

November 14, 2019

2019 Campbell River citizen satisfaction survey results

Quality of life, satisfaction with City services and programs and excellent customer service were among the high points in September's citizen satisfaction survey results.

Citizens also said the most important issue facing Campbell River is homelessness and addiction issues, a change from 2016, when the local economy was the top concern.

Top marks for services went to trails, water supply, sewage system and recreation programs. Services with lowest satisfaction ratings were bylaws and enforcement, public washrooms, transportation and traffic flow and snow and ice removal.

People's favourite thing about living in Campbell River remained easy access to outdoor recreation and being close to the ocean.

Overall, the majority of people (78 per cent) agree the City is doing a good job. In 2013, the satisfaction level was 53 per cent. In 2016, it was 86 per cent.

Detailed results of the statistically-valid survey will be presented to Council at the Nov. 18 meeting and will help inform decisions during budget discussions coming up in December.

"Monitoring and measuring satisfaction is key to successful service delivery, and these results will help us to consider how best to address the areas where citizens would like more focus," says Mayor Andy Adams.

"We will continue to survey regularly to ensure the City is as responsive as possible to the concerns and expectations of Campbell River citizens," adds city manager Deborah Sargent.

Residents were asked to rate satisfaction with quality of life and a wide range of City services in through a survey mailed to 1,200 randomly-selected households this September. Thirty-four per cent were returned. As a token of thanks for people participating in the mail survey, the City offered an option to enter a draw for three \$100 gift certificates for programs or memberships offered at the Sportsplex or Community Centre.

All residents who didn't receive the survey in the mail could answer an equivalent online version, which 137 people completed.

All results are anonymous and representative of Campbell River's population based on Statistics Canada 2016 Census information.

Highlights of responses appear below. A detailed report on findings, including satisfaction levels for a range of services and comparison to 2016 results, where available, is attached.

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Contact: Deborah Sargent, City Manager

250-286-5740

Highlights of 2019 survey results

Quality of life in Campbell River given high ratings

98% percent rate the *overall quality of life in Campbell River* as good (**64%**) or very good (**34%**).
97% rated Campbell River a *good place to raise children* and a *good place to retire*.

In 2016, 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 – *Homelessness and Addiction Issues*

15% indicated that *homelessness and addiction* was the single most important issue facing the City of Campbell River. Other important issues included *taxes, fiscal responsibility/ increasing costs* (**10%**) and the *affordability and availability of housing* (**8%**).

In 2016, 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 – *Access to Outdoor Recreation*

34% felt their favourite thing about living in Campbell River was *easy access to outdoor recreation* and **29%** felt it is *being close to the ocean*.

In 2016, 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

91% were satisfied with the *overall services and programs provided by the City*.

In 2016, 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

78% agree with the statement, *"In general, I believe the City of Campbell River is doing a good job"*.

In 2016, 86% agreed with the above statement.

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

Higher Satisfaction

The highest satisfaction ratings were given for *City trails (97% satisfied)*; *water supply (97%)*; *sewage system (98%)*; and *recreation programs (94%)*.

In 2016, 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 *bylaws and enforcement (60% satisfied)*; *public washrooms (64%)*; *transportation and traffic flow (62%)*; and *snow and ice removal (58%)*.

In 2016, 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 – with overall service satisfaction at 84% in 2019 (88% in 2016).

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

78% prefer to learn about City issues from *news articles in the local newspapers*; **47%** prefer *radio*; **42%** prefer *newspaper advertisements*; **41%** prefer to learn about issues through *online sources*.

In general, respondents felt the *amount of information provided by the City is adequate (73%)*. Eight percent indicated the amount of *information provided was too little*.

Most people felt the quality of information was satisfactory (**79%**).



In 2016, 57% felt the best source of information about City issues was articles in the local newspapers, and 76% of respondents received news that way. 29% preferred to learn about issues through online sources, including social media.

In 2016, 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.)

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%*

Other comparisons

- 64% said they receive good value for tax dollars
 - 73% in 2016
 - 61% in 2013
- 42% felt quality of life had not changed, 17% felt it had improved, and 29% felt it had worsened.
 - 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.
- On the question of preference for balancing taxation and service levels, 54% supported increasing taxes to maintain services; 25% want services reduced to maintain current tax level.
 - In 2016, 46% said increase taxes to maintain services and 30% said reduce services to maintain current tax level.
 - In 2013, 37% said increase taxes and 44% said cut services.