

EXTRACT FROM COUNCIL MEETING MINUTES OF MARCH 21, 2017

2 2016 CITIZEN SATISFACTION SURVEY RESULTS

- 1) That the recommendation contained in the following report of the Senior Manager of Strategic Planning, dated March 8, 2017, be approved; and
- 2) That the presentation by Mr. Martin Hrobsky, Vice President, Ipsos Public Affairs, Bloor Street, Toronto, and Communication C2, presentation material entitled, *“2016 Citizen Satisfaction Survey Results”*, be received.

1. That this report be received for information.

The Citizen Satisfaction Survey provides information on issues of concern to citizens, with specific topics related to environmental sustainability, including quality of life, clean environment, parks, open space and energy saving behaviour.

There are no economic impacts associated with this report.

A number of communications tactics will be utilized to promote the results from the 2016 Citizen Survey. These include a news release, social media, City Update eNewsletter, media outreach, digital signs and Vaughan TV. The survey results report and presentation will also be posted on the Citizen Survey webpage of the City's website.

Findings from the 2016 Survey indicate that 97% of respondents felt the quality of life in the City was very good or good. The proportion of residents who perceived it to be 'very good' is up by 16% from 32% to 48% since 2014. In addition, 94% of residents indicated that they were satisfied or very satisfied with the delivery of all services provided by the City. The proportion of Vaughan residents that are very satisfied is significantly higher than the national norm (38% vs. 30%).

$$\dots/2$$

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MARCH 21, 2017

Item 2, CW(W/S) Report No. 12 – Page 2

Background - Analysis and Options

The 2016 Citizen Satisfaction Survey provides the City with valuable feedback from residents which inform policy decisions, budgetary spending and continuous improvement.

Surveys are an important source of statistically valid, reliable and relevant feedback from citizens. Gathering residents' opinions on a number of key questions helps to inform strategic decisions by ensuring that the priorities which are set are aligned with the citizen needs and key issues of concern.

Since 2007, the City has been conducting Citizen Satisfaction Surveys to hear from citizens about their top-of-mind issues of concern and satisfaction with city services.

The last Citizen Satisfaction Survey was conducted in 2014. Questions were formulated to determine the most important issues facing the community, the quality of life in Vaughan, satisfaction and importance with service delivery, value for residents' tax dollars, and information requirements.

To build on the previous work, the City undertook a 2016 Citizen Satisfaction Survey initiative. The 2016 iteration included key questions from the previous surveys for benchmarking purposes, as well as new questions intended to address a few additional services, communication experience with staff and related service delivery perceptions.

The objectives of the 2016 Citizen Survey were to:

- determine the overall impressions and identify top-of-mind issues toward the quality of life in the City of Vaughan;
- determine the level of satisfaction of services provided by the City of Vaughan;
- identify citizen perceptions and expectations concerning specific municipal planning priorities given current rapid growth;
- benchmark the results of the 2016 Citizen Survey with those from previous surveys; and
- provide a baseline to track our progress delivering Service Excellence.

The City conducted 800 random telephone surveys that have been weighted based on age, gender and ward within the City of Vaughan to match the general population.

There were 800 random telephone surveys conducted from November 1st to 13th, 2016. The survey results are accurate to within +/- 3.5 percentage points, 19 times out of 20. The results of the survey have been weighted based on age, gender and ward within the City of Vaughan to match the general population of the city based on 2011 Census data.

Where available, national norm comparisons have been added to the report findings. This is based on a database of municipal norms provided by IPSOS, to assist with providing valuable context and benchmarks against which Vaughan can evaluate their performance.

Overall the City is meeting the needs of residents, providing for a good quality of life, satisfaction for taxpayer dollars and positive customer service experience.

97% of respondents felt the quality of life in the City was very good or good, and the proportion of residents who perceived it to be 'very good' is up significantly by 16 points from 32% to 48% since 2014.

There were more residents in 2016 that hold positive perceptions of quality of life, the overall delivery of service. The majority of respondents are satisfied with nearly all specific services. Moreover, these views are consistent across demographic subgroups. Satisfaction with most service delivery areas are also similar or higher than the national norms.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MARCH 21, 2017

Item 2, CW(WS) Report No. 12 – Page 3

Respondents provided responses on the most important issues facing their community and their satisfaction with the delivery of city services.

Respondents were asked to identify the most important issue facing their community. They identified the one issue they felt should receive the greatest attention from Mayor and Members of Council. The top most important issue identified by respondents was Transportation (62%).

Satisfaction with Service Delivery

94% of residents indicated that they were satisfied with the delivery of all services provided by the City of Vaughan; this figure is up 4 points from 2014. This is on par with the national norm (91%). The proportion of Vaughan residents that are very satisfied is significantly higher than the national norm (38% vs. 30%).

Respondents identified satisfaction levels for 24 of the services provided by the City of Vaughan. For each service provided they indicated if they were very satisfied, somewhat satisfied, not very satisfied or not at all satisfied. Two-thirds of residents were satisfied or very satisfied with 23 out of the 24 services provided by the City of Vaughan. Residents are most satisfied with:

- Fire services (99%)
- Local Public Libraries (97%)
- Online services (93%)
- Off-road multi-use/natural trails (92%)
- Arts and Culture (92%)

The lowest satisfaction level is found for traffic flow and congestion, with only one quarter (25%) expressing satisfaction.

The City of Vaughan scores higher than the national norm on satisfaction scores related to general road condition and maintenance of local roads (83% vs 70% respectively) and bylaw and compliance (80% vs 74%). Satisfaction scores were lower than the national norm on land use and community planning (67% vs 71%), maintenance of parks and greenspace (90% vs 94%) and especially on traffic flow and congestion (25% vs 65%). When compared to historical results, the following data shows changes in satisfaction scores for the listed services:

Service	2011	2012	2014	2016	Changes in Satisfaction Score (2014 to 2016)	National Norm	Above or Below Norm
Sidewalk snow removal	79%	87%	77%	84%	+7	-	-
Business support services	79%	86%	86%	91%	+5	-	-
Garbage, recycling, organics and yard waste collection	88%	91%	88%	91%	+3	89%	↑
Local Public Libraries	86%	92%	94%	97%	+3	89%	↑
Road snow removal	86%	91%	84%	86%	+2	-	-
Arts and Culture	75%	78%	90%	92%	+2	89%	↑
Fire Services	90%	99%	99%	99%	0	95%	↑

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MARCH 21, 2017

Item 2, CW(W/S) Report No. 12 – Page 4

Service	2011	2012	2014	2016	Changes in Satisfaction Score (2014 to 2016)	National Norm	Above or Below Norm
Sidewalks and street lighting	82%	87%	86%	86%	0	-	-
Maintenance of parks and green spaces	88%	86%	90%	90%	0	94%	↓
Recreation and fitness service programs	86%	88%	92%	91%	-1	77%	↑
Bylaw and Compliance	76%	82%	81%	80%	-1	74%	↑
Access Vaughan			89%	88%	-1	-	-
Land use and community planning	72%	74%	70%	67%	-3	71%	↓
End of driveway snow removal	74%	83%	76%	72%	-4	-	-
Traffic flow and congestion			39%	25%	-14	65%	↓

The 2016 Citizen Satisfaction included the addition of the following services. The table presents the score based on respondents satisfaction (very satisfied and satisfied).

Services added to 2016 Survey	2016	National Norm	Above or Below Norm
Recreation and Fitness Facilities	91%	83%	↑
Off-road multi-use / natural trails	92%	-	-
Parks development	89%	89%	↕
Online Services	93%	-	-
General road condition and maintenance of local/neighborhood roads	83%	-	-
Building permits and inspection services	77%	-	-
Financial Services	70%	-	-
Cycling infrastructure and bike lanes	62%	-	-
Processing and involving the public in the review of development applications	65%	-	-

Interaction with the City

Four in ten respondents (42%) indicated that they have had contact with a City of Vaughan staff or employee in the past 12 months. This was up four points from 2014. This is still lower than the national norm (52%). The most common mode of contact was by telephone (64%). An increasing number of citizens are contacting staff in person (up 19%), through the city website (up 22%) and by email (up 12%).

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MARCH 21, 2017

Item 2, CW(WS) Report No. 12 – Page 5

Respondent's satisfaction with the interaction of staff included courteousness (95%), knowledge (95%), accessibility of service (94%) and helpfulness (92%).

Taxes and Service Costs

After a significant decline in 2014, the proportion of residents who believe they receive good value for their tax dollars has increased and is now at the highest level recorded over the years. 85% agree that they receive at least fairly good value for their tax dollars, up 13% from 2014. This is slightly higher than the national norm of 80%.

Communications

The most preferred ways of contact from the City of Vaughan continue to be newsletters and brochures sent through the mail. Use of the City's website is increasing slightly. 70% of respondents indicated finding what they needed when exploring the website. This was a decrease of 7% since 2014.

For the first time, the Citizen Satisfaction Survey has been made available to residents in an online format, allowing for a new avenue of public engagement through voluntary participation in the survey.

The 2016 Citizen Satisfaction Survey was also made available to the public through an online open-link survey from the City's website. This was new to the survey process and has not been done in the past with the Citizen Satisfaction Surveys. This online survey provided a new avenue for public engagement through an interactive online tool, allowing members of the public to voluntarily voice their opinions about service and satisfaction with City services, staff, and significant City initiatives. The survey was made available from November 1st to November 28th, 2016 and was completed by 156 respondents, 18 years of age and older living in the City of Vaughan.

As an online open-link survey it is not designed to reflect an accurate representation of Vaughan residents amongst the respondents. All responses provided through the online survey will be used to assist with informing key trends and issues of importance for the City. The results have been kept separate from the telephone survey for statistical purposes.

The level of satisfaction is slightly lower in the online survey than it was in the telephone survey, while positive perceptions of quality of life remain at a very high level.

In the online survey, the perceptions of quality of life remained at a high level (90%). In addition, satisfaction with the delivery of all services by the City is at 87%. More than half of the residents who completed the online survey were satisfied with 21 out of 24 services provided by the city.

While satisfaction is positive for most individual services in the online survey, the level of satisfaction is lower than it was in the telephone survey for all services except financial services and end of driveway snow removal.

Relationship to the Term of Council Service Excellence Strategy Map

The Citizen Survey provides feedback on the City's implementation of the Term of Council Service Excellence Strategy Map, satisfaction with City programs and services, as well as key issues facing the City going forward.

Regional Implications

Any regional implications will be identified in the survey results and shared with relevant regional staff.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MARCH 21, 2017

Item 2, CW(WS) Report No. 12 – Page 6

Conclusion

The 2016 Citizen Survey provides citizen feedback on their top-of-mind issues of concern and satisfaction with city services.

Findings from the 2016 Survey indicate that 97% of respondents felt the quality of life in the City was very good or good. The proportion of residents who perceived it to be 'very good' is up by 16% from 32% to 48% since 2014. In addition, 94% of residents indicated that they were satisfied or very satisfied with the delivery of all services provided by the City. The proportion of Vaughan residents that are very satisfied is significantly higher than the national norm (38% vs. 30%).

As we continue to deliver the Term of Council Service Excellence Strategy Map, the information gathered through the 2016 Citizen Satisfaction Survey will measure the impact of delivering on Council's priorities and service delivery improvements.

Attachments

N/A

Report prepared by:

Evan Read, Business Analyst, Strategic Planning, ext. 8045
Christina Bruce, MCIP, RPP, Senior Manager, Strategic Planning, ext. 8231