

Making Shift Happen: Reimagining Our West Shore Community

177 people

took part in an online survey, which ran between November and December 2023. The purpose of the survey was to check-in with members of the public to learn a little more about them and find out where they were at on issues relating to the rising cost of living and its intersection with climate change. This is what we have learned

97.74%

of those responding to the survey said they were prepared to introduce simple, easy to adopt changes into their everyday lives if they had a little bit of help to get started, and could see the benefits of their actions.



172 survey respondents indicated they are willing to introduce changes. Here's what they want to learn more about to help reduce costs and their impact on the climate.

- 73.26%** Regenerating/renewing natural spaces
- 65.12%** Shifting from a consumer culture to a creator, maker, and innovator culture
- 64.53%** Simple fixes that can save \$\$\$
- 62.21%** Being able to recycle Beyond the Blue Box
- 60.47%** Producing, processing, and preserving local foods
- 59.30%** Workshops/classes which introduce families to sustainable living practices
- 56.98%** Reducing food waste
- 51.16%** Home energy use and current financial incentives for energy upgrades

If you are interested in reviewing the survey's raw data, please contact ReImagine West Shore.

59.77%

of respondents **don't feel like we are in a Climate Emergency**, despite one being called by all of our municipal governments and the Capital Regional District.

Sample comments from those who don't feel like we're in an Emergency.

- "Generally as a culture we are not treating it as a priority"
- "People aren't acting accordingly. We're collectively in denial"
- "If the emergency was being taken seriously, more would be done with transit, local agriculture and green energy use & production"
- "I am still driving a car, there is no compost or recycling in the school I work at"

This survey question was a little bit flawed (we tried our best), but the flaw actually turned out to be a learning opportunity, because it provoked some very valuable comments from the respondents, which further underscored the social and behavioural challenges associated with calling an emergency for a threat to all living things that is ever-present and growing in severity yet largely invisible as we carry on our daily lives. That's a lot to unpack ...

Top 3 concerns

cited by respondents about how the cost of living and climate change could impact the West Shore communities and their family's future.

- 1 Food Security/Cost of Food**
- 2 Housing**
- 3 Affordability/Cost of Living**

Some of the challenges or barriers people face in implementing sustainable practices in their daily lives, and what would help overcome them:

- "People are consumed with the political side of these issues as opposed to the practical / daily actions needed"
- "Making changes that require an initial fiscal investment. We need more grant opportunities to offset costs and incentivize change."
- "Time to research and implement sustainable practices. Making any of these

changes easy to learn and accessible would help."

- "I have to live in a rental suite so I'm not able to do the things I should"
- "Proper and all encompassing recycling options urgently needed. Options for cooperative sharing of household grown foods."

More of the challenges or barriers people face in implementing sustainable practices in their daily lives, and what would help overcome them:

- "Education. Families are overwhelmed with day-to-day living. We need to provide education that is easy to consume and actionable."
- "Property managers and our board in our condo/strata need to be much more proactive about changing over to more sustainable practices."
- "My partner and most of my friends believe that recycling isn't real (they claim that items we recycle go to the landfill, or go on a barge in the ocean, or go to another country's landfill). They don't feel it's worth it, that it's a waste of time. My partner and I went on a tour of Harland landfill a few years ago and she came away believing that nothing was recycled and everything would be shipped somewhere else or burned."

She consistently throws my clean and sorted recycling into the trash because of these beliefs ... I feel hopeless in the face of my partner and friend's actions/attitudes."

- "A system of recycling fabric, better use of building material from scraps on new construction and reusing components on deconstruction of existing buildings."
- "A more centralized "one stop" recycling centre for non-blue box items, so I don't do more damage with my carbon footprint by having to drive to 15 different locations that the advantages of recycling materials to create new product. Better access to recycling of items like fabrics, and a more localized service for items now only taken at Hartland, a 40 km travel round trip."

Ages of people responding to the survey

12 years or younger	0.57%
13 to 17 years	1.71%
18 to 24 years	1.14%
25 to 34 years	2.86%
35 to 44 years	18.86%
45 to 54 years	17.71%
55 to 64 years	28.57%
65 to 74 years	25.14%
75 years and older	3.43%

Where people responding live

Colwood	37.14%
East Sooke	1.14%
Xwsepsum Nation (Esquimalt)	0.57%
Highlands	2.29%
Langford	28.00%
Metchosin	17.71%
Scia'new Nation (Beecher Bay)	0.57%
View Royal	2.86%
Other	9.71%

How long folks have lived in their current community:

Less than a year	4.00%
1 to 5 years	20.57%
5 to 10 years	21.14%
10 to 20 years	22.86%
20 to 50 years	30.29%
50+ years	1.14%

175 respondents described their households as financially:

Struggling	10.29%
Holding Their Own	35.43%
Comfortable	45.14%
Well-off	8.00%
Other*	1.14%

*not your business or a senior on a pension

82.39%

of respondents own their own homes, while **14.20%** are renters and **3.41%** either caretakers, part of a housing co-operative, or a family housing arrangement.

Respondents' current living arrangements break down this way:

Living with just my husband/wife/partner	40.34%
Living with my husband/wife/partner and another person or persons child or adult	33.52%
Living Alone	10.23%
Living as a single person with children	5.11%
Living with others (not my family, but friends or housemates)	4.55%
Living with one or both of my parents and/or brothers/sisters	4.55%
Living with extended family (including and going beyond parents and/or siblings	1.70%

Samples of information or ideas shared by survey respondents:

- "If we want to reduce the impact of climate change then degrowth will be necessary. People need to eat less meat, drive less often and buy fewer things. Degrowth would be good for the environment but can also lead to a cheaper and healthier lifestyle."
- "Something random, but something that I would find helpful is a list of local people who can fix things. Electronics and so many

things are now poorly made and break easily. Our culture is to throw things away and buy new items but I would love to easily be able find places that can fix various items."

- "I'd love to see educational and resources facilities similar to The Compost Education Centre in the Westshore."