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

- Number 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

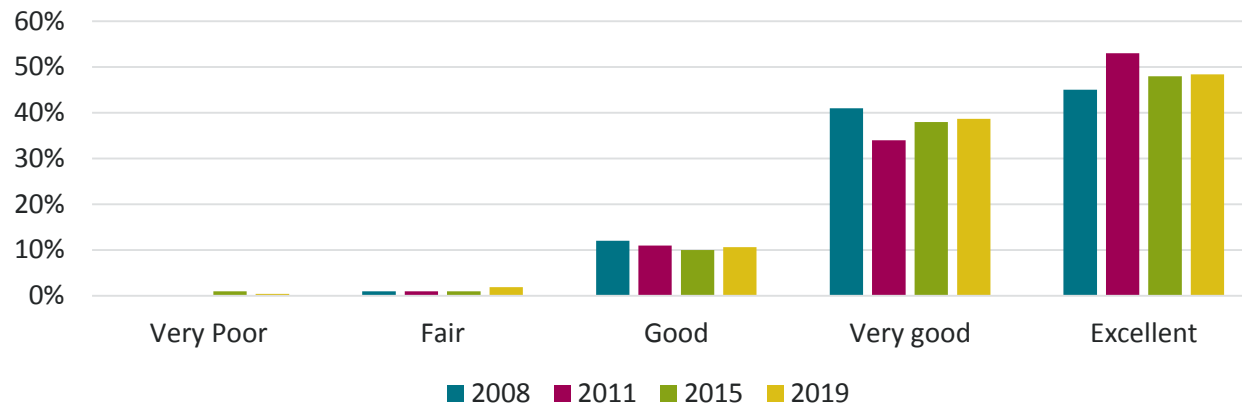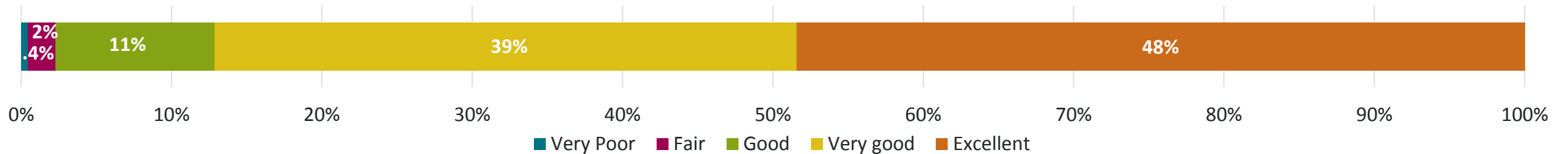# 87% of respondents rated Burlington as an excellent/ very good place to live in 2019

Burlington as a Place to Live (n=757)

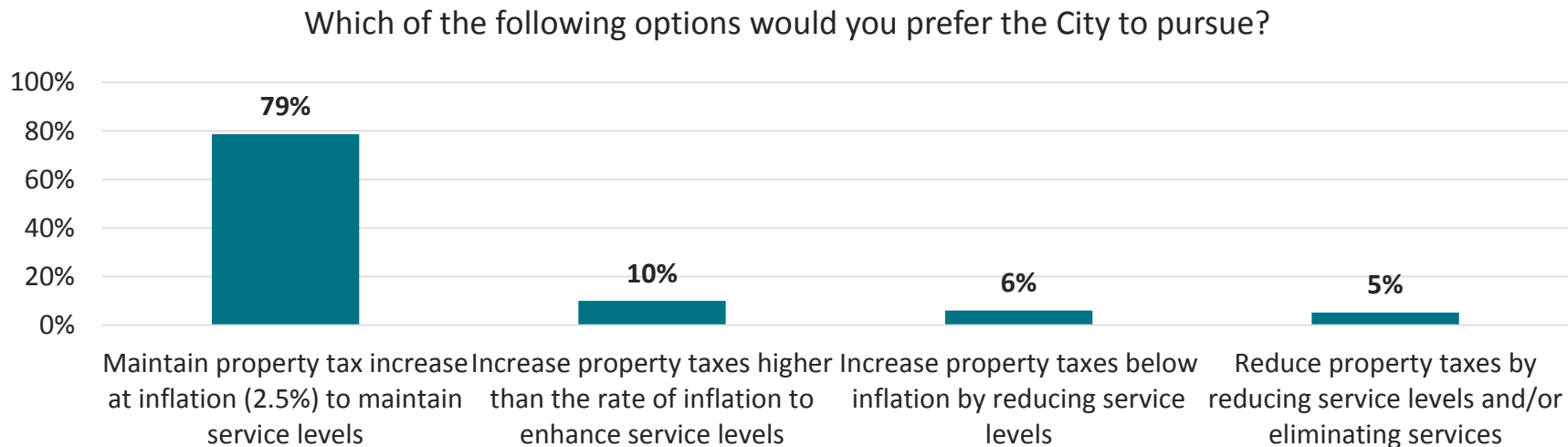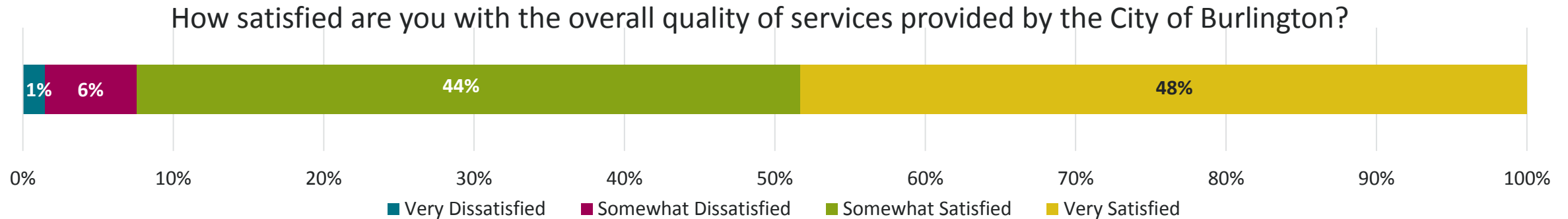|	2008	2011	2015	2019
Top 2 Box (Excellent/ Very good)	86%	87%	86%	87%
Number of Responses	750	752	771	757

Overall Satisfaction

2% / .4% | 11% | 39% | 48%

Legend: Very Poor, Fair, Good, Very good, Excellent

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

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

Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied
1%	6%	44%	48%

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

Maintain property tax increase at inflation (2.5%) to maintain service levels	Increase property taxes higher than the rate of inflation to enhance service levels	Increase property taxes below inflation by reducing service levels	Reduce property taxes by reducing service levels and/or eliminating services
79%	10%	6%	5%

Satisfaction with overall quality of services

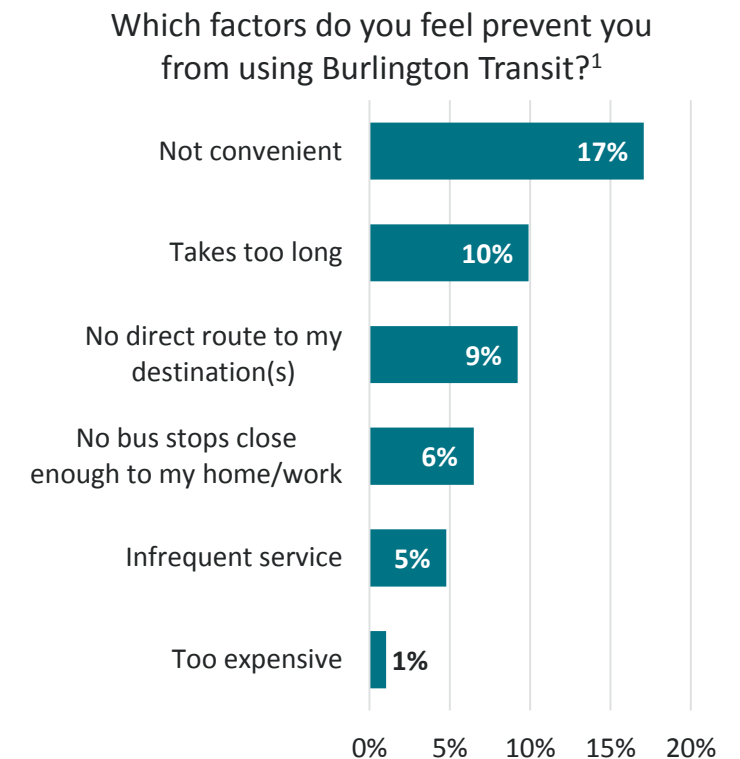|	Top 2 Box
2008	95%
2011	95%
2015	89%
2019	93%

n=757

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

Have you used Burlington Transit in the past 6 months?

- 16% Yes
- 84% No
- 6%

■ No ■ Yes

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

Mode	%
Car as driver	89%
Burlington Transit	4%
Car as passenger	3%
GO	1%
Walk/run	1%
Taxi/Uber	.3%
Bike	.3%

Which factors do you feel prevent you from using Burlington Transit?[1]

Factor	%
Not convenient	17%
Takes too long	10%
No direct route to my destination(s)	9%
No bus stops close enough to my home/work	6%
Infrequent service	5%
Too expensive	1%

*Residents also selected the 'other' category and listed reasons such as car ownership and mobility issues often as reasons.

n=757   [1]This question allowed respondents to mention any number of factors (responses will not add up to 100%)

Individuals were highly satisfied with City services in Burlington

Top 2 Box

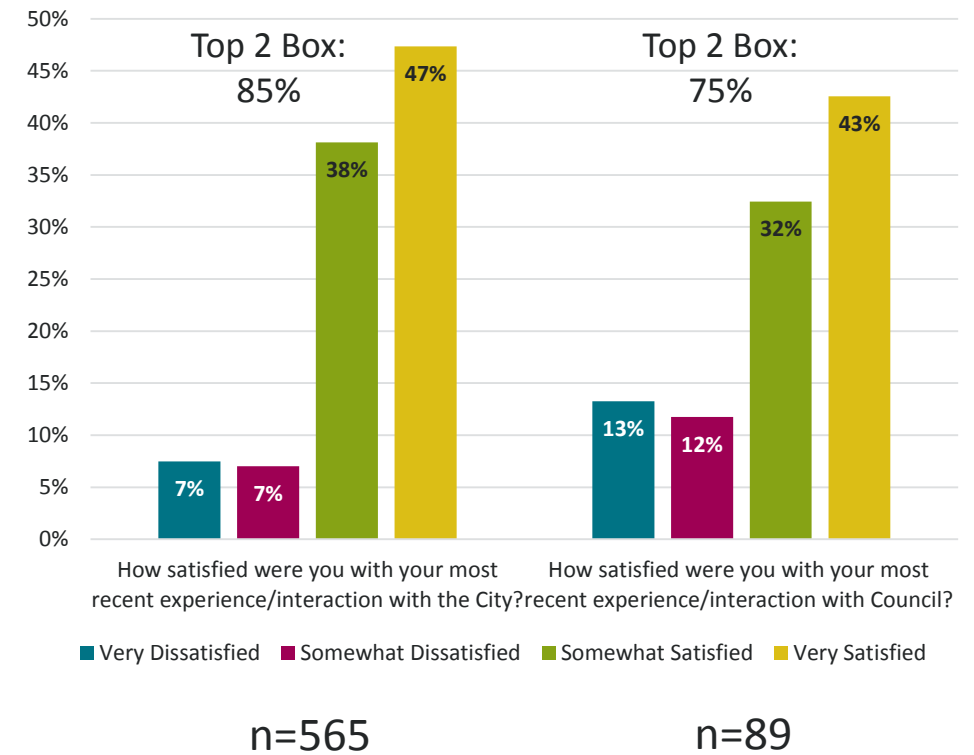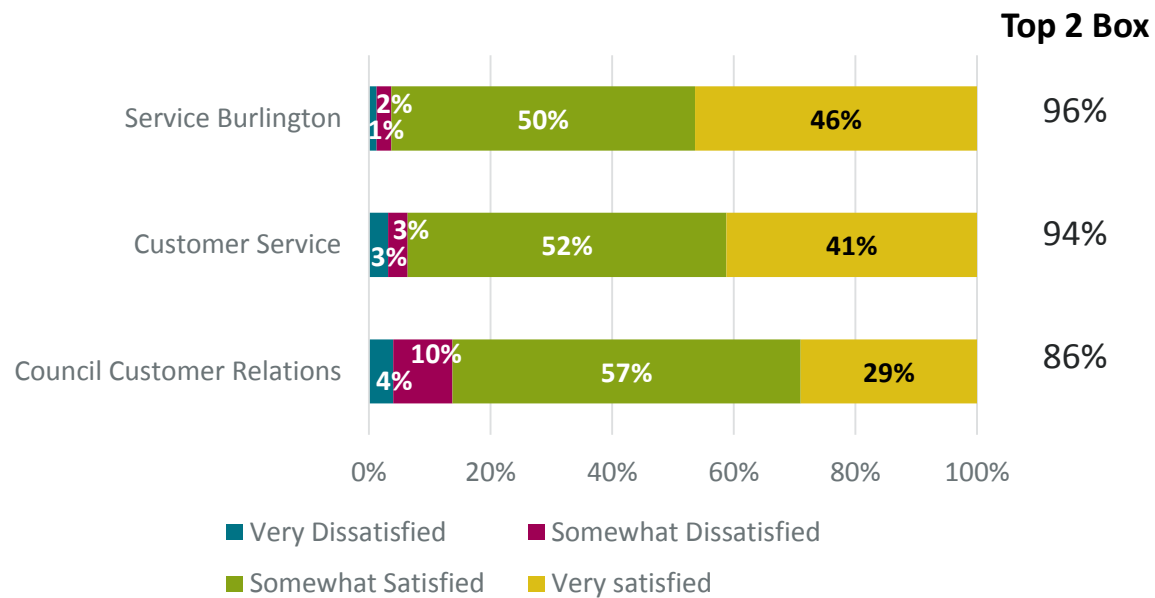| Service	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very satisfied	Top 2 Box
Fire services		2%	27%	71%	98%
Parks, sports fields and trails		2%	32%	66%	98%
Festivals and Events		2%	26%	71%	97%
Maintenance of parks and green space		2%	37%	60%	97%
Recreation facilities	2%	3%	38%	57%	95%
Recreation programs	3%	4%	41%	53%	94%
Surface water drainage	3%	8%	55%	34%	89%
Animal Control Services	4%	8%	45%	43%	88%
Tree health and pest management	4%	11%	45%	39%	84%
By-law enforcement	5%	10%	50%	34%	84%
Road (plowing, salting, sanding)	6%	12%	43%	39%	82%
Leaf collection	8%	11%	40%	41%	80%
Roadway and sidewalk maintenance	6%	15%	47%	32%	79%
Sidewalk and walkways	6%	18%	43%	34%	77%
Parking management	9%	16%	44%	31%	75%
Transit service	8%	19%	47%	26%	73%

■ Very Dissatisfied ■ Somewhat Dissatisfied ■ Somewhat Satisfied ■ Very satisfied

Respondents had very positive impressions of City staff and Council

Top 2 Box

	Top 2 Box
Service Burlington: 2%, 1%, 50%, 46%	96%
Customer Service: 3%, 3%, 52%, 41%	94%
Council Customer Relations: 4%, 10%, 57%, 29%	86%

0% 20% 40% 60% 80% 100%

■ Very Dissatisfied   ■ Somewhat Dissatisfied
■ Somewhat Satisfied   ■ Very satisfied

Top 2 Box: 85%
How satisfied were you with your most recent experience/interaction with the City?
7%, 7%, 38%, 47%
n=565

Top 2 Box: 75%
How satisfied were you with your most recent experience/interaction with Council?
13%, 12%, 32%, 43%
n=89

■ Very Dissatisfied   ■ Somewhat Dissatisfied   ■ Somewhat Satisfied   ■ Very Satisfied

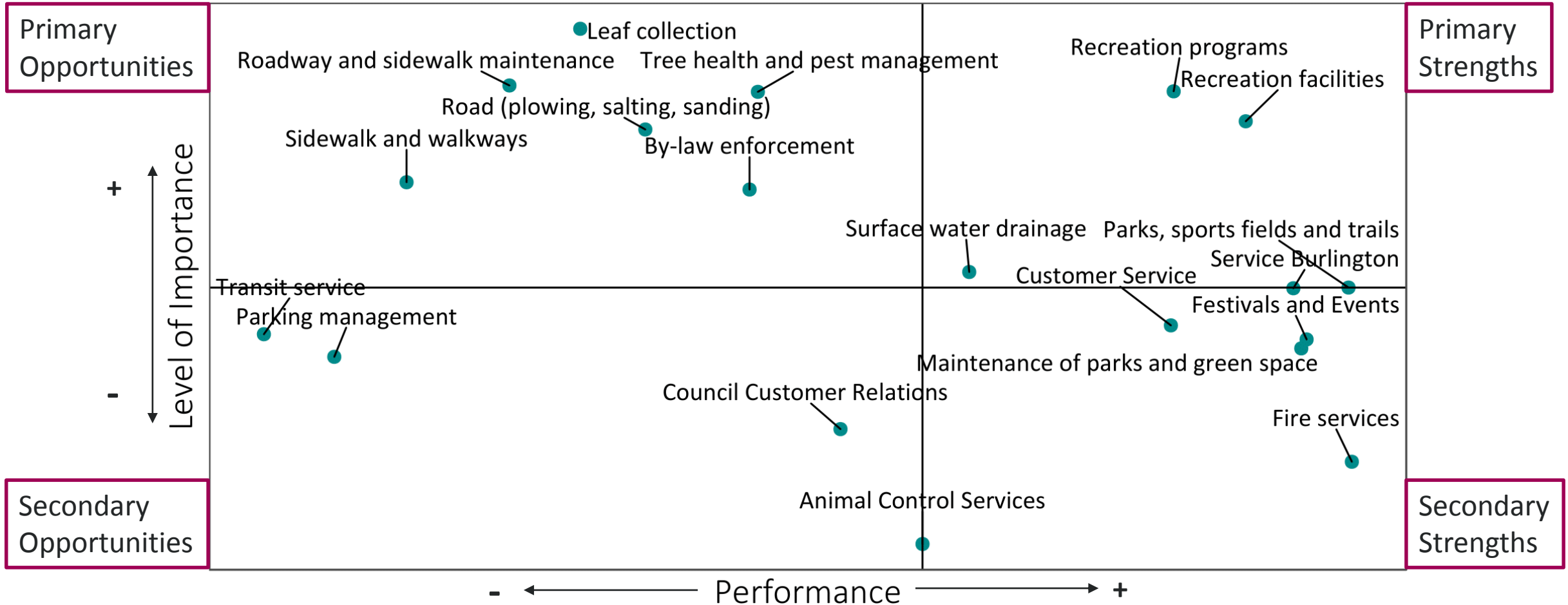# Transit, parking, roads, and sidewalks all identified as priority areas

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

Primary Opportunities

Primary Strengths

Leaf collection

Roadway and sidewalk maintenance Tree health and pest management

Recreation programs

Recreation facilities

Road (plowing, salting, sanding)

Sidewalk and walkways By-law enforcement

Level of Importance

+

Surface water drainage Parks, sports fields and trails

Service Burlington

Transit service Customer Service

Parking management Festivals and Events

–

Maintenance of parks and green space

Council Customer Relations

Fire services

Secondary Opportunities

Secondary Strengths

Animal Control Services

– Performance +

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

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

	2015	2019
Attend a council meeting	85%	85%
Delegate (make a presentation) at a council meeting	64%	67%
Be part of a citizen's advisory committee	61%	65%
Register with the City's online engagement portal, Get Involved Burlington	39%	41%

Legend: 2015, 2019

Top 2 Box

Statement	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	2015	2019
Residents have enough opportunities to provide input into decision-making about city projects and services	6%	16%	51%	26%	64%	77%
I would like to provide input to the City for the purpose of influencing decision-making about city projects and services	7%	18%	50%	26%	63%	76%
The city does a good job of engaging residents in decision-making about city projects and services	7%	21%	50%	21%	54%	72%
The city would welcome my opinion when making decisions about city projects and services that impact me	7%	22%	52%	19%	57%	71%
The city uses input from residents in decision-making about city projects and services	9%	21%	53%	17%	50%	70%
The city's decision-making about projects and services is reflective of the voice of a majority of residents	12%	24%	48%	16%	46%	63%

Legend: ■ Strongly disagree ■ Somewhat disagree ■ Somewhat agree ■ Strongly agree

n=757
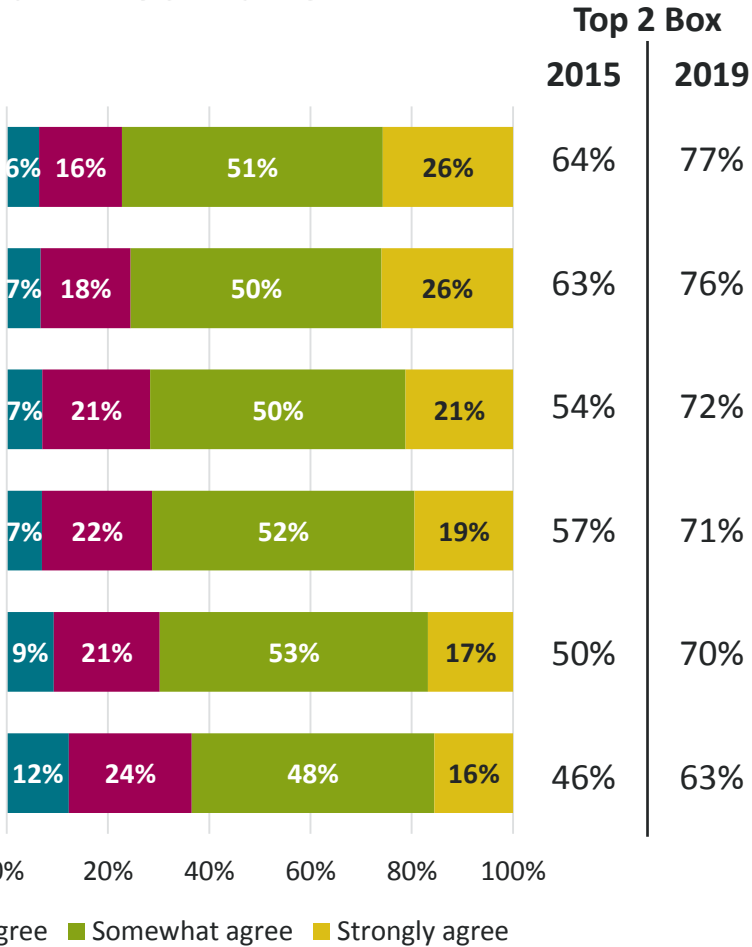
Overall awareness of the Community Engagement Charter increased by 8 percentage points. Emails, mailings, and the Burlington Post were identified as preferred modes of communication.

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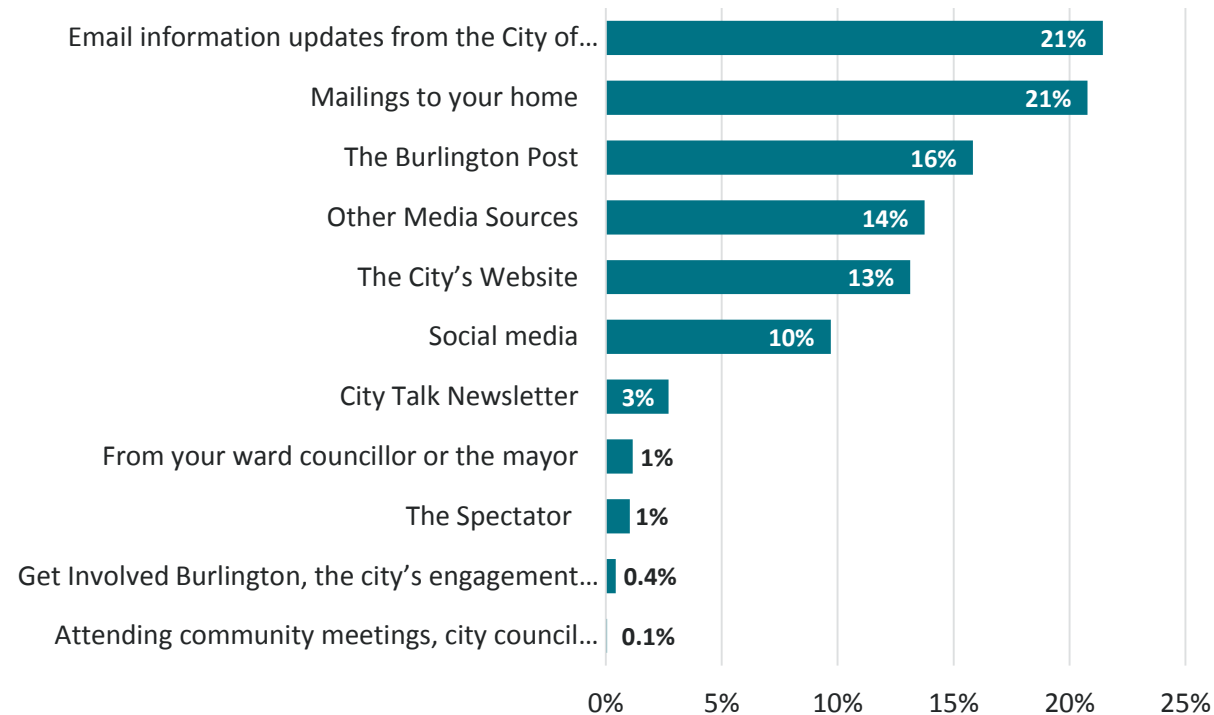

Are you aware that Burlington has a Community Engagement Charter?

2015 — No 82%, Yes 18%
2019 — No 74%, Yes 26%
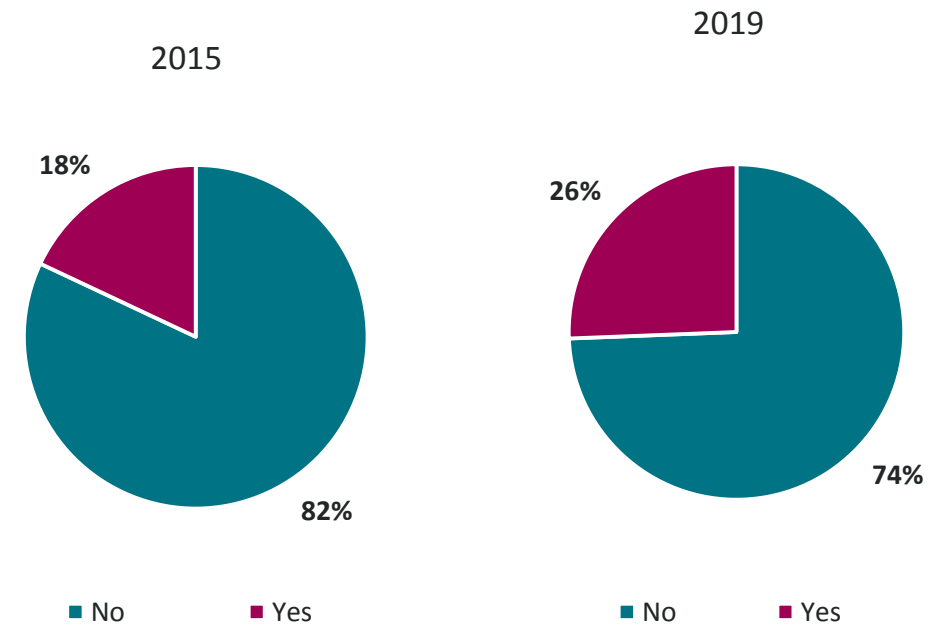
Citizens were highly satisfied with the quantity of communications, citing the Burlington Post as the most often used source of information
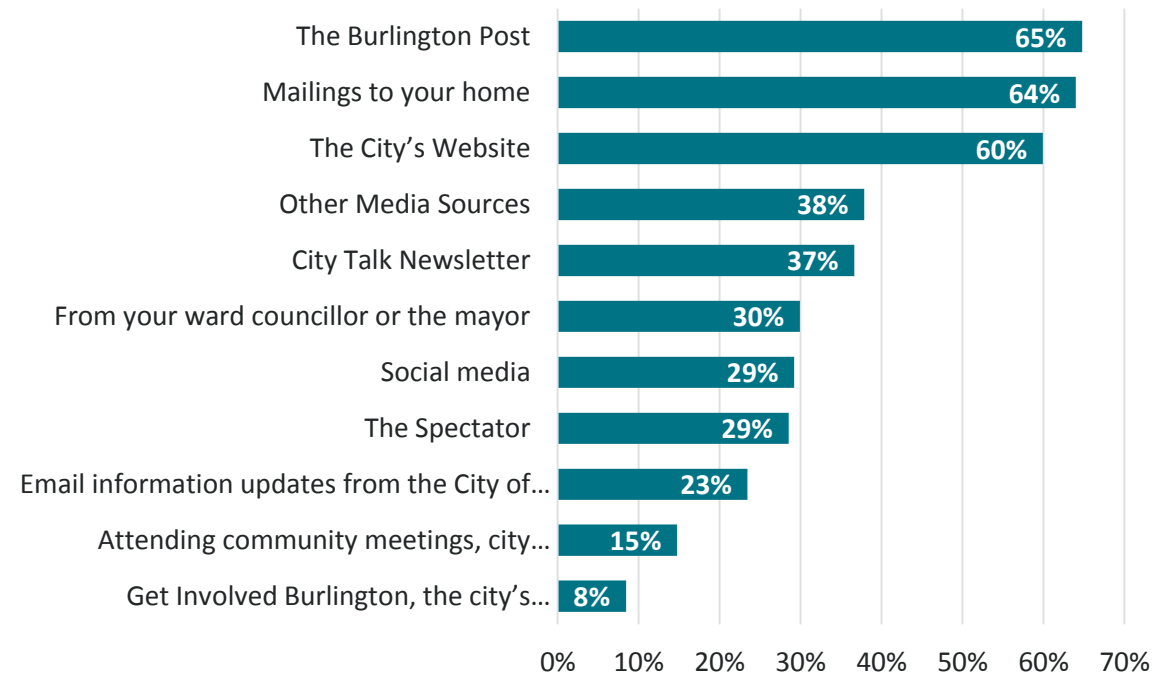
In your opinion, please rate the amount of information you receive from the City of Burlington?

- 1%
- 12%
- 21%
- 66%

Legend:
- Too Little
- Not Enough
- Just Enough
- Too Much
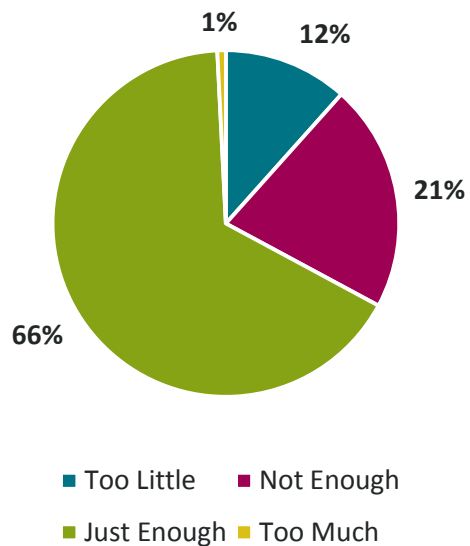
How satisfied are you with the overall quality of City information and communications?

- 2%
- 9%
- 37%
- 52%

Legend:
- Very Dissatisfied
- Somewhat Dissatisfied
- Somewhat Satisfied
- Very Satisfied
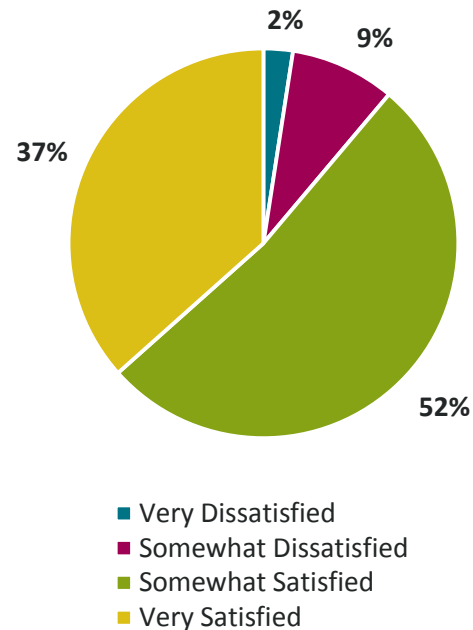
Which of the following sources do you currently use to find out about city programs, services and initiatives?

Source	Percentage
The Burlington Post	65%
Mailings to your home	64%
The City's Website	60%
Other Media Sources	38%
City Talk Newsletter	37%
From your ward councillor or the mayor	30%
Social media	29%
The Spectator	29%
Email information updates from the City of…	23%
Attending community meetings, city…	15%
Get Involved Burlington, the city's…	8%

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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