

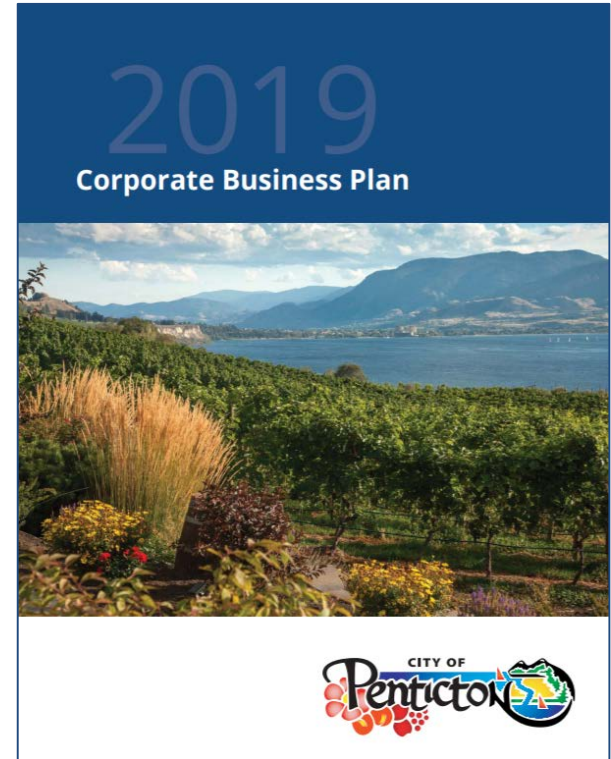
2019 Citizen Survey Overview and Summary of Results

June 28, 2019



Background

- City gathered community input to support the development of the strategic priorities
- Citizen Survey was a deliverable of the 2019 Corporate Business Plan
- Desire to gather this input in April to support Council's strategic planning work in May



What is a Citizen Survey?

- Bi-annual survey
- Supports the development of City plans
- Measures improvements or changes
- Benchmarks with other communities
- Penticton's last Citizen Survey was conducted in 2013



DISCOVERY RESEARCH



2013 Penticton Citizen Survey

Detailed Report on Findings

Prepared For: *City of Penticton*

Prepared By: *Discovery Research*

Date: *Sept 2013*

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penticton.ca

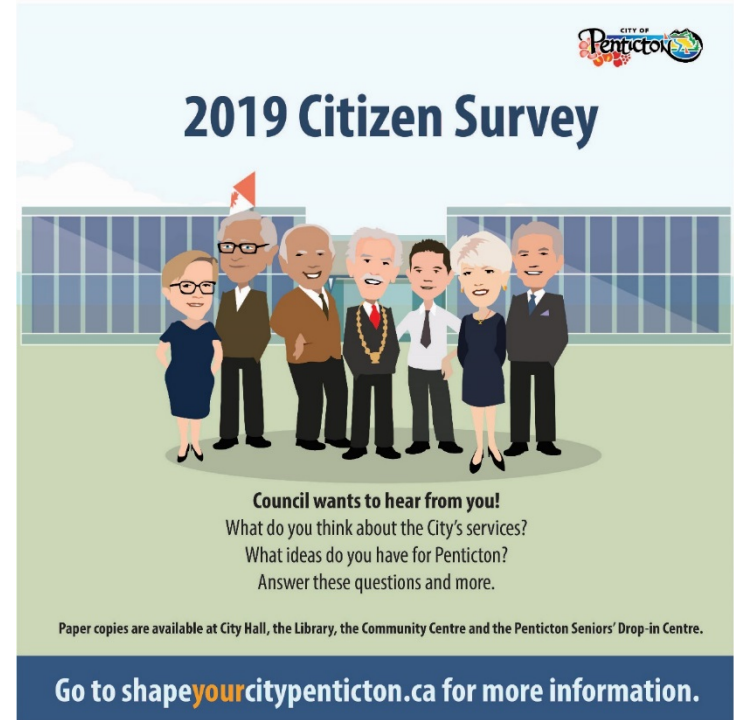
Plan

- Survey ran from April 18 to May 3
- Online at shapeyourcitypenticton.ca
- Paper copies at Seniors' Drop-in Centre, City Hall, Library and Community Centre
- Different sampling methodology to 2013 (voluntary versus random)
- Special 'high school edition' (56 responses)



What did we measure?

- Quality of life
- City Services
- Strategic Priorities



The poster features the City of Penticton logo in the top right corner. The title "2019 Citizen Survey" is prominently displayed in the center. Below the title is a cartoon illustration of seven city council members standing in front of a modern building with large windows. The council members are diverse in age and appearance, including a woman in a blue dress, a man in a brown suit, a man in a brown suit, a man in a dark suit with a gold chain, a man in a white shirt and tie, a woman in a blue dress, and a man in a dark suit. The background shows a green lawn and a blue sky with clouds.

2019 Citizen Survey

Council wants to hear from you!
What do you think about the City's services?
What ideas do you have for Penticton?
Answer these questions and more.

Paper copies are available at City Hall, the Library, the Community Centre and the Penticton Seniors' Drop-in Centre.

Go to shapeyourcitypenticton.ca for more information.

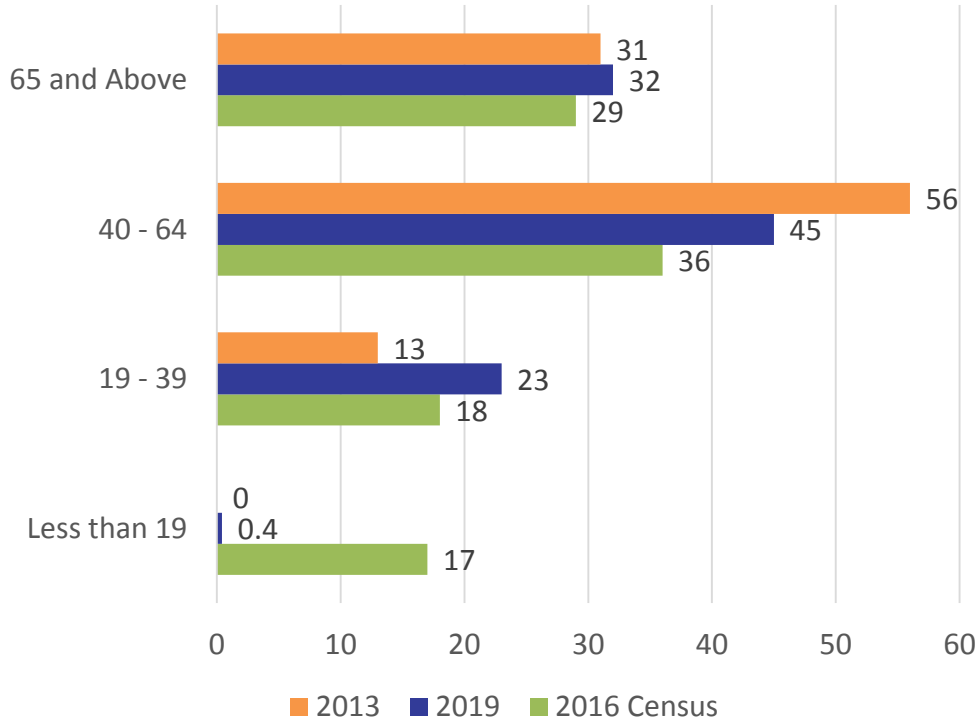


Results

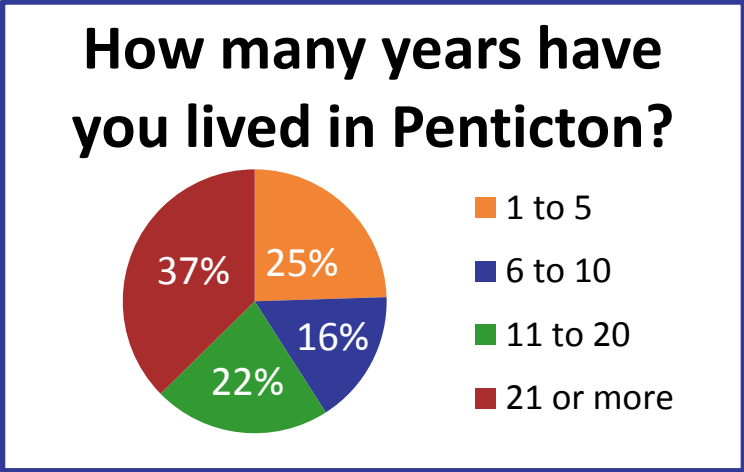
**Please note that as the methodology used for the 2019 Citizen Survey was different than the 2013 version, the findings cannot be generalized across the population and comparisons with 2013 results are provided for illustration purposes only.*



Who did we hear from? (%)



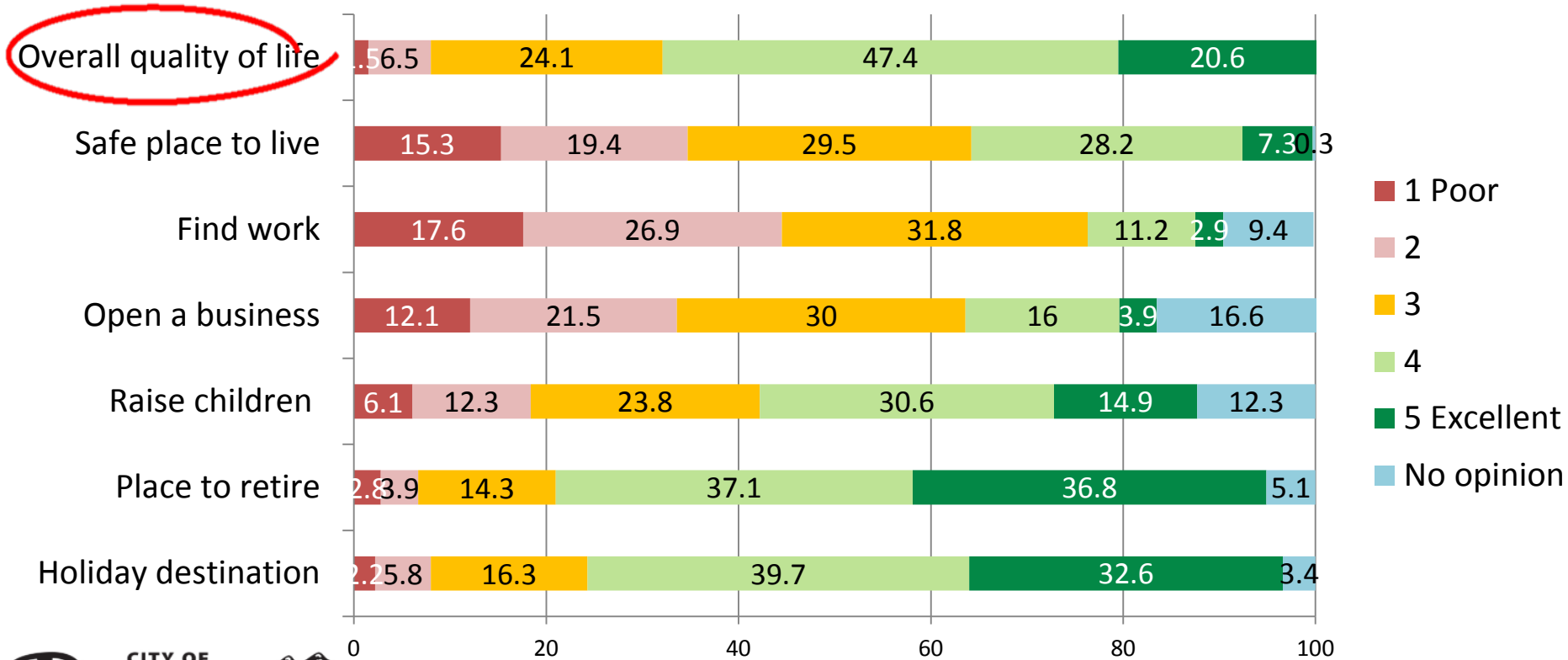
1,171 surveys received



Quality of Life

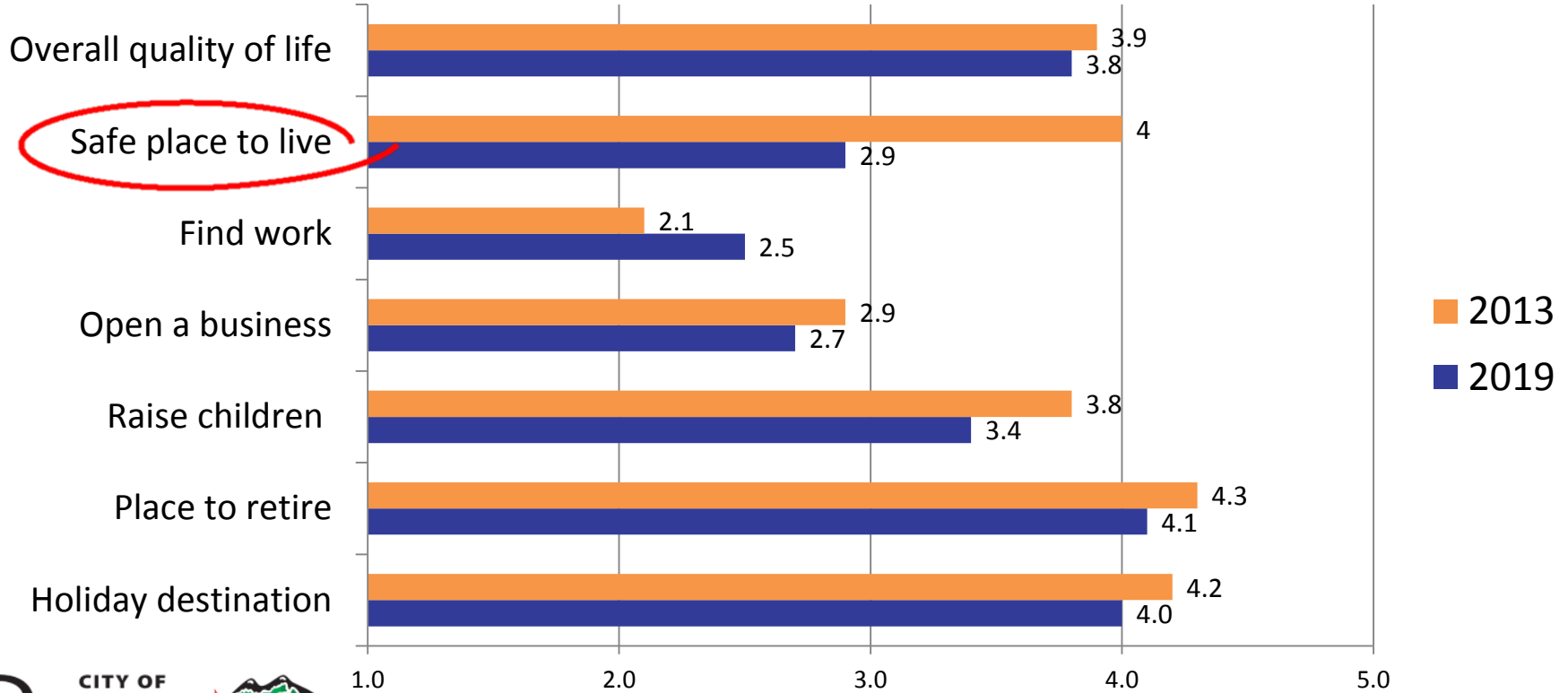


Quality of Life Results (%)

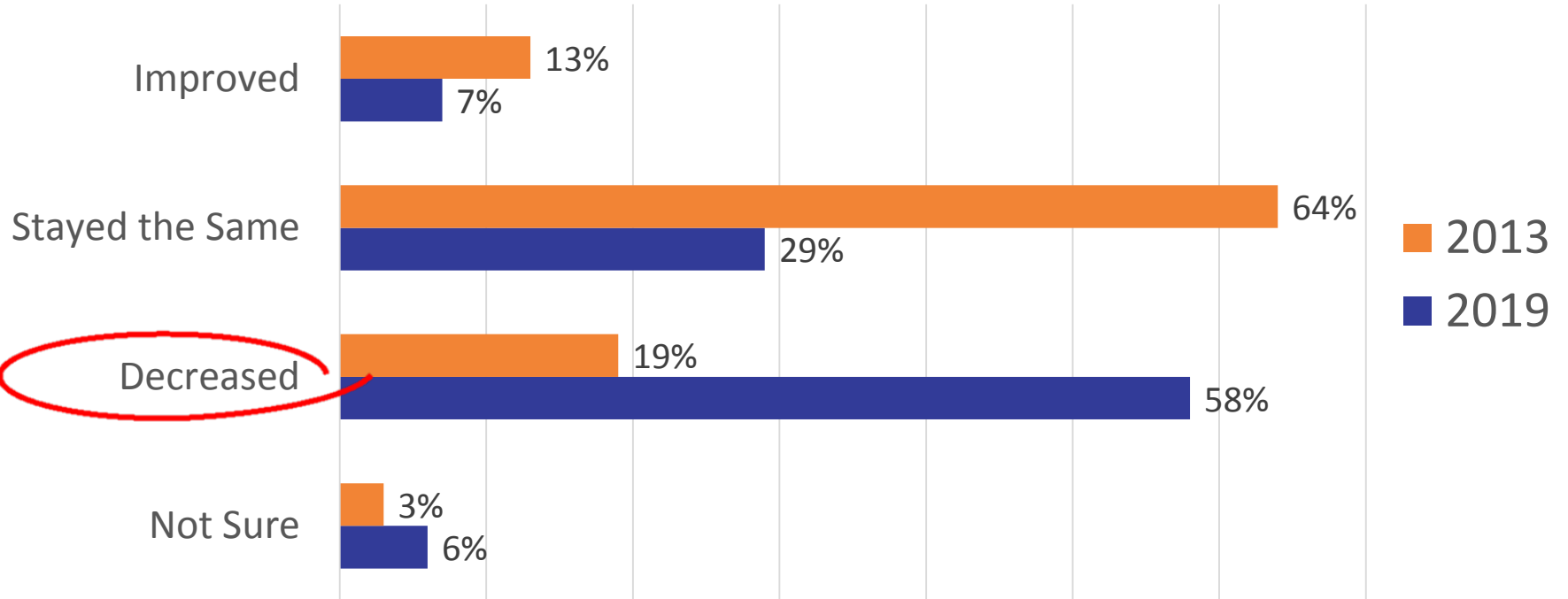


Quality of Life 2013 Comparison

*To allow for comparison, the 2013 scale has been converted from 10 point to 5 point.



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



Quotes about quality of life

“The events Penticton does put on are amazing. However Penticton needs to continue to attract people to our city which means more development, both tourism and Economical.”

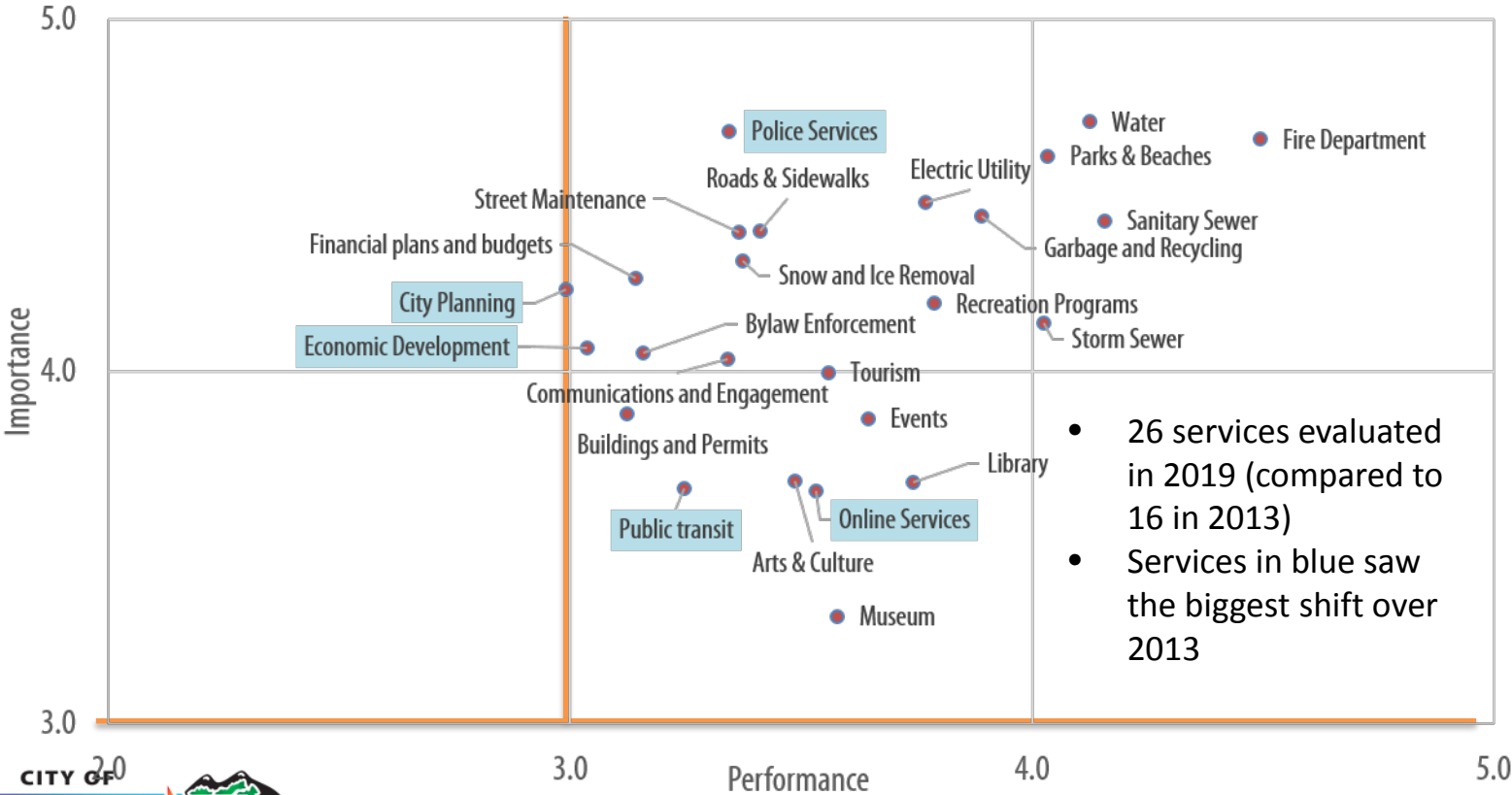
“I mentioned that I think quality of life has decreased...only because I believe that there are some safety issues as far as recent crimes are concerned.”



City Services



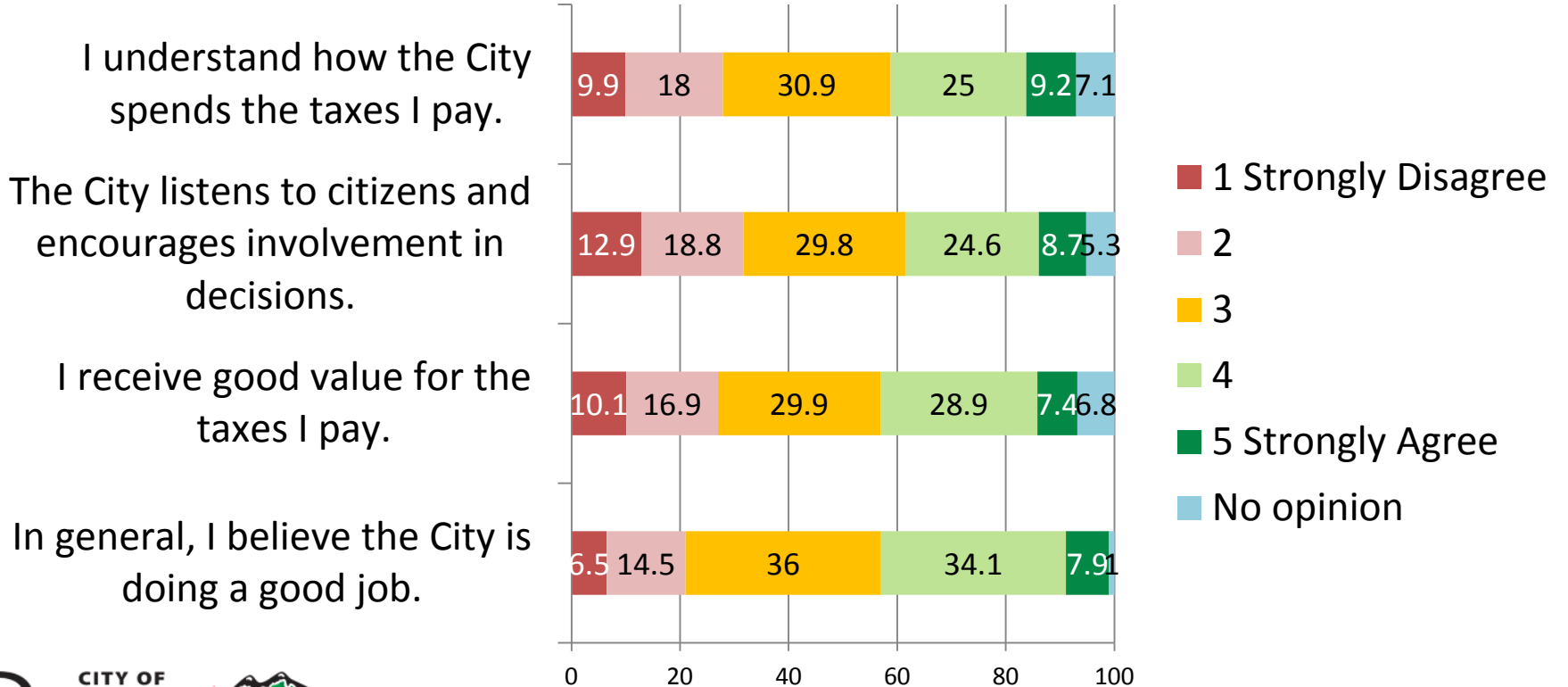
2019 City Services Importance – Performance



- 26 services evaluated in 2019 (compared to 16 in 2013)
- Services in blue saw the biggest shift over 2013

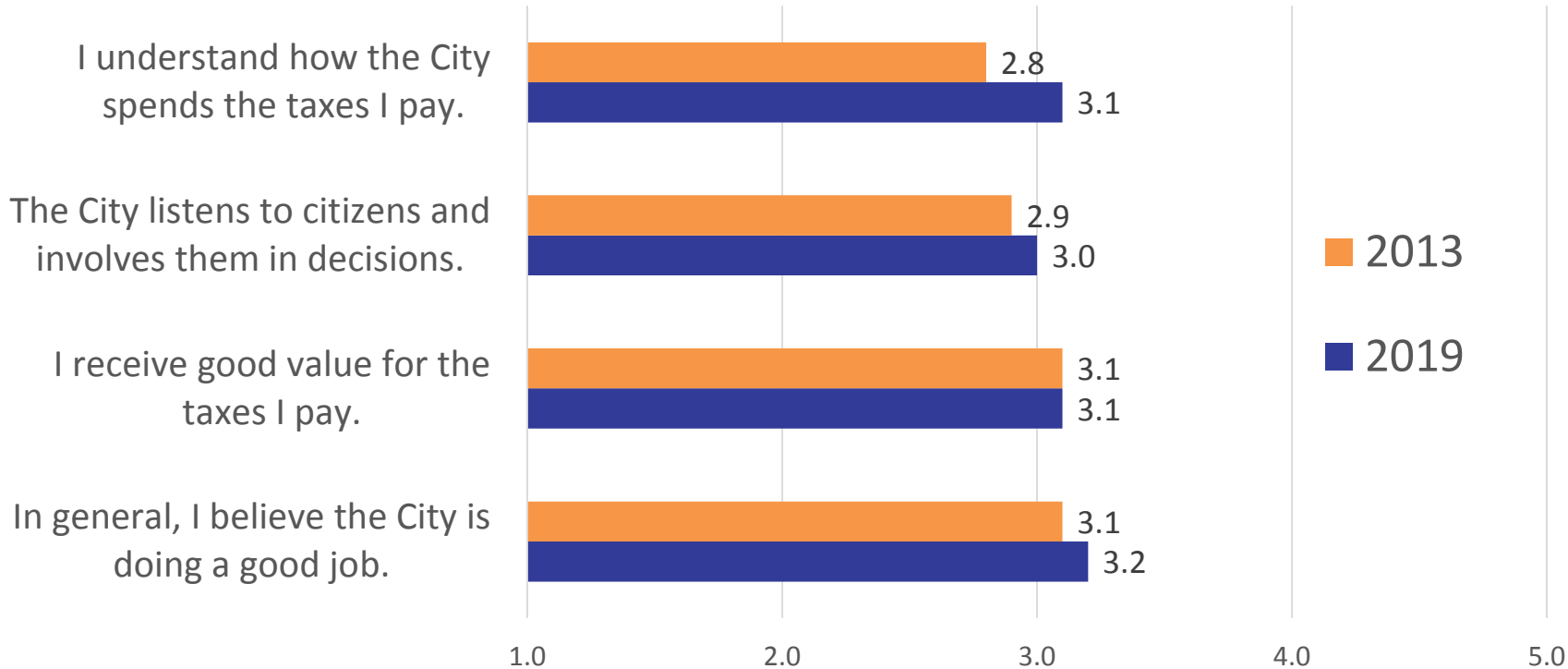


How is the City of Penticton doing? (%)



How is the City of Penticton doing?

*To allow for comparison, the 2013 scale has been converted from 10 point to 5 point.



Quotes about City Services

“Penticton is vibrant but more can always be done - especially to support arts and culture, library, museum.”

“We need to market ourselves as a clean safe holiday and retirement place BUT also keep growing our services for families and working people so we do not stagnate.”



Strategic Priorities



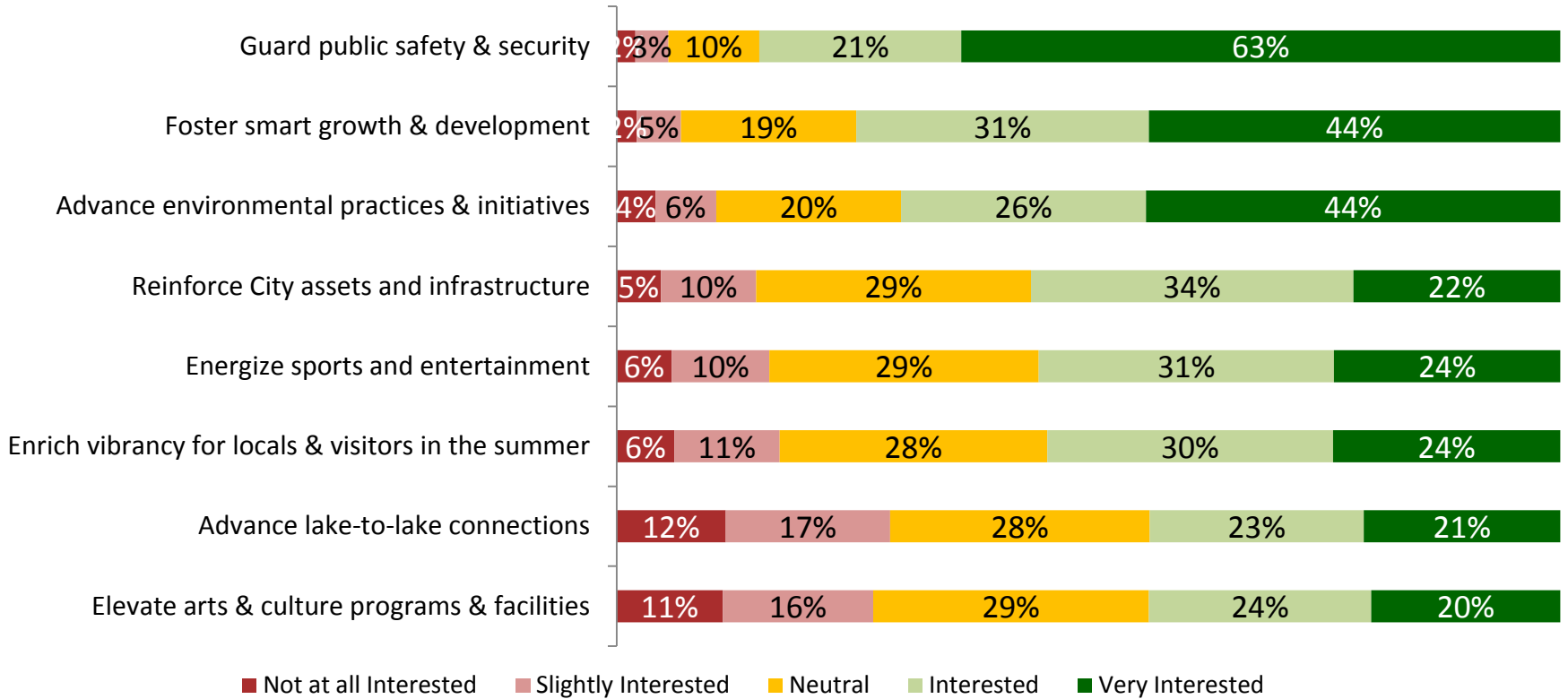
What should we focus on next?

Participants were asked to rate their interest in the following strategic priorities:

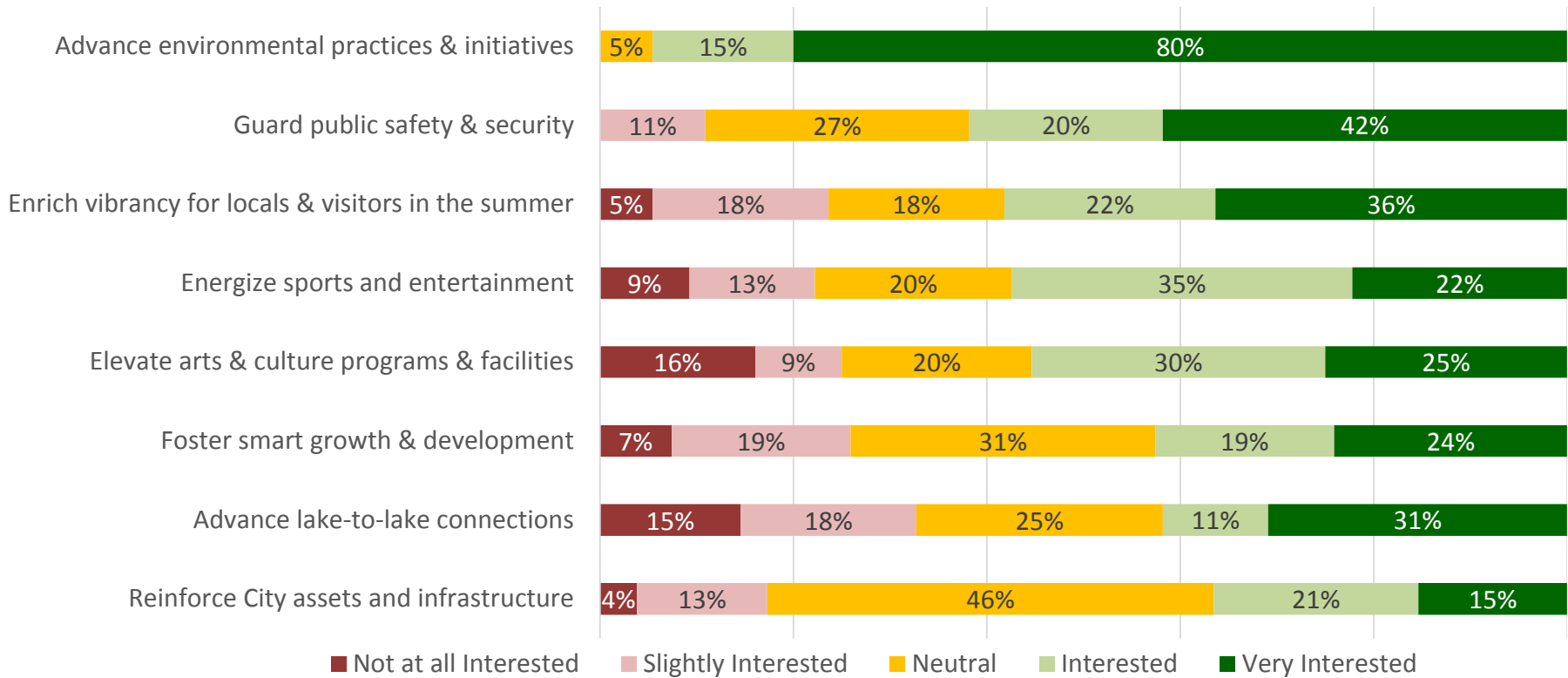
- Reinforce City assets
- Guard public safety & security
- Advance lake-to-lake connections
- Enrich vibrancy for locals & visitors in the summer
- Foster smart growth & development
- Elevate arts & culture programs & facilities
- Energize sports and entertainment
- Advance environmental practices & initiatives



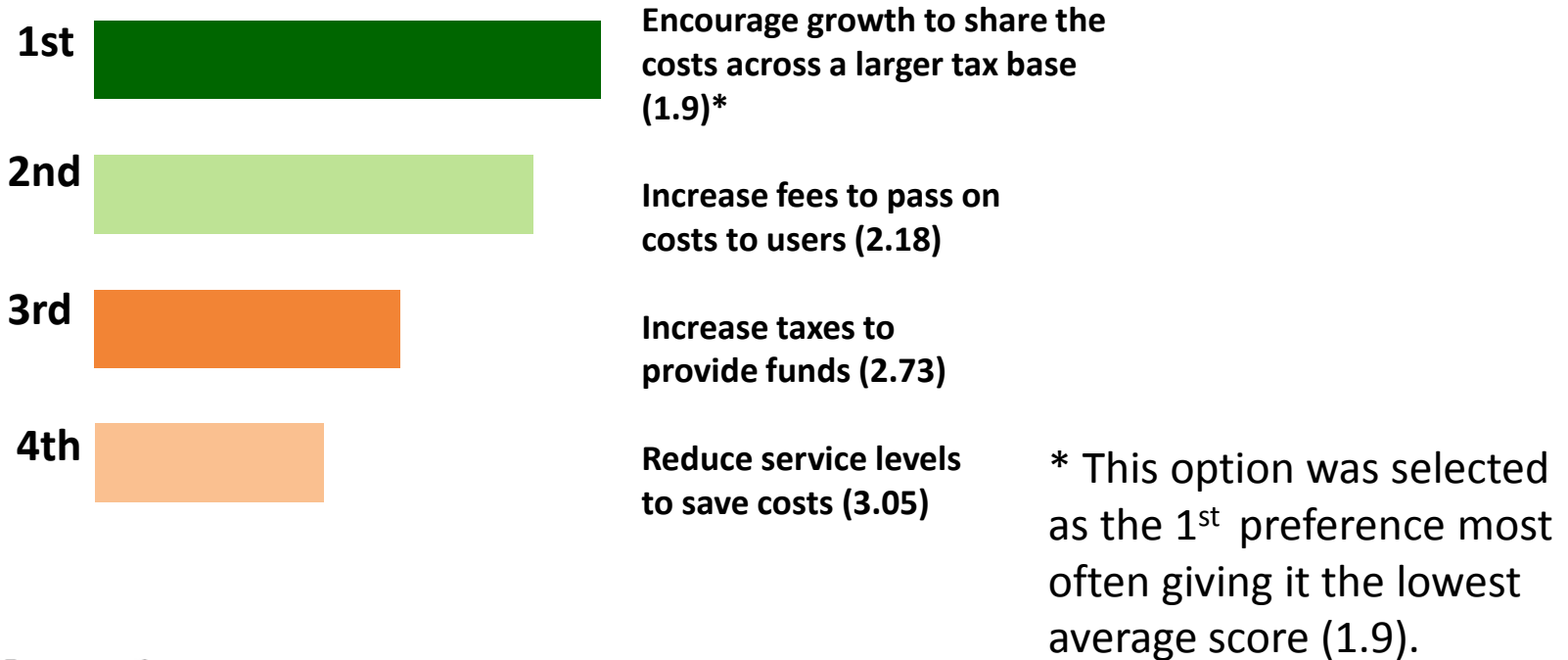
What should the City focus on next?



What should the City focus on next? High School Results



Rank the options for increasing revenue to fund rising costs of services in order of preference...



Quotes about strategic priorities

“We place far too much emphasis on Penticton as a tourist town. Let’s diversify our economy and economic base.”

“Penticton is a great City - we just need to invest more in things that attract young people, tourism, families and affordability. ”

“City can be more pro-active in "greening-up"- looking after infrastructure, less focus on cars/parking. more on public transit and could look at supporting services to residents.”



Selection of responses to ‘What is your big idea?’

- Create more natural inspired spaces
- Connect young and old (mentorship)
- Green energy
- Convert run down properties to pocket green spaces
- Composting for organics
- Cable car system up Carmi
- Clean city / community pride

High School

- Ban plastics
- Control waste / public composting
- Youth mental health
- More activities
- Address homelessness

Next steps

- The results were provided to Council to support the development of the strategic priorities and to staff to support the next business planning cycle.
- Complete results are available at shapeyourcitypenticton.ca.
- Analysis of results is ongoing.

