

# Report to Council



**Date:** June 3, 2024  
**To:** Council  
**From:** City Manager  
**Subject:** 2024 Citizen Survey Results  
**Department:** Communications

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## **Recommendation:**

THAT Council receives, for information, the report from the Communications Department dated June 3, 2024, with respect to the results of the City's bi-annual Citizen Survey.

## **Purpose:**

To present the results of the 2024 Citizen Survey.

## **Background:**

The Citizen Survey has been conducted for over a decade and is used to monitor and respond to our residents' priorities, preferences and attitudes about life in our City. Ipsos Research conducts this survey using a statistically representative sampling of Kelowna residents. The survey focuses on our municipal services, infrastructure and programs so that the results are actionable and measurable indicators for City business areas to address. The questions are largely standardized with limited changes year-over-year so, to enable accurate analysis of trends over time in major areas of performance relating to municipal government responsibilities.

This survey format allows us to track trends over time in our citizens' values and hopes for the City's future, as well as their guidance on priorities for investment and top community issues they would like to see the City responding to in the immediate term. A citizen survey of this nature is a best practice across municipalities in Canada and our results are benchmarked against other British Columbia municipalities through the use of statistical norms throughout the report, to help provide context to our performance over time and our performance relative to other cities.

The survey is deployed predominantly on cell phones (70-75%) but also to landlines for appropriate balance. The sample size of 300 people has been re-assessed over the past several years to ensure it remains appropriate relative to our population growth. To ensure the data is gathered from a representative group of residents, sample quotas are set by gender, age, and area of the city. The final data is weighted to ensure that the gender/age and neighbourhood distribution reflects that of the actual population in Kelowna according to the latest Census data. The results are considered accurate within a 5-7% range, 19 times out of 20.

**Discussion:**

With the timeline of the COVID-19 global health pandemic, this year's survey represents the first opportunity to assess post-pandemic results relative to pre-pandemic results. For example, overall customer service satisfaction dipped in 2022, which was partly attributable to substantial adjustments in service delivery and civic life in general during the pandemic. The same occurred with respect to perceptions of the City as being inclusive and accepting to all. This rating dipped in 2022 and has rebounded substantially this year. Perceptions of overall quality of life in Kelowna are positive although lower than pre-pandemic years and below the municipal norm.

**Report Highlights**

- Citizen satisfaction with overall customer service quality has improved after trending down incrementally for a few years.
- Many of the services with the largest increases in citizen satisfaction are also the services where the City has invested funding, completed significant multi-pronged Communications campaigns and/or implemented digital transformation and automation.
- 81% of citizens feel that Kelowna is a safe place to live, which is unchanged since the 2022 survey and appears to have halted a multi-year downward trend on this result.
- Addressing social issues remains a top issue for citizens and also the top priority for investment over the next four years, alongside encouraging a diverse supply of housing options at different price points.
- Primary areas of strength for the City include core municipal operational responsibilities such as road maintenance, drinking water quality, parks and recreation and police and fire services.
- A majority of citizens say they receive good value for their municipal property tax dollars.
- Overall perceptions of value for taxes are statistically on par with 2022 although continue a gradual downward trend that has been ongoing the past several years.
- For the first time, citizens were asked to identify areas of importance for digital transformation and use of technology by the City and their top choices were that the City should use technology to create operational efficiencies and to ensure anytime/anywhere access to City services and information online.

**Conclusion:**

The survey results are published every year on Kelowna.ca and staff across the corporation work to assess and strategize around the results related to their business areas. City staff will continue to utilize this community feedback as one filter in developing strategies, plans, investments and recommendations to Council.

New this year, the Communications and Information Services departments are building a year-over-year interactive dashboard of key results from the survey, building on the 2024 results with comparisons to prior survey year as well, which will be published in the coming weeks on Kelowna.ca and expanded over time.

Submitted by:

C.Matte, Community Communications Manager

**Approved for inclusion:** L.Corcoran, Acting Divisional Director