

City of Kelowna
**2004 COMMUNITY STRATEGIC
PLAN UPDATE**

Preliminary
SURVEY RESULTS



Planning Research and Management Services
2487 Plumer Street
Victoria, British Columbia
V8S 5G9

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INTRODUCTION

Kelowna residents were asked to complete a survey which sought their views and preferences regarding Kelowna's future. The purpose of conducting the survey was to assist in updating the City of Kelowna 1992 Strategic Plan.

Since the original Strategic Plan was adopted in 1992 the city's population has increased by 25,000 people. Over 9,000 homes have been built and approximately 8 million square feet of commercial, industrial and institutional space has been developed. The economy has seen growth in most sectors, with the biggest growth occurring in education services, health and social services and high tech industries.

Over the last ten years the Strategic Plan has guided major policy initiatives such as the City's Official Community Plan, the Transportation Plan and the Social Plan. Most of the actions recommended in the Strategic Plan have now been completed and the plan needs to be updated based on current community values, priorities and overall expectations of City services.

Upon adoption by City Council, the new Strategic Plan will outline future directions for City of Kelowna services over the next five to ten years, taking into account the most recent trends, issues, priorities and community input.

Other components of the Strategic Planning designed to obtain community input have to date included staff and external agency interviews and in the future, will include several visioning sessions and an open house.

This report presents results from the April 2004 *Community Survey*. Over 500 telephone surveys were completed representative of the population by age cohort, gender and resident location.

To ensure that those residents who did not have a residential telephone listing and that anyone who wished to provide input could do so, residents were offered the opportunity to participate by a mail back survey which was available at City Hall. An on-line survey was also offered to residents so they would have the opportunity to offer their comments through the City website. Feedback received from the mail-back and on-line surveys was tabulated separately and is not reflected in this report summary. This report includes data only from the random-sample telephone survey.

SURVEY METHODOLOGY

IER worked with City staff and Council who provided direction on the design and implementation of the community attitudes survey. This process contributed to ensuring that the *Community Survey* questions were both relevant and meaningful to the future direction of the City of Kelowna.

A stratified random sampling process was used to more accurately represent the population of Kelowna by age cohort, gender, and resident location. For instance, 53% of the population 18 years and older in Kelowna are female, therefore 53% of the surveys were completed by females.

A pre-testing of the survey was also conducted to ensure that any problems with the survey, such as sequence of questions or wording of questions, were identified and corrected. The final product of the pre-testing and modification task was the production of a survey that was as “user-friendly” as possible for both the surveyors and the respondents.

STATISTICAL METHODOLOGY

Prior to receiving the completed questionnaires, the *Statistical Package for the Social Sciences (SPSS)* was used to create a data entry file. As the completed questionnaires were collected, each was given an identification number for reference purposes ranging from 001 to 516, and a pre edit was conducted for completeness and for logical consistency among the responses. Data collected from each of the surveys 001 to 516 were entered. Open-ended responses, which asked respondents for their comments, were assessed and grouped into general themes, which were created based on review of the questionnaire responses.

Upon completion of the data entry task, SPSS was used to compute basic aggregate frequency tables, which displayed responses to each question. In some cases, the data were analyzed further to using cross tabulations.

To validate the reliability of the results, a 5% random sample was removed from the original data set. The output from this new data set was compared against the original to assess whether there was a statistically significant difference between the two sets. No statistical difference between the data sets was found.

The survey results are valid 19 times out of 20 with a margin of +/- 4%.

SURVEY RESULTS

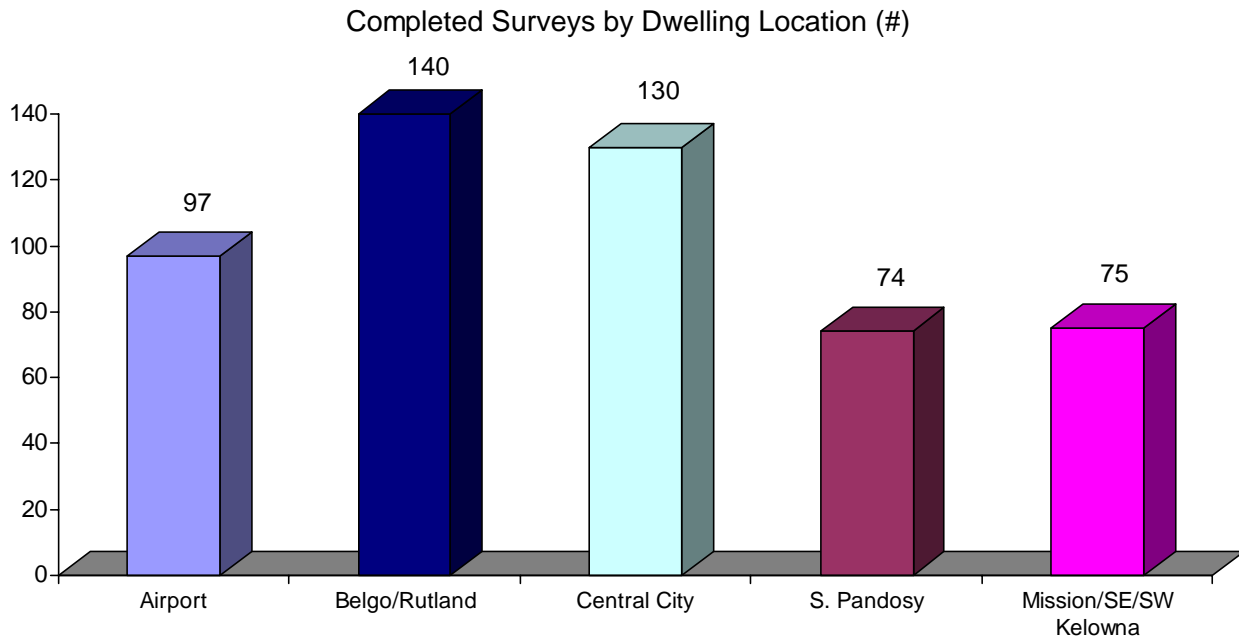
The following section illustrates the results from the City of Kelowna 2004 *Community Survey* results. In most cases, the percentages shown are rounded to the nearest whole number and based on 516 responses. In some instances, the results may not add up to 100%: this is due rounding and non-responses.

Question 1: Resident Location Distribution

Responses were obtained from residents from five major areas:

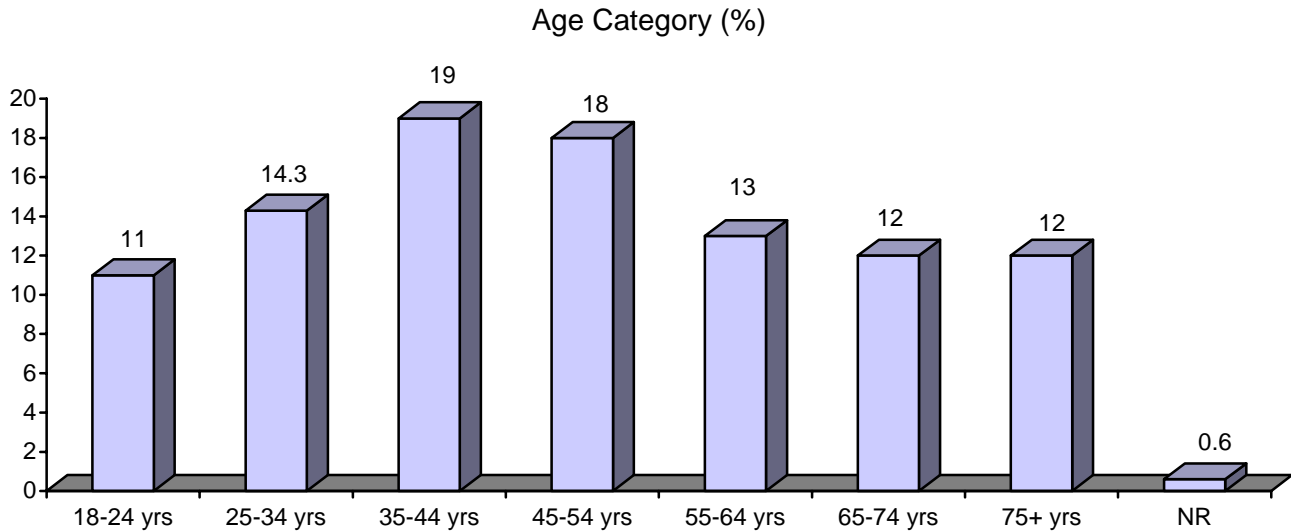
- Airport/McKinley/Dilworth/Glenmore;
- Belgo/Black Mtn./Rutland;
- Central City;
- South Pandosy; and
- Mission/SE Kelowna/SW Kelowna.

The number of completed surveys by dwelling location are representative of current population statistics for the City of Kelowna. Representation by dwelling location was conducted in an effort to more accurately represent attitudes and opinions of all Kelowna residents.



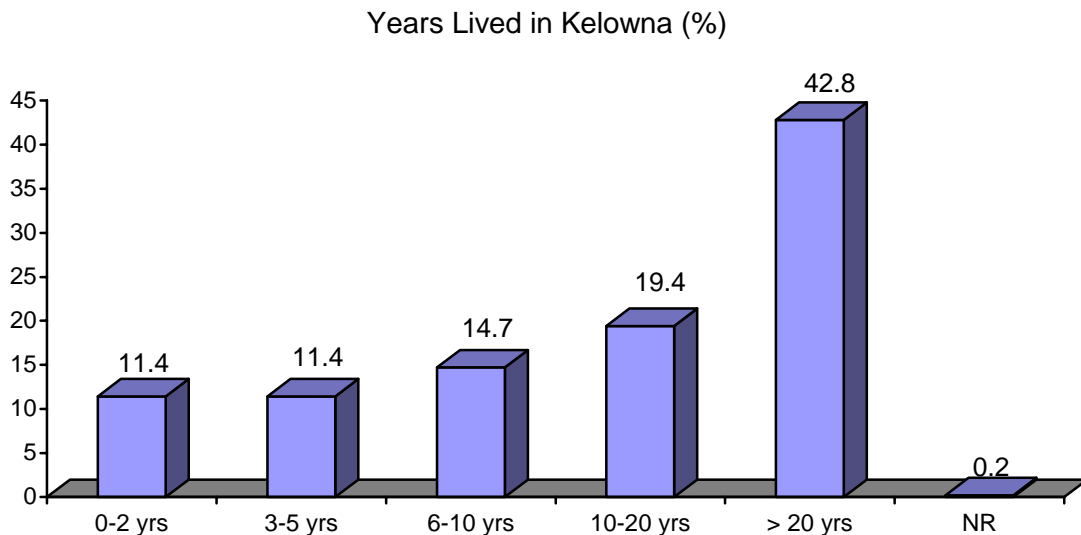
Question 2: Could you please tell me your age (or age group)?

Upon identifying their dwelling location, survey respondents were asked to indicate their age or age group. This was done in an effort to more accurately represent the attitudes and opinions of all age cohorts in Kelowna. The most numerous age categories, based on current population statistics, were 35-44 (19%) and 45-54 (18%).



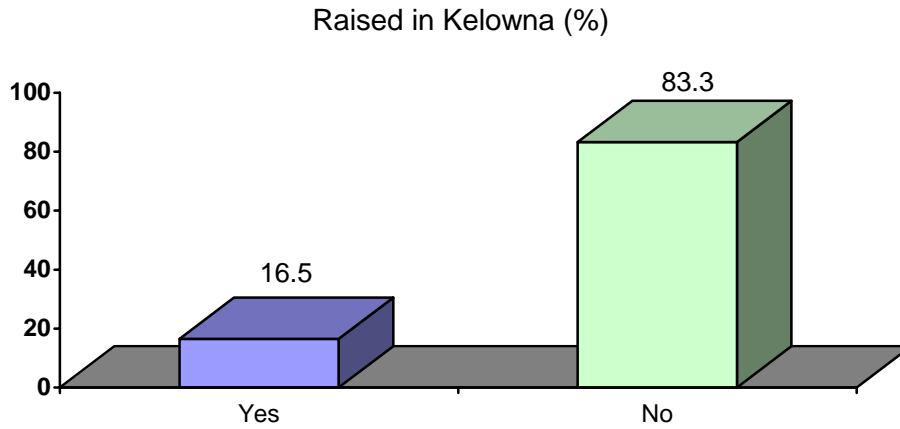
Question 3: How long have you lived in Kelowna?

The largest category of responses was “greater than 20 years”, at 42.8%; followed by “10-20 years” at 19.4%, “6-10 years”, at 14.7%; “3-5 years”, at 11.4%; and “0-2 years”, at 11.4%.



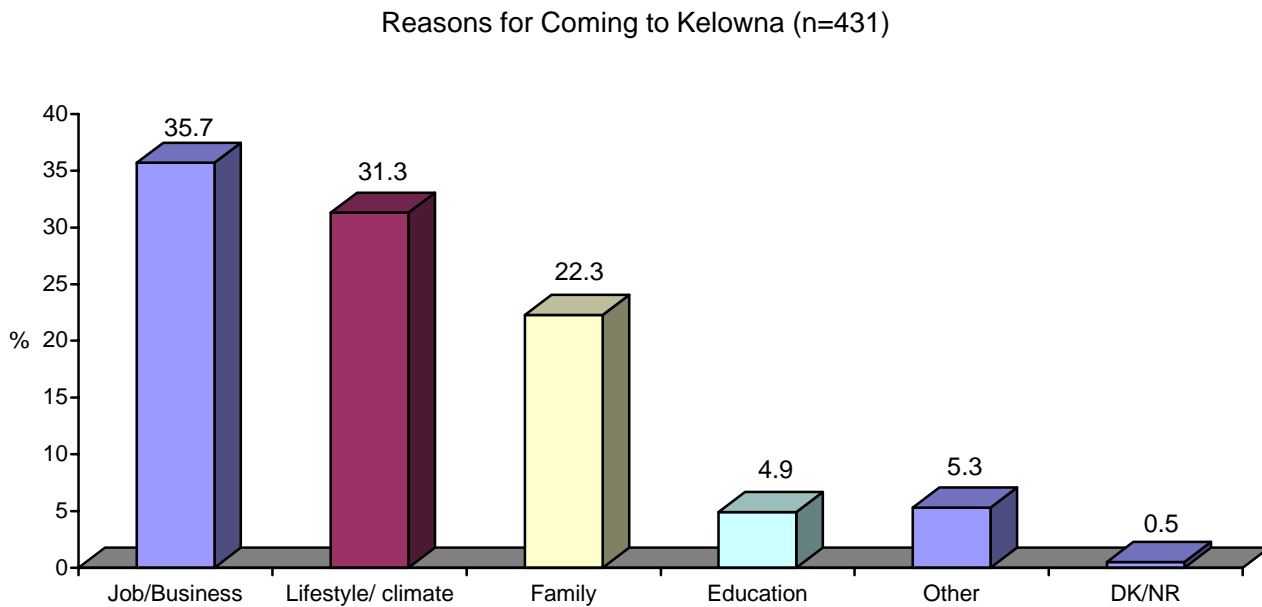
Question 4a: Were you raised in Kelowna?

The majority of respondents (83.3%) were neither born nor raised in Kelowna, while in contrast, 16.5% of respondents were born and/or raised in Kelowna.



Question 4b: If no, what brought you to Kelowna?

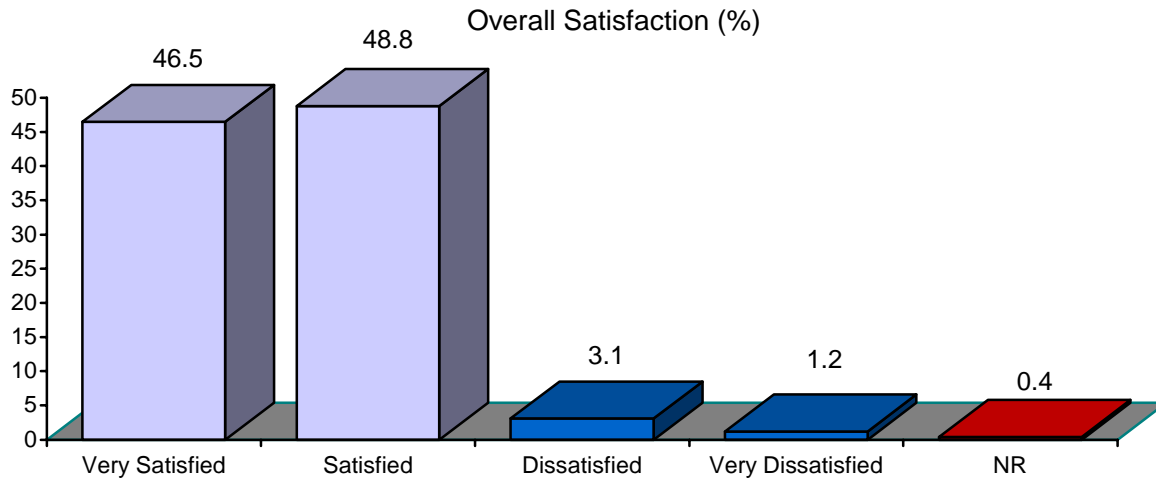
Those respondents who indicated they were not born and/or raised in Kelowna were asked to state what brought them to the City¹. The main reason for coming to Kelowna as identified by respondents was for a job or business opportunity (35.7%). The second most common reason for relocating to Kelowna was for the lifestyle and climate available in the region (31.3%). An additional 22.3% of respondents indicated they relocated to be closer to family and friends.



¹ The 431 respondents who indicated “no” in question 4a were asked what brought them to Kelowna.

Question 5: How do you generally feel about the City as a place to live?

Over 95% of respondents stated that they felt satisfied (48.8%) or very satisfied (46.5%) with the City of Kelowna as a place to live. Less than 5 % felt dissatisfied or very dissatisfied.



Question 6: On a scale of 1-5, we would like you to rate the City’s success, over the last 10 years, in achieving the objectives set out by the City.

Respondents were read a list of seventeen objectives set out by the City and asked to rate the City’s success in achieving these objectives over the past ten years (or however long they have lived in Kelowna), using a 1-5 scale, with 1 being least successful and 5 being most successful.

Objectives	Success (%)					
	Least		—————>		Most	
	1	2	3	4	5	*N.O.
Growing in harmony with the environment	4.5	7.6	40.7	33.7	10.7	2.9
Preserving natural areas	4.1	10.9	27.9	38.6	16.1	2.5
Maintaining the quality of Okanagan Lake	4.7	14.7	31.8	28.5	10.3	10.1
Improving public access along Okanagan Lake	10.3	16.3	26.4	26.2	10.5	10.5
Preserving agricultural lands	8.9	11.8	28.9	26.4	12.0	12.0
Encouraging economic opportunities	3.3	10.1	23.4	39.7	15.5	7.9
Growing at a pace that allows government agencies to provide services such as schools, parks, roads, emergency services etc.	6.2	12.6	32.2	34.1	9.1	5.8
Growing in a way that takes advantage of existing infrastructure	5.8	16.3	36.0	25.6	5.8	10.5
Supporting a full range of housing types	4.5	15.7	24.2	36.8	14.9	3.9
Providing convenient transportation options	7.2	16.7	28.1	30.6	11.4	6.0
Supporting heritage preservation	2.5	5.4	23.8	41.9	17.8	8.5
Supporting the arts	1.4	4.1	15.9	47.5	22.9	8.3
Supporting multi-cultural diversity	1.6	4.3	26.7	39.9	13.6	14.0
Working with other jurisdictions to tackle common challenges	2.3	5.0	25.6	27.7	6.6	32.8
Providing high-quality City services	3.1	6.0	29.1	45.3	12.4	4.1
Using a variety of ways to fund City services	1.9	5.2	27.1	29.5	5.4	30.8
Facilitating communications with residents	4.3	10.7	32.8	33.3	12.4	6.4

* N.O. – No Opinion

Respondents indicated the City was most successful at achieving the following five objectives²:

- Supporting the arts (70.4%);
- Supporting heritage preservation (59.7%);
- Providing high quality City services (57.7%);
- Encouraging economic opportunities (55.2%), and
- Supporting multi-cultural diversity (53.5%).

Respondent also indicated the City was least successful at achieving the following five objectives³:

- Improving public access along Okanagan Lake (26.6%);
- Providing convenient transportation options (23.9%);
- Growing in a way that takes advantage of existing infrastructure (22.1%);
- Preserving agricultural lands (20.7%); and
- Supporting a full range of housing types (20.2%).

² Percentages for the most successful rating were calculated by adding the scores of 4 and 5 together to determine the top five most successful objectives achieved by the City.

³ Percentages for the less successful rating were calculated by adding the scores of 1 and 2 together to determine the least successful objectives achieved by the City.

Question 7: What, in your opinion, are the most appealing things about Kelowna?

In an open-ended question, respondents were asked to indicate the most appealing aspects about Kelowna. The six most appealing things about Kelowna were:

- Climate (57.4%);
- Natural setting (51.2%);
- Outdoor recreation opportunities (19.8%);
- Okanagan Lake (17.8%);
- Community spirit/ friendly people (10.7%); and
- Community size (10.7%).

Other Most Appealing Factors	Percentage
Access to Back Country/ open spaces	5.6
Arts and culture	5.6
Indoor recreation opportunities	5.4
Clean place to live	5.2
Shopping opportunities	4.7
Quality of life	4.5
Agricultural setting	4.5
Location/ close to amenities	2.1
Employment opportunities	2.1
Multicultural community	1.7
Economic opportunities	1.7
Educational institutions/opportunities	1.7
Close to family	1.4
Access to health care	1.2
Safe place to live	1.2
Quiet place to live	1.0
Housing options	0.8
Affordable place to live	0.6
Access to public transit	0.2
Amount of traffic	0.2
Tourism opportunities	0.2
High tech/communication opportunities	0.0
Other	1.8
No Response	0.4

Since respondents could provide more than one response, the percentages represent the frequency in which respondents identified a particular item.

Question 8: What would make living in Kelowna more enjoyable for you and your household?

In an open-ended question, respondents were asked to identify up to three items that would make life in Kelowna more enjoyable for themselves and their household⁴. Of interest, over 20% of respondents were currently pleased with present conditions in Kelowna and therefore did not provide an answer. Of the remaining respondents who provided answers, the main characteristic that would make life more enjoyable in Kelowna was reducing traffic congestion (35.3%). More specifically, respondents identified policy and infrastructure which assisted in reducing reliance on the automobile and promoted other forms of transportation including public transit, “bike only” lanes linking Town centres, and more sidewalks as ways of reducing traffic congestion.

Other characteristics that would make life more enjoyable in Kelowna include:

- Better City services and planning (8.1% or 42 responses);
- More affordable/cost of living (7.2% or 37 responses);
- Restricted development/urban sprawl (7.0% or 36 responses);
- Employment opportunities/higher wages (6.0% or 31 responses);
- More parks & recreation facilities (5.0% or 26 responses); and
- Safer City (4.7% or 24 responses).

Characteristic	Percent of cases (%)	Count (#)
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*Less traffic congestion	35.3	182
Satisfied with Current State of City	20.3	105
**Less reliance on vehicles	12.2	63
Better City services and planning	8.1	42
More affordable/cost of living	7.2	37
Restricted development/urban sprawl	7.0	36
Employment opportunities/higher wages	6.0	31
More parks & recreation facilities	5.0	26
Safer City	4.7	24
Better downtown	3.3	17
Cleaner city	2.9	15
More activities for youth	2.5	13
Better access to waterfront	2.3	12
More arts, cultural and heritage amenities	2.1	11
Water quality/quantity	1.9	10
Air quality	1.6	8
More natural areas/greenspace protection	1.3	7
Higher density development	0.8	4
Other	7.9	41

* Less traffic congestion – improved transportation infrastructure – wider/more lanes, second bridge crossing, highway bypass for City

** Less reliance on vehicles – includes better public transit, more bike lanes that are linked to more locations and only open to bikes, more sidewalks

⁴ Since respondents could provide more than one response, the total number of responses exceeds the number of respondents, therefore the percent of cases is provided versus the percent of responses.

Question 9a: We would like to get your opinion on various City service areas. On a scale of 1-5, with 1 being least important and 5 being most important, how would you rate the importance to you of spending City tax dollars on the following items?

In an effort to identify the areas of greatest importance with respect to the spending City tax dollars, respondents were asked to rank the importance for various City services on a scale of 1 to 5. The information is summarized in table format for each service area.

Overall

Overall the services of most importance to respondents with respect to the spending of City tax dollars were:

- 1) Maintaining the quality of Okanagan Lake (90%)⁵;
- 2) Conserving water (90%);
- 3) Preserving natural areas (85%);
- 4) Drinking water quality (84%); and
- 5) Air quality (81%).

Parks and Leisure Services

Within the parks and leisure services section respondents felt acquiring parkland and building park trails were most important, while arts and cultural facilities and programs were ranked with least importance with respect to spending City tax dollars.

Service Areas and Service Items	Importance						Group Rank	Overall Rank
	Least → Most							
	1	2	3	4	5	NO/NR ⁶		
Parks and Leisure								
recreation facilities	2.1	5.2	22.5	44.4	24.0	1.7	3	12
recreation programs	2.5	6.8	25.6	43.2	19.0	2.9	5	14
arts and culture facilities	4.8	10.7	32.0	35.7	13.8	3.1	6	22
arts and culture programs	4.8	12.4	32.8	33.5	12.0	4.5	7	24
acquiring public access along Okanagan Lake	3.7	8.9	20.2	29.5	35.3	2.5	4	13
acquiring parkland	1.9	5.4	20.0	37.0	34.7	1.0	2	11
building park trails	2.5	4.1	19.0	36.8	36.4	1.2	1	10

Landscaping

Respondents ranked the importance of spending City tax dollars on all landscaping services consistently with less importance when compared to other City services.

Service Areas and Service Items	Importance						Group Rank	Overall Rank
	Least → Most							
	1	2	3	4	5	*NO/NR		
Landscaping								
tree planting along residential streets	7.2	10.9	26.0	29.8	25.2	1.0	1	20
tree planting along commercial streets	7.4	12.0	28.1	31.6	20.0	1.0	2	21
improving appearance of roadside gravel soaker strips	7.0	12.0	28.3	26.9	20.0	5.8	3	23

⁵ The percentages for ranks 4 and 5 were added together to determine greatest overall importance

⁶ *NO/NR – No Opinion / No Response

Quality of Life/Community Safety

The top three areas of importance with respect to the spending of City tax dollars for the quality of life/community safety services were drinking water quality, air quality, and police services.

Overall when compared to all other services, drinking water quality, air quality, and police services also ranked very high.

Service Areas and Service Items	Importance						Group Rank	Overall Rank
	Least → Most							
	1	2	3	4	5	*NO/NR		
Quality of Life/Community Safety								
drinking water quality	1.7	1.9	9.7	23.4	61.2	1.9	1	4
air quality	1.4	3.3	12.6	26.4	55.8	0.6	2	5
police services	0.6	3.1	13.8	32.0	48.8	1.7	3	6
bylaw enforcement	2.3	9.7	27.1	32.6	25.0	3.3	5	17
building affordable housing	1.4	5.0	23.3	29.1	39.1	2.1	4	12

Transportation

The transportation service identified as most important for spending City tax dollars was fixing the existing road infrastructure. The concern for road congestion was expressed throughout the survey process by many respondents, however, surveyed individuals ranked the transportation services as having limited importance with respect to spending City tax dollars. That is, the five transportation services listed ranked 9th, 13th, 13th, 15th, and 18th overall out of 31 items.

Service Areas and Service Items	Importance						Group Rank	Overall Rank
	Least → Most							
	1	2	3	4	5	*NO/NR		
Transportation								
new roads	2.5	6.2	25.4	33.1	31.4	1.4	2	13
existing roads	0.8	2.9	22.1	44.8	29.3	0.2	1	9
transit system	2.7	5.8	26.9	29.7	27.7	7.2	4	18
Sidewalks	2.3	8.5	26.9	31.2	29.5	1.6	3	15
bike paths	3.7	4.7	24.4	33.1	31.0	3.1	2	13

Economy

Many respondents felt the economy was of importance with respect to the spending of City tax dollars, in particular promoting Kelowna as a place to do business as well as a place to visit. Of interest, while many respondents want to promote Kelowna as a place to do business as well as a place to visit, far fewer indicated the City should be promoted as a place to live.

Service Areas and Service Items	Importance						Group Rank	Overall Rank
	Least → Most							
	1	2	3	4	5	*NO/NR		
Economy – encourage economic growth by promoting								
the revitalization of older neighbourhoods and urban centres	1.9	3.5	27.3	38.4	24.0	4.8	3	14
Kelowna as a place to live	7.8	12.2	24.6	27.7	26.9	0.8	4	19
Kelowna as a place to do business	1.9	3.9	14.9	36.2	40.3	2.7	2	8
Kelowna as a place to visit	2.5	4.5	11.2	28.9	52.1	0.8	1	6

Conservation

Overall the majority of respondents felt that conservation services were of highest importance with respect to the spending of City tax dollars: three of the five conservation services were ranked in the top three – maintaining the quality of Okanagan Lake, conserving water, and preserving natural areas. Preserving heritage buildings and agricultural lands were of lesser importance.

Service Areas and Service Items	Importance						Group Rank	Overall Rank
	Least Most							
	1	2	3	4	5	*NO/NR		
Conservation								
preserving heritage buildings	3.7	10.7	26.6	32.4	25.8	1.0	5	16
preserving natural areas	0.8	1.4	12.0	36.2	49.2	0.4	3	3
preserving agricultural lands	4.1	3.7	24.0	32.2	34.5	1.6	4	12
maintaining quality of Okanagan Lake	0.2	0.4	4.8	23.6	70.2	0.8	1	1
conserving water	0.4	1.4	7.2	24.0	66.5	0.6	2	2

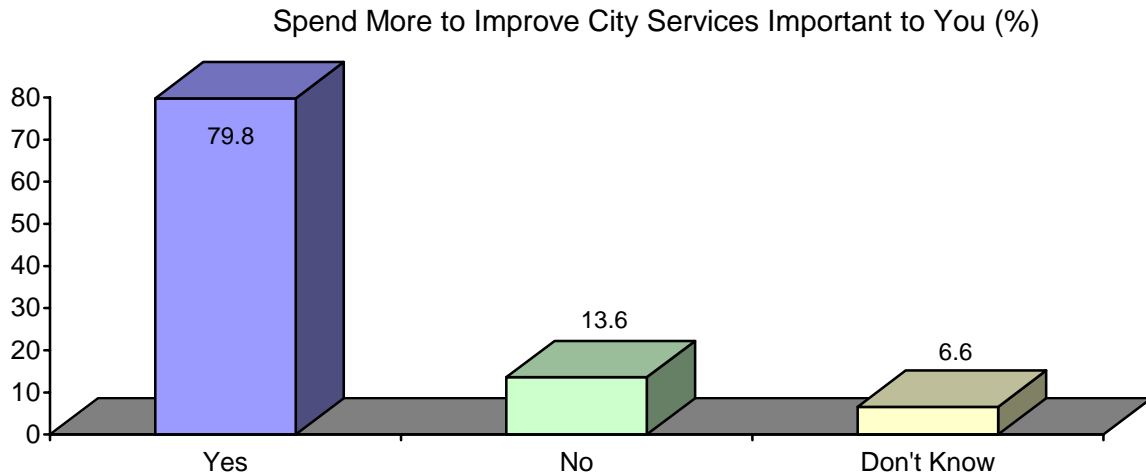
Communications

Respondents felt it was important to spend City tax dollars on communication with the public in terms of obtaining their input for projects as well as providing information on City initiatives and programs: these services ranked 6 and 7 overall respectively.

Service Areas and Service Items	Importance						Group Rank	Overall Rank
	Least Most							
	1	2	3	4	5	*NO/NR		
Communications								
seeking public input on City projects	0.0	2.3	16.1	37.2	42.2	2.1	1	6
providing information about City initiatives/ programs	0.6	2.3	17.6	41.3	36.6	1.6	2	7

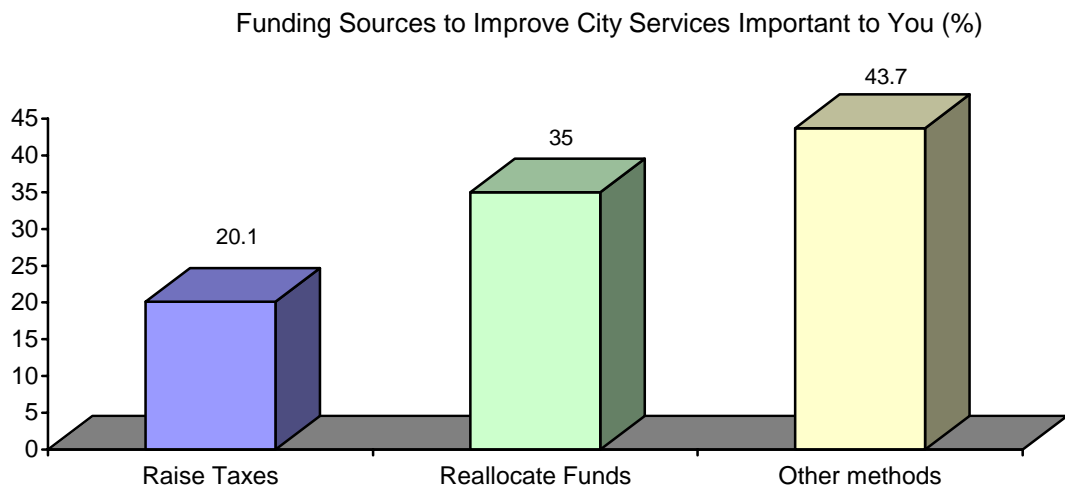
Question 9b: For the services you identified as important, would you prefer the City to spend more money to improve them?

The majority of respondents (79.8%) stated “yes” – the City should spend more to improve the services important to them, while 13.6% indicated “no” – do not spend more to improve city services important to them.



Question 9c: If yes, of the following, which would you prefer the City to do in order to spend more money on these services?

Of the respondents who said “yes” (412 respondents) were asked how the City should spend more money on these services. The majority of respondents (43.7%) indicated the City should attempt to utilize other methods to increase spending to improve services, such as public private partnerships. An additional 35% of respondents indicated the City should revise its current budget and priorities and reallocate funds to improve the specific services important to them. In comparison, only 20.1% of respondents indicated that raising taxes was an acceptable approach to obtaining funds to improve City services of importance to them.



Question 10: In addition to services provided by the City, residents have access to services provided by other publicly funded bodies. Are you satisfied with the quality of these services?

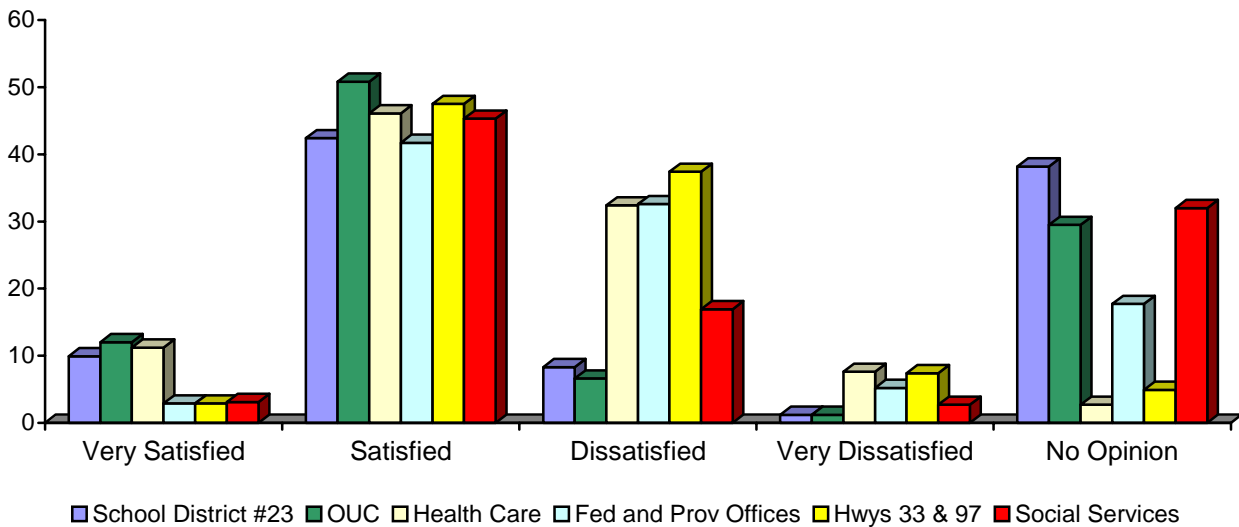
The majority of respondents were satisfied or very satisfied with the services provided by other agencies including: School District #23 (52.3%); Okanagan University College (62.8%); Health Care (57.4%); Federal and Provincial government offices (44.6%); Highways 33 & 97 (50.4%); and social services (48.4%).

Respondents were most dissatisfied with the services provided by Highways 33 and 97 (44.8%); Health Care (40%); and Federal and Provincial government offices (37.8%).

However, a large proportion of respondents did not provide opinions on School District #23 (37.8%), social services (31.6%) and Okanagan University College (29.1%). Anecdotal comments provided by respondents with respect to their lack of opinion for the services identified above included:

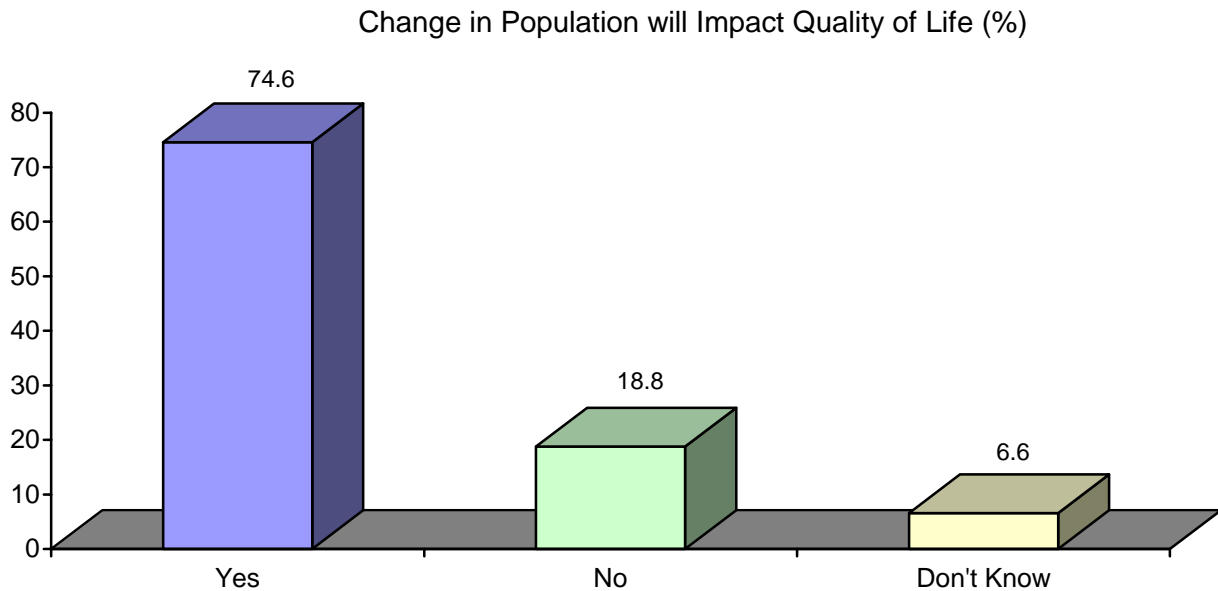
- No longer have/do not have young children in School District #23 system
- Never attended Okanagan University College
- Never used any of the social services available

Satisfaction with Other Services in City (%)



Question 11a: The population of Kelowna is currently 100,000. In the next 20 years, it is expected to reach 150,000. Do you feel this will influence your quality of life?

The majority of respondents (74.6%) stated the change in population would impact their quality of life, while 18.8% stated it would not. A small proportion of respondents (6.6%) stated “don’t know” with respect to a large change in population impacting their quality of life. The majority of these respondents were elderly residents who anecdotally indicated they would most likely not live another 20 years, hence could not provide an opinion.



Question 11b: How would a larger population in Kelowna impact your quality of life?

The 384 respondents who stated “yes - the change in population in Kelowna would impact their quality of life” in Question 11a were asked to state “how” the change would impact them⁷. A mix of both positive and negative impacts were provided by respondents, however more negative impacts were provided as compared to positive responses.

The most common positive impacts were improved employment opportunities and economic growth (13.3%); and 14% of respondents felt that a larger population would help to attract a wider variety and selection of services that would generally improve their quality of life.

The top five potential negative impacts to the quality of life in Kelowna due to a larger population in twenty years were:

- Increased road congestion (33.9% or 130 responses);
- Decreased air quality (15.9% or 61 responses);
- Need more infrastructure (10.2% or 39 responses);
- Need more social services (9.4% or 36 responses); and
- Cost of living/increased taxes/affordability (7.1% or 27 responses).

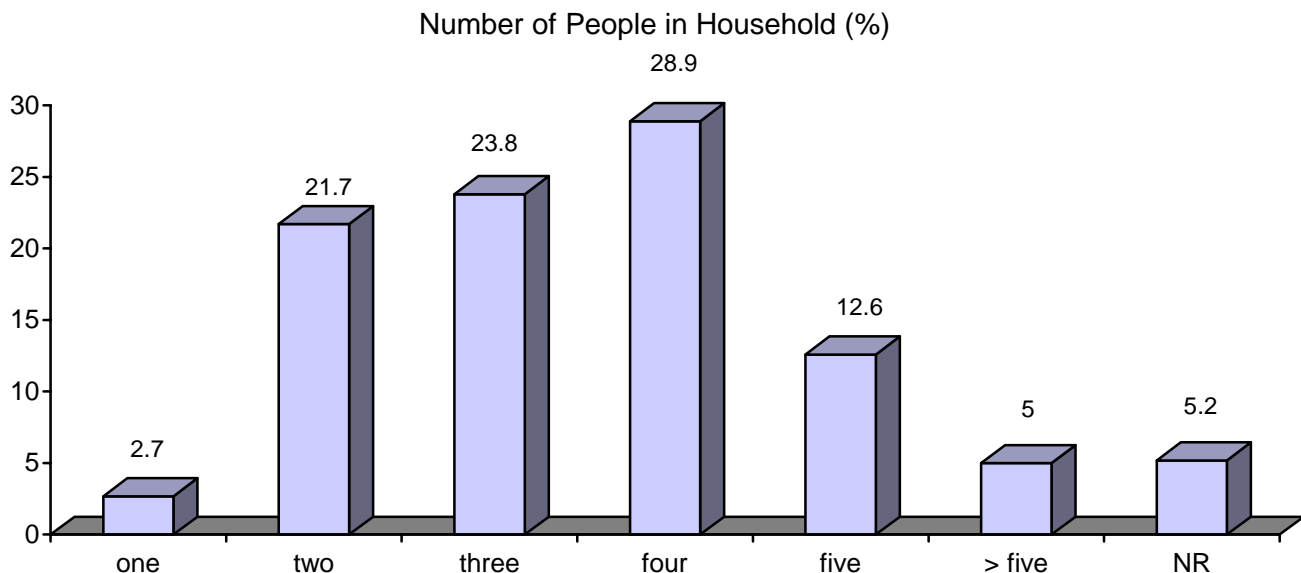
⁷ Respondents could provide more than one response for question 11b.

Positive Impacts	% of all Cases	# of Responses
More employment opportunities/economic growth	13.3	51
General perceived improvements to quality of life	3.6	14
More services available for aging population	1.8	7
Increased cultural diversity	0.8	3

Negative Impacts	% of all Cases	# of Responses
Increased road congestion	33.9	130
Air quality	15.9	61
Need more infrastructure	10.2	39
Need more social services	9.4	36
Cost of living/increased taxes/affordability	7.1	27
Overpopulated	6.3	24
Okanagan Lake water quality	6.3	24
Loss of small town feeling	6.0	23
Drinking water quality	5.5	21
Crime/safety	5.2	20
General perceived decline to quality of life	4.7	18
Loss of natural areas/open spaces	4.4	17
Urban sprawl	0.8	3
Unsure	4.7	18
Other	1.3	5
No response	0.5	2

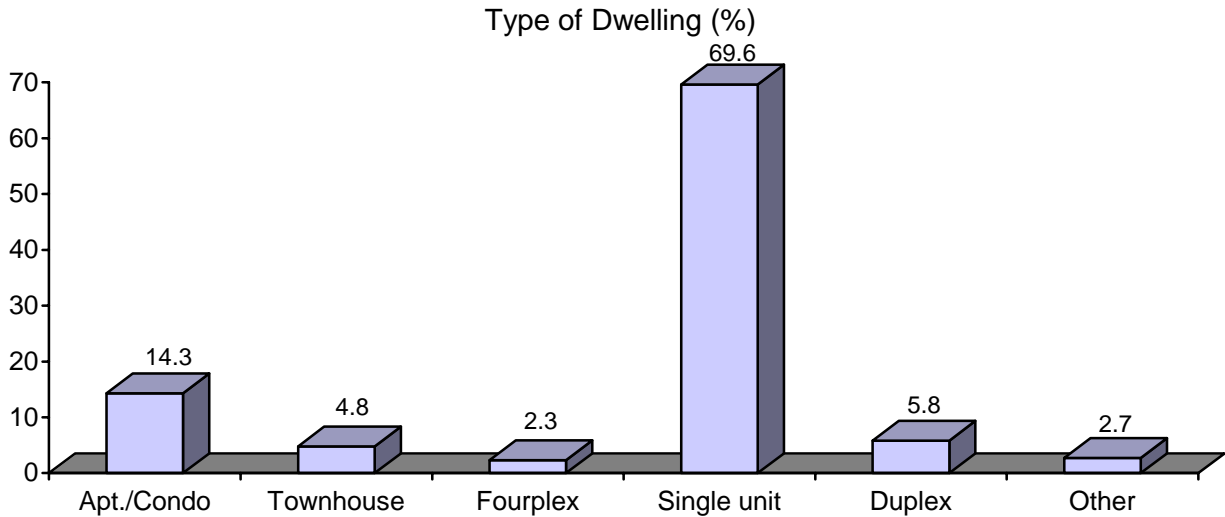
Question 12: How many people in your household?

The two most common responses were “4 people” at 28.9% and “3 people”, at 23.8%.



Question 13: What kind of home do you live in?

Most respondents live in single unit detached houses (69.6%), while an additional 14.3% live in apartments or condominiums.



Question 14: Do you have any other comments you would like considered in order to update the City's Strategic Plan?

Lastly, respondents were asked if they had any final comments they would like considered in order to update the City's Strategic Plan. The majority of respondents did not provide any additional comments (64.1%). Of the comments provided, the most common were ensuring the development and maintenance of the transportation infrastructure to minimize road congestion within the City of Kelowna (27.0%); and more specifically, the construction of a second bridge crossing (23.8%).

Comments	% of Cases	# of Responses
Improved transportation infrastructure to reduce congestion	27.0	50
Second bridge crossing	23.8	44
Limit growth/development	7.6	14
*Alternative modes of transportation	6.5	12
Encourage public input	5.4	10
Main cost of living/affordability	5.4	10
**Environmental conservation/preservation	5.4	10
Reallocate funding to more important services	5.4	10
Maintain/preserve greenspace and natural areas	4.8	9
Maintain public facilities and services	4.3	8
Keep small town feeling	4.3	8
Better City services and Planning	4.3	8
Preserve heritage	4.3	8
Improve waterfront	3.8	7
Kelowna should be oriented to residents not businesses	2.7	5

Comments Continued	% of Cases	# of Responses
Promote tourism in Kelowna	2.2	4
More parks and recreation facilities	2.2	4
Air quality	2.2	4
Good Council	1.6	3
Crime/safety	1.6	3
More services for the aging population	1.6	3
Water quality/quantity	1.6	3
Other	7.0	13
No response	64.1	331

* - includes better public transit, more sidewalks and more interconnected bikeways

** - includes wildlife, water, and energy

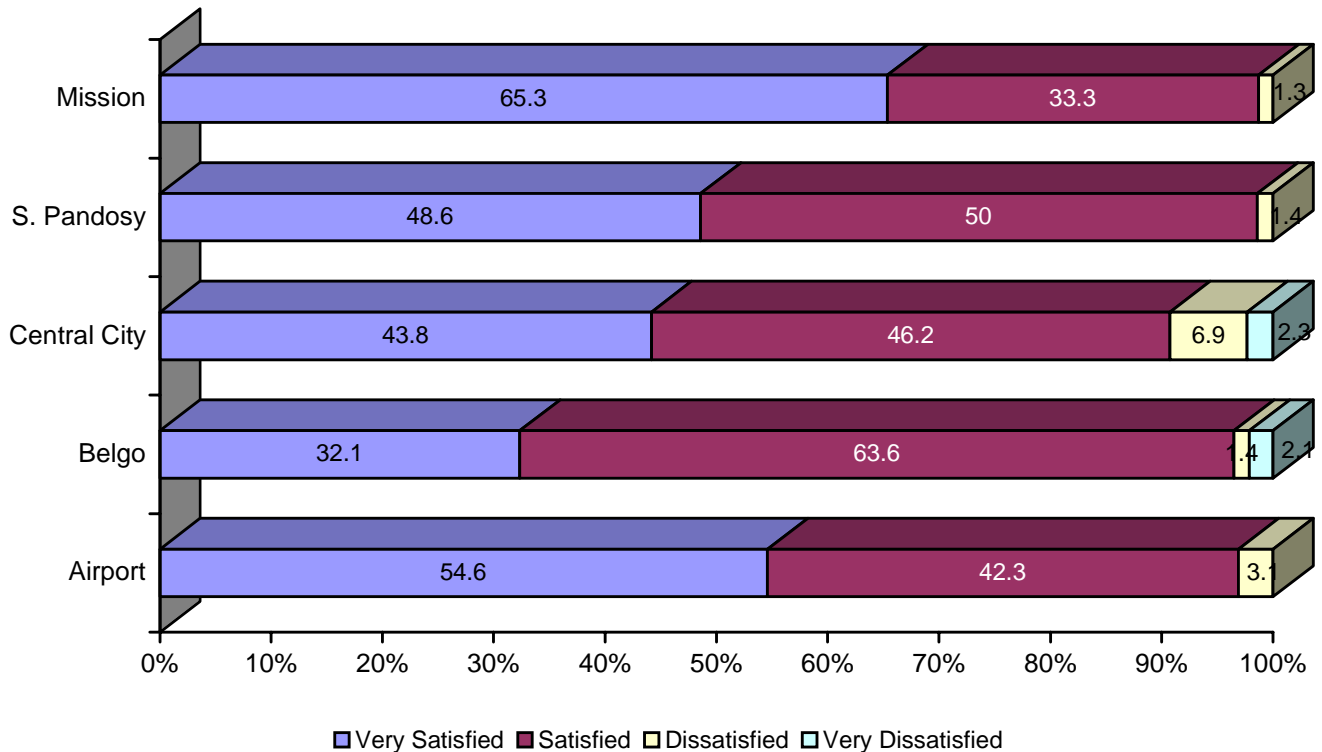
Cross-tabulations by Key Variables

The data were analyzed further to produce cross tabulations for overall satisfaction with the City as a place to live, and service related issues by some demographic variables (age, gender, dwelling location) providing more detailed information for those specific variables.

Analysis of the cross-tabulations indicated generally, no statistical difference existed between the demographic variables and Question 5 “Overall Satisfaction with the City”, Question 6 “Success in Achieving Objectives”, Question 7 “Most Appealing Things About Kelowna”, Question 8 “What Would Make Life More Enjoyable in Kelowna”, Question 9a “Importance of Spending Tax Dollars on Specific City Services”, Question 9b “Spend More Money to Improve Services Important to You?”, Question 9c “How Would you Prefer the City do in Order to Spend More Money on these Services?”, and Question 11 “In the Next 20 years, the Population of Kelowna is Expected to Reach 150,000. Do you feel this will Influence your Quality of Life?”

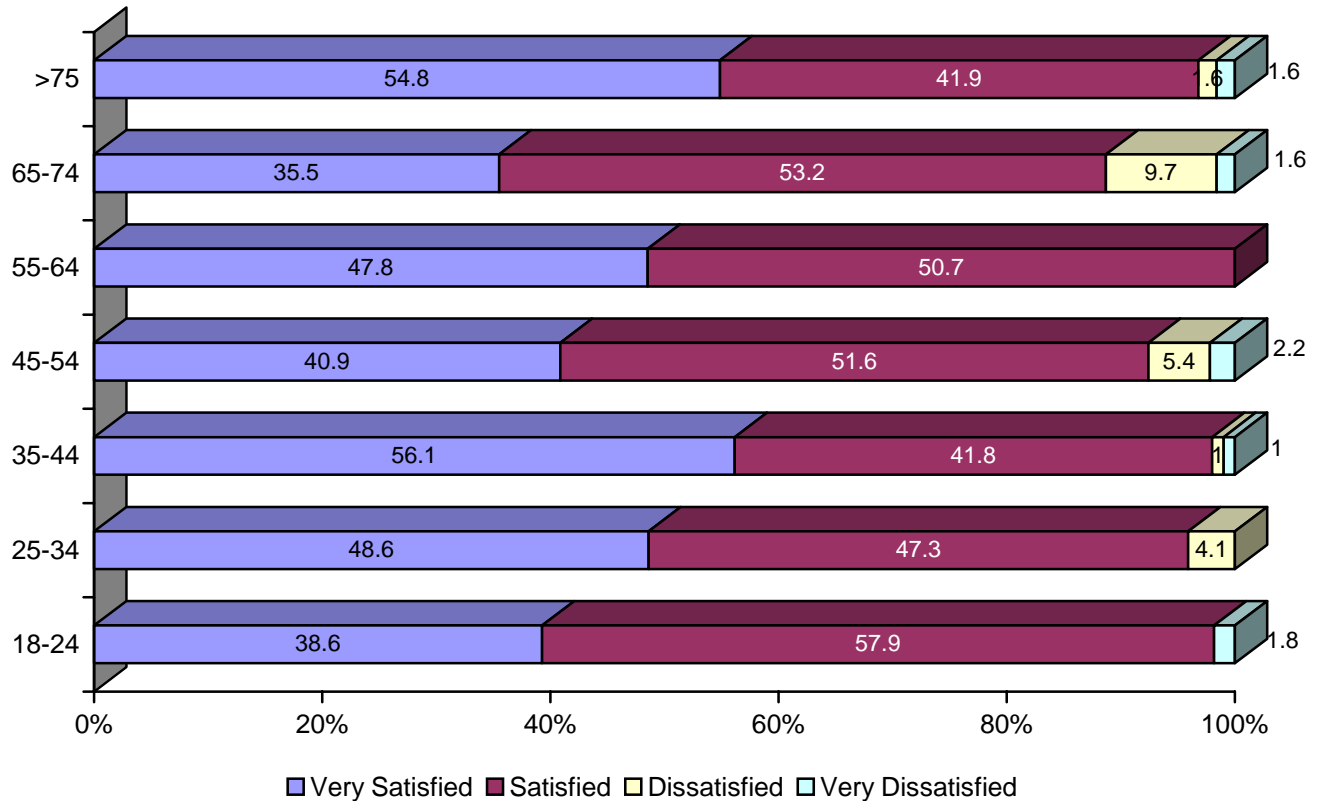
An example of the lack of statistical difference is illustrated below for the quality of life in Kelowna by resident location. While there are slight variations between locations for those who are satisfied and very satisfied, the overall level of satisfaction is not statistically different from location to location. For example, while more of the respondents living in the Mission area (65.3%) were very satisfied as compared to those living in the Belgo/Black Mountain area (32.1%), overall 98.6% of respondents in the Mission are satisfied or very satisfied while 98.7% are satisfied or very satisfied in the Belgo Black Mountain area.

Overall Satisfaction (%) by Resident Location



Similarly, little variation is seen with overall satisfaction with Kelowna as a place to live when examined by age category.

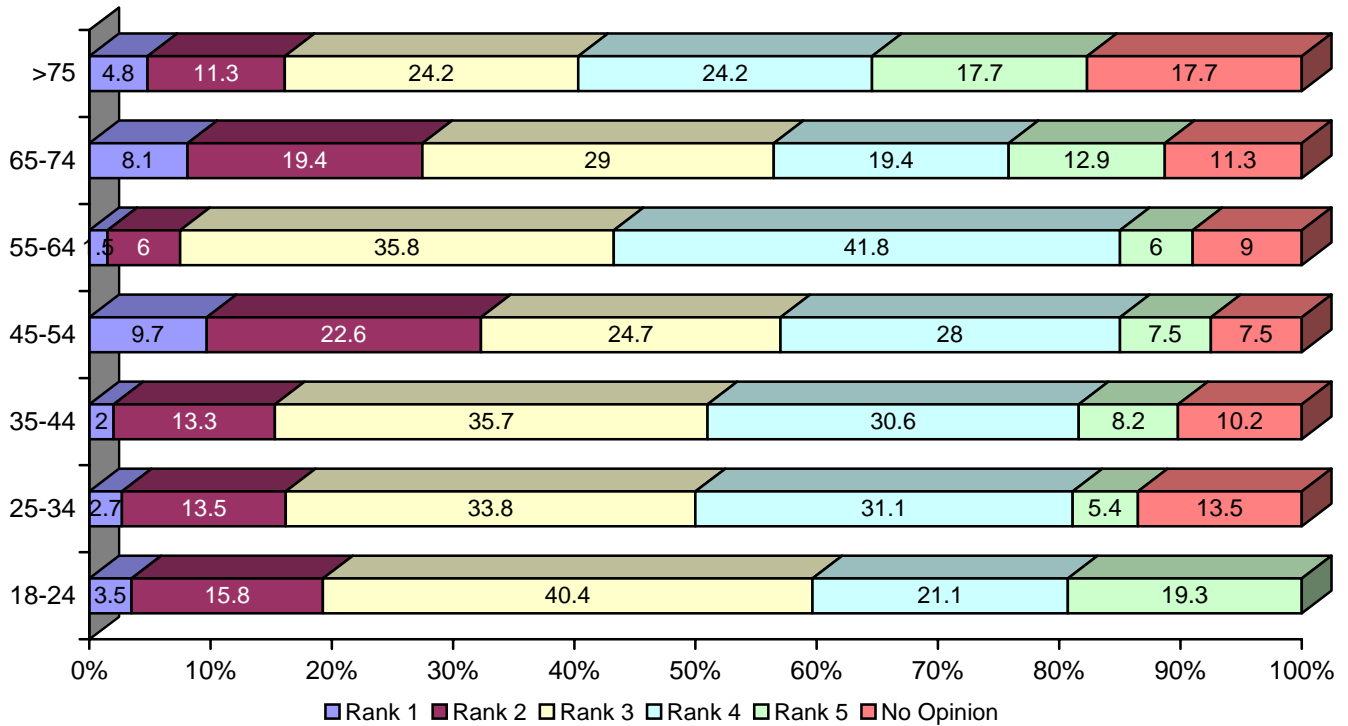
Overall Satisfaction (%) by Age Category



For Question 6 – evaluating the City’s success at achieving its seventeen objectives on a scale of 1 to 5, again no statistical difference existed between responses and the demographic variables, however patterns did emerge for several of the objectives listed when examined by age category. Many of the respondents 75 years and older tended to rank the City’s success at achieving its objectives higher than other age categories (graph on following page). Anecdotal comments obtained from these elderly respondents assist in explaining this observation. Their comments included “limited level of awareness”, “things seems fine”, and “I don’t drive anymore but friends tell me getting around the City is still fine”.

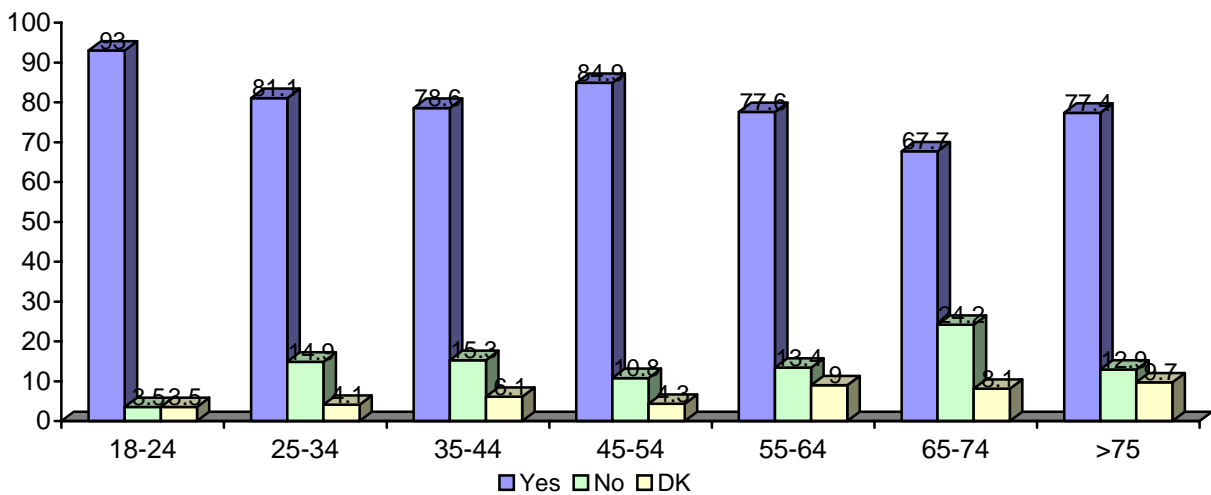
A difference was observed by age category for Question 6 and the 45-54 year cohort which tended to rank (on a scale of 1 to 5) the City’s success at achieving some of its seventeen objectives lower than other age groups. An example has been illustrated on the following page, where those aged 45-54 years provided more rank 1 and rank 2 responses for the objective “maintaining the quality of Okanagan Lake” as compared to other age categories.

Maintain Lake Quality Objective Achievement (%) by Age

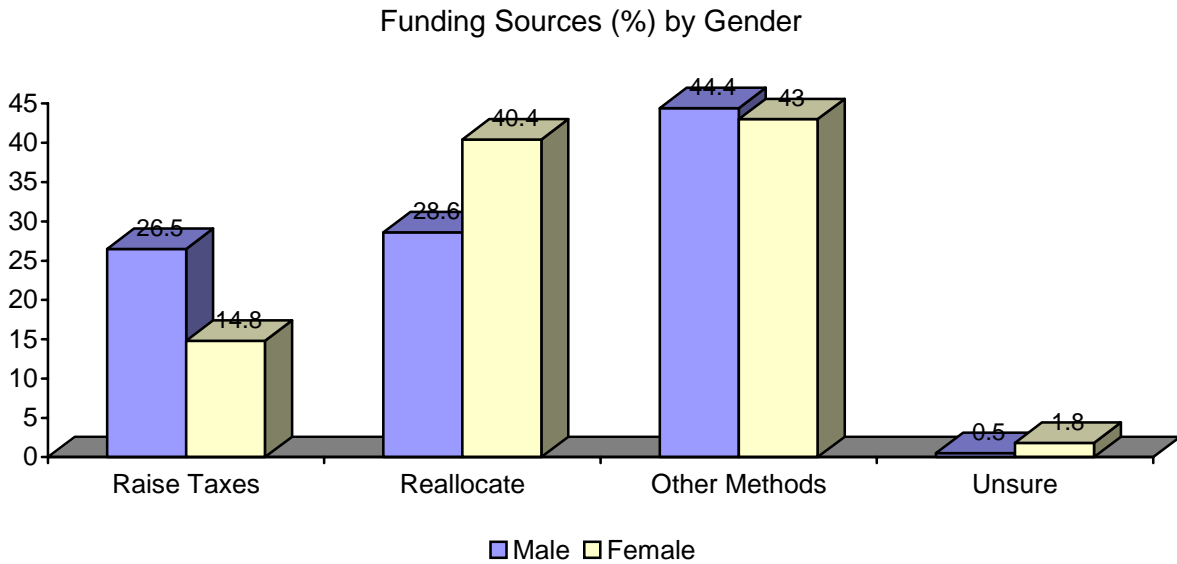


Question 9b - For the services you identified as important, would you prefer that the City spent more money to improve them, a greater percentage of those aged 18-24 years indicated they would be willing to pay more for improving priority services (93%). In comparison, those aged 65-74 years were less willing to pay more to improve priority services (67.7%).

Q9b - Willingness to Pay to Improve Services (%) by Age



There were some variations in responses by gender for Question 9c – What would you prefer the City to do in order to spend more money on these services. Both genders indicated their preferred option was to evaluate other methods such as public-private partnerships (44.4% male respondents and 43% female respondents). However, more male respondents, when compared to females, were willing to raise taxes (26.5% versus 15.8%). In contrast, more female respondents, when compared to males, suggested the City should reallocate money to pay for improvement to priority services (40.4% versus 28.6%).



SUMMARY

This section provides an overview of key questions from the 2004 *Community Survey* focusing on what the City of Kelowna has done well and identifies areas that the City may wish to address.

RESULTS

Overall the level of satisfaction indicated by residents living in the City of Kelowna is high (95% satisfied or very satisfied).

The results of the community attitudes survey can be grouped into general themes. These are:

- protecting and preserving the environment and natural areas;
- protecting and preserving water resources;
- improving the transportation infrastructure and road network to reduce congestion;
- policies and strategies aimed at reducing reliance on automobiles;
- protecting the current quality of life in terms of drinking water quality, air quality, community safety, affordability;
- effective City planning to minimize urban sprawl and promote higher density development.

ASPECTS OF KELOWNA VALUED MOST BY RESIDENTS

Over 95% of the respondents stated that they felt satisfied (48.8%) or very satisfied (46.5%) with the City of Kelowna as a place to live. Respondents were asked to indicate the most appealing aspects about the City of Kelowna. The six most appealing things about Kelowna were:

- climate (57.4%);
- natural setting (51.2%);
- outdoor recreation opportunities (19.8%);
- Okanagan Lake (17.8%);
- community spirit / friendly people (10.7%); and
- community size (10.7%).

CITY'S SUCCESS AT ACHIEVING ITS OBJECTIVES

Respondents indicated the City was most successful at achieving the following five objectives:

- Supporting the arts (70.4%);
- Supporting heritage preservation (59.7%);
- Providing high quality City services (57.7%);
- Encouraging economic opportunities (55.2%); and
- Supporting multi-cultural diversity (53.5%).

CITY OBJECTIVES THAT MAY REQUIRE ATTENTION

Respondents also indicated the City was least successful at achieving the following objectives:

- Improving public access along Okanagan Lake (26.6%);
- Providing convenient transportation options (23.9%);
- Growing in a way that takes advantage of existing infrastructure (22.1%);
- Preserving agricultural lands (20.7%); and
- Supporting a full range of housing types (20.2%).