



2017 Citizen Survey

Prepared for the City of Kelowna by:



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Objectives

Gauge public satisfaction with municipal programs and services and gain insight into citizens' service priorities.

Methodology

- Telephone survey conducted with a random and representative sample of 300 adult Kelowna residents.
- Dual frame cell phone/landline sampling.
- Conducted between September 11 and 20, 2017.
- Weighting was employed to balance demographics to ensure that the sample's composition reflects that of the adult Kelowna population according to 2016 Census data.
- MOE: ± 5.7 percentage points, 19 times out of 20.
- Tracking and normative comparisons included where appropriate.

Key Findings

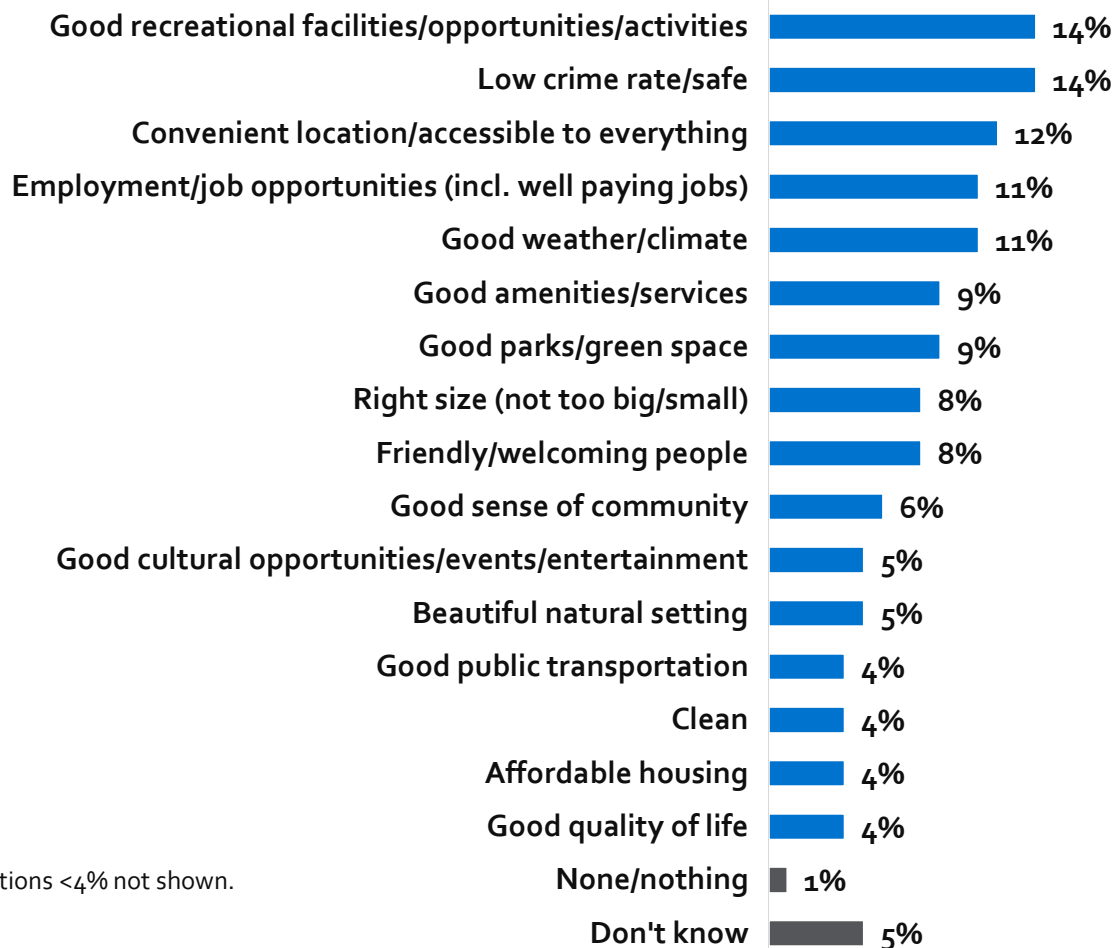


1. Overall, citizens demonstrate predominately positive views of the community and City.
2. While perceptions of overall quality of life remain high, there is a sense this has deteriorated over the past three years.
3. Kelowna continues to be seen as a safe community although residents feel less safe now as compared to three years ago. Perceptions of downtown safety are slightly lower but still high overall.
4. Social issues have become notably more relevant. Residents' number one priority for municipal investment over the next four years is encouraging a diverse supply of housing options at different price points.
5. Transportation issues persist. Traffic flow consistently surfaces as the key transportation priority.
6. While less so than social and transportation, growth and development is also on citizens' minds this year. City growth management is identified as a primary area for improvement.
7. Overall satisfaction with City services remains high. Satisfaction with drinking water quality has increased significantly this year while satisfaction with public transit has gone down.
8. Key financial metrics hold steady. Residents continue to say they receive good value for their taxes and prefer tax increases over service reductions.
9. Overall, residents prioritize renewing existing infrastructure over building new infrastructure although there is appetite for both.
10. The City continues to provide good customer service, with staff's courteousness identified as a service highlight.

QUALITY OF LIFE

Qualities or Characteristics that Make a City a Good Place to Live

(Coded Open-Ends, Multiple Responses Allowed)



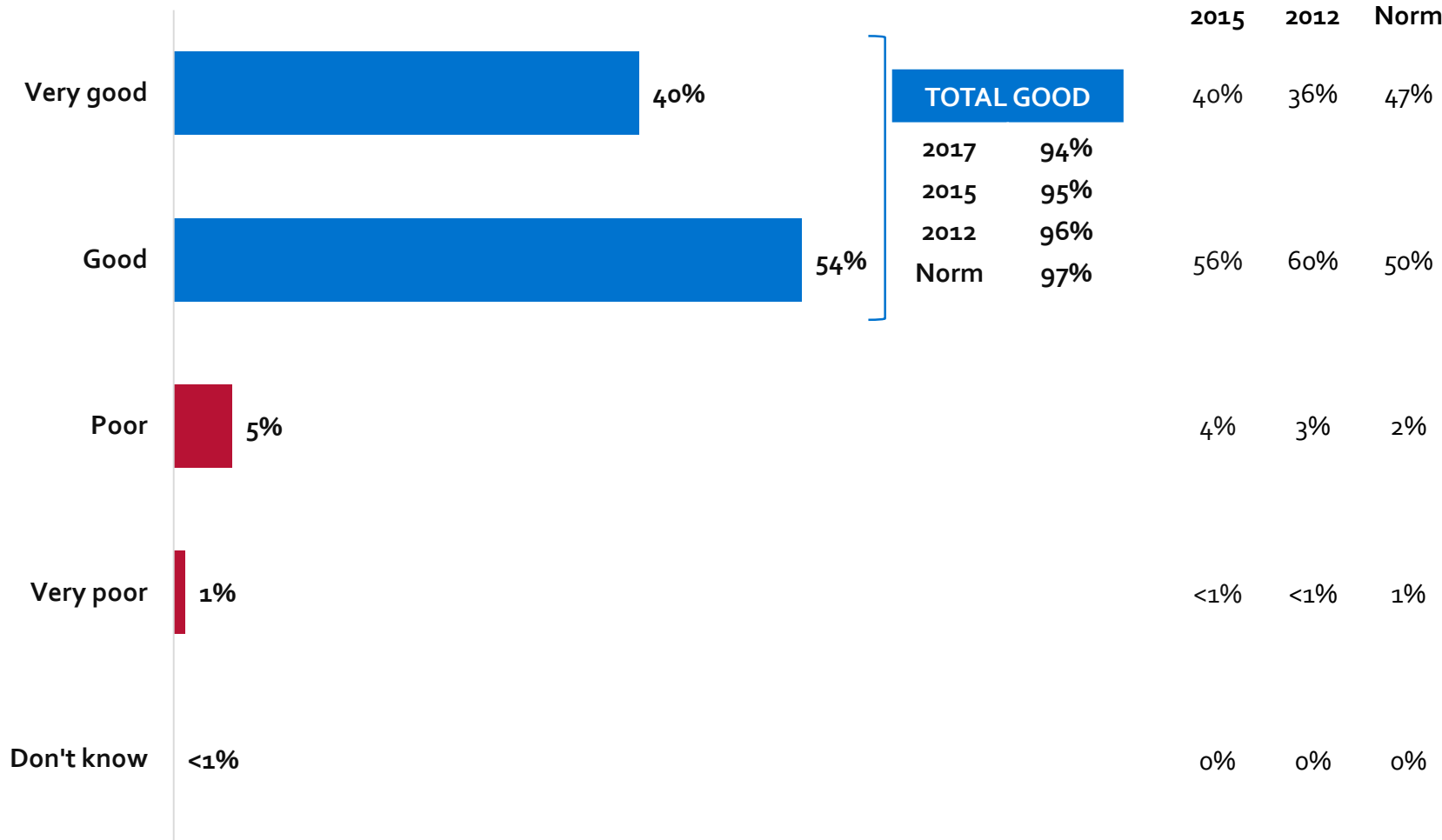
Mentions <4% not shown.

2015 Top Mentions	
Good recreational facilities/opportunities	20%
Convenient location/accessible to everything	15%
Beautiful natural setting	13%
Employment/job opportunities (incl. well paying jobs)	12%
Good amenities and services	12%
Low crime rate/safe	11%
Right size (not too big/small)	11%
Good weather/climate	10%

Q2. 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?

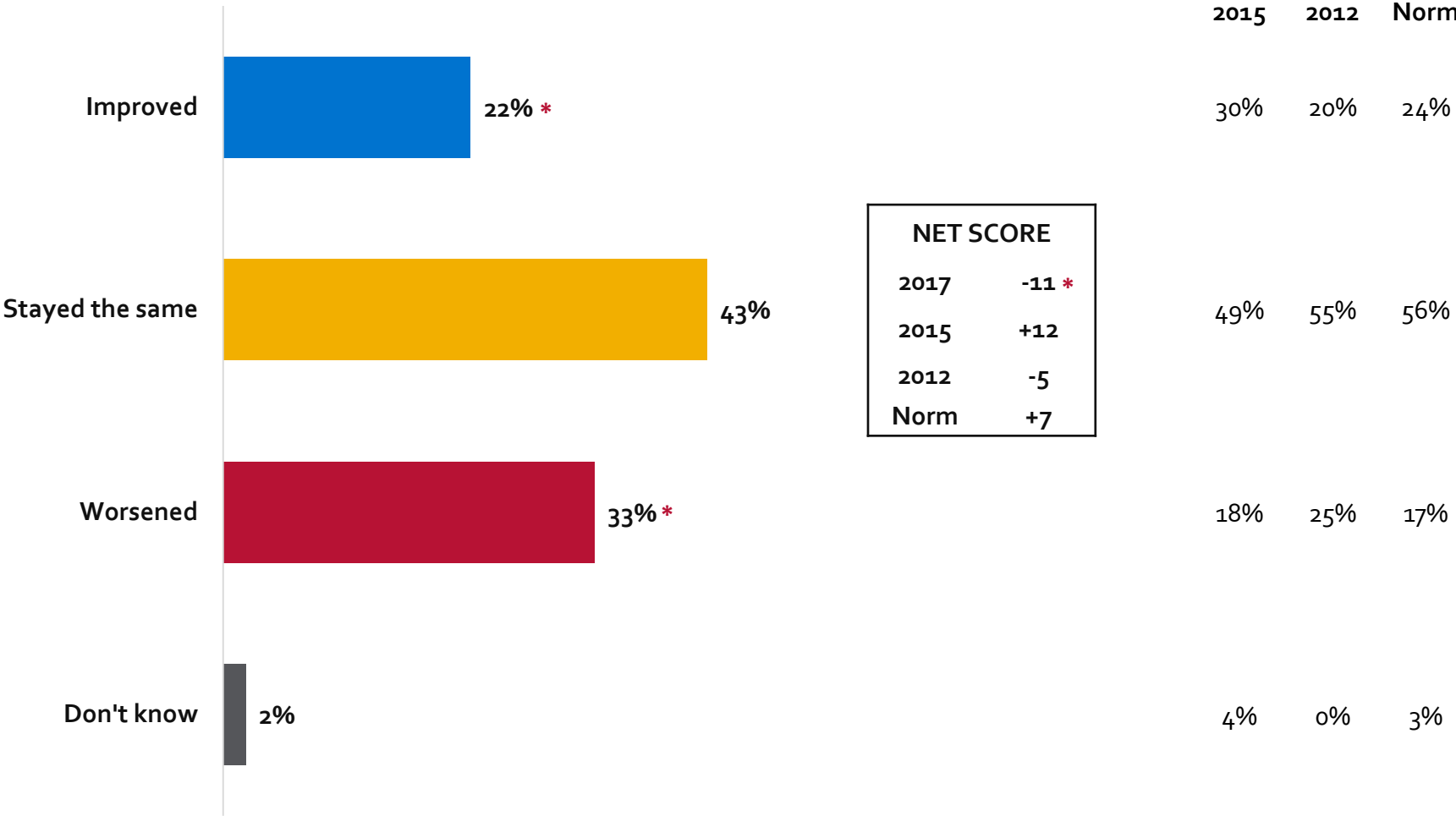
Base: All respondents (n=300)

Overall Quality of Life



Q3. How would you rate the overall quality of life in the City of Kelowna today?
Base: All respondents (n=300)

Change in Quality of Life Past Three Years

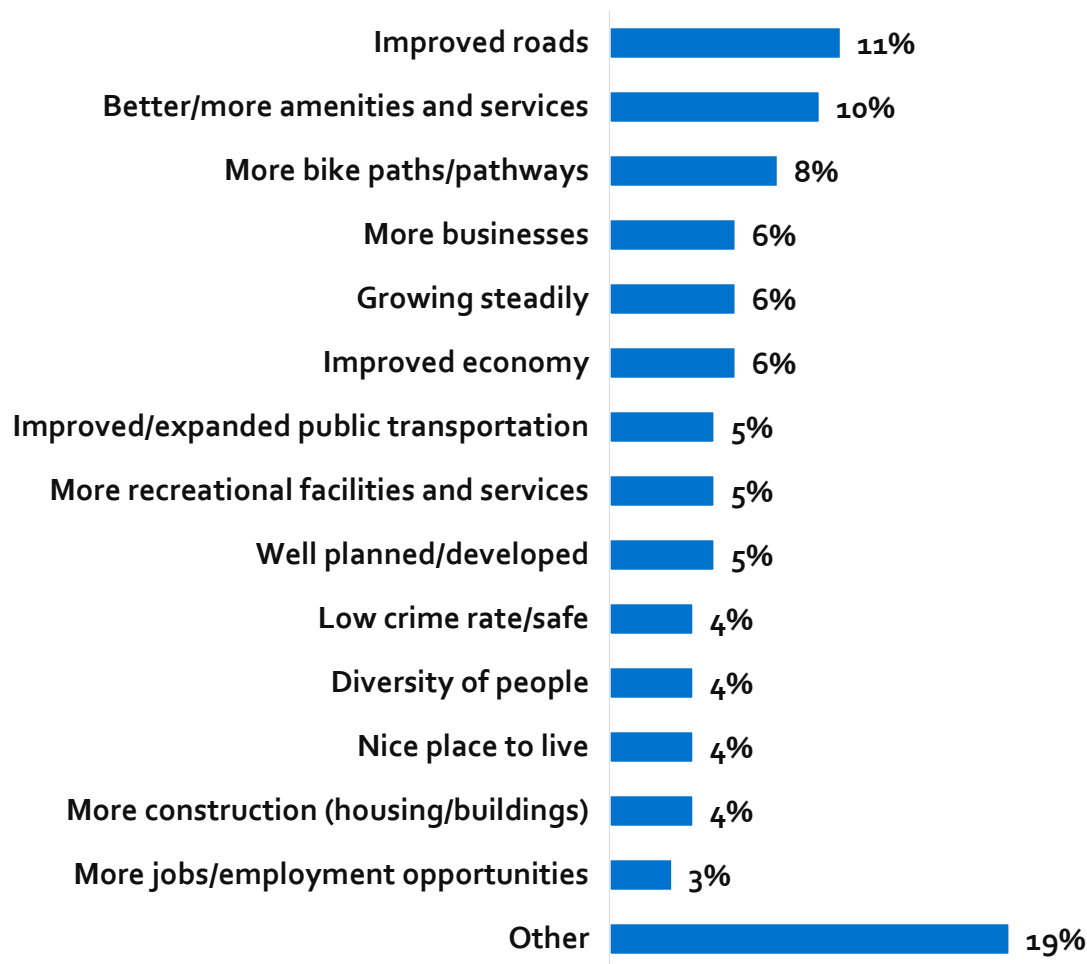


Q4. And, do you feel that the quality of life in the City of Kelowna in the past three years has improved, stayed the same, or worsened?

Base: All respondents (n=300) * = statistically significant change from 2015

Reasons Quality of Life has Improved

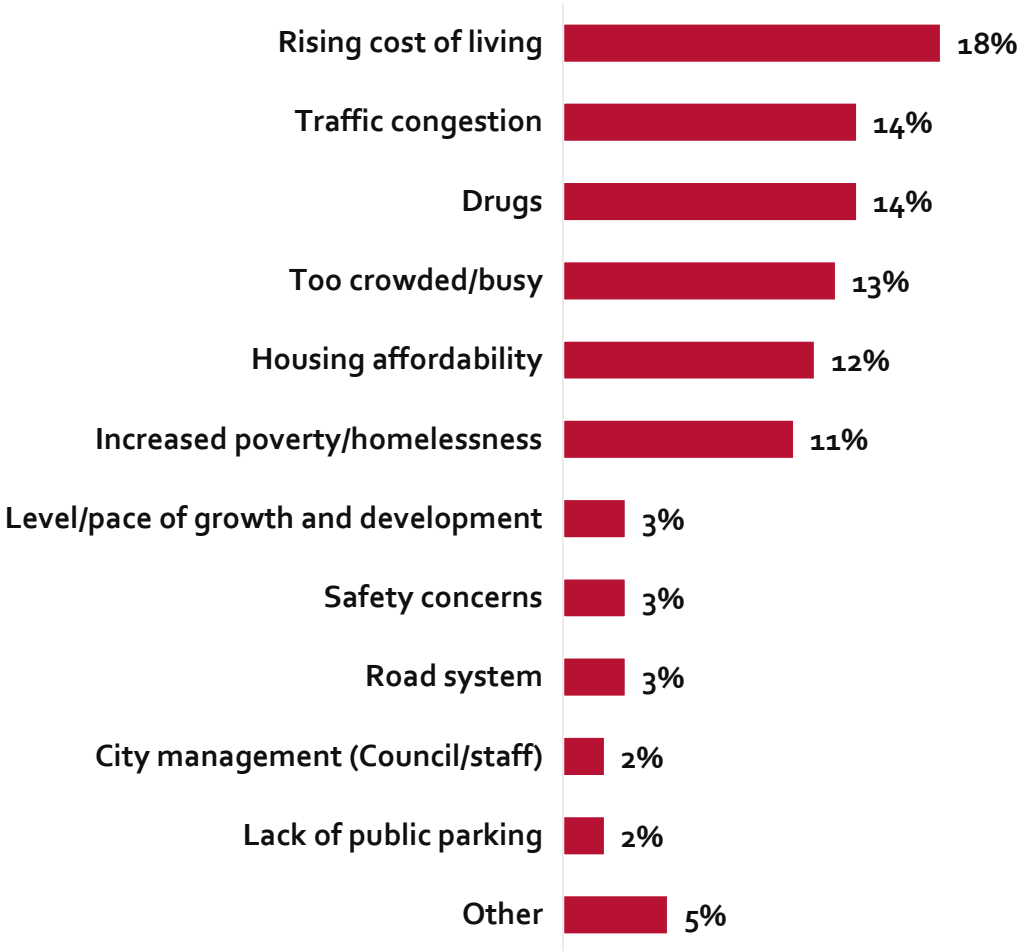
(Among those saying the quality of life has improved) (Coded Open-Ends)



2015 Top Mentions	
Nice place to live	13%
Downtown revitalization/ improvement	12%
Growing steadily	11%
More recreational facilities and services	10%
Well planned/developed	10%

Reasons Quality of Life has Worsened

(Among those saying the quality of life has worsened) (Coded Open-Ends)

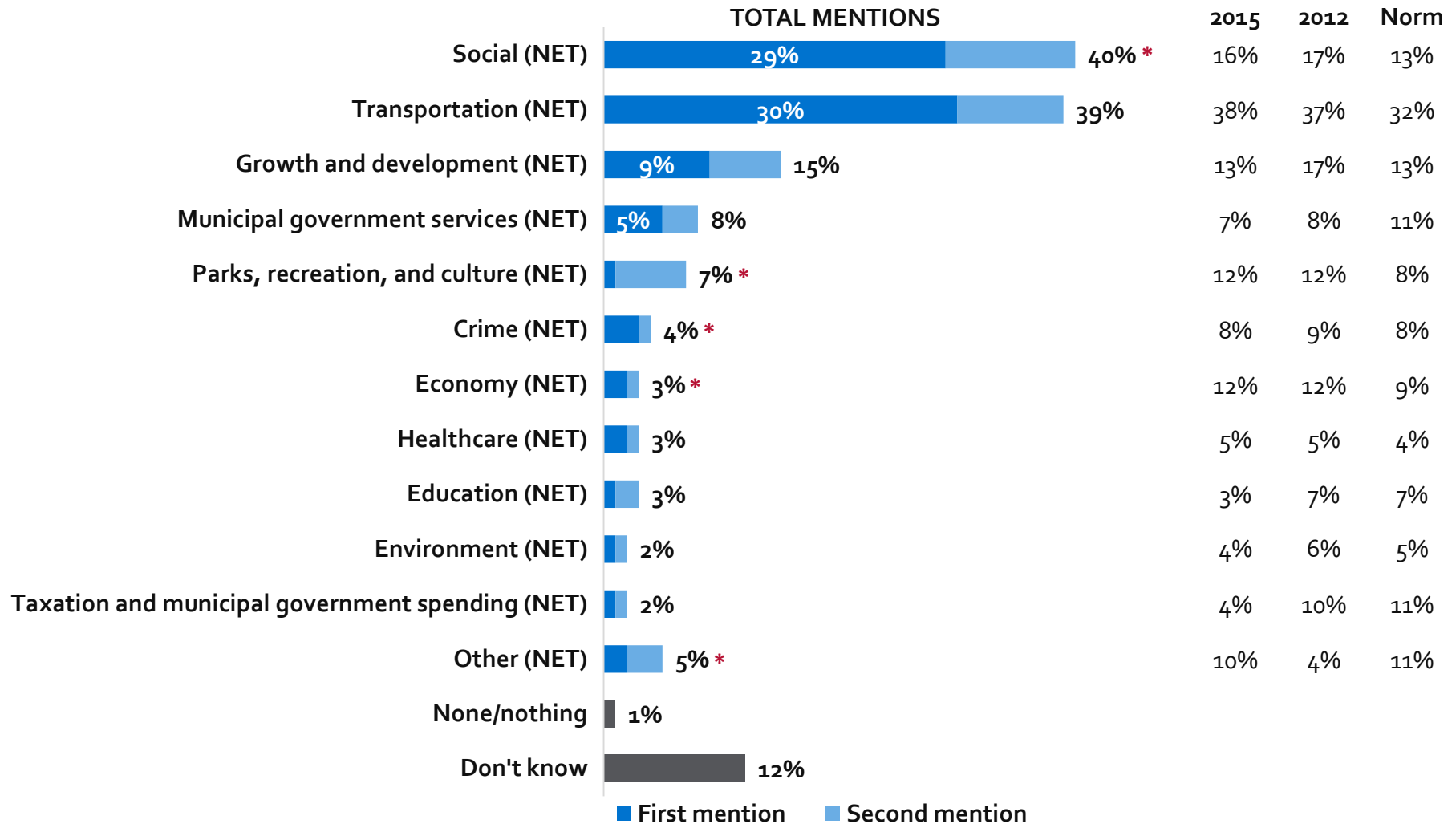


2015 Top Mentions	
Rising cost of living	21%
Unemployment/lack of jobs	17%
Traffic congestion	13%
Too crowded/busy	12%
Negative mentions of staff and Council	10%
Safety concerns	10%
Too much growth/development	10%

ISSUE AGENDA

Important Community Issues

(Coded Open-Ends, Multiple Responses Allowed)



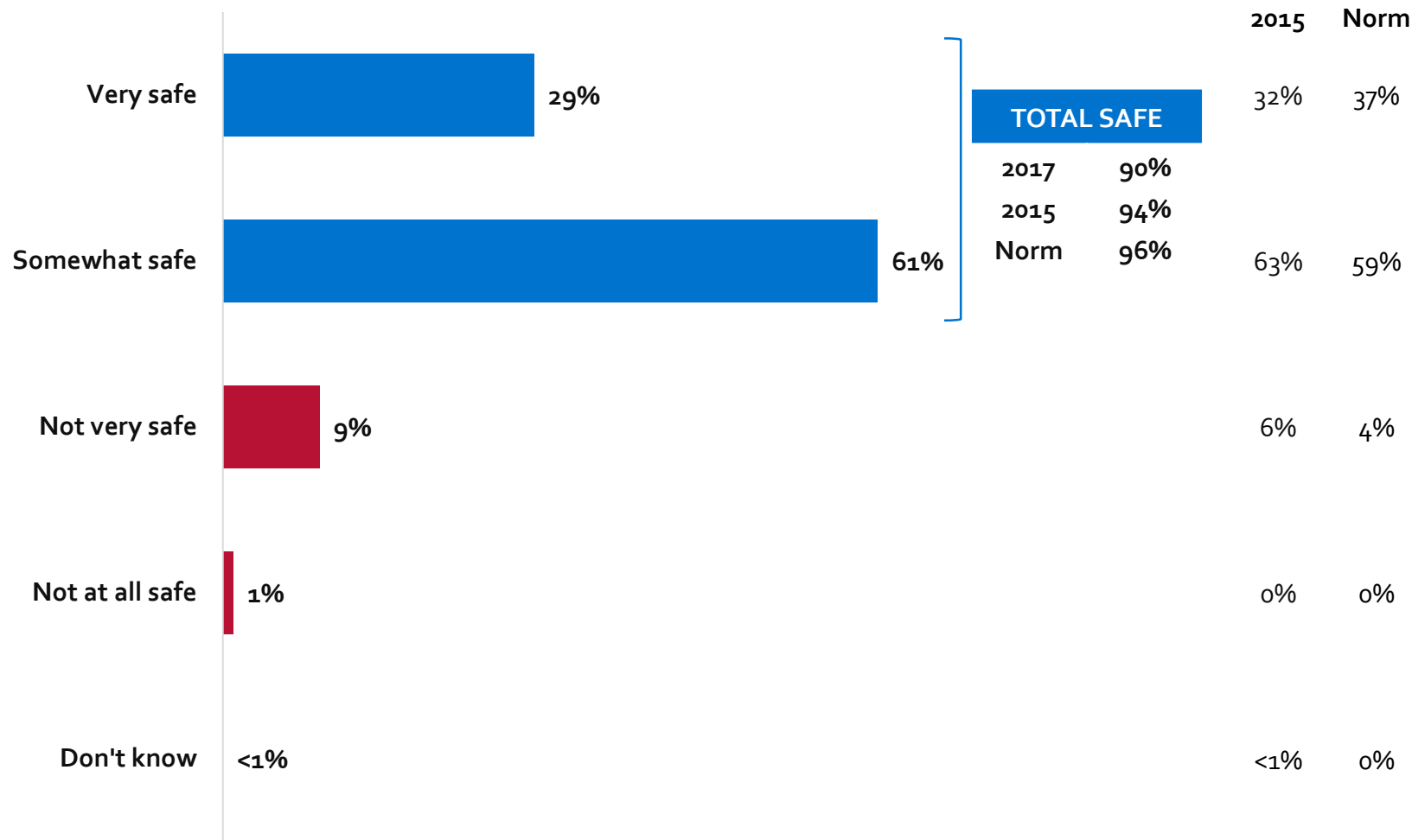
Q1. In your view, as a resident of the City of Kelowna, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from local leaders? Are there any other important local issues?

Base: All respondents (n=300)

* = statistically significant change from 2015

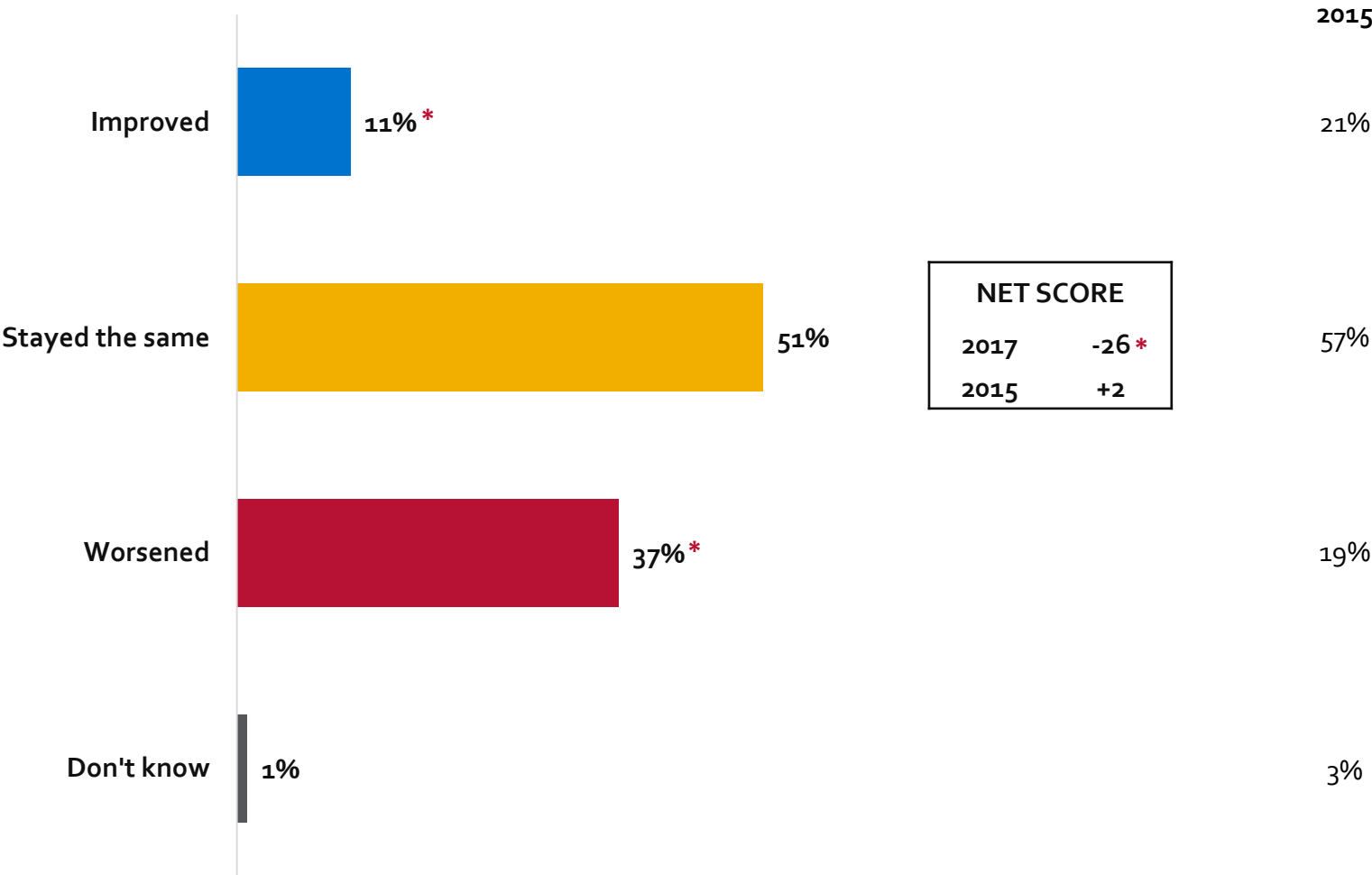
COMMUNITY SAFETY

Overall Community Safety



Q17. Overall, would you describe the City of Kelowna as a very safe, somewhat safe, not very safe, or not at all safe community?
Base: All respondents (n=300)

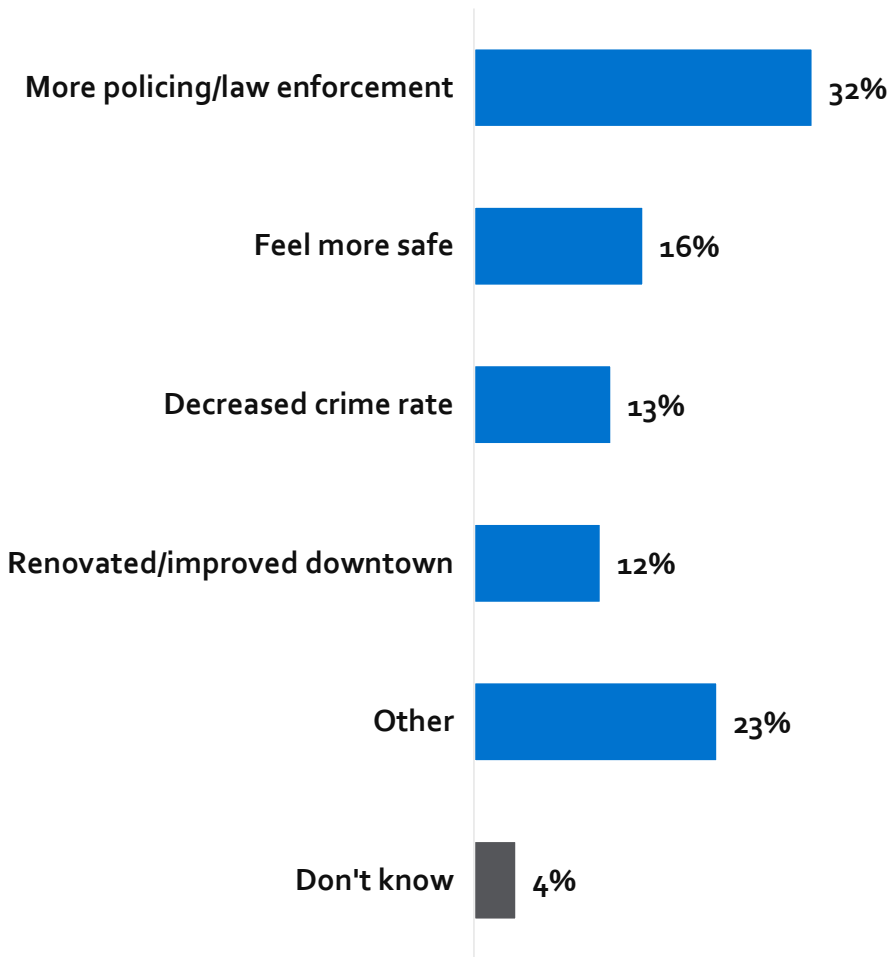
Change in Community Safety Past Three Years



Q18. Do you feel community safety in Kelowna has improved, stayed the same, or worsened over the past three years?
Base: All respondents (n=300) * = statistically significant change from 2015

Reasons Community Safety has Improved

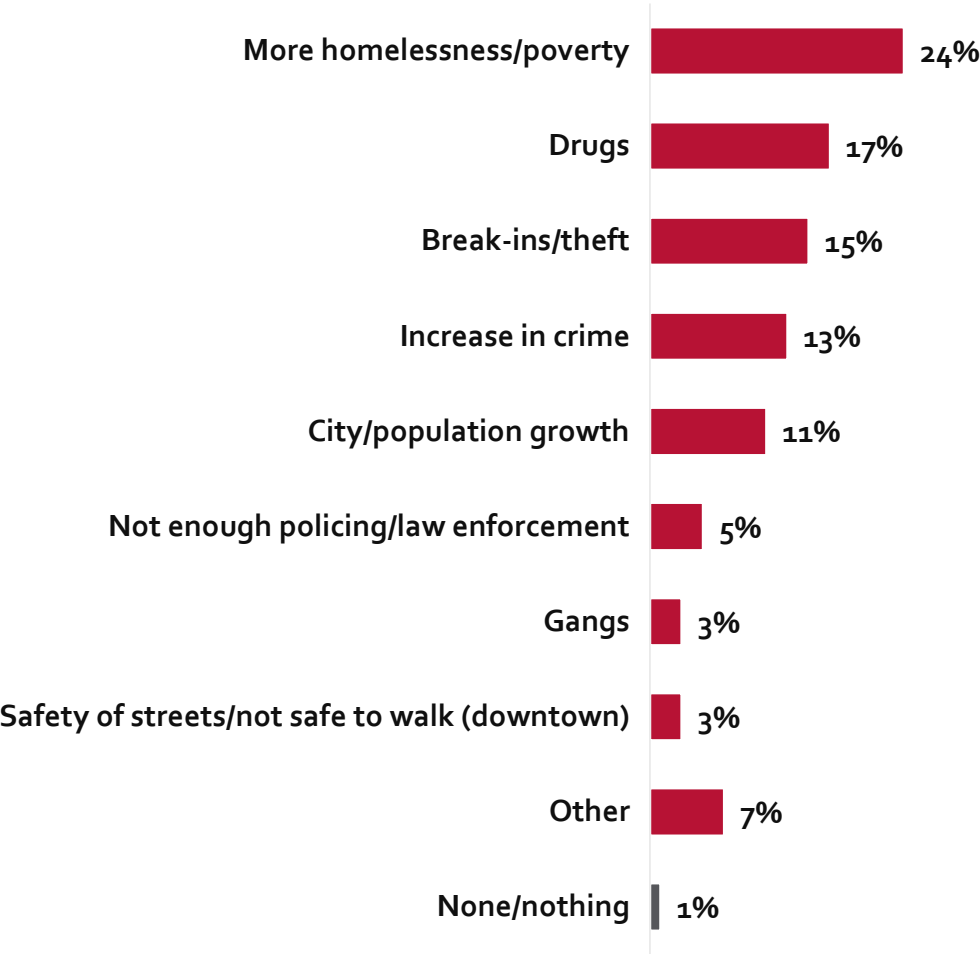
(Among those saying community safety has improved) (Coded Open-Ends)



2015 Top Mentions	
Decreased crime rate	25%
More policing/law enforcement	20%
News reports (fewer crime reports in the news)	15%
Public awareness/education	10%

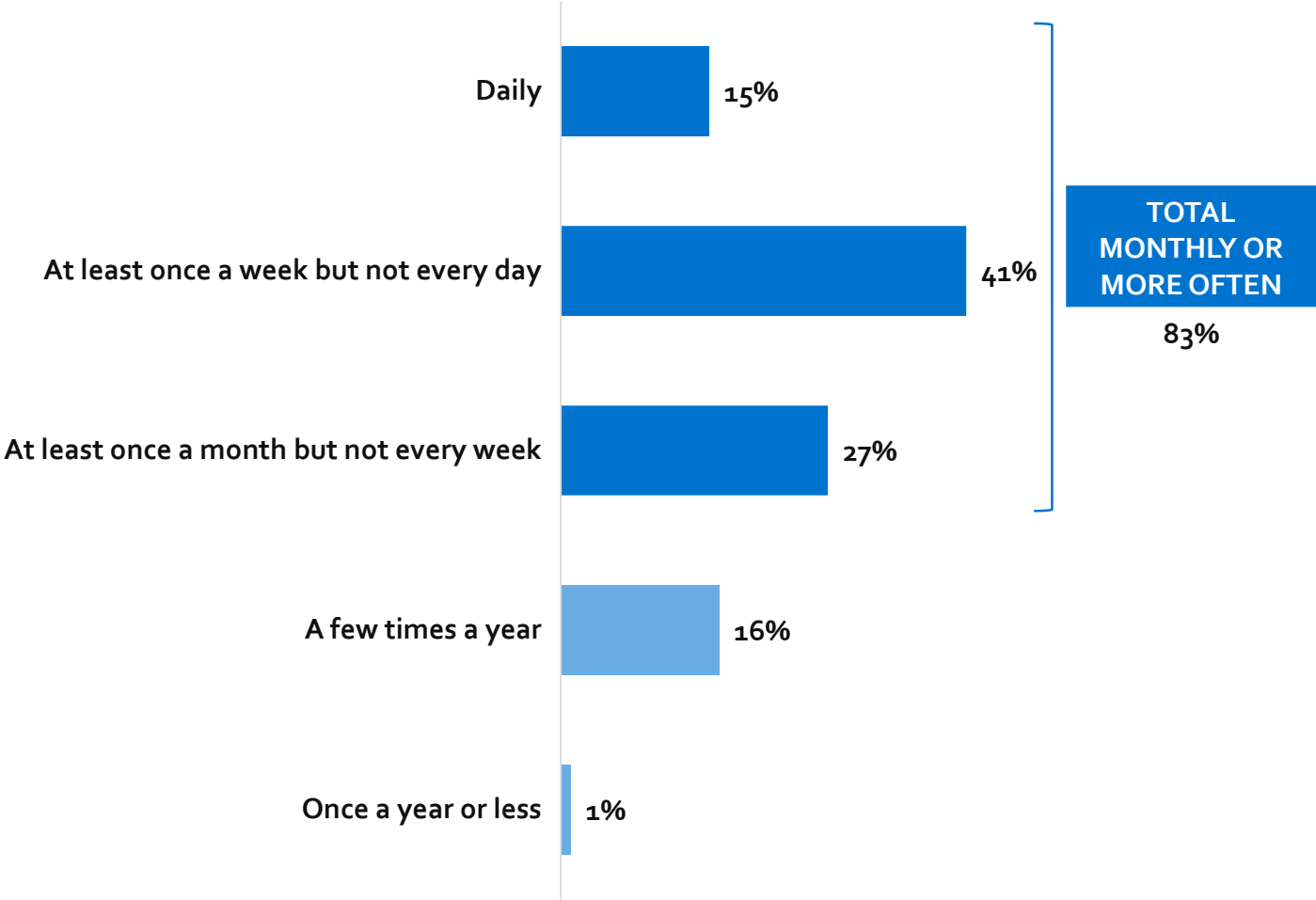
Reasons Community Safety has Worsened

(Among those saying community safety has worsened) (Coded Open-Ends)



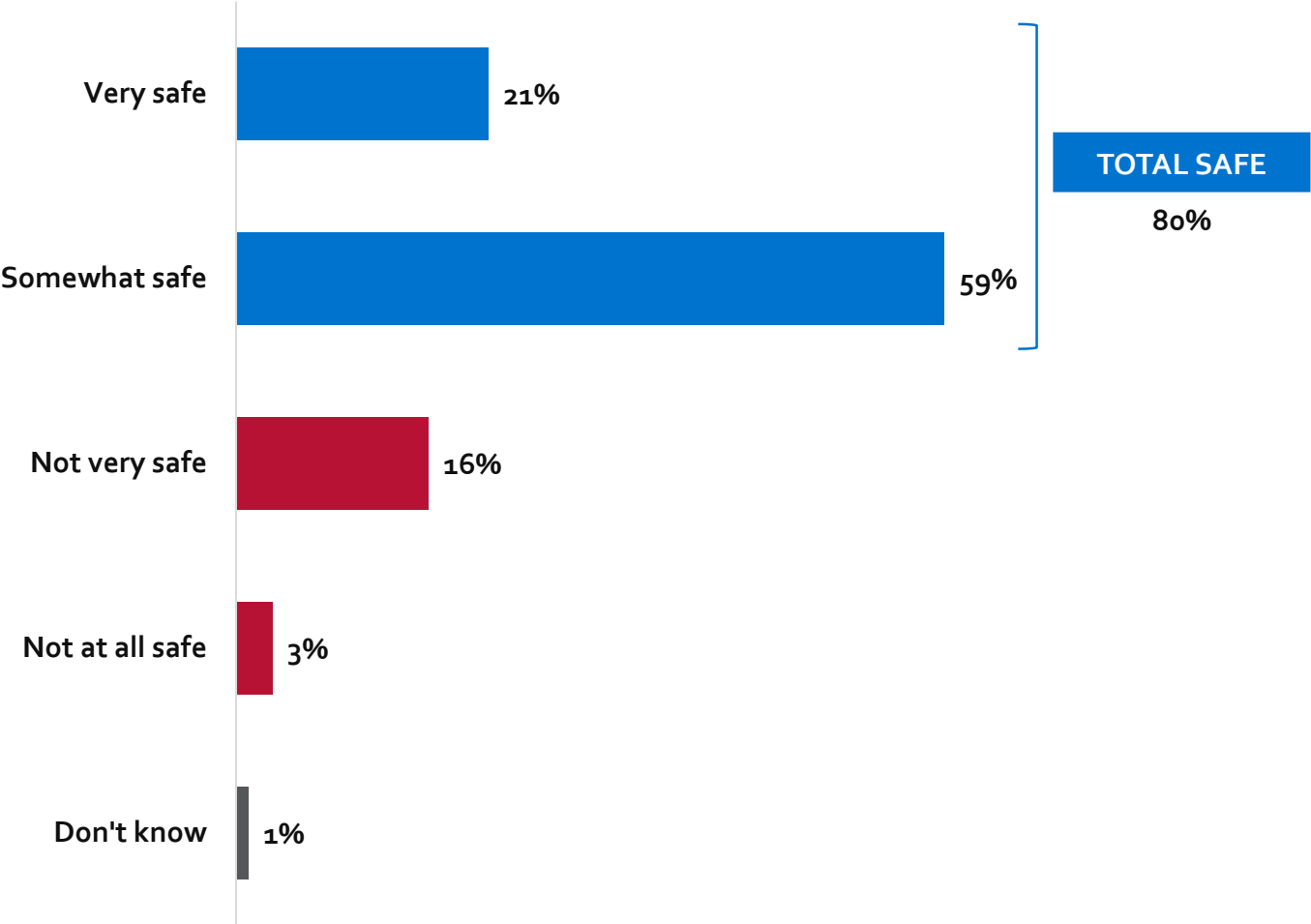
2015 Top Mentions	
Increase in crime	28%
More homelessness/poverty	19%
Break-ins/theft	18%
More drug dealings	16%
Not enough policing/law enforcement	15%
Safety of streets/not safe to walk (downtown)	12%
Street gangs	10%

Frequency of Visiting Downtown Kelowna



Q21. How often do you visit downtown Kelowna?
Base: All respondents (n=300)

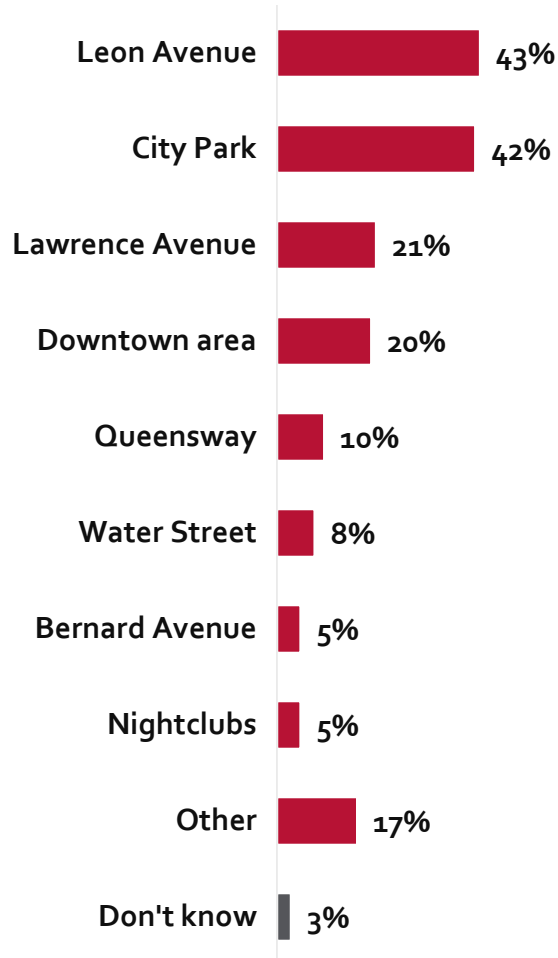
Downtown Kelowna Safety



Q22. Overall, would you describe downtown Kelowna as very safe, somewhat safe, not very safe, or not at all safe?
Base: All respondents (n=300)

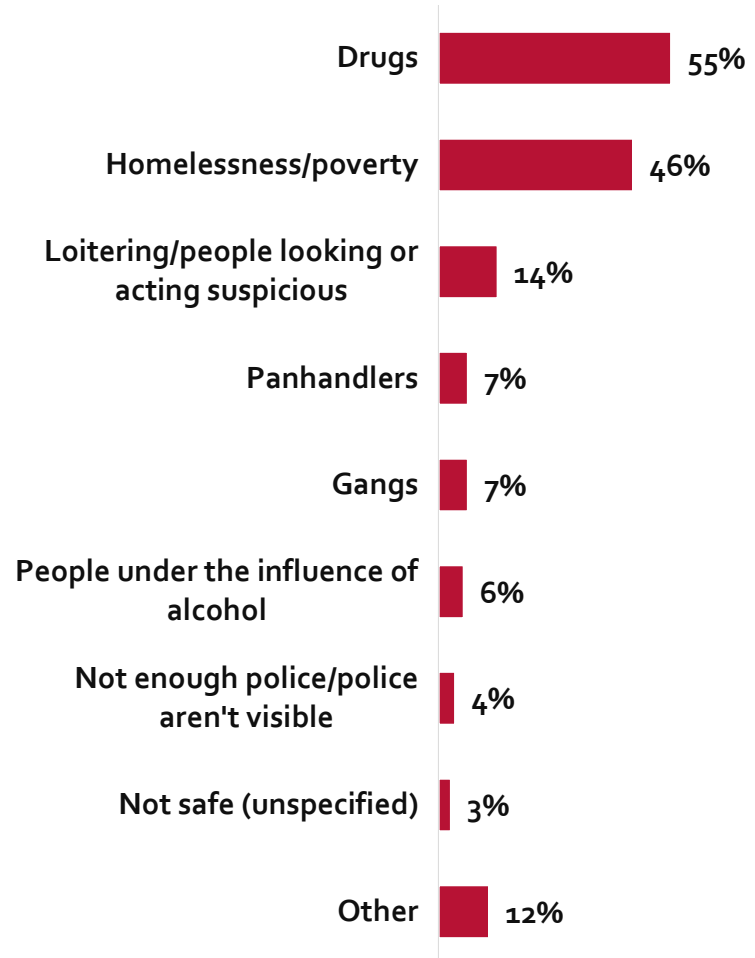
Unsafe Areas in Downtown Kelowna

(Among those saying downtown is unsafe) (Coded Open-Ends, Multiple Responses Allowed)



Q23. What specific areas of downtown Kelowna do you feel are unsafe? Any others?

Base: Those saying downtown is unsafe (n=52)
Small base size, interpret with caution.

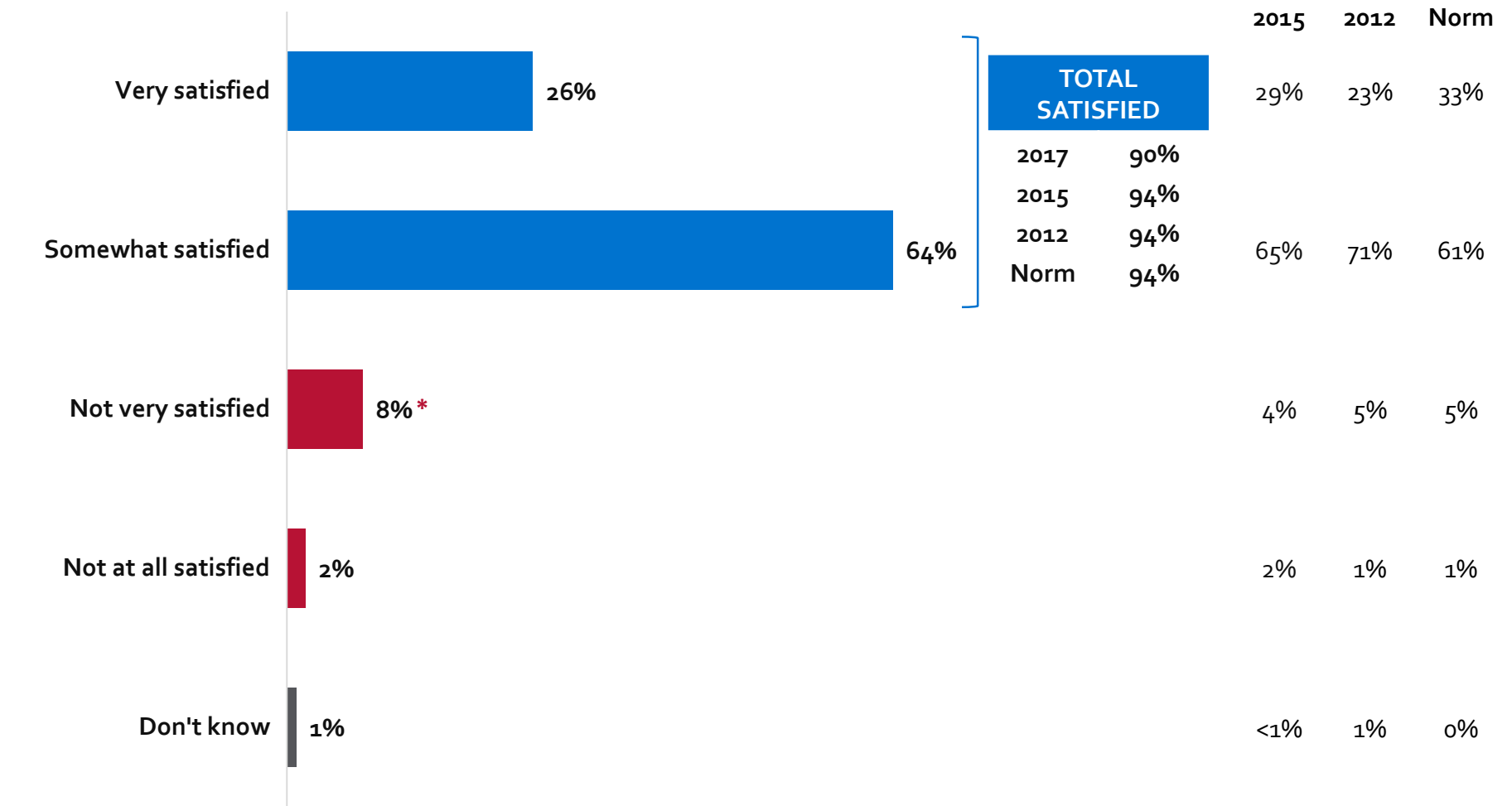


Q24. Why do you feel unsafe in these areas of downtown Kelowna?

Base: Those saying downtown is unsafe (n=52)
Small base size, interpret with caution.

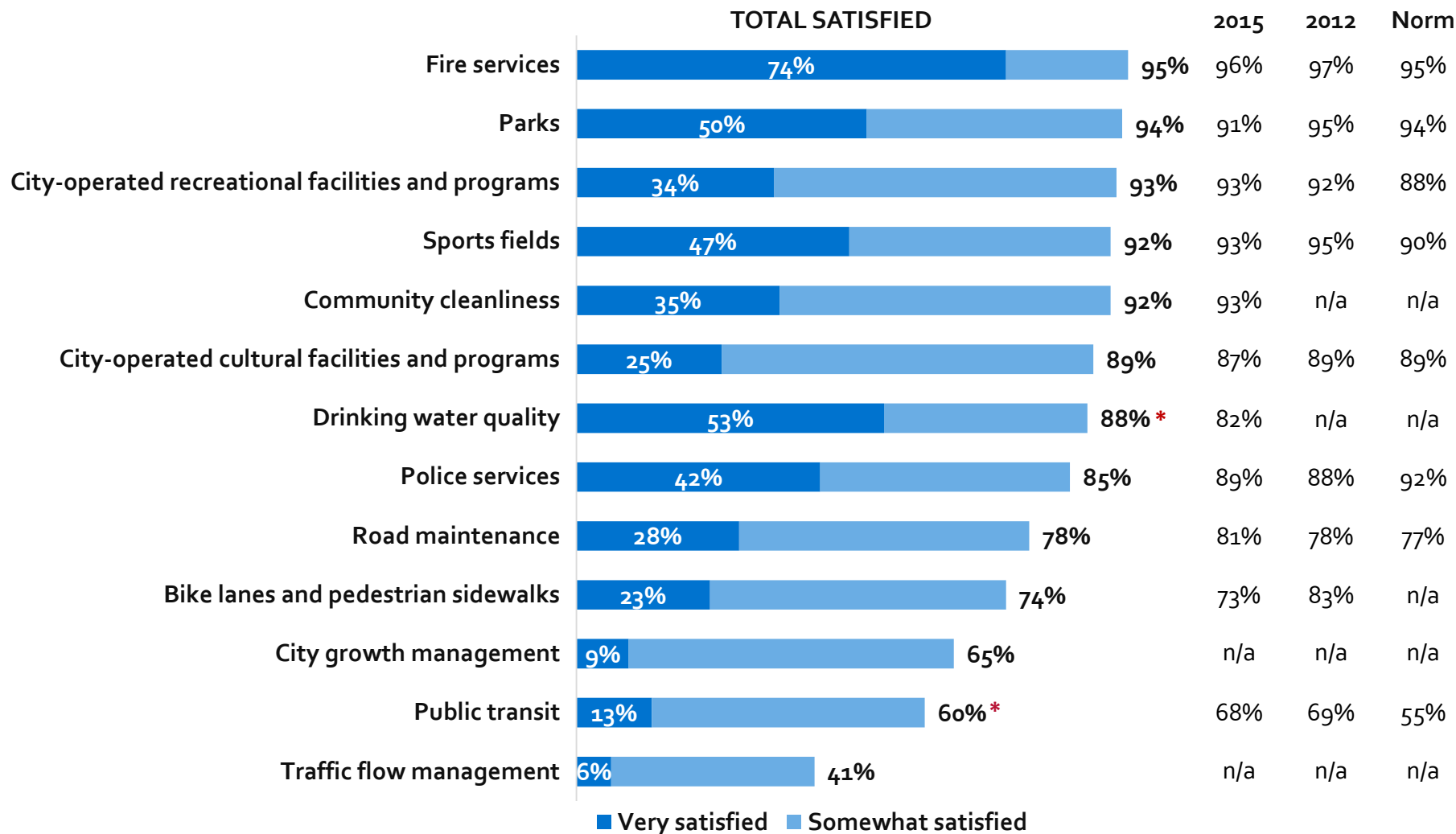
CITY SERVICES AND INFRASTRUCTURE

Satisfaction with Overall Level and Quality of Services



Q7A. How satisfied are you with the overall level and quality of services provided by the City of Kelowna?
 Base: All respondents (n=300) * = statistically significant change from 2015

Satisfaction with Specific Services

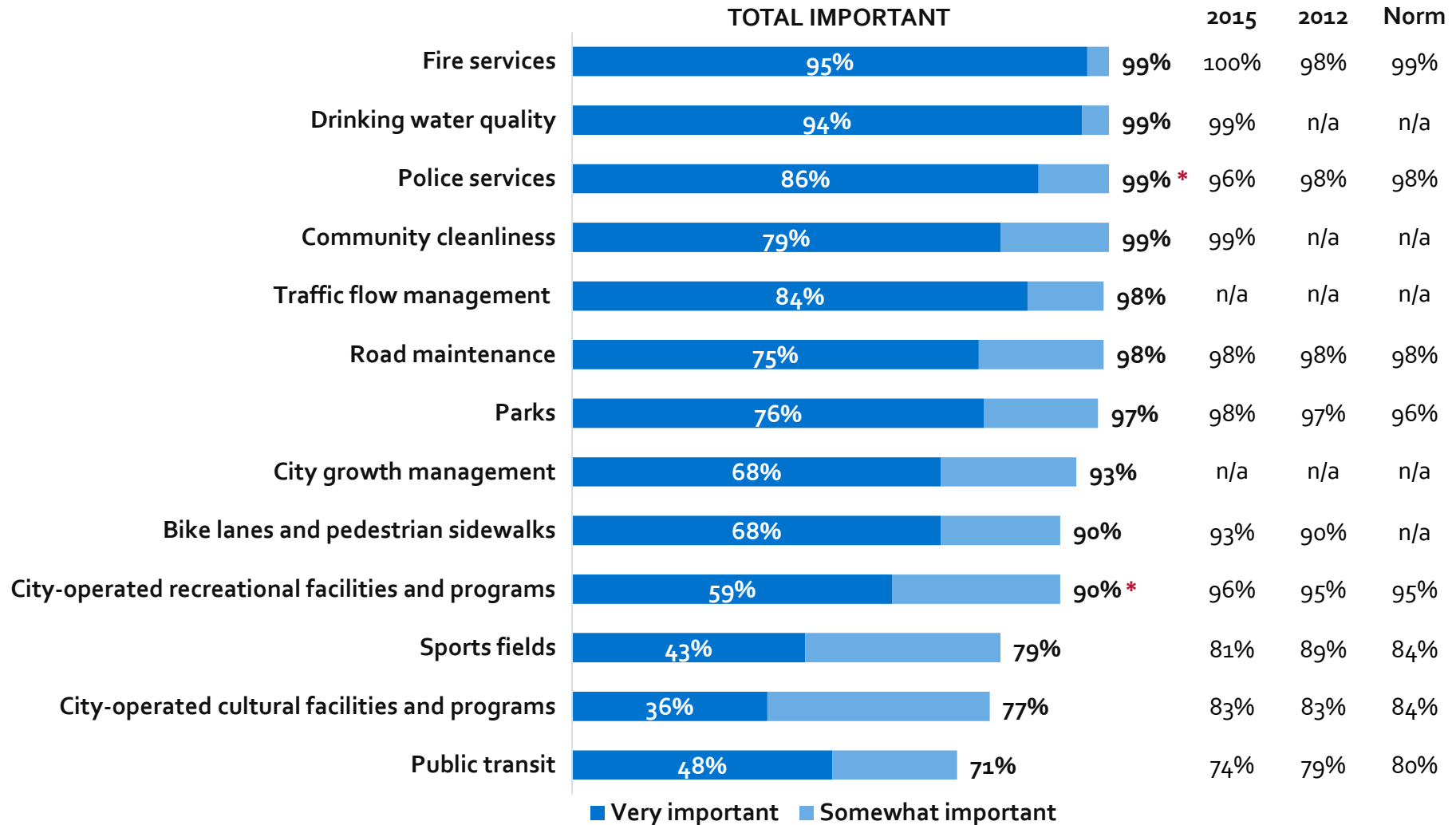


Q8. And now how satisfied are you with...? Would you say very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?

Base: All respondents (n=300)

* = statistically significant change from 2015

Importance of Specific Services



Q7. How important is...to you personally on a scale of very important, somewhat important, not very important, or not at all important?

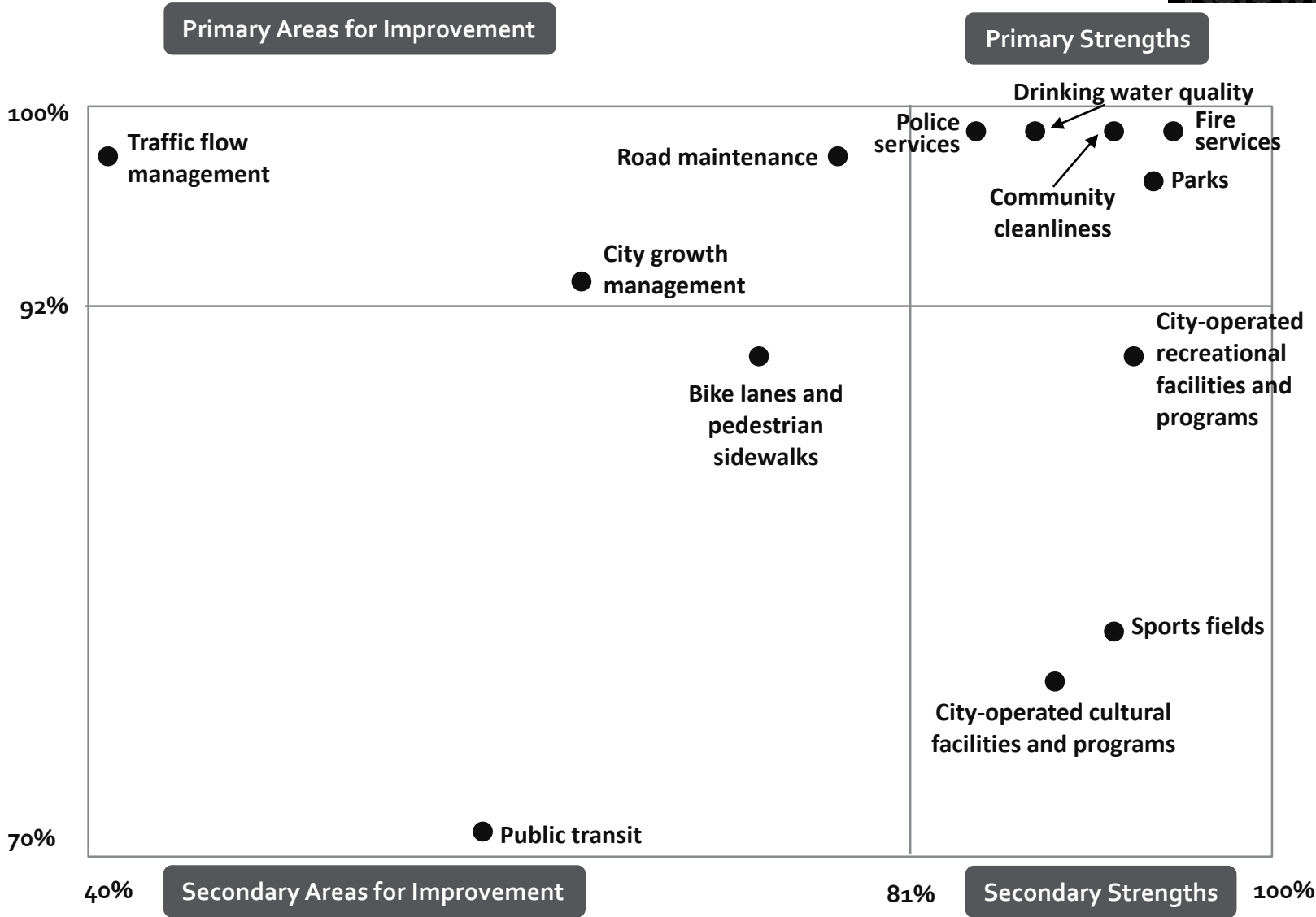
Base: All respondents (n=300)

* = statistically significant change from 2015

Action Grid



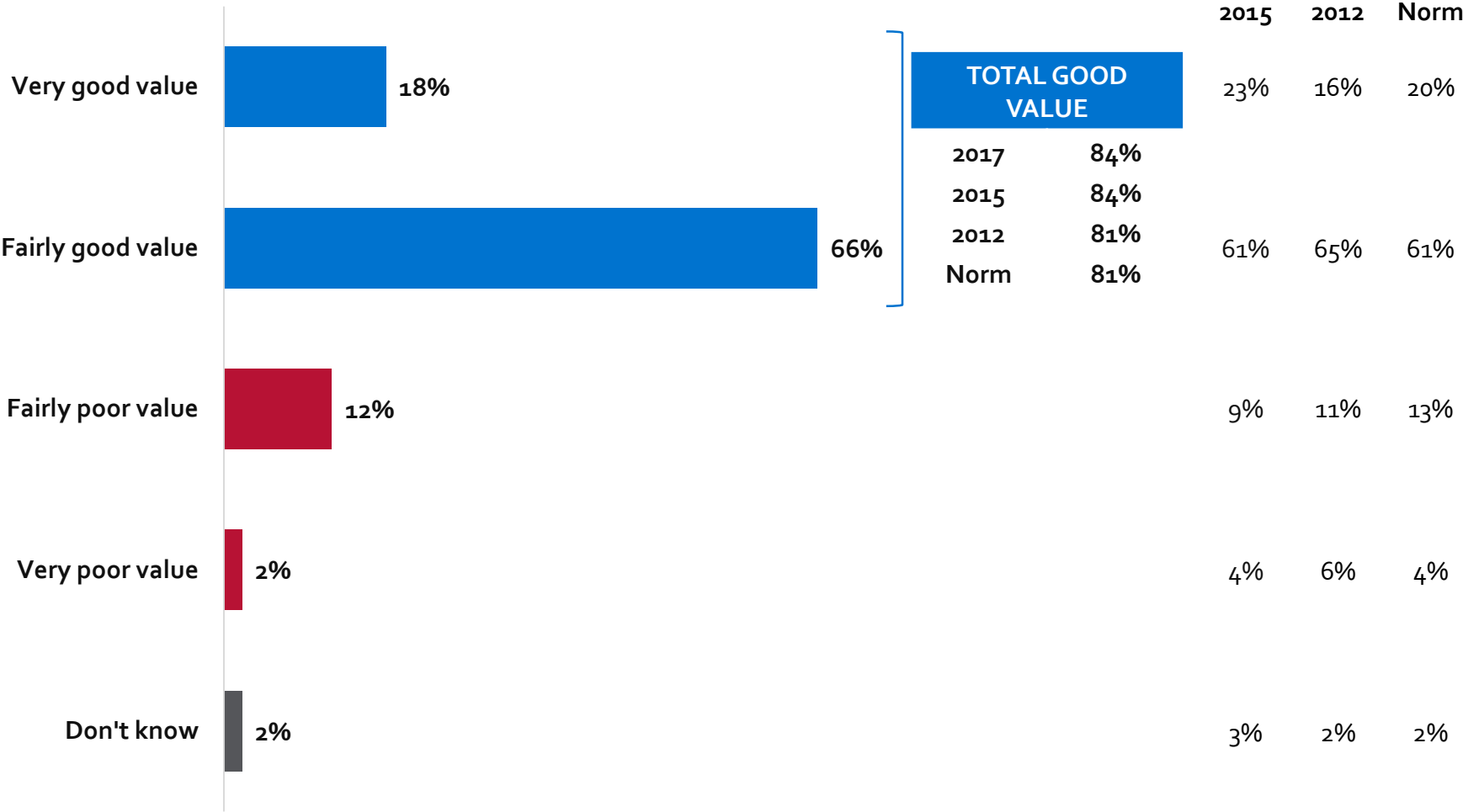
Importance



Satisfaction

FINANCIAL PLANNING

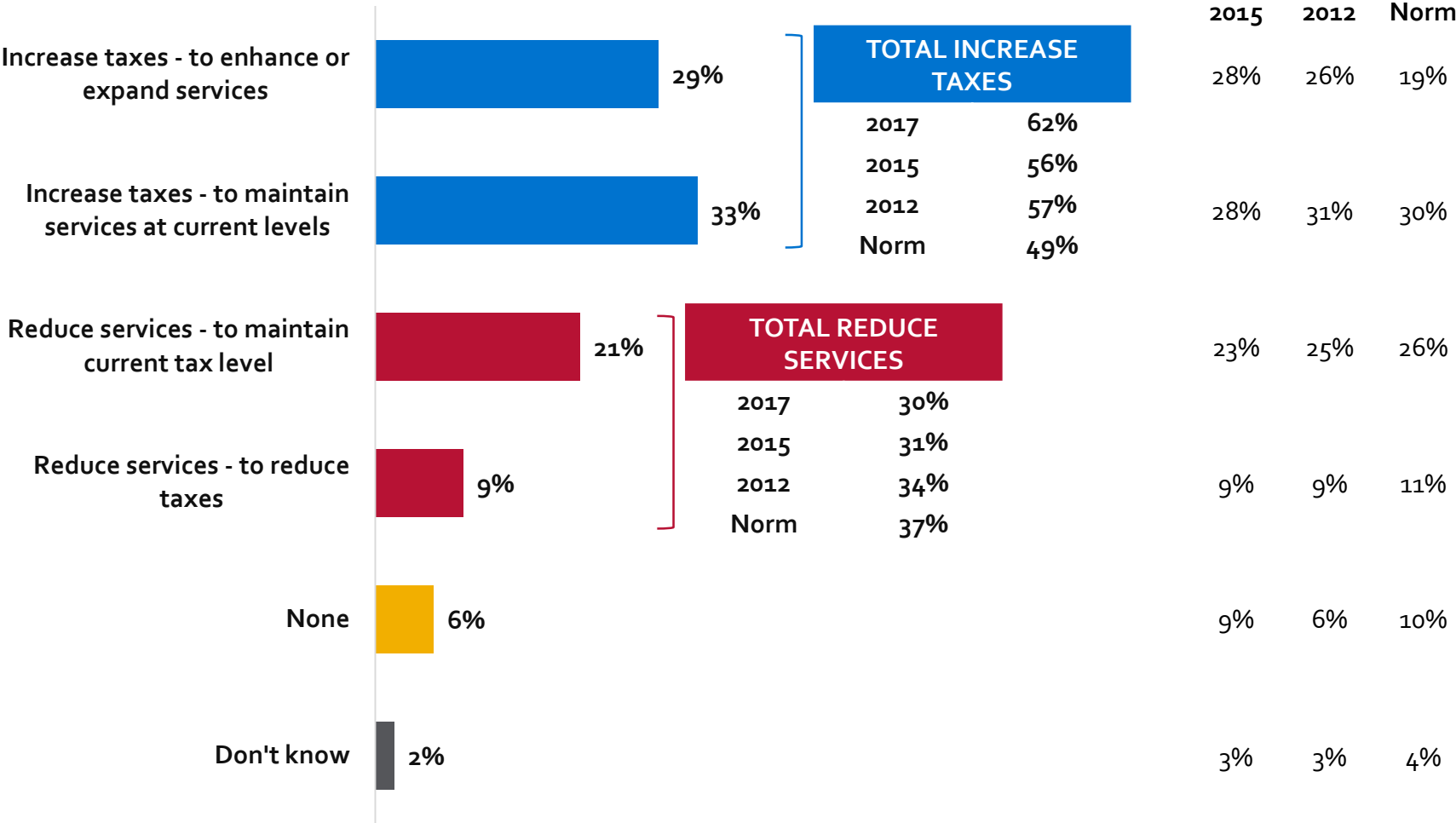
Value for Taxes



Q9. 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?

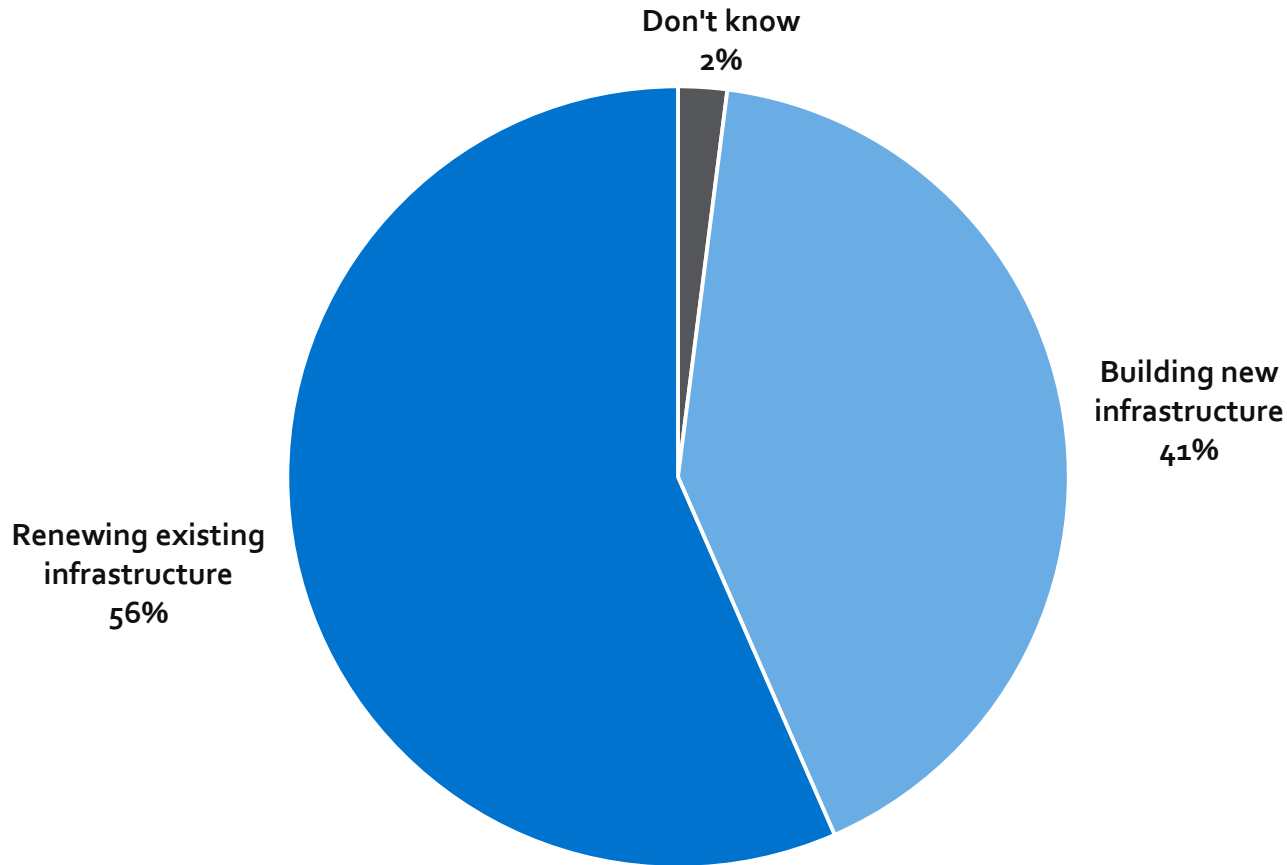
Base: All respondents (n=300)

Balancing Taxation and Service Delivery Levels



PRIORITY SETTING

Renewing versus Building Infrastructure

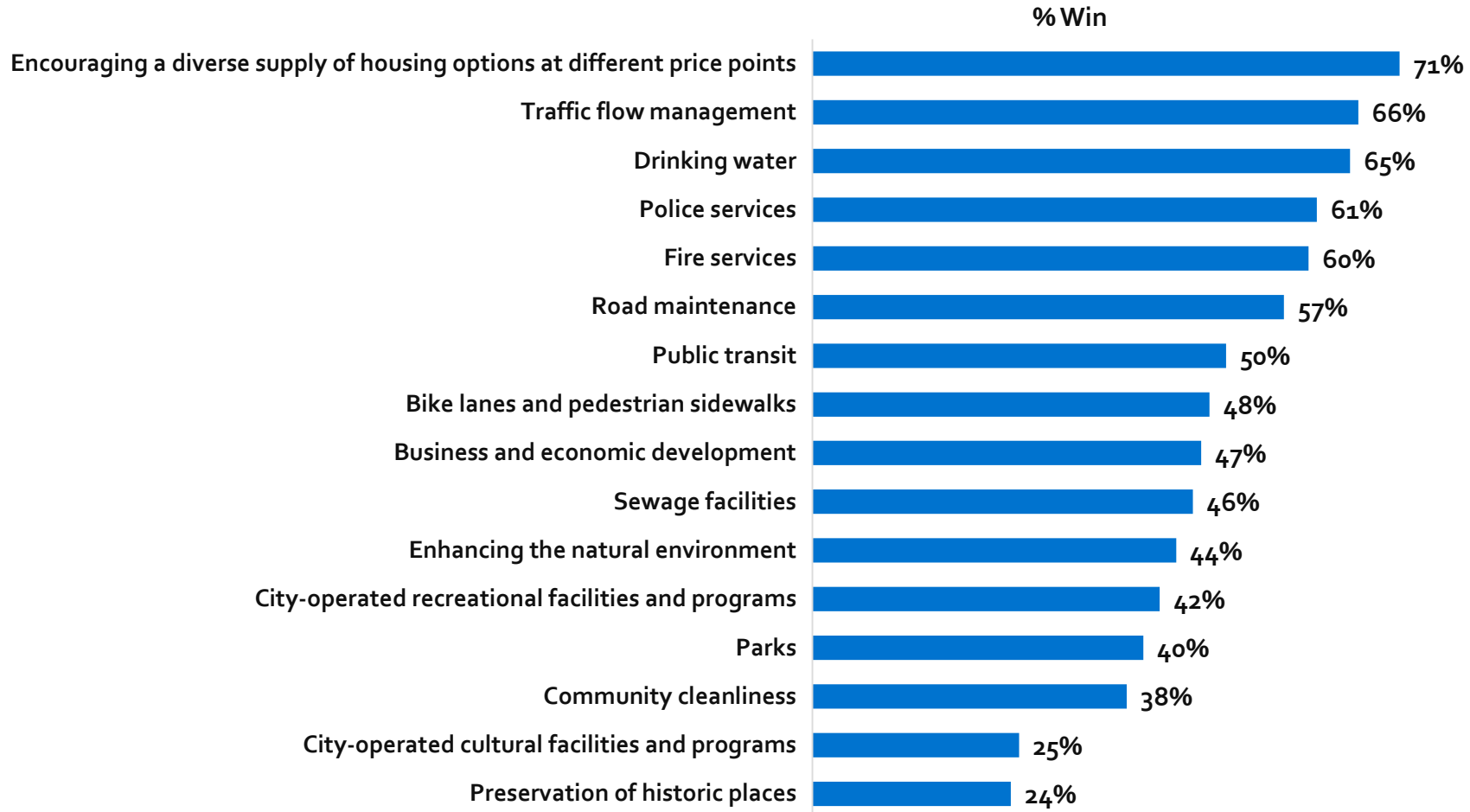


Q11. Each year, the City is challenged with allocating capital dollars. In your opinion, which of the following should be the greater priority for investment for the City in 2018?

Base: All respondents (n=300)

Priorities for Investment Over the Next Four Years

(Paired Choice Analysis)



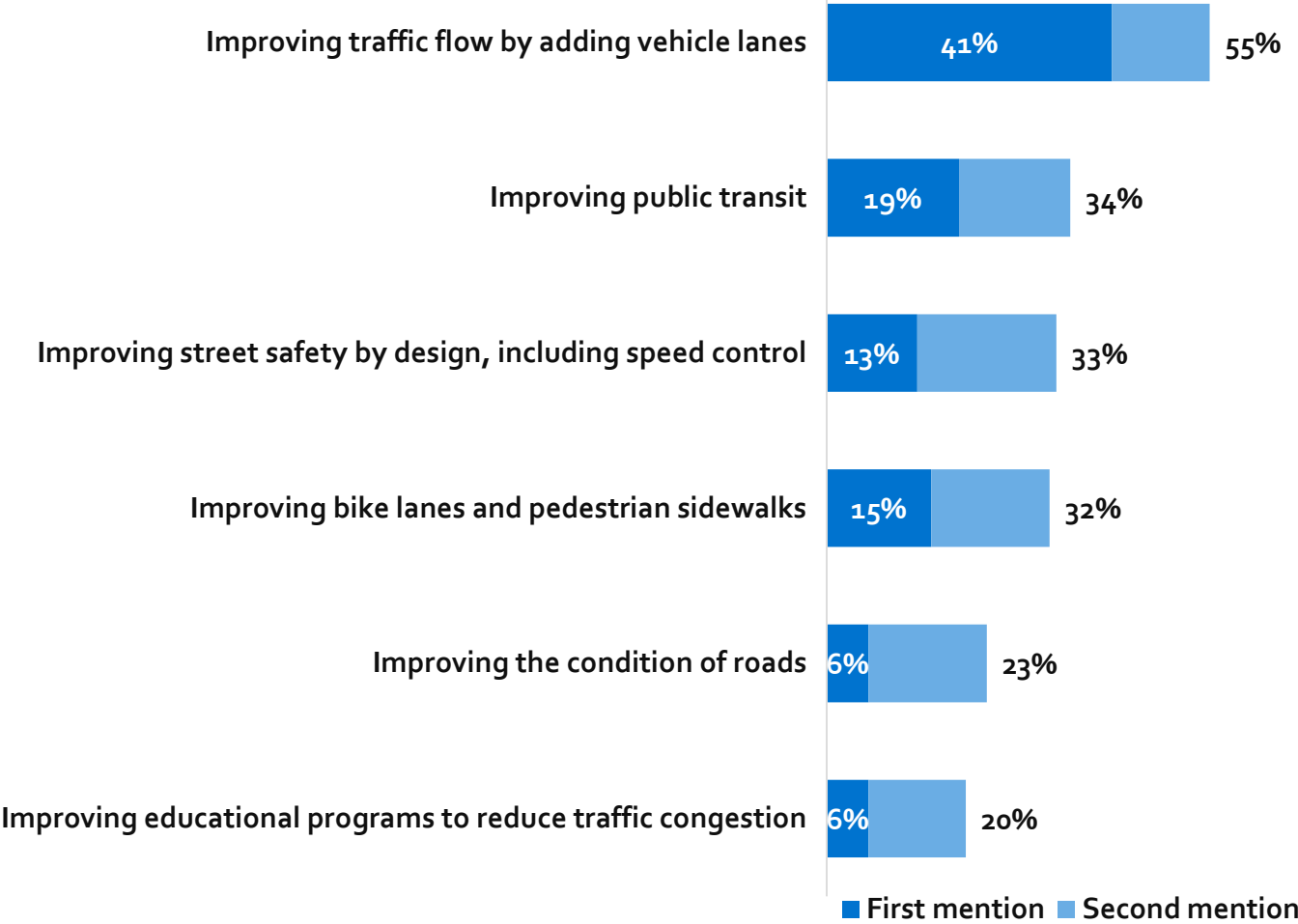
Q12. The City of Kelowna has many different options for things it can invest in over the next four years. I'm now going to read you different pairs of priorities. For each pair, please tell me which item you think should be the greater priority for investment over the next four years.

Base: All respondents (n=300)

Transportation Investment Priorities



TOTAL MENTIONS

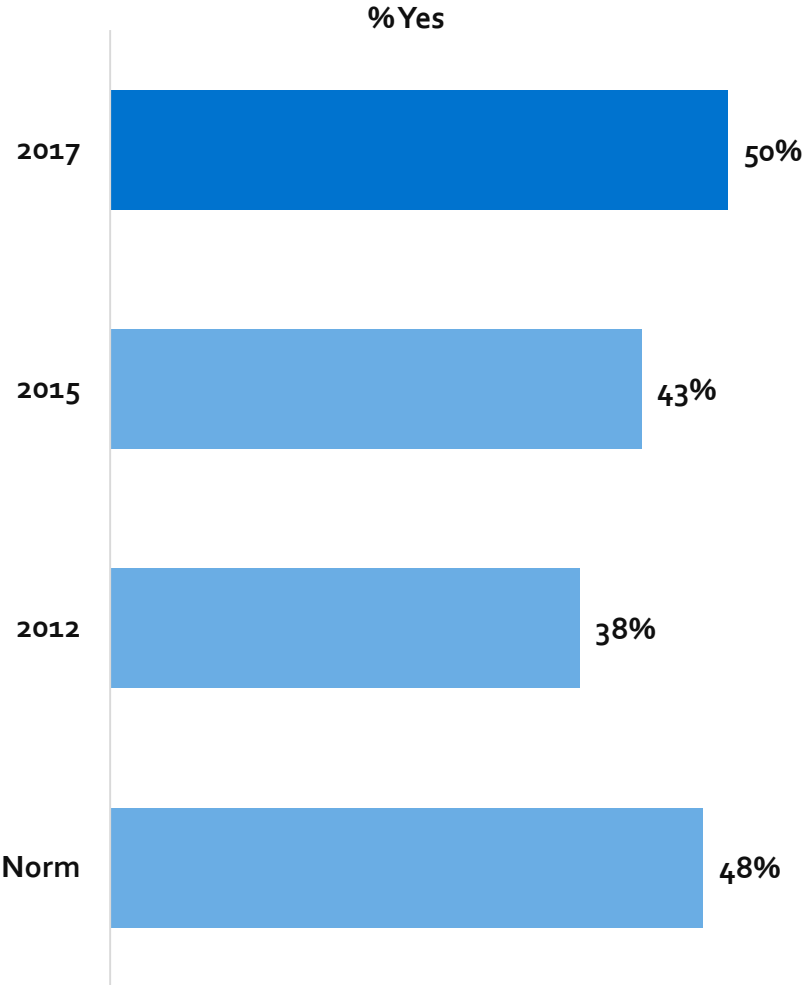


Q13. When it comes to investing in transportation other than highway 97 or highway 33, which one of the following six items do you think should be the greatest priority for the City? Which one should be the next greatest priority?

Base: All respondents (n=300)

CUSTOMER SERVICE

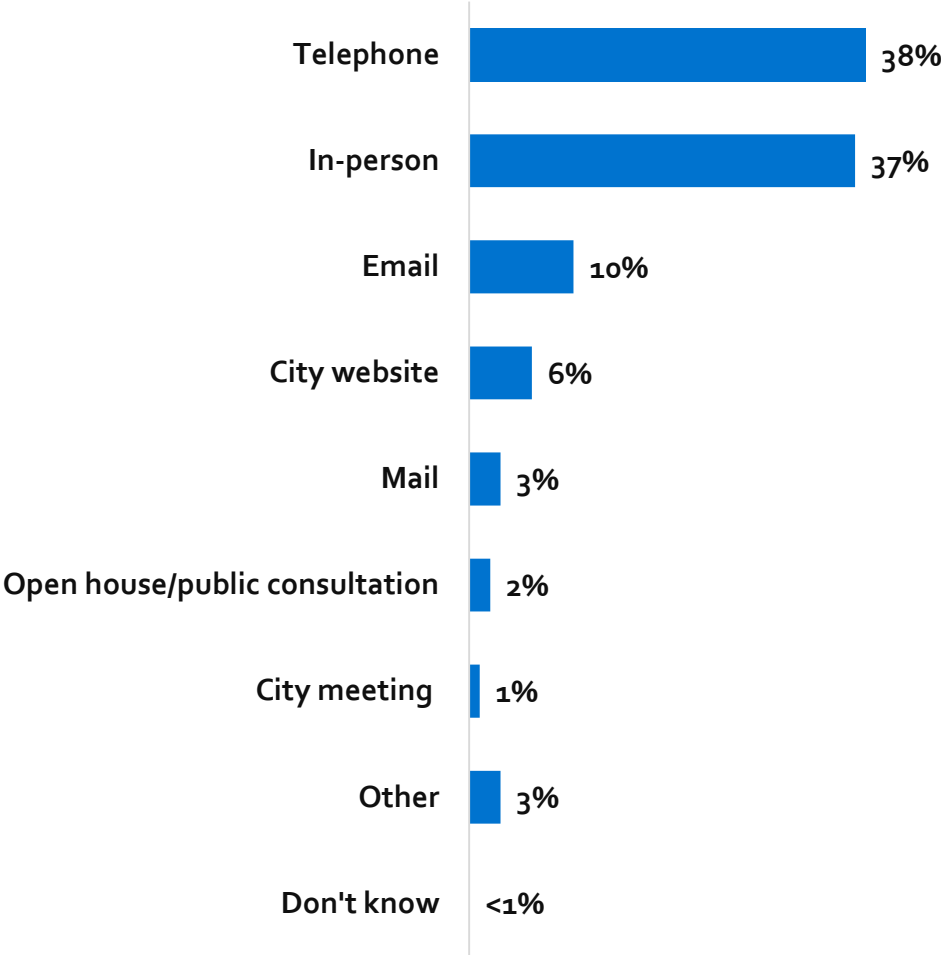
Contact with City (Last 12 Months)



Q14. 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)

Contact Method

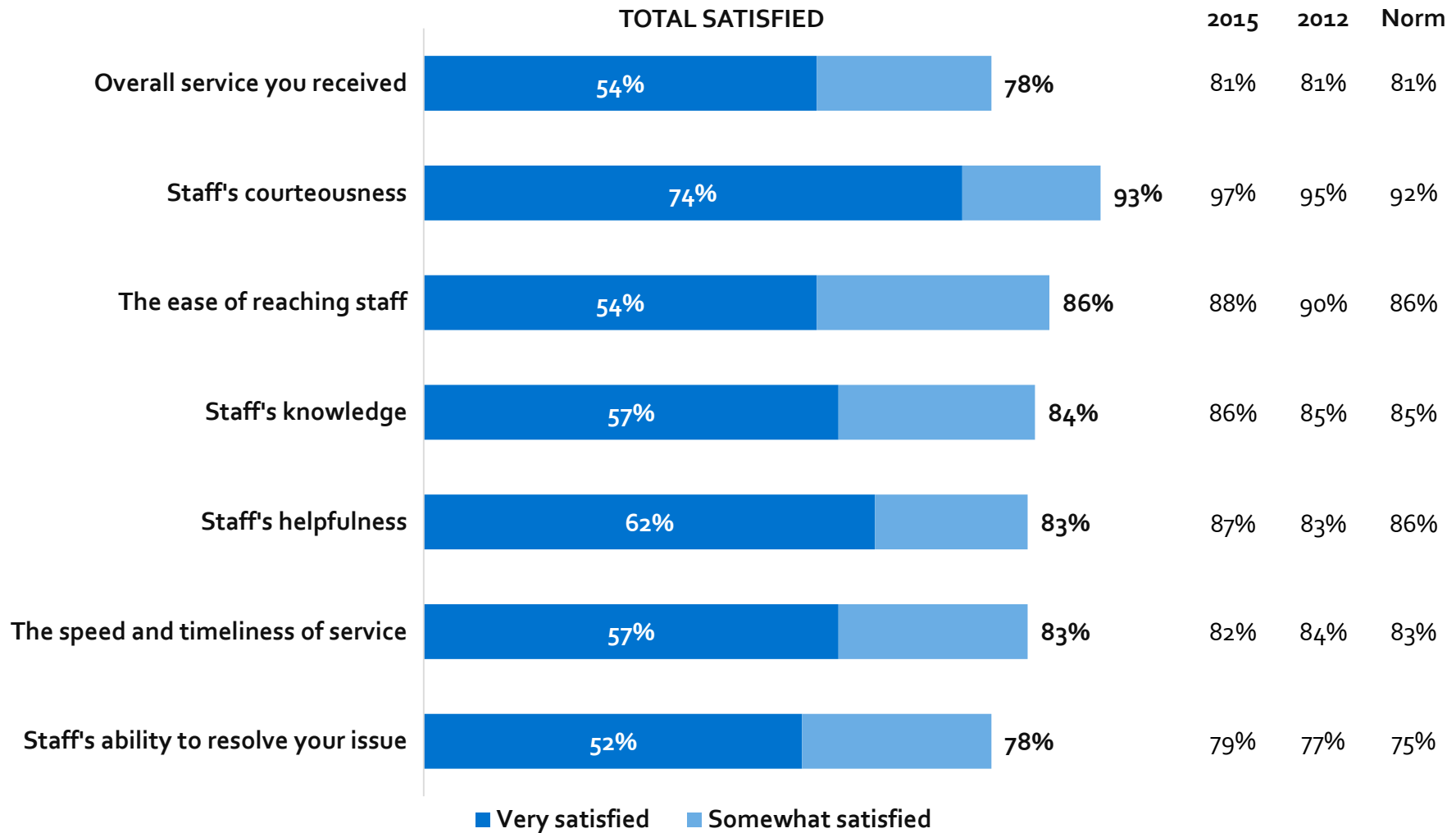
(Among those saying they contacted the City in the last 12 months) (Coded Open-Ends)



2015 Top Mentions	
Telephone	44%
In-person	37%
Email	7%

Satisfaction with Customer Service

(Among those saying they contacted the City in the last 12 months)



Q16. How satisfied are you with the...? Would you say very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?

Base: Those saying they contacted the City in the last 12 months (n=150)

QUESTIONS?