

June 2008

City of Parksville Resident Satisfaction Survey



MUSTEL GROUP
MARKET RESEARCH





➤ Executive Overview

Introduction

- Mustel Group was commissioned by City of Parkville to conduct a resident satisfaction survey.
- 350 telephone interviews completed with random selection of City of Parkville adults, 18 years of age and over
- Specific measures taken to ensure sample randomly selected
- Margin of error on total sample: +/-5.2% at the 95% level of confidence
- Interviewing conducted June 18-25, 2008
- The last survey was completed in 2004 by Pulse Research Ltd. Comparisons in results are not possible due to differences in questionnaire wording and due to the fact that the 2004 survey was skewed to females and older residents (current survey sample matches the most recent Statistics Canada census data for the City).



➤ Executive Overview (cont'd)

Key Findings

- Residents express high levels of satisfaction with fire services, with maintenance and availability of parks/ green spaces, and with landscaping of public places.
- Residents are least satisfied with services related to land use (planning, zoning, building permits), economic development, and downtown revitalization. These are all areas of importance to residents.
- Four-in-ten (40%) residents believe they receive 'excellent' or 'very good value' for the services provided by the City. Another 40% rate the value as 'good'. A total of 20% of residents perceive the value as 'fair' or 'poor'.
- Residents are most supportive of tax increases to pay for special needs housing, increased policing and affordable accommodations. There also tends to be support for tax increases to fund improved public transit; however, a sizeable group, over four-in-ten are not supportive.
- Opinion is more divided on tax increases to provide more sidewalks, more recreational facilities and for downtown enhancement (despite revitalization being of importance to residents).
- When asked what three most important issues residents would like Council to address, the top three are:
 - City planning issues
 - Affordable accommodations (of interest especially to renters)
 - Crime, safety and policing



➤ Executive Overview (cont'd)

- A general suggestion is also made for council to be more accessible and responsive to the public.
- Approximately one-third of residents have contacted or provided input to the City within the past year, with in person, telephone and public hearings or open houses being the most common forms of contact.
- Inquiries about proposed developments or zoning changes, by-law enforcements, road/sidewalk improvements or maintenance, and various issues related to public lands are the most common reasons for contacting the City.
- Satisfaction levels vary with the overall quality of service received and speed and timeliness of the service when making contact with the City.
- Residents express interest in learning about the City's plans or priorities for Parksville, information about its various programs and services, and how tax revenue is being used.
- The local newspaper is the preferred method of communication, followed by mail and email (of particular appeal to younger residents).
- Overall, satisfaction with the quality of life in Parksville is high with almost eight-in-ten residents rating the quality they experience as 'excellent' or 'very good'. The City's commitment to green spaces and parks has likely contributed to the quality of life. Addressing concerns related to land use, economic development and downtown revitalization will further enhance satisfaction levels.



➤ Methodology

Introduction

- Mustel Group commissioned by City of Parkville to conduct a resident satisfaction survey.
- The last survey was completed in 2004 by Pulse Research Ltd. Comparisons in results are not possible due to differences in questionnaire wording and due to the fact that the 2004 survey was skewed to females and older residents. The demographic characteristics of the current survey (gender and age) match the most recent Statistics Canada census data for the City.

Methodology

- Completed 350 telephone interviews with random selection of City of Parkville adults, 18 years of age and over
- Specific measures taken to ensure sample randomly selected including:
 - Random selection of household from up-to-date published listings and random selection of individual interviewed within the household
 - Up to 6 attempts to obtain an interview with selected household/individual to minimize potential bias due to non-response
 - Weighting of sample to match Statistic Canada Census data for the City
- Margin of error on total sample: +/-5.2% at the 95% level of confidence
- Interviewing conducted from Mustel Group facilities June 18-25, 2008

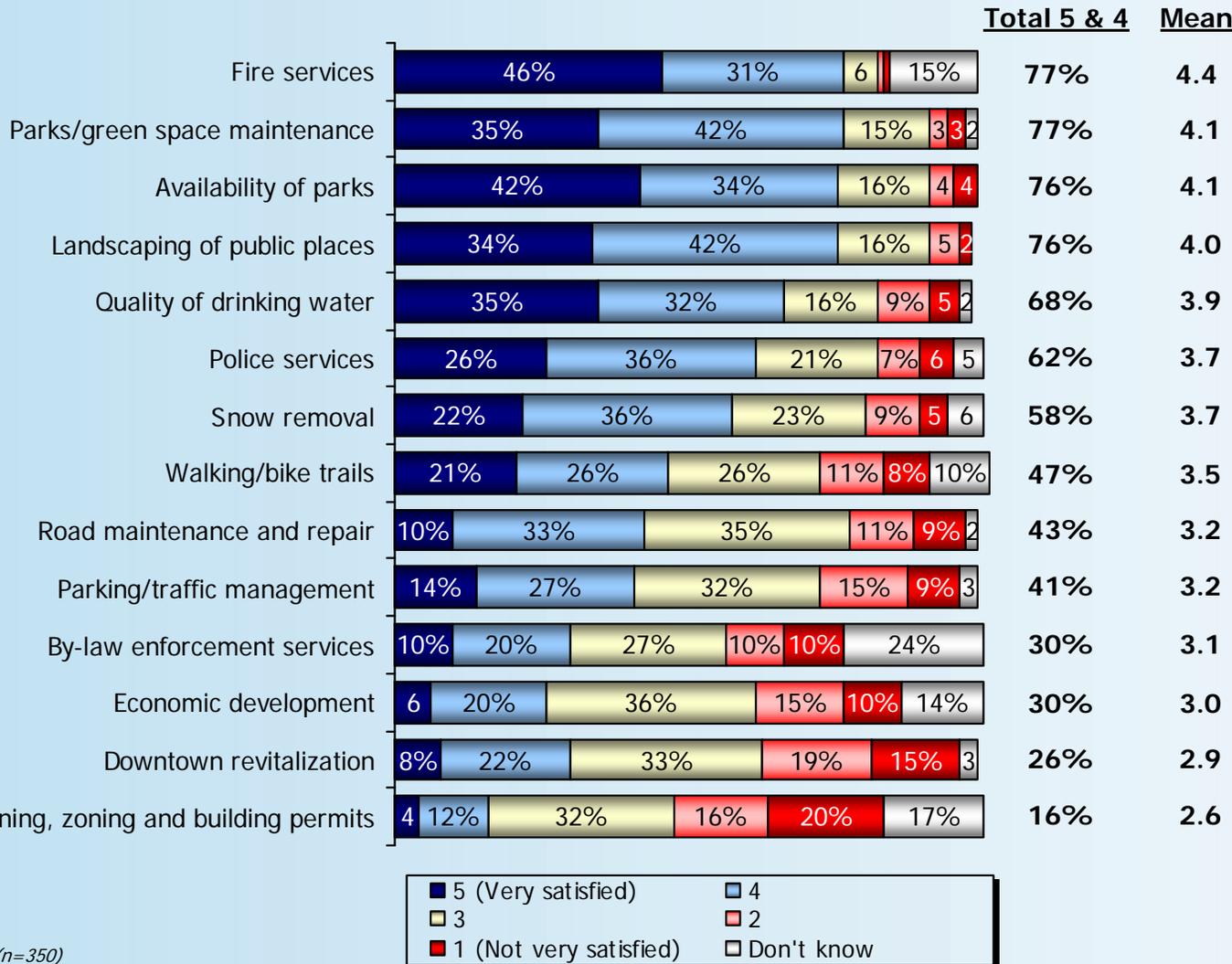


Key Findings



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➤ Satisfaction with Services



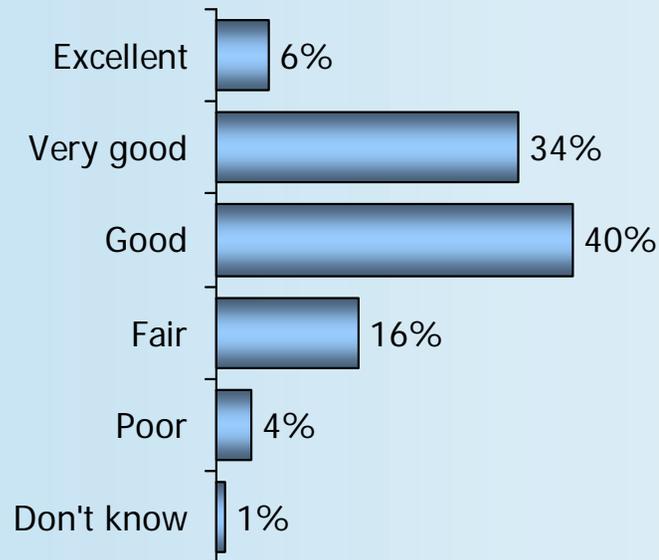
- Residents express the highest levels of satisfaction with fire services, with maintenance and availability of parks/green spaces, and with landscaping of public places.
- Residents are least satisfied with services related to land use (planning, zoning, building permits), economic development, and downtown revitalization.

Base: Total (n=350)

Q.1) As you may know, the City of Parksville is responsible for providing a variety of services to you as a resident. By level of service, we mean both the amount and quality of the service provided. How satisfied are you with each of the following services. Please use a scale of 1 to 5, where 1 means 'Not very satisfied' and 5 means 'Very satisfied'.



➤ Overall Value of Services



Base: Total (n=350)

Q.2) Would you rate the overall value of services you receive from the City of Parkville as:

- Four-in-ten (40%) residents believe they receive 'excellent' or 'very good value' for the services provided by the City. Another 40% rate the value as 'good'.
- A total of 20% of residents perceive the value as 'fair' or 'poor'.
- The findings are relatively consistent by various segments of the population (e.g. age, home tenure, those with and without children, length of residency in Parkville).



➤ Drivers of Value Perceptions

- Additional statistical analysis (correlation analysis) was conducted to determine what services are drivers of overall value perceptions.
- The chart following divides the service areas into the four categories:

Success: High importance; high satisfaction

These are service areas that are important to citizens and receive high satisfaction ratings. They are important to maintain.

Opportunity: High importance; low satisfaction

These are areas that are important to residents but in need of attention since satisfaction ratings are lower than average. They should be given greater priority than in the past.

Maintenance: Low importance; high satisfaction

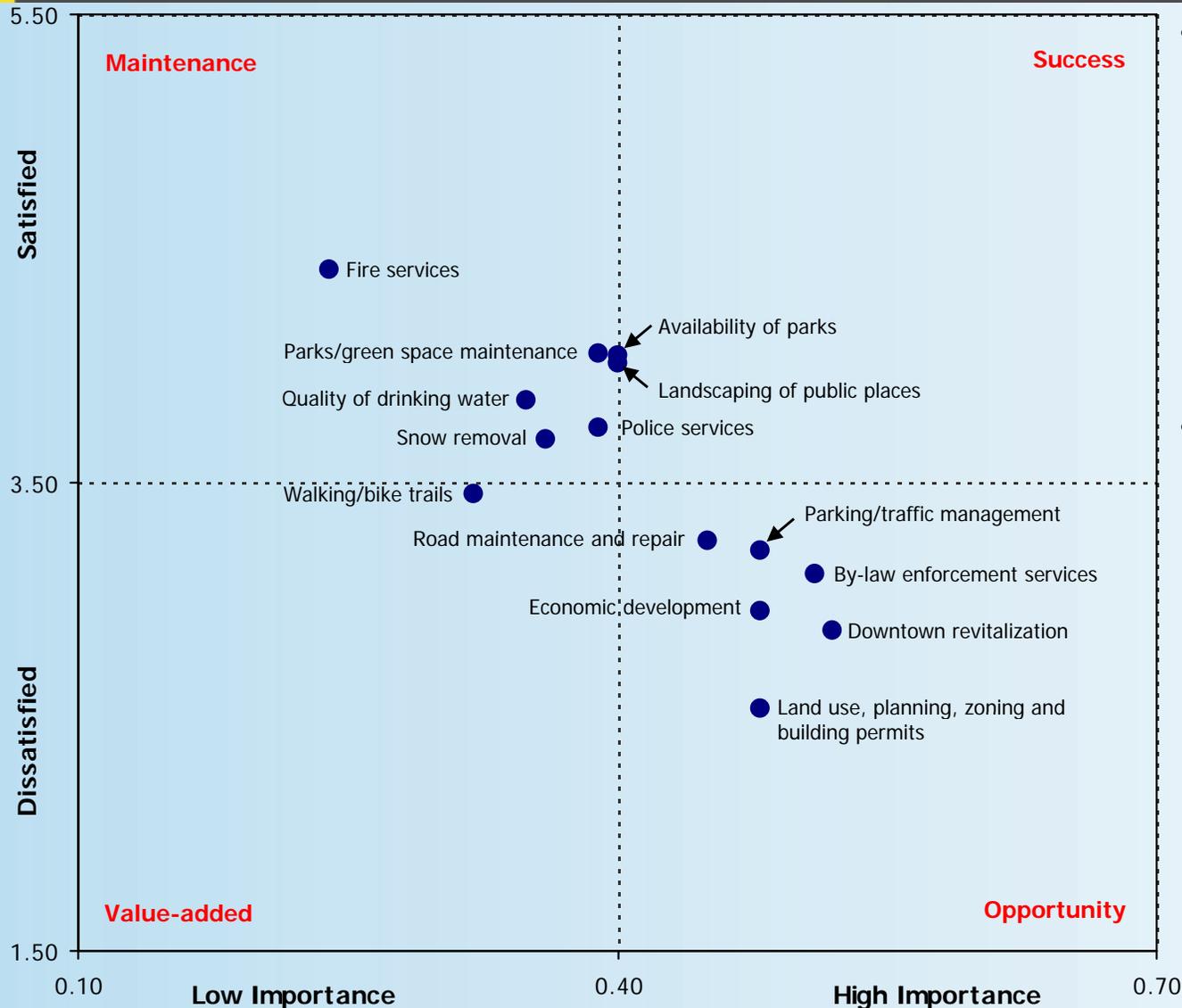
These areas are not an immediate priority as satisfaction is high but the services are not as important as others. No additional effort/communication is required in these areas.

Value-Added: Low importance; low satisfaction

Not a priority for action. Further efforts on services in this quadrant will have minimal impact on value perceptions.

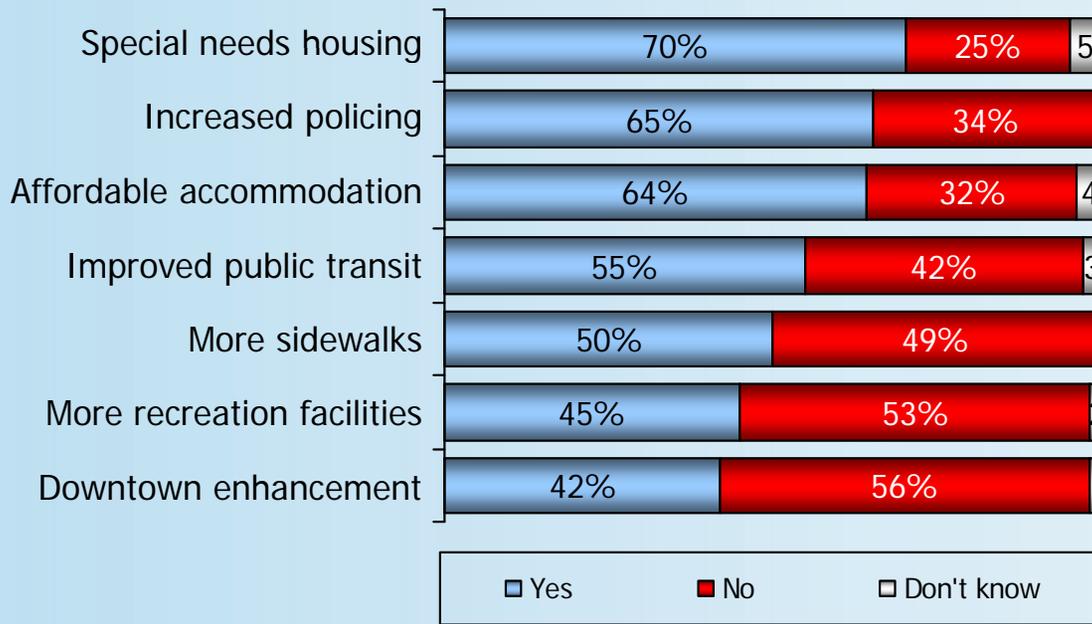


➤ Drivers of Value Perceptions-cont'd



- Availability of parks and landscaping of public place are areas of success. Police services, parks/green space maintenance can also be considered areas of success from the perspective that satisfaction levels are high and they are all areas of relative importance to citizens.
- Areas of opportunity, that is those services that are important to residents but tend to have lower satisfaction levels include:
 - Parking/traffic management
 - By-law enforcement services
 - Downtown revitalization
 - Economic development
 - Land use, planning, zoning and building permits
 - Road maintenance and repair
 - Economic development

➤ Willingness to Support Tax Increase for...



Base: Total (n=350)

Q.3) Would you be prepared to support a tax increase for the following?

- Residents are most supportive of tax increases to pay for special needs housing, increased policing and affordable accommodations.
- There also tends to be support for tax increases to fund improved public transit; however, a sizeable group, over four-in-ten are not supportive.
- Opinion is more divided on tax increases to provide more sidewalks, more recreational facilities and for downtown enhancement (despite revitalization being of importance to residents).
- Note that younger citizens (under 45 years of age) tend to be supportive of increases for recreational facilities. Responses to all other service areas are consistent across the population.



➤ Important Issues Would Like Council to Address

	<u>First Mentions</u>	<u>Total Mentions</u>
	(350)	(350)
	%	%
City planning/zoning/infrastructure	14	23
Affordable accommodation	13	17
Crime/safety/policing	8	15
Increase healthcare facilities (i.e. more clinics, hospital)	6	10
Continued revitalization of Downtown core	6	9
Waterfront development	6	8
Maintenance of streets and roads	4	12
Water conservation and quality	4	7
Recreation facility/youth facilities	3	12
Public transit	3	7
Local economy/job creation	3	5
Complaints about Council (i.e. fiscal policy)	2	3
		<i>continued...</i>

Q.4a) What are the three most important issues you would like Council to address in the future, starting with the most important issue facing the City? This would be the issue that should receive the greatest attention from Council.

- When asked what three most important issues residents would like Council to address, the top three are:
 - City planning issues
 - Affordable accommodations (of interest especially to renters)
 - Crime, safety and policing.
- A number of other issues are cited including increased healthcare facilities, street and road maintenance, and recreational facilities (particularly for youth).



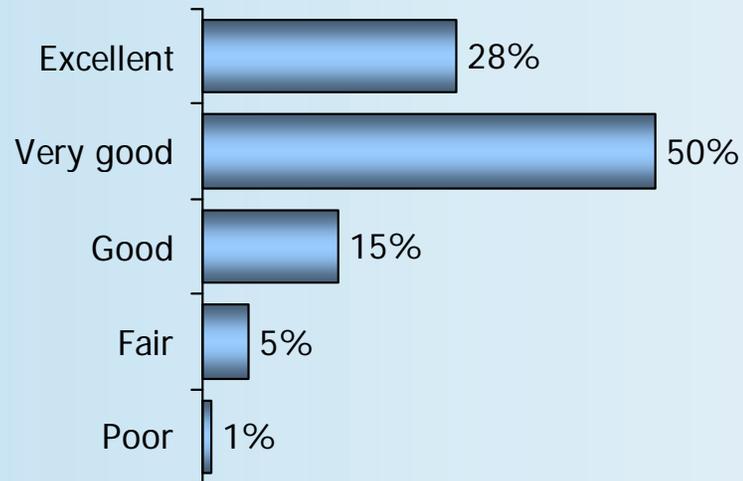
➤ Important Issues Would Like Council to Address (cont'd)

<i>continued...</i>	<u>First Mentions</u> (350) %	<u>Total Mentions</u> (350) %
Overdevelopment/reduce/control housing developments	1	2
Reduce taxes	1	3
Improve public landscaping/beautification and upkeep	1	2
Traffic control	1	4
Quality and quantity of municipal services	1	3
Need more shopping	1	1
Protection of resources (water, ocean)	1	3
Improve walking/bike trails	1	2
Need more sidewalks	1	2
Protection of natural areas	<1	1
More parking	<1	1
Need to be more (wheelchair/scooter) accessible	<1	1
Tourist development	<1	2
Miscellaneous	2	6
Nothing/don't know	19	19

Q.4a) What are the three most important issues you would like Council to address in the future, starting with the most important issue facing the City? This would be the issue that should receive the greatest attention from Council.



➤ Overall Quality of Life in Parksville



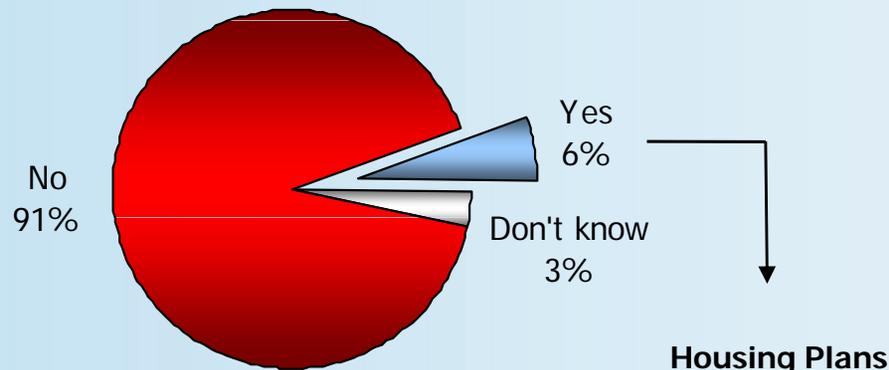
Base: Total (n=350)

Q.5) How would you rate the overall quality of life that you experience in the City of Parksville? Would you say...

- Satisfaction with the quality of life in Parksville is high with almost eight-in-ten residents rating the quality they experience as 'excellent' or 'very good'. The findings are consistent across all demographic segments.



➤ Plan to Move Within Parksville

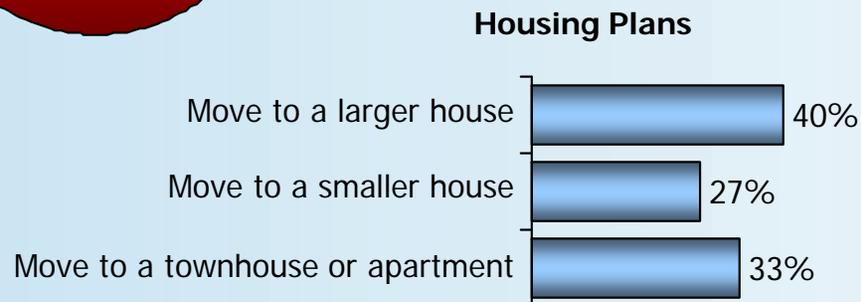


- Only 6% of the population is planning to move within the next year within Parksville's boundaries, moving to a variety of housing types.

Base: Total (n=350)

Q.6a) In the next year, do you plan to move to another location within Parksville's boundaries?

Q.6b) What best describes your housing plans?

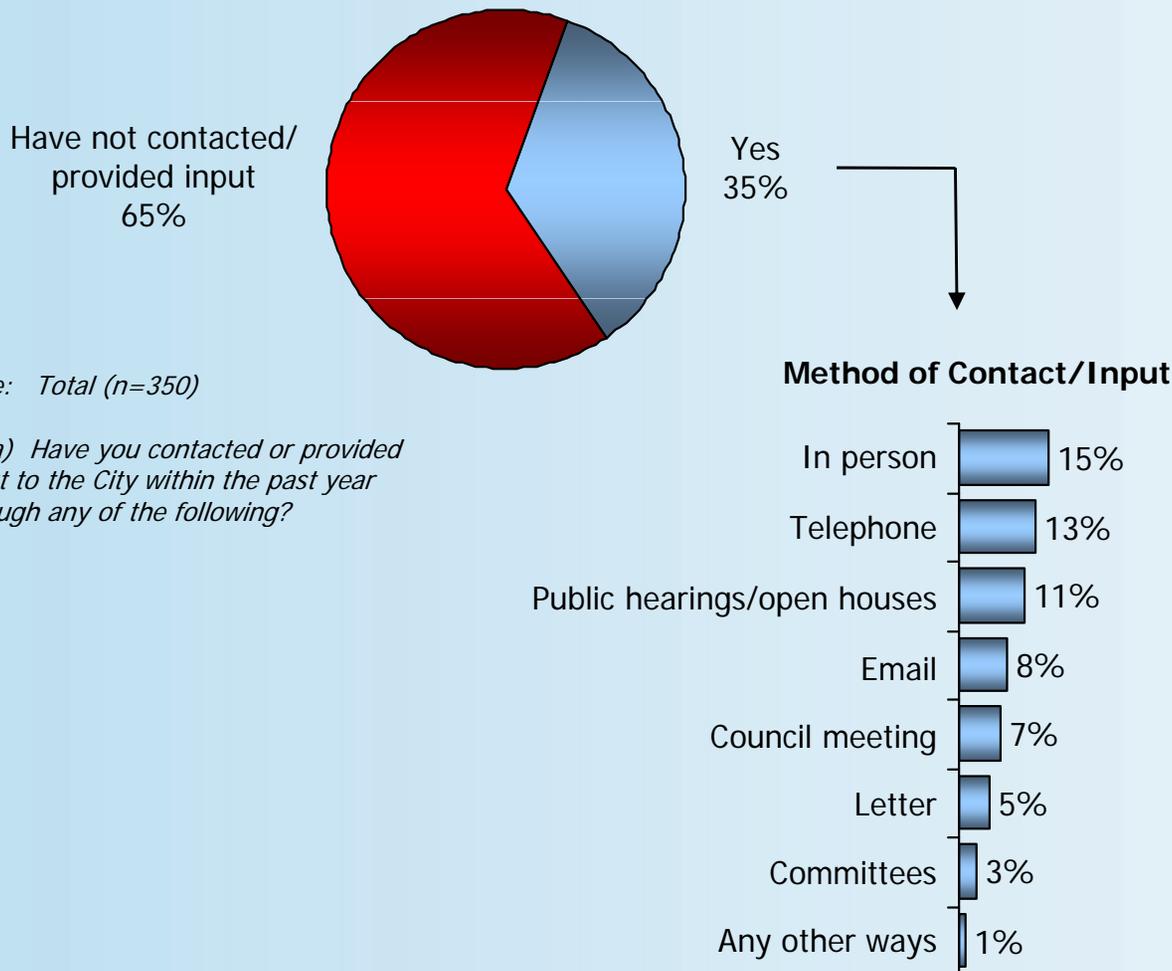


Base: Those who plan on moving within Parksville's boundaries, in the next year (n=19)*

*Interpret with caution: very low base size.



➤ Contacted or Provided Input to City in Past Year



Base: Total (n=350)

Q.7a) Have you contacted or provided input to the City within the past year through any of the following?

- Approximately one-third of residents have contacted or provided input to the City within the past year, with in person, telephone and public hearings or open houses being the most common forms of contact.
- Note that younger residents are also inclined to make contact by email whereas the older residents are more inclined to attend public hearings or open houses, showing the importance of providing a variety of ways for the public to provide input.



➤ Primary Reason for Contacting City

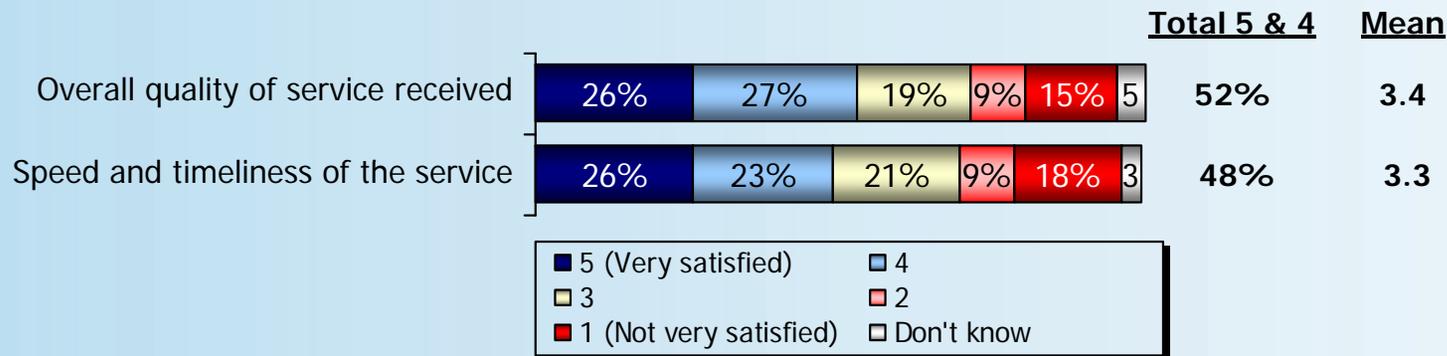
	Those who have contacted the City
	(125)
	%
Proposed development/ zoning changes	17
By-law enforcement request/ inquiry	16
Road/ sidewalk improvements/ maintenance	15
Concerns about public lands (i.e. landscaping, maintenance)	15
Water concerns (i.e. quality, drainage, flooding)	7
Property tax inquiries/ paying taxes	7
Permit inquiry	6
Reporting criminal activities in neighbourhood	5
General inquiry/ looking for information about current events	5
Social concerns (i.e. youth services, senior services)	3
Garbage pick up inquiries	2
Miscellaneous	6
Do not recall	9

Q.7b) What was your primary reason for contacting the City in your most recent contact?

- Inquiries about proposed developments or zoning changes, by-law enforcements, road/sidewalk improvements or maintenance, and various issues related to public lands are the most common reasons for contacting the City.



➤ Level of Satisfaction with City Contact



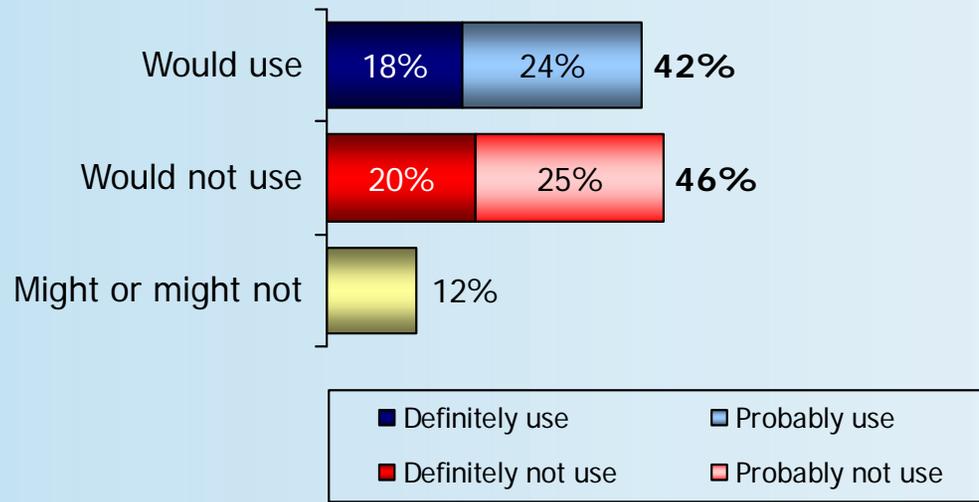
- Satisfaction levels vary with the overall quality of service received and speed and timeliness of the service when making contact with the City.

Base: Total who have contacted the City within the past year (n=125)

*Q.7c) Thinking about the last time you contacted the City of a staff member, how satisfied were you:
Please use a scale of 1 to 5, where 1 means 'not very satisfied' and 5 means 'very satisfied'.*



➤ Intention to Use Public Transit if Provided



Base: Total (n=350)

Q.8) How likely are you to use public transit in Parksville if regularly scheduled service was provided? Would you...

- Approximately four-in-ten residents express intentions to use public transit if regularly scheduled service was available.
- Women and younger residents are most inclined to use public transit.



➤ Additional Comments or Suggestions

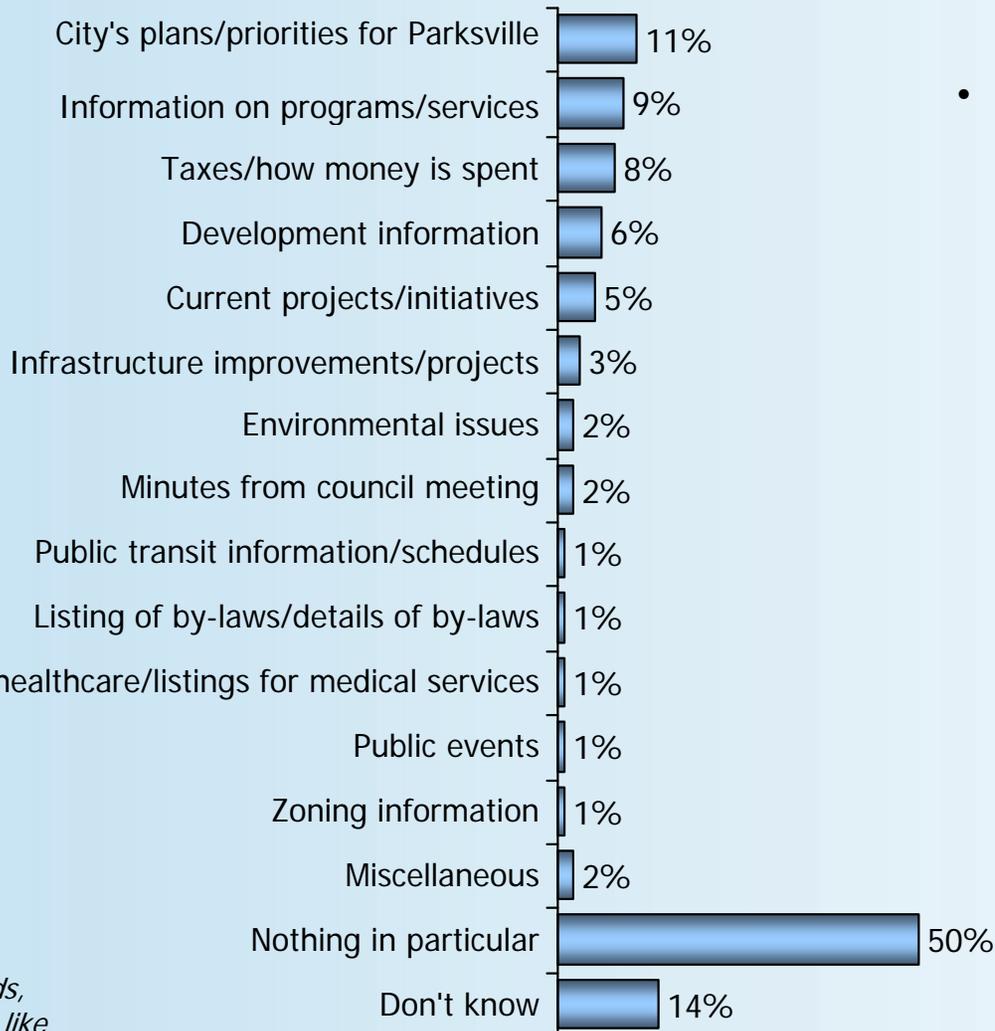
	Total
	(350)
	%
Nothing/no comments/suggestions	66
City council should be more accessible to the general public/ should be more responsive	6
Improve city planning/zoning/infrastructure	6
Complaints about council (i.e. lack of response, fiscal policy)	6
Improve public transit service/frequency/expand routes	5
Overdevelopment/reduce/control housing developments	3
Increase policing/by-law enforcement	3
Improvements to water system (i.e. conservation, quality)	3
Need more recreational options (i.e. rec centres, pools)	2
Continued revitalization of downtown core	2
Need more affordable accommodation	2
Economic development/job creation	2
Maintenance of streets and roads	2
Need more shopping	2
Increase healthcare facilities (i.e. more clinics, hospitals)	1
Need to be more (wheelchair/scooter) accessible	1
Concerned that the City is not doing enough about beach erosion	1
Need more parking	1
Improvements to garbage pick-up/need better recycling program	1
Miscellaneous	4

Q.9) Do you have any additional comments or suggestions about what the City of Parksville could do to improve its services to residents?

- When provided the opportunity to make any additional comments or suggestions, a variety of responses are given, many reiterating previous findings. However, topping the list is a suggestion for council to be more accessible and responsive to the public.



Information Needs



- Residents are most interested in learning about the City's plans or priorities for Parksville, information about its various programs and services, and how tax revenue is being used.

Base: Total (n=350)

Q.10) Thinking about your community information needs, what information would you like the City to provide you with?



➤ Best Method of Communication

	<u>First Mentions</u>	<u>Total Mentions</u>
	(350) %	(350) %
Local newspapers	37	48
Mail	19	25
Email	9	17
Newsletter	6	13
Phone/info line	5	10
City's website	4	8
Flyers	3	8
Local radio station	1	6
Public meetings	1	4
Shaw TV	1	4
Web cast coverage of council meetings	<1	1
Miscellaneous	-	1
Don't know	15	15

Q.11) What would be the best method for the City to communicate this to you?

- The local newspaper is the preferred method of communication, followed by mail and email (of particular appeal to younger residents).



Demographic Profile of Residents

	Total (350) %
Gender	
Male	45
Female	55
Age	
18 to 24	6
25 to 34	8
35 to 44	12
45 to 54	15
55 to 64	19
65 years and over	40
Children < 19 years living at home	
Yes	22
1	8
2	10
3	3
4 or more	1
No	78
Home tenure	
Own	84
Rent	15
Refused	1
# of years lived in Parksville	
Average	12 years
5 years of less	35
6 - 10	20
11 - 14	14
15 - 20	15
21 or more	16

- Key characteristics of the City of Parksville population include:
 - Approximately six-in-ten are 55 years of age or over;
 - Approximately one-in-five have children under 19 living at home;
 - Approximately 15% rent their homes;
 - Residents have lived in Parksville for an average of 12 years.



Questionnaire



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Hello, my name is _____, from Mustel Research Group, a professional public opinion research company. I am calling on behalf of the City of Parksville. The City is conducting a survey to understand how they are doing in key service areas, assist in evaluating services provided and where necessary, make improvements.

To randomize our interviews, I'd like to speak to the [youngest/oldest] [male/female] in your household who is 18 years of age or older and a resident of the City of Parksville. Would that be you?

IF YES, CONTINUE.

IF NO, ASK: "May I please speak to that person" (RE-READ INTRODUCTION)

IF NECESSARY, SCHEDULE CALL-BACK TIME.

1. As you may know, the City of Parksville is responsible for providing a variety of services to you as a resident. By level of service, we mean both the amount and quality of the service provided.

How satisfied are you with each of the following services. Please use a scale of 1 to 5, where 1 means 'not very satisfied' and 5 means 'very satisfied'. Starting with...RANDOMIZE ORDER

- By-law enforcement services
- Snow removal
- Parks/green space maintenance
- Economic development
- Fire services
- Land use, planning, zoning and building permits
- Quality of drinking water
- Downtown revitalization
- Landscaping of public places
- Parking/traffic management
- Road maintenance and repair
- Availability of parks
- Police services
- Walking/bike trails

2. Would you rate the overall value of services you receive from the City of Parksville as: (READ SCALE)

Excellent	
Very Good	
Good	
Fair	
Poor	



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3. Would you be prepared to support a tax increase for the following? (RANDOMIZE ORDER)

- More recreation facilities
- Improved public transit
- More sidewalks
- Downtown enhancement
- Increased policing
- Affordable accommodation
- Special needs housing

4a. What are the three most important issues you would like Council to address in the future? (DO NOT READ LIST, MAX OF 3)

b. Of these, which is the most important issue facing the City? This would be the issue that should receive the greatest attention from Council.

- Maintenance of streets and roads
- Recreation facility/youth facilities
- Local economy/job creation
- Tourist development
- Traffic control
- Water conservation and quality
- Affordable accommodation
- Crime safety/policing
- Quality and quantity of municipal services
- Protection of resources (water, ocean)
- Continued revitalization of downtown core
- City planning/zoning/infrastructure
- Waterfront development
- Protection of natural areas
- Public transit
- Nothing/don't know
- Other _____

5. How would you rate the overall quality of life that you experience in the City of Parksville? READ SCALE

Excellent	
Very Good	
Good	
Fair	
Poor	



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6a. In the next year, do you plan to move to another location within Parksville’s boundaries?

YES → CONTINUE TO Q6b
NO → SKIP TO Q7

b. What best describes your housing plans? READ LIST

Move to a Larger House	
Move to a Smaller House	
Move to a Townhouse or Apartment	
Move into an Assisted living Facility	
Other _____	
Don't Know/Refused	

7a. Have you contacted or provided input to the City within the past year through any of the following?
(READ LIST)

- Email
- Public hearings/open houses
- Council Meeting
- Letter
- Committees
- Telephone
- In person
- Other _____

HAVE NOT CONTACTED/PROVIDED INPUT **SKIP TO Q.8**

b. What was your primary reason for contacting the City in your most recent contact?

c. Thinking about the last time you contacted the City or a staff member, how satisfied were you
..... Please use a scale of 1 to 5, where 1 means 'not very satisfied' and 5 means 'very satisfied'.

- a) With the speed and timeliness of the service
- b) With the overall quality of service you received



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8. How likely would you use public transit in Parksville if regularly scheduled service was provided?
Would you READ SCALE?

- Definitely use
- Probably use
- Might or might not use
- Probably not use
- Definitely not use

9. Do you have any additional comments or suggestions about what the City of Parksville could do to improve its services to residents?

10. Thinking about your community information needs, what information would you like the City to provide you with? (DO NOT READ LIST)

- Taxes/how money is spent
- City's plans/priorities for Parksville
- Development information
- Current projects/initiatives
- Information on programs/services
- Infrastructure improvements/projects
- Environmental issues
- Other _____

11a. What would be the best method for the City to communicate this to you? (RECORD 1ST RESPONSE)

b. PROBE: Any other ways?

- | | |
|---------------------|---------------------------------------|
| Local newspapers | Flyers |
| Local radio station | Mail |
| Newsletter | Email |
| City's website | Web cast coverage of Council Meetings |
| Shaw TV | |
| Other _____ | |



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DEMOGRAPHICS:

Just a few final questions for analysis purposes only.....

A. Into which of the following age groups may I place you?

18 to 24	
25 to 34	
35 to 44	
45 to 54	
55 to 64	
65 or better	

B. Do you have any children under the age of 19 living in your household?

YES → How many? _____

NO

C. Do you own your home or rent?

Own

Rent

D. How long have you lived in Parksville? (RECORD NUMBER OF YEARS)

_____ years

On behalf of the City of Parksville, thank you for your participation and valued input!!!