



Ipsos Public Affairs



Final Report

Citizen Satisfaction Survey

July 2018

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GAME CHANGERS



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BACKGROUND AND OBJECTIVES

BACKGROUND

The City of Vaughan provides a range of services to meet the needs of its growing population. Since 2007, the City has conducted citizen surveys to assess citizen satisfaction with existing programs and services provided by the city and to collect feedback from residents about a number of other topics including quality of life, communications, taxes and investment, and more. The City of Vaughan commissioned Ipsos to conduct the 2018 survey. The results will assist the city in identifying key trends and issues of importance in continuing to strive for service excellence.

THE OBJECTIVES OF THE 2018 CITIZEN SATISFACTION SURVEY ARE TO:

- Determine the overall impressions toward the quality of life in the City of Vaughan;
- Determine the level of satisfaction of services provided by the City of Vaughan;
- Identify citizen perceptions and expectations concerning specific municipal planning priorities given current rapid growth;
- Benchmark the results of the 2016 Citizen Survey with those from previous surveys; and
- Provide a baseline to track progress delivering Service Excellence to residents in Vaughan.

METHODOLOGY AND REPORTING CONVENTIONS

METHODOLOGY

In 2018 the survey was conducted using both an RDD telephone and online data collection methodology. Most interviews were conducted via telephone (n=735), while supplementary interviews were conducted online utilizing the Ipsos iSay online panel (n=71).

Overall, the survey was conducted among n=806 respondents 18 years of age and older living in the city of Vaughan.



The margin of error for a sample of n=806 completed interviews is +/- 3.5 %, nineteen times out of twenty.

The results of the survey have been weighted based on age, gender and sub-region within the City of Vaughan to match the demographic profile of residents based on 2016 census data.

REPORTING CONVENTIONS

In some questions those who were unable to provide a response (i.e., Answered “don’t know” or “no opinion” or “not enough experience”) were removed from the analysis. Therefore, the “n” reported for each of these questions will not always equal the total sample of 806.

Due to rounding, there are some cases where totals do not round to exactly 100%. In other cases, respondents were able to provide multiple responses to a survey question and for this reason the total percent exceeds 100%.

- Please note that throughout the report, significant differences with the average have been designated as follows:
 - Significantly higher 
 - Significantly lower 

NORMATIVE COMPARISONS AND ANALYSIS BY WARD

NORMATIVE COMPARISONS

Comparisons have been made between the results of the 2018 Vaughan Citizen Satisfaction Survey to Ipsos’ database of municipal normative data where possible.

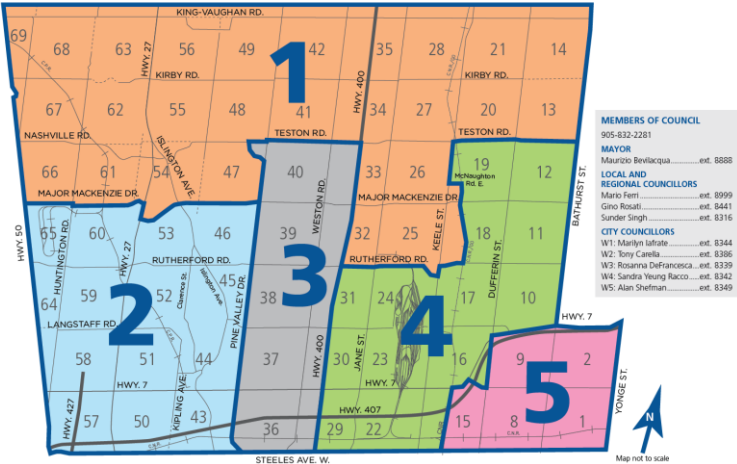
This normative database is comprised of survey findings for select questions from other municipal government from across the country.

WARD COMPARISONS

An analysis of surveys results by ward within the City of Vaughan is included throughout the report where statistically significant differences by ward exist.

Ward and Councillor Area Map

TERM: Dec. 1, 2014 to Nov. 30, 2018



EXECUTIVE SUMMARY

EXECUTIVE SUMMARY (1)

The results of the 2018 Citizen Satisfaction Survey for the City of Vaughan continue to be very positive: large majorities of residents think overall quality of life is good, think the City is welcoming, and are proud to be from the City, and majorities express satisfaction with nearly all specific services. Nonetheless, there has been some slippage in satisfaction with overall service delivery and in some specific service areas and on perceptions of accessibility to service.

- Overall quality of life scores remain high (97%), including 44% of residents who perceive it to be “very good.”
- Transportation-related issues continue to dominate the public agenda in Vaughan, but after increasing in 2016, mention of these issues have stabilized.
- Overall satisfaction with the delivery of services provided by the City among residents has declined slightly (-3 points) to 91%.
- Majorities of six in ten or more residents are satisfied with 24 out of 25 services, with the highest level of satisfaction provided for:
 - Fire services (100%)
 - Local public libraries (96%)
 - Recreation and fitness facilities (93%)
 - Garbage, recycling, organics and yard waste collection (91%)
 - Off road multi-use/nature trails (91%)
 - Recreations and fitness service programs (91%)
 - Arts and culture (90%)
 - Maintenance of parks and green space (90%)
- Residents’ level of satisfaction has improved in the areas of financial services (up 7 points) and traffic management (up 6 points) since 2016, but the latter still remains one of the lowest scoring areas. There have been declines in satisfaction in four areas: road snow removal (down 9 points), sidewalk snow removal (down 7 points), general road condition and maintenance (down 7 points), and online services (down 5 points).

EXECUTIVE SUMMARY (2)

The survey also finds that those who had contact with City staff or have accessed/ used its services/ programs express high levels of satisfaction with their experience, although there has been a small decline in perceptions with accessibility of the service. There are also high levels of likelihood to access services provided by the City online.

- Among those who had contact with City staff, almost nine in ten (86%) are satisfied with overall quality of service (unchanged from 2016).
- Among those who accessed services/ programs large majorities are satisfied with the overall quality of service delivery, accessibility of the service, and the amount of time it took to get the service. Since 2016, there has been a small decline in satisfaction with accessibility (-4 points).
- Among those who use these services and have Internet access, majorities of six in ten or more indicate that they are likely to use these services online, particularly online bill payment (60% say very likely) and online voting (61%) and much less so for business licence registration or renewal (35%).

Other positive findings are continued belief by residents that they are receiving value for tax dollars and an openness to maintaining service levels and to spending on infrastructure, even if this means increasing property taxes or user fees.

- Consistent with 2016, a large majority of residents believe they are receiving good value for their tax dollars (81%).
- There continues to be openness to taxes/ user fees to maintain existing service levels (44%), and this view remains on par with the belief that the City should not increase taxes or user fees, even if it means cuts to services (44%).
- There continues to be large majority support to spending money on infrastructure renewal and construction (79%). A smaller number of residents (54%) , but still a small majority, support increasing property taxes to pay for this infrastructure renewal.

EXECUTIVE SUMMARY (3)

With respect to communications, a sizeable proportion of residents continue to want more information from the City mainly via newsletters (mail or email), and the City's website, as well as through digital or portable roadside signage.

- Although most residents (55%) continue to be satisfied with the amount of information they receive from the City of Vaughan, a sizeable proportion of 42 percent think they receive too little information.
- Newsletters and brochures via mail, E-newsletters sent via email, the City website and digital or portable roadside signage are the most preferred modes of contact with the City of Vaughan. There have been increases in preference for E-newsletters (up 5 points), as well as for social media (up 7 points to 39%), and town hall meetings (up 5 points to 37%).
- A majority (59%) of residents use the City's website, and most found what they needed.

When it comes to use and perceptions of the City's website, a majority of residents (59%) accessed the City of Vaughan's website in the past 12-months

- Among these residents, the vast majority found the information they needed and found the content and information and the online services available useful.

A majority of residents (62%) believe that they can influence municipal decisions affecting Vaughan by participating in public engagement events.

- A significantly smaller proportion of residents feel strongly that they can influence municipal decisions compared to those who somewhat feel that they can have an influence (17%, compared to 45%).

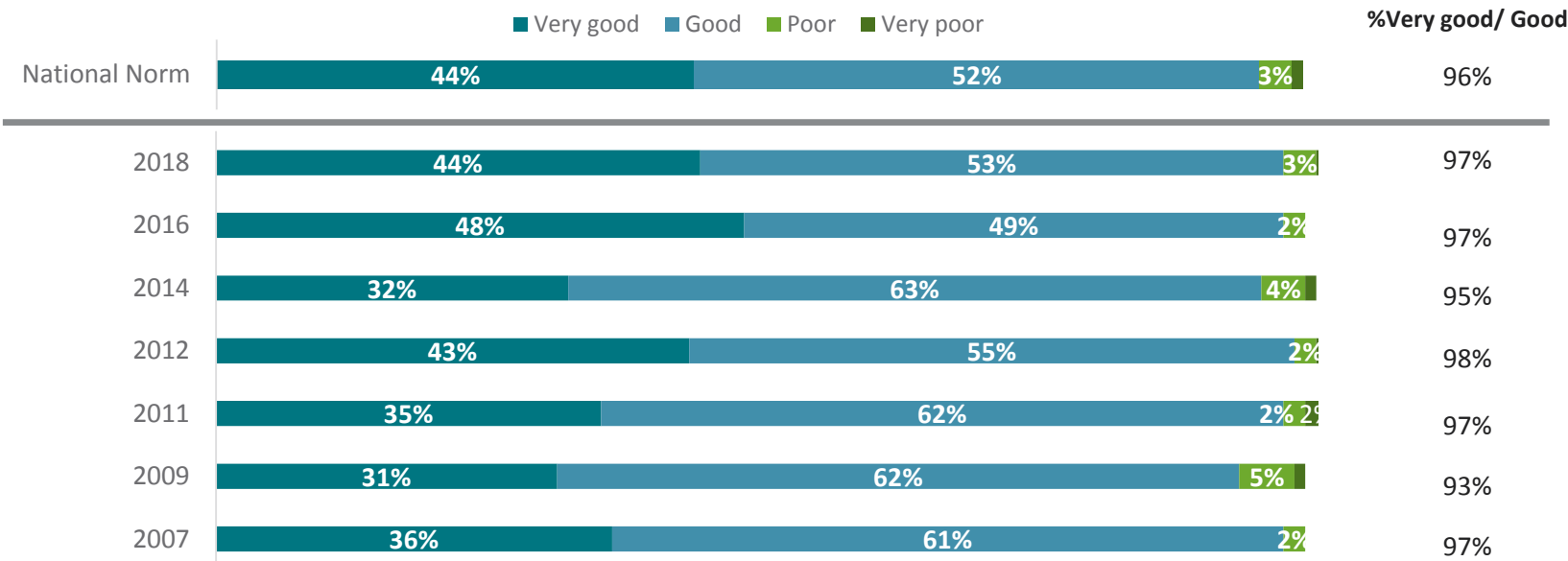
ASSESSMENT OF LIFE IN VAUGHAN

QUALITY OF LIFE

The overall quality of life is very high (97% say “very good” or “good”), and is consistent with levels recorded since 2011.

Overall quality of life is similar to the national norm (96% vs 97%, respectively).

There are few demographic differences, but men are more likely than women to think that quality of life is “very good” (48% vs. 40%, respectively). And, those residents who earn a higher annual household income are significantly more likely to provide a “very good” rating for quality of life (55% among residents earning \$160,000 or more, compared to 26% among those earning less than \$40,000).

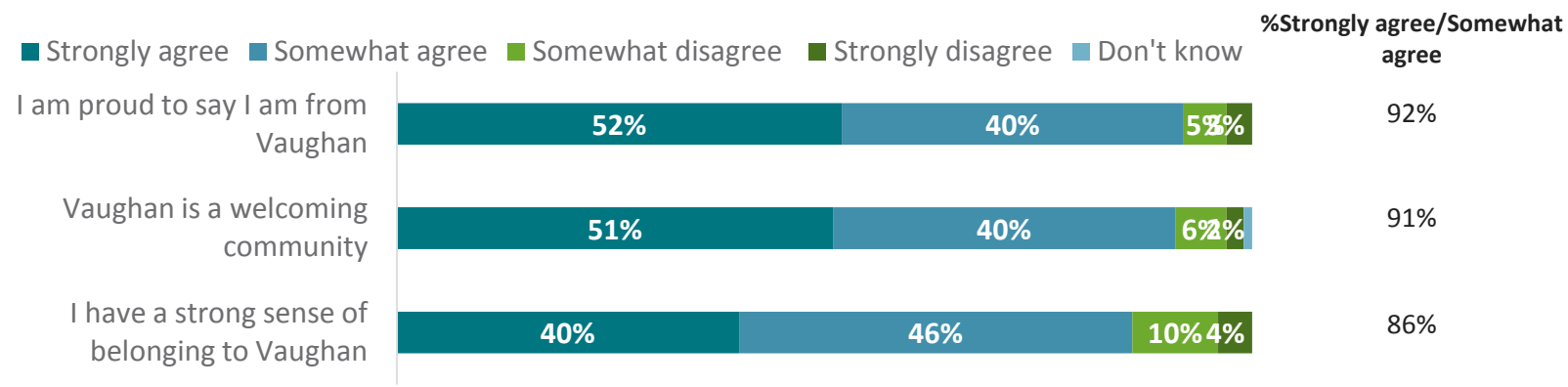


Q2. How would you rate the overall quality of life in the City of Vaughan today? Base: All respondents (excl. Dk/NA) 2018 (n=805); 2016 (n=796); 2014 (n=797); 2012 (n=498); 2011 (n=500); 2009 (n=300); 2007 (n=300)

COMMUNITY AND BELONGING

On questions related to belonging and community, residents indicate high levels of agreement. Nine in ten residents say that they are proud to be from Vaughan and that Vaughan is a welcoming community (92% and 91%). A smaller (86%), but still high, say they have a strong sense of belonging to Vaughan.



There are few demographic differences, but agreement that they have a strong sense of belonging to Vaughan is higher among older residents (75% among 18-34 year old vs. 90% among 35-54 year old and 89% among aged 55 and older). This view is also higher among those who have children under 18 living in the household than those who do not (91% vs. 83%, respectively).



MOST IMPORTANT ISSUES FACING COMMUNITY

Transportation issues remain the top-of-mind issue among Vaughan residents. Six in ten (59%) residents cite transportation as the most important issue facing their community. After a large increase in 2016, mention of transportation has stabilized. One in ten each mention taxation and municipal government spending (9%), healthcare (9%) or growth or development (8%). Since 2016, fewer mention taxation (down 4 points) or growth (down 3 points).

Transportation is the top issue across all demographic groups, but is higher among higher income earners, and older residents.

	2014	2016	2018
Transportation (NET)	50%	62%	59%
Taxation/ Municipal Government Spending (NET)	10%	13%	9% 
Healthcare (NET)	6%	11%	9%
Growth (NET)	7%	11%	8% 
Parks/ Recreation/ Culture (NET)	-	6%	5%
Education (NET)	2%	5%	4%
Municipal Government Services (NET)	4%	4%	4%
Crime (NET)	5%	4%	5%
Social (NET)	2%	3%	2%
Economy (NET)	1%	3%	1%
Environment (NET)	-	1%	2%

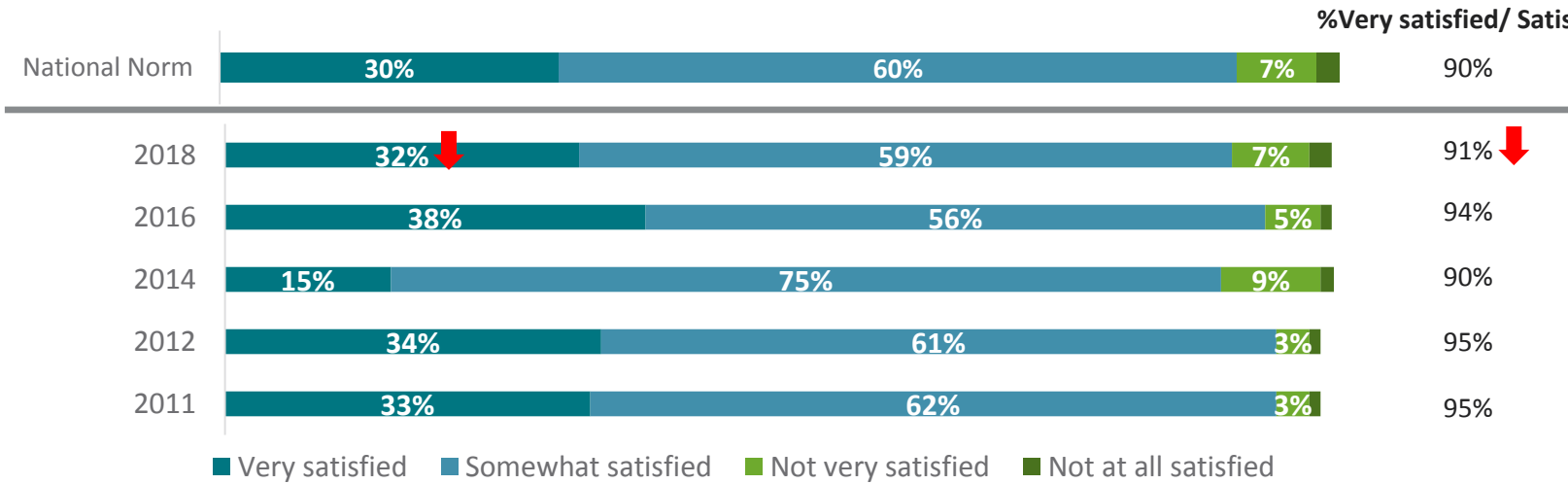
SERVICE SATISFACTION

OVERALL SATISFACTION WITH SERVICES

Satisfaction with City services remains high. Nine in ten (90%) residents are satisfied with the delivery of all the services provided by the City. After an increase in 2016, this figure is down by three points this year. Moreover, the proportion of residents who are “very satisfied” has declined by 4 points since 2016.

Overall satisfaction with services is on par with the national norm (91% vs. 91%, respectively) and the proportion of Vaughan residents who are “very satisfied” is also consistent with the national norm (30% vs. 32%).

Overall satisfaction with services does not differ significantly among demographic groups or among wards, with the exception of those residents who have resided in the City for 15 years or who perceive receiving poor value for tax dollars providing a lower satisfaction rating.



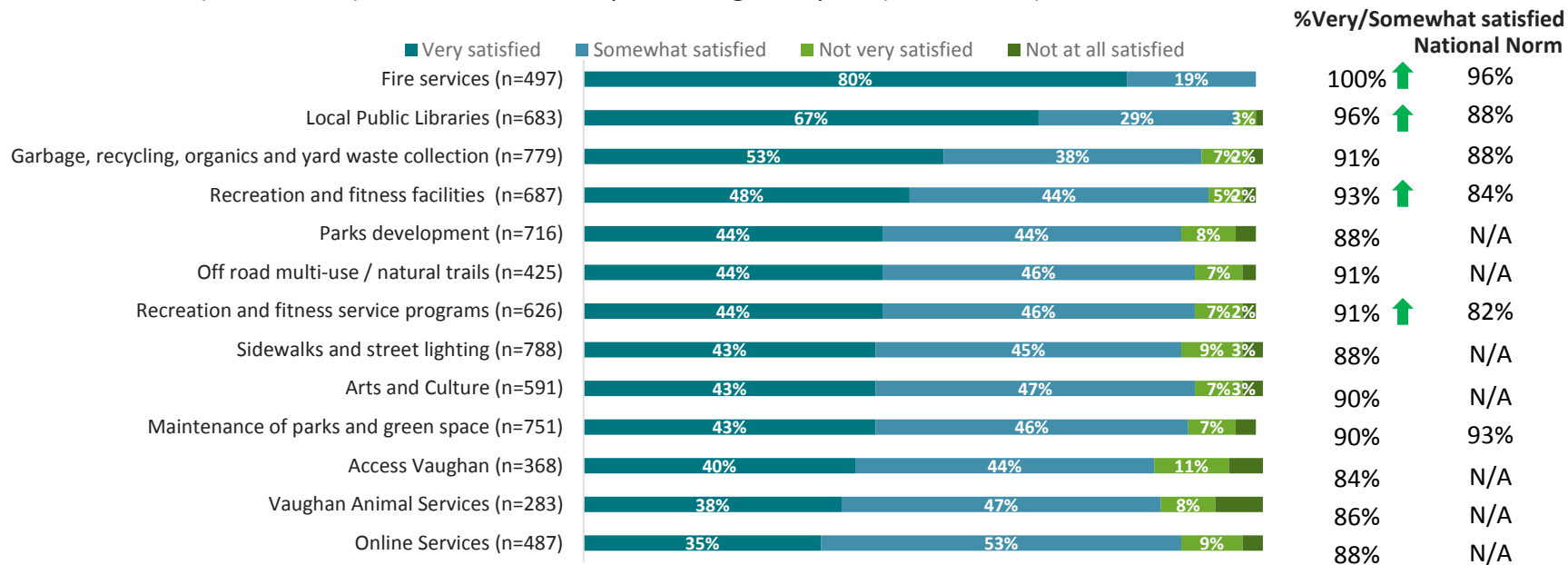
**Only values of 3% or above are labelled on the graph.*

Q3. Overall, how satisfied are you with the delivery of all the services provided by the City of Vaughan? Base: All respondents (excl.dk/na) 2018 (n=797); 2016 (n=795); 2014 (n=780); 2012 (n=498); 2011 (n=500)

SATISFACTION WITH INDIVIDUAL SERVICES (1)

Majorities of six in ten residents or more are satisfied with 24 out of 25 services provided by the City of Vaughan. Residents are most satisfied with fire services and Local Public Libraries (80% and 67%, respectively are “very satisfied”). More than half are also very satisfied with garbage, recycling, organics and yard waste collection (53%).

The City of Vaughan scores higher than the national norm on fire services (100% vs. 96%, respectively), Local Public Libraries (96% vs. 88%), recreation and fitness facilities (93% vs. 84%) and service programs (91% vs. 82%), and on par on garbage, recycling, organics and yard waste collection (91% vs. 88%) and maintenance of parks and green space (90% vs. 93%).

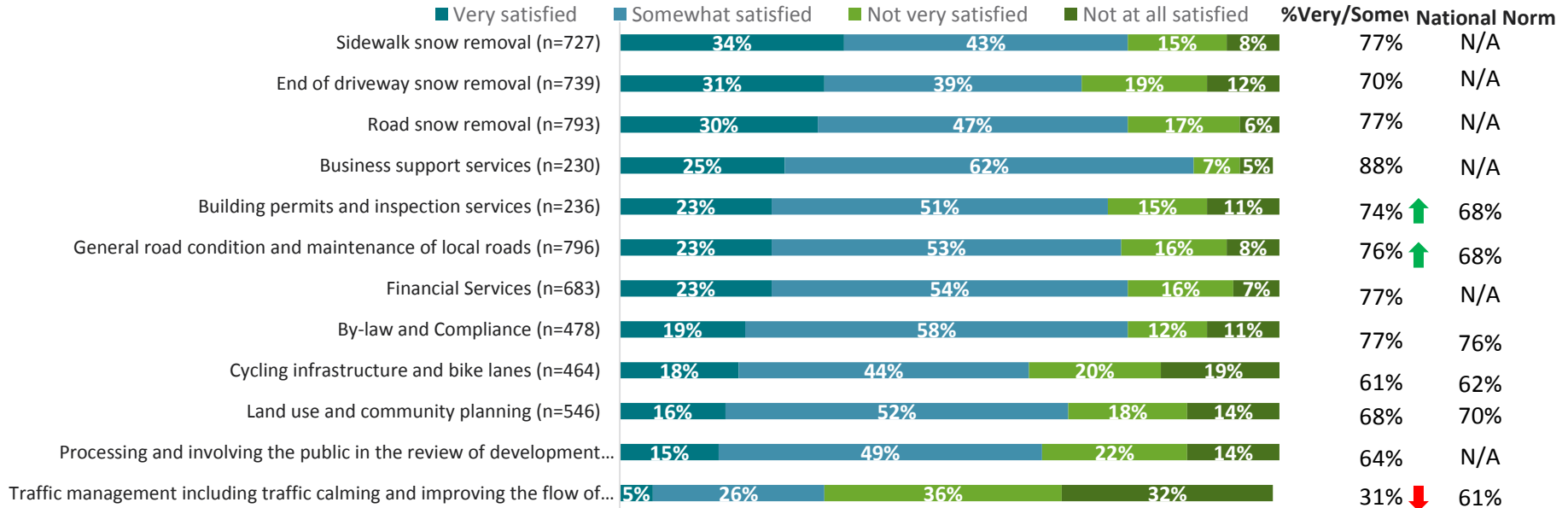


Q4. Please tell me how satisfied you are with each of the following services provided by the City of Vaughan. For each service provided please tell me if you are very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. If you don't know or have not had any experience with the service to provide a rating, please say so.
How about Base: All respondents (excl. dk/na/ not enough experience) 2018 (n=Base vary)

SATISFACTION WITH INDIVIDUAL SERVICES (2)

The lowest satisfaction level is found for traffic management, with only three in ten expressing satisfaction and only five percent being “very satisfied.”

The City of Vaughan scores higher than the national norm on building permits and inspection services (74% vs. 68%, respectively) and general road condition and maintenance or local/ neighbourhood roads (76% vs. 68%), is on par on bylaw and compliance (77% vs. 76%), cycling infrastructure and bike lanes (61% vs. 62%) and land use and community planning (68% vs. 70%), and is far lower on traffic management (31% vs. 61%).



Q4. Please tell me how satisfied you are with each of the following services provided by the City of Vaughan. For each service provided please tell me if you are very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. If you don't know or have not had any experience with the service to provide a rating, please say so.
How about Base: All respondents (excl. dk/na/ not enough experience) 2018 (n=Base vary)

SATISFACTION WITH INDIVIDUAL SERVICES (TRACKING) (1)

Since 2016, there have been increases in two areas - financial services and traffic flow and community planning (It should be noted that the change in the latter may be affected by a change in wording in the current survey.).

	2009	2011	2012	2014	2016	2018	2016-2018 Performance Gap
Financial services	-	-	-	-	70%	77%	7% ↑
Traffic management including traffic calming and improving the flow of traffic*	-	-	-	-	25%	31%	6% ↑
Sidewalks and street lighting	72%	82%	87%	86%	86%	88%	2%
Land use and community planning	-	72%	74%	70%	67%	68%	1%
Fire services	89%	90%	99%	99%	99%	100%	1%
Recreation and fitness service programs	-	86%	88%	92%	91%	91%	0%
Maintenance of parks and green spaces	-	88%	86%	90%	90%	90%	0%
Garbage, recycling, organics and yard waste collection	80%	88%	91%	88%	91%	91%	0%
Processing and involving the public in the review of development apps	-	-	-	-	65%	64%	-1%
Cycling infrastructure and bike lanes	-	-	-	-	62%	61%	-1%
Parks development	-	-	-	-	89%	88%	-1%

**Prior to 2018: Traffic flow and congestion

- Q4. Please tell me how satisfied you are with each of the following services provided by the City of Vaughan. For each service provided please tell me if you are very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. If you don't know or have not had any experience with the service to provide a rating, please say so.
- How about Base: All respondents (excl. dk/na/ not enough experience) 2018 (n=Base vary)

SATISFACTION WITH INDIVIDUAL SERVICES (TRACKING) (2)

Satisfaction is down in four service areas. The biggest drop is seen for road snow removal which hit a historic low in terms of satisfaction, followed by sidewalk snow removal, general road condition and maintenance and online services.

	2009	2011	2012	2014	2016	2018	2016-2018 Performance Gap
Off road multi-use/natural trails	-	-	-	-	92%	91%	-1%
Local Public Libraries	-	86%	92%	94%	97%	96%	-1%
End of driveway snow removal	-	74%	83%	76%	72%	70%	-2%
Arts and culture	-	75%	78%	90%	92%	90%	-2%
Building permits and inspection services	-	-	-	-	77%	74%	-3%
Bylaw and Compliance	-	76%	82%	81%	80%	77%	-3%
Business support services	-	79%	86%	86%	91%	88%	-3%
Access Vaughan	-	-	-	-	88%	84%	-4%
Online services	-	-	-	-	93%	88%	-5% ↓
General road condition and maintenance	-	-	-	-	83%	76%	-7% ↓
Sidewalk snow removal	-	79%	87%	77%	84%	77%	-7% ↓
Road snow removal	-	86%	91%	84%	86%	77%	-9% ↓

Q4. Please tell me how satisfied you are with each of the following services provided by the City of Vaughan. For each service provided please tell me if you are very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. If you don't know or have not had any experience with the service to provide a rating, please say so.
How about Base: All respondents (excl. dk/na/ not enough experience) 2018 (n=Base vary)

SATISFACTION WITH INDIVIDUAL SERVICES BY WARD

Satisfaction with Vaughan services differs in some cases across the Wards. When it comes to recreation and fitness facilities, residents in Ward 5, home to the Garnet A. Williams Fitness Centre, are more likely to be satisfied compared to those in Wards 1, 3 and 4.

Satisfaction with parks development, including quantity and quality of playgrounds, sports fields and trails among residents of Ward 5, which includes parks such as York Hill District Park, Pierre Elliott Trudeau Park, and the Downham Green Park, are more likely to be satisfied with the service compared to those in Wards 1, 2, and 3.

		W A R D				
TOP2BOX (Very/ Somewhat Satisfied)	Total	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Fire services	100%	100%	100%	100%	100%	99%
Local Public Libraries	96%	97%	95%	93%	100%	96%
Recreation and fitness facilities (including community centres, arenas and pools)	93%	90%	95%	90%	84%	96%
Garbage, recycling, organics and yard waste collection	91%	92%	94%	89%	93%	89%
Recreation and fitness service programs	91%	93%	92%	89%	84%	89%
Off road multi-use / natural trails e.g. Humber River Trail, Bartley Smith Trail	91%	86%	94%	93%	94%	92%
Maintenance of parks and green space	90%	87%	88%	89%	90%	93%
Arts and Culture (e.g. Canada Day Event, Concerts in the Parks)	90%	91%	91%	84%	83%	93%
Sidewalks and street lighting	88%	89%	88%	86%	87%	88%
Parks development, including quantity and quality of playgrounds, sports fields and trails	88%	86%	86%	85%	85%	94%
Business support services	88%	89%	89%	79%	80%	94%
Online Services	88%	85%	91%	84%	96%	90%
Vaughan Animal Services	86%	91%	89%	84%	92%	79%

Significantly Higher

Minimum Base: 30 (**), Small Base: 100 (*)

Q4. Please tell me how satisfied you are with each of the following services provided by the City of Vaughan. For each service provided please tell me if you are very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. If you don't know or have not had any experience with the service to provide a rating, please say so.
How about Base: All respondents (excl. dk/na/ not enough experience) 2016 (Bases vary); 2018 (n= Bases vary)

SATISFACTION WITH INDIVIDUAL SERVICES BY WARD

The least satisfied residents with respect to traffic management reside in Ward 1, located in the northern most region of Vaughan, with only 22% of residents indicating that they are satisfied. Higher levels of satisfaction on this service are found in Wards 2, 4, and 5.

On financial services, satisfaction is higher in Wards 3 and 5 especially compared to Ward 2.

		W A R D				
TOP2BOX (Very/ Somewhat Satisfied)	Total	1	2	3	4	5
Access Vaughan, the call centre for Vaughan residents to call for questions about City services	84%	82%	87%	85%	72%	85%
Road snow removal	77%	77%	72%	80%	79%	76%
Sidewalk snow removal	77%	72%	81%	82%	84%	77%
By-law and Compliance	77%	78%	85%	75%	77%	74%
Financial Services, such as property tax bill, bill payments, and city accounting	77%	74%	66%	82%	82%	82%
General road condition and maintenance of local/neighbourhood roads	76%	77%	80%	76%	81%	71%
Building permits and inspection services	74%	69%	79%	74%	92%	75%
End of driveway snow removal	70%	65%	69%	73%	71%	73%
Land use and community planning	68%	68%	75%	58%	85%	69%
Processing and involving the public in the review of development applications	64%	64%	72%	61%	80%	60%
Cycling infrastructure and bike lanes	61%	58%	67%	62%	80%	59%
Traffic management including traffic calming and improving the flow of traffic	31%	22%	38%	31%	48%	35%



Significantly Higher

Minimum Base: 30 (**), Small Base: 100 (*)

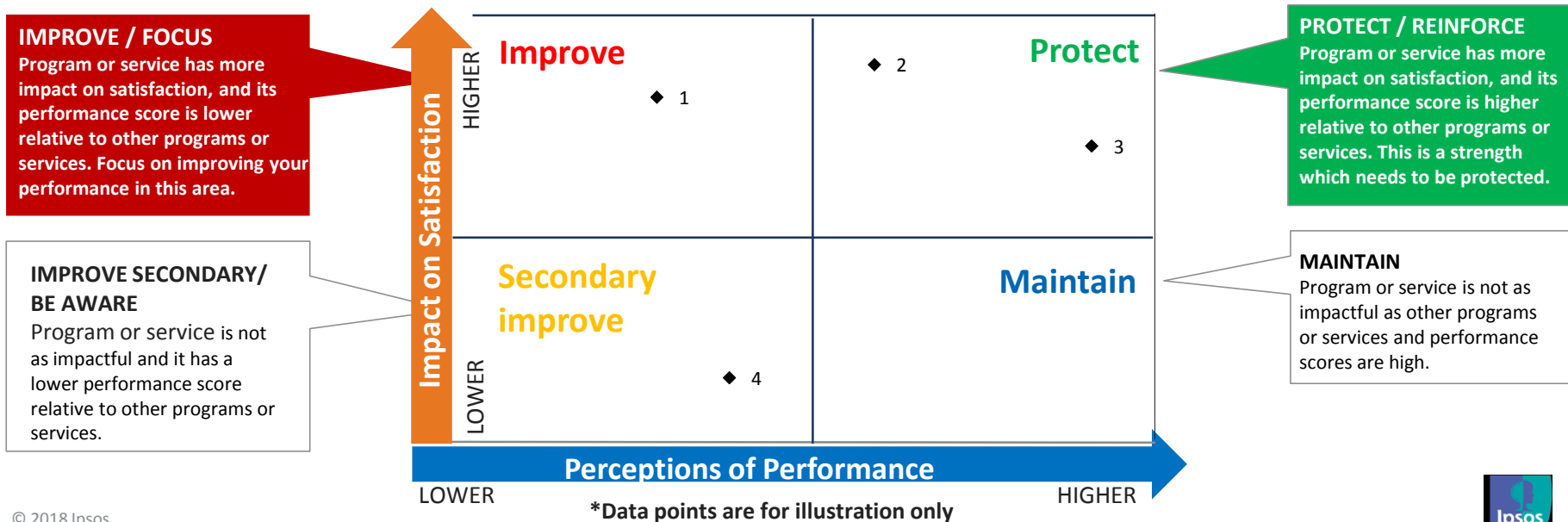
Q4. Please tell me how satisfied you are with each of the following services provided by the City of Vaughan. For each service provided please tell me if you are very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. If you don't know or have not had any experience with the service to provide a rating, please say so.

How about Base: All respondents (excl. dk/na/ not enough experience) 2016 (Bases vary); 2018 (n= Bases vary)

GAP ANALYSIS

UNDERSTANDING THE PRIORITIES

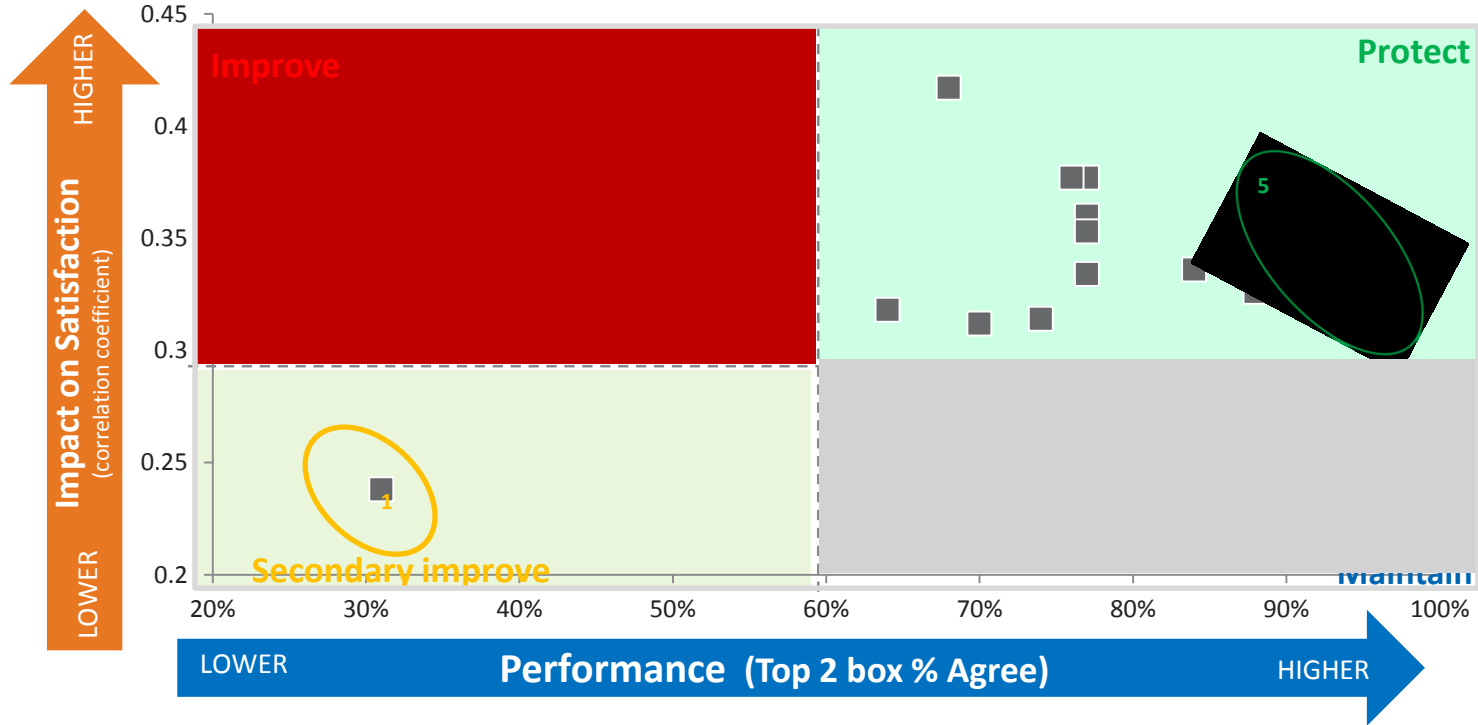
A priority matrix allows for decision makers to identify priorities for improvement by comparing how well residents feel the City of Vaughan is performing with how much impact that area has on residents' overall satisfaction. It helps to answer the question 'what can we do to improve satisfaction. Each driver or component will fall into one of the quadrants explained below, depending on its impact on overall satisfaction and its performance score (provided by survey respondents).



GAP ANALYSIS



Primary Areas for Improvement
Secondary Areas for Improvement
Primary Areas for Protection
Primary Areas for Maintenance



	Protect
1	Recreation and fitness facilities
2	Garbage, recycling, organics and yard waste collection
3	Recreation and fitness service programs
4	Maintenance of parks and green space
5	Business support services

	Secondary Improvement
1	Traffic management including traffic calming and improving the flow of traffic

RESULTS OF THE GAP ANALYSIS

AREAS FOR PROTECTION ARE:

- Recreation and fitness facilities
- Garbage, recycling, organics and yard waste collection
- Recreation and fitness service programs
- Maintenance of parks and green space
- Business support services
- These are areas of strength for the City of Vaughan, as these services are of high importance and high satisfaction levels. The City should continue to maintain and protect these areas as they correlate highly with overall satisfaction with service delivery among residents. The performance scores for these service lines have seen little movement compared to 2016.

PRIMARY AREAS FOR IMPROVEMENT ARE:

- Although there are no specific primary areas for improvement identified through the Gap Analysis for the City of Vaughan due to the overall high levels of satisfaction with the delivery of City provided services, the City should continue to focus on providing high quality programs and services to residents in all areas, while continuing to focus on transportation-related issues.

SECONDARY AREAS FOR IMPROVEMENT ARE:

- Traffic management
- Although traffic management is a topic that has less of an impact on overall satisfaction, it continues to rank among the lowest areas of satisfaction among residents. Residents provide a higher rating of satisfaction with traffic management policies and procedures since 2016 and the City should continue to focus on this topic moving forward.

INTERACTION WITH THE CITY

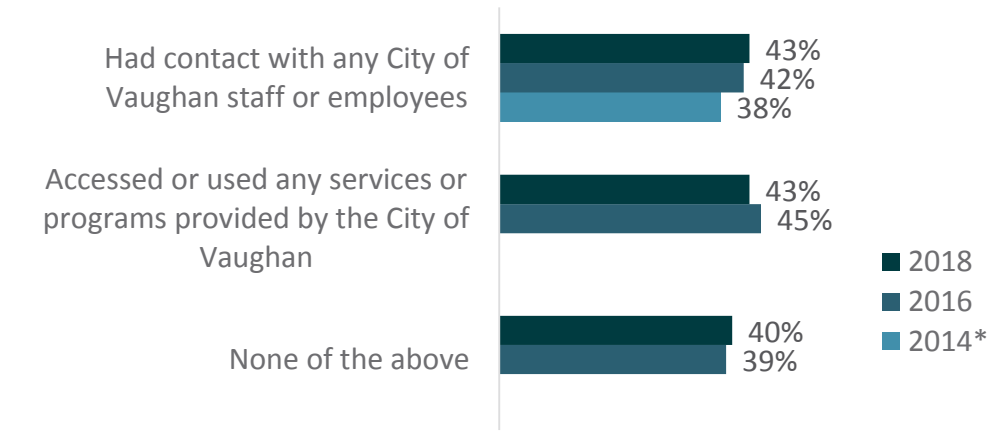
CONTACT WITH CITY IN PAST 12 MONTHS

Similar to 2016, four in ten (43%) residents indicate that they had contact with City of Vaughan staff or employees. The same proportion (43%) say they accessed or used any services or programs provided by the City of Vaughan. Four in ten (40%) residents did not have contact with city staff or services.

The proportion of residents who say they have had contact with City staff is lower than the national norm (43% vs. 52%, respectively).

Contact with City staff is higher among those between the ages of 35 and 54 than among those aged 18-34 and those aged 55 and older (53% vs. 34% and 38%). Also, those who have children under 18 in the household are more likely than those who do not to be more likely to have both had contact with City staff (50% vs. 39% and have accessed or used any programs or services provided by the City (53% vs. 39%) in the past 12 months.

National Norm: 52%



Contact with City of Vaughan	Age		
	18-34	35-54	55+
Had contact with any staff or employee	34%	53%	38%
Accessed or used any services or programs	49%	49%	32%
None	37%	35%	48%

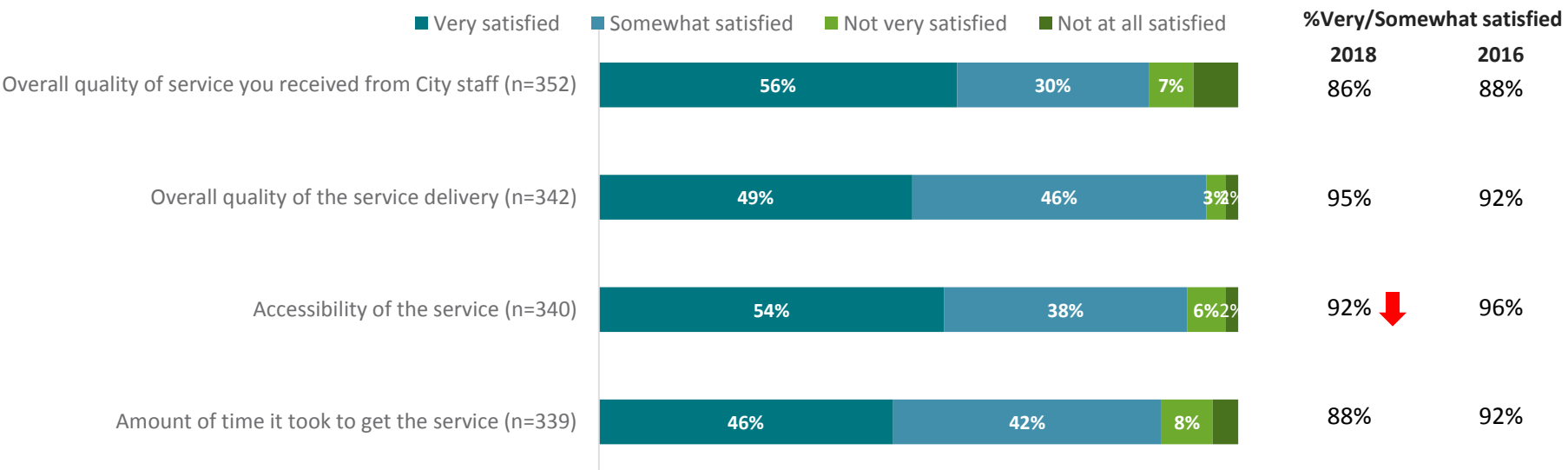
Q6. In the past 12 months, have you...? Base: All respondents 2018 (n=806); 2016 (n=800); 2014 (n=800)

SATISFACTION WITH SERVICE DELIVERY

Among those who accessed or used services or programs provided by the City, large majorities of more than nine in ten express satisfaction with their most recent experience with the City. Residents continue to be most satisfied with accessibility of the service (54%), followed by overall quality of the service delivery (49%) and amount of time it took to get the service (46%).

Since 2016, fewer residents are satisfied with accessibility of the service (down 4 points).

Among those who contacted City staff or employees, almost nine in ten express satisfaction with their most recent experience, including 56 percent who are “very satisfied.”



Q10. Based on this most recent experience with the City, how satisfied were you with the [insert statement]? Base: Respondents who had contact with City of Vaughan staff or employees in the past 12 months (excl. dk/na) 2018 (Base varies); 2016 (Base varies)

Q10. Based on this most recent experience with the City, how satisfied were you with the [insert statement]? Base: Respondents who accessed services or programs provided by the City of Vaughan in the past 12 months (excl. dk/na) 2018 (Base varies); 2016 (Base varies)

SATISFACTION WITH SERVICE DELIVERY BY WARD

Across all wards, those residents who accessed services or programs express high levels of satisfaction. Residents of Ward 5 are more likely than those in Wards 1, 2 and 3 to be satisfied with the accessibility of the service.

Among those who had contact with City staff or employees, there are some differences by Ward in perceptions of overall quality of service they received from staff. Residents in Wards 1 and 5 are more likely than those in Ward 2 to be satisfied.

		W A R D				
TOP2BOX (Very / Somewhat Satisfied)	Total	1	2	3	4	5
Overall quality of service you received from City staff	86%	90%	76%	81%	61%	90%
Overall quality of the service delivery for the program or service that you accessed	95%	96%	90%	95%	85%	96%
Accessibility of the service	92%	91%	83%	91%	90%	98%
Amount of time it took to get the service	89%	91%	83%	88%	95%	89%



Significantly Higher

Minimum Base: 30 (**), Small Base: 100 (*)

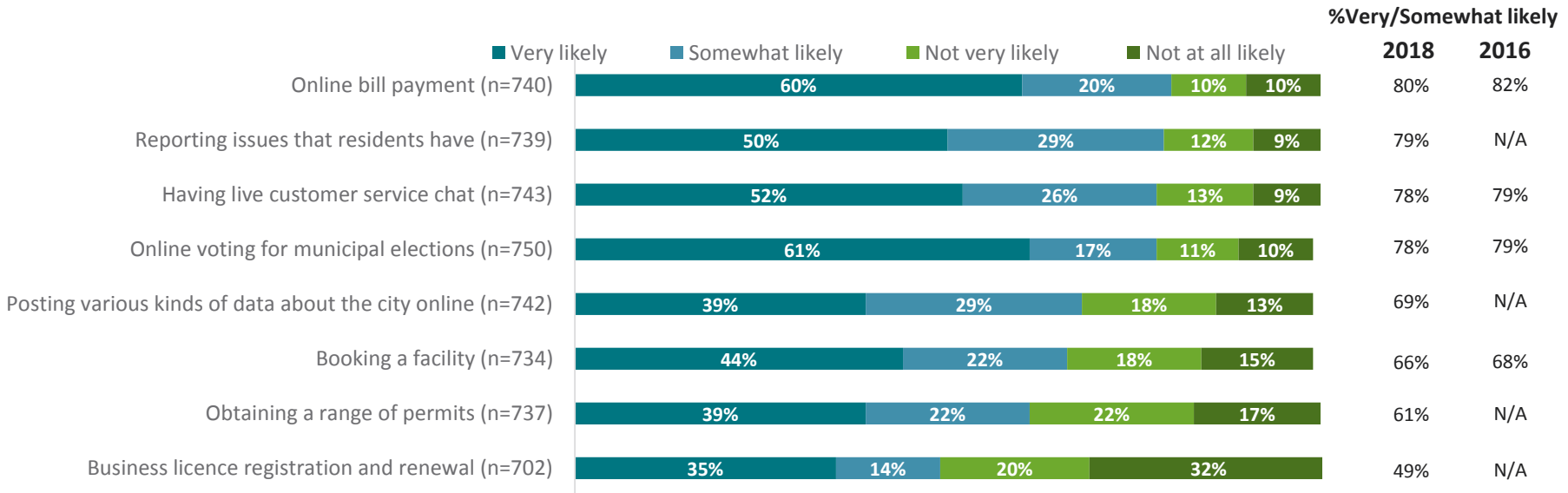
Q10. Based on this most recent experience with the City, how satisfied were you with the [insert statement]? Base: Respondents who had contact with City of Vaughan staff or employees in the past 12 months (excl. dk/na) 2018 (Base varies); 2016 (Base varies)

LIKELIHOOD TO USE ONLINE SERVICES

Residents were informed that the City of Vaughan is considering expanding how it delivers services online and asked the likelihood of using specific services online.

Among those who have Internet access, majorities of six in ten or more indicate that they are likely to use nearly all these services online. Residents are most likely to say they would use online bill payment (60% say very likely) and online voting (61%) and least likely to register or renew a business licence (35%), with 32 percent indicating they are “not at all likely” to use this online service.

Those between the ages of 18 and 54 are more likely than those aged 55 and older to be “very likely” to use most of these services.



Q11. The City of Vaughan is considering expanding how it delivers services online. Thinking about this, how likely would you be to use the following online services? If you do not have Internet access on a regular basis, please say so. Base: All respondents (excl. dk/na and those with no Internet access); 2018 (Bases vary)

LIKELIHOOD TO USE ONLINE SERVICES BY WARD

Residents of Ward 2 are significantly more likely than those in Wards 3 and 4 to use online bill payment (87% vs. 76% and 72%, respectively).

As well, residents of Ward 2 are significantly more likely than residents of Ward 5 to use posting of various kinds of data about the city online (75% vs. 63%), booking a facility online (75% vs. 60%), and registering and renewing a business licence (58% vs. 45%).

		W A R D				
TOP2BOX (Very / Somewhat Likely)	Total	1	2	3	4	5
Online bill payment, for taxes, water bills, and so on	80%	80%	87%	76%	72%	79%
Reporting issues that residents have and tracking the resolution of these issues	79%	79%	82%	76%	77%	79%
Having live customer service chat to help residents answer any questions online quickly	78%	77%	80%	77%	84%	79%
Online voting for municipal elections	78%	78%	79%	80%	84%	77%
Posting various kinds of data about the city online, including financial data about the city, land use data, and so on	69%	71%	75%	71%	71%	63%
Booking a facility, such as in a community centre, meeting room, and so on	66%	69%	75%	67%	58%	60%
Obtaining a range of permits, including fireworks display permits, building permits, and so on	61%	63%	64%	61%	58%	58%
Business licence registration and renewal	49%	50%	58%	47%	41%	45%



Significantly Higher

Minimum Base: 30 (**), Small Base: 100 (*)

Q11. The City of Vaughan is considering expanding how it delivers services online. Thinking about this, how likely would you be to use the following online services? If you do not have Internet access on a regular basis, please say so. Base: All respondents (excl. dk/na and those with no Internet access) 2018 (n= Bases vary); 2016 (Bases vary)

LIKELIHOOD TO USE ONLINE SERVICES – BY AGE

Residents between the age of 18-34 and 35-54 are more likely to say they would use the following online services compared to residents aged 55+ with the exception of having live customer service chat, and posting various kinds of data about the city. A similar trend follows for high income earners, as they are more likely to use the mentioned services compared to lower income earners.

Very likely to use online services	Age			Income				
	18-34	35-54	55+	Less than 40,000	40,000 to less than 80,000	80,000 to less than 120,000	120,000 to less than 160,000	160,000+
Online bill payment	62%	66%	52%	45%	53%	57%	72%	64%
Reporting issues that residents have and tracking the resolution of these issues	53%	55%	41%	36%	39%	44%	57%	61%
Having live customer service chat	51%	56%	48%	36%	48%	52%	53%	56%
Online voting	65%	69%	49%	39%	45%	58%	66%	75%
Posting various kinds of data about the city online, including financial data about the city, land use data, and so on	35%	43%	38%	31%	34%	34%	50%	53%
Booking a facility	52%	50%	31%	31%	33%	43%	57%	55%
Obtaining a range of permits, including fireworks display permits, building permits, and so on	45%	44%	26%	32%	26%	36%	43%	53%
Business licence registration and renewal	36%	41%	26%	18%	29%	33%	39%	40%

 Significantly Higher

Minimum Base: 30 (**), Small Base: 100 (*)

Q11. The City of Vaughan is considering expanding how it delivers services online. Thinking about this, how likely would you be to use the following online services? If you do not have Internet access on a regular basis, please say so. Base: All respondents (excl. dk/na and those with no Internet access) 2018 (Bases vary)

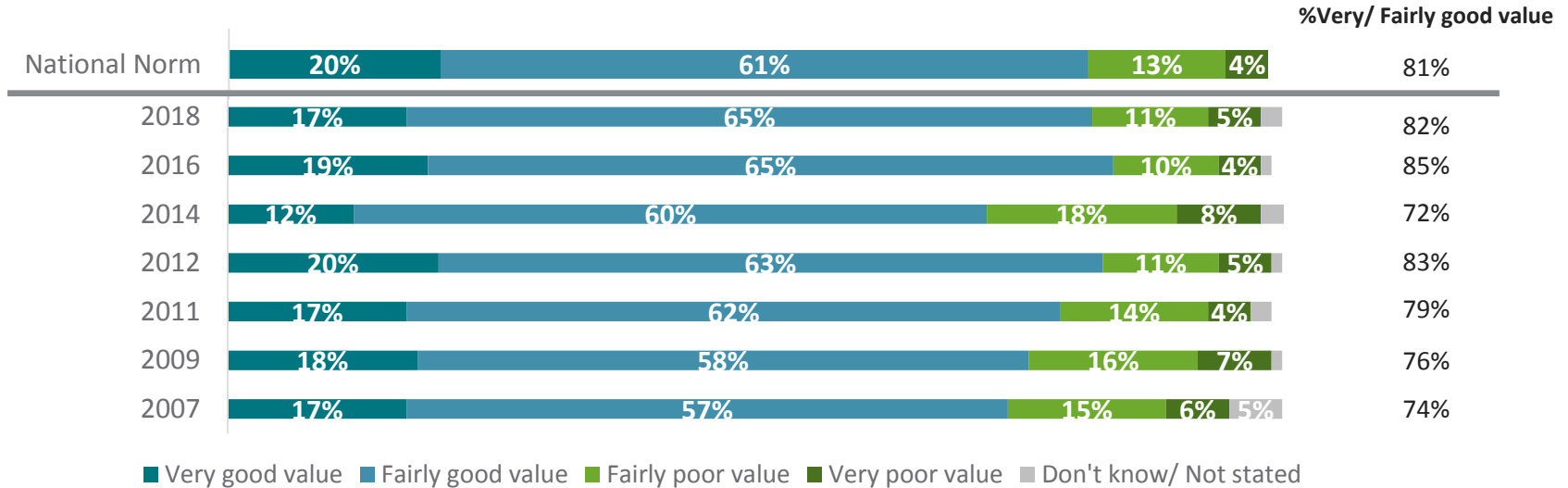
TAXES AND SERVICE COSTS

VALUE FOR TAX DOLLARS

Eight in ten (82%) residents believe they are getting good value for their tax dollar. This figure is unchanged compared to 2016.

The perception of good value for tax dollars is on par with the national norm (82% vs. 81%, respectively).

There is little significant difference across demographic subgroups, but those aged 55 and older are more likely than younger residents to think they get “very good value” for their tax dollars (23% among those aged 55 and older vs. 12% among those aged 18-34 and 15% among those aged 35 to 54, respectively).



**Only values of 4% or above are labelled on the graph.*

Q12. Thinking about all of the programs and services you receive from The City of Vaughan, would you say that overall you get good value or poor value from your tax dollars? Is that ... Base: All respondents 2018 (n=806) 2016 (n=800); 2014 (n=800); 2012 (n=500); 2011 (n=500); 2009 (n=300); 2007 (n=300)

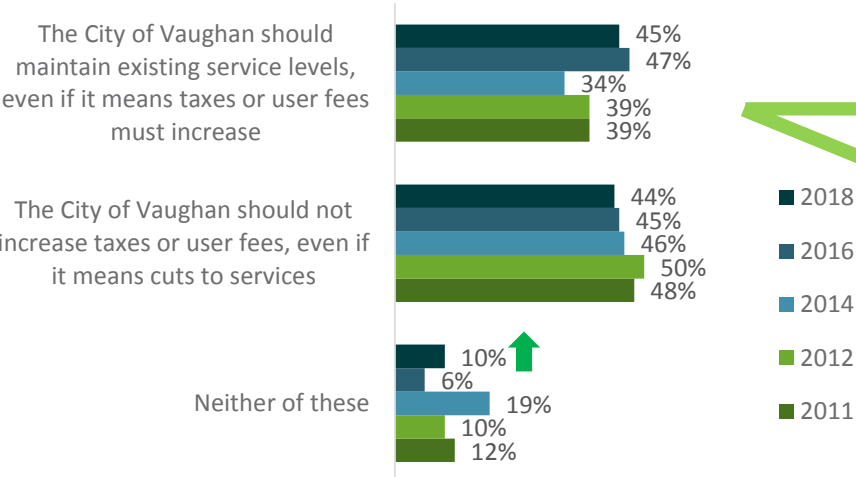
BALANCE OF TAXATION AND SERVICES

Residents were informed that Vaughan City Council has committed to a maximum tax rate increase of not more than three percent per year and presented with two options regarding taxation and services.

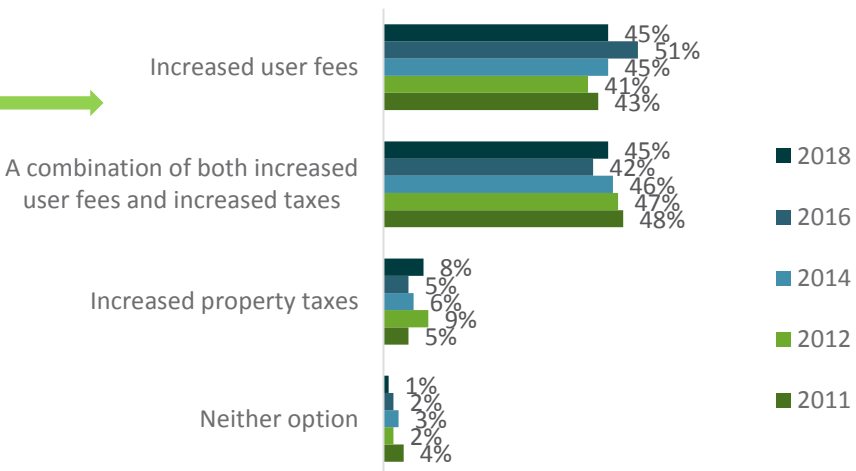
Similar to 2016, residents are divided on the issue – 45% say the City of Vaughan should maintain existing service levels, even if it means taxes or user fees must increase, while 44% say the City of Vaughan should not increase taxes or user fees, even if it means cuts to services. However, there has been a four-point increase in the proportion of residents who choose neither of these options (10%).

Of those who believe the City should maintain current service levels, opinion remains divided as to how to pay for the cost increases: 45% favour increased user fees, and the same proportion (45%) prefer a combination of both increased user fees and increased taxes. Similar to past waves, few (8%) opt for increased property taxes.

Perceptions around taxation and services



Preferred action to maintain service levels



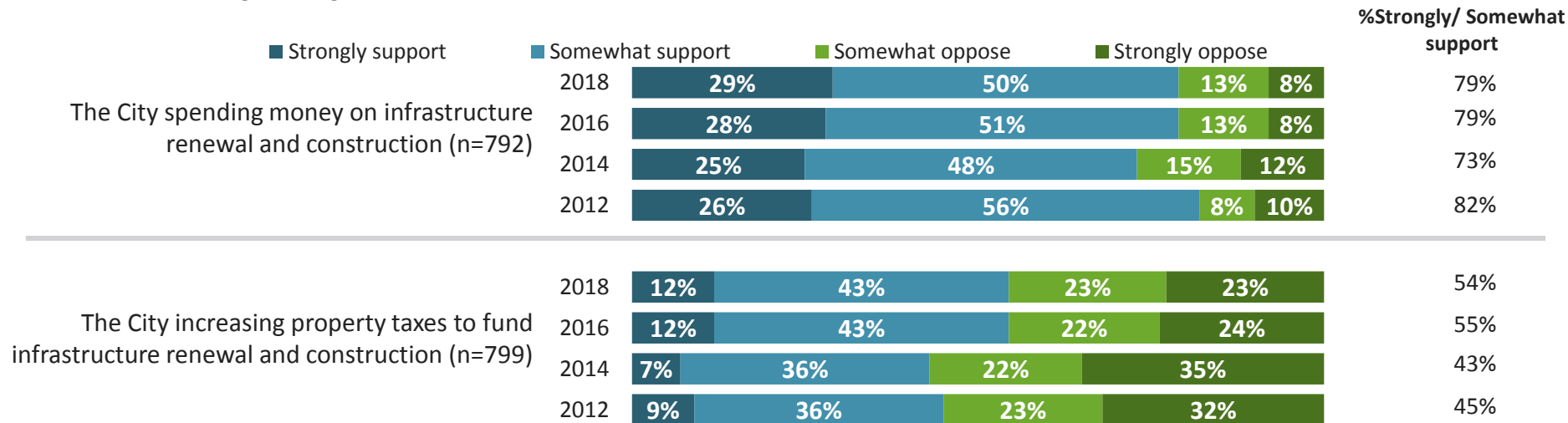
Q13. As you may know, Vaughan City Council has committed to a maximum tax rate increase of not more than three per cent per year. Which of the following comes closest to your own point of view? Base: All respondents 2018 (n=806); 2016 (n=800); 2014 (n=800); 2012 (n=500); 2011 (n=500)
Q14. If maintaining service levels meant an increased cost to provide these services, which of the following options would you most prefer? Base: Those who said the City of Vaughan should maintain existing service levels even if it means taxes or user fees must increase 2018 (n=365); 2016 (n=375); 2014 (n=275); 2012 (n=194); 2011 (n=194)

SPENDING ON INFRASTRUCTURE RENEWAL

After significant increases in 2016, perceptions on spending on infrastructure renewal have stabilized. A large majority of eight in ten (79%) residents strongly (29%) or somewhat (50%) support the City spending money on infrastructure renewal and construction.

There continues to be less support for the City increasing property taxes to fund infrastructure renewal and construction, with just over half (54%) of residents saying they would strongly (12%) or somewhat (43%) support these actions – those residents that are strongly opposed to this are double those residents who would strongly support this.

Residents aged 18-34 are more likely than older residents to support both the City spending money on infrastructure renewal and construction (88% vs. 74% among those aged 35-54 and 79% among those 55+), and the City increasing property taxes to fund these actions (61% vs. 49% among those aged 35-54 and 56% among those aged 55+).



Q15. Property taxes in the City of Vaughan in part allow the City to spend money to renew infrastructure. By infrastructure we mean assets like roads, bridges, storm sewers, parks, recreation Centres, arenas, libraries and other City facilities. In the future the City may need additional funds to maintain City assets. Do you strongly support, somewhat support, somewhat oppose or strongly oppose the following... Base: All respondents (excl. dk/na) 2018 (Varies Bases); 2016 (Varied bases); 2014 (Varied bases); 2012 (Varied bases)

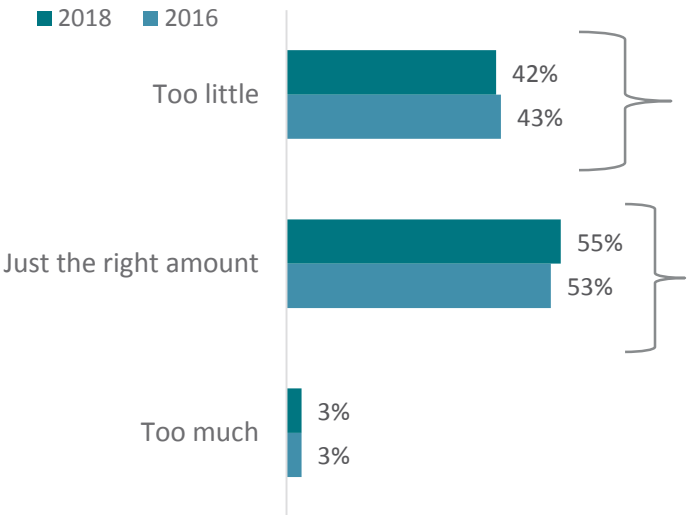
COMMUNICATIONS

PERCEIVED AMOUNT OF INFORMATION RECEIVED FROM THE CITY OF VAUGHAN

Most residents (55%) believe they are receiving just the right amount of information about the City of Vaughan. A sizeable proportion of 42% say they are receiving too little, while very few (3%) residents say they are receiving too much information. These findings are on par with 2016.

Men are more likely than women to believe they receive too little information (47% vs. 36%, respectively), while women are more likely than men to report receiving just the right amount (60% vs. 49%). Generationally, younger residents aged 18-34 are more likely than their older counterparts to think they receive too little information (51% among 18-34 year old vs. 39% among 35-54 year old and 37% among aged 55 and older), while those age 35 and older are more likely than their younger counterparts to say they are receiving just the right amount (59% among 55 and older and 57% among aged 35-54 vs. 45% among 18-34 year old).

Residents residing in Wards 1 and 4 are more likely to believe they are receiving too little information, while those in Wards 2, 3 and 5 are more likely to say they are receiving just the right amount.



Gender		Age			Ward				
Male	Female	18-34	35-54	55+	1	2	3	4	5
47%	36%	51%	39%	37%	53%	34%	42%	49%	33%

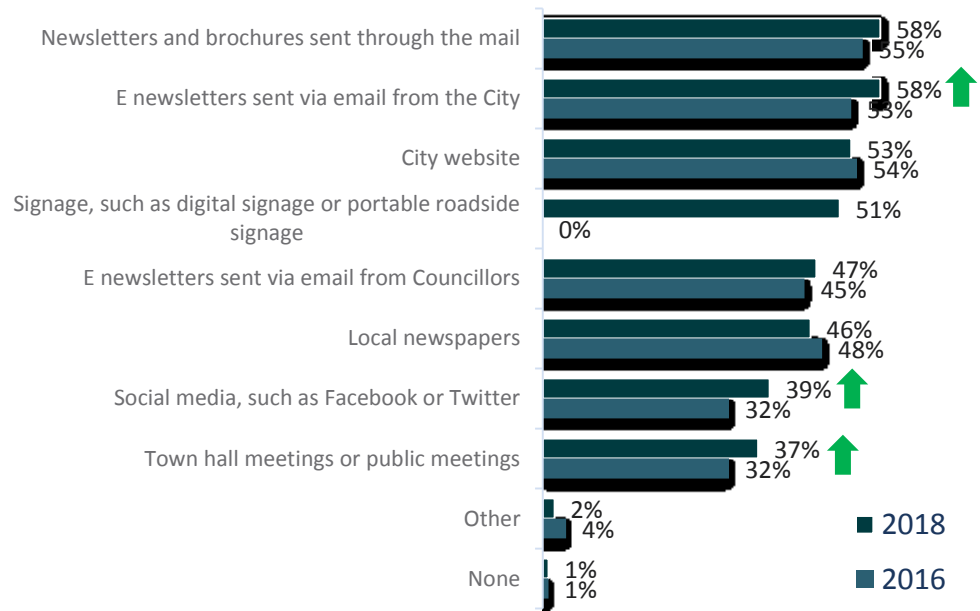
Gender		Age			Ward				
Male	Female	18-34	35-54	55+	1	2	3	4	5
49%	60%	45%	57%	59%	44%	61%	55%	48%	62%

Q16. In your opinion, do you currently receive (READ LIST) information from the City of Vaughan? Base: All respondents 2018 (n=806); 2016 (n=800)

PREFERRED METHODS OF CONTACT WITH THE CITY OF VAUGHAN

Newsletters and brochures sent through the mail (58%) and E newsletters sent via email from the City (58%), followed by the City website (53%), and signage (5%) are the most preferred methods of contact with the City of Vaughan, and preference for e-newsletters is up five points from 2016. Growing proportions also cite social media, such as Facebook or Twitter (39%, up 7 points), and town hall or public meetings (37%, up 5 points).

Residents aged 35 to 54 tend to prefer most of these methods of contact (with the exception of local newspapers and town hall meetings), while those aged 18 to 34 show a preference for the City website and social media, and those 55 and older preferring newsletters and brochures sent through the mail and town hall meetings.



Methods of Contact	Age		
	18-34	35-54	55+
Newsletters and brochures sent through the mail	46%	57%	67%
E newsletters sent via email from the City	51%	67%	53%
City website	56%	61%	42%
Signage, such as digital signage or portable roadside signage	45%	59%	48%
E newsletters sent via email from Councillors	40%	57%	42%
Local newspapers	42%	45%	49%
Social media, such as Facebook or Twitter	64%	42%	18%
Town hall meetings or public meetings	29%	38%	41%
Other	4%	2%	1%
None	4%	-	-

Significantly Higher
Minimum Base: 30 (**), Small Base: 100 (*)

Q17. What are your preferred methods for City of Vaughan communicating with you? Base: All respondents 2018 (n=806); 2016 (n=800)

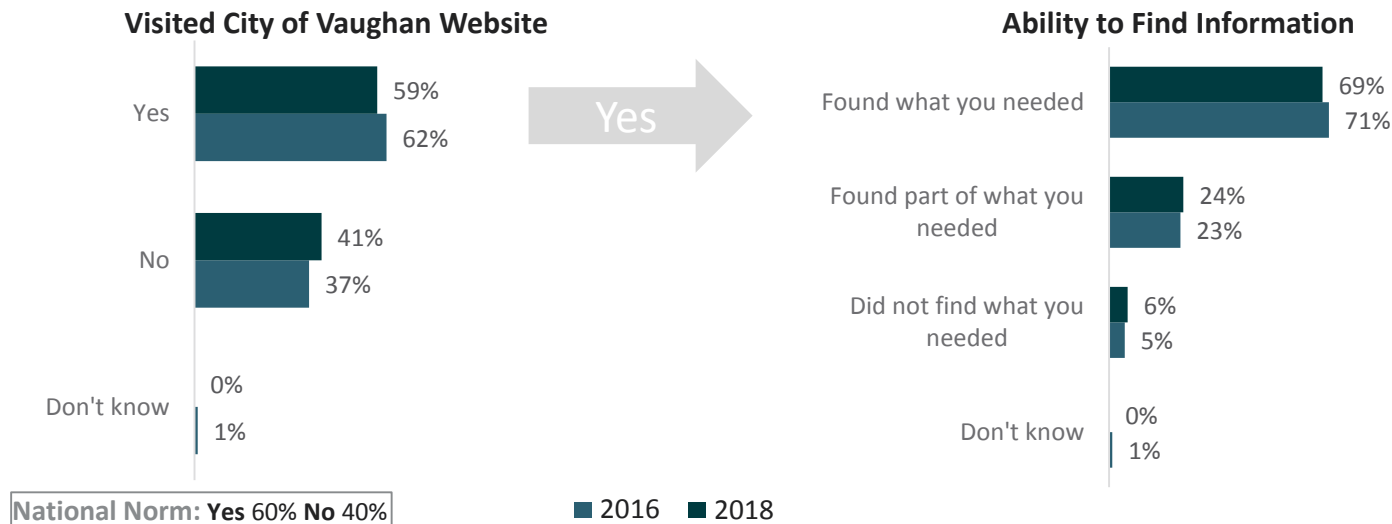
USE AND ASSESSMENT OF CITY WEBSITE

Similar to in 2016, six in ten (59%) residents report visiting the City of Vaughan's website in the past 12 months.

Use of the City's website is on par with the national norm (59% vs. 60%, respectively).

Use of the City's website is higher among residents under age 55 than older residents (age 18-34 years:60%, 67% and age 35-54 years:67% vs. 55 and older:48%).

Among past 12-month visitors to the City's website, seven in ten (69%) found what they needed. Three in ten found part of what they needed (24%) or did not find what they needed (6%). These findings are consistent with the 2016 wave.



Q18. Have you been to the City of Vaughan's website in the past 12 months? Base: All respondents 2018 (n=806); 2016 (n=800)

Q19. In searching for the desired information on the City's website, did you find what you were looking for? Base: Those who have been to the City's website in the past 12 months 2018 (n=465); 2016 (n=493)

USE OF CITY WEBSITE – BY WARD

Use of the City’s website within the past 12 months is higher among Wards 1, 2 and 5.

		W A R D				
Used City Website in Past 12 Months	Total	1	2	3	4	5
Yes	59%	64%	70%	46%	39%	57%
No	41%	36%	30%	54%	57%	43%

 Significantly Higher

Minimum Base: 30 (**), Small Base: 100 (*)

Q18. Have you been to the City of Vaughan’s website in the past 12 months? Base: All respondents 2018 (n=806); 2016 (n=800)

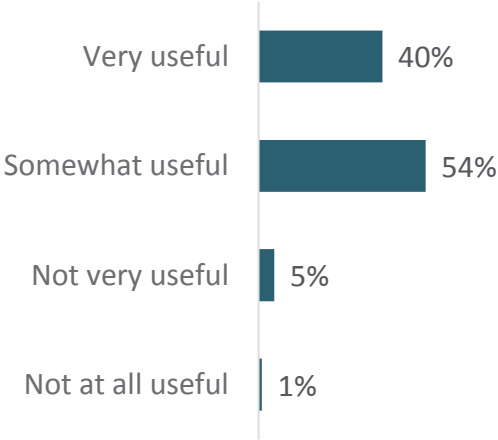
USEFULNESS OF THE CITY'S WEBSITE

Among past 12-month visitors to the City’s website, more than nine in ten (94%) found the content and information available on the website to be useful, including 40% who found it “very useful.”

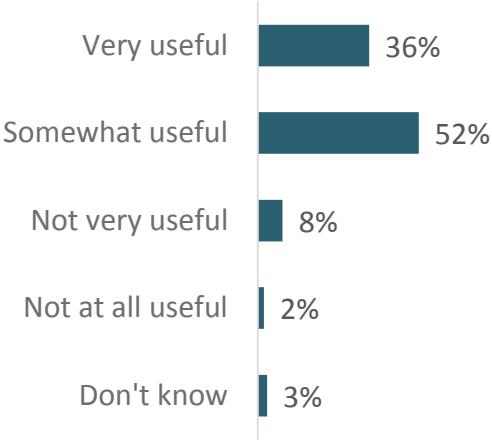
A slightly smaller proportion, nine in ten (88%) found the types of online services available on the website useful, including 36% who found these services “very useful.”

There are no significant differences among demographic subgroups.

Content and information available on the website



Types of online services available on the website

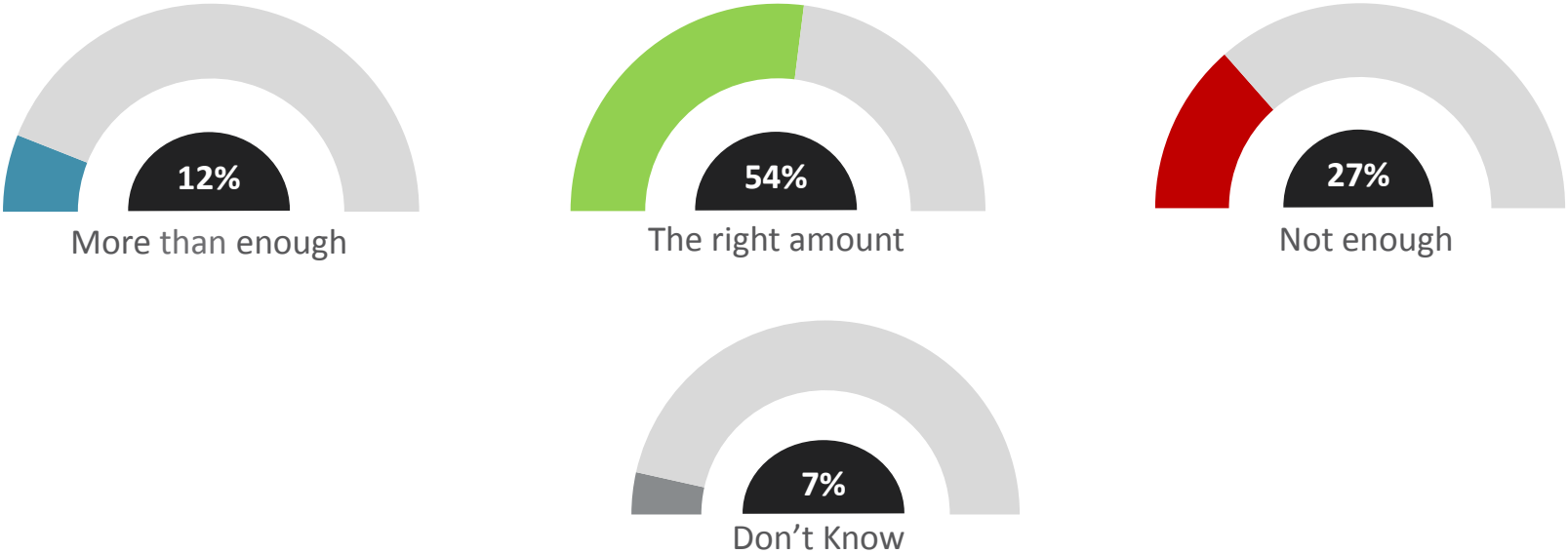


PUBLIC ENGAGEMENT

AVAILABILITY OF ARTS, LIFESTYLE AND CULTURAL AMENITIES IN THE CITY

Most residents (54%) believe there is just the right amount of arts, lifestyle, and cultural amenities available in the City of Vaughan. One-quarter (27%) say there is not enough, while one in ten (12%) believe there is more than enough, and just under one in ten (7%) don't know.

Residents aged 18-34 are more likely than their older counterparts to say that there are not enough of these amenities in the city (18-34: 41% vs. 35-54:22% and 55 and older: 21%), while those aged 35 and older are more likely than those aged 18-34 to think there are the right amount of these amenities in the city (55 and older:59% and 35-54:56% vs. 18-34:45%).

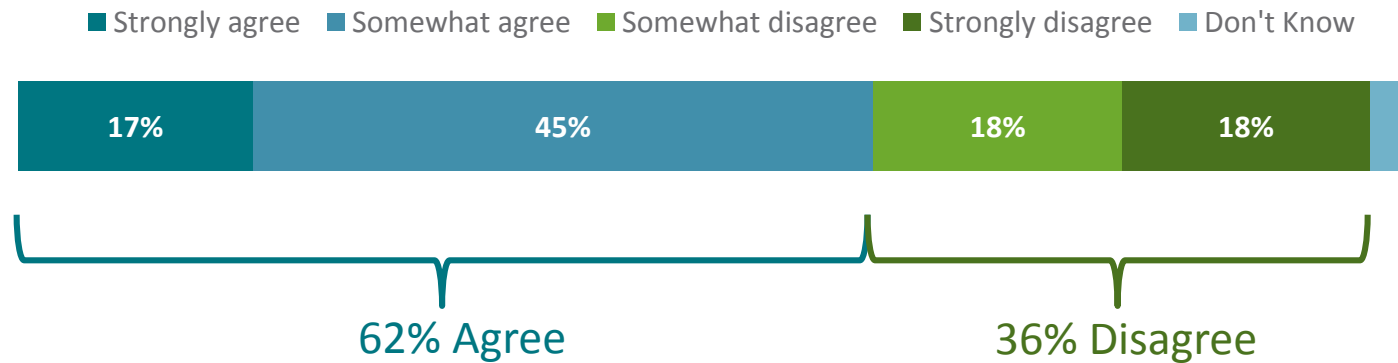


Q23a. Would you say that there are more than enough, not enough, or the right amount of arts, lifestyle, and cultural amenities available to you in the City of Vaughan?
Base: 2018 (n=806)

ABILITY TO INFLUENCE MUNICIPAL DECISIONS BY PARTICIPATING IN PUBLIC ENGAGEMENT EVENTS

Six in ten (62%) residents believe that they can influence municipal decisions affecting Vaughan by participating in public engagement events, while a sizeable proportion of about four in ten (36%) disagree with this view.

Younger residents between the ages of 18-34 are more likely than those 55 and older to agree that they can influence municipal decisions through their participation in public engagement events (68% vs. 57%, respectively).



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GAME CHANGERS

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