

---

**TO: General Committee**

**FROM: C. Harris, Manager of Marketing & Communications**

**NOTED: R. James-Reid, Executive Director of Access Barrie**  
**C. Ladd, Chief Administrative Officer**

**RE: 2016 Citizen Satisfaction Survey**

**DATE: September 26, 2016**

---

*CHarris*

*RJReid*

At the City of Barrie, we value the opinion of residents and regularly conduct Citizen Satisfaction Surveys to understand how our residents feel about the City and the services we provide. The City previously conducted Citizen Satisfaction Surveys in 2008, 2011 and 2013 and these results will be used as a benchmark for comparison with the 2016 survey.

The 2016 Citizen Satisfaction Survey will be conducted during the month of October. The Citizen Satisfaction Survey is a way for the City to gain insight from residents on their perceptions of the quality of life in Barrie, their satisfaction with municipal programs and services, and to identify opportunities for the City to improve service and program delivery.

The City has selected Forum Research Inc., through an RFP process, to work on this project. Starting October 11th and continuing for approximately two weeks, Forum will conduct a statistically significant phone survey (including both landlines and cell phones) of approximately 1,000 Barrie residents from all 10 City Wards. Residents will be asked for feedback on a variety of items including satisfaction with city services, programs and customer service, and the overall quality of life in Barrie.

The results of the 2016 survey will be presented to City Council at the end of November for their consideration in future decision making. If you have any questions, please contact Cheri Harris at [Cheri.Harris@barrie.ca](mailto:Cheri.Harris@barrie.ca) or 705-739-4220 x 4714.