FINAL REPORT

Town of Oliver
2019 Citizen Survey

July 15, 2019

GAME CHANGERS

Contents

INTRODUCTION

Objectives

OBJECTIVES

- This report presents the findings of the Town of Oliver's 2019 Citizen Survey.

- The Citizen Survey is conducted to gauge public satisfaction with municipal services and to gain insight into citizens' investment priorities.

- Specific research objectives included:
  - Identify important community issues
  - Assess perceptions of Oliver's quality of life
  - Assess perceptions of community safety
  - Measure the importance of and satisfaction with municipal services
  - Determine the perceived value for taxes and understand attitudes towards balancing taxation and service delivery levels
  - Identify priorities for investment
  - Gauge support for a bylaw banning single-use plastics
  - Identify preferred methods of communication
  - Measure satisfaction with the Town's customer service

- Insight gained by this research will help the Town of Oliver make important decisions regarding planning, budgeting, and community priorities.

Methodology

METHODOLOGY

- Ipsos conducted a total of 100 telephone interviews with a randomly selected representative sample of Oliver residents aged 18 years or older.

- Interviewing was conducted on both landlines and cellphones. A screening question was included at the start of the survey to confirm residency in Oliver.

- All interviews were conducted between June 3 and 13, 2019.

- The final data has been statistically weighted to ensure the sample's overall age and gender composition reflects that of the actual adult Oliver population according to 2016 Census data. Despite Ipsos' best efforts to engage younger residents, the final number of 18 to 34 year olds in the sample was too small to apply a statistical weight to this age group. As such, age weighting was applied to those under 65 years and 65+ years. The main impact was weighting women down from 62% of the sample to a Census proportion of 54%, and to weight the 65+ years age group down from 61% of the sample to a Census proportion of 43%. Analysis of the data shows the weighting had minimal impact on the overall results.

- Overall results based on a sample size of 100 are accurate to within ±9.8%, 19 times out of 20.

Interpreting & Viewing the Results

- Some totals in the report may not add to 100%. Some summary statistics (e.g., total satisfied) may not match their component parts. The numbers are correct and the apparent errors are due to rounding.

- Where appropriate, the Town of Oliver's results have been compared to Ipsos' municipal norms to provide a benchmark against which the Town can evaluate its performance. These norms are based on research Ipsos has conducted in British Columbian municipalities within the past five years.

EXECUTIVE SUMMARY

Executive Summary (page 1 of 4)

QUALITY OF LIFE

- **Overall perceptions of quality of life are favourable.** In total, 96% of citizens rate Oliver's quality of life as 'very good' or 'good'.

- **Quality of life has positive momentum.** More than one-half (54%) of citizens say the quality of life in Oliver has 'stayed the same' over the past three years. Of those noticing a change, more say the quality of life has 'improved' (25%) than 'worsened' (18%), resulting in a net momentum score of +7 points.

  – Those who think the quality of life has 'improved' attribute this to a number of different factors, including new or improved amenities and services, growth and development, and the recent municipal election.

  – Conversely, those who think the quality of life has 'worsened' mainly point to concerns over crime, public safety, and policing.

  – *Note: small sample sizes limit any meaningful coding of the responses, which is why no percentage is attached to the responses mentioned above.*

ISSUE AGENDA

- **Crime dominates the public issue agenda.** When asked to identify the most important local issues facing the community on an open-ended basis, 43% of citizens mention a crime-related issue. All other issues are a distant second in priority. Of these, the leading second-tier issue is social, mentioned by 19% of citizens.

  – Specific crime-related mentions include "crime" (29%), "policing/law enforcement" (12%), "break-ins/theft" (6%), and "other crime mentions" (3%).

  – Social issues include "drugs (abuse/addiction)" (8%), "housing/affordable housing" (6%), "youth services/facilities/programs" (4%), "poverty/homelessness" (3%), and "other social mentions" (1%).

Executive Summary (page 2 of 4)

COMMUNITY SAFETY

- **While crime is the most frequently mentioned top-of-mind community issue, overall perceptions of community safety are strong.** In total, 94% of citizens describe the Town of Oliver as a safe community.

- **However, perceptions of community safety have deteriorated over the past three years.** While 55% of citizens say community safety has 'stayed the same' over the past three years, 42% say this has 'worsened'. Only 1% say community safety has 'improved', resulting a net momentum score of -41 points.

  - The single respondent saying community safety has 'improved' explains "they keep making it better" but does not identify any specific safety improvements.
  - Among those saying community safety has 'worsened', the most frequently mentioned open-ended explanation is "increase in crime" (45%). Other common responses are "break-ins/theft" (25%), "drugs" (24%), and "not enough policing/law enforcement" (13%).

TOWN SERVICES

- **Overall satisfaction with Town services is high.** In total, 97% of citizens say they are satisfied with the overall level and quality of services provided by the Town of Oliver.

- **Satisfaction extends to the delivery of specific services.** Of the 10 evaluated services, 8 receive a satisfaction score of 85% or higher, with the highest ratings going to fire services (98% satisfied) and solid waste collection (97% satisfied). In comparison, Town growth management (79%) and police services (65%) score lower, although the majority of citizens still say they are satisfied with these services.

- **All of the evaluated services are important to citizens.** Importance scores range from a high of 100% for fire services to a low of 86% for Town growth management.

Executive Summary (page 3 of 4)

FINANCIAL PLANNING

- **Overall perceptions of value for taxes are favourable.** In total, 86% of citizens say they receive good value for the taxes they pay to the Town of Oliver.

- **Citizens demonstrate a clear preference for tax increases over service reductions.** When given a choice between increased taxes or service reductions, 73% choose increased taxes versus 15% opting for service reductions.

PRIORITY SETTING

- **Citizens prioritize renewing existing infrastructure over building new infrastructure.** Overall, 62% of citizens say 'renewing existing infrastructure' should be the greater priority for Town investment in 2020. In comparison, 35% say the Town should focus on 'building new infrastructure'.

- **Citizens' number one priority for investment over the next four years is protective services e.g. fire and police.** Overall, protective services is chosen 81% of the time when presented alongside other priorities. The next most important priorities are addressing social issues such as homelessness, mental health, and addiction (63%) and business and economic development (59%).

  - In comparison, less emphasis is placed on encouraging a diverse supply of housing at different price points (50%), road maintenance (50%), irrigation canal rerouting and repair (48%), and parks (41%).
  - Citizens' lowest priorities for investment are snow removal (35%), community cleanliness (35%), and regional aquatic centre (33%).

- **There is strong support for a bylaw banning single-use plastics.** Overall, 80% of citizens say they would support a bylaw banning retailers from providing single-use plastic bags and straws.

Executive Summary (page 4 of 4)

COMMUNICATIONS AND CUSTOMER SERVICE

- **Citizens are interested in receiving Town information via a variety of communication channels.** The three leading methods of communication (coded open-ends) are "email" (38%), "mail" (31%), and "newspaper" (22%).

- **Satisfaction with the Town's customer service is high.** Overall, 56% of citizens say they personally contacted or dealt with the Town of Oliver or one of its employees in the last 12 months. Among those who made contact, 91% say they are satisfied with the overall service received.
  - Staff's courteousness stands out as a service highlight (95% satisfied).
  - A strong majority also say they are satisfied with the ease of reaching staff (90%), staff's helpfulness (89%), the speed and timeliness of service (89%), staff's knowledge (88%), and staff's ability to resolve your issue (82%).

Key Takeaways

- Key survey measures are strong.
    - Quality of life is good and improving.
    - Satisfied with services.
    - Good value for taxes.
    - Satisfied with the Town's customer service, with staff's courteousness standing out as a service highlight.

- Crime dominates the public issue agenda. Protective services is citizens' number one priority for investment.
    - While Oliver is seen as a safe community overall, crime is the leading top-of-mind local issue and citizens feel less safe now as compared to three years ago.
    - Crime is also the main reason why some residents feel the quality of life has worsened over the past three years.
    - Police is the least satisfactory of all the evaluated services.
    - When evaluating different investment priorities against each other, protective services wins eight-of-ten times.

- Citizens demonstrate a clear preference for tax increases over service reductions.

- Citizens prioritize renewing existing infrastructure over building new infrastructure.

- There is strong support for a bylaw banning single-use plastics.

- The best ways of communicating with citizens are email, mail, and newspapers.

QUALITY OF LIFE
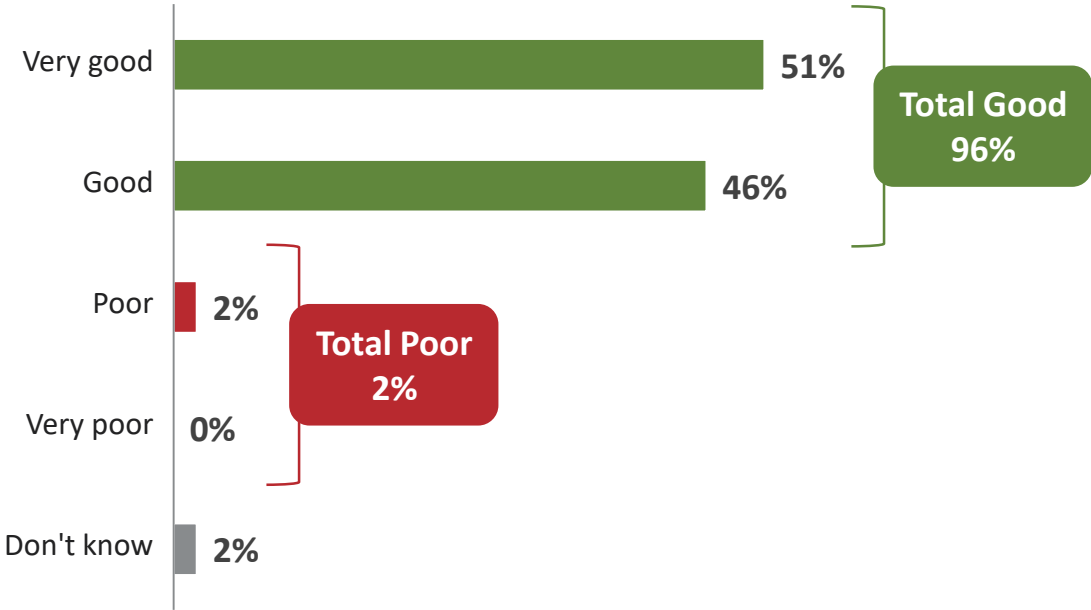
Overall and Change Past Three Years

Overall Quality of Life

- Overall perceptions of quality of life are favourable, with 96% of citizens rating Oliver's quality of life as 'very good' (51%) or 'good' (46%).
  - Perceptions of quality of life in Oliver are consistent with the municipal norm (97% total good, including 47% 'very good').

Change in Quality of Life Past Three Years

- More than one-half (54%) of citizens say the quality of life in Oliver has 'stayed the same' over the past three years. Of those noticing a change, more say the quality of life has 'improved' (25%) than 'worsened' (18%), resulting in a net momentum score of +7 points.
  - In comparison, the municipal norm net score is +1.
- Citizens who think the quality of life has 'improved' or 'worsened' were asked the reasons why. The verbatim responses to these questions can be found on pages 17 and 18. While small base sizes limit any meaningful coding of the responses, there are several noteworthy themes.
  - Those who think the quality of life has 'improved' attribute this to a number of different factors, including new or improved amenities and services, growth and development, and the recent municipal election.
  - Conversely, those who think the quality of life has 'worsened' mainly point to concerns over crime, public safety, and policing.

Overall Quality of Life

	Norm
Very good	47%
	97%
Good	50%
Poor	3%
	3%
Very poor	<1%
Don't know	<1%

Very good 51%
Good 46%

Total Good 96%

Poor 2%
Very poor 0%

Total Poor 2%

Don't know 2%

Base: All respondents (n=100)
Q2. How would you rate the overall quality of life in the Town of Oliver today?

Change in Quality of Life

	Norm
Improved	25%	24%
Stayed the same	54%	51%
Worsened	18%	23%
Don't know	3%	2%
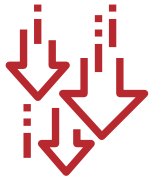
Net Score
(improved minus worsened)
+7

+1

Base: All respondents (n=100)
Q3. And, do you feel that the quality of life in the Town of Oliver in the past three years has …?

Reasons Quality of Life has Improved

(verbatim responses)

Well, we've grown, we're getting more things and upgrades in hospital.

Availability of services and I think that medical services have improved.

We got a hotel that makes it better for tourism.

Being more involved in the community.

I think we've got a new Mayor and I think that they are open and receptive to input from their constituents.

Town is growing and there's an opportunity to grow with it.

We have a new Mayor.

I think the demographic has lowered, feels like a few more services, places to go and places to eat, over the years once sleepy town has changed but crime has grown.

The different services that we have.

There's new stores that come in, there's a lot of sports events.

Because the town is growing and having more youth moving in and creating good quality employment for them.

The new Mayor is really trying to do something for the town.

We have more shopping and a Canadian Tire and No Frills and a Shoppers Drug Mart and I think that it has improved in the last few years.

There's been upgrading like playgrounds or the local parks and improvements to the town.

We have a lot of service clubs, and a lot of opportunity for people to get involved into anything. There are groups for people to be a part of seniors groups, the pool will be opening and softball groups.

Just recent development in town expansion.

More amenities.

We had new parks being built and upgraded. There is more community events for families.

We now have a hotel which was needed, they missed the RV park that was there, the hotel is attracting tourism, every time I go by on the weekend there are a lot of cars in the parking lot. I think they have to be more enthusiastic to bring in tourism. Comparing it to Osoyoos, it doubles or exceeds double in the summer months.

I just know the Town's invested in parks and recreation, there's a new hotel in town, increase in construction, abundance of new jobs and we are becoming more and more a tourist destination.

The Town, trying to extend more opportunities here.

*They got a new motel in town which helps. They're working at it, but it's going to be a slow process.*

I believe there is more employment opportunities here.

Don't know (2 respondents)

** Very small sample size (<50), interpret with extreme caution.
Base: Those saying the quality of life has improved (n=25)**
Q4. Why do you think the quality of life has improved?

Reasons Quality of Life has Worsened

(verbatim responses)
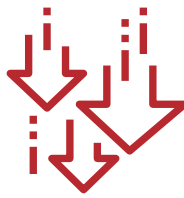
There seems to be more break-ins and problems.

We need a good police force and we need our hospital with more doctors put in it.

I feel a little bit less secure. There's a lot of crime which makes me feel less secure and crime in particular at night which makes me check all of the locks and windows frequently.

Our homeless.

Crime, security, and safety. The crime rate is higher now than it was in 2012 when I moved here.

The issues with drugs and now that marijuana is legalized more problems will and have occurred.

People are not staying in Oliver to do their shopping to keep the town vital.

The crime.

Because of the crime and we've had a lot or problems with thefts.

Increasing taxes, more crime and policing is down, and less interest in the environment.

Because of the fact that we do not have any shopping available in town. The downtown is deteriorating.

The vagrancy and crime.

All this lack of doctors and the issues about not having enough doctors managing our emergency room.

I don't know, it's mostly just the attitude of the police force is causing the attitude of the town's people to not care anymore.

Crime has been a big problem here.

More problems with homeless people, there are more of them.

Climate.

Higher crime rate, stealing and all that stuff.

Nobody seems to be doing anything about crime.

** Very small sample size (<50), interpret with extreme caution.
Base: Those saying the quality of life has worsened (n=19)**
Q5. Why do you think the quality of life has worsened?

ISSUE AGENDA

Important Community Issues
(coded open-ends, multiple responses allowed)

- **Crime** dominates the public issue agenda. When asked to identify the most important local issues facing the community on an open-ended basis, 43% of citizens mention a crime-related issue. Specific mentions include "crime" (29%), "policing/law enforcement" (12%), "break-ins/theft" (6%), and "other crime mentions" (3%).
  - This is notably different from the municipal norm, where transportation is the most frequently mentioned community issue (38%). Only 9% mention crime, placing it as the fifth most important community issue overall in the municipal norm.
- All other issues are a distant second in priority. Of these, the leading second-tier issue is **social**, mentioned by 19% of citizens. Social issues include "drugs (abuse/addiction)" (8%), "housing/affordable housing" (6%), "youth services/facilities/programs" (4%), "poverty/homelessness" (3%), and "other social mentions" (1%).
  - Mentions of social issues in Oliver are on par with the municipal norm (21%).

Important Community Issues
(coded open-ends, multiple responses allowed)

	Total Net Norm
Crime (NET) — First mention 29%, Total mentions 43%	9%
Social (NET) — First mention 10%, Total mentions 19%	21%
Municipal government services (NET) — First mention 12%, Total mentions 14%	10%
Economy (NET) — First mention 10%, Total mentions 14%	4%
Growth and development (NET) — First mention 9%, Total mentions 12%	17%
Parks, recreation, and culture (NET) — First mention 4%, Total mentions 12%	8%
Healthcare (NET) — First mention 3%, Total mentions 12%	4%
Transportation (NET) — First mention 3%, Total mentions 5%	38%
Taxation/municipal gov't spending (NET) — First mention 3%, Total mentions 4%	8%
Education (NET) — Total mentions 1%	7%
Other (NET) — First mention 3%, Total mentions 4%	8%
None/nothing — 16%	

Legend: ■ First mention ■ Second mention Total mentions

Base: All respondents (n=100)
Q1. In your view, as a resident of the Town of Oliver, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from local leaders? Are there any other important local issues?
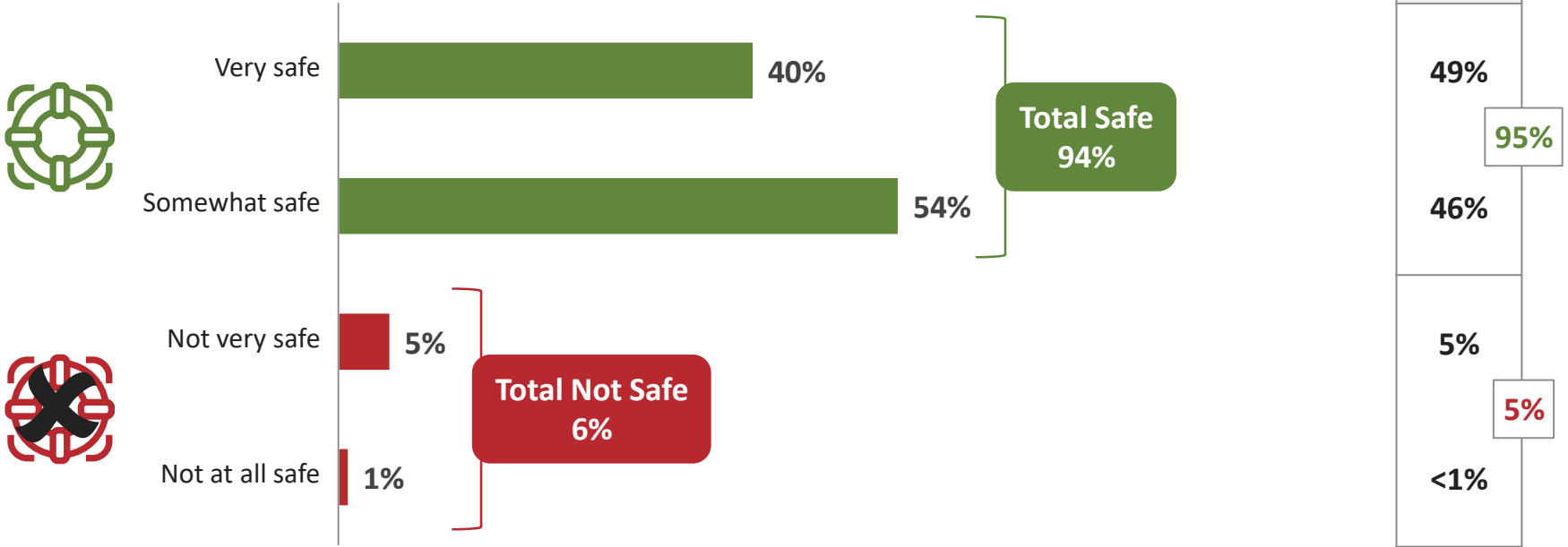
COMMUNITY SAFETY

Overall and Change Past Three Years

Overall Community Safety

- While crime is the most frequently mentioned top-of-mind community issue, overall perceptions of community safety are strong, with 94% of citizens describing the Town of Oliver as a safe community (includes 40% saying 'very safe' and 54% saying 'somewhat safe').
    - Perceptions of community safety in Oliver are consistent with the municipal norm (95% total safe, including 49% 'very safe').

Change in Community Safety Past Three Years

- Overall, 55% of citizens say community safety has 'stayed the same' over the past three years. However, among those noticing a change, significantly more say community safety has 'worsened' (42%) than 'improved' (1%), resulting in a net momentum score of -41 points.
    - There is no normative comparison for this question.
- Citizens who think community safety has 'improved' or 'worsened' were asked the reasons why.
    - The single respondent saying community safety has 'improved' explains "they keep making it better" but does not identify any specific safety improvements.
    - Among those saying community safety has 'worsened', the most frequently mentioned open-ended explanation is "increase in crime" (45%). Other common responses are "break-ins/theft" (25%), "drugs" (24%), and "not enough policing/law enforcement" (13%).

Overall Community Safety

	Norm

Very safe — **40%**

Somewhat safe — **54%**

Total Safe 94%

49%

95%

46%

Not very safe — **5%**

Not at all safe — **1%**

Total Not Safe 6%

5%

5%

<1%

Base: All respondents (n=100)
Q6. Overall, would you describe the Town of Oliver as a … community?

Change in Community Safety

Improved **1%**

Stayed the same **55%**

Worsened **42%**

Don't know **2%**

Net Score
(improved minus worsened)
-41

Base: All respondents (n=100)
Q7. Do you feel community safety in Oliver has … over the past three years?

Reasons Community Safety has Worsened

(coded open-ends)

Reason	Percentage
Increase in crime	45%
Break-ins/theft	25%
Drugs	24%
Not enough policing/law enforcement	13%
Population growth	6%
Opening of the prison/jail facility	6%
Mental health issues	4%
Little/not enough to do	4%
Other	17%
Don't know	1%
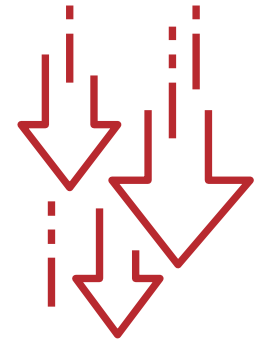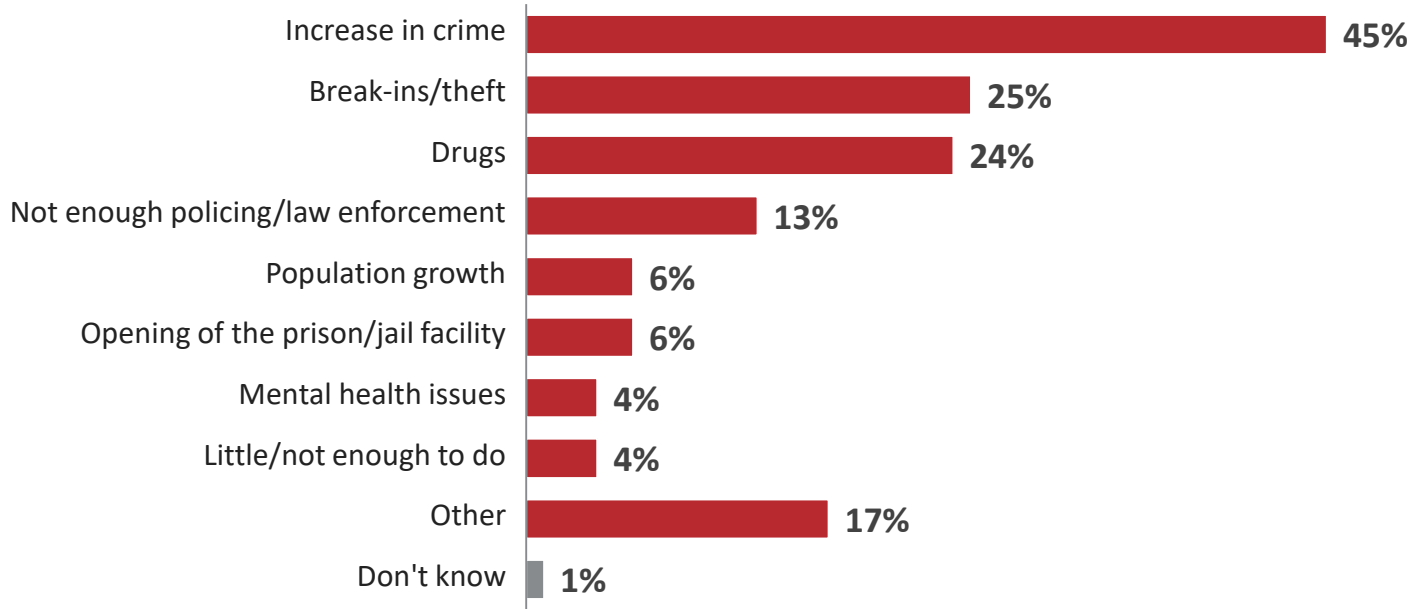
** Very small sample size (<50), interpret with extreme caution.
Base: Those saying community safety has worsened (n=42)**
Q9. Why do you think community safety has worsened?

TOWN SERVICES

Satisfaction with Town Services

- Nearly all (97%) citizens say they are satisfied with the overall level and quality of services provided by the Town of Oliver (47% 'very satisfied', 50% 'somewhat satisfied').
  - Overall satisfaction (combined 'very/somewhat satisfied' responses) is on par with the municipal norm (93%).
  - However, the percentage saying 'very satisfied' is higher in Oliver (47% Oliver vs. 35% norm).
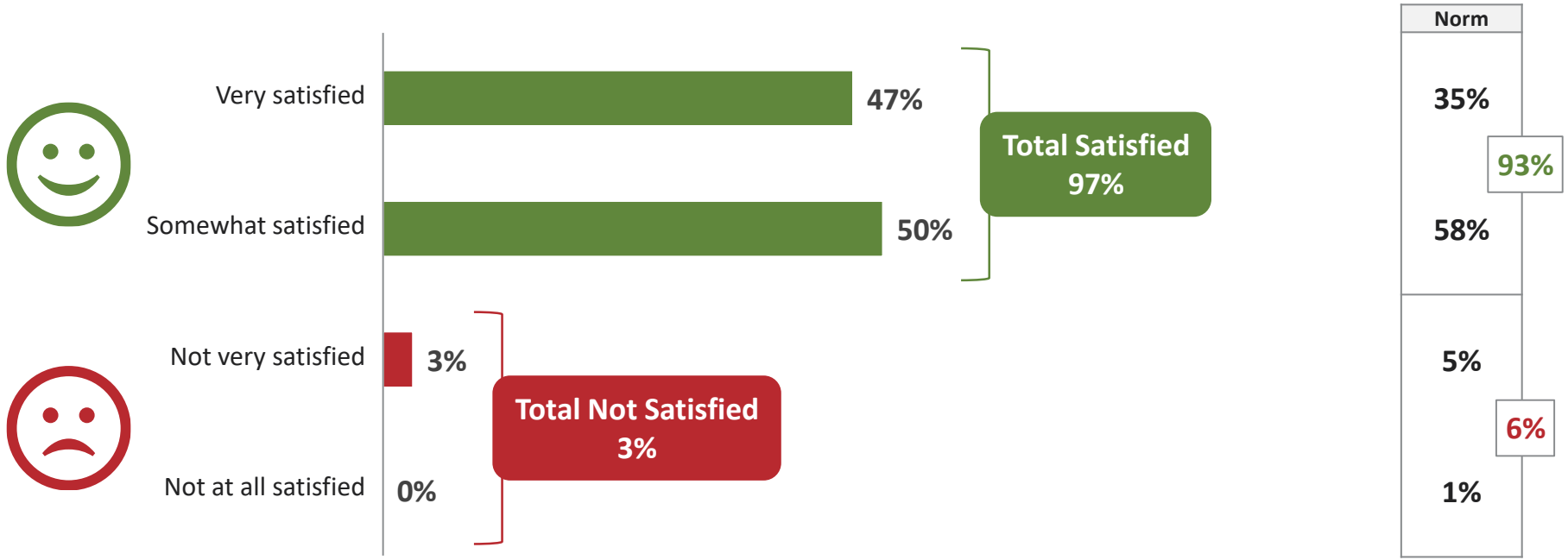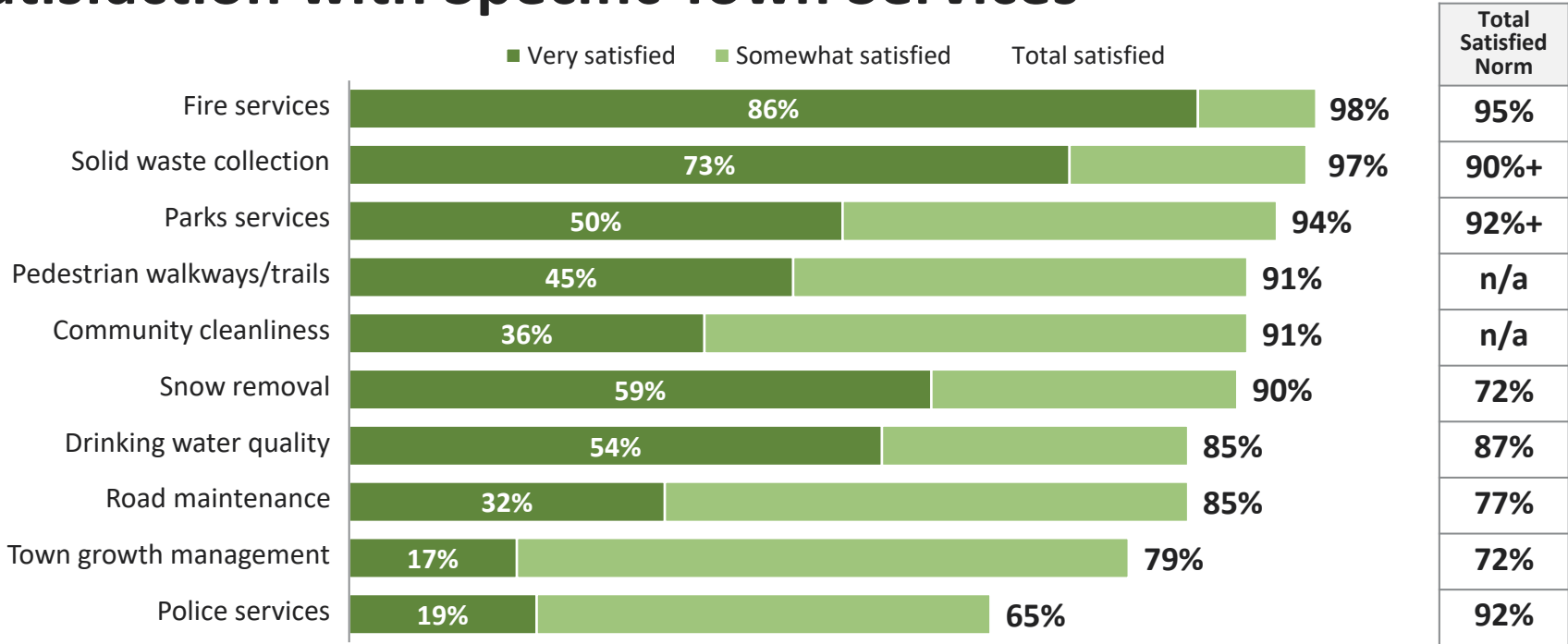- Satisfaction (combined 'very/somewhat satisfied' responses) extends to the delivery of specific services; many also receive high 'very satisfied' scores. Of the evaluated services, citizens say they are the most satisfied with:
  - **Fire services** (98% satisfied, 86% 'very satisfied')
  - **Solid waste collection e.g. garbage and recycling** (97% satisfied, 73% 'very satisfied')
  - **Parks services** (94% satisfied, 50% 'very satisfied')
  - **Pedestrian walkways and trails** (91% satisfied, 45% 'very satisfied')
  - **Community cleanliness** (91% satisfied, 36% 'very satisfied')
  - **Snow removal** (90% satisfied, 59% 'very satisfied')
    - Satisfaction (combined 'very/somewhat satisfied' responses) with snow removal in Oliver is higher than the municipal norm (90% Oliver vs. 72% norm).
- Strong satisfaction scores are also seen for **drinking water quality** (85% satisfied, including 54% 'very satisfied') and **road maintenance** (85% satisfied, including 32% 'very satisfied').
- In comparison, **Town growth management** (79% satisfied, including 17% 'very satisfied') and **police services** (65% satisfied, including 19% 'very satisfied') score lower, although the majority of citizens still say they are satisfied with both of these services.
  - Satisfaction (combined 'very/somewhat satisfied' responses) with police services in Oliver is lower than the municipal norm (65% Oliver vs. 92% norm).

Overall Satisfaction with Town Services

	Norm

Very satisfied — 47%

Total Satisfied 97%

Somewhat satisfied — 50%

Not very satisfied — 3%

Total Not Satisfied 3%

Not at all satisfied — 0%

35%

93%

58%

5%

6%

1%

Base: All respondents (n=100)
Q10. How satisfied are you with the overall level and quality of services provided by the Town of Oliver?

Satisfaction with Specific Town Services

Legend: ■ Very satisfied ■ Somewhat satisfied — Total satisfied

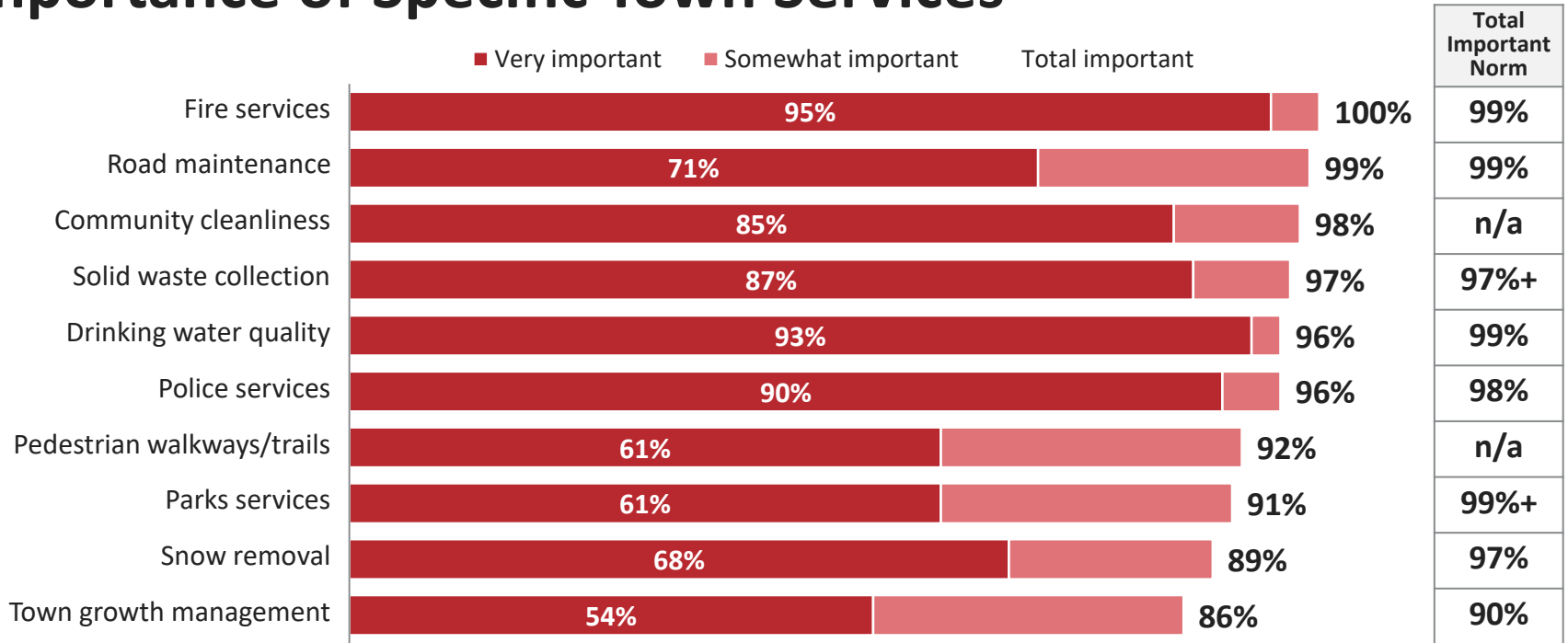| Service	Very satisfied	Total satisfied	Total Satisfied Norm
Fire services	86%	98%	95%
Solid waste collection	73%	97%	90%+
Parks services	50%	94%	92%+
Pedestrian walkways/trails	45%	91%	n/a
Community cleanliness	36%	91%	n/a
Snow removal	59%	90%	72%
Drinking water quality	54%	85%	87%
Road maintenance	32%	85%	77%
Town growth management	17%	79%	72%
Police services	19%	65%	92%

+Note: Slightly different question wording.
Base: All respondents (n=100)
Q12. And how satisfied are you with [SERVICE]?

Importance of Town Services

- All of the evaluated services are important (combined 'very/somewhat important' responses) to citizens; many also receive high 'very important' scores.
  - **Fire services** (100% important, 95% 'very important')
  - **Road maintenance** (99% important, 71% 'very important')
  - **Community cleanliness** (98% important, 85% 'very important')
  - **Solid waste collection e.g. garbage and recycling** (97% important, 87% 'very important')
  - **Drinking water quality** (96% important, 93% 'very important')
  - **Police services** (96% important, 90% 'very important')
  - **Pedestrian walkways and trails** (92% important, 61% 'very important')
  - **Parks services** (91% important, 61% 'very important')
  - **Snow removal** (89% important, 68% 'very important')
  - **Town growth management** (86% important, 54% 'very important')
- These results are consistent with the municipal norm.

Importance of Specific Town Services

	Very important	Somewhat important	Total important	Total Important Norm
Fire services	95%		100%	99%
Road maintenance	71%		99%	99%
Community cleanliness	85%		98%	n/a
Solid waste collection	87%		97%	97%+
Drinking water quality	93%		96%	99%
Police services	90%		96%	98%
Pedestrian walkways/trails	61%		92%	n/a
Parks services	61%		91%	99%+
Snow removal	68%		89%	97%
Town growth management	54%		86%	90%

+Note: Slightly different question wording.
Base: All respondents (n=100)
Q11. How important is [SERVICE] to you personally on a scale of …?

Action Grid

- An Importance versus Satisfaction Action Grid was plotted to better understand the Town of Oliver's perceived strengths and areas for improvement. This analysis simultaneously displays the perceived value (importance) of the Town's services and how well the Town is seen to be performing (satisfaction) in each area.

- Action Grids are a relative type of analysis, meaning that <u>services are scored relative to one another</u>. As such, <u>there will always be areas of strength and areas for improvement</u>.

- Individual services fall into one of four categories:
  - **Primary Strengths** represent services where the Town is performing well and are of value to citizens. Efforts should be made to maintain high levels of satisfaction with these key services.
  - **Primary Areas for Improvement** represent services where the Town is performing relatively less well but are still of value to citizens. Delivery of these key services could be improved. They also represent the best opportunities for improving overall satisfaction with Town services.
  - **Secondary Strengths** represent services where the Town is performing well but are of lesser value to citizens. These services can be considered as 'low maintenance'; while maintaining positive perceptions would be beneficial, they are of lower priority than other areas.
  - **Secondary Areas for Improvement** represent services where the Town is performing relatively less well and are also of lesser value to citizens. Depending on available resources and priorities, the Town may or may not wish to focus on improving performance in these lower priority areas. These could also be considered longer-term action items to be addressed with resources permit.

Action Grid

STRENGTHS

- The Town of Oliver's three **primary strengths** are fire services, community cleanliness, and solid waste collection.

- The Town also has three **secondary strengths**, including pedestrian walkways and trails, parks services, and snow removal.

AREAS FOR IMPROVEMENT

- The Town of Oliver's three **primary areas for improvement** are police services, road maintenance, and drinking water quality.

- The Town's one **secondary area for improvement** is Town growth management.

Action Grid

Primary Areas for Improvement

Primary Strengths

Road maintenance ■

Fire services

■ Community cleanliness

■ Police services

Drinking water quality ■

Solid waste collection

100%

94%

Stated Importance

■ Pedestrian walkways/trails

■ Parks services

■ Snow removal

Town growth management ■

80%

60%

88%

100%

Secondary Areas for Improvement

Secondary Strengths

Satisfaction
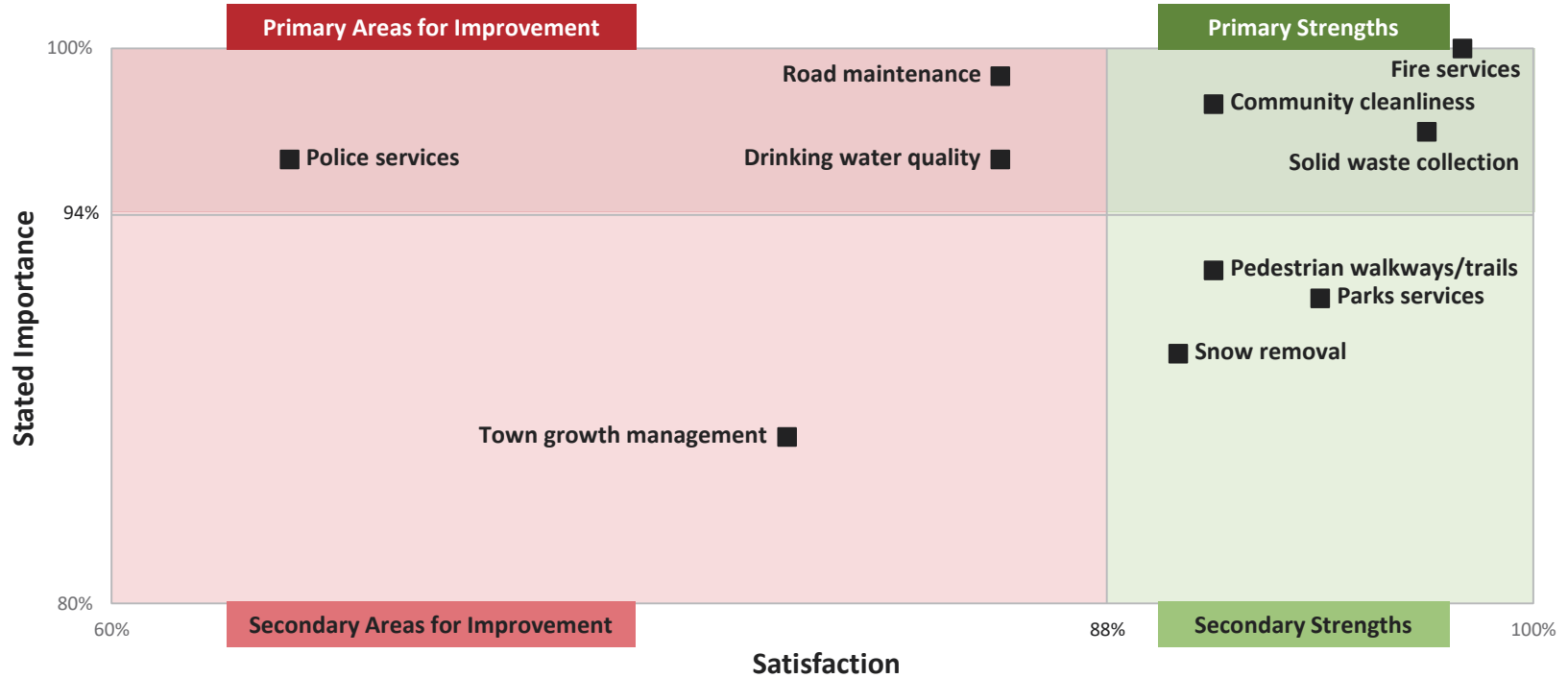
Base: All respondents (n=100)
Q11. How important is [SERVICE] to you personally on a scale of …?
Q12. And how satisfied are you with [SERVICE]?

FINANCIAL PLANNING

Value for Taxes and Balancing Taxation/Service Levels

Value for Taxes

- Overall perceptions of value for taxes are favourable, with 86% of citizens saying they receive 'very good value' (34%) or 'fairly good value' (52%) for the taxes they pay to the Town of Oliver.
  - Overall perceptions (combined 'very/fairly good value' responses) are consistent with the municipal norm (86%).
  - However, the percentage saying 'very good value' is higher in Oliver (34% Oliver vs. 22% norm).

Balancing Taxation and Service Delivery Levels

- Citizens demonstrate a clear preference for tax increases (73%) over service reductions (15%). Another 12% decline to identify a preferred approach to balancing taxation and service delivery levels (includes 9% saying 'none' and 3% saying 'don't know').
  - Oliver residents' tolerance for tax increases is higher than the municipal norm (73% Oliver vs. 54% norm).
- Looking at tax increases specifically shows that 38% of citizens say they would prefer the City 'increase taxes to maintain services at current levels' while 35% say 'increase taxes to enhance or expand services'.
- When it comes to service reductions, 9% say 'reduce services to reduce taxes' and 6% say 'reduce services to maintain current tax level'.
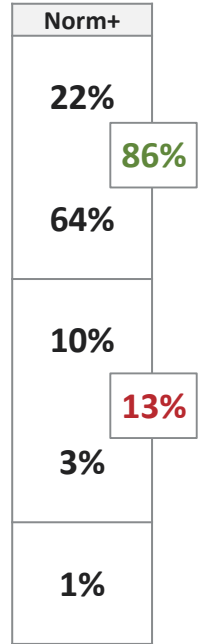
Value for Taxes

	Norm+
Very good value — 34%	22%
	86%
Fairly good value — 52%	64%
Fairly poor value — 7%	10%
	13%
Very poor value — 3%	3%
Don't know — 3%	1%

Total Good Value 86%

Total Poor Value 10%
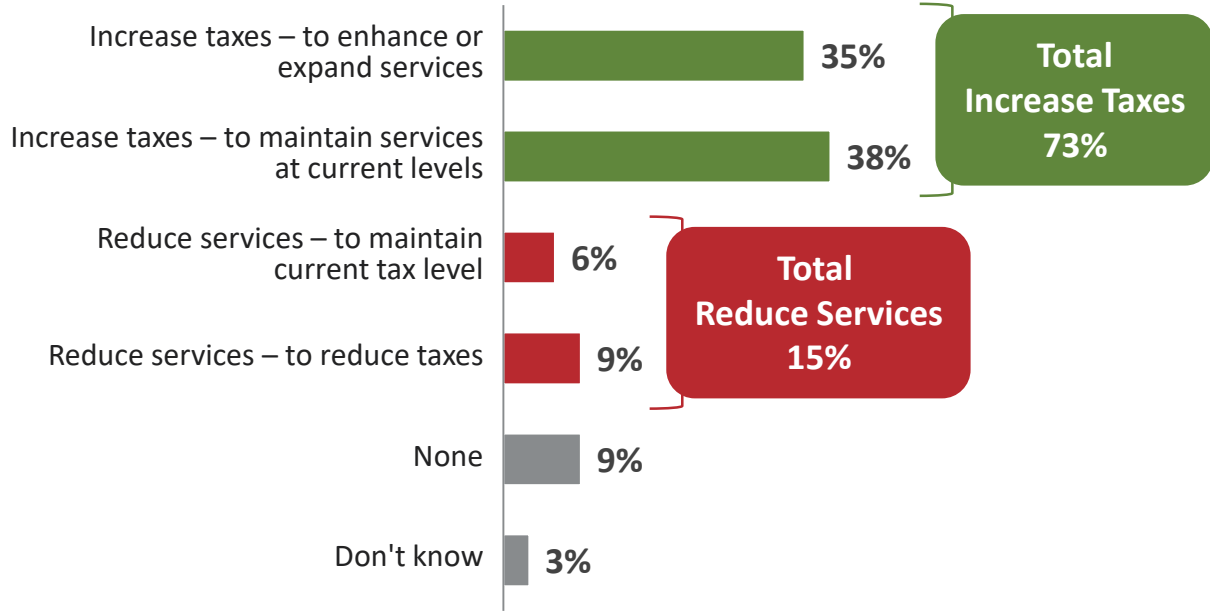
+Note: Slightly different question wording.
Base: All respondents (n=100)
Q13. Your property tax dollars are divided between the Town, Regional District, and the Province, with 26% of your total tax bill going towards municipal programs and services. Thinking about all the programs and services you receive from the Town of Oliver, how would you rate the overall value for the taxes your pay?

Balancing Taxation and Service Delivery Levels

TAXES

SERVICES

		Norm
Increase taxes – to enhance or expand services	35%	22%
Increase taxes – to maintain services at current levels	38%	32%
	Total Increase Taxes 73%	**54%**
Reduce services – to maintain current tax level	6%	25%
Reduce services – to reduce taxes	9%	9%
	Total Reduce Services 15%	**34%**
None	9%	9%
Don't know	3%	3%

Base: All respondents (n=100)
Q14. Municipal property taxes are one source of revenue used to pay for services provided by the Town of Oliver. Due to the increased cost of maintaining current service levels and infrastructure, the Town must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the Town of Oliver to pursue?

PRIORITY SETTING

Priorities for Investment

Renewing vs. Building Infrastructure

- When it comes to investing in Town infrastructure, citizens demonstrate a clear preference for renewing existing infrastructure (62%) over building new infrastructure (35%).

Priorities for Investment Next Four Years (Paired Choice Analysis)

- While questions around local issues and municipal services provide some insight into citizens' priorities, Paired Choice Analysis provides a deeper understanding of the priority that citizens place on a given set of items. In this exercise, respondents are presented with a series of paired items and asked which one they think should be the greater priority for Town investment over the next four years. The analytic output shows how often each item is chosen when compared against the others (indicated by % Win). A total of 10 items were included in the survey, resulting in a total of 45 possible combinations. Each respondent was randomly presented with 15 different pairs, with controls in place to ensure that all respondents saw all 10 items and that each item was asked an equal number of times.

- Overall, citizens' number one priority for investment is **protective services e.g. fire and police** (chosen 81% of the time). The next most important priorities are **addressing social issues such as homelessness, mental health, and addiction** (63%) and **business and economic development** (59%).

- In comparison, less emphasis is placed on **encouraging a diverse supply of housing at different price points** (50%), **road maintenance** (50%), **irrigation canal rerouting and repair** (48%), and **parks** (41%).

- Citizens' lowest priorities for investment are **snow removal** (35%), **community cleanliness** (35%), and **regional aquatic centre** (33%).

Renewing vs. Building Infrastructure

62%

Renewing existing infrastructure

4%

Don't know

35%

Building new infrastructure
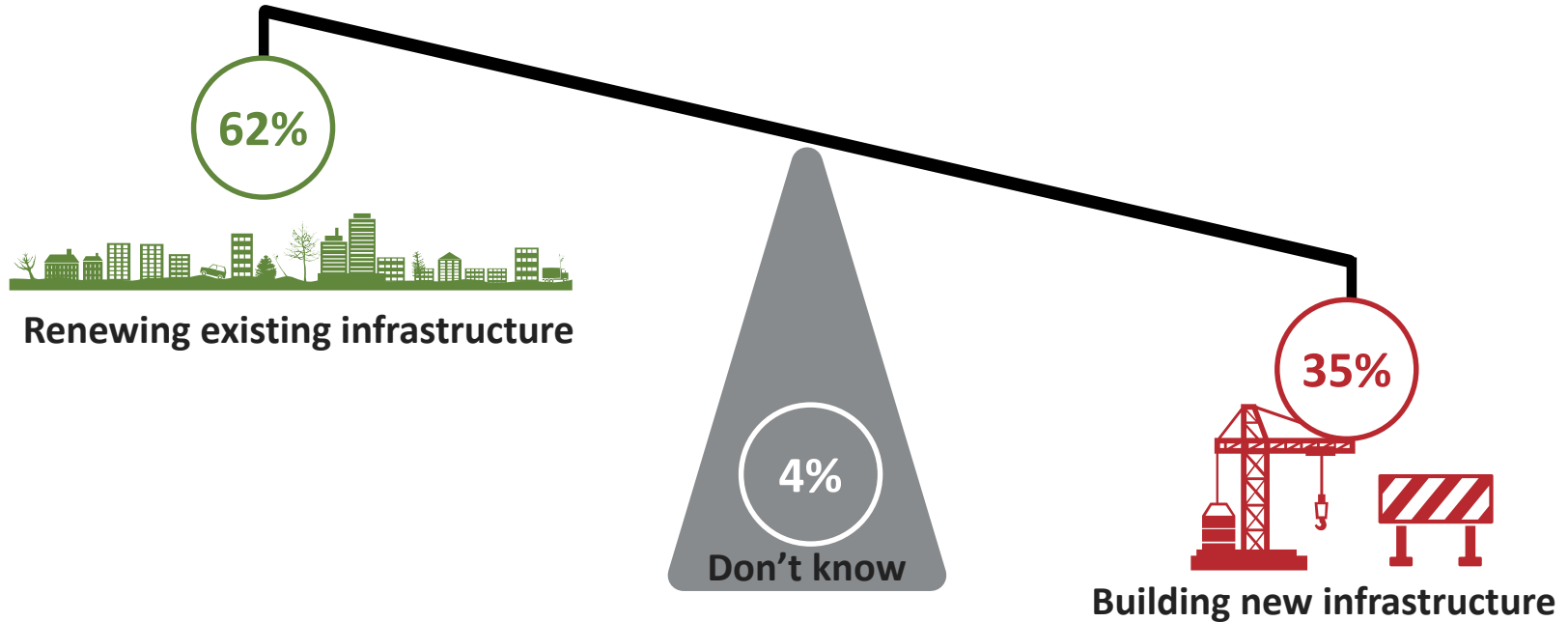
Base: All respondents (n=100)
Q15. Each year, the Town is challenged with allocating limited capital dollars for roads, parks, utilities, buildings and IT infrastructure. In your opinion, which of the following should be the greater priority for investment for the Town in 2020?

Priorities for Investment Next Four Years
(Paired Choice Analysis)

■ % Win

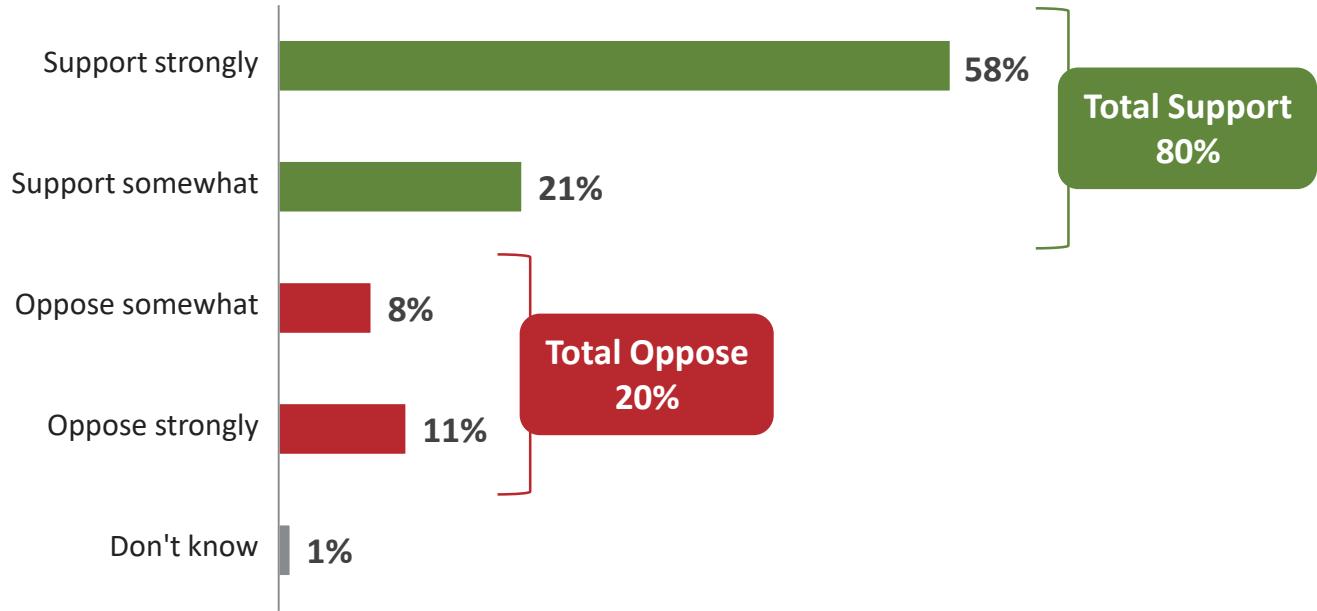| Priority	% Win
Protective services (fire, police)	81%
Addressing social issues (homelessness, mental health, addiction)	63%
Business and economic development	59%
Encouraging a diverse supply of housing options at different price points	50%
Road maintenance	50%
Irrigation canal rerouting and repair	48%
Parks	41%
Snow removal	35%
Community cleanliness	35%
Regional aquatic centre	33%

Base: All respondents (n=300) – note: all respondents were asked about each service 3 different times, boosting the overall sample size to 300 for this question.
Q16. The Town of Oliver has many different options for things it can invest in over the next four years. I'm now going to read you different pairs of priorities. For each pair, please tell me which item you think should be the greater priority for investment over the next four years.

Support for Bylaw Banning Single-Use Plastics

- There is strong support for implementing a bylaw banning retailers from providing customers with single-use plastic bags and straws. Overall, 80% of citizens say they would support such a bylaw, including 58% saying 'support strongly' and 21% saying 'support somewhat'.

- Two-in-ten (20%) say they are opposed to a bylaw banning single-use plastics. This includes 11% saying 'oppose strongly' and 8% saying 'oppose somewhat'.

Support for Bylaw Banning Single-Use Plastics

Support strongly **58%**

Total Support 80%

Support somewhat **21%**

Oppose somewhat **8%**

Total Oppose 20%

Oppose strongly **11%**

Don't know **1%**

Base: All respondents (n=100)
Q17. Would you support or oppose the Town of Oliver implementing a bylaw banning retailers from providing customers with single-use plastic bags and plastic straws? (Is that strongly or somewhat support/oppose?)

COMMUNICATIONS AND CUSTOMER SERVICE

Communication Methods and Customer Service

Preferred Methods of Communication

- Citizens say they prefer the Town to communicate via "email" (38%), "mail" (31%), and "newspaper" (22%) (coded open-ends) .
  - Communication preferences in Oliver are similar to the municipal norm (35% "email", 25% "mail", 22% "newspaper").

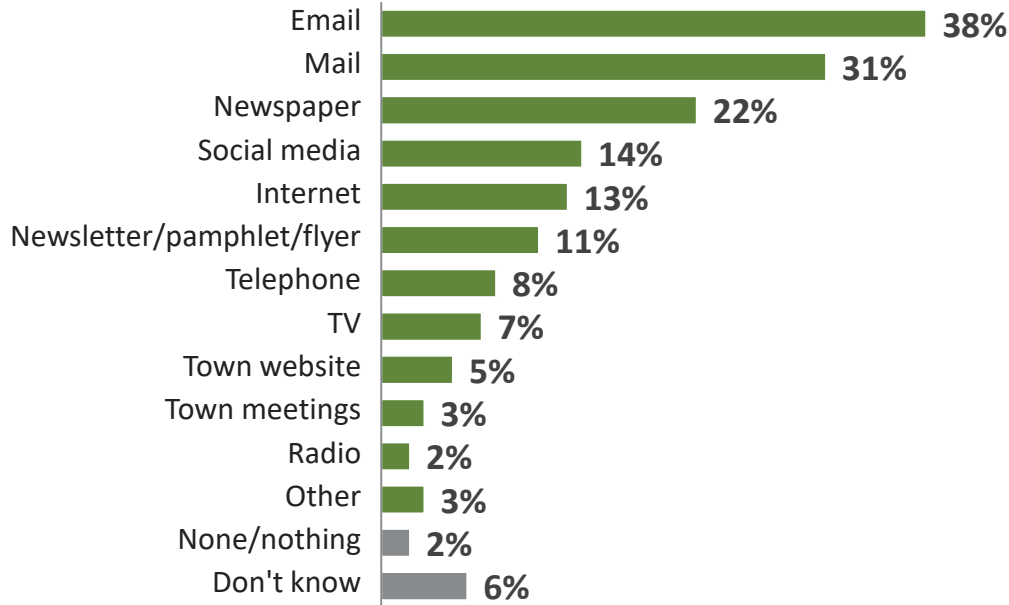**Contact with Town of Oliver Last 12 Months**

- Overall, 56% of citizens say they personally contacted or dealt with the Town of Oliver or one of its employees in the last 12 months.
  - In comparison, the municipal norm is 47%.

Satisfaction with Customer Service

- Satisfaction with the Town's customer service is high. Among those who contacted the Town in the last 12 months, 91% say they are satisfied with the **overall service received**, including 68% saying 'very satisfied'.
  - Overall satisfaction (combined 'very/somewhat satisfied' responses) in Oliver is higher than the municipal norm (91% Oliver vs. 81% norm).
- **Staff's courteousness** stands out as a service highlight (95% satisfied, 81% 'very satisfied'). A strong majority also say they are satisfied with:
  - **The ease of reaching staff** (90% satisfied, 75% 'very satisfied')
  - **Staff's helpfulness** (89% satisfied, 77% 'very satisfied')
  - **The speed and timeliness of service** (89% satisfied, 68% 'very satisfied')
  - **Staff's knowledge** (88% satisfied, 56% 'very satisfied')
  - **Staff's ability to resolve your issue** (82% satisfied, 54% 'very satisfied')

Preferred Methods of Communication

(coded open-ends, multiple responses allowed)

Method	%
Email	38%
Mail	31%
Newspaper	22%
Social media	14%
Internet	13%
Newsletter/pamphlet/flyer	11%
Telephone	8%
TV	7%
Town website	5%
Town meetings	3%
Radio	2%
Other	3%
None/nothing	2%
Don't know	6%

Norm Top Mentions	
Email	**35%**
Mail	**25%**
Newspaper	**22%**
Municipal website	**17%**
Newsletter/pamphlet/flyer	**17%**

Base: All respondents (n=100)
Q19. What methods would be best for the Town of Oliver to communicate information to you? Any others?
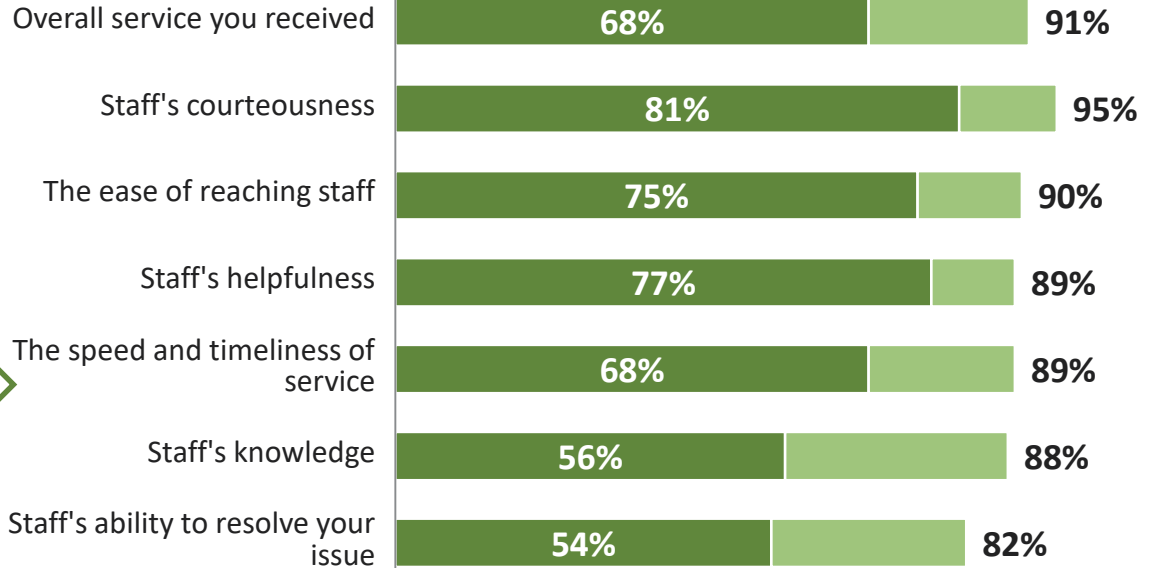
Satisfaction with Customer Service

Contacted Town of Oliver in past 12 months

56%

Norm 47%

Base: All respondents (n=100)
Q20. In the last 12 months, have you personally contacted or dealt with the Town of Oliver or one of its employees?

■ Very satisfied ■ Somewhat satisfied Total satisfied

	Very satisfied	Total satisfied	Total Satisfied Norm
Overall service you received	68%	91%	81%
Staff's courteousness	81%	95%	93%
The ease of reaching staff	75%	90%	86%
Staff's helpfulness	77%	89%	86%
The speed and timeliness of service	68%	89%	83%
Staff's knowledge	56%	88%	86%
Staff's ability to resolve your issue	54%	82%	77%

* Small base size (<100), interpret with caution.
Base: Those saying they contacted the Town in the last 12 months (n=57)*
Q22. How satisfied are you with the …?

WEIGHTED SAMPLE CHARACTERISTICS
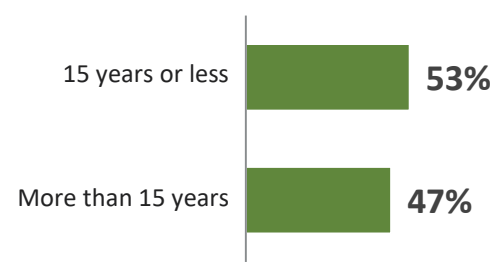
Demographics

GENDER

46% 54%

AGE

18 to 64 years
57%

65+ years
43%

LENGTH OF RESIDENCY IN OLIVER

15 years or less **53%**

More than 15 years **47%**

Mean
20.3 years

CHILDREN IN HOUSEHOLD

19%
Have children in HH

HOME OWNERSHIP

85%
Own

12%
Rent

Base: All respondents (n=100)

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