



INFORMATION ONLY COUNCIL REPORT
Finance, Administrative and Protective Services
For the July 24, 2018 Council Meeting

DATE: July 24, 2018
TO: Jim Zaffino, Chief Administrative Officer
FROM: Kirsten Jones, Communications Supervisor
RE: 2018 Citizens' Survey Results

EXECUTIVE SUMMARY:

This year, 281 statistically-accurate surveys and 42 voluntary surveys were received. Surveys were received from every age group. Road maintenance, roads, sidewalks, illegal dumping, growth and development planning and recreation programs for teenagers are services that are not meeting expectations. New on this list in 2018 are drinking water quality, street lighting and building inspection.

BACKGROUND:

The 2018 Citizens' Survey, distributed in the mail in early June, was the eleventh such survey conducted by the City. The survey is the only anonymous, statistically-accurate polling of randomly-selected West Kelowna taxpayers and provides relevant, un-biased information directly from West Kelowna citizens for Council's consideration.

In 2018, the City received 281 completed surveys out of 1,000 mailed out, which was much lower than what was received in both 2016 and 2017:

- 2017, 317 surveys returned
- 2016, 360 surveys returned
- 2015, 360 surveys returned
- 2014, 265 surveys returned
- 2013, 296 surveys returned
- 2012, 321 surveys returned

Survey Results Summary

Following are significant findings from the 2018 Citizens' Survey for Council's information.

Importance Versus Quality Comparison

This year's importance versus quality comparison indicated that Drinking Water Quality, Road Maintenance, and Roads were the top three services not meeting expectations. Respondents also indicated that several services were exceeding expectations including Arenas, the Public Library, Sports Fields and the West Kelowna website.

Following are the services that respondents indicated do not meet expectations for 2018 and 2017.

2018 Services not meeting expectations	2017 Services not meeting expectations
• Drinking Water Quality	• Road Maintenance
• Road Maintenance	• Roads
• Roads	• Illegal Dumping Cleanup Program
• Street Lighting	• Sidewalks
• Sidewalks	• Growth & Development Planning
• Illegal Dumping Cleanup Program	• Recreation Programs for Teenagers
• Growth & Development Planning	• Dedicated Bicycle Lanes
• Recreation Programs for Teenagers	
• Building Inspection	

Below are the services that respondents indicated exceed expectations for 2018 and 2017.

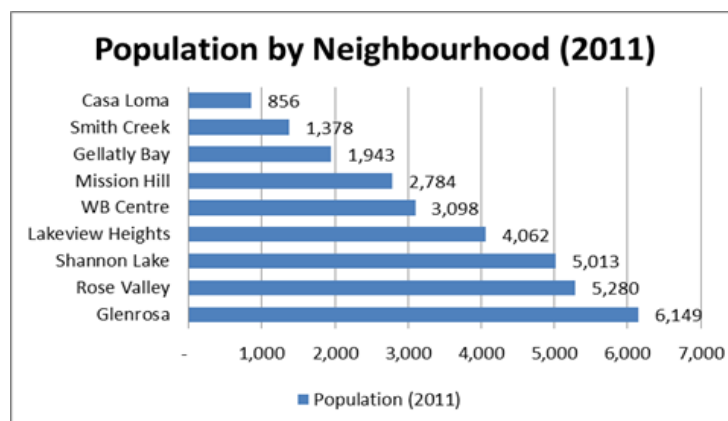
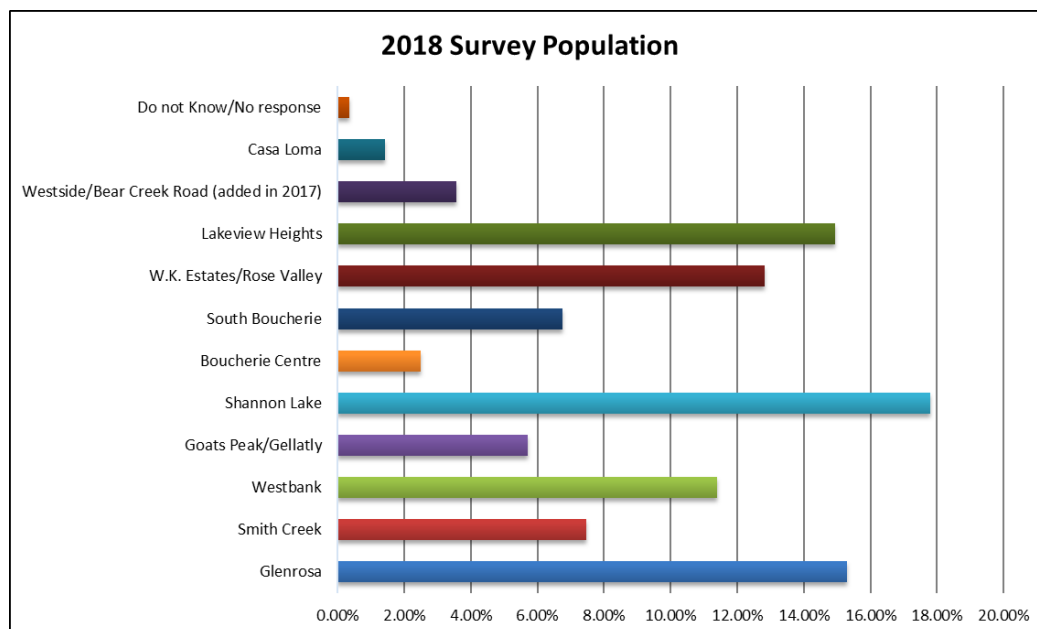
2018 Services exceed expectations	2017 Services exceed expectations
• Recreational Trails	• Arenas
• Swimming Pool	• Public Library
• Arenas	• Community Centres - Halls
• Public Library	• Sports Fields - Soccer/Football
• Sports Fields - Soccer/Football	• Sports Fields - Baseball
• Sports Fields - Baseball	• Skateboards/Bike Parks
• West Kelowna website	

Below are the services that respondents indicated that meet expectations for 2018 and 2017.

2018 Services meeting expectations	2017 Services meeting expectations
• Ease of Travel by Car	• Drinking Water Quality
• Snow Clearing/Removal	• Snow Clearing/Removal
• Residential Recycling	• Air Quality
• Trash Collection	• Fire Department First Response
• Fire Department First Response	• Emergency 911
• Fire Fighting	• Trash Collection
• Emergency 911	• Ease of Travel by Car
• Police Enforcement	• Fire Fighting
• Beaches	• Beaches
• Air Quality	• Yard Waste Collection
• Fire Prevention	• Residential Recycling
• Yard Waste Collection	• Police Enforcement
• Sewage Treatment	• Sewage Treatment
• Parks (Open Space)	• Protection of Waterways
• Protection of Waterways	• Fire Prevention
• Water Conservation Efforts	• Street Lighting
• Noise Control	• Water Conservation Efforts
• Playgrounds	• Parks (Open Space)
• Personal Customer	• Recreational Trails
• Economic Development	• Noise Control
• Bylaw Enforcement	• Personal Customer
• Recreation Programs for Seniors	• Recreation Programs for Seniors
• Recreation Programs for Teenagers	• Swimming Pool
• Recreation Programs for Adults	• Playgrounds
• Recreation Programs for Children	• Bylaw Enforcement
• Community Centres - Halls	• Economic Development
• Dedicated Bicycle Lanes	• Recreation Programs for Adults
• Recreation Programs for Pre-School	• Recreation Programs for Children
• Tourism Promotion	• Building Inspection
• Boat Launch with Parking Facilities	• Recreation Programs for Pre-School
• Ease of Travel by Transit	• Tourism Promotion
• Animal Control	• Boat Launch with Parking Facilities
• Marina	• West Kelowna website
• Cemetery	• Ease of Travel by Transit
• Tennis/Pickleball Courts	• Animal Control
• Skateboards/Bike Parks	• Marina
• Museum	• Cemetery
	• Museum
	• Tennis/Pickleball Courts

Demographics

Following is the neighbourhood statistics of the survey respondents compared with population by neighbourhood statistics for the community. The survey indicates slightly more than proportional representation from the Lakeview Heights and Shannon Lake areas.



**Note "Rose Valley" includes West Kelowna Estates area*

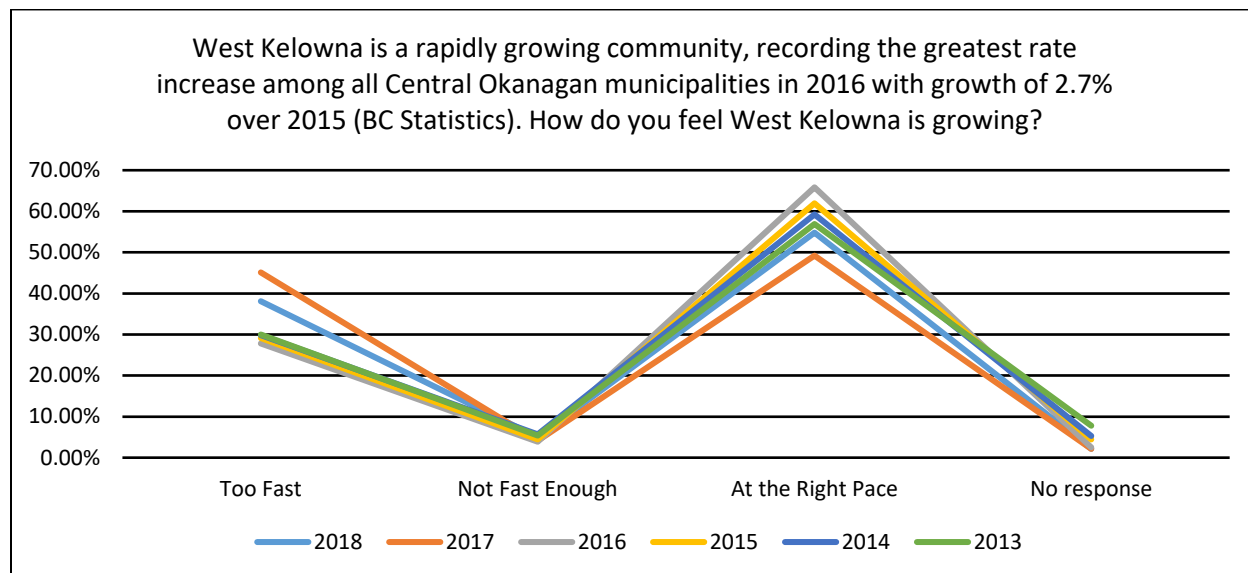
- This year, the City received one survey from people aged 19 to 24 years, equaling 0.36%, last year four were received from this age group.
- 69% of respondents were 55 years or older; in 2017, 64% of respondents were 55 years old or older.
- 47% of respondents are retired; 23% work in Kelowna or north; 16% work in West Kelowna.
- 54% of respondents have owned property in West Kelowna for 10 or more years.

Quality of Life

- 84% of respondents indicate their quality of life in West Kelowna is Good or Very Good. In 2017, 82% indicated Good or Very Good.
- 45% of respondents indicate the performance of their elected officials as Good or Very Good (same as in 2017); 44% indicate performance is average (up from 42% in 2017).

Strategic Planning

- A key finding came from question 9, in that 38% of residents feel that West Kelowna is growing too fast which is down from 45% in 2017.
- 55% of respondents indicate West Kelowna is growing at the right pace, up from 49% in 2017. A visual representation of the results are displayed in the graph below.



- A majority of respondents have some knowledge about the municipality's Transportation Master Plan, Official Community Plan, Westbank Centre Revitalization Plan, Recreational Trails Master Plan, and CNR Wharf Plan
- A majority of respondents have never heard of the municipality's Agricultural Plan (69%) or Memorial Park Plan (65%).
- Respondents were asked to rank from 1 to 6 (with 1 being the most important) how they would invest core infrastructure capital funding. Below is the order of importance indicated for 2018 and 2017. (Please Note: this question updated in 2016 to break out core infrastructure from discretionary capital funding)

Core Infrastructure Capital Funding	
2018	2017
1. Water Infrastructure	1. Roads
2. Roads	2. Water Infrastructure
3. Drainage Infrastructure	3. Sidewalks
4. Sewer Infrastructure	4. Sewer Infrastructure
5. Sidewalks	5. Environmental Protection
6. Environmental Protection	6. Drainage Infrastructure

- Respondents were asked to rank (with 1 being the most important) how they would invest discretionary capital funding (Please Note: Outdoor Sports Field Lighting was removed in 2018):

Discretionary Capital Funding	
2018	2017
1. Waterfront Parks	1. Waterfront Parks
2. Bicycle Lanes	2. Beautification/revitalization
3. Beautification/Revitalization	3. Bicycle lanes
4. Running/Walking Track	4. Running/Walking Track
5. All Weather Sports Field	5. All Weather Sports Field
6. Baseball Fields	6. Boat launches
7. Boat Launches	7. Soccer Fields
8. Soccer Fields	8. Outdoor Sports Field Lighting
9. Outdoor Swimming Pool	9. Baseball Fields
	10. Outdoor Swimming Pool

- It is interesting to note that the results for questions 11 and 12 are almost identical to last year's results, which has now occurred for two years in a row.
- What approach to fund your chosen discretionary infrastructure investments would you support?
 - Overall, 43% would support a 1% tax increase, down from 46% in 2017. (approximately \$16 on the average home)
 - 41% support no tax increase
 - By age demographic, the results are similar:
 - Age 25 to 34, 44% support a 1% tax increase (down from 47% in 2017)
 - Age 75 and over, 42% support a 1% tax increase (down from 47% in 2017)
- 66% of respondents visit Westbank Centre once a week or more (up from 60% in 2017)
 - By neighbourhood, this result varies significantly for Casa Loma residents with 0% visiting Westbank Centre once a week or more (same as in 2017)
- 78% of respondents do not support a tax increase to change Bylaw Enforcement to a proactive level of service; in 2017, 80% of respondents did not support
- Respondents ranked the development of recreational trails in the following order (1 being the most important). This result did not change from 2017 or 2016:
 1. Waterfront trails
 2. Neighbourhood trails
 3. Backcountry/Crown land
- 27% said there is enough affordable housing available for purchase in West Kelowna.
- Respondents were asked what they thought an affordable housing price is.
 - The lowest price provided was \$100,000 while the highest price was \$700,000.
 - The average amongst the answers provided was \$426,588 and the median was \$400,000.

Programs and Services

- 47% of respondents would like to see an online bill payment option offered by the City: up from 43% in 2017.
- 56% of respondents rate the level of service provided by City of West Kelowna staff as Good or Very Good, compared to 55% in 2017.
- 62% of respondents rated the quality of special and seasonal events in West Kelowna, including Music in the Park, as Good or Very Good. The rating is the same as in 2017.

- A majority of respondents indicated that the following Economic Development initiatives were Important or Very important:
 - Assisting local business to grow and succeed
 - Assisting local farmers to grow and succeed
 - Promoting West Kelowna as a place to live, work and invest
 - Attracting Investment
- A majority rated the following Economic Development initiative as Not Important:
 - Foreign Labour Investment
- 84% of respondents never use transit; in 2017, 80% indicated they never use transit.
- 27% said they would use transit if it was offered in their area; 22% said they would use transit if it was more frequent (down from 27% in 2017); 13% indicated they would use transit if buses and bus stops were safer (down from 20% in 2017). 65% indicate they would never use transit, compared to 40% in 2017.

Taxation

- 57% of respondents indicated the preferred choice of keeping taxes the same with the same or less level of service; in 2017, 51% indicated this choice.
- 34% of respondents indicated the Citizens' Survey as their preferred method to be involved in municipal budget decisions; 23% prefer website information, 22% prefer email notification and 13% indicated they don't want to be involved.

Communication

- 47% of respondents indicate that their Tax Notice is the single most important way they learn about the annual tax rate and municipal budget (down from 68% in 2017), followed by Newspaper (18%), and Website/Internet (12%).
- 20% of respondents visit the City's website once a month or more; 24% never have; 49% visit less than once a month.
- The most popular methods for respondents to connect with the City is In Person at Municipal Offices (43%), the Website (41%), or by Telephone (37%)

Written Comments

Respondents were asked “What do you think are the three most important issues West Kelowna Council faces today?” 42 surveys did not include an answer to this question. Of the 239 surveys with responses the key concerns are outlined in this table.

Most Important Issue	Number of Respondents	Percentage of total respondents (239)	Common themes
Water issues/quality	93	39%	Quality needs improvement Treatment plants need work Upgrade our water system
Roads/Sidewalks	68	28%	Lack of sidewalks and bike lanes Bypass specifically mentioned often
City Hall	61 (Up from 28 in 2017)	26%	Proper City Hall needed Build it in a central location Realistic City Hall plan
Homelessness/Crime	31	13%	Fix the homeless problem More RCMP needed More break-ins occurring
Traffic	26	11%	Traffic congestion is bad, particularly before the bridge Hwy 97 Overpass needed Flow, better infrastructure
Growth Management/ Economic Development	18	07%	Encourage new business Support existing business Lack of commercial tax base Population growth Protect ALR lands

This year, homelessness/crime was indicated repeatedly in written comments of Question 14 where the subject had not appeared as a common theme in past surveys.

Attached are full results from all respondents and a booklet providing comparison results, if data is available, for the past five years. Results have also been broken out by neighbourhoods and age categories and have been provided in a binder for Council's information along with all written responses. Results of the voluntarily provided surveys have also been provided to Council.

Respectfully submitted,

Kirsten Jones
Communications Supervisor

Tracey Batten
Deputy CAO

PowerPoint: Yes No

Attachments:
2018 Citizens' Survey Results - All

Approved for Agenda	
_____ Jim Zaffino, CAO	_____ Date