

# 2017 Citizen Satisfaction Survey Final Report

Survey conducted for the City of Colwood  
by:



# *Purpose*

- Apply scientific methods to public consultation.
- Hear from a broad range of citizens rather than a vocal minority.
- Understand citizens' needs, concerns & priorities.
- Identify areas for improvement.
- Inform strategic plans, financial plans, and departmental work plans.
- Provide a benchmark against which to measure the City's progress over time.

# *Methodology*

- Randomized Telephone Survey conducted by Discovery Research
- The number of people surveyed was 400
- 18+ years and lived within City of Colwood
- Statistics accurate within  $\pm 4.9\%$ , at the 95% confidence interval (19 times out of 20)
- Online survey available on Colwood.ca
  - 79 online surveys completed

# ***Weighting***

<b>Age</b>	<b>Population from 2011 Census</b>	<b>Unweighted Sample</b>	<b>Weighted Sample</b>
<b>18-44</b>	46%	24%	46%
<b>45-64</b>	38%	51%	38%
<b>65+</b>	17%	25%	17%



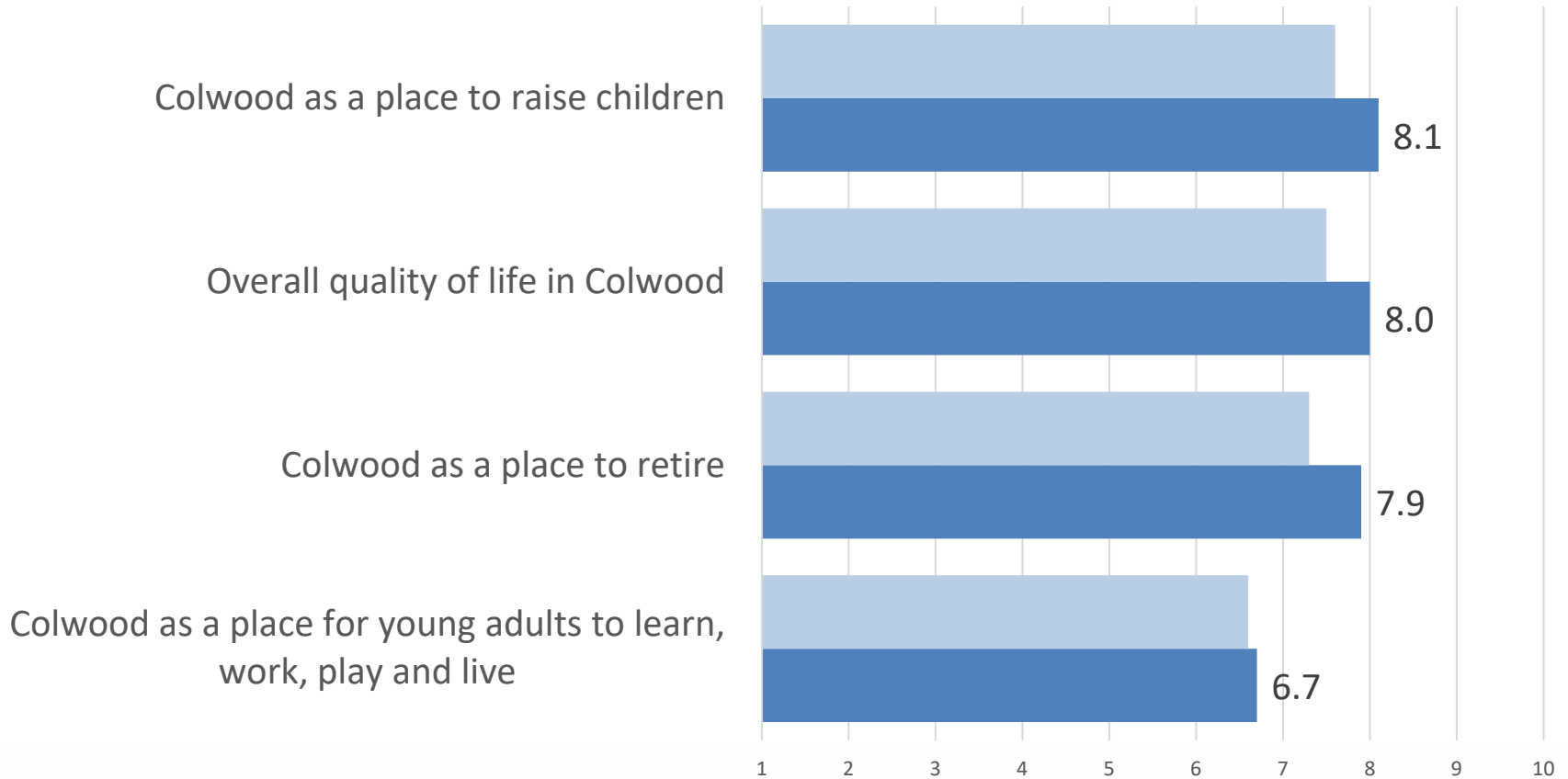
# *Key Findings*

- Quality of life in Colwood rates exceptionally high at 8 out of 10.
- Colwood rated higher as a place to raise children and a place to retire, and slightly lower as a place for young adults to live, learn, work and play.
- Most respondents (73%) feel quality of life has improved or stayed the same compared to 5 years ago.
- What people value most about Colwood is its location, proximity to the ocean, access to nature and outdoor recreation, and peacefulness of the community.
- Traffic ranks highest as an issue facing Colwood, followed by Development and Urban Planning.
- Service ratings for knowledge, fairness, and response time are high, but were slightly lower than the previous survey.
- Areas of excellence include fire service, City trails, parks & playgrounds, winter road maintenance and the yard waste program.
- The lowest rated City service is sidewalks. Other services showing room for improvement included land use planning and diverse and affordable housing.

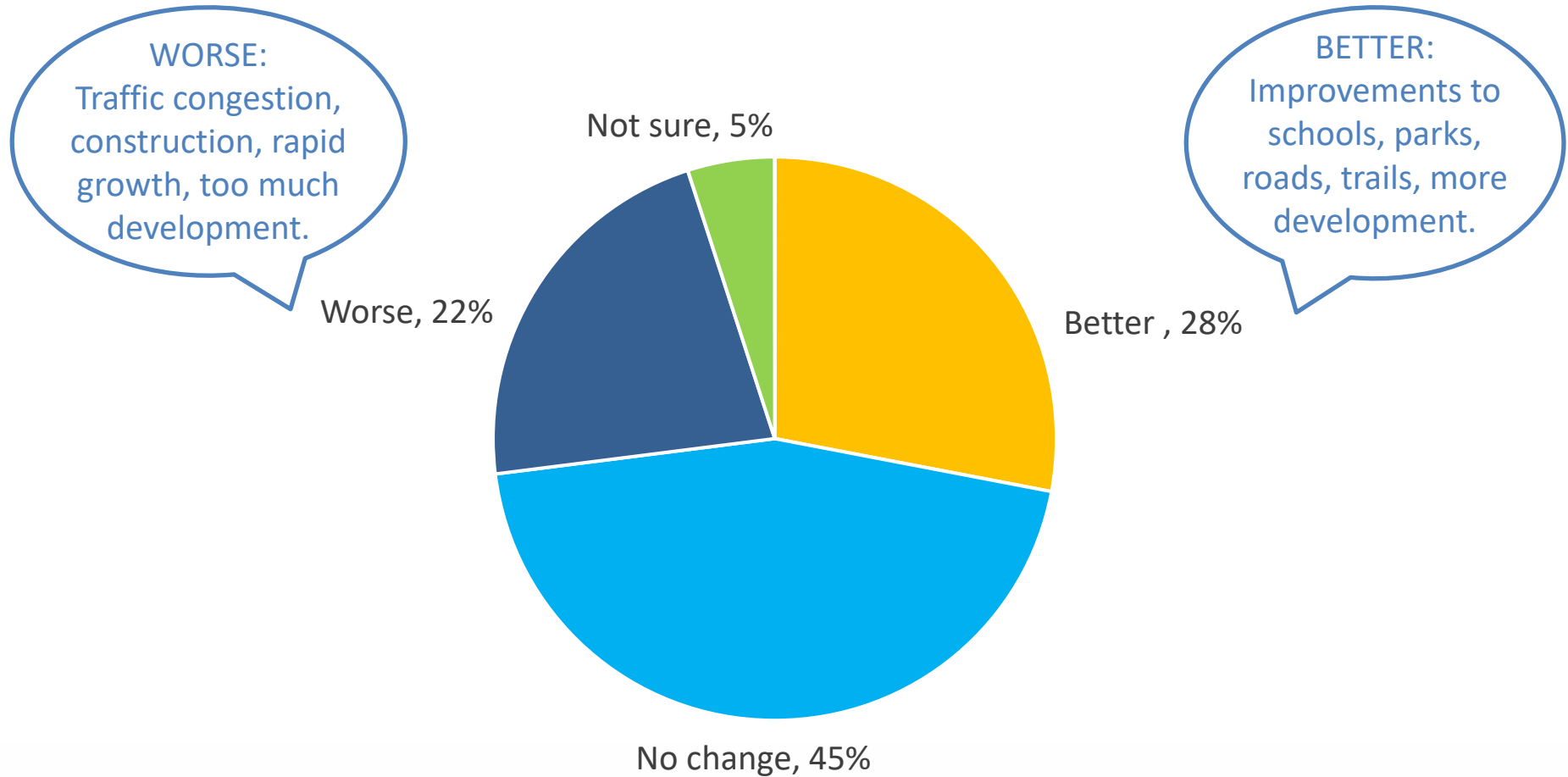
# Quality of life in Colwood

(light blue shows 2015 results)

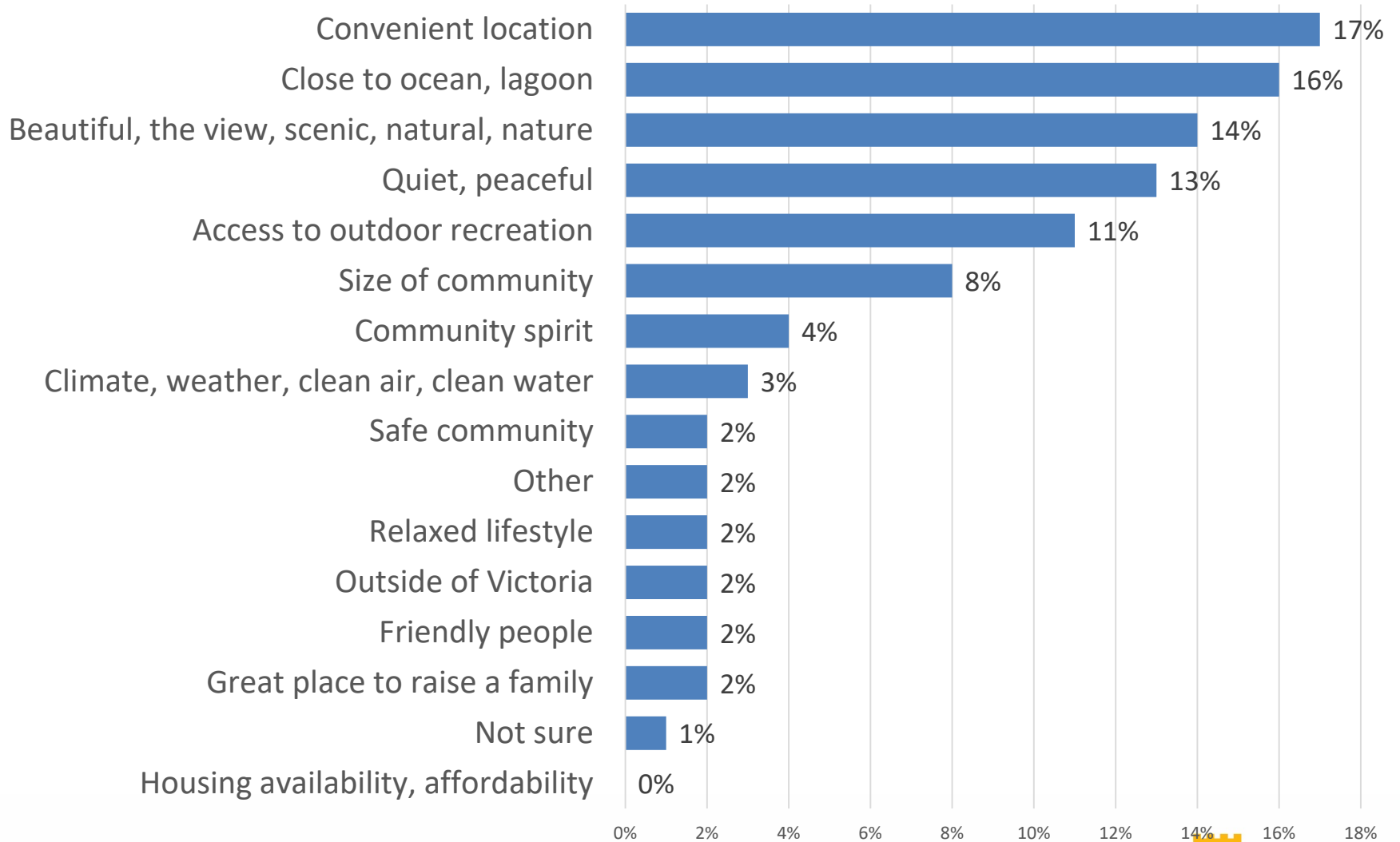
■ 2015 ■ 2017



## *Compared to 5 years ago, how do you feel quality of life in Colwood has changed?*

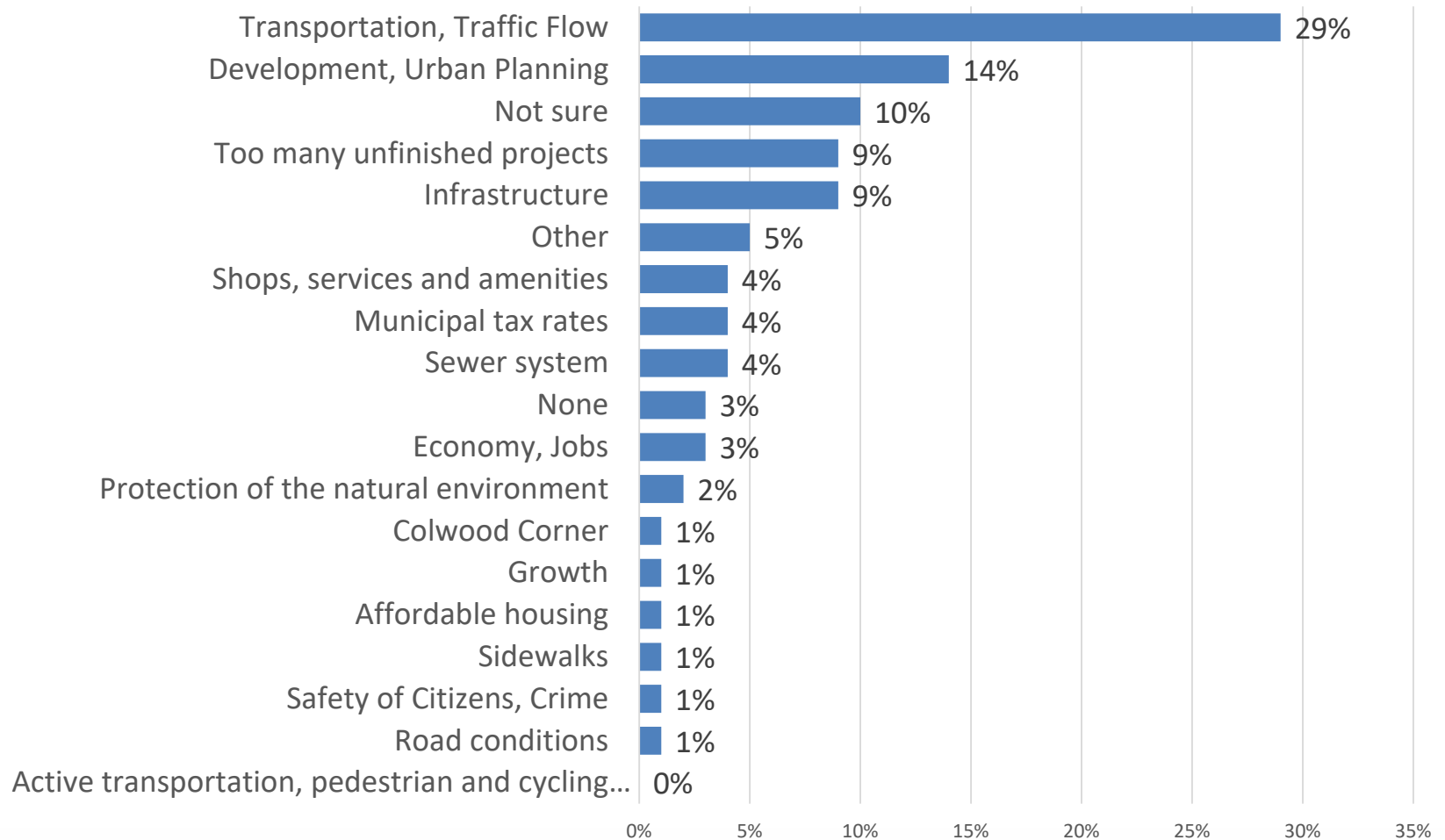


# What is your favourite thing about living in Colwood

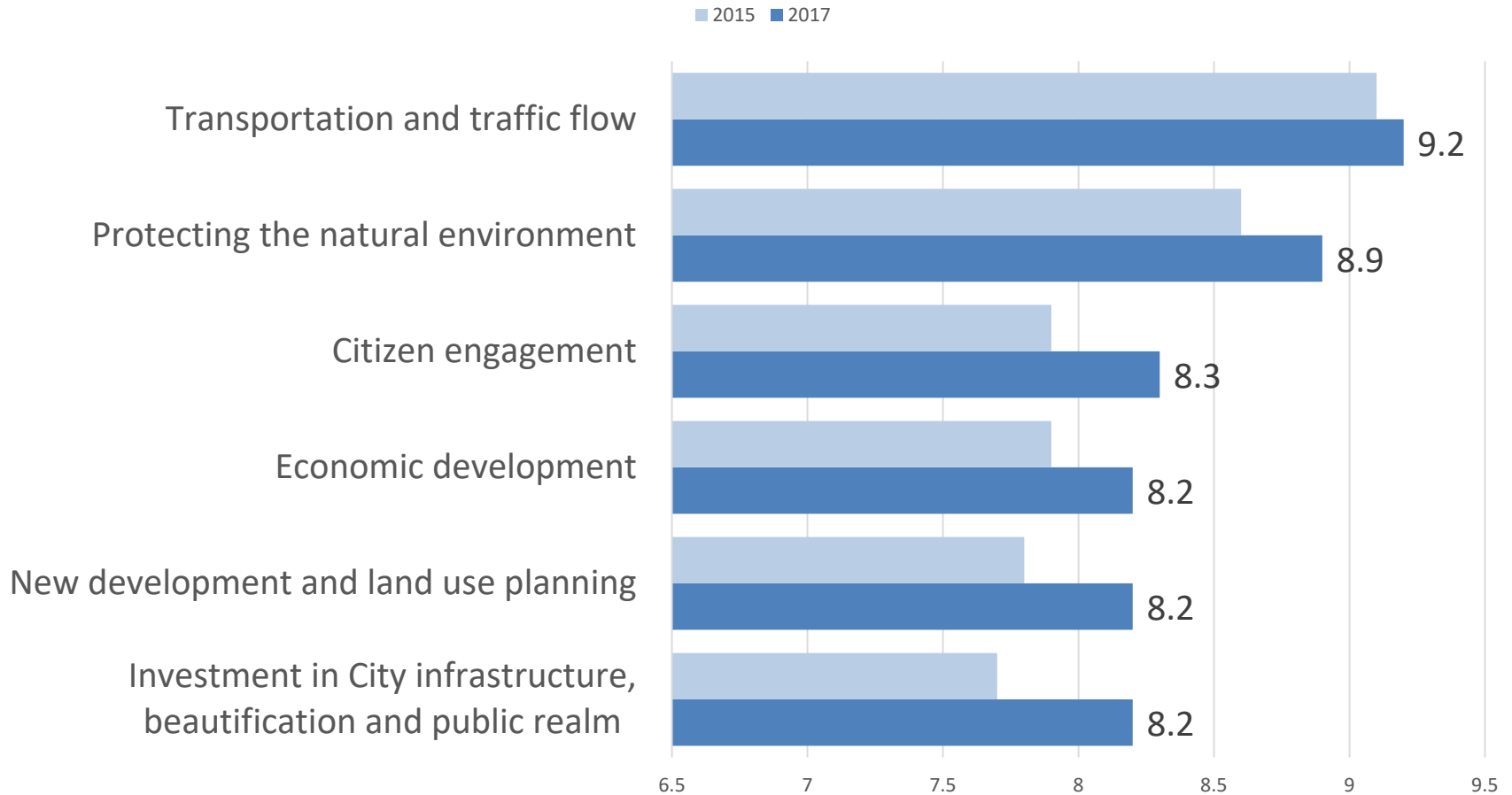




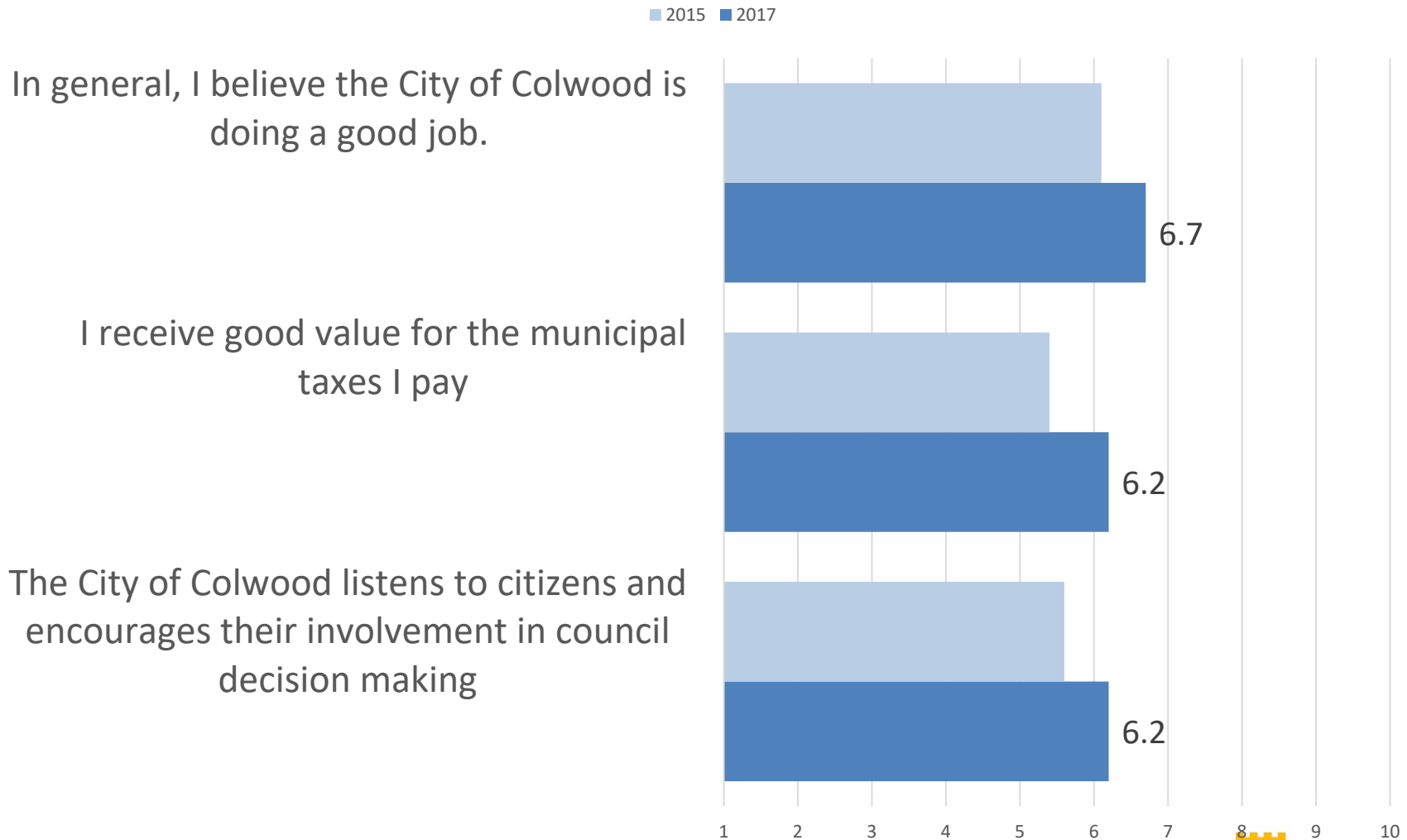
# What is the single most important issue facing Colwood?



## How important are the following issues?



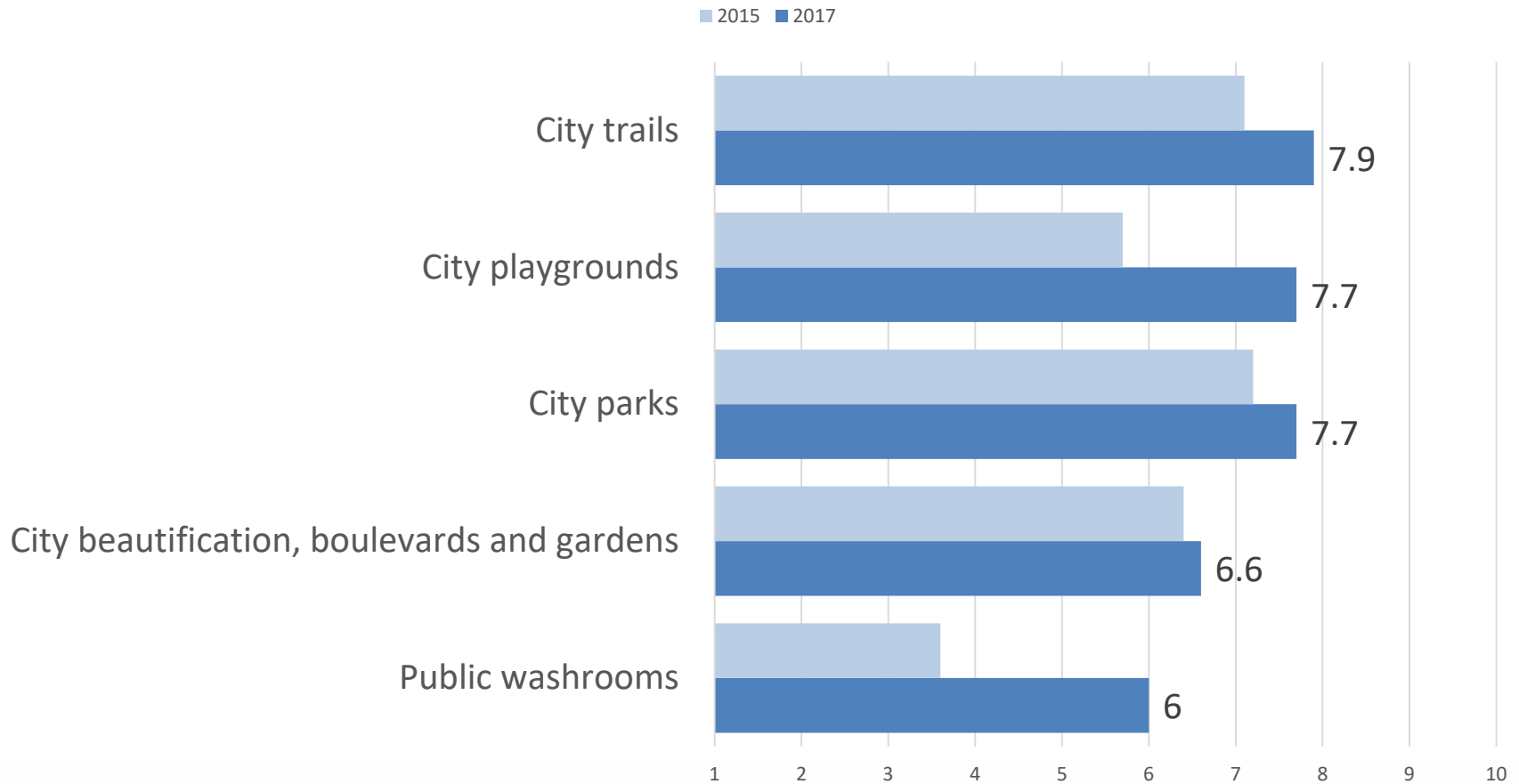
# Overall Satisfaction with City of Colwood



# Satisfaction with Services

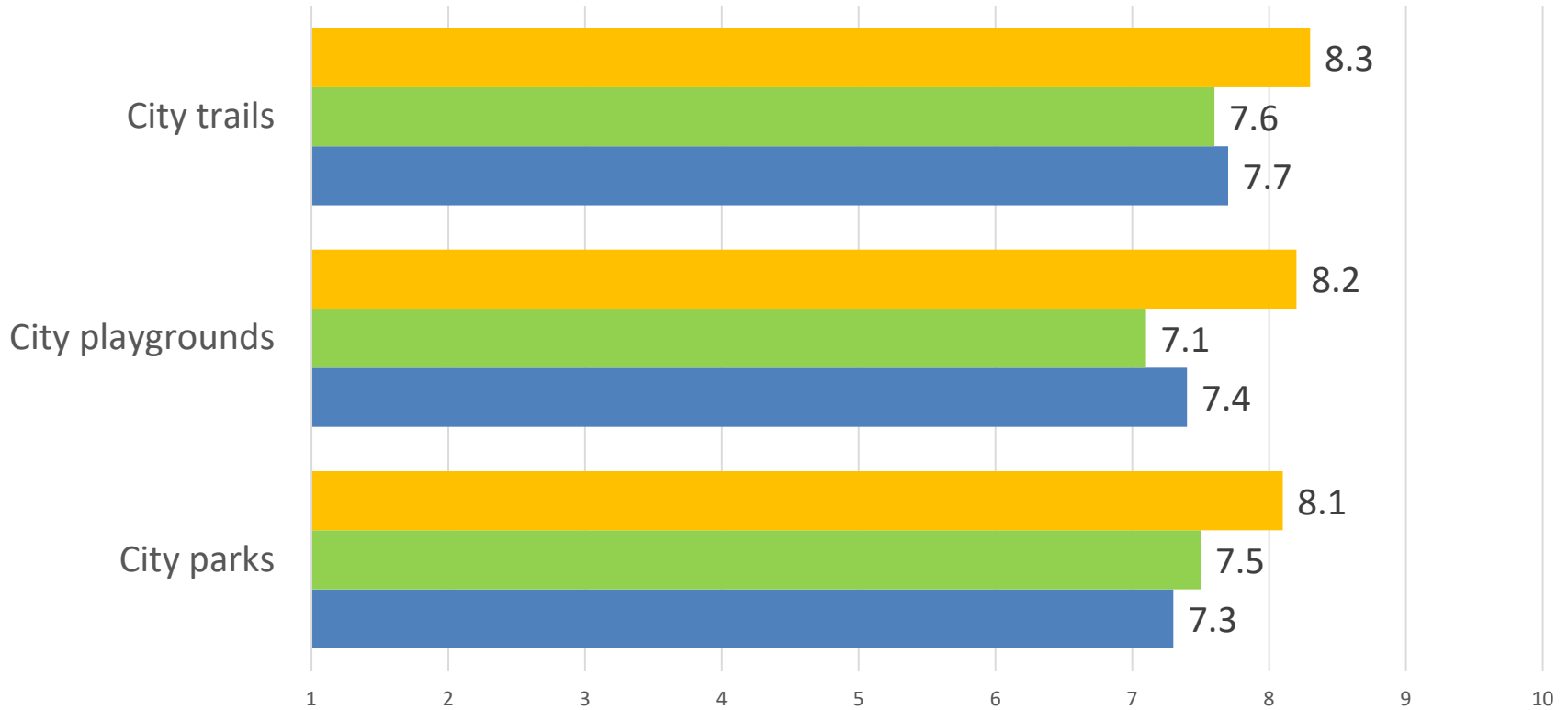
## Satisfaction with Recreation and Leisure Services

(light blue shows 2015 results)



# Satisfaction with Recreation and Leisure Services by age group

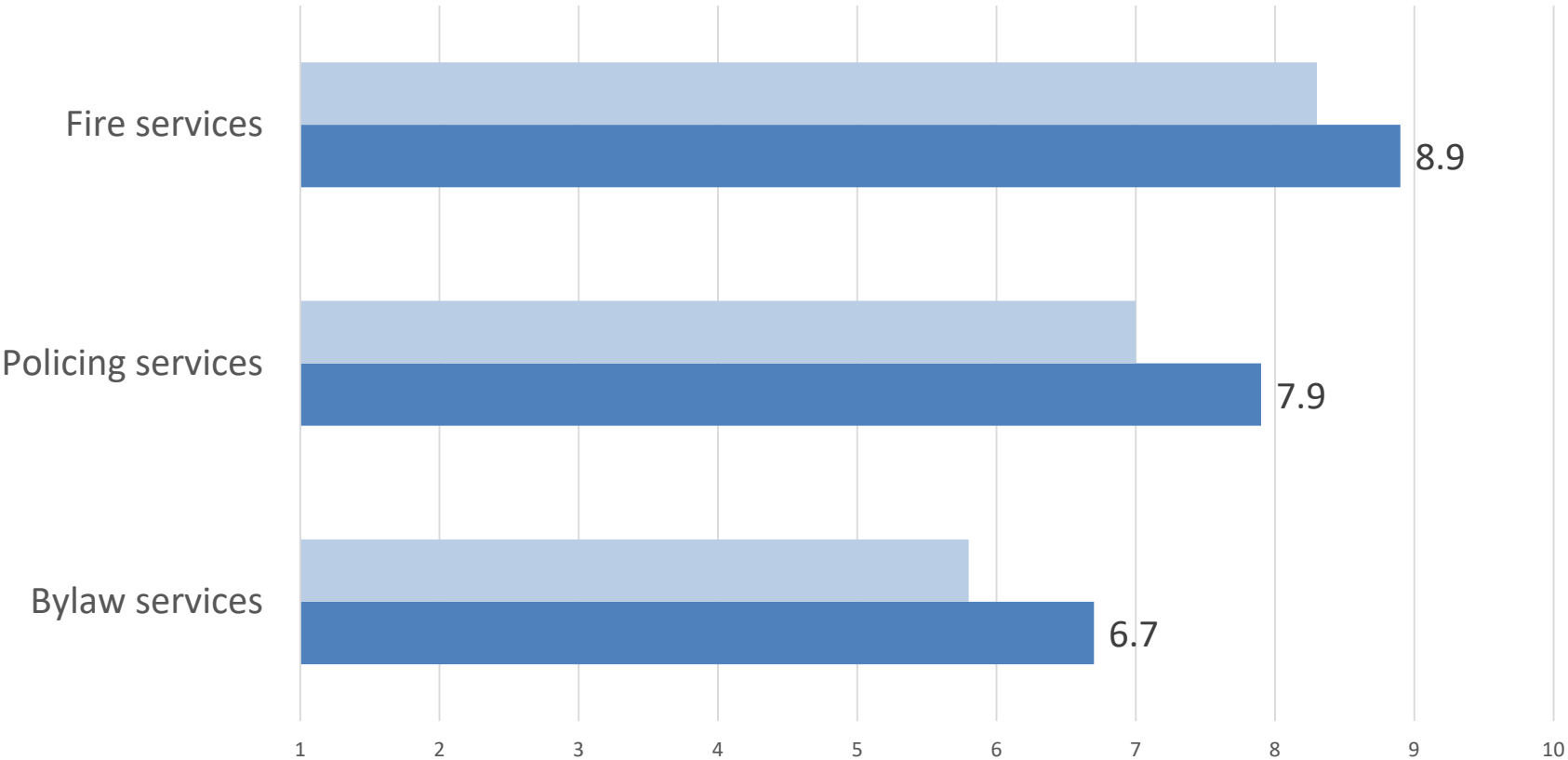
18-44 45-64 65+



# Satisfaction with Community Safety Services

(light blue shows 2015 results)

■ 2015 ■ 2017

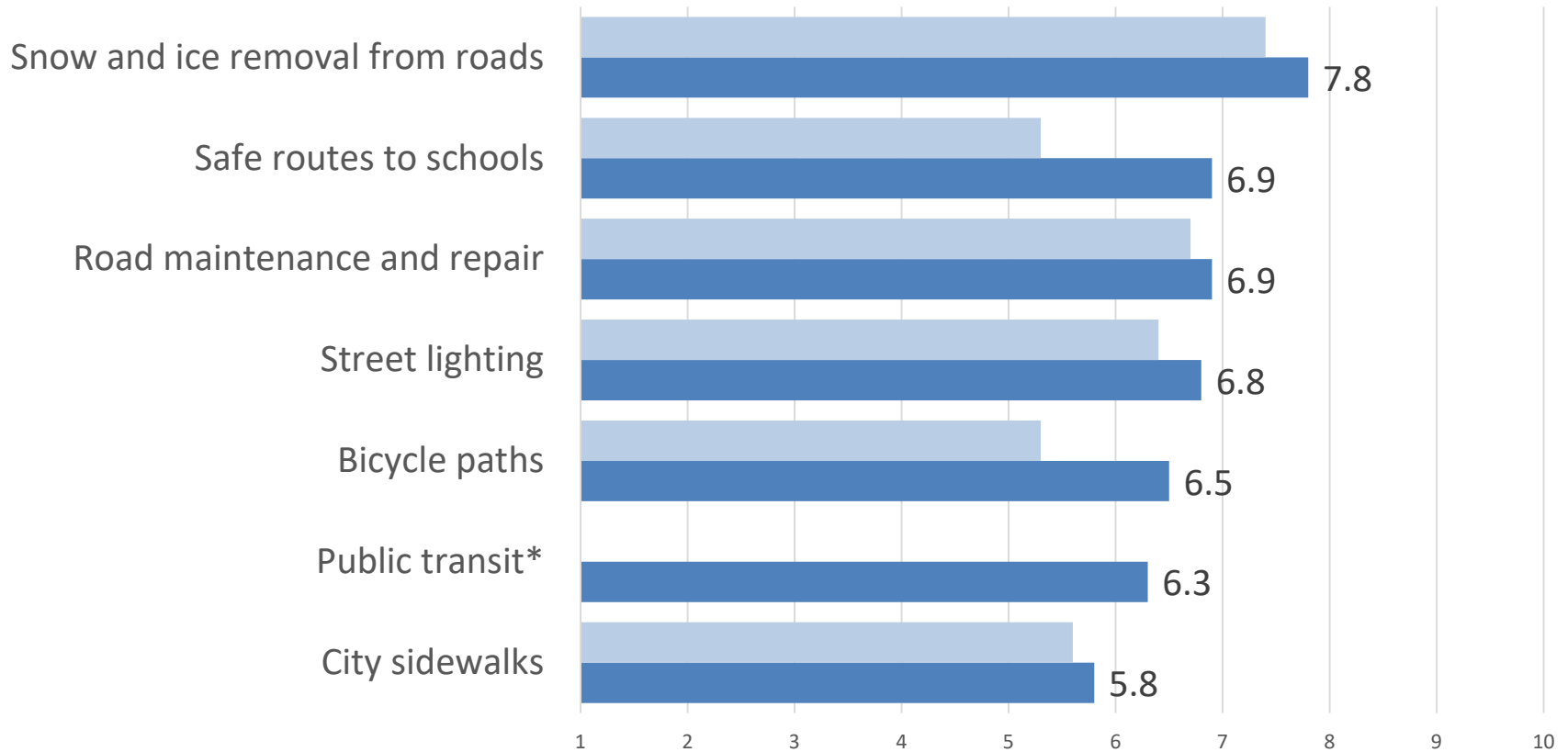




# Satisfaction with Roads & Transportation Services

(light blue shows 2015 results)

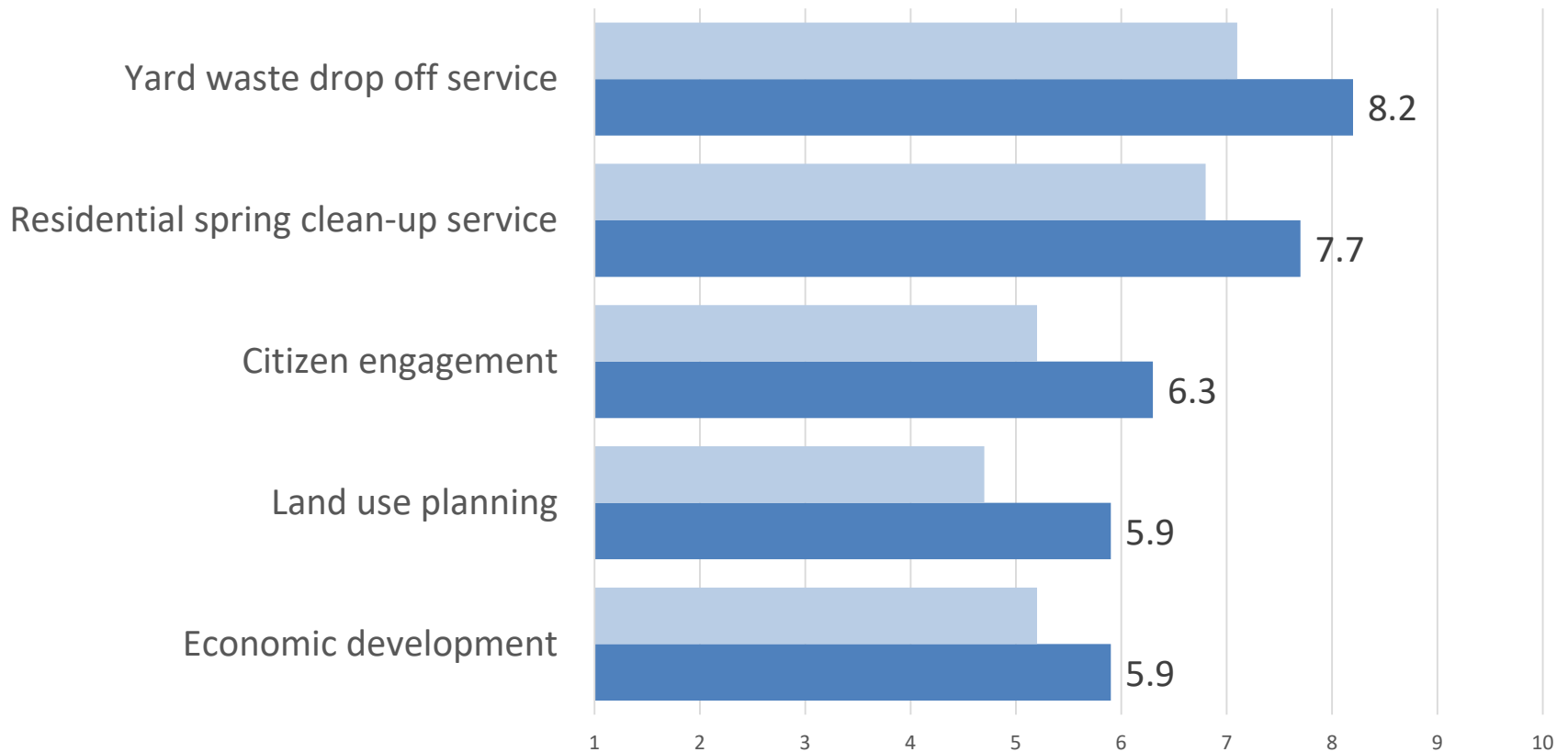
■ 2015 ■ 2017



# Satisfaction with City Services

(light blue shows 2015 results)

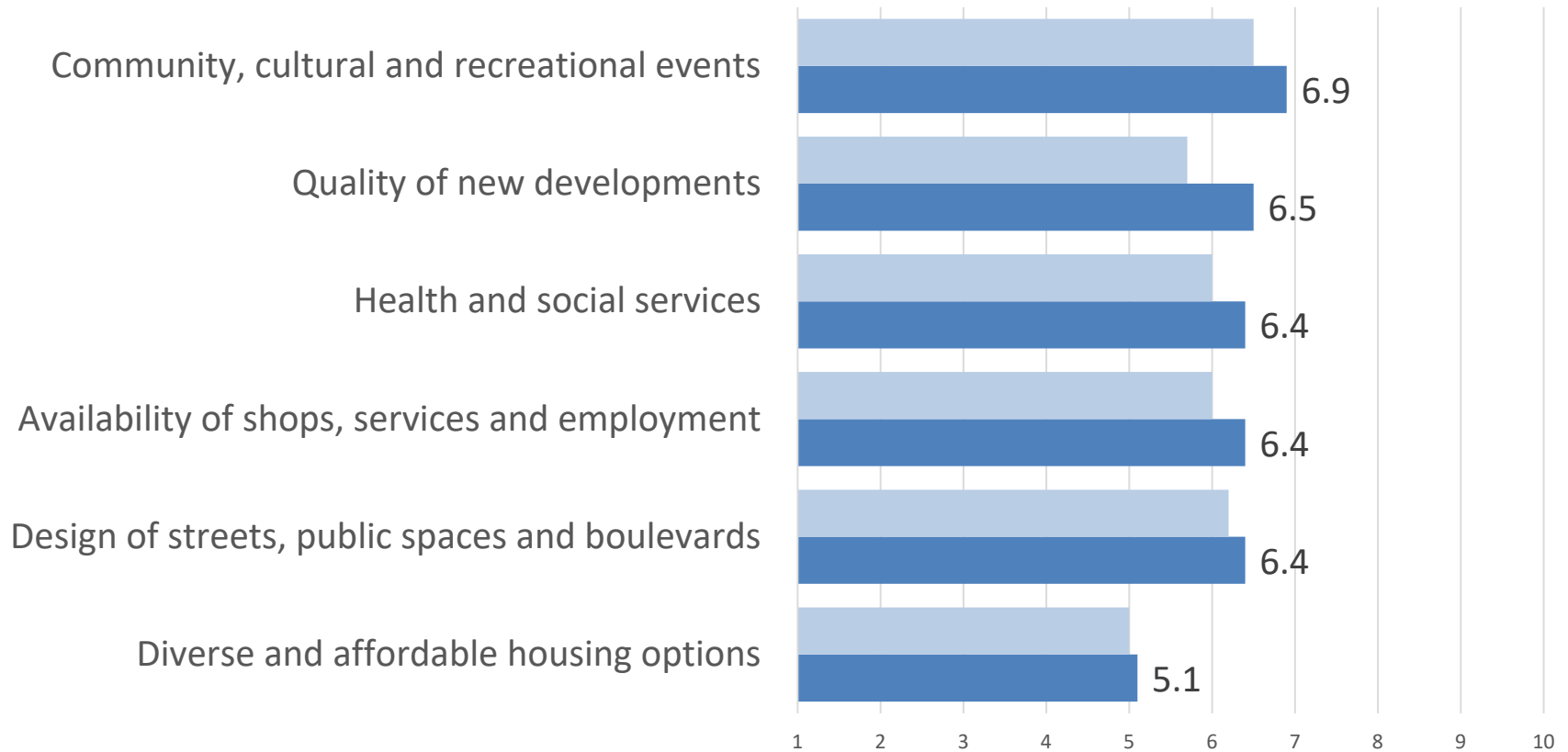
■ 2015 ■ 2017



# Satisfaction with Community Amenities

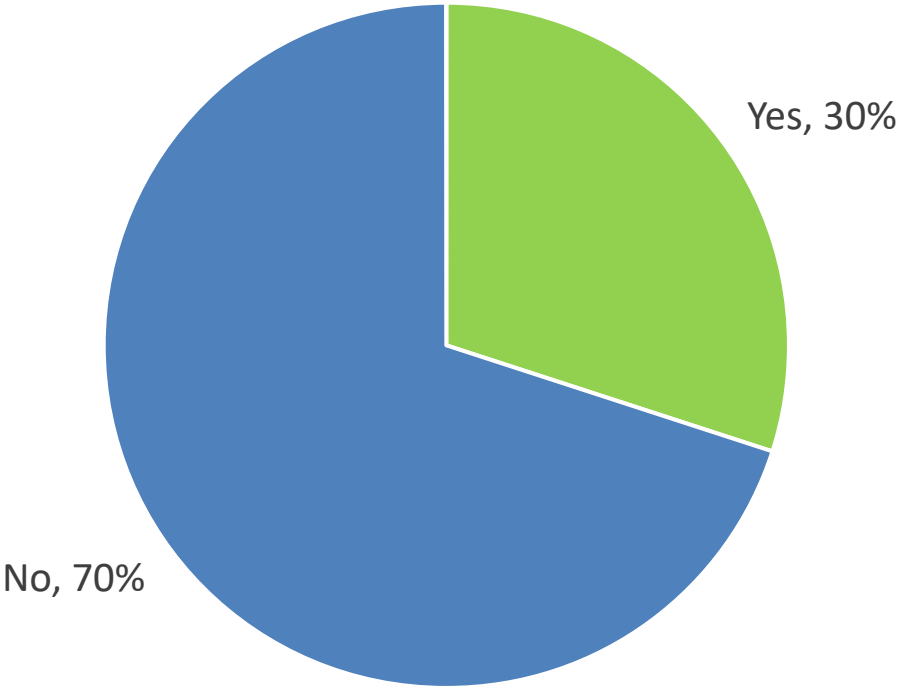
(light blue shows 2015 results)

■ 2015 ■ 2017

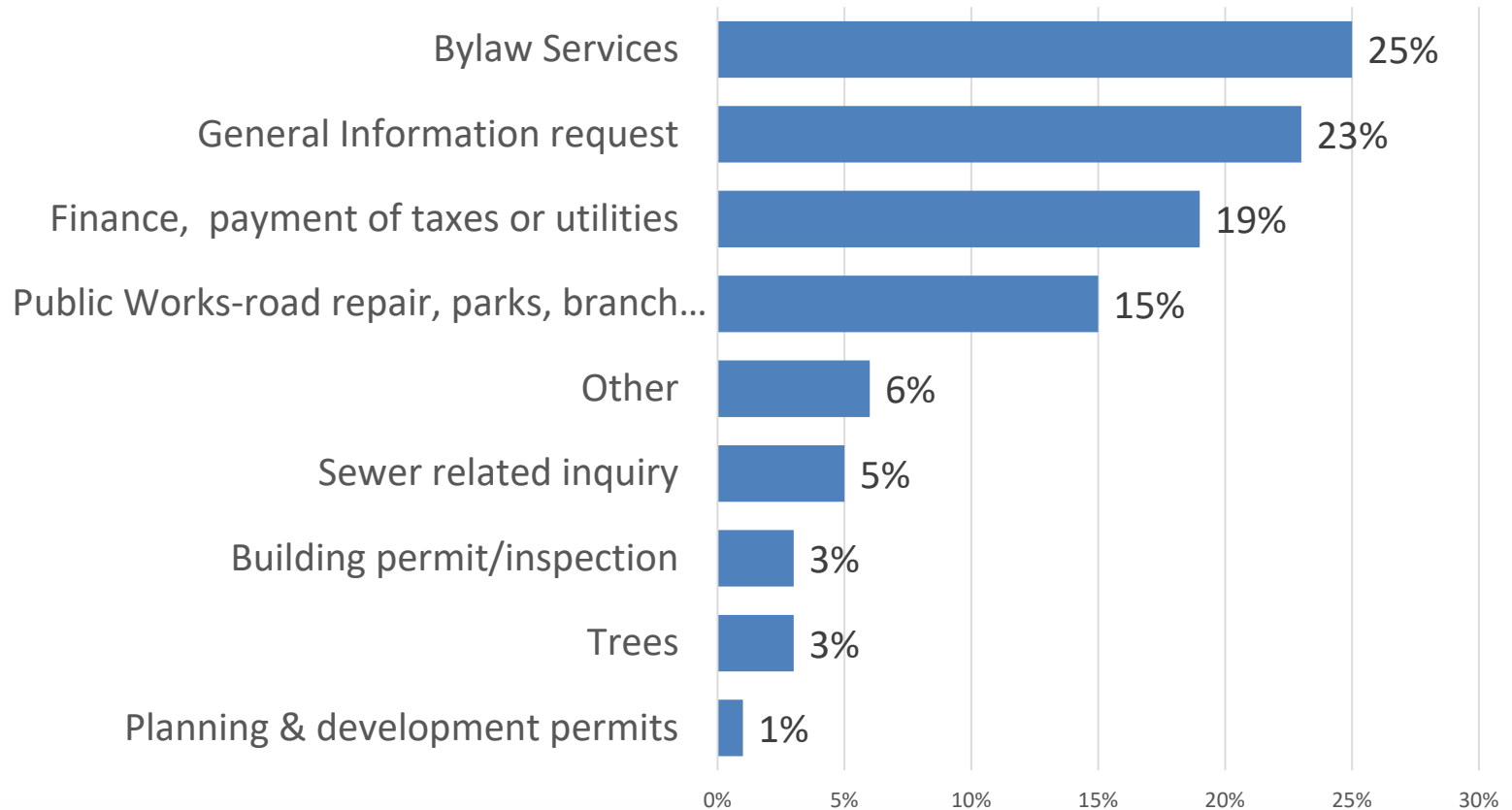


# City Staff

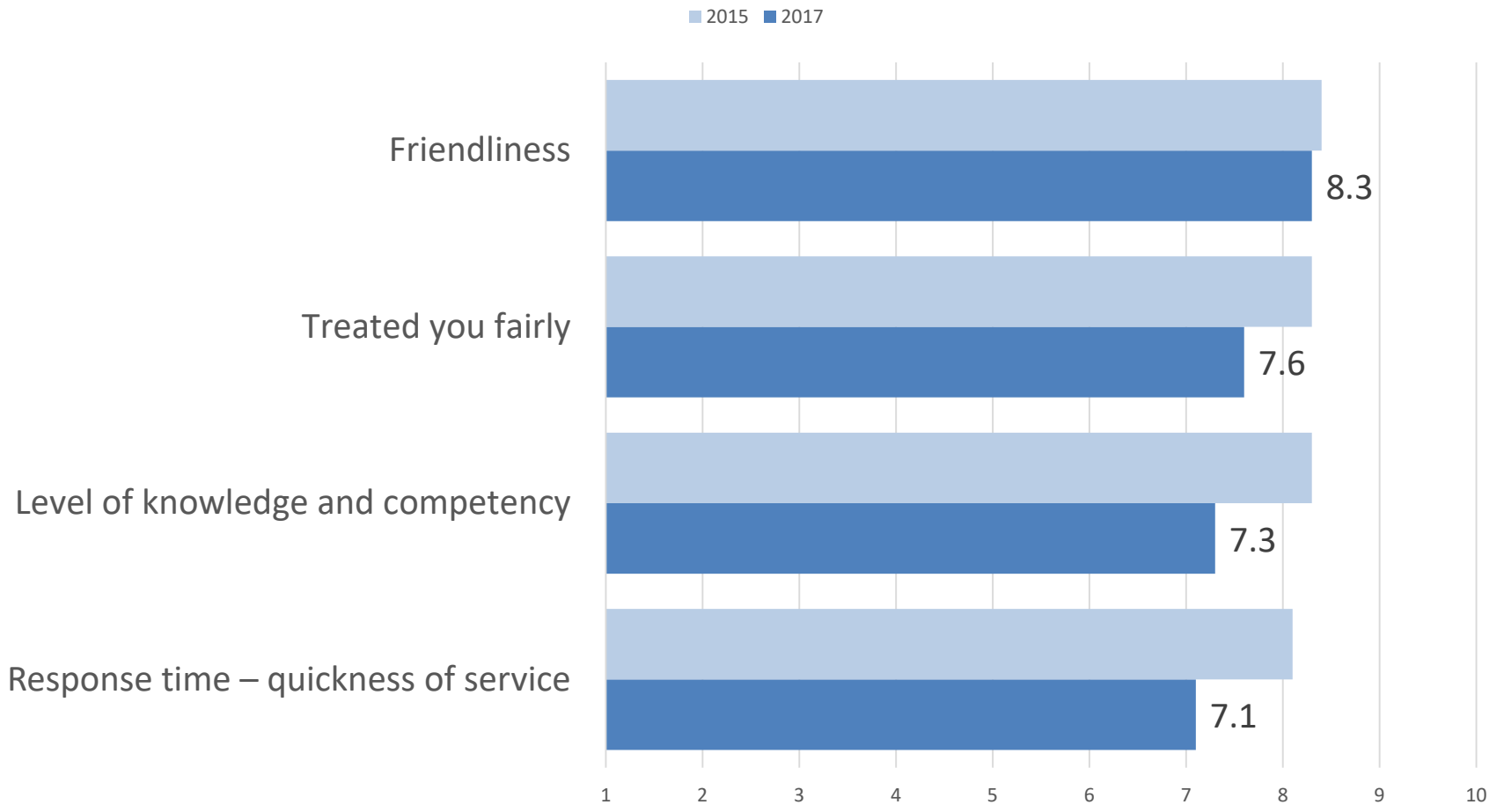
*Have you had contact with City staff over the past 12 months in person, by phone, email or online?*



## *During your most recent contact, what service were you seeking?*

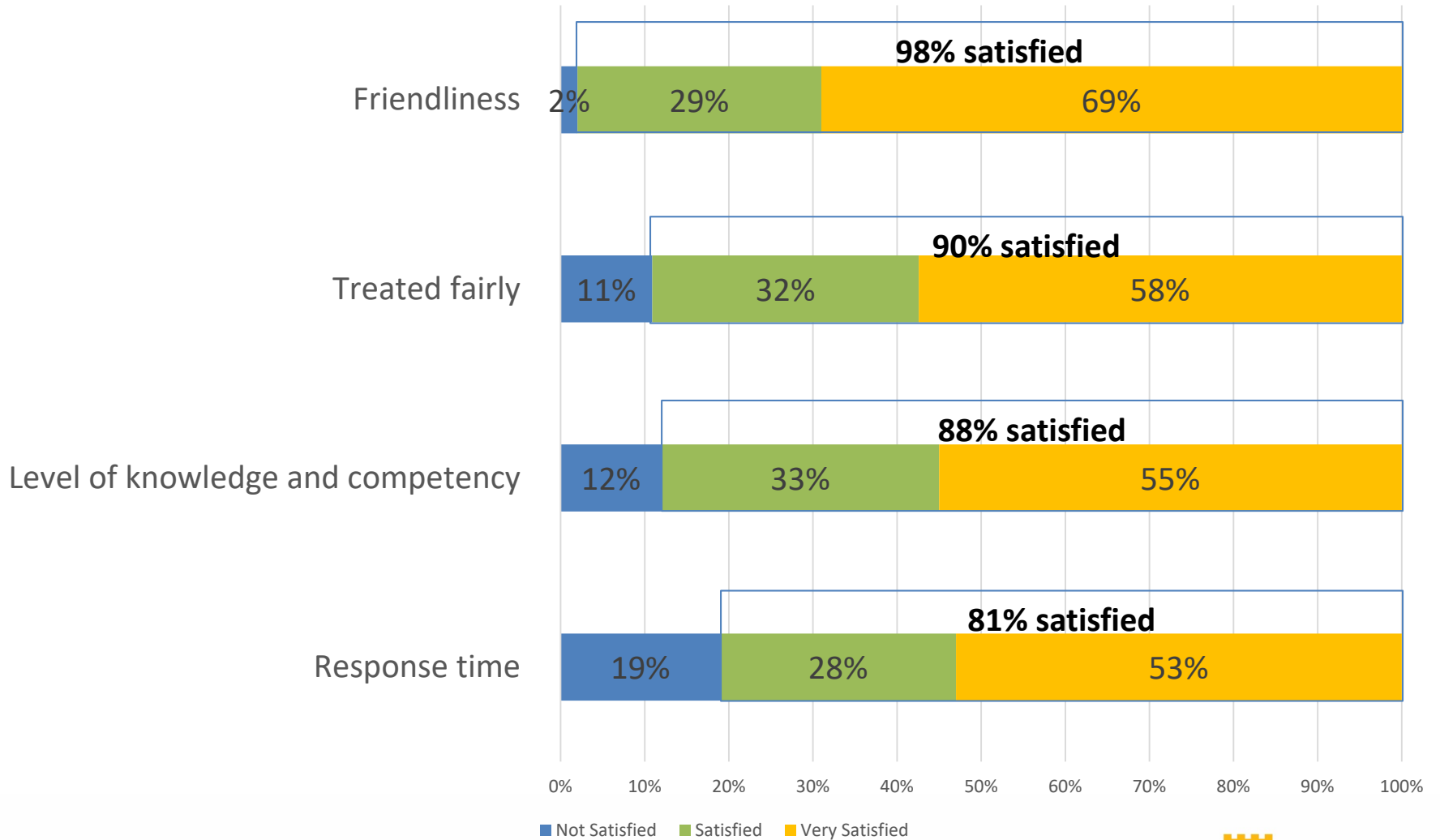


# How would you rate the level of service provided?



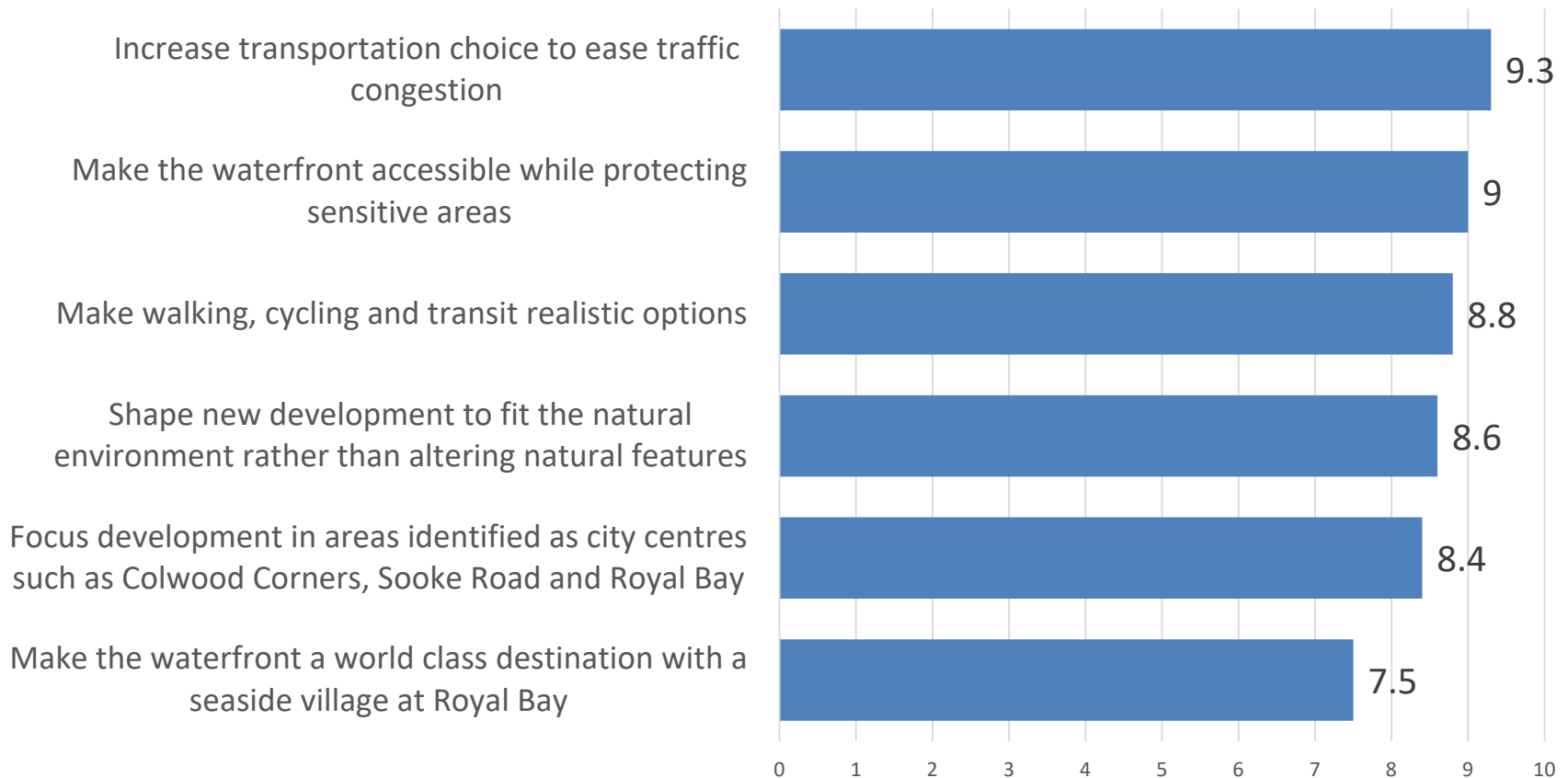


## How would you rate the level of service?

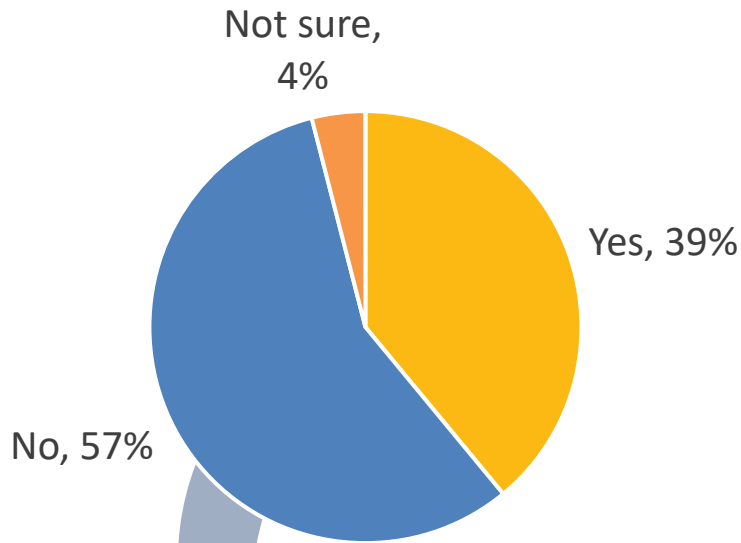


# Official Community Plan Update

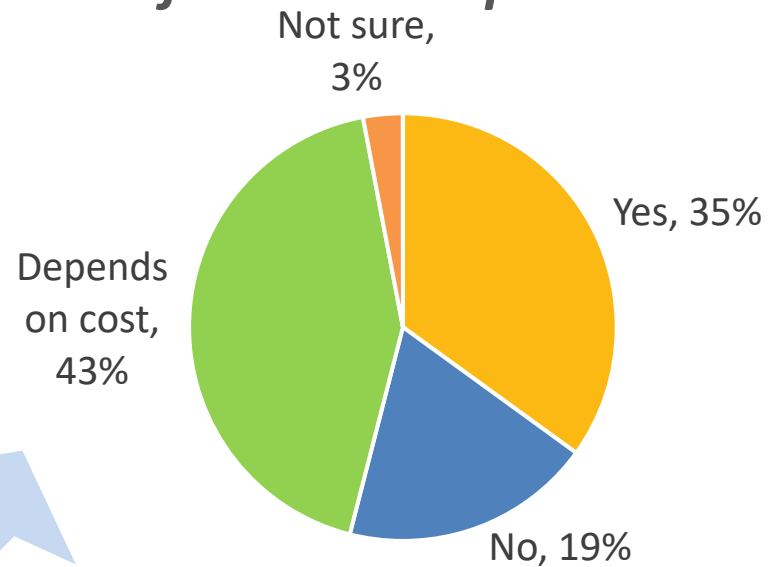
## Level of agreement with OCP Directions



# Is your property connected to sewers?

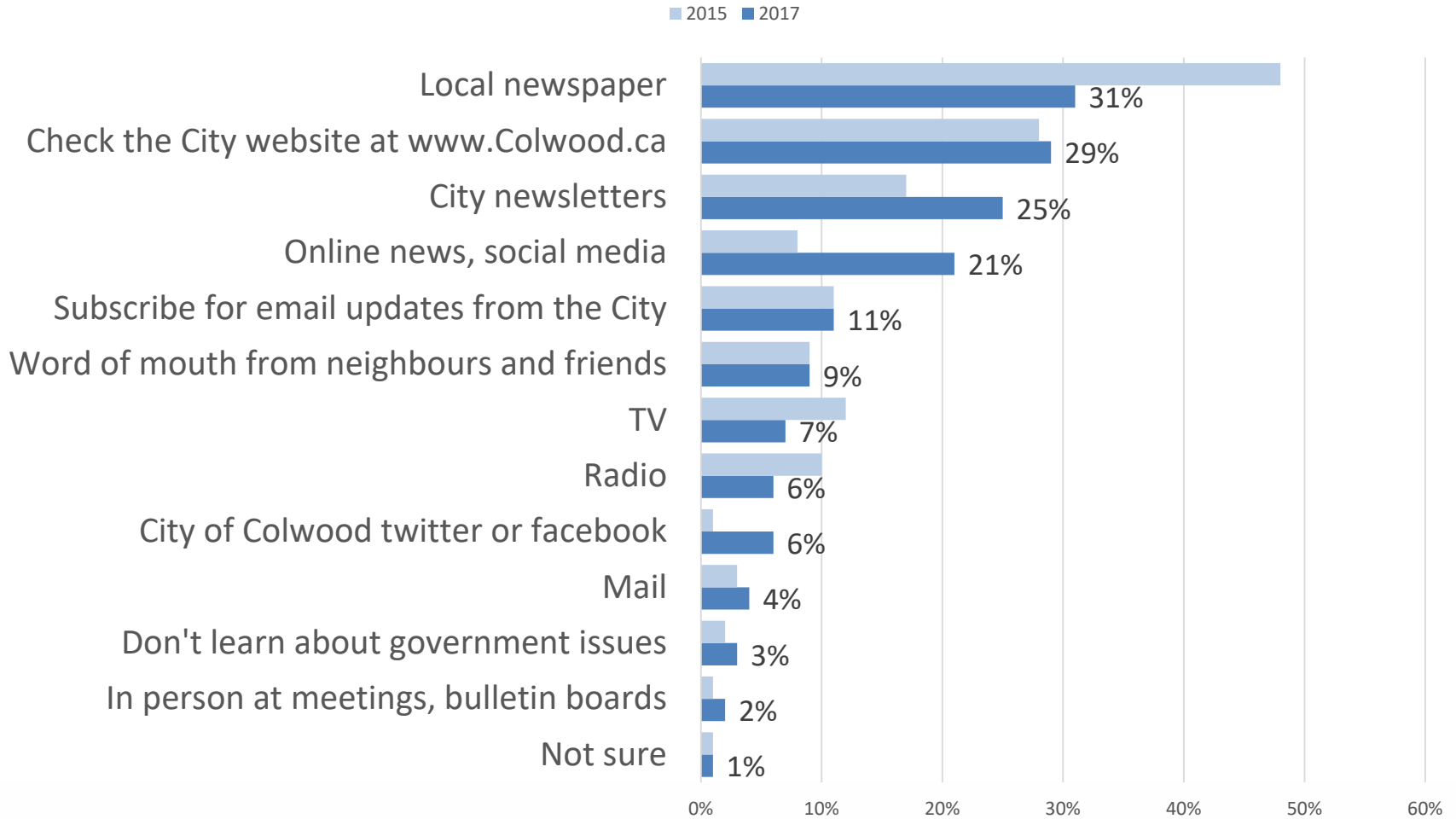


# Would you connect to sewers if it was an option?



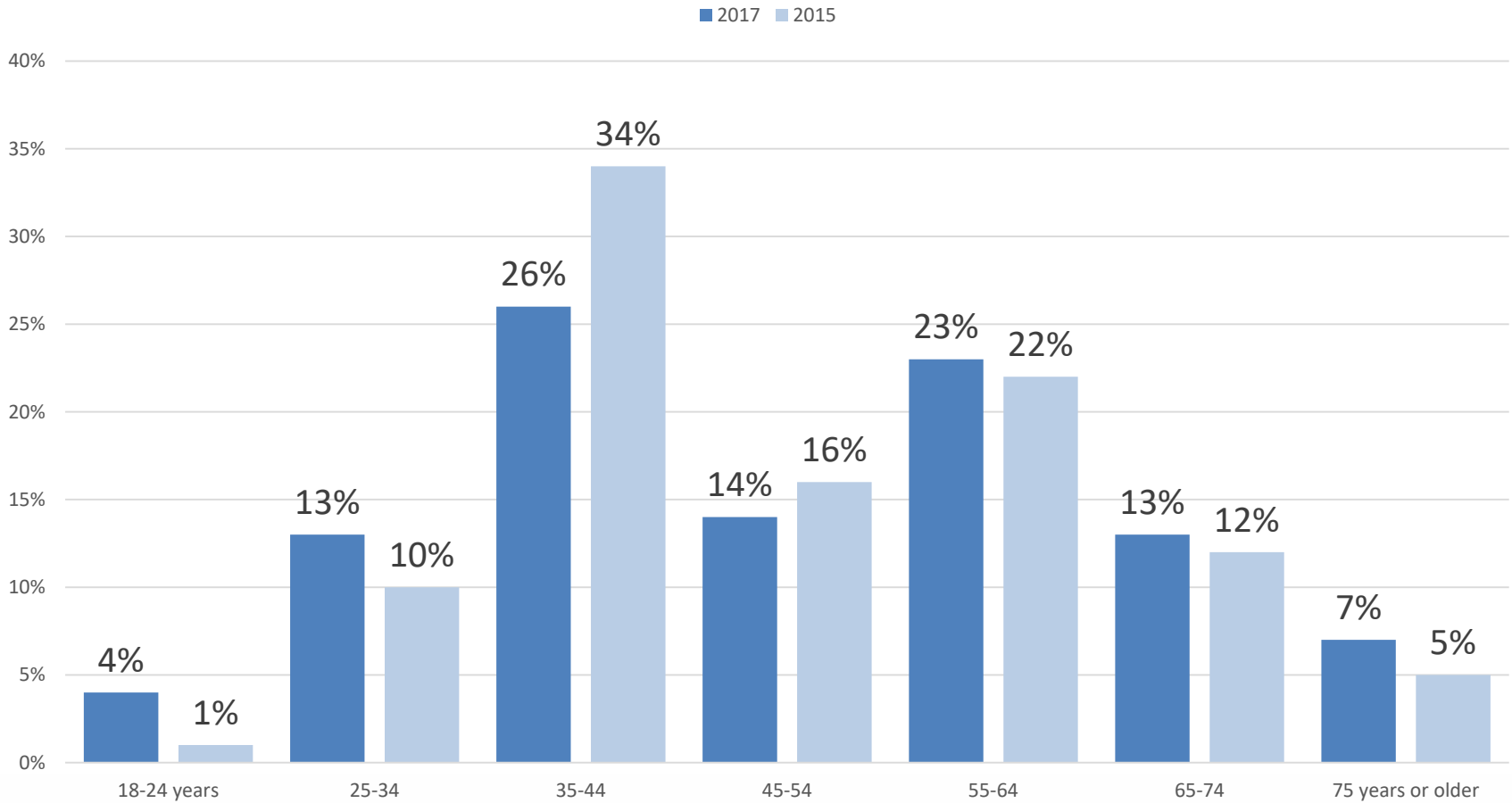
# Communications

## Hearing about what's going on in the City

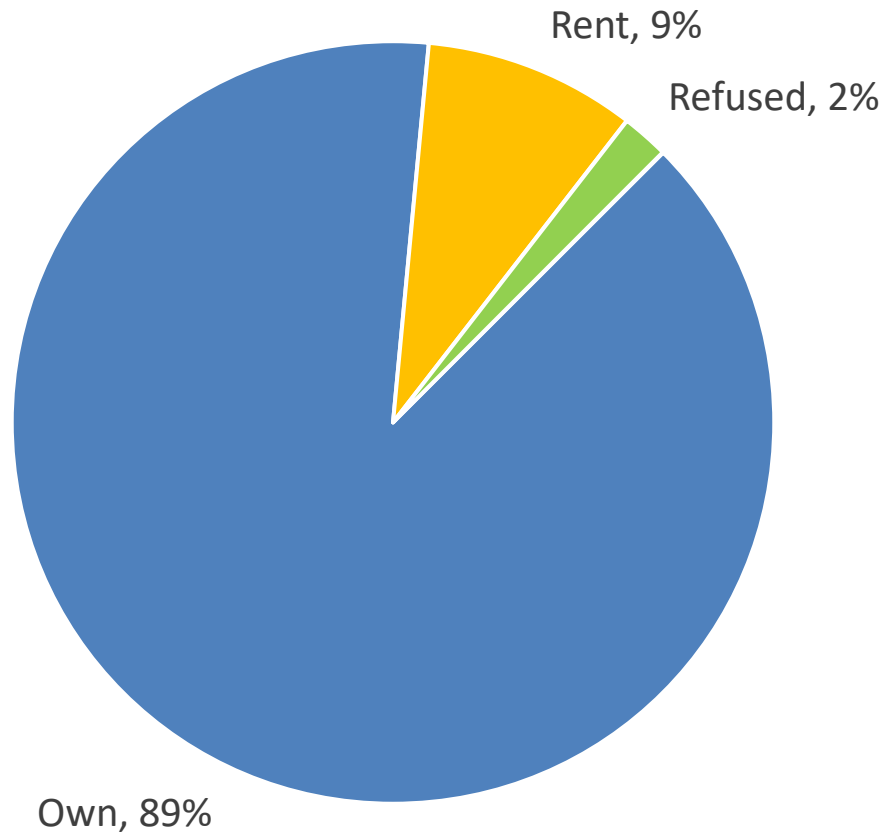


# About You

*Which age group do you fall into?*



## *Do you own or rent your place of residence?*





## *How long have you lived in Colwood?*

