
CITY OF KELOWNA
MEMORANDUM

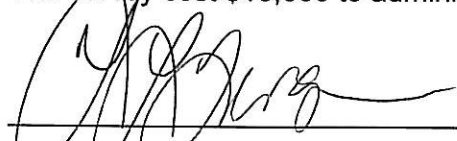
Date: September 25, 2008
To: Mayor and Council
From: Communications Coordinator
Subject: 2008 Citizens Survey

Please find attached your copy of the 2008 Citizens Survey which will be formally presented to you at the Council meeting on Monday, September 29. The consultant, Alan Rice of Kettle Valley Research, will be prepared to answer your questions.

Copies of the report will also be provided to the media and to City staff on Monday and the report will be posted on the City's website after 1:30 p.m. A public copy will be available in the City Clerk's Office and three copies will be provided to the Okanagan Regional Library.

Various cross tabulations can be prepared based on demographics, geographic representation and a number of other factors. Please contact the undersigned if you wish to request specific cross tabulations not addressed in the report.

The survey cost \$16,000 to administer.



Yvonne Turgeon
Communications Coordinator

Encl.

City Manager



CITY OF KELOWNA

MEMORANDUM

Date: September 23, 2008
File No.:
To: City Manager
From: Communications Coordinator
Subject: 2008 Citizen Survey

RECOMMENDATION: THAT the 2008 Citizen Survey results be received for information.

BACKGROUND:

The 2008 Citizens Survey was conducted by consultant Alan Rice of Kettle Valley Research in June of 2008. A total of 2,500 residents of Kelowna were selected at random to receive a survey by mail. In addition to the mail survey, households that were chosen to receive the survey were able to complete the survey online if they preferred. The online survey was password protected to ensure that only those households that received a survey could access the survey.

A total of 696 surveys were completed and returned. While the response rate was lower than in prior years, it was still high enough to be considered representative of the population's opinions. Results have been weighted based on age groups to more accurately reflect the true age distribution of the City.

The 2008 Citizen was a significant departure from past citizen surveys. The survey was redesigned to align with corporate goals and objectives outlined in the City's Strategic Plan and to gain greater insight into citizens' ranking of service priorities. The new survey focused on seven key areas:

1. Most important issue facing Kelowna
2. Liveability of the city
3. Satisfaction with City programs and services
4. Taxation
5. Sustainability and growth management
6. Transportation
7. Recreation and Leisure

Due to the significant changes to the questions asked and rating scales used comparison to past surveys is not possible.

The survey cost \$16,000 to administer.

INTERNAL CIRCULATION TO:

Ron Mattiussi, City Manager

COMMUNICATIONS CONSIDERATIONS:

Copies of the report will be provided to the media and to City staff and the report will be posted on the City's website. A public copy will be available in the City Clerk's Office and three copies will be provided to the Okanagan Regional Library.

Considerations that were not applicable to this report:

LEGAL/STATUTORY PROCEDURAL REQUIREMENTS:

LEGAL/STATUTORY AUTHORITY:

EXISTING POLICY:

FINANCIAL/BUDGETARY CONSIDERATIONS:

PERSONNEL IMPLICATIONS:

TECHNICAL REQUIREMENTS:

EXTERNAL AGENCY/PUBLIC COMMENTS:

ALTERNATE RECOMMENDATION:

Submitted by:



Y. Turgeon

Communications Coordinator

Approved for Inclusion:

Ron Mattiussi, City Manager