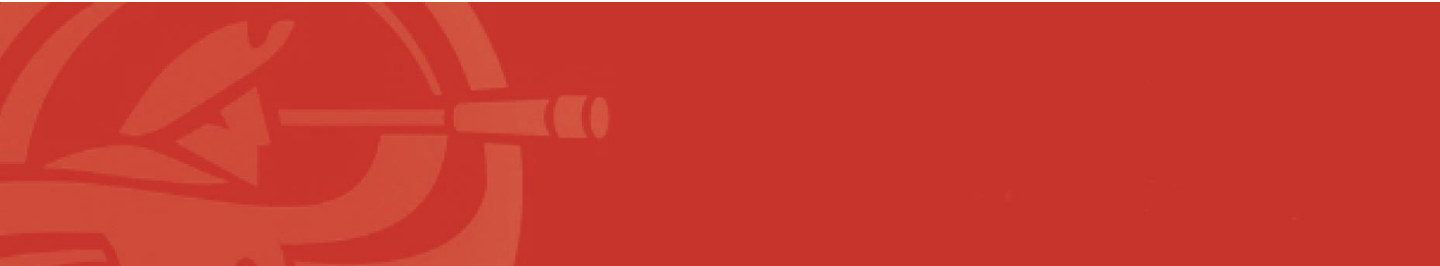


City of Saint John 2016 Citizen Survey

September 12, 2016



■ Why is a Citizen Survey important?

- Accountability - 3rd party, objective measure of municipal service delivery performance and determination of citizen priorities in aggregate
- Transparency – results are public and benchmarked with other Canadian municipalities

■ How was the 2016 Citizen Survey conducted?

- City Residents (18 years & older) eligible to participate in telephone survey
- Interviews completed late summer (Aug. 25-30th, 2016)
- Core survey questionnaire based on Ipsos Reid’s Municipal Performance Metrics

■ Is the Citizen Survey a reliable measure of public opinion?

- Random - people who participate in the survey are selected randomly
- Representative - sample quotas and weighting are used to help ensure the final study sample is balanced to reflect the actual City population in terms of age and gender.



2016 CITIZEN SURVEY SUMMARY OF KEY RESULTS



- Residents of Saint John are now more concerned with the economy and growth for the City than they are about road conditions, fiscal administration or pension woes which were leading citizen concerns 4 years ago.
- Not surprisingly, citizens priorities for City Hall mirror their current concerns. Residents believe it is very important for the City of Saint John to focus efforts on “attracting new business and industry”, “diversifying the local economy and creating jobs” making Saint John a great place to raise a family. Poverty reduction and road maintenance round out the Top 5 priorities in 2016 among residents.
- Consistent with previous City of Saint John citizen surveys, eight in ten residents consider the overall quality of life in the City of Saint John to be at least “good”. Perceptions among residents suggest they now see improvement in the quality of their life over the past 3 years in the City – currently, 27% (up from 17% in 2012) believe it has improved while 21% (down from 35% in 2012) believe it has worsened and 49% (unchanged from 47% in 2012) believe it has stayed about the same. Better roads and better government/council as well as more development in the City are being cited as key reasons for the improved quality of life. Lack of employment and the economy are key to the perceptions of a worsening quality of life in the City.



- Emergency (Fire and Police) and essential services (Drinking Water, Snow Removal, Wastewater Treatment, Garbage/Compost Collection) remain among the leading municipal services of importance to City residents.
- Overall, residents are more satisfied in 2016 (compared to 2012) with the level and quality of services and programs provided by the City of Saint John. Notable improvement in satisfaction levels in 2016 are noted for...
 - Road Maintenance (54%, up from 32% in 2012)
 - Storm water Management for Flood Control (80%, up from 66% in 2012)
 - Animal Control (71%, up from 53% in 2012)
- By considering what is important to residents and how the City is performing in the delivery of the service/program it is possible to identify the services that would deliver the greatest benefit to residents (if improved). Areas very important to residents that would benefit from higher levels of satisfaction include: Snow Removal, Drinking Water, Road and Sidewalk Maintenance as well as Recycling.



- Residents continue to be split in opinion in 2016 as to how best to balance service level and taxation – about 4 in 10 prefer a tax increase to hold or expand services while just slightly more would prefer to see service levels reduced to hold or reduce taxation levels.
- Four in ten residents contacted the City of Saint John in the past 12 months and the majority were satisfied with their experience (3 in 10 were not). Residents who did have contact with staff indicated they were satisfied with most aspects of the experience. The ability of staff to resolve their problem lagged behind other aspects of their experience such as courteousness, professionalism, understanding, knowledge, helpfulness and timeliness of the staff.
- Virtually all residents were satisfied with their ability to contact City staff for inquiries or service delivery however when asked about areas of suggested improvement to customer service, access to a real person (not a voicemail) was the most often mentioned response given. Improving the website and information available online as well as improving responsiveness were also mentioned by residents.



2016 CITIZEN SURVEY DETAILED FINDINGS



SAINT JOHN

2016 Resident Concerns Mainly Focus on Economy & Growth

- In contrast to previous years, residents are now focused much more on economic and growth related issues for the City and less focused on infrastructure (roads and wastewater) and fiscal management (including Pension related issues).

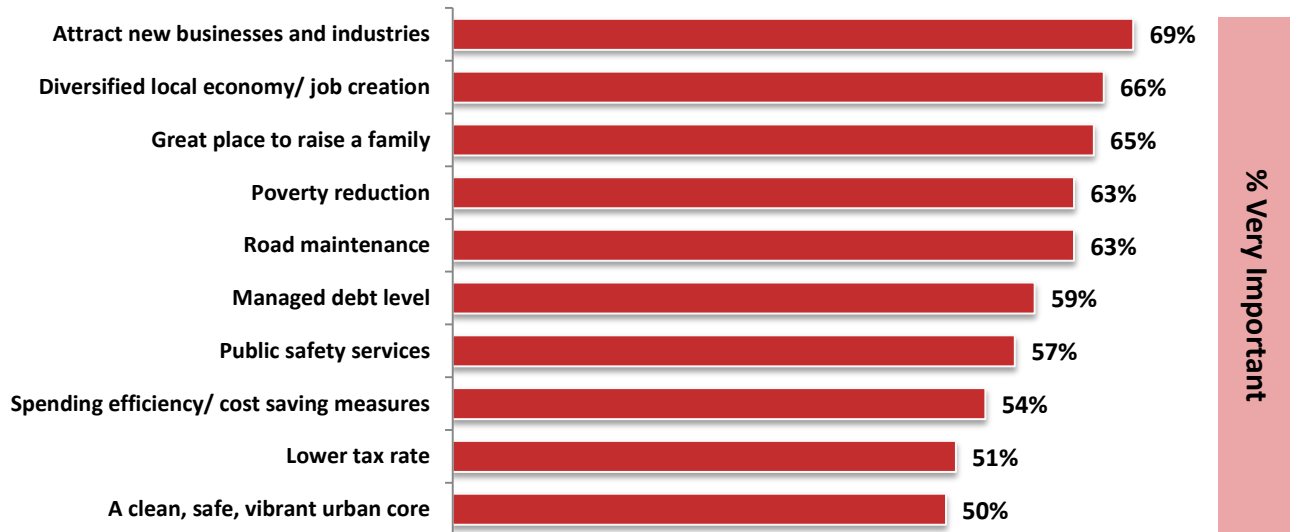
TOP 5 LOCAL ISSUES: City of Saint John	2016 (n=400)	2012 (n=775)	2011 (n=800)	2010 (n=800)	2009 (n=802)
EMPLOYMENT ISSUES (LACK OF JOBS)	16%	5%	4%	5%	8%
TAX ISSUES	15%	5%	7%	12%	6%
INFRASTRUCTURE (ROADS)	11%	28%	23%	19%	23%
BUSINESS/NEW BUSINESS	8%	-	-	-	-
POVERTY ISSUES	7%	1%	2%	2%	3%
ECONOMY (IN GENERAL)	7%	0%	0%	1%	0%
POPULATION (DECLINE, GROWTH, MIGRATION)	6%	1%	1%	1%	-
TRANSPORTATION (TRANSIT, TRAFFIC, PARKING)	5%	4%	1%	2%	1%

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 is the one issue you feel should receive the greatest attention from Common Council and City Management?
(Coded categories are based on actual resident comments provided verbatim)



Top 10 “Most Important” Priority Areas to Focus in 2016

- Based on an extensive list of action items developed by the City, residents identified those which they felt were “very important” areas to focus attention. Growth (business and industry) and economic development lead the way however it is also important to be a great place to live and raise a family. Reducing poverty and maintaining roads round out the Top 5 most important priorities for residents in 2016.

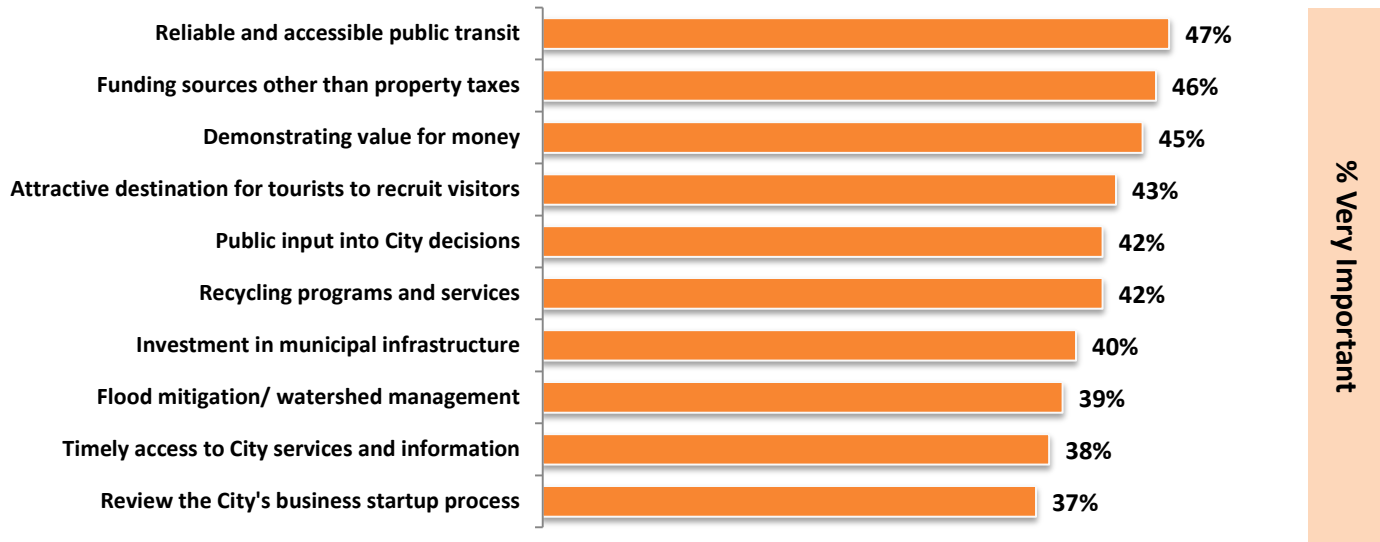


Q1a. Please tell me how important it is for the City of Saint John to focus attention in each of the following areas.
(n=400)



Areas of Secondary Importance to Residents in 2016

- The following action items, while still very important to between one-third and one-half of City residents, ranked in the mid-range in terms of the overall priorities considered for the City of Saint John to focus.



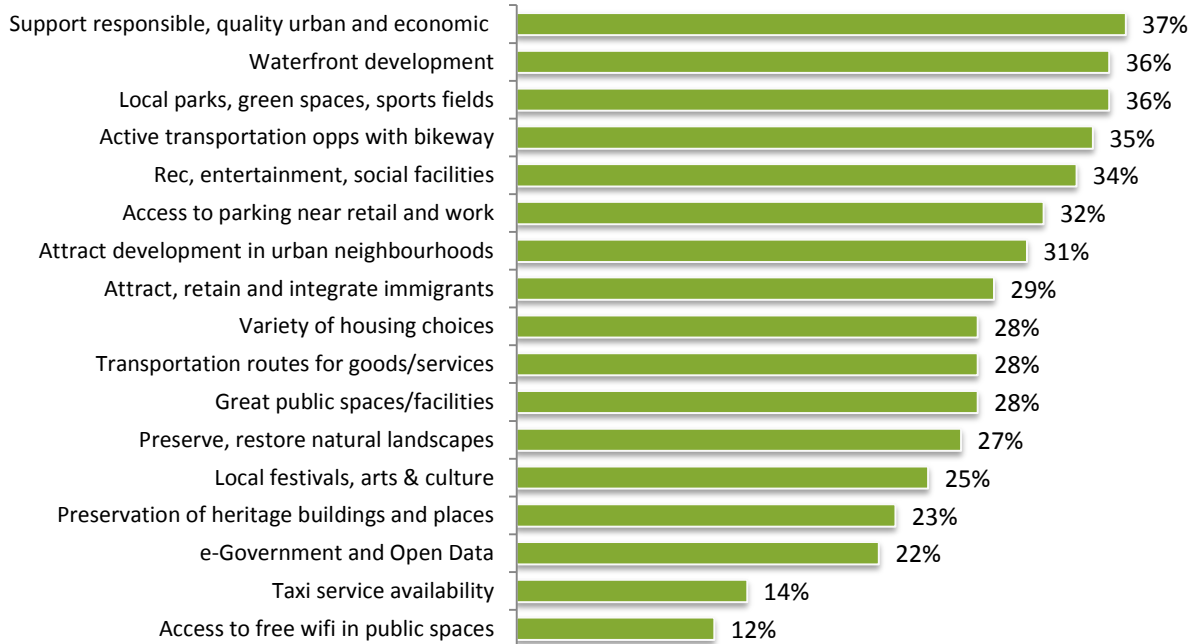
% Very Important

Q1a. Please tell me how important it is for the City of Saint John to focus attention in each of the following areas. (n=400)



Areas of Lower Importance to Residents in 2016

- The following priorities were very important to one-third or fewer residents and as a result are ranked in the mid to low levels of priority (from among all action items considered).



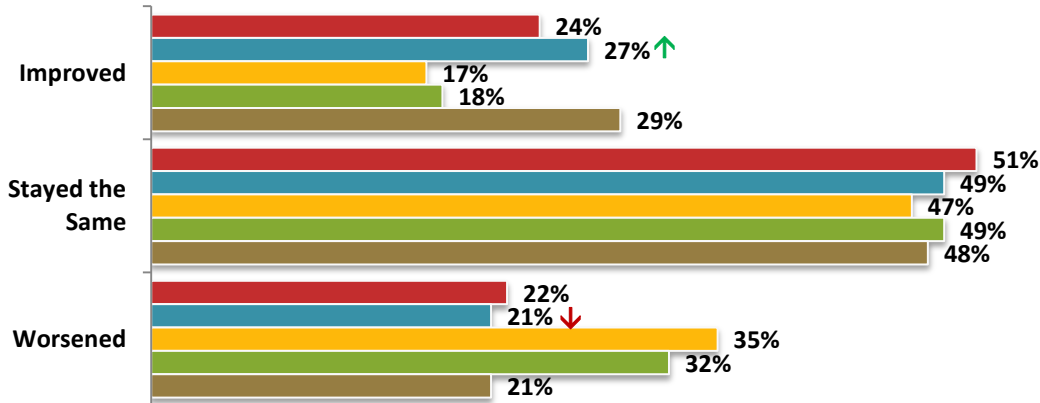
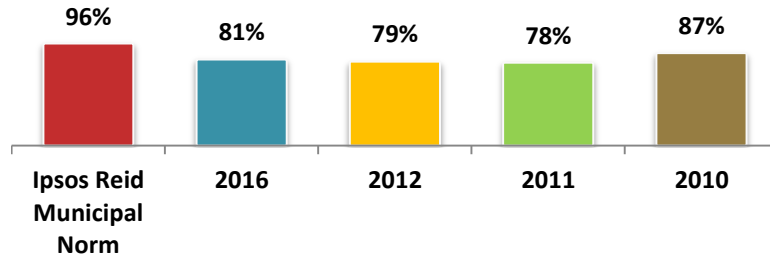
% Very Important

Q1a. Please tell me how important it is for the City of Saint John to focus attention in each of the following areas.
(n=400)



- Residents continue to believe their overall quality of life is good in Saint John.
- There is a more positive trend however evident now with significantly more residents of the opinion their quality of life has improved over the past 3 years (and fewer of the opinion it has worsened).

Overall Quality of Life “Very Good + Good”



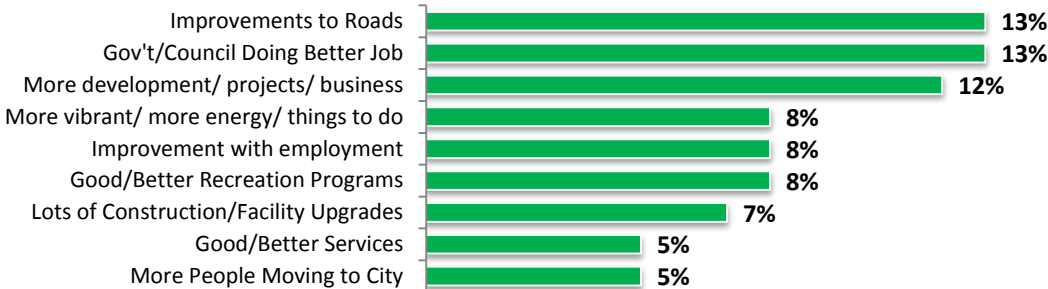
Past 3 Year Trend
Quality of Life in Saint John

2. How would you rate the overall quality of life in the City of Saint John today?
3. And, do you feel that the quality of life in the City of Saint John in the past three years has ...

↑ ↓ Arrow indicates a significant difference between 2016 and 2012 Survey Results



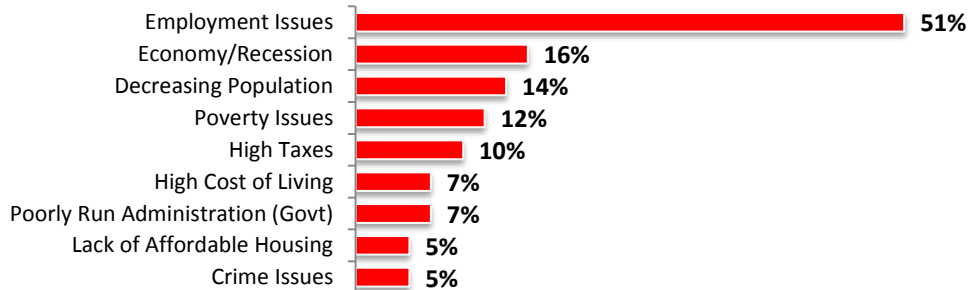
Quality of Life IMPROVED – How?



- Residents who saw a better quality of life over the past 3 years mentioned better roads, a better council and more development and energy in the City as reasons for their improved perception.

- Those who are feeling the quality of life has worsened in Saint John are often citing issues related to employment and the economy as factors contributing to the downward trend.

Quality of Life WORSENE D – How?

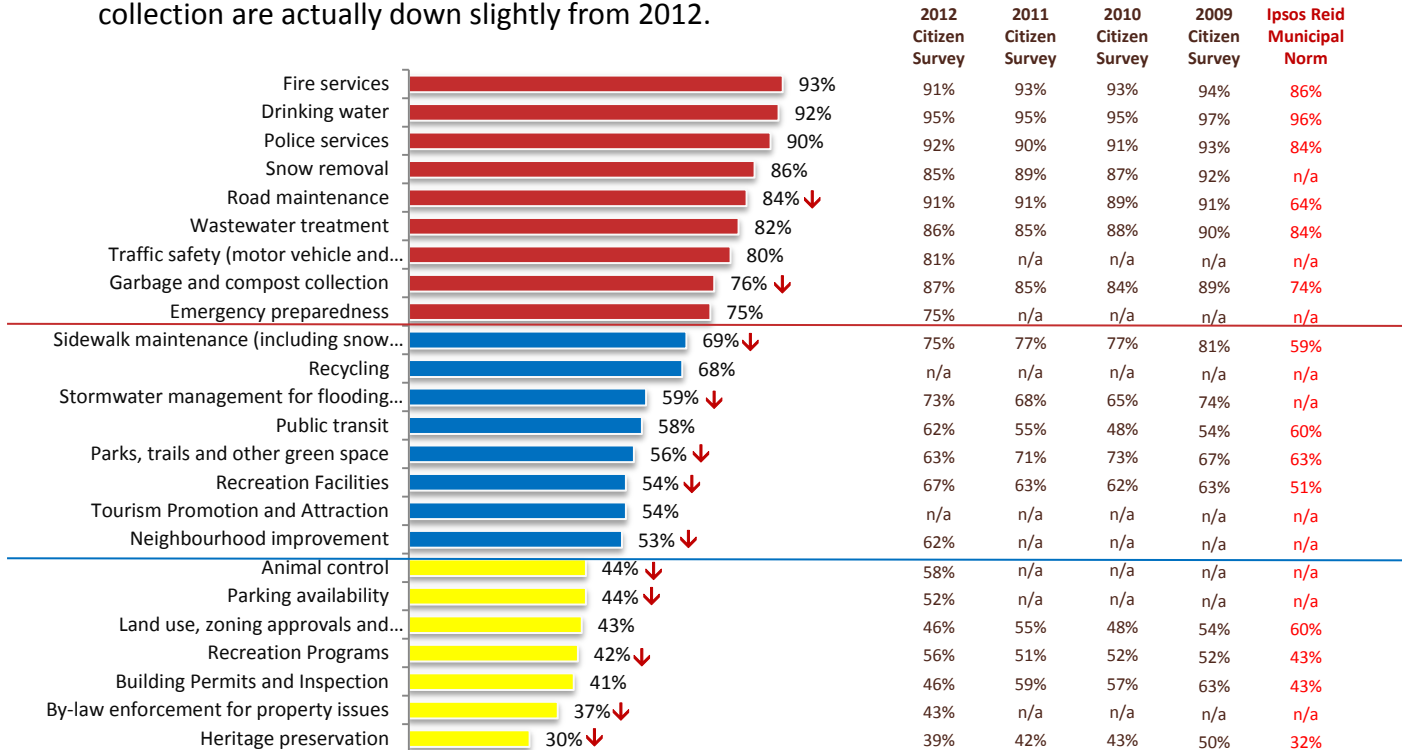


4. Why do you think the quality of life has improved? (n=103)

5. Why do you think the quality of life has worsened? (n=93)



- The importance of a few key service areas such as road maintenance and garbage/compost collection are actually down slightly from 2012.

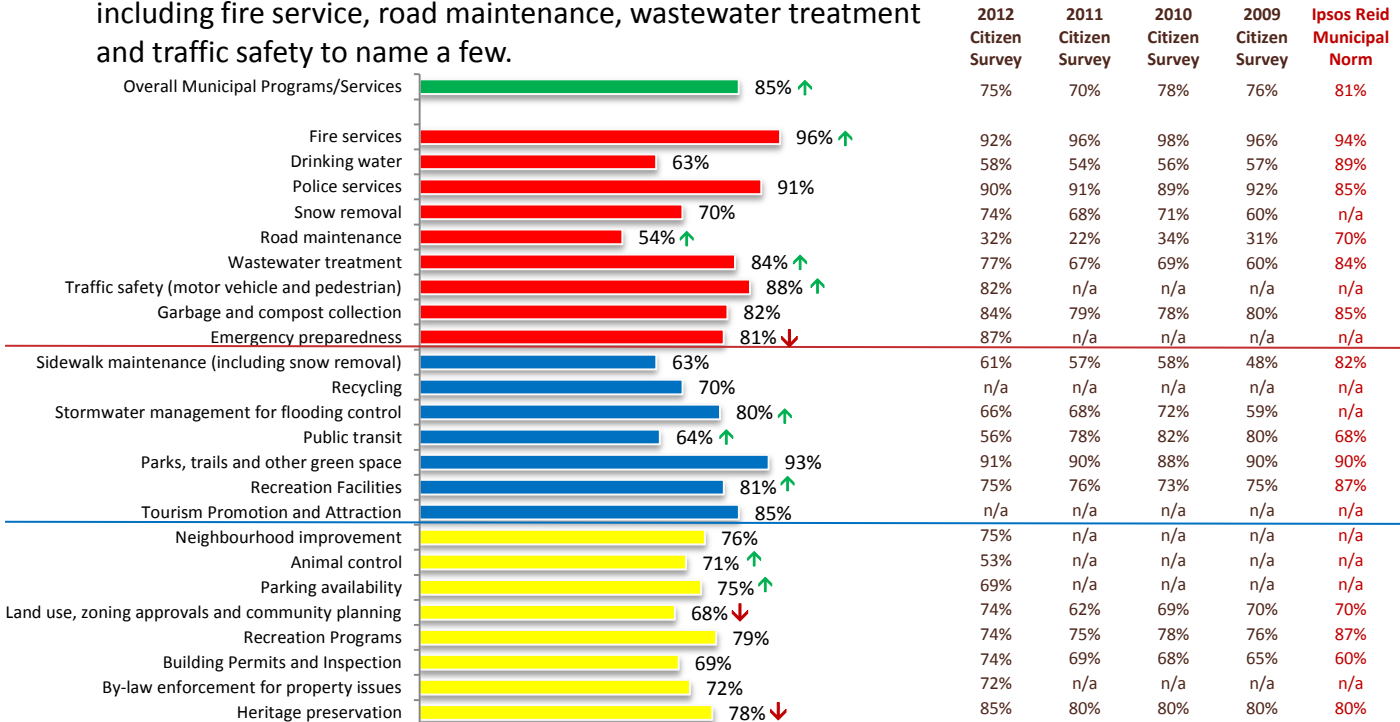


8. I am going to read a list of programs and services provided to you by the City of Saint John. Please tell me how important each one is to you?

↑↓ Arrow indicates a significant difference between 2012 and 2016 Survey Results



- Improved levels of satisfaction in 2016 (vs 2012) are also noted in many key service areas including fire service, road maintenance, wastewater treatment and traffic safety to name a few.



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?

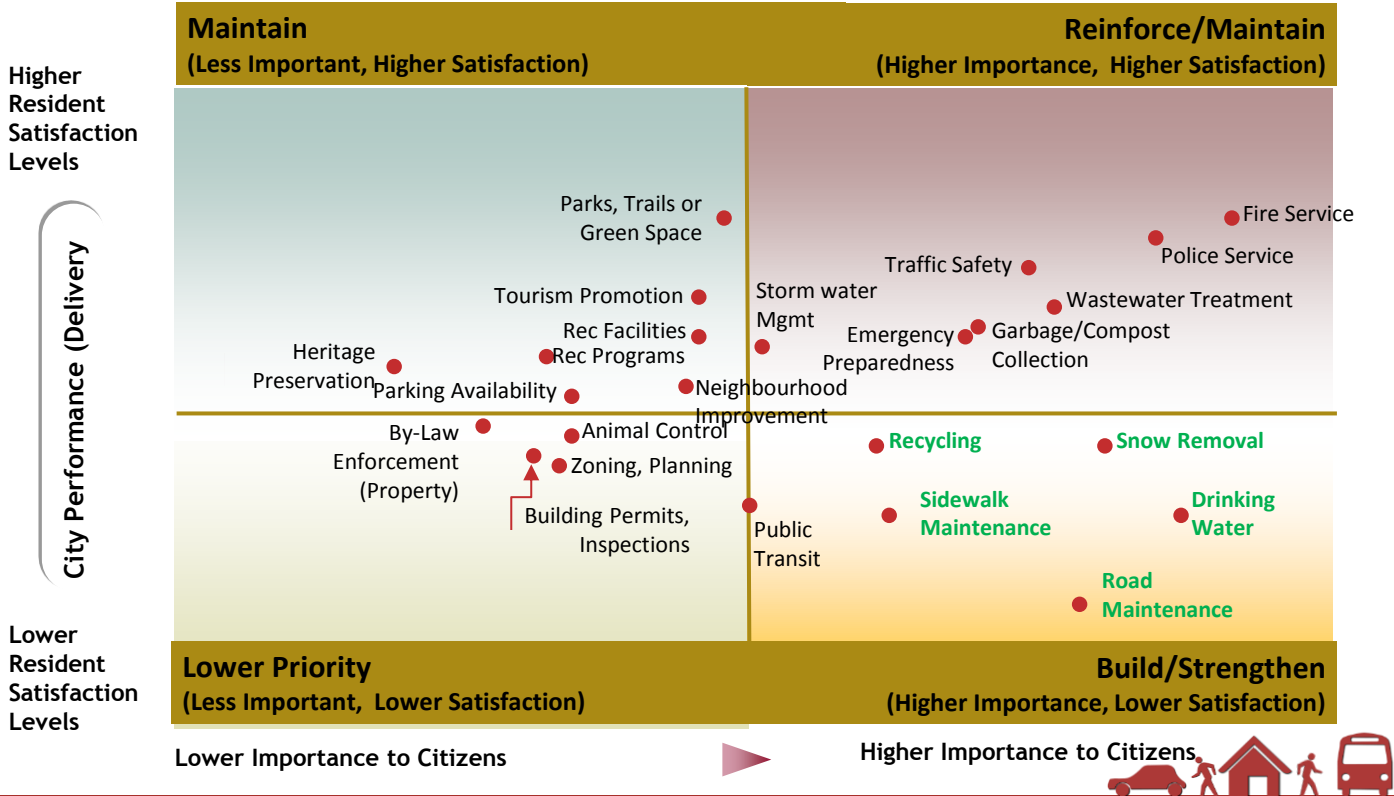
9. I am going to read a list of programs and services provided to you by the City of Saint John. Please tell me how satisfied you are with the job the City is doing in providing that program or service.

↑ ↓ Arrow indicates a significant difference between 2012 and 2016 Survey Results

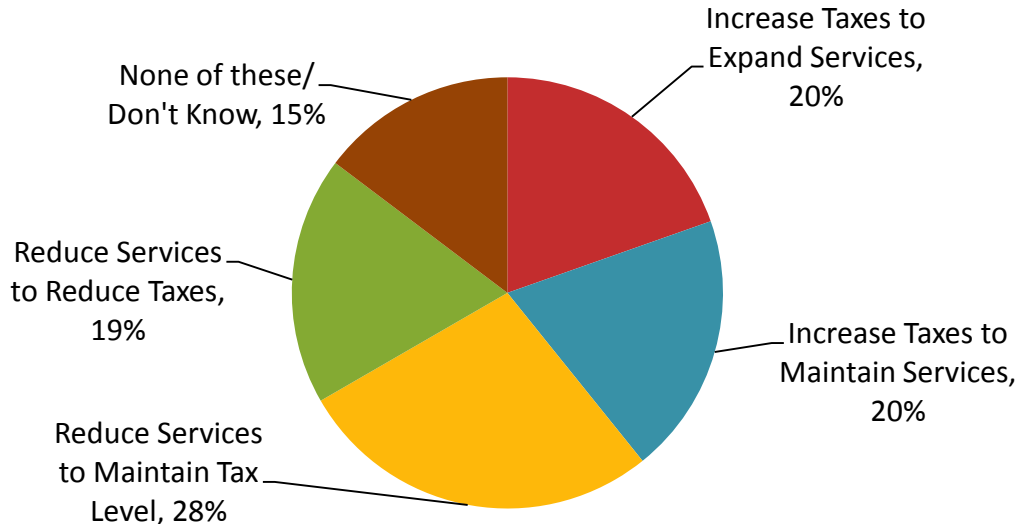


Opportunity Grid – Focus on improving municipal services that are more important to residents and where satisfaction levels lag (bottom right)

- Drinking water, snow removal, road and sidewalk maintenance and recycling are the key municipal services where current levels of resident satisfaction lag (but are important to many residents).



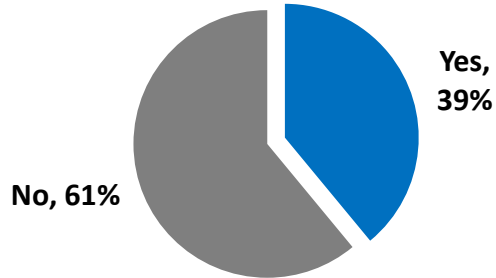
- Balancing taxation and service delivery is a challenge for most, if not all, municipal governments. Residents in the City of Saint John are evenly split between reducing services (to maintain or reduce taxes) and increasing taxes (to maintain or expand services).



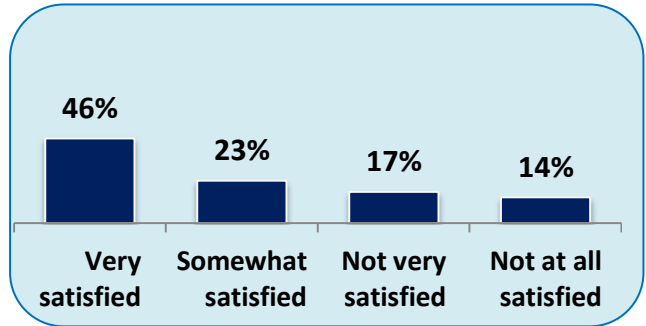
14. Municipal property taxes are the primary way to pay for services and programs provided by the City of Saint John. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the City to pursue? (n=400)



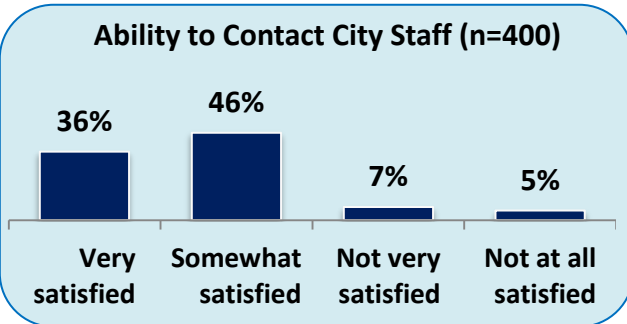
Contacted City of Saint John in the Past 12 Month



Most Recent Service Experience (n=158)



Ability to Contact City Staff (n=400)



Q11A. Have you contacted or dealt with the City of Saint John or one of its employees in the last twelve months? (n=400)

Q12A. How satisfied were you with this most recent contact with the City? (n=158)

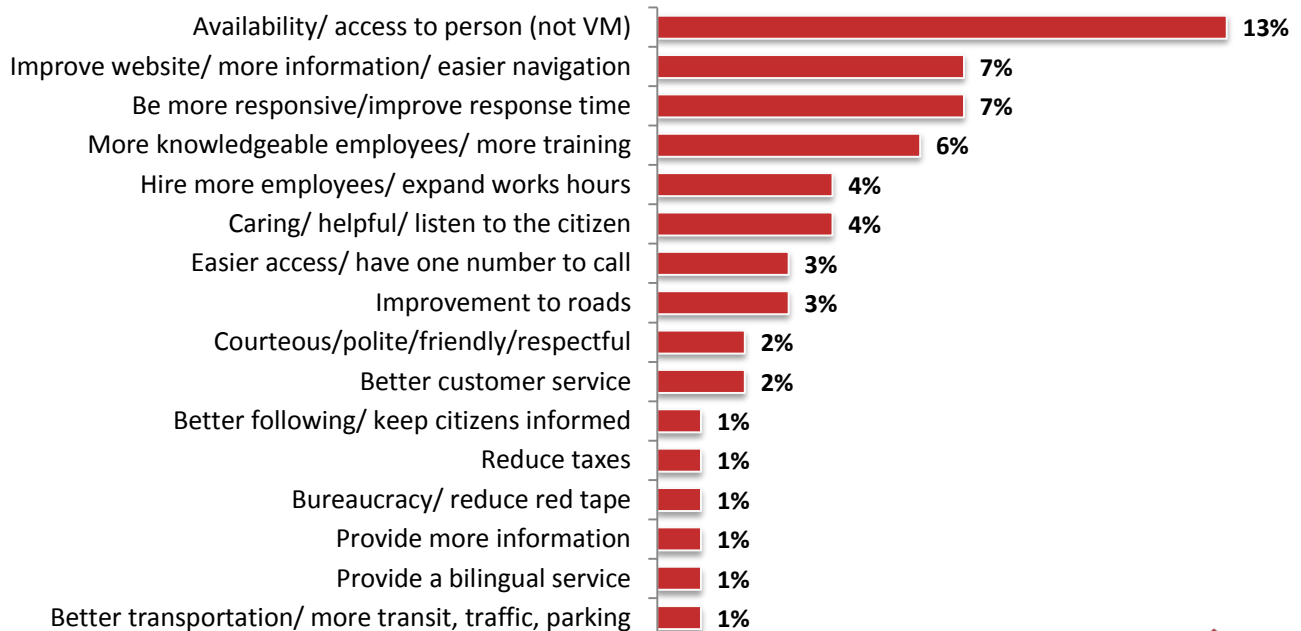
Q13a. And thinking of the last time you contacted the City of Saint John or one of its employees, please tell me how satisfied you were with... (n=158)

Q14A. How satisfied are you with your ability to contact the City for inquiries or service delivery? (n=400)



Customer Service Improvements Suggested Link to Accessibility

- The key area noted by residents to improve customer service was to provide the option to speak to a person (and not a voicemail). Accessibility to more information online was also mentioned by residents. More responsive and more knowledgeable employees were also mentioned as ways to improve customer service.



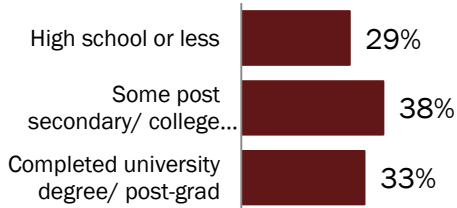
Q14B. In your view, what is the one thing that the City can do to improve customer service? (n=400)



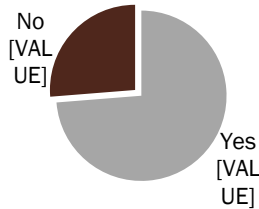
- The following provides a summary of the key demographic and socio-economic characteristics of the study sample for the 2016 survey (age and gender are on the following page).



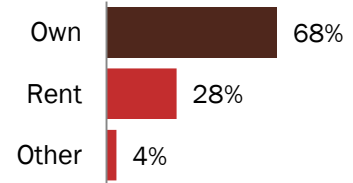
EDUCATION



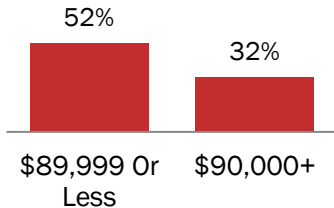
TAXPAYER



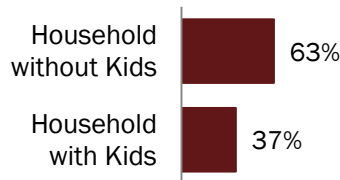
HOME OWNERSHIP



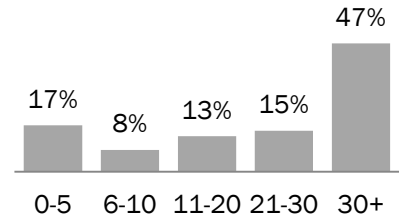
HOUSEHOLD INCOME



PRESENCE OF CHILDREN UNDER 18



TENURE IN CITY



Question:

Is the survey sample similar to the population on key characteristics?
Does the sample “represent” the actual population of the City of Saint John?

Answer:

The sample was determined using random selection methods typically used in research. Random digit dialing and selecting the person in the household with the next birthday are means to generate a random sample, reflective of an overall population.

Quota sampling and weighting are also used to ensure proportional representation of residents by age and gender groups in levels similar to the actual population of the City of Saint John (based on 2010 census information).

	2016 Citizen Survey Saint John Residents (n=400)	2010 Census Statistics Canada (City of Saint John) Population Aged 18 years +
Age:		
18 to 24 years	9%	12%
25 to 34 years	16%	16%
35 to 44 years	16%	15%
45 to 54 years	20%	20%
55 to 64 years	17%	17%
65 years or older	22%	20%
Gender:		
Male	50%	46%
Female	50%	54%

