



Ipsos Reid



City of Kelowna

2015 Citizen Survey





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Introduction



Objectives

This report presents the results of the City of Kelowna's 2015 Citizen Survey.

The key research objectives included:

- Identify important local issues facing the community;
- Assess perceptions of quality of life;
- Measure the importance of and satisfaction with City services and infrastructure;
- Determine the perceived value for taxes and preferred funding options;
- Identify priorities for investment over the next four years;
- Measure satisfaction with the City's customer service; and,
- Assess perceptions of community safety.

The insight gained from this research will ultimately help guide the City of Kelowna make important decisions around planning, budgeting, and issues management.

Where comparable, this year's results have been tracked and reported against the City of Kelowna's 2012 Citizen Survey (also conducted by Ipsos Reid). Comparing the results of the two surveys allows the City 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.

Furthermore, where appropriate, this year's results have also been compared to Ipsos Reid's database of municipal norms for British Columbia. These normative comparisons provide additional insight, context, and benchmarks against which the City of Kelowna can evaluate its performance.



Methodology

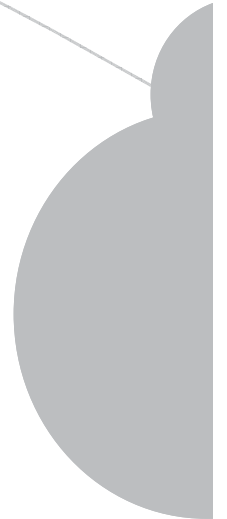
Ipsos Reid conducted a total of 301 telephone interviews with a randomly selected representative sample of Kelowna residents aged 18 years or older.

Sample for the survey included a mix of landline and cell phone numbers. The final sample was split 25% cell phones and 75% landlines. Residents were asked upfront whether or not they lived in the City of Kelowna to validate residency.

All interviews were conducted between February 10 and 19, 2015.

The final sample has been weighted to ensure the gender/age and regional distribution reflects that of the actual population in Kelowna according to the most recent Census data.

Overall results are accurate to within ± 5.7 percentage points, nineteen times out of twenty. The margin of error will be larger for sample subgroups.





Interpreting and Viewing the Results

Please note that some “Totals” in this report may seem off due to rounding error. For example, 35% and 24% might add to 60% (not 59%). With decimals, the component percentages might be 35.4% (rounds down to 35%) and 24.2% (rounds down to 24%), making the total 59.6%, which rounds up to 60%. All percentages shown are correct.

Analysis of some of the statistically significant results is included where applicable. While a number of significant differences may appear in the cross-tabulation output, not all differences warrant discussion.

For the purposes of this research study, neighbourhoods are defined by FSA (first three postal code digits) as follows:

- V1W – South West Kelowna (includes Lakeshore south of KLO, Guisachan, Benvoulin, Hall Road, Southeast Kelowna, North Okanagan Mission, South Okanagan Mission)
- V1Y – Central Kelowna (includes Downtown, North End, South Glenmore, Orchard Park, KGH, Okanagan College, Pandosy north of KLO)
- V1V – North Kelowna (includes Clifton, Glenmore Valley, Dilworth, McKinley, Quail Ridge, Sexsmith)
- V1X/V1P – East Central Kelowna/East Kelowna (includes Superstore, Hwy 97 North, Rutland, Toovey, Belgo, Black Mountain, Rutland Bench)

A map of these neighbourhoods can be found on the following page.

Executive Summary



Executive Summary

Overall Context

Overall, citizens demonstrate predominately positive views of the community and City. While there are opportunities for improvement, the overall positive tone suggests that the survey results should be viewed in a favourable context.

Quality of Life

A number of different factors contribute to citizens' ideal city, with "good recreational facilities/opportunities" mentioned the most often. Encouragingly, the survey also finds that 'recreational facilities and programs' are one of the City of Kelowna's Primary Strengths.

- Other words and phrases that citizens use to describe their ideal city include "convenient location/accessible to everything", "beautiful natural setting", "employment/job opportunities (including well paying jobs)", "good amenities and services", "low crime rate/safe", "right size (not too big/small)", and "good weather/climate".

Nearly all residents speak positively about the quality of life in Kelowna. The vast majority of citizens rate the overall quality of life in Kelowna as 'very good' or 'good'. Residents are also optimistic about the direction quality of life is taking, with more residents saying the quality of life has 'improved' than 'worsened' over the past three years. This year's results are an improvement over 2012, when residents were much more pessimistic about the direction of quality of life.

- No single reason stands out as why some residents feel quality of life has improved.
- Economic factors ("rising cost of living", "unemployment/lack of jobs") are driving perceptions of a worsening quality of life.

Issue Agenda

Transportation dominates the public issue agenda. When asked on an open-ended basis to identify what they see as the most important issue facing the community, nearly four-in-ten citizens mention issues related to transportation, including “traffic congestion”, “condition of roads/streets/highways”, general “transportation” mentions, “parking”, “bicycle paths/lanes”, and “public transportation”. Transportation was also the leading top-of-mind issue in 2012.

- While not mentioned nearly as often as transportation, other issues that citizens would like to see receive greater attention from local leaders include social issues, growth/development, the economy, and parks/recreation/culture.
- Analysis of year-over-year tracking data shows that there has been very little change in the public’s issue agenda over the past three years. The only issues where significant differences are seen this year as compared to 2012 are taxation/municipal government spending (down 6 percentage points) and education (down 4 percentage points).

Community Safety

Overall perceptions of community safety are favourable.

- Crime is not a leading top-of-mind issue. Specifically, when asked about important issues in need of attention from local leaders, fewer than one-in-ten citizens mention crime.
- Police services are one of the City’s Primary Strengths.
- Nearly all citizens describe Kelowna as a safe community.
- The majority say community safety has not changed over the past three years.



City Services and Infrastructure

Citizens are satisfied with the overall level and quality of City services. The vast majority of citizens are satisfied with the City's services. Satisfaction has not significantly changed from 2012.

The City of Kelowna has five Primary Strengths and four Primary Areas for Improvement.

- **Primary Strengths:** 'fire services', 'community cleanliness', 'parks', 'recreational facilities and programs', 'police services'.
- **Secondary Strengths:** 'cultural facilities and programs', 'sports fields'.
- **Primary Areas for Improvement:** 'drinking water quality*', 'road maintenance', 'traffic management including traffic calming and improving the flow of traffic', 'bike lanes and pedestrian sidewalks'.
 - The emphasis on transportation supports other survey results showing that this is an important local issue for citizens.
- **Secondary Areas for Improvement:** 'community planning', 'public transit'.

** While all respondents were asked about drinking water, the City of Kelowna's water utility only provides drinking water to 52% of citizens. The majority of the remaining drinking water supply is provided by four independent irrigation districts.*



Financial Planning

Most citizens say they receive good value for their municipal tax dollars. While overall perceptions of value for taxes (combined 'very/fairly good') are consistent with 2012, there has been a significant increase in the percentage rating value for taxes as 'very good'.

- This increase in perceived value for taxes is consistent with other survey results showing a drop in top-of-mind mentions around taxation/municipal government spending.

Citizens would rather pay increased taxes than see existing services reduced. This year's preference for tax increases over service reductions is consistent with 2012.

Citizens support the City pursuing alternative forms of revenue generation. Eight-in-ten citizens say they would support 'corporate sponsorship for municipal programs and facilities', while seven-in-ten say they would support 'using City assets like land and infrastructure for entrepreneurial activities'.

Residents prefer spreading payments over the lifespan of a project rather than saving until it can be paid in full upfront. When asked how the City should approach paying for infrastructure projects that last for a long period of time and over multiple generations of residents, more than six-in-ten say 'spread paying for the project over the lifespan of the project' compared to one-third saying 'save up for the project until it can be paid in full before the start of the project'.

Infrastructure maintenance beats new investments by a slim majority. While residents think the City should invest in both infrastructure maintenance and new investments, they allocate slightly more capital dollars to 'renewing or replacing existing infrastructure' than to 'investing in new infrastructure'.

Priority Setting

Paired Choice Analysis was conducted in order to determine the priority that citizens place on a given set of items. To this end, respondents were 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 four years. The analytic output then shows how often each item is chosen when compared against the others. Highlights of this analysis have been included below.

- **Overall, citizens place the greatest emphasis on ‘drinking water’ and ‘encouraging a diverse supply of housing options at different price points’.**
 - The emphasis placed on drinking water is supported by other survey results showing this to be a Primary Area for Improvement.
 - Housing affordability, and the rising cost of living generally, also surface when asked about important local issues and/or the reasons why quality of life has worsened.
- Second-tier priorities include ‘roads’, ‘sewage treatment facilities’, ‘police services’, ‘business and economic development’, and ‘fire services’. Slightly less emphasis is placed on ‘public transit’, ‘enhancing the natural environment’, ‘parks’, ‘recreational facilities and programs’, ‘community cleanliness’, and ‘sidewalks’. The items that are least often chosen as a priority for investment are ‘bike lanes’, ‘preservation of historic places’, and ‘cultural facilities and programs’.

Transportation-specific investment priorities predominately focus on ‘improving traffic flow’ and ‘improving the condition of roads and streets’. In comparison, residents place less emphasis on ‘improving pedestrian and cycling infrastructure’, ‘improving street safety including speed control’, and ‘improving public transit’.

- The emphasis placed on traffic flow and road conditions is supported by other survey results showing that these are both Primary Areas for Improvement as well as important local issues in need of attention from local leaders.



Customer Service

Just over four-in-ten citizens contacted the City in the last 12 months, with the majority of contacts occurring via the telephone or in-person. Contact with the City has not significantly changed since 2012. However, there has been a shift in how citizens are contacting the City – while the majority of contacts occurred via the telephone or in-person in both 2015 and 2012, the percentage of telephone contacts increased while the percentage of in-person contacts dropped during this timeframe.

Citizens are satisfied with the City's customer service. Eight-in-ten of those who contacted or dealt with the City in the last 12 months are satisfied with the 'overall service you received'. This year's results are not significantly different from 2012.

- Looking at specific service elements shows that citizens are most satisfied with 'staff's courteousness'.
- A large majority are also satisfied with 'the ease of reaching staff', 'staff's helpfulness', 'staff's knowledge', 'the speed and timeliness of service', and 'staff's ability to resolve your issue'.



Detailed Findings – Quality of Life



A number of different factors contribute to citizens' ideal city, with “good recreational facilities/opportunities” mentioned the most often

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When asked for the qualities or characteristics that make a city a good place to live (other than family and weather), two-in-ten (20%) citizens mention “good recreational facilities/opportunities”.

- Other words and phrases that citizens use to describe their ideal city include “convenient location/accessible to everything” (15%), “beautiful natural setting” (13%), “employment/job opportunities (including well paying jobs)” (12%), “good amenities and services” (12%), “low crime rate/safe” (11%), “right size (not too big/small)” (11%), and “good weather/climate” (10%).

In 2012, the top mentions were “low crime rate/safe” (16%) and “good recreational facilities/opportunities” (16%). Normative comparisons are unavailable for this question.

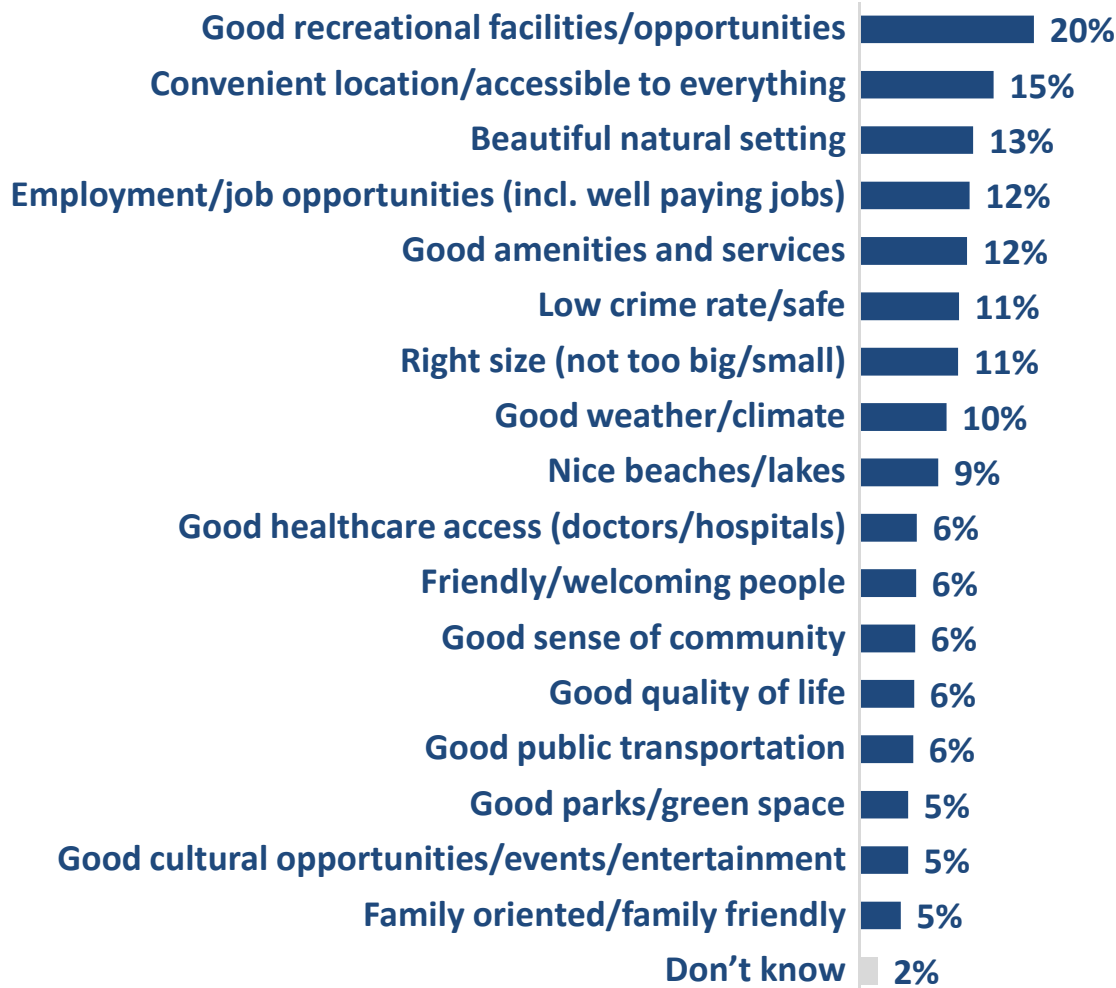
Analysis by Demographic Subgroup

Analysis by demographic subgroup finds the following significant differences:

- **Good recreational facilities/opportunities** are mentioned more often by those with household incomes of at least \$50k (27% of \$100k+, 22% of \$50k-<\$100k vs. 9% of <\$50k).
- **Beautiful natural setting** is mentioned more often by those who have lived in Kelowna for more than 15 years (17% vs. 9% of 15 years or less).
- **Employment/job opportunities** are mentioned more often by those under the age of 55 years (16% of 18-34 years, 17% of 35-54 years vs. 6% of 55+ years) and those in North Kelowna (22% vs. 7% in Central Kelowna, 10% in South West Kelowna, 14% in East Central/East Kelowna).
- **Low crime rate/safe** is mentioned more often by those with household incomes of either \$100k+ or <\$50k (17%, 15% vs. 5% of \$50k-<\$100k).



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



2012 Top Mentions	
Low crime rate/safe	16%
Good recreational facilities/opportunities	16%
Good parks/green space	13%
Employment/job opportunities	12%
Convenient location/accessible to everything	11%

Includes mentions of 5% or more.

Base: All respondents (n=301)

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?



Nearly all residents speak positively about the quality of life in Kelowna

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Overall Quality of Life

In total, 95% of citizens rate the overall quality of life in Kelowna as either 'very good' (40%) or 'good' (56%).

This year's results are not significantly different from 2012 and are on par with other British Columbian municipalities.

Change in Quality of Life Past Three Years

Residents are also optimistic about the direction quality of life is taking. When asked how the quality of life in Kelowna has changed over the past three years, half (49%) say it has 'stayed the same', while 30% say 'improved' and 18% say 'worsened'. This yields a net momentum score of +12 points.

This year's results are an improvement over 2012 when more residents said the quality of life had 'worsened' rather than 'improved' (net score of -5 points in 2012 vs. +12 points in 2015) and are also better than what is typically seen in other British Columbian municipalities (net score of +5 points norm vs. +12 points in Kelowna).

Analysis by Demographic Subgroup

Perceptions of a 'very good/good' quality of life are higher among men (99% vs. 93% of women) and those with household incomes of at least \$50k (99% of \$100k+, 97% of \$50k- <\$100k vs. 89% of <\$50k).

Perceptions of an 'improved' quality of life are consistent across all key demographic subgroups. Residents who are more likely to say the quality of life has 'worsened' are 55+ years (26% vs. 14% of 35-54 years, 10% of 18-34 years) and in South West Kelowna (24% vs. 10% in North Kelowna, 16% in East Central/East Kelowna, 18% in Central Kelowna).



No single reason stands out as why quality of life has improved, while economic factors are driving perceptions of a worsening quality of life

Reasons why Quality of Life has Improved

Those who feel the quality of life in Kelowna has improved over the past three years attribute this to a variety of factors, including “nice place to live” (13%), “downtown revitalization/improvement” (12%), “growing steadily” (11%), “more recreational facilities and services” (10%), and “well planned/developed” (10%).

In 2012, residents also provided a number of different reasons why the quality of life had improved, with “new/improved parks and green space” topping the list (16%). Normative comparisons are unavailable for this question.

Reasons why Quality of Life has Worsened

Among those who feel the quality of life in Kelowna has worsened over the past three years, 21% point to the “rising cost of living” and 17% mention “unemployment/lack of jobs”. Other factors include “traffic congestion” (13%), “too crowded/busy” (12%), “negative mentions of staff and Council” (10%), “safety concerns” (10%), and “too much growth/development” (10%).

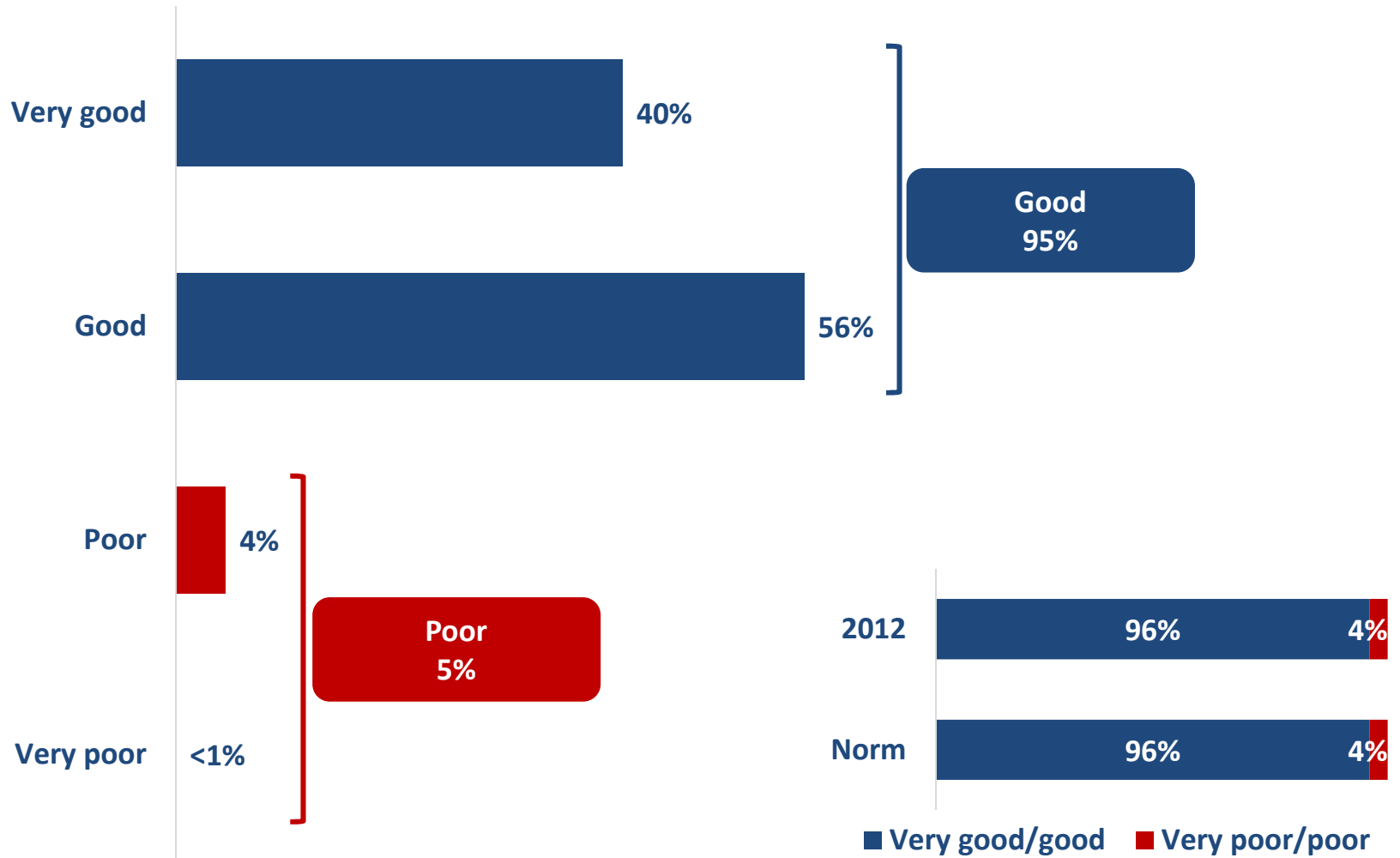
In 2012, the top two mentions were also related to the economy, with 20% mentioning “unemployment/lack of jobs” and 20% mentioning “economy”. Normative comparisons are unavailable for this question.

Analysis by Demographic Subgroup

Due to small sample sizes, analysis by demographic subgroup for these questions is not recommended.



Overall Quality of Life

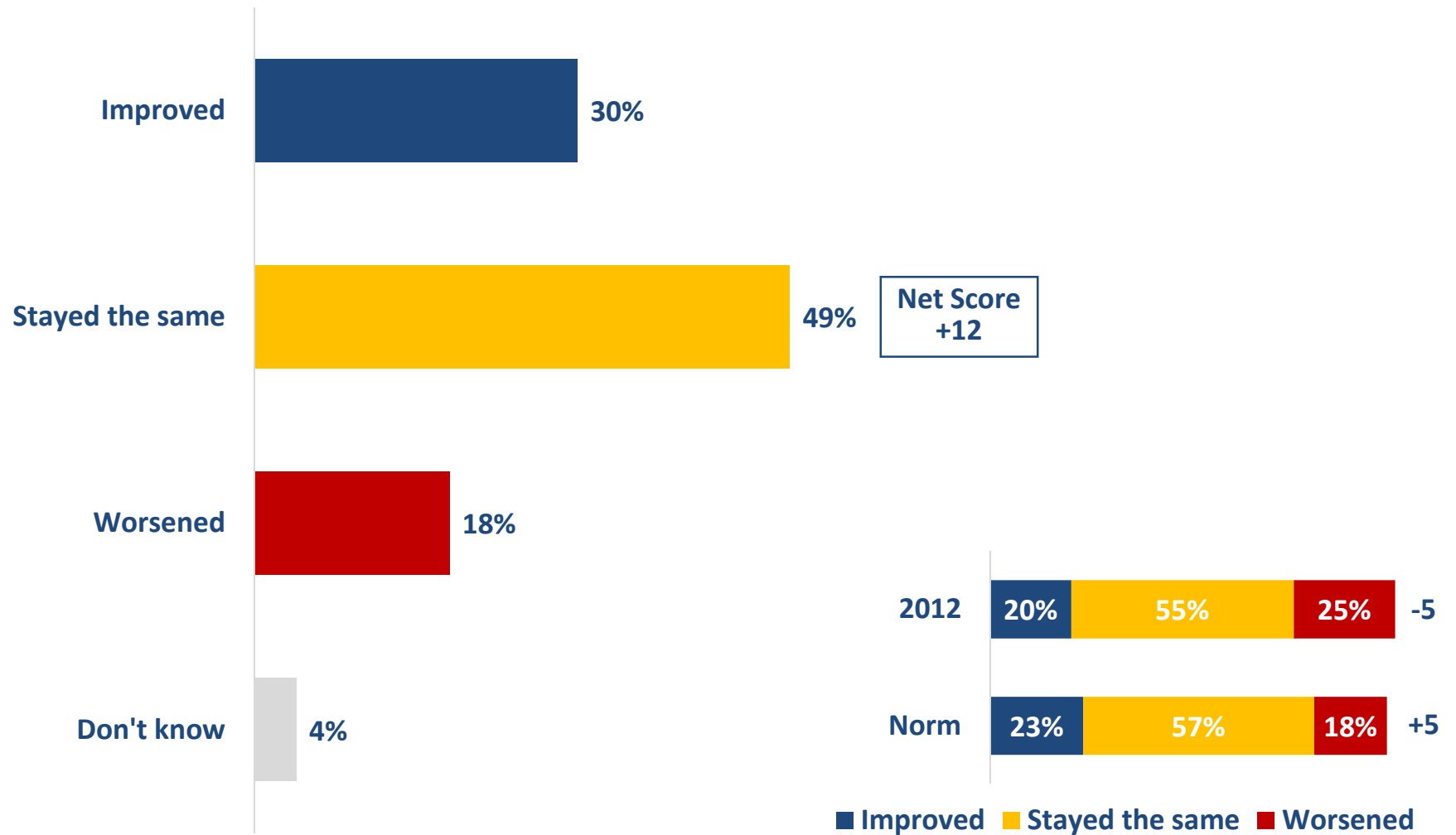


Base: All respondents (n=301)

Q3. How would you rate the overall quality of life in the City of Kelowna today?



Change in Quality of Life Past Three Years



Base: All respondents (n=301)

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?



Reasons Quality of Life has Improved



Includes mentions of 5% or more.

**Small base size.*

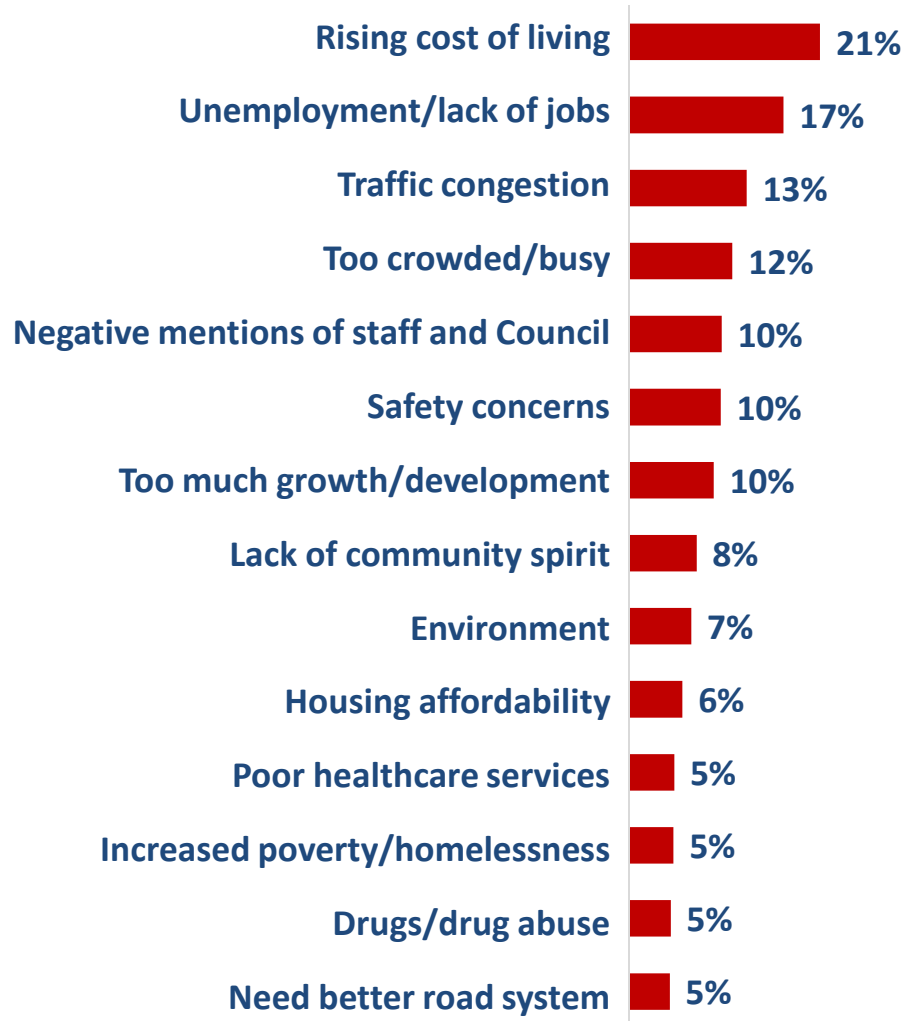
Base: Quality of life has improved (n=89)*

Q5. Why do you think the quality of life has improved?

2012 Top Mentions	
New/improved parks and green space	16%
Well managed municipality	13%
New/improved roads	12%
Well planned/developed	12%
New/improved amenities and services	9%



Reasons why Quality of Life has Worsened



2012 Top Mentions	
Unemployment/lack of jobs	20%
Economy	20%
Safety concerns	19%
Rising cost of living	14%
Too much growth/development	10%

Includes mentions of 5% or more.

*Small base size.

Base: Quality of life has worsened (n=55)*

Q6. Why do you think the quality of life has worsened?

Detailed Findings – Issue Agenda

Transportation dominates the public issue agenda

At the beginning of the survey, residents were asked what they see as the most important issues facing the community. When analyzing these results, it is important to recognize that these responses reflect the issues that citizens are aware of and concerned about on a top-of-mind basis without any prompting of the specific services the City provides. Individual comments have been coded into specific categories and grouped together in broad themes called “Nets”.

Nearly four-in-ten (38%) citizens identify **transportation** as the most important issue facing Kelowna, which is more than double what is mentioned for any other issue.

- “Traffic congestion” is the most cited transportation-related issue (13%).
- Other notable transportation-related issues include “condition of roads/streets/highways” (9%), general “transportation” mentions (9%), “parking” (3%), “bicycle paths/lanes” (3%), and “public transportation” (2%).

While not mentioned nearly as often as transportation, other issues that citizens would like to see receive greater attention from local leaders include:

- **Social** issues (16%), including “housing/lack of affordable housing” (9%), “poverty/homelessness” (5%), and “seniors issues” (3%).
- **Growth/development** (13%), including general “growth/development” mentions (4%), “growing too fast” (3%), and “downtown development/planning” (3%).
- **Economy** (12%), including “unemployment/job creation” (6%), “attracting business” (3%), and general “economy/economic development” mentions (3%).
- **Parks/recreation/culture** (12%), including “youth facilities/services” (5%), “more recreational facilities” (3%), “better/more public access to lakes/parks/green spaces” (3%), and general “parks/recreation/culture” mentions (3%).



Transportation was also the leading local issue in 2012

Analysis of year-over-year tracking data shows that there has been very little change in the public's issue agenda over the past three years.

- Transportation was the leading local issue in 2012, and the percentage of transportation-related mentions has not significantly changed since that time.
- The only issues where significant differences are seen this year as compared to 2012 are taxation/municipal government spending (down 6 percentage points) and education (down 4 percentage points).

Comparisons to Ipsos Reid's database of municipal norms show that transportation also tops the public issue agenda of residents in other British Columbian municipalities, although not to the extent seen in Kelowna (26% norm vs. 38% in Kelowna).

- However, Kelowna residents are less likely than those living elsewhere to mention municipal government services (13% norm vs. 7% in Kelowna) and taxation/municipal government spending (12% norm vs. 4% in Kelowna).

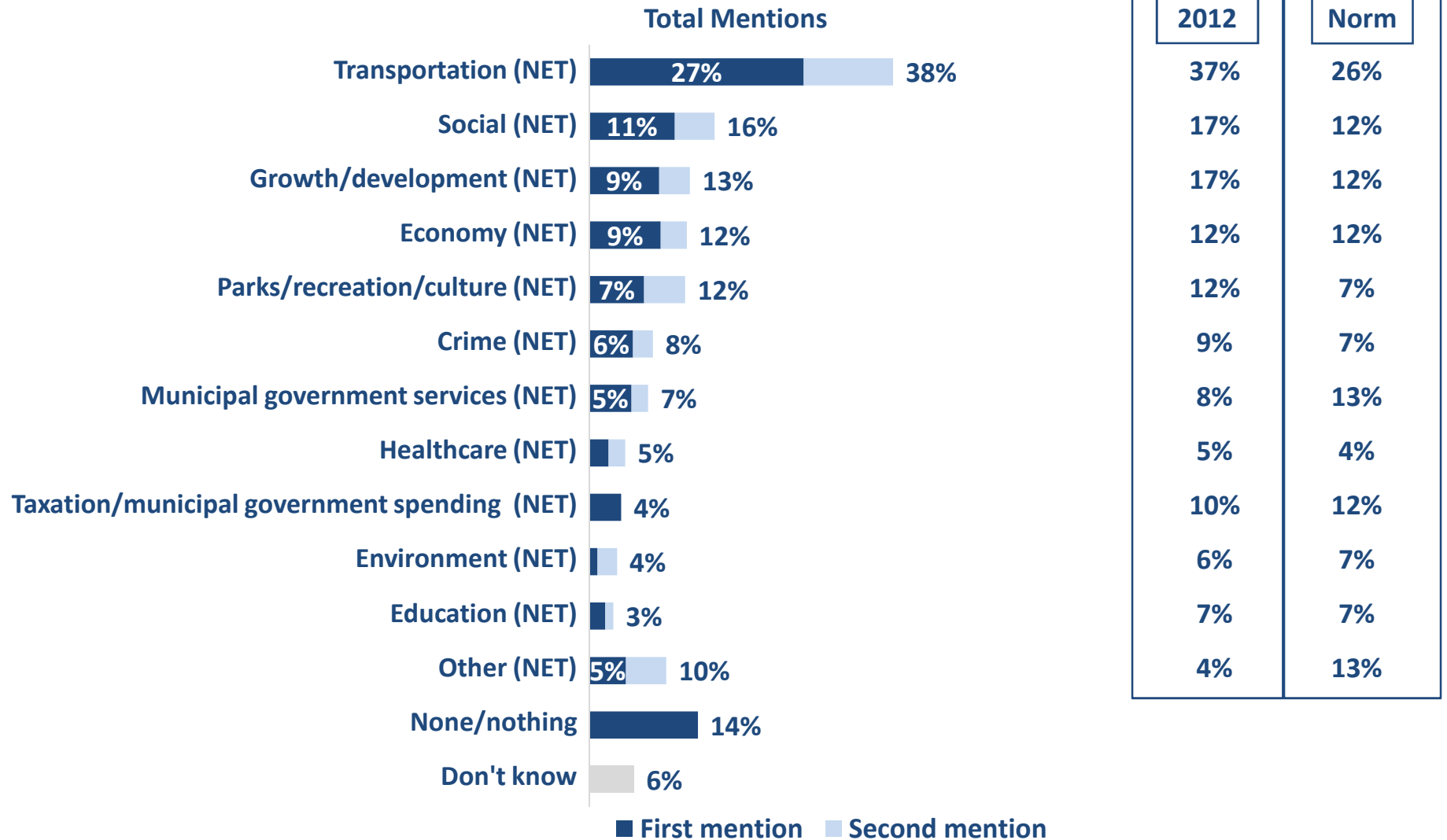


Analysis by demographic subgroup reveals the following significant differences

- **Social issues:** mentioned more often by women (22% vs. 9% of men), older residents (22% of 55+ years vs. 15% of 35-54 years, 8% of 18-34 years), those in Central Kelowna (23% vs. 9% in South West Kelowna, 11% in North Kelowna, 18% in East Central/East Kelowna), and those with household incomes of \$50k-<\$100k (19% vs. 7% of \$100k+, 16% of <\$50k).
- **Growth/development:** mentioned more often by men (18% vs. 8% of women), those 35 years or older (21% of 35-54 years, 15% of 55+ years vs. 0% of 18-34 years), those who have lived in Kelowna for more than 15 years (17% vs. 9% of 15 years or less), and higher household income residents (20% of \$100k+ vs. 12% of \$50k-<\$100k, 8% of <\$50k).
- **Economy:** mentioned more often by those in Central Kelowna (24% vs. 5% in South West Kelowna, 8% in East Central/East Kelowna, 15% in North Kelowna).
- **Parks/recreation/culture:** mentioned more often by those who have lived in Kelowna for more than 15 years (17% vs. 8% of 15 years or less) and those in households with children under the age of 18 (21% vs. 9% of those without children).
- **Crime:** mentioned more often by those in Central Kelowna (18% vs. 4% in North Kelowna, 5% in South West Kelowna, 5% in East Central/East Kelowna).
- **Municipal government services:** mentioned more often by men (11% vs. 4% of women) and those in North Kelowna (13% vs. 4% in East Central/East Kelowna, 8% in South West Kelowna, 8% in Central Kelowna).
- **Taxation/municipal government spending:** mentioned more often by older residents (7% of 55+ years vs. 4% of 35-54 years, 0% of 18-34 years) and those in South West Kelowna (9% vs. 1% in East Central/East Kelowna, 2% in Central Kelowna, 4% in North Kelowna).
- **Environment:** mentioned more often by those in households with children under the age of 18 (8% vs. 2% of those without children).
- **Education:** mentioned more often by those under 55 years (5% vs. 0% of 55+ years).



Top-of-Mind Local Issues



Base: All respondents (n=301)

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?*



Detailed Findings – Community Safety



Kelowna is largely seen as a safe community

Overall Community Safety

Nearly all (94%) citizens describe Kelowna as a safe community, including 32% saying 'very safe' and 63% saying 'somewhat safe'.

Tracking data and normative comparisons are unavailable for this question.

Change in Community Safety Past Three Years

When asked how community safety in Kelowna has changed over the past three years, the majority (57%) say it has 'stayed the same'. Another 21% say 'improved' while 19% say 'worsened', resulting in a net score of +2.

Tracking data and normative comparisons are unavailable for this question.

Analysis by Demographic Subgroup

Men are more likely than women to describe Kelowna as a 'very safe' community (38% vs. 26%).

Perceptions of 'improved' community safety are consistent across all key demographic subgroups. Residents who are more likely to say community safety has 'worsened' are those who have lived in Kelowna for more than 15 years (26% vs. 12% of 15 years or less).



Perceptions regarding the level of crime influence how residents feel community safety has changed over the past three years

Reasons why Community Safety has Improved

One-quarter (25%) of those who feel community safety has 'improved' over the past three years attribute this to a "decreased crime rate". Other mentions include "more policing/law enforcement" (20%), "news reports (fewer crime reports in the news)" (15%), and "public awareness/education" (10%).

Reasons why Community Safety has Worsened

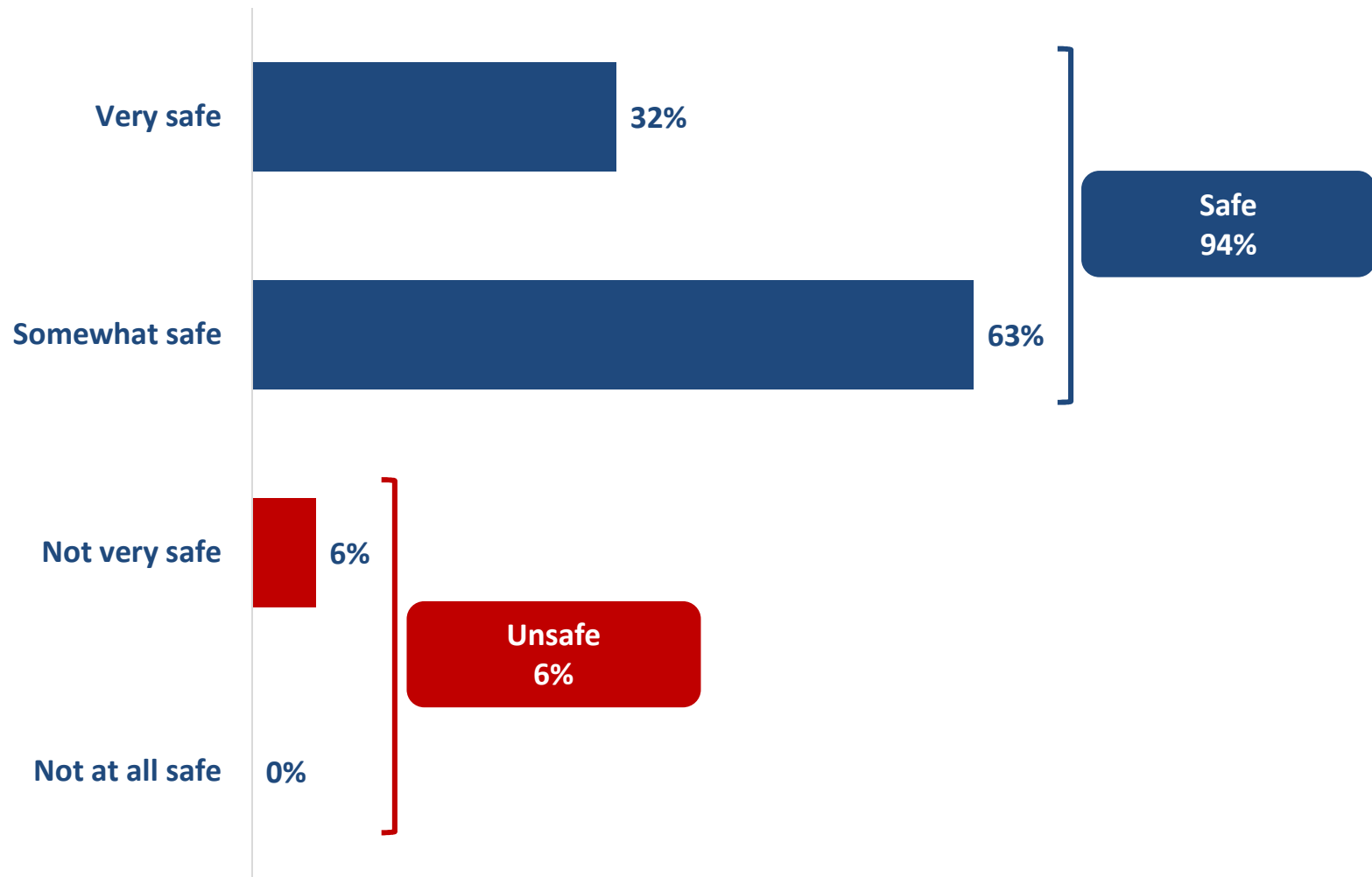
Those who feel community safety has worsened point to an "increase in crime" (28%), as well as "more homelessness/poverty" (19%), "break-ins/thefts" (18%), "more drug dealings" (16%), "not enough policing/law enforcement" (15%), "safety of streets/not safe to walk (downtown)" (12%), and "street gangs" (10%).

Analysis by Demographic Subgroup

Due to small sample sizes, analysis by demographic subgroup for these questions is not recommended.



Overall Community Safety

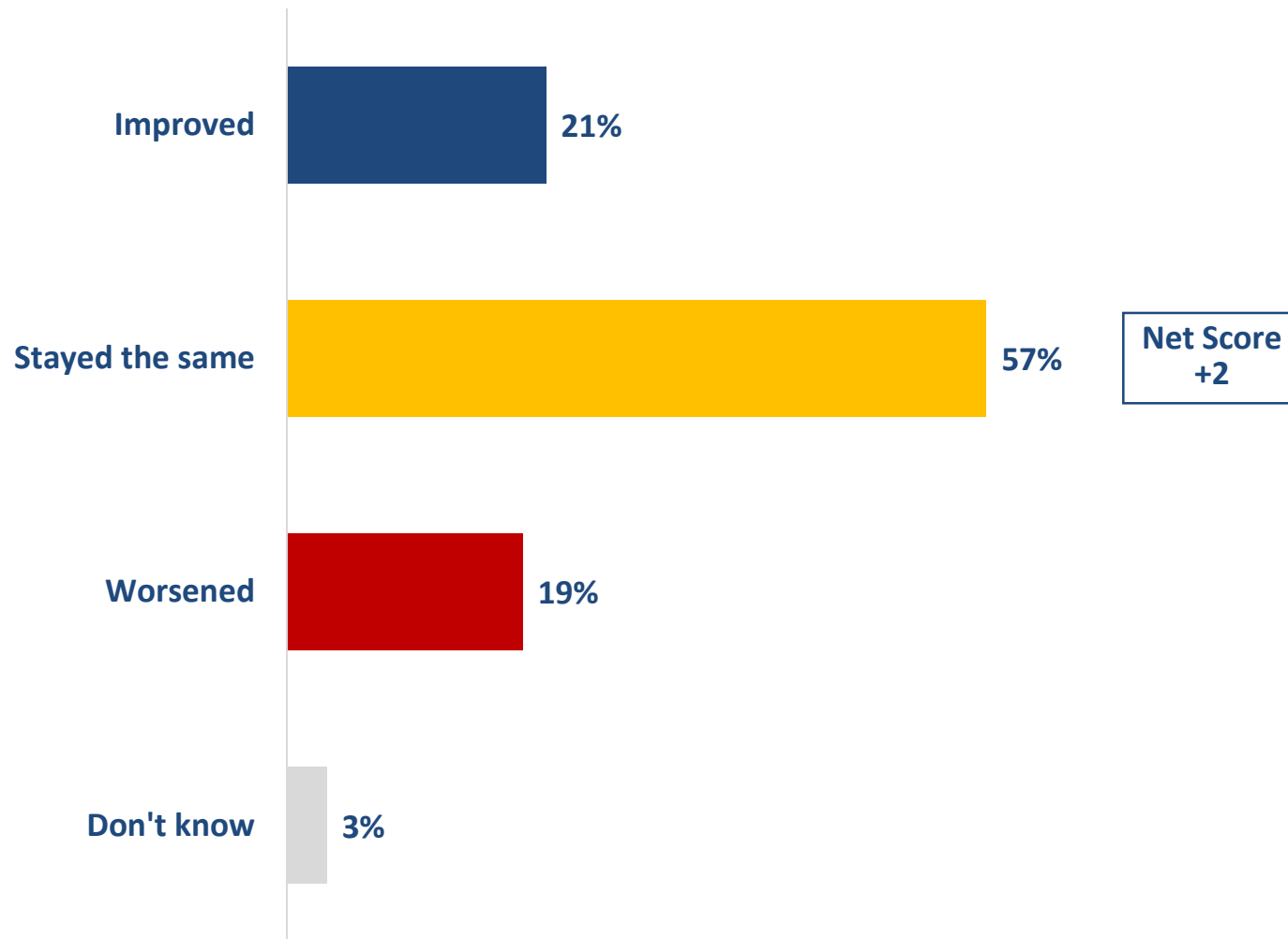


Base: All respondents (n=301)

Q20. Overall, would you describe the City of Kelowna as a very safe, somewhat safe, not very safe, or not at all safe community?



Change in Community Safety Past Three Years

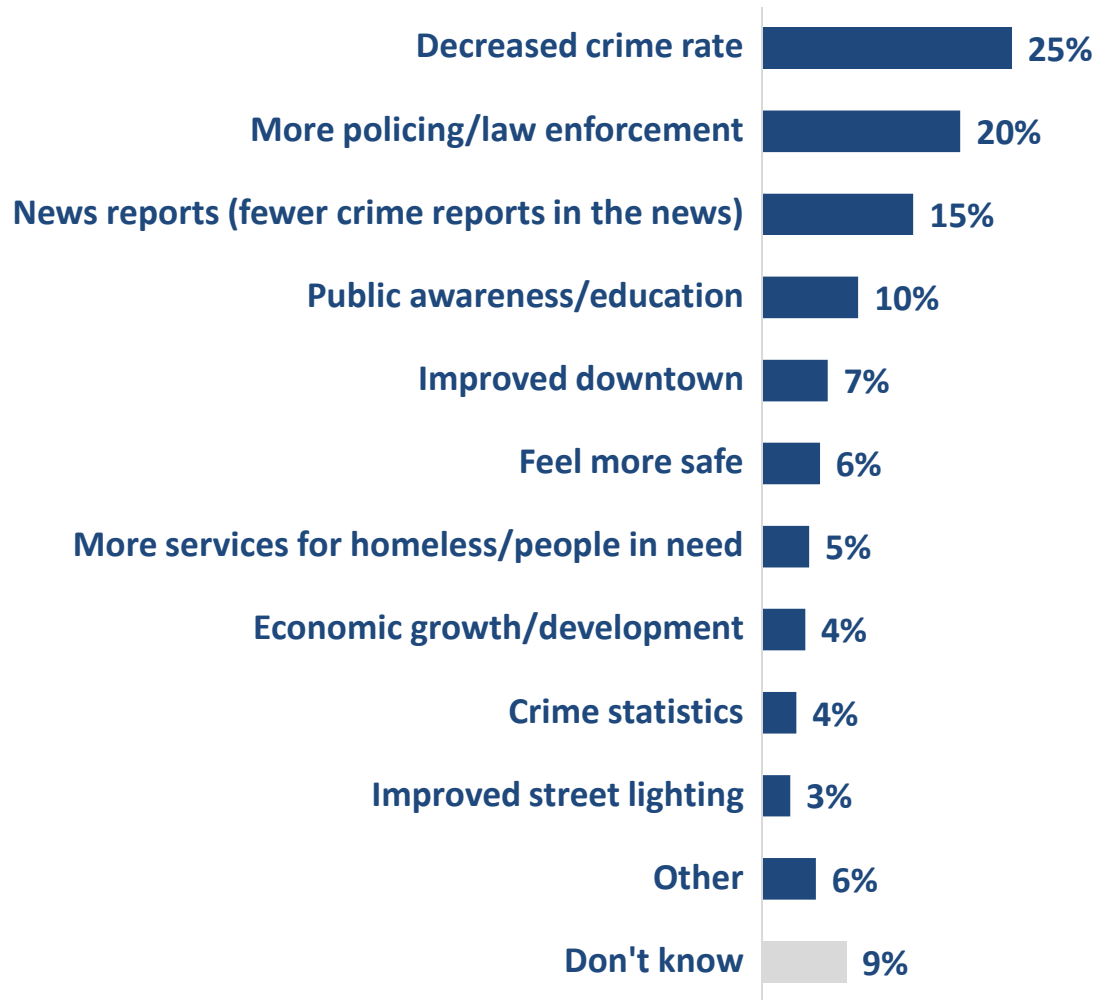


Base: All respondents (n=301)

Q21. Do you feel community safety in Kelowna has improved, stayed the same, or worsened over the past three years?



Reasons why Community Safety has Improved



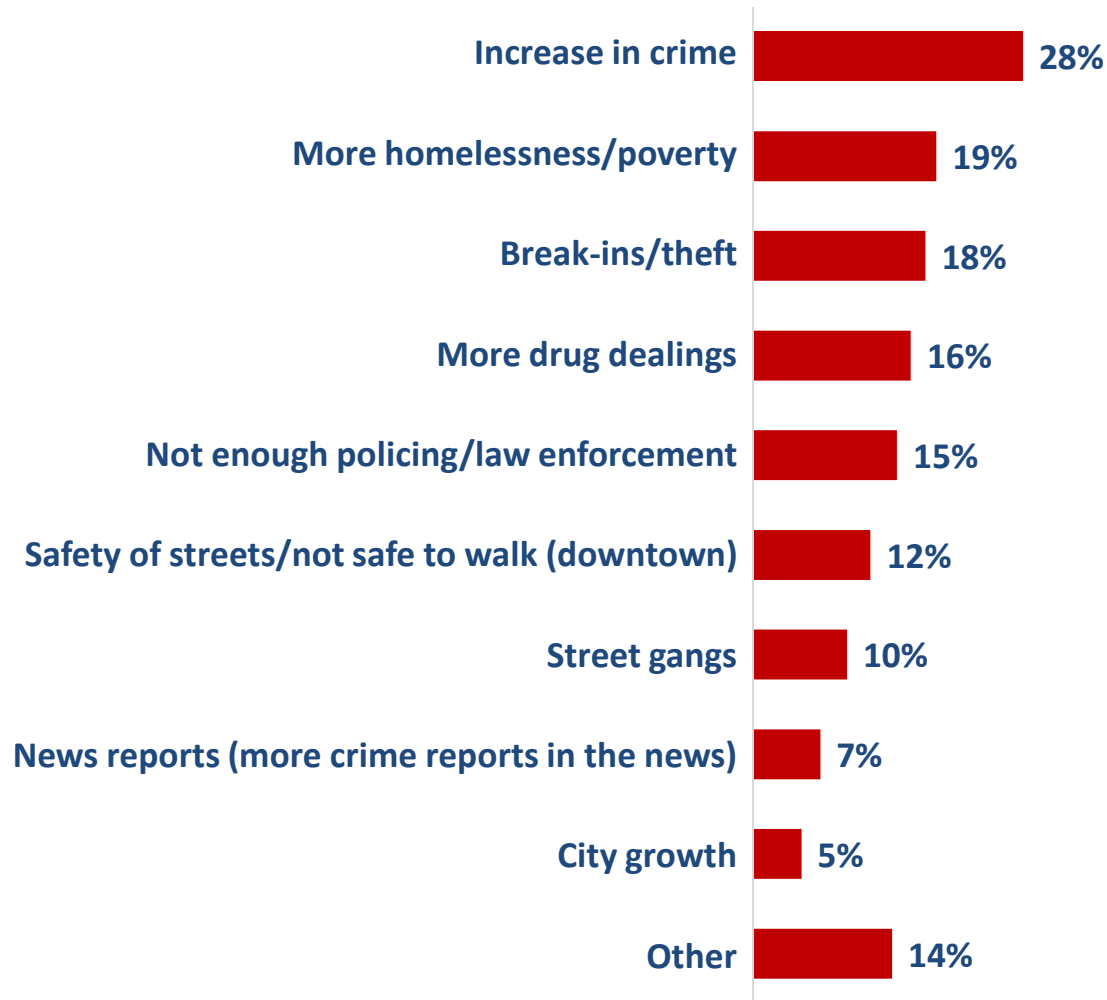
**Small base size.*

Base: Community safety has improved (n=60)*

Q22. Why do you feel community safety has improved?



Reasons why Community Safety has Worsened



**Small base size.*

Base: Community safety has worsened (n=57)*

Q23. Why do you feel community safety has worsened?



Detailed Findings – City Services and Infrastructure



Citizens are satisfied with the overall level and quality of City services

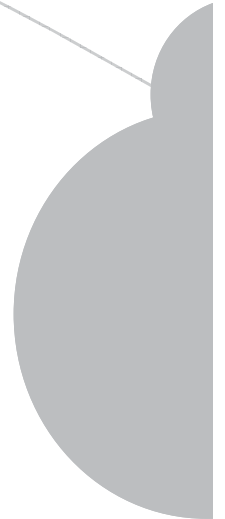
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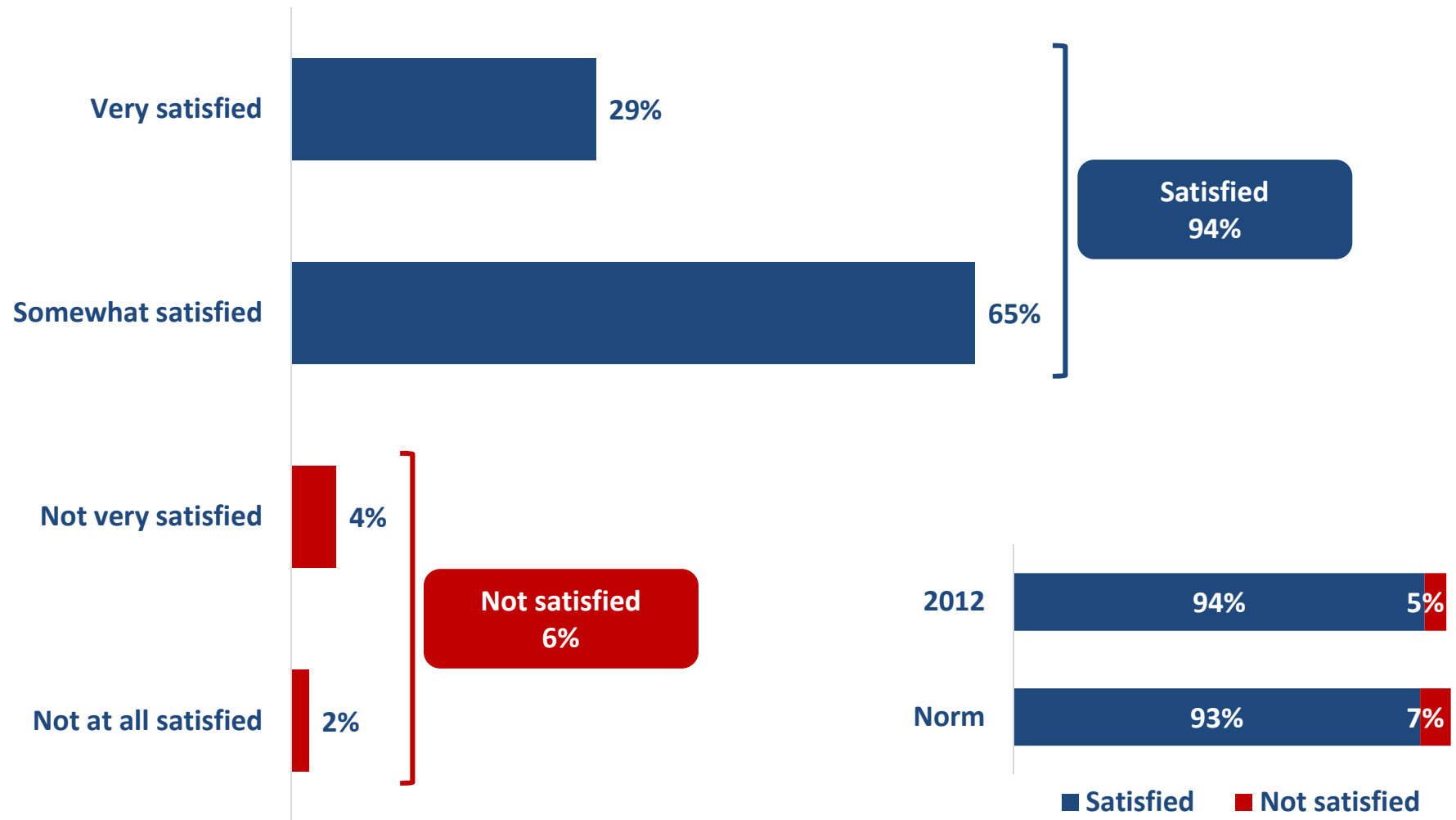
The vast majority (94%) of citizens are satisfied with the overall level and quality of services provided by the City of Kelowna, including 29% saying 'very satisfied' and 65% saying 'somewhat satisfied'.

This year's results are not significantly different from 2012 and are on par with other British Columbian municipalities.

Analysis by Demographic Subgroup

Satisfaction with the City's overall level and quality of services is consistent across all key demographic subgroups.





Base: All respondents (n=301)

Q7a. How satisfied are you with the overall level and quality of services provided by the City of Kelowna?

Satisfaction also extends to the delivery of specific services

Of the 13 specific services included in the survey, residents are most satisfied with:

- 'Fire services' (96% satisfied, 76% 'very satisfied');
- 'Sports fields' (93% satisfied, 48% 'very satisfied');
- 'Recreational facilities and programs' (93% satisfied, 44% 'very satisfied');
- 'Community cleanliness' (93% satisfied, 36% 'very satisfied'); and,
- 'Parks' (91% satisfied, 48% 'very satisfied').

Most citizens are also satisfied with the following four services, although there is significant variation in the intensity of satisfaction (e.g, 'very satisfied'):

- 'Police services' (89% satisfied, 46% 'very satisfied');
- 'Cultural facilities and programs' (87% satisfied, 23% 'very satisfied');
- 'Drinking water quality*' (82% satisfied, 47% 'very satisfied'); and,
- 'Road maintenance' (81% satisfied, 17% 'very satisfied').

** While all respondents were asked about drinking water, the City of Kelowna's water utility only provides drinking water to 52% of citizens. The majority of the remaining drinking water supply is provided by four independent irrigation districts.*

In comparison, fewer (but still the majority) are satisfied with:

- 'Bike lanes and pedestrian sidewalks' (73% satisfied, 24% 'very satisfied');
- 'Community planning' (73% satisfied, 13% 'very satisfied');
- 'Public transit' (68% satisfied, 16% 'very satisfied'); and,
- 'Traffic management including traffic calming and improving the flow of traffic' (57% satisfied, 11% 'very satisfied').



Satisfaction with most services has not significantly changed since 2012

Analysis of year-over-year tracking data shows very little change in satisfaction with specific City services.

- One notable exception is satisfaction with 'bike lanes and pedestrian sidewalks', which dropped 10 percentage points this year as compared to 2012.

Comparisons to Ipsos Reid's database of municipal norms show that while Kelowna residents' satisfaction with most services is on par with other British Columbian municipalities, some differences exist.

- Kelowna residents are more satisfied than average with 'recreational facilities and programs' (86% norm vs. 93% in Kelowna) and 'public transit' (53% norm vs. 68% in Kelowna).
- However, Kelowna residents are less satisfied than those living elsewhere with 'traffic management including traffic calming and improving the flow of traffic' (63% norm vs. 57% in Kelowna).



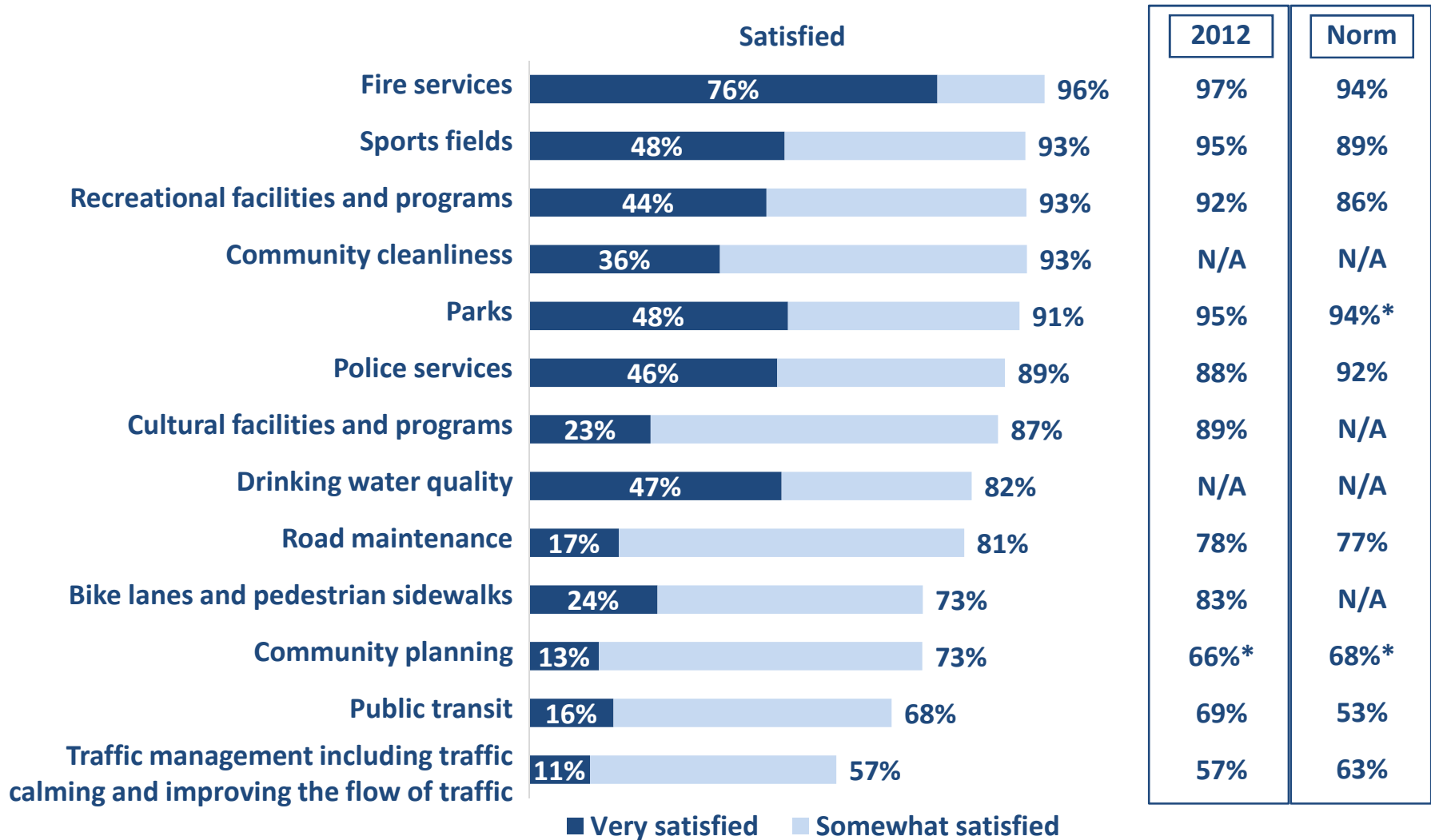
Analysis by demographic subgroups reveals the following significant differences

Satisfaction with:

- **Fire services** is higher among 35-54 years (99% vs. 97% of 55+ years, 91% of 18-34 years).
- **Sports fields** is higher in Central Kelowna (98% vs. 89% in South West Kelowna, 89% in East Central/East Kelowna, 96% in North Kelowna).
- **Recreational facilities and programs** is higher among those who have lived in Kelowna for 15 years or less (97% vs. 89% of more than 15 years).
- **Parks** is higher among men (95% vs. 88% of women) and those with household incomes of \$50k- <\$100k (96% vs. 92% of \$100k+, 86% of <\$50k).
- **Police services** is higher among 55+ years (94% vs. 90% of 35-54 years, 80% of 18-34 years).
- **Cultural facilities and programs** is higher among 35-54 years (93% vs. 90% of 55+ years, 78% of 18-34 years).
- **Drinking water quality** is higher among men (87% vs. 78% of women) and in Central Kelowna (90% vs. 72% in North Kelowna, 81% in East Central/East Kelowna, 83% in South West Kelowna).
- **Road maintenance** is higher among 18-34 years and 55+ years (85%, 85% vs. 73% of 35-54 years) and those who have lived in Kelowna for 15 years or less (86% vs. 76% of more than 15 years).
- **Bike lanes and pedestrian sidewalks** is higher in North Kelowna (82% vs. 66% in South West Kelowna, 72% in Central Kelowna, 77% in East Central/East Kelowna) and those with household incomes of \$50k-<\$100k (81% vs. 70% of \$100k+, 66% of <\$50k).
- **Public transit** is higher in East Central/East Kelowna (77% vs. 60% in South West Kelowna, 65% in North Kelowna, 66% in Central Kelowna).
- **Traffic management** is higher in Central Kelowna (69% vs. 49% in South West Kelowna, 50% in North Kelowna, 59% in East Central/East Kelowna) and those with household incomes of <\$50k (65% vs. 57% of \$50k-<\$100k, 48% of \$100k+).



Satisfaction with Specific City Services



**Slightly different question wording.*

Base: All respondents (n=301)

Q8. I'm now going to read a list of services provided to you by the City of Kelowna. Please tell me how satisfied you are with each of the following services, using a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.



All of the tested services are important to citizens

More than nine-in-ten citizens say the following nine services are important:

- 'Fire services' (100% important, 92% 'very important');
- 'Drinking water quality' (99% important, 94% 'very important');
- 'Community cleanliness' (99% important, 79% 'very important');
- 'Parks' (98% important, 80% 'very important');
- 'Road maintenance' (98% important, 77% 'very important');
- 'Traffic management including traffic calming and improving the flow of traffic' (97% important, 76% 'very important');
- 'Police services' (96% important, 83% 'very important');
- 'Recreational facilities and programs' (96% important, 66% 'very important'); and,
- 'Bike lanes and pedestrian sidewalks' (93% important, 69% 'very important').

Other important services include:

- 'Community planning' (88% important, 64% 'very important');
- 'Cultural facilities and programs' (83% important, 37% 'very important');
- 'Sports fields' (81% important, 46% 'very important'); and,
- 'Public transit' (74% important, 54% 'very important').



The importance of most services has not significantly changed since 2012

Analysis of year-over-year tracking data shows very little change in the importance of specific City services.

- Two notable exceptions are 'community planning' and 'sports fields', which both dropped 8 percentage points this year as compared to 2012. The difference in opinion regarding 'community planning' should be considered as directional in nature due to a slightly different question wording this year as compared to 2012 when residents were asked about 'long-term community planning'.

The importance attached to these services in Kelowna is generally on par with what is seen in other British Columbian municipalities.

- One notable exception is 'public transit', which is rated less important in Kelowna than elsewhere (83% norm vs. 74% in Kelowna).



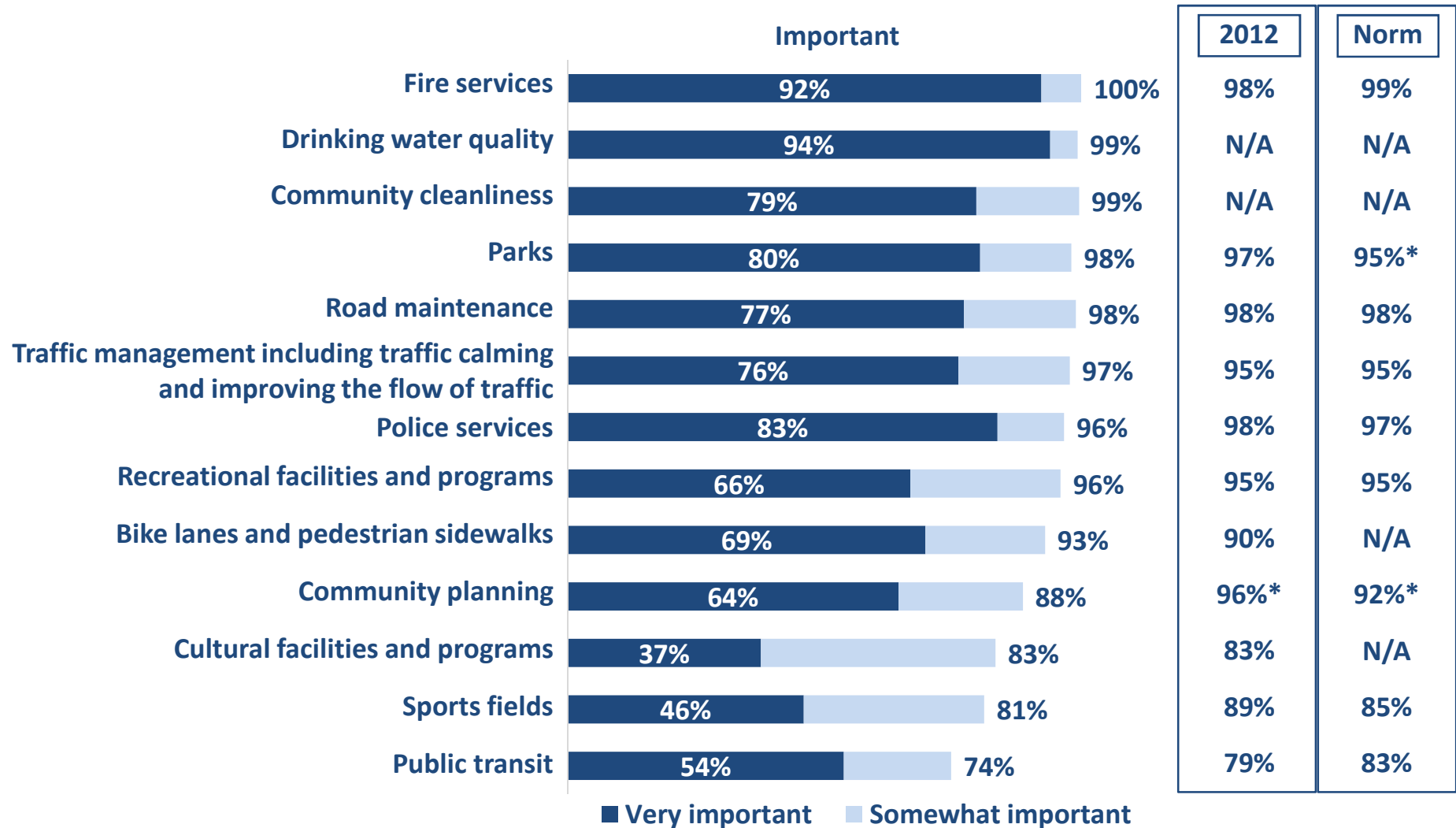
Analysis by demographic subgroups reveals the following significant differences

The importance of:

- **Road maintenance** is higher among women (100% vs. 97% of men).
- **Traffic management** is higher among men (99% vs. 95% of women), older residents (99% of 55+ years vs. 98% of 35-54 years, 94% of 18-34 years), those in East Central/East Kelowna (100% vs. 95% in Central Kelowna, 96% in South West Kelowna, 99% in North Kelowna), and those with household incomes of \$50k-<\$100k (100% vs. 97% of \$100k+, 93% of <\$50k).
- **Police services** is higher among those who are 35-54 years (100% vs. 97% of 55+ years, 90% of 18-34 years).
- **Community planning** is higher among those who are 35 years or older (94% of 35-54 years, 93% of 55+ years vs. 73% of 18-34 years).
- **Sports fields** is higher among men (87% vs. 75% of women) and those with household incomes of \$50k+ (90% of \$100k+, 83% of \$50k-<\$100k vs. 69% of <\$50k).
- **Public transit** is higher among women (80% vs. 69% of men) and those with household incomes of <\$100k (82% of <\$50k, 77% of \$50k-<\$100k vs. 62% of \$100k+).



Importance of Specific City Services



**Slightly different question wording.*

Base: All respondents (n=301)

Q7. I'm now going to read a list of services provided to you by the City of Kelowna. Please tell me how important each of the following services is to you personally, using a scale of very important, somewhat important, not very important, or not at all important.



Action Grid Analysis

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 these results, it is important to recognize 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 categories:

- **Primary Strengths** (high performance and high value) represent services where the City is performing well and are of value to citizens. Efforts should be made to maintain citizens' high levels of satisfaction with these key services.
- **Primary Areas for Improvement** (low performance and high value) represent services where the City is performing relatively less well but are still of value to citizens. Delivery of these key services could be improved. They also represent the best opportunities for improving overall satisfaction with City services.
- **Secondary Strengths** (high performance and low value) represent services where the City is performing well but are of lesser value to citizens. These services can be considered as 'low maintenance'; while maintaining positive perceptions would be beneficial, they are of lower priority than primary areas for improvement.
- **Secondary Areas for Improvement** (low performance and low value) represent services where the City is performing relatively less well and are also of lesser value to citizens. Depending on available resources, the City may or may not wish to make a concerted effort to improve its performance in these lower priority areas. These could also be considered longer-term action items to be addressed when resources permit.



The City of Kelowna has five **Primary Strengths** and four **Primary Areas for Improvement**

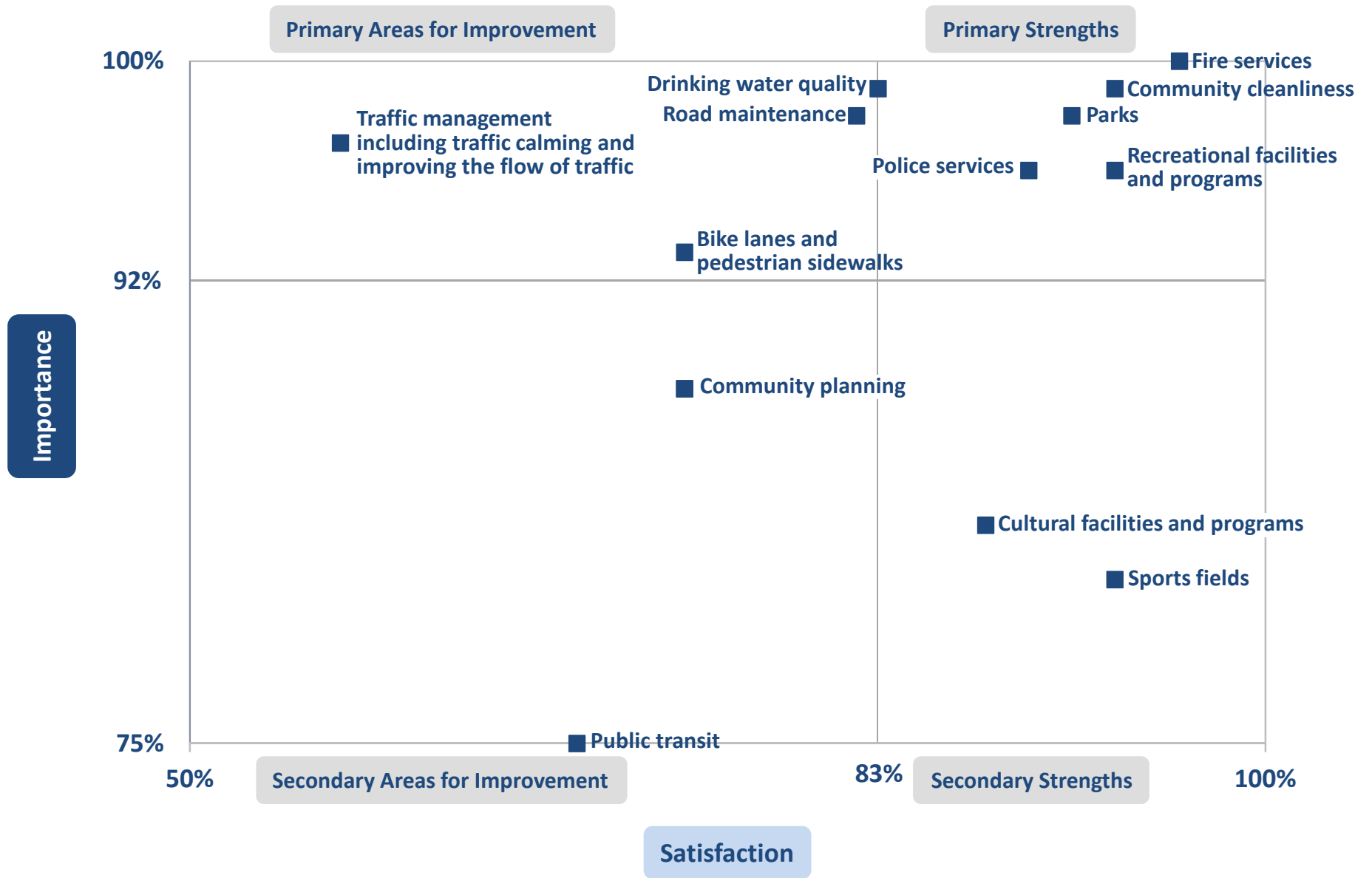
48

Action Grid analysis shows that the City of Kelowna has five **Primary Strengths**, including ‘fire services’, ‘community cleanliness’, ‘parks’, ‘recreational facilities and programs’, and ‘police services’.

Secondary Strengths include ‘cultural facilities and programs’ and ‘sports fields’.

The City’s four **Primary Areas for Improvement** include ‘drinking water quality’, ‘road maintenance’, ‘traffic management including traffic calming and improving the flow of traffic’, and ‘bike lanes and pedestrian sidewalks’.

Secondary Areas for Improvement include ‘community planning’ and ‘public transit’.



Detailed Findings – Financial Planning



Most citizens say they receive good value for their municipal tax dollars

51

Overall, 84% of citizens say they receive 'very good' (23%) or 'fairly good' (61%) value for the taxes they pay to the City of Kelowna.

Overall perceptions (combined 'very/fairly good value' responses) this year are consistent with 2012. However, there has been a significant increase in the percentage rating their value for taxes as 'very good' (up 7 percentage points).

Comparisons to Ipsos Reid's database of municipal norms show that Kelowna residents are more likely than those living elsewhere to say they receive good value (combined 'very/fairly good' responses) for taxes (77% norm vs. 84% in Kelowna).

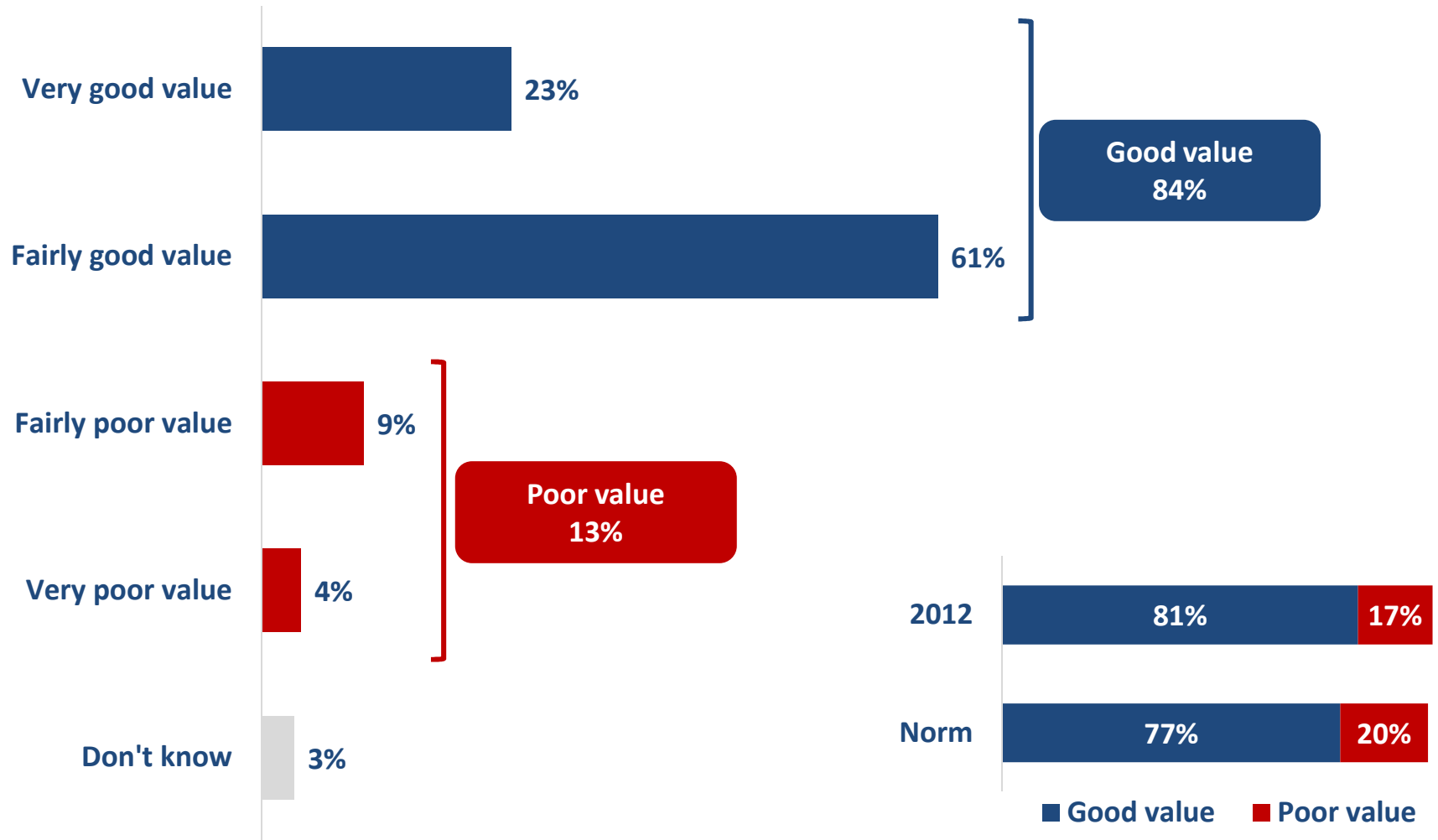
- This is consistent with other survey results showing that Kelowna residents are less likely than those living elsewhere to voice concerns around taxation/municipal government spending when asked about important local issues in need of attention from local leaders.

Analysis by Demographic Subgroup

Perceptions of good value (combined 'very/fairly good' responses) for taxes are higher among older residents (88% of 55+ years vs. 86% of 35-54 years, 76% of 18-34 years) and those with household incomes of \$50k-<\$100k (91% vs. 86% of \$100k+, 73% of <\$50k).



Value for Taxes



Base: All respondents (n=301)

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?



Citizens would rather pay increased taxes than see existing services reduced

To contend with the increased cost of maintaining current services levels and infrastructure, 56% of citizens would prefer the City of Kelowna increase taxes compared to 31% opting for service reductions.

- When it comes to tax increases, opinion is split on whether the emphasis should be on service expansion or maintenance, with 28% saying 'increase taxes – to enhance or expand services' and 28% saying 'increase taxes – to maintain services at current levels'.
- On the other hand, the preference for service reductions is clearly driven by a desire to maintain rather than reduce taxes, with 23% saying 'reduce services – to maintain current tax level' and 9% saying 'reduce services – to reduce taxes'.

The 2012 survey also showed a preference for tax increases over service reductions.

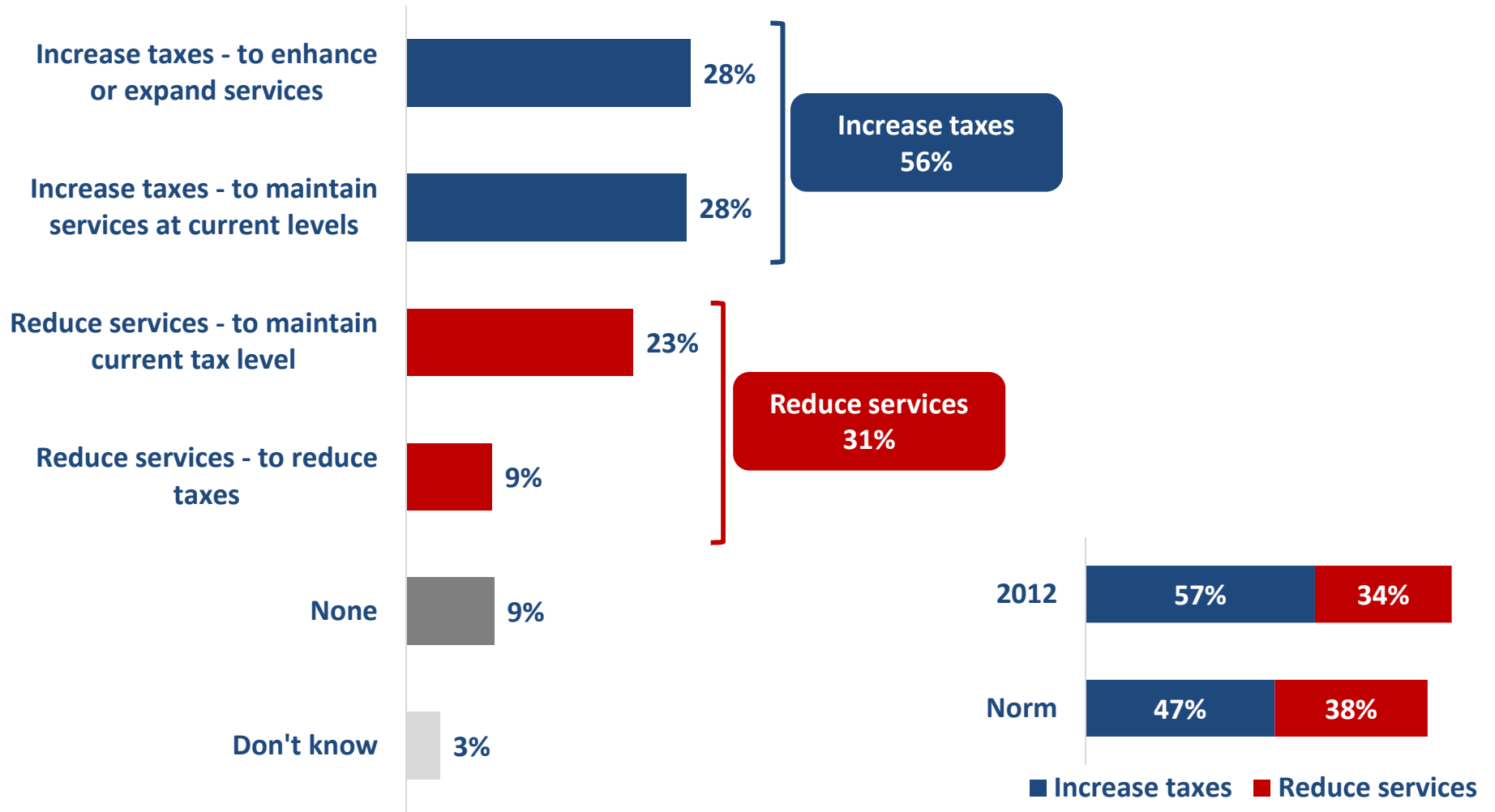
Comparisons to Ipsos Reid's database of municipal norms show that Kelowna residents' tolerance for tax increases is higher than what is typically seen in other British Columbian municipalities (47% increase taxes, 38% reduce services norm vs. 56% increase taxes, 31% reduce services in Kelowna).

Analysis by Demographic Subgroup

Residents 35 years or older are more likely to opt for a tax increase (63% 35-54 years, 60% 55+ years vs. 44% 18-34 years).



Balancing Taxation and Service Delivery Levels



Base: All respondents (n=301)

Q10. *Municipal property taxes are one source 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?*



Citizens support the City pursuing alternative forms of revenue generation

55

Eight-in-ten (81%) citizens say they would support 'corporate sponsorship for municipal programs and facilities', including 41% saying 'support strongly'.

Just over seven-in-ten (72%) say they would support 'using City assets like land and infrastructure for entrepreneurial activities'. The intensity of support is lower, however, with only 27% saying 'support strongly'.

Tracking data is unavailable for this question.

Support for corporate sponsorship in Kelowna is on par with what is typically seen in other British Columbian municipalities. Normative comparisons are unavailable regarding support for using municipal assets for entrepreneurial activities.

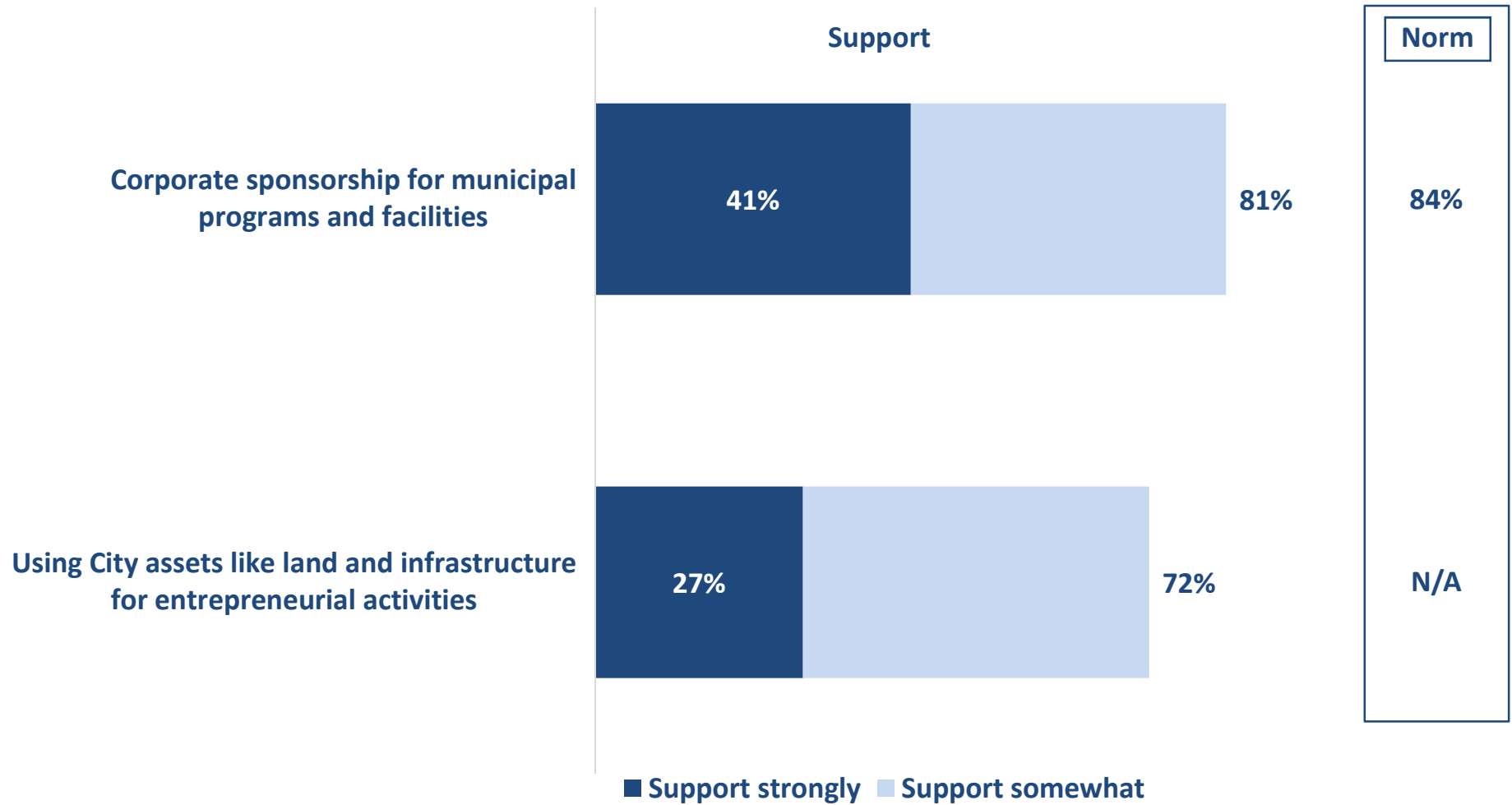
Analysis by Demographic Subgroup

Support for corporate sponsorship is higher in North Kelowna (90% vs. 77% in South West Kelowna, 79% in East Central/East Kelowna, 83% in Central Kelowna).

Support for using City assets for entrepreneurial activities is higher among those with household incomes of \$50k-<\$100k (80% vs. 74% of \$100k+, 66% of <\$50k).



Support for Alternative Forms of Revenue Generation



Base: All respondents (n=301)

Q11. In addition to adjusting the property tax/service delivery balance, the City of Kelowna has the option of generating additional revenue to help pay for municipal services and programs. To bring in more revenues, would you support or oppose...?



Residents prefer spreading payments over the lifespan of a project rather than saving until it can be paid in full upfront

When asked how the City should approach paying for infrastructure projects that last for a long period of time and over multiple generations of residents, the majority (62%) of citizens say the City should 'spread paying for the project over the lifespan of the project'. One-third (34%) say the City should 'save up for the project until it can be paid in full before the start of the project'.

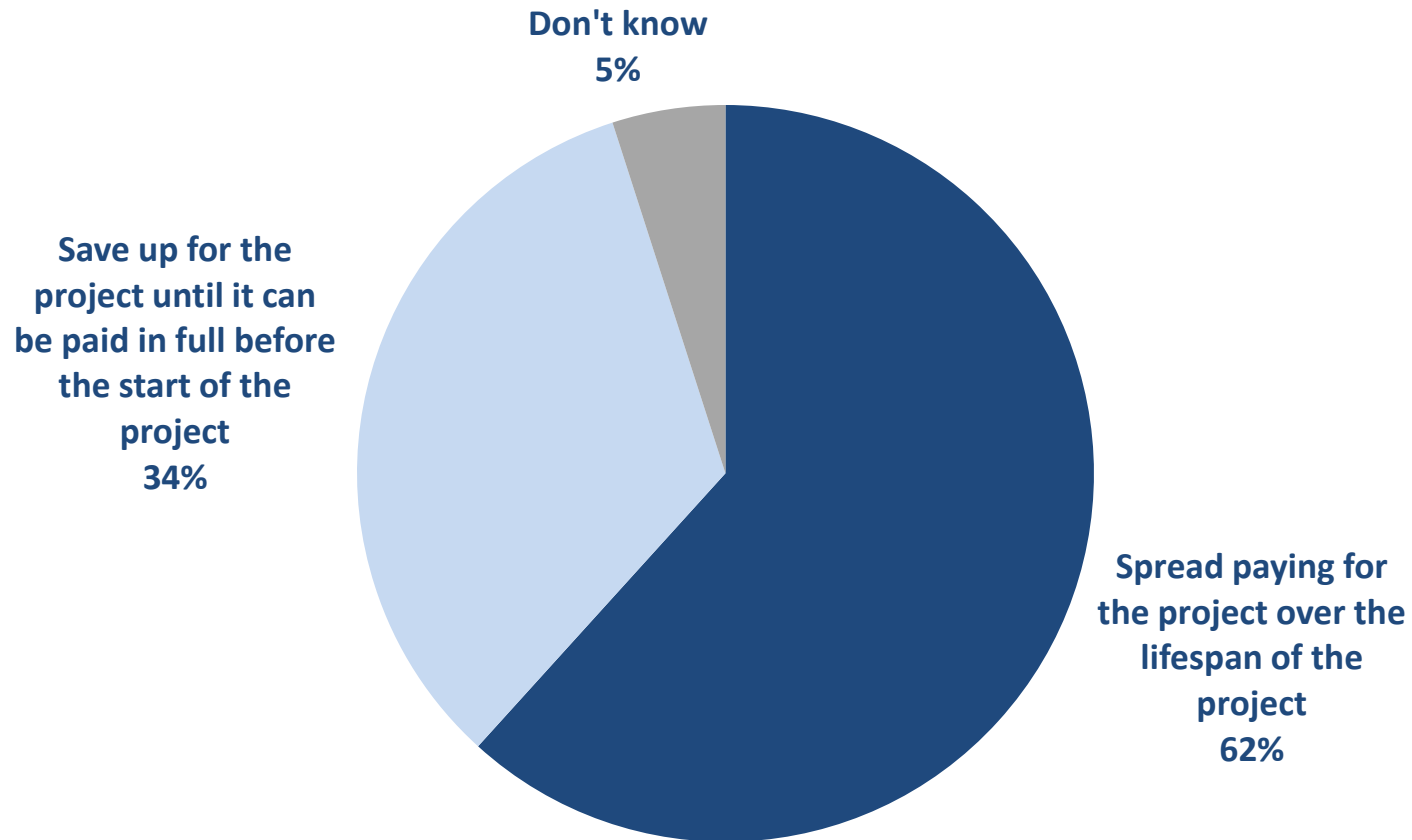
Tracking data and normative comparisons are unavailable for this question.

Analysis by Demographic Subgroup

Residents who are more likely to say the City should 'spread paying for the project over the lifespan of the project' include older residents (72% of 55+ years vs. 62% of 35-54 years, 48% of 18-34 years) and those in South West Kelowna and North Kelowna (72%, 71% vs. 52% in East Central/East Kelowna, 58% in Central Kelowna).



Preferred Payment Approach for Multi-Generational Projects



Base: All respondents (n=301)

Q12. *The City of Kelowna works on projects that provide infrastructure that lasts for a long period of time and over multiple generations of residents. In your opinion, how should the City approach paying for these types of projects?*



Infrastructure maintenance beats new investments by a slim majority

59

Survey results show that while residents think the City should invest in both infrastructure maintenance and new investments, slightly greater emphasis is placed on renewing or replacing existing infrastructure.

- On average, residents say 54% of the City's capital dollars should be spent on 'renewing or replacing existing infrastructure' while 46% should be spent on 'investing in new infrastructure'.
- One-quarter (24%) are unsure how the City should allocate its capital dollars.

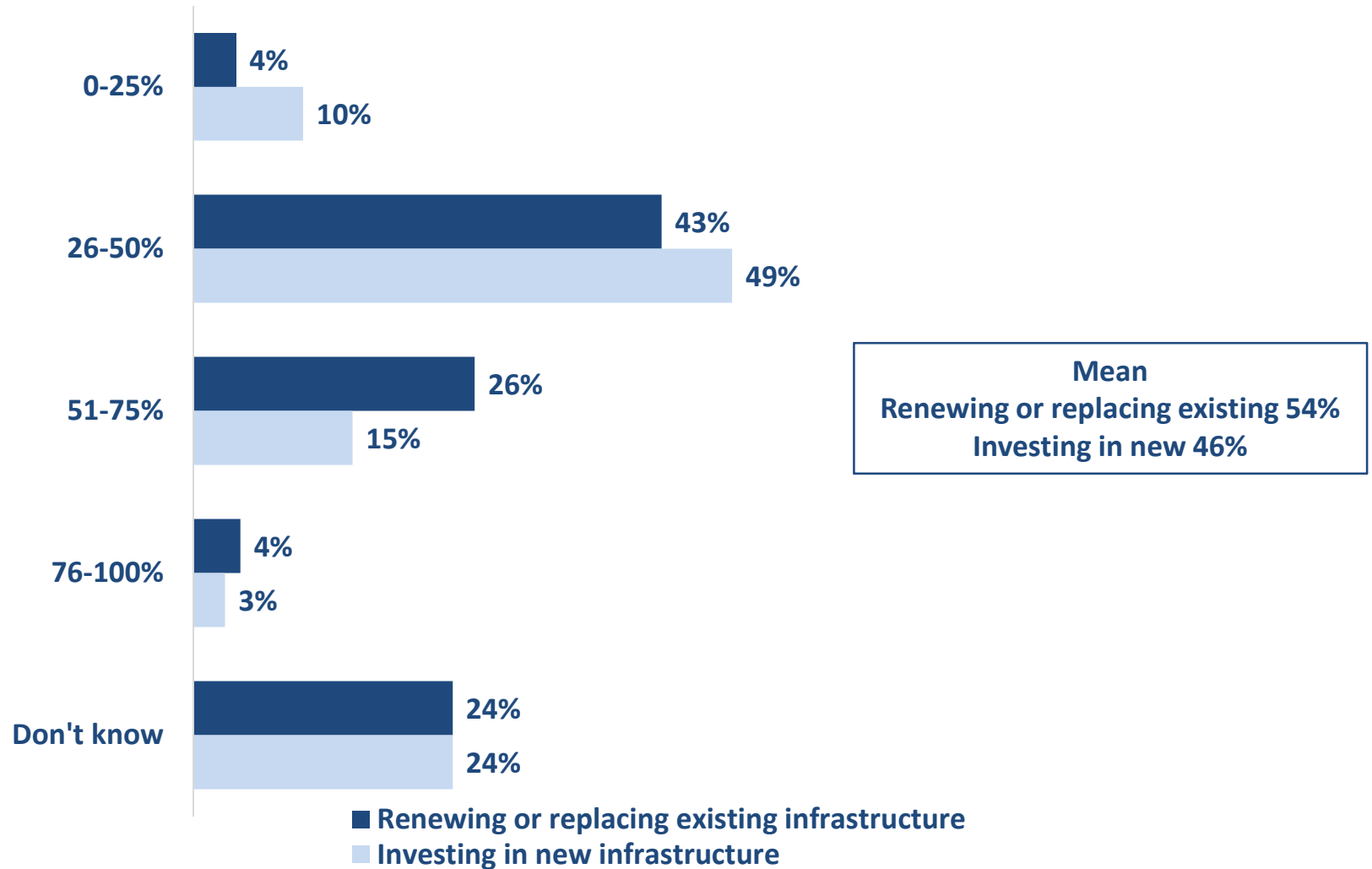
Tracking data and normative comparisons are unavailable for this question.

Analysis by Demographic Subgroup

These results are consistent across all key demographic subgroups.



Renewing or Replacing Existing Infrastructure versus Investing in New Infrastructure



Base: All respondents (n=301)

Q13. Each year, the City is challenged with allocating capital dollars between renewing or replacing existing infrastructure that supports existing services, and investing in new infrastructure that improves services and accommodates growth. In your opinion, what percentage of the City's capital dollars should be spent on renewing or replacing existing infrastructure, and what percentage should be spent on investing in new infrastructure?



Detailed Findings – Priority Setting



Paired Choice Analysis

While questions around local issues and municipal services provide some insight into citizens' priorities, Paired Choice analysis provides a more refined appreciation for the priority that 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 four years. The analytic output then shows how often each item is chosen when compared against the others (indicated by % Win).

For the City's 2015 Citizen Survey, a total of 16 items were considered, resulting in a total of 120 possible combinations. Each respondent was randomly presented with 8 different pairs, with controls in place to ensure that all respondents saw all 16 items and that each item was asked an equal number of times.

The 16 items included in this year's survey were:

- Roads
- Public transit
- Bike lanes
- Sidewalks
- Recreational facilities and programs
- Cultural facilities and programs
- Parks
- Drinking water
- Sewage treatment facilities
- Police services
- Fire services
- Encouraging a diverse supply of housing options at different price points
- Business and economic development
- Enhancing the natural environment
- Preservation of historic places
- Community cleanliness



Drinking water and housing supply are the top priorities for investment

63

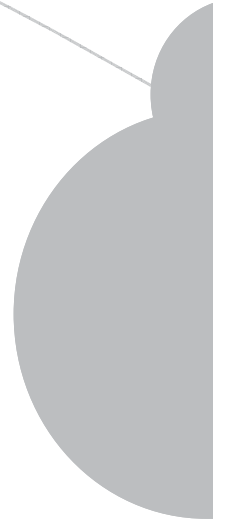
Overall, citizens place the greatest emphasis on 'drinking water' (chosen 69% of the time) and 'encouraging a diverse supply of housing options at different price points' (chosen 63% of the time).

Second-tier priorities include 'roads' (57%), 'sewage treatment facilities' (57%), 'police services' (54%), 'business and economic development' (53%), and 'fire services' (51%).

In comparison to the above, slightly less emphasis is placed on 'public transit' (47%), 'enhancing the natural environment' (46%), 'parks' (46%), 'recreational facilities and programs' (45%), 'community cleanliness' (44%), and 'sidewalks' (42%).

The items that least often chosen as a priority for investment are 'bike lanes' (37%), 'preservation of historic places' (32%), and 'cultural facilities and programs' (30%).

Tracking data and normative comparisons are unavailable for this question.



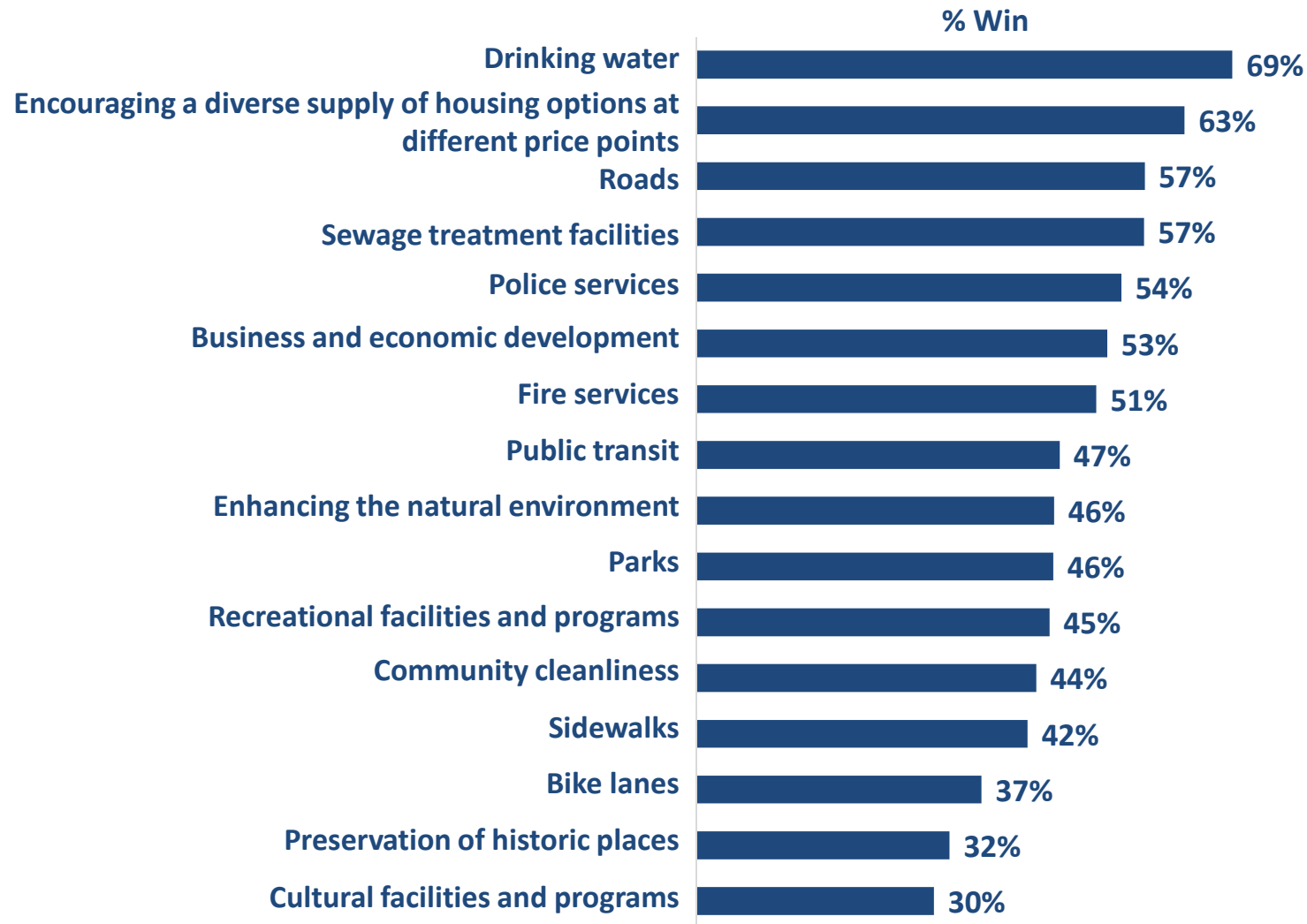


Analysis by demographic subgroup reveals the following significant differences

- **Drinking water** is chosen more often by older residents (78% of 55+ years vs. 63% of those <55 years), those in North Kelowna (78% vs. 61% in South West Kelowna, 69% in East Central/East Kelowna, 70% in Central Kelowna), and those with household incomes of \$50k-<\$100k (73% vs. 57% of \$100k+, 70% of <\$50k).
- **Encouraging a diverse supply of housing options** is chosen more often by younger residents (72% of 18-34 years vs. 55% of 35-54 years, 62% of 55+ years) and those with household incomes of \$50k-<\$100k (70% vs. 53% of \$100k+, 65% of <\$50k).
- **Roads** are chosen more often by those in North Kelowna (77% vs. 49% in Central Kelowna, 52% in East Central/East Kelowna, 60% in South West Kelowna) and those with household incomes of \$50k-<\$100k (65% vs. 62% of \$100k+, 48% of <\$50k).
- **Sewage treatment facilities** are chosen more often by older residents (65% of 55+ years vs. 49% of 35-54 years, 56% of 18-34 years) and those living in households without children under the age of 18 (62% vs. 45% of those with children).
- **Fire services** are chosen more often by those who have lived in Kelowna for more than 15 years (59% vs. 44% of 15 years or less) and those with household incomes of \$50k-<\$100k (59% vs. 39% of \$100k+, 49% of <\$50k).
- **Enhancing the natural environment** is chosen more often by those in East Central/East Kelowna (55% vs. 36% in North Kelowna, 40% in South West Kelowna, 47% in Central Kelowna).
- **Community cleanliness** is chosen more often by higher household income residents (62% of \$100k+ vs. 32% of \$50k-<\$100k, 47% of <\$50k).
- **Preservation of historic places** is chosen more often by those under the age of 55 years (46% of 18-34 years, 34% of 35-54 years vs. 21% of 55+ years) and those living in households with children under the age of 18 (43% vs. 29% of those without children).
- **Cultural facilities and programs** are chosen more often by those in South West Kelowna and Central Kelowna (42%, 33% vs. 15% in North Kelowna, 26% in East Central/East Kelowna).



Paired Choice Analysis



Base: All respondents (n=301)

Q14. 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.



Transportation-specific investment priorities predominately focus on improving traffic flow and road conditions

Recognizing that transportation is an important local issue to citizens, this year's survey presented residents with a list of five specific transportation-related areas for investment and asked which one(s) should be the greatest priority for the City.

Top-tier transportation priorities include 'improving traffic flow' (60% total mentions) and 'improving the condition of roads and streets' (51% total mentions).

In comparison, residents put less emphasis on 'improving pedestrian and cycling infrastructure' (35% total mentions), 'improving street safety including speed control' (25% total mentions), and 'improving public transit' (23% total mentions).

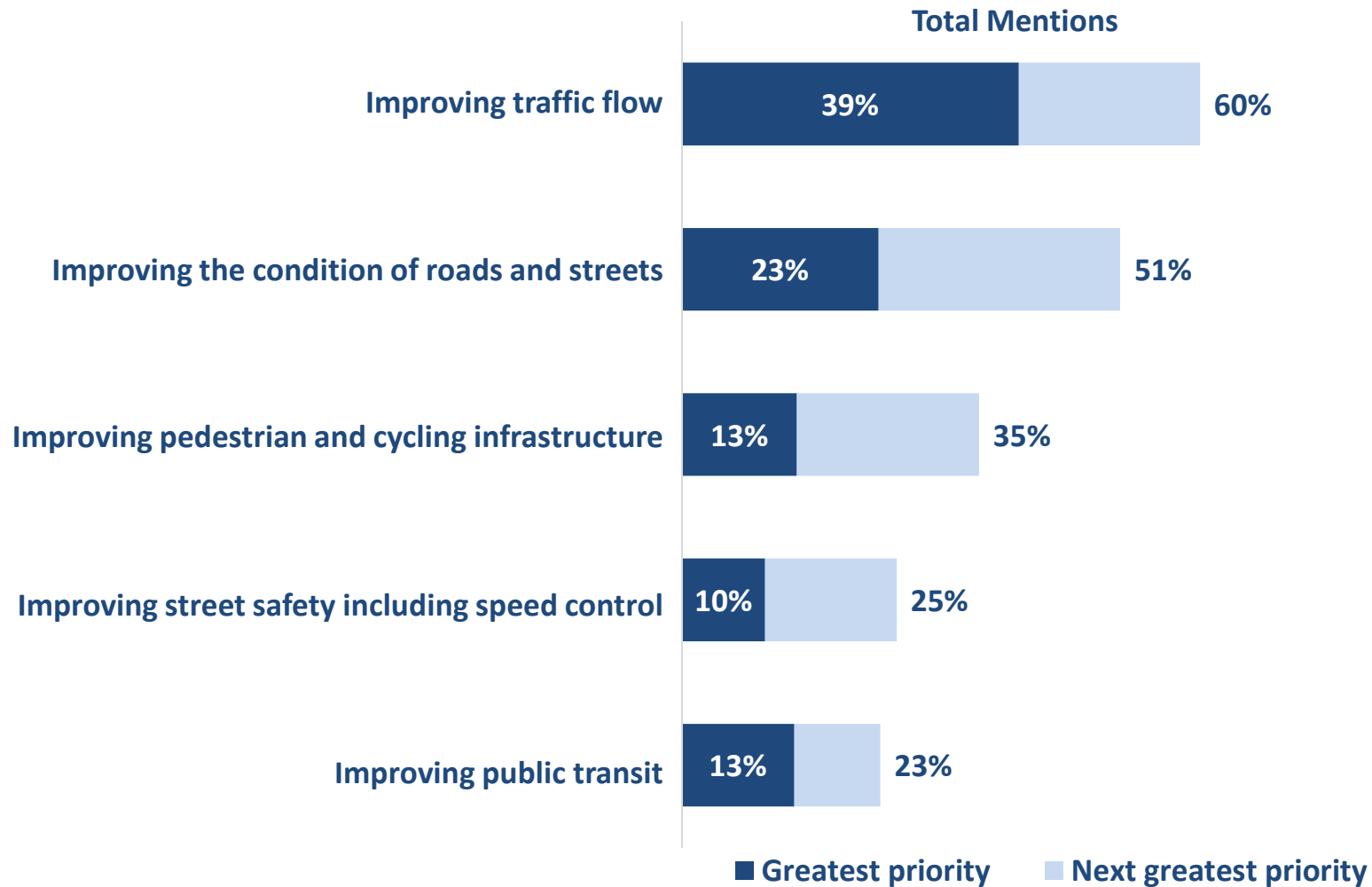
Tracking data and normative comparisons are unavailable for this question.

Analysis by Demographic Subgroup

- **Improving traffic flow** is chosen more often by higher household income residents (71% of \$100k+ vs. 62% of \$50k-<\$100k, 46% of <\$50k).
- **Improving pedestrian and cycling infrastructure** is chosen more often by those living in households with children under the age of 18 (46% vs. 30% of those without children).
- **Improving street safety** is chosen more often by those in East Central/East Kelowna (36% vs. 18% in Central Kelowna, 19% in North Kelowna, 22% in South West Kelowna).
- **Improving public transit** is chosen more often by younger residents (34% of 18-34 years vs. 14% of 35-54 years, 24% of 55+ years).



Transportation Investment Priorities



Base: All respondents (n=301)

Q15. When it comes to investing in transportation other than highway 97 or highway 33, which one of the following do you think should be the greatest priority for the City? Which one should be the next greatest priority?

Detailed Findings – Customer Service



Just over four-in-ten citizens contacted the City in the last 12 months, with the majority of contacts occurring via the telephone or in-person 69

Contacted City Last 12 Months

Overall, 43% of citizens say they personally contacted or dealt with the City of Kelowna or one of its employees in the last 12 months.

This year's results are not significantly different from 2012 although are lower than what is typically seen in other British Columbian municipalities (49% norm vs. 43% in Kelowna).

Method of Contact

The vast majority of those who contacted the City say this contact occurred either over the "telephone" (44%) or "in-person" (37%).

While these were also the two main ways of contacting the City in 2012, the order is reversed (in 2012, 47% of contacts occurred "in-person" compared to 34% via the "telephone"). Normative comparisons are unavailable for this question.

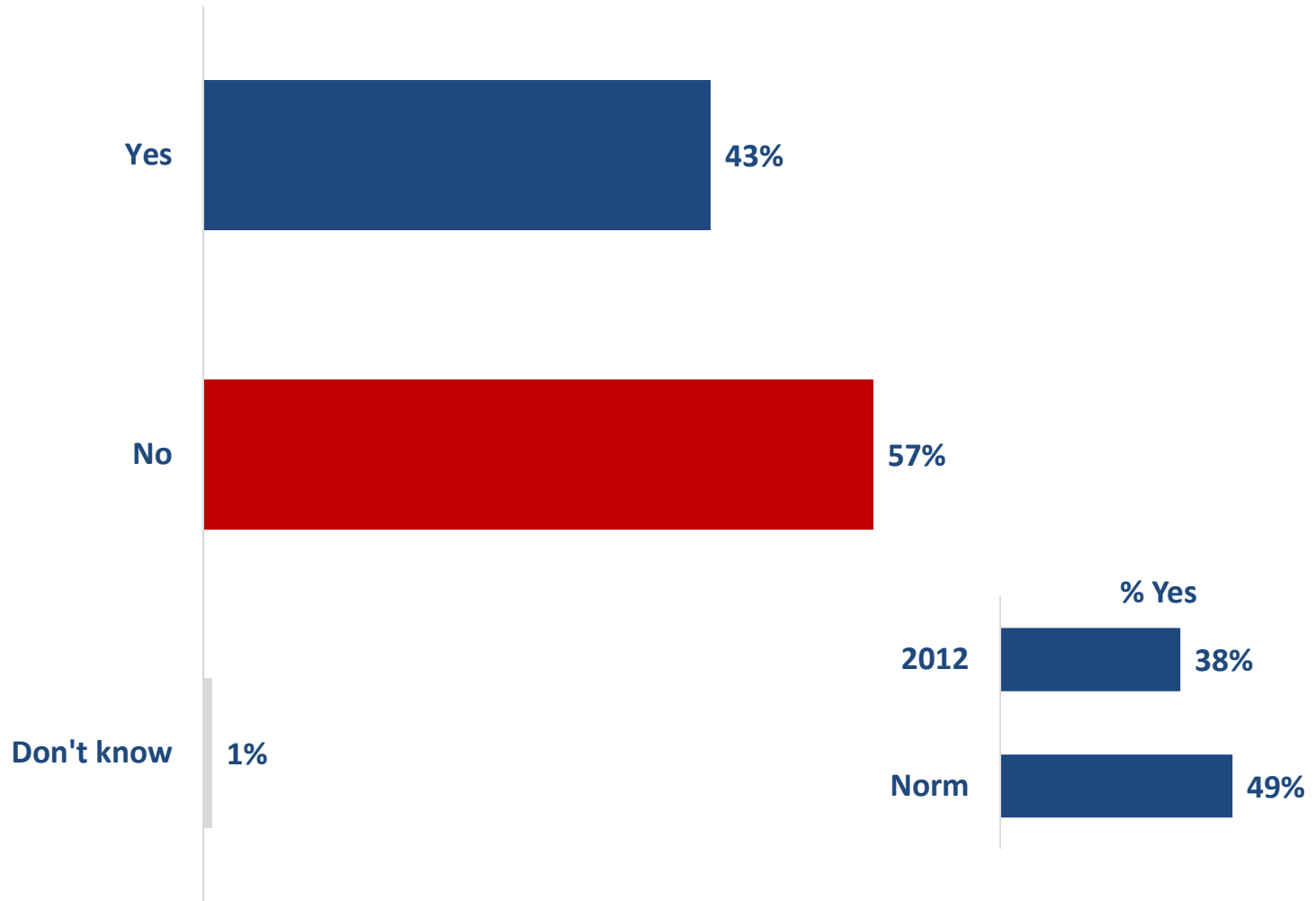
Analysis by Demographic Subgroup

Those living in East Central/East Kelowna are the *least* likely to have contacted the City (27% vs. 58% in Central Kelowna, 45% in South West Kelowna, 44% in North Kelowna).

While analysis of contact method is limited by small sample sizes, gender appears to play a role in determining how citizens reach out to the City. Specifically, telephone contacts are more common among women (55% vs. 31% of men), while in-person visits are popular among men (48% vs 26% of women).



Contacted City Last 12 Months

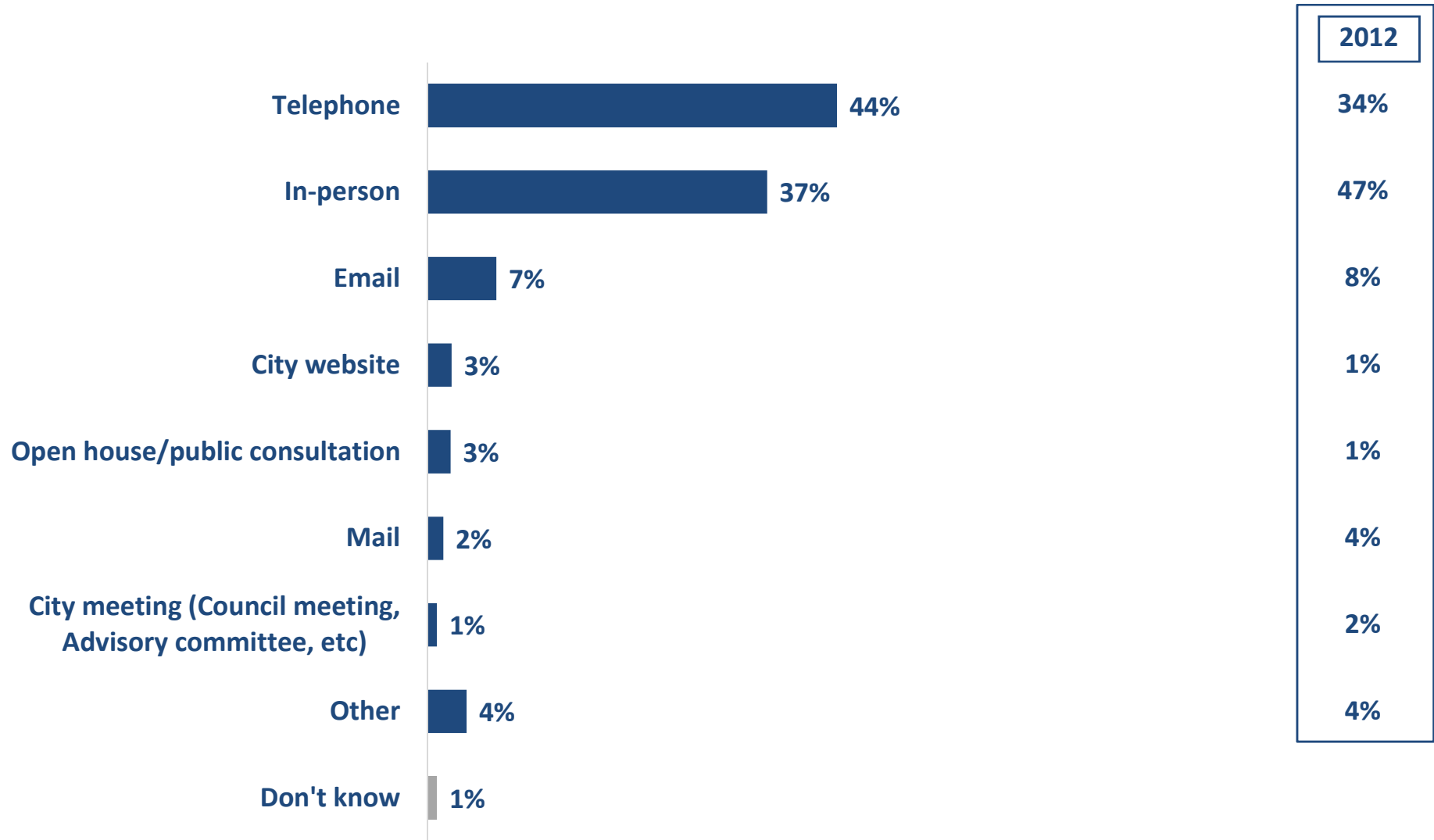


Base: All respondents (n=301)

Q17. In the last 12 months, have you personally contacted or dealt with the City of Kelowna or one of its employees?



Method of Contact



Base: Contacted or dealt with City (n=136)

Q18. How did this contact occur?

Citizens are satisfied with the City's customer service

Eight-in-ten (81%) of those who contacted or dealt with the City in the last 12 months are satisfied with the 'overall service you received', including more than half (55%) saying 'very satisfied'.

Looking at specific service elements shows that citizens are most satisfied with 'staff's courteousness' (97% satisfied, 69% 'very satisfied').

A large majority are also satisfied with:

- 'The ease of reaching staff' (88% satisfied, 52% 'very satisfied');
- 'Staff's helpfulness' (87% satisfied, 62% 'very satisfied');
- 'Staff's knowledge' (86% satisfied, 59% 'very satisfied');
- 'The speed and timeliness of service' (82% satisfied, 57% 'very satisfied'); and,
- 'Staff's ability to resolve your issue' (79% satisfied, 54% 'very satisfied').

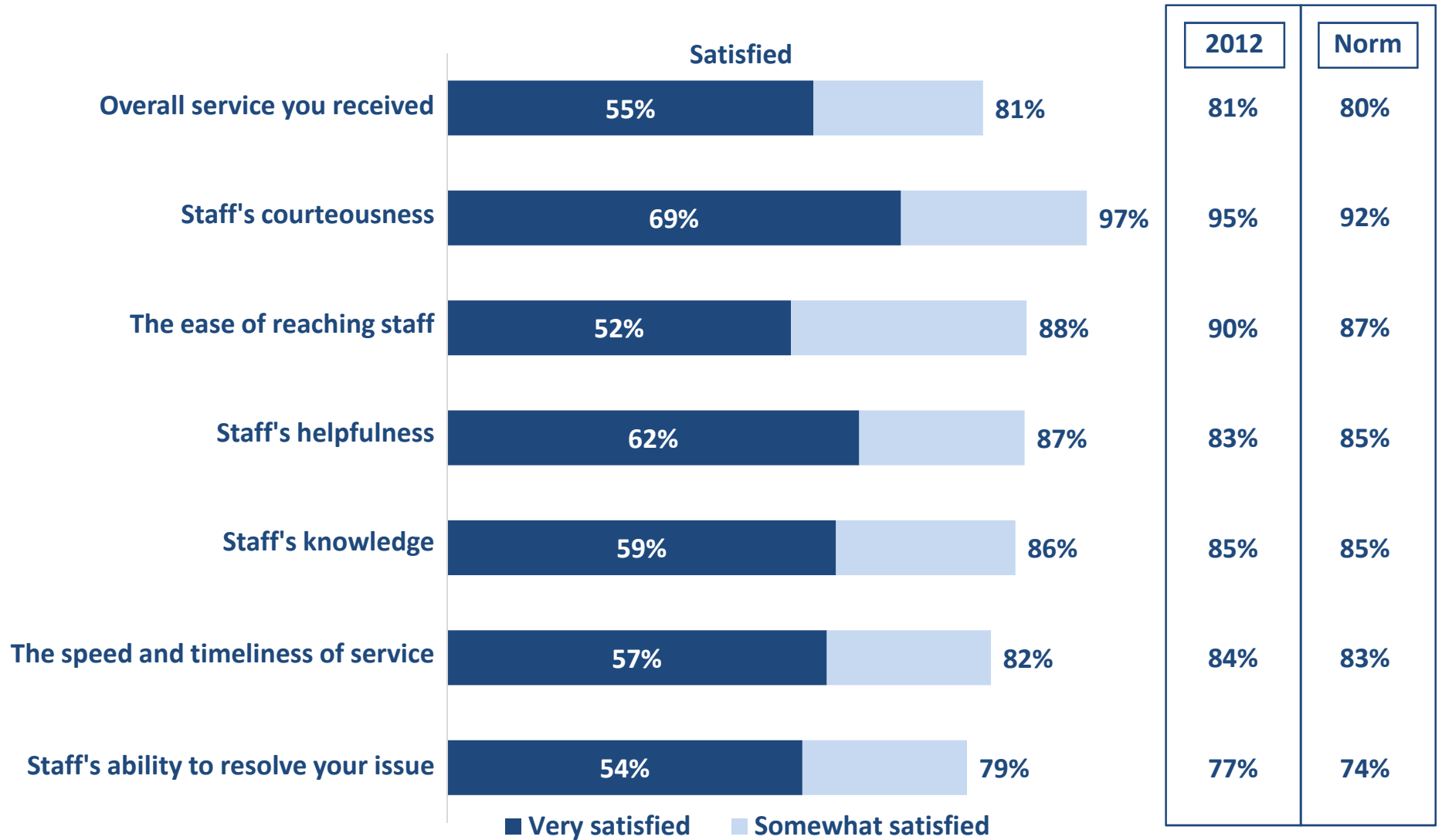
This year's results are not significantly different from 2012 and are on par with other British Columbian municipalities.

Analysis by Demographic Subgroup

Satisfaction with the City's customer service is generally consistent across all key demographic subgroups.



Satisfaction with Customer Service



Base: Contacted or dealt with City (n=136)

Q19. How satisfied are you with...?

Weighted Sample Characteristics



Weighted Sample Characteristics

Gender

Male	47%
Female	53%

Age

18 to 24	11%
25 to 34	17%
35 to 44	13%
45 to 54	21%
55 to 64	20%
65 or older	19%

Area of City

V1W - South West Kelowna	28%
V1Y - Central Kelowna	26%
V1V - North Kelowna	16%
V1X/VIP - East Central Kelowna/East Kelowna	31%

Household Composition

With children under the age of 18	27%
Without children under the age of 18	74%

Length of Residency (in years)

Less than 1	4%
1 to 5	18%
6 to 10	15%
11 to 20	29%
21 to 50	31%
51 or more	4%

Mean 18 years

Income

Under \$30,000	16%
\$30,000 to under \$50,000	13%
\$50,000 to under \$60,000	9%
\$60,000 to under \$75,000	10%
\$75,000 to under \$100,000	17%
\$100,000 or more	25%
Refused	10%

Appendix – Questionnaire



**City of Kelowna
2015 Citizen Survey
Questionnaire FINAL**

INTRODUCTION

Hello, this is _____ calling from Ipsos Reid. We're a professional public opinion research company calling on behalf of the City of Kelowna. We are not selling anything. The City is looking for your input about the programs and services it provides and the issues you think the City should prioritize.

May I please speak with the person in your household 18 years of age or older who most recently had a birthday? Is that you?

Yes **[CONTINUE]**

Don't know **[ASK AGAIN, IF STILL DK/REF THEN THANK AND TERMINATE]**

No

May I speak to that person? **[READ INTRODUCTION]**

(IF NECESSARY: Please be assured that this survey is completely confidential.)

(IF NECESSARY: This survey will take around 15 minutes to complete.)

(INTERVIEWER NOTE: If inconvenient timing, schedule a call back.)

SCREENING

A. First of all, do you or does anyone in your household work for **(READ LIST)?**

[RANDOMIZE]

The City of Kelowna

The media, that is a radio or TV station, newspaper, magazine, or online news source

A market research firm

[ALWAYS LAST] (DO NOT READ) None

[IF 'NONE' IN QA, CONTINUE. OTHERWISE, THANK AND TERMINATE.]

B. Do you live in the City of Kelowna? This does *not* include the District of West Kelowna, the District of Lake Country, or the communities of Joe Rich and Ellison.

Yes

No

[IF 'YES' IN QB, CONTINUE. OTHERWISE, THANK AND TERMINATE.]

C. Can you please provide me with your postal code? (IF NECESSARY, ADD: I assure you that this information will remain completely confidential. We only use it for classification purposes.)

(INTERVIEWER NOTE: Try to get the full 6-digit postal code. If necessary, we will accept only the first 3 digits.)

[CONTINUE IF V1W, V1Y, V1V, V1X, V1P. OTHERWISE, THANK AND TERMINATE.]

D. The City of Kelowna is interested in hearing from a broad cross-section of the public, including representation from all age groups. Please tell me into which of the following age categories you fall. **(READ LIST UNTIL ANSWERED)**

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

[IF 'DK/REF' IN QD, THANK AND TERMINATE. OTHERWISE, CONTINUE.]

E. **(DO NOT ASK)** RECORD GENDER

- Male
- Female

ISSUE AGENDA

1. 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? **[ACCEPT 1 MENTION]** Are there any other important local issues? **[ACCEPT 1 MENTION]** **[IF 'NONE/DK/REF' AT ANY TIME, SKIP TO Q2.]**

- None/nothing
- Other [specify]

[RECORD 1ST MENTION]
[RECORD 2ND MENTION]

QUALITY OF LIFE

2. 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? **[ACCEPT 2 MENTIONS]**

None/nothing
Other [specify]

3. How would you rate the overall quality of life in the City of Kelowna today? Would you say **(READ LIST)**?

Very good
Good
Poor
Very poor

4. And, do you feel that the quality of life in the City of Kelowna in the past three years has **(READ LIST)**?

[ROTATE 1-3, 3-1]
Improved
Stayed the same
Worsened

[IF 'IMPROVED' IN Q4, ASK Q5. OTHERWISE, SKIP TO Q6.]

5. Why do you think the quality of life has improved? **(DO NOT PROBE) [ACCEPT 1 MENTION]**

[IF 'WORSENERD' IN Q4, ASK Q6. OTHERWISE, SKIP TO Q7.]

6. Why do you think the quality of life has worsened? **(DO NOT PROBE) [ACCEPT 1 MENTION]**

CITY SERVICES AND INFRASTRUCTURE

[ASK ALL]

- 7a. How satisfied are you with the overall level and quality of services provided by the City of Kelowna? Would you say **(READ LIST)**?

Very satisfied
Somewhat satisfied
Not very satisfied
Not at all satisfied

I'm now going to read a list of services provided to you by the City of Kelowna. Please tell me how **important** each service is to you personally, and then how **satisfied** you are with that service.

[ASK Q7,Q8 AS A LOOP ASKING EACH ITEM Q7 THEN Q8]

7. How **important** is **[INSERT ITEM]** to you personally on a scale of **(READ LIST)**. How important is **[INSERT ITEM]**? **(REPEAT LIST IF NECESSARY)**

[RANDOMIZE]

- Recreational facilities and programs
- Cultural facilities and programs
- Parks
- Sports fields
- Police services
- Fire services
- Drinking water quality
- Traffic management including traffic calming and improving the flow of traffic
- Road maintenance
- Public transit
- Community cleanliness
- Bike lanes and pedestrian sidewalks
- Community planning

- Very important
- Somewhat important
- Not very important
- Not at all important

8. And now how satisfied are you with **[INSERT ITEM]**? (Are you **(READ LIST)**)? **(REPEAT LIST IF NECESSARY)**

[RANDOMIZE]

- Recreational facilities and programs
- Cultural facilities and programs
- Parks
- Sports fields
- Police services
- Fire services
- Drinking water quality
- Traffic management including traffic calming and improving the flow of traffic
- Road maintenance
- Public transit
- Community cleanliness

Bike lanes and pedestrian sidewalks
Community planning

Very satisfied
Somewhat satisfied
Not very satisfied
Not at all satisfied

FINANCIAL PLANNING

Changing topics slightly...

9. 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 **(READ LIST)**?

Very good value
Fairly good value
Fairly poor value
Very poor value

10. Municipal property taxes are one source 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? **(READ LIST) [ACCEPT 1 MENTION]**

[ROTATE 1-4, 4-1]

Increase taxes – to enhance or expand services
Increase taxes – to maintain services at current levels
Reduce services – to maintain current tax level
Reduce services – to reduce taxes

[ALWAYS LAST] (DO NOT READ) None

11. In addition to adjusting the property tax/service delivery balance, the City of Kelowna has the option of generating additional revenue to help pay for municipal services and programs. To bring in more revenues, would you support or oppose **[INSERT ITEM]**? (Is that strongly or somewhat support/oppose?) How about **[INSERT ITEM]**? **(READ LIST IF NECESSARY)**

[RANDOMIZE]

Corporate sponsorship for municipal programs and facilities
Using City assets like land and infrastructure for entrepreneurial activities

- Support strongly
- Support somewhat
- Oppose somewhat
- Oppose strongly

12. The City of Kelowna works on projects that provide infrastructure that lasts for a long period of time and over multiple generations of residents. In your opinion, how should the City approach paying for these types of projects? Should the City **[INSERT ITEM]** or should the City **[INSERT ITEM]**?

[ROTATE]

- Spread paying for the project over the lifespan of the project
- Save up for the project until it can be paid in full before the start of the project

13. Each year, the City is challenged with allocating capital dollars between renewing or replacing existing infrastructure that supports existing services, and investing in new infrastructure that improves services and accommodates growth. In your opinion, what percentage of the City’s capital dollars should be spent on renewing or replacing existing infrastructure, and what percentage should be spent on investing in new infrastructure? **(RECORD % FOR BOTH) [TOTAL MUST ADD TO 100%] [IF DK/REF TO FIRST ITEM ASKED, DO NOT ASK SECOND ITEM]**

Renewing or replacing existing infrastructure **[RECORD % SPENT ON RENEWING OR REPLACING EXISTING INFRASTRUCTURE]**

Investing in new infrastructure **[RECORD % SPENT ON INVESTING IN NEW INFRASTRUCTURE]**

PRIORITY SETTING

14. 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. The first pair of priorities is **[INSERT ITEMS, SEPARATE BY ‘OR’]**. How about **[INSERT ITEMS, SEPARATE BY ‘OR’]**?

[PAIRED CHOICE – 8 PAIRS PER RESPONDENT – EACH ITEM SHOULD BE PRESENTED ONLY ONCE TO EACH RESPONDENT – RANDOMIZE PAIRS]

- Roads
- Public transit
- Bike lanes
- Sidewalks
- Recreational facilities and programs
- Cultural facilities and programs
- Parks
- Drinking water

Sewage treatment facilities

Police services

Fire services

Encouraging a diverse supply of housing options at different price points

Business and economic development

Enhancing the natural environment

Preservation of historic places (IF NEEDED: buildings, areas, and landscapes that are recognized for their heritage values)

Community cleanliness

[ALWAYS 2ND LAST] (DO NOT READ) Both

[ALWAYS LAST] (DO NOT READ) Neither/none

15. When it comes to investing in transportation other than highway 97 or highway 33, which one of the following do you think should be the greatest priority for the City? **(READ LIST)**
[ACCEPT 1 MENTION] Which one should be the next greatest priority? **(READ REMAINING ITEMS)** **[ACCEPT 1 MENTION]** **[IF 'ALL/NONE/DK/REF' AT ANY TIME, SKIP TO Q17.]**

[RANDOMIZE]

Improving traffic flow

Improving street safety including speed control

Improving public transit

Improving pedestrian and cycling infrastructure

Improving the condition of roads and streets

[ALWAYS 2ND LAST] (DO NOT READ) All of the above

[ALWAYS LAST] (DO NOT READ) None of the above

[RECORD MOST IMPORTANT]

[RECORD 2ND MOST IMPORTANT]

16. DELETE

CUSTOMER SERVICE

17. In the last 12 months, have you personally contacted or dealt with the City of Kelowna or one of its employees?

Yes

No

[IF 'YES' IN Q17, ASK Q18-Q19. OTHERWISE, SKIP TO Q20.]

For the next few questions, please think about the last time you contacted or dealt with the City of Kelowna or one of its employees.

18. How did this contact occur? **(READ LIST IF NECESSARY) [ACCEPT 1 MENTION]**

- Telephone
- Mail
- In-person
- Email
- City website
- Social media (Twitter, Facebook, etc)
- City meeting (Council meeting, Advisory committee, etc)
- Open house/public consultation
- Other [specify]

19. How satisfied are you with the **[INSERT ITEM]**? Would you say **(READ LIST)**? And how satisfied are you with **[INSERT ITEM]**? **(REPEAT LIST IF NECESSARY)**

[RANDOMIZE]

[ALWAYS FIRST] Overall service you received

- Staff's knowledge
- Staff's helpfulness
- Staff's ability to resolve your issue
- Staff's courteousness
- The speed and timeliness of service
- The ease of reaching staff

- Very satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

COMMUNITY SAFETY

[ASK ALL]

Next, a few questions on community safety...

20. Overall, would you describe the City of Kelowna as a **(READ LIST)** community?

- Very safe
- Somewhat safe
- Not very safe
- Not at all safe

21. Do you feel community safety in Kelowna has **(READ LIST)** over the past three years?

[ROTATE 1-3, 3-1]

Improved

Stayed the same

Worsened

[IF 'IMPROVED' IN Q21, ASK Q22. OTHERWISE, SKIP TO Q23.]

22. Why do you feel community safety has improved? **(DO NOT PROBE) [ACCEPT 1 MENTION]**

[IF 'WORSENERD' IN Q21, ASK Q23. OTHERWISE, SKIP TO Q24.]

23. Why do you feel community safety has worsened? **(DO NOT PROBE) [ACCEPT 1 MENTION]**

DEMOGRAPHICS

Finally, I just want to ask you some questions for statistical purposes.

24. How many years have you lived in the City of Kelowna? **(IF LESS THAN 1 YEAR, ENTER 0)**

[RECORD NUMBER OF YEARS] [RANGE 0-99]

25. Do you have any children under the age of 18 living in your household?

Yes

No

26. Which of the following categories best describes your household's annual income? That is, the total income before taxes of all persons in your household combined. Please stop me when I've reached your category. **(READ LIST)**

Under \$30,000

\$30,000 to under \$50,000

\$50,000 to under \$60,000

\$60,000 to under \$75,000

\$75,000 to under \$100,000

\$100,000 or more

Thank you for helping us to complete this survey!