

CITY OF SASKATOON ANNUAL CIVIC SERVICES SURVEY

JUNE 2016



The City of Saskatoon has conducted the Civic Services Survey annually since the early 1990s. The key objectives of the survey include the following:

- determining perceptions of the quality of life in Saskatoon and the direction of the City
- understanding what citizens believe is the most important issue facing the city
- learning Saskatoon residents' perceptions of satisfaction relating to the services provided by the City of Saskatoon
- providing input into the budget (budget balancing and preferences on service levels)
- naming rights and sponsorship opportunities
- preferred ways to receive City information and for conducting business
- perceptions of customer service and engagement opportunities with the City
- understanding community volunteering

A total of 500 surveys were completed via telephone (25% through a cell phone list to reach younger and cell phone only households) and 803 surveys were completed online via Inshtrix's online research panel, SaskWatch Research[®], between May 9th and June 3rd, 2016. The key findings are summarized below.

Quality of Life

- Perceptions of quality of life in Saskatoon remain very positive with 89% of telephone respondents and 87% of online respondents perceiving the quality of life to be good or very good. This marks an increase among telephone respondents (up from 85% last year) and steady impressions among online respondents (86% in 2015).
- New this year, citizens offered opinions on whether they believe that the quality of life has improved, gotten worse, or remained the same over the past three years. A majority of residents feel that the quality of life in Saskatoon has remained the same or improved (76% telephone, 80% online).
- Also new this year, between seven and eight in ten (80% telephone, 70% online) feel that broadly speaking, the City of Saskatoon is on the right track to being a better city in 10 years from now, with the remainder feeling the opposite way.

Important Issues Facing the City

- When asked to name the most important issue facing the city unprompted (i.e. without a list provided to respondents), road and sidewalk repair (32% telephone, 22% online) is most commonly mentioned, followed by crime / policing (9% telephone, 18% online), traffic flow / congestion (7% telephone, 10% online) and planning for city growth / development (6% telephone, 6% online). This remains highly consistent with 2015 although fewer online respondents feel that roads and sidewalks are the most important issue this year (down six percentage points).

Satisfaction & Importance with Civic Services

- Overall satisfaction with the level of service provided by the City of Saskatoon remains high (88% telephone, 83% online). Overall satisfaction has increased from 2015 for telephone respondents (up two percentage points) and a notable increase is observed among online respondents (up six percentage points from 2015).
- Historically citizens have been asked about the importance of a number of service areas as well as their satisfaction with the City's performance in each of these areas. In 2015 and 2016, importance questions were not asked but results from 2014 are summarized below.
- Services deemed to be most important in 2014 included maintenance of major roadways and freeways, repair of water main breaks, snow and ice maintenance, traffic management, quality of drinking water, fire protection, treatment of sewage, street maintenance in one's neighbourhood, planning for growth and development, garbage collection, and police services.
- In 2016, satisfaction is strongest for quality of drinking water, electrical services reliability, fire protection, availability of City parks, and garbage collection (black bin). A number of increases in satisfaction are noted this year including: sidewalk and street maintenance in one's neighbourhood, maintenance of major roadways and freeways, snow and ice road maintenance, traffic management, maintenance of back lanes, mosquito control, planning for growth and development, and recycling. Declines in satisfaction are noted for police services, indoor ice rinks and removing contaminants from waste-water (although wording changes to this statement may account for the decline).

- Based on the importance (from 2014) and satisfaction (from 2016) ratings of specific services, key strengths (high importance and high satisfaction) and weaknesses (high importance and comparatively lower satisfaction) of Saskatoon’s civic services are listed below. Key strengths and weaknesses remain consistent with 2015.

Key Strengths of Civic Services	Key Weaknesses of Civic Services
<ul style="list-style-type: none"> • Quality of drinking water • Fire protection • Electrical services reliability* • Garbage collection (black bin) • Removing contaminants from waste-water to make it suitable for disposal in the natural environment • Repair of watermain breaks • Police services (policing, safety and law enforcement) • Recycling (blue bin or cart) 	<ul style="list-style-type: none"> • Maintenance of major roadways and freeways in the city • Mosquito control • Affordable housing • Street maintenance in your neighbourhood • Snow & ice road maintenance • Planning for growth and development • Traffic management, (traffic flow, signage etc.)

**“Electrical services reliability” is reported for Saskatoon Light and Power customers only.

Methods of Communication

- Citizens prefer using a mix of sources to receive information about the City of Saskatoon. Most commonly, Saskatoon.ca and emails from the City are the preferred information sources. The media, Facebook, utility bill stuffers, print ads, flyers, radio ads, and TV ads are also common preferences. Preferences for using Saskatoon.ca and Facebook have risen this year.
- Younger residents are more likely to prefer social media, mobile apps & texts, online community forums, radio ads, and billboards, whereas older individuals have greater preferences for sources like the media, print ads, flyers, and email.
- A large majority of citizens strongly prefer conducting business with the City via telephone, although this has declined notably from 2015. Email and the Saskatoon.ca website are also common preferences, both of which have risen sharply from 2015. Other methods are less common and interest in using them remains relatively steady.

Interactions with the City

- Roughly one half of all residents report having had contact with or have participated in a City activity within the past 12 months.
- Those who have had contact with or participated in a City engagement activity within the past 12 months provide high ratings for City staff being courteous, helpful and knowledgeable, and that the City offers high quality customer service in general. However, online respondents’

assessments are weaker in the areas of the City engaging the public and taking public input into decision-making.

Budget Input

- When asked which methods the City could use to balance its budget based on a list provided, most residents prefer a combination of increased user fees and property taxes over reducing services. However, a sizable proportion is unsure as to which method should be used. These findings are consistent with 2015.
- A majority would like to see additional services provided for road maintenance and affordable housing. Modest proportions would also like to see more services provided for snow & ice management, transit, traffic management, growth planning and policing.

Naming Rights on City Assets

- Residents were asked if they believe the City should offer naming rights and sponsorship opportunities as a source of revenue for the City. Roughly eight in ten agree that these sources of revenue should be made available to sponsors.
- When asked which City assets should not be available for naming rights, a variety of properties / structures are cited such as bridges, civic buildings, or City Hall. However, more than one half of residents do not believe any asset should be restricted from naming rights.

Citizen Volunteerism

- More than six in ten Saskatoon residents claim to volunteer for at least an hour per month. Most report volunteering between one and ten hours per month.

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BACKGROUND & OBJECTIVES

The City of Saskatoon has conducted an annual survey on civic services with Saskatoon residents since the early 1990s. Originally, this research was conducted in the fall. Starting with the 2011 wave of the survey, research has been conducted in the spring.

The objectives of the 2016 survey include the following:

- determining perceptions of the quality of life in Saskatoon and the direction of the City
- understanding what citizens believe is the most important issue facing the city
- learning Saskatoon residents' perceptions of satisfaction relating to the services provided by the City of Saskatoon
- providing input into the budget (budget balancing and preferences on service levels)
- naming rights and sponsorship opportunities
- preferred ways to receive City information and for conducting business
- perceptions of customer service and engagement opportunities with the City
- understanding community volunteering

METHODOLOGY

Sampling and Data Collection Approach

Historically, this study was conducted via telephone interviews with randomly selected households within Saskatoon city limits. In 2010, it was determined that both online and telephone data collection methods would be utilized in order to reach cell phone-only households and to address declining participation rates in telephone surveys in general.

Online research has become more commonplace and many research companies access research panels to engage respondents online. Inshtrix launched its Saskatchewan-based online panel, SaskWatch Research®, in 2008. The panel currently represents more than 15,000 Saskatchewan residents, with more than 4,600 residing in Saskatoon.

There are slight differences in respondent behaviours in online studies when compared with telephone studies. Specifically, online respondents tend to offer slightly lower ratings on scale questions such as satisfaction or likelihood of usage. This trend has been noted in several tandem studies conducted by Inshtrix where the same set of questions is asked of a sample of telephone and online respondents. Therefore, to maintain trending capabilities with the historical data from the Annual Civic Services Survey, both telephone and online methods have been used in the 2010 to 2016 iterations of the study.

Telephone Sampling

The sampling approach used in the 2016 telephone study has remained unchanged since 2009 to allow for direct comparisons year over year. Specifically, 500 interviews are conducted with randomly selected households throughout the city. In 2015, cell phone records were added in an effort to reach younger and cell phone only households and this approach has been maintained in 2016. A total of 25% of telephone respondents are from this list. For consistency with previous years, quotas have not been set by age and gender. As a result, the distribution of responses does not precisely match the general adult population within the city, yet the distribution of respondents in the 2016 wave is consistent with previous waves. As such, the results are directly comparable between time periods. Similarly, the data has not been weighted to reflect the actual distribution of the population in the city by age and gender, as this was not done in previous waves.

Online Sampling

For the online study, given that the age and gender of panel members are known, Insigtrix is able to set precise quotas by both demographic variables to ensure that a close match with the general population is achieved. Due to the cost savings associated with conducting online research, in 2011 the sample size was increased from 500 to 800 to allow for more statistically accurate findings and more detailed comparisons by demographic groups. This increased sample size has since been maintained. As respondent proportions in this wave of the study are very close to the census, the data has not been weighted.

Completed Questionnaires by Age

The following table outlines the distribution of respondents:

Demographics		Online Survey		Telephone Survey	
		Count	Percent	Count	Percent
Age	18-34	271	33.7%	100	20.0%
	35-54	304	37.9%	200	40.0%
	55+	228	28.4%	200	40.0%
Total		803	100.0%	500	100.0%

Questionnaire Review

All tracking sections of the survey instrument have remained unchanged in order to maintain the ability to track results with previous years, with the exception of minor wording adjustments on a number of questions in 2016. In an effort to manage the survey length in 2015 and 2016, three questions from the original tracking study have been omitted for the past two waves of the study: the importance of various civic services and questions addressing awareness and value of property taxes paid to the City. With respect to the former question, changes in importance of civic services are typically minimal year over year. As such, 2014 data has been used as reference where appropriate throughout the report.

Data Collection

Telephone

Data was collected via telephone interviews with randomly selected households within Saskatoon city limits. Household contact information was provided by ASDE Survey Sampler, Inc., a reputable Canadian sample provider. Trained telephone interviewers contacted potential respondents and asked for their voluntary participation in the study.

Online

Randomly selected SaskWatch Research® panel members living within the city were invited to participate in the research study via an email message which included a link to the online survey. Those who did not respond within one week of receiving the invitation were sent a reminder invitation.

Dates and Margins of Error

Data was collected between May 9th and June 3rd, 2016. A total of 500 surveys were completed via telephone and 803 surveys were completed online. The response rates are 16% for the telephone survey and 34% for the online survey. The margin of error for the telephone research is ± 4.4 percentage points at a 95% confidence interval (19 times out of 20). Calculating a margin of error for the online study is not applicable as online research is considered a non-probability proportional sampling technique.

Reporting Notes

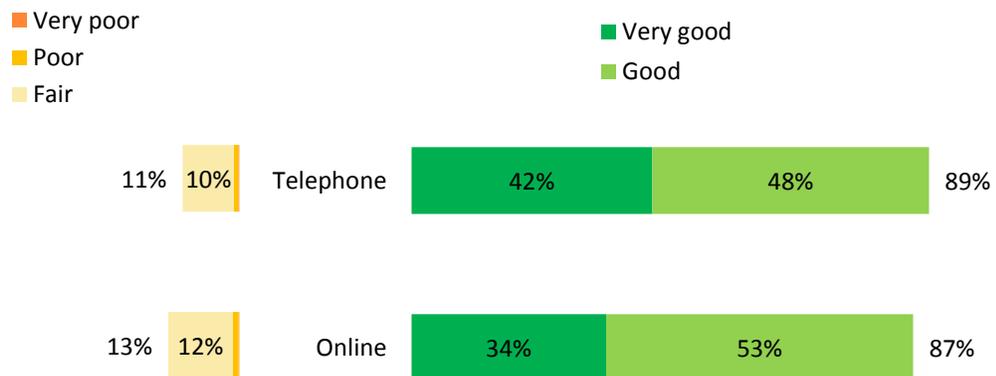
- Because of the larger sample size and the objective of transitioning the Saskatoon Civic Services Survey to an online methodology, any demographic cross-tabulation results have been based solely on online respondents.
- With this in mind, each survey question was analyzed by all appropriate demographic variables. Notable differences have been highlighted in this report using "▲" and "▼". A standard alpha value of less than 0.05 is considered statistically significant. This means that there is less than a 5% chance that the results would have occurred by chance.
- Due to rounding, not all results will add to exactly 100%.

- Results for questions with multiple allowed responses may total more than 100%, as respondents were able to choose more than one option.
- Each question includes a base description detailing the number of respondents who answered each question (n=#).
- Open-ended questions have been themed and coded into categories. The percentages from individual codes could total more than 100%, as comments from each respondent could be relevant to more than one code.

QUALITY OF LIFE & DIRECTION OF THE CITY

Perceived Quality of Life

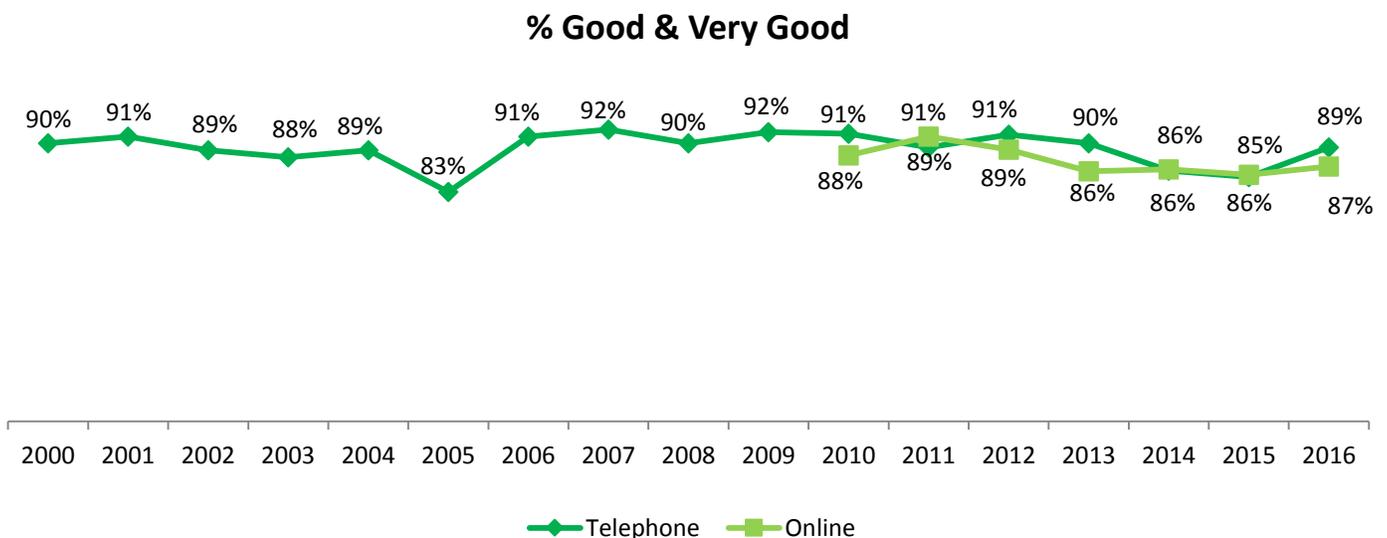
Perceptions of quality of life in Saskatoon are positive with 89% of telephone and 87% of online respondents rating the quality of life as very good or good. Few rate the quality of life in Saskatoon as fair, poor or very poor.



1. Overall, how would you rate the quality of life in Saskatoon? Base: All respondents, telephone: n=500, online: n=803.

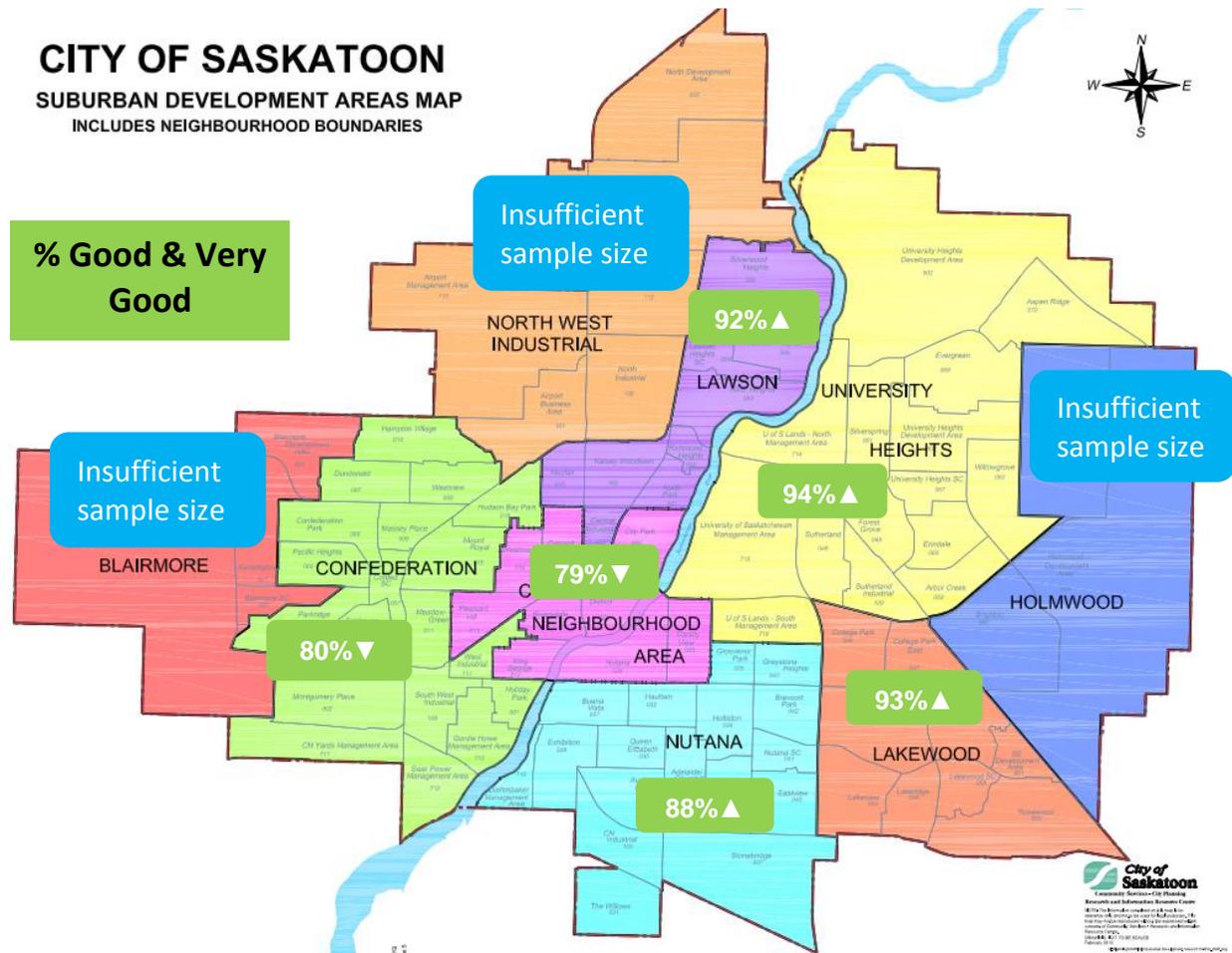
Tracking Perception Quality of Life

In 2016, perceptions of quality of life in Saskatoon have increased for telephone respondents and holds steady among online respondents.



Perceived Quality of Life by SDA (online respondents only)

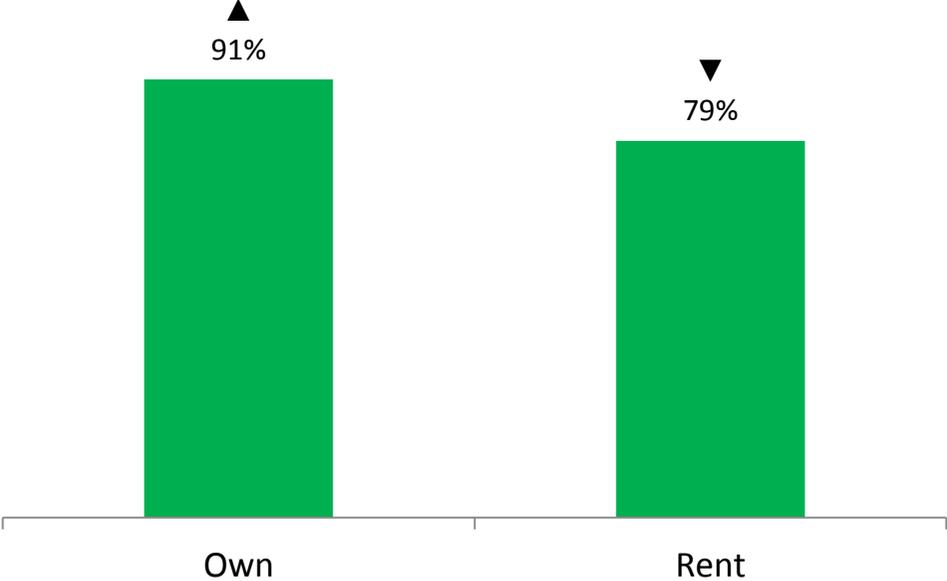
Quality of life is perceived to be strongest in the SDAs of University Heights, Lakewood, Lawson, and Nutana and lower in Confederation and the Core Neighbourhood area.*



* Significant differences noted above ("▲" and "▼") are comparisons in ratings between SDAs based on 2016 results. Differences are not in comparison to 2015 findings.

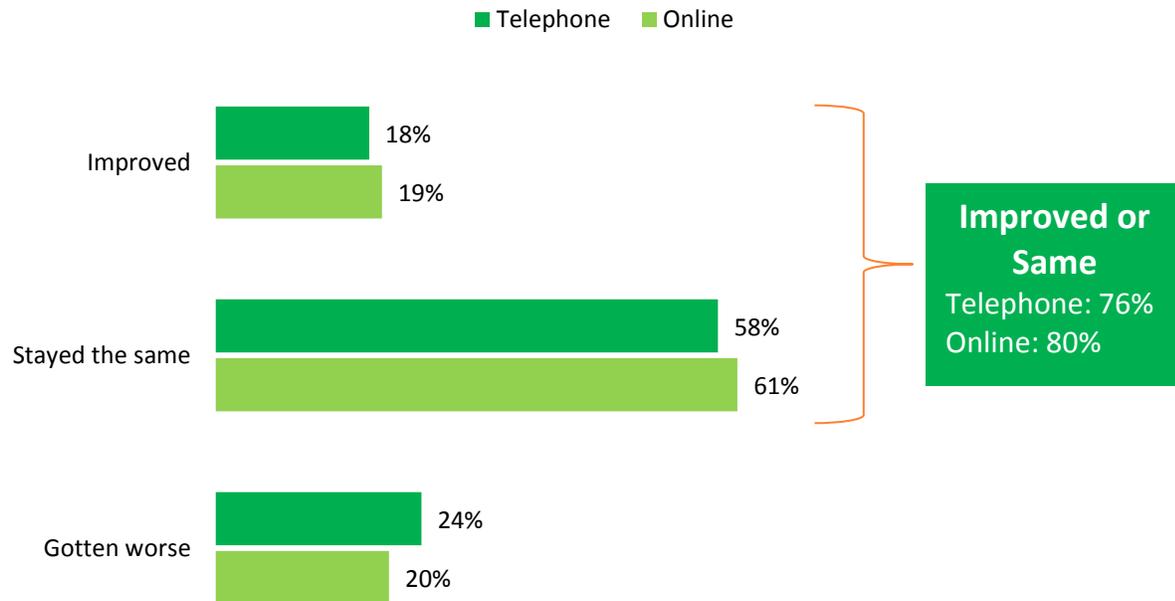
Perceived Quality of Life by Home Ownership (online respondents only)

Homeowners are more likely to perceive Saskatoon’s quality of life as higher than those who rent their home.



Change in Quality of Life in Saskatoon

New this year, citizens offered opinions on whether they believe that the quality of life has improved, gotten worse, or remained the same over the past three years. A majority of residents feel that the quality of life in Saskatoon has remained the same or improved (76% telephone, 80% online) within the past three years.

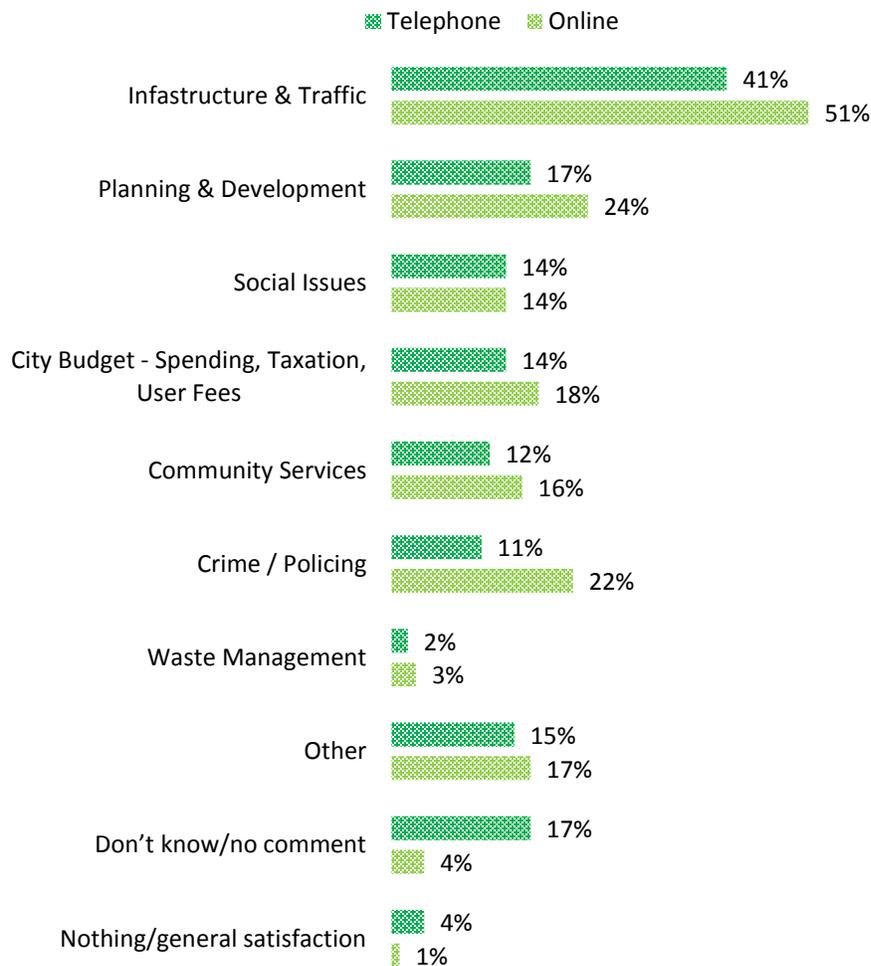


3. Do you feel that the quality of life in Saskatoon in the past three years has... Base: All respondents, excluding "unsure / don't know" responses, telephone: n=487, online: n=758.

Suggestions to Improve Quality of Life

A variety of suggestions are provided by citizens when asked to identify ways in which the quality of life could be improved in Saskatoon. Verbatim responses have been categorized into themes and those themes have been grouped into broad groupings. The graph below outlines the broad groupings while the subsequent page provides detailed themes. Most commonly, suggestions to improve the quality of life in Saskatoon centre on infrastructure & traffic issues, planning & development, social issues, City budget, community services and crime / policing.

Suggestions to Improve Quality of Life (nets)



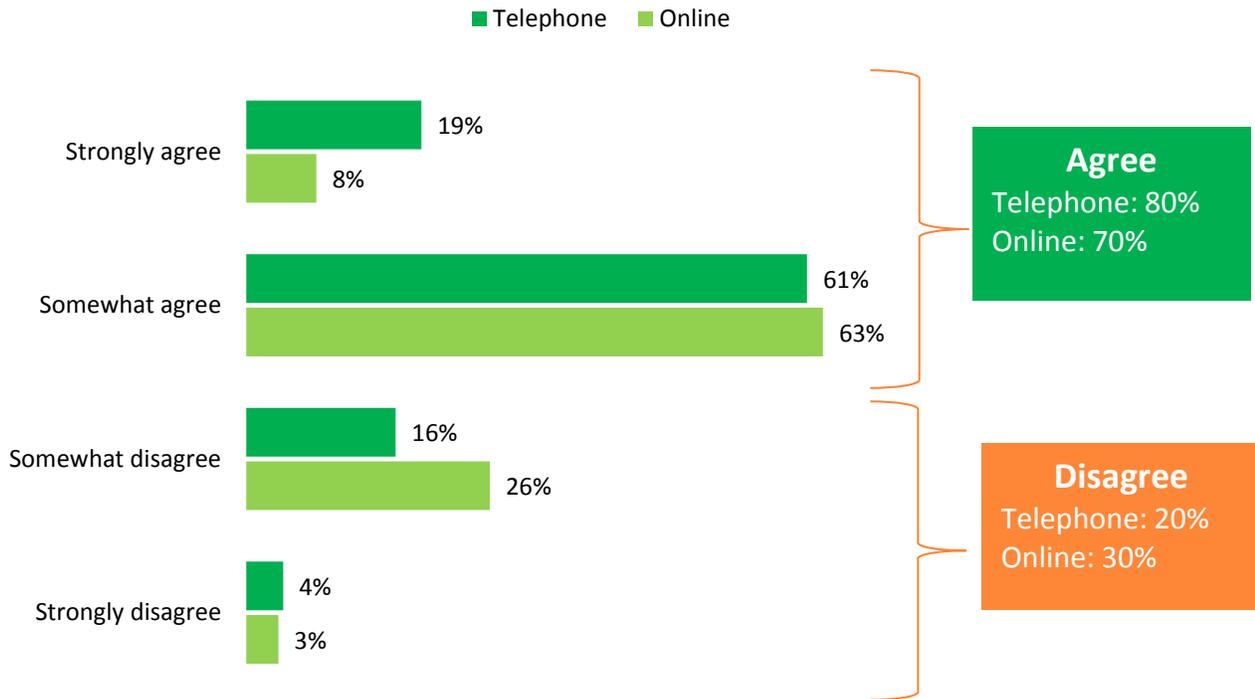
5. Thinking about all the different things that contribute to the quality of life in Saskatoon, what specific actions do you think the City of Saskatoon could take to improve the quality of life? Base: All respondents, telephone: n=500, online, n=803. *New question added in 2016.

Detailed findings illustrate the most common suggestions to improve the quality of life in the city include improving road conditions, improving traffic flow, improving public transit, and addressing crime and policing. Several other suggestions have also been listed below.

Suggestions to Improve Quality of Life	Telephone	Online
Infrastructure & Traffic (net)	41%	51%
Improve road conditions/potholes	17%	23%
Improve public transit	14%	17%
Design better traffic flow/control (i.e., bridges, bypasses, etc.)	12%	14%
Improve infrastructure-general	6%	7%
Improve active transportation/bike lanes	6%	6%
Better/more frequent snow removal/street cleaning	2%	3%
Improve/more accessible parking	2%	3%
Planning & Development (net)	17%	24%
More affordable housing/homelessness	9%	12%
Better planning for growth/development	5%	7%
Revitalize older neighbourhoods/reduce urban sprawl	4%	7%
Social Issues (net)	14%	14%
Address poverty/cost of living	5%	9%
Better access to healthcare (mental, physical)	5%	2%
Encourage equality/race relations	2%	2%
Better access to grocery stores/food (i.e., for downtown)	2%	2%
City Budget – Spending, Taxation, User Fees (net)	14%	18%
Better/more sensible spending	8%	9%
Improve tax fairness	5%	7%
More affordable user fees (i.e., for recreation, buses, etc.)	4%	5%
Community Services (net)	12%	16%
More/better access to leisure activities/community events	9%	12%
Better parks/increase green space	5%	6%
Crime / Policing (net)	11%	22%
Crack down on crime/better policing (i.e., more officers)	11%	22%
Waste Management (net)	2%	3%
Better garbage/recycling program	2%	3%
Other (net)	15%	17%
Invest in education/schools	3%	2%
Increase employment	3%	4%
Other	10%	12%
Don't know/no comment	17%	4%
Nothing/general satisfaction	4%	1%

On the Right Track

When asked about whether or not the City is broadly on the right track to making Saskatoon a better city 10 years from now, most agree that it is heading in the right direction. Telephone respondents are more likely to agree with this assessment than online respondents.



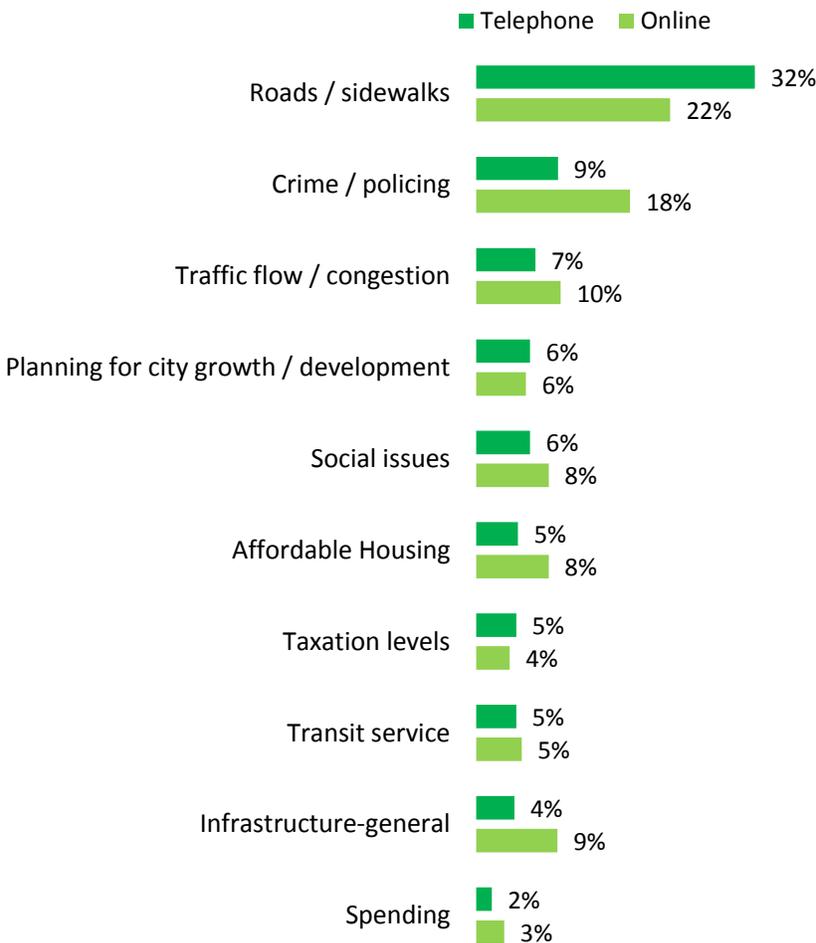
4. Broadly speaking, to what extent do you agree or disagree that the City of Saskatoon is on the right track to being a better city in 10 years from now? Base: All respondents, telephone: n=500, online: n=803.

IMPORTANT ISSUES FACING THE CITY

Primary Issues

When asked to name the most important issue facing the city unprompted (i.e. without a list provided to respondents), road and sidewalk repair is most commonly mentioned, followed by crime / policing, traffic flow / congestion and planning for city growth / development, social issues and affordable housing.

Top 10 Primary Issues



2. In your opinion, what is the single most important issue facing the City of Saskatoon, that is, the one issue you feel should receive the greatest attention? Base: All respondents, telephone: n=500, online: n=803. Note that responses from less than 3% of respondents are not show in this table.

Tracking Primary Issues

The most important issue facing the city according to residents remains highly consistent with 2015 although fewer online respondents feel that roads and sidewalks are the most important issue this year.

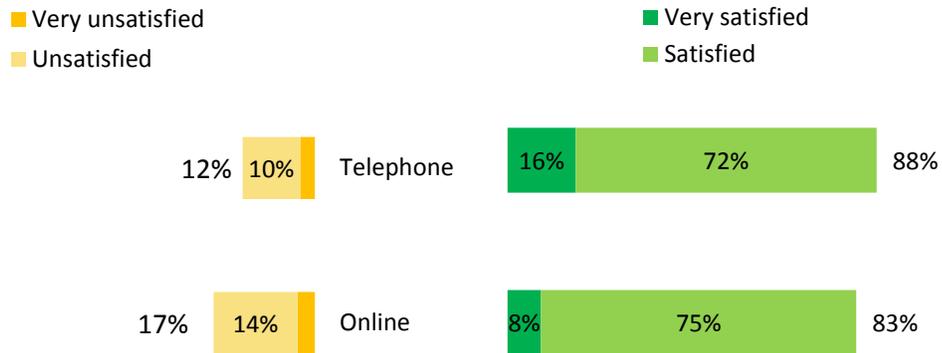
Primary issues	2013 Telephone	2014 Telephone	2015 Telephone	2016 Telephone	Telephone Difference from 2015	2013 Online	2014 Online	2015 Online	2016 Online	Online Difference from 2015
Roads / sidewalks	36%	37%	33%	32%	-1%	31%	32%	28%	22%▼	-6%
Crime/policing	4%	9%	12%	9%	-3%	8%	11%	17%	18%	1%
Traffic flow/congestion	13%	8%	8%	7%	-1%	15%	10%	9%	10%	1%
Planning for city growth/development	11%	6%	6%	6%	0%	13%	9%	8%	6%	-2%
Social issues	3%	3%	4%	6%	2%	5%	5%	7%	8%	1%
Taxation	4%	5%	5%	5%	0%	6%	5%	5%	4%	-1%
Affordable Housing	4%	6%	3%	5%	2%	9%	9%	5%	8%	3%
Transit Service	-	2%	4%	5%	1%	-	3%	4%	5%	1%
Infrastructure (general)	5%	5%	6%	4%	-2%	9%	11%	9%	9%	0%
Spending	-	-	2%	2%	0%	-	-	5%	3%	-2%

* Note that responses from less than 3% of respondents are not show in this table.

OVERALL SATISFACTION WITH CITY SERVICES

Overall Satisfaction

Overall satisfaction with the level of service provided by the City of Saskatoon is strong. Less than two in ten report being dissatisfied.

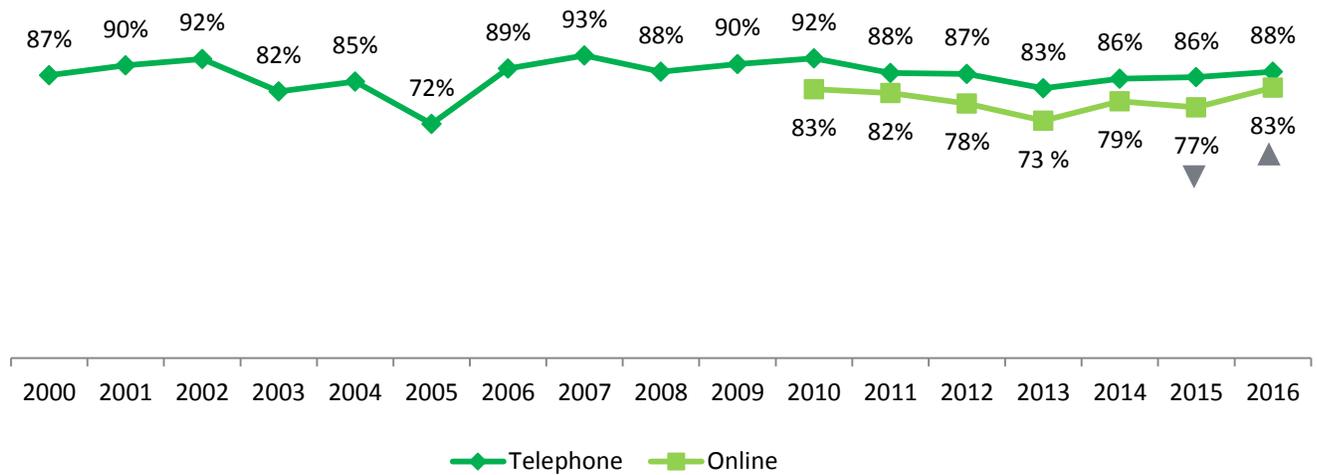


6. Generally speaking, how satisfied are you with the overall level of services provided by the City of Saskatoon? Base: All respondents excluding "unsure/don't know," telephone: n=492, online: n=803.

Tracking Overall Satisfaction

Overall satisfaction with the level of service provided by the City holds steady among telephone respondents and increases among online respondents. No significant differences are noted by SDA, unlike 2015 where some variations were observed.

% Satisfied & Very Satisfied



SATISFACTION AND IMPORTANCE WITH SPECIFIC CIVIC SERVICES

Categorization of Services Evaluated

Historically, Saskatoon residents have been asked to rate the importance of a wide range of civic services offered by the City as well as the City's performance in delivering these services. For 2015 and 2016, the importance question was omitted from the study to allow for additional time to address new questions. Because the importance of civic services does not typically vary greatly year over year, responses to the importance questions from 2014 are included in the Appendix of this report for reference.

A ten-point scale is used where one means not at all important or very poor performance (in the case of rating the City's performance) and ten means very important or excellent performance (in the case of rating the City's performance). For the ease of presentation, these services have been grouped into the following categories.

Transportation & Utility Services

- Maintenance of major roadways and freeways in the city
- Snow & ice road maintenance
- Traffic management, (traffic flow, signage etc.)
- Street maintenance in your neighbourhood
- Sidewalk maintenance in your neighbourhood
- Parking services
- Public transit
- Maintenance of back lanes
- Repair of watermain breaks
- Quality of drinking water
- Removing contaminants from waste-water to make it suitable for disposal in the natural environment
- Electrical services reliability
- Accessibility of services for people with disabilities*

Community Services

- Planning for growth and development
- Affordable housing
- Indoor pools/community centres/leisure facilities
- Outdoor swimming pools
- Paddling pools and spray parks
- Indoor ice rinks
- Mosquito control
- Maintenance of city trees and parks
- Availability of city parks
- Funding for community based organizations
- Funding for non-profit arts and cultural groups
- Bylaw enforcement
- Control of dangerous and nuisance animals
- Recreation programs and services
- Parks (playgrounds, green spaces, pathways, tree services) *

Other Services

- Fire protection
- Police services (Policing, safety and law enforcement)
- Customer service (such as handling of inquiries, making payments, etc.)
- Online services offered by the City through Saskatoon.ca

Waste Management

- Garbage collection (black bin)
- Recycling (blue cart or bin)
- Landfill services

* New items added in 2016

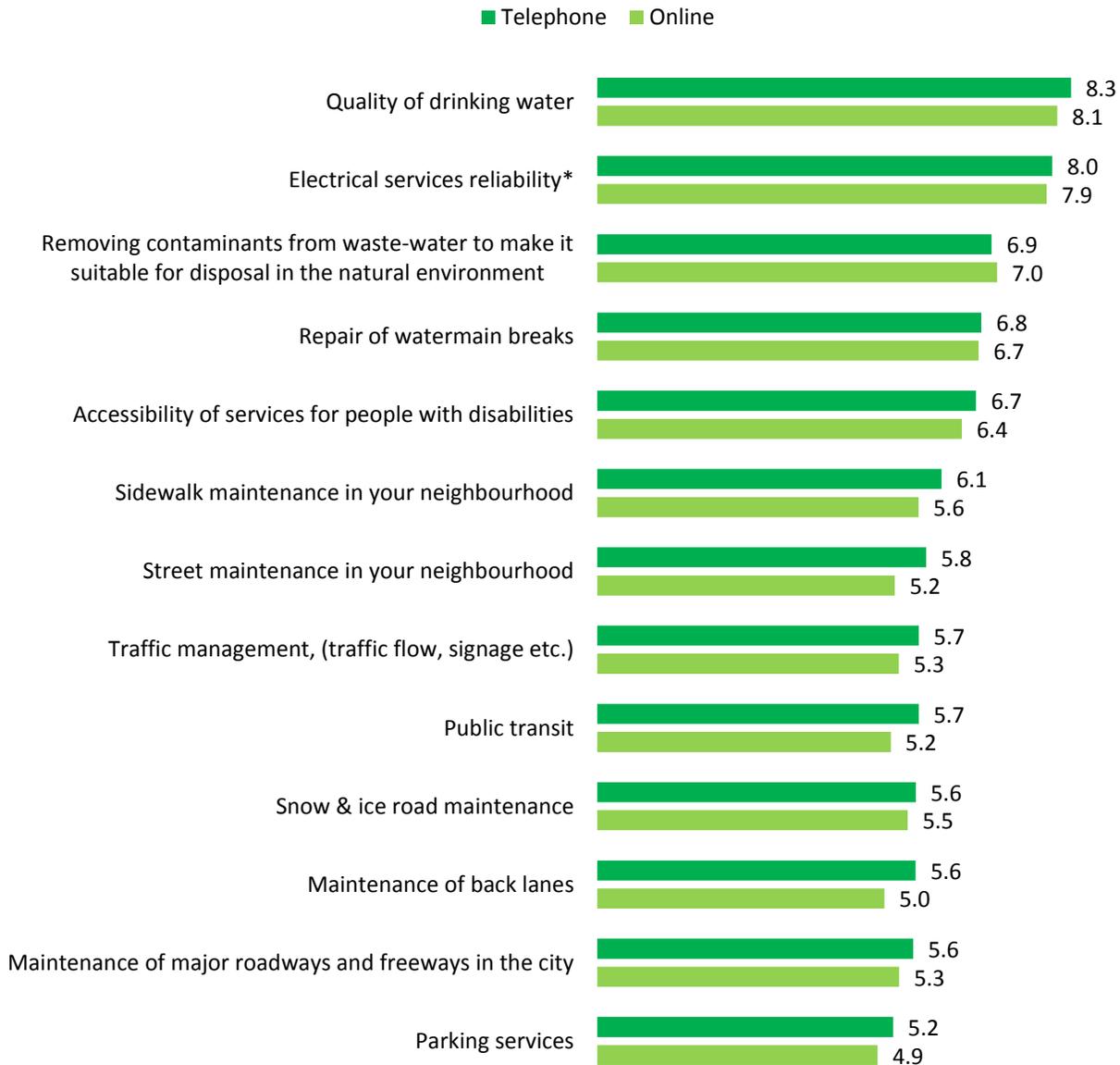
Wording changes between 2015 and 2016

In 2016, the wording of some attributes changed slightly and two new attributes were added. The table below highlights these alterations:

Previous wording	New wording
Maintenance of major roadways and freeways	Maintenance of major roadways and freeways in the city
Traffic management	Traffic management (traffic flow, signage, etc.)
Parking	Parking services
Public transportation	Public transit
Treatment of sewage	Removing contaminants from waste-water to make it suitable for disposal in the natural environment
Indoor pools / community centres	Indoor pools / community centres / leisure facilities
Accessibility of City parks	Availability of City parks
Funding for arts and cultural groups	Funding for non-profit arts and cultural groups
Recycling	Recycling (blue cart or bin)
Online services	Online services offered by the City through Saskatoon.ca
Customer service	Customer service (such as handling of inquiries, making payments, etc.)
n/a	Parks (playgrounds, green spaces, pathways, tree services)
n/a	Accessibility of services for people with disabilities

Satisfaction with Transportation & Utility Services

Residents were asked to rate the City's performance on a ten-point scale in delivering civic services. Quality of drinking water, electrical services reliability, and removing contaminants from waste-water are the areas of transportation & utility services with which residents are most satisfied.

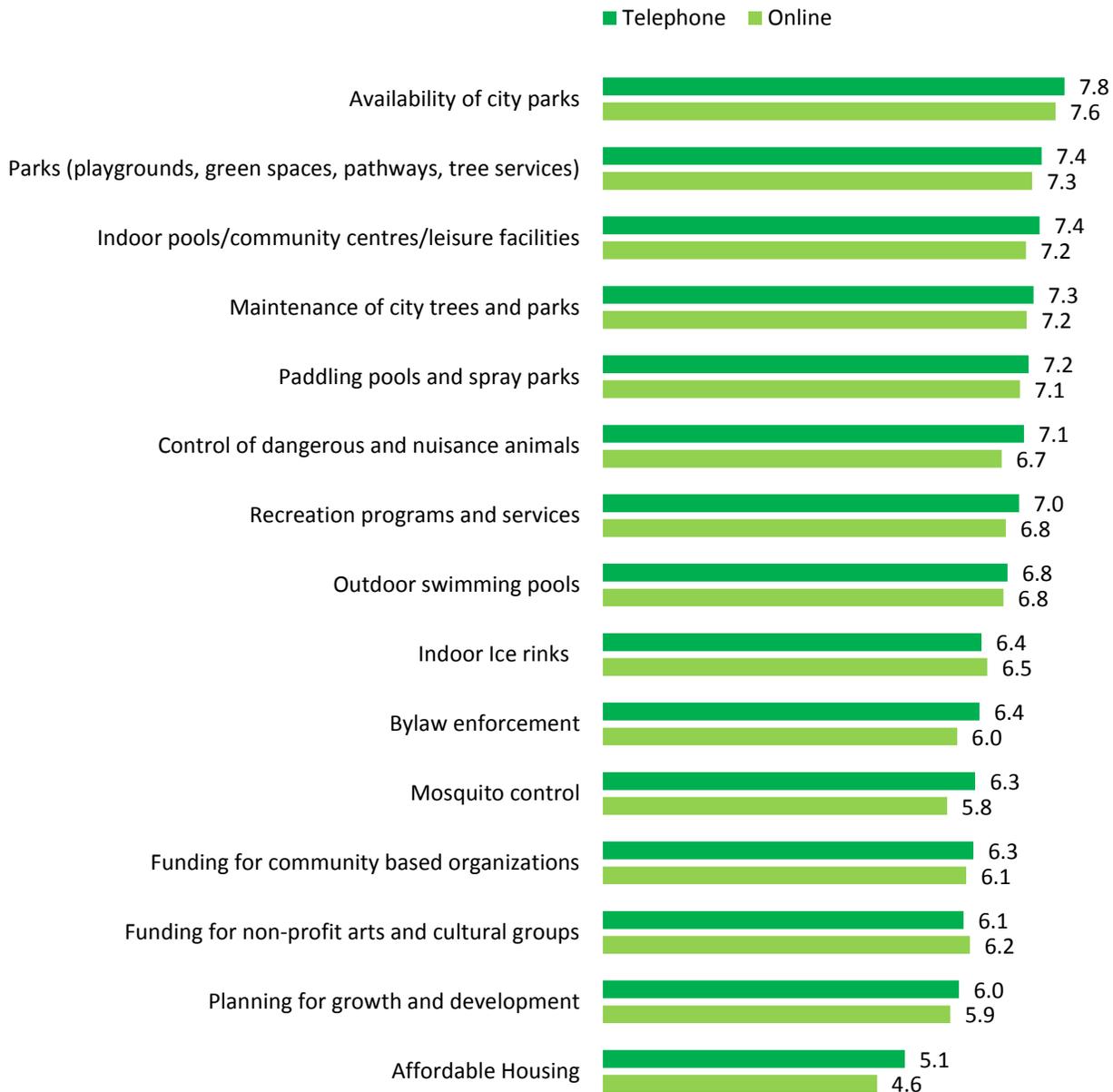


7. Please rate how well the City of Saskatoon is doing in delivering each of these services. Base: All respondents excluding "don't know," telephone: n=322 to 497, online, n=395 to 796.

* "Electrical services reliability" is reported for Saskatoon Light and Power customers only, telephone: n=186, online: n=273.

Satisfaction with Community Services

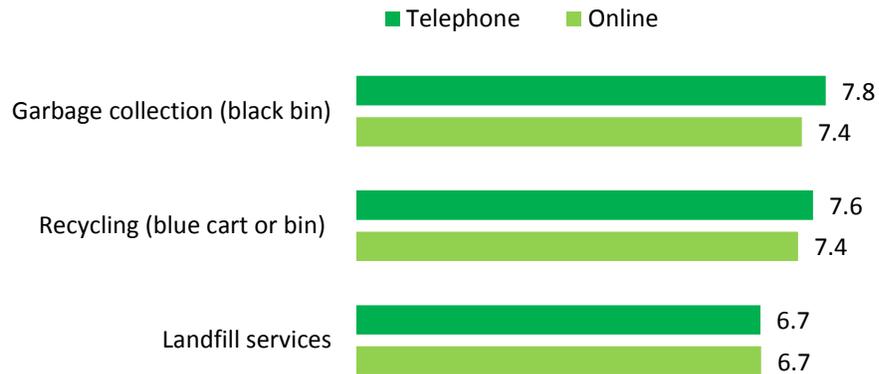
Citizens are highly satisfied with city parks (both in availability and contents within) and indoor pools / community centres/ leisure facilities, while affordable housing garners the least satisfaction within the Community Services category.



7. Please rate how well the City of Saskatoon is doing in delivering each of these services. Base: All respondents excluding "don't know," telephone: n=352 to 490, online, n=438 to 781.

Satisfaction with Waste Management

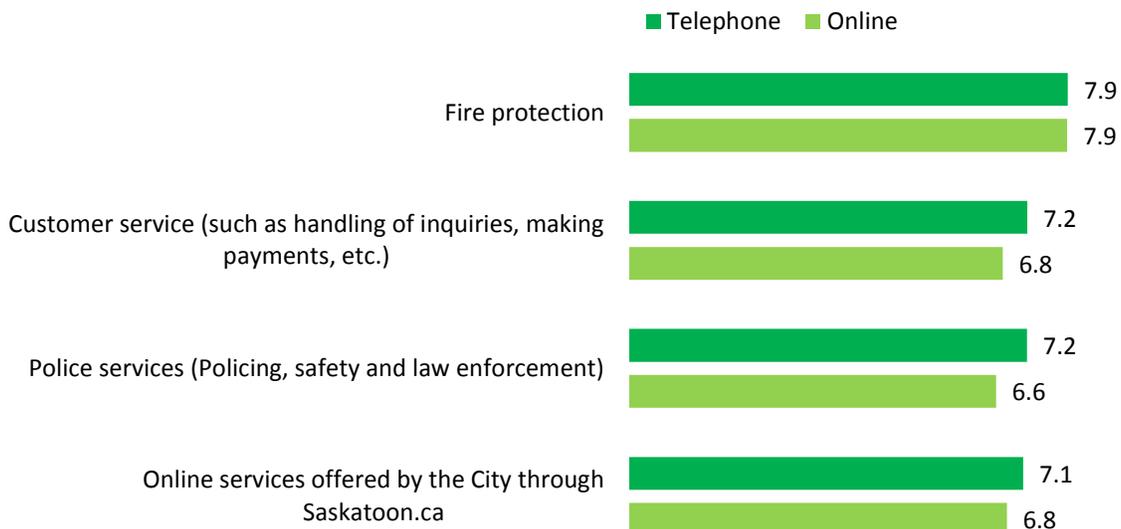
Residents are most satisfied with garbage collection, followed closely by recycling services.



7. Please rate how well the City of Saskatoon is doing in delivering each of these services. Base: All respondents excluding "don't know," telephone: n=416 to 490, online, n=574 to 773.

Satisfaction with Other Services

Satisfaction with other services offered by the City is high, particularly for fire protection, customer service, and police services.



7. Please rate how well the City of Saskatoon is doing in delivering each of these services. Base: All respondents excluding "don't know," telephone: n=387 to 485, online, n=615 to 778.

Tracking Satisfaction with Civic Services

Satisfaction has remained relatively steady with many Transportation & Utility Services. However, a number of increases in satisfaction are noted this year, particularly among telephone respondents. While a drop in satisfaction is noted for removing contaminants from waste-water among both telephone and online respondents, the wording of this statement changed in 2016 which could account for the lower satisfaction score.

Transportation & Utility Services	2013 Telephone	2014 Telephone	2015 Telephone	2016 Telephone	Difference from 2015	2013 Online	2014 Online	2015 Online	2016 Online	Difference from 2015
Quality of drinking water	8.4	8.4	8.4	8.3	-0.1	8.4	8.3	8.3	8.1	-0.2
Electrical services reliability**	8.4	8.1	7.8	8.0	0.2	8.2	7.8	7.8	7.9	0.1
Removing contaminants from waste-water to make it suitable for disposal in the natural environment	7.8	7.7	7.4▲	6.9▼	-0.5	7.8	7.7	7.6▲	7.0▼	-0.4
Repair of watermain breaks	7.2	6.7	6.8	6.8	0.0	6.9	6.6	6.7	6.7	0.0
Accessibility of services for people with disabilities	-	-	-	6.7	-	-	-	-	6.4	-
Sidewalk maintenance in your neighbourhood	5.8	5.6	5.6▼	6.1▲	0.5	5.4	5.7	5.5	5.6	0.1
Street maintenance in your neighbourhood	5.4	5.5	5.2▼	5.8▲	0.6	5.1	5.4	4.9	5.2	0.3
Traffic management, (traffic flow, signage etc.)	5.3	5.8	5.5	5.7	0.2	4.9	5.4	4.9▼	5.3▲	0.4
Public transit	6.2	6.1	5.7	5.7	0.0	5.6	5.7	5.1	5.2	0.1
Maintenance of major roadways and freeways in the city	5.1	5.3	5.1▼	5.6▲	0.5	4.6	4.9	4.8▼	5.3▲	0.5
Snow & ice road maintenance*	4.7	5.4	5.0▼	5.6▲	0.6	4.4	5.4	5.2	5.5	0.3
Maintenance of back lanes	5.3	5.1	5.2▼	5.6▲	0.4	5.0	5.2	4.7	5.0	0.3
Parking services	5.4	5.5	5.2	5.2	0.0	5.2	5.1	4.9	4.9	0.0

*Option was changed from "snow removal" in 2014.

** "Electrical services reliability" is reported for Saskatoon Light and Power customers only, telephone: n=186, online: n=273.

Satisfaction with Community Service aspects remains steady in nearly all areas, although satisfaction has increased for mosquito control (telephone respondents) and planning for growth and development (both respondent groups). A decline in satisfaction is noted for indoor ice rinks among online respondents this year.

Community Services	2013 Telephone	2014 Telephone	2015 Telephone	2016 Telephone	Difference from 2015	2013 Online	2014 Online	2015 Online	2016 Online	Difference from 2015
Availability of city parks	7.5	7.7	7.9	7.8	-0.1	7.2	7.3	7.8	7.6	-0.2
Indoor pools/community centres/leisure facilities	7.2	7.1	7.4	7.4	0.0	7.1	7.0	7.2	7.2	0.0
Parks (playgrounds, green spaces, pathways, tree services)	-	-	-	7.4	-	-	-	-	7.3	-
Maintenance of city trees and parks**	7.1	7.1	7.2	7.3	0.1	6.9	6.9	7.2	7.2	0.0
Paddling pools and spray parks	-	-	7.2	7.2	0.0	-	-	7.1	7.1	0.0
Control of dangerous and nuisance animals	6.8	6.7	7.0	7.1	0.1	6.6	6.5	7.0	6.7	-0.3
Recreation programs and services	-	-	7.0	7.0	0.0	-	-	7.0	6.8	-0.2
Outdoor swimming pools	6.6	6.6	6.8	6.8	0.0	6.6	6.6	6.9	6.8	-0.1
Indoor ice rinks*	6.3	6.2	6.7	6.4	-0.3	6.6	6.4	6.9▲	6.5▼	-0.4
Bylaw enforcement	6.2	6.2	6.2	6.4	0.2	6.1	6.1	5.8	6.0	0.2
Mosquito control	5.6	5.9	5.7▼	6.3▲	0.6	5.5	5.7	5.8	5.8	0.0
Funding for community based organizations	6.1	6.1	6.2	6.3	0.1	6.0	6.0	6.2	6.1	-0.1
Funding for non-profit arts and cultural groups	6.0	5.9	6.1	6.1	0.0	6.1	6.1	6.3	6.2	-0.1
Planning for growth and development	5.6	5.9	5.6▼	6.0▲	0.4	5.1	5.5	5.2▼	5.9▲	0.7
Affordable housing	-	5.0	5.0	5.1	0.1	-	4.7	4.5	4.6	0.1

*Option was changed from ice rinks in 2015. **Previously separated into two categories: "Maintenance of city trees" and "Maintenance of city parks" in 2015. The historical data in the above table represents results from the latter statement.

Waste Management satisfaction shows an increase for recycling (most notably among online respondents) and holds steady for garbage collection and landfill services.

Waste Management	2013 Telephone	2014 Telephone	2015 Telephone	2016 Telephone	Difference from 2015	2013 Online	2014 Online	2015 Online	2016 Online	Difference from 2015
Garbage collection (black bin)	7.9	8.0	7.7	7.8	0.1	7.5	7.7	7.4	7.4	0.0
Recycling (blue cart or bin)	7.5	7.3	7.3	7.6	0.3	7.1	7.2	7.0▼	7.4▲	0.4
Landfill services	6.9	7.0	6.7	6.7	0.0	6.9	6.9	6.7	6.7	0.0

Satisfaction with Other Services provided by the City has held steady with 2015 results. However, satisfaction with customer service and online services has seen improvements. There have been declines in satisfaction with police services over the past two years for both telephone and online respondents and some softening with fire protection among telephone respondents.

Other Services	2013 Telephone	2014 Telephone	2015 Telephone	2016 Telephone	Difference from 2015	2013 Online	2014 Online	2015 Online	2016 Online	Difference from 2015
Fire protection	8.5	8.4	8.2	7.9	-0.3	8.3	8.2	7.9	7.9	0.0
Police services (Policing, safety and law enforcement)	7.8	7.8	7.4	7.2	-0.2	7.5	7.6	7.0▲	6.6▼	-0.4
Customer service (such as handling of inquiries, making payments, etc.)	6.8	6.8	7.0	7.2	0.2	6.4	6.5	6.7	6.8	0.1
Online services offered by the City through Saskatoon.ca	6.6	6.6	6.9	7.1	0.2	6.5	6.5	6.7	6.8	0.1

Wording of some options changed slightly between 2015 and 2016. Please reference Wording changes between 2015 and 2016 for details.

Mapping Importance and Satisfaction

In order to demonstrate areas of strength and weakness in the City's service offerings, a quadrant analysis was conducted. The set of civic services measured is mapped based on ratings of importance (based on 2014 data) and the City's performance in delivery of these services (satisfaction – based on 2016 data).

The four quadrants are defined as follows:

Key Weaknesses (Top Left Quadrant)

Critical Weaknesses represent services believed to be of comparatively high importance, yet opinions on the performance of such services are comparatively lower. As a result, these are top priority areas in which more effort could be placed to improve performance.

Latent Weaknesses (Bottom Left Quadrant)

Latent Weaknesses represent services believed to be comparatively lower in importance and, at the same time, have comparatively lower satisfaction. These issues should be monitored as, if importance in these areas increases, efforts may be required to improve performance in the future.

Key Strengths (Top Right Quadrant)

Critical Strengths represent services with both high importance and high satisfaction ratings. Continued strong performance in these areas is essential.

Latent Strengths (Bottom Right Quadrant)

Latent Strengths are areas where the population rate a high degree of satisfaction with services, yet they see comparatively less importance in these areas. Efforts in these areas could potentially be diverted to address critical weaknesses.

Two separate maps are presented to delineate results for the telephone and online surveys.

Quadrant Analysis

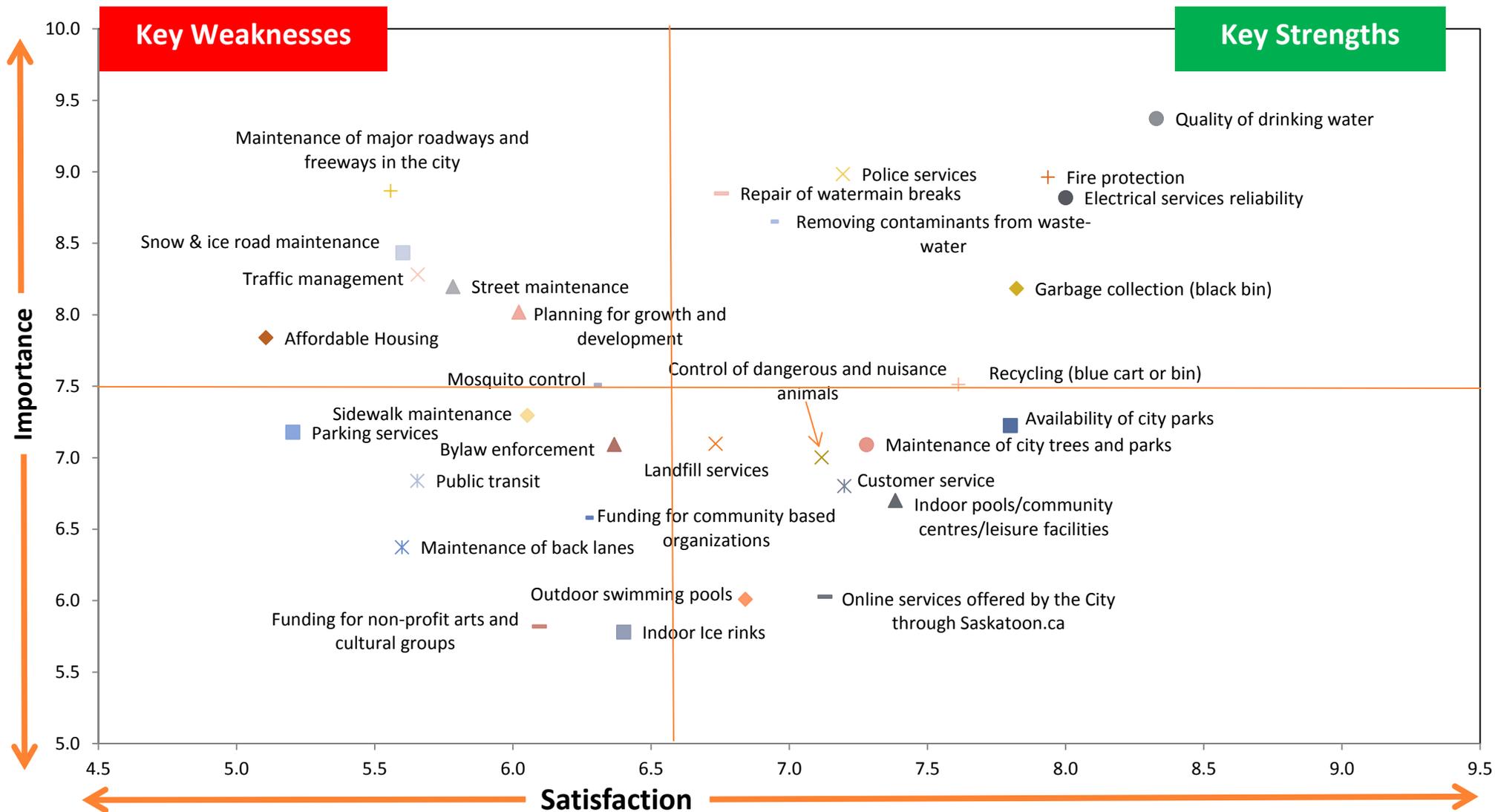
A summary of the quadrant analysis is presented below. Note that all Key Strengths and Key Weaknesses remain the same as 2015.

Key Strengths – Rated High in Importance and Satisfaction	
Quality of drinking water	Removing contaminants from waste-water to make it suitable for disposal in the natural environment
Fire protection	Repair of watermain breaks
Electrical services reliability*	Police services (Policing, safety and law enforcement)
Garbage collection (black bin)	Recycling (blue bin or cart)

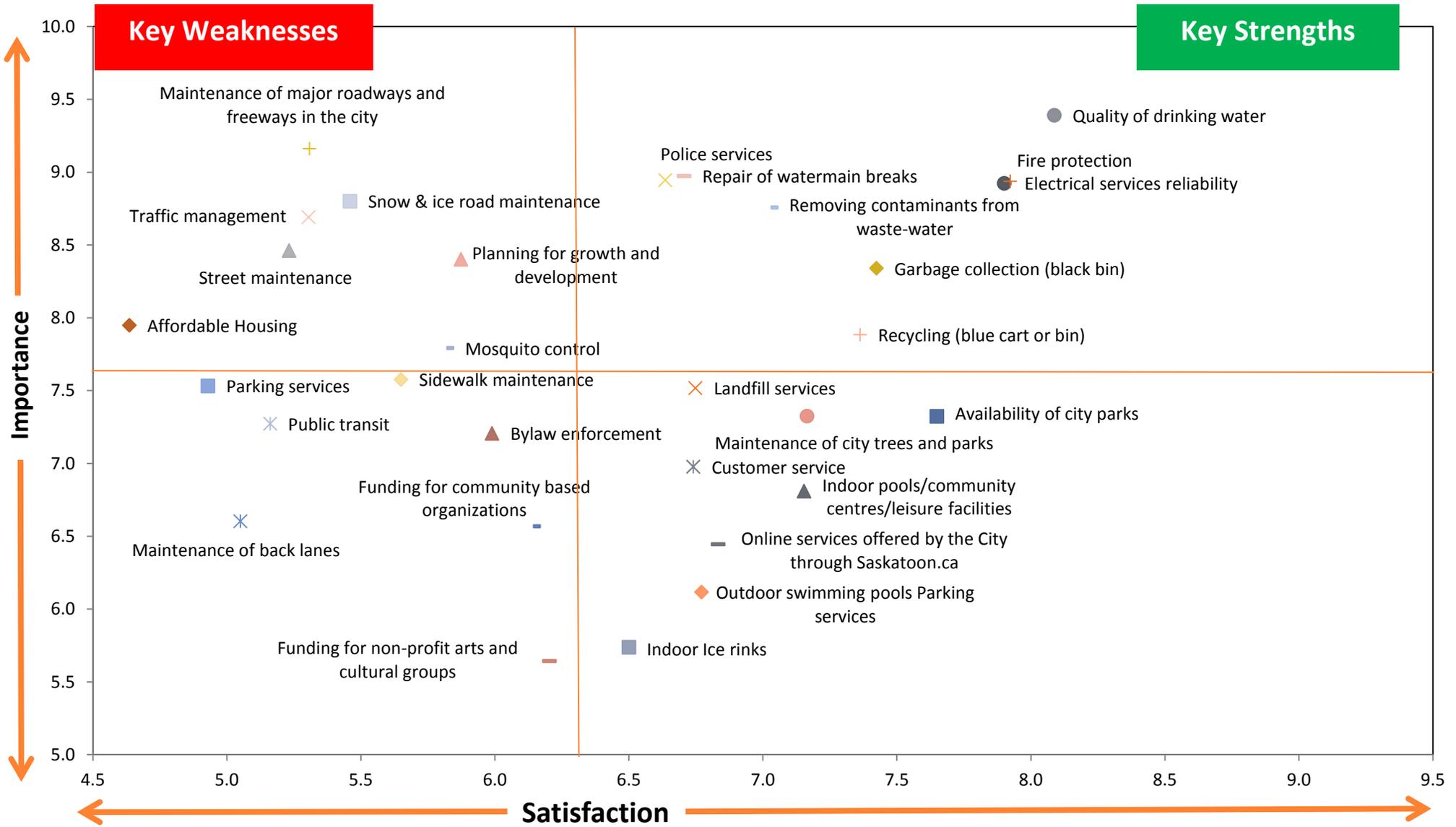
Key Weaknesses – Rated High in Importance but Low in Satisfaction	
Maintenance of major roadways and freeways in the city	Snow & ice road maintenance
Mosquito control	Planning for growth and development
Affordable housing	Traffic management, (traffic flow, signage etc.)
Street maintenance in your neighbourhood	

**“Electrical services reliability” is reported for Saskatoon Light and Power customers only, telephone: n=186, online: n=273.

Telephone Results



Online Results

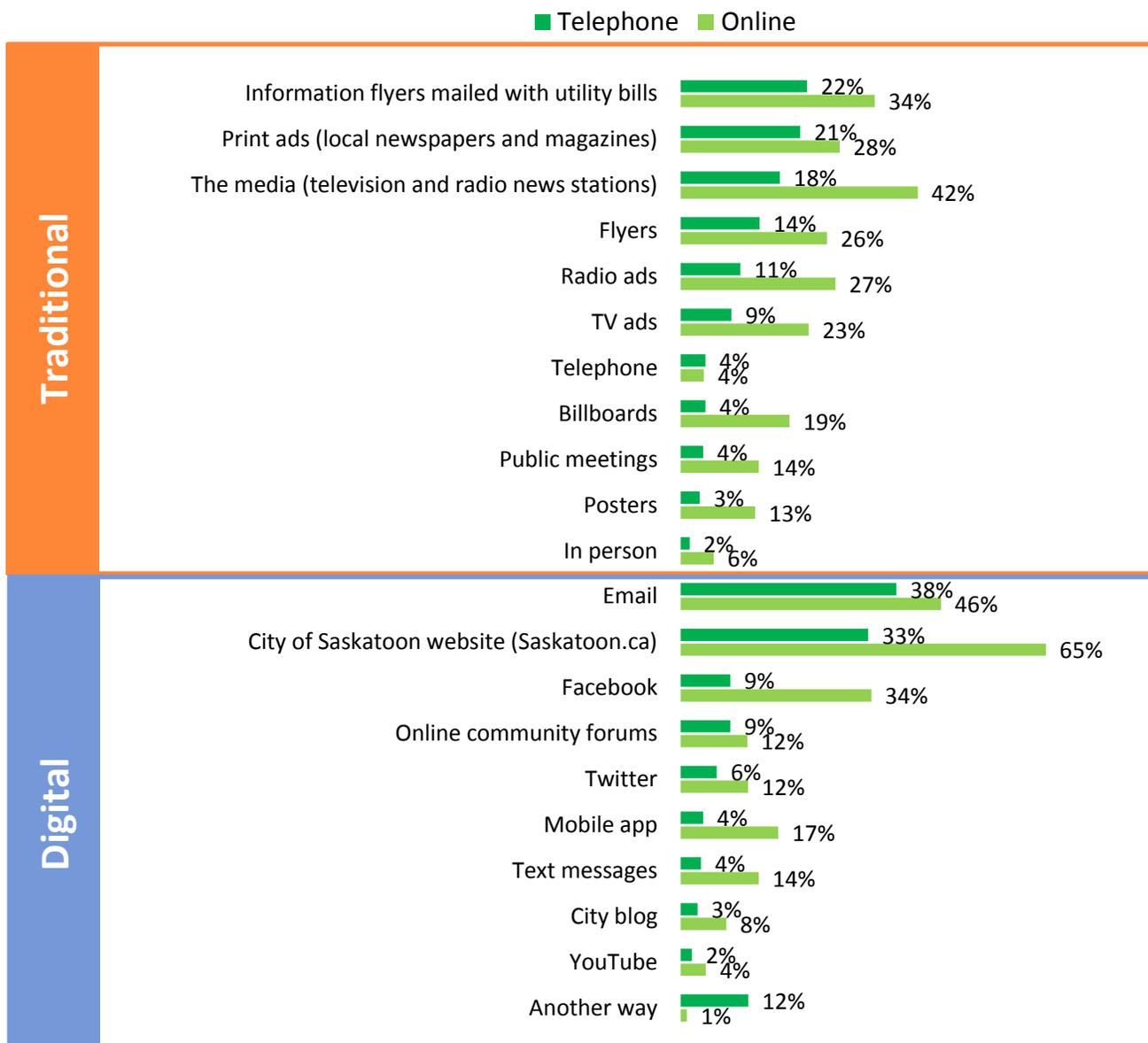


METHODS OF COMMUNICATION

Next, respondents were asked to comment on how they would most like to communicate with the City of Saskatoon and preferred methods of conducting business with the City.

Preferred Information Sources

Citizens prefer using a mix of sources to receive information about the City of Saskatoon. Most commonly, Saskatoon.ca and emails from the City are the preferred information sources for both telephone and online respondents. The media, Facebook, utility bill stuffers, print ads, flyers, radio ads, and TV ads are also common preferences.



11. Changing topics slightly, how do you prefer to receive information about all types of City of Saskatoon programs and services? Base: All respondents, telephone: n=500, online: n=803.

Tracking Preferred Information Sources

Traditional information source preferences have fluctuated since 2015. Increased preferences for receiving information via bill stuffers and print ads are noted this year while declines are noted for the media, flyers and radio ads.

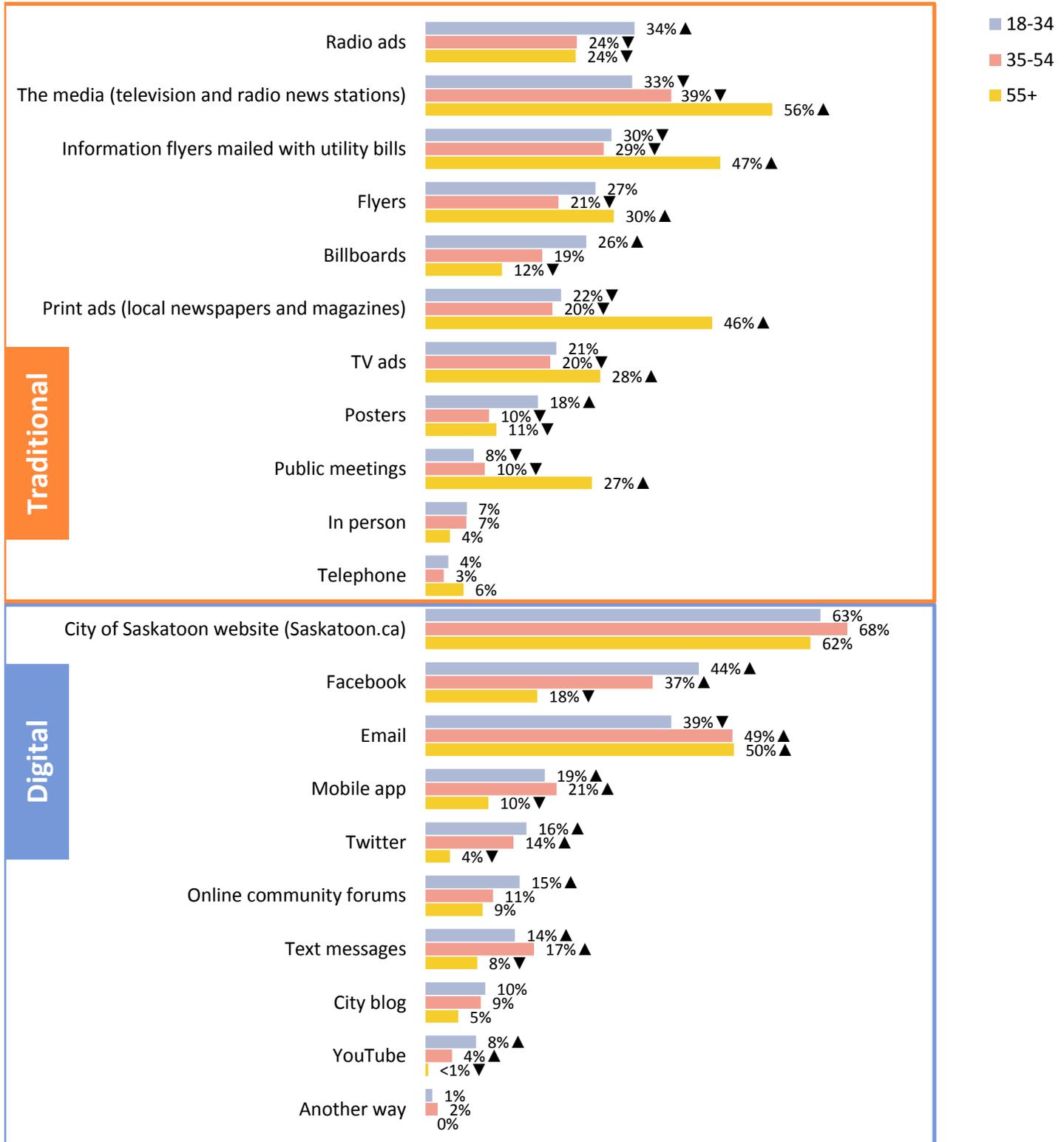
Traditional Sources	2013 Telephone	2014 Telephone	2015 Telephone	2016 Telephone	Difference from 2015	2013 Online	2014 Online	2015 Online	2016 Online	Difference from 2015
Information flyers mailed with utility bills	27%	10%	3% ▼	22% ▲	19%	36%	30%	28%	34% ▲	6%
Print ads (local newspapers and magazines)	17%	28%	16% ▼	21% ▲	5%	21%	26%	23%	28% ▲	5%
The media (television and radio news stations)	19%	23%	15%	18%	3%	45%	43%	48% ▲	42% ▼	-6%
Flyers	32%	25%	30% ▲	14% ▼	-16%	29%	26%	33% ▲	26% ▼	-7%
Radio ads	20%	19%	7%	11%	4%	32%	34%	32% ▲	27% ▼	-5%
TV ads	19%	20%	8%	9%	1%	24%	26%	25%	23%	-2%
Billboards	9%	7%	2%	4%	2%	15%	19%	18%	19%	1%
Public meetings	6%	6%	1%	4%	3%	11%	13%	10%	14%	4%
Telephone	-	-	-	4%	-	-	-	-	4%	-
Posters	6%	5%	3%	3%	0%	9%	14%	14%	13%	-1%
In person	-	-	-	2%	-	-	-	-	6%	-

Digital information source preferences in 2016 showed increases for receiving information via Saskatoon.ca and Facebook.

Digital Sources	2013 Telephone	2014 Telephone	2015 Telephone	2016 Telephone	Difference from 2015	2013 Online	2014 Online	2015 Online	2016 Online	Difference from 2015
City of Saskatoon website (Saskatoon.ca)	26%	32%	27% ▼	33% ▲	6%	47%	62%	62%	65%	3%
Email	29%	31%	36%	38%	2%	38%	42%	45%	46%	1%
Facebook	-	7%	3% ▼	9% ▲	6%	-	20%	26% ▼	34% ▲	8%
Text messages	-	5%	4%	4%	0%	-	11%	14%	14%	0%
Online community forums	-	-	-	9%	-	-	-	-	12%	-
Twitter	-	-	-	6%	-	-	-	-	12%	-
Mobile app	-	-	-	4%	-	-	-	-	17%	-
City blog	-	-	-	3%	-	-	-	-	8%	-
YouTube	-	-	-	2%	-	-	-	-	4%	-
Another way	-	-	-	12%	-	-	-	-	1%	-

Preferred Information Sources by Age (online respondents only)

Preferred methods of receiving information from the City differ by age range. Younger residents are more likely to prefer social media, mobile apps & texts, online community forums, radio ads, and billboards, whereas older individuals have greater preferences for sources like the media, print ads, flyers, and email.



Preferred Method of Conducting Business with or Contacting the City of Saskatoon

A large majority of citizens strongly prefer conducting business with the City via telephone, although this has declined notably from 2015. E-mail and the Saskatoon.ca website are also common preferences for communicating with the City, both of which has risen sharply from 2015. Other methods are less common and interest in using them remains relatively steady.

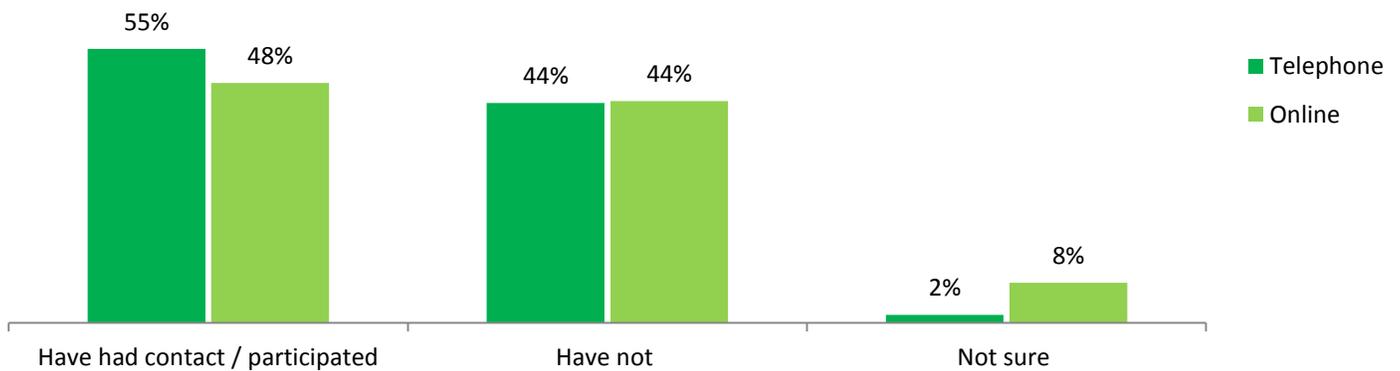
Digital Sources	2015 Telephone	2016 Telephone	Difference from 2015	2015 Online	2016 Online	Difference from 2015
By phone	81% ▲	75% ▼	-6%	68% ▲	60% ▼	-8%
Email	31% ▼	37% ▲	6%	43%	45%	2%
In person at the counter	23% ▼	32% ▲	9%	29%	30%	1%
On the City website	18% ▼	32% ▲	14%	33% ▼	45% ▲	12%
Online chat	4% ▼	13% ▲	9%	14%	16%	2%
Text	-	10%	-	-	6%	-
Social media channels	2% ▼	9% ▲	7%	8%	7%	-1%
Other	9% ▲	3% ▼	-6%	1%	1%	0%

12. How do you prefer to conduct business with the City of Saskatoon or contact the City with a question or inquiry?
Base: All respondents, telephone: n=500, online: n=803.

INTERACTIONS WITH THE CITY

Incidence of Contacting the City of Saskatoon / Participation in City Engagement Activities

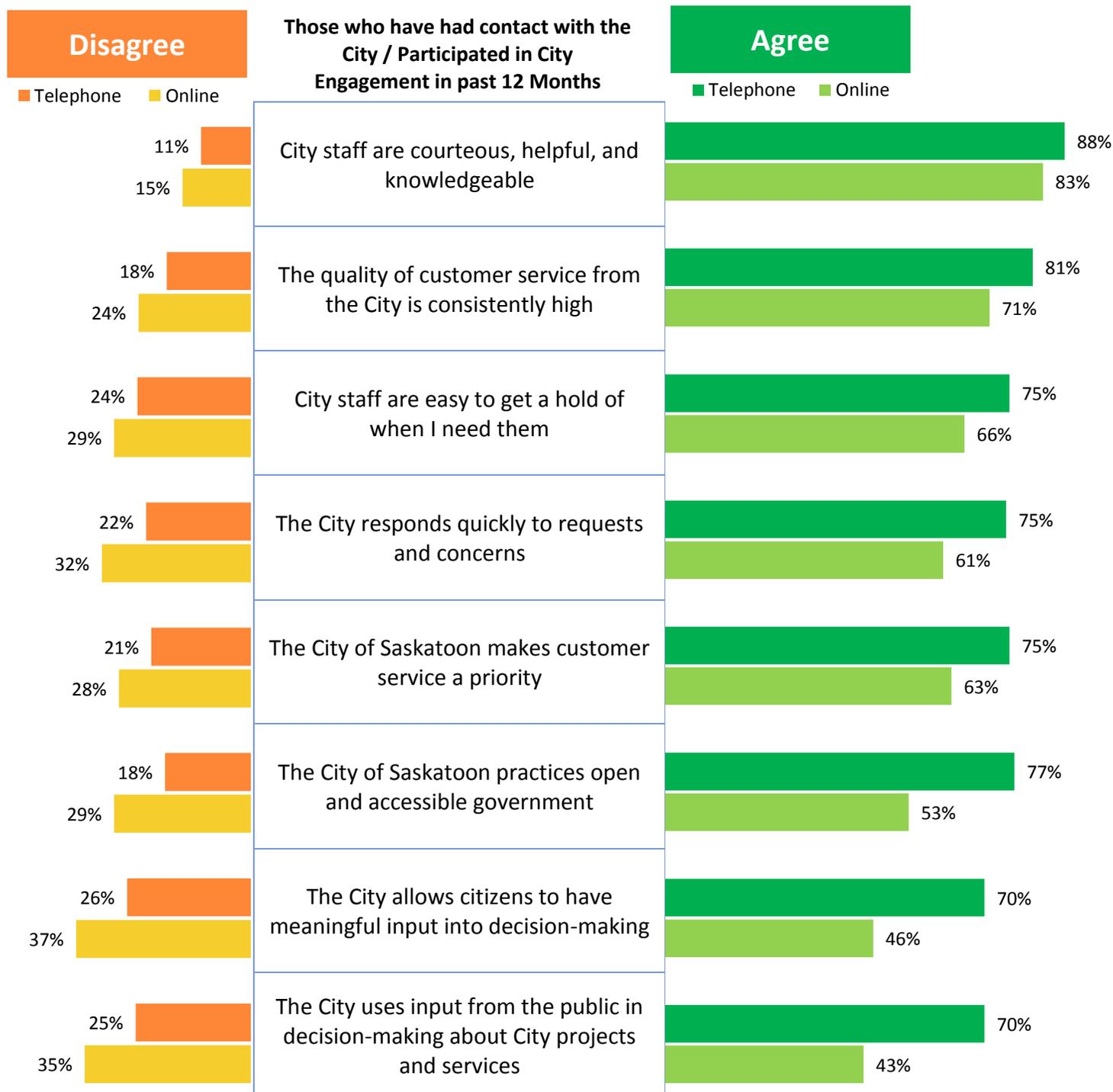
Roughly one half of all residents report having had contact with or have participated in a City activity within the past 12 months.



13. Have you contacted or dealt with the City of Saskatoon or one of its employees or participated in any City engagement activities within the last twelve months? Base: All respondents, telephone: n=500, online: n=803.

Perceptions of City based on Personal Experience

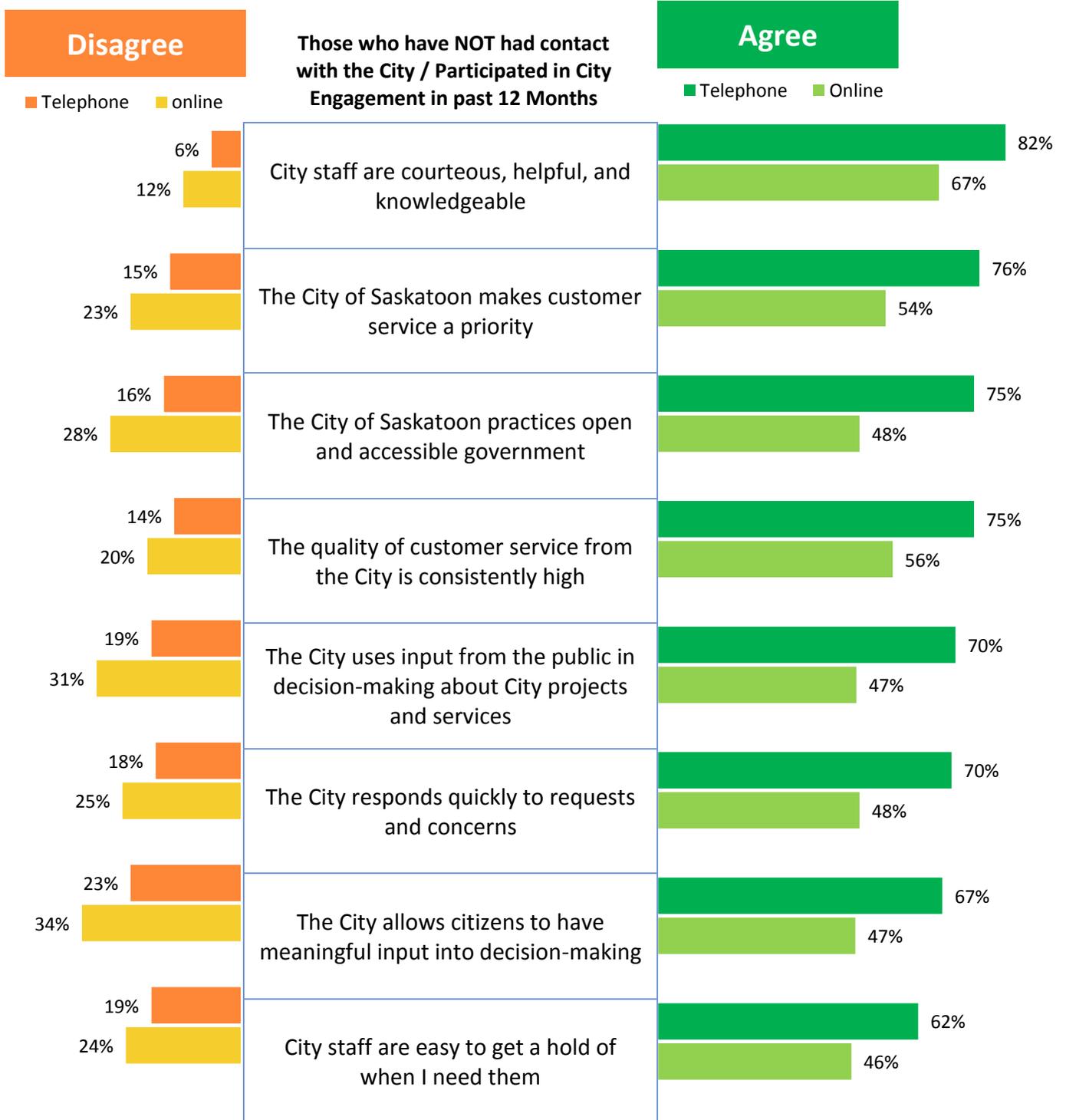
Those who have had contact with or participated in a City engagement activity within the past 12 months provide high ratings for City staff being courteous, helpful and knowledgeable, and that the City offers high quality customer service in general. However, online respondents' assessments are weaker in the areas of the City engaging the public and taking public input into decision-making.



14. Thinking about your personal dealings with the City of Saskatoon please indicate whether you agree or disagree with each of the following statements about the City? Base: All respondents who have had contact with the City within the past 12 months, telephone: n=273, online: n=384.

Perceptions of City based on Impressions

Those who have not had contact with the City in the past 12 months most commonly perceive City staff as being courteous, helpful and knowledgeable, that customer service is a priority, and that the City practices open and accessible government. Online respondents tend to have less favourable impressions.



14. Thinking about your general impressions and anything you may have read, seen or heard, please tell me / us whether you agree or disagree with each of the following statements about the City? Base: All respondents who have not or unsure they have had contact with the City within the past 12 months, telephone: n=227, online: n=419.

The following tables provide a detailed breakout of responses from the graphs shown on the previous pages. Those who have interacted with the City within the past 12 months most commonly somewhat agree with each statement. Strong agreement is most common for courteous, helpful, knowledgeable staff and the quality of customer service; and lowest for statements that reference public input in decision-making. Telephone respondents provide more favourable results in all categories than online respondents.

Those who have had contact with the City / Participated in City Engagement in past 12 Months	Telephone					Online				
	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not sure	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not sure
City staff are courteous, helpful, and knowledgeable	42%	45%	8%	3%	2%	29%	54%	10%	4%	3%
The quality of customer service from the City is consistently high	30%	51%	14%	4%	1%	19%	52%	19%	5%	5%
City staff are easy to get a hold of when I need them	29%	47%	18%	6%	0%	13%	53%	22%	8%	5%
The City responds quickly to requests and concerns	25%	50%	14%	8%	3%	13%	48%	23%	9%	7%
The City of Saskatoon makes customer service a priority	23%	52%	15%	6%	3%	15%	47%	21%	7%	9%
The City of Saskatoon practices open and accessible government	22%	54%	13%	5%	5%	9%	45%	23%	6%	17%
The City allows citizens to have meaningful input into decision-making	15%	55%	17%	9%	4%	5%	41%	28%	9%	17%
The City uses input from the public in decision-making about City projects and services	15%	55%	17%	7%	5%	5%	38%	27%	8%	21%

14. Thinking about your personal dealings with the City of Saskatoon please indicate whether you agree or disagree with each of the following statements about the City? Base: All respondents who have had contact with the City within the past 12 months, telephone: n=273, online: n=384

Those who have not interacted with the City within the past 12 months largely provide “somewhat agree” ratings on most statements. When combining those who strongly and somewhat agree, the overall results are similar to those found amongst those who have interacted with the City in the past 12 months. Telephone respondents provide more favourable results than online respondents. However, it is important to note that this question had more telephone and online respondents who reported that they were “not sure”.

Those who have NOT had contact with the City / Participated in City Engagement in past 12 Months	Telephone					Online				
	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not sure	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not sure
City staff are courteous, helpful, and knowledgeable	23%	59%	5%	1%	11%	17%	49%	9%	3%	21%
The quality of customer service from the City is consistently high	17%	58%	12%	2%	11%	11%	45%	16%	4%	25%
The City of Saskatoon makes customer service a priority	17%	59%	13%	2%	9%	12%	42%	19%	5%	23%
The City allows citizens to have meaningful input into decision-making	16%	51%	17%	7%	9%	7%	40%	25%	9%	20%
The City of Saskatoon practices open and accessible government	15%	60%	12%	4%	9%	8%	40%	22%	5%	25%
City staff are easy to get a hold of when I need them	15%	47%	13%	6%	19%	10%	36%	19%	5%	30%
The City uses input from the public in decision-making about City projects and services	11%	59%	13%	6%	11%	7%	40%	22%	9%	22%
The City responds quickly to requests and concerns	10%	59%	14%	4%	12%	7%	41%	19%	6%	27%

14. Thinking about your general impressions and anything you may have read, seen or heard, please tell me / us whether you agree or disagree with each of the following statements about the City? Base: All respondents who have not or unsure they have had contact with the City within the past 12 months, telephone: n=227, online: n=419.

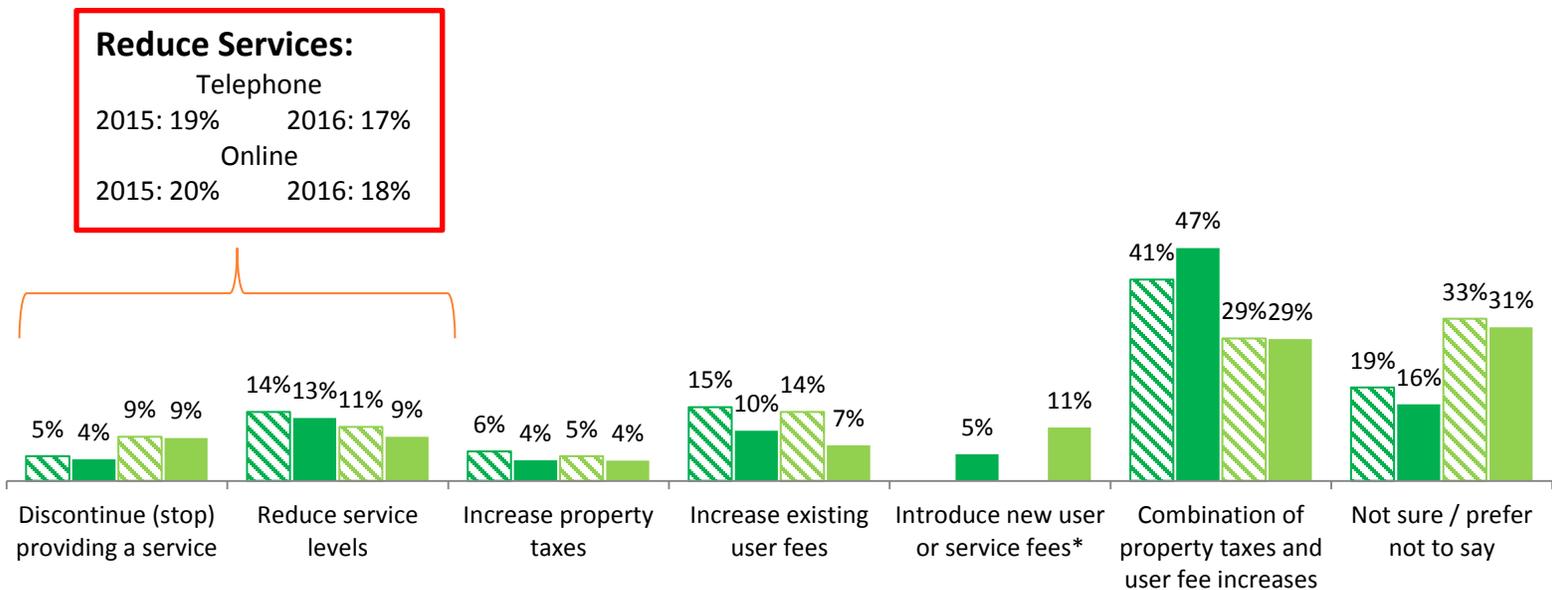
BUDGET INPUT

Citizens were asked questions regarding balancing of the City's budget and preferred priorities for spending in the future.

Budget Balancing

When asked which of the following methods the City could use to balance its budget, most residents prefer a combination of property tax and user fee increases, over other methods. However, a sizable proportion continues to be unsure. Findings are largely consistent with 2015.

■ 2015 Telephone
 ■ 2016 Telephone
 ■ 2015 Online
 ■ 2016 Online



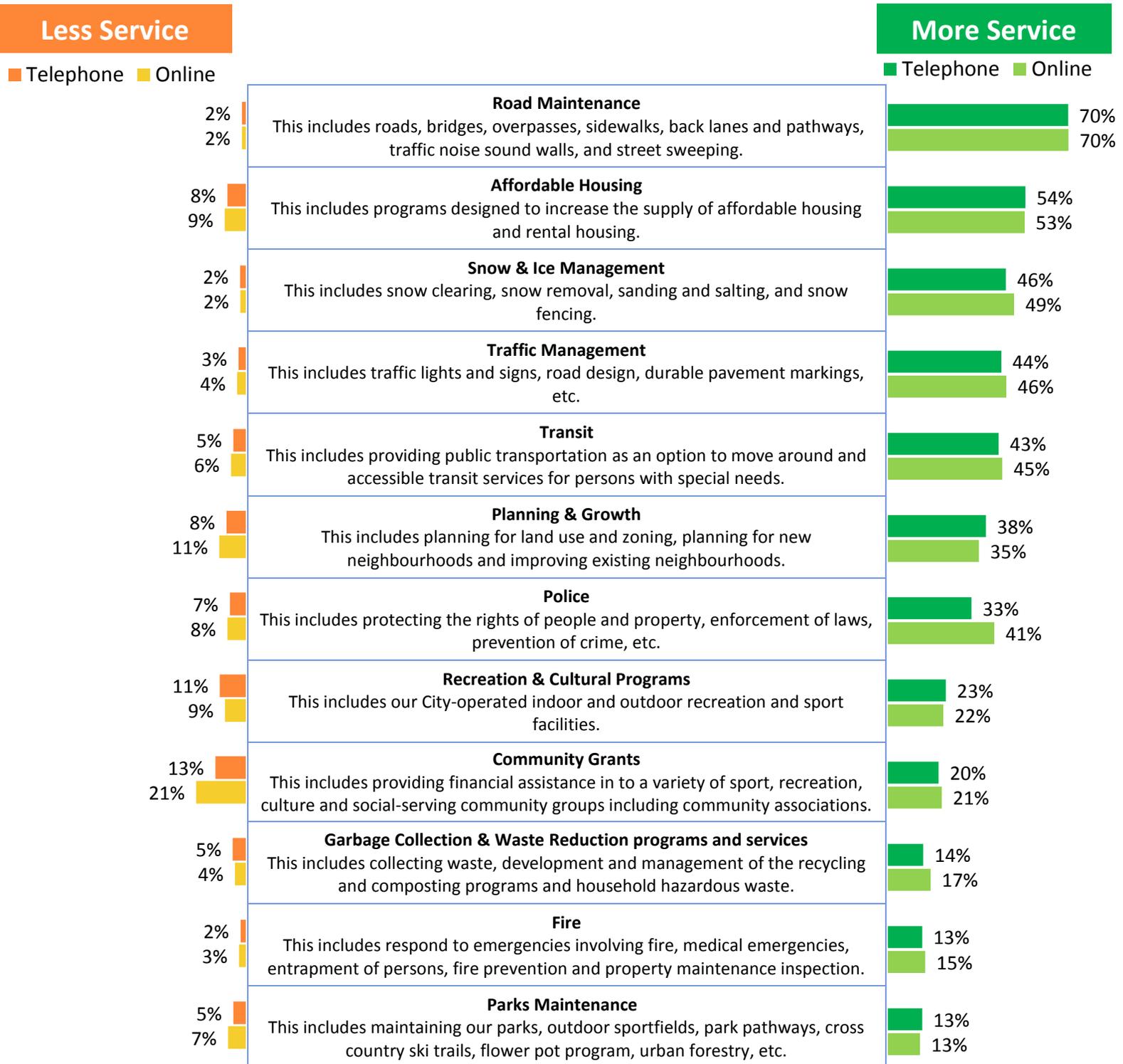
8. If the City needs to make choices in terms of how it balances its operating budget, please identify the method for balancing the budget that you most prefer. Base: All respondents, telephone: n=500, online, n=803.

*New option added in 2016.

Wording changed slightly between 2015 and 2016. Previous wording: "Which of the following methods for balancing the City of Saskatoon budget do you prefer most?"

Preferences on Level of Civic Services

Citizens were next asked if they believe the City should provide more, less, or the same amount of service in several different civic areas. A majority would like to see additional services provided for road maintenance and affordable housing. Modest proportions would also like to see more services provided for snow & ice management, transit, traffic management, growth planning and policing.



9. Next we have a brief list of service categories. For each category, please indicate if you would like the City to provide more service, less service or about the same. Please keep in mind that taxes or user fees may increase if the City were to provide more service in one or more categories. Base: All respondents, telephone: n=500, online: n=803. "Don't know" and "same" responses are shown in the table below.

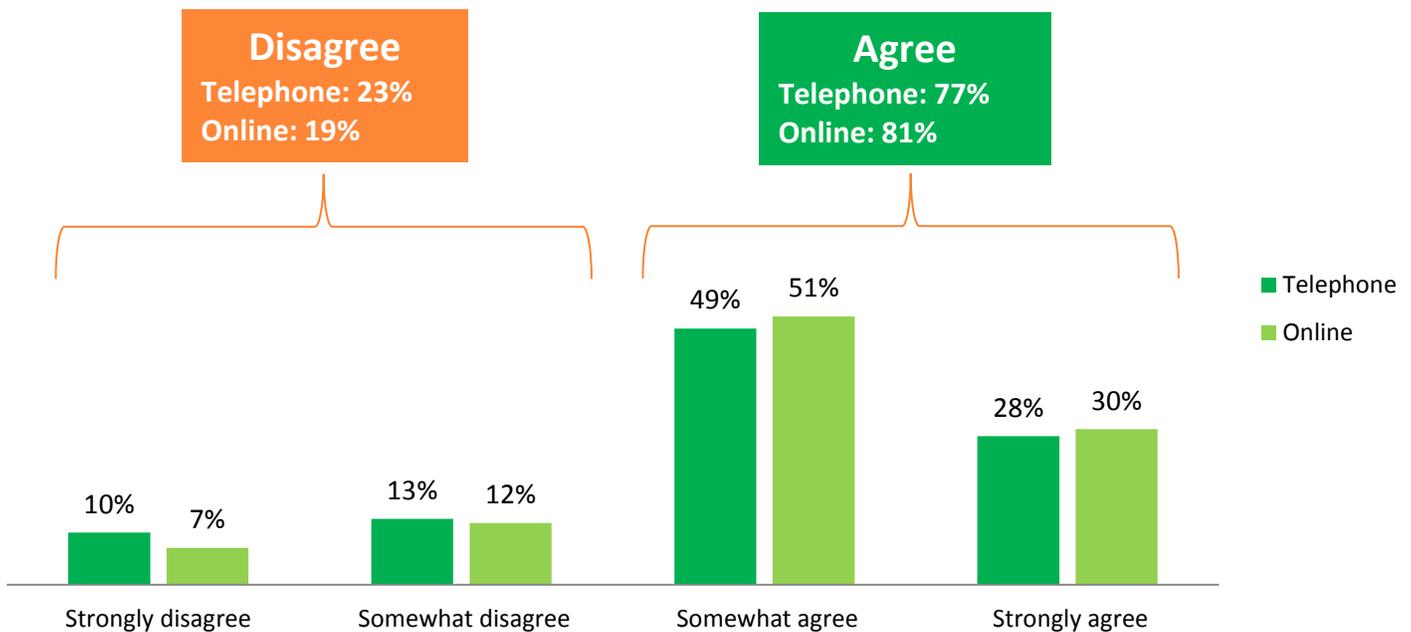
The following table provides detailed responses from the previous page.

	Telephone Respondents				Online Respondents			
	More Service	Less Service	Same	Don't know	More Service	Less Service	Same	Don't know
Road Maintenance	70%	2%	27%	1%	70%	2%	26%	2%
Affordable Housing	54%	8%	32%	7%	53%	9%	28%	10%
Snow & Ice Management	46%	2%	50%	1%	49%	2%	46%	2%
Traffic Management	44%	3%	51%	2%	46%	4%	47%	3%
Transit	43%	5%	45%	6%	45%	6%	37%	12%
Planning & Growth	38%	8%	51%	3%	35%	11%	45%	9%
Police	33%	7%	60%	1%	41%	8%	47%	4%
Recreation & Cultural Programs	23%	11%	62%	5%	22%	9%	62%	8%
Community Grants	20%	13%	59%	9%	21%	21%	43%	16%
Garbage Collection & Waste Reduction programs and services	14%	5%	80%	1%	17%	4%	75%	4%
Fire	13%	2%	82%	3%	15%	3%	76%	7%
Parks Maintenance	13%	5%	80%	1%	13%	7%	75%	5%

NAMING RIGHTS AND SPONSORSHIP OPPORTUNITIES

Naming Rights and Sponsorship Opportunities

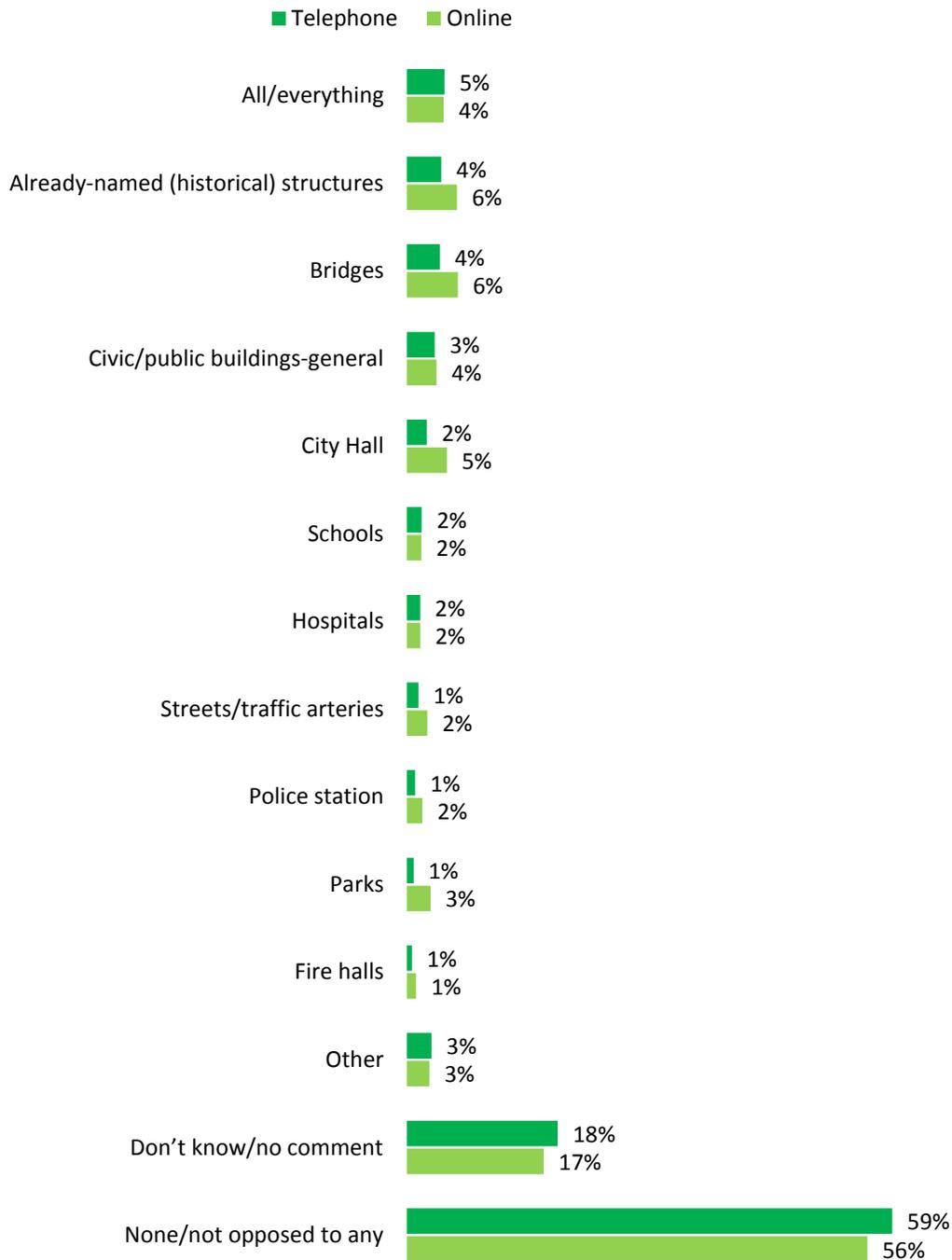
Residents were asked if they believe the City should offer naming rights and sponsorship opportunities as a source of revenue for the City. The majority agree that these sources of revenue should be made available while roughly two in ten disagree.



10a. As a source of revenue, many Canadian cities offer opportunities for companies or families to purchase the naming rights or sponsor some of the high traffic and visible civic facilities, bridges, and other city properties. To what extent do you agree or disagree that the City of Saskatoon should offer naming rights and sponsorship opportunities in the future? Base: All respondents, telephone: n=500, online: n=803.

Assets for Which Naming Rights Should Not be Sold

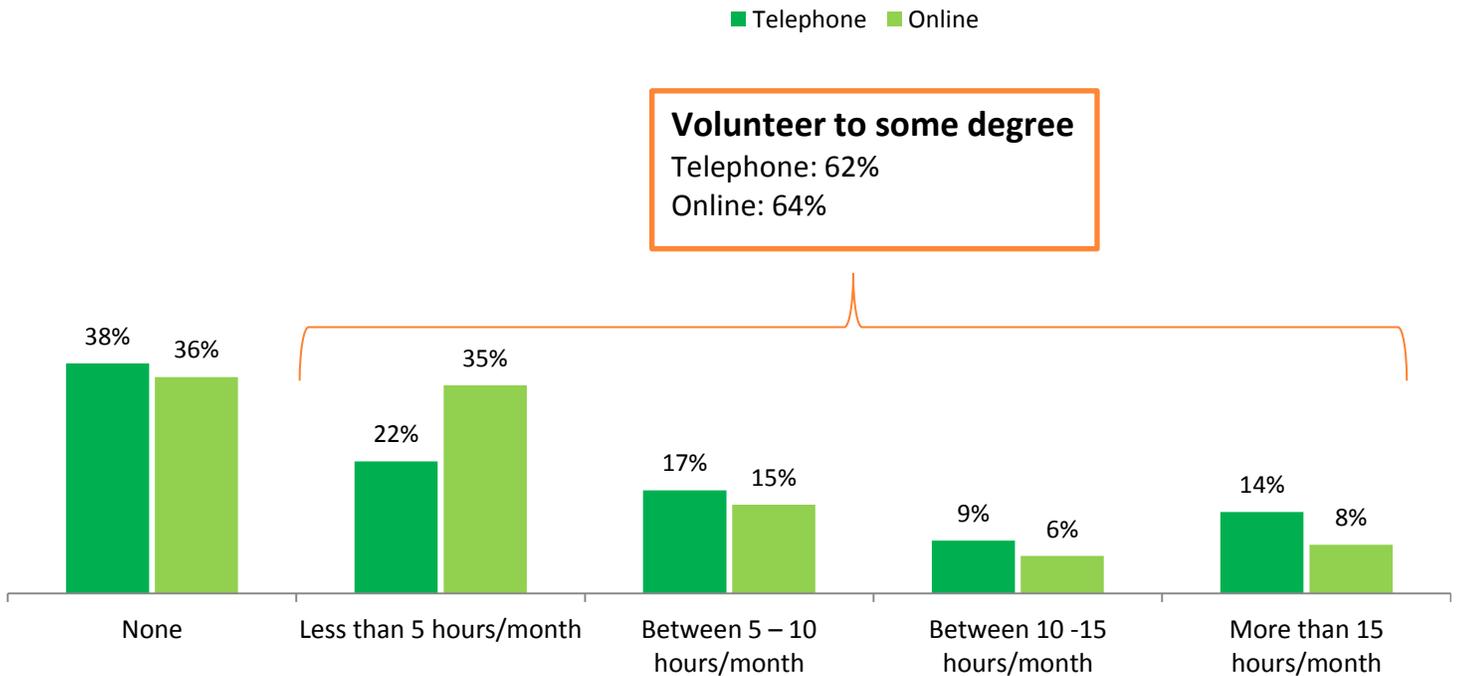
When asked which City assets should not be available for naming rights, a variety of properties / structures are cited, as noted below. However, more than one half of residents do not believe any asset should be restricted from naming rights.



10b. Are there any city properties you would not be in favour of offering naming rights or sponsorship opportunities for companies or families? Base: All respondents, telephone: n=500, online: n=803.

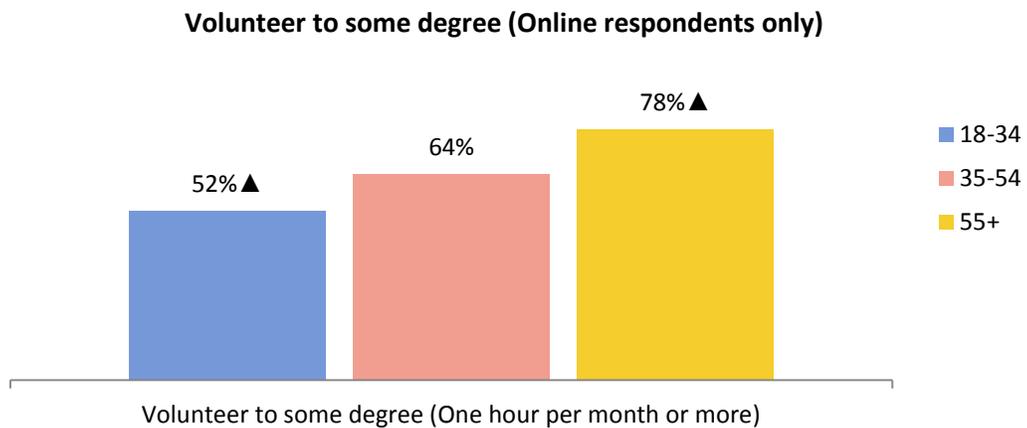
CITIZEN VOLUNTEERISM

More than six in ten Saskatoon residents claim to volunteer for at least an hour per month. Most report that they volunteer between one and ten hours per month.

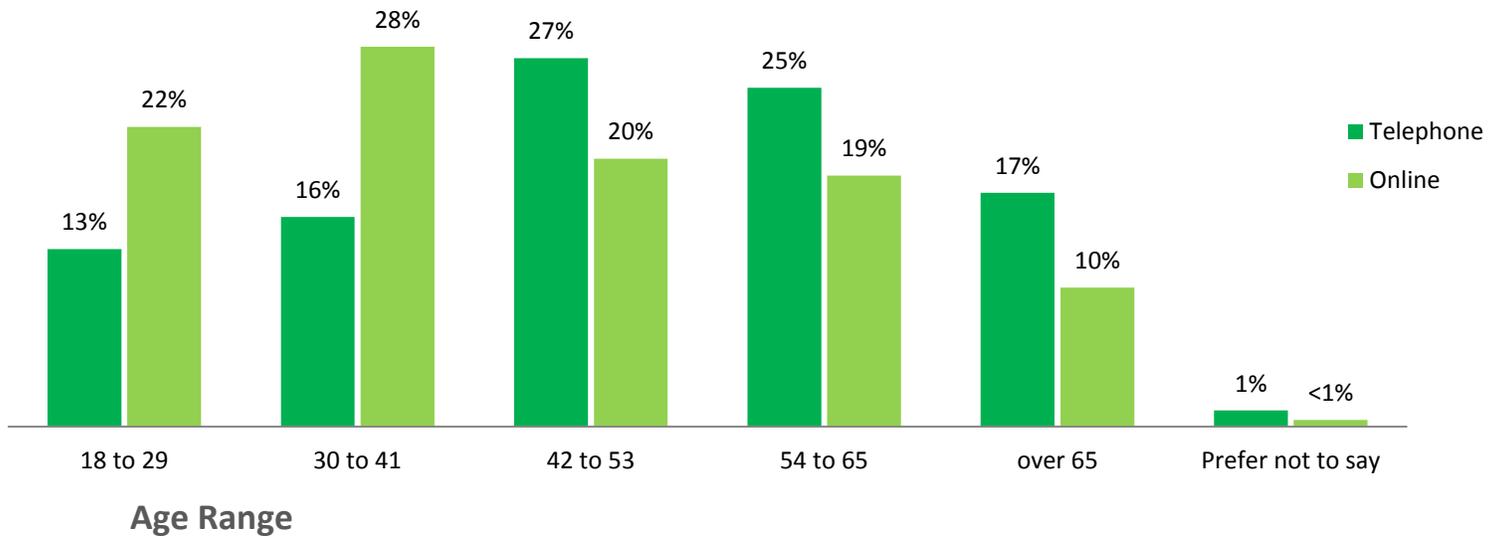


19. On average, how many hours a month would you say that you volunteer? Base: All respondents, telephone: n=500, online: n=803.

The incidence of volunteering rises sharply with age.

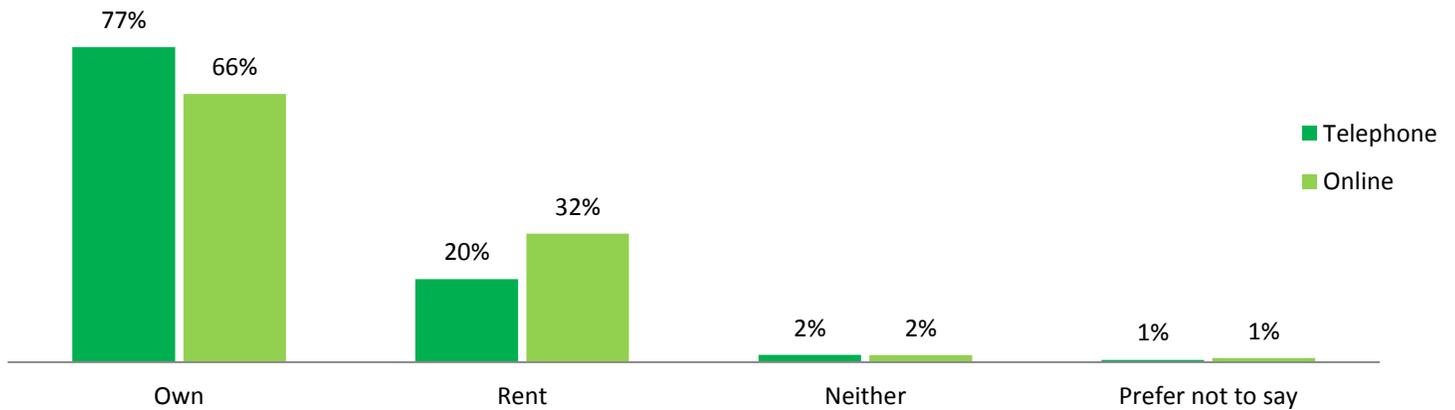


DEMOGRAPHICS



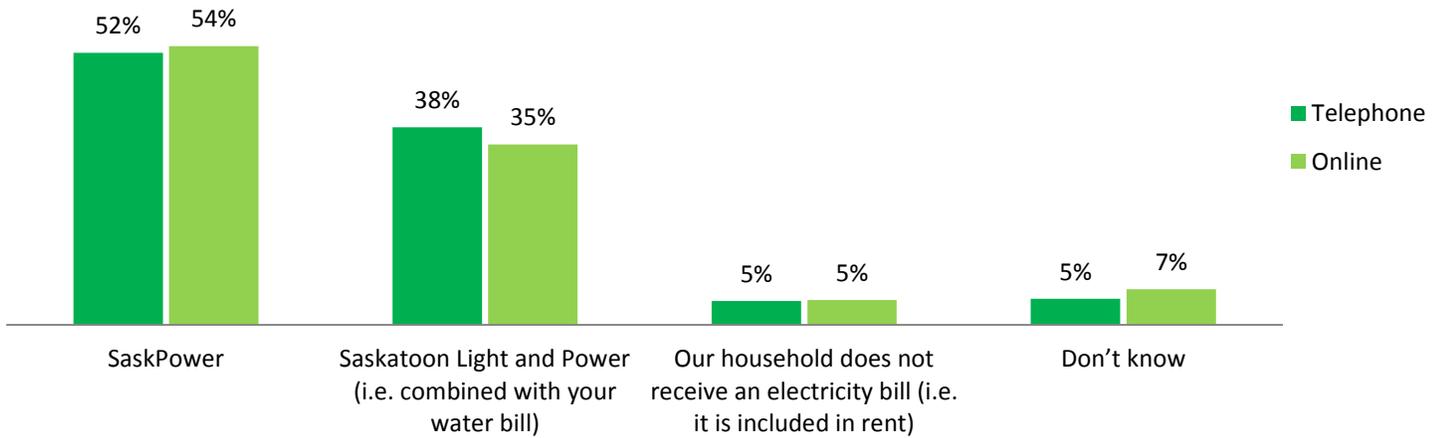
15. Into which age range do you fall? Base: All respondents, telephone: n=500, online: n=803.

Type of Household



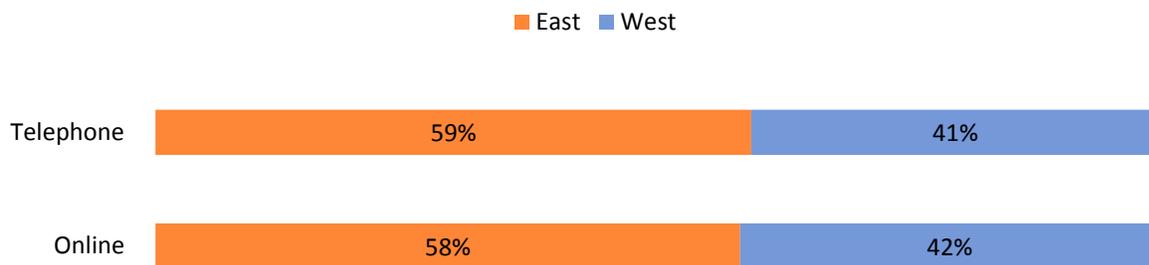
13. Do you rent or own your accommodations? Base: All respondents, telephone: n=500, online: n=803.

Electricity Provider



18. Who is your household's electricity provider – that is, who do you receive a bill for electricity services from? Base: All respondents, telephone: n=500, online: n=803.

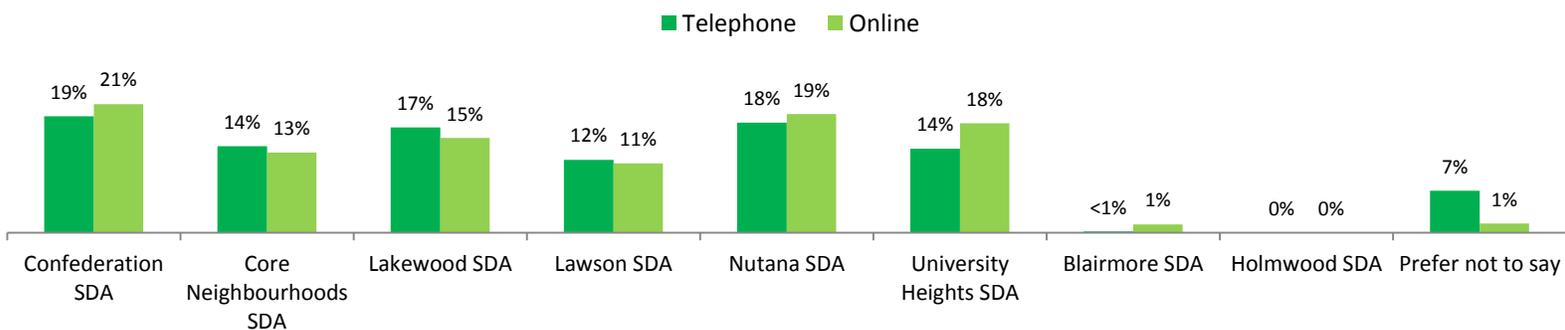
Location of Residence



17a. Do you live on the east side or the west side of the river? Base: All respondents, telephone: n=500, online: n=803.

Suburban District Area (SDA)

17b. Into which of the following neighbourhoods in Saskatoon do you live? Base: All respondents, telephone: n=500, online: n=803.



Suburban District Areas

Blairmore SDA

Blairmore Development Area

Blairmore S.C.

Kensington

Elk Point

Confederation SDA

Parkridge

Fairhaven

Confederation Park

Pacific Heights

Dundonald

Hampton Village

Massey Place

Montgomery Place

Westview

Mount Royal

Holiday Park

Meadowgreen

Confed S.C.

Hudson Bay Park

West Industrial

Airport Business Area

Core Neighbourhoods SDA

Nutana

Caswell Hill

City Park

Varsity View

Westmount

Central Business District

Pleasant Hill

King George

Riversdale

Lakewood SDA

Wildwood

Lakeview
Briarwood
College Park
Lakeridge
College Park East
Lakewood S.C.
Rosewood
S.E. Development Area 901

Holmwood SDA

U of S Lands - East Management Area 718
Holmwood Development Area 904

Lawson SDA

Lawson Heights S.C.
Silverwood Heights
Lawson Heights
Mayfair
River Heights
North Park
Kelsey Woodlawn
Richmond Heights

Nutana SDA

The Willows
Nutana S.C.
Buena Vista
Eastview
Nutana Park
Stonebridge
Holliston
Avalon
Haultain
Queen Elizabeth
Greystone Heights
Adelaide Churchill
Exhibition

Brevoort Park
Grosvenor Park

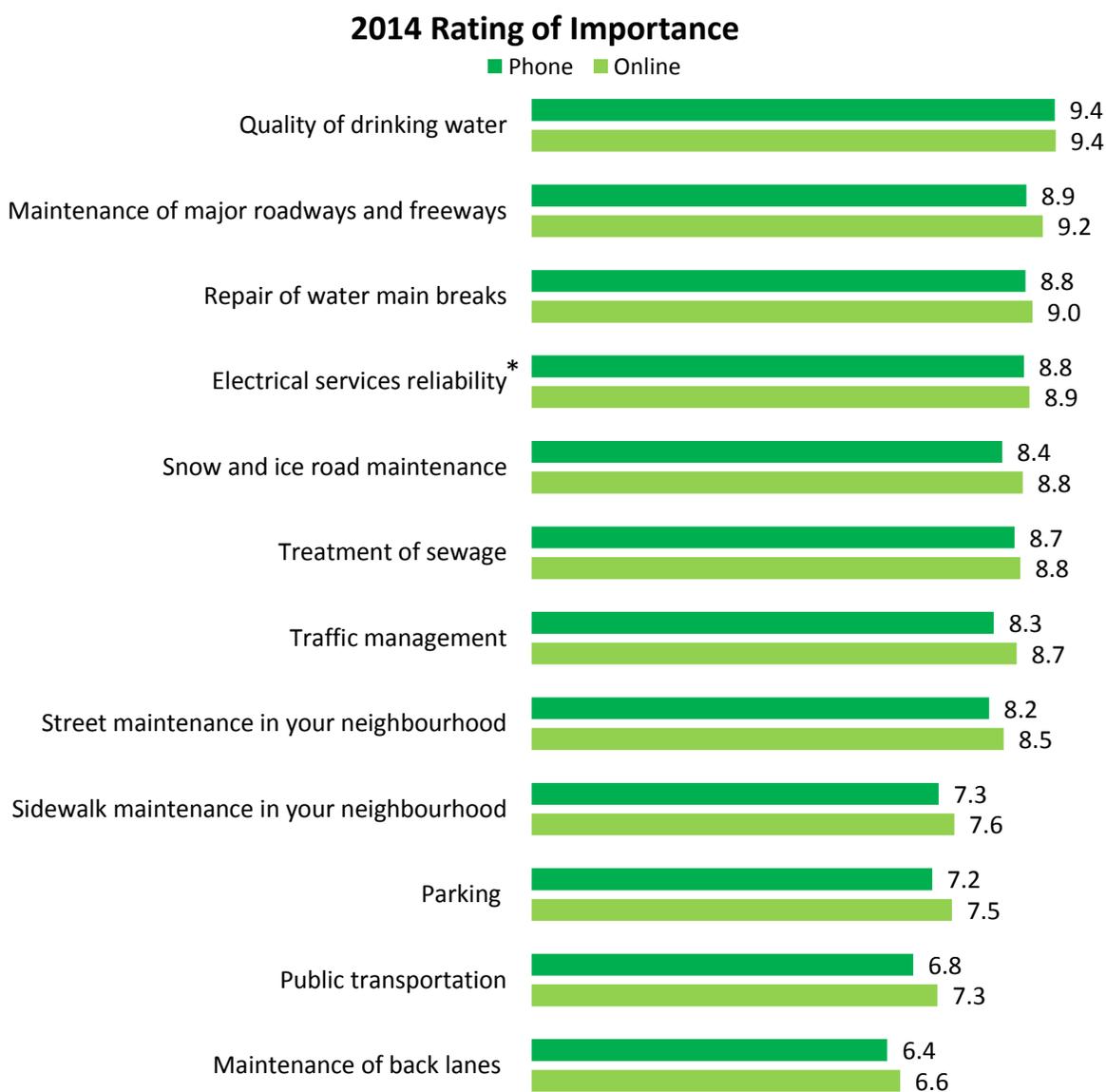
University Heights SDA

Forest Grove
Silverspring
Sutherland
Erindale
Arbor Creek
Willowgrove
University Heights S.C.
University of Saskatchewan Management Area
University Heights Development Area
Evergreen
U of S Lands – South Management Area
S.E. Development Area 901
Aspen Ridge

The appendix provides details from the importance questions asked in 2014 which have been used for the quadrant analysis in this year's report.

Importance of Transportation & Utility Services

Most transportation and utility services were deemed to be very important in the 2014 study. Sidewalk maintenance, parking, public transportation, and back lane maintenance were perceived as comparatively less important.

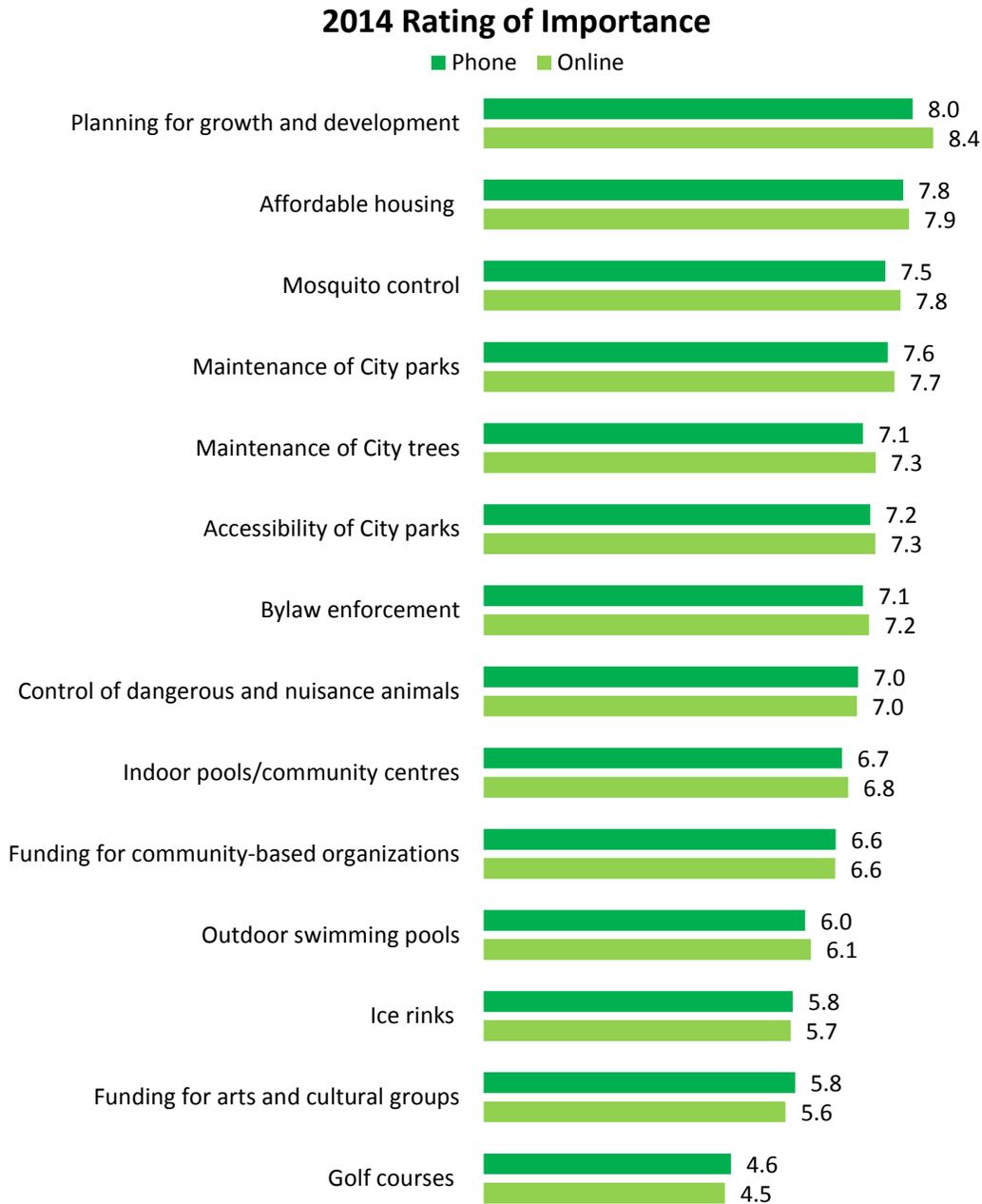


4. Please rate how important each of the following services are to you personally. Base: All respondents excluding "don't know," telephone: n=478 to 500, online, n=788 to 800. 2014 results.

* Results filtered to show only Saskatoon Light and Power customers.

Importance of Community Services

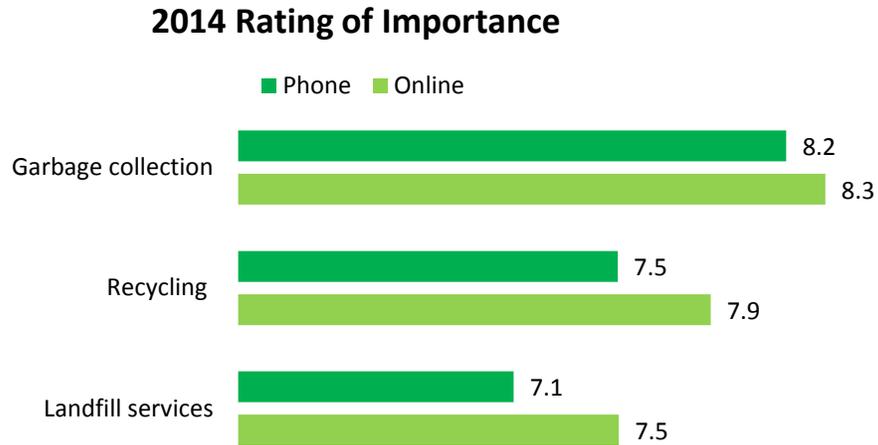
In 2014, planning for growth and development was deemed to be the most important community service while leisure services were comparatively less important to citizens.



4. Please rate how important each of the following services are to you personally. Base: All respondents excluding "don't know," telephone: n=478 to 500, online, n=788 to 800. 2014 results.

Importance of Waste Management

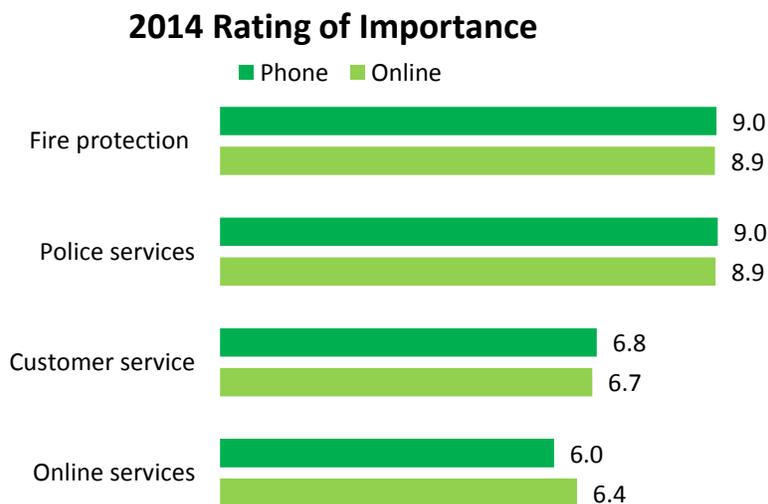
In 2014, garbage collection was seen to be more important than recycling and landfill services.



4. Please rate how important each of the following services are to you personally. Base: All respondents excluding "don't know," telephone: n=478 to 500, online, n=788 to 800. 2014 results.

Importance of Other Services

Among the remaining civic services presented to citizens, fire protection and police services were perceived to be the most important in 2014.



4. Please rate how important each of the following services are to you personally. Base: All respondents excluding "don't know," telephone: n=478 to 500, online, n=788 to 800. 2014 results.

Tracking Importance of Services

In 2014, the perceived importance of specific civic services remained consistent except for funding for community-based organizations, for which a notable decline in importance was observed. However, this may have been due in part to a change in the wording between 2013 and 2014.

Transportation & Utility Services	2011 Telephone	2012 Telephone	2013 Telephone	2014 Telephone	Difference from 2013	2011 Online	2012 Online	2013 Online	2014 Online	Difference from 2013
Maintenance of major roadways and freeways	8.9	9.0	9.0	8.9	-0.1	9.1	9.1	9.2	9.2	0.0
Snow and ice road maintenance*	8.3	8.3	8.5	8.4	-0.1	8.8	8.6	8.8	8.8	0.0
Traffic management	8.1	8.4	8.4	8.3	-0.1	8.7	8.8	8.8	8.7	-0.1
Street maintenance in your neighbourhood	8.2	8.3	8.3	8.2	-0.1	8.5	8.5	8.5	8.5	0.0
Sidewalk maintenance in your neighbourhood	7.1	7.0	7.1	7.3	0.2	7.7	7.6	7.6	7.6	0.0
Parking	-	-	7.0	7.2	0.2	-	-	7.5	7.5	0.0
Public transportation	7.0	7.1	7.0	6.8	-0.2	7.4	7.3	7.5	7.3	-0.2
Maintenance of back lanes	6.4	6.1	6.1	6.4	0.3	6.5	6.4	6.6	6.6	0.0
Repair of watermain breaks	8.7	8.9	8.8	8.8	0.0	8.9	9.0	9.1	9.0	-0.1
Quality of drinking water	9.2	9.4	9.4	9.4	0.0	9.4	9.5	9.5	9.4	-0.1
Treatment of sewage	8.5	8.7	8.7	8.7	0.0	8.7	8.8	8.9	8.8	-0.1
Electrical services reliability**	8.4	8.6	8.6	8.8	0.2	8.8	8.8	8.9	8.9	0.0

* Option was changed from "snow removal" in 2014.

** Results filtered to show only Saskatoon Light and Power customers.

Community Services	2011 Telephone	2012 Telephone	2013 Telephone	2014 Telephone	Difference from 2013	2011 Online	2012 Online	2013 Online	2014 Online	Difference from 2013
Planning for growth and development*	8.0	8.2	8.4	8.0	-0.4	8.5	8.5	8.6	8.4	-0.2
Affordable housing**	-	-	-	7.8	-	-	-	-	7.9	-
Indoor pools / community centres	6.8	7.0	6.9	6.7	-0.2	7.0	6.9	7.0	6.8	-0.2
Outdoor swimming pools	6.2	6.2	6.2	6.0	-0.2	6.1	6.2	6.4	6.1	-0.3
Ice rinks	5.9	6.0	5.9	5.8	-0.1	5.8	5.7	5.8	5.7	-0.1
Golf courses	4.7	4.6	4.7	4.6	-0.1	4.6	4.5	4.6	4.5	-0.1
Mosquito control	7.5	7.4	7.5	7.5	0.0	7.9	7.8	7.9	7.8	-0.1
Maintenance of City parks	7.5	7.6	7.5	7.6	0.1	7.8	7.7	7.8	7.7	-0.1
Maintenance of City trees	7.0	7.0	6.9	7.1	0.2	7.4	7.3	7.4	7.3	-0.1
Accessibility of City parks	7.2	7.3	7.2	7.2	0.0	7.6	7.4	7.4	7.3	-0.1
Funding for community-based organizations***	7.7	7.7	7.5	6.6	-0.9	7.5	7.4	7.4	6.6	-0.8
Funding for arts and cultural groups	5.9	5.9	5.9	5.8	-0.1	6.0	5.9	5.8	5.6	-0.2
Bylaw enforcement	7.0	6.9	7.0	7.1	0.1	7.3	7.2	7.3	7.2	-0.1
Control of dangerous and nuisance animals	6.9	7.0	6.9	7.0	0.1	7.1	7.0	7.0	7.0	0.0

* Option was changed from "planning and development of the city" in 2014

** Option was added in 2014.

*** Option was changed from "funding for community service organizations that help people in need."

Waste Management	2011 Telephone	2012 Telephone	2013 Telephone	2014 Telephone	Difference from 2013	2011 Online	2012 Online	2013 Online	2014 Online	Difference from 2013
Garbage Collection	-	8.4	8.2	8.2	0.0	-	8.3	8.5	8.3	-0.2
Recycling*	7.6	7.6	7.6	7.5	-0.1	7.7	7.6	7.8	7.9	0.1
Landfill services	7.2	7.2	7.2	7.1	-0.1	7.5	7.5	7.6	7.5	-0.1

* Option was changed from "recycling initiatives" in 2014

Other	2011 Telephone	2012 Telephone	2013 Telephone	2014 Telephone	Difference from 2013	2011 Online	2012 Online	2013 Online	2014 Online	Difference from 2013
Fire protection	8.9	9.1	9.1	9.0	-0.1	9.1	9.0	9.1	8.9	-0.2
Police services	8.8	9.0	9.0	9.0	0.0	9.1	9.0	9.0	8.9	-0.1
Customer service	6.7	6.8	6.7	6.8	0.1	6.7	6.8	6.8	6.7	-0.1
Online services	-	-	5.8	6.0	0.2	-	-	6.4	6.4	0.0

