

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.

There are no economic impacts associated with this report.

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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.

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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%	↑

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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%).

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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.

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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

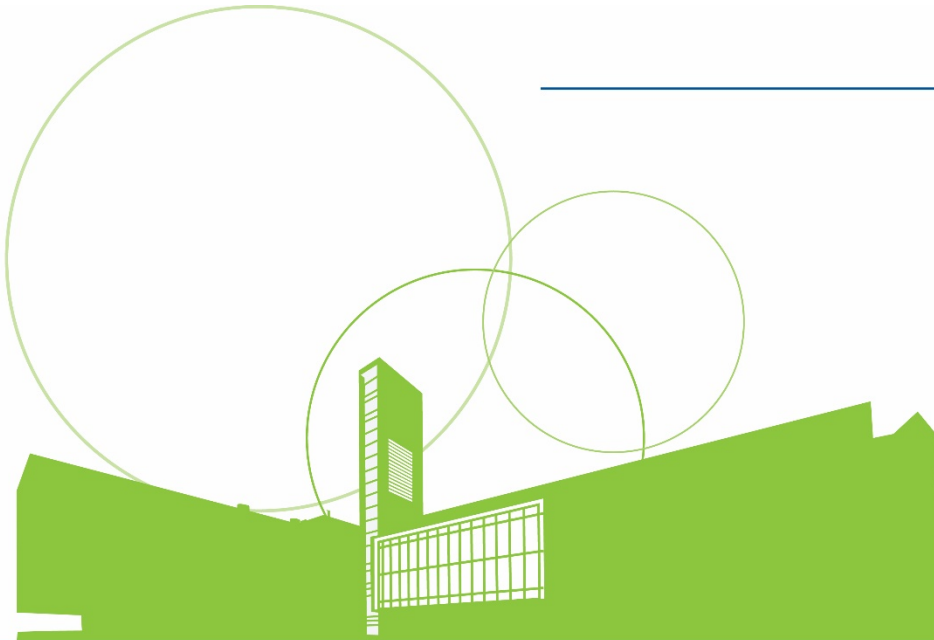
N/A

Report prepared by:

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2016 Citizen Satisfaction Survey Results

Committee of the Whole (Working Session)
Wednesday, March 8th



2016 Citizen Satisfaction Survey

Presentation to the City of Vaughan

March 2017

PRESENTER:

Martin Hrobsky, Vice President

BACKGROUND AND OBJECTIVES

- Since 2007, the City of Vaughan has conducted citizen surveys to assess satisfaction with existing programs and services provided by the City and to prioritize issues in order to improve municipal service delivery.
- The objectives of the 2016 Citizen Satisfaction Survey are 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; and
 - Benchmark the results of the 2016 Citizen Survey with those from previous surveys.

METHODOLOGY AND REPORTING CONVENTIONS

Methodology

- The survey was conducted by telephone (CATI) between November 1 and 13, 2016.
- The survey was conducted among 800 respondents 18 years of age and older living in the City of Vaughan.
- The margin of error for a sample of n=800 completed interviews is +/- 3.5 %, nineteen times out of twenty.
- The results of the survey have been weighted based on age, gender and sub-region within the City of Vaughan to match the general population of the City of Vaughan based on 2011 Census data.

Normative Comparisons

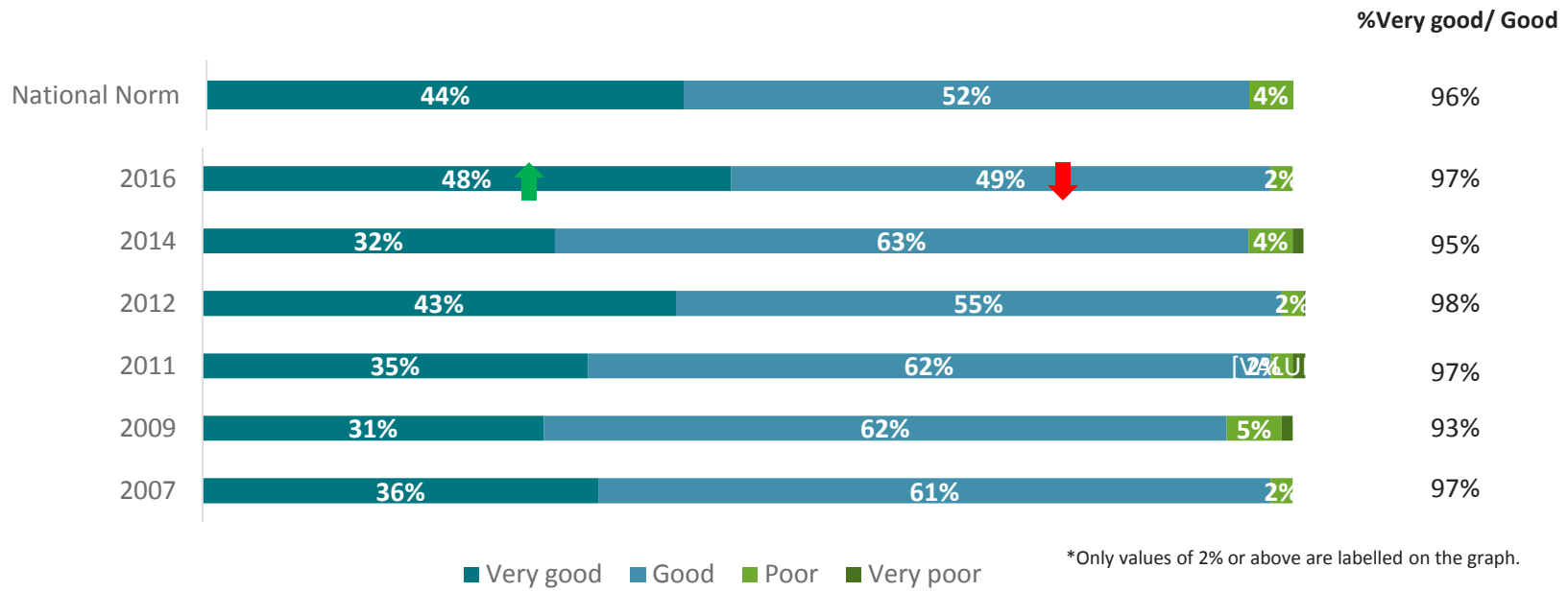
- Comparisons have been made between the results of the 2016 Vaughan Citizen Satisfaction Survey to Ipsos' database of municipal normative data where possible.
- This normative database is comprised of survey findings for select questions from other municipal government from across the country.

ASSESSMENT OF LIFE IN VAUGHAN

QUALITY OF LIFE

The overall perception of quality of life remains high (97% say very good or good) and is similar to 2014. But the proportion of residents who believe it is “very good” has increased significantly to half of residents (up 16 points from 2014).






Overall quality of life is similar to the national norm (97% vs. 96%, respectively), but the perception that it is very good is slightly higher (48% vs. 44%).



Q2. How would you rate the overall quality of life in the City of Vaughan today? Base: All respondents (excl. Dk/NA) 2016 (n=796); 2014 (n=797); 2012 (n=498); 2011 (n=500); 2009 (n=300); 2007 (n=300)

MOST IMPORTANT ISSUES FACING COMMUNITY

Transportation-related issues continue to be top-of-mind among Vaughan residents. Six in ten (62%) residents cite transportation as the most important issue facing their community. One in ten each mention taxation and municipal government spending (13%), healthcare (11%) or growth or development (11%). Since 2014, there have been increases in mentions of many issues, particularly transportation.

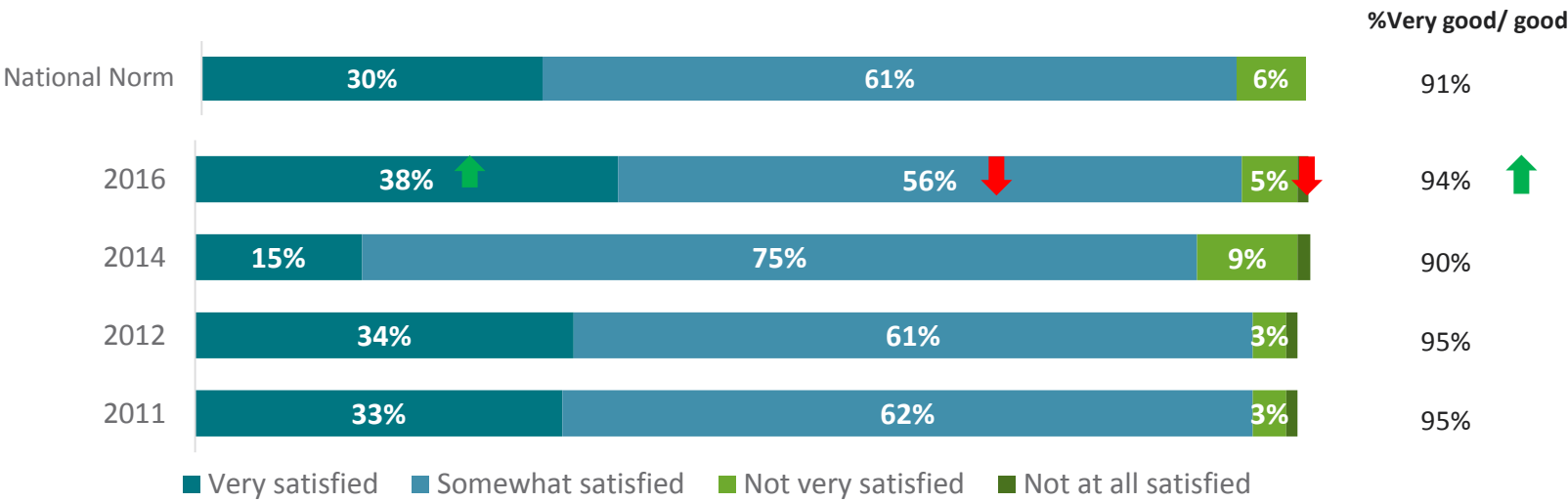
	2014	2016
Transportation (NET)	50%	62% 
Taxation/ Municipal Government Spending (NET)	10%	13%
Healthcare (NET)	6%	11% 
Growth (NET)	7%	11% 
Parks/ Recreation/ Culture (NET)	-	6% 
Education (NET)	2%	5% 
Municipal Government Services (NET)	4%	4%
Crime (NET)	5%	4%
Social (NET)	2%	3%
Economy (NET)	1%	3%
Environment (NET)	-	1%

SERVICE SATISFACTION

OVERALL SATISFACTION WITH SERVICES

Satisfaction with City services continues to be very high. Currently, 94% of residents indicate that they are satisfied with the delivery of all services provided by the City of Vaughan; this figure is up four points from 2014. Moreover, there has been a significant increase of 23 points in the proportion who are “very satisfied.”

Overall satisfaction with services is on par with the national norm (94% vs. 91%, respectively), but the proportion of Vaughan residents who are “very satisfied” is significantly higher than the national norm (38% vs. 30%).



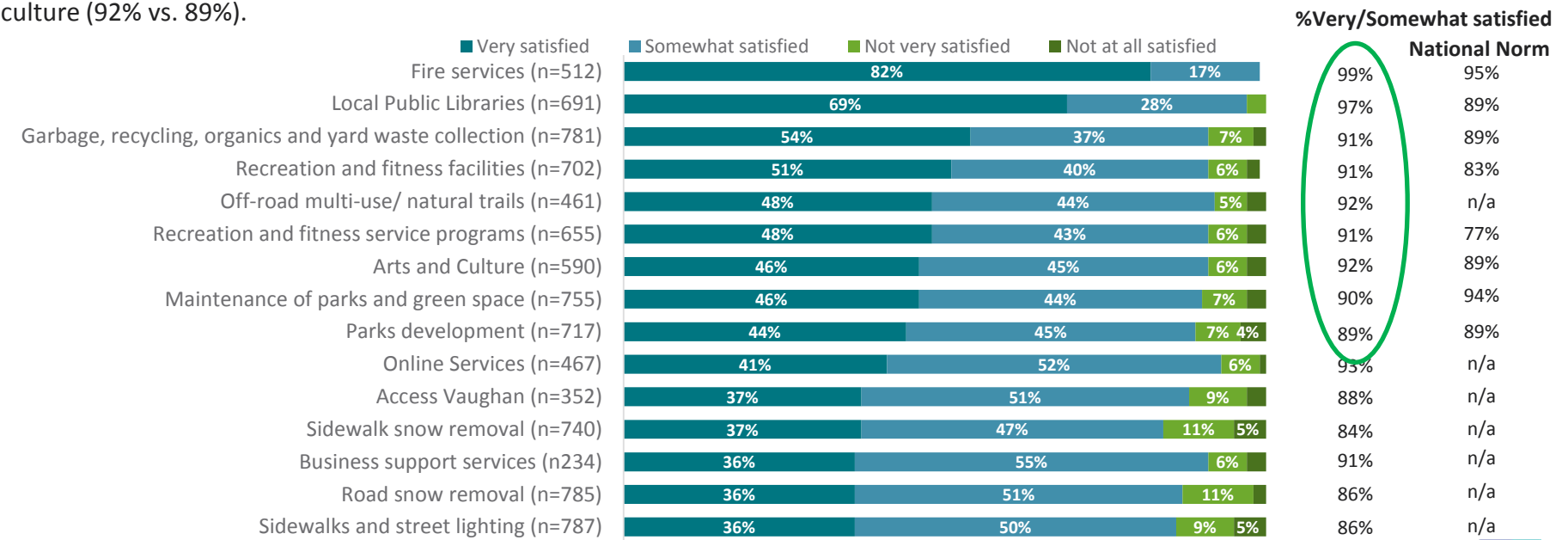
*Only values of 3% or above are labelled on the graph.

Q3. Overall, how satisfied are you with the delivery of all the services provided by the City of Vaughan? Base: All respondents (excl.dk/na) 2016 (n=795); 2014 (n=780); 2012 (n=498); 2011 (n=500)

SATISFACTION WITH INDIVIDUAL SERVICES (1)

Majorities of two-thirds of residents or more are satisfied with 23 out of 24 services provided by the City of Vaughan. Residents are most satisfied with fire services and Local Public Libraries (82% and 69%, respectively are “very satisfied”). More than half are also very satisfied with garbage, recycling, organics and yard waste collection (54%) and recreation and fitness facilities (51%).

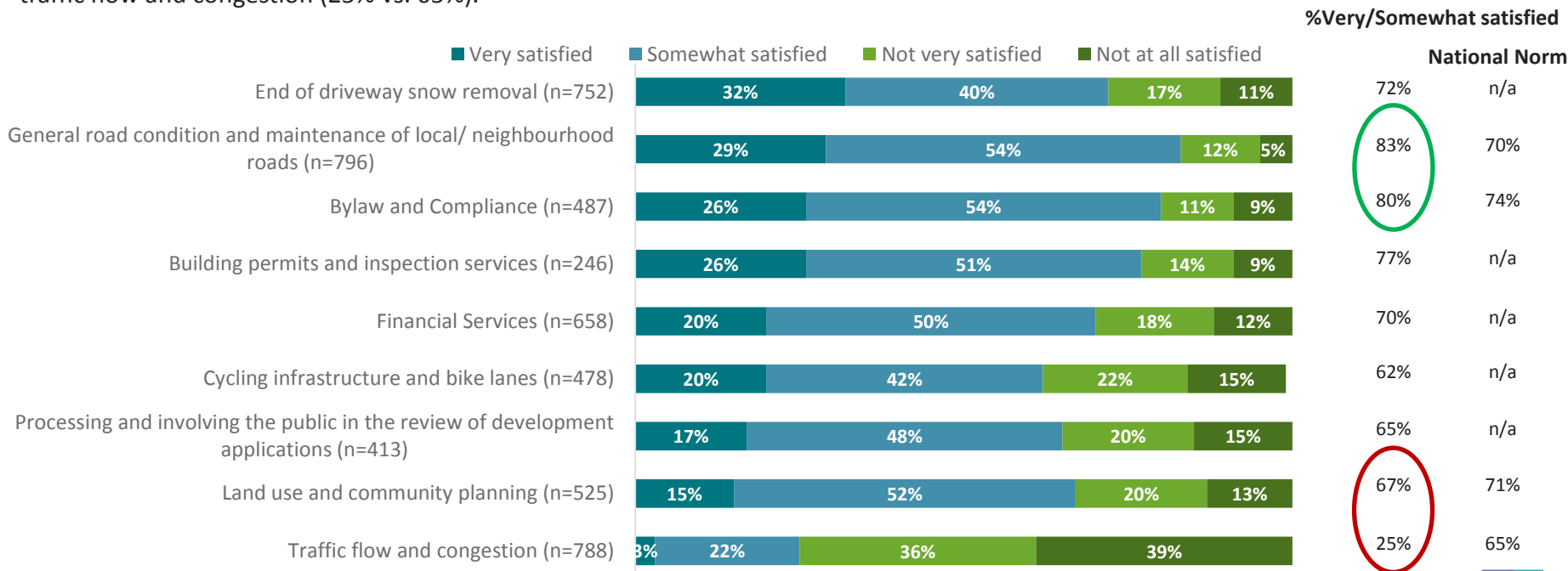
The City of Vaughan scores higher than the national norm on fire services (99% vs. 95%, respectively), recreation and fitness service programs (91% vs. 77%) and facilities (91% vs. 83%), Local Public Libraries (97% vs. 89%), lower on maintenance of parks and green space (90% vs. 94%), and on par on garbage, recycling, organics and yard waste collection (91% vs. 89%), parks development (89% vs. 89%), and arts and culture (92% vs. 89%).



SATISFACTION WITH INDIVIDUAL SERVICES (2)

The lowest satisfaction level is found for traffic flow and congestion, with only one-quarter expressing satisfaction and only three percent being “very satisfied.”

The City of Vaughan scores higher than the national norm on general road condition and maintenance or local/ neighbourhood roads (83% vs. 70%, respectively) and bylaw and compliance (80% vs. 74%), lower on land use and community planning (67% vs. 71%) and especially on traffic flow and congestion (25% vs. 65%).

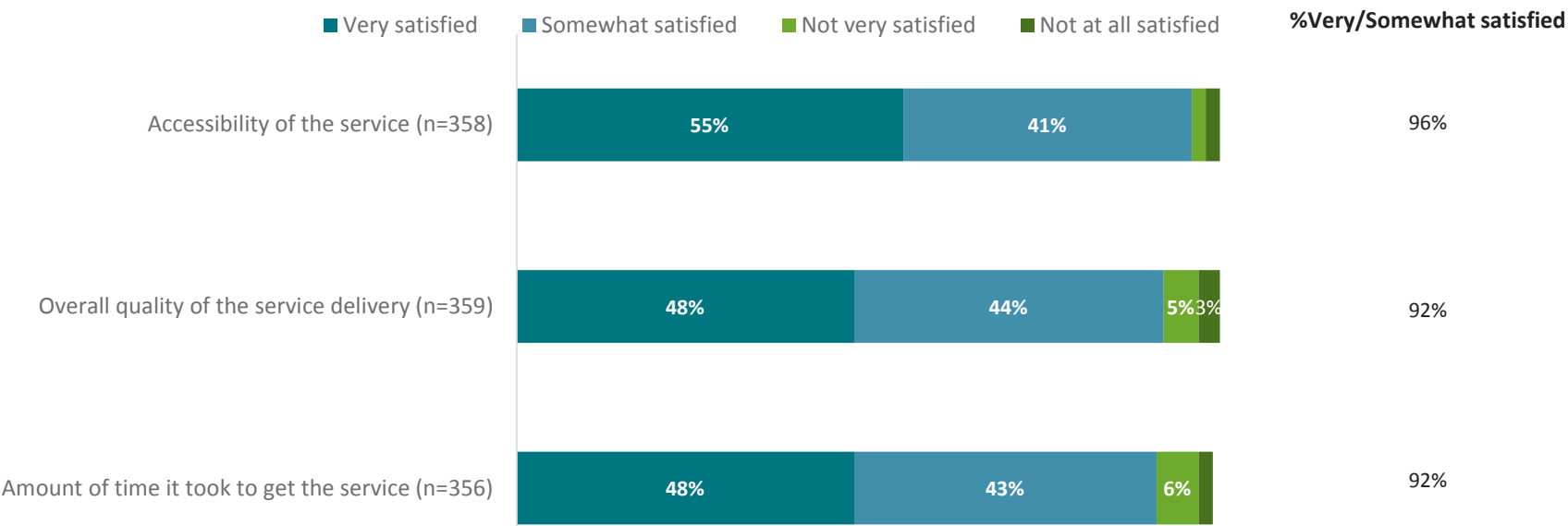


Q4. Please tell me how satisfied you are with each of the following services provided by the City of Vaughan. For each service provided please tell me if you are very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. If you don't know or have not had any experience with the service to provide a rating, please say so. How about Base: All respondents (excl. dk/na/ not enough experience) 2016 (Bases vary)

INTERACTION WITH THE CITY

SATISFACTION WITH CITY SERVICES

Among those who accessed or used services or programs provided by the City, large majorities of more than nine in ten express satisfaction with their most recent experience with the City. Residents are most satisfied with accessibility of the service (55%), followed by overall quality of the service delivery (48%) and amount of time it took to get the service (48%).

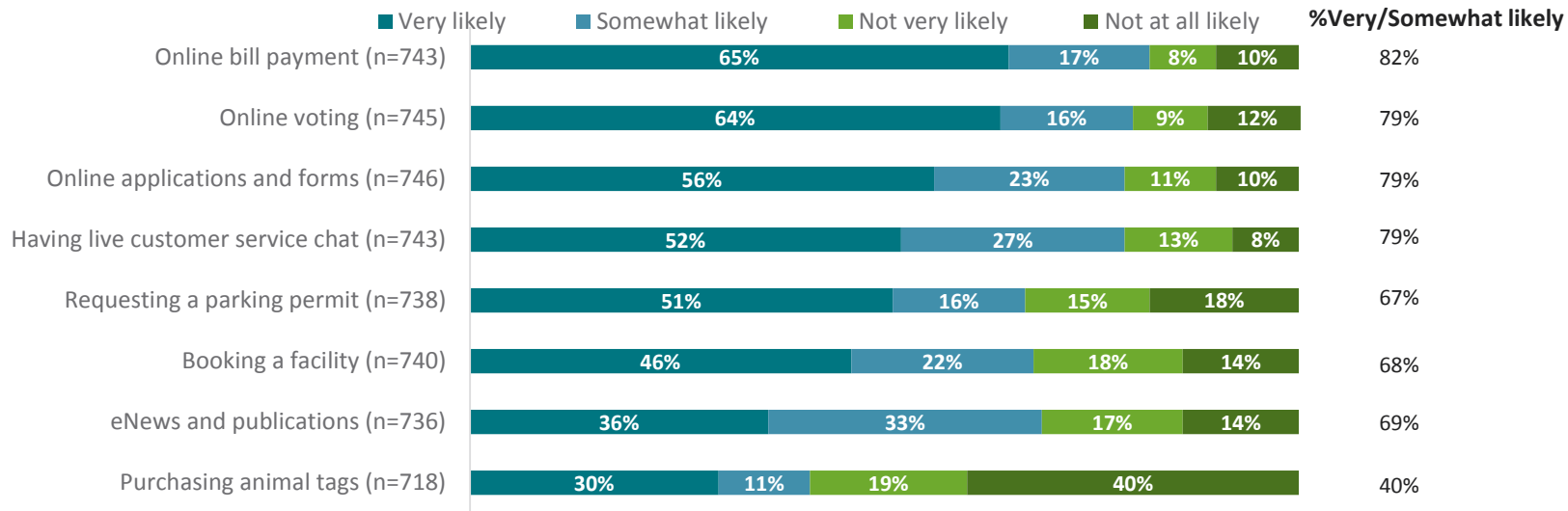


Q10. Based on this most recent experience with the City, how satisfied were you with the [insert statement]? Base: Respondents who accessed services or programs provided by the City of Vaughan in the past 12 months (excl. dk/na) 2016 (Base varies)

LIKELIHOOD TO USE ONLINE SERVICES

Residents were informed that the City of Vaughan is considering expanding how it delivers services online and asked the likelihood of using specific services online.

Among those who use these services, large majorities of two-thirds or more indicate that they are likely to use nearly all these services online. Residents are most likely to say they would use online bill payment (65% say very likely) and online voting (64%) and least likely to purchase animal tags (30%), with 40 percent indicating they are “not at all likely” to use this online service.



Q11. The City of Vaughan is considering expanding how it delivers services online. Thinking about this, how likely would you be to use the following online services? If you do not have Internet access on a regular basis, please say so. Base: All respondents (excl. dk/na and those with no Internet access) 2016 (Bases vary)

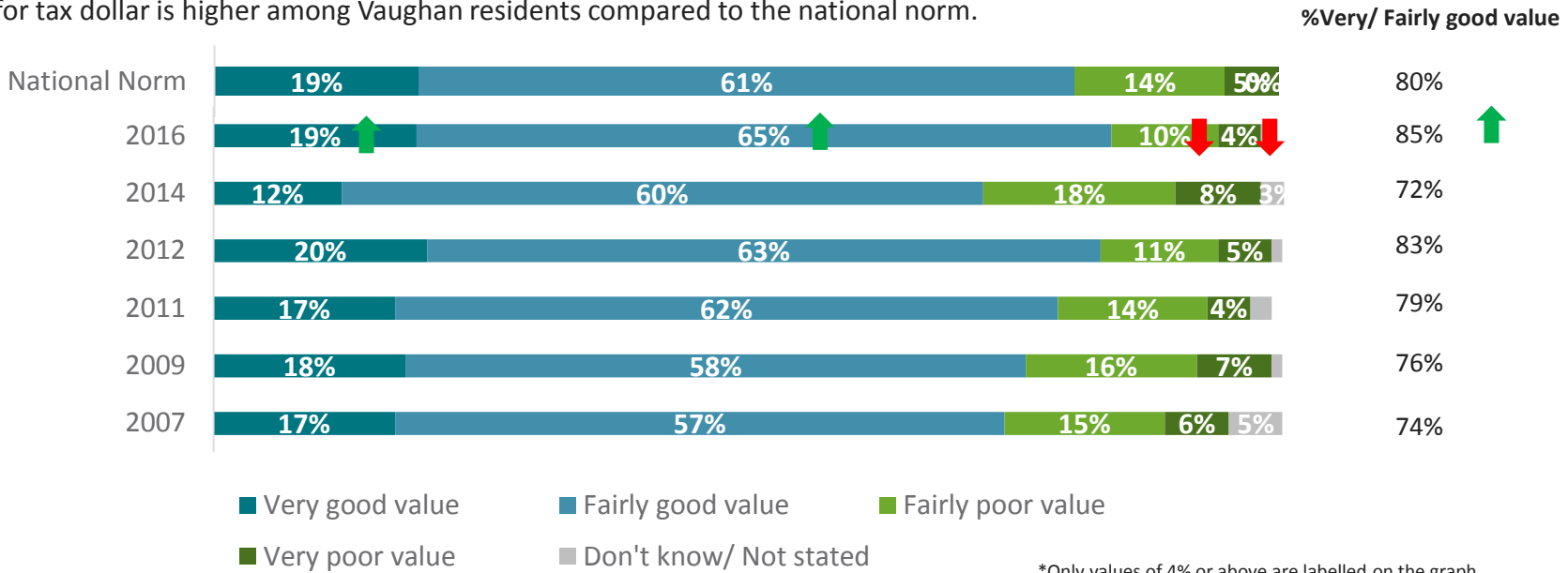
TAXES AND SERVICE COSTS

VALUE FOR TAX DOLLARS

After a significant decline in 2014, the proportion of residents who believe they receive good value for their tax dollars has rebounded and is now at the highest level recorded. At present, 85 percent agree that they receive at least fairly good value for their tax dollars, up significantly by 13 points from 2014. Moreover, the proportion who say “very good value” is up seven points to 19%

The perception of good value for tax dollars is slightly higher than the national norm (85% vs. 80%).

Value for tax dollar is higher among Vaughan residents compared to the national norm.



*Only values of 4% or above are labelled on the graph.

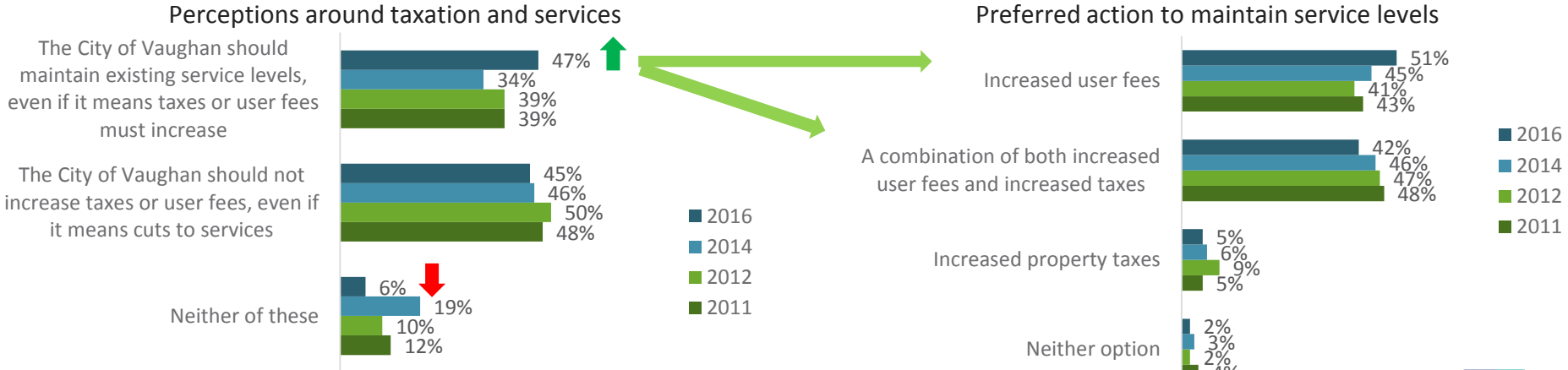
Q12. Thinking about all of the programs and services you receive from The City of Vaughan, would you say that overall you get good value or poor value from your tax dollars? Is that ... Base: All respondents 2016 (n=800); 2014 (n=800); 2012 (n=500); 2011 (n=500); 2009 (n=300); 2007 (n=300)

BALANCE OF TAXATION AND SERVICES

Residents were informed that Vaughan City Council has committed to a maximum tax rate increase of not more than three percent per year and presented with two options regarding taxation and services.

There has been an increase of 13 points in the proportion, now 47% of residents, who prefer that the City of Vaughan should maintain existing service levels even if it means an increase in taxes or user fees. This figure is now on par with the 45% who say the City should not increase taxes or user fees, even if it means cuts to services.

Among those who believe the City should maintain current service levels, attitudes are divided as to how to pay for the cost increases: 51% (now at the highest level recorded) favour increased user fees, while 42% (now at the lowest level recorded) prefer a combination of both increased user fees and increased taxes. As in past waves, few (5%) opt for increased property taxes.

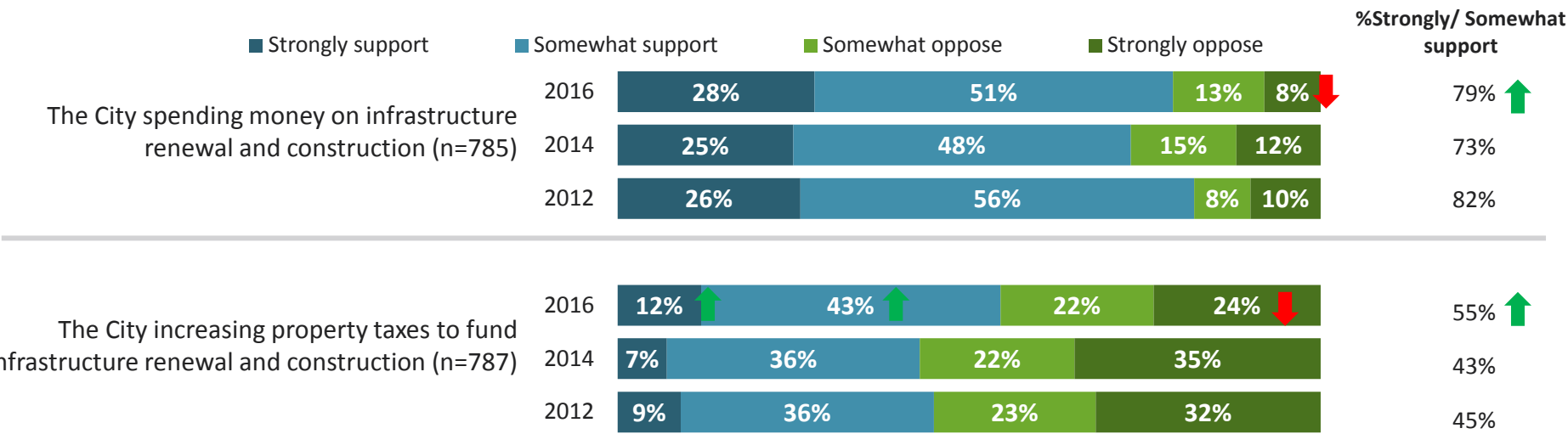


Q13. As you may know, Vaughan City Council has committed to a maximum tax rate increase of not more than three per cent per year. Which of the following comes closest to your own point of view? Base: All respondents 2016 (n=800); 2014 (n=800); 2012 (n=500); 2011 (n=500)
Q14. If maintaining service levels meant an increased cost to provide these services, which of the following options would you most prefer? Base: Those who said the City of Vaughan should maintain existing service levels even if it means taxes or user fees must increase 2016 (n=375); 2014 (n=275); 2012 (n=194); 2011 (n=194)

SPENDING ON INFRASTRUCTURE RENEWAL

A large majority of eight in ten residents (79%) say they would strongly (28%) or somewhat (51%) support the City spending money on infrastructure renewal and construction. Overall support has increased six points from 2014 and similar to the level found in 2012.

Residents continue to be less supportive of the City increasing property taxes to fund infrastructure renewal and construction, with just over half (55%) saying they would strongly (12%) or somewhat (43%) support this action. Overall support is up 12 points from 2014 to the highest level recorded, with strong support up five points and those who are somewhat supportive up seven points.

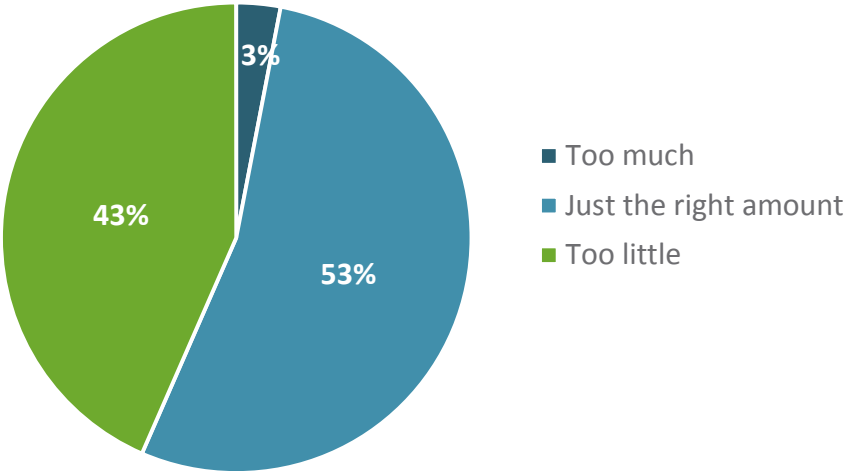


Q15. Property taxes in the City of Vaughan in part allow the City to spend money to renew infrastructure. By infrastructure we mean assets like roads, bridges, storm sewers, parks, recreation centres, arenas, libraries and other City facilities. In the future the City may need additional funds to maintain City assets. Do you strongly support, somewhat support, somewhat oppose or strongly oppose the following... Base: All respondents (excl. dk/na) 2016 (Varied bases); 2014 (Varied bases); 2012 (Varied bases)

COMMUNICATIONS

PERCEIVED AMOUNT OF INFORMATION RECEIVED FROM THE CITY OF VAUGHAN

Most residents (53%) think they receive just the right amount of information from the City of Vaughan. A sizeable proportion of 43% think they receive too little information, while only three percent think they receive too much.

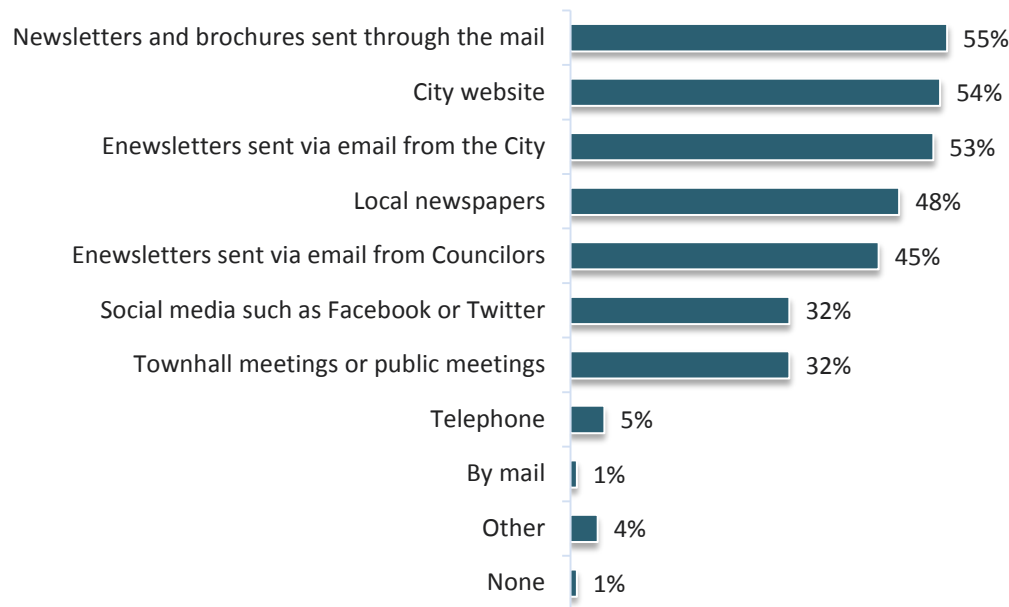


*Only values of 1% or above are shown in the graph.

Q16. In your opinion, do you currently receive (READ LIST) information from the City of Vaughan? Base: All respondents 2016 (n=800)

PREFERRED METHODS OF CONTACT WITH THE CITY OF VAUGHAN

Newsletters and brochures sent through the mail, the City website and Enewsletters sent via email from the City/ Councilors, and local newspapers are the most preferred ways of contact with the City of Vaughan.



Methods of Contact	Age		
	18-34	35-54	55+
Newsletters and brochures sent through the mail	51%	51%	64%
City Website	58%	58%	44%
Enewsletters sent via email from the City	59%	59%	41%
Local newspapers	45%	48%	50%
Enewsletters sent via email from Councilors	50%	48%	38%
Social media such as Facebook or Twitter	55%	29%	16%
Townhall meetings or public meetings	26%	34%	34%
Telephone	4%	5%	5%
By mail	1%	1%	1%
Other	3%	4%	3%

Q17. What are your preferred methods for City of Vaughan communicating with you? Base: All respondents 2016 (n=800)

ONLINE SURVEY RESULTS

METHODOLOGY AND REPORTING CONVENTIONS FOR ONLINE SURVEY

METHODOLOGY

- The survey was conducted online by open-link survey between November 1st and November 28th, 2016. The survey was programmed and hosted by Ipsos.
- The survey was conducted among n=156 respondents online who are 18 years of age and older live in the City of Vaughan.

CONSIDERATIONS

- While the surveys run parallel to each other, the methodological differences between the two surveys prohibit formal comparisons in the body of this report.
- The telephone survey offers the only true representative sample and therefore it is recommended that the results of the telephone survey, not the online survey, be used to assist the City when identifying key trends and issues of importance.

ONLINE VS REPRESENTATIVE TELEPHONE SURVEY

Satisfaction:

- The level of satisfaction is generally 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 (90%) in the online survey, the proportion of residents who perceive it to be “very good” is significantly lower in the online survey (31%) than it was in the telephone survey (48%).

Taxes and Services Costs:

- Significantly more believe they are receiving value for their tax dollars in the telephone survey (85%) than in the online survey (77%).

Communications:

- Significantly more respondents list the local newspaper as the preferred method of contact with the City of Vaughan in the telephone survey (48%), than in the online survey (28%). Town halls or public meetings are also listed as the preferred method of contact by significantly more in the telephone survey than in the online survey (32% versus 17%).

CONCLUSIONS

CONCLUSIONS

- Residents hold very positive perceptions of the quality of life in the City of Vaughan, in fact perceptions have improved since 2014 and are higher in the City of Vaughan compared to the national norm.
- The City of Vaughan continues to do an excellent job in delivering services to residents as satisfaction with the services provided by the City is very high and in many cases, in fact higher than ratings provided by residents in other communities across the country in many cases.
- As a growing community, residents are most concerned about issues associated with traffic, congestion, and to a lesser degree land use and planning. Although these issues are not having a significant impact on perceptions of quality of life today, these issues should be closely monitored and addressed in order to maintain these historically high levels of satisfaction among residents.
- Residents show a strong appetite for accessing more City services and information through the Internet, however traditional source of information about the City (such as through the mail and in paper) are still often very much preferred methods of communication.
- For the first time since 2011, an equal proportion of residents believe that City provided services should be maintained at existing service levels, even if it means increasing user fees or property taxes as opposed to not increasing taxes or fees, even if it means cuts to services. In the past, residents were less likely to prefer maintaining service levels, if it meant increasing taxes and fees and more likely to prefer cuts.



2016 Citizen Satisfaction Survey

Presentation to the City of Vaughan
March 2017

PRESENTER:

Martin Hrobsky, Vice President

2016 CITIZEN SATISFACTION SURVEY RESULTS**Recommendation**

The Senior Manager of Strategic Planning, in consultation with the Senior Management Team, recommend:

1. That this report be received for information.

Contribution to Sustainability

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.

Economic Impact

There are no economic impacts associated with this report.

Communications Plan

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.

Purpose

The purpose of this report and presentation by IPSOS is to share the key findings of the 2016 Citizen Satisfaction Survey and action plan. Citizen Satisfaction Surveys are an important tool to hear from citizens about their top-of-mind issues of concern and satisfaction with city services. The City of Vaughan has conducted the Citizen Satisfaction Survey since 2007 in order to identify key trends and improve service delivery.

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.

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.

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%	↑

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%).

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.

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%).

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Attachments

N/A

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Respectfully submitted,

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