Appendix B – CS-04-21

V2F Priorities

Council Workshop Engagement Exercise Results

11 Top Priorities From V2F Pages 10 – 11

Focus Area 1: Increasing Economic Prosperity & Community Responsive Growth

- Business Growth - Increasing options for employment opportunities across the city.
- Housing - Increasing options for housing across the city.

Focus Area 2: Improving Integrated City Mobility

- Modal Split - Improving the transit and transportation modal split.
- Transit Utilization - Increasing Burlington Transit service levels and growing overall ridership.

Focus Area 3: Supporting Sustainable Infrastructure & A Resilient Environment

- Infrastructure Gap - Reducing the infrastructure funding gap for all city owned assets.
- Climate Action -Promoting and working towards a lower carbon footprint community in support of the UN global warming target.
- Tree Canopy - Increase the tree canopy city wide.

Focus Area 4: Building More Citizen Engagement, Community Health & Culture

- Community Engagement - Being a municipal leader in community engagement, collaboration and volunteerism.

Focus Area 5: Delivering Customer Centric Services with a Focus on Efficiency and Technology Transformation

- Service Excellence - Ensuring efficient, effective and economical service delivery.
- Digital Transformation - Invest in customer centric digital technologies.
- Customer First Approach - Enhancing and emphasizing a customer first approach in all city service areas.

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Straight Ranking

Conclusion:

Not one priority saw a significant or appreciable increase or decrease suggesting there is no discernable change in each priorities' importance.
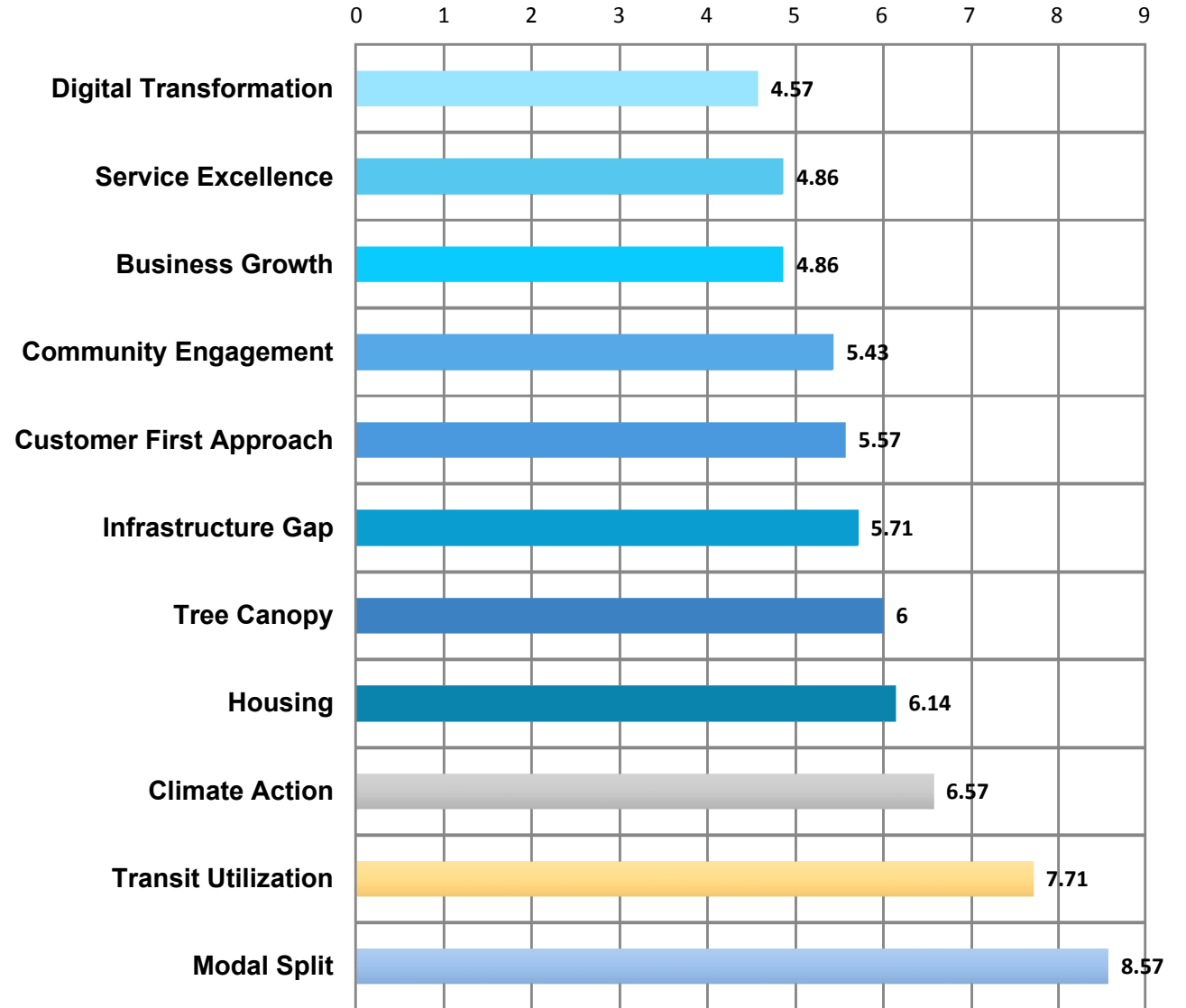
Purpose:

This exercise was intended draw out an order of importance.

Results:

In straight ranking, the lower the number the more important the item.

The straight ranking values reflect the average ranking value received from Council members' ranking the 11 top priorities and goals.

Priority	Value
Digital Transformation	4.57
Service Excellence	4.86
Business Growth	4.86
Community Engagement	5.43
Customer First Approach	5.57
Infrastructure Gap	5.71
Tree Canopy	6
Housing	6.14
Climate Action	6.57
Transit Utilization	7.71
Modal Split	8.57

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Refining Focus

Conclusion:

Not one priority saw a significant or appreciable increase or decrease from the starting point of 10 suggesting there is no discernable change in focus for each priority.
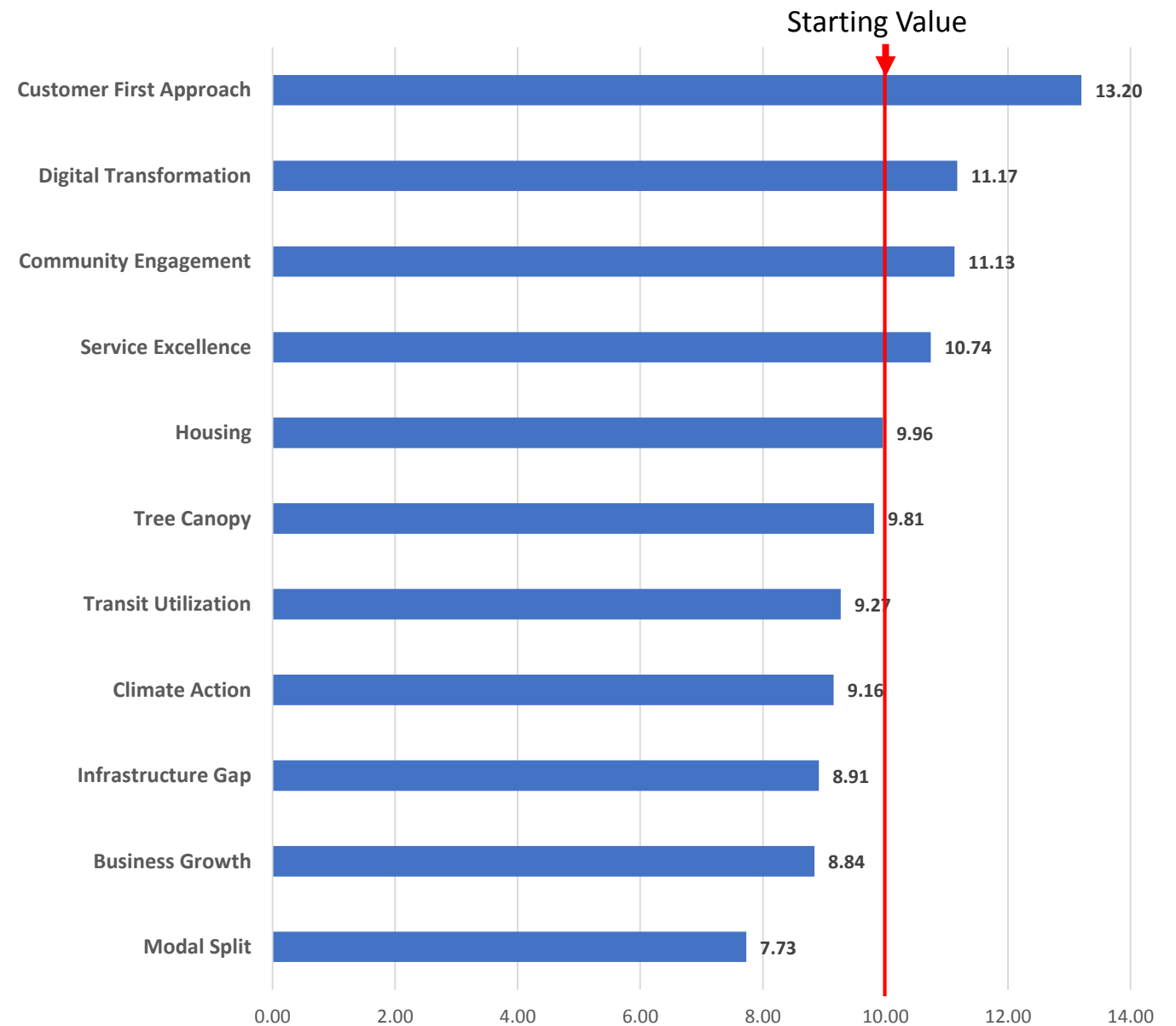
Purpose:

This exercise was a balancing act to identify the relative change in focus.

Results:

In the refining focus exercise results, the larger the number, the more focus for the item.

The refining focus values reflect the average weighting Council members gave to the 11 top priorities and goals and the starting point for this activity was a value of 10.

Starting Value

Priority	Value
Customer First Approach	13.20
Digital Transformation	11.17
Community Engagement	11.13
Service Excellence	10.74
Housing	9.96
Tree Canopy	9.81
Transit Utilization	9.27
Climate Action	9.16
Infrastructure Gap	8.91
Business Growth	8.84
Modal Split	7.73

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Combined Ranking and Refining Focus Results

Ranking	Straight Ranking	Refining Focus
1	Digital Transformation	Customer First Approach
2	Business Growth	Digital Transformation
	Service Excellence	
3	Community Engagement	Community Engagement
4	Customer First Approach	Service Excellence
5	Infrastructure Gap	Housing
6	Tree Canopy	Tree Canopy
7	Housing	Transit Utilization
8	Climate Action	Climate Action
9	Transit Utilization	Infrastructure Gap
10	Modal Split	Business Growth
11		Modal Split

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Ranking Results Categorized by Focus Area

Conclusion:

Categorizing the priorities and goals to their V2F focus area does not show any meaningful theme or difference.
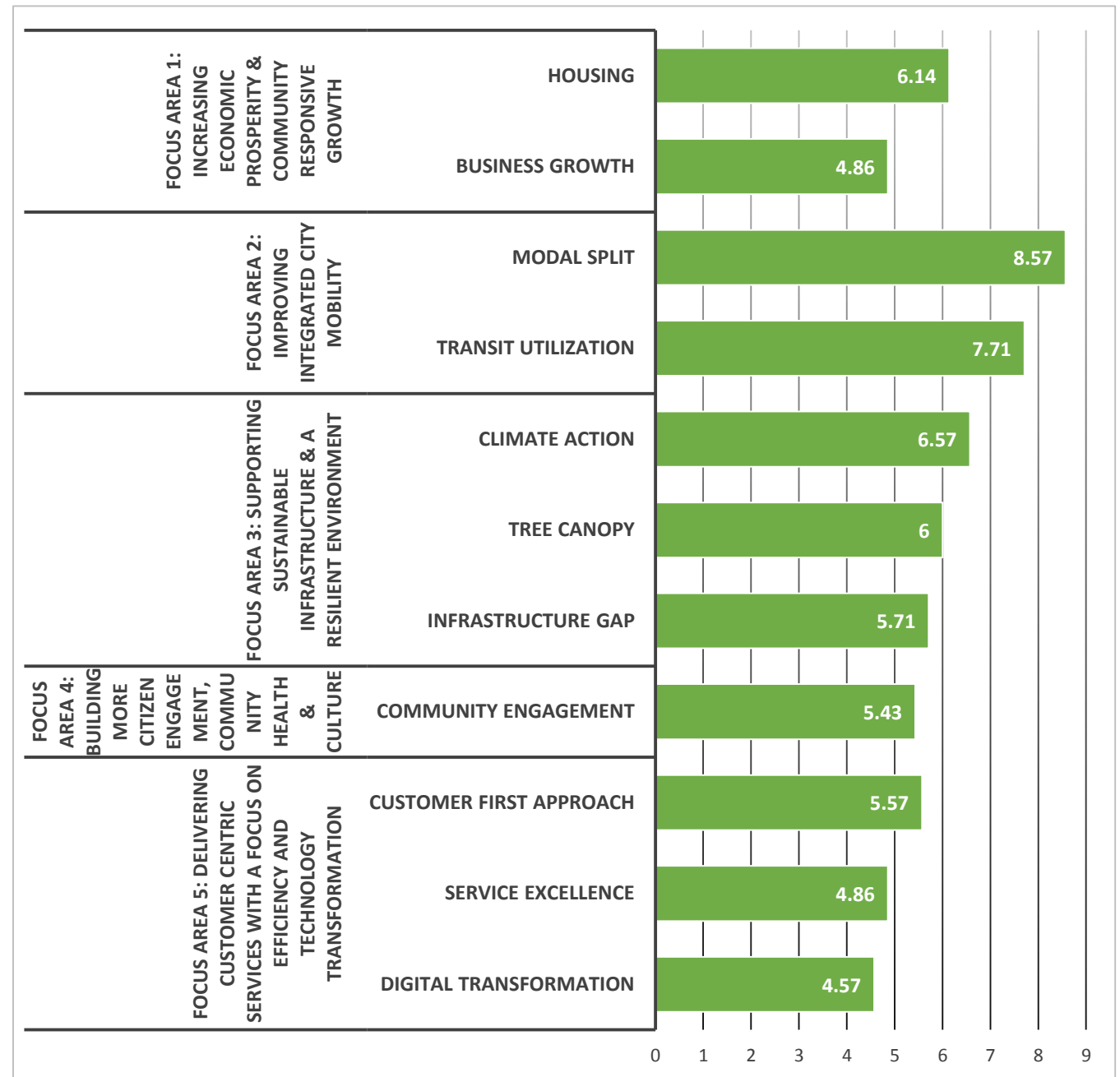
Refining Focus Results Categorized by Focus Area

Conclusion:

Categorizing the priorities and goals to their V2F focus area does not show any meaningful theme or difference.