

INFORMATION NOTE

Title:	Resident Satisfaction Survey
Date Prepared:	November 17, 2022
Report To:	Committee of the Whole
Councillor and Role:	Mayor Danny Breen, Governance & Strategic Priorities
Ward:	N/A

Issue: Present the results of the 2022 Resident 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 resident 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. Since then, the City completed a survey in 2020 and its latest in the fall of 2022.

Based on feedback from Council, the sample size was increased to 600 resulting in a better margin of error this year of +/- 4.0 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 and 2020 with some consideration for housing, finance and health 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% decrease in perception of quality of life (back to 2018 levels)
- 20% decrease in overall satisfaction with city programs (back to near 2018 levels)
- 13% decrease in citizens' perception of value for tax dollars (back to 2018 levels)
- 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
- 90% of citizens believe the city should balance investments in quality of life and core services

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- The 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 2022 for the most part. While there are some changes in level of importance, all programs and services rated eight or higher in importance by more than half of respondents. Some statistically significant changes to satisfaction scores in twelve of the twenty program areas as noted in the report. That said, the areas for primary priority, secondary priority, sustain and reinforce, and watch and maintain, remain largely unchanged. Metrobus and GoBus Accessible Taxi move into primary priority for 2022.
- There was generally an increase in uptake of online services.
- Some differences in satisfaction, quality of life, and value for tax dollars among various demographic groups.
- Generally positive perceptions of the city as a place to make a life, being welcoming and being on the right track.
- One in five residents is struggling financially in their households.
- Just one half of residents say their housing is affordable while the majority say it is adequate.
- Overall, two thirds of residents note having excellent or good physical and mental health.

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 4 noted a higher quality of life. Ward 1 was the most satisfied with city services and Ward 5 was the least satisfied with city services.

Key Considerations/Implications:

1. Budget/Financial Implications:
\$15,000 from the Organizational Performance and Strategy operational budget
2. Partners or Other Stakeholders:
N/A
3. Alignment with Strategic Directions:

An Effective City: Ensure accountability and good governance through transparent and open decision making.

An Effective City: Achieve service excellence through collaboration, innovation and modernization grounded in client needs.

4. Alignment with Adopted Plans:

This report will help inform future strategic and budget planning and is a key outcome of the 2022 Strategic Plan Action plan under the Effective Organization direction. Information gathered will help inform other city plans such as Healthy Cities, Affordable Housing, Sustainability and Youth Engagement, etc.

5. Accessibility and Inclusion:

Every effort was made to ensure a good representative sample of the city's residents in line with the latest Census data.

6. Legal or Policy Implications:

None at this time.

7. 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.

8. Engagement and Communications Considerations:

Results will be shared and discussed with both internal and external audiences.

9. Human Resource Implications:

None at this time.

10. Procurement Implications:

None at this time.

11. Information Technology Implications:

None at this time.

12. Other Implications:

While this report provides a good overview of progress since the last survey (2022), 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. It is important to note the context under which the survey is completed which is noted in the report.

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:	Resident Satisfaction Survey 2022.docx
Attachments:	- 2022 Resident Survey - FINAL Report - November 15.pptx
Final Approval Date:	Nov 17, 2022

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

Derek Coffey - Nov 17, 2022 - 2:20 PM