

# 2019 Campbell River Community Satisfaction Survey



City of  
**Campbell  
River**

Please take a few minutes to share your thoughts on the programs and services offered by the City of Campbell River. Your input will help us make important decisions on future community investment, while improving our understanding of the values and priorities of Campbell River residents. Respondents are guaranteed complete anonymity.

Please return your survey in the enclosed postage-paid envelope by **September 30, 2019**. Thank you for your help!

## Overall Quality of Life

1. How would you rate the following aspects of living in Campbell River?

	Very Good	Good	Poor	Very Poor
Campbell River as a place to raise children	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Campbell River as a place to retire	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Campbell River as a place for young adults to learn, work, play and live	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
The overall quality of life in Campbell River	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4

2. What do you enjoy most about living in Campbell River?

\_\_\_\_\_

3. Compared to three years ago, how do you feel the quality of life in the City of Campbell River has changed?

1 Improved → Why? \_\_\_\_\_

2 Stayed the same

3 Worsened → Why? \_\_\_\_\_

4 Not sure

4. In your opinion, what is the single MOST important issue facing the City of Campbell River that you feel should receive the greatest attention from local leaders? [PROVIDE ONE ISSUE ONLY] Don't know

\_\_\_\_\_

5. What do you think is the MOST important environmental concern for the City of Campbell River? [PROVIDE ONE ISSUE ONLY] Don't know

\_\_\_\_\_

6. How important is it for the City to work with other levels of government and non-governmental organizations to increase:

	Very Important	Somewhat Important	Not Important	Not at all Important	Not Applicable /Don't know
Housing affordability	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Range of housing options	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Social support for people in vulnerable situations	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Public safety	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

## Satisfaction with City Services & Programs

7. How satisfied are you with each of the following services provided by the City of Campbell River?

	Very Satisfied	Somewhat Satisfied	Not Satisfied	Not at all Satisfied	Not Applicable /Don't know
City parks	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
City playgrounds	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
City trails	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
City boulevards and gardens	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Public washrooms	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Street trees	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Waterfront access	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Recreation programs	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Community, cultural and recreational events	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Cultural facilities (Tidemark Theatre, Haig-Brown House, Sybil Andrews Cottage, Art Gallery, Library, Museum)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Recreation facilities (Community Centre, Sportsplex, Centennial Pool, Discovery Pier)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Energy efficiency & climate change adaptation	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

## Satisfaction with City Services & Programs

	Very Satisfied	Somewhat Satisfied	Not Satisfied	Not at all Satisfied	Not Applicable /Don't know
Policing services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Fire services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Downtown safety office	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Bylaws & enforcement (nuisance, noise, untidy/unsightly premises)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Animal control	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Water supply system	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Sewage system	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Garbage, recycling & yard waste collection	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Yard waste drop-off centre	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Environmental management (Regulations for environmentally sensitive areas, noxious weeds, invasive plants, foreshore rehabilitation)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Road quality	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Transportation and traffic flow	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Snow and ice removal from roads	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Sidewalks	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Street lighting	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Safe routes to schools	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Bicycle paths	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Public transit	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Downtown parking	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Airport	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Financial planning (stable renewal and investment in roads, water, sewer, storm drains, facilities)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Land use planning	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Development services (building, subdivision & rezoning applications, & permitting processes)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Quality of new residential subdivisions & new buildings	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Downtown revitalization	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Economic development	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Tourism promotion	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Citizen engagement	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

8. How do you rate your overall satisfaction with the services and programs provided by the City of Campbell River?

1 Very satisfied

2 Somewhat satisfied

3 Not satisfied → Why not? \_\_\_\_\_

4 Not at all satisfied

## Service Priorities

9. Less than half the City's budget is funded through local property taxation. User fees, sale of services and senior government funds pay for most of the investments to maintain and upgrade infrastructure such as roads, streetlights, water, sewer, facilities, and parks. Given that Council must balance rising costs to maintain current service levels and requests for new services, which one of the following four options would you most like the City of Campbell River to pursue?

1 Enhance or expand services through a tax increase

2 Maintain services at current levels through a moderate tax increase

3 Cut or reduce services to maintain current tax level

4 Cut or reduce services to reduce taxes

PLEASE TURN OVER →

## Service Priorities

10. Are there any existing City services you would like to see expanded or new services introduced?
- <sub>1</sub> Yes – Please specify: \_\_\_\_\_  
<sub>2</sub> None  
<sub>3</sub> Not sure

11. Which services would you consider acceptable to reduce?
- <sub>1</sub> Please specify: \_\_\_\_\_  
<sub>2</sub> None  
<sub>3</sub> Not sure

12. Please rate your level of agreement with the following statements:
- |   | Strongly Agree                        | Agree                                 | Disagree                              | Strongly Disagree                     | Not Applicable /Not sure              |
|---|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| I receive good value for the municipal taxes I pay  | <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> | <input type="checkbox"/> <sub>4</sub> | <input type="checkbox"/> <sub>5</sub> |
| The City of Campbell River listens to citizens and encourages involvement in making decisions | <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> | <input type="checkbox"/> <sub>4</sub> | <input type="checkbox"/> <sub>5</sub> |
| In general, I believe the City of Campbell River is doing a good job                          | <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> | <input type="checkbox"/> <sub>4</sub> | <input type="checkbox"/> <sub>5</sub> |

## Customer Service

13. In the last 12 months, have you personally contacted or dealt with a City of Campbell River employee?
- <sub>1</sub> Yes  
<sub>2</sub> No / Not sure →IF 'NO / NOT SURE', SKIP TO Q16

14. How did you most recently make contact with the City?
- |                                    |                                       |                             |  |
|------------------------------------|---------------------------------------|-----------------------------|--|
| In person                          | <input type="checkbox"/> <sub>1</sub> | Mail                        | <input type="checkbox"/> <sub>6</sub>  |
| Telephone                          | <input type="checkbox"/> <sub>2</sub> | Fax                         | <input type="checkbox"/> <sub>7</sub>  |
| Email                              | <input type="checkbox"/> <sub>3</sub> | City Website                | <input type="checkbox"/> <sub>8</sub>  |
| Council meeting/Advisory Committee | <input type="checkbox"/> <sub>4</sub> | Social Media (eg: Facebook) | <input type="checkbox"/> <sub>9</sub>  |
| Open house, public consultation    | <input type="checkbox"/> <sub>5</sub> | Other-Specify: _____        | <input type="checkbox"/> <sub>10</sub> |

15. How satisfied were you with the City employee's:
- |                                 | Very Satisfied                        | Somewhat Satisfied                    | Not Satisfied                         | Not at all Satisfied                  | Not Applicable /Don't know            |
|---------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| Level of knowledge              | <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> | <input type="checkbox"/> <sub>4</sub> | <input type="checkbox"/> <sub>5</sub> |
| Helpfulness                     | <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> | <input type="checkbox"/> <sub>4</sub> | <input type="checkbox"/> <sub>5</sub> |
| Ability to resolve your issue   | <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> | <input type="checkbox"/> <sub>4</sub> | <input type="checkbox"/> <sub>5</sub> |
| Courteousness                   | <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> | <input type="checkbox"/> <sub>4</sub> | <input type="checkbox"/> <sub>5</sub> |
| Speed and timeliness of service | <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> | <input type="checkbox"/> <sub>4</sub> | <input type="checkbox"/> <sub>5</sub> |
| Accessibility                   | <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> | <input type="checkbox"/> <sub>4</sub> | <input type="checkbox"/> <sub>5</sub> |
| Overall Service                 | <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> | <input type="checkbox"/> <sub>4</sub> | <input type="checkbox"/> <sub>5</sub> |

## Communications

16. How do you learn about local government issues?
- |                                    |                                       |                                     |  |
|------------------------------------|---------------------------------------|-------------------------------------|--|
| Contact member of City staff       | <input type="checkbox"/> <sub>1</sub> | Radio                               | <input type="checkbox"/> <sub>8</sub>  |
| Contact member of City Council     | <input type="checkbox"/> <sub>2</sub> | Local newspaper-news articles       | <input type="checkbox"/> <sub>9</sub>  |
| Through a community organization   | <input type="checkbox"/> <sub>3</sub> | Local newspaper-advertisements      | <input type="checkbox"/> <sub>10</sub> |
| Word of mouth: neighbours, friends | <input type="checkbox"/> <sub>4</sub> | Internet, online, social media      | <input type="checkbox"/> <sub>11</sub> |
| City website                       | <input type="checkbox"/> <sub>5</sub> | Don't learn about government issues | <input type="checkbox"/> <sub>12</sub> |
| Email                              | <input type="checkbox"/> <sub>6</sub> | Don't know, not sure                | <input type="checkbox"/> <sub>13</sub> |
| TV                                 | <input type="checkbox"/> <sub>7</sub> | Other-Specify: _____                | <input type="checkbox"/> <sub>14</sub> |

17. Do you: [PLEASE CHECK ALL THAT APPLY]
- |   |                                       |
|---|---------------------------------------|
| Listen to local radio stations?             | <input type="checkbox"/> <sub>1</sub> |
| Watch local TV?                             | <input type="checkbox"/> <sub>2</sub> |
| Visit the City website?                     | <input type="checkbox"/> <sub>3</sub> |
| Read the City's Annual Reports?             | <input type="checkbox"/> <sub>4</sub> |
| Watch Council Meeting webcasts?             | <input type="checkbox"/> <sub>5</sub> |
| Read <i>City Currents</i> in the newspaper? | <input type="checkbox"/> <sub>6</sub> |

18. Do you read the City brochure inserted into your property tax notice?
- <sub>1</sub> Yes  
<sub>2</sub> No  
<sub>3</sub> Not applicable

19. Do you have access to the Internet? [PLEASE CHECK ALL THAT APPLY]
- <sub>1</sub> At home  
<sub>2</sub> At work  
<sub>3</sub> On a smart phone  
<sub>4</sub> No access →IF 'NO ACCESS', SKIP TO Q23

## Communications

20. Which of the following social media do you use? [PLEASE CHECK ALL]
- |  |   |
|--|---|
| <input type="checkbox"/> <sub>1</sub> Facebook | <input type="checkbox"/> <sub>4</sub> YouTube   |
| <input type="checkbox"/> <sub>2</sub> Twitter  | <input type="checkbox"/> <sub>5</sub> Instagram |
| <input type="checkbox"/> <sub>3</sub> LinkedIn | <input type="checkbox"/> <sub>6</sub> None      |

21. Do you use any of the following services offered on the City of Campbell River web page? [PLEASE CHECK ALL THAT APPLY]
- |  |  |
|--|--|
| <input type="checkbox"/> <sub>1</sub> Recreation registration  | <input type="checkbox"/> <sub>8</sub> Pay a parking ticket         |
| <input type="checkbox"/> <sub>2</sub> Renew a dog licence  | <input type="checkbox"/> <sub>9</sub> Apply for a home owner grant |
| <input type="checkbox"/> <sub>3</sub> Renew a business licence   | <input type="checkbox"/> <sub>10</sub> Report a problem            |
| <input type="checkbox"/> <sub>4</sub> Webmaps  |  |
| <input type="checkbox"/> <sub>5</sub> iCity account (check property tax, utility information and account balances) |  |
| <input type="checkbox"/> <sub>6</sub> Other - Please specify: _____  |  |
| <input type="checkbox"/> <sub>7</sub> None   |  |

22. Would you use a mobile app to report issues with utilities streetlights or potholes?
- <sub>1</sub> Yes  
<sub>2</sub> No

23. In general, how do you feel about the amount of information provided by the City?
- <sub>1</sub> Too much  
<sub>2</sub> Adequate  
<sub>3</sub> Too little → What information would you like?  
<sub>4</sub> Not sure

24. In general, how do you feel about the quality of information provided by the City?
- <sub>1</sub> Good  
<sub>2</sub> Adequate  
<sub>3</sub> Poor  
<sub>4</sub> Not sure

25. What are the best methods for the City of Campbell River to communicate information to you?
- |                                    |                                       |                                     |  |
|------------------------------------|---------------------------------------|-------------------------------------|--|
| Contact member of City staff       | <input type="checkbox"/> <sub>1</sub> | Radio                               | <input type="checkbox"/> <sub>8</sub>  |
| Contact member of City Council     | <input type="checkbox"/> <sub>2</sub> | Local newspaper-news articles       | <input type="checkbox"/> <sub>9</sub>  |
| Through a community organization   | <input type="checkbox"/> <sub>3</sub> | Local newspaper-advertisements      | <input type="checkbox"/> <sub>10</sub> |
| Word of mouth: neighbours, friends | <input type="checkbox"/> <sub>4</sub> | Internet, online, social media      | <input type="checkbox"/> <sub>11</sub> |
| City website                       | <input type="checkbox"/> <sub>5</sub> | Don't learn about government issues | <input type="checkbox"/> <sub>12</sub> |
| Email                              | <input type="checkbox"/> <sub>6</sub> | Don't know, not sure                | <input type="checkbox"/> <sub>13</sub> |
| TV                                 | <input type="checkbox"/> <sub>7</sub> | Other-Specify: _____                | <input type="checkbox"/> <sub>14</sub> |

## About You

26. How long have you lived in Campbell River? \_\_\_\_\_ years
27. Which of the following age groups do you fall into: 17 years or less <sub>1</sub>  
 18-24 <sub>2</sub>  
 25-34 <sub>3</sub>  
 35-44 <sub>4</sub>  
 45-54 <sub>5</sub>  
 55-64 <sub>6</sub>  
 65 years or older <sub>7</sub>
28. Do you own or rent your place of residence? Own <sub>1</sub>  
 Rent <sub>2</sub>
29. Do children under the age of 18 live in your home? Yes <sub>1</sub>  
 No <sub>2</sub>
30. Please indicate your gender: Male <sub>1</sub>  
 Female <sub>2</sub>  
 Other <sub>3</sub>

## THANK YOU FOR YOUR HELP!

### Contest Entry

Completed surveys will be eligible for one of:

- Three \$100 gift certificates for fitness and recreation programs offered through the Sportsplex and Campbell River Community Centre

Name\*: \_\_\_\_\_ Phone\*: \_\_\_\_\_

### Good Luck!

\*Contact information will only be used to contact you if you win a prize.  
 Survey responses will remain anonymous.