

BACKGROUND R :

2021 Citizen Satisfaction & Performance Survey

TELEPHONE & ONLINE



METHODOLOGY

TELEPHONE (T)	ONLINE PANEL (OP)
April 19 - May 23, 2021	April 19 - May 23, 2021
<p>A telephone survey was conducted by Forum Research with 501 randomly selected residents 18 years of age and older. Both landline and cell phone samples were collected using random digit dialing (cell phones made up about 59%).</p>	<p>An online survey was conducted with 821 randomly selected residents, using Forum Research’s Forum Poll™ Online Panel Database. The panel uses a purely random recruiting method that ensures sampling integrity. The panelists are then selected at random from the panel to complete surveys online.</p>
The margin of error is ± 4.38%, 19 times out of 20.	The margin of error is: ± 3.42%, 19 times out of 20.

How we will use the results

The purpose of the survey is to develop baseline performance data, and identify trends, opportunities and issues of importance. The City of Saskatoon will use the results to inform decisions related to strategic priorities, budgeting, and service delivery, as well as to highlight opportunities for continuous improvement.

2021 CITIZEN SATISFACTION KEY FINDINGS

Quality of Life & Satisfaction

Perceptions about the quality of life in Saskatoon remain strong.

- Over **8 in 10 (T: 89%, OP: 85%)** residents say they are satisfied with living in the city. These results are consistent with 2018.
- Over **8 in 10** residents feel the quality of life is good or very good (**T: 82%, OP: 80%**). These results are comparable to 2018.
- Three-quarters of telephone respondents (**77%**) say the quality of life has either improved or stayed the same in the past three years, with online respondents at **80%**. The telephone results are similar to 2018, while online has increased significantly by **14%** from 2018, recovering from a decline reported in 2018.
- COVID-19 is impacting the quality of life for residents who reported that their quality of life has gotten worse as a result of the pandemic (**T: 51%, OP: 44%**).



Important Issues

- For telephone respondents, COVID-19/pandemic (**14%**), public safety/crime/policing (**10%**) and road maintenance (**6%**) were most frequently noted as important issues facing the City of Saskatoon. Road construction has decreased by **26%** since 2016.
- For online respondents, COVID-19/pandemic (**16%**), public safety/crime/policing (**10%**), taxes/too high (**9%**), were the top three most cited issues. For online respondents, public safety and taxes are consistent with 2018 results.

Quality & Value of Services

- The large majority of residents, are satisfied with the quality of services provided by the City of Saskatoon (**T: 88%, OP: 87%**). The telephone results are consistent with 2018, with online results increasing by **10%**.
- Respondents indicated that COVID-19 has impacted their satisfaction level with the quality of services provided by the City of Saskatoon (**T: 45%, OP: 54%**). Even with these results, overall satisfaction with services has remained consistent with 2018 results for telephone respondents and improved amongst online panel respondents.
- The large majority of residents (**T: 88%, OP: 84%**) rate the value of services they receive from the City as very good or good value. This is mostly consistent with 2018 telephone respondents while there was a significant increase from 2018 online respondents of **10%**.



Balancing the Budget

- **1 in 3** residents are in favour of combining both property tax and user fee increases to balance the budget (**T: 36%, OP: 32%**), similar to 2018.
 - **11%** of telephone and **13%** of online respondents prefer to reduce service levels (**T: -1%, OP: 0% from 2018**)
 - **11%** of telephone and **19%** of online respondents prefer to stop providing a particular service (**T: -1%, OP: -4% from 2018**)
 - **12%** of telephone and **7%** of online respondents prefer to increase property taxes (**T: -1%, OP: +1% from 2018**)
 - **12%** of telephone and **15%** of online respondents prefer to introduce new user or service fees (**T: -1%, OP: -1% from 2018**)
 - **18%** of telephone and **14%** of online respondents prefer to increase existing user fees (**T: +3%, OP: +6% from 2018**)



Communications

- The majority of participants indicated that they are satisfied or very satisfied with the quality of City communications (**T: 80%, OP: 87%**), this increased by **2% (T)** and **14% (OP)** since 2018.
- Most citizens prefer a mix of information sources, though the majority prefer e-mail (**T: 42%, OP: 39%**), followed by website: saskatoon.ca (**T: 24%, OP: 36%**) and media (**T: 23%, OP: 36%**).
- The preferred mix of sources are consistent with 2018. However traditional communication sources all went down while digital communication sources generally increased, particularly for the website (**11%**), when compared to 2018. Online respondents generally have a stronger preference for digital communication sources of traditional channels.



Customer Service/Contact the City

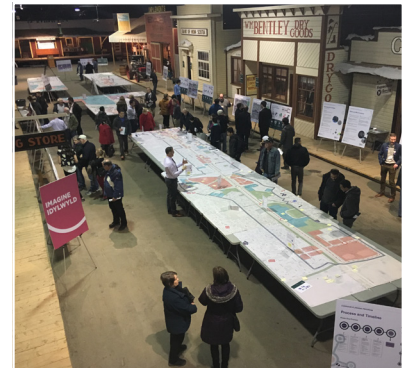
- Over **6 in 10 (63%)** of telephone respondents prefer to contact the City via telephone, a decline from 2018 (**-9%**). However, most digital options increased including email (**+7%**) and the website (**+6%**).
- Almost **5 in 10 (49%)** of online respondents prefer to contact the City by email, a decline from 2018 (**-14%**). Many digital options increased slightly including text message (**+4%**) and online chat (**+3%**).
- Evaluations of customer service improved significantly from 2018:
 - The City provides consistent and reliable information (**T: 77%, OP: 66%**)
Increase from 2018 (**T: +10%, OP: +15%**)
 - Staff are easy to reach when needed (**T: 62%, OP: 65%**)
Increase from 2018 (**T: +6%, OP: +13%**)
 - The City makes customer service a priority (**T: 69%, OP: 61%**)
Increase from 2018 (**T: +13%, OP: +18%**)
 - The City is an open and transparent government (**T: 61%, OP: 56%**)
Increase from 2018 (**T: +8%, OP: +12%**)
 - The City responds quickly to requests or concerns (**T: 60%, OP: 59%**)
Increase from 2018 (**T: +7%, OP: +11%**)

Volunteering

- Nearly one-third (**30%**) of telephone and (**32%**) of the online panel respondents said that they volunteer in their community.
- The reported volunteering rate for both online and telephone respondents has been trending down since 2016 (**T: 62%, OP: 64%**).

Public Engagement

- The majority of respondents (**T: 62%, OP: 71%**) indicated that the City does enough to get the public's input on decisions. This is a substantial increase for telephone (**+9%**) and online respondents (**+26%**) when compared to 2018.
- Over **7 in 10 (T: 76%, OP: 77%)** feel the City provides meaningful opportunities to participate in engagement activities. There was a decrease with telephone respondents (**-10%**) when compared to 2018.
- Over **6 in 10 (T: 62%, OP: 67%)** feel the City communicates how it will use public input to help make its decisions. There was a slight decrease with telephone respondents (**-6%**) when compared to 2018 and a notable increase in online respondents (**+12%**).



Strategic Goal Performance Indicators

- **84%** of telephone and **74%** of online respondents agreed that Saskatoon is an inclusive and welcoming city to all. These results are consistent with 2018.
- **9 in 10** feel the City is effectively providing online services (**T: 91%, OP: 90%**). These results are consistent with 2018.
- **76%** of telephone and **78%** of online respondents reported feeling safe living in the city. Online respondents had a significant increase (**+11%**) in feelings of safety since 2018.
- The majority of respondents (**T: 80%, OP: 78%**) indicated the City is effectively balancing growth throughout the city. There was a significant increase for online respondents (**+26%**) when compared to 2018.
- **75%** of telephone and **68%** of online respondents felt the City is preserving natural resources and protecting the environment. These are consistent with 2018 results.
- About **7 in 10** respondents agreed that Saskatoon is providing a mix of recreation, sport, and cultural facilities year-round (**T: 72%, OP: 72%**). This is a decrease from 2018, with a drop of **20%** for telephone and **19%** for online respondents.
- **58%** of telephone and **61%** of online respondents say the City is investing in a mix of transportation options for moving around. There was a **17%** increase with online respondents when compared to 2018.
- Over half of respondents (**T: 56%, OP: 57%**) indicated that the City is on the right path towards making downtown an appealing destination. There was a **16%** increase with online respondents when compared to 2018.
- Just over half of respondents (**T: 53%, OP: 54%**) indicated that the City is on the right path toward making downtown an appealing place to live. There was an increase in Telephone (**+10%**) and Online - Panel respondents (**+21%**) when compared to 2018.

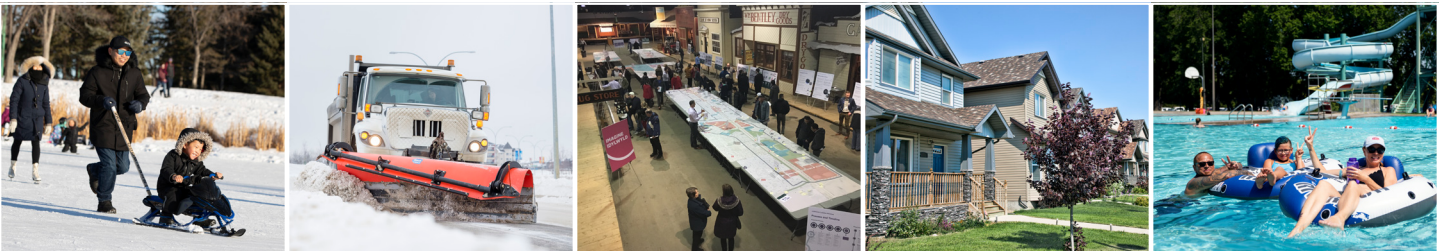
Handling of the COVID-19 Pandemic

- The majority of respondents agree (**T: 85%, OP: 71%**) that the City has provided helpful and timely information on impacts to civic services during the pandemic.
- Over **7 in 10** agree that the City has provided a safe environment to access City Hall, a Civic Leisure facility, use Transit, or participate in other City programs and facilities (**T: 78%, OP: 73%**).
- About **7 in 10** agree that the City has provided sufficient online opportunities to conduct my business during the pandemic. (**T: 72%, OP: 70%**).

BACKGROUND:

2021 Citizen Satisfaction & Performance Survey

SELF-SELECTED



SELF-SELECTED PARTICIPATION

April 19 - May 23, 2021

In addition to the randomly-selected telephone and online panel surveys, a survey link was hosted on the City of Saskatoon's website that allowed all residents to participate. The link was open to anyone who wished to offer their insights. The link and request for feedback was advertised widely, and 1,229 residents of Saskatoon participated in this open process.

The sample size from the self-selected survey was significant and therefore the results are considered reliable but are not representative of the population due to the non-random approach. It is worth noting that self-selected participants also tend to offer lower ratings on scale questions.

How we will use the results

The purpose of the survey is to develop baseline performance data, and identify trends, opportunities and issues of importance. The City of Saskatoon will use the results to inform decisions related to strategic priorities, budgeting, and service delivery, as well as to highlight opportunities for continuous improvement.

2021 CITIZEN SATISFACTION KEY FINDINGS

Quality of Life & Satisfaction

- **76%** of respondents say that they are satisfied with living in Saskatoon, a **10%** increase from 2018 results.
- **74%** rated the quality of life as good or very good, a **14%** increase from 2018 results.
- The majority (**54%**) say that quality of life has either stayed the same or improved over the last few years. This is a decrease of **15%** from 2018.
- COVID-19 is impacting the quality of life for residents where **54%** reported that their quality of life has gotten worse as a result of the pandemic.

Important Issues

- Self-selected respondents most frequently cited public safety/crime/policing (**18%**), taxes (**16%**) and poverty (**9%**) as the most important issues facing the City. The important issues have generally remained consistent with 2018.

Quality & Value of Services

- **50%** say they receive very good or good value from the services provided by the City, an increase of **19%** from 2018.
- **66%** agreed that they are satisfied with the quality of services provided by the City of Saskatoon, an increase of **22%** from 2018.
- **32%** of respondents indicated that COVID-19 has impacted their satisfaction level with the quality of services provided by the City of Saskatoon.

Balancing the Budget

- About **1 in 3 (31%)** participants are in favour of combining both property tax and user fee increases to balance the budget, an increase of **5%** when compared to 2018.
- About **1 in 4 (26%)** participants preferred the City stop providing a particular service in order to balance the operating budget, a decrease of **4%** when compared to 2018.

Communications

- **71%** of respondents are satisfied with the quality of City communications, an increase of **8%** from 2018.
- Most respondents expressed a preference for the website (**50%**), email, (**46%**), and media communications (**42%**).

Customer Service/Contact the City

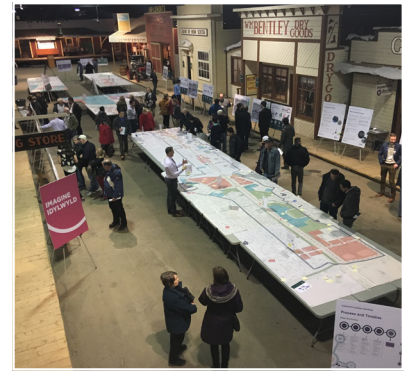
- **60%** of respondents preferred contacting the City by email, followed by telephone (**55%**).
- Evaluations of customer service improved significantly from 2018:
- The City provides consistent and reliable information (**52%**), an increase of **12%** from 2018.
- Staff are easy to reach when needed (**47%**), an increase of **12%** from 2018.
- The City makes customer service a priority (**44%**), an increase of **16%** from 2018.
- The City responds quickly to requests or concerns (**44%**), an increase of **14%** from 2018.
- The City is an open and transparent government (**37%**), an increase of **12%** from 2018.

Volunteering

- **43%** of participants say they volunteer in their community, a **5%** decrease from 2018.

Public Engagement

- **43%** of respondents say the City does enough to get the public's input on decisions, a **14%** increase when compared to 2018.
- **66%** agree the City provides meaningful opportunities to participate in engagement activities, a decrease of **19%** from 2018.
- **40%** of respondents say the City communicates how it will use public input to help make its decisions, a decrease of **13%** from 2018.



Strategic Goal Performance Indicators

- **59%** agreed that Saskatoon is an inclusive and welcoming city to all. This is comparable to 2018.
- **85%** agreed that the City is effectively providing online services. This is comparable to 2018.
- **64%** reported feeling safe living in the City, an **18%** increase from 2018.
- **57%** agreed that the City is providing a good mix of recreation, sport and cultural facilities year round, a decrease of **25%** from 2018.
- **52%** agree the City is effectively balancing growth throughout the city, an increase of **10%** from 2018.
- **55%** agree the City is preserving natural resources and protecting the environment, an increase of **6%** from 2018.
- The other questions garnered mixed responses – these topics included downtown as a destination and place to live, and investing in a mix of transportation options.

Handling of the COVID-19 Pandemic

- **68%** agree the City has provided helpful and timely information on impacts to civic services during the pandemic.
- **64%** agree the City has provided a safe environment to access City Hall, a Civic Leisure facility, use Transit, or participate in other City programs and facilities.
- **59%** agree that the City has provided sufficient online opportunities to conduct my business during the pandemic.