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# Barrie Citizen Satisfaction Survey 2013 Report

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Date: December, 2013

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# Project Objectives



- As our urban centres grow, communities across Canada continue to face challenging service issues. To successfully manage these demands, it is increasingly important to understand how residents perceive the quality of municipal services they receive, what expectations they have from municipal leaders and how municipalities can improve service delivery.
- In 2008, the City of Barrie initiated a baseline residential survey to measure residents' satisfaction with municipal services. In 2013, as in 2011, the City has embarked on follow-up survey to get a better understanding of how perceptions have changed.



# Project Objectives



- Specific project objectives are to explore residents' stated opinions and attitudes relate to the following:
  - Rating the quality of life in Barrie
  - Satisfaction with the municipal government
  - Satisfaction with the City's major service deliverables
  - Contact with the City
  - Service improvements and priorities
  - Opinions on municipal property taxes
- Respondent opinions may take into consideration not only their own experiences but also their perceptions or what they may have seen, heard or read about in terms of the services investigated. Respondents may or may not have had direct experience with the City services examined; therefore, this survey not only provides a measurement of satisfaction but also the perceived image of the quality of service provided or reputation of the City of Barrie.

# Research Overview

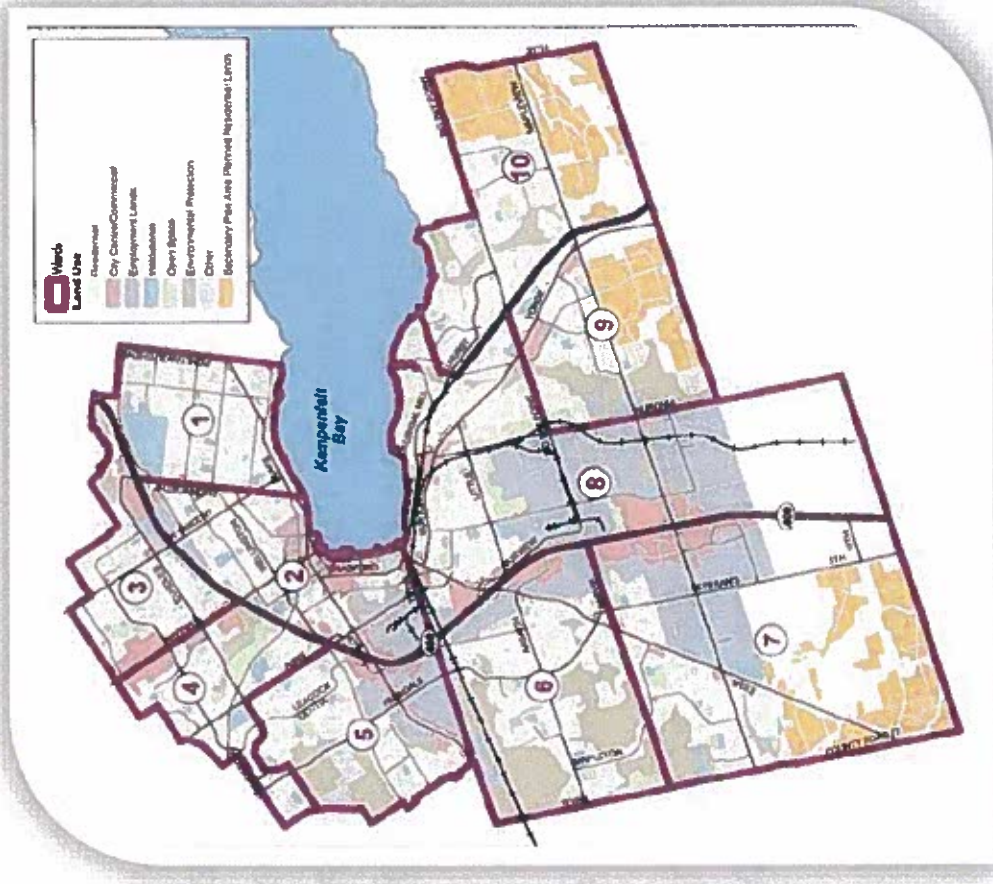


- **Methodology:** 21-minute telephone survey conducted with a randomly selected sample of City of Barrie residents, 18 years of age or older.
- **Field Dates:** Tuesday, November 19 to Wednesday, November 27, 2013
- **Sample Size:** N=1,018
- **Telephone Interviewing and Quality Control:** Field supervisors were present at all times to ensure accurate interviewing and recording of responses. A minimum of 10 percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set by the Marketing Research and Intelligence Association (MRIA).
- **Response Rate:** 12.36%



# Sample Disposition

- Quotas were established to ensure 100 interviews were conducted within each City ward.
- A good mix of male and female respondents who most recently had a birthday were selected at the household level.
- For the analysis, weights were assigned to ensure that the sample was proportionate to the City of Barrie population by age, gender and ward.



# Executive Summary



- Overall, the results are very positive for 2013 City of Barrie Citizen Satisfaction Survey.
- Two out of three residents (67%) rate the Quality of Life in Barrie as Excellent / Very Good. This KPI has reversed its downward trend and is up 5 pp to regain ground lost in 2008.
- Citizen Engagement currently registers at 71 / 100.
- Two-thirds of residents are now highly / moderately satisfied with local government. This is the highest this KPI has been since the benchmarking study of 2008, increasing 16 pp since 2008 and 7 pp over 2011.
- Consistent with the increase in satisfaction with local government is a corresponding increase in satisfaction with the work the city is doing in...
  - Managing Economic Development, up 25 pp
  - Managing Growth and Environmental Protection, up 25 pp
  - Creating a Vibrant City Centre, up 23 pp
  - Strengthening City's financial condition, up 21 pp
  - Improving community involvement, up 15 pp
- In order to keep overall satisfaction with Local Government high, residents suggest that the most important issue facing City Council are Job creation, increasing efforts to divert waste from the landfill, and affordable housing.



## Executive Summary



- Seven out of ten residents remain satisfied overall with the services and programs offered by the City of Barrie; this has been trending down since the 2008 and 2011 to reach a low of 71%.
- In order to improve Overall Satisfaction with City of Barrie programs and services, Forum recommends the City focus on these priority areas:
  - Barrie public transit
  - City Planning
  - General road condition, including surface conditions such as potholes
  - Building permits, inspection services for new buildings, and renovations
  - Seniors/disabled persons service



# Executive Summary



- Of the 21 services and programs rated in 2013, four showed statistically significant increases since 2011:
  - Summer Road Maintenance
  - Transportation Network
  - Recreation Facilities
  - General Road Condition

And four showed statistically significant decreases since 2011:

- Winter Road Maintenance
- Support for Arts and Culture
- Bylaw Enforcement for Animal Control
- City of Barrie Website/Online Services

## Executive Summary



- The proportion of citizens who say they receive very good / good value of services for the taxes they pay has decreased significantly since 2011 (52% in 2011 to 44% in 2013).
- 22% of respondents named spending of tax dollars/planning and generally high taxes as main reasons for dissatisfaction. 17% of residents named dissatisfaction with the infrastructure and road maintenance.
- Although dissatisfied with infrastructure and road maintenance, the majority of residents (71%) showed low support for the introduction of a tax levy aimed at renewal of local infrastructure.

## Executive Summary



- Six out of ten home-owners are of the opinion that the cost of growth should be paid for by the purchasers of new homes or developers to the maximum extent possible.
- The majority of home owners (71%) say they would like to minimize tax increases and keep current service levels in place. Only 11% are willing to pay more for a corresponding service increase while nearly double that (18%) want to pay less in exchange for a service decrease 18%.



# Executive Summary



- Residents can contact the City to get information or make a complaint about programs and services. When they do make contact, they tend to be satisfied with the service they receive regarding the following:
  - Recreation facilities,
  - Recreation programs,
  - General city information,
  - Police Services, and
  - Garbage and recycling.
- Satisfaction is relatively low with contact regarding
  - Road conditions.

## Executive Summary



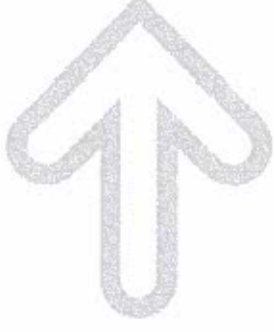
- Residents can contact the City to perform a number of transaction with respect to services and programs. When they do, they tend to be satisfied with the service they receive.



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# Key Findings





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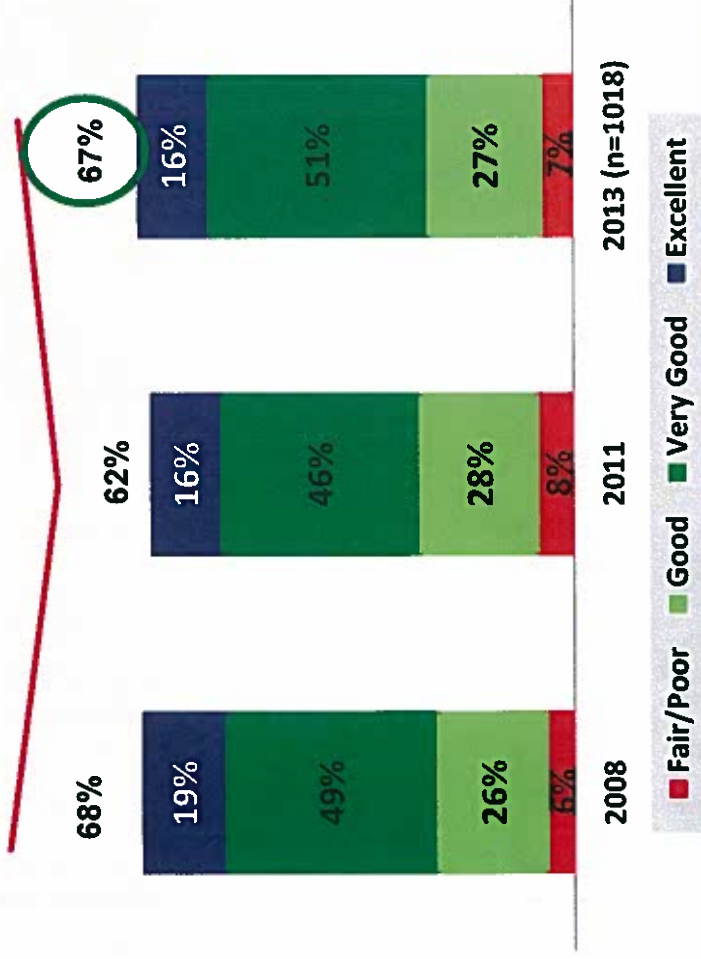
# Quality of Life

# Quality of Life in Barrie



Two thirds of residents believe Barrie has an Excellent / Very Good Quality of Life.

## Historical Trend



The Quality of Life metric has increased significantly since 2011 and is again on par with 2008 levels.

Home owners gave a significantly higher quality of life rating (66%) compared to renters (52%).

There were no differences by gender, age or time lived in Barrie.

B1. To begin, please think about the overall quality of life in the City of Barrie for you and your family, in comparison to other communities where you could live. Would you say, overall, the quality of life in Barrie is... ?



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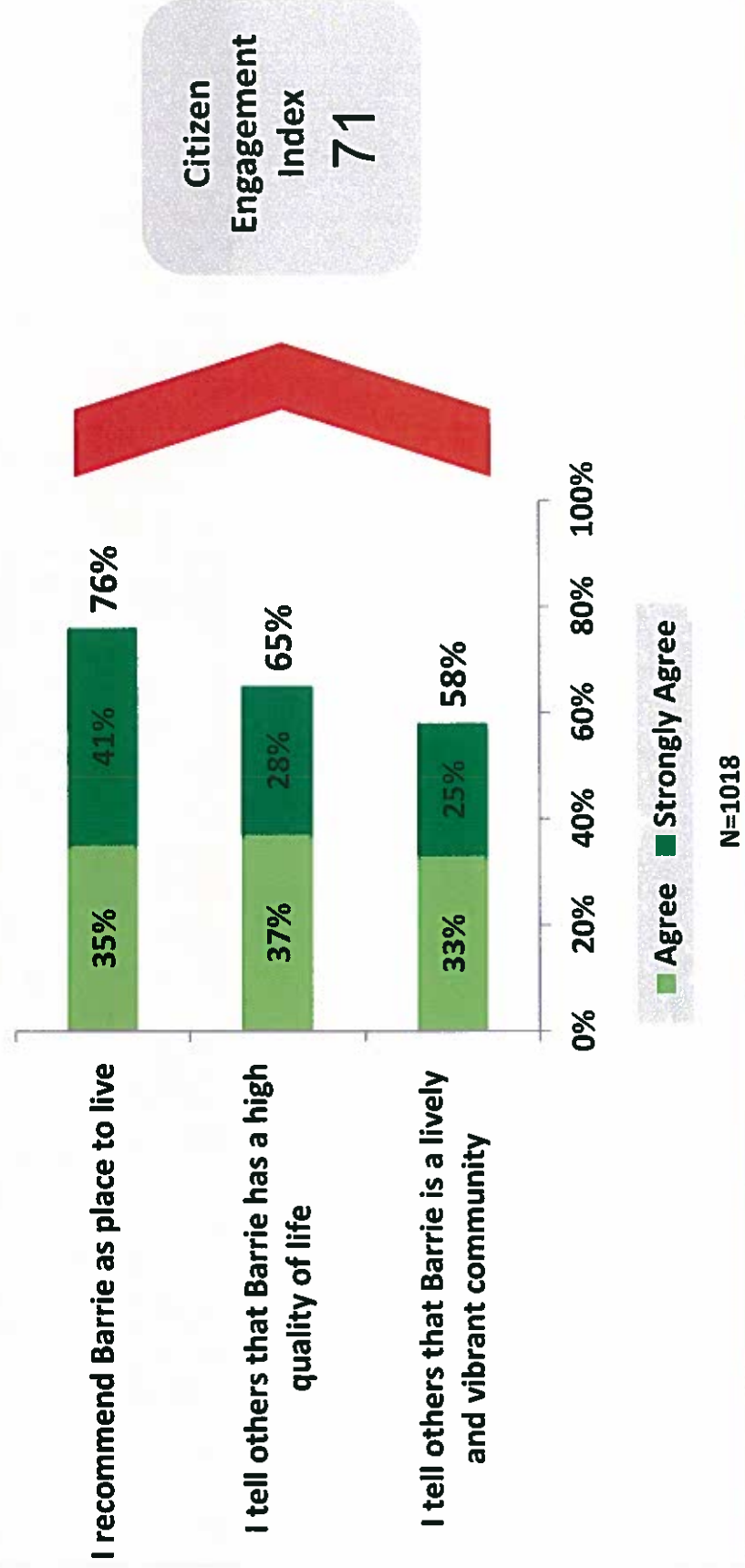
# Citizen Engagement



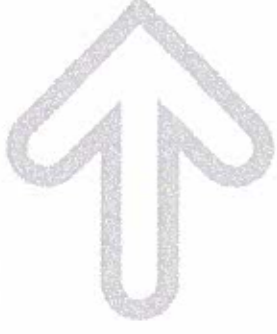
# Citizen Engagement Index



Citizen Engagement is a composite measure of a set of behaviours associated with Engagement: the kind of behaviours that one would expect to see in Engaged Citizens. Citizen Engagement currently rests at 71 out of a possible score of 100.



B4. Using a scale of 1 to 5, where 1 means strongly disagree and 5 means strongly agree, please indicate how much you agree or disagree with the following statements:



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# Overall Satisfaction with Local Government

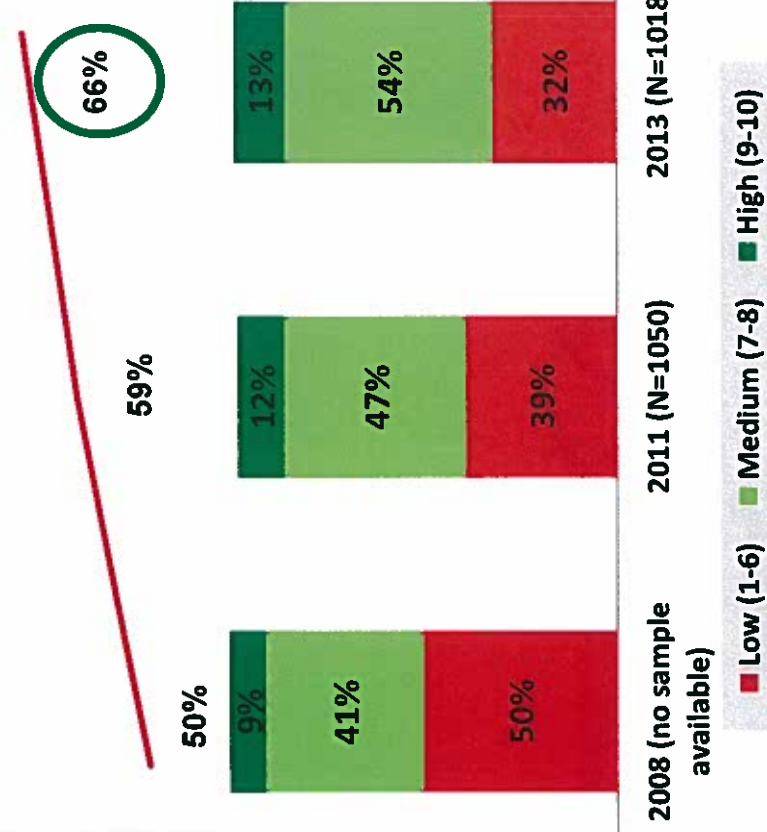


# Overall Satisfaction with City of Barrie's Local Government



Two thirds of residents are highly / moderately satisfied with local government.

## Historical Trend



Satisfaction with Services and Programs has been trending upward since 2008 and took another big jump since 2011.

Longer-term residents gave higher satisfaction ratings.

Female residents were significantly more satisfied than males.

B2. Next, how satisfied are you with the City of Barrie's local government? Please use a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied".

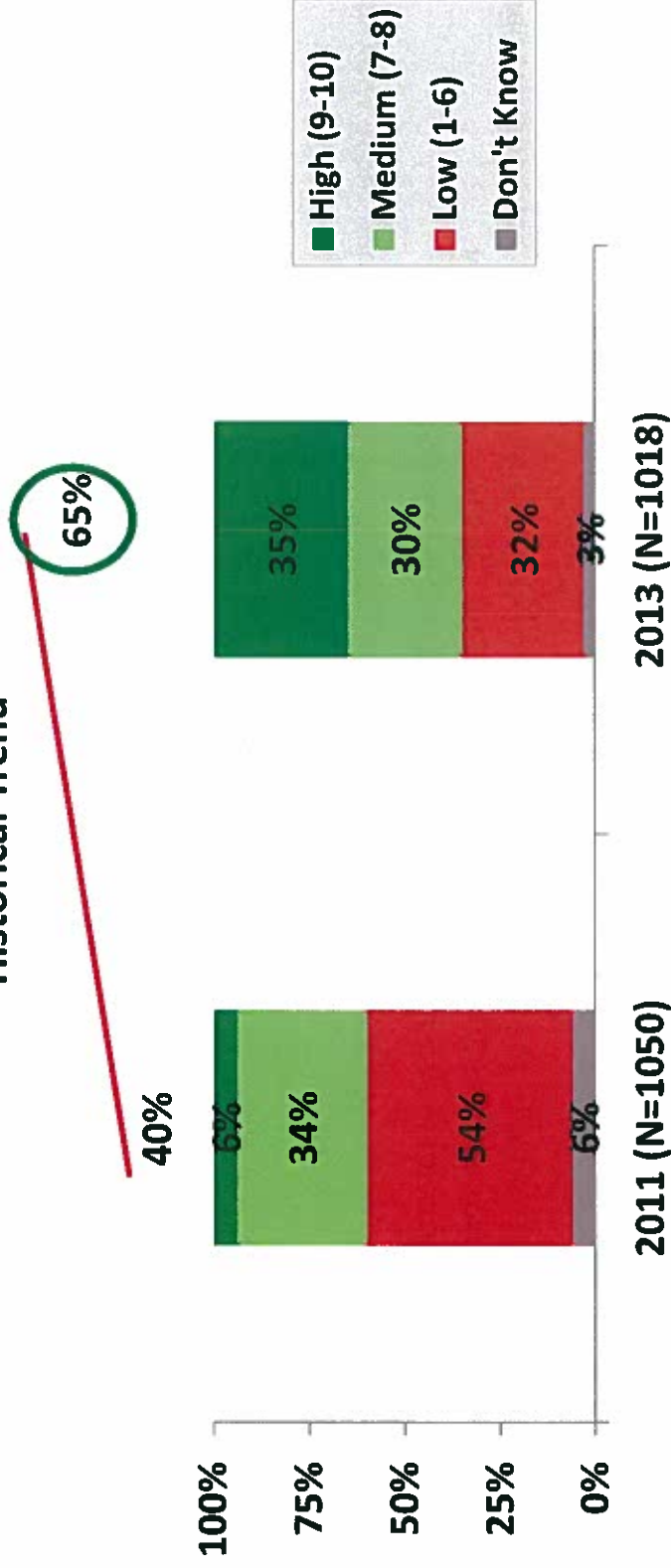


# Action Plans and Development Managing Economic Development



Overall satisfaction with job creation, directing, and management of economic development by the City of Barrie has increased significantly with 65% of residents indicating they are highly / moderately satisfied with the city's economic development management (compared to 40% in 2011).

## Historical Trend



B6. Overall, how satisfied are you with the action plans and work the City of Barrie is doing in each of the following areas: Please use a scale of 1 to 10, where 1 means "Not at all satisfied" and 10 means "Very satisfied".

# Action Plans and Development

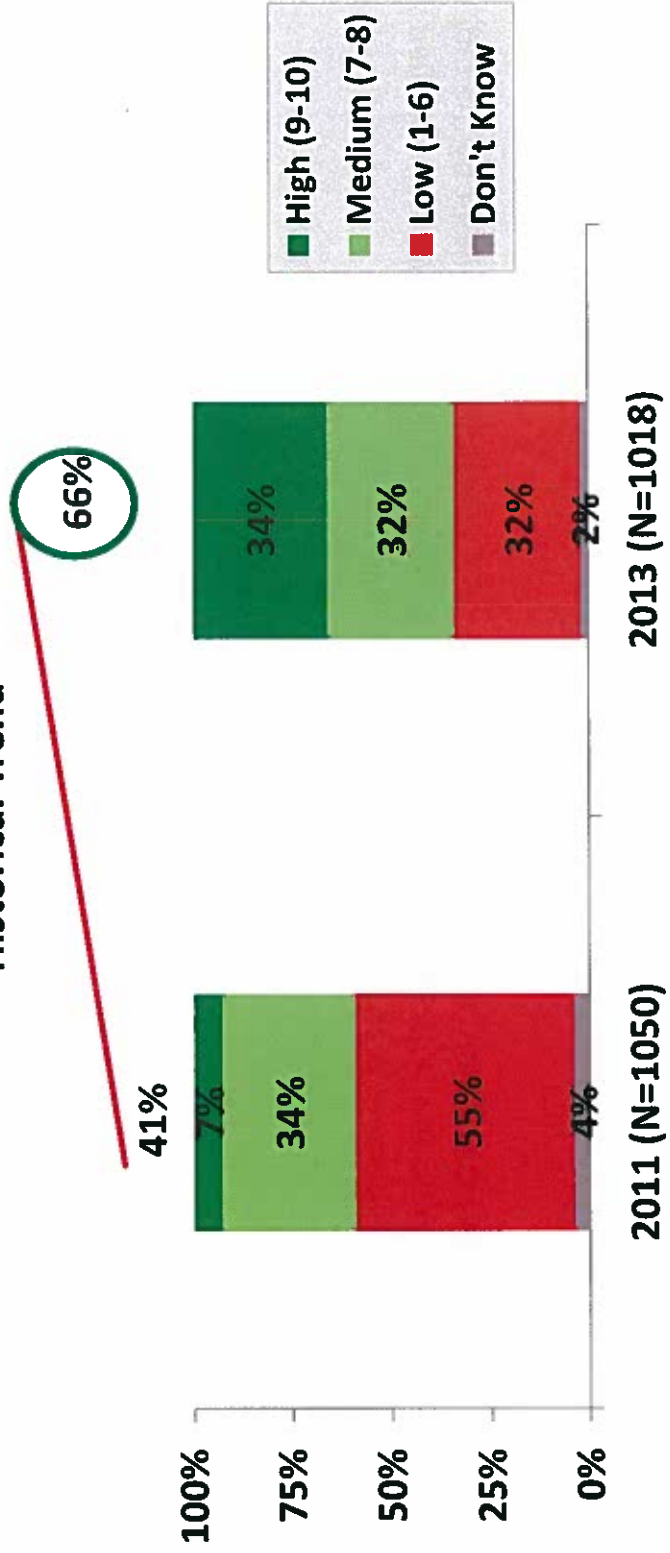
## Managing Growth and Environment Protection



Barrie residents' satisfaction with the City's management of growth while protecting the environment has increased significantly from 41% in 2011 to 66% in 2013, up 25 pp. At the same time low growth/environment protection satisfaction decreased to 32% in 2013 vs. 55% in 2011.

Those who have resided in Barrie for less than 10 years are significantly more satisfied than those who have lived in Barrie for over 10 years.

### Historical Trend



B6. Overall, how satisfied are you with the action plans and work the City of Barrie is doing in each of the following areas: Please use a scale of 1 to 10, where 1 means "Not at all satisfied" and 10 means "Very satisfied".



# Action Plans and Development

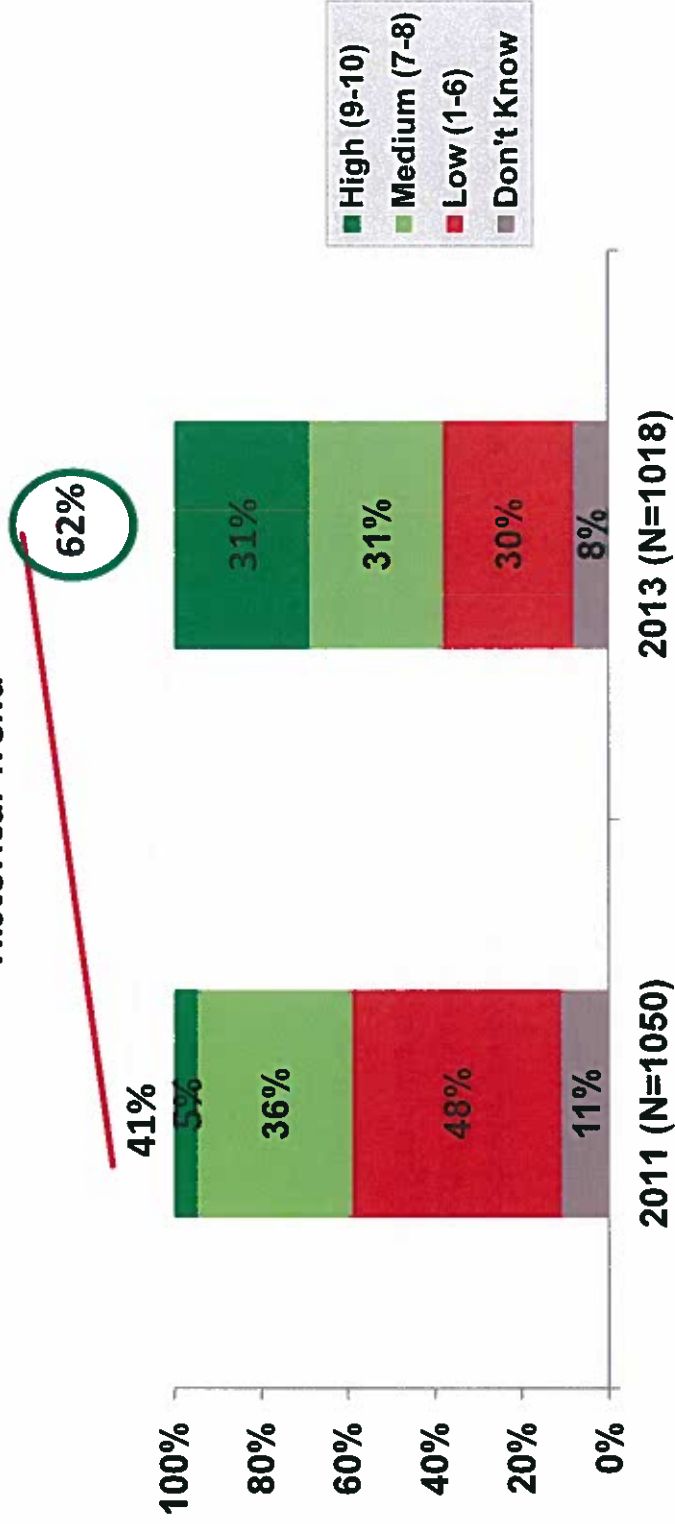
## Strengthening City's Financial Condition



Citizen satisfaction with local government strengthening the City's financial condition and ensuring the City can meet its financial and service commitments increased significantly in 2013 (up 21 pp).

Recent residents of Barrie are more satisfied with this measure than are those who have lived in Barrie for over 10 years.

### Historical Trend



B6. Overall, how satisfied are you with the action plans and work the City of Barrie is doing in each of the following areas: Please use a scale of 1 to 10, where 1 means "Not at all satisfied" and 10 means "Very satisfied".



# Action Plans and Development

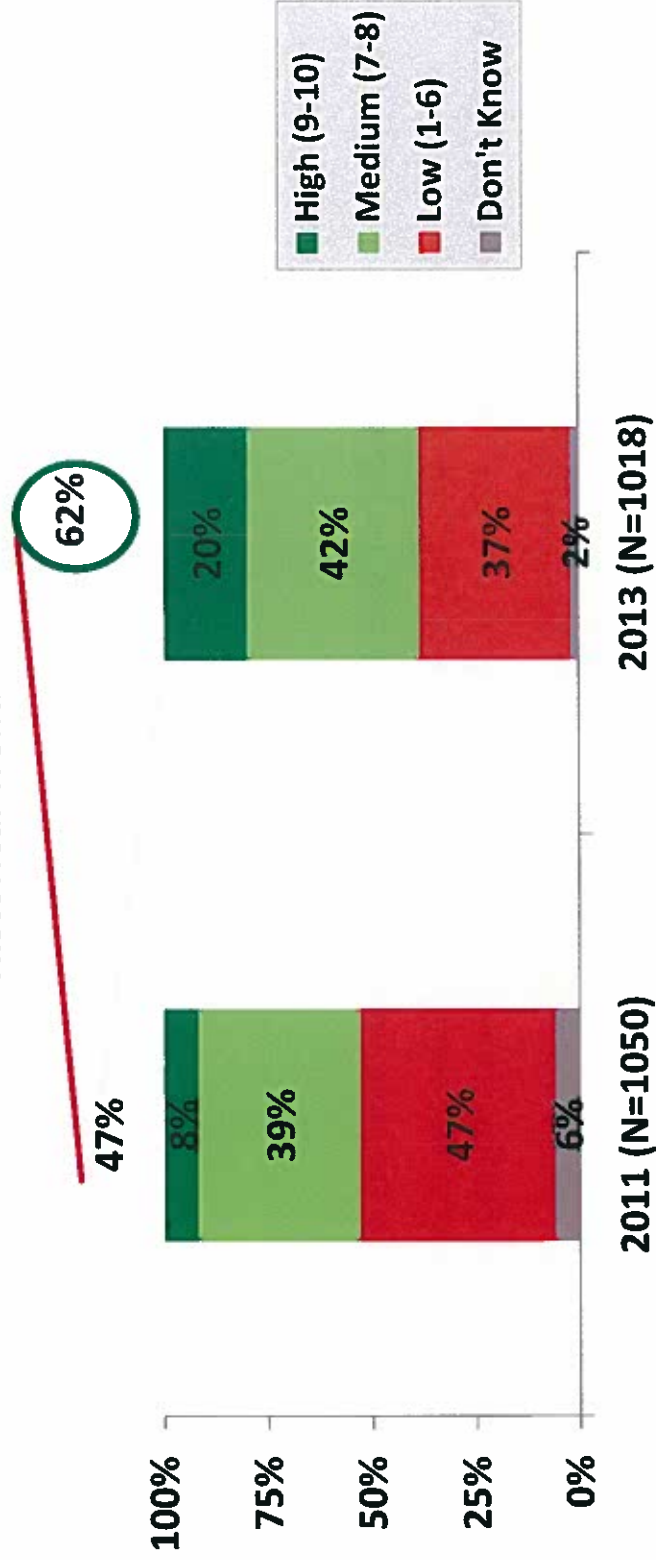
## Improving Community Involvement



When asked about the city improving and expanding community involvement and city interactions, that is, new opportunities for better dialogue, information sharing and public feedback on City services and initiatives, citizen satisfaction showed significant improvement, up 15pp.

Those who have resided in Barrie for 6 to 10 years are significantly more satisfied than those who have lived in Barrie for over 10 years.

### Historical Trend



B6. Overall, how satisfied are you with the action plans and work the City of Barrie is doing in each of the following areas: Please use a scale of 1 to 10, where 1 means "Not at all satisfied" and 10 means "Very satisfied".

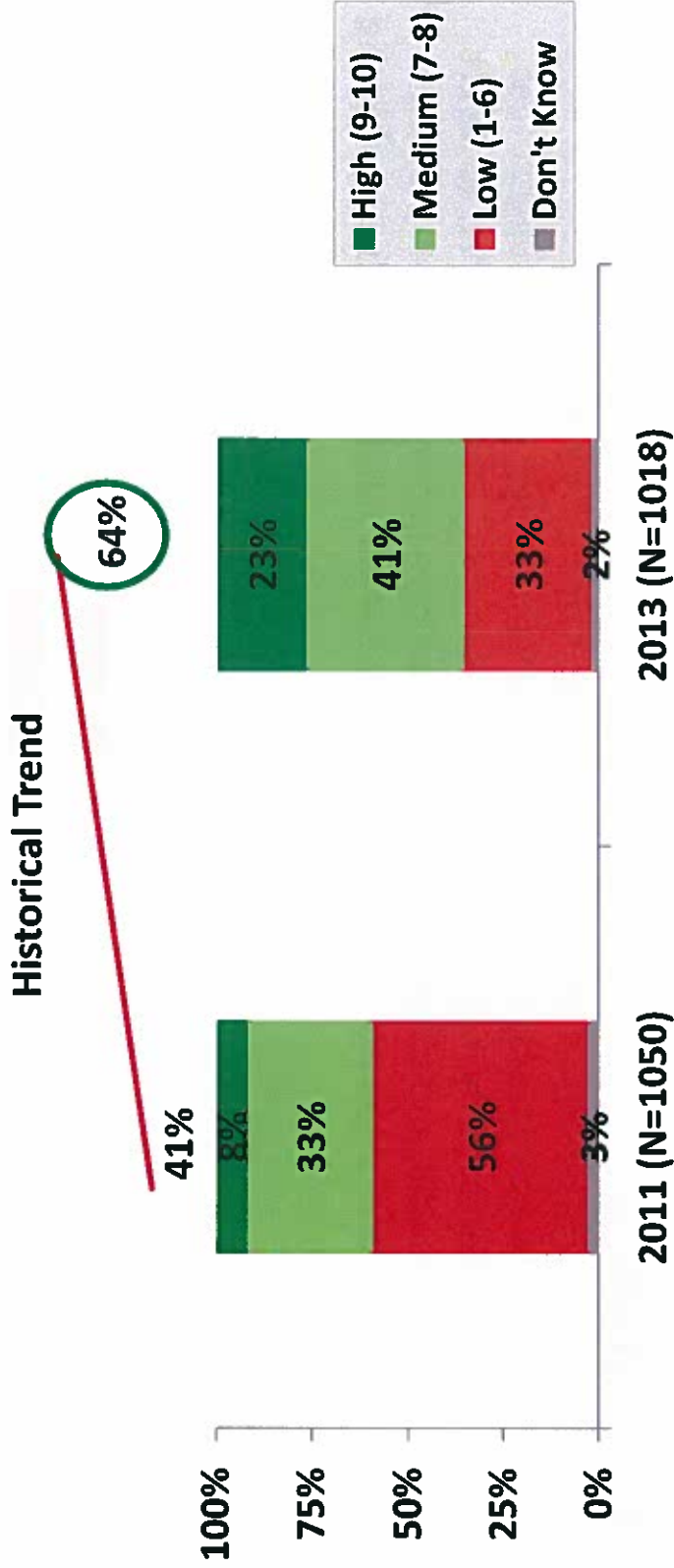
# Action Plans and Development

## Creating a Vibrant City Centre



When asked about the city creating a vibrant and healthy city centre, transforming the city centre and improving the overall experience downtown, citizen satisfaction showed significant improvement of 23 pp over 2011. The proportion giving a low satisfaction rating declined significantly to 33% compared to 56% in 2011.

Those who have resided in Barrie for less than 10 years are significantly more satisfied than those who have lived in Barrie for over 10 years.



B6. Overall, how satisfied are you with the action plans and work the City of Barrie is doing in each of the following areas: Please use a scale of 1 to 10, where 1 means "Not at all satisfied" and 10 means "Very satisfied".

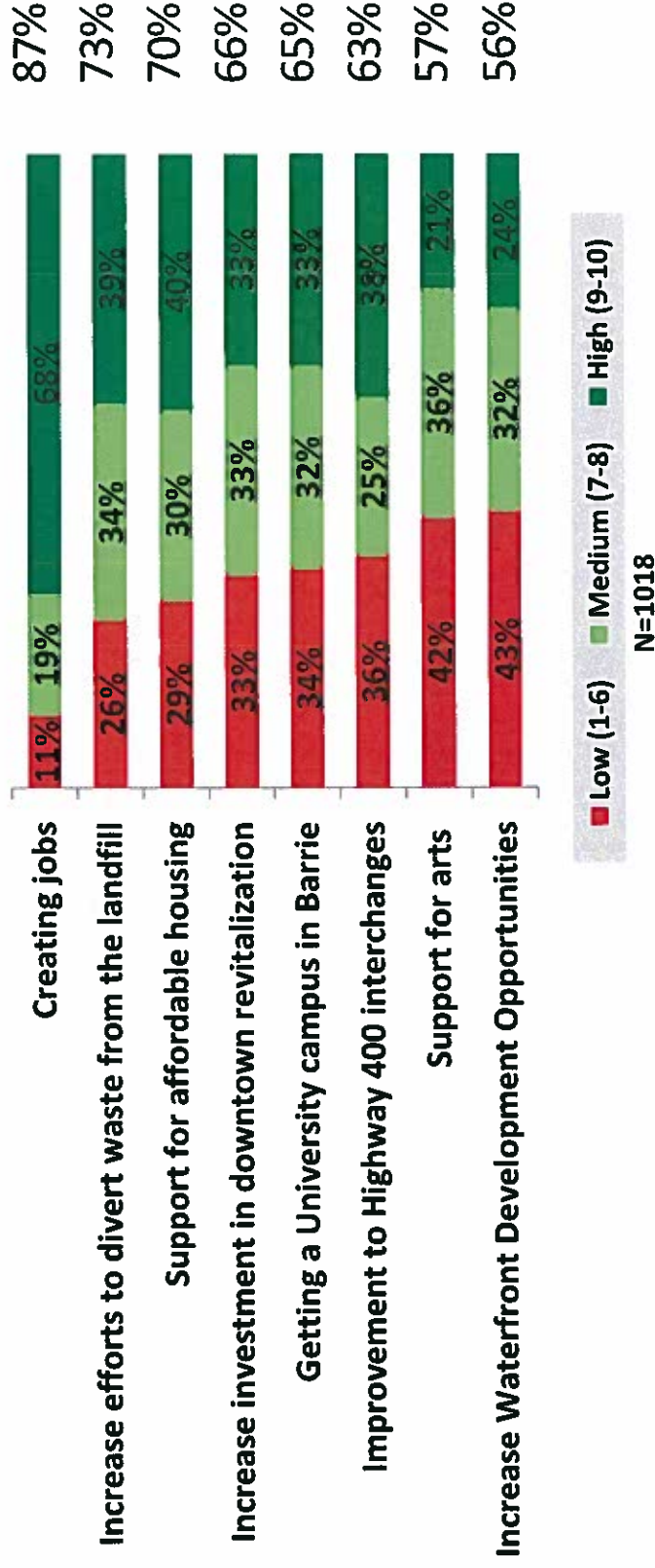


# Importance of Topics Facing City Council



In order to keep overall satisfaction with Local Government high, residents suggest that the most important issue facing City Council are Job creation, increasing efforts to divert waste from the landfill, and affordable housing. Showing a commitment to improving performance in these areas will translate into higher overall satisfaction with City of Barrie Municipal Government.

Top 4 %  
(7-10)



B5. Of the following topics facing Barrie City Council today, please indicate how important you feel each is using a scale of 1 to 10, where 1 is not important and 10 is very important. How important to you is... ? Read and Rotate





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# Satisfaction with Services and Programs

# Overall Satisfaction with Services and Programs



Seven of ten residents are satisfied with services and programs.

Satisfaction with Services and Programs has been trending downward since 2008.

Home owners gave a higher satisfaction rating (71%) compared to renters (63%).

Residents aged 25-34 were significantly more satisfied than those aged 55 and older. There were no differences by gender.

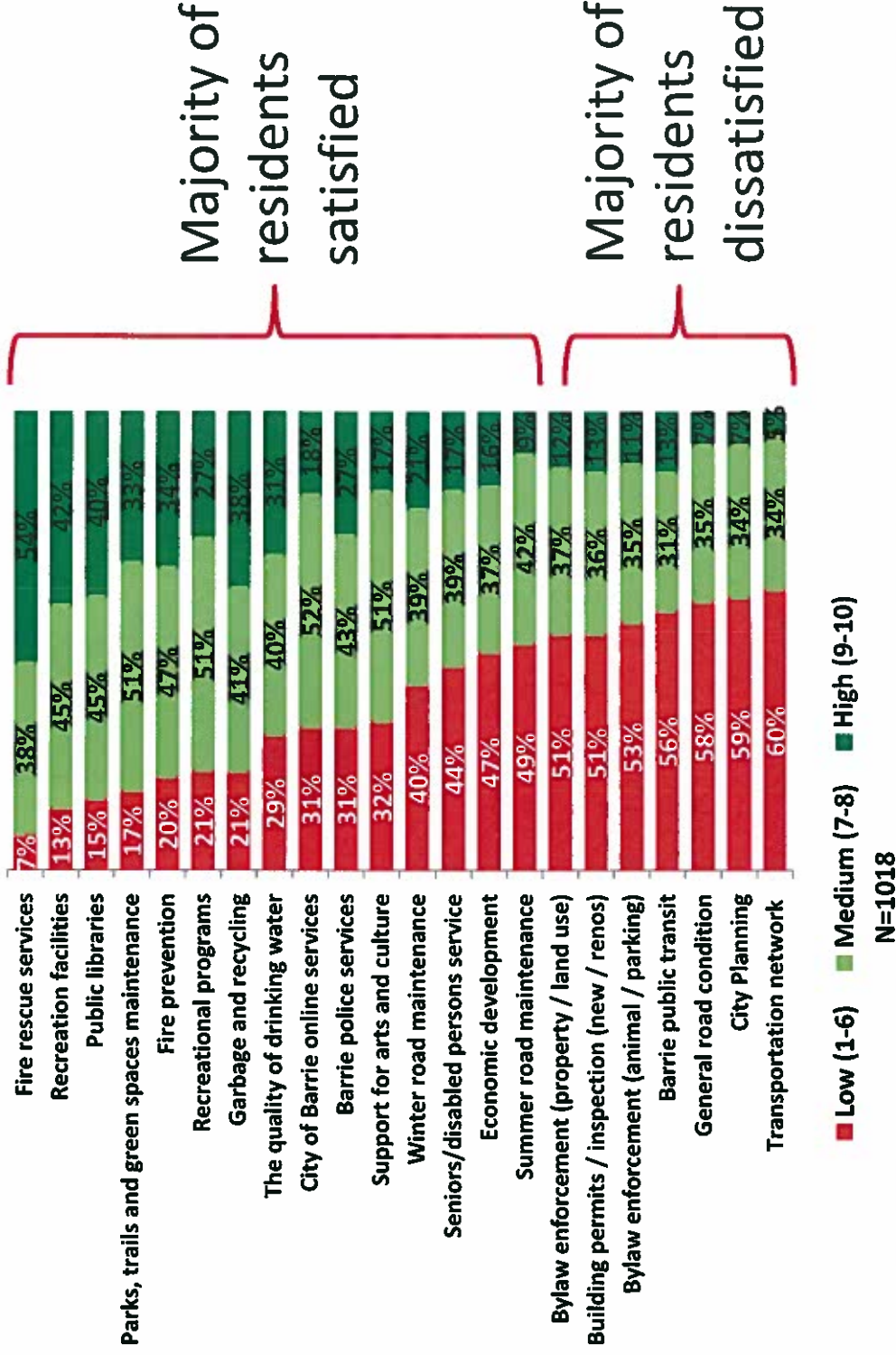
Historical Trend



B3. Taking into consideration all City of Barrie services and programs, based on your personal experiences or general impressions, overall, how satisfied are you with the services provided by the City of Barrie?



# Satisfaction with Services and Programs



C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied".



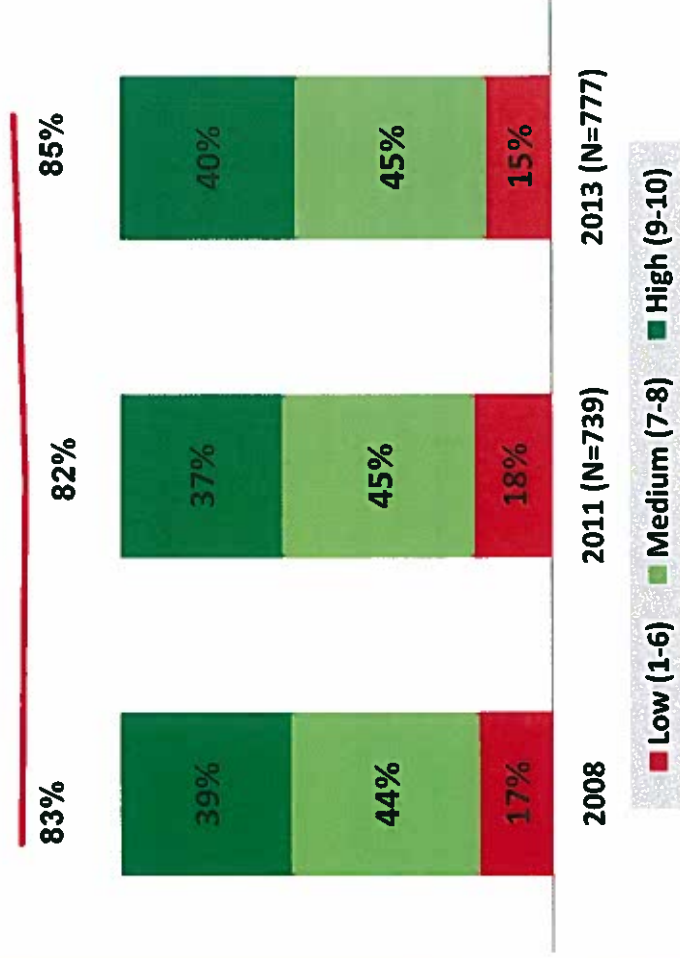
# Satisfaction with Services

## Public Libraries



85% of residents indicated they are highly / moderately satisfied with the City of Barrie public libraries.

### Historical Trend



Satisfaction with City of Barrie public libraries has not changed since data collection began in 2008.

Respondents aged 65 and older are significantly more satisfied than respondents in other age groups.

No significant differences occurred between home owners and renters or between gender groups.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.

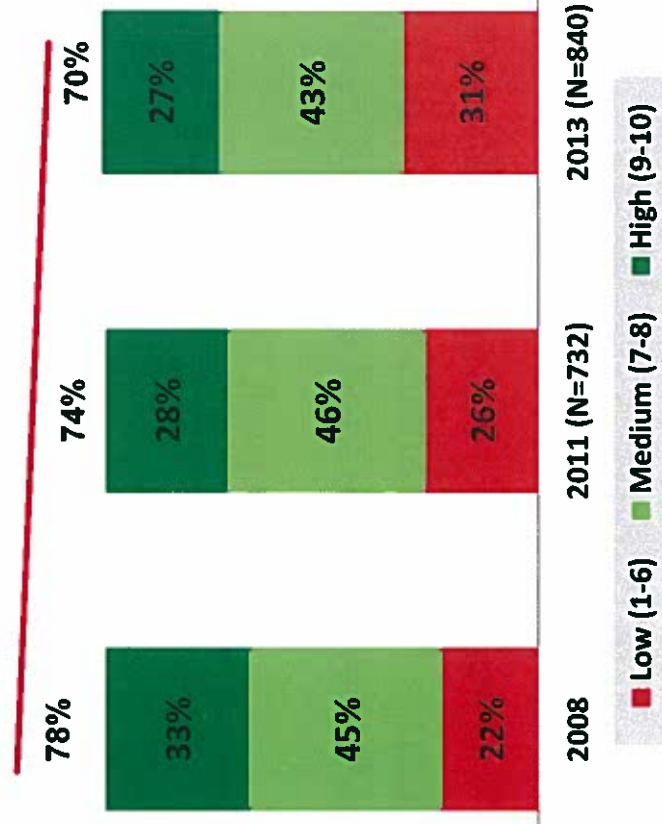
# Satisfaction with Services

## Barrie Police Services



70% of residents indicated they are highly / moderately satisfied with the City of Barrie police services. This has been trending downward since 2008.

### Historical Trend



Satisfaction with City of Barrie police services has not changed statistically since 2011 but is trending down since 2008, down 8 pp.

No significant differences occurred between age groups, home owners and renters , or between gender groups.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.



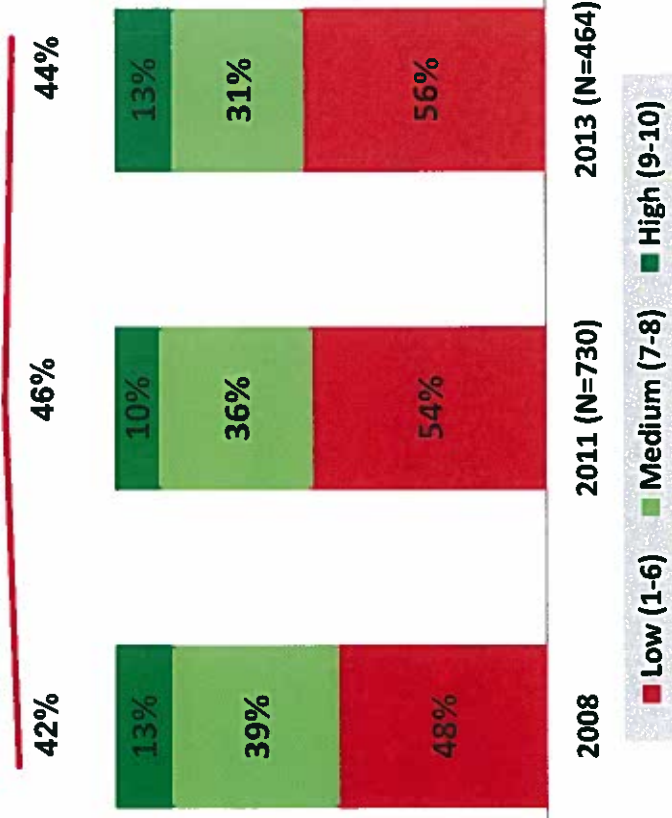
# Satisfaction with Services

## Barrie Public Transit



The majority of respondents are still expressing low satisfaction scores with Barrie Public Transit. Only 44% of residents indicated they are highly / Moderately satisfied with the City of Barrie public transit.

### Historical Trend



Satisfaction with City of Barrie public transit remained similar to the 2011 score.

Respondents aged 65 and older are significantly more satisfied than younger age groups.

Respondents who work in the Greater Toronto Area are significantly less satisfied with the public transit than respondents working in the municipality of Barrie, Simcoe County, or the York region.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.



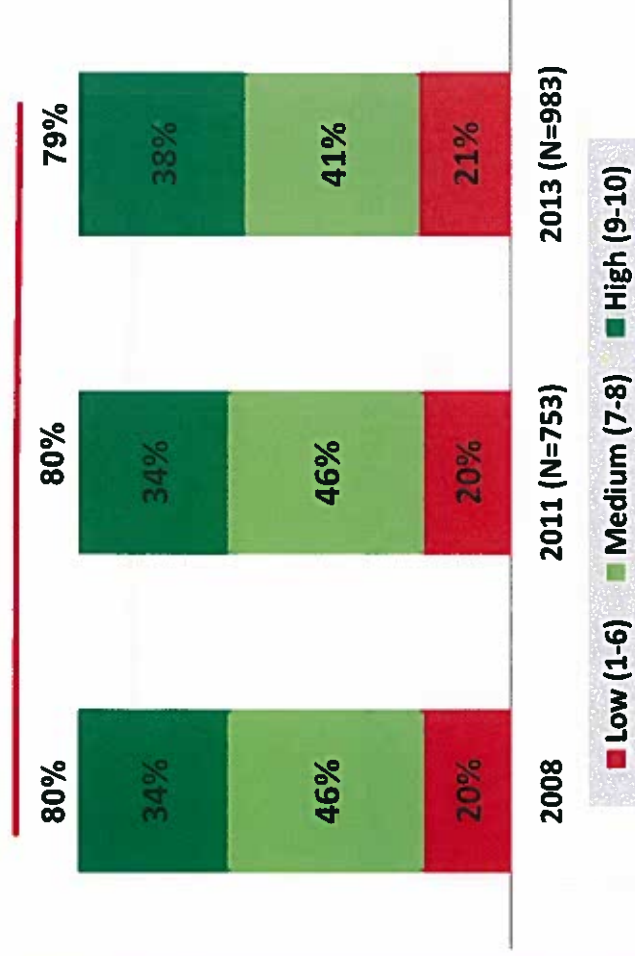
# Satisfaction with Services

## Garbage and Recycling Collection Services



79% of residents indicated they are highly / moderately satisfied with the City of Barrie garbage and recycling collection service.

### Historical Trend



Satisfaction with City of Barrie garbage and recycling collection services showed no significant changes since 2011.

No significant differences occurred between home owners and renters and between gender groups.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.

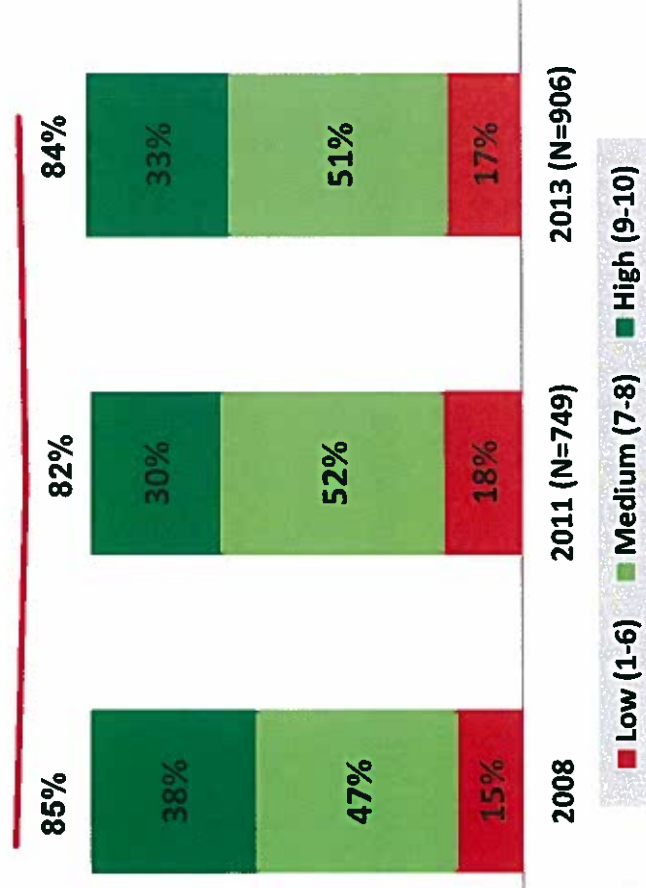
# Satisfaction with Services

## Parks, Trails, and Green Spaces



84% of residents indicated they are highly / moderately satisfied with the City of Barrie parks, trails, and green spaces.

### Historical Trend



Satisfaction with City of Barrie parks, trails, and green spaces remained unchanged since 2011.

Respondents who have lived under 3 or over 10 years are significantly less satisfied with the City's green spaces than those who have lived 3-10 years in Barrie.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.



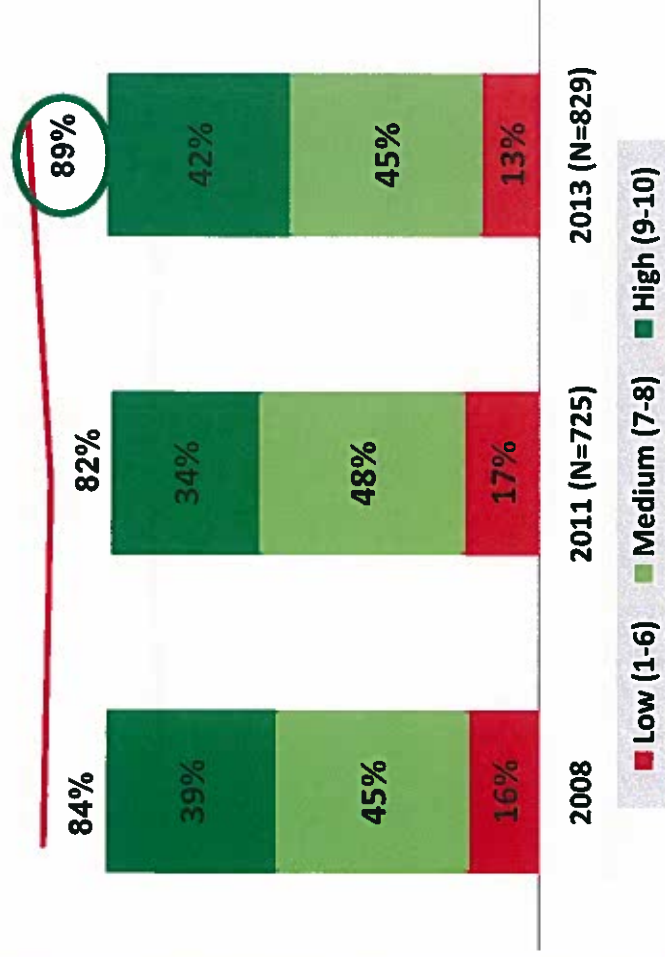
# Satisfaction with Services

## Recreation Facilities



Nearly 9 out of 10 residents indicated they are highly / moderately satisfied with the City of Barrie's recreation facilities.

### Historical Trend



Satisfaction with City of Barrie's recreation facilities has increased significantly since 2011.

Respondents who have lived over 10 years are significantly less satisfied with the City's recreation facilities than those who have lived less than 3 to 10 years in Barrie.

No significant differences occurred within other social-demographic categories.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.

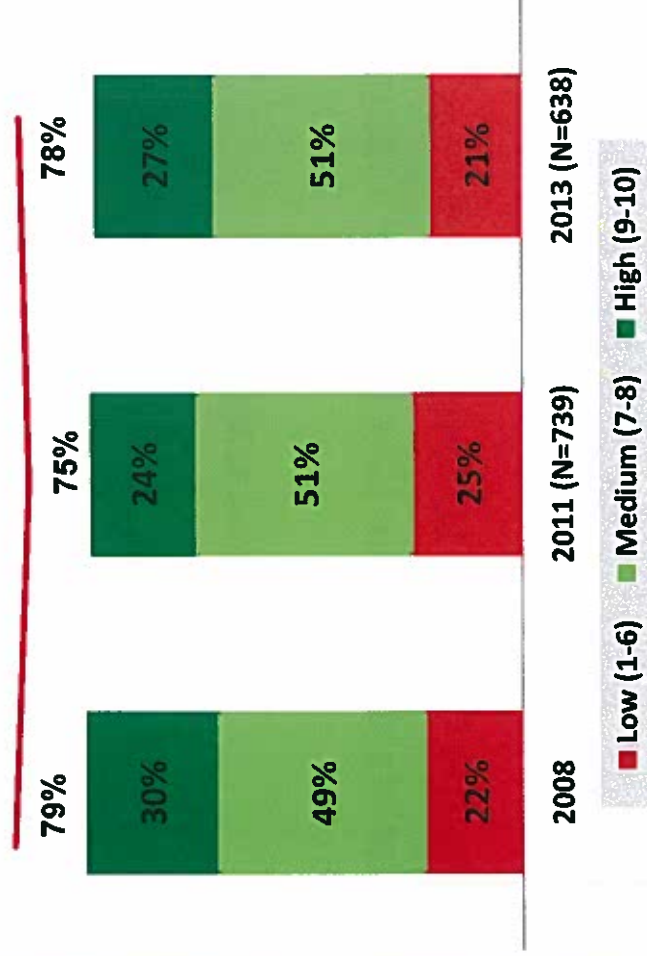


# Satisfaction with Services Recreational Programs



78% of residents indicated they are highly / moderately satisfied with the City of Barrie recreational programs.

## Historical Trend



Satisfaction with City of Barrie recreational programs showed no significant changes since 2011.

Residents who have lived 6-10 years in Barrie are significantly more satisfied with the City's recreational programs that residents who have lived over 10 years in Barrie.

Female respondents are significantly more satisfied with the City's recreational programs than male respondents.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.

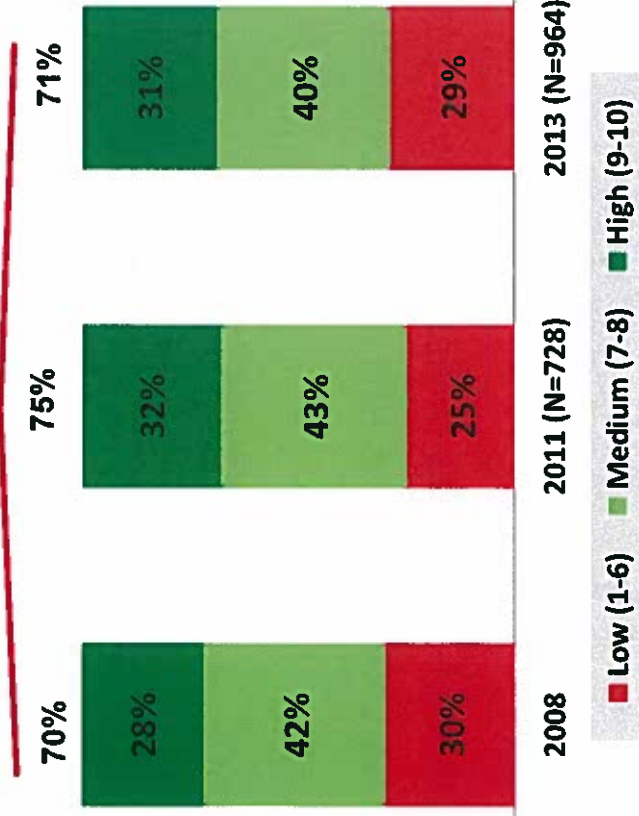
# Satisfaction with Services

## Quality of Drinking Water



71% of residents indicated they are highly / moderately satisfied with the quality of drinking water in City of Barrie.

### Historical Trend



Satisfaction with City of Barrie drinking water has not changed since 2011.

Home owners are significantly more satisfied with the quality of drinking water than those who rent .

Respondents who have resided in the City of Barrie for less than 3 years are significantly less satisfied with the quality of drinking water than those who have lived for 3 to 5 or over 10 years in Barrie.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.



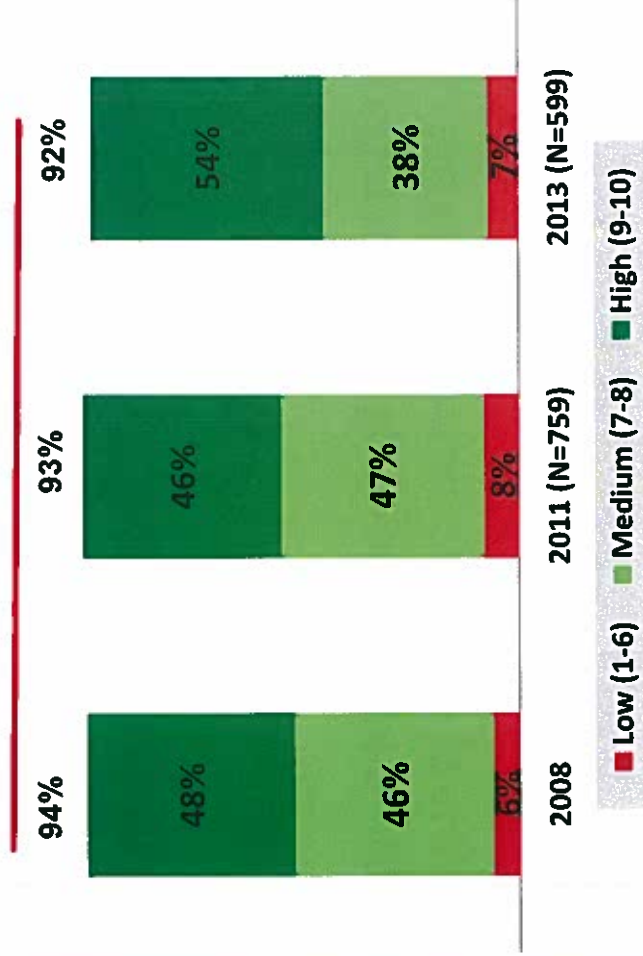
# Satisfaction with Services

## Fire Rescue Service



92% of residents indicated they are highly / moderately satisfied with the City of Barrie fire rescue services.

### Historical Trend



Satisfaction with City of Barrie fire rescue services has not changed since 2011.

No significant differences occurred between other social-demographic groups of residents.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.



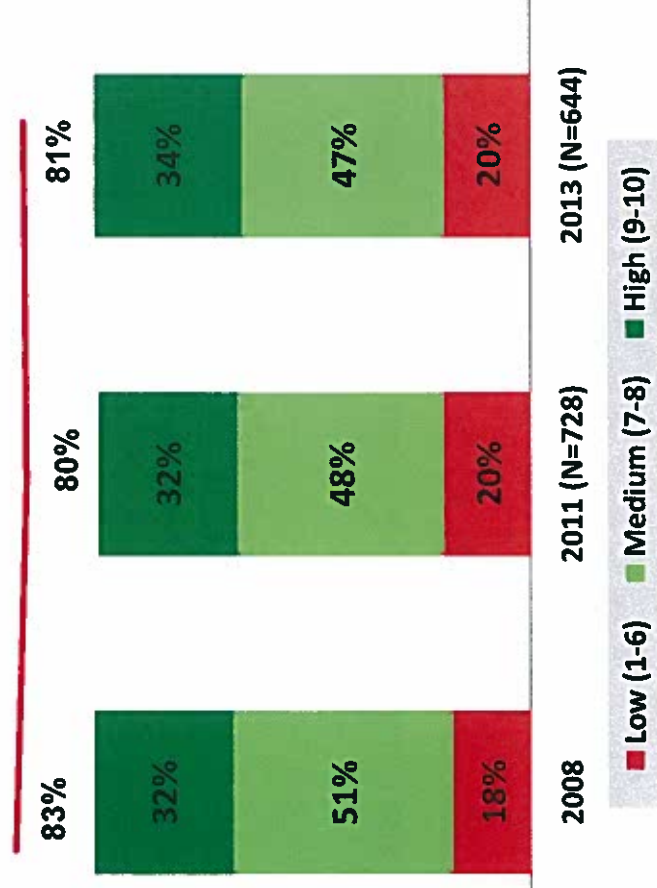
# Satisfaction with Services

## Fire Prevention and Fire Education



81% of residents indicated they are highly / moderately satisfied with the City of Barrie fire prevention and fire education services.

### Historical Trend



Satisfaction with City of Barrie fire prevention and education services has shown no significant changes since 2011.

Residents who have lived in Barrie for 3-5 years are significantly more satisfied with the fire prevention and education services than residents who have lived less than 3 or over 6 years in Barrie.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.

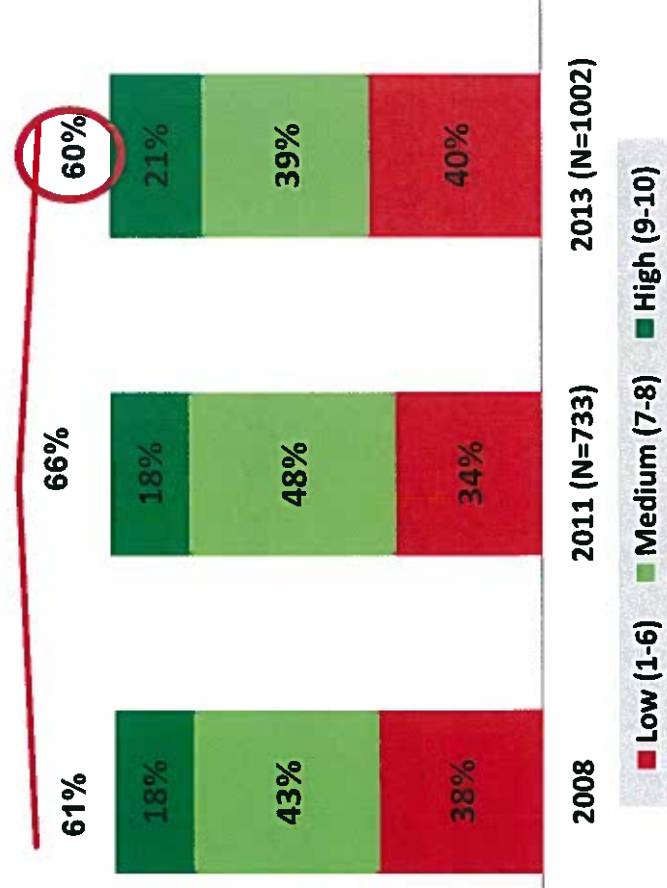
# Satisfaction with Services

## Winter Road Maintenance



60% of residents indicated they are highly / moderately satisfied with the City of Barrie's winter road maintenance.

Historical Trend



Satisfaction with City of Barrie winter road maintenance has decreased significantly since 2011 reversing gains made since the benchmark survey in 2008.

No significant differences occurred within other demographic groups of respondents.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.



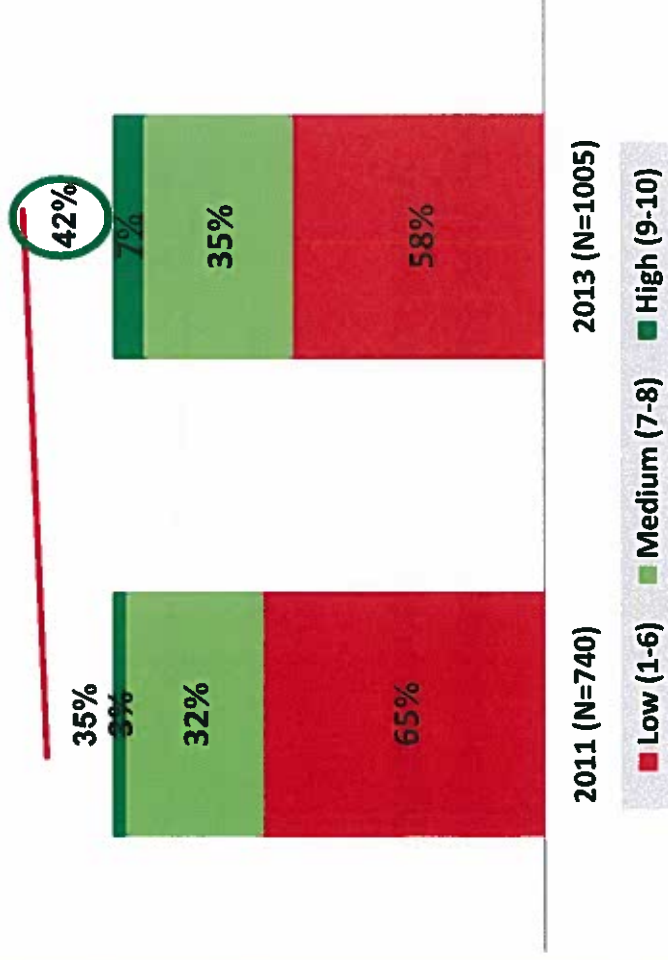
# Satisfaction with Services

## General Road Conditions



The majority of residents have low satisfaction levels with general road conditions. Only 42% expressed high or moderate satisfaction.

### Historical Trend



Satisfaction with general road conditions in the City of Barrie has increased significantly since 2011.

No significant differences occurred between other groups of residents.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.



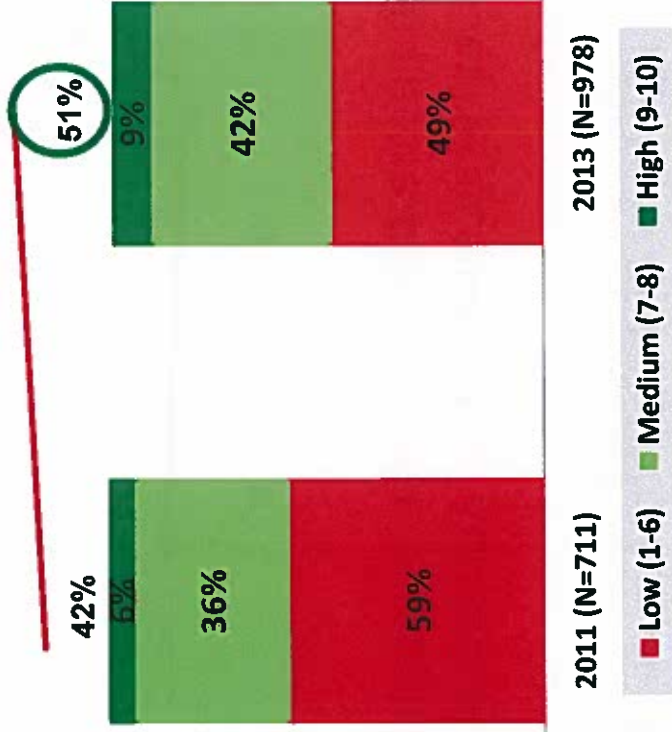
# Satisfaction with Services

## Summer Road Maintenance



51% of residents indicated they are highly satisfied with summer road maintenance in the City of Barrie.

Historical Trend



Satisfaction with summer road maintenance in the City of Barrie has increased significantly since 2011.

No significant differences occurred between various demographic groups of respondents.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.

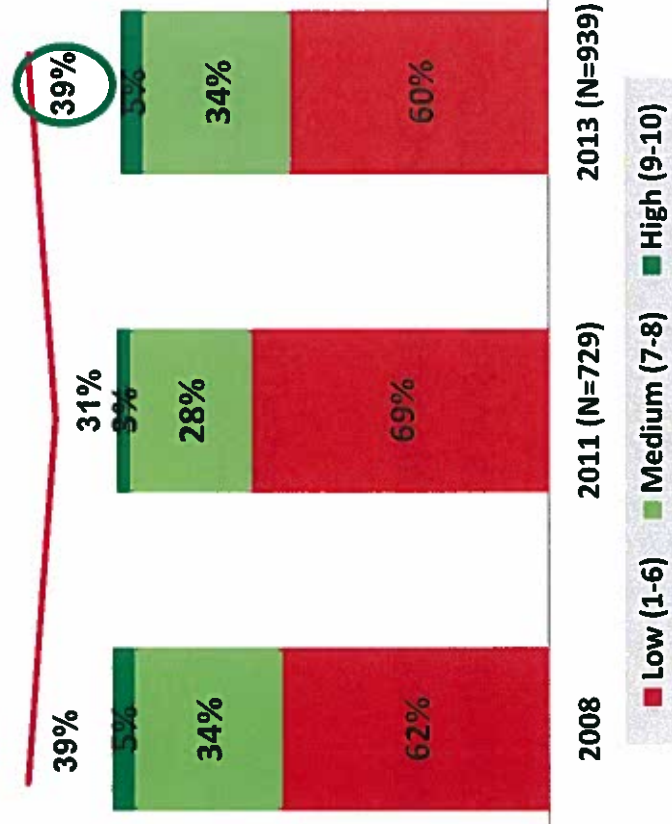
# Satisfaction with Services

## Transportation Network



The majority of residents are still expressing low satisfaction levels with transportation network. Only 39% indicated they are highly / moderately satisfied.

Historical Trend



Satisfaction with the City of Barrie's transportation network has increased significantly since 2011 returning to levels seen in 2008.

No significant differences were observed between other social-demographic groups of respondents.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.

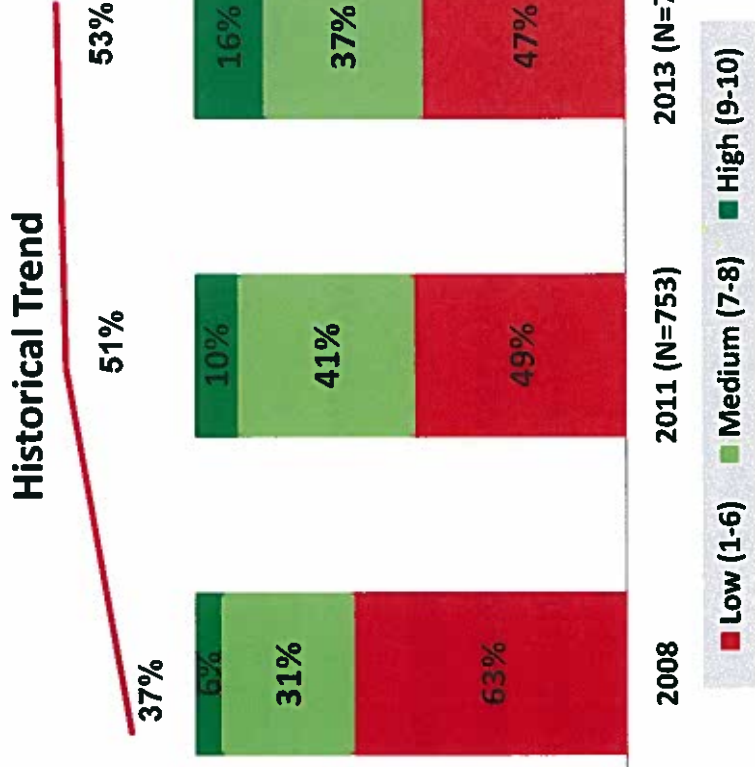


# Satisfaction with Services

## Economic Development



53% of residents indicated they are highly satisfied with the City of Barrie's economic development.



Satisfaction with the City of Barrie's economic development has held onto significant increases made in 2008 and is continuing to trend higher.

No significant differences were observed between other demographic groups of respondents.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.

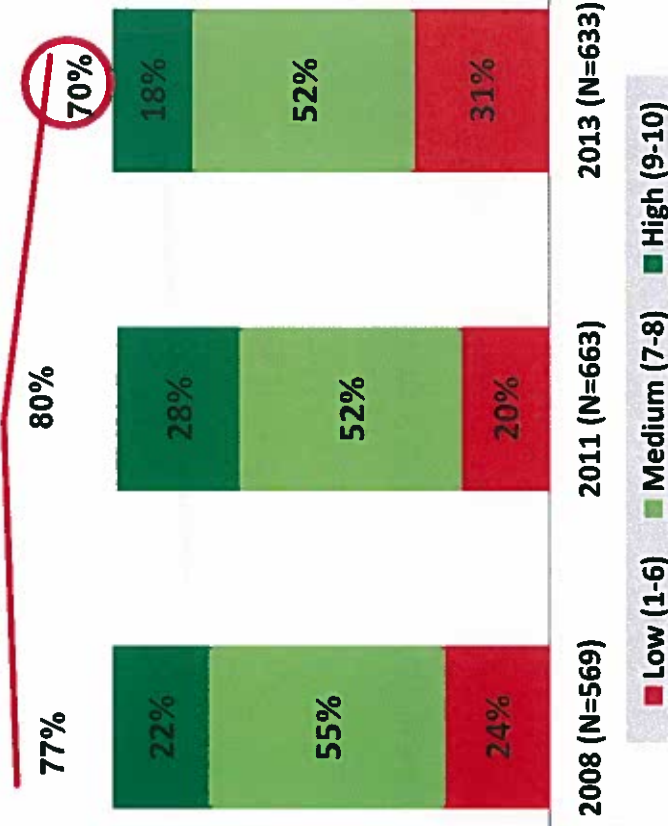
# Satisfaction with Services

## City of Barrie Website/Online Services



70% of residents indicated they are highly satisfied with the City of Barrie's website and online services.

Historical Trend



Satisfaction with City of Barrie website and online services has declined significantly since 2011.

No significant differences occurred between other demographic groups of respondents.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.



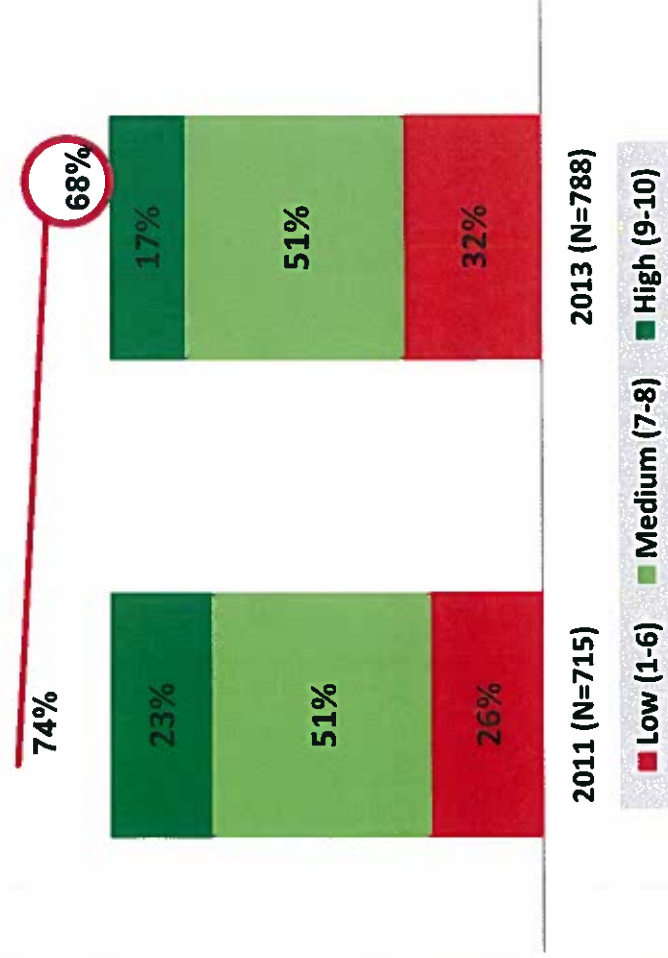
# Satisfaction with Services

## Support for Arts and Culture



68% of residents indicated they are highly / moderately satisfied with the City of Barrie's support for arts and culture.

### Historical Trend



Satisfaction with support for art and culture by the City of Barrie has decreased significantly since 2011.

No significant differences occurred between other demographic groups of respondents.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.

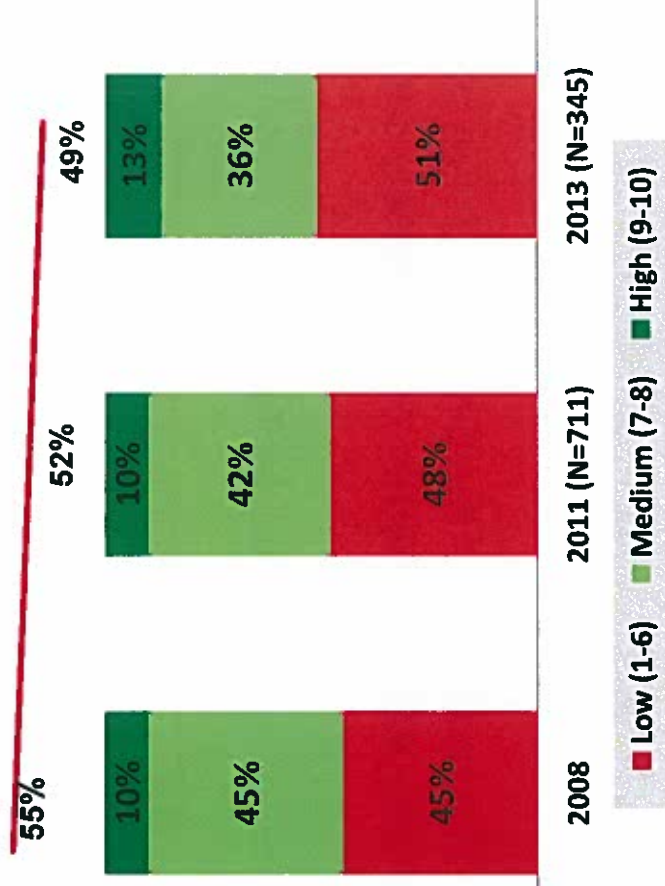
# Satisfaction with Services

## Building Permits and Inspection Services



The majority of residents are expressing low satisfaction scores with building permits and inspection services. Only 49% are highly / moderately satisfied and the long term trend is down 6 pp since 2008.

### Historical Trend



Satisfaction with City of Barrie building permits and inspection services has not shown any significant changes since 2011 although there is a downward trend and significant decline since 2008.

No significant differences occurred between other demographic groups of respondents.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.

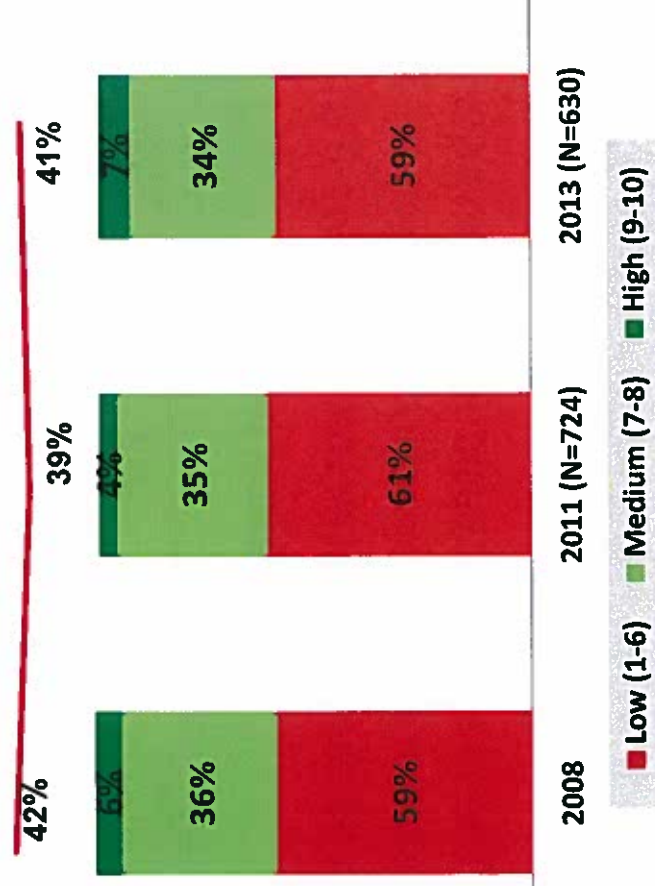


# Satisfaction with Services City Planning\*



The majority of residents still have low satisfaction levels with City Planning. Only 41% are highly / moderately satisfied.

Historical Trend



Satisfaction with City of Barrie city planning has not changed significantly since data collection began.

No significant differences occurred between other demographic groups of respondents.

\*2011 question asked about "Land Use Planning and Development Control"

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.

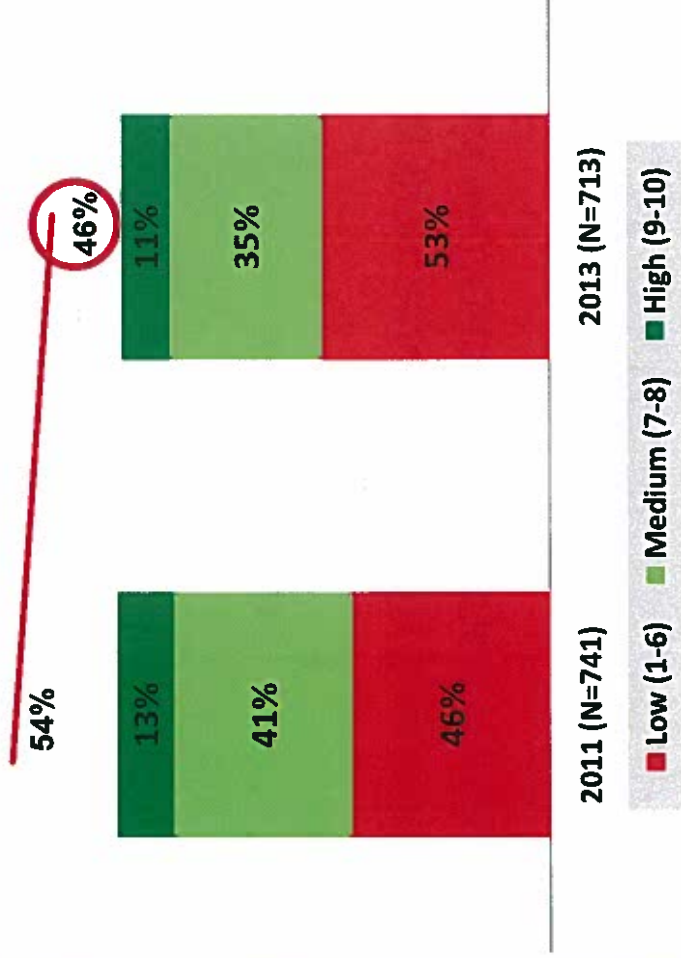
# Satisfaction with Services

## Bylaw Enforcement for Animal Control and Parking Infractions



A growing majority of residents are expressing low satisfaction scores with Bylaw Enforcement for Animal Control / Parking Infractions. Only 46% of residents indicated they are highly / moderately satisfied.

### Historical Trend



Satisfaction with City of Barrie bylaw enforcement for animal control and parking infractions has declined significantly since 2011.

Residents who have lived in the City of Barrie for 6-10 years are significantly more satisfied than those who have lived 10 or more years in Barrie.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.



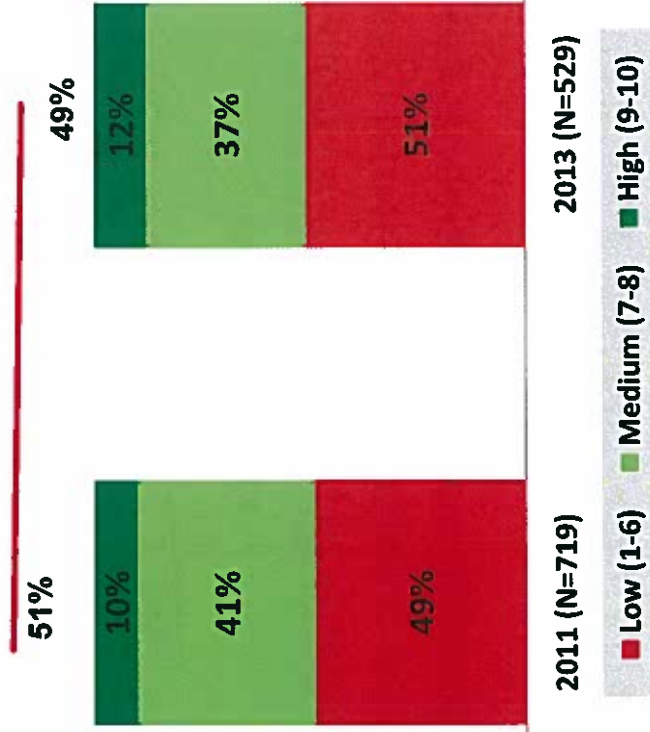
# Satisfaction with Services

## Bylaw Enforcement for Property Maintenance



There is a statistical tie between residents with respect to satisfaction pertaining to Bylaw enforcement for Property Maintenance.

### Historical Trend



Satisfaction with City of Barrie property maintenance enforcement showed no significant changes since 2011.

Home owners were less satisfied with property maintenance enforcement than renters. Also, residents who have lived in Barrie for over 10 years were significantly less satisfied than those who have lived there for 6-10 years.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.

# Satisfaction with Services

## Seniors/Disabled Persons Services



56% of residents indicated they are highly / moderately satisfied with the City of Barrie seniors/disabled persons services.

56%



2013 (N=477)

■ Low (1-6) ■ Medium (7-8) ■ High (9-10)

No significant differences occurred between other demographic groups of respondents.

C1. For each service, rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months.



# Priorities for Improving Overall Satisfaction with Services and Programs



In order to identify priorities for improvement, we need to look at both impact and performance so that we can rank order them. We do that by converting correlation coefficients (Importance) and top-four box (7-10) satisfaction ratings to a Priority Index. Importance is a measure of correlation between the attributes and overall satisfaction. Improvements in attributes with high importance scores will translate more directly to improvement in overall satisfaction than would improvements made on attributes with low importance scores. There also has to be room for improvement (satisfaction scores) when setting priorities. Taken together, importance and performance can be mathematically converted into a priority score and then rank ordered providing insight into which areas have the most impact on overall satisfaction and room for improvement.

Program / Service	Importance	Satisfaction	Priority
Service / Program A	.315	77%	1
Service / Program B	.439	83%	2
Service / Program C	.345	80%	3
Service / Program D	.418	84%	4
Service / Program E	.374	82%	5
Service / Program F	.391	86%	6
Service / Program G	.375	87%	7
Service / Program H	.322	87%	8
Service / Program I	.331	89%	9
Service / Program J	.210	84%	10
Service / Program K	.255	89%	11
Service / Program L	.281	91%	12

 Priority High
  Priority Medium
  Priority Low

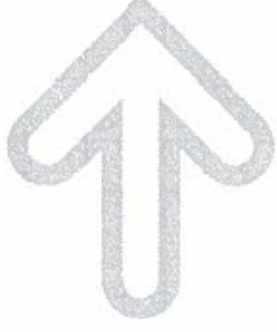
# Priorities for Improving Overall Satisfaction with Services and Programs



Service / Program	Importance	Satisfaction	Priority	Change
Barrie public transit	0.511	44	1	
City Planning	0.479	41	2	
General road condition, including surface conditions such as potholes	0.462	42	3	7
Building permits, inspection services for new buildings, and renovations	0.466	49	4	
Seniors/disabled persons service	0.535	56	5	
Bylaw enforcement for property maintenance and land use infractions	0.450	49	6	
Transportation network including traffic flow and control	0.361	40	7	8
Summer road maintenance, including major road construction and resurfacing	0.434	51	8	9
Economic development including promoting the City as a place to locate a business	0.438	53	9	
Bylaw enforcement for animal control and parking infractions	0.359	47	10	-8
Winter road maintenance including snow and ice management	0.439	60	11	-6
City of Barrie online services (the website, social media)	0.484	69	12	-10
Support for arts and culture including support to arts organizations, artists, festivals, events	0.367	68	13	-6
Barrie police services	0.377	69	14	
The quality of drinking water	0.324	71	15	
Recreational programs such as youth, seniors and family programs	0.428	79	16	
Garbage and recycling collection services	0.338	79	17	
Parks, trails and green spaces/tree maintenance	0.393	83	18	
Fire prevention and fire education services	0.312	80	19	
Recreation facilities including pools, arenas and recreation centres	0.383	87	20	7
Public libraries	0.282	85	21	
Fire rescue services	0.353	93	22	

Priority High
  Priority Medium
  Priority Low





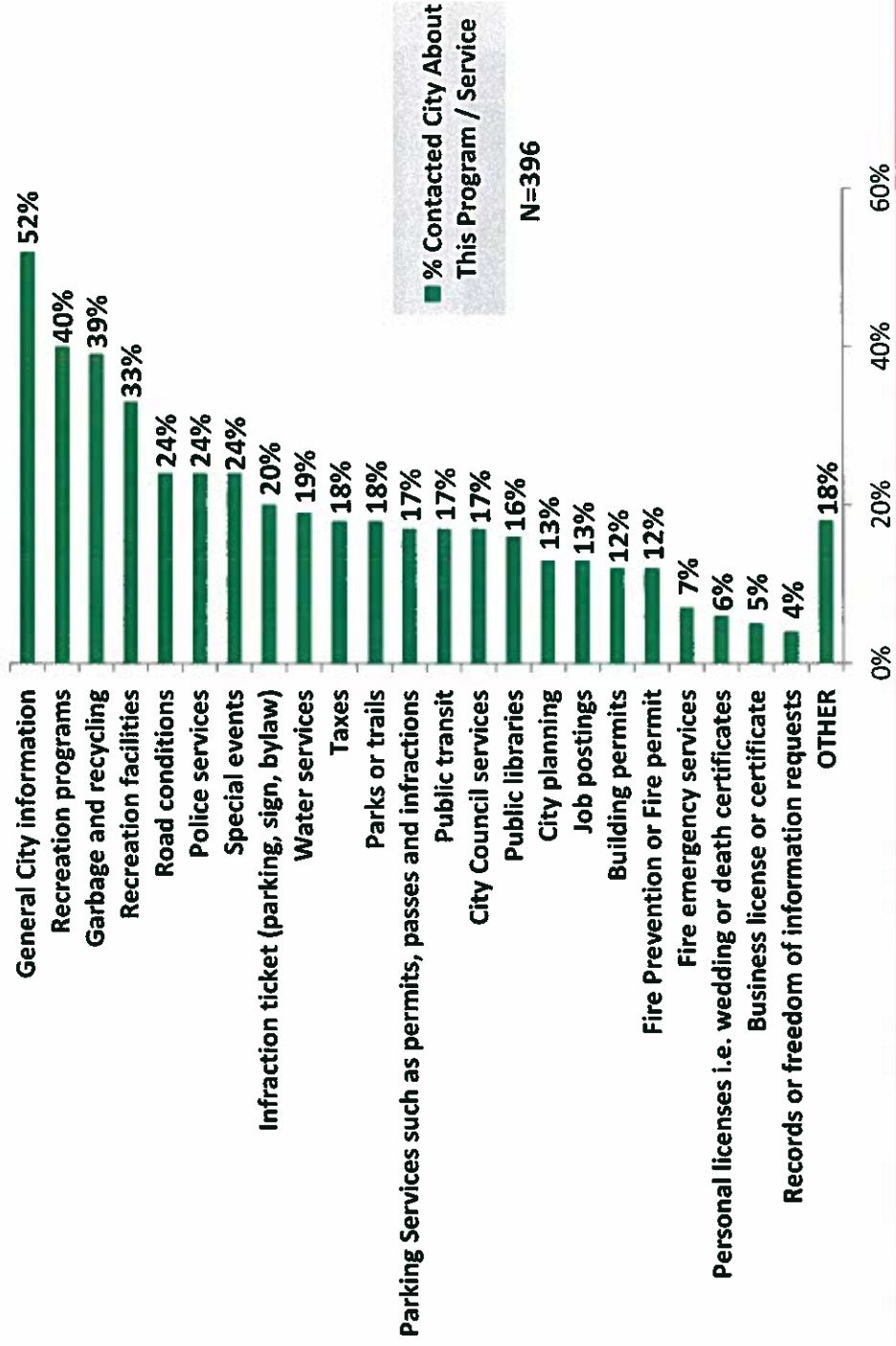
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# Customer Service Satisfaction with Information Related Contact

# Frequency of Contact by Service



Apart from general information, citizens contacted the city most frequently about recreation programs and garbage and recycling.



D2. Which of the following programs or services did you contact the city about?

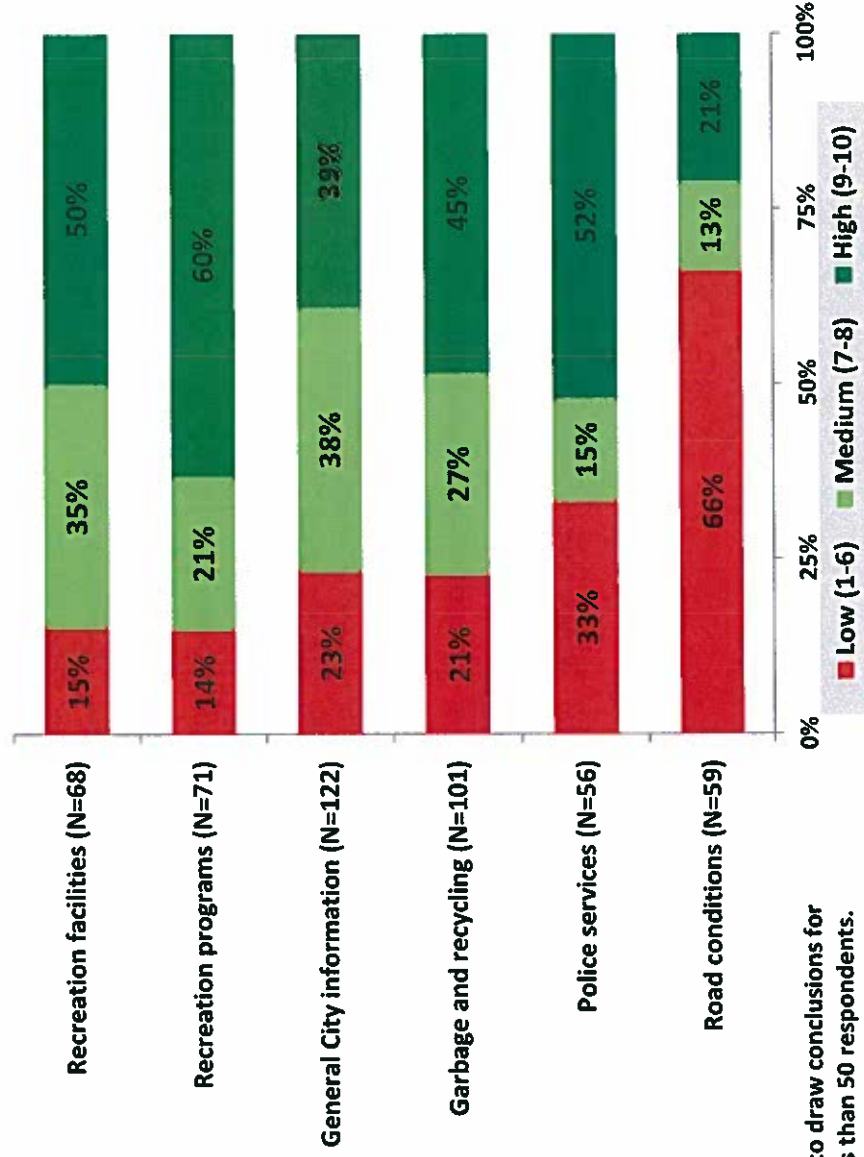


# Overall Satisfaction with Contact by Service



Recreation facilities, recreation programs, general city information, and garbage and recycling received high contact satisfaction scores.

**Top 4 %  
(7-10)**



Insufficient sample to draw conclusions for services used by less than 50 respondents.

D5. Overall, how satisfied were you with your last contact about (program or service).



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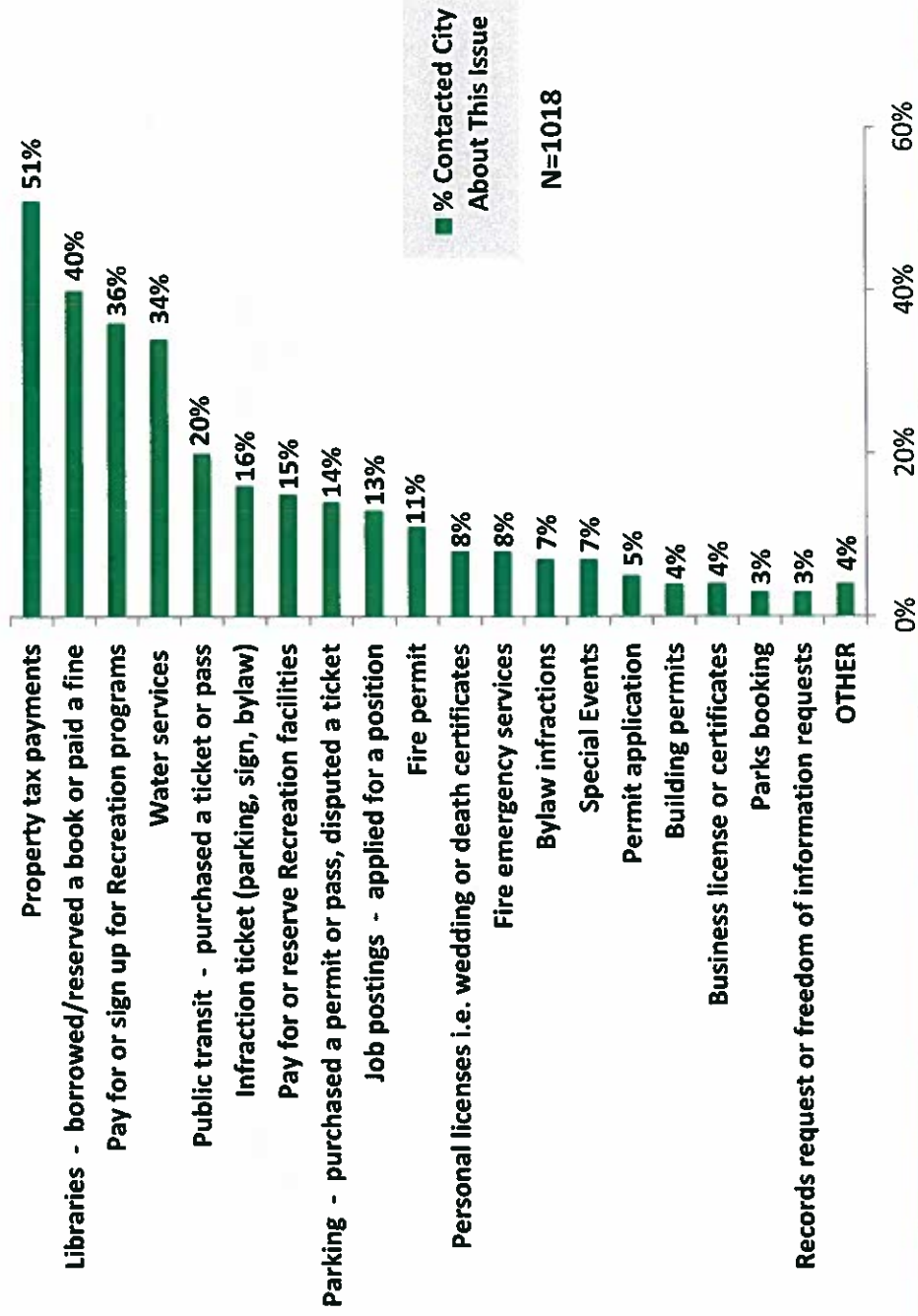
# Customer Service Satisfaction with Transaction Related Contact



# Frequency of Transaction by Service



Property tax payments, public library services, recreation programs, and water services are the most common transactions performed via the City of Barrie.

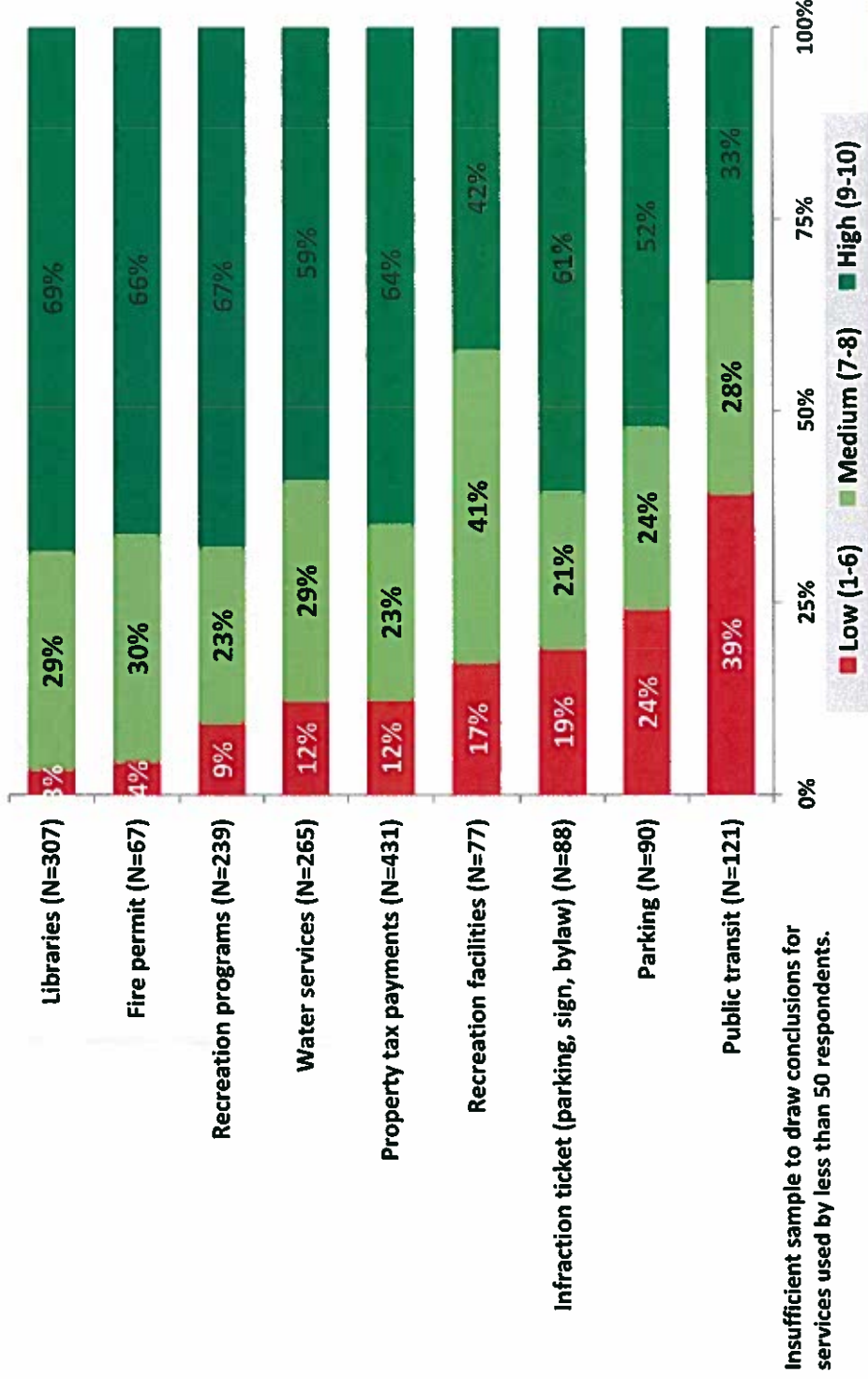


E1. Have you performed any of the following transactions with the city in the past year?

# Overall Satisfaction with Transaction



Top 4 %  
(7-10)



E5. Overall, how satisfied were you with your ability to perform a transaction related to...



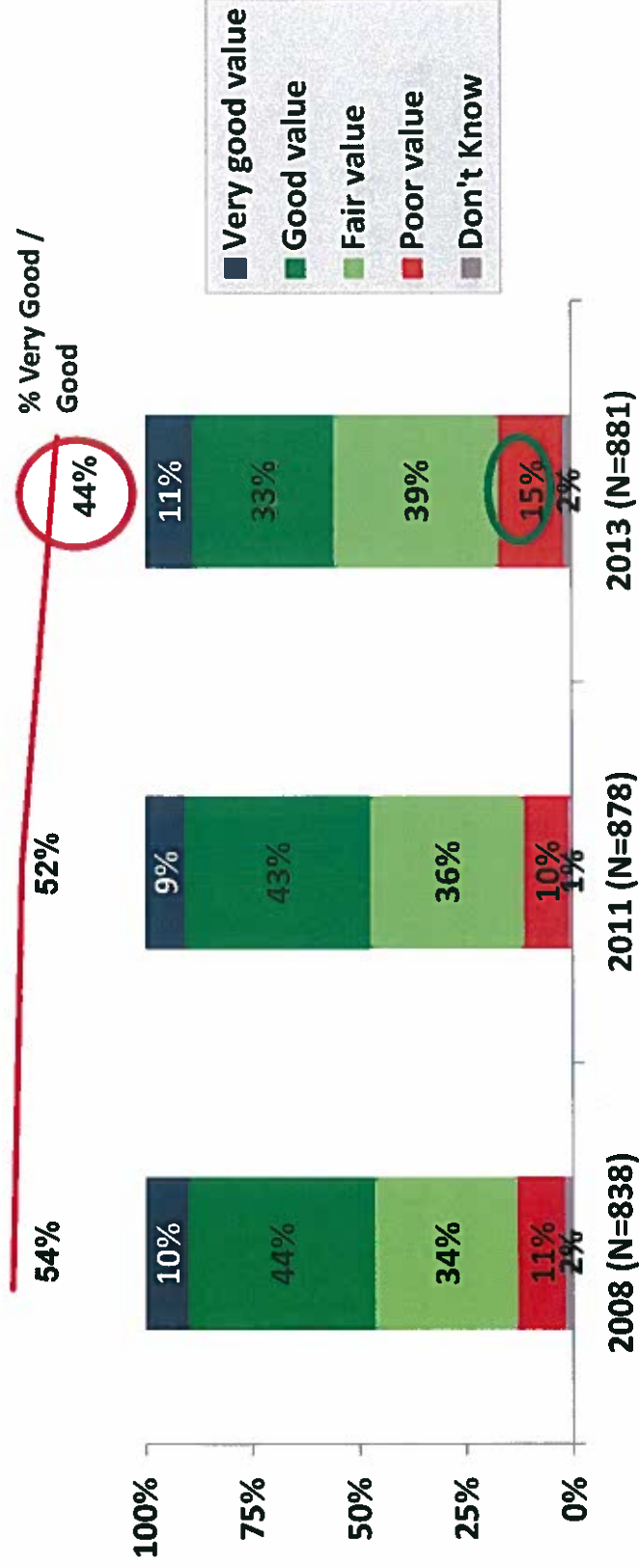


# Taxes

# Perceived Value of Services Provided for Taxes Paid



Home owners were asked about the value of service provided for taxes paid. In 2013 the number of citizens who say they receive very good / good value of services for the taxes they pay has decreased significantly compared to 2011. At the same time significantly more respondents indicated they receive poor value of services for their tax dollar.



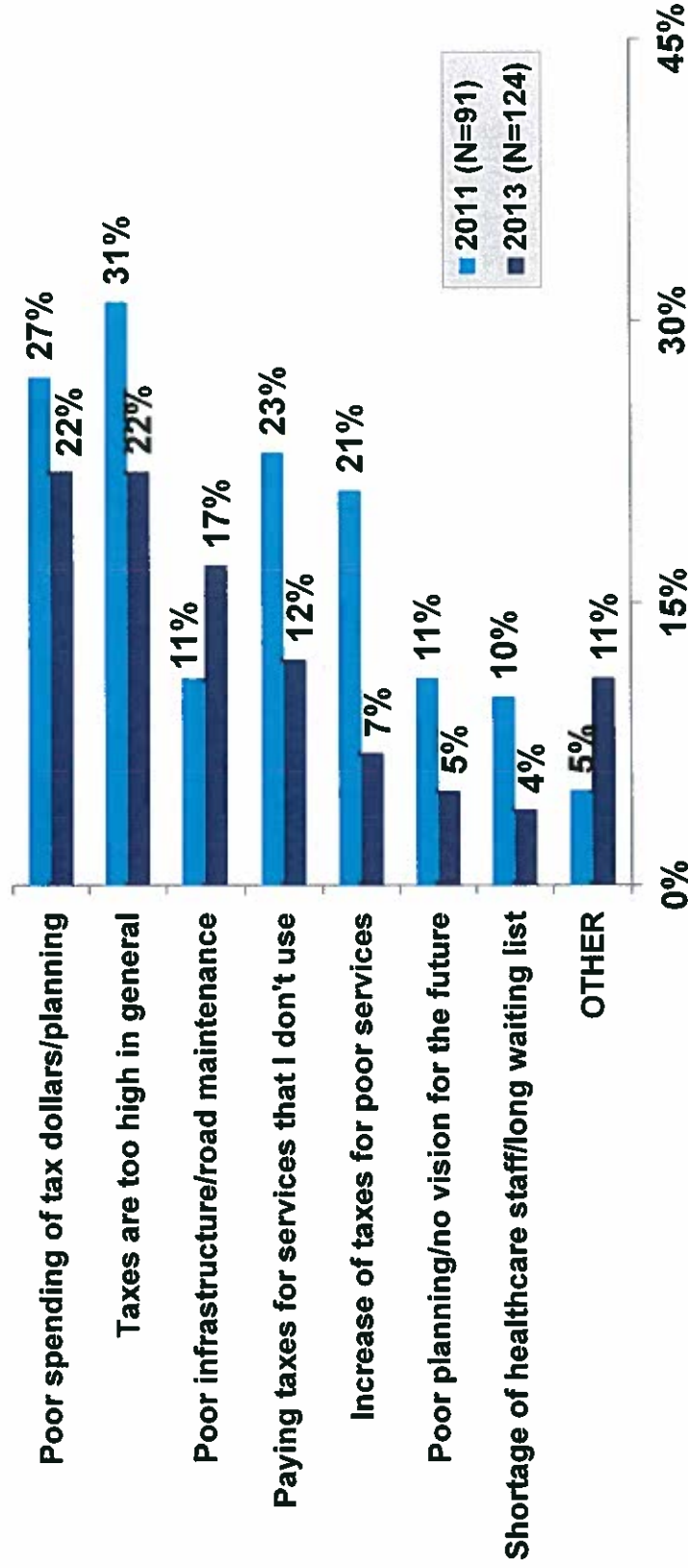
G2. Over half of your property tax bill goes to Provincial education costs and the City's service partners. Thinking about the amount of your tax bill that pays for City services, would you say you receive... ? BASE: Own a home in the City of Barrie



# Perceived Value of Services Provided for Taxes Paid



While the number of residents indicating they receive poor service for taxes paid increased in 2013, the areas of dissatisfaction remained the same. 22% of respondents named spending of tax dollars/planning and generally high taxes as main reasons for dissatisfaction. 17% of residents were dissatisfied with the infrastructure and road maintenance.



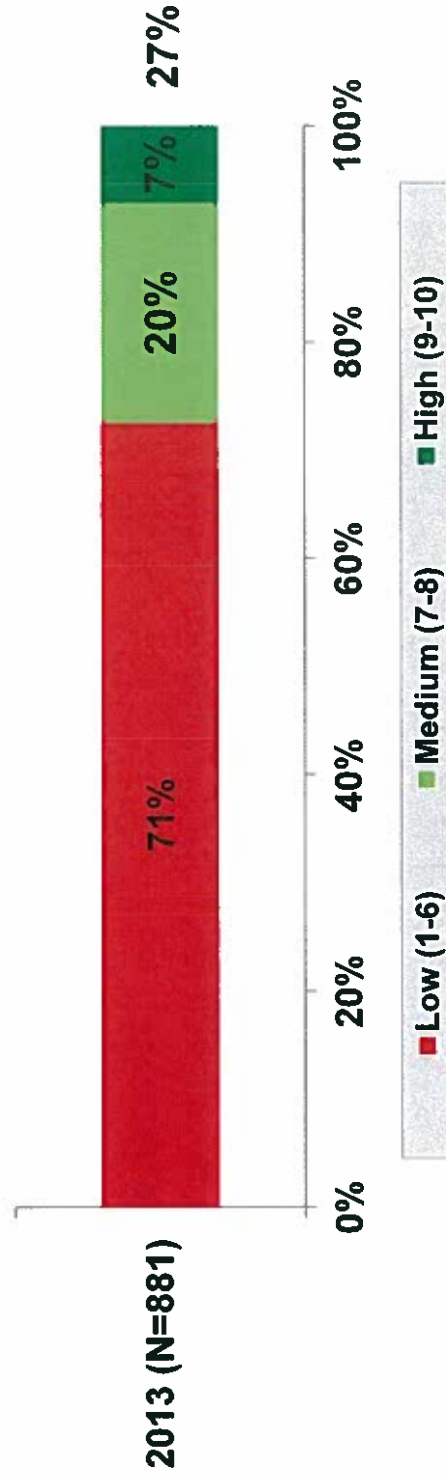
G3. What is the main reason you feel that way?  
 BASE: Say they receive poor value for their tax dollars

# Infrastructure Renewal Tax



The majority of residents (71%) showed low support for introduction of a tax levy aimed at renewal of local infrastructure. Male residents were significantly more interested in having the tax introduced than female residents (10% vs. 4%).

Significantly fewer residents who have lived 3 to 5 years in Barrie were interested in the new tax compared to residents who have spent over 5 years living in the city.

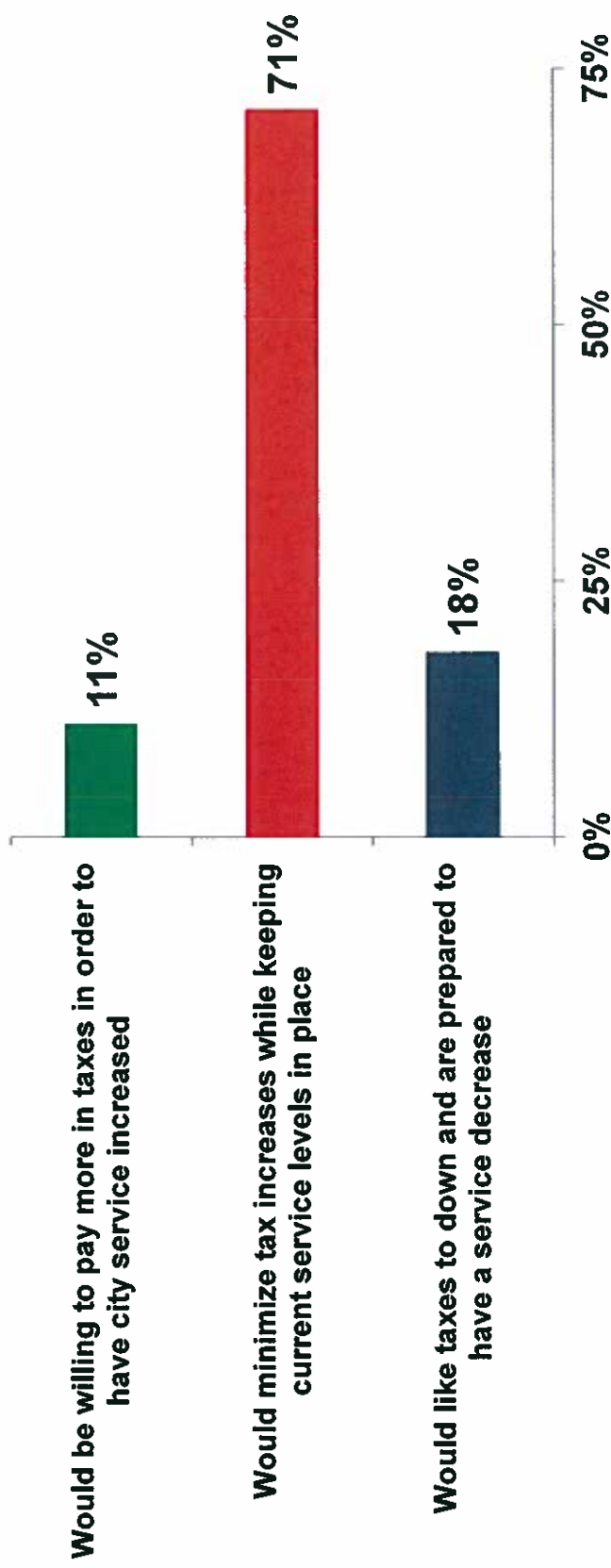




# Perceived Value of Services Provided for Taxes Paid



Majority of home-owners (71%) would like to have the tax increases minimized and the service quality maintained at the current level. The balance tilts toward taxes decreased for a corresponding service decrease.

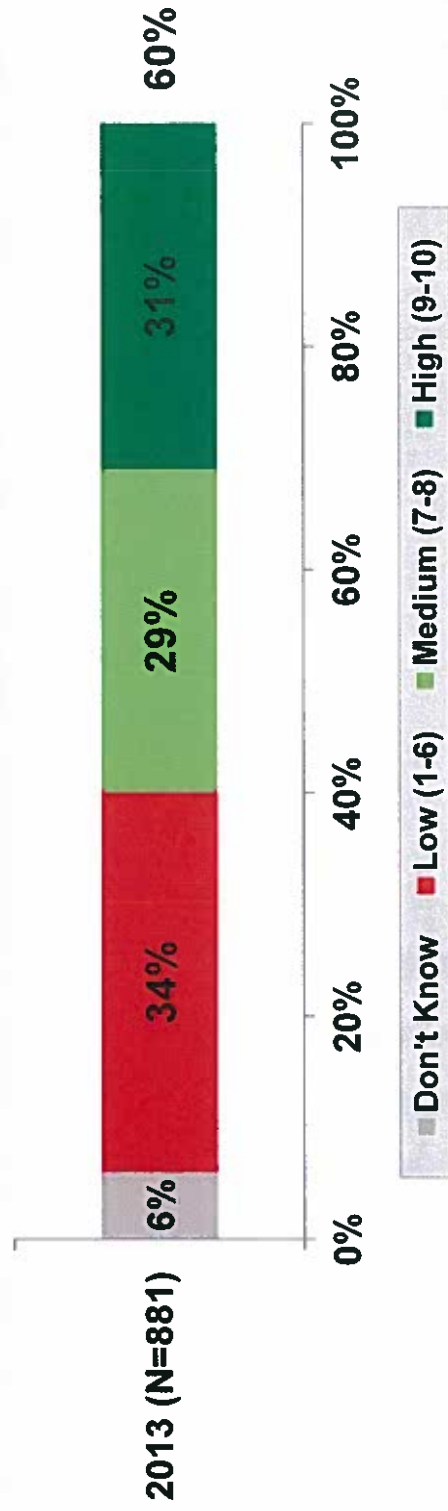


# Cost of Growth



Six out of ten home-owners are of the opinion that the cost of growth should be paid for by the purchasers of new homes or developers to the maximum extent possible.

Male residents were significantly more likely than females to agree with this. No other significant differences were observed between groups of residents.



G6. How much do you agree with the following statement: "The cost of growth should be paid for by the purchasers of new homes or developers to the maximum extent possible, that is, to legislated limits." BASE: Own a home in the City of Barrie





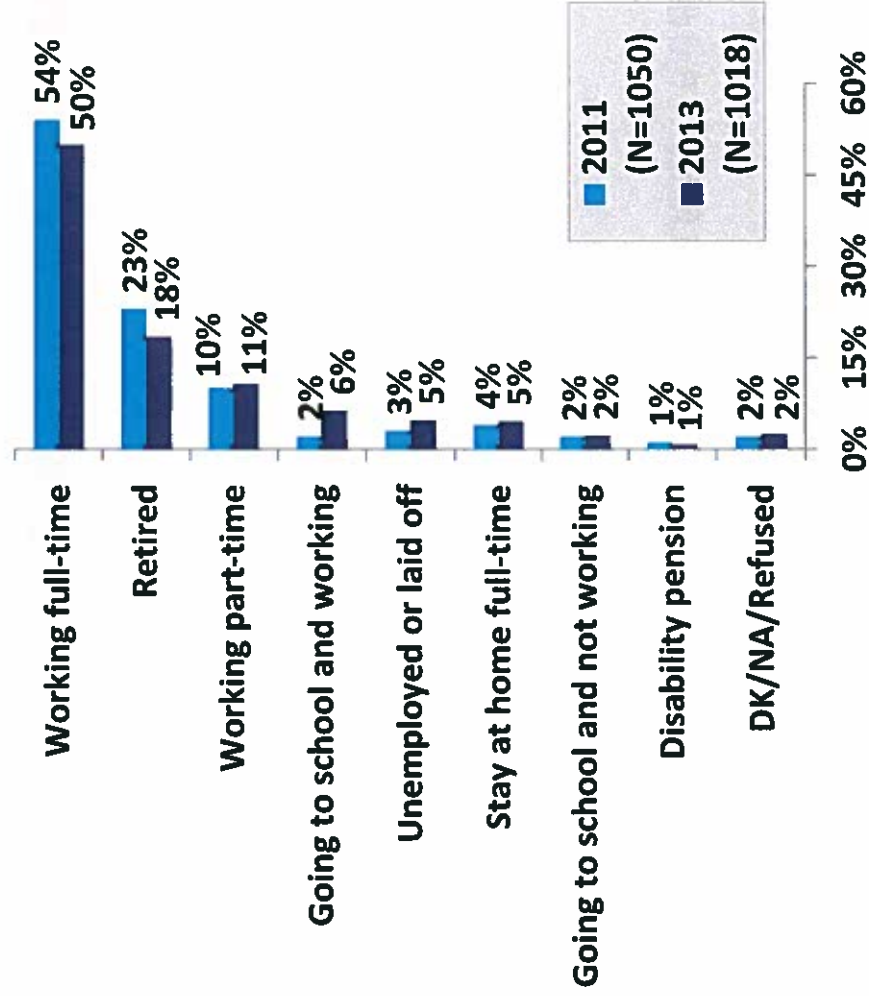
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# Demographics

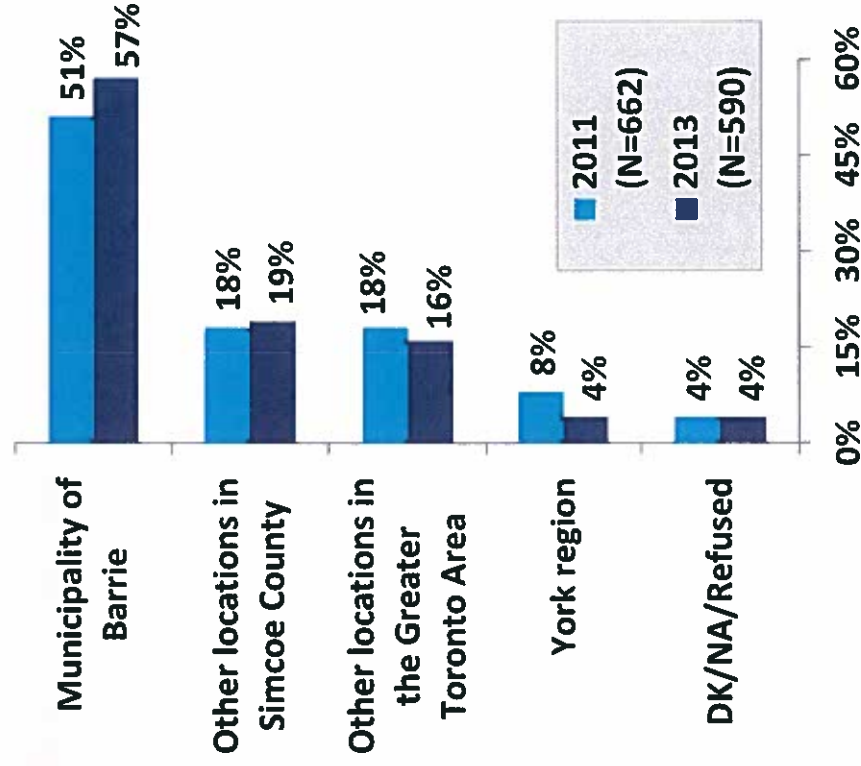
# Demographic Profile



**Employment Status  
2011-2013**

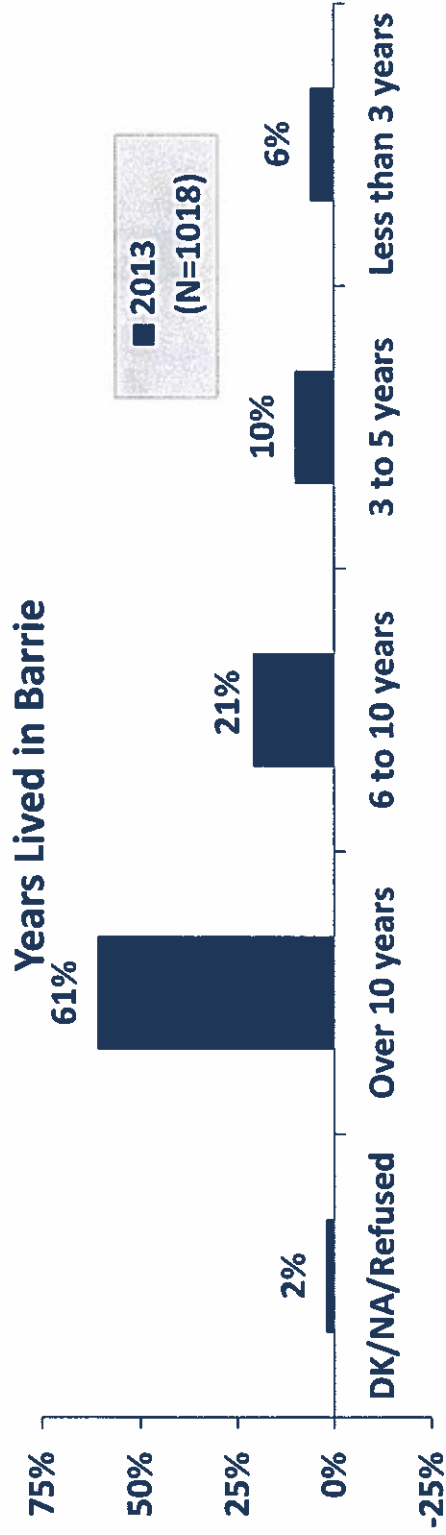


**Locations of Employment  
2011-2013**





# Demographic Profile



## Number of Members of Household; By age group 2011-2013

	Under 13		13 to 18		19 to 44		45 to 64		65 or older	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
None	67	66	78	79	42	36	48	47	75	76
One	13	14	13	15	22	21	25	24	13	14
Two	13	14	7	5	30	36	25	28	10	9
Three or more	5	3	1	0	4	6	1	0	-	1
DK/NA	1	3	1	0	1	0	1	0	1	0