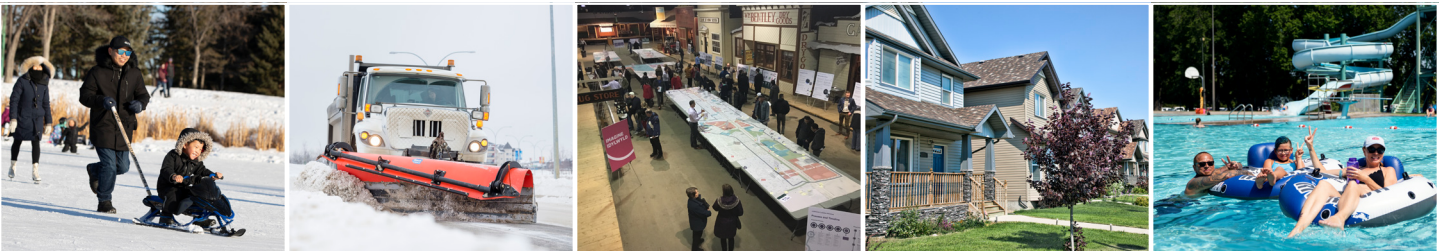


BACKGROUND:

2021 Citizen Satisfaction & Performance Survey

SELF-SELECTED



SELF-SELECTED PARTICIPATION

April 19 - May 23, 2021

In addition to the randomly-selected telephone and online panel surveys, a survey link was hosted on the City of Saskatoon's website that allowed all residents to participate. The link was open to anyone who wished to offer their insights. The link and request for feedback was advertised widely, and 1,229 residents of Saskatoon participated in this open process.

The sample size from the self-selected survey was significant and therefore the results are considered reliable but are not representative of the population due to the non-random approach. It is worth noting that self-selected participants also tend to offer lower ratings on scale questions.

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.

2021 CITIZEN SATISFACTION KEY FINDINGS

Quality of Life & Satisfaction

- **76%** of respondents say that they are satisfied with living in Saskatoon, a **10%** increase from 2018 results.
- **74%** rated the quality of life as good or very good, a **14%** increase from 2018 results.
- The majority (**54%**) say that quality of life has either stayed the same or improved over the last few years. This is a decrease of **15%** from 2018.
- COVID-19 is impacting the quality of life for residents where **54%** reported that their quality of life has gotten worse as a result of the pandemic.

Important Issues

- Self-selected respondents most frequently cited public safety/crime/policing (**18%**), taxes (**16%**) and poverty (**9%**) as the most important issues facing the City. The important issues have generally remained consistent with 2018.

Quality & Value of Services

- **50%** say they receive very good or good value from the services provided by the City, an increase of **19%** from 2018.
- **66%** agreed that they are satisfied with the quality of services provided by the City of Saskatoon, an increase of **22%** from 2018.
- **32%** of respondents indicated that COVID-19 has impacted their satisfaction level with the quality of services provided by the City of Saskatoon.

Balancing the Budget

- About **1 in 3 (31%)** participants are in favour of combining both property tax and user fee increases to balance the budget, an increase of **5%** when compared to 2018.
- About **1 in 4 (26%)** participants preferred the City stop providing a particular service in order to balance the operating budget, a decrease of **4%** when compared to 2018.

Communications

- **71%** of respondents are satisfied with the quality of City communications, an increase of **8%** from 2018.
- Most respondents expressed a preference for the website (**50%**), email, (**46%**), and media communications (**42%**).

Customer Service/Contact the City

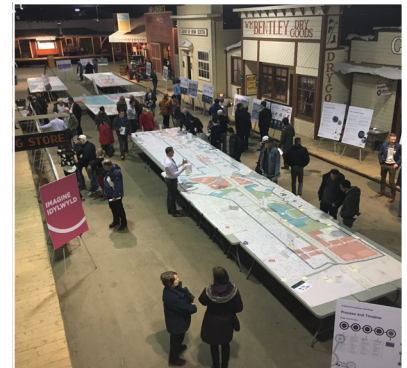
- **60%** of respondents preferred contacting the City by email, followed by telephone (**55%**).
- Evaluations of customer service improved significantly from 2018:
- The City provides consistent and reliable information (**52%**), an increase of **12%** from 2018.
- Staff are easy to reach when needed (**47%**), an increase of **12%** from 2018.
- The City makes customer service a priority (**44%**), an increase of **16%** from 2018.
- The City responds quickly to requests or concerns (**44%**), an increase of **14%** from 2018.
- The City is an open and transparent government (**37%**), an increase of **12%** from 2018.

Volunteering

- **43%** of participants say they volunteer in their community, a **5%** decrease from 2018.

Public Engagement

- **43%** of respondents say the City does enough to get the public's input on decisions, a **14%** increase when compared to 2018.
- **66%** agree the City provides meaningful opportunities to participate in engagement activities, a decrease of **19%** from 2018.
- **40%** of respondents say the City communicates how it will use public input to help make its decisions, a decrease of **13%** from 2018.



Strategic Goal Performance Indicators

- **59%** agreed that Saskatoon is an inclusive and welcoming city to all. This is comparable to 2018.
- **85%** agreed that the City is effectively providing online services. This is comparable to 2018.
- **64%** reported feeling safe living in the City, an **18%** increase from 2018.
- **57%** agreed that the City is providing a good mix of recreation, sport and cultural facilities year round, a decrease of **25%** from 2018.
- **52%** agree the City is effectively balancing growth throughout the city, an increase of **10%** from 2018.
- **55%** agree the City is preserving natural resources and protecting the environment, an increase of **6%** from 2018.
- The other questions garnered mixed responses – these topics included downtown as a destination and place to live, and investing in a mix of transportation options.

Handling of the COVID-19 Pandemic

- **68%** agree the City has provided helpful and timely information on impacts to civic services during the pandemic.
- **64%** agree the City has provided a safe environment to access City Hall, a Civic Leisure facility, use Transit, or participate in other City programs and facilities.
- **59%** agree that the City has provided sufficient online opportunities to conduct my business during the pandemic.