



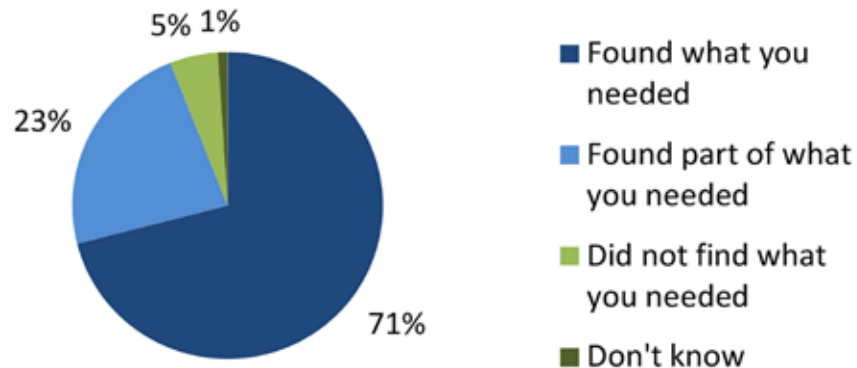
As the City of Vaughan continues to grow, it is imperative that the Citizen Experience continues to remain as positive and user-friendly as possible to meet their needs. The City plans to engage with its citizens in a meaningful way to more effectively reflect citizens' expectations in the design of services and to ensure that the City's service commitments are more consistently achieved. In doing so, the City can seek out ways to improve how residents and businesses experience our services. This strategic goal is supported by improving service delivery and by providing end-to-end citizen centered services, and developing and implementing a strategy that will allow the City to harness new technologies to ensure citizens get the best experience in person, by phone, online or mobile.

Citizen Experience

LEGEND: ✓ Completed ● On Track ▲ Issue Identified ● On Hold/Not Started

STATUS	ACTIVITIES
●	AMANDA Upgrade
●	City Vehicles Branding Update
●	Digital Services – Building Standards
▲	Digital Services – By-law and Compliance, Licensing and Permit Services
●	Digital Strategy
●	Integration of Access Vaughan Services Across more City Departments
●	One Stop Service Delivery Experience – Process Mapping and Best Practice Review (Economic Development and Culture Services)
●	Recreation and Culture Customer Service Review
●	Recreation Services Service Plan
●	Service Vaughan

Assessment of the City Website (2016 Citizen Survey)



KEY ACCOMPLISHMENTS

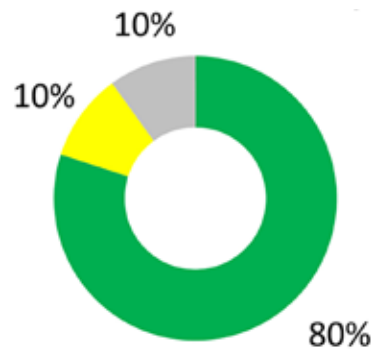
- Consultants engaged in stakeholder consultations and interviews for Digital Strategy and Service Vaughan initiatives
- Access Vaughan has launched enhanced call and email integration for Water and Wastewater inquiries

ISSUES

- Digital Services – By-law and Compliance, Licensing and Permit Services experiencing delays to software testing due to availability of testing site

Key Performance Measures

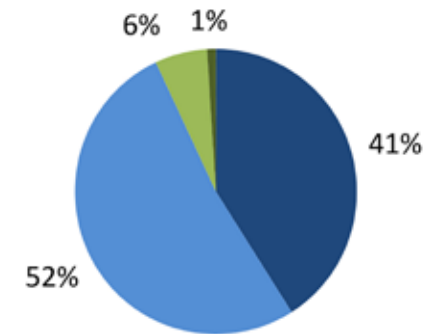
Activity Status:



- On Track
- Issue Identified
- On Hold / Not Commenced
- Completed

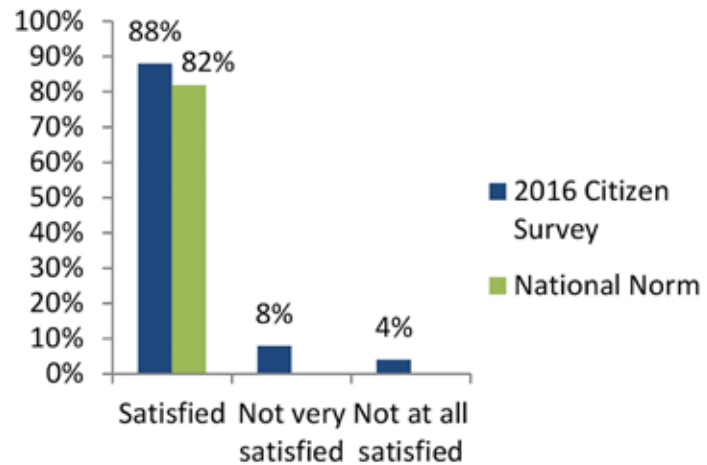
Satisfaction With Online Services

Activity Status:

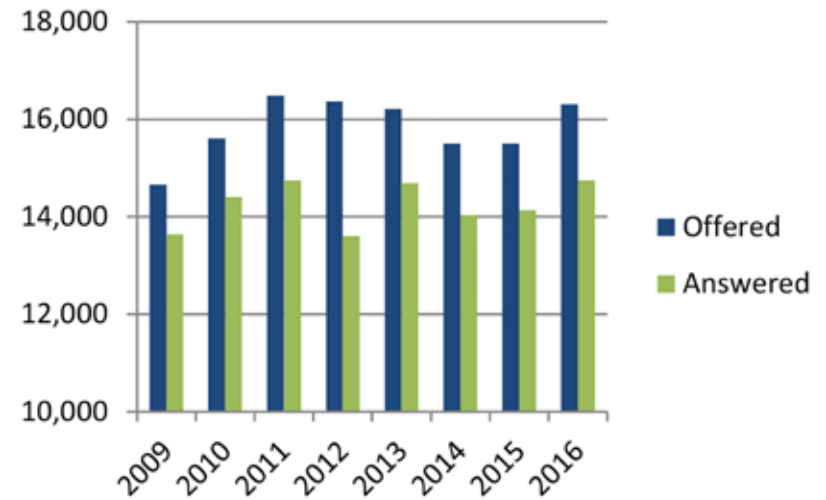


- Very Satisfied
- Somewhat Satisfied
- Not Very Satisfied
- Not At All Satisfied

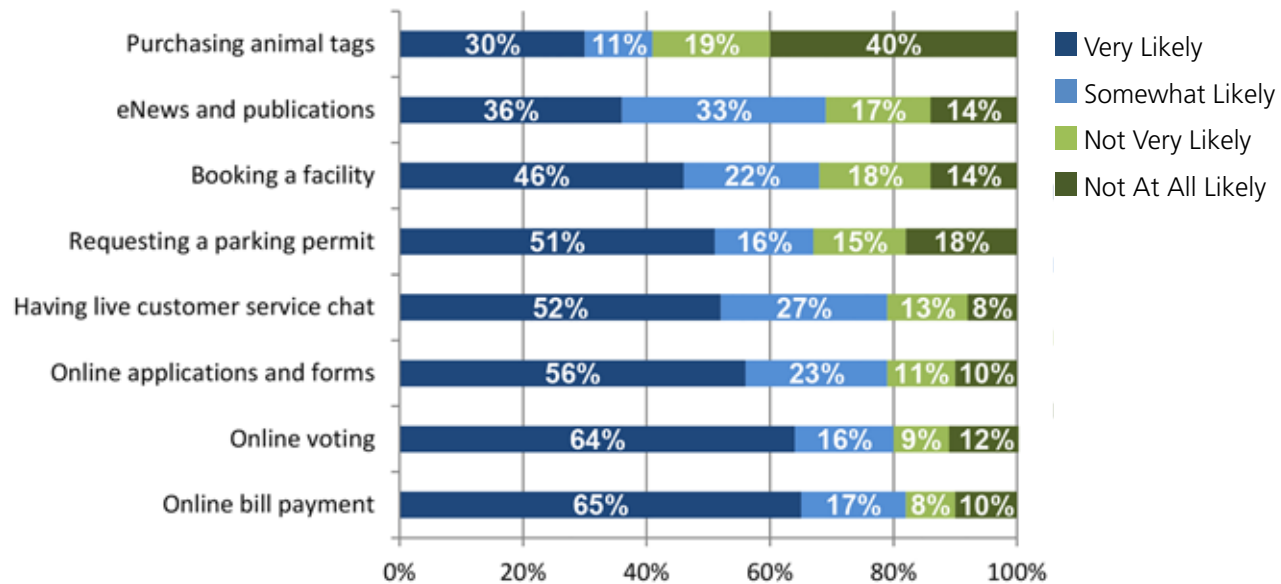
Satisfaction With Overall Quality of City Staff Service



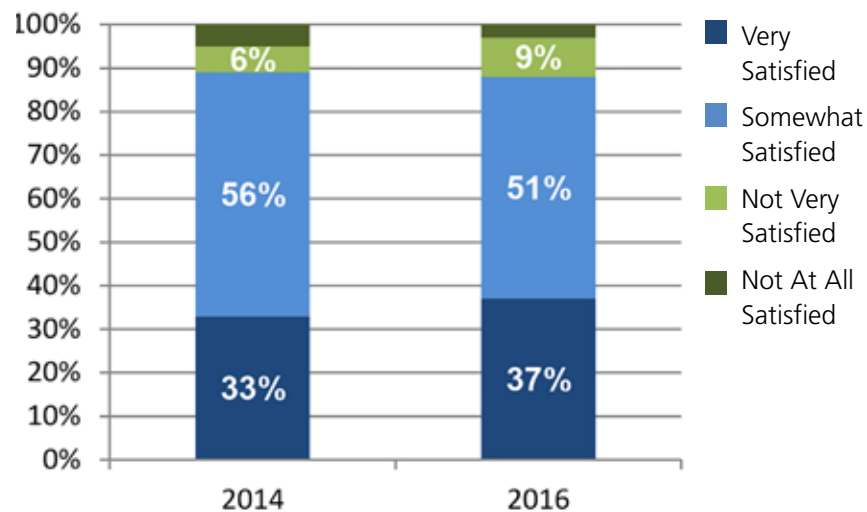
Access Vaughan Monthly Call Volume Average



Likelihood To Use Online Services



Satisfaction With Access Vaughan



HOW IS THE CITY DOING?

Eighty per cent of the activities supporting this Service Excellence Strategic Initiative remain on track, one has not yet commenced and one is currently experiencing delays due to software testing.

The majority of citizens are very satisfied or satisfied with Access Vaughan (88 per cent). Access Vaughan call volume was up in 2016. The number of calls offered (all inbound calls to Access Vaughan which they are responsible for responding to) was up five per cent and the number of calls answered was up four per cent (inbound calls which are connected with an agent for resolution).

Six in 10 residents surveyed during the 2016 Citizen Satisfaction Survey, indicated that they had visited Vaughan.ca in the past 12 months. Seventy-one per cent of the respondents visiting the website found what they needed, 23 per cent found part of what they needed and five per cent did not find what they needed. Among the visitors to the website, 94 per cent found the content to be very useful or somewhat useful.

Citizen satisfaction with online services was very high at 93 per cent. Residents were informed that the City of Vaughan was considering expanding how it delivers services online and were asked through the survey the likelihood of using specific services online. Residents were very likely or somewhat likely to use online bill payments (82 per cent), online voting (79 per cent), online applications and forms (79 per cent), and having live customer service chat (79 per cent).

The majority of citizens responding to the survey, who had contact with City staff in the past 12 months, indicated satisfaction with the overall quality of service received from staff (88 per cent), including more than half (53 per cent) who were “very satisfied”. Compared to the national norm, residents of Vaughan are more satisfied with the overall quality of service (88 per cent vs 82 per cent).

Among those who accessed or used any services or programs, the most commonly accessed were Vaughan Public Libraries (79 per cent), recreation programs (76 per cent), environmental services (47 per cent), parks and forestry operations (41 per cent) and financial services (38 per cent).