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Citizen Satisfaction Survey



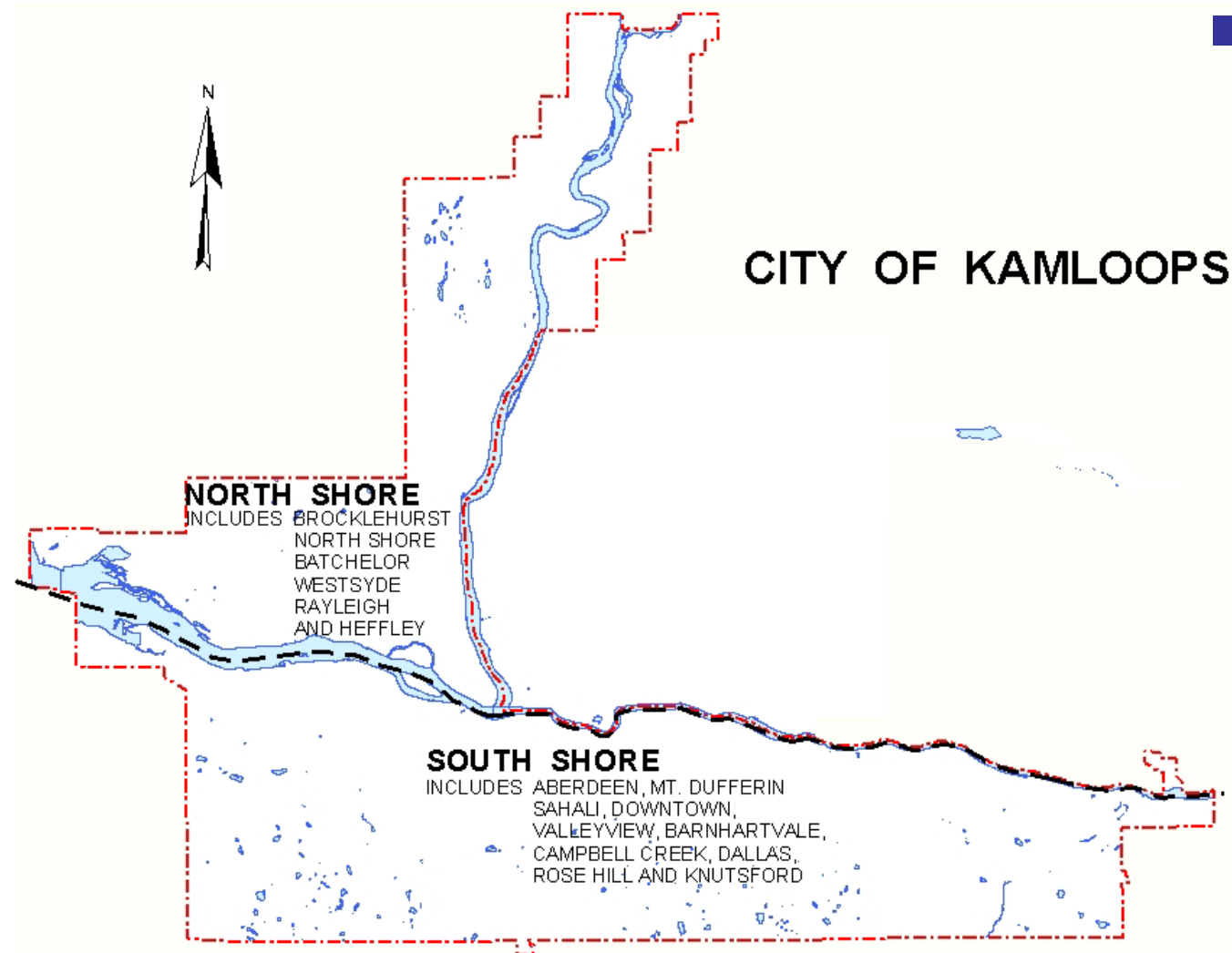
Final Results - November 25th, 2003

- Objectives
- Methodology
- Key Findings
- Detailed Findings
 - Life in Kamloops
 - Needs and Priorities
 - City Government
 - Crime and Safety
 - Financing Options
 - Communications
- Questions and Answers

- To continue to meet and exceed the expectations of its growing community, it is important for the City of Kamloops to regularly assess the satisfaction, needs, priorities, and attitudes of its residents.
- Therefore, the main objectives of the research were to:
 - How do people feel about living in Kamloops and what do they think the future will hold?
 - What issues are top of mind?
 - Which City services are the most important and how is the City doing in terms of providing services to residents?
 - Is the City providing effective government?
 - What are residents opinions about the level of crime and safety in the community? What are they most worried about?
 - City finances - do residents prefer tax increases or service cuts?
 - What types of information are residents looking for the City to provide and how should the City provide it?
 - Plus specific issues including: referendum, UCC renaming, types of parks.

- Survey conducted among residents of the City of Kamloops aged 18 and older.
- Survey fielded between October 7th - 15th, 2003.
- Random sample of 400 (margin of error: $\pm 4.9\%$, 19 times out of 20).
- First year the survey has been conducted via telephone.
 - This methodology helps increase the accuracy and representativeness of results.
- Overall results are weighted to reflect the relative size of the each region and to ensure the age, sex distribution reflects that of the actual Kamloops population according to the 2001 census data.
- Only statistically significant differences between North Shore and South Shore are mentioned.
- Where possible, results are compared to previous City of Kamloops surveys and Ipsos-Reid Municipal Norms.
- Non-random feedback mechanism was made available to residents.

Definition of North Shore and South Shore Regions



- For the purposes of this survey “North Shore” was defined as all areas in Kamloops that are north of the South Thompson River (excluding the Indian reserve) and “South Shore” was defined as all areas south of the river.

- Residents think they have a good quality of life and that their quality of life has generally improved over the last five years. This is consistent with other municipalities, and slightly more positive compared to 2001.
- Community is hopeful and positive about the future but has continuing concerns about the local economy.
- Water quality, referendum, unemployment and crime are residents' current, specific, top of mind concerns.
- Fire services and parks and trails are the City's primary strengths.
- Road maintenance and neighbourhood improvements are primary weaknesses.
- City staff and government receive good marks for their performance. Speed of response and access - especially among North Shore residents - may be areas for improvement.
- Some sense that the city is becoming less safe - property crime.
- Like many other municipalities today, residents of Kamloops would rather see tax increases than service cuts.



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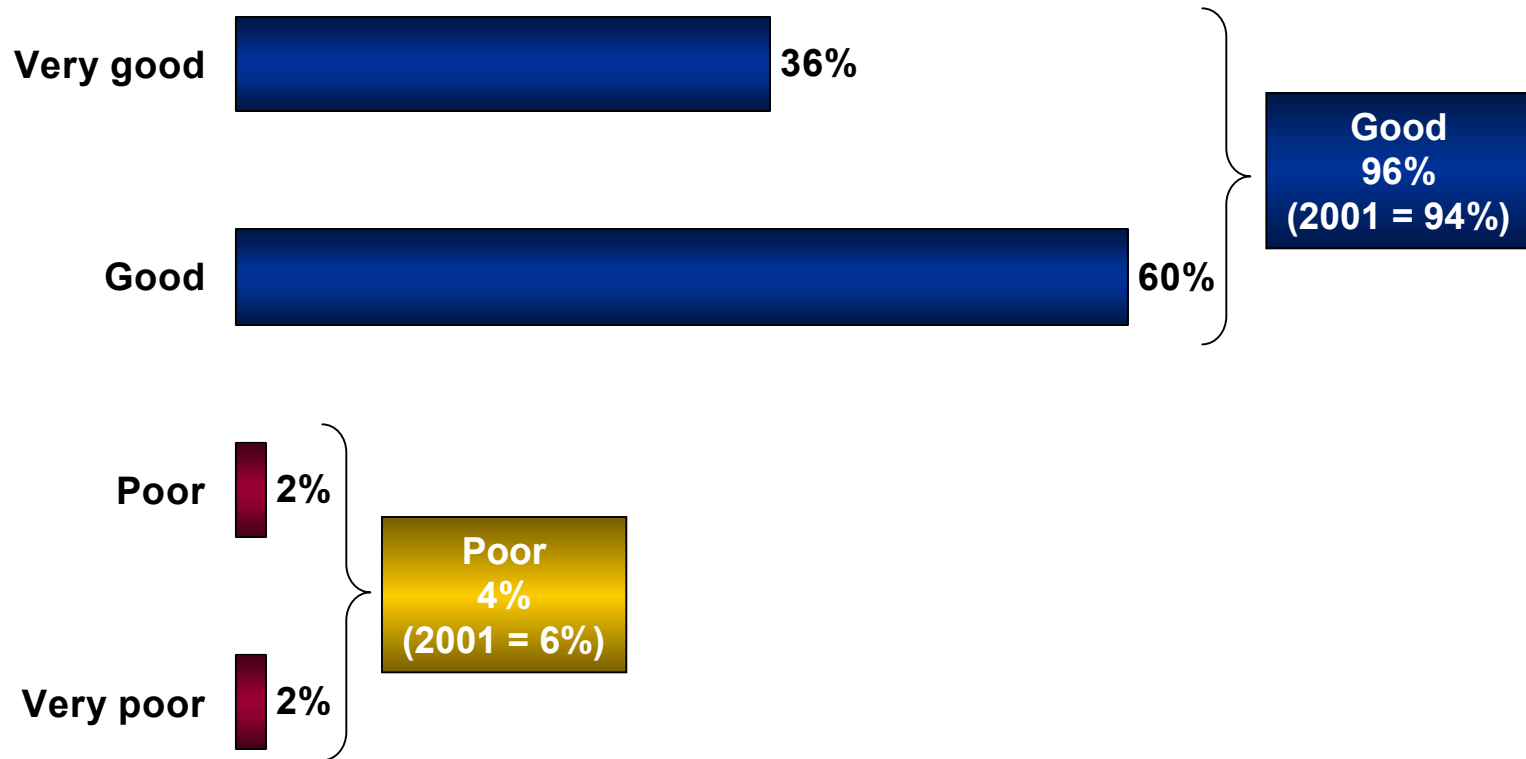
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Life in Kamloops

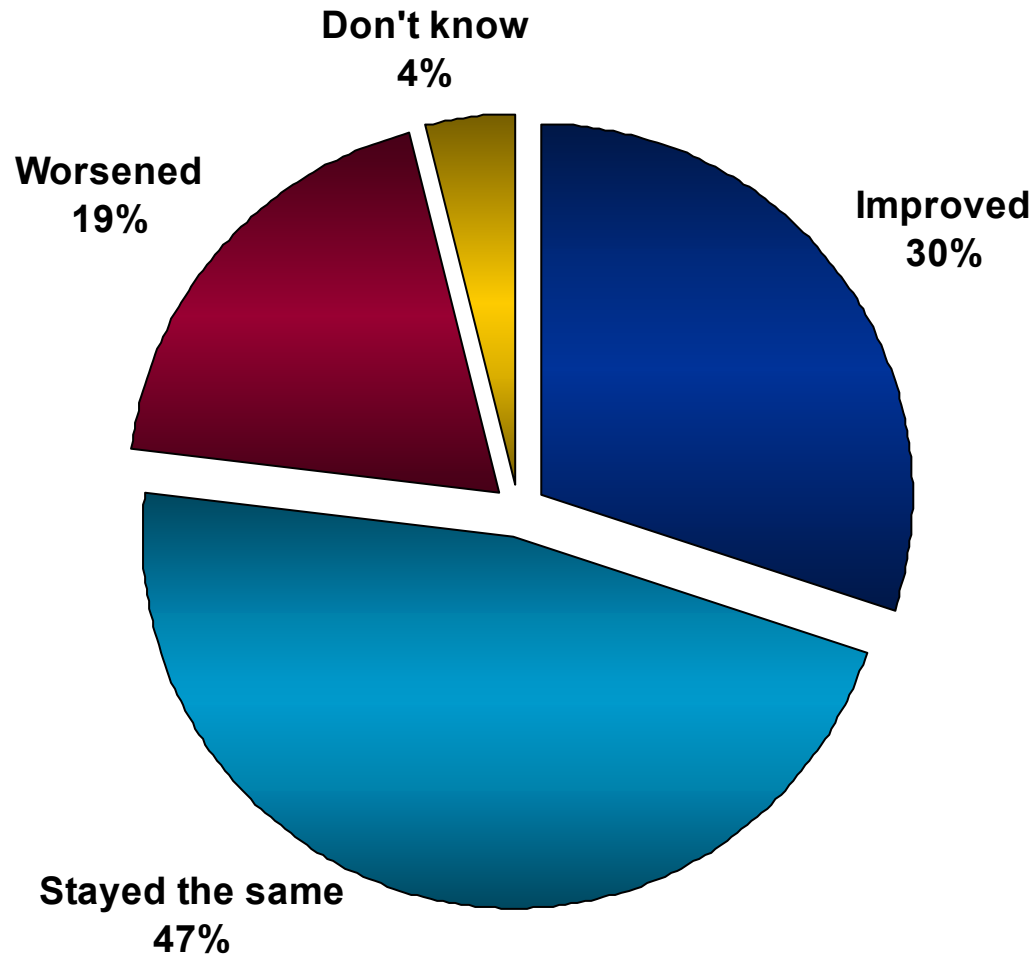
Residents of Kamloops say quality of life is very high

How would you rate the overall quality of life in Kamloops today?



And, Kamloops' quality of life shows clear positive momentum

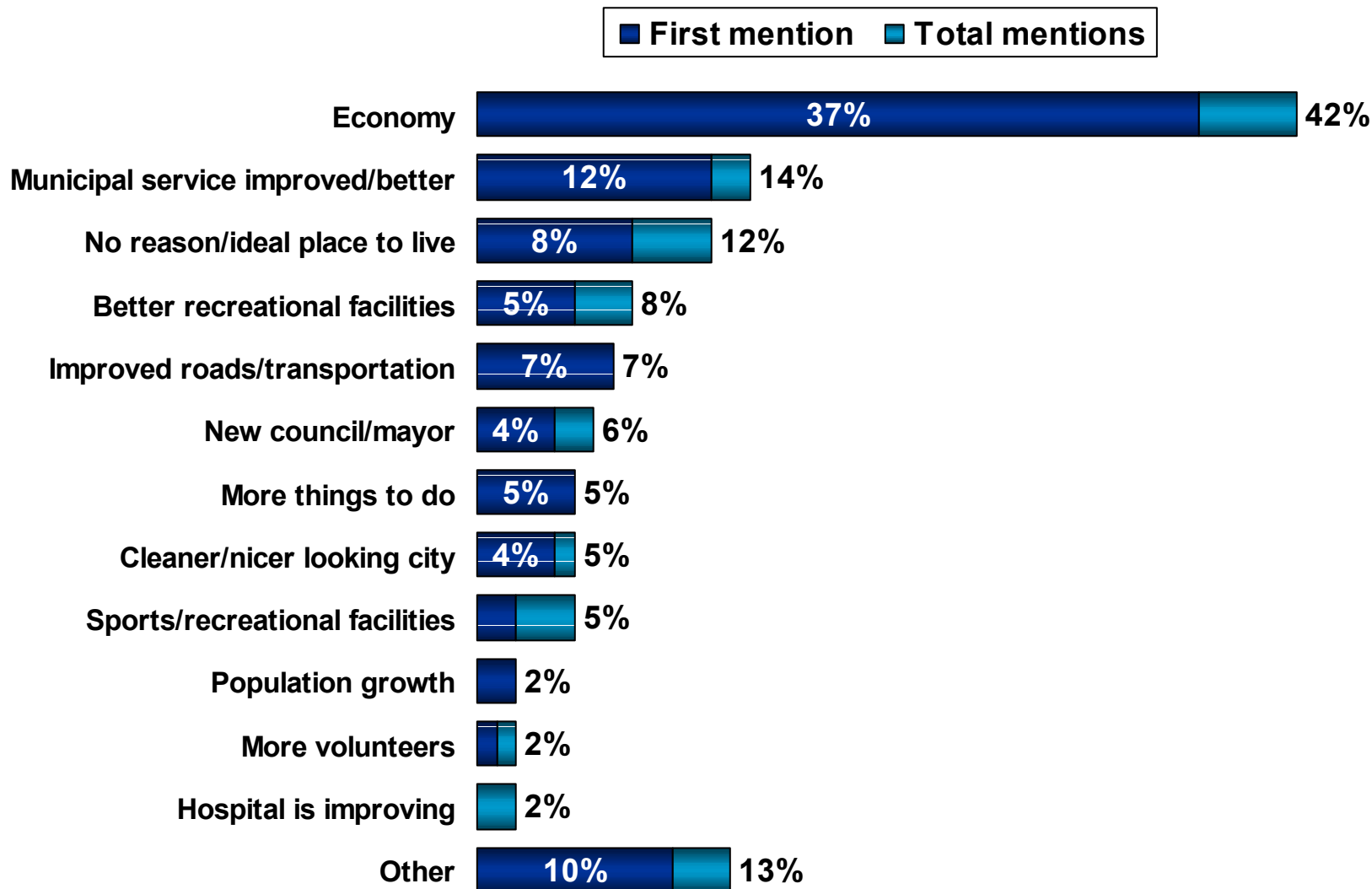
And, do you feel that the quality of life in Kamloops in the past five years has ...?



(n=400)

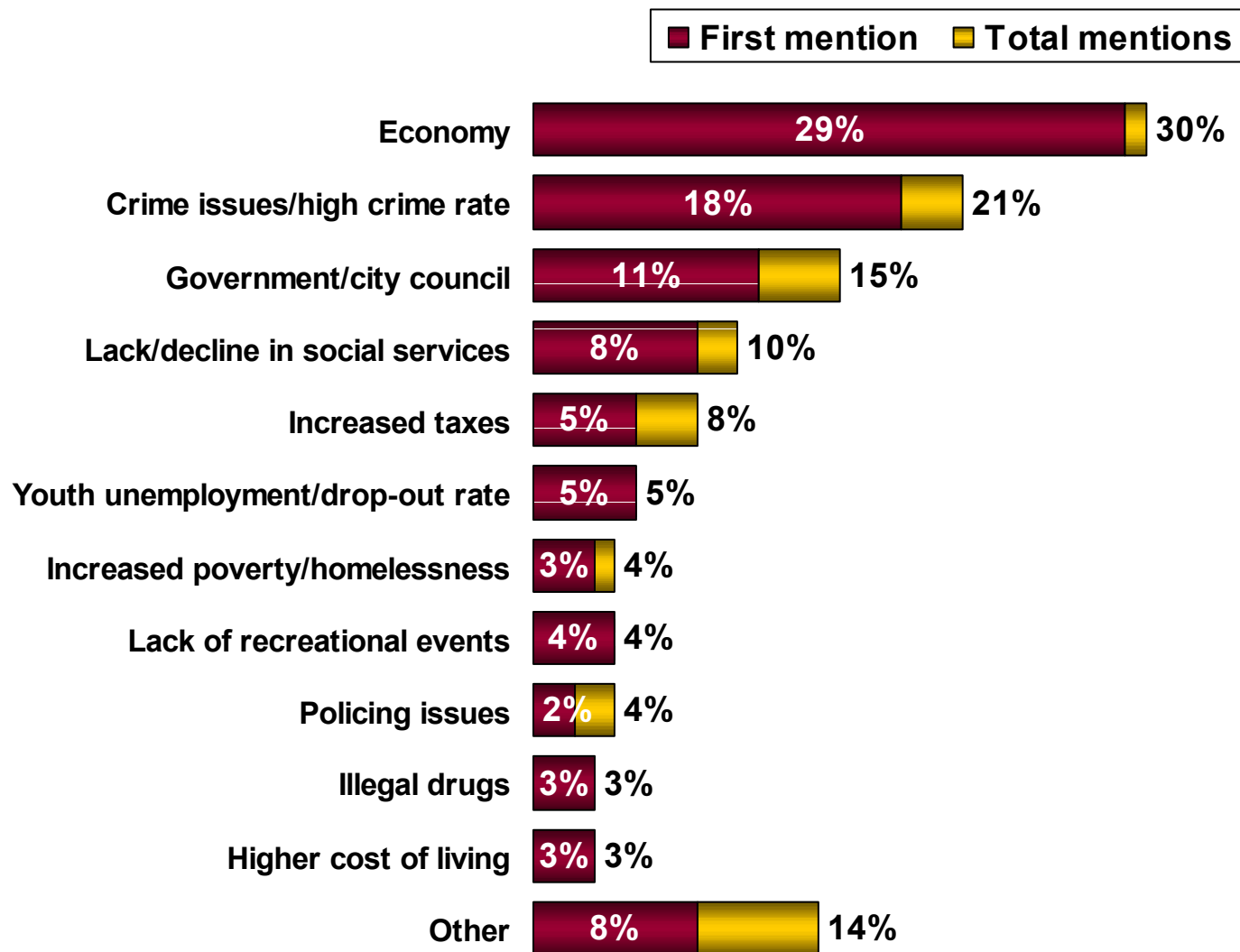
Economy and better municipal service top reasons for improved quality of life

Why do you think the quality of life has improved?



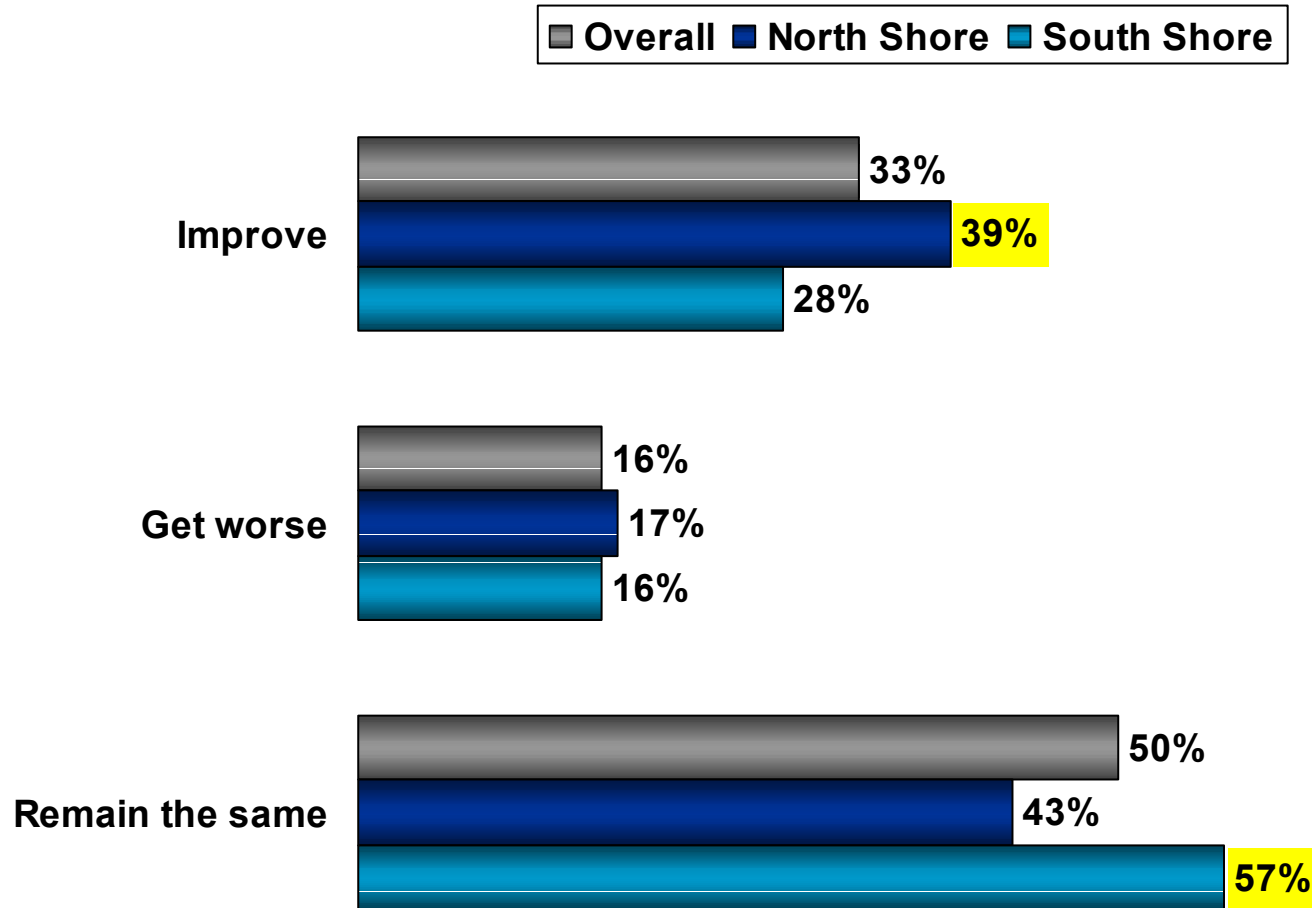
But, economy and crime are main reason quality of life has worsened

Why do you think the quality of life has worsened?



Most expect economic situation will stay the same - good positive momentum

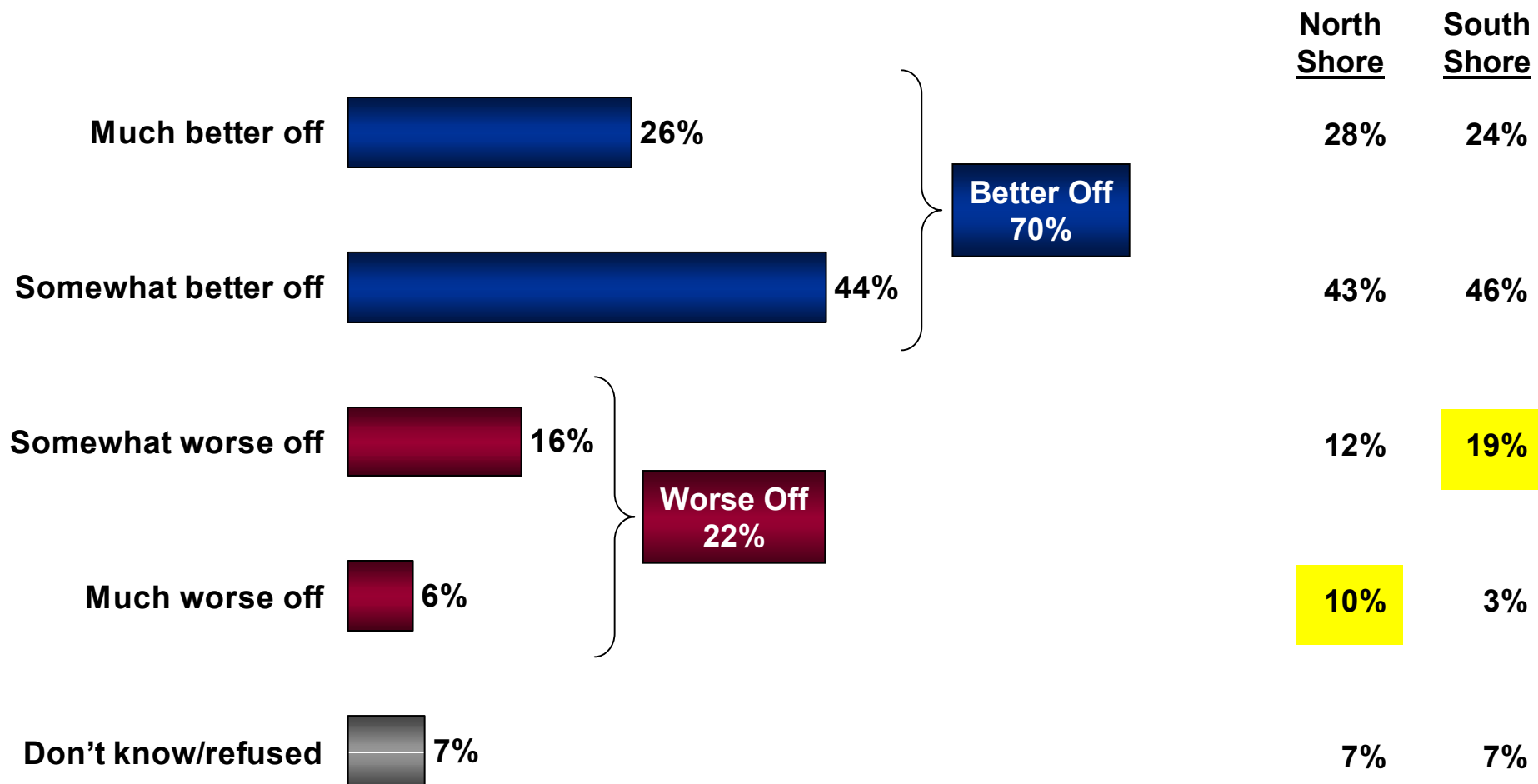
Over the next year, do you think your personal economic situation will improve, remain the same, or get worse?



Significant difference.

Meanwhile, ten year personal economic outlook is even more positive

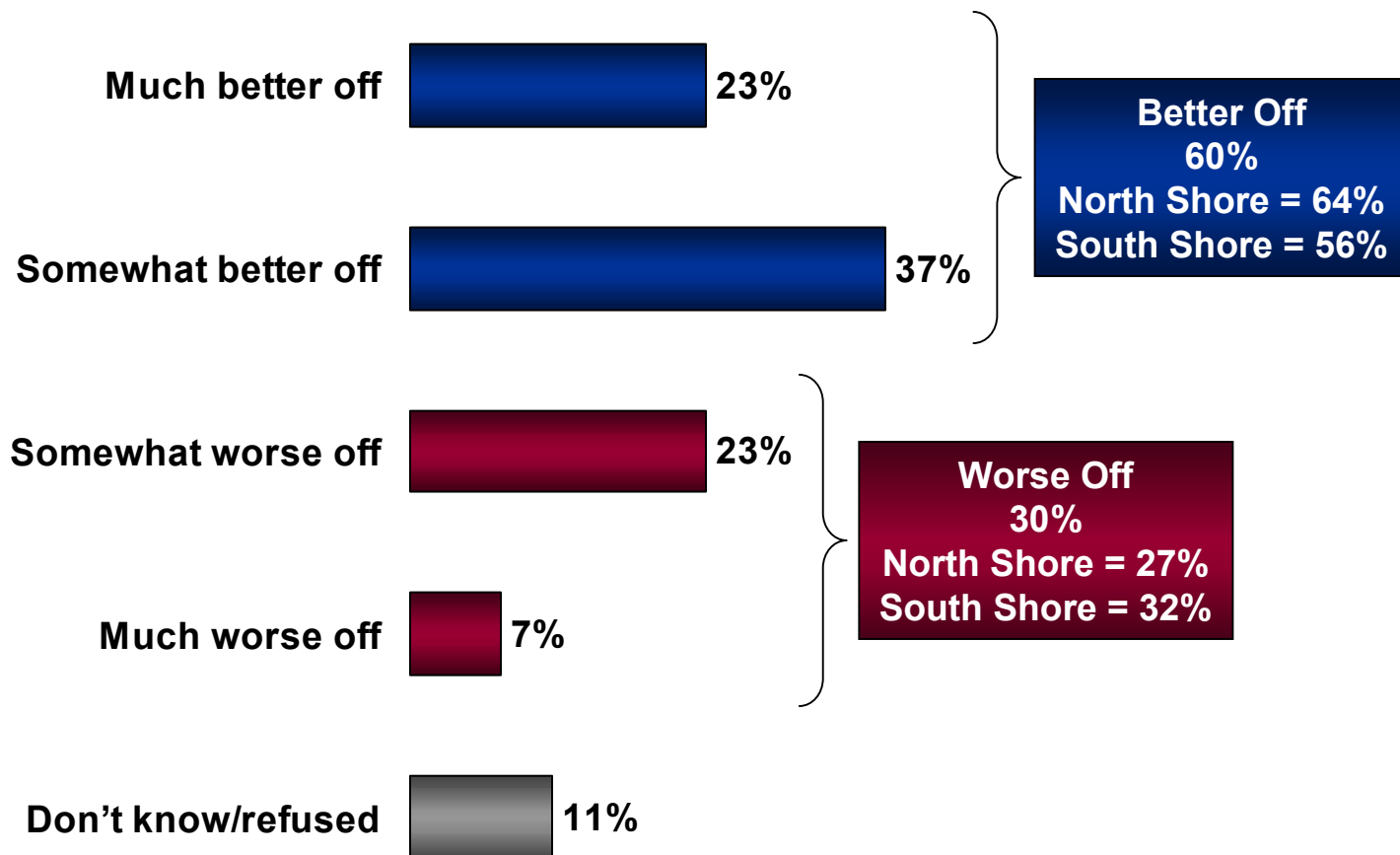
*All things considered, do you think you will be better off or worse off in 10 years than you are today?
Is that much or somewhat better/worse off?*



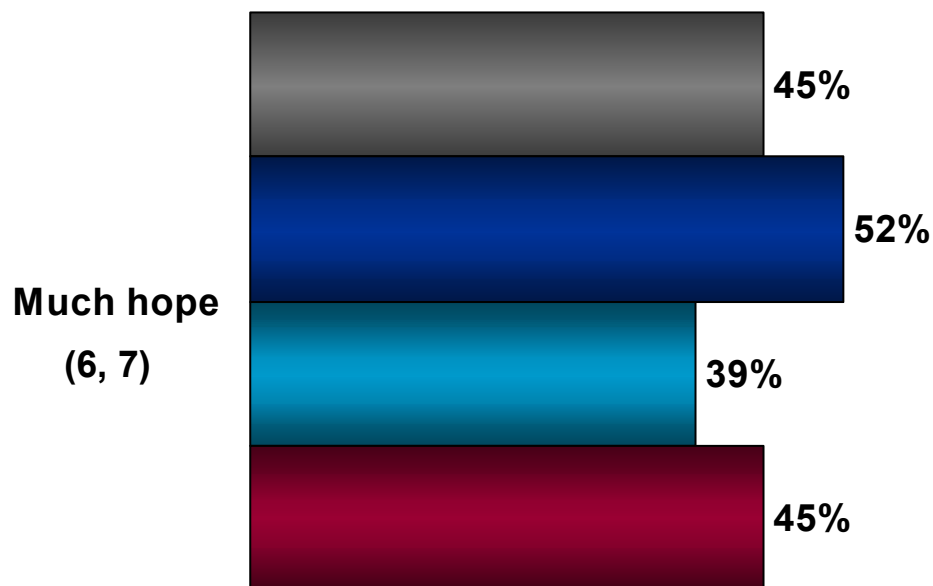
Significant difference.

While still good, outlook for children is less positive than personal outlook

All things considered, do you think your children will be better off or worse off than you? Is that much or somewhat better/worse off?



Overall Hope Index is comparable to national average - NS higher than SS



Country	Hope Index (% 6,7)*
United States	61%
Australia	45%
United Kingdom	42%
France	29%
Russia	23%
Germany	15%



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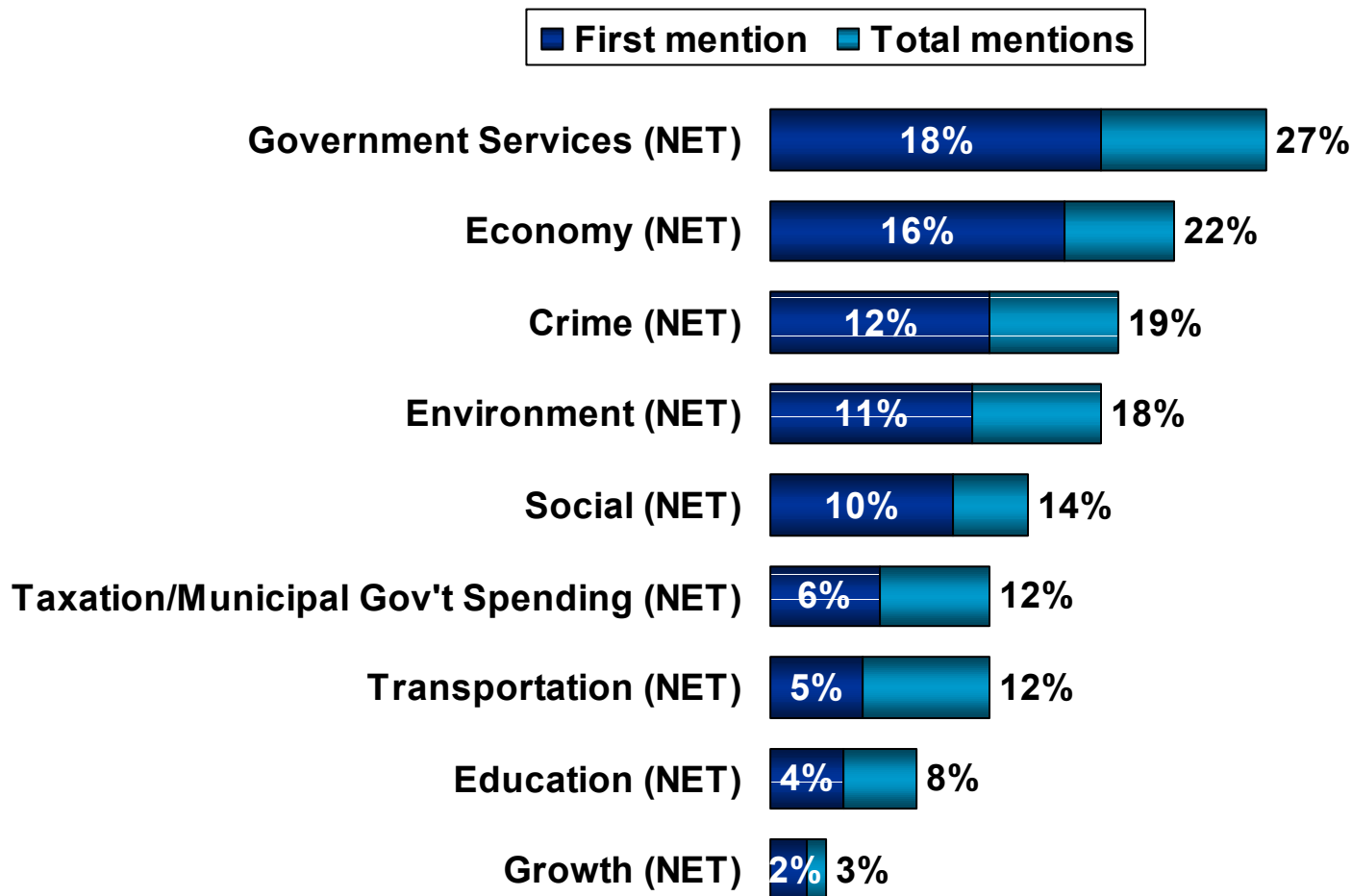
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Needs and Priorities

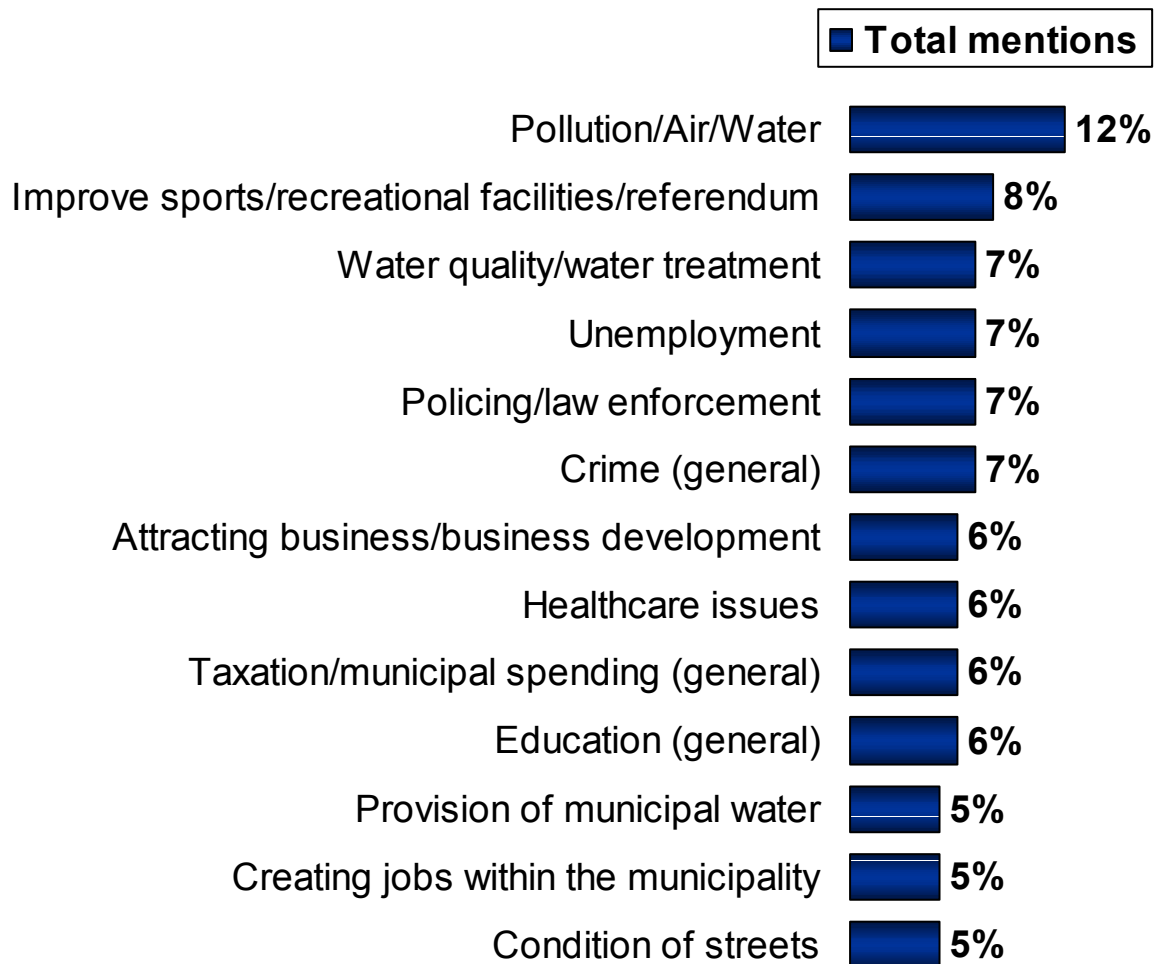
Government services, economy, crime and environment on top of residents' minds

In your view, as a resident of the City of Kamloops, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders?



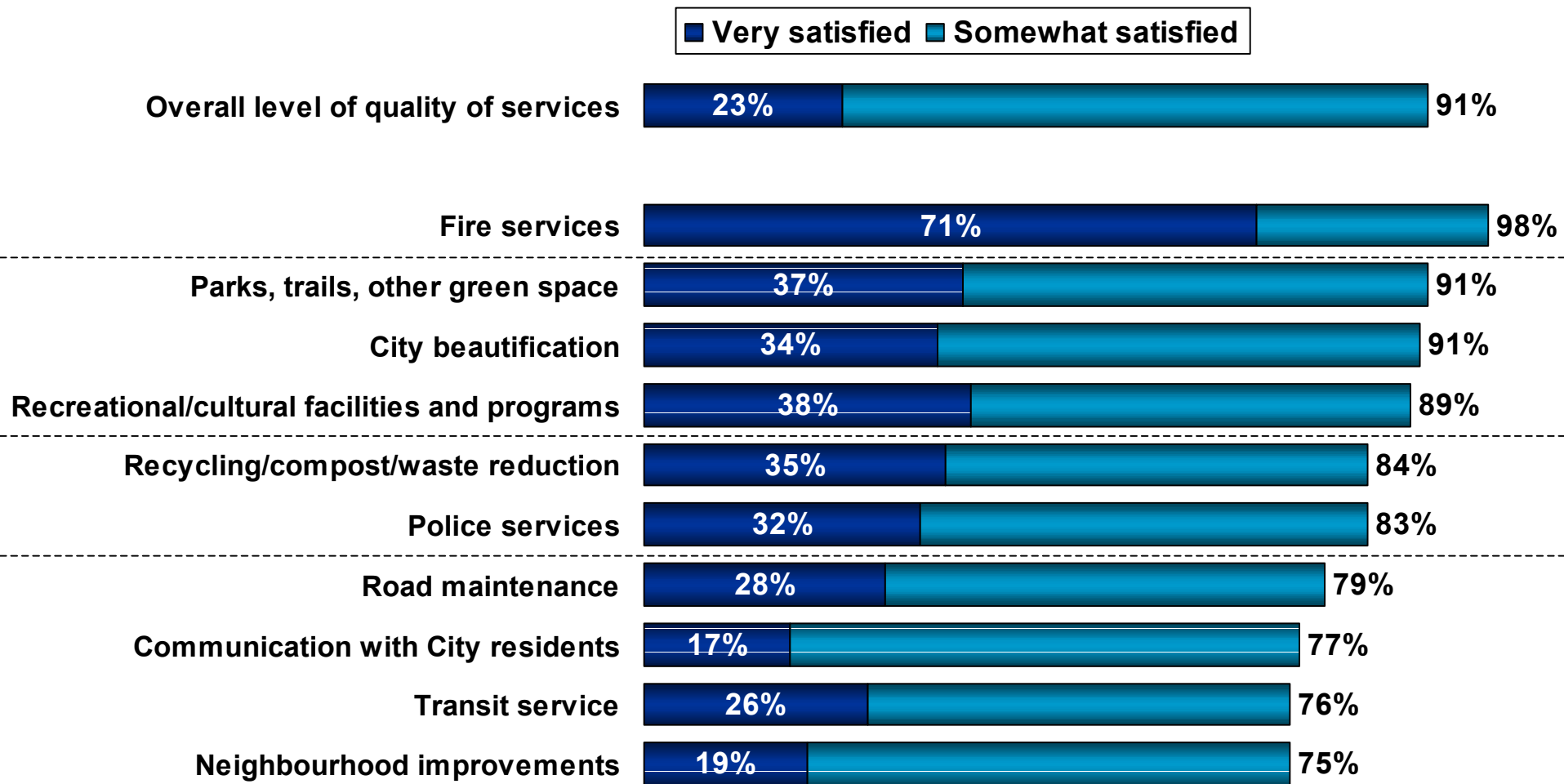
Specifically - water quality, referendum, unemployment and policing

In your view, as a resident of the City of Kamloops, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders?

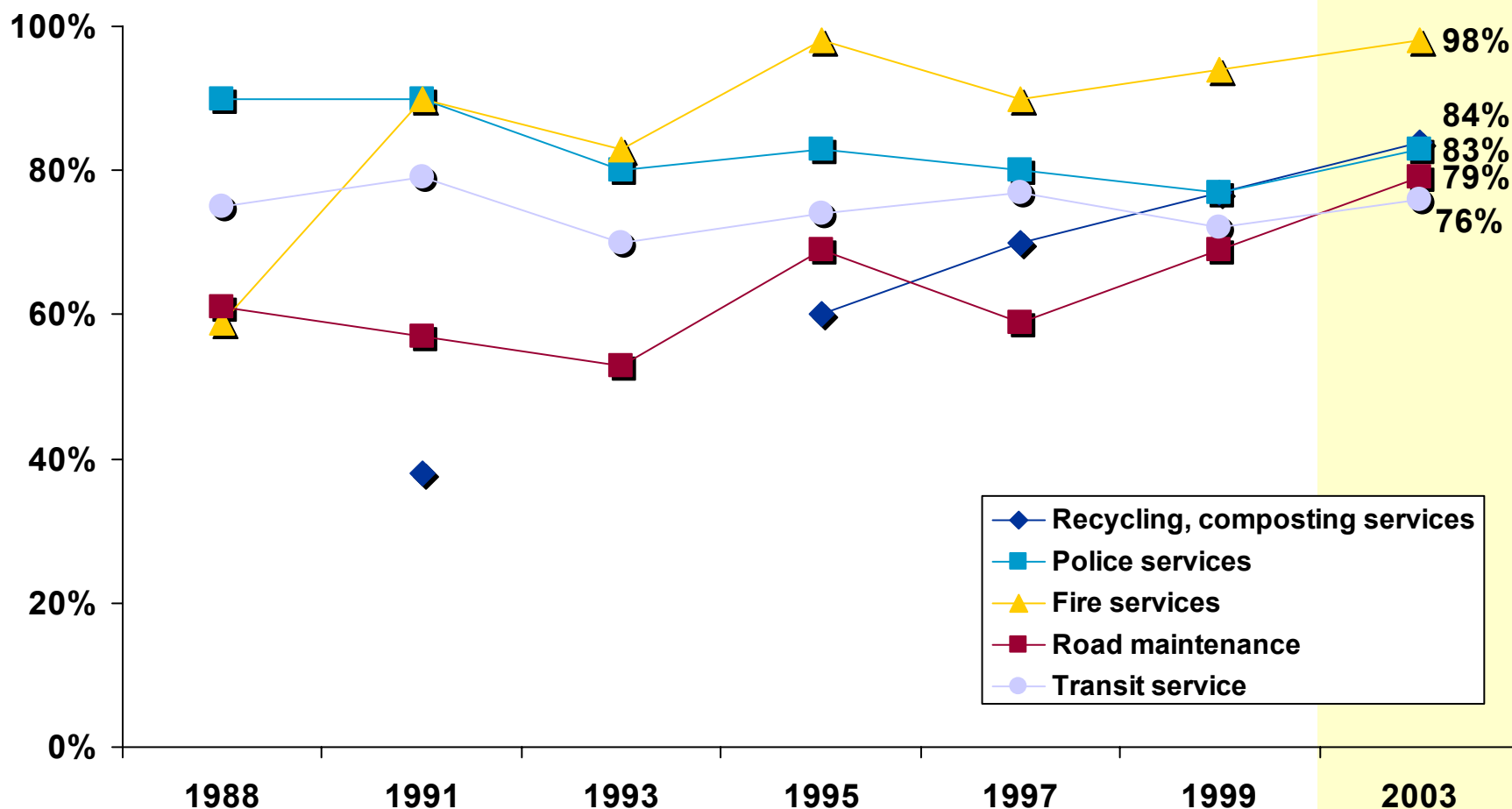


Satisfaction with city services is very high - fire, parks & rec and beautification are tops

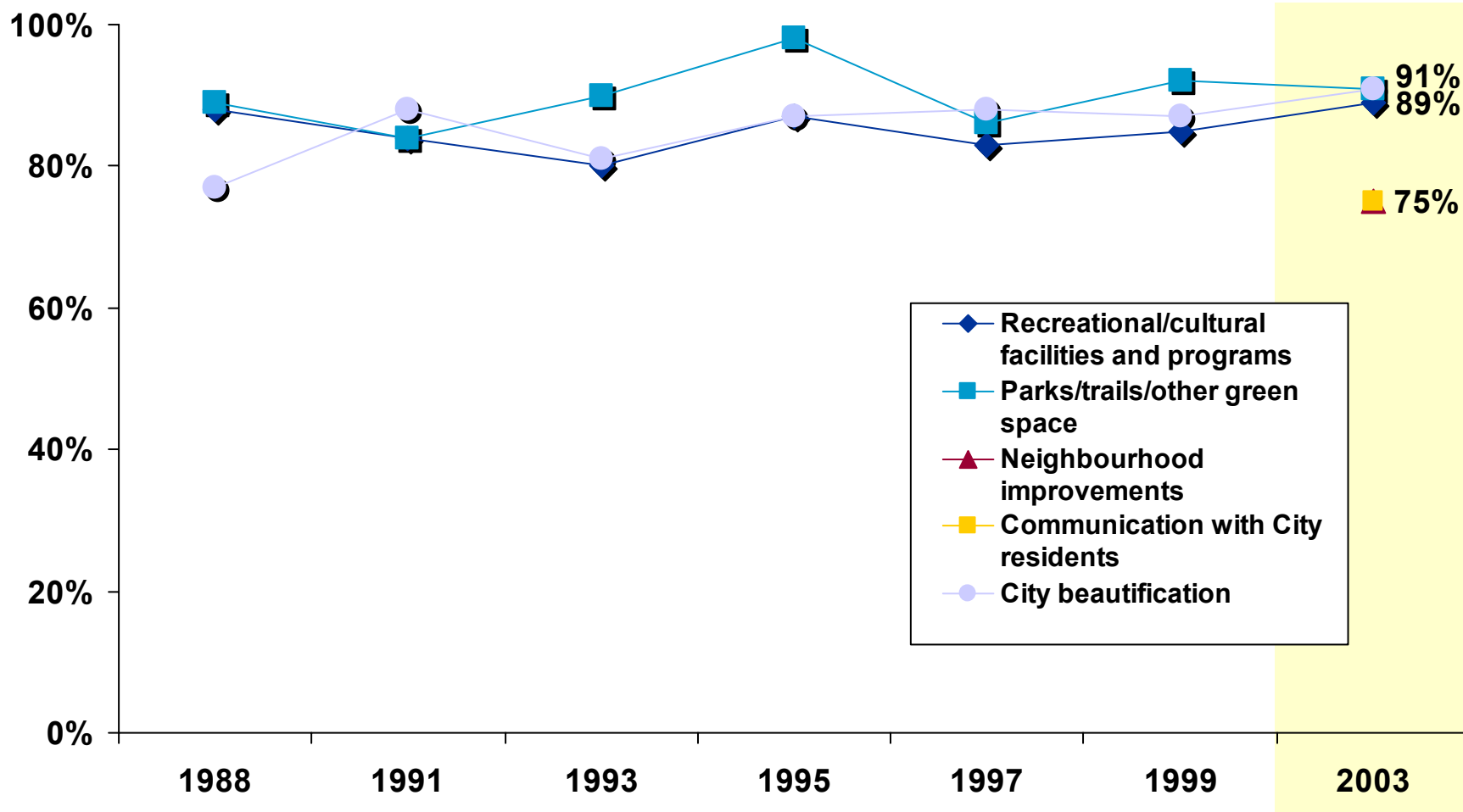
Please rate how satisfied you are with the City of Kamloops' services. Our scale is very satisfied, somewhat satisfied, not very satisfied or not at all satisfied.



Satisfaction has remained consistent over the years - fire, roads, recycling up



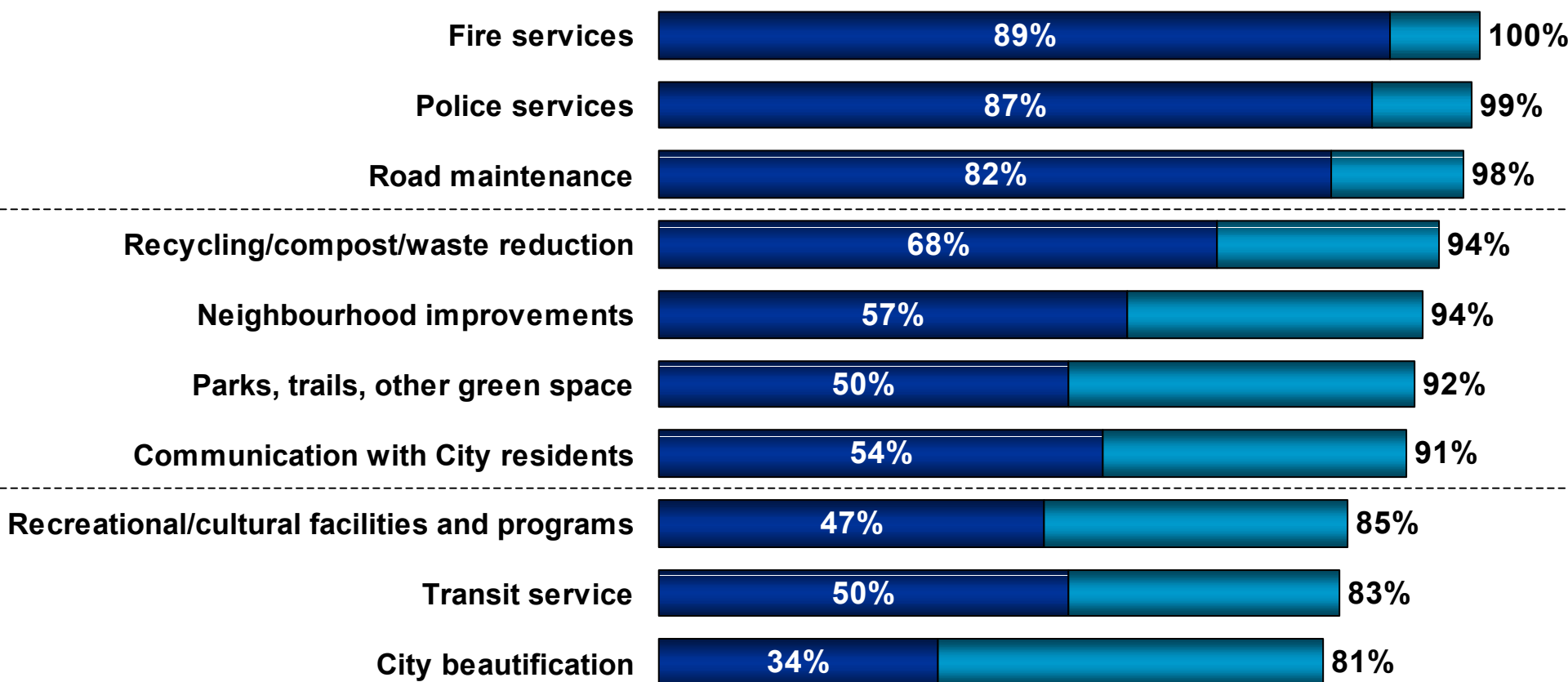
Similarly, satisfaction with recreation, parks and beautification has remained consistent



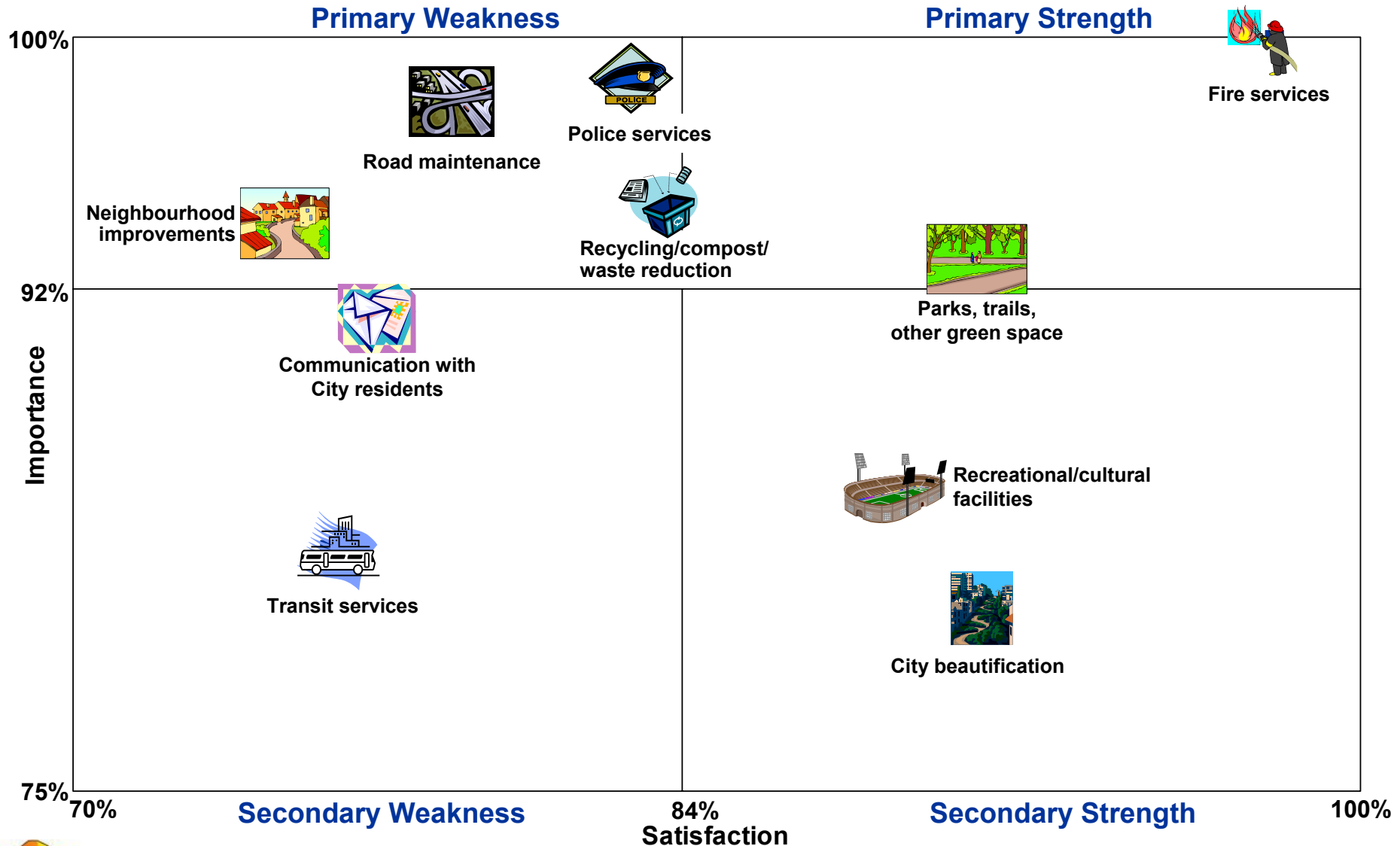
“Nuts and Bolts” services most important, “Social” services slightly lower

Please rate how important each one is to you. Our scale is very important, somewhat important, not very important or not at all important.

■ Very important ■ Somewhat important

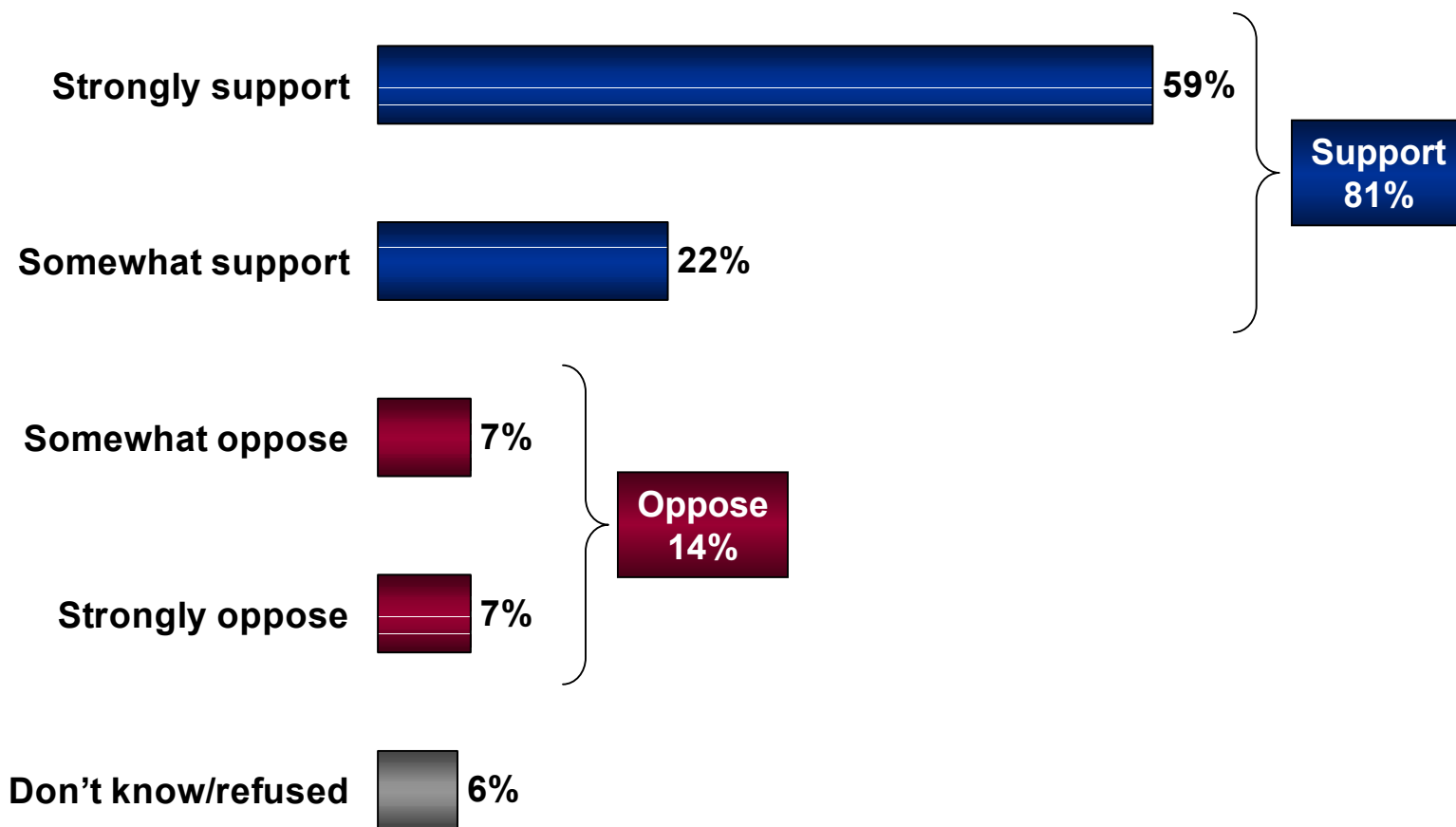


Road maintenance and neighbourhood improvements are primary weaknesses



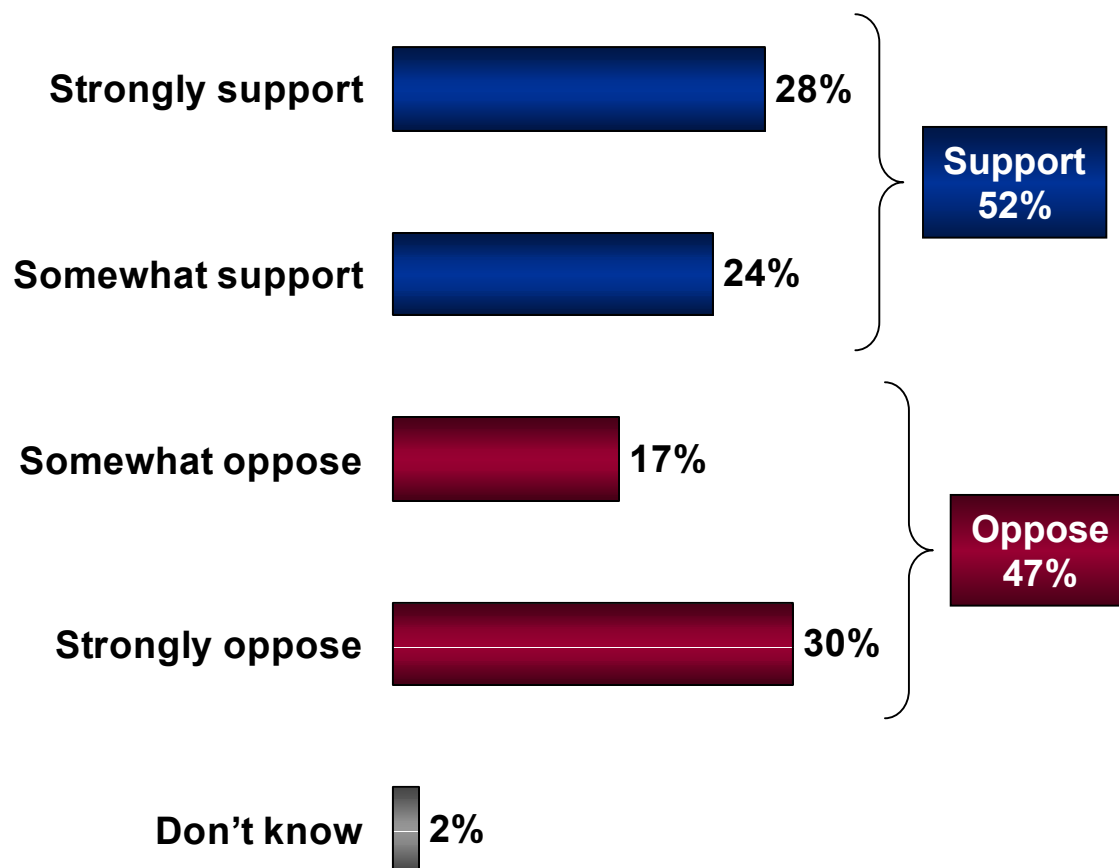
Widespread and strong support for renaming University College of the Cariboo

Do you support or oppose renaming the University College of the Cariboo to the University of the Cariboo? Would that be strongly or somewhat?



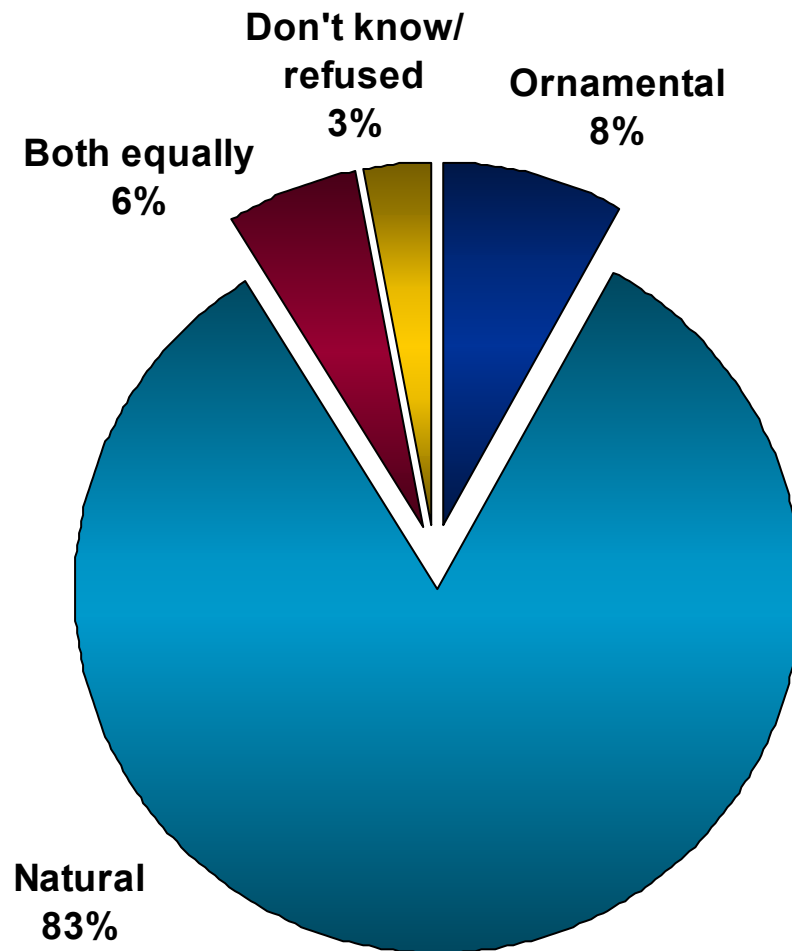
Two weeks before referendum slim majority supports expanded and improved facilities

Do you support or oppose the City of Kamloops borrowing up to \$37.6 million to design and construct expanded and improved tournament capital facilities? Is that strongly or somewhat?



Residents are firmly in favour of natural parks - slight change from previous years

Overall, would you rather see the Parks and Recreation Services Department focus its efforts in terms of future development and maintenance more on ornamental or natural parks?



(n=400)



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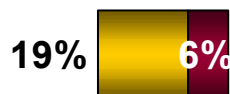
City Government

Residents positive about government, safety, and service - less so about economy

I'm going to read you a few statements about life in Kamloops and I'd like you to tell me the degree to which you agree or disagree with each one. Our scale is strongly agree, somewhat agree, somewhat disagree or strongly disagree.

■ Somewhat disagree ■ Strongly disagree

■ Strongly agree ■ Somewhat agree



Kamloops delivers efficient and effective services



Kamloops is accountable to the community for leadership and good governance



Kamloops is a place where residents feel safe and secure



Kamloops practices open and accessible government



Kamloops has a vibrant and healthy local economy and is able to attract quality jobs



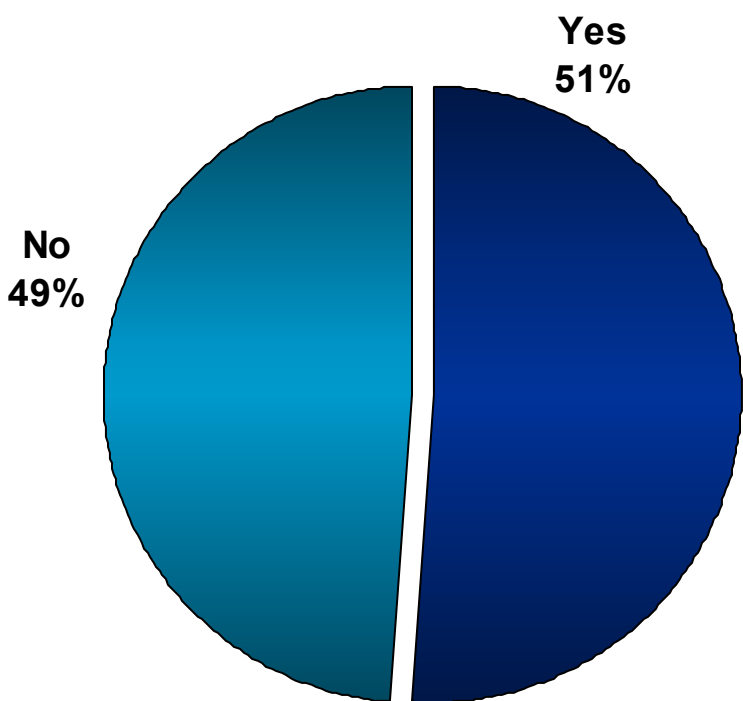
North Shore residents less positive about governance in Kamloops

% Statement Agree	North Shore %	South Shore %	Gap (NS – SS)
Kamloops delivers efficient and effective services	82	80	+ 2
Kamloops is accountable to the community for leadership and good governance	69	77	- 8
Kamloops is a place where residents feel safe and secure	67	74	- 7
Kamloops practices open and accessible government	64	76	- 12
Kamloops has a vibrant and healthy local economy and is able to attract quality jobs	44	47	- 3

 **Significant difference.**

Half have dealt with the City and most are satisfied with the experience

Have you contacted or dealt with the City of Kamloops or one of its employees in the last twelve months?



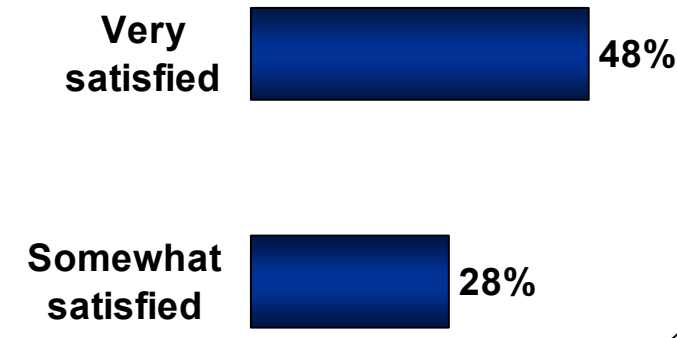
2001: 66% had contact with City

(n=400)

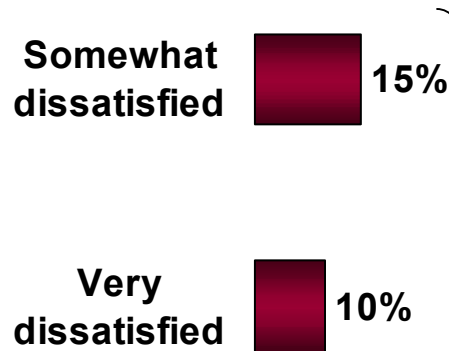
If Yes...



How satisfied were you with that experience?
Were you ...?



Satisfied
76%
(2001 = 88%)

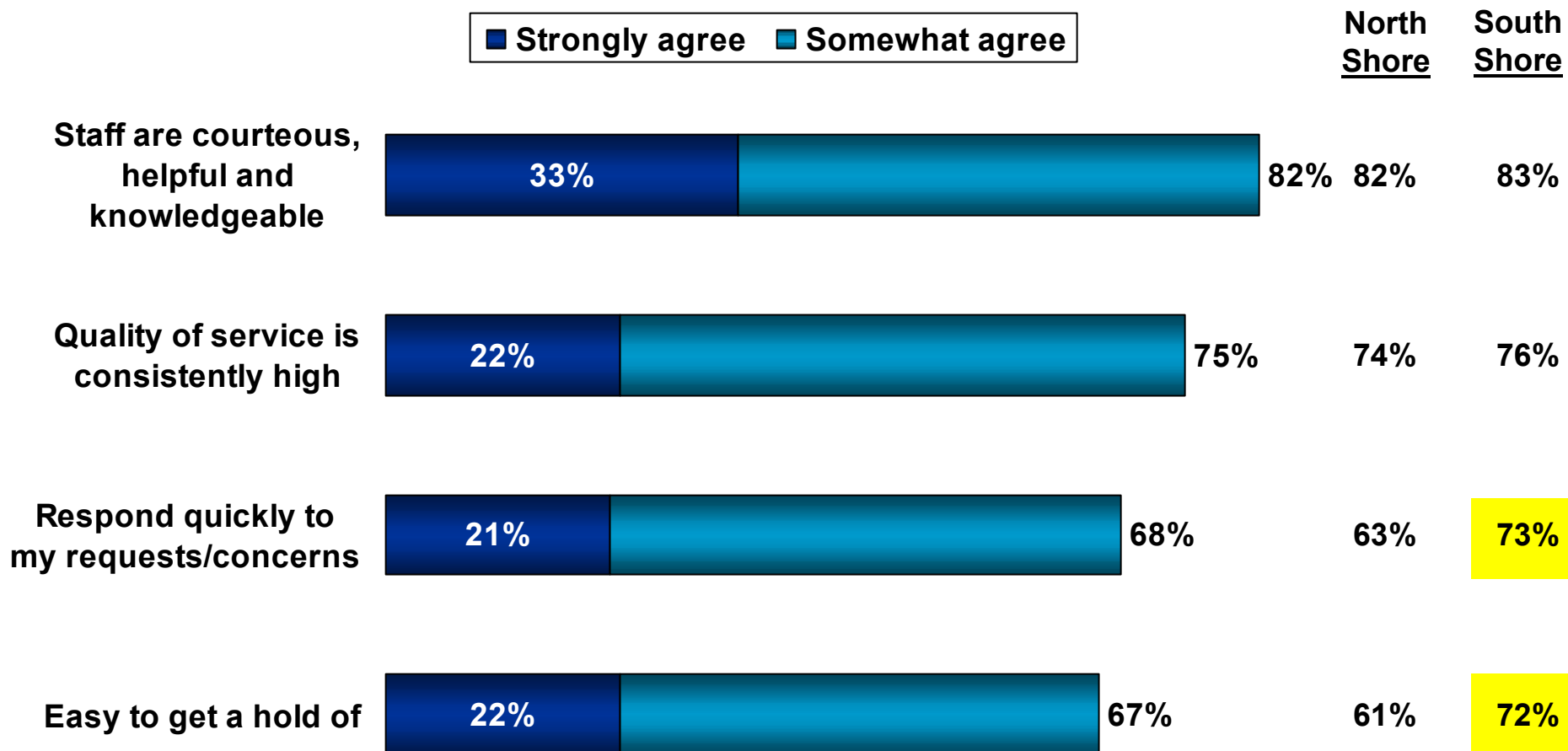


Dissatisfied
25%
(2001 = 12%)

(n=203)

Staff is helpful, knowledgeable and delivers high service - concerns re: speed & access

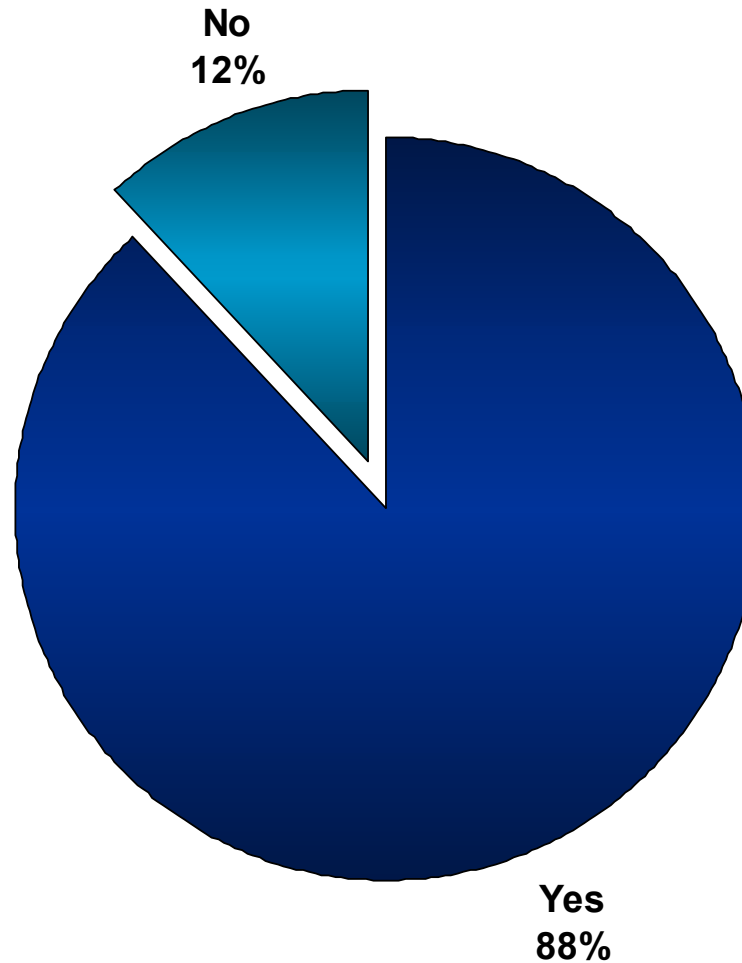
Thinking about all the services you receive from the City of Kamloops, please tell me whether you agree or disagree with each of the following statements.



Significant difference.

Awareness of “Tournament Capital” branding is high

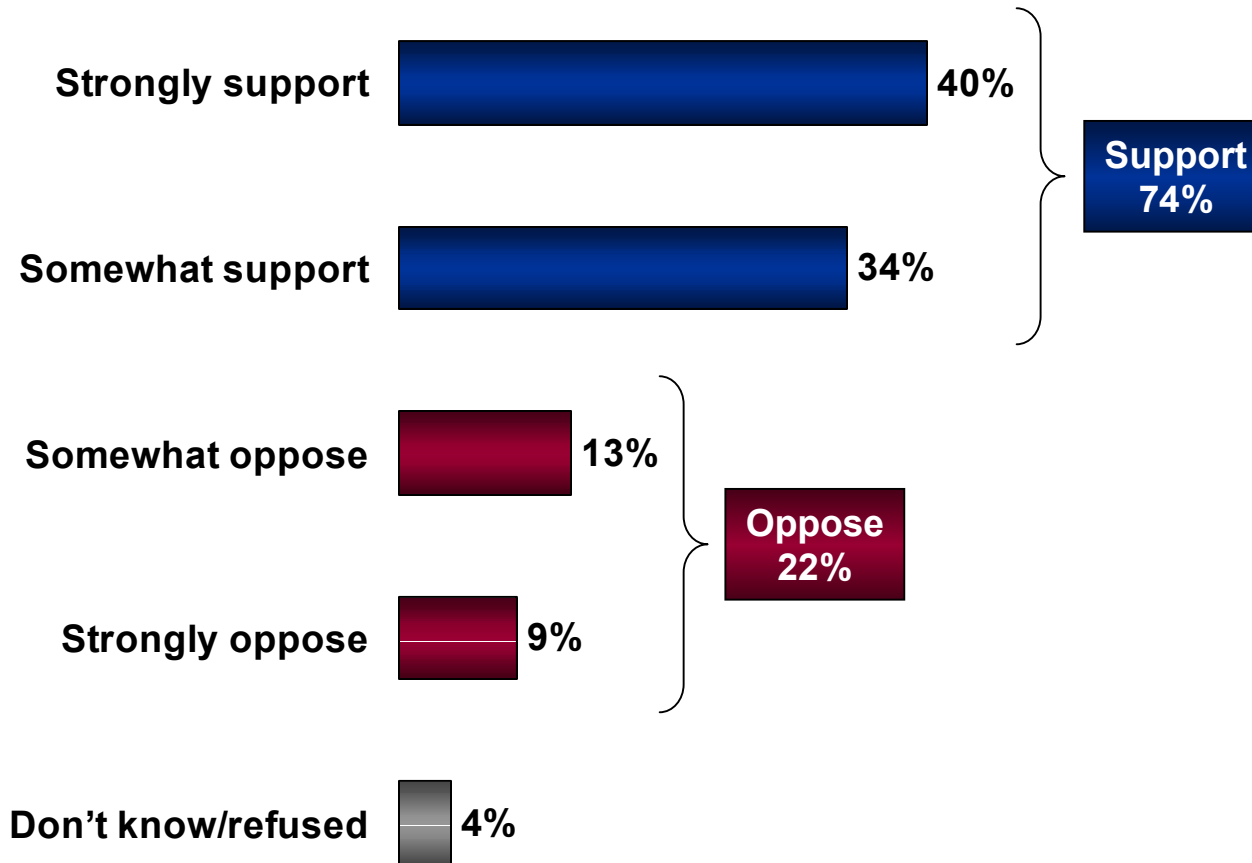
Are you aware of the City of Kamloops’ initiative to brand the City as the ‘Tournament Capital of Canada’?



(n=400)

And... support for it is widespread and strong

Overall, do you support or oppose this initiative to brand the City as the 'Tournament Capital of Canada'? Is that strongly or somewhat?



Support for initiative focuses on economic benefits and recognition for the City

Why do you support this initiative?

	Support Initiative (n=293) %
Will bring more tourism to the area	20
Good for the economy/economic development	17
Good recognition for Kamloops/will put us on the map	16
Children/youth will benefit	7
Kamloops fits the profile/location/ideal climate	7
I'm a sports fan	5
Bring more money/investment into the city	5
Create employment	3
Will help improve the infrastructure	2
Kamloops has good facilities	2
Promotes healthy living	1
Bring athletes to our city	1
Other	9
Don't know/not stated	1

Opposition centres around priorities, cost and concern about credibility

Why do you oppose this initiative?

	Oppose Initiative (n=91) %
Money should be spent on other priorities	20
High cost	14
Kamloops is not the Tournament Capital/misrepresentation	11
Will increase taxes	10
Kamloops is too small for that	9
Unnecessary/waste of time	8
Money should be spent on the poor	5
Waste of money	5
Only serves the high income/doesn't benefit everyone	3
Not something I want my town to be known for	2
Other	10
Don't know/not stated	4



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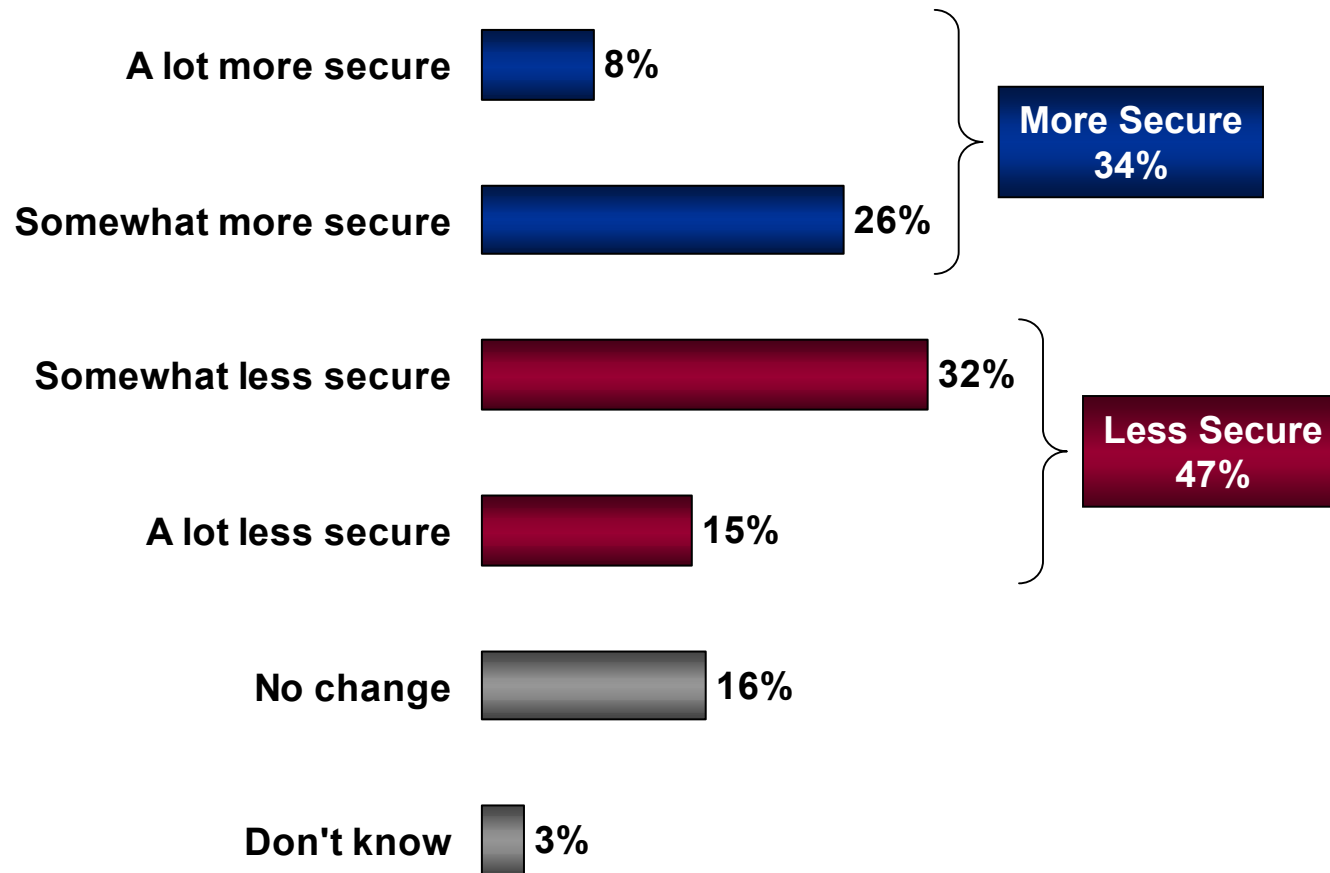
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Crime and Safety

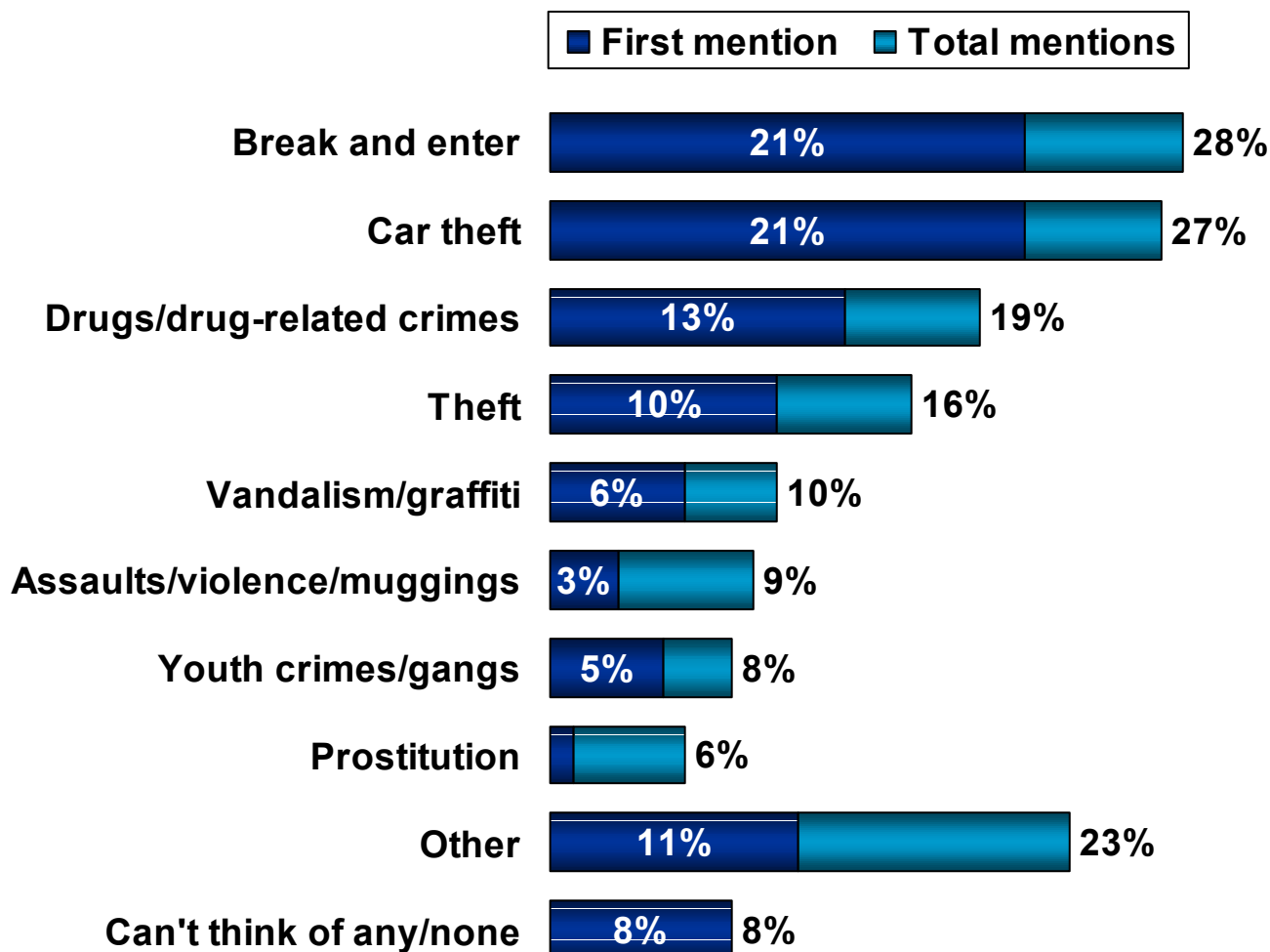
Net negative momentum (-13) when it comes to residents' perception of safety

*Would you say you generally feel more secure or less secure in your community than you did five years ago?
Would that be a lot/somewhat more/less secure?*



Break and enter and car theft top residents crime and safety concerns

In your opinion, what is the biggest crime and safety issue currently facing Kamloops?



Residents worry most about youth crime and break & enter - less about assault

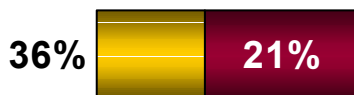
To what extent do you worry about <item>? Would you say you worry a great deal, somewhat, a little, or do not worry at all about ...?

■ Do not worry at all ■ Worry a little

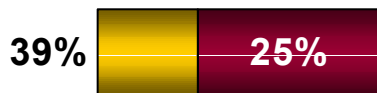
■ Worry a great deal ■ Worry somewhat



Youth crime



Being a victim of car theft or break-in



Being a victim of home or business theft or break-in



Being of victim of physical assault or violent crime



Panhandlers





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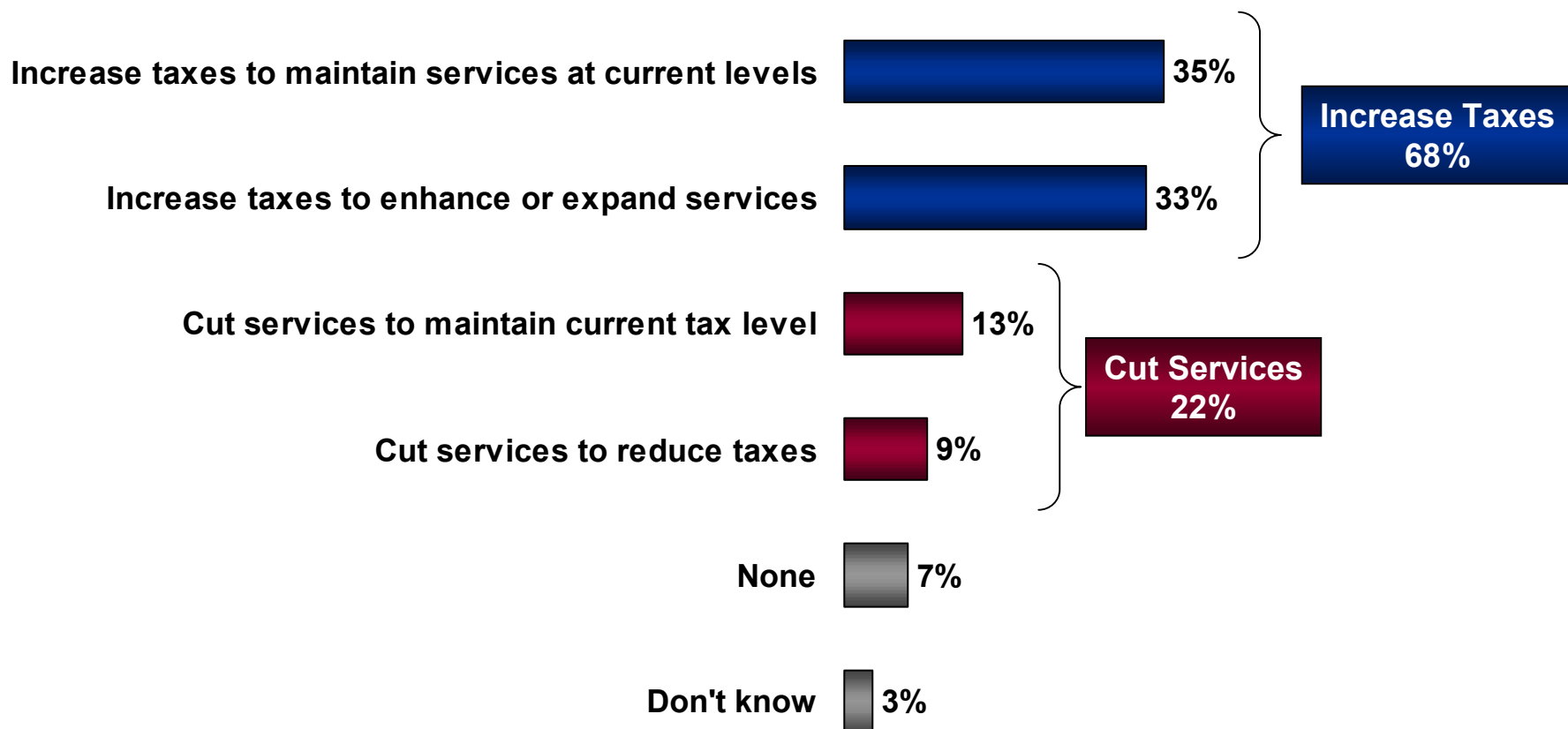
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Financing Options

Residents would rather see tax increases over service cuts - divided on more services

Municipal property taxes are the primary way to pay for services provided by the City. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the City to pursue?



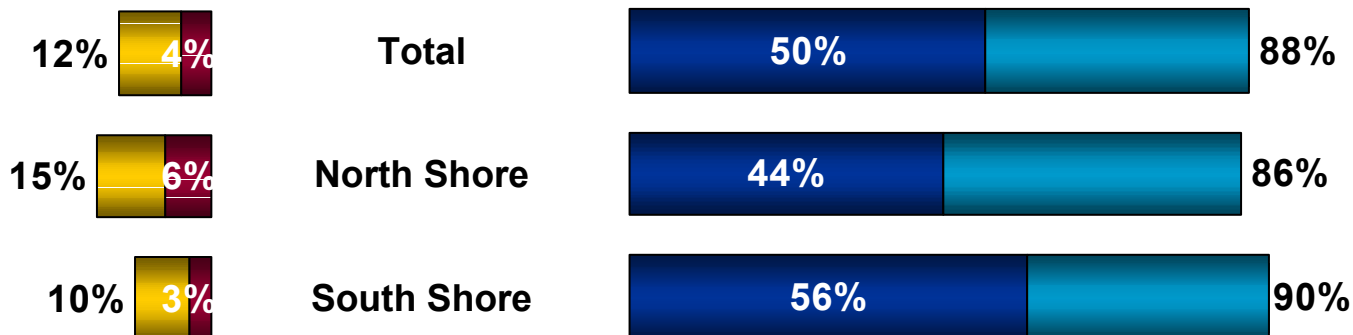
Most residents support City spending on tourism and economic development

Overall, do you support or oppose the City of Kamloops spending money to promote ...?
Is that strongly or somewhat?

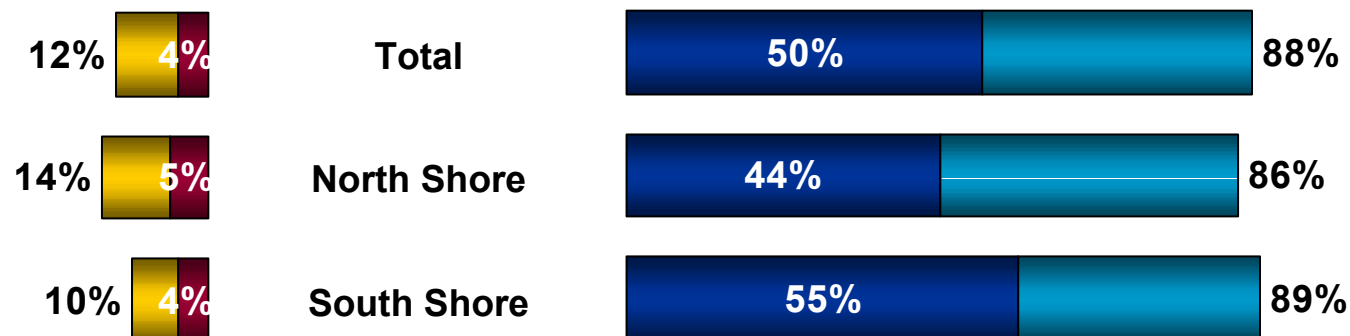
■ Somewhat oppose ■ Strongly oppose

■ Strongly support ■ Somewhat support

Economic Development



Tourism





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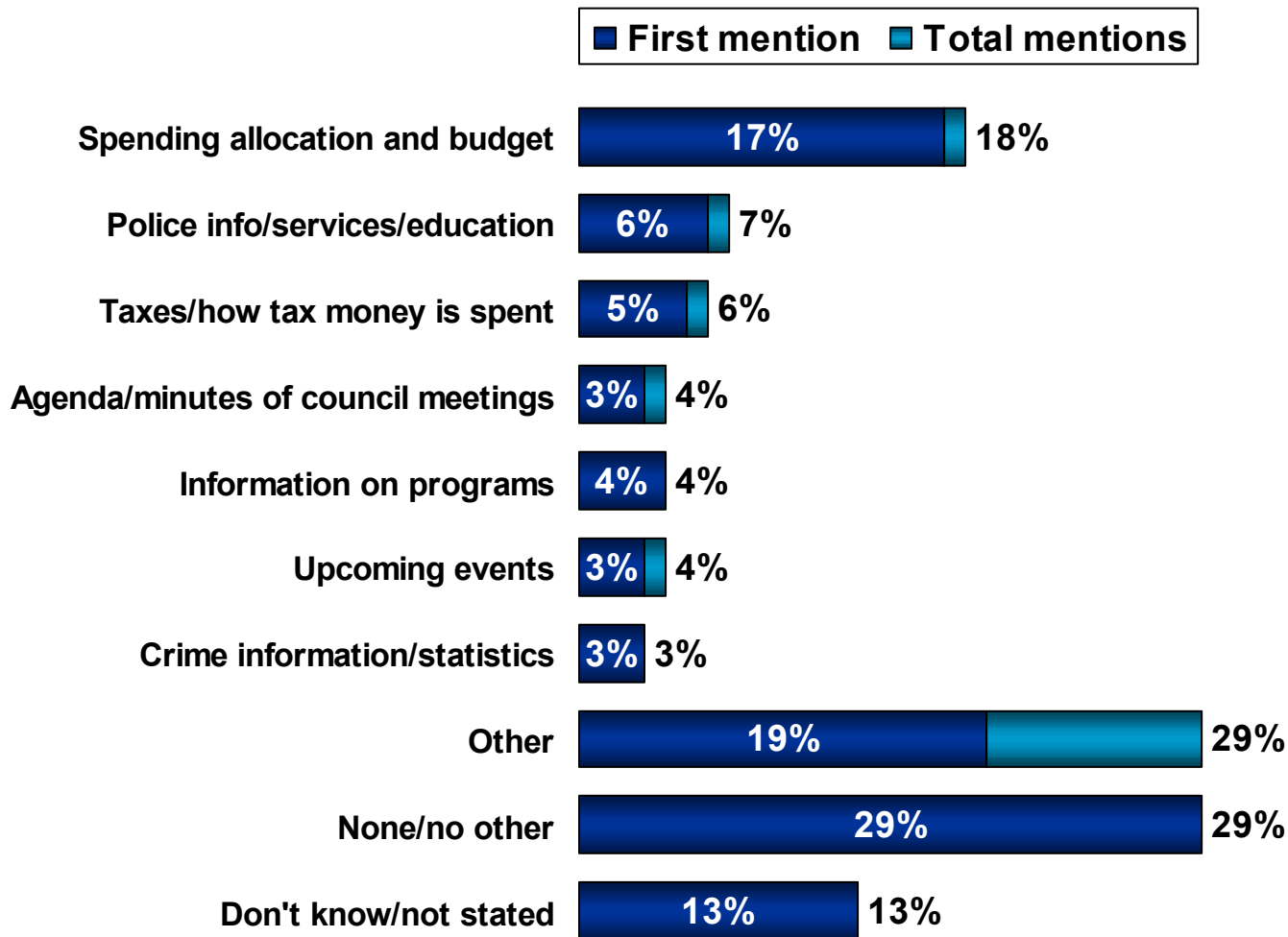
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Communication

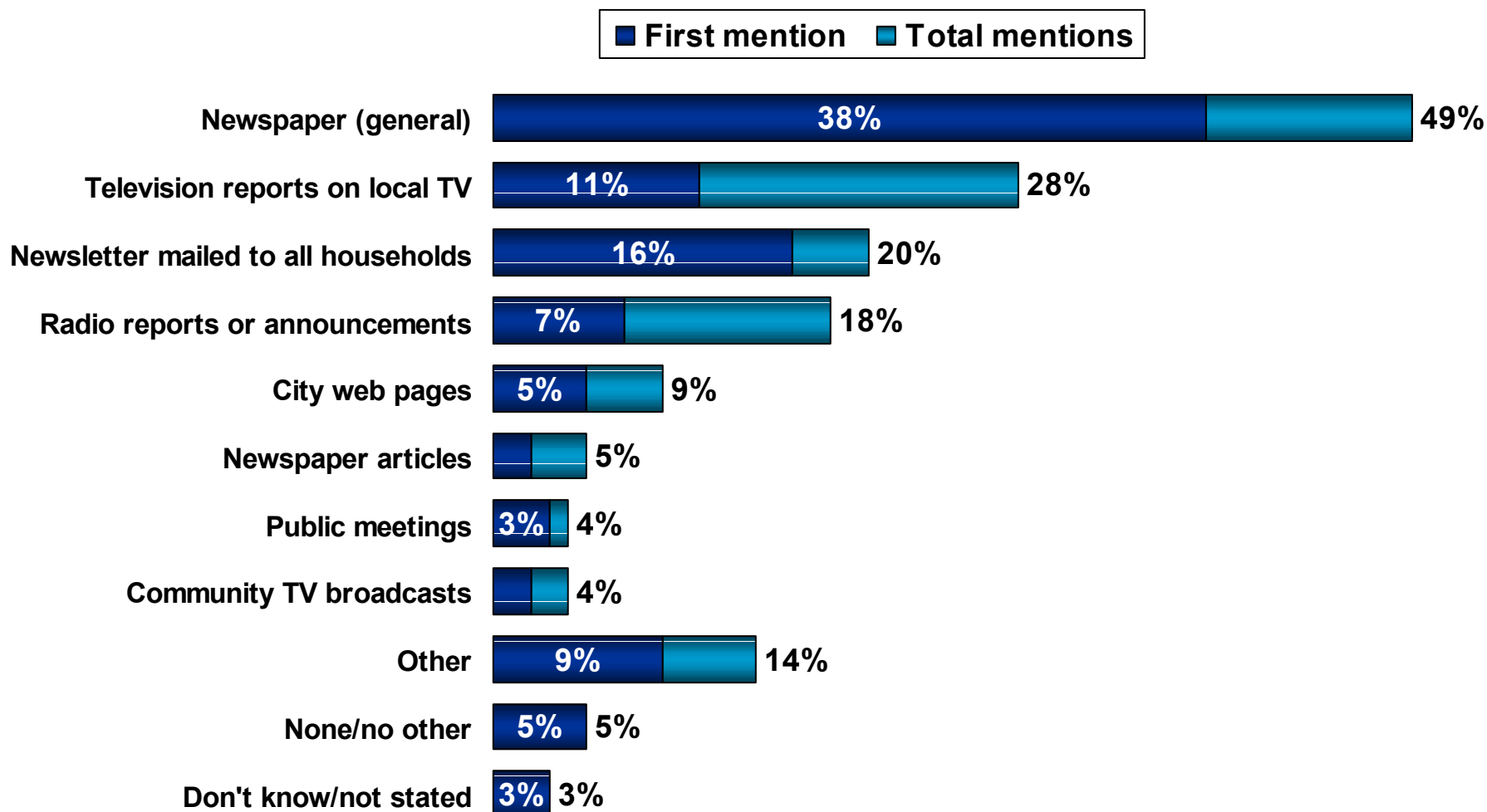
Residents primarily want to know how the City spends its money - policing as well

Thinking about your information needs, what kinds of information do you want the City of Kamloops to provide you with?



Newspaper, TV and newsletters - residents preferred methods of communication

And what methods would be best for the City to communicate this information to you?





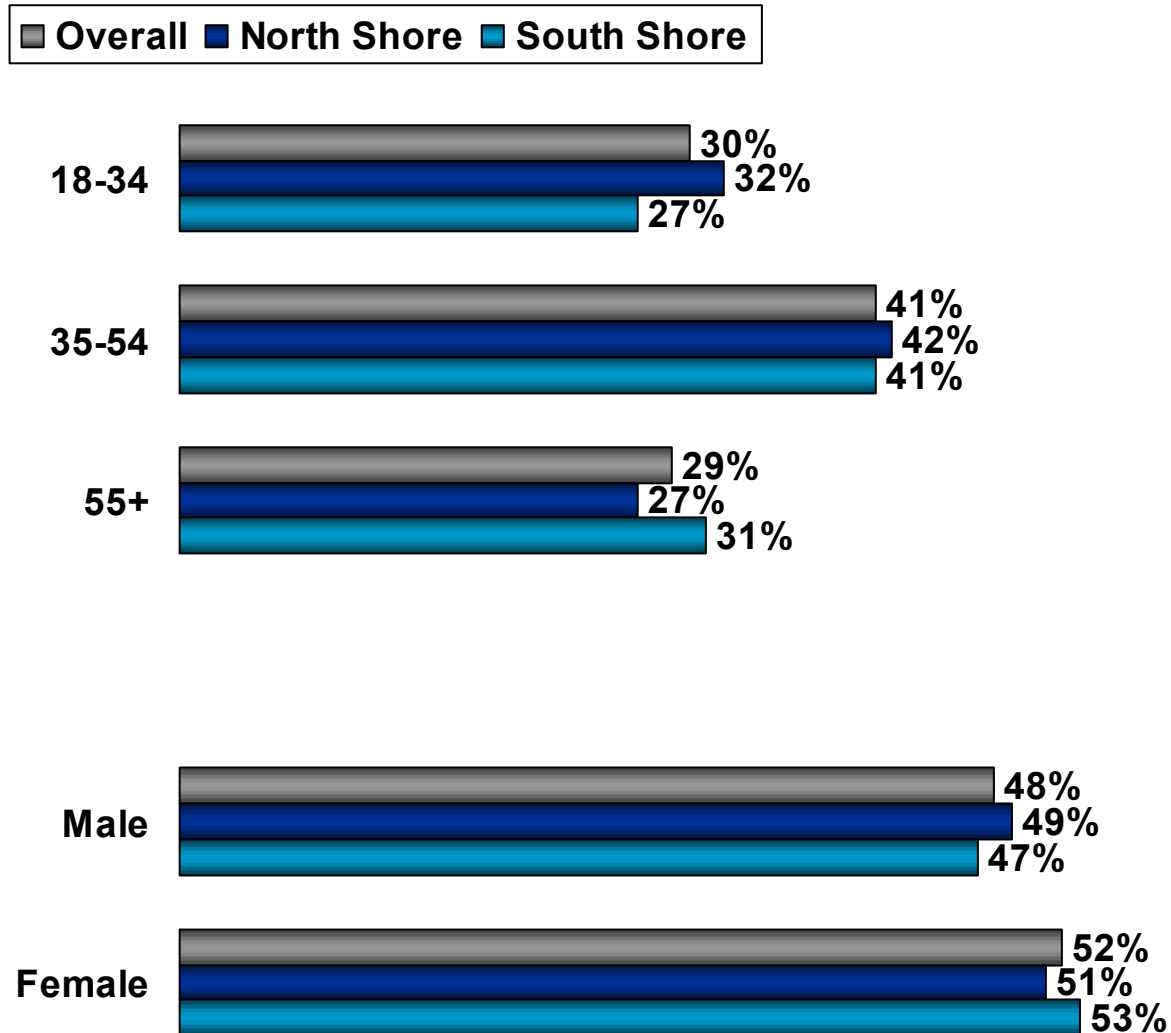
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Demographics

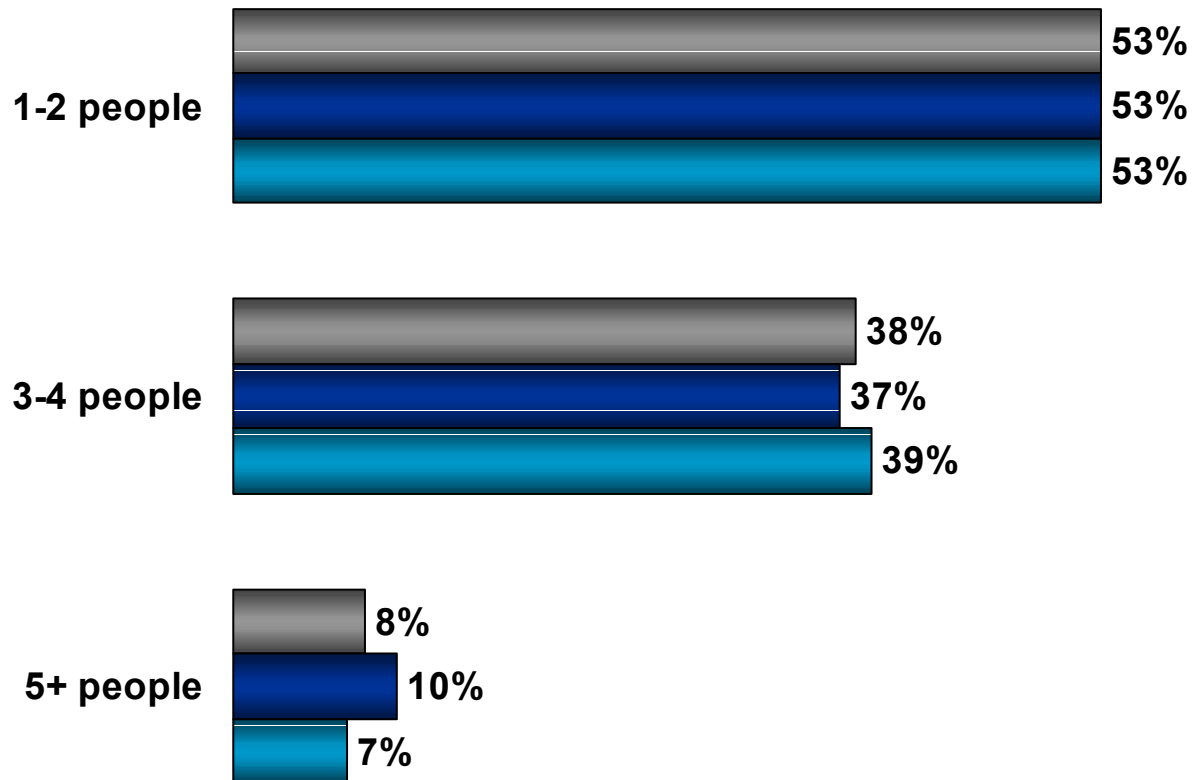
Age and Gender



Household Size

How many people, including yourself, live in your household?

■ Overall ■ North Shore ■ South Shore

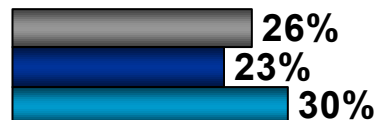


Household Composition

Which of the following best describes your household? Is it...

■ Overall ■ North Shore ■ South Shore

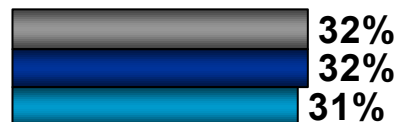
One or more single adults sharing a residence (you by yourself or with at least one roommate)



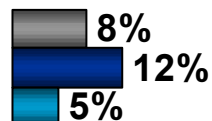
Couple with no dependent children



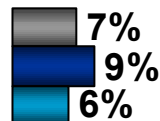
Couple with dependent children (two parents living with at least one child)



Single parent with dependent children (one parent living with at least one child)



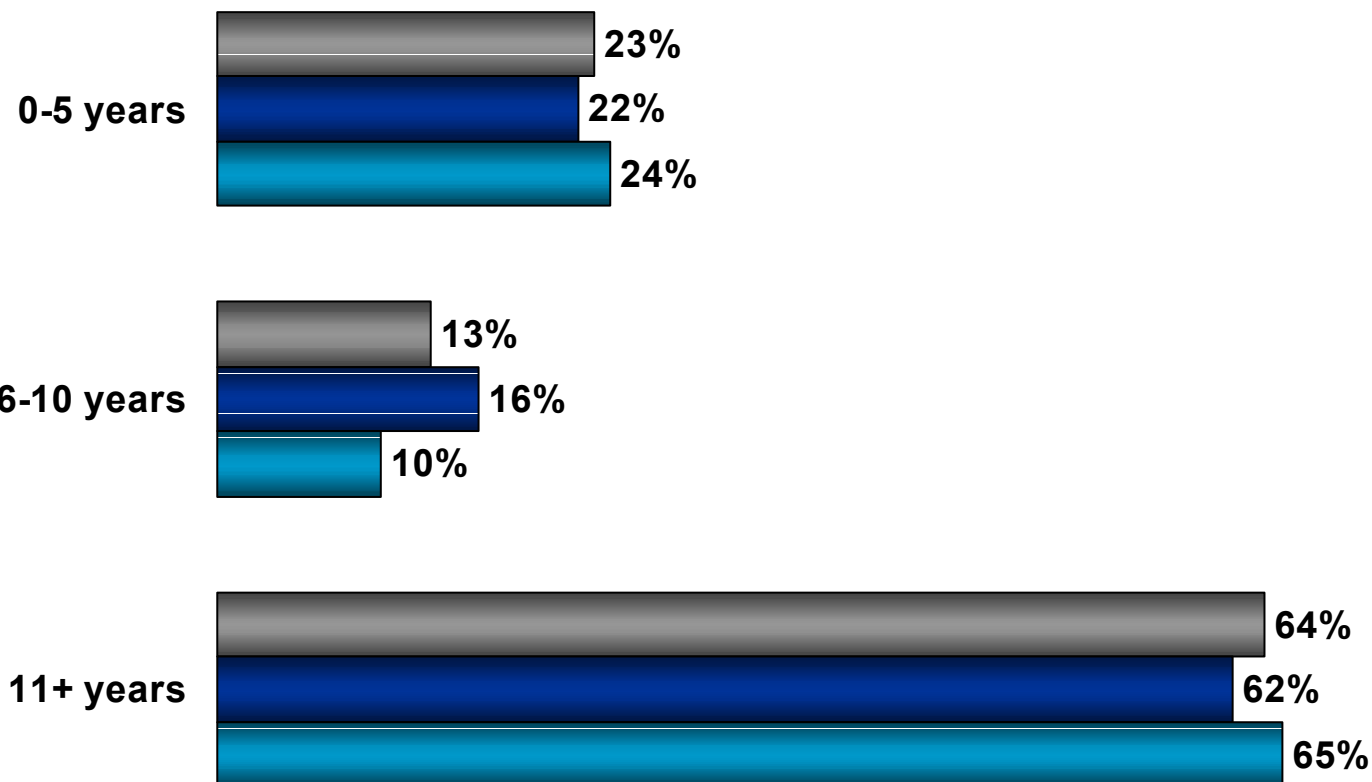
Extended family (parents, grandparents and children all living together)



Years Lived in Kamloops

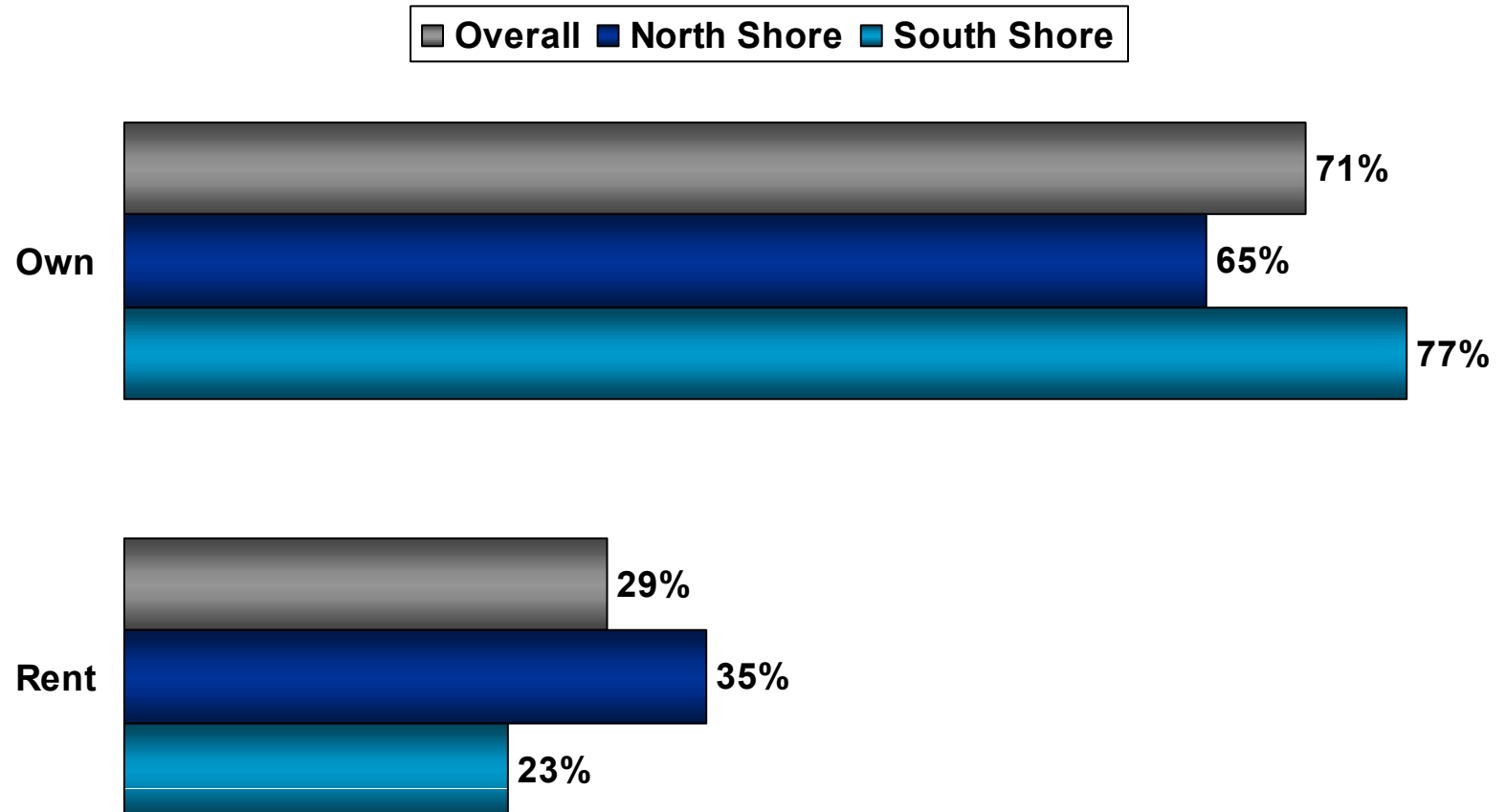
How many years have you lived in the City of Kamloops?

Overall North Shore South Shore

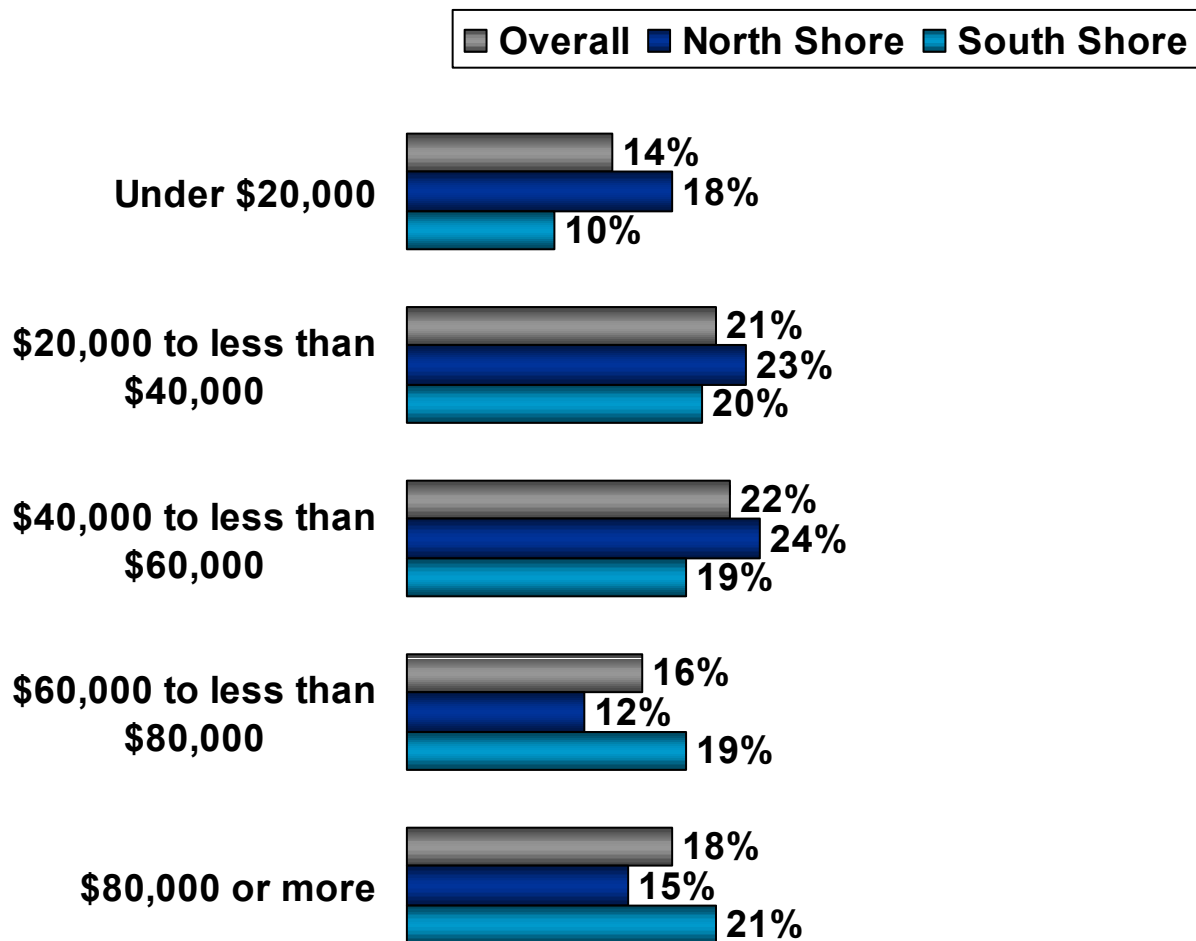


Owners vs. Renters

Do you own or rent your current place of residence?



Which of the following categories best describes your household's income? That is, the total income before taxes of all persons in your household combined?





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Questions and Answers

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