

BACKGROUND:

2021 Civic Services Performance, Priorities and Preferences Survey

TELEPHONE & ONLINE



METHODOLOGY

| TELEPHONE (T) | ONLINE PANEL (OP) |
|---|---|
| June 23 - August 2, 2021 | June 23 - August 2, 2021 |
| <p>A telephone survey was conducted by Forum Research with 500 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 65%).</p> <p>The margin of error is $\pm 3.63\%$, 19 times out of 20.</p> | <p>An online survey was conducted with 801 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> <p>The margin of error is: $\pm 2.86\%$, 19 times out of 20.</p> |

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 CIVIC SERVICES KEY FINDINGS

PERFORMANCE

City residents were asked to rate services provided by the City on a **10-point scale**. **Overall satisfaction remains the same or higher since 2018 for many of the 29 civic services.** These results are bundled below.

Transportation & Utilities

- The top three services where participants reported highest satisfaction are: **reliability of electrical services*** (T: 8.8, OP: 8.0), **quality of drinking water** (T: 8.5, OP: 8.1), and **speed of water main breaks repairs** (T: 7.5, OP: 7.4).
- There were significant increases in satisfaction for **maintenance of back lanes and parking services**. There were significant increases in satisfaction for online respondents in other areas including **snow & ice road maintenance, public transit, sidewalk maintenance in your neighbourhood, street maintenance in your neighbourhood, maintenance of major roadways and freeways (OP only), and traffic management**.
- The three lowest-rated services were: **maintenance of major roadways and freeways** (T: 5.9, OP: 6.7), **maintenance of back lanes** (T: 6.1, OP: 6.4), and **snow & ice road maintenance** (T: 6.3, OP: 6.8).



Community & Public Services

- Participants were most satisfied with **fire protection** (T: 8.5, OP: 7.7), **police services** (T: 7.7, OP: 7.2) **maintenance of city parks** (T: 7.7, OP: 7.4). They were less satisfied with planning for growth and development (T: 6.4, OP: 6.8), and **bylaw enforcement** (T: 6.6, OP: 6.7).
- The most significant increases in satisfaction were for online respondents in the area of **planning for growth and development** and **bylaw enforcement**.



Waste Management

- Respondents were satisfied with **garbage collection** (T: 8.2, OP: 7.7), **followed by recycling collection** (T: 7.9, OP: 7.7) and **landfill services** (T: 7.4, OP: 7.3).
- There were increases in all three areas reaching the **highest satisfaction level seen in the past five years**.



Recreation & Culture

- All of the recreation and culture services were highly rated (**7.3+**). Respondents were most satisfied with **indoor leisure centres** (T: 8.0, OP: 7.6), **outdoor sports fields** (T: 7.9, OP: 7.7) and, **paddling pools and spray parks** (T: 7.8, OP: 7.5).
- Satisfaction overall remained relatively consistent for all services compared to 2018.

SERVICE PRIORITIES

Respondents were also asked to rate the priority of 12 services. The combination of satisfaction and priorities were used to determine key weaknesses (high priority, low satisfaction), and key strengths (high priority, high satisfaction).

All key strengths and the majority of key weaknesses have remained relatively the same since 2015.

Key Weaknesses (Priorities for Service Improvement)

- Snow & ice road maintenance
- Maintenance of major roadways and freeways
- Traffic management
- Street maintenance in your neighbourhood **(T only)**
- Accessibility of infrastructure for people with disabilities
- Planning for growth and development



Key Strengths (Priorities for Maintaining Service)

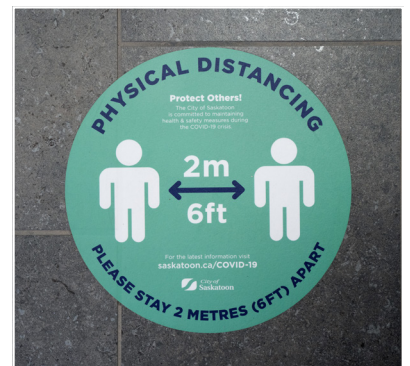
- Quality of drinking water
- Reliability of electrical services*
- Fire protection
- Police services **(T only)**
- Garbage collection
- Speed of water main breaks repairs **(OP only)**
- Recycling
- Maintenance of city parks



* Reliability of electrical services' is reported for Saskatoon Light & Power customers only.

Impact of COVID-19

In 2021, residents were asked to share how the COVID-19 closure of services impacted their satisfaction ratings. Overall, respondents reported that COVID-19 had influenced their rating, with **55%** of telephone and **64%** of online panel respondents saying it had **some level of influence**.



PREFERENCES FOR SERVICE LEVELS

More Services

- The top three services where residents would like the City to provide more service include:
 - Affordable Housing **(T: 62%, OP: 61%)**
 - Road Maintenance **(T: 54%, OP: 56%)**
 - Snow & Ice Management **(T: 44%, OP: 51%)**
- The following services had the most significant increase in requests for more service as compared to 2018:
 - Affordable Housing
 - Park Maintenance
 - Recreation & Cultural Programs
 - Fire
 - Community Grants **(OP only)**



Same Services

- Of the 12 services listed, a large percentage of participants indicated that they would like to see the service remain the same. The three areas with the highest number of respondents requesting that the service level stay the same were:
 - Fire **(T: 85%, OP: 68%)**
 - Parks Maintenance **(T: 82%, OP: 66%)**
 - Garbage Collection & Waste Reduction Programs and Services **(T: 77% and OP: 65%)**



Less Services

- Residents indicated they would like the City to provide less service for:
 - Community Grants **(T: 11%, OP: 13%)**
 - Police **(T: 8%, OP: 17%)**
 - Transit **(T: 8%, OP: 9%)**
 - Planning & Growth **(T: 8%, OP: 10%)**
 - Recreation & Cultural Programs **(T: 7%, OP: 13%)**



BACKGROUND:

2021 Civic Services Performance, Priorities and Preferences Survey

SELF-SELECTED



SELF-SELECTED PARTICIPATION

June 23 - August 2, 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 442 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 CIVIC SERVICES KEY FINDINGS

CITY SERVICES: PERFORMANCE

City residents were asked to rate services provided by the City on a **10-point scale**.

Transportation & Utilities

- The top three services where participants reported highest satisfaction are: reliability of electrical services***(8.8)**, quality of drinking water **(8.5)**, and speed of water main breaks repairs **(7.0)**.
- The three lowest-rated services were: maintenance of back lanes **(4.9)**, sidewalk maintenance in your neighbourhood **(4.9)**, and street maintenance in your neighbourhood **(5.1)**.



Community & Public Services

- Participants were most satisfied with fire protection **(8.2)**, police services **(6.8)**, maintenance of city parks **(6.5)**, and maintenance of city trees **(6.3)**.
- The lowest areas of satisfaction were planning for growth and development **(4.9)** and bylaw enforcement **(4.9)**.



Waste Management

- Respondents were satisfied with garbage collection **(7.8)**, followed by recycling collection **(7.3)**, and landfill services **(6.8)**. All three areas were rated higher when compared to 2018.

Recreation & Culture

- All of the recreation and culture services were highly rated **(7.0+)**. Respondents were most satisfied with indoor leisure centres **(7.5)**, outdoor swimming pools **(7.4)**, outdoor sports fields **(7.4)**, and paddling pools and spray parks **(7.4)**.



SERVICE PRIORITIES

Respondents were also asked to rate the priority of 12 services. The combination of satisfaction and priorities were used to determine key weaknesses (high priority, low satisfaction), and key strengths (high priority, high satisfaction).

Key Weaknesses (Priorities for Service Improvements)

- Snow & ice road maintenance
- Maintenance of major roadways and freeways
- Street maintenance in your neighbourhood
- Traffic management
- Planning for growth and development
- Accessibility of infrastructure for people with disabilities



Key Strengths (Priorities for Maintaining Service)

- Quality of drinking water
- Reliability of electrical services*
- Fire protection
- Police services
- Speed of water main breaks repairs
- Garbage collection
- Recycling collection

* Reliability of electrical services' is reported for Saskatoon Light & Power customers only.



Impact of COVID-19

Residents were asked to share how the COVID-19 closures of services impacted their satisfaction ratings. Overall, respondents reported that COVID-19 had minimal influence on their ratings, with a quarter (**27%**) saying it had **some level of influence**.



PREFERENCES FOR SERVICE LEVELS

More Services

- The top five most selected services in which respondents requested more service were:
 - Road Maintenance **(61%)**
 - Snow & Ice Management **(59%)**
 - Affordable Housing **(50%)**
 - Police **(42%)**
 - Traffic Management **(38%)**



Same Services

- For many of the services listed, the majority of participants indicated that they would like to see the service remain the same. The three areas with the highest number of respondents requesting that the service level stay the same were:
 - Fire **(80%)**
 - Recreation & Cultural Programs **(68%)**
 - Parks Maintenance **(64%)**



Less Services

- The top five most selected responses for less service were:
 - Community Grants **(26%)**
 - Transit **(21%)**
 - Affordable Housing **(21%)**
 - Planning & Growth, Police, and Recreation & Culture Programs **(13%)**

