

Report to Council



Date: October 26, 2020
To: Council
From: City Manager
Subject: 2020 Citizen Survey Results
Department: Communications

Recommendation:

THAT Council receives, for information, the Report from the Community Communications Manager dated October 26, 2020 with respect to the results of the 2020 Citizen Survey

Purpose:

To present the results of the 2020 Citizen Survey.

Background:

Collecting and comparing previous survey results allows elected officials, staff and other community stakeholders to understand how citizens' attitudes and priorities are changing, identify new or emerging issues facing the community and assess the progress the City is making in addressing key issues through statistically significant methodology. The outcomes complement the ongoing engagement and conversations with citizens on a variety of initiatives throughout the year. The previous Citizen Survey was completed in November 2018.

Discussion:

The 2020 telephone survey was conducted through cell phone and landline methodology with the final sample size of 300 adult Kelowna residents, split 65 per cent cell phones and 35 per cent landlines. Quotas were established in order to get more representative data both geographically and demographically by establishing age, gender and postal code information. The overall survey results are accurate within + or - 5.7 percentage points, 19 times out of 20. The final data has been weighted to reflect the actual population in Kelowna according to the most recent Census data. Ipsos Public Affairs was selected to conduct the survey in order to benchmark Kelowna against other BC municipalities as part of its database of municipal norms.

In addition to asking about COVID, the 2020 survey focused on seven key areas:

1. Quality of Life
2. Issue Agenda
3. Community Safety
4. City Services and Infrastructure
5. Financial Planning

6. Priority Setting
7. Customer Service

Overall results

Results are generally positive and residents remain largely satisfied with the services the City provides.

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

Overall, perceptions of quality of life remain high at 92 per cent which is down 2 points from the previous survey. The percentage of citizens saying the quality of life has 'worsened' (35%) than 'improved' (22%) is fairly consistent with the previous survey.

Top community issues

Open-ended responses from respondents mentions the primary issues facing the community is social issues taking the top position once again over transportation, with COVID, growth and development and the economy as secondary issues.

- Social issues at 46 per cent
- Transportation at 22 per cent
- COVID pandemic at 8 per cent
- Growth and development at 7 per cent
- Economy at 7 per cent

Community Safety

Perception of Community Safety remains strong and consistent with 87 per cent of residents describing Kelowna as a safe community.

Top investment priorities

The paired choice analysis identifies priorities for City investment. Addressing social issues such as homelessness, mental health and addiction was consistently the top priority. 79 per cent of citizens selected it as a priority when presented alongside other options.

Other priorities include having a diverse supply of housing options at different price points (67%), drinking water (65%), fire services (56%) and police services (56%). By comparison, less emphasis is placed on traffic flow management (50%).

When asked about investing capital dollars into building new or renewing existing infrastructure, respondents were split with renewing at 64 per cent and building new at 34 per cent. While the results are not significantly different from 2018, directional evidence points to a growing emphasis on infrastructure renewal.

Value for taxes

Value for taxes is consistent with the previous year's results demonstrating 79 per cent of respondents think the overall services and programs are very good to fairly good value and options to increase taxes to enhance or to maintain services at current levels was reported at 53 per cent.

COVID19

When asked about the impact of the COVID19 pandemic, 32 per cent of respondents indicated the pandemic has impacted their ability to meet their financial obligations. Respondents also indicate their use of parks and public spaces increased.

Complete results of the 2020 Citizen Survey are posted on kelowna.ca.

Considerations not applicable to this report:

Internal Circulation:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

Financial/Budgetary Considerations:

External Agency/Public Comments:

Communications Comments:

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