

October 25, 2016

2016 Campbell River citizen satisfaction survey results

Results of the citizen satisfaction survey that interviewed 400 residents in September indicate that people are more satisfied with City services in 2016 than they were during previous surveys in 2013 and 2006.

“Residents were asked to rate their satisfaction with the quality of life and a wide range of services provided by the City of Campbell River. The results show that we’re going the right direction to meet community needs,” says Mayor Andy Adams. *“This year’s survey took place in September and will be useful information for budget preparation and Council’s deliberation in December.”*

Survey topics included:

- quality of life and favourite things about living in Campbell River
- most important issue facing the community
- ranking the importance of Council’s priorities
- most important environmental concern
- satisfaction levels with various City services and overall quality of services
- value for tax dollars and services to reduce/enhance/introduce
- customer service needs, methods and quality rating
- information needs, methods and quality rating

People who were not interviewed by telephone could share their opinion through an Internet survey, and 182 people completed the online survey.

The detailed survey findings were presented at the Oct. 24 Council meeting. The report includes the statistically-valid results as well as online survey data as well as satisfaction levels for a range of departmental services. Statistics generated from a sample size of 400 are considered to be accurate within $\pm 4.9\%$, at the 95% confidence interval (19 times out of 20).

“Monitoring and measuring stakeholder satisfaction is a key part of successful service-delivery, and a truly random survey offers a reliable method for gauging support and concerns related to City services – and helps us focus on community priorities,” says city manager Deborah Sargent. *“We will continue with the program to survey regularly to ensure City services continue to meet expectations.”*

Discovery Research conducted 400 telephone surveys of randomly-selected residents aged 18 or older between Sept. 7 and 21. The cost of conducting the survey was \$8,920, plus GST (total \$9,366).

In 2013, the City of Campbell River participated in the syndicated Ipsos Reid citizen satisfaction survey, which conducted 300 telephone interviews of a randomly-selected representative sample of Campbell River residents aged 18 years or older. The cost was approximately \$9,200 plus GST (total \$9,660). These findings updated a statistically-valid citizen satisfaction survey conducted in 2006 by Pulse Research at a cost of approximately \$10,000. Compared against results of the 2006 survey, 2013 responses indicated that Campbell River residents were generally more satisfied with City services.

Council budgets for a statistically-valid citizen satisfaction survey every three years to gather comprehensive community feedback on a wide range of topics.

###

Contact: Ron Neufeld, Deputy City Manager & General Manager Operations 250-286-5765

Highlights of 2016 survey results

Quality of life in Campbell River given high ratings

96% rate the overall quality of life in Campbell River as good (57%) or very good (39%).

95% rated Campbell River a good place to raise children and a good place to retire.

In 2013, 93% rated good/very good

In 2006, 88.1% were satisfied with Campbell River as a place to live

Most important issue facing Campbell River – Economic Concerns

29% indicated that a poor economy/lack of jobs was the single most important issue facing the City of Campbell River. Other important issues included taxes, fiscal responsibility/increasing costs (10%) and the aging infrastructure (10%).

Top 2013 priorities

- *Taxation/Municipal Government Spending*
- *Economy*
- *Municipal Government Services*

Top 2006 priorities:

- *roads maintenance and repair 20.8%*
- *police protection: 29.5%*
- *public washrooms: 14.8%*
- *recreation facilities and services for families: 13.8%*

Favourite thing about Living in Campbell River - Ocean

54% felt their favourite thing about living in Campbell River is being close to the ocean and 42% felt it was easy access to outdoor recreation.

Residents Satisfied with City Services and Programs

96% were satisfied with overall services and programs provided by the City.

In 2013, 85% were satisfied with level and quality of City services

In 2006, 64.1% were satisfied

Majority feel City of Campbell River is doing a good job

86% agreed that “In general, I believe the City of Campbell River is doing a good job.”

In 2013, the level of satisfaction with Council and administration decisions was 53%.

Higher Satisfaction

The highest satisfaction ratings were given for City trails (99% satisfied); water supply (97%); sewage system (96%); and recreation programs (96%).

Lower Satisfaction

The lowest satisfaction ratings were given for economic development (64% satisfied); land use planning (67%); public washrooms (67%); and snow and ice removal (68%).

Customer service provided by City Employees - Excellent

The customer service provided by City Staff received excellent satisfaction rating. The vast majority of residents feel that City Staff are courteous, knowledgeable and accessible – with overall service satisfaction at 88%.

In 2013, 68% said they were satisfied with customer service.

In 2006, 58.8% were satisfied.

Satisfaction with specific aspects of contact experience

- *Staff's courteousness: 95% (88% in 2013)*
- *Ease of reaching staff: 93% (83% in 2013)*
- *Staff's helpfulness: 92% (80% in 2013)*
- *Speed and timeliness of service: 86% (79% in 2013)*
- *Staff's knowledge: 93% (74% in 2013)*
- *Staff's ability to resolve issue: 79% (65% in 2013)*

Preferred source of information about City issues – Local Newspaper

57% feel the best source of information about City issues is news articles in the local newspapers, and 76% of respondents received news that way.

29% would prefer to learn about issues through online sources, including social media.

In 2013, preferred methods for City to communicate information to citizens were:

- *Newspaper: 45%*
- *Mail: 11%*
- *Internet (unspecified): 8%*
- *Email: 8%*
- *City website: 6%*
- *Newsletter/pamphlet/brochure: 5%*
- *Social media: 4%*

In general, people felt the amount of information provided by the City was adequate (78%), and that the quality of information was satisfactory (86%). (These were not rated in 2013.)

Other comparisons

- In 2016, 24% felt quality of life had improved, 54% felt it had stayed the same, and 17% felt it had worsened. In 2013, 15% felt quality of life in Campbell River had improved in the past three years, 52% felt it had stayed the same, 28% felt it had worsened.
- Rating value of services for tax dollars, 73% of respondents said they received good value.
- In 2013, 61% of respondents said they received good value for tax dollars.
- On the question of preference for balancing taxation and service levels, 46% supported increasing taxes to maintain services; 30% want services reduced to maintain current tax level. In 2013, 37% said increase taxes and 44% said cut services.
- 30% of respondents would like to see expanded or new services introduced (41% aged 18 to 44; 26% aged 45-64; 19% aged 65+)

Demographics information

- 400 people interviewed (50% female, 50% male)
- 86 per cent owned their home
- 35 per cent had children in the household under age 18
- 42 per cent of respondents were between the age of 45 and 64
 - 18 to 44 = 37%
 - 65 or older = 21%
- Length of residency in Campbell River: 46% had lived in Campbell River 11 to 30 years