



Hamilton

OUR CITY SURVEY 2019 RESULTS

November 18, 2020
General Issues Committee

City of Hamilton

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Brigitte Minard, Manager Performance & Internal Controls/Deputy City Auditor



Methodology

- Survey developed and analyzed in-house
- Phone survey administered by third party via randomized calls between September 9, 2019 and January 8, 2020
 - 5,771 phone surveys completed
(from over 273,100 calls to 134,287 phone numbers)
- Online survey available on City's hamilton.ca website between September 9, 2019 and December 31, 2019
 - 3,374 online respondents



Also

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



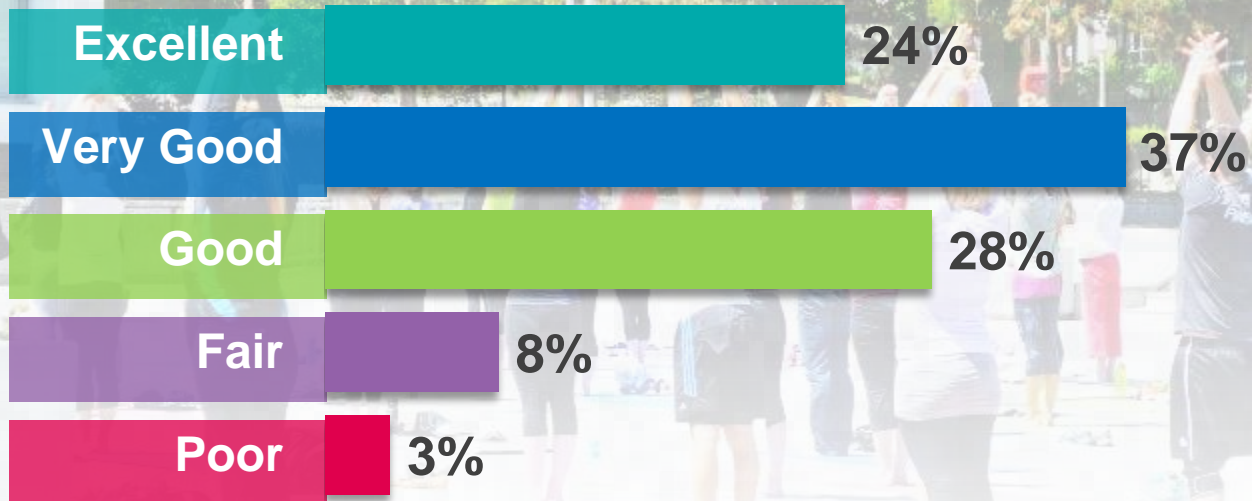
our **City** Survey **RESULTS**

[Well-Being Results]

In general, would you say your health is...



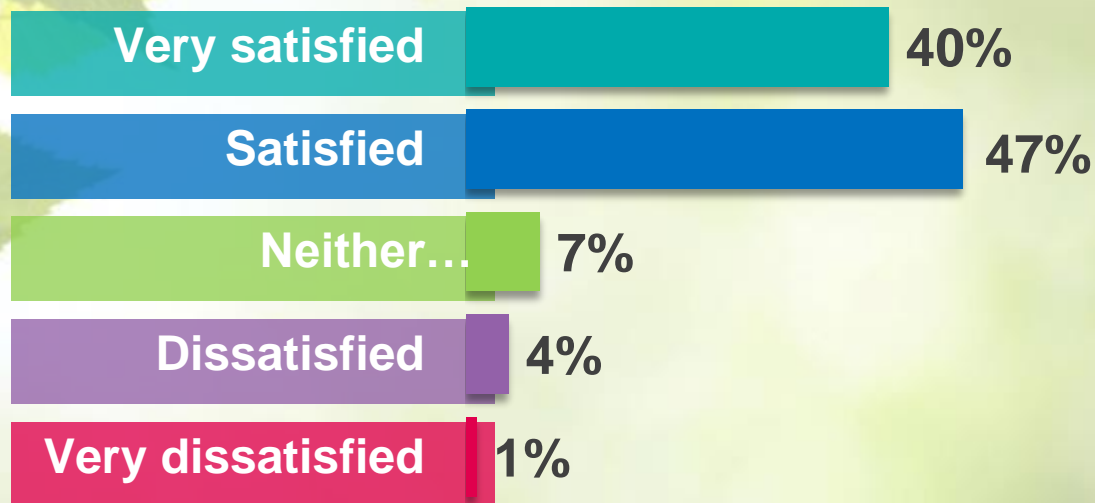
Phone Survey



Overall, how satisfied are you with your life these days?



Phone Survey





Hamilton is a great place to...(% that agree or strongly agree)



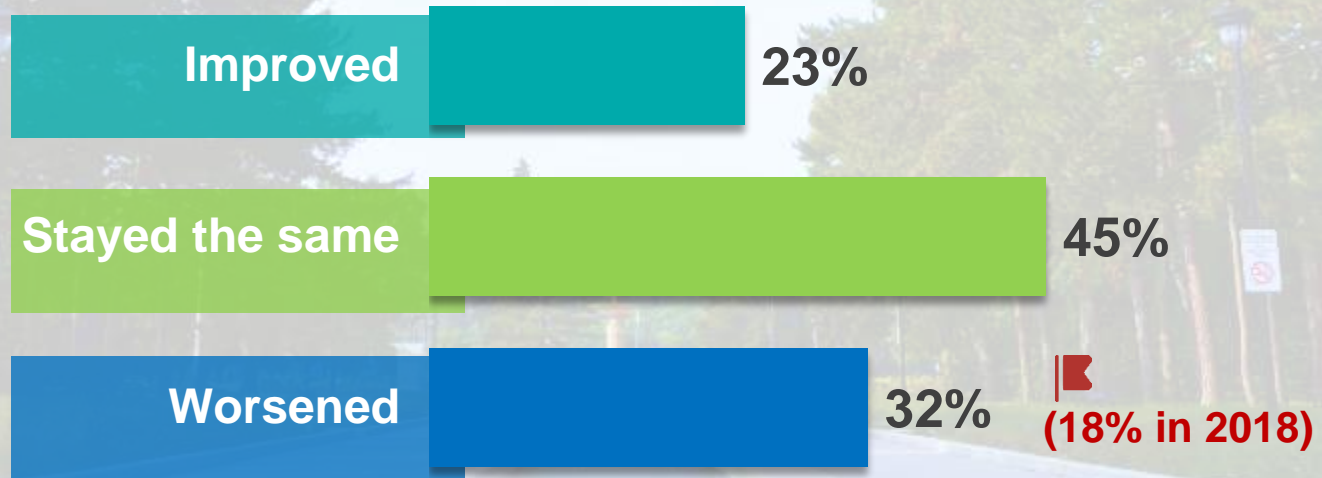
Phone Survey



In the last two years, the quality of life in the city of Hamilton has ...?



Phone Survey





our **City** Survey **RESULTS**

[City Services]

Services Included in Survey

- Animal Services
- Arts, Culture, Heritage
- Building Permits
- By-law Enforcement
- Cemetery
- Child Care Services
- Drinking Water
- Emergency Management
- Fire Department
- HSR Buses
- Legislative Services and Records Information
- Libraries, Bookmobiles
- Paramedic Services
- Parks and Open Space
- Police Services
- Public Health
- Recreation
- Roads and sidewalks
- Services for Seniors Incl. Long Term Care
- Snow Plowing and Salting of Roads
- Snow Plowing of City-owned Facilities
- Social Housing
- Social Services
- Storm Water Management
- Tourism
- Traffic Flow, Roadway Safety
- Waste Management
- Waste Water Management

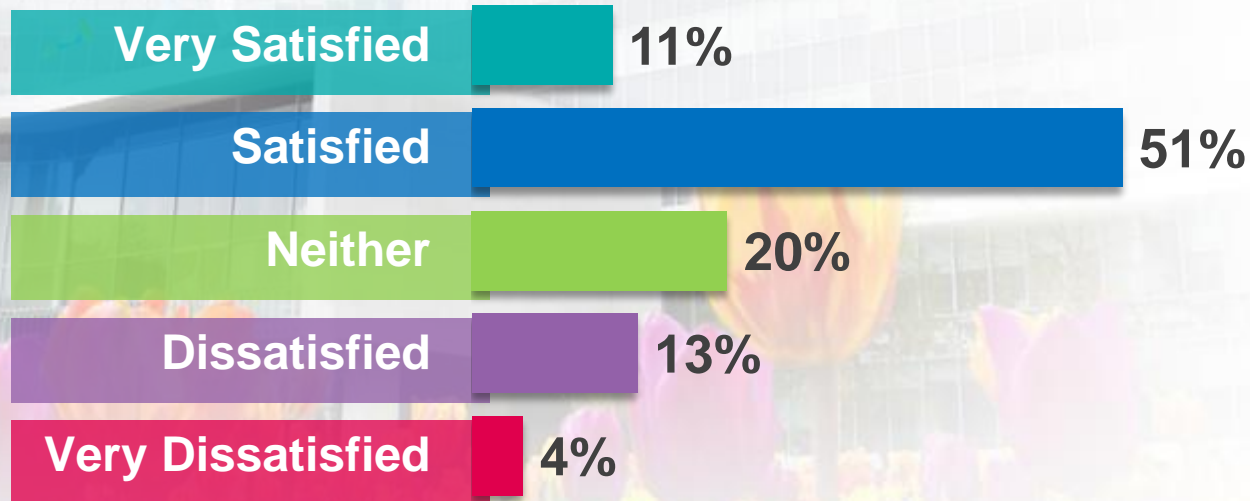


Overall satisfaction with City Services

Overall, how satisfied are you with the services provided by the City of Hamilton?



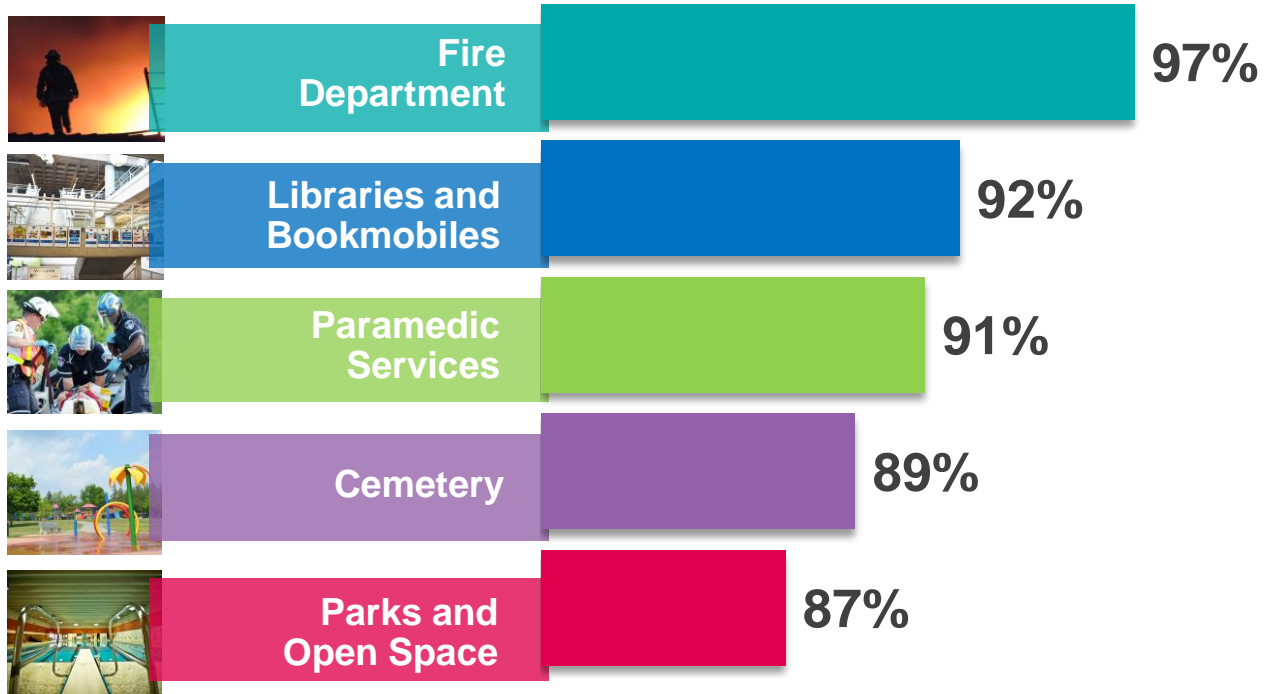
Phone Survey



Services Most Rated Excellent, Very Good, Good



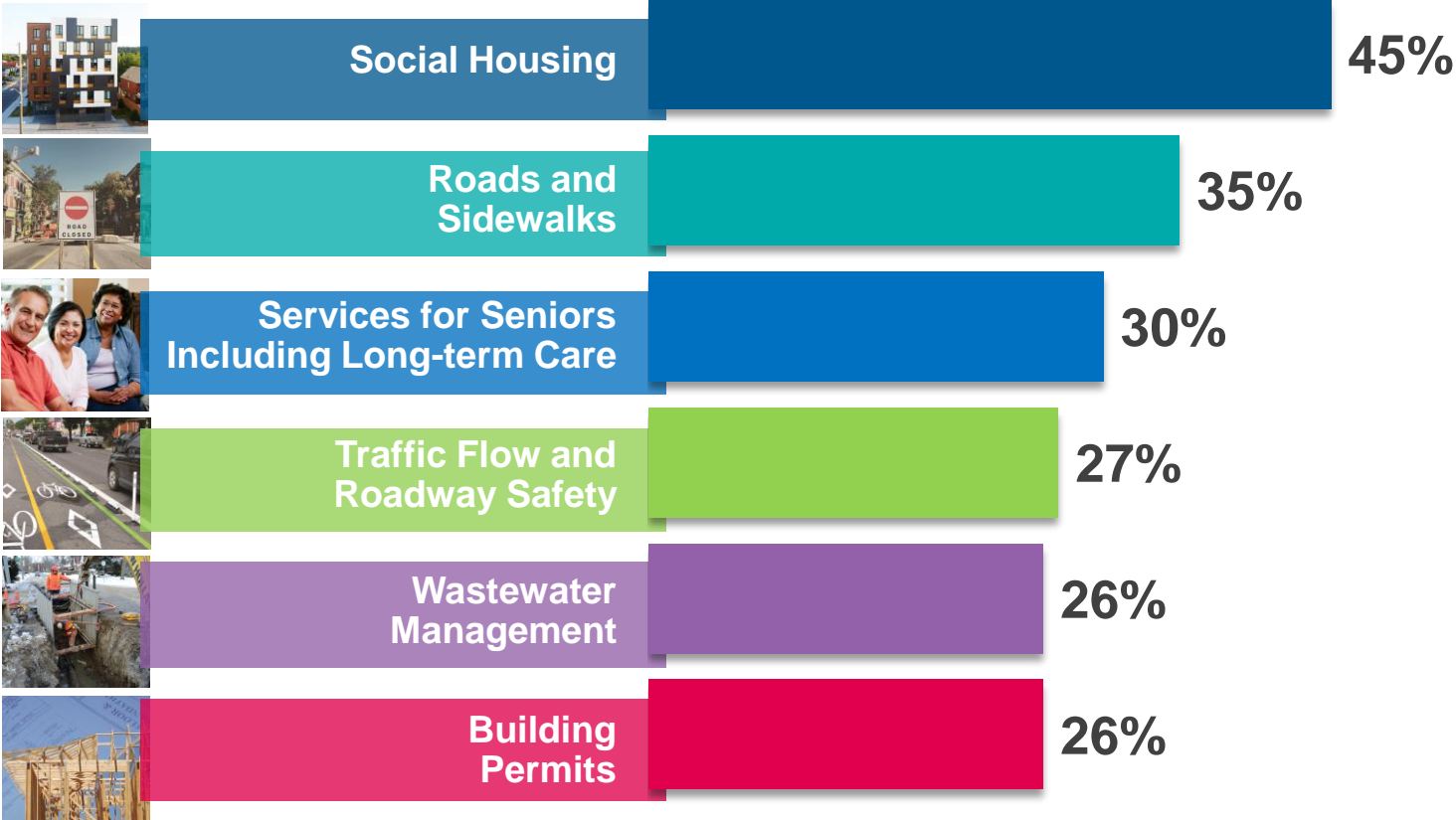
Phone Survey



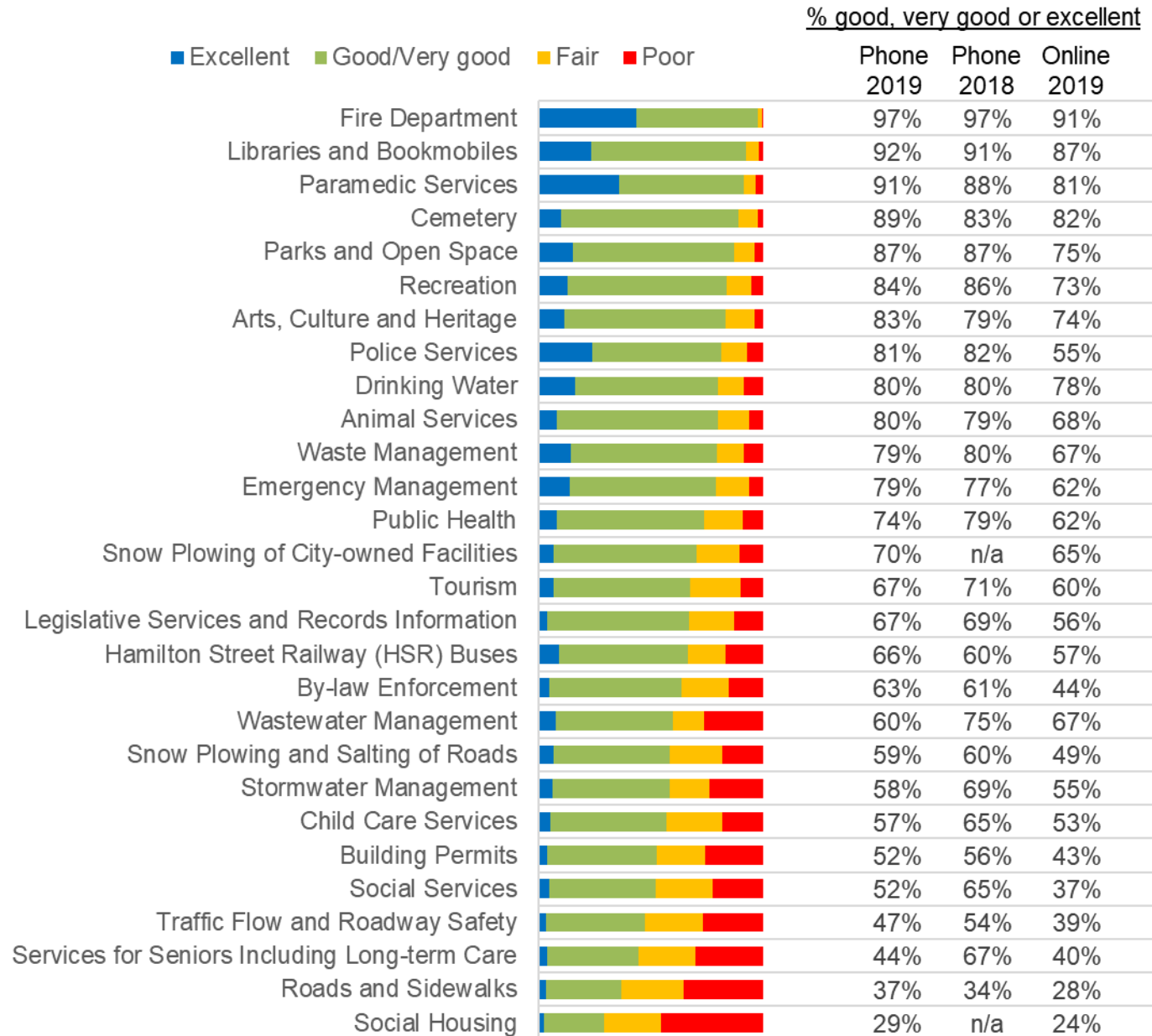
Services Most Rated Poor



Phone Survey



Ratings of Services



Most notably changed since 2018 survey



Phone Survey

% rating service as good, very good or excellent

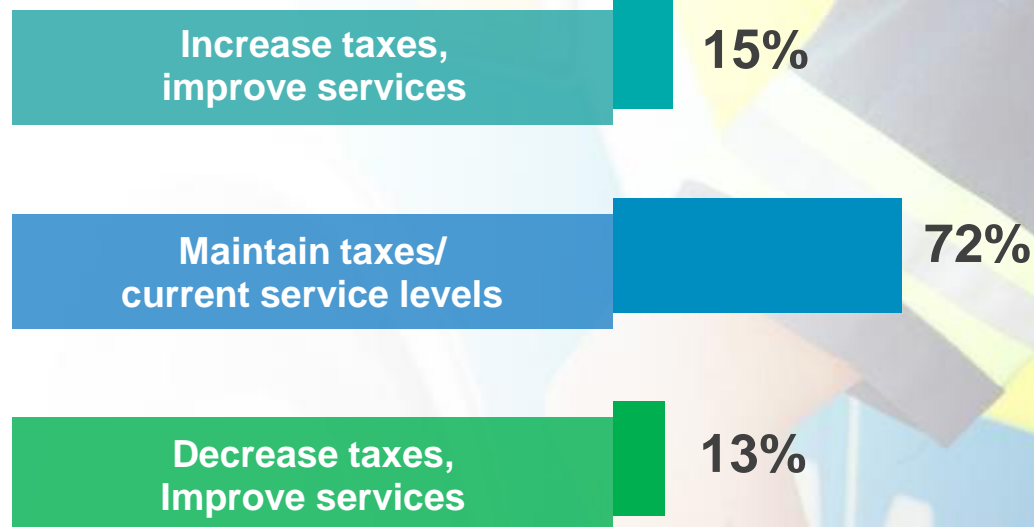
| Service | Phone 2019 | Phone 2018 | Change |
|---|------------|------------|--------|
| Cemetery | 89% | 83% | +6% |
| Hamilton Street Railway (HSR) Buses | 66% | 60% | +6% |
| Arts, Culture and Heritage | 83% | 79% | +4% |
| Paramedic Services | 91% | 88% | +3% |
| Traffic Flow and Roadway Safety | 47% | 54% | -6% |
| Public Health | 74% | 79% | -6% |
| Child Care Services | 57% | 65% | -8% |
| Stormwater Management | 58% | 69% | -11% |
| Social Services | 52% | 65% | -13% |
| Wastewater Management | 60% | 75% | -15% |
| Services for Seniors (including Long-term Care) | 44% | 67% | -23% |

Willingness to Pay

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:



Phone Survey



Resident Engagement



Phone Survey

The City of Hamilton uses input from residents in decision-making about City programs, services and initiatives.

32%

The City of Hamilton engages residents in the decision-making process for City programs, services and initiatives.

33%

Themed Written Comments

“What is 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’?”

Responses from both the phone and online survey were most commonly related to:

- Community Safety
- City of Hamilton Work Principles & Values
- Housing
- Property Tax
- Transit
- City of Hamilton Mayor and/or Council
- Police Services, Policing
- Schools and Education
- Investing In & Maintaining the City
- Recreation



our **City** Survey **RESULTS**

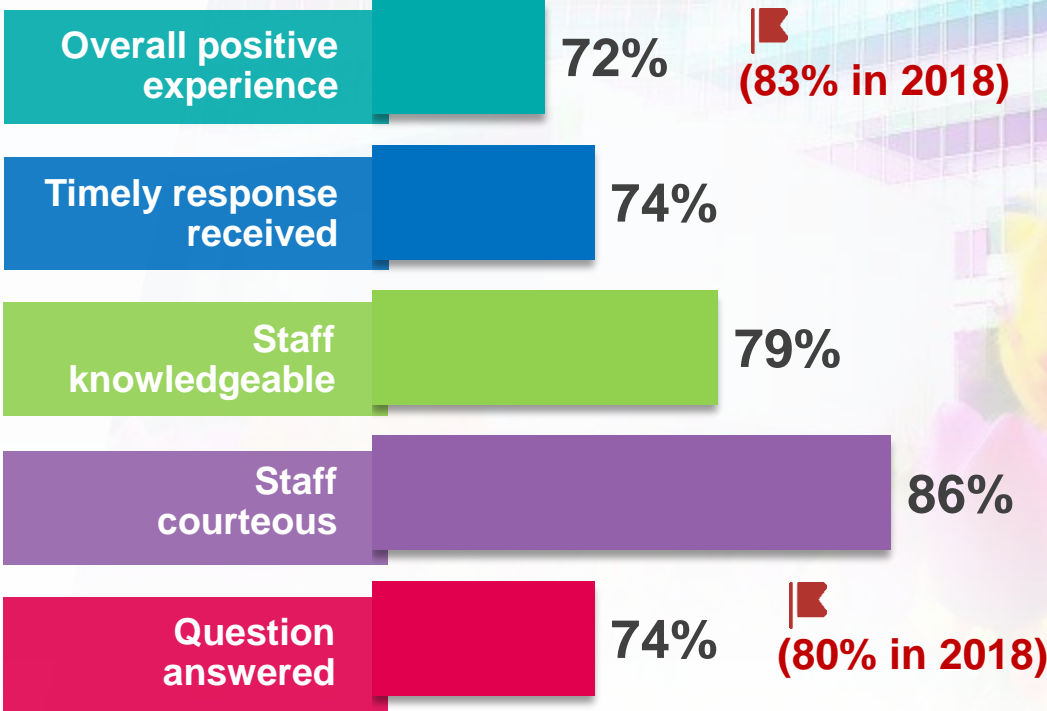
[Customer Service & Service Channels]

Experiences with the City

For those that have contacted the City in the past year ...
(% that agreed/strongly agreed)



Phone Survey



Resident Preferences



Residents prefer to use the phone when asking questions or making a complaint



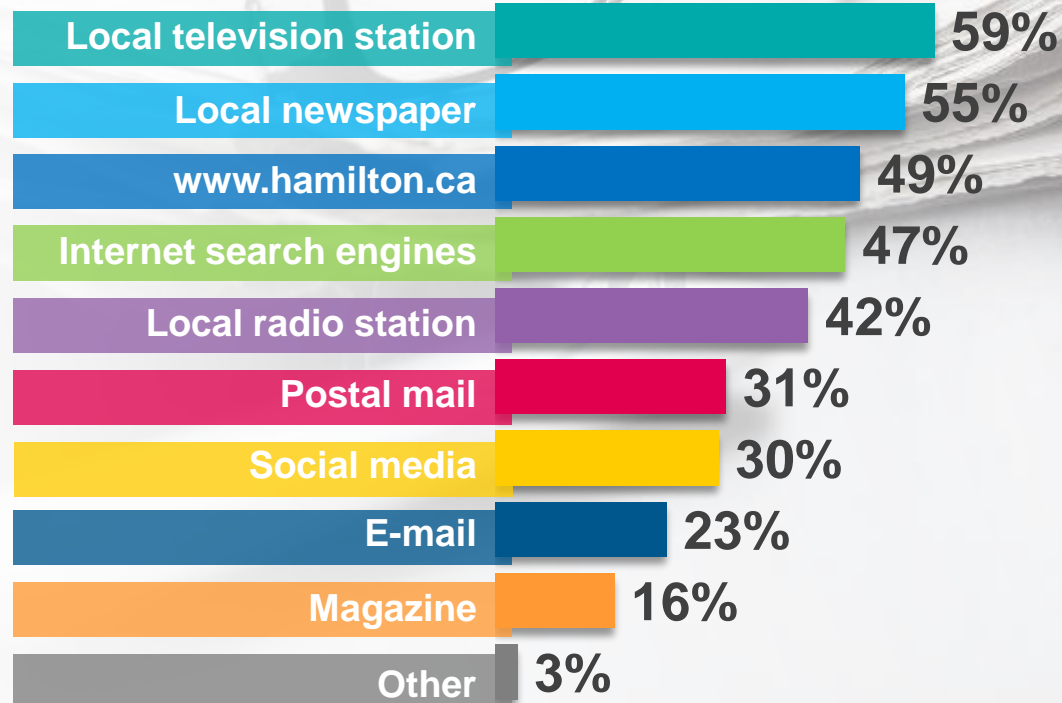
Residents most prefer to pay their property taxes through their bank or via a pre-authorized withdrawal versus in person



For other interactions (registering & paying for recreation programs, applying for licenses, booking city facilities and parks), residents prefer to complete on the website or in person

Preference: Receiving Information from the City

How do you like to get information about the City of Hamilton's programs, initiatives, news and events?

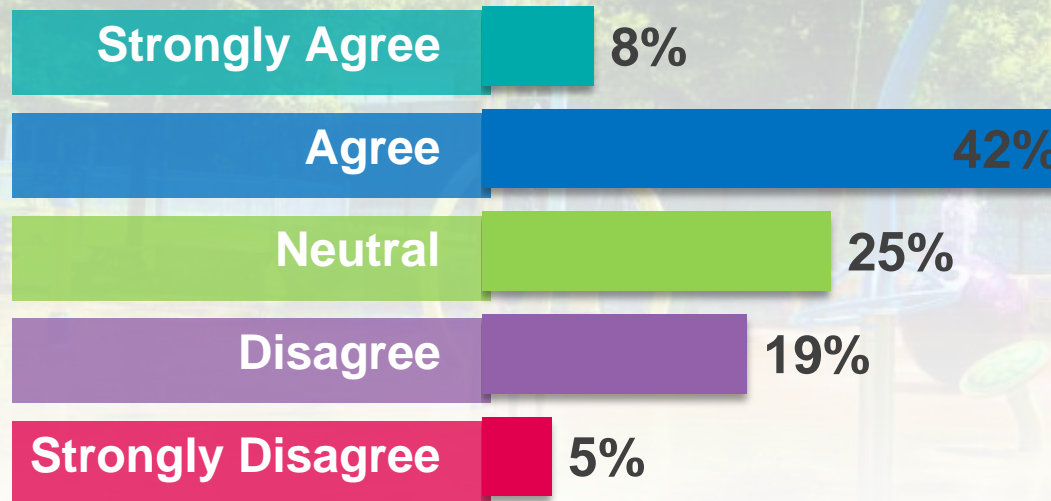


Connecting to Our Vision

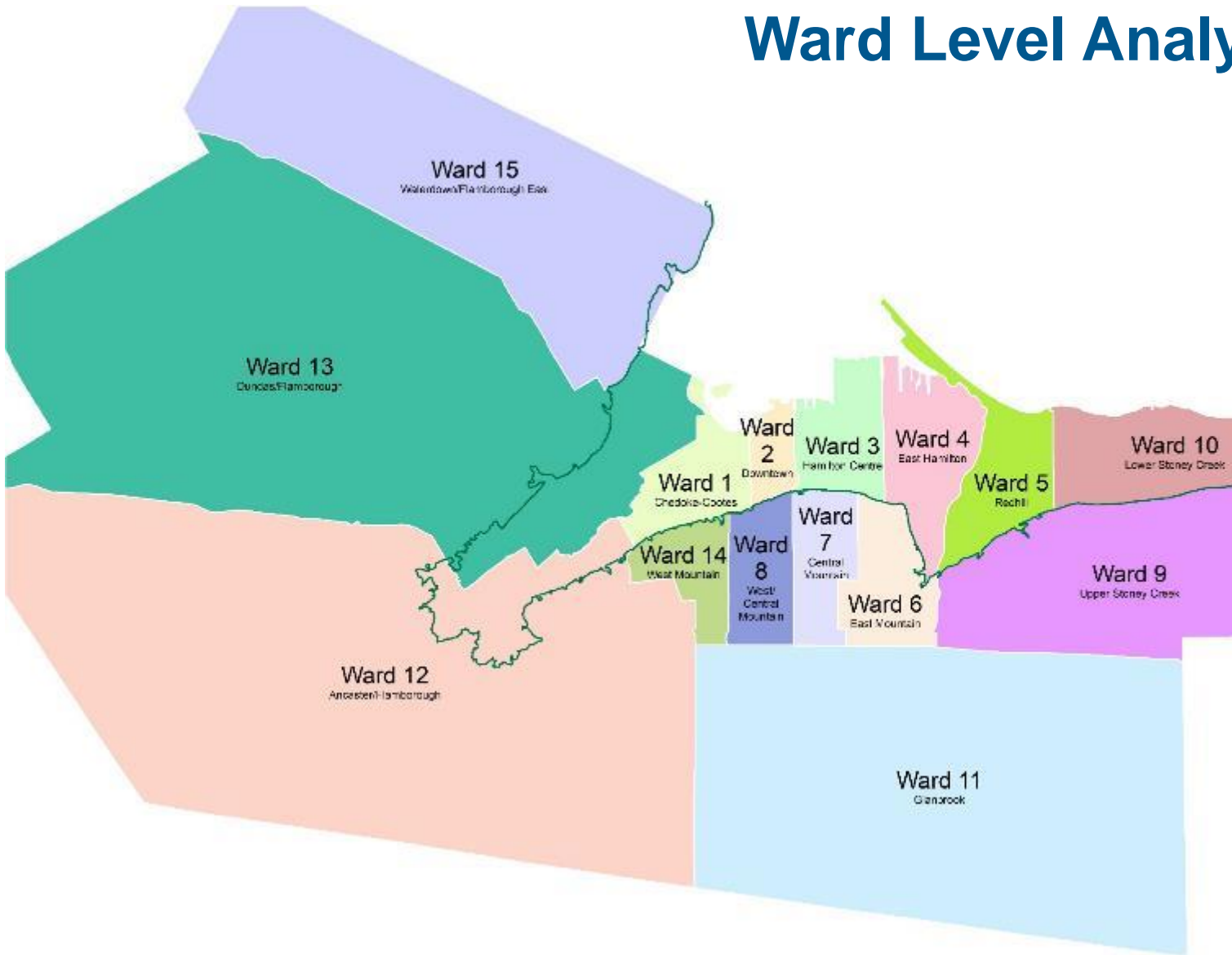
Hamilton is on the right track towards our vision of being
“the best place to raise a child and age successfully”
(% that agree or strongly agree)



Phone Survey




Ward Level Analysis




NEW FOR 2019!

A larger survey sample size was completed so that ward level analysis could be completed with a low margin of error (about +/-5%)



Ward level data has been compared to city level data to highlight how each ward is different




Detailed results are shared in the report, ward level infographics are also available




Ward level data is also part of the project's open data release

Ward Level Summary



The survey results varied between wards which highlights that resident experiences differs across the city





This year's results are the baseline ward-level data for the City of Hamilton



Trend analysis can be performed when the next survey is performed



Ward level analysis

| Service | % rating service as excellent, very good or good | | Ward level result | | | | | | | | | | | | | | |
|-------------------------------------|--|------------------|-------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|
| | City of Hamilton | Ward level range | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Hamilton Street Railway (HSR) Buses | 66% | 27% to 80% | | ↑ | | | ↑ | ↑ | ↑ | ↑ | | ↓ | ↓ | ↓ | | | ↓ |
| Emergency Management | 79% | 59% to 84% | | | | | ↑ | ↑ | | | | | | | | ↑ | ↓ |
| Police Services | 81% | 62% to 87% | | | | | ↑ | | | | | ↑ | | | | ↑ | ↓ |
| Traffic Flow and Roadway Safety | 47% | 33% to 56% | | | | | ↑ | | ↑ | | ↓ | | | | | | ↓ |

 ward level result is significantly higher than COH
 ward level result is significantly lower than COH

Ward level analysis

| Service | % rating service as excellent, very good or good | | Ward level result | | | | | | | | | | | | | | |
|-----------------------------------|--|------------------|-------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|
| | City of Hamilton | Ward level range | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Building Permits | 52% | 41% to 61% | | | | | | | ↑ | | | | ↓ | | ↓ | | |
| Recreation | 84% | 71% to 90% | | | | | | ↑ | | | | ↓ | ↓ | | | ↑ | ↓ |
| Snow Plowing and Salting of Roads | 59% | 52% to 69% | | | ↓ | | | | | | ↓ | | ↑ | | ↑ | | ↓ |

 ward level result is significantly higher than COH
 ward level result is significantly lower than COH



Regularly conduct this survey so that results can be monitored and reported over time at the city and ward level (subject to operating budget approval)

Linking strategic and business plans to survey results, demonstrating that the City is listening and acting on resident feedback

Service owners reviewing and actioning results to improve resident satisfaction

Recommendation for Future Surveys



In order to contain costs and address project resourcing, the following recommendations are being made:

The frequency of conducting the Our City Survey in the future be moved to a triennial (every three years cycle).

Next survey would be in the second half of 2022.

The current margin of error at the ward level be increased to be in the range of +/- 9.8%.



Hamilton

QUESTIONS?