



Ipsos Reid



City of Saint John 2011 Citizen Survey

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The City of Saint John

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EXECUTIVE SUMMARY

The results of the City of Saint John 2011 Citizen Survey provides an understanding of the key areas which are of the most concern among many residents - infrastructure (condition of roads) and water (drinking water and waste water). These specific issues have been consistently among the top local concerns mentioned by residents over the past three years. This year, for the first time, residents expressed their concern with the pension deficit issue being faced by the City of Saint John and this emerged as one of the top three areas residents believe must be addressed by local government. Other concerns expressed by citizens related to the level of taxation and other fiscal management, budget and financing related matters. It seems many citizens are concerned with the current state of the City's finances and uncertain as to how this may impact the level of municipal services and programs available in the future. Other concerns expressed by residents were related to education and healthcare which are outside the purview of the City.

Residents remain generally satisfied with the quality of their life in the City of Saint John with more than three-in-four rating it as being "good" or "very good" in 2011. While this certainly remains a positive measure for the City, it is worth noting that resident's opinion in this regard has softened somewhat over the past few years, down from 87% (very good and good) just one year ago. Consistent with the slight decline in the quality of life rating, 2011 saw more residents with the opinion their quality of life over the past three years had worsened (32%) rather than improved (18%) – most believe their quality of life has really not changed in the past few years.

While many of the opinions expressed by residents about the City of Saint John have remained considerably stable over the three years, this year saw a definite softening of opinions with regard to the economic health of the City. Over the past three years, the percentage of residents who would agree that "Saint John has a vibrant and healthy economy" has dropped to a low of 44%, down from 56% in 2010 and an even more optimistic 69% in 2009. This is not surprising given the anticipated major construction projects that were on the horizon in 2009 which may have failed to materialize as a result of the North American recession, global economic conditions in recent years and other factors such as declining employment rates.

The main focus of the annual citizen survey is on programs and services offered by the municipality to determine how important each area is and the satisfaction with the level of service delivery experienced among residents. While the importance of each municipal service has remained fairly consistent over the years, as one would expect it to, the level of satisfaction in some areas shows some variability over the three years. The main areas where satisfaction levels were lower among residents in the City in 2011 relate primarily to road maintenance and traffic flow. The most important municipal services as defined by citizens such as policing and fire are ones where residents appear for the most part to be satisfied. Other important service areas which were reported to have lower levels of satisfaction among residents include drinking water, wastewater, road and sidewalk maintenance and snow removal. These are the areas where the City must make an effort to ensure residents are well informed as to the efforts and actions being taken to address these important citizen needs for the future.





Residents currently perceive the value they receive for their tax dollars is in the moderate to low value range. This year, there was a notable increase in the percent of residents who rated the value of their tax dollars as being in the low range (1 to 3 on a 10-point scale) – 24% overall, up from 19% in 2010 and 15% in 2009. Recognizing there may be difficult budget deliberations in the City, residents were somewhat more likely to prefer service cuts (49%) over tax increases (35%) as a means to balance taxation to pay for programs and services provided by the City of Saint John.

BACKGROUND AND INTRODUCTION

Ipsos Reid is pleased to present the City of Saint John with detailed findings from the Fall Citizen Survey conducted with residents in September 2011. This is the third year the annual Citizen Survey has been conducted and where appropriate, 2011 results will be compared with results from 2009 and 2010 to evaluate performance and progress, over the past year.

The City of Saint John Citizen Survey, first conducted in the Fall of 2009 provides a benchmark for future annual surveys. The primary purpose of the Citizen Survey is to understand the needs and concerns of residents and to support the desire for continuous improvement in service delivery. Ipsos Reid understands the principle objectives of the study to be as follows:

- ◆ To help determine the level of resident satisfaction with City of Saint John municipal services including areas such as Community Enrichment, Public Safety, Development and Growth, Environmental and Transportation Programs in support of the accountability framework and related performance measures;
- ◆ To help understand the community's needs and identify priorities the City of Saint John and Common Council should address to improve municipal service; and
- ◆ To help measure the progress the City is making towards achieving its sustainability objectives (where appropriate).

Recognizing the initial Fall 2009 Citizen Survey would serve as baseline measurement for determining the level of citizen satisfaction and guide future service improvement, Ipsos worked with the City of Saint John in the design of the questionnaire in order to ensure the collection of comparable data to support the desired trend analysis. For the Fall 2011 survey, Ipsos used the questionnaire developed in the Fall of 2009 with some minor modifications to measure and evaluate the City of Saint John's performance and progress since first conducted in 2009.

Having made a commitment to demonstrate accountability for decisions made and results achieved, Common Council adopted an Accountability Framework. One component of this framework is that of performance management. The City of Saint John is working to identify measures that will demonstrate value of service delivery to their residents. Other tools have also been identified to help the City meet its accountability objectives and this includes annual citizen satisfaction surveys.





The Fall 2011 Citizen Survey included the following topics of current interest to many municipal governments:

- ◆ **Perceptions of Local Government** – Explore how citizens rate the performance of City staff and Council, overall as well as in specific areas such as accountability, openness and responsiveness. What areas are citizens most satisfied with? What areas need improvement?
- ◆ **Funding and Financing** – Gauge how satisfied residents are with the value of their property tax dollars? Explore how citizens would prefer to balance taxation and service delivery levels due to the increase costs of maintaining current service levels and infrastructure.
- ◆ **Customer Service** – Determine how satisfied residents are with the City of Saint John’s customer service? What are some areas of customer service that can be improved?

Municipal Norms In addition to looking at the Fall 2011 survey results in comparison to the baseline measures established in 2009 and results from the 2010 study, another valuable means to assess performance is to compare results from the City of Saint John with those of other municipalities across Canada. Ipsos Reid’s extensive experience working with municipalities has enabled us to develop a database of municipal norms for key questions such as top-of-mind issues, quality of life, importance and satisfaction ratings for municipal services and value for taxes. The database includes all municipalities across Canada who engages Ipsos Reid to municipal surveys. We will utilize our municipal norms as part of this report, thereby providing valuable context, added insight, greater depth of analysis and additional benchmarks against which to evaluate the City of Saint John’s performance.

Questionnaire Design

Based on the objectives of the research as defined at the outset of this research study, Ipsos Reid developed a survey questionnaire which was primarily based on the Ipsos Reid municipal norm database of questions. The 2011 survey involved minor modifications but was primarily based on the survey created in 2009.

The survey questionnaire consisted of a series of forced-choice and open-end questions and averaged 18 minutes in length. As the vast majority of questions were drawn from the Ipsos Reid municipal norm database, the questions were generally standardized in order to provide the basis for comparing results with the municipal norms from across Canada.

Data Collection

For the Fall 2011 Citizen Survey, telephone interviews were conducted by Ipsos Reid, from September 30th to October 11th, 2011 with 800 residents of the City of Saint John. The overall sample was distributed evenly across the City on the basis of ward residency (as determined by self-report). It should be noted that not all survey respondents were willing or able to identify the ward in which they lived, as a result the size of the sample by ward does not add up to the total City of Saint John sample size.





	Sample Size	Margin of Error
City of Saint John	802	+/- 3.5%
Ward 1 – West	203	+/- 7.1%
Ward 2 – North	201	+/- 7.1%
Ward 3 – Central/South	184	+/- 7.1%
Ward 4 – East	210	+/- 7.1%

While the overall margin of error is plus or minus 3.5% for the total sample of resident’s City wide, it increases to plus or minus 7.1% when results are considered on an individual ward basis.

DETAILED STUDY FINDINGS

This section of the report will provide an in-depth review of the overall study findings from the 802 telephone interviews conducted with residents of the City of Saint John in September 2011. The findings will also be compared to the previous studies conducted in the Fall of 2009 and 2010, as well as Ipsos Reid’s municipal norms, where appropriate.

Resident versus Sample Profile

Ensuring participants in the Citizen Survey are reflective and representative of the population of the City of Saint John is an important initial step in this research study. By comparing census based statistics for characteristics such as age and gender with participants in this 2011 Fall Citizen Survey, we are able to assess the extent to which the sample is representative of the population under study – that being citizens of the City of Saint John (18 years of age and older).

	2011 Citizen Survey Saint John Residents (n=802)	2006 Census Statistics Canada (City of Saint John)
Age		
18 to 24 years	9%	9%
25 to 34 years	16%	16%
35 to 44 years	18%	18%
45 to 54 years	20%	20%
55 to 64 years	15%	15%
65 years or older	21%	21%
Gender		
Male	45%	45%
Female	55%	55%





Quota sampling is one method often utilized to encourage sample representation in a random telephone survey. As illustrated in the table above, the sample for this study may be considered to be generally reflective of the population of the City of Saint John in terms of both age and gender distributions. Post hoc weighting has also been used to balance age and gender proportions overall.

	Sample	Percent	Population	Percent
	802	100%	66,256	100%
Ward 1 – West	203	24%	16,031	24%
Ward 2 – North	201	24%	16,584	25%
Ward 3 – Central/South	184	25%	16,434	25%
Ward 4 – East	210	27%	17,247	26%

Additionally, based on information provided by the City of Saint John and presented above, the population of the City is fairly evenly spread across each of the four municipal wards. As a result, the distribution of the sample by ward for this Study is also deemed to be generally reflective of the actual distribution of residents on this same basis (i.e. by ward) and no additional weighting was required in this regard (based on ward).

Citizen Survey Sample Profile by Ward

As part of the survey sample evaluation, the sample was reviewed on a ward by ward basis and profiles were created to reveal unique characteristics by communities within the City. Similar to the approach adopted in previous years, by breaking down the survey sample by ward and reviewing the age, gender, household characteristics as well as other demographic information such as education and household income provides insight into some of the differentiating characteristics of each ward in the City.

	Saint John Residents Total (n=802)	Ward 1 (West) (n=203)	Ward 2 (North) (n=201)	Ward 3 (Central) (n=184)	Ward 4 (East) (n=210)
Age					
18 to 24 years	9%	2%	7%	14%	13%
25 to 34 years	16%	17%	15%	19%	14%
35 to 44 years	18%	17%	19%	16%	21%
45 to 54 years	20%	23%	19%	19%	20%
55 to 64 years	15%	18%	17%	11%	15%
65 years or older	21%	24%	23%	20%	18%
Gender					
Male	45%	46%	45%	44%	45%
Female	55%	54%	55%	56%	55%

Results in previous years, were very consistent with results to 2011 in regards to the demographic breakdown by ward.

In reviewing the age distribution of residents by ward it appears that Ward 1 (West) continues to have the fewest residents less than 35 years of age compared to the other municipal Wards. Ward 1 (West) and Ward 2 (North) appear to have a higher proportion of residents over the age of 65. The proportion





of the sample in each ward that is male (or female) remains fairly close to the overall City profile with some minor variances evident.

	Saint John Residents Total (n=802)	Ward 1 (West) (n=203)	Ward 2 (North) (n=201)	Ward 3 (Central) (n=184)	Ward 4 (East) (n=210)
Household Size					
1 Person	20%	12%	25%	31%	13%
2 Person	38%	40%	32%	41%	39%
3 Person	19%	24%	19%	11%	24%
4 or More	23%	24%	24%	17%	25%
Have Children in Household (18 Years of age or Younger)					
Yes	40%	37%	40%	39%	44%
No	60%	63%	61%	61%	55%

In reviewing the ward profiles on the basis of household size it appears that there are more single person households in both Ward 2 (North) and Ward 3 (South/Central) compared to Ward 1 (West) or Ward 4 (East). These results are very similar to the household size breakdown from 2009 and 2010. In terms of the presence of children in the home, residents in Ward 1 (West) are the least likely to have children in the home while residents living in Ward 4 (East) are the most likely to have children at home 18 years of age or younger.

	Saint John Residents Total (n=802)	Ward 1 (West) (n=203)	Ward 2 (North) (n=201)	Ward 3 (Central) (n=184)	Ward 4 (East) (n=210)
Homeownership					
Yes	69%	88%	64%	45%	77%
No	29%	11%	32%	53%	20%

Similar to the previous Citizen survey results (2009 and 2010), in terms of home ownership, there is a much wider range of variance noted here than on any other demographic or socio-economic characteristic. With over three-quarters of residents in Ward 1 (West) and almost as many in Ward 4 (East) reporting they own their home compared to only 64% in Ward 2 (North) and less than half of those in Ward 3 (South/Central) reporting ownership of their home. It is clear that this continues to be one distinguishing characteristic among wards.

	Saint John Residents Total (n=802)	Ward 1 (West) (n=203)	Ward 2 (North) (n=201)	Ward 3 (Central) (n=184)	Ward 4 (East) (n=210)
Income Levels					
Less than \$90,000	63%	59%	55%	74%	63%
\$90,000 and over	23%	25%	30%	14%	22%
Don't Know	14%	16%	15%	12%	15%

Household income continues to be another area where there are some variances noted among ward residents. There are also notably higher level of household income among residents living in Ward 2 (North) and Ward 1 (West). Similar to the pattern we saw emerge in previous studies, residents in Ward 4 (East) report more moderate household incomes while the lowest levels of household income are





evident in Ward 3 (South/Central). While income levels reported are reflective of each Ward overall there may be areas in each Ward where incomes may be higher or lower.

In comparing the educational attainment of residents living in each Ward who participated in the Citizen Survey, we see similar patterns to results in previous studies, with more university graduates living in both Wards 1 and 2 than there is living in either Wards 3 or 4.

	Saint John Residents Total (n=802)	Ward 1 (West) (n=203)	Ward 2 (North) (n=201)	Ward 3 (Central) (n=184)	Ward 4 (East) (n=210)
Education Attainment					
Completed high school or less	30%	29%	31%	36%	24%
Some post secondary or completed a college diploma	40%	34%	29%	40%	56%
Completed university degree or post-grad degree	29%	37%	39%	23%	18%

While the primary purpose of profiling residents in each Ward is to demonstrate the broad range of people who live in the City that participated in the Citizen Survey, it is also interesting to consider the profile of each Ward and communities within each Ward to encourage understanding of some of the specific resident needs and concerns which may be unique to those living in specific areas within the City.

For example, one can draw broad conclusions based on the profiles as follows with regard to each municipal ward in the City:

Ward 1 (West): Residents tend to be middle-aged and older, living in their own homes with higher levels of household income and higher levels of reported education beyond high school; there are fewer one person households among residents living in Ward 1 but they are the least likely to have children living in the homes.

Ward 2 (North): Residents in Ward 2 mirror the City closest overall in terms of age distribution with slight increase in the number of residents over the age of 55 when compared to the overall City of Saint John. There is also a higher proportion living in single-person to two-person households. While residents in this ward have moderate to lower levels of reported home ownership they have the highest reported household incomes and a high proportion of residents with university education. While income levels reported are reflective of the Ward overall there may be areas within each Ward where income levels may be lower or higher.

Ward 3 (South/Central): Residents living in the South/Central Ward are among the City’s youngest with three in ten under 35 years of age, the households are smaller and residents are not as likely to have children living in the household; there is a higher proportion of residents in this ward who rent than in any other part of the City and household incomes and education levels tend to be lower than average for the City overall.





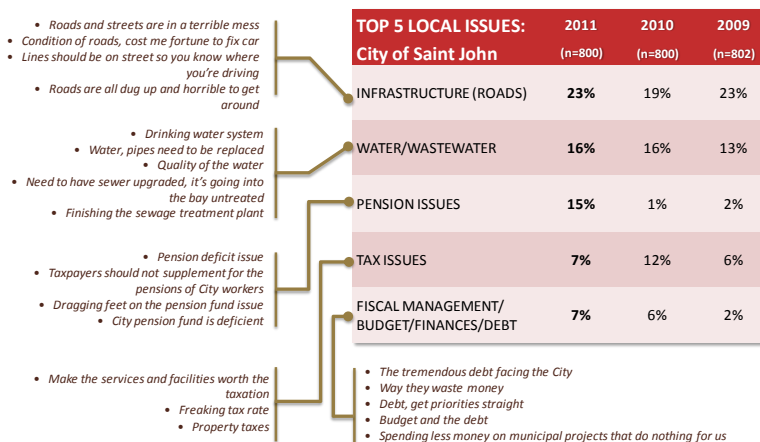
Ward 4 (East): Residents in Ward 4 are slightly younger in terms of age distribution, with one quarter under the age of 35 years old. There are definitely fewer single person households in Ward 4 compared to most of the other wards in the City and they are the most likely to have children. There are also a high percentage of residents who own their home in Ward 4 with education being somewhat lower to moderate than the City overall and household incomes pretty much on average with the City as a whole.

Local Issues of Concern

All residents participating in the Citizen survey were asked to offer their opinion as to what they believed to be the one **most important local issue** facing the City today and therefore should receive the greatest attention from Common Council and City Management.

	Saint John Residents Total (n=802)	Ward 1 (West) (n=203)	Ward 2 (North) (n=201)	Ward 3 (Central) (n=184)	Ward 4 (East) (n=210)
Most Frequently Mentioned Issues					
Infrastructure (roads)	23%	27%	22%	24%	19%
Water/ sewer	16%	20%	17%	13%	15%
Pension issues	15%	20%	9%	13%	17%
Tax issues	7%	5%	10%	4%	9%
Fiscal management/Budget/Finances/Debt	7%	6%	9%	5%	8%
Employment issues (lack of jobs)	4%	3%	4%	5%	3%
Healthcare	2%	-	1%	3%	2%
Housing/ affordable housing	2%	-	1%	5%	1%

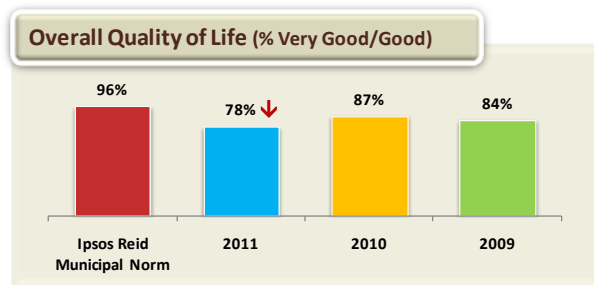
Infrastructure (condition of roads) continued to lead the list in terms of mentions among City residents, particularly in Ward 1 (West) followed by Water/Sewer concerns and pension concerns. However, there was variation in terms of the level of concern expressed among residents in each Ward. Residents in Ward 1 (West) and Ward 4 (East) were more likely to be concerned with pension issues compared to residents in Ward 2 (North) and Ward 3 (South/Central). Residents in Ward 3 (South/Central) had more concerns with healthcare, which is not under control of the city and affordable housing compared to those in other wards. While there are some variances in regards to issues on the list of priorities; roads, water, and pension issues are the leading concerns common among residents regardless where they live. Pension issues were not considered a key local issue among residents in 2009 or 2010, but it has jumped in 2011 to number three on the list of top local concerns. This is clearly an area that is of growing concern among residents in the City.





Quality of Life in the City of Saint John

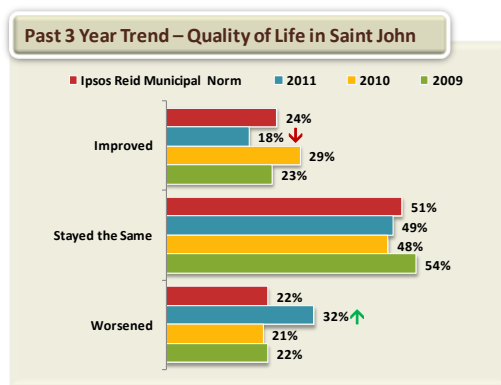
An important measure to understand citizen satisfaction is to gauge how citizens would rate their overall quality of life in the City of Saint John today and compare it to results from previous years. This year we are seeing a slight decline from the past two years in the percent of residents reporting their overall quality of life to be good or very good. How citizens rate their overall quality of life is one of the areas with which Ipsos Reid is able to provide the City of Saint John with a normative basis of comparison from other Canadian municipalities providing context in which to evaluate or interpret the strength (or weakness) of the City's own results.



↓ ↑ Arrow indicates a significant differences between results in 2011 and 2010.

While one might expect to see variations in the Quality of Life measure among Wards or demographic sub-groups based on age or gender, similar to results in 2009, there is a consistent perception that the quality of life in the City is very good or good with some minor variation between wards or across key demographic variables. That said, residents living in Ward 3 (South/Central) and older residents over the age of 65 years old are the most likely to report having a “very good” quality of life in Saint John. However, when combining “very good” and “good” there were few variations in opinion in this regard. Residents less inclined to give positive ratings for the overall quality of life include those living in Ward 2, residents under the age of 35, those who have lived in the City less than 10 years and lower income households.

When citizens were asked to consider their quality of life now compared to three years ago, the majority of residents believe it to be much the same; however in 2011, we're seeing fewer residents report improvement in their quality of life and more residents reporting their quality of life has in fact gotten worse over the past three years.

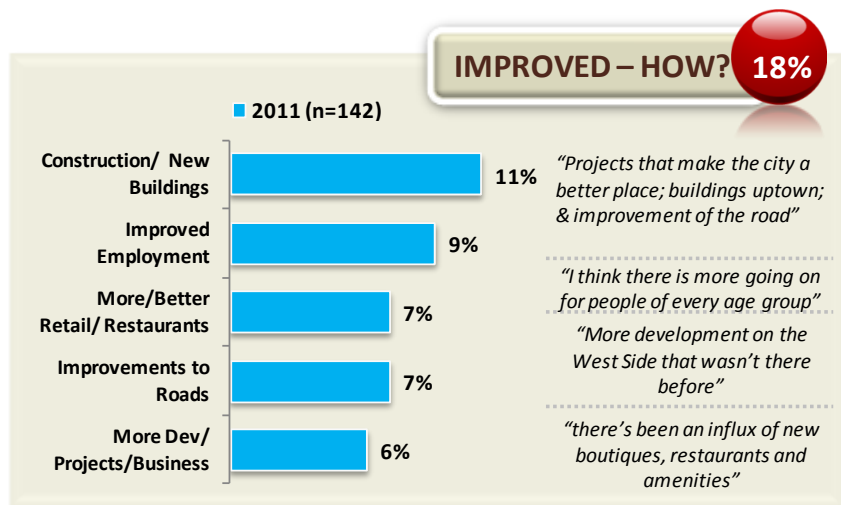


↓ ↑ Arrow indicates a significant differences between results in 2011 and 2010.

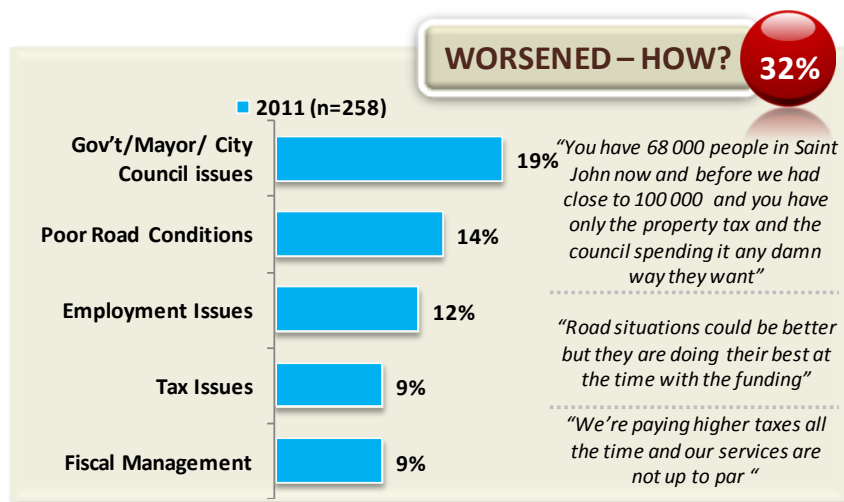




Residents most inclined to believe the quality of life has improved include lower income households, those who don't pay property taxes and those who do not own their own home. Some of the reasons why residents noted a positive change in their quality of life were related to increased economic activity, more things to do in terms of entertainment, and improvements to roads.



Residents who have lived in the City for over 20 years and homeowners were more likely to believe their quality of life had in fact declined over the past three years. Residents who have noted a worsening situation point the finger at municipal government, poor roads, employment/job issues (which are not under the control of the City) as well as tax issues and fiscal management concerns.



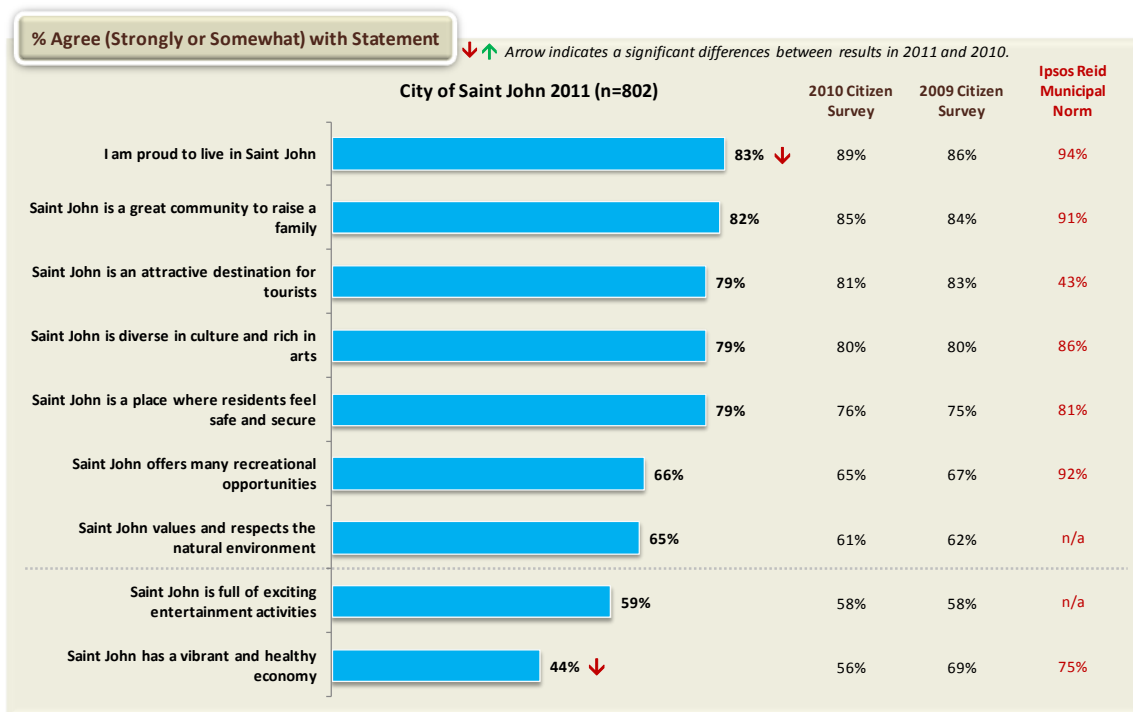
Additional response categories for both questions, how the quality of life has improved and worsened may be reviewed in the detailed data tables (available under separate cover) for all those responses which were provided by fewer than 6% of the residents who were asked the specific question.





City of Saint John Image Attributes

How residents perceive the City in which they live can be very telling in terms of gaining insight to the perceived strengths and weaknesses of a municipality. Citizen perceptions of the City in 2011, for the most part are quite similar for many image attributes as citizen's perceptions were in the previous two years. However, there is a noted decline in two areas in 2011 where perceptions appear to be losing strength.



In 2011, although still the strongest belief, residents are now slightly less likely to express pride in their City (83% down significantly from 89% in 2010). Residents most critical of the City in this area are younger residents under the age of 35, those who rent and have lived in the City less than ten years.

The most significant decline in attitudes and an area where Saint John is performing well below other municipalities is the perception “Saint John has a vibrant and healthy economy.” Residents who are most critical of the City in this area are residents with higher levels of education and those who pay property taxes directly.

While we cannot be certain as to what specifically is leading to a weakening of attitudes in these specific areas among residents, there may be a number of factors contributing to this change in perception. Three years ago there were numerous key economic activities in the private sector planned for Saint John some of which have been cancelled or postponed, declining employment rates and the North American recession as well as other factors may impact or have led to a change in opinion on the economic outlook.





While we did see a weakening for some attitudes, Saint John residents are much like other municipalities across Canada in the pride they express living in their city and the belief their community is a great place to raise a family. As well residents feel Saint John is a community diverse in culture and rich in arts, an attractive destination for tourists, and a place where residents feel safe and secure.

Consistent with the previous two years the City of Saint John continues to outperform the Ipsos Reid municipal norm in terms of being perceived as an “attractive destination for tourists”. This opinion is shared among all residents, regardless of age, tenure in the City, household income, education, home ownership status or where in the City they live.

One area where Saint John continues to lag well behind the Ipsos norm (92%) is “Saint John offers many recreational opportunities” (66%). Residents most critical of Saint John in terms of offering recreational opportunities are those with larger households (three or more people).

While Ipsos Reid municipal norms are not available for comparison purposes, there were two additional areas measured in the 2011 Citizen Survey which continue to have lower levels of agreement overall among residents. These two statements included:

- ◆ Saint John values and respects the natural environment; and
- ◆ Saint John is full of exciting entertainment activities.

There was very little change for “Saint John is full of exciting entertainment activities” in 2011. While, about six in ten residents expressed agreement with this statement, there were some who were more critical than others in their opinion. Younger residents and males were less inclined to agree the City is full of exciting entertainment activities.

On a more positive note, it appears attitudes toward “Saint John values and respects the natural environment” may be improving (up from 61% in 2010 to 65% in 2011). Residents most critical (expressing lower levels of agreement) with this statement were younger residents - under 35 years of age, middle aged residents between the ages of 35-64, residents living in the City less than 20 years and better educated residents.

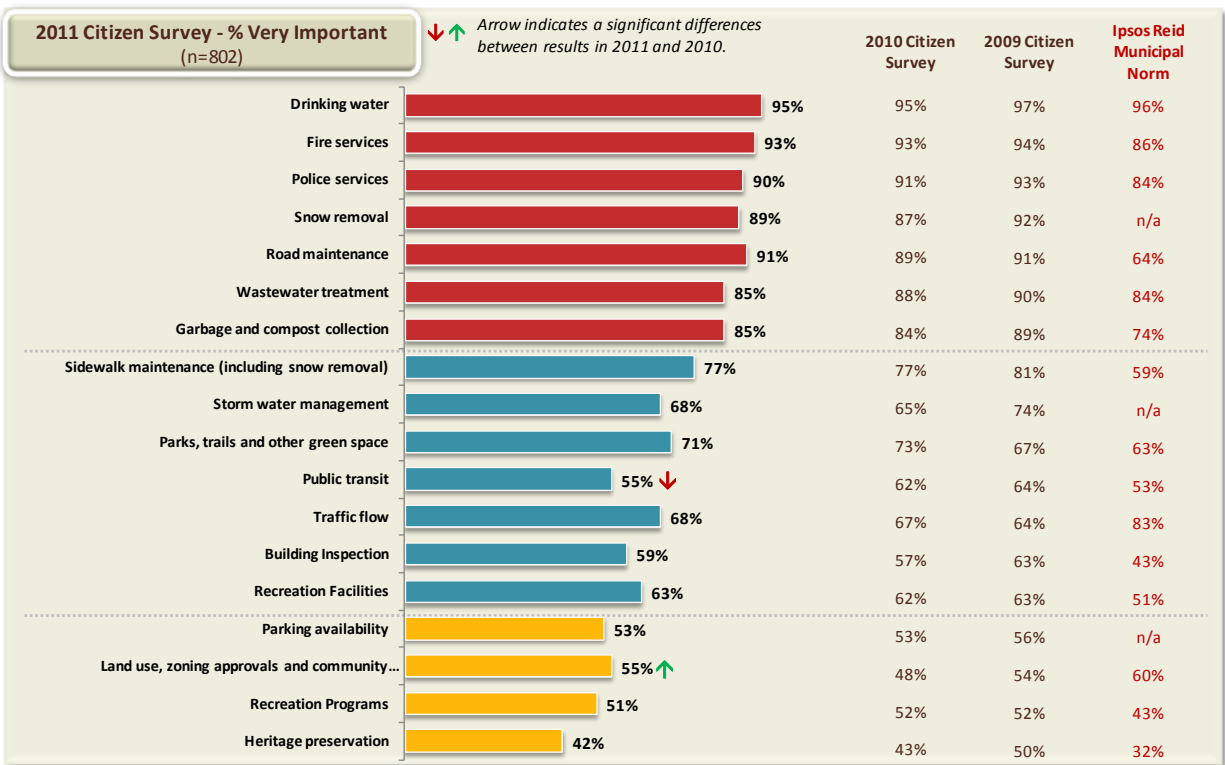
Municipal Programs and Services

Similar to previous years, we asked residents to tell us how important a variety of municipally funded programs and services are to them. Knowing this can help the City analyze and set priorities for use of public funds.

Not surprising and similar to results in previous years, we’re seeing the services deemed most important are - drinking water, fire and police services, wastewater management and garbage collection all very high and at or near the top of the list in terms of importance to citizens.

For the most part, the importance of municipal programs and services remain consistent with the past years. However, in 2011 there is a slight decline in the importance in the Public Transit Service and a slight increase in the level of importance being placed on “land use, zoning approvals, and community planning”.





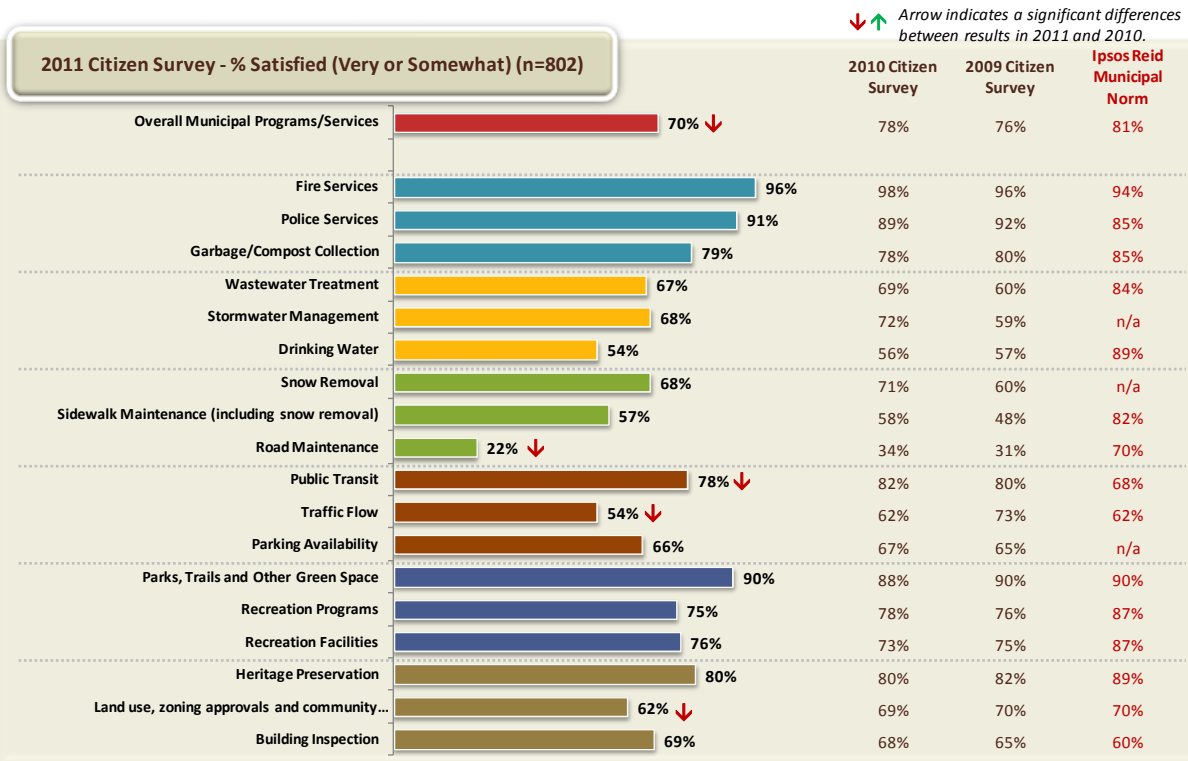
Of high to moderate levels of importance to residents are those programs/services that are noted above in blue. While lower levels of importance noted in orange are attached to services such as parking, land use, recreation and heritage preservation.

While there is certainly some range of opinion in terms of how important each of these municipal programs and services are to people depending on where they live and what are their requirements, there is generally consistently high ratings on all the “tier 1” programs/services (the services in maroon above) among all City residents. There is certainly more variation in opinion evident among residents when it comes to the services/programs that fall into the lower tier in terms of importance (i.e. services in blue or orange).

While the importance of municipal programs and services remains fairly consistent with results from previous years, the level of satisfaction which residents express with the delivery of these same services shows somewhat more fluctuation over the years.

In 2011, we are noting a slight 8% decline in the level of satisfaction among residents with overall delivery of municipal programs and services from a year ago (70% down from 78% in 2010). Compared to the Ipsos Reid municipal norm of 81%, this suggests residents in Saint John continue to be somewhat less satisfied than residents in other municipalities across Canada on an overall basis. Almost three-in-ten residents indicated they are not satisfied (“Not At All” and “Not Very Satisfied”) with the overall quality of services and programs provided by the City. Those who are more likely to be critical of the delivery of programs and services on an overall basis are residents living in Ward 1 (West), males and those with higher levels of educations.





Consistent with results in 2010, citizens continue to exhibit strong levels of satisfaction in three key areas of service:

- ◆ Fire Services
- ◆ Police Services
- ◆ Garbage/Compost Collection

Satisfaction in these areas continues to be near or above normative levels when compared to Ipsos Reid’s municipal norms.

Drinking water continues to be an area which is well below the municipal norm in terms of citizen satisfaction. Just a little over half of all residents are satisfied with the Drinking Water service compared to an expected level of satisfaction in the range of nine-in-ten based on Ipsos Reid norm. This was clearly an area of weakness and concern among residents living in the City in past years and continues to be an area of concern in 2011. Ratings for overall satisfaction with drinking water remain fairly consistent throughout the city for all residents.

Citizens acknowledge lower levels of satisfaction with the City in four service areas in 2011, when compared to 2010. The program and service areas in which residents have acknowledged the City’s performance has declined are:

- ◆ Road Maintenance
- ◆ Traffic Flow
- ◆ Land use, zoning and community planning
- ◆ Public Transit





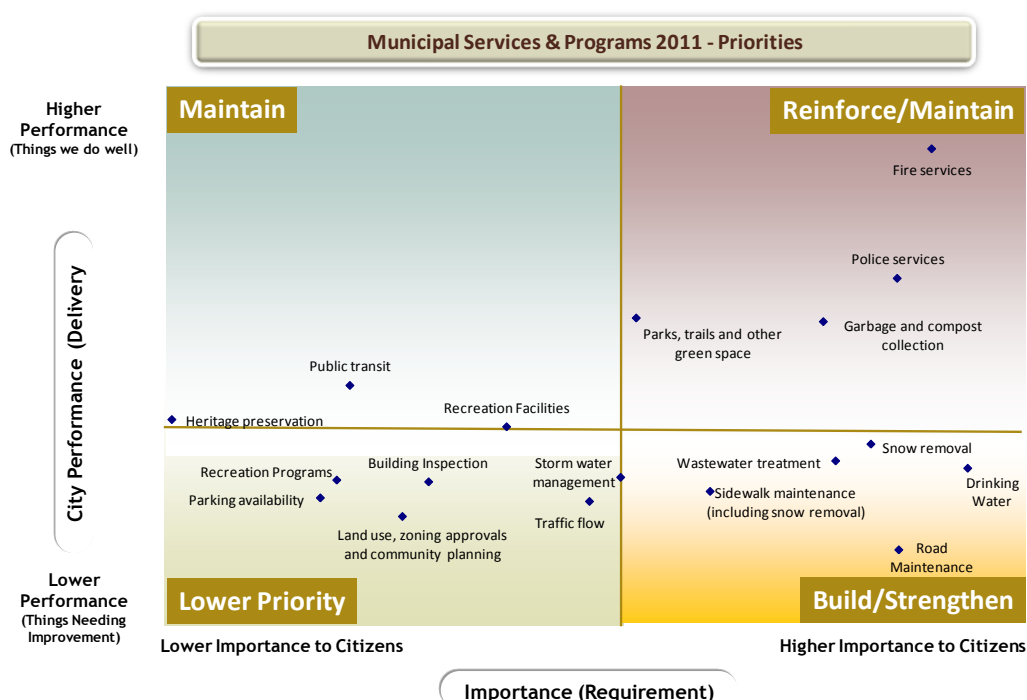
Overall satisfaction with road maintenance is the service area where residents report the lowest level of satisfaction. Satisfaction levels in this area have dropped 12% since 2010 (22% in 2011 down from 34% in 2010). Residents most critical of road maintenance tend to be those residents with higher incomes (\$45,000 or more), middle aged residents (35 – 64 years old), those who pay property taxes and residents who own their home.

Traffic flow is another area where levels of satisfaction have trended down over the past few years. Just over half of all residents are satisfied with the City in this area. Satisfaction levels have dropped to 54% in 2011, down from 62% in 2010 and 73% in 2009. Households with higher reported incomes, those with higher levels of education, residents in Ward 1 (West) and younger to middle aged residents (under the age of 65) are more inclined to be dissatisfied with the City in this area. Lower satisfaction levels among residents in Ward 1 (West) with traffic flow were likely impacted by the back up of traffic on the two bridges during the summer and fall due to construction.

Satisfaction with land use, zoning and community planning has dropped slightly in 2011, down to 62% in 2011 from 69% in 2010. Residents most critical of the City in this area are older (65 years or older), those with children living in the home, residents who pay property taxes, those with higher household incomes (\$45,000 plus) and residents with higher reported education levels.

Ratings for public transit are also down slightly from 2010 (68% down from 72% in 2010) but remain fairly consistent throughout the city for all residents.

By considering both the importance and the performance (as measured by the level of citizen satisfaction) of the municipality in delivering these services to residents, we are able to prioritize the areas of service which require the most immediate attention (based on the level of importance and performance as judged by residents satisfaction).





The areas of service which are most important to residents are further to the right in the above chart. The areas of service which are currently being delivered with the highest levels of citizen satisfaction are closer to the top of the chart. Therefore those areas of service which are most important and which are currently being delivered at the highest performance level are in the upper right hand quadrant of this chart (Reinforce/Maintain).

Build/Strengthen

Similar to prior studies (2009 and 2010), there are a number of important service areas established by citizens in the study which could benefit from further improvement or additional investment to strengthen the program/service area for residents. In this category we have programs/services which are very important to residents but ones they are currently less satisfied with – drinking water, snow removal, wastewater treatment, as well as both road and sidewalk maintenance. Citizen satisfaction will be positively impacted if the municipality were to make improvements in these specific areas of concern.

Lower Priority

This lower left quadrant includes programs/services that are of lower levels of importance to residents but with which there are also lower levels of resident satisfaction. These services must be considered lower in terms of priority due to their lower levels of importance. This range of programs/services should fall below the “build/strengthen” quadrant in terms of future action but are in need of some attention in order to improve citizen satisfaction.

Reinforce/Maintain Services

Fire, police and garbage/compost collection are the services which are really important to residents in Saint John and based on the positive results in terms of resident satisfaction, Ipsos Reid would position as services that need to be maintained at this continued high service level. While not an area noted in 2009 but emerged in 2010, it appears “parks, trails and other green space” continues to be quite important to residents and should also be maintained to foster positive relationships with citizens.

Maintain

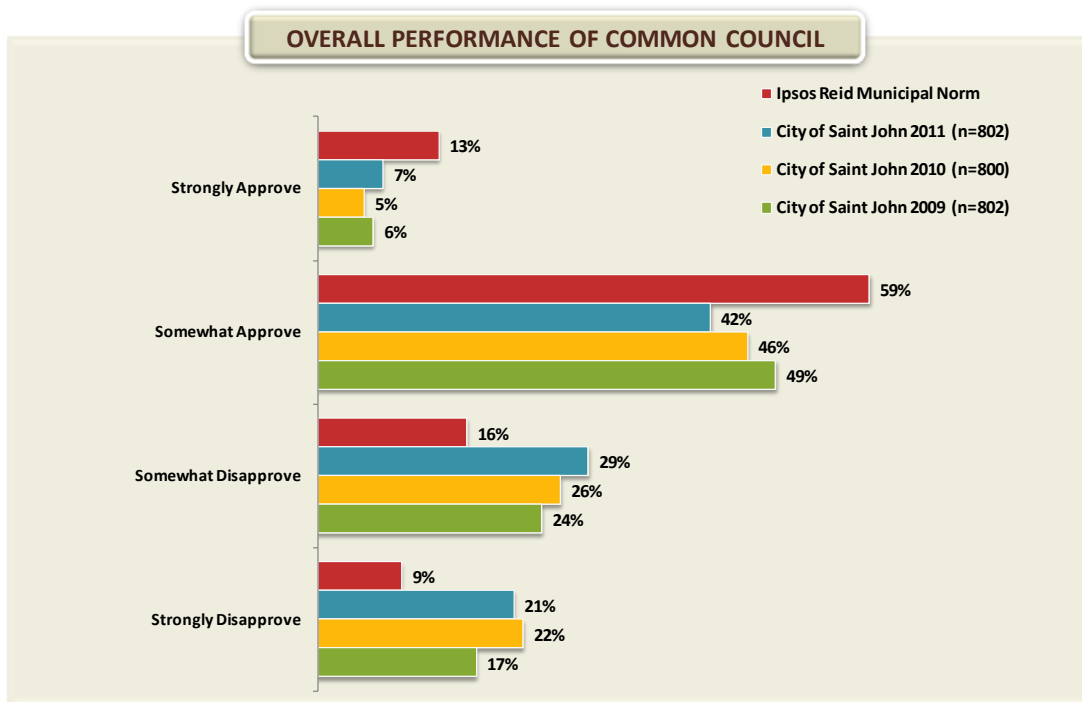
This quadrant of the action grid provides a sense of what programs/services are less important overall to residents but are being well performed for residents by the City. The services currently in this quadrant are public transportation and heritage preservation, while Recreation facilities appears to border the lower priority and maintain quadrants. These areas should not be ignored but maintained to keep citizens satisfied.





Municipal Government Performance

While the focus of this study is clearly on the delivery of municipal programs and services and not that of the perceived performance among elected officials, the survey did offer an opportunity for citizens to express their opinion and note their level of approval or disapproval of the overall performance of Common Council.



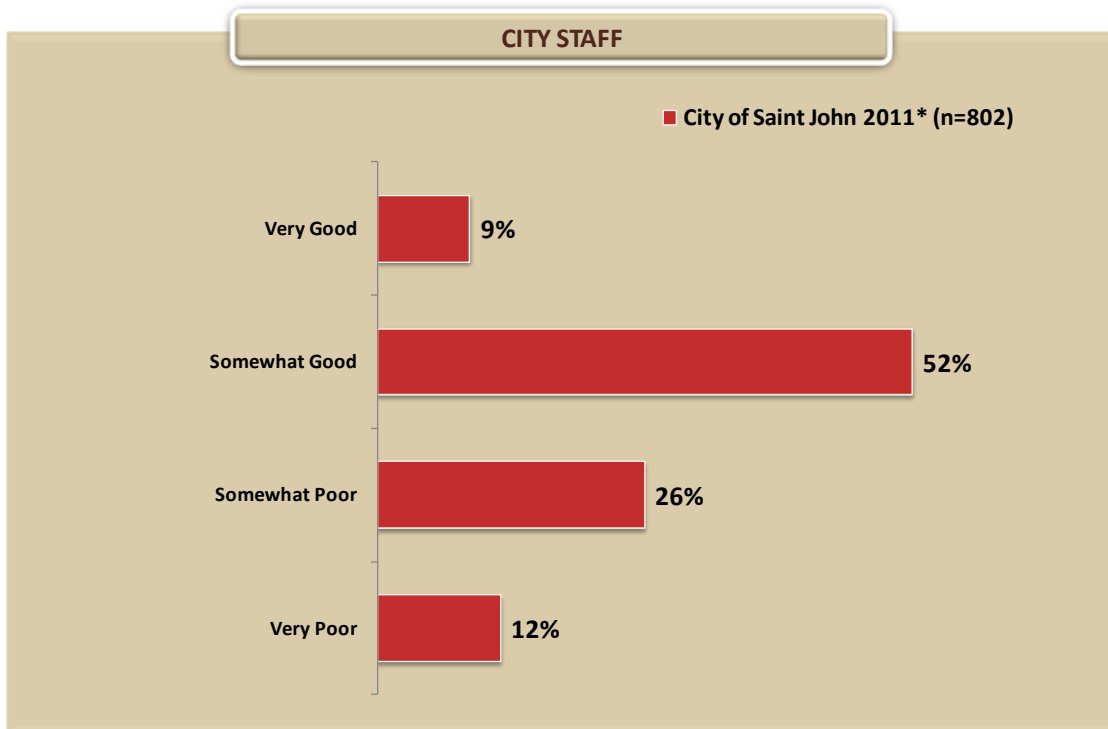
Similar to past years results, residents of the City of Saint John continue to be somewhat more mixed in their assessment of Council's performance. Just a little under half of Saint John residents approve (49%) of Council's performance, with the other half indicating they somewhat (29%) or completely (21%) disapproved. Approval levels related to the performance of Common Council continue to fall well below Ipsos municipal norm levels.

Approval ratings were fairly consistent across wards but varied somewhat among other subgroups. Approval ratings were highest among households with lower reported incomes - \$30,000 or less, residents who have less education, among those who rent and those who do not pay property taxes. Residents most critical of the Council's performance include those who pay property taxes, those who own their home, households with children, households with higher reported income levels - \$75,000 or more and residents with higher levels of education.

Municipal Staff Performance

City residents were also given an opportunity to weigh in on the performance of Municipal staff. In the case of staff performance, residents were asked their opinion as to whether they believed staff were doing a very good, somewhat good, somewhat poor or very poor job overall at achieving common council's priorities.



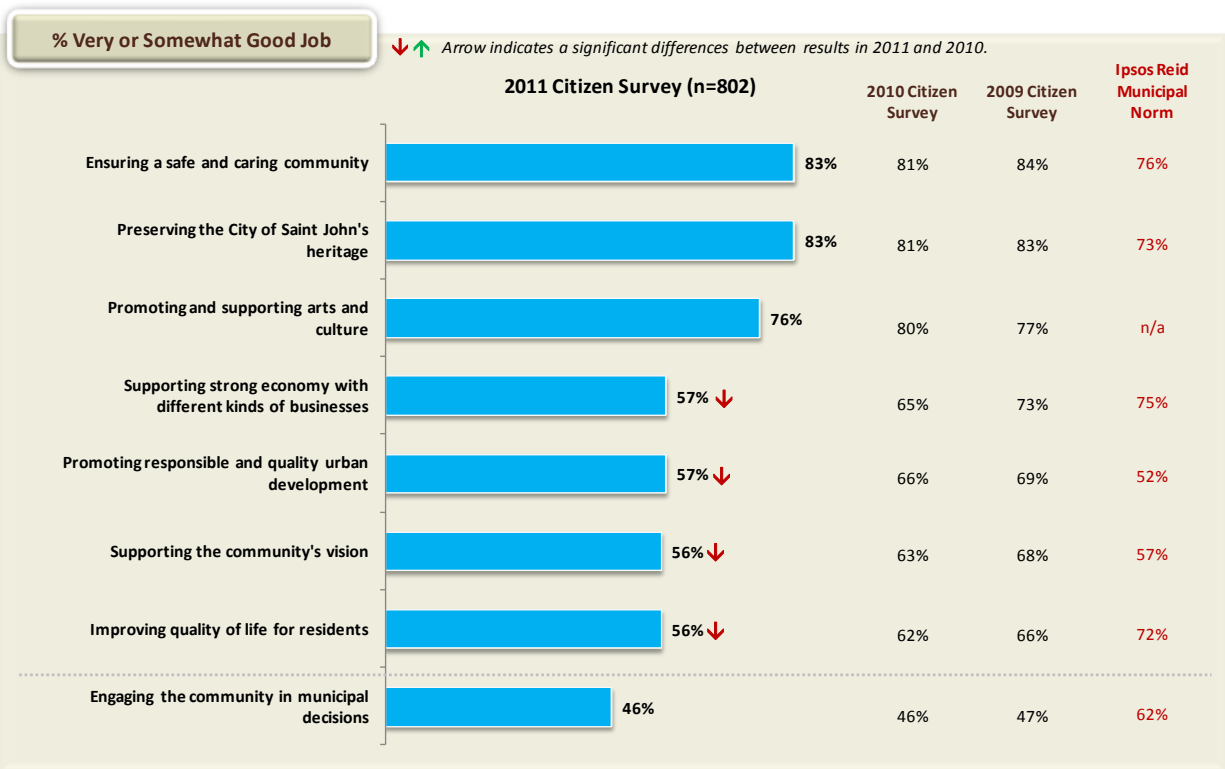


While a similar question was asked to citizens in previous studies, the wording for this question changed in 2011 and should not be compared to previous years. Approximately, one-in-ten citizens believe the City Staff are doing a “very good” job at achieving common council’s priorities while a further five-in-ten believe they are doing a “somewhat good” job. Similar to ratings for Common Council approval ratings for the City staff were highest among households with lower reported incomes - \$30,000 or less, residents who have less education, among those who rent and among those who do not pay taxes. Residents most critical of the City staff include residents who pay taxes, those who own their own home, households with children, households with higher reported income levels - \$75,000 or more and residents who have higher levels of education.

Overall Municipal Performance

The extent with which residents believe the City of Saint John is doing a good job undertaking a range of activities which are generally considered to be municipal responsibilities have been summarized in the following graph. Resident perceptions are once again compared to residents of other Canadian municipalities who rated their own municipality’s performance on many of these same measures, as well as compared to results from 2009 and 2010 Citizen Survey.





Consistent with results obtained in previous studies, residents continue to be very positive in their assessment of the City of Saint John in terms of ‘ensuring a safe and caring community’, ‘preserving the City of Saint John’s heritage’ and ‘promoting and supporting arts and culture’. Performance ratings in this area were consistent across all wards and among all citizens regardless of age, education, or income.

Assessment in services for four out of five of these areas has dropped significantly since 2010. The areas where the City appears to be facing more challenges with residents are:

- ◆ Supporting a strong economy with different kinds of business
- ◆ Promoting responsible and quality urban development
- ◆ Supporting the community’s vision
- ◆ Improving the quality of life for residents
- ◆ Ensuring the community is involved in municipal decisions.

Residents are less inclined to agree the City is doing a good job ‘supporting a strong economy with different kinds of businesses compared to 2010. Attitudes are trending down and have dropped 8% since 2010 (57% in 2011 down from 65% in 2010). Residents most critical of the City in this area tend to be those residents with higher incomes (\$45,000 or more), those with higher levels of education, older residents (65 years old or more) and residents living in smaller households.

Promoting responsible and quality urban development is also an area where residents have weakened their evaluation of the City’s performance. Perceptions the City is doing a ‘very good’ or ‘somewhat good’ job have dropped to 57% in 2011, down from 66% in 2010. Residents in higher income households





(\$75,000 or more), those with higher levels of education, residents in Ward 1 (West) and Ward 2 (North) middle aged residents (35-64 years old), those who pay property taxes and residents who own their home are more inclined to be critical of the City in this area.

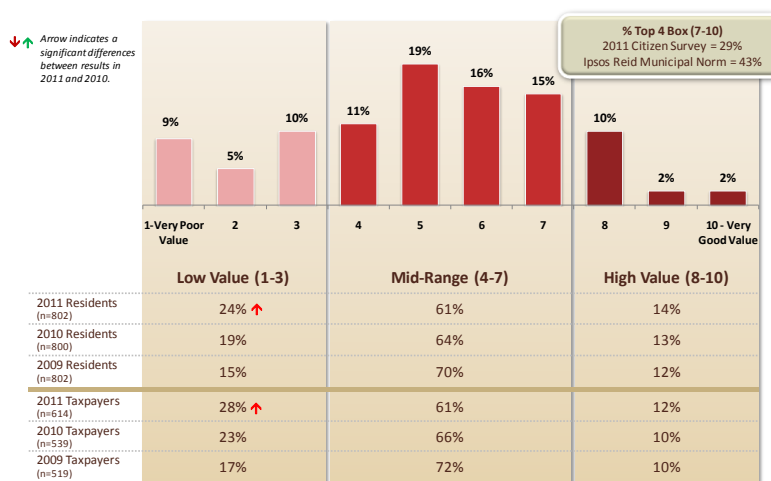
Evaluation of the City’s performance in supporting the community’s vision also declined in 2011, down to 56% in 2011 from 63% in 2010. Residents most critical of the City in this regard are those living in higher income households (\$75,000 or more), those with higher levels of education, those who pay taxes and residents who own their home.

Residents are also now less inclined to agree the City is doing a good job ‘improving the quality of life for residents’ compared to 2010. Attitudes for this area are weakening and have been trending down since 2009 (56% in 2011 down from 62% in 2010 and 65% in 2009). Residents most critical of the City in this area tend to be those residents with higher education levels but for the most part perceptions remain consistent among citizens throughout the City.

One area where the City continues to fall below Ipsos municipal norm levels is engaging the community in municipal decisions. Less than half of all citizens feel the City is doing a very good or somewhat good job of keeping them involved and engaged with municipal decisions. Consistent with results in 2010, residents most critical of the City in this area are those living in higher income households (\$75,000 or more), those with higher levels of education and among residents who own their home.

Perceived Value of Municipal Tax Dollars

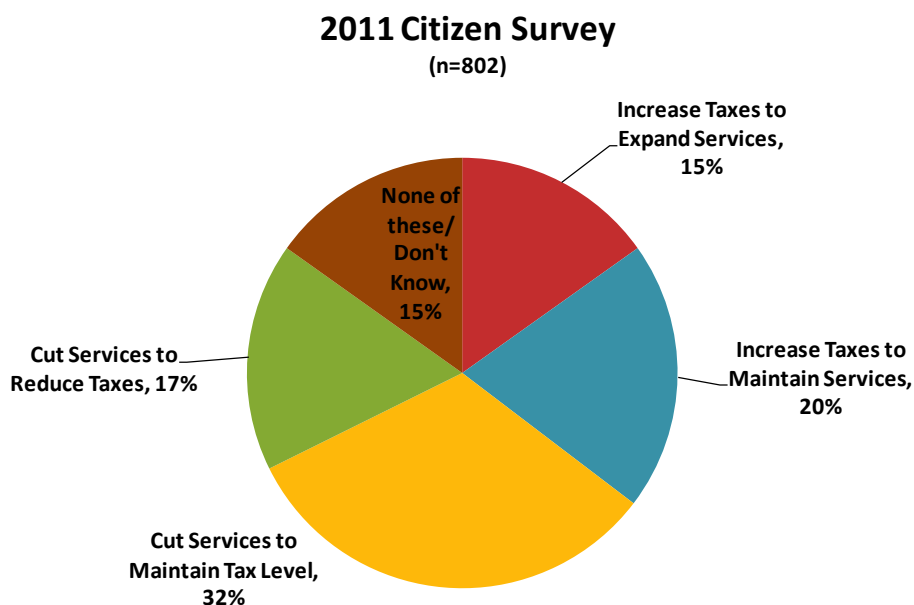
The extent to which residents believe they are receiving good value for their tax dollars was also an area that was explored in 2011 and previous years. Similar to results in past years and as illustrated in the following graph, the majority of residents perceive the value they receive for their municipal tax dollars to be in the moderate range. With less than one-in-four residents indicating they receive good value for their tax dollar it is clear there continues to be room for improvement in the area of perceived “value for money”. In 2011, there is a notable increase among those who believe they receive “poor value” for their tax dollars up from 19% in 2010 to 24% in 2011. This number has been trending up slowly since 2009.





Due to the increased cost of maintaining current service levels and infrastructure, efforts to balance levels of taxation with service delivery are challenging for the City of Saint John, as well as other municipal governments. To better understand how citizens in the City of Saint John believe this situation should be addressed they were given the choice of four options (increase taxes – to expand services, increase taxes – to maintain current service levels, cut services – to maintain current tax level, cut services – to reduce taxes) and asked which one they thought the City should pursue.

With 49% preferring the City cut services, to maintain the current tax level (32%) or reduce taxes (17%), it is clear residents prefer the City cut services as opposed to the (35%) increasing taxes, either to maintain services at their present level (20%) or expanding services (15%)

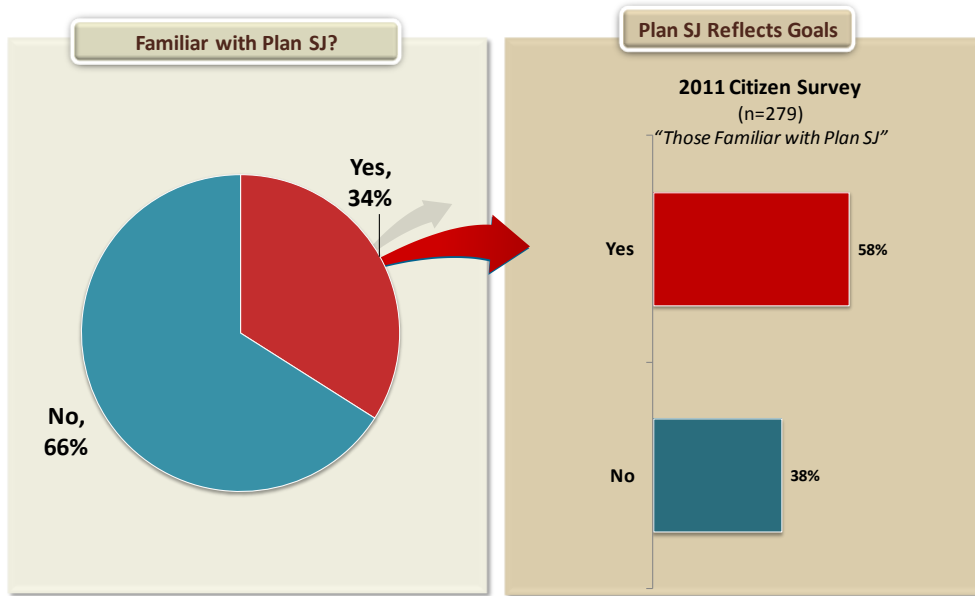


In comparing preferences of those who pay property taxes directly with those who do not, it is not surprising to note that just 31% of tax payers compared to 48% of those who do not pay tax preferred an increases in taxes to maintain or expand services. In contrast, taxpayers preferring services be cut to maintain or reduce taxes was 52% compared to 39% of non-tax payers. Lower income residents, residents over the age of 65 years old, those who own their own home and residents living in Ward 1 (West) and Ward 4 (East) were more supportive of cutting services to reduce taxes.

Municipal Planning

In order to gauge citizen’s familiarity with the City’s municipal plan, Plan SJ, residents were asked if they were familiar with the plan. One-in-three residents in the City indicated they were familiar with the plan. Familiarity with Plan SJ was highest among those with higher educations, household incomes over \$45,000, males, residents who pay property taxes and those who own their homes.

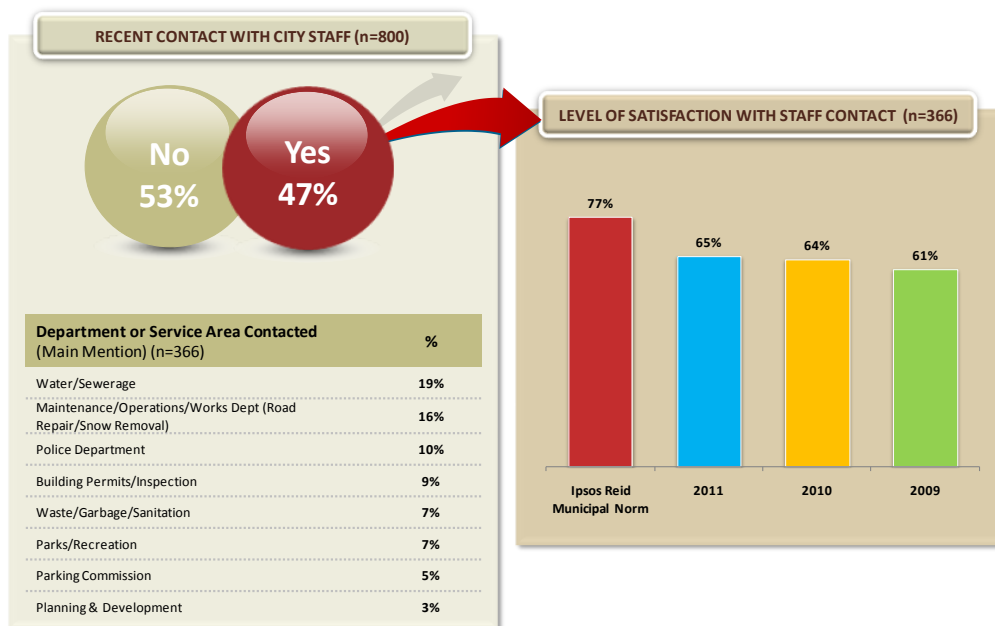




Among the 34% of residents familiar with Plan SJ, almost six-in-ten residents felt the plan reflected their long term goals and aspirations for the city. There was very little variation in this perception among citizen's throughout the City familiar with the plan.

Perceptions of City Staff and Customer Service

Similar to previous years, the survey explored the customer service experience of residents who had personal interactions during the past year with any City staff. Consistent with the approach in 2009 and 2010, in this year's citizen survey only those City residents who had recent contact with City staff (which includes all municipal employees including emergency personnel), were asked their level of satisfaction with their overall interaction.

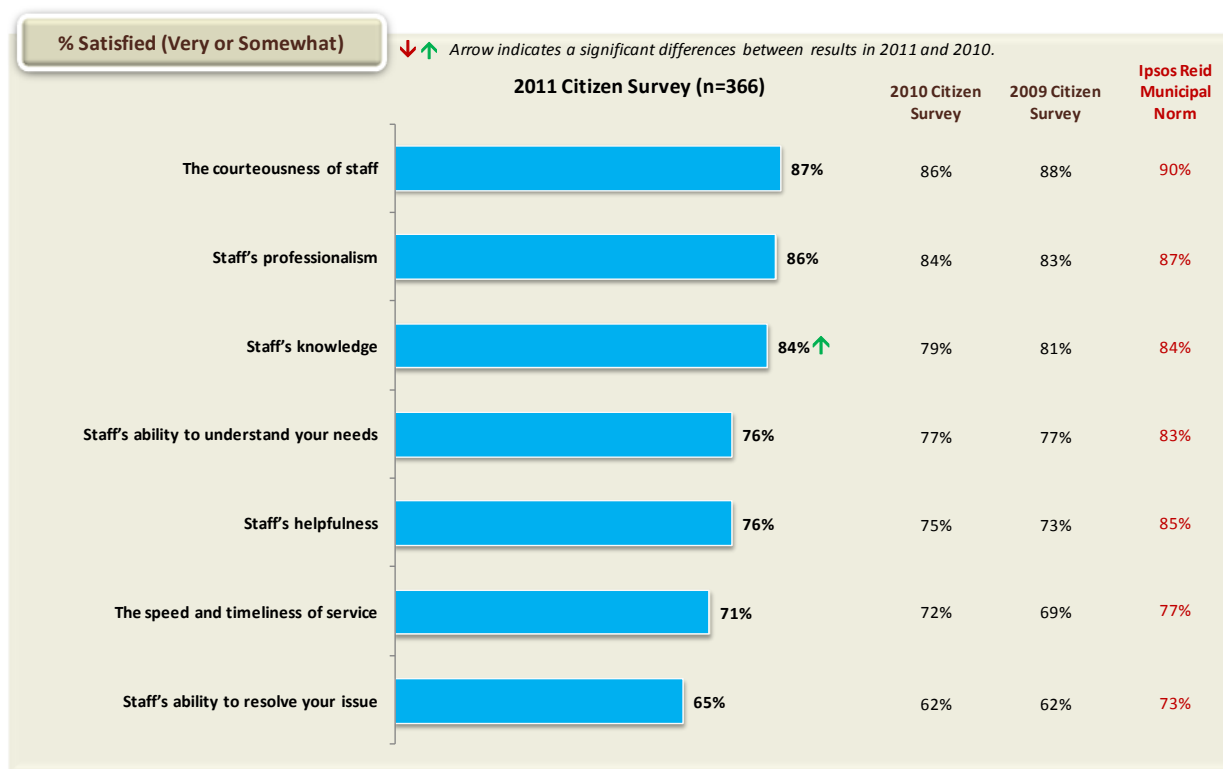




Consistent with previous years, almost half of all residents had some form of contact with City employees within the past twelve months. There is a wide variation among citizens as to who had contact with who in the City. In 2011, residents in Ward 1 (West) homeowners, residents under the age of 65, households with two or more people, taxpayers, males, households with higher reported incomes (more than \$45,000 and) residents with higher education levels are more likely to have had interaction with City staff in the past year. Among those residents who have interacted with City staff in the past year, over six-in-ten (65%) reported being satisfied with the overall level of service they received. This has improved slightly since it was first asked in 2009 (up 4%), and is getting closer to the Ipsos Municipal norm (74%). Satisfaction levels were fairly consistent among all residents with some form of contact with City staff in the past twelve months.

The most common employee groups which people interacted with were water/sewerage (19%), maintenance/operations/works (16%), police department (10%), building permit/inspection services (9%) followed by waste/garbage/sanitation, parks and recreation staff, parking commission, and planning and development.

Residents in Saint John who had an interaction with City staff were asked to evaluate their customer service experience on a variety of dimensions including courteousness, professionalism, knowledge, understanding, helpfulness, timelines and resolution.



Citizen's evaluation of City staff in 2011 remain consistent in most cases with results in previous studies and there was one area of improvement noted with residents now more satisfied with staff's knowledge



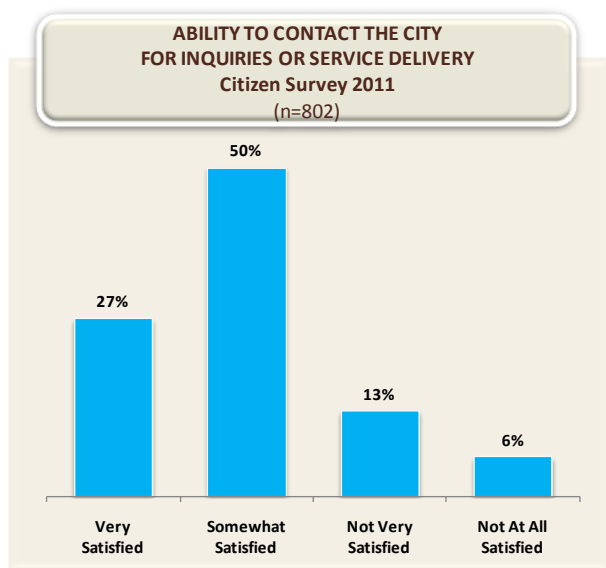


than in past years. In comparison to the Ipsos Reid municipal norms, perceptions among residents living in the City of Saint John of City staff continue to be similar for the most part with a few exceptions.

There is clearly an acknowledgement among residents overall that the City’s staff are courteous, professional, knowledgeable, understanding, helpful and providing quick and timely service. Results were consistent across wards and among all residents throughout the City with little variation. Consistent with results in previous years, this can be seen as a measure of consistency and equality in service level which is being extended to all residents, regardless of economic status, age or residency.

Residents were least satisfied with City staff in the area of problem resolution, with only six-in-ten citizens indicating they were satisfied (somewhat or very) with the staff’s ability to resolve their issue. This was consistent with results in previous years and is an area where the City continues to perform below normative satisfaction levels based on residents in other municipalities throughout Canada.

In 2011, residents were also asked to consider how satisfied they were with the ability to contact the City for inquiries or service delivery. The majority of residents were very or somewhat satisfied with their ability to contact the City, with only one-in-five expressing any level of dissatisfaction. Levels of satisfaction were consistent across wards and among all residents throughout the City. When asked to think about ways the City could improve customer service, residents offered suggestions as outlined in the below chart as potential ways to improve customer service.



Citizens Suggest Improvements to Customer Service...	(n=802)
Easier to reach, be more available for contact	10%
Listen to people, improve communications	10%
Prompt response to requests, concerns/return calls	7%
Improve training of staff	3%
Hire more staff	3%
Better hours	3%
Better website, more online features	2%
Answer the phone	2%
Be more pleasant, helpful, respectful	2%



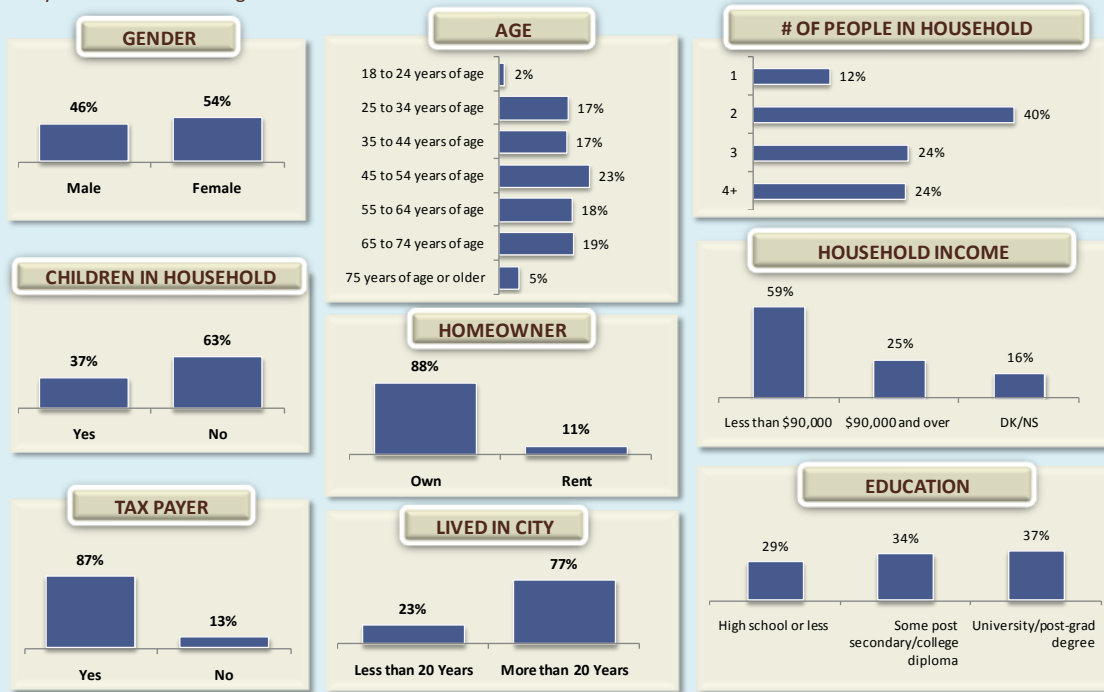


APPENDIX A: WARD PROFILES

PROFILE: WARD 1 (WEST)

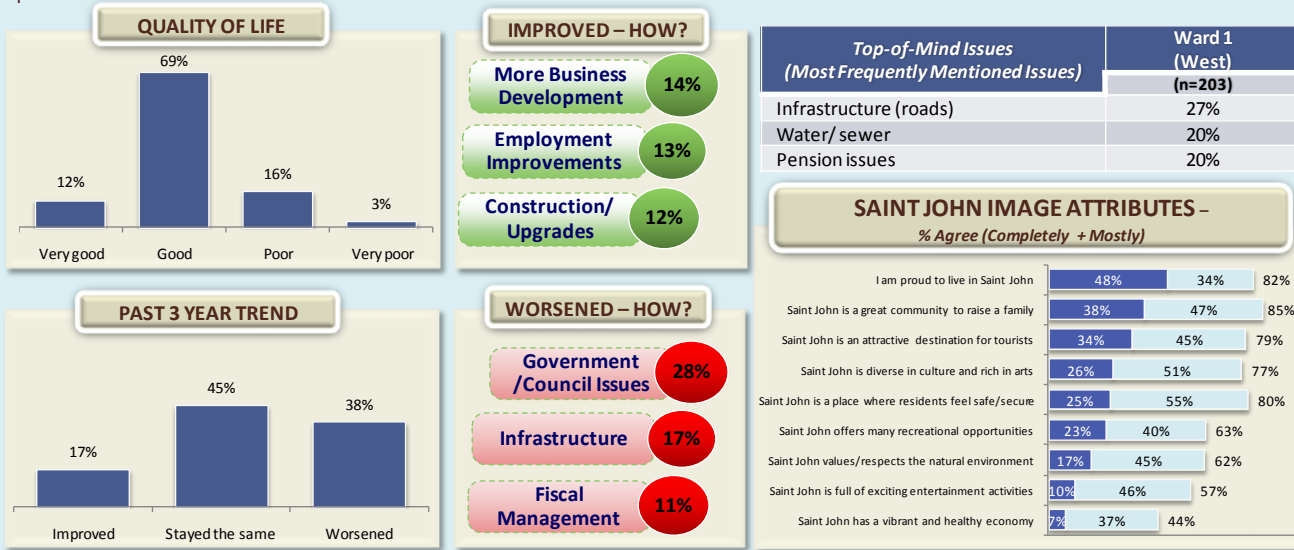
DEMOGRAPHIC PROFILE – WARD 1 (WEST)

Ward 1 (West) – Residents in Ward 1 tend to be middle-aged and older, living in their own homes with higher levels of household income and higher levels of reported education beyond high school. There are fewer one person households among residents living in Ward 1 but they are the least likely to have children living in the homes.



QUALITY OF LIFE – WARD 1 (WEST)

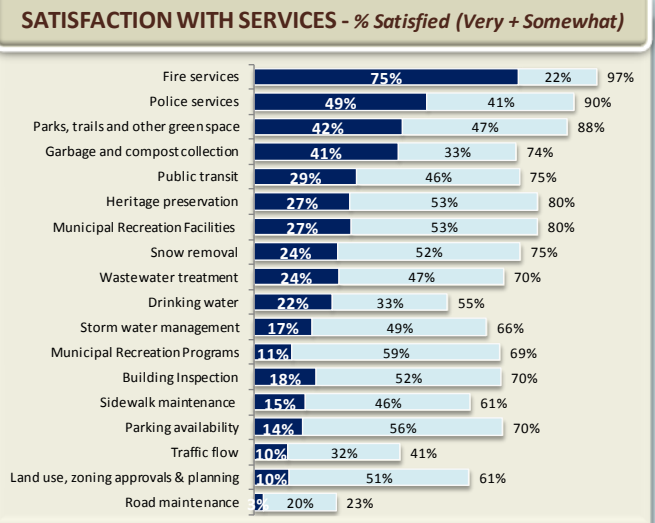
Ward 1 (West) – Residents in Ward 1 are generally content with their overall quality of life but are more negative about economic trends in recent years. Residents in Ward 1 are most likely to say quality of life in Saint John is good or very good compared to other wards, but also more likely to say it has worsened in the past three years. Top-of-mind issues for residents in Ward 1 are infrastructure (roads), water/sewer and pension issues.





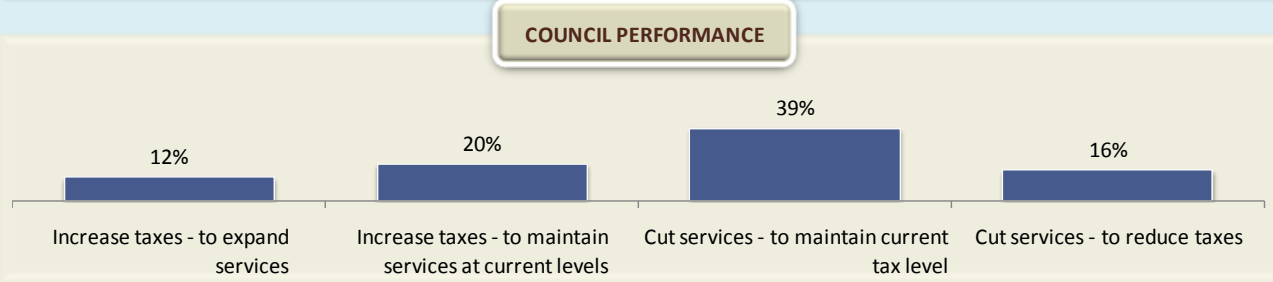
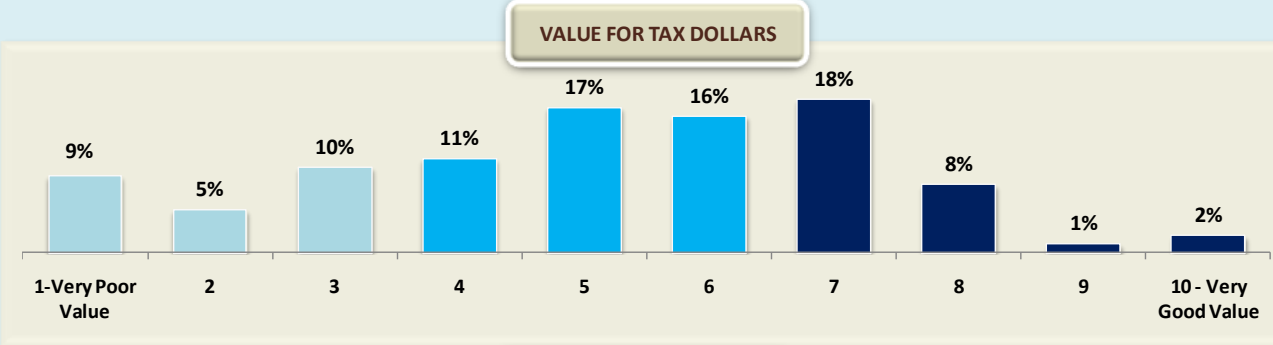
MUNICIPAL PERFORMANCE – WARD 1 (WEST)

Ward 1 (West) – Assessment of Common Council and City Staff is consistent across wards with little variation. Residents in Ward 1 are more likely than those in other Wards to be satisfied (Very + Somewhat) with the City’s performance in providing services for snow removal parking availability, sidewalk maintenance and municipal recreation programs. Residents in Ward 1 are more critical of the City than those in other Wards with traffic flow, heritage preservation and parks, trails and other green spaces.



TAX DOLLARS – WARD 1 (WEST)

Ward 1 (West) – Perceived value for municipal tax dollars are in the moderate to very good value range for residents living in Ward 1. This is fairly consistent with perceptions of residents in other wards. Residents in Ward 1 are the least likely to want the City to increase taxes to expand or maintain services when compared to other Wards and the most supportive of cutting services to maintain or reduce current tax levels within the City.

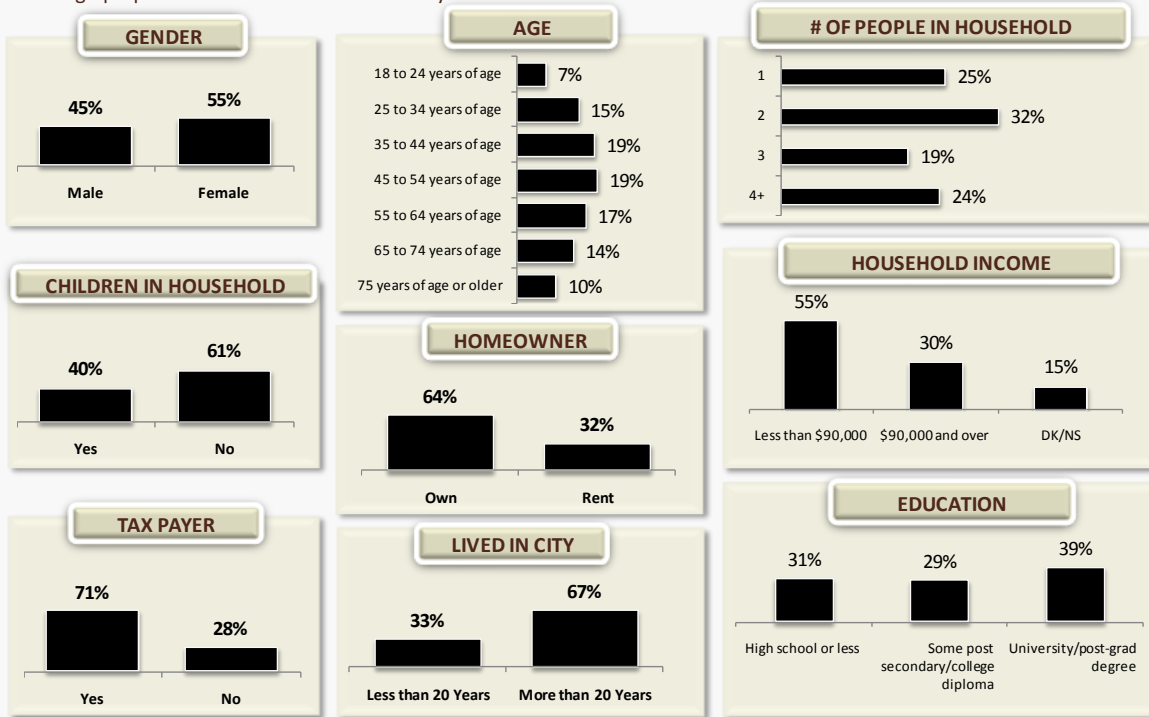




PROFILE: WARD 2 (NORTH)

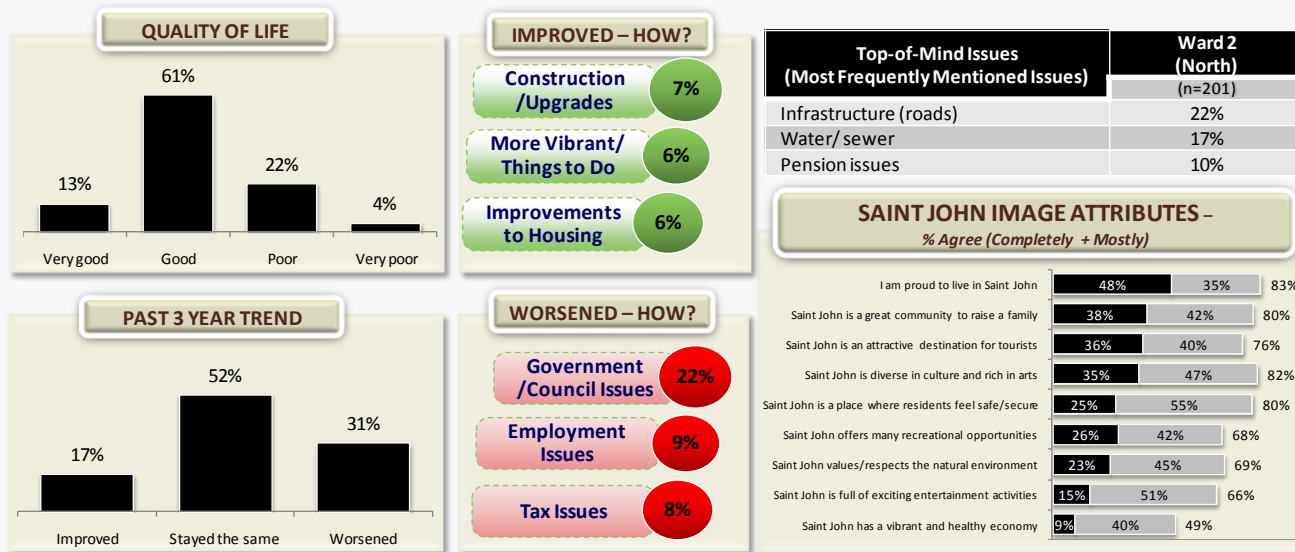
DEMOGRAPHIC PROFILE – WARD 2 (NORTH)

Ward 2 (North) – Residents in Ward 2 mirror the City closet overall in terms of age distribution with slight increase in the number of residents over the age of 55 when compared to the overall City of Saint John. There is also a higher proportion living in single-person to two-person households. While residents in this ward have moderate to lower levels of reported home ownership they have the highest reported household incomes and a high proportion of residents with university education.



QUALITY OF LIFE – WARD 2 (NORTH)

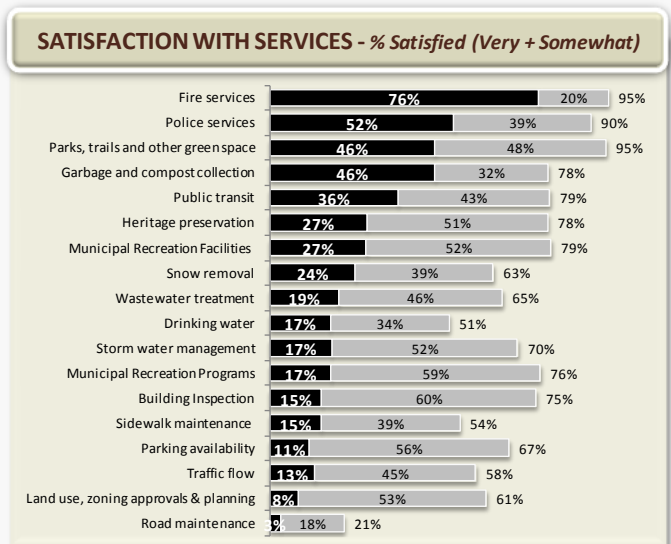
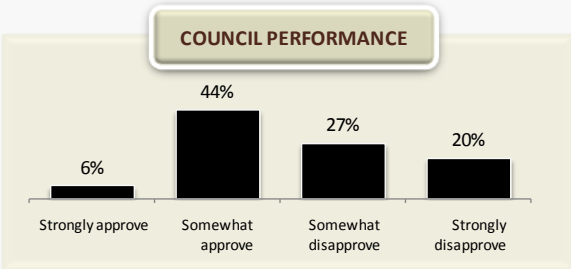
Ward 2 (North) – Residents in Ward 2 while generally content with their overall quality of life are more likely than other Wards to perceive the quality of life to be poor. Residents in Ward 2 are the mostly likely to say the quality of life in Saint John has stayed the same in the past three years. Top-of-mind issues for residents in Ward 2 are infrastructure (roads), water/sewer and pension issues similar to other wards.





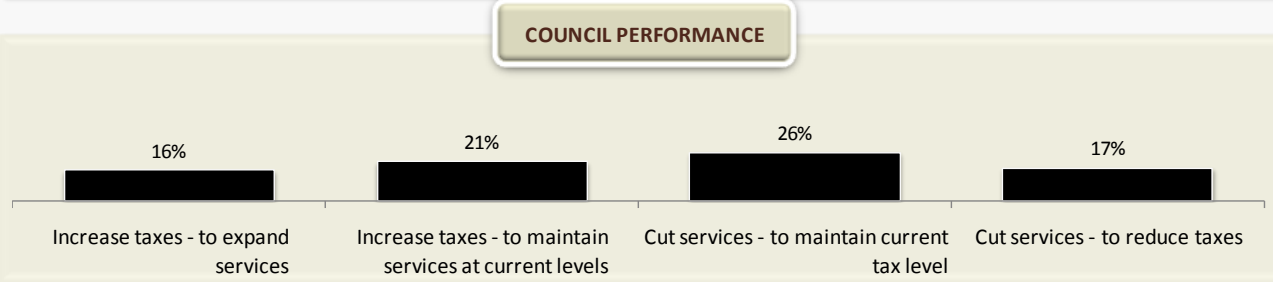
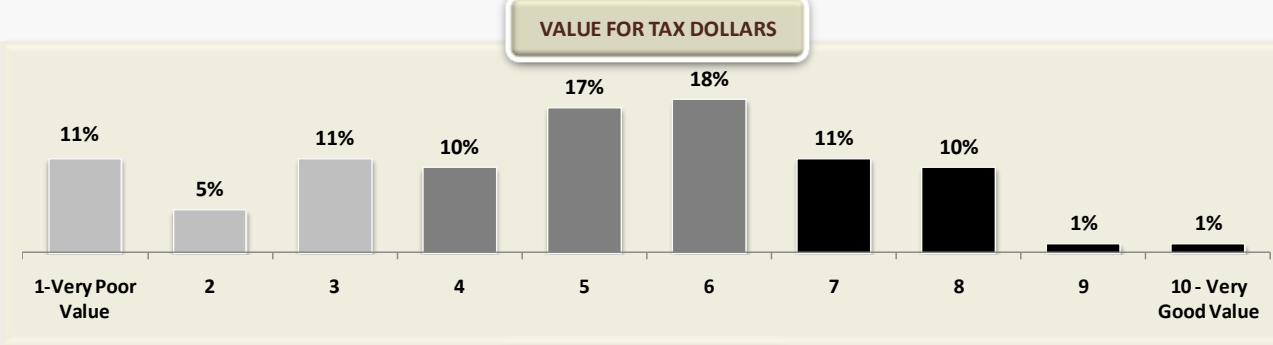
MUNICIPAL PERFORMANCE – WARD 2 (NORTH)

Ward 2 (North) – Assessment of Common Council and City Staff is consistent across wards with little variation. Residents in Ward 2 are more likely than those in other Wards to be satisfied (Very + Somewhat) with the City’s performance in providing services for parks, trails and other green space, building inspection and traffic flow. Residents in Ward 2 are more critical of the City than those in other Wards with snow removal and heritage preservation.



TAX DOLLARS – WARD 2 (NORTH)

Ward 2 (North) – Perceived value for municipal tax dollars are in the moderate to poor value range for residents living in Ward 2. This is slightly more negative than perceptions of residents in other Wards. Residents in Ward 2 are split as to which strategy the City should adopt to balance taxation and service delivery options. Residents in Ward 2 are the least likely to support cutting services to maintain or reduce taxes compared to residents in other Wards.

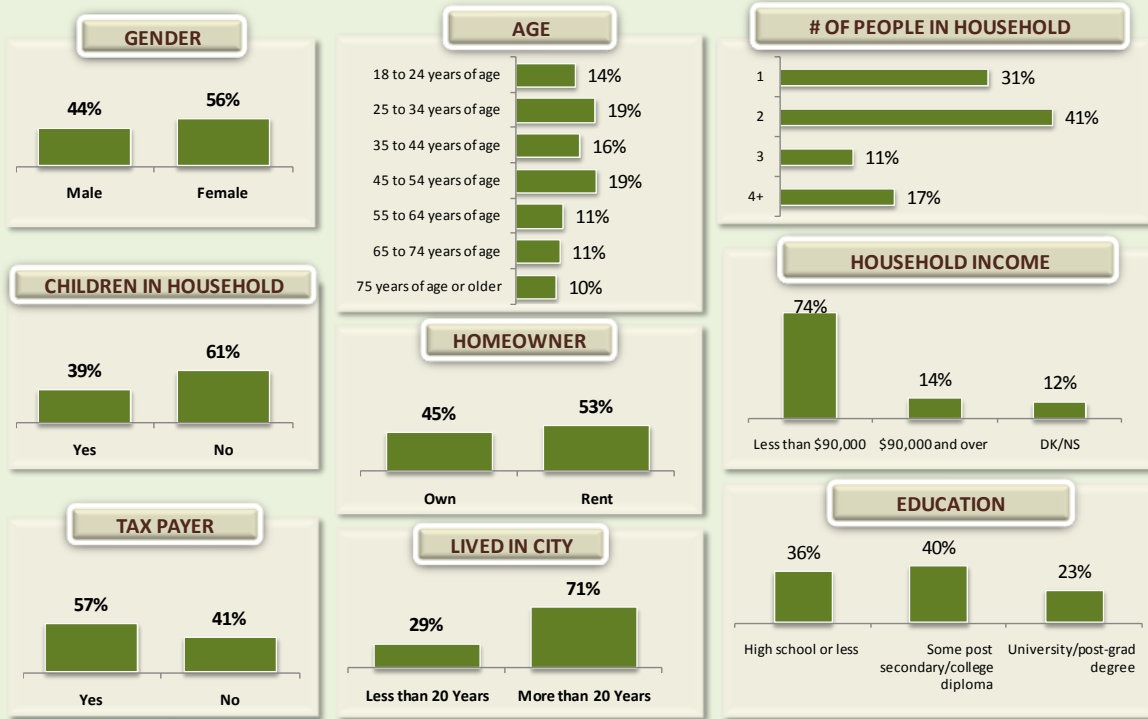




PROFILE: WARD 3 (SOUTH CENTRAL)

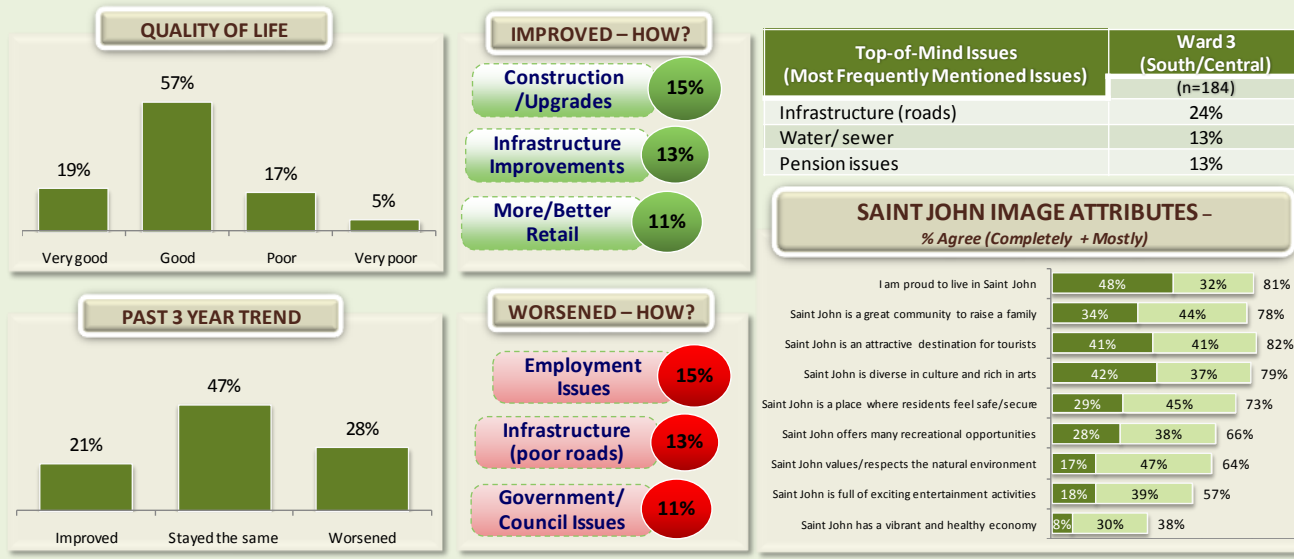
DEMOGRAPHIC PROFILE – WARD 3 (SOUTH/CENTRAL)

Ward 3 (South/Central) – Residents living in the South/Central Ward are among the City's youngest with three-in-ten under 35 years of age, households are smaller and residents are not as likely to have children living in the household. There is a higher proportion of residents in this Ward who rent than in any other part of the City and household incomes and education levels tend to be lower than average for the City overall.



QUALITY OF LIFE – WARD 3 (SOUTH/CENTRAL)

Ward 3 (South/Central) – Residents in Ward 3 are generally content with their overall quality of life are more likely than those in other Wards to perceive the quality of life to be 'very good'. Residents in Ward 3 are the least critical when evaluating the quality of life in the City for the past three years. Residents in Ward 3 are the more likely than those in other Wards to believe the quality of life has improved. Top-of-mind issues for residents in Ward 3 are infrastructure (roads), water/sewer and pension issues similar to other wards.

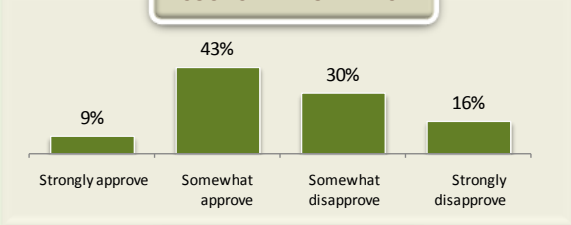




MUNICIPAL PERFORMANCE – WARD 3 (SOUTH/CENTRAL)

Ward 3 (South/Central) – Assessment of Common Council and City Staff is consistent across wards with little variation. Residents in Ward 3 are more likely than those in other Wards to be satisfied (Very + Somewhat) with the City's performance in providing services for parks, trails and other green space and traffic flow. Residents in Ward 3 are more critical of the City than those in other Wards with snow removal, sidewalk maintenance and building inspections.

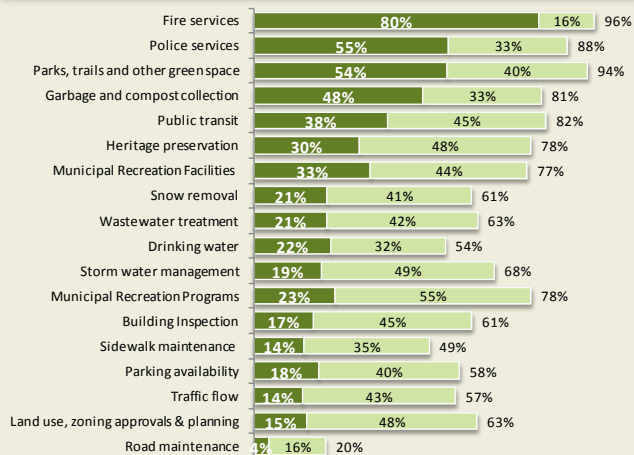
COUNCIL PERFORMANCE



CITY STAFF PERFORMANCE



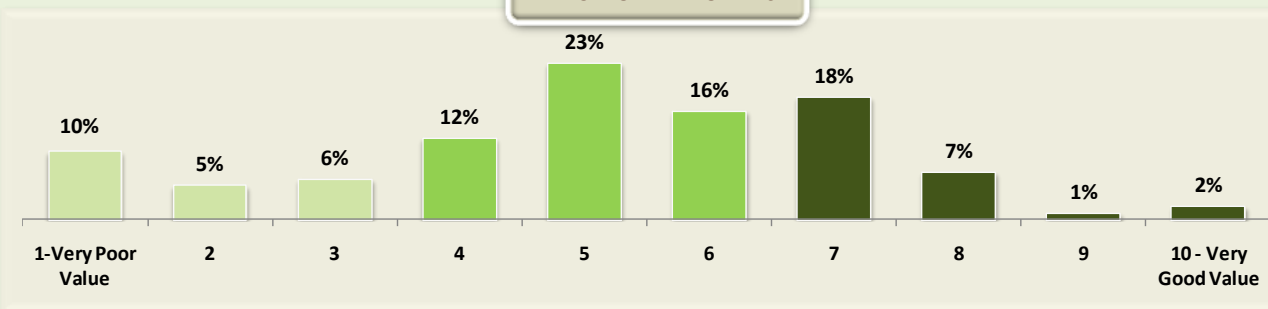
SATISFACTION WITH SERVICES - % Satisfied (Very + Somewhat)



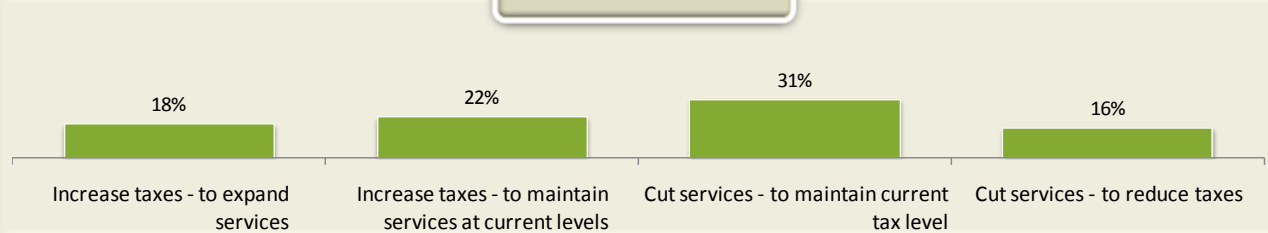
TAX DOLLARS – WARD 3 (SOUTH/CENTRAL)

Ward 3 (South/Central) – Perceived value for municipal tax dollars are in the moderate range for most residents living in Ward 3. While residents in the Ward 3 favour cutting services as opposed to increasing taxes, residents in Ward 3 are more likely than residents in other Wards to support increasing taxes to expand services or maintain current services.

VALUE FOR TAX DOLLARS



COUNCIL PERFORMANCE

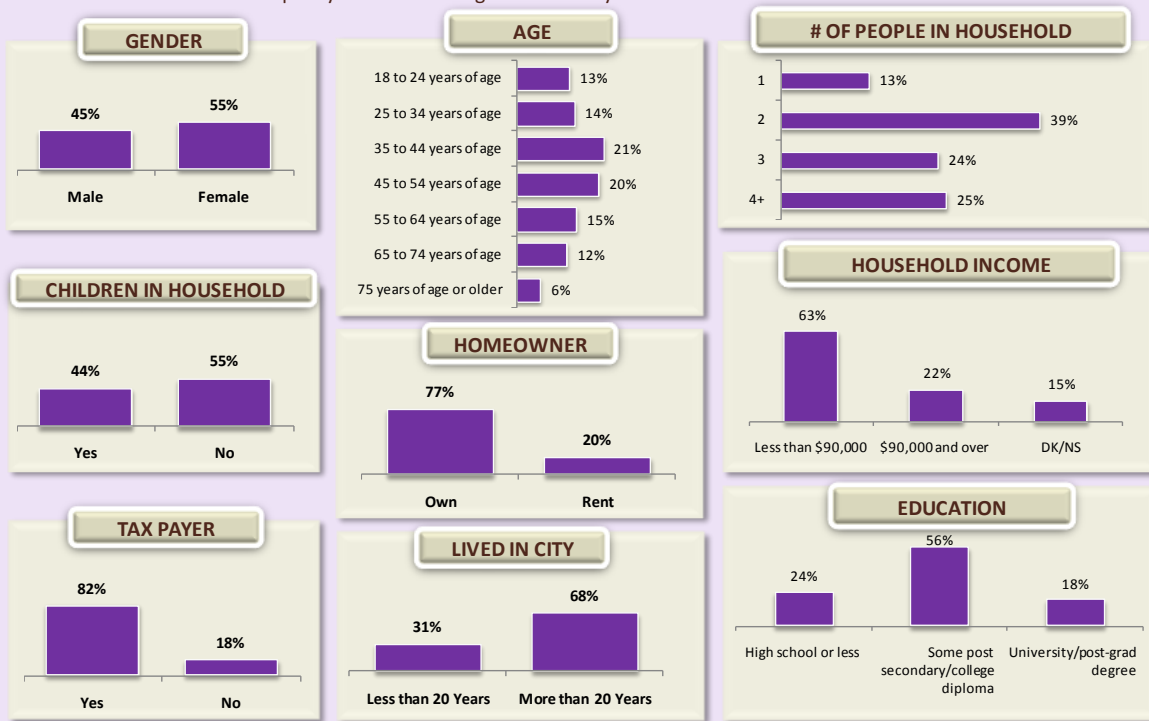




PROFILE: WARD 4 (EAST)

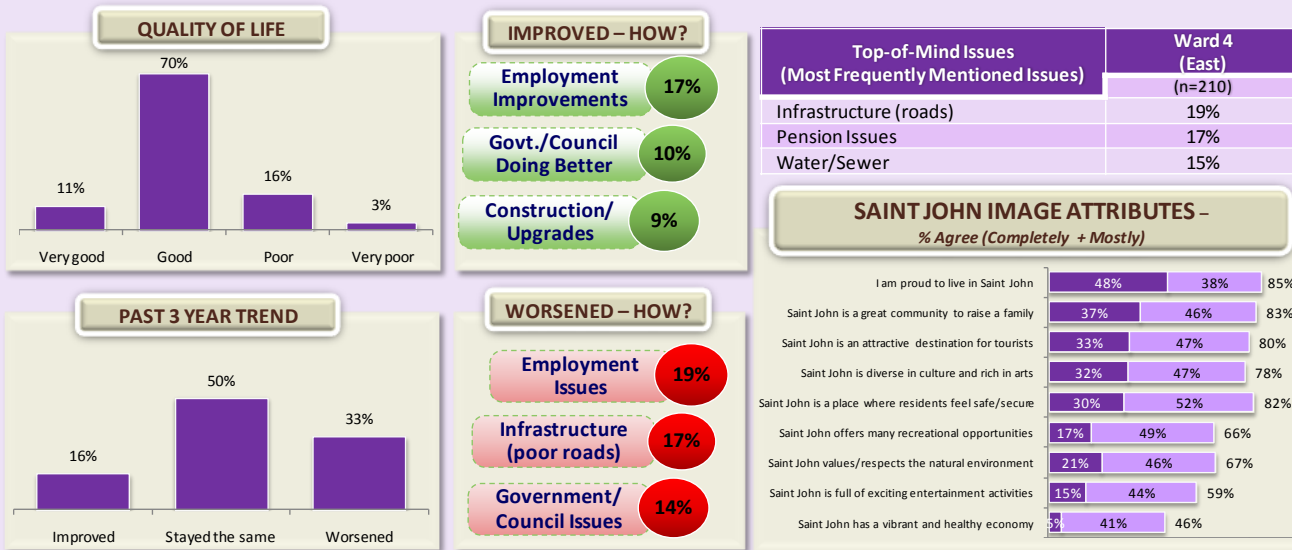
DEMOGRAPHIC PROFILE – WARD 4 (EAST)

Ward 4 (East) – Residents in Ward 4 are slightly younger in terms of age distribution, with one quarter under the age of 35 years old. There are definitely fewer single person households in Ward 4 compared to most of the other wards in the City and they are the most likely to have children. There are also a high percentage of residents who own their home in Ward 4 with education being somewhat lower to moderate than the City overall and household incomes pretty much on average with the City as a whole.



QUALITY OF LIFE – WARD 4 (EAST)

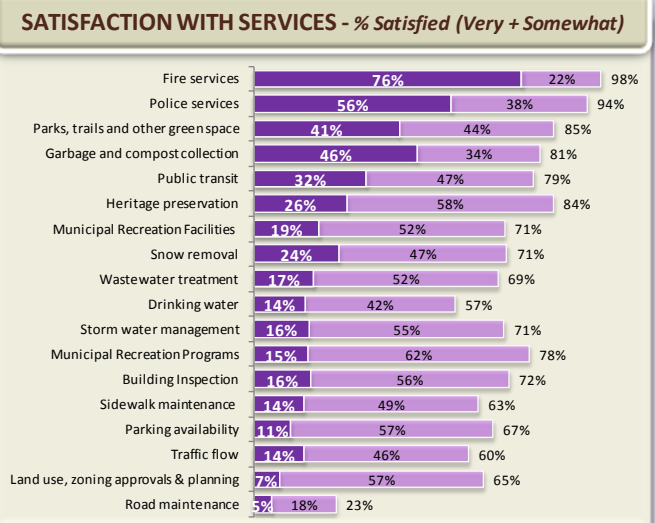
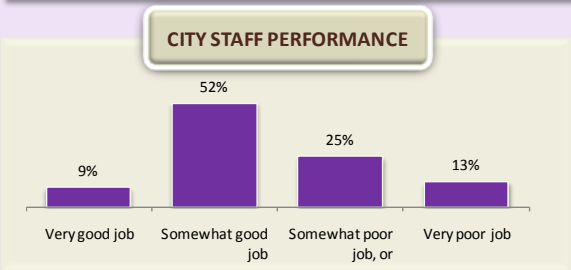
Ward 4 (East) – Residents in Ward 4 are generally content with their overall quality of life are more likely than those in other Wards to perceive the quality of life to be 'good'. While half of the residents in Ward 4 consider the quality of the life in the City to have stayed the same over the past three years, one-third believe the quality of life has worsened. Top-of-mind issues for residents in Ward 2 are infrastructure (roads), pension issues and water/sewer similar to other wards.





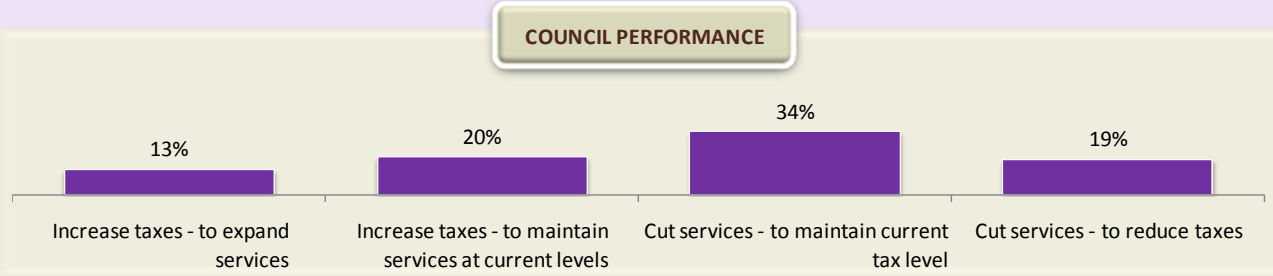
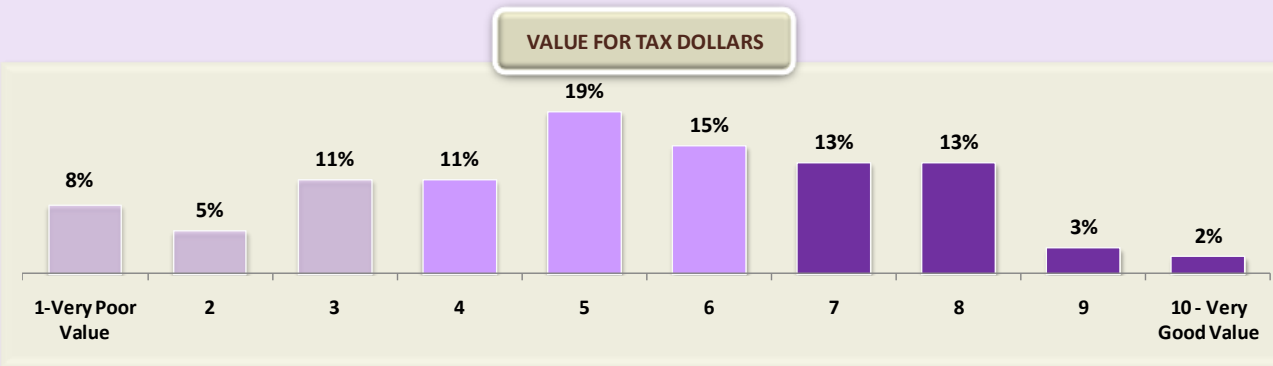
MUNICIPAL PERFORMANCE – WARD 4 (EAST)

Ward 4 (East) – Assessment of Common Council and City Staff is consistent across wards with little variation. Residents in Ward 4 are more likely than those in other Wards to be satisfied (Very + Somewhat) with the City's performance in providing services sidewalk maintenance and traffic flow. Residents in Ward 3 are more critical of the City than those in other Wards with municipal recreation facilities and parks, trails and other green space.



TAX DOLLARS – WARD 4 (EAST)

Ward 4 (East) – Perceived value for municipal tax dollars are in the moderate to good value range for most residents living in Ward 4. Similar to residents in Ward 1, residents in Ward 4 are less likely to want the City to increase taxes to expand or maintain services when compared to other Wards and the most supportive of cutting services to maintain or reduce current tax levels within the City.





APPENDIX B: SURVEY QUESTIONNAIRE

City of Saint John 2011 Citizen Survey - FINAL

Hello, this is _____ calling from Ipsos Reid. We're a public opinion research company calling on behalf of the City of Saint John. Let me assure you that we are not selling anything. The City is looking for your input about the programs and services it provides and the issues you believe to be priorities for the City. Please be assured that this survey is completely confidential.

(IF NECESSARY, ADD: The survey will take about 15 minutes to complete.)

(INTERVIEWER NOTE: If inconvenient timing, schedule a call back.)

(NOTE À L'INTERVIEWEUR: Si le moment n'est pas le bon, prendre rendez-vous pour un rappel)

(INTERVIEWER NOTE: IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A

CONCERN SAY: If you wish to talk to the City about this survey, we encourage you to contact Corporate Planning at 648-4660 during regular business hours.

Do you or does anyone else living in your household currently work for the City of Saint John? (Read if required: this includes people who work for the Saint John Police Force, the Saint John Fire Department or any other municipal service provider).

Yes

No

[IF YES, GO TO SENSITIVE OCCUPATION "TERMINATE MESSAGE"; IF NO, GO TO CONTINUE SURVEY]

SENSITIVE OCCUPATION "TERMINATE MESSAGE"

I'm sorry but as this survey is being conducted on behalf of the City of Saint John we prefer not to speak with residents employed by the municipality due to a potential conflict of interest. Thank you very much for your time. Have a great day!

CONTINUE SURVEY

To ensure we speak with a variety of City residents and not just those who typically answer the phone in the home, may I please speak with the person in your household 18 years of age or older who most recently celebrated their birthday? Is that you?

Yes **[CONTINUE]**

Don't know **(ASK AGAIN, IF STILL DK/REF THEN THANK AND TERMINATE)**

No

May I speak to that person? **[REPEAT INTRODUCTION]**

S1. Do you live in the City of Saint John proper or the surrounding area?

City of Saint John proper (Within city limits)

Surrounding Area

[IF 'CITY OF SAINT JOHN, CONTINUE. OTHERWISE THANK AND TERMINATE]

S2. In which area of Saint John do you live? **(DO NOT READ)**





North End
 Millidgeville
 East Saint John
 West Saint John
 Fairville
 Lancaster
 South End
 Uptown/Downtown
 OTHER (Please specify:)

S3. What is your postal code? **(Interviewer – first three digits are all that is required to determine residency in the City of Saint John)**

Record postal code:

S3. **RECORD GENDER: DO NOT ASK**

Male
 Female

S5. As you may know, the City of Saint John is currently divided into four electoral wards. Which ward do you currently live in?

(READ IF NECESSARY: Ward 1 is primarily the Western portion of the City, Ward 2 is primarily the Northern portion of the City, Ward 3 is primarily the Central/Southern portion of the City and Ward 4 is primarily the Eastern portion of the City.)

Ward 1 – Western Portion of the City excluding Lower West.
 Ward 2 – Northern Portion of the City including Milledgeville
 Ward 3 – Central/Southern Portion of the City and also includes Lower West Saint John, Old East Saint John, Westmorland Heights. Loch Lomond Villa and the Morland Trailer Park.
 Ward 4 – Eastern Portion of the City excluding the areas just mentioned in Ward 3 that are EastDon't Know

[IF DON'T KNOW, CONTINUE; OTHERWISE GO TO Q1]

S6. Would you be willing to provide the name of the street on which you live and we will determine the ward you live in after the interview?

[RECORD STREET NAME]

No Prefer Not To Provide





TOP OF MIND ISSUES

1. In your view, as a resident of the City of Saint John, what is the one most important LOCAL issue facing the City today that you feel should receive the greatest attention from Common Council and City Management? **(RECORD VERBATIM - ACCEPT ONE MENTION)**

None/nothing
Other (specify)

QUALITY OF LIFE INDEX

2. How would you rate the overall quality of life in the City of Saint John today? Would you say it is **(READ LIST)**?

Very good
Good
Poor
Very poor

3. And, do you feel that the quality of life in the City of Saint John in the past three years has **(READ LIST)**?

Improved
Stayed the same
Worsened

[IF Q3=IMPROVED, ASK Q4]

4. Why do you think the quality of life has improved? **(ACCEPT 1 MENTION)
(CLARIFY IF NECESSARY)**

[SKIP TO Q6]

[IF Q3=WORSENERD, ASK Q5]

5. Why do you think the quality of life has worsened? **(ACCEPT 1 MENTION)
(CLARIFY IF NECESSARY.)**

[SKIP TO Q6]

6. I'm going to read you a series of statements about life in the City of Saint John and I'd like you to indicate the degree to which you agree or disagree with each statement. The first one is **[INSERT ITEM - RANDOMIZE]**. Is that strongly or somewhat agree/disagree? How about **[INSERT ITEM - RANDOMIZE]**?

I am proud to live in Saint John
Saint John is a place where residents feel safe and secure
Saint John is a great community to raise a family
Saint John has a vibrant and healthy economy
Saint John is diverse in culture and rich in arts
Saint John is an attractive destination for tourists





Saint John is full of exciting entertainment activities
Saint John offers many recreational opportunities
Saint John values and respects the natural environment

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree

SATISFACTION AND IMPORTANCE OF CITY SERVICES

Next I'd like to talk about the services provided by the City of Saint John.

7. Please tell me how satisfied you are with the overall level and quality of services and programs provided by the City of Saint John. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Very satisfied
Somewhat satisfied
Not very satisfied
Not at all satisfied

8. I am going to read a list of programs and services provided to you by the City of Saint John. Please tell me how important each one is to you and how satisfied you are with the job the City is doing in providing that program or service.

The first one is **[INSERT ITEM – RANDOMIZE]**. How important is this program or service? Our scale is very important, somewhat important not very important, or not at all important. And how important is/are **[INSERT ITEM – RANDOMIZE]? (READ SCALE AS NEEDED)**

Fire services
Police services
Public transit
Road maintenance
Municipal recreation programs
Municipal recreation facilities such as community centres, sports fields and ice arenas
Parks, trails and other green space
Land use, zoning approvals and community planning
Garbage and compost collection
Wastewater treatment
Drinking water
Heritage preservation
Snow removal
Traffic flow
Parking availability
Storm water management
Building Inspection
Sidewalk maintenance (including snow removal)

Very important
Somewhat important





Not very important
Not at all important

9. And how satisfied are you with the job the City is doing in providing this program or service?
This time, our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

And how satisfied are you with? **(READ SCALE AS NEEDED)**

Fire services
Police services
Public transit
Road maintenance
Municipal recreation programs
Municipal recreation facilities such as community centres, sports fields and ice arenas
Parks, trails and other green space
Land use, zoning approvals and community planning
Garbage and compost collection
Wastewater treatment
Drinking water
Heritage preservation
Snow removal
Traffic flow
Parking availability
Storm water management
Building Inspection
Sidewalk maintenance (including snow removal)

Very satisfied
Somewhat satisfied
Not very satisfied
Not at all satisfied

10. How would you rate the overall performance of City staff in working toward achieving Council's priorities for the community? Would you say they are doing a **(READ LIST)**

Very good job
Somewhat good job
Somewhat poor job, or
Very poor job

11. Generally speaking, would you say you approve or disapprove of Common Council's overall performance in setting and supporting staff in achieving their priorities for the City? Would that be strongly or somewhat?

Strongly approve
Somewhat approve
Somewhat disapprove
Strongly disapprove





12. Now please tell me whether you think the City of Saint John is doing a good or a poor job in each of the following areas. The first area is...[INSERT ITEM]. Is the City doing a (READ SCALE)? How about.... (REPEAT SCALE AS NECESSARY)

[RANDOMIZE ORDER]

- Ensuring a safe and caring community
- Improving quality of life for residents
- Preserving the City of Saint John's heritage
- Promoting responsible and quality urban and economic development
- Supporting a strong economy that has different kinds of businesses
- Engaging the community in municipal decisions
- Supporting the community's vision
- Promoting and supporting arts and culture

- Very good job
- Somewhat good job
- Somewhat poor job, or
- Very poor job

13. Considering the services provided by the City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where 1 represents "very poor value" and 10 represents "very good value"

[Scale 1-10]

14. Municipal property taxes are the primary way to pay for services and programs provided by the City of Saint John. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the City to pursue? **[ROTATE 1-4, 4-1] (READ LIST – PICK ONE)**

- Increase taxes – to expand services
- Increase taxes – to maintain services
- Cut services – to maintain current tax levels
- Cut services – to reduce tax levels
- None **(DO NOT READ) [ALWAYS LAST]**

15A. Are you familiar with the City's municipal plan, Plan SJ, and the direction it sets for Saint John's future?

- Yes
- No
- Don't know

[IF YES, CONTINUE; OTHERWISE SKIP TO Q16]

15B. Do you feel that Plan SJ reflects your long term goals and aspirations for Saint John?

- Yes





No
Don't know

CUSTOMER SERVICE & COMMUNICATION

16. Have you contacted or dealt with the City of Saint John or one of its employees in the last twelve months? **(INTERVIEWER NOTE – READ ONLY IF NECESSARY TO CLARIFY FOR RESPONDENT: This includes all civic employees including emergency personnel)**

Yes
No
[IF YES, CONTINUE; OTHERWISE SKIP TO Q20A]

18 Specifically, what Department or service area of the City did you have contact with most recently?
(ACCEPT 1 MENTION)

[RECORD VERBATIM]

19. How satisfied were you with this most recent contact with the City? Were you... (READ LIST)

Very satisfied
Somewhat Satisfied
Not very satisfied
Not at all satisfied

20. And thinking of the last time you contacted the City of Saint John or one of its employees, please tell me how satisfied you were with the [INSERT ITEM]. Would you say (READ LIST)? And how satisfied were you with the [INSERT ITEM]? (REPEAT SCALE AS NECESSARY) [RANDOMIZE]

Staff's knowledge
Les connaissances du personnel
Staff's professionalism
Le professionnalisme du personnel
Staff's helpfulness
La caractère serviable du personnel
Staff's ability to resolve your issue
La capacité du personnel à trouver une solution à votre problème
Staff's ability to understand your needs
La capacité du personnel à comprendre vos besoins
The courteousness of staff
La courtoisie du personnel
The speed and timeliness of service

Very satisfied
Somewhat Satisfied
Not very satisfied





Not at all satisfied

20A. How satisfied are you with your ability to contact the City for inquiries or service delivery?
Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Very satisfied
Somewhat Satisfied
Not very satisfied
Not at all satisfied

20B. In your view, what is the **one** thing that the City can do to improve customer service?
[RECORD VERBATIM]

DEMOGRAPHICS

Now, just a few final questions to complete the survey...

29. In which of the following age categories do you fall? Are you...**(READ LIST – ACCEPT RESPONSE BEFORE FINISHING LIST)**

18 to 24 years of age
25 to 34 years of age
35 to 44 years of age
45 to 54 years of age
55 to 64 years of age
65 to 74 years of age
75 years of age or older

30. How many people, including yourself, live in your household?

[IF 2 OR MORE IN Q30 ASK Q31, OTHERWISE SKIP to Q32]
[IF MORE THAN 10, RECORD AS 10]

31. Do you have any children under the age of 18 living in your household?

Yes
No

32. Are you either primarily or jointly responsible for paying property taxes in your household?

Yes
No

33. Do you own or rent your current place of residence?

Own
Rent
Other (VOLUNTEERED)





34. How many years have you lived in the City of Saint John? **(IF LESS THAN 1 YEAR ENTER 0)**

RECORD NUMBER (RANGE 0 TO 100)

35. What is the highest level of schooling that you have obtained? **(READ LIST)**

Completed high school or less
Some post secondary or completed a college diploma
Completed university degree or post-grad degree

36. Which of the following categories best describes the total annual income, before taxes, of all the members of your household? Please stop me when I get to your category.
(READ LIST – ACCEPT RESPONSE BEFORE FINISHING LIST)

Less than \$90,000
\$90,000 and over
[DO NOT READ] Don't Know/Refused

[IF “Less than \$30,000 to \$90,000” IN Q36 ASK Q37A; IF “\$90,000 and over” IN Q36 ASK Q37B; IF DK/REF, GO TO THANK/CLOSE]

37A. Please stop me when I get to your category. Would that be... **(READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST)**

Less than \$30,000
\$30,000 to just under \$45,000
\$45,000 to just under \$60,000
\$60,000 to just under \$75,000
\$75,000 to just under \$90,000

37B. Please stop me when I get to your category. Would that be... **(READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST)**

\$90,000 to just under \$105,000
\$105,000 to just under \$120,000
\$120,000 to just under \$135,000
\$135,000 to just under \$150,000
\$150,000 and over

This completes the survey. Thank you very much for taking the time to provide feedback.

