

Quesnel Citizen Satisfaction Survey Final Report

January 17, 2011

Introduction

The City of Quesnel conducted a Citizen Satisfaction Survey in late 2010 and early 2011. There were three major components to the survey.

1. The City contracted Discovery Research to conduct a telephone survey of 400 randomly selected City residents. Calls were made between Monday Nov. 15 and Friday Nov. 19. The final report was received from Discovery research on Nov. 30. This survey is considered accurate to within +/- 4.9%, 19 times out of 20. (Appendix A)
2. The second component was an identical online survey designed for residents who did not have the opportunity to participate in the telephone survey. (Appendix B). The residential online survey was open from Wednesday Dec. 23 to Friday Jan. 7. This survey was completed by about 120 people, although only 80 provided responses to most questions.
3. The third component was a survey designed for business owners and operators to answer from the perspective of being a business owner or operator. This survey was also open from Wednesday Dec. 23 to Friday Jan. 7, and was completed by 26 respondents, with 16 providing answers to most questions (Appendix C).

Telephone Survey

Comparisons between the 2003 and 2010 figures are not exact. A sample of 200 residents was used in 2003, compared to 400 in 2010. In 2003, satisfaction ratings were generated from a 5-point scale with the top 2 boxes equal to "*very satisfied*" and "*somewhat satisfied*". For comparison purposes, the top 2 boxes were grouped together and classified as "*Satisfied*". In 2010, satisfaction ratings were generated from a 10-point scale with the top 4 boxes (7, 8, 9, 10) being grouped together and classified as "*Satisfied*". Given the different scales, an "apples to apples" comparison of the two surveys is not possible. However, using recoded scales described above, those who are "satisfied" with the services from both surveys have been identified; this comparison is a valid tool to use during the evaluation and decision-making process.

The next Citizen Satisfaction Survey should use the new scoring methodology and sample size to ensure a more accurate statistical comparison.

Online Survey

An online survey containing the same questions as the telephone survey was provided for citizens to complete. This survey was open from Wednesday Dec. 23 to Friday Jan. 7. It was completed by about 120 people, although only 80 provided responses to most questions.

The City completed the online survey for several reasons. The first was an attempt to be as inclusive as possible. We wanted everybody to have the opportunity to complete the survey. Council has indicated a desire to have as much feedback during the budget process as possible. We also wanted to learn more about online surveying and how the results would stack up to the phone results, if possible.

Regarding the online results, unfortunately we have a very small sample size, which, according to our survey contractor, should be considered anecdotal and can not be compared directly to the phone survey results. The results may not be added to the phone results either, as this would skew the statistical viability of the phone responses.

A larger online sample size of 400 to 500 would be preferable; however, it would still not be considered the same statistically as the phone survey. The reason for this is "self-selection bias." Someone completing the survey online has had to make an effort to complete the survey. They may have heard about it in the news, online or via an e-mail invitation; they have not been randomly selected via the same means. They still have to make the effort to go and complete the survey and, typically, have an interest in doing so.

The better practice is to compile a list of e-mails (thousands). You would then randomly select 1,000 and send a specific invitation to those individuals to complete an online survey with a direct link to that survey included in the e-mail. This would typically generate a higher sample size of 30% or 300 (hopefully) and be a more statistically valid way of surveying.

The online responses are valuable, but should be considered through a different lens than the phone results. They provide baseline data for future online surveys, while also identifying specific issues of interest.

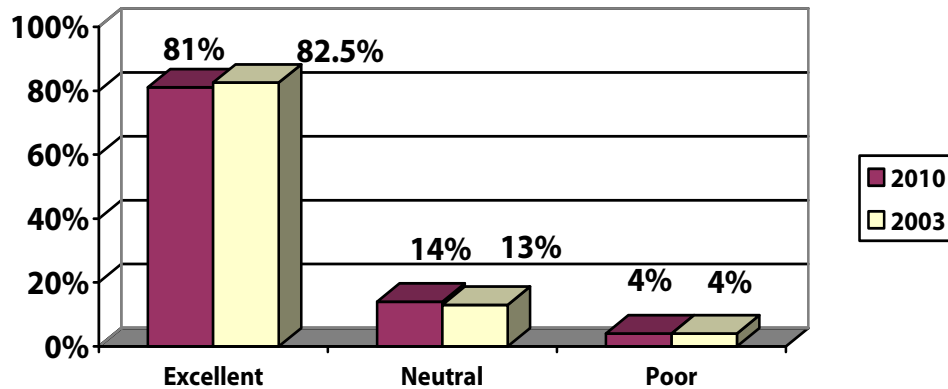
Quesnel 2010 Citizen Satisfaction Survey Final Report

Appendix A

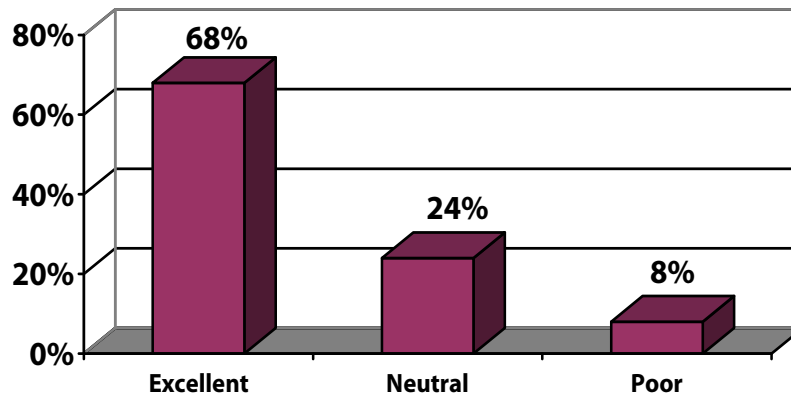
Telephone Survey Responses

How would you rate ...

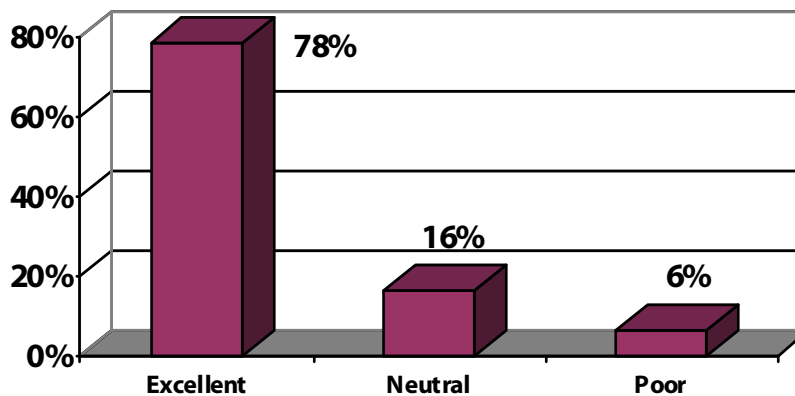
Overall quality of life?



Quesnel as a place to retire?

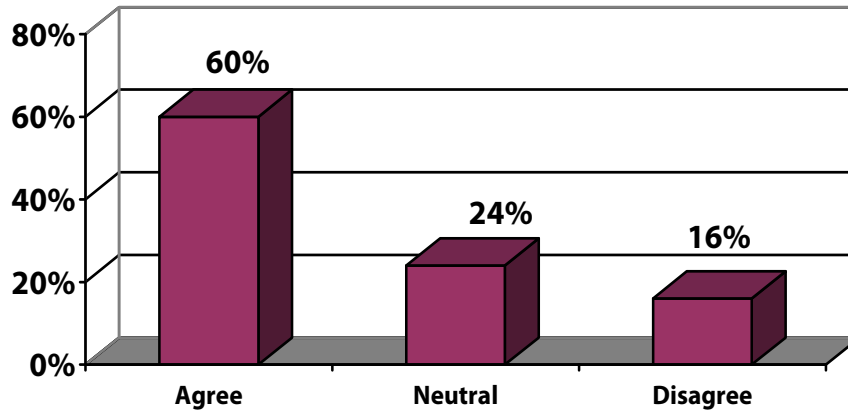


Quesnel as a place to raise children?

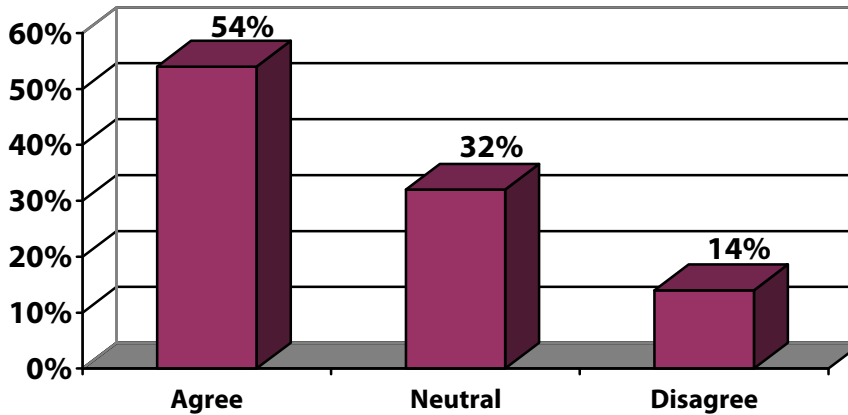


Please rate your level of agreement with the following statements.

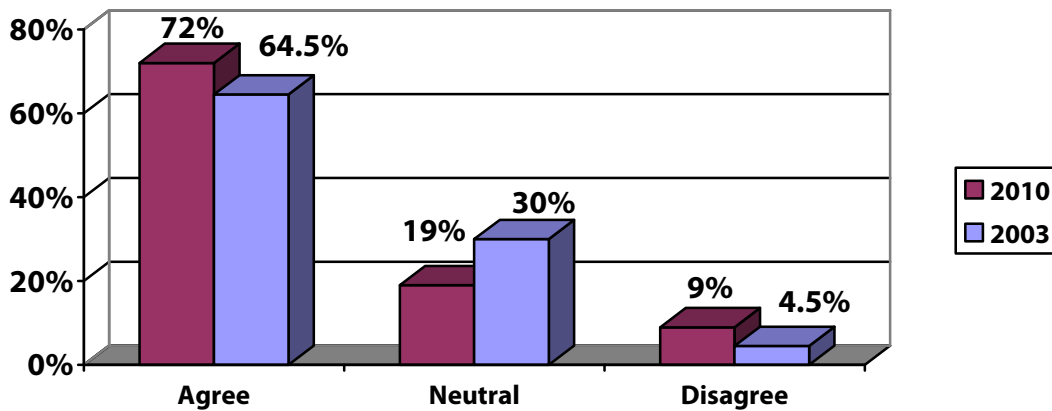
I receive good value for the taxes I pay.



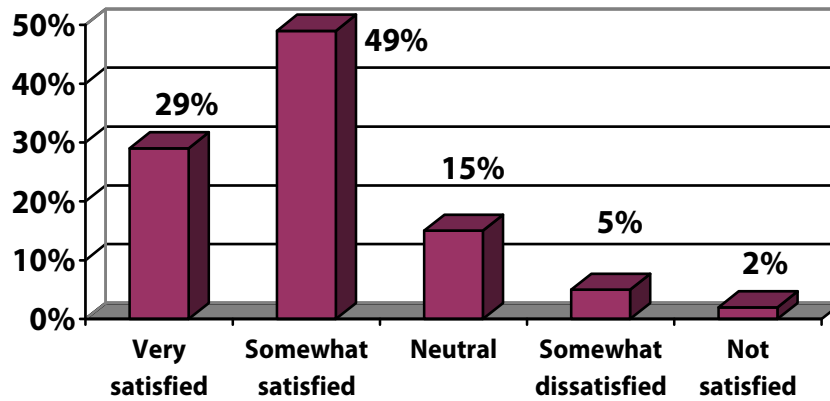
The City listens to citizens and encourages their involvement.



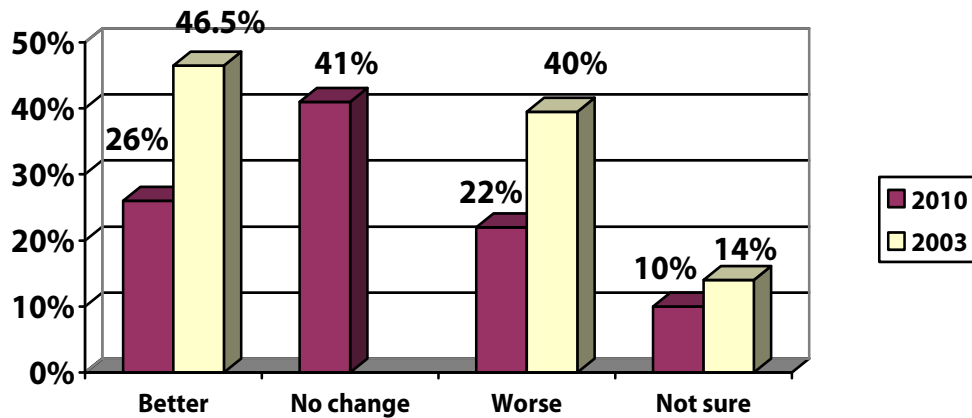
In general, I believe the City is doing a good job.



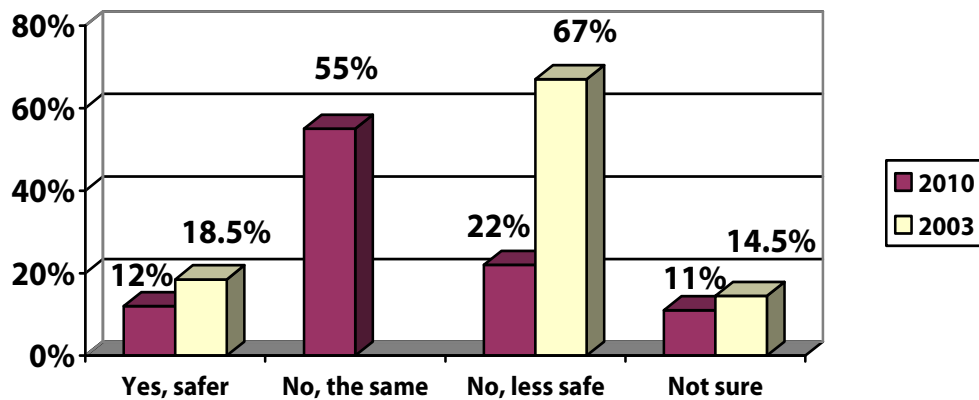
How do you rate your overall satisfaction with the services and programs provided by the City of Quesnel?



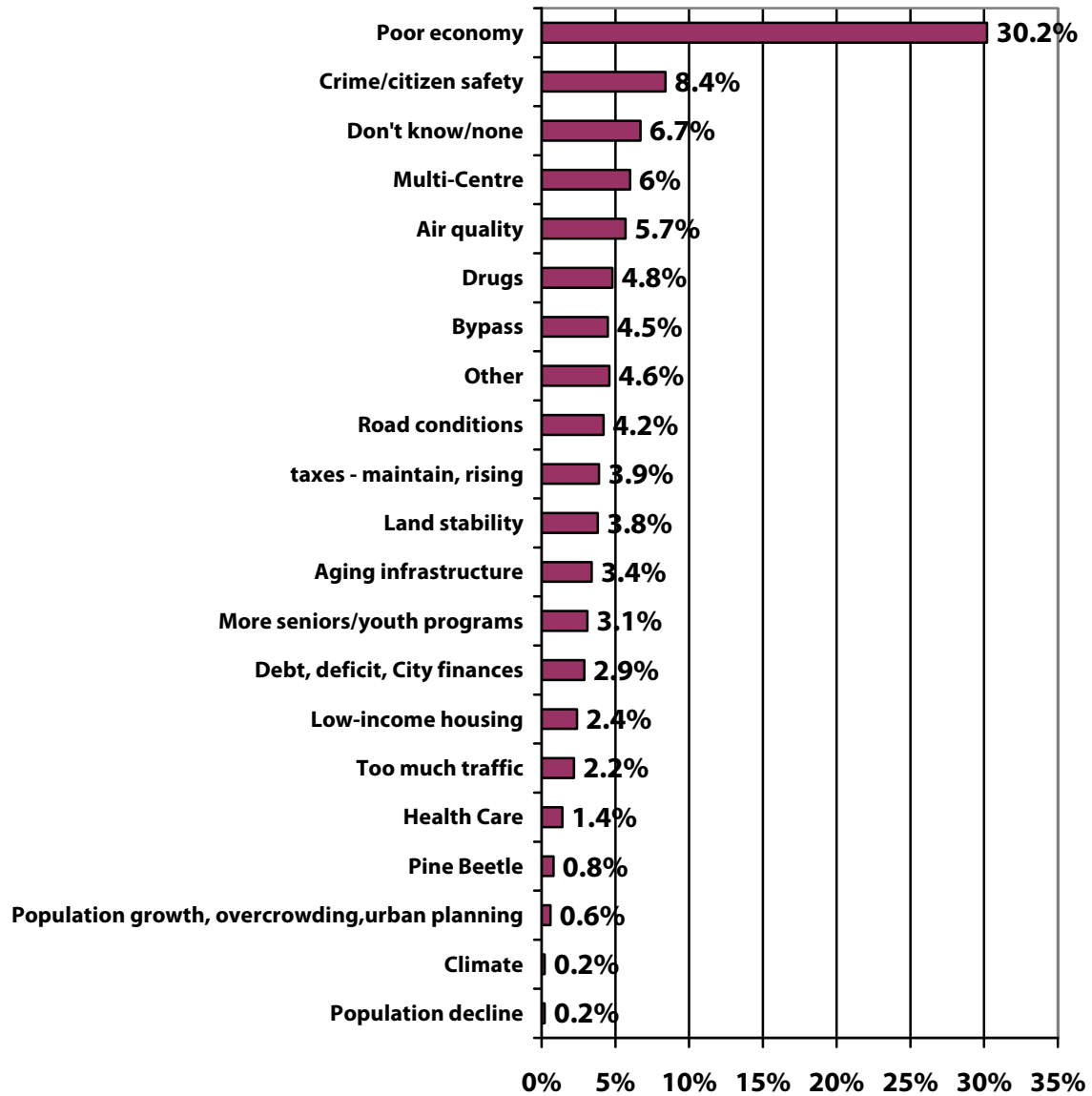
Compared to five years ago, how do you feel the quality of life for Quesnel residents has changed?



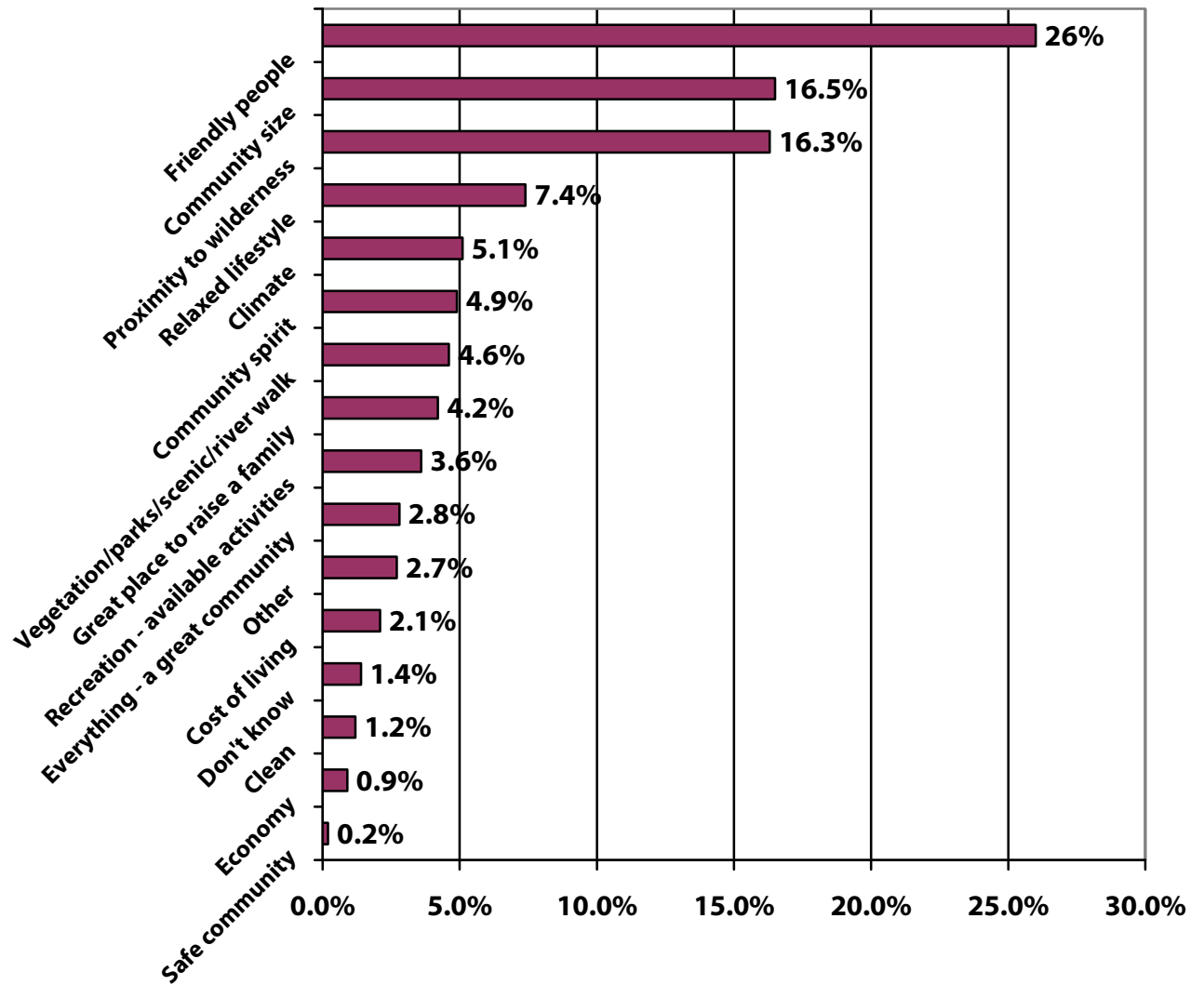
Compared to five years ago, do you feel Quesnel is a safer place to live?



What is the most important issue facing the City of Quesnel?

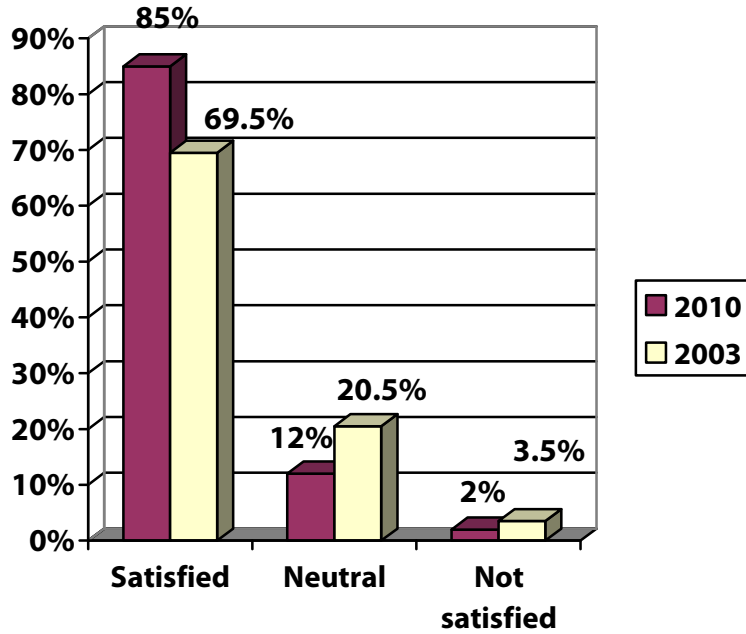


What is your favourite thing about living in Quesnel?

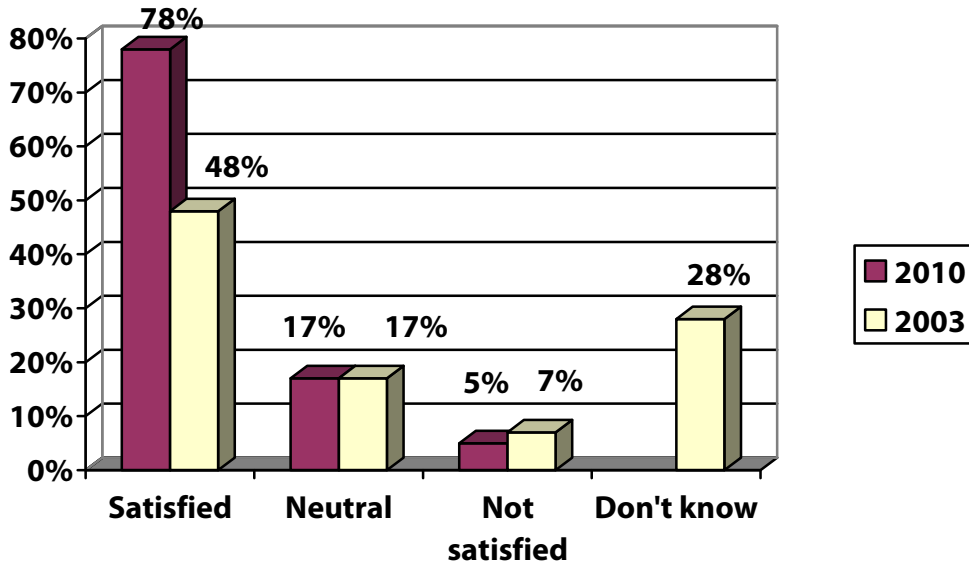


How satisfied are you with the following Recreation and Leisure Services?

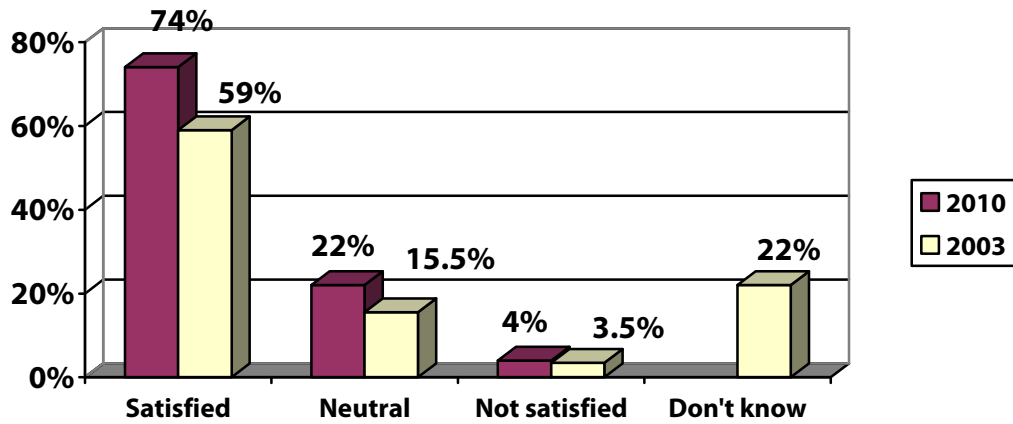
City Parks



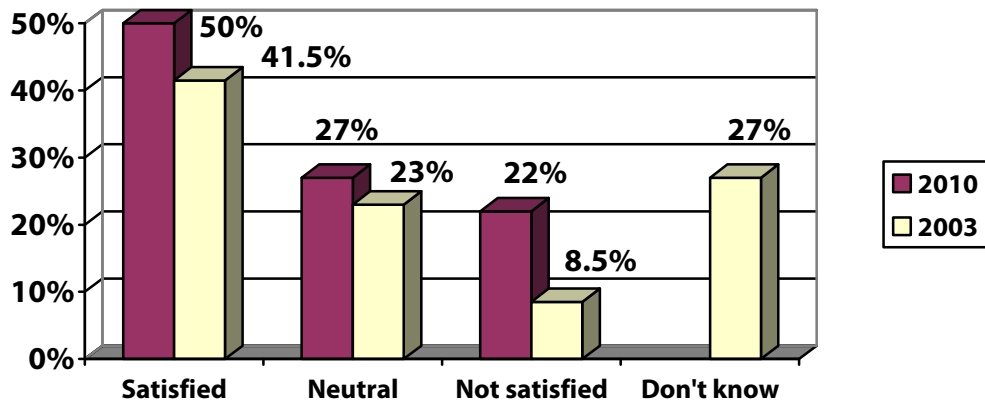
City Playgrounds



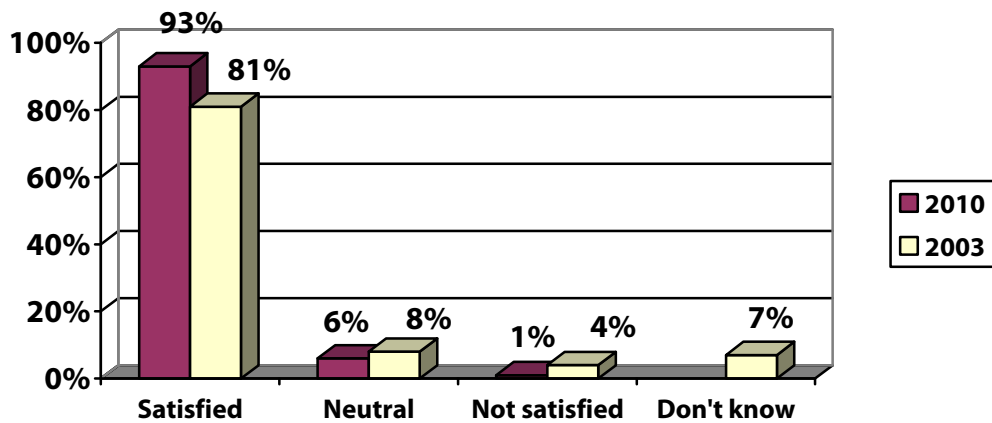
Museum



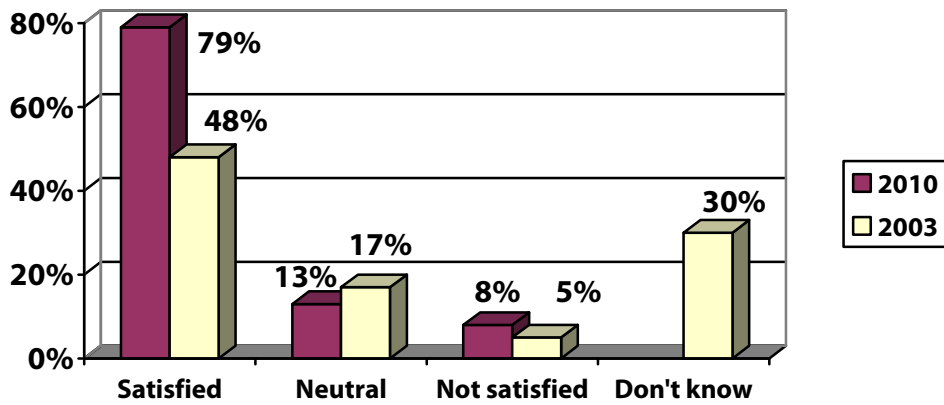
Twin Arenas



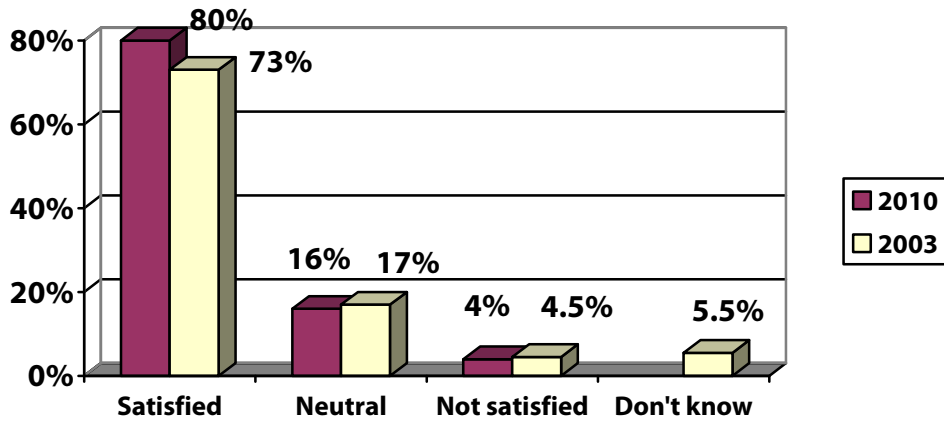
Riverfront Trail



City sports fields (not including school fields)

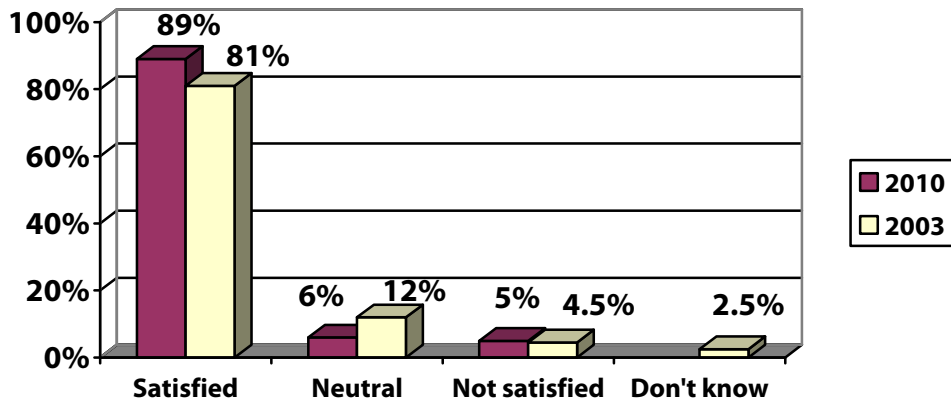


Overall satisfaction

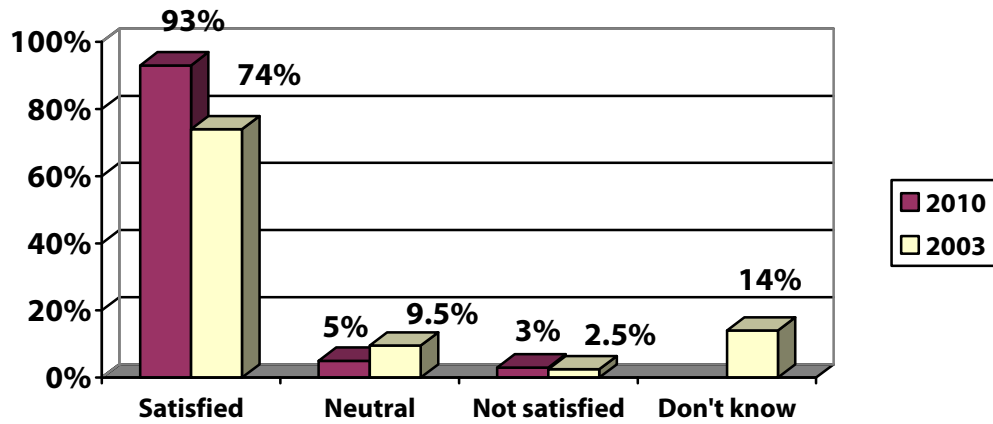


How satisfied are you with the following City utilities?

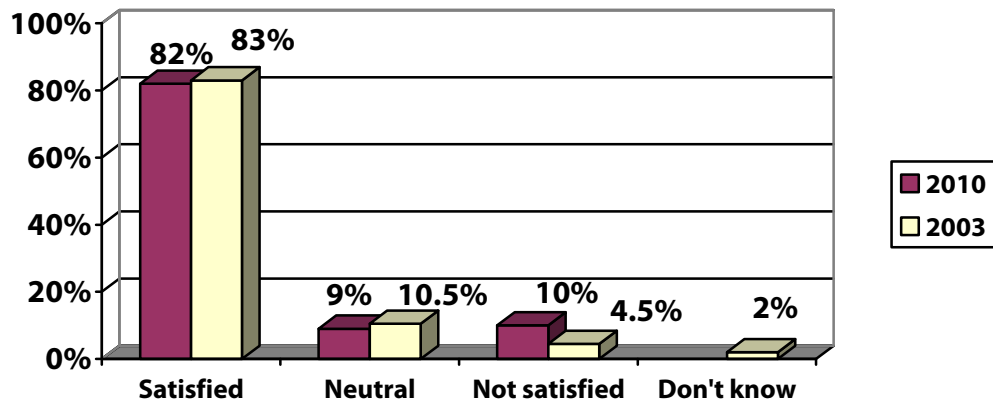
Water supply



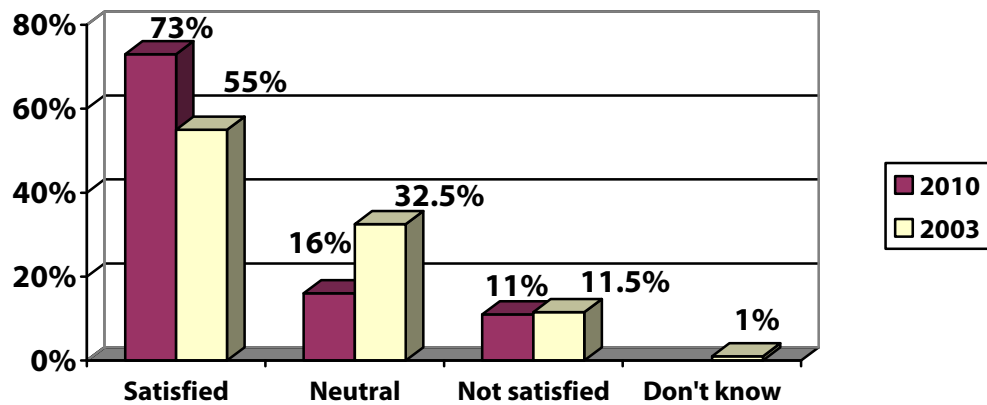
Sewage treatment



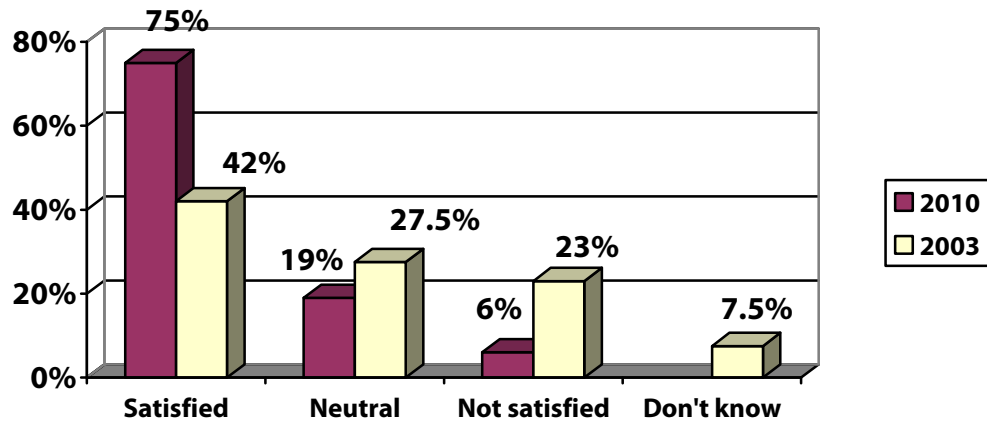
Garbage collection



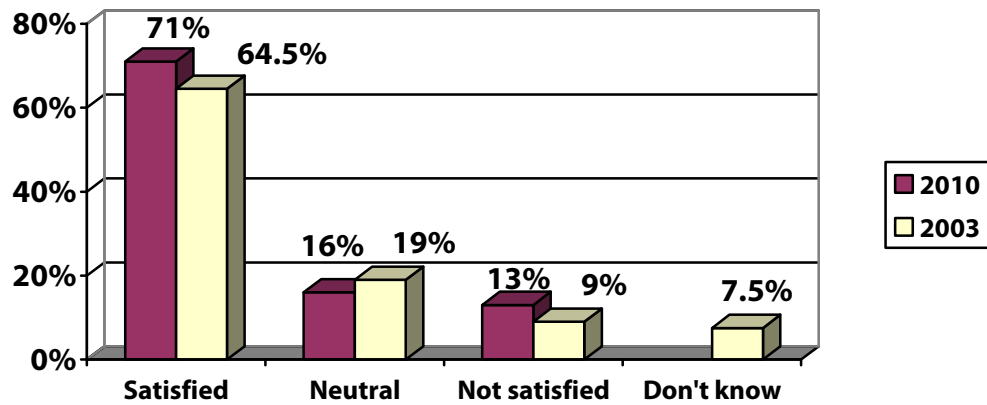
Street lighting



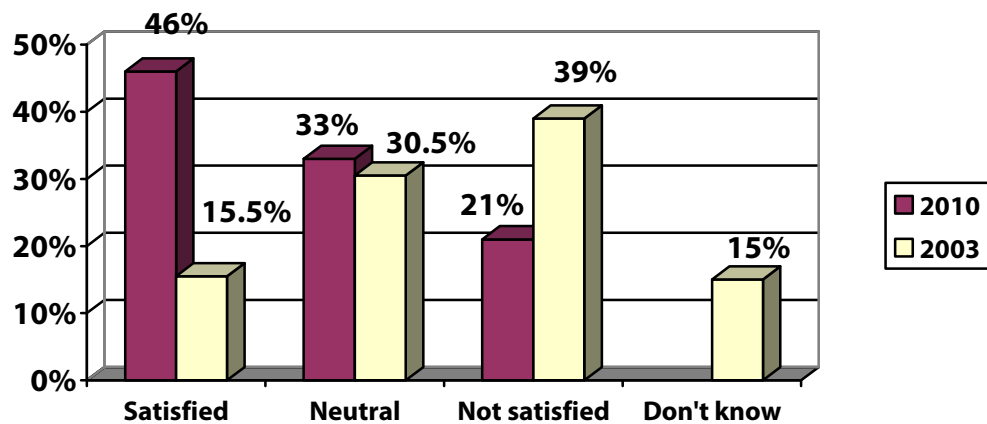
Animal control



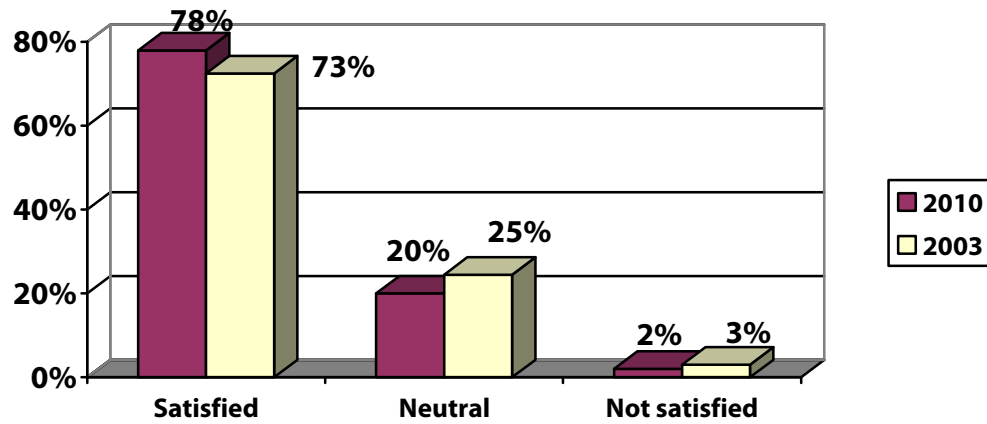
Recycling Services



Public washroom availability

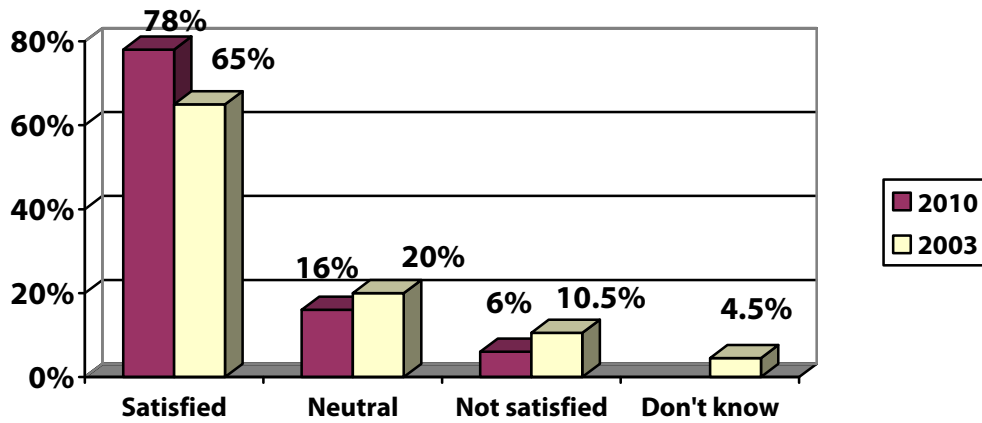


Overall satisfaction with utilities

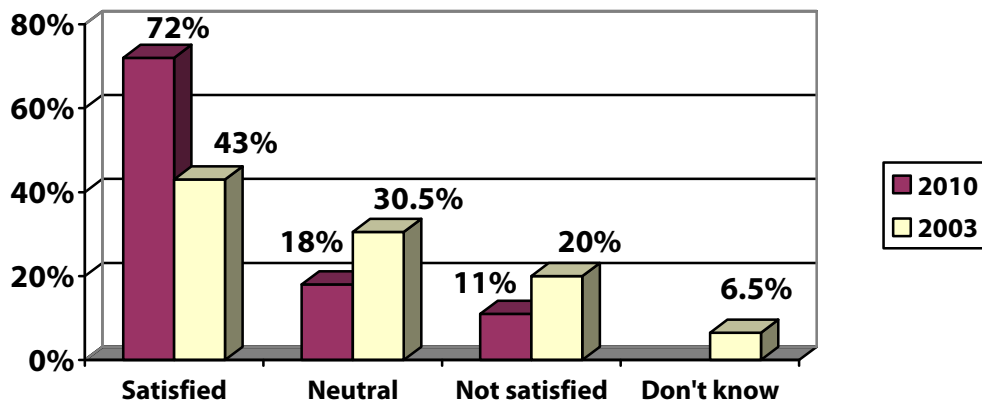


How satisfied are you with the following Community Safety Issues?

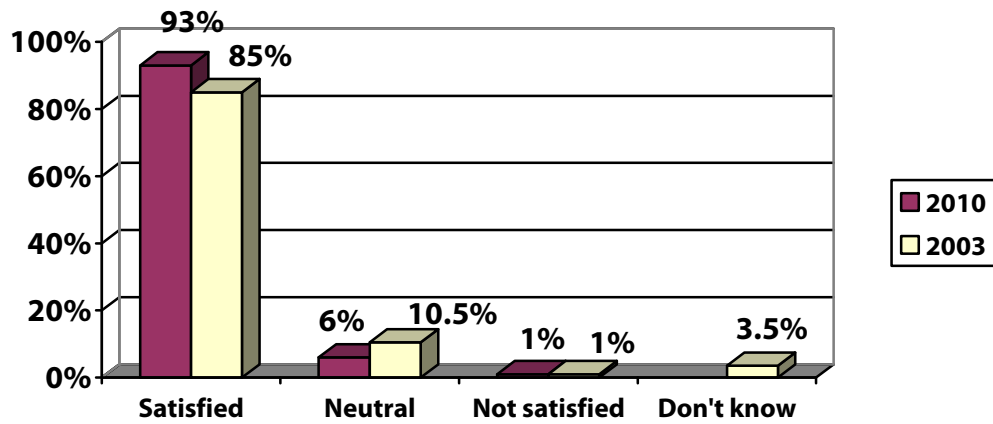
Police protection



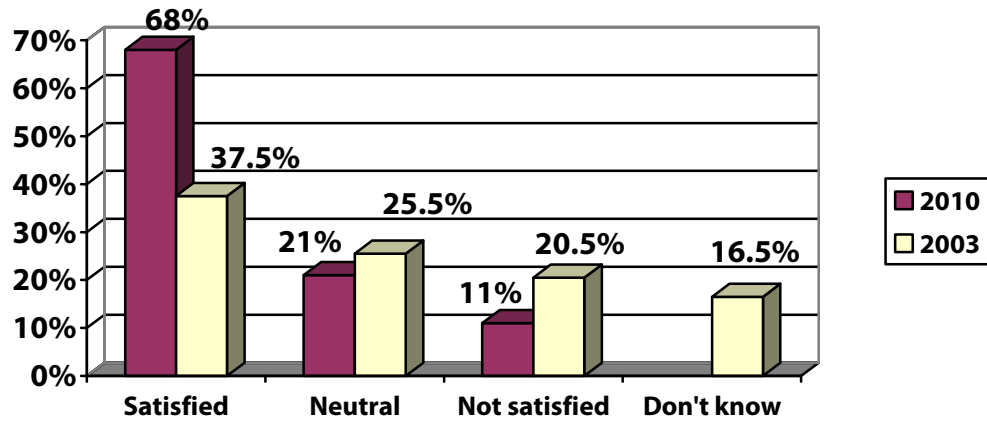
Traffic violation enforcement



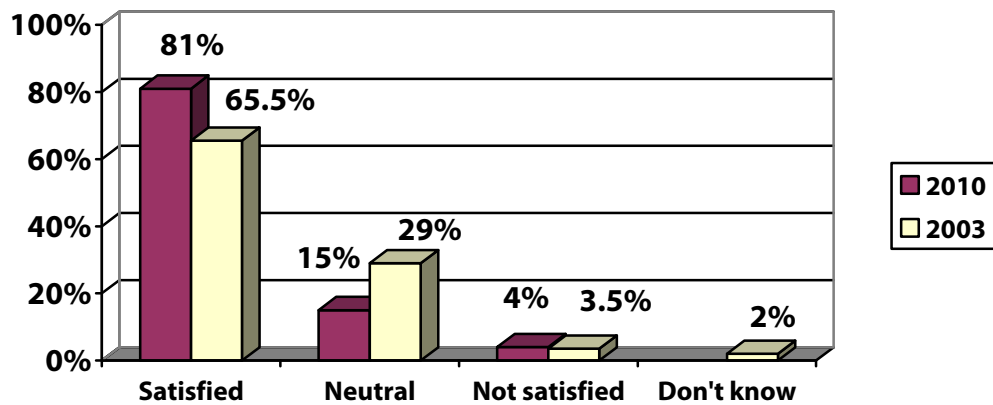
Fire Protection



Bylaw enforcement

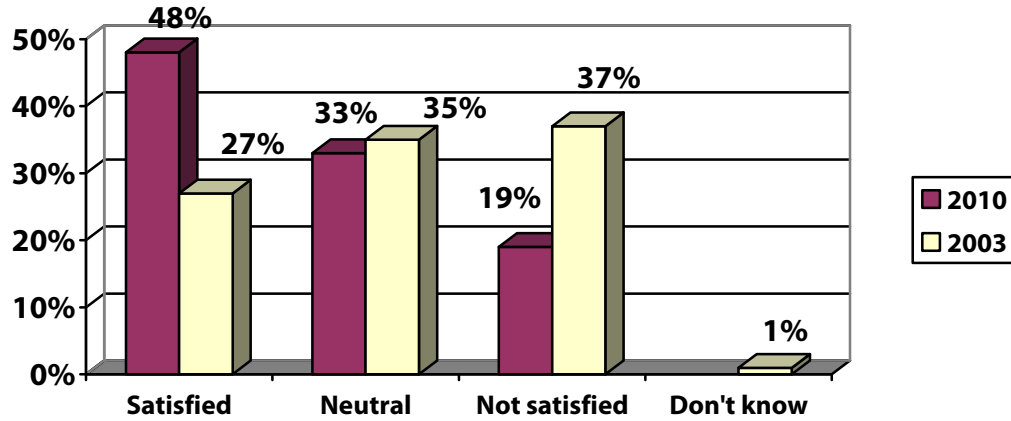


Overall satisfaction with protective services

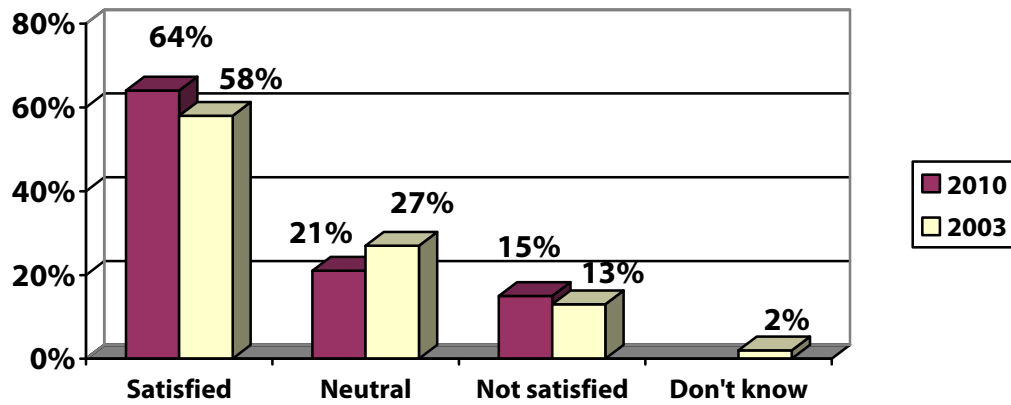


How satisfied are you with the following Road and Transportation Services?

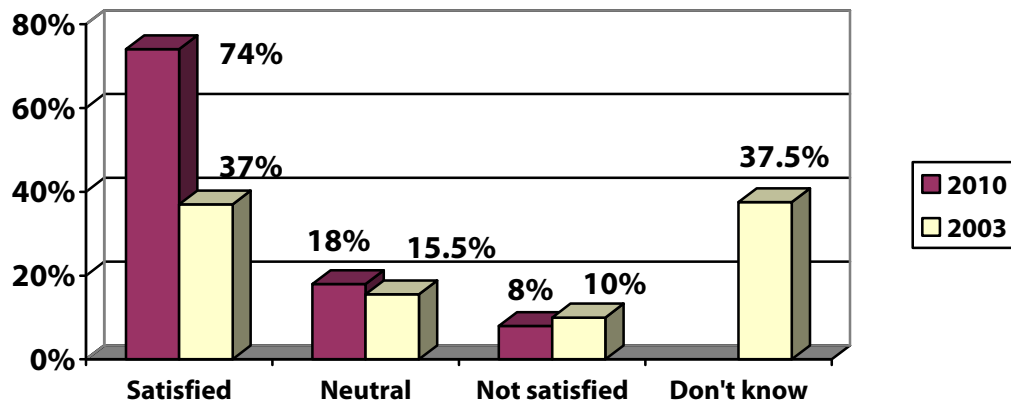
Road maintenance and repair



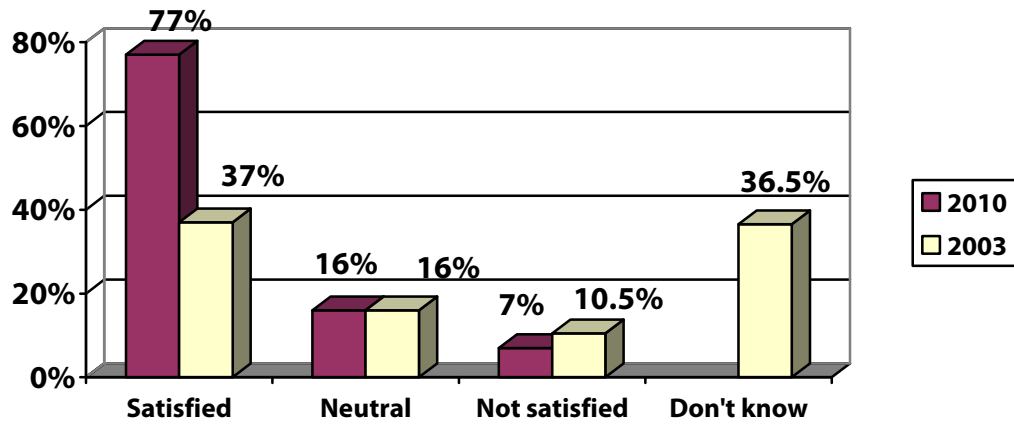
Snow removal



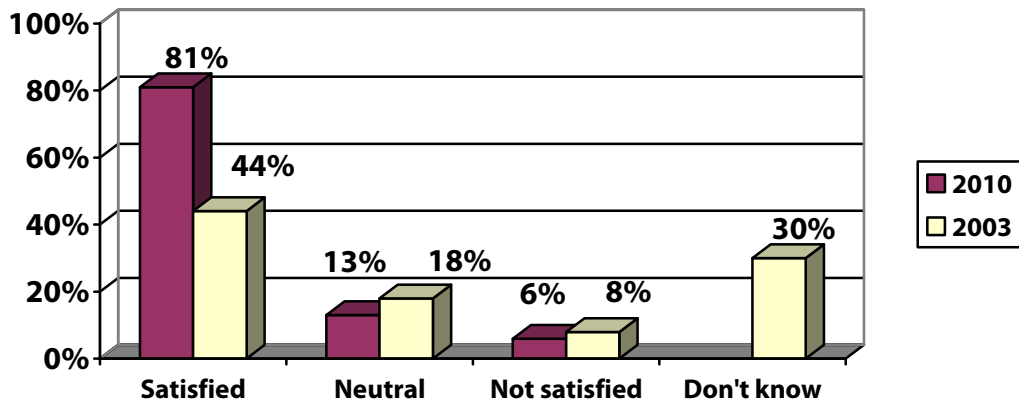
Transit



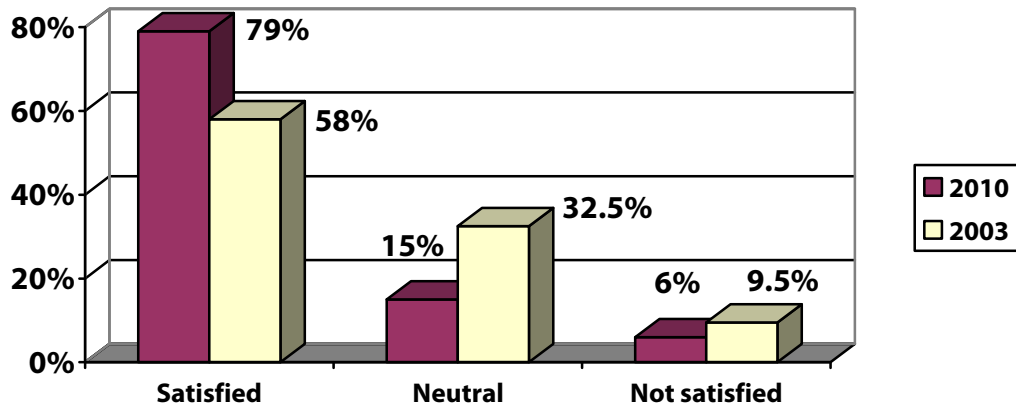
Bicycle paths



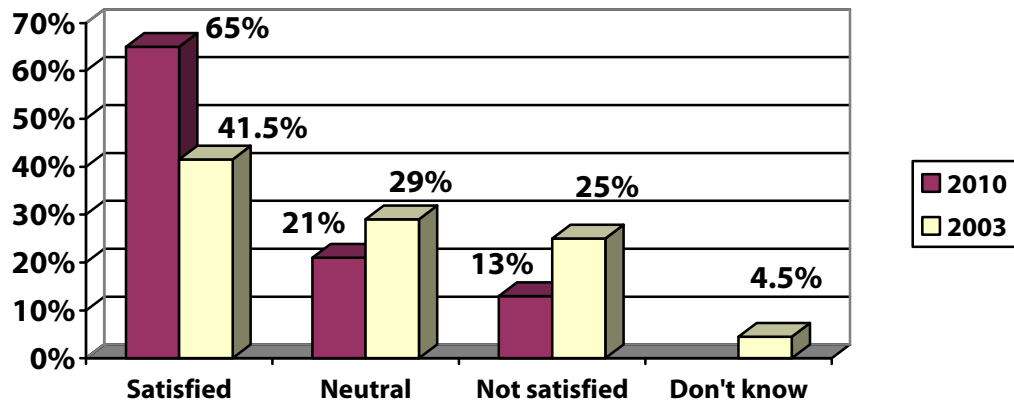
Airport



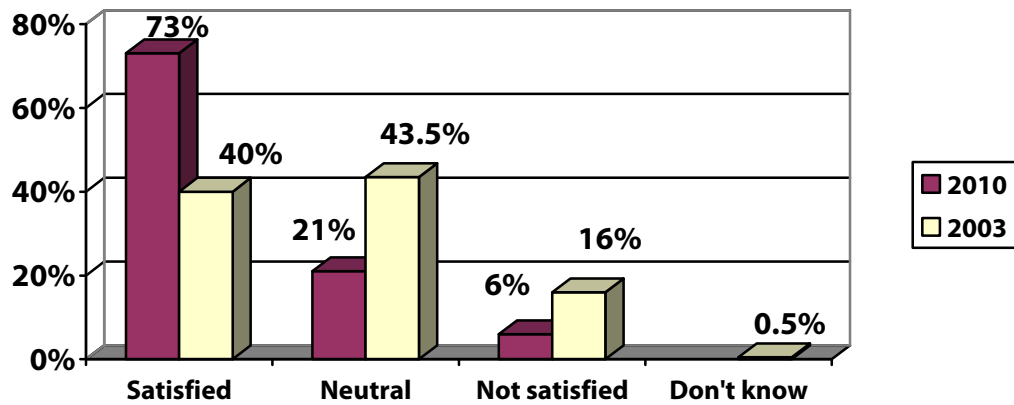
City sidewalks



Downtown Parking

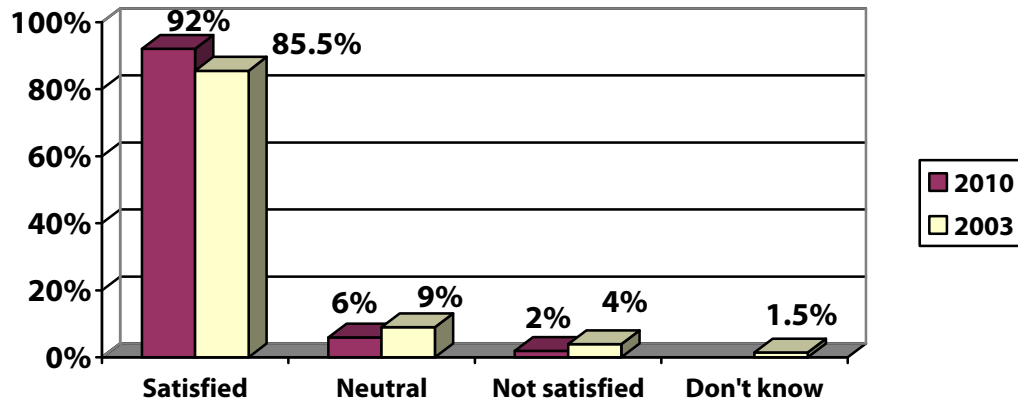


Overall satisfaction with roads and transportation services

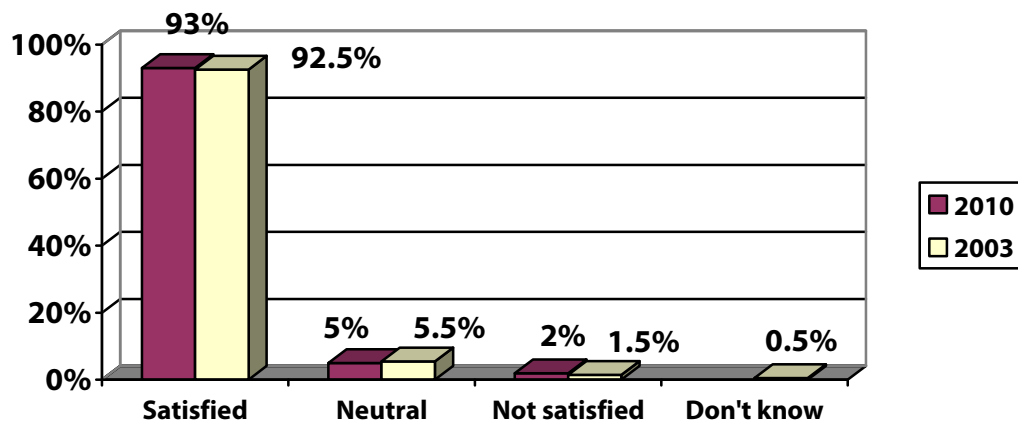


How satisfied are you with the following services?

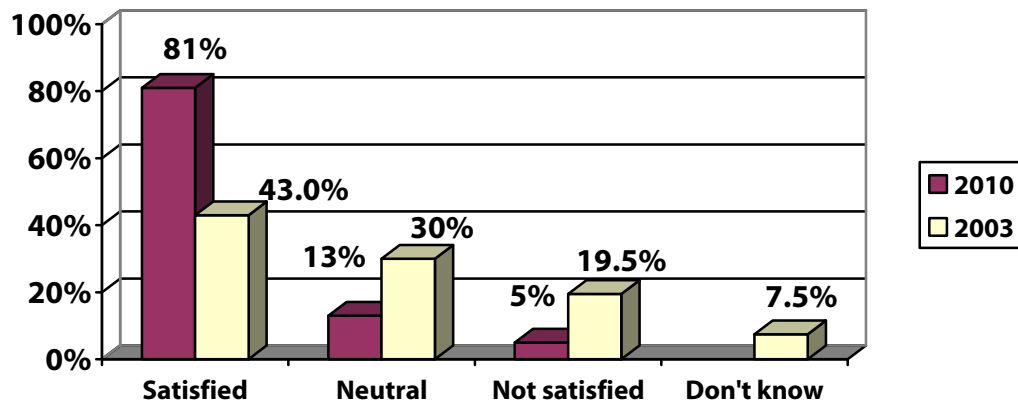
Landscaping of boulevards and other public lands



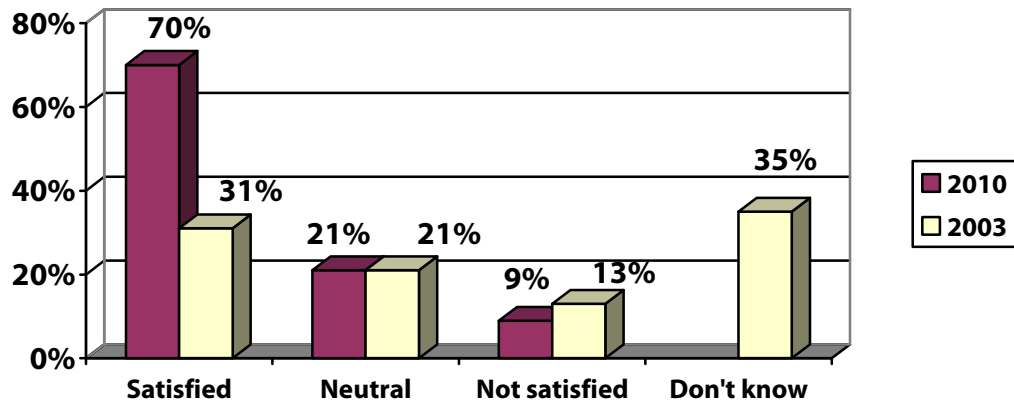
City beautification



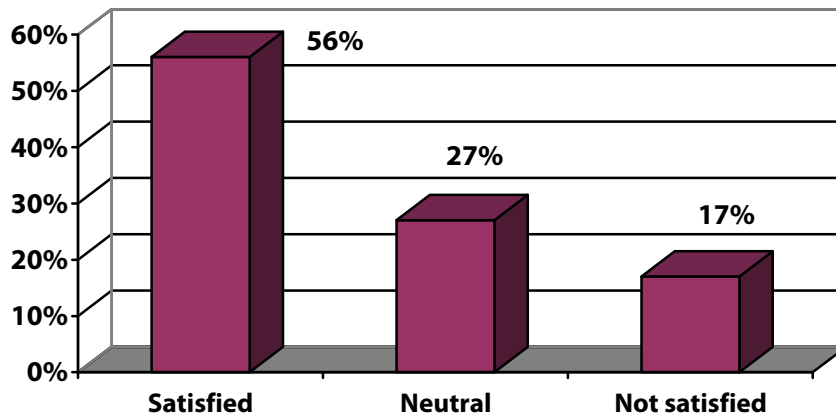
Citizen engagement



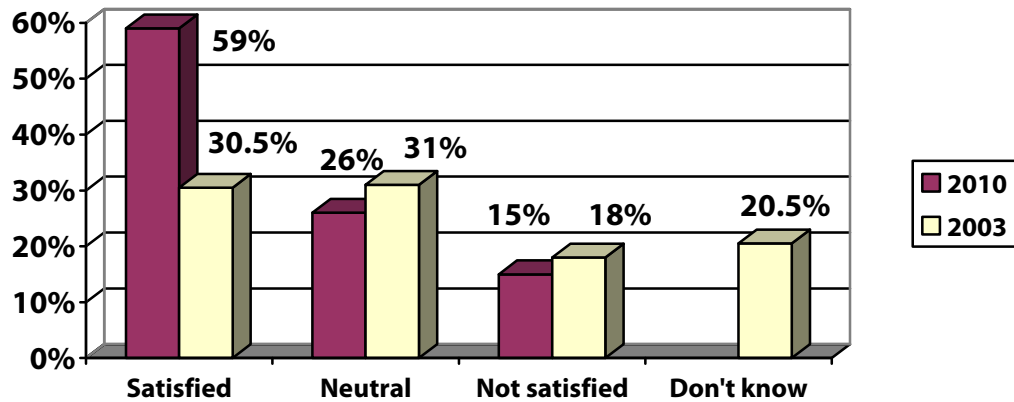
Land use planning



West Quesnel Land Stability

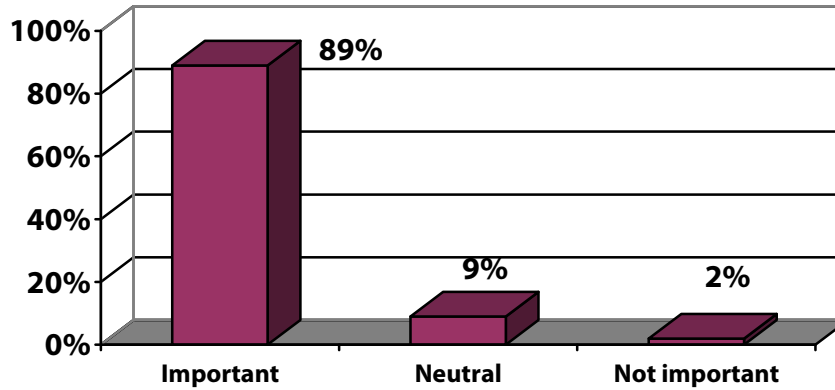


Economic Development

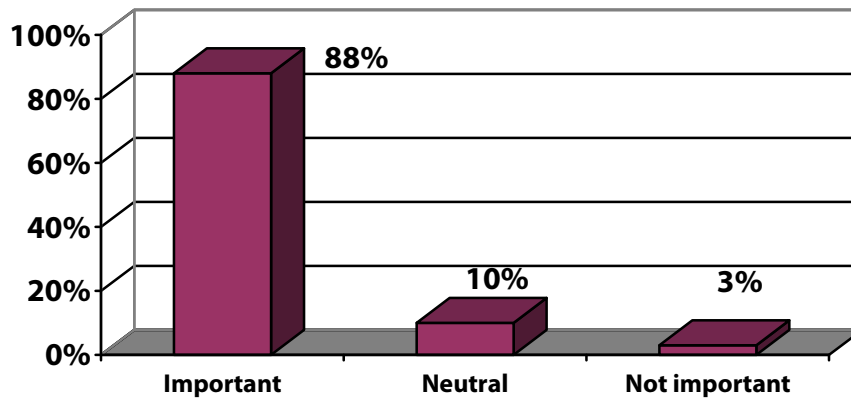


How important are the following issues for the City?

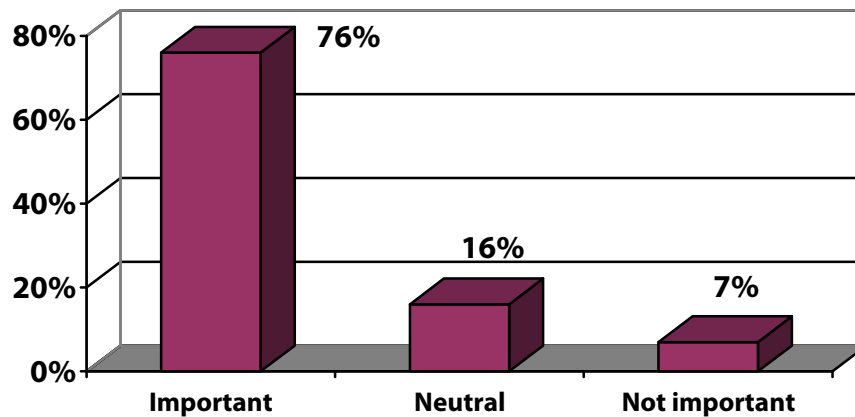
Road quality



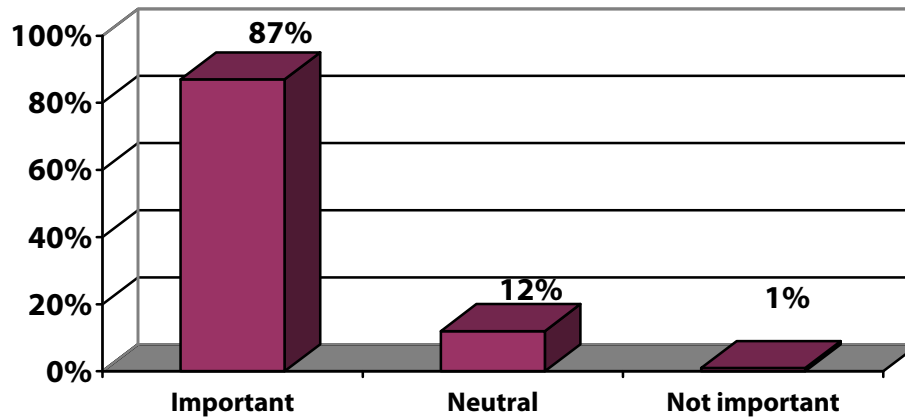
Environmental issues



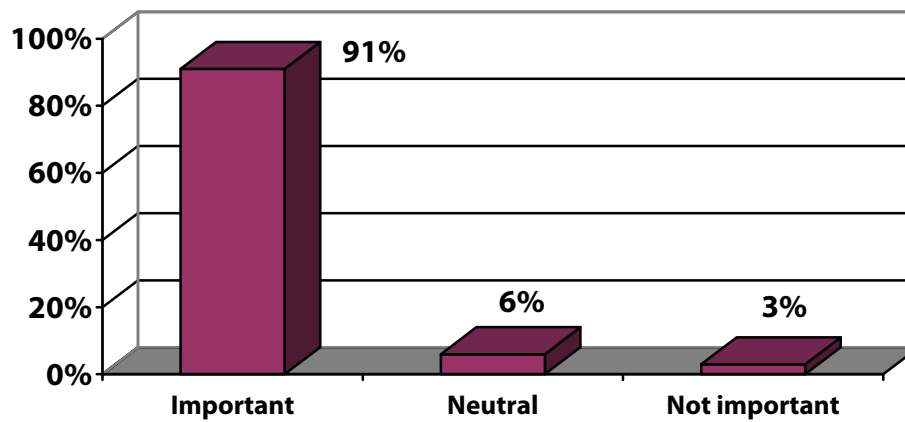
Reducing tax burden



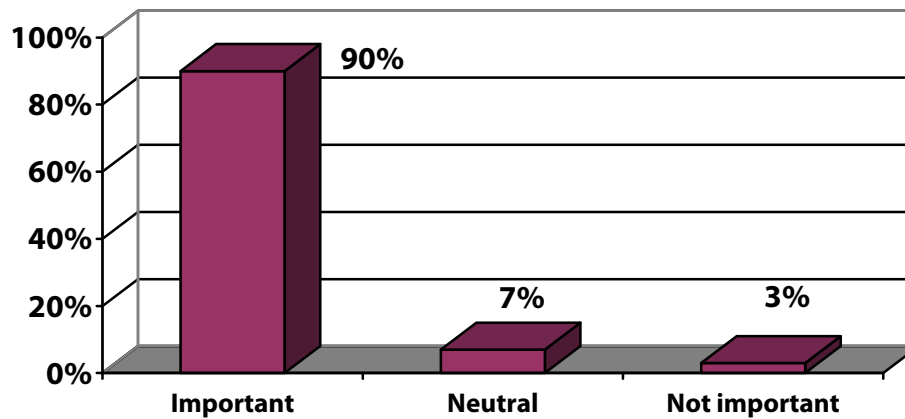
Revitalizing existing infrastructure



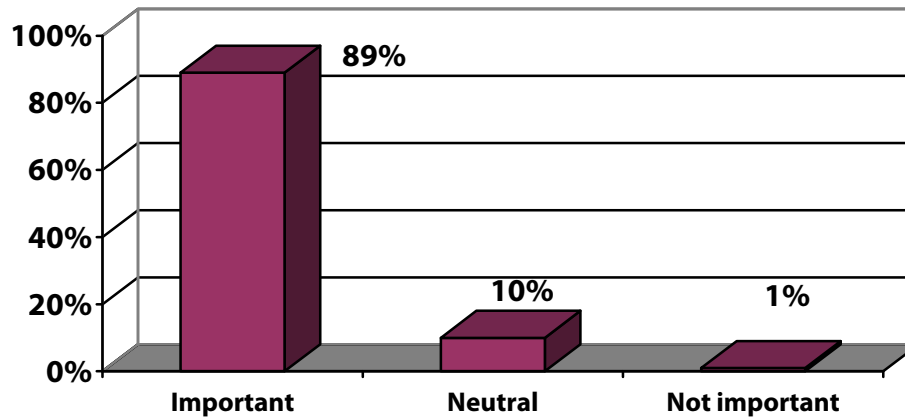
Crime rate and citizen safety



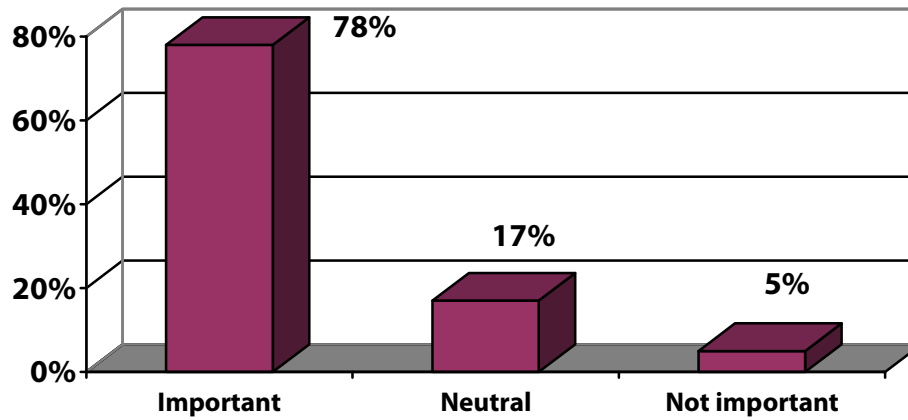
Local economy and availability of jobs



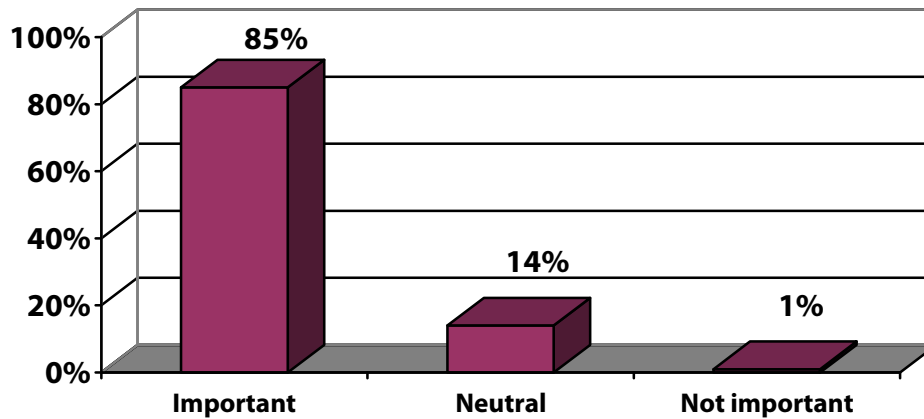
Communication with citizens



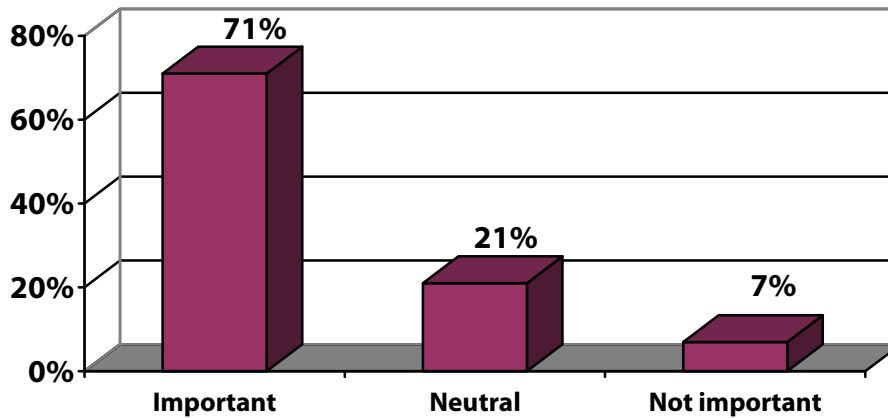
Increasing availability of affordable housing



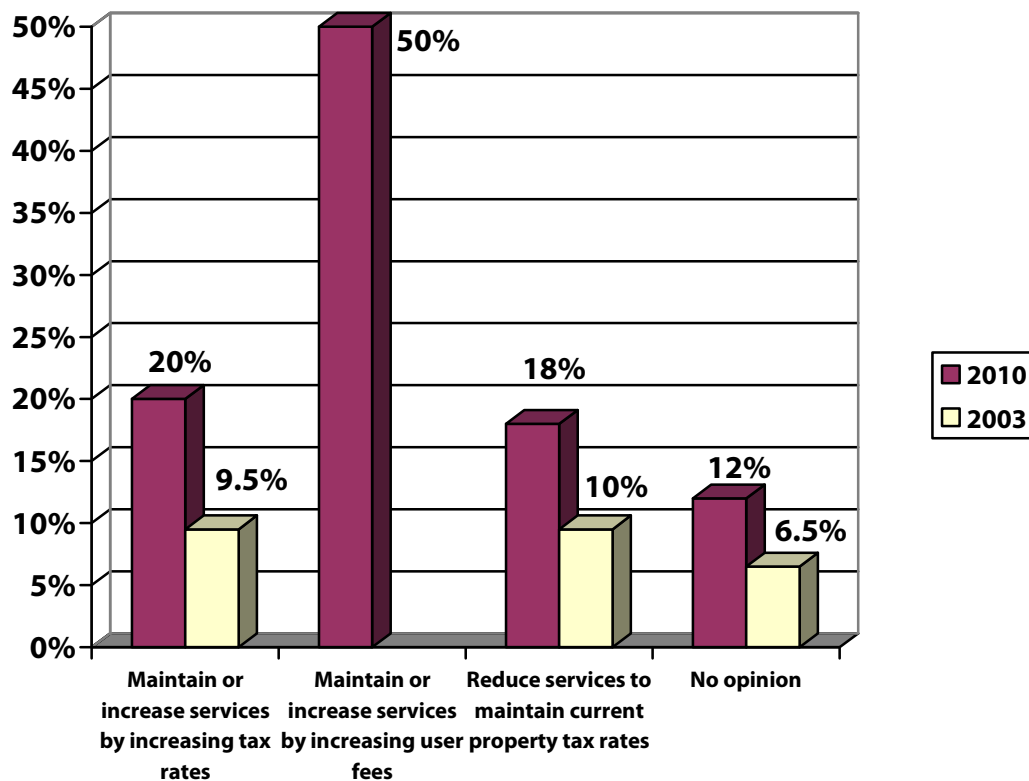
Keeping strong relationships with other government agencies



Extending infrastructure to un-serviced areas

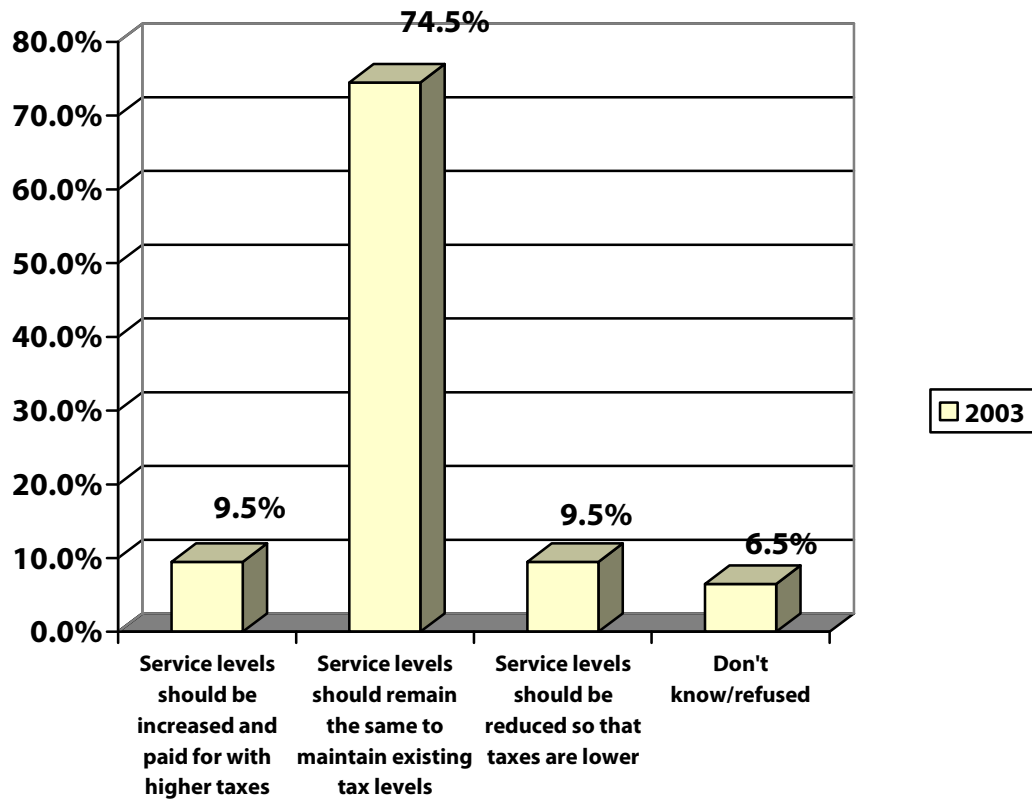


If you had to make a choice regarding City service levels, what would your choice be?

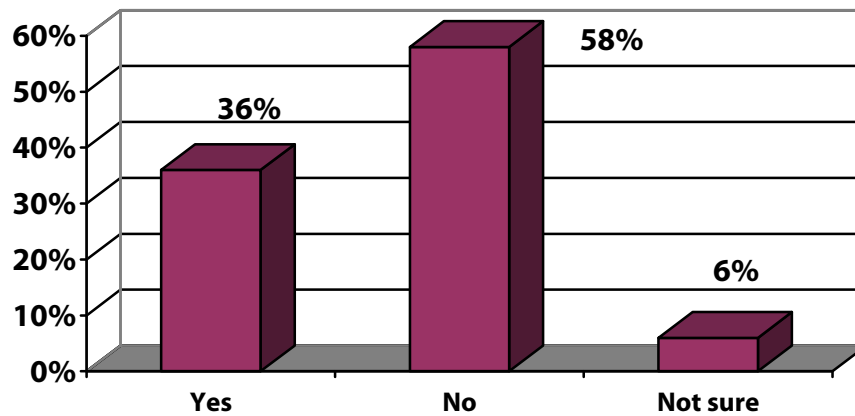


- ***One option provided in 2003 was "Service levels should remain the same to maintain existing tax levels." That answer was preferred by 74% of respondents in 2003. This option was not provided in the 2010 survey, as it is not an option given the significant changes the City is seeing in industrial assessment and other inflationary factors.***

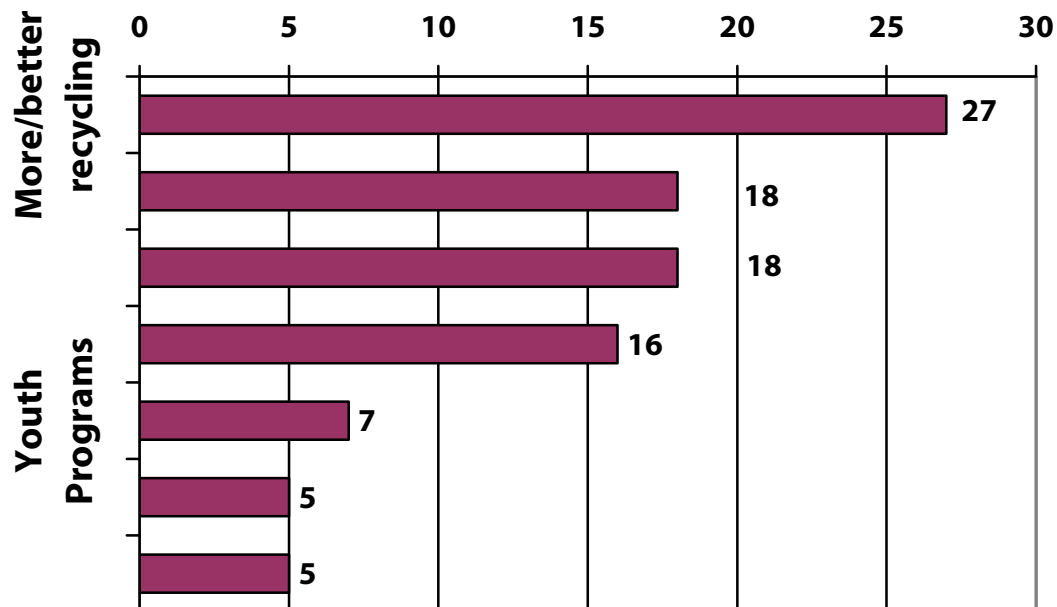
Relative to the services that are provided, which statement best represents your position on municipal taxes? **2003 responses only. The options for answers changed for the 2010 survey as reflected on the previous page due to the reasons stated there.**



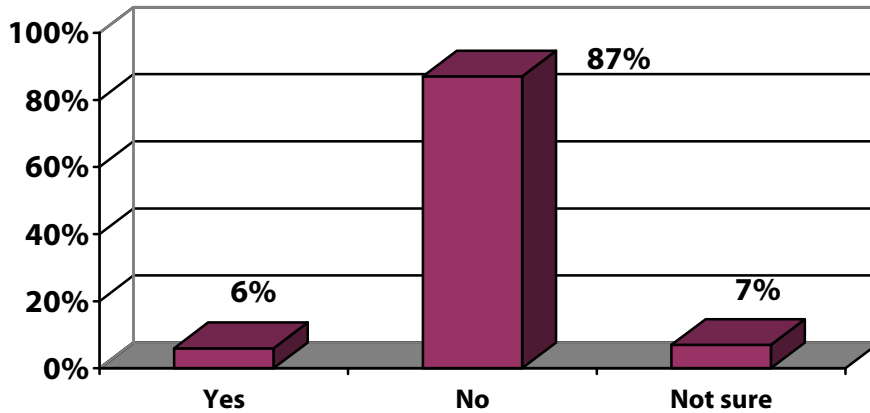
Are there any new City services you would like to see introduced?



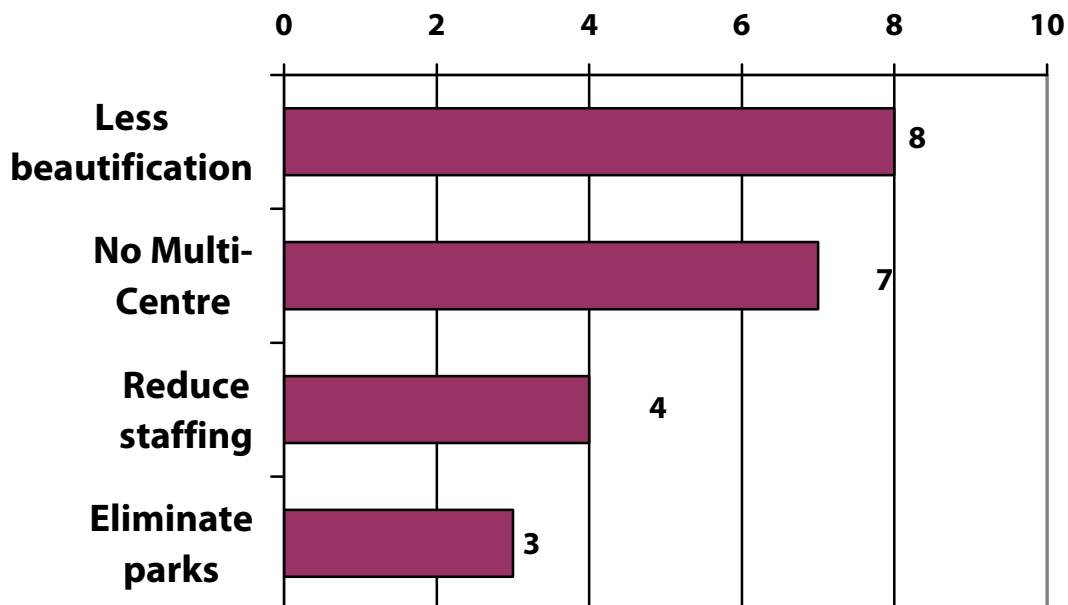
The most common responses to this question, if the respondent answered yes, were: More/better recycling/composting (27 responses); South Quesnel improvements (garbage collection, sidewalks, water – 18 responses); Arena/theatre/multi-centre (18); More/better transit (16), Youth programs (7); Health concerns (5); More/better parks (5). Several other responses were received, including sidewalk and trail maintenance/improvements, affordable housing, job creation and more retail opportunities. A complete list of responses is available.



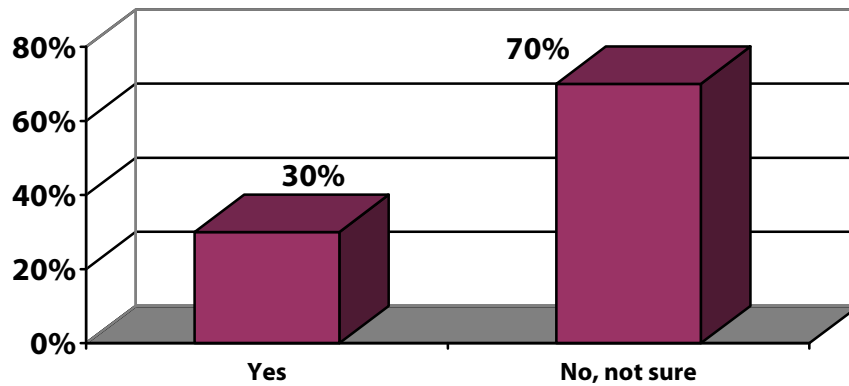
Are there any City services you would like to see eliminated?



The most common responses to this question, if the respondent answered yes, were: Less beautification (8 responses), No multi-centre project (7); reduce staffing (four); and eliminate parks (3). Other responses included needless paving, opinion polls and community support items.

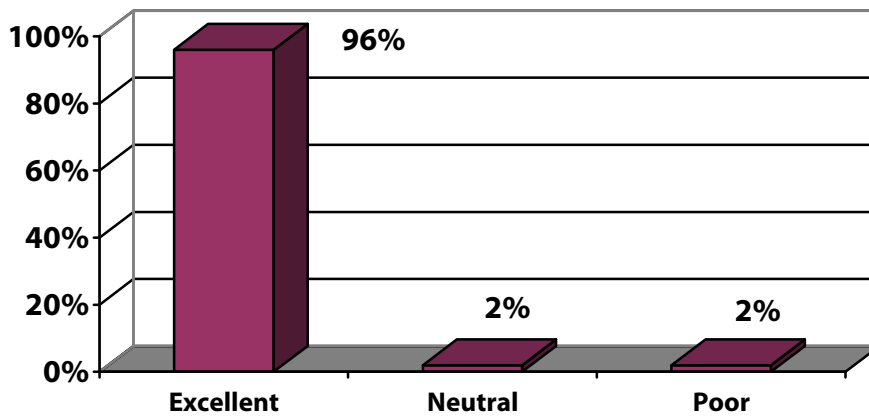


Have you had any contact, either in person, on the phone or by email, with a City employee over the last 12 months?

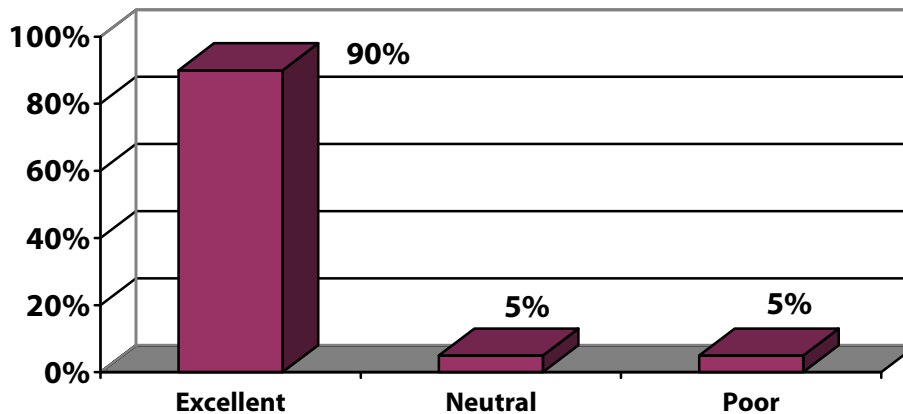


How would you rate the City employee during your most recent contact?

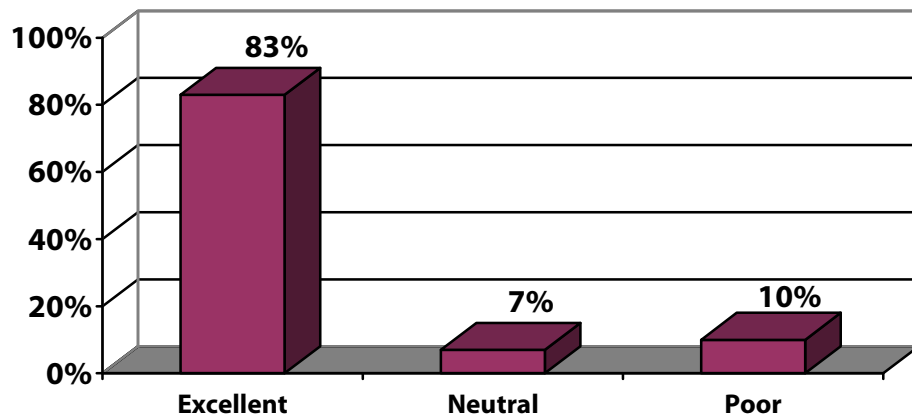
Friendliness



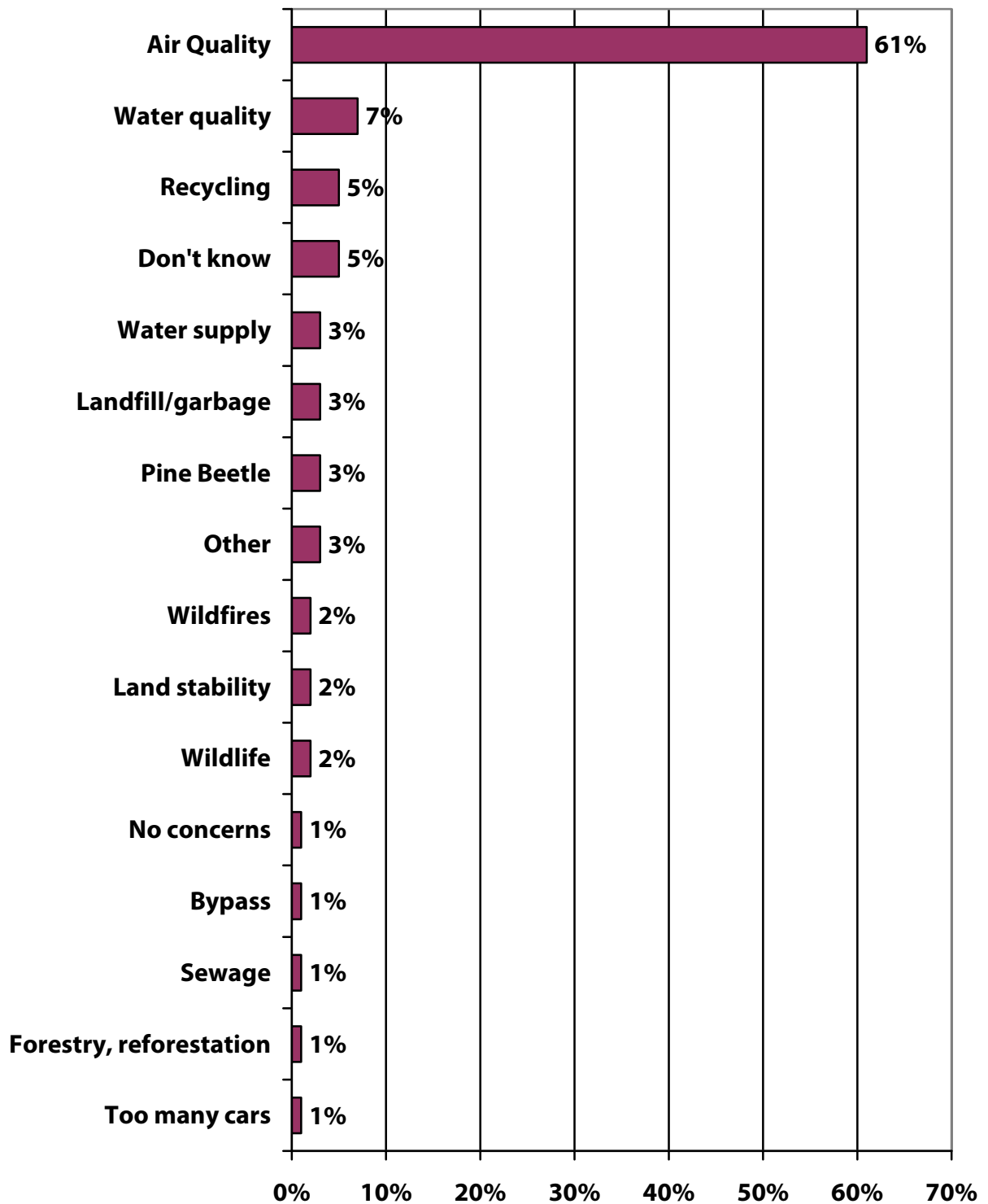
Level of knowledge



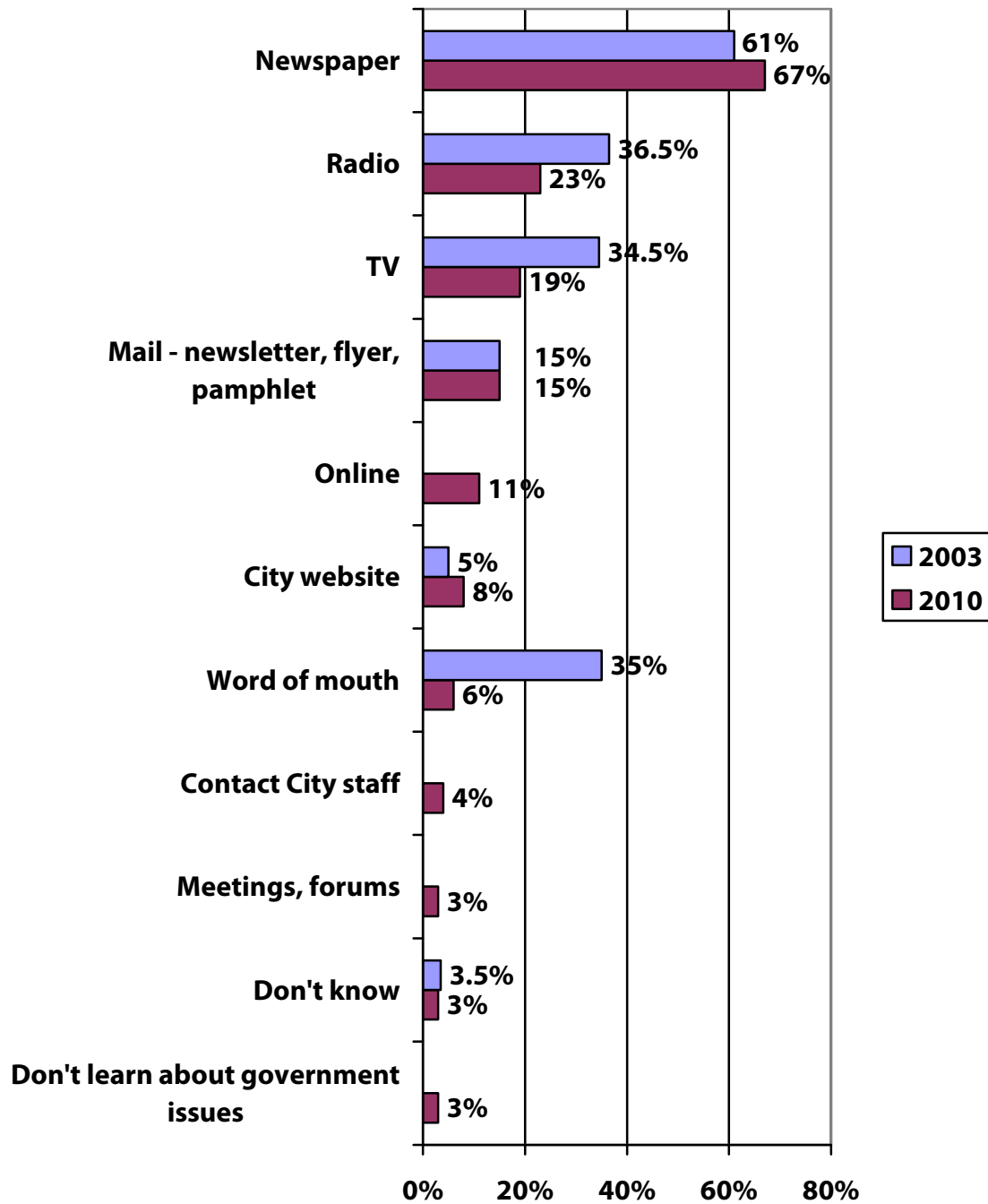
Staff went the extra mile to make sure I got what I needed



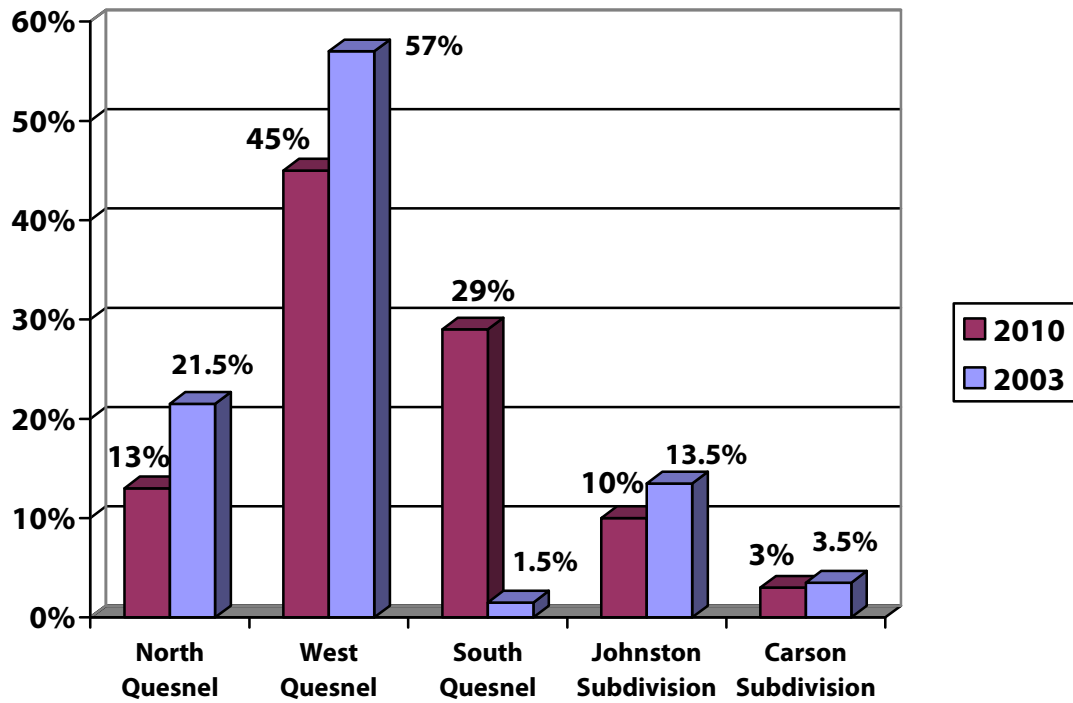
What do you think is the most important environmental concern for the City of Quesnel?



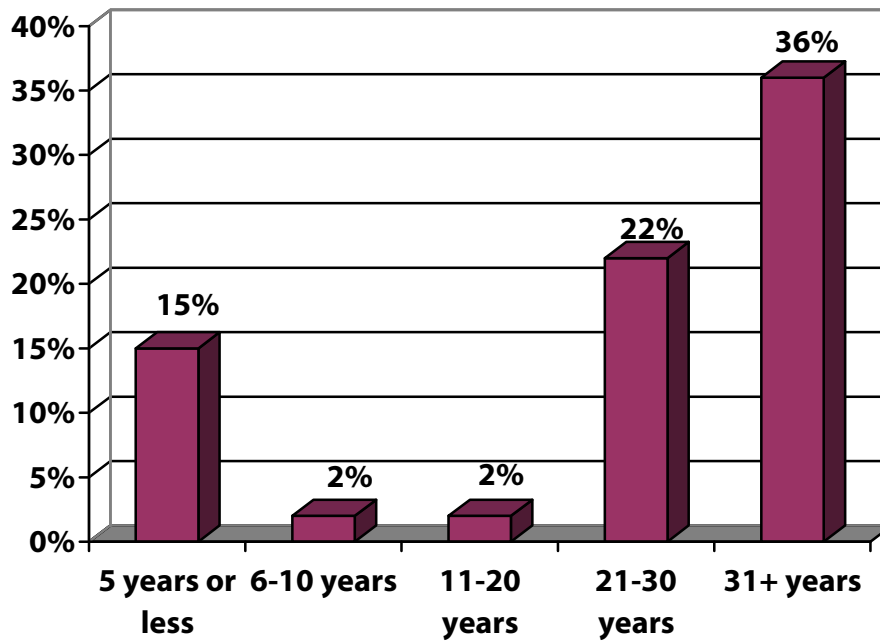
How do you prefer to learn about local government issues?



Which area of Quesnel do you live in?



How long have you lived in the City of Quesnel?

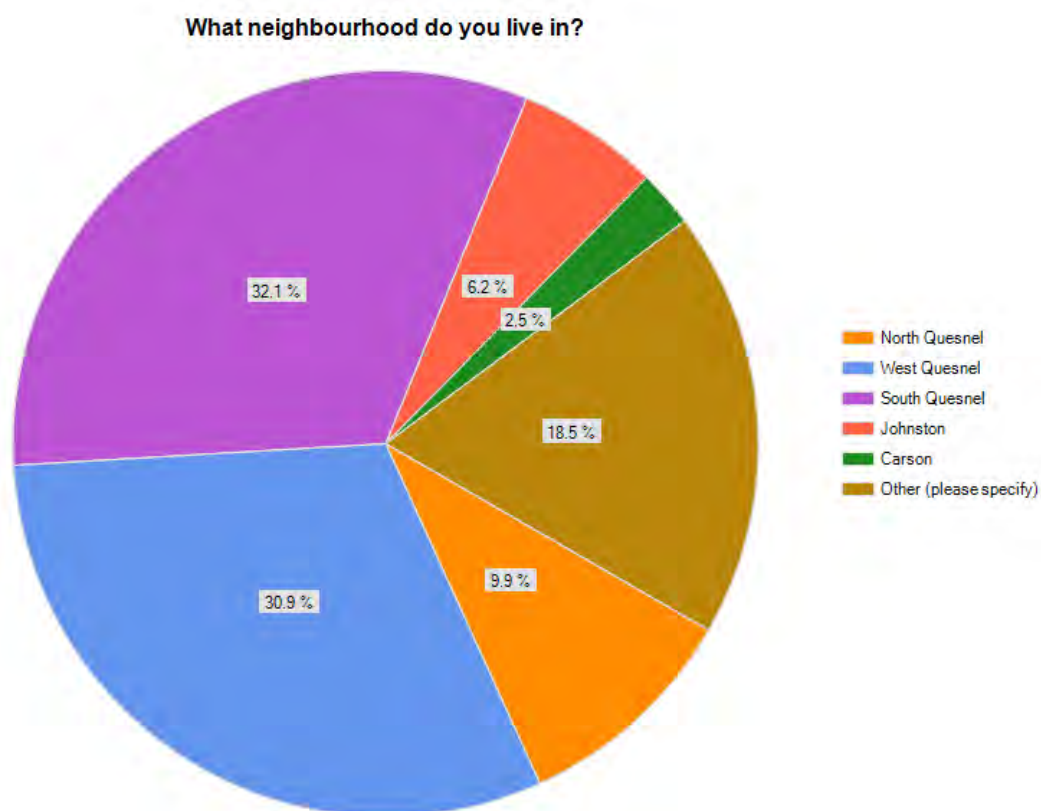


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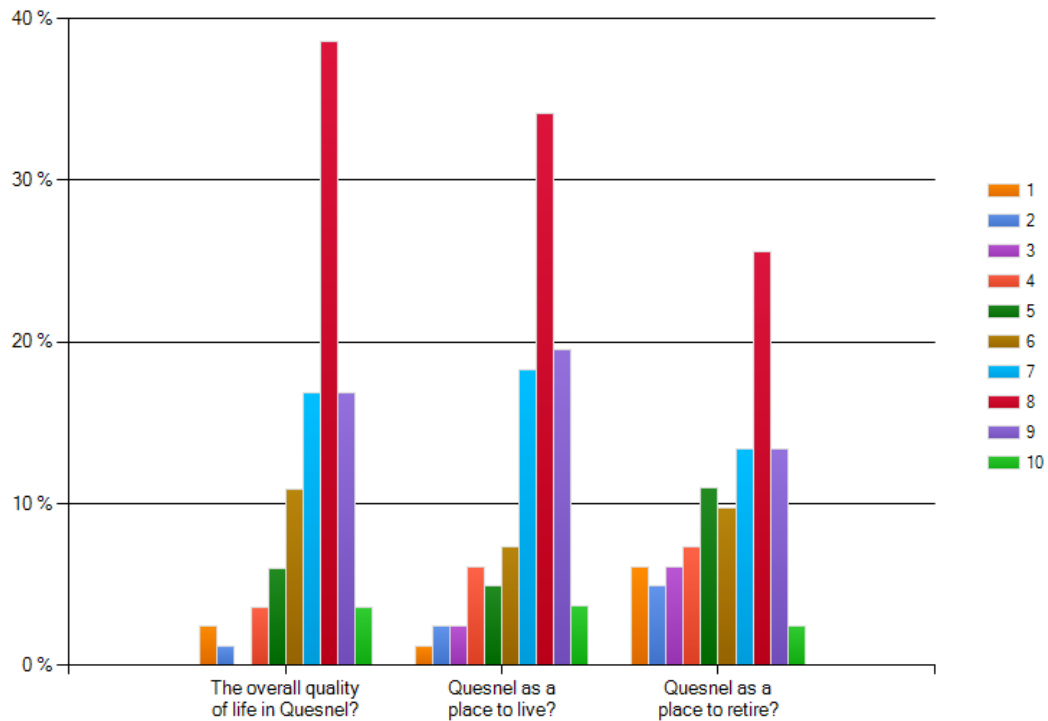
Appendix B

Online responses

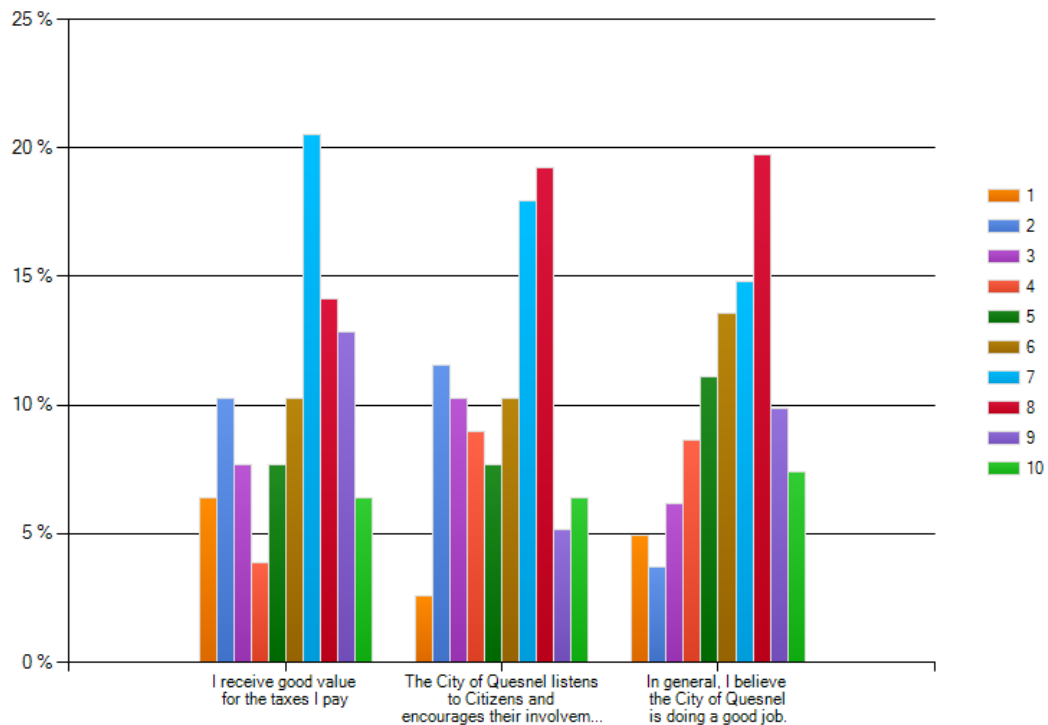
Citizen responses



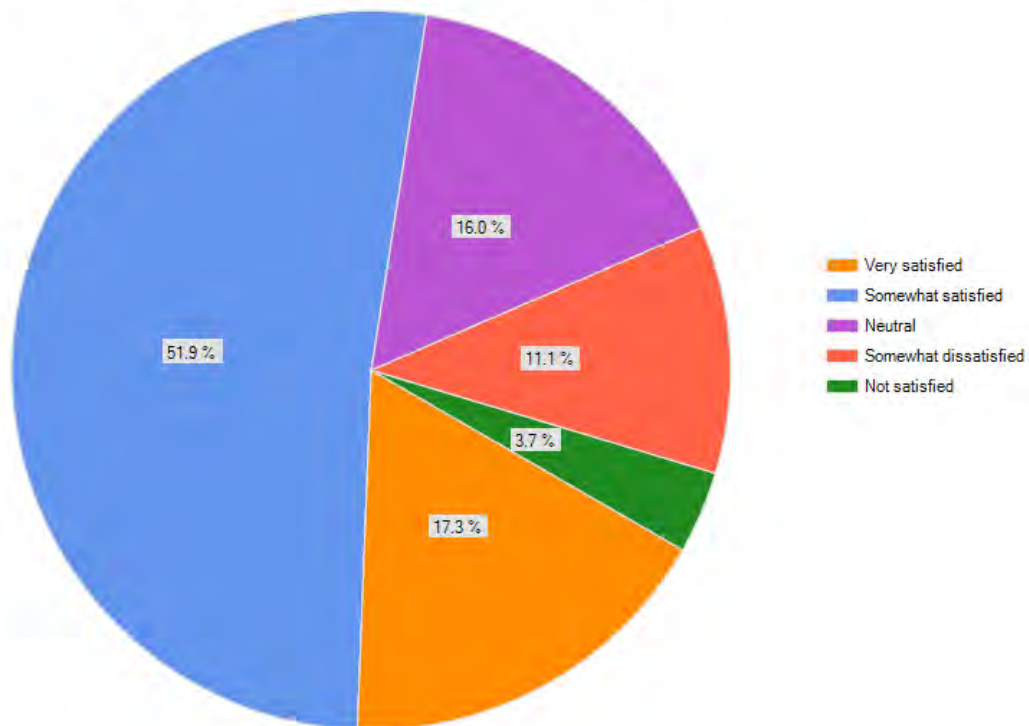
On a scale of 1 to 10 with 1 equal to Poor and 10 equal to Excellent how would you rate.....



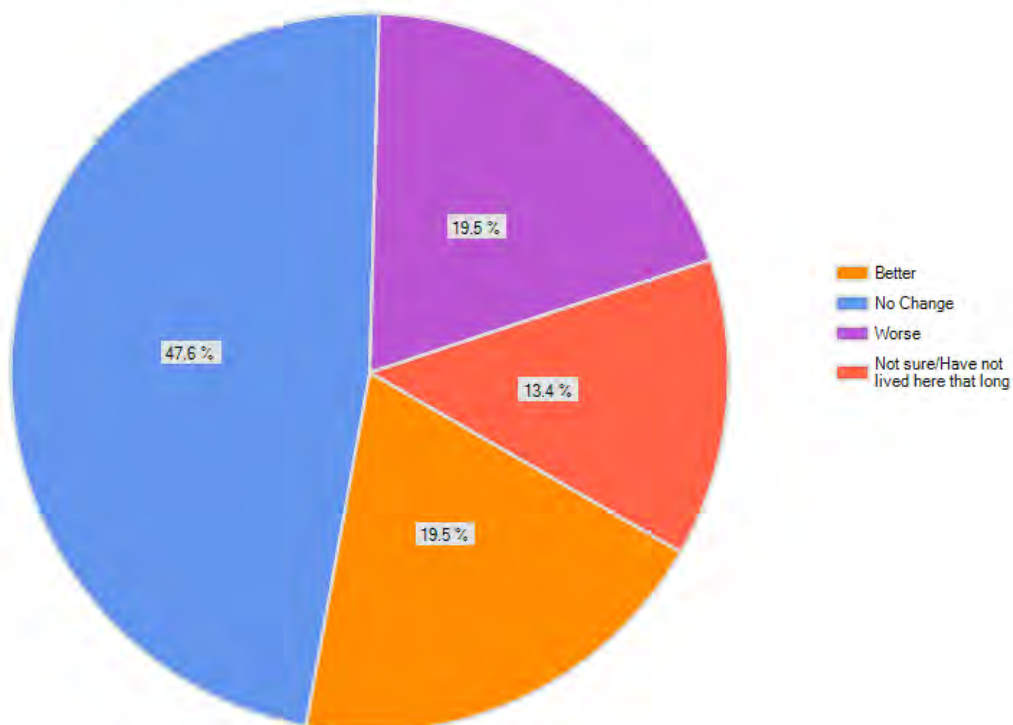
On a scale of 1 to 10 with 1 equal to Strongly disagree and 10 equal to Strongly agree please rate your level of agreement with the following statements.....



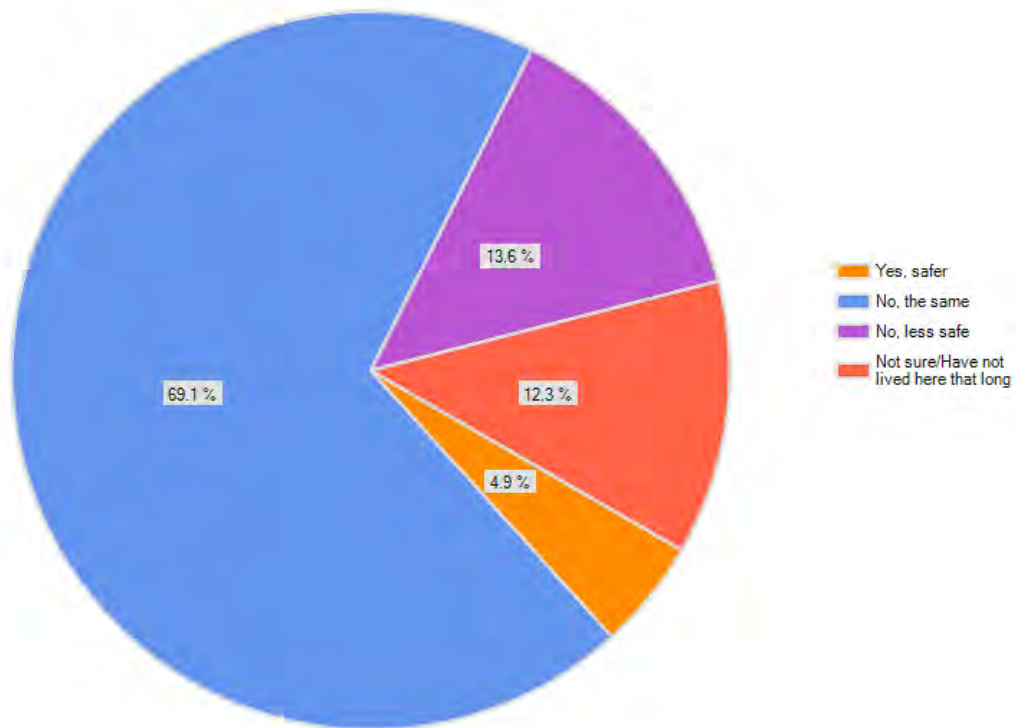
How do you rate your overall satisfaction with the services and programs provided by the City of Quesnel?



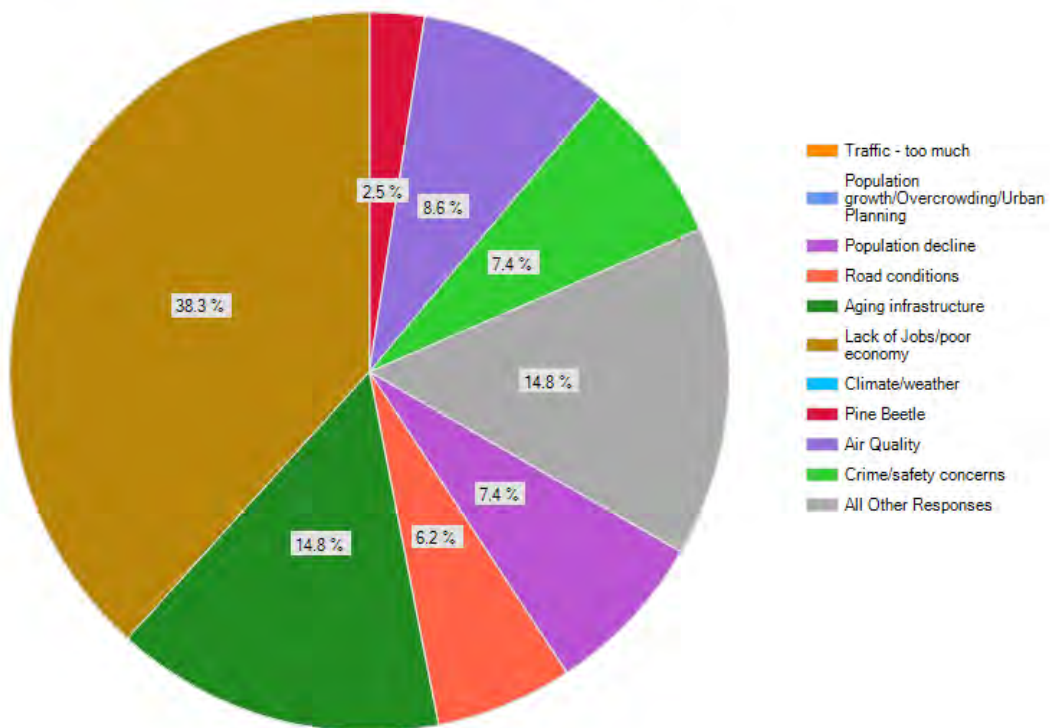
Compared to 5 years ago, how do you feel the quality of life for Quesnel residents has changed?



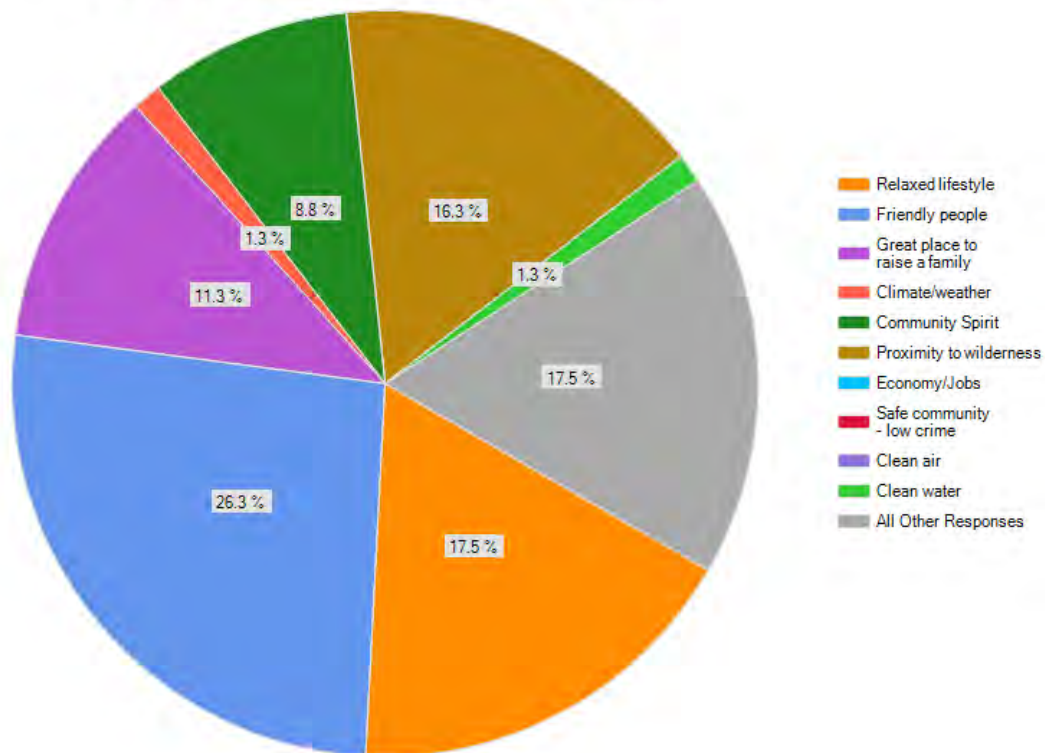
Compared to 5 years ago, do you feel Quesnel is a safer place to live?



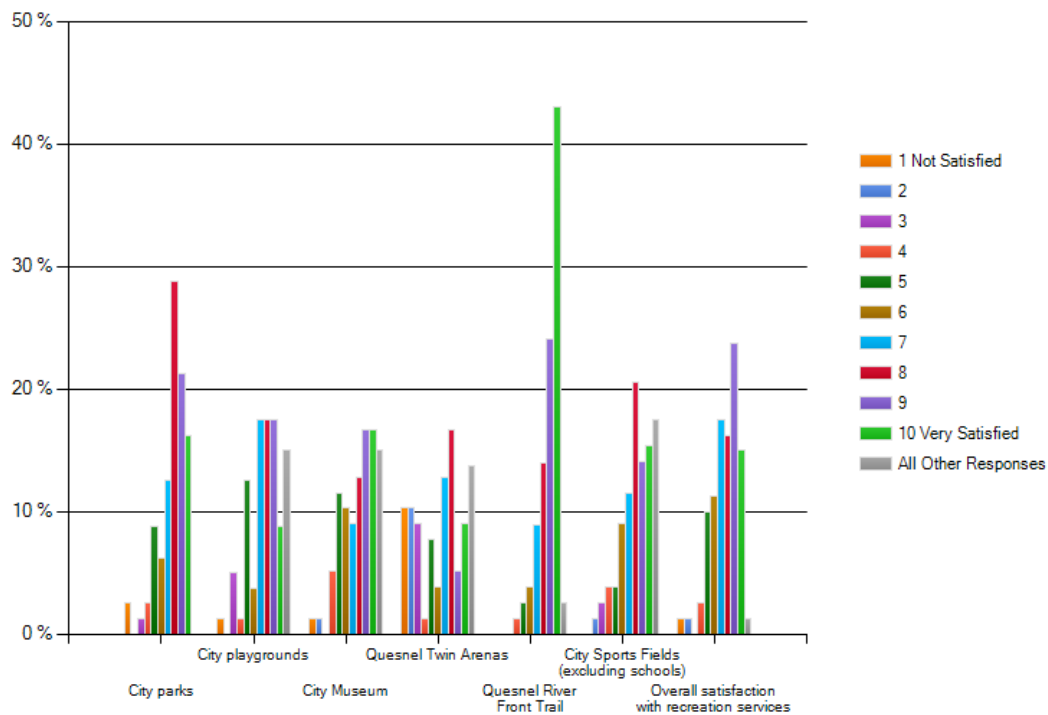
In your opinion, what is the single most important issue facing the City of Quesnel?



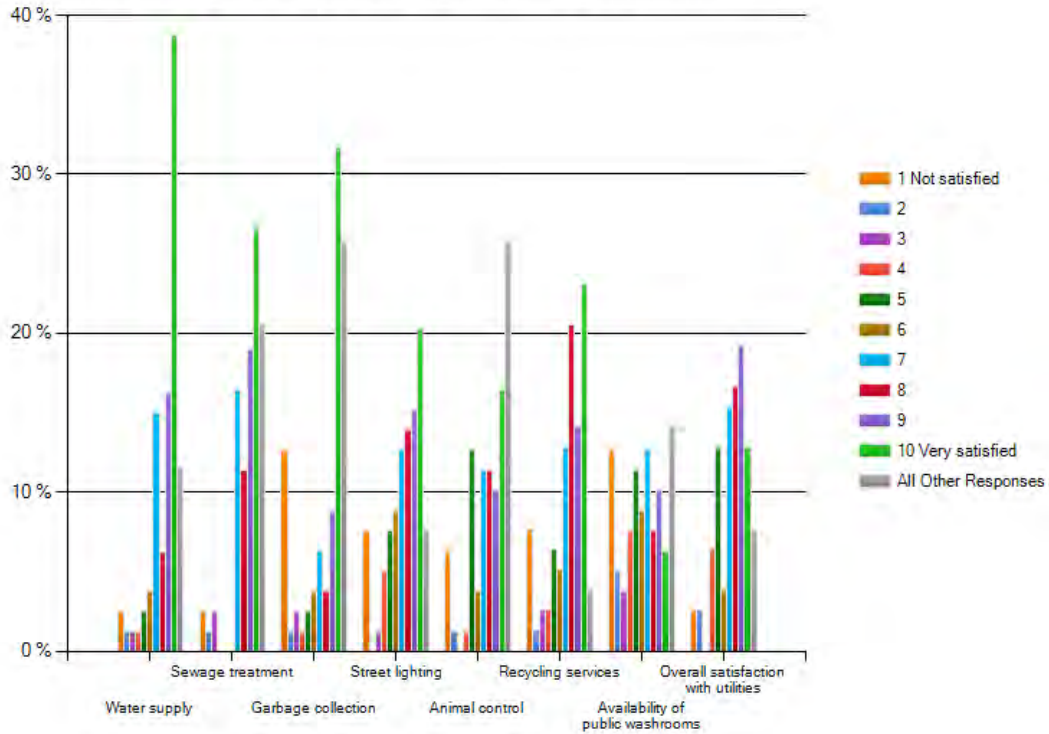
What is your favourite thing about living in Quesnel?



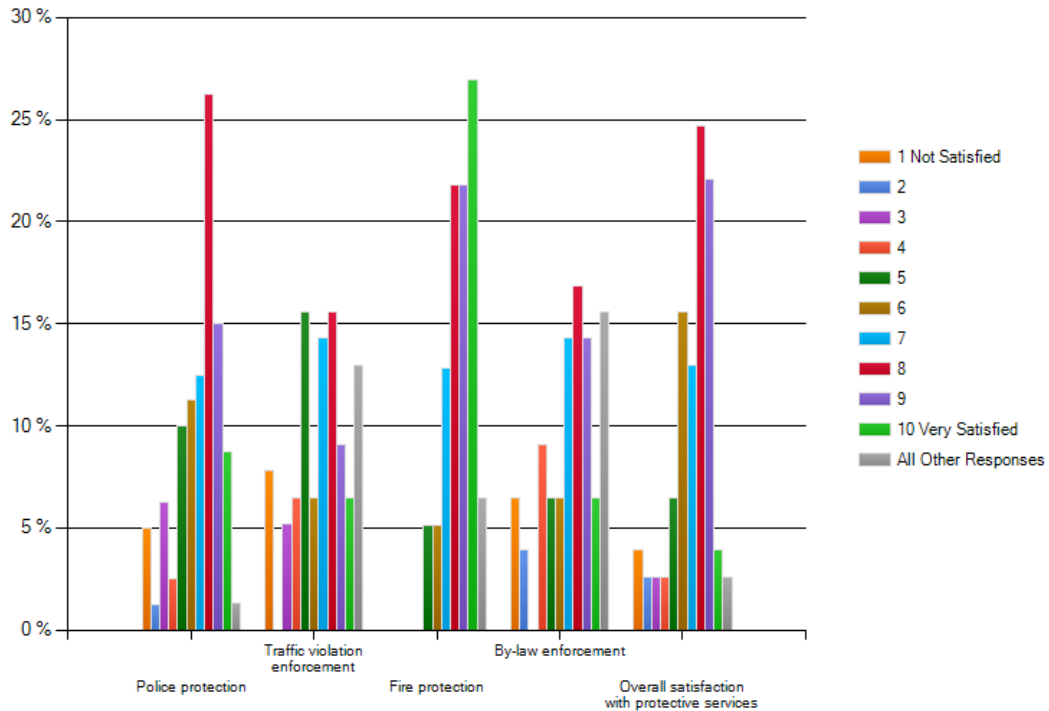
On a scale of 1 to 10 with 1 equal to Not satisfied and 10 equal to Very satisfied, how satisfied are you with the following RECREATION and LEISURE services?



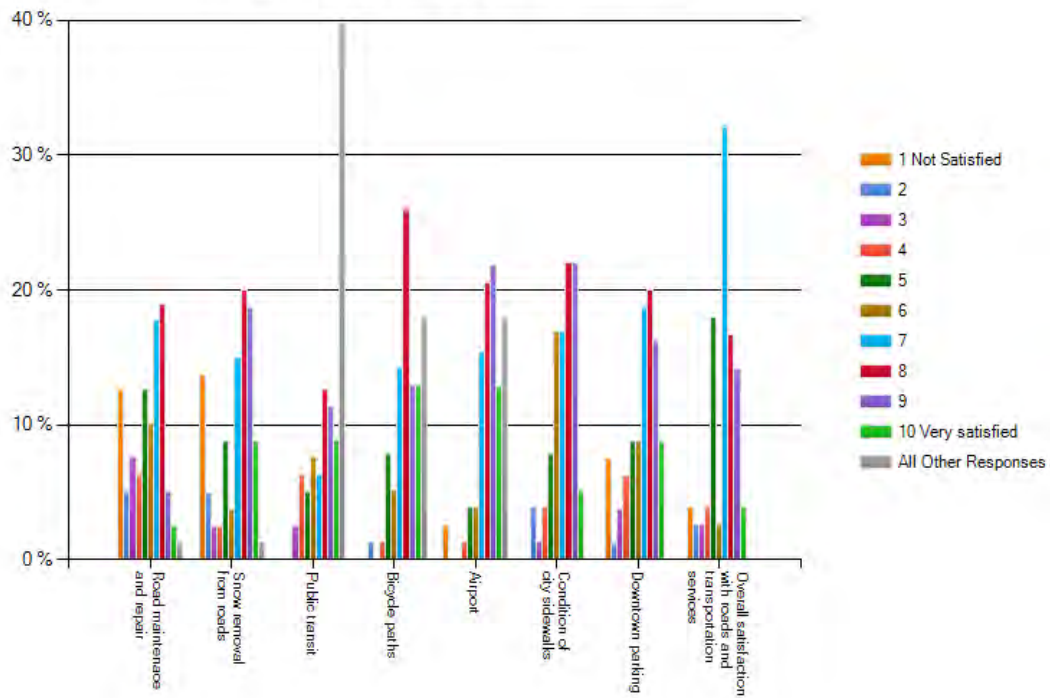
On a scale of 1 to 10 with 1 equal to Not satisfied and 10 equal to Very satisfied, how satisfied are you with the following City Utilities?



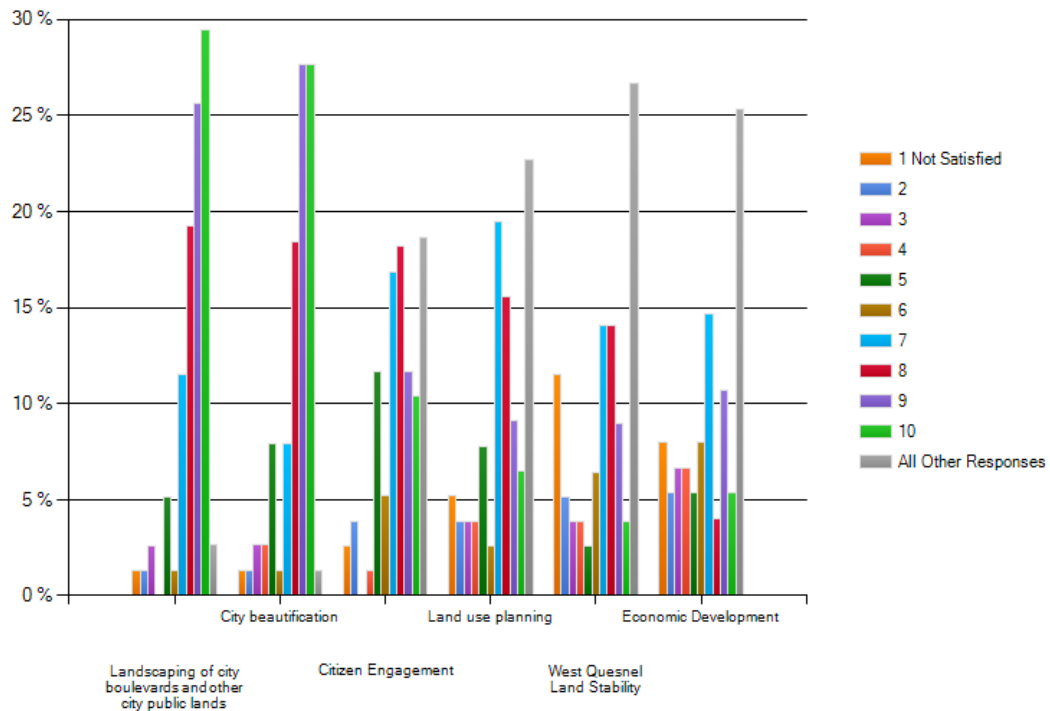
On a scale of 1 to 10 with 1 equal to Not satisfied and 10 equal to Very satisfied, how satisfied are you with the following COMMUNITY SAFETY issues?



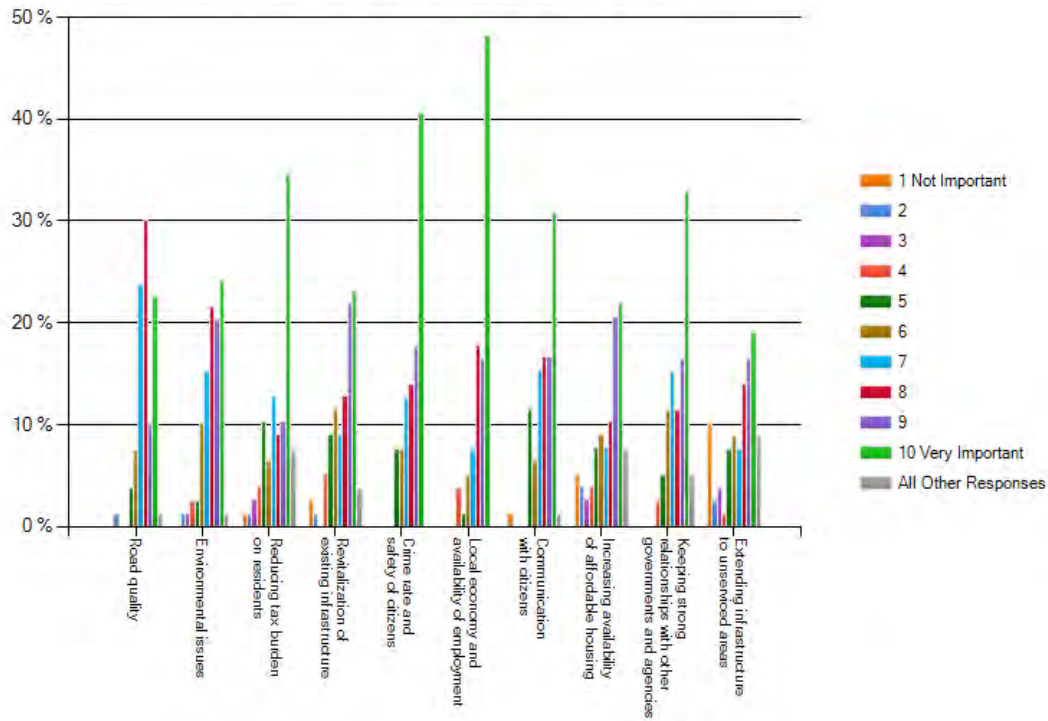
On a scale of 1 to 10 with 1 equal to Not satisfied and 10 equal to Very satisfied, how satisfied are you with the following **ROADS AND TRANSPORTATION** services?



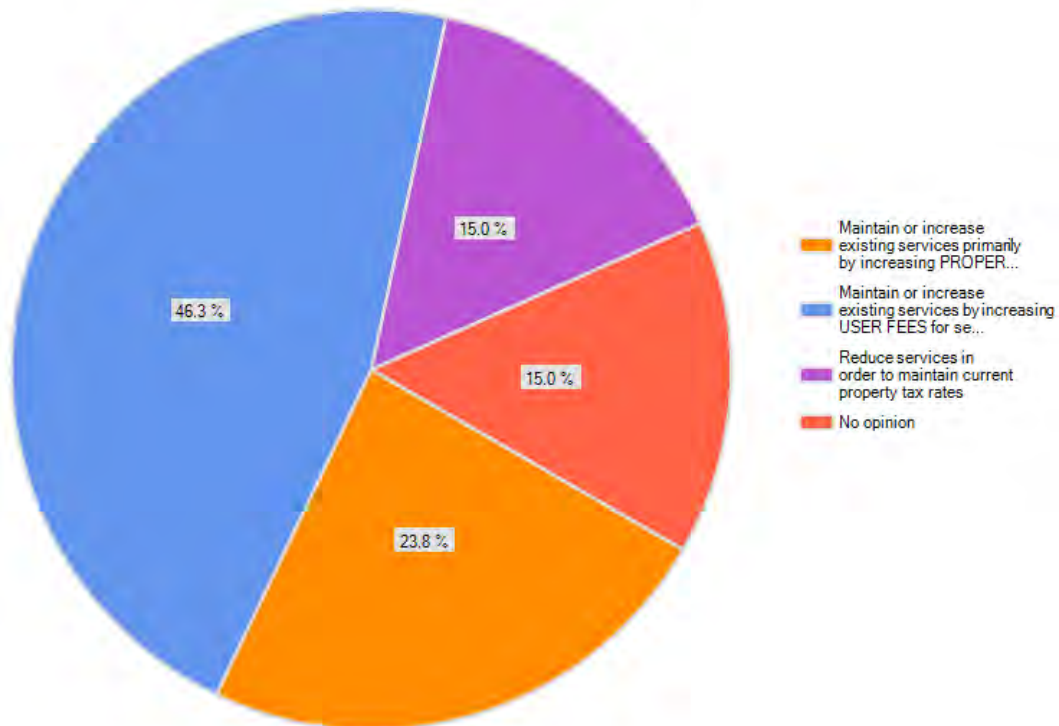
On a scale of 1 to 10 with 1 equal to Not satisfied and 10 equal to Very satisfied, how satisfied are you with the following **OTHER CITY SERVICES**?



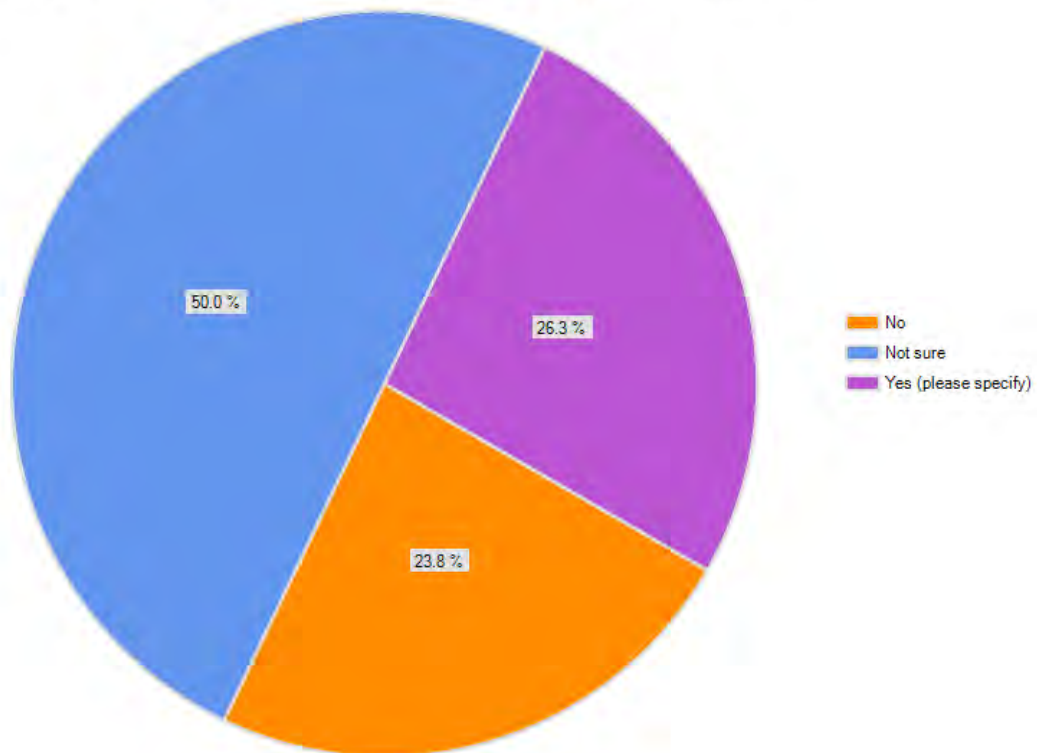
On a scale from 1 to 10 with 1 equal to Not important and 10 equal to Very important, how important are the following issues for the City?



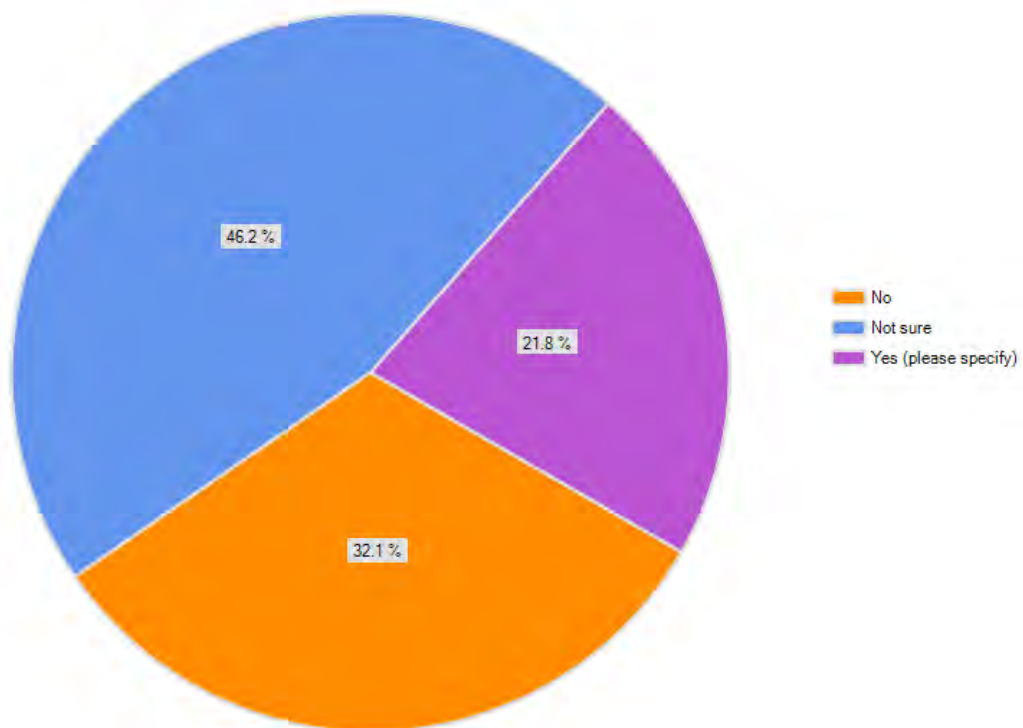
If you had to make a choice regarding city service levels what would your choice be?



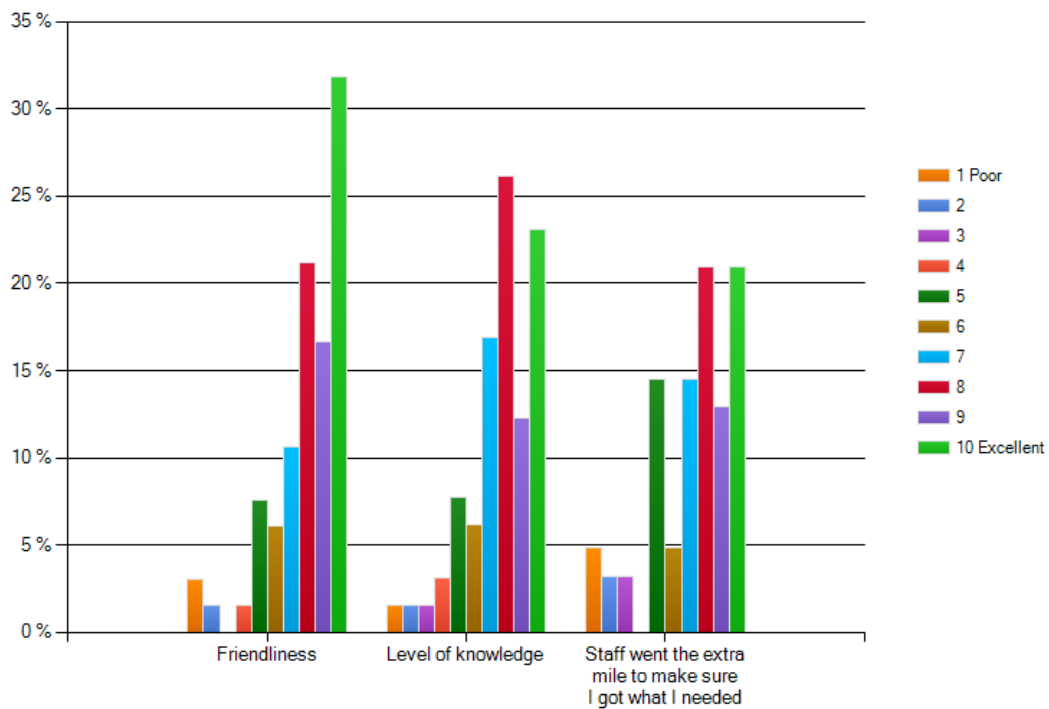
Are there any new City services you would like to see introduced?



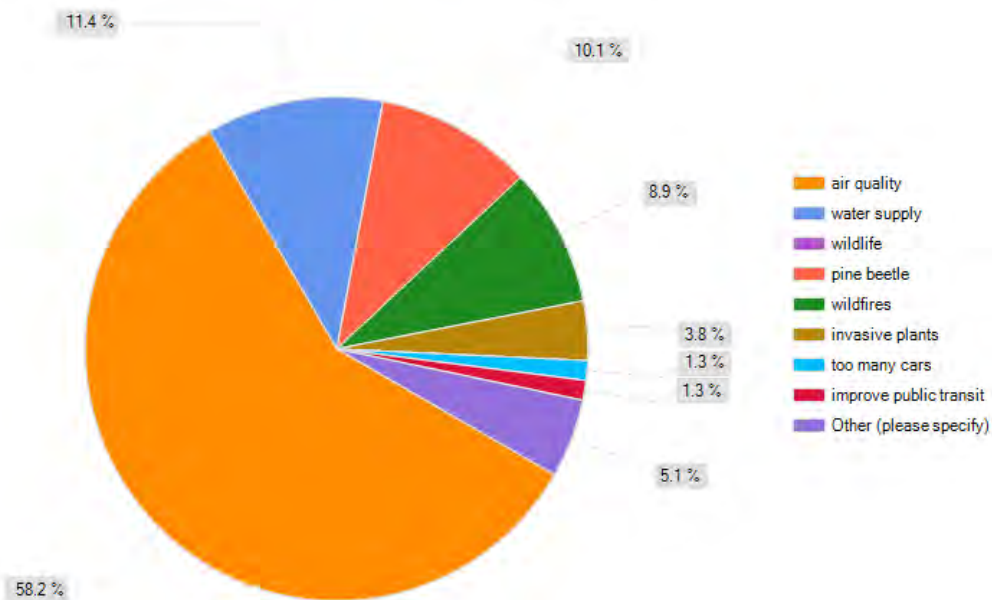
Are there any current City services you would like to see eliminated?



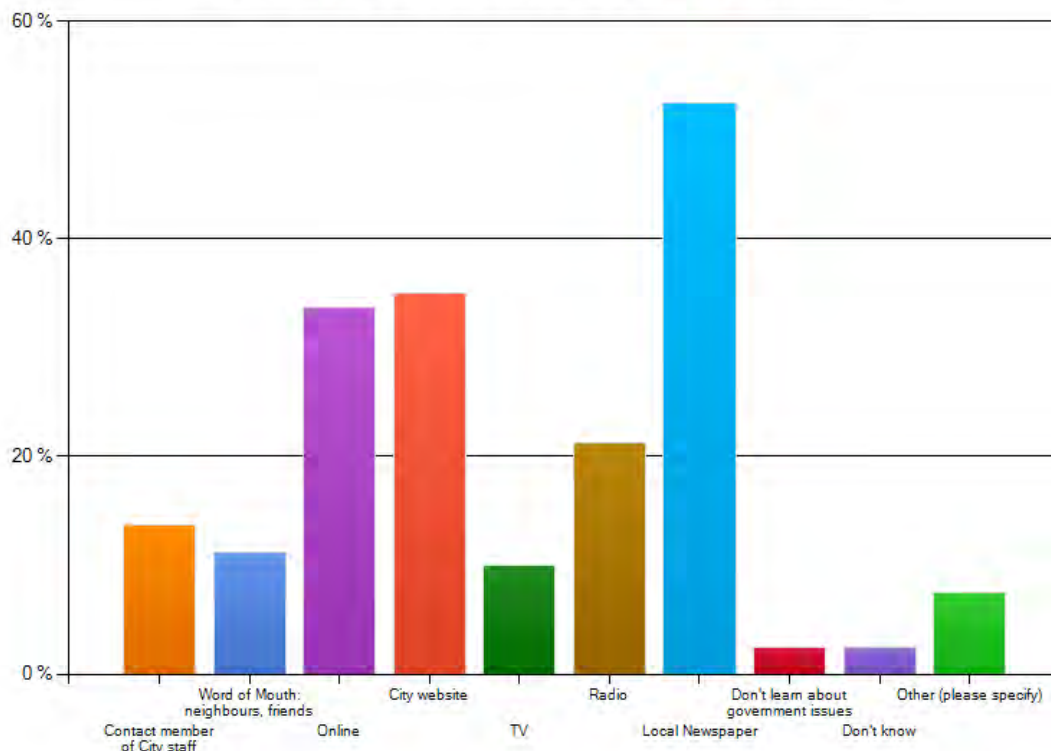
On a scale from 1 to 10 with 1 equal to Poor and 10 equal to Excellent please rate the service provided by the City employee during your most recent contact...



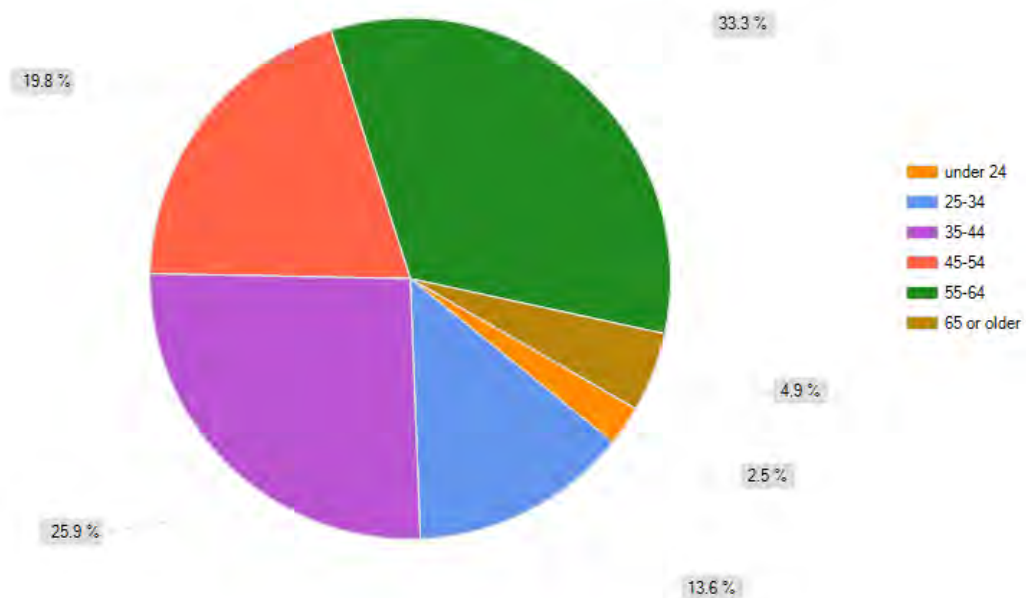
What do you think is the most important environmental concern for the City of Quesnel?



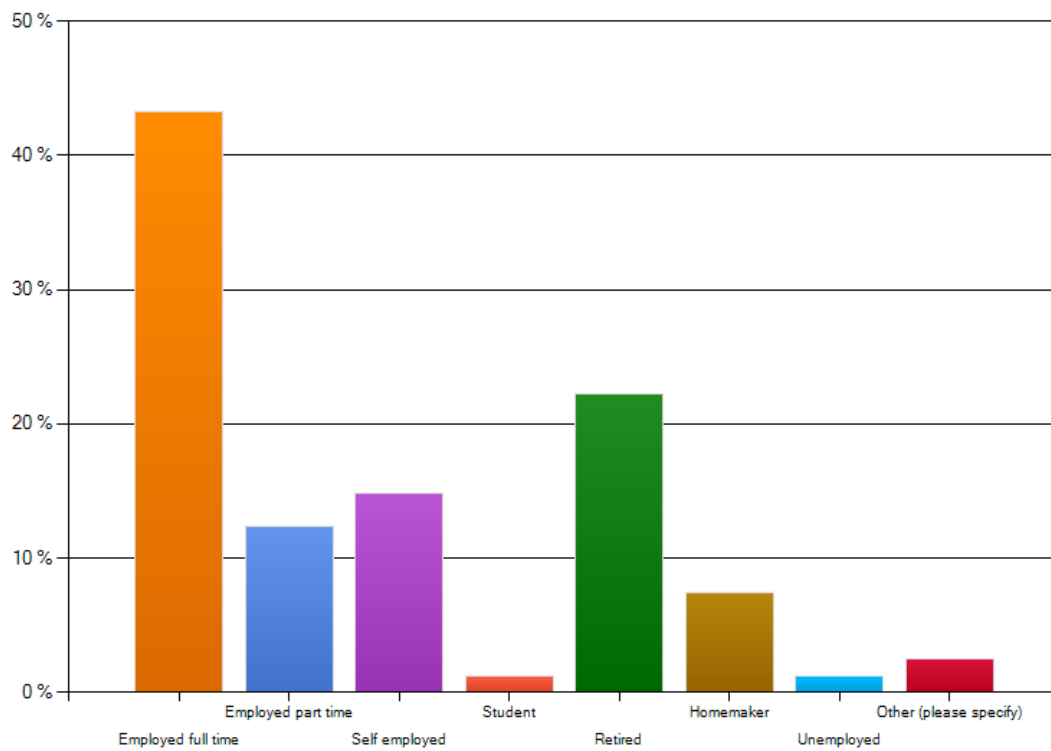
How do you prefer to learn about local government issues?



Which age group do you fall under?



What is your current employment status?



Quesnel 2010 Citizen Satisfaction Survey Final Report

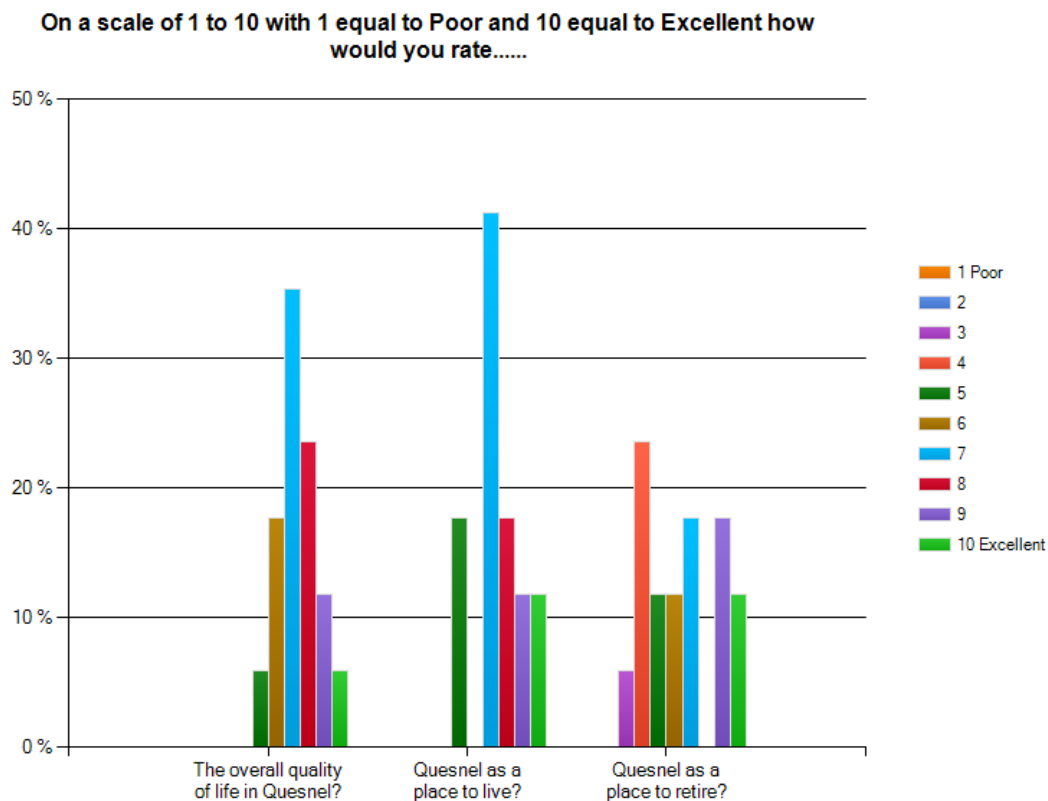
Appendix C

Online responses

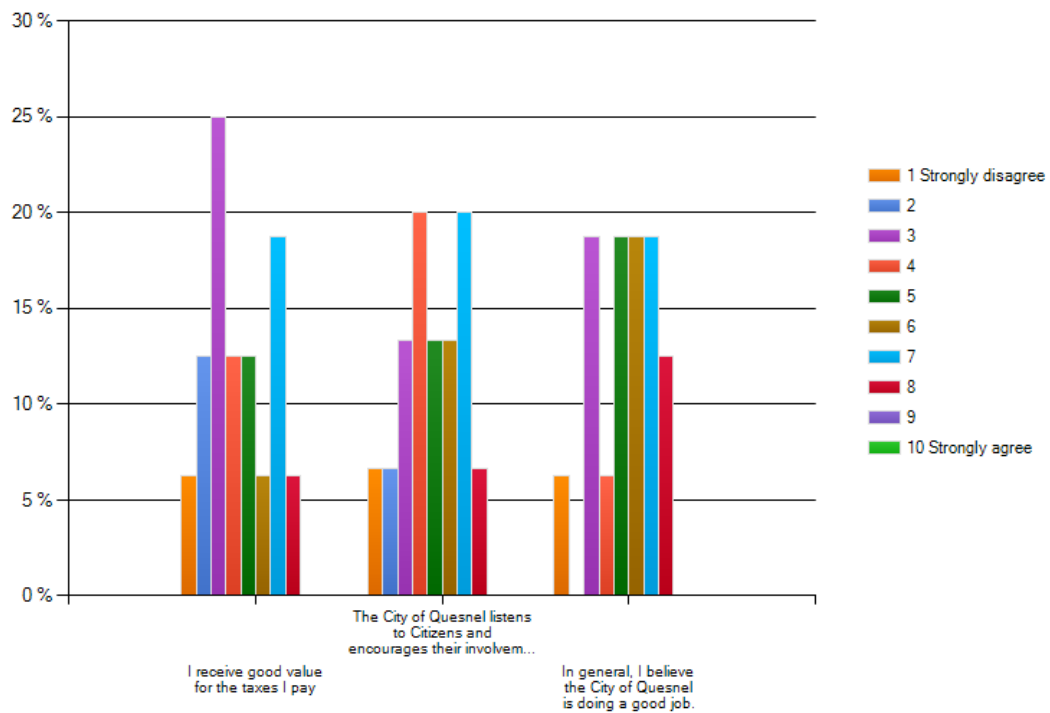
Business and Industry responses

An online survey was provided for business owners and operators to complete from that perspective.

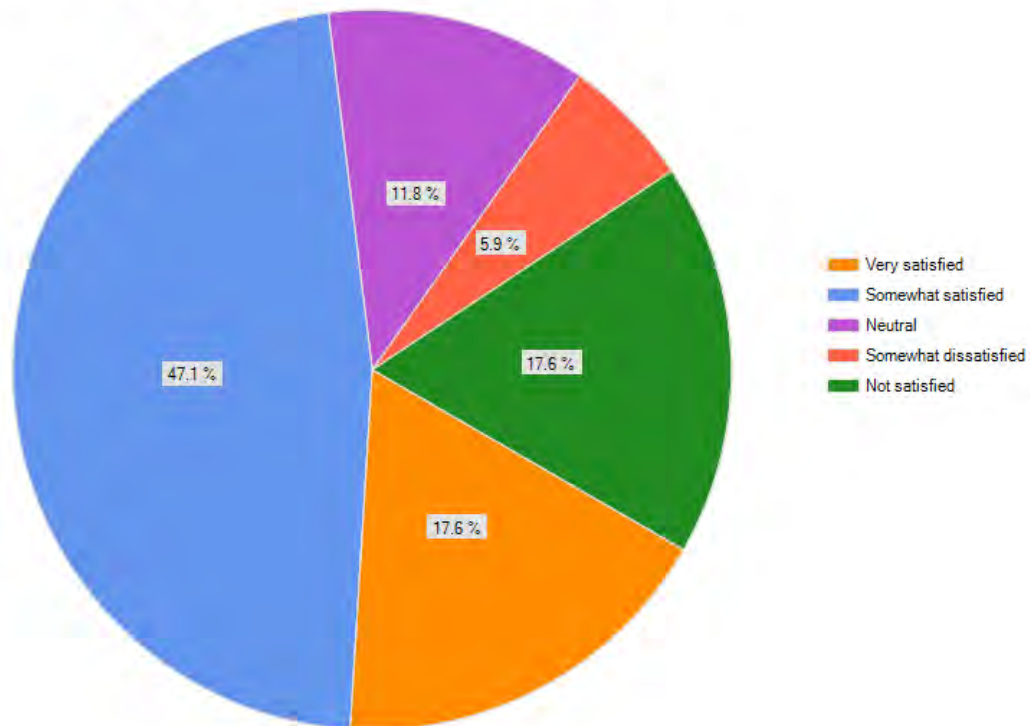
This survey was open from Wednesday Dec. 23 to Friday Jan. 7. It was completed by 26 people, although only 16 provided responses to most questions.



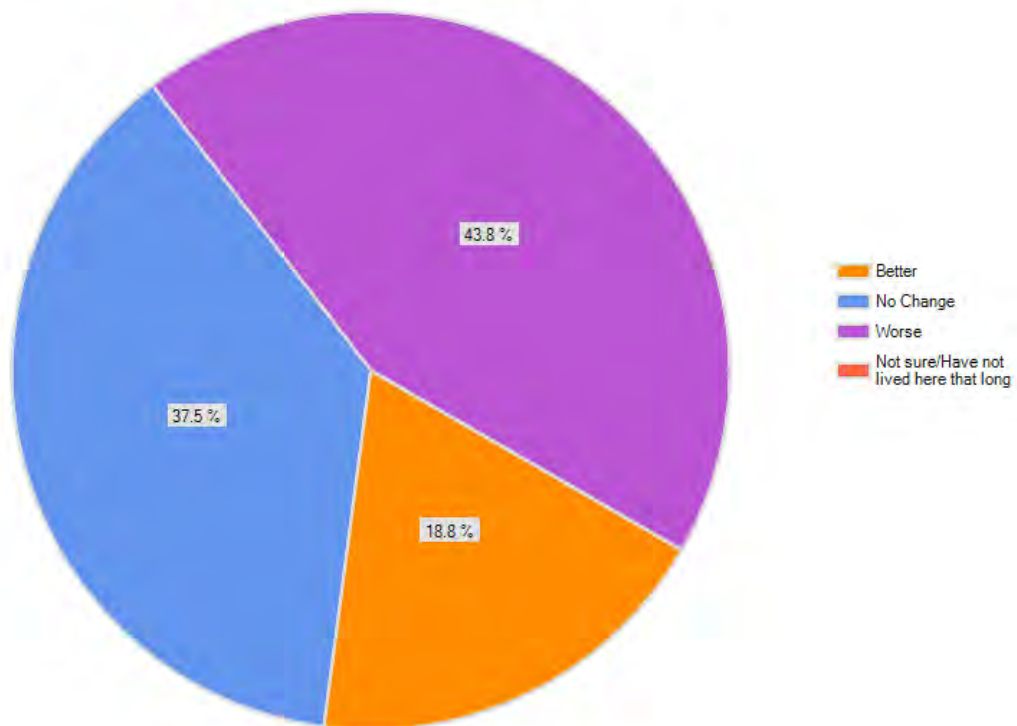
On a scale of 1 to 10 with 1 equal to Strongly disagree and 10 equal to Strongly agree please rate your level of agreement with the following statements.....



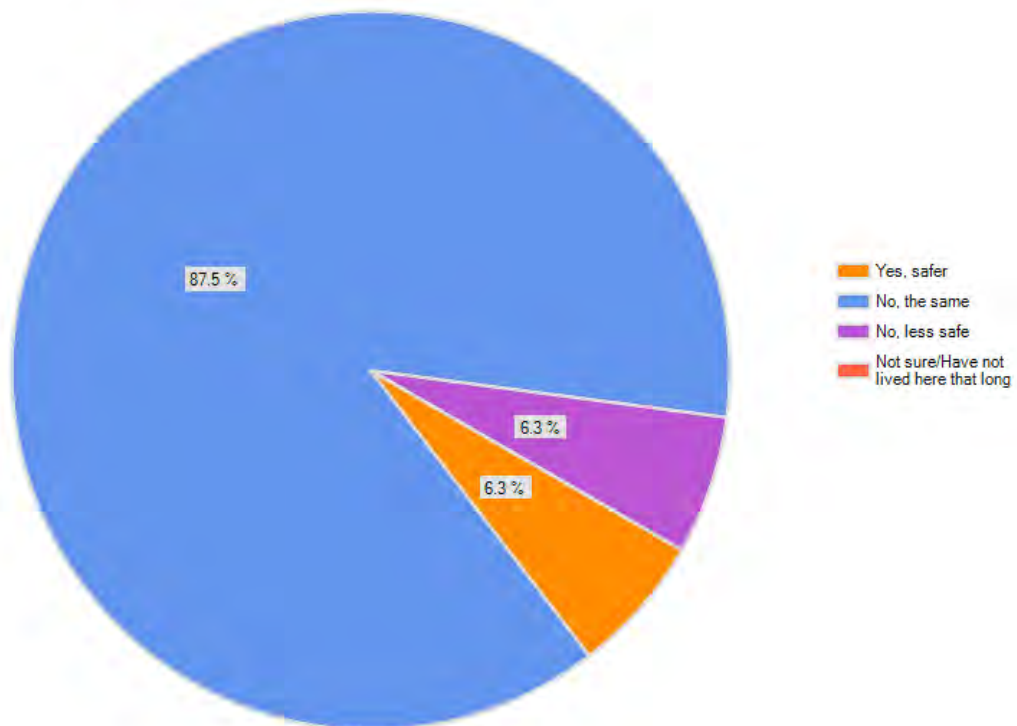
How do you rate your overall satisfaction with the services and programs provided by the City of Quesnel?



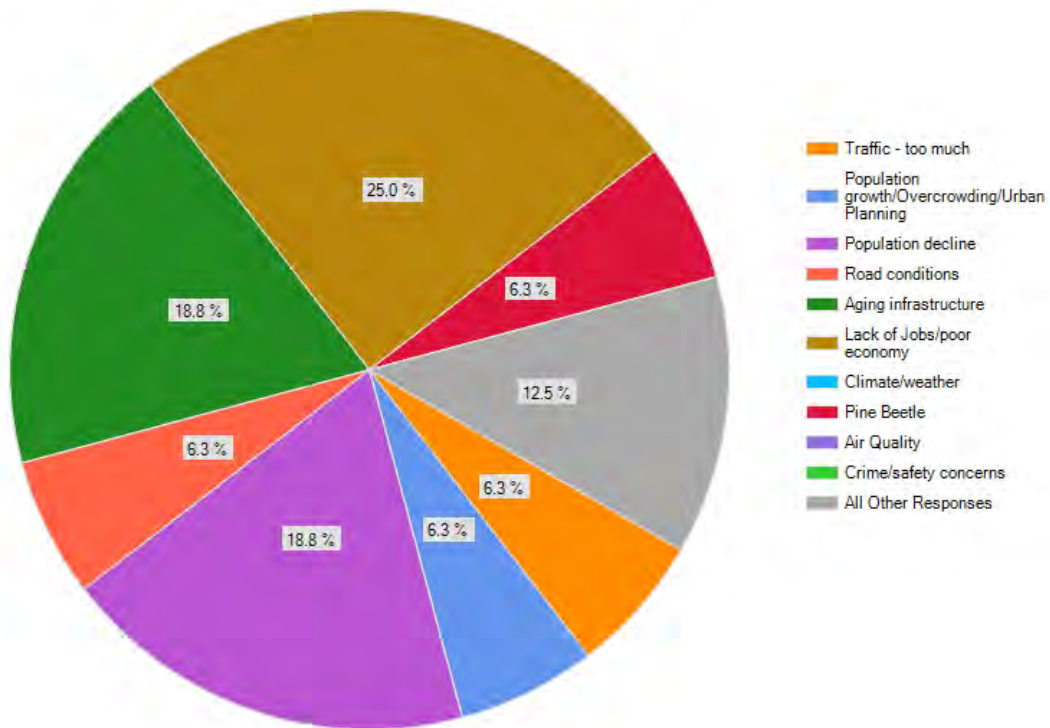
Compared to 5 years ago, how do you feel the quality of life for Quesnel residents has changed?



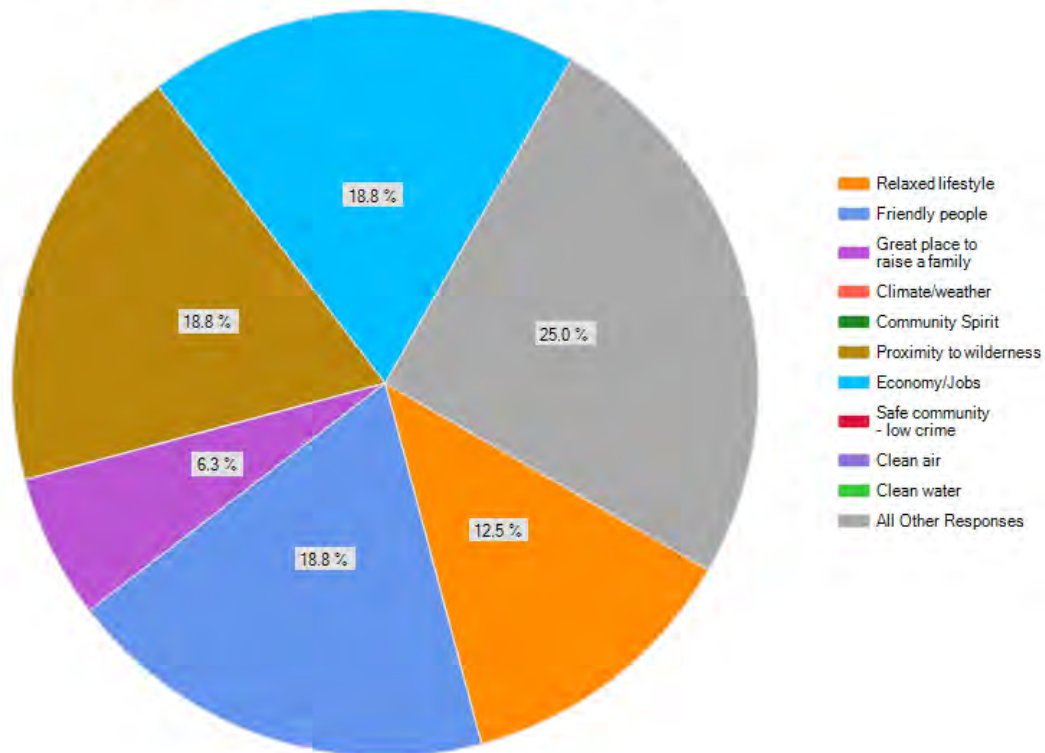
Compared to 5 years ago, do you feel Quesnel is a safer place to live?



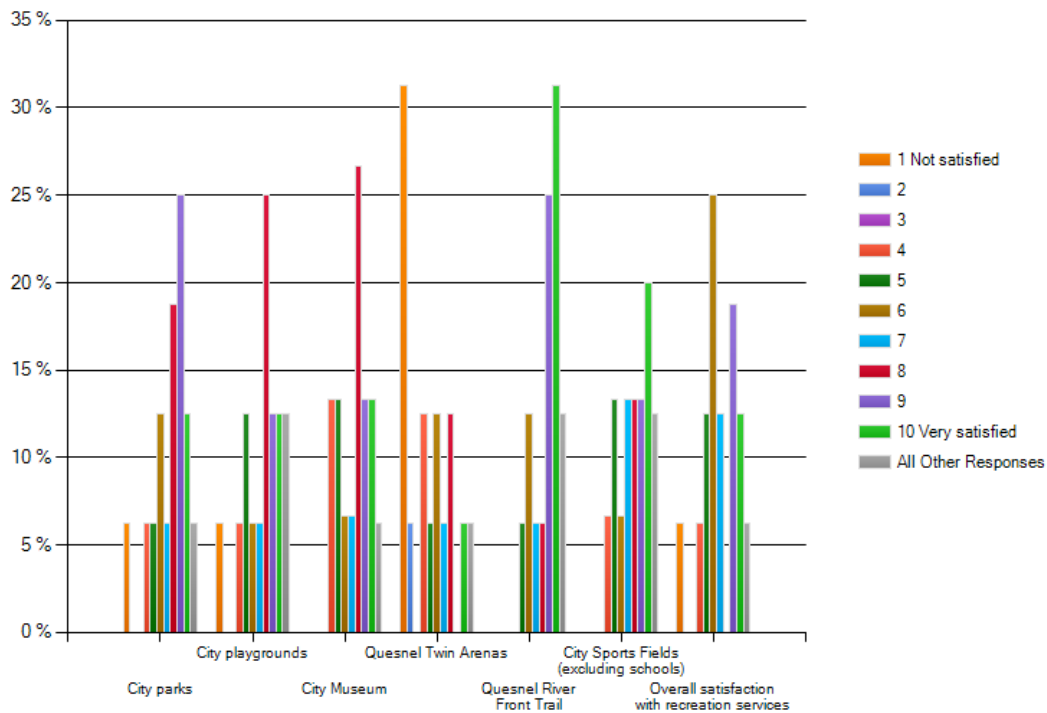
In your opinion, what is the single most important issue facing the City of Quesnel?



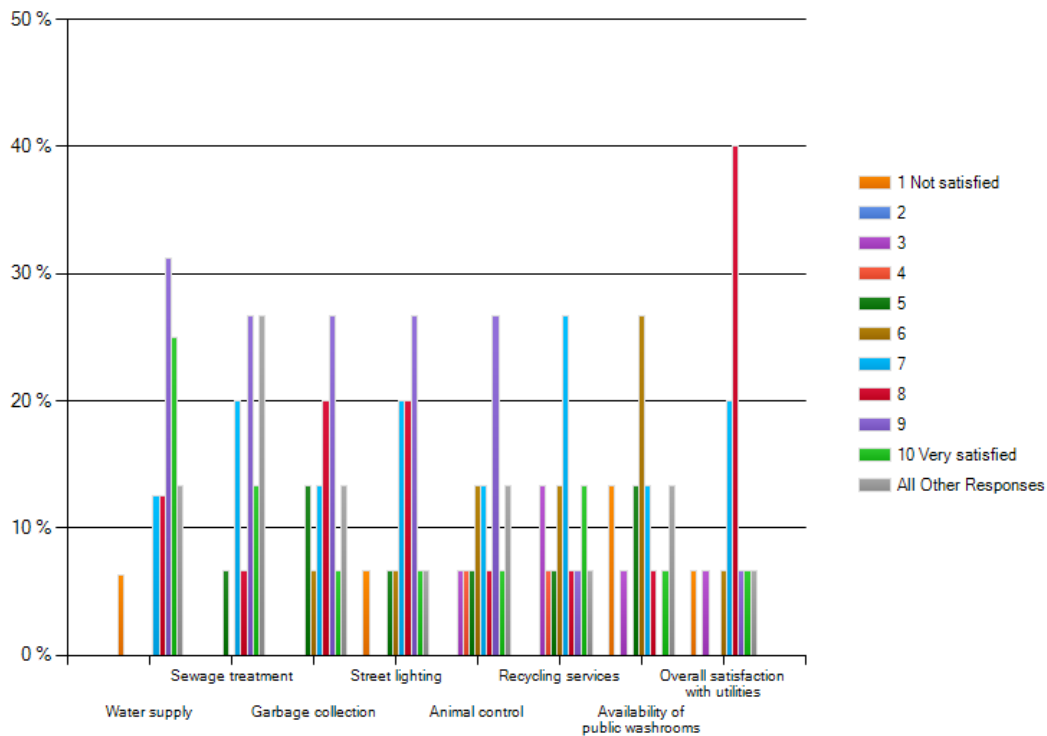
What is your favourite thing about living in Quesnel?



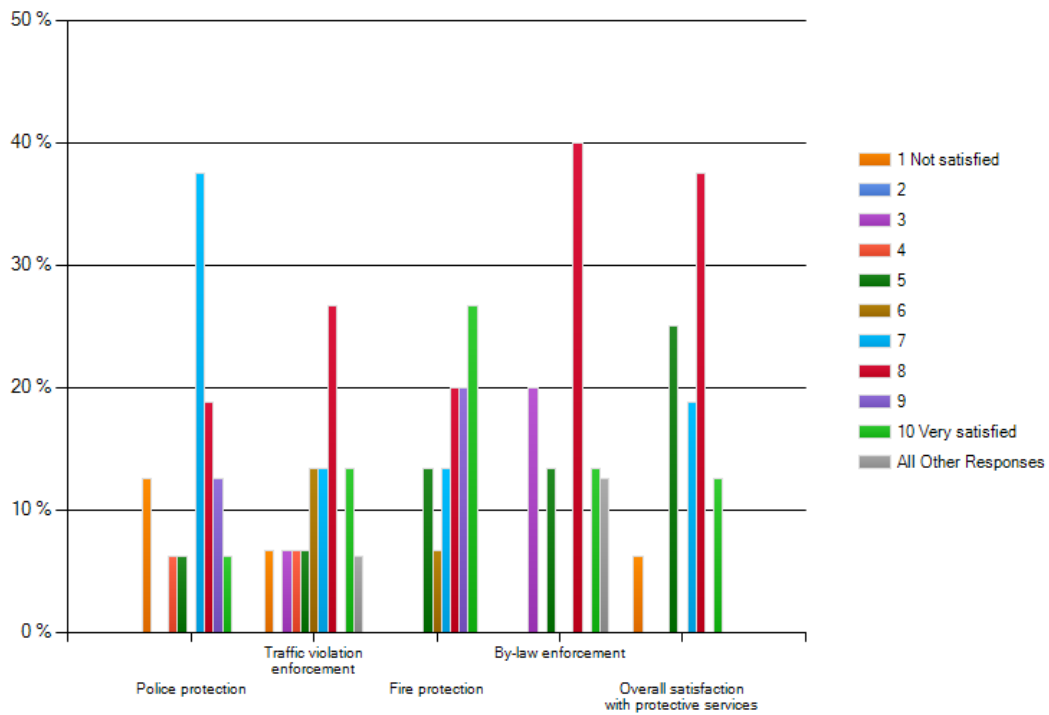
On a scale of 1 to 10 with 1 equal to Not satisfied and 10 equal to Very satisfied, how satisfied are you with the following RECREATION and LEISURE services?



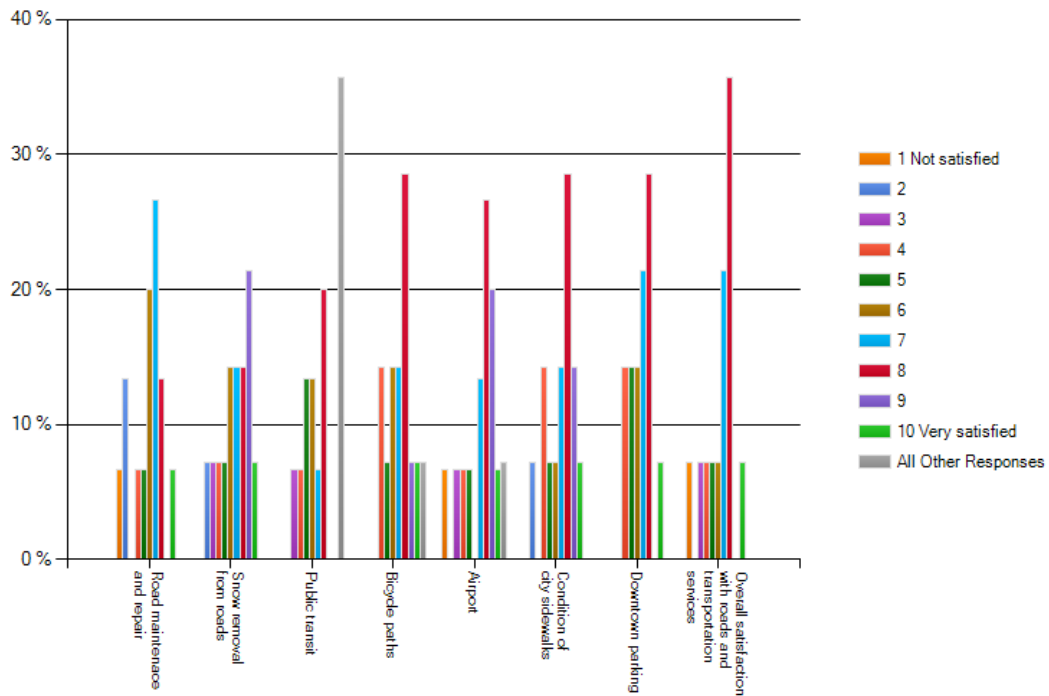
On a scale of 1 to 10 with 1 equal to Not satisfied and 10 equal to Very satisfied, how satisfied are you with the following City Utilities?



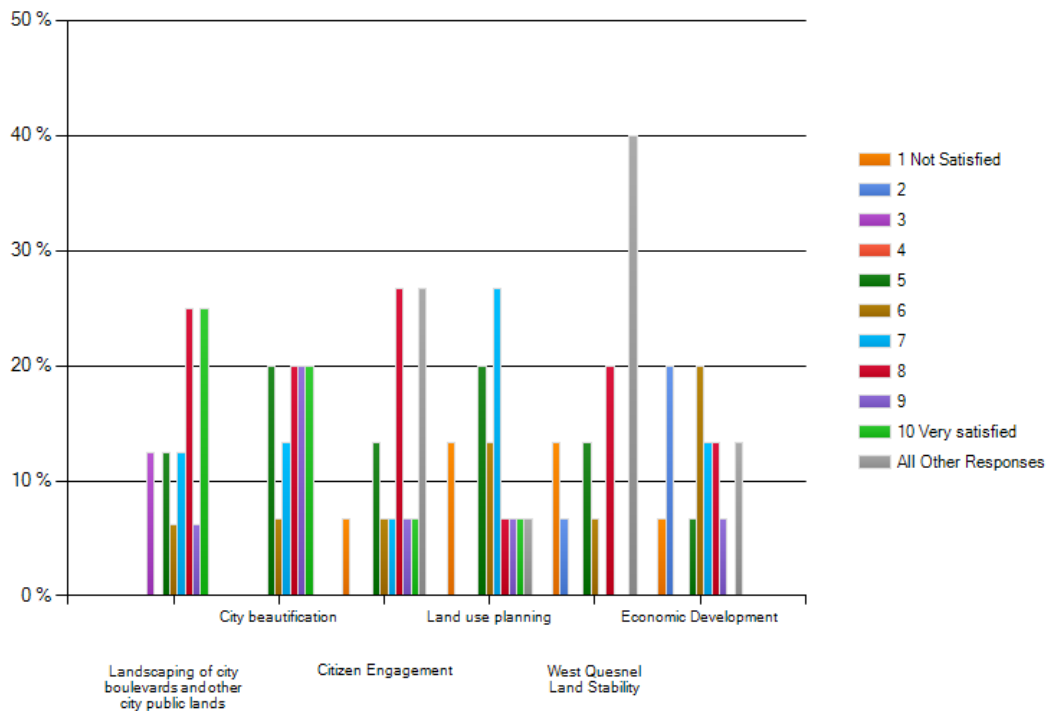
On a scale of 1 to 10 with 1 equal to Not satisfied and 10 equal to Very satisfied, how satisfied are you with the following COMMUNITY SAFETY issues?



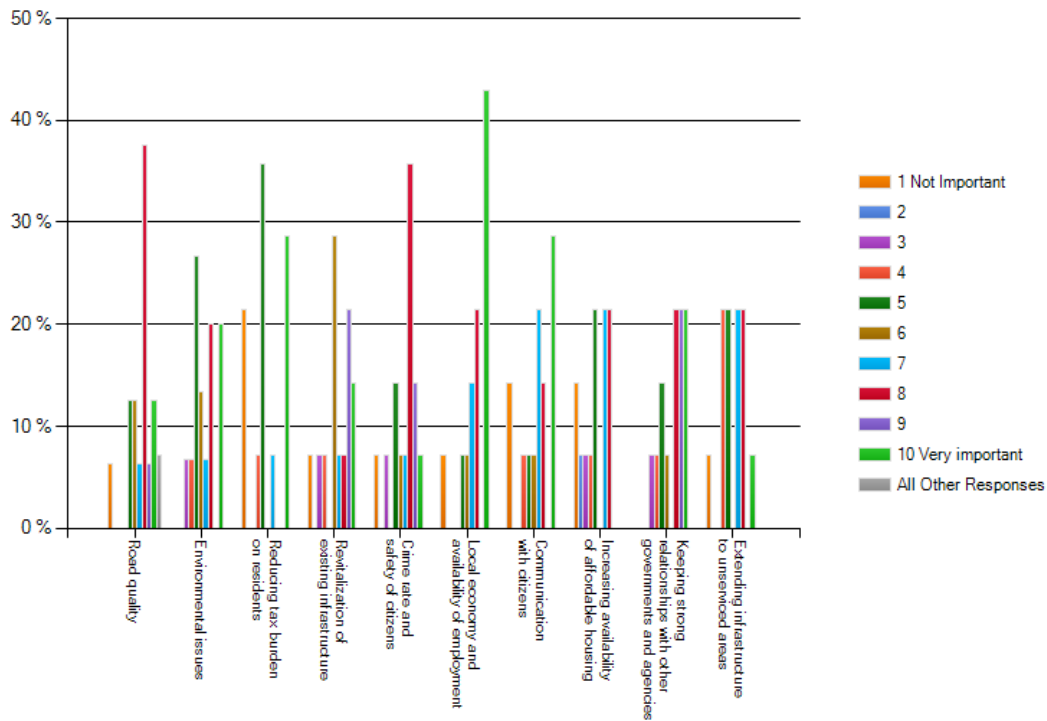
On a scale of 1 to 10 with 1 equal to Not satisfied and 10 equal to Very satisfied, how satisfied are you with the following ROADS AND TRANSPORTATION services?



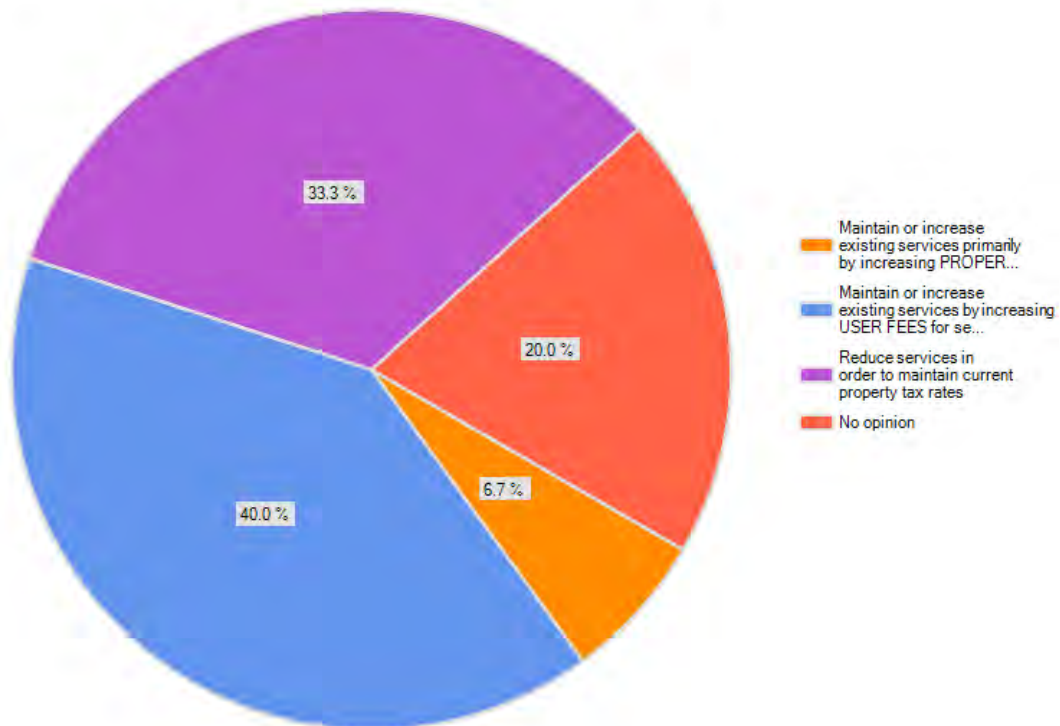
On a scale of 1 to 10 with 1 equal to Not satisfied and 10 equal to Very satisfied, how satisfied are you with the following OTHER CITY SERVICES?



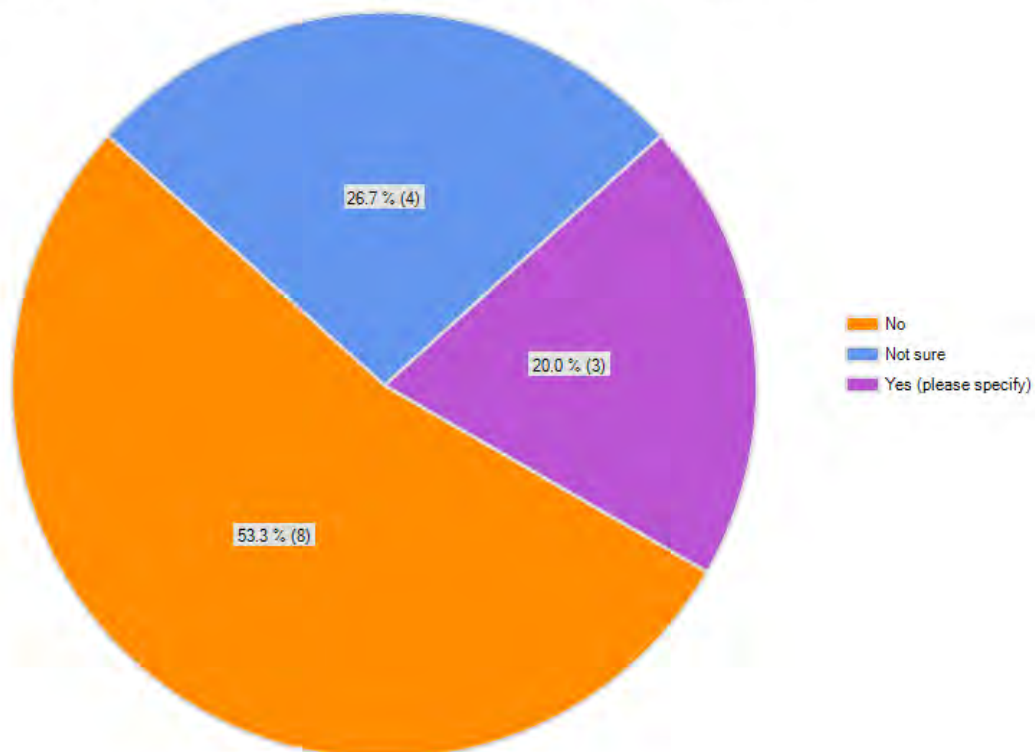
On a scale from 1 to 10 with 1 equal to Not important and 10 equal to Very important, how important are the following issues for the City?



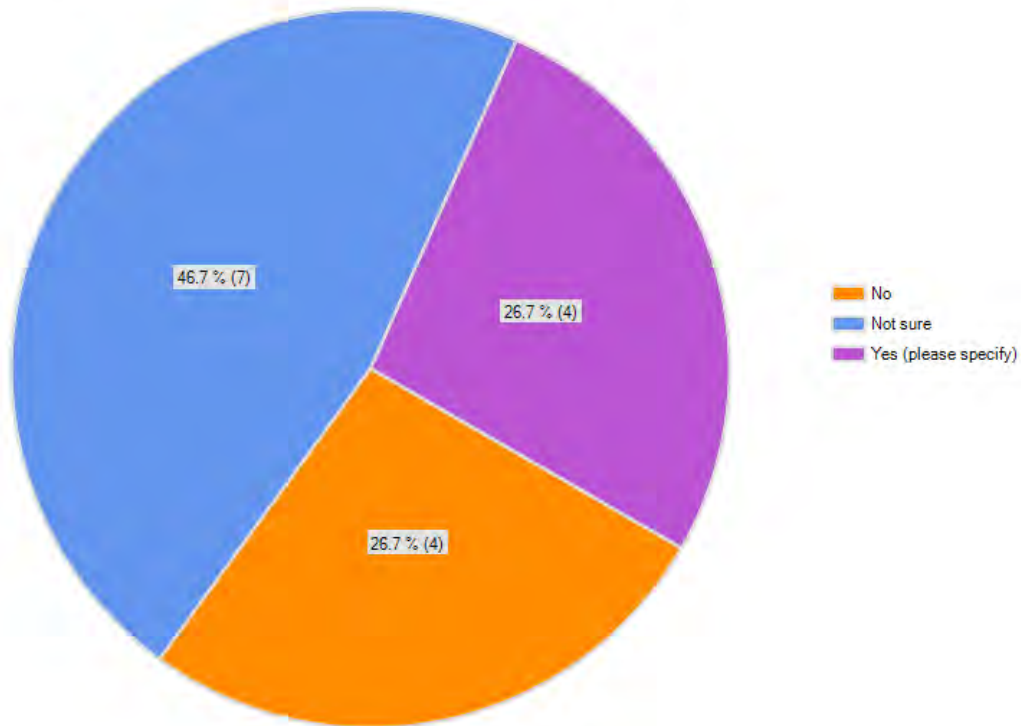
If you had to make a choice regarding city service levels what would your choice be?



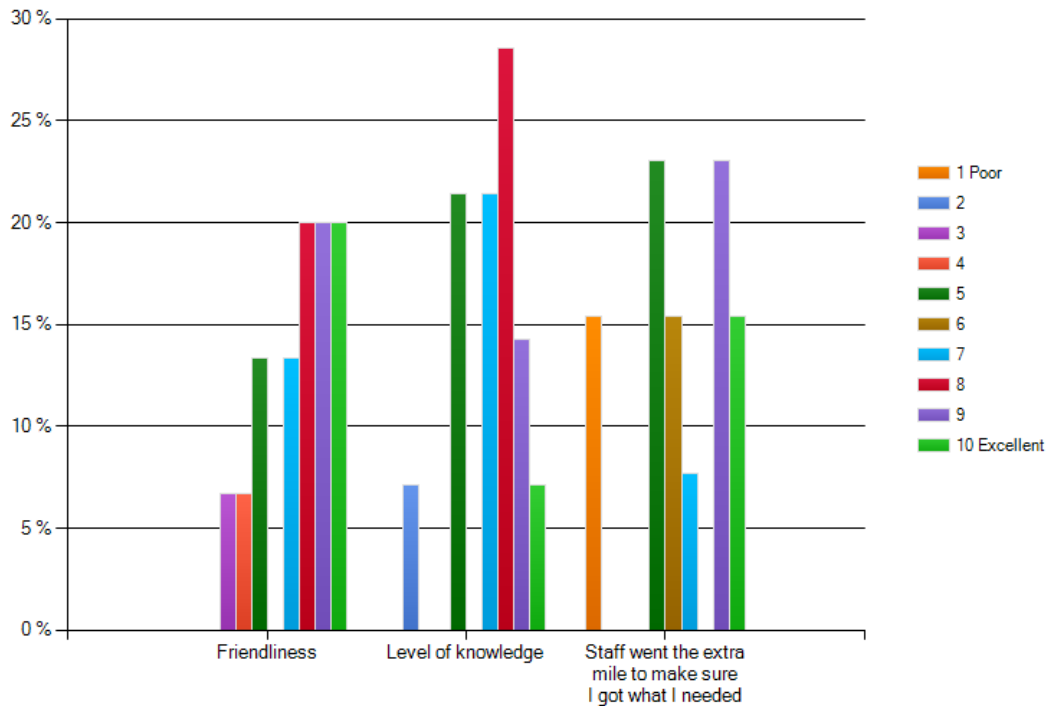
Are there any new City services you would like to see introduced?



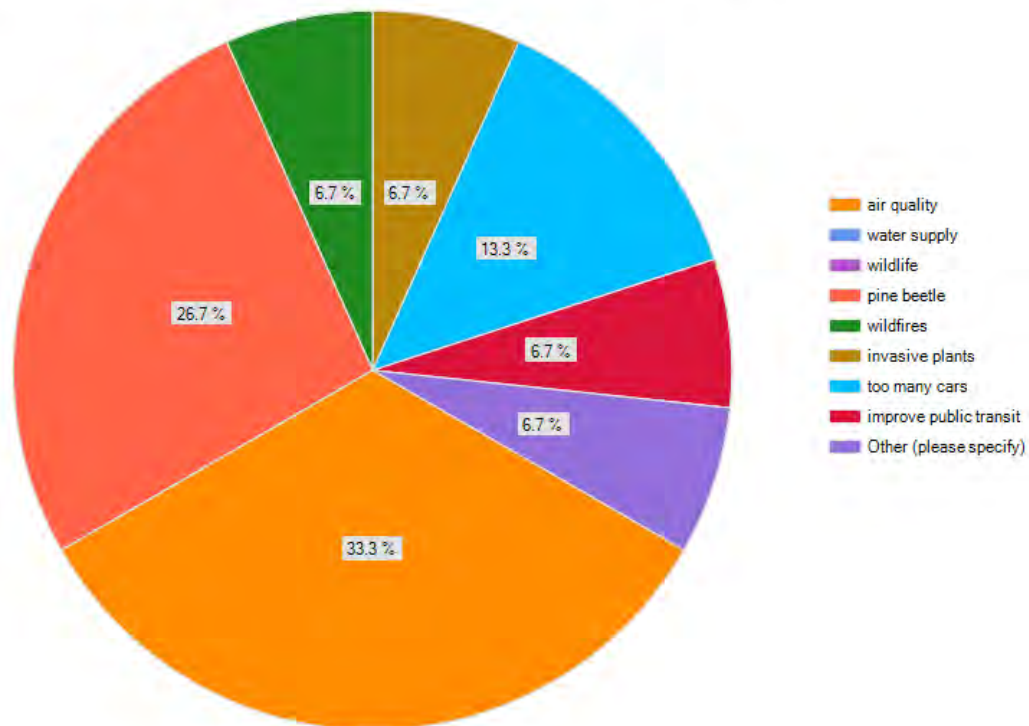
Are there any current City services you would like to see eliminated?



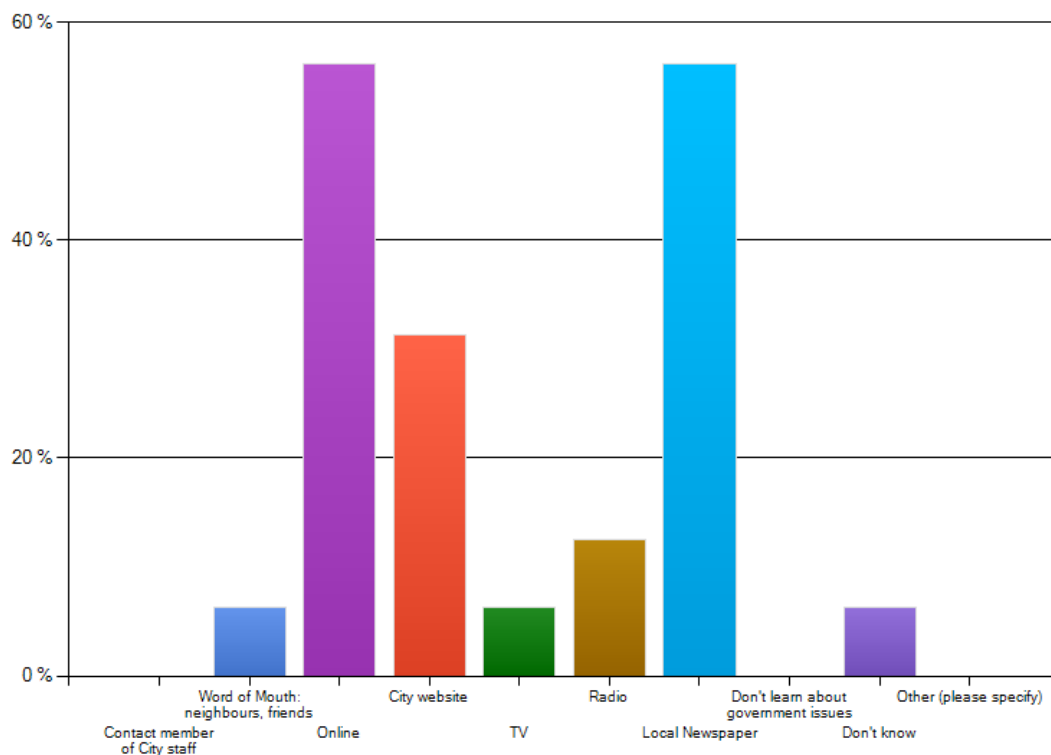
On a scale from 1 to 10 with 1 equal to Poor and 10 equal to Excellent please rate the service provided by the City employee during your most recent contact...



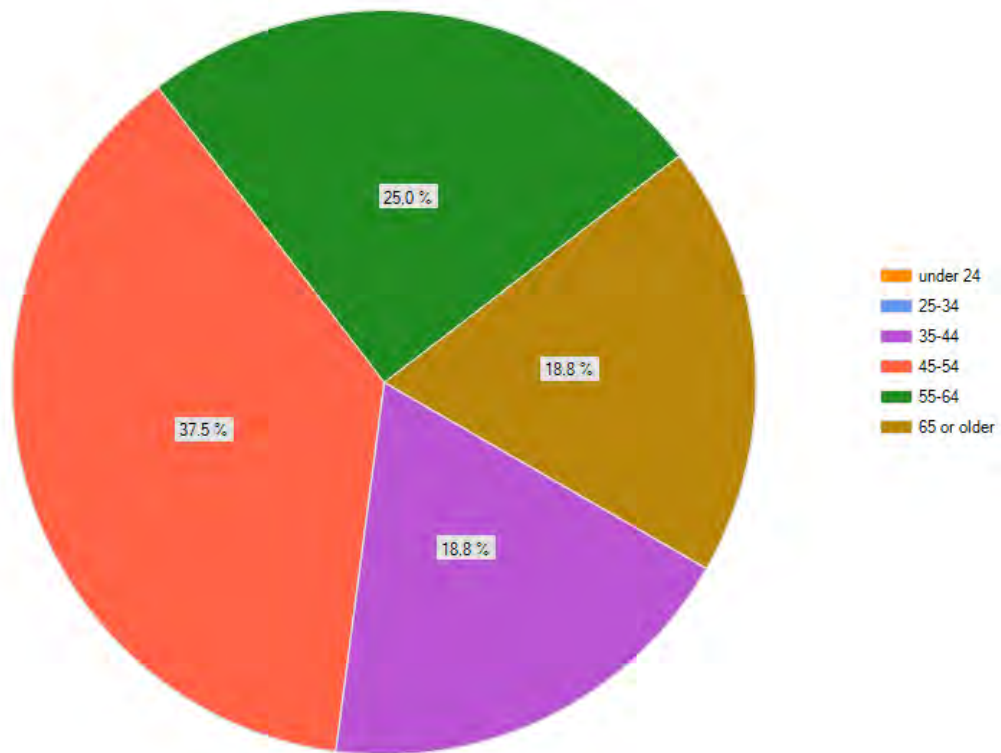
What do you think is the most important environmental concern for the City of Quesnel?



How do you prefer to learn about local government issues?



Which age group do you fall under?



What is your current employment status?

