

TO:	CHAIR AND MEMBERS STRATEGIC PRIORITIES AND POLICY COMMITTEE MEETING OF JULY 25, 2016
FROM:	ART ZUIDEMA CITY MANAGER
SUBJECT	2016 ANNUAL COMMUNITY SURVEY

RECOMMENDATION

That, on the recommendation of the City Manager, the following report on the City of London 2016 Annual Community Survey **BE RECEIVED** for information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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- Corporate Services Committee – February 5, 2013
- Strategic Priorities & Policy Committee – December 16, 2013
- Strategic Priorities & Policy Committee- May 11, 2015
- Strategic Priorities & Policy Committee – August 31, 2015

BACKGROUND

Council’s 2015-2019 Strategic Plan makes a commitment to “Open, accountable and responsive government.” This includes a strategy to “Make community engagement a priority. Make the public a partner who has access to our information and helps make decisions with Council.” Survey research is one way to support this strategy, by seeking the perspectives and perceptions of the public to help inform the work of the City.

The 2016 Annual Community Survey was conducted by Ipsos between May 11 and 21. The objective of this research was to explore:

- 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

- The survey was conducted by telephone and the sample was drawn using random digit dialling among London residents (including a cell phone sample)
- A total of 500 interviews were completed among residents 18 years of age or older
- Results are accurate within +/- 4.4 percentage points or 19 times out of 20
- The results were weighted by age and gender to reflect the general population of the City of London
- A comprehensive pre-test was conducted prior to the survey launch to ensure respondents understood the questions and that the survey design facilitated high quality responses
- When possible results were compared to the Ipsos Canadian National Norm, the 2015 Community Survey results as well as the 2013 Community Survey results.

Survey Results

Survey results represent resident's perceptions of their quality of life, key local issues, and City services. The results can be helpful in understanding overall public perception of City services. **A full report on the results of the 2016 Annual Community Survey is included as Appendix A.**

Overall, there has been little change in the perception of London residents in most areas. Satisfaction with nearly all individual services is similar to 2015. However, there has been a decline in satisfaction with public transit. This is important to note given that public transit continues to be a leading driver of satisfaction. There was also an increase in the number of residents who cite transportation as the issue that should receive the greatest attention from the City.

The overall quality of life scores remain on par with the National Norm, with 93% of residents reporting that the quality of life in London is good. The drivers of overall quality of life remain similar to 2015 results, with 'New Council/Fresh ideas/Well managed' and 'Good Housing Market' making the list in 2016.

Additional Key Findings:

- Development and infrastructure including roads continue to be high on the public agenda. The majority of residents are satisfied with these services but only 1 in 10 are very satisfied.
- Roads, land use planning, economic development, public transit, planning to manage growth, parking and planning for improvements to Core Areas are the strongest drivers of overall satisfaction.
- The majority of residents continue to perceive that they are getting good value for tax dollars.
- Residents continue to prefer increased taxes over cutting services.
- The majority of residents who had contact with the City are satisfied with their experience.
- Mail and email remain the most preferred methods of receiving information from the City, but telephone is the clear choice for contacting the City.
- Follow-up by the City regarding concerns or complaints is seen as very important.

How Are The Results Used?

The overall results are reviewed by Council, the Senior Leadership Team and the Operations Management Team and used for strategic planning and issues management purposes. Results are also used to inform service delivery and specific initiatives. For example, each year there is an opportunity to add several top of mind questions to the survey. This allows Service Areas to leverage the administration of a large survey to get information about specific issues. In 2015, the extra questions were used to identify resident's spending priorities, informing the Multi-Year Budget. This year, the extra questions were used to assess resident's perceptions of Transportation Network Companies. These results were presented to the Community and Protective Services Committee on June 21, 2016.

Other Uses:

- **Informing Staff:** Results are provided to staff to let them know how they are doing from a customer's perspective.
- **Corporate Reporting:** Service Areas use results in corporate reporting for both the public and private sector.
- **Customer Service:** Results are used to inform the work of Service London and the Customer Experience Team.
- **Budget Development:** Results are used as part of the Budget Engagement Process. This information is then used to inform budget development.
- **Benchmarking:** Service Areas use the results as part of annual benchmarking initiatives, helping to evaluate changes over time.
- **Prioritizing work plans:** Results help with prioritizing work activities, resources activities and expenditures.
- **Key messaging:** Results contribute to key messaging used in presentations about London and its residents both internally and externally.

CONCLUSION

Surveys are an important tool used by municipalities to assess resident’s attitudes, needs priorities and satisfaction levels. Survey results can support Council decision making and inform the work of Civic Administration as well as contribute to an overall understanding of the future needs and expectations of Londoners. Regular community surveys support City Council and Civic Administration to base strategic decisions on objective information and allow data comparison and evaluation over time.

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RECOMMENDED BY:
ART ZUIDEMA, CITY MANAGER

- cc. Senior Leadership Team
- Operations Management Team