

BACKGROUND:

2018 CITIZEN SATISFACTION & PERFORMANCE SURVEY



METHODOLOGY

| TELEPHONE (T) | ONLINE PANEL (OP) | OUTREACH EVENTS |
|---|---|--|
| June 29 – July 29, 2018 | June 29 – July 29, 2018 | September 4 – 8, 2018 |
| <p>A telephone survey was conducted by Forum Research with 505 randomly selected residents 18 years of age and older. Both landline and cell phone samples were collected using random digit dialing (cell phones made up about 26%).</p> <p>The margin of error is $\pm 4.36\%$, 19 times out of 20.</p> | <p>An online survey was conducted with 801 randomly selected residents, using Forum Research’s Forum Poll™ Online Panel Database. The panel uses a purely random recruiting method that ensures sampling integrity. The panelists are then selected at random from the panel to complete surveys online.</p> <p>The margin of error is: $\pm 3.46\%$, 19 times out of 20.</p> | <p>The City of Saskatoon Community Engagement team conducted three “out in the community” outreach events. About 130 participants were asked to validate the results of a select numbered questions from the survey, and provide further information in discussion with staff. A brief summary of responses is shared below under the selected questions.</p> |

How we will use the results

The purpose of the survey is to develop baseline performance data, and identify trends, opportunities and issues of importance. The City of Saskatoon will use the results to inform decisions related to strategic priorities, budgeting, and service delivery, as well as to highlight opportunities for continuous improvement.

The information collected will be used as input into the 2020-2021 Multi-Year Budget process.

2018 CITIZEN SATISFACTION KEY FINDINGS

Quality of Life & Satisfaction

Perceptions about the quality of life in Saskatoon remain strong.

- Over **8 in 10 (T: 88%, OP: 85%)** residents say they are satisfied with living in the city (new question in 2018).
- Over **8 in 10** residents feel the quality of life is good or very good (**T: 85%, OP: 83%**). These results are comparable to 2017 (T: 89%, OP: 85%).
- Three-quarters of telephone respondents (**75%**) say the quality of life has either improved or stayed the same in the past three years, with online respondents at **66%**. The telephone results are similar to 2017, while online has dropped by 10% year over year.



Important Issues

- For telephone respondents, road construction (**11%**), taxes (**6%**), traffic (**5%**), infrastructure (**5%**) and public transit (**5%**) were most frequently noted as important issues facing the City of Saskatoon. Road construction has decreased by 21% since 2016.
- For online respondents, public safety/crime/policing (**17%**), taxes/too high (**13%**), and infrastructure (**8%**) were the top three most cited issues. The top two are consistent with 2017 results.

OUTREACH EVENTS

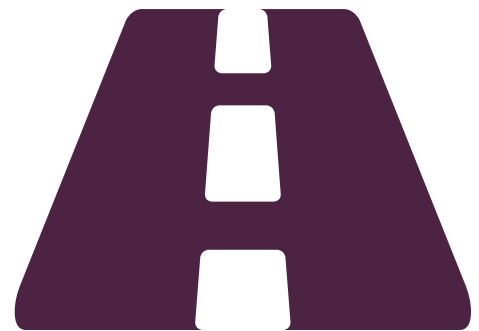
- When presented with a list of the top 10 issues identified in the survey, participants identified that the **top 5 issues** requiring more attention were: public transit, public safety/crime/policing, garbage/recycling/composting, road maintenance, and poverty.

Quality & Value of Services

- The large majority of residents are satisfied with the quality of services provided by the City of Saskatoon (**T: 86%, OP: 77%**). The telephone results are consistent with 2017, with online results decreasing by 8%.
- Nearly **8 in 10** residents (**T: 89%, OP: 74%**) rate the value of services they receive from the City as very good or good value. This is mostly consistent with 2017, with a 5% increase among telephone respondents.

OUTREACH EVENTS

- The average rating from participants for the quality of services provided by the City was **7.24 out of 10**.
- A majority of **90%** of participants indicated that are satisfied or very satisfied with the quality of City services (a rating of 6 or higher).
- There was positivity about roads getting better, older area redevelopment, bus line improvements, and recreation centres. Reasons for lower scores included: need for more upkeep in core areas (especially trees); desire for better protection of the riverbank, walks, and trails; inefficient transit system; issues with garbage collection and landfill hours; and lack of familiarity with many services.



Balancing the Budget

- **1 in 3** residents are in favour of combining both property tax and user fee increases to balance the budget (**T: 35%, OP: 34%**), similar to 2017.
 - **12%** of telephone and **13%** of online respondents prefer to reduce service levels (T: +5%, OP: +2% from 2017)
 - **12%** of telephone and **23%** of online respondents prefer to stop providing a particular service (T: +4%, OP: +14% from 2017)
 - **13%** of telephone and **6%** of online respondents prefer to increase property taxes (T: +6%, OP: -1% from 2017)
 - **13%** of telephone and **16%** of online respondents prefer to introduce new user or service fees (T: +3%, OP: +5% from 2017)
 - **15%** of telephone and **8%** of online respondents prefer to increase existing user fees (T: 0%, OP: -1% from 2017)

Communications

- The majority of participants indicated that they are satisfied or very satisfied with the quality of City communications (**T: 78%, OP: 73%**), this declined by 7% (T) and 15% (OP) since 2017.
- Most citizens prefer a mix of information sources, though the majority prefer e-mail (**T: 37%, OP: 49%**), followed by website: saskatoon.ca (**T: 13%, OP: 44%**) and media (**T: 24%, OP: 39%**).

OUTREACH EVENTS

- The average level of satisfaction with City communications was **6.56 out of 10**. Over **70%** of participants indicated that they are satisfied or very satisfied (a rating of 6 or higher).
 - Participants appreciate getting emails, and text alerts, and the City's responsiveness on Facebook and Twitter. Some would like to see more posts on social media, and more of an effort to reach university students.
 - There were several suggestions about improving the accessibility and detail of park maps.



Customer Service/Contact the City

- Over **7 in 10 (72%)** of telephone respondents prefer to contact the City via telephone, while online respondents prefer email (**63%**).
- Compared to 2017, preference for email and text message increased by **6 and 7%** respectively among telephone respondents. Preference for email among online respondents increased by **17%**.
- On average, **1 in 2** residents agree or strongly agree that:
 - The City provides consistent and reliable information
 - Staff are easy to reach when needed
 - The City makes Customer service a priority
 - The City is an open and transparent government
 - The City responds quickly to requests or concerns

Community Engagement and Volunteering

- Nearly one-third (**31%**) of telephone and almost half (**48%**) of the online panel respondents said that they volunteer in their community.
- There was a significant decrease in the volunteer rate when compared to 2017 (T: 56%, OP: 66%).
- Opinions are mixed on whether the City of Saskatoon does enough to get public input on decisions it makes, with **53%** of telephone and **45%** of online respondents in agreement.

OUTREACH EVENTS

- The average rating among participants was **7 out of 10**; **88%** of participants indicated that the City is doing enough (a rating of 6 or higher).
 - Some said they were unsure how to provide their opinions, felt that information was missing, or that they didn't know enough about what the City is doing.
 - Several suggested it is not the City's job to make people interested, and that it is City Council's job to make decisions.

Strategic Goal Performance Indicators

In 2018, nine additional questions were introduced, providing indicators of performance related to various strategic goals in order to create a baseline.

- **86%** of telephone and **73%** of online respondents agreed that Saskatoon is an inclusive and welcoming city to all.
- About **3 in 4** telephone respondents (**T: 78%, OP: 67%**) reported feeling safe living in the city.
- **75%** of telephone and **62%** of online respondents felt the City was preserving natural resources and protecting the environment.
- About **9 in 10** respondents agreed that Saskatoon is providing a mix of recreation, sport, and cultural facilities year-round (**T: 92%, OP: 91%**) and is effectively providing online services (**T: 91%, OP: 88%**)
- There were mixed responses related to effectiveness of balancing growth throughout the city, making downtown an appealing destination and an appealing place to live, and investing in a mix of transportation options for moving around.



OUTREACH EVENTS

- Participants rated the mix of recreation, sport, and cultural facilities year round as **7.78 out of 10**.
- **94%** of participants agreed that the City is providing a good mix (a rating of 6 or higher).
 - They mentioned many opportunities and activities to take advantage of, including pools, civic centres, parks, festival spaces, community gardens, playgrounds, river valley and arts groups. A few participants were displeased with this area, particularly in sports and recreation programming.
- Participants gave an average rating of **6.86** regarding the effectiveness of the City at providing services online. **86%** of participants indicated that online services are effective (a rating of 6 or higher).
 - Several participants mentioned that they had never used the City's online services, or that they refuse to use them.
 - Some indicated concerns such as: the City website being too easy to hack, challenges signing up for e-bills, and difficulty using the website due to outdated content and too many sections. Several noted that the website's maneuverability and user experience had improved, and that it was convenient to pay parking tickets online.