

BUDGET COMMITTEE- FEBRUARY 6, 2007

STRATEGIC PLANNING VAUGHAN VISION REVIEW CITIZEN SURVEY

Recommendation

The Senior Manager of Strategic Planning in consultation with the City Manager, recommends:

- 1) That the City Manager's Office obtain pre-budget approval to proceed with coordinating the implementation of a strategic plan Vaughan Vision review citizen survey
- 2) That an on-line survey allowing the participation of all Vaughan households be the method which is implemented

Economic Impact

The cost to implement the strategic plan citizen survey will be approximately \$30,000.

Purpose

To obtain pre-budget approval for proceeding with the implementation of a strategic plan citizen survey as approved by the Strategic Planning Committee at its meeting on January 23, 2007.

Background - Analysis and Options

On January 23, 2007 a report was tabled at the Strategic Planning Committee meeting entitled "Vaughan Strategic Planning Public/Staff Involvement Process". It outlined a process for involving the public in the review of the Vaughan Vision 2007 including focus groups, public meetings, and written feedback. Discussion at the meeting focused on implementing a survey of Vaughan citizens in addition to the above noted mechanisms. As a result, a recommendation approved at the meeting was for staff to provide the cost implications of utilizing a scientific survey.

At the January 29, 2007 Council meeting on staff provided a memo outlining the approximate cost of \$30,000 to implement the survey. The options range from developing an on-line internet survey to a random sample telephone survey. It is proposed that the internet survey be administered by inviting all Vaughan households to participate in filling out a survey with the anticipated response rate of 10% (or 7,000 out of a possible 70,000 households). The random telephone survey would involve a ten to fifteen minute telephone survey of 800 residents in which the results would be statistically significant for the broader Vaughan population.

It is recommended that an on-line internet survey be completed in order to allow for all Vaughan households to participate in the Vaughan Vision review. Additionally, a mail in survey option will be available for those residents who are unable to complete the survey on the internet. The results of the survey will be incorporated into the Council/SMT workshop planned for April 2007 thus the request for pre-budget approval.

Relationship to Vaughan Vision 2007

This report outlines a key mechanism for gathering stakeholder feedback as part of the Vaughan Vision 2007 review.

Conclusion

Proceeding with implementing a strategic plan survey will be an integral part of the Vaughan Vision 2007 review and provide a mechanism to gather citizen input into the review process.

Attachments

There are no attachments

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Respectfully submitted,

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