

COMMITTEE OF THE WHOLE – MARCH 5, 2007

STRATEGIC PLANNING VAUGHAN VISION REVIEW CITIZEN SURVEY

Recommendation

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

- 1) That the City Manager's Office obtain pre-budget approval to proceed with coordinating the implementation of strategic plan Vaughan Vision review citizen survey.
- 2) That Attachment 1 - Strategic Planning Citizen Survey Workplan be received and approved.

Economic Impact

The cost to implement both the 500 household random telephone survey and the mail-in survey distributed to all households will not exceed \$30,000.

Communications Plan

Communication with the public will occur as part of the implementation of the survey process.

Purpose

As requested at the February 26th Council meeting, to present a detailed workplan for a strategic planning citizen survey including a random telephone survey of 500 households and a public mail-in survey for under \$30,000

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. There are approximately 70,000 households in the City of Vaughan.

Options for the strategic planning citizen survey have been discussed at previous Council meetings on January 9th and February 12th. At the February 26th Council meeting, it was requested that staff provide a report outlining a detailed workplan to provide both surveys for under \$30,000. As a result, staff have developed a workplan for review by Council (Attachment 1 – Strategic Planning Citizen Survey Workplan). As outlined in Attachment 1, the random telephone survey will be completed by an external company and the City will conduct the mail-in survey which will be distributed to all City of Vaughan households. The timeline for completing both surveys is 6 – 8 weeks.

Five quotes were received for the completion of a random telephone survey of 500 Vaughan households. Based on these quotes, the recommended option includes a total cost for the random telephone survey of \$16,165 as outlined in Attachment 1. This includes the questionnaire development, preparation and fieldwork, programming, analysis and the report and presentation. The total cost for the completion of a mail-in survey for all Vaughan households to be completed by the City will be \$8,700 as outlined in Attachment 1. This cost includes the distribution of a printed survey to all Vaughan households through Canada Post Bulk Mail,

advertisement of the survey in the Vaughan Citizen, Vaughan Weekly and Lo Specchio, data aggregation and analysis, a presentation and report of the survey results as well as promotional incentives. Residents will have the opportunity to drop off their completed survey to any City facility in addition to the survey being made available on the City website for those residents that wish to complete the survey online.

Along with consideration of cost, it is important to take into consideration the statistical significance of proceeding with various sample sizes. Surveying 500 residents would result in a margin of error of +/- 4.4. The results of the survey will be incorporated into the Council/SMT workshop planned for 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 Workplan

Report prepared by:

Thomas Plant MBA, MPA
Senior Manager of Strategic Planning

Respectfully submitted,

Thomas Plant MBA, MPA
Senior Manager of Strategic Planning

STRATEGIC PLANNING CITIZEN SURVEY WORKPLAN

METHOD	CONSULTANT	CITY	COST
Random Telephone Survey (500 citizens)	<ul style="list-style-type: none"> • Administration of Telephone Survey <ul style="list-style-type: none"> - Questionnaire Development - Preparation/Fieldwork - Programming - Analysis - Report/Presentation • GST for Telephone Survey 		\$ 15,250.00
Mailout Citizen Survey to all City of Vaughan households		<ul style="list-style-type: none"> • Development of Survey • Printing of Survey • Distribution of Printed Survey to all Households (Canada Post Bulk Mail) • Advertising of Survey in Local Newspapers (Vaughan Citizen/Liberal City Page, Vaughan Weekly and Lo Specchio) • Promotional Incentives for Mailout Survey • Data Aggregation/Analysis • Presentation/Report of Mailout Survey results 	- - \$ 7,500.00 \$ 1,000.00 \$ 200.00 - - = \$ 8,700.00
		Total	= \$ 24,865.00