



SHAPE
your city

THE CITY OF PENTICTON

2023 Citizen Survey Report

July 28, 2023



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OVERVIEW

The City invited residents to complete the 2023 edition of the Citizen Survey between June 12 and 30. This survey asks residents to evaluate City services and provide input into the City's direction. It includes standard questions to allow results to be benchmarked against prior years.

The survey is conducted every few years and the last version was conducted in 2019. The City elected to conduct the survey in June in order to have results available for Council and staff consideration in advance of the 2024-2028 financial planning process expected in November.

SURVEY HIGHLIGHTS

Key findings from the survey include:

- The overall perception of quality of life in Penticton has slipped by 5% from 2019 but remains positive with 61% rating it as very good or excellent.
- Concerns about affordability, housing and safety are contributing to lower scores.
- Ratings of Penticton as a place to find work, open a business and raise children improved over 2019.
- Ratings from younger demographics (19 to 39) were lower for most measures.
- Ratings from residents who lived in Penticton for less than 10 years were higher for most measures than those who have lived in the city for longer.
- Satisfaction with most City services is high with increases for 17 of 25 services evaluated in 2019.
- Residents would like to see more investment in community cleanliness, policing and addressing social issues.
- Residents consistently prefer to encourage growth, increase user fees or increase taxes to address rising costs of services and infrastructure as opposed to reducing service levels.

METHODOLOGY

The following are key elements of the method used to conduct the survey:

- **Random and Voluntary** – In addition to inviting all interested residents to participate, the City also surveyed a random sample of residents to more accurately reflect the general views of the community. The random sample is selected from the database of 5,702 registered and active users of the shapeyourcitypenticton.ca online engagement platform.
- **Paper and Online** – The City provides both an online and a paper version of the survey to support participation by all citizens. The online version was shared through shapeyourcitypenticton.ca and the paper version was available at the Public Library, the Community Centre and City Hall.
- **In-house versus Third-Party** – The City has the systems and capacity to support conducting a random sample email survey in-house as an alternative to a third-party service.
- **5-point versus 4-point scale** – The City opted to use a 5-point scale for most questions as in prior years to allow for results to be benchmarked. Most cities are shifting to a 4-point scale. The inclusion of the middle option on the 5-point scale results in a lower overall average rating when compared to a 4-point scale.

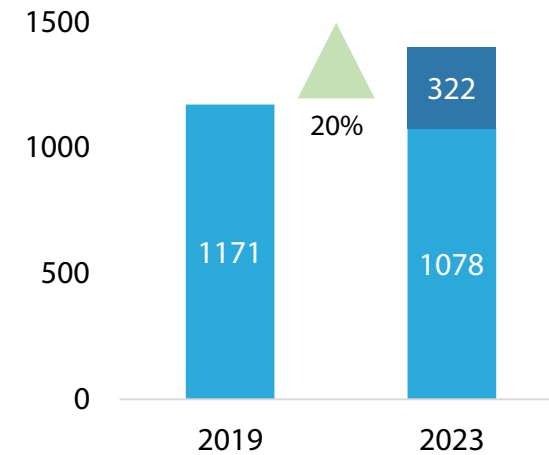
DEFINITIONS

- **Simple Random Sample** refers to surveys where a small portion of the entire population is selected to represent the views of the whole, where each member has an equal probability of being chosen.
- **Voluntary Response Sample** refers to surveys where any interested member of the entire population can complete a survey. These samples include bias for or against.
- **Margin of Error (MOE)** refers to the range of values above and below the actual results from a survey. For example, a 60% 'yes' response with a MOE of 5% means that between 55% and 65% of the general population think that the answer is 'yes'.
- A 95% **Confidence Level** means that typically 95 out of 100 different samples from the same population will provide a similar result.

PARTICIPATION

- A total of 1,400 surveys were completed. This is a 20% increase over 2019 which achieved 1,171 completions.
- The total includes 322 responses to the random survey and 1,078 to the voluntary survey.
- At 322 responses, the margin of error in the random survey is +/- 5%. The confidence level that these results reflect the attitudes of the population is 95%.
- This report highlights the random results. It is recommended that the results from the 1,078 voluntary surveys also be reviewed considering the wealth of additional feedback.
- The complete results of both the voluntary and the random surveys can be viewed at shapeyourcitypenticon.ca. The random results are highlighted in this report.

Survey Completions



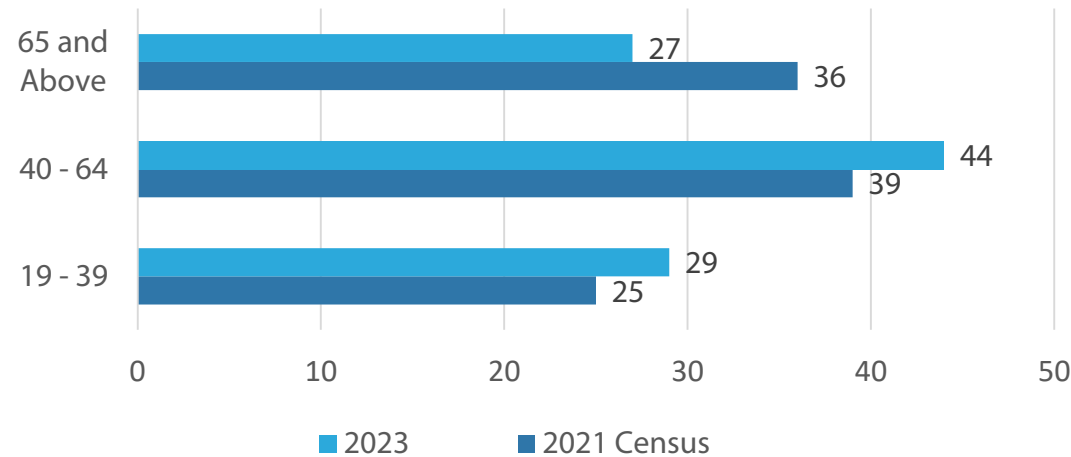
Population Size	Confidence Level	Sample Size	Margin of Error
5,702	95%	322	+/- 5%

Who did we hear from?

The City collected data about the participants' age group and years lived in Penticton to allow for deeper analysis of the results.

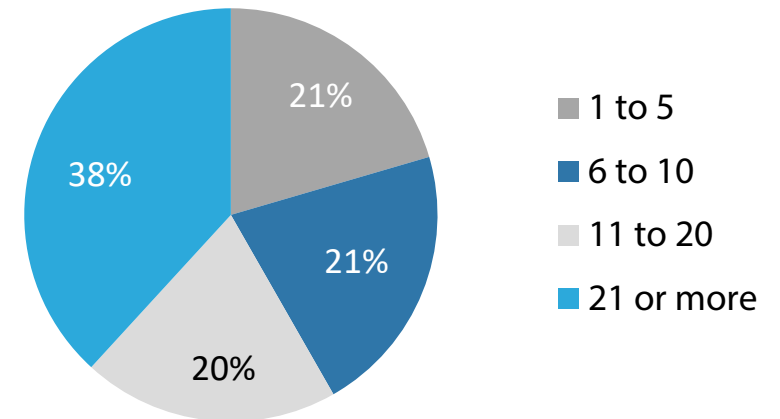
Age Groups (%)

Participants were asked which age group they belong to. The results are presented as % of total participation in the survey and compared to the % of the population in the 2021 Census. Where applicable, the survey results are weighted to reflect the distribution across the general population.



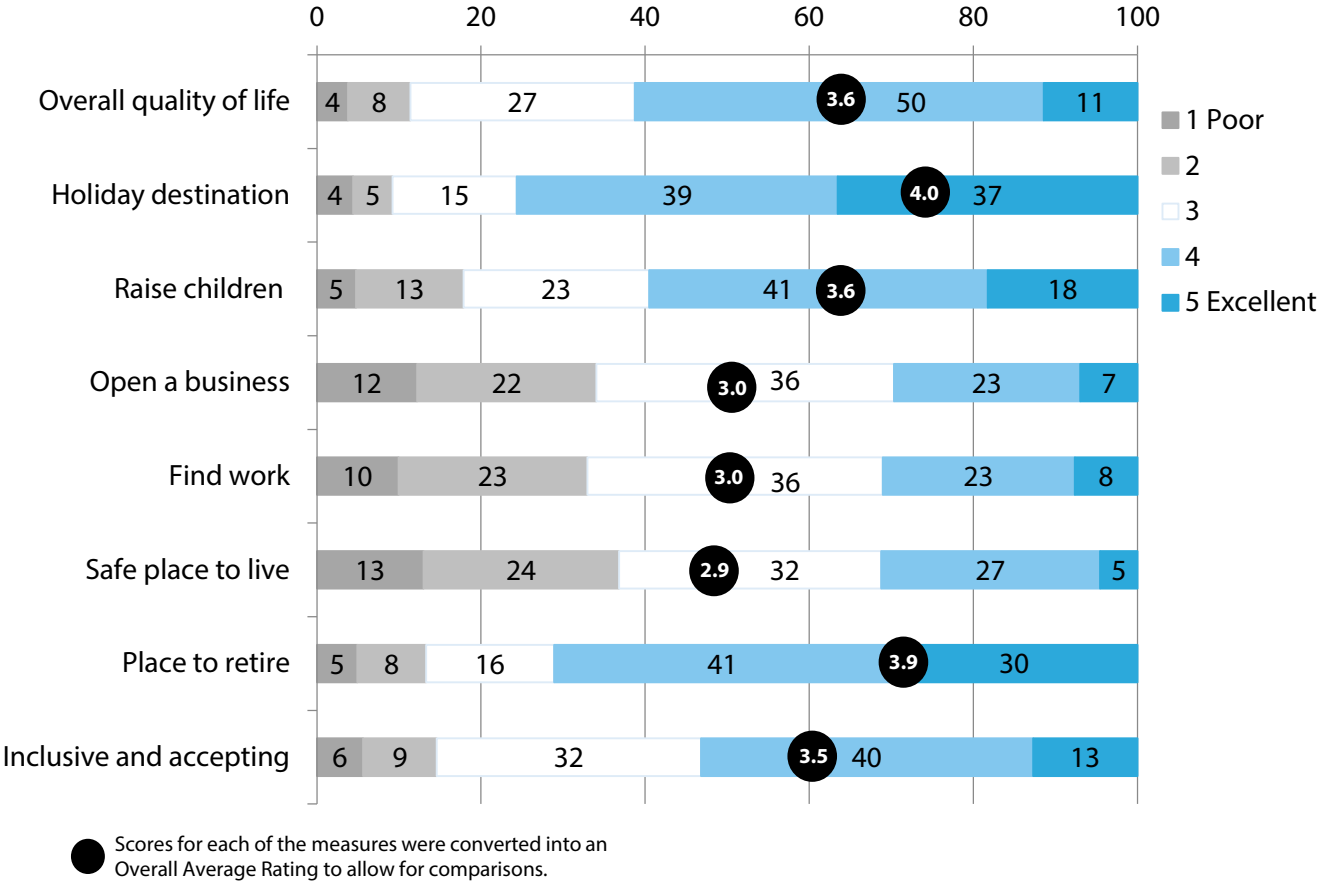
Years Lived in Penticton (%)

Participants were asked how long they have lived in Penticton. The results reflect the % of the total survey participants.



SECTION 1 - QUALITY OF LIFE

Quality of Life (%)



The first section of the survey invites participants to rate the quality of life in Penticton and other indicators of livability. These results show that among the indicators measured, Penticton’s overall quality of life, and Penticton as a holiday destination, a place to raise children and a place to retire are the City’s strengths with about 60% or more rating these indicators as very good or excellent.

Participants views of Penticton as a place to open a business, find work and as a safe place to live are divided with about 30% rating these indicators as very good or excellent or poor or fair.

What makes a city a good place to live?

Participants were invited to share what qualities make a city a good place to live. Themes of the most common responses include:

- Access to recreation, amenities and services
- Access to medical services
- Feelings of safety, low crime
- Events and activities
- Good governance/asset renewal
- Affordability
- Housing
- Natural environment
- Job opportunities
- Sense of community
- Size of community

Comparison with Prior Years

Holiday Destination



Place to Retire



Place to Raise Children



Safe Place to Live



Place to Find Work



Inclusive and Accepting



Place to Open a Business



Overall Quality of Life



How does 2023 compare?

The City compared the 2023 findings* with prior years to identify any trends or changes in the results. While the overall rating for Quality of Life dropped by 5% when compared to 2019, the results did show an increase in other key indicators:

- As a place to find work, Penticton's ratings increased by 20% since 2019 and 43% since 2013.
- As a place to open a business, Penticton's ratings recovered from 2019 and increased by 11%.
- As a place to raise children, Penticton's ratings increased by 6% since 2019.
- Penticton's ratings as a place to retire dropped by 5% since 2019.
- The ratings as a safe place to live and as a holiday destination remained consistent with 2019 results.
- The City included a measure of Penticton as an inclusive and accepting community for the first time in this survey.

**Results shown for 2023 were weighted to reflect the population in the 2021 Census.*

Comparison by Age Group

Holiday Destination



Place to Raise Children



Place to Find Work



Place to open a Business



Place to Retire



Safe Place to Live



Inclusive and Accepting



Overall Quality of Life



Do results differ by age groups?

The City compared the results by age group to understand if age influenced the findings and noticed the following trends:

- The 19 to 39 age group tended towards lower ratings than other age groups on most indicators including Penticton as a place to raise children, find work, open a business, being inclusive and accepting and overall quality of life.
- The 65+ age group tended towards higher ratings in most categories including overall quality of life, and Penticton as a place to raise children, find work and open a business.
- Views of Penticton as a safe place to live were consistent across the age groups at an average rating of 2.9

**Results shown for 2023 are weighted to reflect the population in the 2021 Census.*

Comparison by Years in Penticton

Holiday Destination



Place to Retire



Place to Raise Children



Safe Place to Live



Place to Find Work



Inclusive and Accepting



Place to Open a Business



Overall Quality of Life

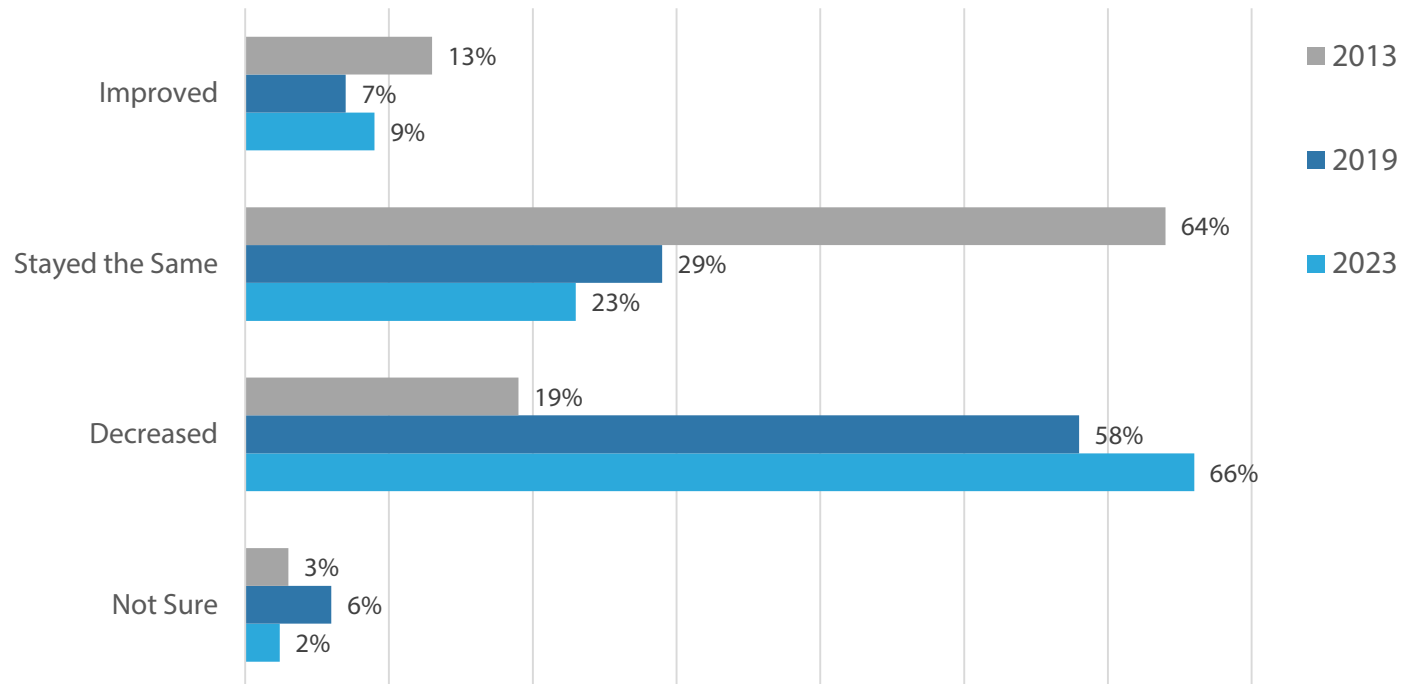


Do results differ by years lived in Penticton?

The City compared the results by years lived in Penticton to understand if these demographics influence the results and noticed the following trends:

- There was a noticeable difference in views between participants who lived here less than 10 years and those who lived here longer.
- Those who lived in Penticton for shorter periods of time generally rated the quality of life indicators higher than those participants who have been in Penticton for more than 10 years, with the exception of the ratings for Penticton as a place to find work.

Over the past 3 years do you feel the quality of life has...



Why has it changed?

About 66% of the participants feel the quality of life in Penticton has decreased in the past few years. This is an increase of 8% over the 2019 results. Participants were asked to identify why it has decreased/improved and the following themes were pulled from the responses.

Why has it decreased?

- Impacts of pandemic
- Increase in homeless population
- Increase in open drug use
- Increase in crime
- Increase in cost of living
- Decrease in housing availability, affordability

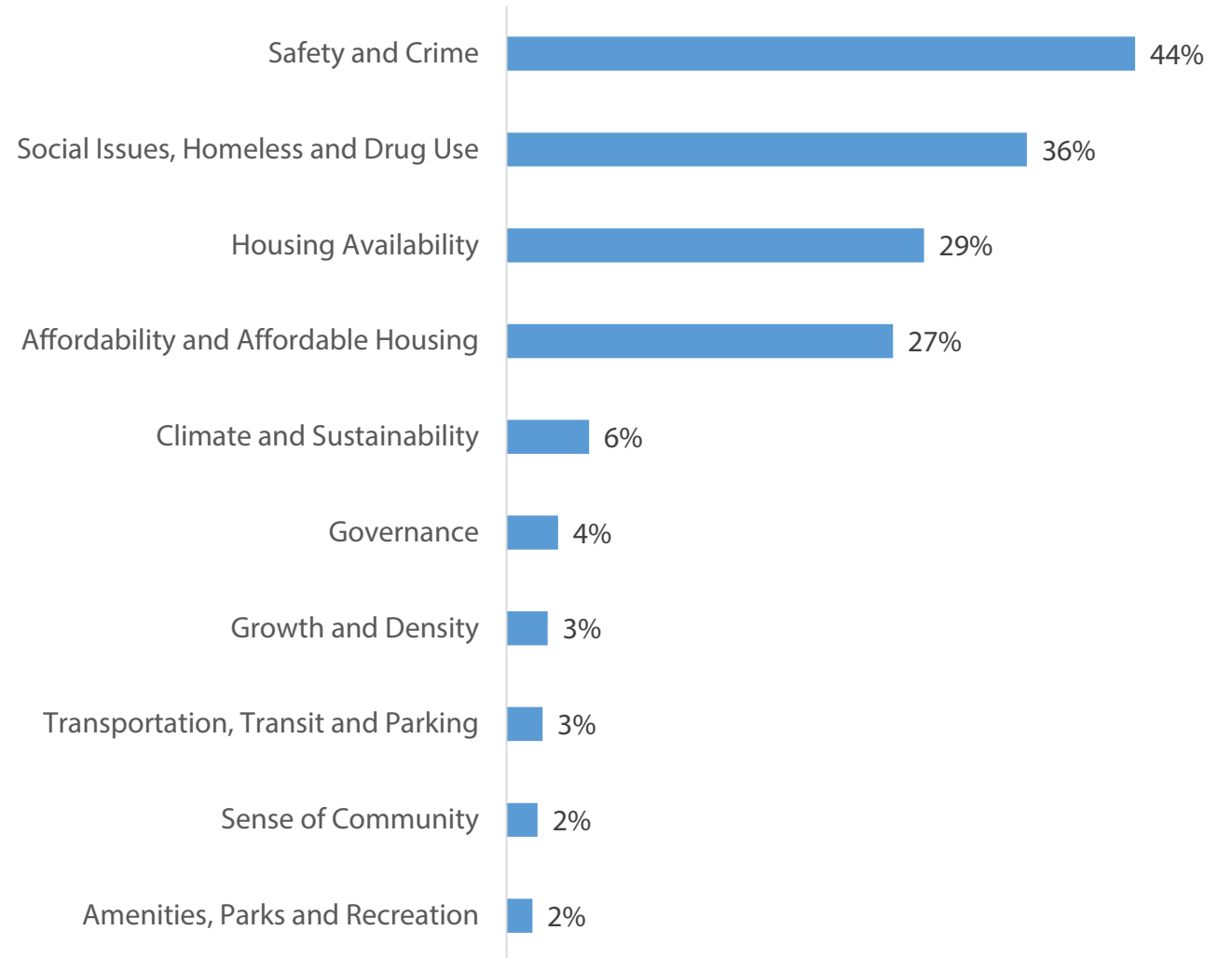
Why has it improved?

- More new businesses/open year round
- More food and beverage establishments
- More events and activities
- Improvements to active transportation options

Most important issues facing the community

Residents were asked to identify the most important issues facing the community. 277 comments were made and each comment was tagged for issues mentioned.

- The chart shows the % of participants who referred to the same issue. Top ten issues are shown.
- Additional topics mentioned but not included in the top ten are:
 - Youth
 - Job Opportunities
 - Arts, Culture and Heritage
 - Medical Services
 - Cleanliness
 - Infrastructure
 - Childcare
 - Tourism

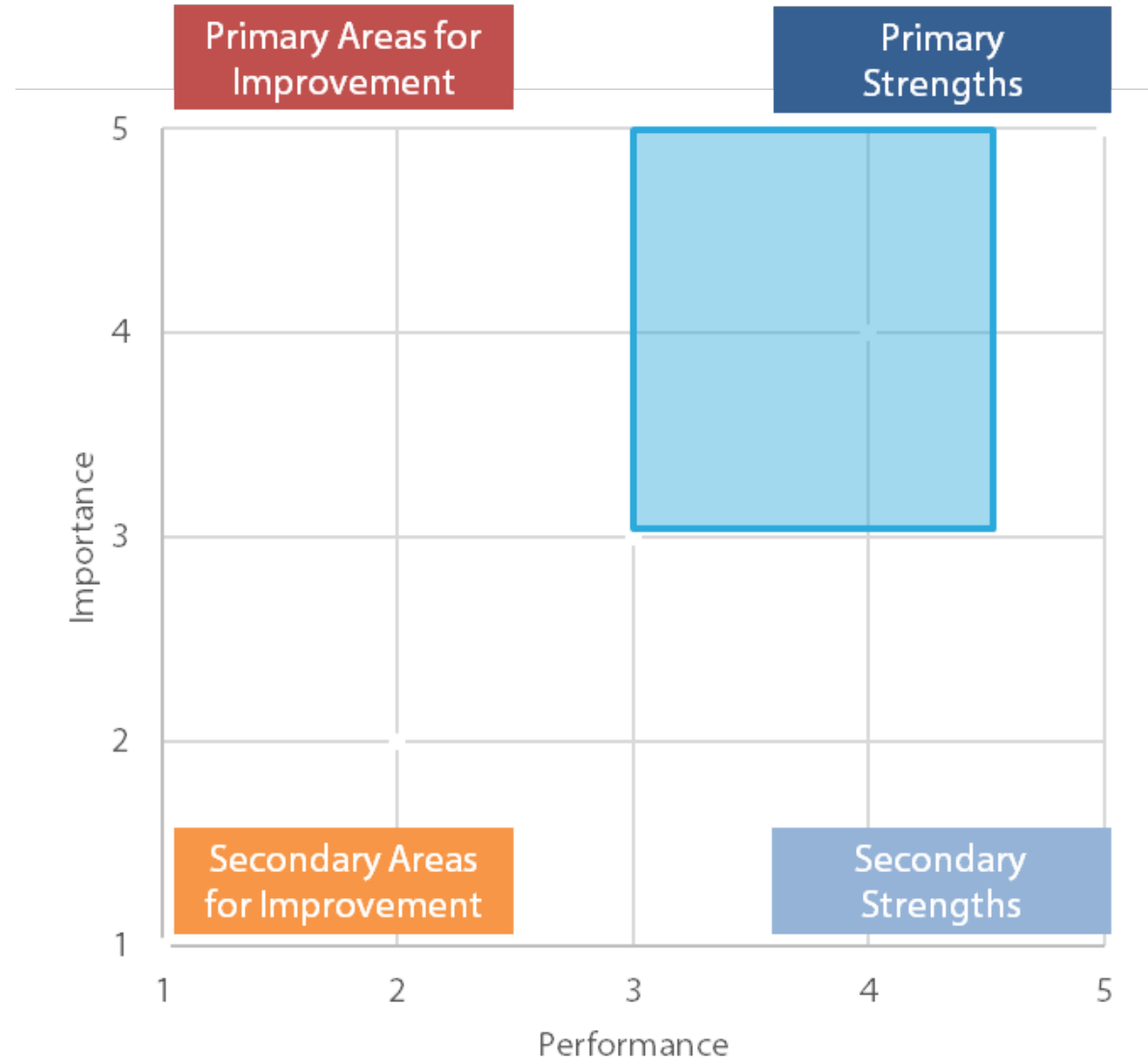


SECTION 2 – CITY SERVICES

2023 City Services Importance - Performance

Participants were invited to rate the importance of City services and their satisfaction with the performance of those services.

There were 31 services evaluated in 2023 compared to 25 in 2019 and 16 in 2013.





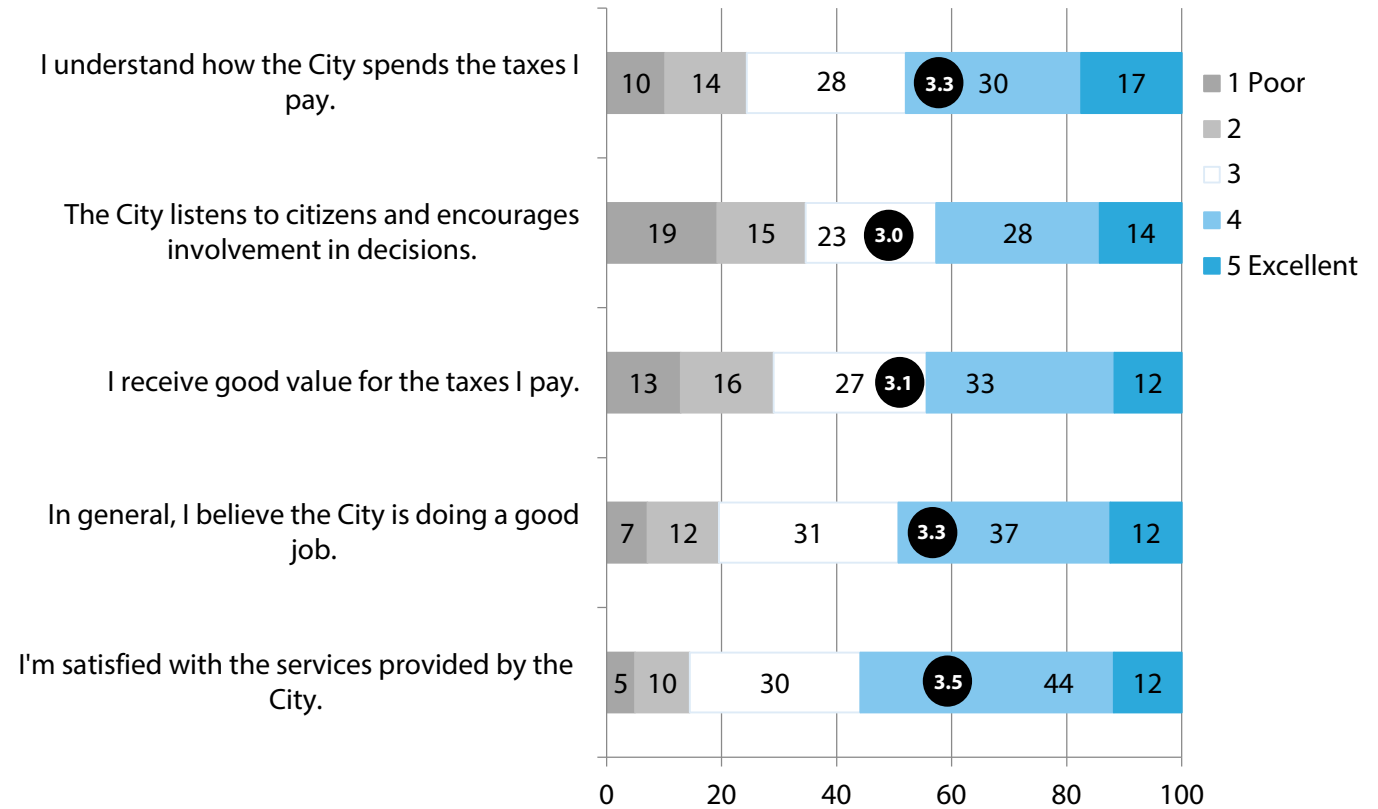
Importance-Performance of City Services

- 28 of the 31 services evaluated landed in the top quartile for importance and performance.
- 17 of the 25 evaluated in 2019 increased in performance between 3 and 11%.
- The Building Permits and Business Licensing service experienced the highest increase over 2019 with satisfaction levels increasing 45%. The Electric Utility had the second highest increase in satisfaction at 11% over 2019.
- Services including Fire and Emergency Response, Recreation Programs and Moving Services Online experienced a small drop in satisfaction. The largest drop was in the category of Bike Lanes and Sidewalks which decreased by 21%. (Sidewalks were historically bundled with Road maintenance. The separation of the categories and addition of bike lanes to the sidewalk category is new this year and reflects trends in other communities.

City Services Overall (%)

As part of the section to gather feedback on City services, participants were invited to share their views on the City's overall performance in several areas.

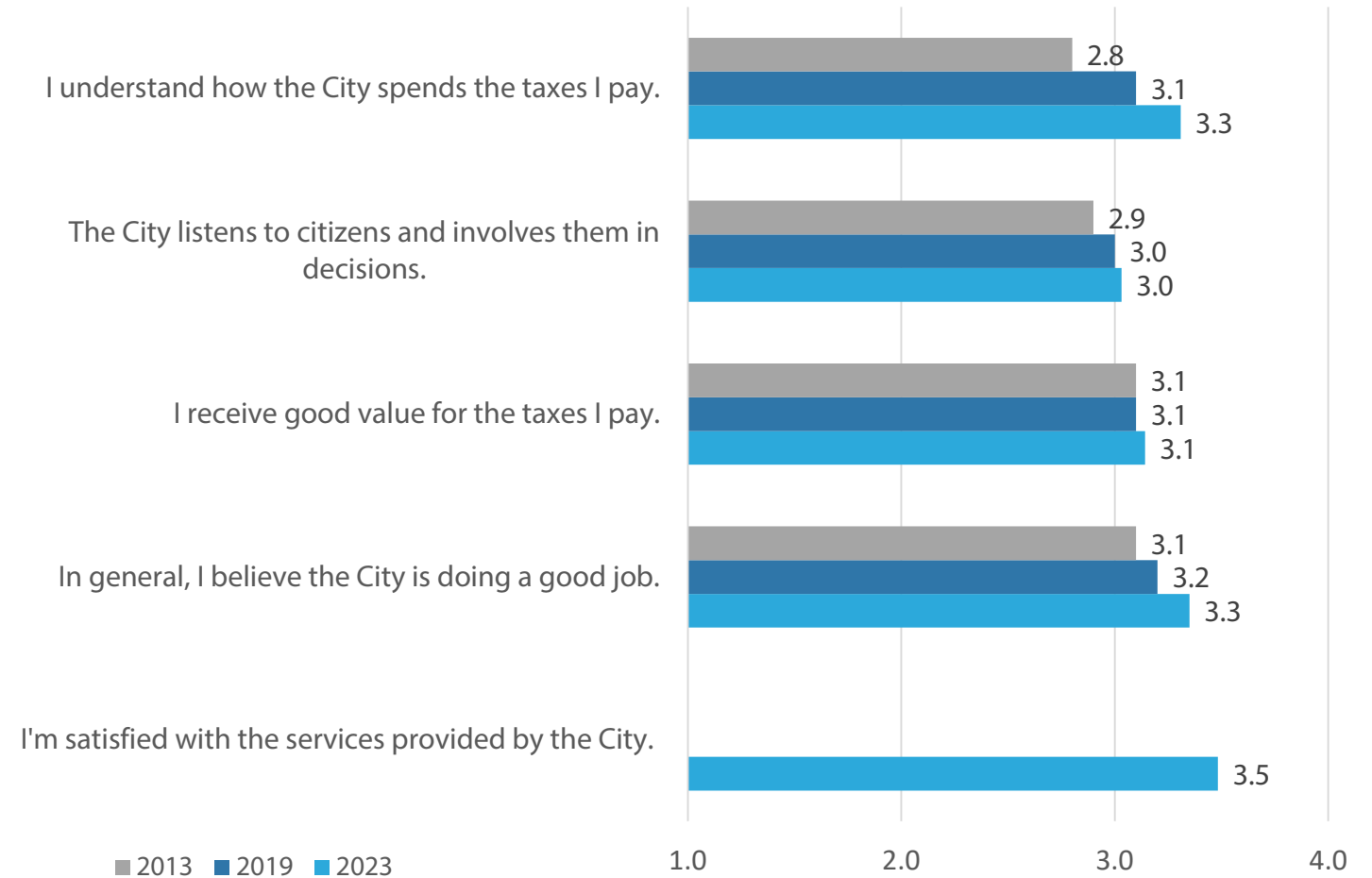
- All of the indicators received ratings of very good or excellent with the highest scores from 42 to 49% of participants.
- The majority of participants are satisfied with the services provided by the City with 56% rating this indicator as very good or excellent.



● Scores for each of the measures were converted into an Overall Average Rating to allow for comparisons.

How does 2023 compare?

- Participants' views of the City's performance remained the same or increased slightly over 2013 and 2019 results in all areas that were measured.
- The most significant change was an 18% increase in understanding of how the City spends tax dollars over 2013. There was also a notable increase in participants' views that the City is doing a good job.
- A new measure was added this year to reflect overall satisfaction with City services which received the highest average rating of all the indicators at 3.5.

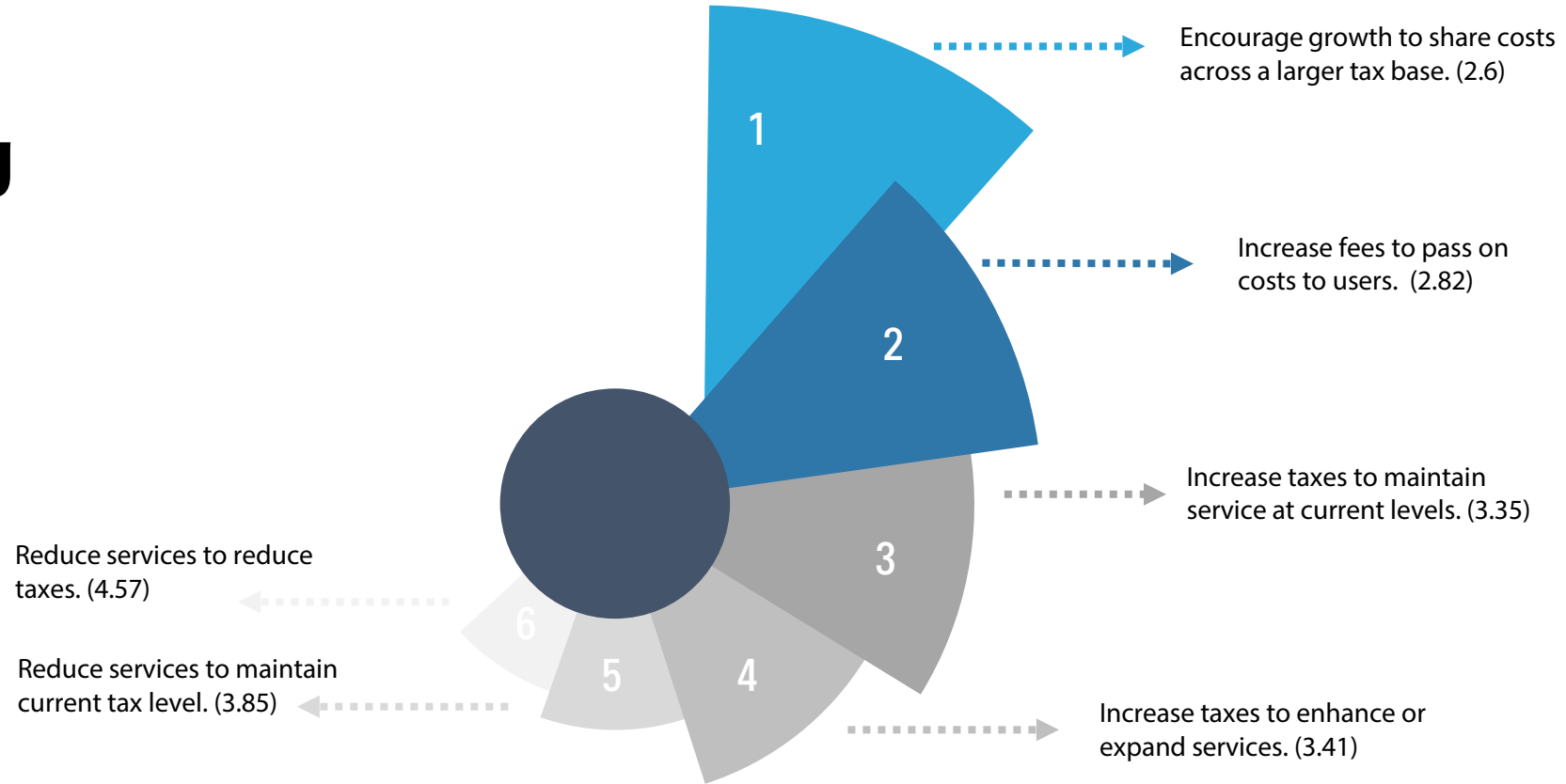


How should we address the rising costs of services?

Participants were asked to rank six options for addressing the rising costs of providing services, maintaining or replacing infrastructure and addressing community priorities.

Responses that received the highest ranking (i.e. 1 or 2 out of the 6 options) have the lowest average number.

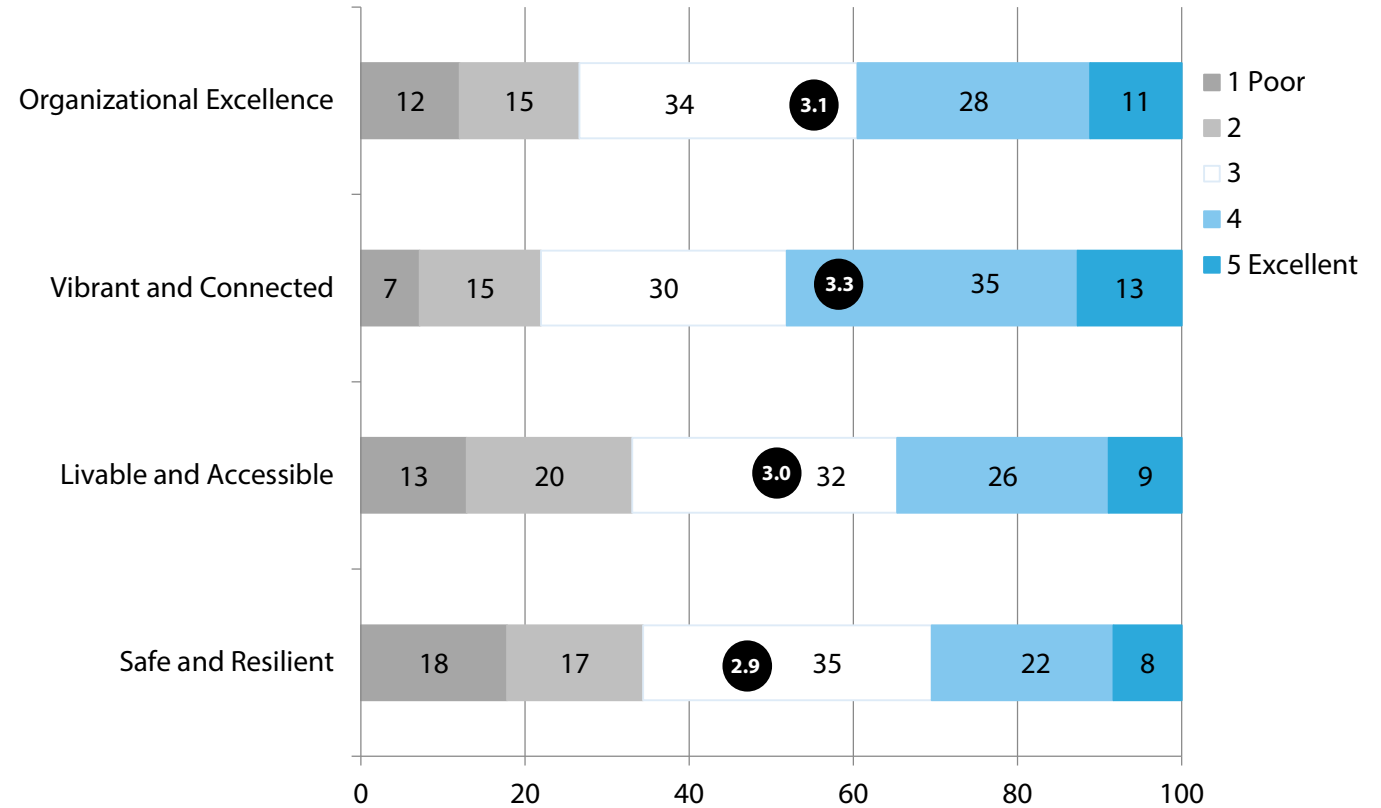
A version of this question is asked as part of the annual budget process and is a standard in the Citizen Survey. Residents consistently prefer to encourage growth, increase user fees or increase taxes to address rising costs as opposed to reducing service levels.



SECTION 3 – COUNCIL PRIORITIES

Council Priorities Overall (%)

Council has identified four priorities to focus on this term. The Citizen Survey invited participants to share their thoughts on the current state of these priorities to provide a benchmark to measure changes over the next few terms.



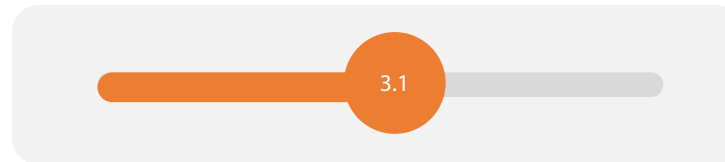
● Scores for each of the measures were converted into an Overall Average Rating to allow for comparisons.

What are your ideas?

Participants were invited to explain their ratings and provide their ideas. A selection of this input is provided on the next two pages. Complete results are included in Appendix C.

ORGANIZATIONAL EXCELLENCE

Foster a culture of service excellence built on good governance, leadership and sound financial decisions.



"The city is a small city with a small town mindset, however they need to start thinking like bigger cities because of the issues we have."

"Focus on necessary spending and budget for any special needs. Balanced budget and no unnecessary tax increases."

"The Mayor and Council should be more open and have to, thru newspaper and social media, explain the decisions they are making, that affect us all."

VIBRANT AND CONNECTED

Support vibrant and diverse activities creating opportunities for connection in community.

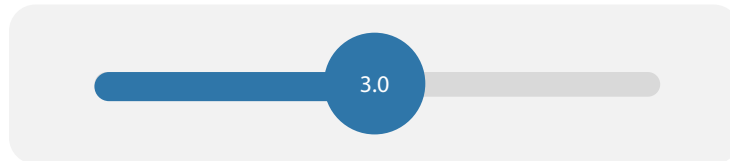


"I would like to see a joint project between PIB and the City to re-pave the channel bike/walking path. Add better bathrooms and garbage that the city could maintain. We have done joint projects for water/sewer/fire, let's work on some rec options."

"Diversify the grants the city offers to community organizations. There still seems to be a focus on sports, and events that do not benefit Penticton all year, and that do not provide to the community other than one part of the year."

LIVABLE AND ACCESSIBLE

Proactively plan for deliberate growth; focused on an inclusive, healthy, safe and desirable place to live.



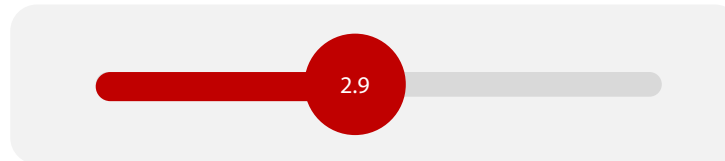
“It's not a desirable place to live if you can't find a place to live - More housing for working families, singles and couples.”

“More work on housing is needed and specifically lower cost housing for families. Yet most developers are building luxury housing. The City needs to take an active role in changing this.”

“Please try and get a compost collection up and running.”

SAFE AND RESILIENT

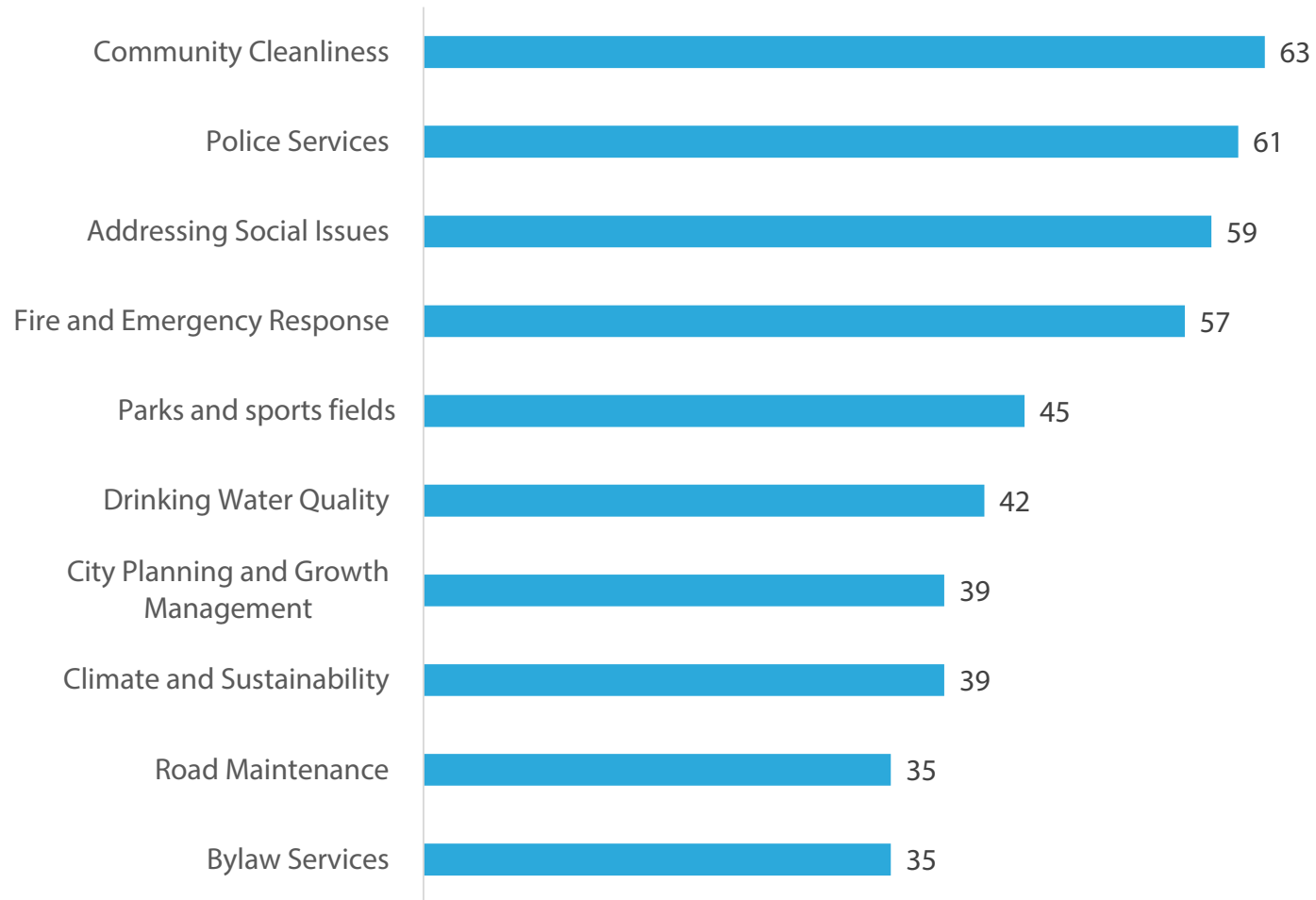
Enhance and protect the safety of all residents and visitors to Penticton.



“Preparing for emergencies and reducing crime are such different categories. I'm very happy with the fire department and am glad every time their funding is increased. Reducing crime requires long term plans that include supporting the vulnerable.”

“I just don't think we are getting to the root problem of the safety issue. I think we need to put time, money and advocacy into that.”

“Reducing crime starts with reducing the root causes of crime. Asking RCMP and Bylaw to move people along simply moves the problem.”



Priorities for Investment (%)

Participants were invited to consider a list of areas where the City can focus its investments and identify their ten priorities. The most common areas identified are provided in this chart.

SPECIAL TOPICS

Three additional sections were included to gather input on projects that were underway at the same time as the Citizen Survey. These results will be reported separately as part of the projects:

Section 4 – Accessibility

Section 5 – Official CommuniTREE Plan

Section 6 – Utility Rate Review: Water Rates

APPENDIX A

City Comparisons

City Comparisons

Recent Citizen Surveys from Kelowna (2022) and Kamloops (2022) were reviewed to identify comparisons of note.

- Perceptions of overall quality of life for all three cities are positive but down from previous years.
- Residents of all three cities indicated that the quality of life worsened in the past three years. (Kelowna 55%, Kamloops 64% and Penticton 66%)
- All three cities share social issues and crime and safety as two of the top three issues facing their communities.

Top Issues	Penticton	Kamloops	Kelowna
Social Issues	2	1	1
Crime/Safety	1	2	3
Housing	3		
Healthcare		4	
Growth and Dev			4
Affordability	4	3	
Transportation			2

APPENDIX B

Voluntary Comparison

Voluntary Comparison

As part of the 2023 Citizen Survey, the City conducted both random and voluntary samples to better reflect the views of the general community while also providing all interested residents with the opportunity to share their feedback. As the voluntary sample tends to include bias either for or against the topic of research, random sample surveys are the preferred survey method to reflect public opinion and are highlighted in this report.

Given the significant response to the voluntary sample, it is recommended that these results also be reviewed. This chart compares the voluntary and the random responses to the question about Overall Quality of Life in the 2023 Citizen Survey. The results show that on all indicators, the voluntary results are between 6 and 10% lower than the random results as expected



APPENDIX C

Verbatim Comments

(see separate attachment)