

Report to Council



Date: April 10, 2012
File: 0410-15
To: City Manager
From: Carla Stephens, Communications Director
Subject: 2012 Citizen Survey

Recommendation: THAT Council receives, for information, the report from the Director, Communications dated April 10, 2012 with respect to the 2012 Citizen Survey.

Purpose: To present the results of the 2012 Citizen Survey.

Background: The last Citizen Survey was conducted in 2008. The City is now conducting its Citizen Survey every three years to coincide with the beginning of Council terms. The survey is an excellent tool to receive citizen feedback on how effective service delivery is in meeting the needs of our citizens.

This year the City, for the first time, conducted its statistically valid survey by telephone in order to get more representative data both geographically and demographically by establishing age and postal code quotas. The overall survey results are accurate within + or - 5.7 percentage points, 19 times out of 20. Ipsos Reid was selected to conduct the survey in order to benchmark Kelowna against other BC municipalities.

The 2012 survey focused on 7 key areas:

- Quality of Life
- Issue Identification
- City Performance
- City Services and Infrastructure
- Financial Planning
- Priority Setting
- Customer Service

Overall, the survey results are predominately positive for the City of Kelowna.

- Good quality of life.
- Satisfied with services.
- Good value for tax dollars.
- Satisfied with customer service.

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Top priorities for City investment include police and fire services, protecting the natural environment and water and sewage treatment facilities. Top of mind issues for citizens include transportation (public transit, traffic congestion and condition of streets), managing development & growth and social issues (affordable housing and poverty/homelessness).

The survey results will be posted on kelowna.ca on April 17, 2012.

Internal Circulation:
Signe Bagh, Policy & Planning Director

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

Financial/Budgetary Considerations:

Personnel Implications:

External Agency/Public Comments:

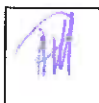
Communications Comments:

Submitted by:

C. Stephens

C. Stephens, Communications Director

Approved for inclusion:



Paul Macklem, GM, Corporate Sustainability



City of
Kelowna

2012 CITIZEN SURVEY

Presented By: Catherine Knaus, Ipsos Reid



PRESENTATION OUTLINE

- ▶ Objectives and Methodology
- ▶ Key Findings
- ▶ Detailed Findings
 - ▶ Quality of Life
 - ▶ Issue Agenda
 - ▶ City Performance
 - ▶ City Services and Infrastructure
 - ▶ Financial Planning
 - ▶ Priority Setting
 - ▶ Customer Service
- ▶ Questions and Answers

OBJECTIVES AND METHODOLOGY

- ▶ Primary objective was to obtain a comprehensive understanding of citizens' attitudes, satisfaction levels, needs, and priorities.
- ▶ Telephone survey conducted with a random and representative sample of 300 Kelowna residents aged 18 years or older.
- ▶ Interviewing conducted February 21 to 29, 2012.
- ▶ Final data was weighted to ensure age/gender and regional distribution reflects that of actual population in Kelowna according to 2006 Census data.
- ▶ Overall results are accurate to within ± 5.7 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- ▶ Where appropriate, the City of Kelowna's survey results have been compared to Ipsos Reid's database of municipal norms for British Columbia.
- ▶ Directional comparisons have also been made to previous City of Kelowna surveys, where appropriate.

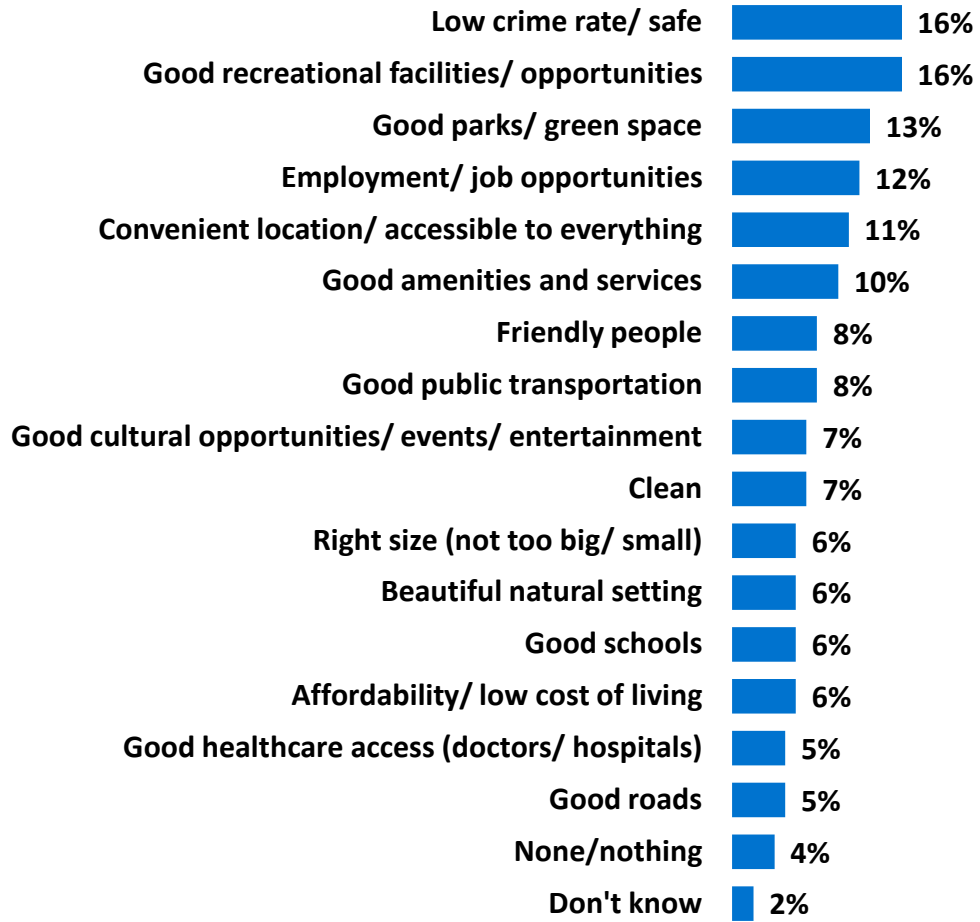
KEY FINDINGS

- ▶ Overall, the survey results are predominately positive for the City of Kelowna.
 - ▶ Good quality of life.
 - ▶ Satisfied with services.
 - ▶ Good value for tax dollars.
 - ▶ Satisfied with customer service.
- ▶ Festivals and events have a positive impact on Kelowna's quality of life.
- ▶ Transportation issues dominate the public issue agenda.
- ▶ Overall, citizens' top priorities for investment are police and fire services, protecting the natural environment, and water and sewage treatment facilities.
- ▶ Neighbourhood parks top citizens' list of park-related investment priorities.
- ▶ Citizens prefer tax increases over service reductions.
- ▶ There is support for an increase in property taxes to help cover the costs of increasing police services in the city.

DETAILED FINDINGS

- ▶ Quality of Life

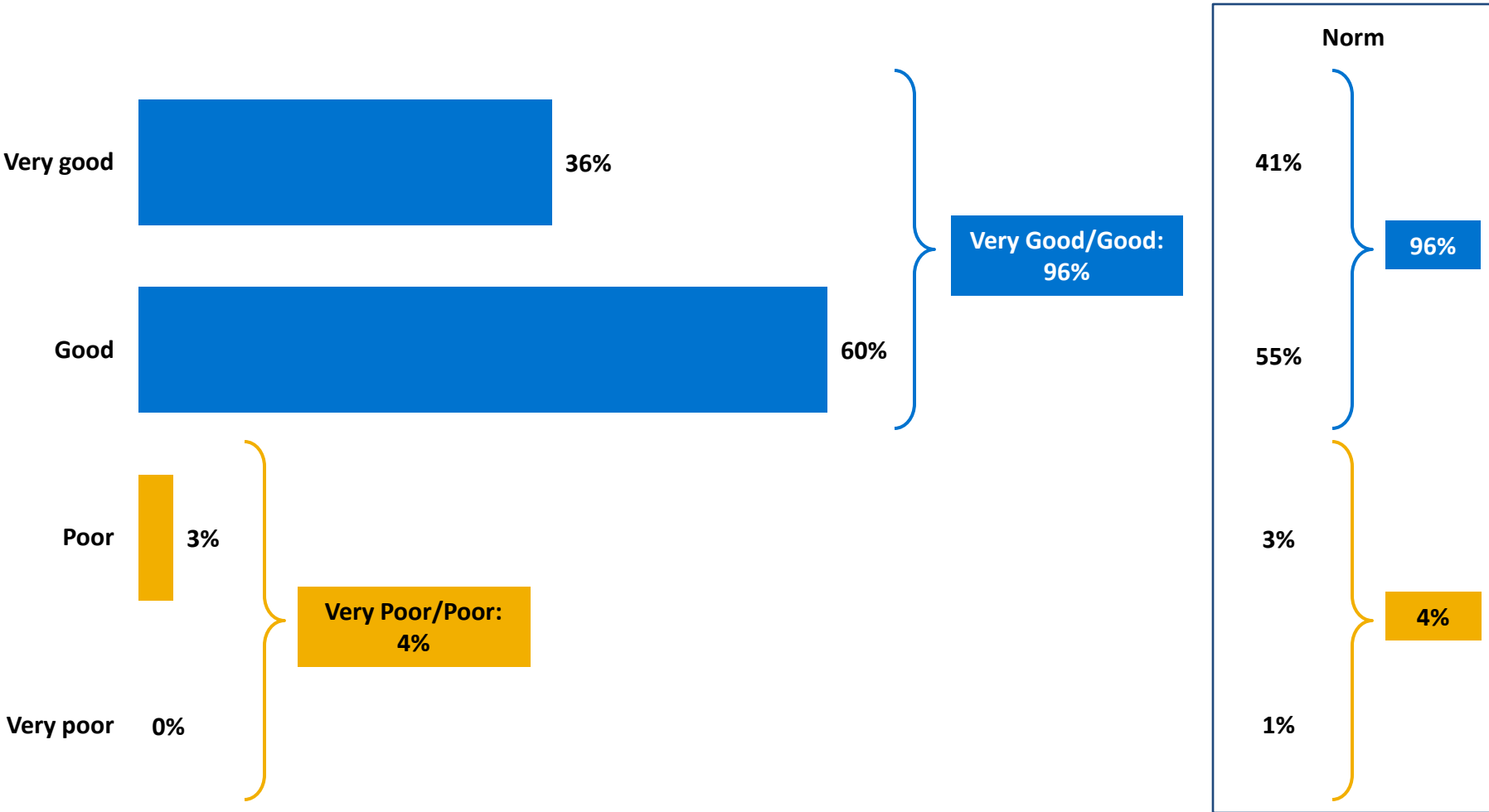
CITIZENS USE A VARIETY OF QUALITIES AND CHARACTERISTICS TO DESCRIBE THEIR IDEAL CITY



**Includes mentions of 5% or more.*

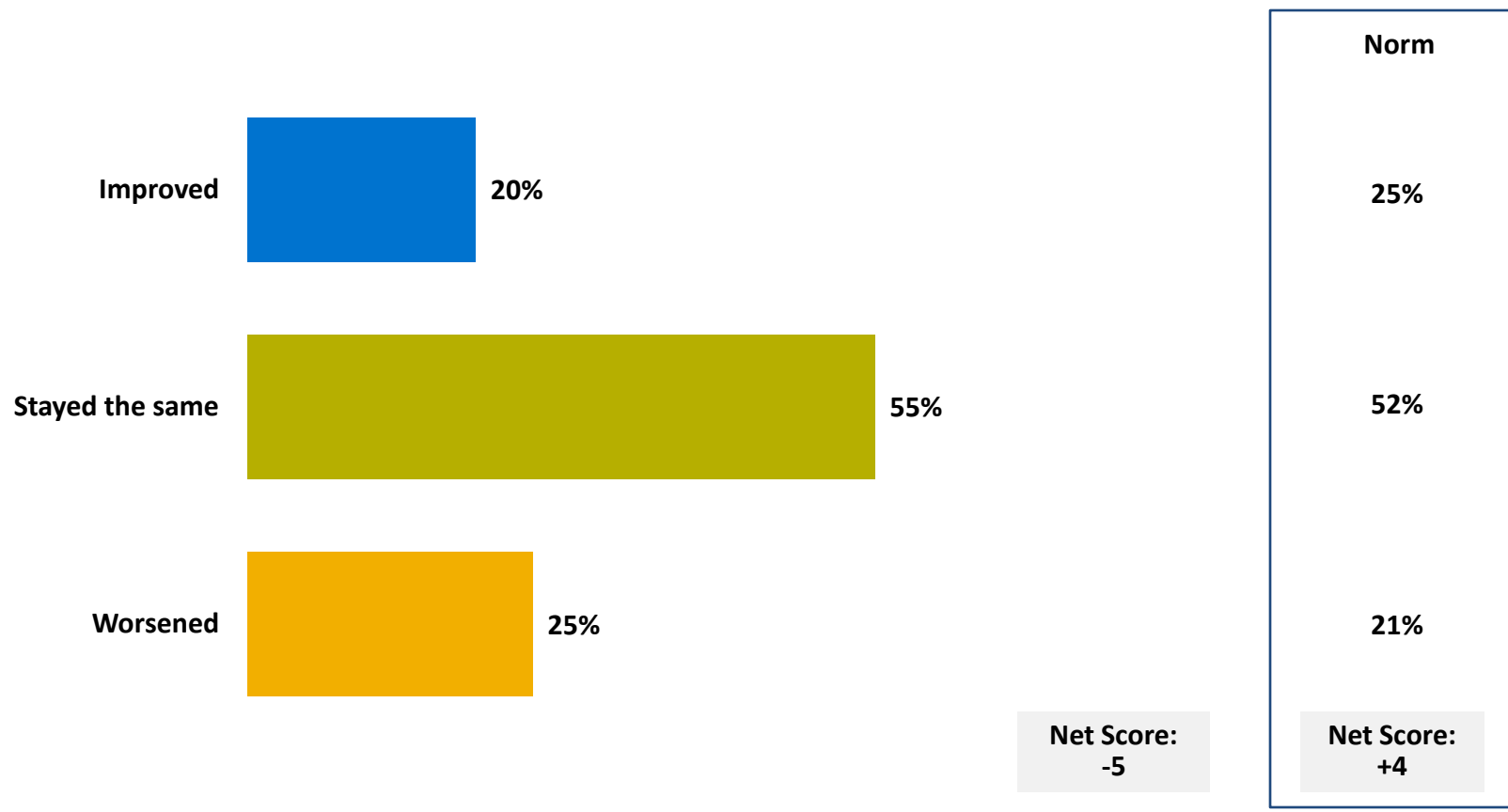
There are a number of reasons why people choose to live in one city or area over another. Assuming family and weather are not factors, what qualities or characteristics make a city a good place to live? That is, what qualities or characteristics would you use to describe your ideal city? Anything else?
Base: All respondents (n=300)

THE CITY OF KELOWNA OFFERS CITIZENS A GOOD QUALITY OF LIFE



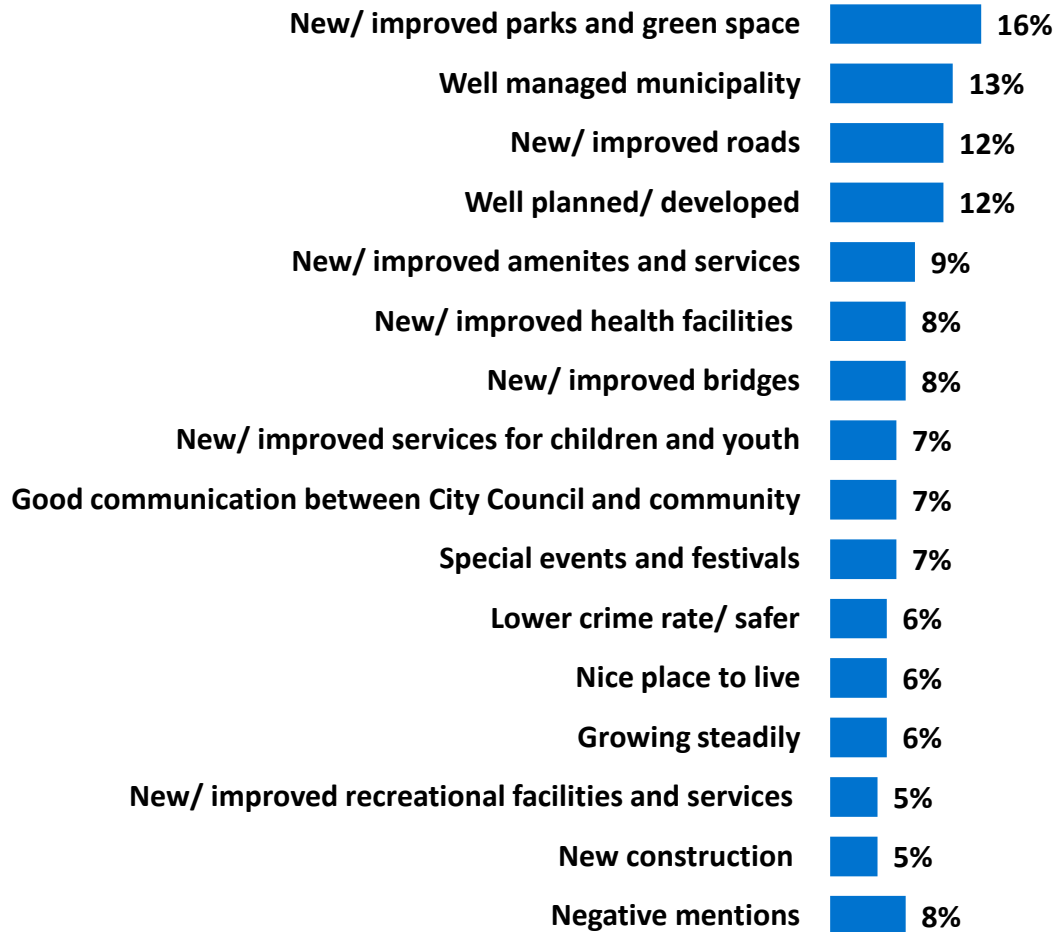
How would you rate the overall quality of life in the City of Kelowna today? Would you say very good, good, poor, or very poor?
Base: All respondents (n=300)

THREE-QUARTERS SAY KELOWNA'S QUALITY OF LIFE HAS STAYED THE SAME OR IMPROVED OVER THE PAST THREE YEARS; ONE-IN-FOUR SAY IT HAS WORSENERD



And, do you feel that the quality of life in the City of Kelowna in the past three years has improved, stayed the same, or worsened?
Base: All respondents (n=300)

A NUMBER OF DIFFERENT FACTORS ARE BEHIND PERCEPTIONS OF AN IMPROVED QUALITY OF LIFE

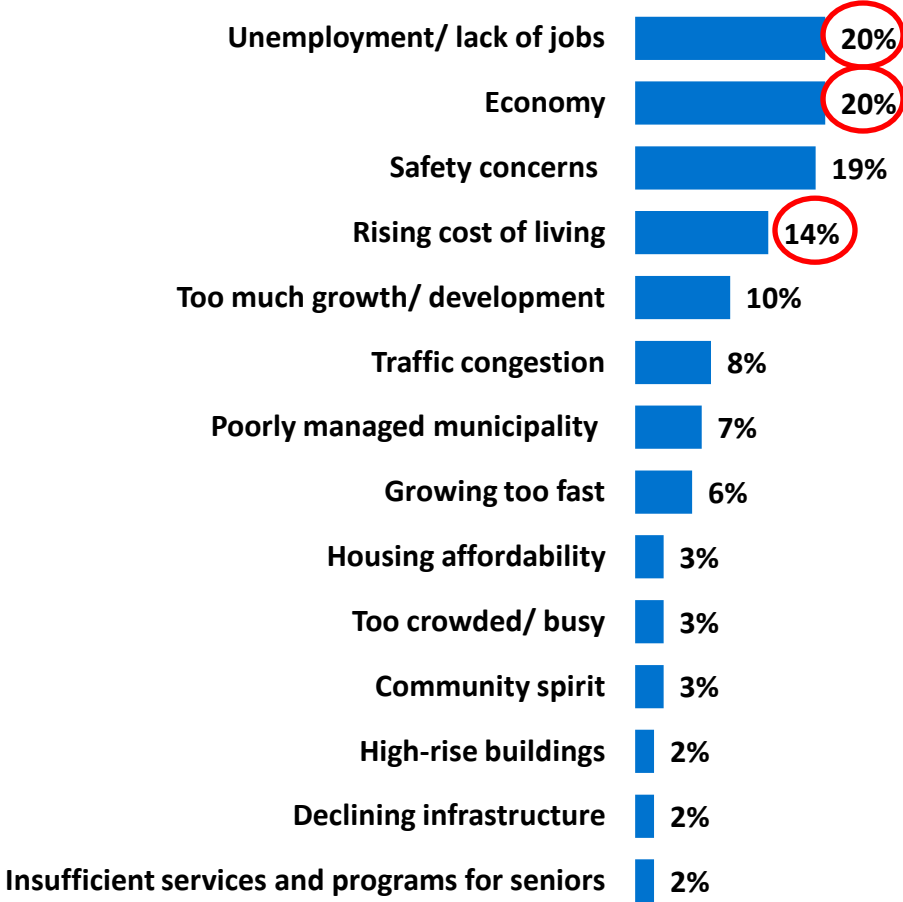


**Includes mentions of 5% or more.*

**Small base size, interpret with caution.*

Why do you think the quality of life has improved?
Base: Quality of life has improved (n=56)*

ECONOMIC FACTORS ARE DRIVING PERCEPTIONS OF A WORSENING QUALITY OF LIFE

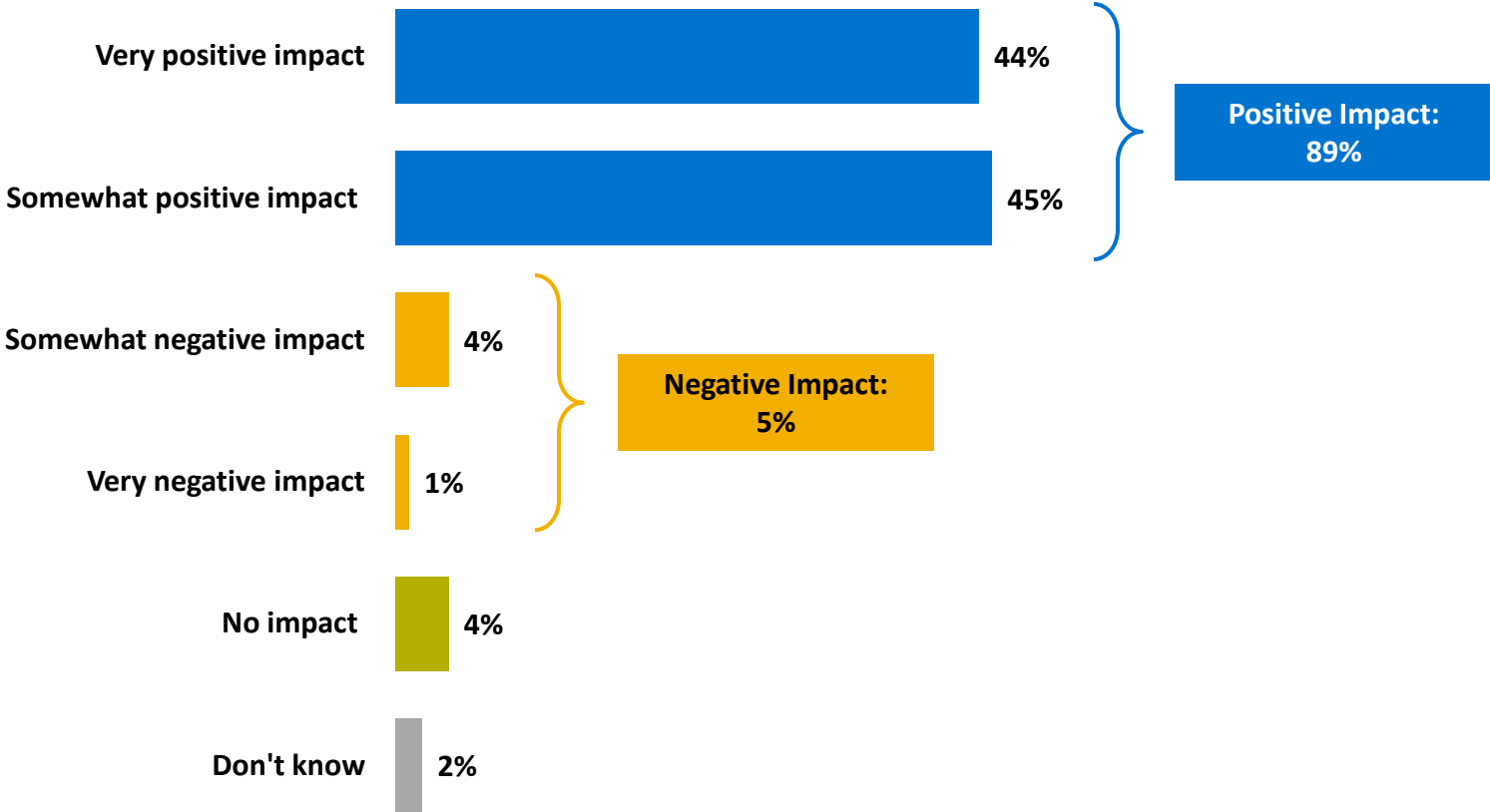


**Includes mentions of 2% or more.*

**Small base size, interpret with caution.*

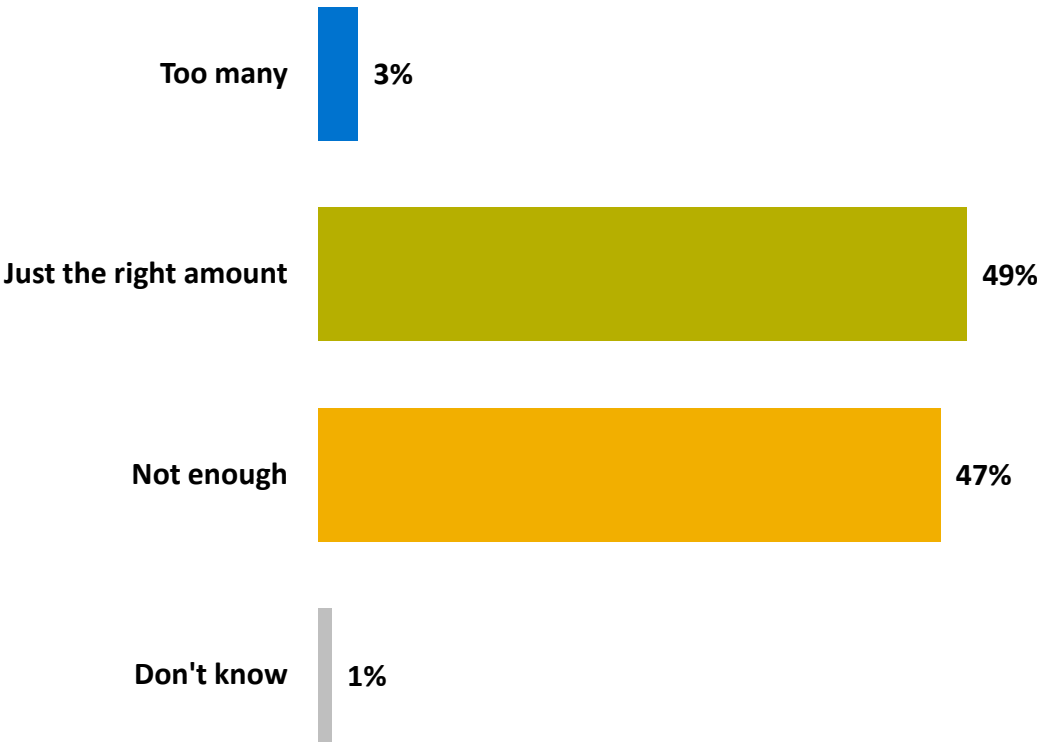
Why do you think the quality of life has worsened?
Base: Quality of life has worsened (n=76)*

FESTIVALS AND EVENTS ARE WIDELY REGARDED AS HAVING A POSITIVE IMPACT ON THE OVERALL QUALITY OF LIFE IN KELOWNA



What impact, if any, do local festivals and outdoor community events have on the overall quality of life in the City of Kelowna? Would you say these have a very positive impact, somewhat positive impact, somewhat negative impact, very negative impact, or no impact?
Base: All respondents (n=300)

OPINION IS SPLIT ON THE NUMBER OF LOCAL FESTIVALS AND OUTDOOR EVENTS

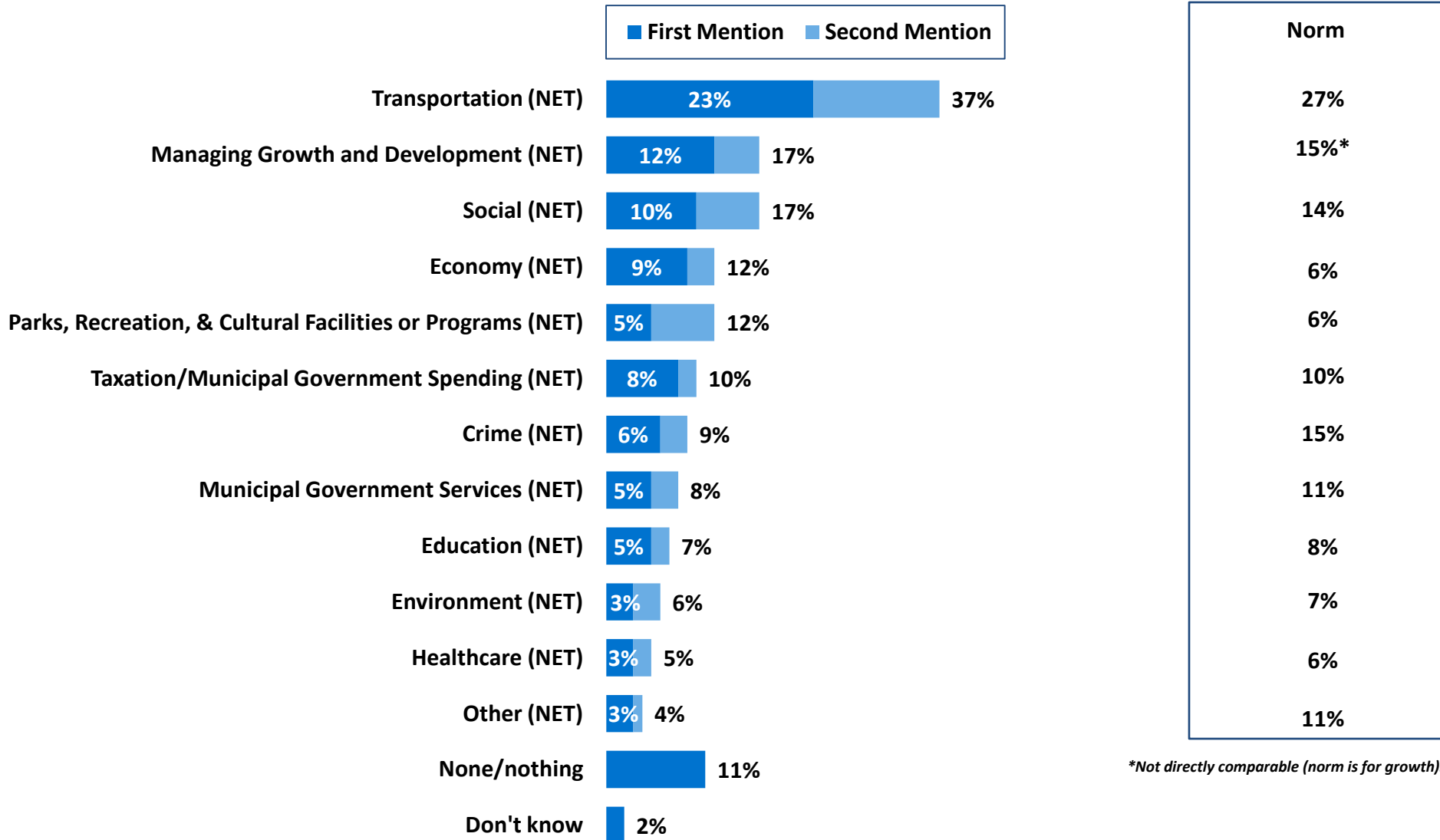


In your opinion, are there currently too many, just the right amount, or not enough local festivals and outdoor community events in the City of Kelowna?
Base: All respondents (n=300)

DETAILED FINDINGS

- ▶ Issue Agenda

ON AN UNPROMPTED BASIS, CITIZENS WANT LOCAL LEADERS TO FOCUS ON TRANSPORTATION-RELATED ISSUES MOST OF ALL



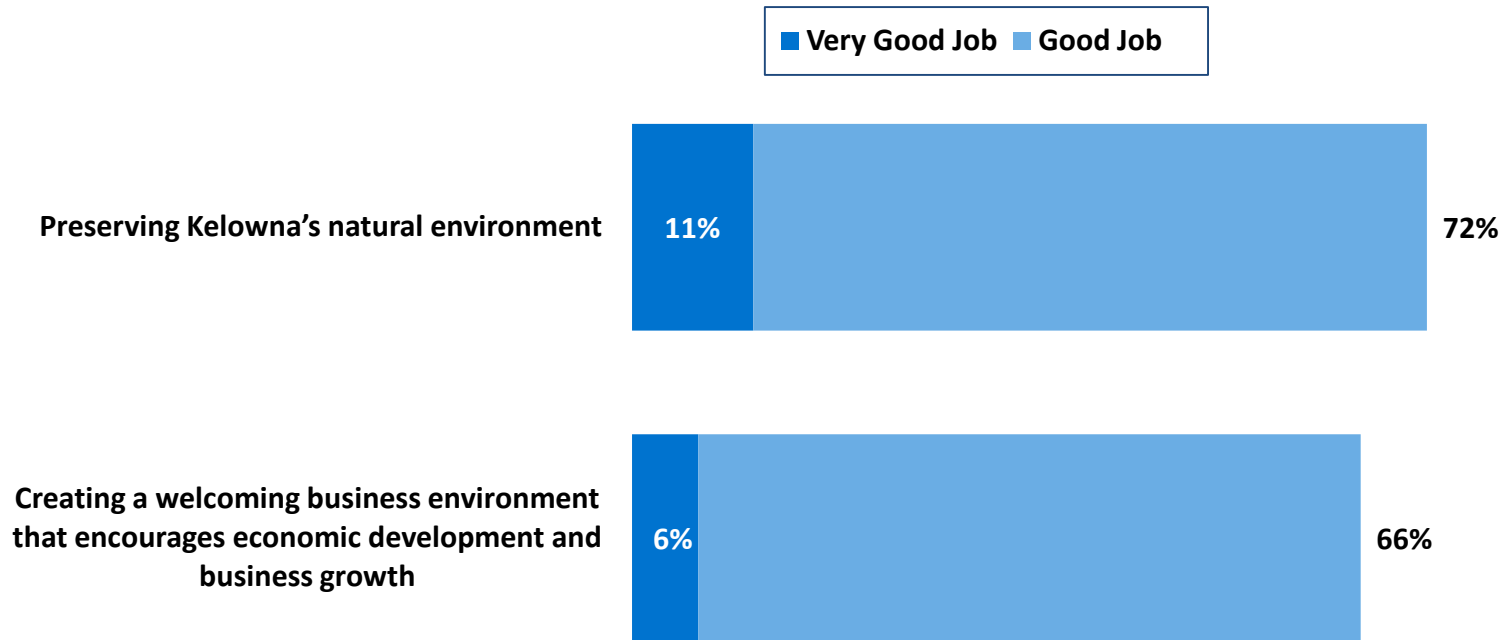
In your view, as a resident of the City of Kelowna, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from local leaders? Are there any other important local issues?

Base: All respondents (n=300)

DETAILED FINDINGS

- ▶ City Performance

THE CITY RECEIVES MODERATELY GOOD PERFORMANCE RATINGS FOR ITS EFFORTS TO PRESERVE THE ENVIRONMENT AND WELCOME BUSINESSES

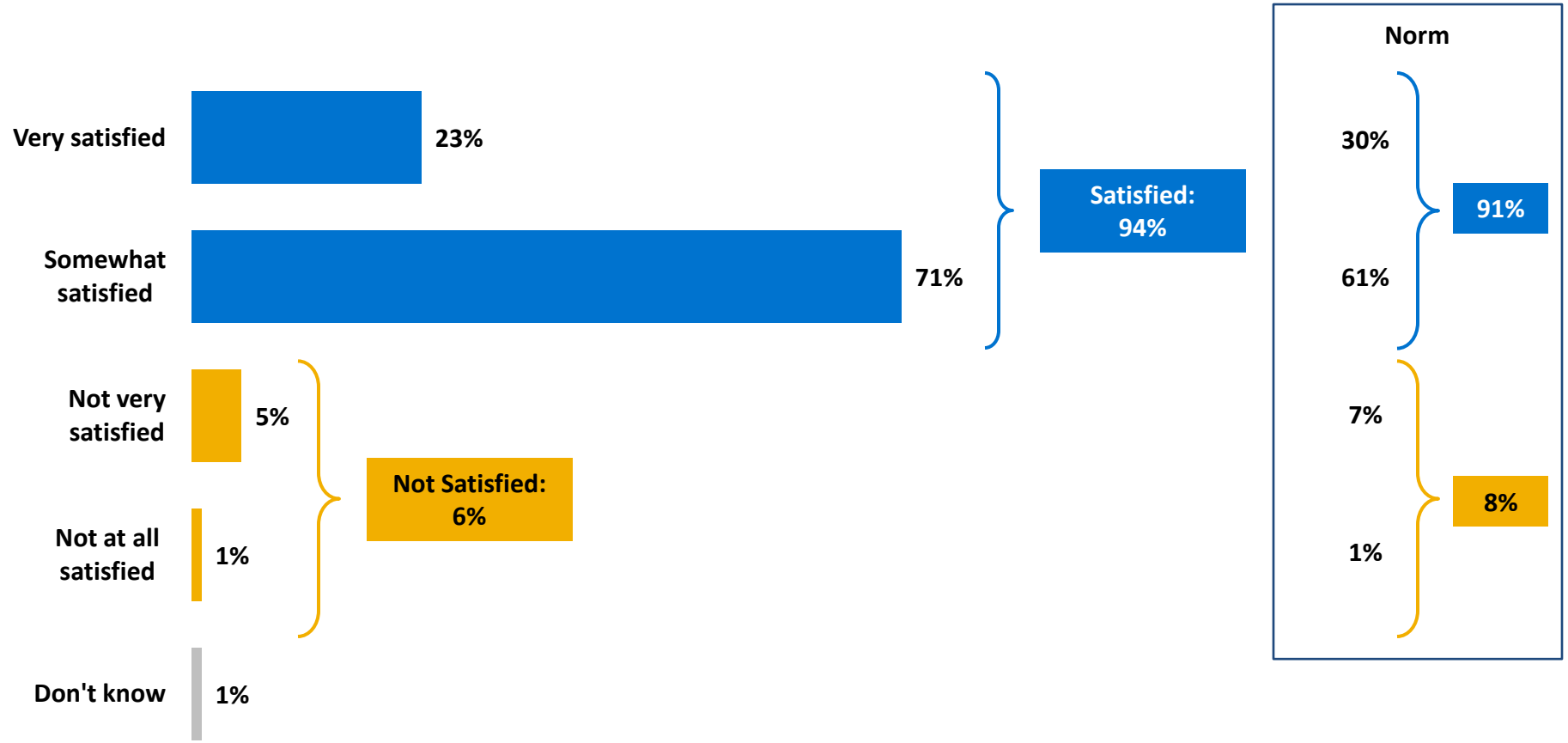


Please tell me whether you think the City of Kelowna is doing a good job or a poor job in each of the following areas, using a scale of very good job, good job, poor, job, or very poor job.
Base: All respondents (n=300)

DETAILED FINDINGS

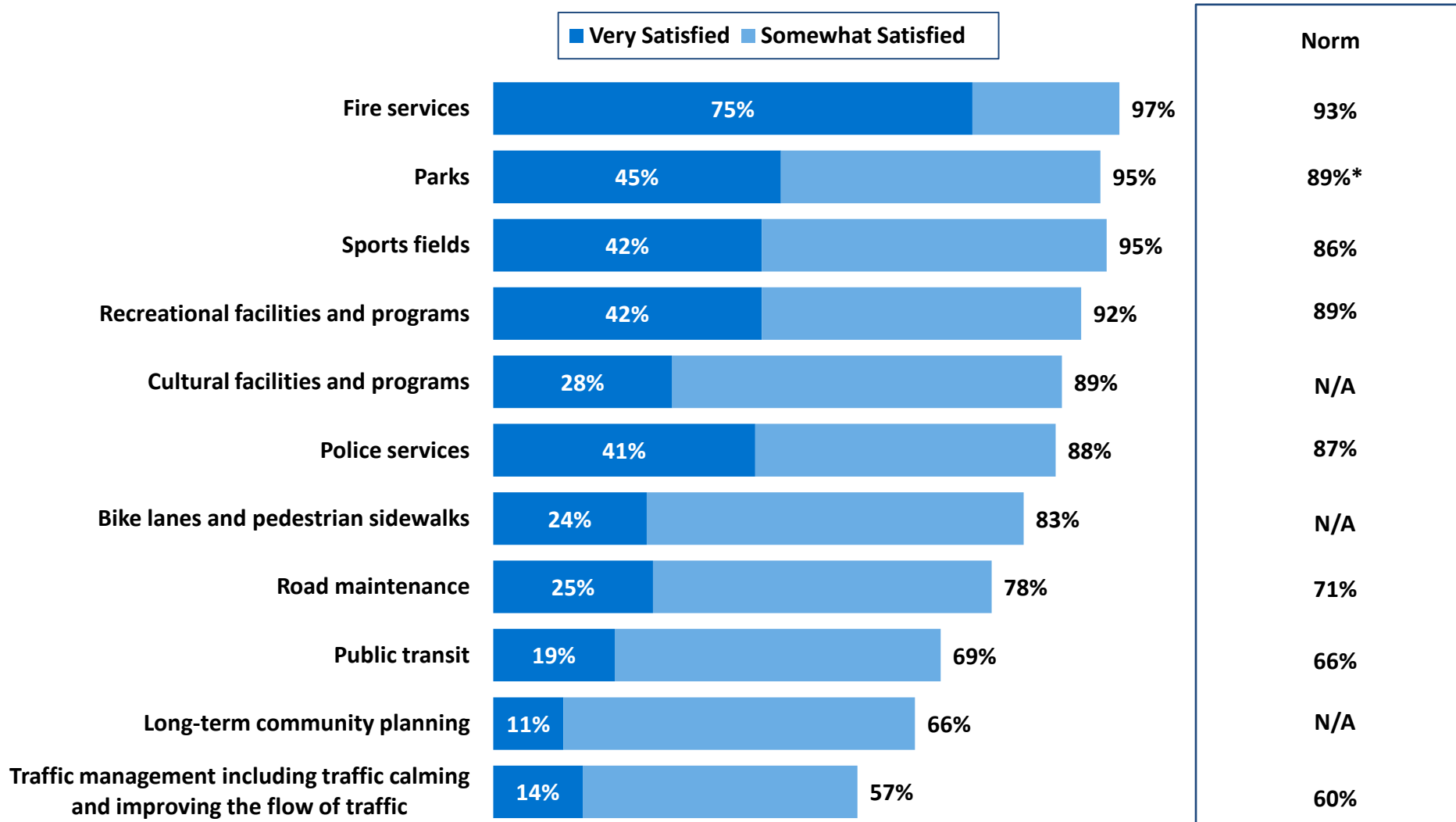
- ▶ City Services & Infrastructure

MOST CITIZENS ARE SATISFIED WITH THE OVERALL LEVEL AND QUALITY OF CITY SERVICES



Now, please tell me how satisfied you are with the City's services, using a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. The first one is the overall level and quality of services provided by the City of Kelowna.
Base: All respondents (n=300)

SATISFACTION WITH SPECIFIC CITY SERVICES VARIES

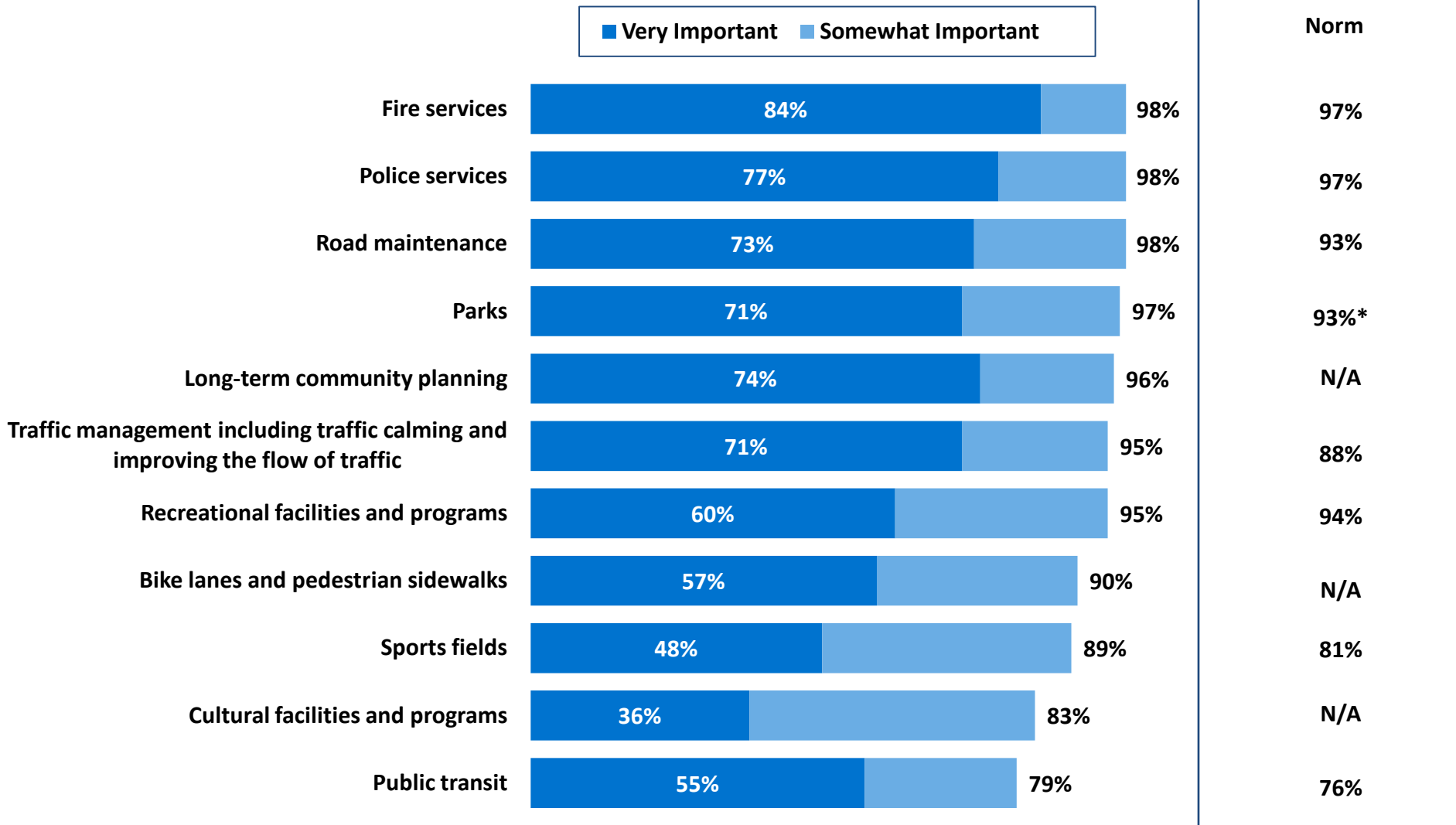


*Not directly comparable due to differences in question wording.

Now, please tell me how satisfied you are with the City's services, using a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Base: All respondents (n=300)

ALL OF THE SERVICE AREAS TESTED ARE DEEMED IMPORTANT



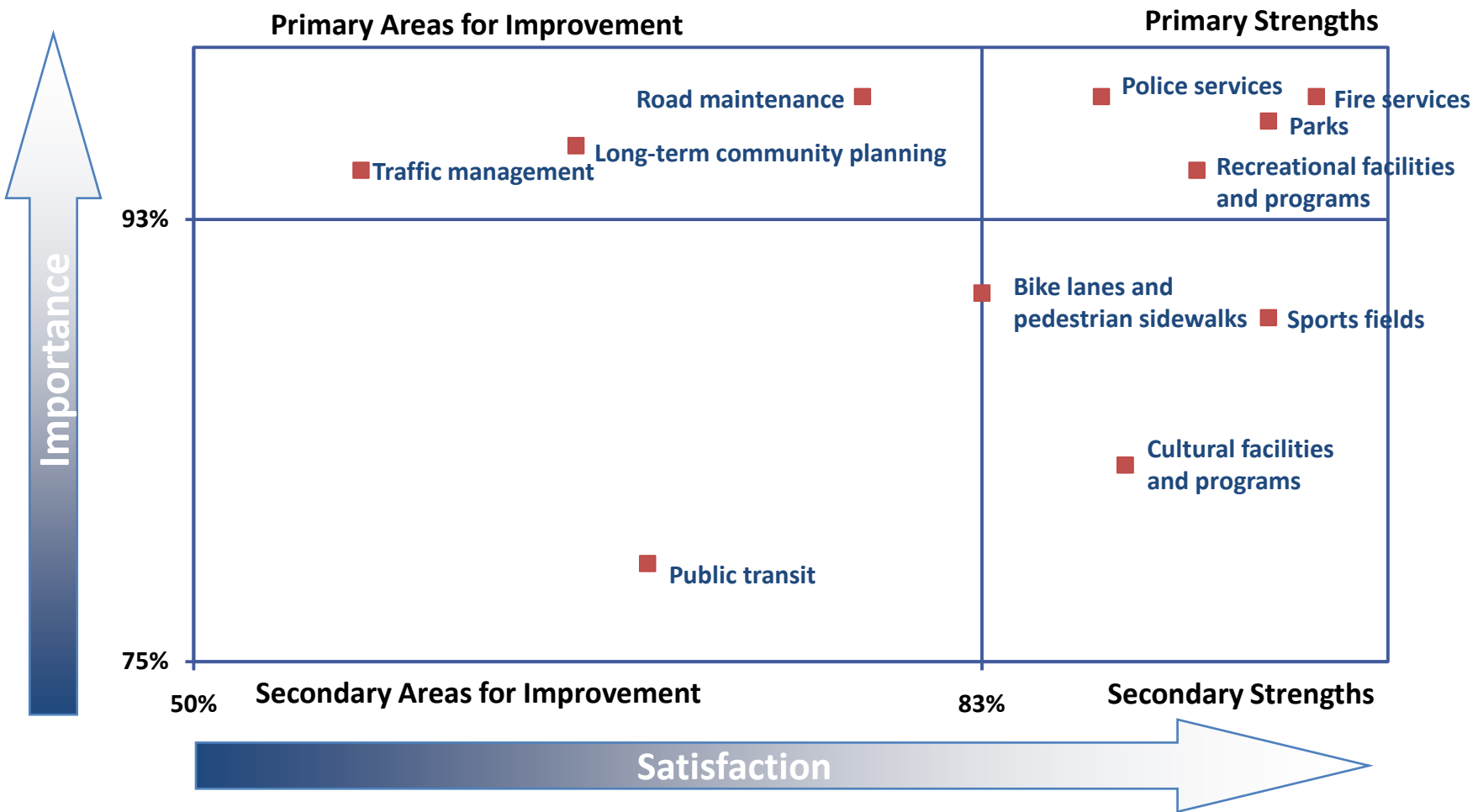
*Not directly comparable due to differences in question wording.

Please tell me how important each of the following services is to you personally on a scale of very important, somewhat important, not very important, or not at all important.
 Base: All respondents (n=300)

IMPORTANCE VERSUS SATISFACTION ACTION GRID

- ▶ An Importance versus Satisfaction Action Grid was plotted to better understand the City of Kelowna's perceived strengths and areas for improvement.
- ▶ This analysis simultaneously displays the perceived value (e.g., importance) of the City's services and how well the City is seen to be performing (e.g., satisfaction) in each area.
- ▶ When reviewing the results of this analysis, it is important to remember that Action Grids are a relative type of analysis, meaning that services are scored relative to one another; as such, there will always be areas of strength and areas for improvement.
- ▶ Individual services would fall into one of four areas:
 - ▶ Primary strengths
 - ▶ Primary areas for improvement
 - ▶ Secondary strengths
 - ▶ Secondary areas for improvement

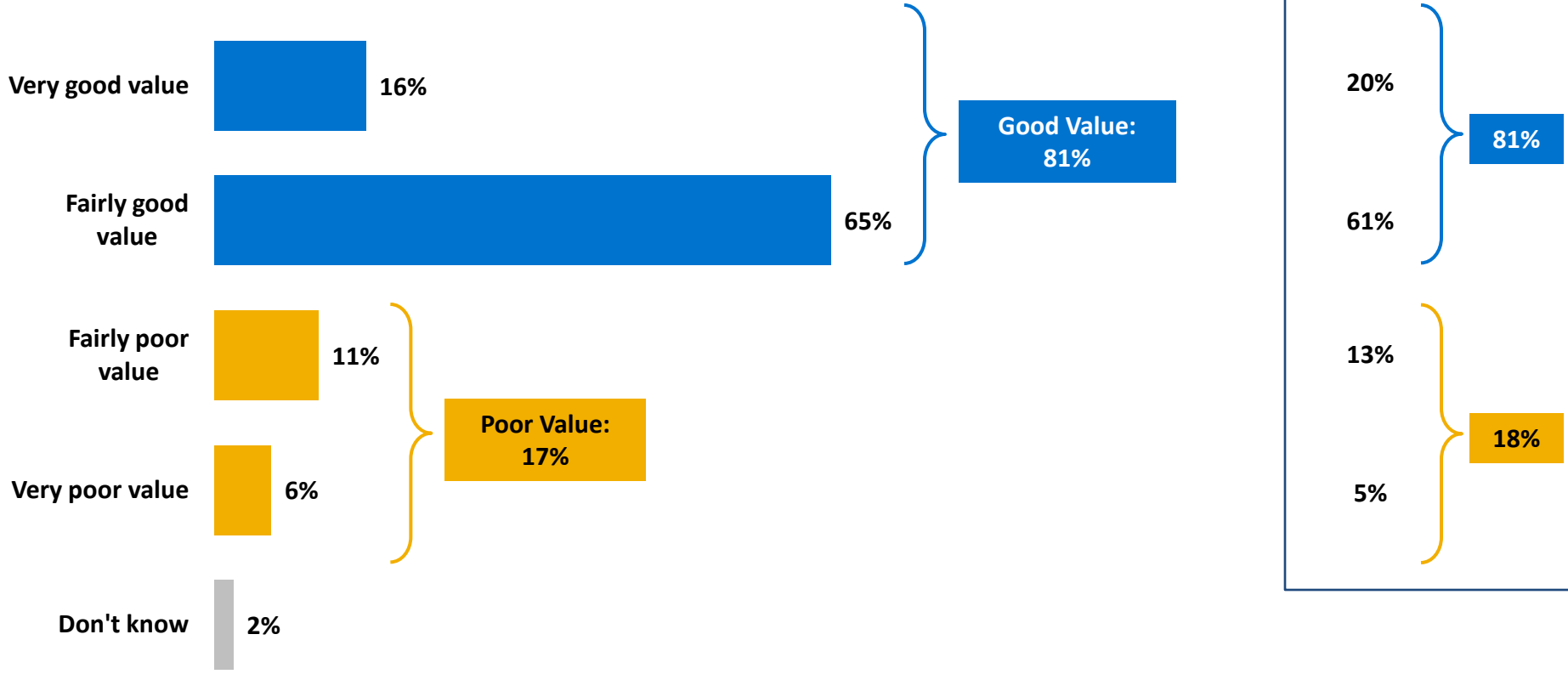
THE CITY OF KELOWNA HAS FOUR PRIMARY STRENGTHS AND THREE PRIMARY AREAS FOR IMPROVEMENT



DETAILED FINDINGS

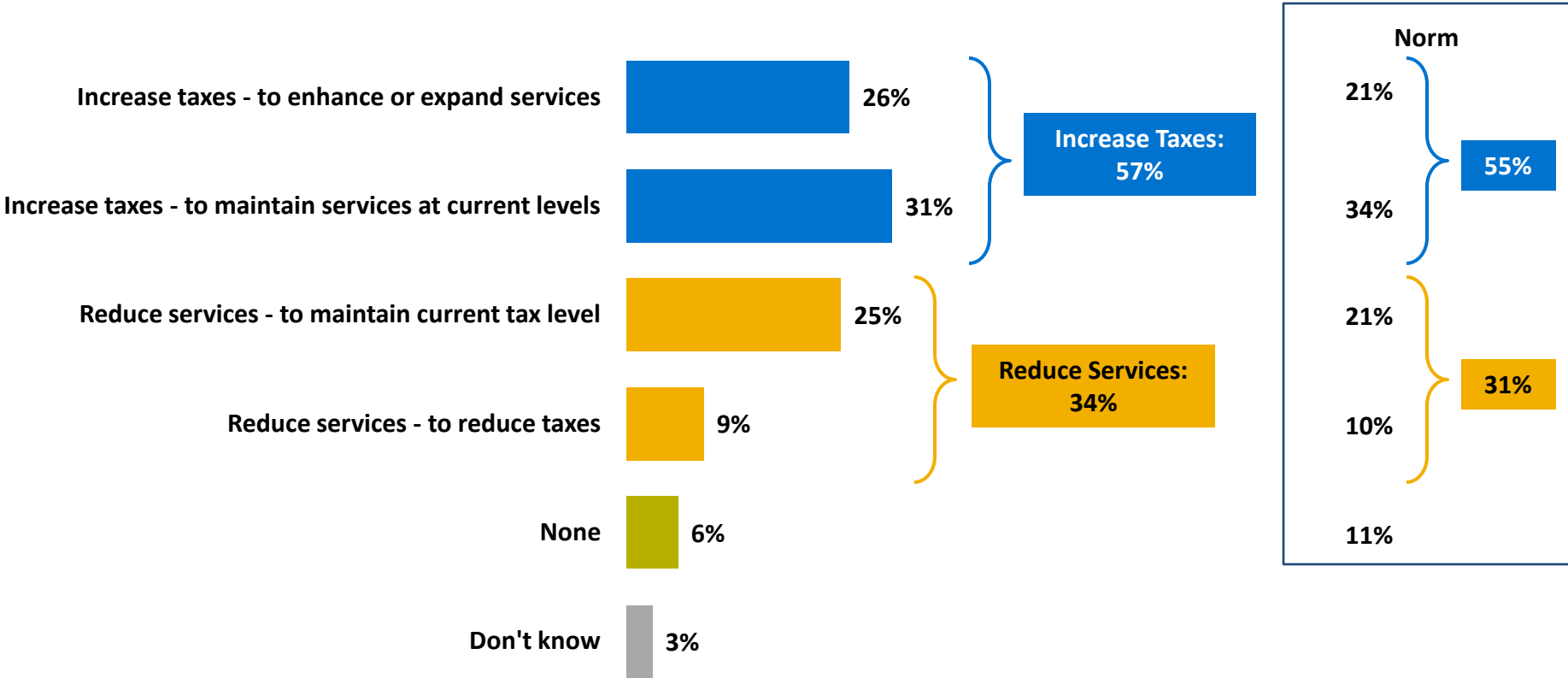
- ▶ Financial Planning

MOST CITIZENS BELIEVE THEY RECEIVE GOOD VALUE FOR THEIR MUNICIPAL TAX DOLLARS



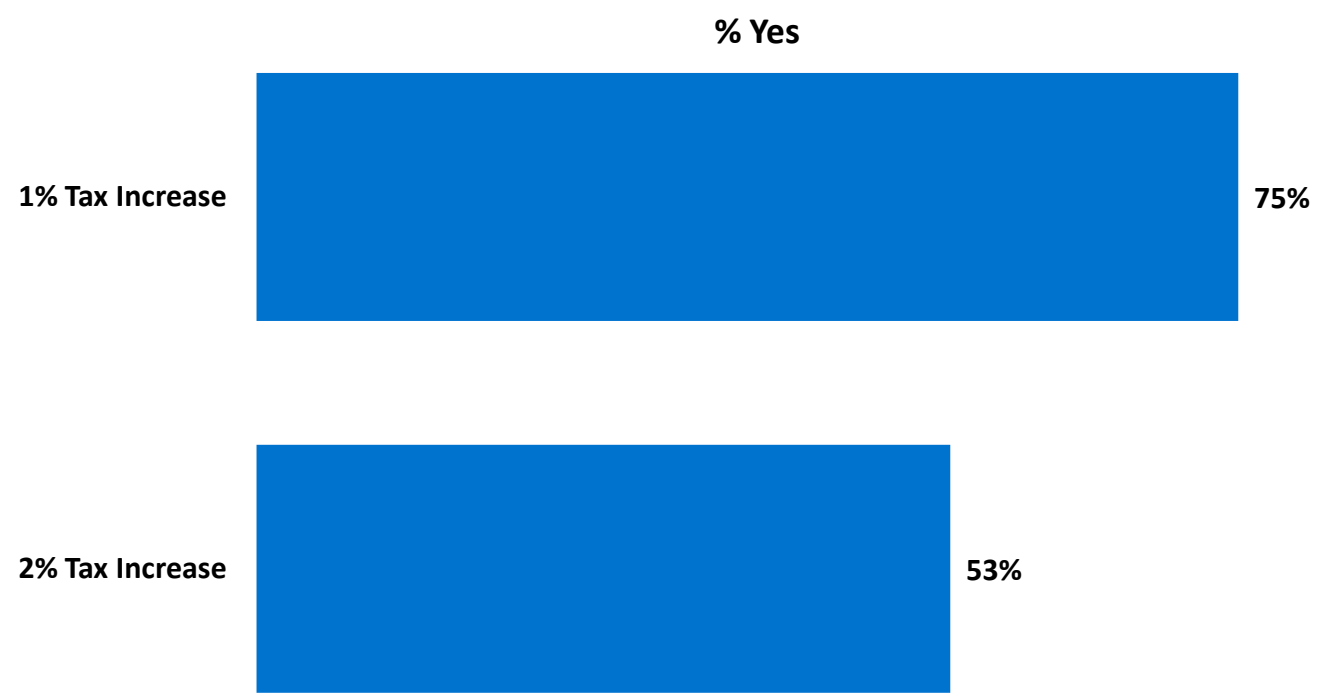
Thinking about all the programs and services you receive from the City of Kelowna, how would you rate the overall value for the taxes you pay? Would you say very good value, fairly good value, fairly poor value, or very poor value?
 Base: All respondents (n=300)

CITIZENS PREFER TAX INCREASES OVER SERVICE REDUCTIONS



Municipal property taxes are one of the primary sources of revenue used to pay for services provided by the City of Kelowna. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City of Kelowna to pursue?
 Base: All respondents (n=300)

THERE IS SUPPORT FOR AN INCREASE IN PROPERTY TAXES TO HELP COVER THE COSTS OF INCREASING POLICE SERVICES IN THE CITY OF KELOWNA



Would you support a 1% increase in property taxes to help cover the costs of increasing the police services in the City of Kelowna?
Would you support a 2% increase in property taxes to help cover the costs of increasing the police services in the City of Kelowna?
Base: All respondents (n=300)

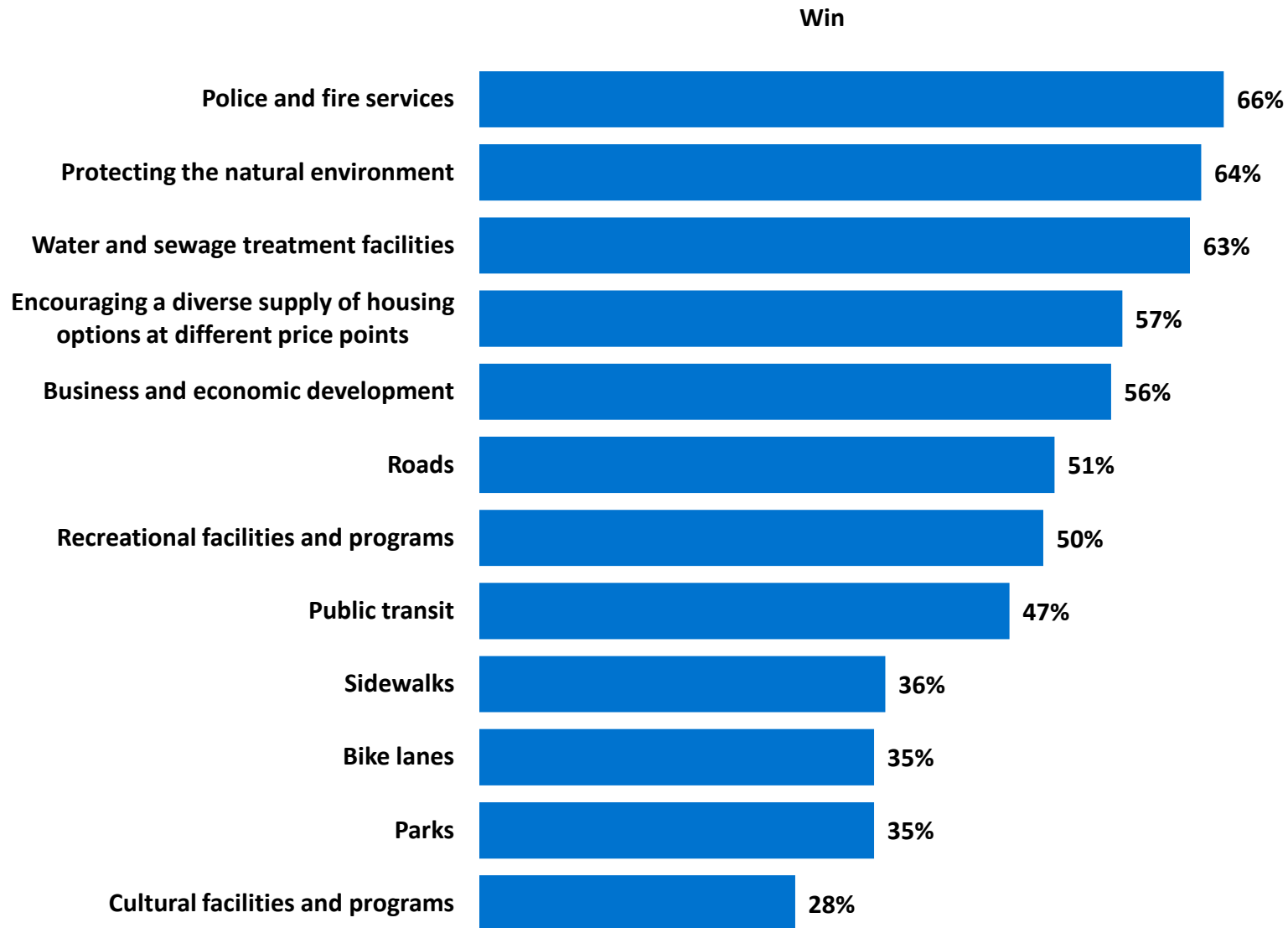
DETAILED FINDINGS

- ▶ Priority Setting

PRIORITY SETTING - PAIRED TRADE ANALYSIS

- ▶ While questions around top-of-mind issues and the importance of/satisfaction with services provide some insight into citizens' municipal priorities, Paired Trade analysis provides a more refined appreciation for the priority citizens place on a given set of items.
- ▶ This analysis takes respondents through an exercise where they are presented with a series of paired items and asked to choose which one they think should be the greater priority for City investment over the next three years.
- ▶ The analytic output then reveals how often each item is chosen when compared against others.
- ▶ A total of 12 items were considered as part of this question, resulting in a total of 66 possible combinations. Because it would be tedious and time-consuming for respondents to rate all 66 combinations, the research was designed to randomly select six different pairs for each respondent. Controls were put in place to ensure that each respondent saw all 12 items and that each item was asked an equal number of times.

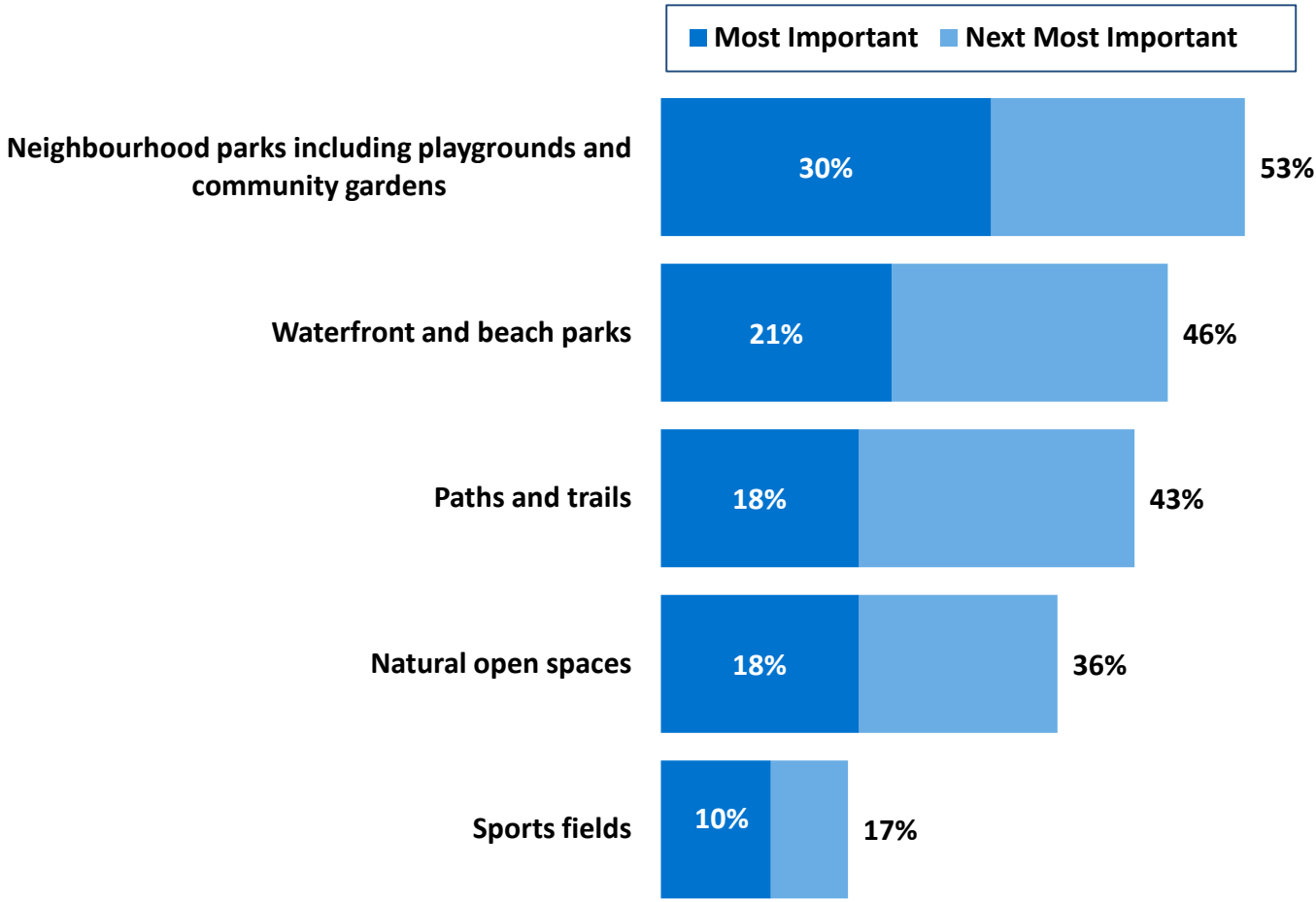
CITIZENS' TOP PRIORITIES FOR INVESTMENT ARE POLICE AND FIRE SERVICES, PROTECTING THE NATURAL ENVIRONMENT, AND WATER AND SEWAGE TREATMENT FACILITIES



The City of Kelowna has many different options for things it can invest in over the next three years. I'm now going to read you different pairs of priorities. For each pair, please tell me which item you think should be the greater priority for investment.

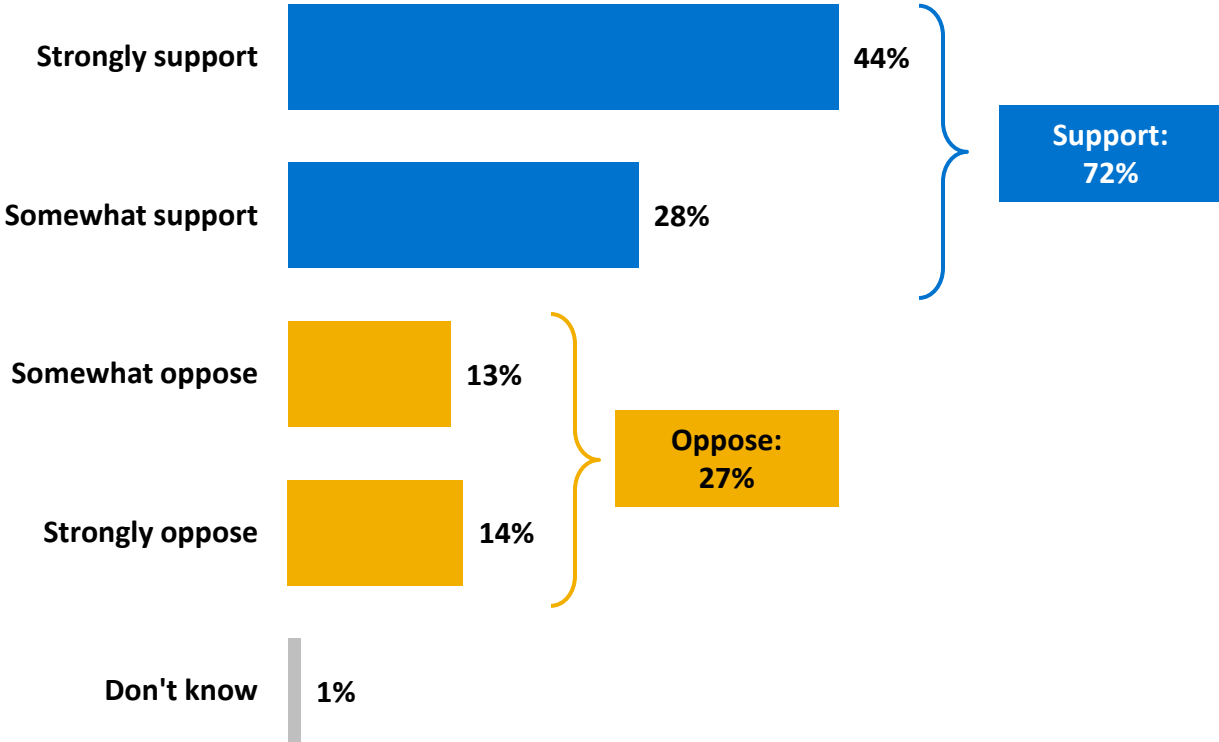
Base: All respondents (n=300)

NEIGHBOURHOOD PARKS TOP CITIZENS' LIST OF PARK-RELATED INVESTMENT PRIORITIES



When it comes to investing in parks specifically, which one of the following types of parks is most important to you personally? Which one is next most important?
Base: All respondents (n=300)

NEARLY THREE-QUARTERS SUPPORT DOG PARKS IN EXISTING CITY PARKS

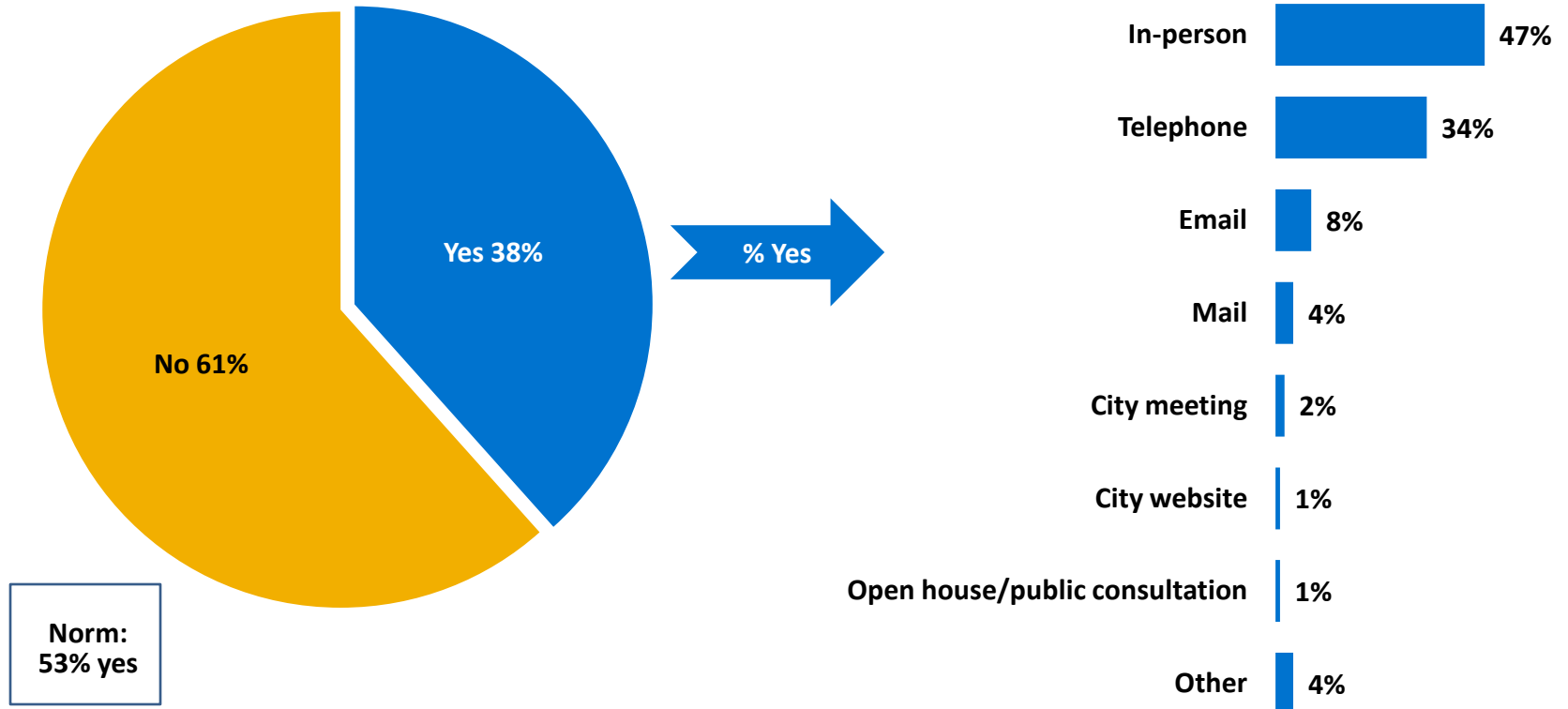


Generally speaking, do you support or oppose the City of Kelowna fencing off space for dog parks in existing city parks including beach parks?
Base: All respondents (n=300)

DETAILED FINDINGS

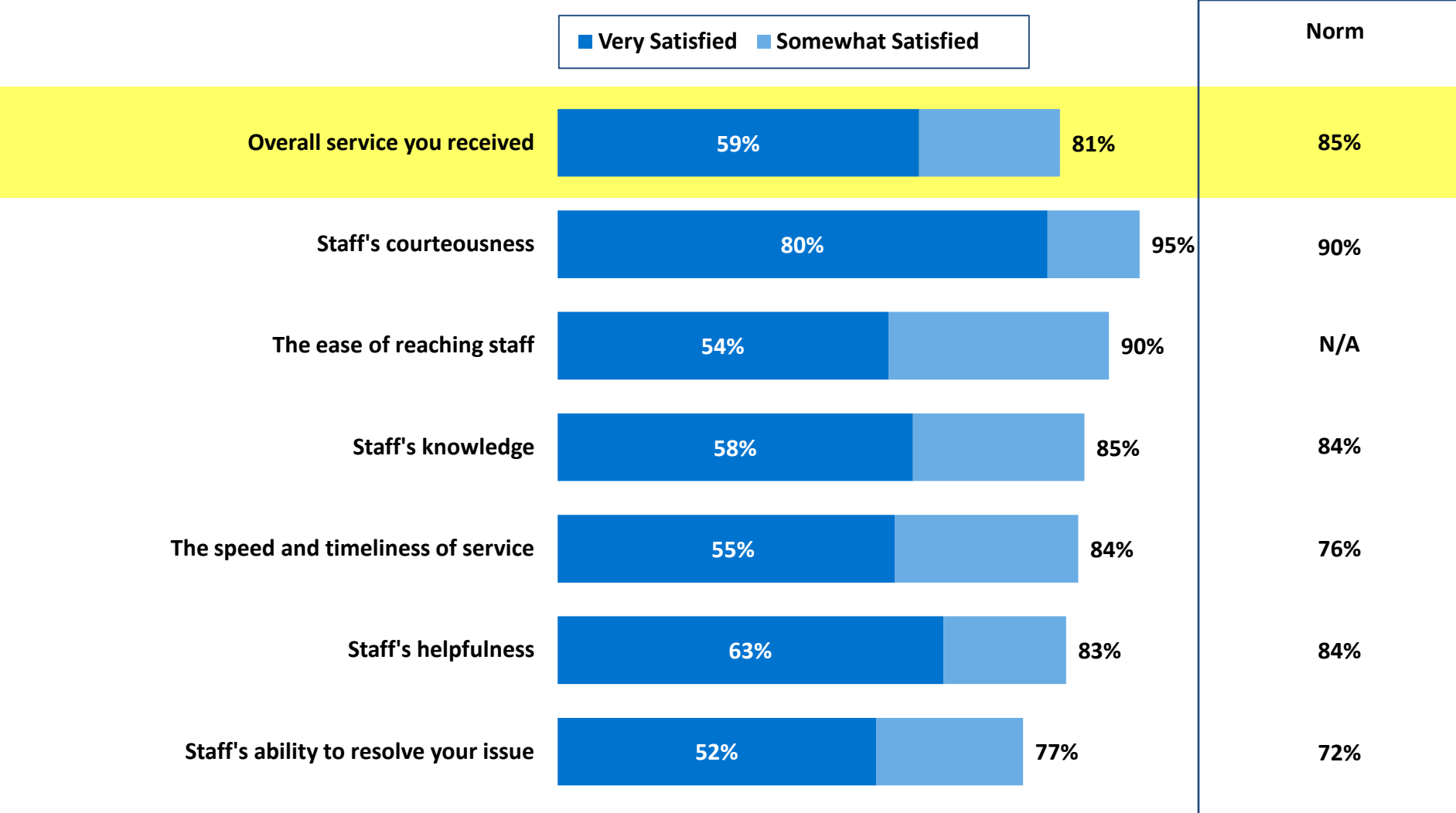
- ▶ Customer Service

NEARLY FOUR-IN-TEN CITIZENS HAVE CONTACTED THE CITY IN THE LAST 12 MONTHS - MAJORITY OF CONTACTS HAVE BEEN IN-PERSON OR OVER THE TELEPHONE



In the last 12 months, have you personally contacted or dealt with the City of Kelowna or one of its employees? Base: All respondents (n=300)
 How did this contact occur? Base: Contacted City (n=117)

CONTACT EXPERIENCES ARE PREDOMINATELY POSITIVE



How satisfied are you with the ...? Would you say very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?
 Base: Contacted City (n=117)

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▶ Questions



- ▶ Weighted Sample Characteristics

WEIGHTED SAMPLE CHARACTERISTICS

Gender	
Male	47%
Female	53%
Age	
18 to 34	26%
35 to 54	35%
55 or older	39%
Neighborhood	
V1W - South West Kelowna	26%
V1Y - Central Kelowna	27%
V1V - North Kelowna	15%
V1X/VIP - East Central Kelowna/East Kelowna	33%

Dog Ownership	
Dog Owner	38%
Dog Non-Owner	62%
Length of Residency	
10 years or less	35%
11 to 20 years	29%
21 to 30 years	14%
31 to 40 years	10%
41 to 50 years	7%
51 years or more	4%
<i>Mean</i>	<i>20 years</i>

Household Composition	
Live with children under 18	36%
Live without children under 18	64%
Household Income	
Under \$30,000	16%
\$30,000 to less than \$60,000	19%
\$60,000 to less than \$90,000	25%
\$90,000 to less than \$120,000	15%
\$120,000 or more	19%
Don't know/refused	6%