
Kimberley Community Survey

Overview of Findings

February 13, 2006

Background & Objectives

- The City identified the need to complete a community survey in the 2004 Annual Report.
 - The survey is intended to be a benchmark study for future surveys.
 - The main objectives of the survey was to:
 - Assess satisfaction levels with present services and infrastructure;
 - Understand community attitudes about quality of life and other community issues
 - Determine insight about value for taxes, levels of service, and community priorities.
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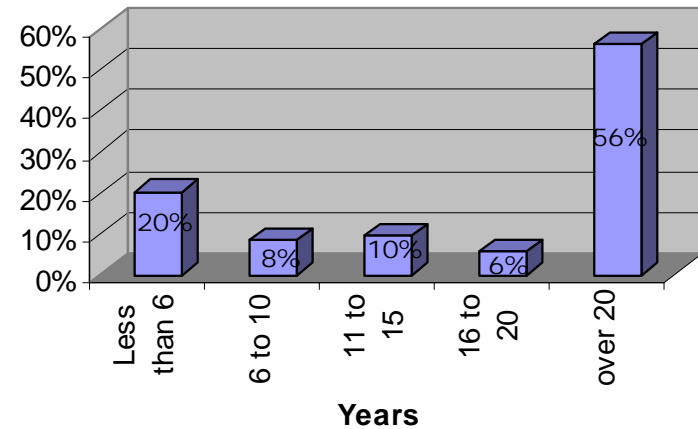
The Sample and Response Rates

- The survey was distributed via Canada Post in October 2005.
- 3046 surveys were mailed to every postal address (residential and business) in Kimberley;
- 600 surveys were mailed to a random sample of 50% of out-of-town property owners.
- The overall response rate was 19.6 percent.
- The response rate for out-of town-property owners was 11.8 percent.
- The local response rate was 21.1 percent.

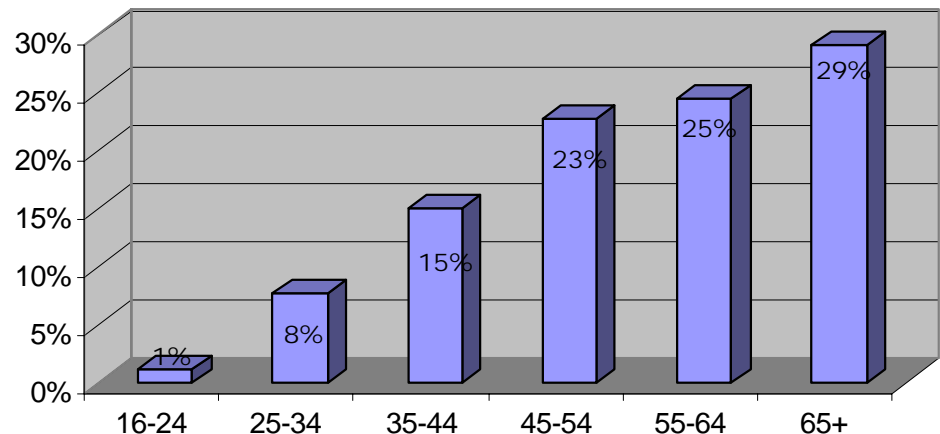
Respondent Profile

- 52% of respondents were female.
- 56 % have lived in the community for over 20 years and 20% have live here less than 6 years.
- The majority of respondents were over 55 years of age.
- 10 percent of respondents were out-of-town property owners.

Respondents Length of Residence

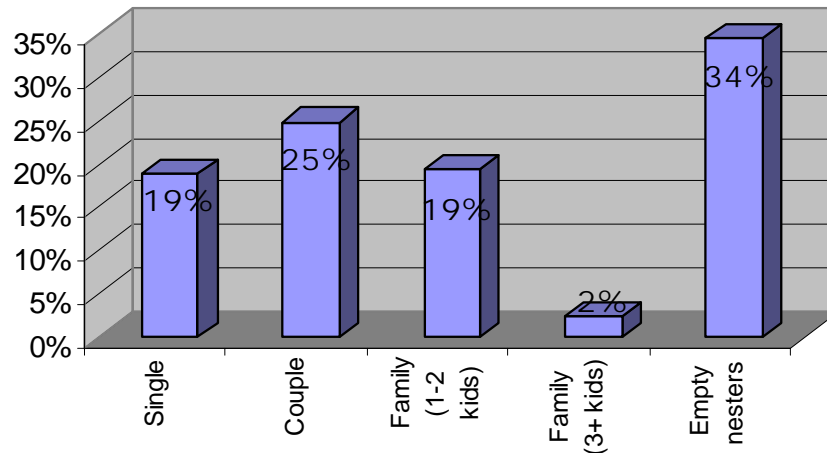


Age (669 respondents)

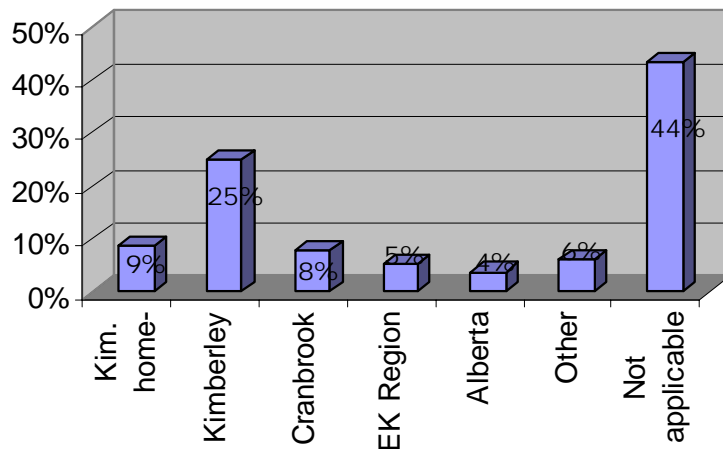


Respondent Profile

Household Type (690 respondents)



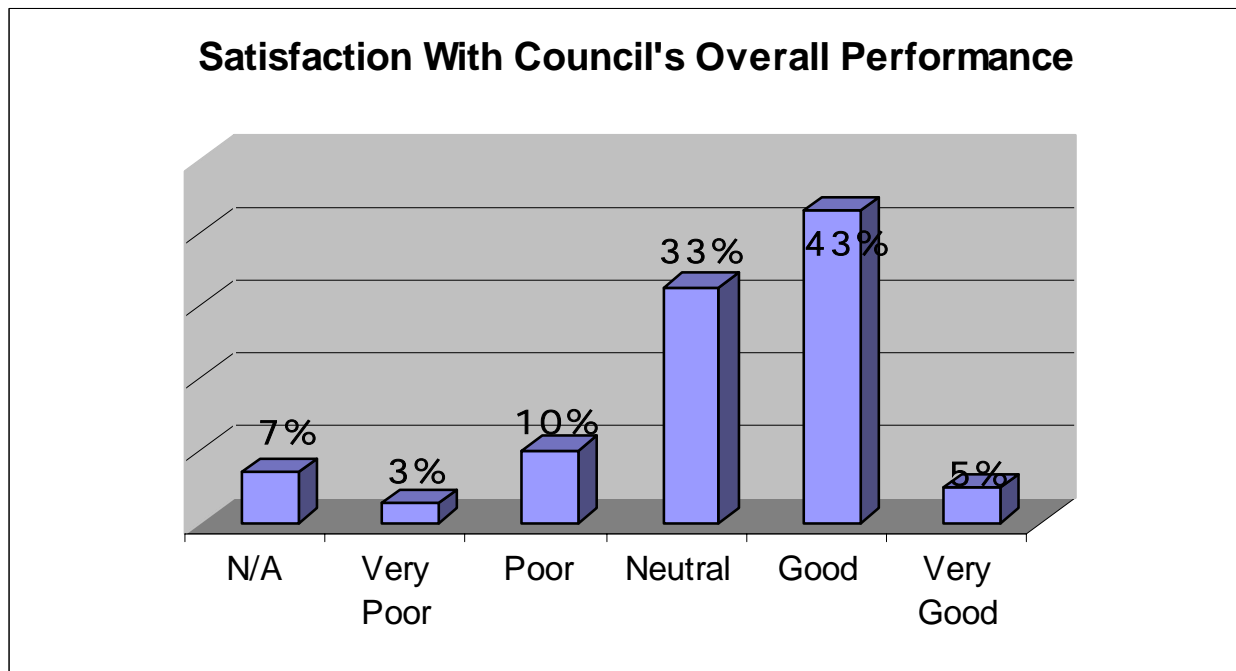
Where do you work?



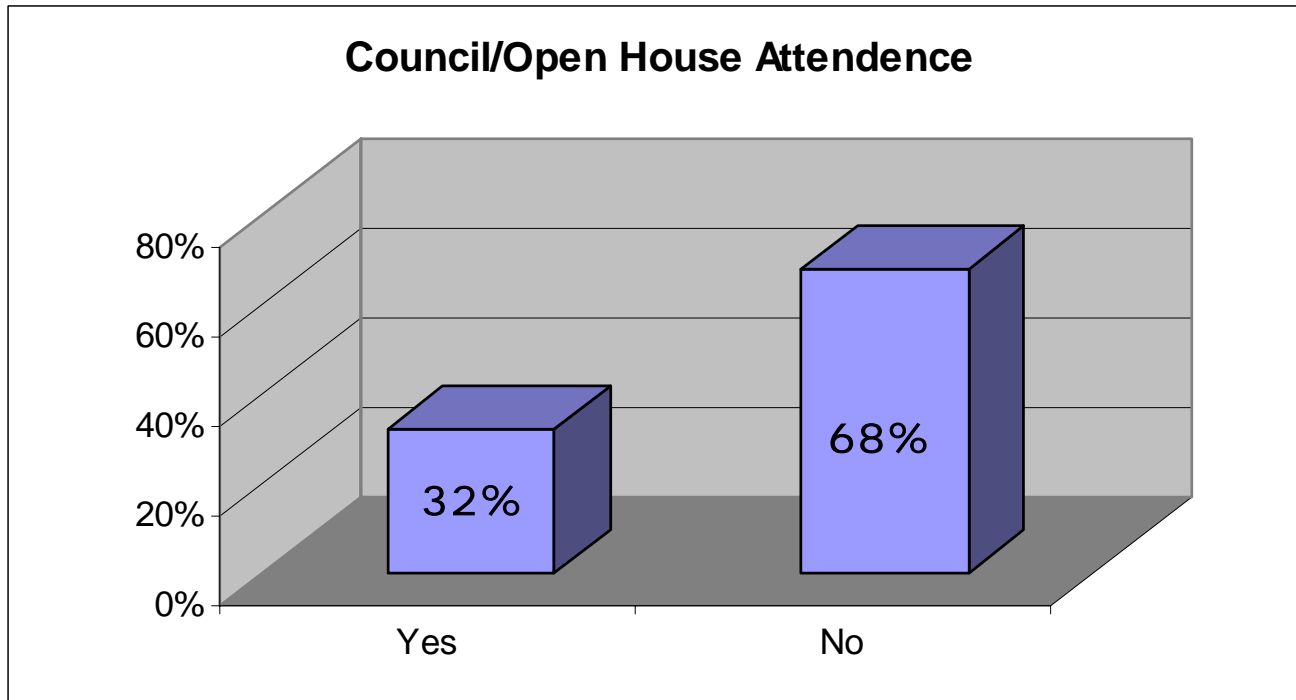
- The respondents were fairly well distributed over the household types with the largest category being empty nesters.
- 44% of respondents were not working.
- 92% owned their home.
- 18% own or operate a local business.

Satisfaction with Council

- 48% of respondents were satisfied with Council's overall performance.
- 13% of respondents found Council's performance to be poor or very poor.



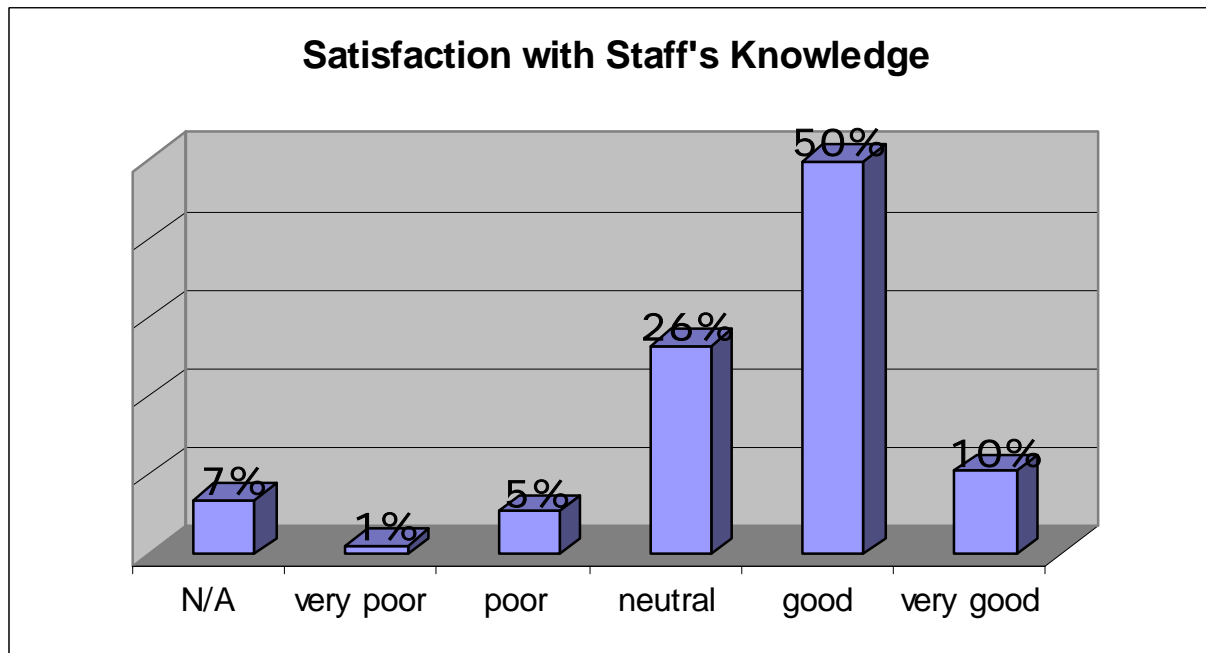
Civic Participation



- 32% of respondents have participated in a City meeting over the last 3 years.

Satisfaction with Staff Knowledge

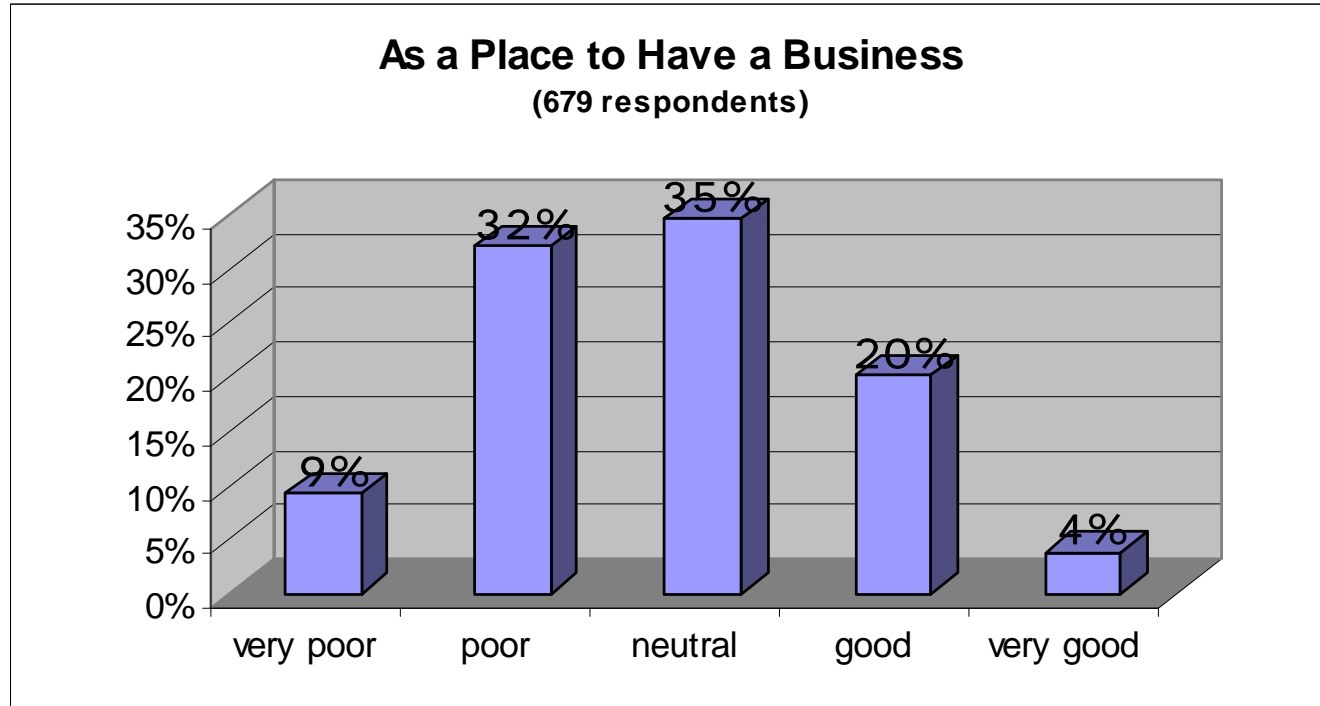
- Only 6% of respondents felt that staff knowledge was poor or very poor.



Quality of Life

- 92% of respondents feel the quality of life in Kimberley is good or very good.
 - 84% of respondents feel that Kimberley is a good place to retire, 10% were neutral, and 7% feel that it is poor or very poor.
 - 89% of respondents feel that Kimberley is a good or very good place to raise a family. Only 2% rated the community as a poor or very poor place to raise a family.
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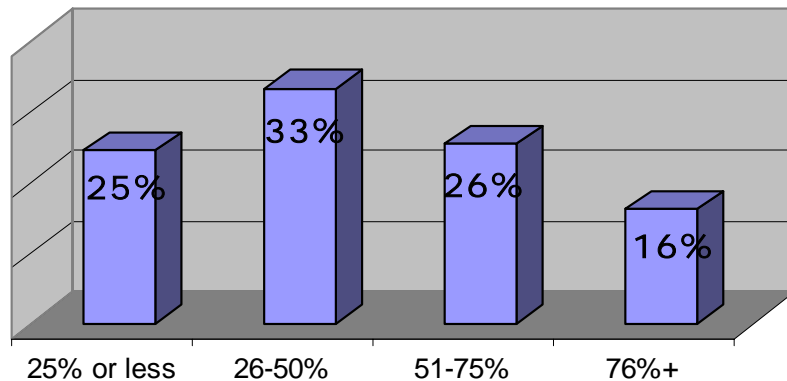
Business



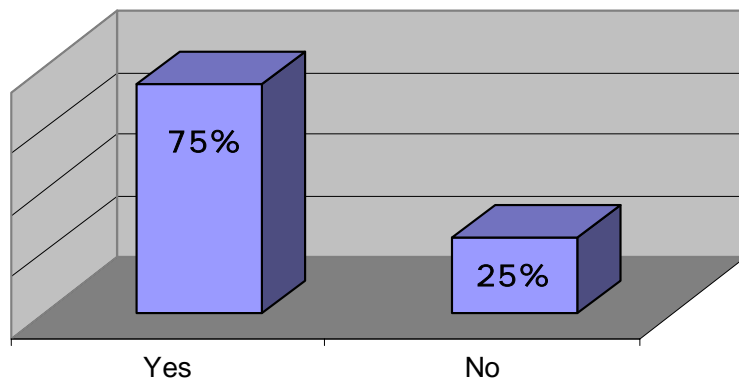
- 24% of respondents feel that Kimberley is a good or very good place to have a business and 41% feel that it is a poor or very poor place have a business.

Business: Shopping Local

What percentage of your shopping needs are purchased in Kimberley? (699 of respondents)



Do you have particular shopping needs that are not being met in the community?



- The majority of the community (58%) purchase less than 51% of their shopping needs locally.
- 75% of respondents have shopping needs that are not being met in the community.

Business: Desired Retail and Service Outlets

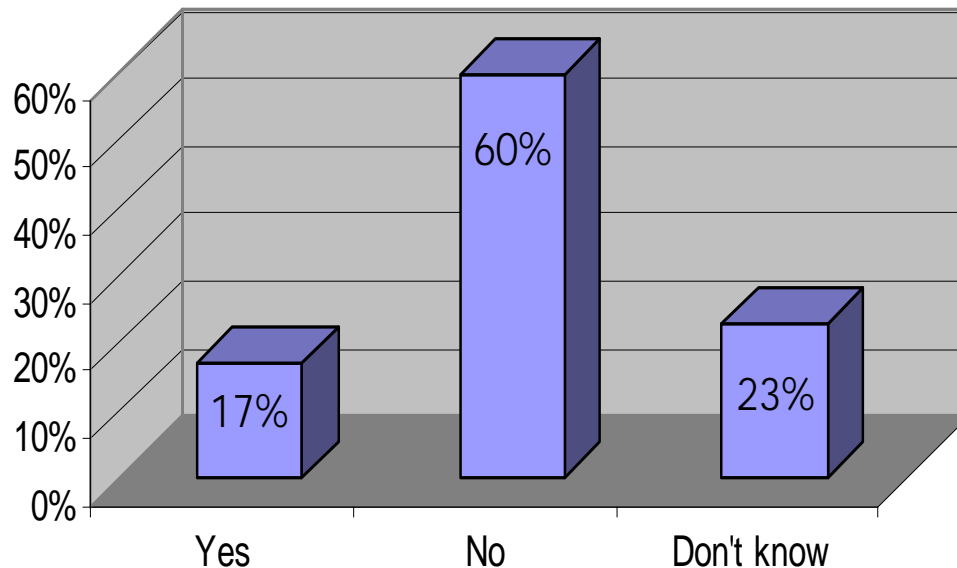
(# of responses)

Shoe & Clothing	313
Big Box/Dept Store	60
Furniture	59
Electronics/ Appliance	59
Specialty Grocery	59
Hardware/ Lumber Yard	51
Non-Bavarian Restaurant	28
Outdoor Sporting Goods	21
Auto Service	18
Bookstore	14
Fast Food	13
Kids Toy & Clothing	12
Jeweler	10
Handicraft	10
Bank	7
Drug Store	5
24 hr Convenience	5
Rental Equip	4
Recycle Store	2

- Respondents made 750 suggestions for retail or service outlets that they would like to see in Kimberley.
- Shoe and clothing stores were suggested most frequently.

Water Conservation

Do you think that your household can reduce water consumption by 50%?

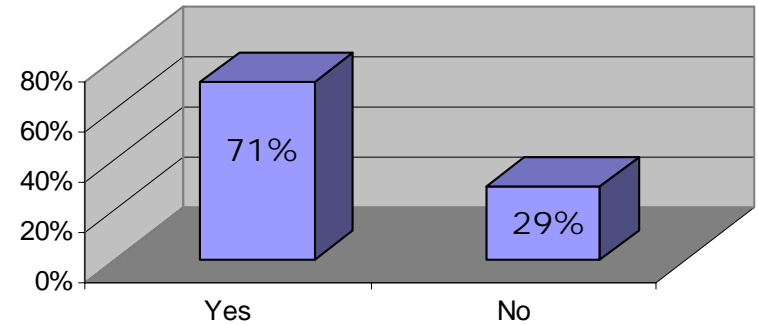


- The majority (60%) do not feel that they can reduce their water consumption by 50%.
- 66% of respondents are not in favor of the installation of water meters.

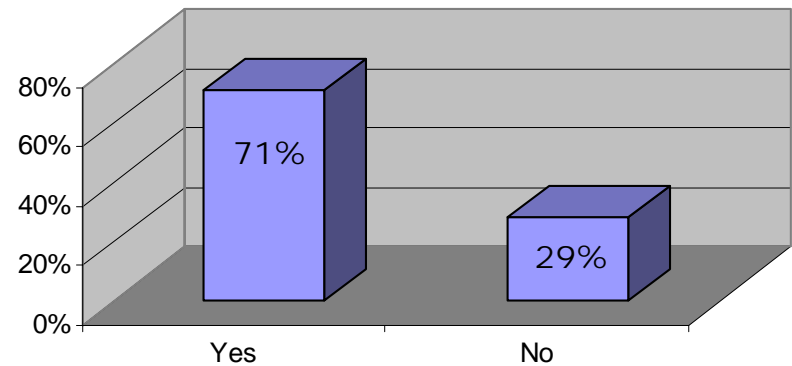
Burning Regulations

- 71 % are in favor of a new bylaw to further regulate “smoky” wood stoves or the implementation of a woodstove change-out program.
- While 71% would like to continue permitting back yard burning in October and April.

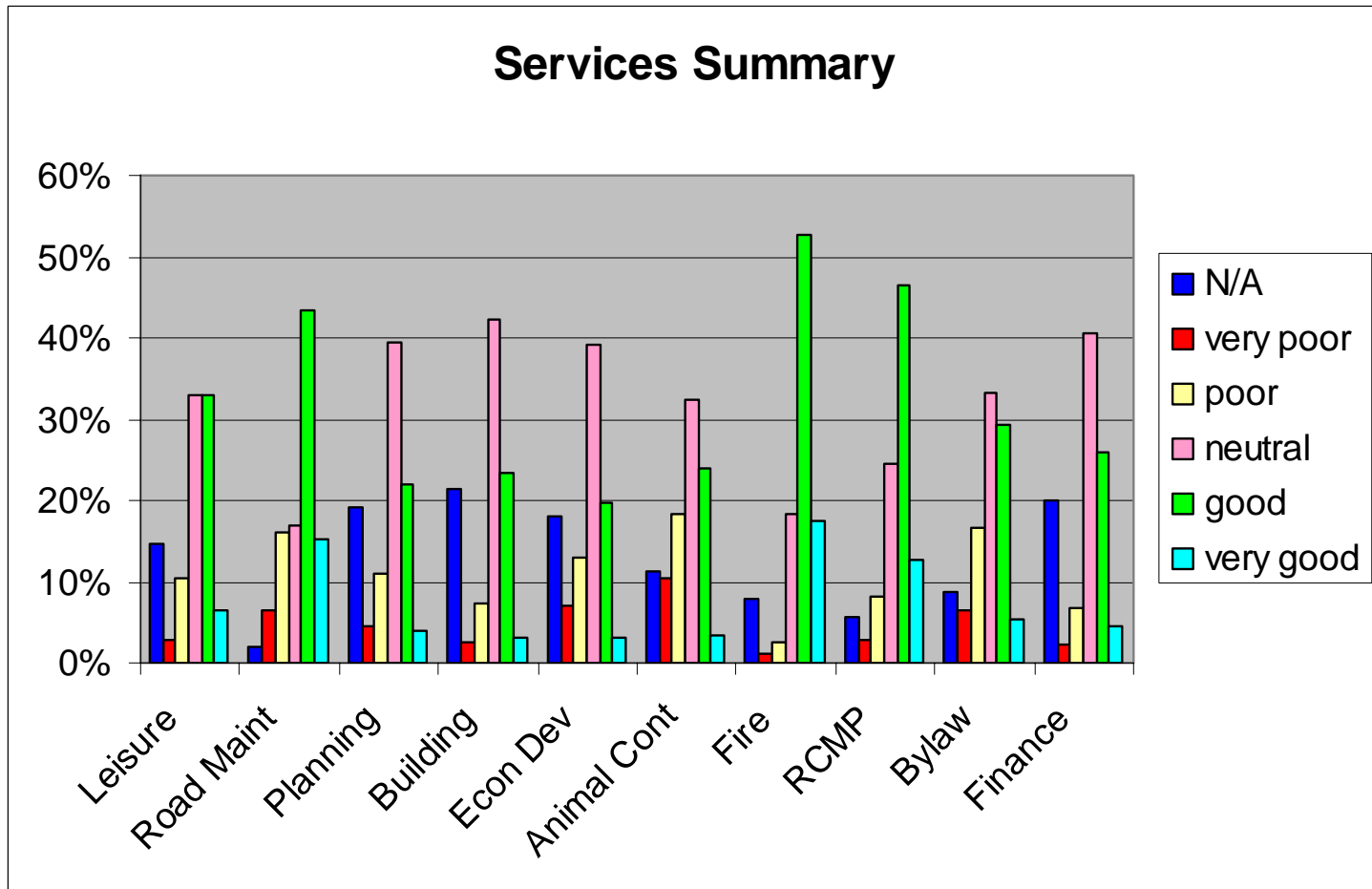
Should the City create a new bylaw to further regulate wood stoves and/or create a wood stove change-out program to encourage more effecient wood burning?



Should the City continue to permit outdoor burning of yard waste in October and April?



Satisfaction with City Services

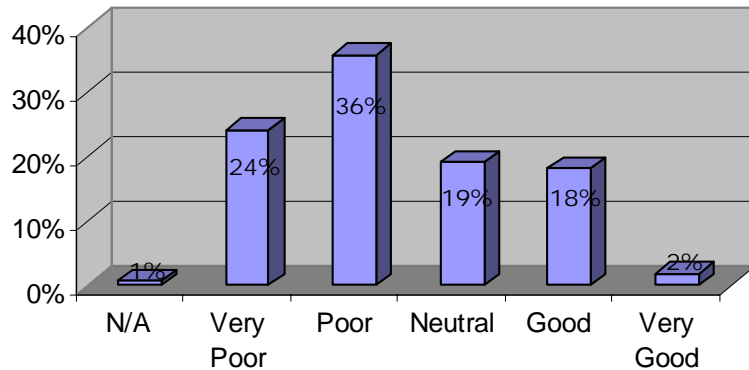


City Services: Overview

- Services with the most public visibility, such as, front counter (67%), Fire (70%), RCMP(60%) and road maintenance (59%) had good or very good satisfaction levels.
 - Less “visible” services such as Finance (61%), Building (63%), Planning (58%), and Economic Development (57%) had much higher neutral or not applicable ratings.
 - Good and very good responses for the less “visible” services were as follows: Finance (31%), Building (26%), Planning (26%), and Economic Development (23%).
 - The differences in ratings between visible and non-visible services was also reflected in the results of the 2003 Okotoks Community Survey.
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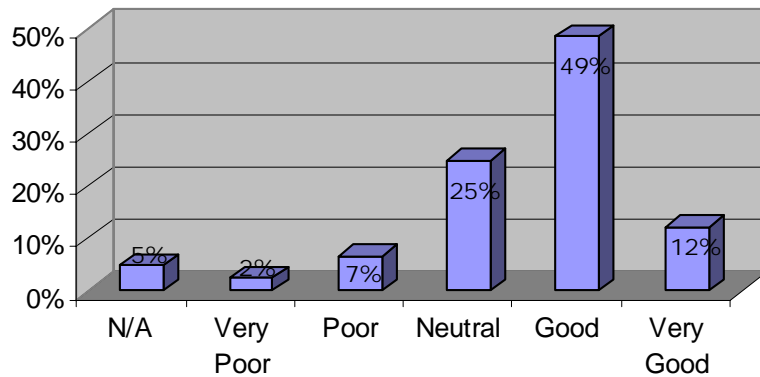
Evaluation of Present Infrastructure

Overall Satisfaction with Sidewalks
(701 respondents)



- 60% of respondents feel that the present condition of sidewalks is poor or very poor.

Overall Satisfaction with Trails
(689 respondents)

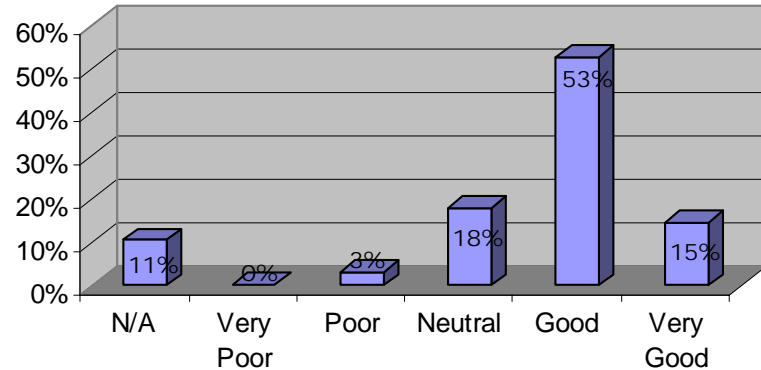


- 61% find community trails to be good or very good.

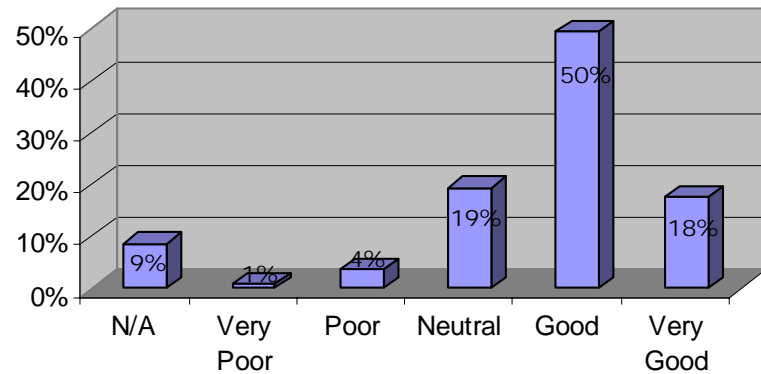
Evaluation of Present Infrastructure

- 68% feel that both Centre 64 and the Library/Museum are good or very good.
- Only 3% are not satisfied with Centre 64.
- 5% are not satisfied with the library/museum.

Overall Satisfaction with Centre 64
(696 respondents)



Overall Satisfaction with Library/Museum
(696 respondents)



Reduce and Improve City Services and Infrastructure

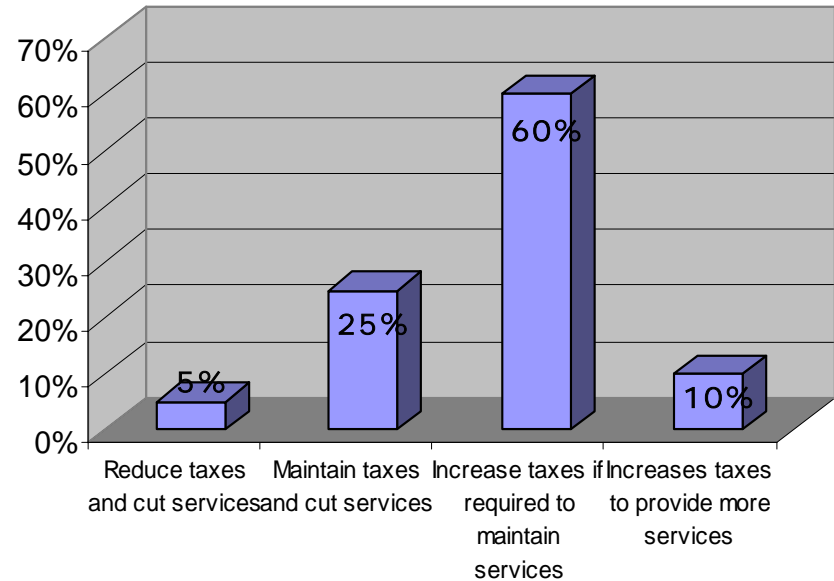
<i>Improve Services and Infrastructure</i>	<i>Frequency</i>
Road maintenance	317
Trail development/sidewalk maintenance	310
Business attraction	287
Subsidize transportation	226
Garbage services including recycling	221
Economic development	203
Beautification/landscaping	187
Policing/bylaw enforcement	138
Build skateboard/bike park	135
New recreation facilities	120
Leisure programming	113
Improve water and sewer infrastructure	113
Library	93
Grants to community groups	74
Park/field improvements	67
Arena improvements	63
Improve cultural facilities	58
Develop more commercial parking	56
Community branding	53
Other	37
Improve fire protection	34
Improve curling rink	27

<i>Reduce Services and Infrastructure</i>	<i>Frequency</i>
Commercial parking	202
New recreation facilities	185
Build skateboard/bike park	162
Improve curling rink	149
Improve cultural facilities	148
Subsidize transportation	146
Community branding	134
Grants to community groups	117
Improve fire protection	100
Beautification/landscaping	91
Leisure programming	87
Park/field improvements	84
Arena improvements	83
Garbage services including recycling	78
Policing/bylaw enforcement	74
Library	50
Economic development	41
Business attraction	21
Trail development/sidewalk maintenance	19
Improve water and sewer infrastructure	19
Road maintenance	12
Other	10

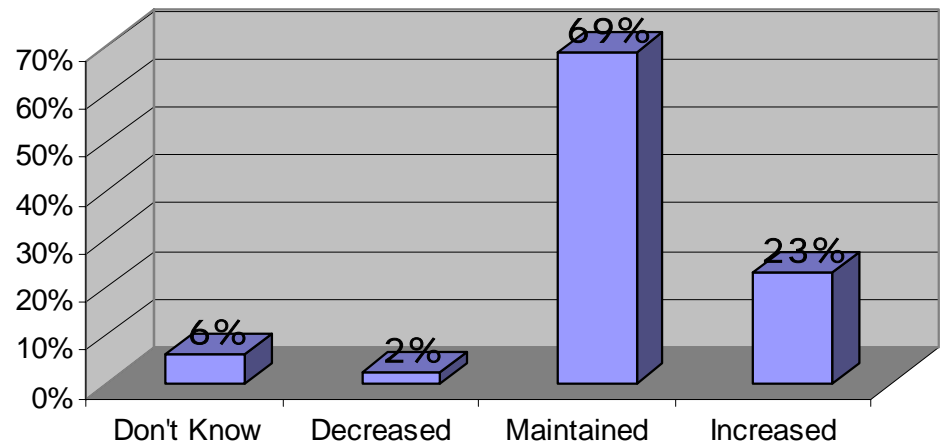
Levels of Service

- 60% are in favor of increasing taxes to maintain existing services.
- 69% would like service levels maintained.
- 22% are in favor of increased services; however, only 10% of respondents are supportive of increasing taxes to increase services.

Tax and Service Preferences

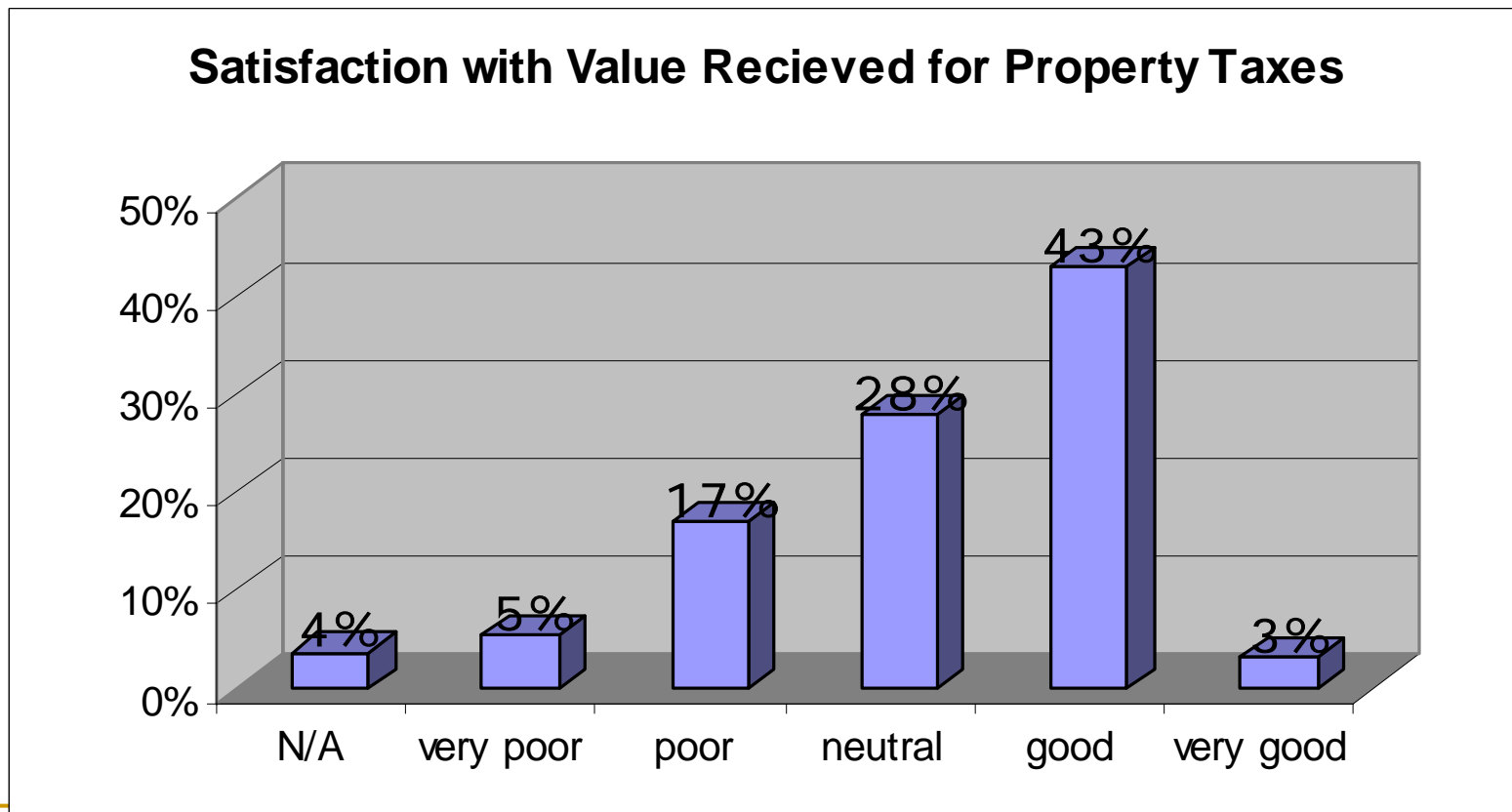


Levels of Service



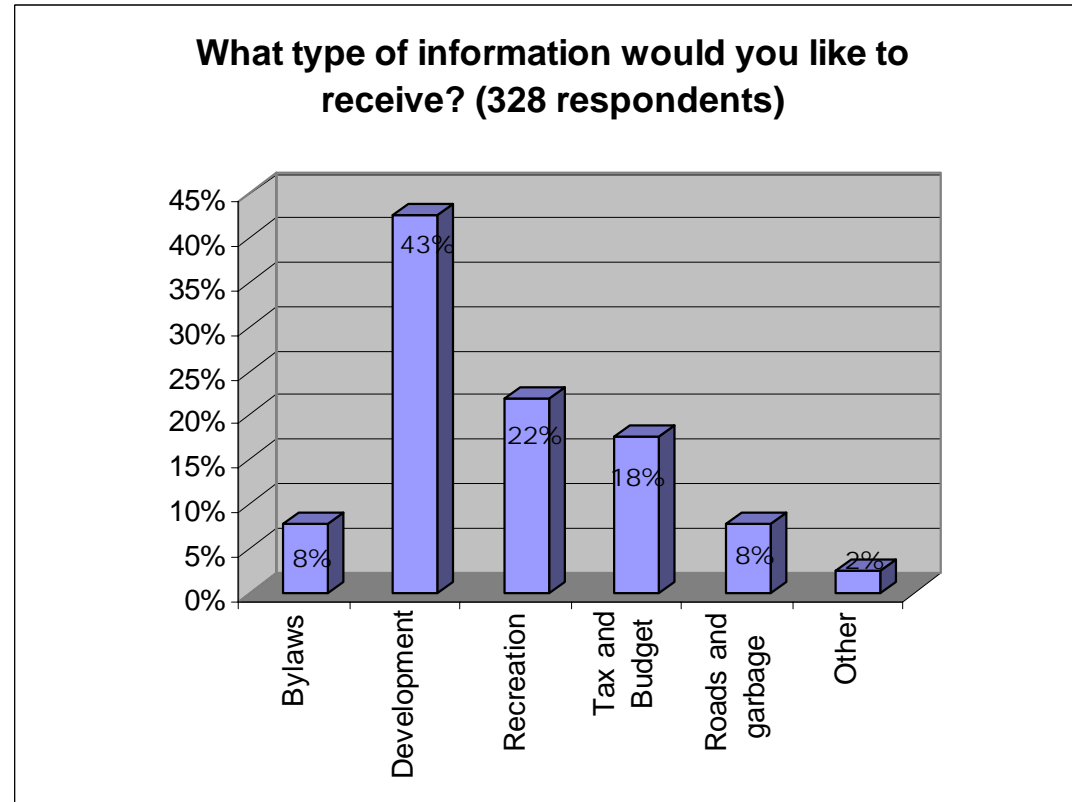
Value for Taxes

- 22% are not satisfied with the overall value received for property taxes.



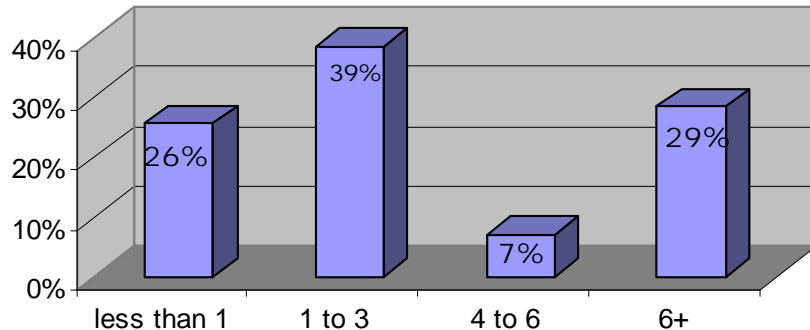
Communications

- An overwhelming majority of respondents listed the Daily Bulletin as their first or second source of information for City services.
- 51% of respondents would like additional information from the City.
- 43% would like to receive more information about development and 22% would like more information about leisure services and community recreation programming.

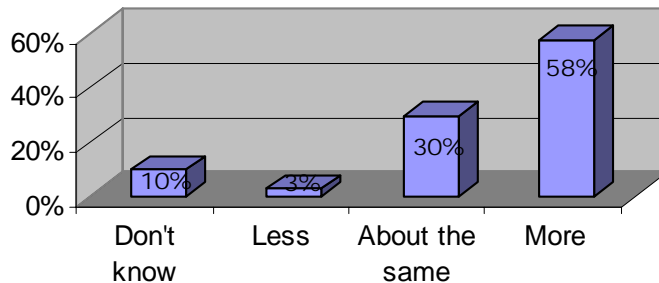


Out-of-Town Property Owners

Out-of-Town Property Owners
How many months do you spend in Kimberley?
(70 respondents)



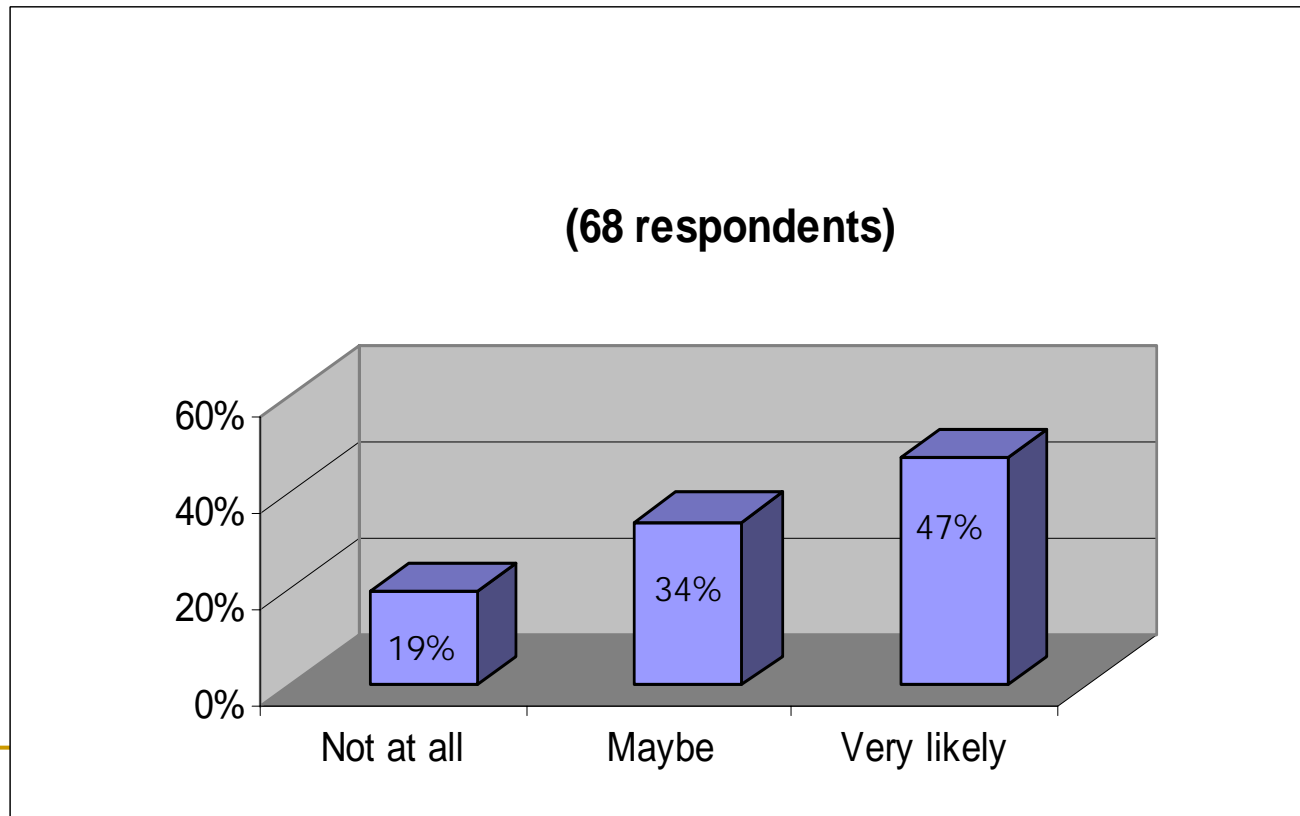
Out-of-Town Property Owners
In the next 5 years, how much time do you plan on spending?
(71 respondents)



- 29 % of our out-of-town property owners spend 6 months or more in Kimberley.
- 58% of out-of-town property owners would like to spend more time in Kimberley over the next 5 years. While only 3% plan on spending less time.

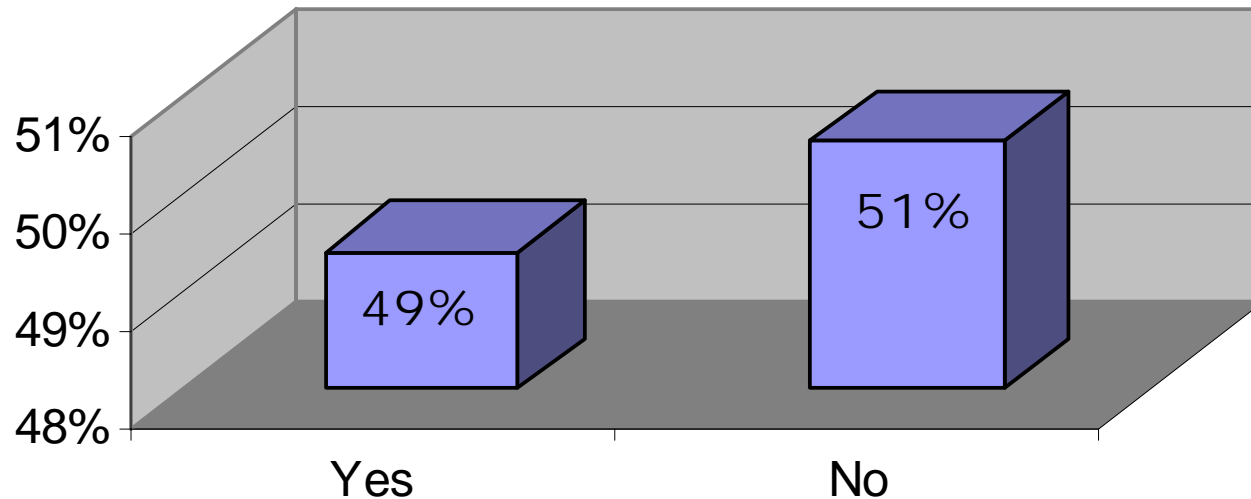
Out-of-Town Property Owners

- 47% of out-of-town respondents felt that they were very likely to make Kimberley their permanent residence in the next 5 to 10 years.



Out-of-Town Property Owners

**Are any of your friends or family considering purchasing property in Kimberley?
(87 respondents)**



Additional Information

- For more information on the 2005 Kimberley Community Survey, please contact:

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This survey was conducted in conjunction with the University of Victoria's School of Public Administration under the supervision of Dr. James MacGregor.
