



Glenmore-Ellison Improvement District (GEID)

May 19, 2023

thinking forward



Research Design

Research Design

Quantitative Survey

Total sample n=333

	n
TOTAL	333
Kelowna	311
Regional District of Central Okanagan	19
Other	1
Prefer not to say	2

Field dates: May 1 – 18, 2023

2023 GEID Ratepayer Survey

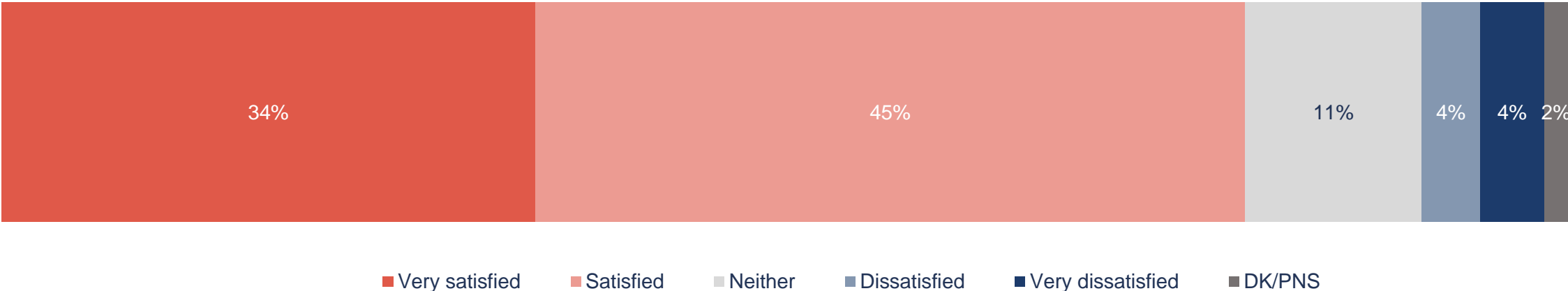
Key takeaways

- GEID enjoys a high degree of overall satisfaction (79% T2B ratings; only 8% dissatisfied overall).
- Satisfaction varies across criteria with reliability and safety uniformly satisfactory, some slight division over taste and much less satisfaction with price.
 - When overall satisfaction is much higher than some granular criteria, it means that that criteria cannot be greatly influencing overall satisfaction. Some are unhappy about price, but at least for now, it is not triggering a much overall dissatisfaction, if any.
- That noted, price-related issues popped in the priorities and the agree-disagree questions, so it's certainly not something people celebrating and in the current context of affordability and inflation, it is not surprising that price might be a sensitive topic.
- Staff get great marks on all criteria tested among those who have interacted with GEID in the past 12 months.
 - Typically, two criteria drive satisfaction with interactions: satisfactory resolution and the amount of time to resolution. People dissatisfied with either of those tend to give poor performance ratings. Only 27% had any interaction with GEID and among those, only 19% were dissatisfied with the resolution, that translates to about 5% of all respondents – almost as many who are dissatisfied with GEID overall. It is likely that these 5% who have had an unsatisfactory interaction make up most of the people dissatisfied with GEID overall. In our professional opinion, it is not very many and since it is unrealistic to expect 100% satisfaction overall or 100% having issues resolved, this should be considered a desirable combination of responses.
- Most have never voted in the elections of trustees and don't indicate much likelihood to start.

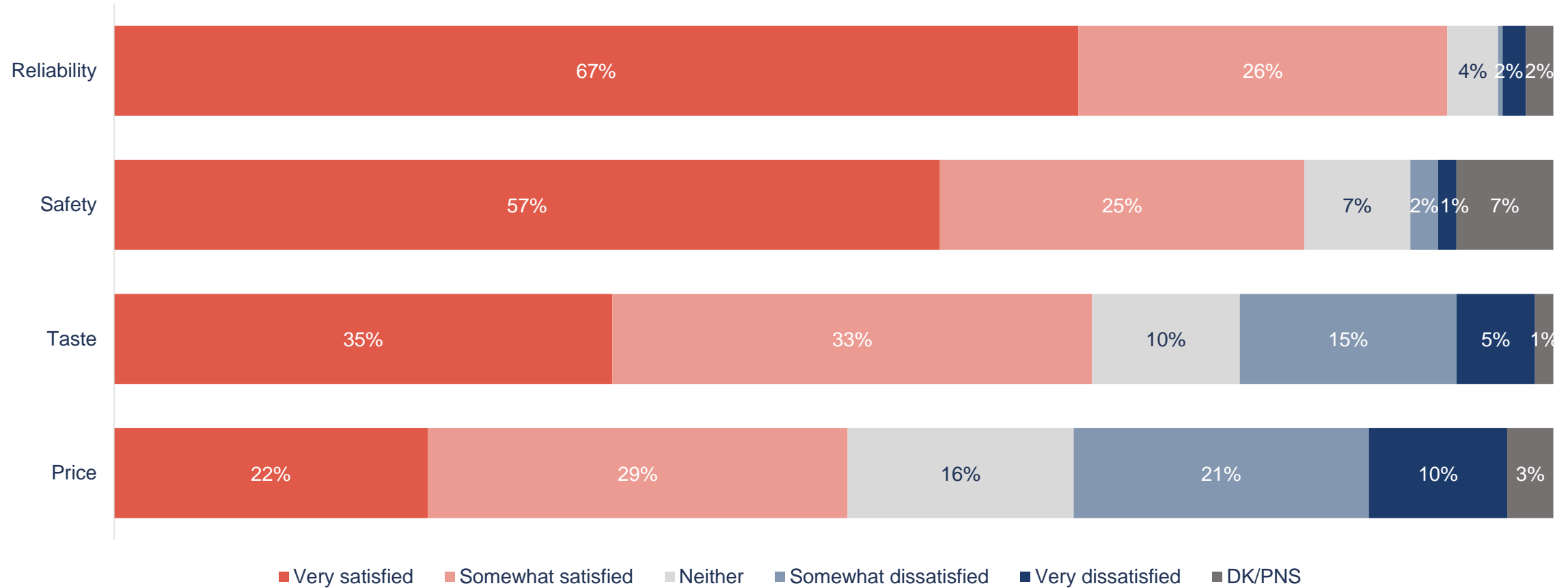
Topline Results



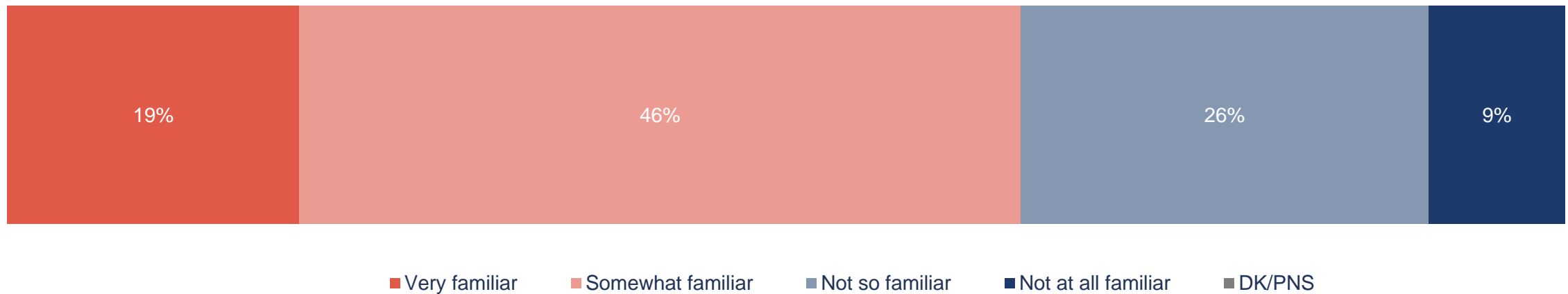
Overall satisfaction



Satisfaction by specific criteria

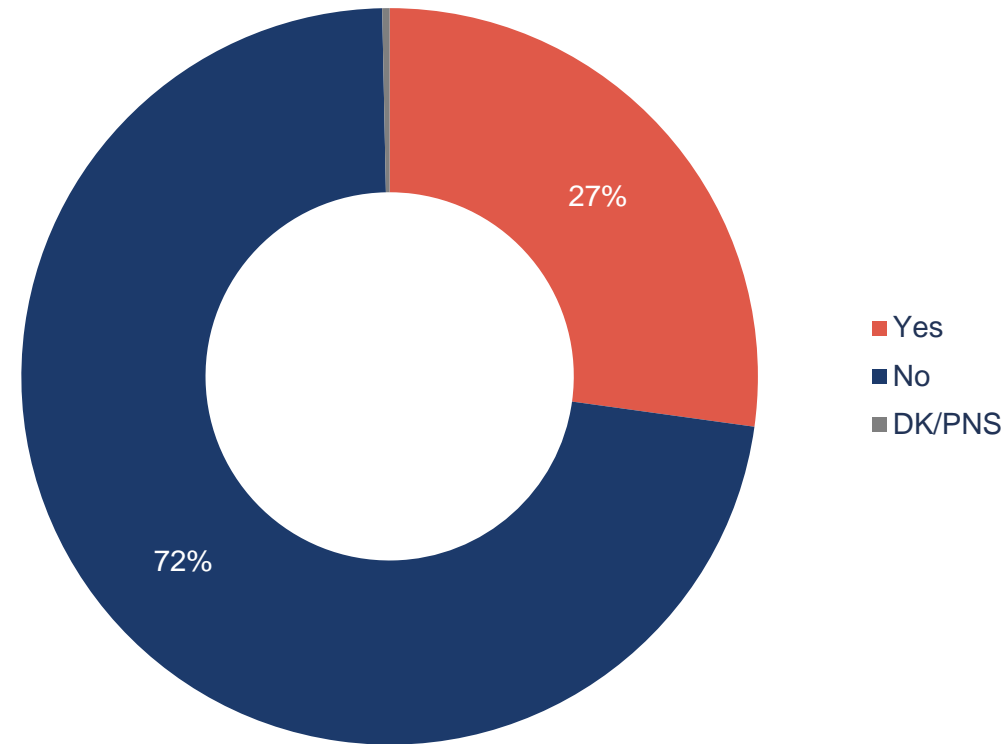


Familiarity with the GEID



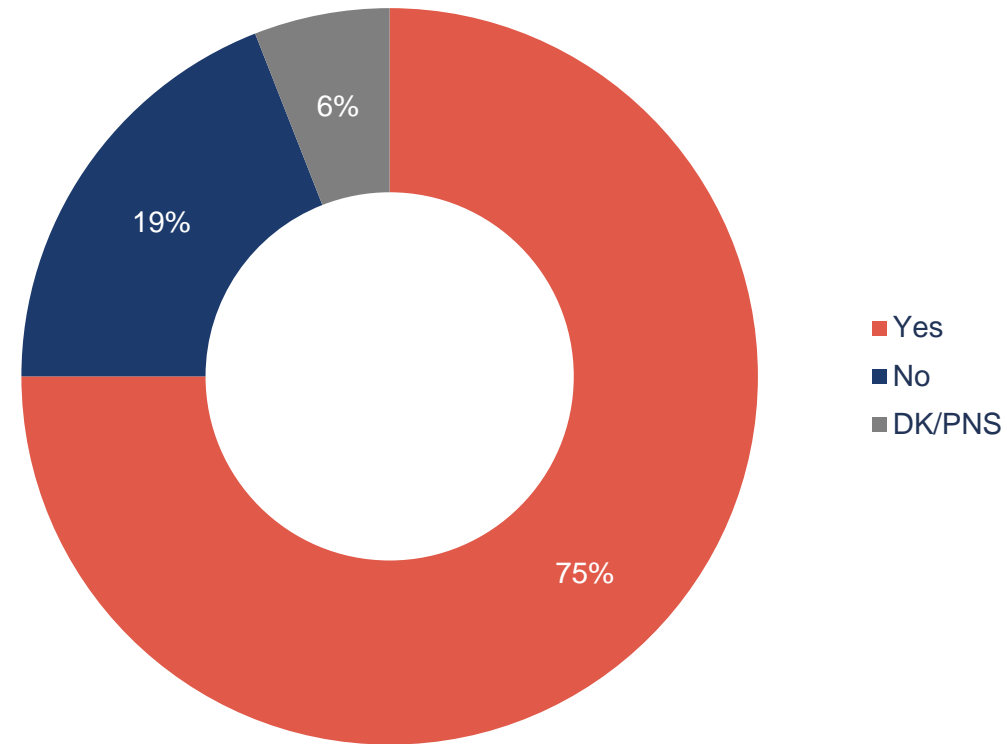
Q8: As you may know, the Glenmore-Ellison Improvement District (GEID) is an independent Public Water Utility responsible for providing water to residents in Kelowna, B.C and parts of the Regional District of Central Okanagan. How familiar would you say you are with the GEID? (n=309)

Recent contact with the GEID



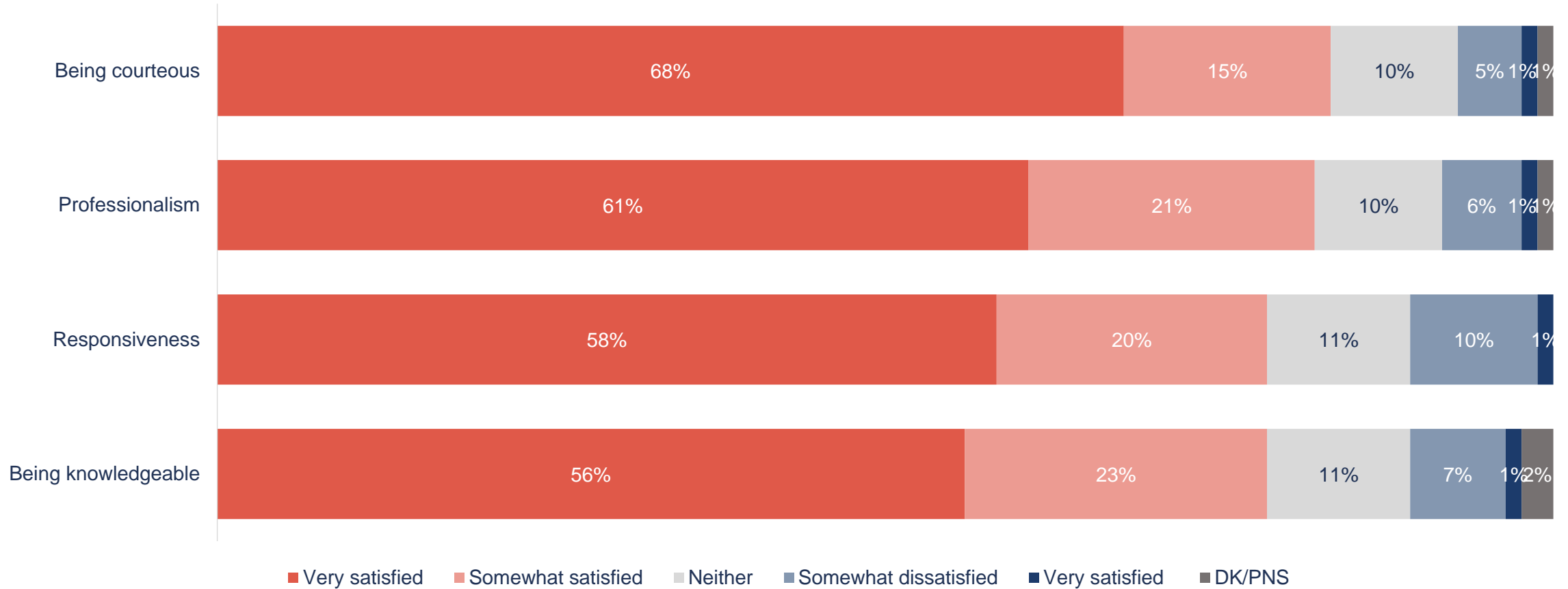
Q9: In the past 12 months have you contacted GEID for assistance in some way regarding your water service?
(n=309)

Issue resolution



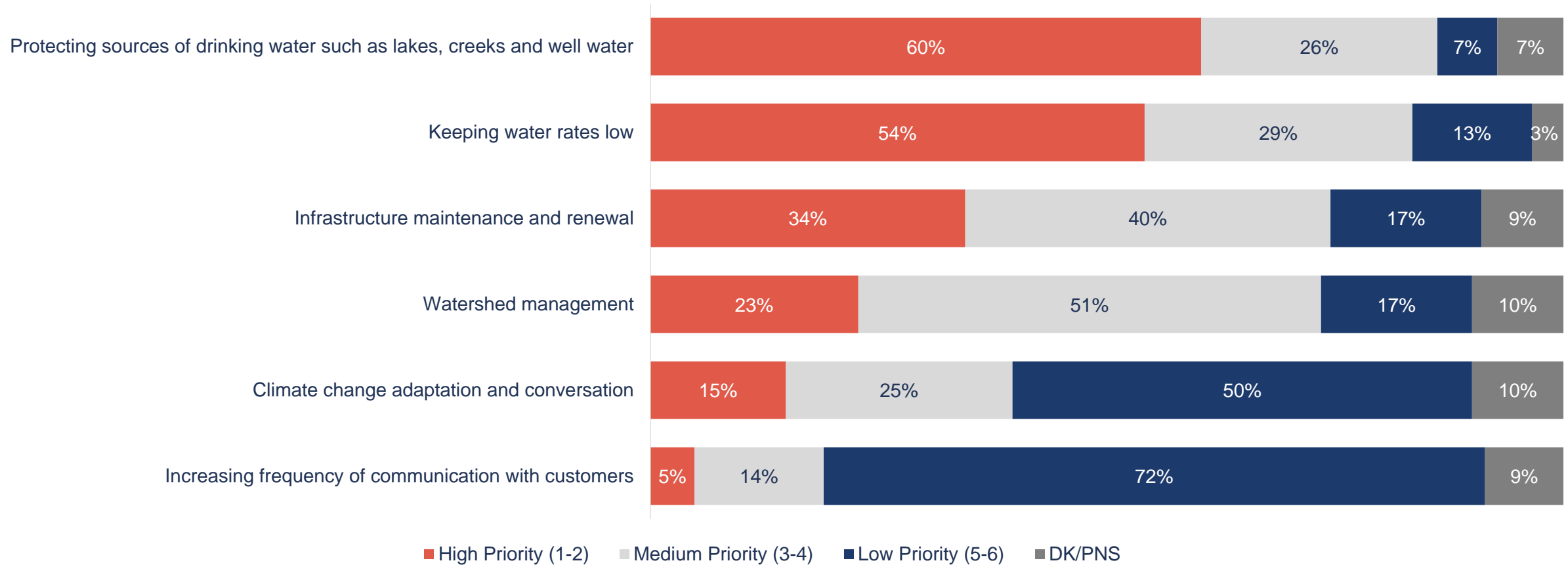
Q10: When you contacted GEID for assistance in some way regarding your water service, was the matter resolved to your satisfaction? (If contacted GEID, n=84)

Satisfaction with GEID staff



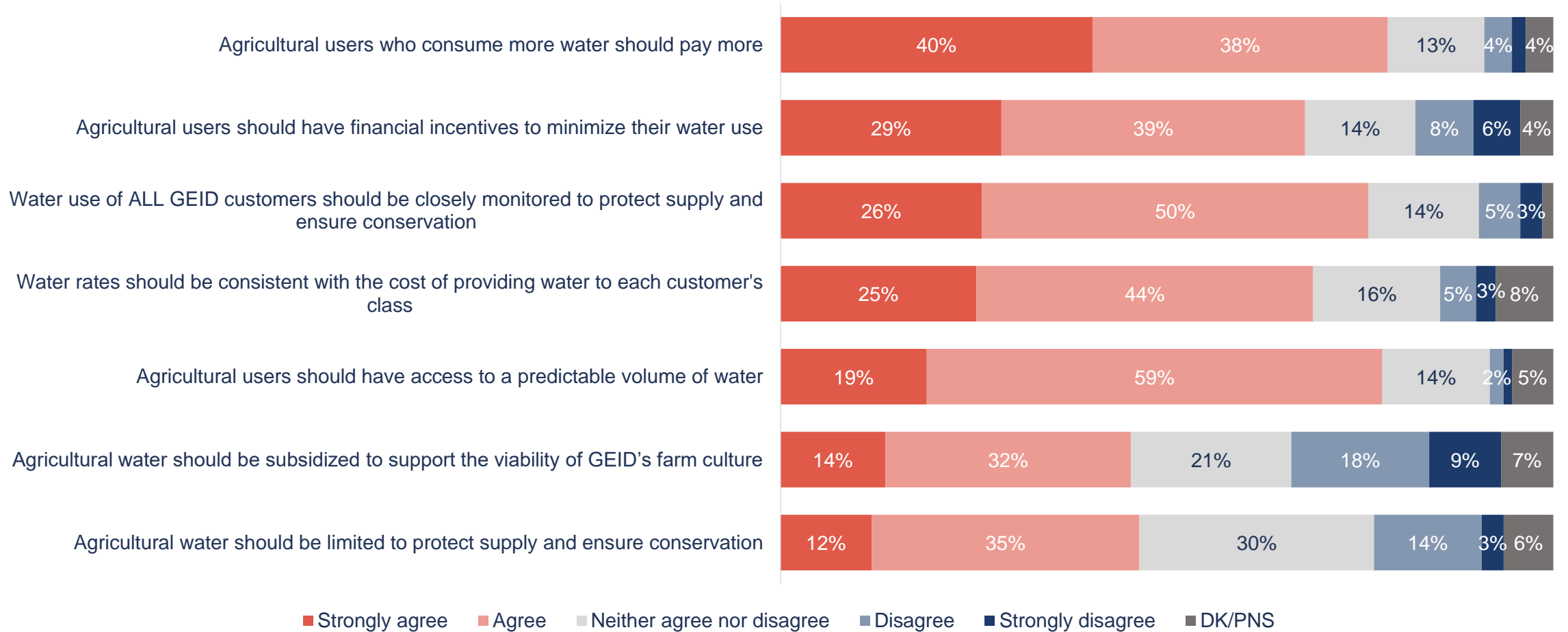
Q11-14: Please rate your level of satisfaction with GEID staff on each of the following criteria. (If contacted GEID, n=84)

Focus area priorities

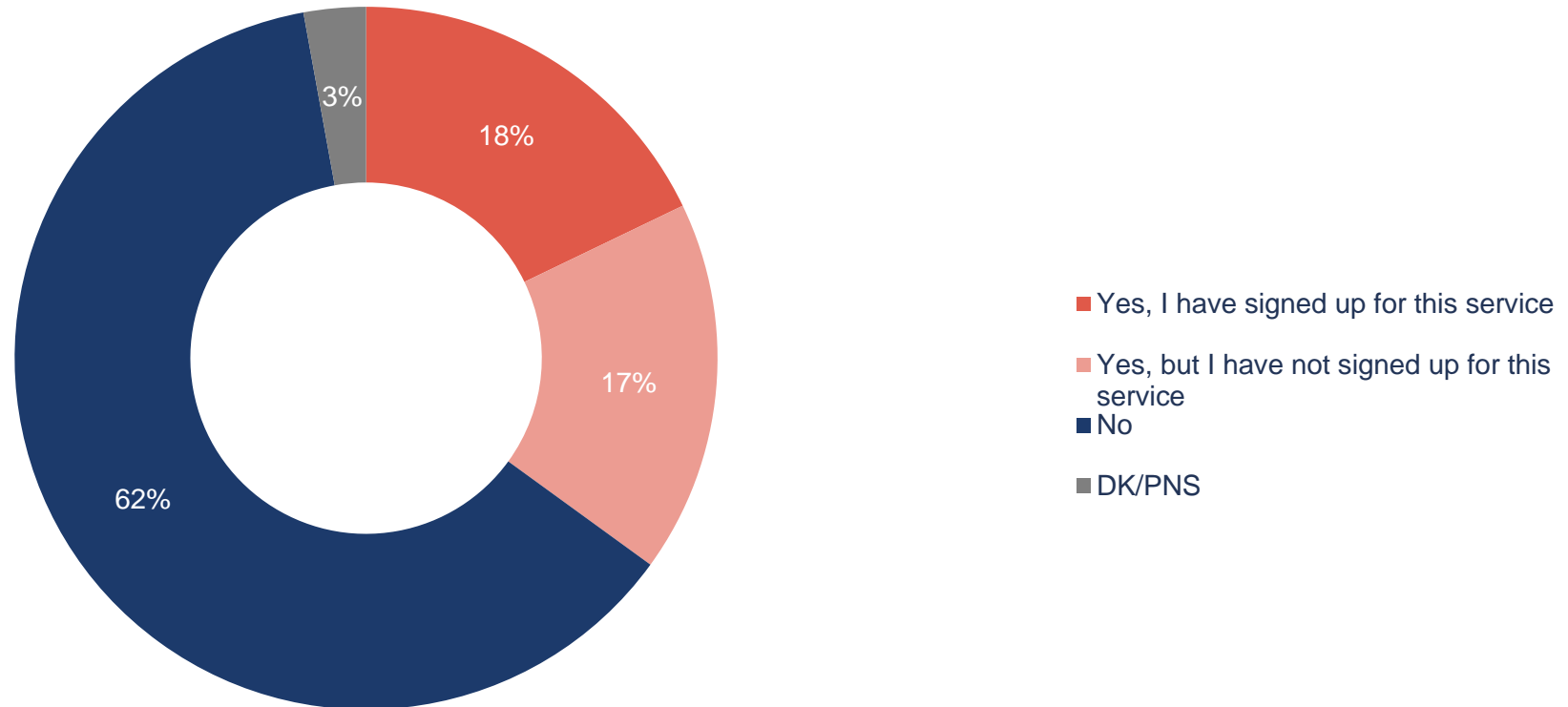


Q15-20: Looking ahead, there are a variety of areas in which GEID may focus its attention. Below is a list of six (6) possible areas of focus. Please sort them with 1 being the one you would set as the highest priority and 6 as the lowest priority. (n=290)

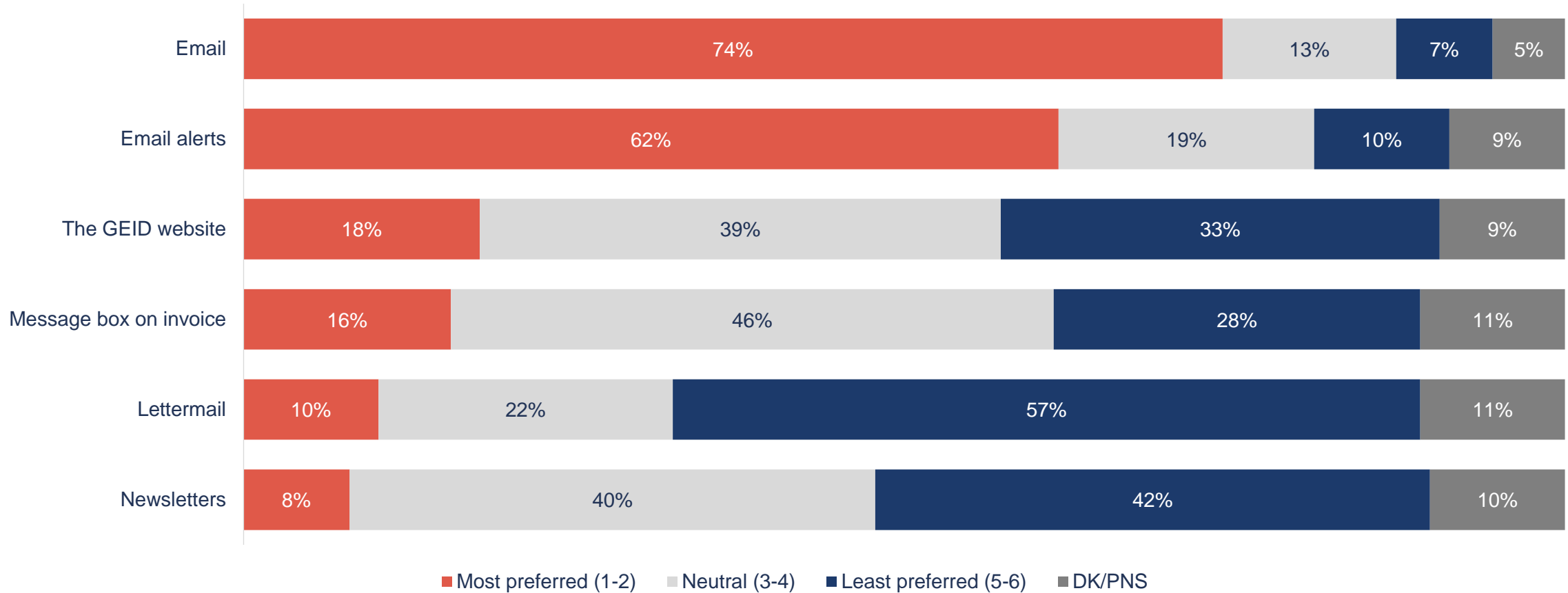
Agricultural focus areas



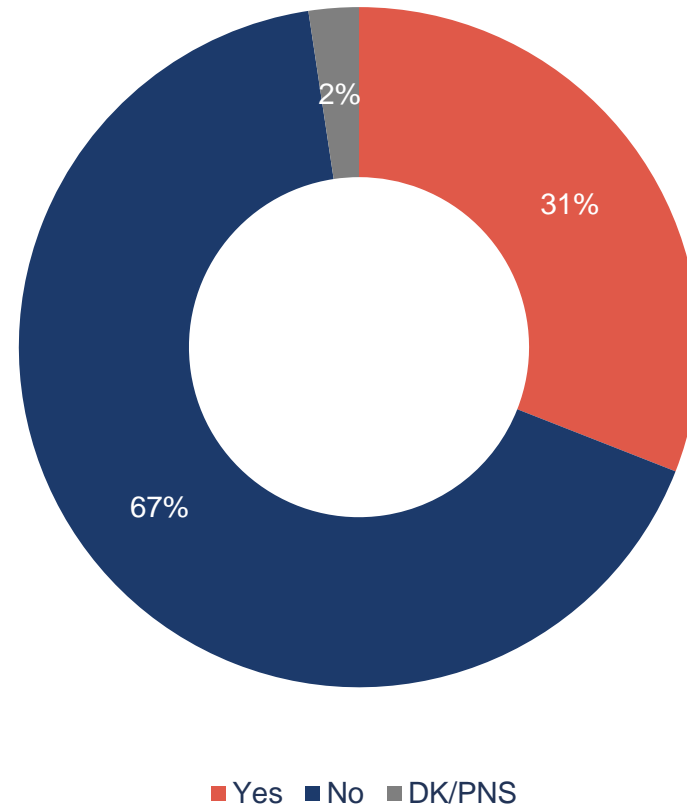
Email alert awareness



Preferred contact methods

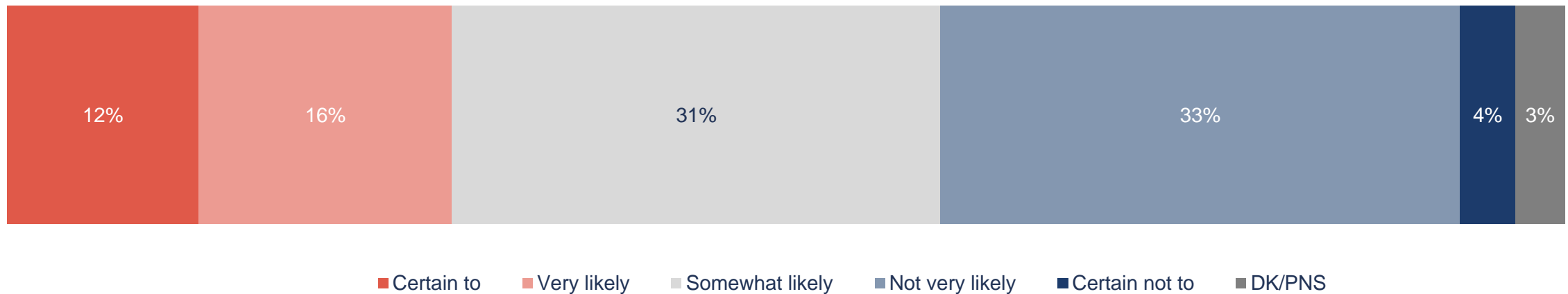


Past voting in annual elections for GEID trustees



Q37: As you may know, the GEID is governed by a Board of Trustees. Each year, an Annual Election is called to fill the rotating three (3) year terms for Trustees of the Board. Have you ever voted in one of these Annual Elections for GEID Trustees? (Except not at all familiar with GEID, n=252)

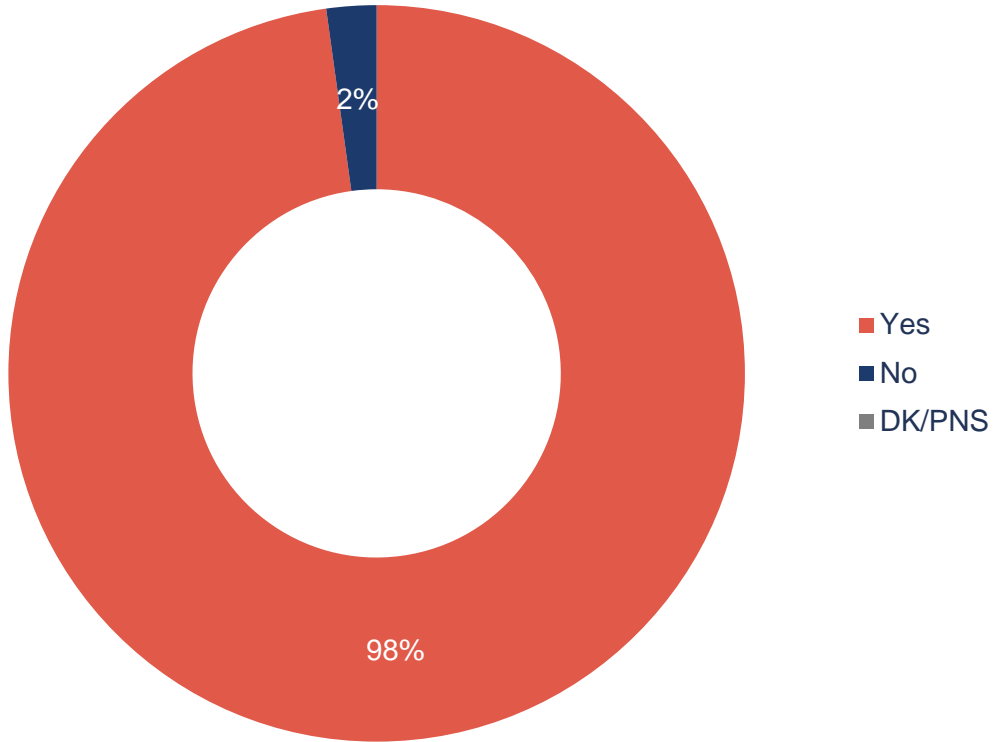
Likelihood of voting in annual GEID trustees election



Demographics

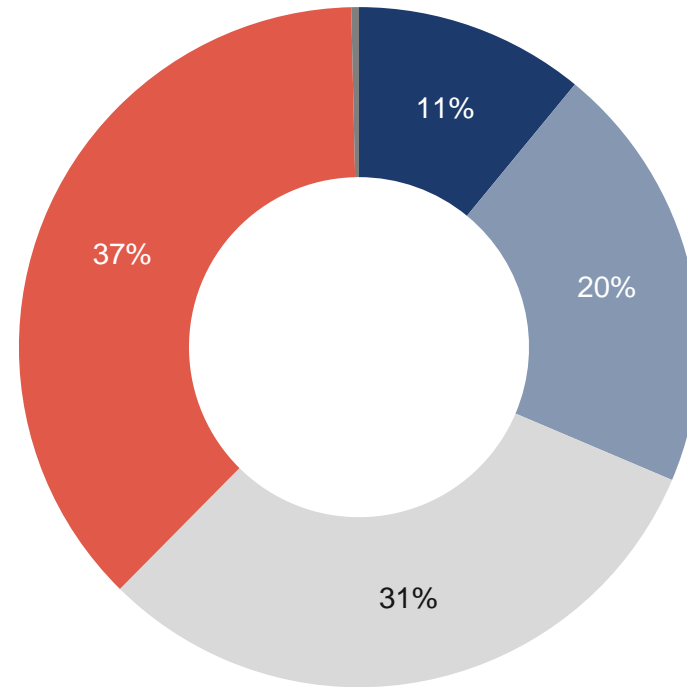


Canadian citizenship



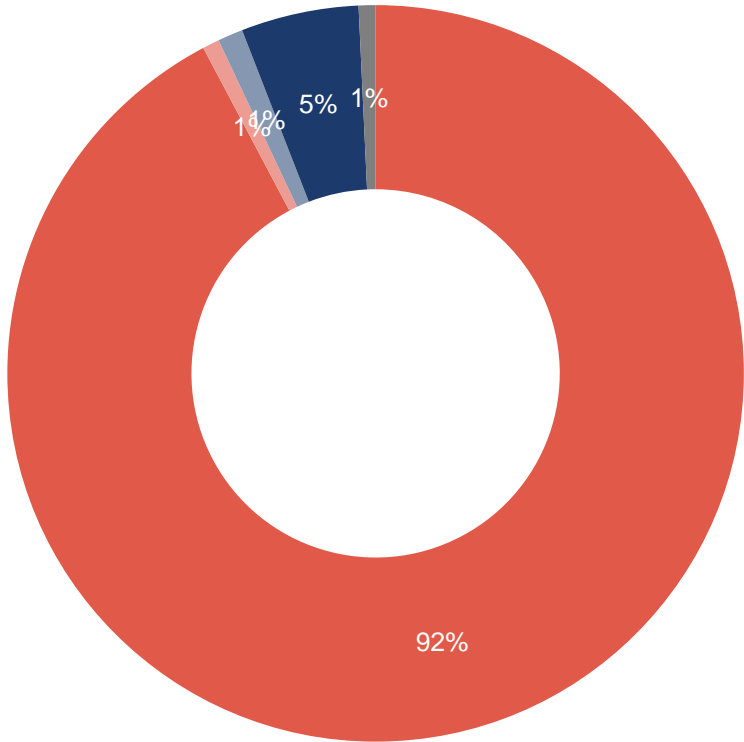
Q39: Are you a Canadian citizen? (n=274)

Length of time living in the Kelowna or Central Okanagan



■ Born here ■ Lived here for 5 years or less ■ Lived here for 6 to 20 years ■ Lived here for more than 20 years ■ DK/PNS

Type of water service



- Domestic (aka residential)
- Commercial
- General irrigation (aka G-Grade)
- Agricultural irrigation (aka A-Grade)
- DK/PNS



Q41: Which of the following best describes your type of water service? (n=271)



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thinking forward