

PRIORITIES AND KEY INITIATIVES COMMITTEE – MARCH 26, 2012

IPSOS-REID 2012 CITIZEN SURVEY

Recommendation

The City Manager, Director of Corporate Communications and Senior Manager of Strategic Planning recommends:

1. That the presentation from Ipsos-Reid Public Affairs, be received

Contribution to Sustainability

The citizen survey provides information on issues of concern to citizens which include topics related to sustainability.

Economic Impact

Sufficient funds were included in the operating budget to conduct the survey.

Communications Plan

The survey results will be presented publically at the Committee meeting. A press release will follow and the survey results will be posted to the City's website.

Purpose

This report presents the results of the 2012 Citizen Survey

Background - Analysis and Options

Citizen surveys are an important source of statistically valid feedback from residents. Gathering residents opinions on a number of key questions helps to inform the strategic decision making process by ensuring that the priorities which are set are aligned with the residents. Internally the information is used in the visioning stage of the Corporate Planning Process particularly during the SWOT exercise (Strengths, Weaknesses, Opportunities, and Threats). In this process senior management scans and assesses the internal and external environment to facilitate Council setting the priorities for the period ahead. Incorporating the results of the citizen survey provides an important perspective from a key stakeholder group.

In 2007, 2009, and 2011 an Ipsos-Reid Quality of Life survey was administered in the City of Vaughan. Questions were formulated to determine the most important issues facing the community, the quality of life in Vaughan, satisfaction and importance with service delivery, value for resident's tax dollars, and information requirements.

The core questions of the survey are kept the same from year to year in order to provide continuity of responses. This allows for tracking of citizen responses over time which can reveal trends which are useful for planning purposes. As well, Ipsos Reid has a database of responses to standard quality of life questions from municipalities across Canada which allows the City to compare its performance against the norm. New questions are considered when there is a need to focus on topical or strategically important issues.

To build on the work previously done, a 2012 telephone survey of 500 residents was administered by Ipsos Reid in February 2012. The survey results are accurate to within +/- 4.4 percentage points, 19 times out of 20. This margin of error means that the results are applicable to the City population at large. The questions were similar to previous year's versions with a

couple of additional questions asking citizens their thoughts on the Canadian economy over the next year and their degree of knowledge of the forthcoming subway extension into Vaughan and the development of the Vaughan Metropolitan Centre.

The key findings from the 2012 Citizen Survey includes:

- 98% of residents feel the quality of life in Vaughan is good
- 83% of residents believe they are receiving good value for their tax dollars
- 95% of residents are somewhat satisfied with the City of Vaughan services
- Satisfaction of services has improved consistently from 2009 to 2012
- Transportation continues to be top of mind issue followed by taxation and municipal government spending
- A majority of residents feel the performance of the Canadian and City of Vaughan economy will remain the same over the next year
- 84% of residents believe it is important for the City to increase online-based services and communications to residents
- 91% of residents know something about the subway being extended to Vaughan

Next Steps

The information gathered through the citizen survey will be used in the strategic planning, resource allocation and other processes such as the Program Review.

Relationship to Vaughan Vision 2020/Strategic Plan

The citizen survey provides feedback on the City's implementation of the Vaughan Vision 2020 strategic plan.

Regional Implications

Any regional implications will be identified in the survey results

Conclusion

The 2012 Citizen Survey provides citizen feedback on key issues and services that is statistically valid. This information can be used in the strategic planning process, decision making and in particular, confirming the strategic direction for the City.

Attachment

N/A

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Respectfully submitted,

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