

The City of Burlington Community Survey 2019

CC-01 20 Appendix A



Final Report - December 2019



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Executive Summary

This report outlines the results from the 2019 City of Burlington Community Survey. Between November and December of 2019, 757 citizens of the City of Burlington were surveyed about their opinions on Municipal matters via Computer-Assisted-Telephone Interviewing. The results of the survey turned out highly positive across several measures. Among all citizens surveyed, 87% rated Burlington as an as Excellent or Very Good place to live. This measure has remained consistently high over the last four measurements, which occur every four years. In addition, there was a four-percentage point increase in the overall level of satisfaction with Municipal services, from 89% in 2015 to 93% in 2019. Services that were identified as strengths of the City of Burlington were parks, festivals, green space and fire services among others. Citizens ratings of their interactions with City staff and Council were also very high. The analysis of the survey responses also identifies some priority areas among citizens relating to the public transit system, parking management, sidewalks, walkways and roadways. This report includes analysis of in-depth questions related to the local transit options, Municipal communications/engagement and service satisfaction by Municipal ward.

Background

The City of Burlington, Ontario is a dynamic, constantly changing place with a thriving population, lots of natural beauty and widespread business prosperity. Located on Lake Ontario and within the Golden Horseshoe region, northeast of Hamilton and west of Toronto, the City is continually recognized as having a high quality of life and excellent citizen satisfaction. The City sets goals and priorities in their 4-year work plans, their longer-term 25-year 2015-2040 Strategic Plan, as well as their new guiding document - Vision to Focus. As a part of their goal to continually improve their services, the City of Burlington has contracted a study of the general population to monitor citizen perceptions of the city's services, engagement and communication efforts. This report outlines the findings of a general population survey conducted in the City of Burlington in 2019.

Purpose

The city of Burlington regularly conducts a community survey to uncover citizen satisfaction, engagement and communication levels. The City conducts the surveys regularly every 2-4 years, recently in 2008, 2011, 2015 and now the current survey in 2019. In addition to measures of citizen satisfaction, and quality of life, each survey asked specific questions about relevant policies that are priority areas for the City of Burlington. In 2019, the City was interested in learning public perceptions about the transportation system in Burlington, the City's communication efforts and about the available opportunities for citizen involvement in City processes. The survey also provides the opportunity for benchmarking, to monitor the progress of community measures over time with the goal of continuous improvement in citizen well-being and satisfaction.

Sampling Methods

The survey data was collected using Computer Assisted Telephone Interviews (CATI). Phone numbers were randomly selected from a database of landlines and cell phone numbers across the 6 Municipal wards. This sampling strategy ensured a representative sample, eliminating the potential bias which could occur if citizens were left to opt-in to the survey by themselves. The CATI surveys use a web-based VOXCO system, which randomizes the call order of citizens and assigns the dialing to interviewers. Interviewers have a computer which shows the questions, scripts and response fields for each question. As they enter the information into the online dashboard, the data is immediately input into the database. This method ensures interview consistency and removes potential bias from the existing order of phone numbers. It is also a highly efficient way of collecting data via phone interviews. Calls were made between 5:00 pm and 8:30 pm from November 4th until December 10th in 2019. The interviews took an average of 18 minutes. The survey had a high success rate, which lead to a total of 757 completed interviews over the survey period (approximately 125 responses per ward). The margin of error for the study was calculated at +/- 3.6% using a 95% confidence interval.

Analysis

Overall Satisfaction

As a part of the survey, citizens were asked to rate the City of Burlington overall as a place to live. Comparing the proportion of individuals who rated the City in the top two categories (Excellent or Very Good) each year, the rating increased marginally by 1 percentage point overall in 2019 compared to 2015 (Figure 1). Looking back further, the proportion of citizens rating the City of Burlington as either an Excellent or Very good place to live has remained consistently high over the last 4 measurements (Figure 2). In 2019, 48% of citizens in the sample rated the City of Burlington as an Excellent place to live, 39% rated it as Very Good and 11% rated the City as a Good place to live (Figure 3).

Figure 1: Satisfaction in previous years compared to 2019

	2008	2011	2015	2019
Top 2 Box (Excellent/ Very good)	86%	87%	86%	87%
Number of Responses	750	752	771	757

Figure 2: Burlington as a place to live (n=757)

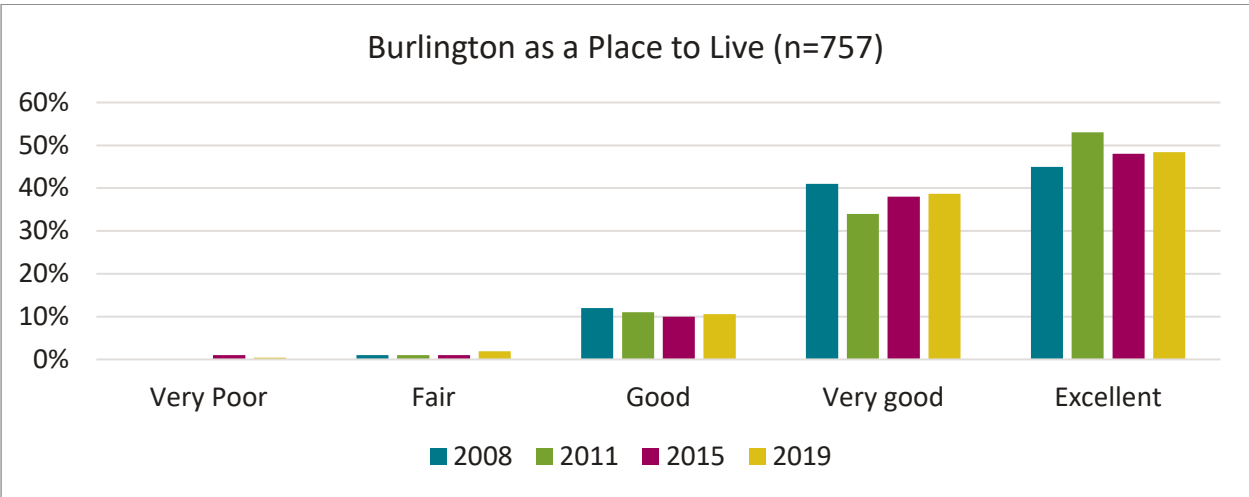
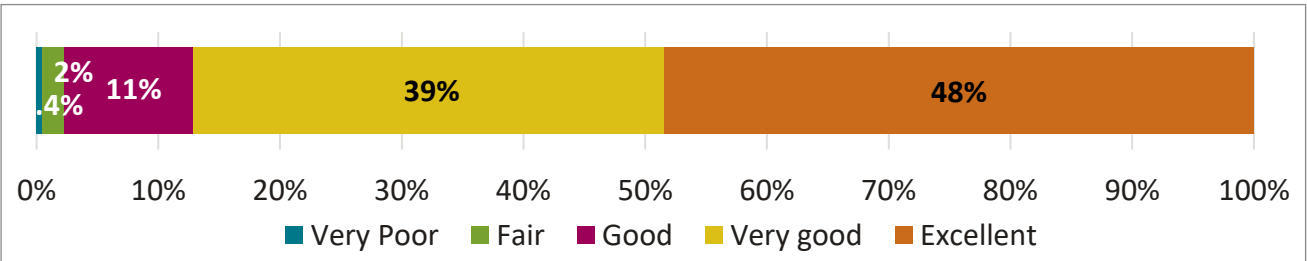


Figure 3: Ratings of Burlington overall as a place to live 2019



Municipal Services

Respondents also rated their overall level of satisfaction with Municipal services. 48% were Very Satisfied and 44% were somewhat satisfied (Figure 5). Figure 4 shows that the overall level of satisfaction with the quality of services in the City of Burlington improved by 4 percentage points since 2015 and returned to similar levels as in 2008 and 2011. When presented with multiple potential tax and service changes, 79% of respondents indicated their preference would be to maintain property tax increases at the rate of inflation to maintain the current service levels (Figure 6).

Figure 4: Satisfaction with overall quality of services

Top 2 Box	
2008	95%
2011	95%
2015	89%
2019	93%

Figure 5: How satisfied are you with the overall quality of services provided by the City of Burlington?

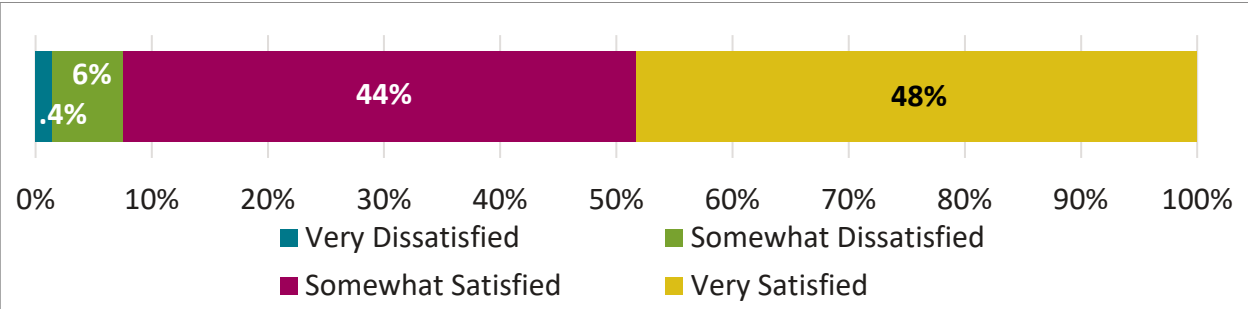
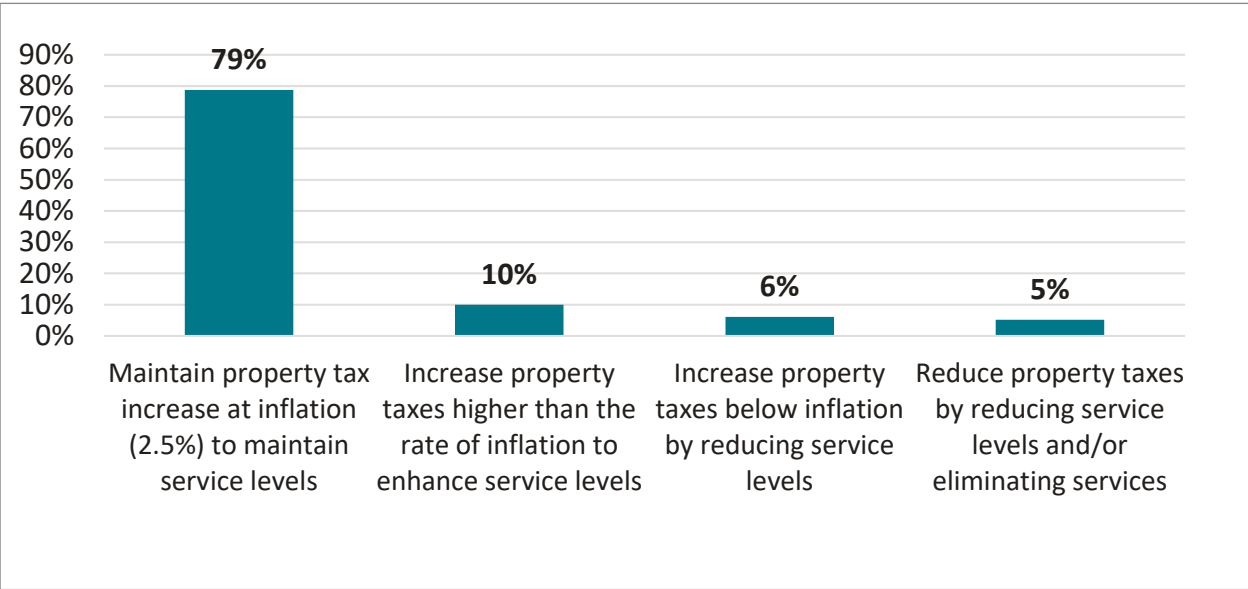


Figure 6: Which of the following options would you prefer the City to pursue?



In addition to quantitative questions about quality of life and City services, the Community Survey asked citizens for their ideas about the biggest priorities that should receive attention from the Mayor and Council. The key themes that arose from these open-ended responses are outlined in Figure 7, and a sample of the responses is included in Appendix II, Figure 24. The most-cited priority mentioned was the potential for high rises in the downtown core, and the implications these might have on population growth, traffic and the physical landscape/views. Citizens were also concerned with traffic more generally including congestion, snow removal, traffic light timing, and road conditions. Citizens often mentioned municipal taxes and spending as important areas for attention, to ensure adequate services while maintaining low taxes to attract and retain citizens and businesses. Nature, parks, paths, natural beauty and climate change were also frequently mentioned as important subjects that citizens would like council to focus on. General safety and tree removal were identified by several citizens, as they identified many of the older trees can become hazardous to roads and general safety. Supports for quality education, healthcare and senior care institutions were also mentioned as important issues to citizens.

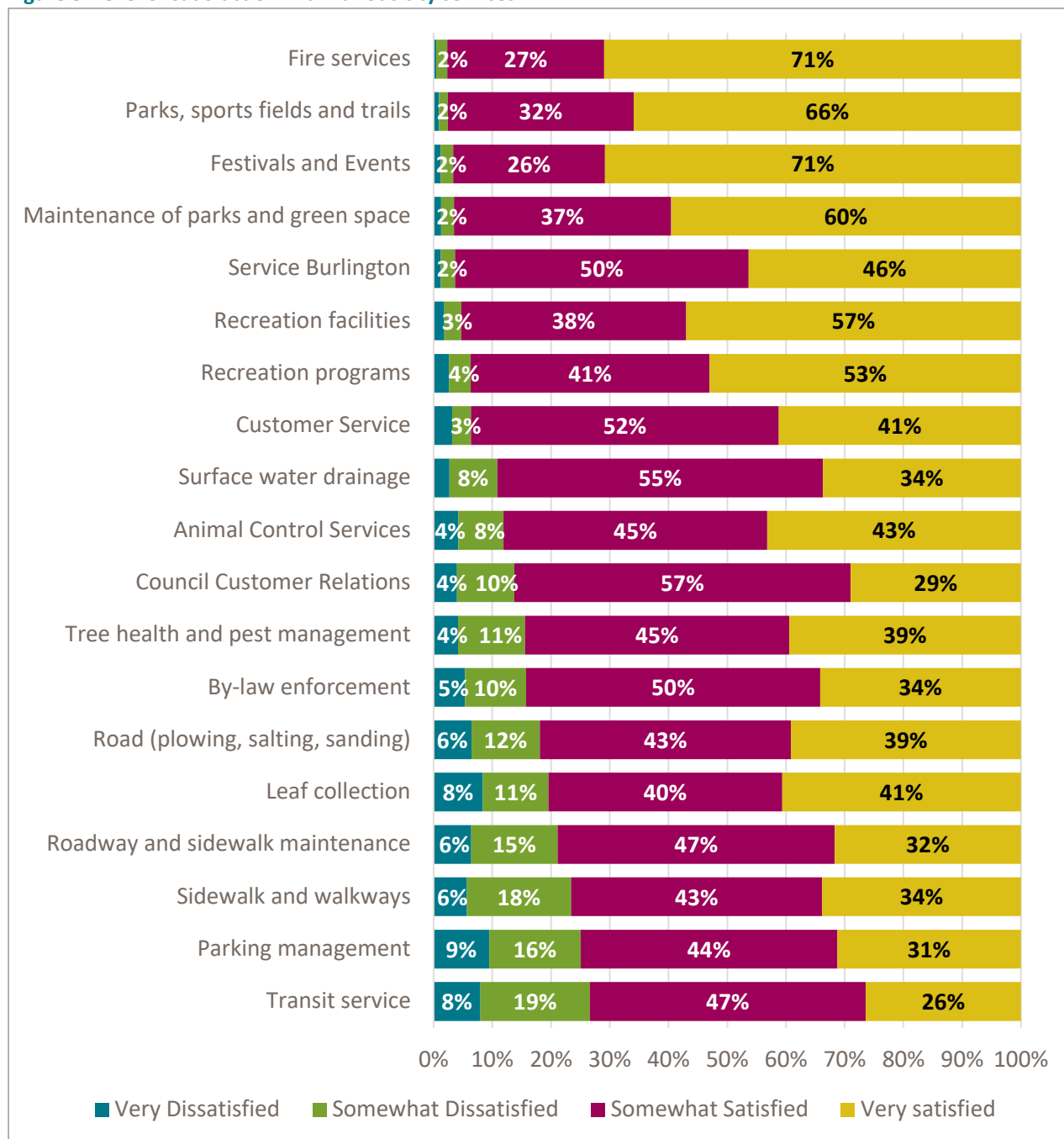
In another open-ended question, citizens were asked what they liked most about living in the City of Burlington. Natural beauty, sense of community, safety, parks and events were commonly mentioned themes in these responses. A sample of responses from this question is included in Appendix I, Figure 23. Many of these themes overlap with the priority areas identified in Figure 7, which explains why citizens feel passionate about having Burlington Council address these subjects.

Figure 7: As a resident of Burlington, what is the one issue you feel should receive the greatest attention from your Mayor and members of City Council?

Key Themes			
Issue	Percent	Issue	Percent
High rises/development in the downtown area	28%	Snow removal	3%
Traffic congestion/traffic lights timing/transportation	27%	Climate change/ environmental responsibility	3%
Schools/healthcare/senior citizens	6%	Affordable housing	3%
Property taxes	6%	Safety and tree removal	2%
Parks/paths/natural beauty	5%	Waterfront maintenance	2%

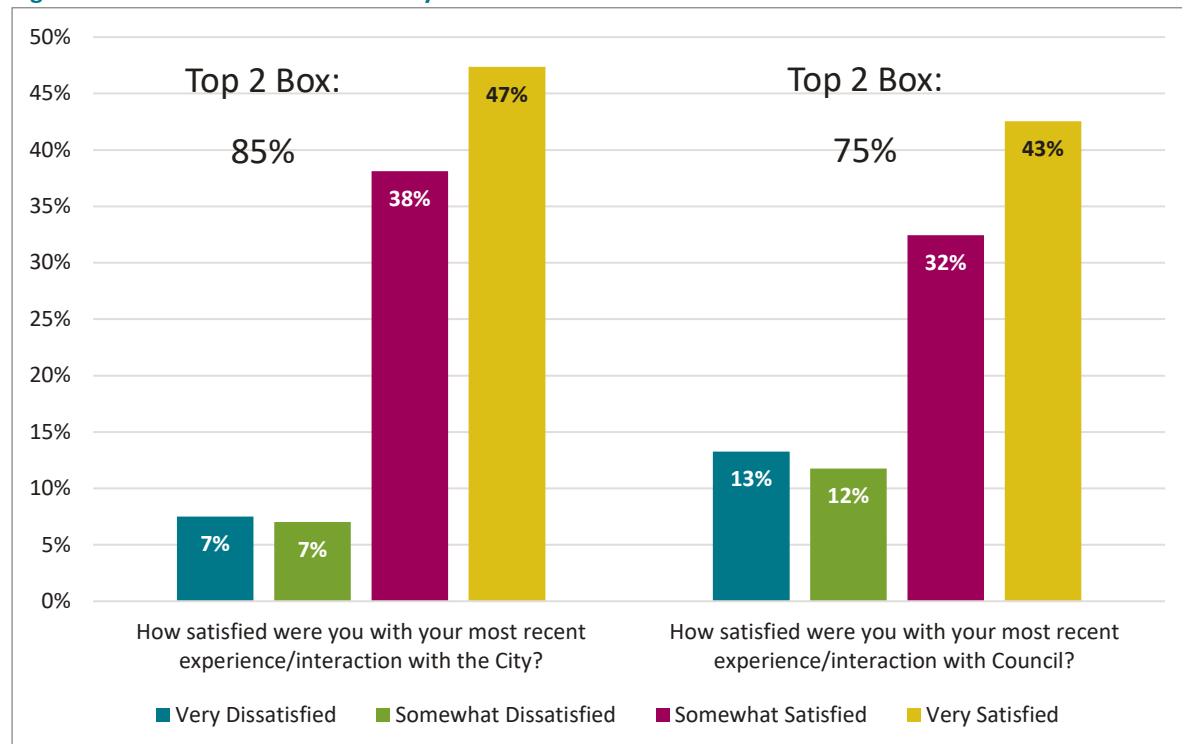
Respondents were asked to rate their level of satisfaction with various city services specifically. Figure 8 shows the distribution of these ratings. Among the highest levels of performance were the fire services, and parks, sports fields and trails, festivals and events, and maintenance of parks and green space. The areas which showed the largest room for improvement were the transit service and parking management.

Figure 8: Level of satisfaction with various city services



Among the sample of respondents, 565 noted that they had an interaction with the City of Burlington within the last year. Out of these respondents, 85% were very or somewhat satisfied with their experience/interaction with the City staff (Figure 9). 89 of the respondents mentioned that they had a recent interaction with Burlington City Council. 75% of these citizens were very or somewhat satisfied with their most recent experience with City Council (Figure 9).

Figure 9: Level of satisfaction with city and council interactions



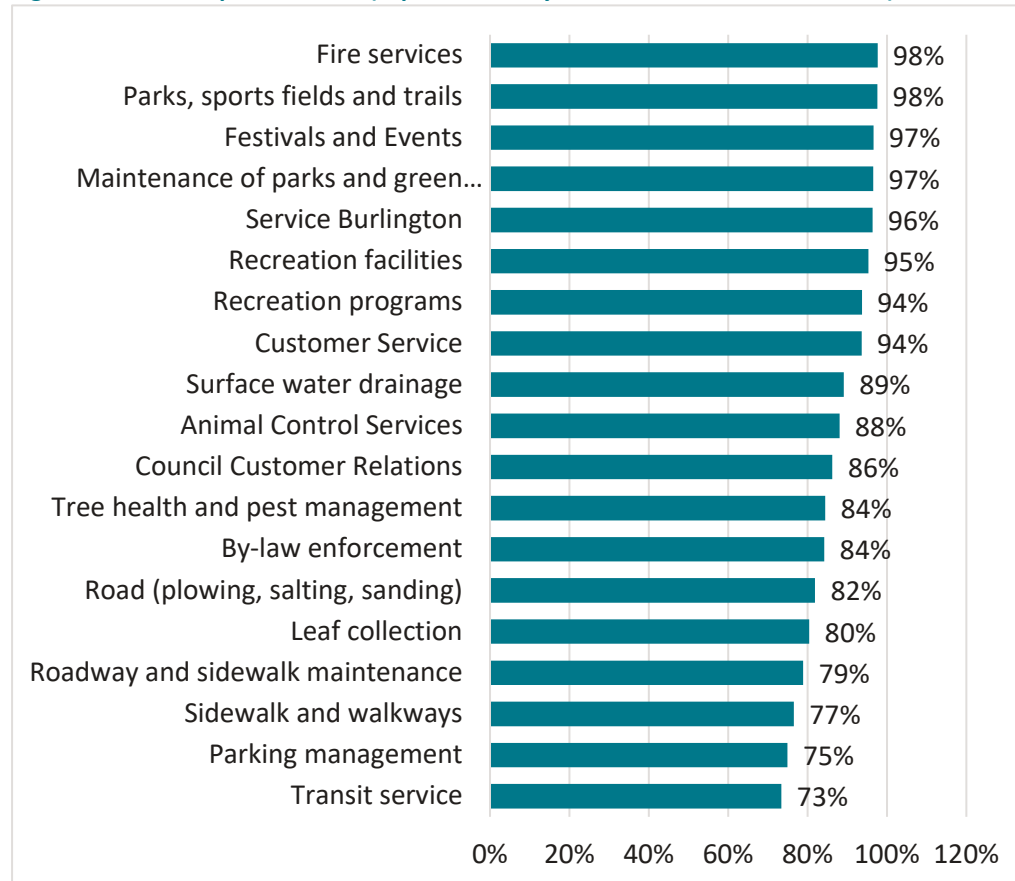
During the survey, respondents were asked to rate their level of satisfaction with a provided list of 19 City services. The priority matrix in Figure 10 compares the performance, room for improvement and the derived importance of each service (a measure which represents the level to which each service is related to overall satisfaction with the City of Burlington). Services were then given priority rankings based on level of importance and room for improvement. The respondents' ratings suggested that several transportation-related services should be high priorities for the City. The top four service priorities identified were sidewalks and walkways, parking management, roadway and sidewalk maintenance, and the City's transit service.

Figure 10: Priority matrix for the City of Burlington's municipal services

Service	Derived Importance	Performance	Priority Rank
Sidewalk and walkways	8.3	77%	1
Parking management	7.6	75%	2
Roadway and sidewalk maintenance	8.7	79%	3
Transit service	6.4	73%	4
Leaf collection	8.4	80%	5
Road (plowing, salting, sanding)	8.1	82%	6
Tree health and pest management	8.0	84%	7
By-law enforcement	7.3	84%	8
Council Customer Relations	7.1	86%	9
Surface water drainage	8.0	89%	10
Animal Control Services	6.9	88%	11
Recreation programs	7.2	94%	12
Customer Service	7.1	94%	13
Recreation facilities	7.7	95%	14
Maintenance of parks and green space	7.6	97%	15
Festivals and Events	7.1	97%	16
Service Burlington	6.3	96%	17
Parks, sports fields and trails	7.5	98%	18
Fire services	7.3	98%	19

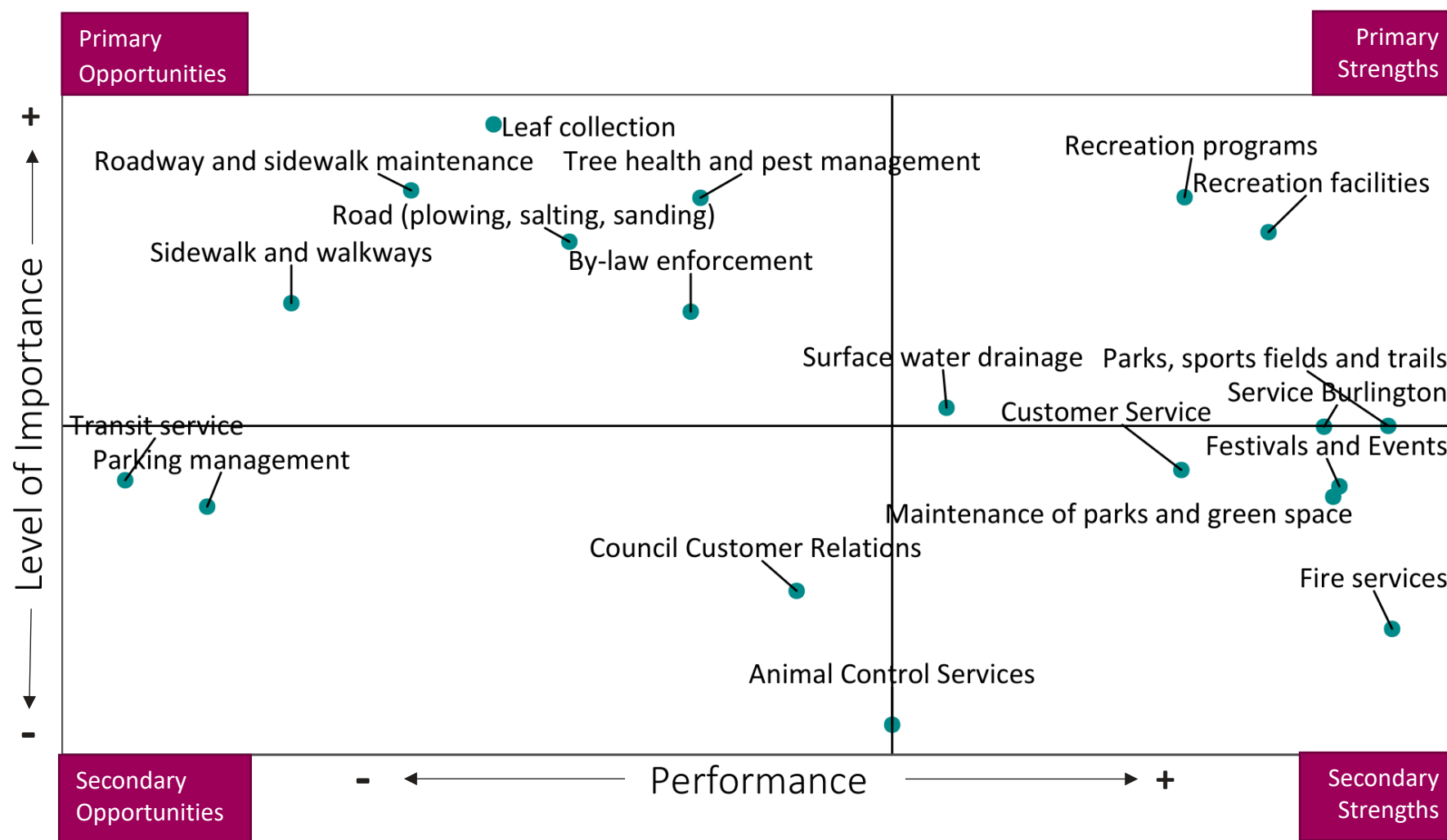
The respondents were highly satisfied with most of Burlington's services with the very lowest 'performance' (the proportion of individuals using the top 2 satisfaction categories) still at 73% in the transit service category (Figure 11). The four services with the highest levels of performance were fire services (98%), parks, sport fields and trails (98%), festivals and events (97%), and maintenance of parks and green space (97%).

Figure 11: Level of performance (top 2 box – very satisfied/ somewhat satisfied) across municipal services



To demonstrate the trade-off between the importance of services and the level of performance, we use a quadrant analysis (Figure 12). In this Figure, services with a high level of importance are considered primary strengths and weaknesses as these are the services with the most opportunity to impact citizens' perceptions and well-being. We see in Figure 12 that the services which were ranked as high priority areas tend to be in the top left corner, and the key strengths are located in the top right corner. Recreation programs and facilities were identified as primary strengths in the City of Burlington.

Figure 12: Quadrant analysis of strengths, opportunities and priorities identified in municipal services



Transit

Approximately 16% of respondents reported that they had used the Burlington Transit system in the prior 6 months (Figure 13). Among all citizens in the sample, 89% of the respondents stated that ‘car as driver’ was their primary mode while 4% stated that Burlington Transit was their primary mode of transportation.

Participants of the survey were asked to select from a list of potential reasons that prevent them from using the Burlington Transit service (Figure 15). In the most frequently chosen category, 17% listed ‘not convenient’ as their primary reason. Approximately 10% of respondents listed ‘takes too long’ as part of their reasons, and 9% included ‘no direct routes to my destination’. In addition to the listed categories, respondents were given the option to specify a reason, and some common themes emerged from the responses: car ownership, mobility issues, difficult schedules/routes and aversion to waiting in the cold.

Figure 13: Have you used Burlington Transit in the past 6 months

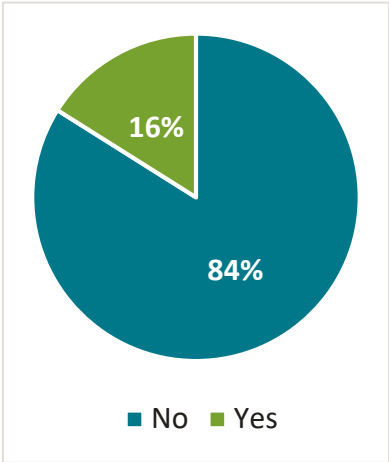


Figure 14: What mode of transportation do you typically use to get to work, school or appointments?

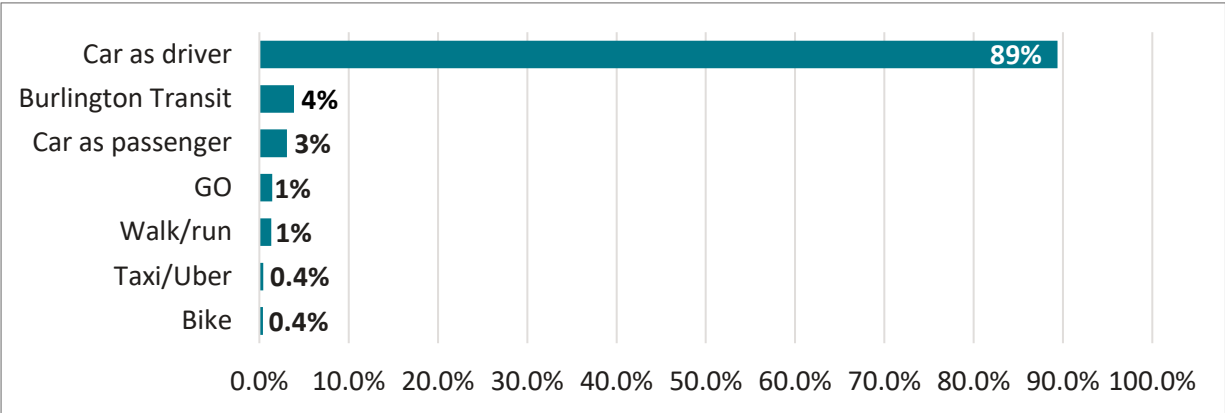
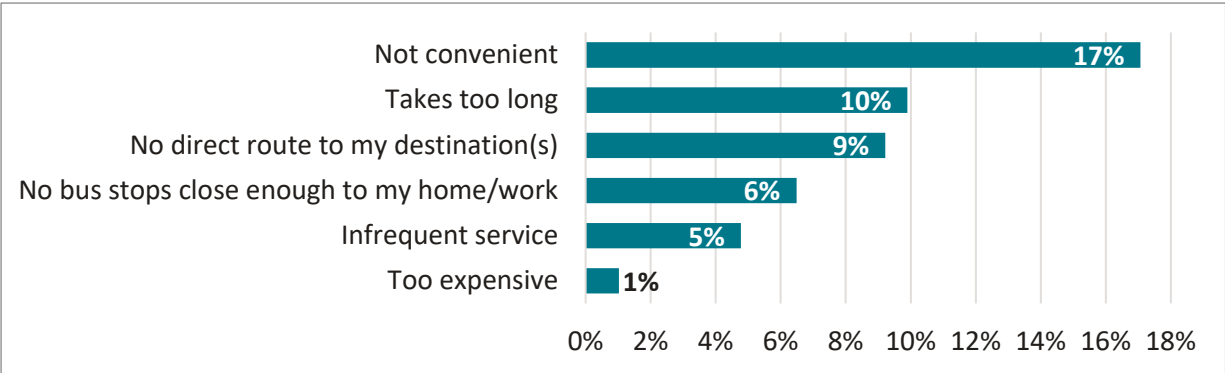


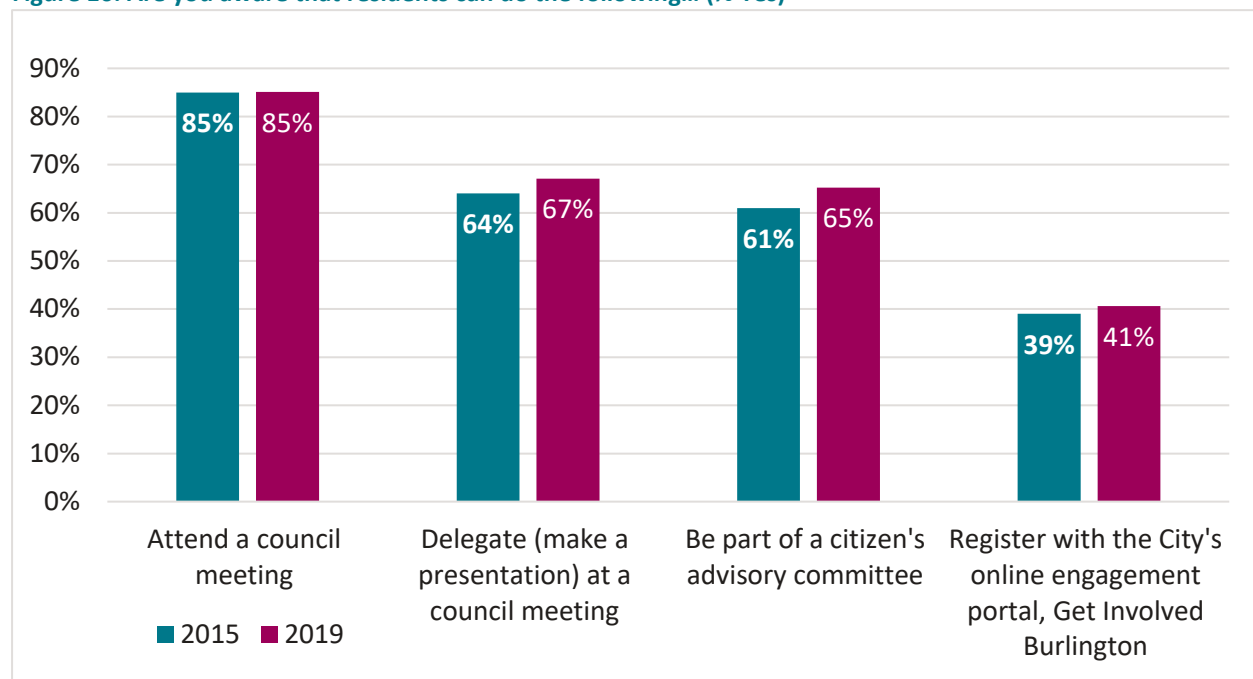
Figure 15: Which factors do you feel prevent you from using Burlington Transit



Citizen Engagement

As a part of the survey, citizens were polled on their level of awareness of the engagement opportunities with the City that are available to them (Figure 16). 85% of respondents were aware that they are able to attend a council meeting, 67% were aware that they could make a presentation at a council meeting, 65% were aware they could be a part of a citizen's advisory committee, and 41% were aware of the City's online engagement portal. The relatively low level of awareness with the City's online engagement portal represents a potential room for enhanced marketing focus. Awareness of all these engagement opportunities has increased since 2015, except for 'attend a council meeting' which has remained constant.

Figure 16: Are you aware that residents can do the following... (% Yes)



Further regarding the level of citizen engagement, the Community Survey asked questions about the degree to which citizens felt they could impact decisions for the City of Burlington. Figure 17 demonstrates that overall, citizens tended to agree that their concerns are considered in decision-making. Overall, a high proportion of respondents rated the engagement efforts of the City in the top two response categories. Figure 18 demonstrates that there was a substantial improvement in citizen's ratings across all these engagement metrics compared to the previous measurement in 2015.

Figure 17: Citizen ratings of engagement opportunities in 2019

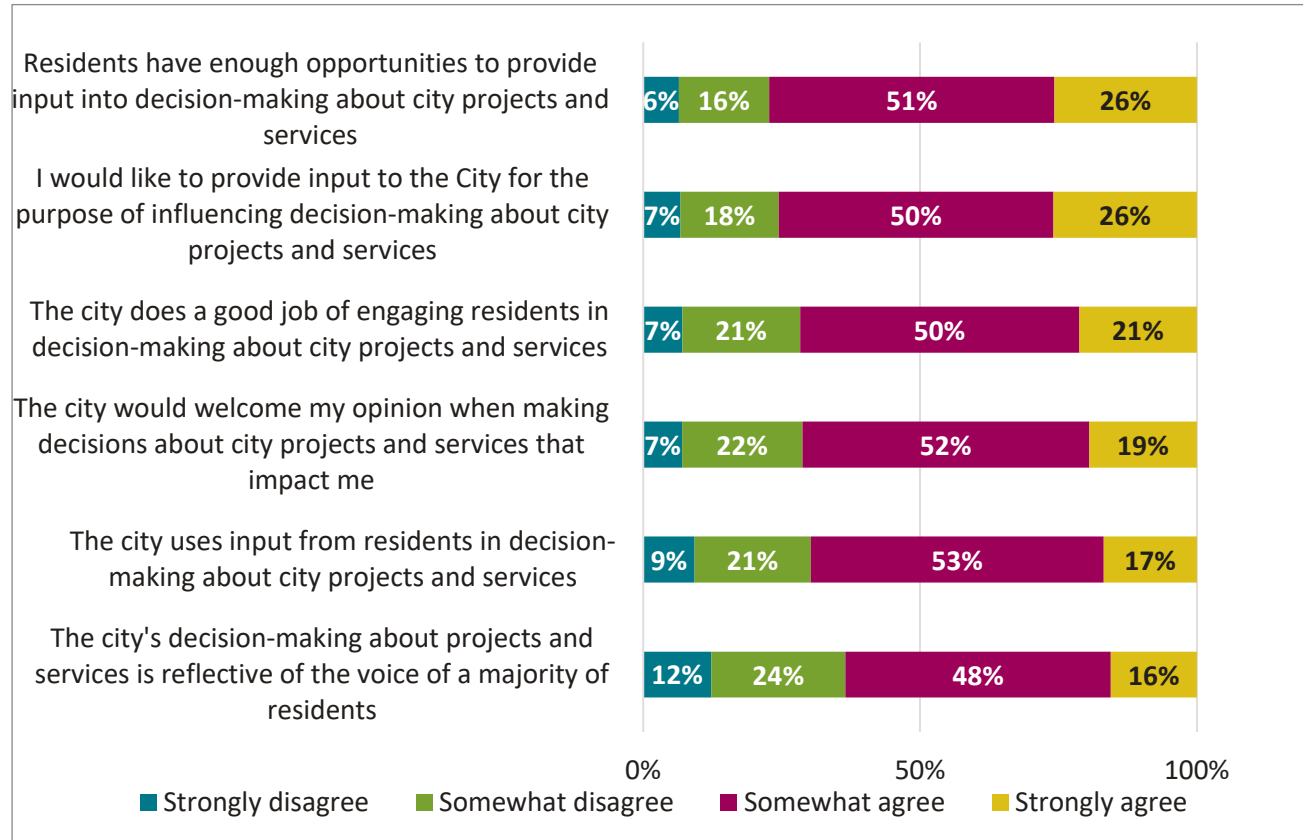
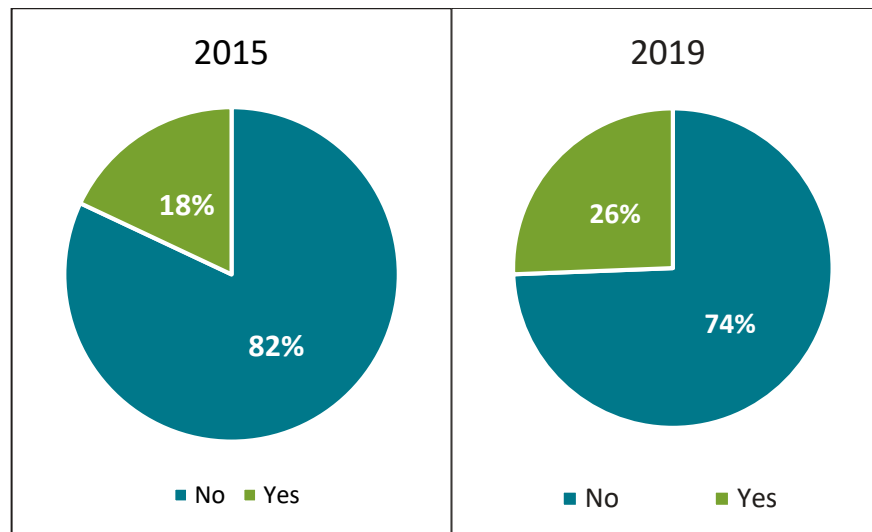


Figure 18: Improvement in engagement opportunities since 2015

Attribute	Top 2 Box	
	2015	2019
Residents have enough opportunities to provide input into decision-making about city projects and services	64%	77%
I would like to provide input to the City for the purpose of influencing decision-making about city projects and services	63%	76%
The city does a good job of engaging residents in decision-making about city projects and services	54%	71%
The city would welcome my opinion when making decisions about city projects and services that impact me	57%	71%
The city uses input from residents in decision-making about city projects and services	50%	70%
The city's decision-making about projects and services is reflective of the voice of a majority of residents	46%	64%

Similar to the 2015 Community Survey, the citizens in the 2019 sample were asked whether they were aware that the City of Burlington has a Community Engagement Charter. The responses to this question demonstrate that the overall level of awareness of the Community Engagement Charter increased by 8 percentage points, from 18% in 2015 to 26% in 2019.

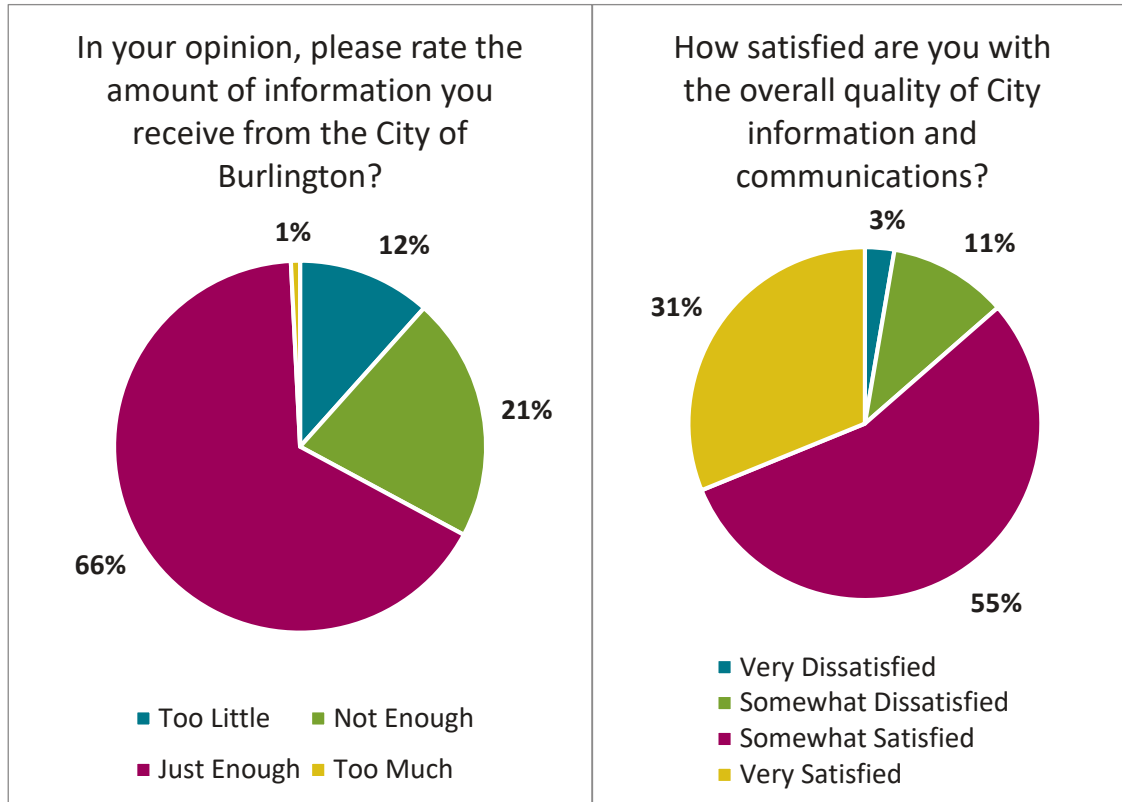
Figure 19: Are you aware that Burlington has a Community Engagement Charter?



Municipal Communications

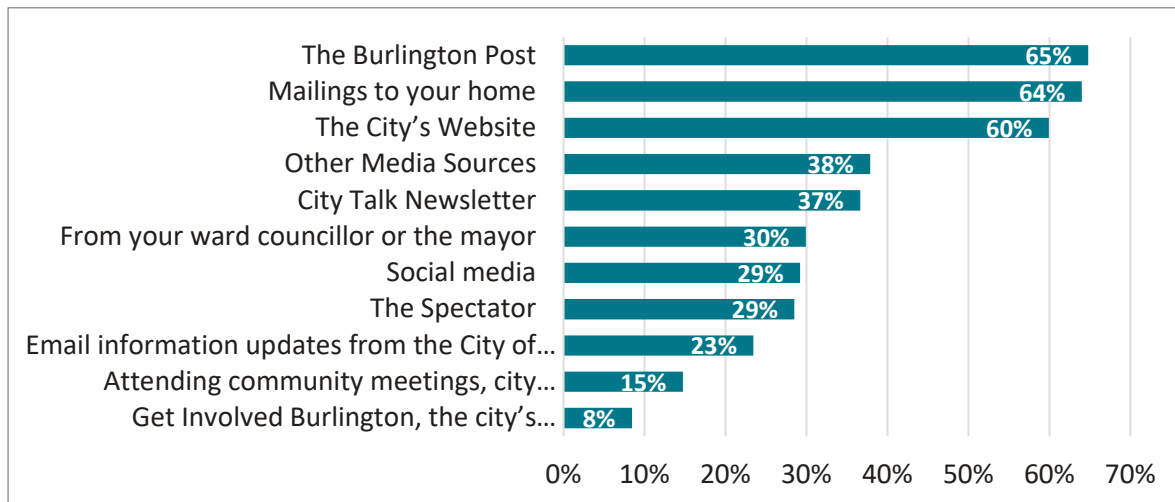
The Community Survey asked citizens about their perceptions of the City's communication practices. Approximately two thirds of the respondents rated the level of communication provided by the City of Burlington as 'just enough' (Figure 18). 33% of respondents felt the level of communications was 'not enough' or 'too little', and 1% felt the level of communications was 'too much'. In citizen's ratings of the quality of communication efforts, 86% were very or somewhat satisfied with the overall quality of information and communication from the City of Burlington.

Figure 20: Distribution of ratings of the quality and quantity of communications provided by the City



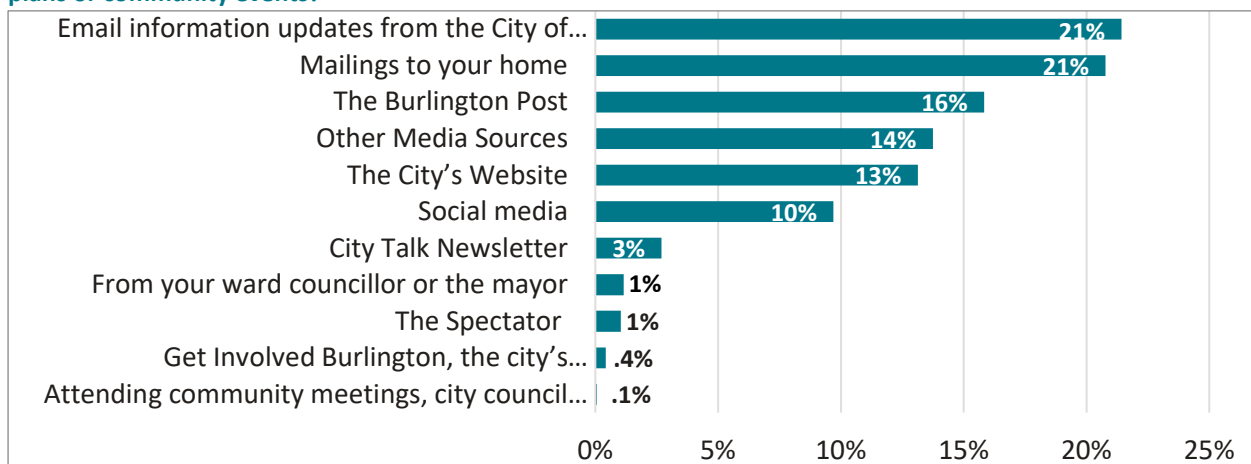
Citizens were also asked to list the sources of information they currently use to find out about city programs, services, and initiatives (Figure 21). The Burlington Post, 'Mailings to your home' and the City's Website were the most often listed information sources at 65%, 64% and 60%, respectively. Get Involved Burlington and 'attending community meetings/city council meetings/standing committee meetings of council' were the two least often-listed sources of information used, with 8% and 15% of respondents having selected these sources, respectively.

Figure 21: Which of the following sources do you currently use to find out about city programs, services and initiatives?



Respondents to the survey were asked about their preferred method of communication for City communications. Figure 20 shows the most frequently chosen responses. 21% of respondents listed email updates as their most preferred method of communication, and another 21% stated that they most preferred mailings to their home for City communication. Some of the less-chosen information sources for primary City communications were the City Talk newsletter, 'directly from their ward councillor or mayor', the Spectator, Get Involved Burlington, and 'attending community meetings/city council meetings/standing committee meetings of council'.

Figure 22: What is the preferred method of how you want to hear or learn about City of Burlington programs, plans or community events?



Service Satisfaction by Municipal Ward

We analyzed the proportion of respondents who rated their level of satisfaction with various city services as very or somewhat satisfied (top 2 box responses) to compare differences between the 6 wards in Burlington (Figure 22). For these purposes, we used statistical tests to see which differences are most likely to be true population differences, rather than random error. The top 2 box proportion in each ward was tested for differences from the overall proportion in the sample for a given question. Statistically significant differences are highlighted in green in Figure 22 for wards that have proportions significantly higher than the full sample, and in blue for wards that have significantly lower proportions than the full sample.

Figure 23: Overall service performance (% top 2 box) by municipal ward

Percent Top 2 Box Responses	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Fire services	98%	96%	100%	96%	99%	98%
Animal Control Services	87%	86%	92%	85%	95%	83%
By-law enforcement	81%	85%	82%	84%	93%	75%
Roadway and sidewalk maintenance	77%	75%	85%	70%	85%	85%
Maintenance of parks and green space	95%	95%	100%	99%	95%	96%
Road (plowing, salting, sanding)	85%	83%	85%	83%	76%	82%
Sidewalk and walkways	83%	71%	84%	73%	73%	79%
Tree health and pest management	83%	86%	85%	79%	88%	87%
Leaf collection	83%	73%	80%	84%	83%	76%
Surface water drainage	84%	91%	81%	93%	87%	98%
Transit service	76%	75%	82%	71%	71%	70%
Parking management	75%	74%	72%	77%	75%	76%
Recreation programs	93%	90%	91%	95%	96%	95%
Festivals and Events	89%	95%	96%	99%	100%	99%
Parks, sports fields and trails	95%	98%	96%	100%	98%	98%
Recreation facilities	94%	98%	93%	98%	93%	95%
Council Customer Relations	82%	81%	85%	92%	90%	85%
Service Burlington	94%	95%	97%	97%	99%	96%
Customer Service	97%	89%	97%	89%	98%	90%

Appendix I: Survey Questionnaire

Introduction

Hello, my name is _____ and I am calling from MDB Insight on behalf of the City of Burlington. MDB Insight has been hired to conduct a Community Survey to provide Council and Staff with important feedback. I would like to take 10-15 minutes of your time to ask you some questions. Please be assured that we are not selling anything and that your answers will be kept strictly confidential.

4.1 General

Q1. To start off, how would you rate Burlington as a place to live?

Would you say it is [read out scale] ...?

	<i>Very Poor</i>	<i>Fair</i>	<i>Good</i>	<i>Very good</i>	<i>Excellent</i>	<i>Don't Know (Don't read out)</i>
Place to Live	1	2	3	4	5	9

Q2. What would you say you like best about living in Burlington? **[Record one response. If they mention 'to be close to family', encourage another response.]**

4.2 Services

Q3. Generally speaking, how satisfied are you with the overall quality of services provided by the City of Burlington? Would you say you are ...? **[Read out scale]**

	<i>Very Satisfied</i>	<i>Somewhat Satisfied</i>	<i>Somewhat Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't know / No opinion</i>
Services Overall	4	3	2	1	9

Q4. As a resident of Burlington, what is the one issue you feel should receive the greatest attention from your Mayor and members of City Council? _____ **(Record One Response Only)**

Q5. Municipal property taxes are the primary way to pay for services and programs provided by the City. As you may know, there are trade-offs between investments in things like services and infrastructure

and property tax levels. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. Which of the following options would you prefer the City to pursue? **[Read list – Enter one option]**

- A) Maintain property tax increase at inflation (2.5%) to maintain service levels ☐
- B) Increase property taxes higher than the rate of inflation to enhance service levels ☐
- C) Increase property taxes below inflation by reducing service levels ☐
- D) Reduce property taxes by reducing service levels and/or eliminating services ☐
- E) Don't Know/NA **[Do Not Read]** ☐

Q6. Have you used Burlington Transit in the past 6 months?

Yes	1
No	0
DK/NA	9

Q6a. **[If 'No' to Q6]** Which factors do you feel prevent you from using Burlington Transit?

- A) Infrequent service
- B) No direct route to my destination(s)
- C) No bus stops close enough to my home/work
- D) Takes too long
- E) Too expensive
- F) Not convenient
- G) Other **[Record response]**

Q7. What mode of transportation do you typically use to get to work, school or appointments? **[Do not read list - Record only one response]**

Car as driver	1
Car as passenger	2
Burlington Transit	3
GO	4
Bike	5
Walk/run	6

Taxi/Uber	7
Other [Specify]	8
DK/NA [Do not read]	99

Q8. To the best of your ability, please rate your level of satisfaction with the following services by indicating whether you are Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied or Very Dissatisfied. Programming note: Rotate grouping and rotate services within group. Thinking of **[insert service]** would you say that you are **[read out scale]**. Repeat question for all services within group before moving on to next group.

	<i>Very Satisfied</i>	<i>Somewhat Satisfied</i>	<i>Somewhat Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't know / No opinion (don't read out)</i>
Public Safety					
Fire services (public education, inspections, emergency response)	4	3	2	1	9
By-laws					
Animal Control Services (licensing, stoop and scoop, noise or nuisance, etc.)	4	3	2	1	9
By-law enforcement (noise, weed control, dogs off leash) (excludes parking)	4	3	2	1	9
Maintenance					
Roadway and sidewalk maintenance (maintain and repair)	4	3	2	1	9

Maintenance of parks and green space	4	3	2	1	9
Snow removal – road (snow plowing, salting and sanding of public roads)	4	3	2	1	9
Snow removal – sidewalk and walkways	4	3	2	1	9
Tree health and pest management (tree planting and maintenance)	4	3	2	1	9
Leaf collection (loose leaf collection program)	4	3	2	1	9
Surface water drainage (flood and erosion protection for properties and structures, clean and safe creeks)	4	3	2	1	9
Roads and Transportation					
Transit service	4	3	2	1	9
Parking management (parking lots and enforcement)	4	3	2	1	9
Leisure					
Recreation programs (providing affordable & accessible recreational opportunities for all ages and abilities)	4	3	2	1	9
Festivals and Events	4	3	2	1	9
Parks, sports fields and trails	4	3	2	1	9
Recreation facilities (City community centres and	4	3	2	1	9

arenas)					
Customer Relations					
Council (council decision making, open, accountable, transparent local government)	4	3	2	1	9
Service Burlington (one stop service counter at City Hall to pay taxes, marriage licenses, death registration, handle resident inquiries in person, phone & email)	4	3	2	1	9
Customer Service (one stop service counter at City facilities to pay permits, program registration, handle resident inquiries in person, phone & email)	4	3	2	1	9

Q9. How satisfied were you with your most recent experience/interaction with the City? Example – overall quality of service you received from City staff, the overall quality of the service delivery, the amount of time it took to get the service?

	<i>Very Satisfied</i>	<i>Somewhat Satisfied</i>	<i>Somewhat Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't know / No opinion</i>
Recent Experience	4	3	2	1	9

Q10. Have you had a recent interaction with City Council?

Yes	1
No	0
DK/NA	9

Q10a. [If 'Yes' to Q10] How satisfied were you with your most recent experience/interaction with Council?

	<i>Very Satisfied</i>	<i>Somewhat Satisfied</i>	<i>Somewhat Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't know / No opinion</i>
Recent Experience	4	3	2	1	9

5. Citizen Engagement

Q11. Are you aware that Burlington has a Community Engagement Charter?

Yes	1
No	0

Q12. Are you aware that residents can do the following...

	<i>Yes</i>	<i>No</i>
Attend a council meeting	1	0
Delegate (make a presentation) at a council meeting	1	0
Be part of a citizen's advisory committee	1	0
Register with the City's online engagement portal, Get Involved Burlington	1	0

Q13. I am going to read several statements to you, please tell me the level to which you agree or disagree with them.

Statements	<i>Strongly disagree</i>	<i>Somewhat disagree</i>	<i>Somewhat agree</i>	<i>Strongly agree</i>	<i>DK / No opinion</i>
I would like to provide input to the City for the purpose of influencing decision-making about city projects and services	1	2	3	4	9
Residents have enough	1	2	3	4	9

opportunities to provide input into decision-making about city projects and services					
The city does a good job of engaging residents in decision-making about city projects and services	1	2	3	4	9
The city uses input from residents in decision-making about city projects and services	1	2	3	4	9
The city's decision-making about projects and services is reflective of the voice of a majority of residents	1	2	3	4	9
The city would welcome my opinion when making decisions about city projects and services that impact me	1	2	3	4	9

6. Communication

Q14. How satisfied are you with the overall quality of City information and communications?

	<i>Very Satisfied</i>	<i>Somewhat Satisfied</i>	<i>Somewhat Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't know / No opinion</i>
Overall Communication	4	3	2	1	9

Q15. In your opinion, please rate the amount of information you receive from the City of Burlington?

	<i>Too Much</i>	<i>Just Enough</i>	<i>Not Enough</i>	<i>Too Little</i>	<i>Don't know / No opinion</i>
Amount of Information	4	3	2	1	9

Q16. Which of the following sources do you currently use to find out about city programs, services and initiatives? **[Read out and select all that apply]**

The Burlington Post (online or print)	1
The City's Website	2
Mailings to your home (example planning notices, road closures, construction etc.)	3
City Talk Newsletter (delivered to your home twice/year)	4
From your ward councillor or the mayor	5
Email information updates from the City of Burlington	6
Social media (Twitter, Facebook and Instagram)	7
Attending community meetings, city council meetings or standing committee meetings of council	8
Get Involved Burlington, the city's engagement portal	9
The Spectator (online or print)	10
Other Media Sources (such as television, radio etc. Please identify which ones) [Record answer]	11

Q17. What is the preferred method of how you want to hear or learn about City of Burlington programs, plans or community events?

The Burlington Post (online or print)	1
The City's Website	2
Mailings to your home (example planning notices, road closures, construction etc.)	3
City Talk Newsletter (delivered to your home twice/year)	4
From your ward councillor or the mayor	5
Email information updates from the City of Burlington	6
Social media (Twitter, Facebook and Instagram)	7
Attending community meetings, city council meetings or standing committee meetings of council	8
Get Involved Burlington, the city's engagement portal	9

The Spectator (online or print)	10
Other Media Sources (such as radio, television, please identify which ones) [Record Answer]	11

7. Demographics

[Read] To enable us to compare the answers of different groups of people, I would like to ask you a few questions. Please be assured that whatever you say will be kept entirely anonymous and confidential.

Q18. Which of the following best describes your occupation or field? **[Read heading, if respondent unsure read further description in brackets]**

Service, Clerical or Related Worker (i.e. sales clerk, florist, food service, hairdresser, taxi driver, bank teller, bookkeeper, estimator, secretary)	1
Labourer or Tradesperson (i.e. construction, factory, domestic worker, janitor, carpenter, truck driver, forestry or mining worker)	2
Technical Worker (i.e. air traffic controller, hygienist, lab technician, surveyor, technology specialist)	3
Skilled Sales or Service Worker (i.e. childcare worker, fire fighter, police officer, buyer, insurance agent, non-retail sales representative)	4
Artistic/Literary/Recreational Worker (i.e. musician, photographer, writer, sports, coach)	5
Management or Business Owner (i.e. office, retail or restaurant manager, store owner, small business owner, self-employed, contractor, consultant)	6
Senior Manager, Executive or Professional (i.e. director, president, VP, politician, principal, chemist, engineer, pharmacist, lawyer, doctor)	7

Student	8
Homemaker	9
Retired	10
DK/NA [Don't Read]	99

Q19. Can you please tell me which of the following age groups you are in? **[Pick one option]**

18-24 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65 years or over	6
Prefer not to answer [Do not read]	99

Thank and Terminate

These are all the questions I have. Thank you again for taking the time to participate in this survey. Your feedback is very important to us. Have a great day.

8. Appendix II: Samples of raw responses to open-ended questions

Figure 24: Sample of responses to Q2 - What would you say you like best about living in Burlington?

SAFETY, BEAUTY,
I LIKE THAT IS NOT A BIG CITY. A NICE PLACE TO LIVE
THE NATURE, SPACES, AND LAKE ECT ALL THOSE THINGS
PROBABLY SAFETY AND THE COMMUNITY
FOR ME PROXIMITY TO THE LAKE IS IMPORTANT, AND TO OTHER PEOPLE
TAXES ARE FAIR, GOOD TO SENIORS
NO COMMENT
I WOULD SAY THE PUBLIC SERVICES. I WOULD SAY THE SAFETY FACTOR AND THE FRIENDLINESS, AND ACCESS TO TORONTO AND HAMILTON. THE BURLINGTON SENIOR CENTER IS THE BEST IN BURLINGTON FOR ITS ACTIVITIES AND PROGRAMS THEY CARRY OUT.
LIVE NEAR BY A NICE PARK AND LAKE
IT'S NOT SUPER EXPENSIVE
A LOT, THE ENVIRONMENT, AND THE PROGRAMS ARE EXCELLENT FOR CHILDREN AND SENIORS, RECREATION, AND OF COURSE THE BURLINGTON PERFORMING ARTS ARE A GOOD TRADITION, OVERALL A VERY NICE TOWN
WE ARE NOT A REAL BIG CITY. CLOSE ENOUGH TO HAMILTON AND TORONTO. FAIRLY LOW RATE OF CRIME COMPARED TO BIG CITIES. I THINK IT IS A VERY NICE CITY. IF YOU THINK OF ANY ENTERTAINMENT OR SOMETHING IT IS CLOSE ENOUGH TO BIG CITIES SO THAT YOU CAN GO THERE
THERE ARE LOTS OF PARKS AND YOU CAN TAKE THE ADVANTAGE FOR FREE AND IT IS FAMILY FRIENDLY AND PEOPLE ARE FRIENDLY.
LOTS OF OPEN SPACES AND FRIENDLY PEOPLE
QUIET, EASY ACCESS HIGHWAYS AND BUSINESSES
I LIKE WHERE I LIVE AND I LIKE THE FACT THAT EVERYTHING ARE CLOSE
WELL, I LIKE THE WAY THEY MAINTAIN THE INFRASTRUCTURE
I THINK IT'S PLEASANT, I DON'T KNOW, I GUESS THE MIX OF DOWNTOWN AND NEIGHBOURHOOD AND BEING ON THE LAKE, REASONABLE QUALITY SERVICES AND PARKS AND I GUESS ITS A SAFE CITY
IT'S STILL A RELATIVELY GOOD CITY TO LIVE IN.
I LIKE IT BECAUSE YOU CAN WALK RIGHT DOWN TO THE WATER. EVERYTHING IS CONVENIENT. THERE ARE LOTS OF TREES. ITS A FRIENDLY AND NICE PLACE.
NOTHING PARTICULAR
I AM A PERSON WHO LIKES PEOPLE. PEOPLE ARE FRIENDLY. IT'S MORE TOWN-LIKE RATHER THAN THE BIG CITY.
I AM 75 YEARS OLD AND I ENJOY LIVING IN BURLINGTON. IT IS VERY CONVENIENT
IT IS A VERY SAFE AND WELL-RUN COMMUNITY
PROXIMITY TO THE LAKE AND BEACH AND EXCELLENT TRAILS TO WALK AND NEIGHBOURHOODS
I LIKE OUR AREA IT'S QUIET.
GREAT SERVICE
THE WHOLE COMMUNITY. THE LOVELY NEIGHBOURHOOD. THE PEOPLE WE KNOW HERE.

I'VE LIVED HERE ALL MY LIFE, AND I WOULDN'T WANT TO LIVE ANYWHERE ELSE
SENSE OF COMMUNITY
LOW CRIME RATE
WELL, OUR KIDS ARE
PEOPLE ARE FRIENDLY, OPEN AREA, PLACES TO GO AND SEE, LAKE, ATTRACTIONS, RESTAURANTS, GOOD FRIENDS
IT IS SAFE.
I LIKE THE NEARNESS OF EVERYTHING. HOSPITALS, DOCTORS, RESTAURANTS...EVERYTHING. I LIVE RIGHT NEAR DOWNTOWN.
DOWNTOWN AREA.
THE LOW TAXES
LOW CRIME, EVERYTHING IS CONVENIENT. GREENSCAPES. VERY FRIENDLY
THE VARIETY OF SERVICES
IT'S CONVENIENT. I'M NOT SURE WHAT YOU'RE LOOKING FOR...IT HAS A PERSONAL FEEL TO IT, I GUESS. PEOPLE ARE FRIENDLY.
IT IS CLEAN AND PEOPLE ARE VERY NICE AND THE LOCAL GOVERNMENT SEEMS TO CARE ABOUT WHAT WE THINK. THERE ARE LOT OS COMMUNITY ACTIVITIES DURING THE YEAR AND IT IS JUST A GREAT PLACE TO BE AND EVERYTHING IS NICE AND CONCENTRATED
1978 - HAVE SEEN IT GROWN - NOT HUGE CITY
THERE ARE LOTS OF THINGS: THE SCHOOLS ARE GOOD, THE GENERAL DEMOGRAPHIC IN THE COMMUNITY; THE LAYOUT OF THE TOWN AND THE CITY
SAFETY. GOOD FACILITIES RECREATION ,SHOPPING
COMMUNITY SPIRIT
IT IS A VERY PLEASANT PLACE. IT HAS EVERYTHING THAT WE ARE LOOKING. WE JUST WENT TO MEETING ON FRIDAY ABOUT BUILDING PLANS AND THEY ARE INVOLVING PEOPLE IN IT AND I LIKE THE CONTACT FROM THE CITY TO KEEP RESIDENTS INVOLVED.
I THINK IT IS SAFE
IT IS SAFE AND WELL-ORGANIZED. THEY KEEP UP THE CITY VERY GOOD
RENTS ARE INCREASING. SAFETY.
IT IS NOT TORONTO. IT IS A SMALLER MUNICIPALITY
THE PROXIMITY TO OTHER LOCATIONS
IT'S IDEALLY LOCATED BETWEEN TWO BIG CITIES AND THERE'S LOTS OF SERVICES WITHIN THE CITY
THE PROXIMITY TO THE COUNTRY AND THE HIGHWAY.
ABLE TO WALK TO PLAZA, COFFEE, GROCERY, PHARMACY ALL IN WALKING DISTANCE
THE COMMUNITY
THE LOCATION AND I LIVED HERE ALL MY LIFE
NOT REALLY SURE, IT'S EASY TO LIVE HERE, EVERYTHING IS WITHIN REACH, CLOSE TO THE CITY AND ALL THAT STUFF
COST OF HOUSING WAS AFFORDABLE AT TIME OF PURCHASE, WATERFRONT LOCATION AND OVERALL QUALITY OF LIFE FOR RESIDENTS
I LIVED HERE ALL MY LIFE
EVERYTHING OVERALL
COMMUNITY
CLOSE TO LAKE
THE COMMUNITY AND THE WAY ARCHITECTURE
LOW CRIME RATE
OVERALL THE QUALITY OF LIFE, SAFETY THE EVENTS AND GATHERINGS.

IT IS A SMALL TOWN. WE HAVE ACTIVITIES IN WATERDOWN. WE HAVE DIFFERENT FESTIVALS. THERE ARE NICE SHOPS AND WE HAVE A NICE BEACH
ATMOSPHERE...LOVELY SPOT
SENSE OF COMMUNITY
THE DOWNTOWN
I LIKE THE EASE IN WHICH YOU CAN GET THINGS DONE IN THIS TOWN.
SMALLER THAN LARGE, SMALLER THAN GIGANTIC, YOU KNOW WHAT I MEAN, EXCELLENT SERVICES, AND AN EXCELLENT LOCATION FOR ME FOR EVERYTHING I'VE DONE IN MY LIFE
THE SMALL-TOWN FEEL
QUIET, LOW CRIME
LOTS SPORT TEAMS, LOTS OF SCHOOLS
SMALL TOWN FEEL
THE WHOLE LIFESTYLE, FACILITIES ,
CONVENIENCES, I GUESS.
ITS QUIET. ITS LOW RATED IN CRIME. FOR GROWING CHILDREN, I THINK ITS VERY GOOD.
I LIKE THE LAKE, AND YOU FEEL SAFE.
THE SIZE (NOT BEING TOO LARGE BUT LARGE ENOUGH TO HAVE CERTAIN SERVICES) AND CLOSE TO TORONTO AND HAMILTON AND IT IS AT THE LAKE
IT'S CLOSE TO WORK
QUALITY OF LIFE AND LOCATION, RELATION TO TORONTO, LAKE, NATURE
SAFE CITY
BEING CLOSE TO THE LAKE
LOCATION
THE DOWNTOWN - IT IS GOOD THAT WE HAVE ONE AND IT IS GOOD.
ACCESS TO WHAT I WANT. I HAVE KIDS IN SCHOOL AND KIDS IN HOCKEY. ALL THOSE SERVICES ARE READILY ACCESSIBLE.
LOCATION
LOCATION
PATHS AND RECREATION THAT THEY HAVE HERE.
CLEAN CITY AND A LOT OF ACTIVITIES
THE AMENITIES, CLOSE TO ALL HIGHWAYS, FRIENDLY NEIGHBOURS, FAIRLY CLOSE TO THE BORDER
FRIENDLY COMMUNITY
I AM A COUNTRY PERSON AND I LIVE IN THE MIDDLE OF A CITY.
EVERYTHING IS ACCESSIBLE
ITS CLEAN IT OFFER ALOT OF ACTIVITY COULD DO BETTER ON THE MEDICAL SYSTEM PROXIMITY IS CLOSE TO CITY TRANSIT IT GOOD CROSS OF ETHNIC GROUPS
LOCATION, THE CITY IS WELL MANAGED
IT'S JUST GENERALLY VERY QUIET
IT'S SAFE, CLOSE TO THE LAKE
COMMUNITY
THE CONVENIENCE
FAMILY ORIENTED CITY. WONDERFUL PLACE TO RAISE CHILDREN
THE SMALL-TOWN COMMUNITY FEEL, ACCESS TO GREEN SPACE, A SUPPORTIVE COMMUNITY, ENCOURAGING COMMUNITY SPIRIT
IT IS A SAFE PLACE TO LIVE
I GUESS BEING CLOSE TO THE LAKE
THE QUALITY OF LIFE

Figure 25: Sample responses to Q4 - As a resident of Burlington, what is the one issue you feel should receive the greatest attention from your Mayor and members of City Council?

AFFORDABLE HOUSING
MORE CHILDREN'S PARKS INCLUDING OUTDOOR WATER PLAY
I WOULD SAY THE TYPE OF HOUSING; THE TYPE OF HOUSING PROPOSED BY DEVELOPERS; E.G. THE OVERALL SPECTRUM OF HIGH-RISE CONDOMINIUMS IN DOWNTOWN, THE OVERALL HOUSING DISTRIBUTION AND HOUSING PLANNING SHOULD BE CONCERNED ABOUT
SAFETY AND QUALITY OF LIFE
THE REDEVELOPMENT OF THE CITY INTO HIGH RISES AND CONDOMINIUMS. OVER DEVELOPMENT.
THE CITY NEEDS ITS OWN IDENTITY, WE DON'T HAVE ANYTHING TO IDENTIFY AS BURLINGTON.
LOWER PROPERTY TAXES
THE EXPANSION OF DOWNTOWN IN PARTICULAR THE HIGH-RISE BUILDINGS
HIGH BUILDINGS - CONDO - DOWNTOWN DEVELOPMENT. TRAFFIC ON LAKESHORE
PARKING - THE ON-STREET PARKING IS ALWAYS A PROBLEM IN OUR NEIGHBOURHOOD, THE ORCHARD.
APPEARANCE (CLEANLINESS) SUBDIVISION MAKES THE LOOKS LIKE A JUNGLE.
I DON'T REALLY HAVE TOO MANY ISSUES. I WOULD LIKE COVERED RECYCLING BINS JUST BECAUSE PEOPLE'S GARBAGE BLOWS ALL OVER THE PLACE.
TRANSPORTATION, INFRASTRUCTURE
CONTINUE WHAT THEY'RE DOING
MAYBE BETTER AND SAFE BIKING PATH THROUGHOUT THE CITY;
ONE THING I DON'T LIKE IS THE ALL THE BUILDING ALONG THE LAKESHORE. IT'S DISTURBING BECAUSE IT'S A BEAUTIFUL VIEW BEING BLOCKED
PROBABLY THE INFRASTRUCTURE, SIDEWALKS AND SNOW PLOUGHING IS TERRIBLE. SOME OF THE OLD TREES ARE FALLING AND WE GET STUCK WITH THE BILL BECAUSE WE HAVE TO PAY TO GET THEM TAKEN DOWN
DEVELOPMENT OF THE CORE,
RELATION BETWEEN AREA INFRASTRUCTURE
THE TAXES BECAUSE I'M A SENIOR AND OVER 80 AND PRETTY SOON I WON'T BE ABLE TO AFFORD IT BECAUSE THE TAXES ARE GOING UP
GROWTH
USING EVERY BIT OF PROPERTY FOR HIGH-RISE.
THERE IS NOT ONE SPECIFIC ISSUE, IT DEPENDS WHERE YOU LIVE. TRANSPORTATION BUS.
AT MY AGE THAT'S A HARD ONE, I REALLY DON'T KNOW
WE ARE TREATED EQUALLY, AND WE ARE NOT HERE
FROM ME, IT WOULD BE HOUSING FOR SPECIAL NEEDS AND THE ELDERLY
ROADS ARE DISGUSTING. THEY HAVE NOT BEEN COMPLETED. DONE IN PATCHES
SEWERS HAVEN'T BEEN CLEANED UP IN QUITE SOME TIME NOT HAS NOT BEEN DONE YET.
I GUESS THE SNOW REMOVAL IN PARTICULAR FOR NOT BUSY STREETS, E.G. RESIDENTIAL STREETS, THE SNOW REMOVAL IS NOT VERY EFFICIENT AND PROMPT
CLIMATE CHANGE
PUBLIC TRANSIT
TRANSPORTATION - MUNICIPAL TRANSPORTATION LIKE BUSES AND SO ON.
TRAFFIC LIGHTS VALUE OF WHAT THE CARS
I THINK THEY SHOULD HAVE A BETTER FOLLOW UP ON ALL OF THEIR CONSTRUCTION PROJECTS. THEY DON'T FOLLOW UP AND MAKE SURE THINGS ARE DONE PROPERLY IN TERMS OF STREETS AND GATES
SIDEWALKS SALTED IN THE WINTERTIME...

TRAFFIC - IT IS VERY BAD. DURING RUSH HOUR, THE APPLEBY LINE IS PRETTY DIFFICULT. THE BUS SYSTEM IS UNDER UTILIZED.
EDUCATION - THEY'RE CUTTING BACK PROGRAMS IN SCHOOLS.
POPULATION IS GROWING HIGHER, PROBLEMS WITH TRAFFIC CONGESTION
NEW BUILDINGS IN MY AREA, ALLOWING CERTAIN BUILDINGS TO GO UP AND DOWN.
I THINK WHERE THE RAILROAD CROSSES THE STREET AT CERTAIN LOCATIONS, IT NEEDS TO HAVE An OVERPASS OR UNDERPASS BECAUSE IT'S HAZARDOUS.
I REALLY CAN'T THINK OF ANYTHING, REALLY. POSSIBLY, MAYBE WITH THE TRANSIT SYSTEM. I FIND IT VERY CONFUSING.
THE TRAFFIC CONGESTION
CAREFUL WITH THE DEVELOPMENT
HEALTHCARE
THEY'RE NOT DOING ANYTHING ABOUT THE QUARRY ISSUE BEHIND OUR HOUSE
TO OPEN UP MORE DEVELOPMENT OF HOUSING.
I THINK THE RECYCLING ISSUES AND ALL THE GREEN STUFF THAT WE NEED TO LOOK MORE;
THE DENSITY ISSUE IN DOWNTOWN.
TRANSPORTATION AND ALSO TRAFFIC CONGESTION
I'M REALLY REALLY WORRIED...I KNOW THAT WE LOVE OUR TREES. OUR TREES ARE STARTING TO BE HAZARDOUS.
NOT TO CLEAN THE SNOW IN THE SIDEWALK, BECAUSE IT CAUSES DAMAGES TO OUR PROPERTY. IT IS ALSO WASTING OUR TAX MONEY
MORE ASSISTANCE FOR THE THINGS LIKE SNOW REMOVAL FOR SENIOR CITIZENS
TRAFFIC - PLAINES ROAD IS TERRIBLE. CAN BE REALLY BAD. THE HIGHWAY IS BUSY AND IT TRAFFIC FLOWS INTO PLAINES ROAD AND IT GETS TERRIBLE.
CREEK
MORE ATTENTION TO THE INFRASTRUCTURE
OPPOSED TO HIGH DENSITY DEVELOPMENT ALONG THE LAKESHORE DOWNTOWN AREA
MORE ATTENTION FOR THE SENIORS
PLACE OF DEVELOPMENT
INFRASTRUCTURE
PROPERTY TAXES
AFFORDABLE HOUSING
MAINTAIN THE GRASS BETTER (GRASS CUTTING) FOR PARKS AND PATHWAYS
WATERFRONT DEVELOPMENT
TAXES
COMMUNITY EVENTS; I THINK LOT OF THEM ARE LOCALIZED IN DOWNTOWN AND LAKEFRONT WHILE THERE ARE OTHER POTENTIAL LOTS OF PLACES
HIGH RISE BUILDINGS ARE BLOCKING THE VIEWS OF SOME OTHER PLACES THAT ARE ALREADY THERE
CARING FOR THE AGING POPULATION
EQUIPMENT IN PARK FOR ADULTS FITNESS EQUIPMENT ETC.
MORE SERVICES FOR SENIORS
PUBLIC TRANSPORTATION
LIMIT POPULATION, WE WERE SUPPOSED TO CAP IT AT 150,000-160,000 AND ITS AROUND 170,000 NOW
DON'T KNOW
THERE IS A COUPLE OF THINGS: ONE IS THE, FOR EXAMPLE, LEAF COLLECTION IS LITTLE; THE SECOND ONE IS LOT OF CONSTRUCTIONS GOING ON IN MAPLE AVENUE; THE OTHER THING WOULD BE TO DO MORE IN TERMS OF SUSTAINABILITY AND CLEAN ENERGY
I CAN'T THINK OF ANYTHING OFF THE TOP OF MY HEAD
TAXES ARE HIGH.

I SUPPOSE TRAFFIC PROBLEM IS ONE OF THE MOST CONCERNING
NO ENFORCEMENT FROM THE POLICE BY THE LIGHTS AND BYCLES
DEVELOPMENT IN THE GREEN ZONE THAT SHOULD NOT HAPPEN
TREES
QUALITY OF LIFE, DEVELOPMENT SHOULD BE MANAGED, AND MADE TO FAIR SHARE FOR INFRASTRUCTURE COSTS
WHAT IS BURLINGTON GOING TO BECOME AS CITY WITH ALL THE CONDOS BEING BUILT
THE ROADS
I THINK THEY SHOULD LOOK AT THE DOWNTOWN AREA. THE STREETS ARE NOT WIDE ENOUGH TO ACCOMMODATE ALL THE BUILDING THEY ARE BUILDING. THE STREETS ARE TOO NARROW. I THINK THEY SHOULD BE MORE THOUGHTFUL WITH ALL THE DEVELOPMENTS IN THE DOWNTOWN AREA.
IF THEY COULD PROVIDE HELP FOR SENIOR CITIZEN TO HELP THROUGH THE WINTER TO HELP CLEAN UP THE DRIVEWAY.
THE DEVELOPMENT
SENIORS HOUSING LONG TERM CARE BUILDING BUNGALOWS 3 STORY DWELLINGS
WHOLE ISSUE WITH THE PROVINCE HAS LET THE OMB AND DEVELOPERS TURN THE DOWNTOWN GHETTO WITH ALL THE NEW DEVELOPMENT, NOT SATISFIED WITH THE LOCATIONS... (THE HIGH RISES ARE INAPPROPRIATE)
TRAFFIC CONGESTION
THE STREET THAT WE LIVE ON IT IS RIGHT ACROSS THE STREET FROM THE ALDERSHOT SCHOOL. THERE IS A LOT OF PEOPLE SPEEDING ON THE ROAD AND SPEED BUMPS SHOULD BE INSTALLED
OVERDEVELOPMENT, TRAFFIC,
SNOW CLEARING - DON'T BLOCK DRIVEWAYS
I HAVE NO CLUE ON THAT ONE
OVERDEVELOPMENT OF THE DOWNTOWN
THEY ARE DESTROYING THE WATER FRONTS. PERMITS ARE NEEDED
TRAFFIC CONGESTION