

August 9, 2013

Campbell River's citizen satisfaction survey results announced

Results of the Ipsos Reid survey of Campbell River residents this spring indicate people are more satisfied with City services in 2013 than they were when the last survey was conducted in 2006 – and people in Campbell River also have a keen interest in economic stability compared with other municipalities surveyed.

"The survey results are a reflection of a community that still remembers the sting of the mill closure and is in transition to a new economic reality," says City Manager Andy Laidlaw. "Where we have comparable results from 2006, people have indicated they are more satisfied with services in 2013, and overall, Campbell River citizens' satisfaction with customer service was similar to the results from other municipalities surveyed. But Campbell River residents are also more cautious about taxation and spending than people in other Canadian communities that participated in this survey."

"Monitoring and measuring stakeholder satisfaction is a key element of successful service-delivery, and a truly random stakeholder survey offers a reliable method for gauging community support and concerns related to City services – and help departments focus on clear, known targets rather than spending efforts in multiple directions due to uncertain priorities," says Laura Ciarniello, the City's general manager of corporate services. "Regular follow-up surveys will continue to provide accurate measurement and ongoing guidance re: service provision to local citizens. For example, with the City's new website to launch this fall, the timing of the next survey will let us measure website use as an information source."

The statistically-valid community survey was approved in the 2013 Financial Plan. Ipsos Reid conducted 300 telephone interviews of a randomly-selected representative sample of Campbell River residents aged 18 years or older. Calls were conducted between May 16 and June 9. The survey cost approximately \$9,200 plus GST (total \$9,660). Key issues explored in this satisfaction survey included: issues most important to local citizens; perceptions about quality of life in the community; importance of and satisfaction with municipal services as currently funded and delivered; perceived value for municipal taxes; communication and information needs, including website visitation and customer service.

A report with the survey results is on Council's August 13 meeting agenda. Council may wish to use the survey findings to influence future decisions for community service delivery as outlined in Council's financial and strategic plans.

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Highlights of 2013 survey results on following pages

Top three issues facing our community

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

**Top 2006 priorities:*

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

Other important local issues

- Parks, Recreation and Culture Facilities or Programs
- Growth and Development
- Social

Overall quality of life in Campbell River today

- Good/Very good: 93 per cent
- Very poor/poor: 6 per cent

**In 2006, 88.1 per cent of respondents said they were satisfied with Campbell River as a place to live.*

How the quality of life in Campbell River has changed in the past three years

- Improved: 15 per cent
- Stayed the same: 52 per cent
- Worsened: 28 per cent

Top three causes named for improvement in quality of life in Campbell River

- Employment/job opportunities
- Growth/development
- It's improved/getting better (unspecified)

Top three causes named for worsening of quality of life in Campbell River

- Unemployment/loss of jobs/low wages
- Negative mentions of staff/Council
- Businesses closing/moving out of city

Level of satisfaction with Council and administration decisions

- Council and staff as a whole: 53 per cent
- Council only: 51 per cent
- Staff only: 56 per cent

Overall satisfaction with level and quality of City services

- Satisfied: 85 per cent (*In 2006: 64.1 per cent were satisfied*)
- Not satisfied: 13 per cent

Level of satisfaction with the following services: (very/somewhat satisfied)

- recreation programs: 85 per cent *(70.3 per cent in 2006)*
- parks, trails and other green space maintenance and development: 82 per cent
- cultural facilities: 75 per cent
- the library: 74 per cent *(70.8 per cent in 2006)*
- maintenance, cleaning and upgrading of streets and sidewalks: 64 per cent *(47.3 per cent in 2006)*

Value for tax dollars: good value 61 per cent; poor value 36 per cent

Preference for balancing taxation and service levels

- Increase taxes: 37 per cent
 - Cut services: 44 per cent
- *In 2006, 77 per cent said keep service and tax levels*

Top information citizens want from City

- Parks/recreation/arts/culture
- Community updates/what's new
- Community planning/land use/new developments
- Public/Council meetings
- Information (unspecified)

Preferred methods for City to communicate information to citizens

- Newspaper: 45 per cent
- Mail: 11 per cent
- Internet (unspecified): 8 per cent
- Email: 8 per cent
- City website: 6 per cent
- Newsletter/pamphlet/brochure: 5 per cent
- Social media: 4 per cent
- TV: 3 per cent
- Radio: 3 per cent
- Open houses: 2 per cent

Frequency of contact with City for information/service: last 12 months: 45 per cent

Top three reasons for contacting City

- Discuss/pay property taxes: 13 per cent
- Garbage services/schedule: 9 per cent
- Road repair/maintenance: 7 per cent
- Business purposes: 7 per cent

Top three contact methods

- In-person: 47 per cent
- Telephone: 32 per cent
- Email: 10 per cent

Level of satisfaction with City customer service

- Satisfied: 68 per cent (*In 2006, 58.8 per cent satisfied*)
- Not satisfied: 31 per cent

Satisfaction with specific aspects of contact experience

- Staff's courteousness: 88 per cent
- Ease of reaching staff: 83 per cent
- Staff's helpfulness: 80 per cent
- Speed and timeliness of service: 79 per cent
- Staff's knowledge: 74 per cent
- Staff's ability to resolve issue: 65 per cent

Campbell River survey responses that differ most from combined results of other communities

Item	Campbell River	Other communities
Community issue: Municipal taxation/spending	32 per cent	12 per cent
Community issue: Economy	30 per cent	9 per cent
Community issue: Municipal government services	20 per cent	12 per cent
Community issue: Transportation	6 per cent	27 per cent
Satisfaction with municipal operations (Council and staff)	53 per cent	74 per cent
Satisfaction with value for taxes	61 per cent	80 per cent
Increase taxes to maintain, enhance or expand services	37 per cent	49 per cent
Cut services to reduce or maintain current tax level	44 per cent	37 per cent
Communicate City news through local newspaper	45 per cent	36 per cent
Communicate City news through mail	11 per cent	23 per cent
Communicate City news through email	8 per cent	20 per cent
Communicate City news through website	6 per cent	12 per cent
Communicate City news through newsletter/flyer/brochure	5 per cent	12 per cent

Demographics information

- 300 people interviewed
 - 49 per cent male, 51 per cent female
- 81 per cent owned their home
- 36 per cent had children in the household under age 18
- 26 per cent of respondents were between the age of 45 and 54
 - 18 to 24 = 6 per cent
 - 25 to 34 = 18 per cent
 - 35 to 44 = 16 per cent
 - 55 to 64 = 16 per cent
 - 65 or older = 19 per cent
- Length of residency in Campbell River less than five years (8 per cent)
 - five to 10 years (17 per cent)
 - 10 to 15 years (11 per cent)
 - 16 to 20 years (12 per cent)
 - 21 to 30 years (18 per cent)
 - 31 to 40 years (19 per cent)
 - more than 40 years (14 per cent)