



City of Burlington
Community Survey

January 2024



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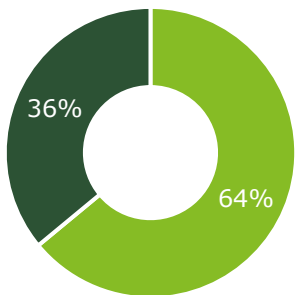
The purpose of the 2023 City of Burlington Community Satisfaction Survey was to:

- Objectively measure satisfaction with services and prioritize issues.
- Continuously improve municipal service delivery and inform service program design and delivery.
- Undertake a statistically representative data collection method to obtain accurate relevant feedback from residents.

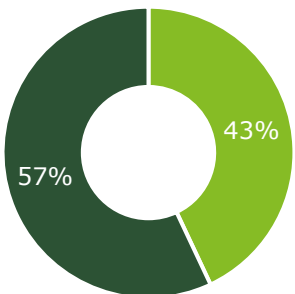
The survey used the following data collection methods:

- Residents aged 18 and older were randomly-selected from the city's population using a mix of landlines and cell phone numbers. This scientific methodology resulted in 784 completed surveys, which results in a margin of error for the study of +/-3.5% at a 95% confidence level.
- Results were weighted to the exact proportions of the population by age and ward (Census 2021 Statistics Canada).

Several studies have cited a decline in public sentiment and satisfaction scores towards various aspects of governance and public services.



[A Nanos study from 2023](#) found that 64% of Canadians were satisfied with Canada as a country, which is 10% lower compared to the previous year.



According to a [study conducted by Ipsos](#), the level of trust that Canadians have in their government to do what is right has declined significantly over the past year, dropping from 58% in the previous year to 43%

[Another study](#) found that, globally, citizens are struggling to be optimistic, citing concerns about the following:



State of the Economy



The Environment



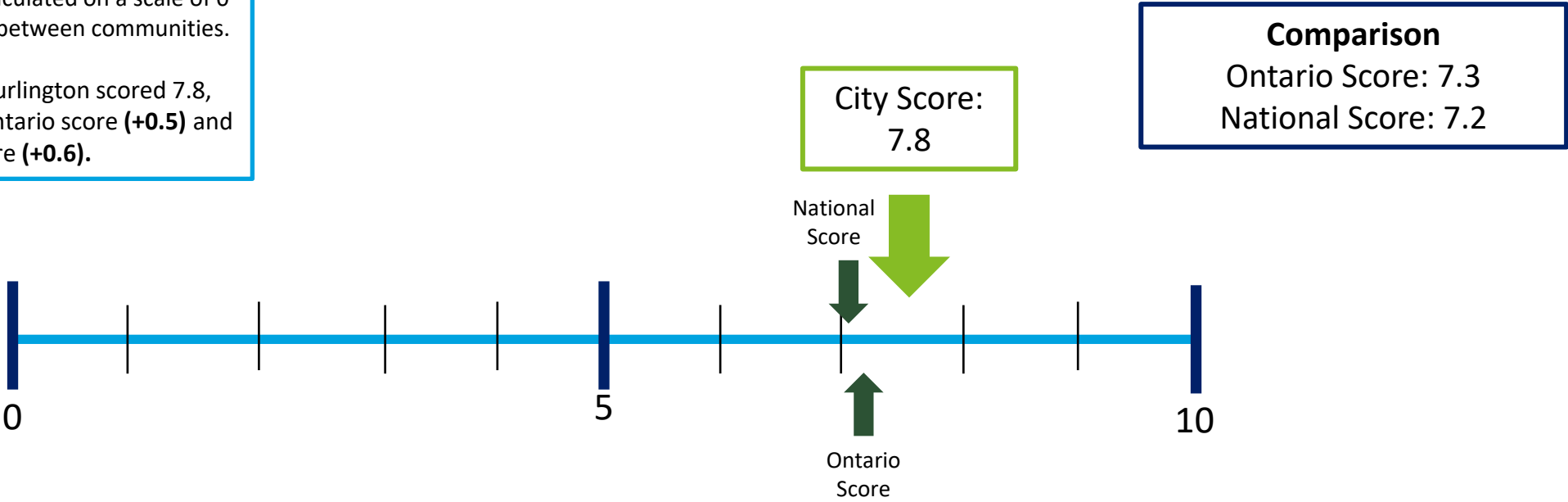
World security

The following is based on recent Resident Satisfaction studies conducted over the last 2 years.

The Quality-of-Life KPI in the City of Burlington was compared to a municipal normative dataset. This includes data collected by Deloitte and other market research studies. Scores are calculated on a scale of 0 to 10 to allow for comparisons between communities.

On this metric, the City of Burlington scored 7.8, which higher than both the Ontario score (+0.5) and the National score (+0.6).

Quality of Life Score



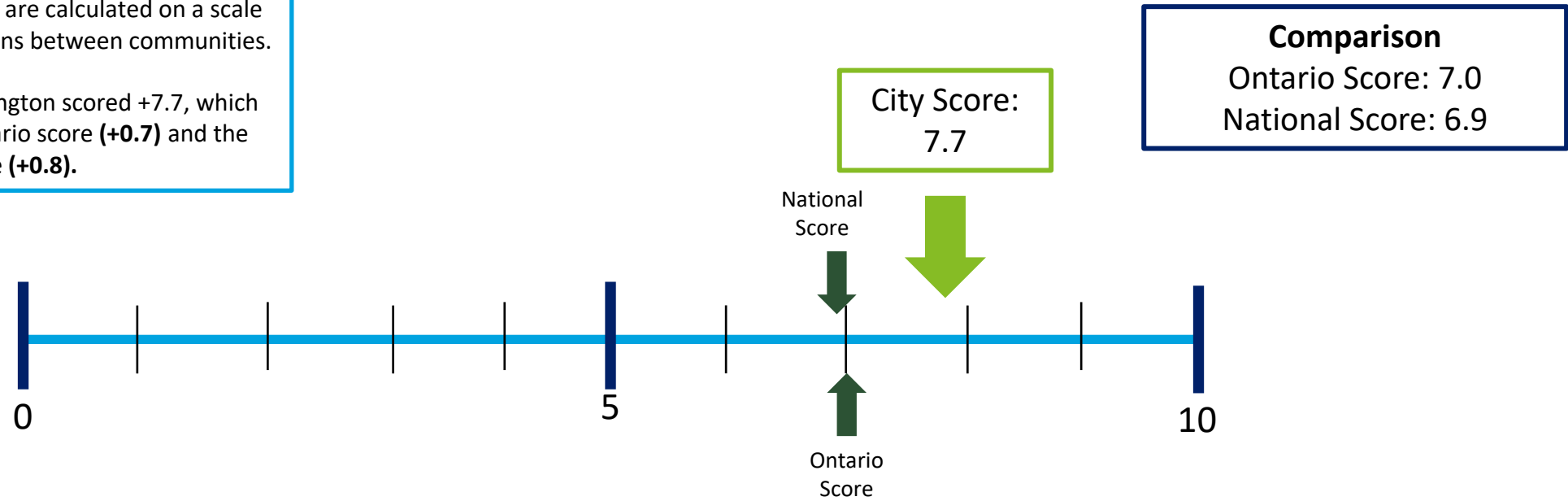
Municipalities used for comparison: City of Charlottetown, City of Cambridge, Regional District of Nanaimo, Resort Municipality of Whistler, City of Grande Prairie, City of Waterloo, Township of Wellington North, Town of Halton Hills, City of Mississauga, Town of Oakville, County of Wellington, City of Vaughan, King City, City of Thunder Bay, and Owen Sound

The following is based on recent Resident Satisfaction studies conducted over the last 2 years.

The Overall Satisfaction with Services KPI in the City of Burlington was compared to a municipal normative dataset. This includes data collected by Deloitte and other market research studies. Scores are calculated on a scale of 0 to 10 to allow for comparisons between communities.

On this metric, the City of Burlington scored +7.7, which was higher than both the Ontario score (+0.7) and the National score (+0.8).

Overall Satisfaction with Services Score

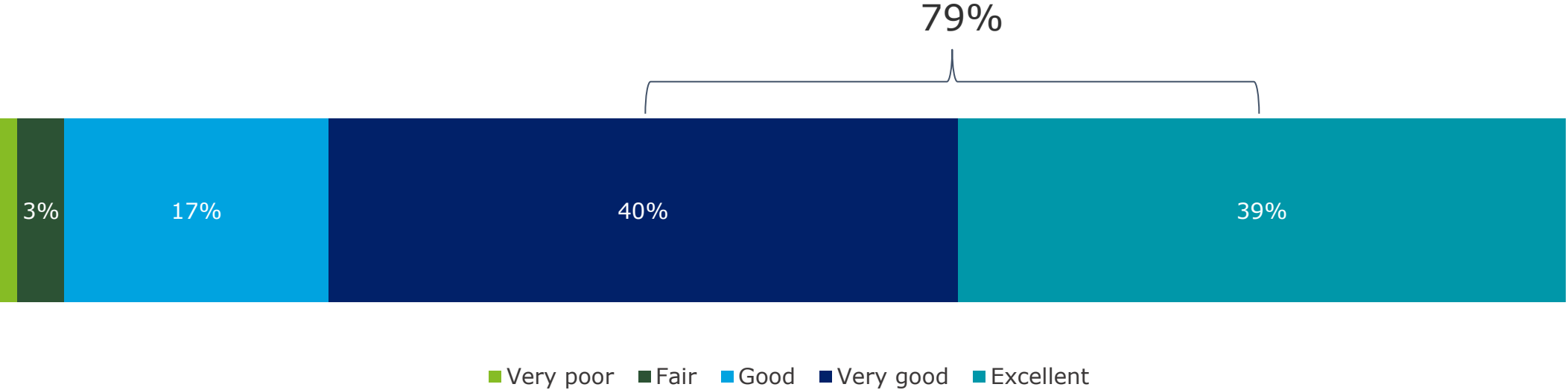


Municipalities used for comparison: City of Charlottetown, City of Cambridge, Regional District of Nanaimo, Resort Municipality of Whistler, City of Grande Prairie, City of Waterloo, Township of Wellington North, Town of Halton Hills, City of Mississauga, Town of Oakville, County of Wellington, City of Vaughan, King City, City of Thunder Bay, and Owen Sound



Detailed Findings from Market Research Data

Quality of life was rated highly in the City with 79% of residents ranking it as a “Very Good” or “Excellent” place to live.



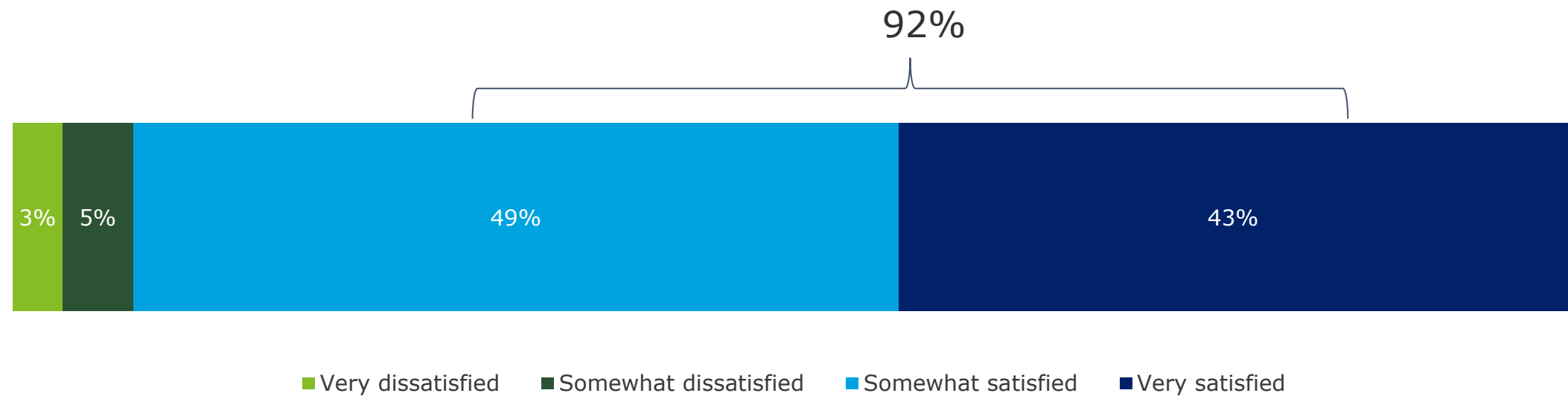
	2008	2011	2015	2019	2021	2023
Top 2 Box (Excellent/ Very good)	86%	87%	86%	87%	89%	79%
Number of Responses	750	752	771	757	755	784

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

[illegible]

n=784

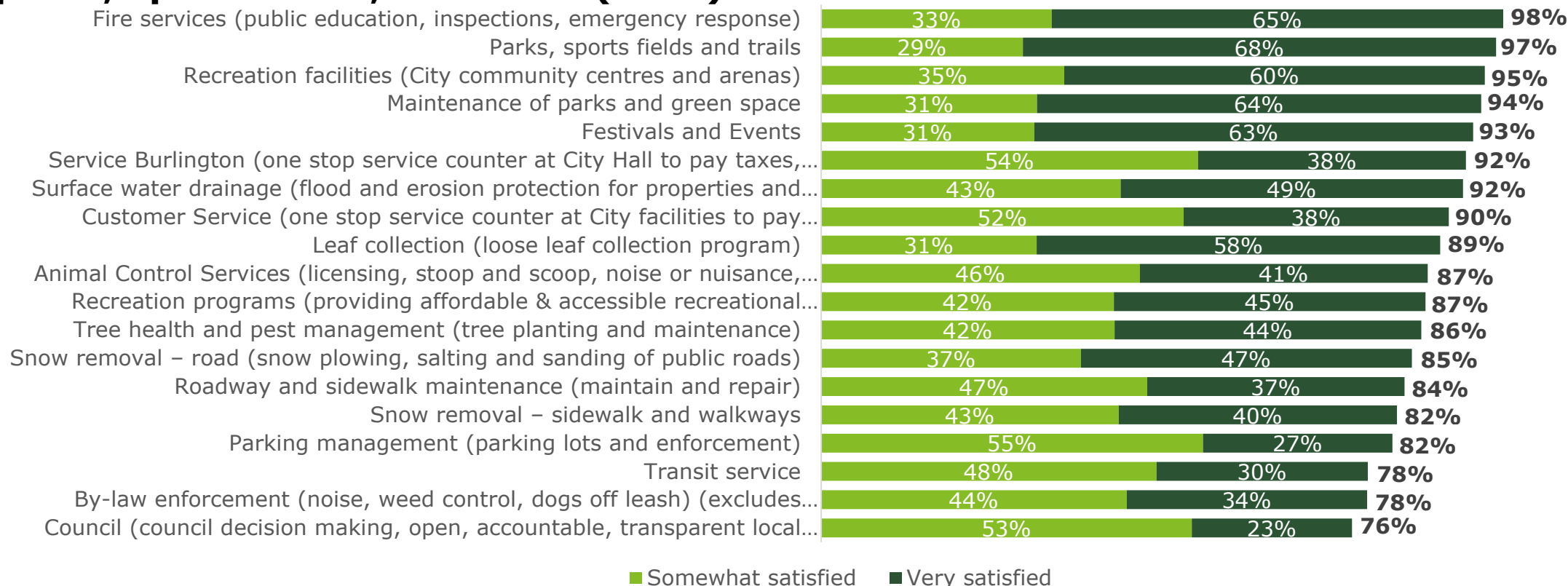
92% of residents were “Somewhat satisfied” to “Very satisfied” with the services provided by the City of Burlington.



	2008	2011	2015	2019	2021	2023
Top 2 Box (Somewhat/Very satisfied)	95%	95%	89%	93%	95%	92%
Number of Responses	750	752	771	757	755	774

Generally speaking, how satisfied are you with the overall quality of services provided by the City of Burlington?

Almost all residents were at least “Somewhat satisfied” with fire services (98%) and parks, sports fields, and trails (97%).



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.

Service	Performance (Top 2 Box)	Change from 2021 (percentage points)	Change from 2019 (percentage points)
Fire services (public education, inspections, emergency response)	98%	-	-
Parks, sports fields and trails	97%	-	+1 pt
Recreation facilities (City community centres and arenas)	95%	+2 pts	-3 pts
Maintenance of parks and green space	94%	-	-3 pts
Festivals and Events	93%	-1 pts	-3 pts
Service Burlington (one stop service counter at City Hall to pay taxes, marriage licenses, death registration, handle resident inquiries in person, phone & email)	92%	-2 pts	NA
Surface water drainage (flood and erosion protection for properties and structures, clean and safe creeks)	92%	+2 pts	-2 pts
Customer Service (one stop service counter at City facilities to pay permits, program registration, handle resident inquiries in person, phone & email)	90%	-1 pts	-3 pts
Leaf collection (loose leaf collection program)	89%	+3 pts	+9 pts
Animal Control Services (licensing, stoop and scoop, noise or nuisance, etc.)	87%	+1 pt	+1 pt
Recreation programs (providing affordable & accessible recreational opportunities for all ages and abilities)	87%	-4 pts	-7 pts
Tree health and pest management (tree planting and maintenance)	86%	+1 pt	+8 pts
Snow removal – road (snow plowing, salting and sanding of public roads)	85%	-2 pts	+6 pts
Roadway and sidewalk maintenance (maintain and repair)	84%	-3 pts	-2 pts
Snow removal – sidewalk and walkways	82%	-	+1 pt
Parking management (parking lots and enforcement)	82%	+3 pts	+9 pts
Transit service	78%	-5 pts	+10 pts
By-law enforcement (noise, weed control, dogs off leash) (excludes parking)	78%	-3 pts	-5 pts
Council (council decision making, open, accountable, transparent local government)	76%	-8 pts	-2 pts

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.



Derived Importance

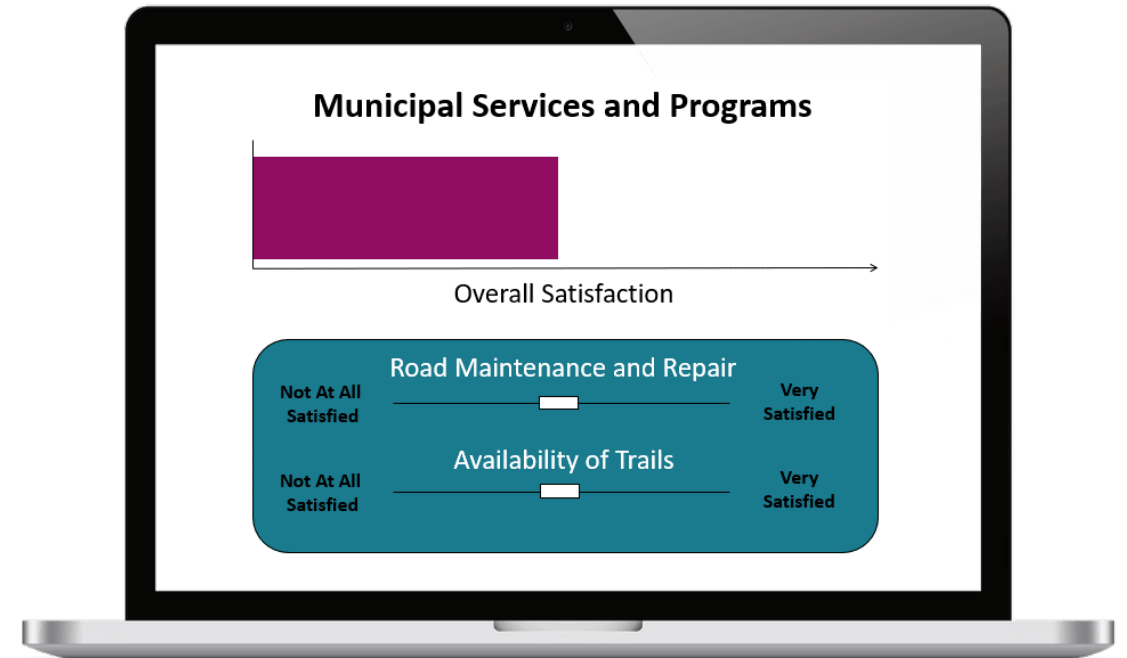
- A statistical calculation of importance
- Far more accurate relative to asking importance
- Calculates the correlation coefficient of municipal services with the KPI
- Services with a high derived importance will have the greatest impact on the KPI



Priority Matrix

- A list of municipal services to focus efforts
- Each priority is calculated using the level of satisfaction and the importance of each service (Derived Importance)
- Services with lower satisfaction scores and higher importance become the top priorities
- Making improvements to the top priorities will have the greatest impact on improving the overall KPI

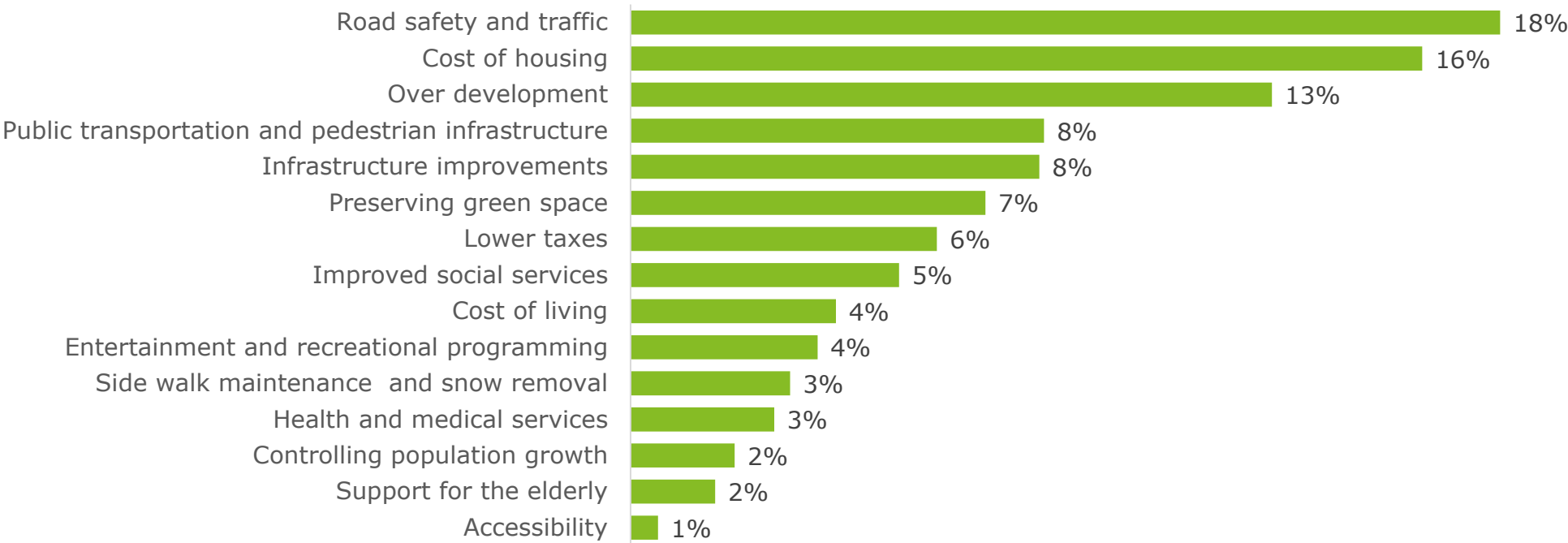
Example:



Services	Performance	Importance	Priority Rank
Council (council decision making, open, accountable, transparent local government)	76%	8.4	1
Transit service	78%	8.8	2
By-law enforcement (noise, weed control, dogs off leash) (excludes parking)	78%	8.4	3
Roadway and sidewalk maintenance (maintain and repair)	84%	8.8	4
Parking management (parking lots and enforcement)	82%	7.5	5
Snow removal – sidewalk and walkways	82%	6.9	6
Tree health and pest management (tree planting and maintenance)	86%	8.6	7
Recreation programs (providing affordable & accessible recreational opportunities for all ages and abilities)	87%	8.6	8
Snow removal – road (snow plowing, salting and sanding of public roads)	85%	7.3	9
Animal Control Services (licensing, stoop and scoop, noise or nuisance, etc.)	87%	7.7	10
Leaf collection (loose leaf collection program)	89%	6.7	11
Service Burlington (one stop service counter at City Hall to pay taxes, marriage licenses, death registration, handle resident inquiries in person, phone & email)	92%	9.4	12
Customer Service (one stop service counter at City facilities to pay permits, program registration, handle resident inquiries in person, phone & email)	90%	7.1	13
Surface water drainage (flood and erosion protection for properties and structures, clean and safe creeks)	92%	6.5	14
Festivals and Events	93%	6.7	15
Maintenance of parks and green space	94%	6.5	16
Recreation facilities (City community centres and arenas)	95%	5.9	17
Parks, sports fields and trails	97%	5.9	18
Fire services (public education, inspections, emergency response)	98%	6.5	19

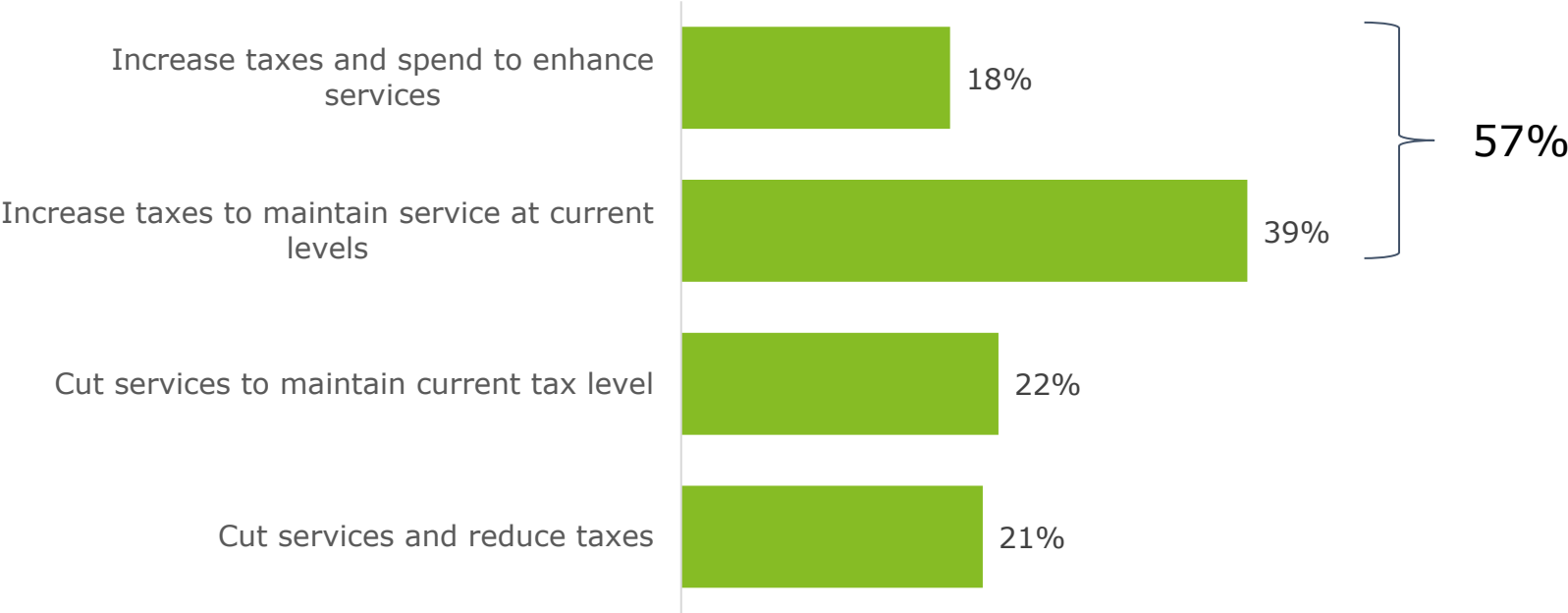
Services	Performance	Importance	2023 Ranking	2021 Ranking
Council (council decision making, open, accountable, transparent local government)	76%	8.4	1	5
Transit service	78%	8.8	2	3
By-law enforcement (noise, weed control, dogs off leash) (excludes parking)	78%	8.4	3	2
Roadway and sidewalk maintenance (maintain and repair)	84%	8.8	4	9
Parking management (parking lots and enforcement)	82%	7.5	5	1
Snow removal – sidewalk and walkways	82%	6.9	6	4
Tree health and pest management (tree planting and maintenance)	86%	8.6	7	6
Recreation programs (providing affordable & accessible recreational opportunities for all ages and abilities)	87%	8.6	8	13
Snow removal – road (snow plowing, salting and sanding of public roads)	85%	7.3	9	10
Animal Control Services (licensing, stoop and scoop, noise or nuisance, etc.)	87%	7.7	10	7
Leaf collection (loose leaf collection program)	89%	6.7	11	8
Service Burlington (one stop service counter at City Hall to pay taxes, marriage licenses, death registration, handle resident inquiries in person, phone & email)	92%	9.4	12	16
Customer Service (one stop service counter at City facilities to pay permits, program registration, handle resident inquiries in person, phone & email)	90%	7.1	13	11
Surface water drainage (flood and erosion protection for properties and structures, clean and safe creeks)	92%	6.5	14	12
Festivals and Events	93%	6.7	15	18
Maintenance of parks and green space	94%	6.5	16	17
Recreation facilities (City community centres and arenas)	95%	5.9	17	15
Parks, sports fields and trails	97%	5.9	18	19
Fire services (public education, inspections, emergency response)	98%	6.5	19	20

Residents most commonly mentioned that road safety (18%) and cost of housing (16%) are issues that should receive the greatest attention from the Mayor and members of City Council.



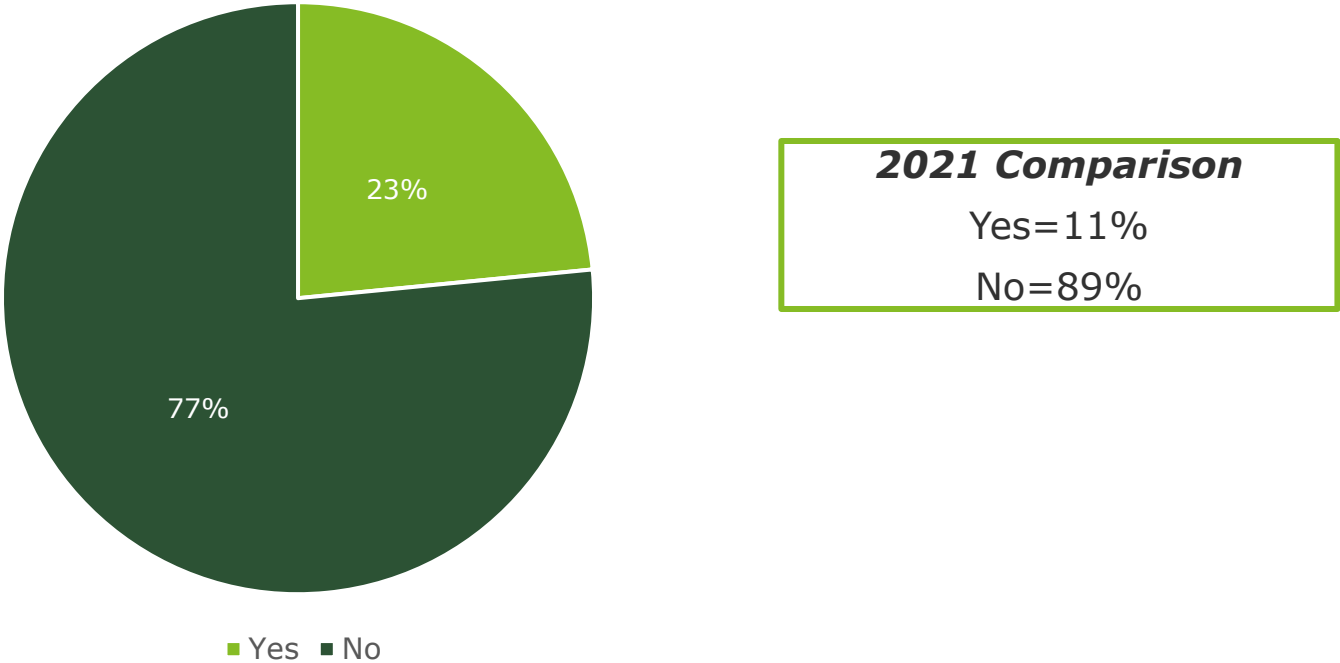
In one sentence, what is the one issue you feel should receive the greatest attention from your Mayor and members of City Council?

18% of respondents reported a preference for increasing taxes to improve services. 39% of respondents would be in favour of at least a small tax increase to maintain service levels.



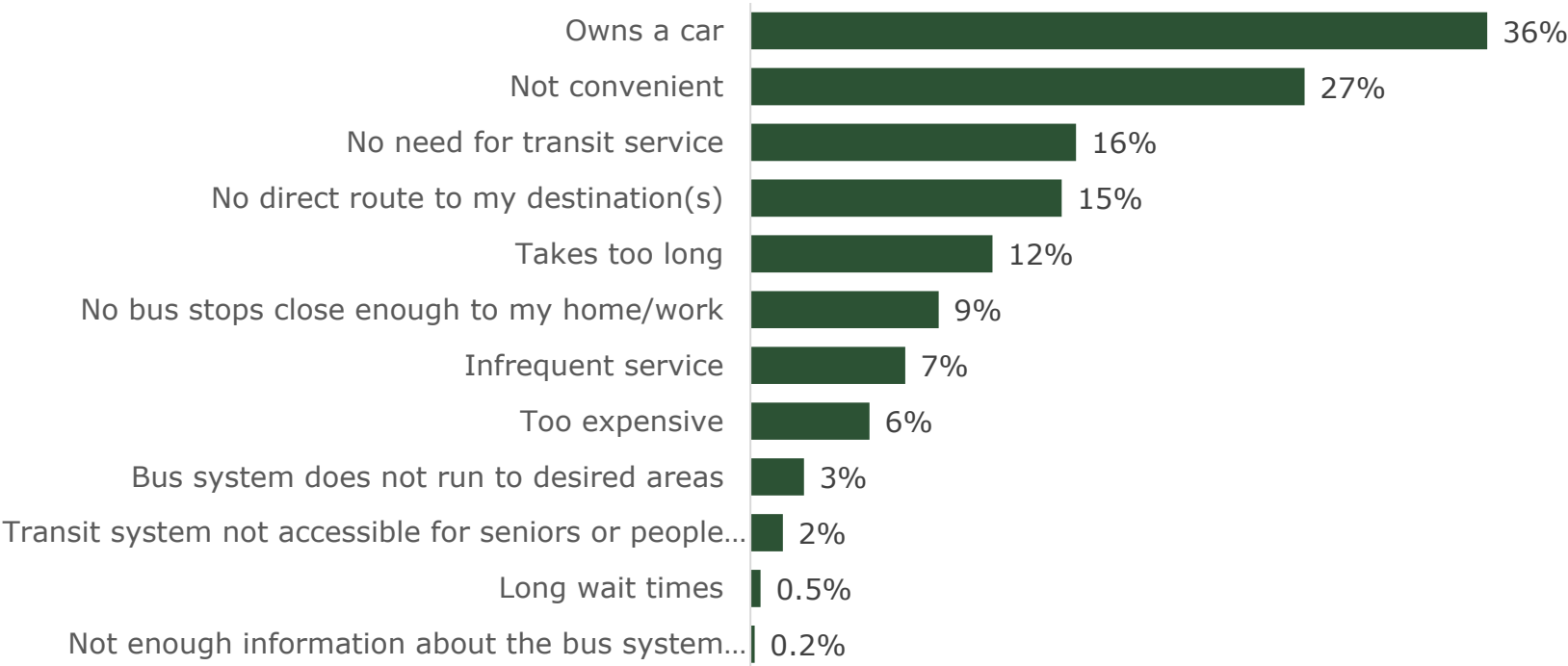
Municipal property taxes are the primary way to pay for services and programs provided by the City. As you may know, there are trade-offs between investing in things like services and infrastructure and property tax levels. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. Which of the following four options would you prefer the City to pursue?

77% of respondents have not used Burlington Transit in the past 6 months.



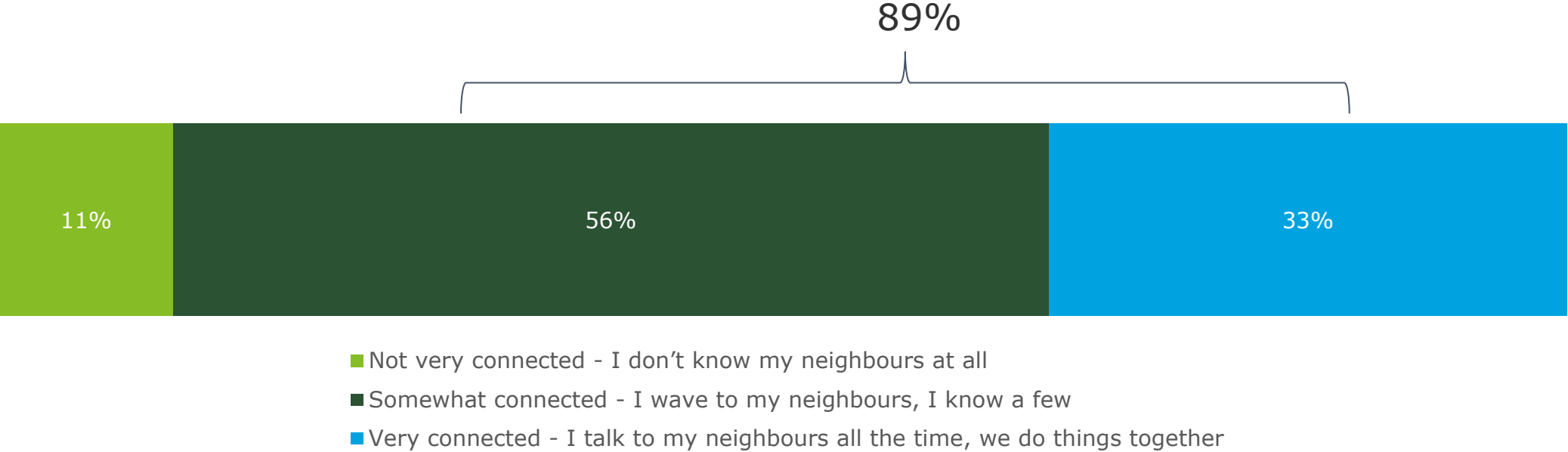
Have you used Burlington Transit in the past 6 months?

Residents who have not used the transit system most commonly had not used it either because they own a car (36%) or because they felt that it was generally not convenient (27%).



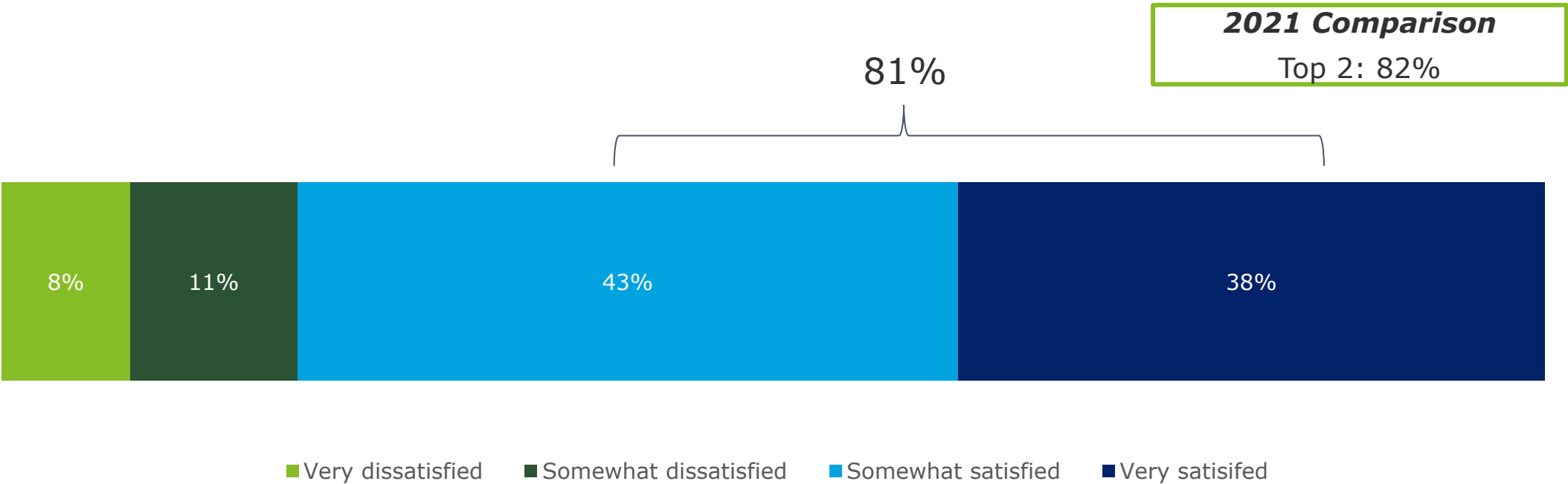
Which factors do you feel prevent you from using Burlington?

89% of respondents felt “Somewhat connected” to “Very connected” to their neighbours.



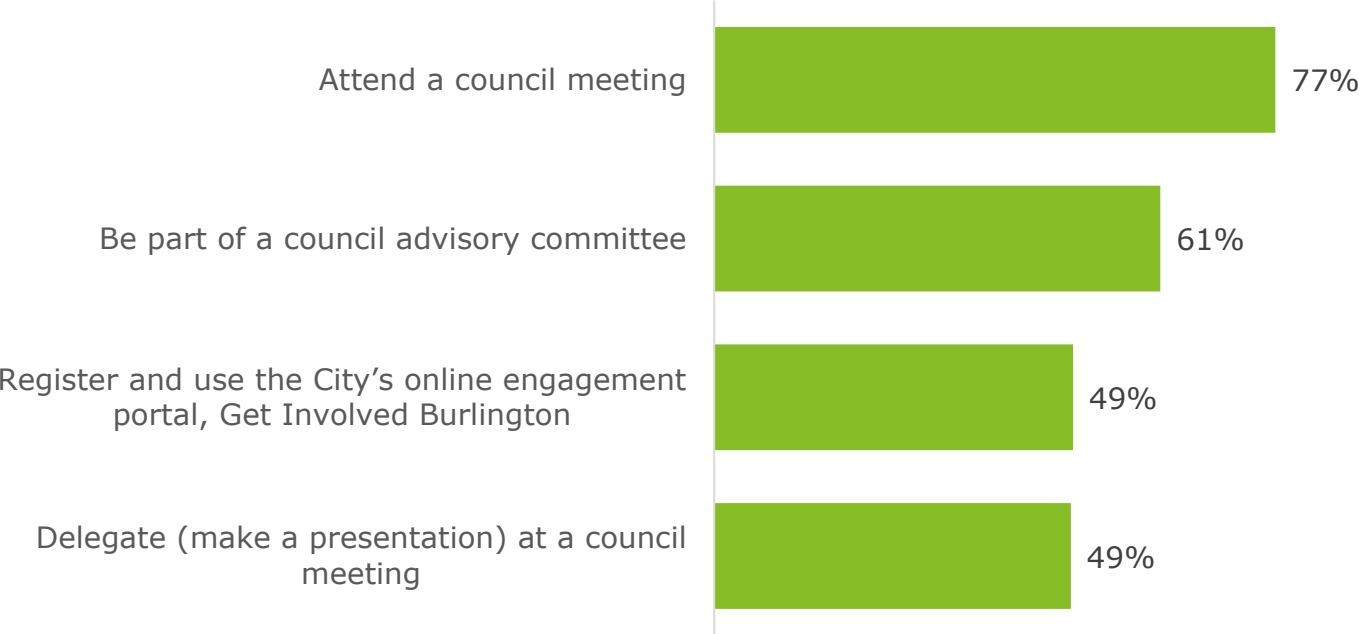
How connected do you feel to your neighbourhood community?

81% of respondents were at least “Somewhat satisfied” with their most recent interaction with the City.



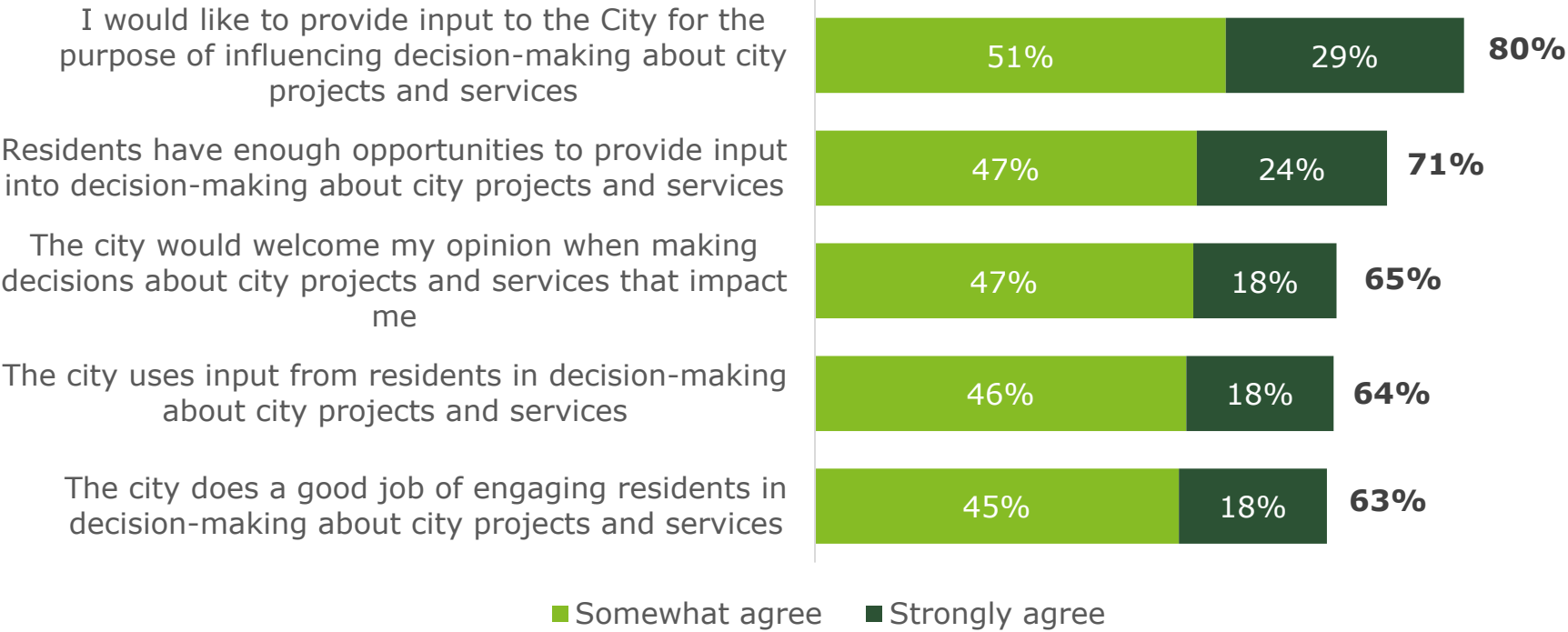
How satisfied were you with your most recent experience/interaction with the City? For example, the overall quality of service you received from City staff, the overall quality of the service delivery, the amount of time it took to get the service?

Residents were least aware that they could delegate at a council meeting (49%) and register/use Get Involved Burlington (49%).



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

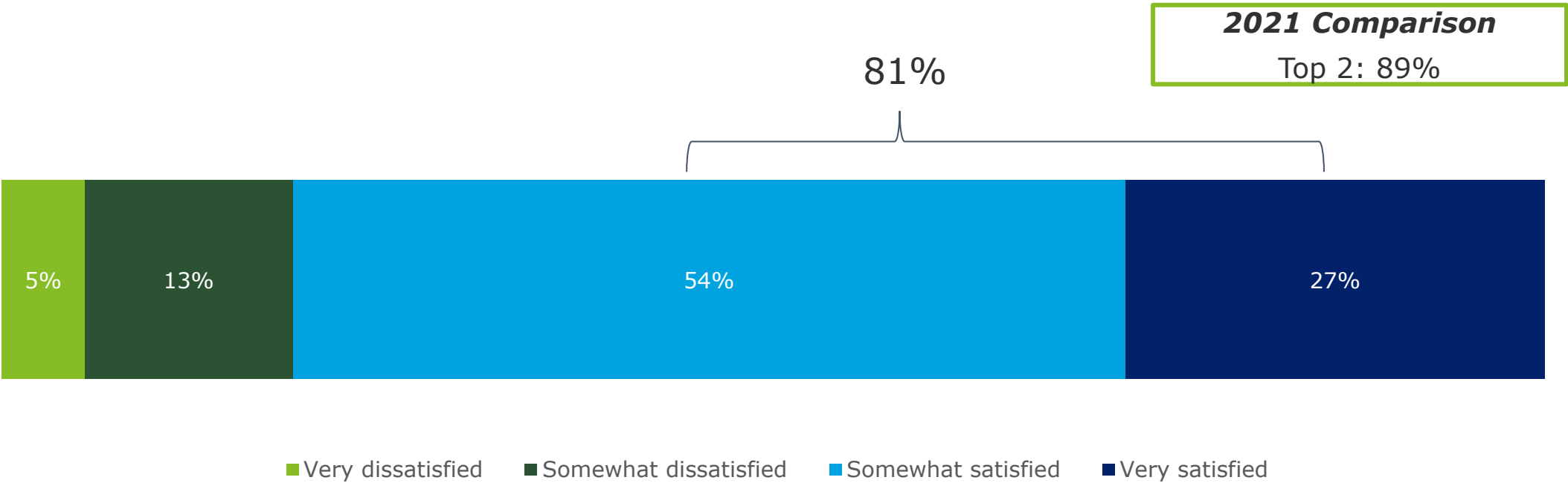
80% of residents at least “Somewhat agreed” that they would like to provide input to the City for the purpose of influencing decision-making about city projects and services.



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

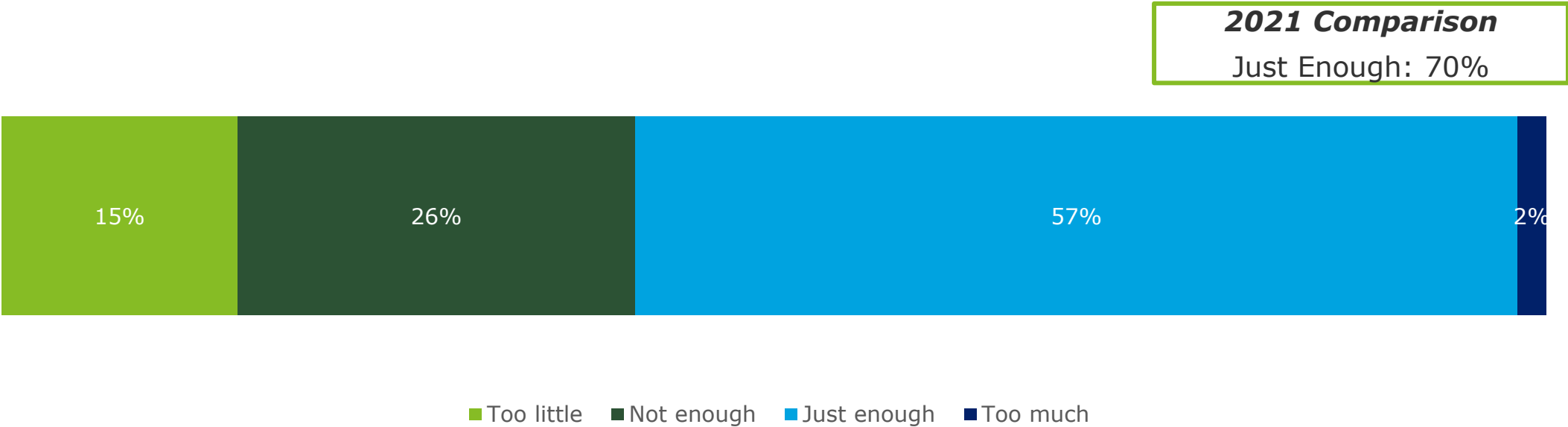
Attribute	Top 2 Box			
	2015	2019	2021	2023
I would like to provide input to the City for the purpose of influencing decision-making about city projects and services	63%	76%	80%	80%
Residents have enough opportunities to provide input into decision-making about city projects and services	64%	77%	79%	71%
The city would welcome my opinion when making decisions about city projects and services that impact me	57%	71%	75%	65%
The city uses input from residents in decision-making about city projects and services	50%	70%	71%	64%
The city does a good job of engaging residents in decision-making about city projects and services	54%	71%	75%	63%

81% of respondents were “Somewhat satisfied” to “Very satisfied” with the overall quality of City information and communications.



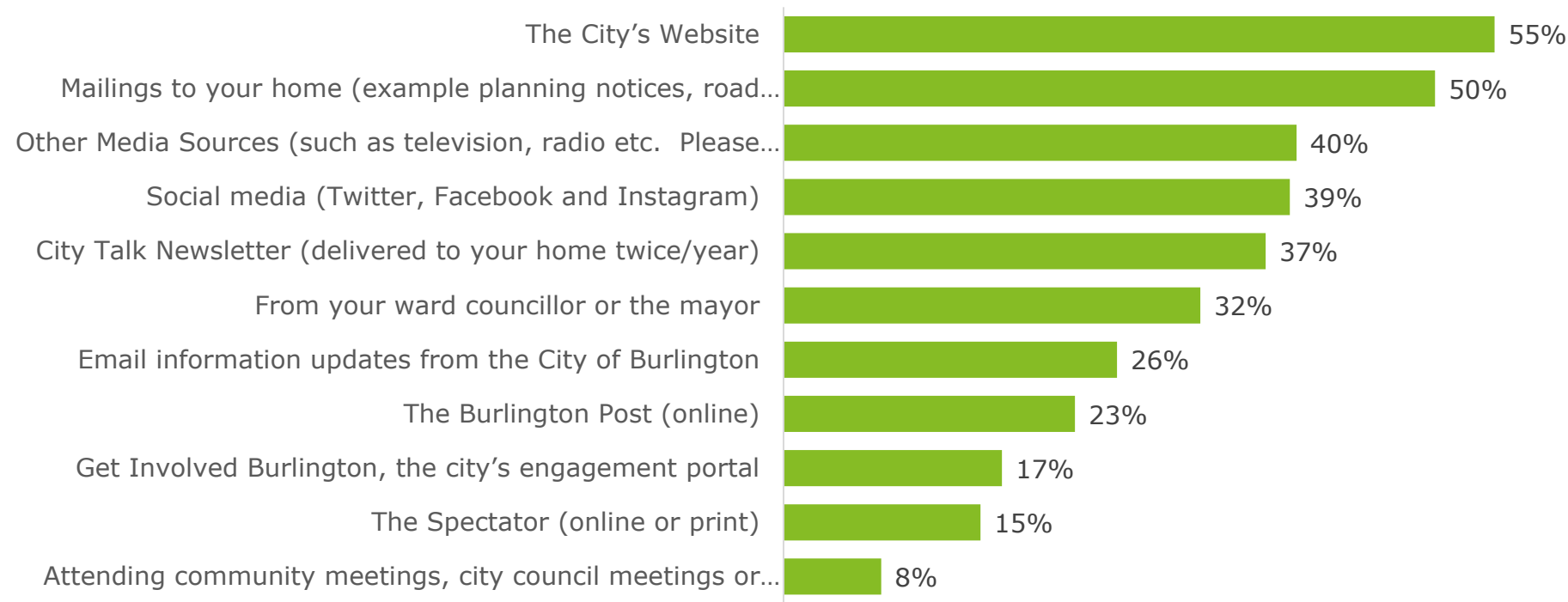
How satisfied are you with the overall quality of City information and communications?

57% of respondents indicated they receive “Just enough” information from the City.

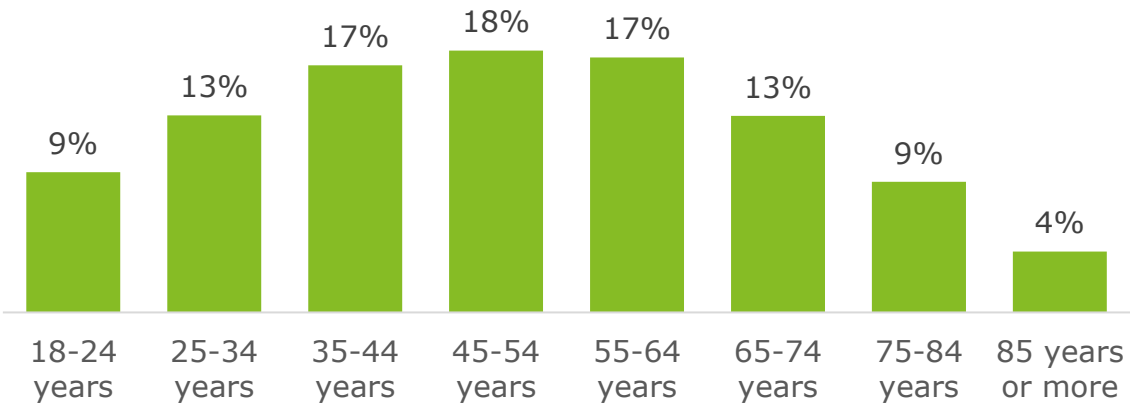


In your opinion, please rate the amount of information you receive from the City of Burlington?

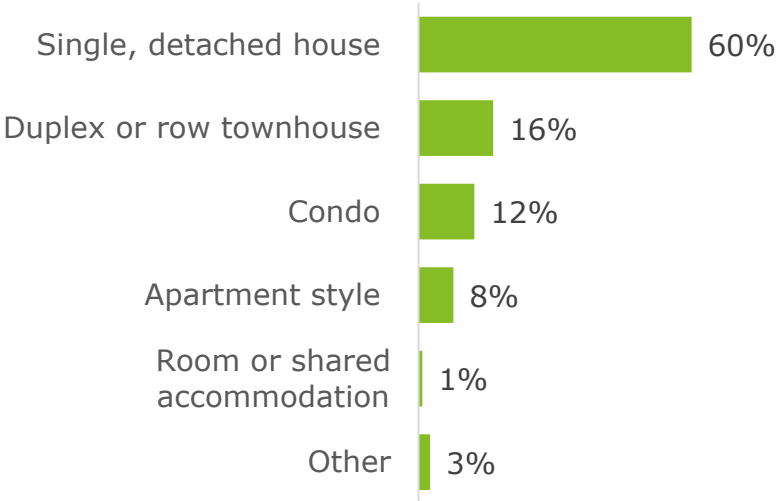
Most respondents use the City’s website (55%) or mailings to their home (50%) to find out about city programs, services and initiatives.



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



Can you please tell me which of the following age groups you are in?



What type of home do you live in?

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