

--	--

TO:	CHAIR AND MEMBERS STRATEGIC PRIORITIES AND POLICY COMMITTEE MEETING ON JANUARY 29, 2016
FROM:	LARRY PALARCHIO DIRECTOR, FINANCIAL PLANNING AND POLICY
SUBJECT:	2016-2019 BUDGET – PUBLIC INPUT

RECOMMENDATIONS

That, on the recommendation of the Director, Financial Planning and Policy, this interim report **BE RECEIVED** for information.

BACKGROUND

This report captures public input and feedback received on the 2016-2019 Multi-Year Budget up to **January 26, 2016**.

Includes public input and feedback received through the following channels:

- 2015 Citizen Satisfaction Survey
- 'Build a Budget Workshops' (hosted on January 16 and January 20, 2016)
- www.buildabudget.ca
- E-mails sent to budget@london.ca and phone calls made to at 519-661-4638
- Twitter – tweets sent to @CityofLdnOnt or #ldnbudget15, and Facebook posts on the City of London Facebook page

It is important to note that Council will receive a second report on public input prior to February 2016 budget deliberations. The City of London's budget engagement plan will continue until that time, and includes the implementation of 5 Open Houses (*as per resolution dated January 13, 2016*), social media outreach, and further use of www.buildabudget.ca.

Below are summaries and highlights from each of the City of London's budget engagement vehicles:

2015 CITIZEN SATISFACTION SURVEY (conducted between June 4 -14, 2015):

Administration would like to remind members of Council of the 2015 Citizen Satisfaction Survey (originally tabled on August 31, 2016 – SPPC) as it recognizes some vehicles of budget input can be informal in nature and this survey provides a suitable, balanced, and formal lens for members of Council.

Highlights from this survey include:

- Significant increase in the number of residents who cite development and infrastructure issues as issues that should receive the greatest attention from the City (21%, up from 6% in 2013).
- Transportation (13%) and economic development are also seen as a top priority, but significant drop in the number who mention the latter issue (13%, down from 38% in 2013).



- Large majority (80%) believe they are getting good value for their tax dollars based on programs and services they receive from the City, and a growing number say they receive very good value (21%, up from 3% in 2013). Moreover, this latter figure now on par with National Norm (18%).
- When presented with options, most residents prefer increasing taxes (54%) to cutting services (29%). There is some preference for increasing taxes to maintain rather than enhance or expand services (32% vs. 23%).

The 2015 Citizen Satisfaction Survey **is attached** in its entirety.

'BUILD A BUDGET WORKSHOPS' (hosted on January 16, 2016 and January 20, 2016)

The 'Build a Budget Workshops' invited Londoners to explore the 2016-2019 Multi-Year Budget in an environment where they could learn, have an opportunity to ask questions and provide their input. The workshop setting also provided a unique environment for bringing community members together for multi-party discussions and mutual education.

In total, approximately **40 members** of the community attended the 'Build a Budget Workshops' (25 at the January 16th session; and 15 at the January 20th session), as well as members of Council, the Senior Leadership Team and other City staff.

There were 2 main stations for residents to provide their input. Station descriptions and results are highlighted below:

1) **Priority Poll** – asked residents to identify which 3 services are most important to them:

- Transportation Services
- Parks, Recreation & Neighbourhood Services
- Social & Health Services

2) **Strategic Investments** – asked residents to identify which Strategic Investments are most important to them over the next 4 years:

- Rapid Transit Implementation Strategy (Business Case #6)
- Thames Valley Corridor Plan (Business Case #4)
- Urban Forest Strategy (Business Case #3)
- Back to the River Project (Business Case #18)
- Dundas Place (Business Case #22)
- Winter Maintenance Strategy (Business Case #17)
- London Homeless Prevention and Housing Plan/ London Homeless Prevention System Implementation Plan (Business Case #16)
- Mental Health and Addictions Strategy (Business Case #15)
- Establish Public Engagement as an Area of Focus (Business Case #10)
- Service London Implementation Plan (Business Case #11)

ON-LINE BUDGET SIMULATOR (www.buildabudget.ca)

For the fourth year in a row, Civic Administration has used www.buildabudget.ca as a platform for budget engagement and education. This website provides Londoners with a unique opportunity to learn about the proposed 2016-2019 Multi-Year Budget. It allows Londoners to enter their assessed property value and get a breakdown of how their property tax dollars are distributed to all the programs and services provided by the City of London. Londoners can then use sliding scales and/or yes/no widgets to showcase what they would like to see different or support over the next four years.

From January 11, 2016 to January 26, 2016, www.buildabudget.ca has had **293 visitors, with 98 visitors submitting responses.**

--	--

When reviewing detailed results, Council should be aware of the following:

- The allocation displayed for each service is based on the average allocation over the next four years and is pre-populated with London average home price of \$221,000. When users put in their own assessed value these numbers change accordingly.
- Strategic Investments are presented seeking a yes/no response from users.
- The charts shown for each service displays % of respondents (y-axis) and % of allocation (x-axis).

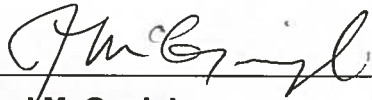
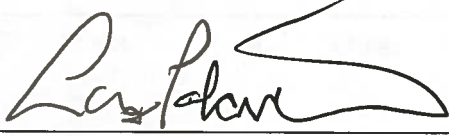
Public input gathered from www.buildabudget.ca is **attached** as **Appendix A**

OTHER VEHICLES

As noted above, Civic Administration has been capturing feedback and comments related to the 2016-2019 Multi-Year Budget through a variety of channels. E-mail inquiries and input were received through budget@london.ca and social media input was collected through Facebook at <http://www.facebook.com/LondonCanada> and Twitter at @CityofLdnOnt or #LdnBudget.

During the time period of December 23, 2015 - January 26, 2016 #LdnBudget had 549 tweets generating 1,963,535 impressions from

Appendix B (attached) captures feedback received through these channels

Prepared By:	Recommended By:
	
Jon-Paul McGonigle Business Planning Process Manager	Larry Palarchio Director – Financial Planning and Policy

Two empty square boxes for agenda item and page numbers.

APPENDIX A

www.buildabudget.ca

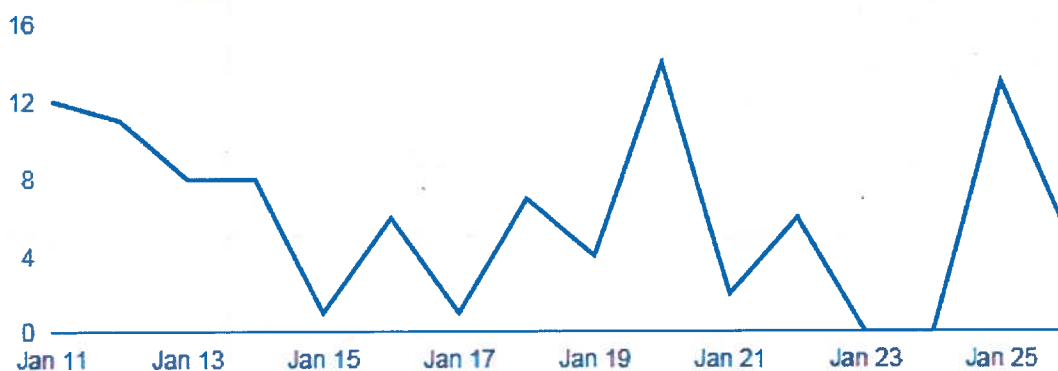
Online Budget Consultation Report

For the period January 11 to January 26, 2016

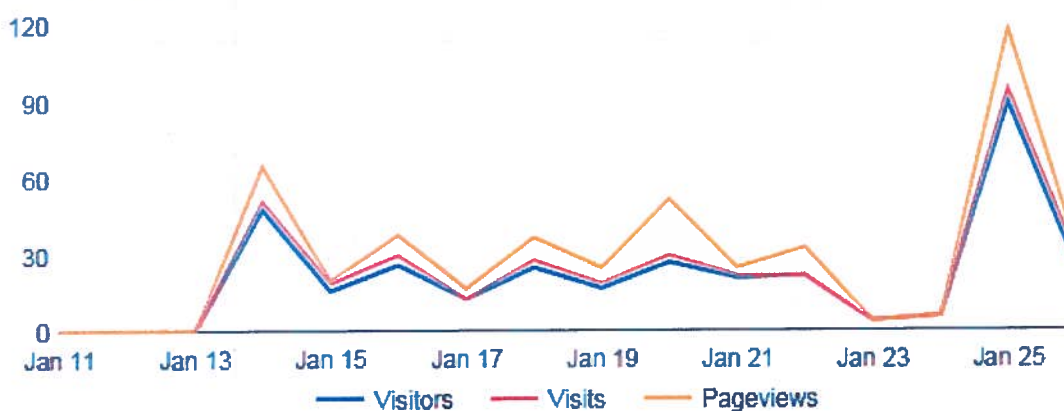
Prepared by Open North for City of London

293 Visitors	98 Responses <i>33.4% participation</i>	8 minutes Median time to complete
------------------------	--	---

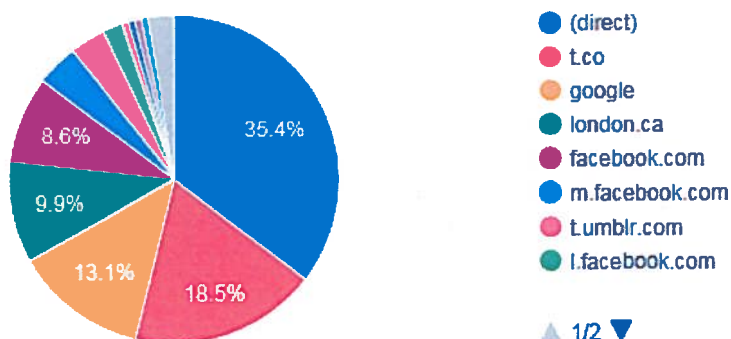
Responses per day



Web visits per day



Web traffic sources

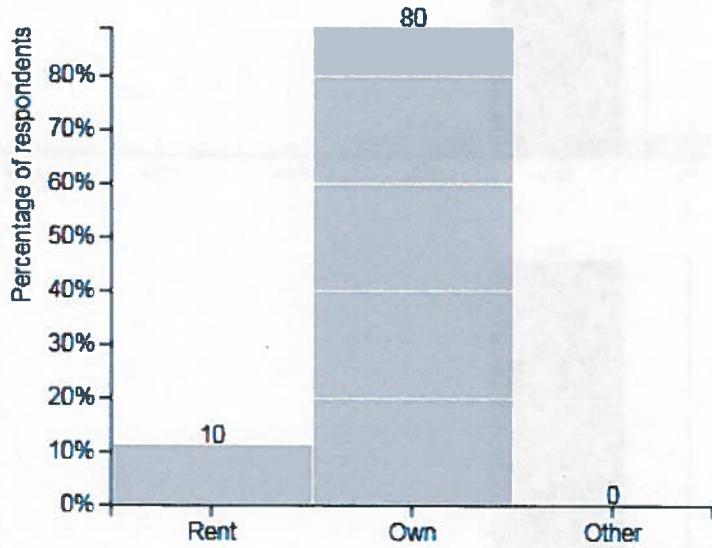




Responses for each question

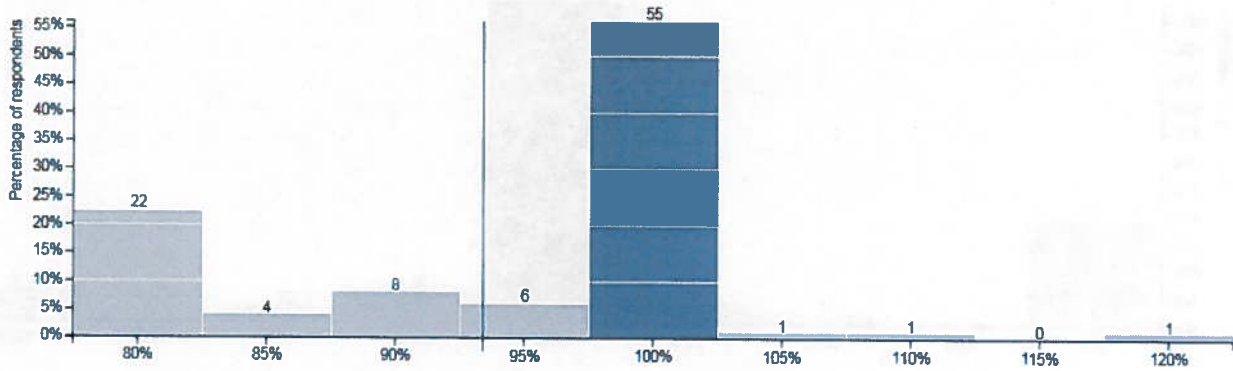
Your Housing

1

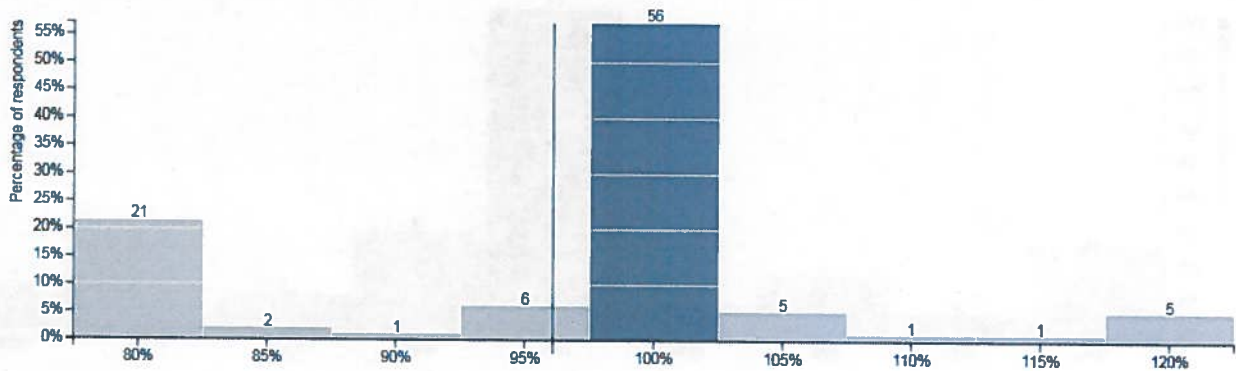


Culture

2 Centennial Hall

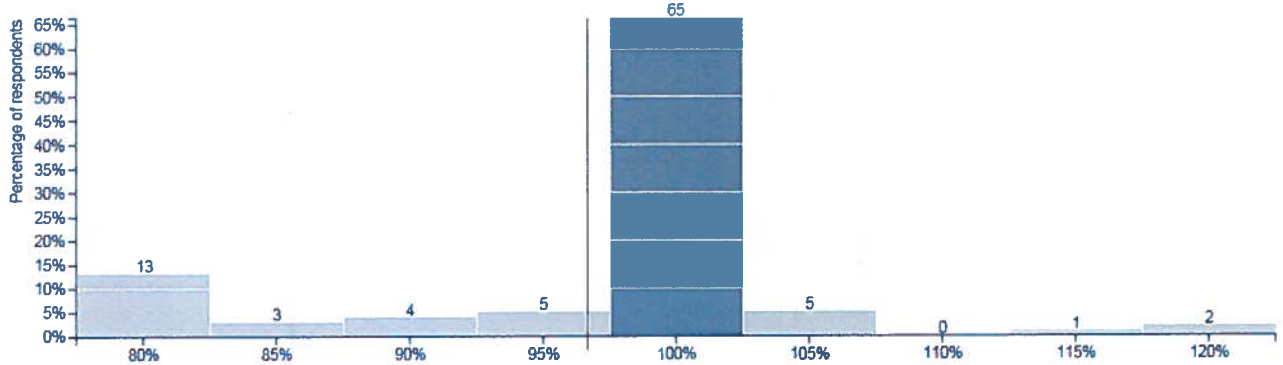


3 Arts, Culture and Heritage Advisory & Funding

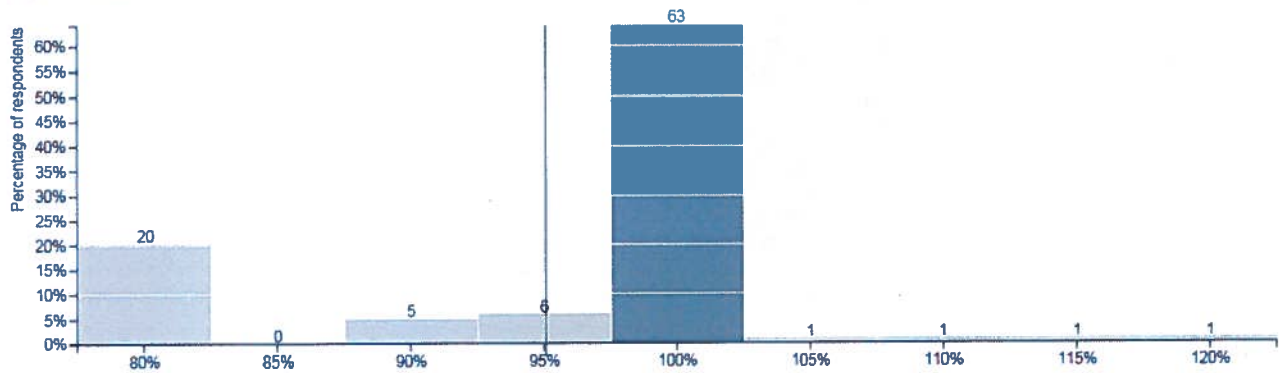




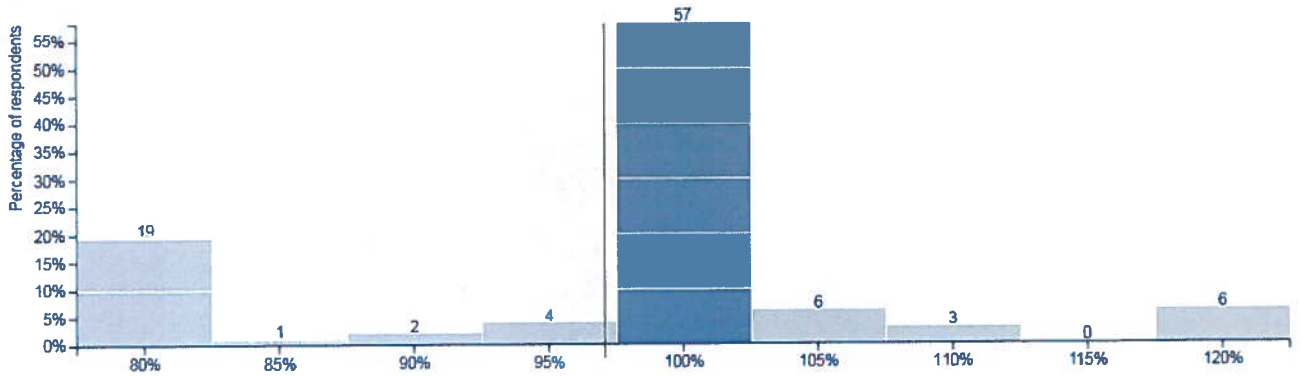
4 Museum London



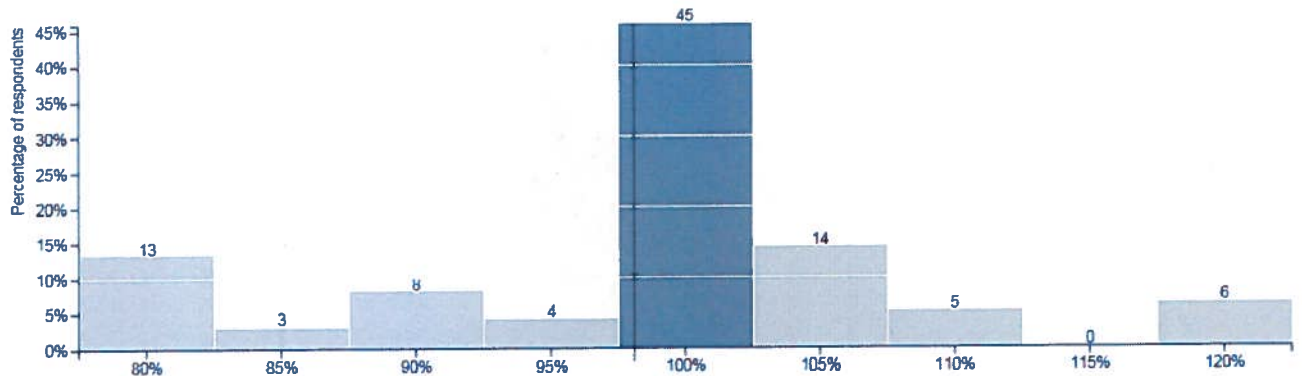
5 Eldon House



6 Heritage



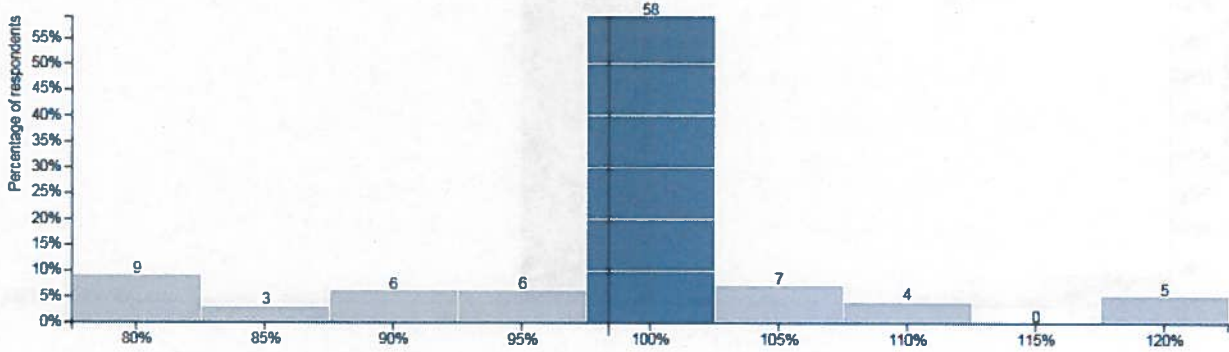
7 Library Services



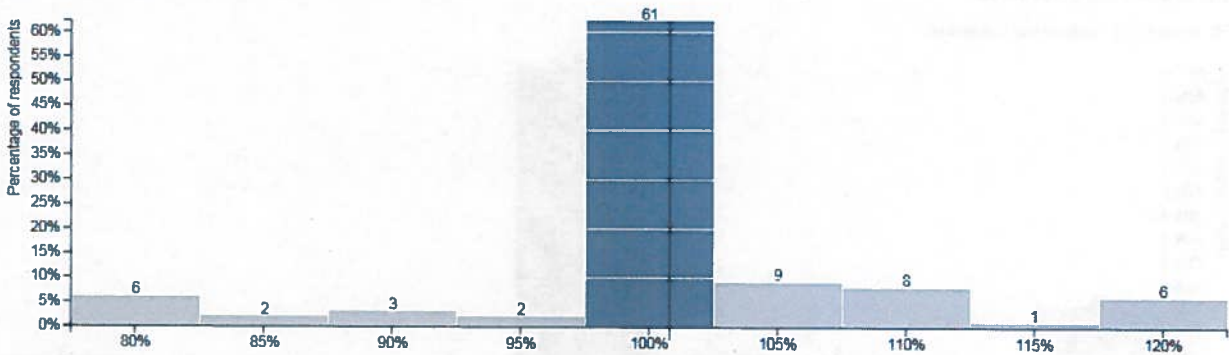


Economic Prosperity

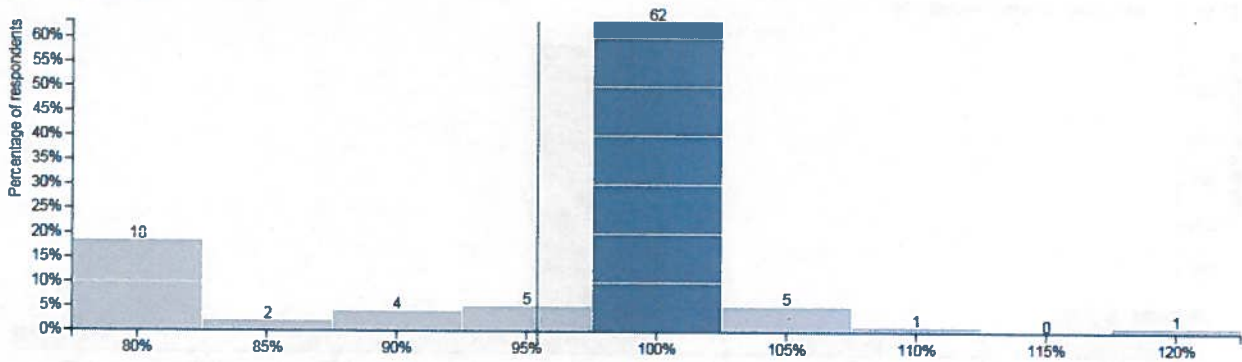
8 Business Attraction & Retention



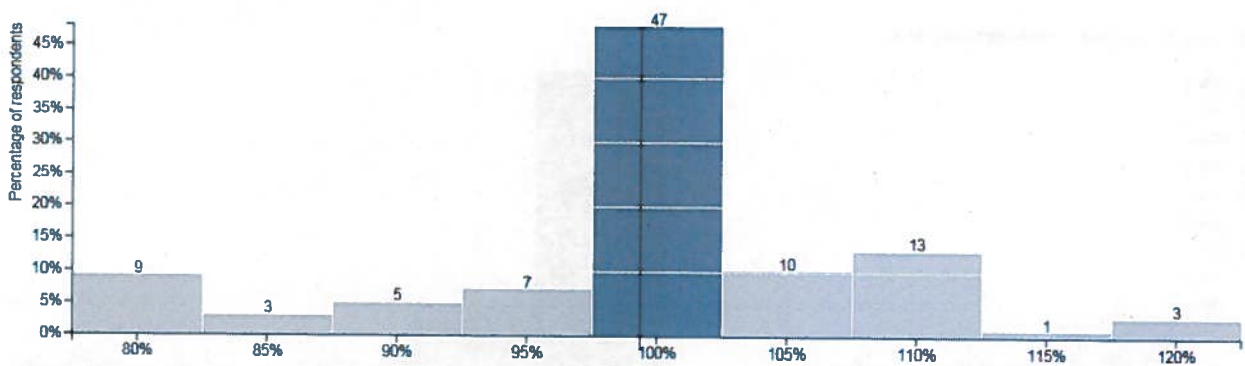
9 Community Improvement / BIA



10 Conventions, Meetings & Events

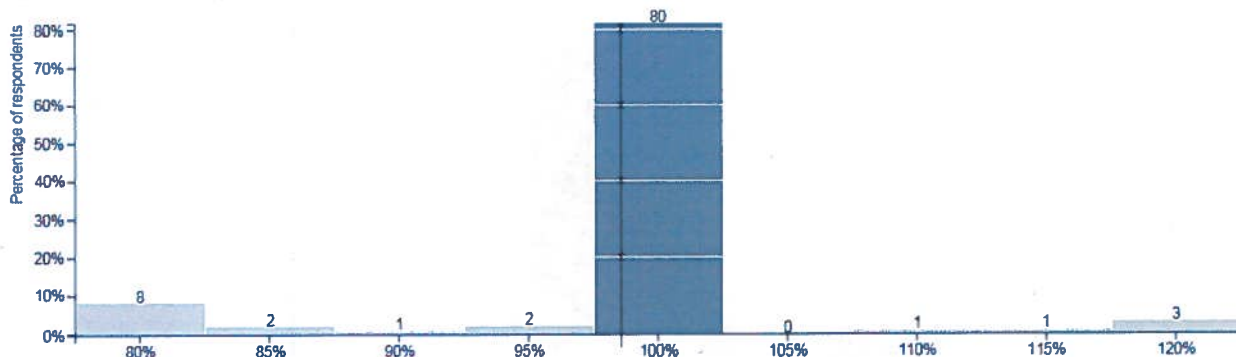


11 Tourism & Sports Attraction



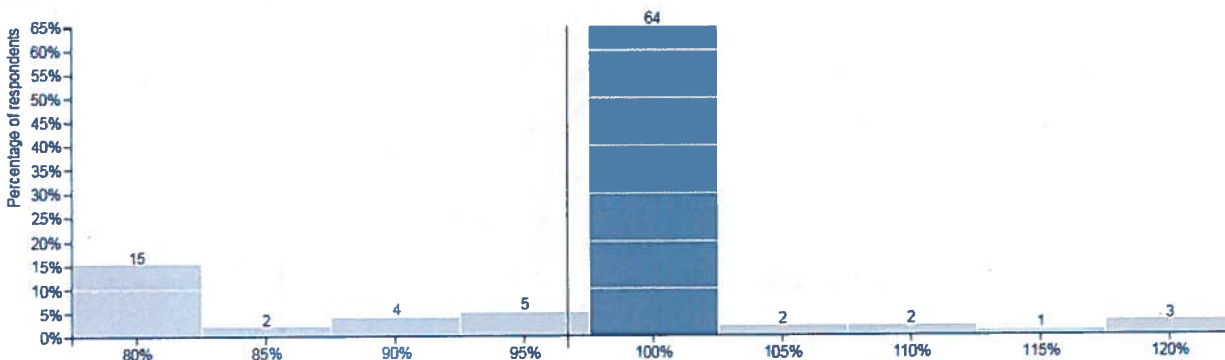


12 Covent Garden Market

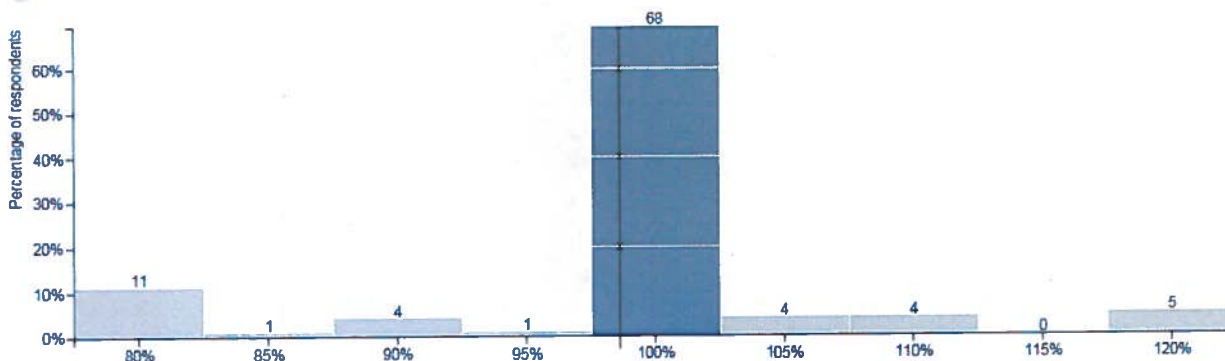


Environmental Services

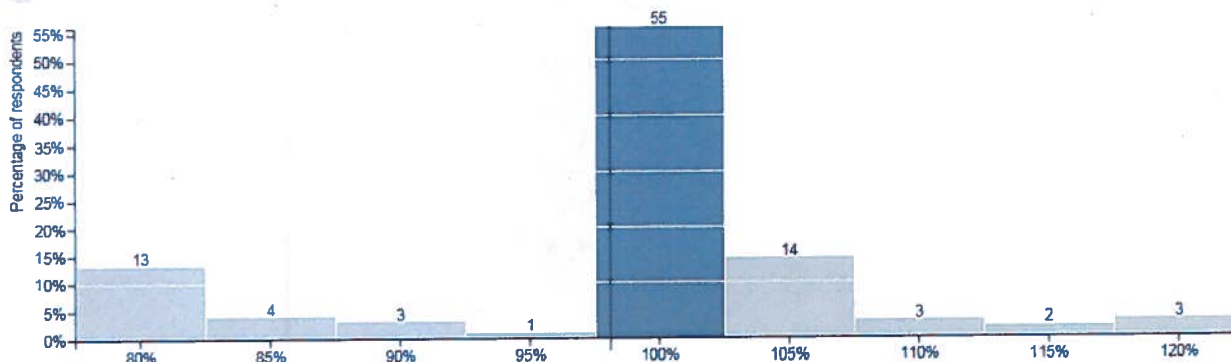
13 Kettle Creek Conservation Authorities



14 Lower Thames Valley Conservation Authorities

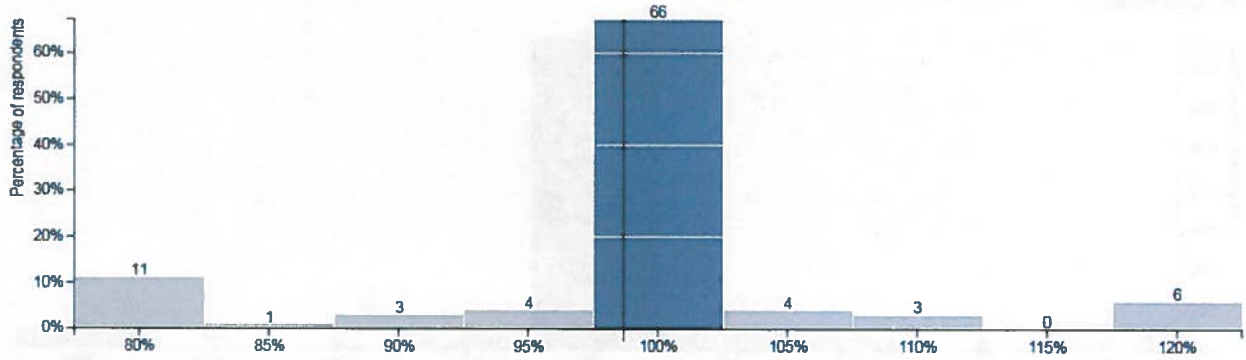


15 Upper Thames River Conservation Authorities

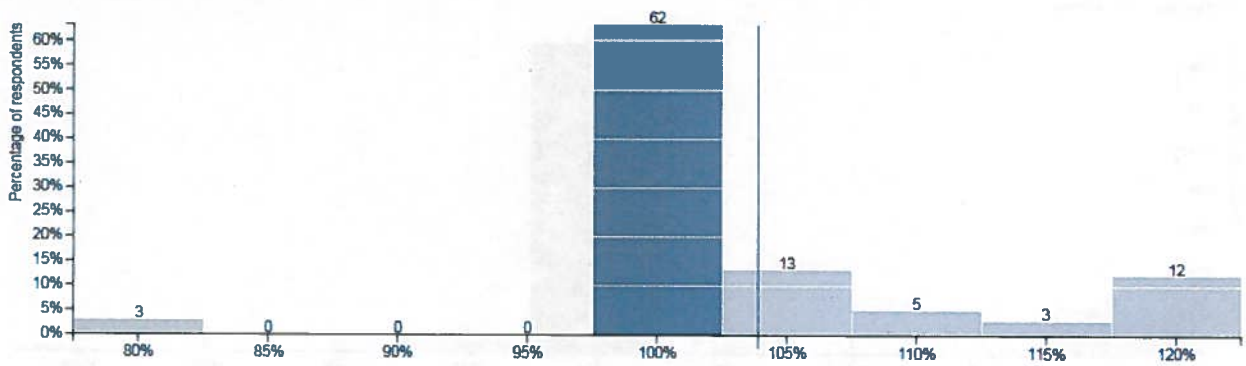




16 Environmental Action Programs & Report

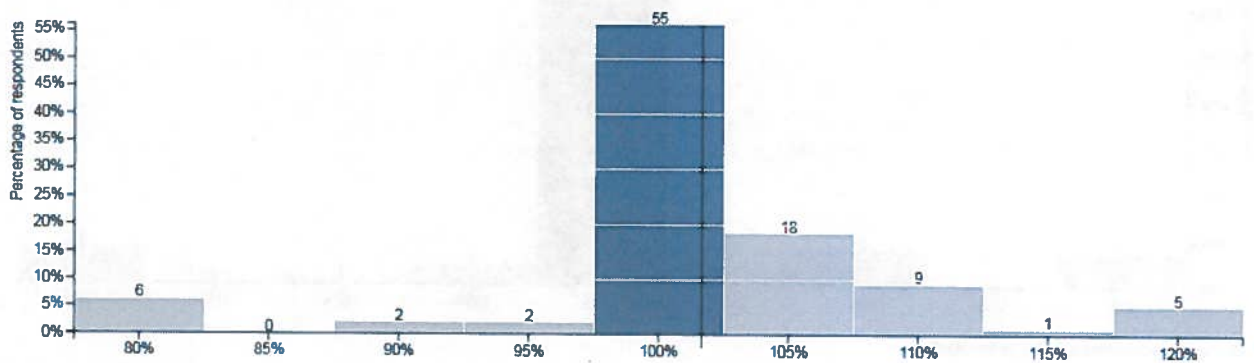


17 Garbage, Recycling & Composting

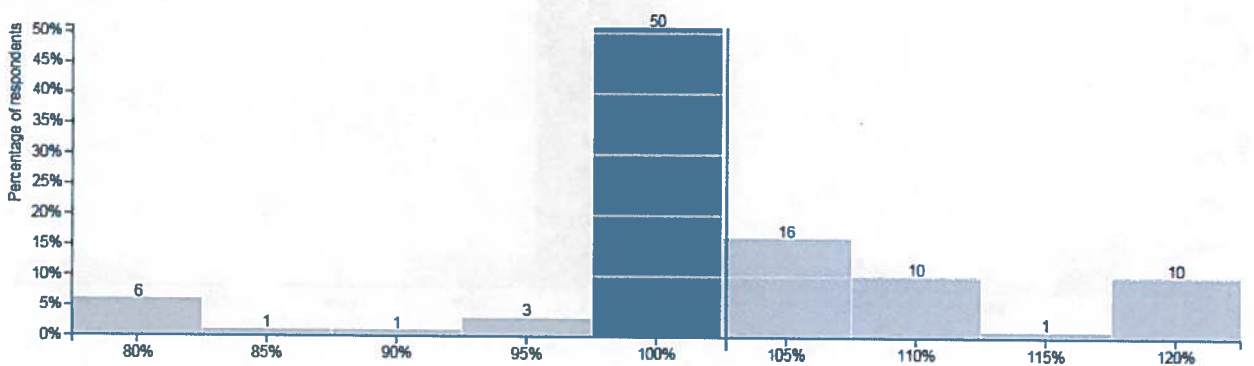


Parks, Recreation & Neighbourhood Services

18 Neighbourhood & Recreation Services



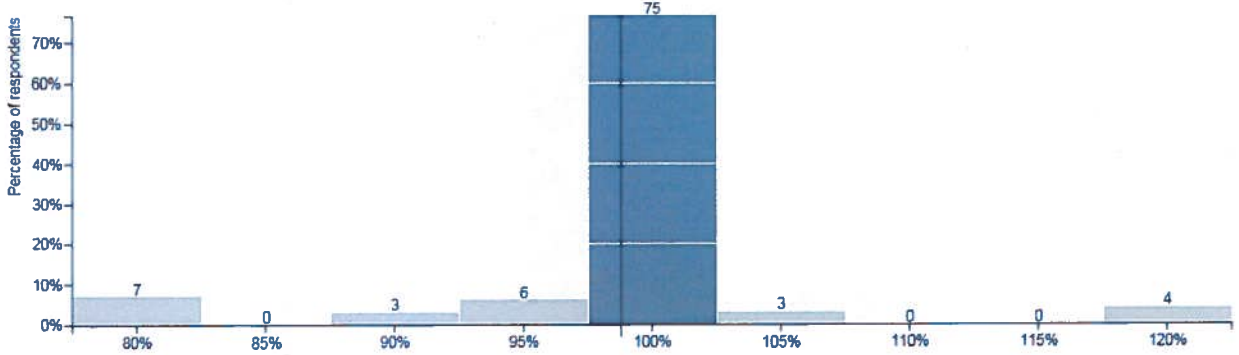
19 Parks & Urban Forestry



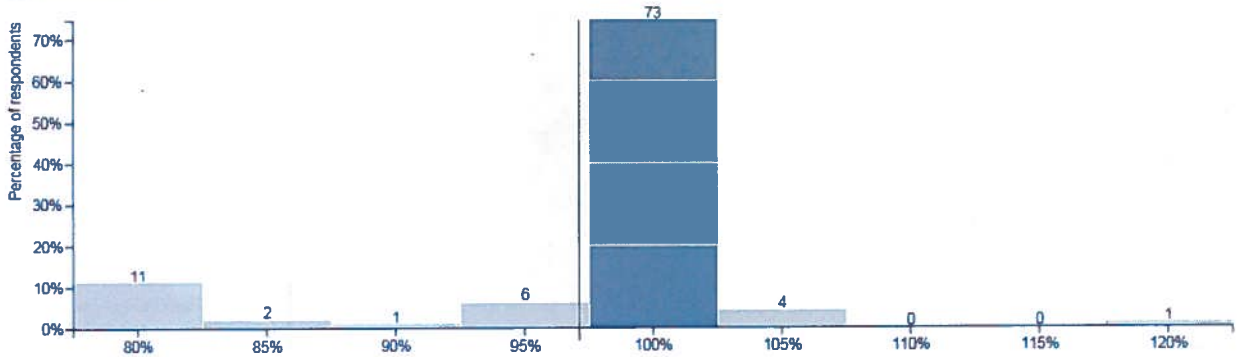


Planning and Development Services

20 Planning Services

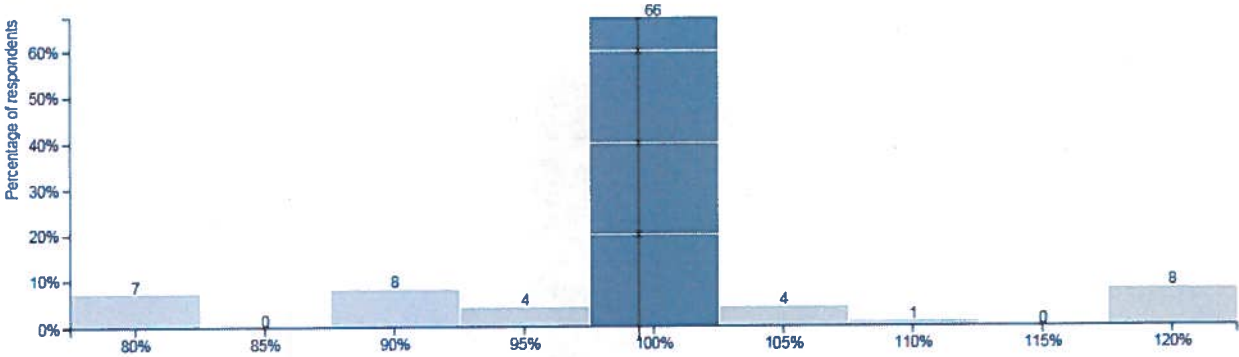


21 Development Services

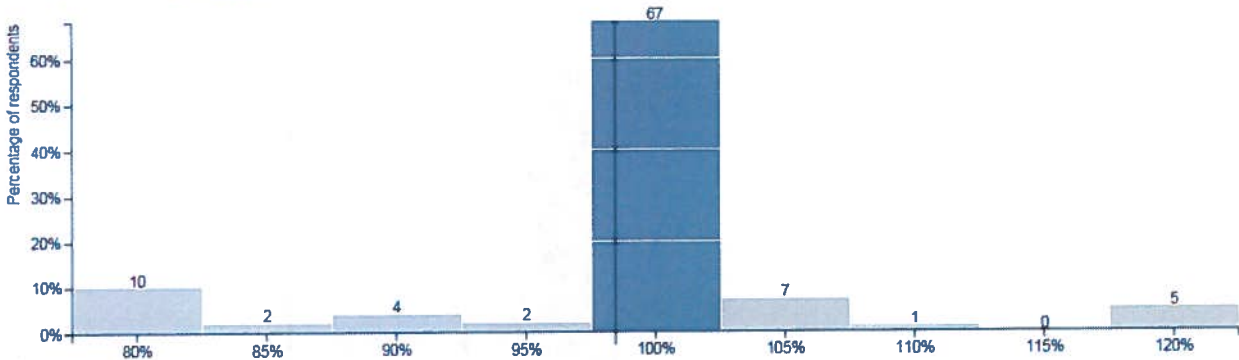


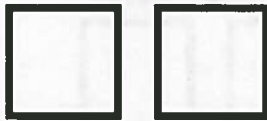
Protective Services

22 Animal Services

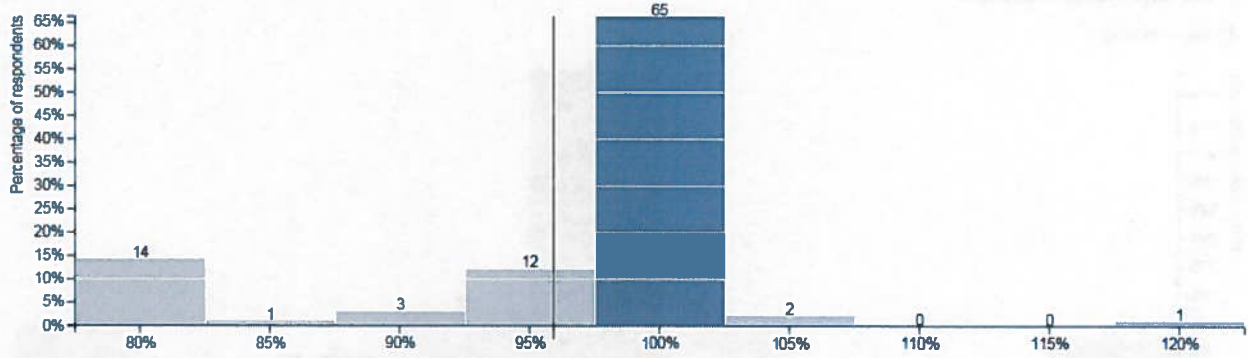


23 Bylaw Enforcement & Property Standards

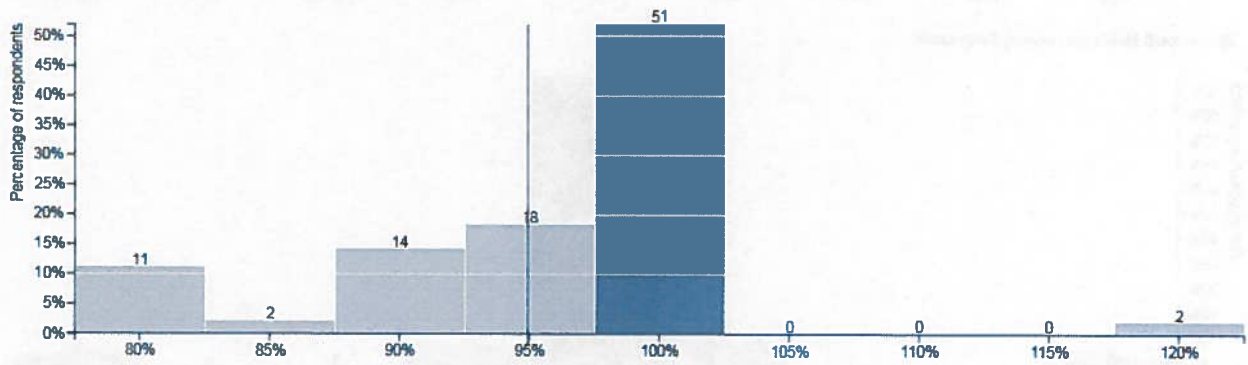




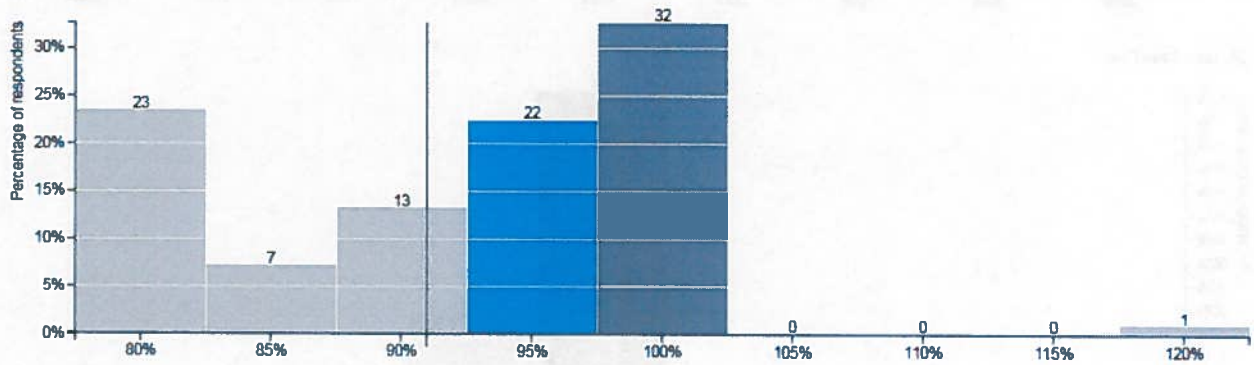
24 Corporate Security & Emergency Management



25 Fire Services



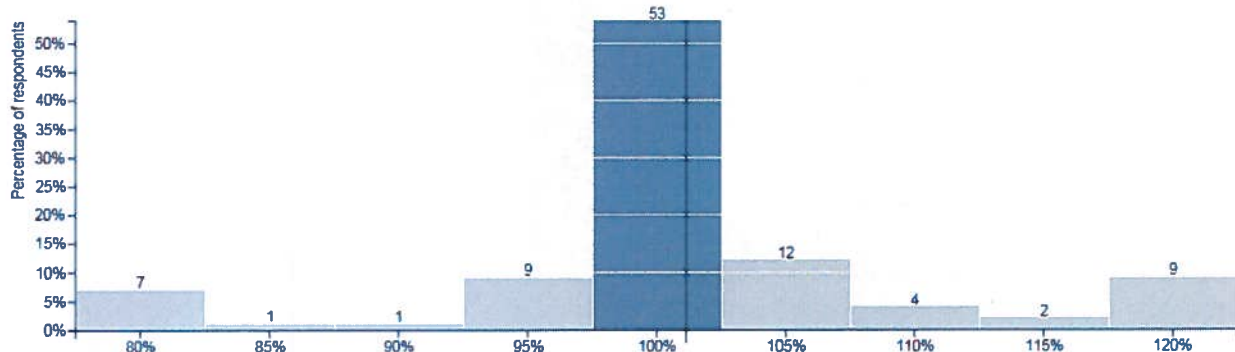
26 Police Services



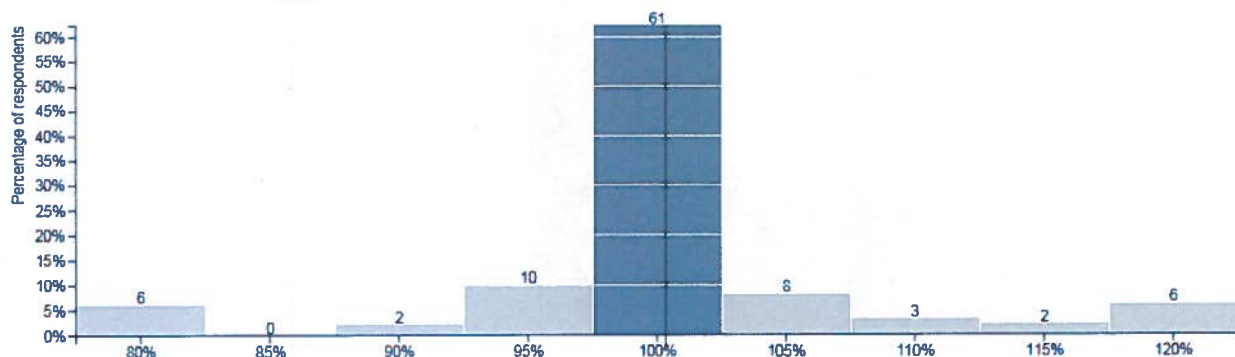


Social and Health Services

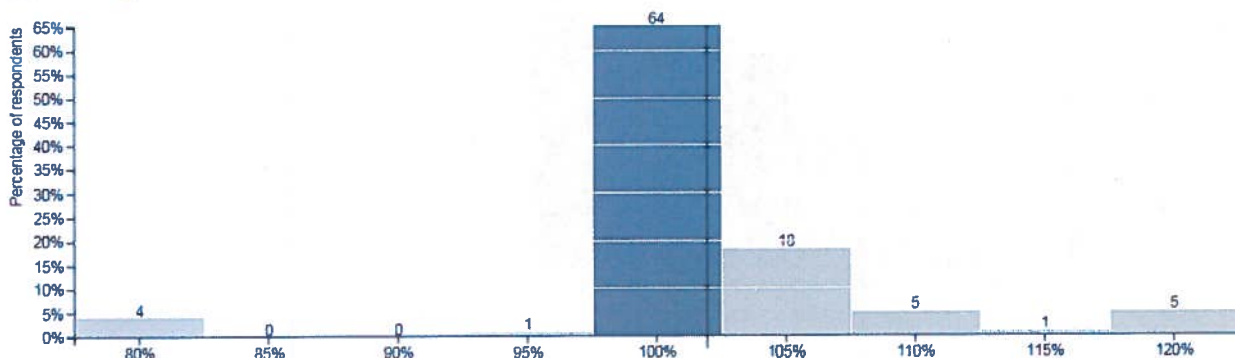
27 Social Housing



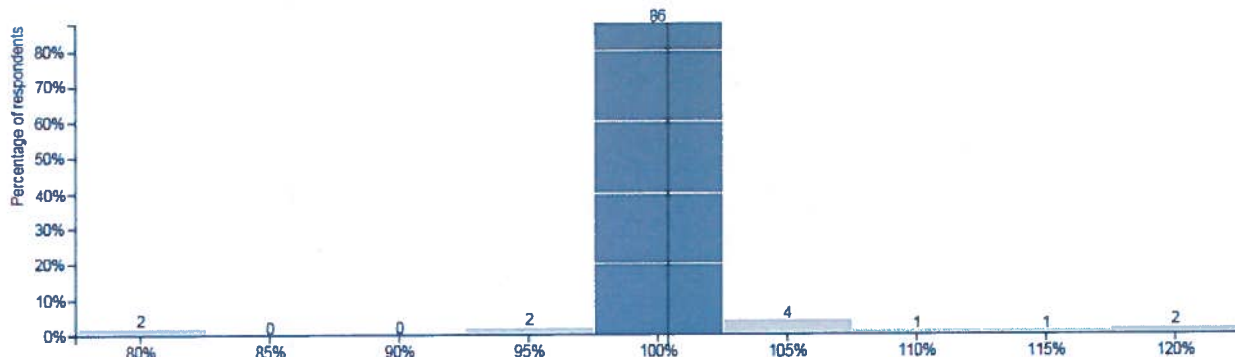
28 London & Middlesex Housing Corporation



29 Long Term Care

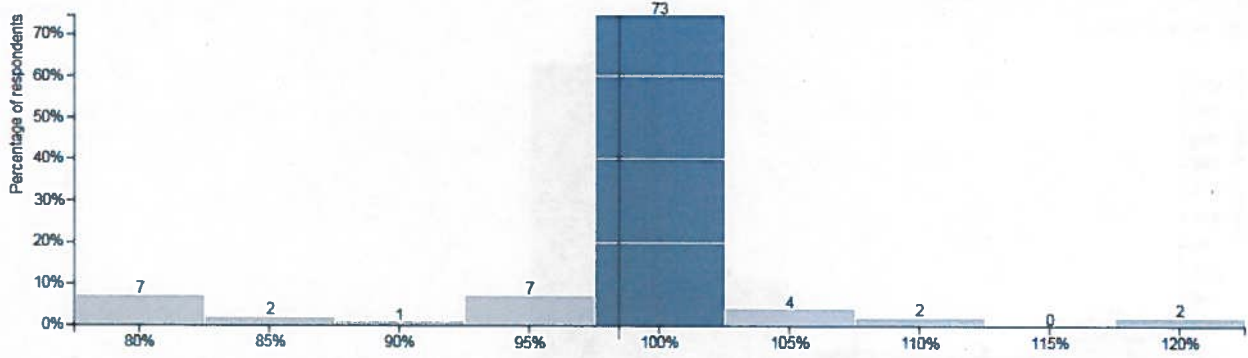


30 Land Ambulance

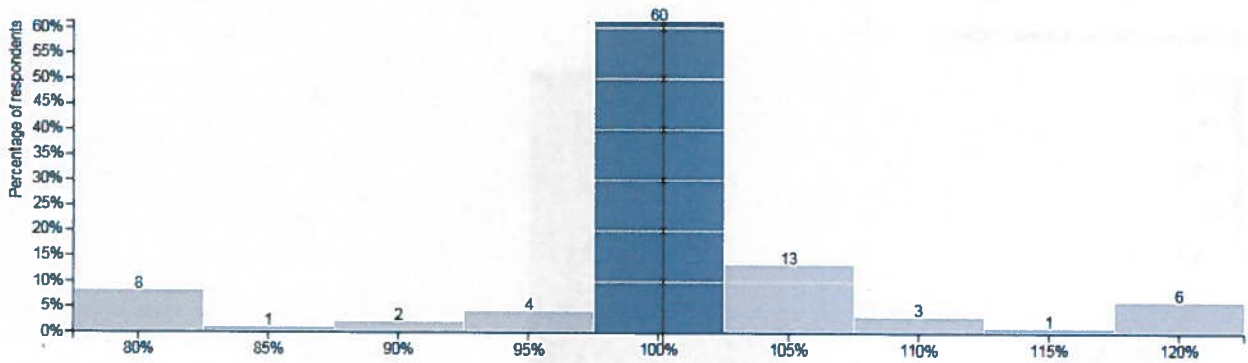




31 Middlesex-London Health Unit

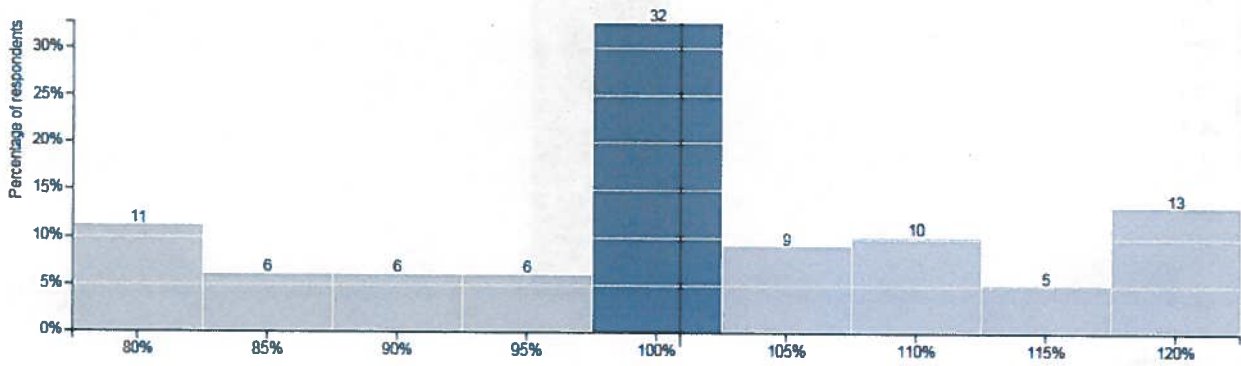


32 Social & Community Support Services

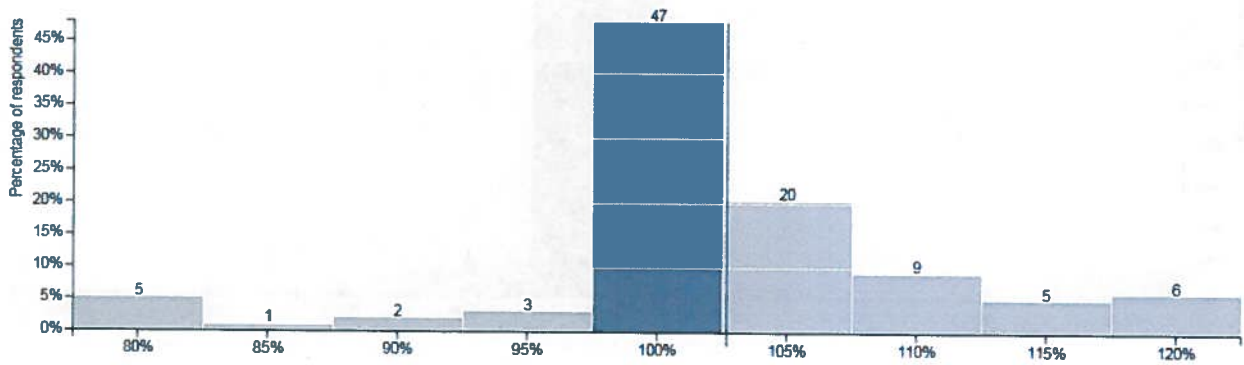


Transportation Services

33 Public Transit



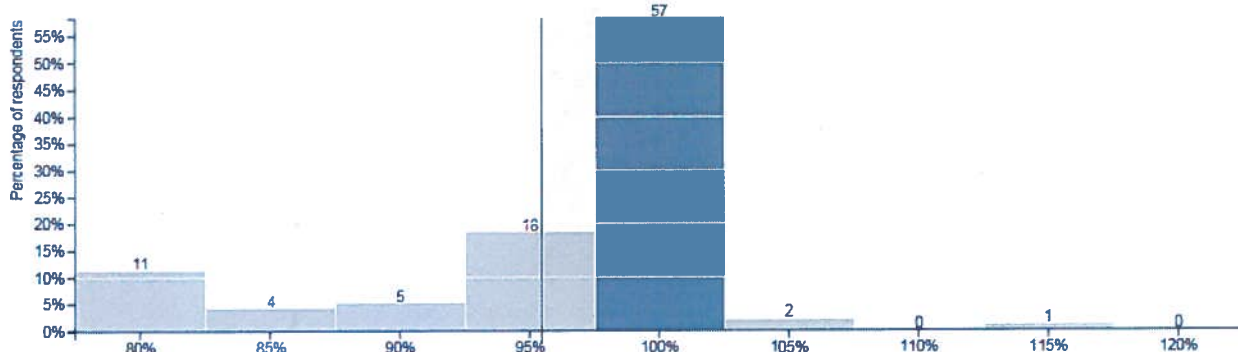
34 Roadways



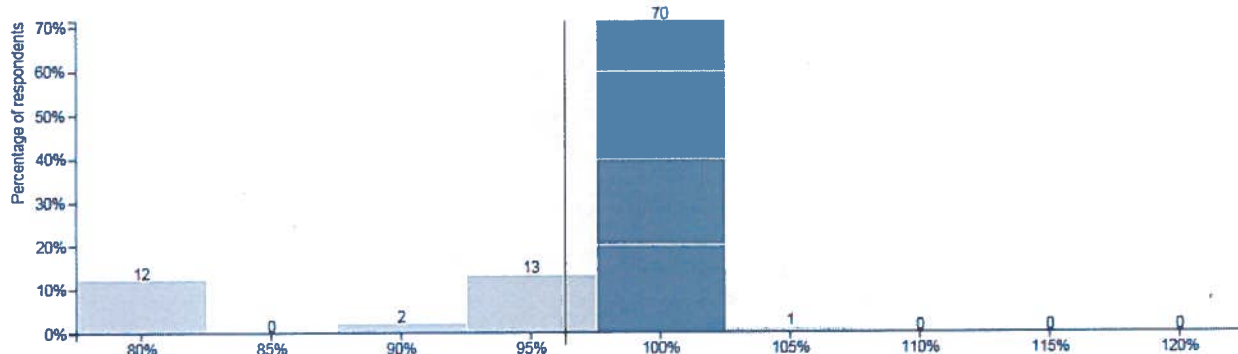


Corporate, Operational & Council Services

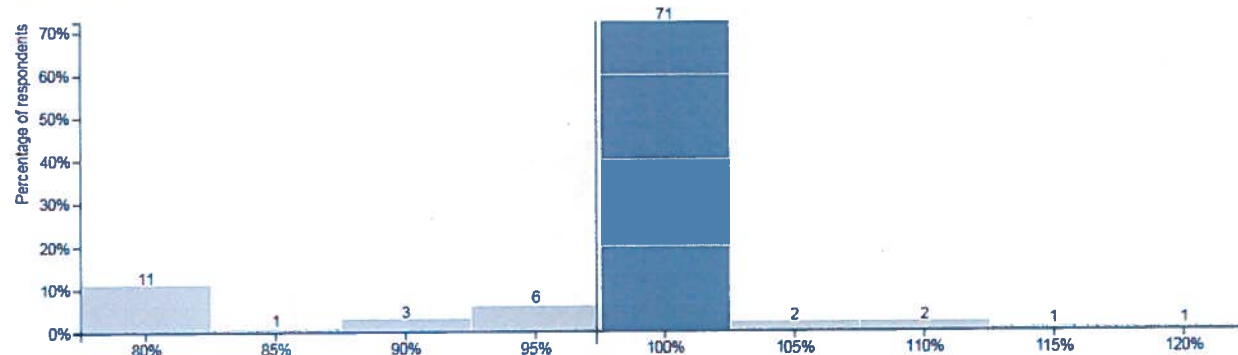
35 Corporate Services



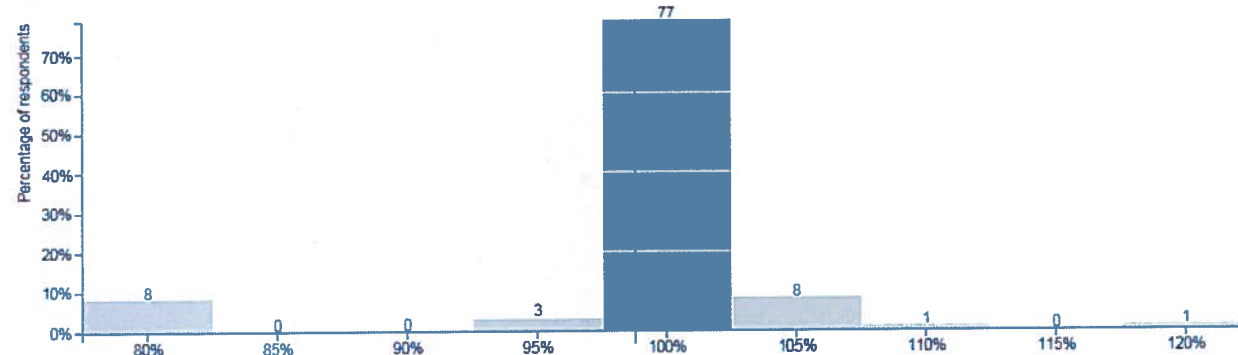
36 Corporate Planning & Administration



37 Council Services



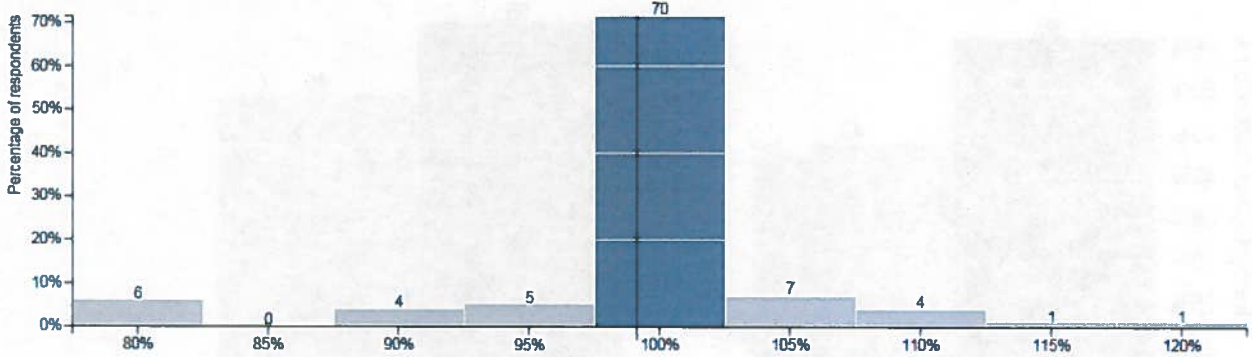
38 Public Support Services



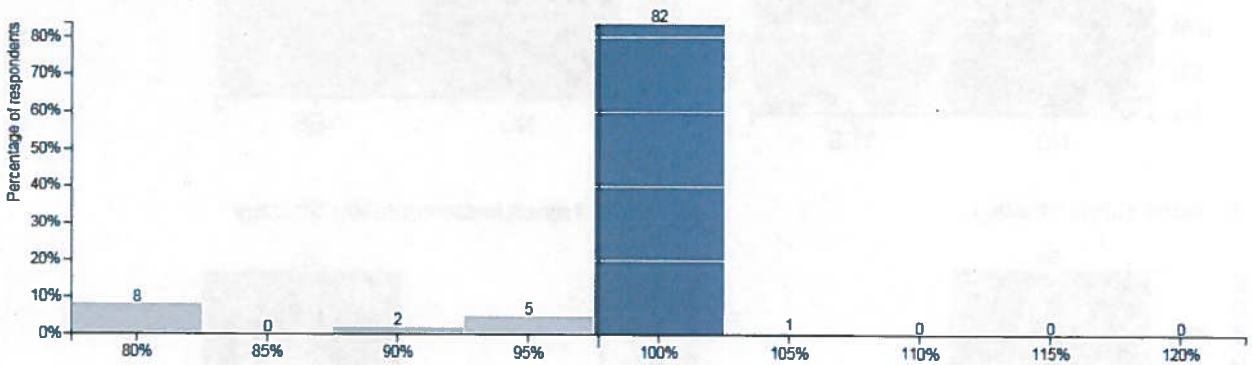


Financial Management

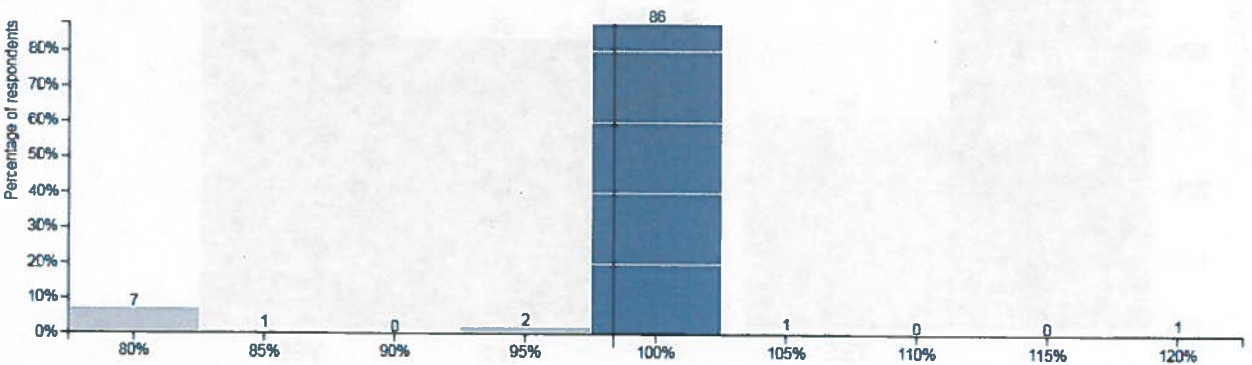
39 Capital Financing



40 Other Related Financing



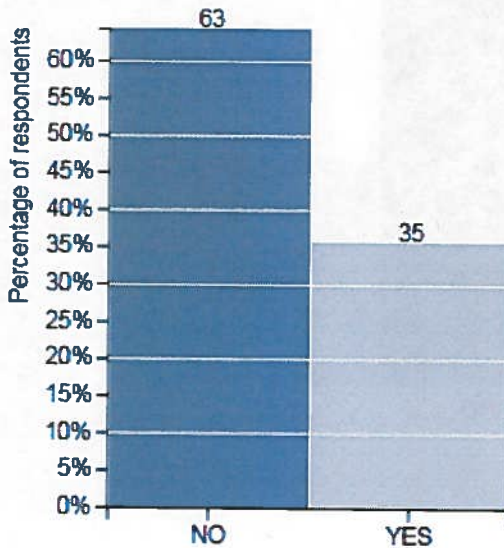
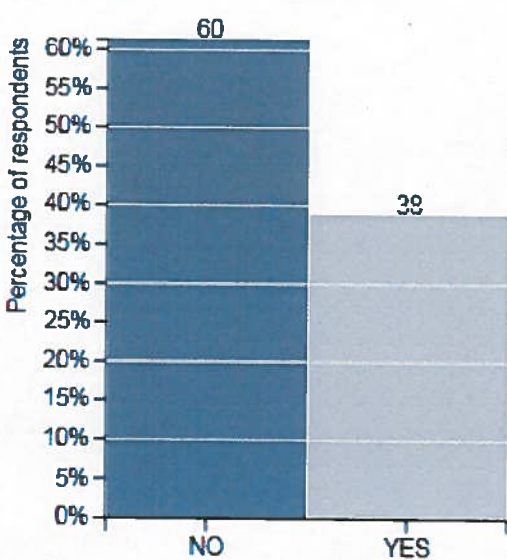
41 Finance



Building a Sustainable City

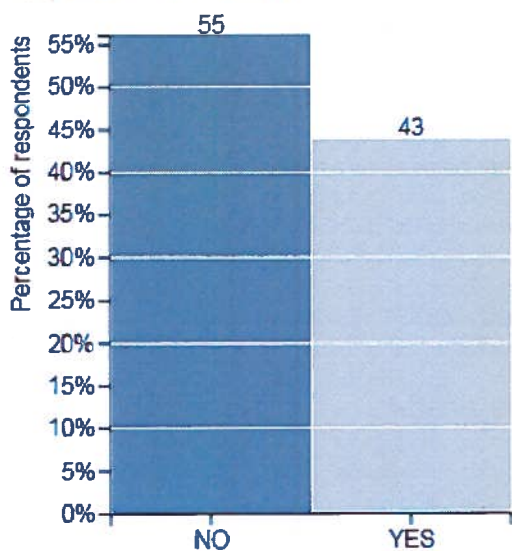
44 Road Map 2.0 – Road to Increased Resource Recovery and Zero Waste

43 Library's Ten Year Capital Plan

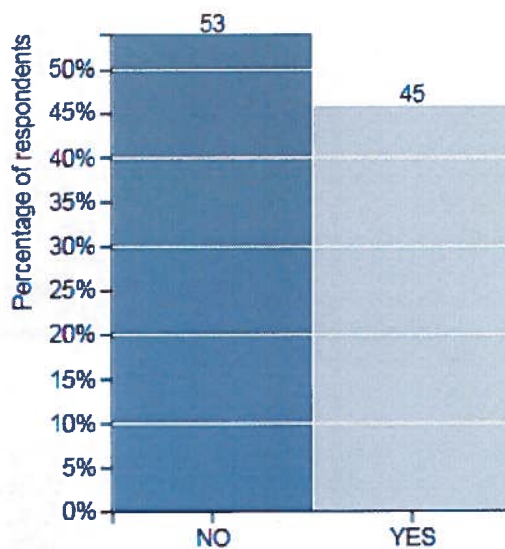




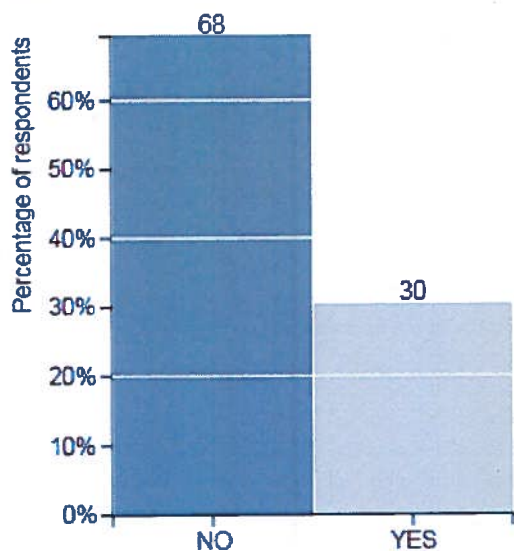
45 Urban Forest Strategy



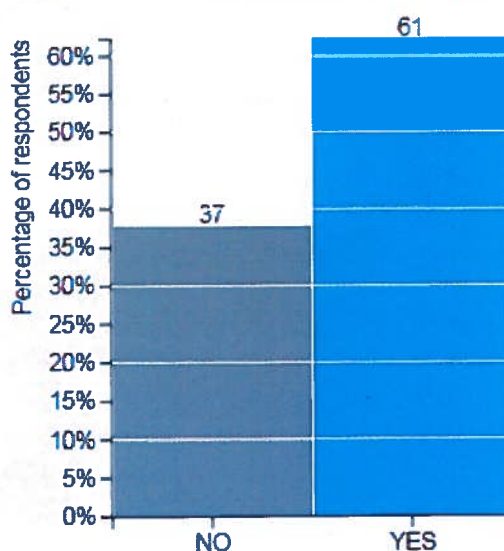
46 Thames Valley Corridor Plan



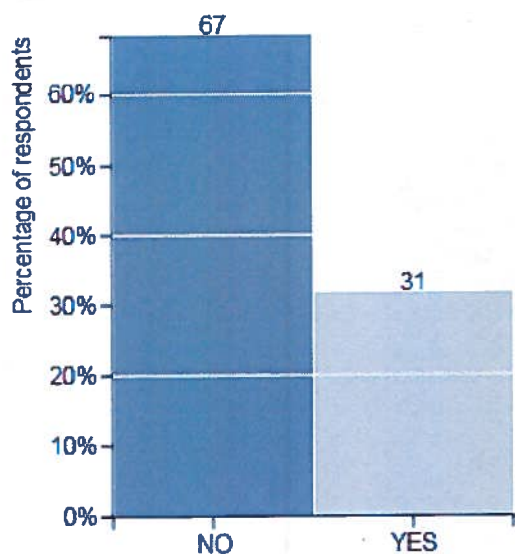
47 Road Safety Strategy



48 Rapid Transit Implementation Strategy



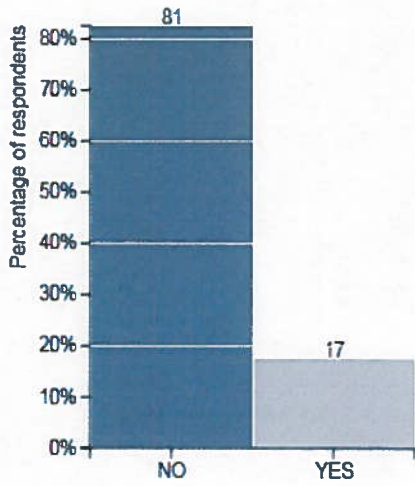
49 State of Infrastructure Report



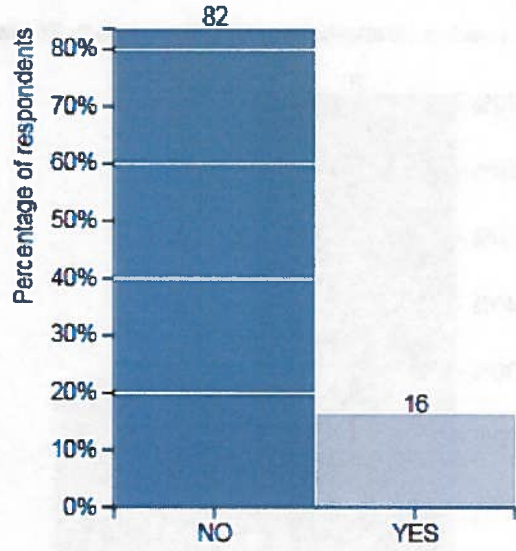


Leading in Public Service

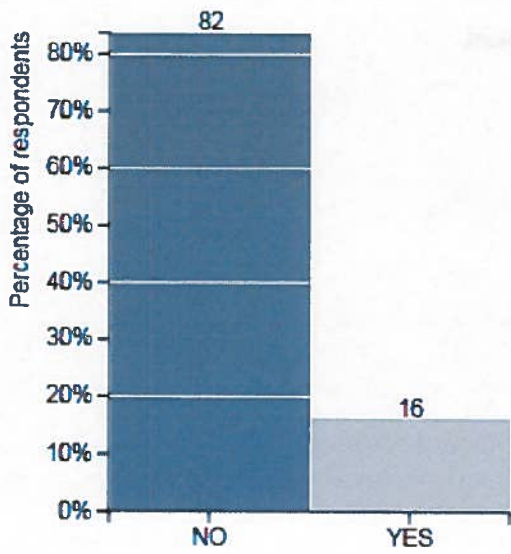
50 Garbage Collection – On-board Weighing and Tracking Technologies



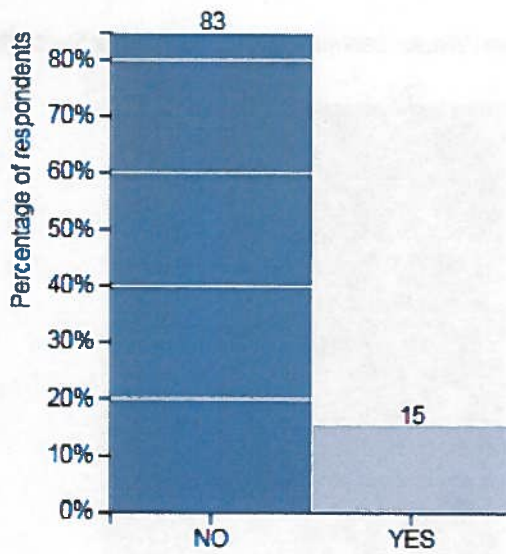
51 Technology/Amada Software



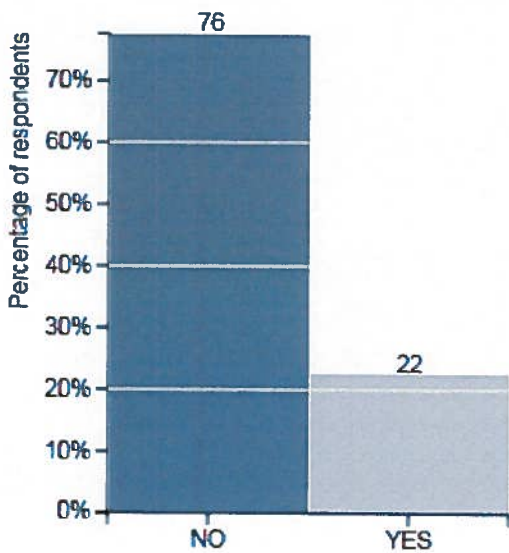
52 Establish Public Engagement as an Area of Focus



53 Service London Implementation Plan



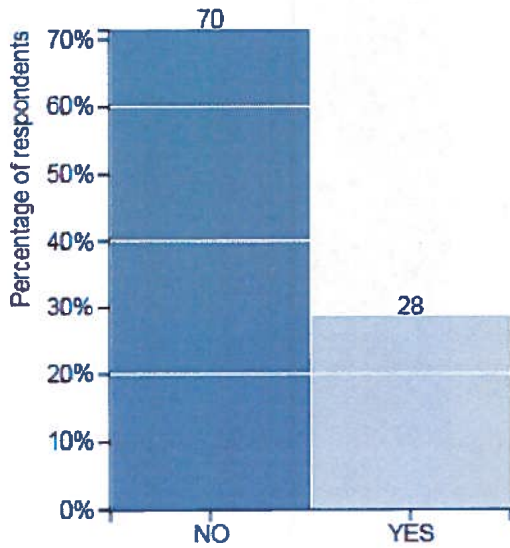
54 Computerized Maintenance Management System



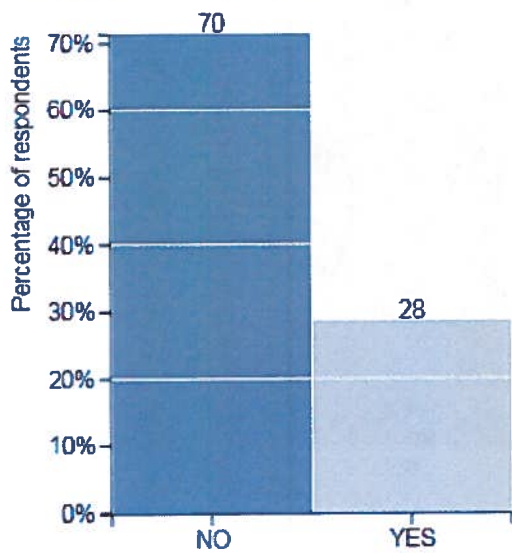


Strengthening our Community

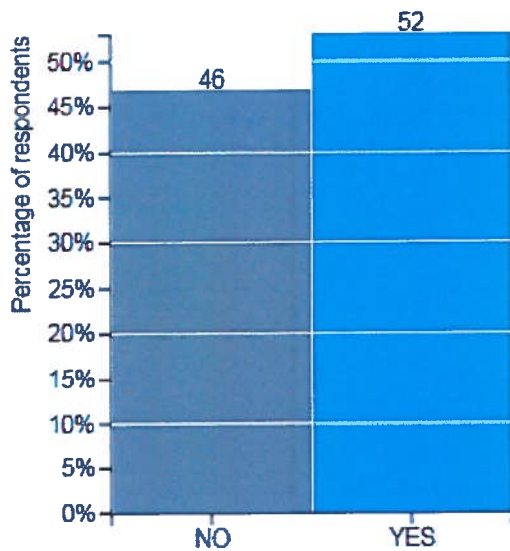
55 London Strengthening Neighbourhoods Strategy (LSNS)



56 Ontario Works Service Plan – Low Income Supports Enhancement

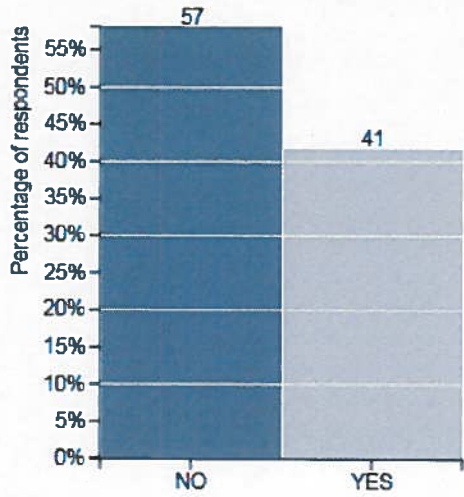


57 Mental Health and Addictions Strategy

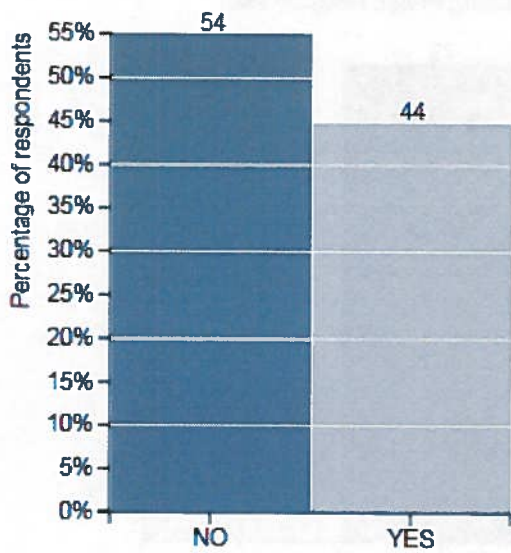




58 London Homeless Prevention and Housing Plan 2010-2024 2. London Homeless Prevention System Implementation Plan

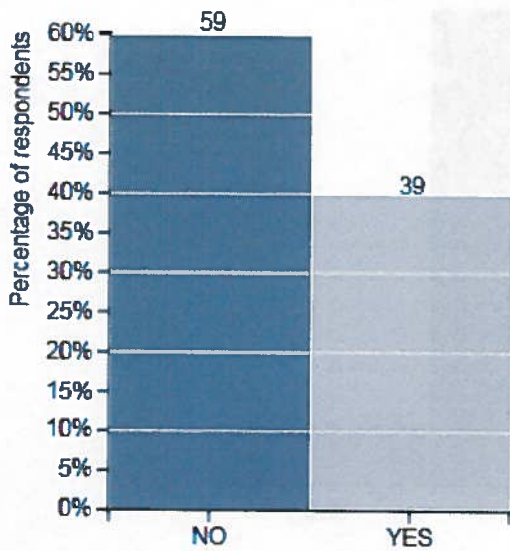


59 Winter Maintenance Strategy



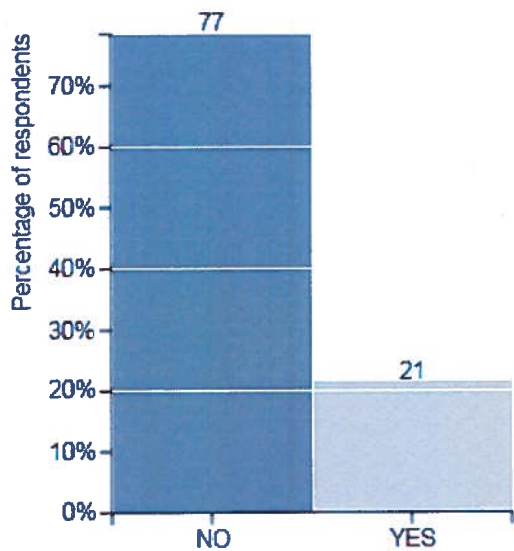
Growing Our Economy

60 London Community Foundation's "Back to the River Project"

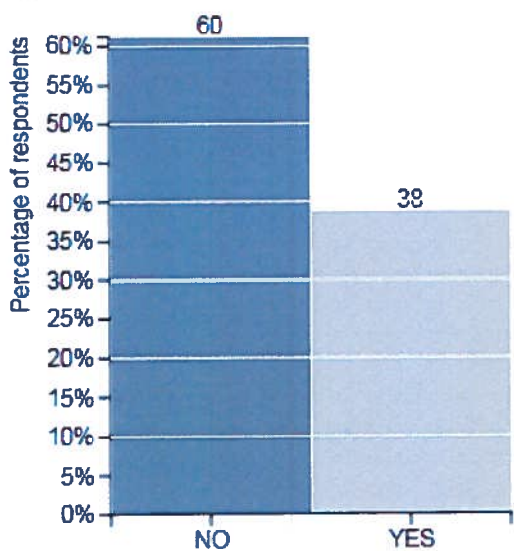




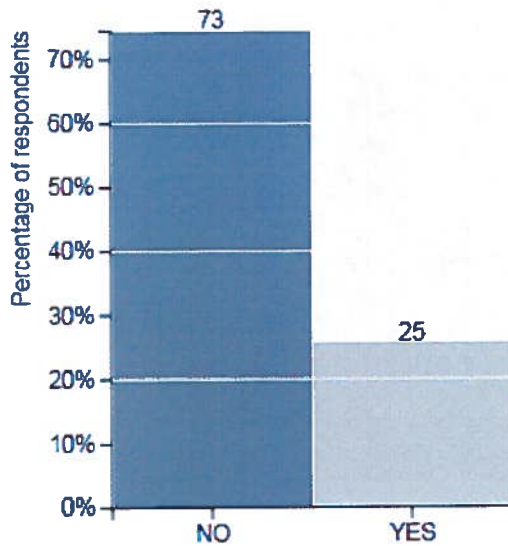
61 Streamline Approval Process in Development Services



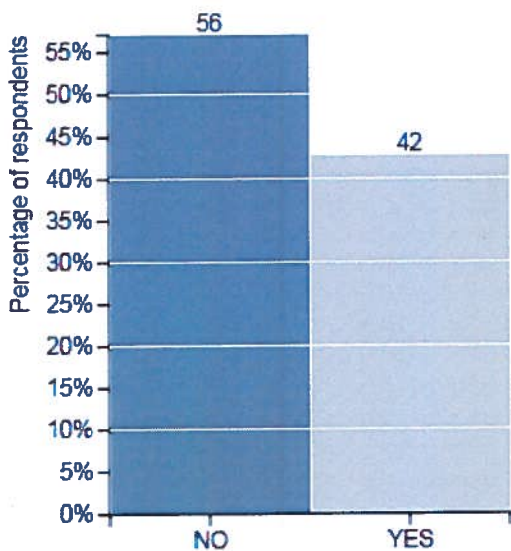
62 London's Downtown Plan – Small Scale Projects



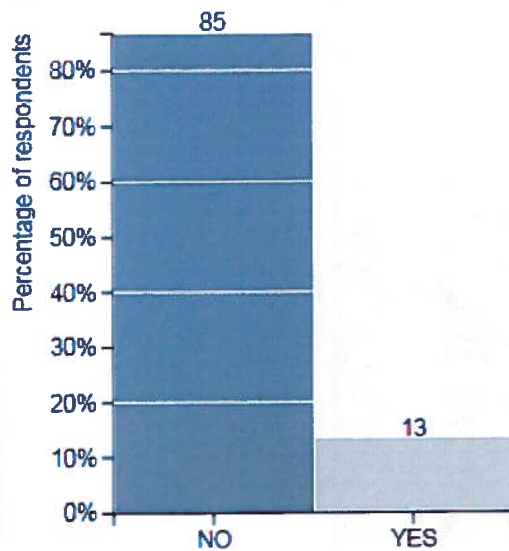
63 Regenerating Public Housing Plan



64 Dundas Place



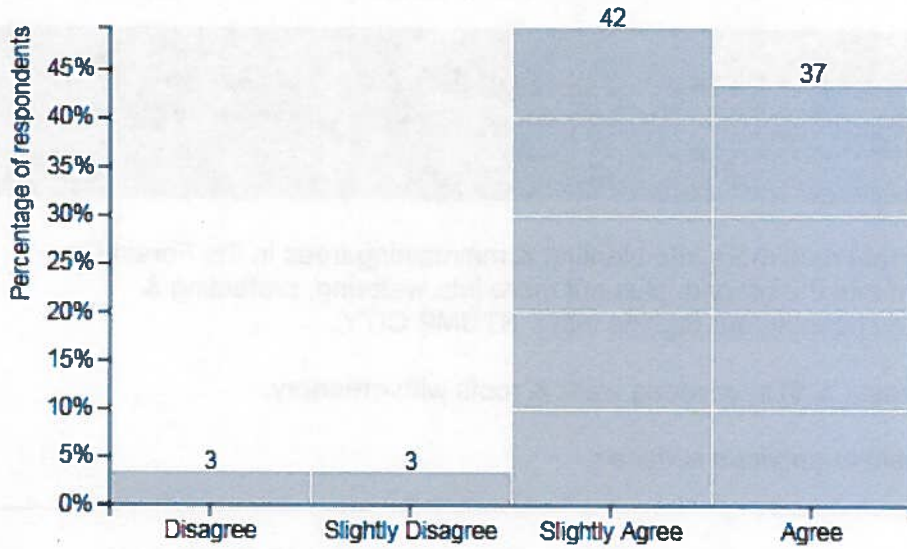
65 City of London Internship Program



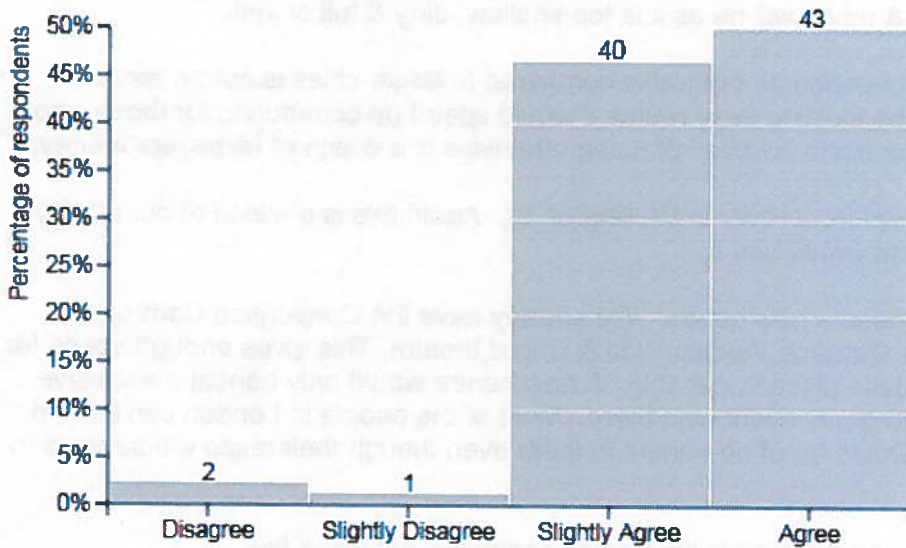


General Questions, Comments and Evaluations

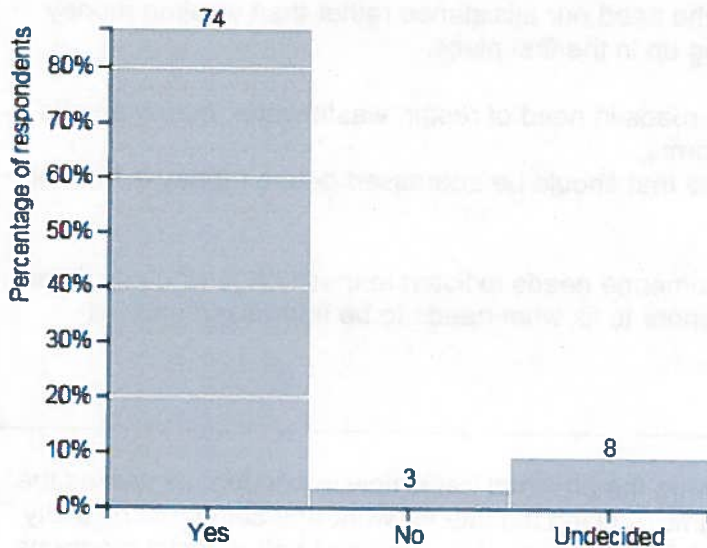
66 Through the simulated budget exercise I have been able to learn more about City services.



67 Through the simulated budget exercise I have been able to learn more about the City's budget.



68 Would you use this or a simulator tool in the future?





APPENDIX B

FEEDBACK CAPTURED VIA TWITTER, FACEBOOK, EMAIL, AND PHONE

*Emails sent to budget@london.ca during the time period of **January 11, 2016 – January 26, 2016**. This only includes feedback and/or statements, as all questions answered by finance staff have been removed.*

Please consider putting a great deal more into planting & maintaining trees in the Forest City. If we don't get more of them into the ground, plus put more into watering, protecting & inspecting trees, we may be changing our tag line into : STUMP CITY.

There should be more interest (& \$) in covering walls & roofs with greenery.

More attention should be paid to pervious surfaces.

There are several things that will effect our taxes that are not necessary in a city this size.

1. Makeover the river project ...this is a complete waste of time & money. The river is not a tourist attraction to the city & never will be as it is too shallow, dirty & full of junk.
2. Rapid transit. This is not needed as our traffic compared to larger cities is not an issue. If more buses where put on the existing busy routes if would speed up commuting for those who use the buses. The extreme costs involved of doing otherwise is a waste of taxpayers money.
3. Makeover of Dundas Street from River to Wellington St. Again this is a waste of our money for the amount of people who would use it.
4. Arts Centre. We do not need a new centre. We already have the Convention Centre, Centennial Hall, Budweiser Gardens, Aeolian Hall & Grand theatre. This gives enough space for any number of activities to take place in our City. A new centre would only benefit a exclusive few who could afford to attend any event held there. Most of the people in London can't afford to attend such activities & would be of no benefit to them even though their taxes will be used to benefit the rich few.

Our tax money should be used to improve life for all Londoners, not just a few. We have many people who need assistance, who are homeless or have mental health issues, seniors who live on very limited incomes.

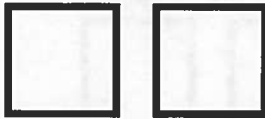
We need to be doing more to help those who need our assistance rather than wasting money on things that do not need fixing or fancying up in the first place.

There are people with flooded basements, roads in need of repair, waste water improvements so sewage does not run into the river in storms. These are just some of the important issues that should be addressed before money is frittered away on luxuries we do not need.

I am not able to attend any meetings but someone needs to listen to those of us who pay taxes & would like our money to be used in a manner to fix what needs to be addressed and will acctually help us live better lives.

I would like our money to go toward improving the abysmal traffic flow in London, as well as the infrastructure. I'm sick of sitting in traffic jams, making me late for work and being told by a city employee that, "the lights are working fine." They're not . We also need better social programs to help those in need.

You saved a bundle of money while your employees were on strike. The least you could do is



to keep the tax rate lower for everyone.

The forks of the Thames is beautiful as it is. I walk through that area twice a day as do many others. It's filled with dog walkers, cyclists, pedestrians, and children. I don't want my money wasted on some pie in the sky project. London is not a destination city like Toronto or Niagara Falls. People aren't going to flock here just to see the Forks of the Thames. Why not spend a small amount of money for a few extras - more flowers, benches, etc. Stratford has the right idea with their beautiful city.

I haven't had a raise in several years and when I did get them, it was one percent. I don't have the money to keep paying for ridiculous projects that cost a fortune. I will just end up retiring to another city, where I can afford to live. Why don't you think about what you can do to keep people living here instead of trying to attract outside people at the expense of our wallets?

Council should consider contracting out many city services. Grass cutting, tree trimming, pot hole filling, garbage collection, payroll etc. could be done for far less by the private sector. The businesses (small & large) that pay taxes to the city should have the opportunity to bid on these tenders. There is no doubt in my mind millions can be saved by outsourcing. Does council have the backbone? We shall see.

Please consider this an open letter to City of London MGR/ CFO / Mayor Matt Brown and Council with respect to the 2016-19 budget and approval process;

1. Incorporate the **removal** of the moratorium on downtown London development fees currently wrapped under the Community Improvement Plan in **this** budget approval process. Martin Haywood has confirmed that a review of this " plan " is not ready for the March 2016 Budget Approval deadline and that's just plain wrong. As taxpayers we are paying millions of \$\$ in development fees through the reserve fund and will continue to pay as " Shift Funding " ramps up funding from same development fees all to benefit rapidly increasing property values in the downtown core. The City of London Plan (45 % internal growth) plus Shift are already pointing the way in development. Old East moratorium may have to hold until the data is clearer.

2. City of London - " Lean - Continuous Improvement Program " lead has confirmed there are no cost savings associated with this much communicated program laid into the 2016-19 Budget projections. Benefits from this new program are now expected to focus on internal/ external City of London customer service and quality improvements well I'm sure as a taxpayer I will be asked to support the " Lean " training costs under the wrap of " Service London" .

>>> Action Required : The City of London urgently needs to incorporate a Cost Savings program visible in the approved budget process to start filling the gap in tax increases above the rate of inflation.

This will take leadership and commitment @ City MGMT team, Mayor and Council to address the cultural change required. The City of London 2016 - 1.366 % Res Mil rate is already in the top 25 % of Ontario city's and screams positive opportunities for reduction - not increase. The shell game with ever increasing property assessed value is just about done , so we need to start this type of program to remain competitive and support our ratepayers out to 2019.

3. I support Councilor Jared Zaifman 100 % in the requirement to review and identify the " Low Hanging Fruit " with respect to City of London assets and move forward with the garage sale most of us would have no issue with annually.

>>> Action Required > So how do we include this in the current Budget process and can this be brought into the 2017 annual review session ? You want new toy's - sell the old ones. Under no circumstances should funds from these sales be sheltered in a special - reserve fund - just fill the gap between inflation rate and Res tax rate with the proceeds.



4. At least 50 % of the \$10 Million special dividend from London Hydro should be allocated back to general funds to offset the gap in any tax increases over inflation rate out to 2019 . Why as a taxpayer would I want to continue to own London Hydro if I can't be at least an 50 % equal partner in the benefits ? Using 100 % of this dividend to fund new special interests is like being a Credit Union Member and being asked to forfeit your annual dividend to build a new Branch for RBC.

5. Mayor and Council need to really push the reset button and consider the following in London demographics and the spill over effect on increasing tax rates;

- >> Our population growth rate is only 0.5 - 0.6 % , lower than most major cities.
- >> Our 60 years + population is 20 % or greater in 2016 and is expected to be the fastest growing demographic slice out to the end of 2019 , this budget cycle.
- >> With the 16 % to 9 % drop in manufacturing jobs in London since 2006 the growth in the " walking wounded - not fully employed " population 50 - 55 years old from CAT - Kellogg (ETC) closures is huge. They don't live on much income but in most cases continue to be City of London taxpayers .

Action Required >> Hold the tax increases to the promised Rate of Inflation (not goal - a promise) as this sector of the population has little disposable income to cover your request.

I'd much rather the "Dam" \$\$\$ be spent on getting trees in the ground NOW.
Plus more \$\$ to water, inspect & maintain these trees.

It will be good for the environment of London itself, but you are already way behind in replacing geriatric trees.

This could generate jobs (the Green Initiative model) and healthy employment for marginalized people.

It may even attract educated young people who may be convinced London is forward thinking.

To Council members and Mayor Matt Brown

Look forward to constructive feedback shortly on our budget process. I am reviewing components and may have a workable and viable procedure to aid in your decision making process. I have lived and owned property in London for over 35 years, spoke with former Mayor Diane Haskett, sold the city amenities to attracting businesses to us, all in a back of the bus position so to speak. No fanfare, I am a proud Londoner and take every opportunity to attract new business thru networking.

I have become quite passionate about finding healthy, local organic food to feed myself, my family and that the community can strive off of as well. I believe learning about quality, nourishing food and how to prepare it is fundamental in a child's upbringing as well as adulthood.

I am so excited to be a part of a community where these options are popping up in abundance. I am also proud to see so much local passion, as the buy local movement is becoming quite strong throughout the community, and it is no longer a movement but a lifestyle. London is an amazing place to call home, and I am so proud to live here and to witness all this positive change first hand.

I have had a dream now for many years while living here, and just more recently I have become more passionate about finding a way to make this dream a reality.

Springbank Park is one of my favourite parks to go for walks, runs, picnics or even just to relax and be outside along the Thames River. My husband proposed in Springbank Park along the bridge and we also got married there, it holds a great significance to us. This park is popular amongst most Londoners whether for leisure purposes, social gatherings or workouts, it's a place where the community is able to access green space within the city.

There are two cottages within Springbank Park, one being the Flint Cottage. I have often



thought how nice that cottage would be for a local café, specializing in local organic healthy food to nourish everyone in the park. A meeting place to grab a fair trade organic delicious coffee with a friend, or a place to buy a refueling smoothie after a workout. I picture picnic blankets out front with pillows and families enjoying time together, a place where the community comes together and learns about local events through a community board, a place for learning and a place to simply nourish the soul. Eventually I would love to see a small local garden attached to the café where children of all ages can come and learn how food is grown, what it looks like, and then what it tastes like. I believe a green, community based café in Springbank Park would thrive and benefit all those who frequent Springbank Park as well as continue to empower the buy local philosophy as well as support local organic food.

I was fortunate to live in Melbourne, Australia for a year. While living there, there were two café's that still to this day stand out in my mind;

The Farm Café (<http://www.farmcafe.com.au/farmcafemelbourne/>), and COG Bike Café (<http://cogbikecafe.com.au/menu-2/>). Both of these trails were accessible by biking, walking or running. I loved seeing the active community gather at these two spots either to start their morning bike ride or to relax after a grueling run. I always thought we needed something like this within our community. The Springbank Café would become the common meeting ground for all active lifestyles within the park whatever level you may be at, as well as a spot for those that love good, quality local food.

I am reaching out to the City of London as a means to begin a conversation, as I would love the City's full support in this project in helping to create a community environment in one of our most beloved parks. At this point I am not sure if this is just a pipe dream or something that one day could be a reality, but I am really hoping that one day it isn't just a dream. I am looking forward to hearing from you to further discuss how we can move forward with this vision for London and Springbank Park.

Thank you for your time, I look forward to hearing from you.

I have been a London resident, paying taxes, for the past 20 years. It astounds me that we continually hear about the need to raise taxes to fund city planning. If I was to compare my income to the changes in taxes and cost of living, I am on the losing end. This simply means I have to try and do the same with less money. As a father of 4 growing kids, this becomes more and more difficult. Is there no better way of funding these projects? I am sure that with the intelligent minds on city council, better solutions can be found.

I object to raising taxes, and urge the city to find other ways to finance projects.

PS...please also realize that this increase does not account for the already increasing MPAC values....already creating burdens on London residents.

Thank-you for providing an opportunity to offer my input into the proposed budget increases.

I will say that I am against a budget increase that is outpacing my salary increase. It is unsustainable and I will be looking to move my family from London to an outlying area that is more affordable. Increases of about 3% year after year are easy to propose but most people do not realize that an annual numeric increase results in an exponential tax increase as subsequent increases are based on previous increases.

In these tough economic times, consumers are feeling increases in all areas of necessity. However, many people are not seeing income increases at rates that are parallel. This effectively reduces the quality of life of the residents of London. Instead of increasing the taxes to generate more revenue, reduce the taxes to draw more homeowners to generate the equivalent revenue. Have more people share the burden not have fewer bear more.

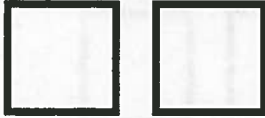
I currently live in southeast London, Pond Mills area. One issue that I feel needs to be addressed is the fact that this area of London is often ignored. A simple thing such as curbs along the major roads do not exist in this area. Deep ruts on the sides of the road and large puddles make it difficult for anyone to get around in this neighbourhood either on foot, bike or mobile assistant devices. As for rapid transit...how do we access it from this location? The train tracks are extremely rough causing many drivers to brake before crossing. Why can't the

--	--

roadways in this area be as attractive and safe as the many neighbourhoods in north and west London. I pay my taxes just like every one else yet my neighbourhood is a mess

*All Tweets using @CityofLdnOnt or #LdnBudget during the time period of **December 23, 2015 – January 25, 2016** are shown below. All re-tweets, favourites, and/or questions have been removed. **549 tweets generating 1,963,535 impressions.***

- Try our new budget simulator at <https://t.co/PdMc6o0JUc> and have your say on the City's first multi-year #LdnBudget.
- #ldnbudget Fire chief eliminating 3 Fire Service Positions, cuts to service pg123 of Multi Year Budget for London
- Today is the first of two public participation meetings on #LdnBudgetCity Hall – 4pm, Council Chambers
- Insightful presentations from community last night at #ldnbudget PPM. Thx
- Thanks to all who attended our Build a #LdnBudget workshops! There are still many ways for #ldnont to get involved.
- Fun with numbers! Try this on your own or get together with some friends and see what happens #LdnOnt #LdnBudget
- Does this year's effort stem from a "zero-based budget approach"? Have not heard that term lately... #ldnbudget #ldnont
- Recommendation from @CycleLdnont for a protected cycle track along King St from downtown to #oevidn #ldnbudget
- Such an impressive series of presentations by #ldnont|ers so far at the public participation on the #ldnbudget.
- Latest column: Inflating the wrong numbers (2016 multi-year budget) <https://t.co/zXkGLtoTv6> #LdnBudget #LdnOnt
- @WesternUSC endorsing @ShiftLdnOnt, TVP corridor, Dundas Street & Back to the River projects as part of #ldnbudget
- Listening to @AbeOudshoorn discussing importance of looking at women in relation to housing & homelessness as a next step. #ldnbudget
- @CycleLdnont doing great presentation on supporting key #ldnbudget items to address cycling infrastructure gaps...
- Appreciate councillors asking meaningful questions on public presentations on #ldnbudget
- Happy to see kids in the gallery at public participation meeting on #ldnbudget #citizenengagement
- Last week Council supported my motion to add 5 additional #LdnBudget community information sessions. #ldnonthttp://t.co/6iOjZLhUvn #ldnbudget15 #ldnont
- Need more info. about your library's budget? #ldnbudget <https://t.co/3LlqqOhnV6>



<p>https://t.co/EihOvjJ0CY</p>
<ul style="list-style-type: none"> • How many #LdnOnt business owners would be interested in talking about the #ldnbudget at our next Open Coffee? (Feb 2 at 8 AM)
<ul style="list-style-type: none"> • Learn more about your library's budget and impact here: https://t.co/OWiWIXkOOg #ldnbudget https://t.co/wFVe8VYch4
<ul style="list-style-type: none"> • First multi-year budget in #ldnont history. Interested? Open house from 6-8 tonight at Goodwill Bldg Dwntrwn #ldnbudget
<ul style="list-style-type: none"> • REMINDER: Tonight is our last Build a #LdnBudget Workshop. Join us at Goodwill Industries from 6-8. Child minding available #ldnont
<ul style="list-style-type: none"> • Come share your questions and ideas with us at tonight's Build a Budget workshop. #LdnBudget
<ul style="list-style-type: none"> • @CityofLdnOnt staff kicking off the 2nd #ldnbudget build a budget workshop at 255 horton. Come out, here until 8.
<ul style="list-style-type: none"> • Speak up for #LdnOnt #heritage! Join @CityofLdnOnt tonight at Build a #LdnBudget Workshop: https://t.co/q5jzsAAdxF https://t.co/Z6RphL6TX7
<ul style="list-style-type: none"> • If you've got thoughts on the transportation-related parts of #ldnbudget, I'd love to hear them!
<ul style="list-style-type: none"> • Keep the FOREST in the Forest City -budget for TREES! @Matt_Brown_ @SquirePhil @MaureenPCassidy #ldnont #ldnbudget @CityofLdnOnt @rldn
<ul style="list-style-type: none"> • My biggest fear of Multi-Year #ldnbudget is places that are not active going to all areas & assisting #LdnOnt will still receive funding.
<ul style="list-style-type: none"> • Very impressed w #ldnbudget session. Lots of staff ready & willing to answer q's . Had a great time.
<ul style="list-style-type: none"> • At #ldnbudget public mtg @MayorMattBrown, many Councillors and Sr Staff here to answer Qs till Noon Goodwill Bldg DT
<ul style="list-style-type: none"> • Any \$ for revamping Carfrae park West? #ldnbudget
<ul style="list-style-type: none"> • Say yes to trees in the #ldnbudget today @Goodwill_OGL at the @CityofLdnOnt 's Build a Budget session 10am-12pm.
<ul style="list-style-type: none"> • Big thanks to @winmillady for joining me on @LdnOntTV to talk #LdnBudget tonight. We could've easily done an hour on that topic.
<ul style="list-style-type: none"> • I want to see that our Council is willing to invest in our city and a future vision of what is possible. #ldnbudget #ldnont
<ul style="list-style-type: none"> • It's official, the multi-year #ldnbudget package has weighed in at 11 pounds #ldnont
<ul style="list-style-type: none"> • #LdnOnt #police annual #budget will exceed \$100 million by 2019, new projections show
<ul style="list-style-type: none"> • #ldnbudget is using the Construction Price Index not the Consumer Price Index? With a poor explanation as to the reason why its used.
<ul style="list-style-type: none"> • My #ldnbudget number is \$62,000,000 that is roughly what they will be paying to service debt. #LdnOnt

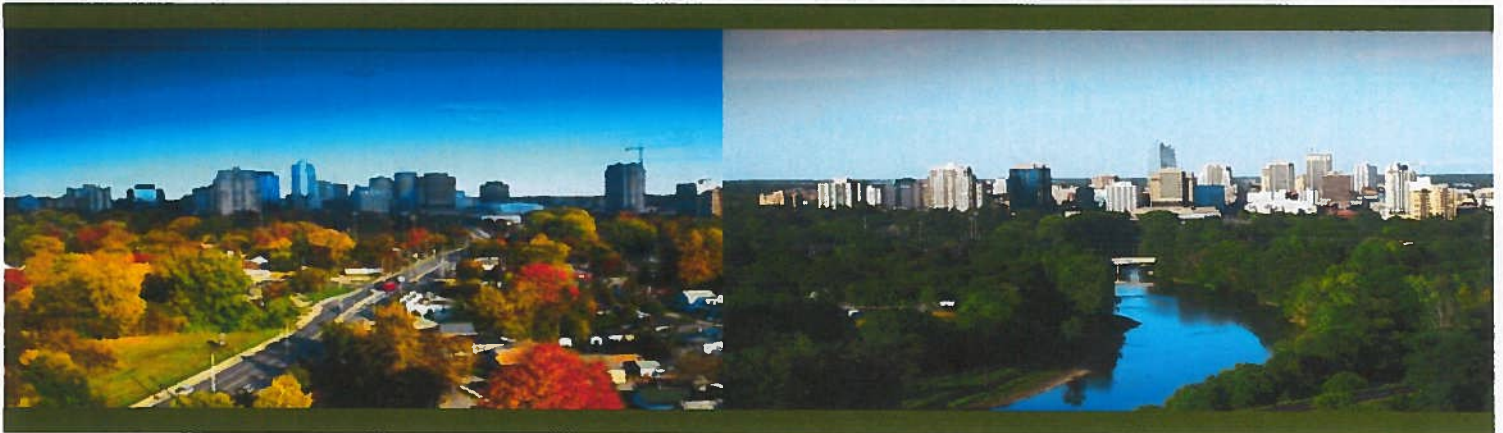


<ul style="list-style-type: none">• Page 43-44 of the budget (base budget) puts RT in the context of the base 10 year capital budget #ldnbudget
<ul style="list-style-type: none">• Where is the \$355 million Rapid Transit investment coming from & the \$121 million Transit investment in the #ldnbudget?
<ul style="list-style-type: none">• Interesting: Tourism London budget will increase net 110K from 2016-19 with a notable increase of 2.4% from 2015-2016. #ldnbudget #LdnOnt
<ul style="list-style-type: none">• 10 year forecast shows #LdnOnt debt could potentially reach \$586.6 million. Debt servicing costs for 2016, total \$62.6 million. #ldnbudget
<ul style="list-style-type: none">• Happy to see the annual warranted sidewalk budget up 75% to \$400,000. That'll make a big difference for a lot of #LdnOnt-ers. #ldnbudget
<ul style="list-style-type: none">• CPI isn't the greatest comparator for inflationary pressures, as the city doesn't buy a lot of goods included in CPI #ldnbudget #ldnont
<ul style="list-style-type: none">• Glad to see a proposed \$3.8 million additional investment in homelessness prevention in the multi-year budget #ldnbudget #ldnont
<ul style="list-style-type: none">• Good info! Breakdown of an average property tax bill by service area, c/o @jesse_helmer: #ldnbudget #ldnont
<ul style="list-style-type: none">• Thank you, @JoshMorganLDN, @MayorMattBrown, and council for improving the public engagement opportunities for #ldnbudget 2015. So pleased!
<ul style="list-style-type: none">• I ended up making choices that would result in almost \$100 more in property taxes next year. #LdnBudget



London
CANADA

City of London Citizen Satisfaction Study Report



August 2015

© 2015 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.



Table of Content

Objectives	3
Methodology	4
Key Findings	5
Detailed Findings	8
Most Important Issues	9
Quality of Life	11
City Services Assessment	15
Gap Analysis	22
Value for Tax Dollars	26
Experience and Satisfaction with City Staff	30
Communications	35
Demographic Profile	40
Contact Information	42

Objectives

- Ipsos Reid is pleased to present the City of London with the results of the 2015 Citizen Satisfaction Survey.

- Specific areas explored in the research include (but are not limited to):
 - ⇒ Top-of-mind issues in need of attention from local leaders;
 - ⇒ Overall impressions of the quality of life in the City of London;
 - ⇒ Perceptions of City services, including perceived importance and satisfaction;
 - ⇒ Perceptions of value for tax dollar and taxes in general;
 - ⇒ Frequency of contact and satisfaction with City Staff; and
 - ⇒ Preferred communication needs.

Methodology

- This survey was conducted by telephone and the sample was drawn using random digit dialing (RDD) among City of London residents.

- A total of 500 interviews were completed among residents 18 years of age and older.

- The overall survey results have been weighted by age and gender to reflect the population of the City of London.

- A sample of 500 interviews produces results which can be considered accurate within ± 4.4 percentage points, 19 times out of 20. The margin of error will be larger for subgroups. The sample size asked each of the questions is noted after the question wording at the bottom of the graph (denoted by n=).

- This survey was conducted between June 4th to 14th, 2015.

- Throughout the report totals may not add to 100% due to rounding or because the question is a multi-select question, where respondents were permitted to choose more than one response.

- Where possible tracking data has been included. Please note that the previous research was conducted in 2013 online by another vendor. Caution should be used in comparing the online and telephone data because of the methodological differences in the data collection approaches.

- Where possible throughout the report the City of London's findings have been compared to the Canadian National Norm. The Ipsos National Norm is a reliable average that includes all of the Citizen Satisfaction Research Studies that we have conducted across the country within the last 5 years.

- Significant differences across sub-groups are noted where they exist.

Key Findings



Key Findings

Infrastructure, transportation and economic development are top mentions for residents. Significant increase in the number of residents who cite development and infrastructure issues as issues that should receive the greatest attention from the City (21%, up from 6% in 2013). Transportation (13%) and economic development are also seen as a top priority, but significant drop in the number who mention the latter issue (13%, down from 38% in 2013). (see p.10)

Overall quality of life scores on par with National Norm, but lower strongly positive views. Overwhelming majority (95%) of residents believe the quality of life in the City of London is good (on par with the National Norm), but the number who say “*very good*” is significantly lower (31% vs. 46% National Norm). Hence, the City has to work on improving this metric, as most residents offer lukewarm reviews (64% say *good*). (see p.12)

Satisfaction with the level of City services on par with National Norm. Vast majority (92%) are satisfied with the overall level of City services, including 26% who are *very satisfied*. Both figures are on par with National Norm. However, most residents offer lukewarm ratings (66% *somewhat satisfied*), so there is room for enhancing this metric. (see p.16)

Land use planning, economic development, public transit and roads strongest drivers of overall satisfaction. Gap analysis (see pp. 23-25) indicates that the City should focus on land use planning, economic development, public transit and roads, as boosting scores in these areas would have greatest impact on satisfaction with overall level of service.

Significant increase in perception of getting *very good* value for tax dollars, and now on par with National Norm. Large majority (80%) believe they are getting good value for their tax dollars based on programs and services they receive from the City, and a growing number say they receive *very good* value (21%, up from 3% in 2013). Moreover, this latter figure now on par with National Norm (18%). (see p.27)



Key Findings (Continued)

On balance, residents prefer increased taxes over cutting services, but sizeable number are unsure. When presented with options, most residents prefer increasing taxes (54%) to cutting services (29%). There is some preference for increasing taxes to maintain rather than enhance or expand services (32% vs. 23%), but a clear preference for cutting services to maintain rather than reduce tax levels (21% vs. 8%). Two-in-ten residents struggled to choose between these options and chose none of the above or don't know. This may be connected to uncertainty about the specifics of the tax increase or service cuts. (see p.29)

Majority of residents who had contact with the City are satisfied with their experience. One-third of residents have had contact with the City in the past 12 months (see p.31). Among these, a large majority are satisfied (73%), including 47% who are *very satisfied* (see p.32). These figures are on par with the National Norm. However, it should be noted that though most who had contact report receiving the service or support they needed (60%), 21% say they did not and another 18% say they only received partial service (see p.33).

Mail and e-mail are the most preferred methods of receiving information from the City, but telephone is the clear choice for contacting the City. Regular mail (33%), followed by e-mail (27%) are the most preferred methods for receiving information from the City (see p.36). There is a strong preference for using the telephone to contact the city with an inquiry or concern (68%), but less of a consensus when it comes to conducting business with the City (30% online, 21% in-person and 18% telephone). (see p.37)

Follow-up by City regarding concerns and complaints seen as *very important*. Nine-in-ten believe it is important for the City to follow up with residents regarding concerns or complaints, including 76% who see this as *very important*. (see p.39)



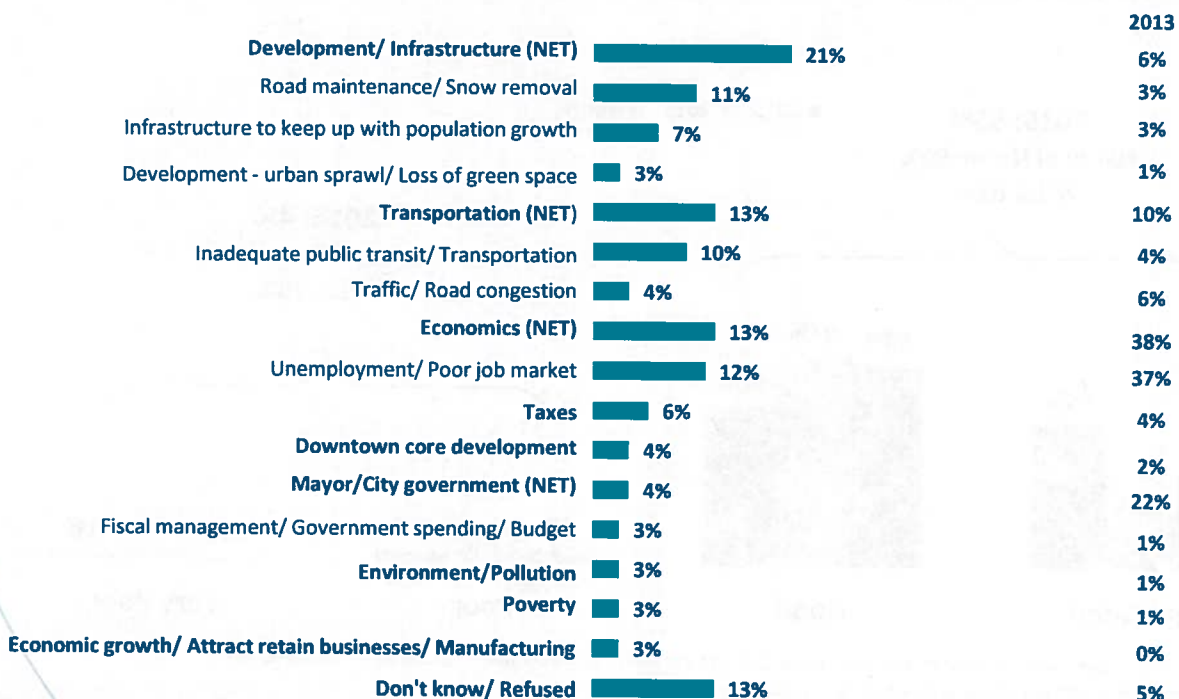
Detailed Findings

Most Important Issues: Top Mentions



Most Important Issues in London – Top Mentions

Since 2013, City of London residents are more likely to focus on development and infrastructure issues, with two-in-ten now saying these are the most important issues facing the City (up 15 points from 2013), including a growing number (one-in-ten) who specifically mention road maintenance/snow removal (up 8 points) and economic issues (down 25 points). Those who specifically mention unemployment/poor job market (down 25 points). Another one-in-ten cite transportation issues, particularly inadequate public transit/transportation, which is up since 2013 (up 6 points). One-in-ten are unable to mention any important issue facing the City.



Q1. To begin, in your view, what are the most important issues facing the City of London? That is, what issues should receive the greatest attention from City Council?

Base: All respondents 2013 (n=501); 2015 (n=500).

*Other mentions less than 3% not shown on graph.

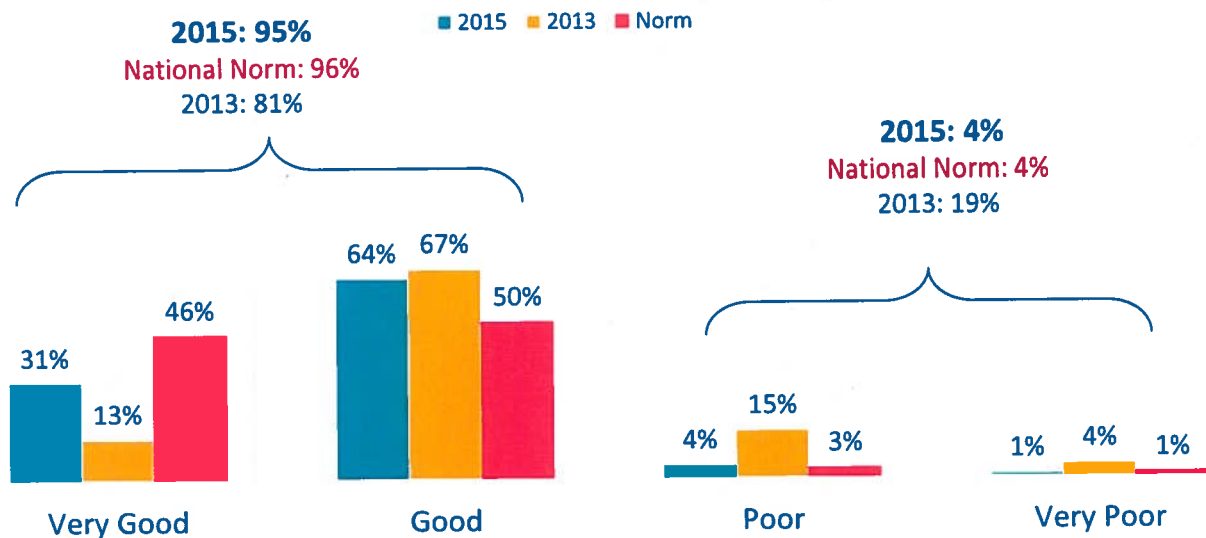
Quality of Life



Overall Quality of Life

An overwhelming majority of London residents believe that the quality of life in London is good (95%). Among these, two-thirds believe the quality of life is *good* versus one-third who believe it is *very good*. While the overall quality of life scores have increased compared to 2013, it is important to note that the scale and methodology changed in 2015.

The overall quality of life in the City of London is on par with the National Norm (96%), however, the City scores significantly lower than the National Norm in the proportion who rate it as *very good* (31% vs. 46%, respectively).



Please note that in 2013 the scale used consisted of excellent, good, fair and poor. In order to compare London's overall quality of life to the National Norm, this scale was changed to very good, good, poor and very poor.

Q2. How would you rate the overall quality of Life in the City of London today? Would you say it is....
 Base: All respondents 2013 (n=501); 2015 (n=500).



Overall Quality of Life by Sub-Groups

London residents who have been living in the City for over 20 years are significantly more likely than other residents to perceive the quality of life as *very good*. In the same vein, perceptions of a very good quality of life are positively correlated with age – in other words, the older the resident, the more likely they are to perceive the quality of life to be very good.

Those living in smaller households (1 to 2 residents) are more likely to perceive London to have a very good quality of life compared to those from households with 3 or more residents.

Overall Quality of Life

	Total	Years in London		Age			Living in Household		
	Total	< 20 years	> 20 years	18-34	35-54	55+	1	2	3+
	A	B	C	D	E	F	G	H	I
Sample size =	500	133	352	154	176	169	92	170	224
Good (Top 2 Score)	95%	91%	97%	94%	93%	96%	92%	99%GI	93%
Very Good	31%	22%	34%B	19%	30%D	42%DE	41%I	39%I	20%
Good	64%	69%	63%	75%EF	64%F	54%	52%	60%	73%GH
Poor	4%	8%	2%	4%	5%	3%	6%	1%	5%H
Very Poor	1%	0%	1%	0%	1%	1%	1%	0%	1%

ABCD Letters in the lower right hand corner indicate a significantly higher score than the segment associated with the letter.

Q2. How would you rate the overall quality of Life in the City of London today? Would you say it is...
Base: All respondents 2013 (n=501); 2015 (n=500).

Ipsos Reid 13



Top Mentions for Overall Quality of Life

As seen earlier, an overwhelming majority of residents (95% or n=473) perceive the quality of life in the city as good. The main reasons provided are because it is a good/friendly city, there is lots to do, and because it is a safe city. Few residents (n=22) think the quality of life is poor, with the most common reasons being unemployment and lack of jobs, followed by improper spending of money and bad roads/infrastructure.

Why Quality of Life is Good



Q3a. Why do you think the quality of Life is [good/ very good]?

Q3b. Why do you think the quality of life is [poor/ very poor]?

Base: Overall quality of life good/ very good (n=473); Overall quality of life poor/ very poor (n=22)

*Please note that only top mentions of 5% or more are shown on each graph.

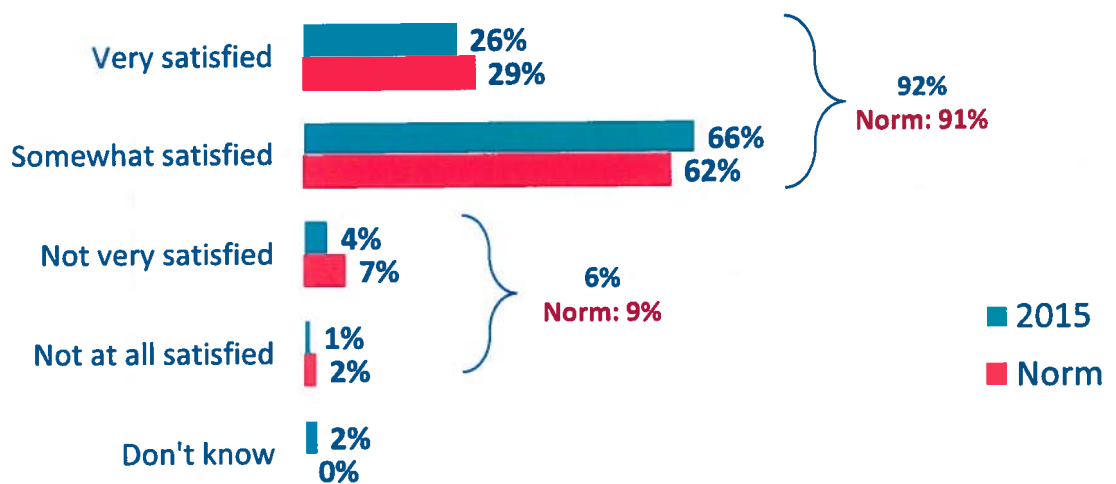
Ipsos Reid 14

City Services Assessment

Satisfaction with the Overall Level of City Services

An overwhelming majority of London residents are satisfied with the level of service delivery from the City, with most being *somewhat satisfied* (66%) and one-quarter being *very satisfied*. Although few residents are dissatisfied with services, there is room for the City to improve satisfaction since most of these residents are only *somewhat satisfied*.

Overall satisfaction, including the proportion who are *very satisfied*, with London City services is on par with the Canadian National Norm.



Q4. Please tell me how satisfied you are with the overall level of City services provided by the City of London on a scale of very satisfied, somewhat satisfied, not very satisfied and not at all satisfied? And how about...?
 Base: All respondents: (n=500).



Satisfaction with Aspects of City Services

Large majorities of residents are satisfied with quality, accessibility, and the time it takes to receive services from the City of London. However, most are only somewhat satisfied with aspects of City services. Residents are least satisfied with the timeliness of service delivery, but even on this aspect a majority express satisfaction.



*Please note that ratings less than 3% are not labelled on the graph.

Q4. Please tell me how satisfied you are with the [Insert statement] provided by the City of London on a scale of very satisfied, somewhat satisfied, not very satisfied and not at all satisfied? And how about...?
Base: All respondents: (n=500).



Satisfaction with Aspects of City Services by Sub-Groups

While there are no significant differences in satisfaction with the overall level of City services by age and gender, there are significant differences in satisfaction with the accessibility of services by age. Younger residents are significantly more likely than older residents to be satisfied with accessibility of services. This may be driven, in part, by the fact that older residents would be dealing with more issues related to accessibility.

% Very Satisfied

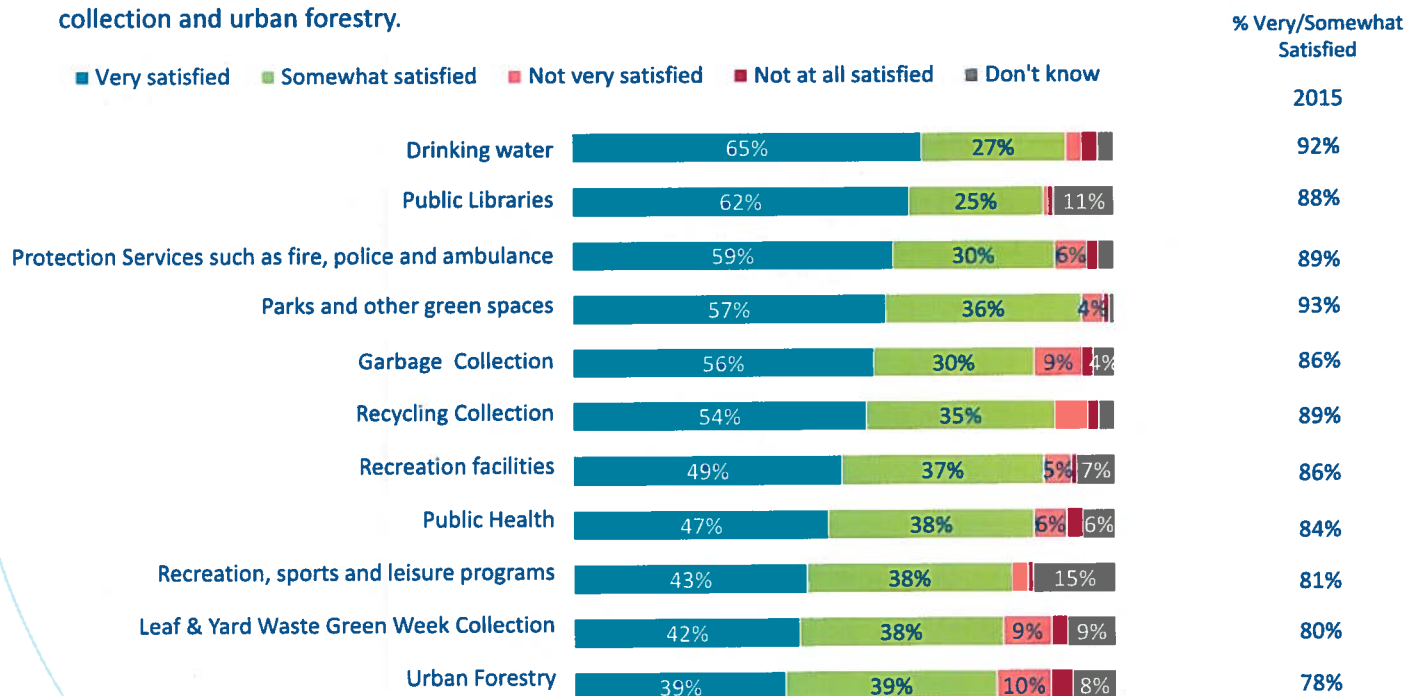
	TOTAL	GENDER		AGE		
		Male A	Female B	18-34 C	35-54 D	55+ E
Overall level of City services	26%	26%	27%	22%	25%	32%
Quality of service delivery	33%	30%	37%	33%	34%	33%
Accessibility of services	34%	35%	33%	41% ^E	31%	30%
Time it takes to receive services	26%	23%	29%	28%	23%	27%

ABCD Letters in the lower right hand corner indicate a significantly higher score than the segment associated with the letter.

Q4. Please tell me how satisfied you are with the [Insert statement] provided by the City of London on a scale of very satisfied, somewhat satisfied, not very satisfied and not at all satisfied? And how about...?
Base: All respondents: (n=500).

Satisfaction with Individual Services (List of services continues on next slide)

Overall satisfaction scores are relatively high for City services with the majority of residents indicating they are at least *very or somewhat* satisfied with 26 of 31 services tested in the survey. The City services with the highest satisfaction scores where more than half of residents are *very satisfied* are: drinking water, public libraries, protection services, green spaces, and garbage and recycling collections. Between four and five in ten are satisfied with recreation facilities, public health, recreation, sports and leisure programs, leaf and yard waste collection and urban forestry.

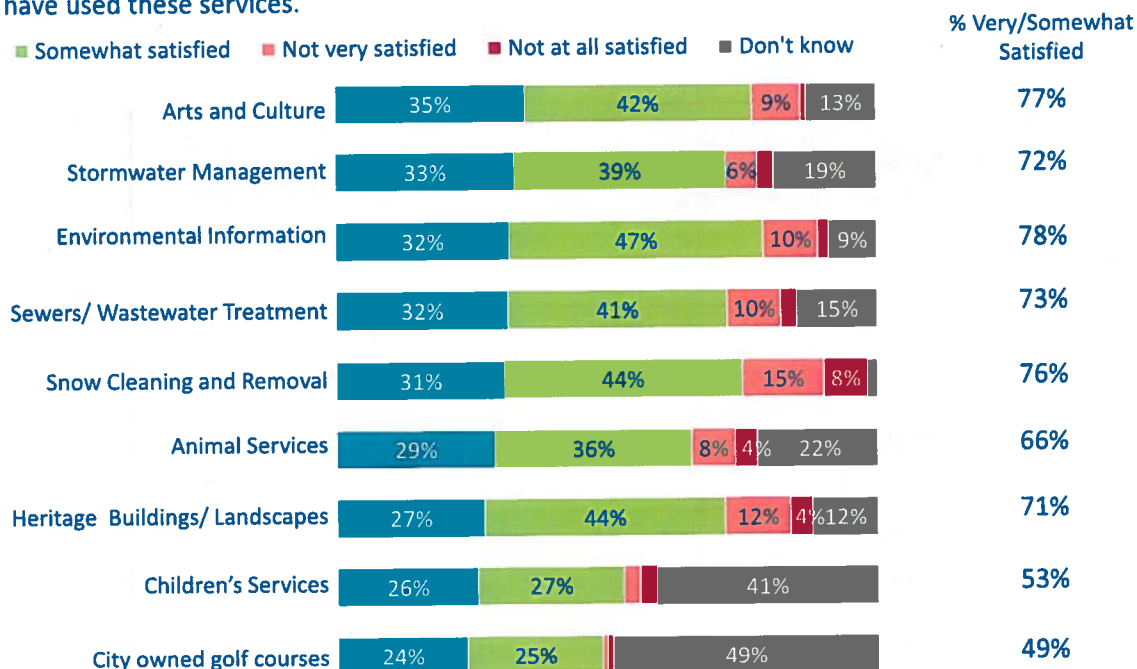


*Please note that ratings less than 4% are not labelled on the graph

Q5. Now, please rate how satisfied you are with the services provided by the City of London, using a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.
Base: All Respondents : (n=500).

Satisfaction with Individual Services (List of services continues on next slide)

About three in ten residents are *very satisfied* with arts and culture, stormwater management, environmental information, sewers, snow removal and animal services. One-quarter of residents are *very satisfied* with heritage buildings/landscapes, children's services and City owned golf courses, but between four and five in ten residents didn't know how to rate the satisfaction of children's services and golf courses – this may be in part because fewer residents have used these services.



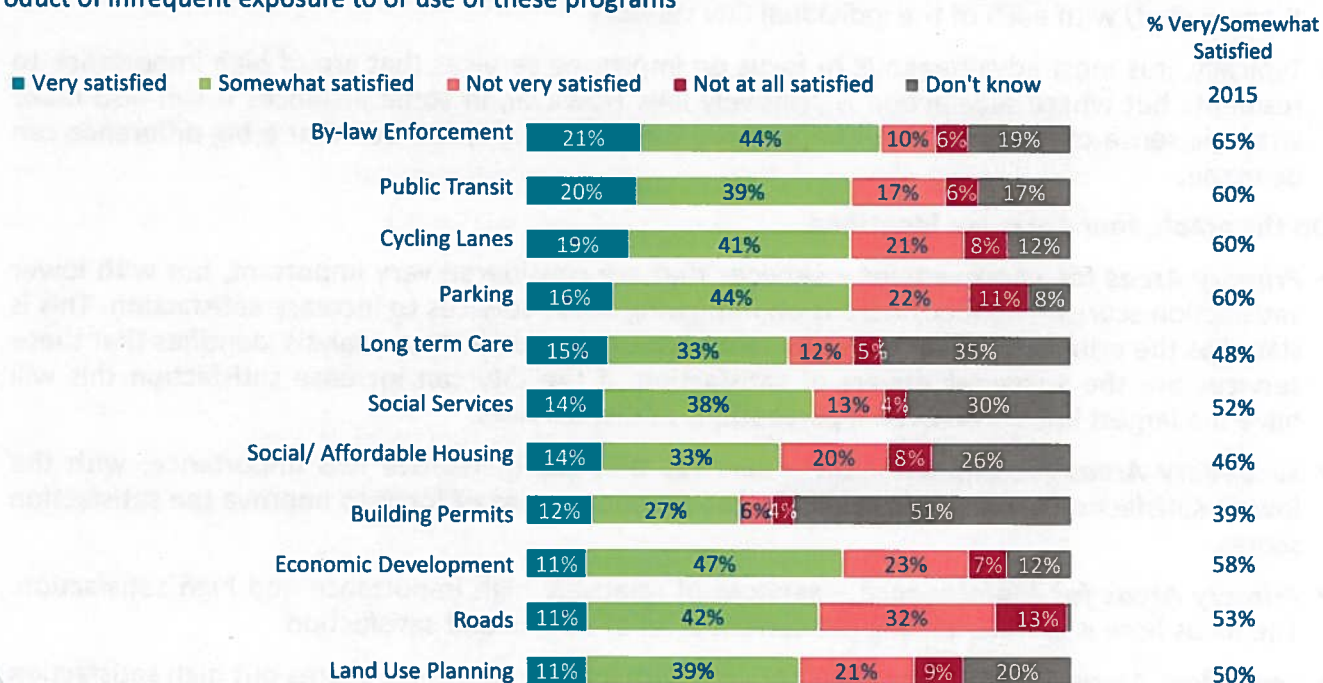
*Please note that ratings less than 4% are not labelled on the graph

Q5. Now, please rate how satisfied you are with the services provided by the City of London, using a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.
Base: All Respondents : (n=500).



Satisfaction with Individual Services (End of list)

Two-in-ten residents are *very satisfied* with by-law enforcement, transportation services like: public transit, cycling lanes and parking. Meanwhile only one-in-ten are *very satisfied* with road conditions. Similar proportions are satisfied with long term care, social services, social housing, building permits, economic development, and land use planning. Sizeable proportions of between one-quarter and half were unable to offer a satisfaction score for long-term care services, social services, social housing and building permits. In some instances this may be a product of infrequent exposure to or use of these programs



Q5. Now, please rate how satisfied you are with the services provided by the City of London, using a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Base: All Respondents : (n=500).

*Please note that ratings less than 4% are not labelled on the graph

Gap Analysis

Using the Gap Analysis

- The Gap analysis that follows (p. 25) shows the difference between how important various City services are to residents and how satisfied they are with the services. Importance scores are plotted horizontally across the bottom of the chart (along the X-axis). Satisfaction scores are plotted vertically (along the Y-axis). Importance scores are derived from correlation analysis with overall City service satisfaction and satisfaction scores represent overall stated satisfaction (*very & somewhat*) with each of the individual City services.
- Typically, it is most advantageous to focus on improving services that are of high importance to residents but where satisfaction is relatively low. However, in some instances it can also make strategic sense to focus on lower importance items if the City can see that a big difference can be made.

On the graph, four areas are identified:

- **Primary Areas for Improvement** – services that are considered very important, but with lower satisfaction scores. The focus here is on improving these services to increase satisfaction. This is slated as the primary area for improvement because the correlation analysis identifies that these services are the strongest drivers of satisfaction. If the City can increase satisfaction this will have the largest impact on overall perceptions of City services.
- **Secondary Areas for Improvement** – services that are of relative less importance, with the lowest satisfaction scores. This should be the secondary area of focus to improve the satisfaction scores.
- **Primary Areas for Maintenance** – services of relatively high importance and high satisfaction. The focus here is on maintaining the current level of service and satisfaction.
- **Secondary Areas for Maintenance** – services with lower importance scores but high satisfaction scores. The focus here should to be to maintain satisfaction levels.

Understanding the Gap Analysis

Primary areas for improvement are:

• Land Use Planning	• Economic Development
• Public Transit	• Roads

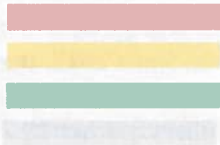
Land use planning, economic development, public transit and roads should be the primary areas for improvement for the City of London. These services have high derived importance scores and are some of the strongest drivers of satisfaction with the City's overall level of service. Improving these services can have a large impact on improving satisfaction.

Secondary areas for improvement are:

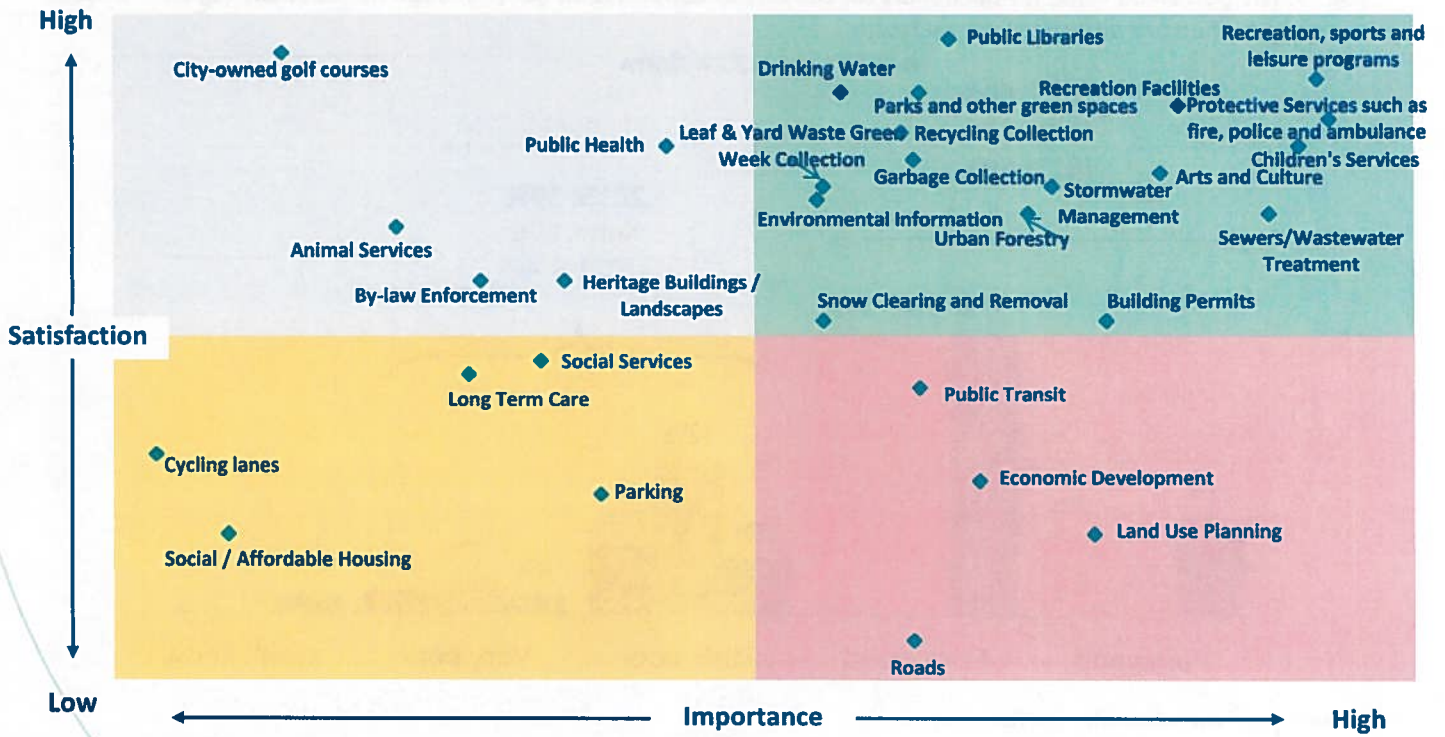
• Parking	• Social Services	• Long Term Care
• Social/Affordable Housing	• Cycling Lanes	

Additional services that fall within the secondary area for improvement that should be areas of focus include: parking, social services, long term care, social/affordable housing and cycling lanes.

Gap Analysis



Primary Areas for Improvement
 Secondary Areas for Improvement
 Primary Areas for Maintenance
 Secondary Areas for Maintenance



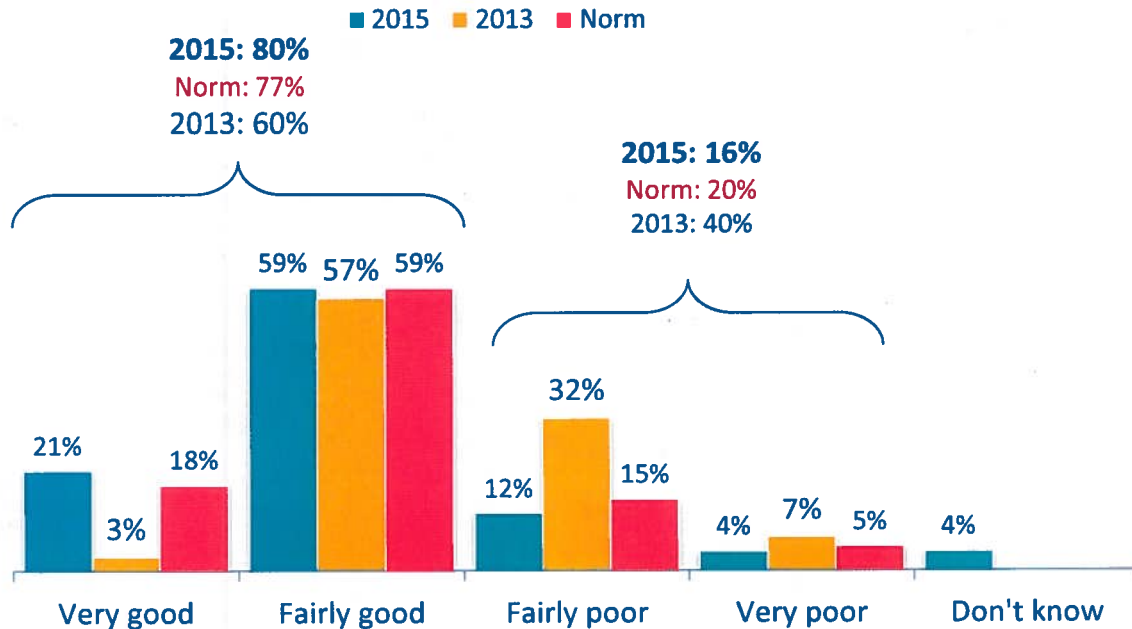
*Please note that for the gap analysis, the 'don't know' responses have been removed

Value for Tax Dollars



Value for Tax Dollars

Eight-in-ten residents believe that the value for tax dollars based on the programs and services they receive from the City of London is at least *good*, including two-in-ten who believe it is *very good*. Since 2013, there has been an increase of 18 percentage points in the proportion who believe the value for tax dollars is *very good*. In contrast, the proportion who think they are receiving a *fairly poor* value for tax dollars is down by 20 percentage points. The perceived value for tax dollars for the City of London is on par (although directionally higher – within the margin of error) with the National Norm.



**Note: "Don't know" was not an option in 2013

Q6. Thinking about all the programs and services you receive from the City of London, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)
 Base: All respondents: 2013 (n=501); 2015 (n=500).



Value for Tax Dollars by Sub-Groups

Residents who are significantly more likely than their counterparts to say they get *very good* value for their tax dollars include females and those living in smaller households (1-2 residents).

Value for Tax Dollars

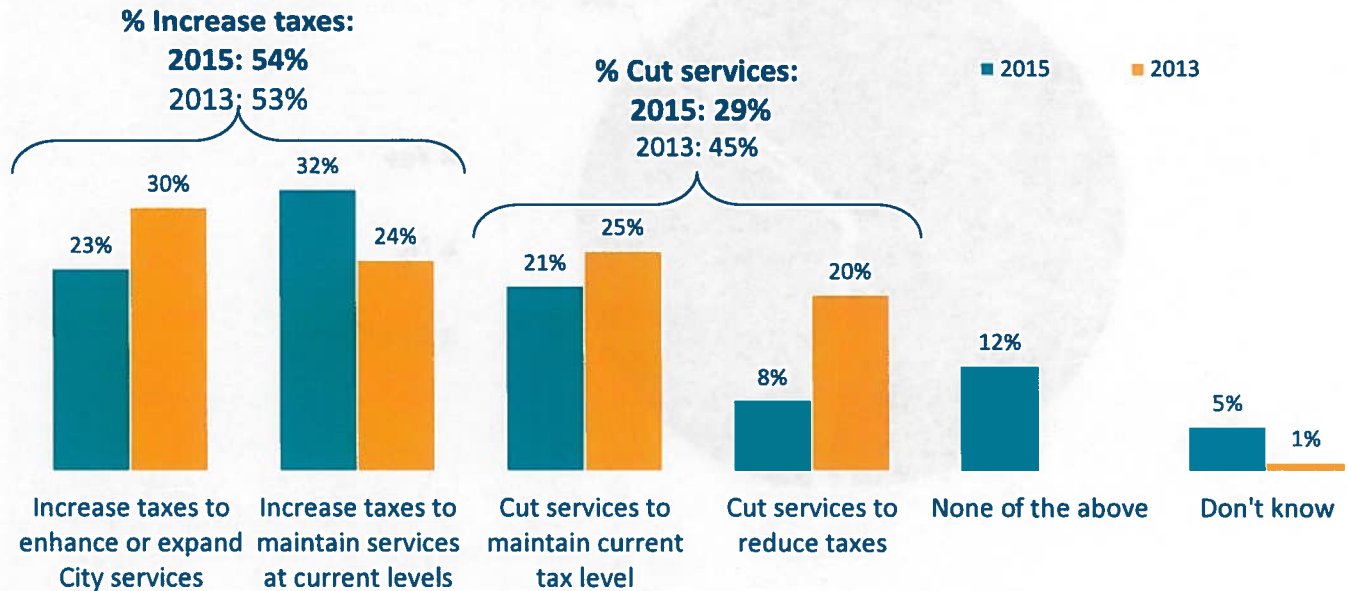
	Total		Gender		Age			Living in Household		
	Total	Male	Female	18-34	35-54	55+	1	2	3+	
	A	B	C	D	E	F	G	H	I	
Sample size =	500	237	263	154	176	169	92	170	224	
Good (Top 2 Score)	80%	78%	82%	83%	77%	80%	83%	78%	80%	
Very Good	21%	17%	25% ^B	19%	19%	26%	30% ^I	24% ^I	16%	
Fairly Good	59%	62%	56%	65%	58%	54%	53%	54%	64% ^H	
Fairly Poor	12%	13%	11%	10%	15%	12%	11%	13%	12%	
Very Poor	4%	5%	3%	1%	5% ^D	6% ^D	2%	4%	5%	

ABCD Letters in the lower right hand corner indicate a significantly higher score than the segment associated with the letter.

Q6. Thinking about all the programs and services you receive from the City of London, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)
 Base: All respondents: 2013 (n=501); 2015 (n=500).

Balance of Taxation and Services

In balancing taxation and service delivery levels, residents would rather the City of London increase taxes (54%) rather than cut services (29%). When it comes to increasing taxes, there is some preference for increasing taxes to maintain services at current levels over increasing them to enhance or expand services (32% vs. 23%). When it comes to cutting services, there is a clear preference for cutting services to maintain the current tax level over cutting them to reduce taxes (21% vs. 8%). About two-in-ten do not choose any of these options or offer no opinion. Because of a change in response options, caution should be used in making direct comparisons to 2013 figures.



****Note:** "None of the above" was not an option in 2013

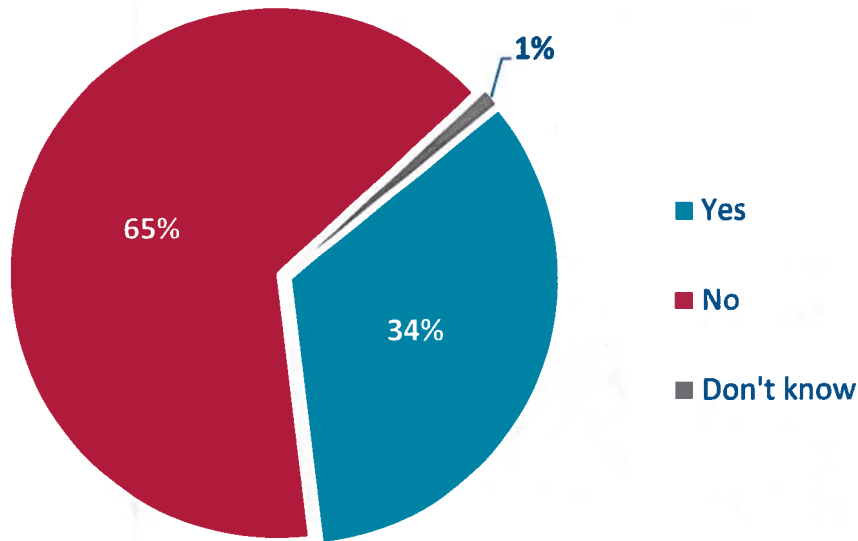
Q7. Municipal property taxes are the primary way to pay for services provided by the City of London. To help the City of London balance taxation and service delivery levels, which of the following four options would you most like the City to pursue?
Base: All respondents 2013 (n=501); 2015 (n=500).

Experience & Satisfaction with City Staff



Contact with City in Last 12 Months

One-third of residents indicated that they had personally contacted the City or dealt with one of the City of London's employees in the last 12 months.



Q8. In the last 12 months, have you personally contacted or dealt with the City of London or one of its employees?
Base: All respondents: (n=500).

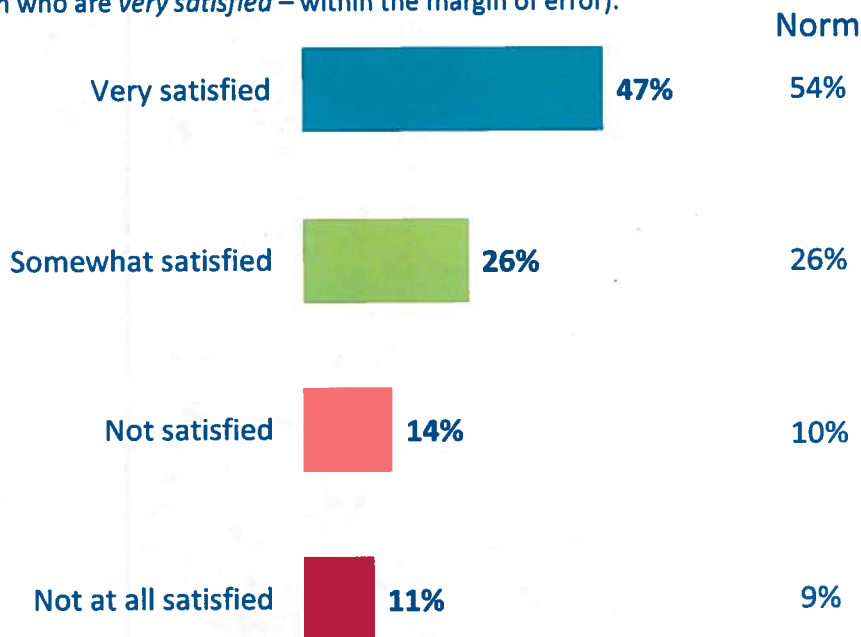


Satisfaction Levels Among those who Had Contact with the City

Three-quarters of residents who had contact with the City were satisfied with the overall service that they received – half of which were *very satisfied*.

Among those who contacted the City, women are significantly more likely than men to be *very satisfied* with their service experience.

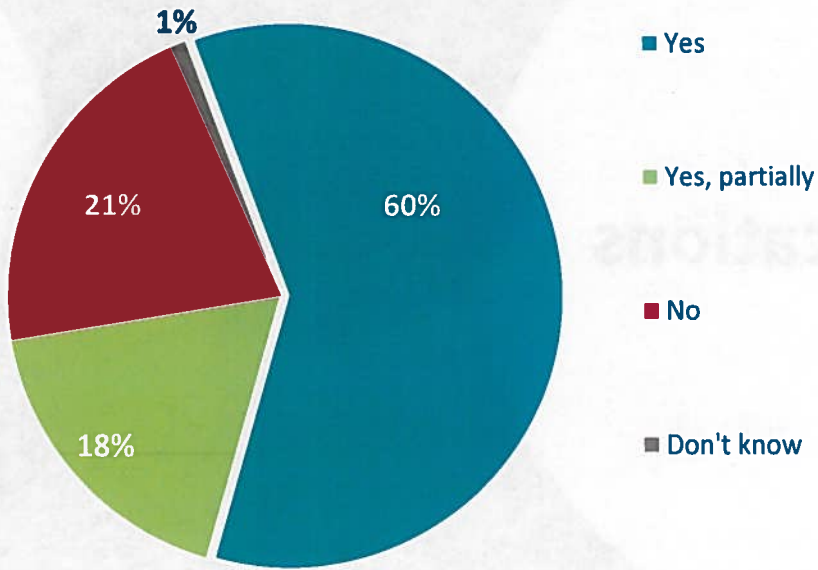
Overall satisfaction levels with services received are on par with the National Norm (although directionally lower on the proportion who are *very satisfied* – within the margin of error).



Q9. And thinking of the last time you contacted the City of London, how satisfied were you with the overall service you received? Would you say you were...
Base: Contacted the City of London(n=172).

Received Needed Service or Support

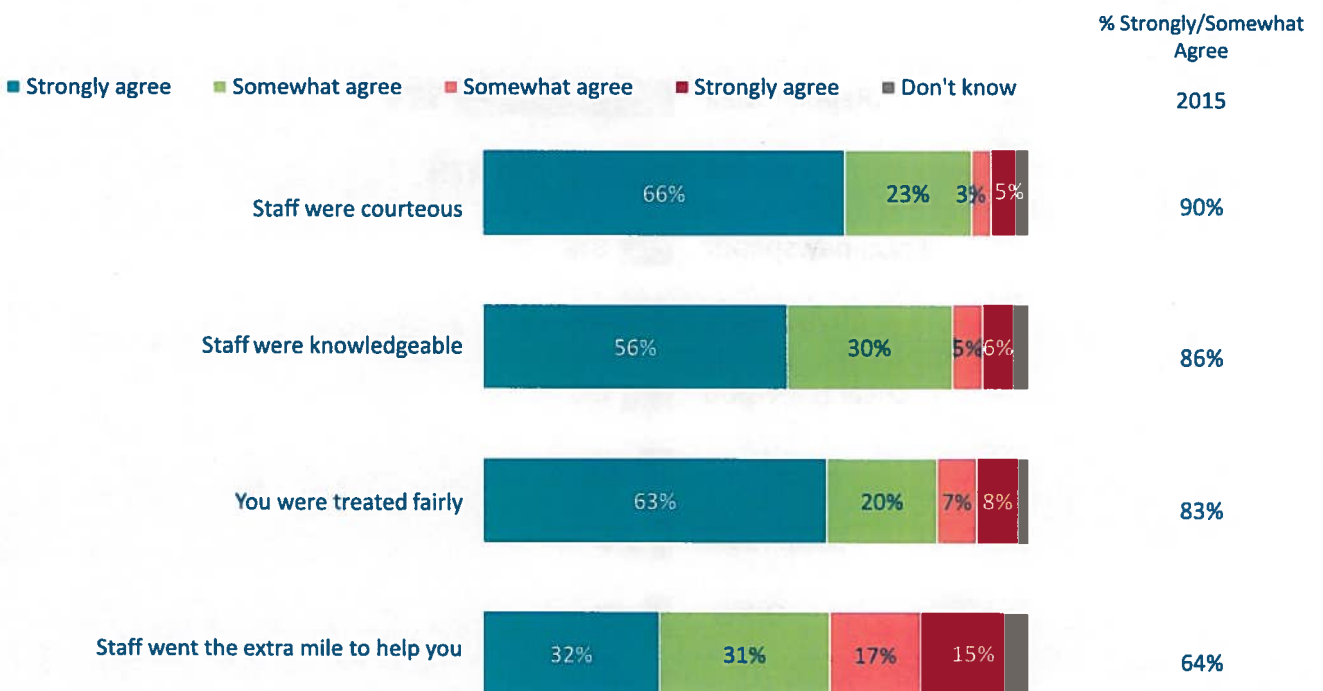
Among those residents who had contact with the City, six-in-ten say they received all of the service or support they needed. Another two-in-ten say they partially received what they needed, while a similar proportion say they did not receive the service or support that they required.



Q10. In the end, did you receive the service or support you needed?
Base: Contacted City of London (n=172).

Level of Agreement with Service Experience

Among residents who interacted with the City, overwhelming majorities of eight-in-ten or more think the staff were courteous, knowledgeable, and treated them fairly. A smaller number, but still a majority of six-in-ten, agree that City staff went the extra mile to help them get the services and support they needed.



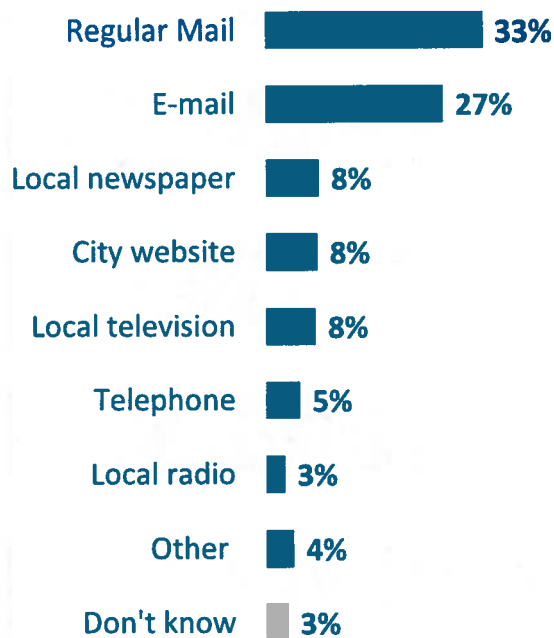
*Please note that ratings less than 4% are not labelled on the graph.

Q11. Continuing to think about your most recent experiences with the City of London, would you say that you strongly agree, somewhat agree, somewhat disagree or strongly disagree that [Insert statement]?
Base: Contacted City of London: (n=172).

Communications

Preferred Method of Receiving Information From City

Regular mail (33%), followed by e-mail (27%) are the most preferred methods for receiving information from the City of London.
Residents under the age of 55 are significantly more likely than their older counterparts to prefer to receive information via email.

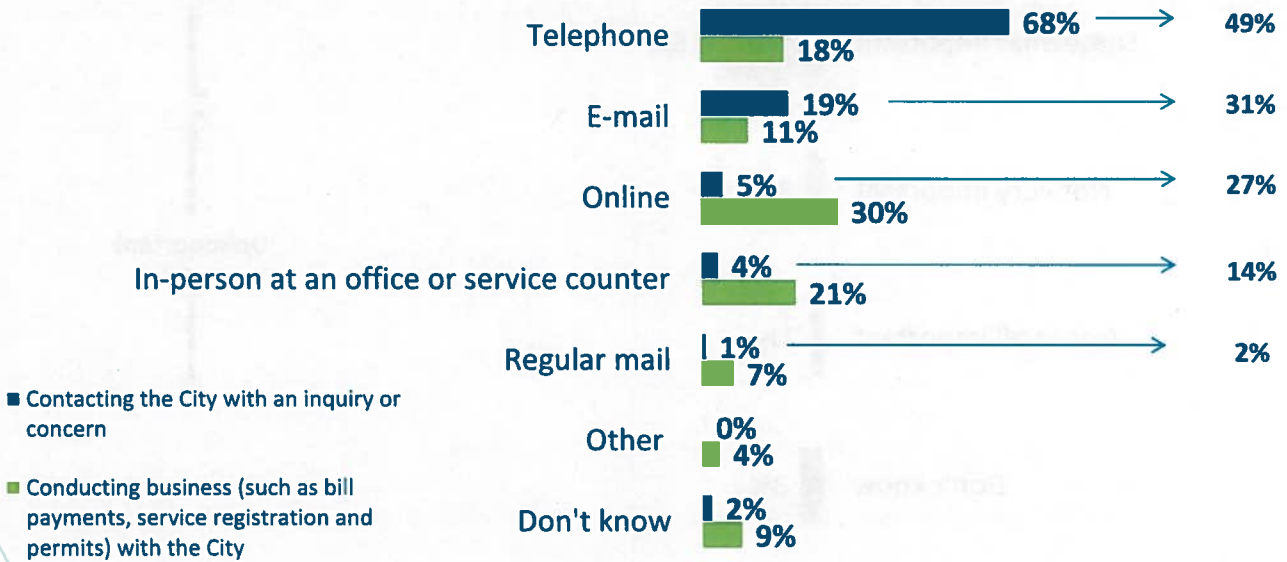


Preferred Method of Contacting the City of London

When it comes to contacting the City with an inquiry or concern, there is a strong preference to do this over the telephone, with seven-in-ten residents choosing this method of contact. Two-in-ten would prefer to do this via e-mail. Residents over the age of 55 are more likely to prefer contacting the City with an inquiry or concern via the telephone, while younger residents are more likely to prefer doing this via email.

When it comes to conducting business with the City, residents are more divided but the largest share prefer to conduct business with the City online (30%), followed by in-person (21%) and by telephone (18%).

2013

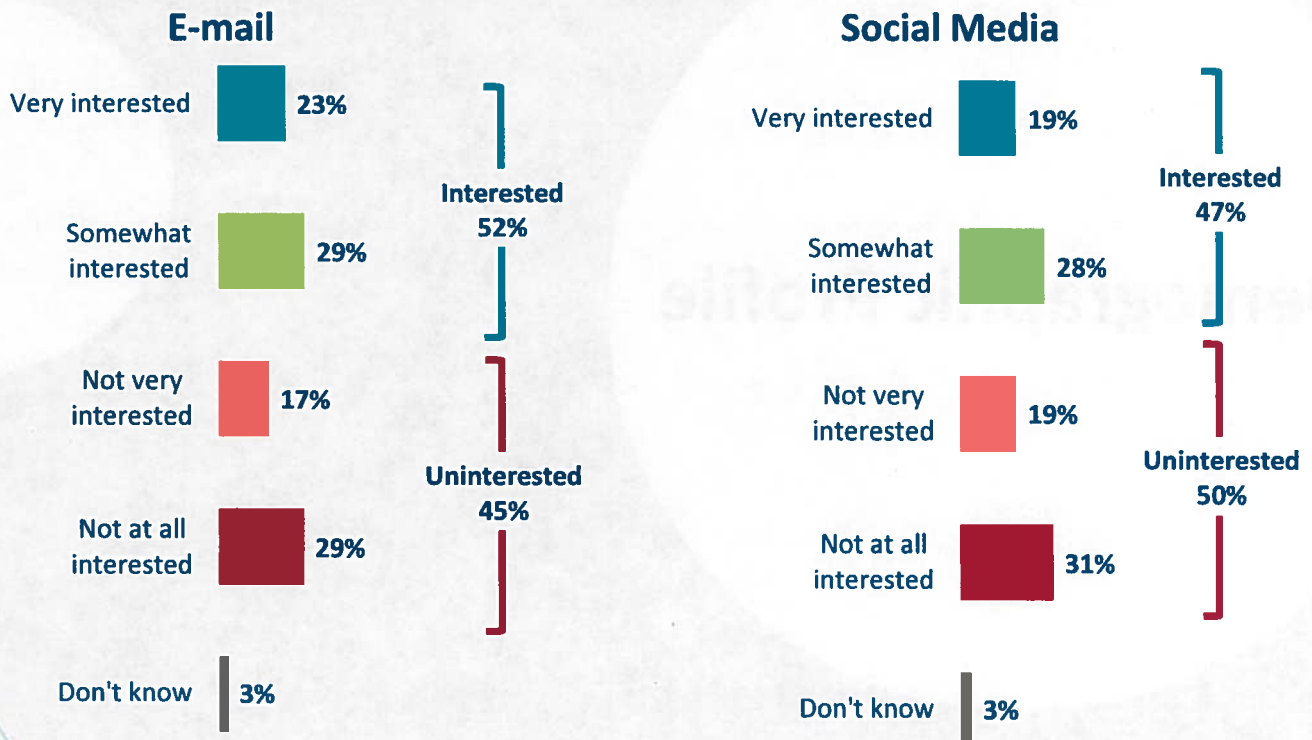


QC2. And, what is your preferred method of [insert]?
Base: All respondents: (n=500).

Level of Interest in Receiving Community Information

Approximately half of residents are interested in receiving information from the City about their community, including services, programs and events, via e-mail or social media.

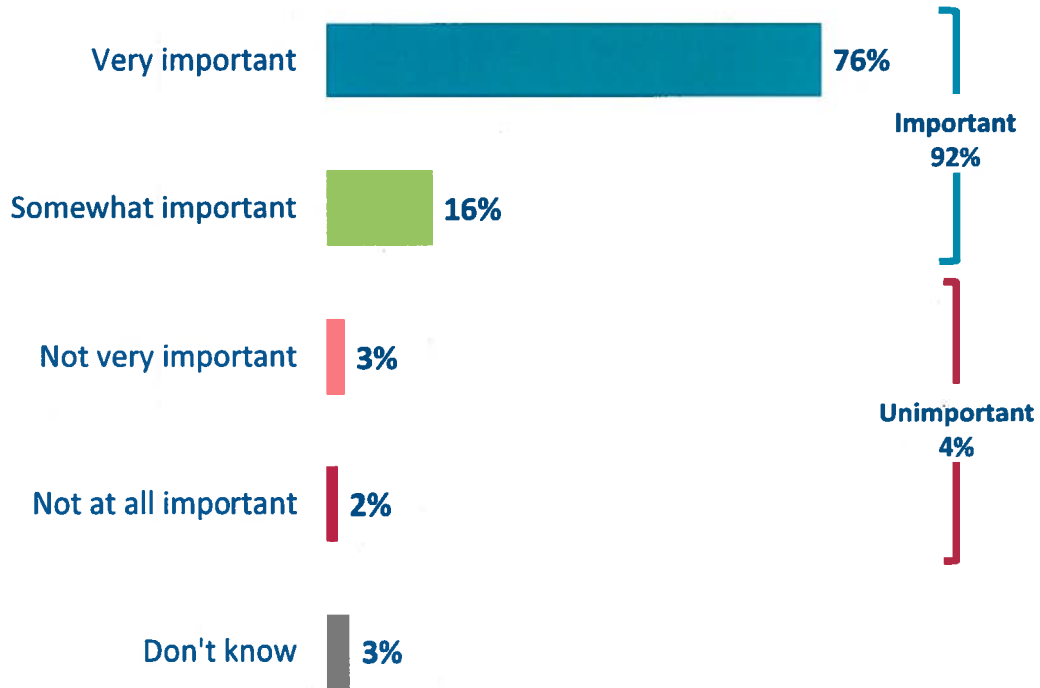
Women are more likely than men to be interested in receiving this information via social media.



QC3. How interested are you in receiving information about your community including services, programs and events via [insert]? Are you...?
Base: All respondents: (n=500).

Importance of the City Following-up Regarding Concerns & Complaints

The overwhelming majority of residents believe that the City of London should follow-up with residents regarding concerns or complaints they made to the City, including three-quarters who believe it is *very important*.



QC4. How important is it that the City follow-up regarding the concerns or complaint you made to the City? Would you say...?
Base: All respondents (n=500).

Demographic Profile



Demographic Profile of Survey Respondents

Age	
18 – 34	31%
35 – 54	35%
55 and over	34%
Number of People Living in Home	
One	18%
Two	34%
Three	19%
Four	17%
Five or more	9%
Number of Children Under the Age of 18 in Home	
0	68%
1-2	27%
3 or more	4%
Don't know/ Refused	0%
Annual Household Income Before Taxes	
Less than \$25,000	9%
\$25,000 to less than \$50,000	16%
\$50,000 to less than \$75,000	18%
\$75,000 to less than \$100,000	18%
\$100,000 to less than \$150,000	12%
\$150,000 or more	7%

Highest Education Level Completed	
Less than high school	6%
High school graduate or equivalent	20%
Some/completed trade/technical school	2%
Some/completed community college	23%
Some/completed university	32%
Graduate/professional studies	13%
Gender	
Male	47%
Female	53%
Number of Years Living in London	
Less than 1 year	2%
1 to less than 5 years	5%
5 to less than 10 years	4%
10 to less than 20 years	15%
20 years or more	70%
Own or Operate a Business	
Yes	8%
No	89%
Don't know	3%
Rent or Own Home	
Own	75%
Rent	21%



Contact information

Diana MacDonald
 Director
 Ipsos Reid Public Affairs
Diana.MacDonald@ipsos.com



Lauren Hilderley
 Research Manager
 Ipsos Reid Public Affairs
Lauren.Hilderley@ipsos.com

