

ADMINISTRATIVE REPORT TO COUNCIL
ON
2022 CITIZEN SATISFACTION SURVEY

PURPOSE

The purpose of this report is to present Council with the results of the 2022 Citizen Satisfaction Survey.

COUNCIL STRATEGIC PLAN

This report supports Council's strategic priorities and areas of focus regarding:

- **Governance and Accountability**
 - Asset Management: We proactively plan for the repair and replacement of our infrastructure.
 - Community Engagement: We are committed to engaging and connecting with Kamloops residents and stakeholders.
 - External Relationships: We understand the importance of maintaining and improving key relationships.
 - Fiscal Responsibility: We are fiscally responsible and accountable.
- **Livability**
 - Arts and Culture: We cultivate a vibrant, diverse arts and culture environment throughout the city.
 - Healthy Community: We foster an environment that supports and promotes healthy living through recreation, community, and social connection.
 - Housing: We focus on improving diversity and access throughout the housing continuum.
 - Inclusivity: We are committed to supporting inclusivity, diversity, and accessibility in our community.
 - Safety: We recognize the importance of a safe and secure community.
- **Vibrant Economy**
 - Business Health: We cultivate a positive business environment and maintain a framework that facilitates jobs, economic sustainability, and growth.
 - Economic Strength: We support initiatives that increase our competitive advantage, cultivate growth, and support our residents.
 - Partnerships: We continue to nurture partnerships with key agencies and organizations.
- **Environmental Leadership**
 - Climate Action: We enhance the City's resiliency and capacity for mitigating and adapting to the impacts of climate change.
 - Sustainability: We implement strategies that reduce our impact on the environment.
 - Transportation: We facilitate sustainable transportation options and create community connectivity.

SUMMARY

The Citizen Satisfaction Survey is conducted every four years, with the previous one completed in 2019, shortly before the onset of the COVID-19 pandemic. The purpose of the Citizen Satisfaction Survey is to gauge the public's needs, concerns, priorities, and overall satisfaction with the City's service levels.

The City worked with Forum Research Inc. to undertake the fieldwork and data analysis for the 2022 Citizen Satisfaction Survey, which occurred between October 18 and November 8, 2022, immediately following the municipal election. Data was collected via phone using a random digit dial methodology, which means that everyone in Kamloops had an equal chance of being contacted, regardless of whether they use a landline or cell phone. Additionally, an online companion survey was available through the City's website for residents who did not receive a phone call but still wanted to provide feedback.

The data from this survey supports strategic decisions on long-term planning, priority setting, budgeting, and issues management and plays a key role in informing Council's Strategic Plan.

RECOMMENDATION:

For Council Information only.

SUPPORTING COUNCIL AND CORPORATE DIRECTION

There is no applicable Council policy.

COMMUNICATIONS PLAN

Once Forum Research Inc. present the results of the 2022 Citizen Satisfaction Survey to Council, the full report will be available to the public at [Kamloops.ca/CitizenSatisfaction2022](https://kamloops.ca/CitizenSatisfaction2022).



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Approved for Council

KR/kjm

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MAKING KAMLOOPS SHINE