



FORUM
RESEARCH INC.

City of Burlington

Key Findings Presentation

Research Objectives

The purpose of the 2015 Community Satisfaction Survey were to:

- Measure resident satisfaction and importance toward various services offered by the City of Burlington;
- Measure perceptions toward quality of life improvement;
- Determine key sources that respondents are using when seeking information about programs / events / festivals happening in the City; and
- Determine awareness and attitude toward citizen engagement opportunities in Burlington



Methodology

- Research was conducted via live agent Computer-Assisted-Telephone-Interviewing (CATI) of randomly selected residents in the City of Burlington
- Respondents were called between 5:00pm and 9:00pm from February 5th to February 12th, 2015
- A total of 771 interviews were completed, each approximately 18 minutes in length
- The margin of error was +/-3.5, at the 95% confidence interval level



Computer-Assisted-Telephone-Interviewing (CATI) Methodology is tried, tested and true

Why use a Computer-Assisted-Telephone-Interviewing methodology?



- ✓ Most tried, tested and true data collection methodology
- ✓ Cost-effective
- ✓ Unanimously accepted as the most scientifically accurate methodology by the MRIA, ESOMAR and other industry associations



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180 Bloor Street W., Suite 1400, Toronto, ON M5S 2V6 T 416.960.9600 F 416.960.9602 forumresearch.com

Challenges to Telephone Interviewing

- Shift to mobile communications and away from traditional landlines.
- 2013 Canadian Residential Survey: 21% of Canadian households are Cell Phone only (CPO)
- Characteristics of the CPO population:
 - ✓ Typically younger (households under the age of 35)
- Forum has adapted telephone methodology to include cell phone numbers in order to achieve the most representative and accurate data



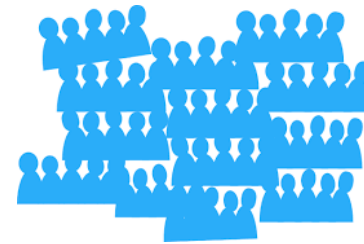
Other things to consider

- 42% of young adults 18-29 are still living with parents.
- In our experience, younger respondents who are CPO are no different attitudinally or behaviourally than younger respondents we survey via traditional landlines, but it may depend on the subject matter.

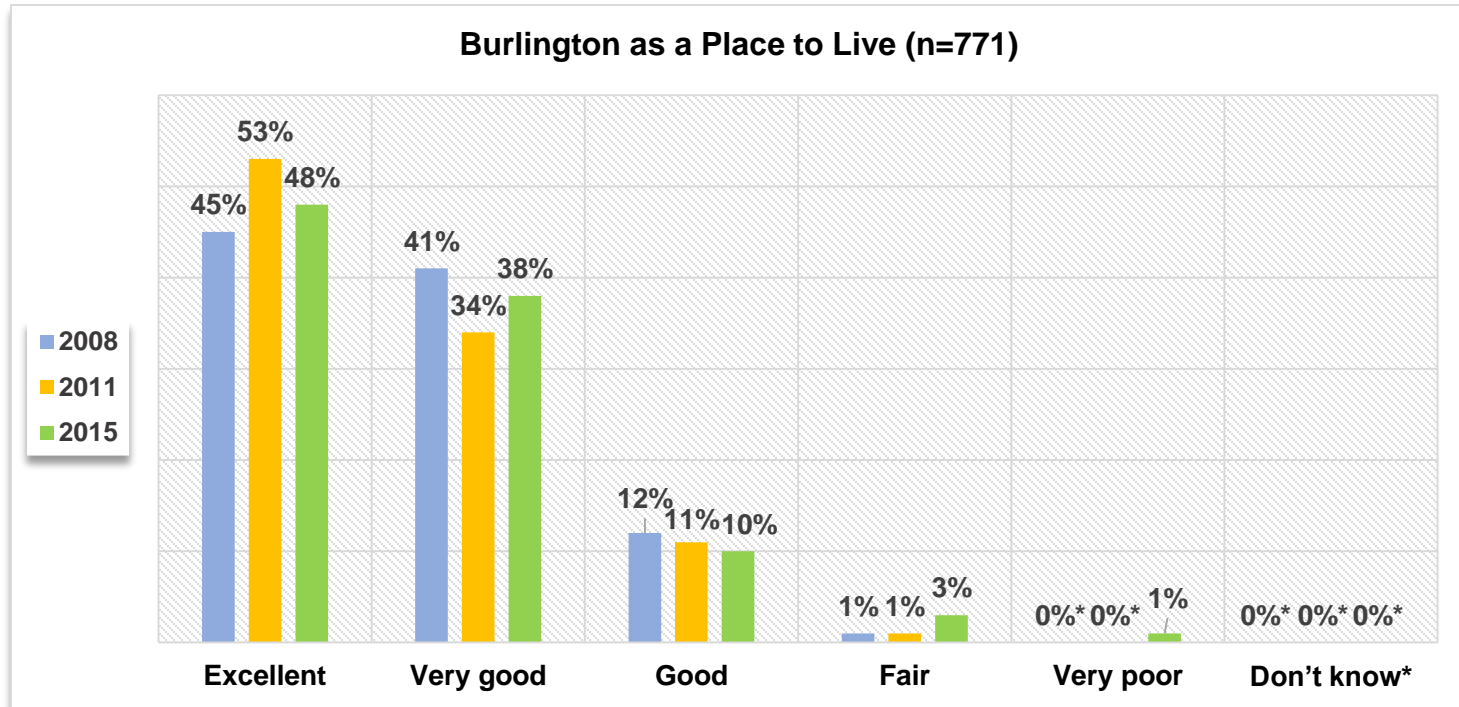
General Population
Sample



CPO Population
Sample



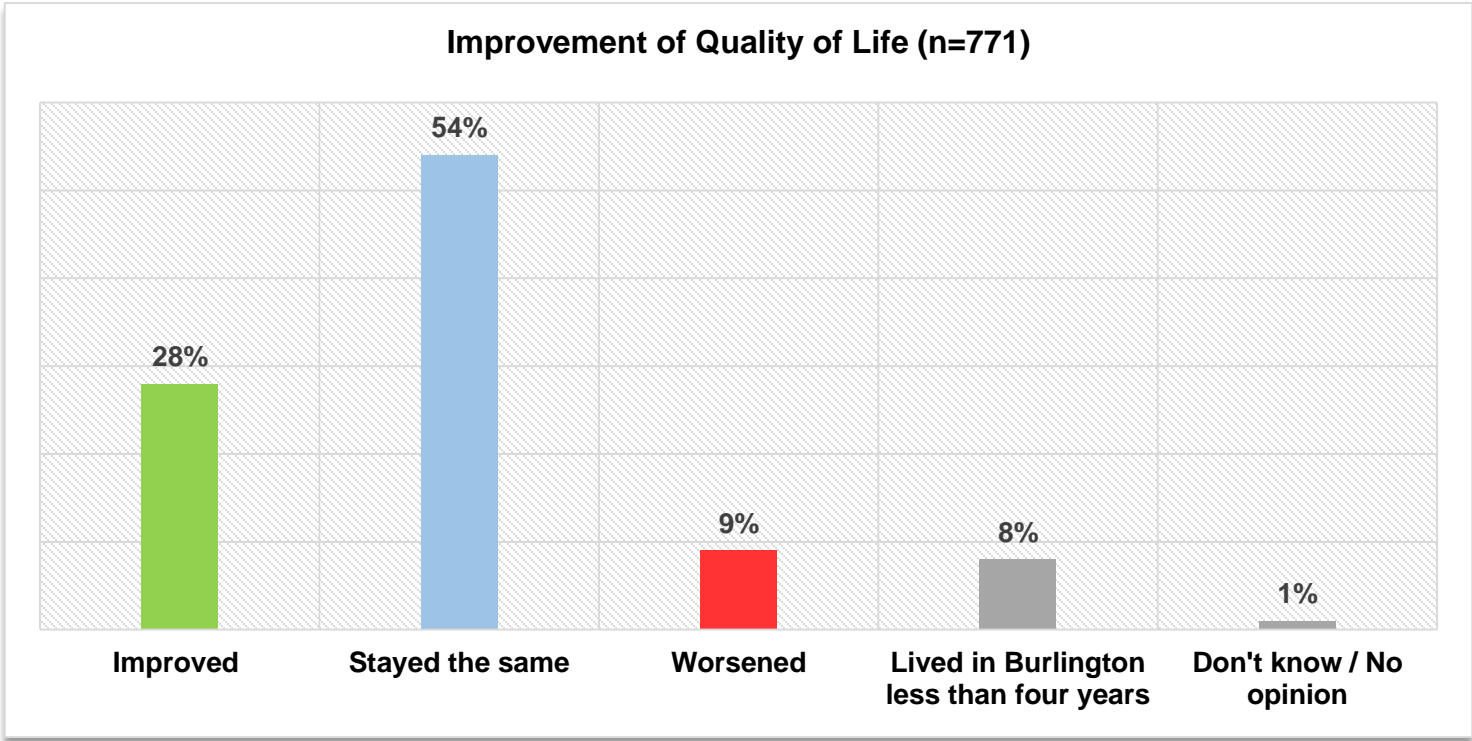
86% of respondents said Burlington was an excellent / very good place to live



	2008	2011	2015
Top 2 Box % (Excellent / Very good)	86%	87%	86%
n	750	752	771

1. To start off, how would you rate Burlington as a place to live? Would you say it is...? (Accept one response)

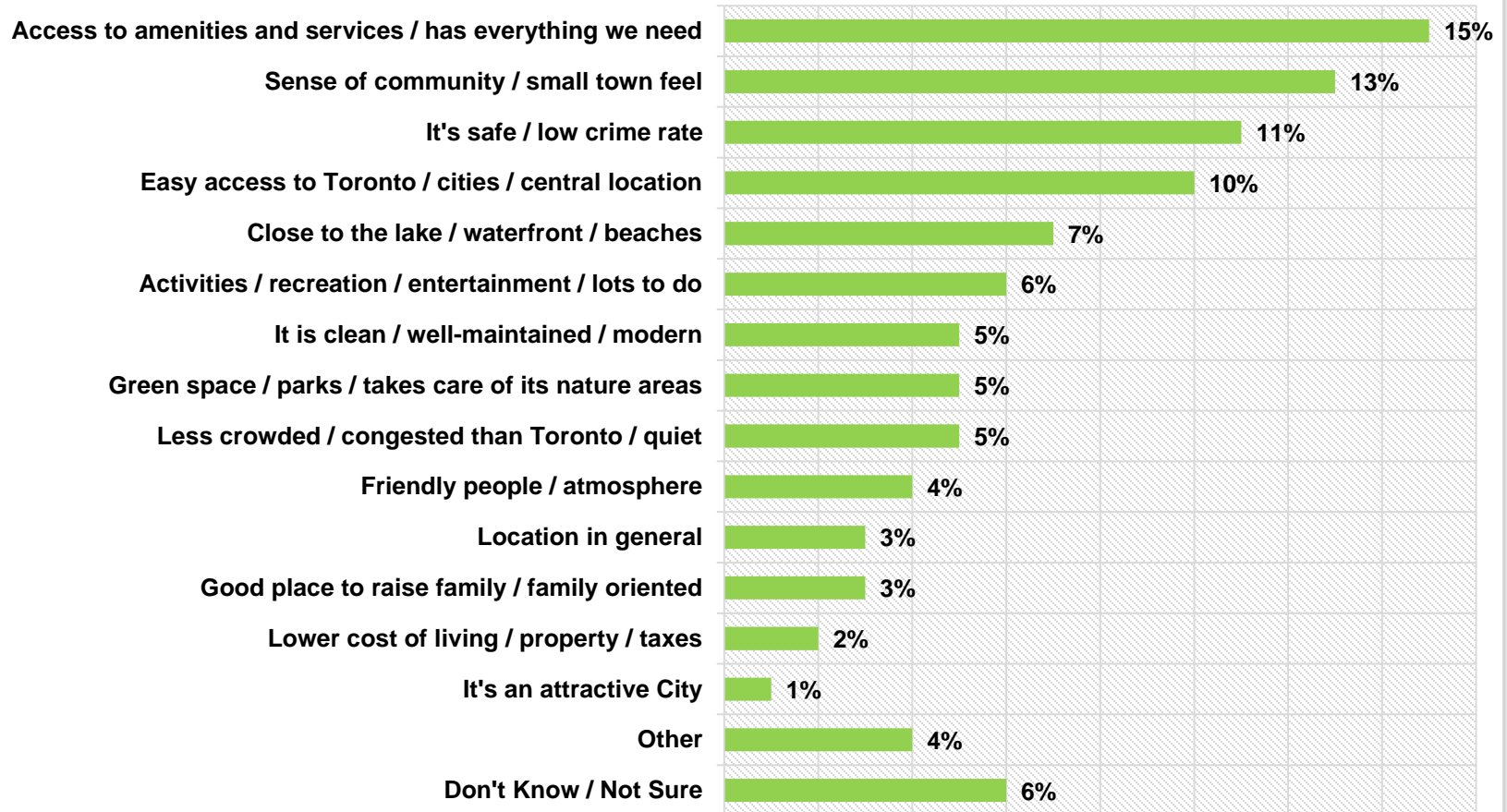
The majority of respondents (54%) said quality of life in Burlington has stayed the same in the past 4 years



2. Thinking about the quality of life in Burlington over the past four years, would you say it has...?

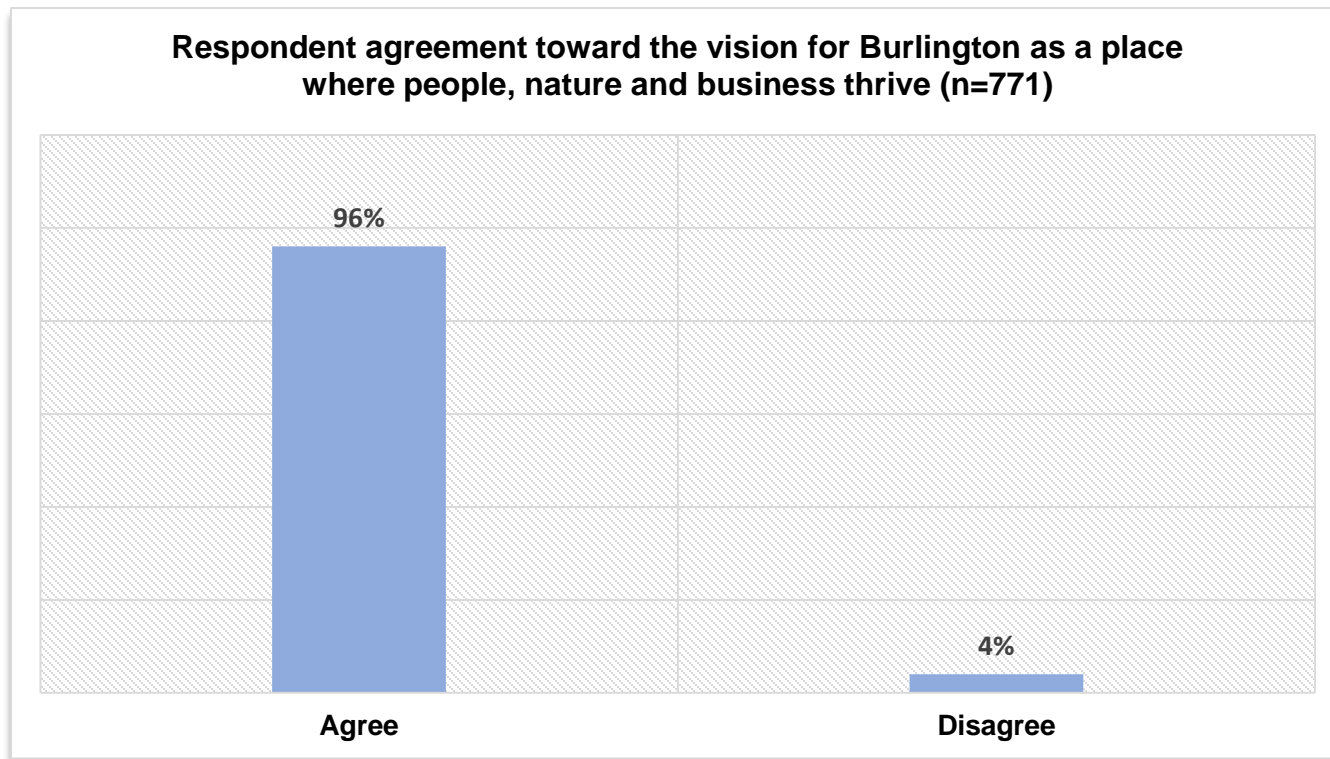
Respondents said they most like their access to amenities and services, the sense of community, and low crime rate in Burlington

What respondents like best about living in Burlington (n=771)



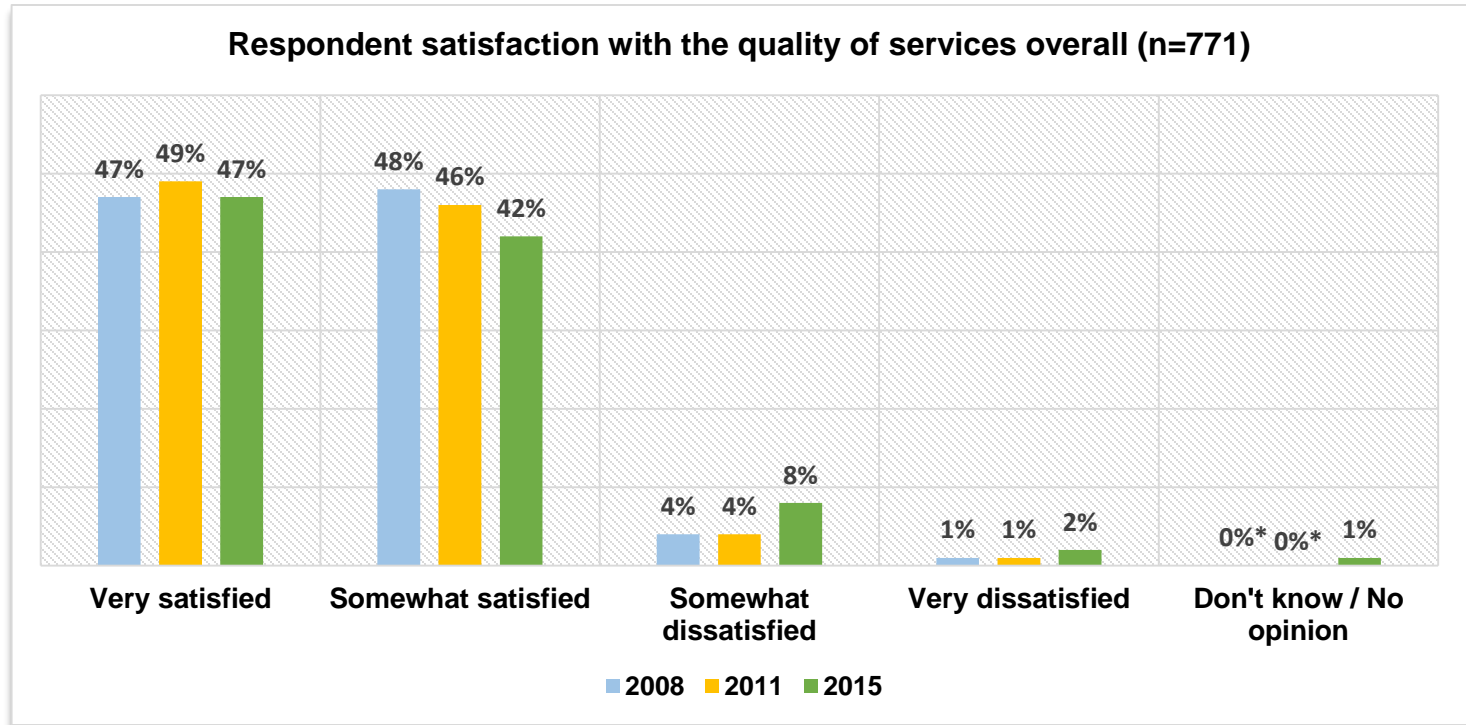
3. What would you say you like best about living in Burlington? (Accept one response)

Nearly all respondents (96%) agreed with the vision of Burlington as a place where people, nature and business thrive



16. Is the following statement a good reflection of what the vision for Burlington should be? "A place where people, nature, and business thrive". Do you agree or disagree?

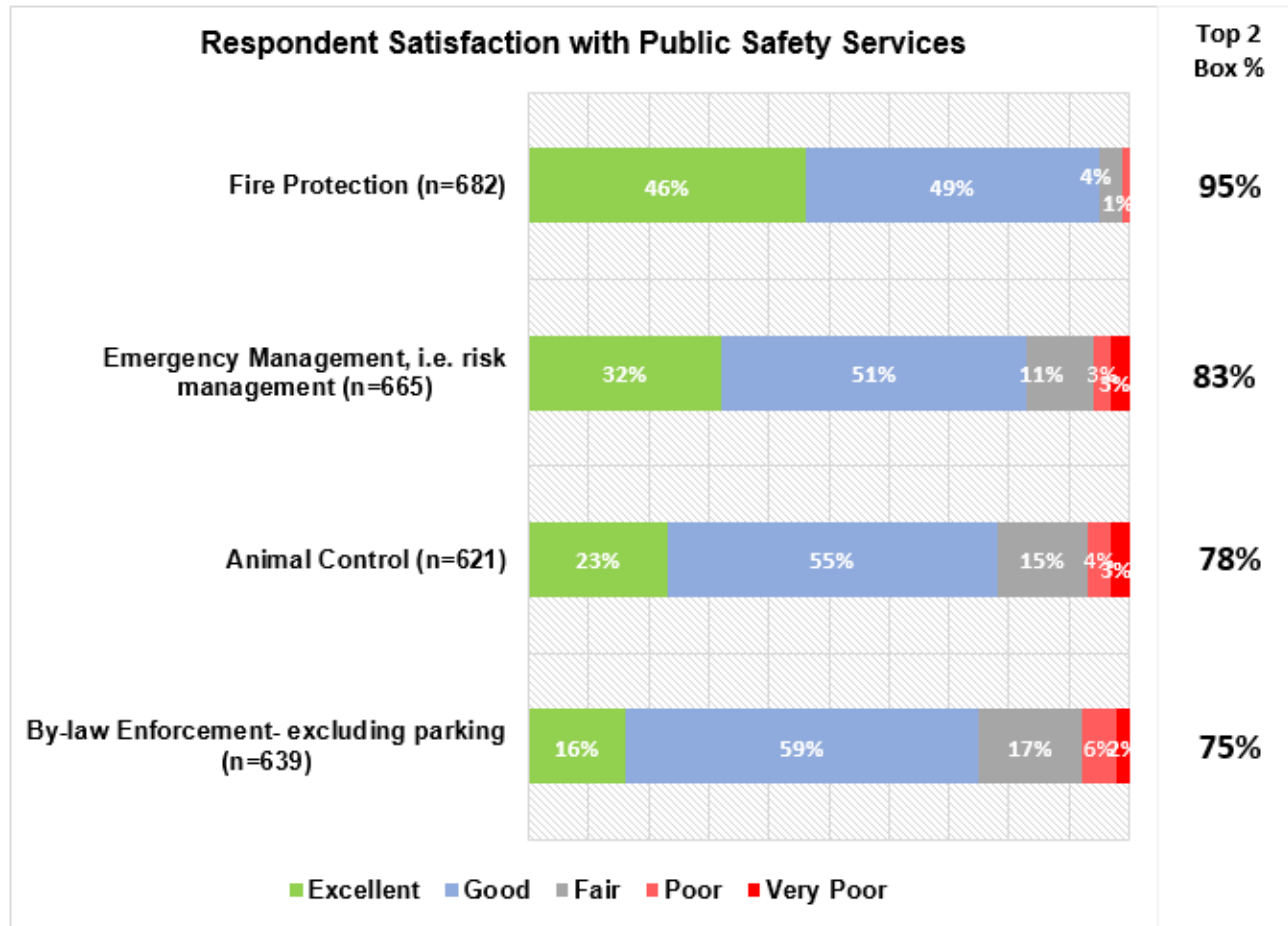
89% of respondents said they were very/somewhat satisfied with the quality of services in Burlington overall



	2008	2011	2015
Top 2 Box %	95%	95%	89%
n	750	752	771

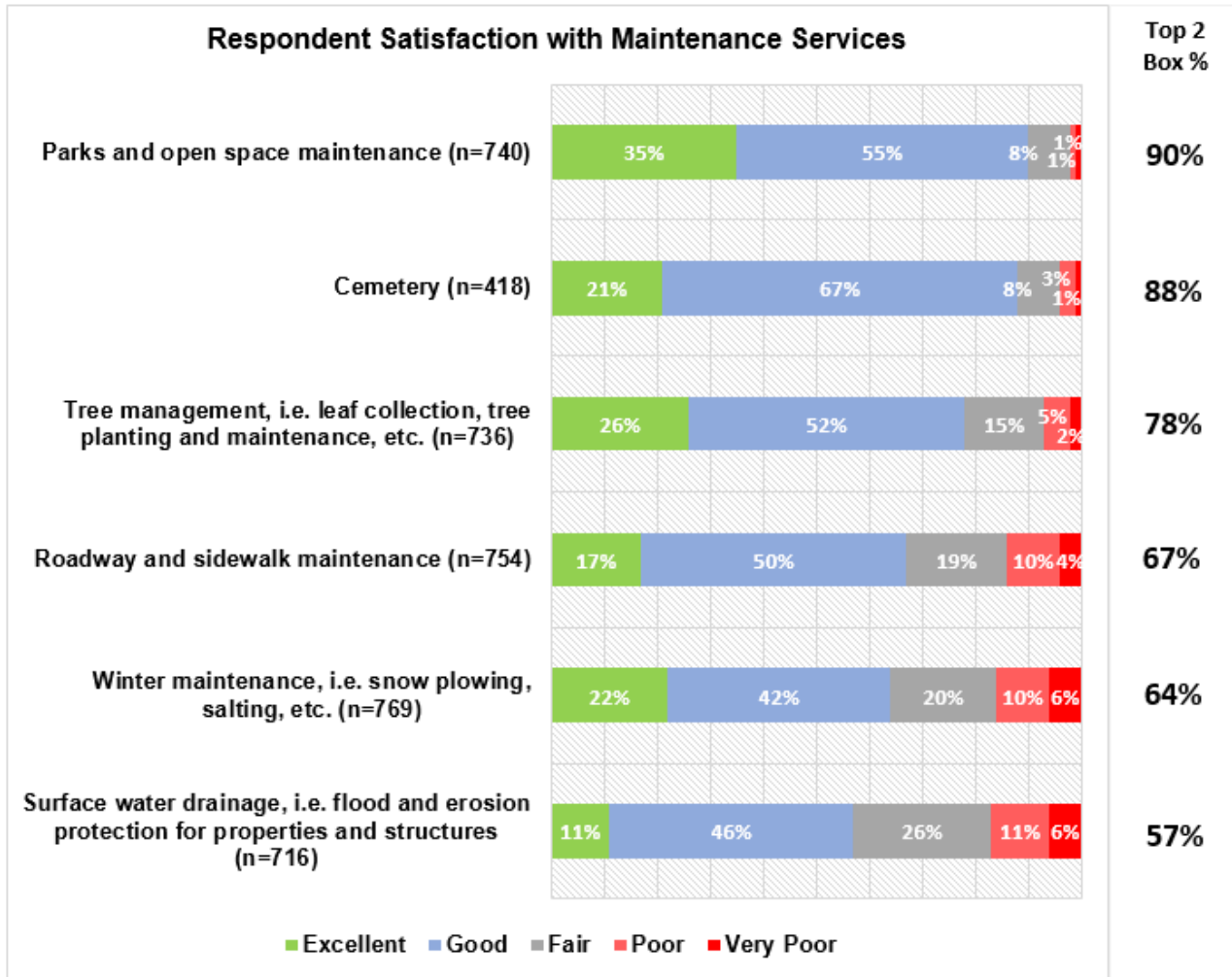
4. Generally speaking, how satisfied are you with the overall quality of services provided by the City of Burlington? Would you say you are...?

Satisfaction with Public Safety Services



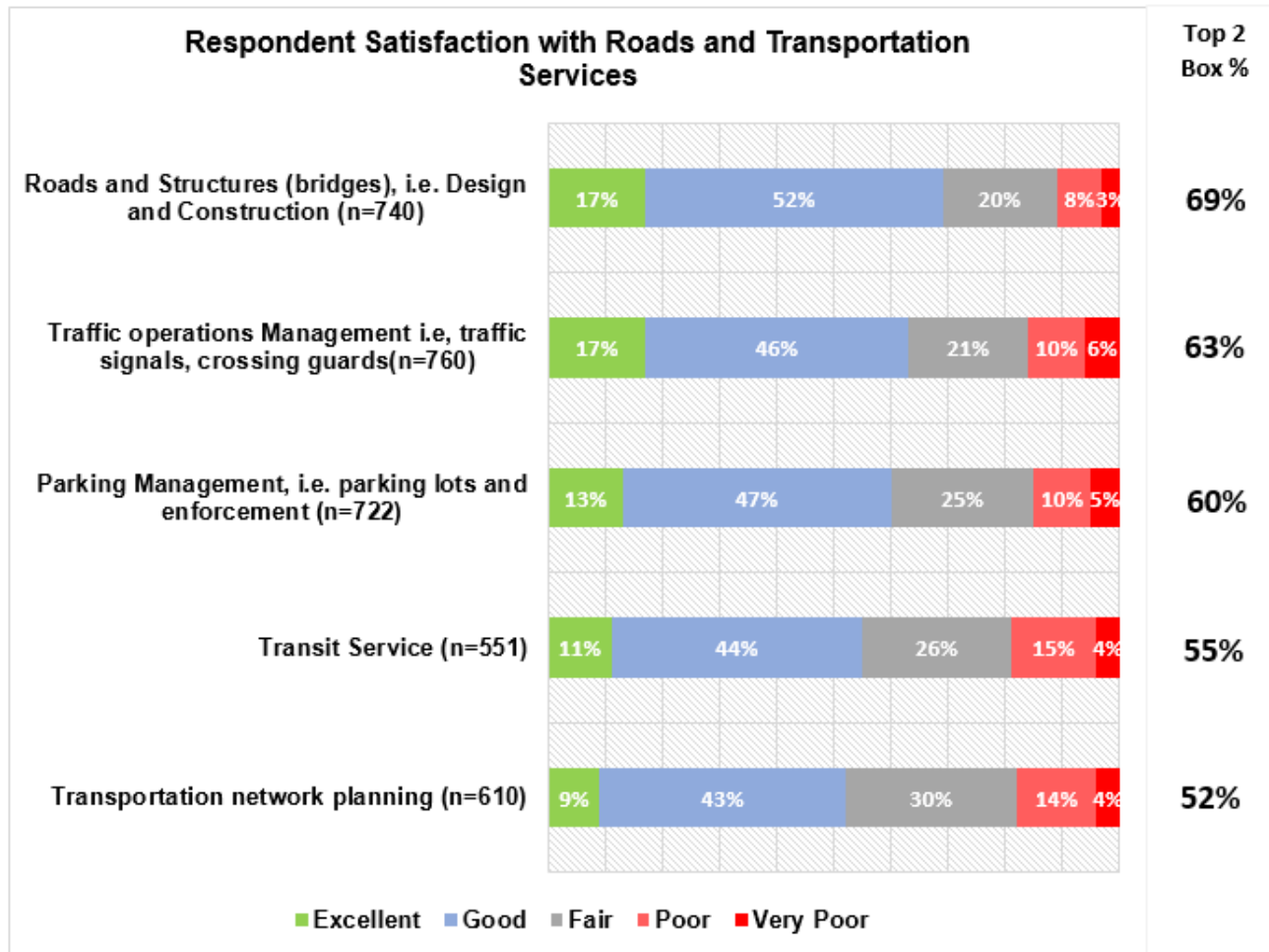
5. To the best of your ability, please rate your level of satisfaction with the following services by indicating either excellent, good, fair, poor or very poor?

Satisfaction with Maintenance Services



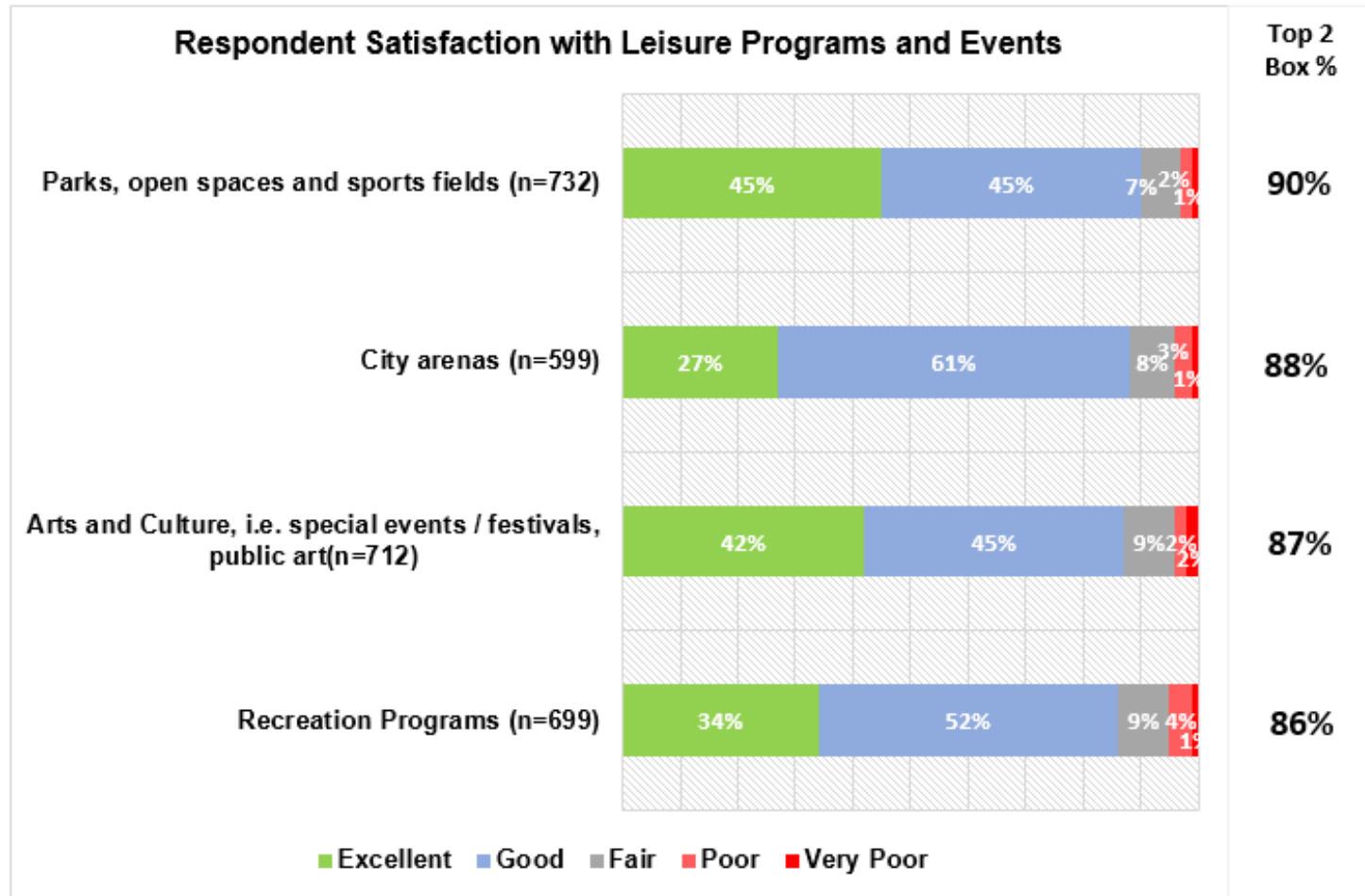
5. To the best of your ability, please rate your level of satisfaction with the following services by indicating either excellent, good, fair, poor or very poor?

Satisfaction with Roads and Transportation Services



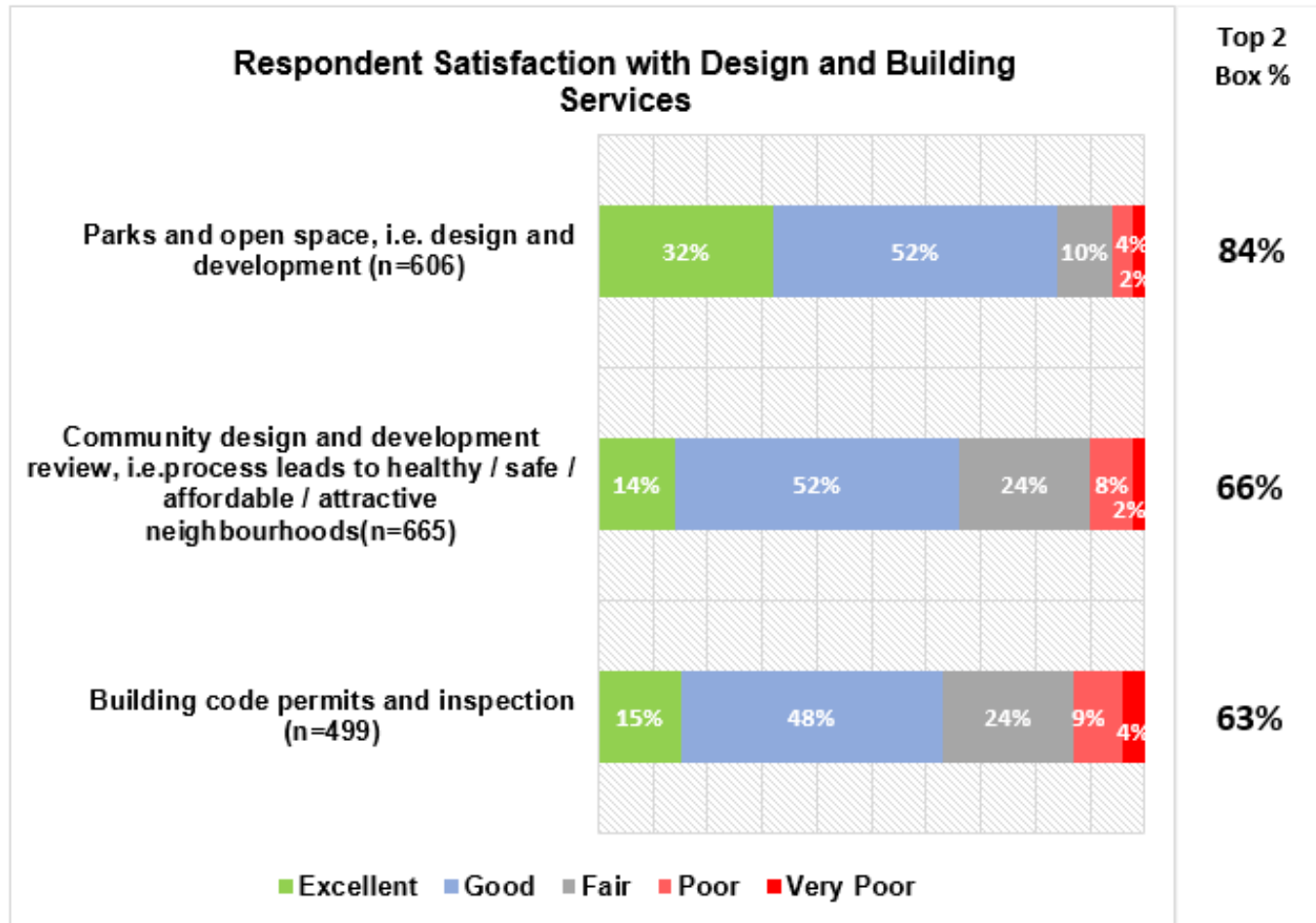
5. To the best of your ability, please rate your level of satisfaction with the following services by indicating either excellent, good, fair, poor or very poor?

Satisfaction with Leisure Programs and Events



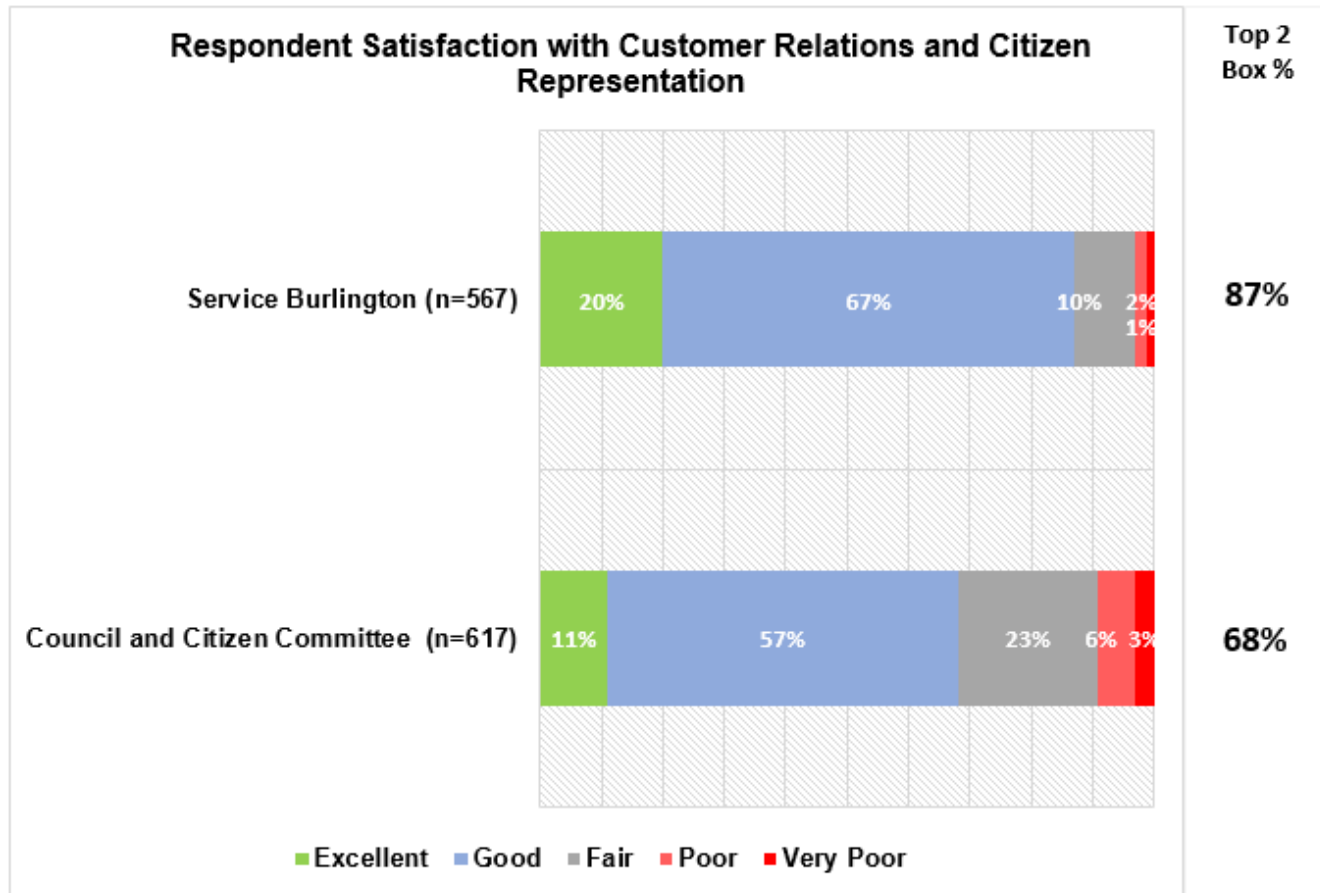
5. To the best of your ability, please rate your level of satisfaction with the following services by indicating either excellent, good, fair, poor or very poor?

Satisfaction with Design and Building Services



5. To the best of your ability, please rate your level of satisfaction with the following services by indicating either excellent, good, fair, poor or very poor?

Satisfaction with Customer Relations and Citizen Representation



5. To the best of your ability, please rate your level of satisfaction with the following services by indicating either excellent, good, fair, poor or very poor?

Analysis by Ward

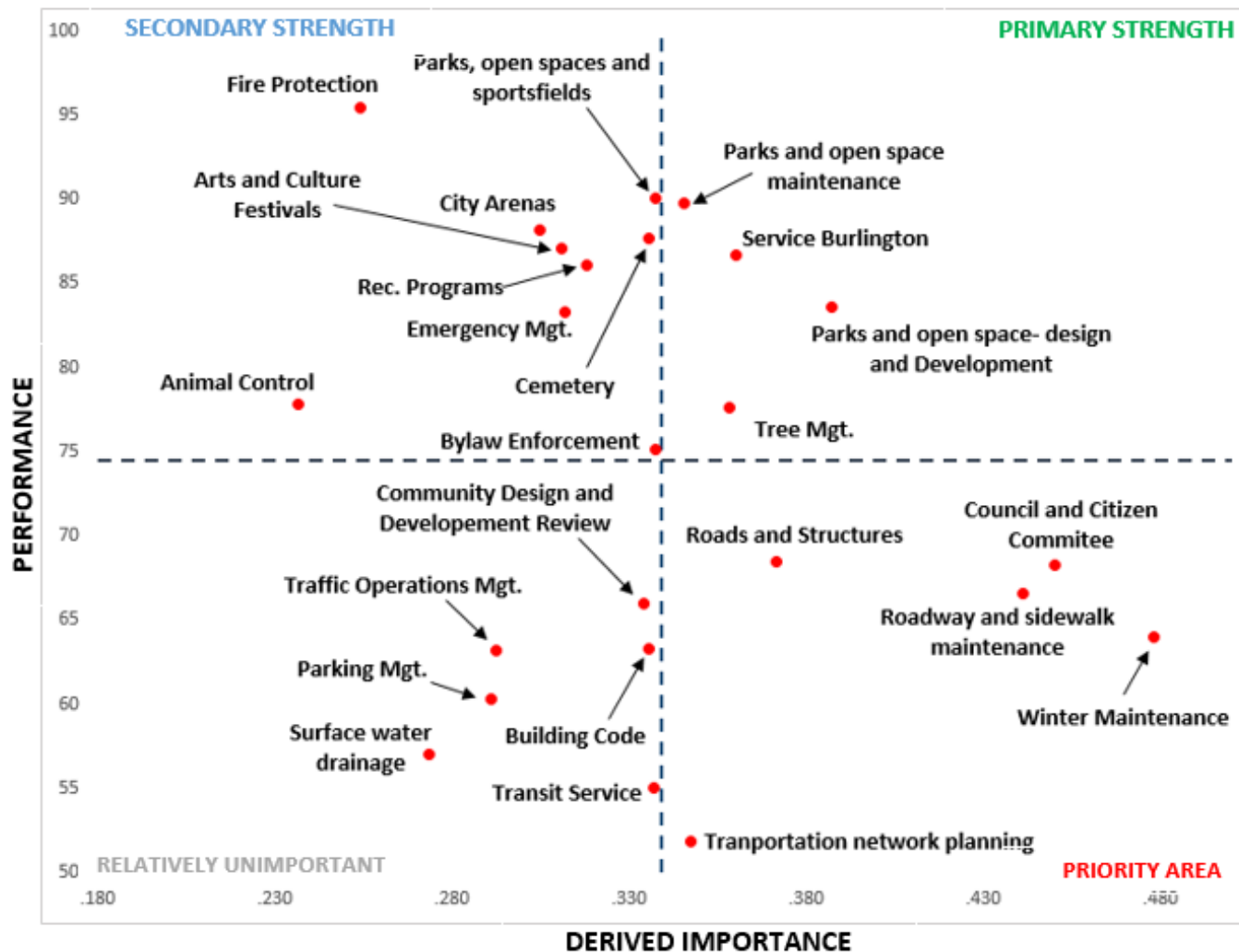
	Ward					
	1	2	3	4	5	6
By-law Enforcement- excluding parking	80%	69%	73%	77%	75%	75%
Animal Control	80%	77%	80%	74%	81%	76%
Emergency management, i.e. risk management	92%	84%	83%	82%	79%	80%
Fire Protection	98%	95%	93%	96%	93%	97%
Surface water drainage, i.e. flood and erosion protection for properties and structures	70%	55%	58%	50%	49%	65%
Winter maintenance, i.e. snow plowing, salting, etc.	63%	69%	61%	64%	63%	65%
Roadway and sidewalk maintenance	69%	67%	64%	69%	60%	71%
Tree management, i.e. leaf collection, tree planting and maintenance, etc.	78%	75%	72%	88%	70%	81%
Cemetery	94%	83%	80%	90%	85%	94%
Parks and open space maintenance	94%	91%	93%	89%	83%	91%
Transportation network planning	58%	40%	47%	53%	54%	57%
Transit Service	57%	62%	57%	55%	46%	57%
Parking management, i.e. parking lots and enforcement	72%	64%	51%	54%	56%	69%
Traffic operations management, i.e. traffic signals, crossing guards	61%	62%	58%	65%	66%	65%
Roads and structures (bridges), i.e. design and construction	60%	69%	64%	70%	69%	79%

Analysis by Ward Cont....

	Ward					
Recreation programs	93%	85%	84%	88%	83%	83%
Arts and Culture, i.e. special events / festivals, public art	88%	90%	83%	93%	89%	77%
City arenas	92%	83%	85%	93%	83%	92%
Parks, open spaces and sports fields	92%	88%	88%	96%	84%	90%
Building code permits and inspection	56%	57%	63%	68%	63%	71%
Community design and development review, i.e. process leads to healthy / safe / affordable / attractive neighbourhoods	74%	56%	66%	64%	67%	70%
Parks and open space, i.e. design and development	89%	79%	81%	83%	82%	88%
Council and Citizen Committee	73%	68%	67%	74%	58%	68%
Service Burlington	88%	91%	80%	90%	84%	87%



Quadrant Analysis



High Priority Items: (Determined by the Derived Importance Calculation)

Priority	Service	Importance	Satisfaction
1	Winter maintenance (snow plowing, salting, etc.)	.478	64%
2	Transportation network planning	.347	52%
3	Transit Service	.337	55%
4	Roadway and sidewalk maintenance (maintain and repair)	.441	67%
5	Council and Citizen Committee (open/accountable/transparent, etc.)	.450	68%
6	Building code permits and inspection	.335	63%
7	Surface water drainage (flood and erosion protection, etc.)	.273	57%
8	Roads and Structures (bridges) - Design and Construction	.372	69%



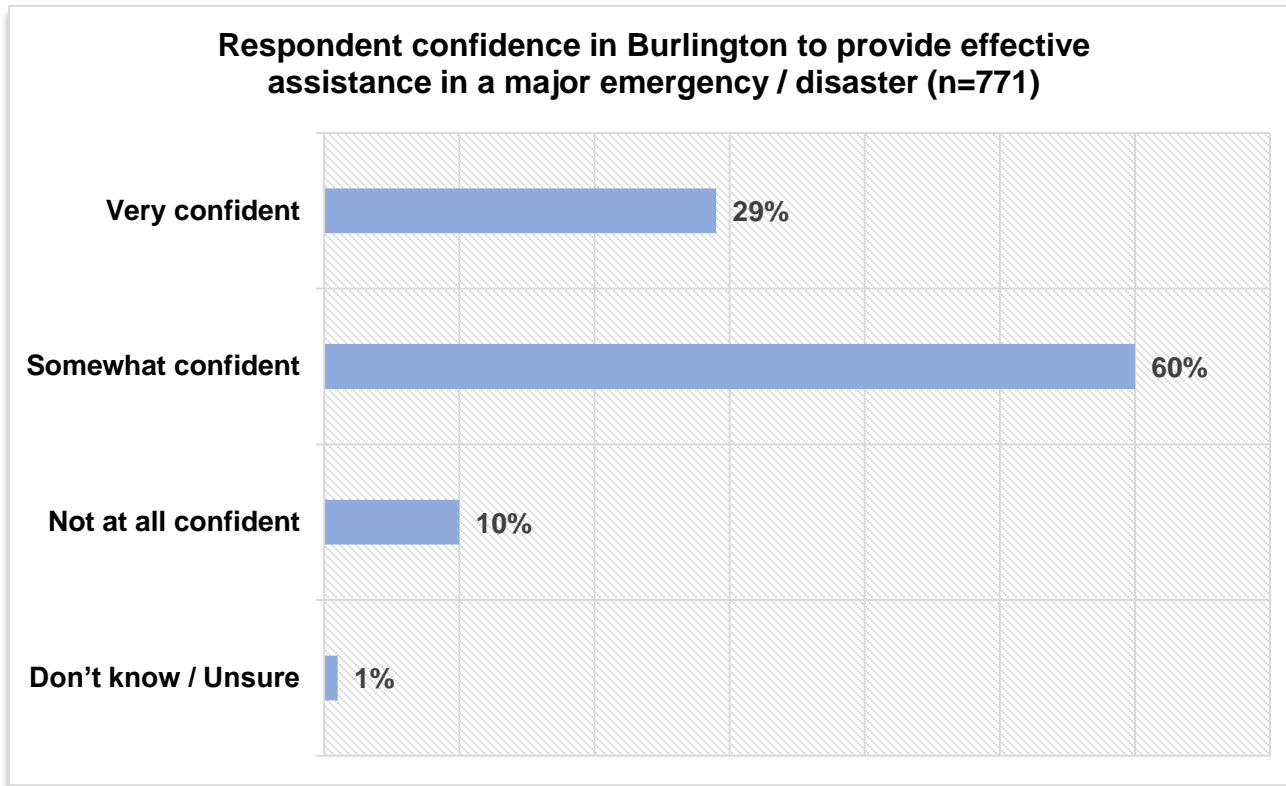
Medium / Low Priority Items

Priority	Service	Importance	Satisfaction
9	Parking Management (parking lots and enforcement)	0.291	60%
10	Community design and development Review (a transparent/ inclusive/ fair)	0.334	66%
11	Traffic operations Management (traffic signals, crossing guards)	0.292	63%
12	By-law Enforcement (excluding parking)	0.337	75%
13	Tree management (leaf collection, tree planting, maintenance, etc.)	0.358	78%
14	Parks and open space - design and development	0.387	84%
15	Animal Control	0.237	78%
16	Emergency Management (risk management, respond to and recover from major community emergencies)	0.312	83%
17	Service Burlington (pay taxes, marriage licenses, death registration, etc.)	0.36	87%
18	Recreation Programs (providing affordable & accessible recreational opportunities)	0.318	86%
19	Cemetery	0.336	88%
20	Arts and Culture (Special Events / Festivals, public art)	0.311	87%
21	City arenas	0.305	88%
22	Parks and open space maintenance	0.346	90%
23	Parks, open spaces and sports fields	0.337	90%
24	Fire Protection	0.254	95%

Medium Priority

Low Priority

Majority of respondents (89%) were either very/somewhat confident in Burlington to provide assistance during an emergency



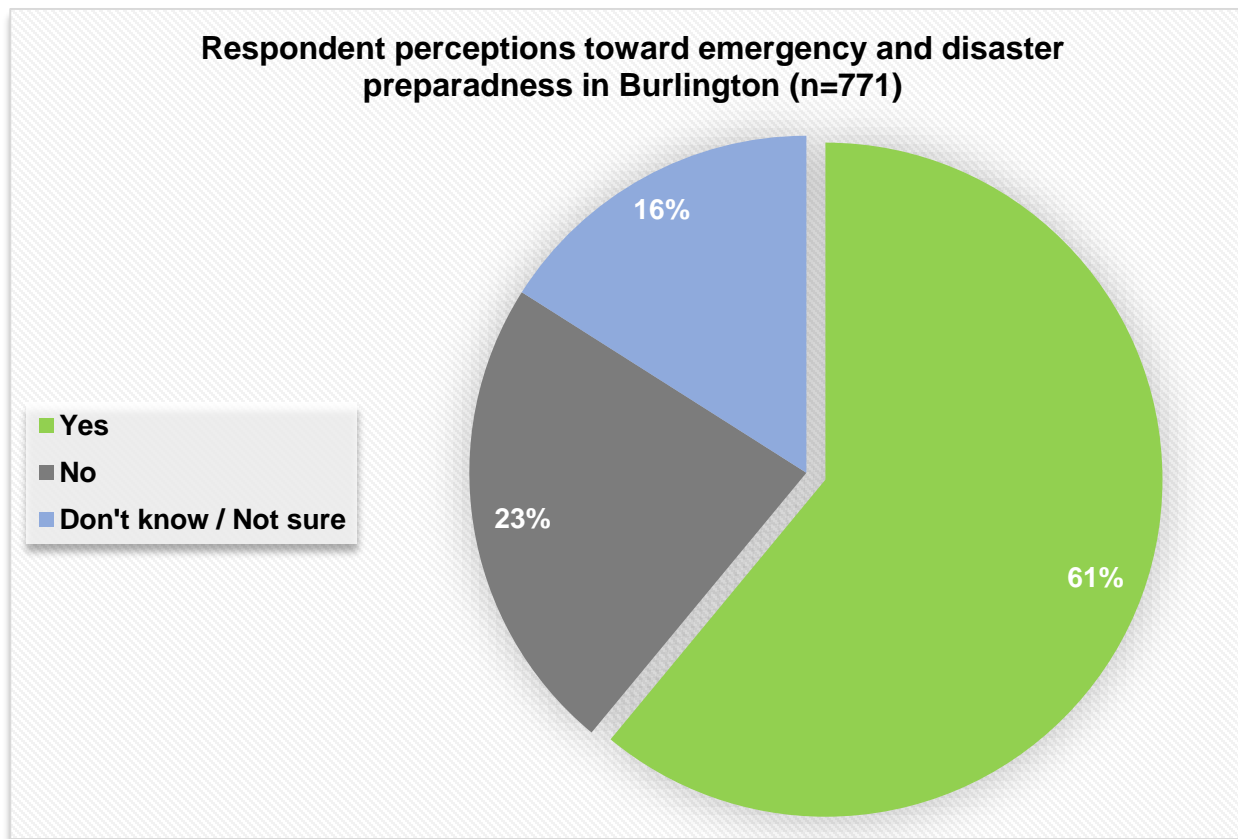
6. What level of confidence do you have in the City of Burlington being able to provide effective assistance to meet public needs in the event of a major emergency or disaster? Would you say you are...?

Respondent suggestions for increasing confidence in the City to handle an emergency/disaster

Respondent Feedback	Percent
Communicate disaster preparedness plan to the public	22%
Educate public about what to do in an emergency / disaster	11%
Communicate / raise public awareness in general	9%
Better planning and follow-up on disaster plans	7%
Take preventative measures / be more proactive	7%
Have not handled flooding issues well	6%
Listen to the public / take more input from public	5%
Update infrastructure / sewers to deal with flooding issues	5%
Faster reaction times to disasters / storms / floods	3%
Faster / expanded snow removal	3%
Improve traffic flow / roads highways	2%
Make it easier to contact city hall / services	2%
Do mock-disaster trial runs to test / practice their plans	2%
Make Council More Accountable	1%
Improve Public Transit	1%
Expand Police / Fire / Emergency Services	1%
Improve accessibility for the handicapped / Seniors	1%
Other	8%
Don't Know / Not Sure	30%

7. What could the city do to make you feel more confident? (Accept multiple response)

61% of respondents said Burlington encourages and supports emergency and disaster preparedness within the community



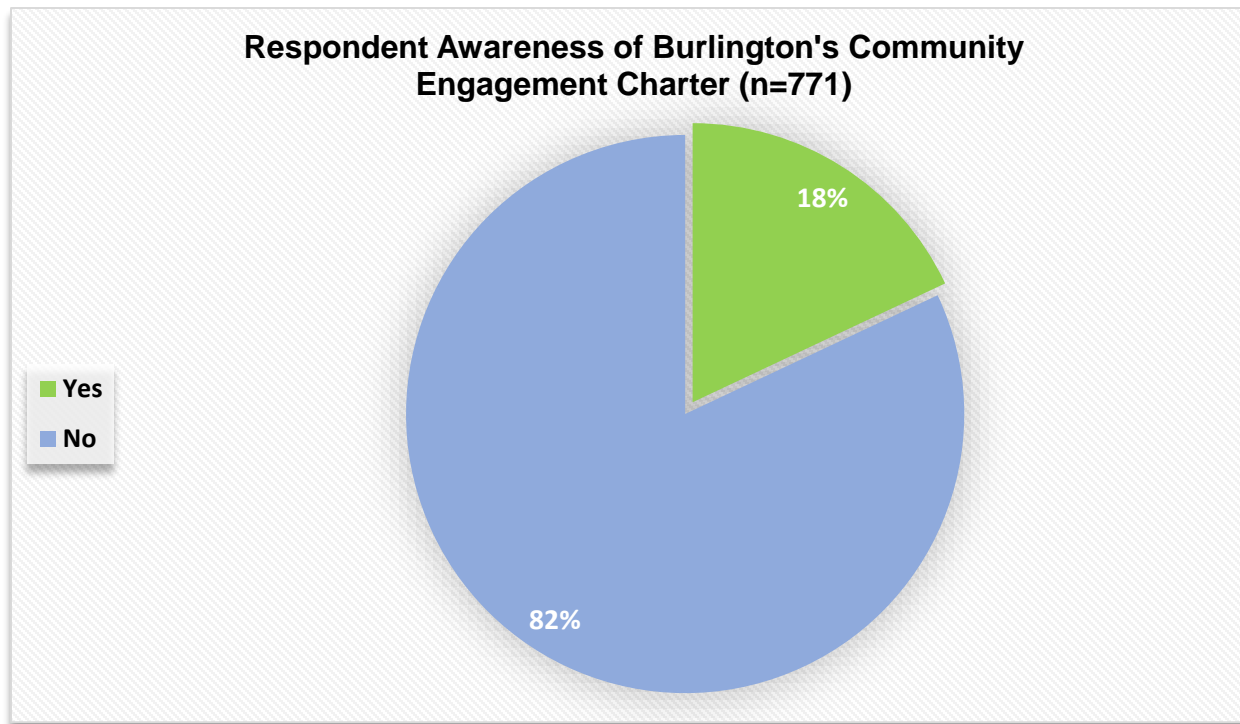
8. Do you feel that the City of Burlington is encouraging and supporting emergency and disaster preparedness within the community?

Respondent suggestions for improving emergency and disaster preparedness in Burlington

Suggestions for Improvement	Percent
Communicate with the public more	31%
Communicate their emergency plans to the public	17%
Send out pamphlets / letters about emergency preparedness	13%
Provide information and advertisements via media / newspapers / radio	11%
Better planning / management in general	7%
Have general / public meetings to discuss preparations	6%
Prevent flooding / Handle flooding issues better	6%
Update infrastructure / sewers to deal with flooding issues	5%
Do mock-disaster trial runs to test / practice their plans	5%
Hire more workers	4%
More citizen input / engagement / Listen to the public	4%
Spend money / pay for improvements	3%
Have information available online	2%
Improve traffic flow / roads / highways	1%
Other	10%
Don't know / No opinion	11%

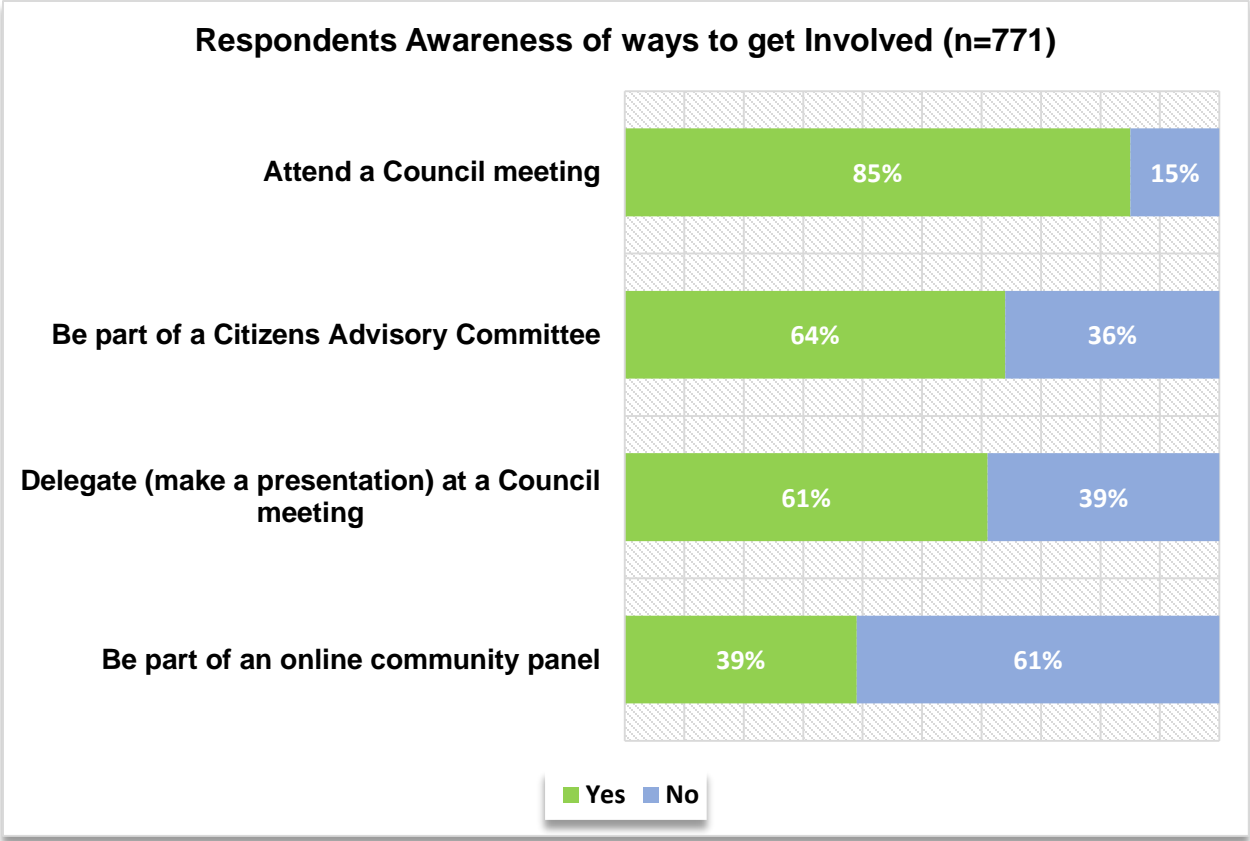
9. What could the city do to improve on this? (Accept multiple responses)

Only 18% of respondents said they were aware of Burlington's Community Engagement Charter



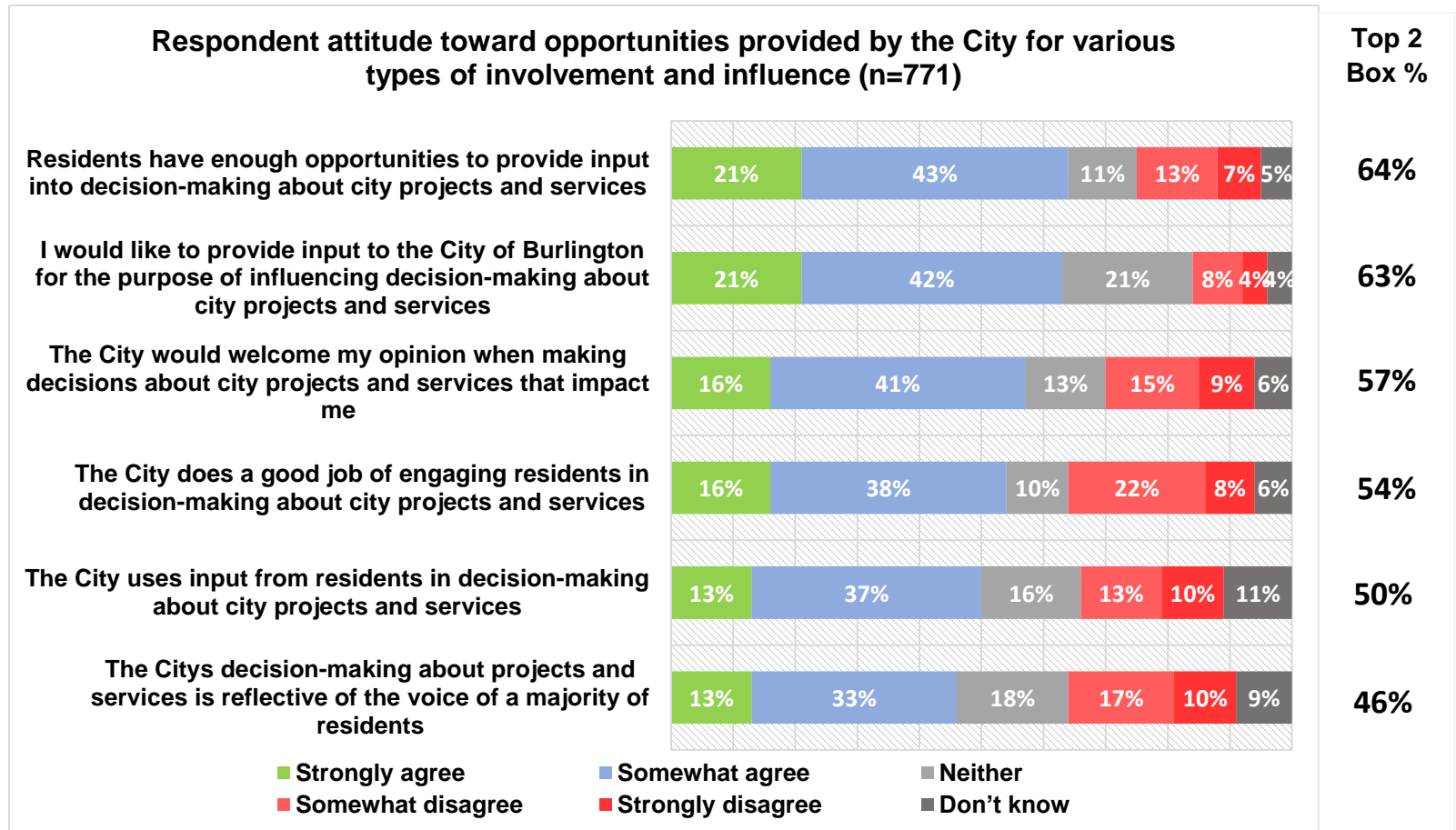
10. Are you aware that Burlington has a Community Engagement Charter?

The majority of respondents were aware of the various ways to get involved in Burlington



11. Are you also aware that residents can do the following...

Respondent attitude toward citizen engagement opportunities in Burlington



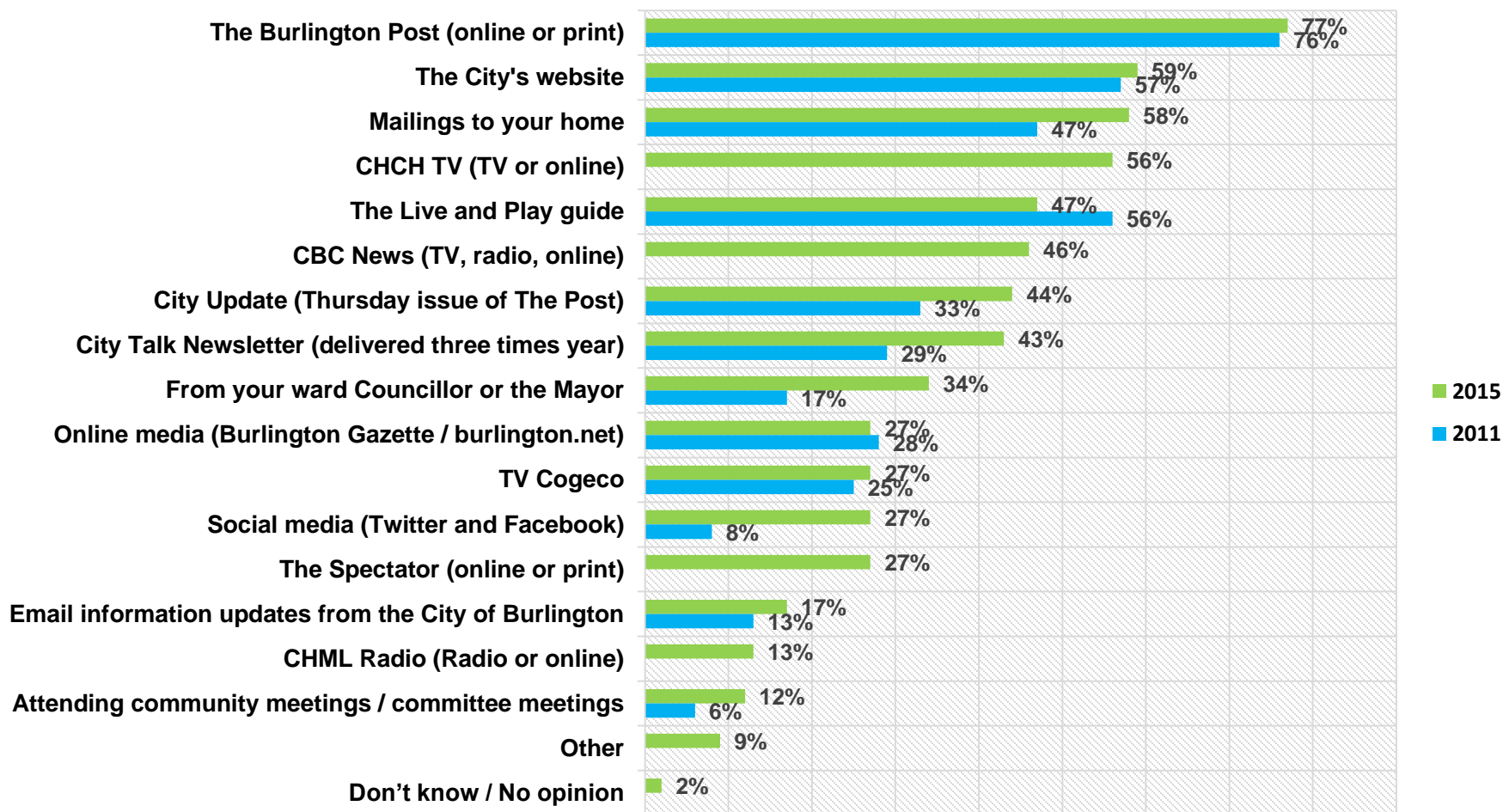
12. I am going to read a number of statements to you, please tell me the level to which you agree or disagree with them.

Respondent feedback concerning disagreement over citizen engagement statements

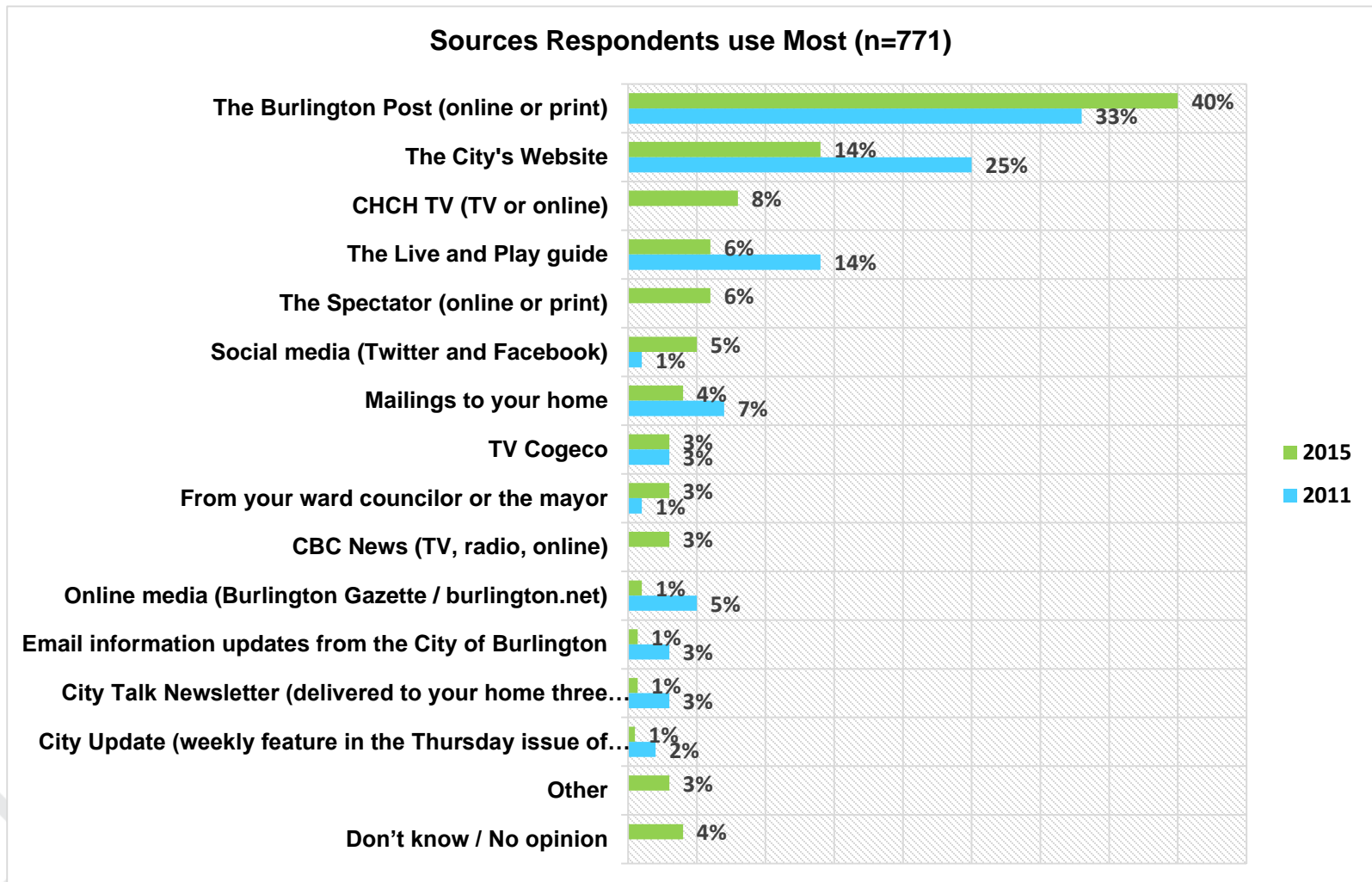
Respondent Feedback	Reason / Explanation for Disagreement
<p>I would like to provide input to the City of Burlington for the purpose of influencing decision-making about city projects and services</p>	<p>I do not think it would make a difference / have any influence I do not think they would listen to me Council will push its own agenda / makes up its mind regardless I do not have the time</p>
<p>Residents have enough opportunities to provide input into decision-making about city projects and services</p>	<p>Council / City will overrule or ignore our input / Have already decided City does not care about public input / Won't listen City does not advertise or communicate chances to give our input City never asks for input / Does not give us the opportunity</p>
<p>The city does a good job of engaging residents in decision-making about city projects and services</p>	<p>We never know what is happening / No communication from City City does not ask public for input until decision is already made I have never been asked to engage / give my opinion I was not aware that I could participate</p>
<p>The city uses input from residents in decision-making about city projects and services</p>	<p>City does not value public input / Doesn't listen / Do what they want to City does not ask public for input until decision is already made We never know what is happening / No communication from City The City does not engage the public / Doesn't seek input City only gets feedback from a small group of residents, not the general populace I have never been asked to engage / give my opinion</p>
<p>The city's decision-making about projects and services is reflective of the voice of a majority of residents</p>	<p>They don't act based on input / Don't listen to public input They do not listen to the majority of residents They have already made the decision before public is allowed input / They do whatever they want They do not engage with the public or solicit public input</p>
<p>The city would welcome my opinion when making decisions about city projects and services that impact me</p>	<p>They ignore the concerns of residents They would not listen to me/ Don't care about my opinion They have already made their decision or won't change their mind They ask for our opinions but never actually act on them</p>

The majority of respondents (77%) said they use the Burlington Post to find information about City programs, services and initiatives

Sources Respondents use to find out about City programs / Initiatives (n=771)



Respondents said they use the Burlington Post more than any other source to find information



15. Of the sources you use, which one do you use most often? (Accept one response)

Community safety and infrastructure renewal / maintenance / repair are top priorities respondents feel Council should focus their attention on

Highest priority items amongst respondents (8,9,10) (n=771)



17. The City of Burlington could focus their attention on several issues. Please tell me how much of a priority you feel each is to you on a scale of 1 to 10 where 1 is a low priority and 10 is a high priority.