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City of Vaughan: 2014 Citizen Survey Results FAA Presentation

January 23, 2015



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Project Objectives & Methodology



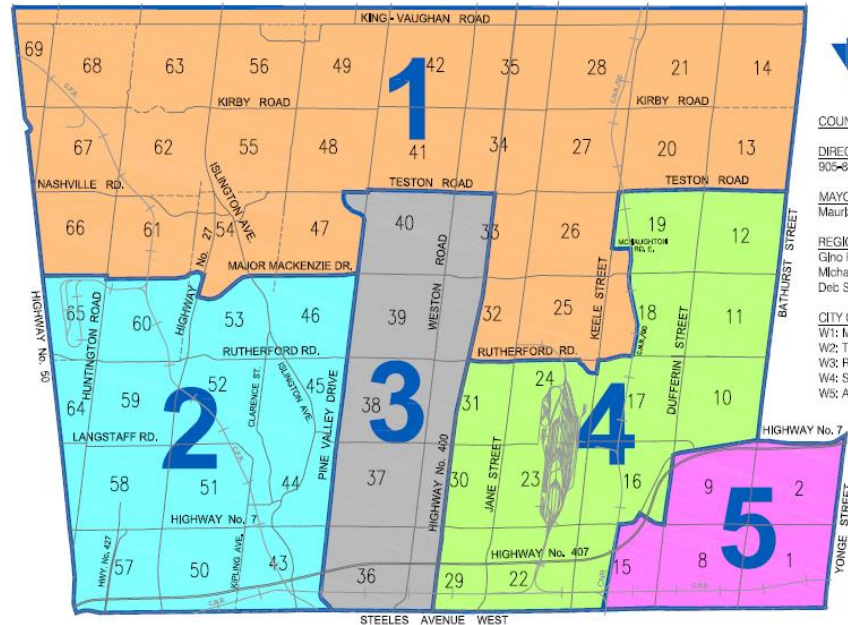
2014 Citizen Survey Objectives:

- **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 and importance of services provided by the City of Vaughan (i.e. gap analysis);**
- **Identify citizen perceptions and expectations concerning specific municipal planning priorities given current rapid growth;**
- **Determine the level of satisfaction with City communications, how they would like to receive information and preferred ways of engagement in the future; and**
- **Benchmark the results of the 2014 Citizen Survey with previous iterations of Citizen Surveys.**



Methodology & Sample

- ✓ The survey was conducted over the phone with residents in the City of Vaughan
- ✓ Respondents were called between 5:00pm to 9:15pm from November 18th to December 3rd (including weekends)
- ✓ Questionnaire was 10 to 15 minutes in length
- ✓ Total sample size: 800
- ✓ Margin of error +/-3.45, 19 times out of 20 (at the 95% confidence interval)
- ✓ Demographic profiles were monitored and data were weighted by age, gender and ward to be representative of the population.



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Results Summary



Key Findings

The results of the 2014 Citizen Satisfaction Survey for the City of Vaughan were very positive.

- **95% of residents say quality of life is either “good” or “very good”**
- **90% of residents say they are very or somewhat satisfied with services overall**
- **72% of residents believe they receive “very good” or “fairly good” value for their tax dollars**



Key Findings

- **Majority of residents were either very or somewhat satisfied with all of the core services provided by the City**
 - **Highest satisfaction ratings were recorded for Fire Services (99%), Local Public Libraries (94%), Recreation and Fitness Programs (92%), Parks and Green Space (90%), as well as Arts and Culture (90%)**
 - **Compared historically, satisfaction has improved for Arts and Culture (up 12pp), Recreation and Fitness Programs (up 4pp) and Parks and Green Space (up 4pp)**
- **Most respondents who have had contact with City within the past 12 months were also satisfied with various aspects of their interaction with City personnel**
 - **80% of respondents were either very or somewhat satisfied with the staff member who provided the service, as well as with the accessibility of the service / product**
 - **70% of respondents said they were either very or somewhat satisfied with the amount of time it took to get the service**

Key Findings

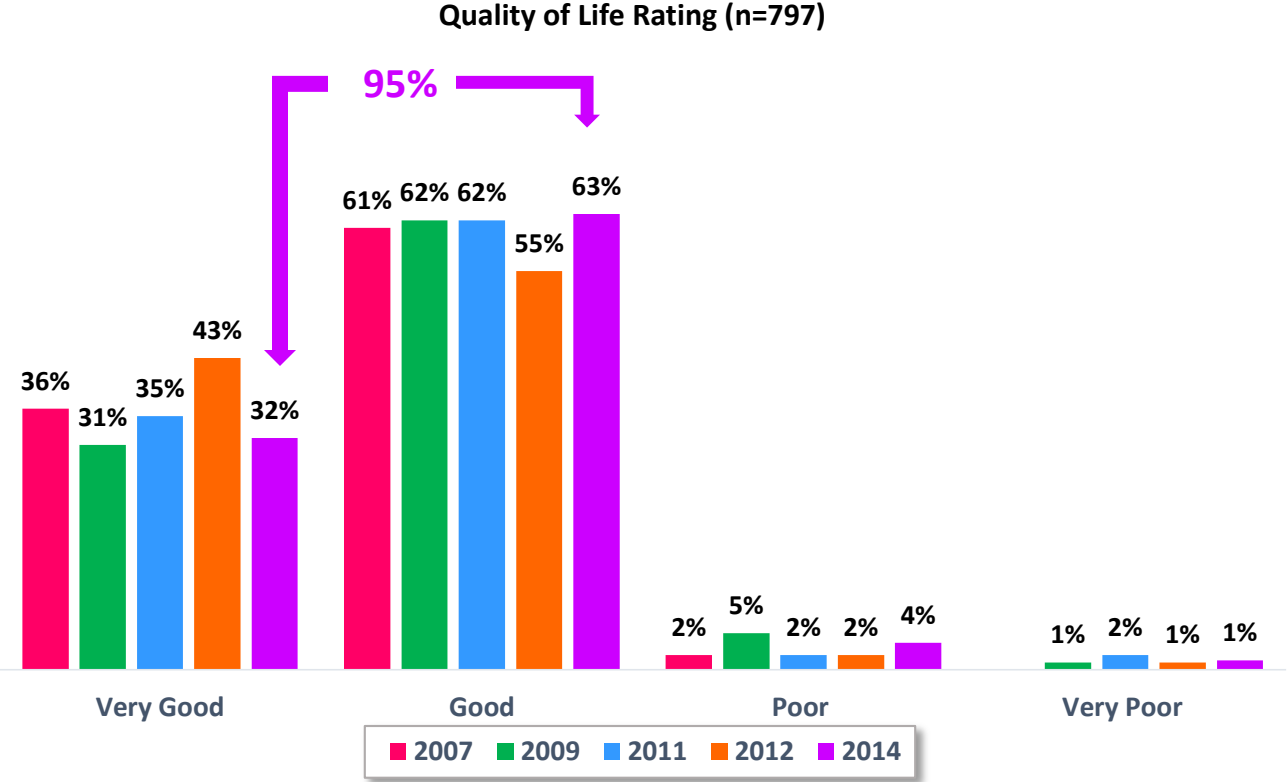
- **Top priority areas for the City of Vaughan moving forward are: Transportation network including traffic flow and control, planning for the future and/or expansion of the City, sidewalk snow removal, building permits, inspection services for new construction and renovations, bylaw and compliance, hospitals, emergencies and clinics, as well as end of driveway snow removal**
- **As the City of Vaughan considers expanding how it delivers services online, majority of residents say they are likely to use various online services including online applications and forms (78%), program registration (78%), and online bill payment (76%)**
- **Consistent with findings in previous years, the top ways residents prefer to receive communication from the City is through newsletters and brochures sent via mail (36%) and newsletters and brochures sent via email (27%)**



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Assessment of Life in Vaughan

95% Rate Quality of Life as Good or Very Good



Q1. How would you rate the overall quality of life in the City of Vaughan today?



What Residents Like Most about Vaughan

The One Thing Respondents Like Most About the City of Vaughan (n=800)

Item (Most Mentioned)	Percent (%)
Well maintained overall (i.e. well-kept roads, clean, organized)	10%
Peaceful, quiet, not crowded / less stressful than Toronto	8%
Access to all the city services I need	7%
Friendly people, sense of community	7%
It is a safe community / low crime rate	7%
Good location / nice neighbourhood, city, area	7%

Q3. What do you like most about the City of Vaughan?



Most Important Issues Facing Community

Respondent Feedback on Most Important Issues Facing Community / Priorities for Mayor and Members of Council (n=800)

Item (Most Mentioned)	Percent (%)
Traffic congestion	29%
Public transit transportation / subways	16%
Property Tax / Taxes too high in general	7%
Road maintenance	7%
Overdevelopment / too much construction	5%
Building the new hospital	5%
Safety in my neighborhood / crime / drugs	5%

Q4. In your view, as a resident of the City of Vaughan, what is the most important issue facing your community or the one issue you feel should receive the greatest attention from your Mayor and Members of Council?

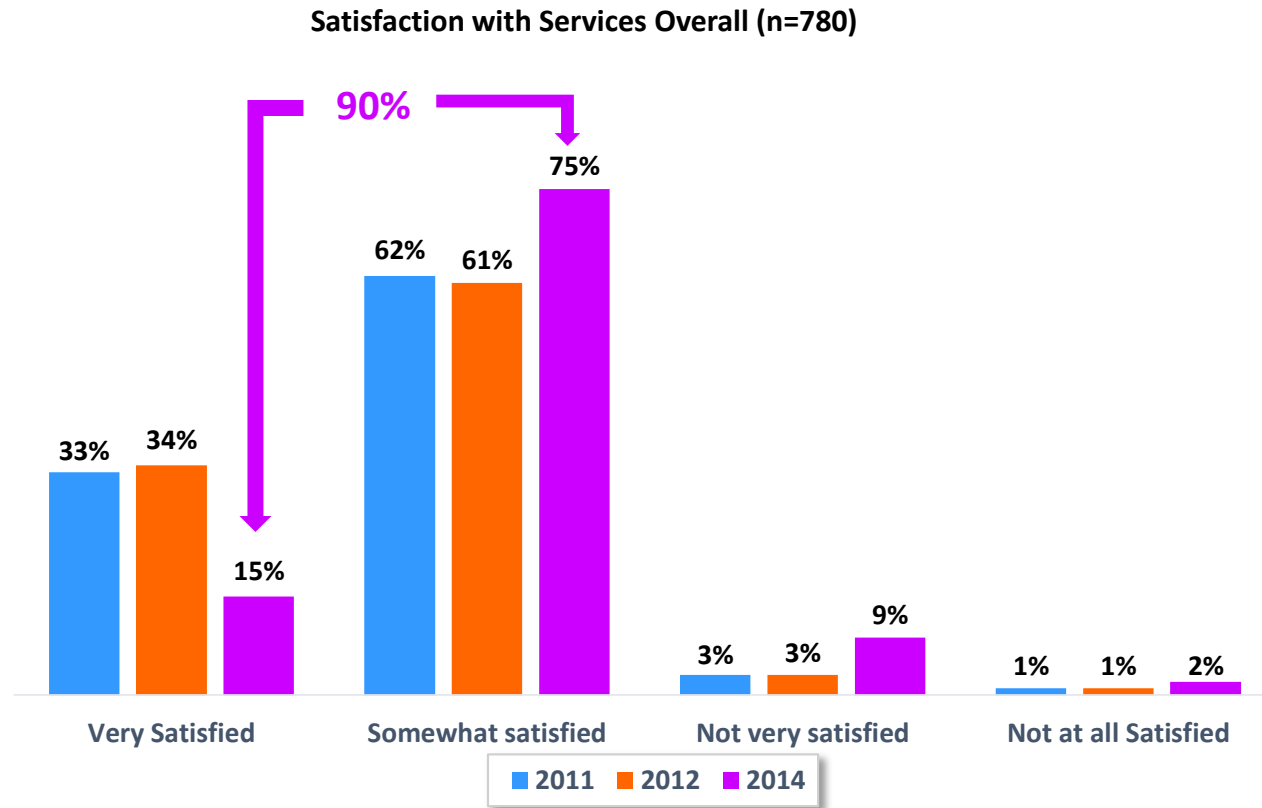




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Satisfaction with Delivery of Services

Satisfaction with Services Overall

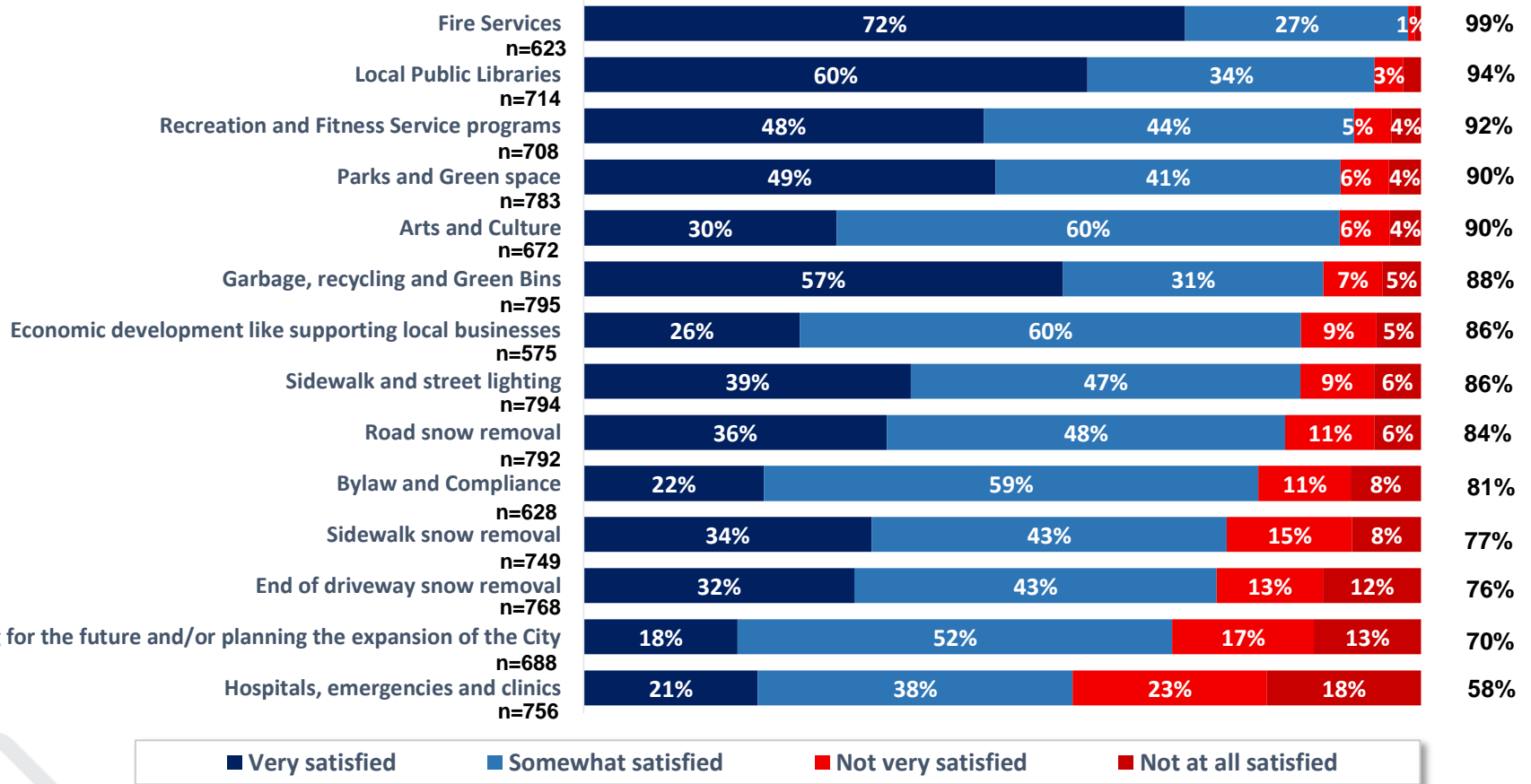


Q2. Thinking about all of the services offered by the City of Vaughan, how satisfied are you with the delivery of these services overall?

Satisfaction with Core Services

TOP TWO
BOX:

Satisfaction with Core Services



Q5. Now, I'd like to ask you about your perceptions of the job the City of Vaughan is doing in providing services. I will read you a list services provided by the City of Vaughan and for each I would like you to tell me how satisfied you are with that service.

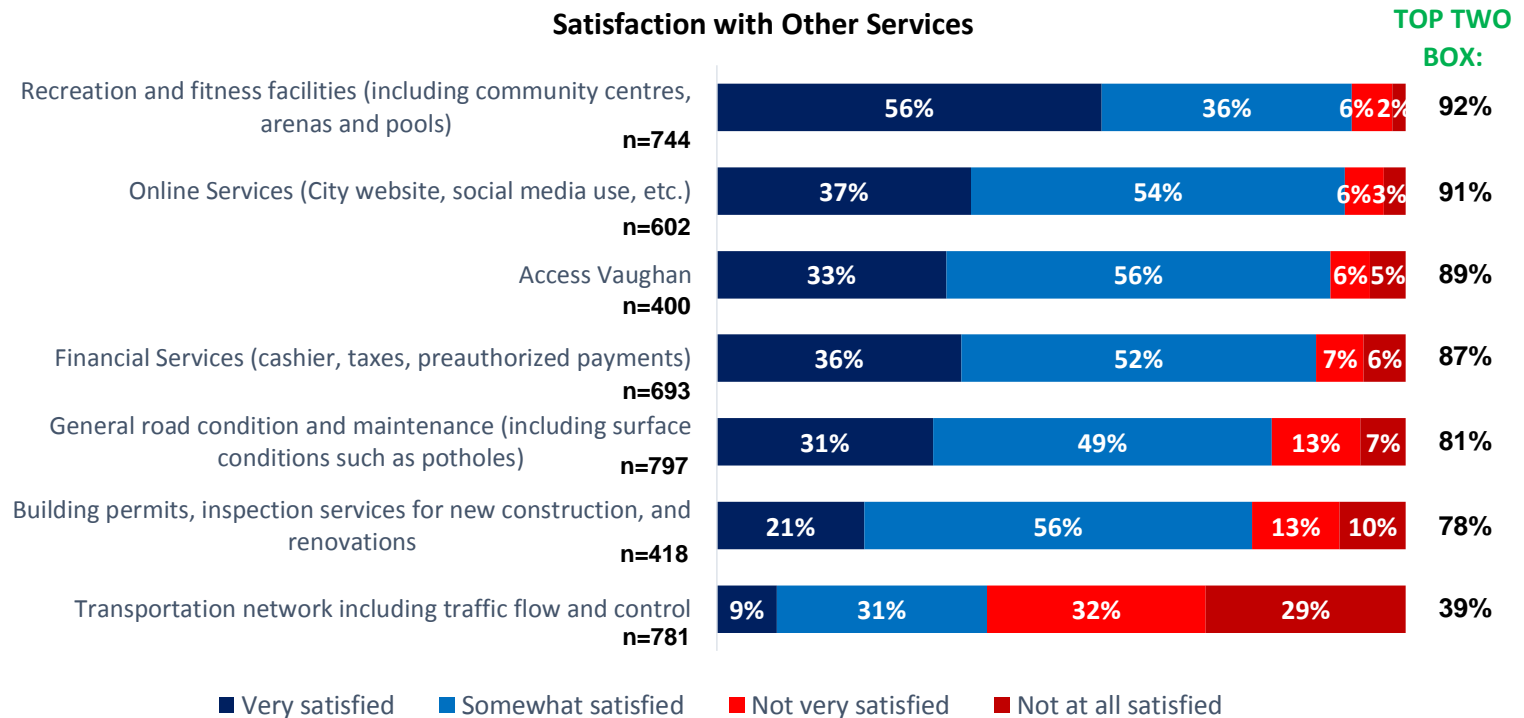
Historical Comparison of Service Satisfaction

Top Box (Very Satisfied / Somewhat Satisfied)	2009	2011	2012	2014	2012-2014 Performance Gap
Arts and Culture	-	75%	78%	90%	+12*
Recreation and Fitness Service programs	-	86%	88%	92%	+4*
Parks and Green space	-	88%	86%	90%	+4*
Local Public Libraries	-	86%	92%	94%	+2
Fire Services	89%	90%	99%	99%	0
Economic development like supporting local businesses	-	79%	86%	86%	0
Bylaw and Compliance	-	76%	82%	81%	-1
Sidewalk and street lighting	72%	82%	87%	86%	-1
Hospitals, emergencies and clinics	-	58%	59%	58%	-1
Garbage, recycling and Green Bins	80%	88%	91%	88%	-3
Planning for the future and/or planning the expansion of the City	-	72%	74%	70%	-4
End of driveway snow removal	-	74%	83%	76%	-7*
Road snow removal	-	86%	91%	84%	-7*
Sidewalk snow removal	-	79%	87%	77%	-10*

**Indicates statistically significant based on 95% level*

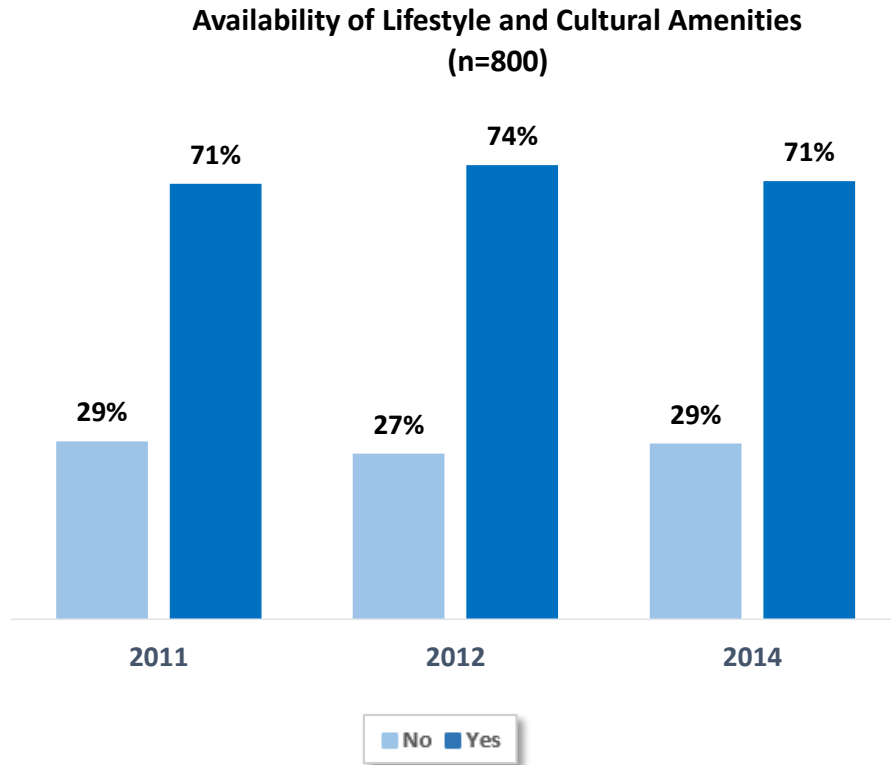


Satisfaction with Other Services (Services added to 2014 Survey)



Q5. Now, I'd like to ask you about your perceptions of the job the City of Vaughan is doing in providing services. I will read you a list services provided by the City of Vaughan and for each I would like you to tell me how satisfied you are with that service.

Arts and Culture Needs



Anecdotal Feedback for Improvement:

- Bring more live theatre to the community (i.e. holding more theatrical productions)
- Open more concert venues / holding more live music productions
- Hosting more multicultural events such as diversity / culture fairs
- Overall sentiment was to support Arts and Culture more strongly and celebrate it on a more regular basis

Q17. Does the City of Vaughan have the arts, lifestyle and cultural amenities that meet your need?

Q18. If "No"->> What kind of arts, lifestyle and cultural amenities are you looking for? In other words, what is missing in the City's arts and cultural scene?

Priority List of Services for Improving Overall Satisfaction

	Importance	Satisfaction	Priority
Transportation network including traffic flow and control	0.212	39	1
Planning for future and/or planning expansion of the City	0.294	70	2
Sidewalk snow removal	0.340	77	3
Building permits, inspection services for new construction, and renovations	0.316	78	4
Bylaw and Compliance	0.357	81	5
Hospitals, emergencies and clinics	0.161	58	6
End of driveway snow removal	0.234	76	7
General road condition and maintenance (including surface conditions such as potholes)	0.294	81	8
Road snow removal	0.306	84	9
Access Vaughan	0.399	89	10
Financial Services (cashier, taxes, preauthorized payments)	0.288	87	11
Sidewalk and street lighting	0.258	86	12
Garbage, recycling and Green Bins	0.280	88	13
Economic development like supporting local businesses	0.234	86	14
Online Services (City website, social media use, etc.)	0.316	91	15
Parks and Green space	0.266	90	16
Arts and Culture	0.227	90	17
Recreation and Fitness Service programs	0.253	92	18
Recreation and Fitness facilities (including community centres, arenas and pools)	0.229	92	19
Local Public Libraries	0.275	94	20
Fire Services	0.134	99	21

Improving Services

Priority Item	Anecdotal Suggestions for Improvement
Transportation network including traffic flow and control	<ul style="list-style-type: none"> • Add extra lanes / expand roadways • Less road construction during daylight hours • Change timing of traffic lights / remove lights • Add more buses / public transportation / add a subway line
Planning for the future and/or planning expansion of the City	<ul style="list-style-type: none"> • Focus on improving infrastructure (i.e. build more roads, expand existing roads, etc.), developing public transit, ease traffic congestion and create more parks and green space • Focus on infrastructure should be prioritized over developing condos and building shopping malls /areas • City is too big already, and that development needs to be slowed down
Sidewalk snow removal	<ul style="list-style-type: none"> • Clear the sidewalks faster, more thoroughly / effectively, as well as more strategically • Priority for snow removal should be set in school zones and residential areas and need to hire more crews to execute this task • Crews should begin preparatory salting before the storm comes, and start clearing the snow as soon as the snowfall begins • Sidewalks should be cleared within 24 hours

Q6. Now thinking about your dissatisfaction with (Randomly insert service from Q5), what should the City effectively do to improve it? (Record response).

Improving Services

Priority Item	Anecdotal Suggestions for Improvement
Building permits, inspection services for new construction and renovations	<ul style="list-style-type: none"> • Curb the construction of condos, high rises and developments • Tougher restrictions to obtaining a building permit in order to decrease the number of permits issued, as well as consider the impact of construction on traffic infrastructure before issuing permission • Improve the process of gaining a building permit through faster turnaround times, better training of the service staff to give better advice / customer service, and ultimately making permits easier to obtain (i.e. less restrictions) • Put guidelines into place to ensure more fairness in the process overall
By-law and Compliance	<ul style="list-style-type: none"> • Tougher enforcement of parking bylaws specifically in snow clearing zones; Residents suggest that cars parked in snow clearing zones should be towed on a consistent basis • Tougher and more consistent enforcement of bylaws (particularly when it comes to parking and garbage) • Officers need to take complaints of bylaw infractions more seriously (i.e. respond promptly, investigate more thoroughly) • Hire more bylaw officers to patrol for these infractions • Focus on educating citizens about bylaws as another way of improving compliance
Hospitals, emergencies, clinics	<ul style="list-style-type: none"> • Finish the new hospital and build more clinics
End of driveway snow removal	<ul style="list-style-type: none"> • Clear snow from driveways more quickly (i.e. before morning rush) • Hire more crews / better training • Many driveways not being cleared at all- be more efficient

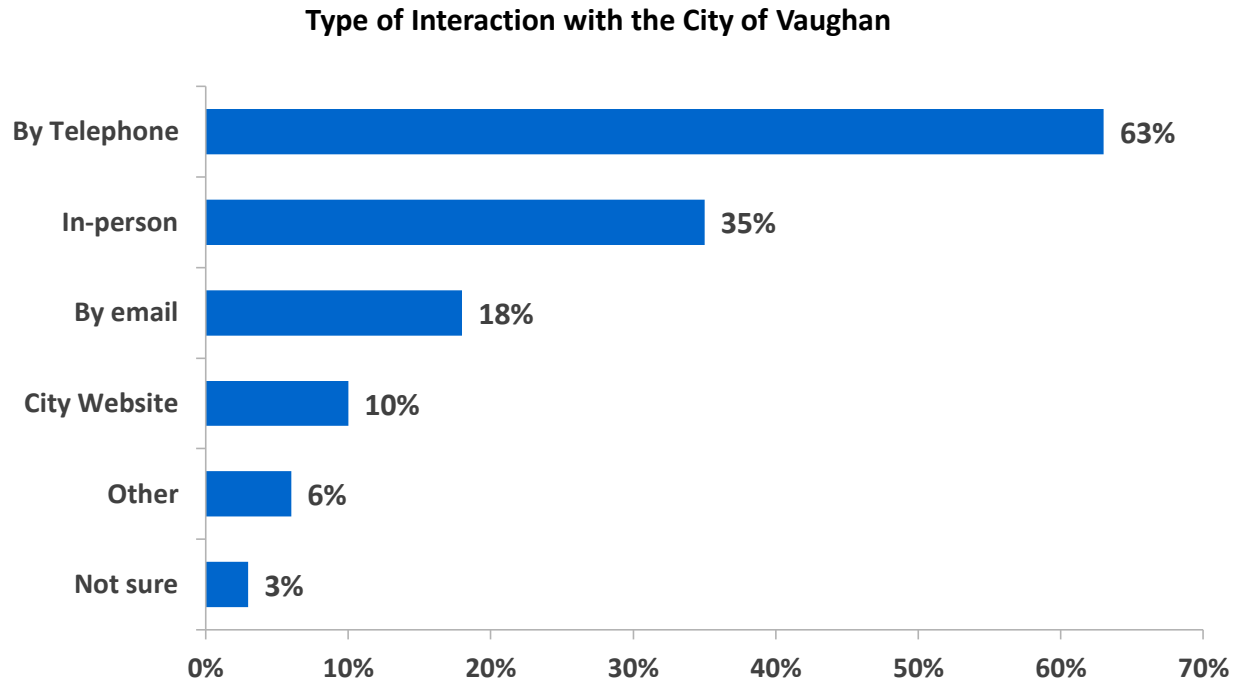
Q6. Now thinking about your dissatisfaction with (Randomly insert service from Q5), what should the City effectively do to improve it? (Record response).



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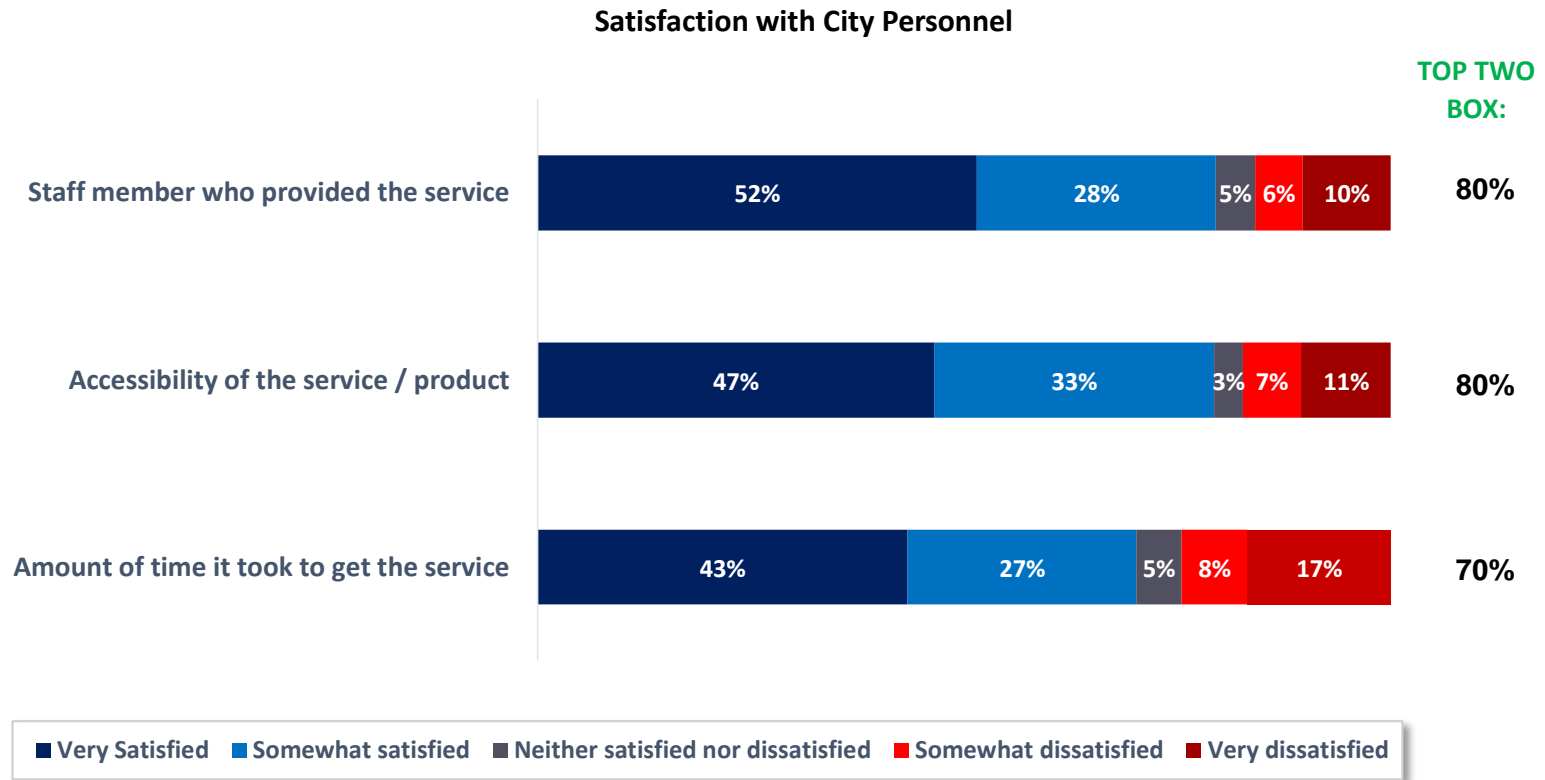
Interaction with the City

Type of Interaction with the City



*Q8. In what ways have you visited or accessed any of the City's departments to conduct business or obtain services?
(Select all that apply)*

Interaction with City Personnel



Q10. Based on the most recent experience and contact with the City department, how satisfied were you with...

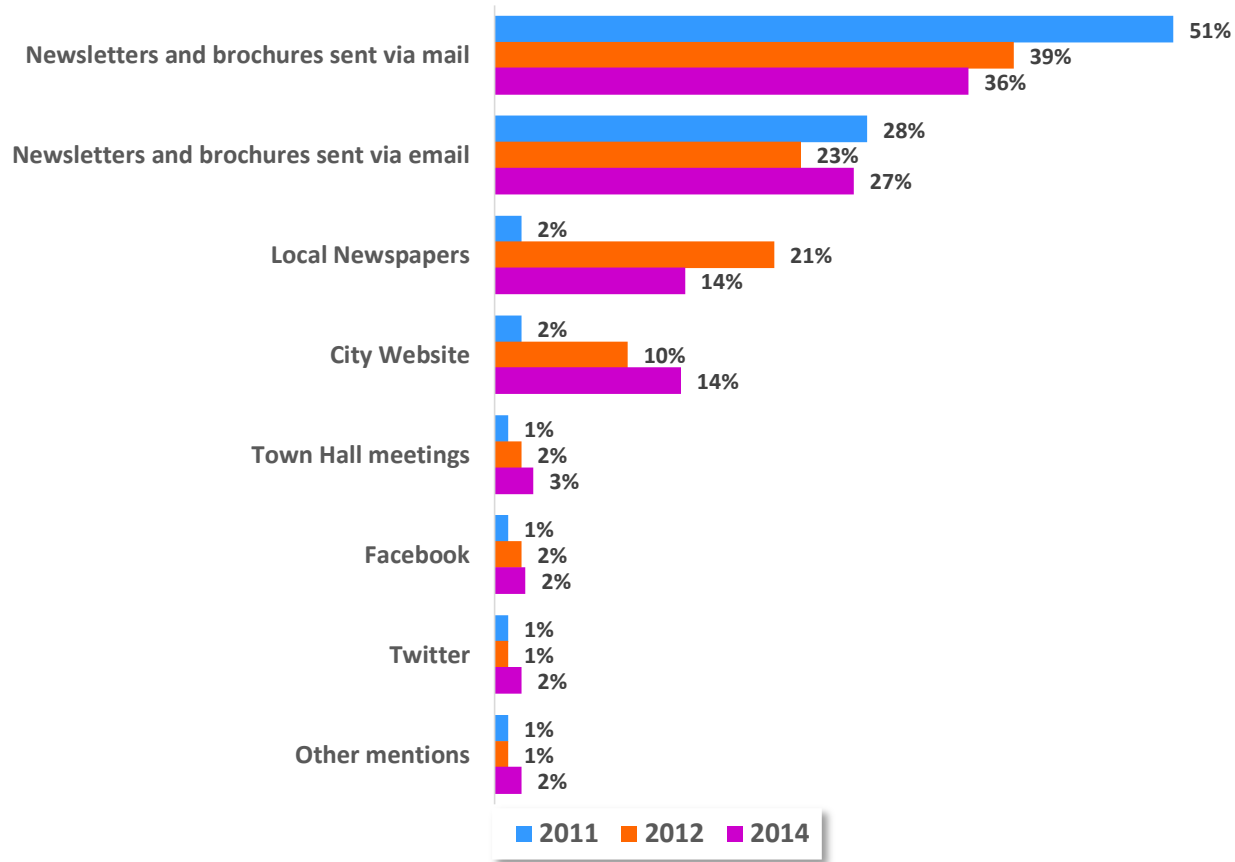


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Communication with the City

Preferred Information Source

Preferred Ways to Receive Information From the City (n=800)



Q19. How would you most prefer to receive information from The City of Vaughan? (Read list and accept ONE response)

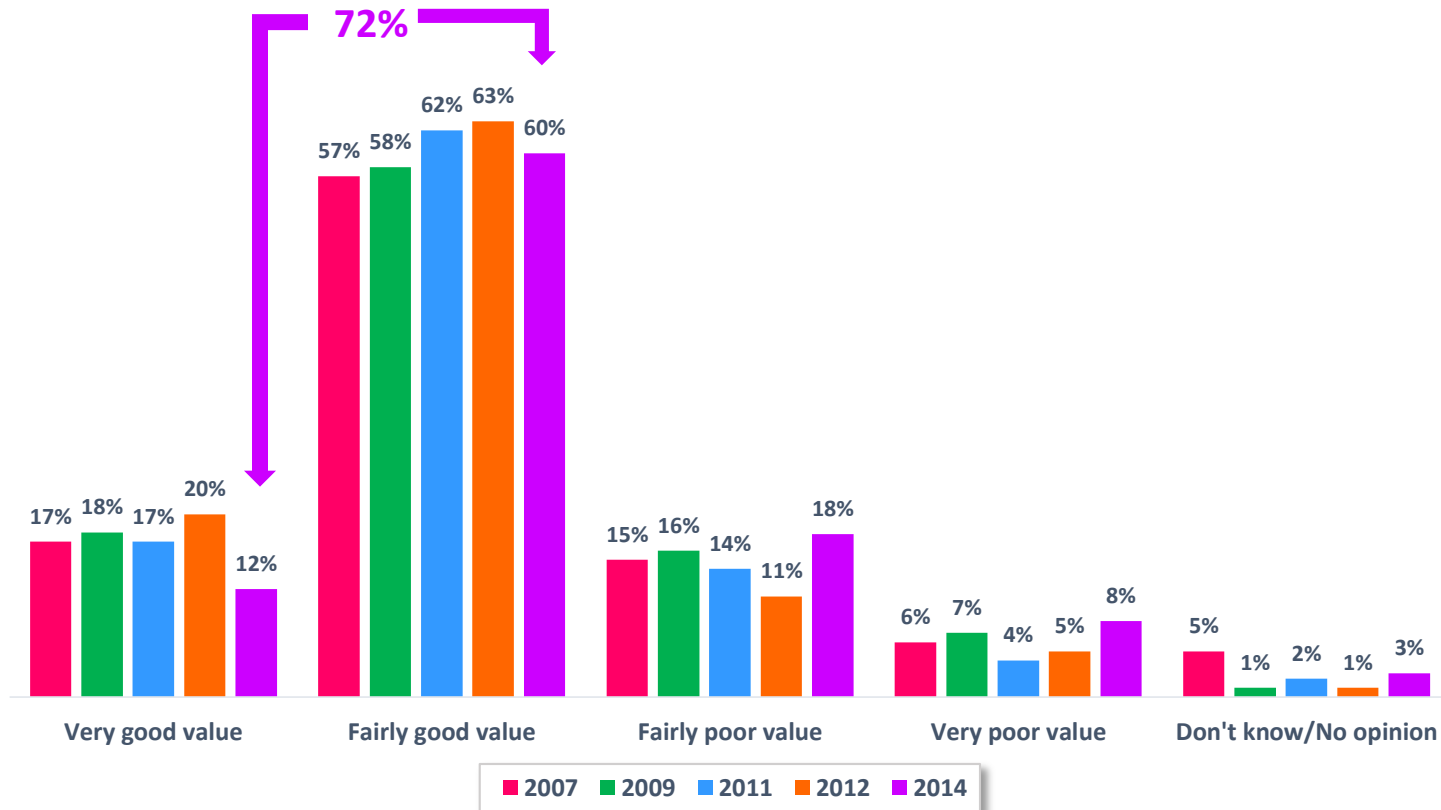


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Financial Sustainability

Value for Tax Dollars

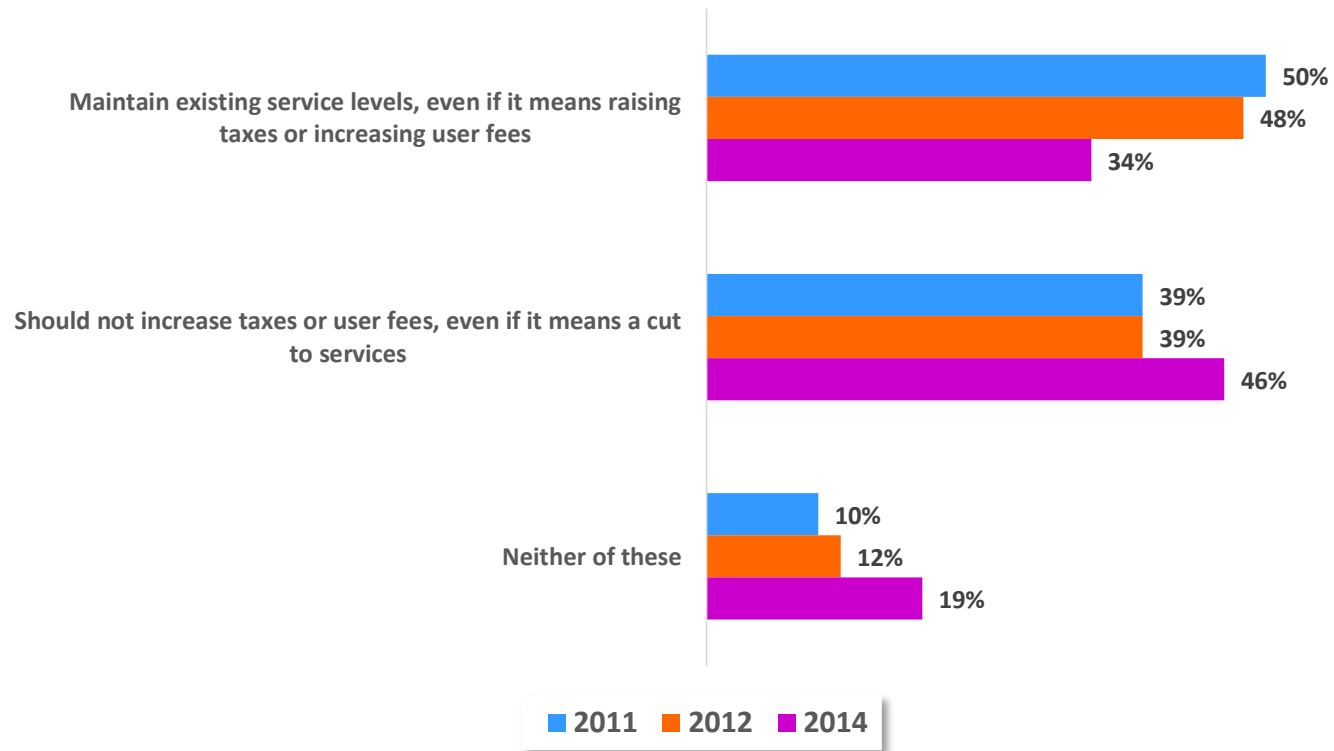
Value for Tax Dollars (n=800)



Q13. Thinking about all of the programs and services you receive from the City of Vaughan, how much value do you feel you get from your tax dollars?

Taxation and Services

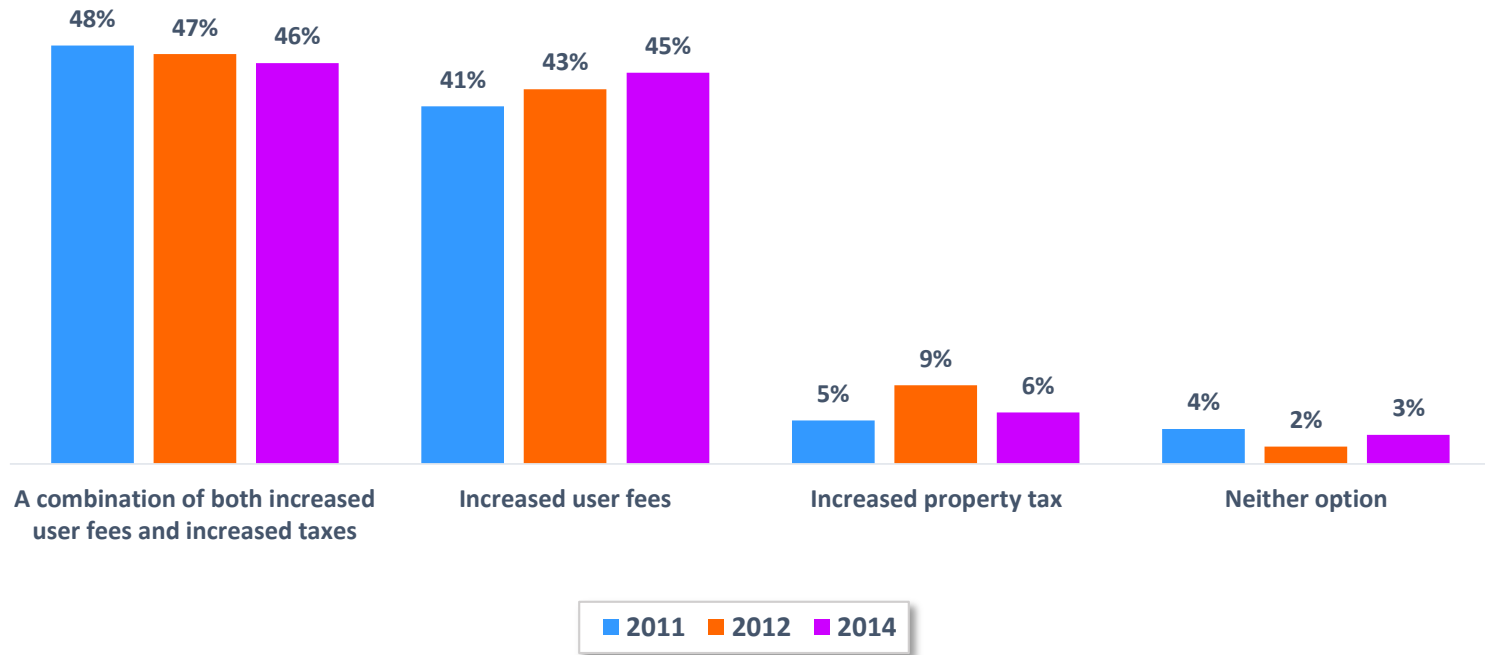
Perceptions Around Taxation and Services (n=800)



Q14. Which of the following comes closest to your own point of view?

Maintaining Service Levels

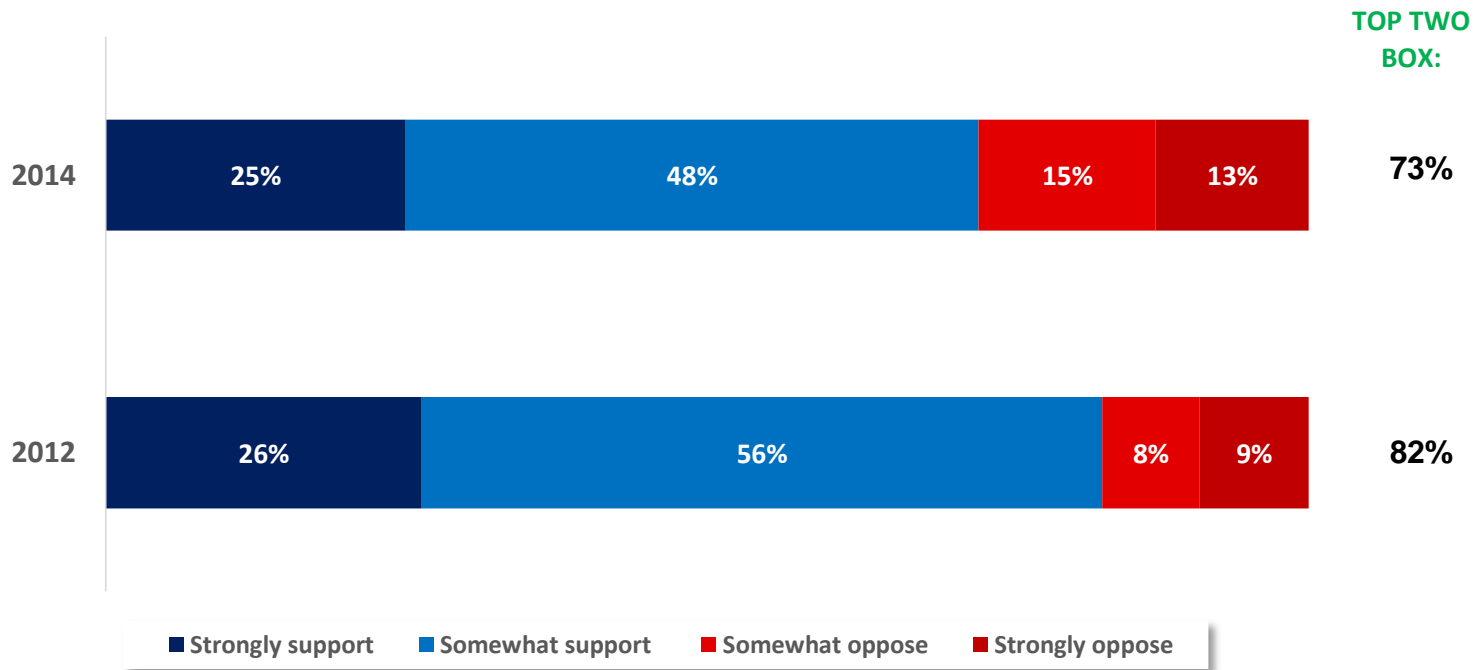
Maintaining Service Levels (n=275)



Q15. If maintaining service levels meant an increased cost to provide these services, which of the following options would you most prefer?

Infrastructure Renewal and Construction

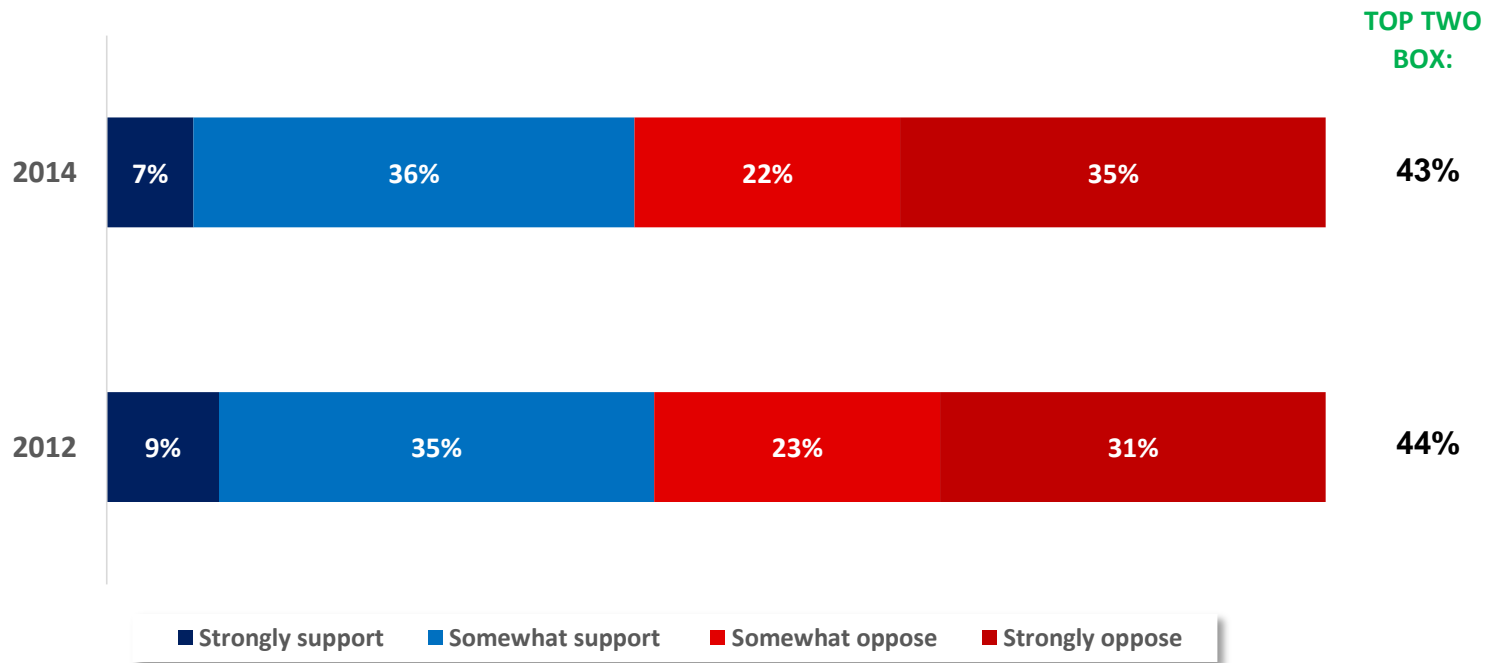
The City Spending Money on Infrastructure Renewal and Construction (n=777)



Q16. 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, and other City facilities. In the future, they may need additional funds to maintain City assets. Do you strongly support, somewhat support, somewhat oppose or strongly oppose the following...

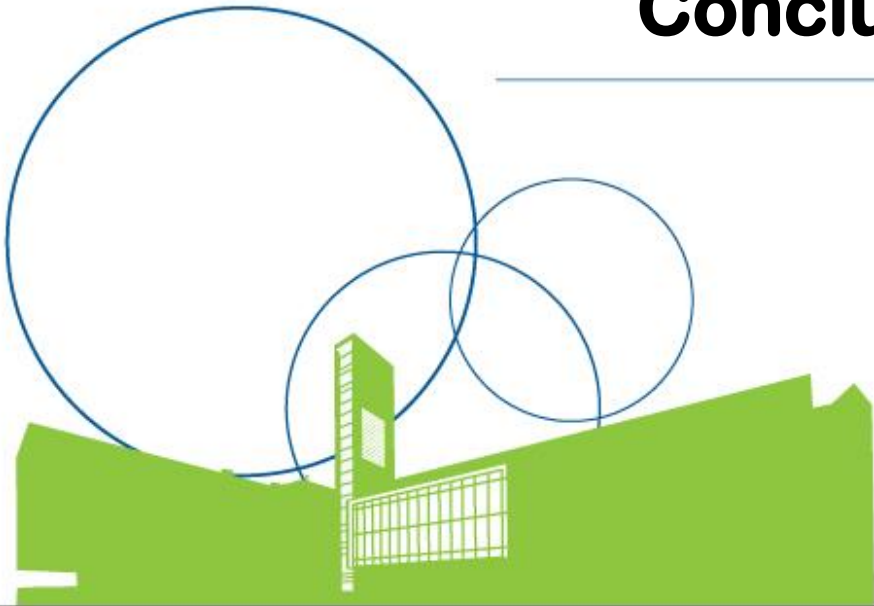
Increasing Property Tax to Fund Infrastructure Renewal and Construction

The City Increasing Property Taxes to Fund Infrastructure Renewal and Construction (n=777)



Q16. 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, and other City facilities. In the future, they may need additional funds to maintain City assets. Do you strongly support, somewhat support, somewhat oppose or strongly oppose the following...

Conclusion and Next Steps

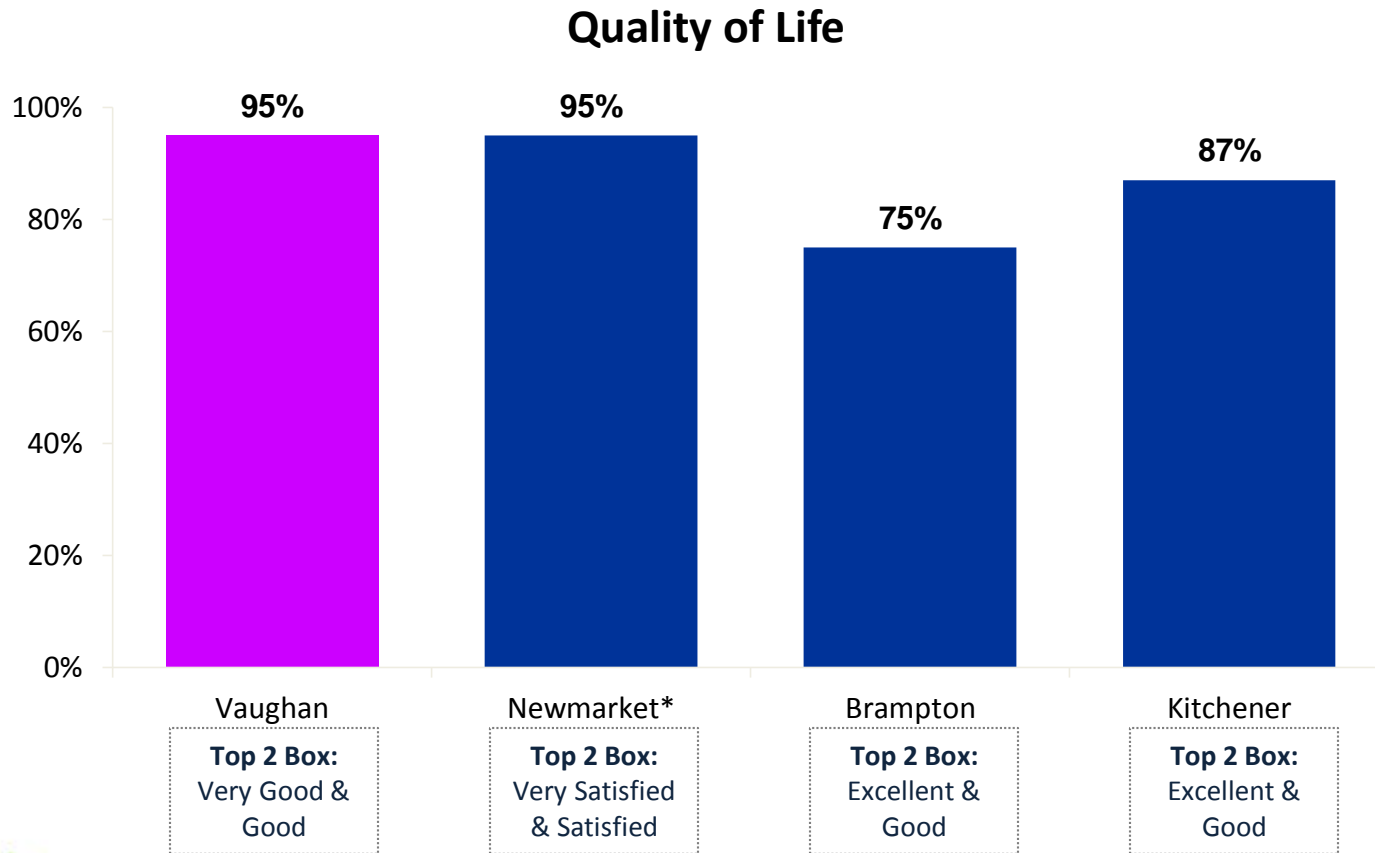


Conclusion

- Overall the level of satisfaction indicated by respondents living in the City of Vaughan remains extremely high
- Vaughan performs well on service delivery when compared to other municipalities
- Speaks to staff and Council commitment to service excellence for our citizens – **WELL DONE** and **THANK YOU**.



Conclusion – Municipal Comparison

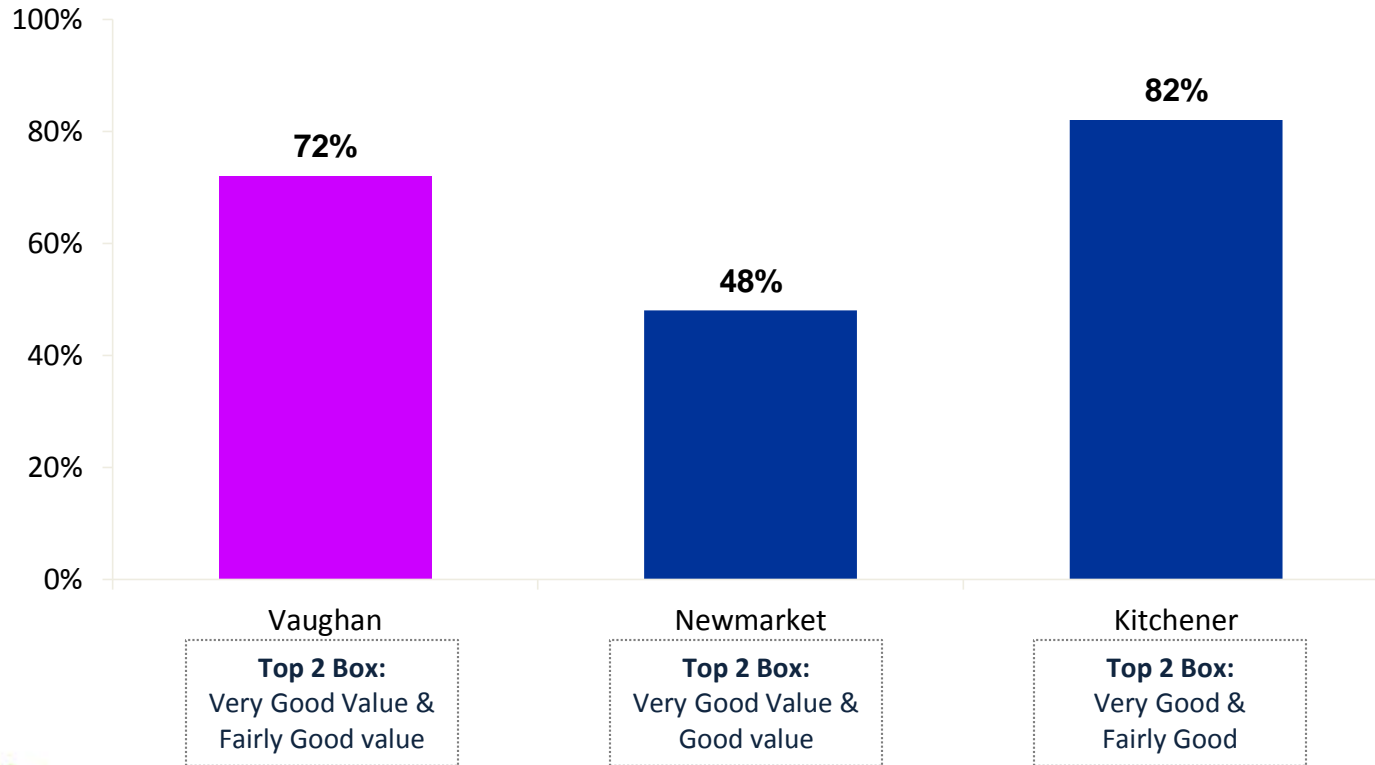


*Newmarket Question: How do you generally feel about the Town as a place to live?

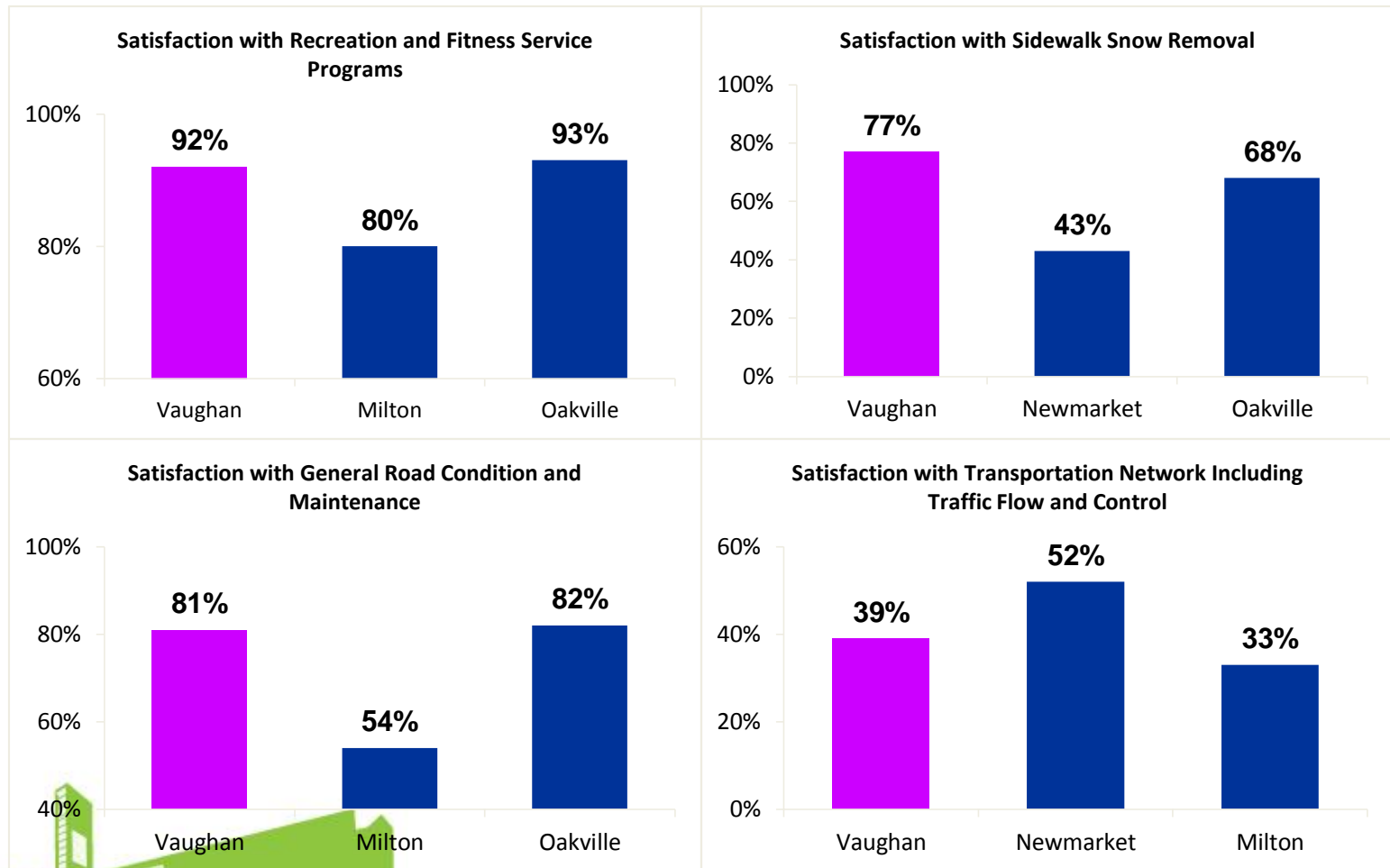


Conclusion – Municipal Comparison

Value for Tax Dollars



Conclusion – Municipal Comparison



Conclusion

- Respondents liked the City for being well-maintained, quiet and peaceful. It is less stressful compared to Toronto, yet respondents have access to all the city services they need. Respondents enjoy the nice neighbourhoods with a sense of community.
- While most of the results are still very positive, the data is starting to suggest, changes in service levels or additional funding required.
- From a financial sustainability and budget planning perspective, citizens prefer to keep tax increases minimal by reducing service levels and/or eliminating services.
- Information should be considered by staff as part of the 2015 budget deliberations.



Next Steps

- Communicate the survey results to staff, citizens and other key stakeholders.
- Integrate the survey results to inform various planning processes (e.g. strategic planning, resource allocation, financial planning/budgeting, business planning and other initiatives such as program review) and assist Council in decision making and policy direction.
- Conduct follow-up studies on top priority issues using various community engagement tools in order to gather feedback for improvement opportunities.

