



COUNCIL REPORT  
Finance, Administrative and Protective Services  
For the May 14, 2019 Council Meeting

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DATE: May 7, 2019  
TO: Jim Zaffino, CAO  
FROM: Kirsten Jones, Communications Supervisor  
RE: 2019 Citizens' Survey

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**RECOMMENDED MOTION:**

**THAT** Council direct staff to conduct an online 2019 Citizens' Survey to run from June 10 to 28, 2019, and concurrently distribute to 1,000 randomly selected homes a direct-mail survey, with processing and analysis completed internally and the results of both surveys provided to Council.

**BACKGROUND:**

The 2018 Citizens' Survey was the 11th direct mail, statistically-accurate survey conducted by the City. The survey was experiencing a decline in responses over the past three years and results did not represent an accurate demographic sampling of the populace, with a larger than proportional number of respondents aged over 55. West Kelowna Council requested the City's Communications Department investigate offering an online survey in the interest of attracting more respondents from younger age groups.

A voluntary online survey will not be considered statistically accurate as the City cannot control with certainty who will fill out a survey or how many times a survey can be taken by an individual. However, statistical significance of online survey results corresponds with the number of surveys completed; if more surveys are completed, results are more statistically significant. The City can also carefully review online results to determine if multiple, identical surveys are submitted by the same IP address (numerical label assigned to a device connected to a computer network).

Communications recommends both versions of the survey be conducted. The statistically accurate, mailed survey results can then be compared with the online survey results to help establish confidence in online surveys of this nature.

The significant benefit of an online survey is the cost which, at approximately \$450 for the purchase of an online service, is significantly lower than the cost to print and mail the surveys at approximately \$3,200. The direct-mail survey is created in-house and data entry is completed by City staff; this is not calculated in the cost. Similar statistically-accurate surveys, including telephone polls, online surveys with access codes and direct-mailed surveys can cost \$15,000 to \$30,000 when conducted by a consultant.

As there are some members of the community without access to the internet, the City will provide the option to obtain a paper copy of the survey at City Hall which can be manually completed and handed in.

Both the surveys will be anonymous with only high-level demographic information collected, ensuring the City maintains compliance with Canadian and provincial privacy laws.

Pending Council's approval, Communications will mail out 1,000 surveys in late May to randomly selected West Kelowna property owners from each of the City's neighbourhoods. Participants are provided a stamped, addressed envelope to return their completed surveys to the City by June 28, 2019. Pending Council's approval, Communications will also prepare an online survey to run from June 10 to June 28, 2019.

Communications will encourage West Kelowna residents to take the survey through promotion via the media, newspaper advertising, website e-notification, and social media posts.

Results will be tabulated and provided to Council in summer 2019.

Attached for Council's review and comments is the draft 2019 Citizens' Survey questionnaire.

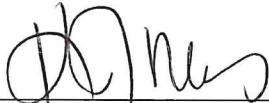
FINANCIAL IMPLICATIONS:

- Printing and mail out of 1,000 surveys, with addressed, stamped envelopes included costs approximately \$3,200
- Online survey service subscription - \$450/year

ALTERNATE RECOMMENDATION:

THAT Council direct staff to conduct an online survey only from June 10 to 28, 2019 with results provided to Council.

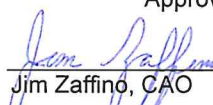
Respectfully submitted,



Kirsten Jones  
Communications Supervisor

  
Tracey Batten, Deputy CAO

Attachments: Draft 2019 Citizens' Survey questionnaire

Approved for Agenda	
 Jim Zaffino, CAO	May 7, 2019 Date

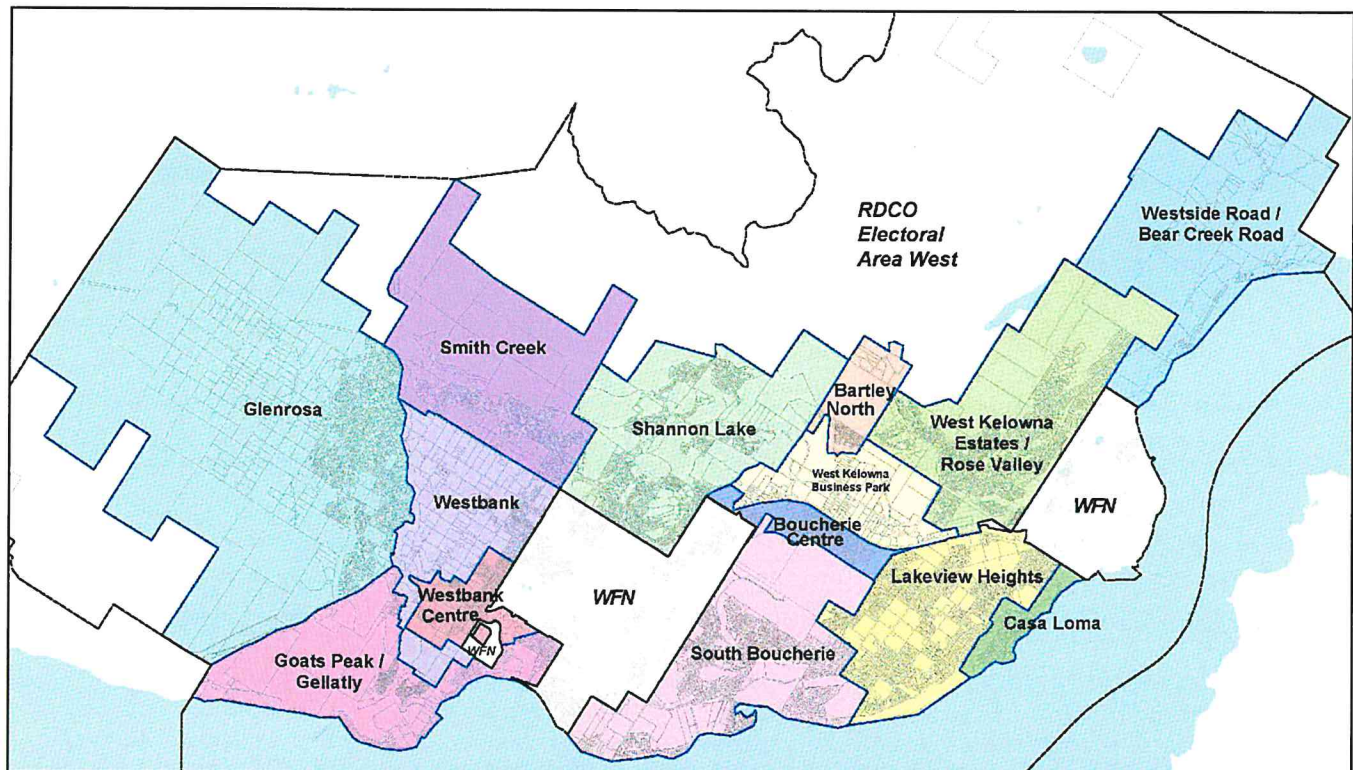




# 2019 CITIZENS' SURVEY

## Hello West Kelowna Resident!

You have been randomly selected to participate in the City of West Kelowna's Annual Citizens' Survey. This anonymous, statistically-accurate survey provides West Kelowna Council with information related to the municipality's services and is one of the key tools Council uses in setting priorities during budget deliberations. The survey should take you less than 15 minutes to complete. When you are done, place it in the enclosed postage-paid envelope and drop it in the mail or deliver directly to West Kelowna Municipal Hall. Surveys must be returned by **Friday, June 28 by 4 p.m.** to be included in statistical data.



2760 Cameron Road, West Kelowna, BC V1Z 2T6

Tel.: 778.797.1000; Fax: 778.797.1001

info@westkelownacity.ca; www.westkelownacity.ca

## DEMOGRAPHICS

### 1. In which neighbourhood of West Kelowna do you live or own property? (See map on cover)

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Glenrosa                 | <input type="checkbox"/> Shannon Lake                     | <input type="checkbox"/> Lakeview Heights              |
| <input type="checkbox"/> Smith Creek              | <input type="checkbox"/> Boucherie Centre                 | <input type="checkbox"/> Casa Loma                     |
| <input type="checkbox"/> Westbank/Westbank Centre | <input type="checkbox"/> South Boucherie                  | <input type="checkbox"/> Westside Road/Bear Creek Road |
| <input type="checkbox"/> Goats Peak/Gellatly      | <input type="checkbox"/> West Kelowna Estates/Rose Valley | <input type="checkbox"/> Other, please specify _____   |

### 2. Please indicate the location of your employment or business.

- |   |   |                                  |
|---|---|----------------------------------|
| <input type="checkbox"/> West Kelowna       | <input type="checkbox"/> My Home                      | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Kelowna or North   | <input type="checkbox"/> Not employed                 |                                  |
| <input type="checkbox"/> Peachland or South | <input type="checkbox"/> Other, please specify: _____ |                                  |

### 3. How many vehicles are part of your household?

- |                               |                                |   |
|-------------------------------|--------------------------------|---|
| <input type="checkbox"/> None | <input type="checkbox"/> Two   | <input type="checkbox"/> Four           |
| <input type="checkbox"/> One  | <input type="checkbox"/> Three | <input type="checkbox"/> More than four |

### 4. How long have you lived or owned property in West Kelowna?

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Under 1 year          | <input type="checkbox"/> Between 5 and 10 years  | <input type="checkbox"/> More than 20 years |
| <input type="checkbox"/> Between 1 and 5 years | <input type="checkbox"/> Between 10 and 20 years |   |

### 5. Please indicate your gender.

- |                               |                                 |
|-------------------------------|---------------------------------|
| <input type="checkbox"/> Male | <input type="checkbox"/> Female |
|-------------------------------|---------------------------------|

### 6. Please indicate your age group.

- |                                   |                                   |                                     |
|-----------------------------------|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> Under 19 | <input type="checkbox"/> 35 to 44 | <input type="checkbox"/> 65 to 74   |
| <input type="checkbox"/> 19 to 24 | <input type="checkbox"/> 45 to 54 | <input type="checkbox"/> 75 or over |
| <input type="checkbox"/> 25 to 34 | <input type="checkbox"/> 55 to 64 |                                     |

## QUALITY OF LIFE

### 7. Taking all things in consideration, how would you rate your overall quality of life in West Kelowna?

- |                                    |                                  |                                    |
|------------------------------------|----------------------------------|------------------------------------|
| <input type="checkbox"/> Very Good | <input type="checkbox"/> Average | <input type="checkbox"/> Very Poor |
| <input type="checkbox"/> Good      | <input type="checkbox"/> Poor    |                                    |

### 8. In general, how would you rate the performance of your elected officials, West Kelowna Council?

- |                                    |                                  |                                    |
|------------------------------------|----------------------------------|------------------------------------|
| <input type="checkbox"/> Very Good | <input type="checkbox"/> Average | <input type="checkbox"/> Very Poor |
| <input type="checkbox"/> Good      | <input type="checkbox"/> Poor    |                                    |



## STRATEGIC PLANNING

### 9. How do you feel West Kelowna is growing?

- ☐ At the right pace
 ☐ Too fast
 ☐ Not fast enough

### 10. Please indicate your awareness about the City of West Kelowna's following strategic plans:

	Very knowledgeable	Somewhat knowledgeable	Never heard of it
Transportation Master Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Official Community Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Westbank Centre Revitalization Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreational Trails Master Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agricultural Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic Development Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CNR Wharf Park Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Memorial Park Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks Master Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 11. How do you think West Kelowna Council should invest its core infrastructure capital funding? Please rank from 1 to 6 (using numbers only once), with 1 being most important.

- ☐ Roads
 ☐ Drainage Infrastructure
 ☐ Sewer Infrastructure  
☐ Sidewalks
 ☐ Water Infrastructure
 ☐ Environmental Protection

### 11a. What approach to fund your chosen core infrastructure investments would you support?

- ☐ 1% tax increase (approximately \$18 on a typical West Kelowna home valued at \$520,000)  
☐ 5% tax increase (approximately \$87 on a typical home)  
☐ City borrowing funds ... If this option selected, tell us how much Council should borrow \_\_\_\_\_  
☐ None of the above, work within existing budget

### 12. How do you think West Kelowna Council should invest its discretionary capital funding? Please rank from 1 to 10 (using numbers only once), with 1 being most important.

- ☐ Bicycle Lanes
 ☐ Outdoor Sports Field Lighting
 ☐ Boat Launches  
☐ Waterfront Parks
 ☐ Beautification/Revitalization
 ☐ Running/Walking Track  
☐ All Weather Sports Field
 ☐ Outdoor Swimming Pool
 ☐ Soccer Fields  
☐ Ball Fields

### 12 a. What approach to fund your chosen discretionary infrastructure investments would you support?

- ☐ 1% tax increase (approximately \$18 on a typical West Kelowna home valued at \$520,000)  
☐ 5% tax increase (approximately \$87 on a typical home)  
☐ City borrowing funds and making debt payments  
☐ None of the above, work within existing budget

## STRATEGIC PLANNING - CONTINUED

**13. In the past year, how often have you been to West Kelowna's downtown, Westbank Centre?**  
(see map on cover page)

- ☐ More than once a week      ☐ Once a month      ☐ Never  
☐ Once a week      ☐ Once a year

**14. What do you think are the three most important issues West Kelowna Council faces today?**

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

**15. Should the Regional District of Central Okanagan continue to operate the temporary Westside Transfer Station for residential waste and recycling drop off at the current annual cost of \$32.51 per West Kelowna property? (The Glenmore Landfill in Kelowna is the closest alternative to drop off yard and household waste.)**

- ☐ Yes      ☐ No

**16. In the past year, how often have you used the Westside Transfer Station for garbage or recycling disposal?**

- ☐ One time      ☐ Once a month      ☐ Never  
☐ Two or three times      ☐ More than once a month

**17. Currently, Bylaw Enforcement in the municipality is based on complaints. Do you think West Kelowna Council should consider a tax increase to change this to a proactive (seeking out infractions) level of service?**

- ☐ Yes      ☐ No

**18. Please rank from 1 to 3 where West Kelowna Council should pursue development of recreation trail networks. (1 is most important)**

- ☐ Back country/Crown land (ie: Smith Creek, Rose Valley, Mt. Boucherie)  
☐ Waterfront trails  
☐ Neighbourhood trails

**19. Please pick the top two customer service enhancements you would like West Kelowna Council to pursue:**

- ☐ Mobile application      ☐ More online surveys      ☐ Online business licensing option  
☐ Information videos      ☐ Online bill payment option      ☐ Community message board at facilities

**20. Are you interested in a community trail along the waterfront between Kelowna and Peachland?**

- ☐ Yes      ☐ No      ☐ No opinion

**21. Do you think there is enough entry-level housing in West Kelowna?**

- ☐ Yes      ☐ No      ☐ No opinion

**22. Do you think there is enough housing for seniors in West Kelowna?**

- ☐ Yes      ☐ No      ☐ No opinion

## PROGRAMS & SERVICES

**23. How would you rate the level of service provided by staff of the City of West Kelowna?**

- ☐ Very good
 ☐ Average
 ☐ Very Poor  
☐ Good
 ☐ Poor

**24. How do you rate the quality of special and seasonal events in your community (Music in the Park, City Centre Light Up, Easter Eggstravaganza)**

- ☐ Very good
 ☐ Average
 ☐ Very Poor  
☐ Good
 ☐ Poor

**25. How do you rate the quality of residential garbage, recycling and yard waste collection in West Kelowna?**

- ☐ Very good
 ☐ Average
 ☐ Very Poor  
☐ Good
 ☐ Poor

**26. Please rank the importance of the following economic development initiatives:**

	Very Important	Important	Not Important
Assisting local business to grow and succeed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assisting local farmers to grow and succeed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attracting investment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foreign labour recruitment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve development approval and permitting process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promoting West Kelowna as a place to live, work, invest and retire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Revitalizing Westbank Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**27. How often do you typically use the transit system in West Kelowna?**

- ☐ Five times a week or more
 ☐ Once or twice a month
 ☐ Never  
☐ Once or twice a week
 ☐ Once or twice a year

**28. Please indicate if you agree or disagree with the following statements regarding West Kelowna's transit service:**

	Agree	Disagree
I would use transit more if it was more frequent	<input type="checkbox"/>	<input type="checkbox"/>
I would use transit more if it was offered in my area	<input type="checkbox"/>	<input type="checkbox"/>
I would use transit more if it cost less	<input type="checkbox"/>	<input type="checkbox"/>
I would use transit if buses and bus stops were safer	<input type="checkbox"/>	<input type="checkbox"/>
I would never use transit	<input type="checkbox"/>	<input type="checkbox"/>



## TAXATION

29. If faced with the following choices, what would you advise West Kelowna Council to do?

- ☐ Raise taxes and improve level of service
 ☐ Keep taxes the same with the same or less level of service  
☐ Lower taxes and reduce level of service
 ☐ Raise taxes and put the money into Reserves

30. Please indicate how much West Kelowna Council should rely on the following sources of revenue:

	Rely More	Same	Rely Less
Property Taxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
User fees and charges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Long-term borrowing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reserves/savings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

31. How do you like to be involved in municipal budget decisions?

- ☐ This survey
 ☐ E-Notification
 ☐ Don't want to be involved  
☐ Public budget meeting
 ☐ Website information

## COMMUNICATION

32. How do you rate the City of West Kelowna at keeping you informed about news, events or recreation programs?

- ☐ Very good
 ☐ Good
 ☐ Average
 ☐ Poor
 ☐ Very poor

33. What is the single most important way you learn about the annual tax rate and municipal budget?

- ☐ Newspaper
 ☐ Radio
 ☐ Council meeting  
☐ Television
 ☐ Mail out - Tax notice
 ☐ Newsletters  
☐ Public Meeting
 ☐ Website/Internet
 ☐ E-Notification email

34. How often do you access the City of West Kelowna's website, [www.westkelownacity.ca](http://www.westkelownacity.ca)?

- ☐ Once a day or more
 ☐ Once a month
 ☐ Never  
☐ Once a week
 ☐ Less than once a month

35. If you have accessed [www.westkelownacity.ca](http://www.westkelownacity.ca), the City of West Kelowna's website, please rate it for:

	Very Good	Good	Average	Poor	Very Poor
Visual appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comprehensive information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online mapping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

36. How do you currently connect with the City of West Kelowna (check all that apply)?

- ☐ Email
 ☐ Telephone
 ☐ E-Notification subscription
 ☐ In person at municipal offices  
☐ Website
 ☐ Social Media
 ☐ Mayor and Council
 ☐ Nothing, I never do



Please rate the  
**QUALITY** of these services  
(check [ ☒ ] only one)

Please rate the  
**IMPORTANCE** of these services  
(check [ ☒ ] only one)

SERVICE	Very Good				Very Bad	Very High				Very Low
	1	2	3	4	5	1	2	3	4	5
Street Lighting										
Ease of Travel by Car										
Ease of Travel by Transit										
Dedicated Bicycle Lanes										
Sidewalks										
Animal Control										
Police Enforcement										
Bylaw Enforcement										
Economic Development										
Tourism Promotion										
Growth & Development Planning										
Building Inspection										
Fire Prevention										
Fire Fighting										
Public Library										
Museum										
Arenas										
Community Centres - Halls										
Swimming Pool										
West Kelowna Website										
Tennis/Pickleball Courts										
Skateboard/Bike Parks										
Recreational Trails										
Roads										
Boat Launch with Parking Facilities										
Marina										
Playgrounds										
Recreation Programs for Pre-School										
Recreation Programs for Children										
Recreation Programs for Teenagers										
Recreation Programs for Adults										
Recreation Programs for Seniors										
Parks (Open Space)										

Please rate the  
**QUALITY** of these services  
(check [ ☒ ] only one)

Please rate the  
**IMPORTANCE** of these services  
(check [ ☒ ] only one)

SERVICE	Very Good				Very Bad	Very High				Very Low
	1	2	3	4	5	1	2	3	4	5
Beaches										
Cemetery										
Drinking Water Quality										
Personal Customer Service										
Water Conservation Efforts										
Trash Collection										
Residential Recycling										
Sewage Treatment										
Yard waste Collection										
Emergency 911										
Noise Control										
Fire Department First Response										
Air Quality										
Snow Clearing/Removal										
Road Maintenance										
Protection of Waterways										
Illegal Dumping Cleanup Program										
Soccer/Football Fields										
Ball Fields										

Please provide any additional comments you may have for West Kelowna Council.

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*Thank you for participating in our  
annual Citizens' Survey.  
Your time is appreciated and  
your input is extremely valuable  
as we consider future budgets,  
projects and programs for  
the City of West Kelowna.*

*- West Kelowna Council*