FORUM
RESEARCH INC.

CITY OF Burlington

The City of Burlington

2015 Community Satisfaction Survey

KEY FINDINGS REPORT

Project Background and Methodology

Background and Objectives

The City of Burlington is a dynamic community situated on the shores of Lake Ontario, filled with many attractions and things to do. With a population nearing 180,000, it is cherished for its small town feel, green city heritage, and a high quality of life. As well, its economic strength and sustainable growth has made it one of the most thriving City's in Southern Ontario. Committed to open and transparent governance that delivers quality services to its residents, the City of Burlington hired Forum Research to conduct a Community Satisfaction survey to gather resident input for various topics and issues. Specifically, the purpose of the 2015 Community Satisfaction survey was 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

New Questions and Analysis

Forum Research introduced 'derived importance' to help determine strategic priorities for the City of Burlington moving forward. Derived importance is a statistical calculation based on the correlation between the input variables (i.e. satisfaction with individual services and programs) and an outcome variable (i.e. satisfaction with services overall). Specifically for this study, the question trying to be answered was: How much impact does an increase or decrease in satisfaction with a particular service / program have on the job the City of Burlington is doing overall? This correlation reveals the extent to which various service items are related to or drive overall satisfaction.[1] Ultimately, driver analysis relies on a statistical predictive model to determine priorities for the City of Burlington and can help inform the future allocation of municipal funding by combining importance and the room for improvement.

In instances where respondents were asked about their satisfaction with specific City services, facilities, or events, those who were unable to provide a response (i.e. answered "don't know" or "no opinion") were removed from the analysis. It is also important to note that key findings are presented by relevant themes, and not by the order for which questions were asked in the questionnaire.

Statistical Significance

Forum research applied statistical significance testing to compare satisfaction with services by ward; this tells us whether or not differences between the observed percentages are reflective of real differences in the population, or are merely a chance occurrence. Statistical significance takes into account difference in percentage points and other factors such as sample size, distribution, percentage etc. For

[1] It is generally regarded in marketing research that stated importance- that is asking a respondent to state how important a service item is to them, is not a reliable measure of the degree to which any service impacts the outcome variable being measured (i.e. satisfaction with services overall, quality of life, etc.). This is because people tend to over- or under-state the importance of attributes for a variety of reasons.

this reason, it may be found given two sets of variables with the same percentage point difference that one reveals a statistically significant difference in the population, while the other does not.

Field Dates and Margin of Error

This 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.

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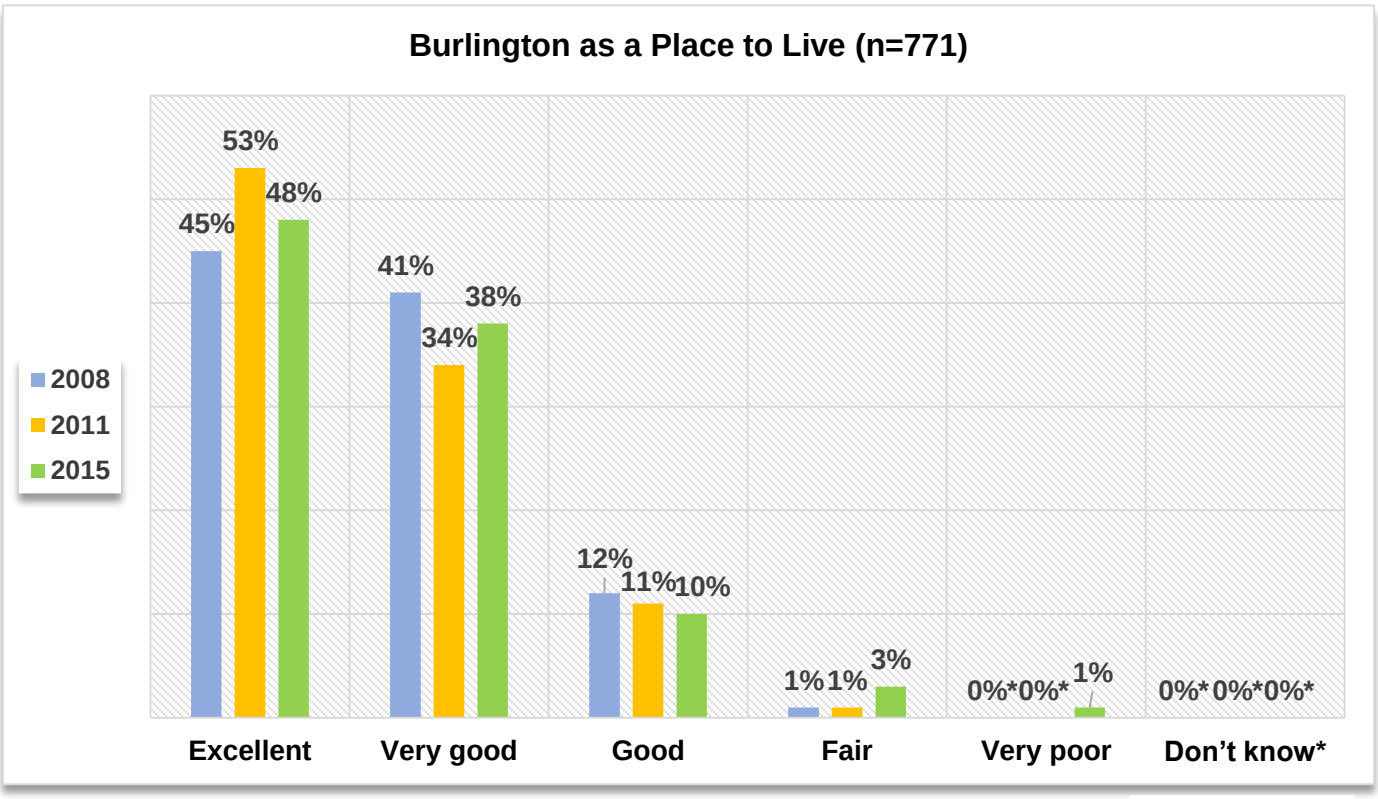
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An Assessment of Life in Burlington

Overall Impression of Burlington as a Place to Live

When respondents were asked to rate the City of Burlington as a place to live, nearly all respondents (96%) said it was at least 'good'. However, the majority of respondents (86%) said it was either 'excellent' or 'very good' (48% and 38%, respectively). Just over 1% of respondents said 'very poor'. The overall impression of Burlington as a place to live amongst respondents was very positive, and consistent with findings in 2011, as well as in 2008.



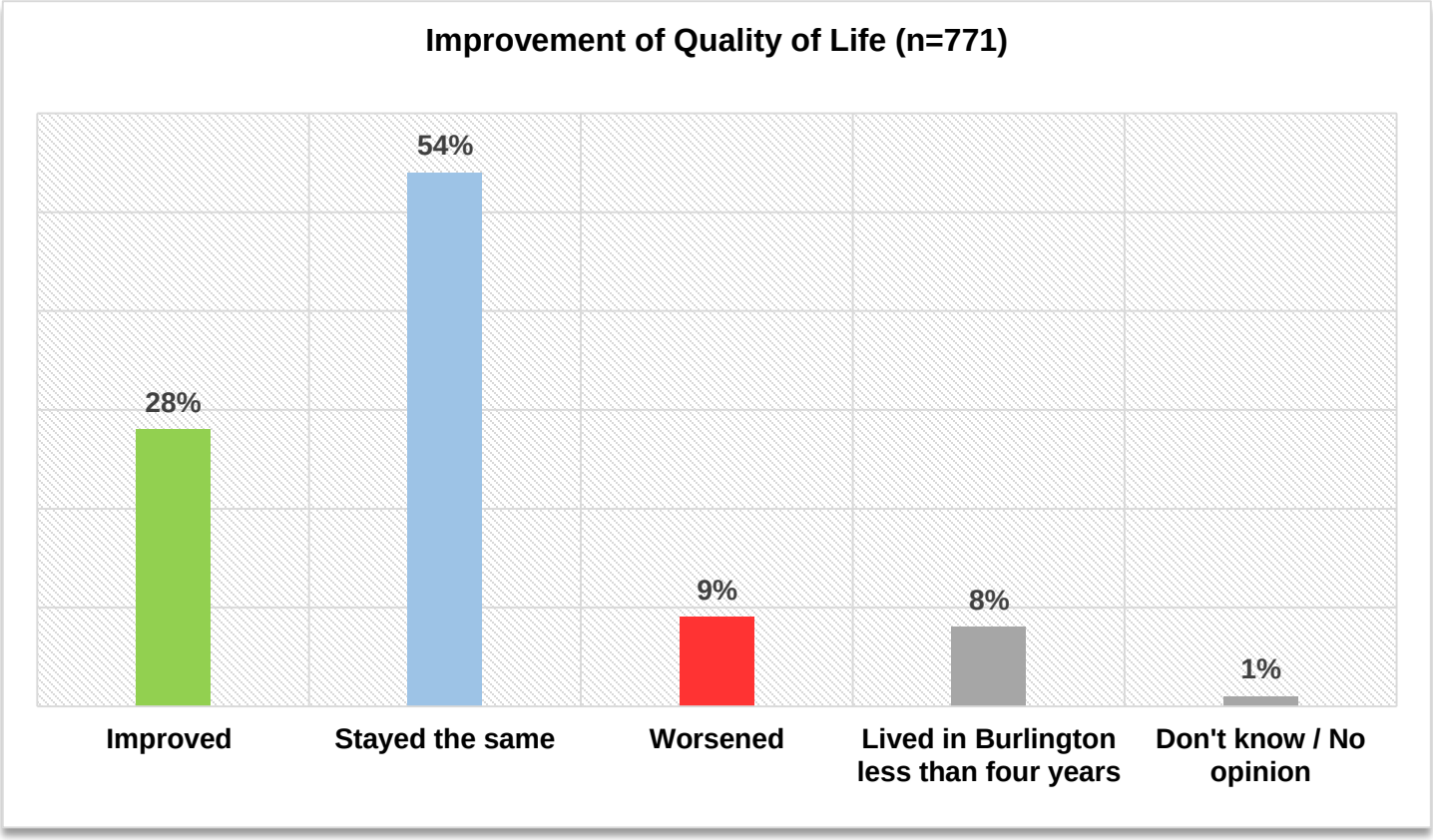
**Less than .5%*

	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)

Change in Quality of Life

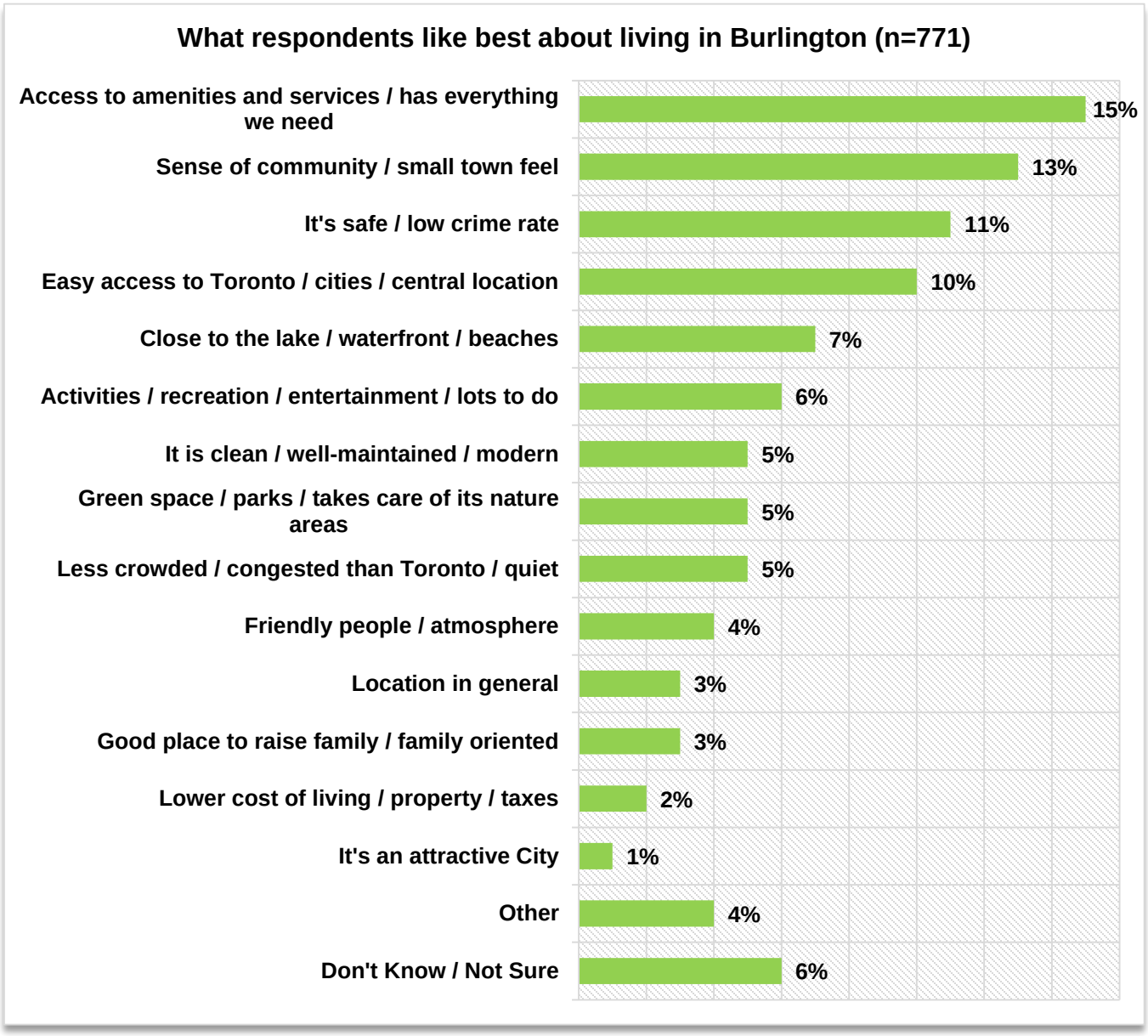
Has quality of life in the City of Burlington changed in the past four years? Although the majority of respondents (54%) said quality of life has stayed the same in Burlington, 28% said that it has improved. Less than 10% of respondents said quality of life has worsened.



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

What Respondents Like Best about Burlington

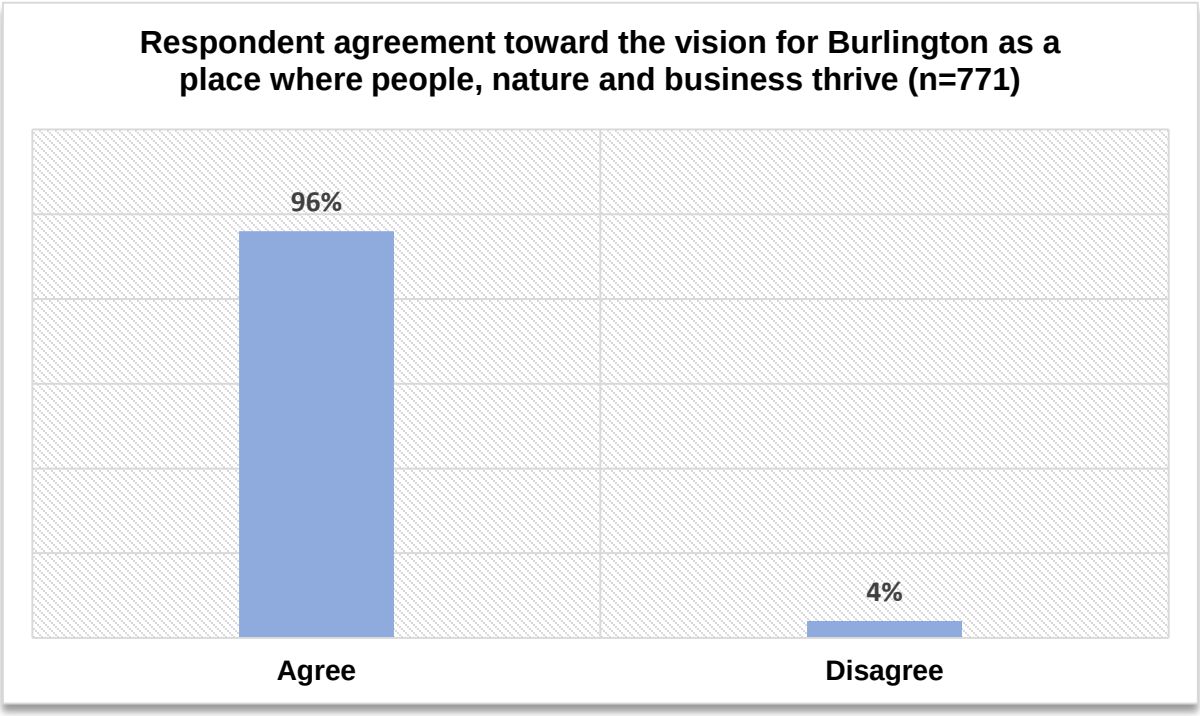
Respondents were asked what they like best about living in the City of Burlington. Top mentions were: access to amenities and services / has everything we need (15%), sense of community / small town feel (13%), it's safe / low crime rate (11%) and easy access to Toronto / central location (10%).



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

Respondents' Vision of Burlington

Respondents were asked whether or not they agreed that the following statement is a good reflection of what the vision for Burlington should be: "A place where people, nature and businesses thrive". Nearly all respondents (96%) agreed.

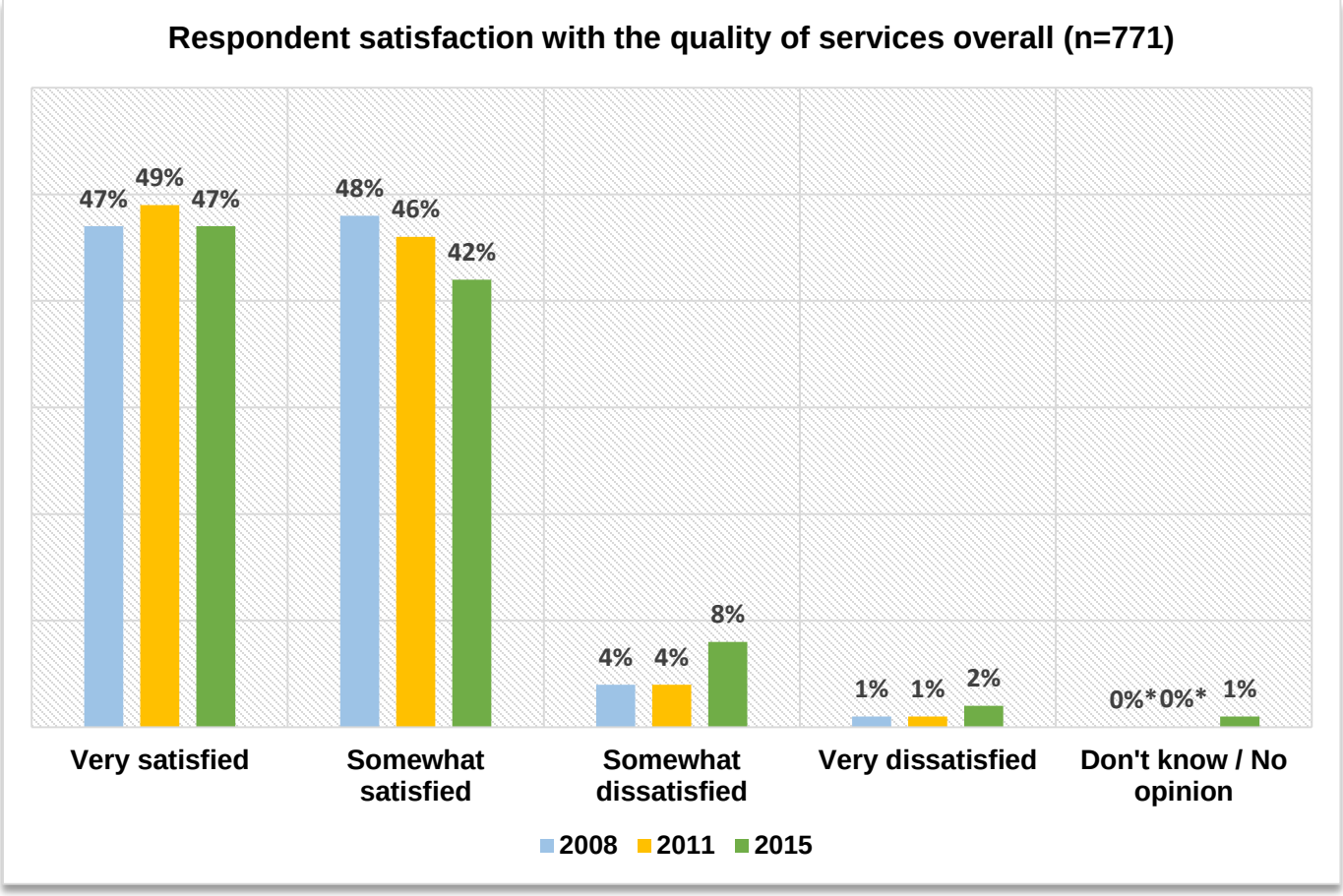


16. Is the following statement a good reflection of what the vision for Burlington should be? "A place where people, nature, and business thrive". Do you agree or disagree?

Satisfaction with Services

Satisfaction with Services Overall

When respondents were asked to rate their satisfaction with services overall, the large majority said they were 'very' or 'somewhat' satisfied (47% and 42%, respectively). Compared historically to 2008 and 2011, there was a small movement of respondents from being somewhat satisfied to being somewhat *dissatisfied*. Respondents who were 'somewhat satisfied' decreased 6% since 2008 and 4% since 2011; at the same time, respondents who were 'somewhat dissatisfied' increased by 4% since 2008 and 2011. Despite this small increase, satisfaction with services in Burlington overall remains strong.



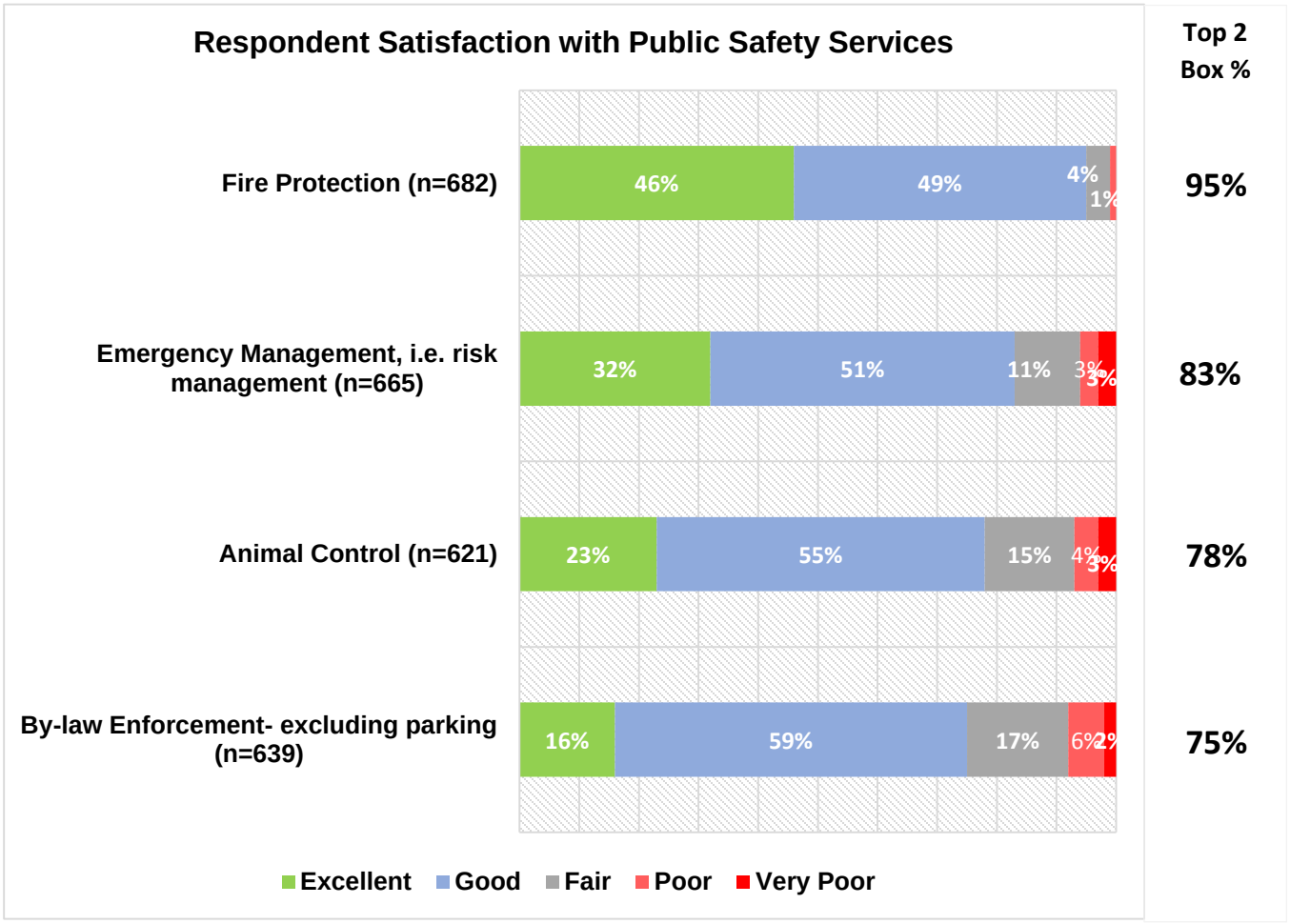
Less than .5%

	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

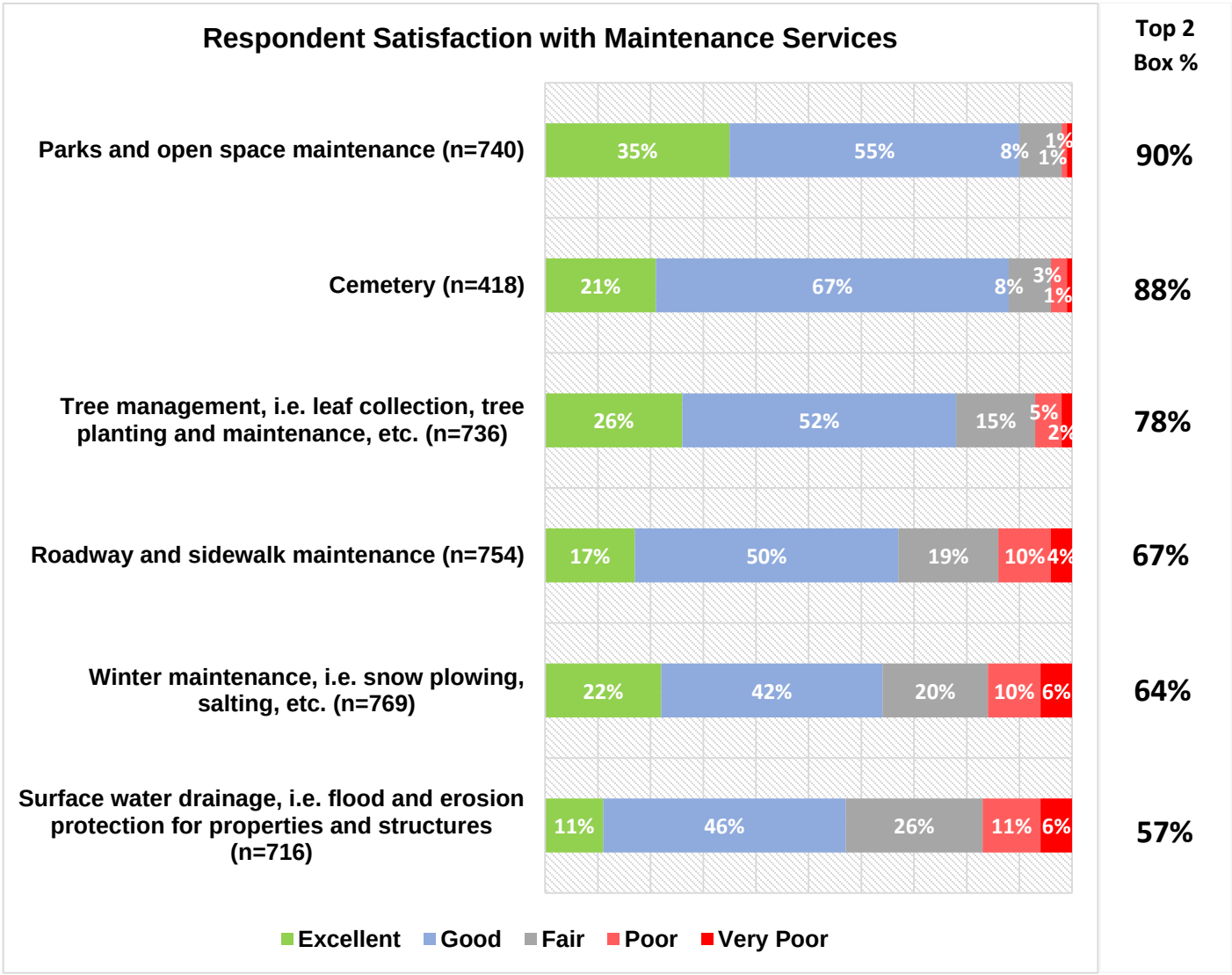
Respondents were asked to rate their satisfaction with various Public Safety Services by indicating either excellent, good, fair, poor, or very poor. Looking at top 2 box responses (excellent/good), the highest satisfaction ratings were recorded for fire protection services (95%), and emergency management (83%).



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

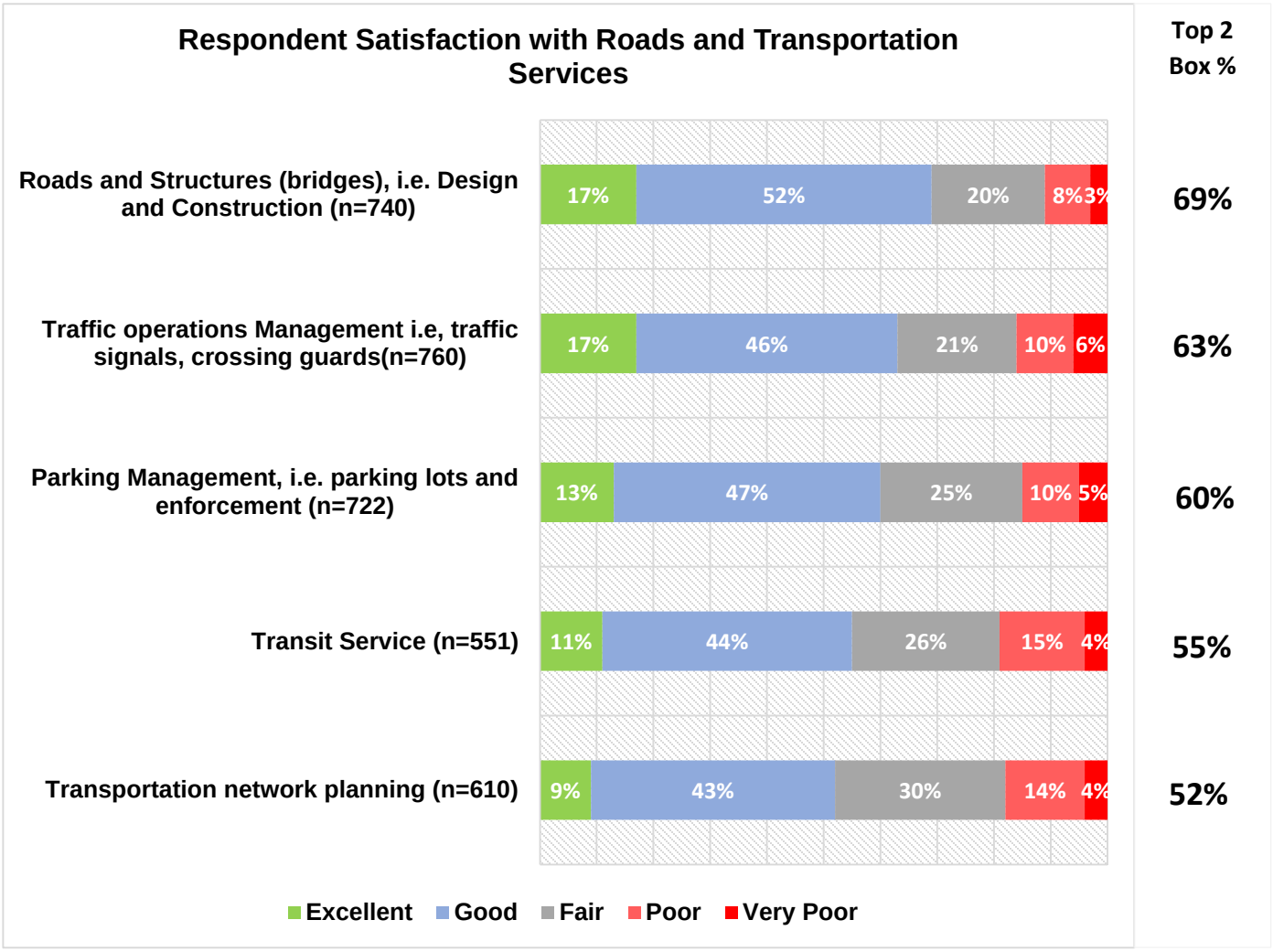
Respondents were asked to rate their satisfaction with various maintenance services offered by the City of Burlington. Looking at top two box responses (excellent/good), the highest satisfaction ratings were recorded for parks and open space maintenance (90%), cemetery maintenance (88%), and tree management (78%). Lowest satisfaction was recorded for surface water drainage, i.e. flood erosion protection for properties and structures (57%).



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?

Roads and Transportation Services

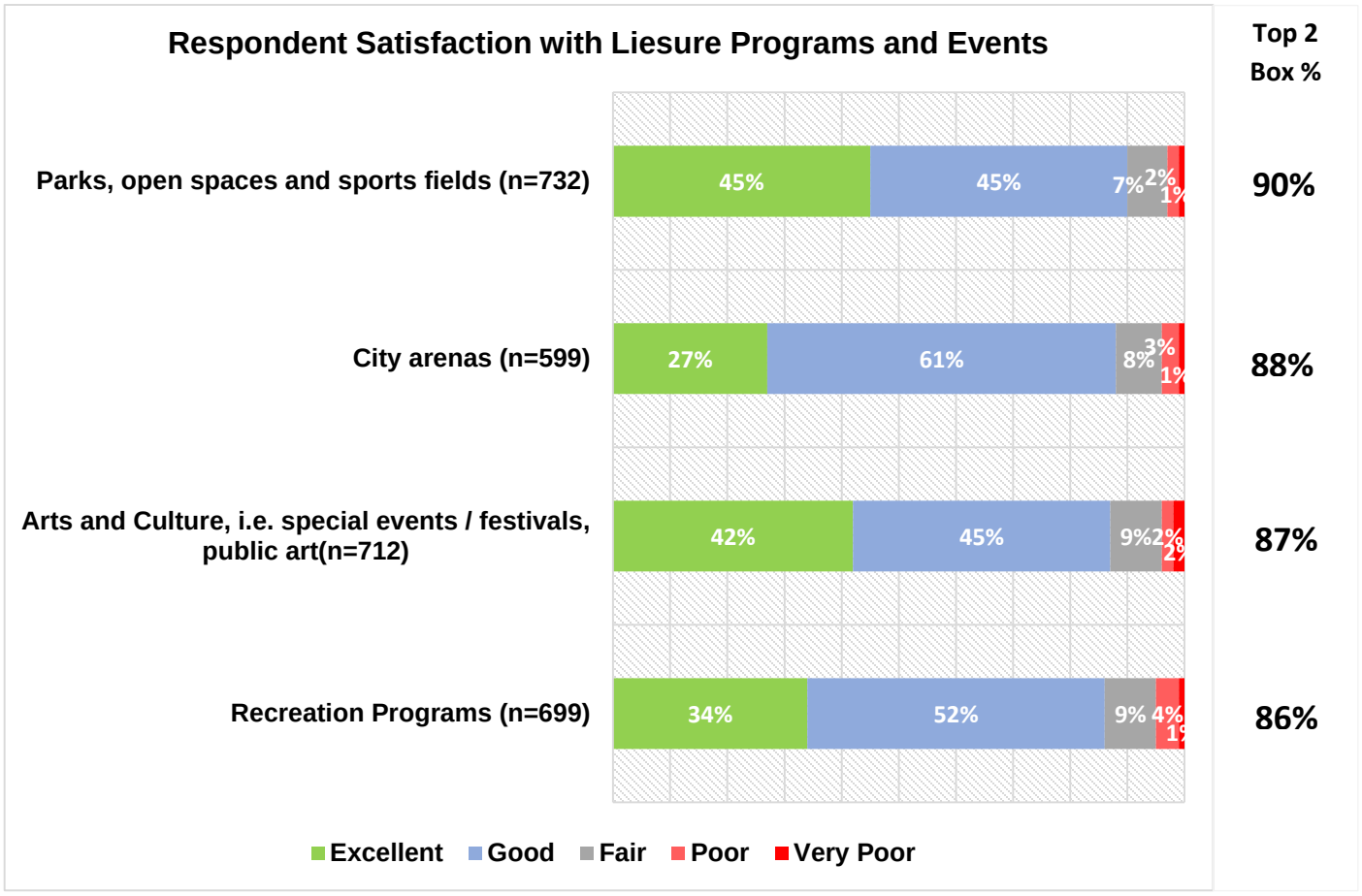
Looking at top 2 box responses (excellent/poor) for roads and transportation services, the highest ratings were recorded for roads and structures, i.e. design and construction (69%), as well as traffic operations management, i.e. traffic signals and crossing guards (63%). Lowest satisfaction ratings were recorded for transportation and network planning (52%), as well as transit services (55%).



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?

Leisure Facilities, Programs and Events

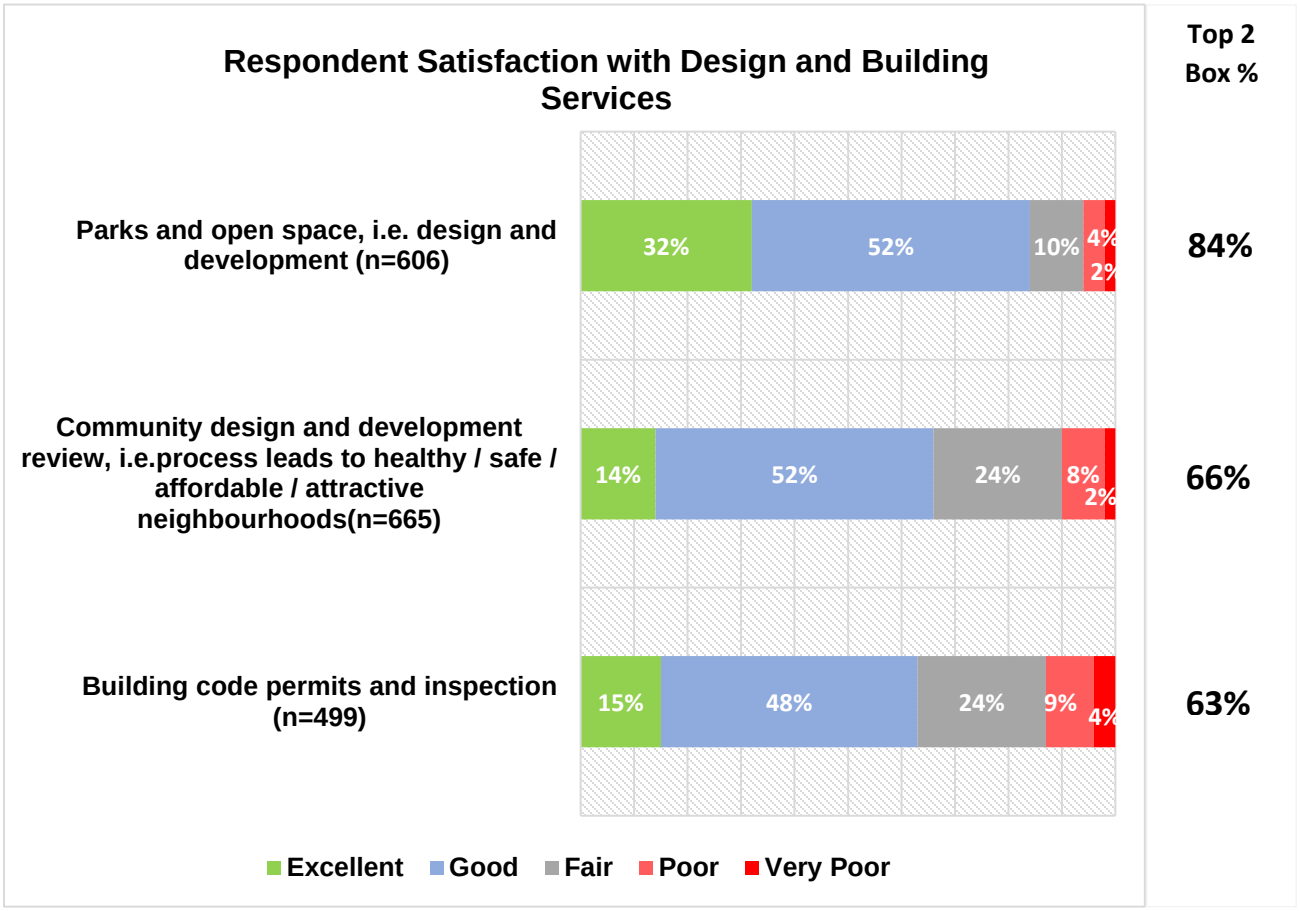
When respondents were asked about their satisfaction with leisure facilities, programs and events offered by the City of Burlington, a strong majority of respondents rated all items as 'excellent' or 'good'. However, the highest level of satisfaction was recorded for parks, open spaces and sports fields (90%).



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?

Design and Building Services

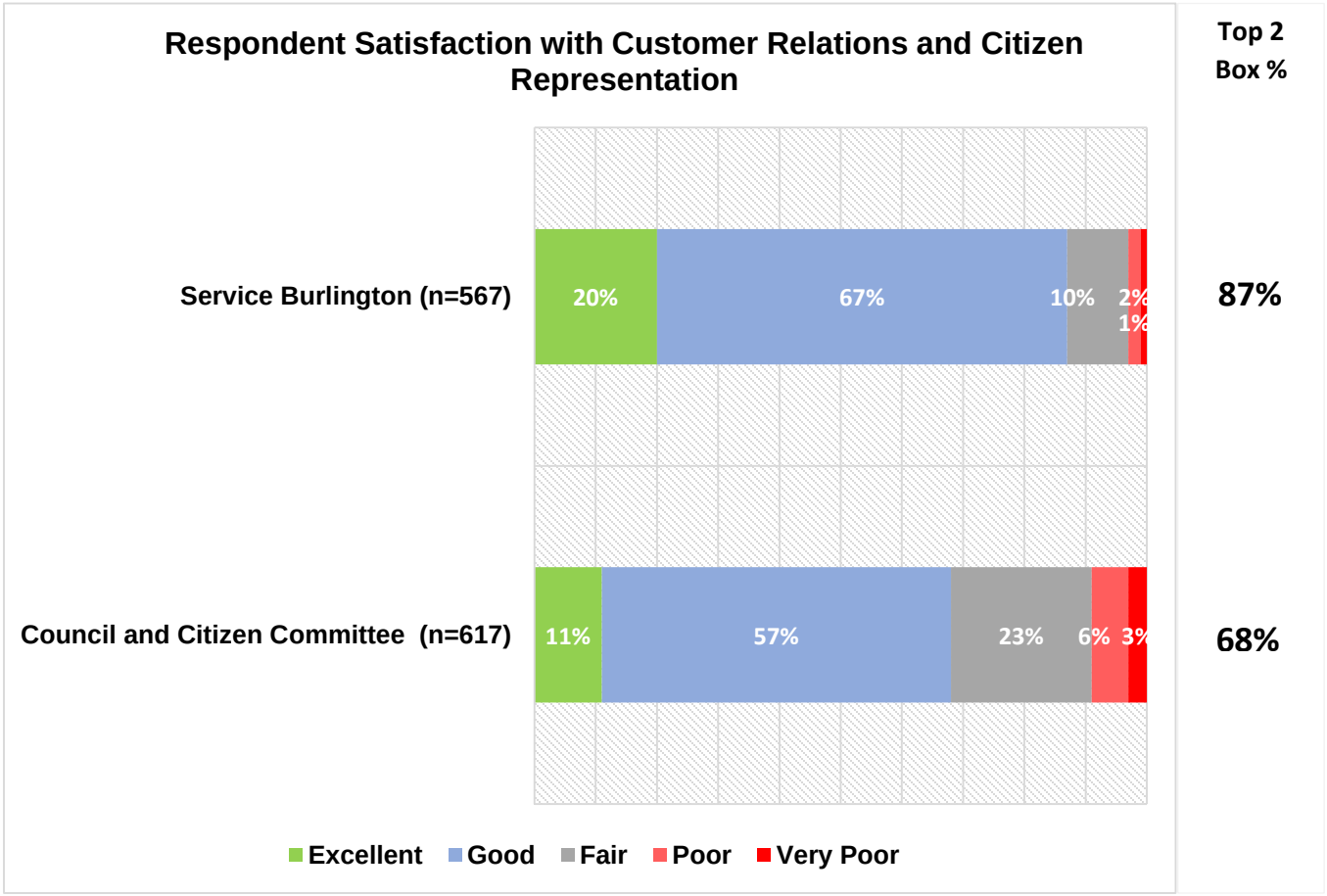
When it comes to services related to design and building in the City of Burlington, 84% of respondents said parks and open green space, i.e. design and development was 'excellent' or 'good' (32% and 52%, respectively). Looking at top two box responses (excellent/good), the majority of respondents were also satisfied with community design and development review (66%) as well as building code permits and inspection (63%).



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?

Customer Relations and Citizen Representation

How satisfied are residents with customer relations and citizen representation in the City of Burlington? Looking at top two box responses (excellent/good), the majority of respondents were satisfied with Service Burlington (87%) as well as the Council and Citizen Committee (68%).



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?

Ward Analysis

The following chart presents top two box satisfaction ratings (excellent/good) for each service offered by the City of Burlington by Ward. The data in the ward comparison table highlights the extent to which the differences between the wards on each service are statistically higher or lower than each other, i.e., outside the MOE (margin of error) (**blue**=significantly higher and **red**=significantly lower). For a sample size of 125 per ward, the MOE is approximately 9%. This means a result of 50% could be as high as 59% or as low as 41%.

	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%
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%

Derived Importance

In the following table, "Importance" is based on the correlation between the satisfaction ratings of each service area and Overall Satisfaction. By focusing and improving on services that have a high correlation with overall satisfaction, there would be a corresponding increase in Overall Satisfaction with the Services provided by the City.

"Satisfaction" in the table below, represents the proportion of respondents who gave a top two box rating score (excellent/good). Some attributes are doing very well and have little room for improvement while others have more room to improve.

The priorities in the table below take into account both importance (correlation with overall satisfaction) and satisfaction (room for improvement). By focusing on the services that are the most important and have the most room for improvement, the City will get the "most bang for buck."

This priority table below reveals that top priorities to improve overall Satisfaction with the services provided by the City are as follows: winter maintenance (i.e. snow plowing, salting); transportation network planning; transit service; roadway and sidewalk maintenance (i.e. maintain and repair); council and citizen committee (open / accountable / transparent, etc.); building code permits and inspection; surface water drainage (flood and erosion protection, etc.); roads and structures such as bridges (i.e. design and construction).

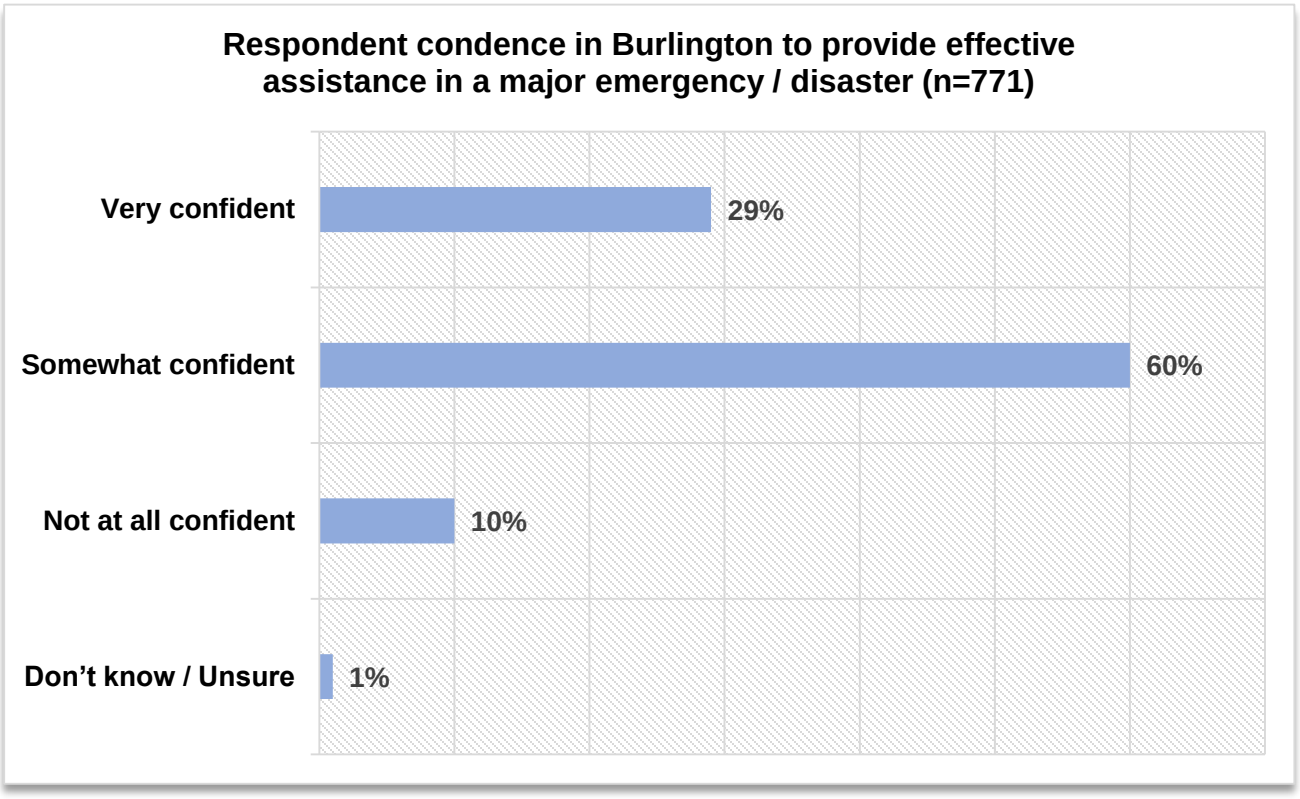
Priority	Service	Importance	Satisfaction
1	Winter maintenance (snow plowing, salting, etc.)	.478	64%
2	Transportation network planning	.347	52%
3	Transit Service	.337	55%
4	Roadway and sidewalk maintenance (maintain and repair)	.441	67%
5	Council and Citizen Committee (open/accountable/transparent, etc.)	.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%
9	Parking Management (parking lots and enforcement)	.291	60%
10	Community design and development Review (a transparent/ inclusive/ fair)	.334	66%
11	Traffic operations Management (traffic signals, crossing guards)	.292	63%
12	By-law Enforcement (excluding parking)	.337	75%
13	Tree management (leaf collection, tree planting, maintenance, etc.)	.358	78%
14	Parks and open space - design and development	.387	84%
15	Animal Control	.237	78%
16	Emergency Management (risk management, respond to and recover from major community emergencies)	.312	83%
17	Service Burlington (pay taxes, marriage licenses, death registration, etc.)	.360	87%
18	Recreation Programs (providing affordable & accessible recreational opportunities)	.318	86%
19	Cemetery	.336	88%
20	Arts and Culture (Special Events / Festivals, public art)	.311	87%
21	City arenas	.305	88%
22	Parks and open space maintenance	.346	90%
23	Parks, open spaces and sports fields	.337	90%
24	Fire Protection	.254	95%

High Priority
Moderate Priority
Low Priority

Emergency Preparedness

Emergency and Disaster Assistance

It was important to measure how much confidence residents have in the ability of City of Burlington to provide effective assistance in the event of a major emergency or disaster. The majority of respondents (60%) said they were 'somewhat confident' and 29% said they were 'very confident'. Worth noting is that 1 in 10 respondents said they were 'not at all confident'.



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...?

Feedback to Improve Resident Confidence in Emergency Preparedness

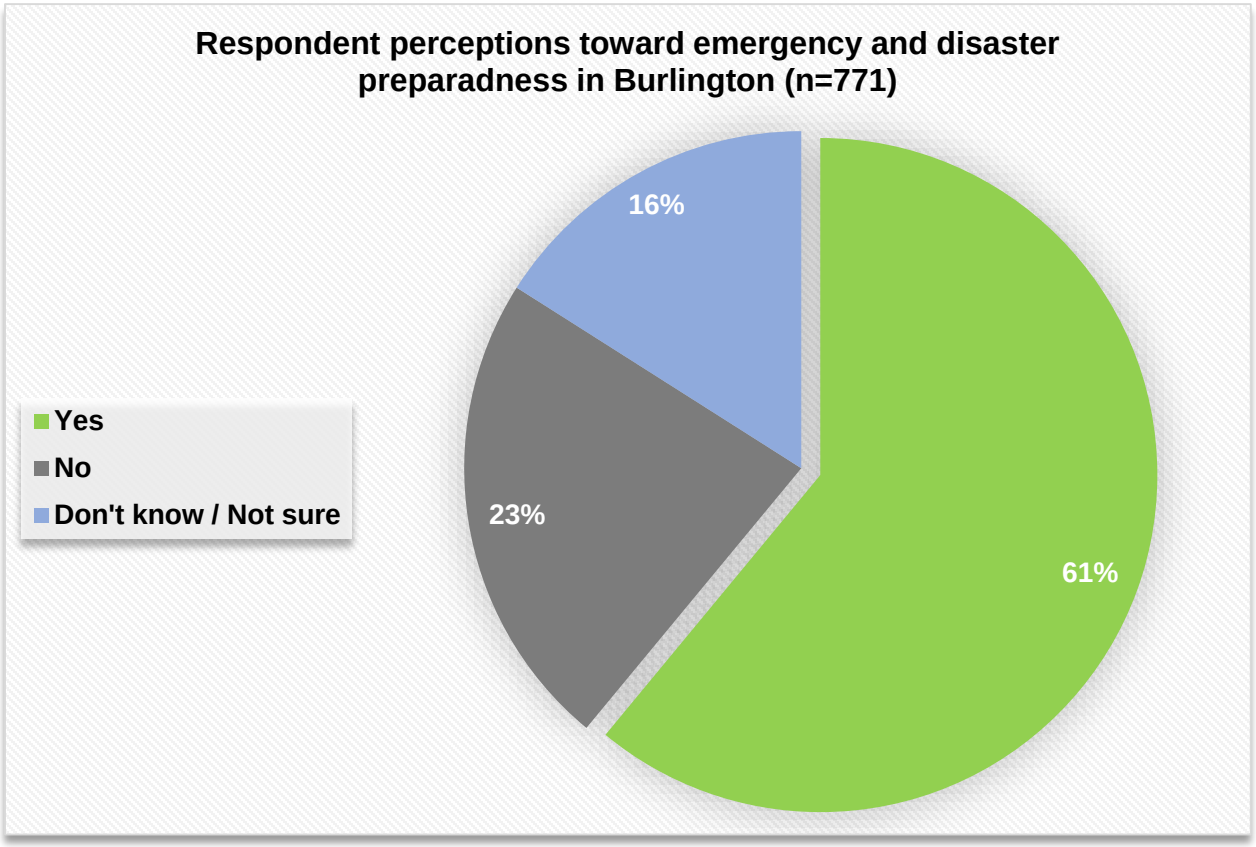
When respondents were asked what the City could do to make them feel more confident in the event of a major emergency or disaster, the largest proportion of respondents said to communicate the disaster preparedness plan to the public (22%). Other top mentions included: educate the public on what to do in the event of an emergency or disaster (11%), as well as communicate / raise public awareness more generally (9%).

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)

City Communication and Support for Emergency Preparedness

Respondents were asked whether or not the City of Burlington is encouraging and supporting emergency and disaster preparedness within the community. The majority (61%) said it is, while 23% said the City it is not.



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

Improving Support and Encouragement of Emergency Preparedness in Burlington

When asked how the City can improve on supporting and encouraging emergency and disaster preparedness within the community, the largest proportion of respondents said to communicate with the public more (31%). Other top mentions included: Communicate emergency plans specifically (17%), send out pamphlets and letters about emergency preparedness (13%) as well as provide information and advertisements via media, newspapers and radio (11%).

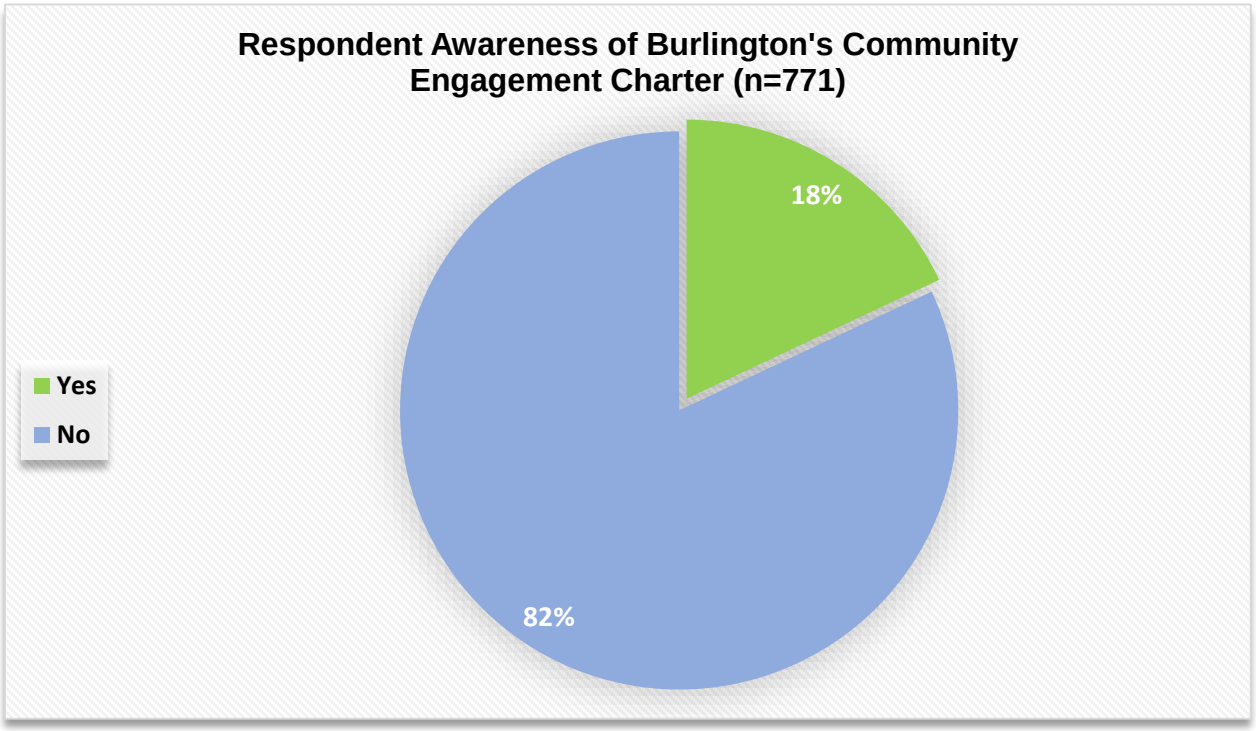
Suggestions for Improvement	Percent
Communicate with the public more	31%
Communicate their emergency plans to the public	17%
Send out pamphlets / letters about emergency preparedness	13%
Provide information and advertisements via media / newspapers / radio	11%
Better planning / management in general	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)

Citizen Engagement

Community Engagement Charter

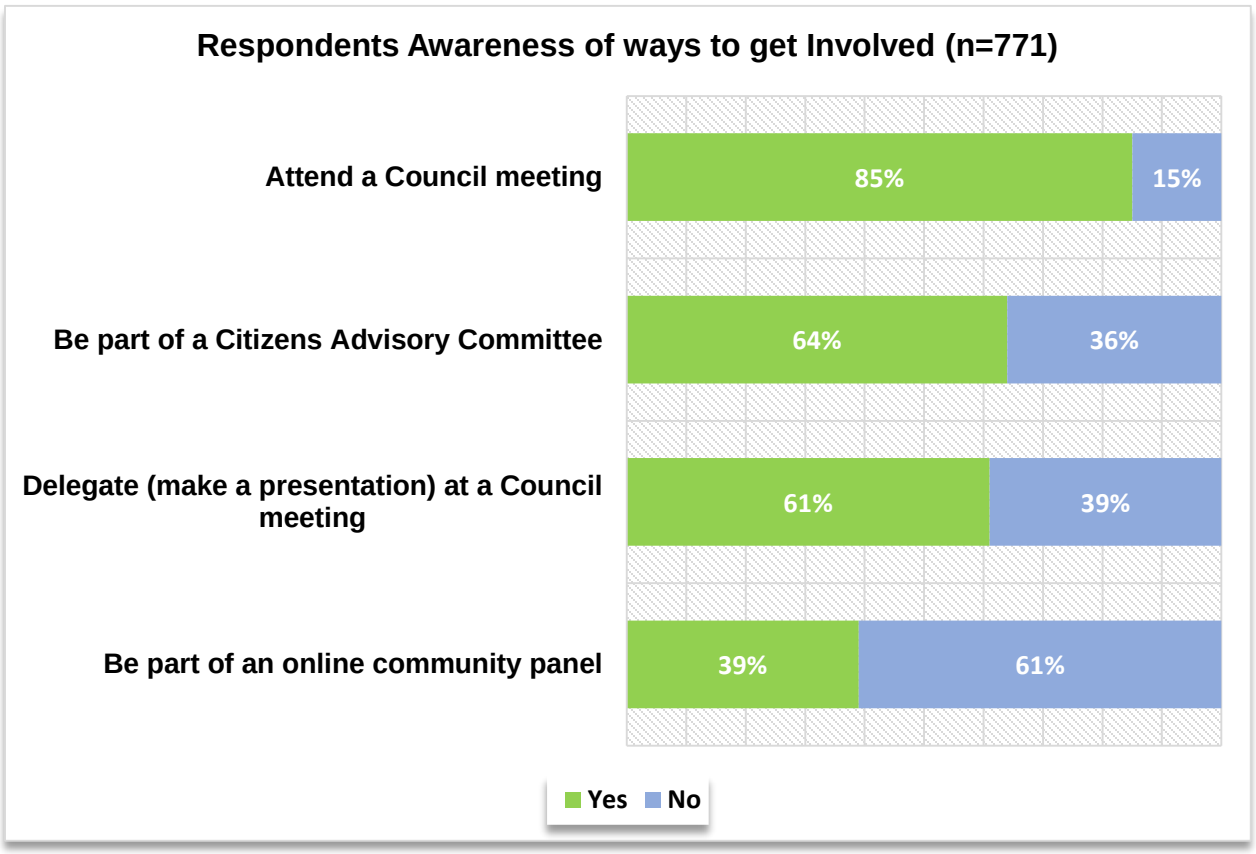
When respondents were asked about Burlington's Community Engagement Charter, only 18% of respondents said they were aware of it.



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

Citizen Engagement Awareness

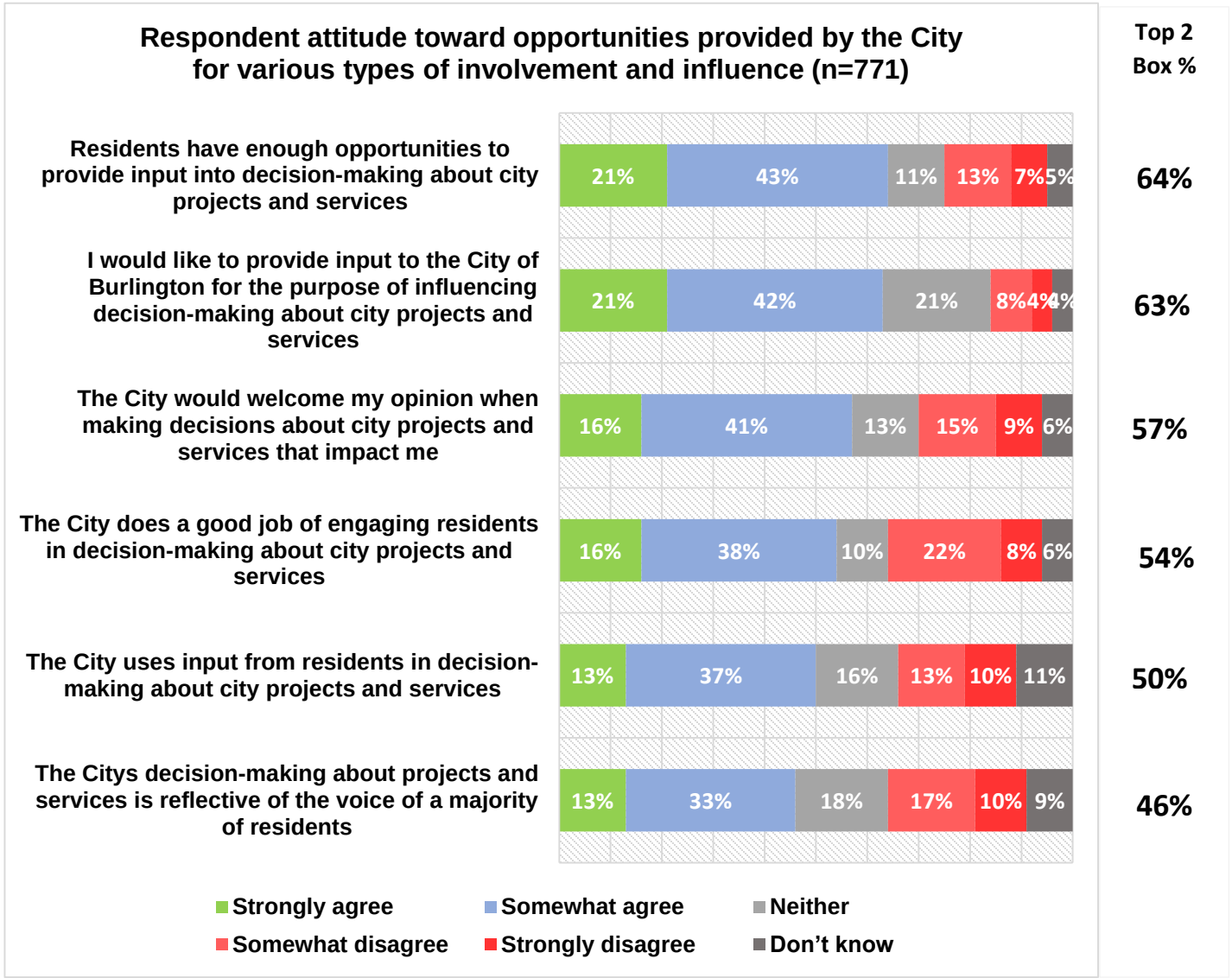
When it comes to the various ways citizens can get engaged with the community, the majority of respondents were aware that they can attend a council meeting (85%), be part of a citizen's advisory committee (64%), as well as delegate at a council meeting (61%). However, many respondents (61%) did not know that they could become a part of an online community panel.



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

Respondent Interest and Perceptions about getting involved in Burlington

Respondents were asked to rate their level of agreement with a series of statements regarding the job the City is doing engaging citizens, welcoming citizen input, as well as considering that input when it comes to making decisions about City projects and services. Looking at top two box responses (strongly/somewhat agree), the majority of respondents said residents have enough opportunities to provide input into decision making (64%), and would also like to provide input for the purpose of influencing decision making (63%). The majority of respondents also agreed that the City would welcome their opinion (57%), and does a good job of engaging residents in decision making (54%). Only half of respondents said the City actually uses input from residents, and less than half believe that decision making is reflective of the voice of the majority (46%).



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 Reasons for Disagreement

The City of Burlington is committed to an open and transparent governance that offers opportunity for residents to get involved in decision making, as well as being responsive to this input. For this reason, respondents who disagreed with any of the engagement statements, were then asked to provide feedback / reasons as to why. The following chart presents a summary of top mentions by respondents for each engagement statement. *Note: A full list of feedback for each statement can be found in Appendix I.*

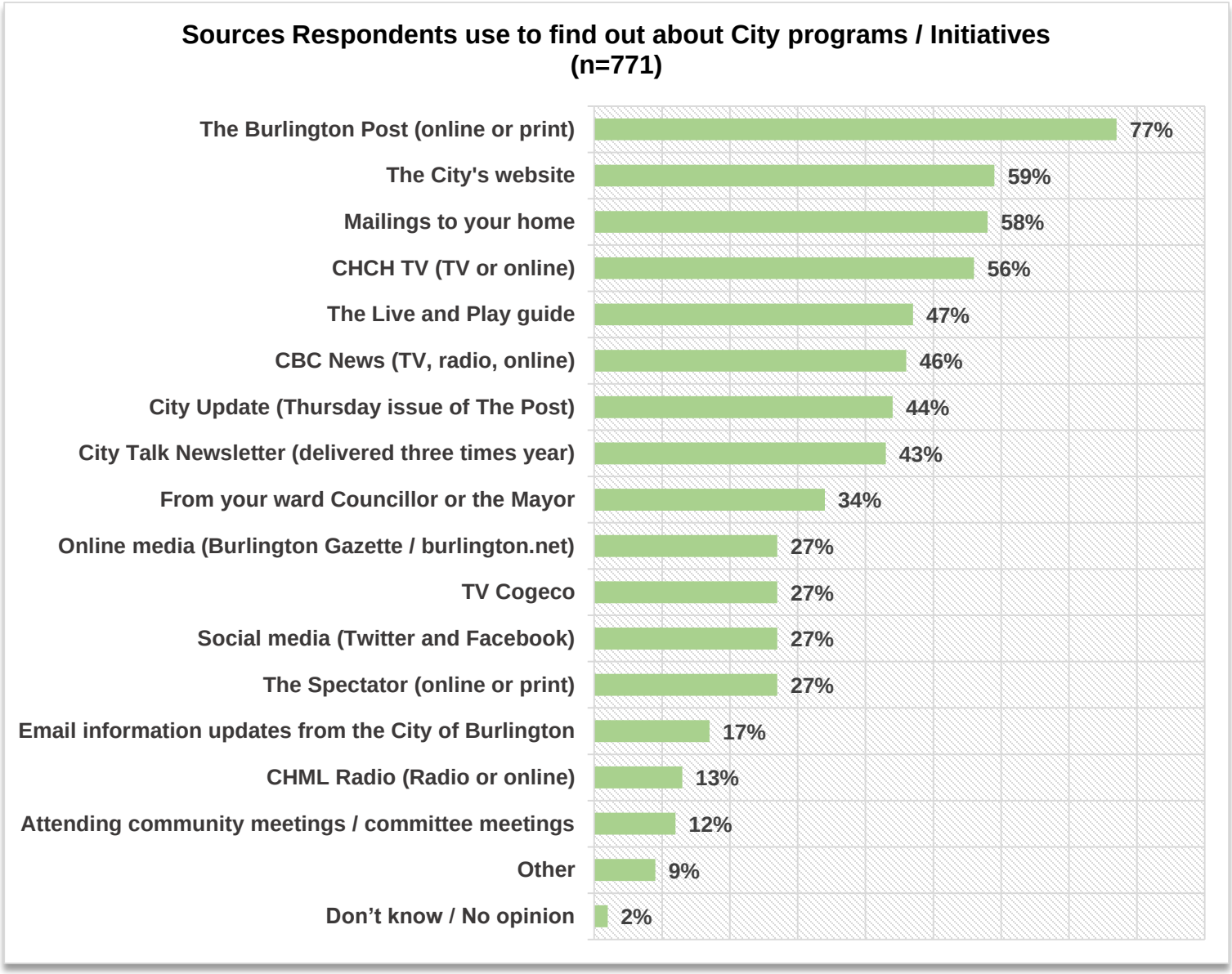
Respondent Feedback	Reason / Explanation for Disagreement
I would like to provide input to the City of Burlington for the purpose of influencing decision-making about city projects and services	I do not think it would make a difference / have any influence I do not think they would listen to me Council will push its own agenda / makes up its mind regardless I do not have the time
Residents have enough opportunities to provide input into decision-making about city projects and services	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
The city does a good job of engaging residents in decision-making about city projects and services	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
The city uses input from residents in decision-making about city projects and services	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
The city's decision-making about projects and services is reflective of the voice of a majority of residents	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
The city would welcome my opinion when making decisions about city projects and services that impact me	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

13. Why did you disagree with the statement...?

Communication

Sources of Information used by Residents

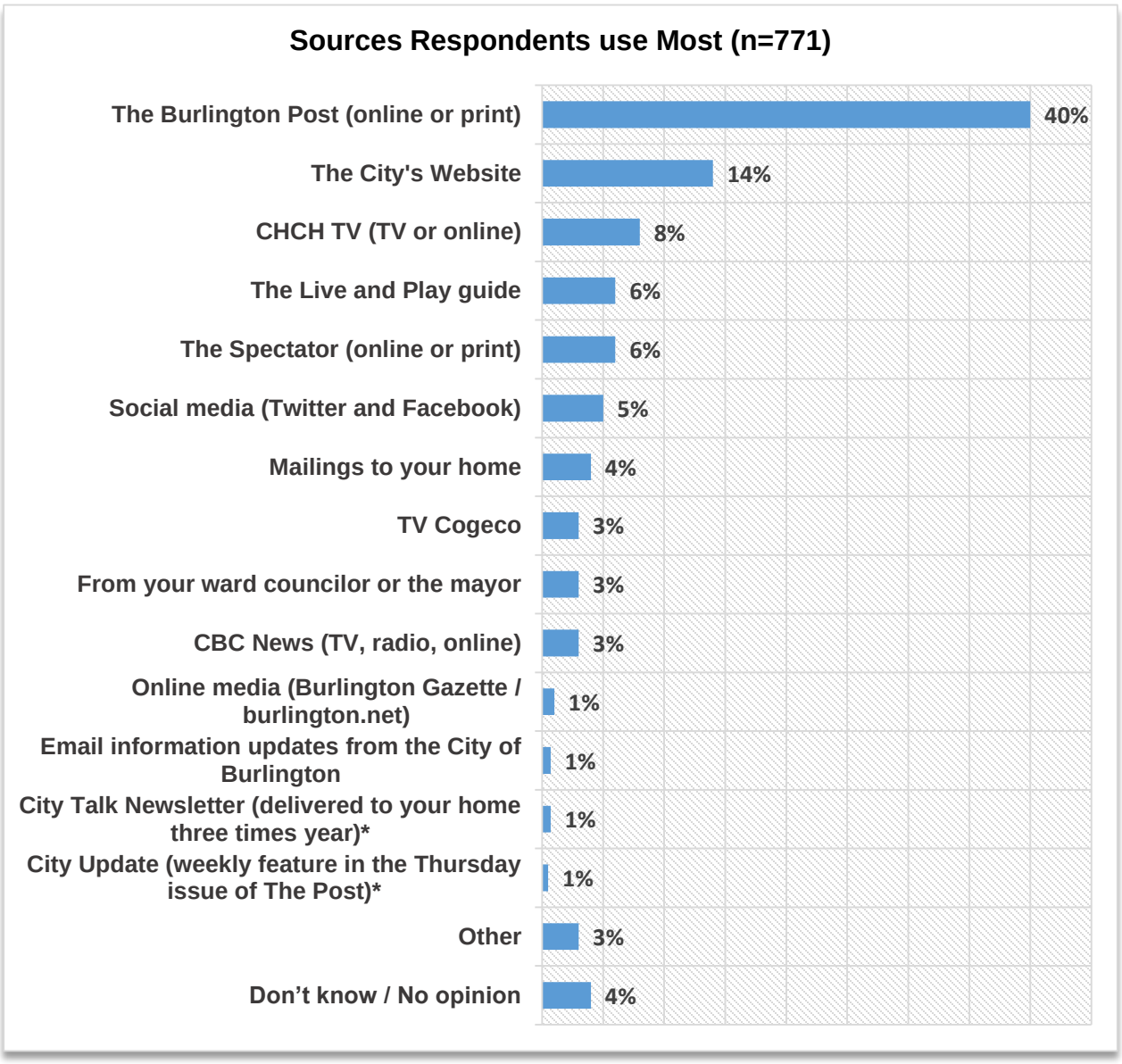
When respondents were asked what sources of information they currently use to find out about City programs, services and initiatives, a large majority said they use the Burlington Post (77%). Other sources used by respondents were: the City website (59%), mailings to your home (58%), and CHCH TV (56%).



14. Which of the following sources do you currently use to find out about city programs, services and initiatives? (Accept all that apply)

Sources of Information Used Most Often

When respondents were asked which information source they used most often to find out about programs, services and initiatives, the largest proportion of respondents said they use the Burlington Post (40%) and the City's website (14%).

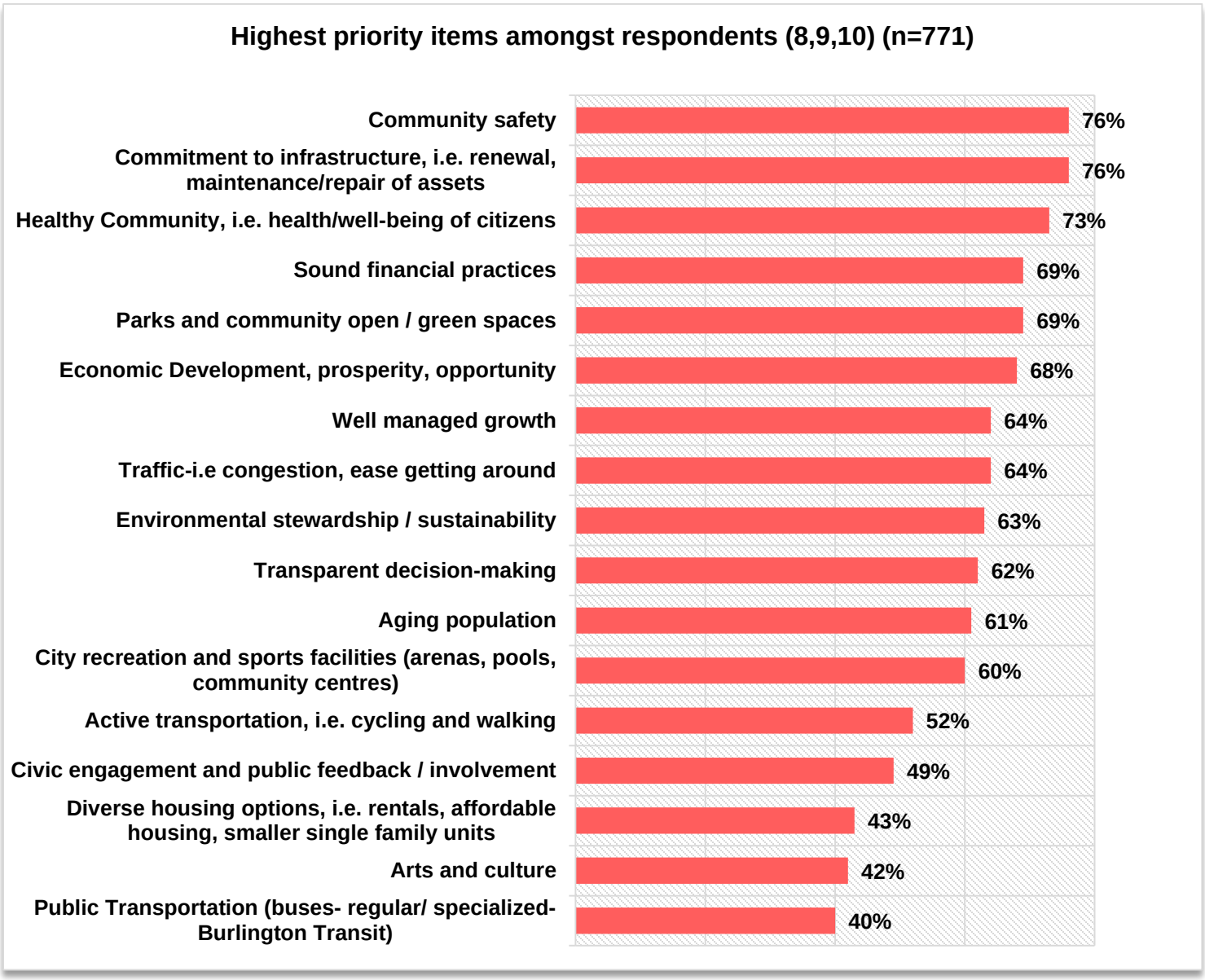


15. Of the sources you use, which one do you use most often? (Accept one response)

Planning for the Future

Top Priorities amongst Respondents

Respondents were asked to rate on a scale of 1 to 10 (1=low priority, 10=high priority), how much of a priority various issues are for the City to focus its attention on. Items that were of highest priority (rated 8, 9 or 10), were: community safety (76%), commitment to infrastructure (76%), healthy community (73%), sound financial practices (69%), as well as parks and community open/green spaces (69%).



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.

Appendix I: Follow up to engagement statements (Q13)

A. I would like to provide input to the City of Burlington for the purpose of influencing decision-making about city projects and services.

Respondent Feedback	Percent
I do not think it would make a difference / have any influence	23%
I do not think they would listen to me	21%
Council will push its own agenda / makes up its mind regardless	20%
I do not have the time	20%
I do not want to get involved / don't want to	17%
I am not interested in the subject / Not politically active	11%
I don't know anything about it / No knowledge	5%
I have done it before and been disappointed	5%
I am too old / health issues	5%
It should be my Councilor's job, not mine	4%
Other	3%
Don't Know / Not Sure	14%

B. Residents have enough opportunities to provide input into decision-making about city projects and services.

Respondent Feedback	Percent
Council / City will overrule or ignore our input / Have already decided	28%
City does not care about public input / Won't listen	22%
City does not advertise / communicate chances to give our input	20%
City solicits public input too late in the process	8%
City never asks for input / Does not give us the opportunity	9%
I don't get enough information / have enough knowledge to give input	7%
Local projects have been done with no warning / communication that they were being planned	5%
Do not know how to give input / Get involved	4%
I do not have the time	3%
I don't get involved / don't wish to participate	2%
City is allowing too much development	1%
Upset about the pier project	1%
Other	7%
Don't Know / Not Sure	12%

C. The city does a good job of engaging residents in decision-making about city projects and services.

Respondent Feedback	Percent
We never know what is happening / no communication from City	38%
The City does not engage the public / doesn't seek input	28%
City does not ask public for input until decision is already made	27%
I have never been asked to engage / give my opinion	27%
I was not aware that I could participate	24%
City does not value public input / Doesn't listen / Do what they want to	23%
The City does not engage the public / doesn’t seek input	18%
City only gets feedback from a small group of residents, not the general populace	13%
City does not give feedback / respond to my concerns	5%
They are fiscally irresponsible / poor use of tax money	4%
City is not addressing traffic / road concerns	4%
Unhappy about the pier project	2%
Too many condo developments / high-rises / housing developments	1%
City does not leave enough time for public to give input	1%
Other	4%
Don't Know / Not Sure	12%

D. The city uses input from residents in decision-making about city projects and services.

Respondent Feedback	Percent
City does not value public input / Doesn't listen / Do what they want to	33%
City does not ask public for input until decision is already made	11%
We never know what is happening / no communication from City	10%
City only gets feedback from a small group of residents, not the general populace	9%
I have never been asked to engage / give my opinion	9%
The City does not engage the public / doesn't seek input	9%
City does not give feedback / respond to my concerns	2%
I was not aware that I could participate	2%
Too many condo developments / high-rises / housing developments	2%
They are fiscally irresponsible / poor use of tax money	1%
Unhappy about the pier project	1%
City is not addressing traffic / road concerns	1%
City does not leave enough time for public to give input	1%
Other	7%
Don't Know / Not Sure	24%

E. The city's decision-making about projects and services is reflective of the voice of a majority of residents.

Respondent Feedback	Percent
They don't act based on input don't listen to public input	17%
They do not listen to the majority of residents	16%
They have already made the decision before public is allowed input / They do whatever they want	14%
They do not engage with the public / solicit public input	12%
They only listen to certain groups a minority of residents	10%
Development of condos high-rises housing despite public objection	9%
They don't publicize opportunities for public input on decisions	8%
They don't listen to individual residents' concerns	5%
They are making decisions based on money / greed	5%
We do not have a voice in the City	4%
Unhappy about the pier	4%
They are fiscally irresponsible poor use of tax money	4%
Listen to developers over residents / are in developers' pockets	3%
City is not addressing traffic road concerns	2%
Other	8%
Don't Know / Not Sure	13%

F. The city would welcome my opinion when making decisions about city projects and services that impact me.

Respondent Feedback	Percent
They ignore the concerns of residents	29%
They would not listen to me Don't care about my opinion	24%
They have already made their decision Won't change their mind	20%
They ask for our opinions but never actually act on them	18%
My individual voice doesn't matter I'm just one person	13%
Have never been asked by the City to give my opinion	13%
I do not know where or how to give my opinion how to participate	11%
They don't seek public opinions	7%
The participation process is a show / a facade	5%
Concerns about traffic roadwork	3%
Have previous experience gone to meetings where they didn't listen	2%
Unhappy with feedback I have received / Never receive feedback	2%
Unhappy with the pier	1%
I am too old to give my opinion	1%
Please Specify	4%
Don't Know / Not Sure	20%

Appendix II: 2015 Community Satisfaction Survey

Screener Section

D1: Could I please speak to the person currently living in your household who is 18 years of age or older and has had the most recent birthday?

D2. Record Gender Automatically.

Male	1
Female	2

D3. We would like to get opinions from participants in different age groups. Can you please tell me which of the following age groups you are in?

18-24 years	1
25-34	2
35-44	3
45-54	4
55-64	5
65 years or over	6

Section One: Quality of Life

1. To start off, how would you rate Burlington as a place to live?

	Very Poor	*Fair*	*Good*	*Very good*	*Excellent*	*Don't Know (Don't read out)*
Place to Live	1	2	3	4	5	9

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

Improved	1
Stayed the same	2
Worsened	3
I have not lived in Burlington for four years	9
Don't know / No opinion	99

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

Section Two: Service Satisfaction

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

	Very Satisfied	*Somewhat Satisfied*	*Somewhat Dissatisfied*	*Very Dissatisfied*	*Don't know / No opinion*
Services Overall	4	3	2	1	9

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? Would you say you are…?**

	Excellent	*Good*	*Fair*	*Poor*	*Very Poor*	*Don't know / No opinion (don't read out)*
Public Safety						
• Fire Protection	5	4	3	2	1	9
• Animal Control	5	4	3	2	1	9
• By-law Enforcement (excluding parking)	5	4	3	2	1	9
• Emergency Management (risk management, respond to and recover from major community emergencies)	5	4	3	2	1	9
Maintenance						
• Roadway and sidewalk maintenance (maintain and repair)	5	4	3	2	1	9
• Parks and open space maintenance	5	4	3	2	1	9
• Winter maintenance (snow plowing and salting and sanding of public roads, sidewalks, walkways and parking areas)	5	4	3	2	1	9
• Tree management (loose leaf collection program, tree planting and maintenance, urban forest health and pest management))	5	4	3	2	1	9
• Surface water drainage (flood and erosion protection for properties	5	4	3	2	1	9

and structures, clean and safe creeks)						
• Cemetery	5	4	3	2	1	9
Roads and Transportation						
• Transit Service	5	4	3	2	1	9
• Traffic operations Management (traffic signals, crossing guards)	5	4	3	2	1	9
• Roads and Structures (bridges) - Design and Construction	5	4	3	2	1	9
• Transportation network planning	5	4	3	2	1	9
• Parking Management (parking lots and enforcement)	5	4	3	2	1	9
Leisure Programs / Facilities						
• Recreation Programs	5	4	3	2	1	9
• Arts and Culture (Special Events/Festivals, public art)	5	4	3	2	1	9
• Parks, open spaces, and sports fields	5	4	3	2	1	9
• City Arenas	5	4	3	2	1	9
Design and Development						
• Community design and development review (a transparent, inclusive, and fair review and approval process that leads to healthy, safe, affordable and attractive)	5	4	3	2	1	9
• Parks and open space – design and development	5	4	3	2	1	9
• Building Code permits and inspection	5	4	3	2	1	9
Customer Relations and Citizen Representation						
• Council and Citizen Committee (council decision making, open, accountable, transparent local government)	5	4	3	2	1	9

• Service Burlington (one stop service counter to pay taxes, marriage licenses, death registration, handle resident inquiries in person, phone & email)	5	4	3	2	1	9

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 (Read out scale)**

Very Confident	1 Skip to Q8
Somewhat confident	2
Not at all confident	3
Don't know / unsure (do not read out)	9

7. **What could the city do to make you feel more confident?**

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

Yes	1 Skip to Q10
Not	2
Don't Know/Not Sure	3 Skip to Q10

9. **What could the city do to improve on this?**

Section Three: Citizen Engagement

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

Yes	1
No	0

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

	Yes	*No*
Attend a council meeting	1	0
Delegate (make a presentation) at a council meeting	1	0
Be part of a citizen's advisory committee	1	0
Be part of an online community panel	1	0

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

Statements	*Strongly disagree*	*Somewhat disagree*	*Neither Agree nor disagree*	*Somewhat agree*	*Strongly agree*	*DK / No opinion*
I would like to provide input to the City of Burlington for the purpose of influencing decision-making about city projects and services	1	2	3	4	5	9
Residents have enough opportunities to provide input into decision-making about city projects and services	1	2	3	4	5	9
The city does a good job of engaging residents in decision-making about city projects and services	1	2	3	4	5	9
The city uses input from residents in decision-making about city projects and services	1	2	3	4	5	9
The city's decision-making about projects and services is reflective of the voice of a majority of residents	1	2	3	4	5	9
The city would welcome my opinion when making decisions about city projects and services that impact me	1	2	3	4	5	9

Section Four: Communication

13. For those statements that respondents disagree with, ask if this is based on an opinion or a particular experience.

14. Which of the following sources do you currently use to find out about city programs, services and initiatives? *(Accept all that apply)*

The Burlington Post (online or print)	1
The City's Website	2
The Live and Play guide	3
Mailings to your home	4
City Update (the city's weekly advertising feature in the Thursday issue of The Post)	5
City Talk Newsletter (delivered to your home three times/year)	6
Online media (like the Burlington Gazette and www.burlington.net)	7
TV Cogeco	8
From your ward councilor or the mayor	9
Email information updates from the City of Burlington	10
Social media (Twitter and Facebook)	11
Attending community meetings, city council meetings or standing committee meetings of council	12
The Spectator (online or print)	13
CBC News (TV, radio, online)	14
CHCH TV (TV or online)	15
CHML Radio (Radio or online)	16
Other Media Sources (please identify which ones)	17

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

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

Agree	1
Disagree	0

Personal Identification

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. Read and Rotate.

Traffic – specifically congestion, ease of getting into, out of and around town
Well Managed Growth
Sound financial practices
Arts & Culture
Economic Development, prosperity and opportunity (bringing more businesses and jobs to Burlington)
Environmental Stewardship/Sustainability
Commitment to Infrastructure – renewal, maintenance and repair of assets such as roads, buildings, storm sewers, parks
Healthy Community– health and well-being of citizens
Public Transportation (buses – both regular and specialized – specify BT not GO or VIA)
Civic Engagement and Public Feedback/Involvement
Community Safety
Transparent Decision-making
Active Transportation – cycling and walking
Diverse housing options – rentals, affordable housing, smaller single family units
Aging Population
City recreation and sports facilities (arenas, pools, community centres)
Parks and community open / greenspace

18. Is there anything else that you feel should be a priority that perhaps we've overlooked? Record all that was said.