



INFORMATION ONLY COUNCIL REPORT  
Finance, Administrative & Protective Services  
For the August 27, 2019 Regular Council Meeting

---

DATE: August 20, 2019  
TO: Paul Gipps, CAO  
FROM: Kirsten Jones, Strategic Communications Manager  
RE: 2019 Citizens' Survey Results

---

**EXECUTIVE SUMMARY:**

Council agreed to take a different approach to its annual survey of West Kelowna residents in 2019 in the interest of encouraging more surveys to be completed and a more accurate demographic sampling. The 2019 Citizens' Survey was mailed as usual to 1,000 randomly-selected households but was also offered online for the first year ever. The result was 284 surveys returned in the mail and 683 completed online and a larger sampling from residents under 55 years old.

The mailed and online survey results, when compared, are similar and help to establish confidence in online, voluntary surveys despite not meeting the criteria of a statistically-accurate survey.

Both surveys indicate the following services are not meeting expectations:

- **Drinking water quality**
- **Roads**
- **Road Maintenance**
- **Sidewalks**
- **Growth & Development Planning**
- **Illegal Dumping Cleanup Program**
- **Economic Development**
- **Recreation Program for Teenagers**

Also, the mailed survey results indicated **Dedicated Bicycle Lanes** and the online survey results indicated **Protection of Waterways** as areas not meeting expectations.

**BACKGROUND:**

The 2019 Citizens' Survey was conducted in the month of June with two, concurrent surveys offered. The City of West Kelowna mailed 1,000 surveys to randomly-selected households across the community. The survey was also offered online. Council agreed at its meeting on May 14, 2019 to offer the survey online in 2019 in an effort to encourage more responses and to secure a more accurate demographic polling.

## Completed Surveys

The City received 283 completed mailed surveys in 2019. This is typical of the mailed survey. In 2018, the City received 281 completed surveys, a lower number than was received in 2017 (317) and 2016 (360). The City received 608 completed online surveys. This number can likely be increased in future with some adjustments to the survey. Approximately 300 surveys were abandoned with a common concern of respondents being that the survey was too long.

## Age Demographics

The mailed survey, which has been offered each year since 2008, typically has a higher-than-proportional age demographic. For instance, in 2018, 69% of respondents were 55 years of age or older. The 2019 mailed surveys indicate just over 64% of respondents were over the age of 55 (with 17%, or 49 respondents, not answering the question). By contrast, the online survey age demographics indicate 40% of respondents are 55 years of age or older. The demographics of the online survey align more closely with the statistical age demographics of the community than the mailed survey demographics (35% of West Kelowna's population is 55 years of age or older; 2016 Census.)

## RESULTS

### Importance Versus Quality

A key element of both the online and mailed survey is the Importance Versus Quality comparison. Respondents are asked to rate a service for importance and then again for quality. The data is graphed and clearly indicates when a larger than normal discrepancy exists between service level and importance. Discrepancies determine if a service exceeds, meets, or falls short of taxpayers' expectations.

Results of the Importance Versus Quality comparison are broken out by Mailed and Online Responses and listed with last year's survey results.

NOT MEETING EXPECTATIONS		
2019 MAILED RESPONSES	2019 ONLINE RESPONSES	2018 MAILED RESPONSES
<ul style="list-style-type: none"><li>• Drinking Water Quality</li><li>• Roads</li><li>• Road Maintenance</li><li>• Sidewalks</li><li>• Growth &amp; Development Planning</li><li>• Illegal Dumping Cleanup Program</li><li>• Economic Development Recreation Programs for Teenagers</li><li>• Dedicated Bicycle Lanes</li></ul>	<ul style="list-style-type: none"><li>• Drinking Water Quality</li><li>• Roads</li><li>• Road Maintenance</li><li>• Protection of Waterways</li><li>• Sidewalks</li><li>• Growth &amp; Development Planning</li><li>• Economic Development</li><li>• Illegal Dumping Cleanup Program</li><li>• Recreation Programs for Teenagers</li></ul>	<ul style="list-style-type: none"><li>• Drinking Water Quality</li><li>• Road Maintenance</li><li>• Roads</li><li>• Street Lighting</li><li>• Sidewalks</li><li>• Illegal Dumping Cleanup Program</li><li>• Growth &amp; Development Planning</li><li>• Building Inspection</li></ul>

EXCEEDING EXPECTATIONS		
2019 MAILED RESPONSES	2019 ONLINE RESPONSES	2018 MAILED RESPONSES
<ul style="list-style-type: none"> <li>Swimming Pool</li> <li>Arenas</li> <li>Public Library</li> <li>Soccer/Football Fields</li> <li>West Kelowna Website</li> <li>Ball Fields</li> <li>Skateboard/Bike Parks</li> <li>Tennis/Pickleball Courts</li> </ul>	<ul style="list-style-type: none"> <li>Yard Waste Collection</li> <li>Arenas</li> <li>Public Library</li> <li>Noise Control</li> <li>West Kelowna Website</li> <li>Soccer/Football Fields</li> <li>Ball Fields</li> <li>Animal Control</li> <li>Skateboard/Bike Parks</li> <li>Tennis/Pickleball Courts</li> </ul>	<ul style="list-style-type: none"> <li>Recreational Trails</li> <li>Swimming Pool</li> <li>Arenas</li> <li>Public Library</li> <li>Sports Fields – Soccer/Football</li> <li>Sports Fields – Baseball</li> <li>West Kelowna Website</li> </ul>

MEETING EXPECTATIONS		
2019 MAILED RESPONSES	2019 ONLINE RESPONSES	2018 MAILED RESPONSES
<ul style="list-style-type: none"> <li>Residential Recycling</li> <li>Trash Collection</li> <li>Fire Department First Response</li> <li>Snow Clearing/Removal</li> <li>Fire Fighting</li> <li>Emergency 911</li> <li>Ease of Travel by Car</li> <li>Police Enforcement</li> <li>Sewage Treatment</li> <li>Yard Waste Collection</li> <li>Fire Prevention</li> <li>Air Quality</li> <li>Beaches</li> <li>Street Lighting</li> <li>Water Conservation Efforts</li> <li>Protection of Waterways</li> <li>Parks (Open Space)</li> <li>Recreational Trails</li> <li>Playgrounds</li> <li>Noise Control</li> <li>Recreation Programs for Seniors</li> <li>Economic Development</li> </ul>	<ul style="list-style-type: none"> <li>Fire Fighting</li> <li>Fire Department First Response</li> <li>Emergency 911</li> <li>Fire Prevention</li> <li>Police Enforcement</li> <li>Snow Clearing/Removal</li> <li>Beaches</li> <li>Air Quality</li> <li>Ease of Travel by Car</li> <li>Parks (Open Space)</li> <li>Residential Recycling</li> <li>Trash Collection</li> <li>Sewage Treatment</li> <li>Recreational Trails</li> <li>Street Lighting</li> <li>Water Conservation Efforts</li> <li>Playgrounds</li> <li>Swimming Pool</li> <li>Recreation Programs for Children</li> <li>Bylaw Enforcement</li> <li>Personal Customer Service</li> </ul>	<ul style="list-style-type: none"> <li>Ease of Travel by Car</li> <li>Snow Clearing/Removal</li> <li>Residential Recycling</li> <li>Trash Collection</li> <li>Fire Department First Response</li> <li>Fire Fighting</li> <li>Emergency 911</li> <li>Police Enforcement</li> <li>Beaches</li> <li>Air Quality</li> <li>Fire Prevention</li> <li>Yard Waste Collection</li> <li>Sewage Treatment</li> <li>Parks (Open Space)</li> <li>Protection of Waterways</li> <li>Water Conservation Efforts</li> <li>Noise Control</li> <li>Playgrounds</li> <li>Personal Customer</li> <li>Economic Development</li> <li>Bylaw Enforcement</li> <li>Recreation Programs for Seniors</li> </ul>

## MEETING EXPECTATIONS - Continued

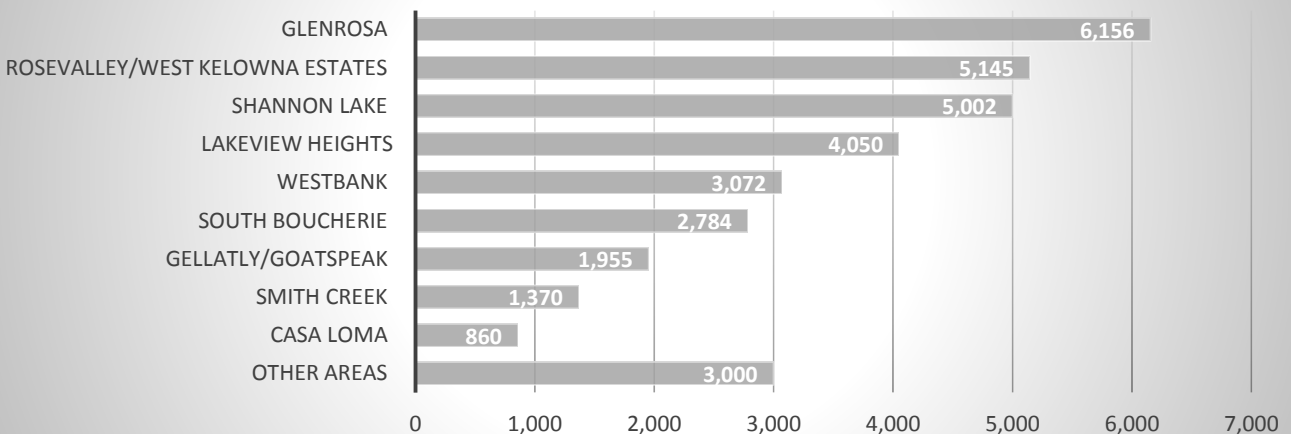
2019 MAILED RESPONSES	2019 ONLINE RESPONSES	2018 MAILED RESPONSES
<ul style="list-style-type: none"> <li>• Bylaw Enforcement</li> <li>• Recreation Programs for Adults</li> <li>• Personal Customer Service</li> <li>• Recreation Programs for Children</li> <li>• Building Inspection</li> <li>• Recreation Programs for Pre-School</li> <li>• Tourism Promotion</li> <li>• Community Centres - Halls</li> <li>• Ease of Travel by Transit</li> <li>• Boat Launch with Parking Facilities</li> <li>• Animal Control</li> <li>• Marina</li> <li>• Cemetery</li> <li>• Museum</li> </ul>	<ul style="list-style-type: none"> <li>• Recreation programs for Seniors</li> <li>• Recreation Programs for Adults</li> <li>• Recreation Programs for Pre-School</li> <li>• Building Inspection</li> <li>• Tourism Promotion</li> <li>• Community Centres - Halls</li> <li>• Dedicated Bicycle Lanes</li> <li>• Ease of Travel by Transit</li> <li>• Boat Launch with Parking Facilities</li> <li>• Marina</li> <li>• Cemetery</li> <li>• Museum</li> </ul>	<ul style="list-style-type: none"> <li>• Recreation Programs for Teenagers</li> <li>• Recreation Programs for Adults</li> <li>• Recreation Programs for Children</li> <li>• Community Centres - Halls</li> <li>• Dedicated Bicycle Lanes</li> <li>• Recreation Programs for Pre-School</li> <li>• Tourism Promotion</li> <li>• Boat Launch with Parking Facilities</li> <li>• Ease of Travel by Transit</li> <li>• Animal Control</li> <li>• Marina</li> <li>• Cemetery</li> <li>• Tennis/Pickleball Courts</li> <li>• Skateboards/Bike Parks</li> <li>• Museum</li> </ul>

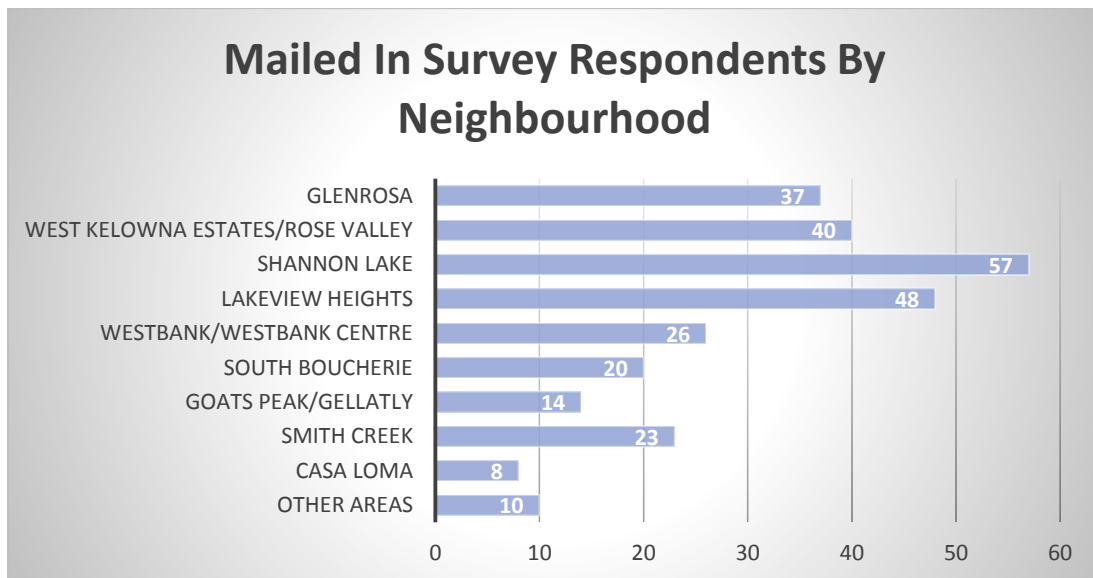
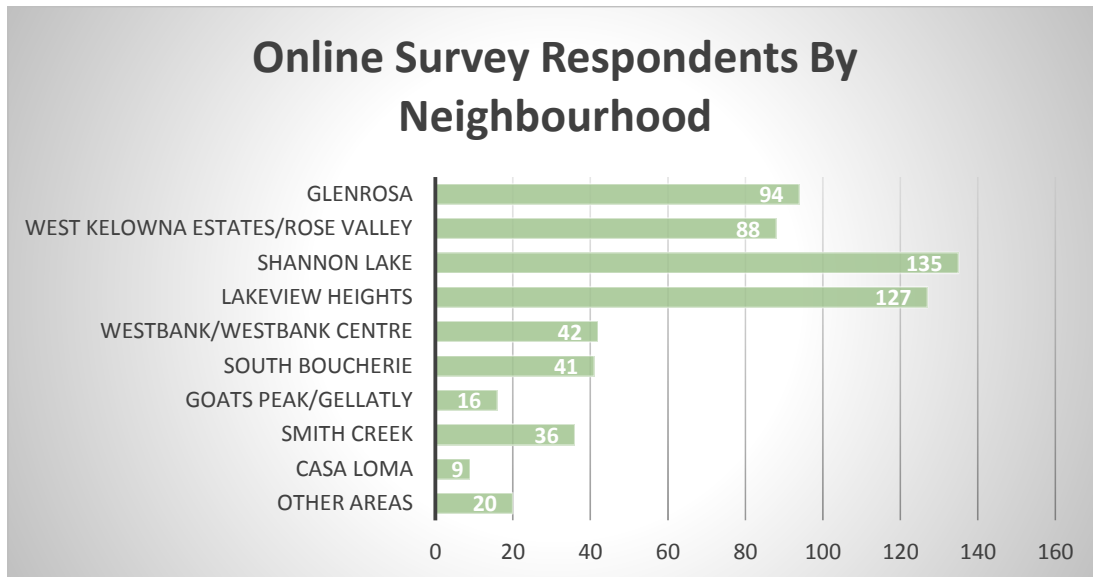
### Demographics

#### Neighbourhoods

- Survey respondents were asked to indicate what neighbourhood of West Kelowna they live in, see graphs below. The survey indicates slightly more than proportional representation in both the Mailed and Online Surveys from Shannon Lake, Lakeview Heights and Smith Creek and less than proportional representation from Glenrosa.

### Population by Neighbourhood (2011 Census)





#### Age & Gender

- The Mailed survey sampling indicated a greater than proportional representation from people over the age of 55 with 64.59% compared to the City's population statistics (2016 Census) which indicates 35% of residents are over the age of 55. The Online sampling, with 40% over the age of 55, generally adheres to the City's population statistics.
- Over 49% of Mailed survey respondents are male; over 61% of Online survey respondents are female

#### Workplace

- The Mailed sampling indicates 46.29% of respondents are retired with Online results indicating 24.51% are retired.

#### Quality of Life

- 85.16% of Mailed survey respondents indicate their quality of life in West Kelowna is Good or Very Good compared to 81.91% of Online survey respondents.

- 41.34% of Mailed survey respondents indicate the performance of their elected officials as Good or Very Good, down from 45% in 2018. 40.79% of Online respondents indicated the performance as Good or Very Good.

### Strategic Planning

- 52.3% of Mailed survey respondents and 51.97% of Online respondents indicated that West Kelowna is growing at the right pace; 36.75% of Mailed survey respondents and 32.4% of Online respondents indicated that growth is too fast.
- A slight majority of respondents in both surveys indicate they are Somewhat or Very Knowledgeable about the City's Master Transportation Plan, Official Community Plan, Westbank Centre Revitalization Plan and Recreational Trails Master Plan but the majority of respondents in both surveys indicate no knowledge of the City's Agriculture Plan, Economic Development Strategy, CNR Wharf Plan, Memorial Park Plan or Parks Master Plan.

### Core Infrastructure Ranking

- Survey respondents were asked to rank from one to six, with one being most important, how they would invest core infrastructure capital funding. Below are the results from the Mailed and Online survey, as well as from the 2018 survey.

RANKED CORE INFRASTRUCTURE FUNDING		
2019 MAILED RESPONSES	2019 ONLINE RESPONSES	2018 MAILED RESPONSES
1. Water Infrastructure 2. Roads 3. Sidewalks 4. Environmental Protection 5. Sewer Infrastructure 6. Drainage Infrastructure	1. Water Infrastructure 2. Roads 3. Sidewalks 4. Environmental Protection 5. Drainage Infrastructure 6. Sewer Infrastructure	1. Water Infrastructure 2. Roads 3. Drainage Infrastructure 4. Sewer Infrastructure 5. Sidewalks 6. Environmental Protection

- 40.28% of Mailed respondents and 41.28% of Online respondents would support a 1% tax increase for their chosen core infrastructure investments.
- 20.49% of Mailed respondents and 27.63% of Online respondents would support a 5% tax increase for their chosen core infrastructure investments.

### Discretionary Infrastructure Ranking

- Survey respondents were asked to rank from one to 10, with one being most important, how they would invest discretionary infrastructure capital funding. Below are the results from the Mailed and Online survey, as well as from the 2018 survey.

RANKED DISCRETIONARY INFRASTRUCTURE FUNDING		
2019 MAILED RESPONSES	2019 ONLINE RESPONSES	2018 MAILED RESPONSES
1. Waterfront Parks 2. Beautification/Revitalization 3. Bicycle Lanes 4. Running/Walking Track	1. Waterfront Parks 2. Beautification/Revitalization 3. Bicycle Lanes 4. All Weather Sportsfield	1. Waterfront Parks 2. Bicycle Lanes 3. Beautification/Revitalization 4. Running/Walking Track

2019 MAILED RESPONSES	2019 ONLINE RESPONSES	2018 MAILED RESPONSES
5. All Weather Sports Field 6. Soccer Fields 7. Outdoor Swimming Pool 8. Boat Launches 9. Outdoor Sports Field Lighting 10. Baseball Fields	5. Running/Walking Track 6. Outdoor Swimming Pool 7. Outdoor Sports Field Lighting 8. Boat Launches 9. Ball Field 10. Soccer Fields	5. All Weather Sports Field 6. Baseball Fields 7. Boat Launches 8. Soccer Fields 9. Outdoor Swimming Pool <i>(Note: Outdoor Sports Field Lighting) was removed in 2018</i>

- 37.10% of Mailed respondents and 40.78% of Online respondents would support a 1% tax increase for their chosen discretionary infrastructure investments.
- 13.07% of Mailed respondents and 15.63% of Online respondents would support a 5% tax increase for their chosen discretionary infrastructure investments.

#### Westbank Centre

- 68.2% of Mailed respondents and 66.12% of Online respondents indicate they visit Westbank Centre once a week or more.
- Respondents were asked what encourages them to or discourages them from visiting Westbank Centre. Below is a summary of the comments provided with a full listing of written comments provided in Council's *2019 Citizens' Survey Results* binder. Some respondents had multiple answers, in total there were 849 reasons. 178 (21%) comments were encouragements and 671 (79%) comments were discouragements.

Encouragements (35%) – Mailed Responses			
Most noted issues	Number of Responses	% of Total Responses	Common themes
Business/Amenities	66	23%	<ul style="list-style-type: none"> <li>• Groceries</li> <li>• Drug Stores</li> <li>• Hardware</li> <li>• Coffee</li> <li>• Medical offices</li> </ul>
Proximity/Convenience	27	9%	<ul style="list-style-type: none"> <li>• Close to home</li> <li>• Stores are close in proximity</li> </ul>
Discouragements (65%) – Mailed Responses			
Traffic/Congestion/Noise	38	13%	<ul style="list-style-type: none"> <li>• Need Bypass or Divert Highway</li> <li>• One way couplets need to go</li> <li>• Traffic lights need better timing</li> </ul>
Lack of variety	36	12%	<ul style="list-style-type: none"> <li>• Lack of unique/independent businesses</li> <li>• More restaurants</li> </ul>

### Discouragements (65%) – Mailed Responses continued

Most noted issues	Number of Responses	% of Total Responses	Common themes
Ugly/Rundown	32	11%	<ul style="list-style-type: none"> <li>• Out dated</li> <li>• Old and run down</li> <li>• Needs revitalization</li> </ul>
Drugs/Crime/Homeless	24	8%	<ul style="list-style-type: none"> <li>• Bus loop</li> <li>• Homeless/Beggars</li> <li>• Public discomfort</li> </ul>
Lack of parking	22	7%	<ul style="list-style-type: none"> <li>• Parking on side of highway</li> <li>• More parking areas needed</li> </ul>

### Encouragements (21%) – Online Responses

Most noted issues	Number of Responses	% of Total Responses	Common themes
Business/Amenities	116	14%	<ul style="list-style-type: none"> <li>• Library</li> <li>• Groceries</li> <li>• Coffee</li> <li>• Breweries</li> <li>• Restaurants</li> </ul>
Proximity/Convenience	28	3%	<ul style="list-style-type: none"> <li>• Proximity to homes in area</li> <li>• Far from others</li> </ul>

### Discouragements (79%) – Online Responses

Homeless/Drugs/ Crime/Safety	137	16%	<ul style="list-style-type: none"> <li>• Main St.</li> <li>• Bus Loop</li> <li>• Lions Hall</li> <li>• Loitering</li> <li>• Crime</li> <li>• Discomfort/Fear</li> </ul>
Traffic/Congestion/ Noise	119	14%	<ul style="list-style-type: none"> <li>• Highway</li> <li>• Traffic flow</li> <li>• Traffic light timing</li> <li>• Cross highway driveway</li> <li>• One way streets</li> <li>• Not family friendly</li> <li>• Loud</li> </ul>
Ugly/Rundown/Dirty	99	12%	<ul style="list-style-type: none"> <li>• Empty buildings</li> <li>• Old/Ugly</li> <li>• Not family friendly</li> <li>• Not cohesive</li> </ul>
Lack of variety	81	9%	<ul style="list-style-type: none"> <li>• More sit down restaurants</li> <li>• More retail stores</li> <li>• Missing Lakeview</li> </ul>



Discouragements (79%) – Online Responses continued			
Most noted issues	Number of Responses	% of Total Responses	Common themes
No reason to go there	56	7%	<ul style="list-style-type: none"> <li>• Not much to do</li> <li>• No reason to go there</li> </ul>
Parking	52	6%	<ul style="list-style-type: none"> <li>• Free parking – Good</li> <li>• Lack of available spots</li> <li>• Side of highway dangerous</li> <li>• Need more</li> </ul>
Lack of culture/character	41	5%	<ul style="list-style-type: none"> <li>• Lack of public art/entertainment</li> <li>• Westside needs to be known for something</li> <li>• Lack of local unique shops</li> <li>• Nothing memorable</li> </ul>

### Top Issues

Respondents were asked what were the three top issues facing West Kelowna Council today. Issues have been summarized in the table below. A full listing of responses is provided in Council's *2019 Citizens' Survey Results* binder.

Most Important Issues – Mailed Responses			
Most Important Issue	Number of Respondents	Percentage of Respondents (226)	Common themes
Water issues/quality	82	36%	<ul style="list-style-type: none"> <li>• Quality needs improvement</li> <li>• Treatment plants need work</li> <li>• Upgrade our water system</li> </ul>
Traffic/ Congestion	60	26%	<ul style="list-style-type: none"> <li>• By-pass needed</li> <li>• Too much traffic congestion</li> <li>• No one way couplet</li> <li>• Divert Highway</li> </ul>
Development/ Growth	56	25%	<ul style="list-style-type: none"> <li>• More long term planning needed</li> <li>• City's rapid growth</li> <li>• Take into account how to support said growth</li> <li>• Attract new developers</li> </ul>
Homelessness/ Crime	56	25%	<ul style="list-style-type: none"> <li>• Fix the homeless problem</li> <li>• More RCMP needed</li> <li>• More break-ins occurring</li> </ul>
Roads	47	21%	<ul style="list-style-type: none"> <li>• Roads need fixing</li> <li>• Road planning needs improvement</li> <li>• Consider more roundabouts</li> </ul>

- Less common, but duly noted issues indicated by Mailed survey respondents include:
  - more sidewalks and streetlights needed
  - Westbank Centre concerns (no downtown core, needs updating, more local business attraction and homeless concerns)
  - Environment and green space concerns (more public lakefront, recycling program improvements).
  - Taxation concerns (too high, not used responsibly, need for larger tax base)

Most Important Issues – Online Responses			
Most Important Issue	Number of Respondents	Percentage of Respondents (1282)	Common themes
Water Quality	221	17%	<ul style="list-style-type: none"> <li>• Rose Valley Water Treatment Plant</li> <li>• Lakeview Heights Water System</li> <li>• Clean drinking water</li> <li>• Less advisories</li> <li>• Needs addressing</li> </ul>
Homeless/Crime/Safety	193	15%	<ul style="list-style-type: none"> <li>• Community feels unsafe</li> <li>• Address shelter i.e. placement, hours of operation, etc.</li> <li>• Needs addressing</li> </ul>
Traffic	119	9%	<ul style="list-style-type: none"> <li>• Highway</li> <li>• Congestion</li> <li>• Speeding</li> <li>• Couplet</li> <li>• Traffic flow</li> <li>• Bypass/Overpass</li> <li>• Traffic control/calming</li> </ul>
Roads	101	8%	<ul style="list-style-type: none"> <li>• Bike lanes</li> <li>• Maintenance</li> <li>• Roundabouts</li> <li>• Drainage/Sewer</li> </ul>
Development/Growth/Planning	93	7%	<ul style="list-style-type: none"> <li>• More structured planning</li> <li>• Open to/support growth</li> <li>• Think in the future</li> <li>• Lack of planning</li> <li>• Plan more eco friendly</li> </ul>

- Less common, but duly noted issues indicated by Online survey respondents include:
  - Need for proper cross walks, sidewalks and lighting in residential and school areas
  - Consider pedestrian overpass
  - Infrastructure revitalization, keep clean, updating
  - More parks, respect/protect green spaces
  - Development and tourism
  - Develop waterfront
  - park upkeep
  - Compost/Recycling programs

#### Bylaw Enforcement

- 74.56% of Mailed survey respondents and 69.74% of Online survey respondents indicate they do not support a tax increase to change Bylaw Enforcement to a proactive level of service. In 2018, 78% of respondents did not support.

#### Recreational Trails

Respondents were asked to rank from 1 to 3 where West Kelowna Council should pursue development of recreational trails. Below are the results.

<b>RANKED RECREATIONAL TRAIL DEVELOPMENT</b>		
<b>2019 MAILED RESPONSES</b>	<b>2019 ONLINE RESPONSES</b>	<b>2018 MAILED RESPONSES</b>
1. Waterfront Trails 2. Neighbourhood Trails 3. Backcountry/Crown Land	1. Waterfront Trails 2. Neighbourhood Trails 3. Backcountry/Crown Land	1. Waterfront Trails 2. Neighbourhood Trails 3. Backcountry/Crown Land

#### Affordable Housing

- 44.52% of Mailed survey respondents and 56.58% of Online respondents indicated they don't feel there is enough entry level housing in West Kelowna.
- 45.95% of Mailed survey respondents and 39.64% of Online respondents indicated they don't feel there is enough entry level housing for seniors in West Kelowna.

#### City Services

- Online bill payment option and continues to be the top ranked customer service enhancement in both surveys; online business licensing is also ranked high by Mailed survey respondents.
- 52.3% of Mailed survey respondents and 56.09% of Online respondents indicate the service provided by City staff is Good or Very Good.
- 60.78% of Mailed survey respondents and 59.38% of Online respondents indicate the quality of special and seasonal events is Good or Very Good. A slight majority of Mailed respondents indicate they would like to see the same amount of events and a slight majority of Online respondents would like to see more events.
- Garbage collection is rated Good or Very Good by 79.86% of Mailed respondents and 77.31% of Online respondents.
- Economic Development Initiatives are indicated as Important or Very Important by the majority of respondents in both surveys, with the notable exception of Foreign Labour Recruitment which was indicated as Not Important by the majority of Online respondents.
- Transit continues to never be used by vast majority of respondents to both surveys (81.27% of Mailed and 81.74% of Online)

- The survey continues to be the top way respondents in both surveys would like to be involved in municipal budget decisions.
- The majority of respondents indicate that website, telephone, email and in-person visits to municipal hall are the way they connect with the City.
- 81.27% of Mailed respondents do not follow the City on social media channels; 55.10% of Online respondents do not.

### Additional Comments

Respondents in both surveys were asked to provide additional comments. Following is a summary of the comments. A full listing of responses is provided in Council's *2019 Citizens' Survey Results* binder.

There were 141 Mailed responses. Of those, 19 (13%) were positive, 110 (78%) were negative, and 12 (9%) were neutral. Key comments that were frequently mentioned are listed below.

Additional Comments – Mailed Surveys				
Most frequent comments	Number of respondents	Common Themes	Positive	Negative
Traffic/ Congestion	14	Divert highway HWY97 congestion	0	14
Developments/ Planning	12	More strategic planning Prepare for population increase	1	9
City Staff	11	Work Hard Professional Shouldn't be as many Shouldn't be paid as much	3	8
Council	10	Less focus on tourists more on locals Council is forward thinking	3	6
Taxes/ Budget	10	Property Taxes too High Unfair distribution of funds	0	10
Sewer and Water	9	Poor Water Quality Need Water Plant	0	8
Boucherie Wine Trail	7	Waste of money Disappointing Beautiful Please build more	2	5

There were 329 Mailed responses. Of those, 60 (18%) were positive, 265 (81%) were negative, neutral. Key comments that were frequently mentioned are listed below.

Additional Comments – Online Surveys				
Most frequent comments	Number of respondents	Common Themes	Positive	Negative
Thank You/ Good Job	31	Good job Keep up the good work West Kelowna is a beautiful place to live	31	0

Additional Comments – Online Surveys				
Most frequent comments	Number of respondents	Common Themes	Positive	Negative
Sidewalks/ Streetlights/ Pedestrian Safety	25	More sidewalks More streetlights Shannon Lake Rd. needs more sidewalks More sidewalks near schools	0	25
Developments/ Planning	21	More forward thinking Plan for rapid growth More structured planning	0	21
Council	21	Need to be more forward thinking Represent the citizens Listen to peoples concerns i.e. Emails, letters, social media, etc. Good Job	10	11
Environment/ Parks/ Waterfront	21	Need more park up keep Maintain natural beauty with enviro efforts Revitalize lake front	0	21
Traffic/Congestion/ Flow	20	Highway Overpass Bottleneck creates congestion Speed Noise	0	20
Homeless/ Crime	20	Needs addressing Community feels unsafe	0	20

Improvements to Council to consider for next year's survey

- Reducing the size of the survey by removing questions that provide little informational value. Online respondents in particular declared the survey was too long and several respondents did not complete surveys.
- Monitoring of results combined with social media investment to reach target neighbourhoods to improve proportional representation.

#### FINANCIAL IMPLICATIONS:

N/A

#### REVIEWED AND APPROVED BY:

Tracey Batten, Deputy CAO  
Paul Gipps, CAO

Powerpoint: Yes X No ☐

Attachments: 2019 Citizens' Survey Results