



FORUM
RESEARCH INC.

Barrie Citizen Satisfaction Survey 2013 Presentation to Council

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Date: January 6, 2014

Agenda



- BACKGROUND AND METHODOLOGY
- QUALITY OF LIFE
- CITIZEN ENGAGEMENT
- SATISFACTION WITH LOCAL GOVERNMENT
- SATISFACTION WITH PROGRAMS AND SERVICES
- CUSTOMER SATISFACTION (INFORMATION / COMPLAINT & TRANSACTIONS)
- TAXES
- KEY FINDINGS

Project Objectives



- 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.
- 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

Research Overview



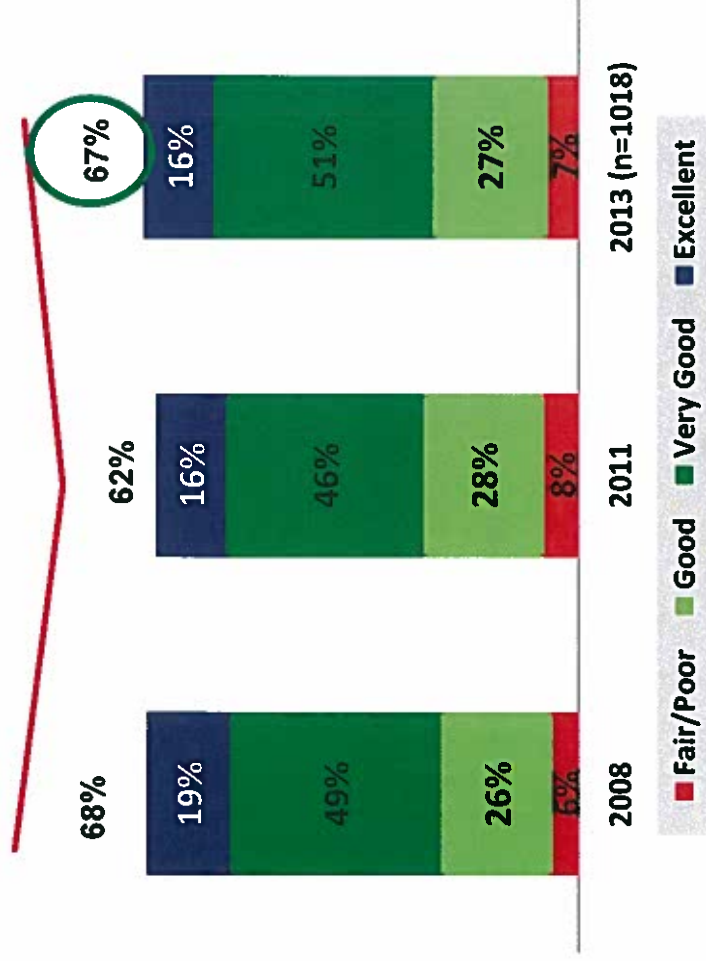
- Methodology: 21-minute telephone survey conducted with a randomly selected sample of City of Barrie residents, 18 years of age or older.
- Field Dates: Tuesday, November 19 to Wednesday, November 27, 2013
- Sample Size: N=1,018
- Response Rate: 12.36%
- Quotas were established to ensure 100 interviews 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.

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%).

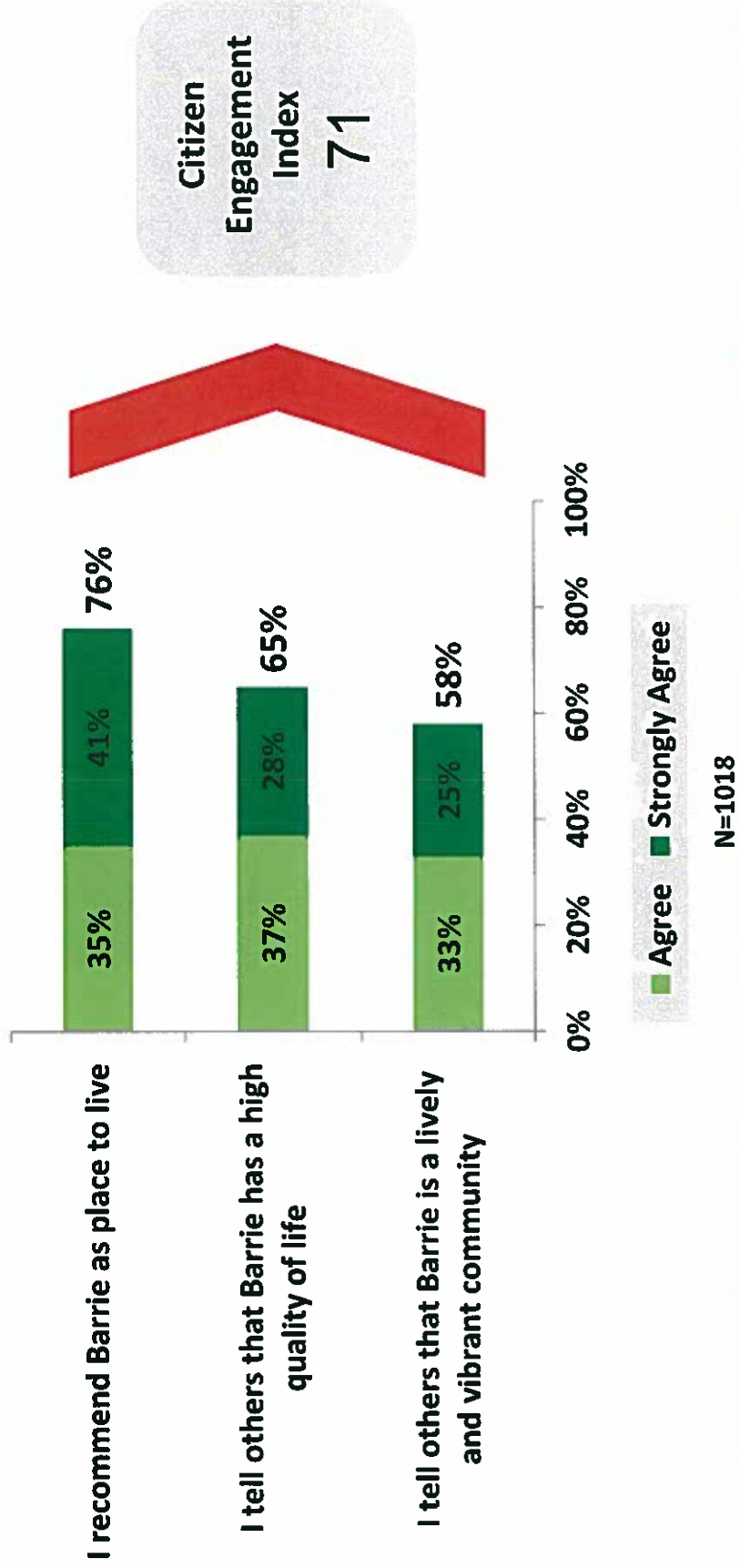
There were no differences by gender, age or time lived in Barrie.

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... ?

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.

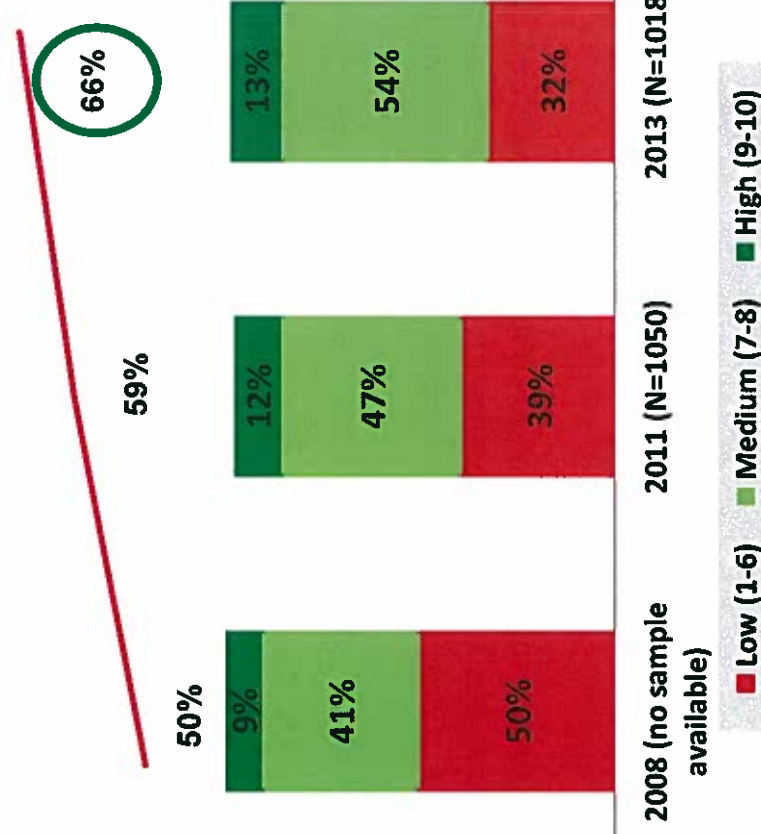


Overall Satisfaction with City of Barrie's Local Government



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.

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".

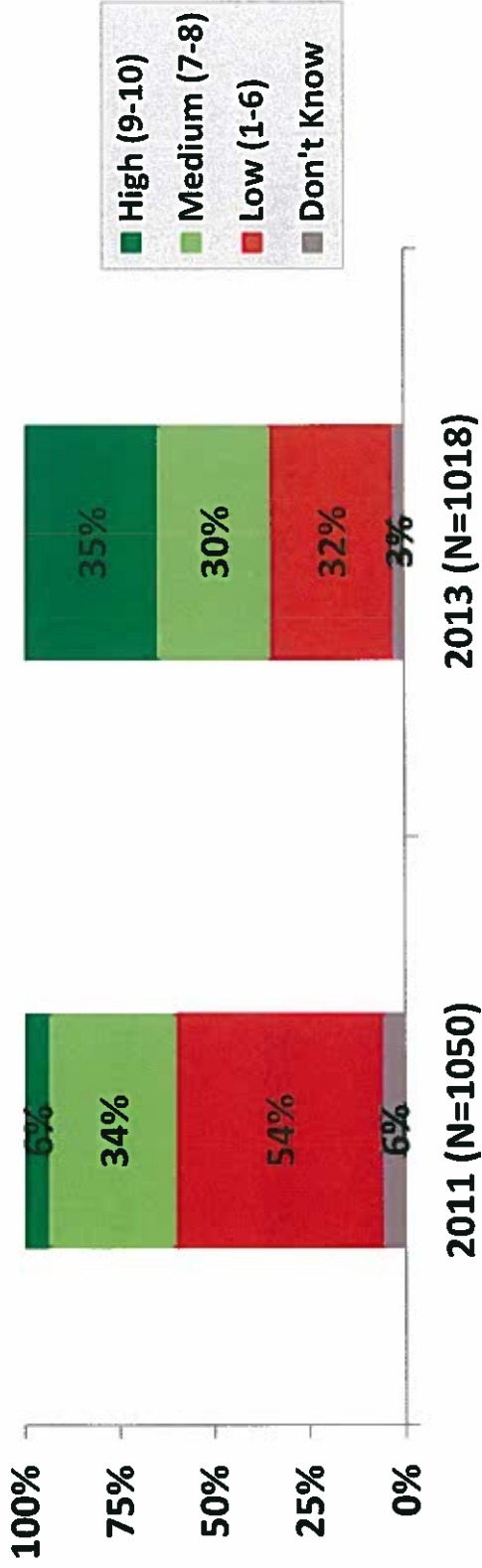
Action Plans and Development

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



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

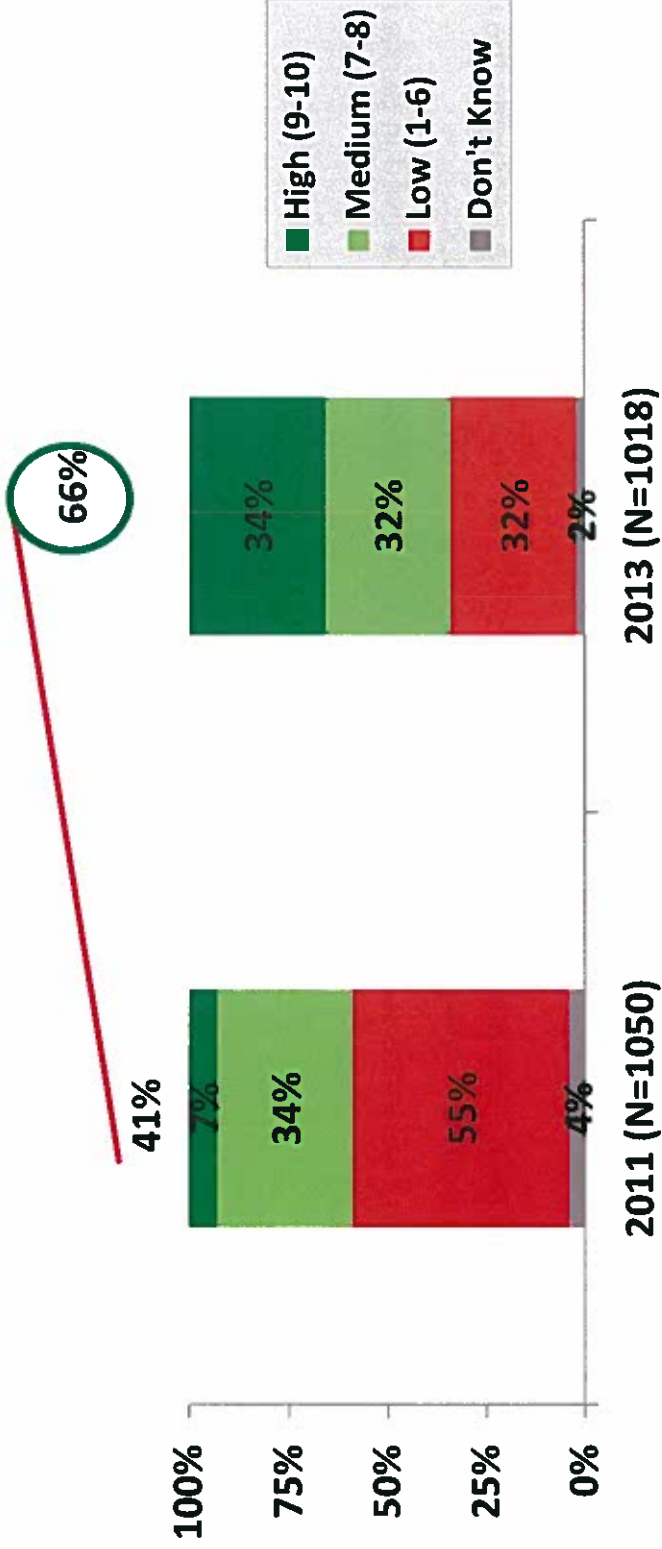
Managing Growth and Environment Protection



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



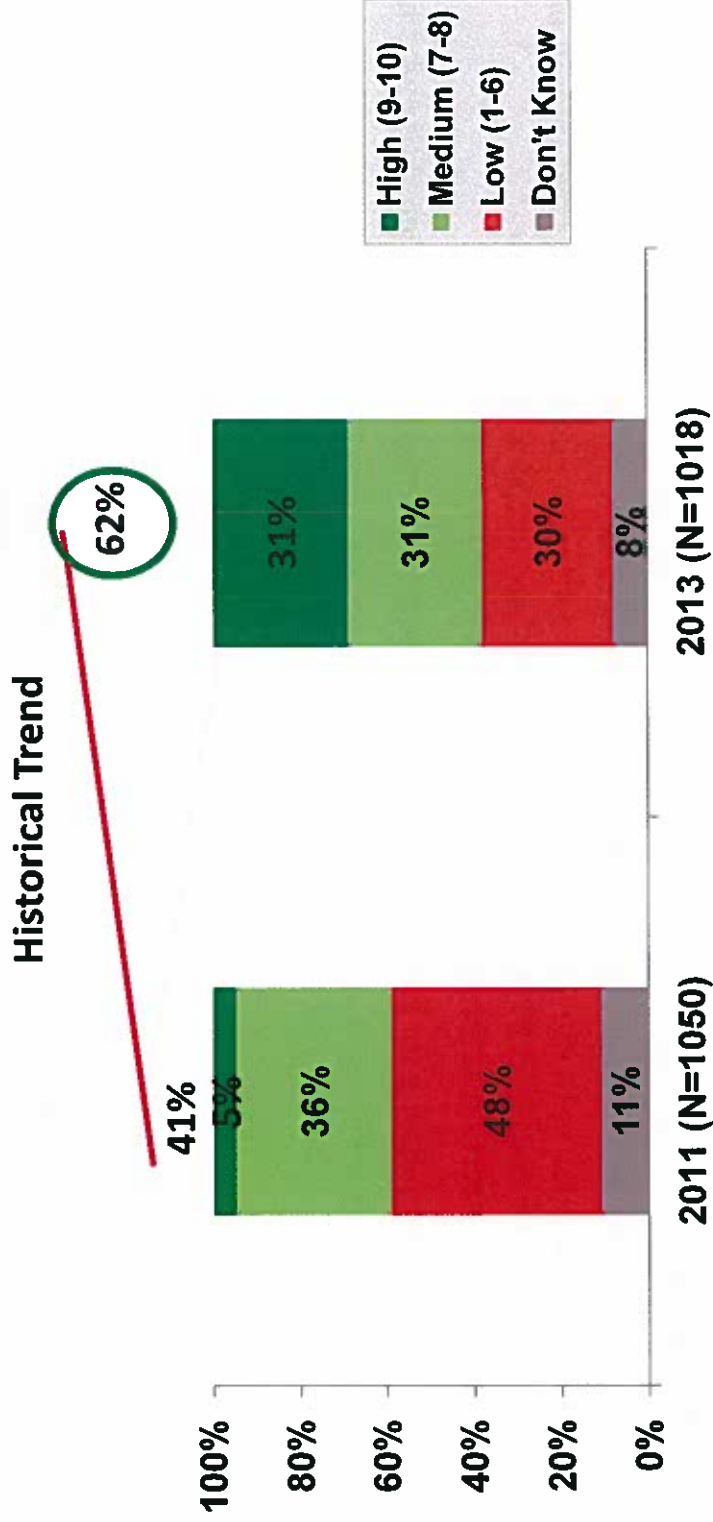
Overall, how satisfied are you with the action plans and work the City of Barrie is doing in each of the following areas: Please use a scale of 1 to 10, where 1 means "Not at all satisfied" and 10 means "Very satisfied".

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.



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".

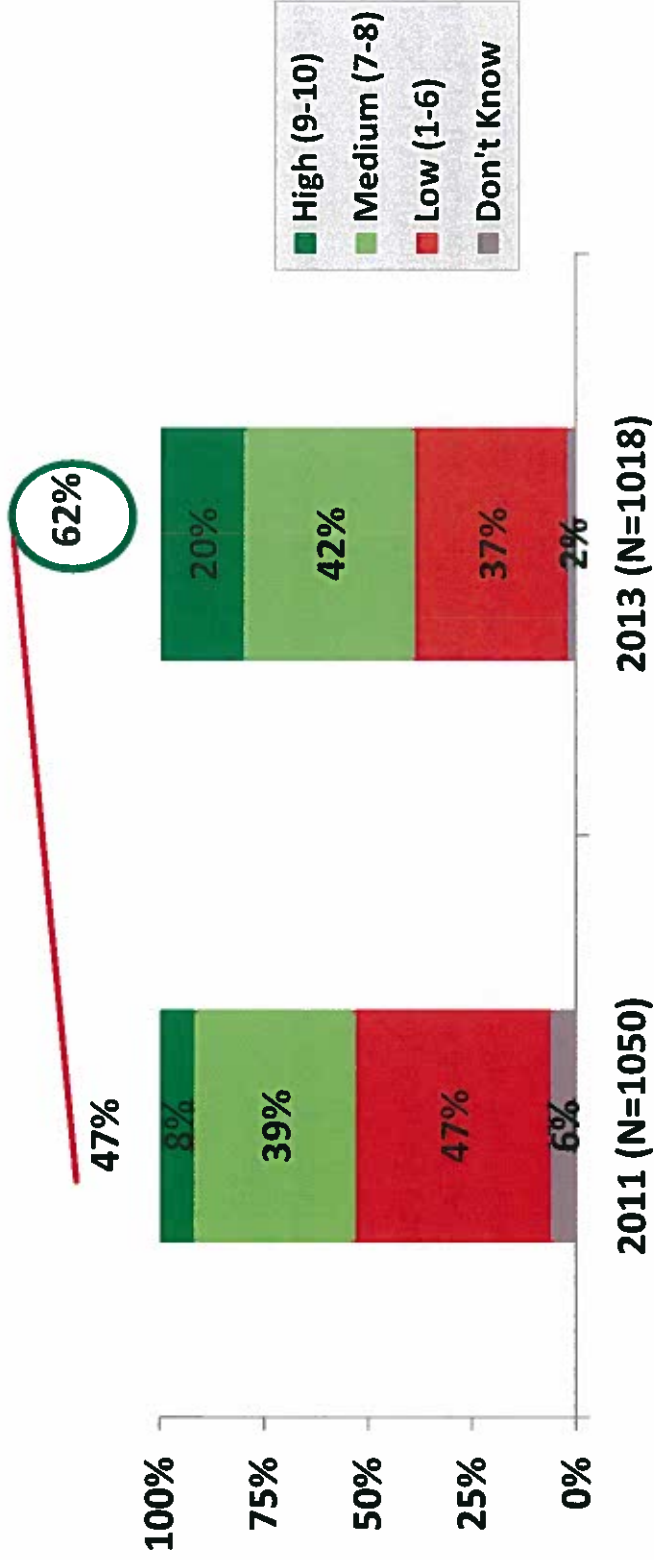
Action Plans and Development Improving Community Involvement



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



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

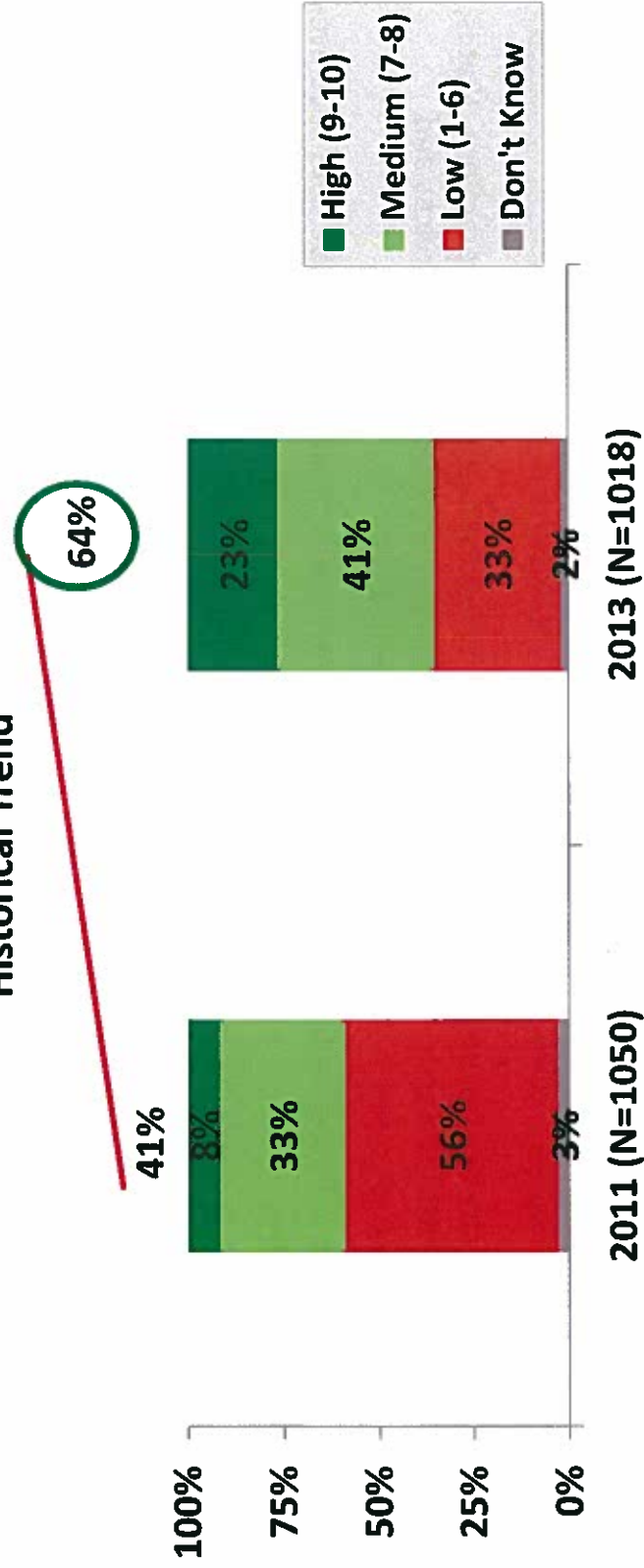
Creating a Vibrant City Centre



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.

Historical Trend



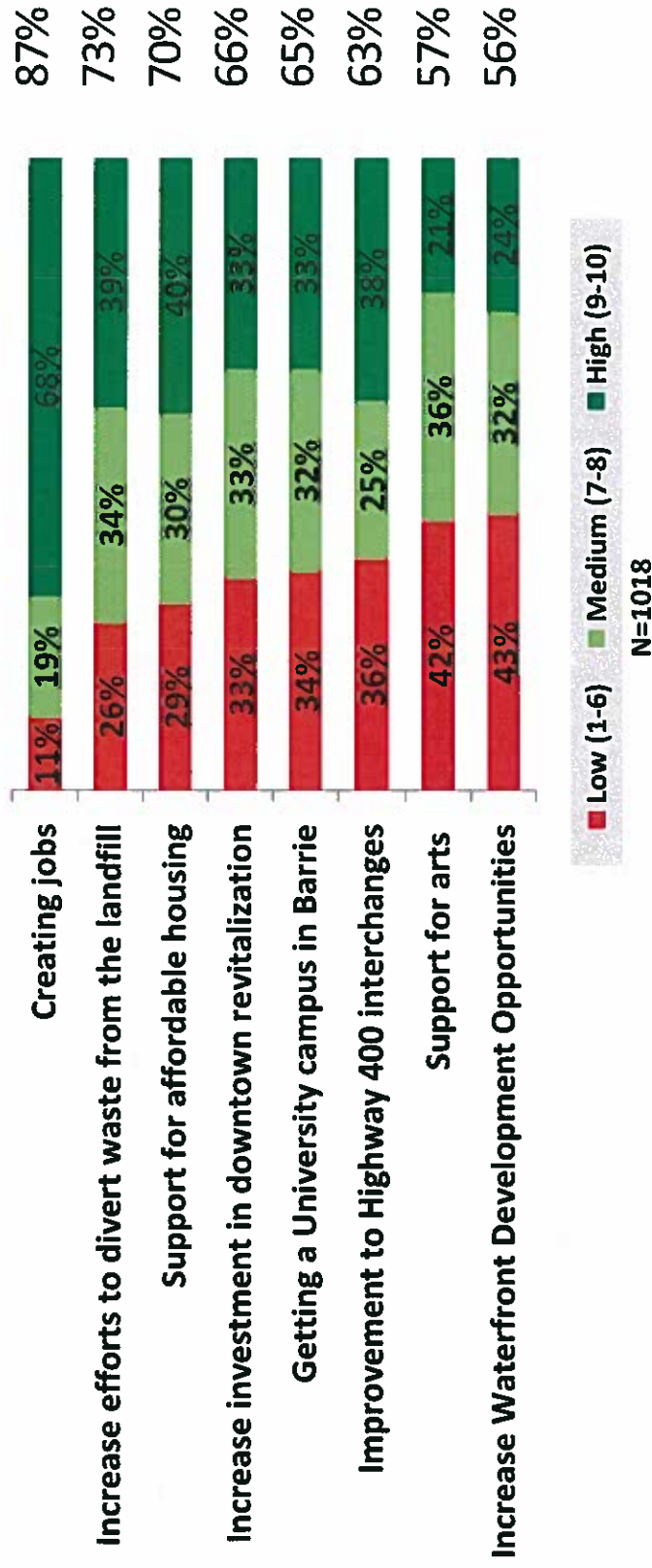
Overall, how satisfied are you with the action plans and work the City of Barrie is doing in each of the following areas: Please use a scale of 1 to 10, where 1 means "Not at all satisfied" and 10 means "Very satisfied".

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)



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

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%).

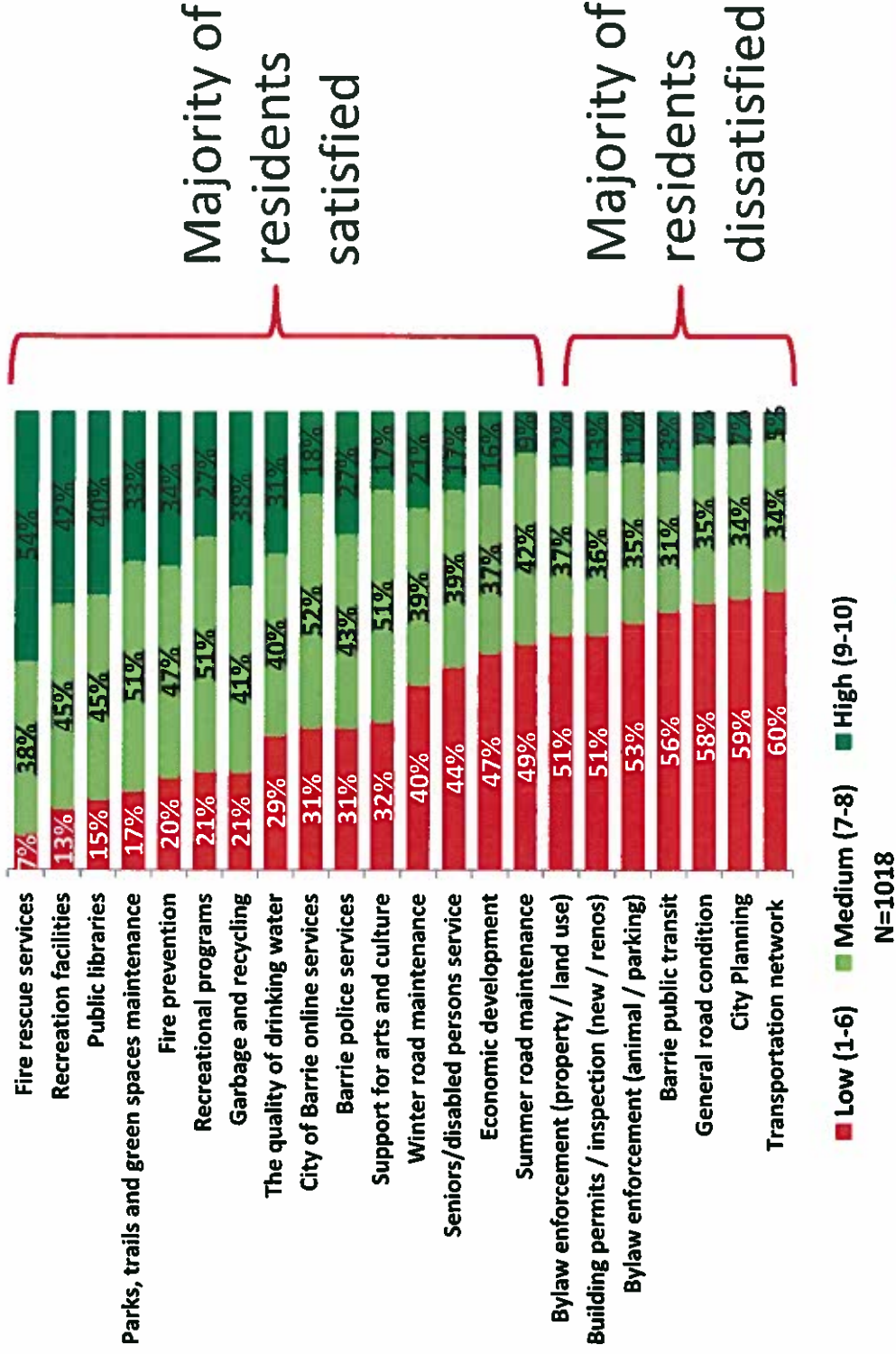
Residents aged 25-34 were significantly more satisfied than those aged 55 and older. There were no differences by gender.

Historical Trend



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



Majority of residents satisfied

Majority of residents dissatisfied

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".

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	

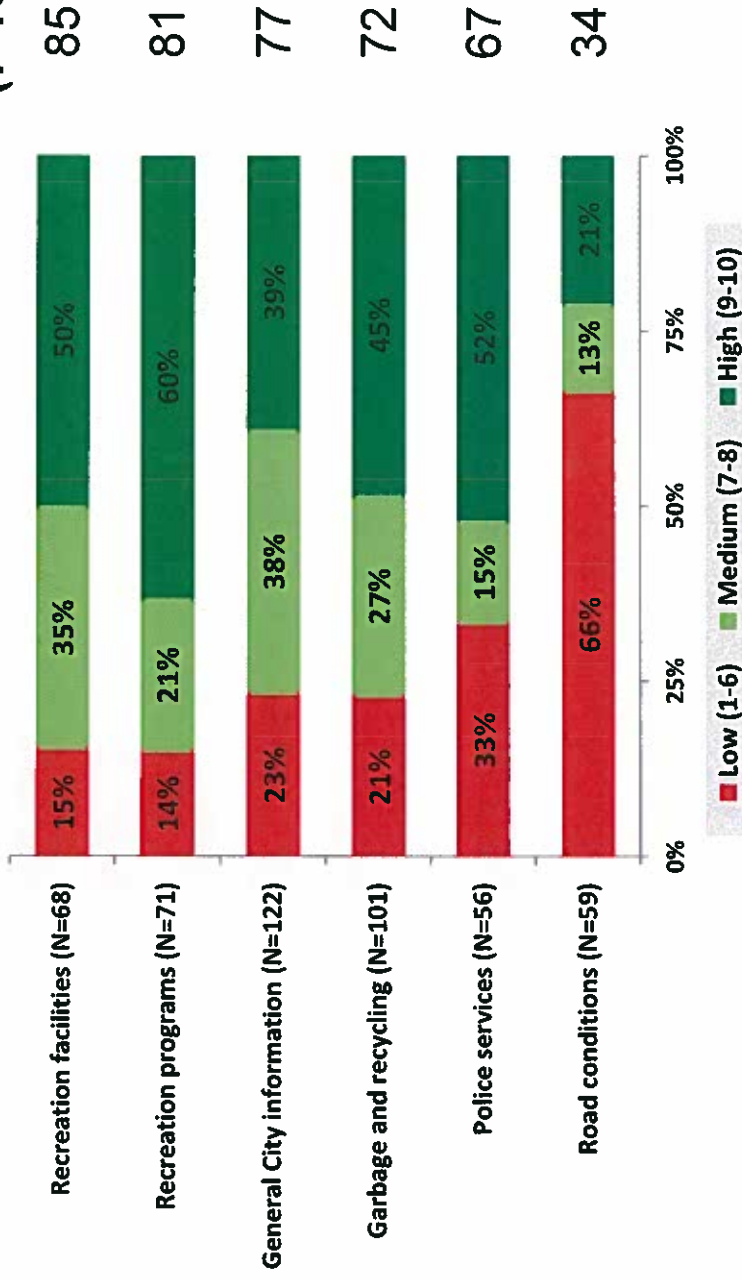
Priority High
 Priority Medium
 Priority Low

Overall Satisfaction with Contact for Information / Complaint



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

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



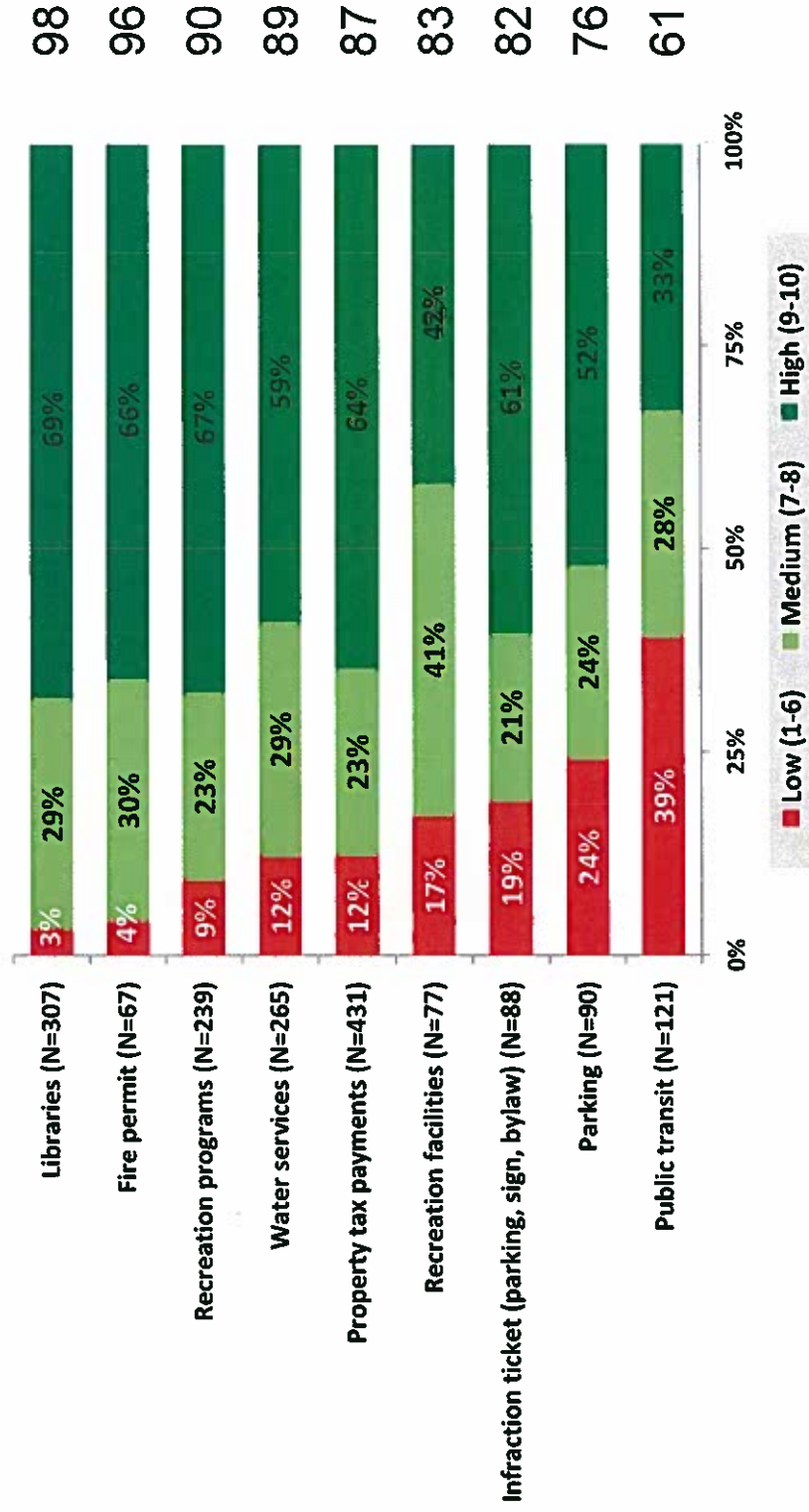
Insufficient sample to draw conclusions for services used by less than 50 respondents. Services excluded due to insufficient sample: Water Services, Records/FOI requests, Infraction Tickets, Parking Services, City Planning, Public Transit, Business Licenses, Job Postings, City Council Services, Public Libraries, Fire Emergency Services, Fire Prevention or Permit, Personal Licenses, Building Permits, Parks/Trails, Special Events, and Taxes.

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

Overall Satisfaction with Contact for Transaction



Majority of residents are satisfied with their transaction customer service experience, particularly with Library, Fire Permit, and Recreation Program. **Top 4 % (7-10)**



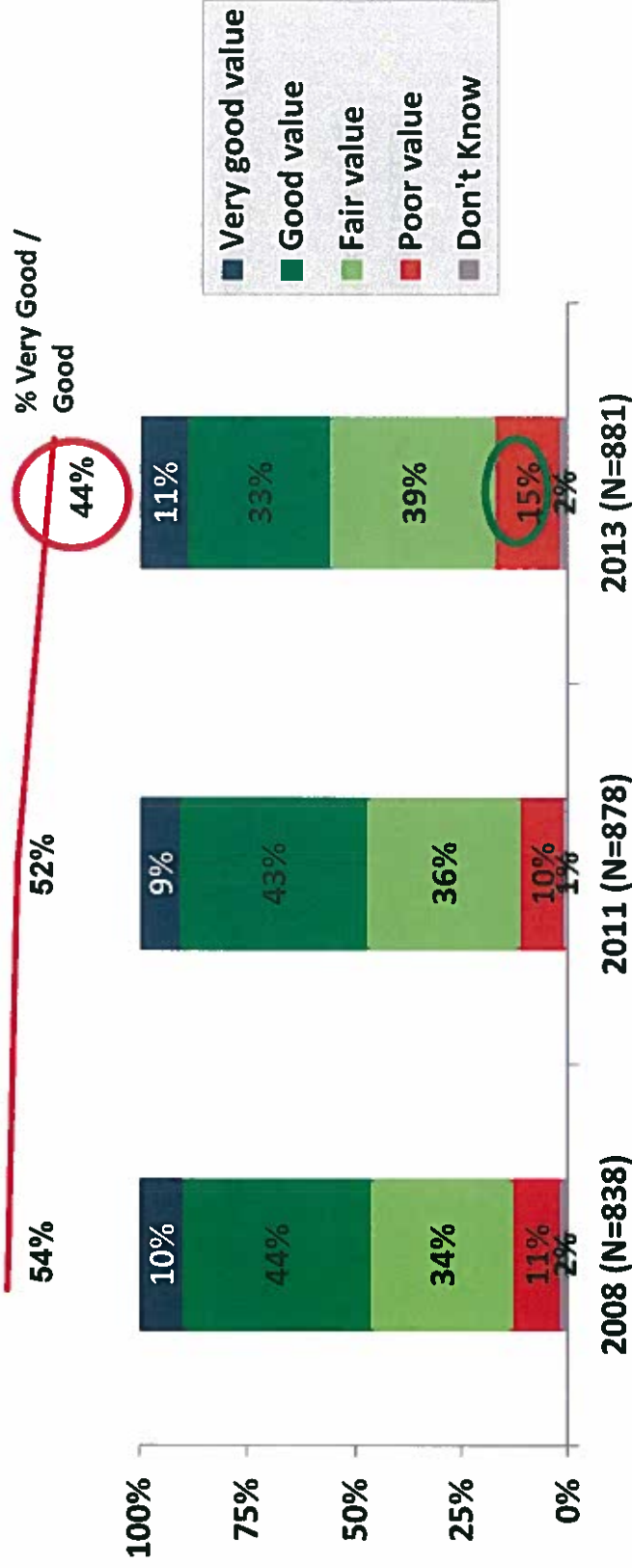
Insufficient sample to draw conclusions for services used by less than 50 respondents. Services excluded due to insufficient sample: Fire Emergency Services, Special Events, Permit Application, Business License, Personal Licenses, Bylaw Infractions, Parks Booking, Building Permits, Job Postings, and FOI Requests.

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

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.



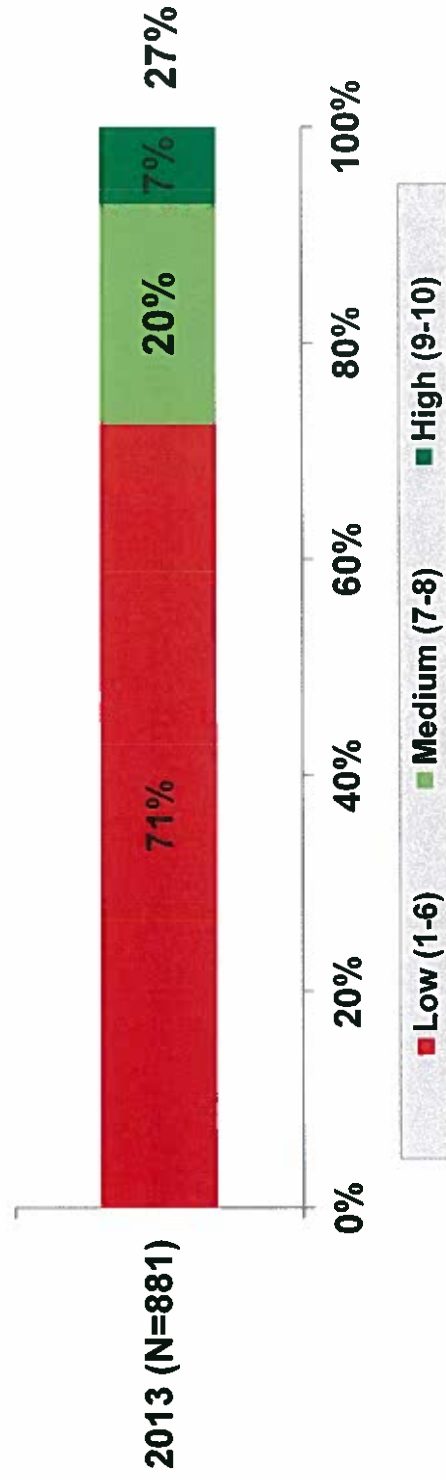
Over half of your property tax bill goes to Provincial education costs and the City's service partners. Thinking about the amount of your tax bill that pays for City services, would you say you receive... ? BASE: Own a home in the City of Barrie

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%).

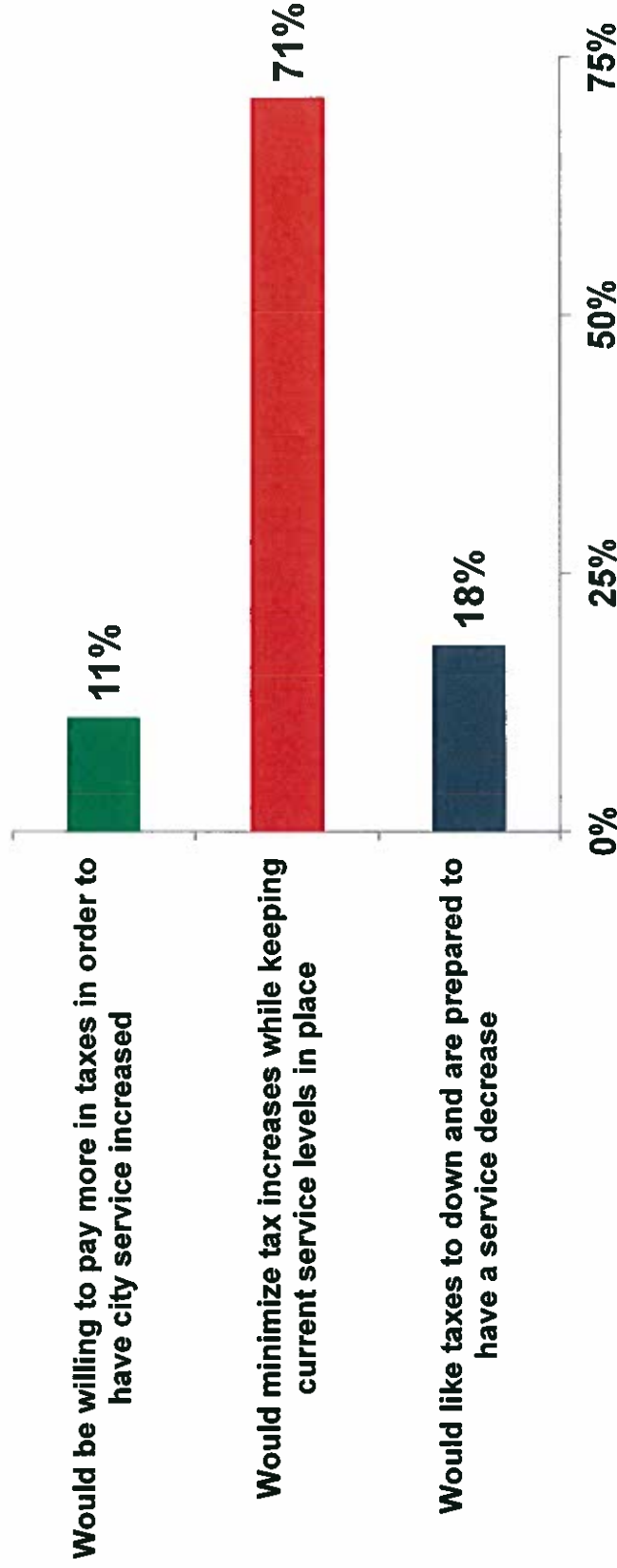
Significantly fewer residents who have lived 3 to 5 years in Barrie were interested in the new tax compared to residents who have spent over 5 years living in the city.



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.



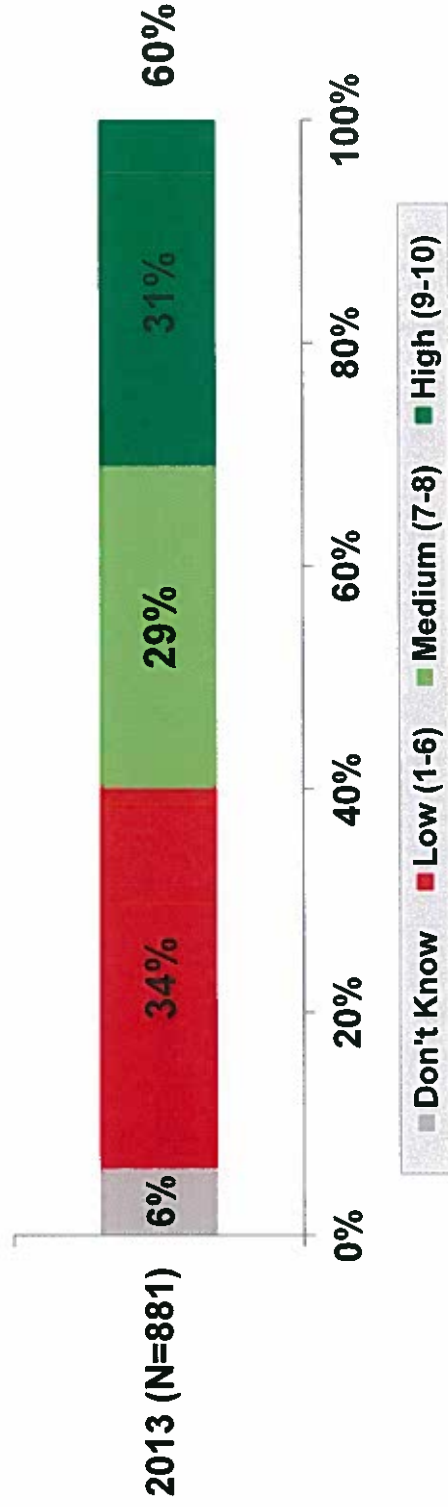
Thinking about the relationship between services provided by the City and the taxes you pay, which of the following best describes you?
? BASE: Own a home in the City of Barrie

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.



Key Findings



- Only 44% of residents feel they are getting excellent / good value for the taxes their pay and are not prepared to pay more in taxes.
- Overall Satisfaction with programs and services is high at 71%, although down significantly from 2008 and 2011. Majority of residents are satisfied with two-thirds of the services and programs.
- Residents are satisfied with the customer service experience when getting information / making complaints and performing transactions.
- 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 all five key areas.
- Overall, the results are very positive for 2013 City of Barrie Citizen Satisfaction Survey.

