

June 3, 2021

RESULTS OF 2021 CITIZEN SATISFACTION SURVEY

Results of this spring's citizen satisfaction survey indicate that the majority of residents continue to be satisfied with most City services.

Community members gave high marks to the City's pandemic response and overall programs and services. Service provided by City staff received excellent satisfaction rating (87 per cent overall).

While 98 per cent of respondents were satisfied with the quality of life in Campbell River, the survey indicates homelessness and addiction are the most important issue facing the community.

Along with questions about satisfaction with services and which services are most important, the survey asked for feedback on the City's COVID-19 response, including opinions about pandemic-related service cuts. The survey also asked questions about how community members prefer to receive information.

"The survey results reinforce the challenges and value of connecting with citizens during the pandemic," says city manager Deborah Sargent. *"In particular, the results indicate that local news outlets play a key role in sharing updates with community members – and we are grateful for the continued commitment of our local newspaper and the radio and TV stations to help us all stay in touch and informed."*

Research was conducted by a professional firm that specializes in community surveys. Responses were generated by mailing 1,300 surveys to randomly-selected households, with an online survey available for people who did not receive a survey in the mail.

All responses are anonymous, and the report is statistically-valid and representative of Campbell River's population based on Statistics Canada's most recent census information.

"Regularly measuring citizen satisfaction levels through a truly random and representative survey helps gather comprehensive community feedback and provides reliable insight into community concerns," Sargent adds. *"Statistically-valid survey results also help match City services and service delivery to community priorities and needs – and help the City prepare for future budget and services discussions."*

As a token of thanks for people participating in the mail survey, the City offered an option to enter a draw for five prizes (three Naturally, Campbell River gift boxes and two \$100 gift certificates for programs or memberships offered at the Sportsplex or Community Centre).

A detailed report on findings, including comparison to 2019, 2016, 2013 and 2006 results, where available, was on the May 31 Council meeting agenda.

See the complete survey results, including satisfaction levels for departmental services at, <https://bit.ly/2S1vNpp>

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COVID-19

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HIGHLIGHTS of SURVEY RESULTS

Quality of life in Campbell River given high ratings

98% rate the *overall quality of life in Campbell River* as good (**59%**) or very good (**39%**).

97% rated Campbell River a *good place to raise children* and **96%** a *good place to retire*.

In 2019:

98% rated 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 overall quality of life in Campbell River as 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*

32% indicated that *homelessness and addiction* was the single most important issue facing the City of Campbell River. Other important issues included *crime and safety of citizens* (**10%**) and the *affordability and availability of housing* (**9%**).

In 2019, 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%

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Favourite thing about living in Campbell River – Access to Outdoor Recreation

29% felt their favourite thing about living in Campbell River was the *scenery, beauty and being close to nature* and **22%** felt it is being *close to the ocean*.

In 2019, 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 the pandemic response by the City

83% satisfied with the *pandemic response by the City*.

94% satisfied with *safety protocols in City facilities and safety signs*.

88% satisfied with *program adjustments in alignments with provincial health orders*.

74% satisfied with *education and enforcement by RCMP, bylaw officers*.

88% satisfied with *community updates (newspaper, radio, TV, social media, advertising)*

83% satisfied with *online Council meetings*.

79% satisfied with *online recreation programs and online public hearings*.

78% satisfied with *increased use of telephone, email and online meetings*.

72% satisfied with *online community consultation*.

90% satisfied with *continued major construction*.

83% satisfied with *reduced service levels to offset revenue loss, minimize property tax increases*.

76% satisfied with *economic development resources, support*.

69% satisfied with *building and development resources, support*.

78% indicated they most appreciated *trails* during the pandemic.

73% cited *waterfront walkways*.

60% appreciated *parks* the most.

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Residents satisfied with City services and programs

88% were satisfied with the *overall services and programs provided by the City.*

In 2019, 91% satisfied with the *overall services and programs provided by the City.*

In 2016, 96% satisfied with overall services and programs provided by the City.

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

In 2006, 64.1% satisfied

Majority feel City of Campbell River is doing a good job

80% agreed "*In general, I believe the City of Campbell River is doing a good job.*"

In 2019, 78% agreed with the above statement.

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 (98% satisfied); water supply (96%); sewage system (96%); and recreation facilities (93%).*

In 2019, 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 (47% satisfied); downtown safety (54%, down from 75% in 2019); public washrooms (59%); yard waste drop off centre (51%, down from 96% in 2019); and sidewalks (66%).*

In 2019, 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%).

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Service provided by City Employees – Excellent

Service provided by City staff received excellent satisfaction rating –overall service satisfaction at **87%**.

- In 2019, overall service satisfaction rating was 84% (88% in 2016).
- In 2013, 68% said they were satisfied with customer service.
- In 2006, 58.8% were satisfied.

The vast majority feel that City staff are *courteous, knowledgeable, helpful and accessible*, with increased satisfaction ratings across all categories over 2019.

Satisfaction with specific aspects of service experience:

- *Staff's courteousness: 95% (91% in 2019; 95% in 2016; 88% in 2013)*
- *Ease of reaching staff: 85% (84% in 2019; 93% in 2016; 83% in 2013)*
- *Staff's helpfulness: 86% (84% in 2019; 92% in 2016; 80% in 2013)*
- *Speed and timeliness of service: 83% (77% in 2019; 86% in 2016; 79% in 2013)*
- *Staff's knowledge: 87% (82% in 2019; 93% in 2016; 74% in 2013)*
- *Ability to resolve issues: 84% (69% in 2019, 79% in 2016)*

Preferred source of information about City issues – Local newspaper

75% prefer to learn about City issues from *news articles in the local newspapers*.

This source was the most popular across all age groups, and **78%** of respondents receive information that way

- **32%** prefer learning through the City website
- **31%** prefer social media, radio and newspaper advertisements
- **42%** indicated they would participate in online community consultation

In 2019:

- 78% preferred to learn about City issues from news articles in the local newspapers
- 47% radio
- 42% newspaper advertisements
- 41% online sources.

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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 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 2021:

- **68%** indicated the amount of information provided by the City is adequate.
- **13%** indicated the amount of information provided was too little.
- **74%** indicated the quality of information was satisfactory.

In 2019:

- 73% rated amount of information adequate
- 8% indicated too little
- 79% rated quality as satisfactory

In 2016 (first year asked):

- 78% rated amount of information adequate
- 86% rated quality as satisfactory

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Highlights of other comparisons

- **67%** said they receive good value for tax dollars
 - 64% in 2019
 - 73% in 2016
 - 61% in 2013
- **41%** felt quality of life had worsened, with most (59%) attributing the change to *crime, downtown, drug use and homelessness*. 10% named *COVID-19* as worsening quality of life.
 - In 2019, 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, **55%** supported *moderate taxes to maintain services*; **24%** want *services reduced to maintain current tax level*.
 - In 2019, 54% supported increasing taxes to maintain services; 25% wanted 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.
- Online registration for recreation programs has increased to **29%** (from 23% in 2019).
- **89%** satisfied with *downtown parking* (up from 70% in 2019).
- **76%** satisfied with *snow and ice removal from roads* (up from 58% in 2019).
- **74%** satisfied with *sidewalks* (down from 83% in 2019)
- **58%** satisfied with *downtown revitalization* (down from 70% in 2019).
- **84%** satisfied with *environmental management* (up from 67% in 2019).
- **75%** satisfied with *energy efficiency and climate change adaptation* (up from 72% in 2019).

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