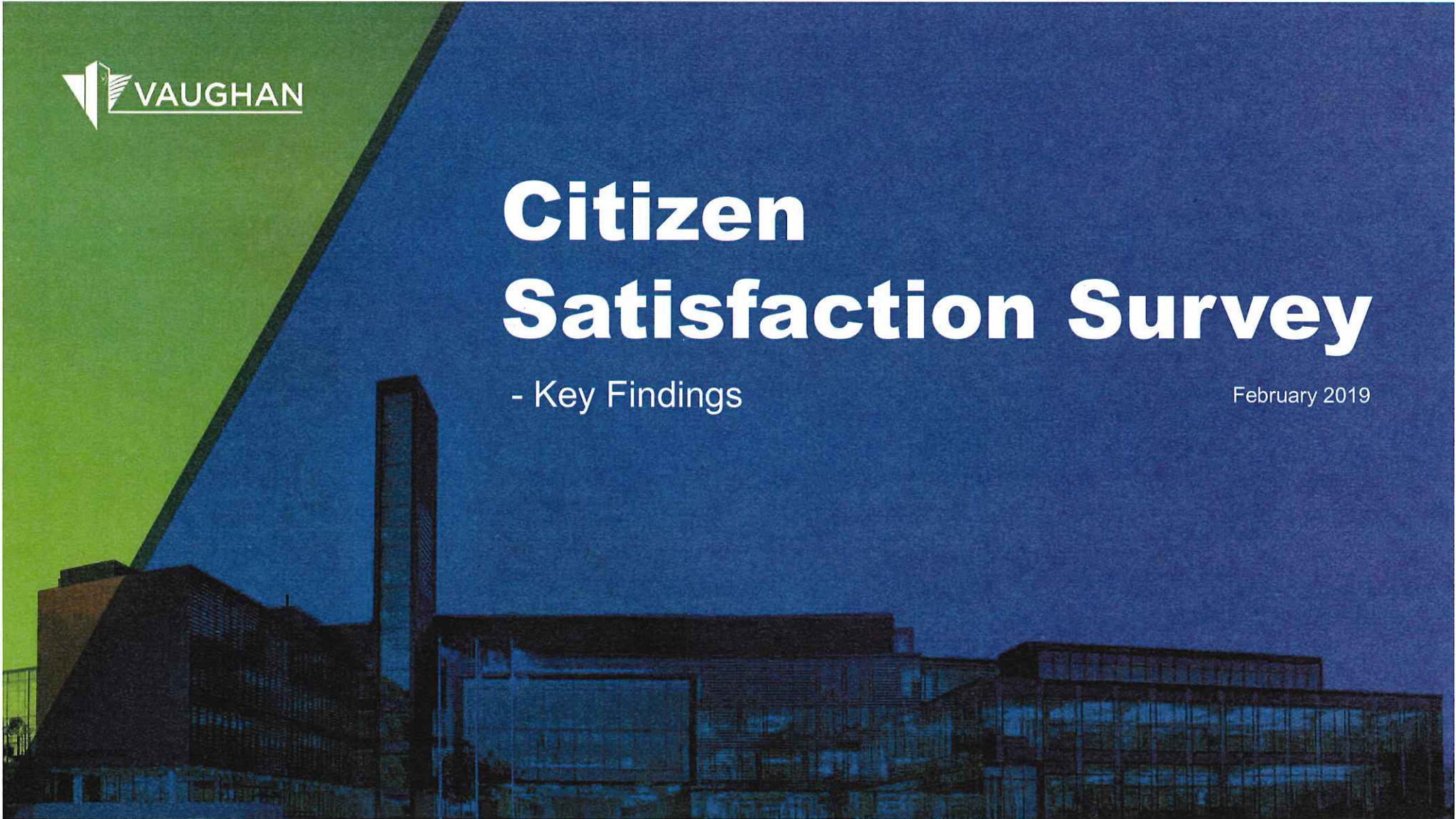




# Citizen Satisfaction Survey

- Key Findings

February 2019







## BACKGROUND

- Since 2007, the City of Vaughan 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.

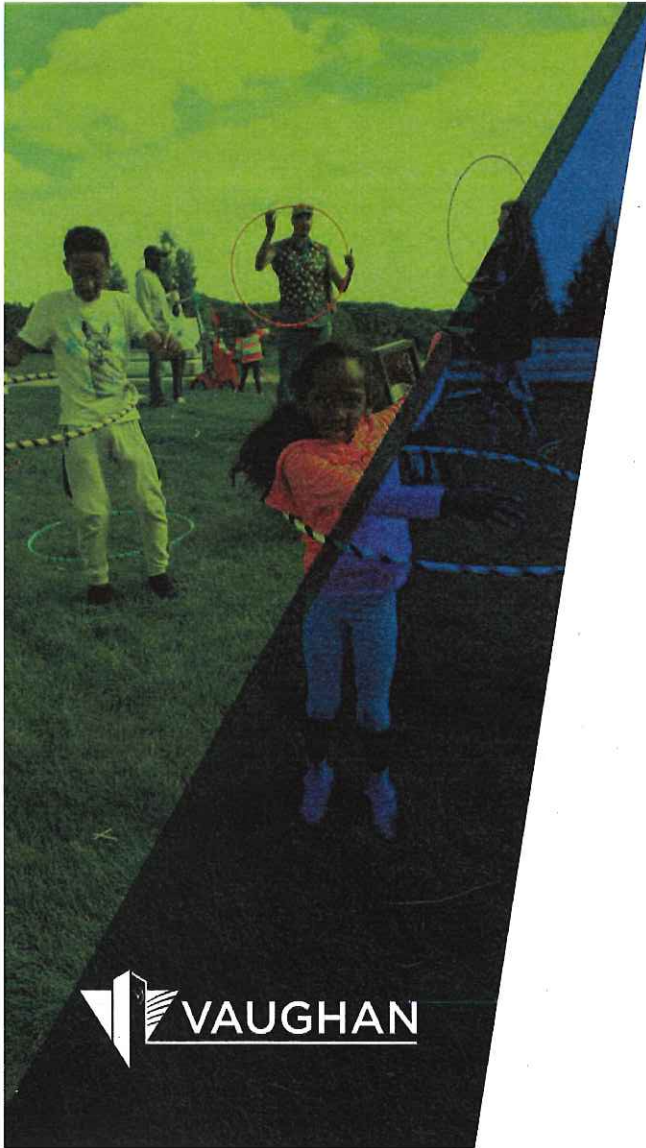
## METHODOLOGY

- The survey was conducted among n=806 respondents 18 years of age and older living in the City of Vaughan. Most interviews were conducted via telephone, while supplementary interviews were conducted online utilizing the Ipsos online pre-recruited panel.
- 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.

## 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 from over +300 surveys for select questions from other municipal government from across the country.





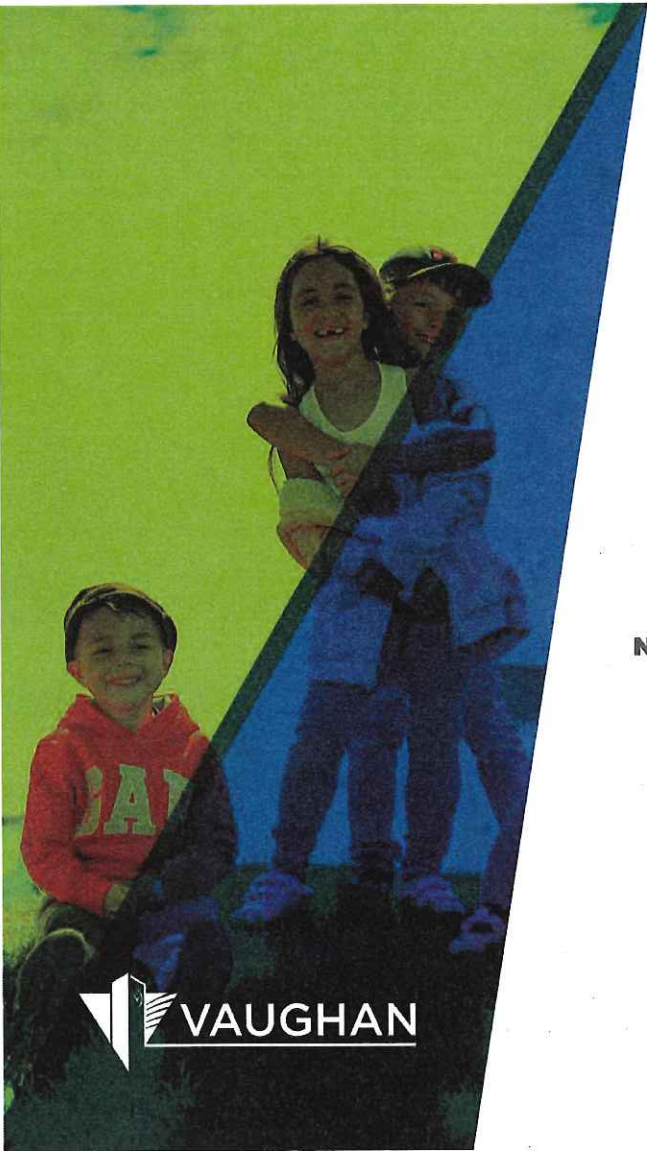
# ASSESSMENT OF LIFE IN VAUGHAN

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**Feel Vaughan  
is a welcoming  
community**

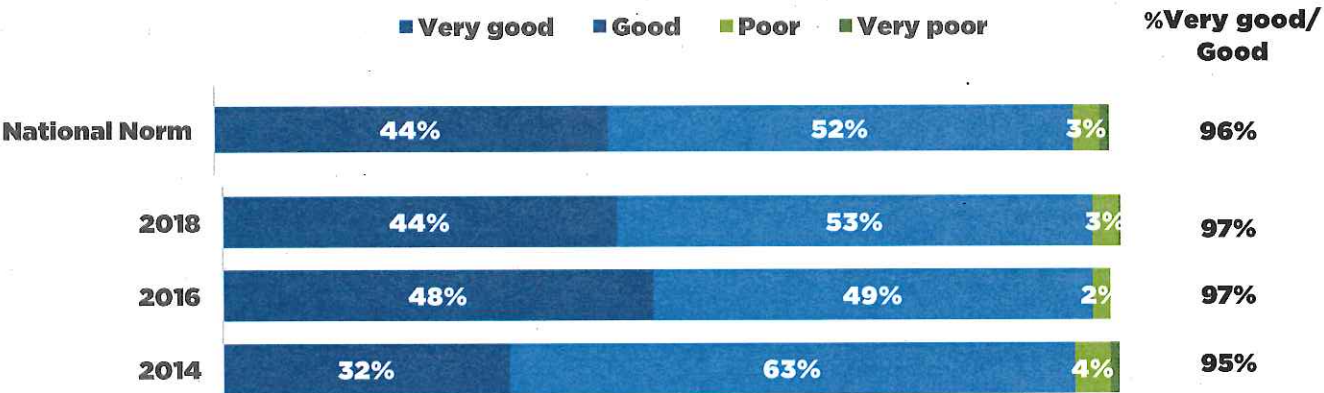
**91%**



# Quality of Life

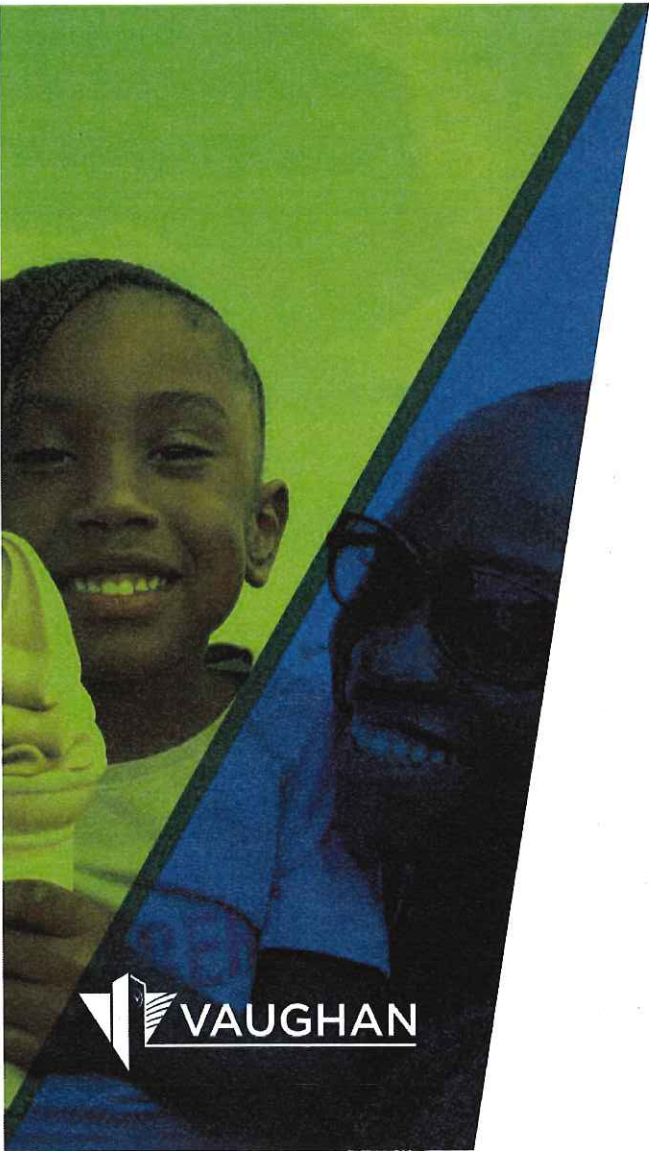
## Q2. How would you rate the overall quality of life in the City of Vaughan today?

Residents rate the overall quality of life as very high (97% say “very good” or “good”) and ratings are consistent with levels recorded since 2011. Quality of life ratings in the City of Vaughan are similar to the national norm (96% vs 97%, respectively).



For details, please see the 2018 Citizen Satisfaction Survey Report.



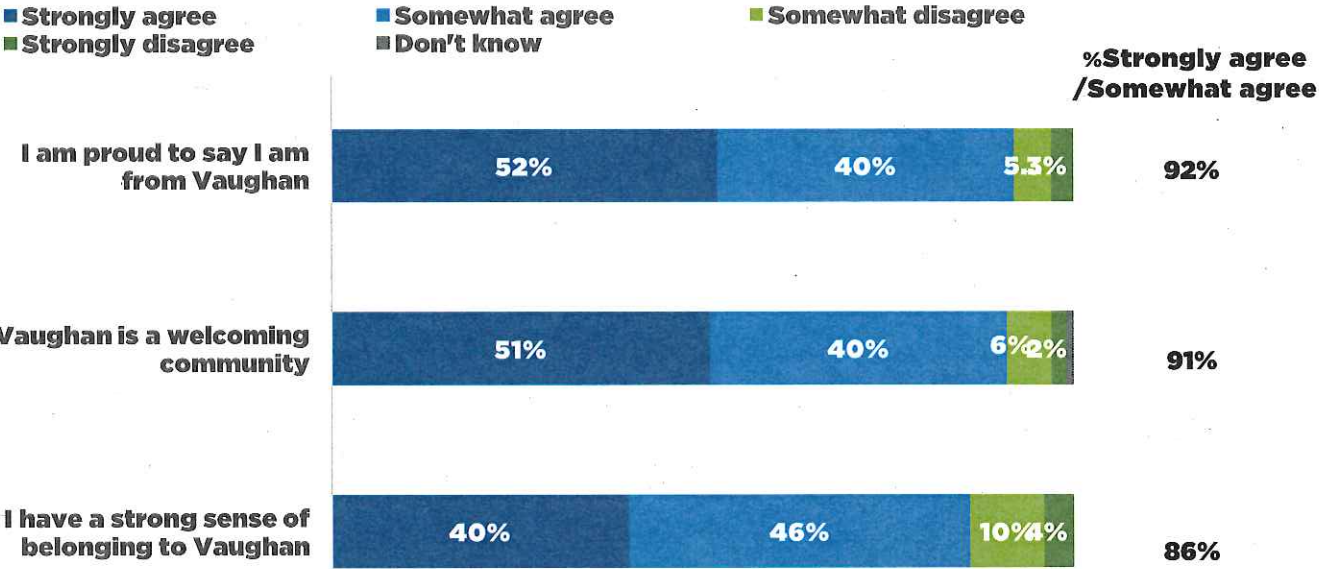


# Community and Belonging

Q2a. Please rate the extent to which you agree or disagree with the following statements.



Proud to be from Vaughan  
**92%**



For details, please see the 2018 Citizen Satisfaction Survey Report.



## Most Important Issues

**Q1. In your view, as a resident of the City of Vaughan, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your Mayor and Members of Council?**

Transportation-related issues remain very top-of-mind among Vaughan residents. Six in ten (59%) residents cite transportation as the most important issue facing their community. 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).

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

For details, please see the 2018 Citizen Satisfaction Survey Report.





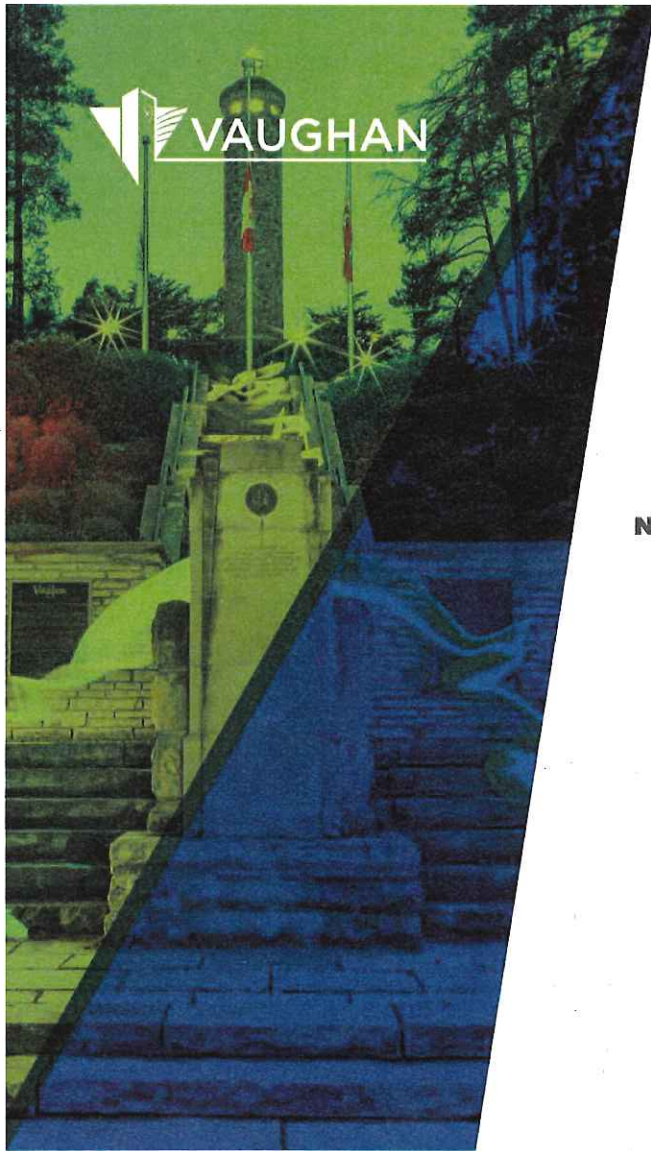
# SERVICE SATISFACTION

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**Overall Satisfaction  
with Services**

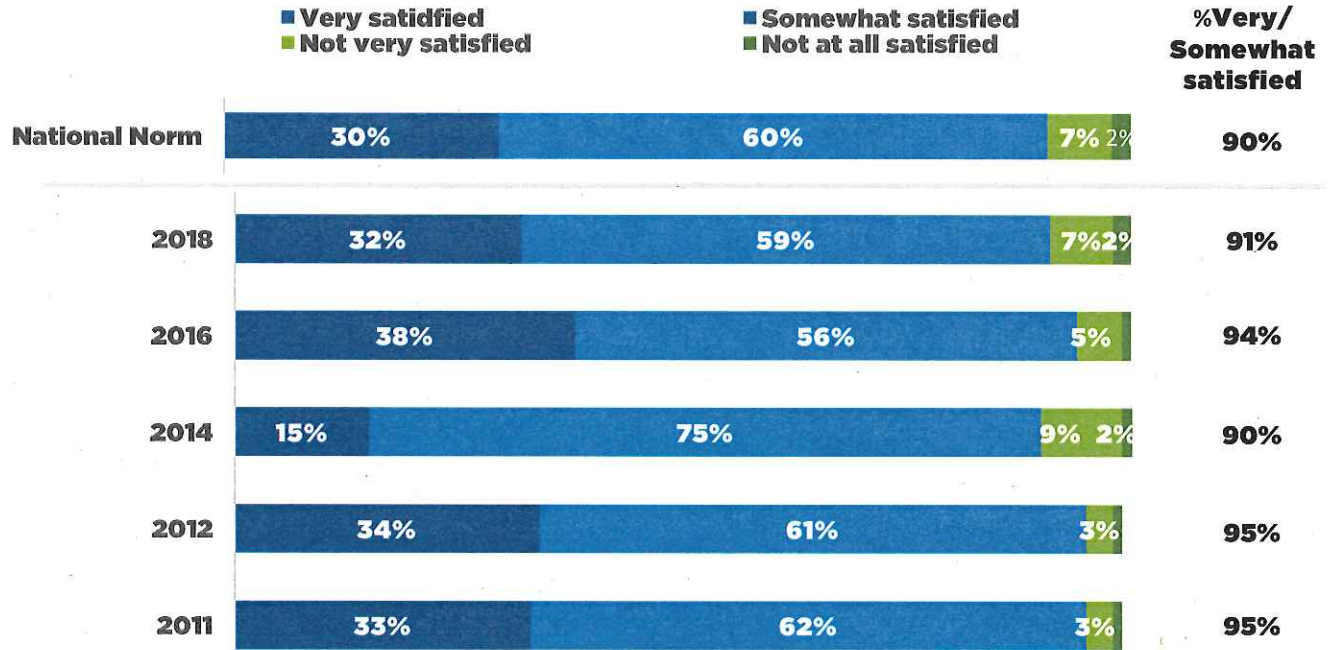
**91%**



## Overall Satisfaction with Services

**Q3. Overall, how satisfied are you with the delivery of all the services provided by the City of Vaughan?**

Satisfaction with City services remains high. Nine in ten (91%) 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 in 2018. Moreover, the proportion of residents who are "very satisfied" has declined by 4 points since 2016.



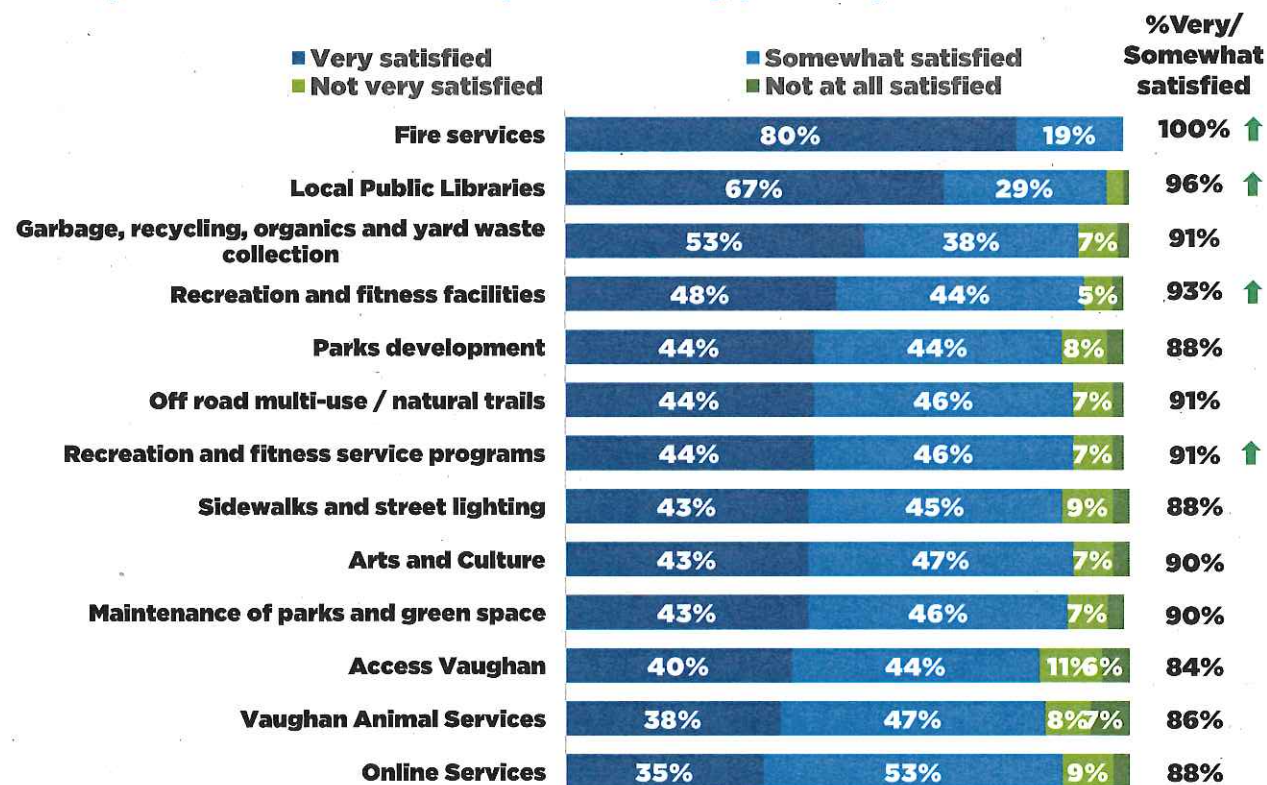
For details, please see the 2018 Citizen Satisfaction Survey Report.





## Satisfaction with Individual Services (1)

Q4. How satisfied are you with each of the following services provided by the City of Vaughan? For each service provided, please state 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.

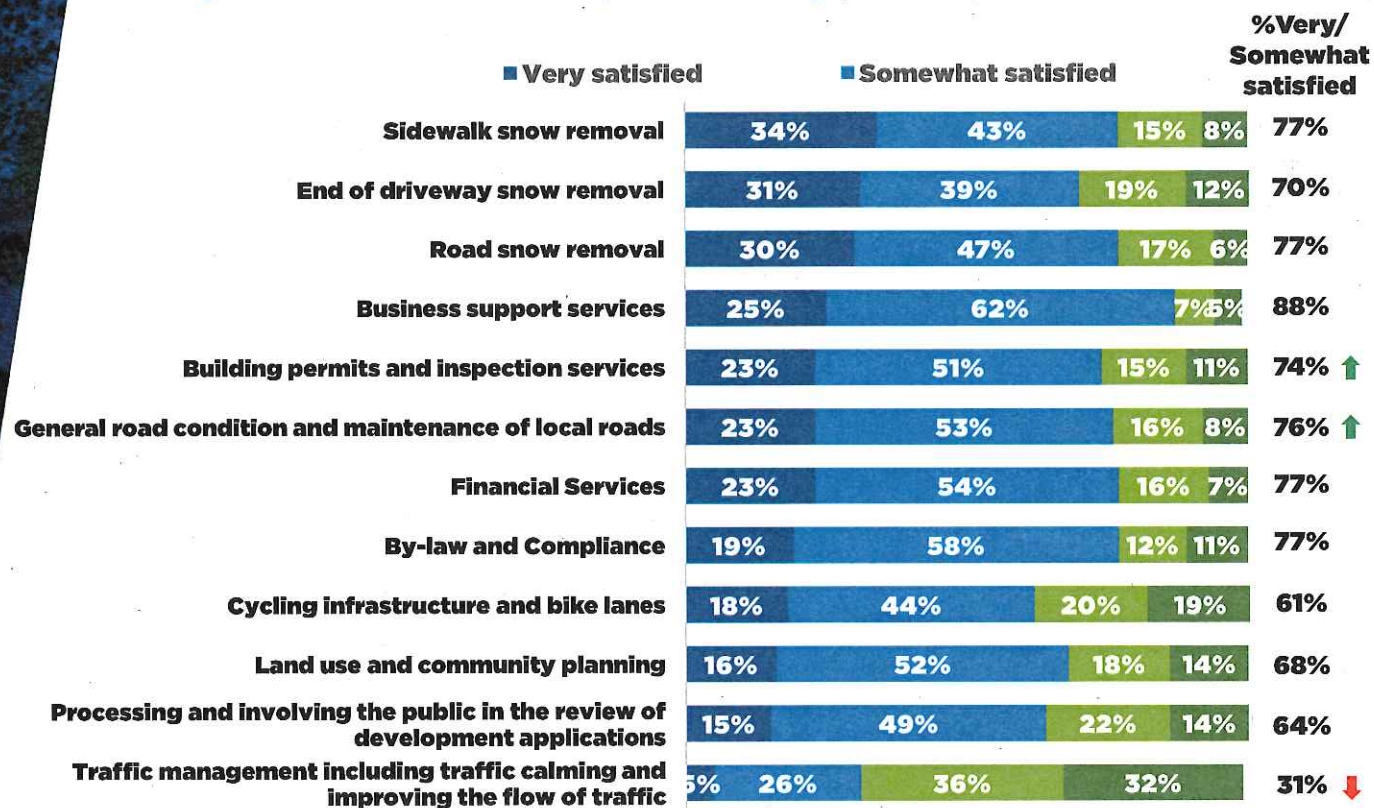


For details, please see the 2018 Citizen Satisfaction Survey Report.



## Satisfaction with Individual Services (2)

Q4. How satisfied are you with each of the following services provided by the City of Vaughan? For each service provided, please state 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.



For details, please see the 2018 Citizen Satisfaction Survey Report.





## Satisfaction with Individual Services

Q4. How satisfied you are with each of the following services provided by the City of Vaughan. For each service provided, state 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.

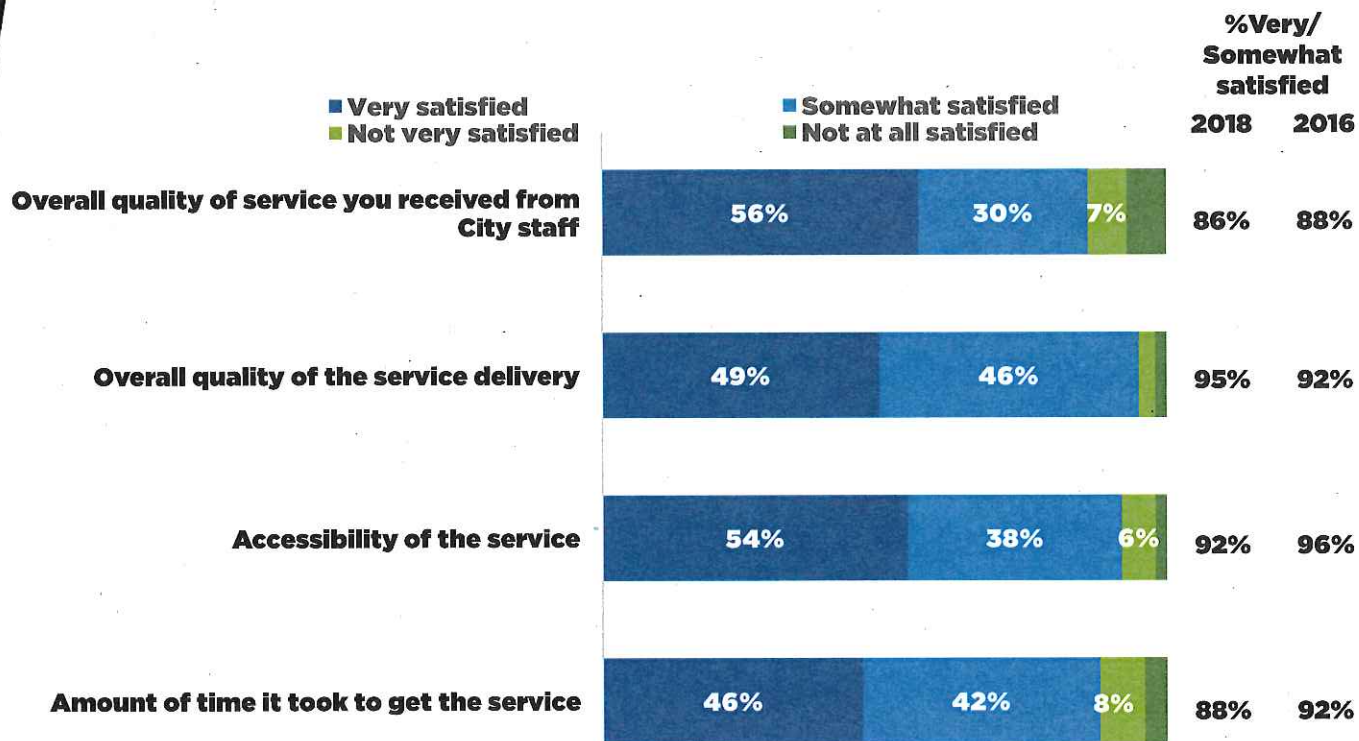
|  | 2009 | 2011 | 2012 | 2014 | 2016 | 2018 | 2016-2018 Performance Gap |
|--|------|------|------|------|------|------|---------------------------|
| <b>Financial services</b>  | -    | -    | -    | -    | 70%  | 77%  | 7% ↑                      |
| <b>Traffic management including traffic calming and improving the flow of traffic*</b> | -    | -    | -    | -    | 25%  | 31%  | 6% ↑                      |
| <b>Online services</b>   | -    | -    | -    | -    | 93%  | 88%  | -5% ↓                     |
| <b>General road condition and maintenance</b>  | -    | -    | -    | -    | 83%  | 76%  | -7% ↓                     |
| <b>Sidewalk snow removal</b>   | -    | 79%  | 87%  | 77%  | 84%  | 77%  | -7% ↓                     |
| <b>Road snow removal</b>   | -    | 86%  | 91%  | 84%  | 86%  | 77%  | -9% ↓                     |

\*\*\*Prior to 2018: Traffic flow and congestion

For details, please see the 2018 Citizen Satisfaction Survey Report.

## Satisfaction with Service Delivery

Q10. Based on this most recent experience with the City, how satisfied were you with the following services?



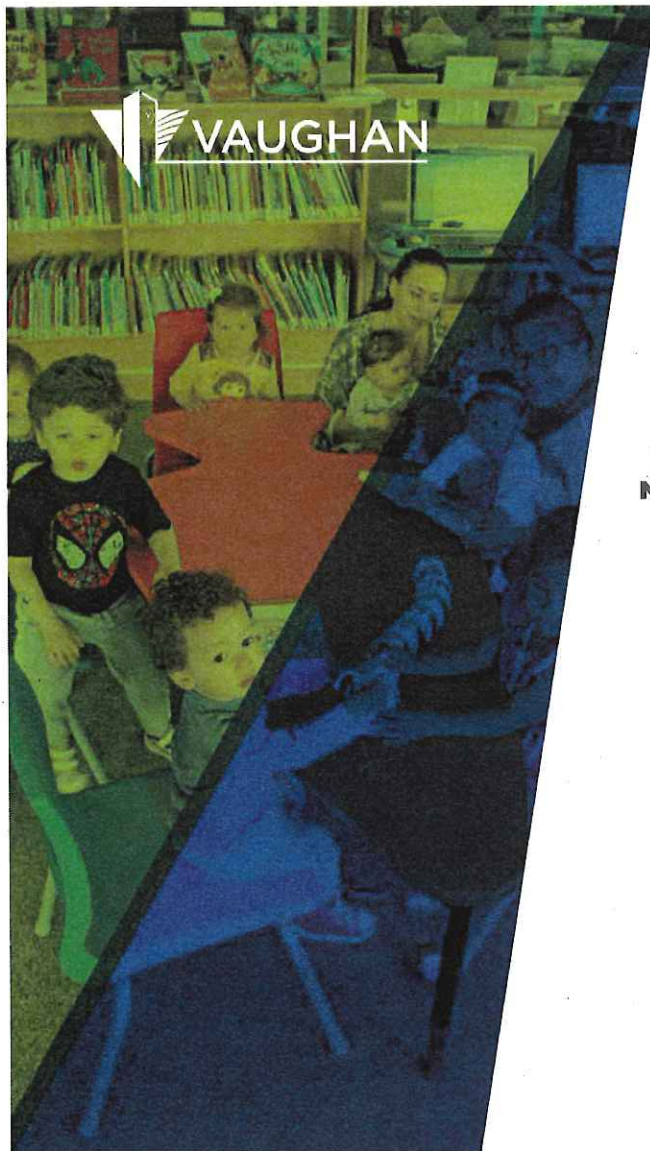
For details, please see the 2018 Citizen Satisfaction Survey Report.





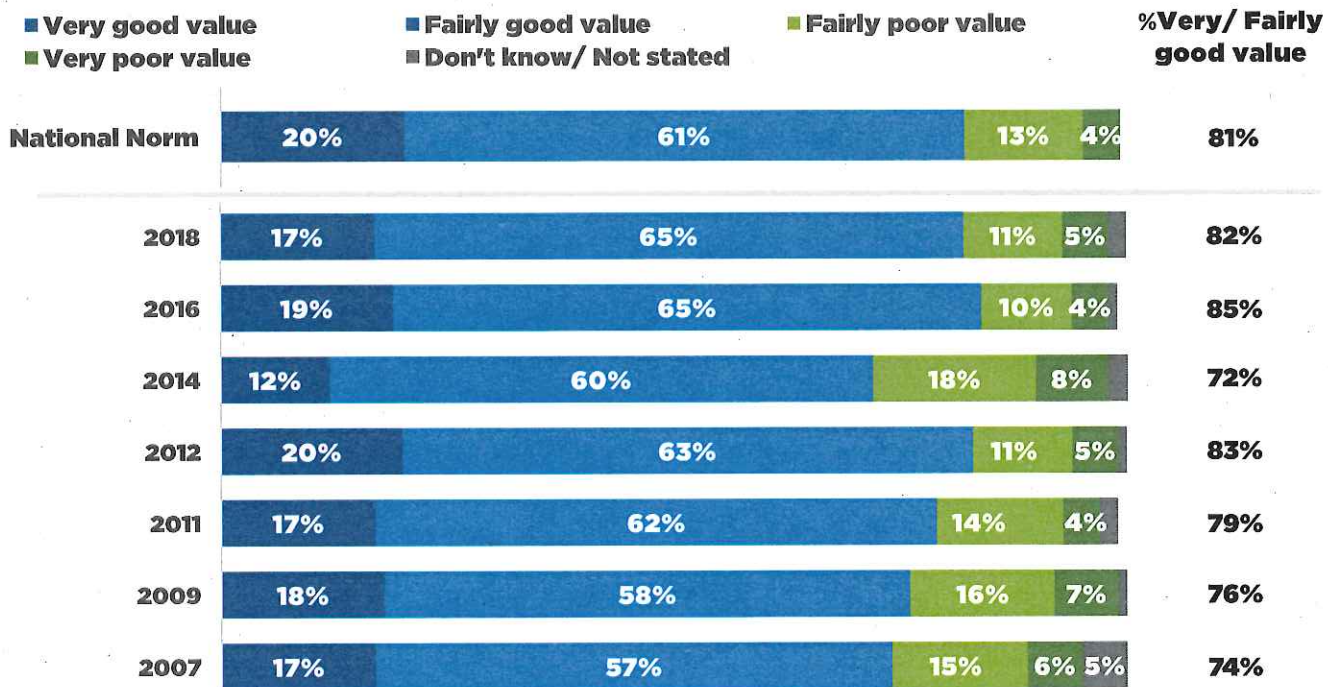
# **TAXES AND SERVICE COSTS**

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# Value for Tax Dollars

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?



For details, please see the 2018 Citizen Satisfaction Survey Report.

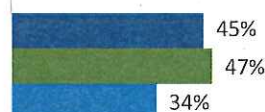


## Balance of Taxation and Services

**Q13. As you may know, Vaughan City Council has committed to a maximum tax rate increase of no more than three per cent, per year. Which of the following comes closest to your own point of view?**

### Perceptions around taxation and services

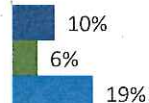
The City of Vaughan should maintain existing service levels, even if it means taxes or user fees must increase



The City of Vaughan should not increase taxes or user fees, even if it means cuts to services



Neither of these



■ 2018 ■ 2016 ■ 2014

### Preferred action to maintain service levels

Increased user fees



A combination of both increased user fees and increased taxes



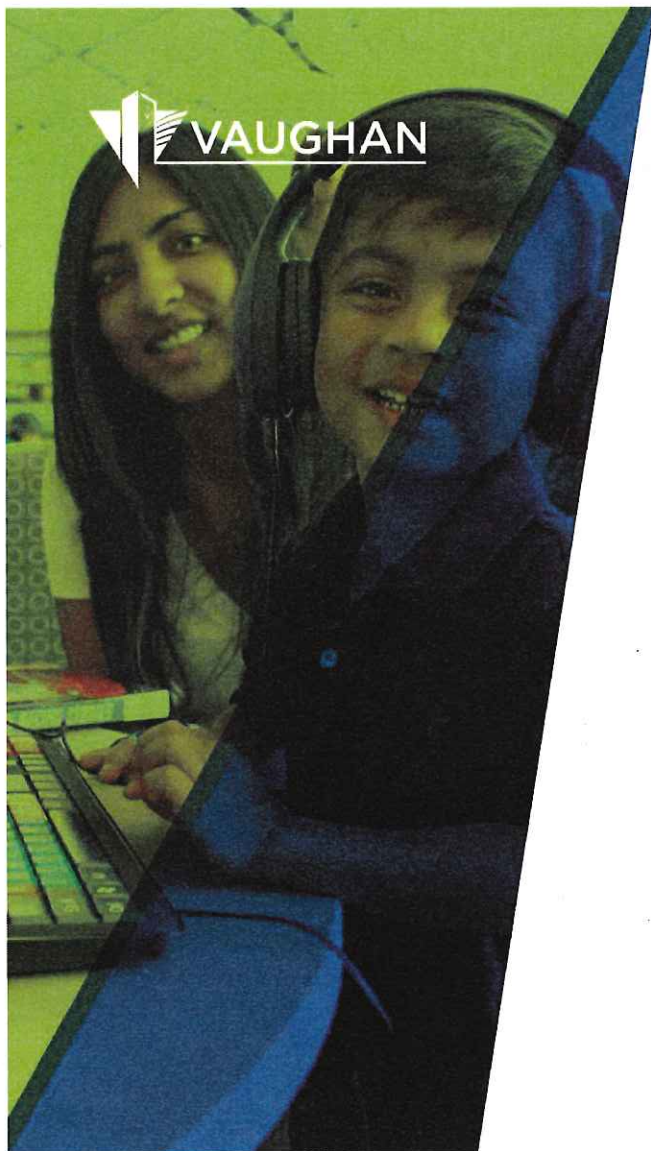
Increased property taxes



Neither option

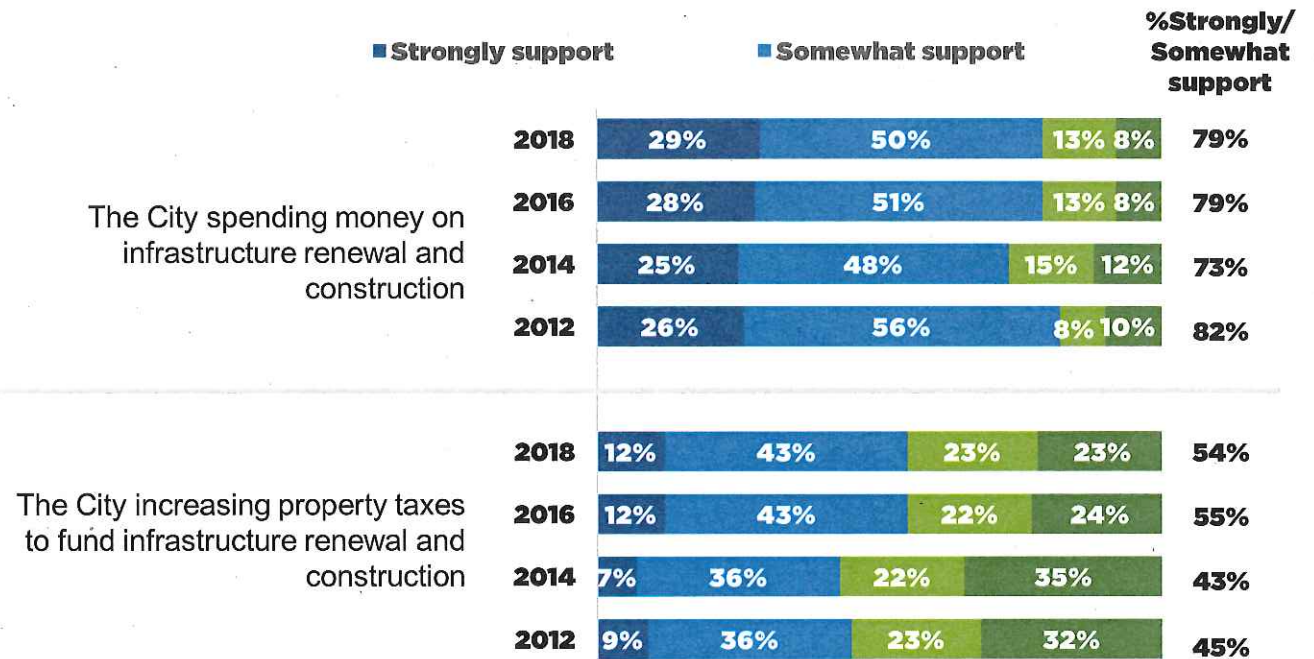


For details, please see the 2018 Citizen Satisfaction Survey Report.



## Spending on Infrastructure Renewal

Q15. Property taxes in the City of Vaughan in part allow the City to spend money to renew infrastructure. Infrastructure means 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...



For details, please see the 2018 Citizen Satisfaction Survey Report.



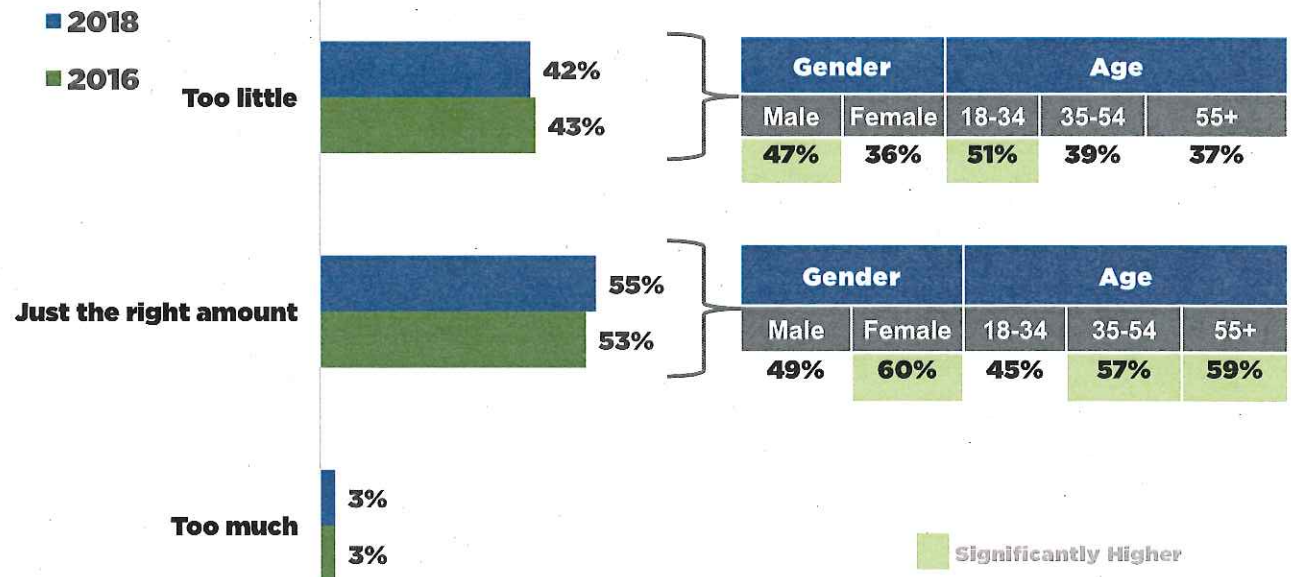


# COMMUNICATIONS

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## Perceived Amount of Information Received from the City of Vaughan

Q16. In your opinion, do you currently receive the following information from the City of Vaughan?

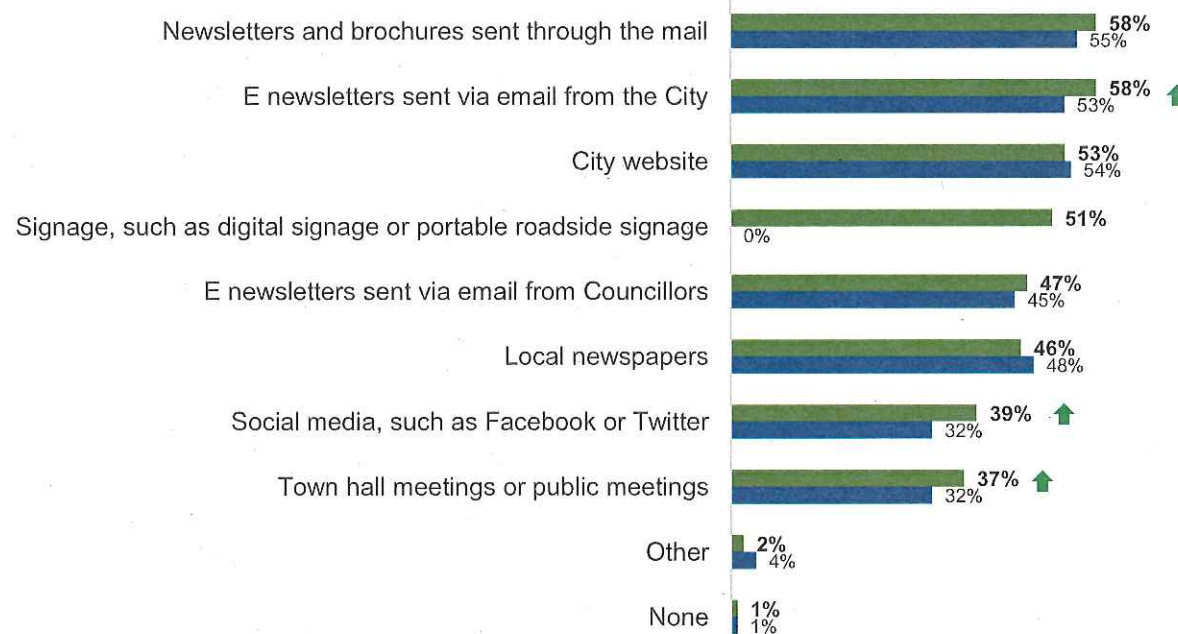


For details, please see the 2018 Citizen Satisfaction Survey Report.



## Preferred Methods of Contact with the City of Vaughan

**Q16. In your opinion, do you currently receive the following information from the City of Vaughan?**



For details, please see the 2018 Citizen Satisfaction Survey Report.



# **PUBLIC ENGAGEMENT**

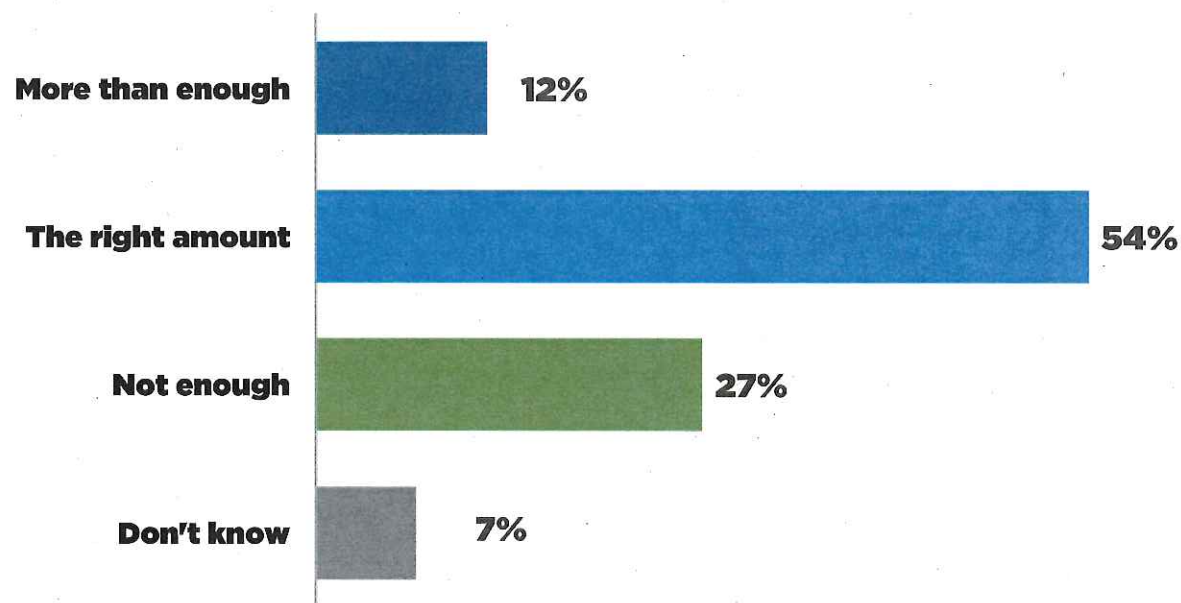
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## Arts, Lifestyle, and Cultural Amenities Available

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?



For details, please see the 2018 Citizen Satisfaction Survey Report.



## Ability to Influence Municipal Decisions by Participating in Public Engagement Events

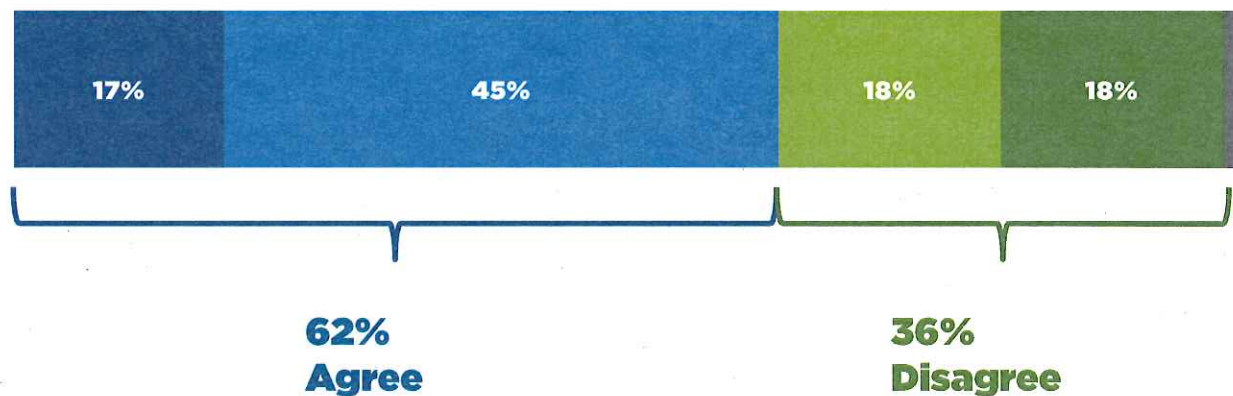
Q23d. Would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that you can influence municipal decisions affecting Vaughan by participating in public engagement events?

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.

■ Strongly agree  
■ Strongly disagree

■ Somewhat agree  
■ Don't Know

■ Somewhat disagree



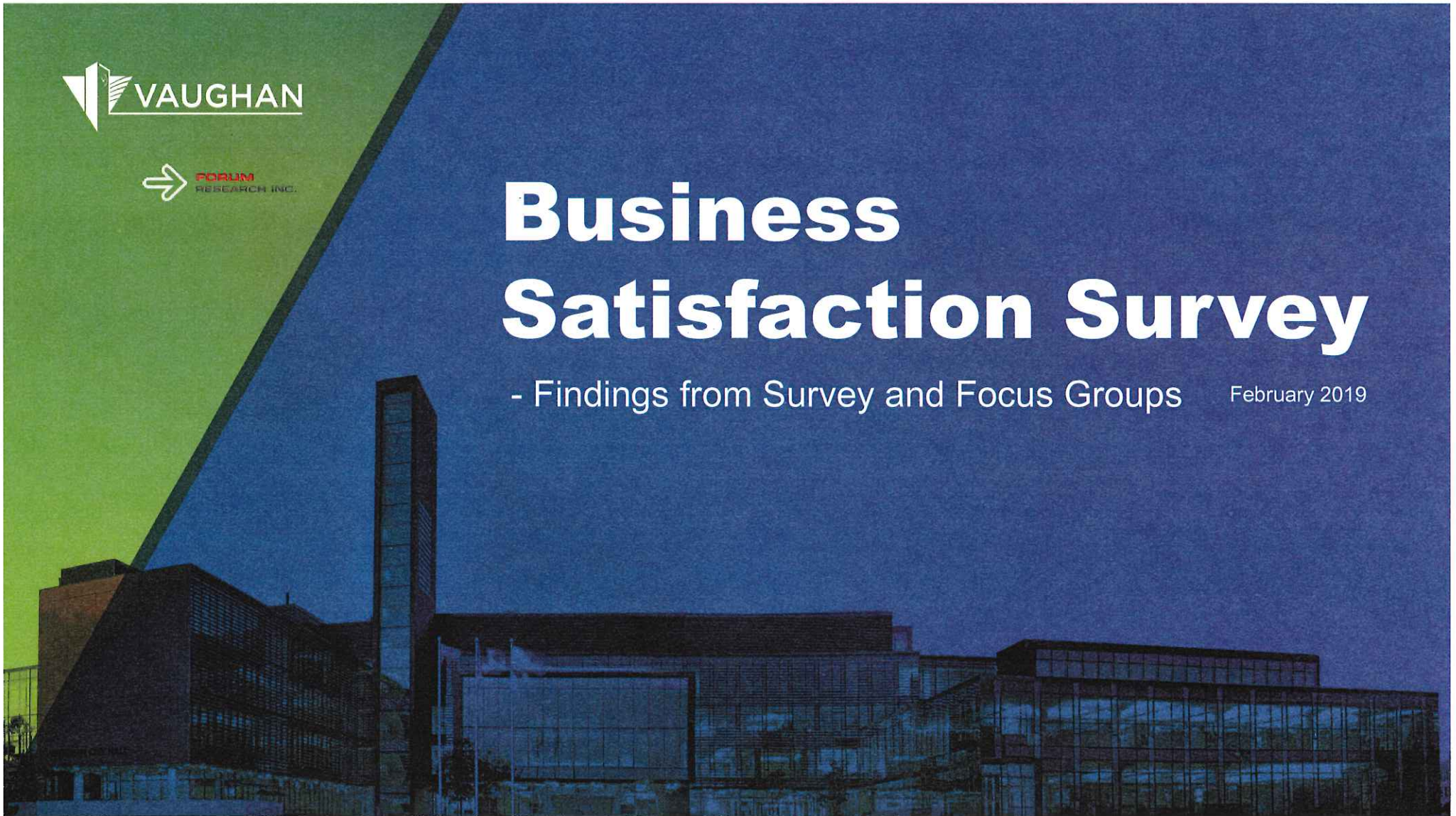
For details, please see the 2018 Citizen Satisfaction Survey Report.





# Business Satisfaction Survey

- Findings from Survey and Focus Groups February 2019

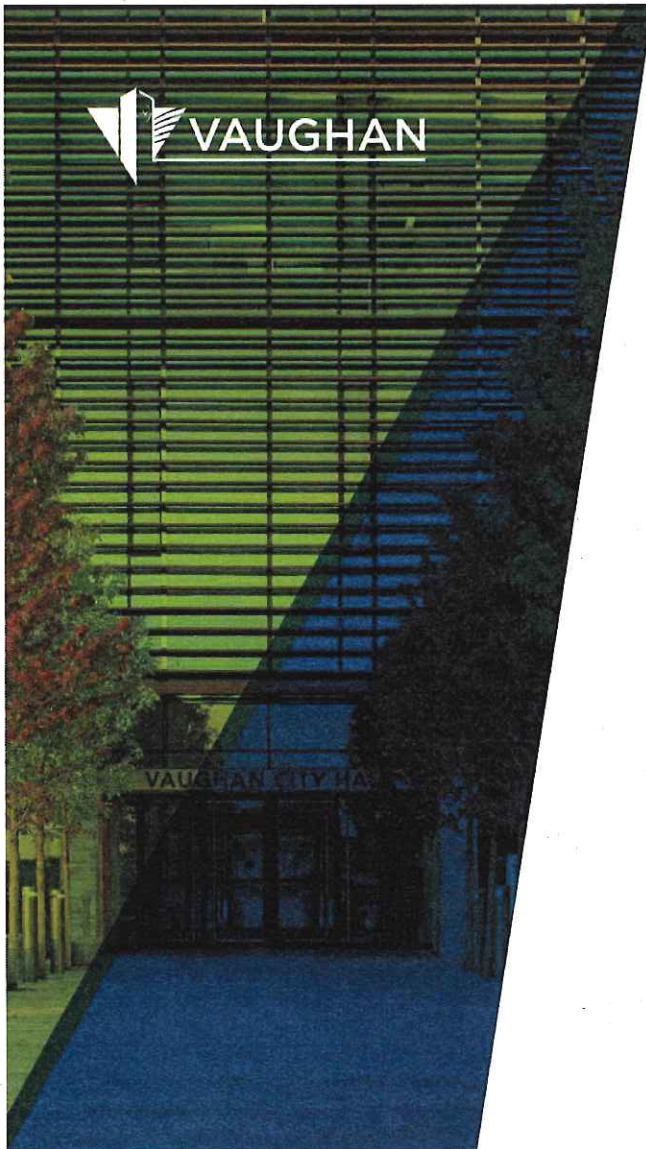




**FORUM**  
**RESEARCH INC.**

William Schatten  
Vice President of Research and  
Analytics

Gary Milakovic  
Communications Coordinator and  
Research Analyst







## Methodology

The study's goal was to support local economic growth and inform the City's action plans.

The study was conducted in two phases: Qualitative focus groups and Quantitative surveys

| Fieldwork Dates            | Focus Groups – November 8<br>Survey – November 30 - December 14 |
|----------------------------|---|
| Method                     | Computer Assisted Telephone Interviewing (CATI)                 |
| Criteria for Participation | Business owner/Senior Management operating out of Vaughan       |
| Sample Size                | 212   |
| Margin of Error            | ± 6.73%, 19 times out of 20                                     |

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101%, or 99%, instead of 100%. Similar logic applies to TOP2 and BTM2 groupings.

TOP2 represents the combined value of the top two positive dimensions in a scale.  
BTM2 represents the combined value of the bottom two negative dimensions in a scale.



## Focus Groups Signal Vaughan is on the Right Track

Some of the key findings from the focus groups include:

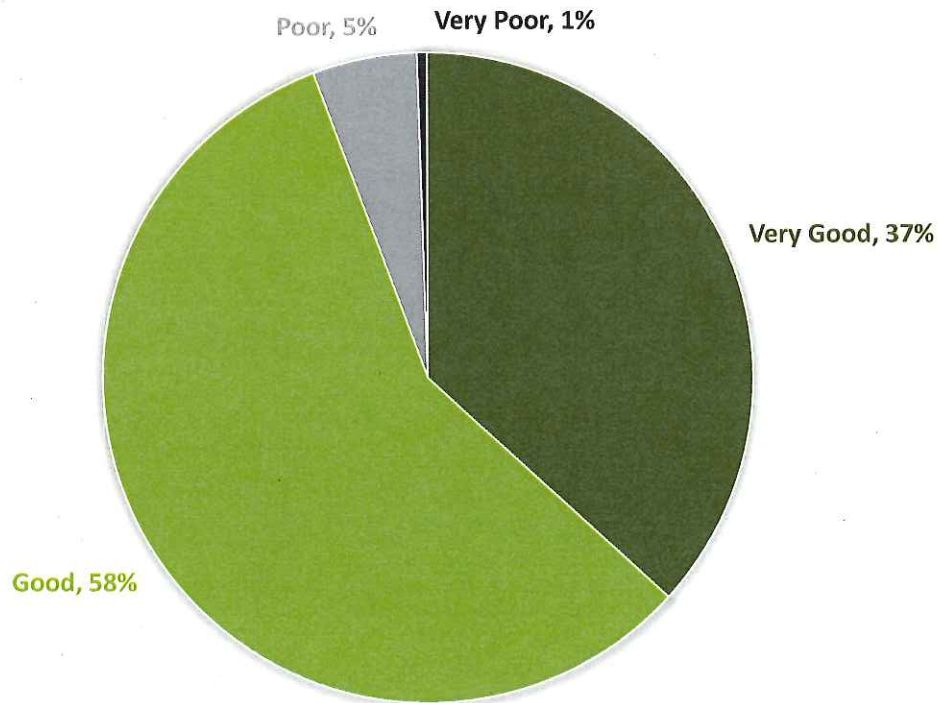
- *Most participants live in Vaughan and consider it a nice place to live, with a higher quality of life than other municipalities in the GTA*
- *Many participants identified Vaughan's population growth as a real opportunity for local businesses*
- *Some participants identified that improving transit has been a recent priority for the city, and believe the TTC subway stops will improve outlook for business in the city*
- *An opportunity to further support local businesses through transportation was identified as reducing traffic or congestion in the city*
- *Local entrepreneurs are keenly seeking opportunities to network, collaborate, and support each other*





## Businesses Rate Quality of Life Highly

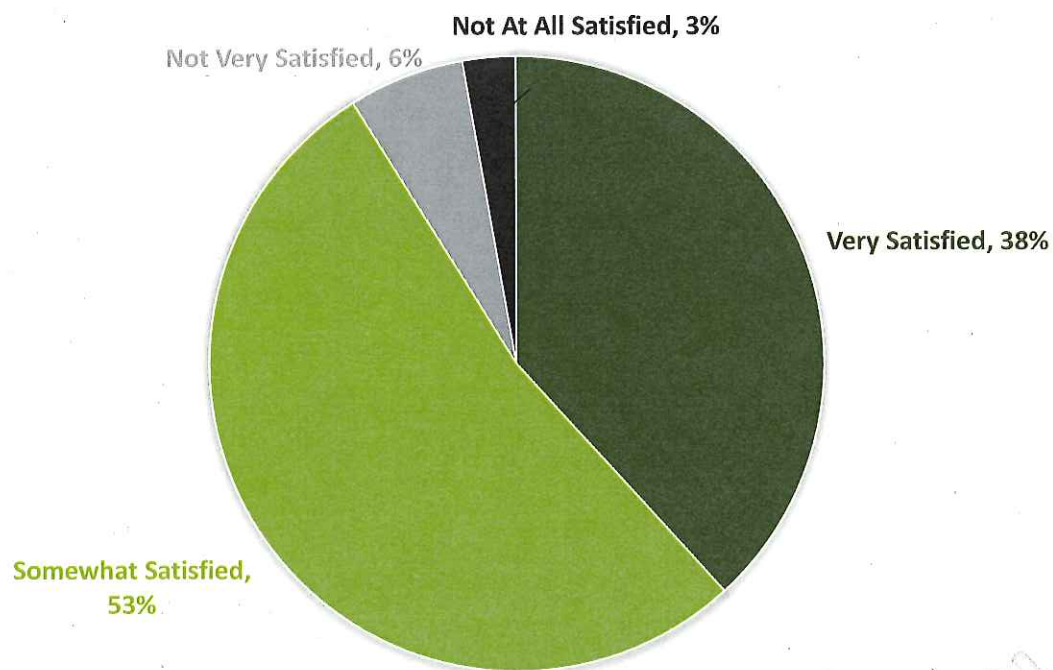
95% (TOP2) of all businesses rated the overall quality of life in the city positively



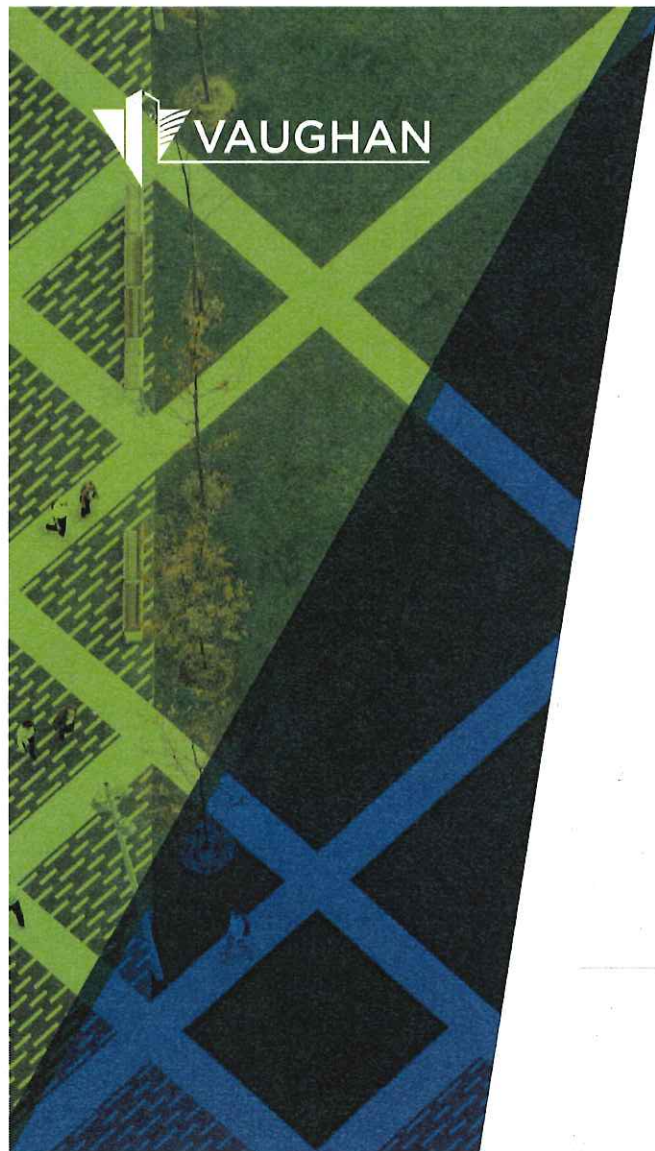


## Most Businesses Satisfied with City Services

9 in 10 (TOP2: 91%) businesses in Vaughan say they are satisfied with the services provided by the city, with 4 in 10 saying they are very satisfied

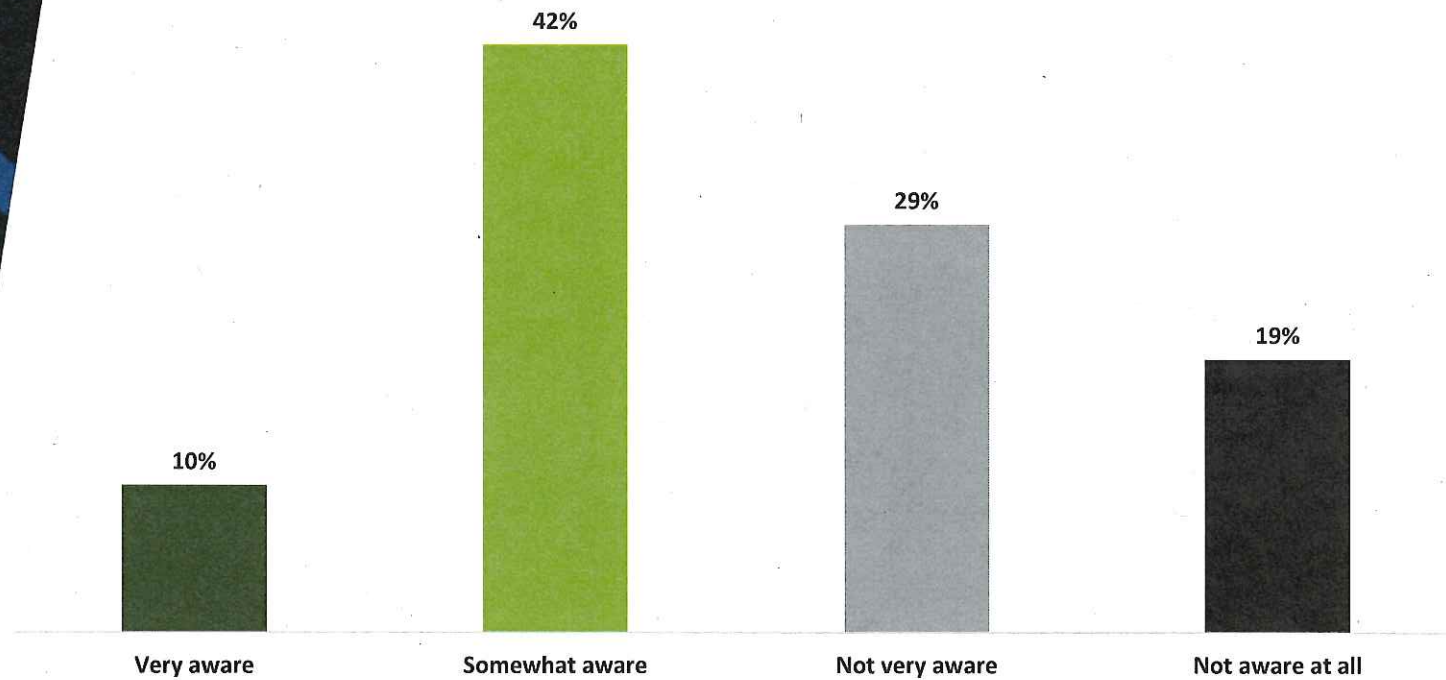






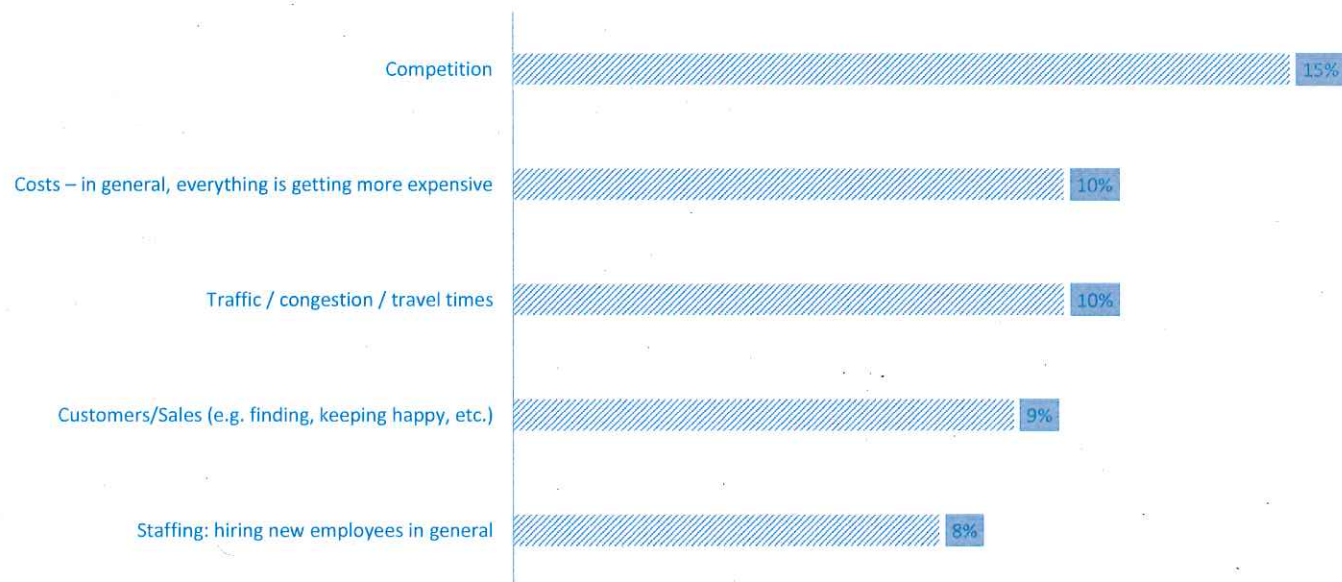
## Awareness of City Services

Half (TOP2: 52%) say they are aware of City Services provided to businesses in Vaughan



## Understanding Challenges Faced by Businesses

### Top 5 Challenges for Businesses





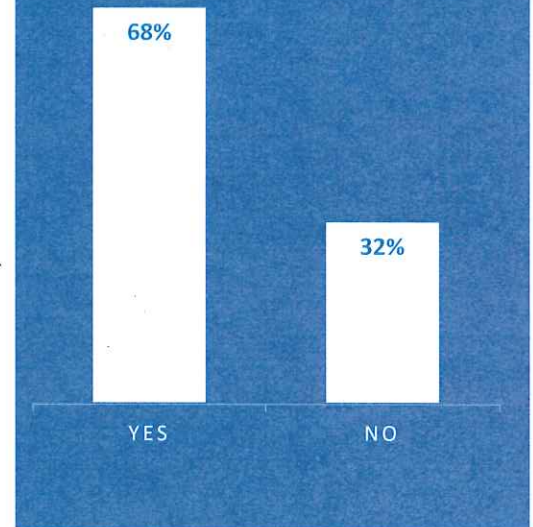


## Successful Resolution of Business Enquiries

4 in 10 (37%)  
businesses say they've  
contacted the city.

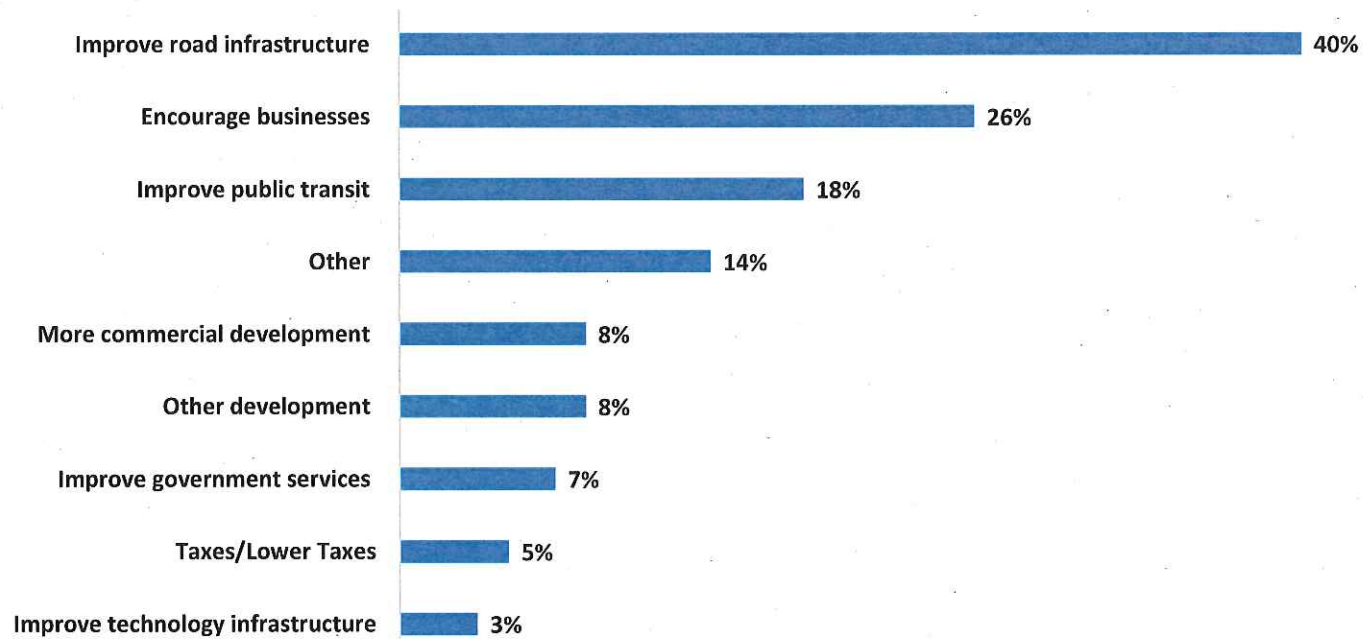
The majority of those  
(two-thirds (68%)) say  
they were satisfied with  
the resolution of their  
contact.

WAS THE REASON  
RESOLVED TO YOUR  
SATISFACTION?



## Providing Business Feedback

According to local businesses, over the next five years, the City's efforts should focus on....







## In Summary

Overall, the City of Vaughan is performing very well according to its local businesses.

Businesses in Vaughan:

- Feel the city provides a good quality of life
- Are satisfied with the services they receive
- Recognize that the city's priorities are making improvements, and offered feedback that would improve their operations



**Thank You**

