



Canada's Tournament Capital

The City of Kamloops

2016 Citizen Survey

KEY FINDINGS REPORT



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Executive Summary

The results of the 2016 Citizen Survey for the City of Kamloops were very positive:

- The large majority of respondents (94%) said overall quality of life was either good or very good;
- 86% of respondents said they were somewhat or very satisfied with services offered by Kamloops overall;
- Close to 3 quarters of respondents who said they had contact with the City or one of its employees in the past 12 months were satisfied with the service that was provided; and,
- The majority (78%) of respondents said they receive good or fairly good value for their tax dollars.

Residents highlight a number of qualities and features that make the City of Kamloops a good place to live. Amongst these included the weather/ climate (35%), its location/ proximity to other places (24%), as well as it's recreational/ sports activities and facilities (19%). There were also important issues that respondents feel should receive attention from local leaders; most notably mines/ the Ajax Mine (26%), infrastructure (23%) as well as parks, recreation and culture (20%).

Looking specifically at resident satisfaction with individual services and aspects of Kamloops, results are fairly consistent with previous years (and particularly with 2012). Highest satisfaction was recorded for: programs and services for recreation and sport (93%), availability of green spaces for recreation and enjoyment (92%), as well as the overall aesthetic appearance of the city (92%). In order to continue to improve resident satisfaction with services overall while being most productive with its resources, the city must focus on services that are the most important *and* have the most room for improvement. A derived importance analysis revealed that top priorities to improve overall satisfaction with the services provided by the City of Kamloops are: infrastructure improvements, bylaw enforcement, communication and public engagement, as well as corporate and residential programs to address climate change.

As costs to maintain current service levels are on the rise, the largest proportion of respondents said they would support an increase in tax to either maintain or enhance current service levels; this highlights a reverse in the declining support for tax increases since 2003. Furthermore, the majority of respondents said the city should generate greater revenue through an increase in both tax and user fees equally, or through an increase in user fees only. These sentiments are not only shared amongst residents of Kamloops, but also residents of other British Columbian municipalities as it relates to their own communities.

When it comes to issues of crime and safety in the community, 36% of respondents said that the City is somewhat or a lot more safe than it was three years ago; while just over a quarter (26%) say there has been no change in safety at all. Top of mind crime and safety issues facing the City of Kamloops today are drugs/ drug related crimes (27%), as well as breaking and enters (12%). Beyond crime and safety issues, top priorities related to social planning that residents felt local leaders need to address were children and youth at risk, mental health, homelessness, as well as people living in poverty. It is also important to highlight that mental health has become an increasingly more prevalent issue/topic in the minds of residents since 2009 and 2012.



Background and Research Objectives

The City of Kamloops is known as one of British Columbia's friendliest cities as well as Canada's tournament Capital. Home to close to 86,000 residents, this growing City is rich in natural resources, recreational opportunities and culture. In an effort to continuously improve residents' quality of life and to inform the City's strategic plan for the future, the City of Kamloops conducts a Citizen Survey every three or four years.

The research objectives of the 2016 Citizen Satisfaction Survey were to:

- ✓ Measure resident satisfaction with the City's services and determine priorities for improving overall satisfaction with services moving forward;
- ✓ Determine overall impressions toward quality of life and safety in the City of Kamloops;
- ✓ Identify the most important issues that are in need of attention from City Council and other local leaders;
- ✓ Determine residents' perceptions when it comes to taxation and revenue generation; and,
- ✓ Identify social issues that residents feel are most important for the City to address in the next few years.

Results of the 2016 citizen survey were benchmarked against citizen surveys in 2003, 2006, 2009 and 2012. All historical results have been included within this report where applicable. Due to changes in the questionnaire, some questions could not be benchmarked to any previous waves of research.

Sampling and Methodology

The 2016 Citizen Survey was conducted via Computer-Assisted-Telephone-Interviewing (CATI) methodology, amongst randomly selected residents in the City of Kamloops. A total of 409 interviews were conducted between January 18th and February 10th, 2016, each approximately 13 minutes in length. The margin of error is +/-4.9%, 19 times out of 20; this is an acceptable margin of error within the research industry for studies of this nature. Also important to note, is that the data is weighted to reflect the age and gender of the 18+ population of the City of Kamloops based on the most recent Census data.

In order to gauge how satisfaction with services and attitudes toward financial sustainability amongst Kamloops residents compare to other British Columbian municipalities, Forum Research also conducted 456 interviews via Interactive Voice Response (IVR) with residents in four different regions in the province of British Columbia. These regions were: Kelowna, Prince George, Nanaimo and Langley.



Questions and Analysis

Derived Importance

Forum Research introduced 'derived importance' to help determine strategic priorities for the City of Kamloops moving forward. Derived importance is a statistical calculation based on the correlation between the input variables (i.e. satisfaction with individual services and programs) and an outcome variable (i.e. satisfaction with services overall). Specifically for this study, the question trying to be answered was: How much impact does a change in satisfaction of a particular service/program have on satisfaction with the job the City of Kamloops is doing overall? This correlation reveals the extent to which various service items are related to, or drive, overall satisfaction with services.¹ Ultimately, driver analysis relies on a statistical predictive model to determine priorities for the City of Kamloops and can help inform the future allocation of municipal funding.

Treating 'Don't know' / 'No opinion' Responses

In instances where respondents were asked to rate their *satisfaction* with various services offered by the City of Kamloops, those who were unable to provide a response (i.e. answered "don't know" or "no opinion") were removed from the analysis.

Statistical Significance Testing

Forum research applied statistical significance testing to analyze survey results by certain demographics (i.e. age, gender, number of years lived in Kamloops, etc.). Statistical significance testing tells us whether or not differences between the observed percentages are reflective of real differences in the population, or are merely a chance occurrence. As well, it allows for deeper analysis of different segments among the population. Statistical significance takes into account difference in percentage points, sample size, distribution, etc. For this reason, it may be found given two sets of variables with the same percentage point difference that one reveals a statistically significant difference in the population, while the other does not. Only statistically significant differences by various demographics that are seen as important to the analysis are discussed within this report.

Understanding "Top 2 Box" and "Bottom 2 Box" Score

The Top 2 Box score (also referred to as Top 2 Box %) is a research wide accepted practice and is the best way to understanding satisfaction when using a 4 or 5 point scale. It is simply the net percentage of the highest categories on the rating scale. For example, when the scale is: very satisfied, somewhat satisfied, somewhat dissatisfied, and very dissatisfied, then the combined number of respondents who answered either 'very satisfied' or 'somewhat satisfied' would be reported as the Top 2 Box score. Conversely, the Bottom 2 Box score is the net percentage of respondents of the lowest categories of the rating scale. Using the same example, the combined number of respondents who answer 'somewhat dissatisfied' or 'very dissatisfied' would be grouped together to represent the bottom 2 box score (or bottom 2 box %).

¹ It is generally regarded in marketing research that stated importance- that is asking a respondent to state how important a service item is to them- is not a reliable measure of the degree to which any service impacts the outcome variable being measured (i.e. satisfaction with services overall, quality of life, etc.). This is because people tend to over- or under-state the importance of attributes for a variety of reasons.



Top of Mind Issues

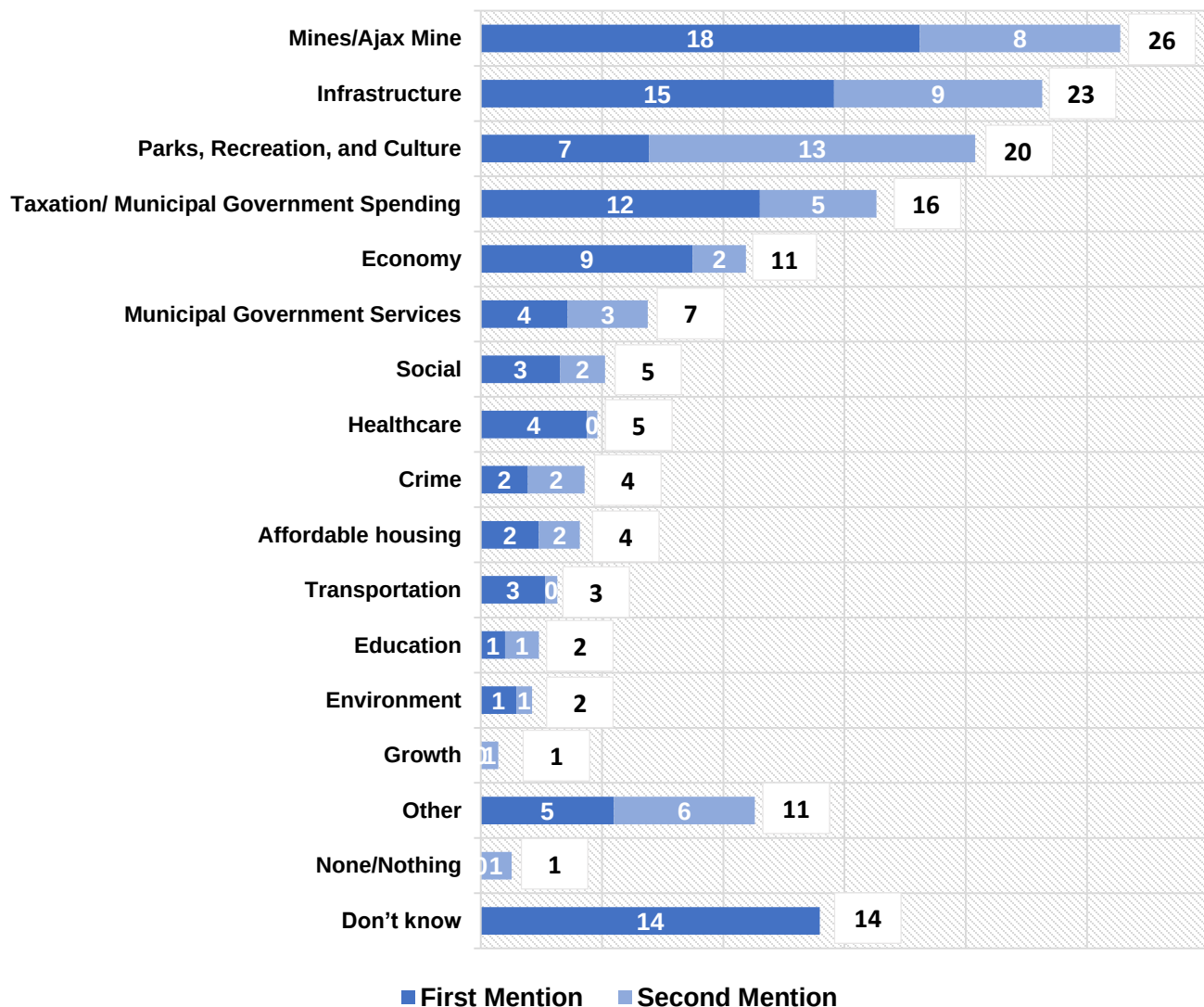
Most Important Issues Facing the Community

When it comes to top of mind issues that residents feel are most important for local leaders to address in the next few years, the largest proportion of respondents said mines/ Ajax Mine (26%), infrastructure (23%), as well as parks, recreation and culture such as replacing the closing Westside swimming pool, investing in more facilities and a performing arts centre (20%).

Other important community issues that residents feel should be addressed by local leaders is taxation/ municipal government spending (16%), the economy (11%), as well as municipal government services (7%).

Top of Mind Issues (in %)

n=409





Top of Mind Issues over Time

Looking at top of mind issues over time, there is an apparent shift in the nature of concerns that are troubling residents. Though the Ajax Mine continues to be a top concern, other issues are becoming increasingly relevant; community infrastructure, parks, recreation and culture, as well as taxation and government spending have become a top concern amongst residents for local leaders to address.

Contrastingly, issues surrounding public transportation that have historically been a top concern do not appear to be as much of a concern for residents in 2016.

Total Mentions						
	2003 (n=400)	2006 (n=400)	2009 (n=400)	2012 (n=400)	2016 (n=409)	% Change from 2012 (* indicates statistically significant change)
Mines / Ajax Mine	0%	0%	0%	31%	26%	-5%
Infrastructure	0%	0%	0%	0%	23%	+23*
Parks, Recreation and Culture	n/a**	5%	7%	2%	20%	+18%*
Taxation/ Municipal Government Spending	12%	20%	11%	10%	16%	+6%*
Economy	22%	9%	12%	9%	11%	+2%
Municipal Government Services	27%**	12%	6%	3%	7%	+4%*
Social	14%**	12%	18%	10%	5%	-5%*
Healthcare	n/a**	14%	12%	8%	5%	-3%
Crime	19%	15%	13%	6%	4%	-2%
Affordable Housing	0%	0%	0%	0%	4%	+4*
Transportation	12%	19%	13%	20%	3%	-17%*
Education	8%	10%	14%	5%	2%	-3%*
Environment	18%	4%	11%	7%	2%	-5%*
Growth	3%	6%	7%	3%	1%	-2%*
Other	14%	10%	12%	14%	11%	-3%

****Not directly comparable due to differences in coding**

Q1. 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 issues? [All respondents]



Quality of Life in Kamloops

Top Qualities and Features

When respondents were asked what are the top two qualities or features that make the City of Kamloops a good place to live, top mentions were: weather / climate (35%), location / proximity to other places (24%), and recreational / sports activities and facilities (19%). Top of mind responses that had not been mentioned in previous waves of research included security and safety, jobs / opportunity, no traffic, as well being born in Kamloops and having familial connections.

Top of Mind Responses [Two Mentions]	2009 (n=400)	2012 (n=400)	2016 (n=409)	% Change from 2012 (* indicates statistically significant change)
Weather / climate	54%	40%	35%	-5%
Location / proximity to other places	32%	16%	24%	+8%*
Recreational / sports activities and facilities	21%**	22%	19%	-3%
Size of the community	23%	13%	13%	0%
Friendly / nice people	20%	19%	13%	-6%*
Outdoor activities (walking, hiking, skiing)	9%	12%	12%	0%
Scenery / landscape	10%	15%	9%	-6%*
Parks / green space	11%	4%	8%	+4%*
City services / resources	11%	6%	7%	+1%
Good place to live / raise a family	9%	4%	6%	+2%
City's atmosphere / quietness	-	-	5%	+5%*
(Affordable) cost of living	6%	4%	4%	0%
Clean city / no pollution	-	5%	4%	-1%
A lot of amenities / shopping	12%	8%	4%	-4%*
Community involvement	5%	5%	3%	-2%
Security and safety	5%	-	3%	+3%*
Jobs / opportunity	-	-	2%	+2%*
No traffic	-	-	2%	+2%*
I was born here / my family is here	-	-	1%	+1%*
Infrastructure / road layout	-	5%	1%	-4%*
Other	-	-	4%	+4%*
None / nothing	-	1%	0%	-1%*
Don't know	-	1%	5%	+4%*

[Question is not asked in 2003 and 2006; prompted for three mentions in 2009]

**Not directly comparable due to differences in coding

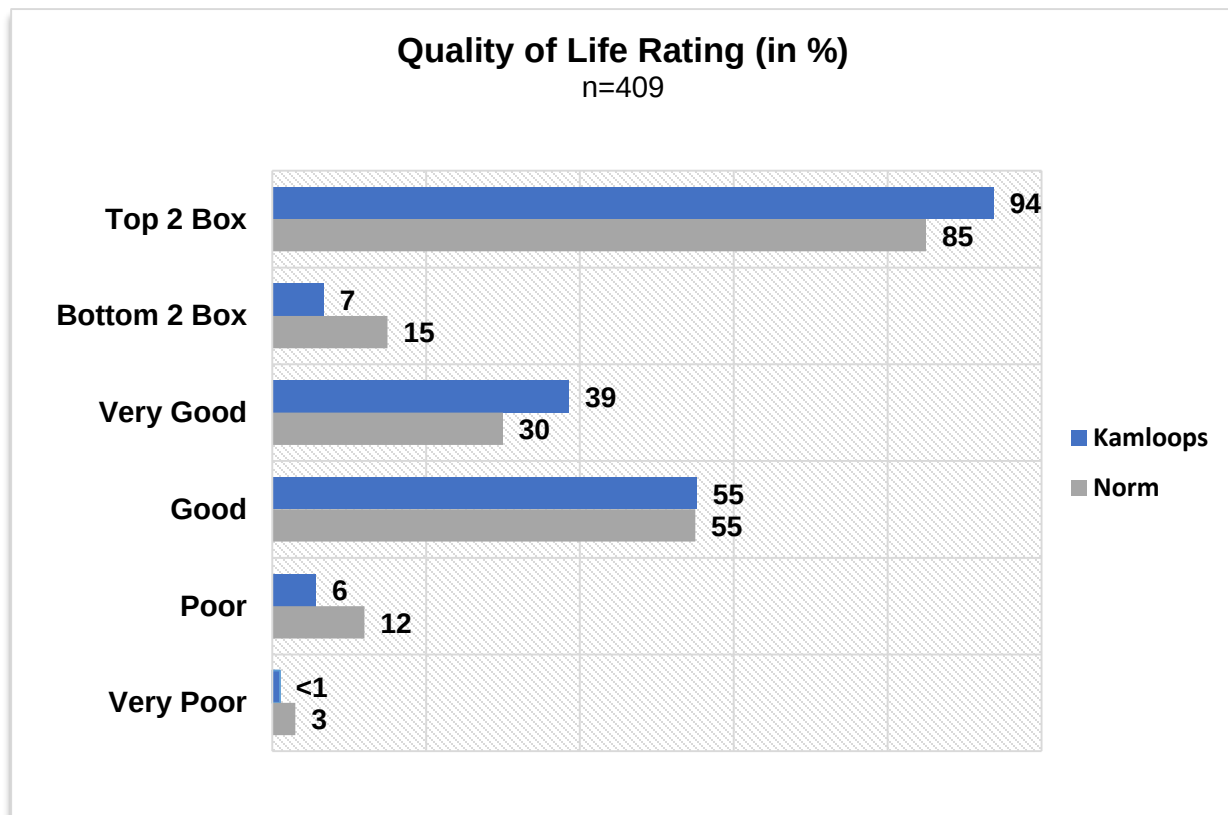
Q2. What would you say are the top two qualities or features that make Kamloops a good place to live? (Accept two mentions only). [All respondents]



Overall Quality of Life Rating

How do residents rate quality of life in the City of Kamloops? The majority of respondents said quality of life in the City of Kamloops was either good or very good (55% and 39%, respectively). This is significantly higher than quality of life ratings in other British Columbian municipalities.

Comparing results to previous years, it is most important to note that there was a significant shift of respondents from the 'very good' to 'good' response category. The proportion of respondents who said quality of life was either good or very good also decreased significantly since 2012 (down 4%).



	2003 (n=400)	2006 (n=400)	2009 (n=400)	2012 (n=400)	2016 (n=409)	% Change from 2012 (* indicates statistically significant change)
Top 2 Box [Very Good / Good]	96%	99%	96%	98%	94%	-4%*
Top Box [Very Good]	36%	47%	47%	55%	39%	-16%*

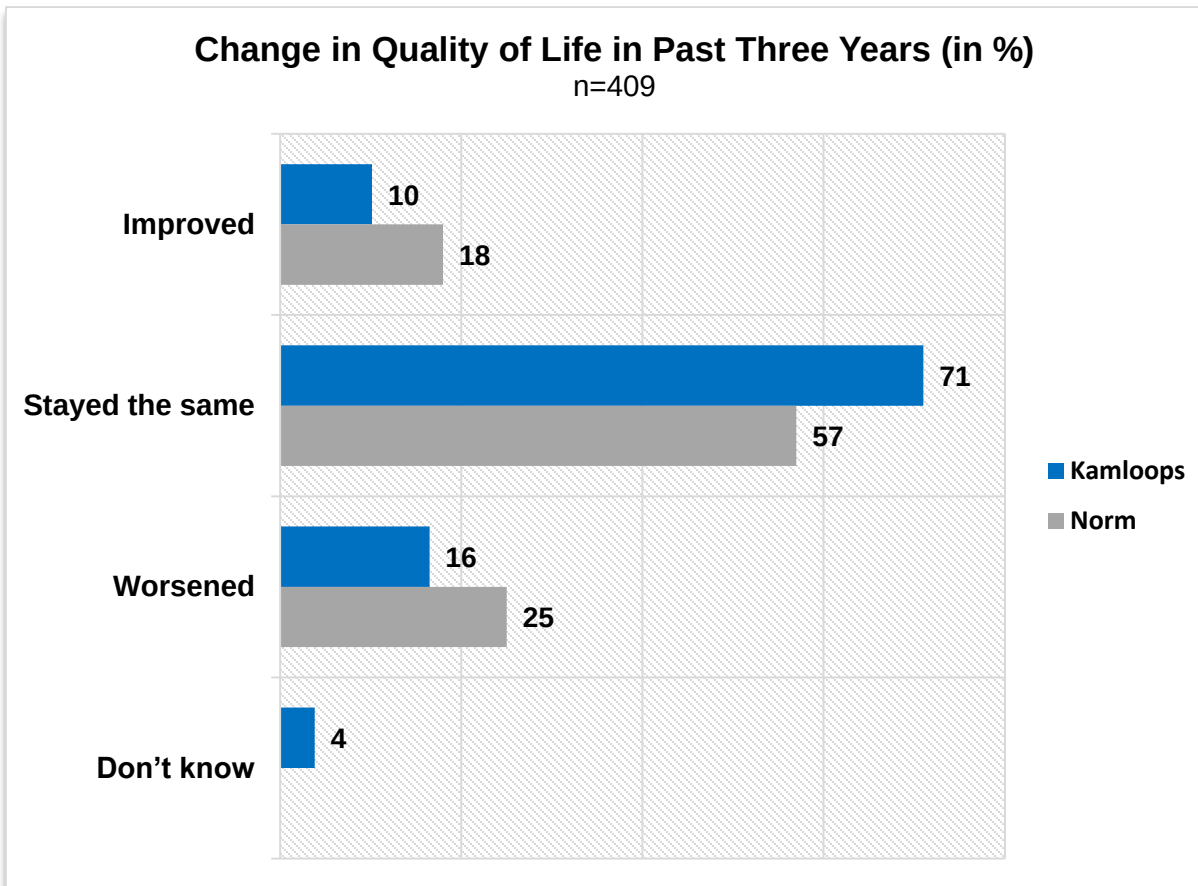
Q3. How would you rate the overall quality of life in Kamloops today? Would you say...? [All respondents]



Change in Quality of Life in Past Three Years

Respondents were asked if quality of life in the City of Kamloops in the past three years has either improved, stayed the same, or worsened. For the first time since 2003, a larger proportion of respondents said that quality of life has worsened than improved, rendering a net momentum score of negative 6. Despite this negative swing, it is important to highlight that the proportion of respondents who said quality of life has 'worsened' is not out of trend with previous years; in fact, the proportion of respondents who said quality of life has worsened is in line with scores in 2002 and 2009 specifically. For this reason, the negative net momentum score is not necessarily indicative of a swing in the "negative" direction, but a swing toward neutrality (i.e. not positive) with the largest proportion of respondents saying quality of life has stayed the same in the past three years.

When comparing results in Kamloops with other British Columbian municipalities, residents of Kamloops were more likely to say quality of life has stayed the same (71% vs. 57%). Though a larger proportion of respondents from other British Columbian municipalities said quality of life has improved, there was also a larger proportion of respondents that said quality of life has worsened.



	2003 (n=400)	2006 (n=400)	2009 (n=400)	2012 (n=400)	2016 (n=409)
Improved	30%	55%	37%	28%	10%
Stayed the same	47%	35%	46%	62%	71%
Worsened	19%	7%	15%	8%	16%
Net score (Improved – Worsened)	+11	+48	+22	+20	-6

Q4. And, do you feel that the quality of life in Kamloops in the past three years has...? [All respondents]



Reasons Quality of Life Has Improved

Respondents who said that quality of life in the City of Kamloops has improved attributed this to growth and development of the City more generally. Specifically, respondents mentioned improved infrastructure, the expansion of universities and colleges, good/ improved leadership, and that there is more to do. Other mentions included: more services/ amenities, improved recreation, sports facilities and parks, as well as better shopping/ more retailers.²

Issue	2012 (n=106)	2016 (n=40)
Nice place to live/ Getting better [Non-specific]	7%	21%
Growth / development more generally	14%	19%
Improved infrastructure	10%	18%
Expansion of Universities/ Colleges	-	15%
Good / improved leadership	8%	15%
More things to do/ entertainment	-	14%
More services / amenities [non-specific]	10%	11%
More / improved recreational / sports facilities / parks	9%	8%
Better shopping / more retailers	12%	6%
Good / improved public transit	5%	6%
Cleaner environment	4%	5%
Economic Growth (more business / industries)	16%	4%
Less crime / feel more safe	5%	4%
Good / friendly people	5%	4%
City beautification	4%	2%
More employment opportunities / jobs	8%	1%
Improved water quality / water treatment	-	1%
Other	-	7%
Don't know	5%	1%

[Results are not comparable to 2003, 2006 and 2009 due to coding differences]

Q5. Why do you think the quality of life has improved? [Respondents who said quality life has improved]

² Base is too low to conduct statically significant difference testing with previous year (2012).



Reasons Quality of Life Has Worsened

When it came to reasons why quality of life has worsened, respondents blamed it on a higher cost of living, high unemployment/ lack of job opportunities and economic downturn more generally. Other mentions included crime/ higher crime rate, lack of business/ shopping/ retailers, as well as traffic congestion.³

	2012 (n=34)	2016 (n=65)
Higher cost of living	10%	28%
High unemployment rate/ no job opportunities	20%	21%
Economic downturn	11%	12%
Local government/ City Council	11%	12%
Crime issues/ high crime rate	17%	8%
Lack of business/ shopping/ retailers	3%	8%
Traffic congestion	6%	7%
City projects too costly	8%	6%
Lack of environmental and sustainable development	8%	6%
Healthcare	8%	5%
Lack of public input into decision making/ non-responsive to input	3%	4%
Too many people / overdevelopment	8%	3%
Less assistance for underprivileged	6%	1%
Other	15%	19%

[Results are not comparable to 2003, 2006 and 2009 due to coding differences]

Q6. Why do you think the quality of life has worsened? (Respondents who said quality of life has worsened]

³ Base is too low to conduct statistically significant difference testing with previous year (2012).

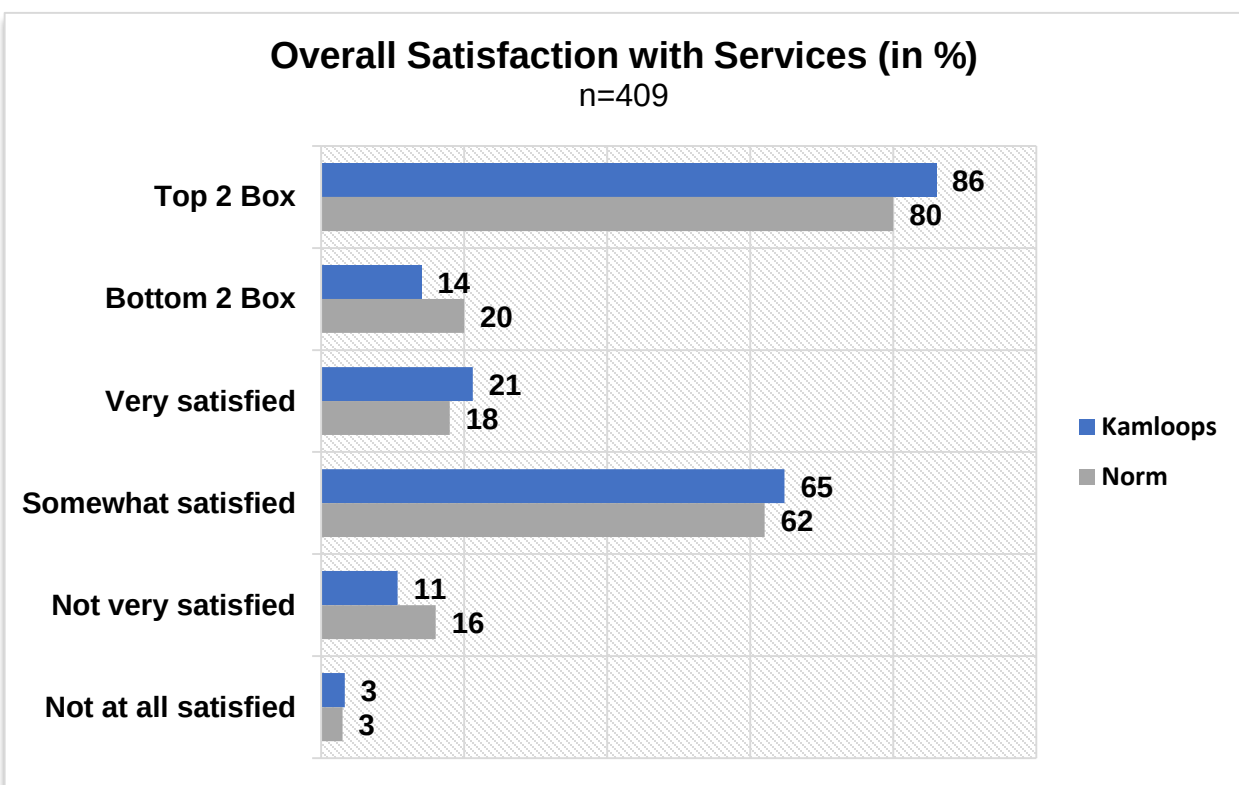


Service Satisfaction

Satisfaction with Services Overall

How satisfied are residents with services offered by the City of Kamloops overall? The large majority of respondents (86%) said they are either very or somewhat satisfied with services overall (21% and 65%, respectively). This is significantly higher than other British Columbian municipalities (86% satisfaction in Kamloops versus 80% in other British Columbian municipalities).

When comparing overall satisfaction with services to previous years, the proportion of respondents who said they were very or somewhat satisfied, has decreased by 8% (this is a significant drop from 2012). Interestingly, respondents who have lived in the City of Kamloops for 20 years or more were significantly more likely to say they were 'not very satisfied' or 'not at all satisfied' compared to newer residents living in Kamloops for less than one year.



	2003 (n=400)	2006 (n=400)	2009 (n=400)	2012 (n=400)	2016 (n=409)	% Change from 2012 (* indicates statistically significant change)
Top 2 Box [Very satisfied/ Satisfied]	91%	96%	n/a	94%	86%	-8%*
Top Box [Very Satisfied]	23%	27%	n/a	28%	21%	-7%*

Q7. How satisfied are you with the overall level and quality of services provided by the City of Kamloops? Would you say...? [All respondents]

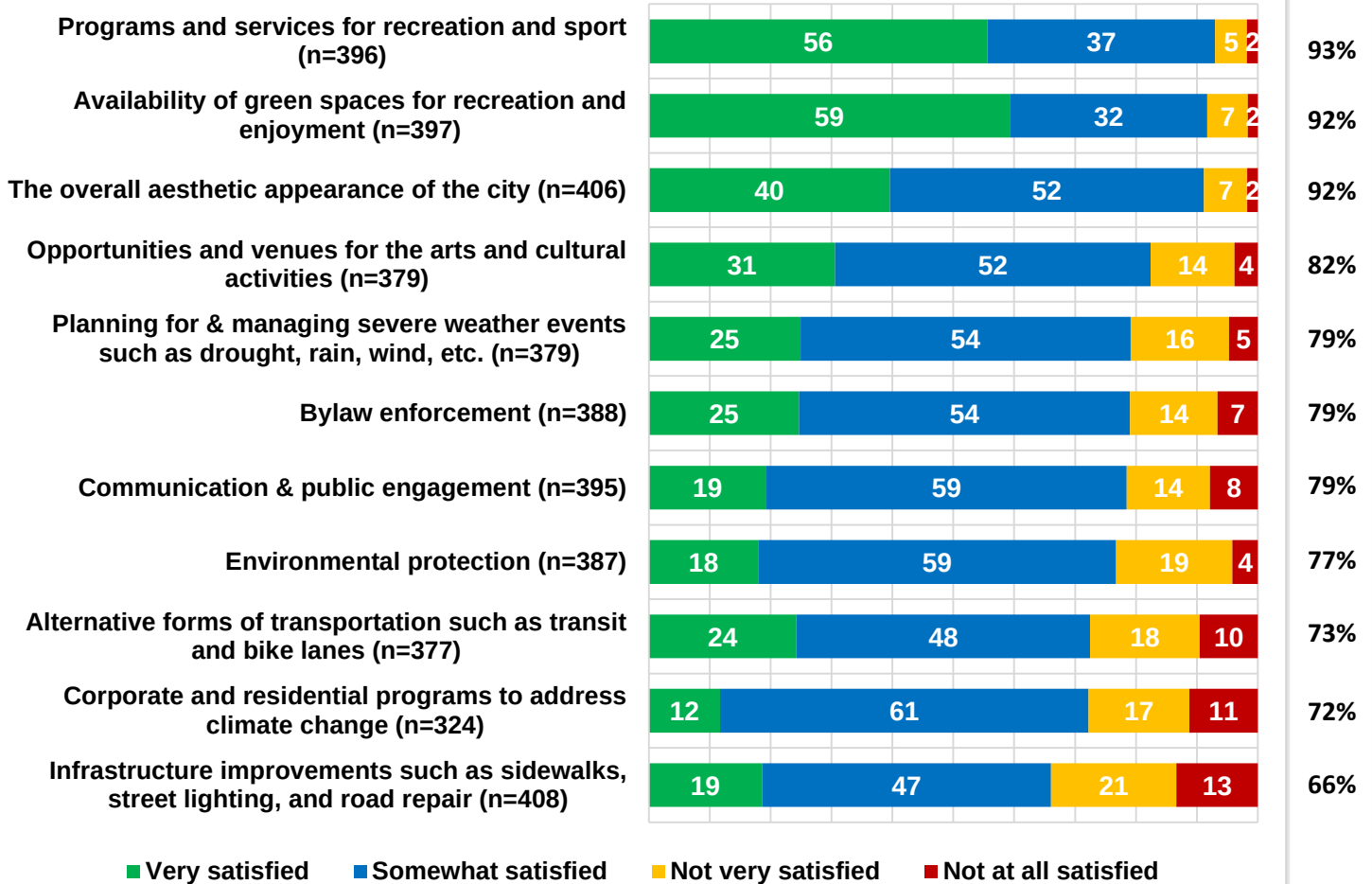


Satisfaction with Individual Services and Aspects of Kamloops

Respondents were asked to rate their satisfaction with various services and aspects of the City of Kamloops. Highest satisfaction ratings were recorded for: programs and services for recreation and sport (93%), availability of green spaces for recreation and enjoyment (92%), as well as the overall aesthetic appearance of the city (92%). Contrastingly, lowest satisfaction was recorded for: infrastructure improvements (66%), alternative forms of transportation (73%), and corporate and residential programs to address climate change (72%).

Looking at results by age, it was found that younger respondents (age 18 to 34) were significantly less satisfied with alternative forms of transportation in Kamloops such as transit and bike lanes, than were older respondents 55 years of age or older.

Satisfaction with Individual Services and Attributes of Kamloops (in %)



Q8. Please rate how satisfied you are with the various services and aspects of the City of Kamloops. Starting with <read item>. Are you...? [Excludes don't know / no opinion]



Comparing Service Satisfaction with Previous Years

When looking at resident satisfaction with individual services compared to previous years, levels are relatively consistent. Important to note is that only 7 of the 11 services included within the survey for 2016 had been measured in previous years. Though satisfaction has decreased for 5 of the 7 comparable services, there was only one statistically significant drop in satisfaction from 2012, which was for infrastructure improvement such as sidewalks, street lighting and road repair (12% decrease).

	2003 (n=400)	2006 (n=400)	2009 (n=400)	2012 (n=400)	2016 (n=409)	% Change from 2012 (* indicates a statistically significant change)
Infrastructure improvements such as sidewalks, street lighting, and road repair	n/a	77%	78%	78%	66%	-12%*
The overall aesthetic appearance of the city	n/a	n/a	95%	95%	92%	-3%
Opportunities and venues for the arts and cultural activities	n/a	88%**	85%	85%	82%	-3%
Environmental protection	n/a	n/a	n/a	78%	77%	-1%
Availability of green spaces for recreation and enjoyment	n/a	n/a	92%	93%	92%	-1%
Programs and services for recreation and sport	n/a	93%**	93%	93%	93%	0%
Alternative forms of transportation (i.e. transit, bike lanes)	76%**	78%**	72%**	73%	73%	0%
Planning for & managing severe weather events (drought, rain, wind, etc.)	n/a	n/a	n/a	n/a	79%	n/a
Bylaw enforcement	n/a	n/a	n/a	n/a	79%	n/a
Communication & public engagement	n/a	n/a	n/a	n/a	79%	n/a
Corporate and residential programs to address climate change	n/a	n/a	n/a	n/a	72%	n/a

****Not directly comparable due to changes to the question**



Priorities for Improving Overall Satisfaction with Services

The priority items displayed in the table below take into account two important pieces of information. First, derived importance, which is the correlation of each discrete service/ aspect of Kamloops with overall satisfaction; and second, room for improvement in satisfaction scores (i.e. percentage of respondents who did not give a top 2 box score for that particular service). By focusing on the services that are the most important *and* have the most room for improvement, the city can be most productive with its resources.

Top priorities to improve overall satisfaction with the services provided by the City of Kamloops are: infrastructure improvements, bylaw enforcement, communication and public engagement, as well as corporate and residential programs to address climate change.

Priority	Service / Aspects of Kamloops	Derived Importance	Performance
1	Infrastructure improvement such as sidewalks, street lighting, and road repair	0.446	66%
2	Bylaw enforcement	0.472	79%
3	Communication & public engagement	0.466	79%
4	Corporate and residential programs to address climate change	0.307	72%
5	Environmental protection	0.332	77%
6	Alternative forms of transportation (i.e. transit, bike lanes)	0.268	73%
7	Planning for & managing severe weather events (drought, rain, wind, etc.)	0.344	79%
8	Opportunities and venues for the arts and cultural activities	0.225	82%
9	The overall aesthetic appearance of the city	0.328	92%
10	Programs and services for recreation and sport	0.374	93%
11	Availability of green spaces for recreation and enjoyment	0.324	92%

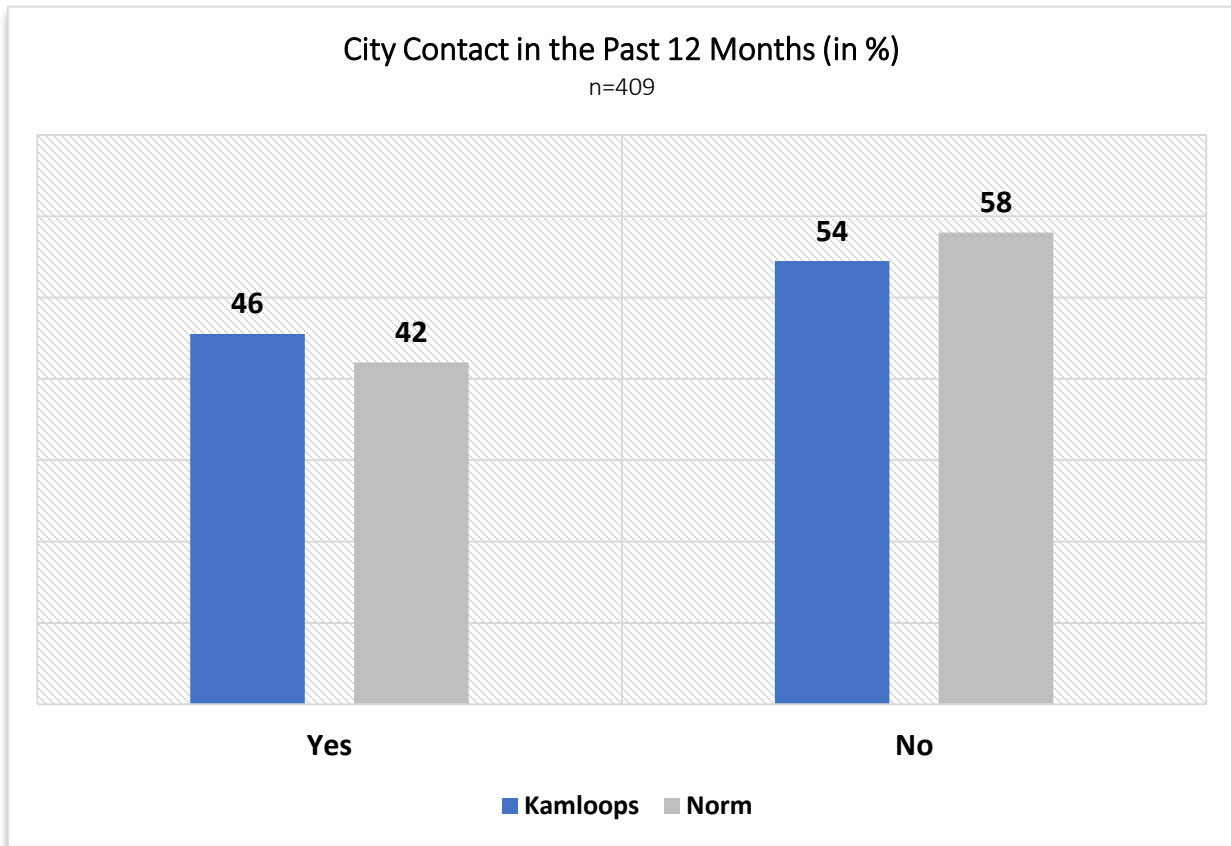
High Priority
Medium Priority
Low Priority



City and Contact Communications

Contact with the City in the Past 12 Months

When respondents were asked whether or not they have contacted or dealt with the City of Kamloops or one of its employees within the past 12 months, just under half said that they had (46%).



	2003 (n=400)	2006 (n=400)	2009 (n=400)	2012 (n=400)	2016 (n=409)	% Change since 2012 (* indicates statistically significant change)
Yes	51%	49%	52%	48%	46%	-2%

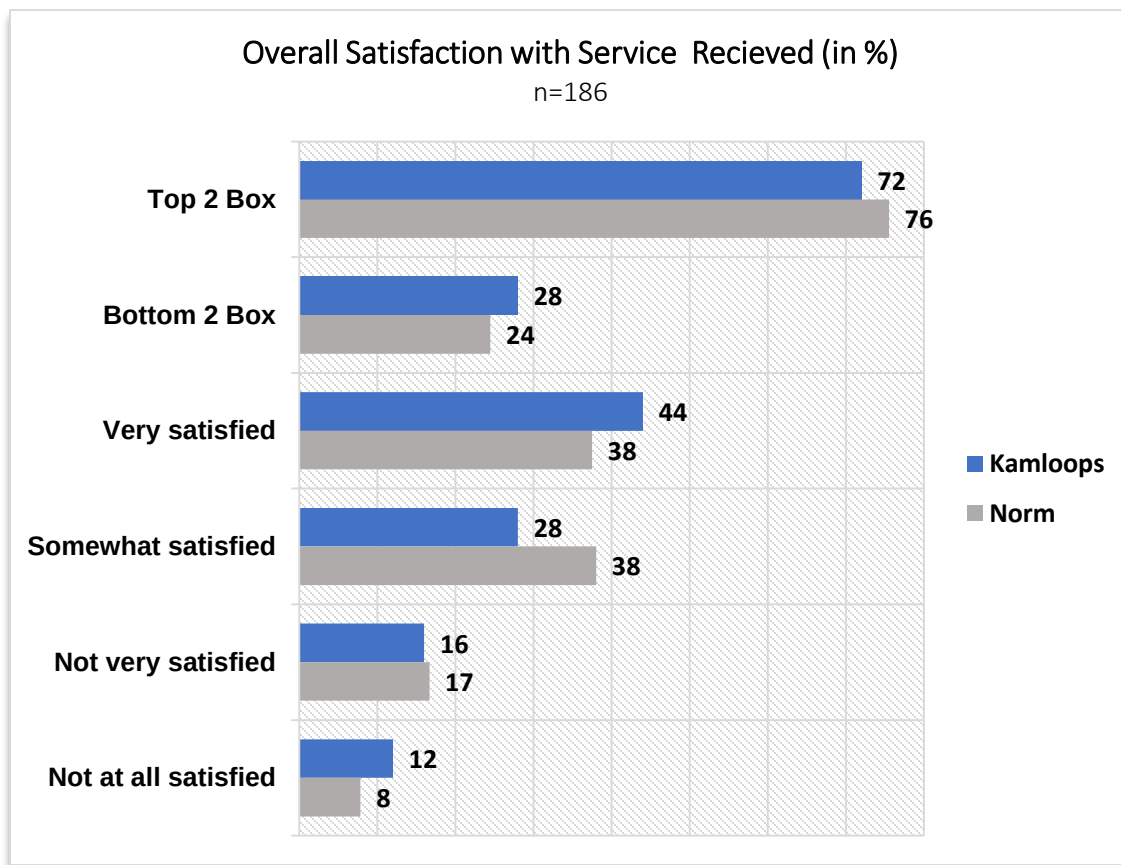
Q9. Have you contacted or dealt with the City of Kamloops or one of its employees in the last 12 months? [All respondents]



Satisfaction with Overall Service Received

Respondents who said they have had contact with the City or one its employees in the past 12 months, were then asked to rate their satisfaction with the service they received overall. The majority of respondents (72%) said they were either very or somewhat satisfied with the service. Though satisfaction levels were slightly lower than that of other British Columbian municipalities, this difference was not statistically significant.

When looking at the top 2 box score, satisfaction levels were also fairly consistent with previous years, with the largest proportion of respondents saying they were “very satisfied” with the service offered by city personnel overall (44%).



	2003 (n=203)	2006 (n=196)	2009 (n=207)	2012 (n=204)	2016 (n=186)	% Change from 2012 (* indicates statistically significant change)
Very/Somewhat Satisfied	76%	72%	71%	73%	72%	-1%
Very Satisfied	48%	45%	48%	46%	44%	-2%

Q10. Thinking about your most recent experience, how satisfied are you with the following? Would you say you are...<read scale>. [Respondent had contacted or dealt with City of Kamloops, excludes “Don’t know”]

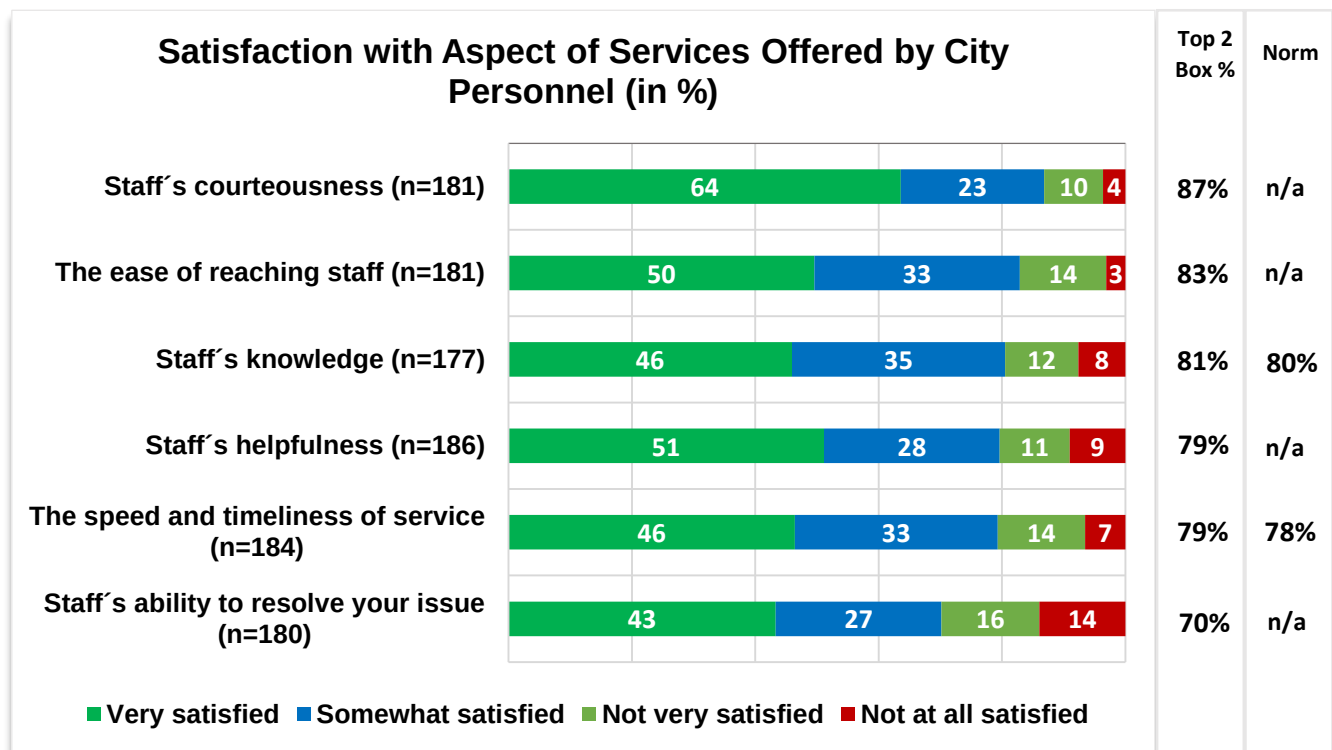


Satisfaction with Aspects of Service Offered by City Personnel

Respondents who said they have had contact with the City or one of its employees in the past 12 months, were also asked to rate their satisfaction with various aspects of the service they were offered.

The large majority of respondents were satisfied with all aspects of the service they received. Highest satisfaction levels were recorded for: staff's courteousness (87%), the ease of reaching staff (83%) and staff's knowledge (81%). Contrastingly, lowest satisfaction levels were recorded for the staff's ability to resolve their issue (70%). There were no statistically significant changes in satisfaction since 2012.

Results were also consistent with other British Columbian municipalities when it comes to staff's knowledge, as well as the speed and timeliness of service.



	2012	2016	% Change from 2012 (* indicates statistically significant change)
Staff's courteousness	90%	87%	-3%
The ease of reaching staff	82%	83%	+1%
Staff's knowledge	82%	81%	-1%
Staff's helpfulness	79%	79%	0%
The speed and timeliness of service	78%	79%	+1%
Staff's ability to resolve your issue	69%	70%	+1%

[Question is not comparable to 2003, 2006 or 2009]

Q10. Thinking about your most recent experience, how satisfied are you with the following? Would you say you are...<read scale>. [Respondent had contact with City of Kamloops, excludes don't know]



Priorities for Improving Satisfaction with Service Offered by City Personnel

The priority items displayed in the table below take into account the correlation between each aspect of service delivered by city personnel and overall satisfaction with the service delivered, as well as room for improvement in satisfaction scores (i.e. percentage of respondents who did not give a top 2 box score for that particular aspect of service).

Key areas of focus to improve residents' satisfaction with the overall service provided by City of Kamloops employees are: staff's ability to resolve issues, as well as staff helpfulness.

Priority	Aspect of Service	Derived Importance	Performance
1	Staff's ability to resolve your issue	0.825	70
2	Staff's helpfulness	0.790	79
3	The speed and timeliness of service	0.643	79
4	Staff's knowledge	0.709	81
5	The ease of reaching staff	0.500	83
6	Staff's courteousness	0.519	87

High Priority
Medium Priority
Low Priority

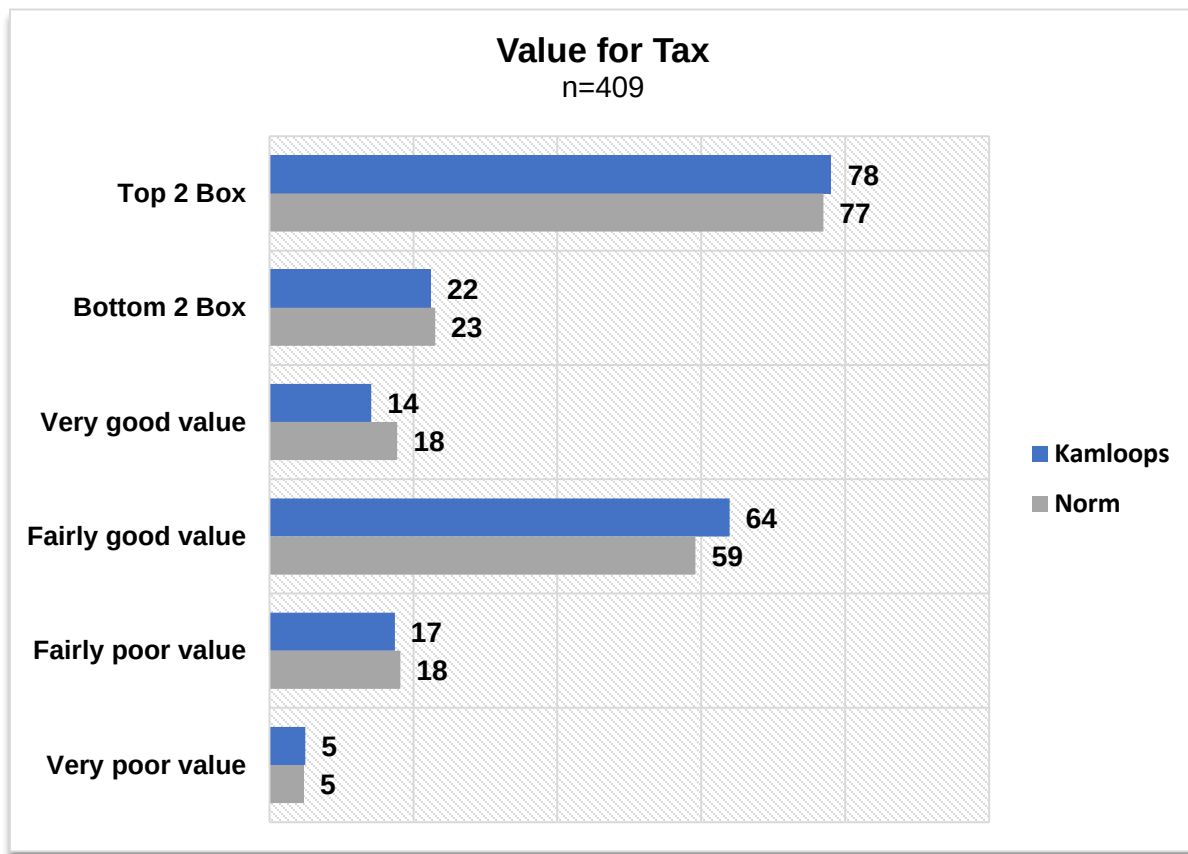


Financial Sustainability

Value for Tax Dollars

When it comes to residents' attitude toward taxation, the majority of respondents (78%) said they receive either very good or fairly good value for their tax dollars. Although this is consistent with attitudes in other British Columbian municipalities, results are significantly lower compared to results from 2012 (down 6%).

Interestingly, respondents who have lived in the City of Kamloops for 20 years or more, were significantly more likely to say they receive 'very good value' for their tax dollars than were respondents who have lived in Kamloops for less than 20 years.



	2012 (n=400)	2016 (n=409)	% Change from 2012 (* indicates statistically significant change)
Very/fairly good value	84%	78%	-6%*
Very good value	20%	14%	-6%*

[Question was not asked in 2003, 2006, or 2009]

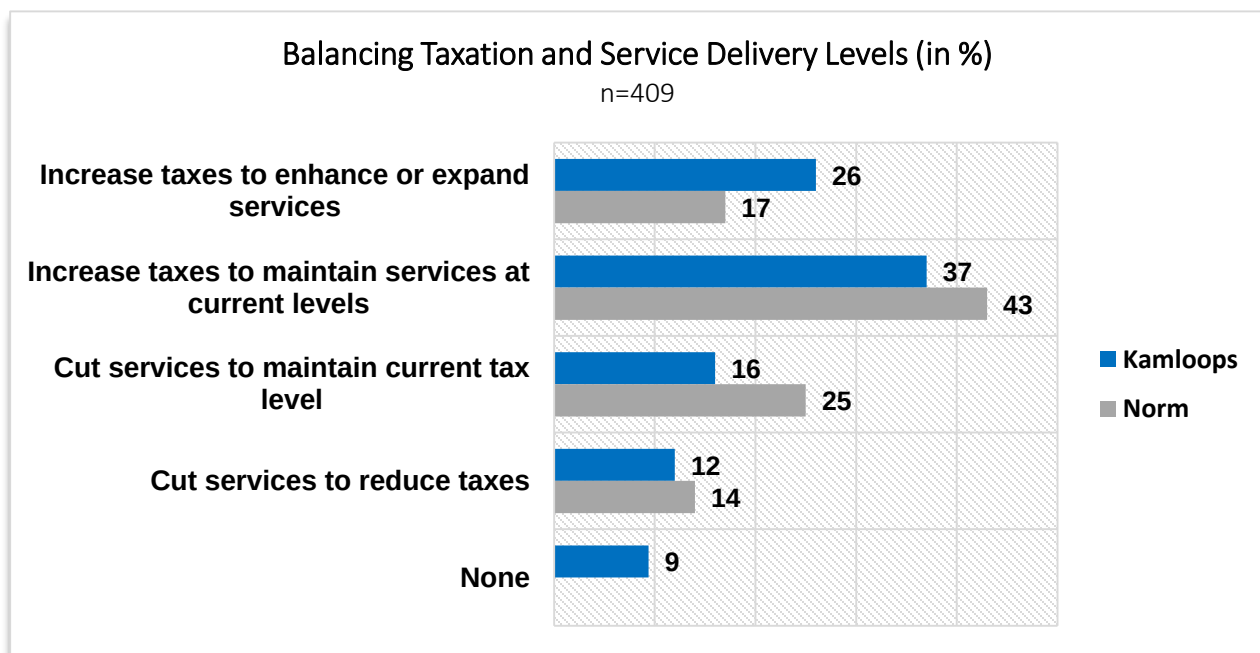
Q11. Thinking about all the programs and services you receive from the City of Kamloops, would you say that overall you get good value or poor value for your tax dollars? [All respondents]



Balancing Taxation and Service Delivery Levels

Services provided by the City of Kamloops are primarily funded through taxation (i.e. property tax). Costs to maintain current service levels and infrastructure are rising and the city must find a way to balance taxation and services. This leaves the city with the following four options: increase tax to levels that would allow for the expansion/enhancement of services, increase tax to allow for the city to maintain current services levels, cut services to maintain current tax levels, or cut services to an extent that would allow for a reduction in tax.

Though none of the outlined actions are *preferred* by residents, the majority of respondents said that given the available options, they would most like the city to increase taxes to either maintain services at the current level or to enhance/ expand services (37% and 26%, respectively). This is consistent with the way British Columbians in other municipalities feel when it comes to balancing taxation and service levels within their own communities. These results also highlight a reverse in the declining support for increasing tax levels to maintain or enhance services since 2003.



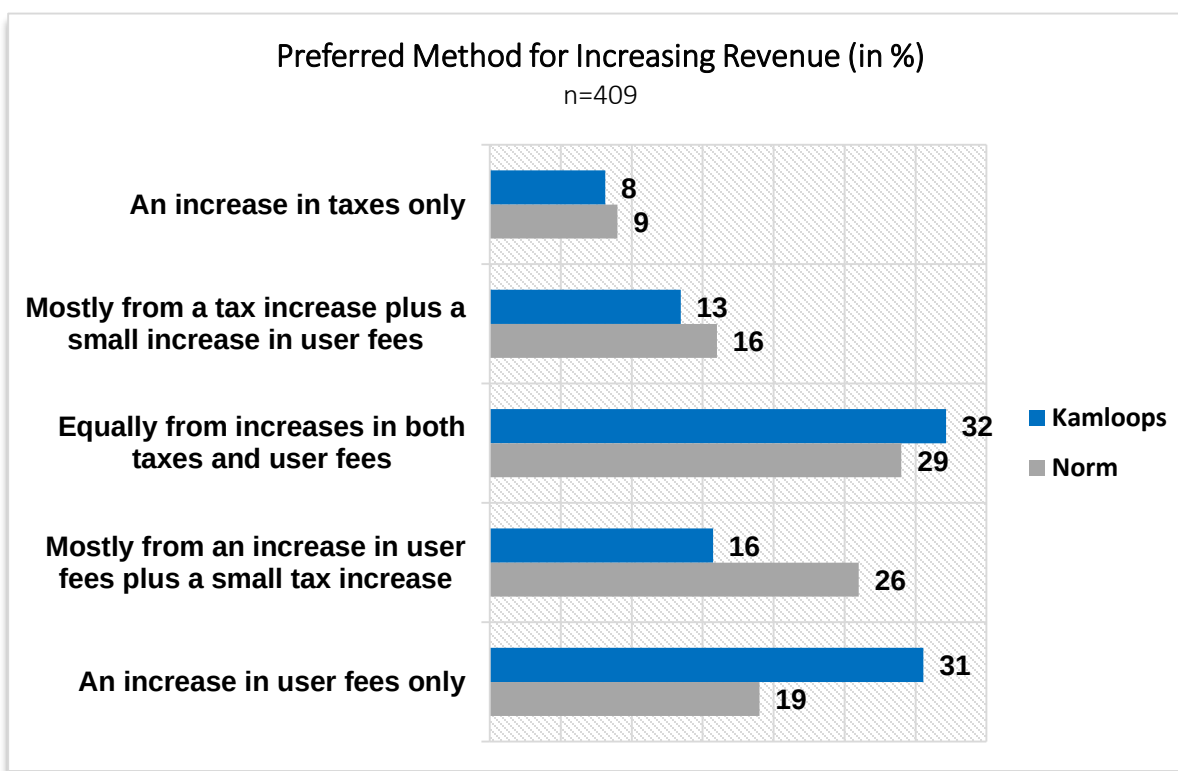
	2003 (n=400)	2006 (n=400)	2009 (n=400)	2012 (n=400)	2016 (n=409)	% Change since 2012 (* indicates statistically significant change)
Increase taxes	68%	64%	56%	53%	63%	+10%*
Cut / Reduce services	22%	24%	33%	34%	28%	-6%

Q12. 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 one of the following four options would you most like the City to pursue? [All respondents]



Preferred Method for Increasing Revenue

In addition to taxes, user fees for various municipal programs and services are another source of revenue for the City. Given the rise in costs and the need to increase the amount of revenue that is collected, respondents were asked how they would prefer this revenue is derived. The majority of respondents said they would prefer the city increase both taxes and user fees equally (32%), or increase user fees only (31%).



	2012 (n=400)	2016 (n=409)	% Change since 2012 (* indicates statistically significant change)
Increase taxes	14%	21%	+7%*
Equal increase in both tax and user fees	31%	32%	+1%
Increase user fees	56%	47%	-9%*

[Question was not asked in 2003, 2006, or 2009]

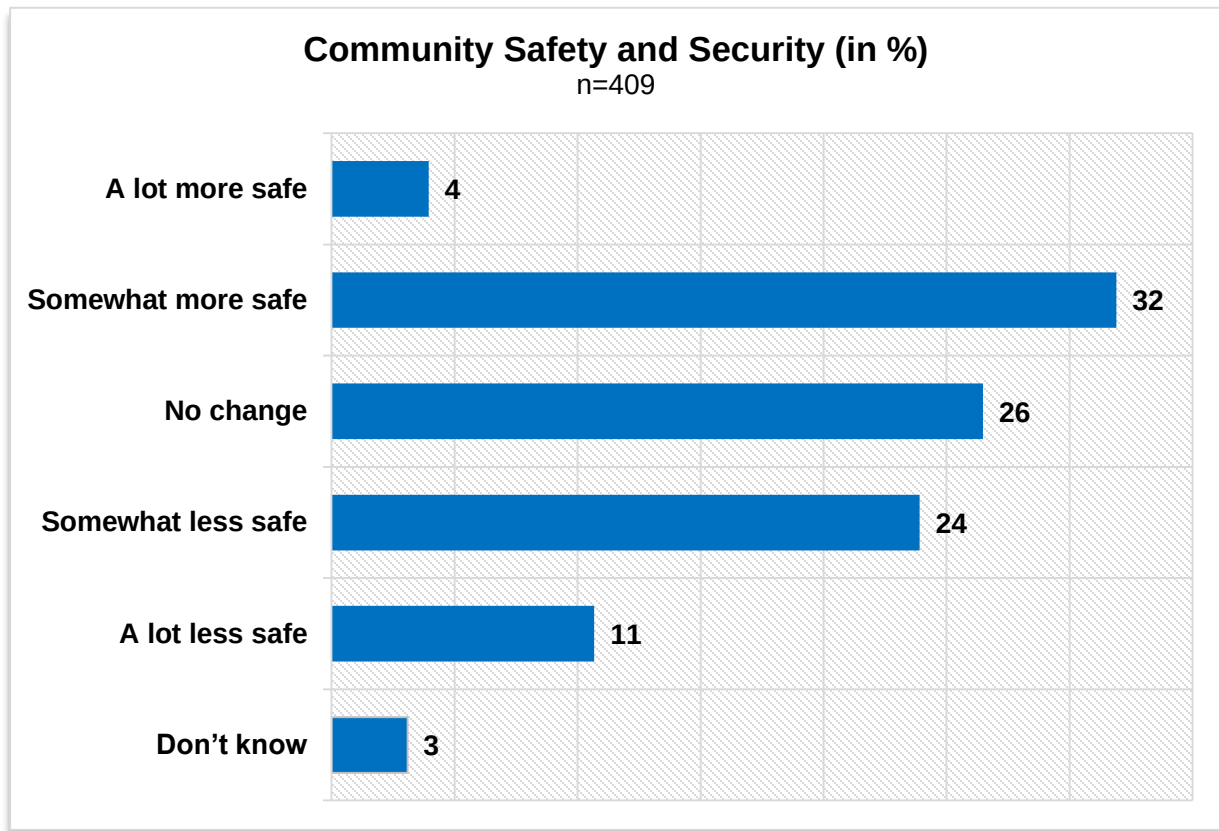
Q13. In addition to taxes, user fees are another source of revenue for the City. User fees are the fees you pay to participate in some municipal programs or services. Assuming the City needs to increase the amount of revenue it collects from citizens, would you prefer that this came from? [All respondents]



Community Safety and Security

Change in Perceptions of Safety in the Past Three Years

When respondents were asked how safety in the City of Kamloops has changed in the past three years, 36% said the city is somewhat or a lot more safe; while just over a quarter said there has been no change. Though results are fairly consistent with historical trends, there was a significant drop in the proportion of respondents who said Kamloops is a lot more safe compared to 2012.



	2003** (n=400)	2006** (n=400)	2009** (n=400)	2012 (n=400)	2016 (n=409)	% change from 2012 (*indicates a statistically significant change)
A lot / somewhat more safe	34%	37%	42%	40%	36%	-4%
A lot more safe	8%	6%	8%	8%	4%	-4%*

**Question asked how safety has changed over past 5 years

Q14. Would you say you generally feel more safe or less safe in your community now than you did three years ago? [All respondents]



Crime and Safety Issues

Respondents were asked what they believe to be the biggest crime and safety issue facing the City of Kamloops today. Consistent with perceptions in 2012, respondents said drugs or drug related crimes, as well as breaking and enters/ home invasions were the biggest issues.

Top of Mind Responses [Single Mention]	2003 (n=400)	2006 (n=400)	2009 (n=400)	2012 (n=400)	2016 (n=409)	% change from 2012 (*indicates a statistically significant change)
Drugs/ drug-related crimes	13%	37%	39%	30%	27%	-3%
Breaking enters/ home invasions	21%**	16%	10%	8%	12%	+4%
Theft/ robbery	10%	17%**	12%	5%	12%	+6%*
Homelessness/ begging/ panhandling	-	-	7%	3%	6%	+3%*
Assaults/ violence/ muggings	3%	1%	2%	4%	5%	+1%
Traffic safety/ DUI	-	2%	-	7%	5%	-2%
Property crime (including vandalism/ graffiti)	6%**	5%**	5%**	6%	5%	-1%
Auto-theft/ break-ins [car]	21%	8%	2%	5%	3%	-2%
Policing issues/ safety in areas	-	-	-	2%	3%	-1%
Gangs	5%	2%	5%	5%	1%	-4%*
Other	11%	6%	-	2%	4%	+2%
None/ Nothing/ Don't Know	8%	4%	7%	16%	19%	+3%

****Not directly comparable due to coding differences**

Q15. In your opinion what is the biggest crime and safety issue currently facing the City of Kamloops? Accept one response only. [All respondents]

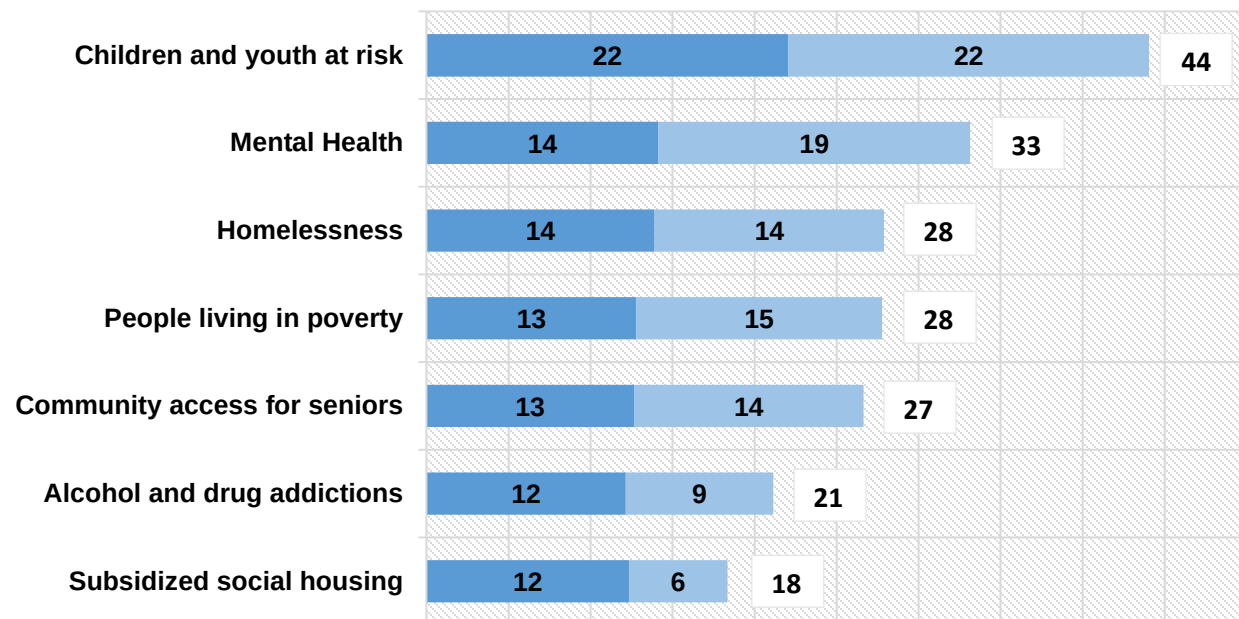


Social Planning Priorities for the Future

When it comes to social issues that residents feel the city should actively address in the next few years, the largest proportion of respondents said children and youth at risk, mental health, homelessness, as well as people living in poverty should take priority. Though top concerns are consistent with previous years, mental health has become increasingly more prevalent in the minds of residents as high priority issue to address in the future since 2009 and 2012.

Social Planning Priorities for the Future

n=409



Total Mentions					
	2006 (n=400)	2009 (n=400)	2012 (n=400)	2016 (n=409)	% change from 2012 (*indicates a statistically significant change)
Children and youth at risk	-	46%	52%	44%	-8%*
Mental Health	-	19%	22%	33%	+11%*
Homelessness	40%	31%	25%	28%	+3%
People living in poverty	46%	23%	28%	28%	0%
Community access for seniors	-	22%	25%	27%	+2%
Alcohol and drug addictions	53%	30%	24%	21%	-3%
Subsidized social housing	28%	24%	22%	18%	-3%

[Question was not asked in 2003]

Q16A. 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.

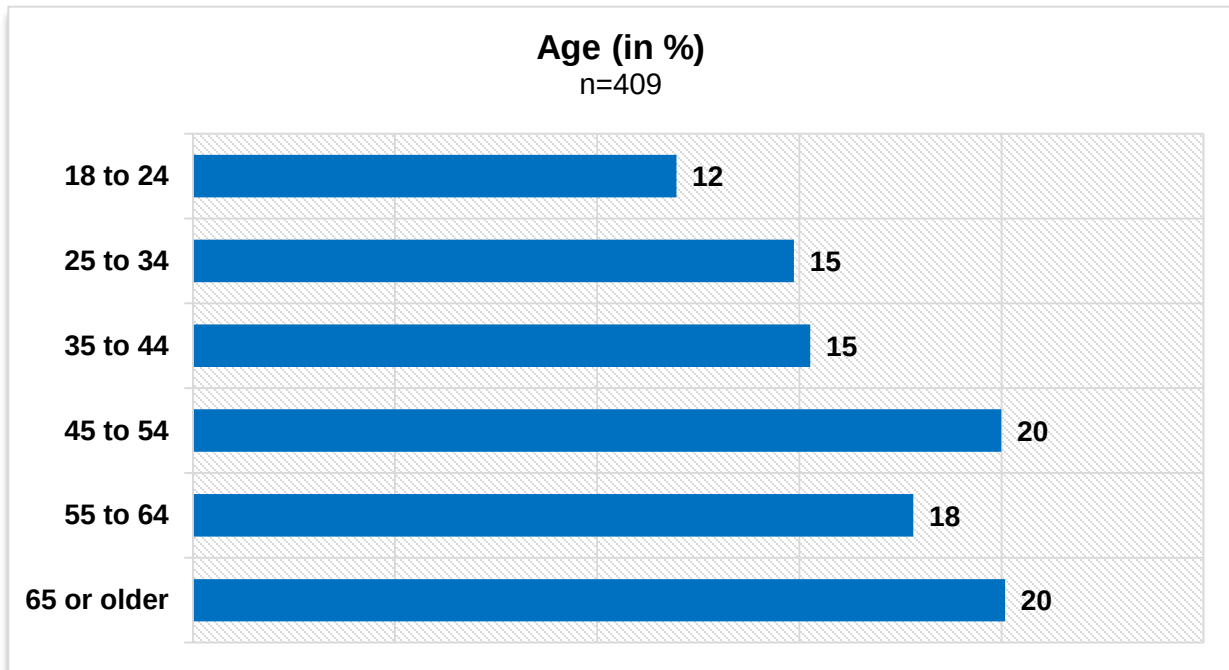
Q16B. And which one of these social issues would you next most like to see the City of Kamloops take steps to actively address over the next few years?



Appendix

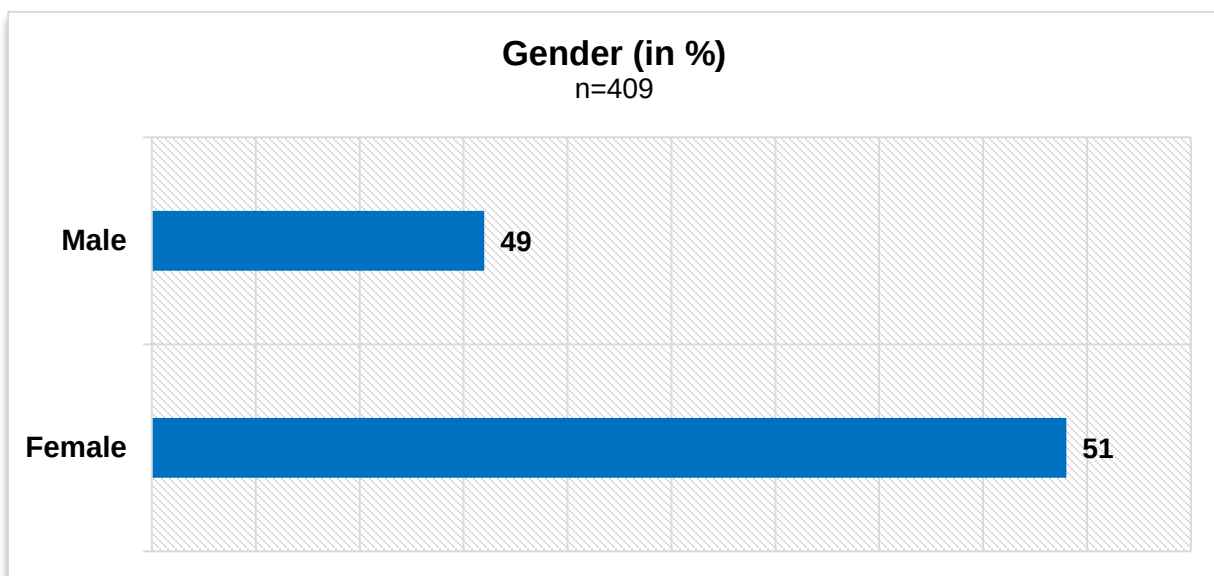
1.1. Respondent Profile

Age



S3. The City of Kamloops is interested in hearing from broad cross-section of the public, including representation from all age groups. Please tell me which of the following age categories you fall into. [All respondents]

Gender



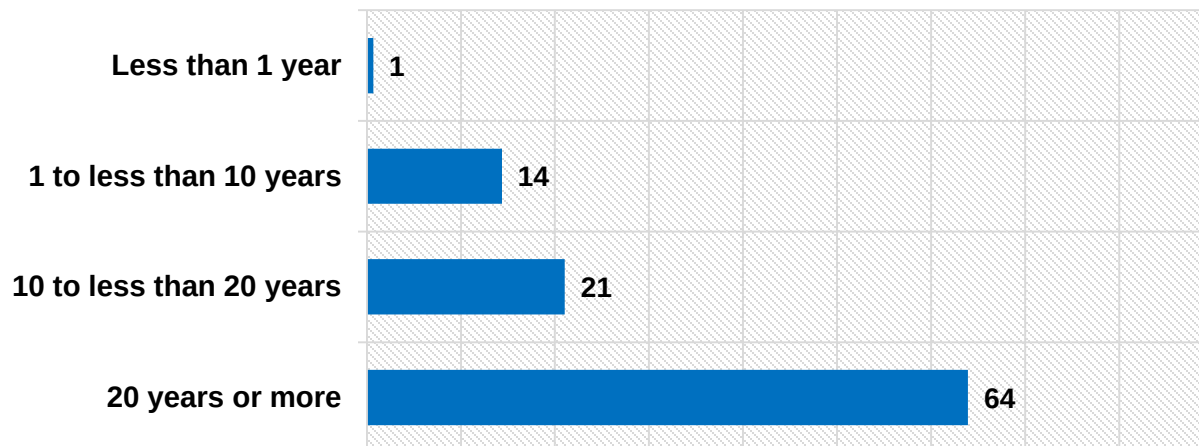
S4. Record gender. [All respondents]



Number of Years Lived in Kamloops

Number of Years Lived in Kamloops (in %)

n=409

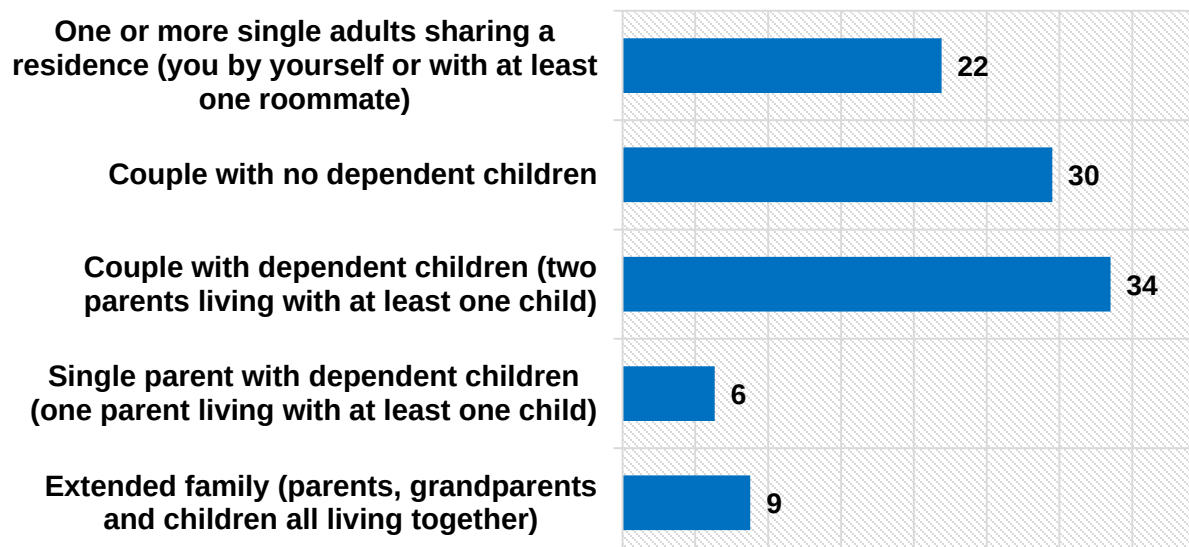


Q17. How many years have you lived in the City of Kamloops? [All respondents]

Household Type

Household Type (in %)

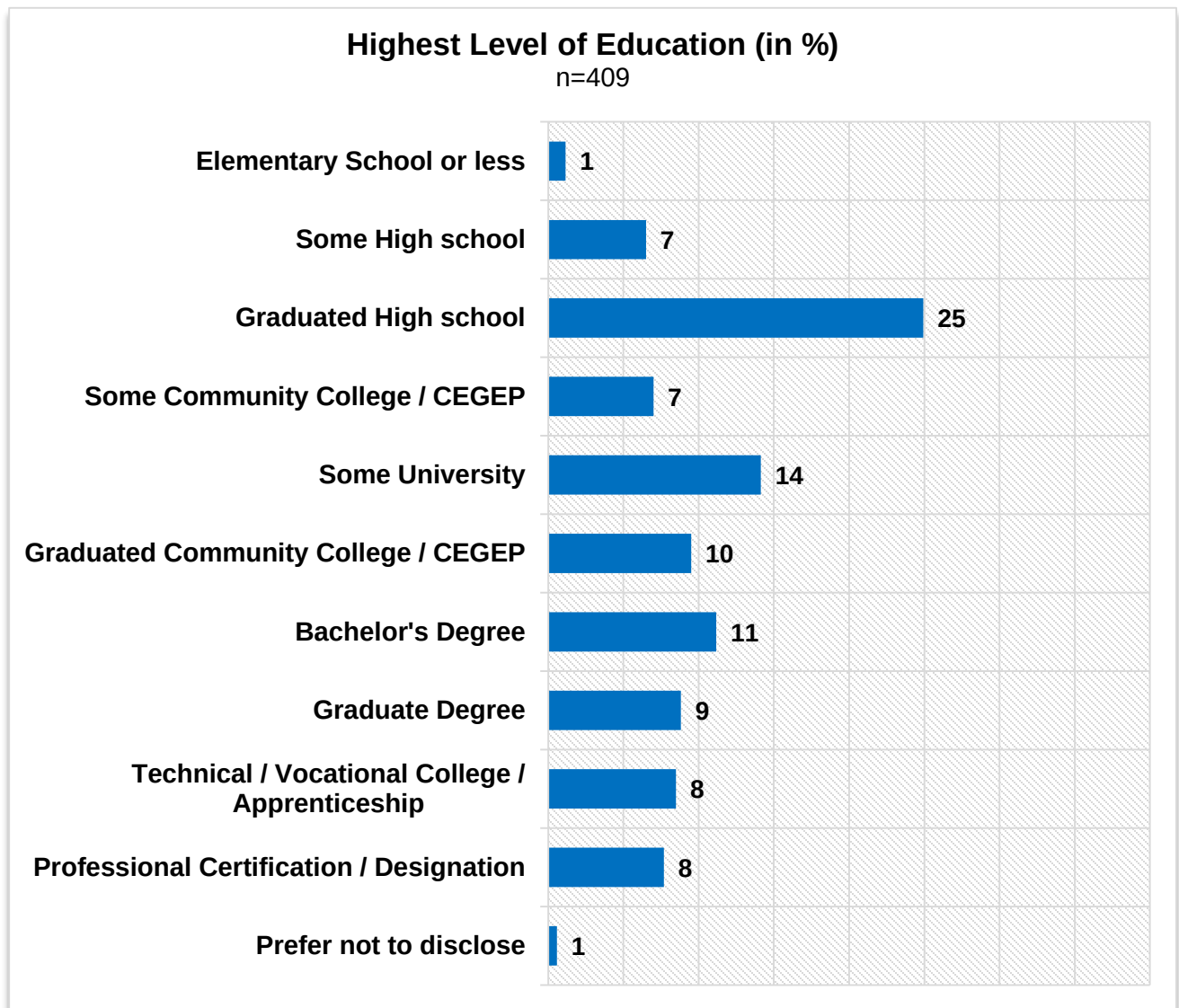
n=409



Q18. Which of the following best describes your household? [All respondents]



Highest Level of Education



Q19. Which of the following best represents your highest level of education completed to date? [All respondents]



1.2. Final Questionnaire

Introduction:

Hello, my name is _____ and I am calling from Forum Research on behalf of the City of Kamloops. We are conducting a Citizen Satisfaction Survey that will provide the Council and staff with important resident feedback. Please be assured we are not calling to sell or solicit anything and your answers will be kept strictly confidential.

May I please speak to the youngest person in your household that is 18 years of age or older? *(If not the same person, re-introduce yourself and proceed to S.1)*

Screener:

S.1. Do you or does anyone in your household work for...<read out and select all that apply>

The City of Kamloops	1	Thank and terminate
An advertising agency	2	Thank and terminate
The media (i.e. A radio or TV station, a newspaper, or magazine)	3	Thank and terminate
A market research firm	4	Thank and terminate
None	5	Continue to S.2

S.2. To confirm, do you live in the City of Kamloops?

Yes	1	Continue to S.3.
No	0	Terminate

S.3. The City of Kamloops is interested in hearing from broad cross-section of the public, including representation from all age groups. Please tell me which of the following age categories you fall into.

18 to 24	1
25 to 34	2
35 to 44	3
45 to 54	4
55 to 64	5
65 or older	6
Prefer not to disclose	9

S.4. Please record gender (Do not ask).

Male	1
Female	2



Top of Mind Issues

1. 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? <Accept one mention>.

Response	50
Don't know / Nothing	99

- B. Are there any other important local issues? <Accept other mentions>.

Response	50
Don't know / Nothing	99

Quality of Life

2. What would you say are the top two qualities or features that make Kamloops a good place to live? (Accept two mentions only)

Response	50
Don't know / Nothing	99

3. How would you rate the overall quality of life in Kamloops today? Would you say... <read out scale>?

Very Poor	Poor	Good	Very Good
1	2	3	4

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

Improved	3	Ask Q5 <Skip Q6>
Stayed the same	2	Skip to Q7
Worsened	1	Ask 6 <Skip Q5>
Don't know	4	Skip to Q7

5. **[If Q4=3]** Why do you think the quality of life has improved? (Record first mention, record other mentions)
6. **[If Q4=1]** Why do you think the quality of life has worsened? (Record first mention, record other mentions)



City Services

7. How satisfied are you with the overall level and quality of services provided by the City of Kamloops? Would you say...?

Not at all satisfied	Not very satisfied	Somewhat satisfied	Very satisfied	DK/NO (Do not read out)
1	2	3	4	9

8. Please rate how satisfied you are with the various services and aspects of the City of Kamloops. Starting with...<Read each item, repeat question when necessary>

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Very satisfied	DK/ NO (Do not read out)
Programs and services for recreation and sport	1	2	3	4	9
The overall aesthetic appearance of the city	1	2	3	4	9
Opportunities and venues for the arts and cultural activities	1	2	3	4	9
Alternative forms of transportation (i.e. transit, bike lanes)	1	2	3	4	9
Availability of green spaces for recreation and enjoyment	1	2	3	4	9
Infrastructure improvements such as sidewalks, street lighting, and road repair	1	2	3	4	9
Environmental protection	1	2	3	4	9
Planning for & managing severe weather events (drought, rain, wind, etc.)	1	2	3	4	9
Corporate and residential programs to address climate change	1	2	3	4	9
Communication & public engagement	1	2	3	4	9
Bylaw enforcement	1	2	3	4	9



City Contact and Communications

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

Yes	1	Continue to Q10
No	0	Skip to Q11

10. Thinking about your most recent experience, how satisfied are you with the following? Would you say you are...<read scale>.

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Very satisfied	DK/NO (Do not read out)
The overall service you received	1	2	3	4	9
Staff's knowledge	1	2	3	4	9
Staff's helpfulness	1	2	3	4	9
Staff's ability to resolve your issue	1	2	3	4	9
Staff's courteousness	1	2	3	4	9
The speed and timeliness of service	1	2	3	4	9
The ease of reaching staff	1	2	3	4	9

Financing

11. Thinking about all the programs and services you receive from the City of Kamloops, would you say that overall you get good value or poor value for your tax dollars?

Very poor value	Fairly poor value	Fairly good value	Very good value
1	2	3	4

12. 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 one of the following four options would you most like the City to pursue?

Increase taxes - to enhance or expand services	1
Increase taxes - to maintain services at current levels	2
Cut services - to maintain current tax level	3
Cut services - to reduce taxes	4
None [Do not read out]	5

13. In addition to taxes, user fees are another source of revenue for the City. User fees are the fees you pay to participate in some municipal programs or services. Assuming the City needs to increase the amount of revenue it collects from citizens, would you prefer that this came from?



An increase in taxes only	1
Mostly from a tax increase plus a small increase in user fees	2
Equally from increases in both taxes and user fees	3
Mostly from an increase in user fees plus a small tax increase	4
An increase in user fees only	5

Safety and Security

14. Would you say you generally feel more safe or less safe in your community now than you did three years ago?

A lot more safe	4
Somewhat more safe	3
Somewhat less safe	2
A lot less safe	1
No change [Do not read out]	5
Don't know [Do not read out]	6

15. In your opinion what is the biggest crime and safety issue currently facing the City of Kamloops? [Accept ONE response only]

Response	90
None /Nothing	99

Social Planning

16. 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.

Homelessness	1
People living in poverty	2
Subsidized social housing	3
Alcohol and drug addictions	4
Mental Health	5
Children and youth at risk	6
Community access for seniors	7

B. 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? [Do not display response from Q16]

Homelessness	1
People living in poverty	2
Subsidized social housing	3
Alcohol and drug addictions	4
Mental Health	5
Children and youth at risk	6
Community access for seniors	7



Demographics

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

Less than 1 year	1
1 to less than 10 years	2
10 to less than 20 years	3
20 years or more	4

18. Which of the following best describes your household?

One or more single adults sharing a residence (you by yourself or with at least one roommate)	1
Couple with no dependent children	2
Couple with dependent children (two parents living with at least one child)	3
Single parent with dependent children (one parent living with at least one child)	4
Extended family (parents, grandparents and children all living together)	5

19. Which of the following best represents your highest level of education completed to date?

Elementary School or less	1
Some High school	2
Graduated High school	3
Some Community College / CEGEP	4
Some University	5
Graduated Community College / CEGEP	6
Bachelor's Degree	7
Graduate Degree	8
Technical / Vocational College / Apprenticeship	9
Professional Certification / Designation	10
Prefer not to disclose [Do not read out]	99

That is all the questions I have; thank you for your time. Have a nice day/evening!