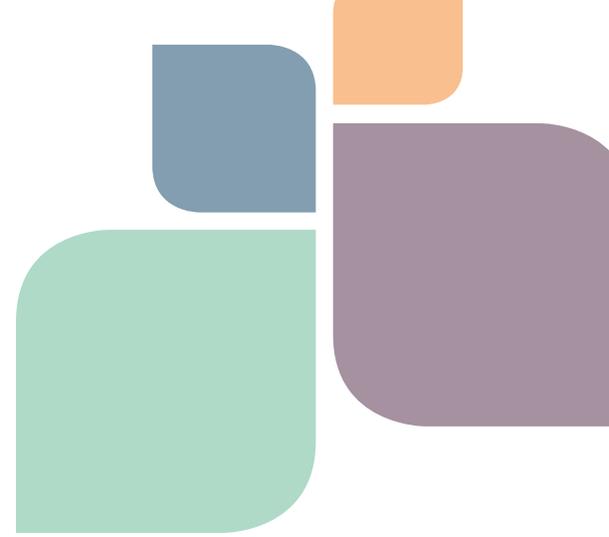


BACKGROUND: 2018 CITIZEN SATISFACTION & PERFORMANCE SURVEY: SELF-SELECTED



SELF SELECTED PARTICIPATION

June 29 – July 29, 2018

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 almost 700 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.

The information collected will be used as input into the 2020-2021 Multi-Year Budget process.

2018 CITIZEN SATISFACTION KEY FINDINGS



Quality of Life & Satisfaction

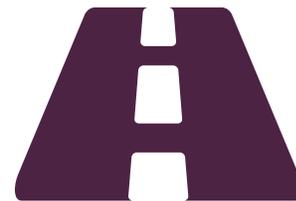
- **66%** of respondents say that they are satisfied with living in Saskatoon, **12%** were neutral and the remaining **22%** are not satisfied.
- **60%** rated the quality of life as good or very good, and **29%** rated it as fair.
- The majority (**69%**) say that quality of life has either stayed the same or improved over the last few years.

Important Issues

- Self-selected respondents most frequently cited taxes (**20%**), public safety/crime/policing (**17%**) and cost of living (**10%**) as the most important issues facing the City.

Quality & Value of Services

- **31%** say they receive very good or good value from the services provided by the City, with a further **39%** choosing a neutral response (neither good nor poor value).
- **64%** agreed that they are satisfied with the quality of services provided by the City of Saskatoon, with **19%** indicating a neutral position.



Balancing the Budget

- About **1 in 4 (26%)** participants are in favour of combining both property tax and user fee increases to balance the budget.
- About **1 in 3 (30%)** participants preferred the City stop providing a particular service in order to balance the operating budget.



Communications

- **63%** of respondents are satisfied with the quality of City communications.
- Most respondents expressed a preference for email, (**44%**) website (**43%**), and media communications (**35%**).

Customer Service/Contact the City

- **58%** of respondents preferred contacting the City by email, followed by telephone (**52%**).
- Just under half of the respondents have previously contacted the City for a business-related reason.
- The majority of respondents were likely to agree/strongly agree or indicate neutrality when evaluating customer service on a number of dimensions.

Community Engagement and Volunteering

- **48%** of participants say they volunteer in their community.
- **71%** of respondents say the City does not do enough to get the public's input on decisions

Strategic Goal Performance Indicators

In 2018, nine additional questions were introduced, providing indicators of performance related to various strategic goals in order to create a baseline.

- **83%** agreed that the City is effectively providing online services.
- **82%** agreed that the City is providing a good mix of recreation, sport and cultural facilities year round.
- The other questions garnered mixed responses – these topics included inclusivity, environmental preservation and protection, safety, downtown as a destination and place to live, balancing growth throughout the city, and investing in a mix of transportation options.

