

Civic Service Survey: Performance,
Priorities and Preferences 2018
Telephone and Online Panel



City of
Saskatoon

November/December 2018

Table of Contents

PURPOSE	3
EXECUTIVE SUMMARY	4
METHODOLOGY	8
DETAILED FINDINGS	11
DEMOGRAPHICS	29
APPENDIX	30

PURPOSE

The City of Saskatoon commissioned a Civic Service Survey: Performance, Priorities and Preferences 2018, to gain insights on residents' experience/impressions related to the quality of transportation and utilities services, community and public services, waste management services, and recreation and culture services, the priorities of services rated average and below, preferences on the level of civic services provided (more, less or about the same), in addition to community engagement.

The results of the survey are intended to identify trends, develop baseline performance data, inform decisions related to initiatives and actions for strategic priorities, budget decisions, and service delivery decisions.

Additionally, the survey will help identify key trends and issues of importance to aid the City's continuing goal of service excellence.

The primary objectives of the survey were to gauge the following:

- Perceptions of quality of services provided by the City
 - Transportation & Utilities Services
 - Community & Public Services
 - Waste Management Services
 - Recreation & Culture Services
- Priorities of services
- Public's opinions on community engagement
- Preferences on level of civic services for 12 categories

EXECUTIVE SUMMARY

In 2018, the City of Saskatoon reviewed the Civic Services Survey and developed a more comprehensive two staged process to collect input from residents. Instead of one survey, the City of Saskatoon developed a Civic Satisfaction & Performance survey and a Civic Service Survey: Performance, Priorities and Preferences.

The Civic Service Survey: Performance, Priorities and Preferences was implemented in November 2018. This year there were small changes from previous years in the survey to improve the data, ask new questions, and be more inclusive by offering a link on the City of Saskatoon's website for the general public to participate.

The results of the telephone and online – panel responses are the subject of this report. The results from self-selected participants are provided in a separate report. There are some significant differences related to the telephone and online panel results as compared to self-selected participants. Specifically, the results of the telephone and online – panel are reliable and representative of the population due to the random selection process. The methodology and consistency of many questions also allows for trending and comparisons to previous years. The sample size from the self-selected survey results were significant and therefore are considered reliable but are not representative of the population.

Consistent with previous years, 504 telephone and 800 online – panel residents of Saskatoon, 18 years of age and older, were surveyed. The results are highlighted in the following pages and provide insights on the City of Saskatoon's services and priorities.

Please note that changes from previous years for telephone results within the margin of error of +/- 4.37% and online panel results within a +/-3.46% are not statistically significant. As a result, the information in the report will note that there was no change from the previous year.

City Services

City residents were asked to rate services provided by the City on a 10-point scale. Additionally, residents were asked if the City should provide more service, less service or about the same.

Transportation & Utilities

The reliability of electrical services, quality of drinking water, and speed of water main breaks repairs remain the top services where residents are most satisfied.

Satisfaction with all services remained the same or was higher, most reaching the highest satisfaction level over the past five years. Traffic Management has increased by 1.0 for both Telephone and Online respondents when compared to 2017.

Community and Public Services

Of the community and public services, residents are most satisfied with fire protection, maintenance of city parks, police services, and maintenance of city trees, while planning for growth and development was where residents are the least satisfied.

Satisfaction with all services remained the same or was higher, most reaching the highest satisfaction level over the past five years. Mosquito control increased by 0.9 and control of dangerous and nuisance animals increased by 0.7 for Telephone respondents. Police services increased by 0.9 and mosquito control increased by 0.7 for Online - Panel respondents.

Waste Management

Residents were asked to rate the waste management services provided by the City. Residents are most satisfied with garbage collection, followed by recycling collection and landfill services, respectively.

Residents' satisfaction decreased slightly (-0.1) for Telephone respondents for both garbage collection and recycling collection, however both Telephone and Online - Panel respondents' satisfaction increased for landfill services (Telephone = +0.6; Online - Panel = +0.2).

Recreation & Culture

All of the recreation and culture services were rated high (7.3+). The services where residents are most satisfied with are indoor leisure centres, outdoor sports fields, and paddling pools and spray parks.

Residents' satisfaction increased for all recreation and culture services provided by the City. Indoor ice rinks increased for both Telephone and Online - Panel respondents (Telephone = +1.0; Online = +0.9).

Meaningful Opportunities to Participate in Engagement

The vast majority of both Telephone and Online - Panel respondents indicated the City of Saskatoon is very good/somewhat good at providing meaningful opportunities to participate in engagement activities (Telephone TOP2 = 87%; Online - Panel TOP2 = 79%).

Communicating Public Input Used in Decisions

The majority of both Telephone and Online - Panel respondents indicated the City of Saskatoon is doing very well/somewhat well at communicating how it will use public input to help make its decisions (Telephone TOP2 = 68%; Online - Panel TOP2 = 55%).

Providing Services – More Service

The majority of residents indicated they would like the City to provide more service for:

- Road Maintenance (Telephone = 59%; Online – Panel = 61%)
- Affordable Housing (Telephone = 54%; Online – Panel = 55%)
- Snow & Ice Management (Telephone = 46%; Online – Panel = 52%)

In comparison to 2017, the proportion of residents who indicated they would like the City to provide more service has increased for almost all of the services. However, Telephone respondents had a 6% decrease, when compared to 2017, for traffic management. Online - Panel respondents had a 1% decrease, when compared to 2017, for police.

Providing Services – Less Service

The residents indicated they would like the City to provide less service for:

- Community Grants (Telephone = 11%; Online – Panel = 18%)
- Affordable Housing (Telephone = 9%; Online – Panel = 10%)
- Planning & Growth (Telephone = 7%; Online – Panel = 10%)

In comparison to 2017, the proportion of residents who indicated they would like the City to provide less service has decreased or stayed the same for almost all of the services. However, telephone respondents had a 1% and 2% increase, when compared to 2017, for transit and affordable housing, respectively.

Spending Priorities

Respondents who indicated a service was average or below were also asked the priority of the service on a 10-point scale. The satisfaction and priorities were used to determine key weaknesses (high priority, low satisfaction), and key strengths (high priority, high satisfaction).

Key Weaknesses:

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

Key Strengths:

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

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

All key strengths and the majority of key weaknesses have remained the same for four years (since 2015). There are two new key weaknesses in 2018, the accessibility of infrastructure for people with disabilities (new wording in 2018) and public transit (online – Panel only).

METHODOLOGY

Research was conducted via a live agent computer-assisted-telephone-interviewing (CATI) or computer assisted web interviewing (CAWI) methodologies amongst randomly selected residents of Saskatoon.

For telephone interviewing, numbers were generated from a phone list which includes Saskatoon landlines and cell phones to conduct a “pure random digital dial” from the combined list. Since more individuals do in fact have cell phones, or are a cell phone only household, it typically ends up that approximately 26% of respondents are from cell phones. As the number of cell phone numbers goes up and landlines go down, the random digital dialing should adjust for this factor.

2018 Changes to the Survey

In 2018, certain questions were re-worded to ensure respondents fully understood the questions.

2018 Wording	2017 Wording
Speed of water main breaks repairs	Repair of watermain breaks
Accessibility of infrastructure for people with disabilities (e.g. curb ramps, audible pedestrian signals)	Accessibility of services for people with disabilities
Garbage collection (black)	Garbage collection (black bin)
Recycling collection (blue)	Recycling (blue cart or bin)
Maintenance of city trees (e.g. pruning, Dutch elm disease)	Maintenance of city trees and parks
Maintenance of city parks	Maintenance of city trees and parks
Indoor leisure centres (e.g. Cosmo, Harry Bailey, Lakewood, Lawson, Shaw Centre, Field House)	Indoor pools/community centres/leisure facilities

New Questions in 2018 Survey

Outdoor sportsfields

Deleted Questions in 2018 Survey

Removing contaminants from waste-water to make it suitable for disposal in the natural environment

This question be remove as it cannot be reasonably expected that an average person could answer.

Affordable Housing has been removed from the performance questions, but it remains under the Preference on Level of Civic Services where Affordable Housing offers a better explanation on the role of the City.

Availability of City parks

Parks (playgrounds, green spaces, pathways, tree services) has been removed as the question was too broad.

Implications of Survey Changes

Due to changes in the survey instrument, results from certain questions on past surveys are not directly comparable to 2018. However, these changes will improve future research and lead to better insight for the City of Saskatoon.

Fieldwork Dates	November 16 to December 16, 2018
Method	Computer Assisted Telephone Interviewing (CATI/Telephone), Computer Assisted Web Interviewing (CAWI/Online)
Criteria for Participation	Residents within the City of Saskatoon who are 18 years of age / older
Sample Size	1304 (504 CATI/Telephone, 800 CAWI – Panel/Online – Panel)
Average Length	8 minutes
Margin of Error	Telephone: ± 4.37%, 19 times out of 20 Online: ± 3.46%, 19 times out of 20

*Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%.

What is a “Top Box” and “Bottom Box” Score?

The top box score is a research wide accepted practice and is the best way to understanding satisfaction when using a 4- or 5-point scale. It is simply the net percentage of the highest categories on the rating scale. For example, if the scale is: Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied, and Very Dissatisfied, then the combined number of respondents who answered either ‘Very Satisfied’ or ‘Somewhat Satisfied’ would be reported as the top 2 box score. Conversely, the bottom box score is the net percentage of respondents of the lowest categories of the rating scale. Using the same example, the combined number of respondents who answer ‘Somewhat Dissatisfied’ or ‘Very Dissatisfied’ would be grouped together to represent the bottom box score.

Online Sampling

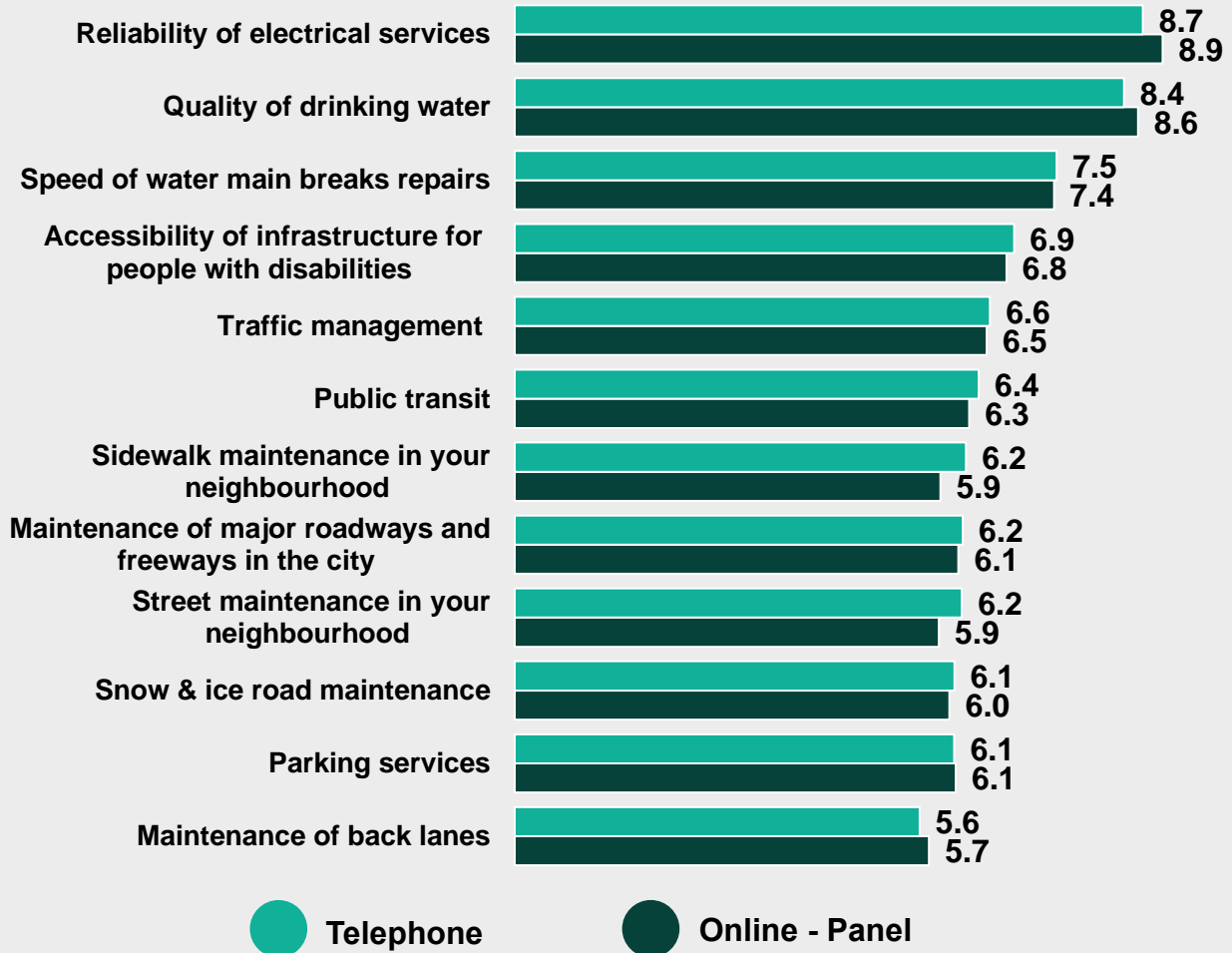
For this online study, Forum Poll™ Online Panel Database was used. The panel has been built using Random-Digit Dialing (RDD) to recruit panelists – a purely random recruiting method that ensures sampling integrity. The panelists are then selected at random from the panel to complete surveys online, ensuring the accuracy of your online research results every time. The link to access the survey was used to access panel members who are Saskatoon residents. Additionally, the link was posted on the City of Saskatoon’s website. Therefore, the analysis of the data was segregated by the method, specifically the responses from the link on the City of

Saskatoon website were labelled as “Self-Selected”, while the responses from panel members were labelled as “Online – Panel.” The “Self-Selected” responses are included in a separate report.

For consistency, only “Online – Panel” responses were compared to the 2017 Online responses.

DETAILED FINDINGS

Transportation & Utilities



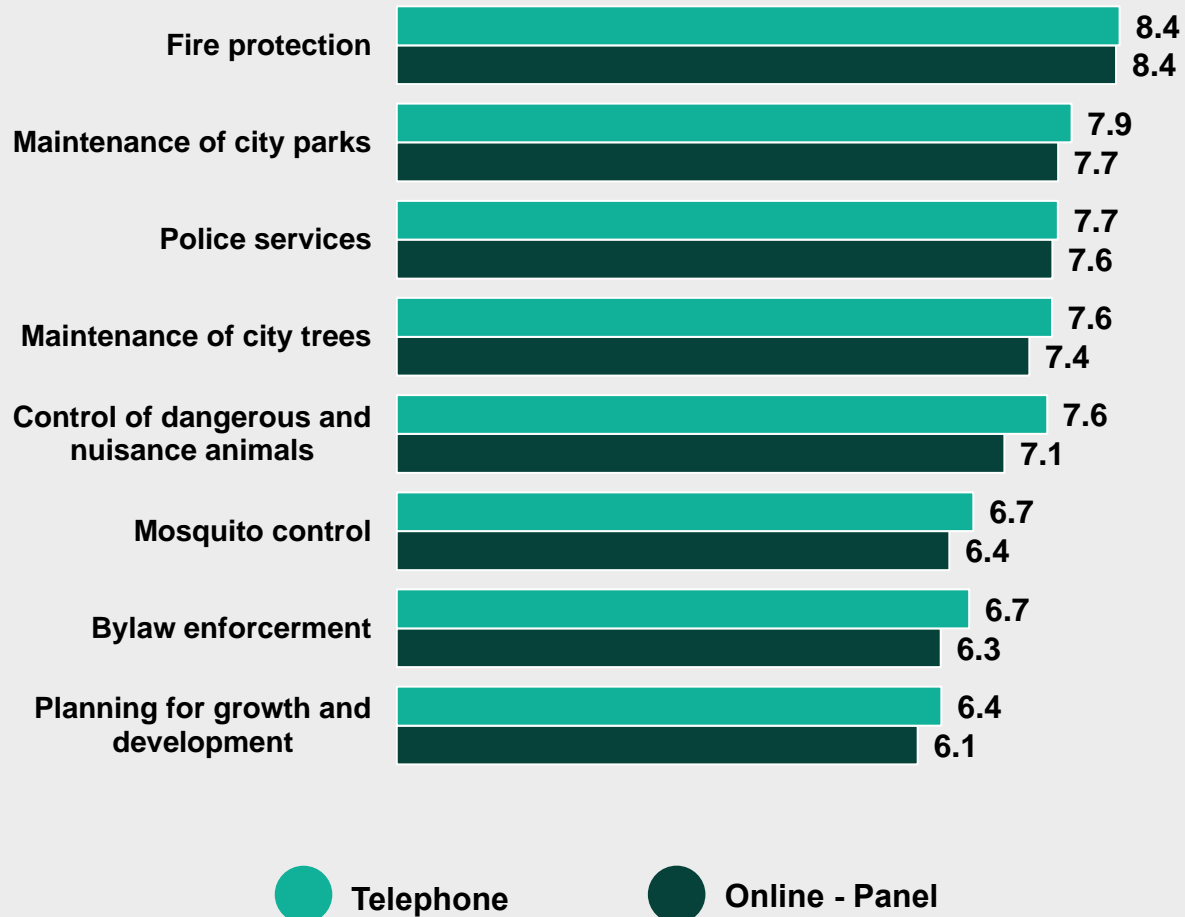
Q1-12. Rate how well the City of Saskatoon is doing in these services on a scale from 1 through 10, where 1 represents poor, and 10 represents excellent.

Sample size: Telephone n = 124-500, Online – Panel n = 270-792; excluding ‘Don’t know’ and ‘Prefer Not to Say’ responses

Sample framework: *‘Reliability of electrical services’ only asked to those who use Saskatoon Light and Power. All other options were asked to all respondents.

City residents were asked to rate services provided by the City on a 10-point scale. The reliability of electrical services, quality of drinking water, and speed of water main breaks repairs remain the top services where residents are the most satisfied.

Community & Public Services



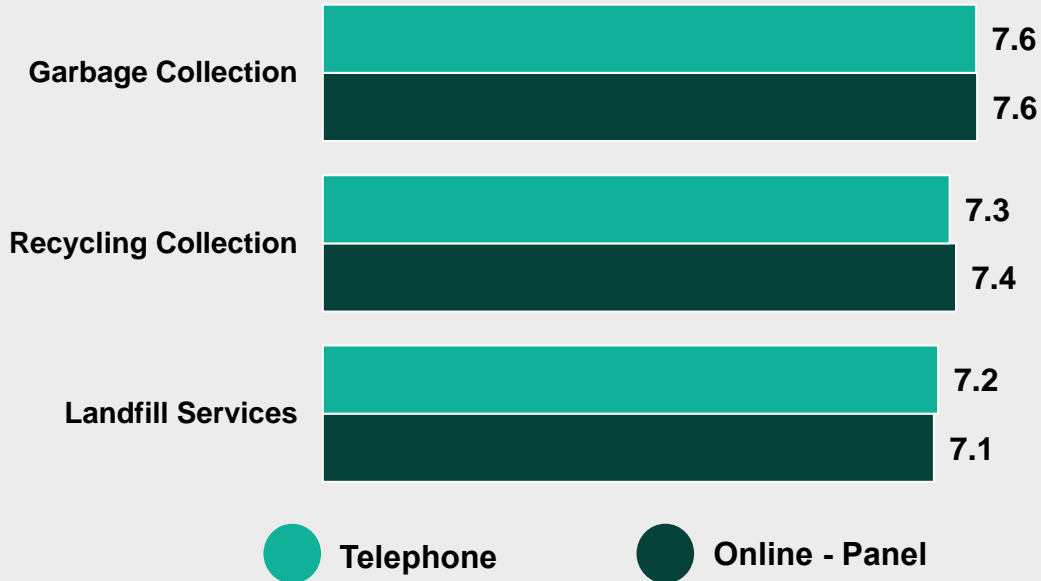
Q13-20. Rate how well the City of Saskatoon is doing in these services on a scale from 1 through 10, where 1 represents poor, and 10 represents excellent.

Sample size: Telephone n = 418-493, Online – Panel n = 556-756; excluding ‘Don’t know’ and ‘Prefer Not to Say’ responses

Sample framework: All

Of the community and public services, residents are most satisfied with fire protection, maintenance of city parks, police services, and maintenance of city trees, while planning for growth and development was where residents indicated they are the least satisfied.

Waste Management



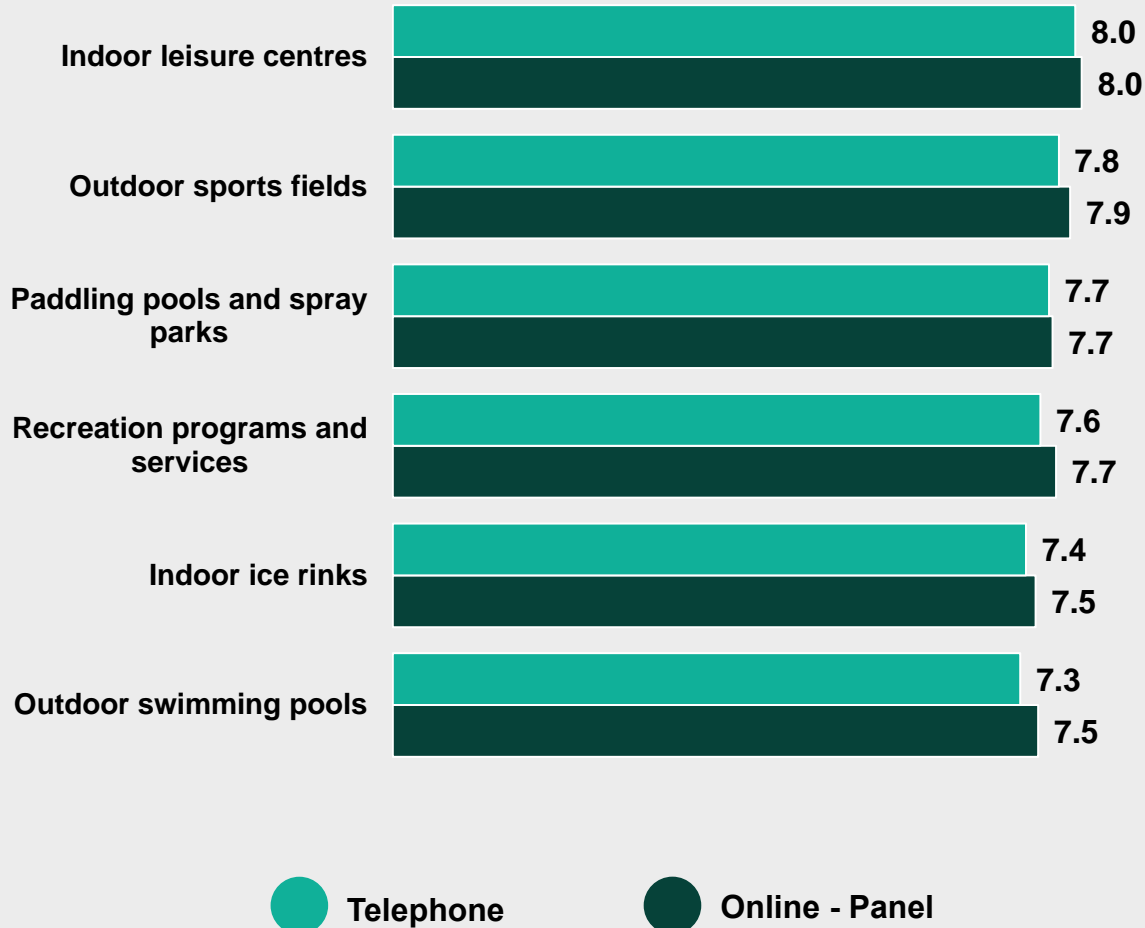
Q21-23. Rate how well the City of Saskatoon is doing in these services on a scale from 1 through 10, where 1 represents poor, and 10 represents excellent.

Sample size: Telephone n = 368-488, Online – Panel n = 403-761; excluding ‘Don’t know’ and ‘Prefer Not to Say’ responses

Sample framework: All

Residents were asked to rate the waste management services provided by the City. Residents are most satisfied with garbage collection, followed by recycling collection and landfill services, respectively.

Recreation & Culture



Q24-29. Rate how well the City of Saskatoon is doing in these services on a scale from 1 through 10, where 1 represents poor, and 10 represents excellent.

Sample size: Telephone n = 349-452, Online – Panel n =400-628; excluding ‘Don’t know’ and ‘Prefer Not to Say’ responses

Sample framework: All

All of the recreation and culture services were rated high (7.3+). The services where residents are most satisfied with are indoor leisure centres, outdoor sports fields, and paddling pools and spray parks.

Telephone
Online

Transportation & Utilities Services	2014	2015	2016	2017	2018	Difference from 2017	2014	2015	2016	2017	2018	Difference from 2017
Reliability of electrical services	8.1	7.8	8.0	7.8	8.7	+0.9	7.8	7.8	7.9	8.0	8.9	+0.9
Quality of drinking water	8.4	8.4	8.3	8.3	8.4	+0.1	8.3	8.3	8.1	8.3	8.6	+0.3
Speed of water main breaks repairs	6.7	6.8	6.8	6.9	7.5	+0.6	6.6	6.7	6.7	7.0	7.4	+0.4
Maintenance of major roadways and freeways in the city	5.3	5.1	5.6	5.9	6.2	+0.3	4.9	4.8	5.3	5.8	6.1	+0.3
Street maintenance in your neighbourhood	5.5	5.2	5.8	5.8	6.2	+0.4	5.4	4.9	5.2	5.7	5.9	+0.2
Sidewalk maintenance in your neighbourhood	5.6	5.6	6.1	5.8	6.2	+0.4	5.7	5.5	5.6	5.9	5.9	-
Maintenance of back lanes	5.1	5.2	5.6	5.4	5.6	+0.2	5.2	4.7	5.0	5.3	5.7	+0.4
Snow & ice road maintenance	5.4	5.0	5.6	5.7	6.1	+0.4	5.4	5.2	5.5	5.8	6.0	+0.2
Traffic management	5.8	5.5	5.7	5.6	6.6	+1.0	5.4	4.9	5.3	5.5	6.5	+1.0
Parking services	5.5	5.2	5.2	5.4	6.1	+0.7	5.1	4.9	4.9	5.4	6.1	+0.7
Accessibility of infrastructure for people with disabilities	-	-	6.7	6.4	6.9	+0.5	-	-	6.4	6.3	6.8	+0.5
Public Transit	6.1	5.7	5.7	5.7	6.4	+0.7	5.7	5.1	5.2	5.4	6.3	+0.9

Satisfaction with all services remained the same or was higher, most reaching the highest satisfaction level over the past five years. Traffic Management has increased by 1.0 for both Telephone and Online - Panel respondents when compared to 2017.

Telephone
Online

Community and Public Services	2014	2015	2016	2017	2018	Difference from 2017	2014	2015	2016	2017	2018	Difference from 2017
Bylaw enforcement	6.2	6.2	6.4	6.2	6.7	+0.5	6.1	5.8	6.0	6.0	6.3	+0.3
Planning for growth and development	5.9	5.6	6.0	5.8	6.4	+0.6	5.5	5.2	5.9	5.7	6.1	+0.4
Mosquito control	5.9	5.7	6.3	5.8	6.7	+0.9	5.7	5.8	5.8	5.7	6.4	+0.7
Control of dangerous and nuisance animals	6.7	7.0	7.1	6.9	7.6	+0.7	6.5	7.0	6.7	6.8	7.1	+0.3
Maintenance of city trees	6.9	-	-	-	7.6	-	6.9	-	-	-	7.4	-
Maintenance of city parks	7.1	-	-	-	7.9	-	6.9	-	-	-	7.7	-
Fire protection	8.4	8.2	7.9	8.0	8.4	+0.4	8.2	7.9	7.9	8.0	8.4	+0.4
Police services	7.8	7.4	7.2	7.2	7.7	+0.5	7.6	7.0	6.6	6.7	7.6	+0.9

Satisfaction with all services remained the same or was higher, most reaching the highest satisfaction level over the past five years. Mosquito control increased by 0.9 and control of dangerous and nuisance animals increased by 0.7 for Telephone respondents. Police services increased by 0.9 for Online - Panel respondents.

Telephone
Online

Waste Management Services	2014	2015	2016	2017	2018	Difference from 2017	2014	2015	2016	2017	2018	Difference from 2017
Garbage collection	8.0	7.7	7.8	7.7	7.6	-0.1	7.7	7.4	7.4	7.6	7.6	-
Recycling collection	7.3	7.3	7.6	7.4	7.3	-0.1	7.2	7.0	7.4	7.4	7.4	-
Landfill services	7.0	6.7	6.7	6.6	7.2	+0.6	6.9	6.7	6.7	6.9	7.1	+0.2

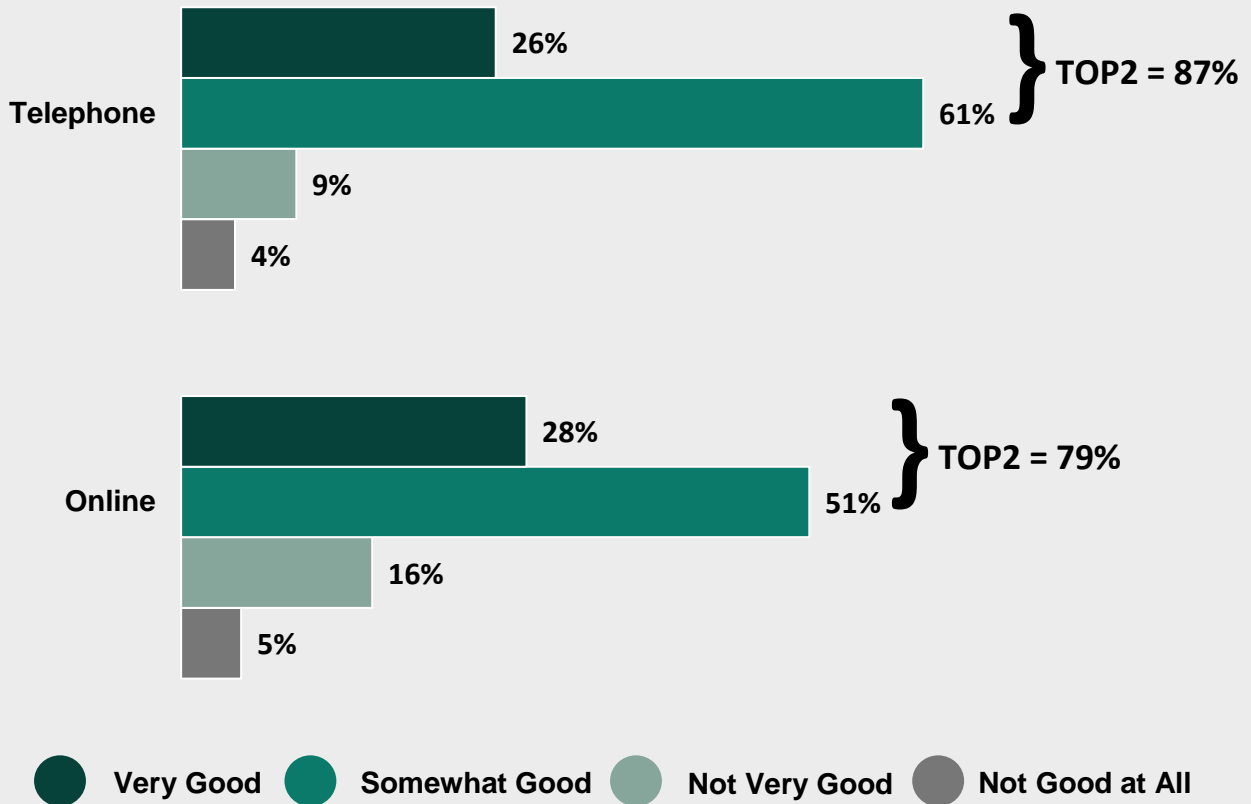
Residents' satisfaction decreased slightly (-0.1) for Telephone respondents for both garbage collection and recycling collection, however both Telephone and Online - Panel respondents' satisfaction increased for landfill services (Telephone = +0.6; Online - Panel = +0.2).

Telephone
Online

Recreation and Culture Services	2014	2015	2016	2017	2018	Difference from 2017	2014	2015	2016	2017	2018	Difference from 2017
Indoor ice rinks	6.2	6.7	6.4	6.4	7.4	+1.0	6.4	6.9	6.5	6.6	7.5	+0.9
Outdoor swimming pools	6.6	6.8	6.8	6.7	7.3	+0.6	6.6	6.9	6.8	7.1	7.5	+0.4
Paddling pools and spray parks	-	7.2	7.2	7.0	7.7	+0.7	-	7.1	7.1	7.2	7.7	+0.5
Indoor leisure centres	7.1	7.4	7.4	7.3	8.0	+0.7	7.0	7.2	7.2	7.3	8.0	+0.7
Outdoor sports fields	-	-	-	-	7.8	-	-	-	-	-	7.9	-
Recreation programs and services	-	7.0	7.0	7.0	7.6	+0.6	-	7.0	6.8	6.9	7.7	+0.8

Residents' satisfaction increased for all recreation and culture services provided by the City. Indoor ice rinks increased for both Telephone and Online - Panel respondents (Telephone = +1.0; Online - Panel = +0.9).

Opportunities to Participate



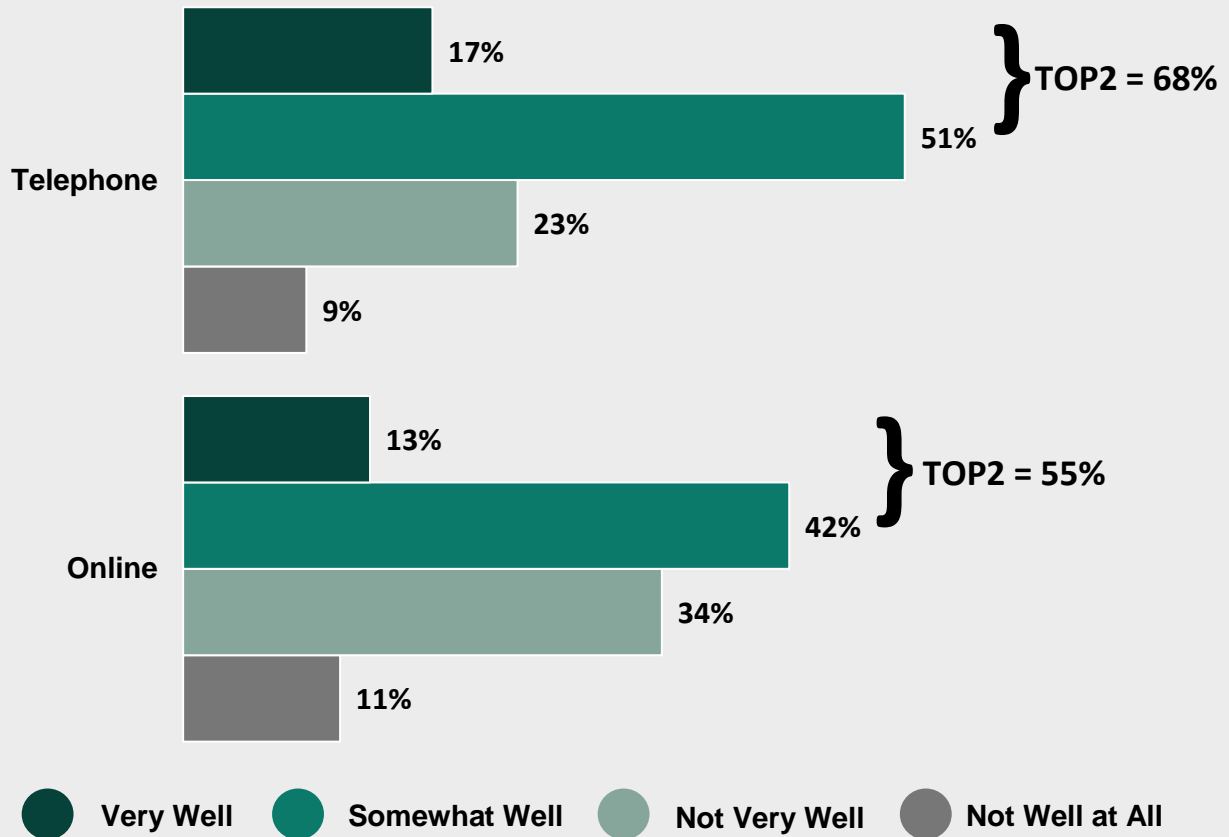
Q31. In your opinion, how good is the City of Saskatoon at providing meaningful opportunities for you to participate in engagement activities such as workshops, open houses, and/or online surveys?

Sample size: Telephone n = 459, Online – Panel n = 671; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

The vast majority of both Telephone and Online - Panel respondents indicated the City of Saskatoon is very good/somewhat good at providing meaningful opportunities to participate in engagement activities (Telephone TOP2 = 87%; Online – Panel TOP2 = 79%).

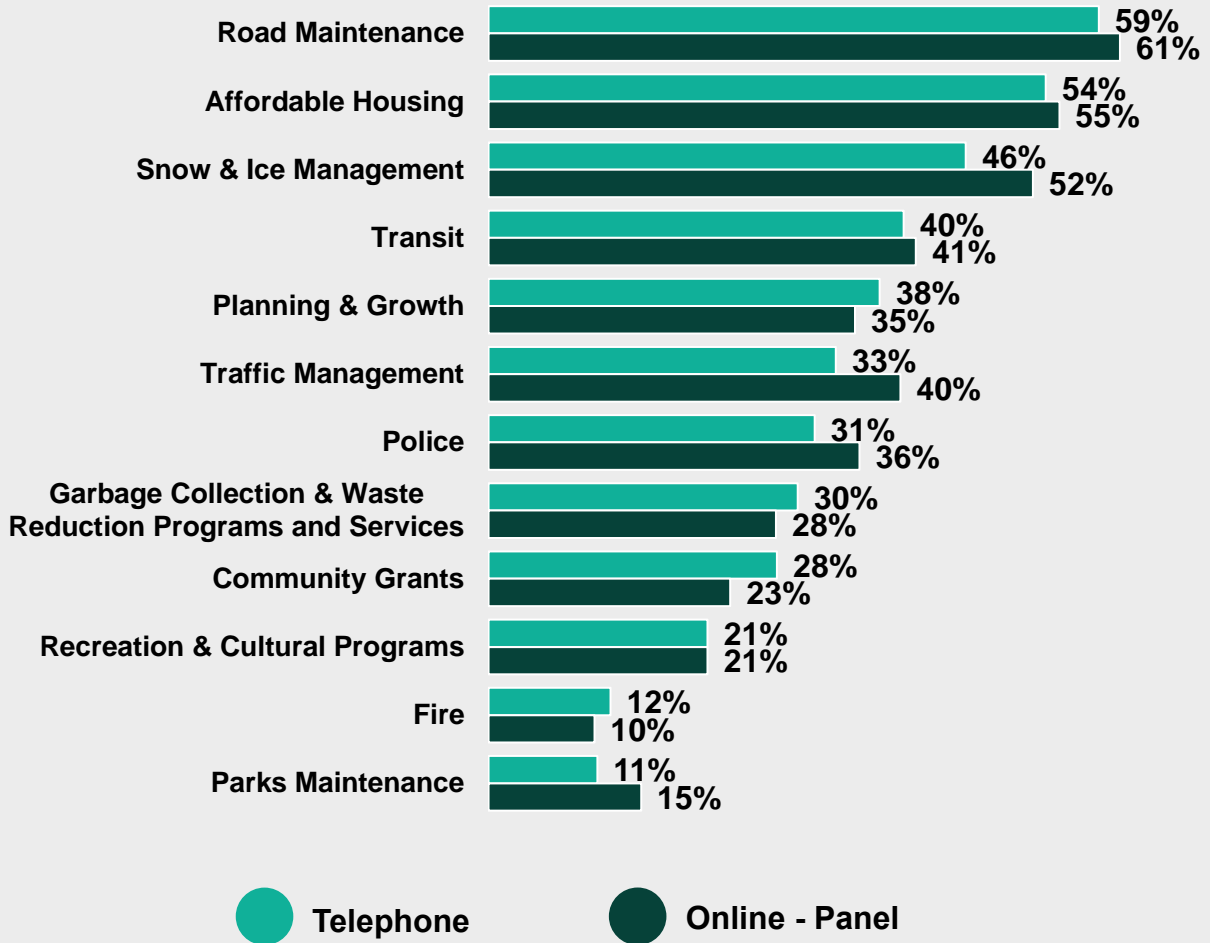
Communicating how the City uses public input to help make its decisions



Q32. In your opinion, how well does the City communicate how it will use public input to help make its decisions?
Sample size: Telephone n = 487, Online – Panel n = 719; excluding 'Don't know' and 'Prefer Not to Say' responses
Sample framework: All

The majority of both Telephone and Online - Panel respondents indicated the City of Saskatoon is doing very well/somewhat well at communicating how it will use public input to help make its decisions (Telephone TOP2 = 68%; Online – Panel TOP2 = 55%).

Preferences on Level of Civic Services – More Service



Q33-44. For each category, please indicate if you would like the City to provide more service, less service or about the same. [see Appendix for detailed descriptions]

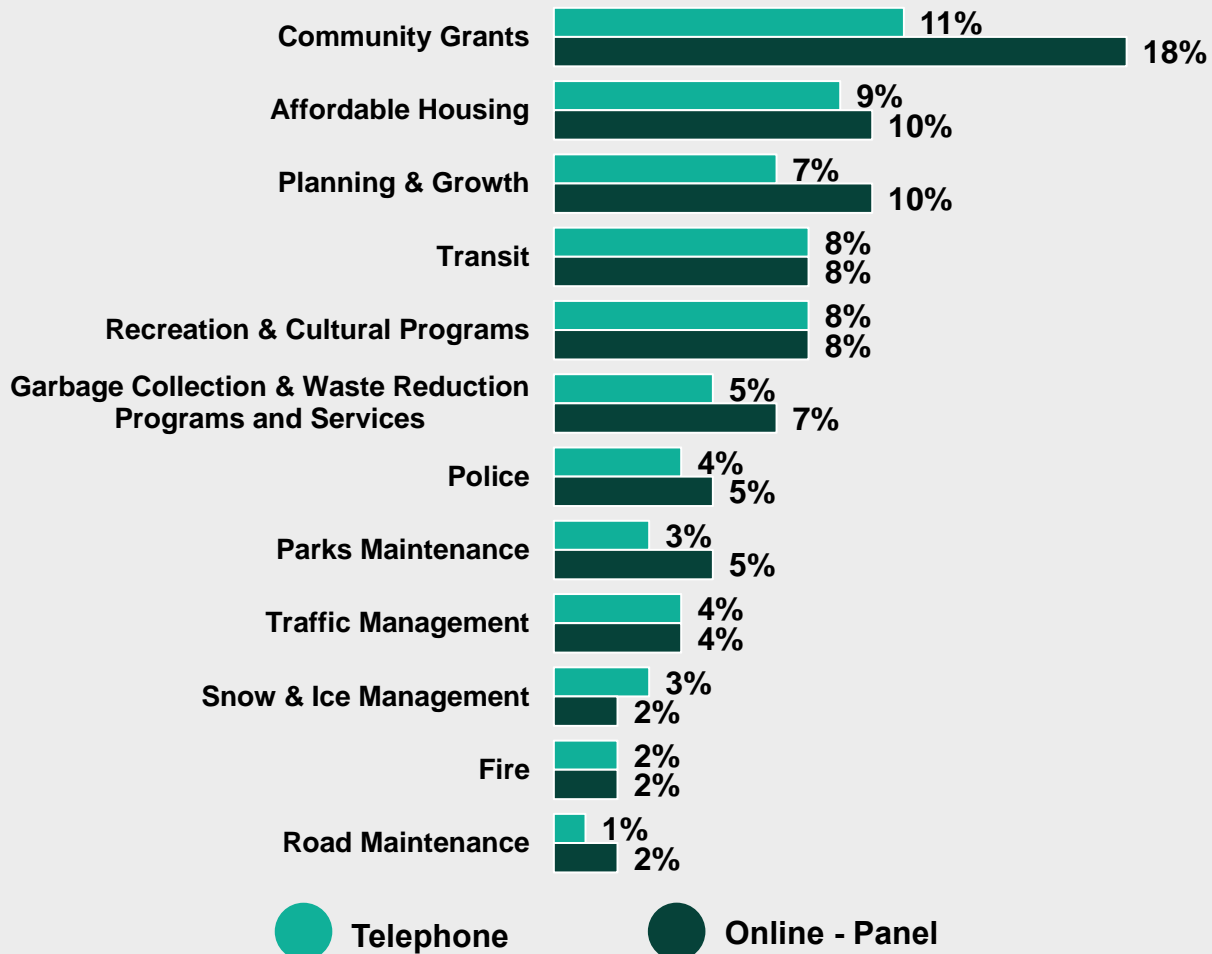
Sample size: Telephone n = 52-294, Online – Panel n = 74-466; excluding ‘Don’t know’ and ‘Prefer Not to Say’ responses

Sample framework: All

The majority of residents indicated they would like the City to provide more service for:

- Road Maintenance (Telephone = 59%; Online - Panel = 61%)
- Affordable Housing (Telephone = 54%; Online - Panel = 55%)
- Snow & Ice Management (Telephone = 46%; Online - Panel = 52%)

Preferences on Level of Civic Services – Less Service



Q33-44. For each category, please indicate if you would like the City to provide more service, less service or about the same. [see Appendix for detailed descriptions]

Sample size: Telephone n = 6-49, Online – Panel n = 14-113; excluding ‘Don’t know’ and ‘Prefer Not to Say’ responses

Sample framework: All

The residents indicated they would like the City to provide less service for:

- Community Grants (Telephone = 11%; Online - Panel = 18%)
- Affordable Housing (Telephone = 9%; Online - Panel = 10%)
- Planning & Growth (Telephone = 7%; Online - Panel = 10%)

	Telephone			Online - Panel		
	More Service	Less Service	Same	More Service	Less Service	Same
Road Maintenance	59%	1%	40%	61%	2%	37%
Snow & Ice Management	46%	3%	51%	52%	2%	45%
Traffic Management	33%	4%	62%	40%	4%	57%
Police	31%	4%	64%	36%	5%	59%
Fire	12%	2%	86%	10%	2%	88%
Transit	40%	8%	52%	41%	8%	51%
Planning & Growth	38%	7%	55%	35%	10%	55%
Community Grants	28%	11%	61%	23%	18%	59%
Affordable Housing	54%	9%	38%	55%	10%	35%
Garbage Collection & Waste Reduction Programs and Services	30%	5%	66%	28%	7%	66%
Parks Maintenance	11%	3%	86%	15%	5%	81%
Recreation & Cultural Programs	21%	8%	71%	21%	8%	71%

Q33-44. For each category, please indicate if you would like the City to provide more service, less service or about the same. [see Appendix for detailed descriptions]

Sample size: Telephone n =436-500, Online – Panel n = 66-770; excluding ‘Don’t know’ and ‘Prefer Not to Say’ responses

Sample framework: All

Note: Due to rounding, totals may add up to slightly more or less than 100%

Residents indicated they would like the service to stay about the same for many services. However, both Telephone and Online - Panel respondents indicated more service for affordable housing (Telephone = 54%, Online - Panel = 55%), and road maintenance (Telephone = 59%, Online - Panel = 61%). Additionally, Online - Panel respondents also indicated more service for snow & ice management (Online - Panel = 52%).

More Service Trended	Telephone				Online - Panel			
	2016	2017	2018	Difference from 2017	2016	2017	2018	Difference from 2017
Road Maintenance	70%	58%	59%	+1%	70%	55%	61%	+6%
Snow & Ice Management	46%	41%	46%	+5%	49%	39%	52%	+13%
Traffic Management	44%	39%	33%	-6%	46%	38%	40%	+2%
Police	33%	29%	31%	+2%	41%	37%	36%	-1%
Fire	13%	10%	12%	+2%	15%	10%	10%	-
Transit	43%	35%	40%	+5%	45%	37%	41%	+4%
Planning & Growth	38%	33%	38%	+5%	35%	29%	35%	+6%
Community Grants	20%	20%	28%	+8%	21%	16%	23%	+7%
Affordable Housing	54%	54%	54%	-	53%	45%	55%	+10%
Garbage Collection & Waste Reduction Programs and Services	14%	14%	30%	+16%	17%	11%	28%	+17%
Parks Maintenance	13%	11%	11%	-	13%	11%	15%	+4%
Recreation & Cultural Programs	23%	19%	21%	+2%	22%	14%	21%	+7%

Q33-44. For each category, please indicate if you would like the City to provide more service, less service or about the same. [see Appendix for detailed descriptions]

Sample size: Telephone n = 52-294, Online – Panel n = 74-466; excluding ‘Don’t know’ and ‘Prefer Not to Say’ responses

Sample framework: All

In comparison to 2017, the proportion of residents who indicated they would like the City to provide more service has increased for almost all of the services. However, Telephone respondents had a 6% decrease, when compared to 2017, for traffic management. Online - Panel respondents had a 1% decrease, when compared to 2017, for police.

Less Service Trended	Telephone				Online - Panel			
	2016	2017	2018	Difference from 2017	2016	2017	2018	Difference from 2017
Road Maintenance	2%	1%	1%	-	2%	2%	2%	-
Snow & Ice Management	2%	3%	3%	-	2%	4%	2%	-2%
Traffic Management	3%	4%	4%	-	4%	5%	4%	-1%
Police	7%	5%	4%	-1%	8%	6%	5%	-1%
Fire	2%	3%	2%	-1%	3%	3%	2%	-1%
Transit	5%	7%	8%	+1%	6%	9%	8%	-1%
Planning & Growth	8%	10%	7%	-3%	11%	17%	10%	-7%
Community Grants	13%	15%	11%	-4%	21%	25%	18%	-7%
Affordable Housing	8%	7%	9%	+2%	9%	11%	10%	-1%
Garbage Collection & Waste Reduction Programs and Services	5%	5%	5%	-	4%	7%	7%	-
Parks Maintenance	5%	6%	3%	-3%	7%	13%	5%	-8%
Recreation & Cultural Programs	11%	10%	8%	-2%	9%	16%	8%	-8%

Q33-44. For each category, please indicate if you would like the City to provide more service, less service or about the same. [see Appendix for detailed descriptions]

Sample size: Telephone n = 6-49, Online – Panel n = 14-113; excluding ‘Don’t know’ and ‘Prefer Not to Say’ responses

Sample framework: All

In comparison to 2017, the proportion of residents who indicated they would like the City to provide less service has decreased or stayed the same for almost all of the services. However, Telephone respondents had a 1% and 2% increase, when compared to 2017, for transit and affordable housing, respectively.

Mapping of Priorities and Satisfaction

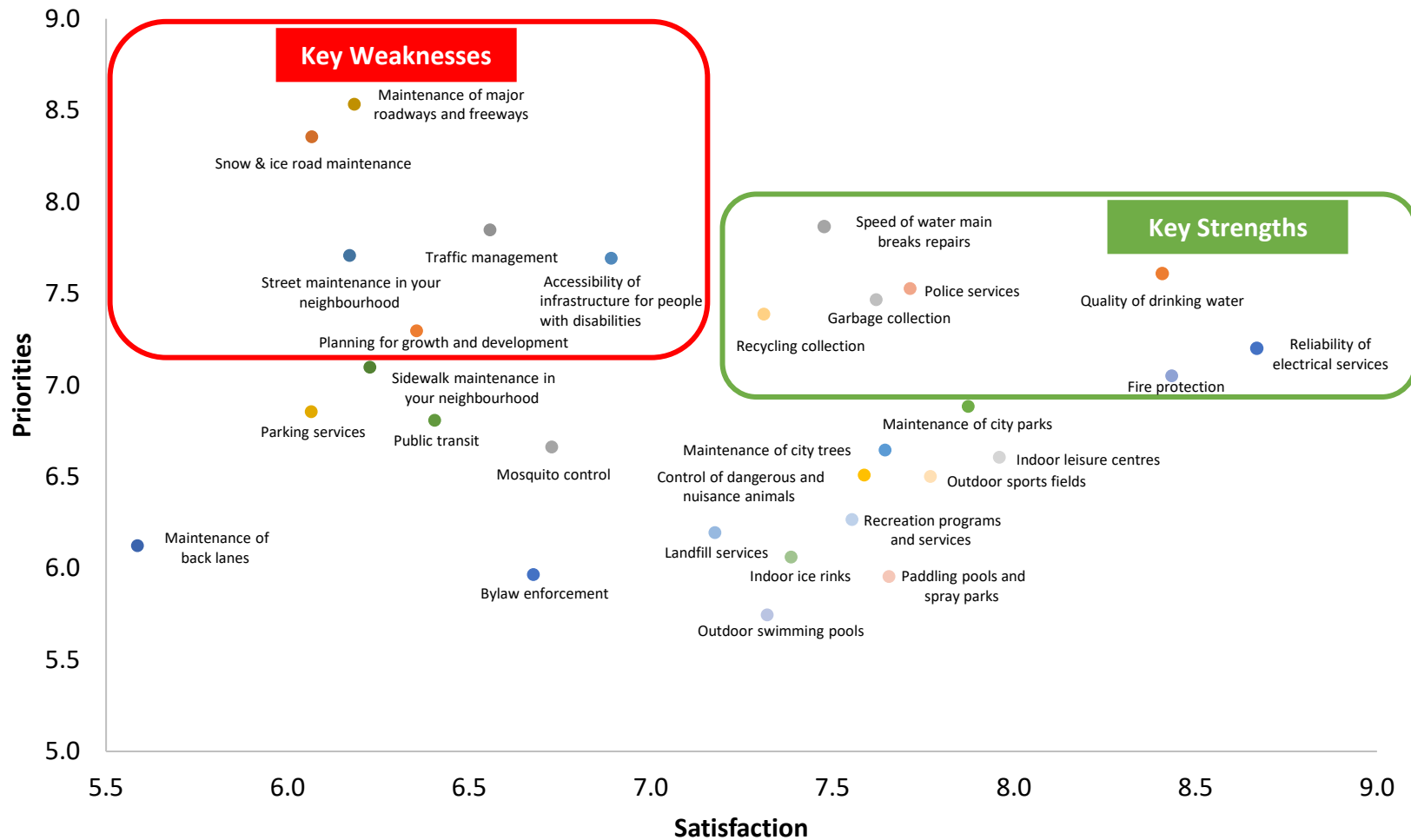
A quadrant analysis was conducted to determine the key strengths and key weaknesses based on 2018 data. Telephone and online responses are analyzed separately on two graphs. Respondents who indicated a service was average or below were also asked the priority of the service on a 10-point scale. The satisfaction and priorities were used to determine key weaknesses (high priority, low satisfaction), and key strengths (high priority, high satisfaction).

Key Weaknesses: Services where respondents had low satisfaction scores and high priority scores

Key Strengths: Services where respondents had high satisfaction scores and high priority scores

The satisfaction and priorities were used to determine key weaknesses (high priority, low satisfaction), and key strengths (high priority, high satisfaction).

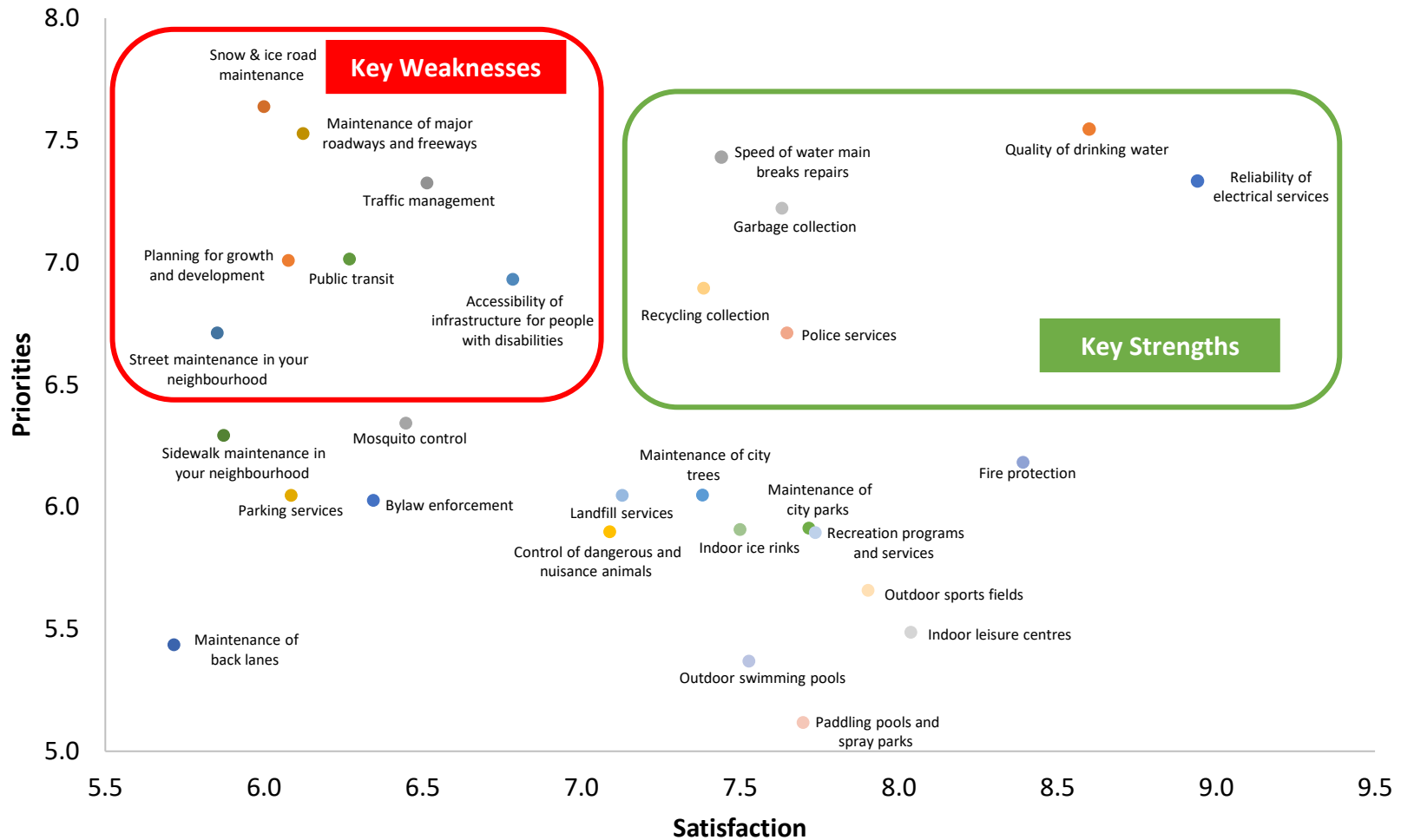
Service Strengths and Weaknesses Telephone



Note: Priorities were asked to respondents who indicated their satisfaction was 5 and below.

The satisfaction and priorities were used to determine key weaknesses (high priority, low satisfaction), and key strengths (high priority, high satisfaction).

Service Strengths and Weaknesses Online - Panel



Note: Priorities were asked to respondents who indicated their satisfaction was 5 and below.

Respondents who indicated a service was average or below were also asked the priority of the service on a 10-point scale. The satisfaction and priorities were used to determine key weaknesses (high priority, low satisfaction), and key strengths (high priority, high satisfaction).

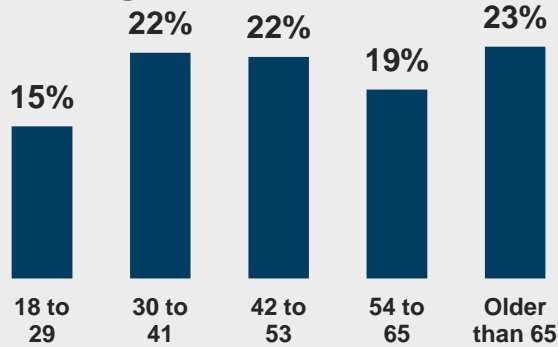
Key Weaknesses	Key Strengths
<ul style="list-style-type: none"> • Maintenance of major roadways and freeways 	<ul style="list-style-type: none"> • Reliability of electrical services*
<ul style="list-style-type: none"> • Snow & ice road maintenance 	<ul style="list-style-type: none"> • Quality of drinking water
<ul style="list-style-type: none"> • Traffic management 	<ul style="list-style-type: none"> • Fire protection (Telephone only)
<ul style="list-style-type: none"> • Street maintenance in your neighbourhood 	<ul style="list-style-type: none"> • Police services
<ul style="list-style-type: none"> • Accessibility of infrastructure for people with disabilities***** 	<ul style="list-style-type: none"> • Garbage collection
<ul style="list-style-type: none"> • Planning for growth and development 	<ul style="list-style-type: none"> • Speed of water main breaks repairs
<ul style="list-style-type: none"> • Public Transit (Online – Panel only) 	<ul style="list-style-type: none"> • Recycling

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

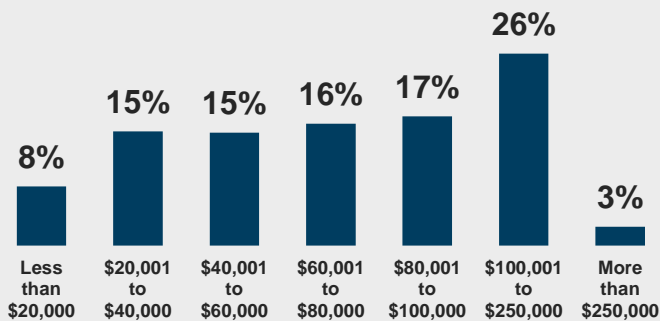
All key strengths and the majority of key weaknesses have remained the same for four years (since 2015). There are two new key weaknesses in 2018, the accessibility of infrastructure for people with disabilities (new wording in 2018) and public transit (online – Panel only).

Demographic Profile of Respondents
Participating Via Telephone Interviewing

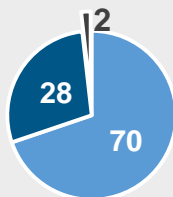
Age in Years (%)



Annual Household Income
Before Taxes (%)



Housing (%)



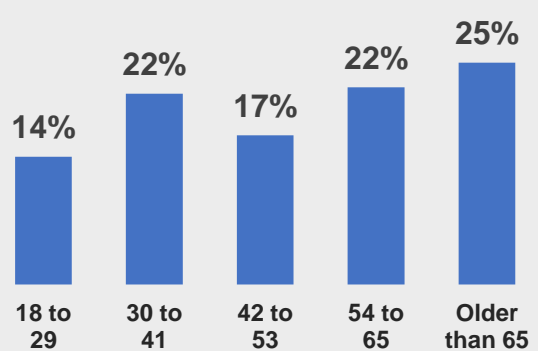
Rent

Neither

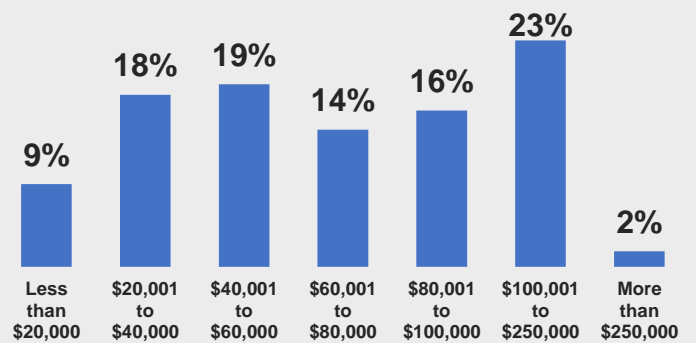
Own

Demographic Profile of Respondents
Participating Via Online Survey

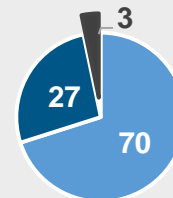
Age in Years (%)



Annual Household Income
Before Taxes (%)



Housing (%)



Rent

Neither

Own

D1, D2, D5. Which of the following categories best describes your current age?; Do you rent or own your accommodations?; What is your annual household income before taxes?

Sample size: Telephone n = 497, Online – Panel n = 796; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

APPENDIX

Detailed Descriptions of Civic Services

Road Maintenance - This includes roads, bridges, overpasses, sidewalks, back lanes and pathways, traffic noise sound walls, and street sweeping.

Snow & Ice Management - This includes snow clearing, snow removal, sanding and salting, and snow fencing.

Traffic Management – This includes traffic lights and signs, road design, durable pavement markings, etc.

Police – This includes protecting the rights of people and property, enforcement of laws, prevention of crime, etc.

Fire – This includes respond to emergencies involving fire, medical emergencies, entrapment of persons, fire prevention and property maintenance inspection.

Transit – This includes providing public transportation as an option to move around and accessible transit services for persons with special needs.

Planning & Growth - This includes planning for land use and zoning, planning for new neighbourhoods and improving existing neighbourhoods.

Community Grants - This includes providing financial assistance in to a variety of sport, recreation, culture and social-serving community groups including community associations.

Affordable Housing – This includes programs designed to increase the supply of affordable housing and rental housing.

Garbage Collection & Waste Reduction programs and services – This includes collecting waste, development and management of the recycling and composting programs and household hazardous waste.

Parks Maintenance - This includes maintaining our parks, outdoor sportfields, park pathways, cross country ski trails, flower pot program, urban forestry, etc.

Recreation & Cultural Programs – This includes our City-operated indoor and outdoor recreation and sport facilities.

Civic Service Survey: Performance, Priorities and Preferences 2018 Self-Selected



City of
Saskatoon

November/December 2018

Table of Contents

PURPOSE	3
EXECUTIVE SUMMARY	4
METHODOLOGY	7
DETAILED FINDINGS	9
DEMOGRAPHICS	21
APPENDIX	22

PURPOSE

The City of Saskatoon commissioned a Civic Service Survey: Performance, Priorities and Preferences 2018, to gain insights on residents' experience/impressions related to the quality of transportation and utilities services, community and public services, waste management services, and recreation and culture services, the priorities of services rated average and below, preferences on the level of civic services provided (more, less or about the same), in addition to community engagement.

The results of the survey are intended to identify trends, develop baseline performance data, inform decisions related to initiatives and actions for strategic priorities, budget decisions, and service delivery decisions.

Additionally, the survey will help identify key trends and issues of importance to aid the City's continuing goal of service excellence.

The primary objectives of the survey were to gauge the following:

- Perceptions of quality of services provided by the City
 - Transportation & Utilities Services
 - Community & Public Services
 - Waste Management Services
 - Recreation & Culture Services
- Priorities of services
- Public's opinions on community engagement
- Preferences on level of civic services for 12 categories

EXECUTIVE SUMMARY

In 2018, the City of Saskatoon reviewed the Civic Services Survey and developed a more comprehensive two staged process to collect input from residents. Instead of one survey, the City of Saskatoon developed a Civic Satisfaction & Performance survey and a Civic Service Survey: Performance, Priorities and Preferences.

The Civic Service Survey: Performance, Priorities and Preferences was implemented in November 2018. This year there were small changes from previous years in the survey to improve the data, ask new questions, and be more inclusive by offering a link on the City of Saskatoon's website for the general public to participate.

The results of the online – self-selected responses are the subject of this report. The results are highlighted in the following pages and provide insights on the City of Saskatoon's services and priorities.

City Services

City residents were asked to rate services provided by the City on a 10-point scale. Additionally, residents were asked if the City should provide more service, less service or about the same.

Transportation & Utilities

The reliability of electrical services, quality of drinking water, and speed of water main breaks repairs remain the top services where residents are most satisfied with. Maintenance of back lanes, sidewalk maintenance in your neighbourhood and public transit were services residents are the least satisfied.

Community and Public Services

Of the community and public services, residents are most satisfied with fire protection, maintenance of city parks, police services, and maintenance of city trees, while planning for growth and development was where residents are the least satisfied.

Waste Management

Residents were asked to rate the waste management services provided by the City. Residents are most satisfied with garbage collection, followed by recycling collection and landfill services, respectively.

Recreation & Culture

All of the recreation and culture services were rated high (7.3+), the services where residents are most satisfied with are indoor leisure centres, outdoor sports fields and paddling pools and spray parks.

Meaningful Opportunities to Participate in Engagement

The vast majority of Online – Self-selected respondents indicated the City of Saskatoon is very good/somewhat good at providing meaningful opportunities to participate in engagement activities (Online – Self-selected TOP2 = 85%).

Communicating Public Input Used in Decisions

The majority of Online – Self-selected respondents indicated the City of Saskatoon is doing very well/somewhat well at communicating how it will use public input to help make its decisions (Online – Self-selected TOP2 = 53%).

Providing Services – More Service

The majority of residents indicated they would like the City to provide more service for:

- Road Maintenance (61%)
- Transit (51%)
- Snow & Ice Management (50%)

Providing Services – Less Service

The residents indicated they would like the City to provide less service for:

- Community Grants (22%)
- Affordable Housing (14%)
- Recreation & Cultural Programs (11%)
- Transit (11%)

Residents indicated they would like the service to stay about the same for many services. However, Online – Self-selected respondents indicated more service for road maintenance (61%), snow and ice management (50%), traffic management (47%), transit (51%), planning and growth (46%), and affordable housing (49%).

Spending Priorities

Respondents who indicated a service was average or below were also asked the priority of the service on a 10-point scale. The satisfaction and priorities were used to determine key weaknesses (high priority, low satisfaction), and key strengths (high priority, high satisfaction).

Key Weaknesses:

- Maintenance of major roadways and freeways
- Snow & ice road maintenance
- Traffic management
- Accessibility of infrastructure for people with disabilities
- Recycling Collection
- Police Services

Key Strengths:

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

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

METHODOLOGY

Research was conducted via computer assisted web interviewing (CAWI) methodologies amongst randomly selected residents of Saskatoon.

2018 Changes to the Survey

In 2018, certain questions were re-worded to ensure respondents fully understood the questions.

2018 Wording	2017 Wording
Speed of water main breaks repairs	Repair of watermain breaks
Accessibility of infrastructure for people with disabilities (e.g. curb ramps, audible pedestrian signals)	Accessibility of services for people with disabilities
Garbage collection (black)	Garbage collection (black bin)
Recycling collection (blue)	Recycling (blue cart or bin)
Maintenance of city trees (e.g. pruning, Dutch elm disease)	Maintenance of city trees and parks
Maintenance of city parks	Maintenance of city trees and parks
Indoor leisure centres (e.g. Cosmo, Harry Bailey, Lakewood, Lawson, Shaw Centre, Field House)	Indoor pools/community centres/leisure facilities

New Questions in 2018 Survey

Outdoor sportsfields

Deleted Questions in 2018 Survey

Removing contaminants from waste-water to make it suitable for disposal in the natural environment

This question be remove as it cannot be reasonably expected that an average person could answer.

Affordable Housing has been removed from the performance questions, but it remains under the Preference on Level of Civic Services where Affordable Housing offers a better explanation on the role of the City.

Availability of City parks

Parks (playgrounds, green spaces, pathways, tree services) has been removed as the question was too broad.

Fieldwork Dates	November 16 to December 16, 2018
Method	Computer Assisted Web Interviewing (CAWI/Online)
Criteria for Participation	Residents within the City of Saskatoon who are 18 years of age / older
Sample Size	590
Average Length	8 minutes
Margin of Error	Online – Self-Selected: $\pm 4.03\%$, 19 times out of 20

*Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%.

What is a “Top Box” and “Bottom Box” Score?

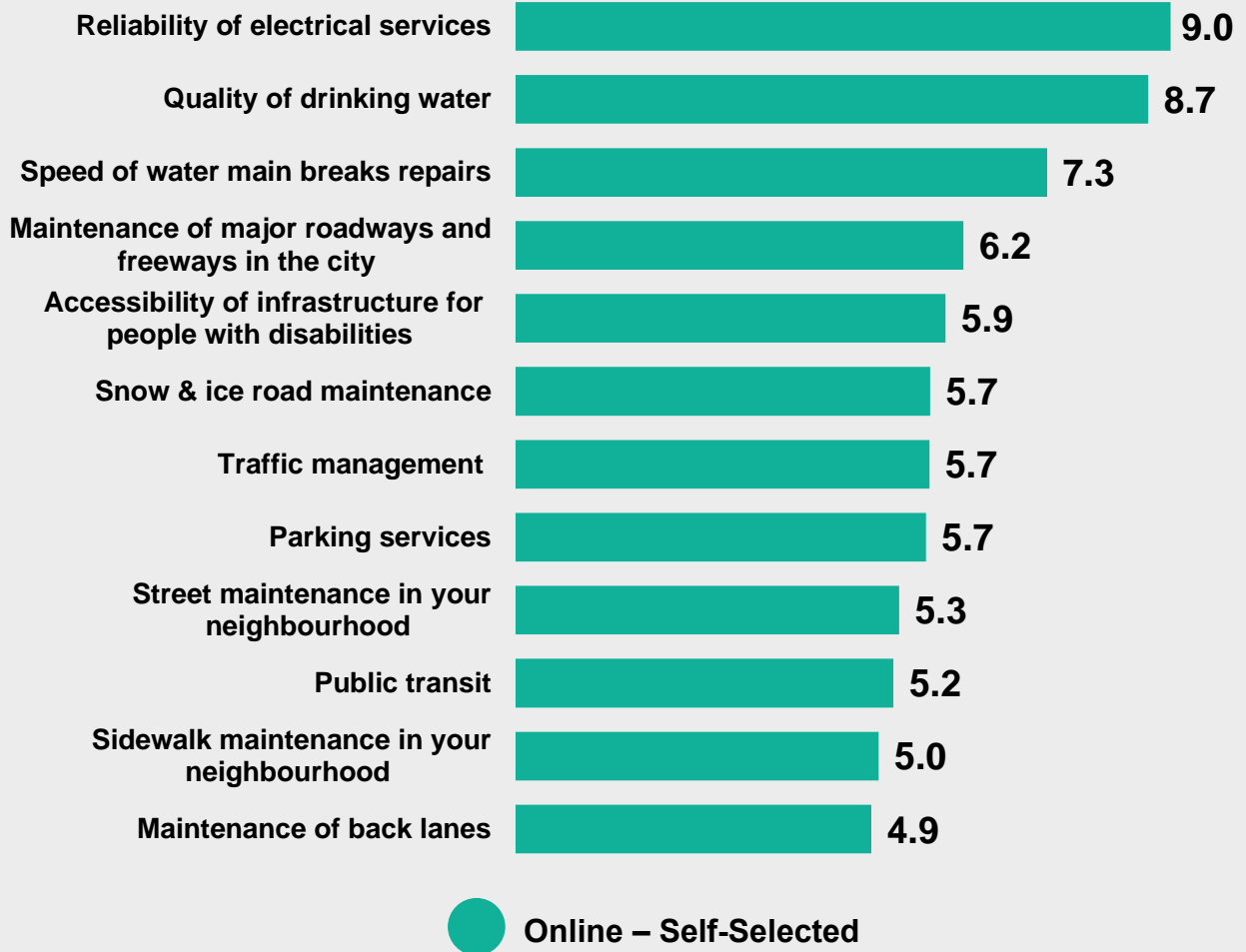
The top box score is a research wide accepted practice and is the best way to understanding satisfaction when using a 4- or 5-point scale. It is simply the net percentage of the highest categories on the rating scale. For example, if the scale is: Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied, and Very Dissatisfied, then the combined number of respondents who answered either ‘Very Satisfied’ or ‘Somewhat Satisfied’ would be reported as the top 2 box score. Conversely, the bottom box score is the net percentage of respondents of the lowest categories of the rating scale. Using the same example, the combined number of respondents who answer ‘Somewhat Dissatisfied’ or ‘Very Dissatisfied’ would be grouped together to represent the bottom box score.

Online Sampling

For this online study, the link to access the survey was posted on the City of Saskatoon’s website. Therefore, the responses from the link on the City of Saskatoon website were labelled as “Self-Selected” and the data is not representative of the City as a whole since the sampling method was non-random/self-selected. Since this is the first time using a non-random sampling method, the data cannot be trended with previous survey data. While data from self-selected respondents is not indicative of Saskatoon as a whole, the sample size is not insignificant. A considerable portion of residents chose to participate, and the invitation was broadcast widely, giving many in the City an opportunity to share their views.

DETAILED FINDINGS

Transportation & Utilities



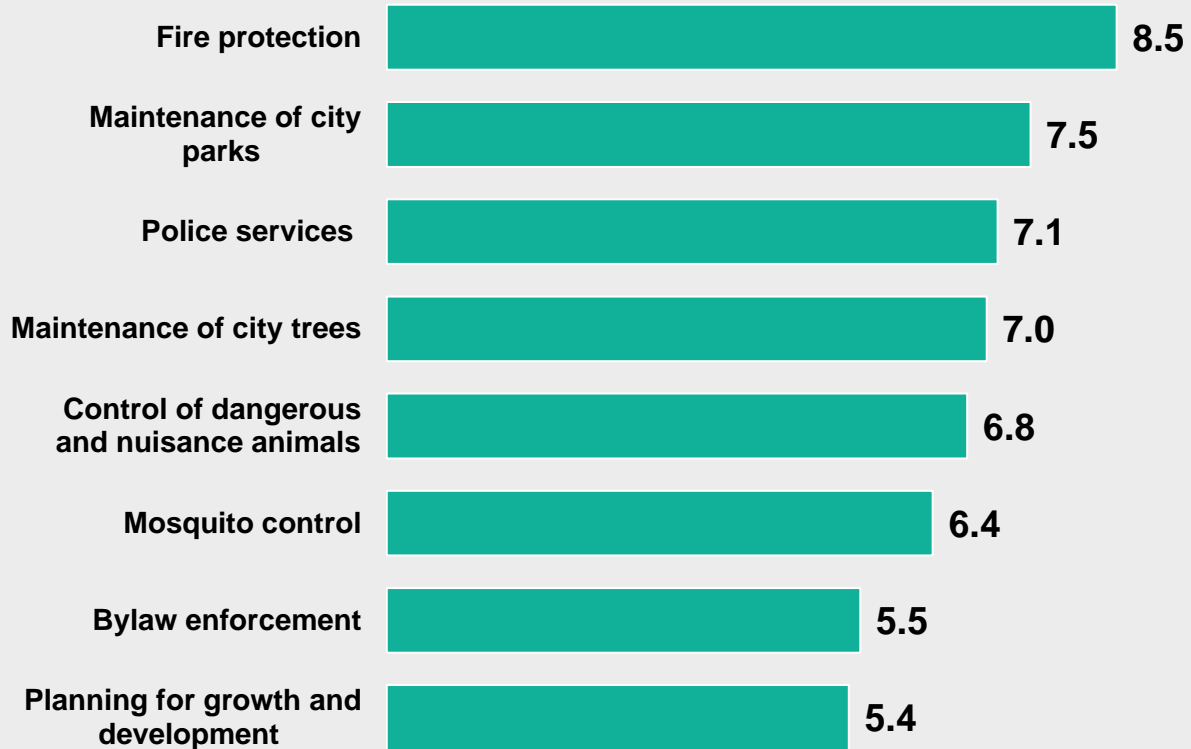
Q1-12. Rate how well the City of Saskatoon is doing in these services on a scale from 1 through 10, where 1 represents poor, and 10 represents excellent.


Sample size: Online – Self-selected n = 266-585; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: *'Reliability of electrical services' only asked to those who use Saskatoon Light and Power. All other options were asked to all respondents.

City residents were asked to rate services provided by the City on a 10-point scale. The reliability of electrical services (9.0), quality of drinking water (8.7), and speed of water main breaks repairs (7.3) remain the top services where residents are the most satisfied.

Community & Public Services



 Online – Self-Selected

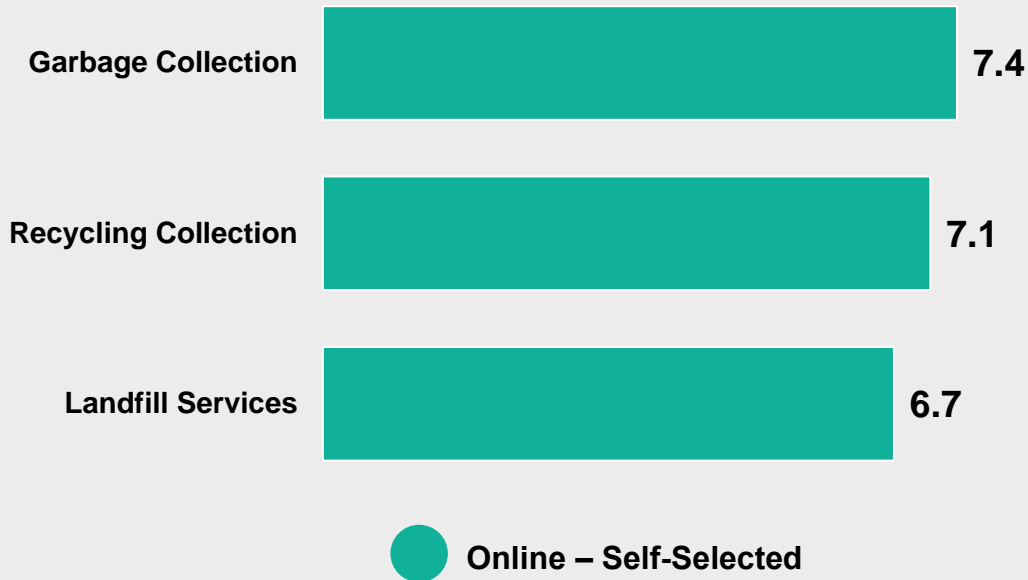
Q13-20. Rate how well the City of Saskatoon is doing in these services on a scale from 1 through 10, where 1 represents poor, and 10 represents excellent.

Sample size: Online – Self-selected n = 371-561; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Of the community and public services, residents are most satisfied with fire protection (8.5), maintenance of city parks (7.5), police services (7.1), and maintenance of city trees (7.0), while planning for growth and development was where residents indicated they are the least satisfied (5.4).

Waste Management



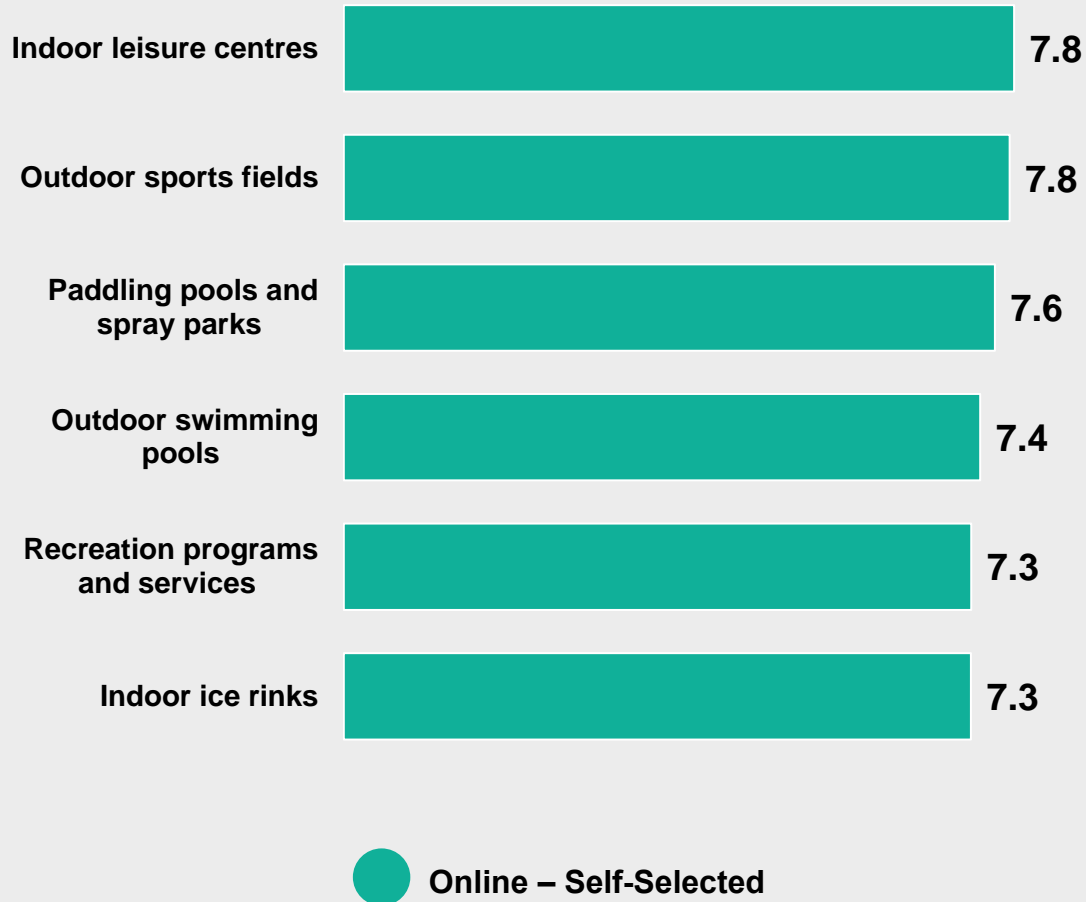
Q21-23. Rate how well the City of Saskatoon is doing in these services on a scale from 1 through 10, where 1 represents poor, and 10 represents excellent.

Sample size: Online – Self-selected n = 365-571; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

Residents were asked to rate the waste management services provided by the City. Residents are most satisfied with garbage collection (7.4), followed by recycling collection (7.1) and landfill services (6.7), respectively.

Recreation & Culture



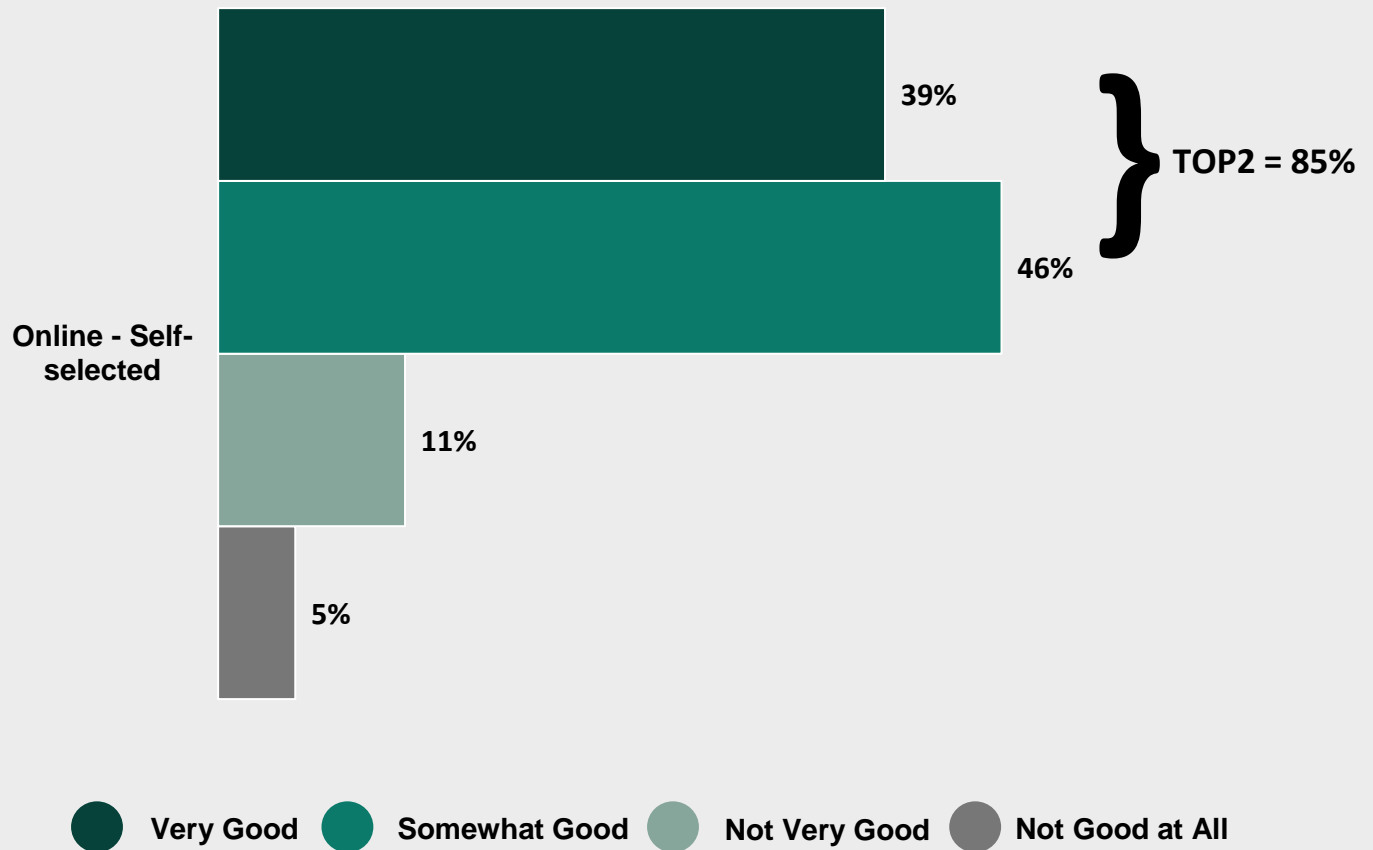
Q24-29. Rate how well the City of Saskatoon is doing in these services on a scale from 1 through 10, where 1 represents poor, and 10 represents excellent.

Sample size: Online – Self-selected n =218-437; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

All of the recreation and culture services were rated high (7.3+), the services where residents are most satisfied with are indoor leisure centres (7.8), outdoor sports fields (7.8) and paddling pools and spray parks (7.6).

Opportunities to Participate



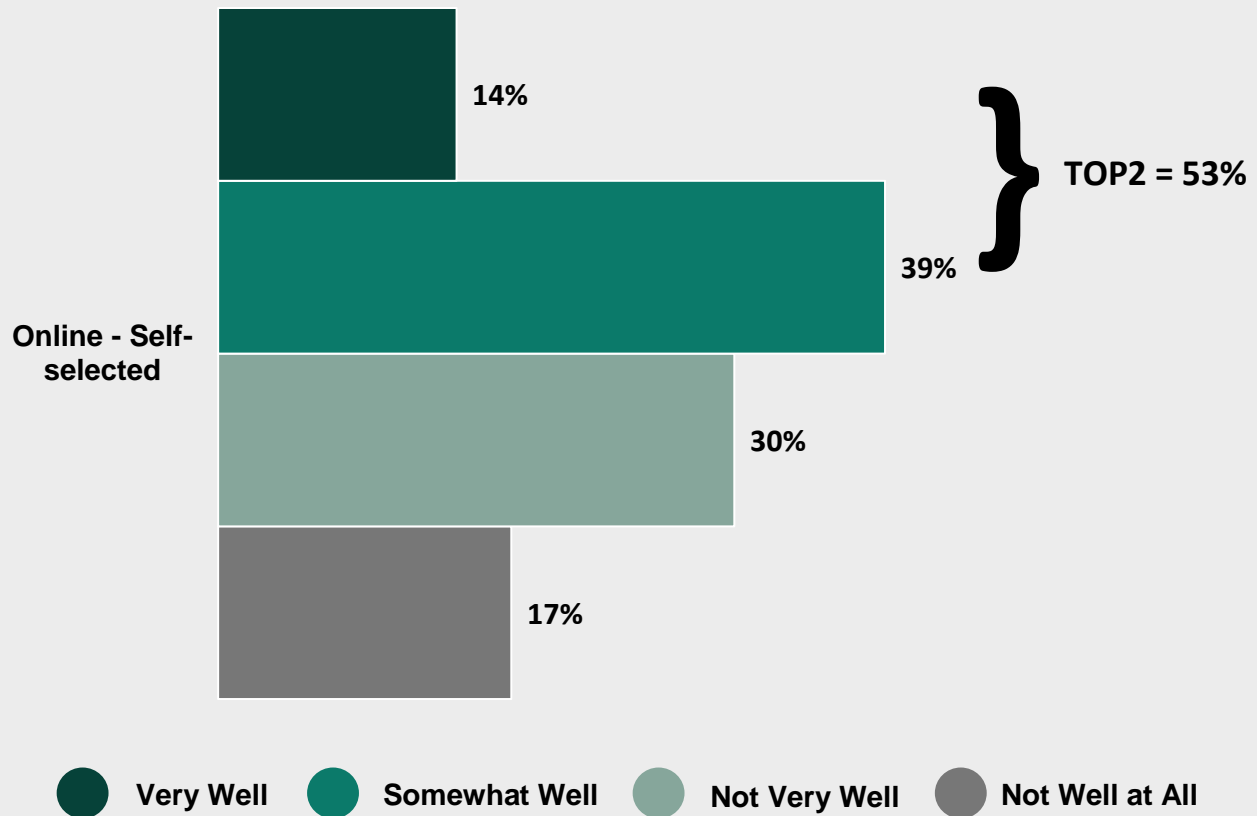
Q31. In your opinion, how good is the City of Saskatoon at providing meaningful opportunities for you to participate in engagement activities such as workshops, open houses, and/or online surveys?

Sample size: Online – Self-selected n = 558; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

The vast majority of Online – Self-selected respondents indicated the City of Saskatoon is very good/somewhat good at providing meaningful opportunities to participate in engagement activities (Online – Self-selected TOP2 = 85%).

Communicating how the City uses public input to help make its decisions



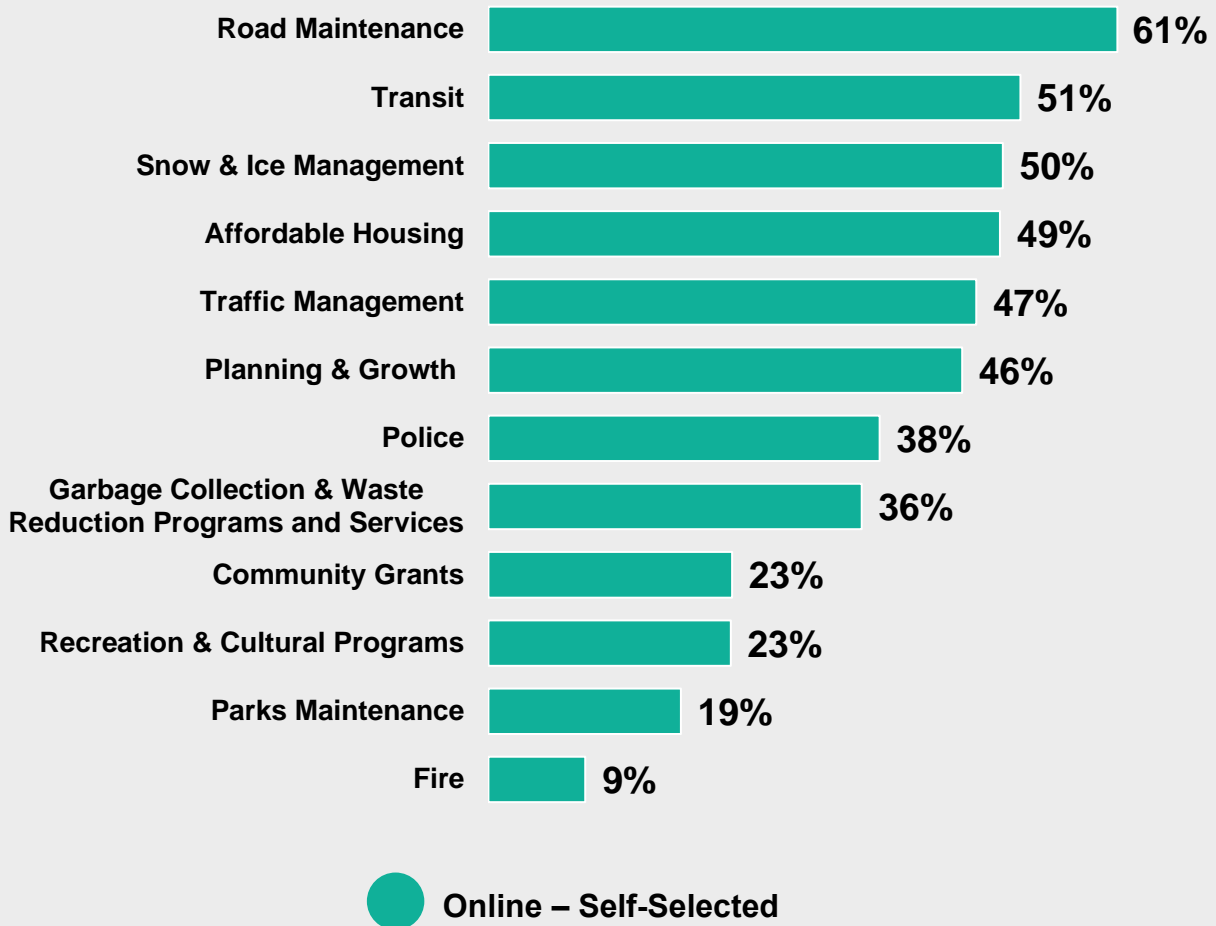
Q32. In your opinion, how well does the City communicate how it will use public input to help make its decisions?

Sample size: Online – Self-selected n = 561; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

The majority of Online – Self-selected respondents indicated the City of Saskatoon is doing very well/somewhat well at communicating how it will use public input to help make its decisions (Online – Self-selected TOP2 = 53%).

Preferences on Level of Civic Services – More Service



Q33-44. For each category, please indicate if you would like the City to provide more service, less service or about the same. [see Appendix for detailed descriptions]

Sample size: Online – Self-selected n = 50-354; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

The majority of residents indicated they would like the City to provide more service for:

- Road Maintenance (61%)
- Transit (51%)
- Snow & Ice Management (50%)

Preferences on Level of Civic Services – Less Service



Q33-44. For each category, please indicate if you would like the City to provide more service, less service or about the same. [see Appendix for detailed descriptions]

Sample size: Online – Self-selected n = 8-107; excluding 'Don't know' and 'Prefer Not to Say' responses

Sample framework: All

The residents indicated they would like the City to provide less service for:

- Community Grants (22%)
- Affordable Housing (14%)
- Recreation & Cultural Programs (11%)
- Transit (11%)

	Online – Self-Selected		
	More Service	Less Service	Same
Road Maintenance	61%	1%	38%
Snow & Ice Management	50%	2%	48%
Traffic Management	47%	6%	47%
Police	38%	7%	56%
Fire	9%	4%	87%
Transit	51%	11%	38%
Planning & Growth	46%	10%	44%
Community Grants	23%	22%	54%
Affordable Housing	49%	14%	37%
Garbage Collection & Waste Reduction Programs and Services	36%	8%	56%
Parks Maintenance	19%	7%	75%
Recreation & Cultural Programs	23%	11%	66%

Q33-44. For each category, please indicate if you would like the City to provide more service, less service or about the same. [see Appendix for detailed descriptions]

Sample size: Online – Self-selected n = 476-584; excluding ‘Don’t know’ and ‘Prefer Not to Say’ responses

Sample framework: All

Residents indicated they would like the service to stay about the same for many services. However, Online – Self-selected respondents indicated more service for road maintenance (61%), snow and ice management (50%), traffic management (47%), transit (51%), planning and growth (46%), and affordable housing (49%).

Mapping of Priorities and Satisfaction

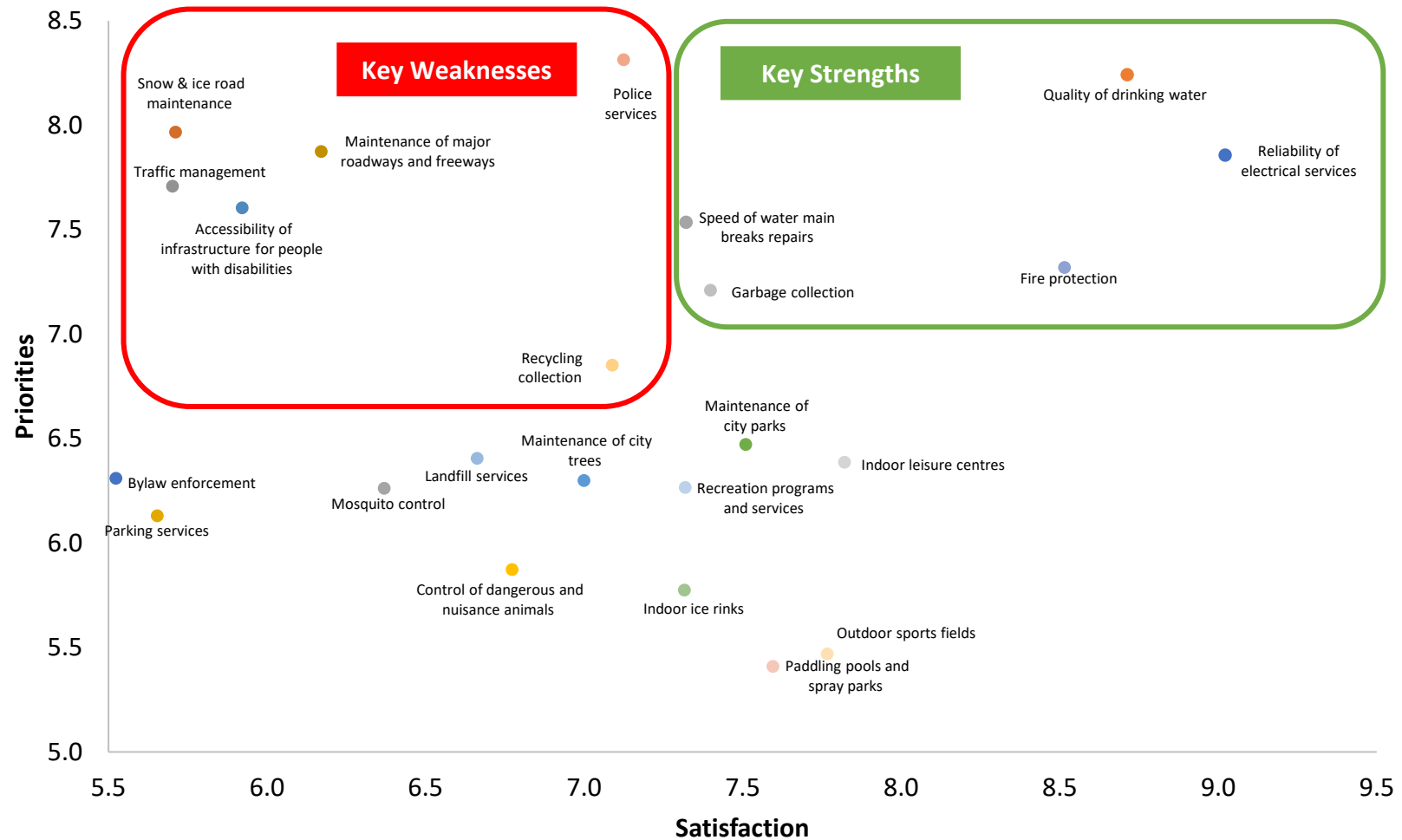
Respondents who indicated a service was average or below were also asked the priority of the service on a 10-point scale. The satisfaction and priorities were used to determine key weaknesses (high priority, low satisfaction), and key strengths (high priority, high satisfaction). A quadrant analysis was conducted to determine the key strengths and key weaknesses based on 2018 data.

Key Weaknesses: Services where respondents had low satisfaction scores and high priority scores

Key Strengths: Services where respondents had high satisfaction scores and high priority scores

The satisfaction and priorities were used to determine key weaknesses (high priority, low satisfaction), and key strengths (high priority, high satisfaction).

Service Strengths and Weaknesses Online - Self-selected



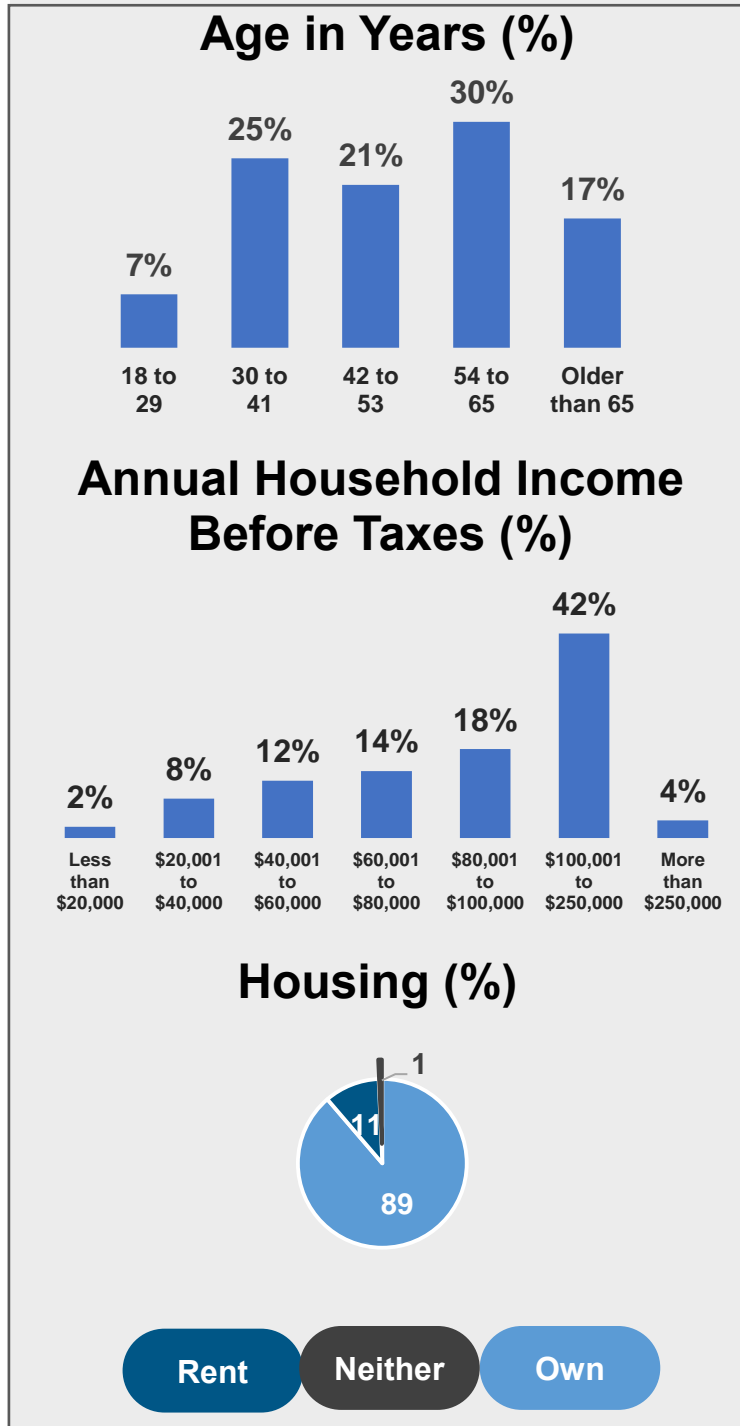
Note: Priorities were asked to respondents who indicated their satisfaction was 5 and below.

Respondents who indicated a service was average or below were also asked the priority of the service on a 10-point scale. The satisfaction and priorities were used to determine key weaknesses (high priority, low satisfaction), and key strengths (high priority, high satisfaction).

Key Weaknesses	Key Strengths
<ul style="list-style-type: none"> • Maintenance of major roadways and freeways 	<ul style="list-style-type: none"> • *Reliability of electrical services
<ul style="list-style-type: none"> • Snow & ice road maintenance 	<ul style="list-style-type: none"> • Quality of drinking water
<ul style="list-style-type: none"> • Traffic management 	<ul style="list-style-type: none"> • Fire protection
<ul style="list-style-type: none"> • Accessibility of infrastructure for people with disabilities 	<ul style="list-style-type: none"> • Garbage collection
<ul style="list-style-type: none"> • Recycling Collection 	<ul style="list-style-type: none"> • Speed of water main breaks repairs
<ul style="list-style-type: none"> • Police Services 	

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

Demographic Profile of Respondents
Participating Via Online Survey



D1, D2, D5. Which of the following categories best describes your current age?; Do you rent or own your accommodations?; What is your annual household income before taxes?

Sample size: Online – Self-selected n = 578; excluding ‘Don’t know’ and ‘Prefer Not to Say’ responses

Sample framework: All

APPENDIX

Detailed Descriptions of Civic Services

Road Maintenance - This includes roads, bridges, overpasses, sidewalks, back lanes and pathways, traffic noise sound walls, and street sweeping.

Snow & Ice Management - This includes snow clearing, snow removal, sanding and salting, and snow fencing.

Traffic Management – This includes traffic lights and signs, road design, durable pavement markings, etc.

Police – This includes protecting the rights of people and property, enforcement of laws, prevention of crime, etc.

Fire – This includes respond to emergencies involving fire, medical emergencies, entrapment of persons, fire prevention and property maintenance inspection.

Transit – This includes providing public transportation as an option to move around and accessible transit services for persons with special needs.

Planning & Growth - This includes planning for land use and zoning, planning for new neighbourhoods and improving existing neighbourhoods.

Community Grants - This includes providing financial assistance in to a variety of sport, recreation, culture and social-serving community groups including community associations.

Affordable Housing – This includes programs designed to increase the supply of affordable housing and rental housing.

Garbage Collection & Waste Reduction programs and services – This includes collecting waste, development and management of the recycling and composting programs and household hazardous waste.

Parks Maintenance - This includes maintaining our parks, outdoor sportfields, park pathways, cross country ski trails, flower pot program, urban forestry, etc.

Recreation & Cultural Programs – This includes our City-operated indoor and outdoor recreation and sport facilities.