



# Ipsos Reid



## City of Saint John Citizen Survey - Fall 2009

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## EXECUTIVE SUMMARY

Residents living in the City of Saint John are proud of their City and believe they enjoy a good quality of life. There is a sense among many residents the quality of life has improved over the past few years due in part to an increased level of construction activity (hotels, retail, and industrial construction) in the City, more jobs for residents and improvements to roads throughout the City.

Local issues or concerns among residents across all wards were determined to be focused primarily on the condition and maintenance of roads as well as water & wastewater related issues. These are clearly the two most important concerns to City residents, regardless of where they live.

Taking into consideration current levels of citizen satisfaction as well as the level of importance for various municipal programs and services offered by the City of Saint John, this Citizen Study determined the priority areas for the City should include drinking water, wastewater treatment, storm water management, snow removal and road/sidewalk maintenance. These are the municipal service areas which are very important to residents and most in need of improvement from the resident's perspective. Municipal services such as fire, police and garbage/compost collection are equally, if not more important to residents but there are currently high levels of satisfaction with these services areas among residents indicating they should be reinforced/maintained as priority areas as well.

While residents of Saint John are much more inclined than those living in other municipalities across Canada to view their City as an attractive destination for tourists, there is a much weaker perception of the City in terms of recreational opportunities offered to residents. The overall performance of the City is strong in terms of promoting tourism, preserving the City's heritage, promoting responsible and quality urban development and supporting the community's vision. The one area of performance which was notably lacking by residents in Saint John was one of engaging the community in municipal decisions.

Resident's perceptions of City Staff and municipal government were well below expectation based on Ipsos Reid municipal norms. In particular, perceptions among residents are more critical than are those in other municipalities in terms of quality of service from City Hall, accessibility of City Staff, responsiveness, accountability and transparency. Opinions on these issues among Saint John residents ranged from 14% to 22% below those of our municipal norms. However, when focusing solely on those residents in the City who had experienced an interaction with City Staff in the past year, the level of overall satisfaction with the contact remains below norm, however specific elements of the customer contact, when explored are much closer to normative levels of satisfaction. For example, residents who interacted with City Staff in Saint John were generally satisfied at levels consistent with those of other municipalities in things such as the courteousness, professionalism, knowledge, understanding, and responsiveness. Areas that remained below norm in this regard included problem resolution and helpfulness. These are the areas where City Staff could work harder with residents to improve overall levels of citizen satisfaction.

Residents in Saint John are best described as moderate in their assessment of the value they receive for their tax dollars and mixed in their opinions as to how the municipality should balance taxation and service delivery. While there are some residents who agree the municipality should increase taxes in order to maintain or expand services, there are just as many who are of the opinion the City should cut services in order to maintain or reduce taxes. This creates the situation where you have two relatively clear factions of residents which for the most part are at cross purposes in terms of how they perceive the government should generate municipal revenues to fund programs/services offered to residents.

Residents of Saint John are supportive of the City of Saint John exploring other means of generating revenue to fund municipal programs and services. Support is strongest for seeking corporate sponsorship for municipal programs and facilities and relatively strong for pursuing public private partnerships. Less support is evident from residents when it comes to user fees – either introducing new fees or increasing current fees.

In terms of the information they receive currently about the City of Saint John, residents have indicated they are interested in receiving more information directly from the City. While currently, newspaper articles are noted as the primary source of information for many residents about the City of Saint John, there is a preference to receive information not only in this manner but also directly from the City via bill inserts, direct mailings, etc. While some residents believe they currently receive just the right amount of information from the City of Saint John, there are more who believe they receive too little information which is a strong indication the City must do a better job communicating with citizens. While many residents are looking for more financial information from the City (tax issues, budget, pension, etc.), more information from a planning and development perspective (i.e. Peel Plaza, Police Headquarters, etc.) and more information to support a strong sense of open and transparent government and decision making, there are some residents looking for fairly specific types of information. For example, new residents and younger residents are most interested in more information on events and recreational opportunities in the City.

While citizens of Saint John believe the City can grow without sacrificing the quality of life enjoyed and six in ten believe the City does a good job managing development and growth in the City, residents fall below norm in their opinion in this regard. Fewer citizens however are of the opinion the City keeps them informed about how it plans to deal with growth. As is often the case, there are those who believe there is the right amount of growth/development in the City and as many who believe there is not enough – few believe there to be too much growth/development underway. Citizens express an interest in receiving information from the City as they embark on an update of the municipal plan and are willing to be involved in workshops, town hall meetings to participate in the municipal plan update.

In summary, residents of Saint John have clearly identified their areas of concern and highlighted specific priorities in terms of municipal programs and services in this 2009 Fall Citizen Survey which are well aligned with Common Council's priorities. By focusing on these areas and making a concerted effort to communicate with and engage citizens in meaningful dialogue on municipal issues, residents of Saint John will be more satisfied overall.

## BACKGROUND AND INTRODUCTION

Ipsos Reid is pleased to present the City of Saint John with detailed findings from the initial Fall 2009 Citizen Survey conducted with residents in October.

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 include citizen satisfaction surveys.

The primary purpose for the Citizen Survey for Saint John is to understand the needs and concerns of residents and to support a desire for continuous improvement in service delivery. Ipsos Reid understood the principle objectives of the study to be as follows:

- ◆ To determine the level of current satisfaction with City of Saint John services in 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 understand the community's needs and identify priorities that Common Council should address to improve municipal service; and
- ◆ To measure the progress the community is making towards achieving its sustainability objectives (where appropriate).

Recognizing this initial Fall 2009 Citizen Survey will serve as a baseline measure of the current status of citizen satisfaction and will guide future improvement, Ipsos worked with the City of Saint John in the design of the questionnaire in order to allow the collection of comparable data in the future to support the desired trend analysis.

Based on our previous experience in conducting research on behalf of municipalities across Canada, Ipsos Reid suggested the City of Saint John also consider including some questions in their Fall 2009 Citizen Survey on the following topics which were known to be of current interest to many municipal governments:

- ◆ **Citizen Communications** – Determine how satisfied residents are with the City of Saint John's communications with them? Through which medium(s) is/are communications between the City and residents preferred? What information are residents interested in receiving from the City? Who is using the City's web site?
- ◆ **Perceptions of Local Government** – Explore how citizens rate the performance of City staff and Council, both overall and in specific areas such as accountability, openness, responsiveness, etc. 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? What do residents prefer in terms of financing options (for new municipal development) – if new money is required, do they prefer tax increases or service cuts?

**Municipal Norms** In addition to looking at the Fall 2009 survey results as a baseline measure for future Citizen Surveys, we believe another valuable means to assess performance is to compare results from the City of Saint John study 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 services, value for taxes, and communications. We will provide in this report access to our municipal norms as part of this project, 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 survey questionnaire consisted of a series of forced-choice and open-end questions and averaged about 20 to 25 minutes in length. As the vast majority of questions were drawn from the Ipsos Reid municipal norm database, the questions were generally standard in order to provide the basis for comparison of results with the municipal norms from across Canada.

### **Data Collection**

Interviews were conducted by Ipsos Reid, by telephone, from October 19<sup>th</sup> – 26<sup>th</sup>, 2009 with 802 residents of the City of Saint John. The overall sample was distributed evenly across the City on the basis of ward residency (as determined on the basis of self-report). It should be noted that not all survey respondents were willing 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.

	<b>Sample Size</b>	<b>Margin of Error</b>	<b>Confidence Interval</b>
<b>City of Saint John</b>	<b>802</b>	<b>± 3.5%</b>	<b>95% (19 times out of 20)</b>
<b>Ward 1 – West</b>	<b>199</b>	<b>± 7.1%</b>	<b>95% (19 times out of 20)</b>
<b>Ward 2 – North</b>	<b>193</b>	<b>± 7.1%</b>	<b>95% (19 times out of 20)</b>
<b>Ward 3 – Central/South</b>	<b>174</b>	<b>± 7.1%</b>	<b>95% (19 times out of 20)</b>
<b>Ward 4 – East</b>	<b>205</b>	<b>± 7.1%</b>	<b>95% (19 times out of 20)</b>

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 800 telephone interviews conducted with residents of the City of Saint John in October 2009.

### ***Resident versus Sample Profile***

Ensuring participants in the Citizen Survey are reflective and representative of the residents of the City of Saint John is an important initial step in this research study. By comparing census based statistics for characteristics such as the age and gender distribution of residents in the City of Saint John with participants in this Fall 2009 Citizen Survey we are able to assess the extent to which the sample is deemed to be representative of the population under study – that being citizens of the City of Saint John.

	Citizen Survey Saint John Residents (n=802)	2006 Census Statistics Canada (City of Saint John)
<b>Age</b>		
18 to 24 years	6%	9%
25 to 34 years	17%	16%
35 to 44 years	20%	18%
45 to 54 years	21%	20%
55 to 64 years	18%	15%
65 years or older	18%	21%
<b>Gender</b>		
Male	44%	45%
Female	56%	55%

Quota sampling was also utilized to encourage sample representation in this 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. While there is a range of variation in some age categories of between 1% and 3%, post hoc weighting could be used to balance this but it is not

deemed to be necessary due to the relatively small variations observed. As a result, the data did not require any weighting to balance the sample to the population in terms of age or gender.

City of Saint John	Sample	Percent	Population	Percent
	802	100%	66,256	100%
Ward 1 – West	199	25%	16,031	24%
Ward 2 – North	193	24%	16,584	25%
Ward 3 – Central/South	174	22%	16,434	25%
Ward 4 – East	205	26%	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.

### ***Citizen Survey Sample Profile by Ward***

In addition to being assured the sample upon which this study is based is reflective of the City of Saint John in total, it is interesting to further profile the sample on a ward by ward basis as this can reveal some unique characteristics by community within the City.

Breaking down the survey sample by ward and reviewing the age and household characteristics as well as other demographic information such as education and household income provides insight into some of the unique characteristics of each ward in the City.

	Total City of Saint John (n=802)	Ward 1 West (n=199)	Ward 2 North (n=193)	Ward 3 South/Central (n=174)	Ward 4 East (n=205)
<b>Age</b>					
18 to 24 years	6%	2%	4%	9%	8%
25 to 34 years	17%	13%	20%	20%	15%
35 to 44 years	20%	20%	19%	18%	22%
45 to 54 years	21%	24%	23%	17%	21%
55 to 64 years	18%	19%	16%	21%	18%
65 to 74 years	13%	15%	14%	10%	12%
75 years or older	5%	6%	4%	4%	4%
<b>Gender</b>					
Male	44%	43%	41%	47%	45%
Female	56%	57%	59%	53%	55%

In reviewing the age distribution of residents by ward it appears that Ward 1 (West) has fewer residents under 35 years of age and more residents over 65 years of age compared to the other municipal Wards. It's interesting to see as well that the proportion of the sample in each ward that is male (or female) remains fairly close to the overall City profile with some variances evident. For example, Ward 2 (North) appears to have fewer males than does Ward 3 (South/Central) as one notable variation.

	Total City of Saint John (n=802)	Ward 1 West (n=199)	Ward 2 North (n=193)	Ward 3 South/Central (n=174)	Ward 4 East (n=205)
<b>Household Size</b>					
1 Person	25%	22%	32%	32%	16%
2 People	38%	39%	35%	36%	43%
3 People	16%	18%	14%	14%	19%
4 Or More	20%	20%	20%	19%	22%
<b>Have Children in Household (18 Years of age or Younger)</b>					
Yes	39%	33%	45%	41%	40%
No	61%	67%	55%	59%	60%

In comparing the ward profiles on the basis of household size and presence of children (under 18 years in the home) it appears that there are more single person households in both Ward 2 (North) and Ward 3 (South/Central) than in Ward 1 (West) or most notably Ward 4 (East). In terms of the presence of children in the home, residents in Ward 1 (West) are least likely to have children in the home while those living in Ward 2 (North) are most likely to have children at home 18 years of age or younger.

	Total City of Saint John (n=802)	Ward 1 West (n=199)	Ward 2 North (n=193)	Ward 3 South/Central (n=174)	Ward 4 East (n=205)
<b>Home ownership</b>					
Own	61%	77%	50%	42%	70%
Rent	38%	21%	50%	57%	28%

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 just 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 42% in Ward 3 (South Central) and just half of those in Ward 2 (North) reporting ownership of their home, it is clear this is a distinguishing characteristic among wards.

Household income is certainly another area where there are some variances noted among ward residents. Consistent with the higher levels of home ownership, there is also a notably higher level of household income among residents living in Ward 1 (West). Interestingly, the same can not be said for residents in Ward 4 (East) which also had higher levels of home ownership where household incomes are more moderate. The lowest levels of household income are evident in Ward 3 (South/Central) and Ward 2 (North) which are also the wards with higher levels of single person households, thus in

some cases this lower level of income may be as much a result of smaller households as opposed to lower earning or income levels of individuals.

	Total City of Saint John (n=802)	Ward 1 West (n=199)	Ward 2 North (n=193)	Ward 3 South/Central (n=174)	Ward 4 East (n=205)
<b>Household Income</b>					
Less than \$30,000	20%	13%	24%	24%	19%
\$30,000 to \$59,999	28%	22%	25%	36%	30%
\$60,000 to 89,999	16%	17%	14%	17%	15%
\$90,000 and over	19%	28%	21%	11%	16%
Don't Know/Refused	17%	20%	16%	11%	20%

In comparing the educational attainment of residents living in each Ward who participated in the Citizen Survey, it's interesting to note there are more university graduates living in both Wards 1 and 2 than there are living in either Wards 3 or 4.

	Total City of Saint John (n=802)	Ward 1 West (n=199)	Ward 2 North (n=193)	Ward 3 South/Central (n=174)	Ward 4 East (n=205)
<b>Education</b>					
Completed high school or less	31%	24%	33%	33%	36%
Some post secondary or completed a college diploma	40%	41%	33%	44%	41%
Completed university degree or post-graduate degree	28%	33%	34%	22%	23%

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 develop a profile of each Ward to encourage understanding of some of the specific resident needs and concerns which are more unique to those living in specific communities 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 with some education beyond high school; there are fewer one person households among residents living in Ward 1 and fewer children living in the homes.

**Ward 2 (North):** Slightly younger residents living in Ward 2 (one in four under 35 years of age), with a higher proportion living in single-person households as well as a higher proportion of residents living in households with children under 18, there are slightly more females as well living in Ward 2 with only modest levels of home ownership;

household incomes are lower and while there is a reasonably high proportion of residents with university education, there are as many with only high school or some post-secondary education; this is truly a diverse ward in terms of demographic characteristics.

**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 there is a higher proportion of males as well living in this ward; there is a higher proportion of residents in this ward who rent than in any other part of the City and household incomes tend to be lower than average for the City overall.

**Ward 4 (East):** Residents in Ward 4 mirror the City overall in terms of age distribution however there are definitely fewer single person households in Ward 4 compared to the other wards in the City, there is a higher percentage of residents who own their home in Ward 4 with education being somewhat lower 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 **most important local issue** facing the City today, which is the one issue they believe, should receive the greatest attention from their local leaders?

Most Frequently Mentioned Local Issues (Total Mentions)	Total (n=802)	Ward 1 (West) (n=199)	Ward 2 (North) (n=193)	Ward 3 (Central) (n=174)	Ward 4 (East) (n=205)
Roads (Condition)	37%	38%	33%	33%	42%
Water & Wastewater	23%	22%	27%	21%	24%
Taxes (Property, Too High)	13%	17%	14%	8%	12%
Employment (Lack of Jobs)	12%	9%	14%	10%	13%
Crime	6%	4%	7%	9%	6%
Harbor Cleanup	6%	7%	7%	4%	5%
Planning/Development	6%	6%	6%	7%	4%
Poverty	6%	3%	5%	7%	6%
Recreation & Facilities	5%	6%	6%	4%	5%
Environment	5%	2%	5%	4%	9%
Flooding	5%	2%	4%	4%	9%
Pension Related Matters	4%	2%	5%	2%	6%
Police (New Station, Staffing)	4%	5%	3%	3%	3%
Health Care	4%	4%	3%	2%	5%

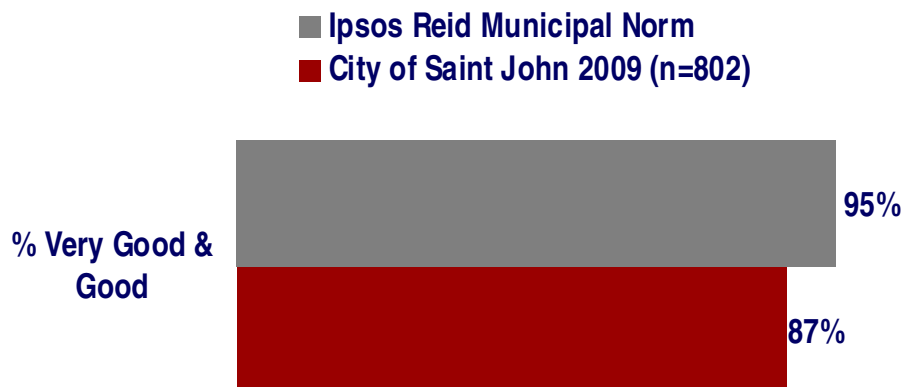
With infrastructure (condition of roads) leading the list in terms of total mentions among all City residents (each respondent was allowed to mention up to two issues of concern), it is worth noting this one local concern was also mentioned most often as the number one local issue of concern as well among residents (23%). Regardless of the area or ward in which they live, the condition of roads was mentioned consistently more often

than any other issue. Second among the list of concerns cited by residents were issues related to water & wastewater – once again a consistent concern expressed across all ward residents. High property taxes ranked third overall, just ahead of employment related issues, in terms of importance as a local concern to residents in all but one ward (Ward 3 – South/Central). Not surprisingly, the issue of high property taxes was of more concern to residents’ in Ward 1 (West) where there is a higher proportion of homeowners living (i.e. direct taxpayers). Somewhat down the list overall but acknowledged as issues more relevant and more concerning to Ward 4 residents are issues related to both the Environment and Flooding – these appear to be issues of more concern to residents in this one ward than they are to those living in other parts of the City.

While roads are of concern to all residents, regardless of where they live, their age or home ownership status, there are varying levels of concerns for some of the issues on the basis of age, income or other resident characteristics. For example, water & wastewater issues become increasingly more of a concern among older residents. Only 16% of residents under 35 years of age are concerned about this issue, while 23% of those 35 to 64 are concerned and 33% of those 65 or older are concerned about water/sewerage issues. Taxpayers and home owners are also more concerned about this issue than are their counterparts. Much the same is true when you look at who is most concerned about tax issues (high property taxes, etc.) – those who own their homes and those who pay taxes are more concerned than are those who don’t.

### ***Quality of Life in the City of Saint John***

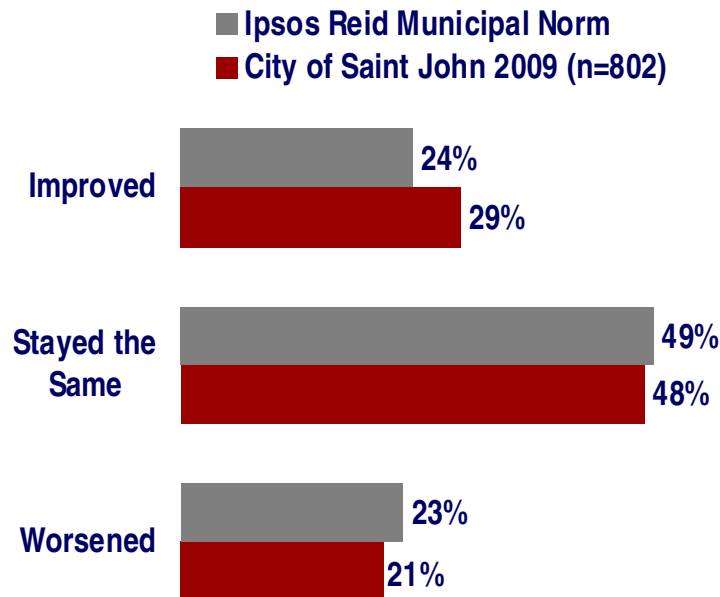
How citizens rate their overall quality of life is one of the areas with which Ipsos Reid is able to provide the City of Saint John with a normative basis of comparison from other Canadian municipalities providing context in which to evaluate or interpret the strength (or weakness) of the City’s own results.



Results are consistent across all wards in the City with residents rating their overall quality of life in the City of Saint John as being very good or good. While this is somewhat lower than the municipal norm, it remains relatively close to the norm of 95% overall.

While one might expect to see variations in this regard among young and old residents, overall there is a consistent perception that the quality of life in the City is very good or good. That said, there are a few more older residents (65 years & older) who rated their quality of life as “very good” (23%) when compared to both the younger (11%) and middle-aged (13%) residents in the City but overall when combined very good and good there was no variation in opinion in this regard. Residents living in households with higher levels of household income and education were also more inclined than others to rate their quality of life as “very good” but once again, in total, these groups were no more likely than any others to rate the City as offering a “very good/good” quality of life.

### Past 3 Year Trend – Quality of Life



Generally consistent with Canadian citizens living in other municipalities, opinions vary among residents as to whether the quality of life has improved over the past three years. While many feel it has remained much the same, there are slightly more residents in Saint John who believe the quality of life has in fact improved over the past three years than there are of the opinion it has worsened. Residents who are most inclined to believe the quality of life has improved include younger residents (35% of those under 35 years of age expressed this opinion), residents with higher levels of household income (36% of those living in Households with \$75,000 or more income) as well as both those who are new residents of the City (37% of those living here for less than 6 years) and those who have been living in the City for awhile (38% of those living here 16-20 years).

Among the 29% of residents overall who expressed the opinion the quality of life in the City has improved over the past few years, the main reasons they gave for this improvement included the following (percent of base of 231 residents):

- ◆ More development/projects/business .....29%
- ◆ Improvements with employment.....25%
- ◆ Improvements to roads/infrastructure.....13%
- ◆ Government/City Council doing a better job .....11%
- ◆ More/better retail/restaurants .....10%
- ◆ Good/better recreation programs .....8%
- ◆ Cleaner .....7%
- ◆ Crime is down .....6%
- ◆ Improvements to housing .....6%
- ◆ Stronger/Better economy .....6%
- ◆ Better parks/trails/looks nicer .....5%
- ◆ More vibrant/more energy/things to do.....5%
- ◆ Better/more positive outlook.....5%

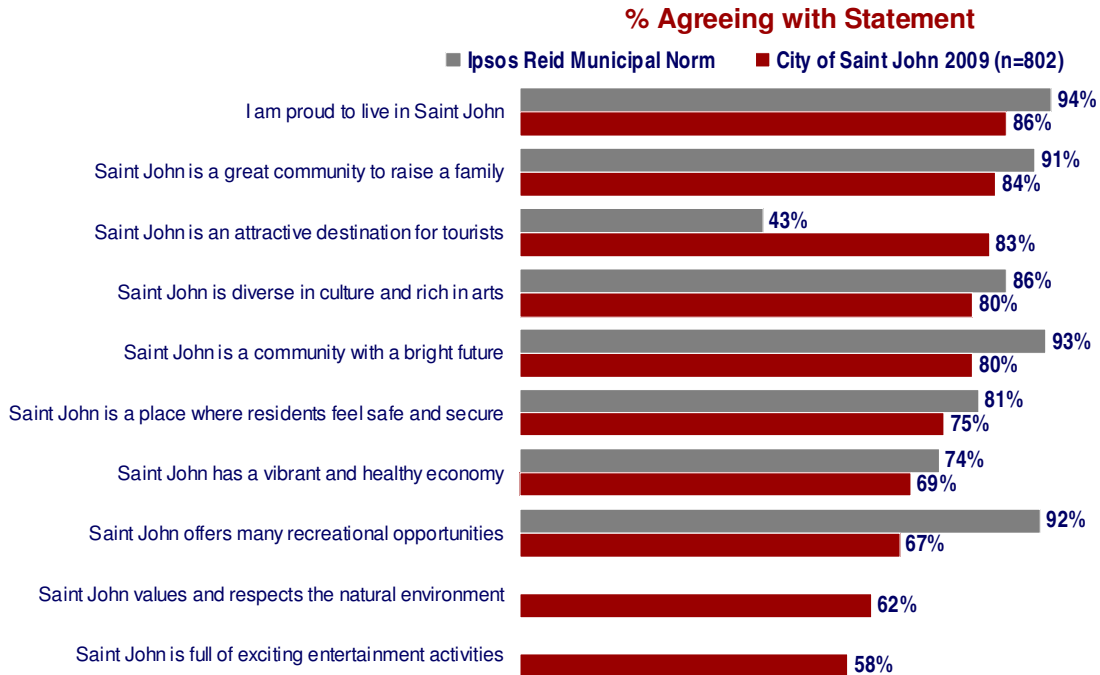
In contrast, among the 21% of residents overall who believed the quality of life in the City had worsened, the main reasons they cited for their opinion were as follows (percent on base of 167 residents):

- ◆ Government/mayor/city council issues  
(poorly run, no leadership) .....25%
- ◆ Employment issues (lack of jobs,  
employing workers from away, low wages) .....18%
- ◆ Infrastructure/poor road conditions.....17%
- ◆ Crime issues (drugs/violence) .....14%
- ◆ Tax issues (too high).....11%
- ◆ Water/Wastewater (poor water quality, high cost) .....7%
- ◆ Planning/development issues .....7%
- ◆ Poor services (cutbacks).....5%
- ◆ High cost of living.....5%

Additional responses to both questions, how they quality of life has improved and worsened may be reviewed in the data tables for all those responses which were provided by fewer than 5% of the sample base 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 strengths and weaknesses of the municipality.



Comparing the City of Saint John results to those of the Ipsos Reid municipal norm, there are many areas where the opinions of Saint John residents are much the same as those who live in other municipalities across Canada.

Residents are much like others in the pride they express living in their City, believing their community is a great place to raise a family, their's is a community diverse in culture and rich in arts, a place where residents feel safe and secure and with a vibrant and healthy economy.

The City of Saint John truly outperforms the Ipsos Reid municipal norm in terms of being perceived as an "attractive destination for tourists". This opinion is strongest (in terms of complete agreement) among the City's older citizens, lower income residents as well as those who've lived in the City for more than twenty years and who rent their home. Overall, however when you consider the percent who agree, either completely or mostly, that Saint John is an attractive destination for tourists there is consistent opinion among all residents, regardless of their age, tenure in the City, household income, education, home ownership or where in the City they live.

There were two areas where residents tended to rate their City below that of the Ipsos Reid municipal norm and they included the following:

- ◆ Saint John offers many recreational opportunities; and
- ◆ Saint John is a community with a bright future.

Residents who are most critical of Saint John in terms of offering recreational opportunities include those with larger households (four or more people) and with children 18 years of age or younger living in their household.

While there is still a very high proportion of residents who agree that “Saint John is a community with a bright future” with eight in ten residents of this opinion, it remains that in other municipalities across Canada this opinion is one held among an even higher percentage of their residents on average. Residents in Saint John who are less inclined to rate the City as having a bright future include those living in Ward 3 (South/Central), those between 35 to 64 years of age, newer residents of the City and those who are university educated.

While Ipsos Reid municipal norms were not available for comparison purposes, there were two additional areas measured in this Citizen Survey, both which tended 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.

While in both cases, about six in ten residents expressed agreement with each statement, there were some who were more critical than others in their opinion.

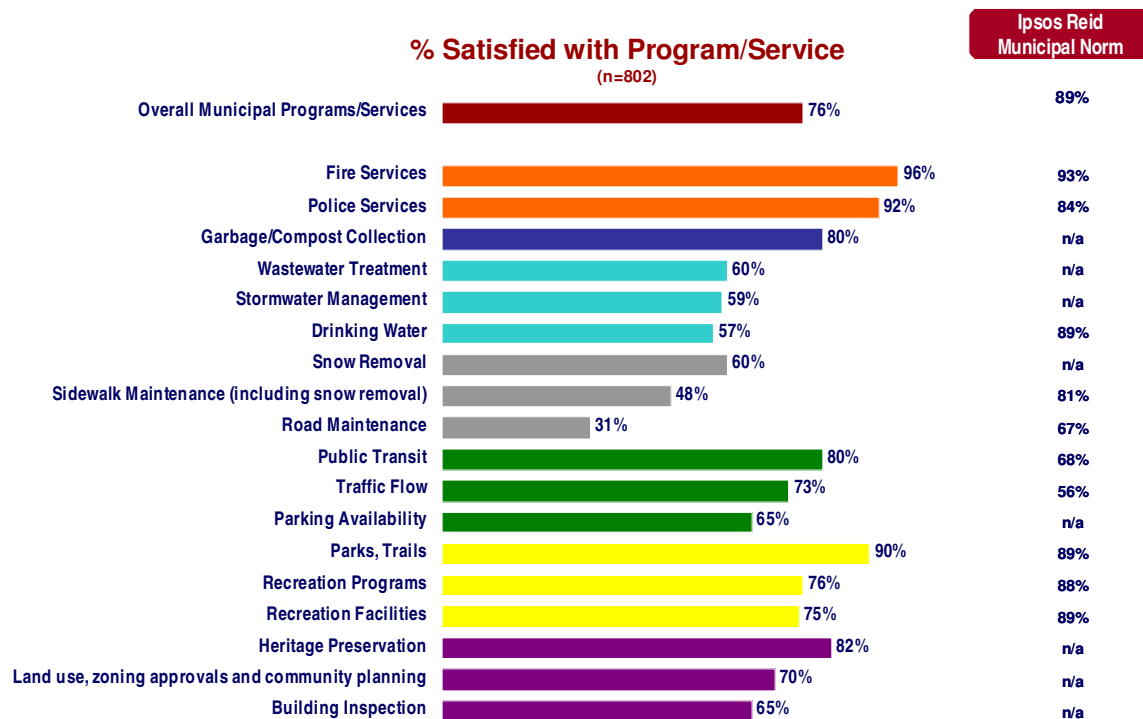
In terms of valuing and respecting the natural environment, residents who were most critical (expressing lower levels of agreement) lived in Ward 4 (Eastern Portions of City), were younger residents - under 35 years of age, lived in larger households and with children in the household, lived in moderate income households, newer residents of the City generally and well educated residents.

Residents who were slightly less inclined to agree that the City is full of exciting entertainment activities tended to be younger and middle-aged more so than older residents, live in middle-to-upper income households, reasonably well educated and living in households with three or more people, with children and people who pay taxes directly.

## Municipal Programs and Services

With three-in-four City residents reporting they are satisfied with overall municipal programs and services compared to the Ipsos Reid municipal normative measure of 89%, this suggests residents in Saint John are somewhat less satisfied than residents in other municipalities across Canada on an overall basis.

While few residents expressed complete satisfaction with the overall level and quality of services and programs (9%), most were somewhat satisfied in this regard (68%). It remains that just less than one-in-four residents were to some extent dissatisfied overall with programs and services offered by the City of Saint John. Residents who were most likely to be at least satisfied overall with programs/services offered by the City include younger residents (under 35 years of age), households with children, those who do not pay municipal taxes directly and those who have lived in the City for more than fifteen years.



As illustrated in the graph above, there are many specific areas of municipal service and programs where residents in the City are actually more satisfied than would be expected if compared to other municipalities in Canada.

Police Services are one area which stands out as a clear area of strength among residents in the City when levels of satisfaction are compared for City of Saint John residents (92%) to those living in other communities across the country (84%). With more than nine-in-ten residents across all wards in the City and consistently high levels of satisfaction in the range of nine-in-ten among various sub-groups of residents, it is

clear there are very few issues of concern in terms of resident satisfaction with the Police services in the City. By focusing on those who are most satisfied in that said they were “completely satisfied” with Police Services in the City we see that residents living in Ward 2 (North) were more satisfied than other ward residents. As well, older residents (66% of those over 65) are notably more likely to be completely satisfied than younger residents (41% of those under 35 years of age; longer term residents and lower income residents are also among those most likely to be “completely satisfied” with police services. This is an interesting sub-group who express the most satisfaction with Police Services as to some extent they are among some of the most vulnerable residents of the City (lower income, older residents, living in Ward 2 which includes the Old North End, an area well known for criminal activities in the City).

Fire Services received the highest levels of “complete satisfaction” with three in four residents expressing their complete satisfaction with municipal fire services. In reviewing residents who were most satisfied with Fire Services it appears residents in Ward 4 are quite notably less satisfied (64% completely satisfied) than residents living in other parts of the City (77% to 82% completely satisfied in all other wards); younger residents are slightly less satisfied than older residents as are those who are living in higher income households (67%) compared to those living in lower income households (83%).

Other areas of service which received higher than expected levels of citizen satisfaction include the Public Transit service and Traffic Flow in the city. Older residents were most satisfied with Saint John’s public transit services as were those with lower levels of both household income and education – again this aligns nicely with their user base – those most likely to require and use public transit services in the City are well satisfied with what they are offered. Traffic flow is a greater source of complete satisfaction to residents living in Wards 2 and 3 as well as those who’ve lived in the City for 16-20 years.

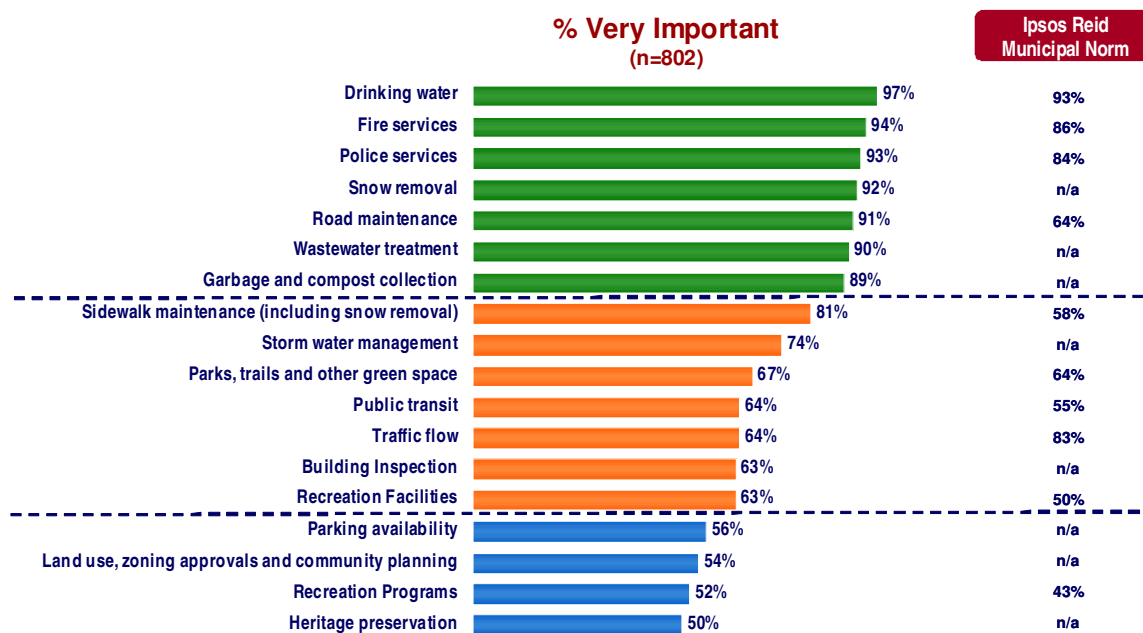
Drinking water was one of the areas which fell well below the municipal norm in terms of citizen satisfaction. With less than six-in-ten residents satisfied with the Drinking Water compared to an expected level of satisfaction in the range of nine-in-ten, this is clearly an area of weakness and concern among residents living in the City. Residents who are least satisfied with their drinking water live in Wards 2 and 4, are younger residents under 35 years of age, rent their home, are new residents to the City and are well educated.

Others areas which fell somewhat below the expected levels of satisfaction were related to one another – recreation programs and recreation facilities. Resident levels of satisfaction were consistent across all sub-groups and regional boundaries and ranged between 70% and 80% in terms of “satisfaction”.

While municipal norms are not available to provide context for all the municipal programs or services rated in terms of citizen satisfaction among residents of the City of Saint John, some of the areas which appeared to be strong in terms of satisfaction included Heritage Preservation and Garbage/Compost Collection.

Heritage preservation was an area where the City of Saint John was rated very highly by residents in terms of satisfaction. Younger residents (90%) were most satisfied while those with higher levels of education were marginally less satisfied than others in this specific area. Garbage and compost collection is another area which was well-rated in terms of satisfaction among residents with no notable variations in opinion evident across regional boundaries or among demographic sub-groups of the population.

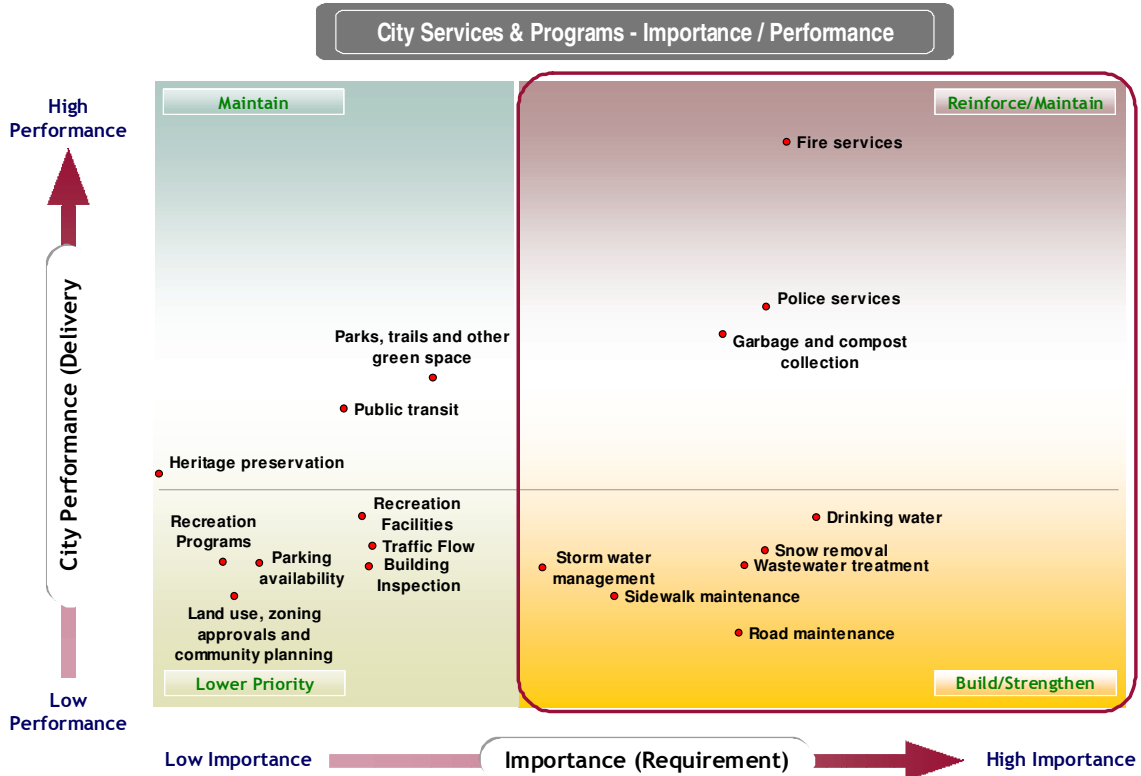
While measures of satisfaction were obtained from residents for the variety of program and service areas offered by the municipality, the Citizen Study also explored the level of importance citizens felt each offered to them personally. By understanding the level of importance resident's place on each municipal program or service, it is possible for the municipality to better prioritize areas in need of improvement that will deliver the most benefit to City residents.



As you would expect, emergency services (fire and police) and life basics such as drinking water, snow removal, road maintenance, wastewater treatment and garbage/compost collection lead the way in terms of the services which virtually all residents consider to be of the utmost importance. Of high to moderate levels of importance are those programs/services that are noted above in orange while lower levels of importance are attached to services such as parking, planning, 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 their requirements there is generally consistent high ratings on all the “tier 1” programs/services (the ones in green above) among all City residents. There is certainly more variation in opinion evident among residents when it comes to the services/programs which are falling into the lower tiers in terms of importance (i.e. orange or blue).

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 those 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 delivered currently at the highest level are in the upper right hand quadrant of this chart.

**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 these services as critical services which need to be reinforced and/or maintained at this same high level.

**Build/Strengthen**

There are a number of important service areas which should 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 less satisfied with – drinking water, snow removal, wastewater treatment, storm water management 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.

**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. These services should be maintained and include heritage preservation, parks/trails/other green spaces and public transit.

**Lower Priority**

This lower left quadrant includes programs/services that are of lower levels of importance to residents but with which there are lower levels of resident satisfaction, however they must be considered lower level 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.

***Municipal Government Performance***

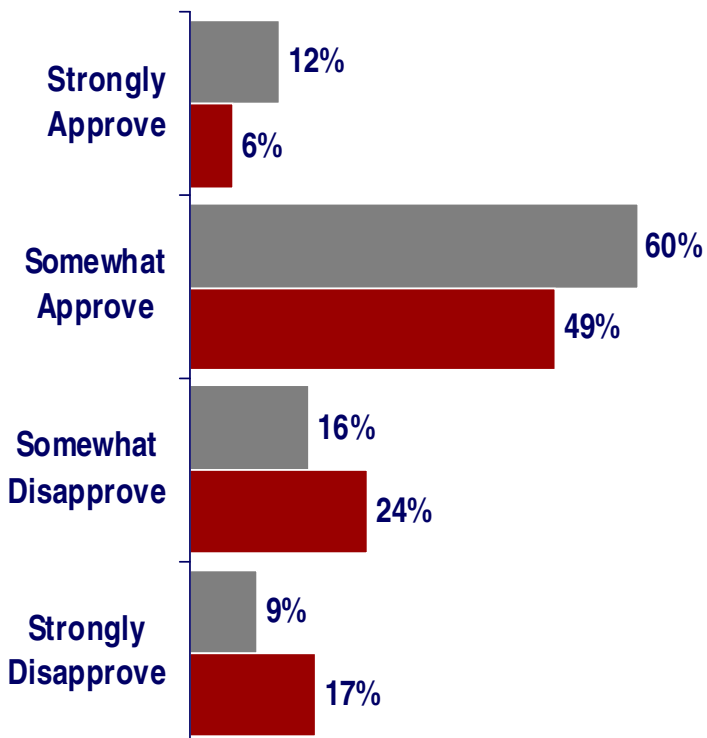
While the focus of this study is clearly on the delivery of municipal programs and services and not that of performance among elected officials, there was an opportunity in the survey for citizens to offer their level of approval for the performance of Common Council.

Compared to normative expectations, residents of the City of Saint John were more critical of their assessment of Council’s performance. While overall 55% of City residents approved of Council’s performance (compared to a norm of 72%) there were 41% who disapproved (compared to a norm of 25%) of their performance.

The level of approval among residents living in Ward 3 is highest (63%) while it’s lower among those living in Ward 1 (50%) and Ward 4 (52%).

**APPROVE PERFORMANCE OF COMMON COUNCIL**

■ Ipsos Reid Municipal Norm ■ City of Saint John 2009 (n=802)



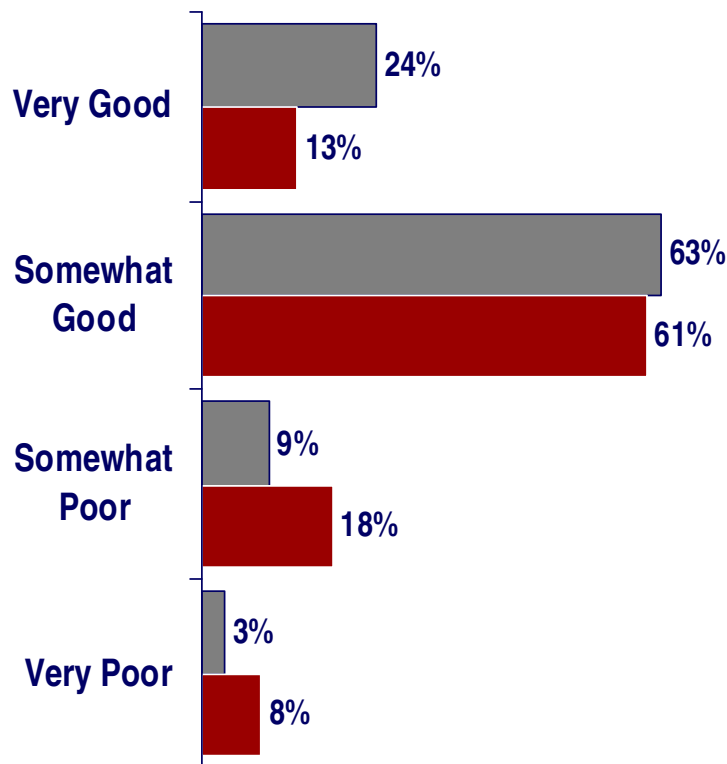
Younger residents (under 35 years of age), those living in households with children, who rent their home, newer residents to the City and those living in lower income households, with lower levels of education are most likely to approve of the overall performance of Common Council. Older residents (65 years & older), homeowners, taxpayers and those with higher household incomes and better levels of education are among those most critical of the performance of Saint John's Common Council.

### ***Municipal Staff Performance***

Consistent with the approval of Common Council, city residents were also offered 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 was doing a very good, good, poor or very poor job overall.

## PERFORMANCE OF CITY STAFF

■ Ipsos Reid Municipal Norm   ■ City of Saint John 2009 (n=802)



While City residents were somewhat more critical in their assessment of their City staff compared to residents in other municipalities across Canada, the percent combined who believe staff are doing a “good job” in Saint John (74%) is somewhat below that of other municipalities. There were twice as many residents in Saint John (26%) who rated the performance of their City staff as being “poor” as there were in other Canadian municipalities (12%).

Among residents who were most critical of City Staff were those who pay taxes directly to the City (28% rated the job as poor or very poor) versus those who do not (21%) and those who live in their own home (29%) versus those who rent (21%). Residents who’ve lived in the City from 11-15 years (37%), those living in higher income households (30%) and those with university education (31%) were also most likely to rate city staff’s performance as being poor to some extent.

### Overall Municipal Performance

The extent to which residents believe the City of Saint John is doing a good job at a variety of activities typically related to municipal roles and responsibilities are summarized in the following graph. Resident perceptions are once again compared to those of other Canadians who rated their own municipality’s performance on many of the same measures.



Residents are very positive in their assessment of the City of Saint John in terms of promoting and supporting tourism, in fact Saint John residents are more positive in this assessment than are other residents living in municipalities across Canada.

Interestingly, those residents who are new to the City, those living in lower income homes, those who rent their homes and don't pay taxes are most positive in their assessment of the job the City is doing in this regard.

Another strength consistent with earlier survey results in terms of resident satisfaction with Police Services is that of the municipality doing a good job ensuring residents have a safe and caring community in which to live. With ratings ranging from 79% to 88% who rated the job the City of Saint John is doing in this regard as very good or somewhat good, it is clear residents are generally pleased with this aspect of their community.

Preserving the City's heritage was also well rated in terms of resident's satisfaction and once again stands out as a clear strength for the City of Saint John. As one of Canada's oldest cities, this is without doubt an important aspect of our community for many citizens. While younger residents (90%) are more positive in their assessment than are their older counterparts (79%), it remains a strength in terms of performance regardless.

One area that was rated more highly by residents of Saint John compared to the Ipsos Reid municipal norm was that of promoting responsible and quality urban development. Those who were most positive in their evaluation of performance in this regard included residents living in Ward 3, younger residents (under 35), people living in households with four or more people, people living with children in their household, those who do not pay property taxes directly and those who rent their home. As well, residents with lower levels of education were more positive in their assessment than were their better educated counterparts.

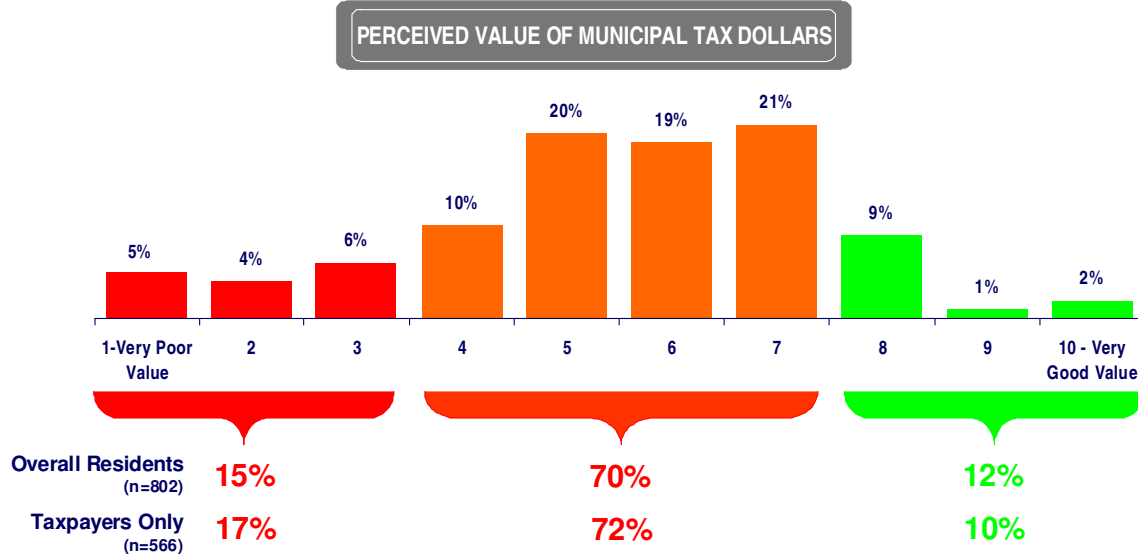
Promoting and supporting arts and culture was another aspect of the City that was recognized by the majority of residents as being somewhat good or very good in terms of performance. Once again younger, newer residents in the City as well as those living in rental accommodations and living in Ward 3 are most positive in their perception of the job the City is doing promoting and supporting arts and culture in the City.

Supporting the community's vision is one other area of study where residents in Saint John were more positive than their counterparts in other Canadian municipalities (scoring above norm). Residents in Ward 3, younger residents, renters and non-tax payers, lower levels of household income and education are most positive in this assessment of municipal performance.

A few of the areas where resident's tended to fall slightly below norm were related to providing the best services it can for the revenue that is available, improving quality of life for residents and engaging the community in municipal decisions. Protecting the natural environment was actually determined to be at normative levels with about two-thirds of Saint John residents rating the performance of the City as good/very good – much as it would be in any other municipality across Canada (on average).

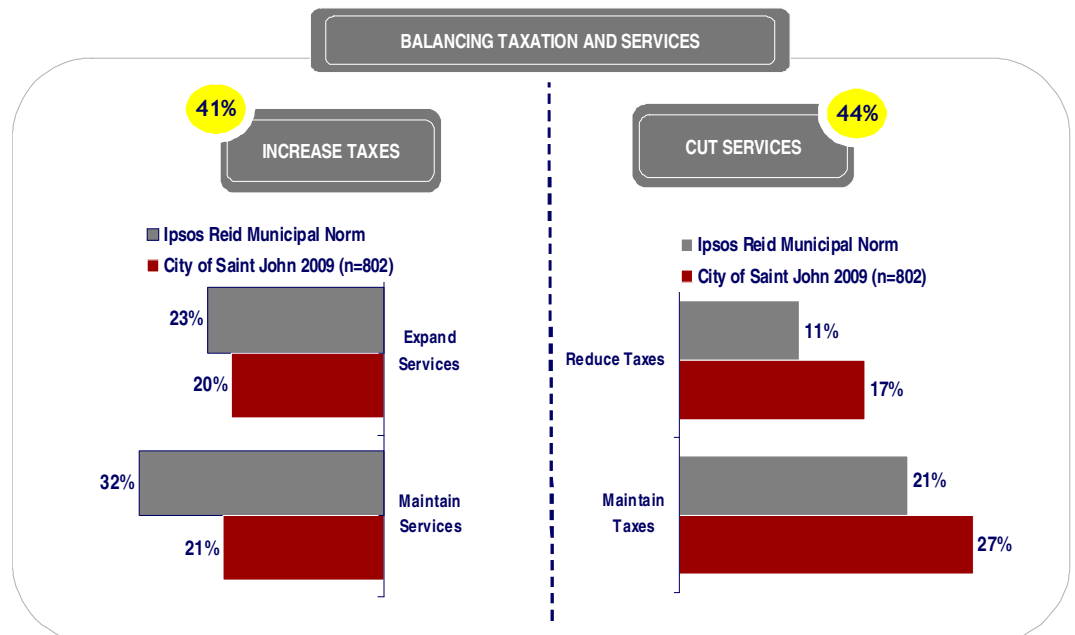
## Perceived Value of Municipal Tax Dollars

The extent to which residents believe they are receiving good value for their tax dollars was determined as well in the Fall 2009 Citizen Survey. As illustrated in the following graph, the majority of residents perceive their value for municipal tax dollars to be moderate or middle of the road. With an average score of 5.3 overall, there is clearly room for some improvement in this important citizen assessment.



It's interesting to compare the perceptions of overall residents with those specifically of tax payers in the City. While taxpayers compared to non-tax payers reveal a bit more disparity in opinion, the trends are relatively similar overall.

Efforts to balance levels of taxation with service delivery are difficult for all municipal governments, particularly given the wide disparity in citizen perceptions as to how this should be achieved.



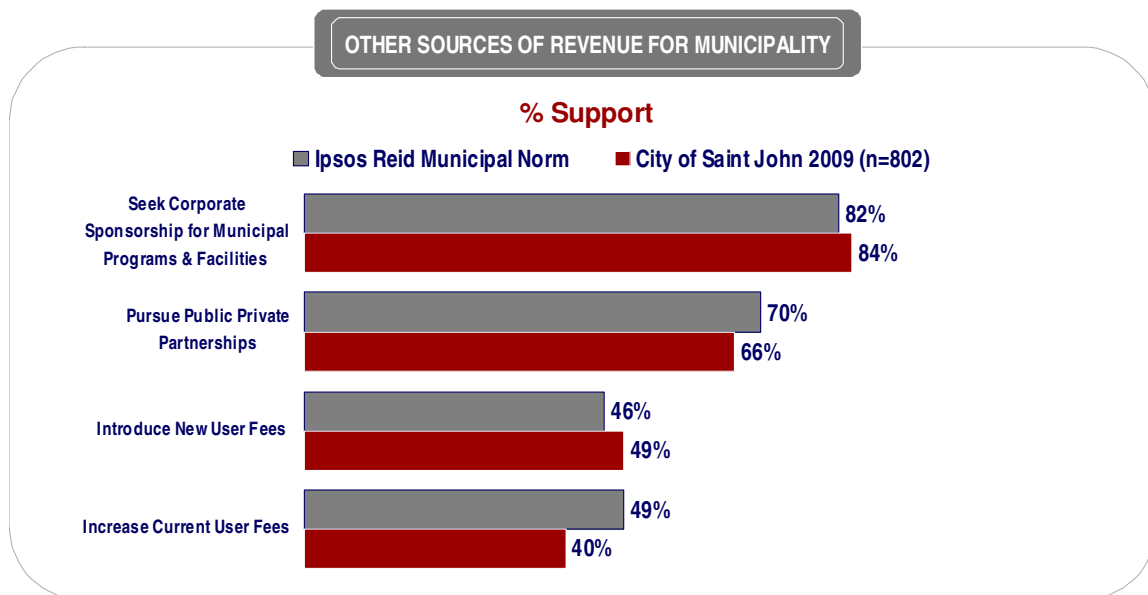
With such clear division between how residents in Saint John believe the City should proceed in terms of balancing taxation to pay for services and programs provided by the City of Saint John, this only serves to underline just how difficult a task it is in municipal government to please the people.

With 41% preferring the City increase taxes, either to maintain services at their present level (21%) or to expand services (20%) and just slightly more (44%) preferring the City cut services, to maintain the current tax level (27%) or to reduce taxes (17%) it is clearly an area of great divide in opinion.

In comparing preferences of those who pay property taxes with those who don't, it's interesting to note that just 38% of tax payers compared to 50% of those who don't 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 45% compared to 39% of non-tax payers. There was a small proportion (about 13%) of taxpayers who preferred neither tax increases nor service cuts as a means to balance taxation and service delivery levels. Lower income residents were more supportive of cutting services to reduce taxes compared to all other higher income residents in the City.

In addition to adjusting the property tax/service delivery balance, the City of Saint John has the option to generate other forms of revenue. The extent to which residents support or oppose a variety of options to generate additional revenue to pay for services and programs was determined.

The level of support among residents with regard to each of the other sources of revenue that could be used to fund municipal programs or services is noted below in the graph.



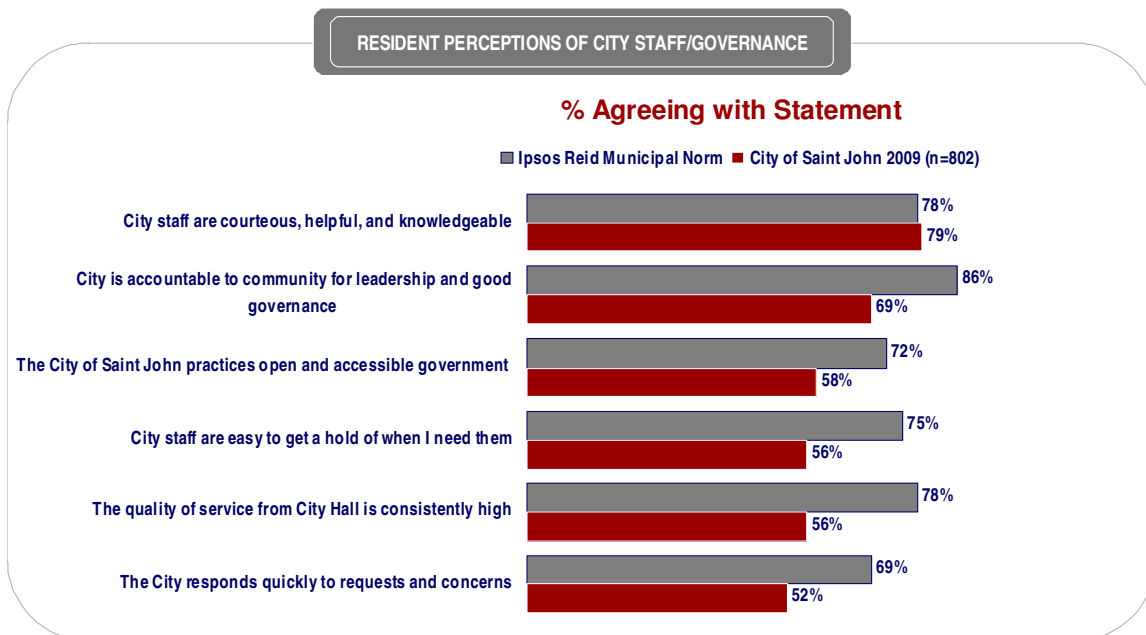
There is very widespread support among residents of the City of Saint John for generating other revenue through corporate sponsorship for municipal programs and facilities. Clearly residents of Saint John and elsewhere support this type of municipal revenue generation. Residents who are most supportive of generating revenue through corporate sponsorship include those 35 to 64 years of age, better educated and living in the higher income households in the City.

While also supported by residents in Saint John (and in other municipalities), albeit to a lesser extent than corporate sponsorship is the pursuit of generating other municipal revenues through “Public Private Partnerships”. Taxpayers were more likely to express strong support for revenue generation through public private partnerships than were their non-tax paying counterparts. New residents to the City as well as those in higher income households and with higher levels of education are also more strongly supportive of this form of revenue generation for the municipality.

User fees, both in terms of introducing new fees or increasing existing fees, are supported by fewer than half of all City residents. In fact, when looking at strong levels of support, there are only in the range of one in ten residents who strongly support user fees as a means of generating additional municipal revenue to fund programs/services.

### Perceptions of City Staff/Governance

The extent to which residents agreed or disagreed with a series of statements about the service levels provided by the City of Saint John based on their personal dealings as well as anything they may have read, seen or heard were explored.



In comparison to the Ipsos Reid municipal norms, perceptions among residents living in the City of Saint John of City staff and general governance tend to be more critical than residents of other municipalities across Canada with the one exception being “city staff are courteous, helpful and knowledgeable”.

Although below the Ipsos Reid municipal norm, there is clearly an acknowledgement among residents overall that the City is accountable to the community for leadership and good governance. Agreement in this regard is strongest among younger residents as well as those who rent their homes and those who do not pay taxes directly, newer city residents, those who live in lower income households and with lower levels of education.

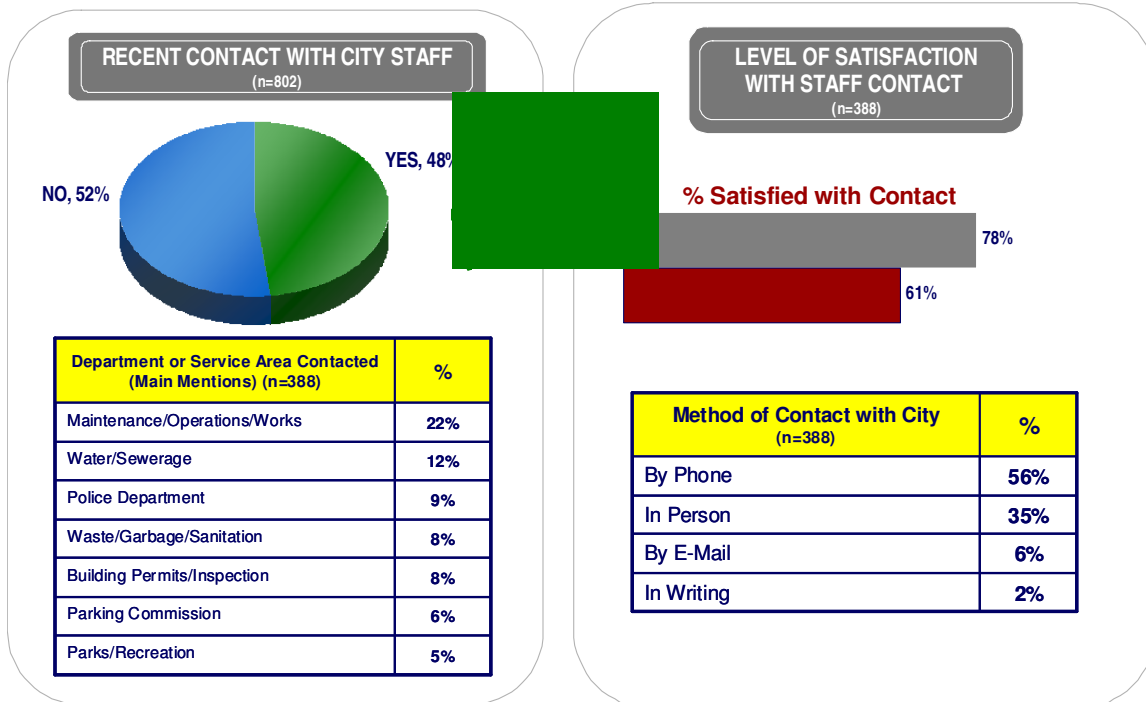
The level of agreement among residents in terms of the City of Saint John practicing open and accessible government was also a more strongly held opinion among the younger, new residents of the City, with moderate levels of education but with lower levels of household income who rent their home and do not pay taxes.

Accessibility of staff was more positive among residents who have lived in the City for 11-15 years, with some post-secondary education, live in households of two or four people.

The opinion the quality of service from City Hall is consistently high was most positive among renters (and those who do not pay taxes) as well as those who live in lower income households and those with lower levels of education.

Renters, those in lower income households and with moderate levels of education were more likely than other residents to agree the City responds quickly to requests and concerns.

While perceptions are important, they are generally based on what people see, hear and read. In this study, we also wanted to explore in more detail the actual experiences of City residents who had personal interactions during the past year with City staff.

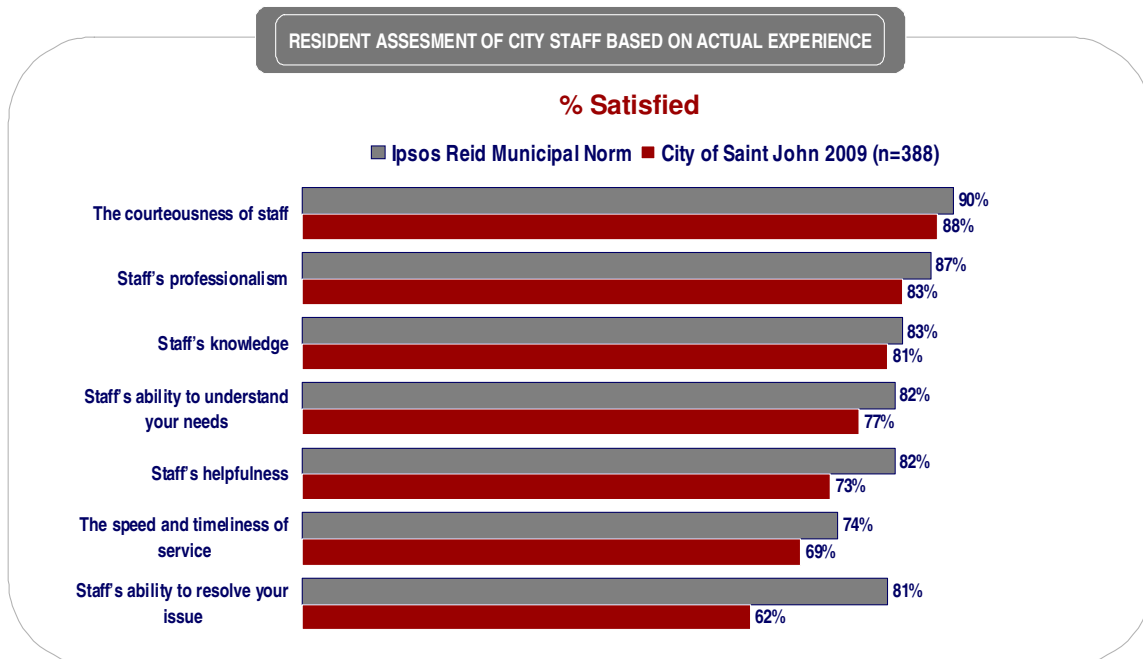


By selecting only those City residents who had recent contact with City staff (which includes all municipal employees such as police and fire as well as maintenance, operations, etc.) and measuring their level of satisfaction with their overall interaction we're able to see that while still below normative levels, the service levels are somewhat closer to expectation than if based solely on perceptions.

By focusing on the 48% of residents in the Citizen Survey who reported having had a personal interaction in the past 12 months with municipal employees, we're able to target those citizens with actual experience. It's interesting to note that residents in Wards 1 and 2 were more likely than others to have had an interaction with City staff as did homeowners and taxpayers in the City. Others with more frequent interaction with municipal staff include those living in higher income households and those who are better educated.

The majority of the interactions with city staff were by phone or in person with only a very small percentage of those with contact reporting written communications such as email or writing a letter. The most common employee groups which people interacted with where maintenance/operations/works department/road repair employees followed by water/sewerage employees, police, the sanitation/compost workers, building permit/inspection services, parking commission and recreation and parks staff. With only 3% overall reporting an interaction with Council and 3% reporting interaction with the Mayor, it is clear the majority of interactions are occurring with municipal employees, not elected officials.

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

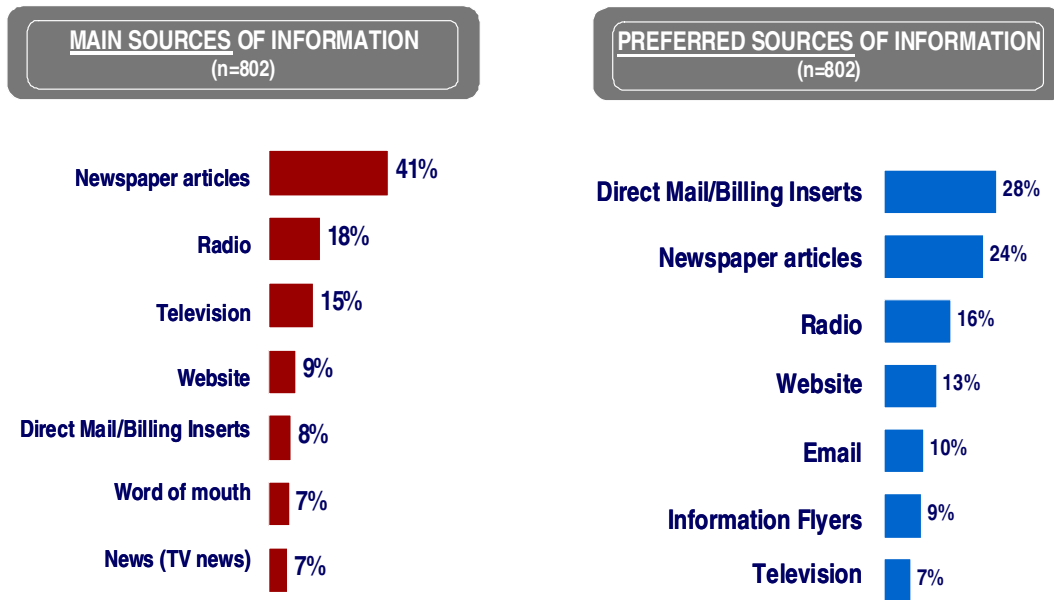


In comparing the assessment of City staff among residents who experienced an actual interaction, there is clearly a much stronger evaluation than was evident based more just on overall perceptions (what they have seen, heard or read) among all residents. While there remain a few areas below normative measures (i.e. staff's ability to resolve your issue and staff's helpfulness), for the most part they are much closer to normative expectations.

There were no measurable variances evident among residents who had actual interactions with staff on the basis of where in the City they live or whether they are in fact a tax payer or not. It's in fact interesting to note that service levels appear to be generally quite consistent across all demographic sub-groups which in itself is an important finding as it indicates service is being extended to all residents at a similar level (no one group is being catered to by staff any more or less than another). 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.

## Communications with Citizens

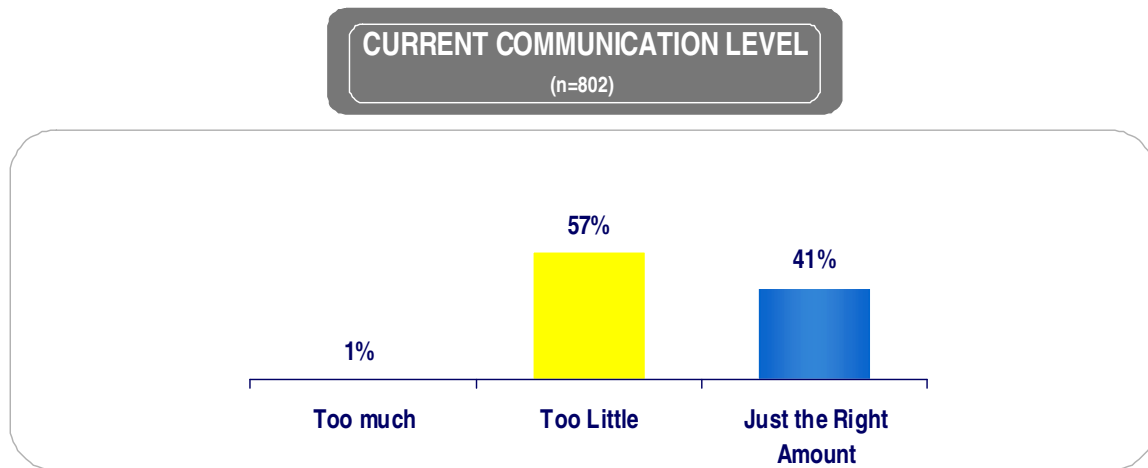
This section of the report provides information relative to residents needs and wants in terms of information they receive about the City of Saint John. When asked to indicate on a personal level what the main source of receiving information from the City of Saint John, the most common response received (up to three were permitted) was newspaper articles. It's interesting to contrast this with a similar question which asked how they prefer to receive information from the City of Saint John and fewer residents reported their preference as being newspaper articles, more mentioned direct mail/billing inserts that would purportedly come direct from the City.



As illustrated above, there are a variety of information sources where residents currently receive information and a corresponding list of preferred sources of information about the City of Saint John. It would seem residents are interested in a better balance of information from the City of Saint John in terms of that which is provided direct from the City and that which is reported on in the local newspaper. As well there is slightly more of an appetite for web-based information than is currently being received which is an opportunity to expand internet based services to citizens by the City.

Older residents, homeowners, those who pay taxes, higher income residents and those with lower and higher levels of education tend to report the newspaper articles as their main source of information about the City. While younger residents relied on a broader variety of information sources they were much more likely than others to utilize the website for information about the City (19%) and prefer this source as well (20%).

One thing is very clear from this Fall 2009 Citizen Survey, resident's in Saint John are not of the opinion they are receiving too much information from the City of Saint John.



There is some mixed opinion as to whether they are receiving just the right amount or too little information from the City of Saint John. Generally, residents in all wards and across all demographic sub-groups are of a similar mind in this regard.

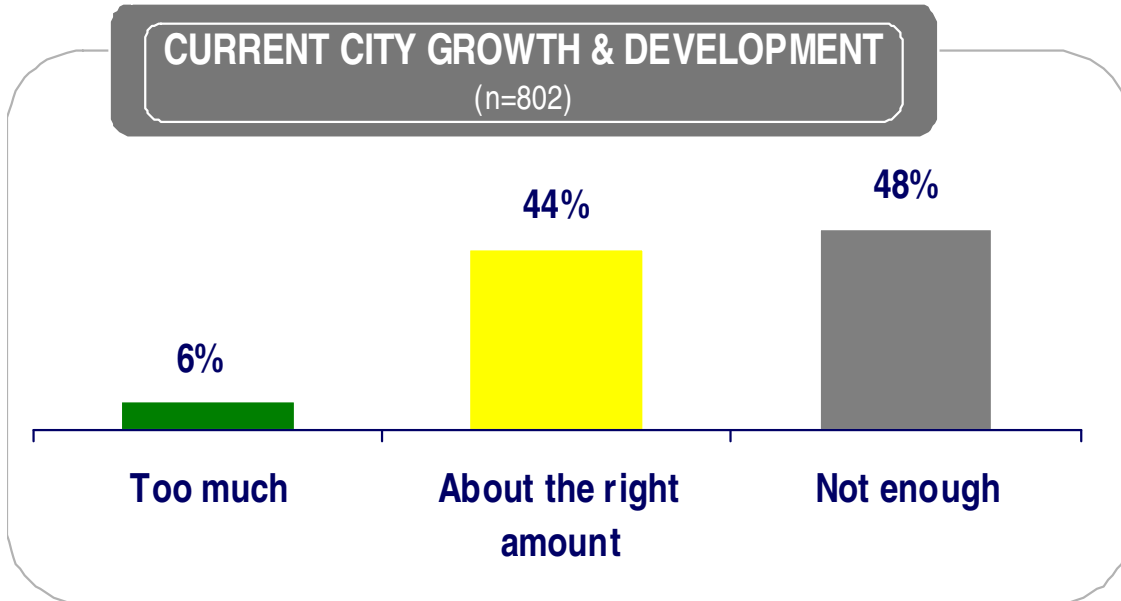
When asked to think about their community information needs, residents suggested the following types of information about the City of Saint John would be of value:

<b>Key Information Needs (n=802)</b>	
Financial information/ disclosure (tax issues, budget, pension)	20%
Planning and development (Police station)	17%
Openness with city council/ decision making process/ honesty	16%
More/ any information (general)	12%
Infrastructure/ road/ maintenance issues (snow removal, parking)	11%
Events/ recreation/ programs (current, community)	11%
Information on services (garbage collection)	6%
Water/ sewer information (quality)	5%

It's important to note that information needs vary somewhat among residents. For example, while financial information is most requested among tax payers (and home owners) as well as those in the middle-aged group or residents, younger residents and newer city residents are more interested in receiving information about events/recreation programs/activities in the community than any other type of information.

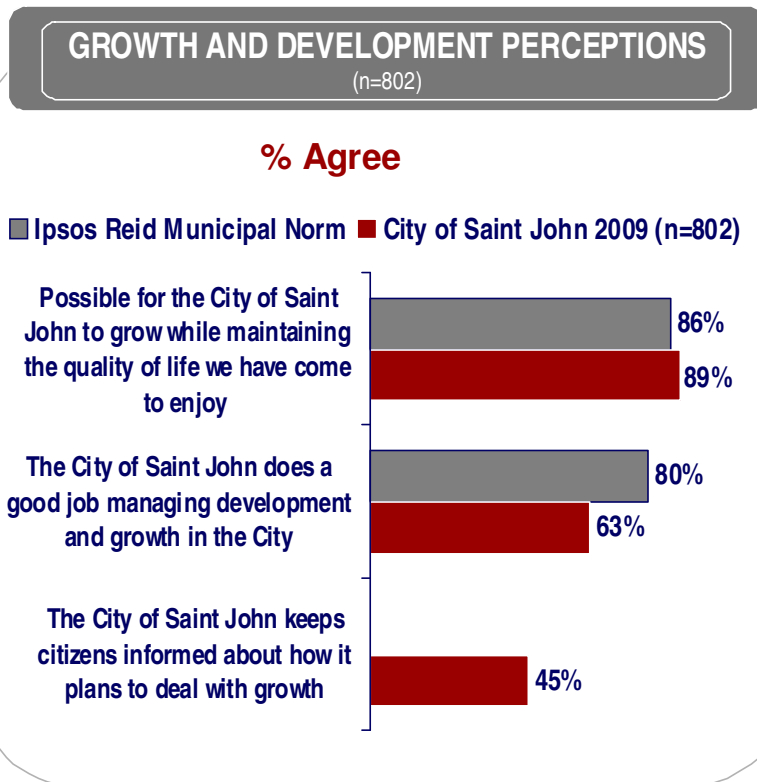
## Growth & Development

An effort to explore residents' perceptions on growth and development in the City of Saint John was also undertaken in this Fall 2009 Citizen Survey.



As is clearly indicated, residents are mixed in their opinion as to whether there is just about the right amount or not enough growth and development in the City at the present time. Very few believe there to be too much growth and development at this time. Residents who are of the opinion there is not enough growth and development underway include residents in wards 1 and 3, middle-aged residents, homeowners, higher income household residents and those who've lived in the City for 11-15 years.

The extent with which residents agree it is possible to grow without sacrificing the quality of life was high with at norm levels of agreement in this regard. Fewer residents than expected believe the City does a good job managing

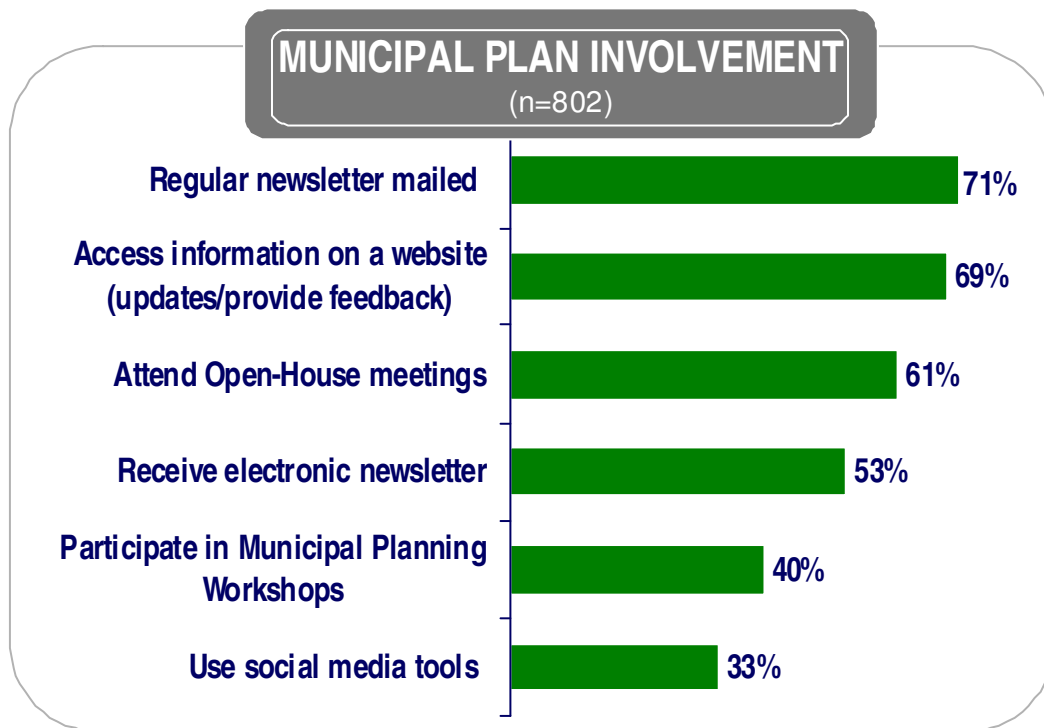


development and growth in the City. While there is no basis of comparison by way of a municipal norm, there were just less than half of all residents who agreed the City of Saint John keeps citizens informed about how it plans to deal with growth.

While higher income, better educated and new residents to the City are most inclined to agree the City can grow and maintain the quality of life; younger, lower income and less educated residents most agree the City does a good job managing growth and development in the City.

The issue of citizen engagement was a relatively weak area of performance in an earlier section of this survey and once again appears weaker overall. Younger residents, those who rent and those who don't pay taxes as well as those with less than a university education are most inclined to agree the City keeps citizens informed about how it plans to deal with growth. Ward 1 residents, those with higher incomes and university education are most critical of the City in this regard expressing the higher levels of disagreement with this statement.

Ways in which residents are interested in and willing to be engaged in the development of a new municipal plan for the City of Saint John vary from high level of involvement activities (participate in municipal planning workshops, attend open-house meetings) to those which are more passive – or one of information review (i.e. read newsletters in mail, access information on websites).



Residents who are most interested to participate actively in municipal planning workshops are 35 to 64 years of age, own their home, pay taxes directly, have lived in the City for 16-20 years, live in a higher income household and are university educated. Another active form of participation is attending open-house meetings in the community. While this is of interest to about six in ten residents, middle-aged residents, living in higher income households and those with education beyond high school are more inclined to participate in this way than are their counterparts.

While perhaps not as active as participating in person at meetings or workshops, the more active process of accessing information on a website is also a primary means of engaging citizens in the municipal plan development process. This is appealing to a broad spectrum of residents with more likely involvement of younger and middle-aged residents, larger households, households with children, direct tax payers, newer city residents and those residents living in higher income and better educated households.

New city residents and long-term city residents as well as those who rent their home, do not pay taxes directly to the City and have lower/moderate household income levels and lower/moderate education levels are most interested in receiving a regular newsletter mailed to their home. This is clearly a more passive level of participation and really more one of informing than engaging but is clearly a non-threatening means of engaging or starting a dialogue with residents.

Similarly of interest but to a slightly lesser extent is the receipt of information such as a newsletter electronically. This electronic form of participation is most appealing to younger residents, those living in all wards but ward 3, households with children and who own their home and pay taxes, live in higher income, better educated households as well as newer residents to the City.

The recent emergence of social media tools to consult with and dialogue with customers and constituents is an increasingly popular form of communication in the toolkit. While still lagging many of the other forms of citizen engagement, there is a group of residents who express likelihood they would utilize social media tools such as Twitter or FaceBook as a way to stay up to date with the municipal planning project. Residents most likely to embrace these social media include residents in Ward 2, younger residents, living in larger households, with children at home and who rent their home.

## Appendix A – Survey Questionnaire

### City of Saint John 2009 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 15-20 minutes to complete.)

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

**(INTERVIEWER NOTE: IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN SAY:** If you wish to talk to a City official about this survey, we encourage you to contact the City Manager's Office at 658-2913 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 DK/REF, THANK AND TERMINATE; 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
- Lorneville
- South End/Central
- Uptown/Downtown
- OTHER (Please specify: \_\_\_\_\_ )

S3. What is your postal code? **(Interviewer – first three digits are all that is required however obtain all six digits if possible; REGIONAL QUOTA BASED ON POSTAL CODE AS WELL)**

Record postal code:

S4. **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 East
- Don'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 most important LOCAL issue facing the City today, that is the one issue you feel should receive the greatest attention from your local leaders? **(RECORD VERBATIM - ACCEPT ONE MENTION)**

What is the next most important local issue facing the City? **(RECORD VERBATIM - ACCEPT ONE MORE MENTION)**

**[RECORD 1<sup>st</sup> MENTION SEPARATELY, RECORD 2<sup>ND</sup> 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 2 MENTIONS)**  
**(PROBE ONCE ONLY – CLARIFY IF NECESSARY.)**

**[SKIP TO Q6]**

**[IF Q3=WORSENERED, ASK Q5]**

5. Why do you think the quality of life has worsened? **(ACCEPT 2 MENTIONS)**  
**(PROBE ONCE ONLY – 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 is a community with a bright future

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

### **[PROGRAMMER – PLEASE TREAT Q8 AND Q9 AS A LOOP RECORDING IMPORTANCE AND SATISFACTION FOR EACH ITEM BEFORE MOVING ONTO THE NEXT ITEM]**

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)**

9. And how satisfied are you with the job the City is doing in providing **[INSERT ITEM]**? This time, our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

And how satisfied are you? **(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

Very satisfied  
Somewhat satisfied  
Not very satisfied  
Not at all satisfied

#### **LEVELS OF SERVICE AND TAXATION**

10. How would you rate the overall performance of City staff? 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 the overall performance of Common Council? 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  
Protecting the natural environment  
Preserving the City of Saint John's heritage

Promoting responsible and quality urban development  
Providing the best services it can with the money it has  
Supporting a strong economy that has different kinds of businesses  
Promoting and supporting tourism  
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 at current levels  
Cut services - to maintain current tax level  
Cut services - to reduce taxes  
None (**VOLUNTEERED**) **[Always last]**

15. In addition to adjusting the property tax/service delivery balance, the City of Saint John has the option to generate other forms of revenue. Please tell me whether you would support or oppose the City using each of the following to pay for services and programs. The first one is [INSERT ITEM]. Is that strongly support, somewhat support, somewhat oppose or strongly oppose? How about (repeat scale if necessary)?

**[RANDOMIZE ITEMS]**

Introduce new user fees (those would be fees you pay to participate in some municipal programs or services)  
Increase current user fees  
Pursue public private partnerships  
Seek corporate sponsorship for municipal programs and facilities

Strongly Support  
Somewhat Support  
Somewhat Oppose  
Strongly Oppose

## **CUSTOMER SERVICE**

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 Q21]**

17. When you contacted or dealt with the City was it...  
**(READ LIST– ACCEPT RESPONSE BEFORE FINISHING LIST)**

By phone

In person, or

In writing, or

By email

Or some other way [SPECIFY]

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

**[RECORD VERBATIM]**

19. How satisfied were you with your 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

Staff's professionalism

Staff's helpfulness

Staff's ability to resolve your issue

Staff's ability to understand your needs

The courteousness of staff

The speed and timeliness of service

Very satisfied

Somewhat Satisfied

Not very satisfied

Not at all satisfied

21. Thinking about your personal dealings with the City of Saint John as well as your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about the City? The first one is **[INSERT ITEM RANDOMIZE]**.

Is that strongly or somewhat? How about...**[INSERT ITEM]**? Is that strongly or somewhat?

The quality of service from City Hall is consistently high  
The City responds quickly to requests and concerns  
City staff are courteous, helpful, and knowledgeable  
City staff are easy to get a hold of when I need them  
The City of Saint John practices open and accessible government  
The City is accountable to the community for leadership and good governance

Strongly agree  
Somewhat agree  
Somewhat disagree  
Strongly disagree

### **COMMUNICATIONS**

22. In your opinion, do you currently receive too much, too little, or just the right amount of information from the City of Saint John?

Too much  
Too little  
Just the right amount

23. Thinking about your community information needs, what kinds of information do you want the City of Saint John to provide you with? Any others?

**(RECORD 3 MENTIONS)**

24. Thinking about yourself, what is your main source of receiving information from the City of Saint

John. **[RECORD FIRST RESPONSE SEPARATELY, ACCEPT UP TO THREE RESPONSES]**

**(PROBE ONCE ONLY – CLARIFY IF NECESSARY.)**

Radio  
Newspaper articles  
Newspaper advertisements  
Direct Mail/Billing Inserts  
Information Flyers  
Website  
Public Open-Houses/Community/Town Hall/Ward Meetings  
Other (please specify)  
None

25. And, thinking about your own preferences, how would you most like to receive information from the City of Saint John? Any other way? **[ACCEPT TWO RESPONSES]**

**(DO NOT READ)**

- Radio
- Newspaper articles
- Newspaper advertisements
- Direct Mail/Billing Inserts
- Information Flyers
- Website
- Public Open-Houses/Community/Town Hall/Ward Meetings
- Other (**SPECIFY**)
- None

**GROWTH AND DEVELOPMENT**

26. As a resident, do you currently think that there is (READ LIST) growth and development in the City of Saint John?

**[ROTATE ORDER 1-3, 3-1]**

- Too much
- About the right amount, or
- Not enough

27. I'm going to read you a few statements about growth and development in the City of Saint John. Please tell me whether you agree or disagree with each. The first one is **[INSERT ITEM – RANDOMIZE]**?

Is that strongly or somewhat agree/disagree? And how about **[INSERT ITEM – RANDOMIZE]**?

The City of Saint John does a good job managing the level of development and growth in the City

It is possible for the City of Saint John to grow while maintaining the quality of life we have come to enjoy in this City

The City of Saint John keeps citizens informed about how it plans to deal with growth

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

28. The City of Saint John is about to update their municipal plan which is a long-term plan on growth and land use. Please indicate if you would like to be involved in the update of the municipal plan in each of the following ways:

Would you like to **[INSERT ITEM]**? How about **[INSERT NEXT ITEM]**  
**[RANDOMIZE ORDER OF ITEMS]**

- Participate in Municipal Planning Workshops
- Receive a regular newsletter mailed to your home
- Receive an electronic newsletter by email
- Attend Open-House meetings in the community
- Access information on a website for project updates or to provide feedback
- Use social media tools such as Facebook or Twitter to remain up-to-date with the project

- Yes
- No
- Don't Know

### **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?  
**[RECORD NUMBER (RANGE 1 – 10)]**

**[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?

**(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 \$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.

## Appendix B – Data Tables

Please see separate document for Banner Data Tables