



2009 CITIZENS SURVEY

Presentation to Council
May 19, 2009



OAKVILLE

Satisfaction & Priorities Study
March 2009

Overview of Key Findings

Presented by:

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POLLARA 

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Agenda

- **Methodology**
- **Key Findings**
- **Detailed Findings**
 - **Context: Issues & Livability**
 - **Satisfaction Assessment: Aspects & Services**
 - **Contact & Customer Service**
 - **Policy: Identifying & Setting Priorities**
- **Implications for Next Steps**

Methodology

Research Instrument Specifications

- Telephone survey
- Scope: Randomly-selected, representative sample of Town residents
- Average length: 20 minutes
- Field Window: March 24-27, 2009

Sample Size & Statistical Reliability

- Total sample: N=805. $\pm 3.5\%$, 19 times out of 20.
- Ward-based quota regime & associated levels of statistical reliability:

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Total
Sample Size	104	100	120	216	150	115	805
Margin of Error	$\pm 9.6\%$	$\pm 9.8\%$	$\pm 8.9\%$	$\pm 6.7\%$	$\pm 8.0\%$	$\pm 9.1\%$	$\pm 3.5\%$

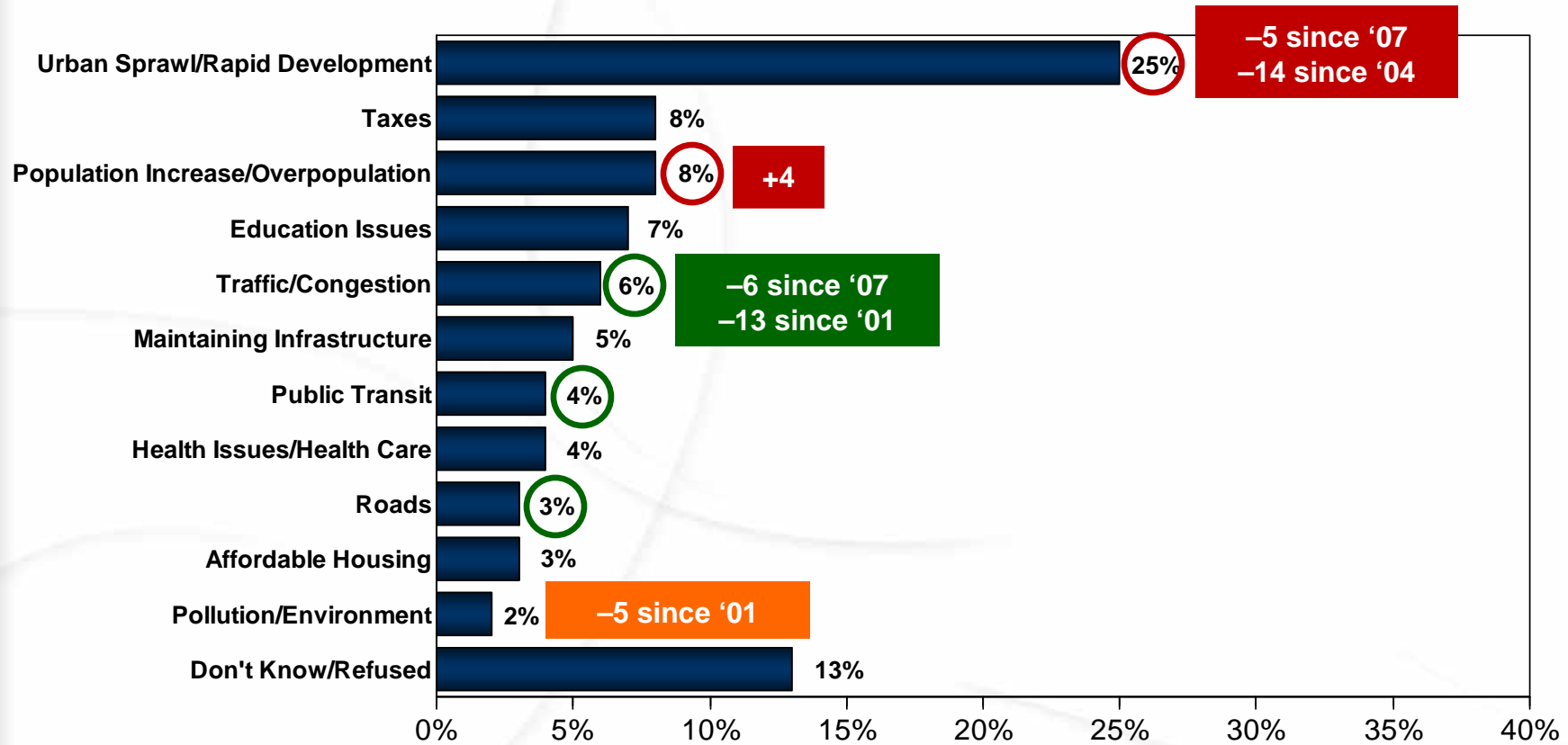
- Responses were statistically weighted according to actual ward, age and gender proportions based upon most recent Census.

Key Findings

- **Overall, results are positive and largely stable**
 - Satisfaction is high, quite strong, and appears durable/genuine
 - Livability and customer service scores are strong
 - Public appears relatively content/positive
- **A key overarching issue weaves through entire dataset: Growth**
 - Top concern: Growth issues (sprawl, development, population)
 - Top policy priority: Managing Growth
 - Top challenge to livability/quality of life: Growth/change (development)
 - **Public does not appear panicked or dissatisfied**
 - **But, they are engaged, monitoring, and wary**
- *** Livability/quality of life appears to temper growth concerns**

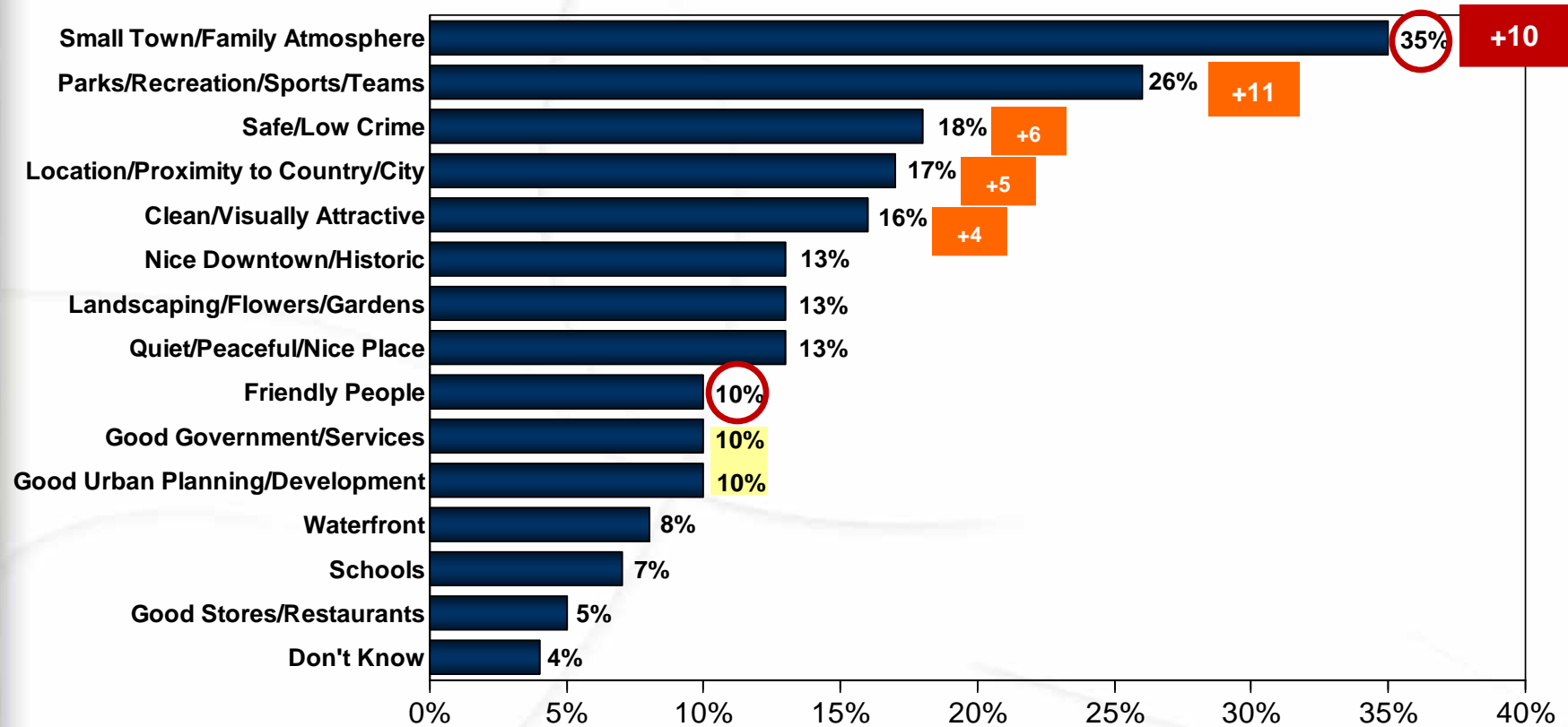
Context: Issues & Livability

Issue Agenda, Top Mentions: *No Lightning Rods of Discontent. Growth Concerns Still Dominate. Transportation Issues Low, Reduced.*



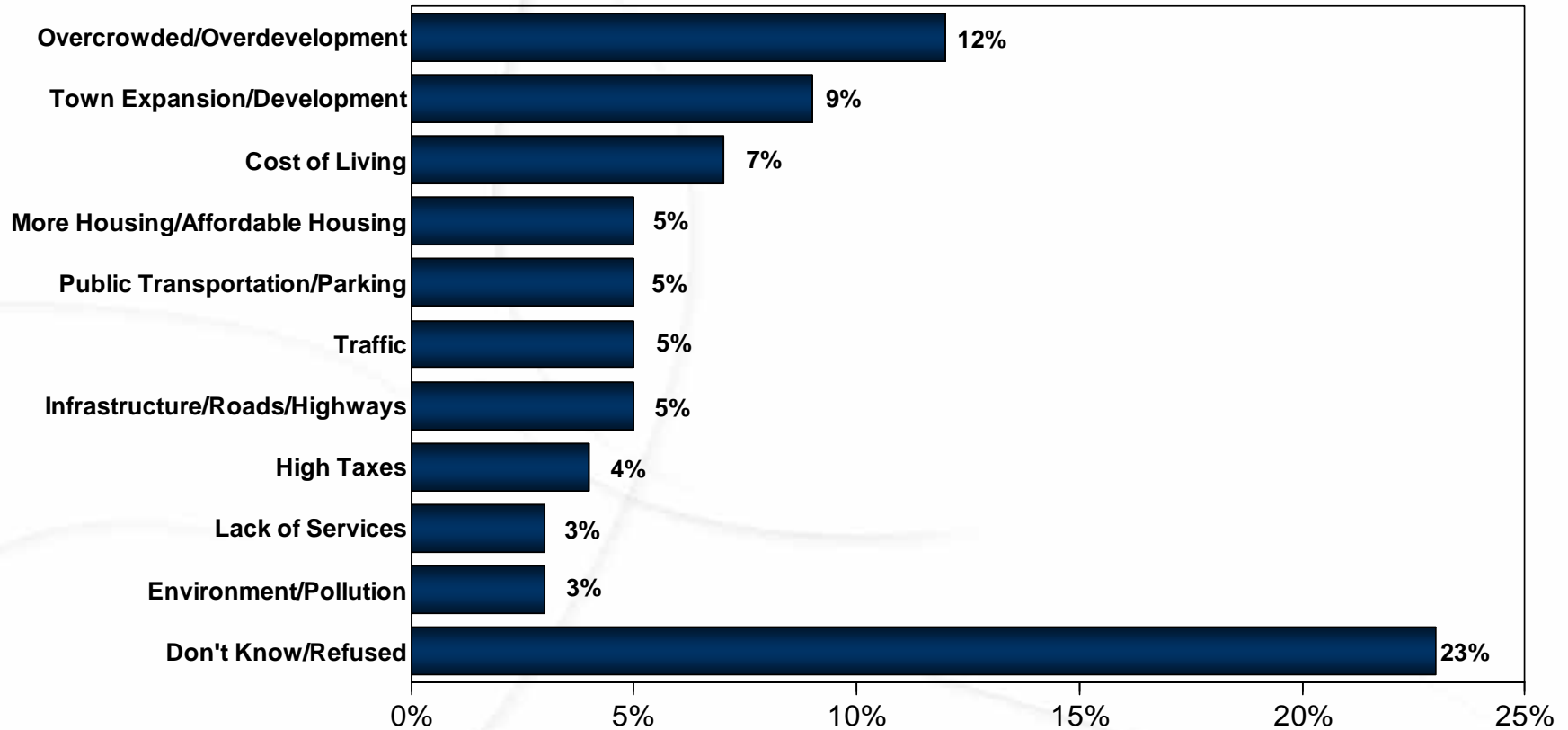
Q1. In your opinion, what is the single most important issue facing the Town of Oakville today?

Livability – Best Qualities: *Small Town “Feel”* is Primary Feature, Followed by *Parks/Rec, Aesthetics, & Good Government*



Q4N. What are the qualities or features of the Town of Oakville that make it livable?

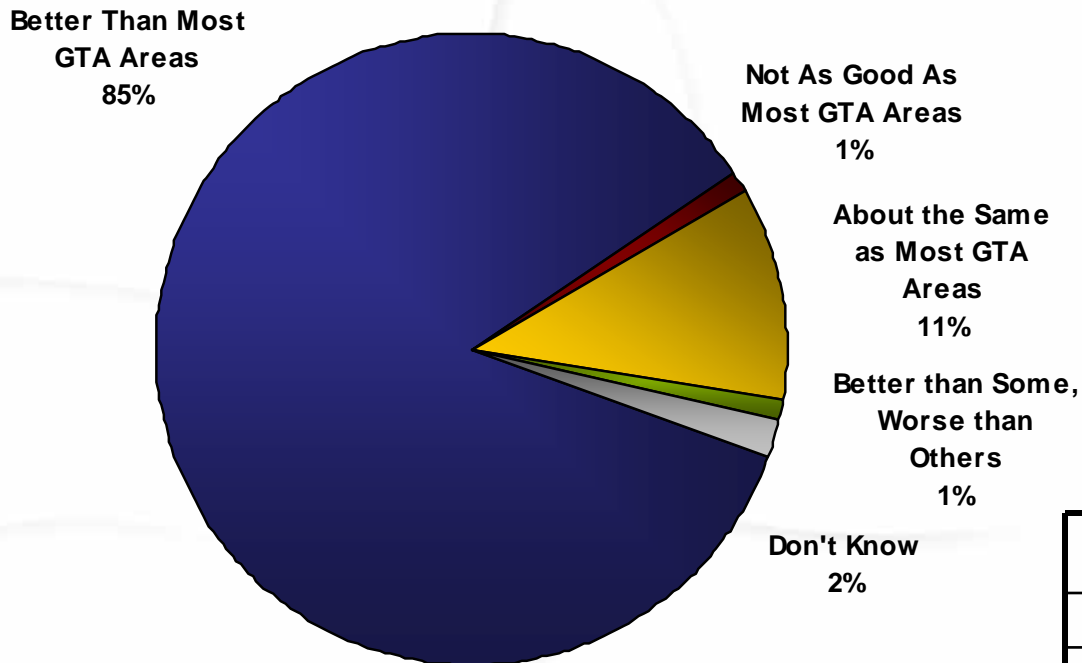
Livability – Challenges: *No Specific Lightning Rods, with 23% DK.* ***Growth issues – esp. Development – remain Top Concern.***



Q5. *What is the greatest challenge that prevents the Town of Oakville from being the most livable town in Canada?*

Livability – Comparative Position in GTA:

Most Feel it is Better in Oakville – Only 1-2% Feel it is Worse

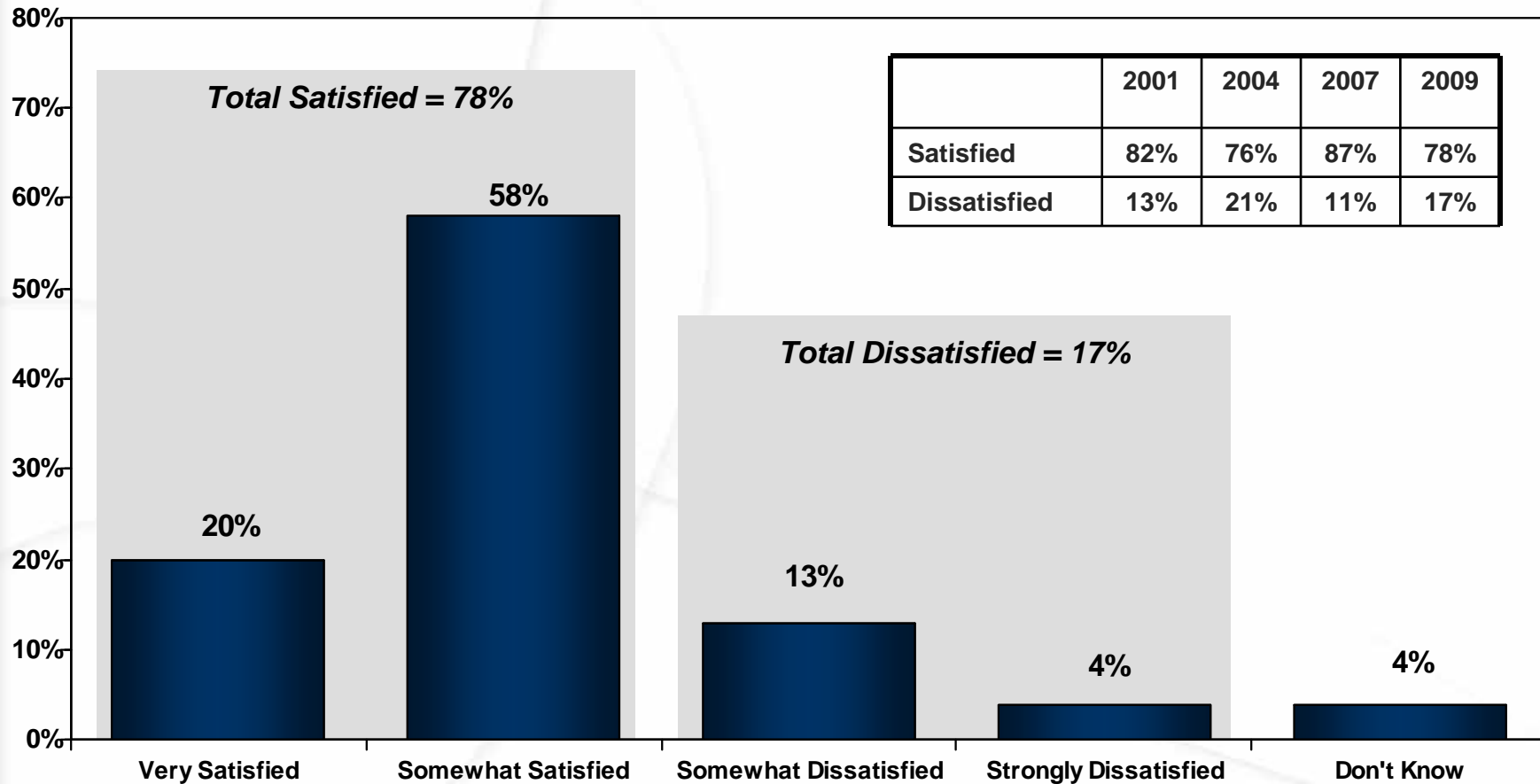


	2007	2009
Better than Most	83%	85%
Not As Good	2%	1%
About The Same	13%	11%

Q6. Thinking about Oakville as a place in which to live, would you say that the degree of livability in Oakville is generally...

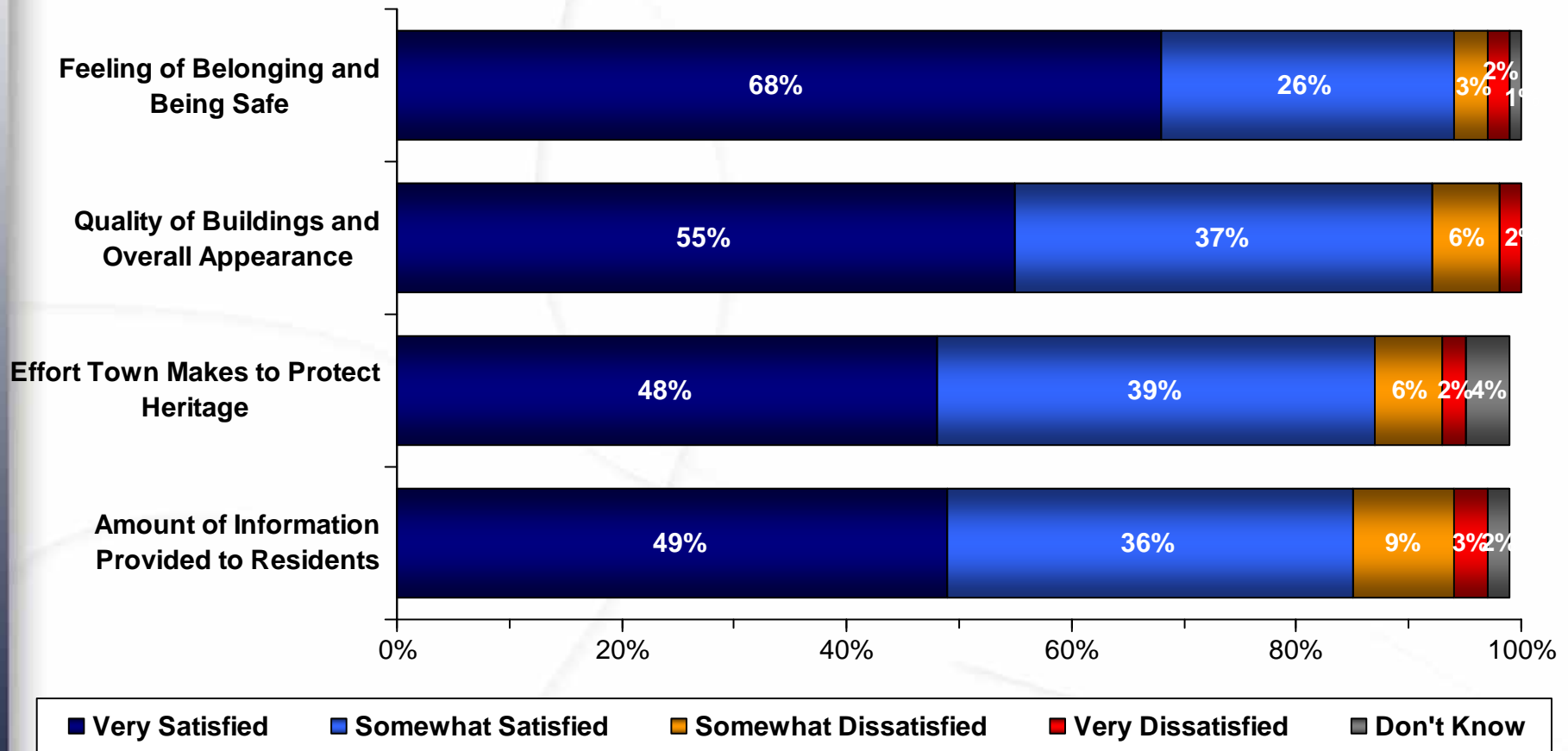
Satisfaction Assessment: Attributes & Services

Overall Satisfaction with Town Government, Top-of-Mind: High, Moderate Level of Satisfaction – Few Strongly Dissatisfied



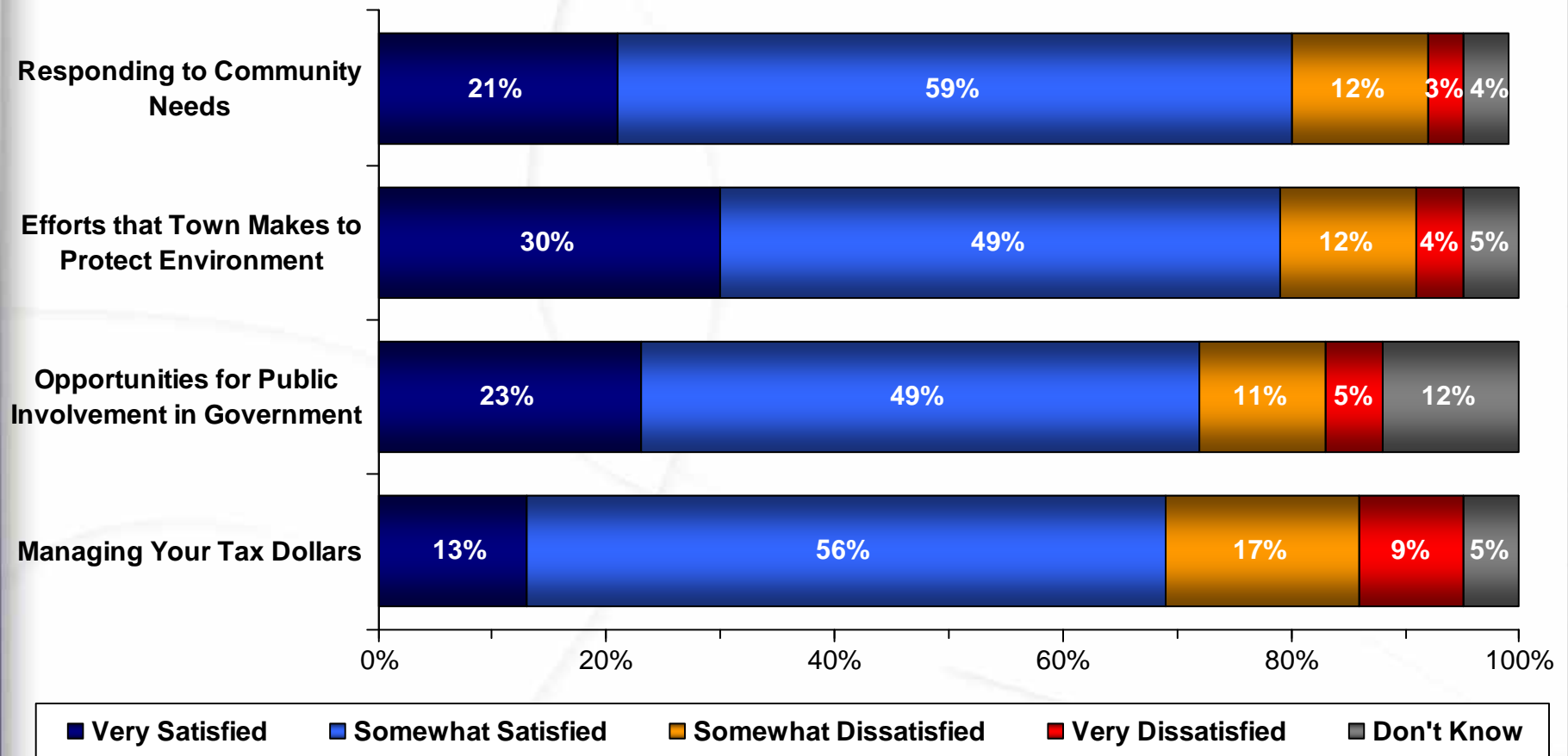
Q3N. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Town of Oakville government?

Satisfaction with Aspects – Top Tier: *High, Strong Levels: Belonging (94%), Visual Appeal (92%), Heritage (87%), Info/Comm (85%)*



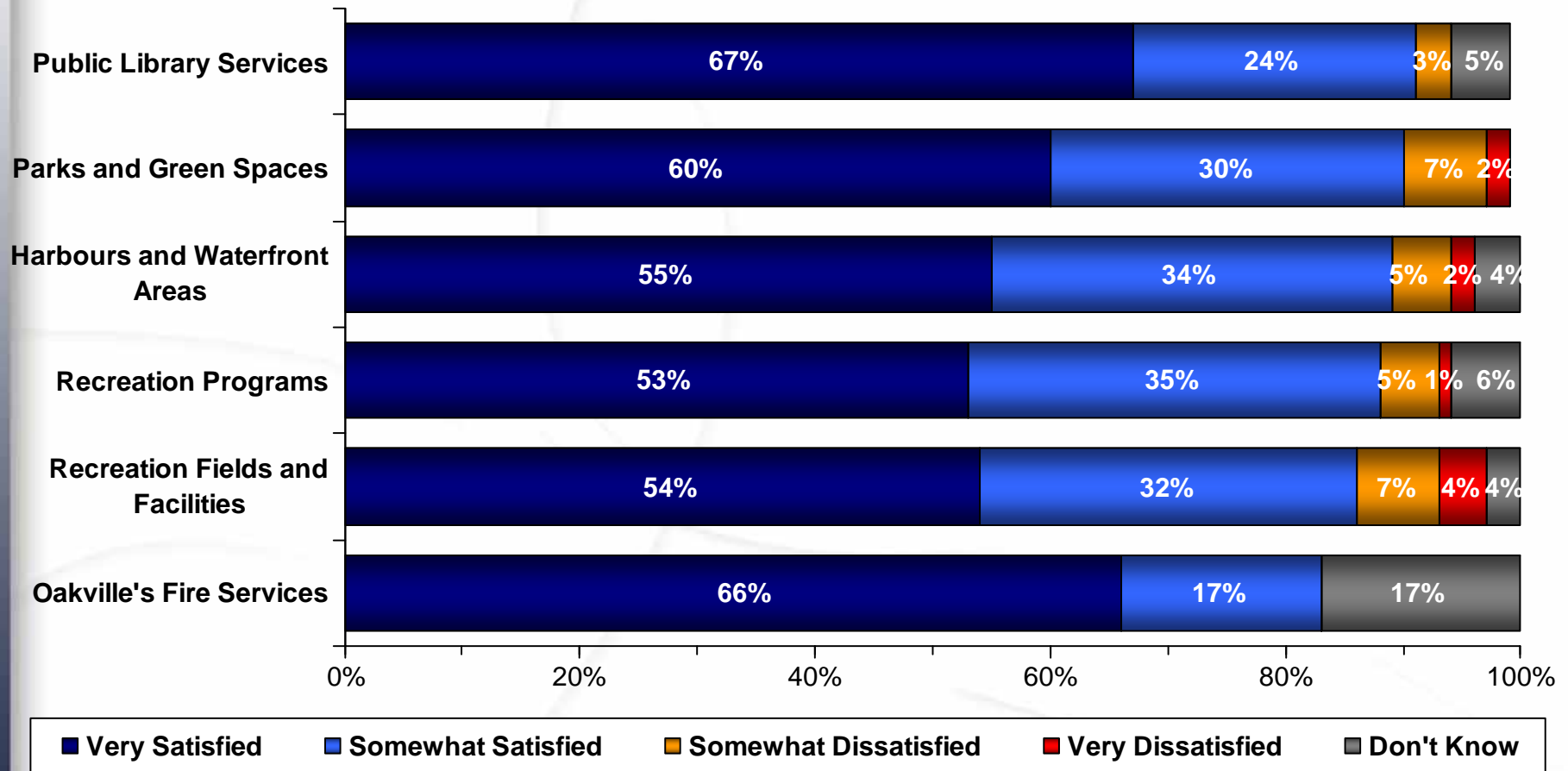
Q7-Q14. I am going to read a list of attributes about the Town of Oakville. For each one, please tell me if you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the performance of the Town. What about...?

Satisfaction with Aspects – Lower Tier: *High, Moderate Levels: Responsive (80%), Enviro (79%), Inclusive (72%), Managing Tax \$ (69%)*



Q7-Q14. I am going to read a list of attributes about the Town of Oakville. For each one, please tell me if you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the performance of the Town. What about...?

Satisfaction with Services – Top Tier: High, Strong Levels: Libraries (91%), Greenspace (90%), Waterfront (89%), Rec Progs (88%), Rec Facilities (86%), Fire (83%, with 0% dissatisfaction, 17% DK)

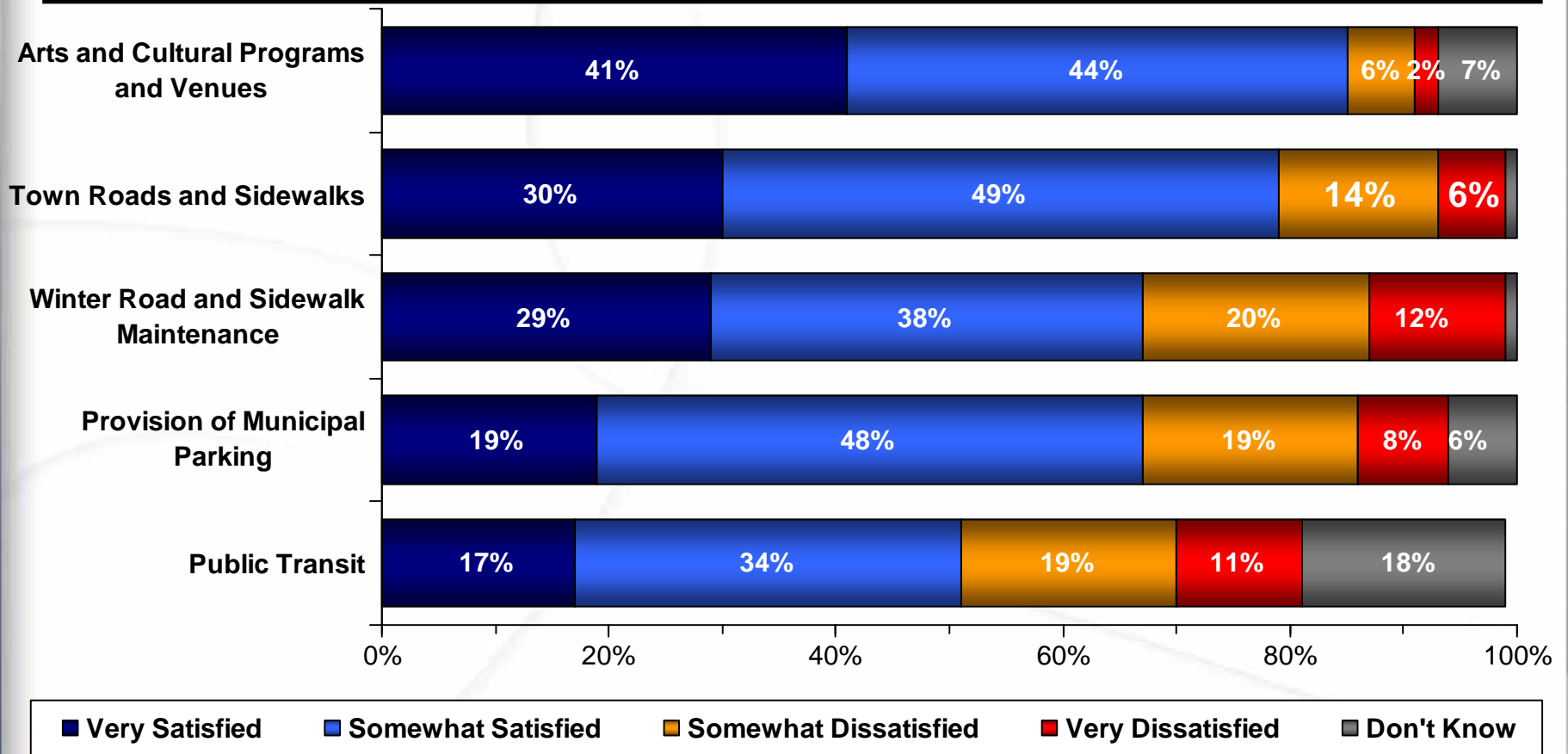


Q15-Q25. Using the same scale, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the performance of the Town of Oakville on each of the following services? What about...?

Satisfaction with Services – Lower Tier: *Majority Satisfaction: Arts (85%), Roads/Sidewalks (79%), Winter (67%), Parking (67%), & Transit (51%, with 18% DK and only 19% regular users)*

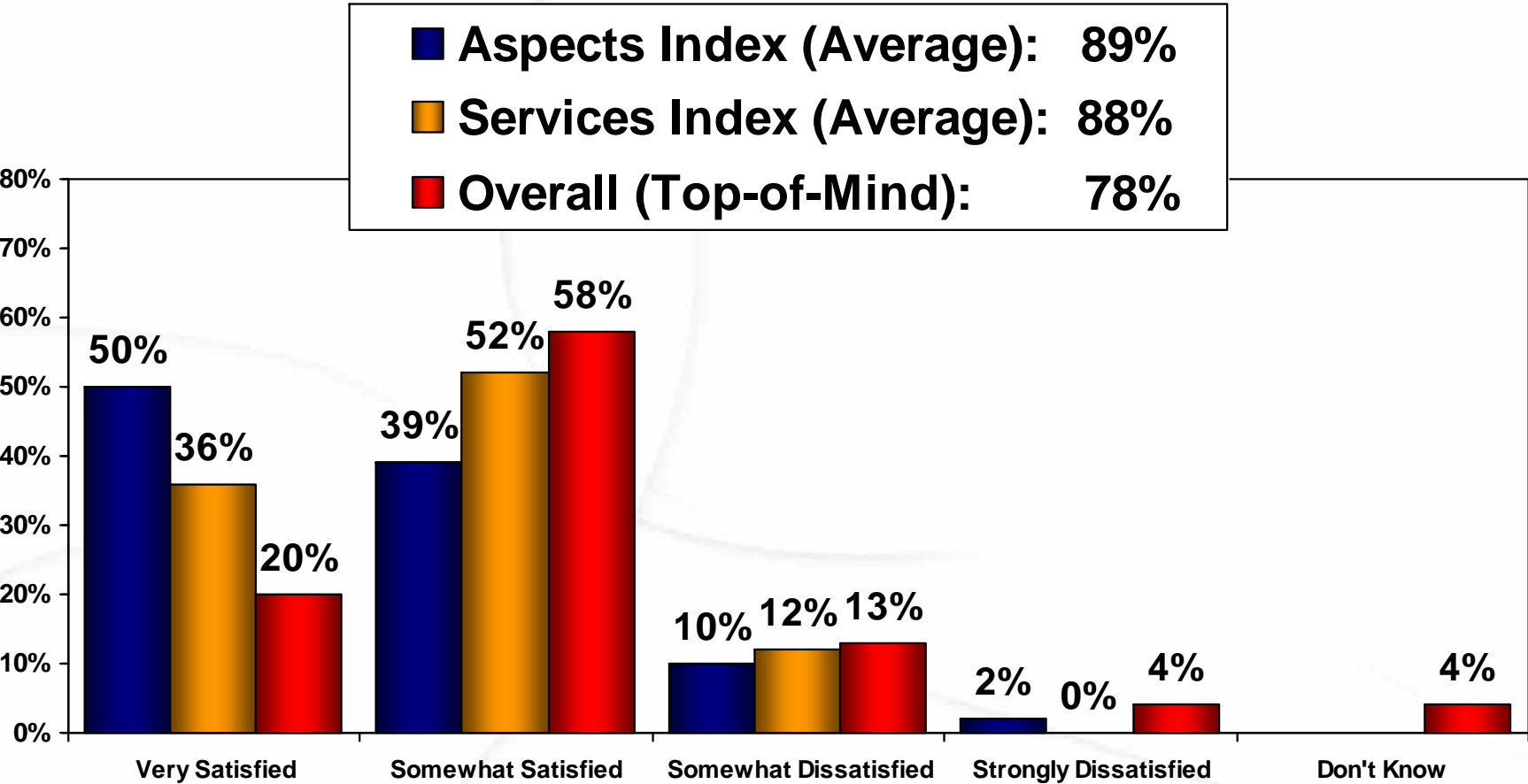
Notes on Transit Usage: 51% never use it, 30% are infrequent users, and 19% are regular (daily, weekly, monthly) users. *Among users*, the top reasons are as follows: 31% use for social reasons, whereas 30% use for commuting to work (27%) or school (3%) – and another 12% use to access GO Transit. Another 11% use for appointments and 5% have no car.

• *Notably, there is no significant difference in transit satisfaction levels across user/non-user segments.*



Q15-Q25. Using the same scale, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the performance of the Town of Oakville on each of the following services? What about...?

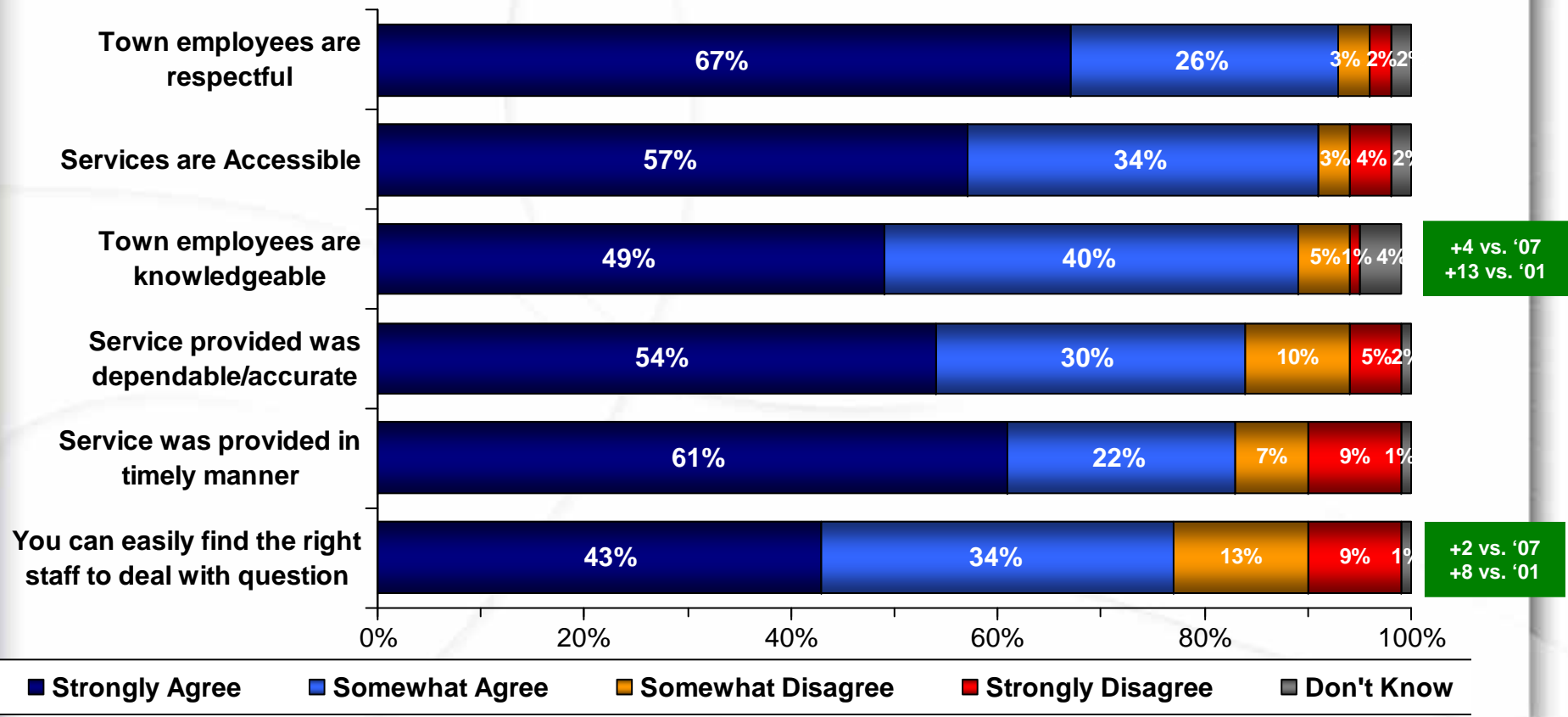
Top-of-Mind vs. Specific Satisfaction: *Indicative that Resident Satisfaction is Genuine & Durable, Satisfaction Ratings on Specifics are Higher & More Intense than General Top-of-Mind Rating.*



Contact & Customer Service

Customer Service User Ratings: *High, Strongly Positive Scores: Respectful (93%), Accessible (91%), Knowledgeable (89%), Accurate (84%), Timely (83%), & Find Right Person (77%).*

• **Note:** 37-40% indicate that they have not contacted the Town in the past 2 years. The primary method of contact is telephone (36%), followed by email (8%), in-person/at the Town Hall (8%), website (6%), and in-person/at another facility (1%). And, less than 1% have contacted the Town via local representative committee and by mail.

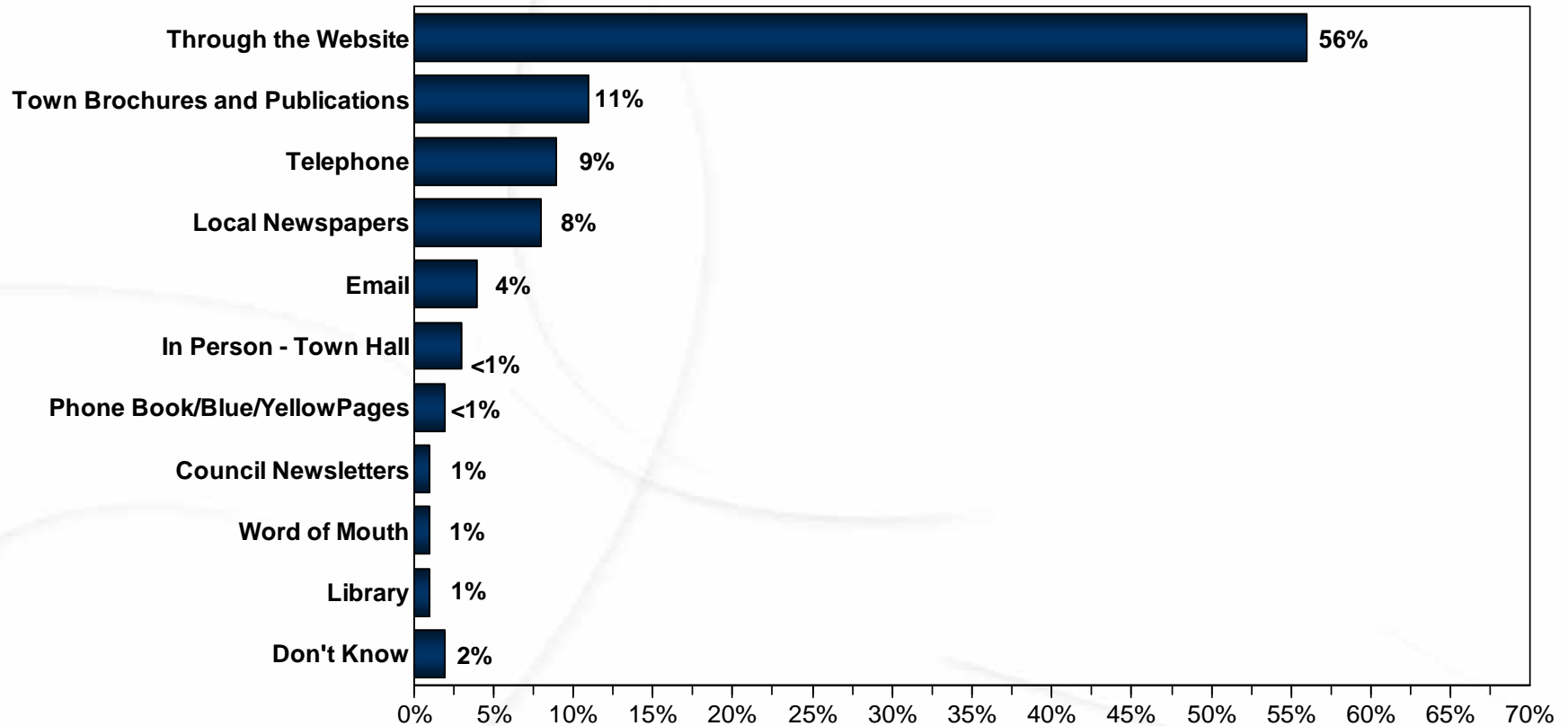


Q57N-Q62N. Base: Have Contacted the Town of Oakville in past 2 years: "And thinking about the most recent contact you had with the Town of Oakville, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements? What about...?"

Top Sources of Town Information:

Dominant Source: Website (56%).

Secondary Sources: Town Publications, Phone, & Local Newspaper.



Q63. How would you most often find information about the town of Oakville?

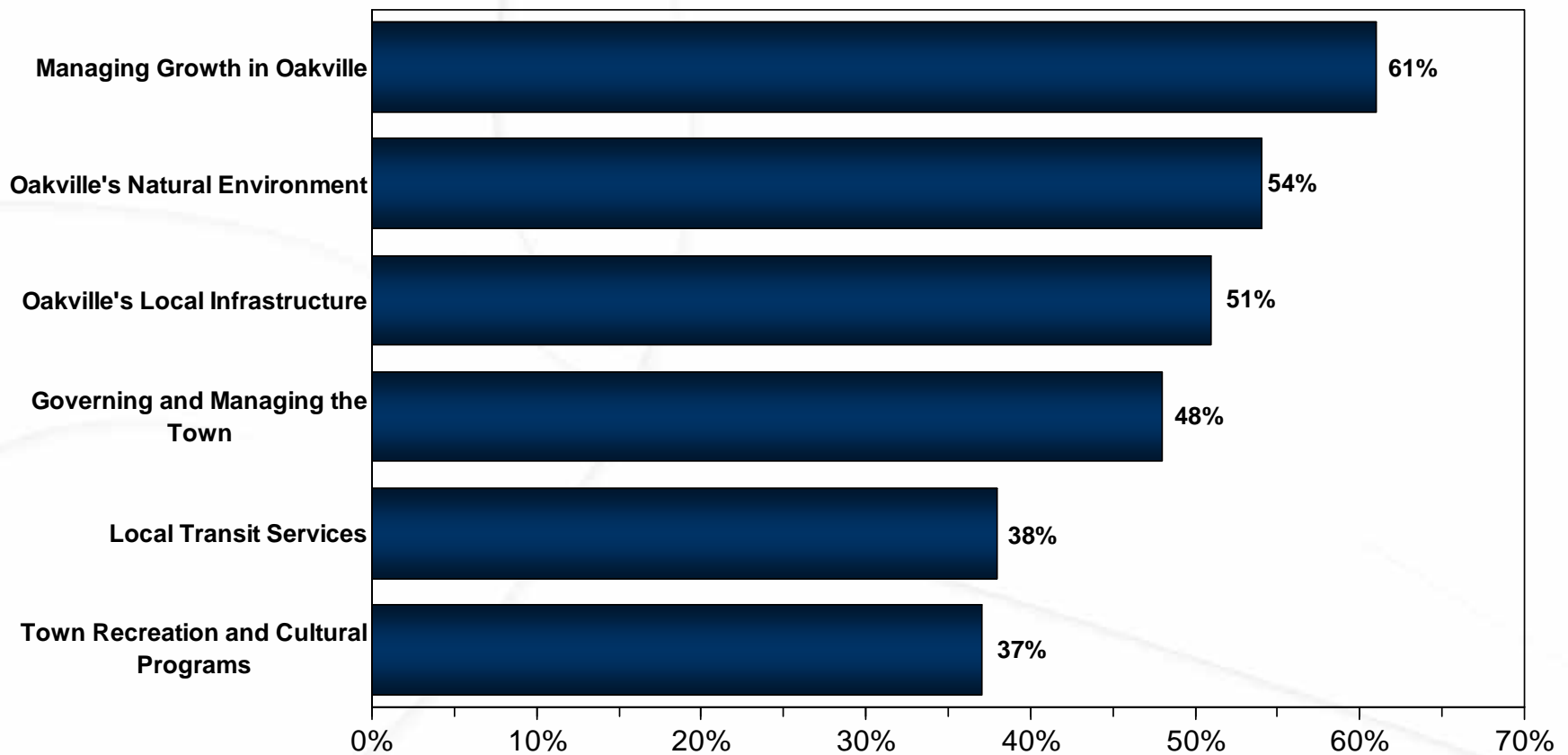
Policy: Identifying & Setting Priorities

Overall Priority Ranking of 6 Key Policy Areas:

Clearly, Top Tier Priority is Managing Growth.

Secondary Tier Priorities: Environment, Infrastructure, Governance.

- **Pairwise Testing:** Each respondent was presented with 15 different “pairs” of policy areas – that is, paired combinations of the 6 policy areas below – and asked to indicate which policy area they felt should be the higher priority for the Town in terms of attention/funding. *The percentages below indicate the % of times that each policy area was chosen – how often it “won” – when it was presented as part of a pair.*



Q26-Q42. Now, I am going to read you a number of pairs of specific areas that the Town of Oakville could focus their attention on or direct money towards. For each, I would like you to tell me which one you feel should receive a higher priority. What about ... or ... ?

Policy vs. Policy Priority Grid: *Managing Growth Always “Wins”.*

Read Grid by Vertical Columns	% Times Each of the Policy Areas Below “Wins” vs. Policy Areas on Left (In Rows)					
	Oakville’s Natural Environment ↓	Oakville’s Local Infrastructure ↓	Town Recreation and Cultural Programs ↓	Local Transit Services ↓	Governing and Managing the Town ↓	Managing Growth in Oakville ↓
Oakville’s Natural Environment		44%	34%	37%	46%	53%
Oakville’s Local Infrastructure	53%		35%	36%	44%	44%
Town Recreation and Cultural Programs	64%	62%		48%	58%	65%
Local Transit Services	60%	60%	48%		58%	65%
Governing and Managing the Town	51%	52%	39%	38%		62%
Managing Growth in Oakville	44%	38%	31%	31%	35%	

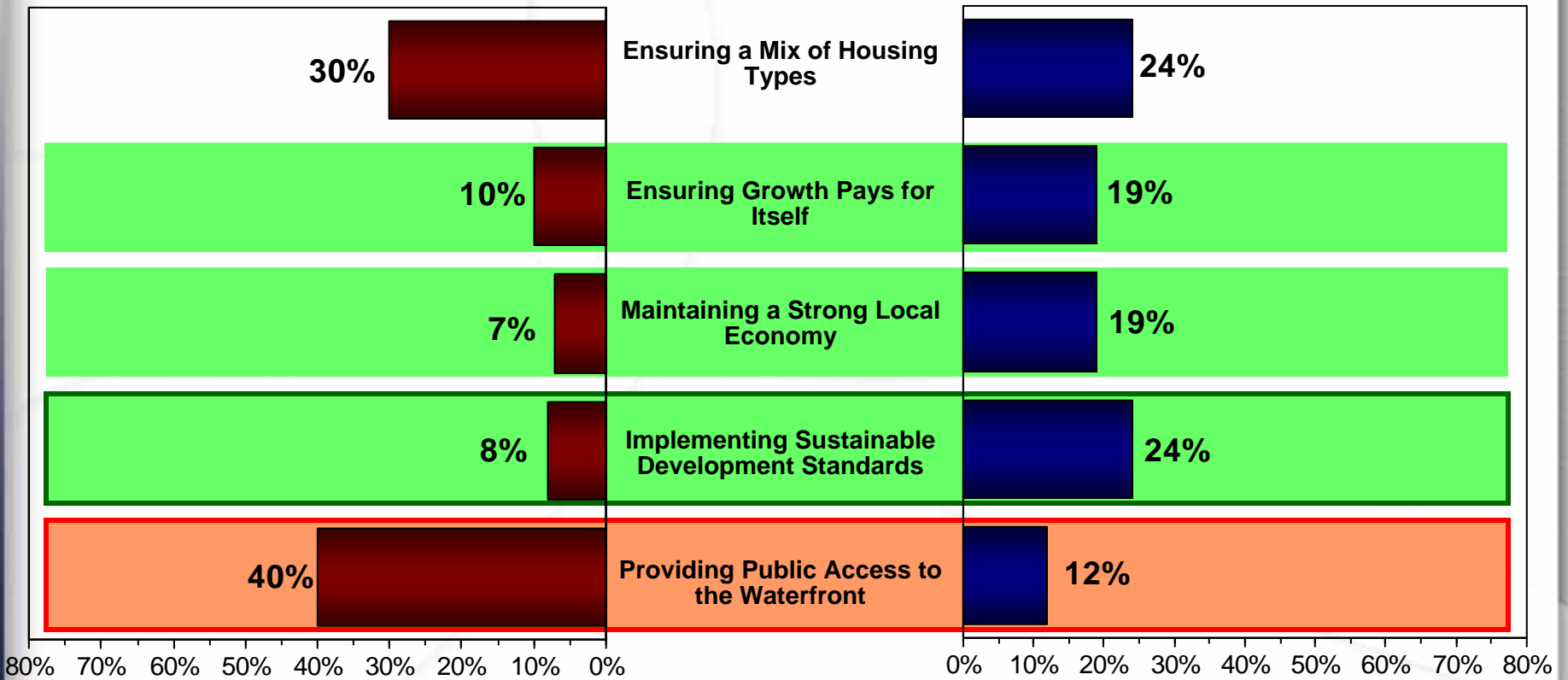
Q26-Q42. Now, I am going to read you a number of pairs of specific areas that the Town of Oakville could focus their attention on or direct money towards. For each, I would like you to tell me which one you feel should receive a higher priority. What about... (Read % responses vertically, e.g. Oakville’s local environment selected 53% of time when paired with Infrastructure)

Areas of Focus within Managing Growth (#1): Sustainable Development; Economy & Self-Pay Growth Follow – Not Waterfront

• **Note:** Following this survey section, respondents were provided an open-ended opportunity to cite the most important priority to them. Growth-related issues were predominant: 15% alone cited managing growth as most important, while a further 10% cited a particular policy in the growth management portfolio.

Focus on Least

Focus on Most



Q51. Thinking about managing the growth in the Town of Oakville, which of the following would you like to see the Town of Oakville focus on most?

Q52. And, which of those things do you think the Town of Oakville should focus on least?

Areas of Focus within Managing Growth: By Gender, Age, Ward, Income

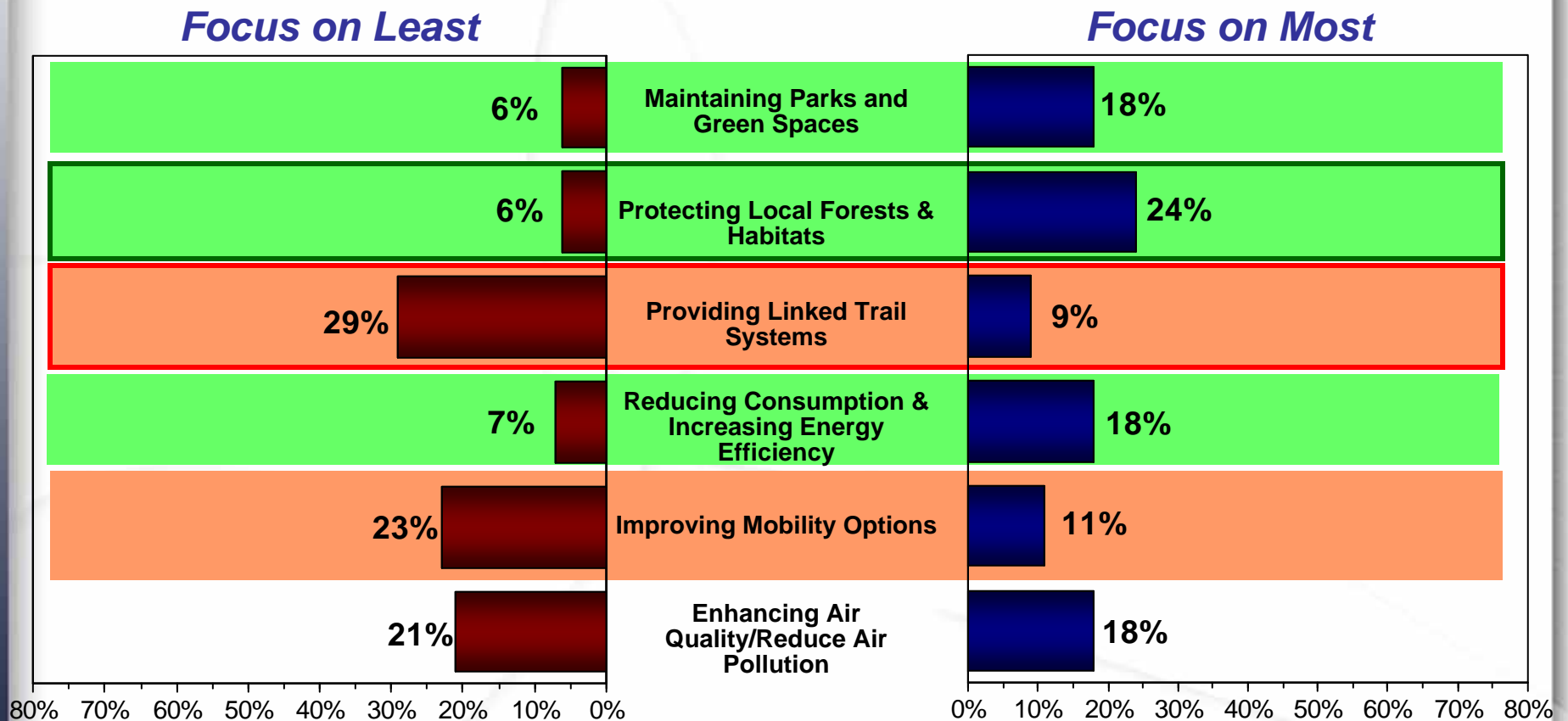
•Overall “most” and “least” important areas of focus for each demographic are highlighted in green and yellow, respectively, and are calculated based on the proportion who select a priority as the most important less the proportion who select it as least important.

	Providing a Mix of Housing Types		Ensuring Growth Pays for Itself		Providing a Strong Local Economy		Put Sustainable Development Standards In Place		Providing Public Access to the Waterfront	
	Most	Least	Most	Least	Most	Least	Most	Least	Most	Least
Men	20%	35%	22%	10%	18%	8%	25%	8%	13%	35%
18-34	33%	26%	18%	9%	16%	9%	26%	12%	6%	41%
35-54	15%	41%	29%	10%	17%	9%	25%	7%	13%	31%
55+	16%	34%	15%	11%	21%	6%	25%	8%	19%	35%
Women	28%	25%	16%	11%	20%	5%	24%	7%	11%	45%
18-34	35%	28%	13%	9%	17%	7%	30%	<1%	4%	52%
35-54	19%	31%	17%	12%	23%	4%	25%	10%	16%	39%
55+	35%	15%	18%	10%	20%	6%	16%	10%	10%	47%
Ward 1	24%	29%	25%	9%	10%	9%	27%	6%	13%	40%
Ward 2	39%	26%	9%	14%	12%	4%	20%	8%	17%	40%
Ward 3	18%	38%	23%	12%	17%	9%	22%	6%	18%	27%
Ward 4	20%	35%	22%	9%	23%	7%	28%	7%	8%	40%
Ward 5	28%	24%	13%	13%	24%	5%	23%	7%	11%	47%
Ward 6	22%	24%	22%	8%	20%	6%	23%	14%	11%	44%
Less than \$30,000	56%	6%	9%	5%	13%	3%	7%	28%	13%	50%
\$30-\$70,000	33%	22%	13%	11%	21%	9%	21%	8%	9%	42%
\$70-\$110,000	28%	29%	15%	17%	19%	6%	26%	7%	12%	39%
\$110-\$150,000	23%	32%	20%	8%	19%	3%	23%	8%	14%	48%
\$150,000 and over	9%	43%	29%	6%	19%	6%	31%	6%	12%	37%

Q51. Thinking about managing the growth in the Town of Oakville, which of the following would you like to see the Town of Oakville focus on most?

Q52. And, which of those things do you think the Town of Oakville should focus on least?

Areas of Focus within Environment (#2): *Local Habitats, Followed by Greenspace/Parks, Conservation – Not Trails or Mobility.*



Q41. Thinking now about Oakville's Natural Environment, which of the following would you like to see the Town of Oakville focus on most?

Q42. And, which of those things do you think the Town of Oakville should focus on least?

Areas of Focus within Environment: By Gender, Age, Ward, Income

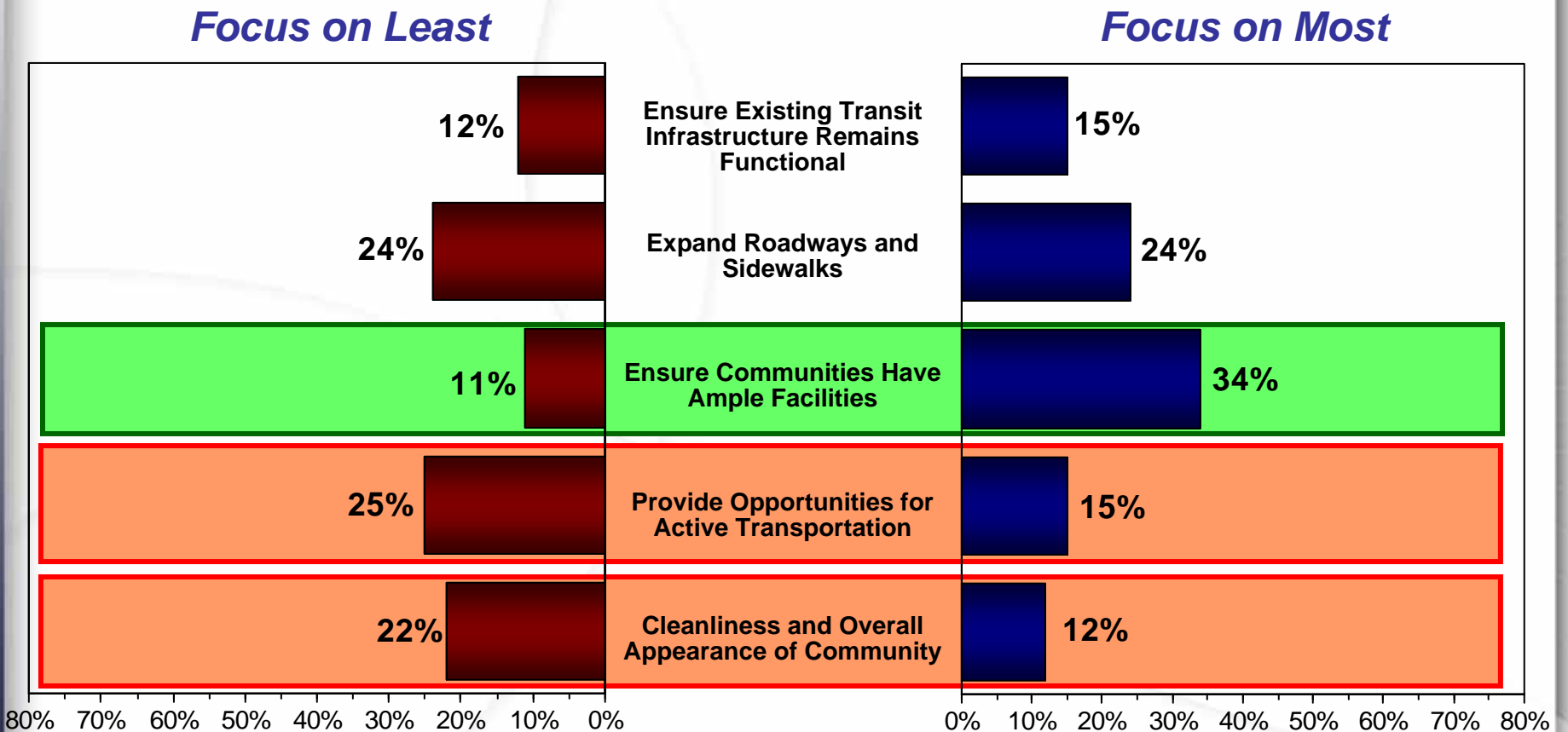
•Overall “most” and “least” important areas of focus for each demographic are highlighted in green and yellow, respectively, and are calculated based on the proportion who select a priority as the most important less the proportion who select it as least important.

	Maintain Parks/Green Spaces		Protect Local Forests/ Habitats		Provide Linked Trail Systems		Lower Consumption/ Raise Efficiency		Improve Mobility Options		Enhance Air Quality/ Reduce Pollution	
	Most	Least	Most	Least	Most	Least	Most	Least	Most	Least	Most	Least
Men	19%	5%	27%	6%	11%	22%	17%	8%	11%	26%	13%	27%
18-34	15%	8%	33%	9%	6%	24%	22%	2%	19%	30%	6%	22%
35-54	21%	6%	28%	4%	14%	18%	15%	11%	8%	27%	14%	29%
55+	18%	3%	21%	6%	13%	26%	16%	9%	9%	21%	18%	29%
Women	17%	6%	21%	6%	8%	36%	18%	6%	11%	21%	23%	16%
18-34	15%	9%	20%	5%	11%	41%	21%	2%	13%	21%	17%	20%
35-54	17%	7%	26%	8%	6%	33%	18%	5%	11%	22%	20%	16%
55+	19%	3%	16%	5%	7%	37%	16%	11%	8%	19%	32%	13%
Ward 1	26%	3%	21%	9%	4%	26%	21%	7%	6%	20%	18%	25%
Ward 2	13%	3%	23%	5%	6%	42%	22%	6%	16%	12%	17%	22%
Ward 3	18%	4%	17%	10%	11%	34%	18%	6%	9%	24%	24%	13%
Ward 4	19%	7%	26%	4%	12%	24%	15%	8%	10%	28%	17%	24%
Ward 5	15%	5%	30%	5%	7%	31%	19%	7%	12%	24%	16%	21%
Ward 6	18%	11%	23%	4%	13%	25%	15%	8%	13%	25%	16%	22%
Less than \$30,000	11%	7%	27%	7%	1%	37%	18%	12%	15%	20%	27%	11%
\$30-\$70,000	13%	6%	23%	7%	9%	32%	21%	6%	18%	22%	15%	17%
\$70-\$110,000	20%	5%	21%	10%	9%	29%	24%	5%	7%	25%	17%	25%
\$110-\$150,000	13%	7%	34%	2%	7%	39%	15%	5%	16%	22%	14%	22%
\$150,000 and over	24%	3%	21%	5%	13%	22%	16%	9%	5%	25%	17%	27%

Q41. Thinking now about Oakville’s Natural Environment, which of the following would you like to see the Town of Oakville focus on most?

Q42. And, which of those things do you think the Town of Oakville should focus on least?

Areas of Focus within Infrastructure (#3): Community Facilities/Resources – Not Active Transport or Cleanliness.



Q43. Thinking now about Oakville's Local Infrastructure, which of the following would you like to see the Town of Oakville focus on most?

Q44. And, which of those things do you think the Town of Oakville should focus on least?

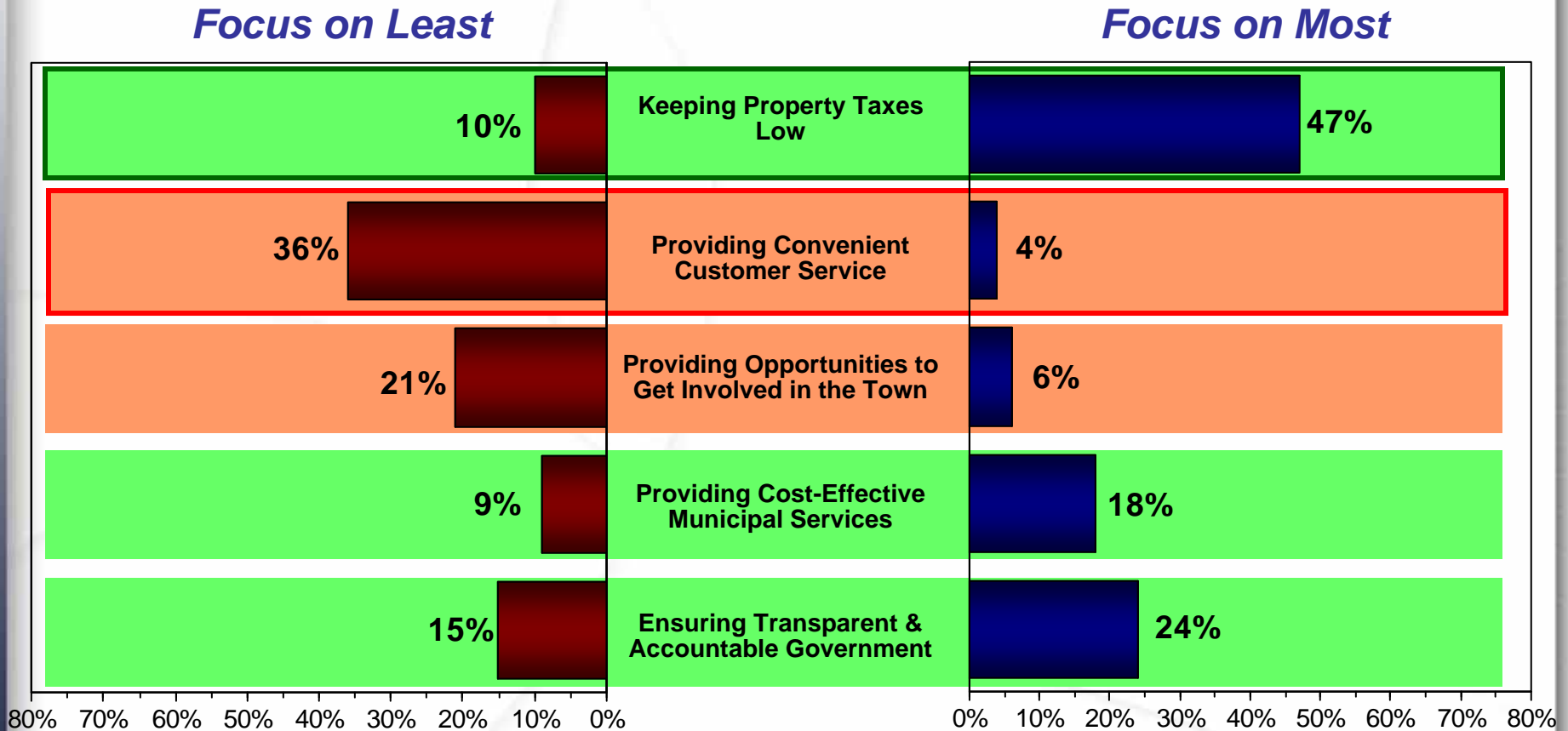
Areas of Focus within Infrastructure: By Gender, Age, Ward, Income

	Ensuring Existing Infrastructure is Functional		Expanding Roadways and Sidewalks		Ensuring Communities Have Ample Facilities		Provide Opportunities for Active Transportation		Overall Cleanliness and Appearance of Community	
	Most	Least	Most	Least	Most	Least	Most	Least	Most	Least
Men	15%	16%	23%	23%	33%	13%	16%	22%	12%	20%
18-34	21%	18%	26%	28%	33%	16%	14%	16%	6%	20%
35-54	12%	14%	20%	24%	36%	12%	19%	23%	13%	20%
55+	14%	17%	25%	16%	30%	11%	13%	27%	16%	20%
Women	15%	8%	24%	24%	34%	9%	14%	27%	12%	23%
18-34	11%	6%	35%	32%	34%	6%	16%	23%	5%	32%
35-54	16%	12%	19%	26%	42%	8%	13%	27%	10%	21%
55+	16%	3%	23%	16%	24%	13%	12%	31%	20%	19%
Ward 1	20%	10%	16%	19%	38%	10%	16%	25%	7%	28%
Ward 2	15%	7%	13%	29%	30%	9%	22%	24%	19%	23%
Ward 3	10%	13%	20%	30%	46%	11%	14%	27%	8%	13%
Ward 4	15%	13%	30%	23%	31%	10%	10%	26%	12%	20%
Ward 5	19%	12%	28%	23%	29%	10%	10%	21%	13%	25%
Ward 6	9%	13%	25%	19%	33%	14%	23%	25%	10%	25%
Less than \$30,000	24%	9%	21%	26%	23%	4%	14%	30%	13%	18%
\$30-\$70,000	19%	8%	25%	22%	26%	8%	17%	27%	12%	22%
\$70-\$110,000	16%	12%	24%	27%	36%	15%	12%	18%	11%	25%
\$110-\$150,000	13%	14%	24%	24%	40%	9%	11%	20%	11%	31%
\$150,000 and over	9%	16%	22%	24%	40%	9%	17%	29%	11%	17%

Q43. Thinking now about Oakville's Local Infrastructure, which of the following would you like to see the Town of Oakville focus on most?

Q44. And, which of those things do you think the Town of Oakville should focus on least?

Areas of Focus within Governance (#4): *Keep Taxes Low, Followed by Transparency & Cost-Effective – Not Cust. Service or Involvement*



Q49. Thinking about governing and managing the Town of Oakville, which of the following would you like to see the Town of Oakville focus on most?

Q50. And, which of those things do you think the Town of Oakville should focus on least?

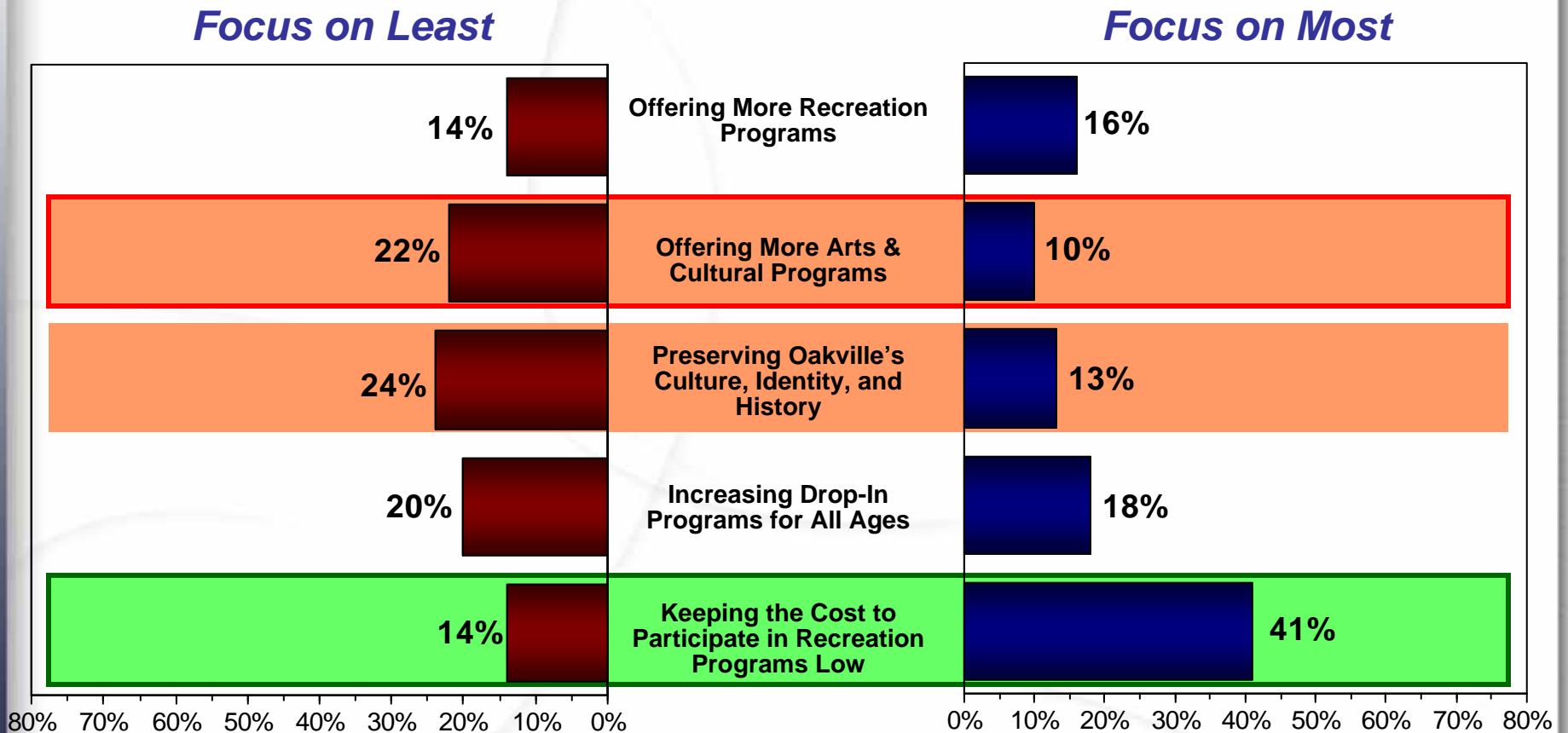
Areas of Focus within Governance: By Gender, Age, Ward, Income

	Keeping Property Taxes Low		Providing Convenient Customer Service		Providing Opportunities to Get Involved		Providing Cost Effective Municipal Services		Transparent and Accountable Government	
	Most	Least	Most	Least	Most	Least	Most	Least	Most	Least
Men	43%	11%	6%	36%	7%	20%	17%	11%	26%	16%
18-34	43%	9%	6%	37%	13%	8%	8%	24%	28%	19%
35-54	48%	9%	5%	39%	4%	25%	18%	7%	25%	16%
55+	37%	18%	6%	29%	5%	25%	25%	6%	24%	15%
Women	50%	8%	3%	37%	6%	22%	18%	7%	23%	14%
18-34	42%	14%	4%	41%	9%	19%	21%	6%	25%	11%
35-54	55%	6%	3%	39%	5%	24%	17%	6%	19%	14%
55+	48%	7%	1%	30%	3%	22%	19%	9%	26%	15%
Ward 1	52%	13%	1%	31%	1%	19%	25%	5%	20%	21%
Ward 2	47%	8%	1%	44%	7%	14%	17%	7%	26%	17%
Ward 3	41%	9%	0%	39%	13%	24%	15%	12%	29%	5%
Ward 4	47%	9%	8%	36%	7%	23%	15%	7%	22%	16%
Ward 5	46%	11%	6%	30%	3%	25%	17%	13%	29%	14%
Ward 6	49%	9%	3%	40%	5%	17%	23%	9%	19%	17%
Less than \$30,000	36%	8%	16%	11%	11%	14%	15%	28%	19%	28%
\$30-\$70,000	49%	15%	1%	32%	5%	19%	19%	11%	23%	10%
\$70-\$110,000	47%	4%	6%	38%	8%	21%	19%	11%	20%	18%
\$110-\$150,000	53%	10%	2%	49%	5%	19%	14%	3%	27%	14%
\$150,000 and over	45%	9%	2%	39%	6%	26%	21%	8%	26%	12%

Q49. Thinking about governing and managing the Town of Oakville, which of the following would you like to see the Town of Oakville focus on most?

Q50. And, which of those things do you think the Town of Oakville should focus on least?

Areas of Focus within Recreation/Culture (#5): *Low Program Costs – Not Cultural Programs, Historical Preservation*



Q45. Thinking about recreation and cultural programs in the Town, which of the following would you like to see the Town of Oakville focus on most?

Q46. And, which of those things do you think the Town of Oakville should focus on least?

Areas of Focus within Recreation/Culture: By Gender, Age, Ward, Income

	Offering More Recreation Programs		Offering More Arts & Cultural Programs		Preserving Oakville's Culture, Identity and History		Providing More Drop-In Programs for All Ages		Keeping the Cost to Participate in Programs Low	
	Most	Least	Most	Least	Most	Least	Most	Least	Most	Least
Men	21%	14%	12%	22%	15%	24%	13%	20%	36%	16%
18-34	21%	18%	18%	23%	9%	30%	14%	19%	38%	8%
35-54	28%	10%	9%	20%	13%	25%	10%	23%	37%	18%
55+	11%	17%	12%	23%	23%	17%	18%	15%	32%	19%
Women	11%	13%	8%	22%	12%	24%	22%	20%	45%	13%
18-34	11%	13%	11%	17%	11%	35%	26%	17%	42%	12%
35-54	15%	12%	6%	28%	13%	21%	18%	21%	48%	13%
55+	6%	15%	8%	17%	13%	20%	24%	22%	43%	12%
Ward 1	16%	9%	8%	23%	9%	20%	34%	17%	30%	21%
Ward 2	14%	14%	8%	33%	17%	15%	22%	12%	36%	19%
Ward 3	10%	20%	12%	16%	17%	18%	15%	20%	45%	14%
Ward 4	18%	13%	12%	23%	11%	27%	14%	21%	44%	10%
Ward 5	18%	9%	8%	23%	14%	32%	17%	18%	43%	14%
Ward 6	18%	16%	11%	13%	15%	24%	14%	27%	38%	12%
Less than \$30,000	3%	16%	13%	26%	6%	18%	15%	16%	59%	10%
\$30-\$70,000	12%	12%	12%	23%	16%	27%	23%	16%	35%	11%
\$70-\$110,000	15%	13%	9%	24%	14%	19%	19%	20%	43%	21%
\$110-\$150,000	16%	12%	7%	25%	13%	31%	20%	24%	43%	6%
\$150,000 and over	22%	14%	10%	15%	15%	28%	10%	22%	41%	16%

Q45. Thinking about recreation and cultural programs in the Town, which of the following would you like to see the Town of Oakville focus on most?

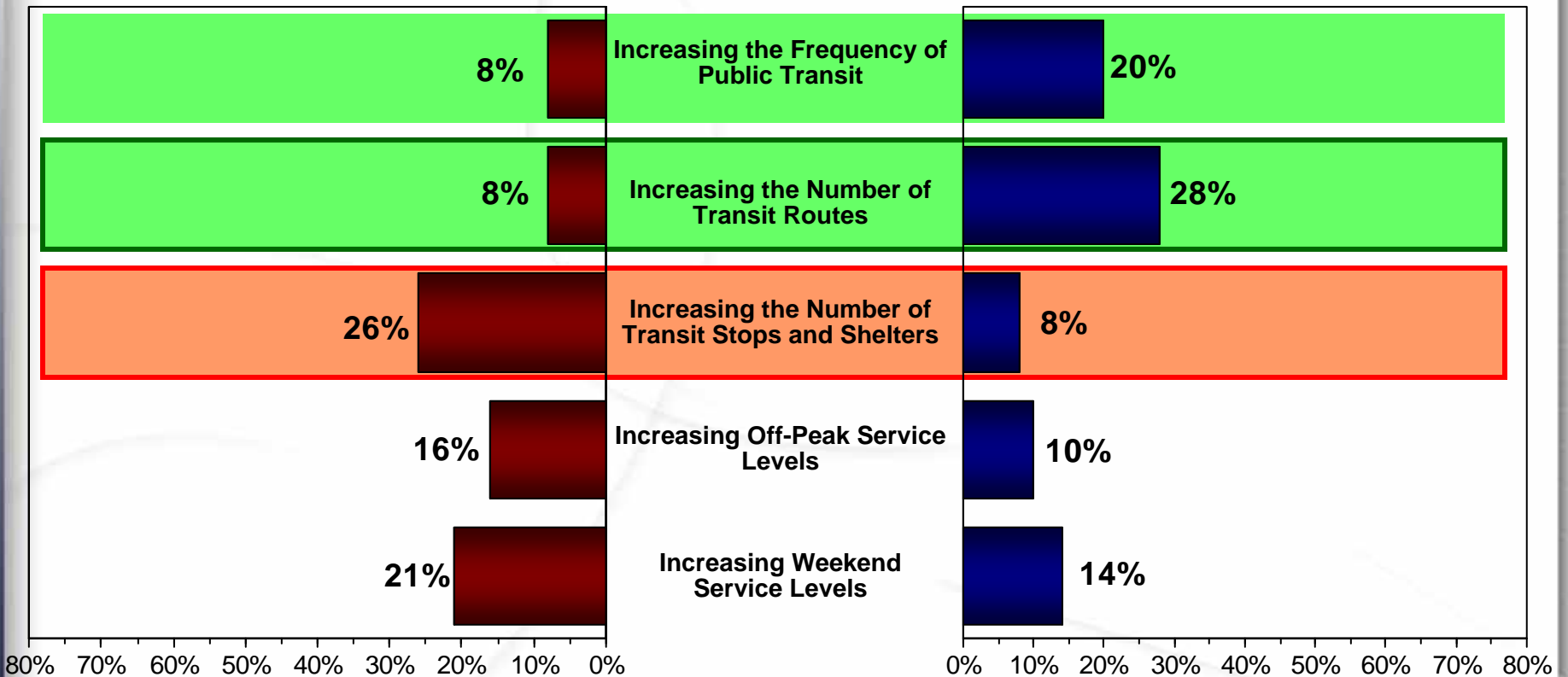
Q46. And, which of those things do you think the Town of Oakville should focus on least?

Areas of Focus within Transit (#6): *More Routes, Followed by Improved Frequency – Not Shelters/Stops.*

•There is no significant difference in transit priorities across user/non-user segments, although – directionally speaking – increased routes appears equally important as increased frequency to frequent users.

Focus on Least

Focus on Most



Q47. Thinking about local transit services in the Town, which of the following would you like to see the Town of Oakville focus on most?

Q48. And, which of those things do you think the Town of Oakville should focus on least?

Areas of Focus within Transit: By Gender, Age, Ward, Income

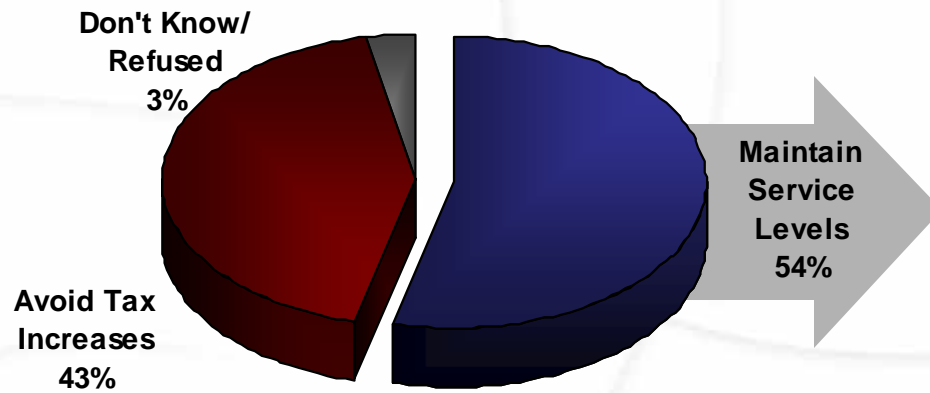
	Increasing the Frequency of Public Transit		Increasing the Number of Transit Routes		Increasing the Number of Stops and Shelters		Increasing Off-Peak Service Levels		Increasing Weekend Service Levels	
	Most	Least	Most	Least	Most	Least	Most	Least	Most	Least
Men	21%	9%	31%	9%	9%	25%	12%	16%	14%	21%
18-34	24%	8%	19%	17%	7%	30%	19%	20%	24%	20%
35-54	23%	8%	27%	5%	9%	28%	12%	17%	8%	21%
55+	15%	10%	25%	8%	9%	16%	7%	11%	12%	23%
Women	20%	8%	24%	7%	8%	26%	8%	16%	14%	22%
18-34	25%	13%	31%	5%	9%	32%	9%	13%	14%	22%
35-54	18%	5%	34%	7%	9%	27%	10%	19%	13%	22%
55+	19%	7%	26%	8%	6%	21%	7%	13%	16%	21%
Ward 1	19%	9%	26%	11%	8%	27%	14%	22%	18%	14%
Ward 2	11%	7%	22%	6%	10%	18%	3%	13%	20%	21%
Ward 3	16%	8%	31%	9%	6%	24%	11%	17%	12%	18%
Ward 4	28%	9%	31%	7%	7%	27%	9%	14%	7%	23%
Ward 5	20%	7%	29%	9%	8%	27%	9%	19%	19%	22%
Ward 6	21%	9%	21%	6%	13%	28%	17%	11%	12%	26%
Less than \$30,000	26%	6%	21%	14%	9%	40%	9%	8%	24%	15%
\$30-\$70,000	20%	14%	20%	8%	12%	19%	10%	14%	16%	19%
\$70-\$110,000	18%	10%	33%	9%	8%	22%	11%	21%	15%	23%
\$110-\$150,000	17%	4%	29%	6%	10%	31%	11%	16%	13%	25%
\$150,000 and over	21%	6%	32%	4%	5%	25%	9%	17%	11%	25%

Q47. Thinking about local transit services in the Town, which of the following would you like to see the Town of Oakville focus on most?

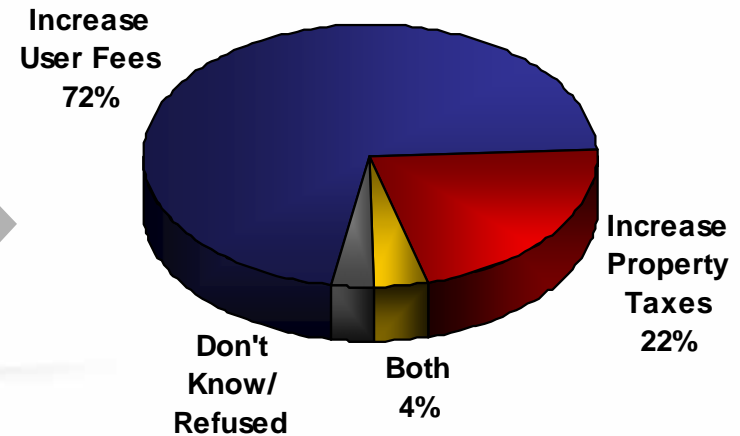
Q48. And, which of those things do you think the Town of Oakville should focus on least?

Budgetary Preferences: Slim Majority Prefer to Maintain Services Rather than Hold Line on Taxes – Although Most Among this Group Prefer User Fees over Property Taxes as the Revenue Source.

Avoid Tax Increases or Maintain Service Levels?



Increase User Fees or Taxes to Maintain Services?



	Avoid Tax Increases	Maintain Services
2009	43%	54%
2007*	64%	62%
2004*	68%	71%
2001*	67%	70%

	User Fees	Property Taxes
2009	72%	22%
2007	62%	22%
2004	68%	17%
2001	54%	21%

Q54. Which of the following comes closest to your view?

Q55. [IF MAINTAIN SERVICE LEVELS] And if maintaining service levels meant an increased cost to provide those services, which would you prefer?

*Note: Results for Q54 from 2007 and earlier were produced from two distinct questions, rather than one single choice-based question.

Implications for Next Steps

Primary Action Area: Address Growth

- **Not urgent/crisis or lightning rod of dissatisfaction**
 - Be seen to understand & be on the case
 - **Public education** re: growth management may be beneficial
- **Monitor & maintain key livability factors**
 - **Livability/quality of life appears key to tempering growth concerns**
 - Small town “Feel” and Safety
 - Parks/greenspace and Recreation/Sports
 - Aesthetics: Visual appeal, heritage, landscaping
 - Waterfront – Not priority re: new initiatives/public access...
 - But, already highly rated/valued – Maintenance is important
- **If new growth initiatives, the following have most support:**
 - Sustainable development, local economy, self-sufficient growth

Implications for Next Steps

Potential Secondary Action Areas: Improvements & Initiatives

- **Possible service targets with greatest room for improvement:**
 - **Transit:**
 - *More routes & frequency, per priority-setting exercise*
 - **Parking, winter services, & perceptions of tax \$ management**
 - *Realistic goals? These service items typically score lower.*
 - **Public involvement**
 - *Realistic goal? Well-intentioned, but active participation unlikely.*
 - **Finding right customer service person**
 - *Much improved since 2001, and does not rank in priority-setting.*
 - *But, this experience has great potential to impact satisfaction*
- **If new initiatives in other 4 areas, following have most support:**
 - **Environment:** Forests, greenspace, parks, conservation
 - **Infrastructure:** Community facilities/resources
 - **Governance:** Keep taxes low, cost effectiveness, transparency
 - **Rec/Culture:** Keep recreation program costs low

Next Steps

- Communicate Results
 - External:
 - Oakville Beaver insert
 - Website
 - Posters in Community Centres, Library
 - Internal:
 - Present to management team
 - Employee etalk articles
 - Intranet
- Action Planning
 - Council Strategic Planning Session
 - Departmental Budget and Business Plans