



INFORMATION REPORT

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	June 20, 2018
SUBJECT/REPORT NO:	Our Citizen Survey: 2018 Summary of Results (CM18016) (City Wide)
WARD(S) AFFECTED:	City Wide
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Council Direction:

This is the execution of Council-approved Capital Project #3381757506 that was part of the 2017 approved capital budget.

Information:

Background

In late 2016, a Performance Excellence Program was launched. The four areas of focus for performance excellence are: Performance Measurement, Continuous Improvement, Open Data and Citizen Feedback. The Our Citizen Survey is part of the focus area "Citizen Feedback".

What is Our Citizen Survey?

Our Citizen Survey is the first-ever standalone (not as part of a group of municipalities) comprehensive citizen satisfaction survey conducted by the City of Hamilton. Establishing a baseline is important so that in future years, there is a year-over-year comparator. There are plans for the survey to occur again in 2019. The survey had several purposes:

OUR Vision: To be the best place to raise a child and age successfully.
OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.
OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

- 1) To understand the needs and perceptions of Hamiltonians
- 2) To identify areas for improvement in City service delivery, quality of life and well-being
- 3) To collect baseline information data about satisfaction with City service delivery

Why Our Citizen Survey?

- Executing the Council-approved project that was part of the 2017 approved capital budget
- Residents' perception of the City's service provision matters
- People expect value for money
- Work aligns with the "measurement" focus area in the City's 'Our People and Performance Plan'
- Based on the best practices research conducted for this project, municipalities commonly conduct a citizen satisfaction survey annually or bi-annually
- The collected information will help identify where the City is doing well and areas for improvement

Project Management: A Value-for-Money Approach

In-Sourcing Focus

The survey tool development and the survey data analysis was conducted in-house by staff from the Healthy & Safe Communities Department – not an external consultant. This in-house project team possesses the knowledge, skills and abilities to successfully run this survey. The only costs incurred were to procure a service provider to administer the survey via specialized Computer Automated Telephone Interviewing (CATI) technology that the City of Hamilton does not possess.

Collaboration

The City Manager's Office, Healthy & Safe Communities Department, General Manager's Office and the Corporate Services' Customer Service Division worked collaboratively to execute this project. Feedback was received from the subject matter experts for the service areas. In addition to this, Procurement, and Information Management (Privacy) staff were consulted prior to finalizing the survey.

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Survey Cost

The total survey costs were \$12,500, consisting of procuring contractual services for the administration of the phone survey using CATI technology and a license fee for the online survey tool.

For comparison, the City of Mississauga's 2017 Citizen Satisfaction Survey cost \$35,000, and it was a repeat survey, not the initial year (which may have cost more). Hamilton's Our Citizen Survey cost 64% less than the City of Mississauga's survey.

Additionally, the Hamilton Public Library and Hamilton Police Service agreed to participate in the survey and are considered City-funded services from a resident perspective, so their results are included in the overall results.

Survey and Methodology

The telephone survey (cellular and land line) was administered via random calls by a contracted third party, Metroline Research Group Inc., between January 15 and February 6, 2018.

To supplement the telephone interviews and allow more residents to participate in the survey, an online version of the survey tool was available on the City's website between January 15 and February 4, 2018.

Both the telephone and online versions of the survey were available in English and French.

The telephone survey had a completion target of 550 responses. The phone survey results are accurate within +/-4.2%, 19 times out of 20. To achieve this target, 20,284 randomly selected phone Hamilton-based residential and cellular phone lines were called. To qualify for the survey, respondents had to be an adult age 18 years or older and residing in Hamilton.

The telephone survey is a statistically representative sample of the Hamilton population. The online survey results are a supplementary source of information, and results from the two data sources should not be compared due to differences in survey methodologies. The online survey may be subject to self-selection bias and the collected surveys cannot be determined to be a statistically representative sample of the population. The online survey supplements the telephone interviews and allows a broader audience of residents to participate in the survey.

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The telephone surveys were conducted to ensure all wards were fairly represented in the survey sample. This was achieved by aligning the sample population proportions by Ward with the City of Hamilton population proportions by Ward. It is difficult to draw accurate conclusions of the data at the ward level due to the smaller sample sizes and the wide margins of error. For future years of this survey, a larger sample size will be considered.

The focus areas of the survey were:

- Quality of City services
- Well-being/Quality of Life in Hamilton
- Customer Service and Service Channel preferences

The survey also asked residents:

- Preferred method for communicating with City of Hamilton
- Experience and satisfaction with contacting the City
- Ways the City can improve

For more details on the survey methodology, please refer to the Our Citizen Survey 2018 Report (Appendix “A” to Report CM18016). Analysis was conducted at the City-wide level, with additional analysis performed on the upper and lower City.

Key Findings

The findings of this report focus primarily on data collected through the phone survey, as it is a statistically representative sample of the Hamilton population. The online survey results are a supplementary source of information, and results from the two data sources should not be compared due to differences in survey methodologies. The online survey may be subject to self-selection bias and the collected surveys cannot be determined to be a statistically representative sample of the population.

It is also important to keep in mind that this is the first survey year, these are the baseline results, and no year-over-year comparisons can be made.

Overall, the results for the Our Citizen Survey are very positive, particularly in regard to satisfaction with quality of life and with some of our city’s most essential services. There are some areas where the City can improve; but, by and large the results are positive.

For complete survey findings for both the telephone and online survey, please refer to the Our Citizen Survey 2018 Report (Appendix “A” to Report CM18016). There were some differences between the telephone survey and the online survey, but generally the

distribution of the results followed similar patterns. Results from the two data sources should not be compared due to differences in survey methodologies.

1. Quality of City Services

When asked, “Overall, how satisfied are you with the services provided by the City of Hamilton?”, **66% of telephone respondents are very satisfied or satisfied.**

For the telephone survey, of the 26 service areas that were rated by residents, **24 were rated as excellent, very good, good or fair by over 80% of respondents.**

The top five services rated most often as good, very good or excellent by respondents were:

1. Fire Department (97%)
2. Libraries and Bookmobiles (91%)
3. Paramedic Services (88%)
4. Parks and Open Space (87%)
5. Recreation (86%)

The two services rated as “poor” by greater than 20% of respondents in the telephone survey are:

1. Roads, Sidewalks (38% of respondents rated as “poor”)
2. Snow Plowing, Salting (21% of respondents rated as “poor”)

To reiterate, this is a baseline survey. The survey uncovered areas for improvement across several departments; the City and senior leaders are already aware of the ongoing concerns with respect to these service areas; and there are already capital and continuous improvement projects underway and investments being made to address citizen concerns.

When asked “In delivering services to you and the community, the City typically pays for them through taxes and user fees. Based on this, do you think the City should”:

- Increase taxes, improve services
- Maintain taxes and current service levels
- Decrease taxes, deliver fewer services

For the telephone survey, 72% of respondents wanted to maintain taxes and current service levels.

2. Well-being/Quality of Life

More cities are directing efforts towards assessing community well-being. Obtaining residents' self-assessment of their well-being is useful information for planning City Services. Well-being questions focused on health, life satisfaction, and if the community is a great place to live, learn, work and play, and changes in quality life.

Health

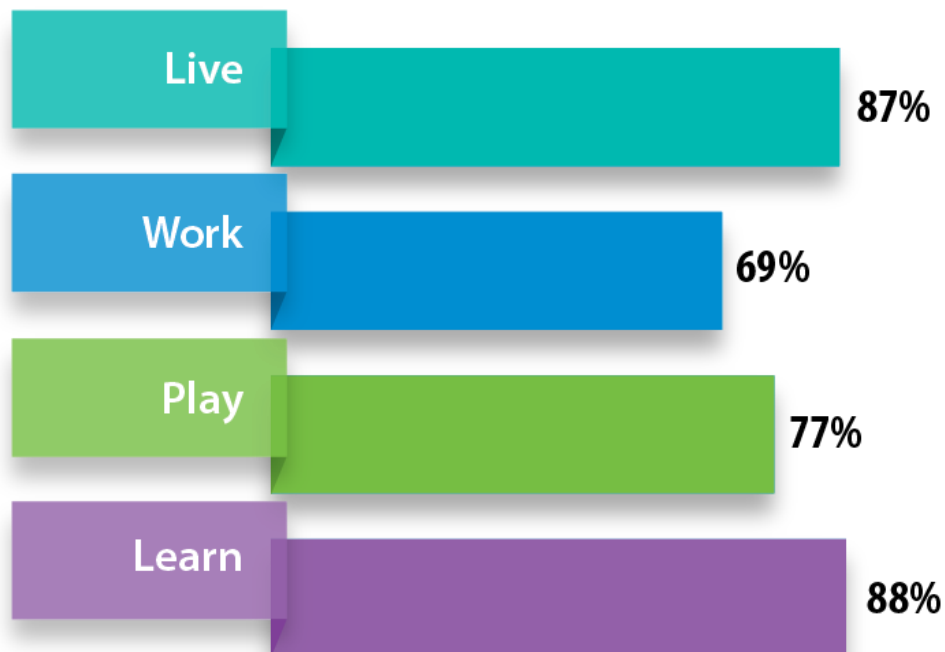
When asked, "In general, would you say your health is..." (Excellent/Very Good/Good/Fair/Poor), **88% of respondents** in the telephone survey self-assessed that their health was **excellent, very good or good**.

Life Satisfaction

When asked, "Overall, how satisfied are you with your life these days?" for the telephone survey, **92% of respondents** indicated that they were **very satisfied or satisfied with their life**.

Live, Learn, Play, Work

When asked if "Hamilton is a great place to..." the telephone survey results were as follows:



Live, Play and Learn were all highly rated, with Work lagging behind. One of the organization's priority initiatives has been to grow the non-residential tax base, and the survey findings underscore this priority's importance.

Quality of Life Improvements

When asked “In the past two years, would you say the quality of life in the City of Hamilton has improved, stayed the same or worsened”, **81% of respondents** indicated that **quality of life has improved or stayed the same**.

Commute

Three questions were asked about residents’ commuting behaviour:

1. How do you usually commute to work?
2. How do you usually commute to school?
3. How do you usually get around the city for things like groceries, shopping, activities, etc.?

For all three questions in the telephone survey, a majority of respondents are the driver of a vehicle and a motorbike. 76% of respondents use a vehicle/motorbike to commute to work and to get around the city for groceries, shopping activities, etc. and 59% of respondents drive a vehicle/motorbike on their commute to school.

For all three questions, only 1% of respondents were cyclists, with respondents taking the bus ranging from 12% to 25% across the three questions.

Progress Towards Vision

Respondents were asked if “Hamilton is on the right track towards its vision of being the best place to raise a child and age successfully”, and 61% of respondents strongly agreed or agreed with this statement. This measure will become more useful in future survey years to see if we are improving against this baseline assessment.

3. Customer Service and Service Channel Preferences

Customer Service

Almost half (48%) of respondents indicated having contacted the City of Hamilton for information or to conduct service transactions in the past year. For those that contacted the City in the past year, the following percentage agreed or strongly agreed with the following statements about their experience.



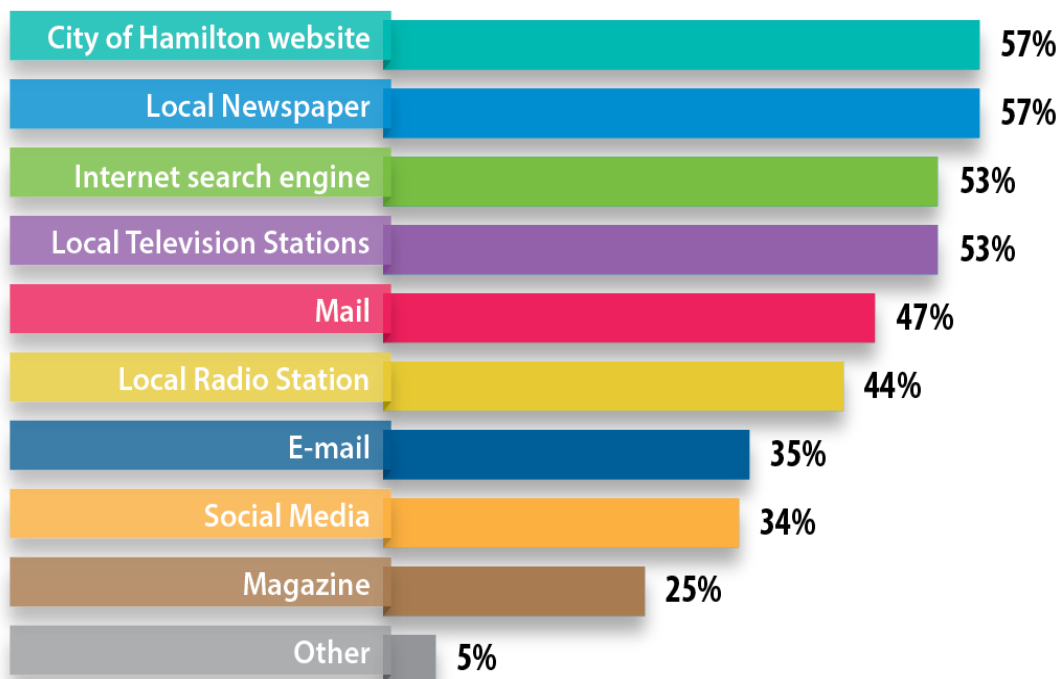
Service Channels

Some general findings from the survey on service channel preference include:

- Residents prefer to use the phone when asking questions or making a complaint
- Residents most prefer to use the website to pay property taxes
- For other interactions (e.g. registering and paying for recreation programs, applying for licenses, booking city facilities and parks), residents prefer to complete on the website or in person)

Receiving Information About the City

In the telephone survey, when asked “How do you like to get information about the City of Hamilton’s programs, initiatives, news and events?” responses were as follows:



Residents prefer to receive information from a wide variety of sources, as they were given the choice of selecting more than one answer from the list above.

4. Open-Ended Text Comments

There was one open-ended question in the survey. The question was:

“What is the one thing you think the City of Hamilton should do to reach the vision of being ‘the best place to raise a child and age successfully?’”

The most common topic areas identified were:

- Transit
- Community Safety
- Taxes
- Housing
- Schools and Education
- Roads and Sidewalks
- Child Care
- Inequities across the City
- Traffic Flow
- Parks, Playgrounds and Greenspace

Some of the topics and subtopics mentioned in the responses to this question were not in the City's jurisdiction (e.g. education, healthcare).

Sharing The Results

Survey results have been shared with the Senior Leadership Team, and each Department Leadership Team.

Managers and supervisors received an overview of results at the June 1 Corporate Extended Management Team meeting. Results will also be shared more broadly with City staff in the @cityofhamilton newsletter, on eNET and in divisional team meetings.

From a resident-facing perspective, the survey findings will be incorporated into the Citizen Dashboard on the City's website (www.hamilton.ca/citizen-dashboard) and updated as future iterations of the survey are conducted.

A communications plan has also been created for further public outreach and will include a media release and social media posts.

A one-page infographic sheet has also been created as a quick-reference tool for any audience and can be utilized for a general snapshot of results. Please refer to Appendix "B" to Report CM18016.

Next Steps

Next steps include the following actions:

- Regularly conducting this survey (annually) with an increased sample size for the telephone survey
- Monitor survey results year over year, with an annual report back to GIC and the public
- Linking service plans to the Our Citizen Survey results, demonstrating that the City of Hamilton is listening and acting on resident feedback
- Linking the Our Citizen Survey work to the Neighbourhood Action Strategy work

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- Connecting the Our Citizen Survey work to a broader portfolio of social media analysis and community engagement work

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement & Participation

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.

Healthy and Safe Communities

Hamilton is a safe and supportive city where people are active, healthy, and have a high quality of life.

Our People and Performance

Hamiltonians have a high level of trust and confidence in their City government.

Appendices

Appendix “A” to Report CM18016: Our Citizen Survey 2018 Report

Appendix “B” to Report CM18016: Our Citizen Survey 2018 Results Infographic

Appendix “C” to Report CM18016: Our Citizen Survey 2018 Project Team Profile