

# INFORMATION NOTE

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<b>Title:</b>	<b>Citizen Satisfaction Survey 2020 Final Report</b>
<b>Date Prepared:</b>	December 22, 2020
<b>Report To:</b>	Committee of the Whole
<b>Councillor and Role:</b>	Mayor Danny Breen, Governance & Strategic Priorities
<b>Ward:</b>	N/A

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## **Issue: Review and table the outcomes of the 2020 Citizen Satisfaction Survey**

### **Discussion – Background and Current Status:**

The City's [accountability framework](#) includes three components - strategic planning, performance management, and reporting. As part of this framework, the city has committed to undertaking a citizen satisfaction survey every two years. The first survey was completed in 2018 and its data used to support the development of the three-year budget (2019-21) and new strategic plan, [Our City, Our Future](#), rolled out in 2019.

This is the city's second survey and as such provides a perspective on progress over the past two years. The survey was completed in Nov. 2020 and is statistically valid with a margin of error of +/- 4.4 percentage points 19 times out of 20. The survey was contracted to MQO Research through a Request for Proposals. Questions used were guided by specific city information needs at this time to benchmark against 2018 with some consideration for COVID impacts.

These surveys provide the foundation for continuous improvement and ongoing performance measurement on the implementation of the strategic plan and the delivery of City programs and services. Citizen surveys are used in municipalities across the country.

Highlights from this year's survey include:

- 10% increase in perception of quality of life
- 15% increase in overall satisfaction with city programs
- 14% increase in citizens perception of value for tax dollars
- Affordable housing remains the top priority for non-essential capital spending followed by initiatives to improve energy efficiency, reduce greenhouse gases, and reduce operating costs
- 87% of citizens believe the city should balance investments in quality of life and core services

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# ST. JOHN'S

- Gap analysis, which identifies the difference between the perceived importance of each program area and residents' level of satisfaction shows program areas remaining in the same categories as 2018 for the most part.

Some changes in importance for the following:

- 311/Access St. John's: +10 percentage points
- Land use planning: + 7 percentage points
- Sidewalk snow clearing: +6 percentage points
- Heritage preservation: +5 percentage points
- Recreation facilities etc.: +5 percentage points

Some changes in satisfaction for the following:

- Arts/cultural grants: +14 percentage points
  - Traffic planning: +13 percentage points
  - Land use planning: +13 percentage points
  - Road maintenance: +12 percentage points
  - Heritage reservation: +9 percentage points
  - Parking services: +9 percentage points
  - Road snow clearing: +8 percentage points
  - Water and sewer: +7 percentage points
  - Parks and open spaces: +6 percentage points
  - Permits and inspections: +6 percentage points
- Significant support for the city's current strategic directions: a sustainable city, an effective city, a city that moves, a connected city, and the associated objectives
  - Positive increases in areas of communications, financial accountability, and opportunities for public input
  - Consistent and positive results on interactions with city staff
  - COVID-19 had negative financial impacts on 22 % of residents, whereas 58 % had no change and 19 % said their situations had improved
  - 87 % of residents have some level of trust in the city
  - There is room to increase use of city apps and the website and satisfaction levels with these were unchanged

There were some noted differences between subgroups including differences among renters versus homeowners, incomes levels, and age demographics. While ward data has a higher margin of error and should be considered in that context, Ward 1 noted a higher quality of life, and was more likely to note improvements in financial situation in 2020. Ward 4 was the most satisfied with city services and Ward 2 was the least satisfied with city services.

Overall, the survey results show progress and improvement in some areas with potential for future improvement and focus for the future. The results of this survey will be used to form the

basis of planning for the next multi-year budget cycle and to review the directions and goals of the strategic plan including continuous improvement focus areas.

**Key Considerations/Implications:**

1. Budget/Financial Implications:  
\$15,000 from the Organizational Performance and Strategy operating budget
2. Partners or Other Stakeholders:  
N/A
3. Alignment with Strategic Directions/Adopted Plans:  
This report will help inform future strategic and budget planning and is a key outcome of the 2020 Strategic Plan Action plan under the Effective Organization direction.
4. Legal or Policy Implications:  
None at this time.
5. Privacy Implications:  
MQO has implemented strict policies and procedures to protect client and respondent information for all projects they undertake. These policies are based on:
  - Guidelines set out by the Marketing Research and Intelligence Association (MRIA) Code of Conduct and Good Practice
  - The Personal Information Protection and Electronic Documents Act (PIPEDA) - the 10 principles of fair information practices.
  - Relevant provincial legislation including the Access to Information and Protection of Privacy Act (ATIPPA) and the Personal Health Information Act (PHIA)
  - Guidelines from the US and Global Marketing Research Associations- MRA and ESOMAR."

The City receives data at an aggregate level.
6. Engagement and Communications Considerations:  
Results will be shared and discussed with both internal and external audiences.
7. Human Resource Implications:  
None at this time.
8. Procurement Implications:  
None at this time.
9. Information Technology Implications:  
None at this time.

10. Other Implications: While this report provides a good overview of progress since the last citizen satisfaction survey (2018), the information should be supplemented with other sources of data to fully inform any new strategic plan goals/initiatives including input from staff, internal data sources, and public engagement, and reflect both local and global public health and economic circumstances that impact conditions.

**Conclusion/Next Steps:**

Share the outcomes of the survey with staff and with the public and use the data as a starting point for the preparation of plans and strategies to inform the next iteration of strategic and budget planning as well as continuous improvement strategy and project focus.

**Report Approval Details**

Document Title:	Citizen Satisfaction Survey 2020 FINAL REPORT.docx
Attachments:	- 2020 Citizen Survey - FINAL Report .pdf
Final Approval Date:	Jan 7, 2021

This report and all of its attachments were approved and signed as outlined below:

**Derek Coffey - Jan 4, 2021 - 9:28 AM**

**No Signature - Task assigned to Kevin Breen was completed by workflow administrator  
Maureen Harvey**

**Kevin Breen - Jan 7, 2021 - 8:41 PM**