

OFFICIAL COMMUNITY PLAN UPDATE  
**PHASE 3 ENGAGEMENT ANALYSIS**  
City of Langford

*May 14, 2025*





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# INTRODUCTION

The Langford OCP Phase 3 survey was conducted online from March 20 to April 6, 2025. A total of 144 individuals completed the survey.

## ANALYSIS METHODOLOGY

The engagement results were organized by question and then analyzed as follows:

### *Quantitative Analysis*

#### **Descriptive Statistics**

- Frequency counts for categorical data are presented in percentages.

### *Qualitative Analysis*

#### **Thematic Analysis**

1. Each survey response was treated as an individual unit of analysis.
2. Responses were systematically reviewed to identify recurring themes using a keyword-driven thematic coding process.
3. Themes were developed based on commonly mentioned topics (e.g., building heights, environmental protection, traffic concerns) and were assigned through manual keyword matching and qualitative interpretation.
4. Each response was coded against one or more themes depending on its content.
5. The final themes were ranked by frequency of mention, allowing for a representation of the most to least commonly cited issues.
6. Themes that had few frequencies (e.g., under 2) were generally not included.
7. Responses that did not align with commonly identified themes were categorized as "Uncoded."
8. Finally, validation through a thorough review of the results between peers (e.g., peer review) was undertaken to ensure the reliability and validity of the analysis.

# ENGAGEMENT ANALYSIS

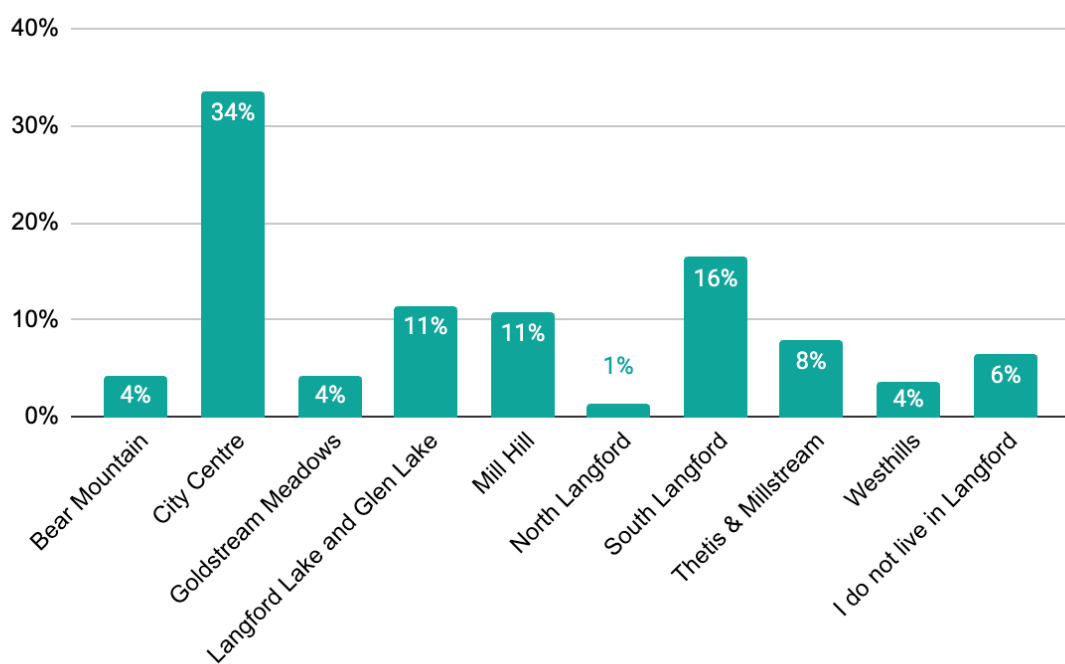
The following section presents an analysis of the engagement results by survey questions.

## DEMOGRAPHICS

### *What neighbourhood do you live in?*

#### Key Takeaway

- The largest proportion of survey respondents resided in the City Centre (34%), followed by South Langford (16%), Langford Lake and Glen Lake (11%) and Mill Hill (11%).

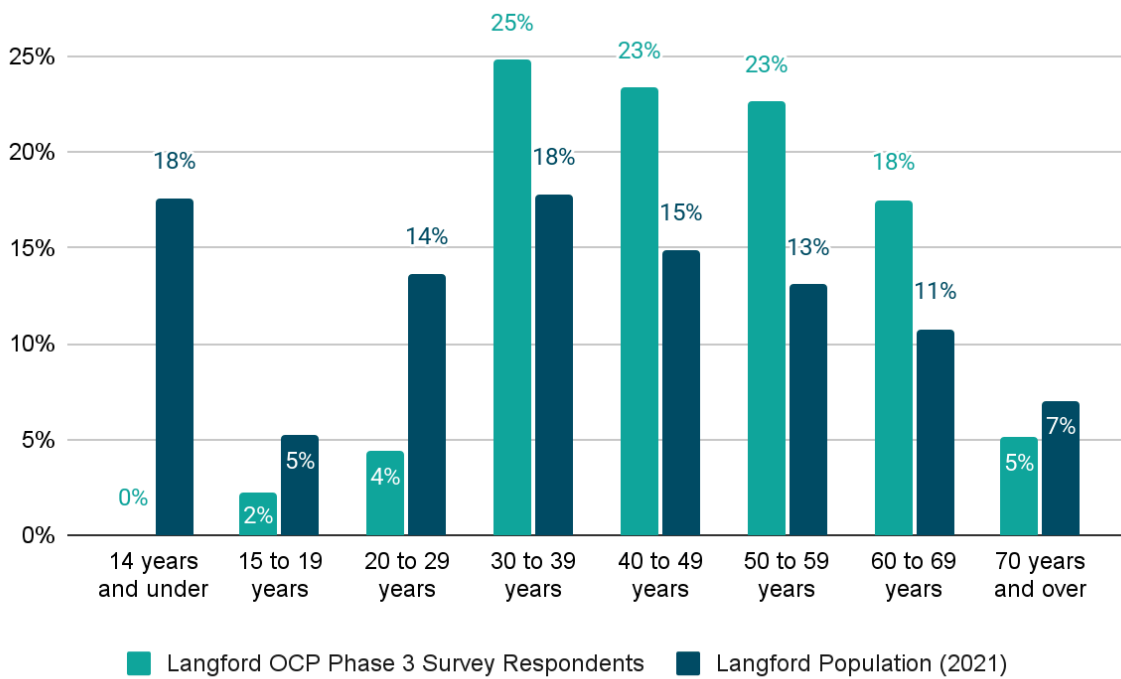


Total Responses: 140

## Please indicate your age group

### Key Takeaways

- Children and youth (under 14 years old and up to 19 years old) and those aged 20-29 were under-represented in the survey responses.
- Those aged 30-69 years of age were over-represented in the survey results.
- Those aged 70 years and older were accurately represented.

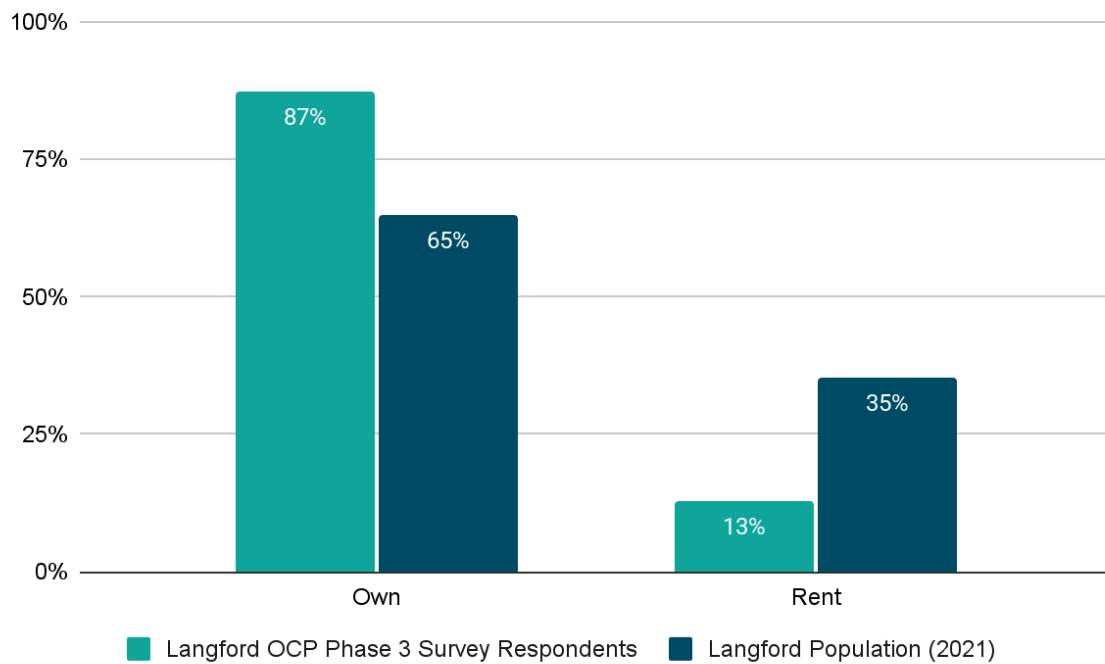


Total Responses: 137

## Do you own or rent your home?

### Key Takeaway

- Owners were over-represented in the survey results, while renters were under-represented.



Total Responses: 133

## WHETHER WE GOT THE DRAFT OCP RIGHT

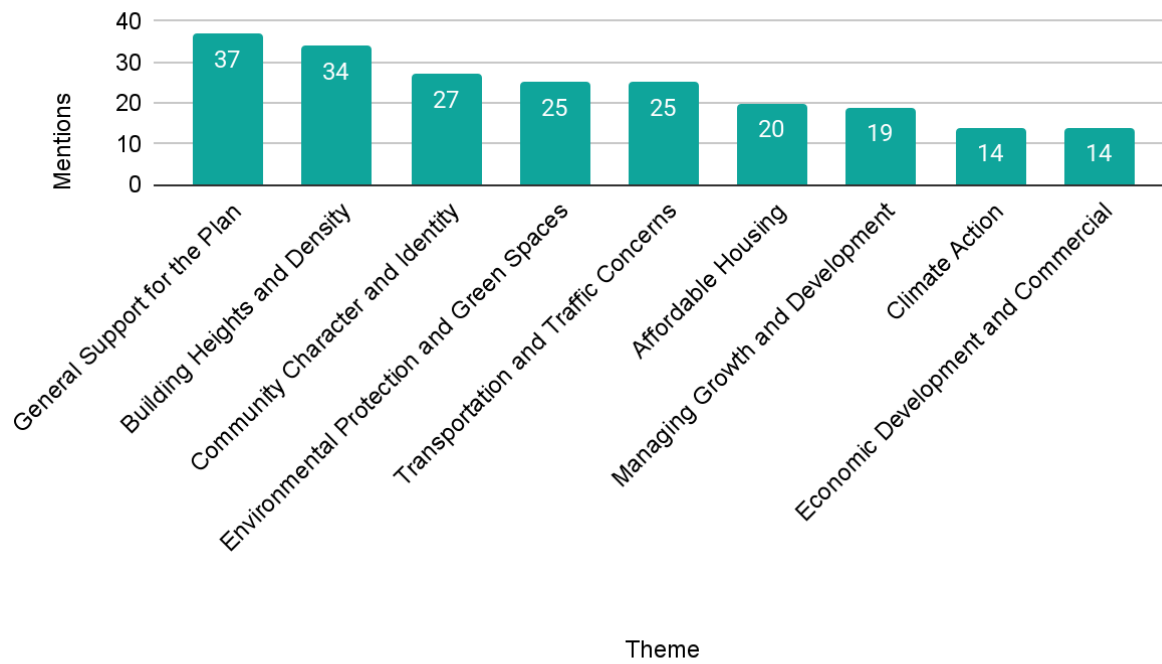
### Survey Question:

- Please provide your comments on whether or not you believe we got the draft Official Community Plan right, and if there is anything you would change?

Top themes from the responses included:

1. **General and Strong Support for the Plan** (37 Mentions)  
A significant number of respondents expressed general and strong support, stating the draft OCP represents a positive vision for Langford's future and is moving in the right direction.
  2. **Building Heights and Density** (34 Mentions)  
Many responses raised concerns about excessive building heights, density, and towers. Some called for lower height limits either generally or in specific areas, such as the downtown, urban centres including Sooke Road, or near established neighbourhoods and lakes.
  3. **Community Character and Identity** (27 Mentions)  
Respondents emphasized preserving Langford's unique character and identity, with calls for more thoughtful integration of new developments into existing neighbourhoods and ensuring growth feels community-oriented.
  4. **Environmental Protection and Green Spaces** (25 Mentions)  
Many respondents stressed the need to protect lakes, trees, and green spaces. Concerns were raised about environmental degradation from overdevelopment and land clearing.
- Transportation and Traffic Concerns** (25 Mentions)  
Traffic congestion, road network limitations, and insufficient active transportation options (walking, biking) were frequent concerns. Many highlighted the need for better infrastructure to support current and future populations.
5. **Affordable Housing** (20 Mentions)  
Affordability remained a strong theme, with many respondents urging the City to prioritize affordable, accessible housing options over luxury condos or high-end developments.
  6. **Managing Growth and Development** (19 Mentions)  
Comments reflected tensions around rapid growth and urban sprawl. Some respondents called for more controlled, phased, and thoughtful expansion rather than unchecked development.
  7. **Climate Action** (14 Mentions)  
Several respondents mentioned climate change and carbon reduction, asking the City to align land use decisions with stronger environmental and sustainability goals.
- Economic Development and Commercial Areas** (14 Mentions)  
There were mixed views about commercial development: some called for expanded commercial hubs to create local jobs and services, while others feared over-commercialization could erode community character.

## WHETHER WE GOT THE DRAFT OCP RIGHT: MENTIONS PER THEME



Total Responses: 117



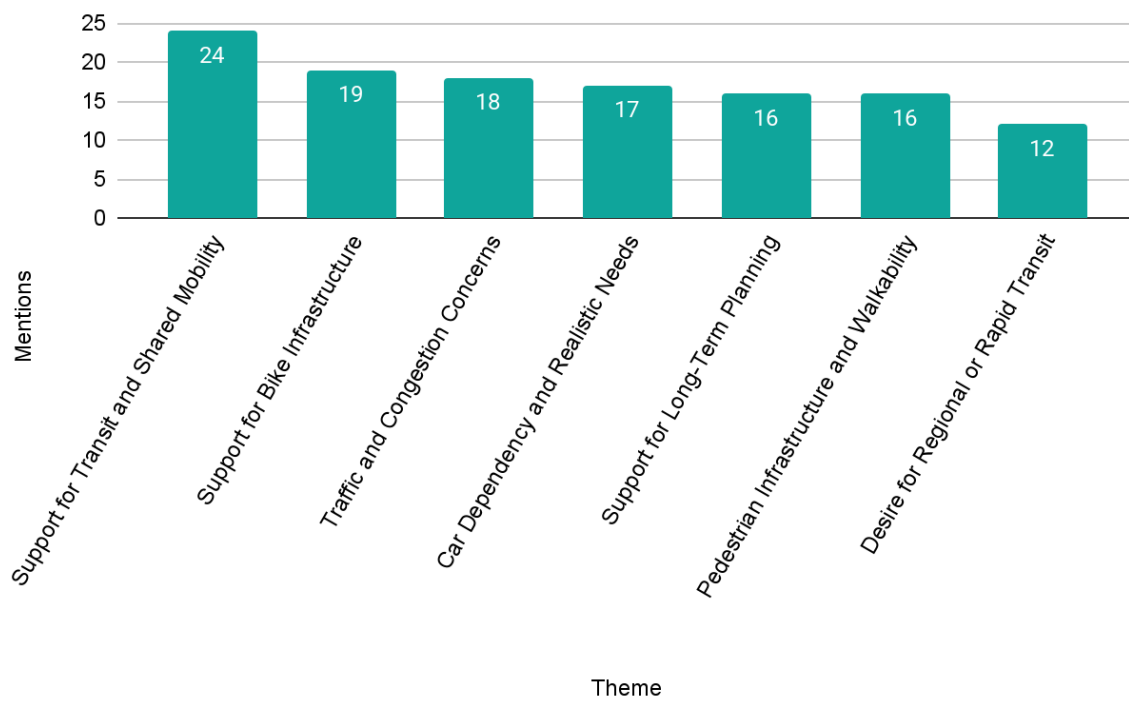
## MOBILITY CHOICE, NOT CAR DEPENDENCY

### Survey Question:

- *Share your thoughts on how chapter 'Mobility Choice, Not Car Dependency' covers the topic and prepares the city for the future. Include any suggested revisions for the final version.*

Top themes from the responses included:

1. **Support for Transit and Shared Mobility** (24 Mentions)  
Many respondents emphasized the importance of expanding transit options and car/ride-share programs. This includes calls for better public transit, first/last-mile connections, and mobility options beyond private vehicles.
  2. **Support for Bike Infrastructure** (19 Mentions)  
Strong support was expressed for protected bike lanes and safer cycling infrastructure. Many view cycling as a key part of reducing car dependency and improving mobility for all ages and abilities.
  3. **Traffic and Congestion Concerns** (18 Mentions)  
Residents voiced concerns about existing traffic issues and congestion. Some felt the plan does not adequately address the current state of road network capacity or peak-hour bottlenecks.
  4. **Car Dependency and Realistic Needs** (17 Mentions)  
Several respondents highlighted the reality that many people still rely on cars, due to commuting patterns, family needs, or limited alternatives. Some viewed the plan as overly optimistic or impractical without stronger infrastructure in place.
  5. **Support for Long-Term Planning** (16 Mentions)  
Respondents appreciated the future-oriented vision, particularly efforts to move away from car-centric development. However, some cautioned that implementation must be phased and responsive to real community needs.
- Pedestrian Infrastructure and Walkability** (16 Mentions)  
Support was also strong for better sidewalks, crossings, and walkable community design. Many emphasized the value of complete streets and walkability for health, safety, and equity.
6. **Desire for Regional or Rapid Transit** (12 Mentions)  
Some respondents called for investment in high-capacity, regional options like rail or rapid transit. These were seen as necessary to truly shift mobility patterns at scale.

**MOBILITY CHOICE, NOT CAR DEPENDENCY: MENTIONS PER THEME**

Total Responses: 64

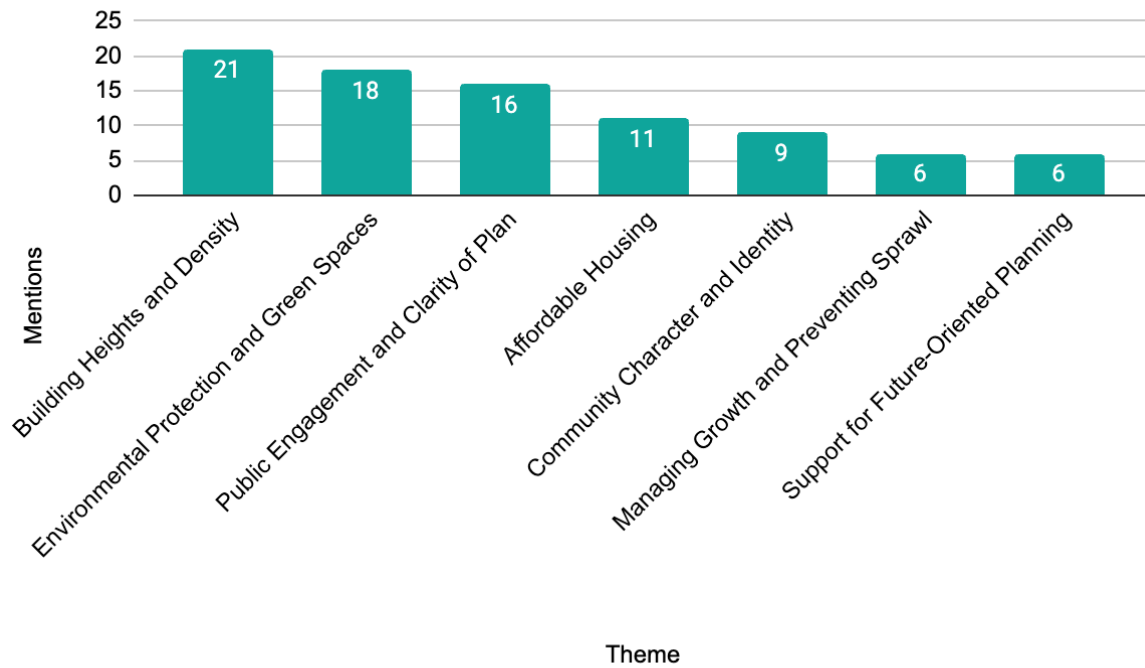
## LAND-USE AND GROWTH MANAGEMENT STRATEGY

### Survey Question:

- *Share your thoughts on how chapter 'Land-Use and Growth Management Strategy' covers the topic and prepares the city for the future. Include any suggested revisions for the final version.*

Top themes from the responses included:

1. **Building Heights and Density** (21 Mentions)  
Many respondents expressed concern or strong opinions about proposed building heights and densities. Several comments suggested height limits or careful transitions to protect community character.
  2. **Environmental Protection and Green Spaces** (18 Mentions)  
There was significant emphasis on protecting natural areas, lakes, trees, and overall environmental health while managing new growth.
  3. **Public Engagement and Clarity of Plan** (16 Mentions)  
Respondents called for clearer communication of the growth strategy, more transparent engagement, and a plan that is easier for the public to understand and trust.
  4. **Affordable Housing** (11 Mentions)  
Affordability emerged as a key issue, with requests for more diverse and attainable housing types across all neighbourhoods, not just high-end units.
  5. **Community Character and Identity** (9 Mentions)  
There was a consistent theme of protecting the identity, feel, and distinctiveness of existing neighbourhoods amid new growth and development.
  6. **Managing Growth and Preventing Sprawl** (6 Mentions)  
Respondents supported thoughtful growth management strategies that limit urban sprawl and promote compact, walkable forms of development.
- Support for Future-Oriented Planning** (6 Mentions)  
Some responses supported the idea of a visionary, long-term plan, but emphasized that it needs to be realistically phased and community-sensitive.

**LAND-USE & GROWTH MANAGEMENT STRATEGY: MENTIONS PER THEME**

Total Responses: 59

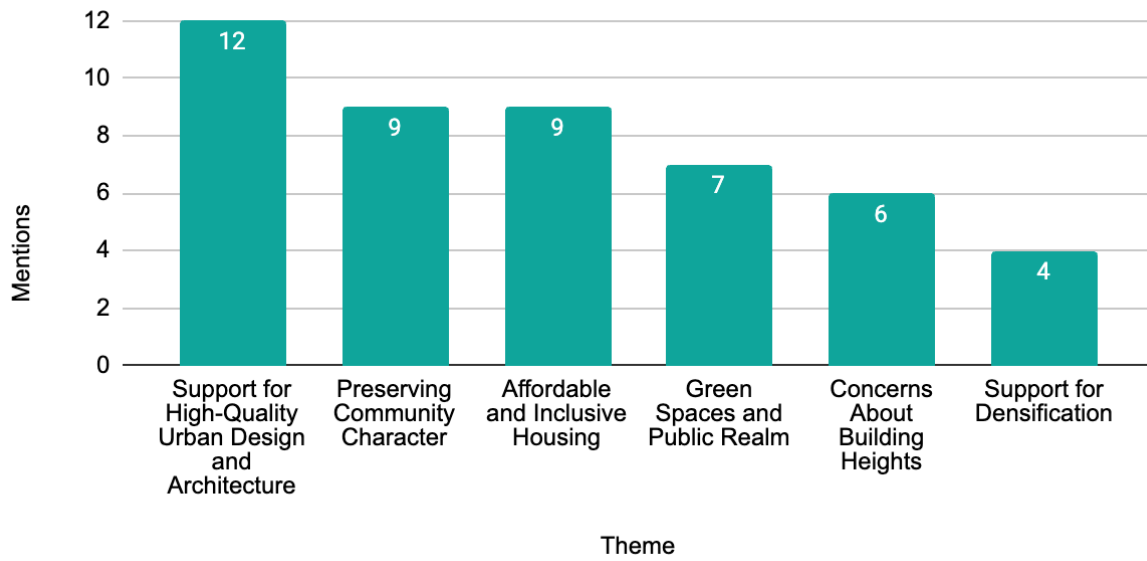
## HIGH-QUALITY CITY-BUILDING

### Survey Question:

- *Share your thoughts on how chapter 'High Quality City-Building' covers the topic and prepares the city for the future. Include any suggested revisions for the final version.*

Top themes from the responses included:

1. **Support for High-Quality Urban Design and Architecture** (12 Mentions)  
Respondents frequently emphasized the importance of requiring high-quality materials, thoughtful architectural design, and a focus on creating beautiful, enduring buildings.
2. **Preserving Community Character** (9 Mentions)  
Many respondents expressed the need to ensure new development complements and preserves the existing character of Langford's neighbourhoods.  
  
**Affordable and Inclusive Housing** (9 Mentions)  
There was strong support for integrating more affordable and diverse housing types to ensure new development benefits a wide range of residents.
3. **Green Spaces and Public Realm** (7 Mentions)  
Respondents highlighted the need for more parks, trees, and public gathering spaces alongside new development to enhance livability and promote community life.
4. **Concerns About Building Heights** (6 Mentions)  
Concerns were raised about overly tall buildings, with some requesting limits on height to maintain a human-scaled, community-friendly feel.
5. **Support for Density** (4 Mentions)  
Several respondents supported the idea of more compact, efficient urban growth, provided it is balanced with quality design and community amenities.

**HIGH-QUALITY CITY-BUILDING: MENTIONS PER THEME**

Total Responses: 43

## EMPHASIZING HOUSING ACTION

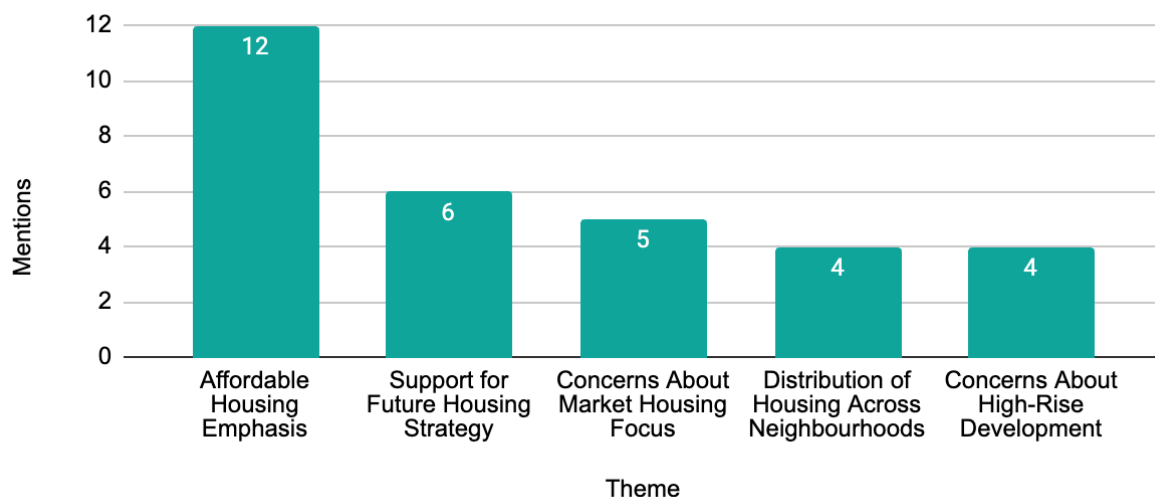
### Survey Question:

- Share your thoughts on how chapter 'Emphasizing Housing Action' covers the topic and prepares the city for the future. Include any suggested revisions for the final version.

Top themes from the responses included:

1. **Affordable Housing Emphasis** (12 Mentions)  
The dominant theme was the need for greater emphasis on genuinely affordable housing, not just market-rate developments.
  2. **Support for Future Housing Strategy** (6 Mentions)  
Several respondents expressed general support for the City's proactive focus on housing action and long-term housing strategies.
  3. **Concerns About Market Housing Focus** (5 Mentions)  
There were concerns that too much attention is still being placed on market-priced housing, rather than delivering a wider mix that meets community needs.
  4. **Distribution of Housing Across Neighbourhoods** (4 Mentions)  
Some respondents stressed the importance of spreading new housing across different parts of the city, not just concentrating it downtown or in specific corridors.
- Concerns About High-Rise Development** (4 Mentions)  
Concerns were raised about the reliance on high-rise forms, with some questioning whether they align with Langford's character or affordability goals.

### EMPHASIZING HOUSING ACTION: MENTIONS PER THEME



Total Responses: 34

## CLIMATE ACTION & SUSTAINABLE INFRASTRUCTURE

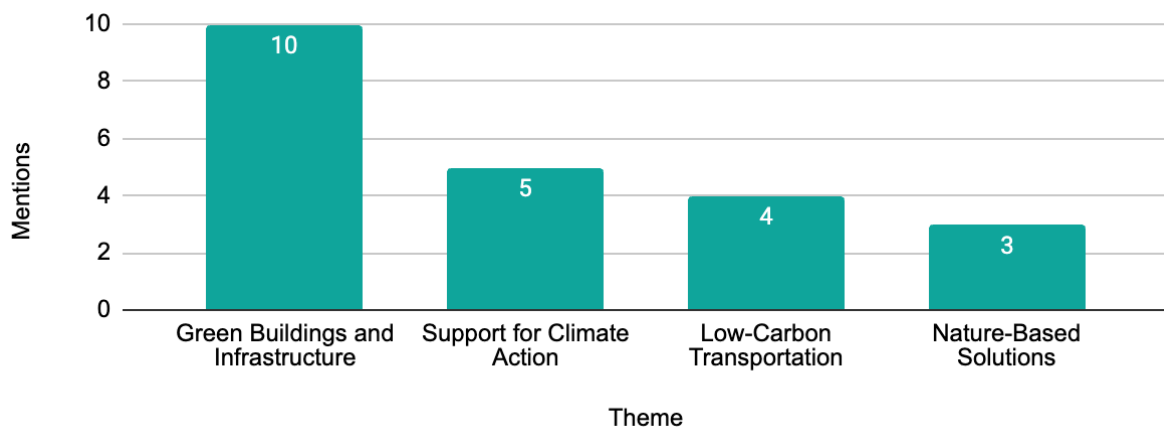
### Survey Question:

- Share your thoughts on how chapter 'Climate Action and Sustainable Infrastructure' covers the topic and prepares the city for the future. Include any suggested revisions for the final version.

Top themes from the responses included:

1. **Green Buildings and Infrastructure** (10 Mentions)  
The most common theme was the importance of sustainable buildings and infrastructure, including energy-efficient construction and climate-adaptive design.
2. **Support for Climate Action** (5 Mentions)  
Several respondents affirmed the importance of bold climate action and long-term planning to ensure resilience and sustainability.
3. **Low-Carbon Transportation** (4 Mentions)  
Respondents advocated for reductions in vehicle emissions and stronger investment in transit and active transportation as part of the climate solution.
4. **Nature-Based Solutions** (3 Mentions)  
Some responses emphasized the importance of preserving trees, green infrastructure, and natural systems in climate planning.

### CLIMATE ACTION & SUSTAINABLE INFRASTRUCTURE: MENTIONS PER THEME



Total Responses: 36



## PROTECTING ECOLOGICAL SYSTEMS & BIODIVERSITY

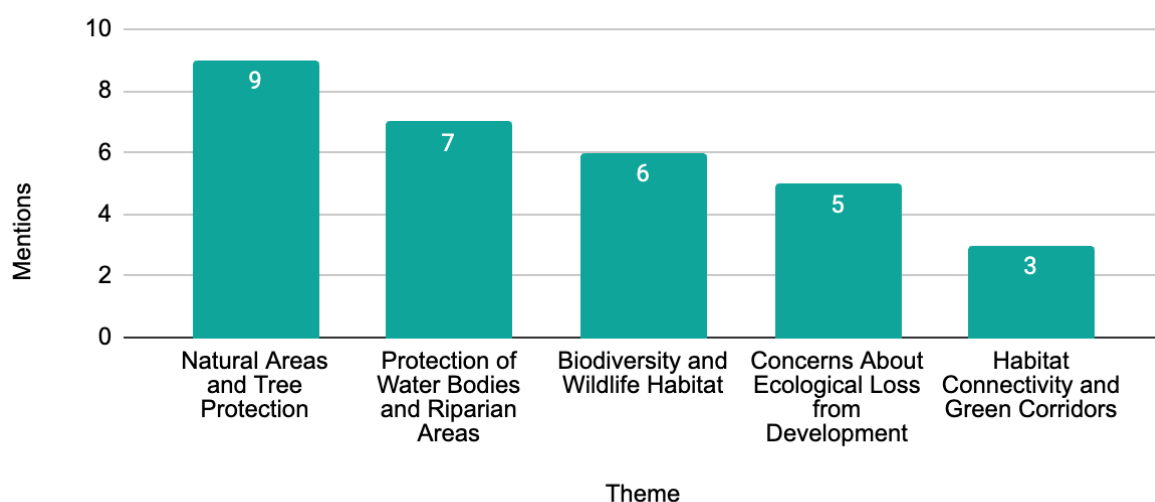
### Survey Question:

- Share your thoughts on how chapter 'Protecting Ecological Systems and Biodiversity' covers the topic and prepares the city for the future. Include any suggested revisions for the final version.

Top themes from the responses included:

1. **Natural Areas and Tree Protection** (9 Mentions)  
Many respondents emphasized the importance of protecting forests, natural spaces, and mature trees within the city to preserve ecological health and community livability.
2. **Protection of Water Bodies and Riparian Areas** (7 Mentions)  
There was strong support for protecting lakes, creeks, and riparian ecosystems, which are viewed as vital ecological and recreational assets.
3. **Biodiversity and Wildlife Habitat** (6 Mentions)  
Respondents highlighted the need to protect habitats that support biodiversity and sustain a variety of species, especially in light of development pressure.
4. **Concerns About Ecological Loss from Development** (5 Mentions)  
Numerous comments reflected concern that recent or future development may damage or destroy important ecological features and systems.
5. **Habitat Connectivity and Green Corridors** (3 Mentions)  
Some respondents stressed the importance of connected green corridors and wildlife movement routes to ensure ecological resilience.

### PROTECTING ECOLOGICAL SYSTEMS & BIODIVERSITY: MENTIONS PER THEME



Total Responses: 33

## ECONOMIC RESILIENCE & PROSPERITY

### Survey Question:

- Share your thoughts on how chapter 'Economic Resilience and Prosperity' covers the topic and prepares the city for the future. Include any suggested revisions for the final version.

Top themes from the responses included:

1. **Need for Diverse Employment and Industry** (7 Mentions)  
Respondents expressed concern about Langford's lack of industrial and job diversity, calling for more employment options to strengthen the local economy.

#### **Support for Local Business** (7 Mentions)

There was strong support for investing in and promoting local businesses as a way to boost economic self-reliance and community prosperity.

2. **Affordability and Income Equity** (4 Mentions)  
Several comments pointed to rising living costs and the need to support lower and middle-income households to maintain economic balance.

#### **Support for Economic Resilience Strategy** (4 Mentions)

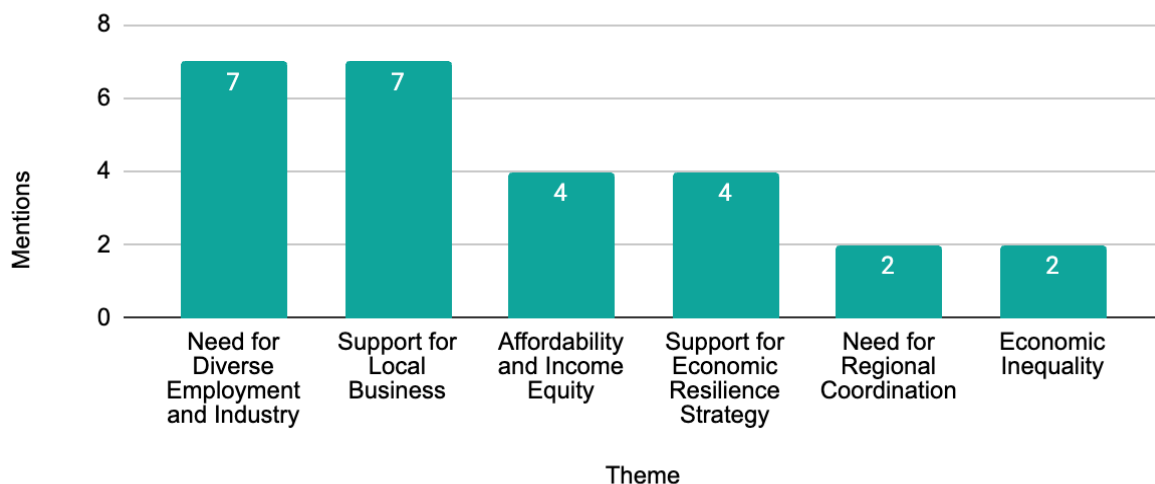
Some respondents appreciated the City's focus on long-term economic resilience and planning for future prosperity.

3. **Need for Regional Coordination** (2 Mentions)  
A few respondents highlighted the importance of regional collaboration in economic development and planning.

#### **Economic Inequality** (2 Mentions)

Concerns were raised about growing economic disparity, with a few comments critiquing wealth concentration and inequitable growth.

### ECONOMIC RESILIENCE & PROSPERITY: MENTIONS PER THEME



Total Responses: 29

## EMBRACING THE CREATIVE CITY

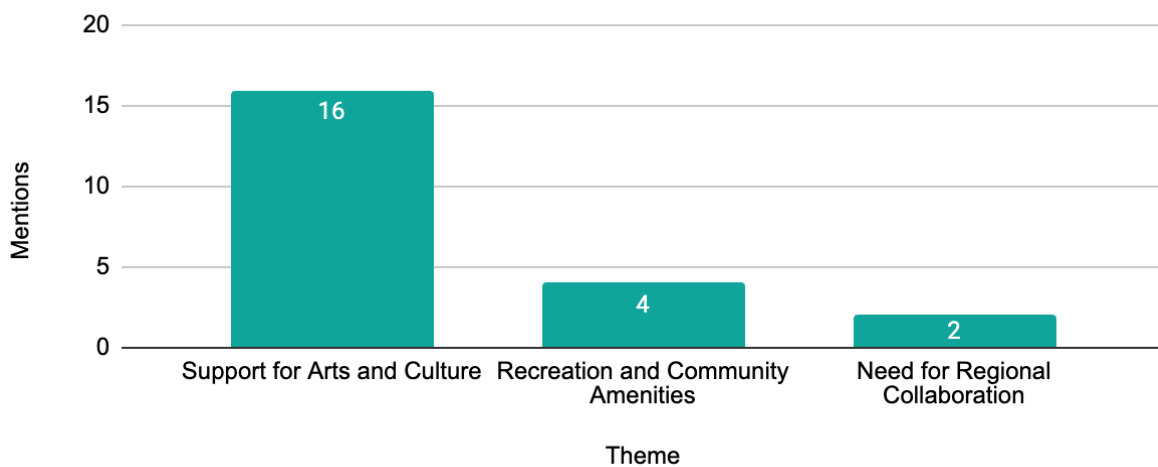
### Survey Question:

- Share your thoughts on how chapter 'Embracing the Creating City' covers the topic and prepares the city for the future. Include any suggested revisions for the final version.

Top themes from the responses included:

1. **Support for Arts and Culture** (16 Mentions)  
The most common theme was strong support for public investment in arts, culture, and creative expression as essential to community vibrancy and identity.
2. **Recreation and Community Amenities** (4 Mentions)  
Several responses emphasized the importance of recreational spaces like sports fields and community centers as complementary components of a creative, livable city.
3. **Need for Regional Collaboration** (2 Mentions)  
Some respondents suggested that creative infrastructure would be more effective if planned and delivered at a regional scale, not solely within Langford.

### EMBRACING THE CREATIVE CITY: MENTIONS PER THEME



Total Responses: 31

## FOOD SYSTEMS & SECURITY

### Survey Question:

- Share your thoughts on how chapter 'Food Systems and Security' covers the topic and prepares the city for the future. Include any suggested revisions for the final version.

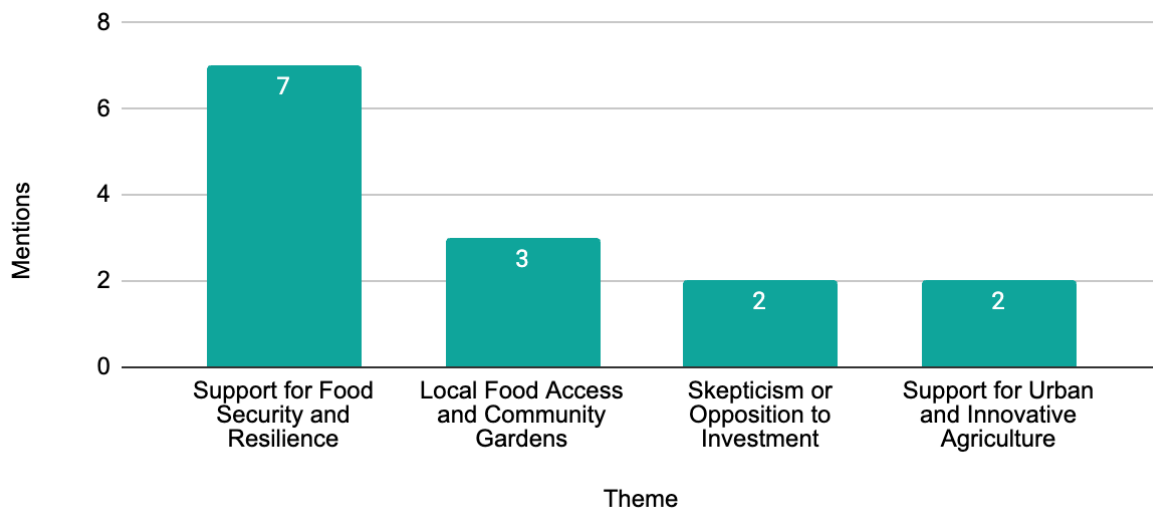
Top themes from the responses included:

1. **Support for Food Security and Resilience** (7 Mentions)  
Many respondents voiced support for long-term food security efforts and resilience planning in the face of global and local uncertainties.
2. **Local Food Access and Community Gardens** (3 Mentions)  
Several comments emphasized the importance of neighbourhood-based food solutions such as community gardens and accessible produce.
3. **Skepticism or Opposition to Investment** (2 Mentions)  
A few respondents questioned the need for municipal investment in food systems, considering it outside the city's core responsibilities.

### **Support for Urban and Innovative Agriculture** (2 Mentions)

Some respondents supported vertical farming and new technologies as tools to enhance local food production in limited urban space.

### FOOD SYSTEMS & SECURITY: MENTIONS PER THEME



Total Responses: 35

## PARKS, PLACES, & SERVICES FOR PEOPLE

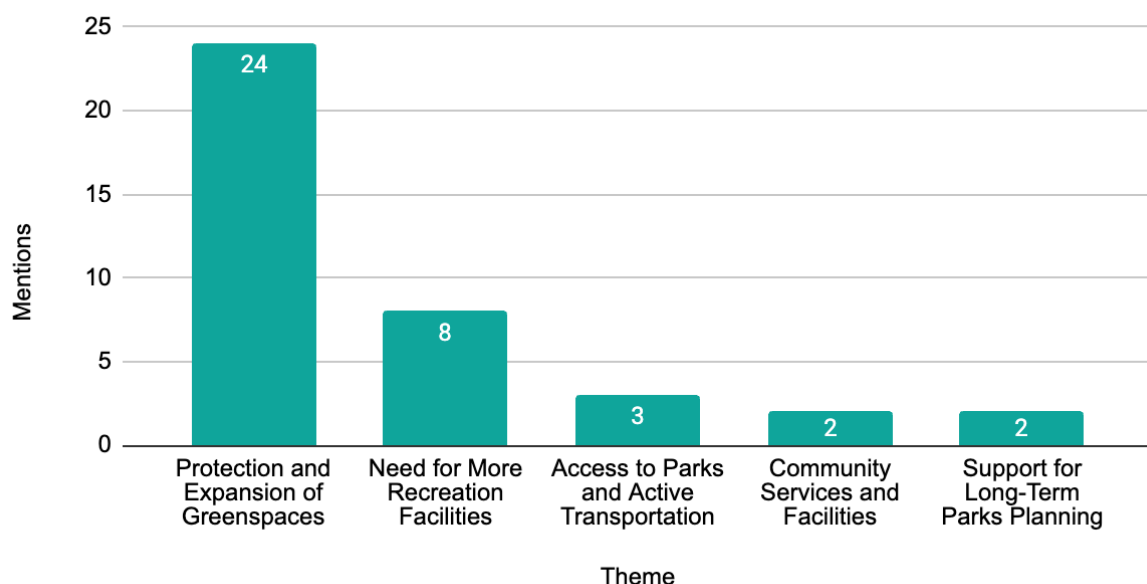
### Survey Question:

- Share your thoughts on how chapter 'Parks, Places, and Services for People' covers the topic and prepares the city for the future. Include any suggested revisions for the final version.

Top themes from the responses included:

1. **Protection and Expansion of Green Spaces** (24 Mentions)  
The most frequent theme was a strong emphasis on protecting existing green spaces and adding more parks and open spaces to serve a growing population.
  2. **Need for More Recreation Facilities** (8 Mentions)  
Several comments called for additional recreation centers, ball fields, and sports facilities to meet community demand.
  3. **Access to Parks and Active Transportation** (3 Mentions)  
Respondents mentioned the importance of accessible parks connected by walkable, bike-friendly networks and trails.
  4. **Community Services and Facilities** (2 Mentions)  
Some respondents emphasized the need for expanding broader community services and facilities beyond parks alone.
- Support for Long-Term Parks Planning** (2 Mentions)  
A few comments recognized and supported the City's long-term planning for future parks, amenities, and recreation investments.

### PARKS, PLACES, & SERVICES FOR PEOPLE: MENTIONS PER THEME



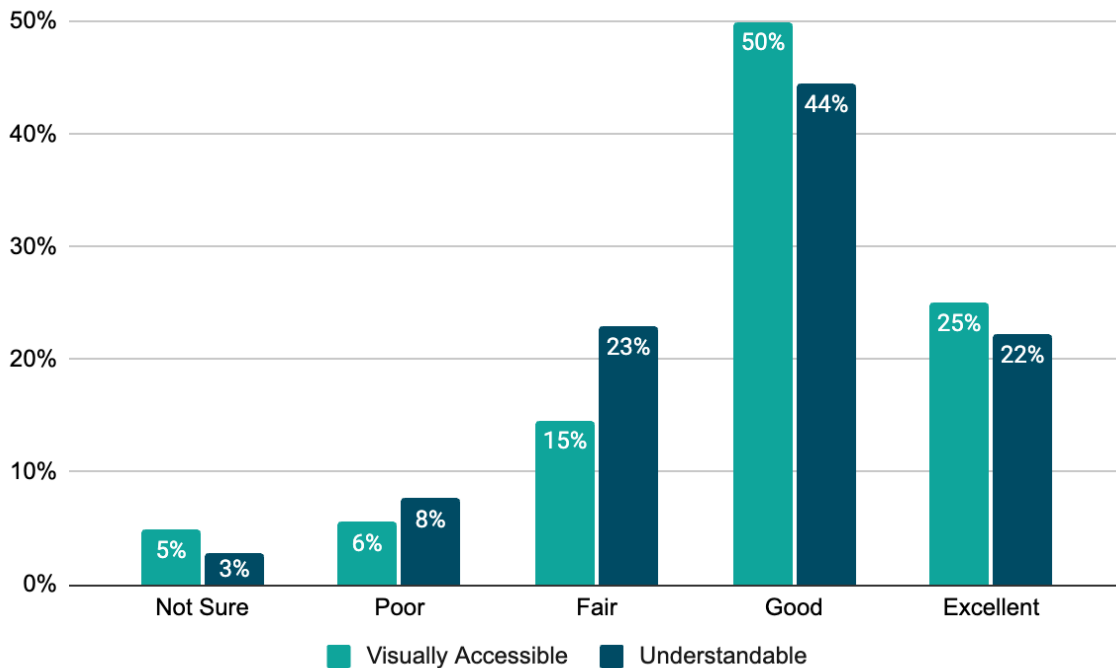
Total Responses: 44

## LEVEL OF SATISFACTION WITH THE OVERALL DESIGN OF THE OCP DOCUMENT

Please rate the following aspects: *Visually Accessible & Understandable*

### Key Takeaways

- Most respondents found the OCP document visually accessible and understandable.



Total Responses: 144