Type of Use

Respondents were asked to evaluate their household’s potential frequency of use of each of the six items proposed for the Westcoast Multiplex.

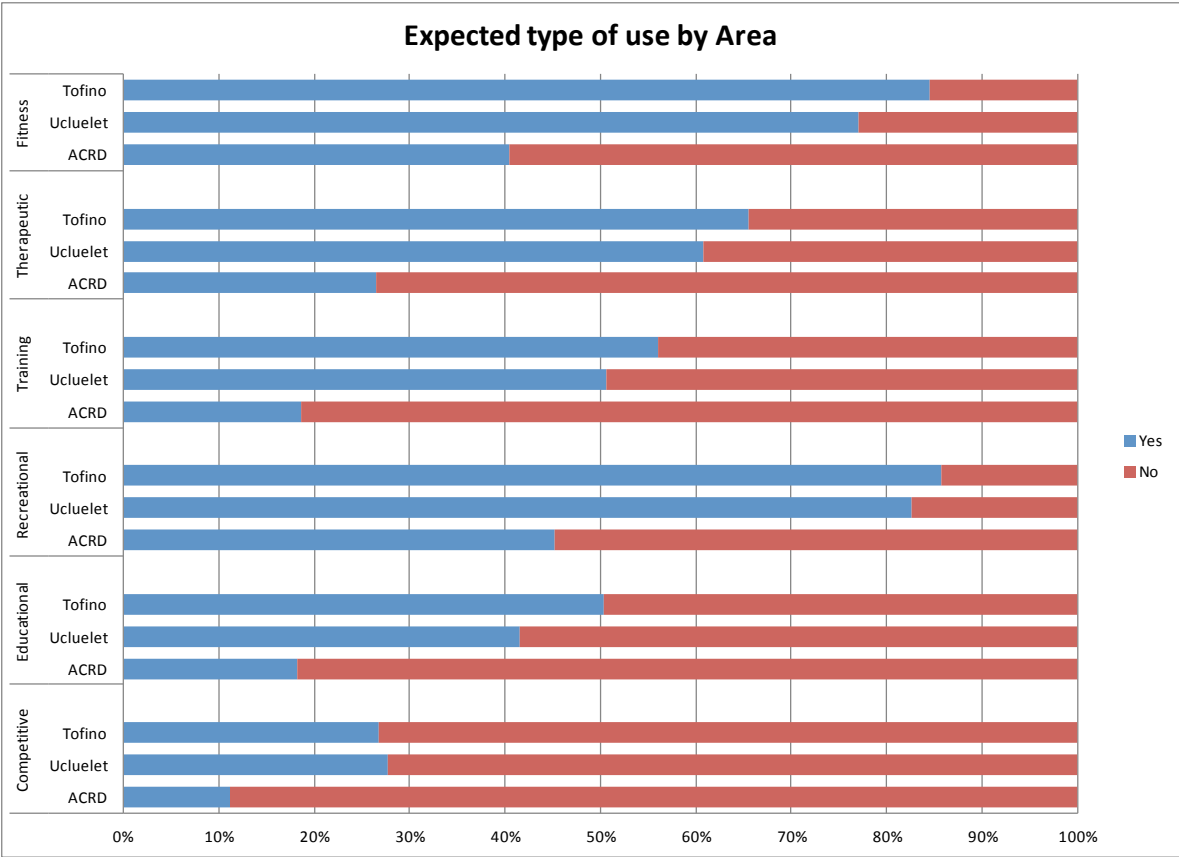


As shown in the table, Long Beach respondents indicated the lowest percentage of very often or often for potential frequency of use. In fact, ARCD respondents consistently indicated that they saw no potential frequency of use for every item listed in this question.

Tofino and Ucluelet participants provided similar responses on potential frequency of use. Tofino respondents saw a higher level of use for the lap pool, leisure pool, and sauna, while Ucluelet residents were slightly higher for the full ice sheet.

The next question asked respondents to identify their expected type of use of the Multiplex, with categories including fitness, therapeutic, training, recreational, educational, and

competitive. Respondents were asked to indicate their potential for use for each of these six categories.



The highest categories of expected type of use was for fitness and recreational activities. Approximately 76% indicated they would use the facilities for recreational activities, whereas 73% expected to use it for fitness.

By area, Area C respondents were consistent in responding in the negative: for all categories, more than 50% of respondents indicated that they would not use the facility for that purpose. For all but the competitive category, 50% or more of Tofino respondents indicated that they expected to use the facility for the proposed activities. Ucluelet respondents again fell in the middle: they are slightly higher than Tofino for the competitive use category, but this support is still less than 30%.



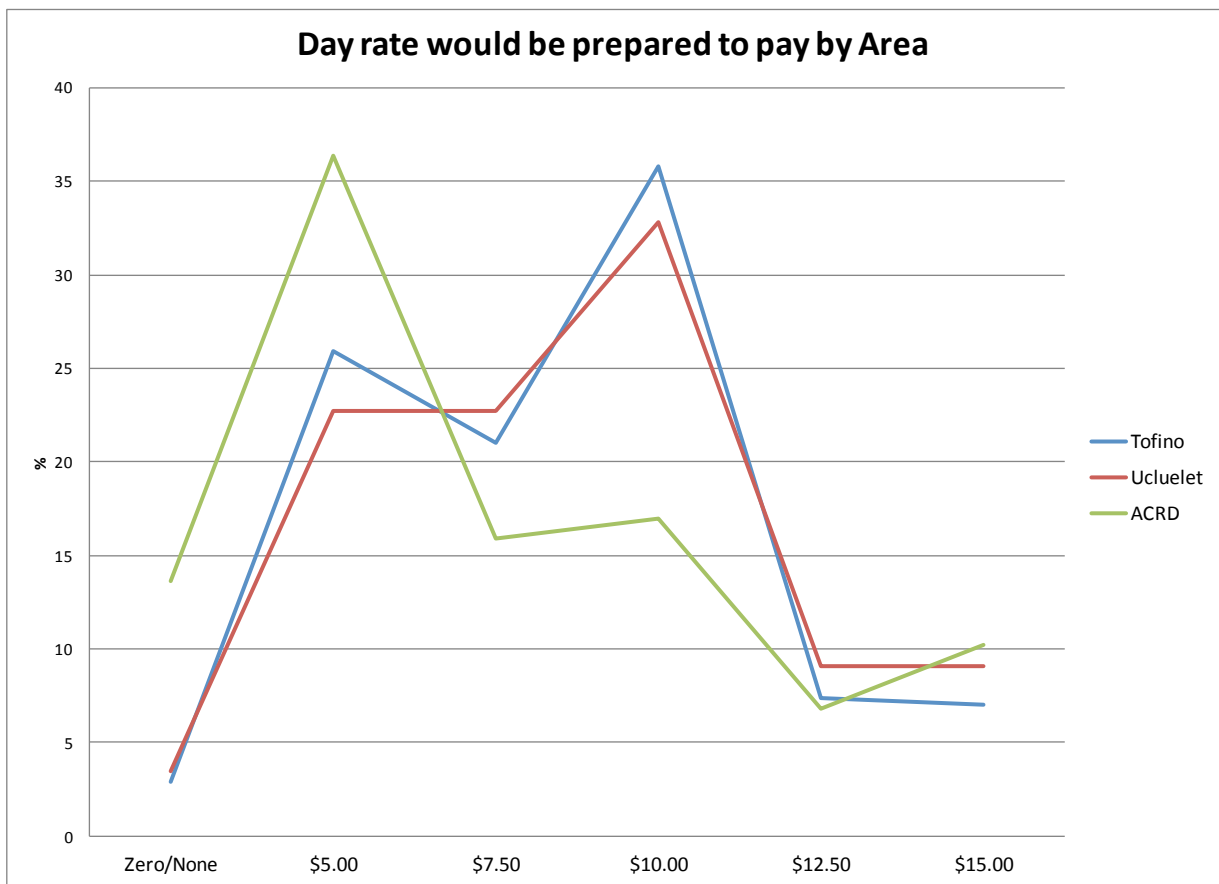
---

## Day Rate

---

The responses to this question were unexpected. It was anticipated that respondents would prefer the lowest day rate, but this did not prove to be true. By frequency of response, the highest category for Tofino and Ucluelet respondents was the \$10 per day rate. Long Beach residents favoured the \$5 per day rate.

These results indicate that respondents are willing to pay to use the Multiplex, and that the preferred amount differs by area. It is noted that a small number of survey respondents indicated some confusion about this question, and were unsure if this rate applied to an individual or a family. However, the number of occurrences of this uncertainty was low and did not significantly impact the results.



---

## Conclusion

---

Perhaps the most informative result of the survey is that, overall, respondents are not opposed to the Multiplex and noted that the Multiplex could have a positive impact on the community. Respondents also indicated that the use of the facility would likely be for recreation and fitness activities over competitive uses, which is consistent with other documentation on the proposed Multiplex.

However, respondents expressed a high level of concern with the potential capital and operational costs of the Multiplex. By area, respondents from Area C were least supportive by several measures: they were most likely to report that they did not see themselves as users of the facility, and were most opposed to any tax increase. Respondents from Ucluelet and Tofino were more supportive of the Multiplex and were often similar in their responses.

It is noted that there is no significant difference in the demographic characteristics of respondents that would explain the variations in results from the three areas: income, age, gender, and property ownership are consistent across the three areas. The only observed differences are for the number of months of annual residence on the West Coast and the number of permanent residents. Further research would be required to determine the impact of these two characteristics on the overall findings.

---

## **Appendix A: Surveys**

---

# District of Ucluelet & the Alberni Clayoquot Regional District

## West Coast Multiplex Survey - Ucluelet Area

The Westcoast Multiplex would be a public recreation facility. It is proposed to include an ice sheet, swimming pool and associated activities with equal emphasis placed on competitive events, teaching and recreational activities. Residents in the Tofino-Ucluelet area have formed a society, the West Coast Multiplex Society (WCMS), and have actively been involved in developing plans to site a sports facility at the Long Beach Airport. The WCMS has been working with the Alberni Clayoquot Regional District (ACRD) and other governments in the region to investigate the feasibility of this project.

A feasibility study for the Westcoast Multiplex was developed by Recreation Excellence. It is available to view at the regional district's website [www.acrd.bc.ca](http://www.acrd.bc.ca).

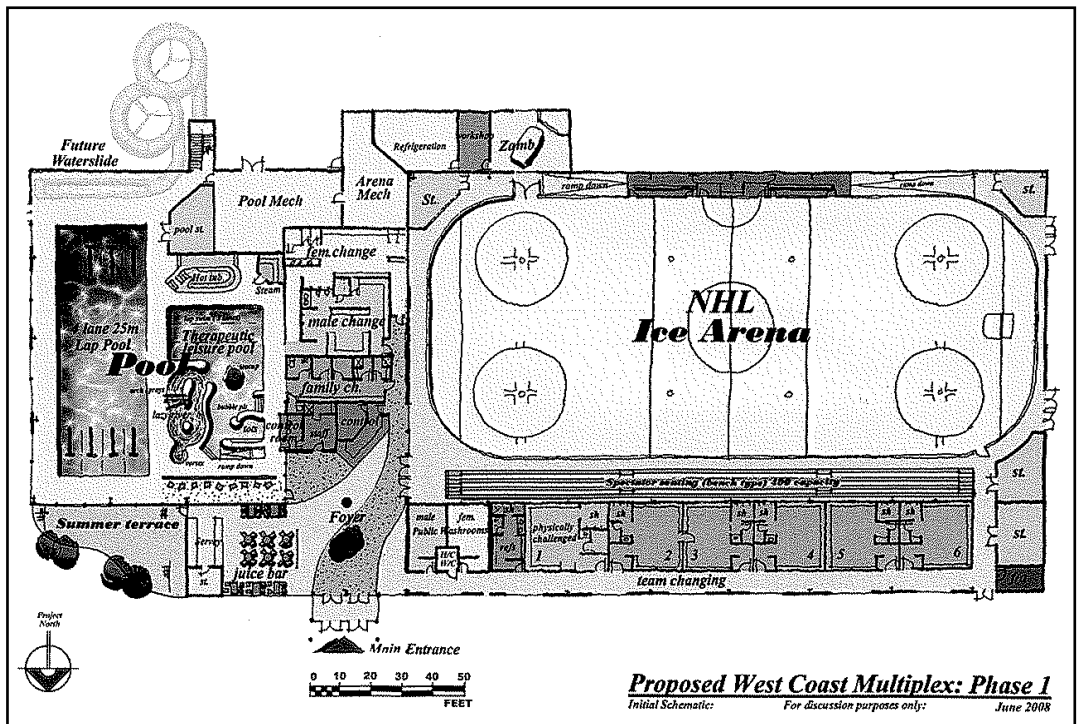
Vancouver Island University staff and students have been working with the ACRD and the WCMS to develop a survey to assess community interest in this project. The following survey is designed to record your comments and expectations regarding the West Coast Multiplex. We anticipate that it should take no more than 10 minutes to complete.

All of the survey responses will be kept strictly confidential and will be used only for statistical purposes. Data will be processed by the VIU survey team and only be reported in aggregate form to ensure that no individual responses can be identified. We value your input, your participation is important to ensure that the information collected is as accurate and as comprehensible as possible.

Information from the survey will help the Alberni Clayoquot Regional District and the Westcoast Multiplex Society determine how to proceed, based on community interest, needs and the willingness to pay the associated costs.

Once the survey has been completed, please return it in the enclosed self-addressed prepaid envelope.

Thank you in advance for taking the time to complete this survey.



PLEASE ENSURE THAT THIS SURVEY IS COMPLETED BY SOMEONE INVOLVED  
IN MAKING FINANCIAL DECISIONS FOR THE HOUSEHOLD.

Q1. Please indicate your interest for each of the following items that may be included in the proposed West Coast Multiplex. (Please check the cell that best corresponds to your opinion.)

	1 – very interested	2 – somewhat interested	3 – undecided	4 – somewhat disinterested	5 – very disinterested
Lap pool					
Waterslide					
Therapeutic leisure pool					
Sauna / Hot tub					
Skating arena with full ice sheet					
Skating arena with ½ ice sheet					

Q2. Are there any other items that you think should be included in the multiplex project that are not listed in the table above?

---



---



---

Q3. In your opinion, what advantages would the proposed West Coast Multiplex bring to your community?

---



---



---

Q4. Do you foresee any disadvantages to the proposed West Coast Multiplex?

---



---



---

Q5. Where do you live?

1. Ucluelet ----- go to question Q6
2. First Nations land, please indicate \_\_\_\_\_  
Go to question Q8

Q6. Please evaluate your support for the proposed West Coast Multiplex under each of the following circumstances. These figures are estimates and include capital and operating costs over 20 years. Please consider that higher taxes would mean more services at the facility and lower day rates for access (*please check the cell that best corresponds to your opinion*).

Annual property tax increase	1 – very interested	2 – somewhat interested	3 – undecided	4 – somewhat disinterested	5 – very disinterested
\$550					
\$475					
\$375					
\$300					
\$175					

Q7. Now that you have an idea of the estimated costs involved with the project, please indicate the level of importance of including each of the following items in the complex (*please check the cell that best corresponds to your opinion*).

	1 – very important	2 – somewhat important	3 – undecided	4 – not very important	5 – not at all important
Lap pool					
Waterslide					
Therapeutic leisure pool					
Sauna / Hot tub					
Skating arena - full ice sheet					
Skating arena with ½ ice sheet					

Q8. Please evaluate you and your household’s potential frequency of use for the following Multiplex items (*please check the cell that best corresponds to your opinion*).

	1 – very often	2 – often	3 – seldom	4 – never	5 – Unsure / Don’t know
Lap pool					
Waterslide					
Therapeutic leisure pool					
Sauna / Hot tub					
Skating arena - full ice sheet					
Skating arena with ½ ice sheet					

Q9. Which of the following categories typifies your expected use? (*please check all that apply*).

	Yes	No	Don’t know
Competitive			
Educational			
Recreational			
Training			
Therapeutic			
Fitness			
Other			

- Q10. What is the highest amount you would be willing to pay as a day rate to use this facility?
1. \$5.00
  2. \$7.50
  3. \$10.00
  4. \$12.50
  5. \$15.00

**Demographics**

Q11. Gender

1. Female
2. Male

Q12. Age: \_\_\_\_\_

Q13. How many people, including yourself, live in your household? \_\_\_\_\_

Q14. Do you currently consider yourself to be a permanent resident of the Ucluelet area?

1. Yes-----go to question Q15
2. No-----go to question Q16

Q15. Do you see yourself moving out of the Ucluelet area in the next five years?

1. Yes
2. No

Q16. How many months out of the year do you live in the Ucluelet area? \_\_\_\_\_

Q17. Are you:

1. the owner/co-owner of this property?
2. renting this property?

Q18. Average yearly household income:

1. No income or loss
2. Less than \$10,000
3. \$10,000 to less than \$20,000
4. \$20,000 to less than \$30,000
5. \$30,000 to less than \$40,000
6. \$40,000 to less than \$50,000
7. \$50,000 to less than \$60,000
8. \$60,000 to less than \$80,000
9. \$80,000 to less than \$100,000
10. \$100,000 or more
98. Refusal
99. Don't know

**The survey is complete.  
Thank you for your time!**

# District of Tofino & the Alberni Clayoquot Regional District

## West Coast Multiplex Survey - Tofino Area

The Westcoast Multiplex would be a public recreation facility. It is proposed to include an ice sheet, swimming pool and associated activities with equal emphasis placed on competitive events, teaching and recreational activities. Residents in the Tofino-Ucluelet area have formed a society, the West Coast Multiplex Society (WCMS), and have actively been involved in developing plans to site a sports facility at the Long Beach Airport. The WCMS has been working with the Alberni Clayoquot Regional District (ACRD) and other governments in the region to investigate the feasibility of this project.

A feasibility study for the Westcoast Multiplex was developed by Recreation Excellence. It is available to view at the regional district's website [www.acrd.bc.ca](http://www.acrd.bc.ca).

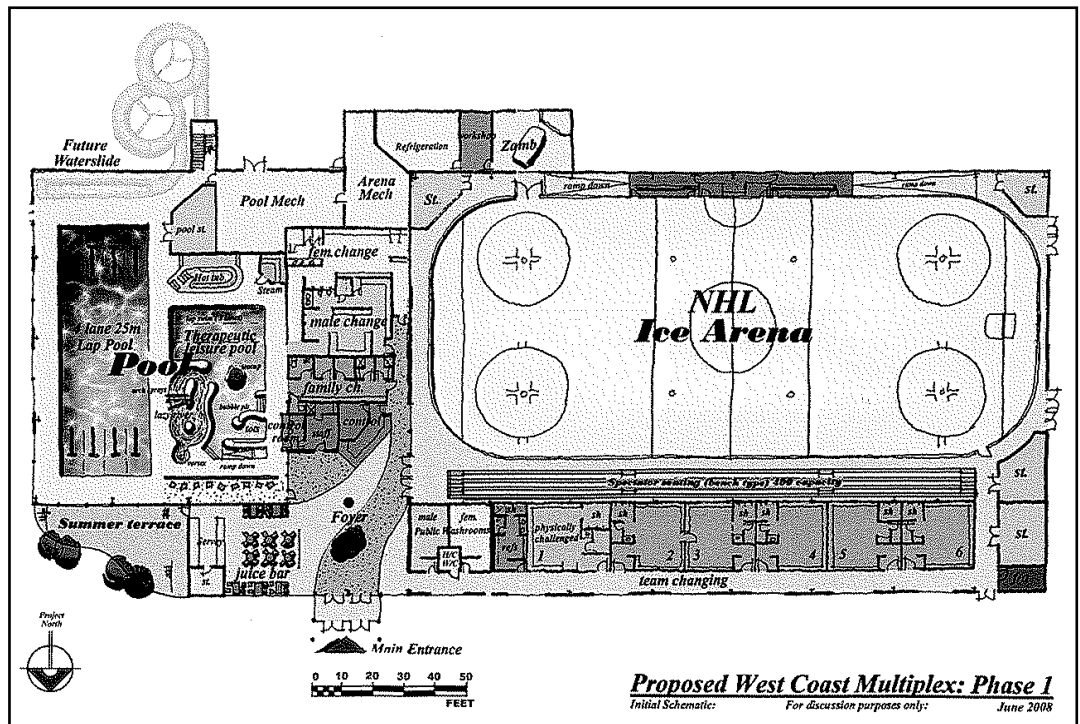
Vancouver Island University staff and students have been working with the ACRD and the WCMS to develop a survey to assess community interest in this project. The following survey is designed to record your comments and expectations regarding the West Coast Multiplex. We anticipate that it should take no more than 10 minutes to complete.

All of the survey responses will be kept strictly confidential and will be used only for statistical purposes. Data will be processed by the VIU survey team and only be reported in aggregate form to ensure that no individual responses can be identified. We value your input, your participation is important to ensure that the information collected is as accurate and as comprehensible as possible.

Information from the survey will help the Alberni Clayoquot Regional District and the Westcoast Multiplex Society determine how to proceed, based on community interest, needs and the willingness to pay the associated costs.

Once the survey has been completed, please return it in the enclosed self-addressed prepaid envelope.

Thank you in advance for taking the time to complete this survey.





PLEASE ENSURE THAT THIS SURVEY IS COMPLETED BY SOMEONE INVOLVED  
IN MAKING FINANCIAL DECISIONS FOR THE HOUSEHOLD.

Q1. Please indicate your interest for each of the following items that may be included in the proposed West Coast Multiplex. (Please check the cell that best corresponds to your opinion.)

	1 – very interested	2 – somewhat interested	3 – undecided	4 – somewhat disinterested	5 – very disinterested
Lap pool					
Waterslide					
Therapeutic leisure pool					
Sauna / Hot tub					
Skating arena with full ice sheet					
Skating arena with ½ ice sheet					

Q2. Are there any other items that you think should be included in the multiplex project that are not listed in the table above?

---



---



---

Q3. In your opinion, what advantages would the proposed West Coast Multiplex bring to your community?

---



---



---

Q4. Do you foresee any disadvantages to the proposed West Coast Multiplex?

---



---



---

Q5. Where do you live?

3. Ucluelet ----- go to question Q6
4. First Nations land, please indicate \_\_\_\_\_  
Go to question Q8

Q6. Please evaluate your support for the proposed West Coast Multiplex under each of the following circumstances. These figures are estimates and include capital and operating costs over 20 years. Please consider that higher taxes would mean more services at the facility and lower day rates for access (*please check the cell that best corresponds to your opinion*).

Annual property tax increase	1 – very interested	2 – somewhat interested	3 – undecided	4 – somewhat disinterested	5 – very disinterested
\$550					
\$475					
\$375					
\$300					
\$175					

Q7. Now that you have an idea of the estimated costs involved with the project, please indicate the level of importance of including each of the following items in the complex (*please check the cell that best corresponds to your opinion*).

	1 – very important	2 – somewhat important	3 – undecided	4 – not very important	5 – not at all important
Lap pool					
Waterslide					
Therapeutic leisure pool					
Sauna / Hot tub					
Skating arena - full ice sheet					
Skating arena with ½ ice sheet					

Q8. Please evaluate you and your household’s potential frequency of use for the following Multiplex items (*please check the cell that best corresponds to your opinion*).

	1 – very often	2 – often	3 – seldom	4 – never	5 – Unsure / Don’t know
Lap pool					
Waterslide					
Therapeutic leisure pool					
Sauna / Hot tub					
Skating arena - full ice sheet					
Skating arena with ½ ice sheet					

Q9. Which of the following categories typifies your expected use? (*please check all that apply*).

	Yes	No	Don’t know
Competitive			
Educational			
Recreational			
Training			
Therapeutic			
Fitness			
Other			

- Q10. What is the highest amount you would be willing to pay as a day rate to use this facility?
6. \$5.00
  7. \$7.50
  8. \$10.00
  9. \$12.50
  10. \$15.00

**Demographics**

Q11. Gender

3. Female
4. Male

Q12. Age: \_\_\_\_\_

Q13. How many people, including yourself, live in your household? \_\_\_\_\_

Q14. Do you currently consider yourself to be a permanent resident of the Ucluelet area?

1. Yes-----go to question Q15
2. No-----go to question Q16

Q15. Do you see yourself moving out of the Ucluelet area in the next five years?

3. Yes
4. No

Q16. How many months out of the year do you live in the Ucluelet area? \_\_\_\_\_

Q17. Are you:

3. the owner/co-owner of this property?
4. renting this property?

Q18. Average yearly household income:

11. No income or loss
12. Less than \$10,000
13. \$10,000 to less than \$20,000
14. \$20,000 to less than \$30,000
15. \$30,000 to less than \$40,000
16. \$40,000 to less than \$50,000
17. \$50,000 to less than \$60,000
18. \$60,000 to less than \$80,000
19. \$80,000 to less than \$100,000
20. \$100,000 or more
98. Refusal
99. Don't know

**The survey is complete.  
Thank you for your time!**

# Alberni Clayoquot Regional District

## West Coast Multiplex Survey - Area C (Long Beach)

The Westcoast Multiplex would be a public recreation facility. It is proposed to include an ice sheet, swimming pool and associated activities with equal emphasis placed on competitive events, teaching and recreational activities. Residents in the Tofino-Ucluelet area have formed a society, the West Coast Multiplex Society (WCMS), and have actively been involved in developing plans to site a sports facility at the Long Beach Airport. The WCMS has been working with the Alberni Clayoquot Regional District (ACRD) and other governments in the region to investigate the feasibility of this project.

A feasibility study for the Westcoast Multiplex was developed by Recreation Excellence. It is available to view at the regional district's website [www.acrd.bc.ca](http://www.acrd.bc.ca).

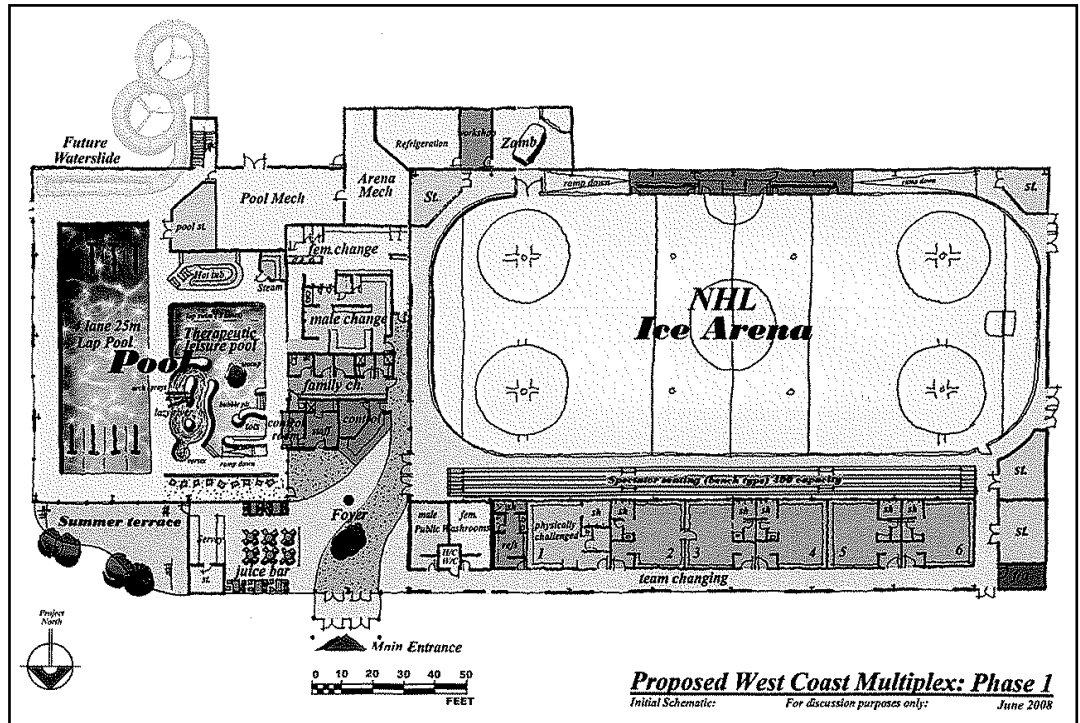
Vancouver Island University staff and students have been working with the ACRD and the WCMS to develop a survey to assess community interest in this project. The following survey is designed to record your comments and expectations regarding the West Coast Multiplex. We anticipate that it should take no more than 10 minutes to complete.

All of the survey responses will be kept strictly confidential and will be used only for statistical purposes. Data will be processed by the VIU survey team and only be reported in aggregate form to ensure that no individual responses can be identified. We value your input, your participation is important to ensure that the information collected is as accurate and as comprehensible as possible.

Information from the survey will help the Alberni Clayoquot Regional District and the Westcoast Multiplex Society determine how to proceed, based on community interest, needs and the willingness to pay the associated costs.

Once the survey has been completed, please return it in the enclosed self-addressed prepaid envelope.

Thank you in advance for taking the time to complete this survey.



PLEASE ENSURE THAT THIS SURVEY IS COMPLETED BY SOMEONE INVOLVED  
IN MAKING FINANCIAL DECISIONS FOR THE HOUSEHOLD.

Q1. Please indicate your interest for each of the following items that may be included in the proposed West Coast Multiplex. (Please check the cell that best corresponds to your opinion.)

	1 – very interested	2 – somewhat interested	3 – undecided	4 – somewhat disinterested	5 – very disinterested
Lap pool					
Waterslide					
Therapeutic leisure pool					
Sauna / Hot tub					
Skating arena with full ice sheet					
Skating arena with ½ ice sheet					

Q2. Are there any other items that you think should be included in the multiplex project that are not listed in the table above?

---



---



---

Q3. In your opinion, what advantages would the proposed West Coast Multiplex bring to your community?

---



---



---

Q4. Do you foresee any disadvantages to the proposed West Coast Multiplex?

---



---



---

Q5. Where do you live?

5. Ucluelet ----- go to question Q6
6. First Nations land, please indicate \_\_\_\_\_  
Go to question Q8

Q6. Please evaluate your support for the proposed West Coast Multiplex under each of the following circumstances. These figures are estimates and include capital and operating costs over 20 years. Please consider that higher taxes would mean more services at the facility and lower day rates for access (*please check the cell that best corresponds to your opinion*).

Annual property tax increase	1 – very interested	2 – somewhat interested	3 – undecided	4 – somewhat disinterested	5 – very disinterested
\$550					
\$475					
\$375					
\$300					
\$175					

Q7. Now that you have an idea of the estimated costs involved with the project, please indicate the level of importance of including each of the following items in the complex (*please check the cell that best corresponds to your opinion*).

	1 – very important	2 – somewhat important	3 – undecided	4 – not very important	5 – not at all important
Lap pool					
Waterslide					
Therapeutic leisure pool					
Sauna / Hot tub					
Skating arena - full ice sheet					
Skating arena with ½ ice sheet					

Q8. Please evaluate you and your household’s potential frequency of use for the following Multiplex items (*please check the cell that best corresponds to your opinion*).

	1 – very often	2 – often	3 – seldom	4 – never	5 – Unsure / Don’t know
Lap pool					
Waterslide					
Therapeutic leisure pool					
Sauna / Hot tub					
Skating arena - full ice sheet					
Skating arena with ½ ice sheet					

Q9. Which of the following categories typifies your expected use? (*please check all that apply*).

	Yes	No	Don’t know
Competitive			
Educational			
Recreational			
Training			
Therapeutic			
Fitness			
Other			

- Q10. What is the highest amount you would be willing to pay as a day rate to use this facility?
11. \$5.00
  12. \$7.50
  13. \$10.00
  14. \$12.50
  15. \$15.00

**Demographics**

Q11. Gender

5. Female
6. Male

Q12. Age: \_\_\_\_\_

Q13. How many people, including yourself, live in your household? \_\_\_\_\_

Q14. Do you currently consider yourself to be a permanent resident of the Ucluelet area?

1. Yes-----go to question Q15
2. No-----go to question Q16

Q15. Do you see yourself moving out of the Ucluelet area in the next five years?

5. Yes
6. No

Q16. How many months out of the year do you live in the Ucluelet area? \_\_\_\_\_

Q17. Are you:

5. the owner/co-owner of this property?
6. renting this property?

Q18. Average yearly household income:

21. No income or loss
22. Less than \$10,000
23. \$10,000 to less than \$20,000
24. \$20,000 to less than \$30,000
25. \$30,000 to less than \$40,000
26. \$40,000 to less than \$50,000
27. \$50,000 to less than \$60,000
28. \$60,000 to less than \$80,000
29. \$80,000 to less than \$100,000
30. \$100,000 or more
98. Refusal
99. Don't know

**The survey is complete.  
Thank you for your time!**