



2020 Citizen Survey

- Essential tool to evaluate service and program delivery.
- Improve communication and community engagement.

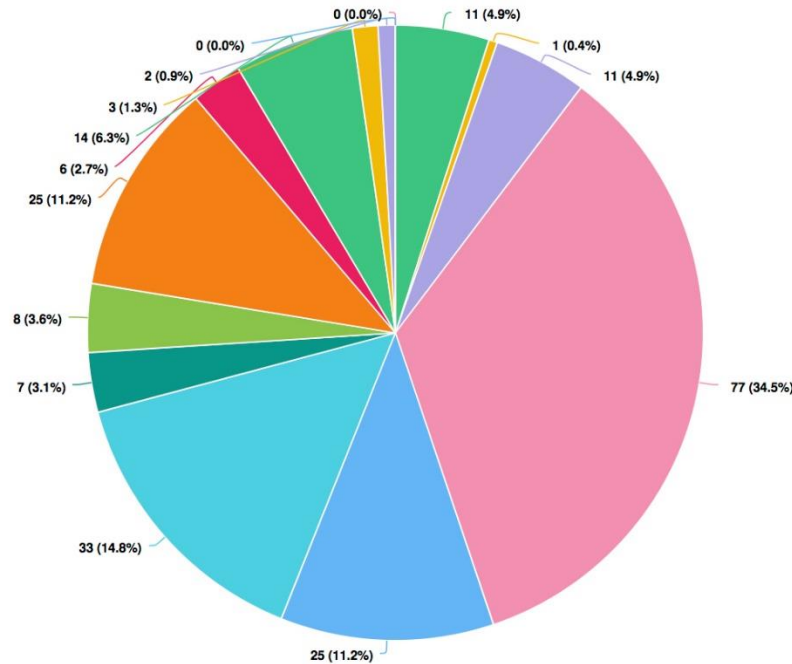


2020 Citizen Survey

- **September 2 to November 1, 2020**
- **223 responses**
- **73 unique questions**



2020 Citizen Survey

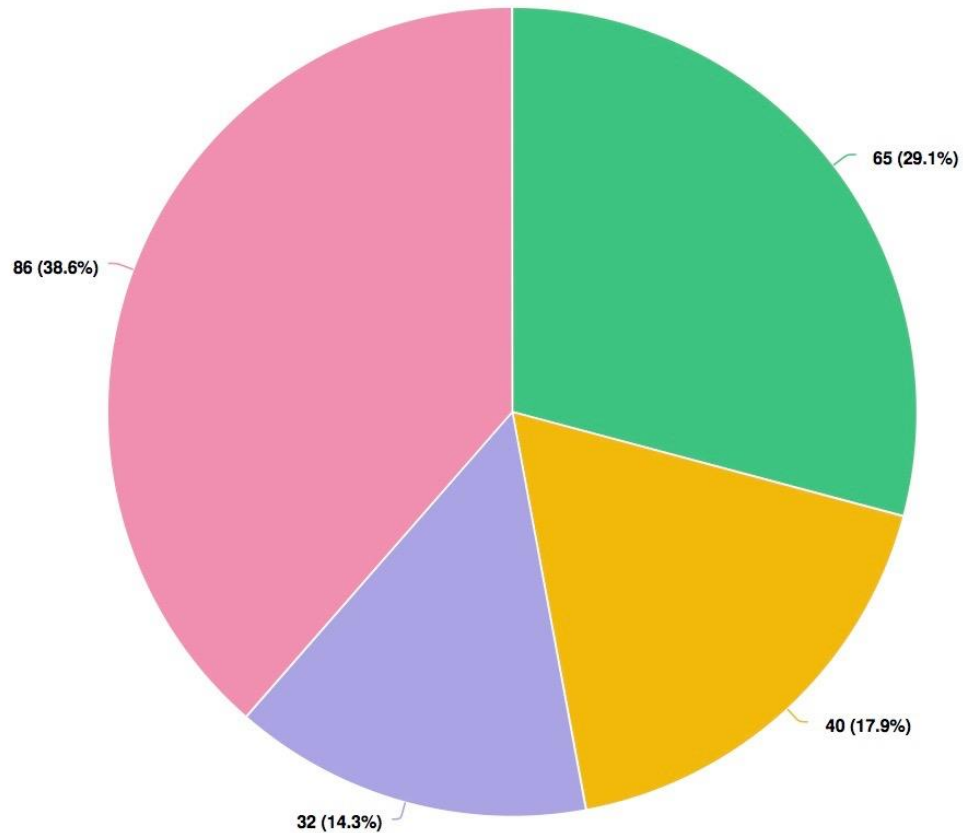


Question options

- Electoral Area "A" - Osoyoos Rural
 Electoral Area "B" - Cawston
 Electoral Area "C" - Oliver Rural
- Electoral Area "D" - Skaha East and OK Falls
 Electoral Area "E" - Naramata
 Electoral Area "F" - Okanagan Lake West
- Electoral Area "G" - Keremeos Rural/Hedley
 Electoral Area "H" Princeton Rural
 Electoral Area "I"
- Village of Keremeos
 City of Penticton
 District of Summerland
 Town of Osoyoos
 Town of Oliver
- Town of Princeton

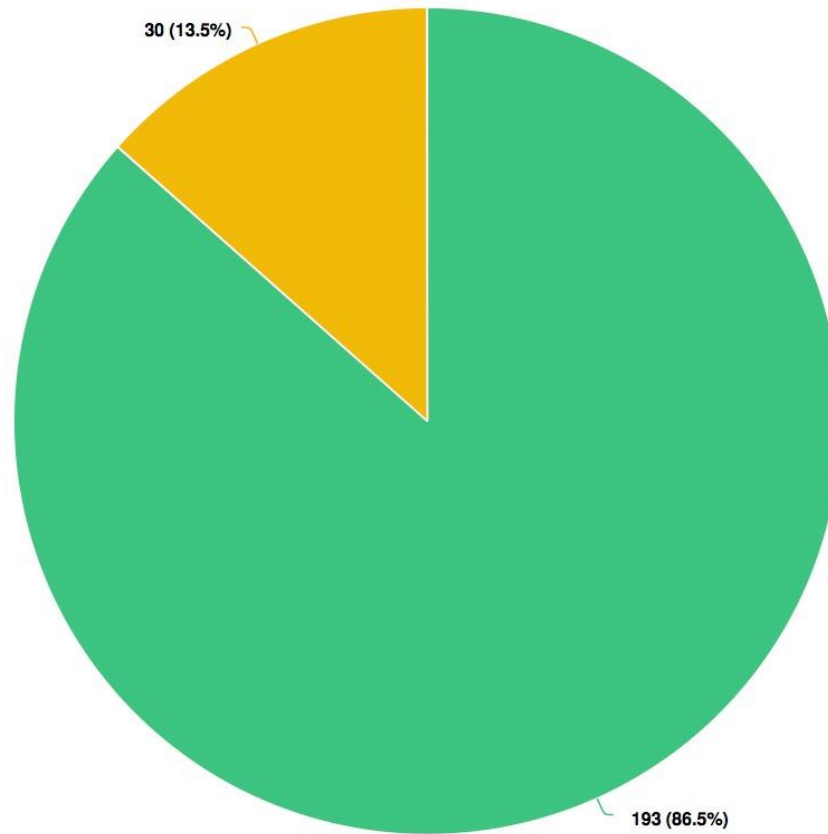
How long have you lived in the RDOS?

86: 16+ yrs. 65: 0-5 yrs. 40: 6-10 yrs.

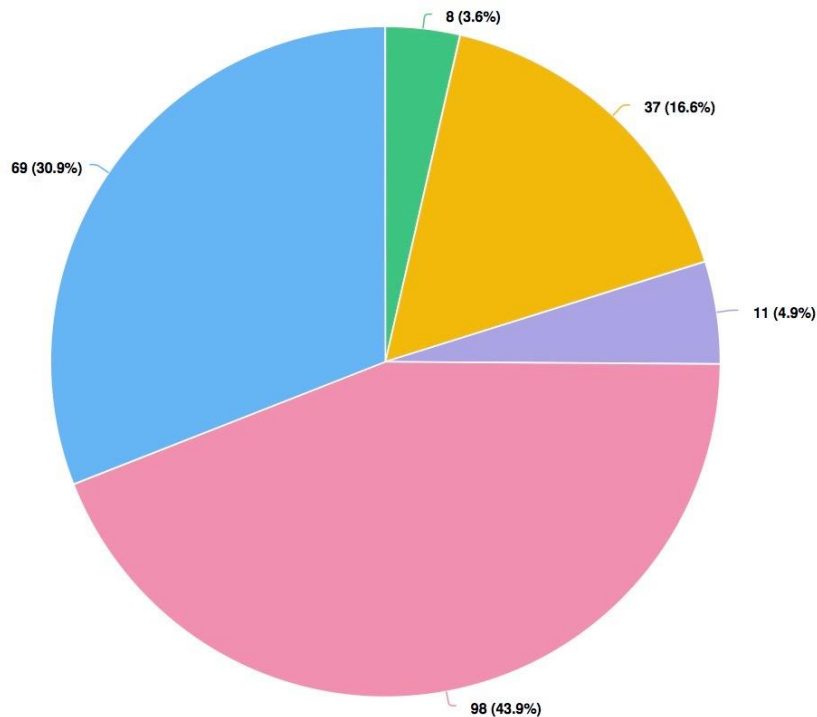


Is your principal residence in the RDOS?

193 (86.5%) YES



Which best describes the quality of life in your community?



98 (43.9%) Good

69 (30.9%) Very good

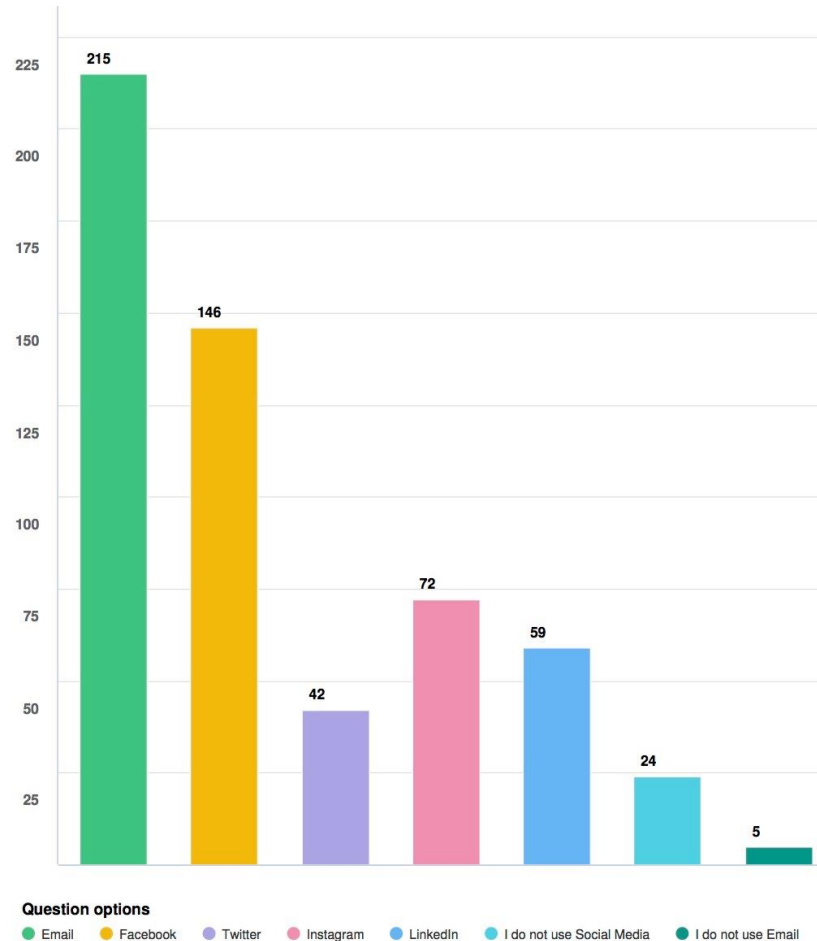
37 (16.6%) Needs improvement

11 (4.9%) Neutral

8 (3.6%) Poor

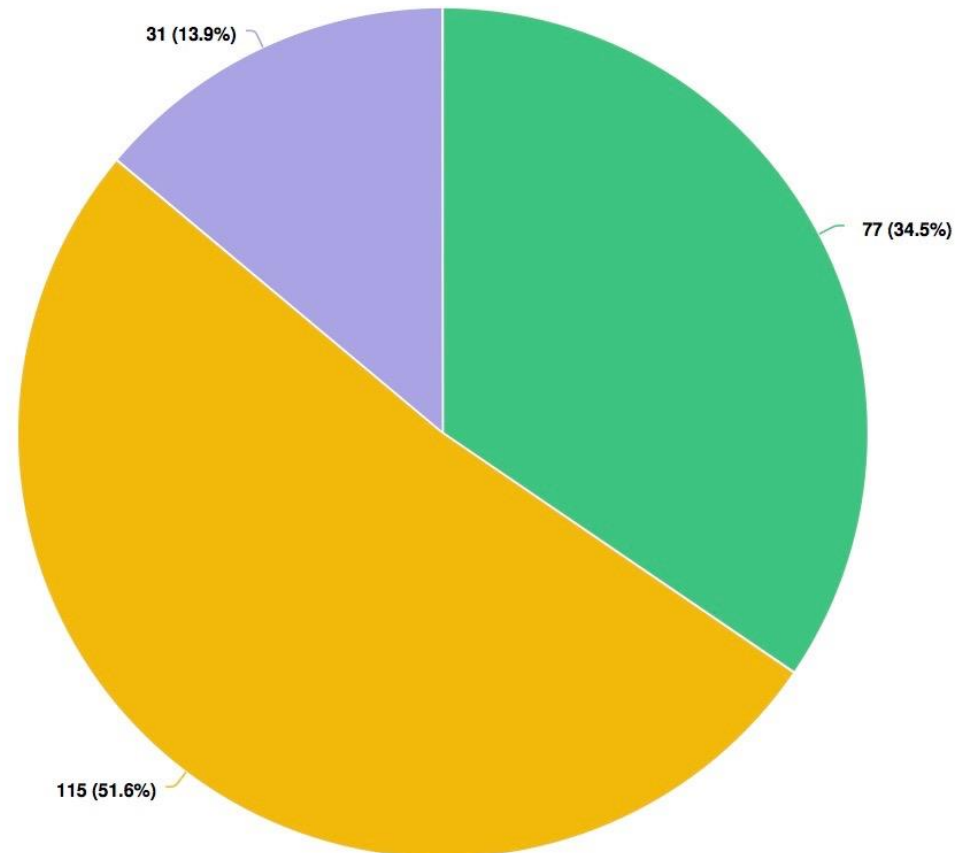
Do you use email and social media?

215 use email 146 use Facebook 5 do not use email

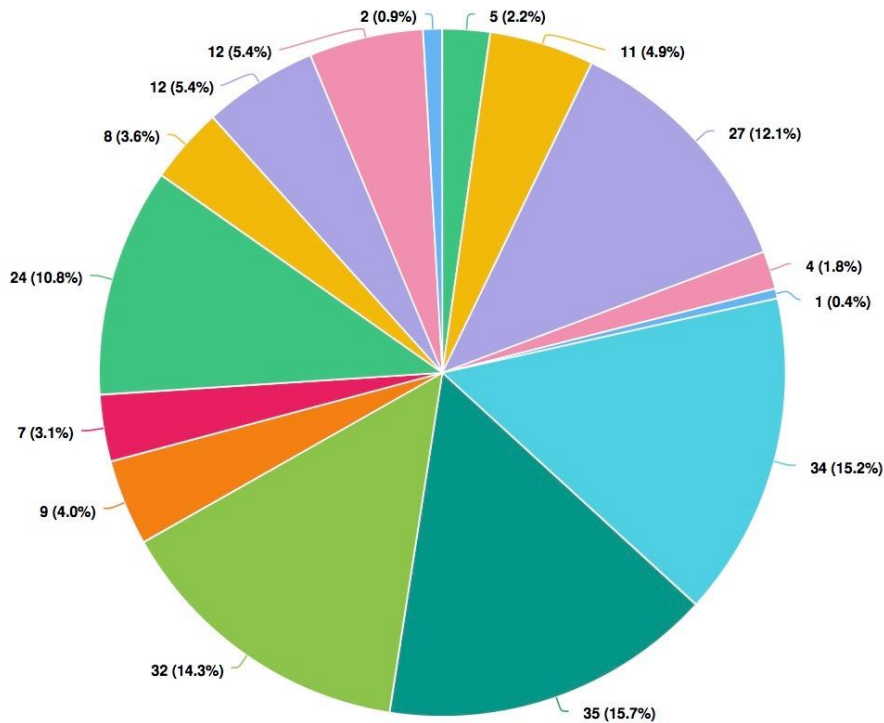


Do you follow the RDOS on social media?

115 do not follow the RDOS



Single most important issue facing the Regional District?



35 Water Quality and Protection

34 Residential Growth

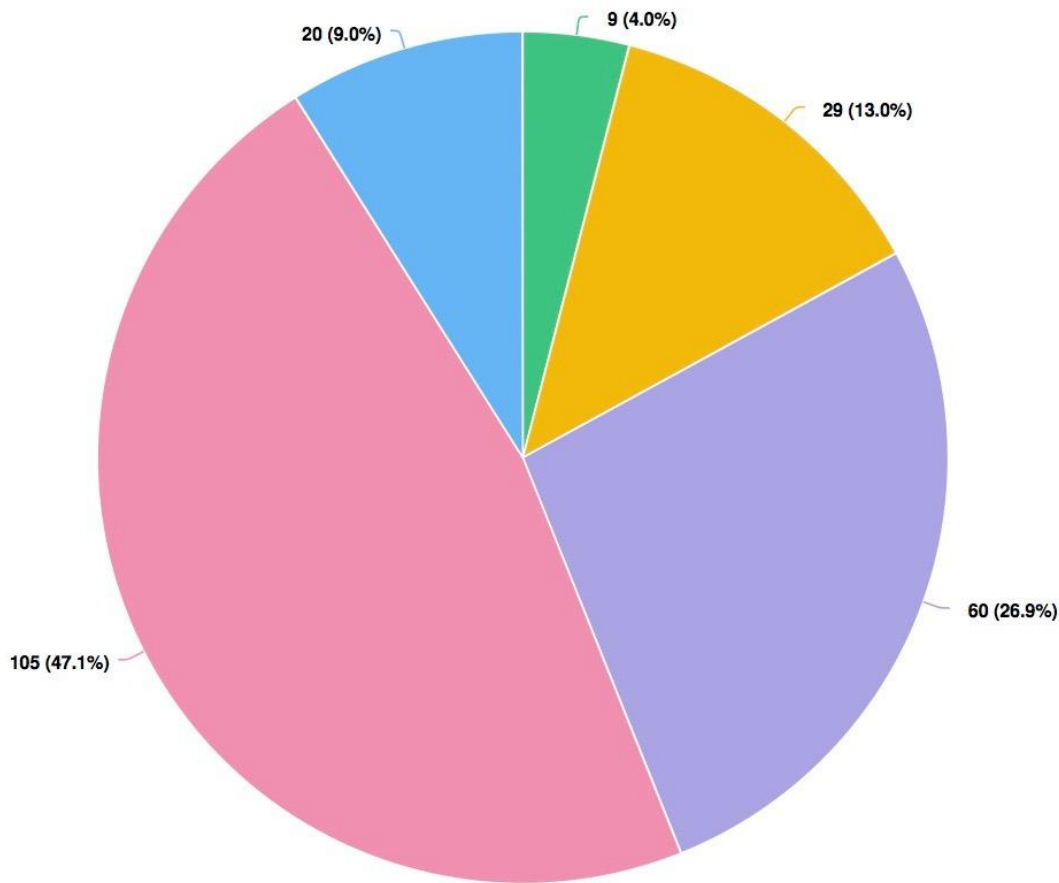
32 Crime Prevention

27 Unsightly Premises

24 Land Preservation/Agriculture

11 Climate Change

Informing you of important information and decisions



105 Happy

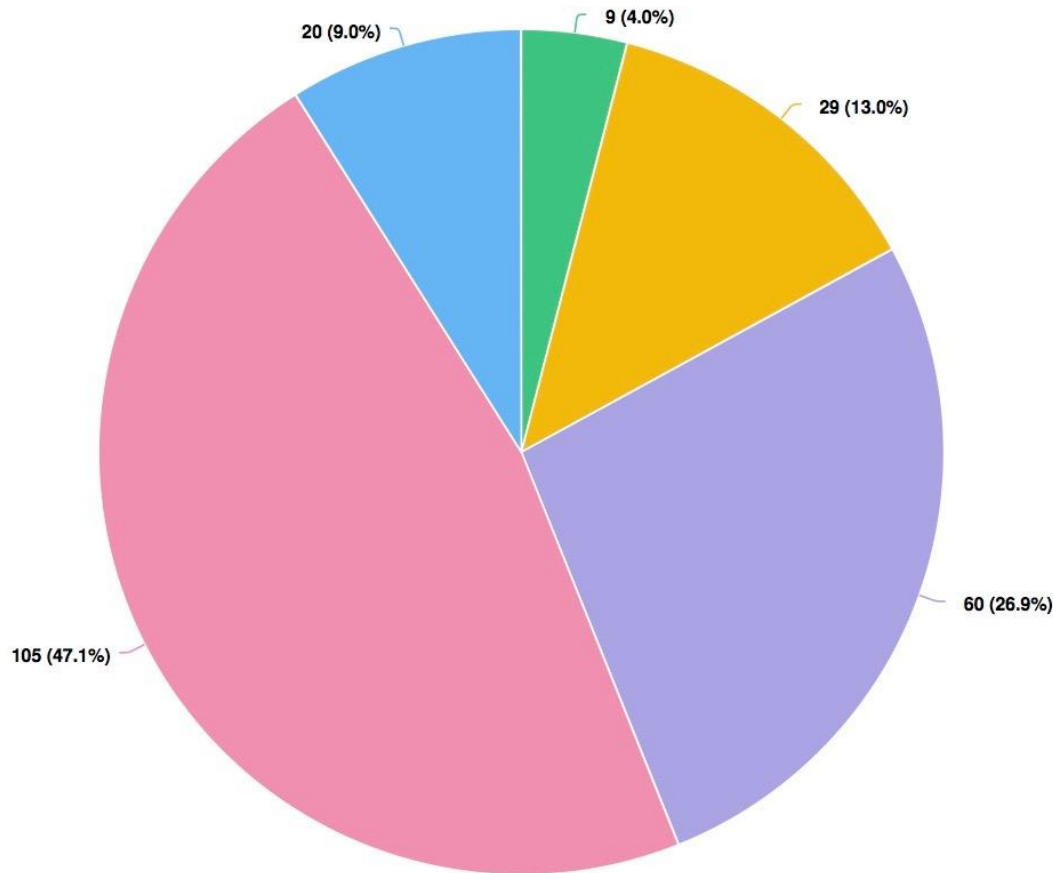
60 Neutral

29 Unhappy

20 Very Happy

9 Very Unhappy

Involving you in decision making processes



85 Neutral

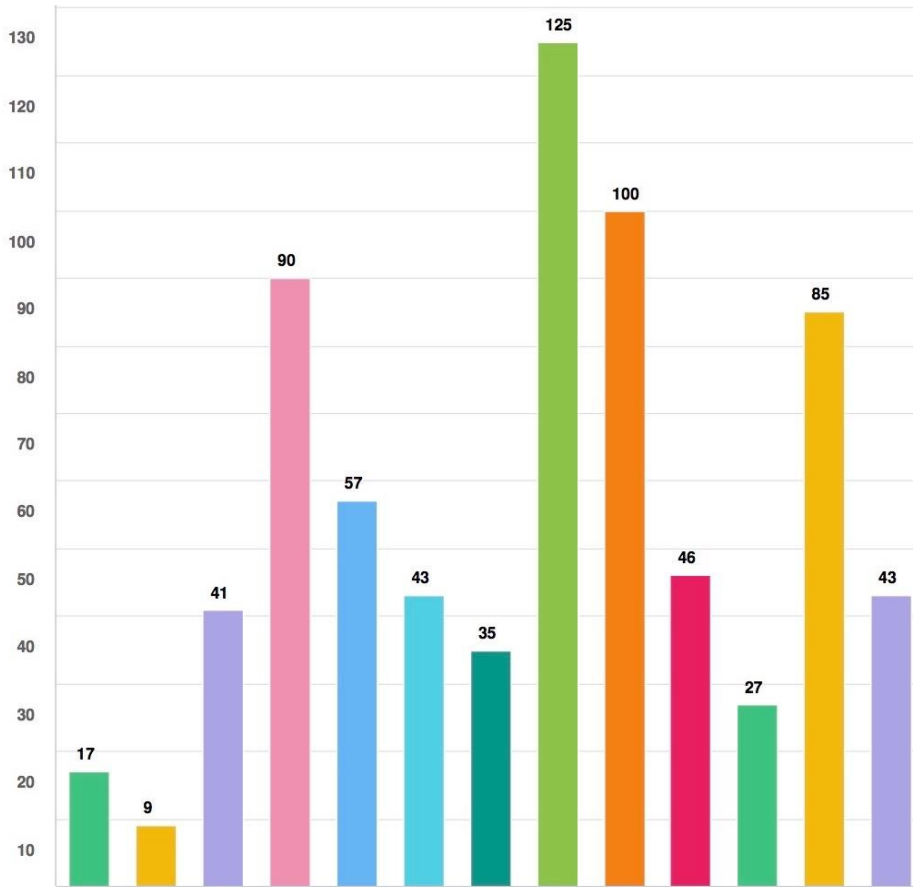
73 Happy

39 Unhappy

17 Very Unhappy

9 Very Happy

How do you learn about local government issues?



Question options

- Contact RDOS staff
- Contact RDOS Board
- Community association
- RDOS website
- RDOS social media
- TV
- Community bulletin board
- Word of mouth: neighbours, friends
- Online news service
- Through my Area Director's website (personal web page/Facebook page/etc)
- Radio
- Newspaper
- Attend public meetings

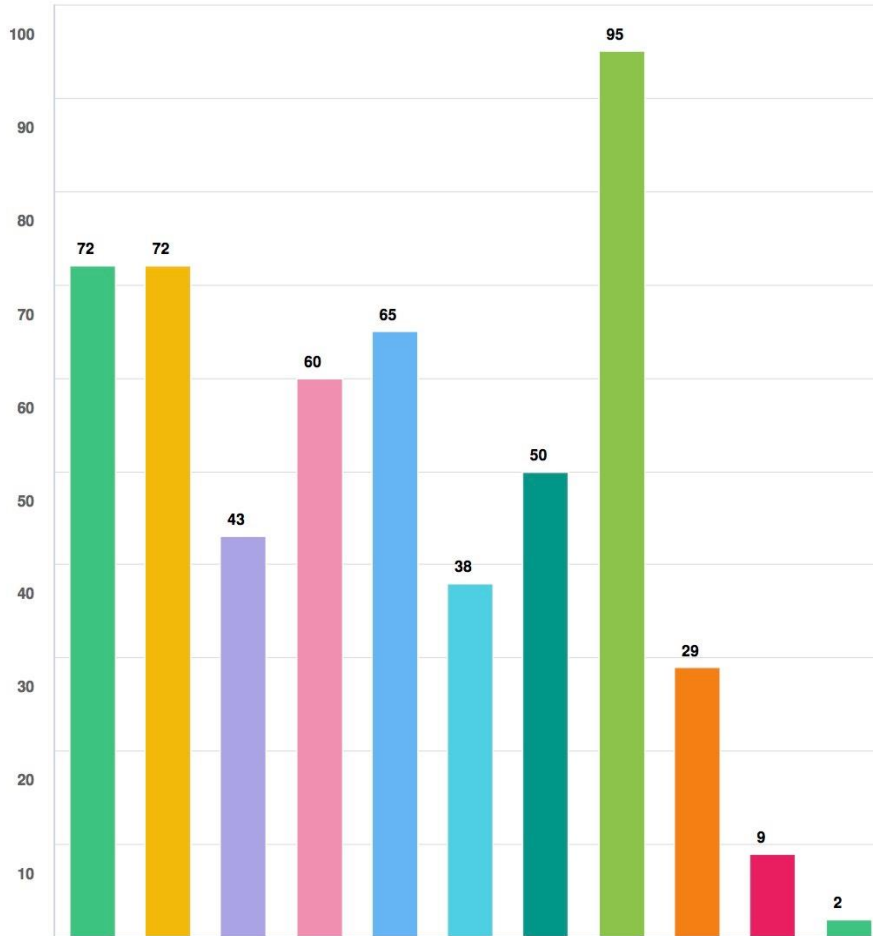
125 word of mouth, friends

100 online news service

90 RDOS website



What is your preferred method of engagement regarding RDOS initiatives and projects?



Question options

- Town Halls/Public meetings
- RDOS website (www.rdos.bc.ca)
- RDOS Regional Connections website (www.rdosregionalconnections.ca)
- Social media
- Newsletter
- Newspaper
- CivicReady
- Online surveys
- Electronic town meetings
- Phone survey
- Comment card

95 Online surveys

72 Town Halls

Public Meetings

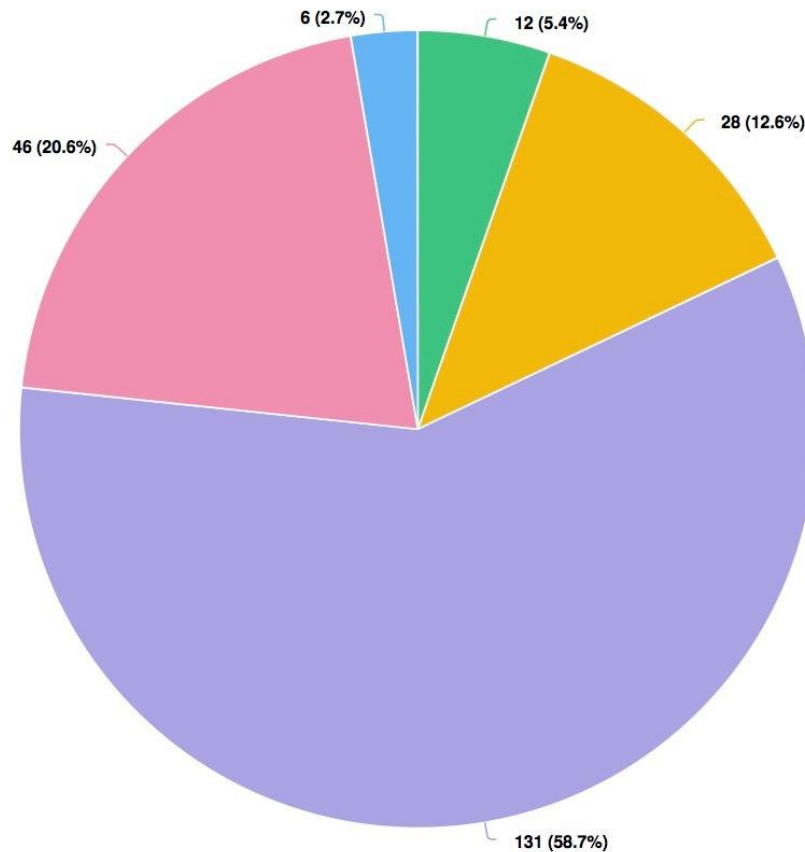
72 RDOS website

65 Newsletter

60 Social Media

50 CivicReady

My community is well represented on the RDOS website



131 Neutral

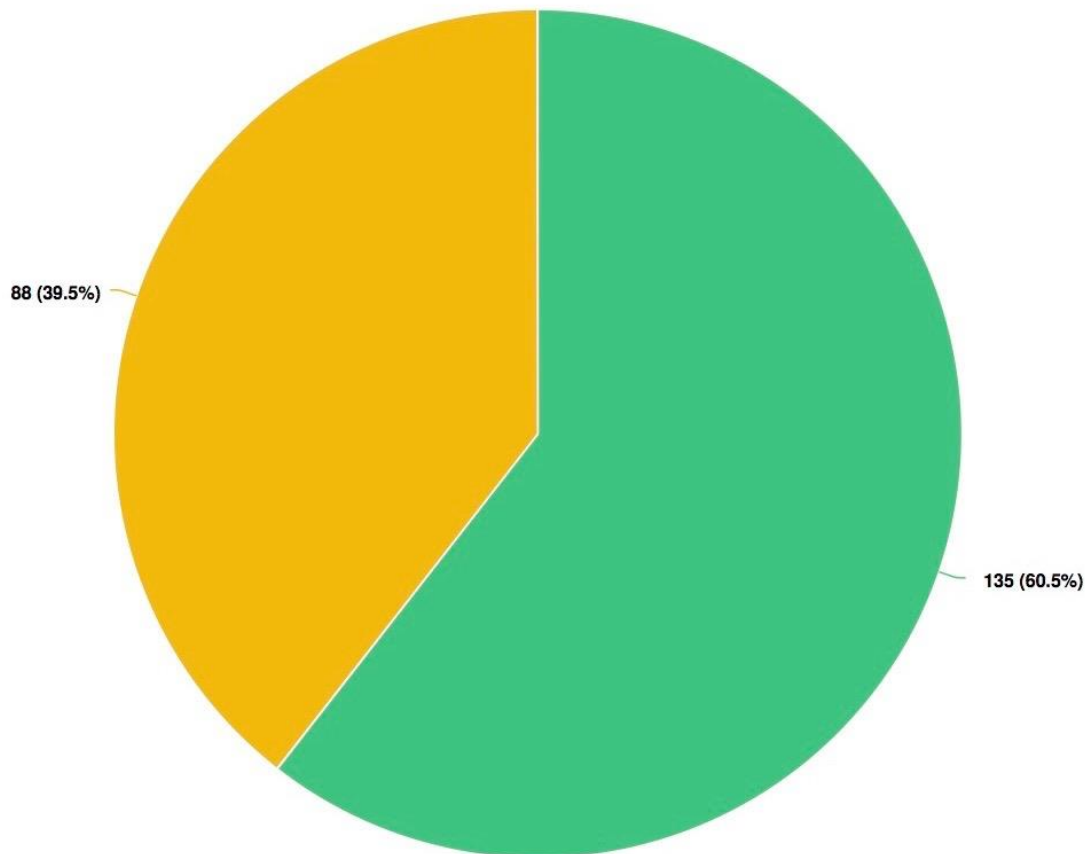
46 Agree

28 Disagree

12 Strongly Disagree

6 Strongly Agree

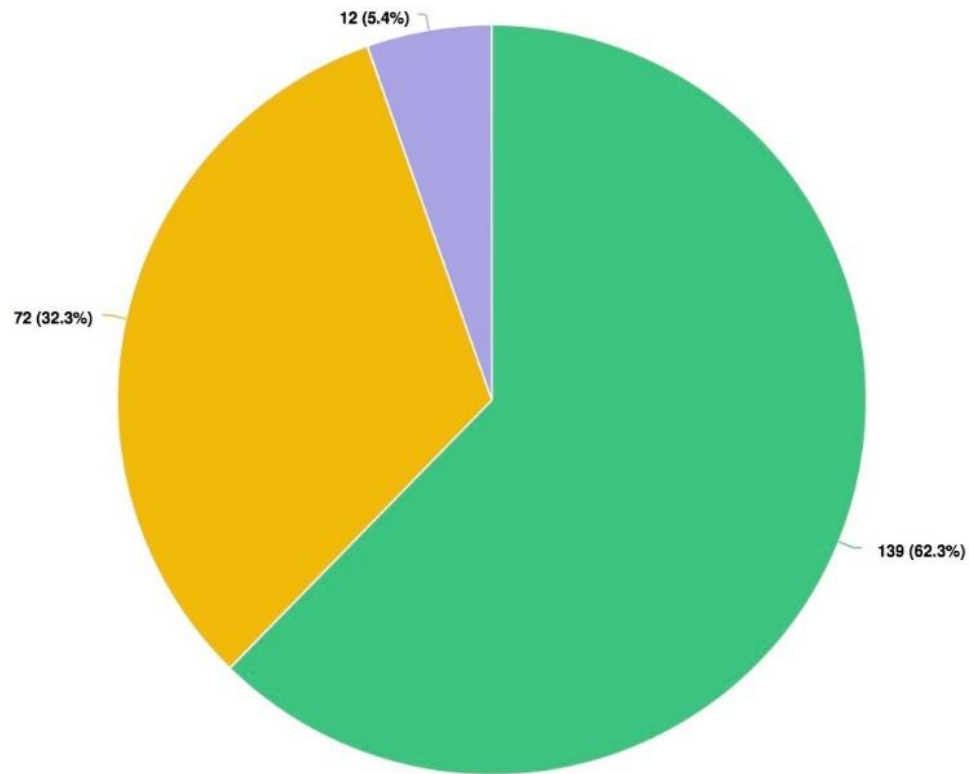
I have signed up with CivicReady to receive emergency and routine notifications



135 Yes

88 No

Have you contacted the RDOS within the last 12 months?

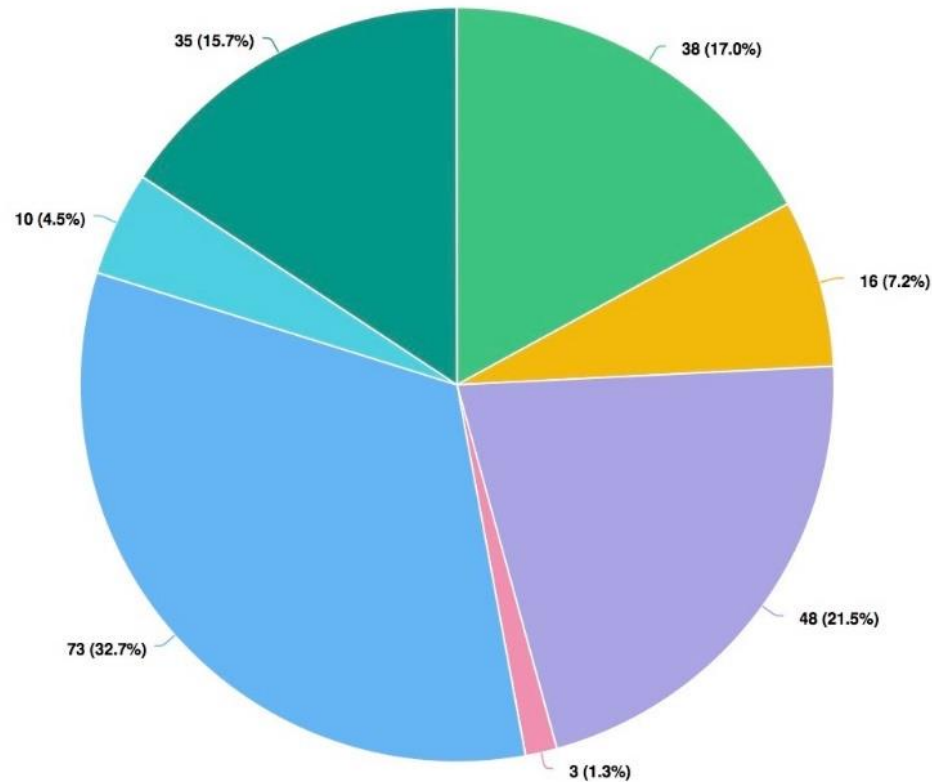


139 Yes

72 No

12 Not Sure

How did you contact the RDOS?



73 Email

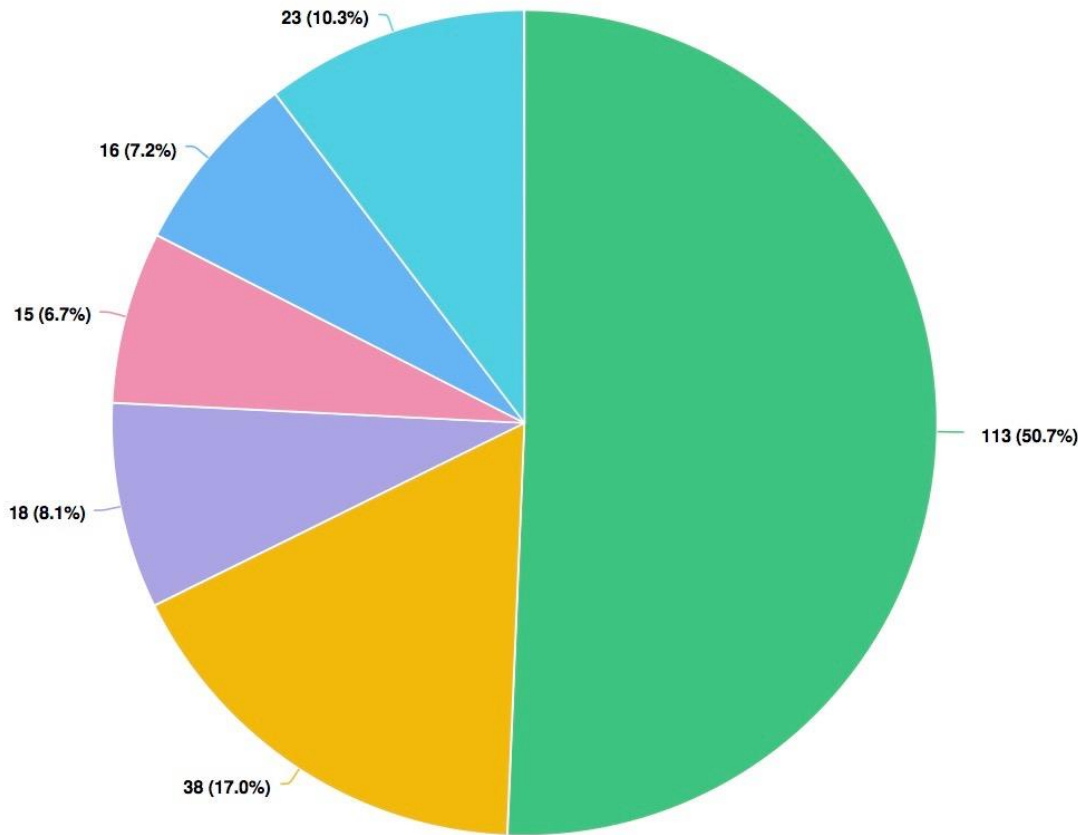
48 Telephone

38 In person

35 RDOS website



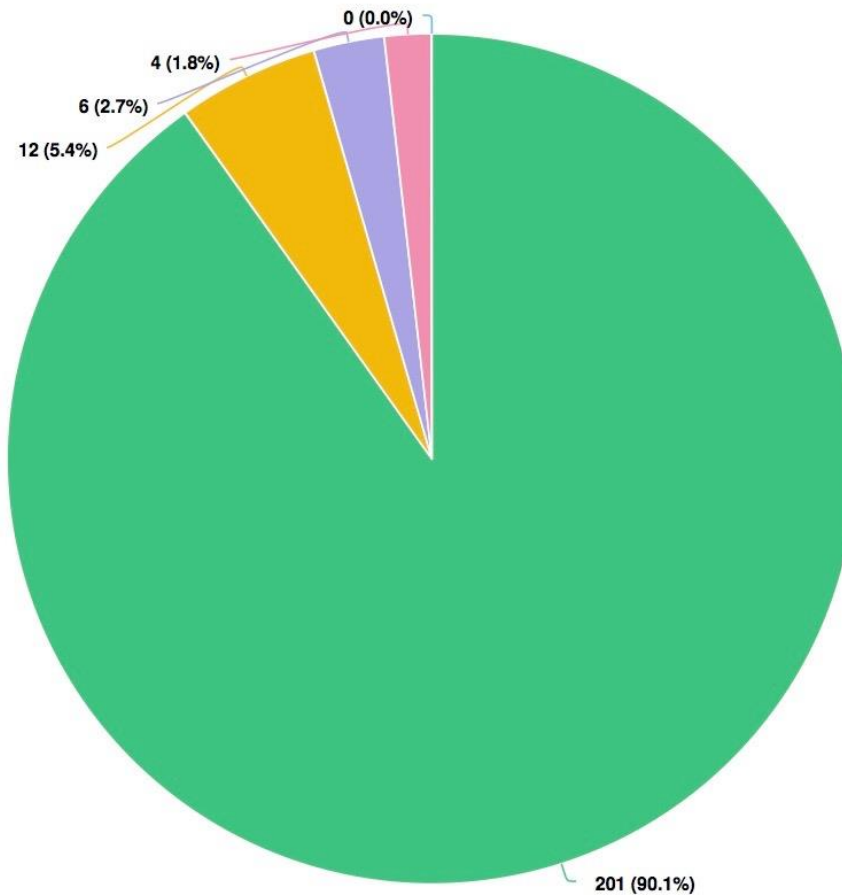
How many times have you used an RDOS recreation service or program within the last 12 months?



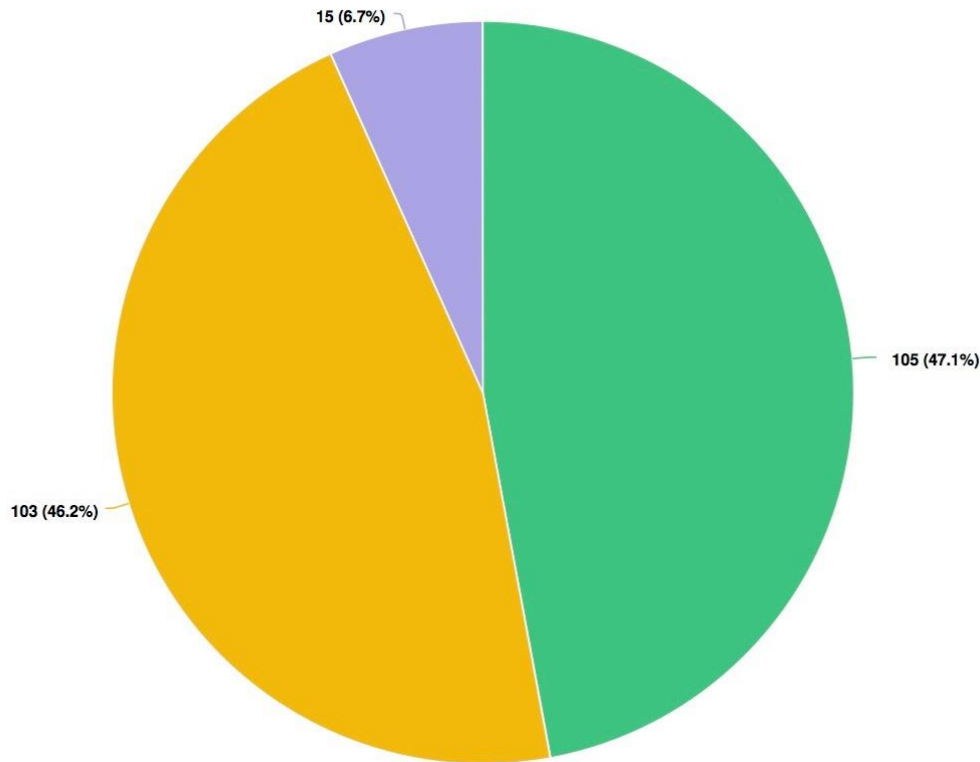
113 Never
38 (1-2)
18 (3-4)
23 Not sure if
program or service
administered
the RDOS

How many times have you used regional transit in the last 12 months?

201 (90.1%) Never



If faced with the following realistic choices, what would you advise the RDOS to do?

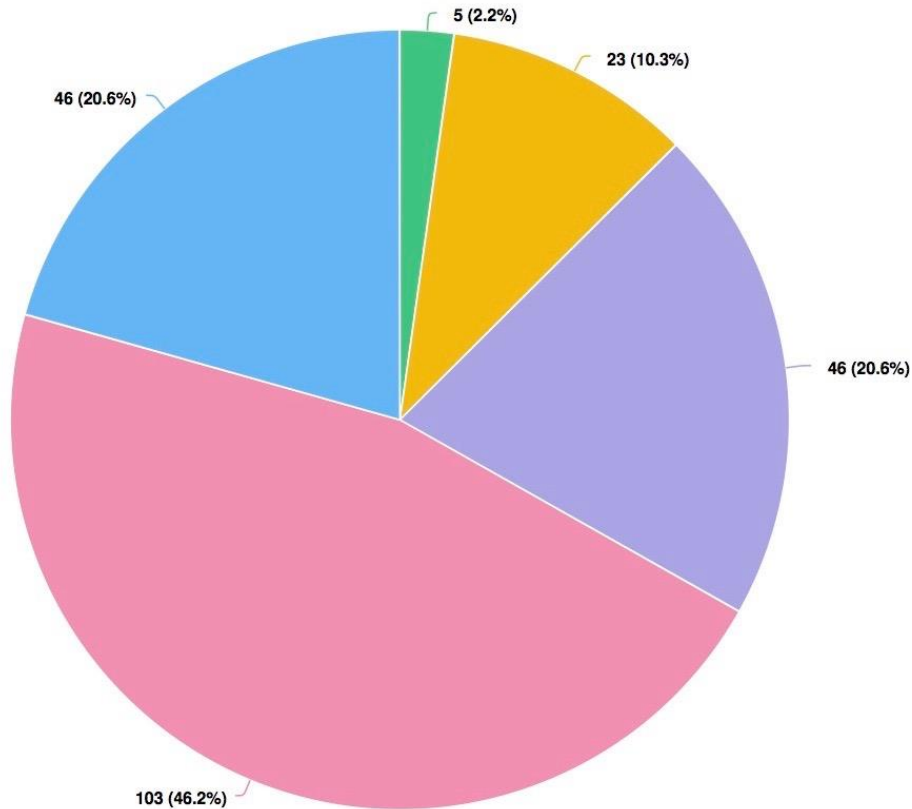


105 Increase taxes

103 Keep taxes the same

15 Reduce taxes

Curbside garbage and recycling collection



103 Happy

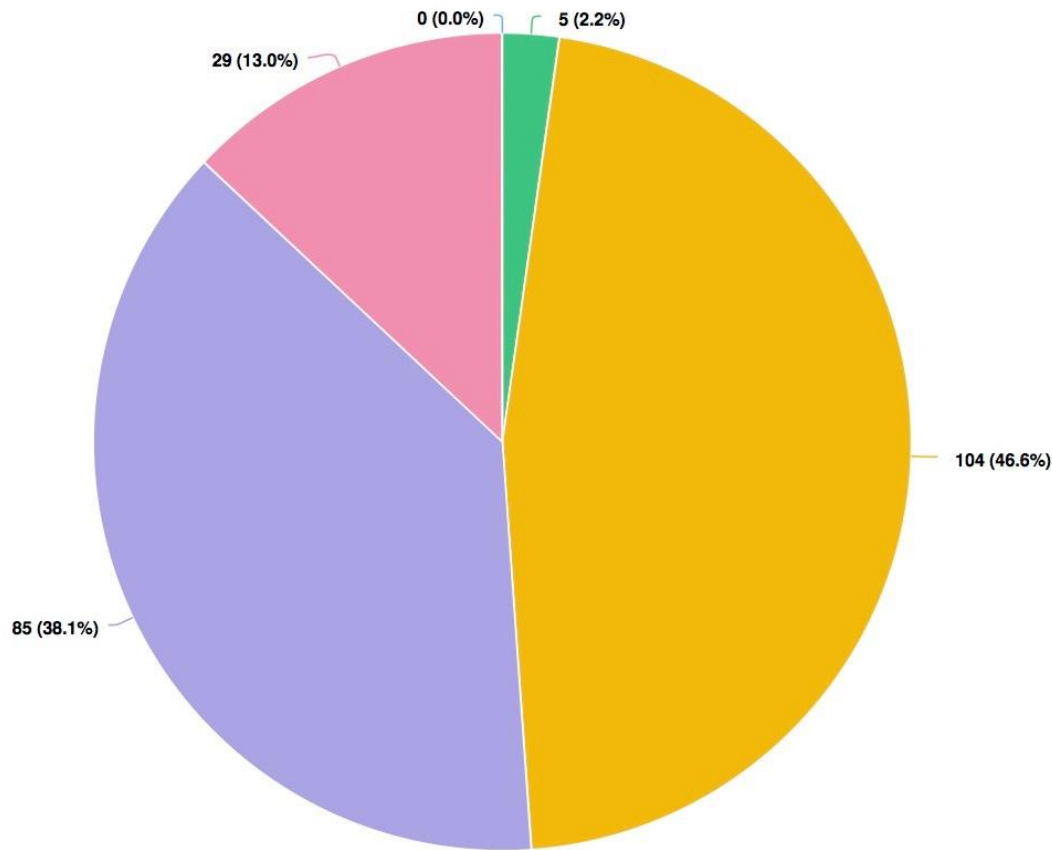
46 Neutral

46 Very Happy

23 Unhappy

5 Very Unhappy

The online payment system is an easy and convenient option to pay my bills, taxes and tickets



104 Neutral
85 Agree
29 Strongly Agree
5 Disagree



Survey Comparisons

Overall quality of life in your community?

2017 Phone:

80% Excellent

2017 Online:

72.5% Satisfied or Very Satisfied

2020 Online:

74.8% Happy or Very Happy



Survey Comparisons

How do you learn about local government news or issues?

2017 Phone:

64% newspaper
27% television station
25% word of mouth
23% online publications

2017 Online:

65.5% newspaper
47.9% word of mouth
38% RDOS website

2020 Online:

38% newspaper
44.8% online news
56% word of mouth
40.2% RDOS website



Survey Comparisons

Social Media Use

2017 Phone:

52% use social media
48% use Facebook

2017 Online:

59.3% use Facebook as social media

2020 Online:

65.5% use Facebook



Survey Comparisons

Are citizens receiving good value of services for the taxes?

2017 Phone:

60% believe they receive good value for the taxes they pay

2017 Online:

54.7% agree or strongly agree they are receiving good value for the taxes they pay

2020 Online:

47.1% would like taxes increased to provide more services

46.2% want taxes and service levels unchanged

6.7% want reduced taxes and services



Survey Comparisons

Residents feel informed about important issues and feel involved in the decision making process.

2017 Phone:

38.5% agree or strongly agree the Regional District listens to citizens and encourages involvement in making decisions

2017 Online:

56% feel the Regional District listens to citizens and encourages involvement in decision making

2020 Online:

56.1% happy or very happy with RDOS informing them of important issues

36.7% happy and very happy with how the RDOS involves them in the decision making process

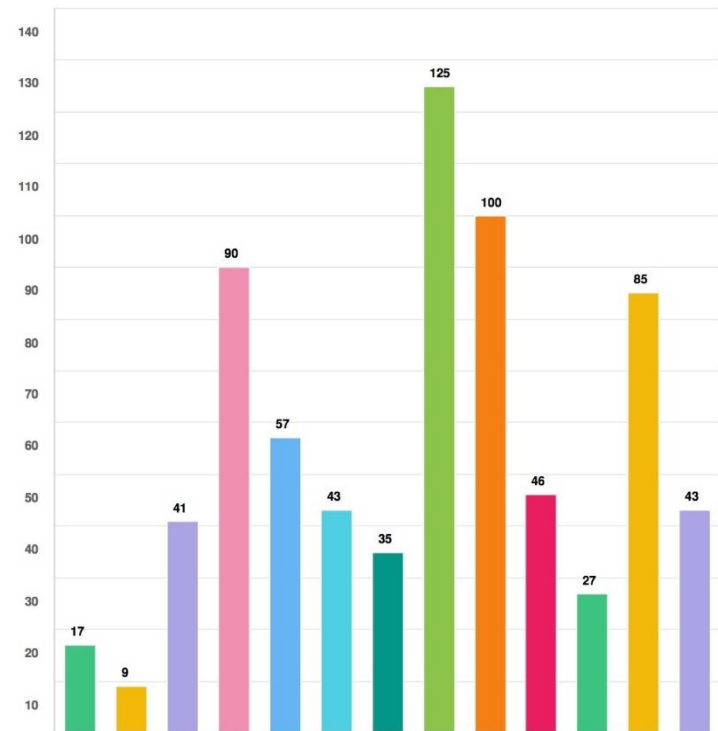
38.1% neutral

2020 Citizen Survey

Next Steps

- Further survey analysis
- Report results
- Short follow-up survey

Q66 How do you learn about local government issues?



Question options

- Contact RDOS staff
- Contact RDOS Board
- Community association
- RDOS website
- RDOS social media
- TV
- Community bulletin board
- Word of mouth: neighbours, friends
- Online news service
- Through my Area Director's website (personal web page/Facebook page/etc)
- Radio
- Newspaper
- Attend public meetings



Follow-up Survey Questions

Online and paper copies.

- 1) How do you prefer to receive information about Regional District services, projects and initiatives?
- 2) How do you prefer to share your feedback or ask questions about Regional District services, projects and initiatives?
- 3) In your opinion, what is the best way for the Regional District to communicate with residents?
- 4) Do you prefer digital (email, web, social media) or non-digital (bulletin boards or mail outs) communication from the RDOS?
- 5) Is there anything you would like to bring to the attention of the RDOS?