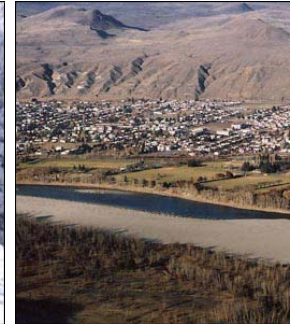




Ipsos Reid Public Affairs



City of Kamloops 2006 Citizen Survey

Presented by: Catherine Gunther, Ipsos Reid

June 2006



Presentation Outline

- ◆ Objectives and Methodology
- ◆ Key Findings
- ◆ Detailed Findings
 - Quality of Life
 - Issue Agenda
 - City Services
 - City Vision
 - City Contact and Communications
 - Financing
 - Safety and Security
 - The Environment
 - Recreation and Fitness
 - Social Planning
- ◆ Questions and Answers





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Objectives and Methodology



Objectives

- ◆ Ipsos Reid was commissioned by the City of Kamloops to conduct a public opinion survey to assess residents' satisfaction levels, needs, priorities, and attitudes.
- ◆ The main objectives of this year's research were to:
 - Determine issues in need of attention from local leaders;
 - Assess residents' perceptions towards quality of life;
 - Understand residents' attitudes towards life in Kamloops;
 - Assess importance of and satisfaction with selected City services;
 - Determine perceptions of City communications, as well as communication and information needs;
 - Assess residents' preferred funding options;
 - Determine residents' priorities related to crime, the environment, and social planning; and,
 - Measure residents' physical activity levels and preferences, as well as determine awareness of the City's new active city initiative 'Kammotion'.



Methodology

- ◆ A total of 400 telephone interviews were conducted with City of Kamloops residents aged 19 or older.
- ◆ All interviews were conducted between May 3 and May 14, 2006.
- ◆ Overall results are accurate to within $\pm 4.9\%$, 19 times out of 20. The margin of error will be larger for sample subgroups.
- ◆ Results have been weighted using the 2001 Census to ensure that the sample's age/gender distribution reflects that of the actual City of Kamloops population.
- ◆ Where appropriate, results have been benchmarked to previous City of Kamloops surveys and Ipsos Reid's Municipal Norms.
- ◆ A total of 81 interviews were completed as part of the non-random feedback mechanism (reported separately).



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Key Findings



Key Findings

- ◆ Firstly, this research should be viewed in the context of a positive and satisfied populace.
 - Good quality of life
 - Satisfied with services
 - Positive impressions of Kamloops
 - Favourable impressions of City staff
- ◆ Not only are most residents highly satisfied with their quality of life, but there is also a sense it is improving.
 - Growth and development
- ◆ Impressions in many areas have improved since 2003.





Key Findings (cont'd)

- ◆ The top two issues on citizens' minds this year are taxation/municipal government spending and transportation.
- ◆ Drugs are a growing concern.
- ◆ When it comes to the delivery of services, the City of Kamloops has four primary strengths and three primary weaknesses.
 - Primary strengths: recreation facilities and programs, police services, waste collection services, road maintenance.
 - Primary weaknesses: communication between City Hall and residents, infrastructure improvements, recycling/composting services.
- ◆ Staff receive good marks for their performance, particularly when it comes to conduct and helpfulness.
 - However, satisfaction with contact experiences is declining.
- ◆ Most residents are willing to pay for recycling collection, but not collection of yard and garden waste.



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Detailed Findings



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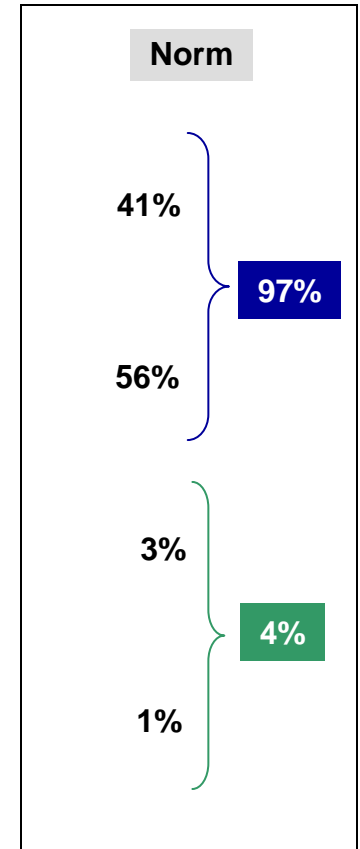
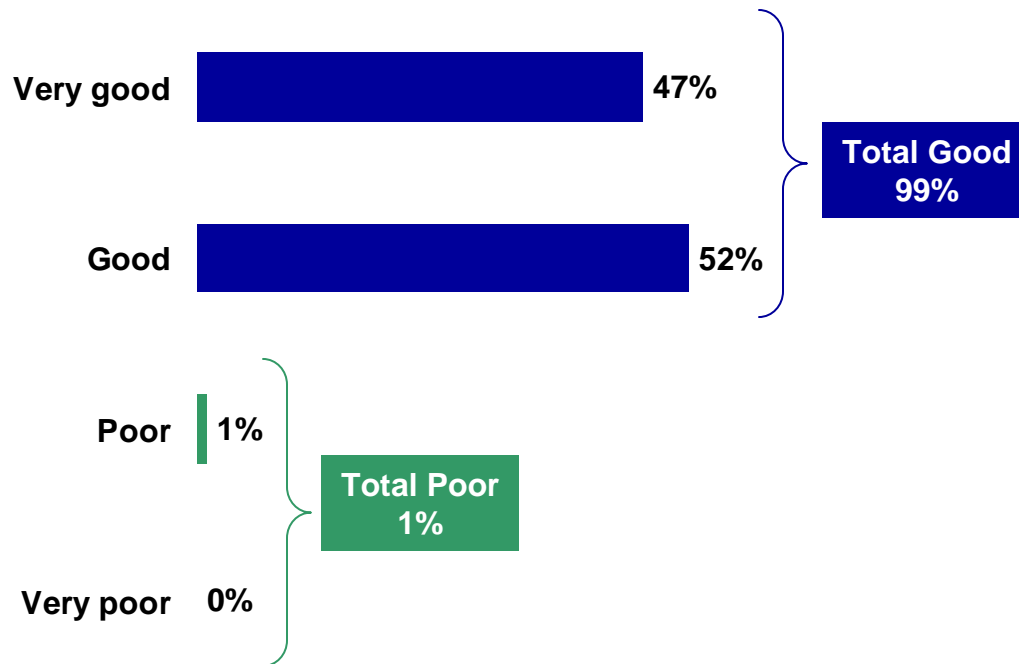


Quality of Life



Citizens are united in their positive outlook for the quality of life in Kamloops

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



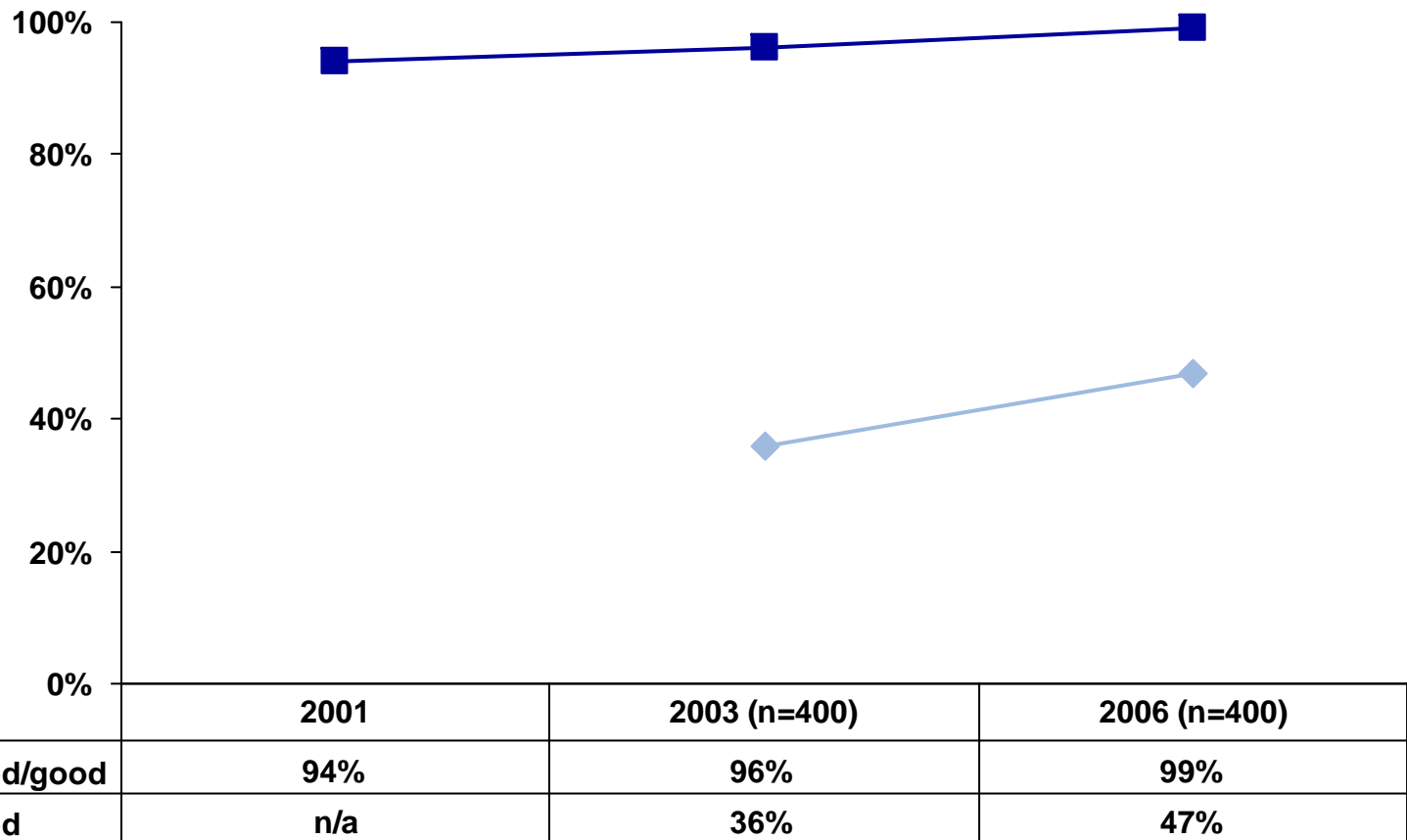
Base: All respondents (n=400)





The quality of life in Kamloops continues to remain high

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



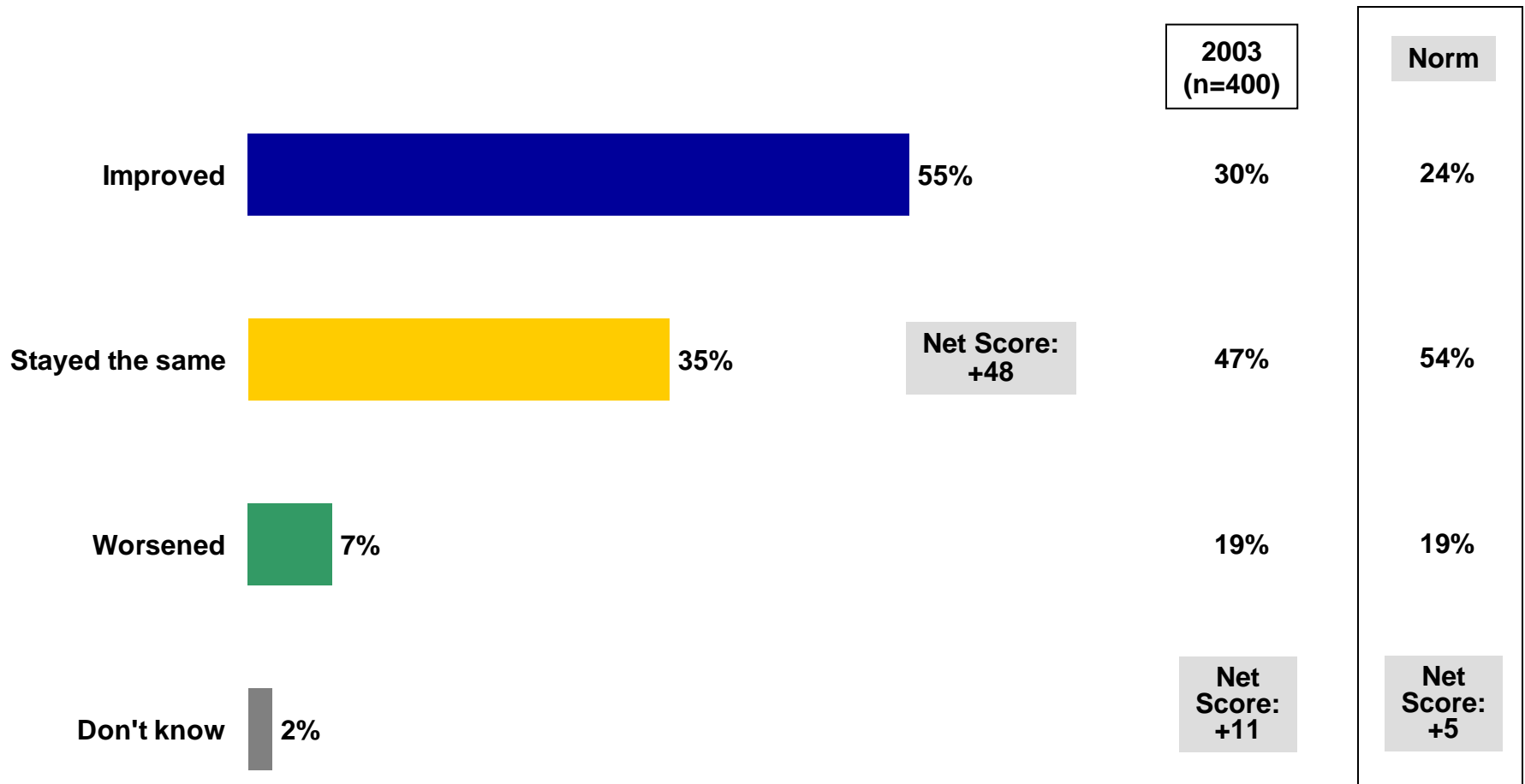
Base: All respondents





Quality of life has improved over the past five years

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



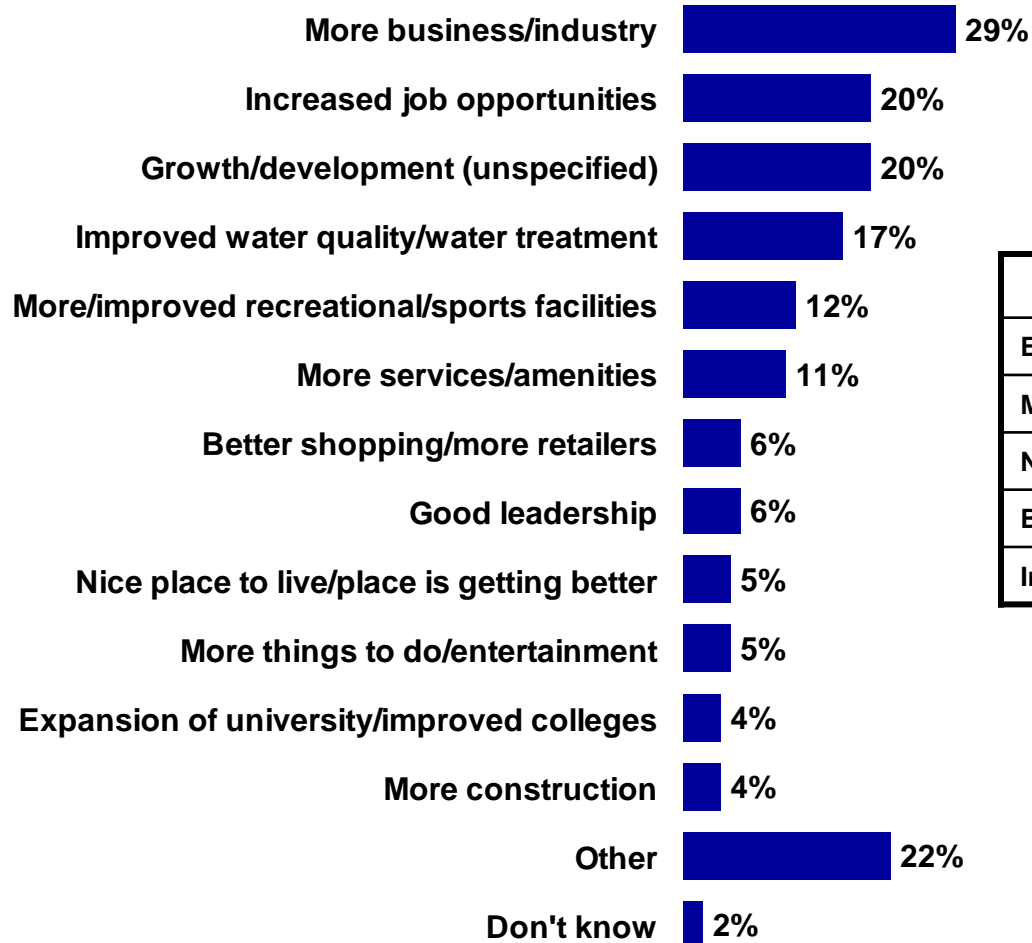
Base: All respondents (n=400)





Growth is driving perceptions of an improved quality of life

“Why do you think the quality of life has improved?”



Top Reasons in 2003 (n=119)	
Economy	42%
Municipal services improved/better	14%
No reason/ideal place to live	12%
Better recreational facilities	8%
Improved roads/transportation	7%

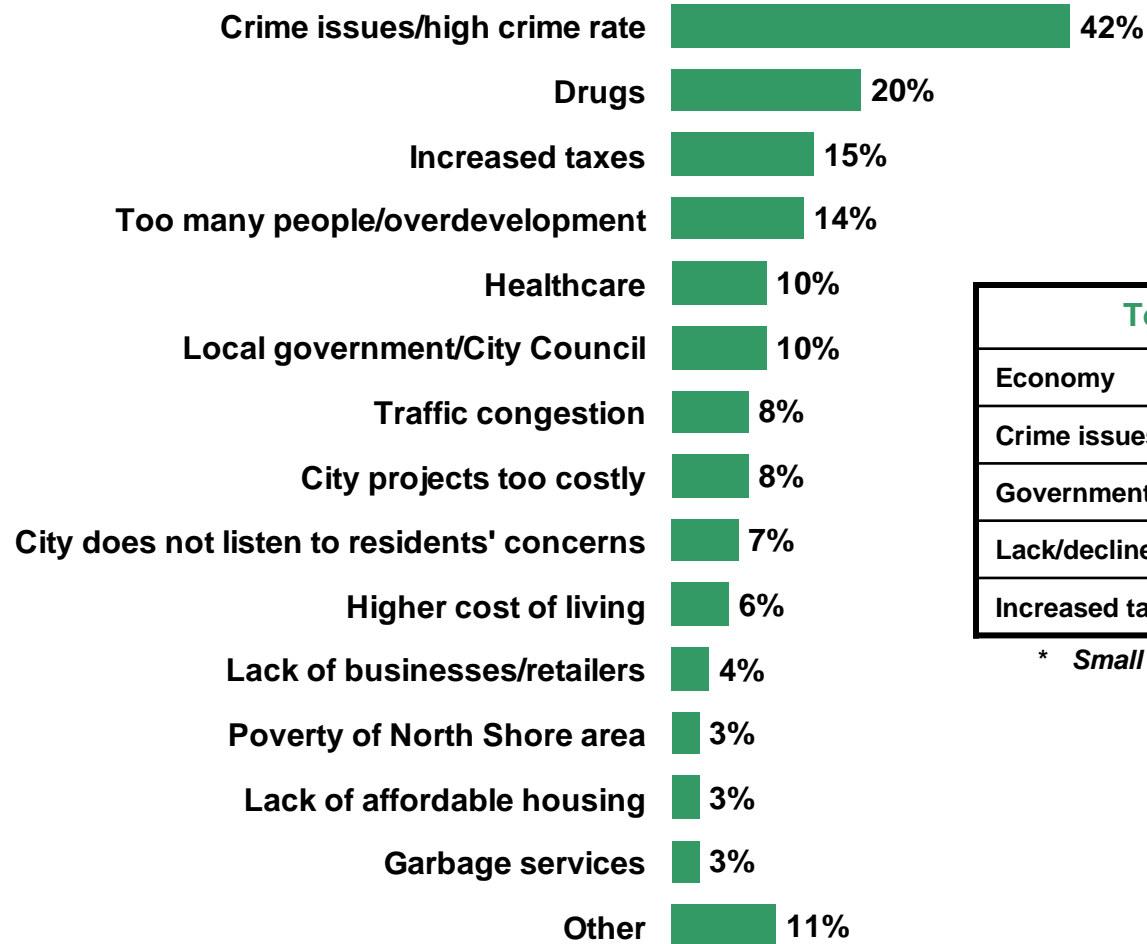
Base: Respondents who feel quality of life has improved (n=221)





Crime and drug-related issues have led to a decline in quality of life for some citizens

“Why do you think the quality of life has worsened?”



Top Reasons in 2003 (n=76)*	
Economy	30%
Crime issues/high crime rate	21%
Government/City Council	15%
Lack/decline in social services	10%
Increased taxes	8%

** Small base size (<100), interpret with caution.*

Base: Respondents who feel quality of life has worsened (n=32)*

** Very small base size (<50), interpret with caution.*





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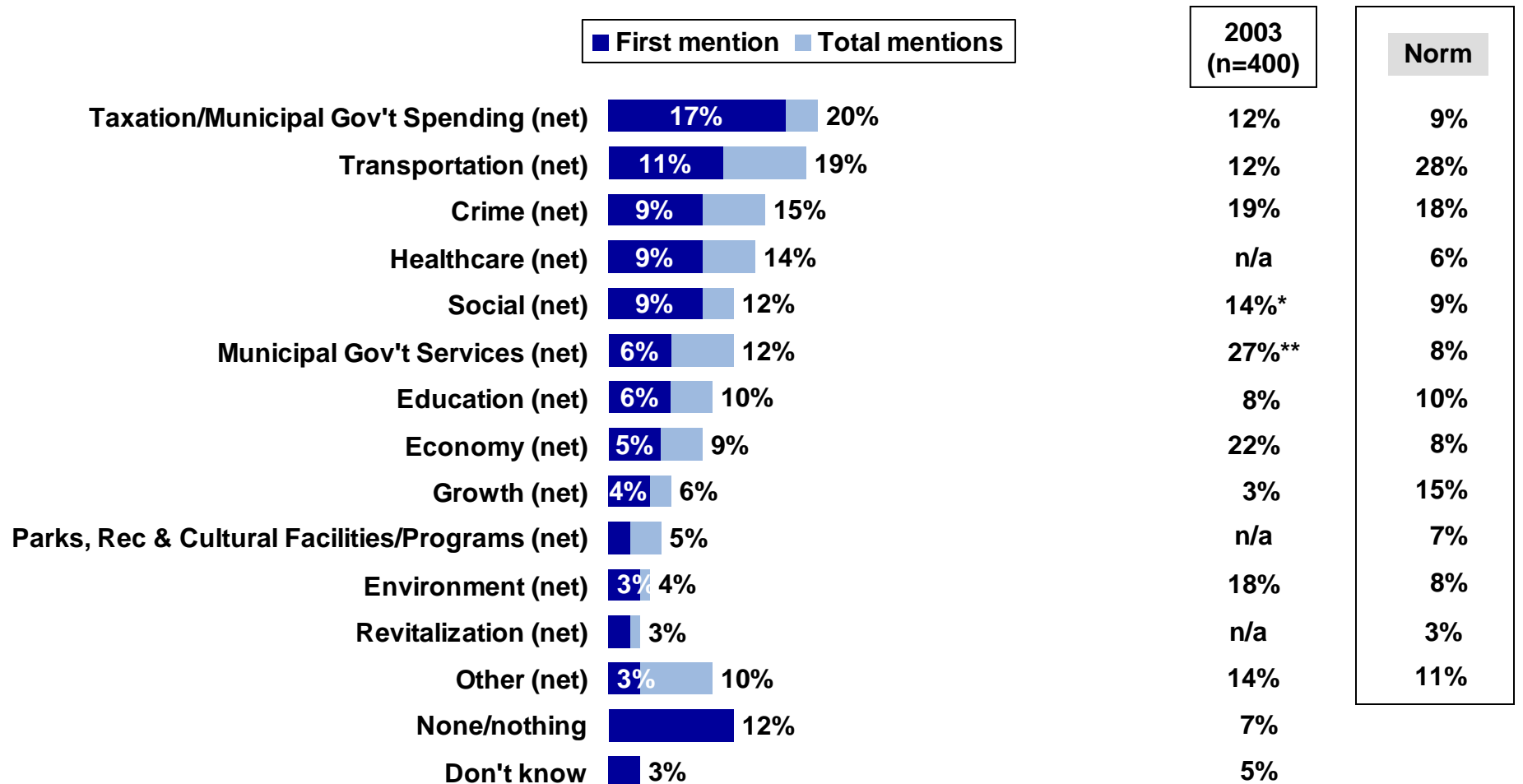


Issue Agenda



Citizens want leaders to focus on taxation/municipal government spending and transportation

“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? Are there any other important local issues?”



Base: All respondents (n=400)

* In 2003, healthcare was included under social issues.

** In 2003, recreation facilities and hospitals were included under municipal government services.





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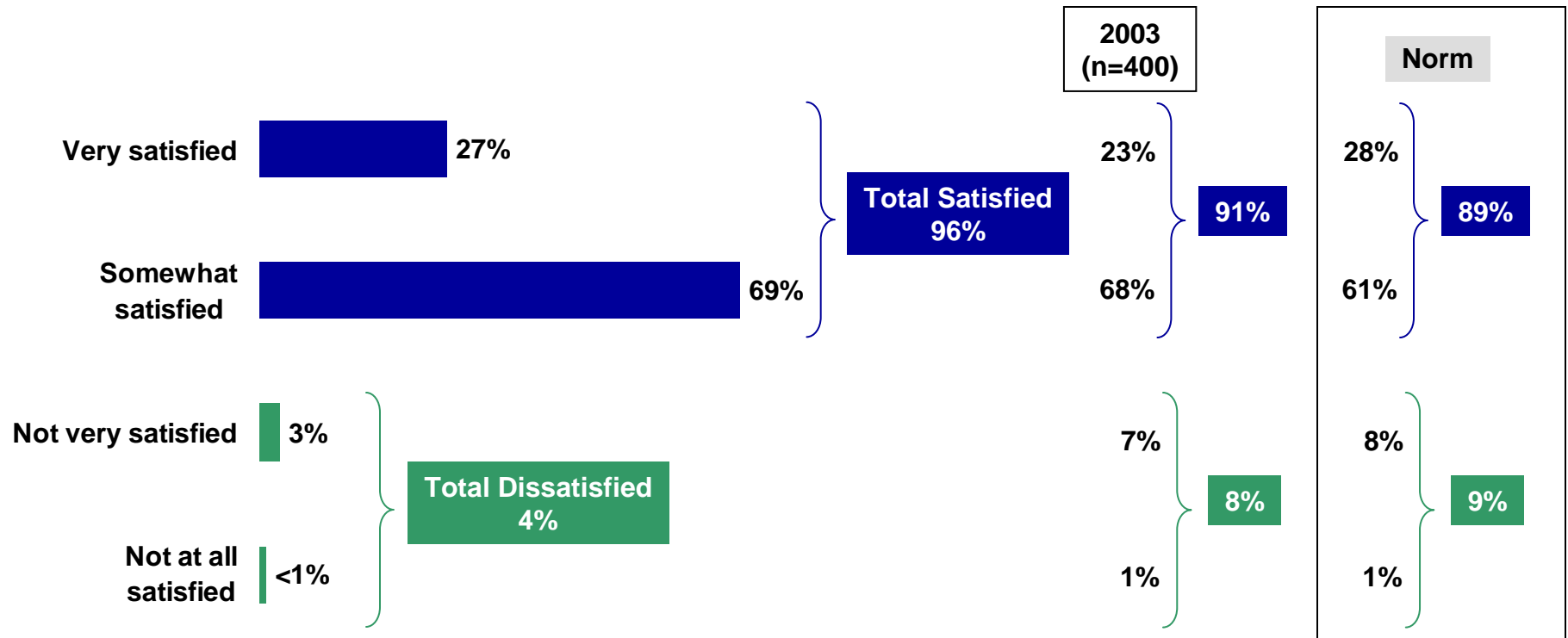


City Services



The vast majority of Kamloops residents are satisfied with the overall level and quality of the City's services

"Now, please rate how satisfied you are with the overall level and quality of services provided by the City of Kamloops. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied."



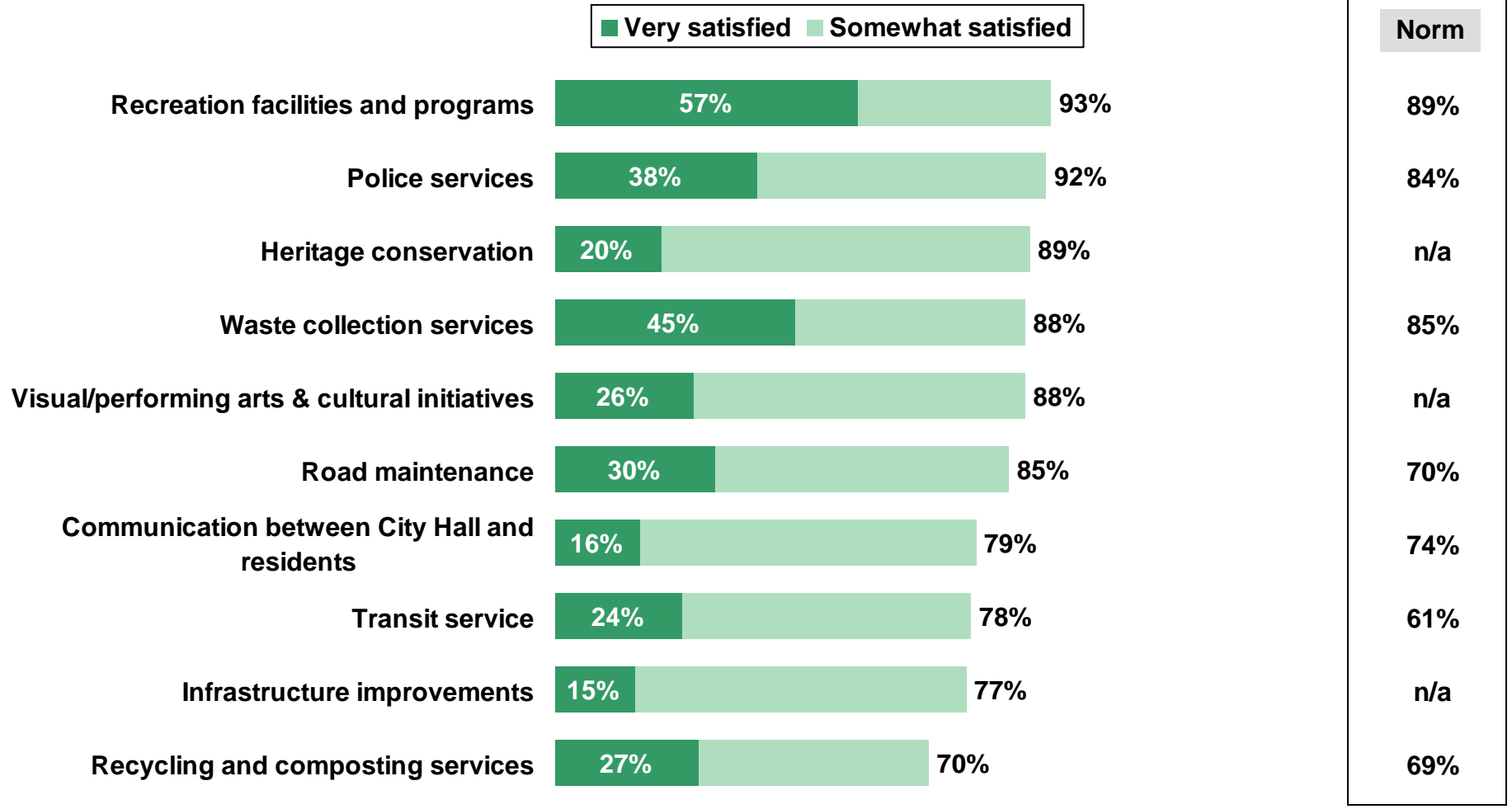
Base: All respondents (n=400)





Citizens are satisfied with all service areas

“Now, 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.”

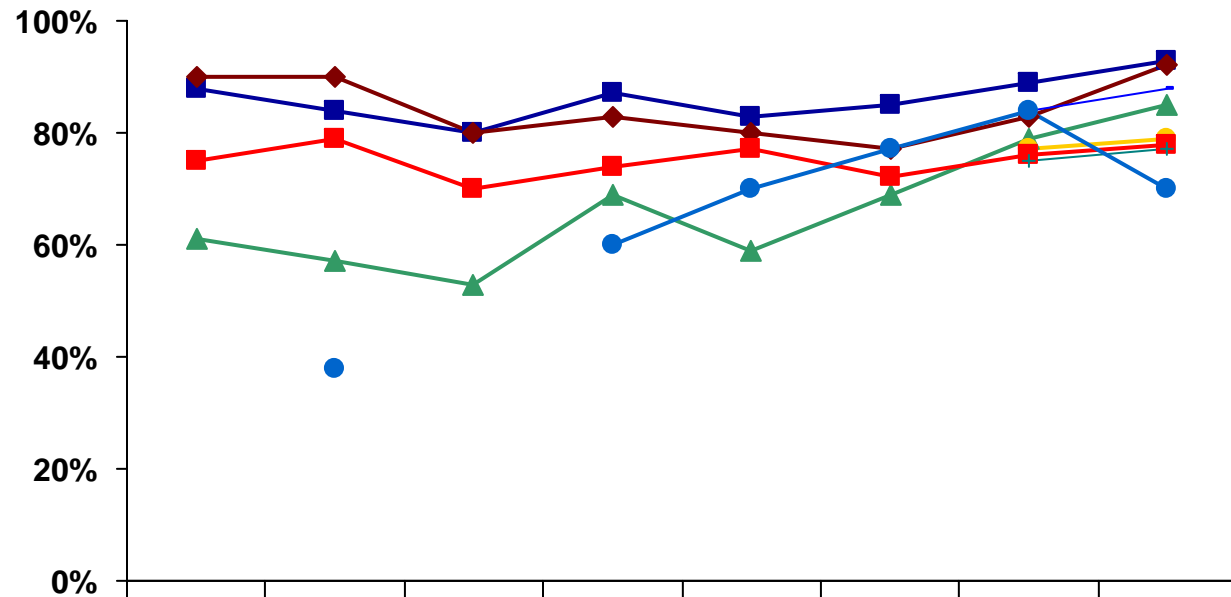


Base: All respondents (n=400)





Satisfaction with police services and road maintenance has increased; however, there has been a drop in satisfaction with recycling/composting



	1988	1991	1993	1995	1997	1999	2003	2006
■ Recreation facilities/programs*	88%	84%	80%	87%	83%	85%	89%	93%
◆ Police services	90%	90%	80%	83%	80%	77%	83%	92%
— Waste collection services*	—	38%	—	60%	70%	77%	84%	88%
▲ Road maintenance	61%	57%	53%	69%	59%	69%	79%	85%
● Communication with residents	—	—	—	—	—	—	77%	79%
■ Transit service	75%	79%	70%	74%	77%	72%	76%	78%
+ Infrastructure improvements*							75%	77%
● Recycling/composting services*	—	38%	—	60%	70%	77%	84%	70%

Base: All respondents



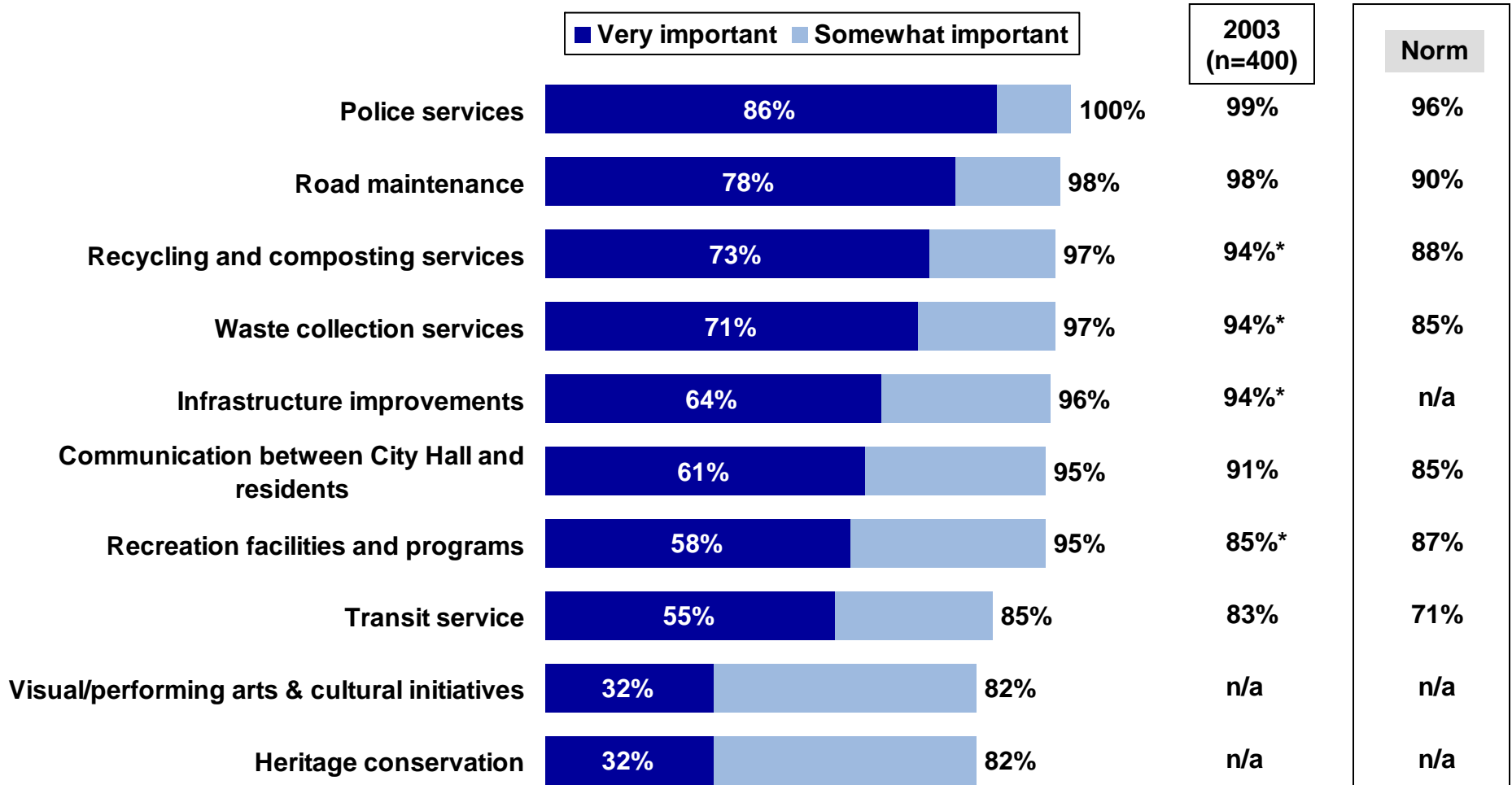
* Results not directly comparable to previous years due to changes in question wording.

Note: No tracking data is available for heritage conservation and visual and performing arts & cultural initiatives. Ipsos Reid Public Affairs 21



All services achieve high importance ratings

"I am going to read a list of services provided to you by the City of Kamloops. Please rate how important each one is to you, using a scale of very important, somewhat important, not very important, or not at all important."



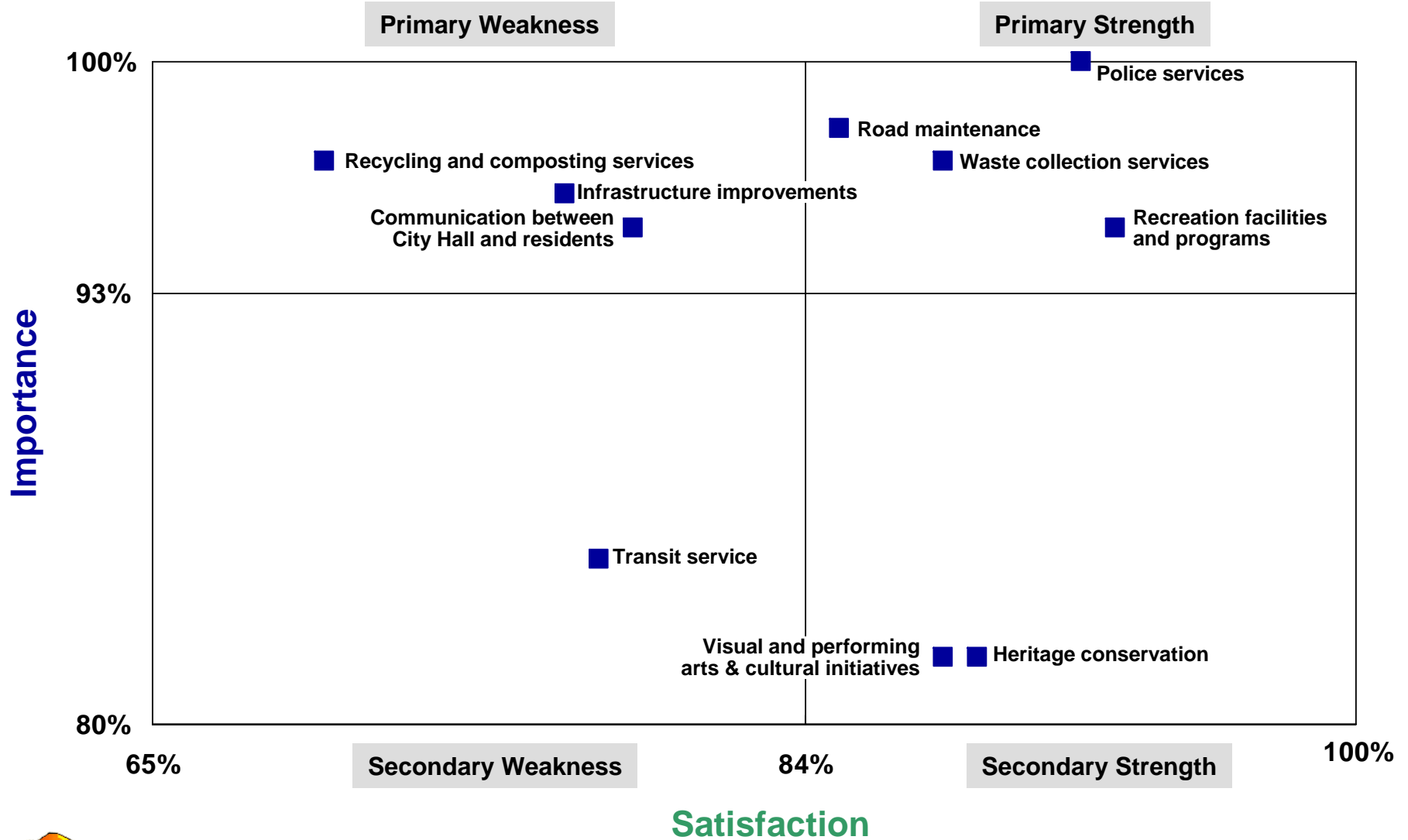
Base: All respondents (n=400)

* Results not directly comparable to 2003 due to changes in question wording.





The City has four primary strengths and three primary weaknesses





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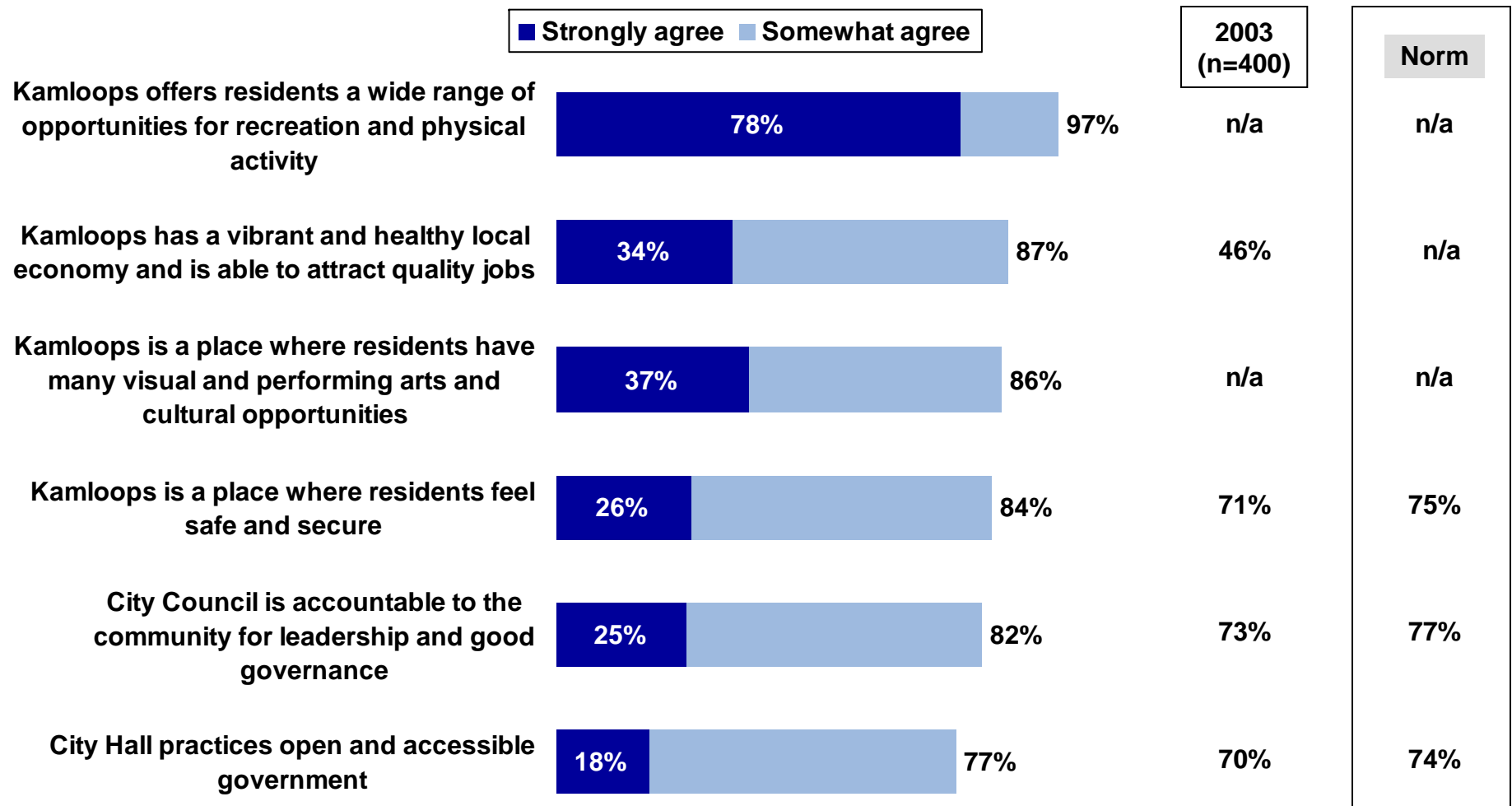


City Vision



Residents' perceptions of life in Kamloops are positive – particularly when it comes to opportunities for recreation

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



Base: All respondents (n=400)





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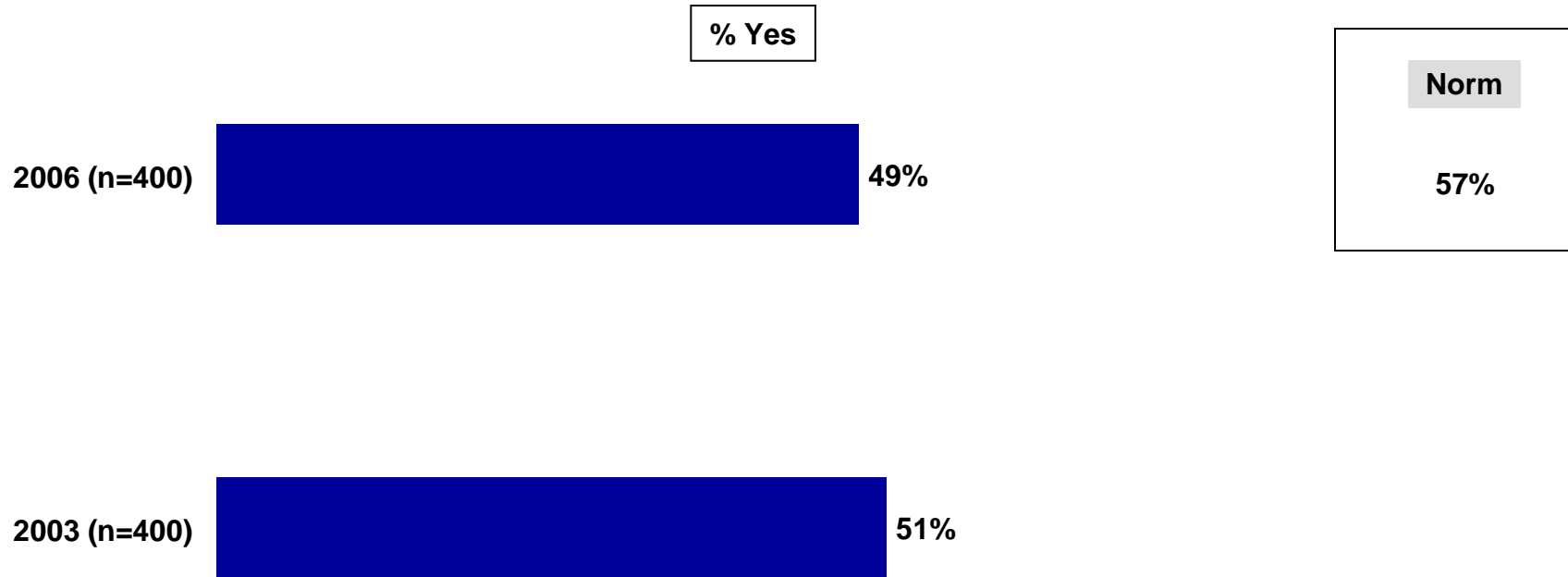


City Contact and Communications



Half of all residents have contacted the City in the past twelve months

"Have you contacted or dealt with the City of Kamloops or one of its employees in the last 12 months?"



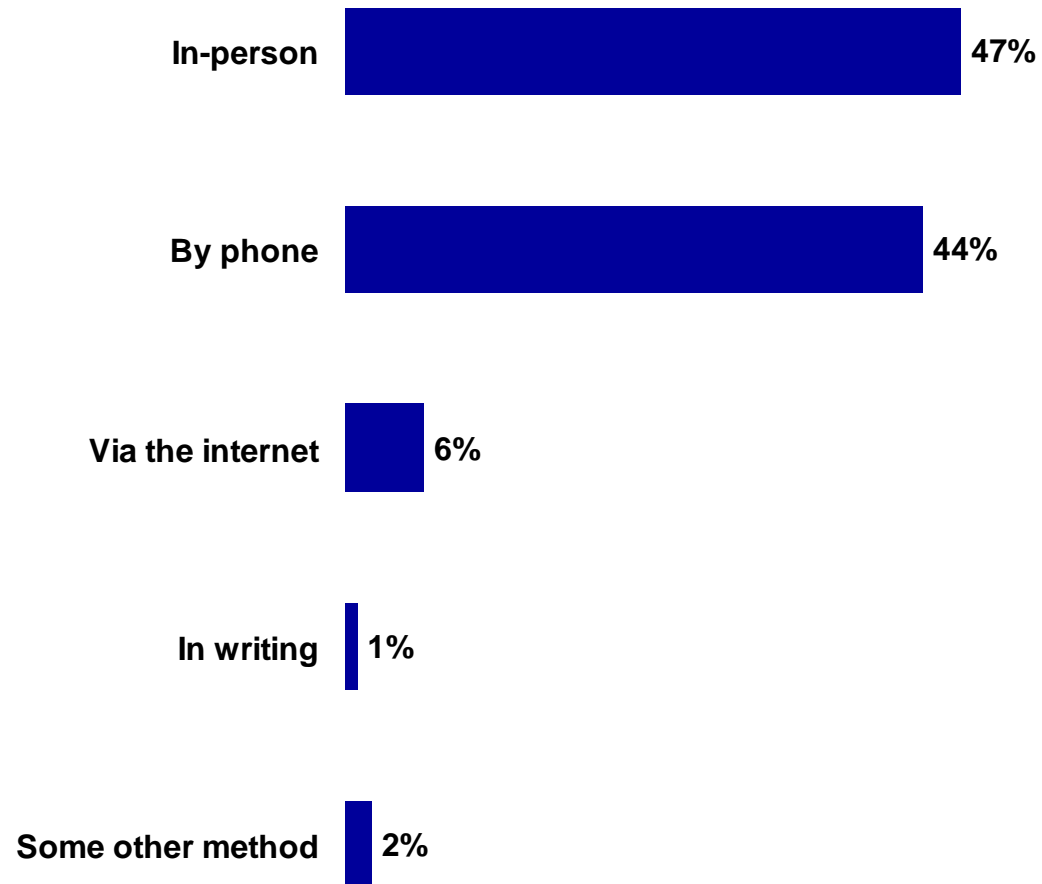
Base: All respondents





Most contacts were made either in-person or over the telephone

"The last time you contacted the City, was it ...?"



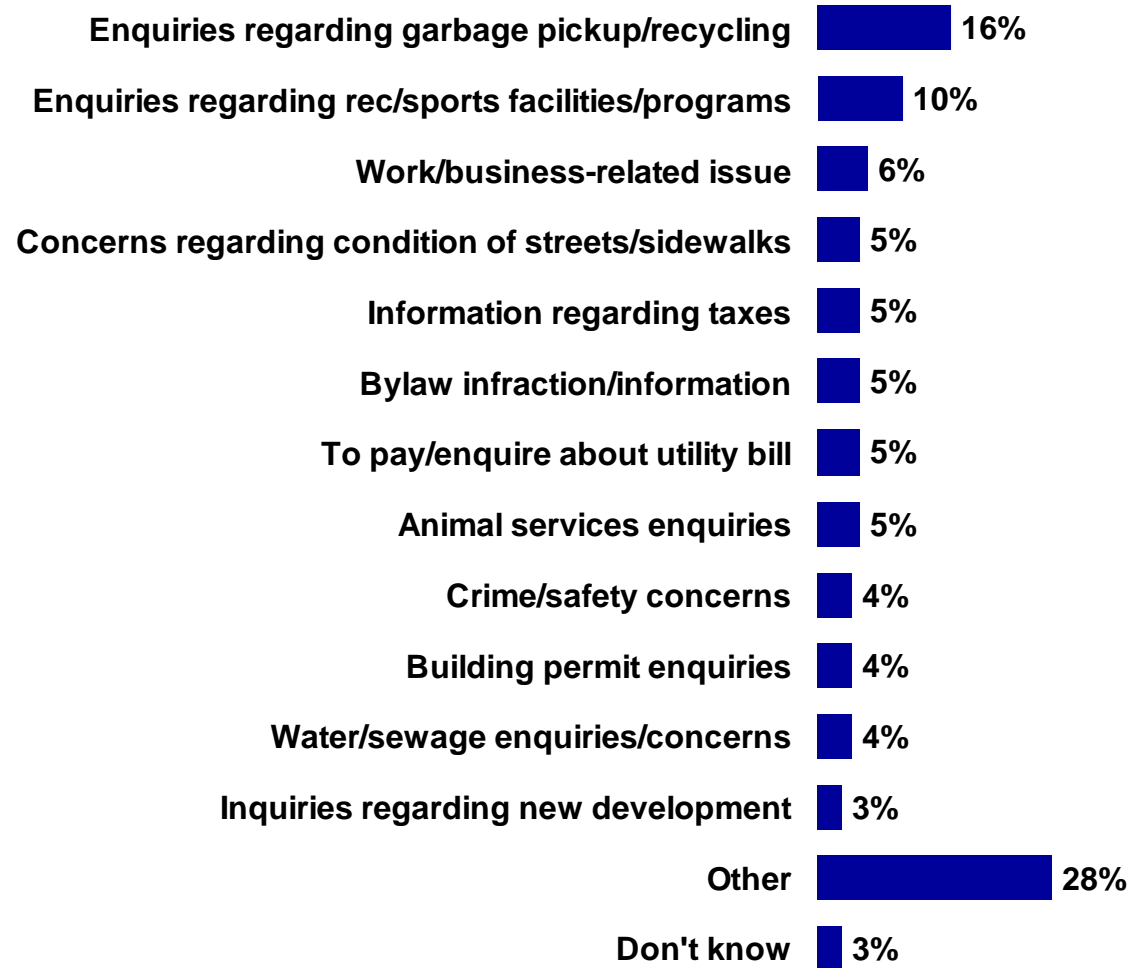
Base: Have contacted/dealt with the City of Kamloops (n=196)





Reason for contacting the City vary

“What was the main reason why you contacted the City? Any other reasons?”



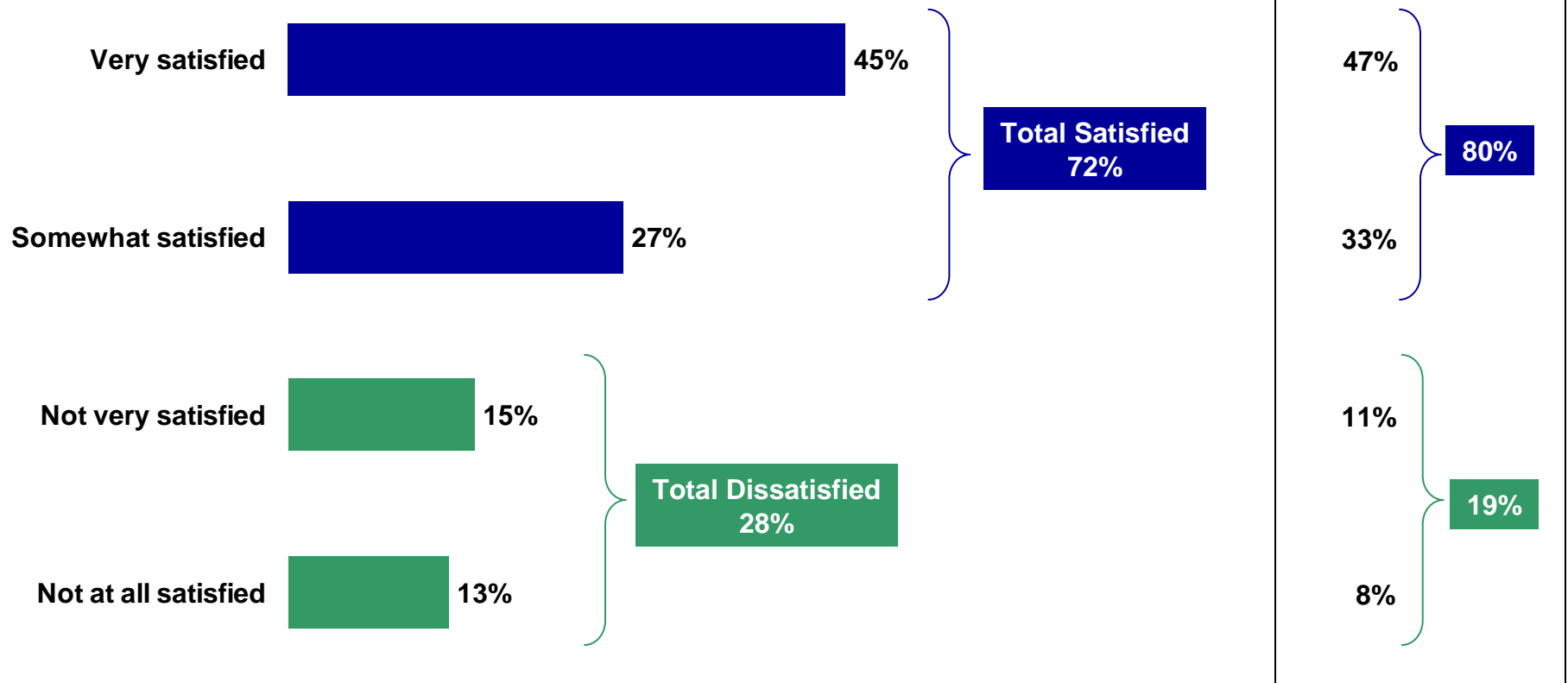
Base: Have contacted/dealt with the City of Kamloops (n=196)





Contact experiences with the City are favourable

"Overall, how satisfied were you with that experience? Were you ...?"



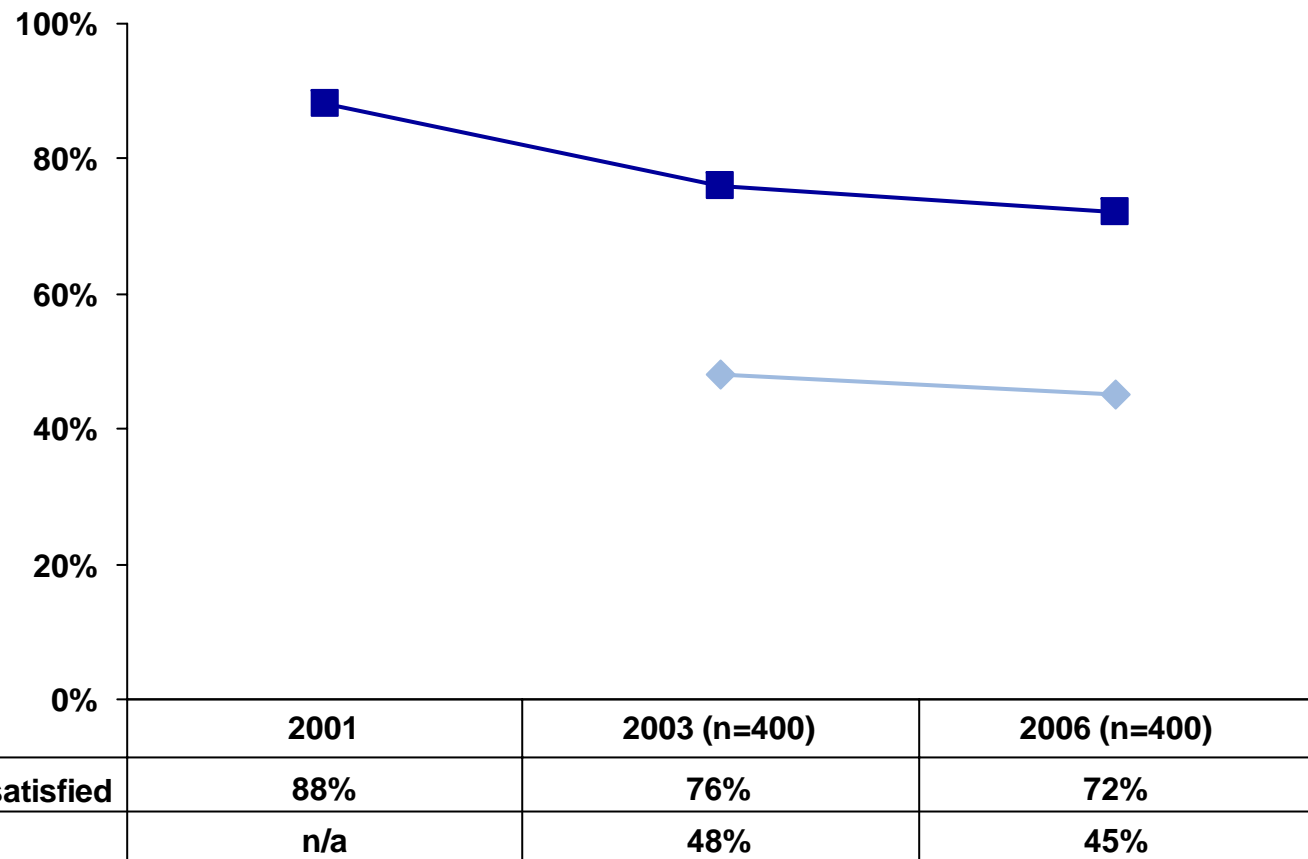
Base: Have contacted/dealt with the City of Kamloops (n=196)





Satisfaction with City contacts is on a downward trend

"Overall, how satisfied were you with that experience? Were you ...?"



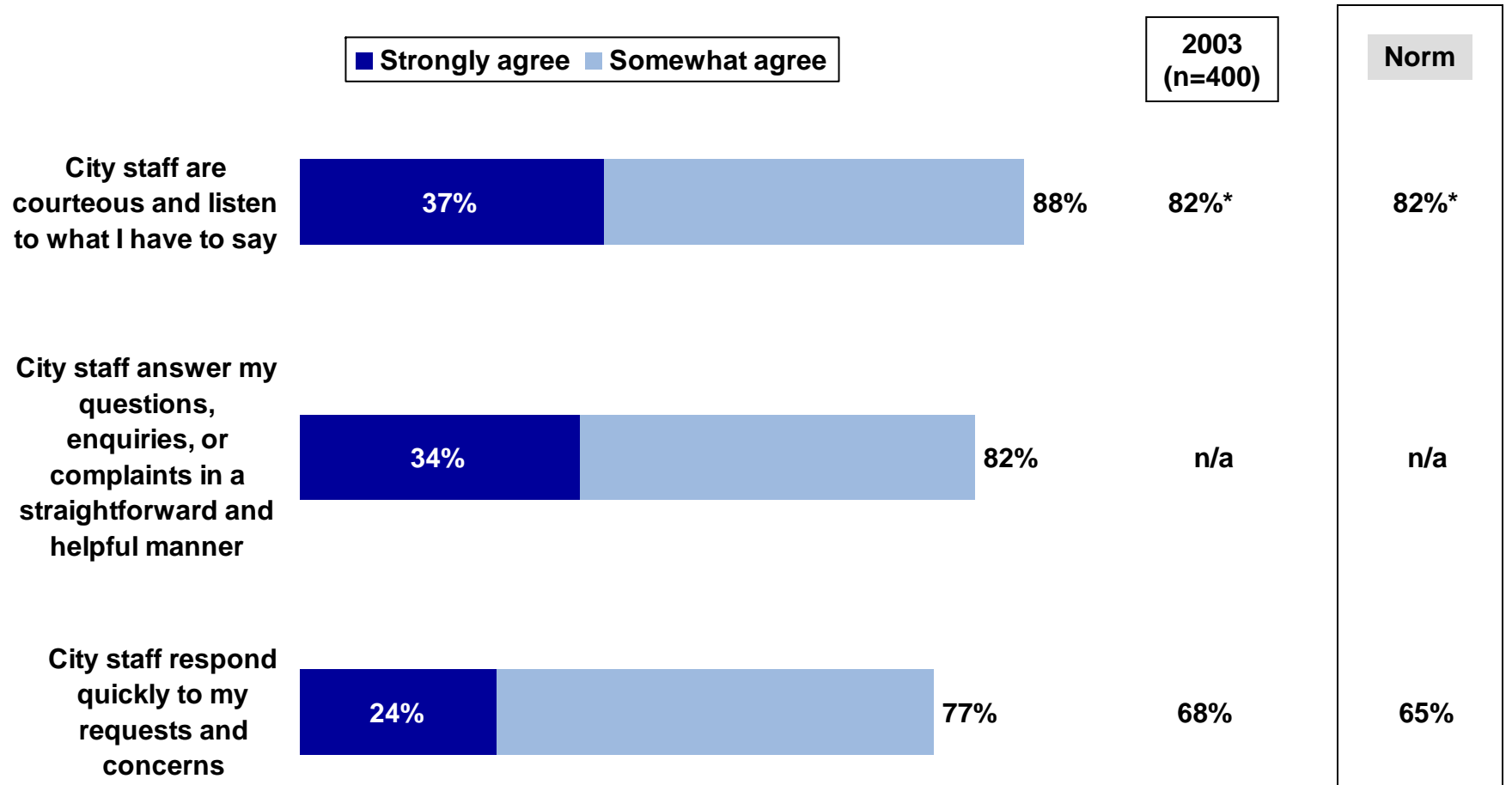
Base: All respondents





Kamloops residents view City staffs' conduct and helpfulness approvingly – lower rating given for timeliness in response

“Thinking about your personal dealings with the City of Kamloops and anything you may have read, seen, or heard, please indicate the degree to which you agree or disagree with each of the following statements. The first one is ... Would you say that you ...?”



Base: All respondents (n=400)

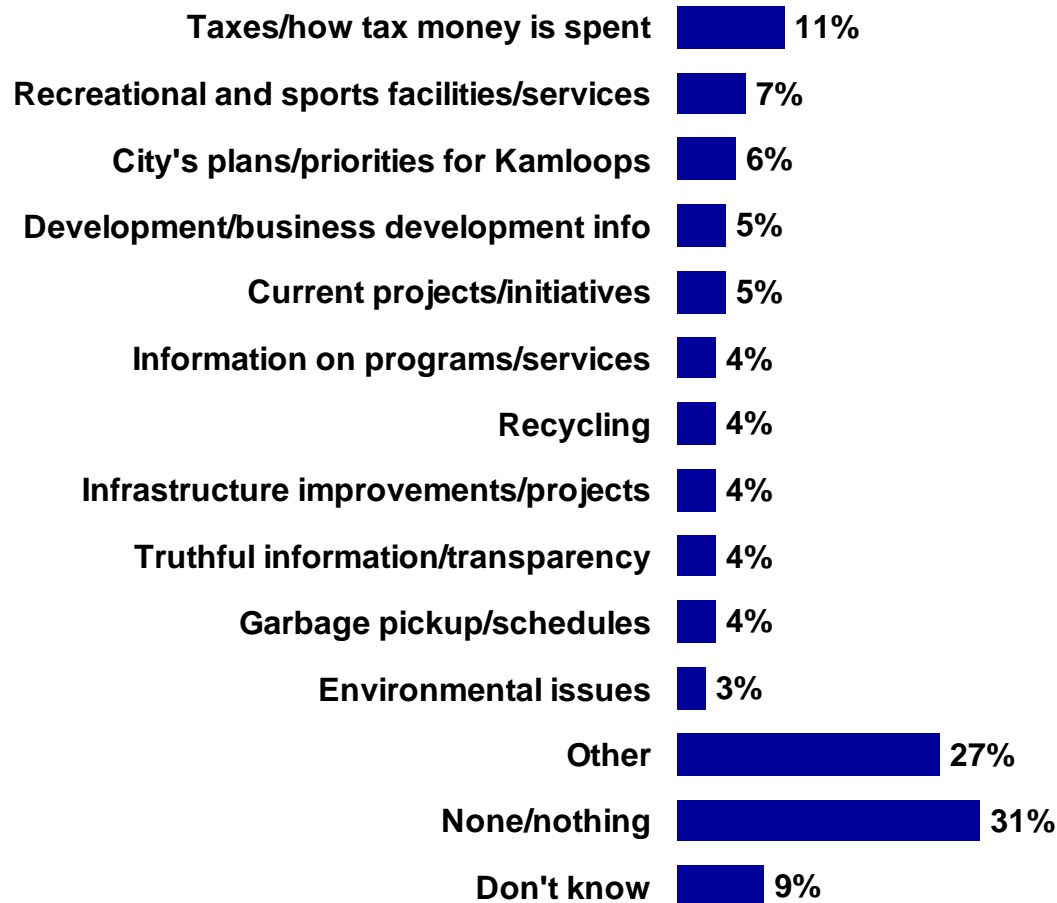
* Results are not directly comparable due to changes in question wording.





Information needs are diverse and individualistic

“Thinking about your community information needs, what kinds of information do you want the City of Kamloops to provide you with? Anything else?”



Top Information Needs in 2003 (n=400)	
Spending allocation and budget	18%
Police info/services/education	7%
Taxes/how tax money is spent	6%
Agenda/minutes of Council meetings	4%
Information on programs	4%
Upcoming events	4%

Norm	
Upcoming and current events	12%
Financial/budget	12%
Parks and recreation	9%
Council meetings/minutes/public hearings	8%
Building and development projects	5%

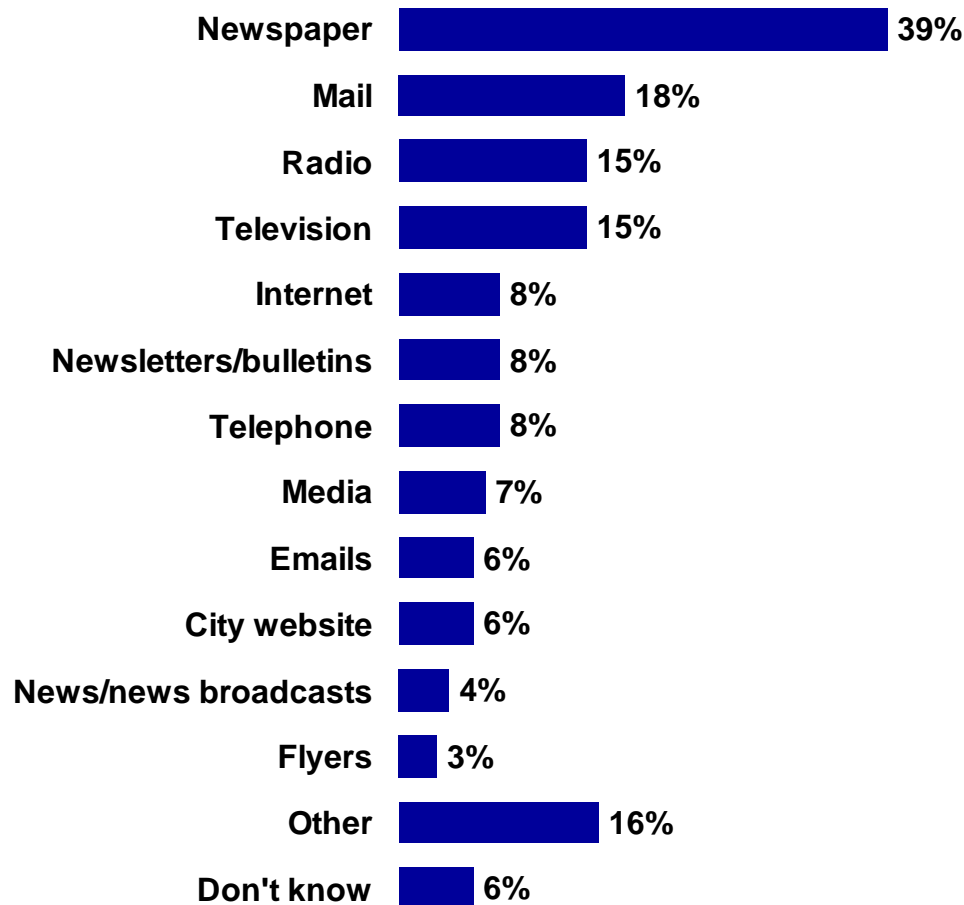
Base: All respondents (n=400)





Newspapers top the list of preferred communication channels

“And what methods would be best for the City to communicate this information to you? Any others?”



Top Communication Methods in 2003 (n=400)	
Newspaper (general)	49%
Television reports on local TV	28%
Newsletter mailed to all households	20%
Radio reports or announcements	18%
City web pages	9%

Norm	
Newspaper	56%
Mail brochures	31%
City website	15%
Television	13%
Community newsletter or paper	6%
Radio	5%

Base: All respondents (n=400)





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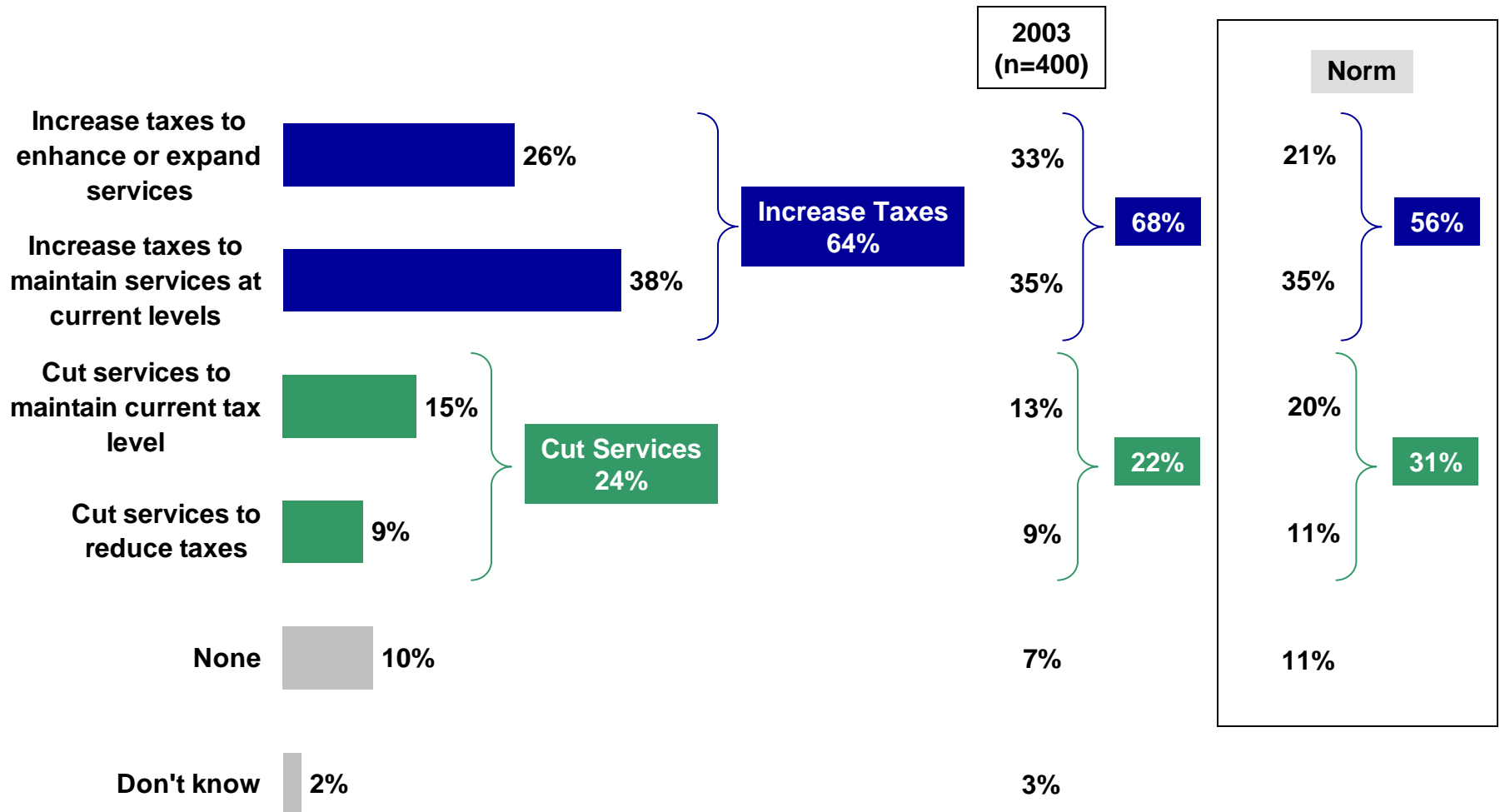


Financing



Citizens would rather see the City increase taxes than cut services at a ratio of nearly 3:1

“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?”



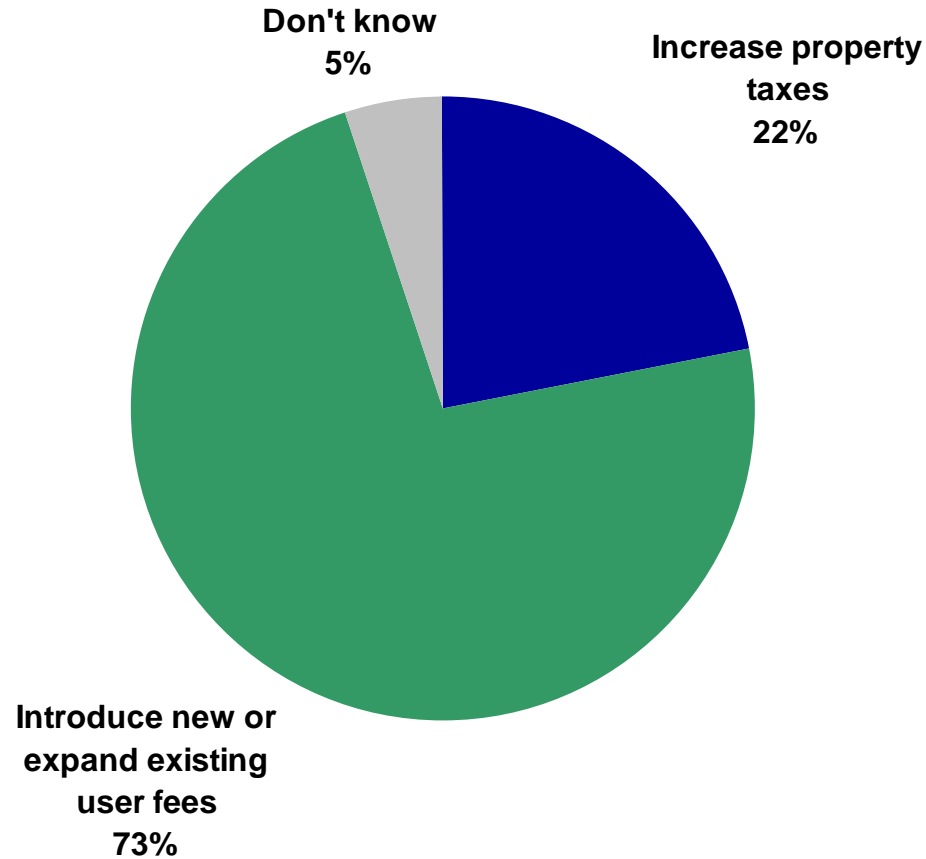
Base: All respondents (n=400)





Citizens would rather see the City obtain additional revenue from user fees than from increased property taxes

“Assuming the City needs to increase the amount of revenue it collects from citizens, would you prefer the City to ...?”



Base: All respondents (n=400)





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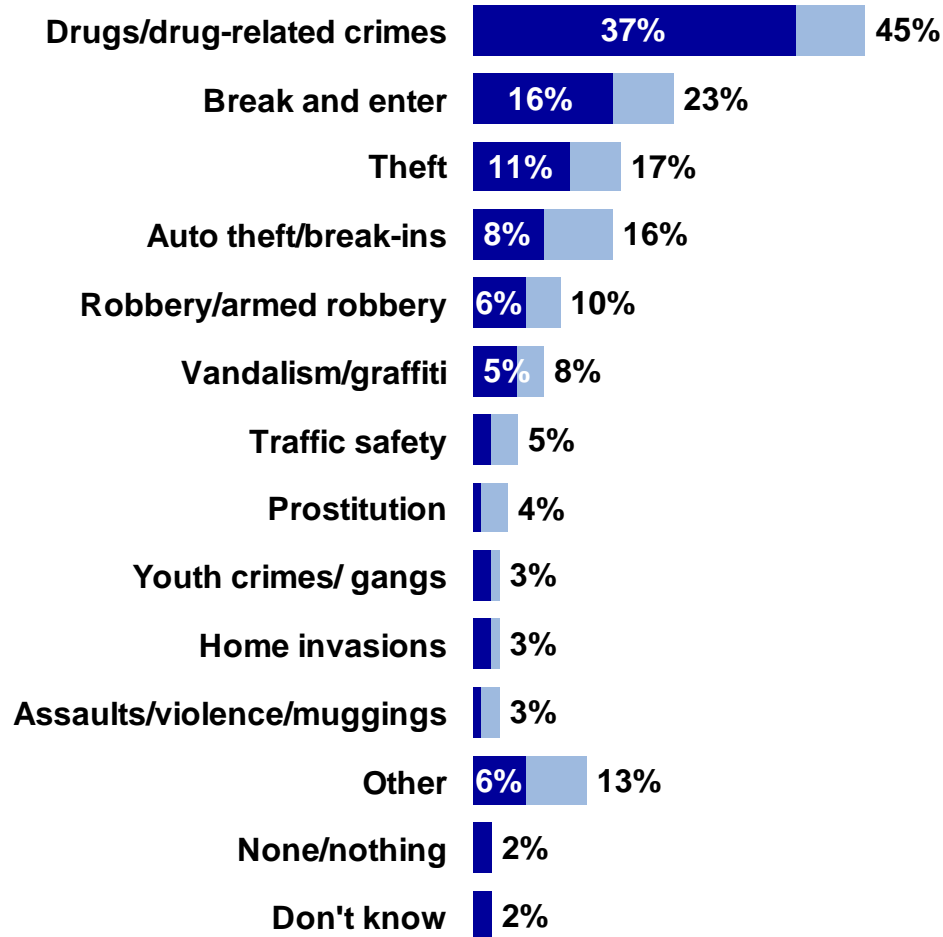
Safety and Security



Drug offences top residents' list of crime and safety issues

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

■ First mention ■ Total mentions



Top Crime and Safety Issues in 2003 (n=400)	
Break and enter	28%
Car theft	27%
Drugs/drug-related crimes	19%
Theft	16%
Vandalism/graffiti	10%

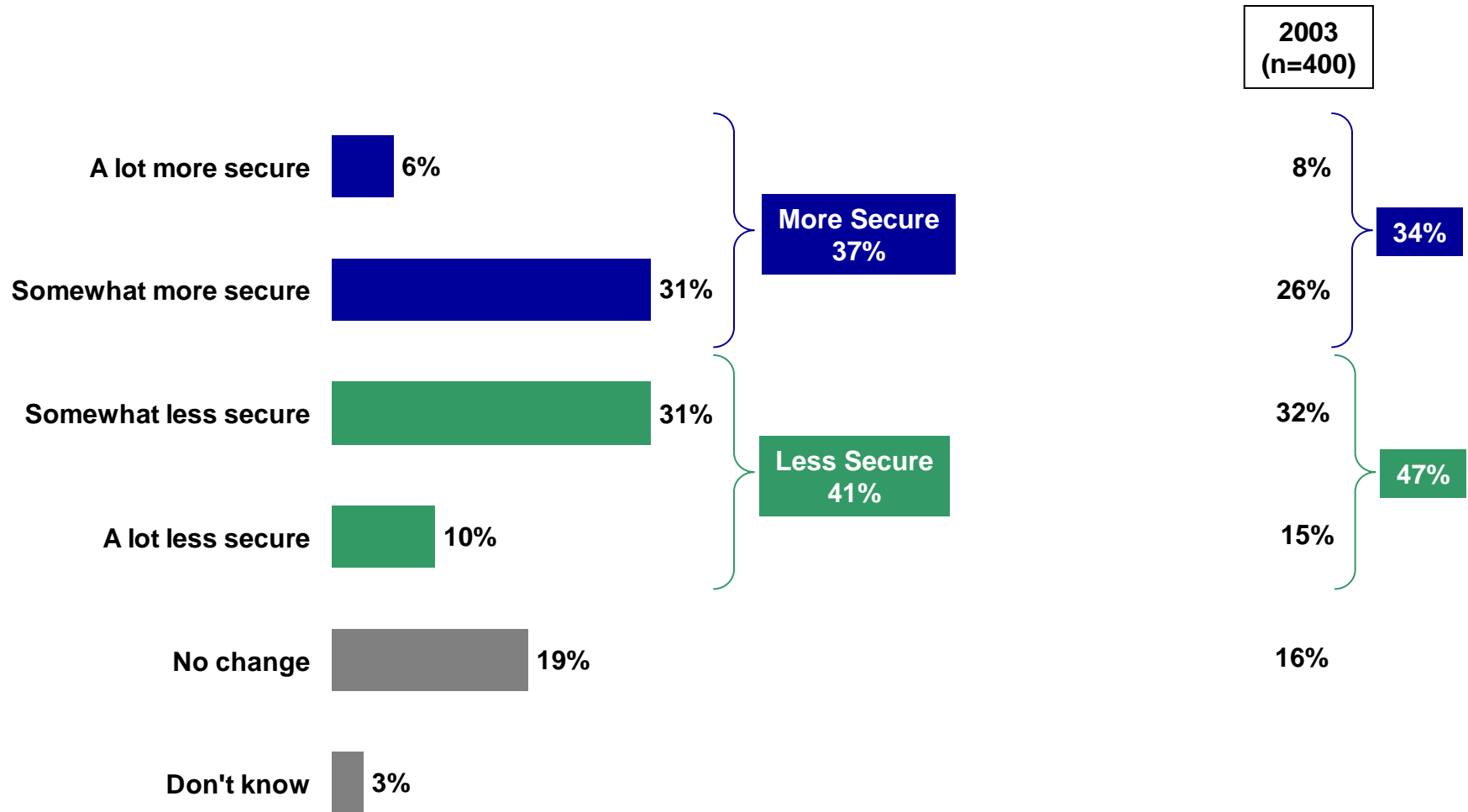
Base: All respondents (n=400)





Kamloops residents today feel less secure than they did five years ago

“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 or somewhat more/less secure?”



Base: All respondents (n=400)





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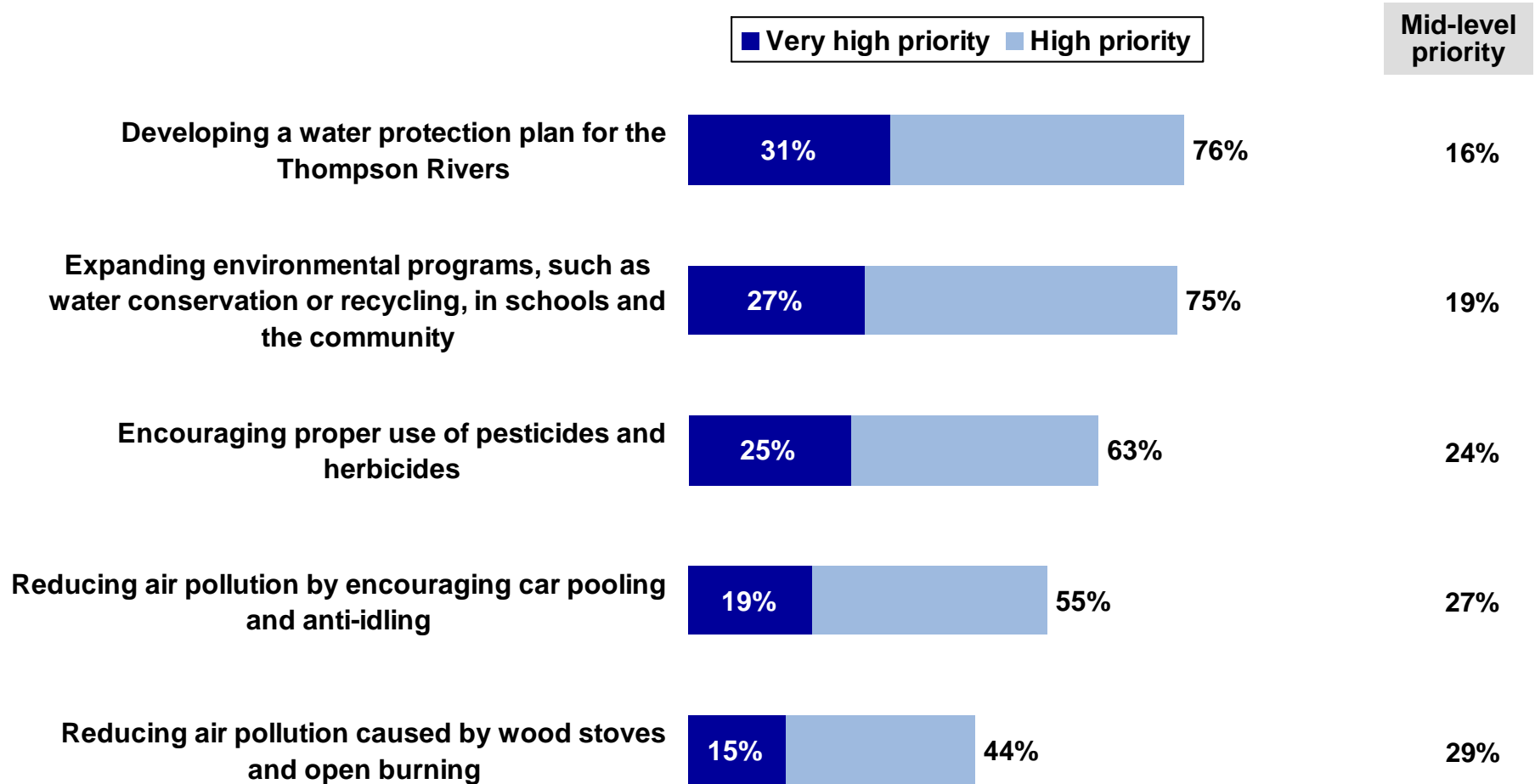


The Environment



Water protection and community environmental programs top residents' list of environmental priorities

"Next, I'm going to read you a series of environmental initiatives being considered by the City of Kamloops. Please tell me whether each of the following should be a very high priority for the City, a high priority, a mid-level priority, a low priority, or a very low priority."



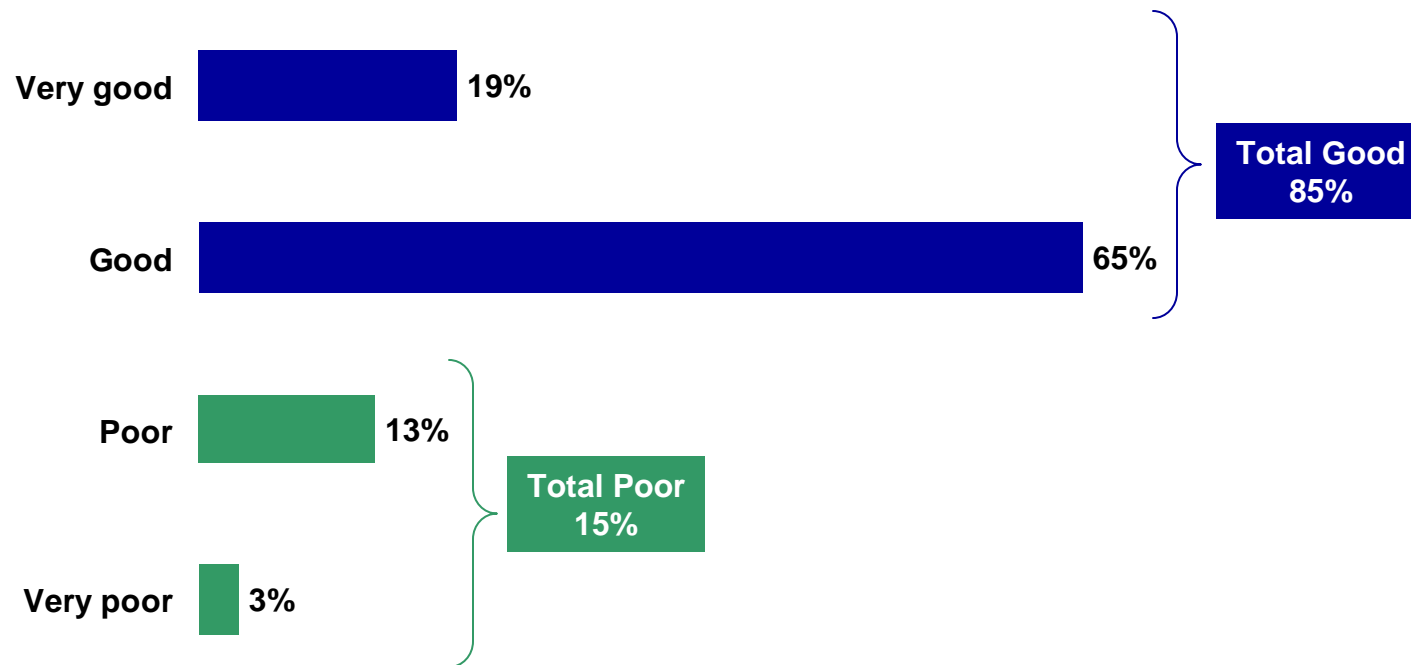
Base: All respondents (n=400)





Most residents feel Kamloops has good air quality

“Overall, how would you rate the air quality in the City of Kamloops? Would you say that it is ...?”



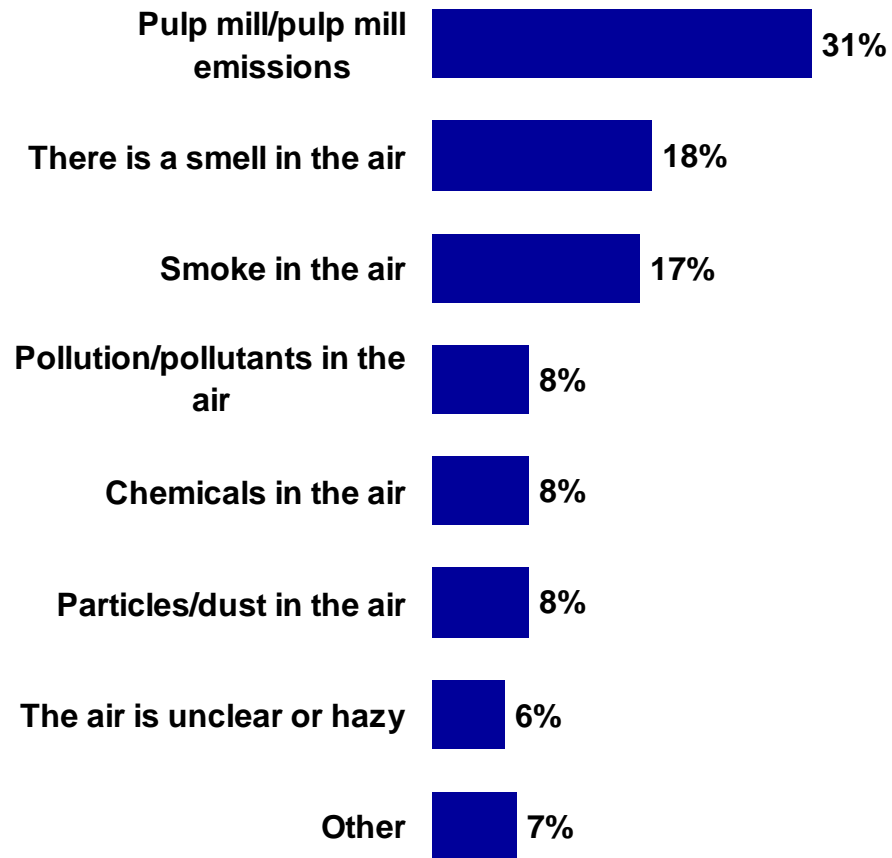
Base: All respondents (n=400)





The pulp mill is the main reason why some citizens rate the quality of air in Kamloops poorly

“Why do you say the air quality in Kamloops is poor? Anything else?”



Base: Rated air quality as poor (n=56)*

* *Small base size (<100), interpret with caution.*





Most residents are willing to pay for recycling collection, but not collection of yard and garden waste

"Would you be willing to pay a \$2 to \$3 monthly fee to the City for ...? How about for ...?"

% Yes

Recycling collection,
including plastics, once
every two weeks



66%

Yard and garden waste
collection once every two
weeks



33%

Base: All respondents (n=400)





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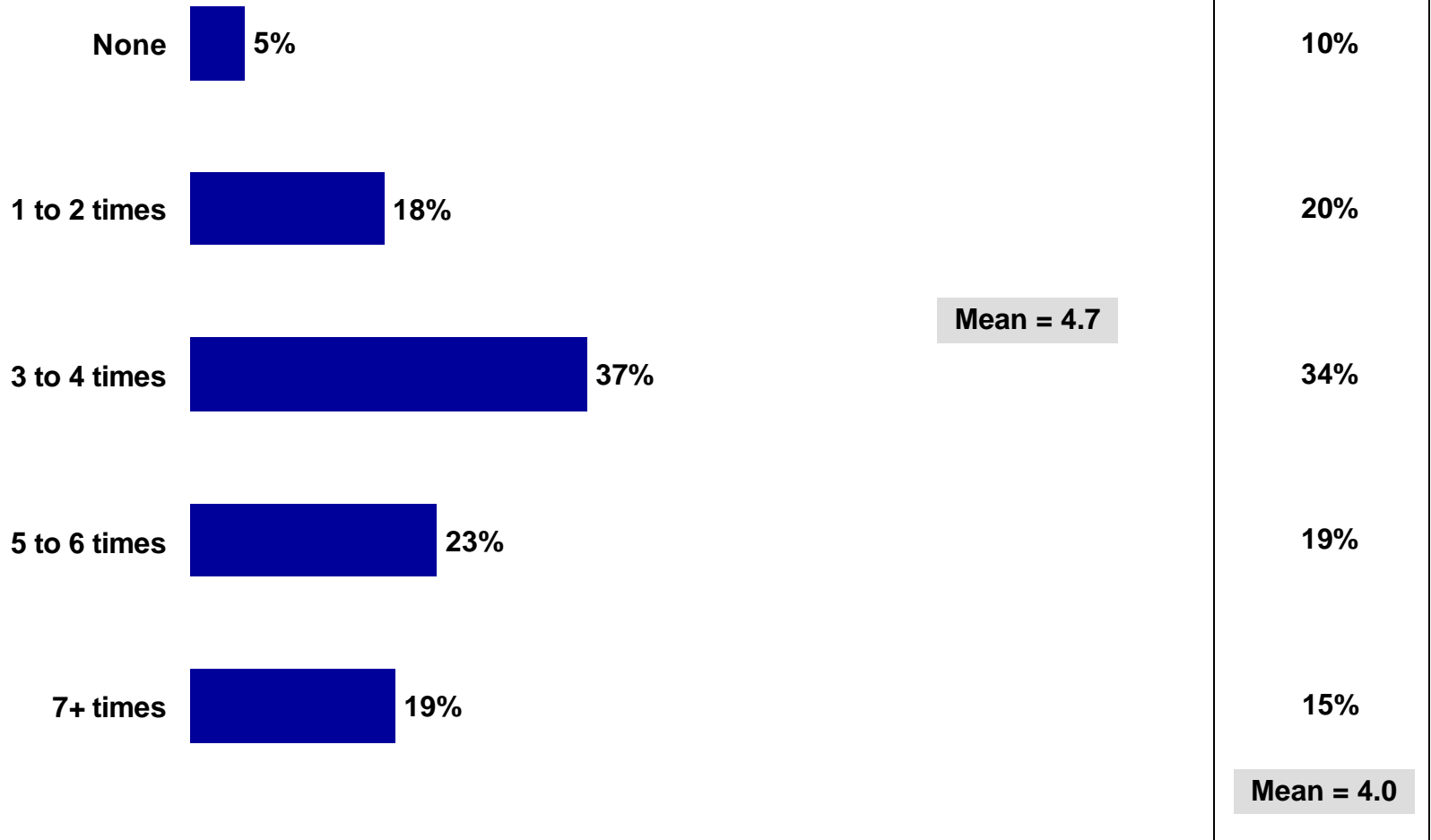


Recreation and Fitness



On average, residents exercise 4.7 times a week

"In a typical week, how many times do you engage in moderate physical activity or exercise for a period of 30 minutes or more?"



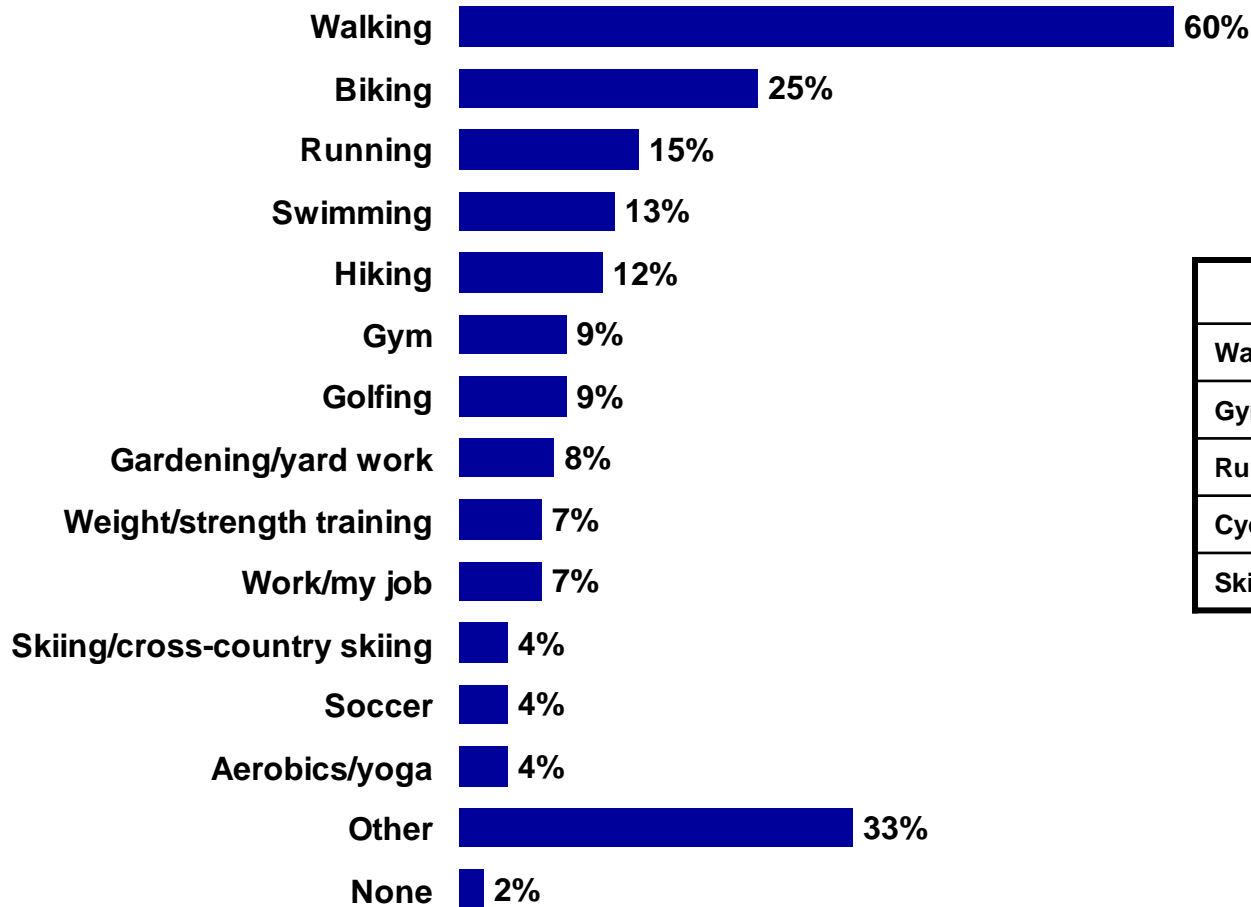
Base: All respondents (n=400)





Walking is by far the most common form of physical activity or exercise

“What types of physical activity or exercise do you participate in on a regular basis? Anything else?”



Norm	
Walking	44%
Gym	16%
Running/jogging	12%
Cycling/biking	9%
Skiing	9%

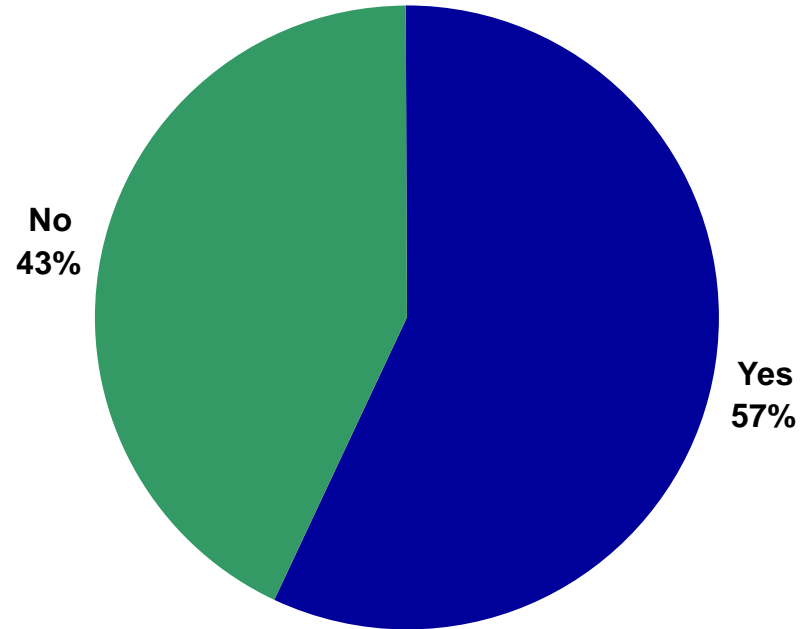
Base: All respondents (n=400)





The majority of citizens have heard of 'Kammotion'

"Have you heard of the City of Kamloops' new active city initiative called "Kammotion"?"



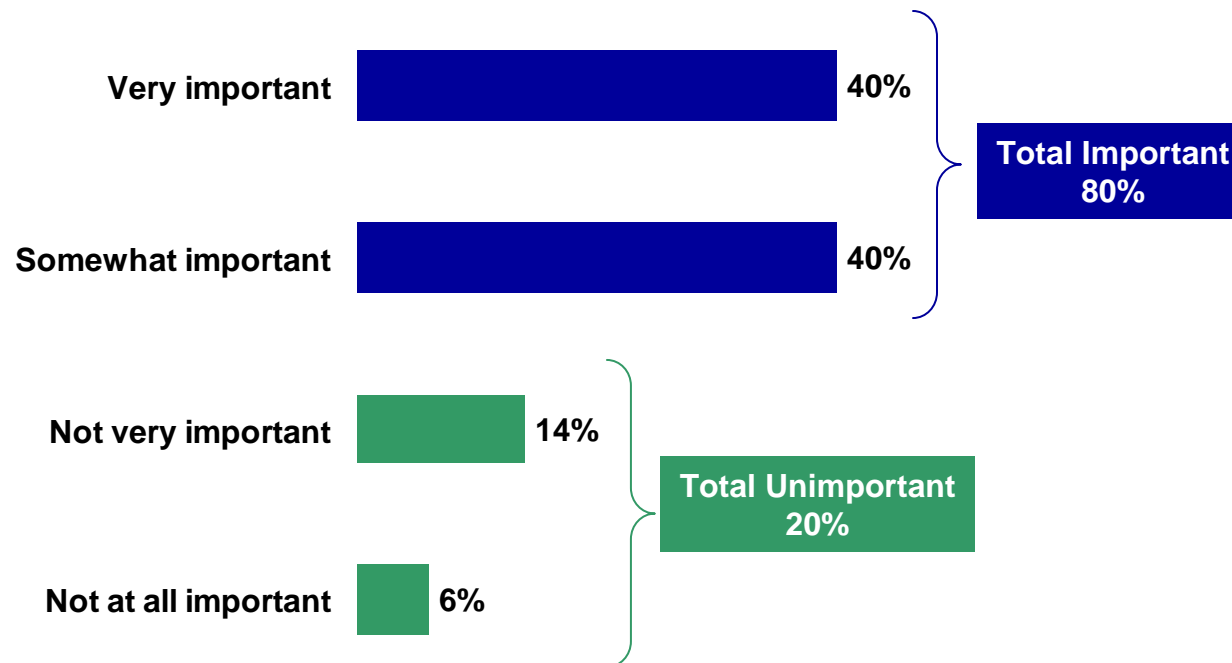
Base: All respondents (n=400)





Most citizens see value in the City providing healthy living programs like ‘Kammotion’

“As you may know, the City of Kamloops developed “Kammotion” to support and encourage residents in making healthy life choices and increasing physical activity levels. Overall, how important do you think it is for the City to provide programs like “Kammotion”?”



Base: All respondents (n=400)





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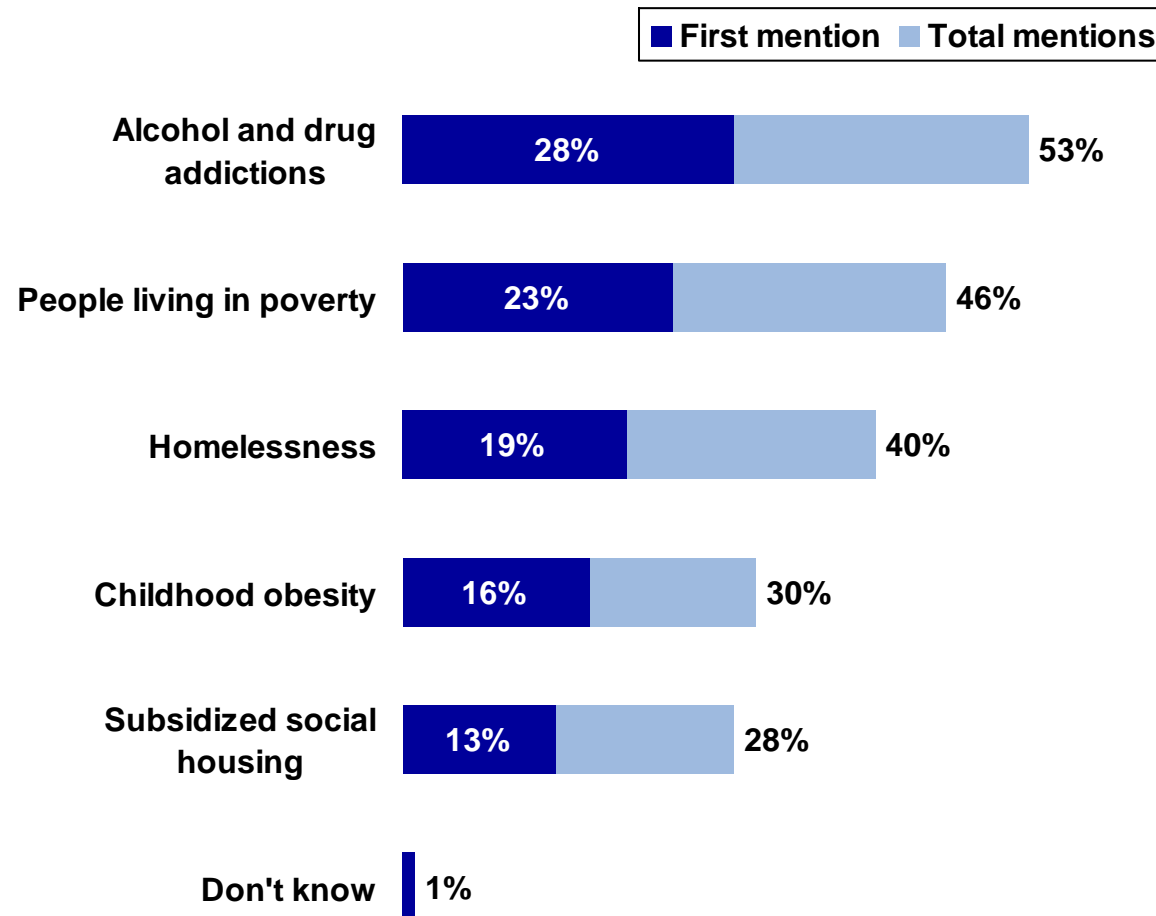
Social Planning



Addressing alcohol and drug addictions tops residents' list of social priorities

"Please tell me which one of the following social issues you'd most like to see the City of Kamloops take steps to actively address over the next few years."

"And, which one of these social issues would you next most like to see the City of Kamloops take steps to actively address over the next few years?"



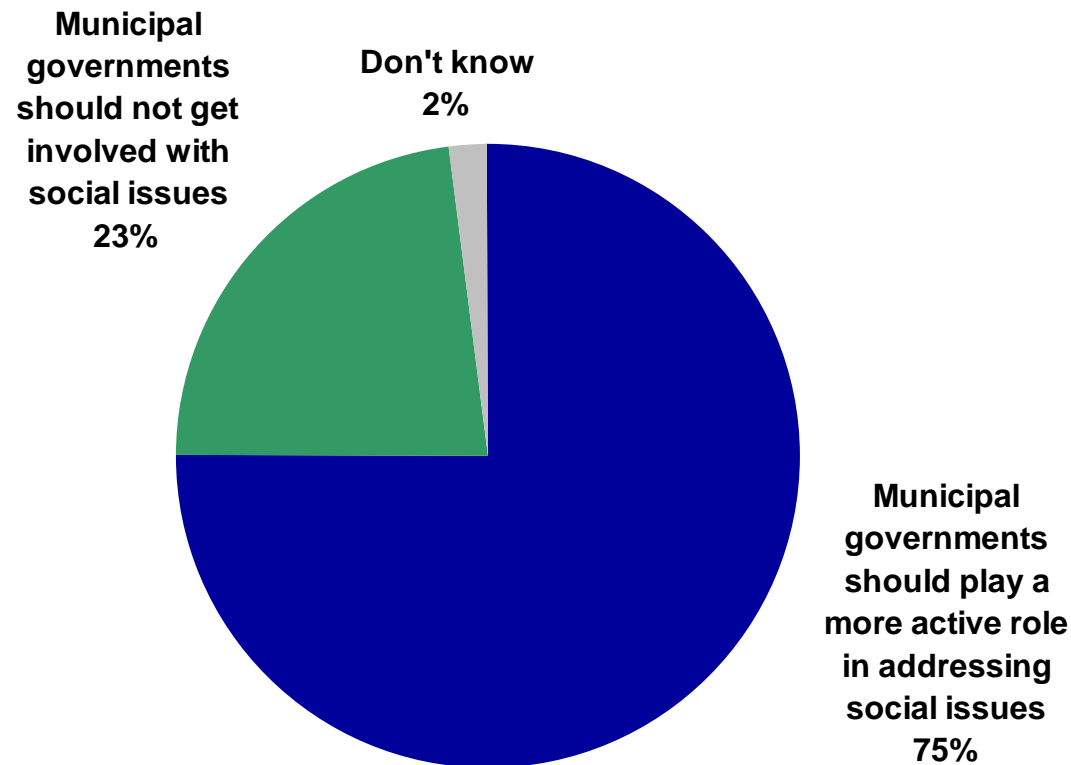
Base: All respondents (n=400)





Residents would like to see local governments play a larger role in addressing social issues

“Some/other people say municipal governments should broaden the scope of their services to play a more active role in addressing social issues and problems in the community. Some/other people say municipal governments do not have the right resources or experience to properly address social issues in the community – rather, this responsibility should lie with other levels of government or with other local community organizations. Which of these opinions is closest to your own?”



Base: All respondents (n=400)





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Questions and Answers



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