

## **COMMITTEE OF THE WHOLE- FEBRUARY 19, 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 Council provide direction on which survey option will be implemented as outlined in Attachment 1.

#### **Economic Impact**

The cost to implement the random telephone survey will be approximately \$30,000.

The cost to implement the online 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 the January 23, 2007 meeting.

#### **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 for Vaughan residents to gather citizen feedback in the development of a new strategic plan and ensure the communities priorities are reflected in the plan. As a result, the 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 staff provided a memo outlining the approximate cost of \$30,000 to implement one survey method. At the February 12, 2007 Council meeting it was requested that staff prepare a report that addresses the dual needs of broad public consultation/education and statistically relevant data as well as the survey options for Council's consideration. Thus, three options have been developed for consideration by Council (Attachment 1). It is important to note that the reason for engaging the public in the Vaughan Vision review was to obtain citizen input to better understand their priorities and issues of strategic importance.

Staff will follow the direction of Council as to the preferred survey method to implement. The results of the survey will be incorporated into the Council/SMT workshop planned for April/May 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**

Attachment 1 – Strategic Planning Citizen Survey Options

**Report prepared by:**

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Senior Manager of Strategic Planning

Respectfully submitted,

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Senior Manager of Strategic Planning

## City of Vaughan Strategic Planning Citizen Survey Options

	Description	Methodology	Advantages/Disadvantages	Cost
<b>Option 1</b>	Random Telephone Survey	<ul style="list-style-type: none"> <li>Random telephone survey of 800 residents age 18 years and over</li> </ul>	<p><b>Advantages</b></p> <ul style="list-style-type: none"> <li>Survey results will be scientifically sound</li> <li>Ensures all demographics of the population are represented</li> </ul> <p><b>Disadvantages</b></p> <ul style="list-style-type: none"> <li>Only a randomly selected number of residents will participate in the survey</li> </ul>	\$30,000 Incl. questionnaire development, survey administration and analysis, and report with graphics and presentation
<b>Option 2</b>	Online Survey	<ul style="list-style-type: none"> <li>Information pamphlet for survey to be distributed to all Vaughan households via Canada Post</li> <li>Anticipated response rate of 10% or 7,000 out of a possible 70,000 households</li> <li>Mail-in survey option will be available for those residents who are unable to complete the survey on the internet</li> </ul>	<p><b>Advantages</b></p> <ul style="list-style-type: none"> <li>All Vaughan households are given the opportunity to participate</li> <li>Provides for an educational opportunity by encouraging citizen input in Vaughan Vision review process</li> </ul> <p><b>Disadvantages</b></p> <ul style="list-style-type: none"> <li>Lack of control over statistical accuracy</li> <li>No control over who completes the survey</li> </ul>	\$30,000 Incl. questionnaire development, survey administration and analysis, and report and presentation. Also, Canada Post pamphlet distribution cost and survey mail out if necessary
<b>Option 3</b>	Random Telephone Survey and Online Survey	<ul style="list-style-type: none"> <li>Implements methodologies of both Option 1 and 2</li> </ul>	<p><b>Advantages</b></p> <ul style="list-style-type: none"> <li>Able to provide for an educational opportunity by reaching out to all citizens through the online survey as well as providing for scientific results through a telephone survey</li> </ul> <p><b>Disadvantages</b></p> <ul style="list-style-type: none"> <li>Additional cost of \$30,000</li> </ul>	\$60,000

\*Note: Timeline for both survey methods is 6-8 for completion of survey