



# City of Burlington Community Survey 2021

## Survey Results Presentation

Presented by: MDB Insight

Date: November 2021



### **The purpose of the 2021 Community Survey was to:**

- Measure resident opinions about the City's service delivery
- Guide future actions and decisions of the City of Burlington
- Monitor ongoing progress since the 2015 and 2019 Community Surveys
- 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, September 13<sup>th</sup> to October 18<sup>th</sup>, 2021
- We reached a total of 755 completed interviews, each taking approximately 18 minutes
- The margin of error was +/- 3.6% with a 95% confidence interval
- Responses were weighted based on the population by age and ward in the City of Burlington



# Computer Assisted Telephone Interviewing

- Survey questions are programmed into an online VOXCO environment and interview responses are entered directly into the electronic system
- Ensures the statistical representation of the community through random-digit dialing
- Statistical representation allows the accurate measurement of community perceptions using a sub-sample of the population





### **The survey used several scientific response scales proven to capture metrics accurately.**

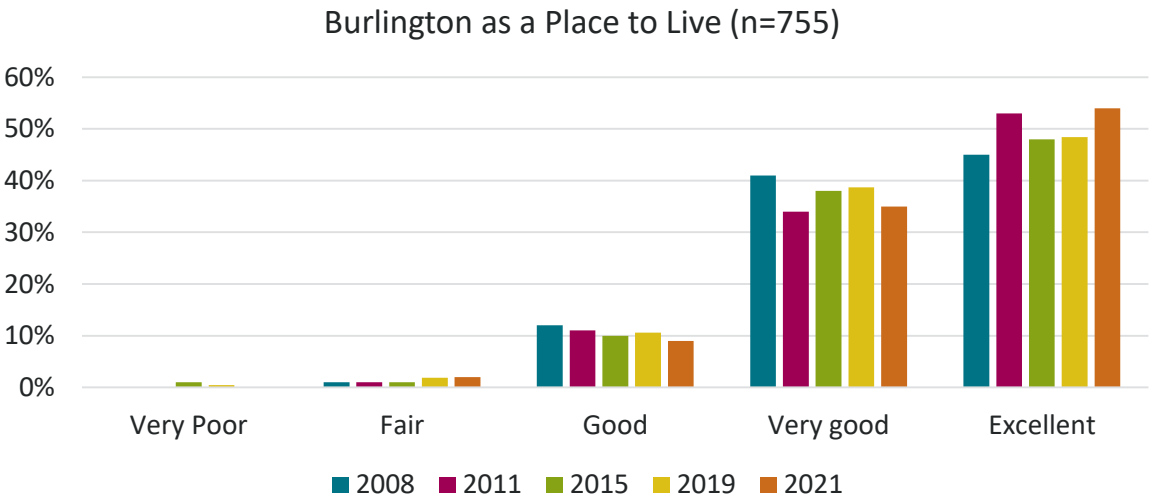
- 4-point Likert scales, used throughout the survey, remove the mid-point and nudge neutral community members to respond either positively or negatively:
  - Satisfaction Scale: Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied, Very Dissatisfied
  - The only exception is the 5 point scale used for rating overall quality of life for tracking purposes.
- ‘Select one option’ and ‘select all that apply’ scales are used when respondents should compare multiple items and choose the most relevant/best option
- Open-ended responses are used for exploratory analysis and idea generation

# Analysis of findings



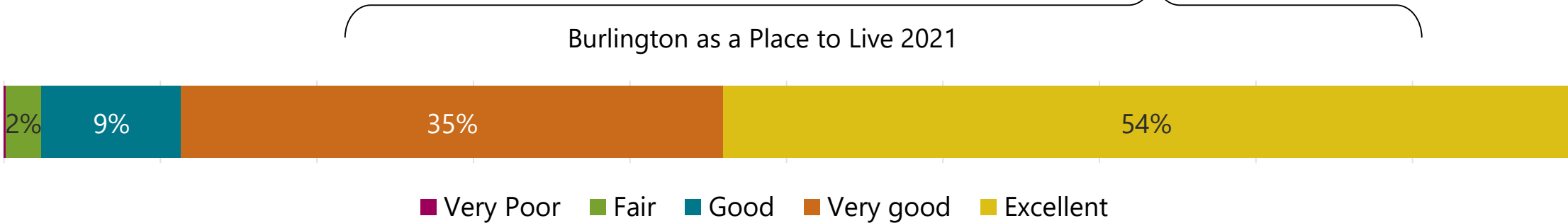
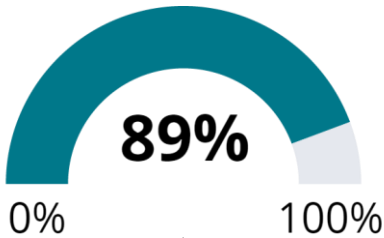
# Burlington as a Place to Live

89% of respondents rated Burlington as an excellent/ very good place to live in 2021.



	2008	2011	2015	2019	2021
Top 2 Box (Excellent/Very good)	86%	87%	86%	87%	89%
Number of Responses	750	752	771	757	755

Top 2 Box:



n=755



## Top of Mind - Best Parts About Burlington

## What would you say you like best about living in Burlington?

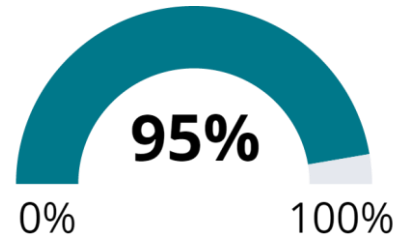




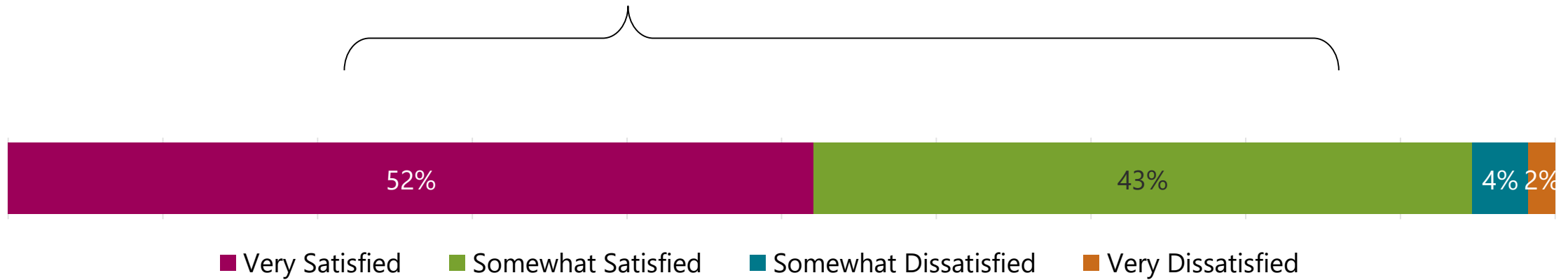


# Overall Satisfaction

**KPI:**



of citizens rated their overall levels of satisfaction with City Services as 'Very Satisfied' or 'Somewhat Satisfied'.



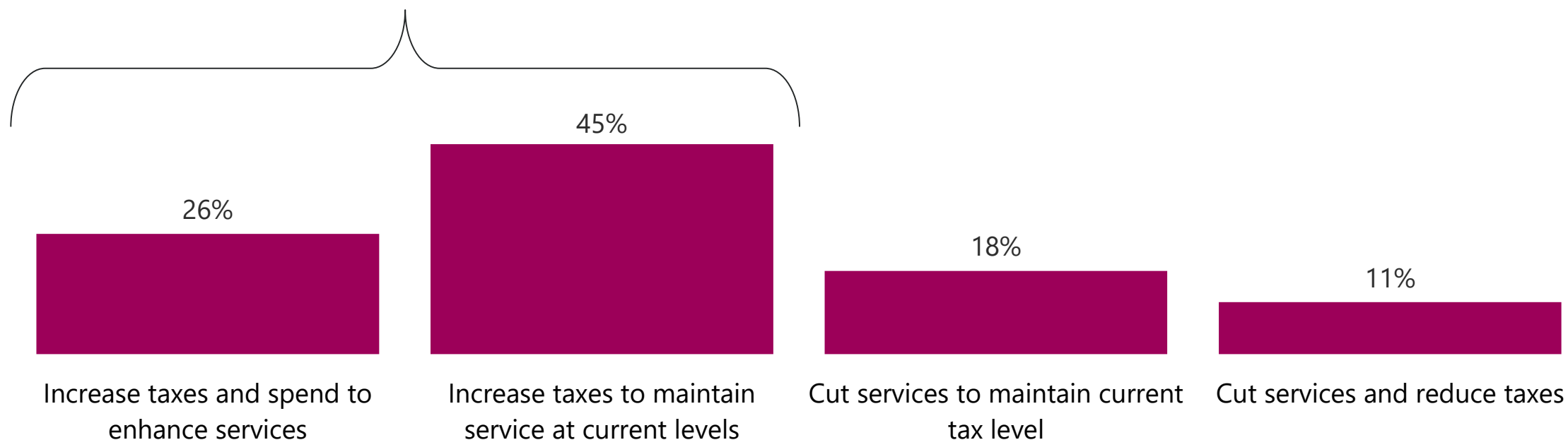
	2008	2011	2015	2019	2021
Top 2 Box (Very/Somewhat Satisfied)	95%	95%	89%	93%	95%
Number of Responses	750	752	771	757	755

n=755



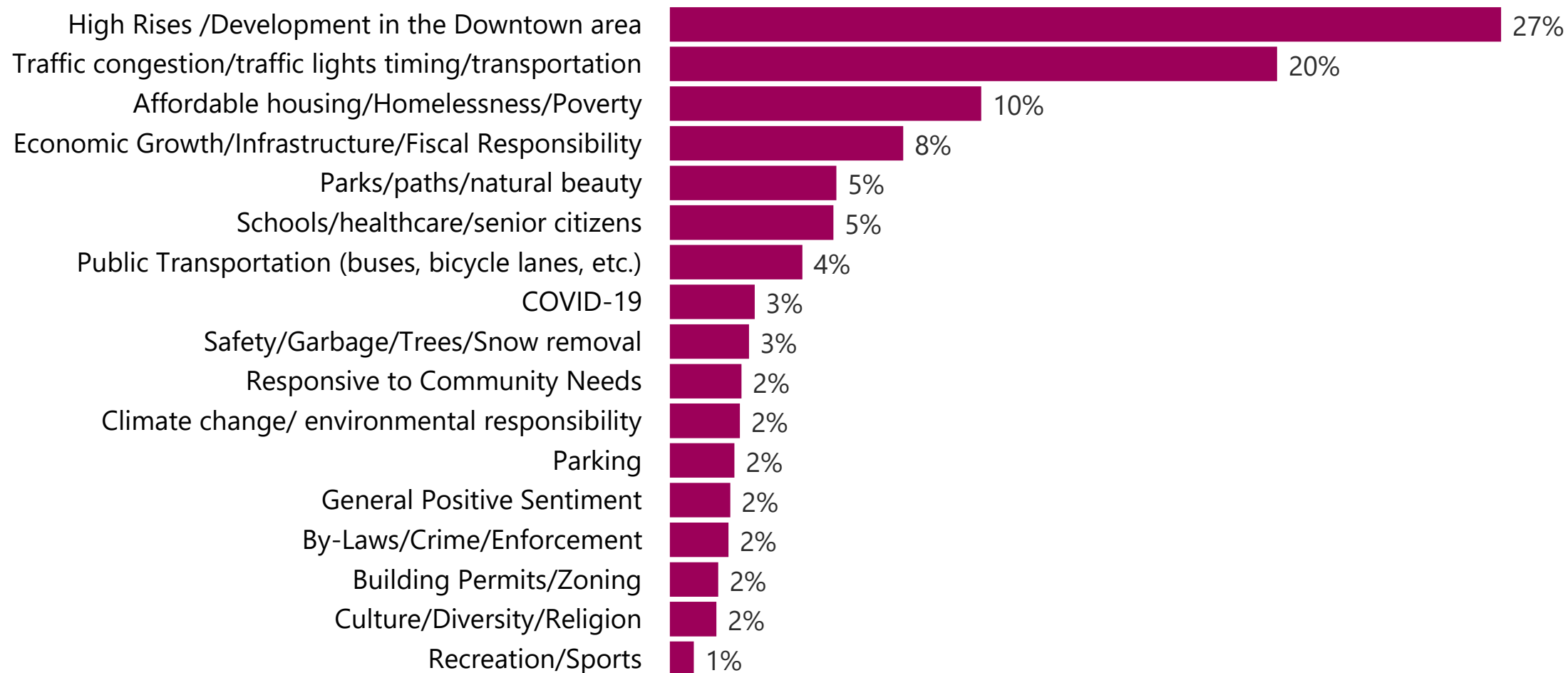
## Which of the following four options would you prefer the City to pursue?

71% of respondents who provided an answer were open to increasing tax levels at least enough to maintain current service levels.





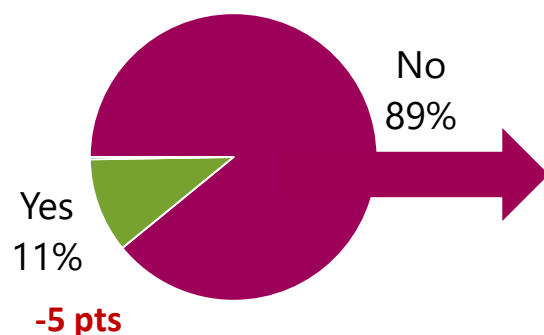
## Top Issues for Residents





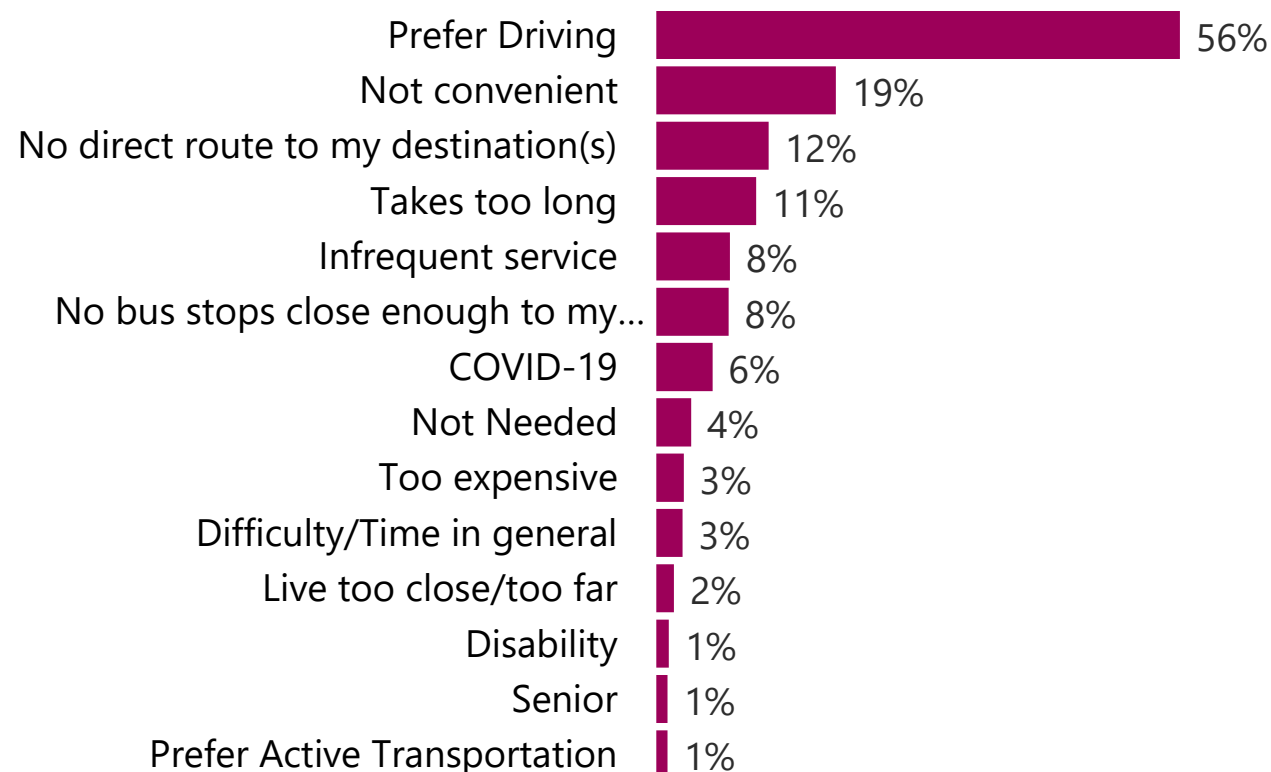
Transit use had dropped since the 2019 survey, with many individuals citing a preference for driving and inconvenience for their circumstance as the reasons.

## Have you used Burlington Transit in the past 6 months?



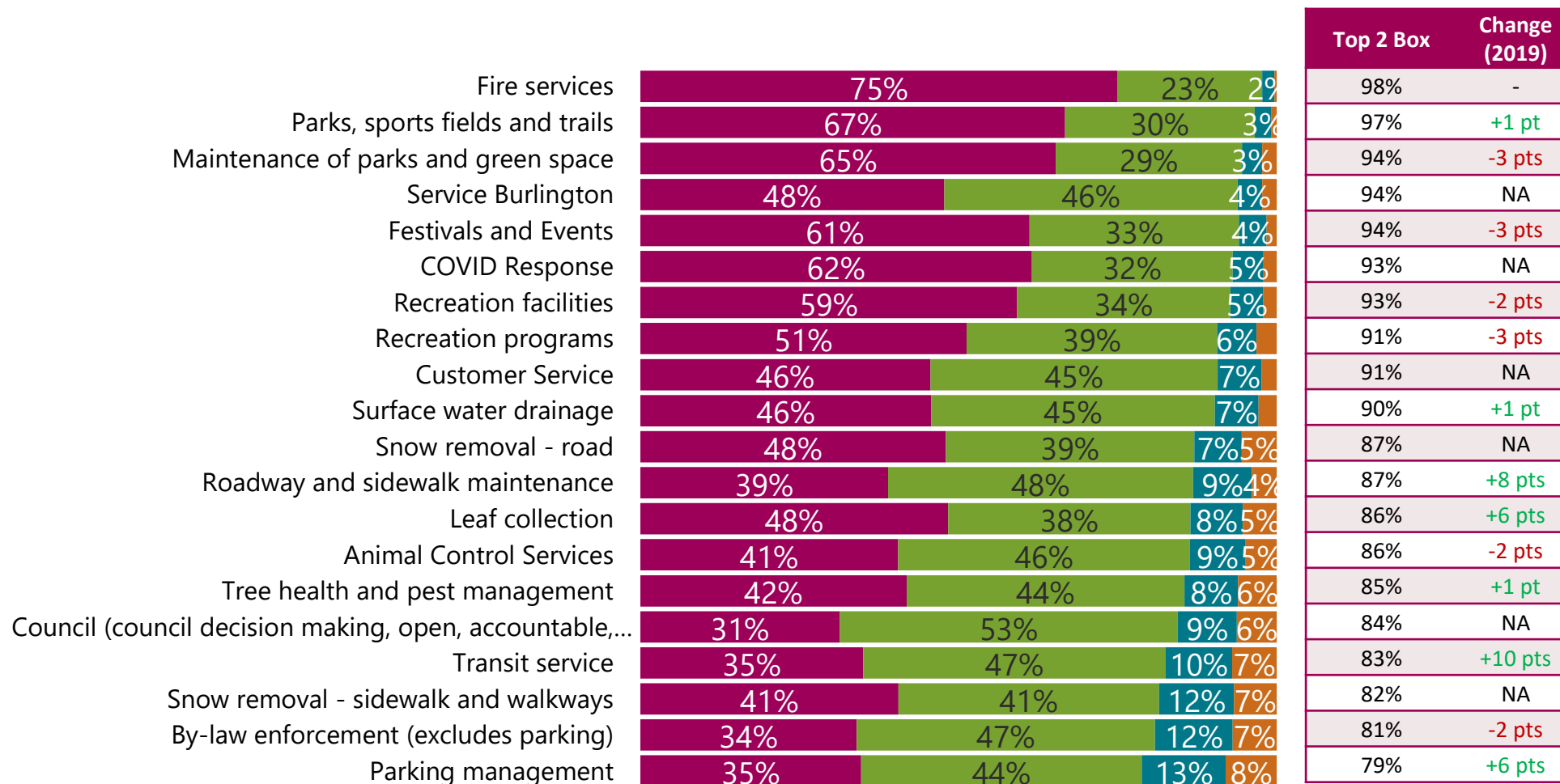
n=755

## Which factors do you feel prevent you from using Burlington Transit?





# Satisfaction with City Services



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

n=755

\*Differences are shown in percentage points (pts).



## City Service Priority Areas

Parking management, by-law enforcement and transit all identified as priority areas.

	Importance	Performance	Priority Rank	2019 Rank
Parking management	8.1	79%	1	2
By-law enforcement (excludes parking)	7.8	81%	2	8
Transit service	7.7	83%	3	4
Snow removal - sidewalk and walkways	7.2	82%	4	-
Council (council decision making, open, accountable, transparent local government)	8.2	84%	5	-
Tree health and pest management	7.4	85%	6	7
Animal Control Services	7.7	86%	7	
Leaf collection	7.4	86%	8	
Roadway and sidewalk maintenance	7.6	87%	9	
Snow removal - road	7.6	87%	10	
Customer Service	8.2	91%	11	
Surface water drainage	7.5	90%	12	
Recreation programs	7.4	91%	13	
COVID-19 Response	8.2	93%	14	
Recreation facilities	7.7	93%	15	
Service Burlington	8.7	94%	16	
Maintenance of parks and green space	7.8	95%	17	
Festivals and Events	6.9	94%	18	
Parks, sports fields and trails	7.6	97%	19	
Fire services	6.9	98%	20	



# Resident Engagement

## Resident satisfaction with...

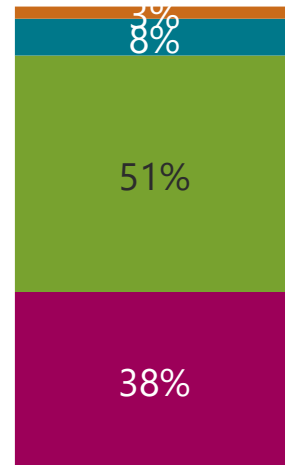
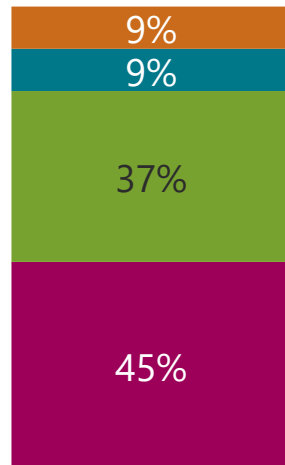
Most recent  
Interaction with City  
Staff (n=525)

Overall City Information /  
Communications (n=729)

Top 2 Box:

**82%** -3 pts

**89%** No Change



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

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

Attend a council meeting

89% +4 pts

Delegate (make a presentation)  
at a council meeting

69% +2 pts

Be part of an advisory  
committee

66% +1 pt

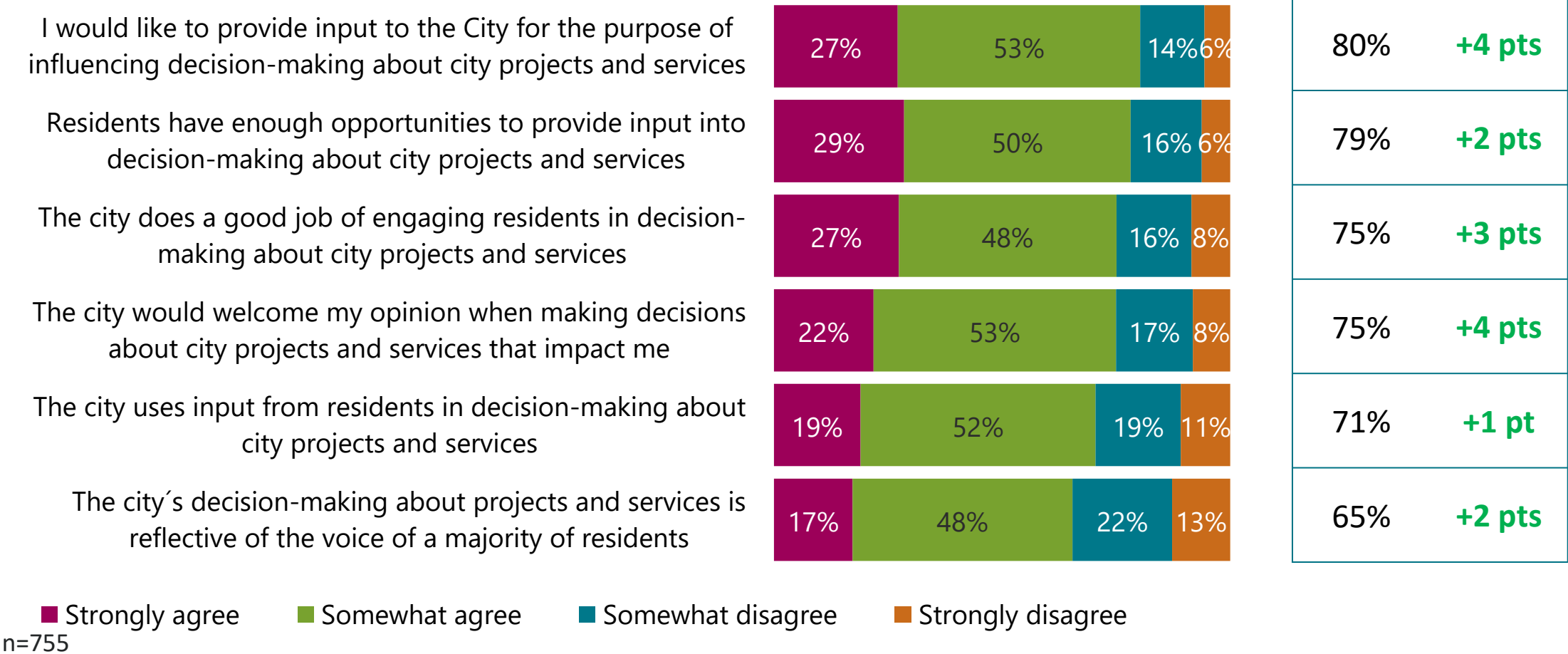
Register and use the City's  
online engagement portal, Get  
Involved Burlington

44% +3 pts



# Perceptions of City Engagement

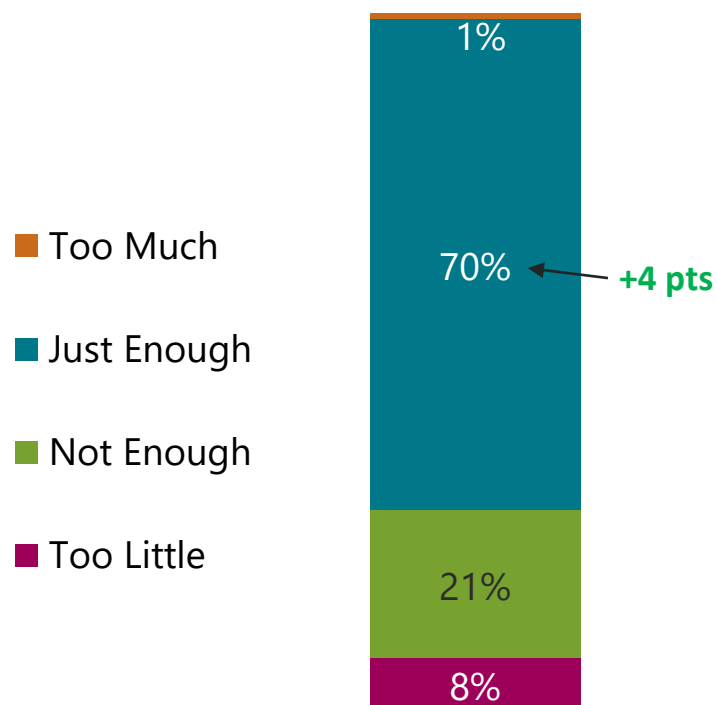
Perceptions of City engagement improved across all metrics.



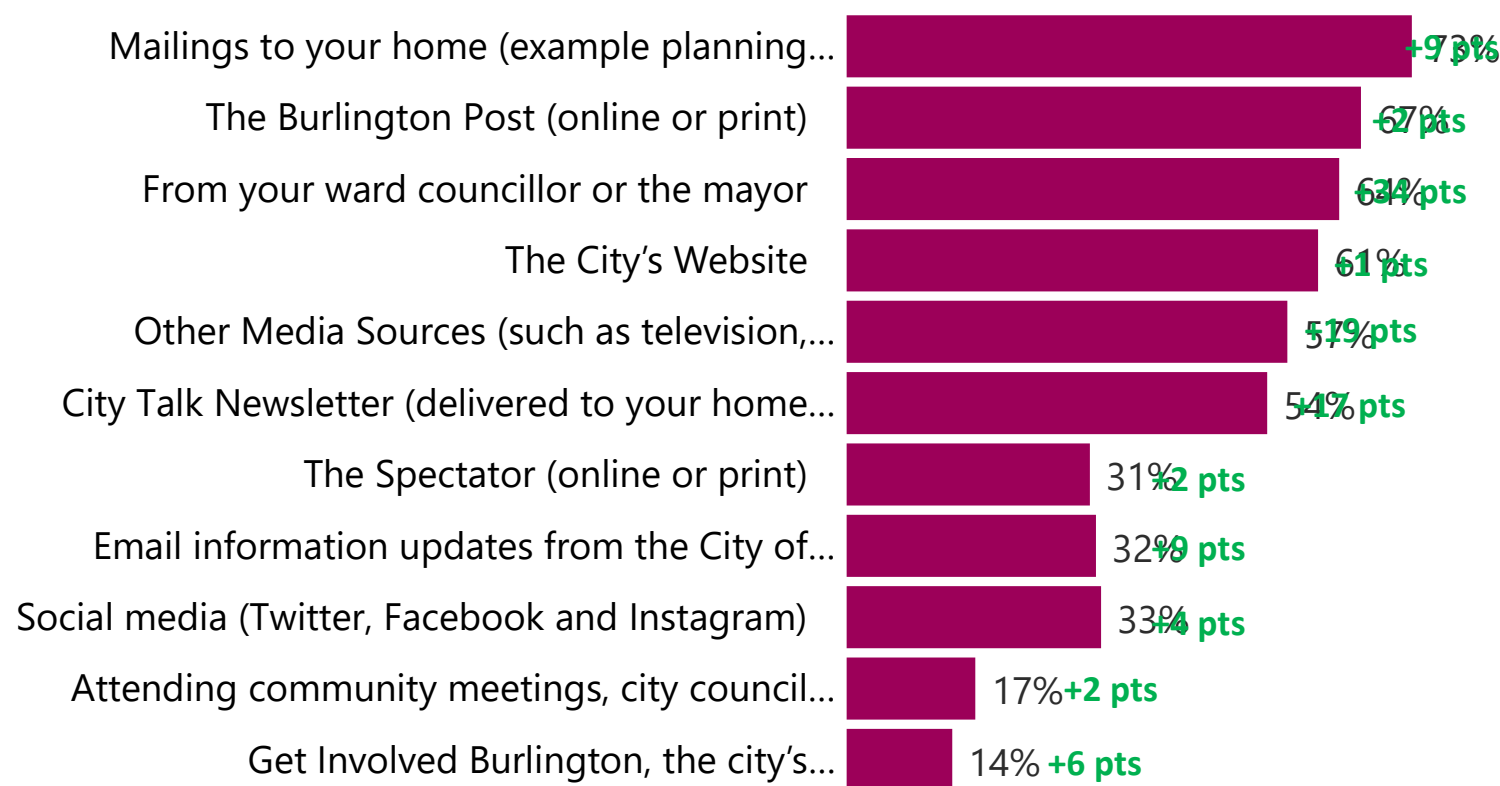




In your opinion, please rate the amount of information you receive from the City of Burlington?



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





## Factors By Ward

Results were very positive across the wards of Burlington

Factor	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Total
Fire services	96%	99%	99%	96%	99%	99%	98%
Parks, sports fields and trails	98%	100% ▲	97%	97%	92% ▼	96%	97%
Maintenance of parks and green space	95%	99% ▲	97%	93%	92%	92%	95%
Service Burlington	92%	90%	99% ▲	94%	94%	97%	94%
Festivals and Events	92%	94%	96%	93%	93%	97%	94%
COVID-19 Response	92%	96%	91%	94%	94%	91%	93%
Recreation facilities	92%	97%	96%	89%	93%	91%	93%
Recreation programs	88%	90%	93%	89%	92%	93%	91%
Customer Service	87%	90%	91%	90%	95%	90%	91%
Surface water drainage	89%	91%	95%	94%	88%	83% ▼	90%
Snow removal - road	88%	86%	90%	85%	85%	90%	87%
Roadway and sidewalk maintenance	82%	89%	86%	88%	87%	90%	87%
Leaf collection	87%	86%	85%	88%	86%	85%	86%
Animal Control Services	89%	84%	87%	90%	85%	81%	86%
Tree health and pest management	86%	92% ▲	83%	84%	88%	79% ▼	85%
Council*	81%	83%	84%	85%	86%	87%	84%
Transit service	82%	86%	88%	88%	75%	75%	83%
Snow removal - sidewalk and walkways	85%	77%	89% ▲	83%	76%	81%	82%
By-law enforcement (excludes parking)	85%	81%	79%	83%	79%	77%	81%
Parking management	76%	77%	81%	79%	76%	86%	79%

▲ ▼ Arrows indicate statistically significant differences.

\*Council refers to “council decision making & open, accountable, transparent local government”



## Thank You!

### Contact Details

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