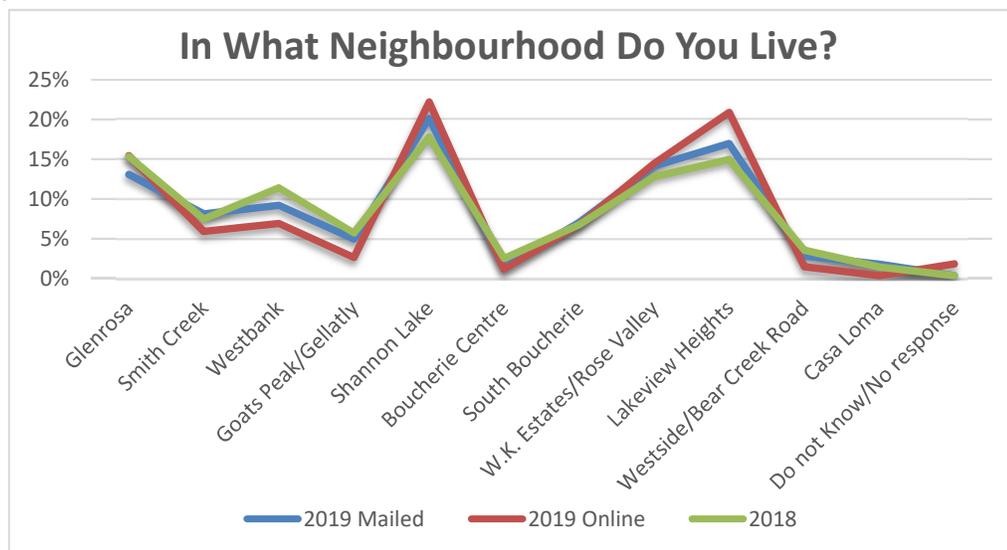


# 2019 CITIZENS' SURVEY RESULTS

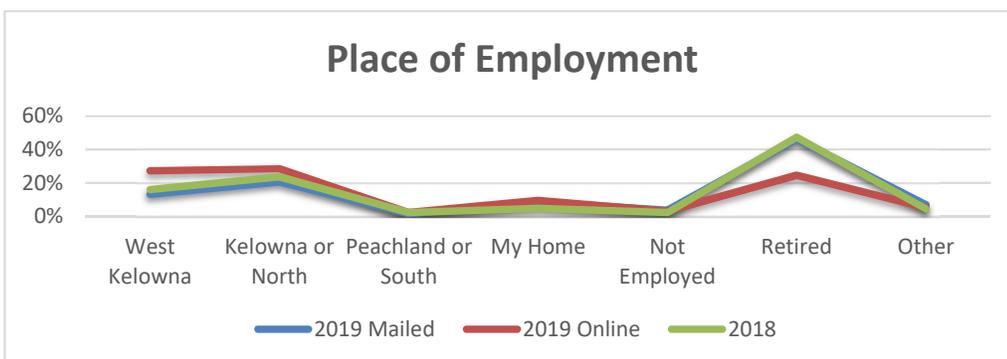
**1. In which zone of West Kelowna do you live or own property?**

	2019 Mailed	2019 Online	2018
Glenrosa	13.07%	15.46%	15.30%
Smith Creek	8.13%	5.92%	7.47%
Westbank	9.19%	6.91%	11.39%
Goats Peak/Gellatly	4.95%	2.63%	5.69%
Shannon Lake	20.14%	22.20%	17.79%
Boucherie Centre	1.41%	1.15%	2.49%
South Boucherie	7.07%	6.74%	6.76%
W.K. Estates/Rose Valley	14.13%	14.47%	12.81%
Lakeview Heights	16.96%	20.89%	14.95%
Westside/Bear Creek Road	2.83%	1.48%	3.56%
Casa Loma	1.77%	0.33%	1.42%
Do not Know/No response	0.35%	1.81%	0.36%



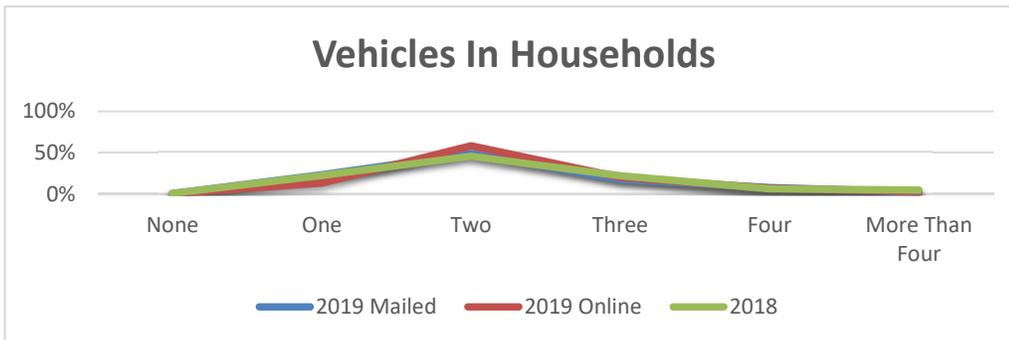
**2. Please indicate the location of your employment or business.**

	2019 Mailed	2019 Online	2018
West Kelowna	13.07%	27.30%	16.01%
Kelowna or North	20.49%	28.45%	23.49%
Peachland or South	1.41%	2.14%	2.14%
My Home	8.48%	9.54%	4.63%
Not Employed	3.53%	2.96%	2.14%
Retired	46.29%	24.51%	47.33%
Other	6.71%	5.10%	4.27%



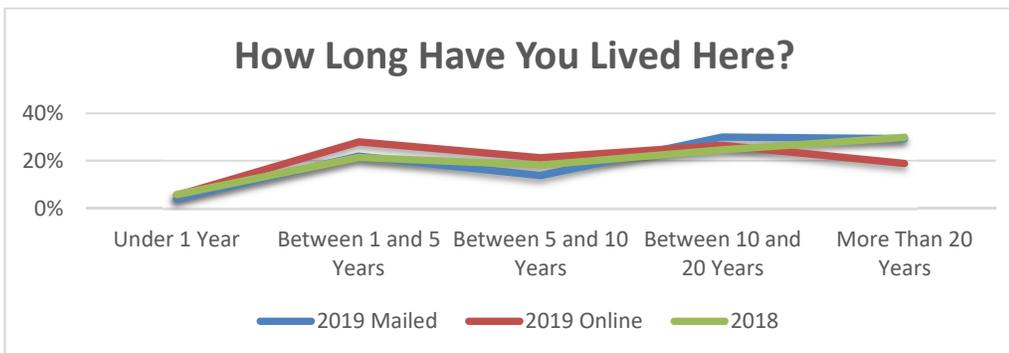
### 3. How many vehicles are part of your household?

	2019 Mailed	2019 Online	2018
None	0.35%	0.00%	0.36%
One	22.97%	12.99%	22.06%
Two	48.41%	58.06%	45.55%
Three	17.31%	19.74%	21.71%
Four	7.42%	6.58%	6.05%
More Than Four	2.12%	2.63%	4.27%



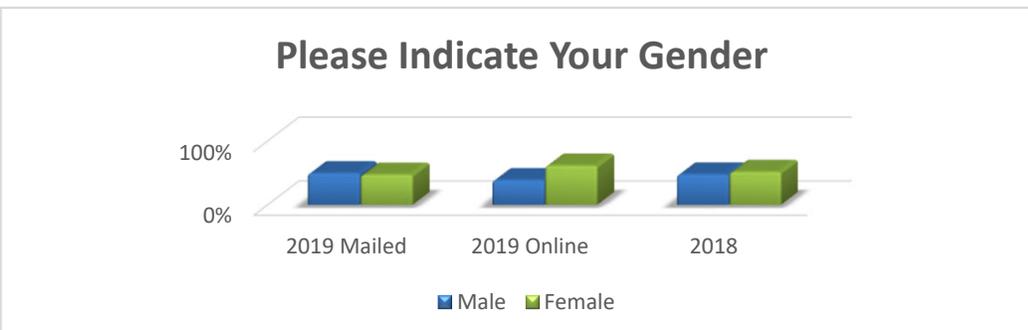
### 4. How long have you lived or owned property in West Kelowna?

	2019 Mailed	2019 Online	2018
Under 1 Year	3.89%	5.43%	5.69%
Between 1 and 5 Years	21.91%	27.96%	21.35%
Between 5 and 10 Years	13.78%	21.22%	18.15%
Between 10 and 20 Years	30.04%	26.48%	24.56%
More Than 20 Years	29.33%	18.91%	29.89%



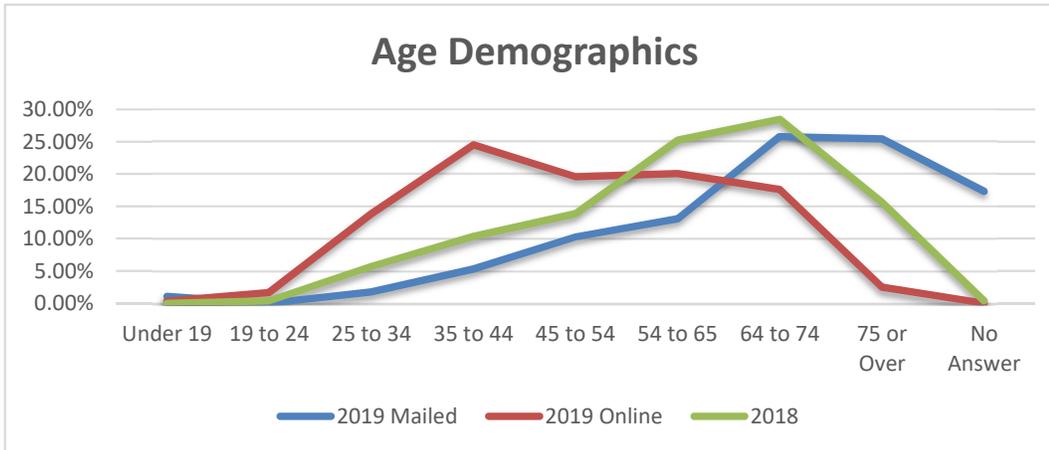
### 5. Please indicate your gender.

	2019 Mailed	2019 Online	2018
Male	49.47%	38.65%	47.69%
Female	47.35%	61.35%	51.60%



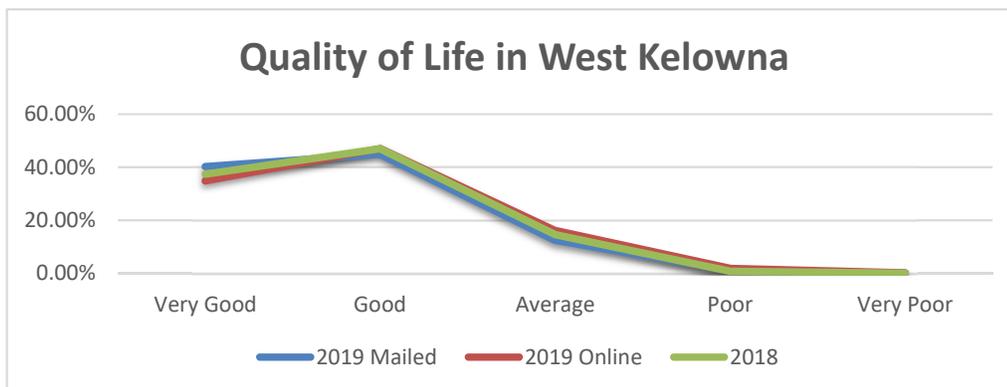
6. Please indicate your age group.

	2019 Mailed	2019 Online	2018
Under 19	1.06%	0.33%	0.00%
19 to 24	0.00%	1.64%	0.36%
25 to 34	1.77%	13.82%	5.69%
35 to 44	5.30%	24.51%	10.32%
45 to 54	10.25%	19.57%	13.88%
54 to 65	13.07%	20.07%	25.27%
64 to 74	25.80%	17.60%	28.47%
75 or Over	25.44%	2.47%	15.66%
No Answer	17.31%	0.00%	0.36%



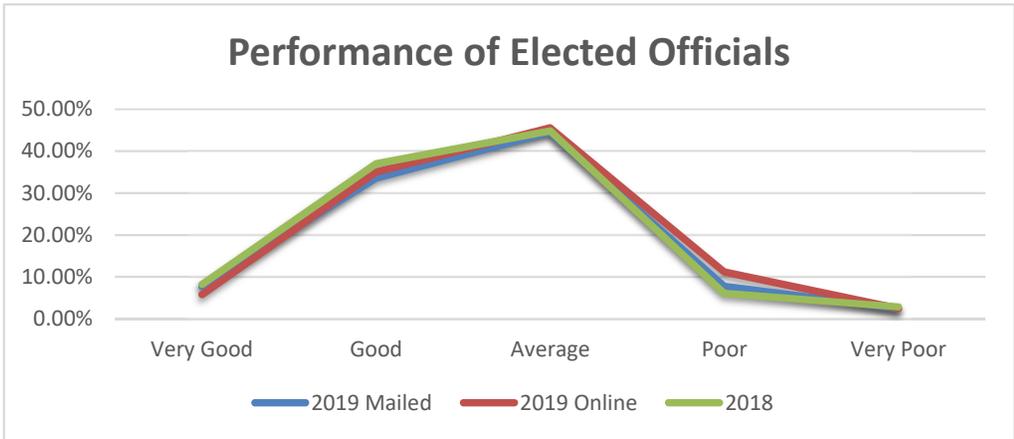
7. Taking all things in consideration, how would you rate your overall quality of life in West Kelowna?

	2019 Mailed	2019 Online	2018
Very Good	40.28%	34.87%	37.37%
Good	44.88%	47.04%	46.98%
Average	12.37%	16.12%	14.59%
Poor	1.06%	1.81%	0.71%
Very Poor	0.00%	0.16%	0.00%



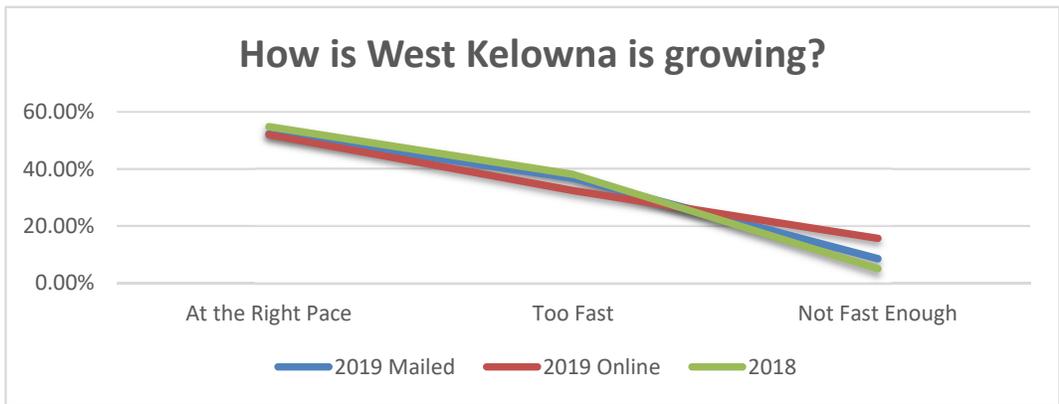
**8. In general, how would you rate the performance of your elected officials, West Kelowna Council?**

	2019 Mailed	2019 Online	2018
<b>Very Good</b>	7.77%	5.76%	8.19%
<b>Good</b>	33.57%	35.03%	37.01%
<b>Average</b>	44.52%	45.56%	44.84%
<b>Poor</b>	7.77%	11.18%	6.05%
<b>Very Poor</b>	2.47%	2.47%	2.85%



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

	2019 Mailed	2019 Online	2018
<b>At the Right Pace</b>	52.30%	51.97%	54.80%
<b>Too Fast</b>	36.75%	32.40%	38.08%
<b>Not Fast Enough</b>	8.48%	15.63%	4.98%



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

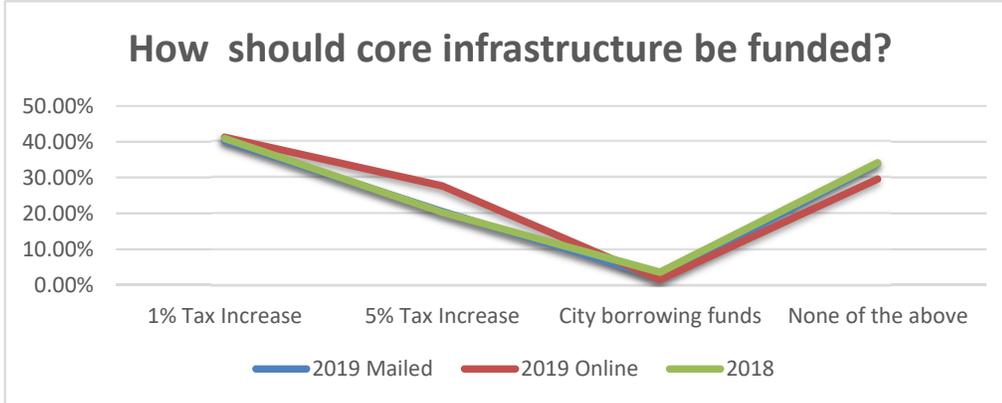
2019 Mailed	Very Knowledgeable %	Somewhat Knowledgeable %	Never Heard of It %
Master Transportation Plan	3.89	51.94	41.34
Official Community Plan	6.01	54.42	35.34
Westbank Centre Revitalization Plan	4.24	55.48	36.4
Recreational Trails Master Plan	4.59	48.06	43.46
Agriculture Plan	1.06	27.92	66.43
Economic Development Strategy	2.83	38.87	53.36
CNR Wharf Park Plan	4.24	45.94	46.29
Memorial Park Plan	0.71	32.16	62.9
Parks Master Plan	1.06	36.75	57.95
2019 Online	Very Knowledgeable	Somewhat Knowledgeable	Never Heard of It
Master Transportation Plan	5.93%	53.87%	40.20%
Official Community Plan	7.93%	55.21%	36.86%
Westbank Centre Revitalization Plan	7.30%	54.23%	38.47%
Recreational Trails Master Plan	5.44%	46.79%	47.78%
Agriculture Plan	2.98%	25.62%	71.40%
Economic Development Strategy	4.49%	41.53%	53.99%
CNR Wharf Park Plan	6.12%	39.34%	54.55%
Memorial Park Plan	2.64%	28.34%	69.03%
Parks Master Plan	4.29%	32.84%	62.87%
2018 Mailed	Very Knowledgeable	Somewhat Knowledgeable	Never Heard of It
Master Transportation Plan	4.63	49.47	42.35
Official Community Plan	6.05	50.18	40.21
Westbank Centre Revitalization Plan	6.41	54.8	35.94
Recreational Trails Master Plan	3.56	47.33	46.62
Agriculture Plan	1.78	26.33	69.04
Economic Development Strategy	2.85	42.7	51.25
CNR Wharf Park Plan	4.63	38.08	54.45
Memorial Park Plan	1.42	30.96	64.77
Parks Master Plan	2.14	35.94	58.01

11. How do you think West Kelowna Council should invest its core infrastructure capital funding? Please rank from 1 to 6 with 1 being the most important.

2019 Mailed	2019 Online	2018 Mailed
1. Water Infrastructure	1. Water Infrastructure	1. Water Infrastructure
2. Roads	2. Roads	2. Roads
3. Sidewalks	3. Sidewalks	3. Drainage Infrastructure
4. Environmental Protection	4. Environmental Protection	4. Sewer Infrastructure
5. Sewer Infrastructure	5. Drainage Infrastructure	5. Sidewalks
6. Drainage Infrastructure	6. Sewer Infrastructure	6. Environmental Protection

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

	2019 Mailed	2019 Online	2018
1% Tax Increase	40.28%	41.28%	40.93%
5% Tax Increase	20.49%	27.63%	20.28%
City borrowing funds	2.12%	1.48%	3.56%
None of the above	33.92%	29.61%	34.16%

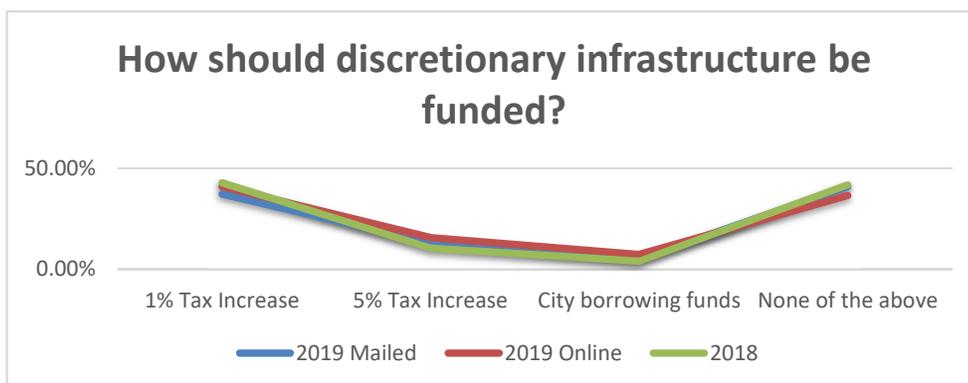


**12. How do you think West Kelowna Council should invest its discretionary capital funding? Please rank from 1 to 10 with 1 being the most important.**

2019 Mailed	2019 Online	2018 Mailed
1. Waterfront Parks	1. Waterfront Parks	1. Waterfront Parks
2. Beautification/Revitalization	2. Beautification/Revitalization	2. Bicycle Lanes
3. Bicycle Lanes	3. Bicycle Lanes	3. Beautification/Revitalization
4. Running/Walking Track	4. All Weather Sports Field	4. Running/Walking Track
5. All Weather Sports Field	5. Running/Walking Track	5. All Weather Sports Field
6. Soccer Fields	6. Outdoor Swimming Pool	6. Baseball Fields
7. Outdoor Swimming Pool	7. Outdoor Sports Field Lighting	7. Boat Launches
8. Boat Launches	8. Boat Launches	8. Soccer Fields
9. Outdoor Sports Field Lighting	9. Ball Fields	9. Outdoor Swimming Pool
10. Baseball Fields	10. Soccer Fields	

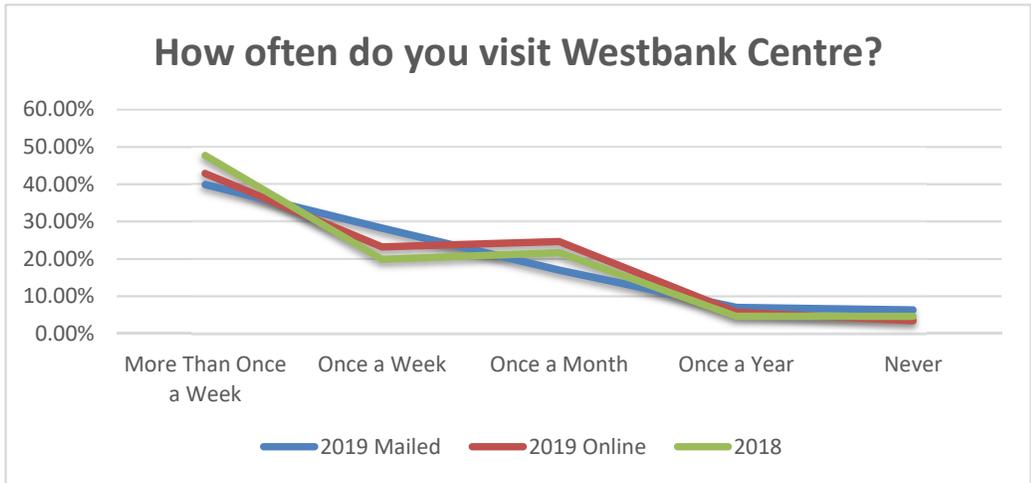
**12a. What approach to fund your chosen discretionary infrastructure investments would you support?**

	2019 Mailed	2019 Online	2018
1% Tax Increase	37.10%	40.79%	42.70%
5% Tax Increase	13.07%	15.63%	10.32%
City borrowing funds	4.95%	7.24%	3.91%
None of the above	40.99%	36.35%	41.64%



**13. In the past year, how often have you been to West Kelowna's downtown, Westbank Centre?**

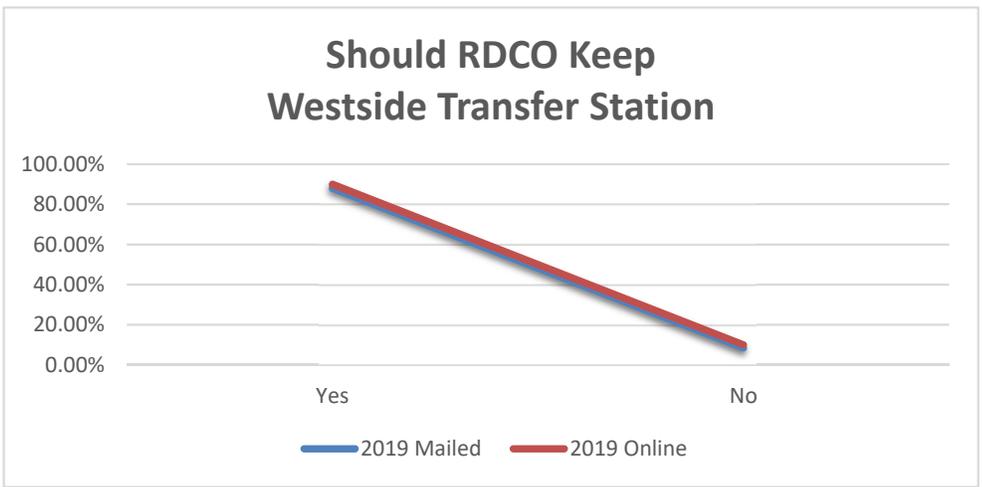
	2019 Mailed	2019 Online	2018
More Than Once a Week	39.93%	42.93%	47.69%
Once a Week	28.27%	23.19%	19.93%
Once a Month	16.96%	24.67%	21.71%
Once a Year	7.07%	5.76%	4.63%
Never	6.36%	3.45%	4.63%



**\*\*PLEASE NOTE - Questions 13a. and 14 asked for written comments; a summary of comments was provided to Council with a full listing of comments provided in Council's 2019 Citizens' Survey Results Binder.**

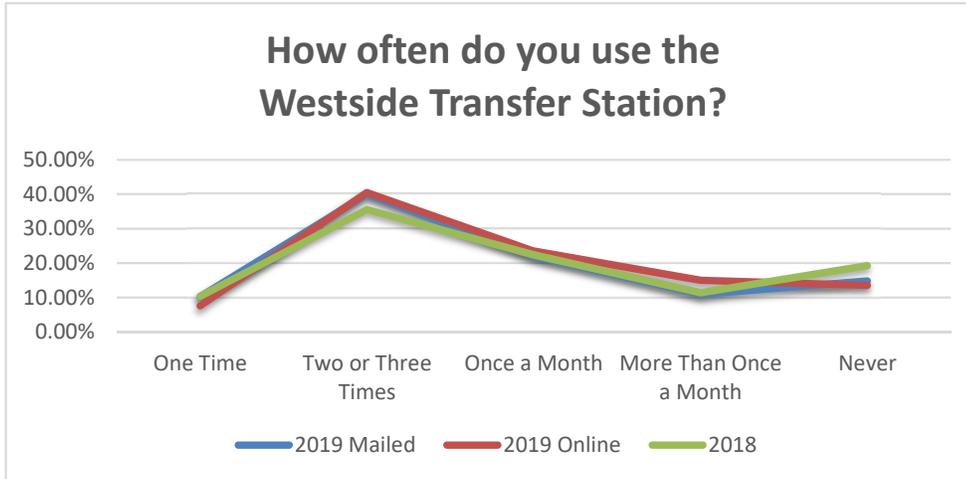
**15. Should the Regional District of Central Okanagan continue to operate the temporary Westside Transfer Station for residential waste and recycling drop off at the current annual cost of \$32.51 per West Kelowna property? (the Glenmore Landfill in Kelowna is the closest alternative to drop off yard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

	2019 Mailed	2019 Online	2018
Yes	87.99%	89.97%	Not asked in 2018
No	8.48%	10.03%	



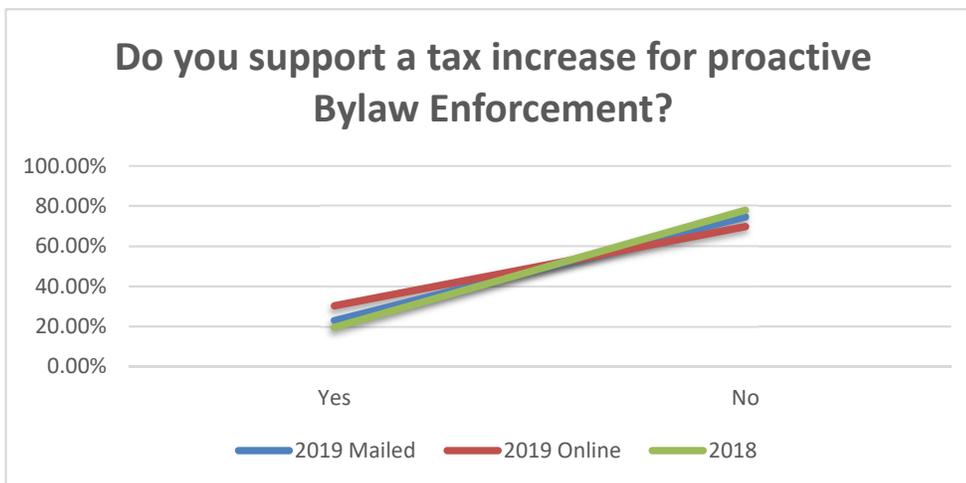
16. In the past year, how often have you used the Westside Transfer Station for garbage or recycling?

	2019 Mailed	2019 Online	2018
One Time	10.25%	7.57%	10.32%
Two or Three Times	39.93%	40.46%	35.59%
Once a Month	21.91%	23.52%	22.42%
More Than Once a Month	10.95%	14.97%	11.39%
Never	14.84%	13.49%	19.22%



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) service level?

	2019 Mailed	2019 Online	2018
Yes	22.97%	30.26%	19.57%
No	74.56%	69.74%	77.94%

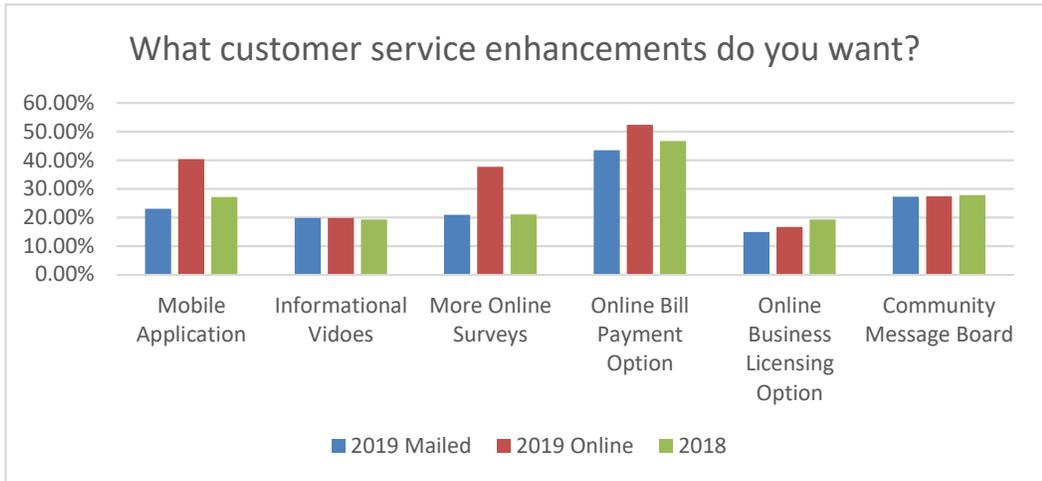


18. Please rank from 1 to 3 where West Kelowna Council should pursue development of recreational trail networks, with 1 being the most important.

2019 Mailed	2019 Online	2018 Mailed
1. Waterfront Trails	1. Waterfront Trails	1. Waterfront Trails
2. Neighbourhood Trails	2. Neighbourhood Trails	2. Neighbourhood Trails
3. Backcountry/Crown Land	3. Backcountry/Crown Land	3. Backcountry/Crown Land

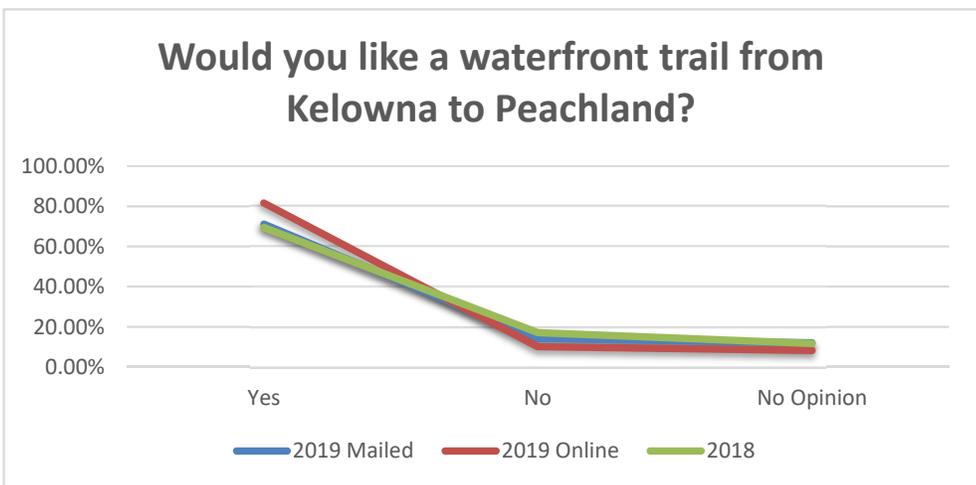
19. Please pick the top two customer service enhancements you would like Council to pursue.

	2019 Mailed	2019 Online	2018
Mobile Application	22.97%	40.30%	27.05%
Informational Vidoes	19.79%	19.74%	19.22%
More Online Surveys	20.85%	37.66%	21.00%
Online Bill Payment Option	43.46%	52.30%	46.62%
Online Business Licensing Option	14.84%	16.61%	19.22%
Community Message Board	27.21%	27.30%	27.76%



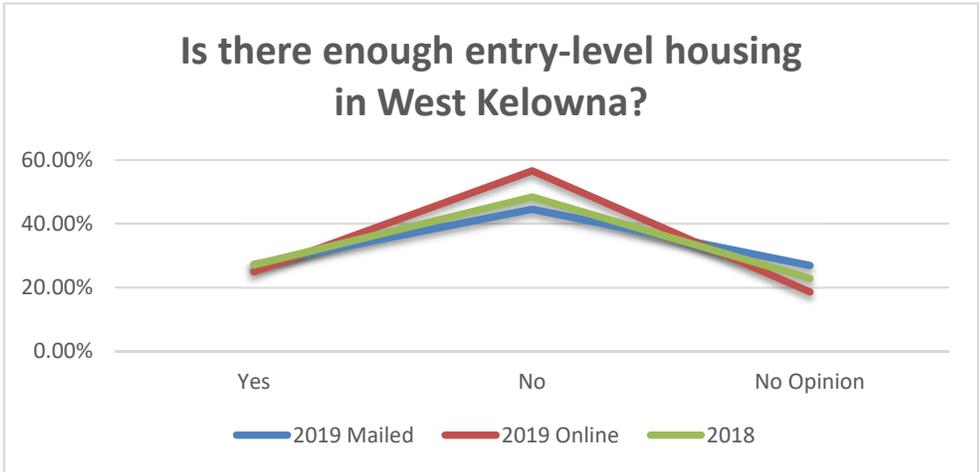
20. Are you interested in a community trail along the waterfront bewteen Kelowna and Peachland?

	2019 Mailed	2019 Online	2018
Yes	71.02%	81.58%	69.40%
No	14.13%	10.20%	17.08%
No Opinion	12.01%	8.22%	11.74%



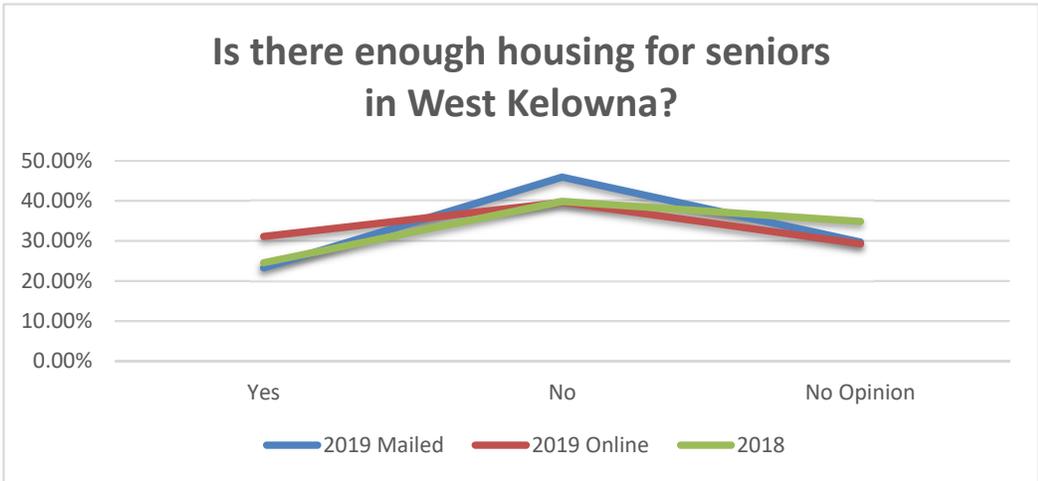
**21. Do you think there is enough entry-level housing in West Kelowna?**

	2019 Mailed	2019 Online	2018
<b>Yes</b>	27.21%	24.84%	27.05%
<b>No</b>	44.52%	56.58%	48.40%
<b>No Opinion</b>	26.86%	18.59%	22.78%



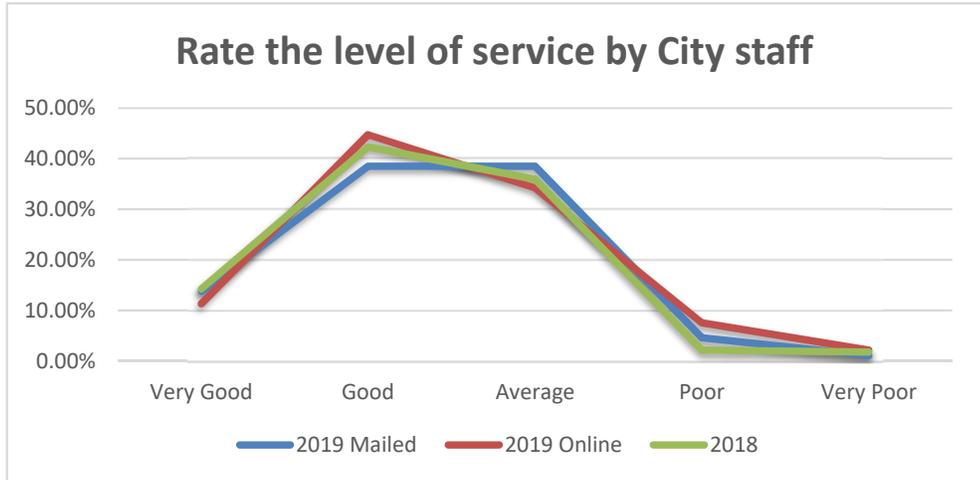
**22. Do you think there is enough housing for seniors in West Kelowna?**

	2019 Mailed	2019 Online	2018
<b>Yes</b>	23.32%	31.09%	24.56%
<b>No</b>	45.94%	39.64%	39.86%
<b>No Opinion</b>	29.68%	29.28%	34.88%



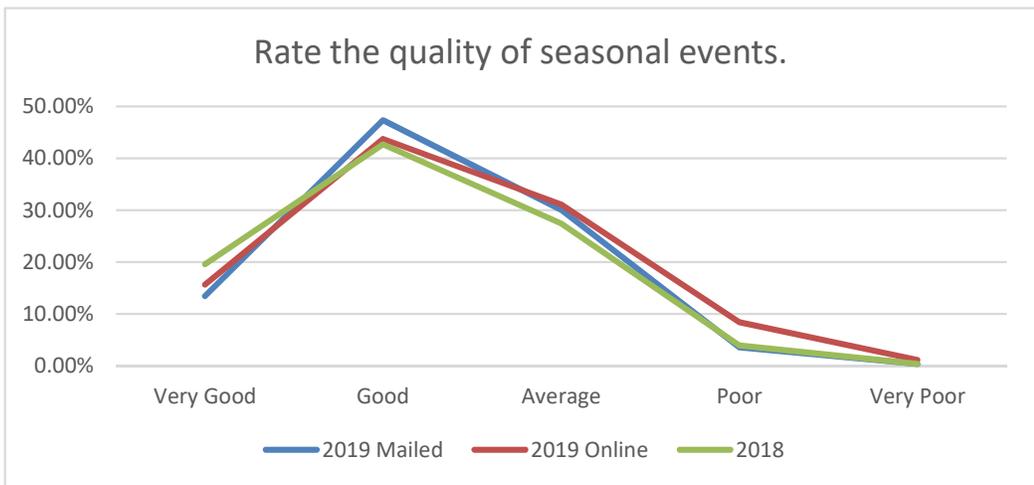
**23. How would you rate the level of service provided by staff of the City of West Kelowna?**

	2019 Mailed	2019 Online	2018
<b>Very Good</b>	13.78%	11.35%	14.23%
<b>Good</b>	38.52%	44.74%	42.35%
<b>Average</b>	38.52%	34.21%	35.94%
<b>Poor</b>	4.59%	7.57%	2.14%
<b>Very Poor</b>	1.06%	2.14%	1.78%



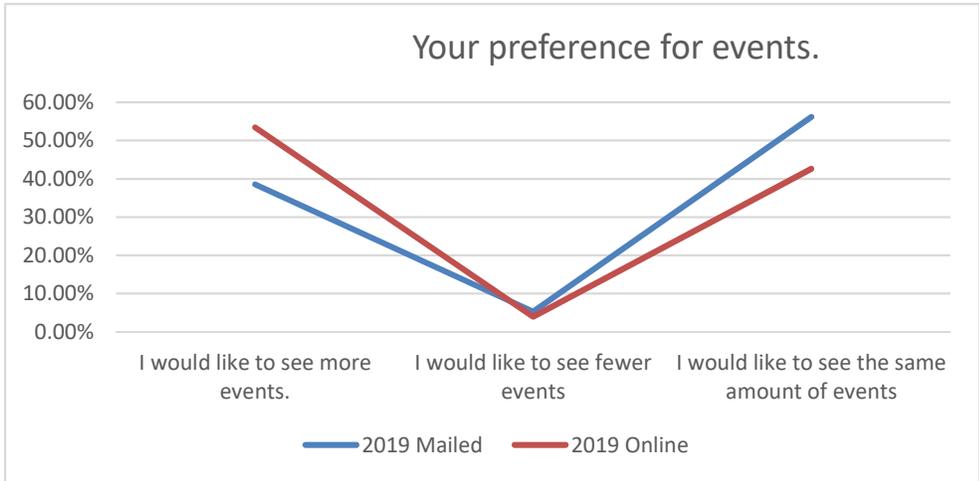
**24. How would you rate the quality of special and seasonal events in your community (Music in the Park, City Centre Light Up, Easter Eggstravaganza)**

	2019 Mailed	2019 Online	2018
<b>Very Good</b>	13.43%	15.63%	19.57%
<b>Good</b>	47.35%	43.75%	42.70%
<b>Average</b>	30.04%	31.09%	27.40%
<b>Poor</b>	3.53%	8.39%	3.91%
<b>Very Poor</b>	0.35%	1.15%	0.36%



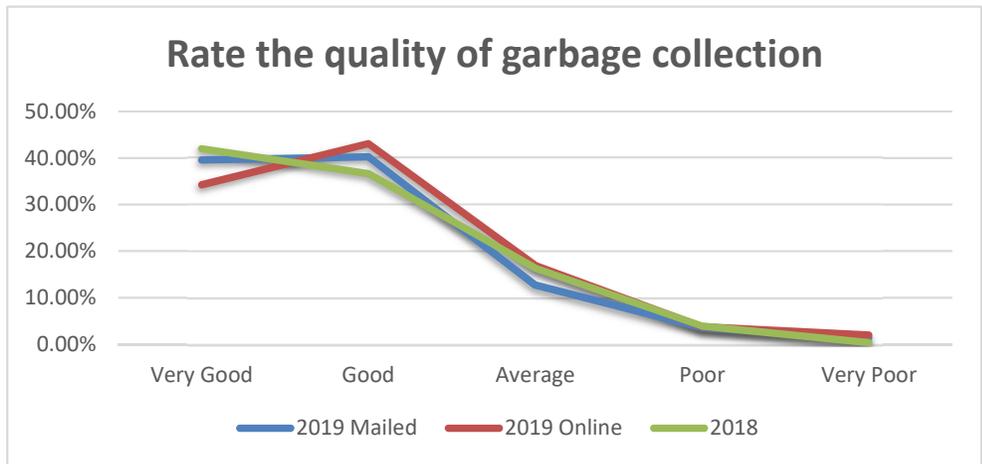
**24a. Please indicate your preference regarding special and seasonal events in West Kelowna.**

	2019 Mailed	2019 Online	2018
I would like to see more events.	38.52%	53.45%	Not asked in 2018
I would like to see fewer events	5.30%	3.95%	
I would like to see the same amount of events	56.18%	42.60%	



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

	2019 Mailed	2019 Online	2018
Very Good	39.58%	34.21%	41.99%
Good	40.28%	43.09%	36.65%
Average	12.72%	16.94%	16.37%
Poor	3.53%	3.78%	3.91%
Very Poor	1.41%	1.97%	0.36%

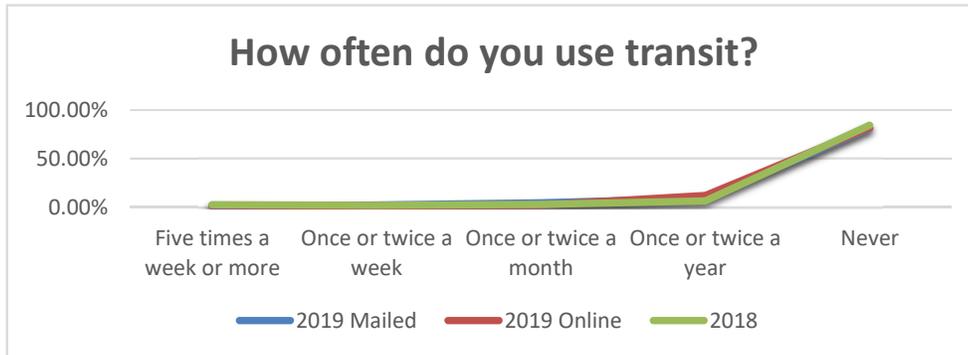


26. Please rank the importance of the following economic development initiatives.

2019 Mailed	Very Important %	Important %	Not Important %
Assisting local business to grow and succeed	45.23	42.05	7.07
Assisting local farmers to grow and succeed	51.59	35.69	6.71
Attracting investment	46.29	36.4	10.25
Foreign labour recruitment	8.13	38.52	45.94
Improve development approval and permitting processes	34.63	47.7	10.95
Promoting West Kelowna as a place to live, work, invest and retire.	43.46	37.46	12.72
Revitalizing Westbank Centre	50.53	31.45	13.43
Tourism marketing	24.38	47	22.26
2019 Online	Very Important %	Important %	Not Important %
Assisting local business to grow and succeed	59.05%	35.86%	5.10%
Assisting local farmers to grow and succeed	62.83%	32.07%	5.10%
Attracting investment	50.17%	42.72%	7.12%
Foreign labour recruitment	5.33%	38.67%	56.00%
Improve development approval and permitting processes	33.44%	51.49%	15.07%
Promoting West Kelowna as a place to live, work, invest and retire.	46.29%	38.39%	15.32%
Revitalizing Westbank Centre	54.61%	32.07%	13.32%
Tourism marketing	33.00%	47.03%	19.97%
2018 Mailed	Very Important %	Important %	Not Important %
Assisting local business to grow and succeed	49.47	40.57	5.34
Assisting local farmers to grow and succeed	54.45	36.65	4.98
Attracting investment	41.28	44.13	10.32
Foreign labour recruitment	6.05	39.15	49.11
Improve development approval and permitting processes	31.32	47.33	16.01
Promoting West Kelowna as a place to live, work, invest and retire.	41.64	41.99	14.23
Revitalizing Westbank Centre	37.01	38.79	21.71
Tourism marketing	21	53.38	21

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

	2019 Mailed	2019 Online	2018
Five times a week or more	1.41%	2.14%	2.85%
Once or twice a week	2.47%	1.48%	2.14%
Once or twice a month	4.59%	2.47%	3.20%
Once or twice a year	9.19%	12.17%	6.76%
Never	81.27%	81.74%	84.34%

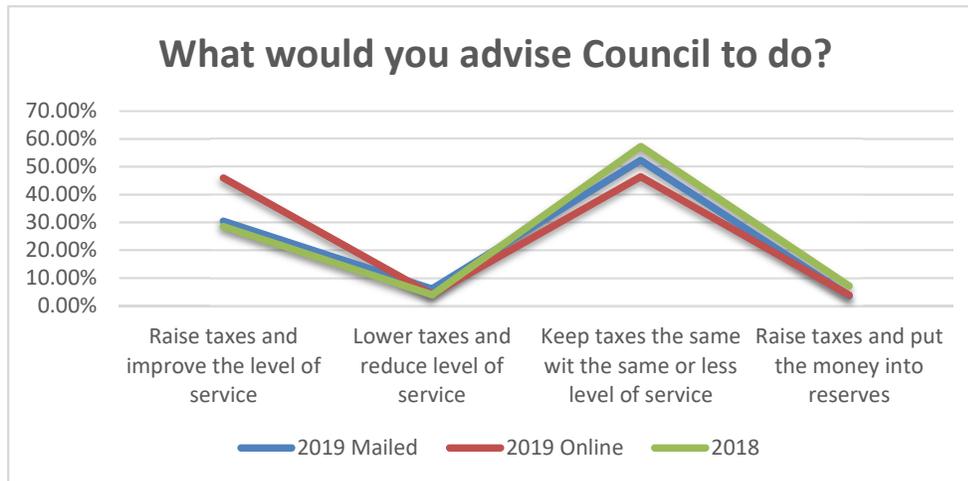


28. Please indicate if you agree or disagree with the following statements regarding West Kelowna's transit service:

2019 Mailed	Agree	Mostly Agree	Disagree	Mostly Disagree
I would use transit more if it was more frequent	16.96	15.19	28.98	18.37
I would use transit more if it was offered in my area	16.96	12.37	30.74	18.73
I would use transit more if it cost less	5.3	12.01	40.99	20.14
I would use transit if buses and bus stops were safer	10.95	18.02	31.1	20.14
I would never use transit	32.51	15.9	26.5	12.72
2019 Online	Agree	Mostly Agree	Disagree	Mostly Disagree
I would use transit more if it was more frequent	19.57%	23.91%	32.11%	24.41%
I would use transit more if it was offered in my area	22.65%	19.30%	33.05%	25.00%
I would use transit more if it cost less	8.56%	12.08%	47.99%	31.38%
I would use transit if buses and bus stops were safer	16.67%	15.15%	39.56%	28.62%
I would never use transit	29.59%	20.99%	31.24%	18.18%
2018 Mailed	Agree	Mostly Agree	Disagree	Mostly Disagree
I would use transit more if it was more frequent	22.42	Not asked in 2018	51.6	Not asked in 2018
I would use transit more if it was offered in my area	27.05		46.26	
I would use transit more if it cost less	6.05		64.41	
I would use transit if buses and bus stops were safer	13.17		57.3	
I would never use transit	65.48		25.62	

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

	2019 Mailed	2019 Online	2018
Raise taxes and improve the level of service	30.39%	45.89%	28.47%
Lower taxes and reduce level of service	6.01%	3.95%	3.91%
Keep taxes the same wit the same or less level of service	52.30%	46.38%	57.30%
Raise taxes and put the money into reserves	3.53%	3.78%	7.12%

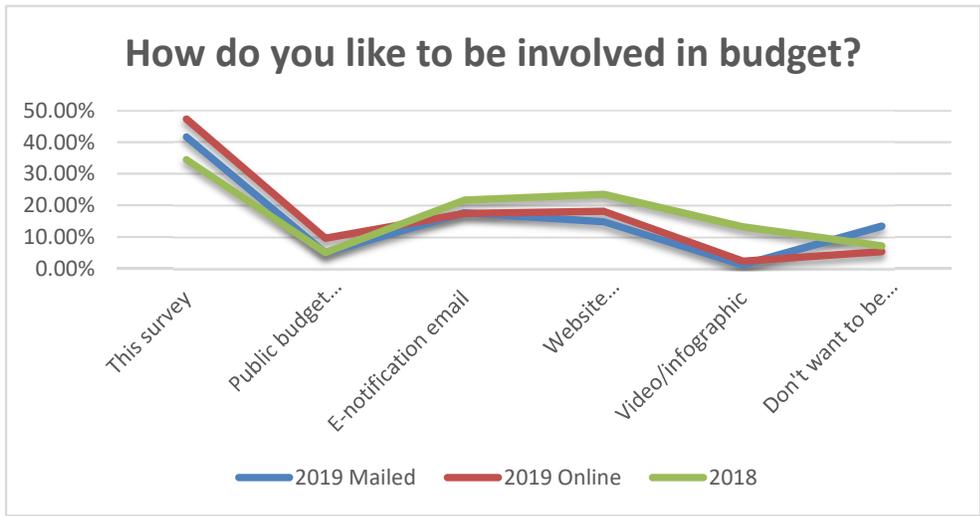


30. Please indicate how much West Kelowna Council should rely on the following sources of revenue:

2019 Mailed	Rely More	Same	Rely Less
Property Taxes	17.31	62.9	11.31
User fees and charges	36.4	43.82	10.25
Long-term borrowing	14.49	46.29	28.98
Reserves/savings	17.31	58.3	14.49
2019 Online	Rely More	Same	Rely Less
Property Taxes	17.91%	70.98%	11.11%
User fees and charges	43.12%	49.75%	7.13%
Long-term borrowing	23.83%	50.67%	25.50%
Reserves/savings	22.11%	66.00%	11.89%
2018 Mailed	Rely More	Same	Rely Less
Property Taxes	12.46	71.17	9.61
User fees and charges	37.72	48.04	6.76
Long-term borrowing	21	43.42	27.05
Reserves/savings	18.51	60.85	13.17

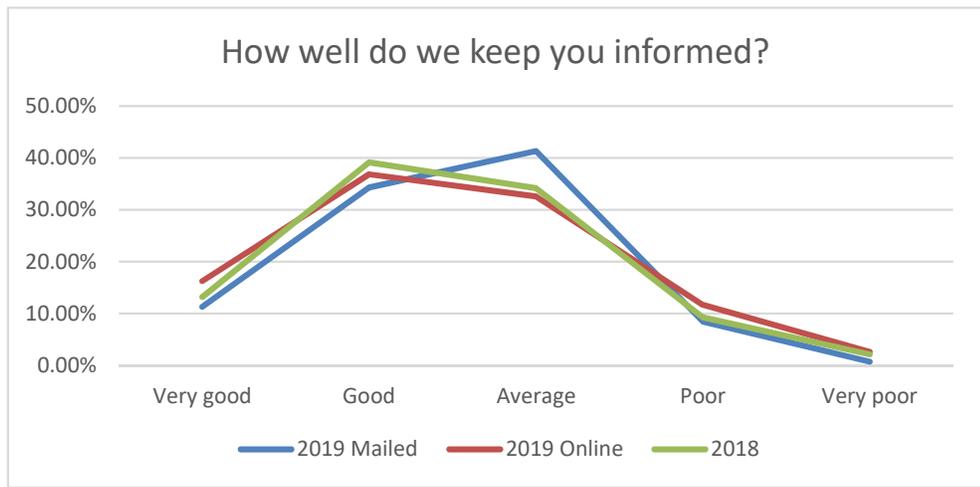
**31. How do you like to be involved in the municipal budget decisions?**

	2019 Mailed	2019 Online	2018
<b>This survey</b>	41.70%	47.37%	34.52%
<b>Public budget meeting</b>	4.95%	9.54%	4.98%
<b>E-notification email</b>	17.67%	17.43%	21.71%
<b>Website information</b>	14.84%	18.09%	23.49%
<b>Video/infographic</b>	1.06%	2.30%	13.17%
<b>Don't want to be involved</b>	13.43%	5.26%	7.12%



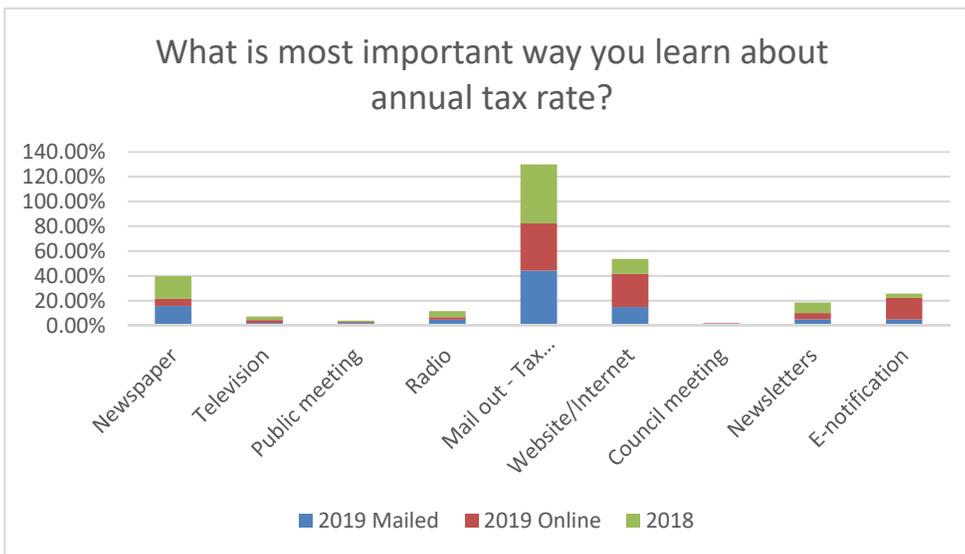
**32. How do you rate the City of West Kelowna at keeping you informed about news, events or recreation programs?**

	2019 Mailed	2019 Online	2018
<b>Very good</b>	11.31%	16.28%	13.17%
<b>Good</b>	34.28%	36.84%	39.15%
<b>Average</b>	41.34%	32.57%	34.16%
<b>Poor</b>	8.48%	11.68%	9.25%
<b>Very poor</b>	0.71%	2.63%	2.14%



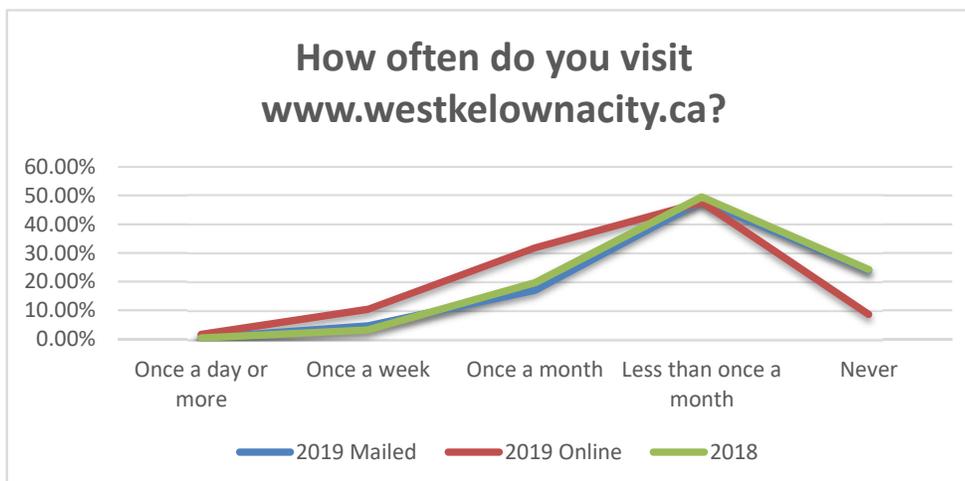
**33. What is the single most important way you learn about the annual tax rate and municipal budget?**

	2019 Mailed	2019 Online	2018
Newspaper	15.55%	6.09%	18.15%
Television	2.12%	2.30%	2.85%
Public meeting	2.12%	0.66%	1.07%
Radio	4.59%	1.97%	4.98%
Mail out - Tax notice	44.17%	38.32%	47.33%
Website/Internet	14.84%	26.64%	12.10%
Council meeting	0.35%	1.48%	0.00%
Newsletters	4.95%	5.10%	8.54%
E-notification	4.95%	17.43%	3.20%



**34. How often do you access the City of West Kelowna's website, www.westkelownacity.ca?**

	2019 Mailed	2019 Online	2018
Once a day or more	0.35%	1.64%	0.36%
Once a week	4.59%	10.36%	3.20%
Once a month	16.96%	31.74%	19.57%
Less than once a month	48.06%	47.70%	49.47%
Never	24.03%	8.55%	24.20%

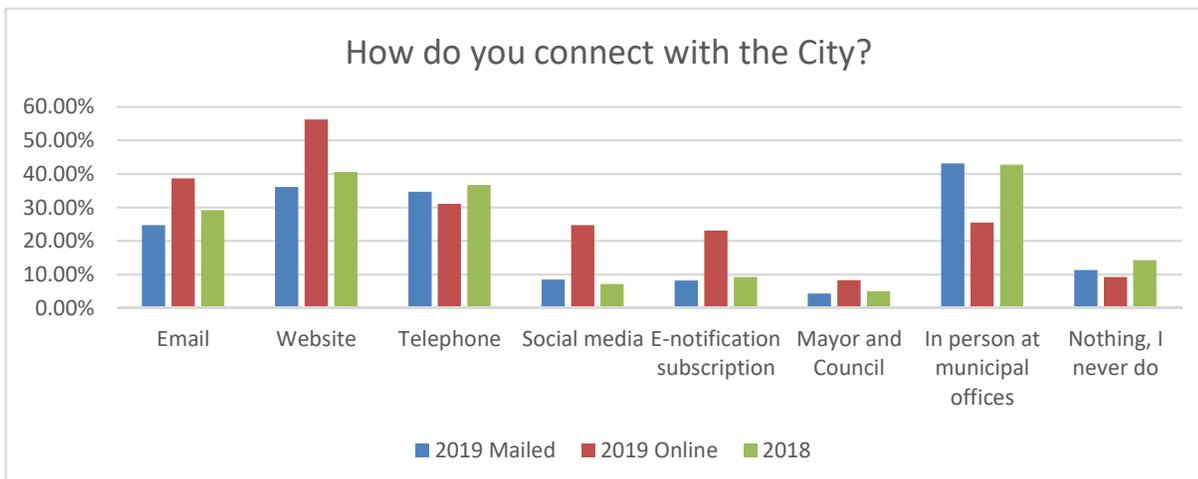


35. If you have accessed www.westkelownacity.ca, the City of West Kelowna's website, please rate it for:

2019 Mailed	Very Good	Good	Average	Poor	Very Poor
Visual Appearance	10.25	35.69	19.43	1.06	0.35
Ease of use	5.3	27.92	27.56	5.3	0.71
Comprehensive information	5.3	30.04	26.86	3.53	0.71
Online services	4.95	27.92	26.86	4.95	0.35
Online mapping	7.42	27.56	21.2	6.01	1.06
2019 Online	Very Good	Good	Average	Poor	Very Poor
Visual Appearance	18.01%	51.75%	27.80%	1.40%	1.05%
Ease of use	10.92%	42.08%	37.50%	7.39%	2.11%
Comprehensive information	9.98%	47.29%	35.38%	6.48%	0.88%
Online services	8.10%	37.85%	44.01%	9.33%	0.70%
Online mapping	14.21%	38.19%	37.30%	8.70%	1.60%
2018 Mailed	Very Good	Good	Average	Poor	Very Poor
Visual Appearance	13.17	31.32	23.84	1.78	0
Ease of use	6.76	28.11	28.83	4.98	1.07
Comprehensive information	4.63	27.05	34.52	2.49	0.36
Online services	5.69	26.33	29.18	5.69	0.36
Online mapping	7.47	24.91	26.33	6.05	1.42

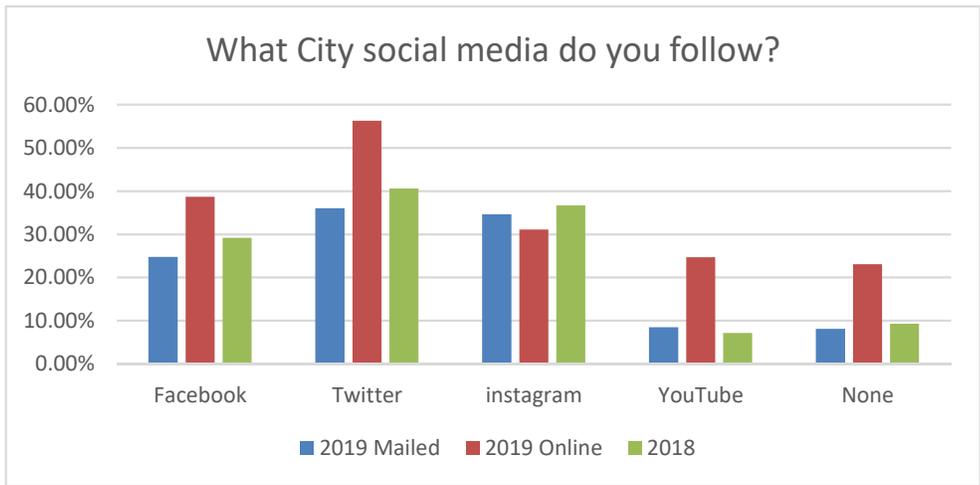
36. How do you currently connect with the City of West Kelowna? (check all that apply)

	2019 Mailed	2019 Online	2018
Email	24.73%	38.65%	29.18%
Website	36.04%	56.25%	40.57%
Telephone	34.63%	31.09%	36.65%
Social media	8.48%	24.67%	7.12%
E-notification subscription	8.13%	23.03%	9.25%
Mayor and Council	4.24%	8.22%	4.98%
In person at municipal offices	43.11%	25.49%	42.70%
Nothing, I never do	11.31%	9.21%	14.23%

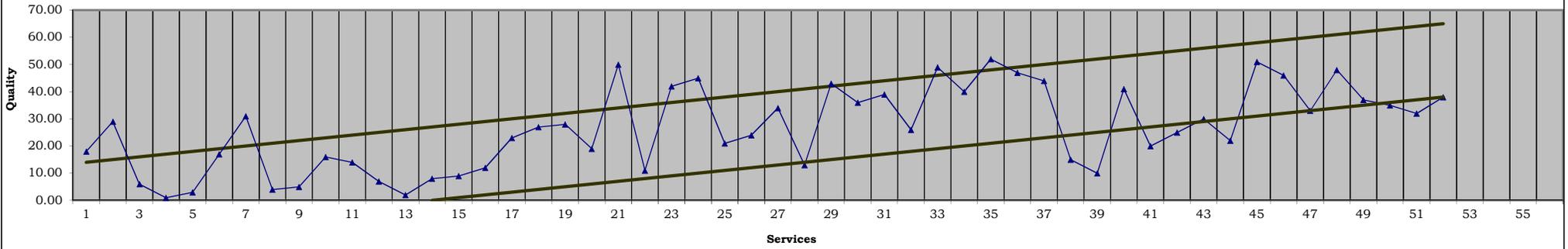


37. What City of West Kelowna social media do you follow? (Check all that apply).

	2019 Mailed	2019 Online	2018
Facebook	24.73%	38.65%	29.18%
Twitter	36.04%	56.25%	40.57%
instagram	34.63%	31.09%	36.65%
YouTube	8.48%	24.67%	7.12%
None	8.13%	23.03%	9.25%



## City of West Kelowna 2019 Citizen Survey - MAILED RESULTS



Importance  
1 = Most Important  
52= Least Important

Quality  
1 = Highest Quality  
52= Lowest Quality

Service	Impor %	Quality	Service	Impor %	Quality
Drinking Water Quality	1 86.93%	18 42.40%	Recreation Programs for Seniors	27 51.94%	34 28.27%
Roads	2 78.80%	29 33.92%	Swimming Pool	28 50.88%	13 50.53%
Residential Recycling	3 78.80%	6 65.72%	Economic Development	29 50.18%	43 21.55%
Trash Collection	4 77.39%	1 73.50%	Bylaw Enforcement	30 48.76%	36 27.21%
Fire Department First Response	5 77.39%	3 68.55%	Recreation Programs for Adults	31 48.76%	39 25.44%
Snow Clearing/Removal	6 77.39%	17 46.29%	Personal Customer Service	32 48.06%	26 36.04%
Road Maintenance	7 77.39%	31 31.10%	Recreation Programs for Teenagers	33 46.64%	49 16.25%
Fire Fighting	8 75.97%	4 68.20%	Recreation Programs for Children	34 44.88%	40 25.44%
Emergency 911	9 75.27%	5 68.20%	Dedicated Bicycle Lanes	35 43.46%	52 7.77%
Ease of Travel by Car	10 74.91%	16 47.35%	Building Inspection	36 42.40%	47 19.43%
Police Enforcement	11 74.56%	14 49.82%	Recreation Programs for Pre-School	37 42.05%	44 21.55%
Sewage Treatment	12 72.08%	7 56.54%	Arenas	38 41.70%	15 47.35%
Yard Waste Collection	13 71.73%	2 71.38%	Public Library	39 41.34%	10 53.19%
Fire Prevention	14 71.38%	8 54.42%	Tourism Promotion	40 40.64%	41 24.03%
Air Quality	15 71.38%	9 53.71%	Soccer/Football Fields	41 37.81%	20 42.05%
Beaches	16 70.67%	12 50.53%	West Kelowna Website	42 36.75%	25 36.40%
Street Lighting	17 67.84%	23 38.16%	Community Centres - Halls	43 36.75%	30 33.92%
Water Conservation Efforts	18 67.49%	27 34.63%	Ball Fields	44 35.69%	22 40.28%
Protection of Waterways	19 66.08%	28 34.63%	Ease of Travel by Transit	45 34.63%	51 9.19%
Parks (Open Space)	20 63.60%	19 42.05%	Boat Launch with Parking Facilities	46 34.28%	46 19.43%
Sidewalks	21 63.60%	50 14.49%	Animal Control	47 31.45%	33 30.04%
Recreational Trails	22 62.90%	11 53.00%	Marina	48 27.21%	48 17.31%
Growth & Development Planning	23 59.01%	42 21.91%	Cemetery	49 26.15%	37 26.86%
Illegal Dumping Cleanup Program	24 58.66%	45 20.85%	Skateboards/Bike Parks	50 23.32%	35 27.56%
Playgrounds	25 53.71%	21 40.64%	Tennis/Pickleball Courts	51 22.26%	32 30.39%
Noise Control	26 52.30%	24 37.81%	Museum	52 20.49%	38 26.15%

**2019 Citizens' Survey - Mailed  
Importance vs Quality Comparison  
ABOVE THE LINE - NOT MEETING EXPECTATIONS**

Importance No.	Service	Importance %	Quality No.	Quality %
1	Drinking Water Quality	86.93%	18	42.40%
2	Roads	78.80%	29	33.92%
7	Road Maintenance	77.39%	31	31.10%
21	Sidewalks	63.60%	50	14.49%
23	Growth & Development Planning	59.01%	42	21.91%
24	Illegal Dumping Cleanup Program	58.66%	45	20.85%
29	Economic Development	50.18%	43	21.55%
33	Recreation Programs for Teenagers	46.64%	49	16.25%
35	Dedicated Bicycle Lanes	43.46%	52	7.77%

**2019 Citizens' Survey - Mailed  
Importance vs Quality Comparison  
BELOW THE LINE - EXCEEDING EXPECTATIONS**

Importance No.	Service	Importance %	Quality No.	Quality %
28	Swimming Pool	50.88%	13	50.53%
38	Arenas	41.70%	15	47.35%
39	Public Library	41.34%	10	53.19%
41	Soccer/Football Fields	37.81%	20	42.05%
42	West Kelowna Website	36.75%	25	36.40%
44	Ball Fields	35.69%	22	40.28%
50	Skateboards/Bike Parks	23.32%	35	27.56%
51	Tennis/Pickleball Courts	22.26%	32	30.39%

**2018 Citizens' Survey - Mailed  
Importance vs Quality Comparison  
ABOVE THE LINE - NOT MEETING EXPECTATIONS**

Importance No.	Service	Importance %	Quality No.	Quality %
1	Drinking Water Quality	83.27%	19	36.65%
2	Road Maintenance	79.72%	30	30.96%
5	Roads	78.65%	33	27.40%
10	Street Lighting	74.38%	24	35.23%
19	Sidewalks	64.41%	50	13.52%
22	Illegal Dumping Cleanup Program	58.36%	42	23.84%
25	Growth & Development Planning	51.96%	48	19.57%
33	Recreation Programs for Teenagers	44.84%	46	19.93%
35	Building Inspection	43.06%	49	17.08%

**2018 Citizens' Survey - Mailed  
Importance vs Quality Comparison  
BELOW THE LINE - EXCEEDING EXPECTATIONS**

Importance No.	Service	Importance %	Quality No.	Quality %
23	Recreational Trails	58.01%	7	59.79%
29	Swimming Pool	49.47%	13	45.91%
32	Arenas	47.33%	15	43.77%
37	Public Library	41.99%	17	41.28%
41	Sports Fields - Soccer/Football	38.43%	26	35.23%
44	Sports Fields - Baseball	37.72%	23	35.23%
46	West Kelowna website	36.30%	28	33.81%

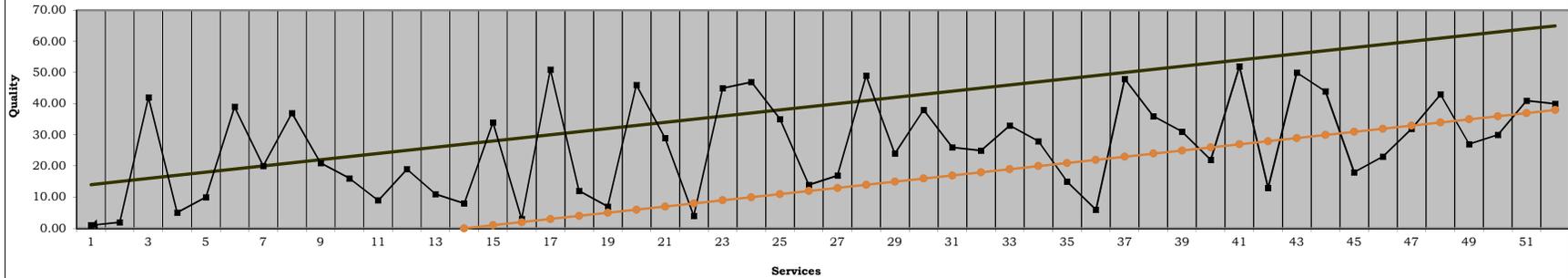
**2019 Citizens' Survey - Mailed  
Importance vs Quality Comparison  
IN BETWEEN LINES - MEETING EXPECTATIONS**

Importance No.	Service	Importance %	Quality No.	Quality %
3	Residential Recycling	78.80%	6	65.72%
4	Trash Collection	77.39%	1	73.50%
5	Fire Department First Response	77.39%	3	68.55%
6	Snow Clearing/Removal	77.39%	17	46.29%
8	Fire Fighting	75.97%	4	68.20%
9	Emergency 911	75.27%	5	68.20%
10	Ease of Travel by Car	74.91%	16	47.35%
11	Police Enforcement	74.56%	14	49.82%
12	Sewage Treatment	72.08%	7	56.54%
13	Yard Waste Collection	71.73%	2	71.38%
14	Fire Prevention	71.38%	8	54.42%
15	Air Quality	71.38%	9	53.71%
16	Beaches	70.67%	12	50.53%
17	Street Lighting	67.84%	23	38.16%
18	Water Conservation Efforts	67.49%	27	34.63%
19	Protection of Waterways	66.08%	28	34.63%
20	Parks (Open Space)	63.60%	19	42.05%
22	Recreational Trails	62.90%	11	53.00%
25	Playgrounds	53.71%	21	40.64%
26	Noise Control	52.30%	24	37.81%
27	Recreation Programs for Seniors	51.94%	34	28.27%
29	Economic Development	50.18%	43	21.55%
30	Bylaw Enforcement	48.76%	36	27.21%
31	Recreation Programs for Adults	48.76%	39	25.44%
32	Personal Customer Service	48.06%	26	36.04%
34	Recreation Programs for Children	44.88%	40	25.44%
36	Building Inspection	42.40%	47	19.43%
37	Recreation Prgrams for Pre-School	42.05%	44	21.55%
40	Tourism Promotion	40.64%	41	24.03%
43	Community Centres - Halls	36.75%	30	33.92%
45	Ease of Travel by Transit	34.63%	51	9.19%
46	Boat Launch with Parking Facilities	34.28%	46	19.43%
47	Animal Control	31.45%	33	30.04%
48	Marina	27.21%	48	17.31%
49	Cemetery	26.15%	37	26.86%
52	Museum	20.49%	38	26.15%

**2018 Citizens' Survey - Mailed  
Importance vs Quality Comparison  
IN BETWEEN LINES - MEETING EXPECTATIONS**

Importance No.	Service	Importance %	Quality No.	Quality %
3	Ease of Travel by Car	79.72%	16	41.64%
4	Snow Clearing/Removal	79.00%	14	44.13%
6	Residential Recycling	76.51%	5	62.63%
7	Trash Collection	76.16%	2	70.82%
8	Fire Department First Response	76.16%	3	67.26%
9	Fire Fighting	75.44%	1	72.60%
11	Emergency 911	73.31%	6	59.79%
12	Police Enforcement	71.89%	12	46.62%
13	Beaches	71.53%	10	51.96%
14	Air Quality	71.53%	8	58.72%
15	Fire Prevention	70.82%	9	53.38%
16	Yard Waste Collection	69.75%	4	66.19%
17	Sewage Treatment	69.75%	11	51.60%
18	Parks (Open Space)	64.77%	18	39.86%
20	Protection of Waterways	64.41%	25	35.23%
21	Water Conservation Efforts	58.72%	21	36.30%
24	Noise Control	54.09%	29	32.03%
26	Playgrounds	50.89%	22	35.94%
27	Personal Customer	50.18%	20	36.30%
28	Economic Development	50.18%	40	24.56%
30	Bylaw Enforcement	47.69%	31	28.11%
31	Recreation Programs for Seniors	47.69%	32	27.76%
33	Recreation Programs for Teenagers	44.84%	46	19.93%
34	Recreation Programs for Adults	44.48%	34	27.05%
36	Recreation Programs for Children	41.99%	36	25.98%
38	Community Centres - Halls	41.64%	27	34.88%
39	Dedicated Bicycle Lanes	41.28%	52	6.41%
40	Recreation Programs for Pre-School	40.57%	37	25.27%
42	Tourism Promotion	38.08%	35	26.33%
43	Boat Launch with Parking Facilities	37.72%	38	25.27%
45	Ease of Travel by Transit	37.01%	51	7.12%
47	Animal Control	33.10%	41	24.20%
48	Marina	31.32%	47	19.93%
49	Cemetery	30.25%	45	21.35%
50	Tennis/Pickleball Courts	27.05%	39	24.91%
51	Skateboards/Bike Parks	21.71%	44	22.78%
52	Museum	19.93%	43	23.13%

**City of West Kelowna  
2019 Citizen Survey - ONLINE RESULTS**



Importance  
1 = Most Important  
52 = Least Important

Quality  
1 = Highest Quality  
52 = Lowest Quality

Service	Impor %	Quality	Service	Impor %	Quality
Fire Fighting	1	91.60%	Swimming Pool	27	65.40%
Fire Department First Response	2	90.28%	Recreation programs for Teenagers	28	64.94%
Drinking Water Quality	3	90.12%	Recreation Programs for Children	29	62.57%
Emergency 911	4	88.18%	Bylaw Enforcement	30	60.86%
Fire Prevention	5	87.54%	Personal Customer Service	31	57.29%
Roads	6	87.41%	Recreation programs for Seniors	32	56.66%
Police Enforcement	7	85.69%	Recreation Programs for Adults	33	56.29%
Road Maintenance	8	85.30%	Recreation Programs for Pre-School	34	54.90%
Snow Clearing/Removal	9	83.53%	Arenas	35	52.18%
Beaches	10	82.13%	Public Library	36	50.52%
Air Quality	11	80.70%	Building Inspection	37	50.35%
Ease of Travel by Car	12	80.34%	Tourism Promotion	38	49.83%
Parks (Open Space)	13	77.31%	Community Centres - Halls	39	49.82%
Residential Recycling	14	76.61%	Noise Control	40	48.33%
Protection of Waterways	15	75.13%	Dedicated Bicycle Lanes	41	47.86%
Trash Collection	16	74.74%	West Kelowna Website	42	47.67%
Sidewalks	17	74.32%	Ease of Travel by Transit	43	46.79%
Sewage Treatment	18	74.22%	Boat Launch with Parking Facilities	44	40.28%
Recreational Trails	19	73.35%	Soccer/Football Fields	45	36.93%
Growth and Development Planning	20	71.60%	Ball Fields	46	34.75%
Street Lighting	21	71.04%	Animal Control	47	33.91%
Yard waste Collection	22	70.86%	Marina	48	33.86%
Economic Development	23	66.90%	Skateboard/Bike Parks	49	32.75%
Illegal Dumping Cleanup Program	24	66.50%	Tennis/Pickleball Courts	50	27.64%
Water Conservation Efforts	25	66.26%	Cemetery	51	23.88%
Playgrounds	26	66.08%	Museum	52	22.66%

**2019 Citizens' Survey - Online**  
**Importance vs Quality Comparison**  
**ABOVE THE LINE - NOT MEETING EXPECTATIONS**

Importance No.	Service	Importance %	Quality No.	Quality %
3	Drinking Water Quality	90.12%	42	27.30%
6	Roads	87.41%	39	29.15%
8	Road Maintenance	85.30%	37	30.74%
15	Protection of Waterways	75.13%	34	33.46%
17	Sidewalks	74.32%	51	9.56%
20	Growth and Development Planning	71.60%	46	22.99%
23	Economic Development	66.90%	45	26.07%
24	Illegal Dumping Cleanup Program	66.50%	47	19.21%
28	Recreation programs for Teenagers	64.94%	49	18.67%

**2019 Citizens' Survey - Online**  
**Importance vs Quality Comparison**  
**BELOW THE LINE - EXCEEDING EXPECTATIONS**

Importance No.	Service	Importance %	Quality No.	Quality %
22	Yard waste Collection	70.86%	4	68.14%
35	Arenas	52.18%	15	49.82%
36	Public Library	50.52%	6	60.45%
40	Noise Control	48.33%	22	43.04%
42	West Kelowna Website	47.67%	13	50.60%
45	Soccer/Football Fields	36.93%	18	45.94%
46	Ball Fields	34.75%	23	42.59%
47	Animal Control	33.91%	32	34.84%
49	Skateboard/Bike Parks	32.75%	27	37.71%
50	Tennis/Pickleball Courts	27.64%	30	35.42%

**2019 Citizens' Survey - Online  
Importance vs Quality Comparison  
IN BETWEEN LINES - MEETING EXPECTATIONS**

Importance No.	Service	Importance %	Quality No.	Quality %
1	Fire Fighting	91.60%	1	77.93%
2	Fire Department First Response	90.28%	2	76.07%
4	Emergency 911	88.18%	5	66.25%
5	Fire Prevention	87.54%	10	55.60%
7	Police Enforcement	85.69%	20	43.90%
9	Snow Clearing/Removal	83.53%	21	43.67%
10	Beaches	82.13%	16	48.46%
11	Air Quality	80.70%	9	56.51%
12	Ease of Travel by Car	80.34%	19	44.22%
13	Parks (Open Space)	77.31%	11	51.47%
14	Residential Recycling	76.61%	8	60.11%
16	Trash Collection	74.74%	3	72.45%
18	Sewage Treatment	74.22%	12	50.80%
19	Recreational Trails	73.35%	7	60.17%
21	Street Lighting	71.04%	29	36.15%
25	Water Conservation Efforts	66.26%	35	32.92%
26	Playgrounds	66.08%	14	49.83%
27	Swimming Pool	65.40%	17	47.61%
29	Recreation Programs for Children	62.57%	24	40.19%
30	Bylaw Enforcement	60.86%	38	30.18%
31	Personal Customer Service	57.29%	26	37.99%
32	Recreation programs for Seniors	56.66%	25	38.23%
33	Recreation Programs for Adults	56.29%	33	33.51%
34	Recreation Programs for Pre-School	54.90%	28	36.91%
37	Building Inspection	50.35%	48	18.89%
38	Tourism Promotion	49.83%	36	30.97%
39	Community Centres - Halls	49.82%	31	35.25%
41	Dedicated Bicycle Lanes	47.86%	52	8.33%
43	Ease of Travel by Transit	46.79%	50	10.15%
44	Boat Launch with Parking Facilities	40.28%	44	26.74%
48	Marina	33.86%	43	27.09%
51	Cemetery	23.88%	41	27.96%
52	Museum	22.66%	40	28.77%