



**REVISED PUBLIC AGENDA
GOVERNANCE AND PRIORTIES
COMMITTEE**

**Wednesday, July 20, 2016, 9:00 a.m.
Council Chamber, City Hall**

Pages

1. CALL TO ORDER

2. CONFIRMATION OF AGENDA

5 - 5

Recommendation

1. That the letter from Mr. Mark Regier, dated July 15, 2016 requesting to speak be added to ite, 7.2.2; and
2. That the agenda be confirmed as amended.

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

4.1 Minutes of Regular Meeting - June 20, 2016

Recommendation

That the minutes of the Regular Meeting of the Governance and Priorities Committee held on June 20, 2016, be adopted.

5. UNFINISHED BUSINESS

6. COMMUNICATIONS (requiring the direction of the Committee)

6.1 Delegated Authority Matters

6.2 Matters Requiring Direction

- 6.2.1 Letter dated June 16, 2016 - Randy Pshebylo, Executive Director, Riversdale BID re: Board Appointment (File No. CK. 175-49) 6 - 6

Recommendation

That the Governance and Priorities Committee recommend to City Council that the appointment of Ms. Carla Scharback to the Riversdale Business Improvement District Board of Directors be confirmed.

6.3 Requests to Speak (new matters)

7. REPORTS FROM ADMINISTRATION

7.1 Delegated Authority Matters

7.2 Matters Requiring Direction

- 7.2.1 2017 Business Plan and Budget Process (File No. CK. 430-72 x 1700-1)

- 7.2.1.1 2016 Civic Services Survey (File No. CK. 365-1 x 1700-1) 7 - 72

Recommendation

That the Governance and Priorities Committee refer the report of the General Manager, Corporate Performance Department dated July 20, 2016 to the 2017 Business Plan and Budget deliberations.

- 7.2.1.2 Public Engagement Results (File No. CK. 1700-1) 73 - 95

Recommendation

That the Governance and Priorities Committee refer the report of the General Manager, Corporate Performance Department dated July 20, 2016 to the 2017 Business Plan and Budget deliberations.

- 7.2.2 Endorsement of Prairieland Park Corporation's Application to the Federal-Provincial Growing Forward 2 Program (File No. CK. 277-1) 96 - 99

Request to Speak

- Mark Regier, dated July 15, 2016

Recommendation

That the Governance and Priorities Committee recommend to City Council that it provide a letter of support endorsing Prairieland Park's submission to the Federal-Provincial "Growing Forward 2" Program.

8. LEGISLATIVE REPORTS

8.1 Delegated Authority Matters

8.2 Matters Requiring Direction

9. URGENT BUSINESS

10. MOTIONS (Notice Previously Given)

11. GIVING NOTICE

12. VERBAL UPDATES

12.1 Council Members - His Worship the Mayor, FCM/SUMA, Boards and Commissions

12.2 Administration

13. IN CAMERA AGENDA ITEMS

Recommendation

That the Committee move *In Camera* to consider the following items.

13.1 Advisory Committee Resignation & Expansion/Inclusion

[In Camera - Personal Information]

13.2 Verbal Updates

13.2.1 Council Members - His Worship the Mayor, FCM/SUMA, Boards and Commissions (if required)

13.2.2 Administration

13.2.2.1 City Manager

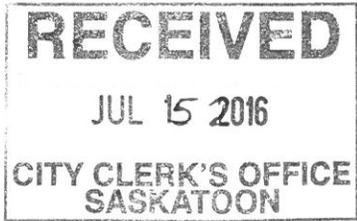
[Sections 13, 14(1), 15(1), 16(1), 17(1), 18(1), 19, 20, and 21 - LAFOIPP]

13.2.2.2 Labour/Personnel Matters

[In Camera - Labour/Personnel Matters]

14. ADJOURNMENT

To: Sproule, Joanne (Clerks)
Subject: RE: Governance and Priorities Committee meeting on Wednesday morning.



From: Burgess, Korilee [mailto:kburgess@saskatoonex.com]
Sent: Friday, July 15, 2016 4:11 PM
To: Sproule, Joanne (Clerks) <Joanne.Sproule@Saskatoon.ca>
Subject: Governance and Priorities Committee meeting on Wednesday morning.

Mark Regier, CEO of Prairieland Park requests the opportunity to address the Governance and Priorities Committee at its meeting on July 20th regarding Item 7.2.2 dealing with Prairieland Park Corporation's application to the Federal-Provincial Growing Forward 2 Program.

Korilee Burgess
Executive Assistant
Saskatoon Prairieland Park Corporation
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ADMINISTRATIVE INFORMATION: All emails are published by Saskatoon Prairieland Park Corporation, 503 Ruth Street West, Saskatoon, SK S7K 4E4

175-49



Thursday June 16th, 2016

222 3rd Avenue North
Saskatoon, Saskatchewan.
Canada, S7K 0J5

His Worship the Mayor and Members of City Council,

The Riversdale Business Improvement District (RBID) Board of Management is requesting the appointment of Carla Scharback to the Board replacing the position held by Chef Darby Kells of Riversdale Delicatessen & Market and Capanna Pizzeria. Carla Scharback is representing Anthology Home Collection and Blossoms Living, situated on the highly visible and prominent corner of Avenue B and 20th Street.

Motion: Nomination of Carla Scharback of Anthology Home Collection and Blossoms Living to join the Riversdale Business Improvement District as a board member.

***Moved By: Neil Robinson
Seconded By: Lionel Wong
Vote: Unanimous; Passed***

Motion: To remove Darby Kells as a member of the Riversdale Business Improvement District Board of Directors

***Moved By: Veronica Tricker
Seconded By: Neil Robinson
Vote: Unanimous; Passed***

Sincerely,

A handwritten signature in black ink that reads 'Randy Pshebylo'.

Randy Pshebylo, BDM.
Executive Director

Riversdale Business Improvement District
[Facebook](#) | [Twitter](#) | [Web](#) | P 306.242.2711 | F 306.242.3012
Riversdale Business Improvement District
344 20th Street West, Saskatoon, SK, S7M 0X2

2017 Business Plan and Budget Process - 2016 Civic Services Survey Results

Recommendation

That the Governance and Priorities Committee refer this report to the 2017 Business Plan and Budget deliberations.

Topic and Purpose

This report provides the results of the 2016 Civic Services Survey (Attachment 1), which is conducted annually to obtain citizen feedback the delivery and provision of civic services. The results are used by the City of Saskatoon (City) in two general ways: (1) as feedback to build the business plan and budget; and (2) to provide high quality services to meet the needs and expectations of citizens.

Report Highlights

1. Citizen perceptions about the city's quality of life have increased since 2015 and holds steady when compared to 2013.
2. A strong majority of citizens feel that the City is on the right track to being a better city 10 years from now.
3. Road conditions remain the most important issue facing the City, but respondents feel this is significantly less of an issue since 2013.
4. Satisfaction with the overall level of services provided by the City has increased since 2015 and remains high, and has seen a significant increase since 2013.
6. Citizens give the highest ratings for staff being courteous, helpful and knowledgeable, and offering high quality customer service, when interacting with the City.
7. Citizens prefer a combination of user fees and property taxes as the most appropriate way to pay for services and balance the City operating budget. They prefer increased spending on road maintenance and affordable housing, followed by snow and ice maintenance, transit, traffic management, planning for growth, and policing.
8. Citizens largely agree that the City should offer naming rights and sponsorship opportunities as a source of revenue. However, some feel that bridges and those structures that are already named or have heritage value should not be offered for sponsorship.

Strategic Goal

This report supports the Strategic Goal of Continuous Improvement and being the best managed city in Canada. The primary goal of the annual survey is to obtain citizen feedback on a variety of civic services and to measure progress on reaching the performance target of overall satisfaction with civic services of 90% or more.

Background

The City has conducted the Civic Services Survey annually since the early 1990s. The last survey was completed in May 2015.

Report

In March 2016, the City issued a tender for work on the City of Saskatoon Annual Civic Services Survey. Inshatrix Inc. (Inshatrix) was awarded the contract for 2016 with the option to extend for a second year. As in previous years, both a telephone and an online survey were utilized. A total of 500 surveys were completed via telephone in 2015 and 2016. 25% of telephone respondents were from a cell phone list in order to reach younger citizens and cell phone only households. 803 surveys were completed through an online panel. Results were collected between May 9 and June 3, 2016.

Quality of Life

In 2015, the City established that “Perceived Quality of Life” would be an indicator to watch relative to our progress on achieving performance targets. This indicator measures citizen perceptions about well-being in the city.

- Quality of life in Saskatoon continues to be rated high, with 89% of telephone and 87% of online respondents rating it as either good or very good. Perceptions have increased for telephone respondents (85% in 2015) and holds steady among online respondents (86% in 2015). The results in 2016 have held steady when compared to 2013.
- In 2016, citizens offered opinions on the quality of life in Saskatoon within the past three years. The majority feel that Saskatoon’s quality of life has remained the same or improved (76% telephone, 80% online).
- The most common suggestion to improve the quality of life centres on infrastructure and traffic (examples include: road conditions/potholes, public transit, and better traffic flow/control).

Direction of the City

New in 2016, citizens were asked about whether or not the City is on the right track to making Saskatoon a better city in 10 years from now. A strong majority agree that the City is heading in the right direction (80% telephone, 70% online).

Most Important Issues Facing the City

Without a list provided, the most important issue facing the City, as cited by citizens in 2016, continues to be roads (32% telephone, 22% online). However, significantly fewer respondents feel that roads and sidewalks are the most important issue when compared to 2013 (36% telephone, 31% online).

Other commonly mentioned issues include crime/policing, traffic flow/congestion, planning for city growth/development, social issues, and affordable housing. The top ten most frequent issues are generally the same as found in the 2015 Survey.

Satisfaction

In 2015, the City established a performance target of “Overall Satisfaction with Civic Services of 90% or more”.

- Since 2013, overall satisfaction with the level of service provided by the City has increased significantly with telephone respondents (88% in 2016 compared to 83% in 2013) and online respondents (83% in 2016 compared to 73% in 2013).
- When comparing the annual change, overall satisfaction is strong and increasing, particularly among online respondents. The majority of telephone respondents (88% in 2016 compared to 86% in 2015) and online respondents (83% in 2016 compared to 77% in 2015) are satisfied.
- Services that receive the highest ratings for satisfaction include:
 - Quality of drinking water
 - Electrical services reliability
 - Fire protection
 - Availability of City parks
 - Garbage collection (black bin)
 - Recycling
 - Parks (playgrounds, green spaces, pathways, and tree services)
 - Indoor pools / community centres/ leisure facilities
- In 2016, several services saw increases in satisfaction levels: neighbourhood sidewalk and street maintenance, 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.
- Some services, by contrast saw declines in satisfaction in 2016: police services, indoor ice rinks and removing contaminants from waste-water (although wording changes to this statement may account for the decline).

High Ratings for Helpful and Courteous Staff

Approximately 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 participate in a City engagement activity provide high ratings for City staff being courteous, helpful and knowledgeable, and providing high quality customer service. Online respondents' assessments are weaker in the areas of the City engaging the public and taking public input into decision-making.

Budget Input

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

- To pay for services and balance the operating budget, respondents prefer the City use a combination of user fee and property tax increases (47% telephone and 29% online). However, a sizable portion of online respondents were unsure (16% telephone and 31% online). These findings are largely consistent with 2015.
- When asked where the City should provide more, less or the same amount of service in 12 different areas, the majority would like to see additional services provided for road maintenance (70% telephone and 70% online) and affordable housing (54% telephone and 53% online). More modest proportions would also

like to see more services provided for snow and ice management, traffic management, transit, planning and growth, and policing. These findings are similar to 2015.

Naming Rights and Sponsorship Opportunities

In the 2016 survey, citizens 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 (77% telephone, 81% online) that these sources of revenue should be made available.

Without a list provided, citizens were asked which City assets should not be made available. Although more than one half of residents do not believe any asset should be restricted, others most commonly suggested that bridges and those structures that are already named or have heritage value should not be offered for sponsorship.

Communication Plan

A variety of tools will be used to update the media and public on the results of the 2016 Civic Services Survey. This will include a news release and social media updates on Twitter and Facebook. A full copy of the 2016 Survey is available on the City's website.

Financial Implications

Funding for the cost for the 2016 Civic Services Survey is included in the existing annual operating budget. The cost for the 2016 Survey is \$25,250 (excluding taxes) compared to \$27,420 in 2015. The lower cost in 2016 was a result of applying an outstanding credit with Insightrix.

Other Considerations/Implications

There are no policy, environmental, privacy or CPTED implications or considerations.

Due Date for Follow-up and/or Project Completion

The results of the "Shaping our Financial Future" Citizen Budget will be presented as a separate report at the July 2016 Governance and Priorities Committee. This report will further expand on the budget input questions asked in the 2016 Civic Services Survey. The next Civic Services Survey will take place in May 2017.

Public Notice

Public Notice pursuant to Section 3 of Policy No. C01-021, Public Notice Policy, is not required.

Attachment

1. City of Saskatoon Annual Civic Services Survey, June 2016

Report Approval

Written by: Carla Blumers, Director of Communications
Reviewed by: Catherine Gryba, General Manager, Corporate Performance Department
Approved by: Murray Totland, City Manager

2016 Civic Services Survey.docx

CITY OF SASKATOON ANNUAL CIVIC SERVICES SURVEY

JUNE 2016



insightrix[®]

Insightrix Research Inc. | 1-3223 Millar Ave | Saskatoon, SK S7K 5Y3
P: (306) 657-5640 | E: info@insightrix.com | W: insightrix.com

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

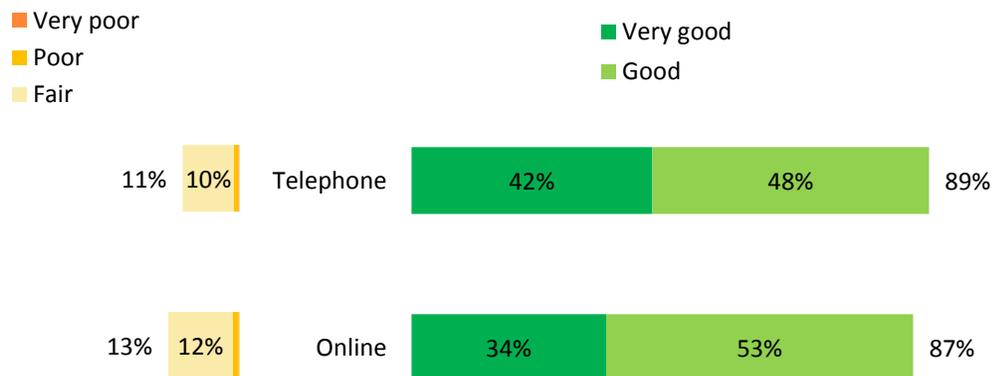
- Because of the larger sample size and the objective of transitioning the Saskatoon Civic Services Survey to an online methodology, any demographic cross-tabulation results have been based solely on online respondents.
- With this in mind, each survey question was analyzed by all appropriate demographic 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.

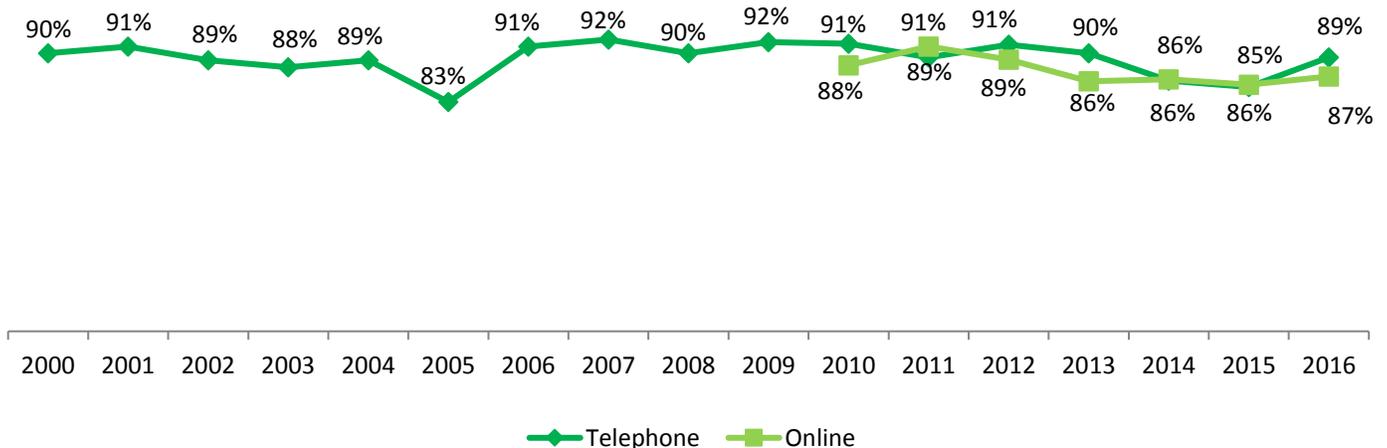


1. Overall, how would you rate the quality of life in Saskatoon? Base: All respondents, telephone: n=500, online: n=803.

Tracking Perception Quality of Life

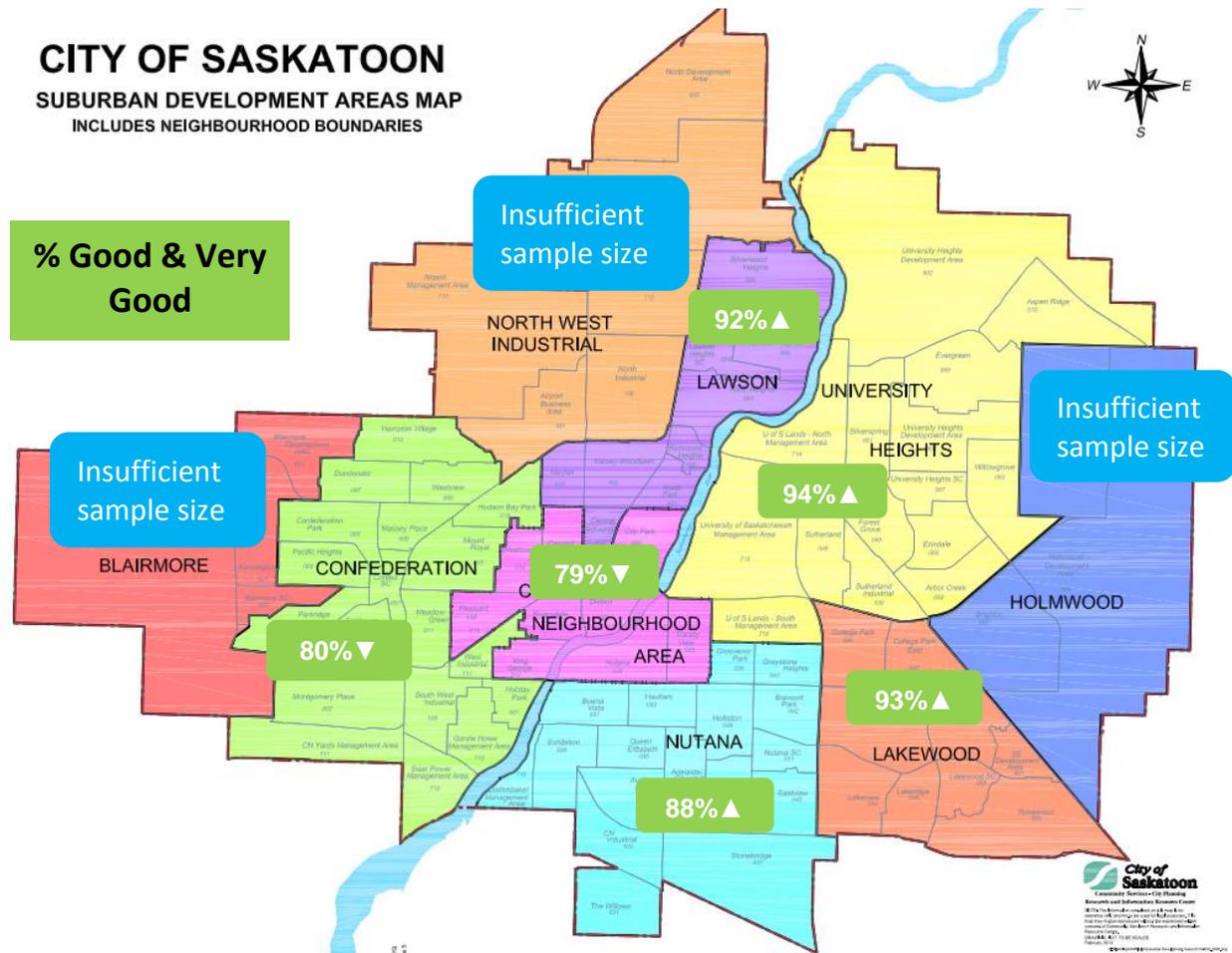
In 2016, perceptions of quality of life in Saskatoon have increased for telephone respondents and holds steady among online respondents.

% Good & Very Good



Perceived Quality of Life by SDA (online respondents only)

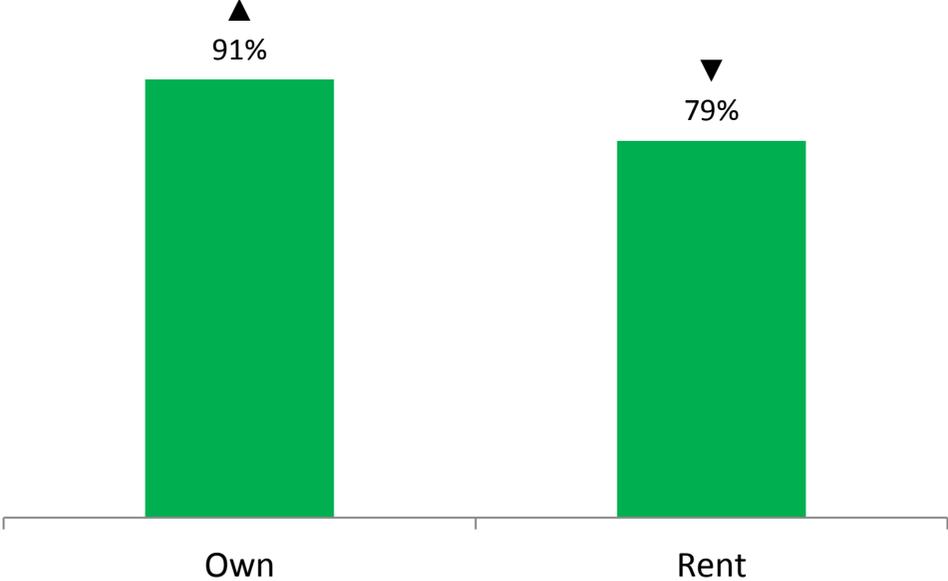
Quality of life is perceived to be strongest in the SDAs of University Heights, Lakewood, Lawson, and Nutana and lower in Confederation and the Core Neighbourhood area.*



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

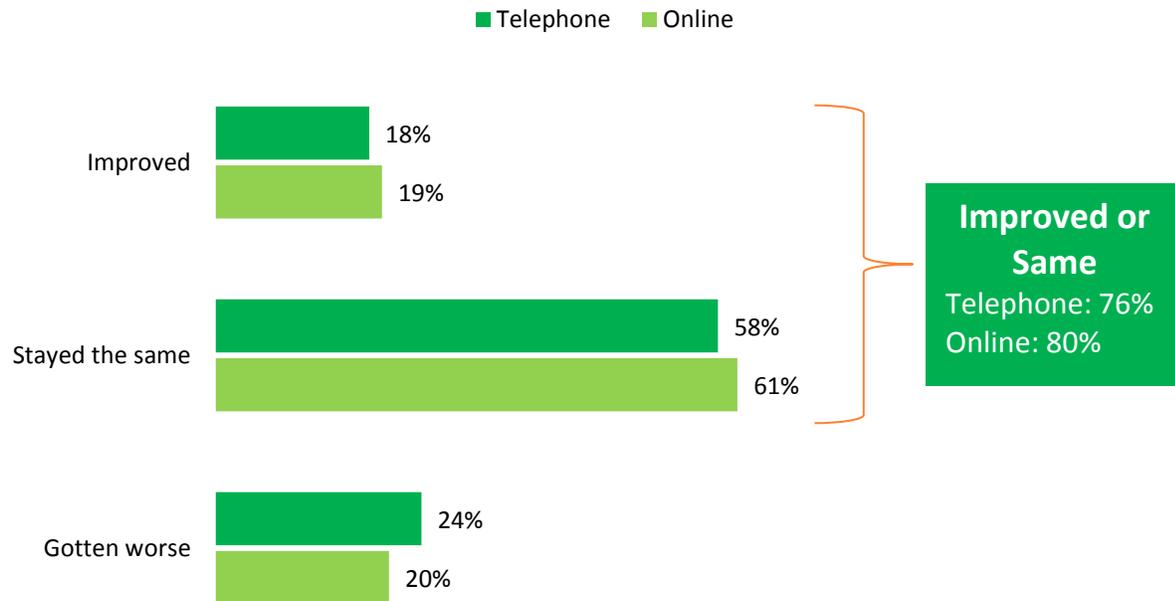
Perceived Quality of Life by Home Ownership (online respondents only)

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.

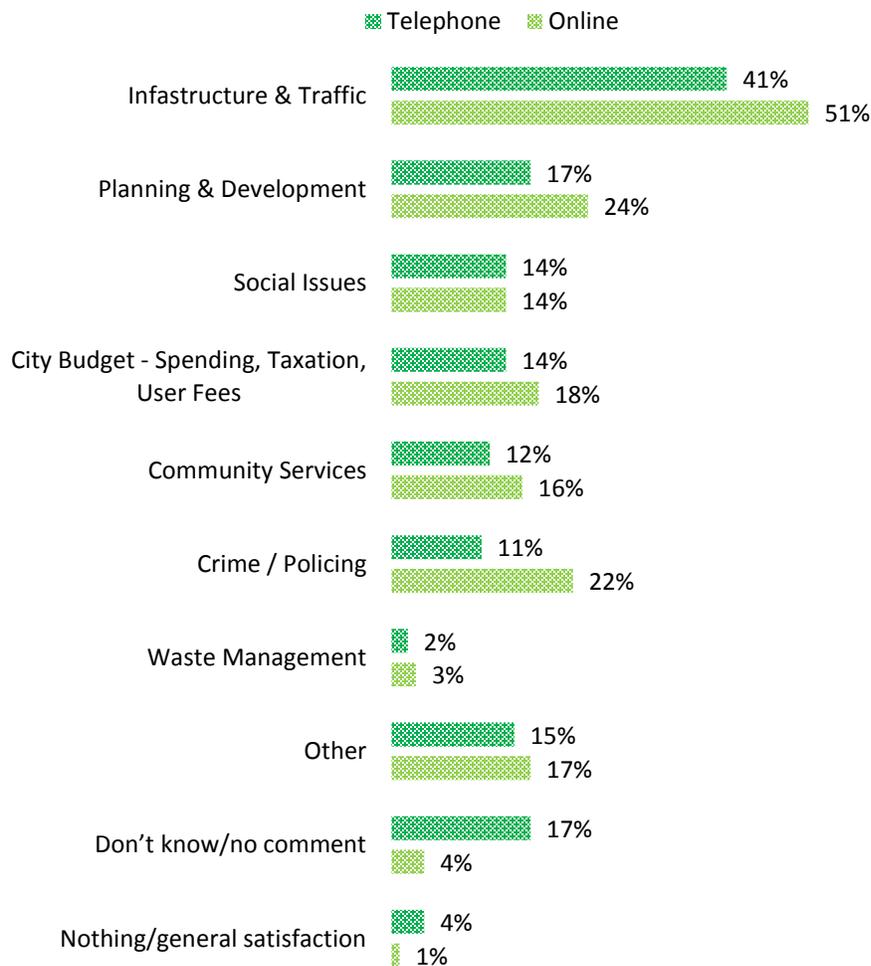


3. Do you feel that the quality of life in Saskatoon in the past three years has... Base: All respondents, excluding "unsure / don't know" responses, telephone: n=487, online: n=758.

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)



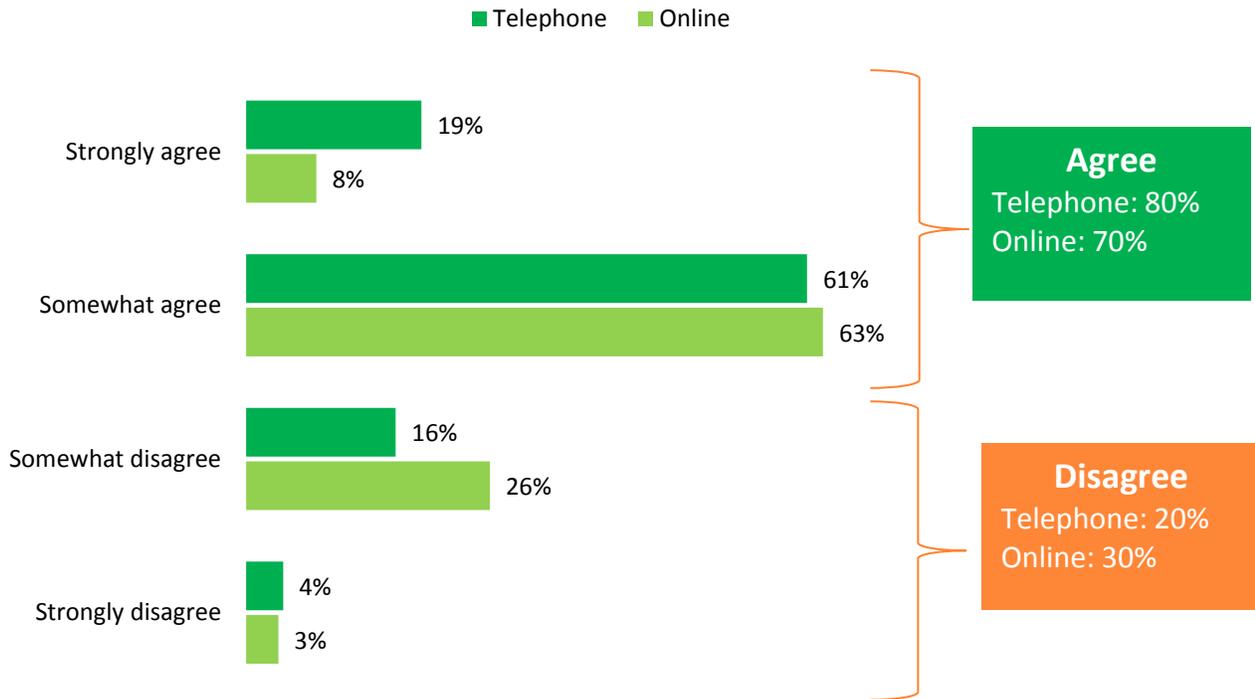
5. Thinking about all the different things that contribute to the quality of life in Saskatoon, what specific actions do you think the City of Saskatoon could take to improve the quality of life? Base: All respondents, telephone: n=500, online, n=803. *New question added in 2016.

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.



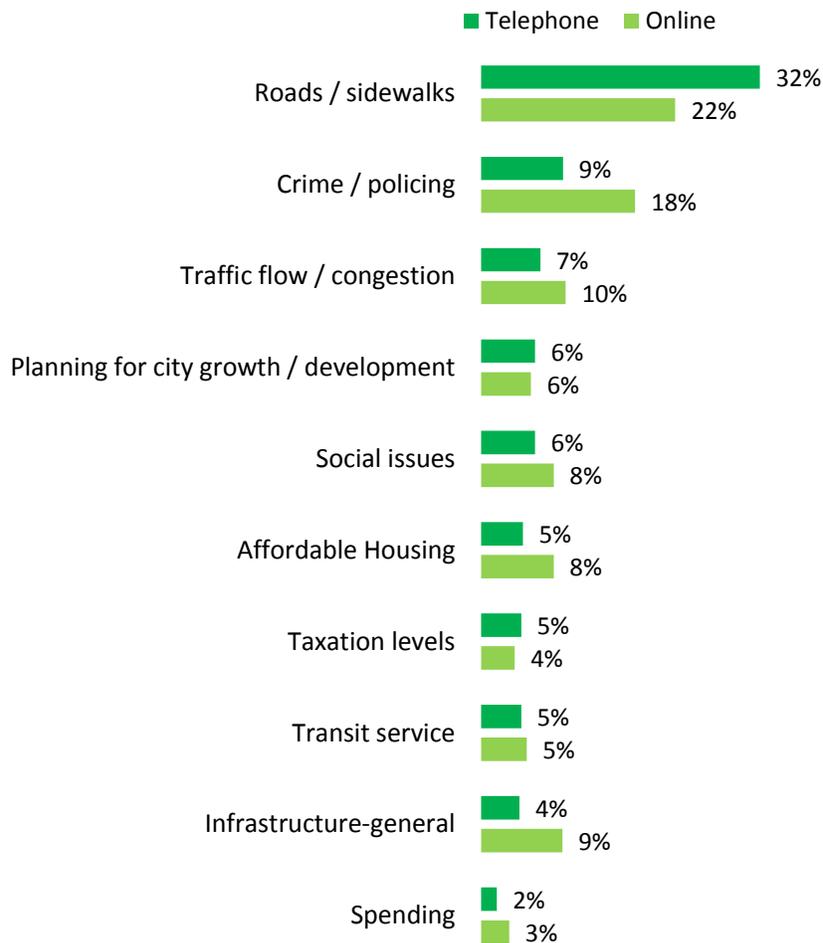
4. Broadly speaking, to what extent do you agree or disagree that the City of Saskatoon is on the right track to being a better city in 10 years from now? Base: All respondents, telephone: n=500, online: n=803.

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.

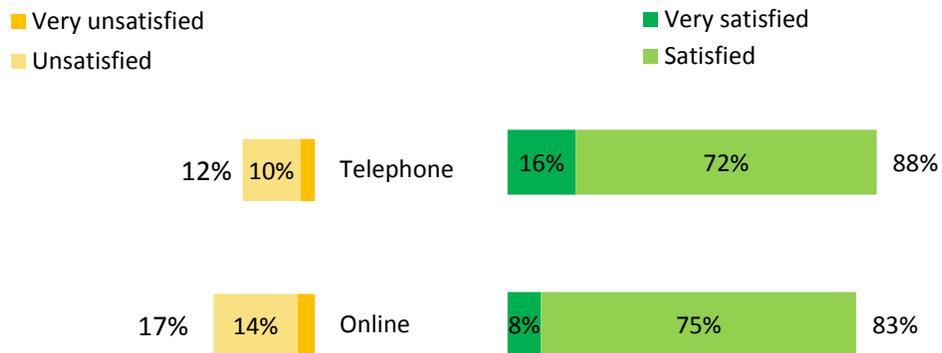
| Primary issues | 2013 Telephone | 2014 Telephone | 2015 Telephone | 2016 Telephone | Telephone Difference from 2015 | 2013 Online | 2014 Online | 2015 Online | 2016 Online | Online Difference from 2015 |
|--------------------------------------|----------------|----------------|----------------|----------------|--------------------------------|-------------|-------------|-------------|-------------|-----------------------------|
| 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.

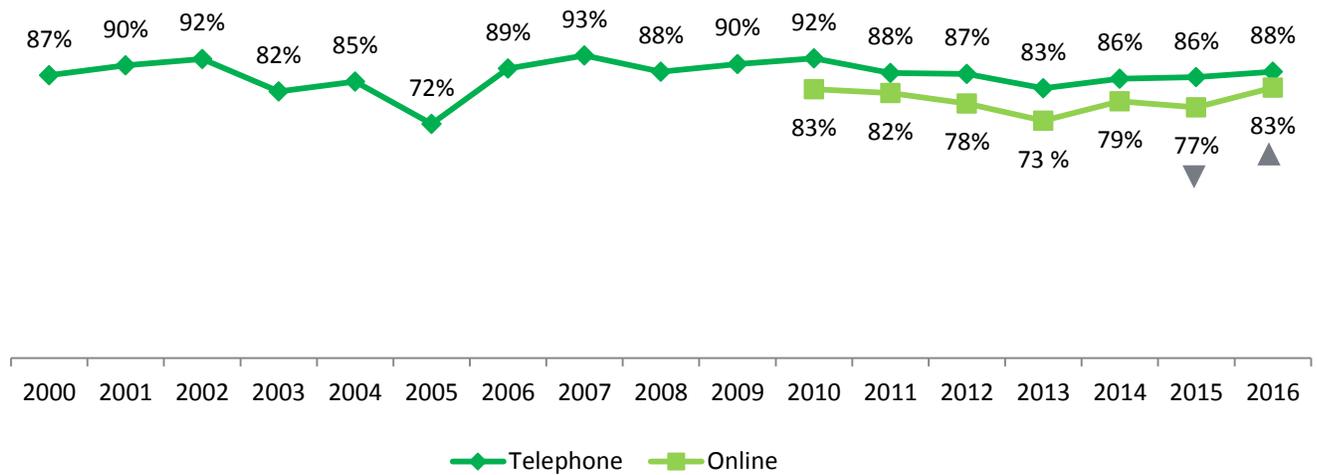


6. Generally speaking, how satisfied are you with the overall level of services provided by the City of Saskatoon? Base: All respondents excluding "unsure/don't know," telephone: n=492, online: n=803.

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*

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

* New items added in 2016

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) *

Waste Management

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

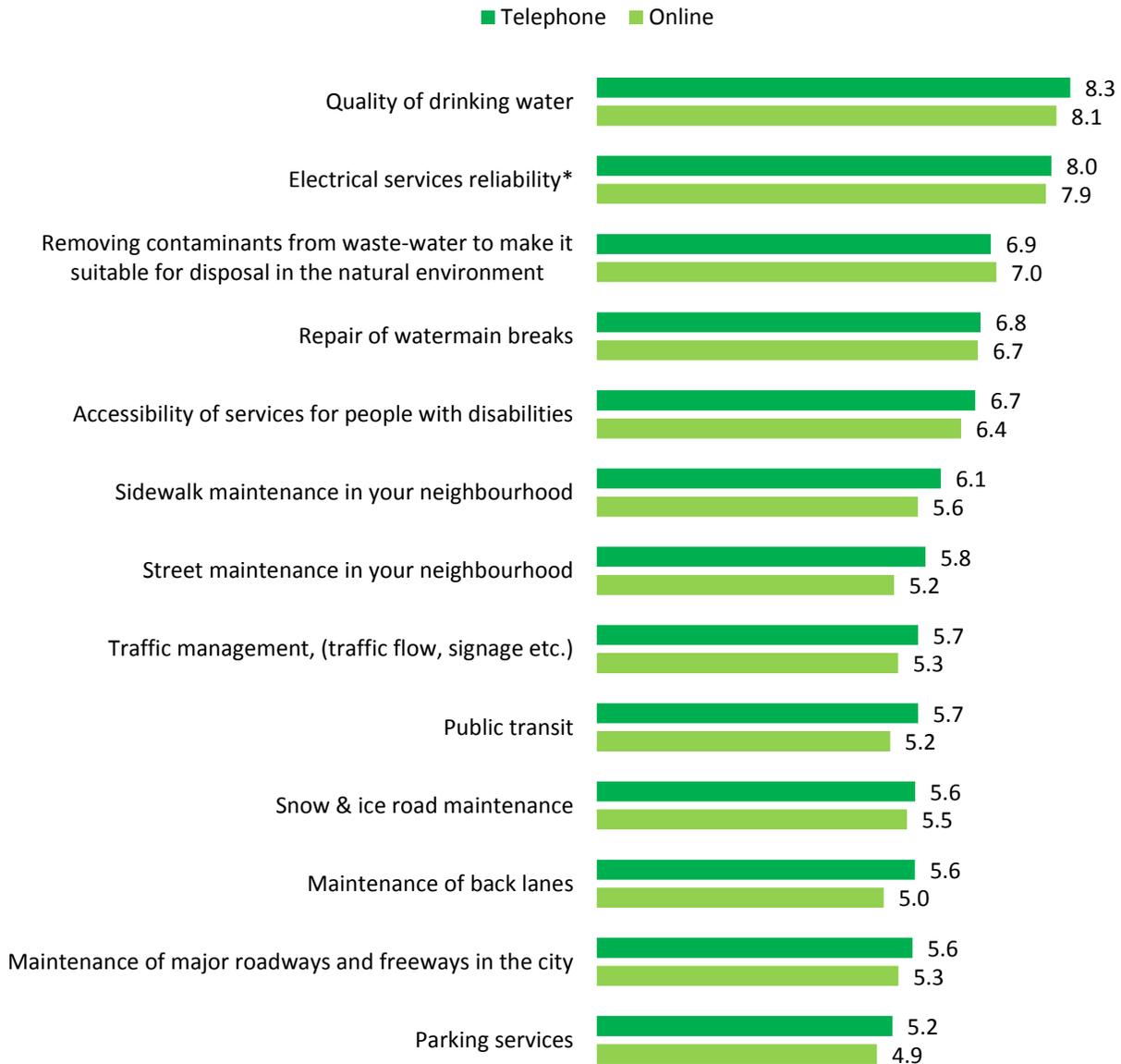
Wording changes between 2015 and 2016

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.

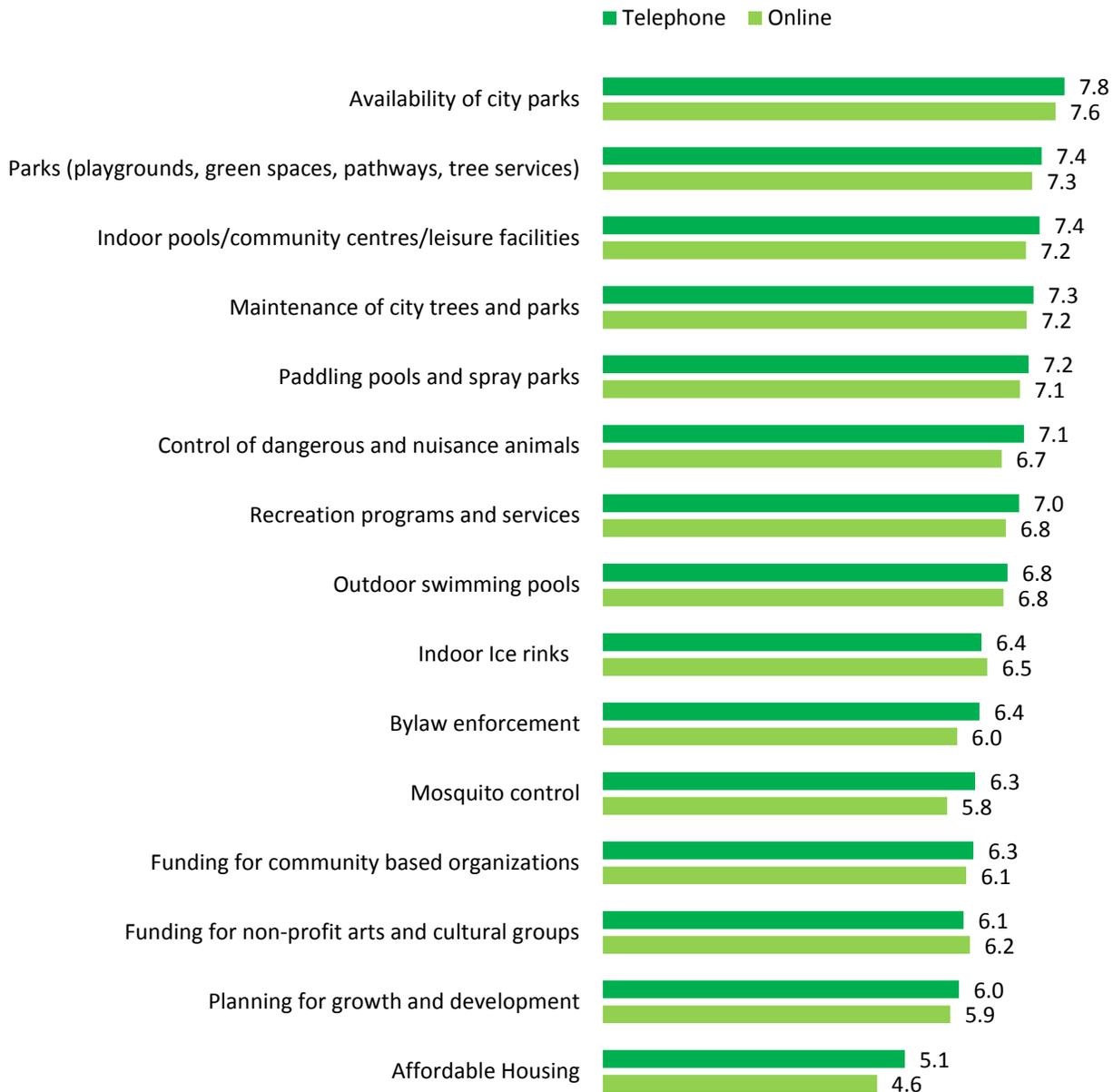


7. Please rate how well the City of Saskatoon is doing in delivering each of these services. Base: All respondents excluding "don't know," telephone: n=322 to 497, online, n=395 to 796.

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

Satisfaction with Community Services

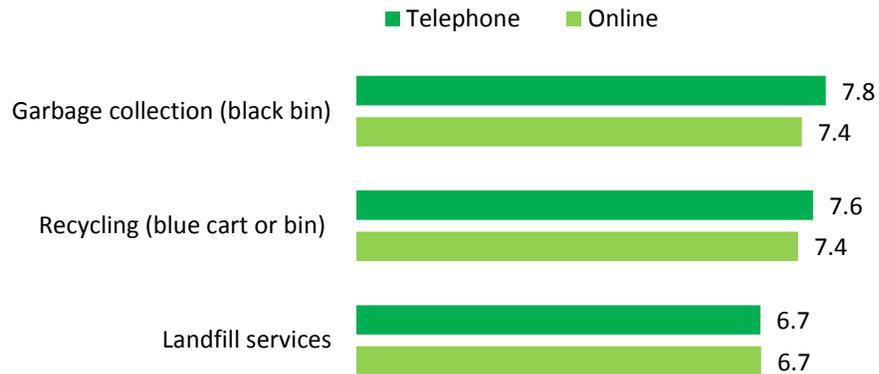
Citizens are highly satisfied with city parks (both in availability and contents within) and indoor pools / community centres/ leisure facilities, while affordable housing garners the least satisfaction within the Community Services category.



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

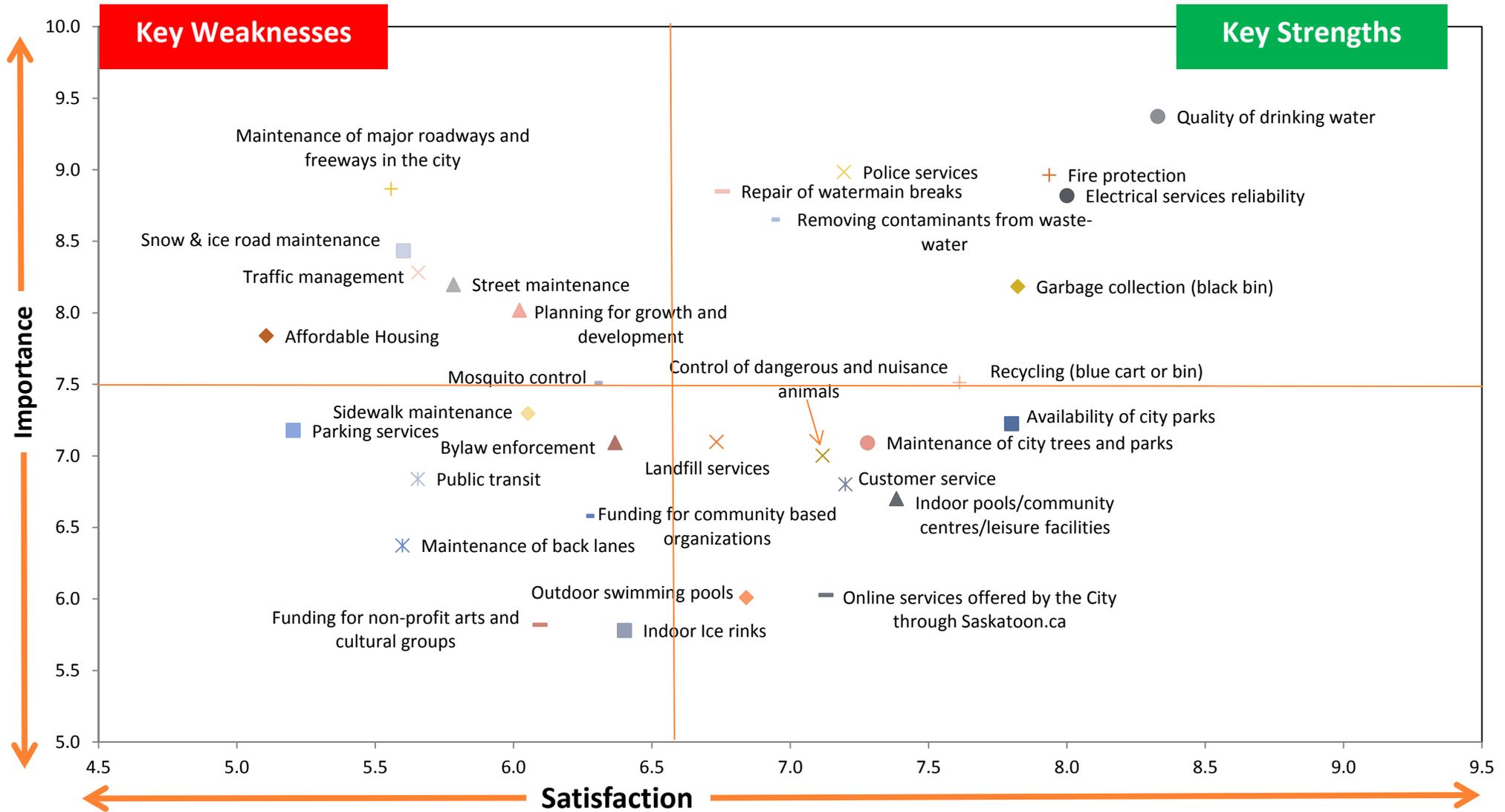
A summary of the quadrant analysis is presented below. Note that all Key Strengths and Key Weaknesses remain the same as 2015.

| 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) |

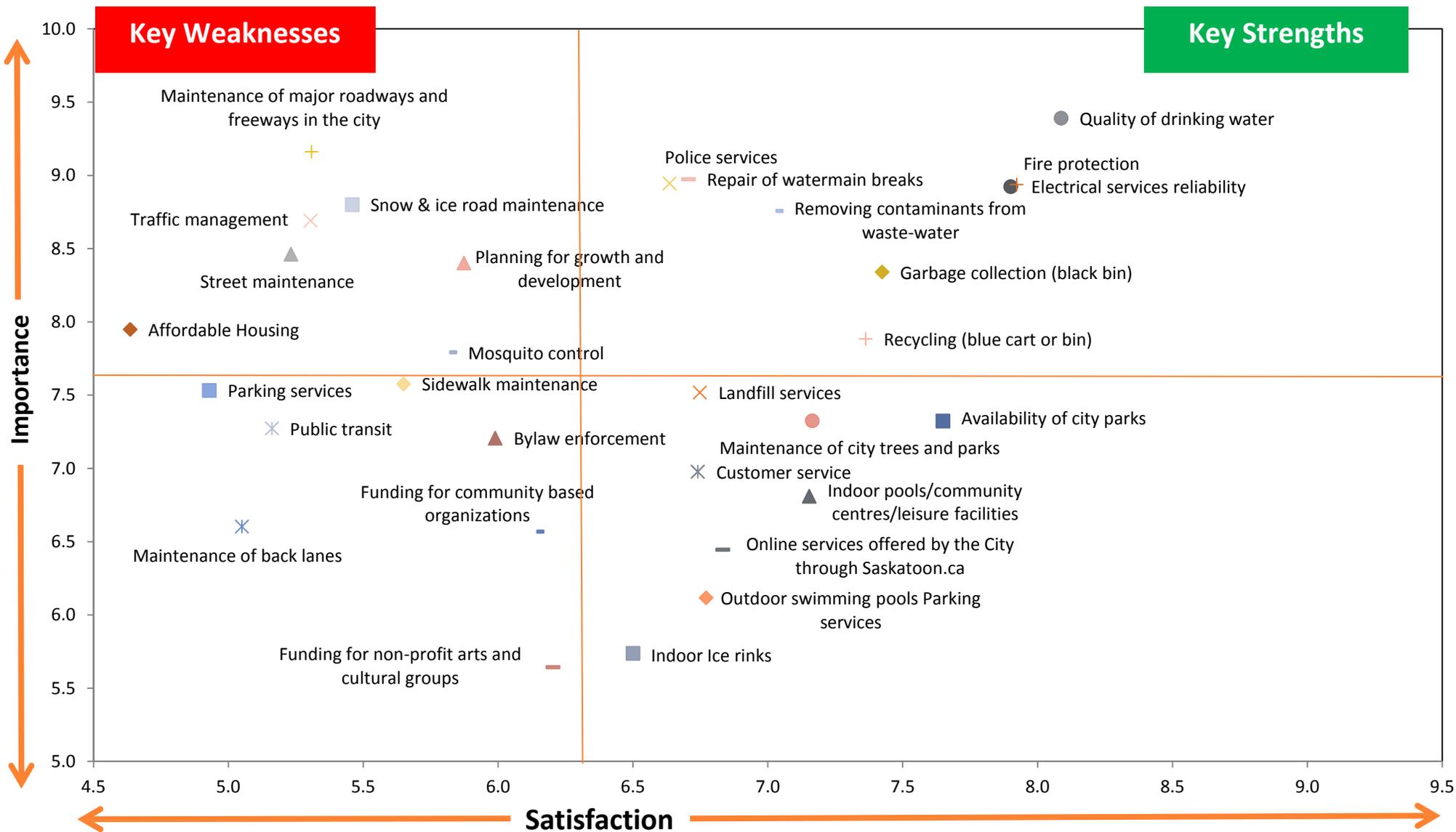
| Key Weaknesses – Rated High in Importance but Low in Satisfaction | |
|-------------------------------------------------------------------|--------------------------------------------------|
| Maintenance of major roadways and freeways in the city | Snow & ice road maintenance |
| Mosquito control | 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



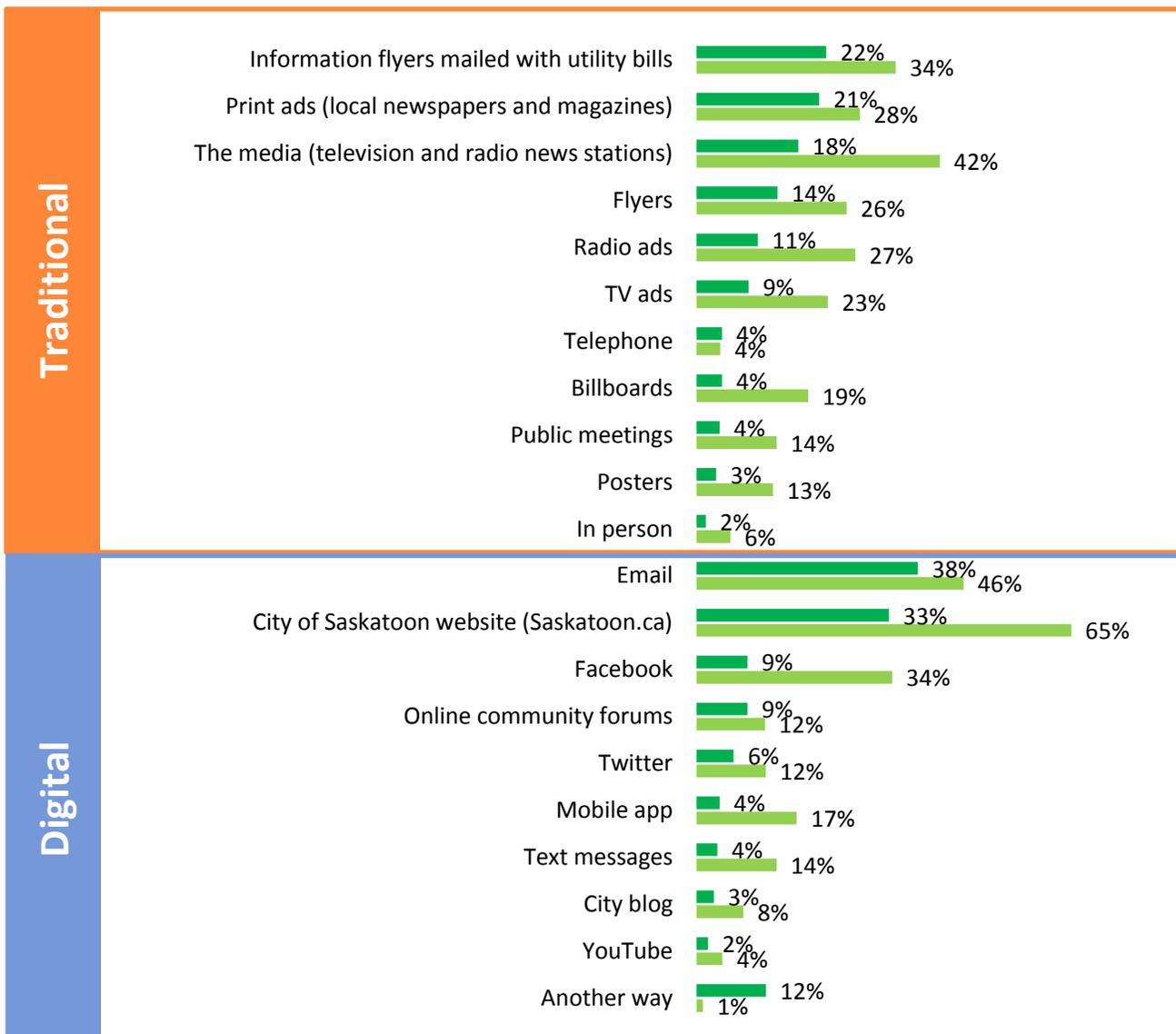
METHODS OF COMMUNICATION

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.

■ Telephone ■ Online



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.

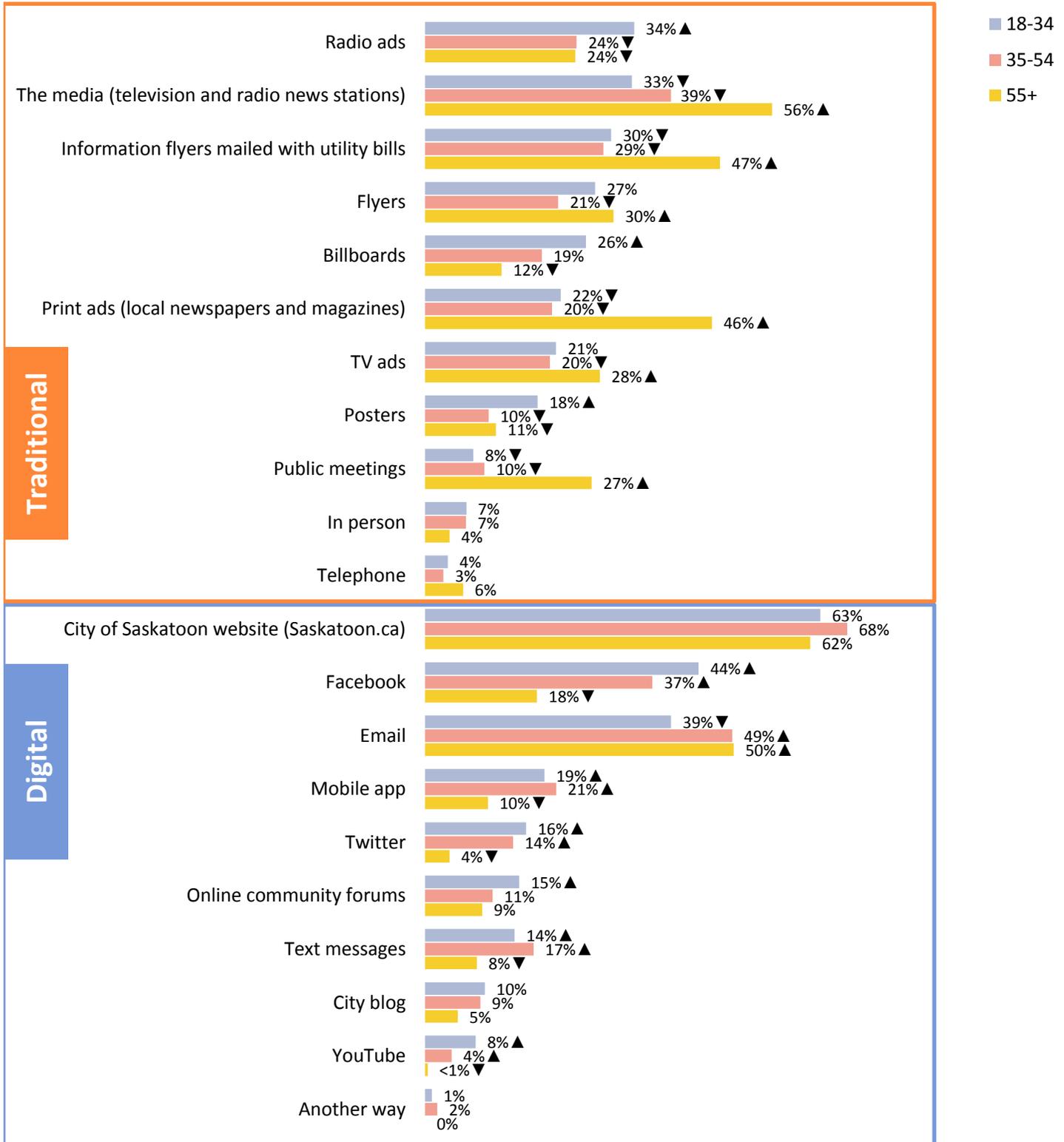
| Traditional Sources | 2013 Telephone | 2014 Telephone | 2015 Telephone | 2016 Telephone | Difference from 2015 | 2013 Online | 2014 Online | 2015 Online | 2016 Online | Difference from 2015 |
|------------------------------------------------|----------------|----------------|----------------|----------------|----------------------|-------------|-------------|-------------|-------------|----------------------|
| 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.

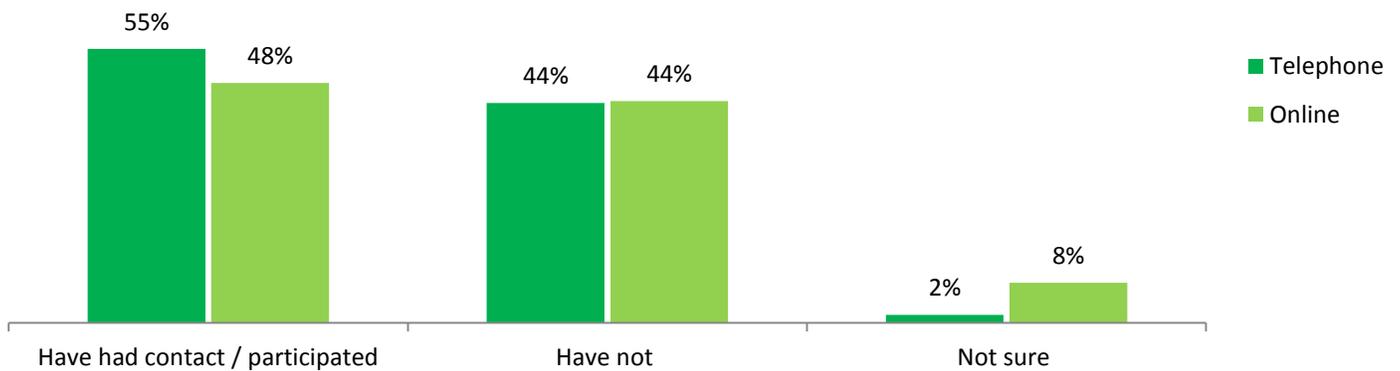
| Digital Sources | 2015 Telephone | 2016 Telephone | Difference from 2015 | 2015 Online | 2016 Online | Difference from 2015 |
|--------------------------|----------------|----------------|----------------------|-------------|-------------|----------------------|
| By phone | 81% ▲ | 75% ▼ | -6% | 68% ▲ | 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

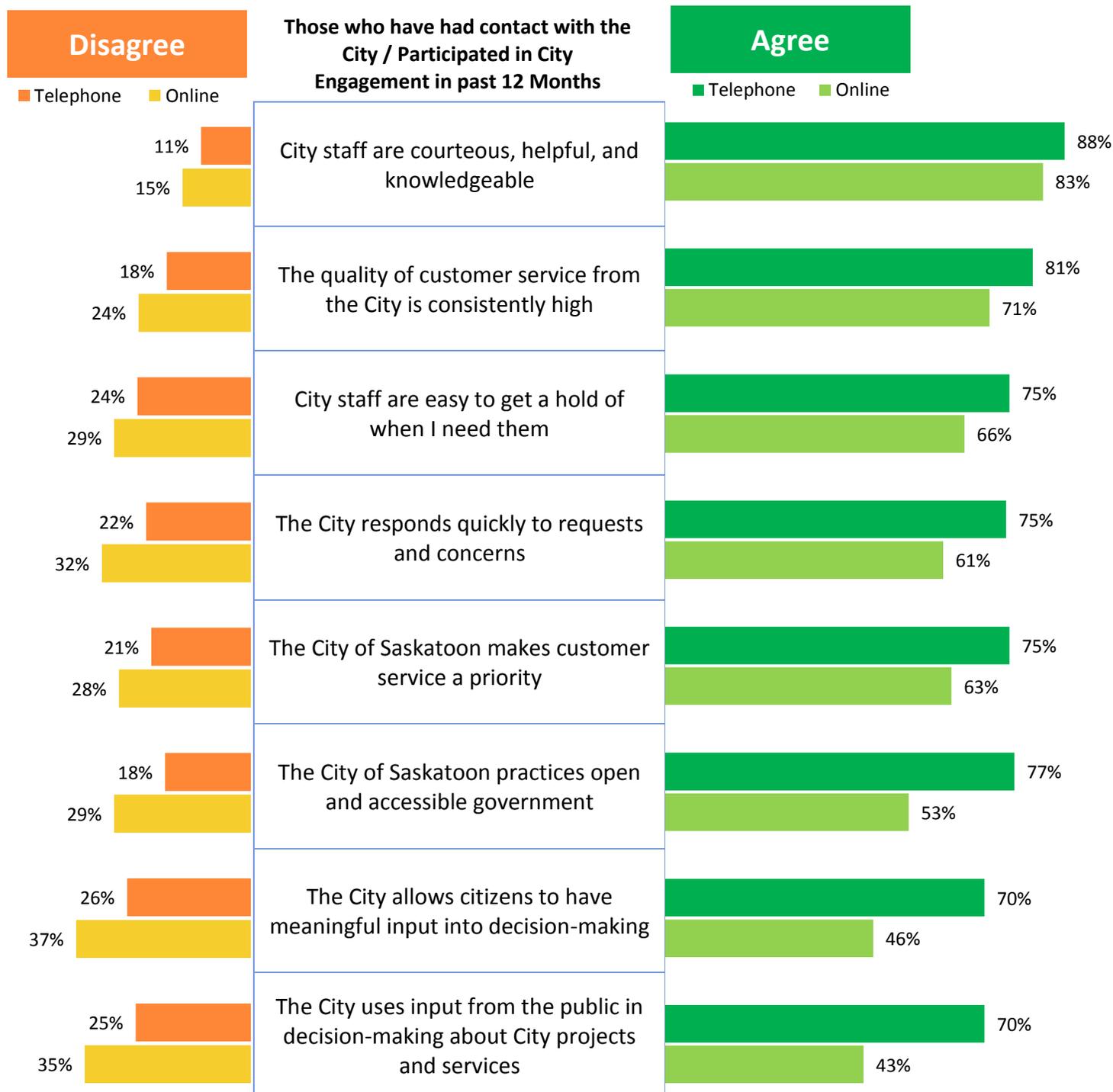
Roughly one half of all residents report having had contact with or have participated in a City activity within the past 12 months.



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

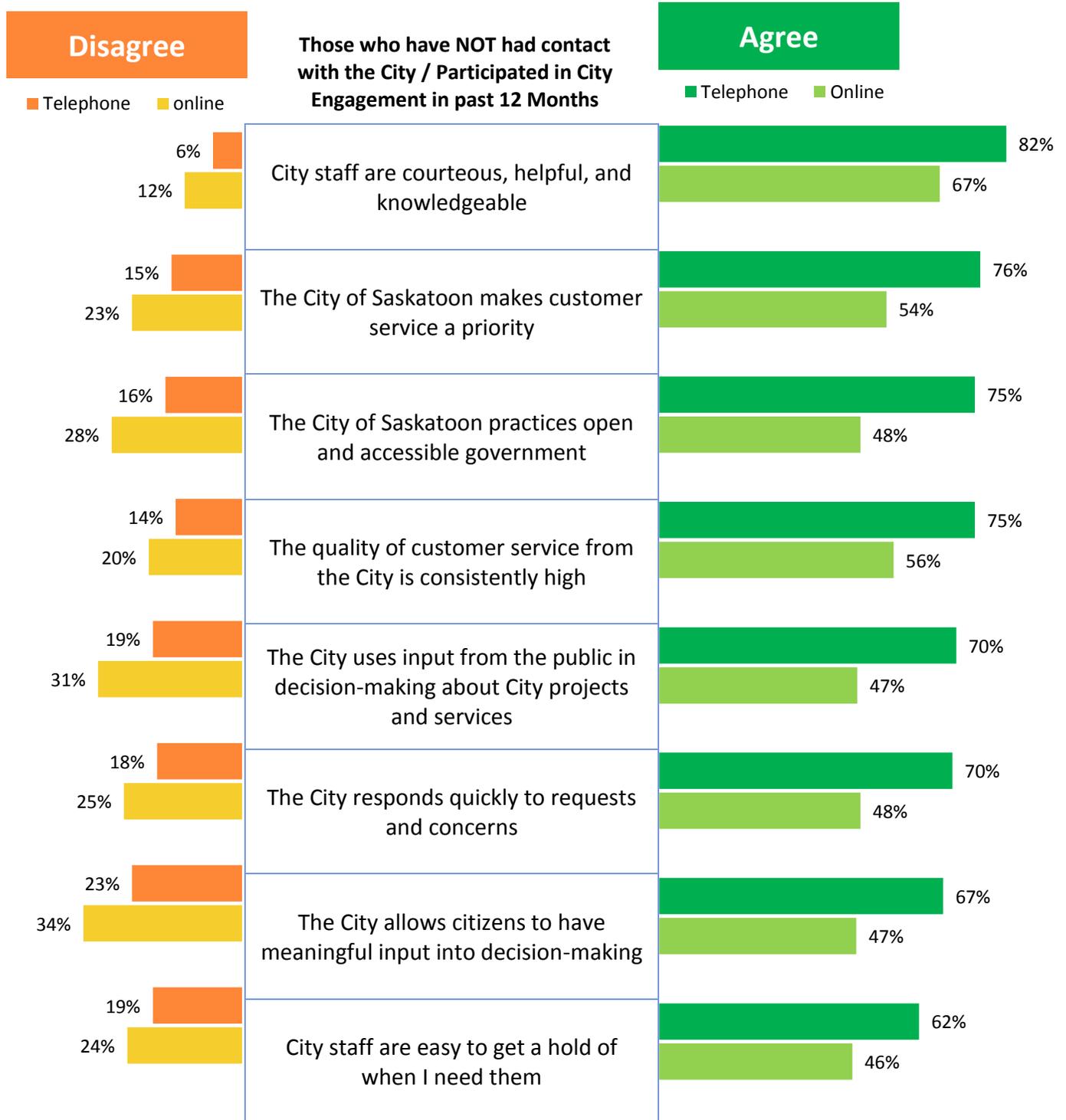
Those who have had contact with or participated in a City engagement activity within the past 12 months provide high ratings for City staff being courteous, helpful and knowledgeable, and that the City offers high quality customer service in general. However, online respondents' assessments are weaker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

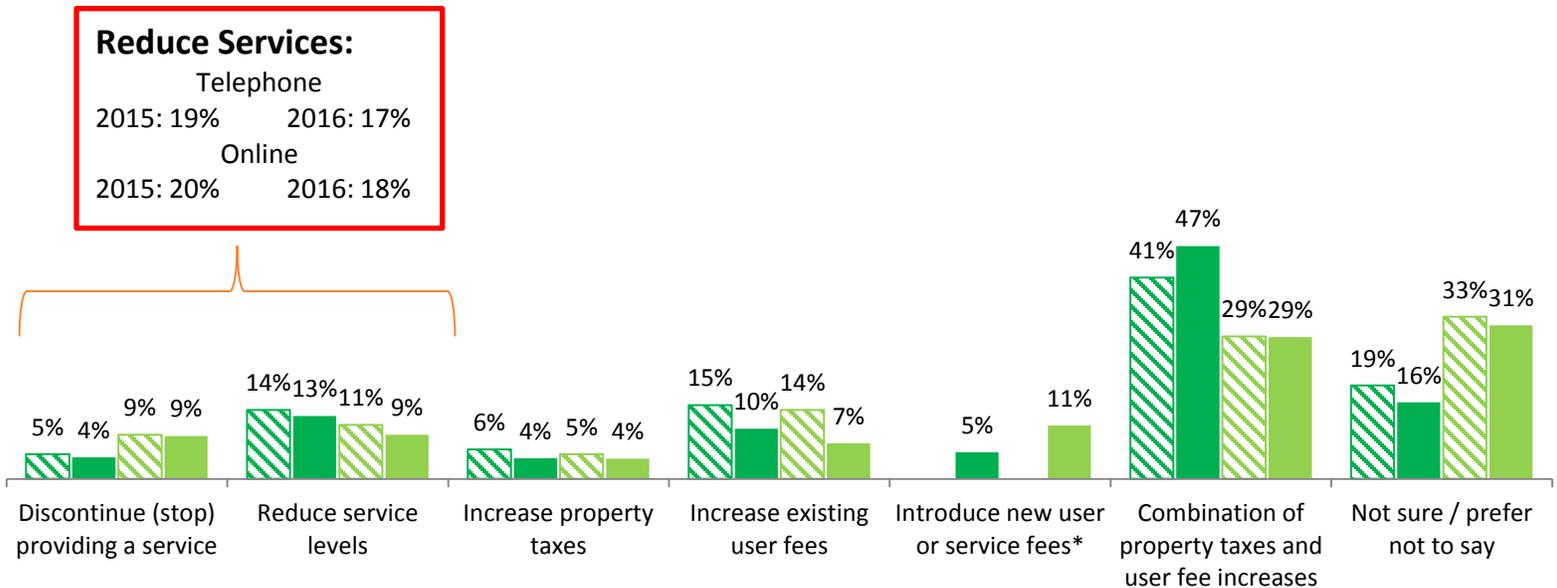
BUDGET INPUT

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



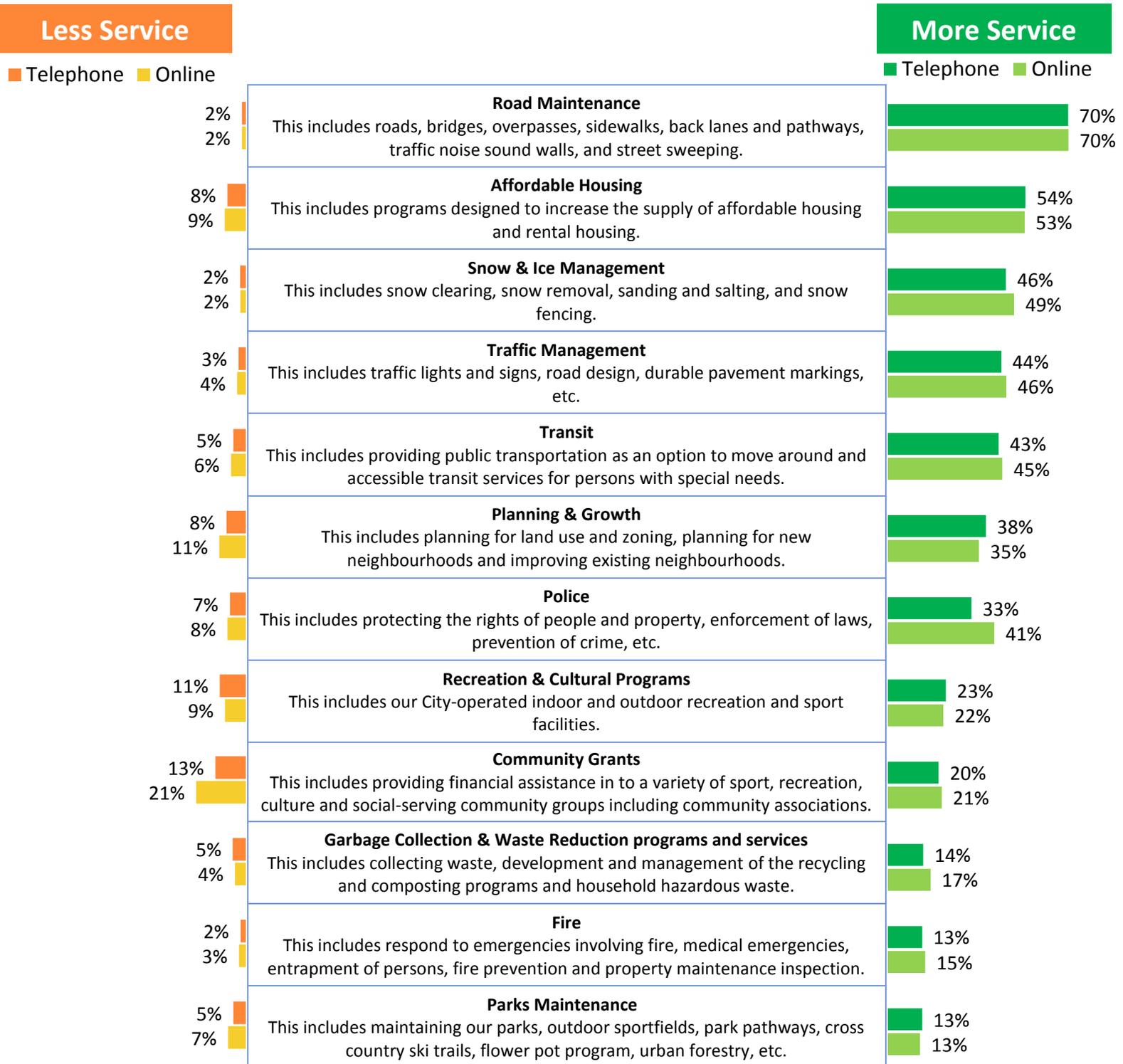
8. If the City needs to make choices in terms of how it balances its operating budget, please identify the method for balancing the budget that you most prefer. Base: All respondents, telephone: n=500, online, n=803.

*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.

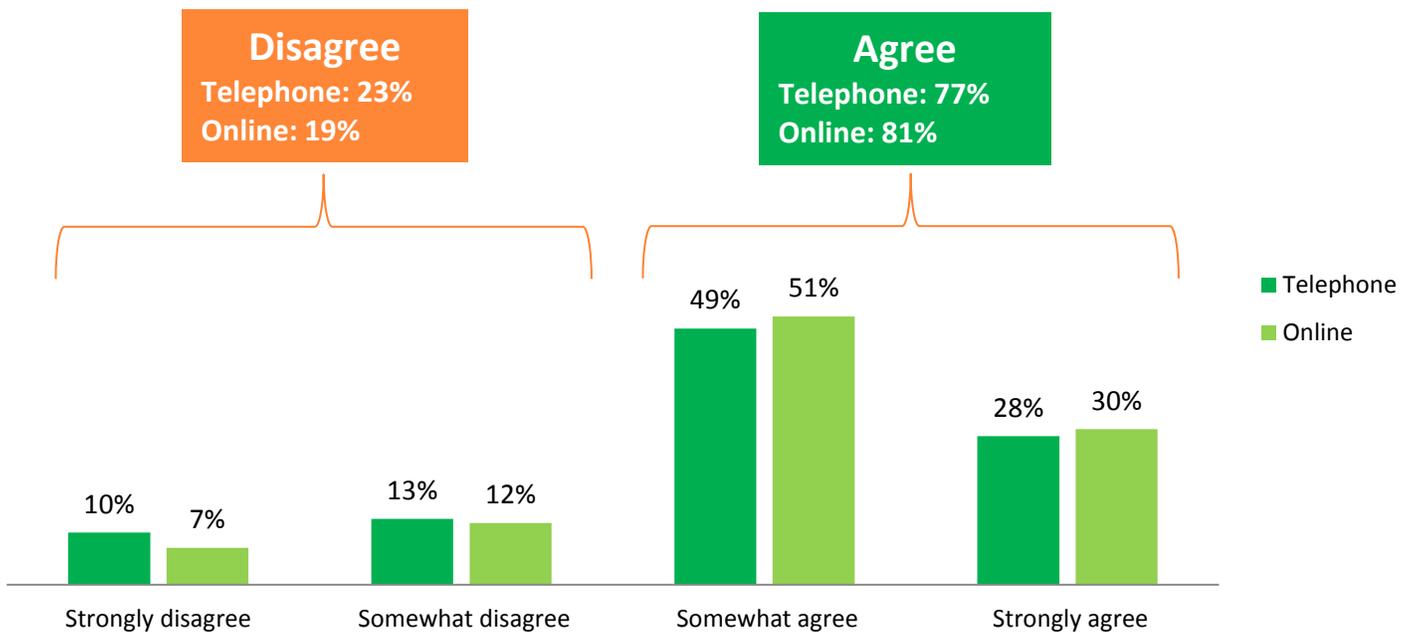
The following table provides detailed responses from the previous page.

| | 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

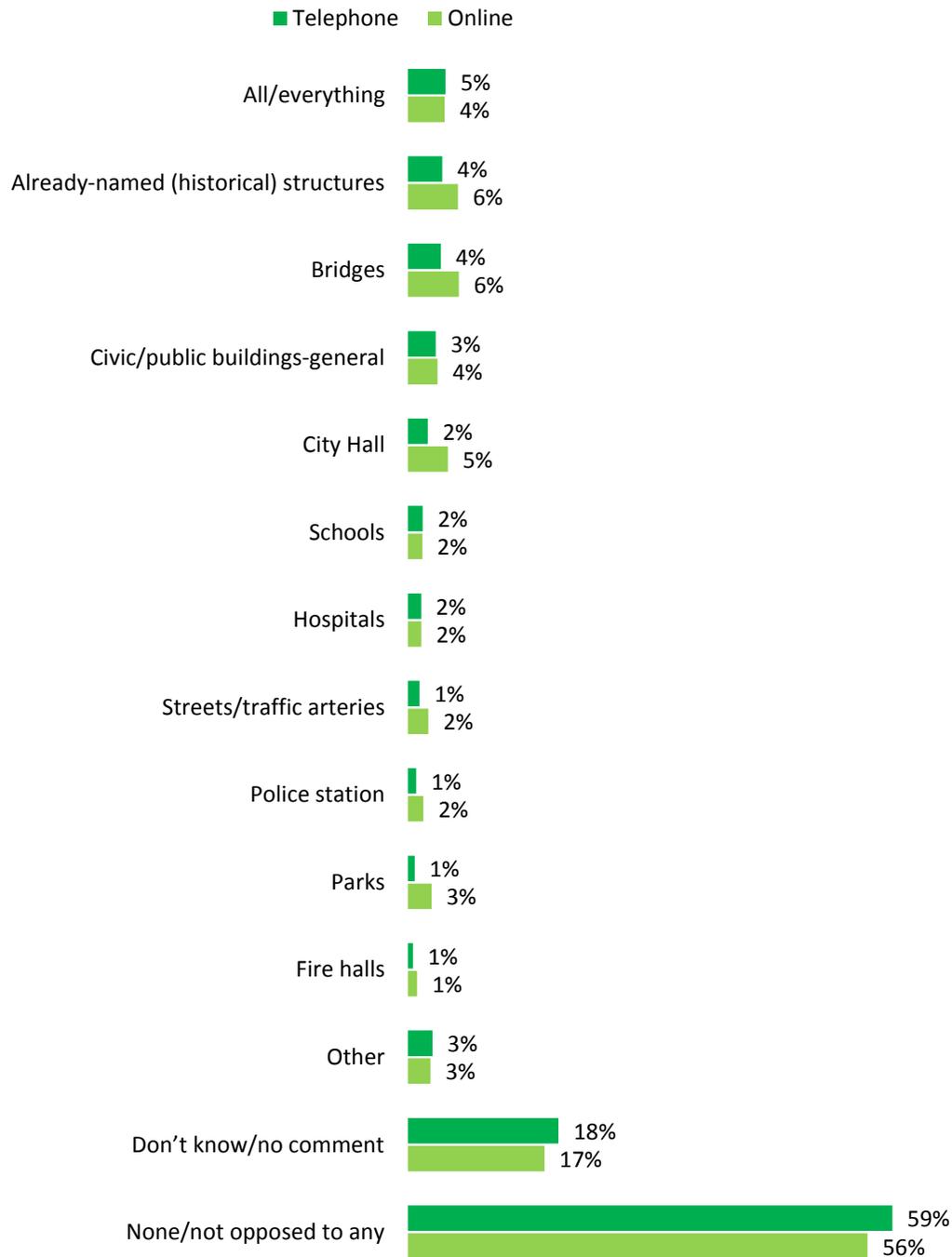
Residents were asked if they believe the City should offer naming rights and sponsorship opportunities as a source of revenue for the City. The majority agree that these sources of revenue should be made available while roughly two in ten disagree.



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

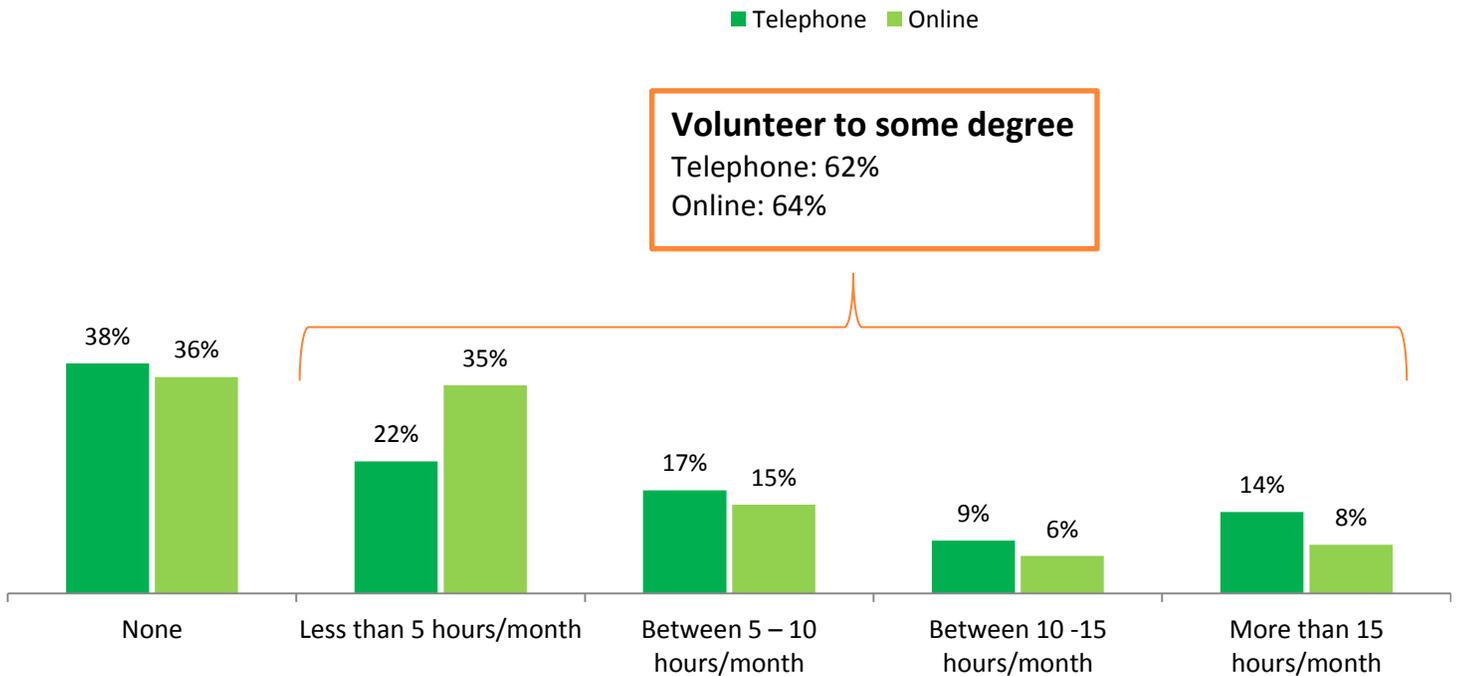
When asked which City assets should not be available for naming rights, a variety of properties / structures are cited, as noted below. However, more than one half of residents do not believe any asset should be restricted from naming rights.



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.

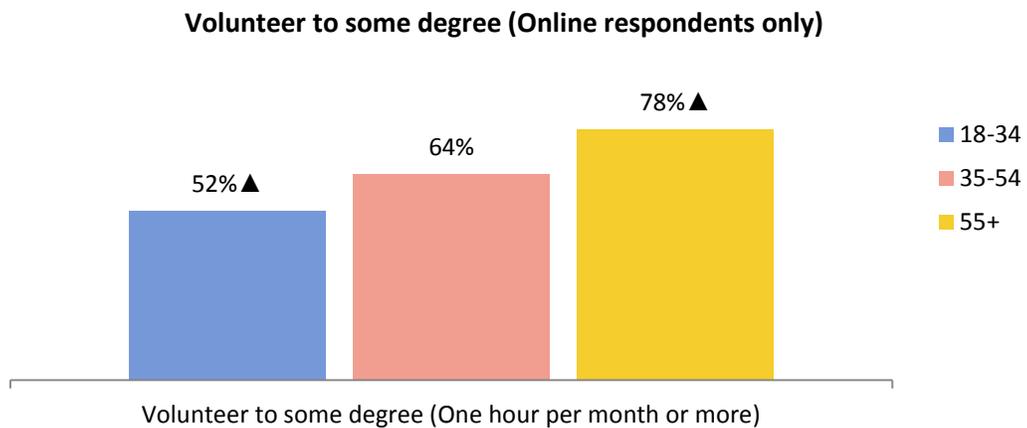
CITIZEN VOLUNTEERISM

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.

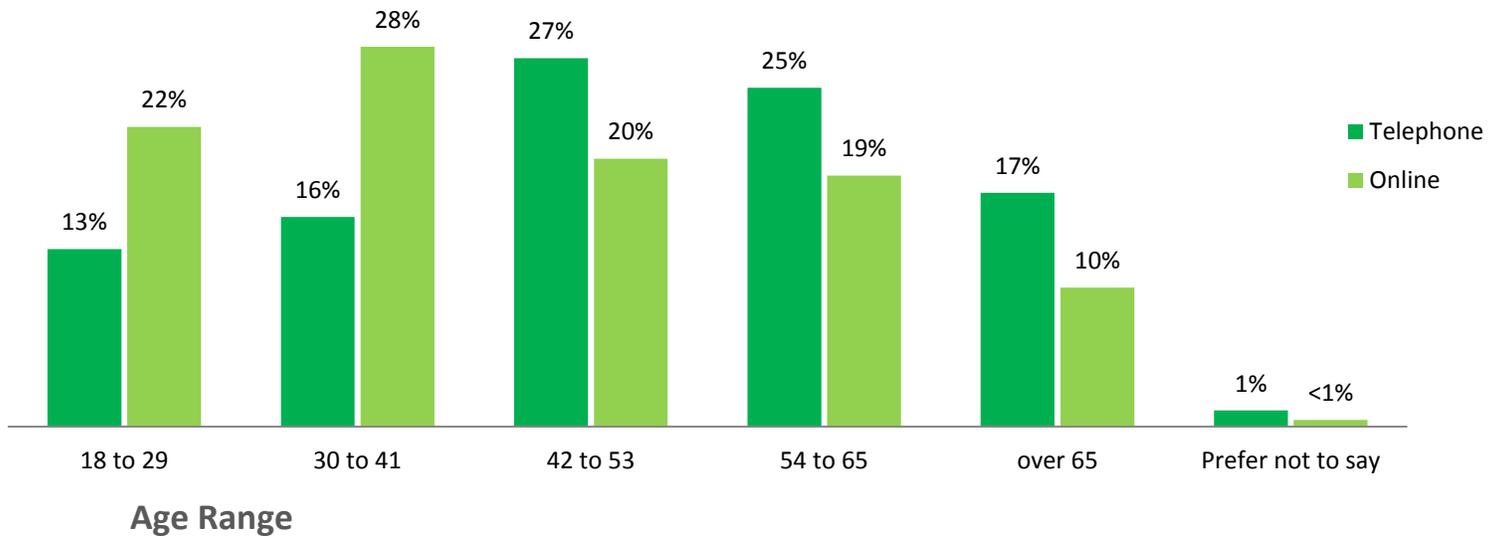


19. On average, how many hours a month would you say that you volunteer? Base: All respondents, telephone: n=500, online: n=803.

The incidence of volunteering rises sharply with age.

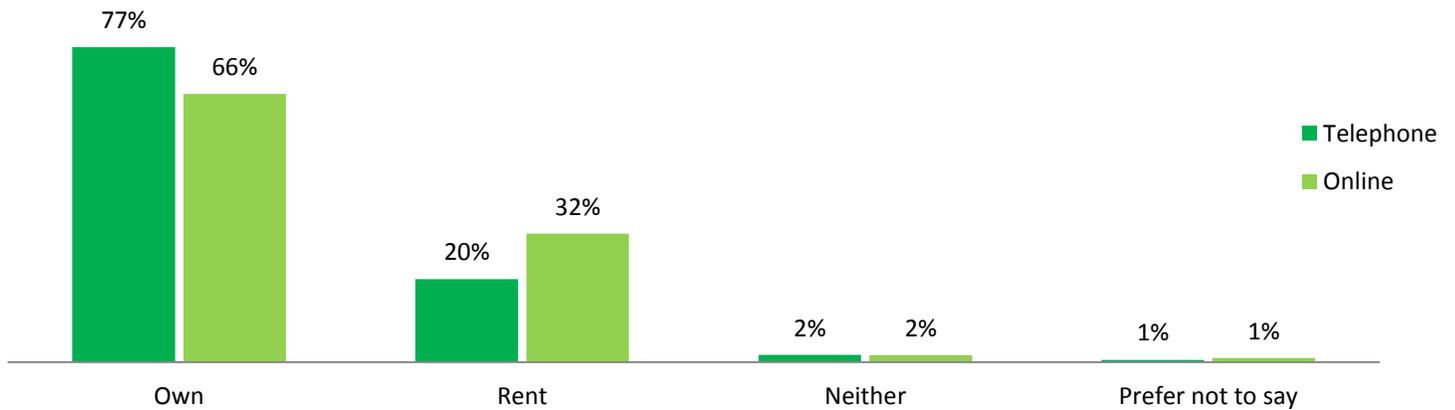


DEMOGRAPHICS



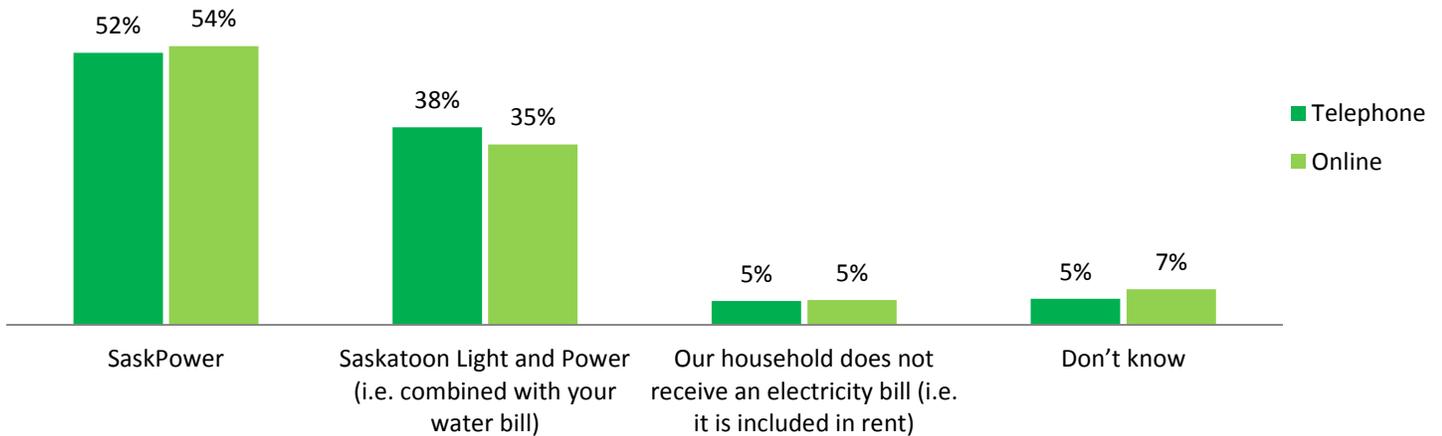
15. Into which age range do you fall? Base: All respondents, telephone: n=500, online: n=803.

Type of Household



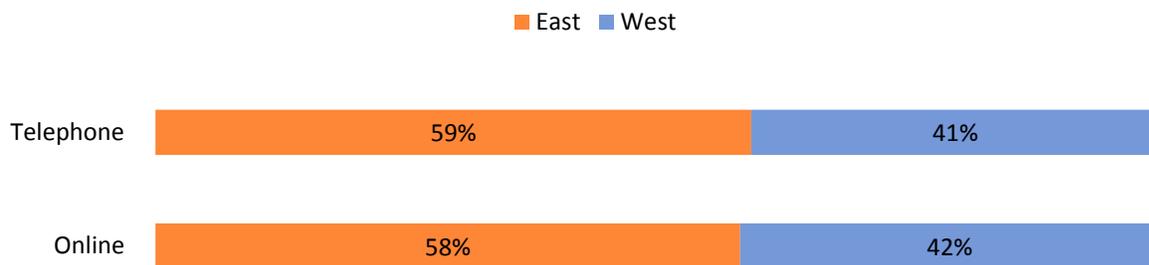
13: Do you rent or own your accommodations? Base: All respondents, telephone: n=500, online: n=803.

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.

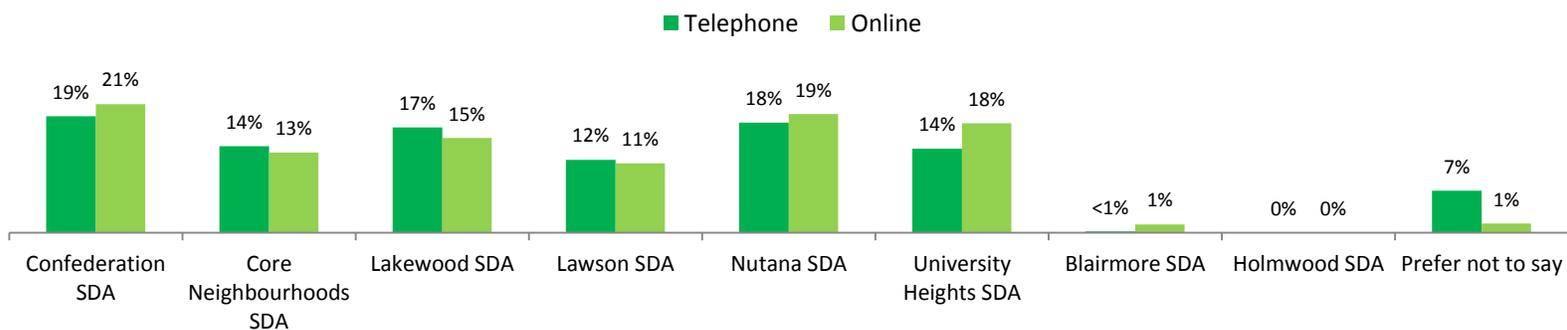
Location of Residence



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

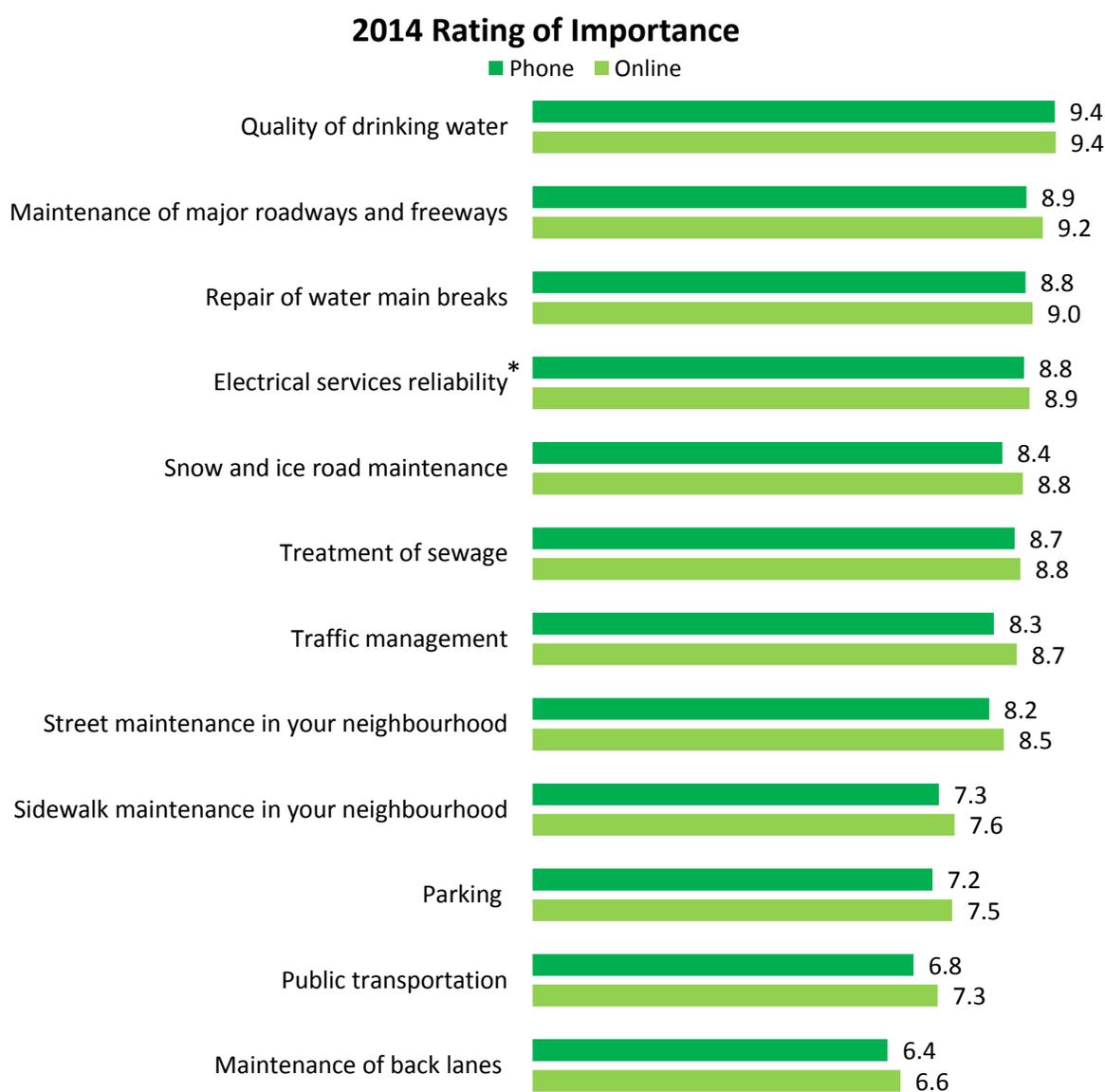
University Heights SDA

Forest Grove
Silerspring
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.

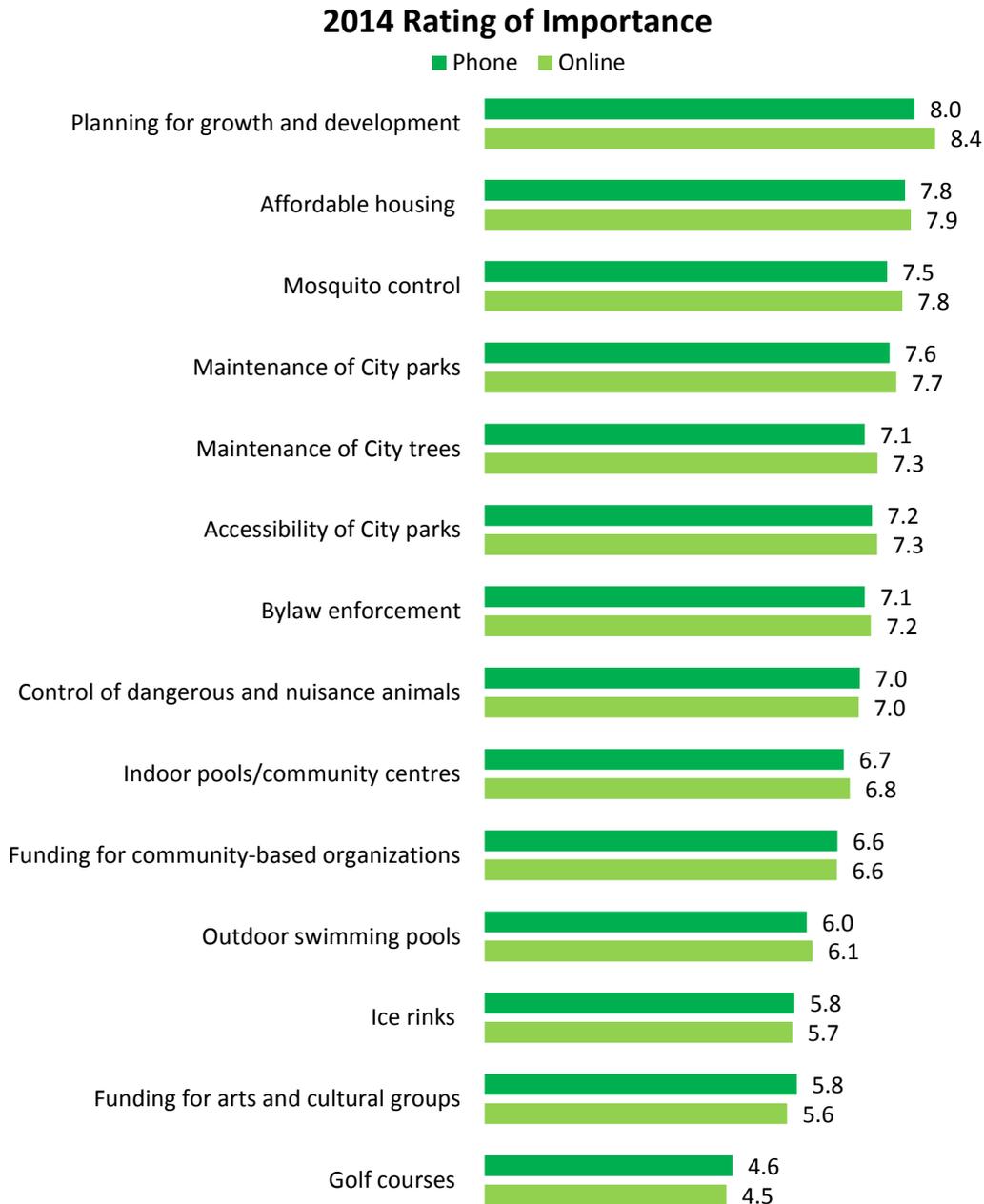


4. Please rate how important each of the following services are to you personally. Base: All respondents excluding “don’t know,” telephone: n=478 to 500, online, n=788 to 800. 2014 results.

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

Importance of Community Services

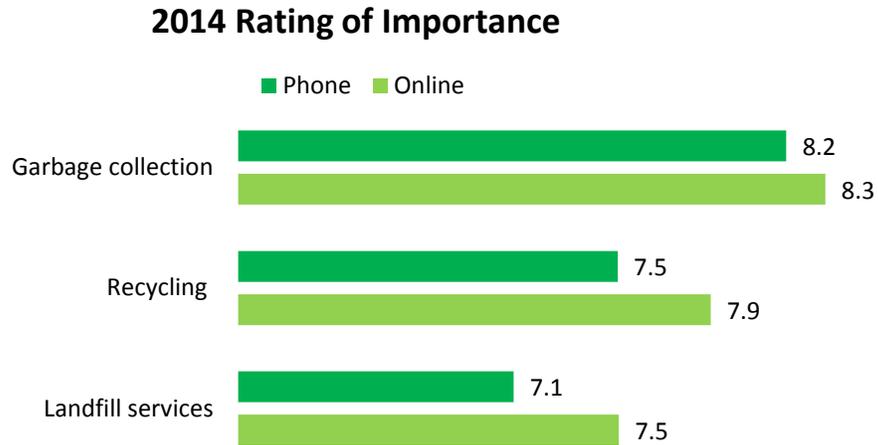
In 2014, planning for growth and development was deemed to be the most important community service while leisure services were comparatively less important to citizens.



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

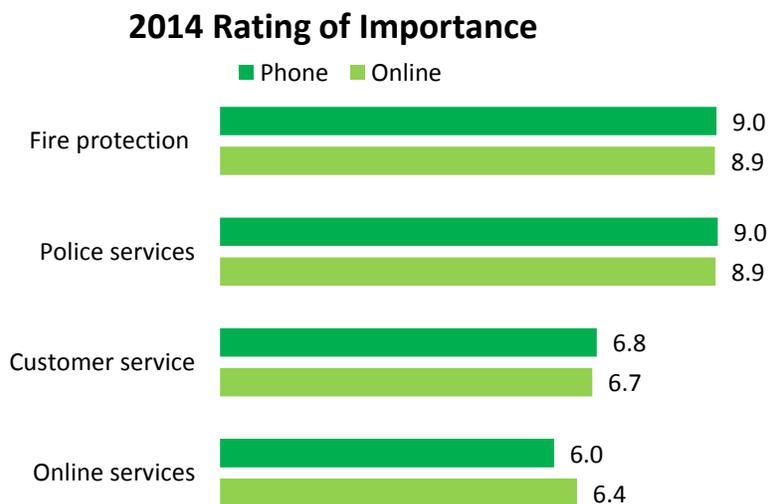
In 2014, garbage collection was seen to be more important than recycling and landfill services.



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 |

2017 Business Plan and Budget Process – Public Engagement Results

Recommendation

That the Governance and Priorities Committee refer this report to the 2017 Business Plan and Budget deliberations.

Topic and Purpose

This report outlines the results of the public engagement activities for the 2017 Business Plan and Budget.

Report Highlights

1. Overall, citizens support increases in service levels or spending on road maintenance, affordable housing, transit, snow and ice management, and traffic management.
2. According to the 2016 Civic Services Survey, citizens prefer a combination of user fees and property taxes as the most appropriate way to pay for services and balance the City of Saskatoon (City) operating budget.
3. From May 13 to June 24, 2016, there were over 2,600 unique visitors to the Online Citizen Budget site and 803 citizens submitted their online budget.
4. The majority of respondents who participated in the in-person surveys would like to see increased service levels for road maintenance, transit, affordable housing, planning and growth, recreation and culture, and snow and ice management. Surveys were conducted at various locations across Saskatoon.

Strategic Goal

The Business Plan and Budget process impacts all of the City's Strategic Goals. Therefore, this report addresses all of these goals.

Background

At its April 18, 2016, meeting, the Governance & Priorities Committee considered a report from the City Manager outlining a four-phased approach to the 2017 Business Plan and Budget. The report identified the major engagement opportunities that would be made available during Phase II (May – July 2016) of the process.

Report

City Council and the Administration consider several factors when building the City's annual budget including: the population, inflation, capital investments, City Council priorities, performance measures, and public input. The following information summarizes the Shaping our Financial Future engagement results that will be considered by the Administration in building the 2017 business plan and budget.

Summary of Results

The major engagement opportunities offered between May and June 2016, included the Civic Services Survey, Online Citizen Budget, and in-person surveys.

2017 Business Plan and Budget – Public Engagement Results

As Table 1 highlights, the combined engagement results from all activities show citizens generally support increases in service levels or an increase in spending on road maintenance, affordable housing, transit, snow and ice management, and traffic management.

| Table 1: Consolidated Engagement Results | More | Same | Less | |
|-------------------------------------------------|------------|------------|------------|---------------------------|
| Road Maintenance | 63% | 32% | 5% | Strong support for more |
| Affordable Housing | 44% | 40% | 19% | Moderate support for more |
| Transit | 42% | 42% | 16% | Moderate support for more |
| Snow & Ice Management | 44% | 49% | 7% | Moderate support for more |
| Traffic Management | 40% | 49% | 11% | Moderate support for more |
| Police | 33% | 51% | 16% | About the same |
| Community Grants | 28% | 53% | 19% | About the same |
| Recreation & Culture | 31% | 56% | 13% | About the same |
| Parks | 21% | 69% | 10% | About the same |
| Garbage & Waste Reduction | 19% | 72% | 9% | About the same |
| Planning for Growth & Development | 33% | 27% | 41% | About the same or less |
| Fire | 15% | 31% | 54% | About the same or less |

More details are offered in Attachment 1, which provides consolidated results for 12 service categories by a percentage of responses. Attachment 2 complements this information by providing the number of responses for each engagement activity.

Civic Services Survey

The 2016 Civic Services survey was conducted between May 9 and June 3 with a total of 500 telephone and 803 online respondents. The detailed results are the subject of a separate report, but the following briefly summarizes the data specific to providing input into the budget.

As Table 2 illustrates, most citizens prefer a combination of user fees and property taxes as the most appropriate way to pay for services and balance the City’s 2017 operating budget. These findings are largely consistent with results for the 2016 budget.

| Table 2: Budget Balancing | Telephone | Online |
|------------------------------------------------------|------------|------------|
| Combination of property taxes and user fee increases | 47% | 29% |
| Not sure/prefer not to say | 16% | 31% |
| Reduce service levels / Discontinue a service | 17% | 18% |
| Increase existing user fees | 10% | 7% |
| Introduce new user or service fee | 5% | 11% |
| Increase property taxes | 4% | 4% |

Furthermore, Table 3 indicates that most citizens prefer to see increased service levels for road maintenance and affordable housing. However, there is modest support for increased service levels for snow and ice management, traffic management, transit, and to a lesser extent growth planning and policing. These findings are similar to the 2015 survey.

2017 Business Plan and Budget – Public Engagement Results

| Table 3: Spending Preferences Excludes those who responded “Don’t Know” | More Service | | Same | | Less Service | |
|-----------------------------------------------------------------------------------|---------------------|------------|-------------|------------|---------------------|--------|
| | Phone | Online | Phone | Online | Phone | Online |
| Road Maintenance | 70% | 70% | 27% | 26% | 2% | 2% |
| Affordable Housing | 54% | 53% | 32% | 28% | 8% | 9% |
| Snow & Ice Management | 46% | 49% | 50% | 46% | 2% | 2% |
| Traffic Management | 44% | 46% | 51% | 47% | 3% | 4% |
| Transit | 43% | 45% | 45% | 37% | 5% | 6% |
| Planning & Growth | 38% | 35% | 51% | 45% | 8% | 11% |
| Police | 33% | 41% | 60% | 47% | 7% | 8% |
| Recreation & Cultural Programs | 23% | 22% | 62% | 62% | 11% | 9% |
| Community Grants | 20% | 21% | 59% | 43% | 13% | 21% |
| Garbage Collection | 14% | 17% | 80% | 75% | 5% | 4% |
| Fire | 13% | 15% | 82% | 76% | 2% | 3% |
| Parks Maintenance | 13% | 13% | 80% | 75% | 5% | 7% |

For more detailed information, refer to the 2016 Civic Services Survey report. Attachments are available at saskatoon.ca/financialfuture for more details.

Citizen Budget – Online

For the second consecutive year the Administration launched an online budget tool called “Citizen Budget”. This tool was open to the public on May 13 to June 24, 2016.

During this period, Citizen Budget had over 2,600 unique visitors and a total of 803 online budget submissions, compared to 2,448 visitors and 503 online submissions in 2015. This is an increase of 60% for online budget submissions. Although the results cannot be considered statistically reliable, the sample size matches the 2016 Civic Services Survey online, and the demographic breakdown of respondents by age and Suburban District Area are generally comparable.

| Table 4: Online Citizen Budget | Invest More | Combined Total |
|---------------------------------------|----------------------|-----------------------|
| 1. Road Maintenance | Invest up to 4% more | 13% more |
| 2. Community Grants | Invest up to 3% more | |
| 3. Snow & Ice Management | Invest up to 2% more | |
| 4. Recreation & Culture | Invest up to 2% more | |
| 5. Garbage & Waste Reduction | Invest up to 1% more | |
| 6. Parks | Invest up to 1% more | |
| | Invest Less | Combined Total |
| 7. Transit | Invest up to 1% less | 6% less |
| 8. Planning for Growth & Development | Invest up to 1% less | |
| 9. Affordable Housing | Invest up to 2% less | |
| 10. Police | Invest up to 2% less | |
| | No Change | |
| 11. Traffic Management | No change | |
| 12. Fire | No change | |

As summarized in Table 4 on the previous page, results show citizens would increase spending in half of the service categories including: road maintenance, community grants,

snow and ice management, recreation and culture, garbage and waste reduction, and parks.

Attachment 3 provides a more detailed summary of Online Citizen Budget Results. All of the Online Citizen Budget comments provided for each of the 12 service categories are available at saskatoon.ca/financialfuture.

Citizen Budget – On the Road (In Person Survey)

To ensure the broadest reach and to provide opportunities for everyone to provide input, the Administration took the Citizen Budget to various locations throughout the city to conduct in person surveys. Locations included were: Sobeys, Saskatoon Farmers’ Market, and Market Mall. The results from this engagement activity are not statistically reliable and cannot be considered representative of the citizens of Saskatoon. Furthermore, respondents did not necessarily provide input on all 12 service categories. Therefore, total participation varies for each. Nonetheless, the responses from this activity still provide important input into the process.

When considering the total participants in each question, Table 5 shows the majority of respondents would like to see increased service levels for road maintenance and transit. Similar to the 2016 Civic Services Survey, a moderate amount of citizens would like to increase service levels for snow and ice management, as well as planning and growth. They also identify a potential increase in service levels for affordable housing and recreational and culture.

| Table 5: On the Road Excludes those who responded “Don’t Know” | More Service | Same | Less Service | Total |
|--------------------------------------------------------------------------|--------------|------|--------------|-------|
| Road Maintenance | 89% | 6% | 5% | 132 |
| Transit | 84% | 12% | 4% | 108 |
| Affordable Housing | 78% | 10% | 12% | 85 |
| Planning & Growth | 77% | 17% | 4% | 69 |
| Recreation & Cultural Programs | 77% | 15% | 8% | 60 |
| Snow & Ice Management | 76% | 19% | 5% | 98 |
| Traffic Management | 69% | 26% | 5% | 70 |
| Parks Maintenance | 60% | 32% | 7% | 60 |
| Police | 52% | 27% | 21% | 67 |
| Community Grants | 56% | 24% | 20% | 59 |
| Garbage Collection & Waste Reduction | 56% | 38% | 6% | 61 |
| Fire | 26% | 63% | 11% | 62 |

Attachment 4 provides details for On the Road Citizen Budget Results. However, demographic information is not available for the in-person surveys.

Public and/or Stakeholder Involvement

In addition to reaching out to the broader public, in 2016 invitations were sent to 1,477 individuals who signed up for the Citizen Advisory Panel on saskatoon.ca. The invitation was sent on Sunday, May 22 asking them to participate and submit their input using Citizen Budget. Although Administration is not able to confirm how many completed and submitted the input on the budget, we can say that 1,008 (68.2%) opened the email and 569 (38.5%) clicked through to the survey.

Communication Plan

The Shaping our Financial Future engagement opportunities were promoted through news media, website advertising on saskatoon.ca and Shaping Saskatoon, social media posting on Twitter and Facebook, City Page advertisement, ads to various organizations and community groups (Community Associations, business leaders, etc.), posters at the leisure facilities and libraries, and in person at events such as the Civic Pancake Breakfast.

Financial Implications

The cost (excluding the Civic Services Survey) for communications and engagement is approximately \$18,000, and the project is funded through existing operating budgets.

Other Considerations/Implications

There are no policy, environmental, Privacy, or CPTED implications or considerations.

Public Notice

Public Notice pursuant to Section 3 of Policy No. C01-021, Public Notice Policy, is not required.

Attachments

1. Consolidated Results: Shown as a Percentage (%) of Responses
2. Consolidated Results: Shown as a Number (#) of Responses
3. Online Citizen Budget Results (May 13 to June 25, 2016)
4. On the Road (In-Person Survey) Citizen Budget Results

Report Approval

Written by: Carla M. Blumers, Director of Communications
Reviewed by: Catherine Gryba, General Manager, Corporate Performance
Department
Approved by: Murray Totland, City Manager

2017 Business Plan and Budget Process – Public Engagement Results.docx

| Consolidated Results: Shown as a Percentage (%) of Responses (May - June 2016) | More | Less | Same | Combined Average (based on participation numbers) | |
|--------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-----------------------------------------------------------------------|---------------------------------|
| <i>Road Maintenance</i> | <i>More</i> | <i>Less</i> | <i>Same</i> | | |
| Civic Services Survey: Phone | 70% | 2% | 27% | 63% More 32% Same 5% Less | Strong support for more |
| Civic Services Survey: Online | 70% | 2% | 26% | | |
| Citizen Budget: Online | 45% | 11% | 44% | | |
| Citizen Budget: In-Person Survey | 89% | 5% | 6% | | |
| <i>Affordable Housing</i> | <i>More</i> | <i>Less</i> | <i>Same</i> | | |
| Civic Services Survey: Phone | 54% | 8% | 32% | 44% More 40% Same 19% Less | Moderate support for more |
| Civic Services Survey: Online | 53% | 9% | 28% | | |
| Citizen Budget: Online | 19% | 28% | 53% | | |
| Citizen Budget: In-Person Survey | 78% | 12% | 10% | | |
| <i>Transit</i> | <i>More</i> | <i>Less</i> | <i>Same</i> | | |
| Civic Services Survey: Phone | 43% | 5% | 45% | 42% More 42% Same 16% Less | Moderate support for more |
| Civic Services Survey: Online | 45% | 6% | 37% | | |
| Citizen Budget: Online | 26% | 32% | 43% | | |
| Citizen Budget: In-Person Survey | 84% | 4% | 12% | | |
| <i>Snow & Ice Management</i> | <i>More</i> | <i>Less</i> | <i>Same</i> | | |
| Civic Services Survey: Phone | 46% | 2% | 50% | 44% More 49% Same 7% Less | Medium support for more |
| Civic Services Survey: Online | 49% | 2% | 46% | | |
| Citizen Budget: Online | 33% | 15% | 53% | | |
| Citizen Budget: In-Person Survey | 76% | 5% | 19% | | |
| <i>Traffic Management</i> | <i>More</i> | <i>Less</i> | <i>Same</i> | | |
| Civic Services Survey: Phone | 44% | 3% | 51% | 40% More 49% Same 11% Less | Moderate support for more |
| Civic Services Survey: Online | 46% | 4% | 47% | | |
| Citizen Budget: Online | 26% | 24% | 50% | | |
| Citizen Budget: In-Person Survey | 69% | 5% | 26% | | |
| <i>Police</i> | <i>More</i> | <i>Less</i> | <i>Same</i> | | |
| Civic Services Survey: Phone | 33% | 7% | 60% | 33% More 51% Same 16% Less | Same |
| Civic Services Survey: Online | 41% | 8% | 47% | | |
| Citizen Budget: Online | 23% | 28% | 49% | | |
| Citizen Budget: In-Person Survey | 52% | 21% | 27% | | |
| <i>Community Grants</i> | <i>More</i> | <i>Less</i> | <i>Same</i> | | |
| Civic Services Survey: Phone | 20% | 13% | 59% | 28% More 53% Same 19% Less | Same |
| Civic Services Survey: Online | 21% | 21% | 43% | | |
| Citizen Budget: Online | 33% | 17% | 50% | | |
| Citizen Budget: In-Person Survey | 56% | 20% | 24% | | |
| <i>Recreation & Culture</i> | <i>More</i> | <i>Less</i> | <i>Same</i> | | |
| Civic Services Survey: Phone | 23% | 11% | 62% | 31% More 56% Same 13% Less | Same |
| Civic Services Survey: Online | 22% | 9% | 62% | | |
| Citizen Budget: Online | 39% | 24% | 44% | | |
| Citizen Budget: In-Person Survey | 77% | 8% | 15% | | |
| <i>Parks</i> | <i>More</i> | <i>Less</i> | <i>Same</i> | | |
| Civic Services Survey: Phone | 13% | 5% | 80% | 21% More 69% Same 10% Less | Same |
| Civic Services Survey: Online | 13% | 7% | 75% | | |
| Citizen Budget: Online | 30% | 16% | 54% | | |
| Citizen Budget: In-Person Survey | 60% | 7% | 32% | | |

| <i>Garbage & Waste Reduction</i> | <i>More</i> | <i>Less</i> | <i>Same</i> | | |
|----------------------------------------------|-------------|-------------|-------------|------------------------------------------------|------------------------|
| Civic Services Survey: Phone | 14% | 5% | 80% | 19% More 72% Same 9% Less | Same |
| Civic Services Survey: Online | 17% | 4% | 75% | | |
| Citizen Budget: Online | 21% | 16% | 63% | | |
| Citizen Budget: In-Person Survey | 56% | 6% | 38% | | |
| <i>Planning for Growth & Development</i> | <i>More</i> | <i>Less</i> | <i>Same</i> | | |
| Civic Services Survey: Phone | 38% | 8% | 51% | 33% More 27% Same 41% Less | About the same or less |
| Civic Services Survey: Online | 35% | 11% | 45% | | |
| Citizen Budget: Online | 22% | 25% | 53% | | |
| Citizen Budget: In-Person Survey | 77% | 4% | 17% | | |
| <i>Fire</i> | <i>More</i> | <i>Less</i> | <i>Same</i> | | |
| Civic Services Survey: Phone | 13% | 2% | 82% | 15% More 31% Same 54% Less | About the same or less |
| Civic Services Survey: Online | 15% | 3% | 76% | | |
| Citizen Budget: Online | 15% | 13% | 71% | | |
| Citizen Budget: In-Person Survey | 26% | 11% | 63% | | |

Notes: Exclude the "Don't Know Responses" for Civic Services Survey Phone and Online and the Citizen Budget In-Person Survey.

| Consolidated Results: Shown as a Number (#) of Responses (May - June 2016) | More | Less | Same | |
|-----------------------------------------------------------------------------------------------|-------------|-------------|-------------|--------------|
| Road Maintenance | <i>More</i> | <i>Less</i> | <i>Same</i> | <i>Total</i> |
| Civic Services Survey: Phone | 350 | 10 | 135 | 495 |
| Civic Services Survey: Online | 562 | 16 | 209 | 787 |
| Citizen Budget: Online | 365 | 88 | 350 | 803 |
| Citizen Budget: In-Person Survey | 117 | 7 | 8 | 132 |
| | 1394 | 121 | 702 | 2217 |
| Combined Average | 63% | 5% | 32% | 100% |
| Affordable Housing | <i>More</i> | <i>Less</i> | <i>Same</i> | <i>Total</i> |
| Civic Services Survey: Phone | 270 | 40 | 160 | 470 |
| Civic Services Survey: Online | 426 | 72 | 225 | 723 |
| Citizen Budget: Online | 150 | 224 | 429 | 803 |
| Citizen Budget: In-Person Survey | 66 | 10 | 9 | 85 |
| | 912 | 346 | 823 | 2081 |
| | 44% | 17% | 40% | 100% |
| Transit | <i>More</i> | <i>Less</i> | <i>Same</i> | <i>Total</i> |
| Civic Services Survey: Phone | 215 | 25 | 225 | 465 |
| Civic Services Survey: Online | 361 | 48 | 297 | 706 |
| Citizen Budget: Online | 206 | 253 | 344 | 803 |
| Citizen Budget: In-Person Survey | 91 | 4 | 13 | 108 |
| | 873 | 330 | 879 | 2082 |
| | 42% | 16% | 42% | 100% |
| Snow & Ice Management | <i>More</i> | <i>Less</i> | <i>Same</i> | <i>Total</i> |
| Civic Services Survey: Phone | 230 | 10 | 250 | 490 |
| Civic Services Survey: Online | 393 | 16 | 369 | 778 |
| Citizen Budget: Online | 262 | 117 | 424 | 803 |
| Citizen Budget: In-Person Survey | 74 | 5 | 19 | 98 |
| | 959 | 148 | 1062 | 2169 |
| | 44% | 7% | 49% | 100% |
| Traffic Management | <i>More</i> | <i>Less</i> | <i>Same</i> | <i>Total</i> |
| Civic Services Survey: Phone | 220 | 15 | 255 | 490 |
| Civic Services Survey: Online | 369 | 32 | 377 | 778 |
| Citizen Budget: Online | 211 | 192 | 400 | 803 |
| Citizen Budget: In-Person Survey | 48 | 4 | 18 | 70 |
| | 848 | 243 | 1050 | 2141 |
| | 40% | 11% | 49% | 100% |
| Police | <i>More</i> | <i>Less</i> | <i>Same</i> | <i>Total</i> |
| Civic Services Survey: Phone | 165 | 35 | 300 | 500 |
| Civic Services Survey: Online | 329 | 64 | 379 | 772 |
| Citizen Budget: Online | 183 | 227 | 393 | 803 |
| Citizen Budget: In-Person Survey | 35 | 14 | 18 | 67 |
| | 712 | 340 | 1090 | 2142 |
| | 33% | 16% | 51% | 100% |
| Community Grants | <i>More</i> | <i>Less</i> | <i>Same</i> | <i>Total</i> |
| Civic Services Survey: Phone | 100 | 65 | 295 | 460 |
| Civic Services Survey: Online | 169 | 168 | 345 | 682 |
| Citizen Budget: Online | 262 | 138 | 403 | 803 |
| Citizen Budget: In-Person Survey | 33 | 12 | 14 | 59 |
| | 564 | 383 | 1057 | 2004 |
| | 28% | 19% | 53% | 100% |

| <i>Recreation & Culture</i> | <i>More</i> | <i>Less</i> | <i>Same</i> | <i>Total</i> |
|----------------------------------------------|-------------|-------------|-------------|--------------|
| Civic Services Survey: Phone | 115 | 55 | 310 | 480 |
| Civic Services Survey: Online | 177 | 72 | 498 | 747 |
| Citizen Budget: Online | 311 | 139 | 353 | 803 |
| Citizen Budget: In-Person Survey | 46 | 5 | 9 | 60 |
| | 649 | 271 | 1170 | 2090 |
| | 31% | 13% | 56% | 100% |
| <i>Parks</i> | <i>More</i> | <i>Less</i> | <i>Same</i> | <i>Total</i> |
| Civic Services Survey: Phone | 65 | 25 | 400 | 490 |
| Civic Services Survey: Online | 104 | 56 | 605 | 765 |
| Citizen Budget: Online | 240 | 126 | 437 | 803 |
| Citizen Budget: In-Person Survey | 36 | 4 | 19 | 59 |
| | 445 | 211 | 1461 | 2117 |
| | 21% | 10% | 69% | 100% |
| <i>Garbage & Waste Reduction</i> | <i>More</i> | <i>Less</i> | <i>Same</i> | <i>Total</i> |
| Civic Services Survey: Phone | 70 | 25 | 400 | 495 |
| Civic Services Survey: Online | 137 | 32 | 602 | 771 |
| Citizen Budget: Online | 172 | 126 | 505 | 803 |
| Citizen Budget: In-Person Survey | 34 | 4 | 23 | 61 |
| | 413 | 187 | 1530 | 2130 |
| | 19% | 9% | 72% | 100% |
| <i>Planning for Growth & Development</i> | <i>More</i> | <i>Less</i> | <i>Same</i> | <i>Total</i> |
| Civic Services Survey: Phone | 190 | 255 | 40 | 485 |
| Civic Services Survey: Online | 281 | 402 | 88 | 771 |
| Citizen Budget: Online | 175 | 204 | 424 | 803 |
| Citizen Budget: In-Person Survey | 53 | 3 | 12 | 68 |
| | 699 | 864 | 564 | 2127 |
| | 33% | 41% | 27% | 100% |
| <i>Fire</i> | <i>More</i> | <i>Less</i> | <i>Same</i> | <i>Total</i> |
| Civic Services Survey: Phone | 65 | 410 | 10 | 485 |
| Civic Services Survey: Online | 120 | 610 | 24 | 754 |
| Citizen Budget: Online | 121 | 108 | 574 | 803 |
| Citizen Budget: In-Person Survey | 16 | 7 | 39 | 62 |
| | 322 | 1135 | 647 | 2104 |
| | 15% | 54% | 31% | 100% |

Notes: Exclude the "Don't Know Responses" for Civic Services Survey Phone and Online and the Citizen Budget In Person Survey.

ONLINE CITIZEN BUDGET RESULTS

May 13 – June 25, 2016



City of Saskatoon



Online Budget Consultation Report

For the period May 13 to June 25, 2016

Prepared by Open North for: City of Saskatoon

2,633

Visitors

803

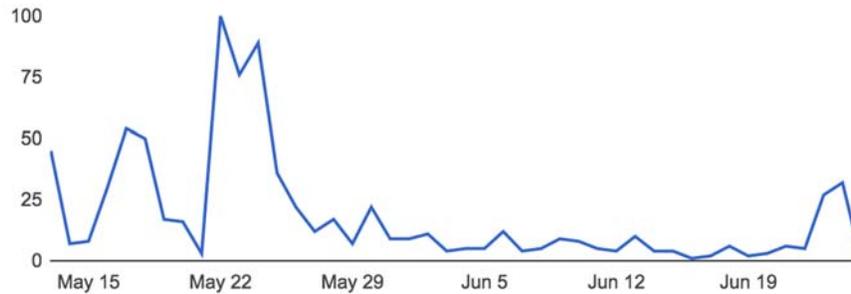
Responses

30.5% participation

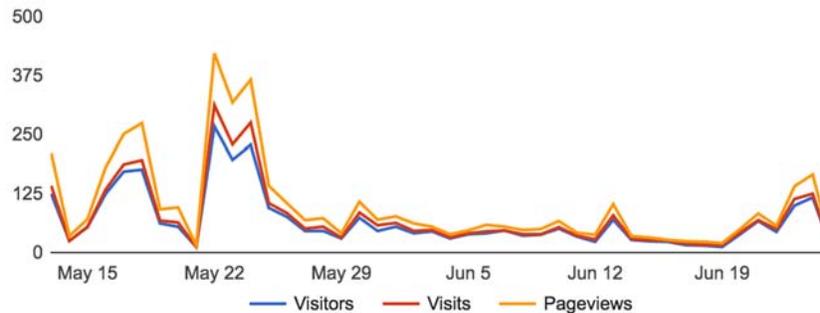
11 minutes

Median time to complete

Responses per day



Web visits per day

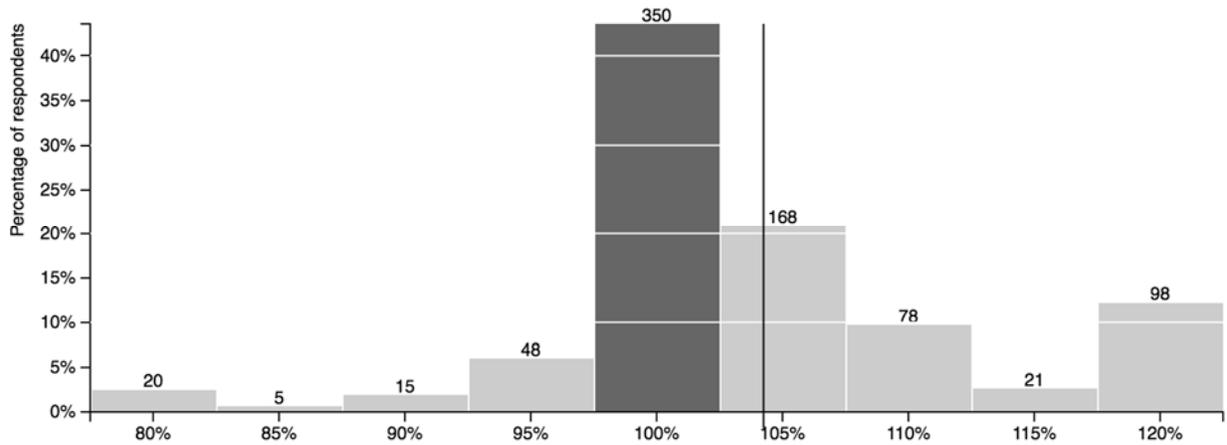


Web traffic sources



Road Maintenance

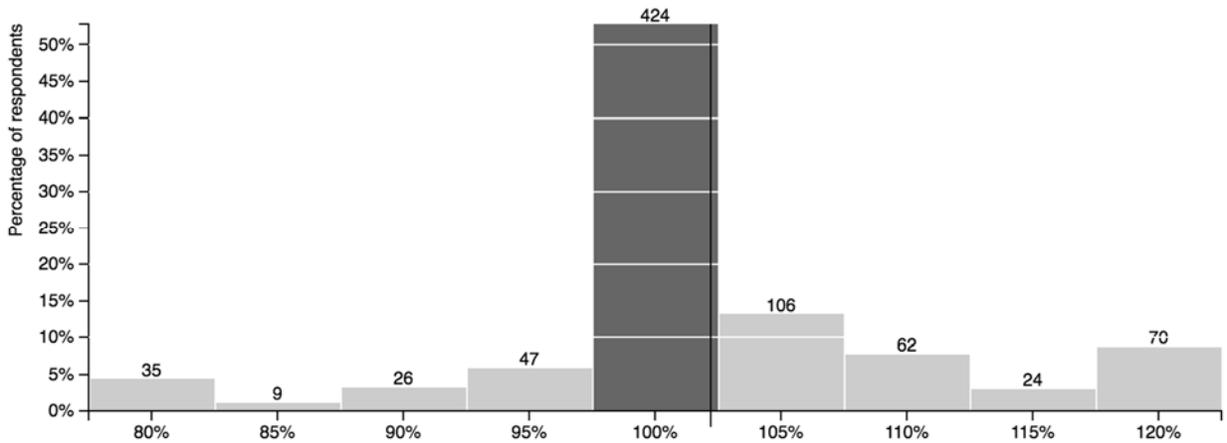
How would you adjust your property tax funding for Road Maintenance in the city?



45.45% of respondents support an average increase of 10.67% to Road Maintenance, while 10.96% of respondents support an average decrease of 9.83%. Overall, respondents support an **average increase of 3.77%** to Road Maintenance.

Snow & Ice Management

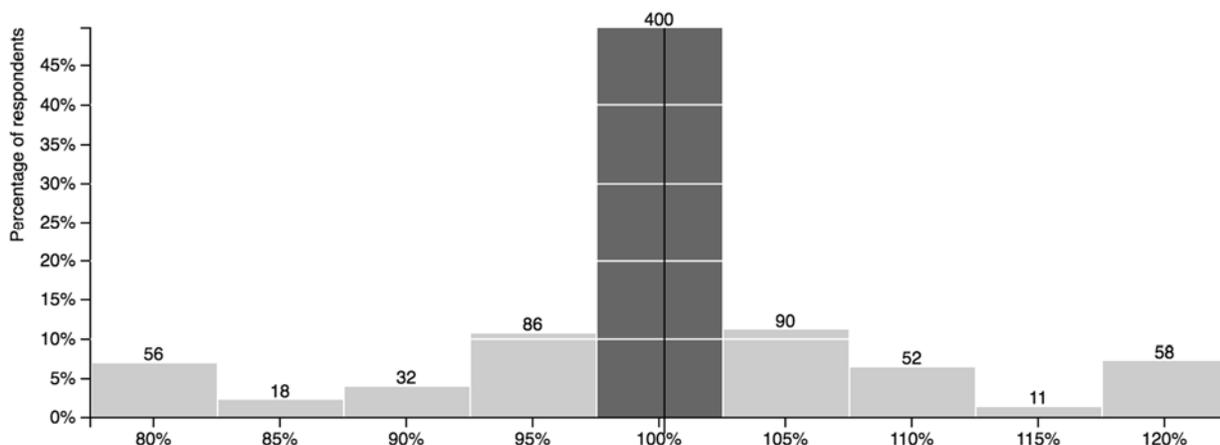
How would you adjust your property tax funding for Snow & Ice Management in the city?



32.63% of respondents support an average increase of 11.11% to Snow & Ice Management, while 14.57% of respondents support an average decrease of 14.57%. Overall, respondents support an **average increase of 1.97%** to Snow & Ice Management.

Traffic Management

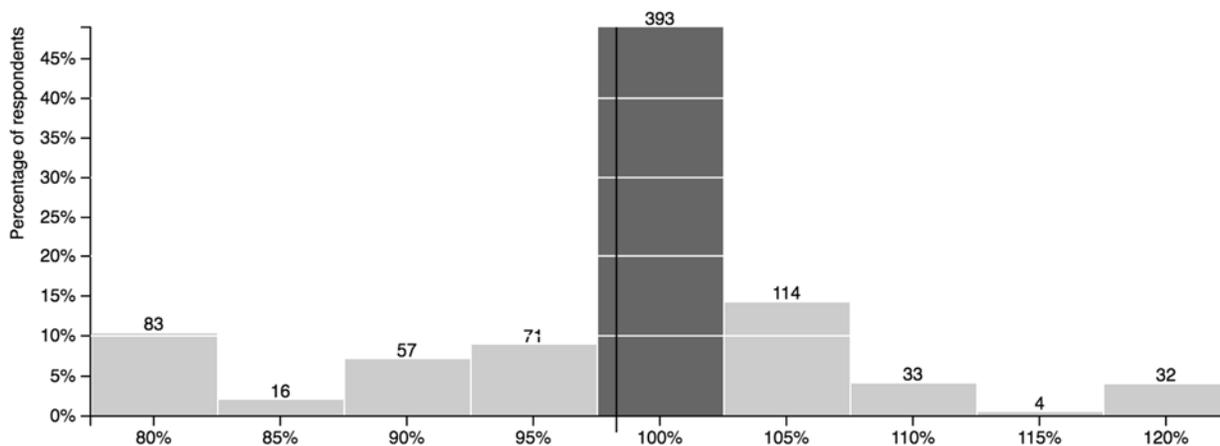
How would you adjust your property tax funding for Traffic Management in Saskatoon?



On average, respondents support the 2016 budget allocation for Traffic Management, with nearly half of respondents choosing not to change the budget.

Police

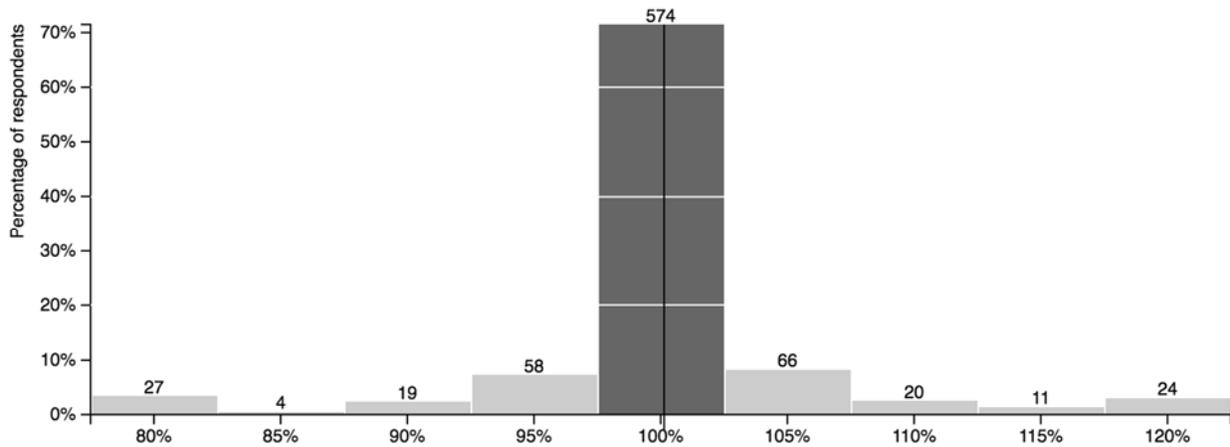
How would you adjust your property tax funding for the Saskatoon Police Service?



Nearly half of respondents chose not to change the budget for the Saskatoon Police Service, however 28.27% of respondents would reduce the allocation to this service by an average of 12.44%. Overall, respondents support an **average decrease of 1.53%** to Police Services.

Fire

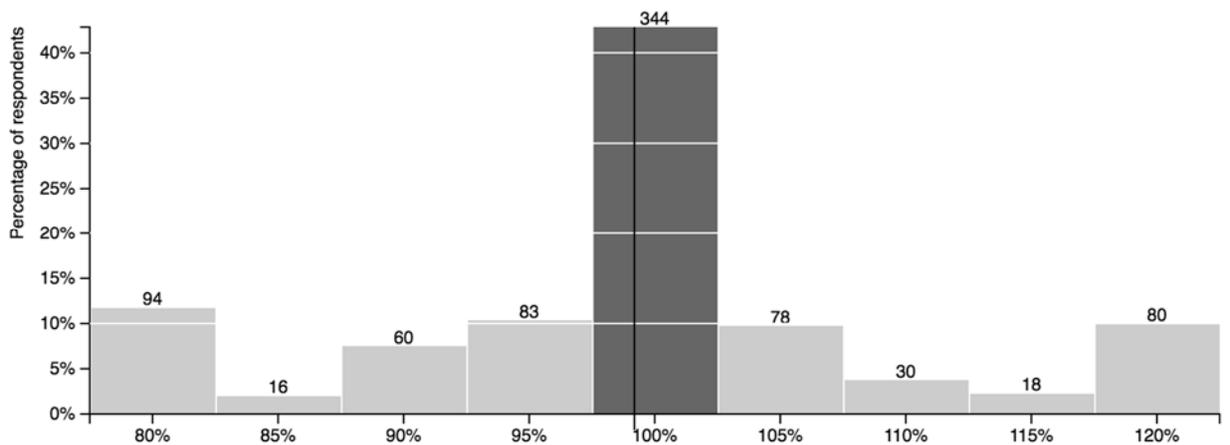
How would you adjust your property tax funding for the Saskatoon Fire Department?



On average, respondents support the 2016 budget allocation for the Saskatoon Fire Department, with an overwhelming 71.48% of respondents choosing not to change the budget.

Transit/Access Transit

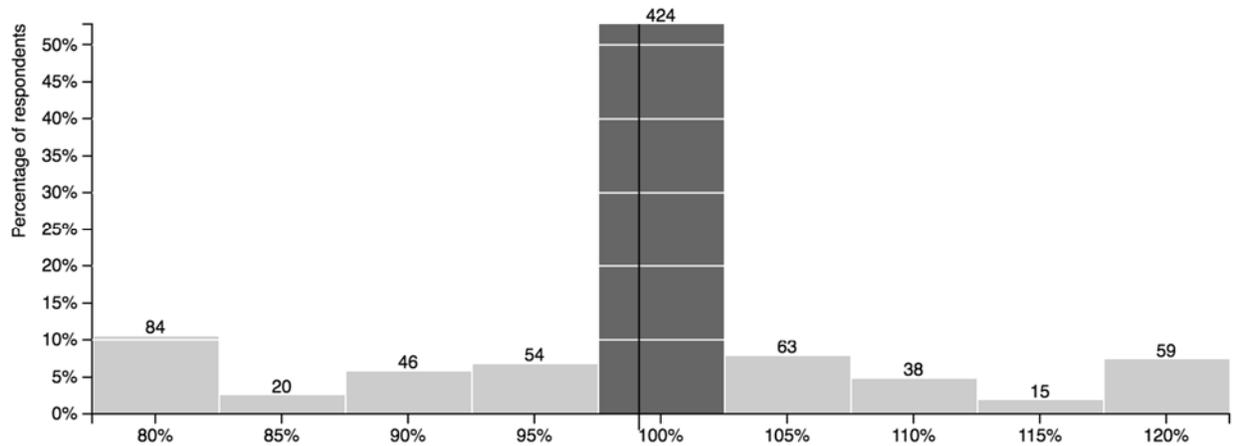
How would you adjust your property tax funding for Saskatoon Transit?



31.51% of respondents support a decrease while 26.65% of respondents support an increase to Saskatoon Transit. Overall, respondents support an **average decrease of 0.72%** for this service.

Planning for Growth & Development

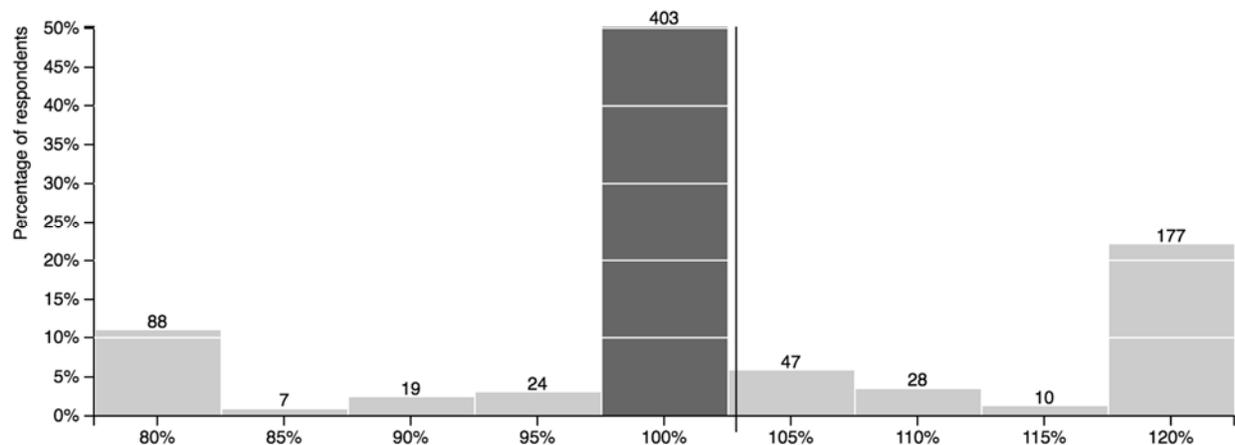
How would you adjust your property tax funding for Planning & Growth Development in Saskatoon?



Over half of respondents support the 2016 budget allocation for Planning for Growth & Development in Saskatoon. However, 10.46% of respondents support a large decrease to this service, resulting in support for **an average decrease of 0.76%** overall.

Community Grants

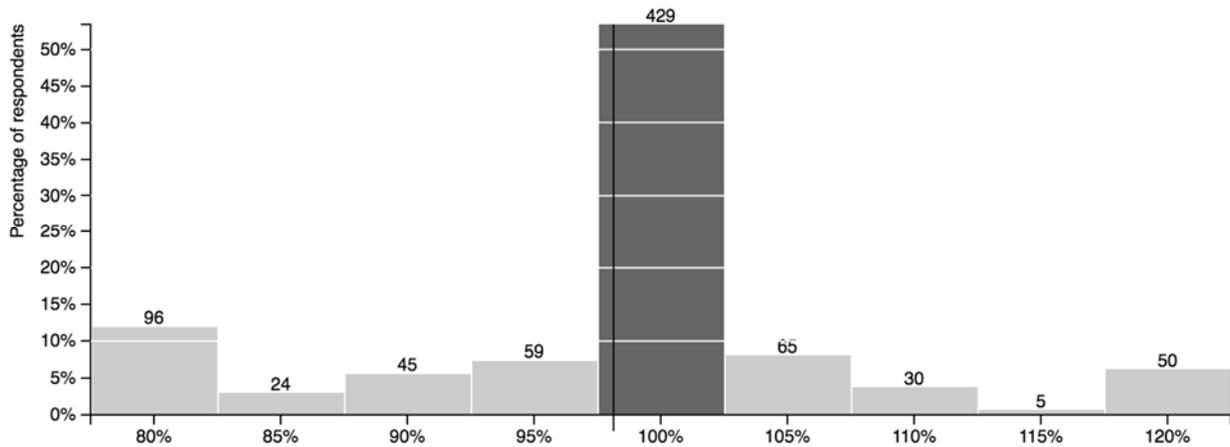
How would you adjust your property tax funding for Community Grants?



Half of respondents support the 2016 budget allocation for Community Grants while 22.04% of respondents support a 20% increase to this service, resulting in support for an **average increase of 2.53%** overall.

Affordable Housing

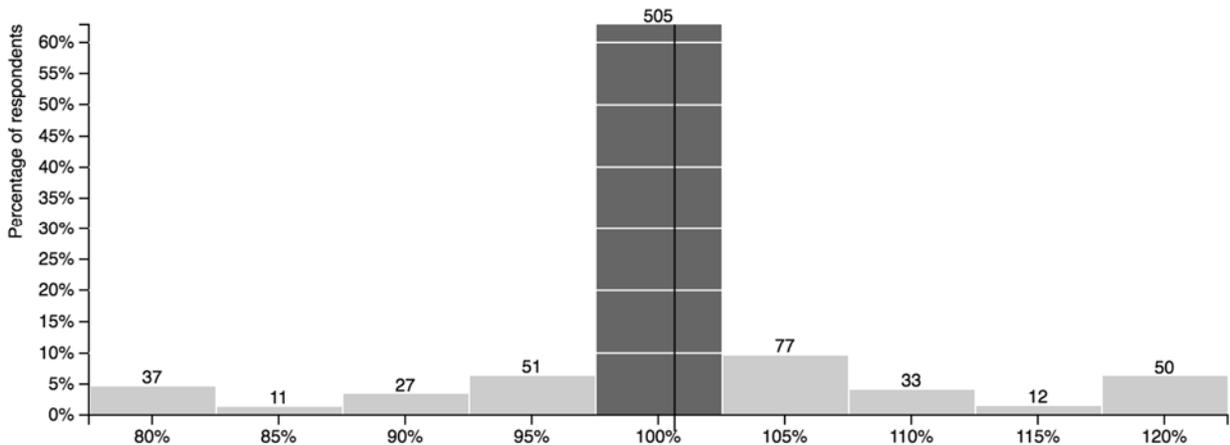
How would you adjust your property tax funding for Affordable Housing?



More than half of respondents chose not to change the budget for Affordable Housing. However, 27.90% of respondents support a decrease compared to only 18.68% of respondents supporting an increase, resulting in overall support for an **average decrease of 1.65%**.

Garbage & Waste Reduction

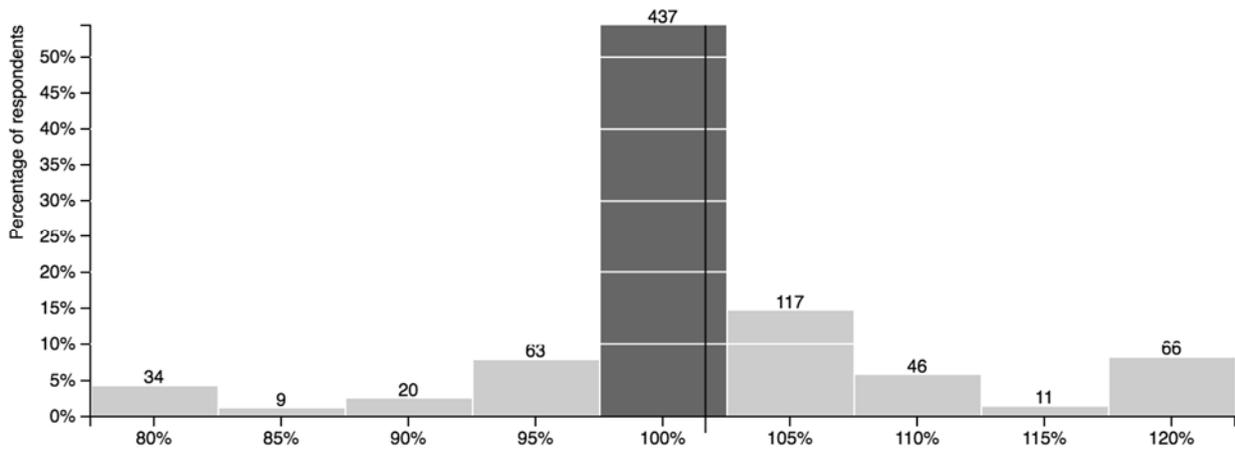
How would you adjust your property tax funding for Garbage & Waste Reduction programs and services in Saskatoon?



Respondents are mostly satisfied with the 2016 budget allocation for Garbage & Waste Reduction with 62.89% choosing not to change the budget. Overall, respondents support an **average increase of 0.58%** to this service.

Parks

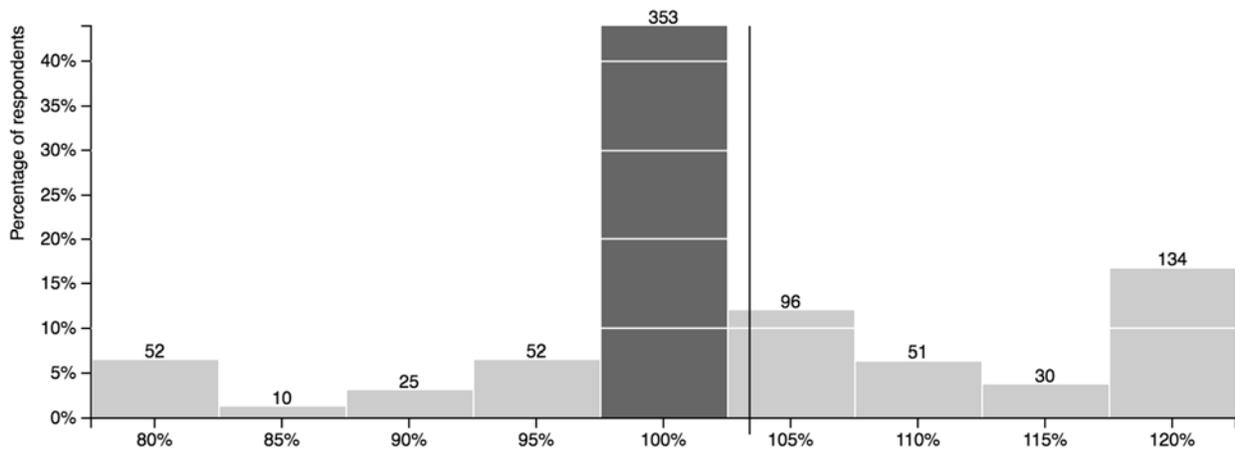
How would you adjust your property tax funding for the Parks program in Saskatoon?



More than half of respondents chose not to change the budget for the Parks program, however strong support (29.89% of respondents) for an increase results in support for an **average increase of 1.49%** to this service overall.

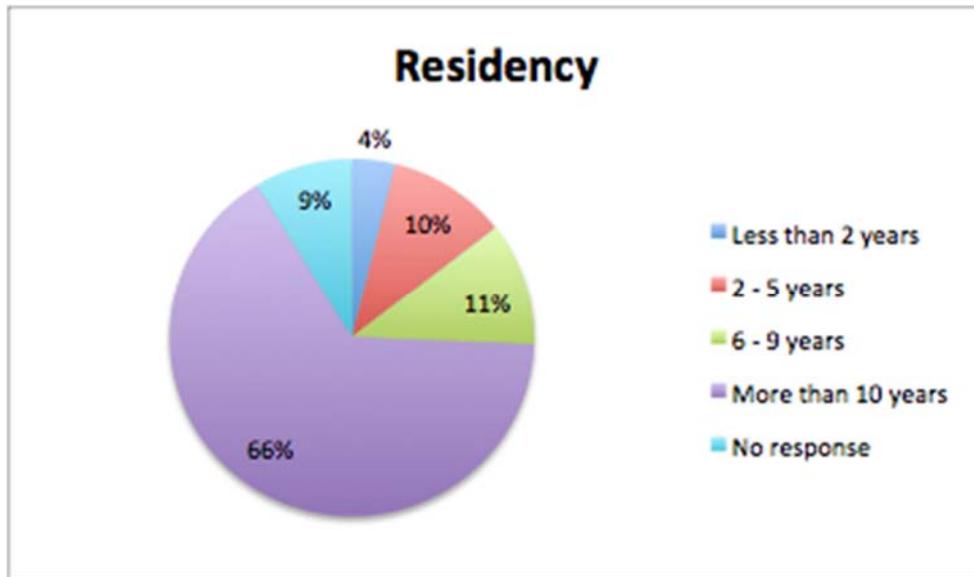
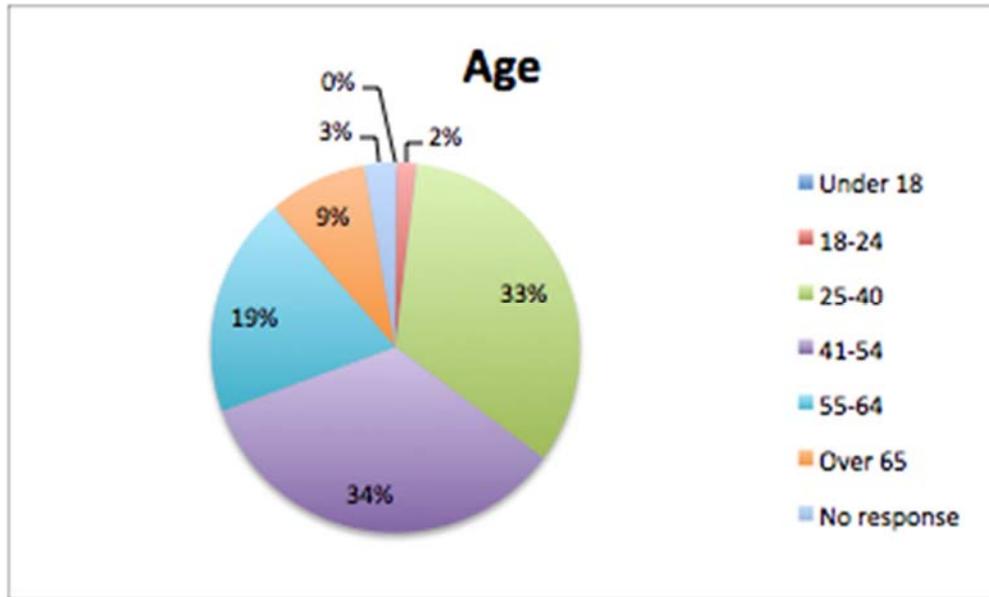
Recreation & Culture

How would you adjust your property tax funding for Recreation & Culture in Saskatoon?

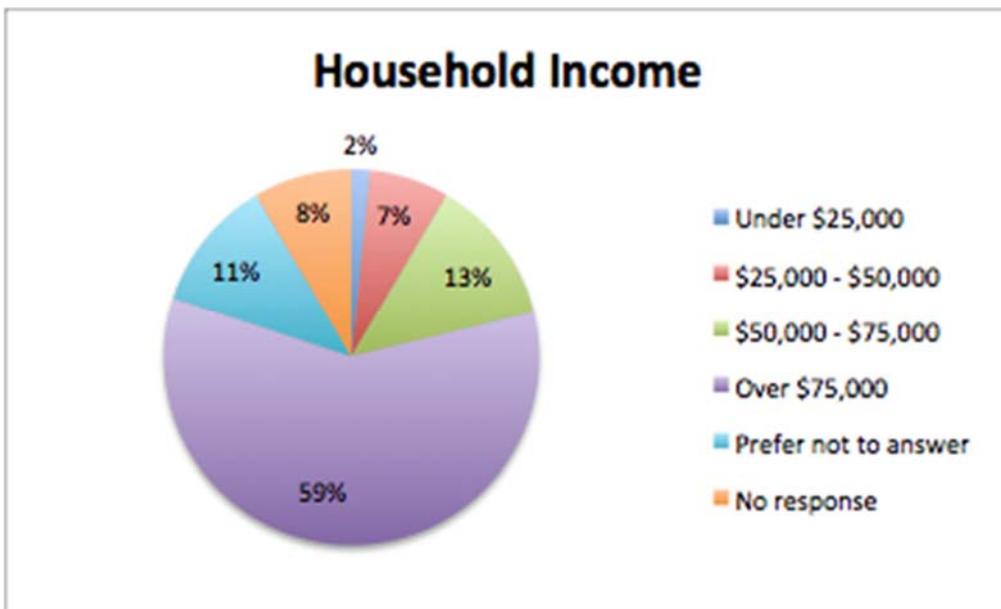
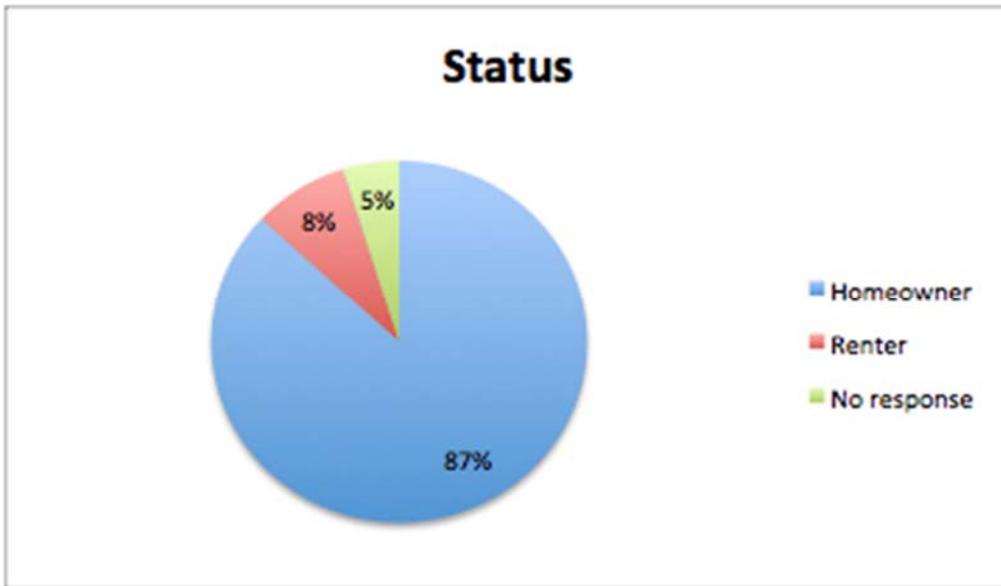


38.73% of respondents support an average increase of 13.25% to Recreation & Culture, while 23.91% support an average decrease of 12.23%. This results in overall support for an **average increase of 2.21%** to this service.

Demographics



The majority of respondents are at least 55 years old, with 47% of respondents 40 years old or less. The large majority of respondents (66%) are long time residents of Saskatoon, having lived in the City for more than 10 years.



An overwhelming majority (87%) of respondents are homeowners and more than half of respondents have a household income over \$75,000.

| Neighbourhood | # | Neighbourhood | # |
|-------------------------------|----------|------------------------------------|----------|
| Adelaide/Churchill | 18 | Lakewood Suburban Centre | 4 |
| Agriplace | 0 | Lawson Heights | 12 |
| Airport Business Area | 0 | Lawson Heights Suburban Centre | 0 |
| Airport Management Area | 3 | Marquis Industrial | 0 |
| Arbor Creek | 22 | Massey Place | 5 |
| Avalon | 7 | Mayfair | 11 |
| Blairmore Suburban Centre | 3 | Meadowgreen | 4 |
| Brevoort Park | 13 | Montgomery Place | 9 |
| Briarwood | 18 | Mount Royal | 6 |
| Buena Vista | 10 | North Industrial | 0 |
| Caswell Hill | 14 | North Park | 9 |
| Central Business District | 12 | Nutana | 42 |
| Central Industrial | 0 | Nutana Park | 8 |
| City Park | 21 | Nutana Suburban Centre | 1 |
| CN Industrial | 0 | Pacific Heights | 4 |
| College Park | 6 | Parkridge | 14 |
| College Park East | 14 | Pleasant Hill | 3 |
| Confederation Park | 12 | Queen Elizabeth | 10 |
| Confederation Suburban Centre | 0 | Richmond Heights | 4 |
| Dundonald | 10 | River Heights | 13 |
| Eastview | 18 | Riversdale | 6 |
| Erindale | 19 | Rosewood | 21 |
| Evergreen | 28 | Silverspring | 22 |
| Exhibition | 9 | Silverwood Heights | 26 |
| Fairhaven | 6 | South West Industrial | 0 |
| Forest Grove | 20 | Stonebridge | 44 |
| Gordie Howe Management Area | 0 | Sutherland | 9 |
| Greystone Heights | 6 | Sutherland Industrial | 0 |
| Grosvenor Park | 6 | The Willows | 3 |
| Hampton Village | 18 | U of S Lands Management Area | 1 |
| Haultain | 18 | U of S Lands South Management Area | 1 |
| Holiday Park | 4 | University Heights Suburban Centre | 6 |
| Holliston | 7 | Varsity View | 6 |
| Hudson Bay Industrial | 0 | West Industrial | 0 |
| Hudson Bay Park | 4 | Westmount | 4 |
| Kelsey - Woodlawn | 1 | Westview | 4 |
| King George | 5 | Wildwood | 20 |
| Lakeridge | 15 | Willowgrove | 41 |
| Lakeview | 21 | No response | 42 |

Annex A

| Service Category | No change |
|-----------------------------------|----------------------------|
| Traffic Management | No change from 2016 budget |
| Fire | No change from 2016 budget |
| Service Category | Invest more |
| Road Maintenance | Invest up to 4% more |
| Snow & Ice Management | Invest up to 2% more |
| Community Grants | Invest up to 3% more |
| Garbage & Waste Reduction | Invest up to 1% more |
| Parks | Invest over 1% more |
| Recreation & Culture | Invest over 2% more |
| Service Category | Invest less |
| Transit | Invest up to 1% less |
| Police | Invest up to 2% less |
| Planning for Growth & Development | Invest up to 1% less |
| Affordable Housing | Invest up to 2% less |

On the Road (In-Person Survey) Citizen Budget Results



The following table summarizes the results of the input received from citizens though in paper surveys and/or an interactive display panel. The results from this engagement activity are not statistically reliable and cannot be considered representative of the citizens of Saskatoon due to small sample sizes and a self-selection bias that exists. Furthermore, the results for each question vary between 59 and 132 respondents since participants did not necessarily complete all the questions. Therefore, caution is advised when interpreting the findings.

The paper surveys and interactive display panels were made available at the following locations and dates:

- Saturday, May 28 11:00 p.m. - 4:00 p.m. Sobeys Stonebridge Community Room
- Saturday, June 4 8:00 a.m. - 2:00 p.m. Saskatoon Farmers' Market
- Saturday, June 11 10:00 a.m. - 4:00 p.m. Market Mall
- Saturday, June 18 11:00 p.m. - 4:00 p.m. Sobeys Stonebridge Community Room

| | More Service | Less Service | Same | Don't Know | Total |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------|-----------|------------|-------|
| 1. Road Maintenance - This includes roads, bridges, overpasses, sidewalks, back lanes and pathways, traffic noise sound walls, and street sweeping. | 117 89% | 7 5% | 8 6% | | 132 |
| 2. Transit – This includes providing public transportation as an option to move around and accessible transit services for persons with special needs. | 91 84% | 4 4% | 13 12% | | 108 |
| 3. Affordable Housing – This includes programs designed to increase the supply of affordable housing and rental housing. | 66 78% | 10 12% | 9 10% | | 85 |
| 4. Planning & Growth - This includes planning for land use and zoning, planning for new neighbourhoods and improving existing neighbourhoods. | 53 77% | 3 4% | 12 17% | 1 2% | 69 |
| 5. Recreation & Cultural Programs – This includes our City-operated indoor and outdoor recreation and sport facilities. | 46 77% | 5 8% | 9 15% | | 60 |
| 6. Snow & Ice Management - This includes snow clearing, snow removal, sanding and salting, and snow fencing. | 74 76% | 5 5% | 19 19% | | 98 |

| | More Service | Less Service | Same | Don't Know | Total |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|---------------------|-------------|-------------------|--------------|
| 7. Traffic Management – This includes traffic lights and signs, road design, durable pavement markings, etc. | 48 69% | 4 5% | 18 26% | | 70 |
| 8. Parks Maintenance - This includes maintaining our parks, outdoor sportfields, park pathways, cross country ski trails, flower pot program, urban forestry, etc. | 36 60% | 4 7% | 19 32% | 1 1% | 60 |
| 9. Police – This includes protecting the rights of people and property, enforcement of laws, prevention of crime, etc. | 35 52% | 14 21% | 18 27% | | 67 |
| 10. Community Grants - This includes providing financial assistance in to a variety of sport, recreation, culture and social-serving community groups including community associations. | 33 56% | 12 20% | 14 24% | | 59 |
| 11. Garbage Collection & Waste Reduction programs and services – This includes collecting waste, development and management of the recycling and composting programs and household hazardous waste. | 34 56% | 4 6% | 23 38% | | 61 |
| 12. Fire – This includes respond to emergencies involving fire, medical emergencies, entrapment of persons, fire prevention and property maintenance inspection. | 16 26% | 7 11% | 39 63% | | 62 |

Endorsement of Prairieland Park Corporation's Application to the Federal-Provincial Growing Forward 2 Program

Recommendation

That the Governance and Priorities Committee recommend to City Council that it provide a letter of support endorsing Prairieland Park's submission to the Federal-Provincial "Growing Forward 2" Program.

Topic and Purpose

The purpose of this report is to recommend that City Council endorse Prairieland Park Corporation's application to the Federal-Provincial Growing Forward 2 Program for the construction of an 80,000 square foot trade facility at the Park.

Report Highlights

1. Prairieland Park Corporation is proposing to add an 80,000 square foot trade facility to the Park for a total cost of \$15 million. There is no request to the City to provide financial support for the project.
2. The Growing Forward 2 Program is a five-year policy framework for Canada's agriculture and agri-food sectors. It provides a \$3 billion investment by federal and provincial governments across Canada for programs that support the agriculture and agri-food industry.

Strategic Goal

The information contained in this report aligns with the strategic goal of economic diversity and prosperity.

Report

1. Prairieland Park Expansion

On July 5, 2016, the City Manager received a letter (Attachment 1) from the Chief Executive Officer (CEO) of the Prairieland Park Corporation (PPC) requesting a letter of support from the City of Saskatoon for the expansion of Prairieland Park to better accommodate the agriculture industry. According to the letter, the PPC is proposing to construct an 80,000 square foot trade facility at the Park for a total estimated capital cost of \$15 million.

In order to obtain funding for this project, the PPC Board of Directors has directed the CEO to apply to the federal-provincial Growing Forward 2 program, in the amount of \$10 million. The PPC will provide the remaining amount of funding for the project. The PPC is not requesting that the City of Saskatoon provide any financial assistance for the project. Rather, they are simply requesting a letter of endorsement from the City for the project.

2. An Overview of the Growing Forward 2 Program

According to the Government of Canada, "Growing Forward 2 (GF2) is a five year policy framework for Canada's agriculture and agri-food sector". It provides a \$3 billion investment by the federal, provincial, and territorial governments for various agricultural programs.

There are several programs contained within the GF2 programs for which various organizations are eligible to apply for funding. Some programs are provided exclusively by the federal government, while others are provided through a cost-sharing arrangement between the federal and provincial government.

Prairieland Park is applying for funding under one of the federal-provincial cost shared programs. As these programs are specific to organizations that support, or are involved in the agriculture and agri-food sector, the City of Saskatoon is not an eligible applicant.

Options to the Recommendation

City Council may decide to reject the request. However, this option is not recommended as the proposed project will enhance Saskatoon's ability to better accommodate the agriculture industry and attract new investment in the city and the Park.

Public and/or Stakeholder Involvement

Not applicable as the City of Saskatoon does not own or operate the proposed project.

Communication Plan

A communication plan is not required as City of Saskatoon does not own or operate the proposed project.

Other Considerations/Implications

There is no financial, policy, environmental, Privacy, or CPTED implications or considerations at this time.

Due Date for Follow-up and/or Project Completion

Not applicable.

Public Notice

Public Notice pursuant to Section 3 of Policy No. C01-021, Public Notice Policy, is not required.

Attachment

1. July 5, 2016, letter to the City Manager from the Chief Executive Officer of the Prairieland Park Corporation

Report Approval

Written by: Mike Jordan, Director, Government Relations

Approved by: Murray Totland, City Manager



July 5, 2016

Murray Totland
City Manager
City of Saskatoon
222 – 3rd Avenue North
Saskatoon, SK S7K 0J5

Dear Sir:

Saskatoon Prairieland Park Corporation is experiencing increased demand for expanded facilities from a number of industries doing business on the Park. The primary event is the Western Canadian Crop Production Show produced by Prairieland Park each January. This premiere grain industry event is an integral part of the planning process for grain production in Western Canada. In 2016, the show encompassed 250,000 square feet and included 340 exhibitors with over 1000 trade show booths. Thirty current exhibitors are requesting more space and another thirty new companies are on a wait list. In fact, Prairieland Park will be erecting a 10,000 square foot tent in the dead of winter to accommodate more space for the January 2017 show. Other shows requiring more space include the Sport & Leisure Show, Homestyles, Gardenscape and the Federated Co-operative spring and fall buying shows.

A total of \$32 million has been invested in the Park over the past 22 years. Federal capital grants received for these projects totaled \$9.5 million with Prairieland Park providing the majority of the balance of \$22 million. Recently we received word that Regina Exhibition Park has been awarded \$33 million from the Federal, Provincial, and Civic governments to build a new trade centre facility. The federal and provincial funds have been awarded through a jointly funded agriculture program called "Growing Forward 2". The City of Regina is investing \$11 million into the project.

Prairieland Park is planning to add an 80,000 square foot trade facility to the Park for a total cost of \$15 million. The Board of Directors has instructed management to apply for capital funding in the amount of \$10 million from the agriculture "Growing Forward 2" program. Prairieland Park will invest the balance of \$5 million in capital funding. No capital funding will be required from the City of Saskatoon for this project.

Saskatoon Prairieland Park Corporation

P.O. BOX 6010 Saskatoon, Sask., Canada S7K 4E4 Tel: (306) 931-7149 Fax (306) 931-7886

PrairieLand Park is requesting a "Letter of support" from the City of Saskatoon for its request for capital funds from the "Growing Forward 2" program.

As this capital project is vital to the Provincial Agriculture industry as well as the greater Saskatoon area, your support is very much appreciated.

Yours truly,

Mark Regier

Mark Regier
Chief Executive Officer
Saskatoon PrairieLand Park Corporation

Saskatoon PrairieLand Park Corporation

P.O. BOX 6010 Saskatoon, Sask., Canada S7K 4E4 Tel: (306) 931-7149 Fax (306) 931-7886