



# City of Burlington Community Survey 2019

## Final Report

Presented by: MDB Insight

Date: January 2020



### **The purpose of the 2019 Community Survey was to:**

- Measure resident opinions about the City's service delivery
- Guide future actions and decisions of the City of Burlington
- Monitor progress since the 2015 Community Survey
- Learn opinions about transportation options in Burlington
- Identify preferences regarding communications from and involvement with the City



# The survey used the following methods

- The survey was conducted using Computer Aided Telephone Interviews (CATI)
- Respondents were randomly selected from the city's population using a mix of landlines and cell phone numbers
- Numbers were dialed between 5:00pm and 8:30pm, November 4th to December 10th
- We reached a total of 757 completed interviews, each taking approximately 18 minutes
- The margin of error was +/- 3.6% with a 95% confidence interval



## Computer Assisted Telephone Interviewing

- Survey questions are programmed into an online VOXCO environment
- The program randomly selects the next dialing number from the full list of respondents
- Interviewers are shown each question on their computer along with the possible response fields
- Recorded responses are input directly into the database upon entry



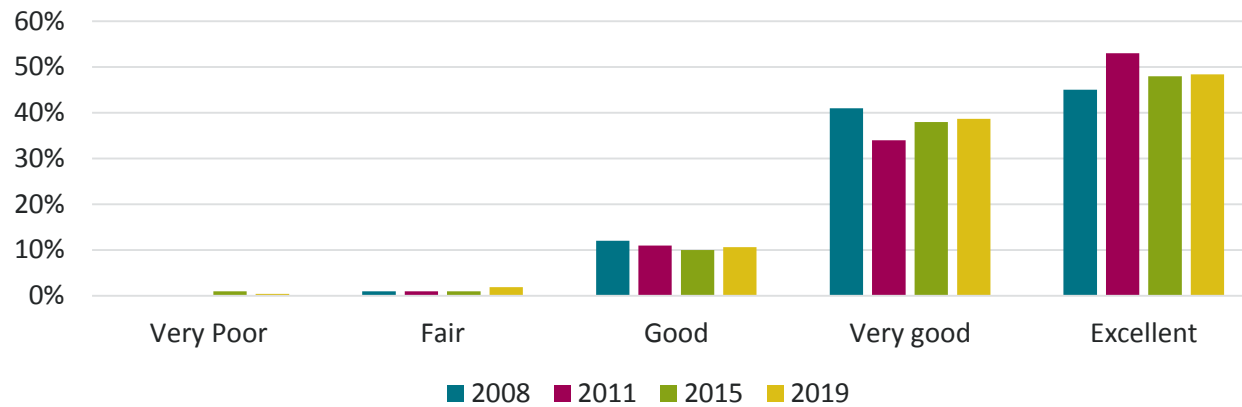


# Analysis of findings



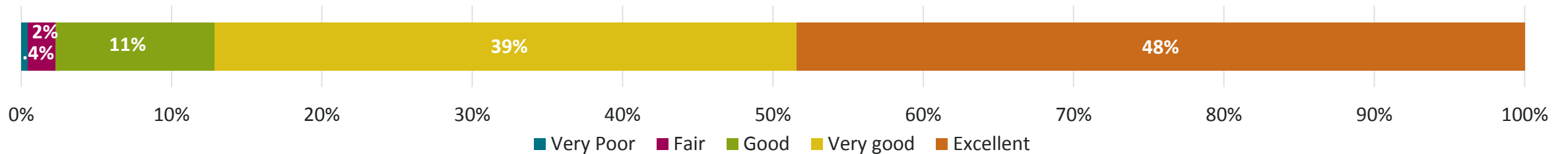
## 87% of respondents rated Burlington as an excellent/ very good place to live in 2019

Burlington as a Place to Live (n=757)



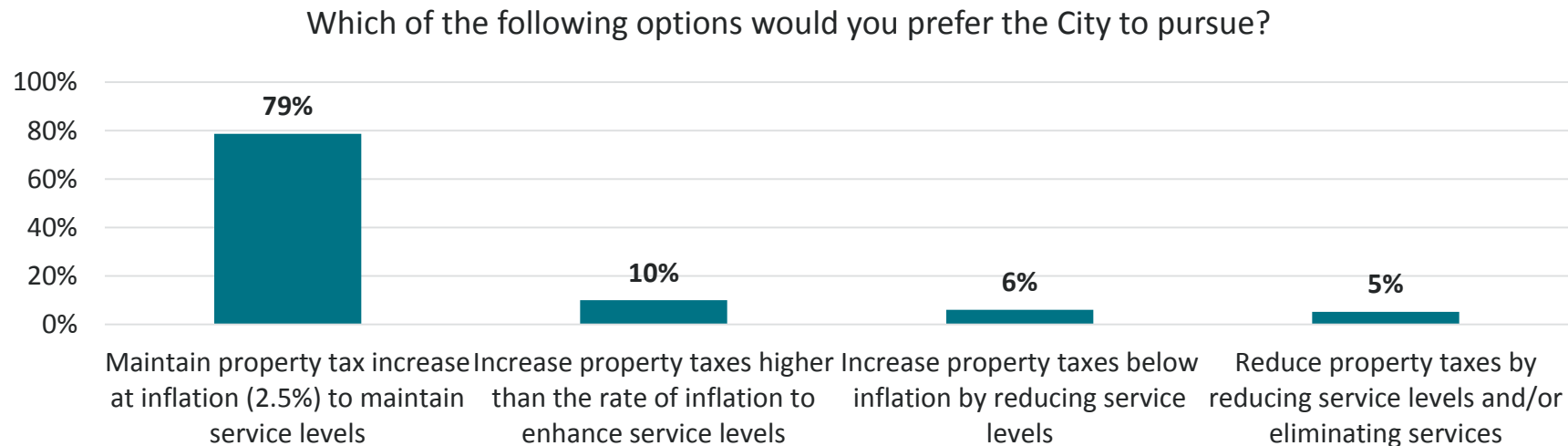
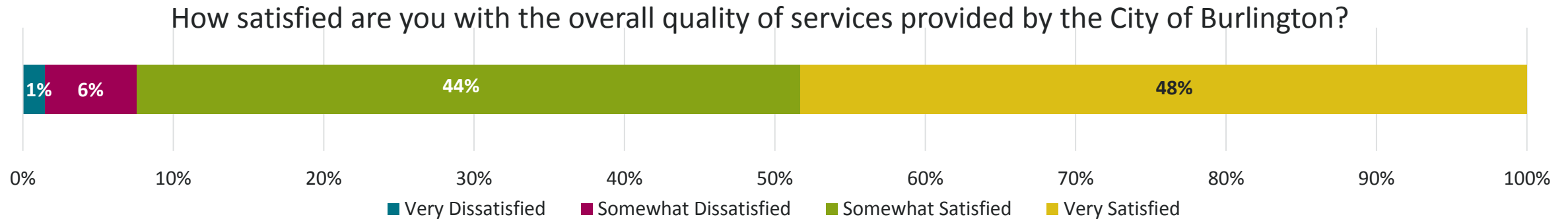
|                                  | 2008 | 2011 | 2015 | 2019 |
|----------------------------------|------|------|------|------|
| Top 2 Box (Excellent/ Very good) | 86%  | 87%  | 86%  | 87%  |
| Number of Responses              | 750  | 752  | 771  | 757  |

Overall Satisfaction





## 93% of respondents are very or somewhat satisfied with overall quality of services



### Satisfaction with overall quality of services

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



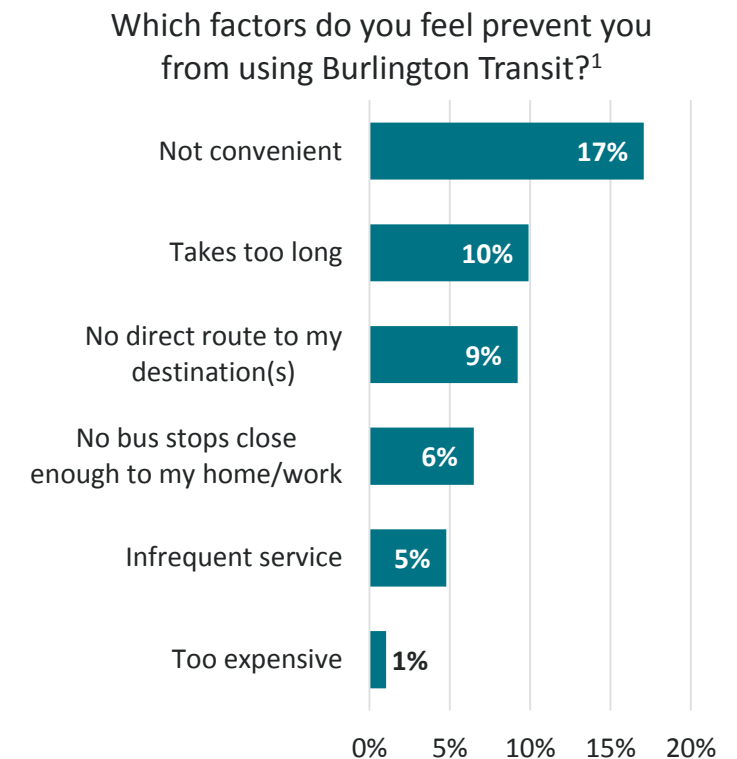
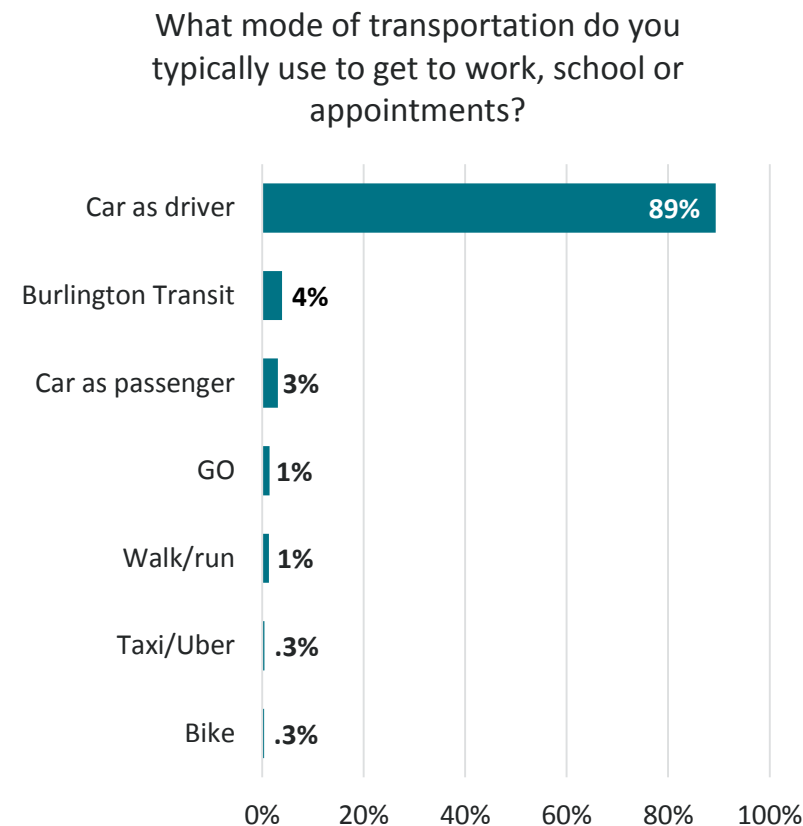
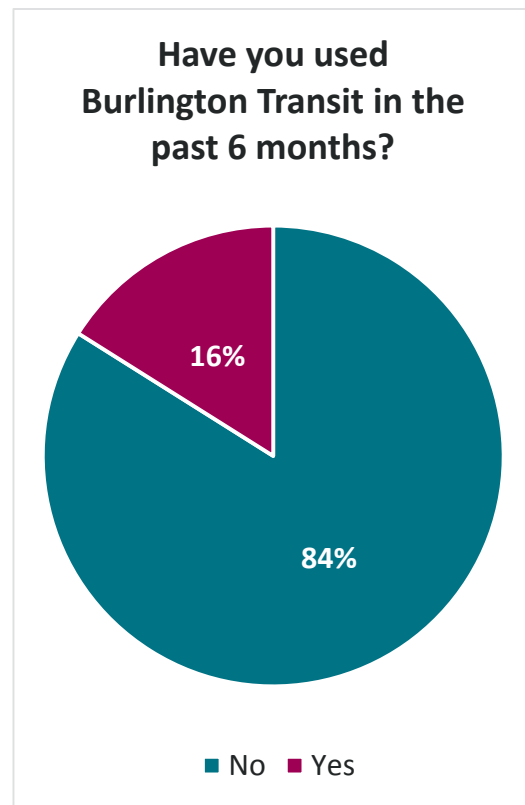
## Key themes identified in citizens' responses

**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?**

| 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%      |



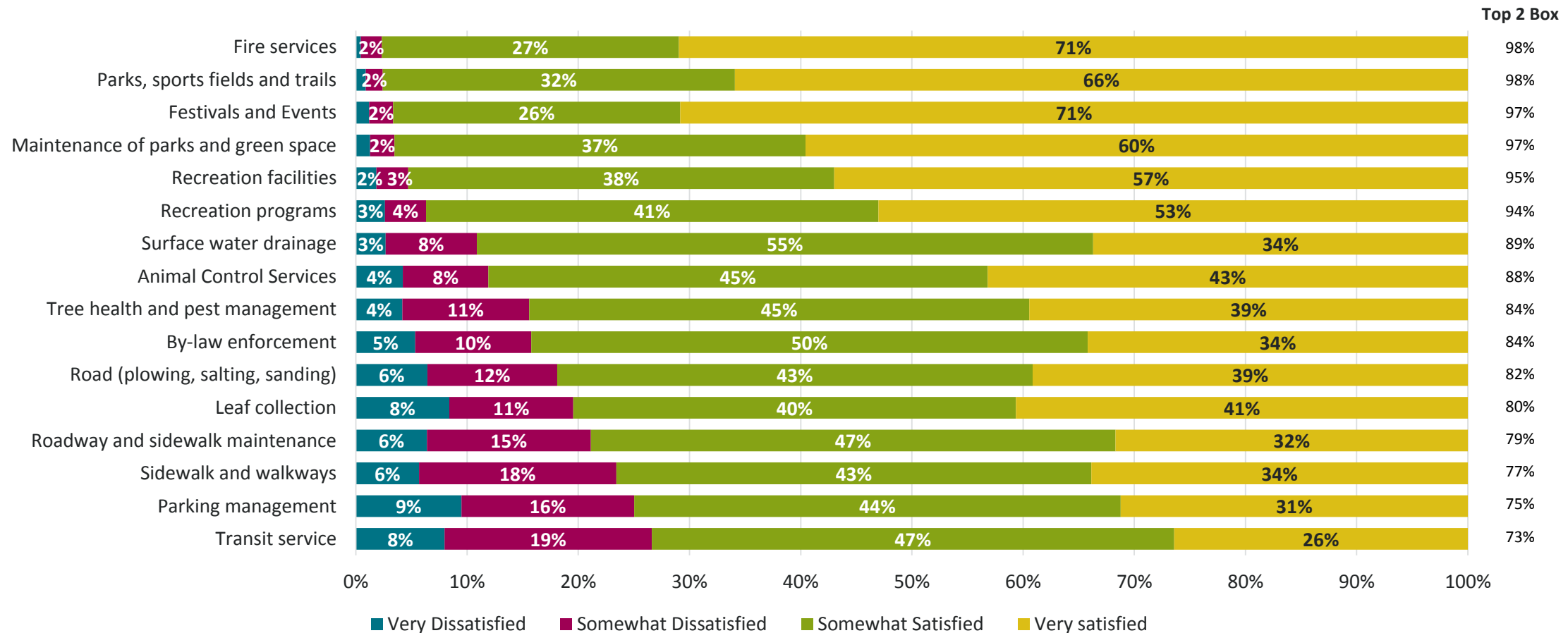
## Recent transit usage was 16% among respondents, trip length and convenience were the most cited reasons for not using Burlington Transit



<sup>1</sup>Residents also selected the 'other' category and listed reasons such as car ownership and mobility issues often as reasons.

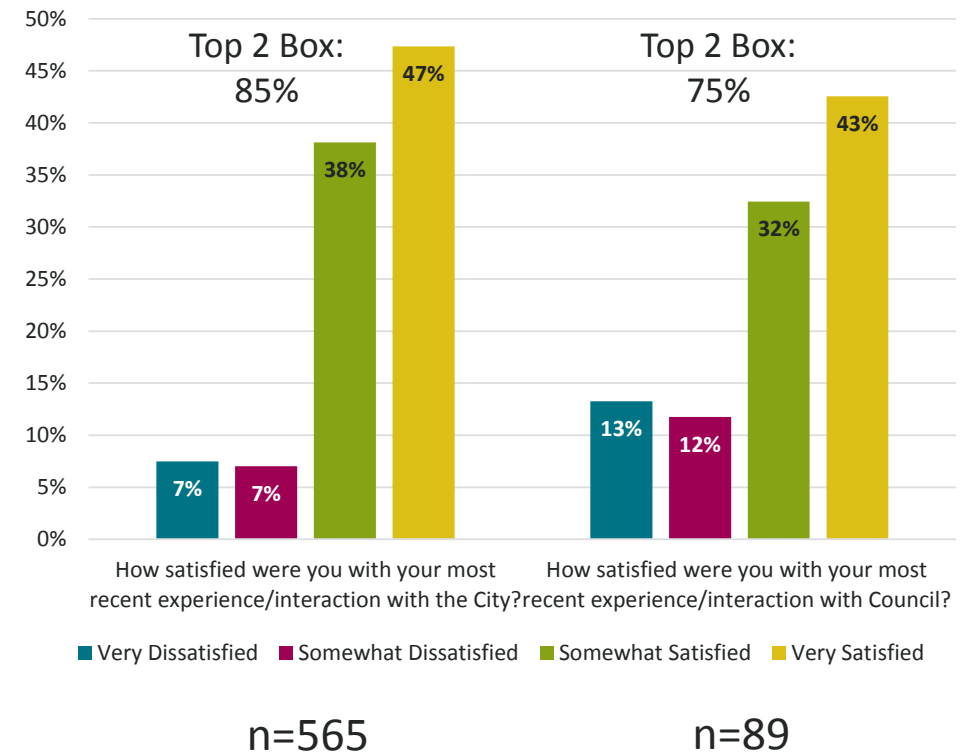
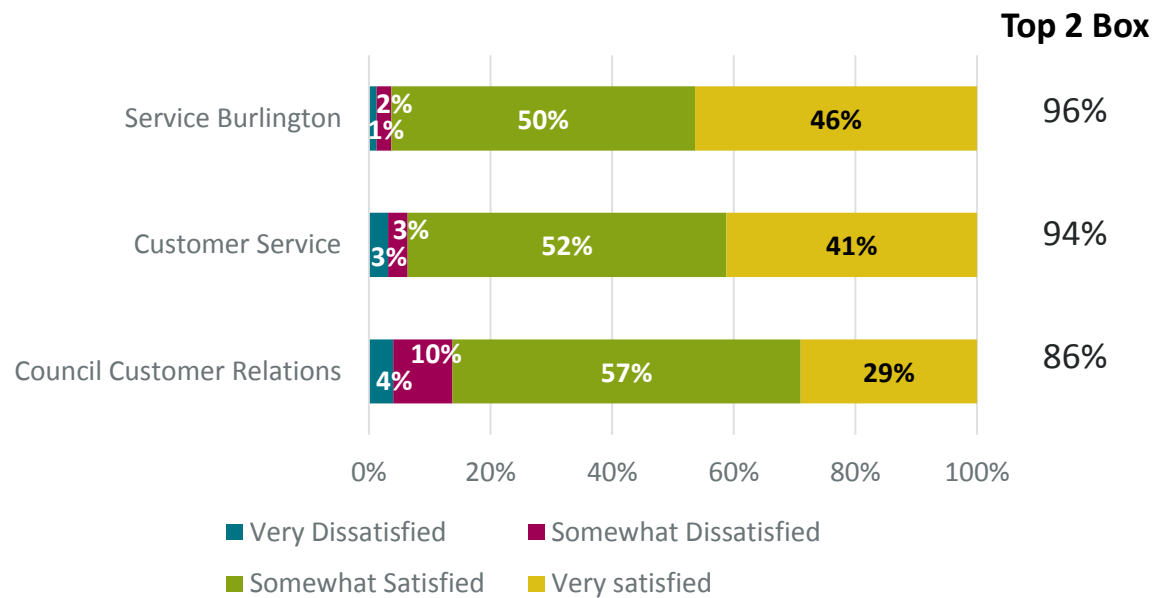


# Individuals were highly satisfied with City services in Burlington





## Respondents had very positive impressions of City staff and Council



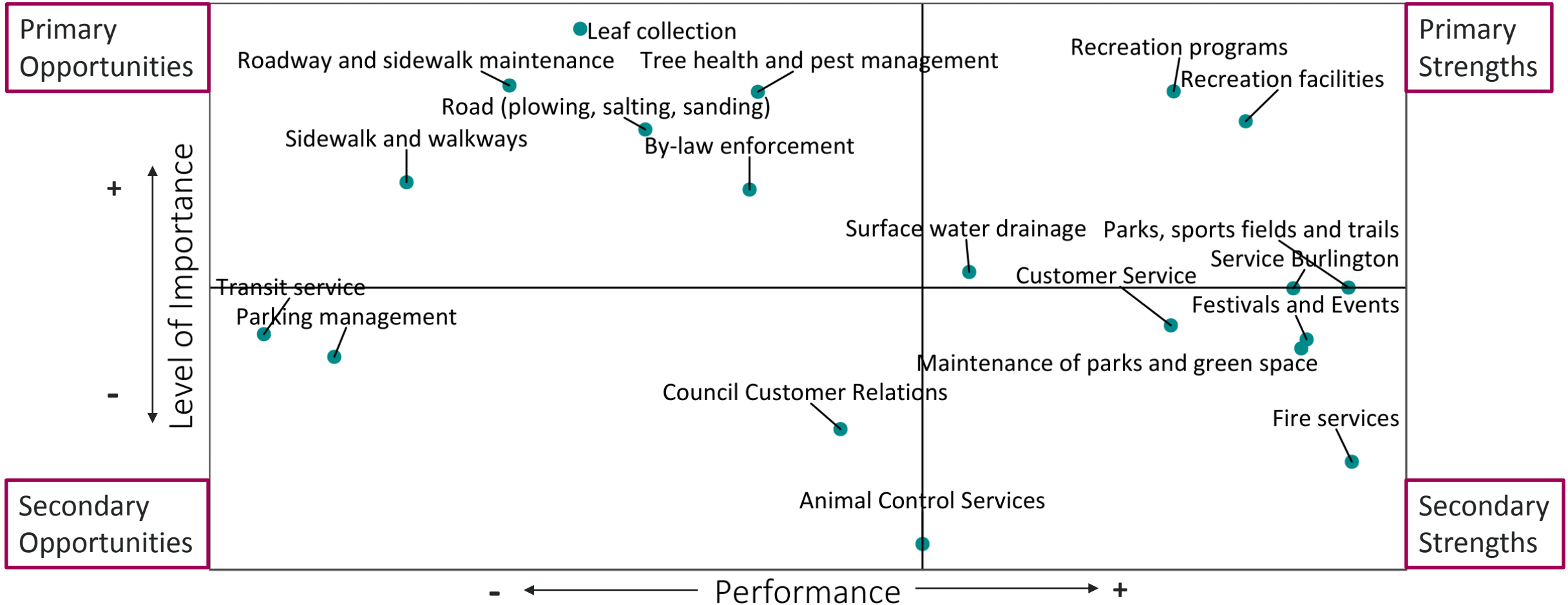


# Transit, parking, roads, and sidewalks all identified as priority areas

| 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            |

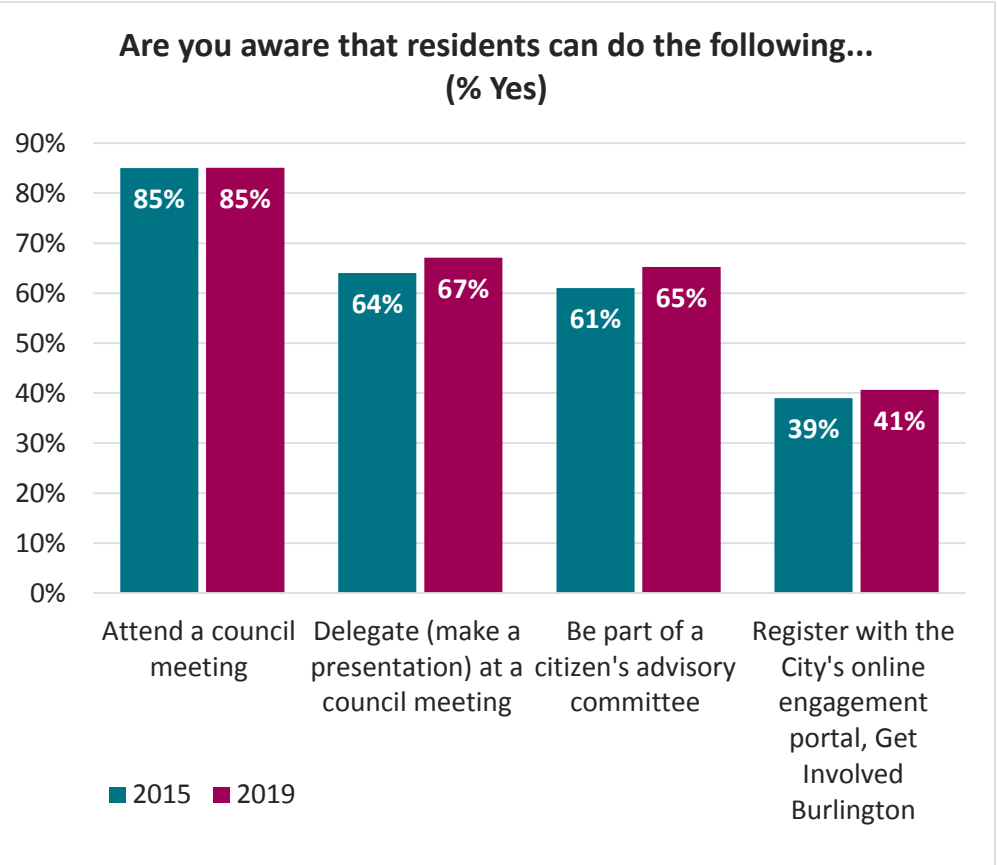


## Recreation facilities and programs are primary strengths of the area





# Levels of awareness and participation in engagement opportunities have improved substantially since measured in 2015



Residents have enough opportunities to provide input into decision-making about city projects and services

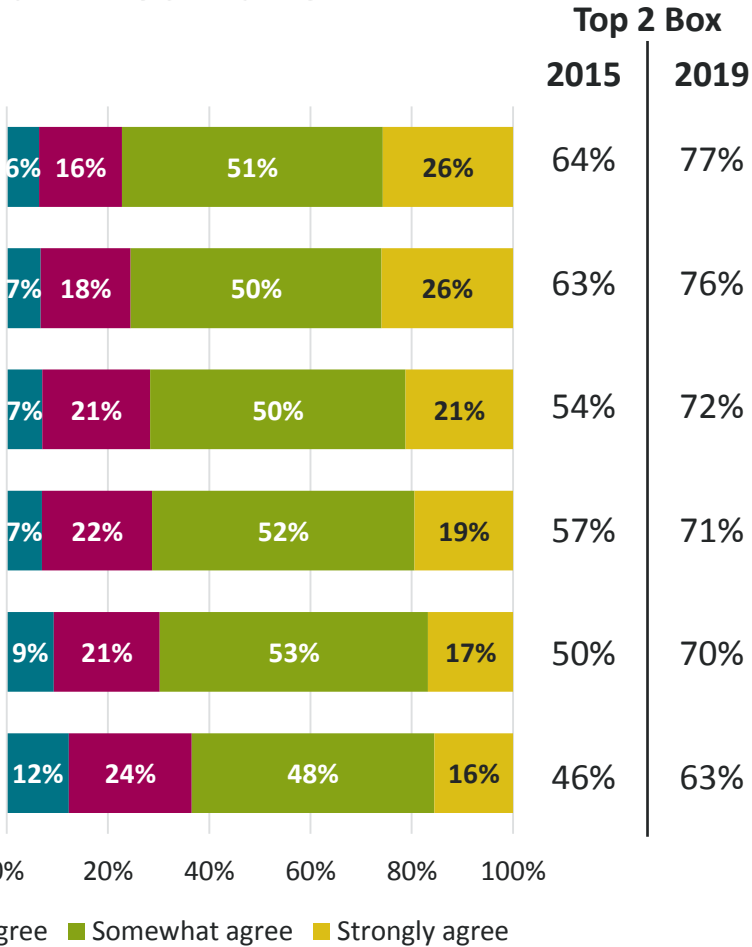
I would like to provide input to the City for the purpose of influencing decision-making about city projects and services

The city does a good job of engaging residents in decision-making about city projects and services

The city would welcome my opinion when making decisions about city projects and services that impact me

The city uses input from residents in decision-making about city projects and services

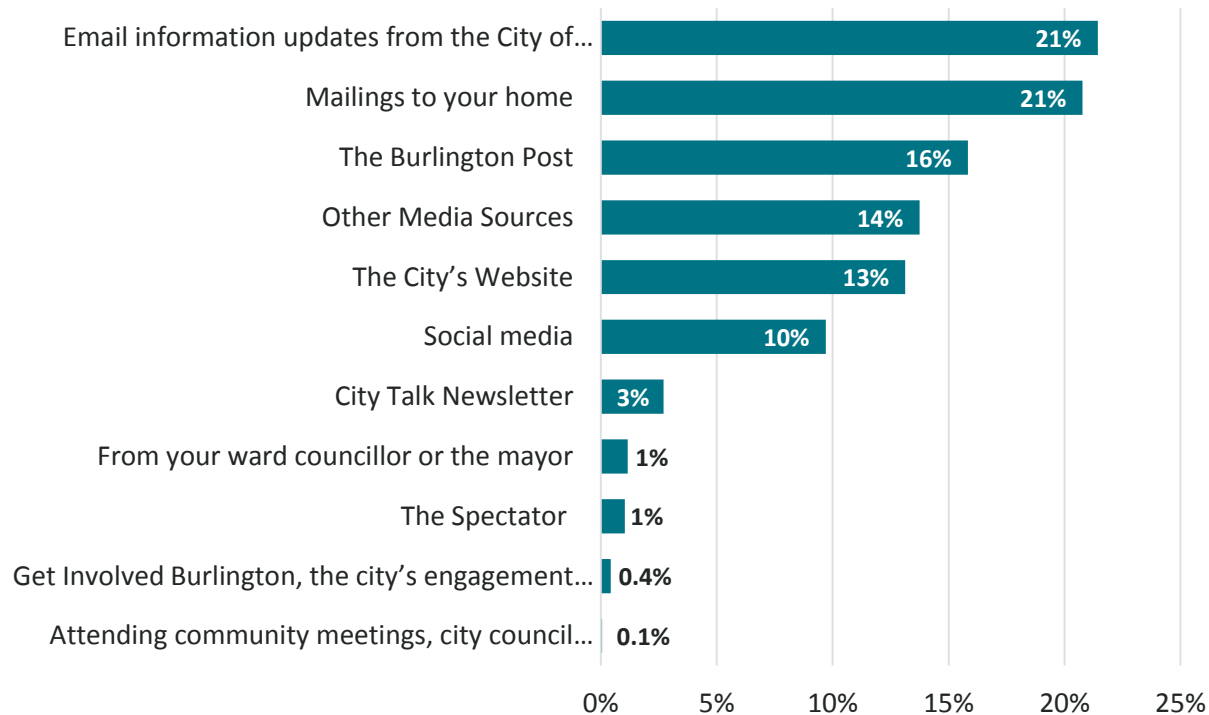
The city's decision-making about projects and services is reflective of the voice of a majority of residents



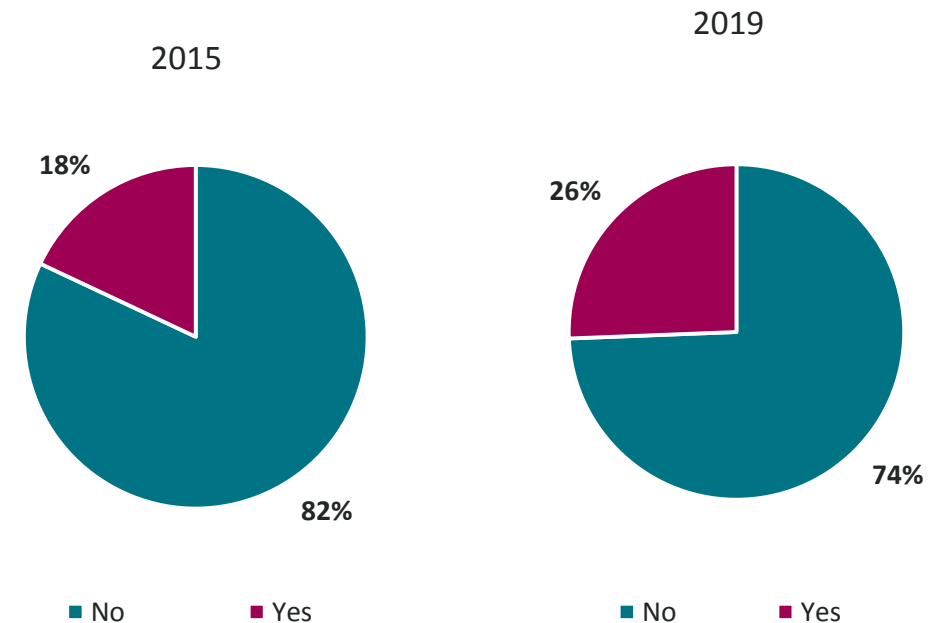


**Overall awareness of the Community Engagement Charter increased by 8 percentage points. Emails, mailings, and the Burlington Post were identified as preferred modes of communication.**

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



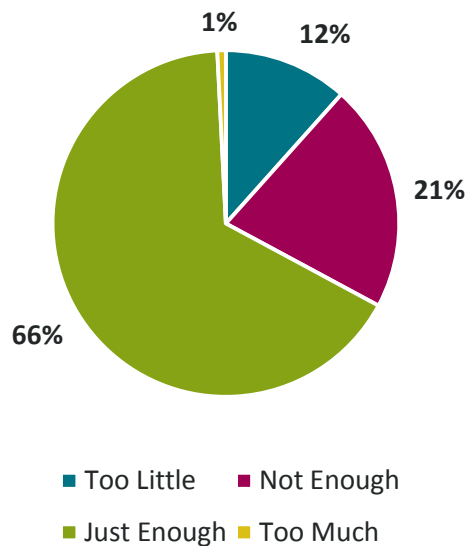
Are you aware that Burlington has a Community Engagement Charter?



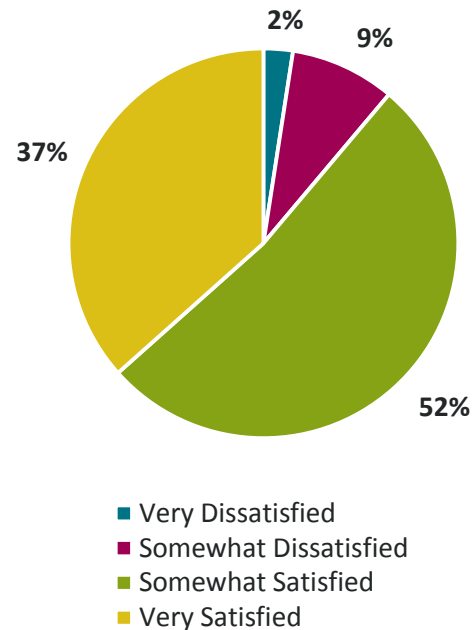


## Citizens were highly satisfied with the quantity of communications, citing the Burlington Post as the most often used source of information

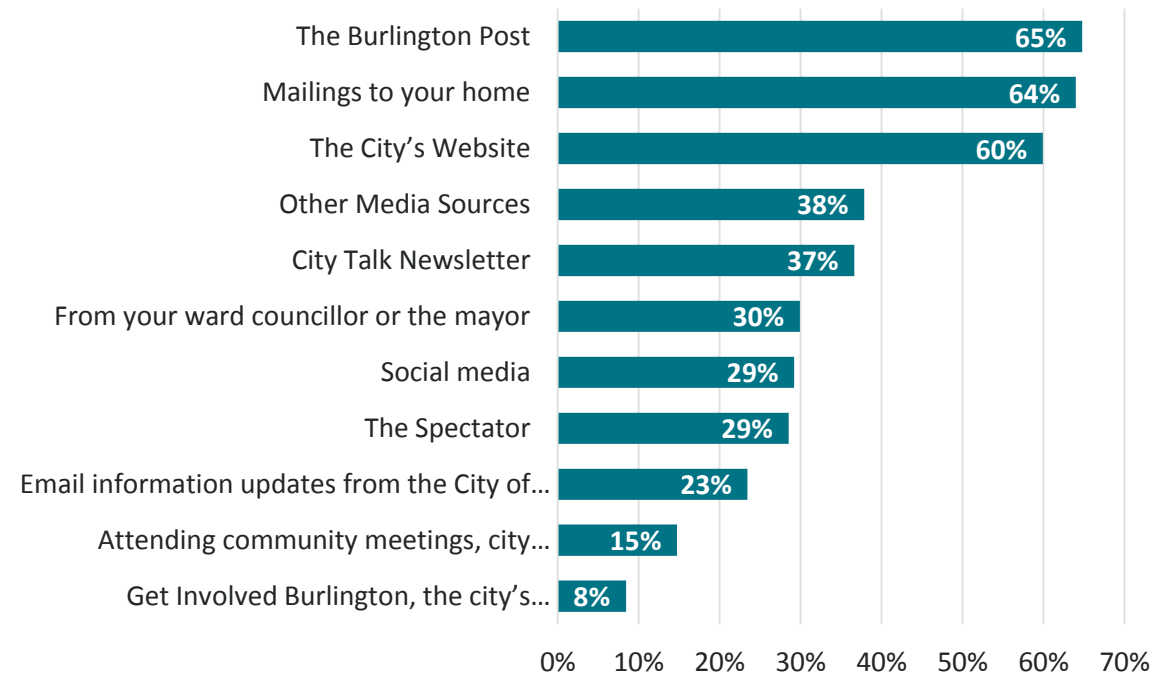
In your opinion, please rate the amount of information you receive from the City of Burlington?



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



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





### Results were very positive across the wards of Burlington

| 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%    |



## Thank You!

### Contact Details

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