OAKVILLE

Citizen Satisfaction Survey

Council Presentation

April 2022

FORUM RESEARCH

RESEARCH OBJECTIVES

OAKVILLE

- ❑ Forum Research Inc. is pleased to present the Town of Oakville with the results of the 2022 Citizen Satisfaction Survey.

- ❑ Specific areas explored in the research include (but are not limited to):

  - ❑ Satisfaction with the government of the Town of Oakville, overall livability of the Town, top-of-mind issues in need of attention;

  - ❑ Perceptions of Town attributes and services, including satisfaction and drivers of satisfaction;

  - ❑ Prioritization of the issues and initiatives the Town should address in the future;

  - ❑ Perceptions of value for tax dollar and views towards property tax, user fees, and overall budget decisions;

  - ❑ Preferred communication needs and interaction with the Town.

METHODOLOGY

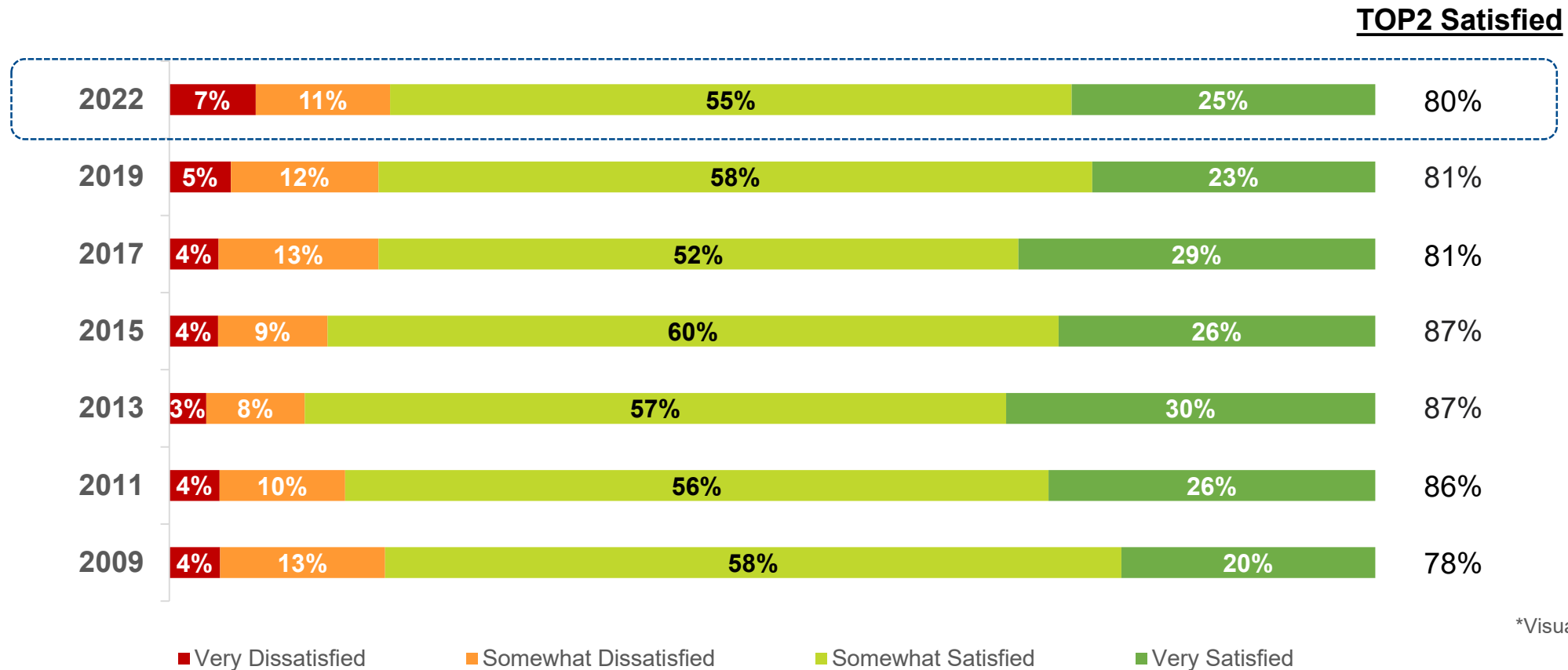|	
Method	CATI (Computer Aided Telephone Interview) and CAWI (Computer Aided Web Interview)
Criteria for Participation	Residents of Oakville who are 18 years of age or older
Sample Size	CATI: n = 811 / CAWI: n = 990
Average Length	CATI: 27 min / CAWI: 18 min
Margin of Error	CATI: ±2.93% / CAWI: ±2.65%
Fieldwork Dates	Jan. 24 – Feb. 06, 2022
Additional Notes	CATI sample was drawn using random digit dialing (RDD) among Town of Oakville residents and a mix of landline and cell phone sample was used (59% cellphone / 41% landline). CATI results throughout this report have been statistically weighted by age to ensure that the sample reflects the target population according to 2016 Census data. Results have been weighted by age only as the sample closely matched other demographic variables. CAWI data was collected through an open link hosted on the Town of Oakville's website. The sample from CAWI consist of only self-selected respondents, who have chosen to take part in the survey on their own accord, and all having computer access and internet connection. Due to this fact, CAWI data is reported separately as it is affected by self-selection bias and cannot be representative of Oakville demographics.

OAKVILLE

DETAILED FINDINGS

1. LIVABILITY

Satisfaction with the Government of the Town of Oakville

OAKVILLE

8 in 10 residents (TOP2: 80%) are satisfied with the Government of the Town of Oakville. TOP2 satisfaction levels have remained stable since 2017.

TOP2 Satisfied

Year	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	TOP2 Satisfied
2022	7%	11%	55%	25%	80%
2019	5%	12%	58%	23%	81%
2017	4%	13%	52%	29%	81%
2015	4%	9%	60%	26%	87%
2013	3%	8%	57%	30%	87%
2011	4%	10%	56%	26%	86%
2009	4%	13%	58%	20%	78%

*Visual excludes "don't know"

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

Q2. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the government of the Town of Oakville?
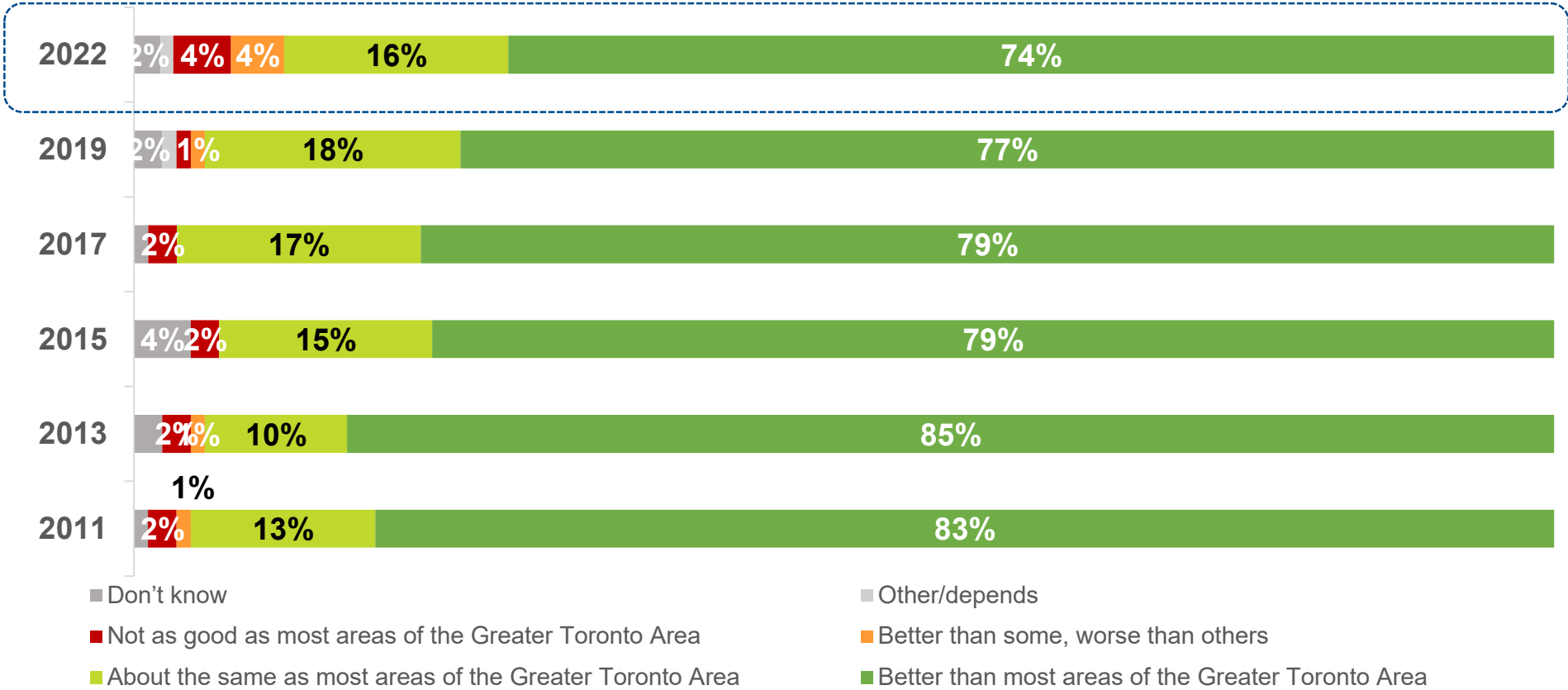**Framework:** All Respondents (CATI)
Sample size: n = 811

6

Livability in Oakville compared to rest of GTA

Three quarters of residents (74%) think that Oakville is better than most areas of the GTA in terms of livability.

Year	Don't know	Not as good	Better than some	About the same	Better than most
2022	2%	4%	4%	16%	74%
2019	2%	1%		18%	77%
2017		2%		17%	79%
2015	4%	2%		15%	79%
2013	2%	1%		10%	85%
2011		2%	1%	13%	83%

Legend:
- ■ Don't know
- ■ Other/depends
- ■ Not as good as most areas of the Greater Toronto Area
- ■ Better than some, worse than others
- ■ About the same as most areas of the Greater Toronto Area
- ■ Better than most areas of the Greater Toronto Area

OAKVILLE

Q4. Thinking about Oakville as a place to live, would you say that the degree of livability in Oakville is generally...
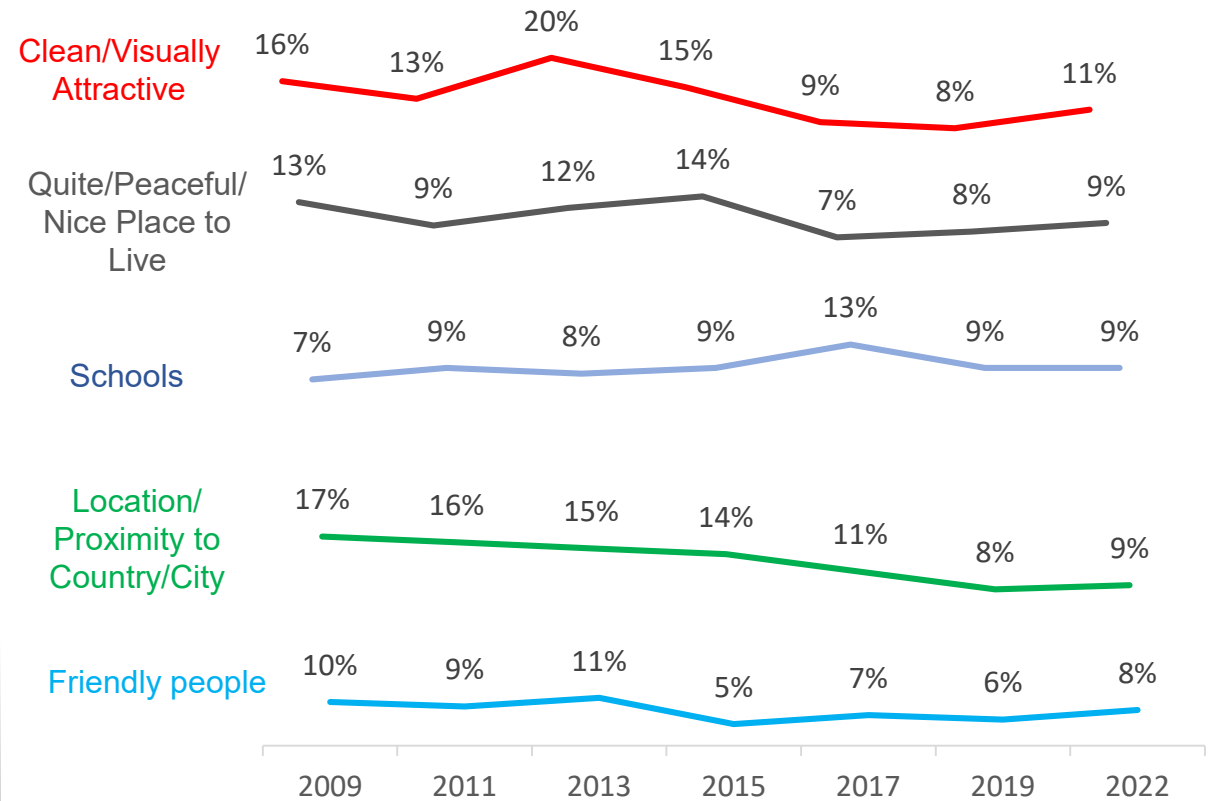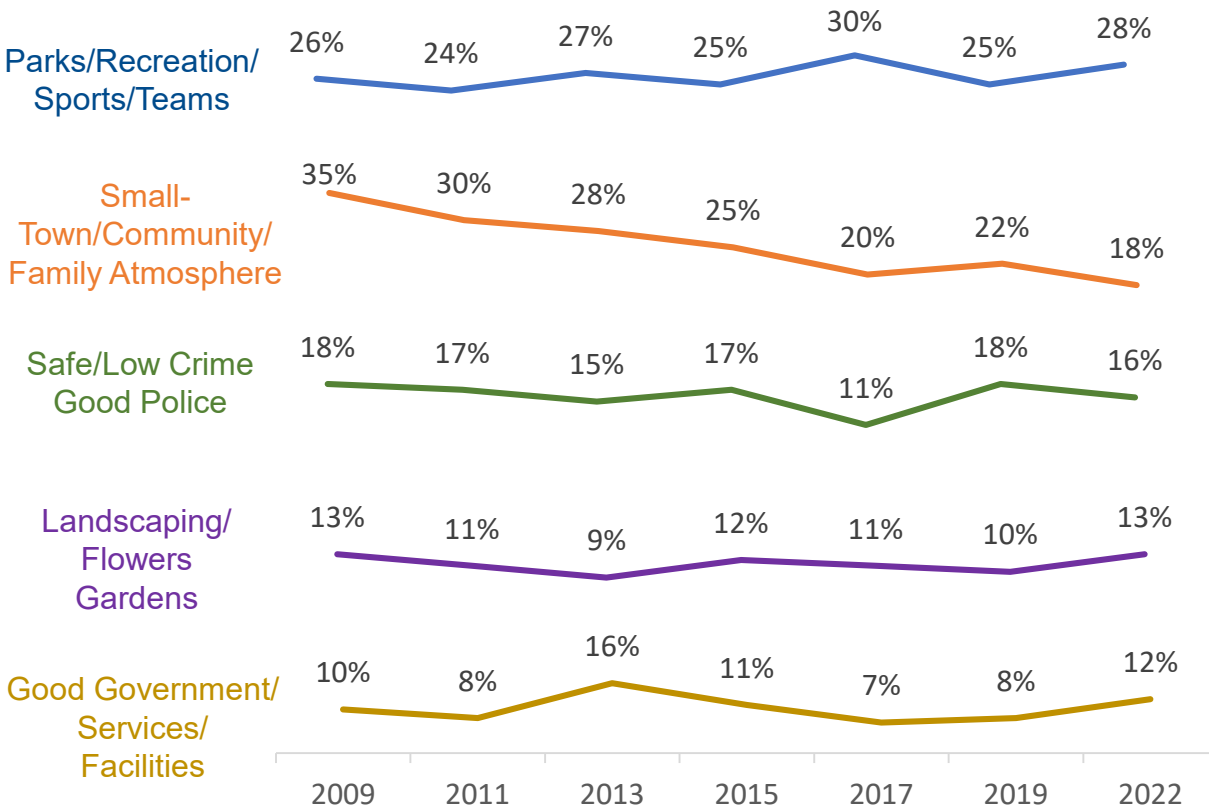**Framework:** All Respondents (CATI)
Sample size: n = 811

7

Qualities that Make Oakville Livable - Top 10

Parks/recreation/sports/teams has been the top quality which makes Oakville livable, followed by small town/community/family atmosphere and safe/low crime/good police.
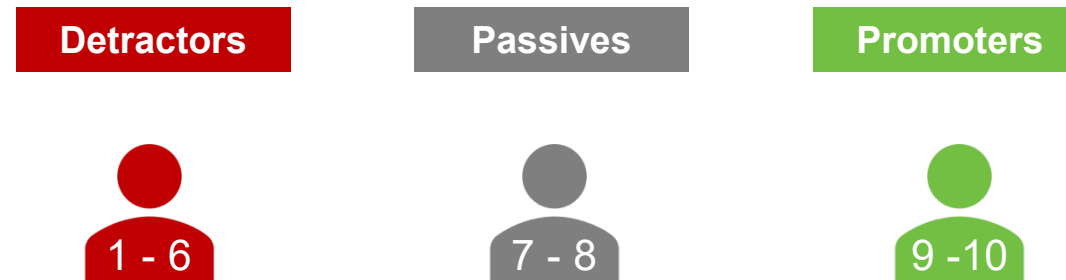
Q3. What are the qualities or features of the Town of Oakville that make it livable? [Do not read, accept 3 mentions]
Framework: All Respondents (CATI)
Sample size: n = 811

*Visual excludes "don't know"

8

Net Promoter Score (NPS) - Methodology

Net Promoter Score = Promoters − Detractors

Detractors	Passives	Promoters
1 - 6	7 - 8	9 -10

Question: *How likely would you be to recommend The Town of Oakville as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not likely at all, and 10 is extremely likely.*

- The Net Promoter Score (NPS) assesses the willingness of residents to promote Oakville. The NPS was measured by asking residents to rate their likelihood of recommending Oakville as a place to live, on a scale from 1 to 10, with 1 being not at all likely and 10 being very likely.

- Based on the score provided, residents were classified as Promoters, Passives, or Detractors of Oakville.

- A Net Promoter Score (NPS) is calculated by subtracting the detractors from the promoters, which provides a net score for the proportion of residents promoting Oakville.

* Note: The graphics are a visualization of the methodology and not of the actual results

Recommending the Town of Oakville
Net Promoter Score (NPS) Analysis

A positive NPS of 20 indicates that residents of Oakville are more likely to say they would recommend the Town than they would not.

Detractors	Passives	Promoters
22	**37**	**42**

| 4% | 2% | 2% | 6% | 7% | 13% | 23% | 12% | 30% |

■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

Net Promoter Score (Phone) = 42 − 22 = 20

NPS. How likely would you be to recommend The Town of Oakville as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not likely at all, and 10 is extremely likely. (Labels < 2% not shown)
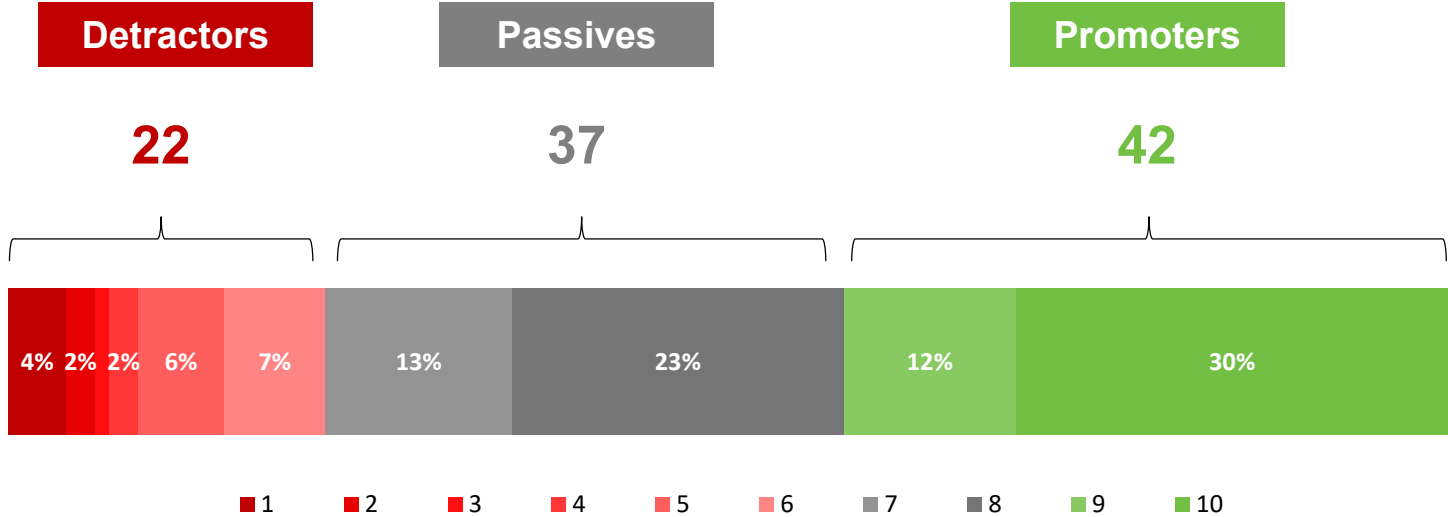**Framework:** All Respondents (CATI)
Sample size: n = 811

Recommending the Town of Oakville
Benchmark Comparison

Oakville's NPS is higher than the municipal benchmark average

Mean: 3.95

27	Saskatchewan City: >250,000
24	Ontario Town (GTA): <150,000
20	Town of Oakville
20	Ontario Municipality (GTA): >1,150,000
Ontario City: <50,000 -14	
Ontario City: <150,000 -15	
Alberta City: >50,000 -35	

x-axis: -40 -30 -20 -10 0 10 20 30 40

This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2020-2021. Comparisons for this question include 6 municipalities across Canada, with populations ranging from ~20,000 to ~1,150,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.

NPS. How likely would you be to recommend The Town of Oakville as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not likely at all, and 10 is extremely likely.
Framework: All Respondents (CATI)
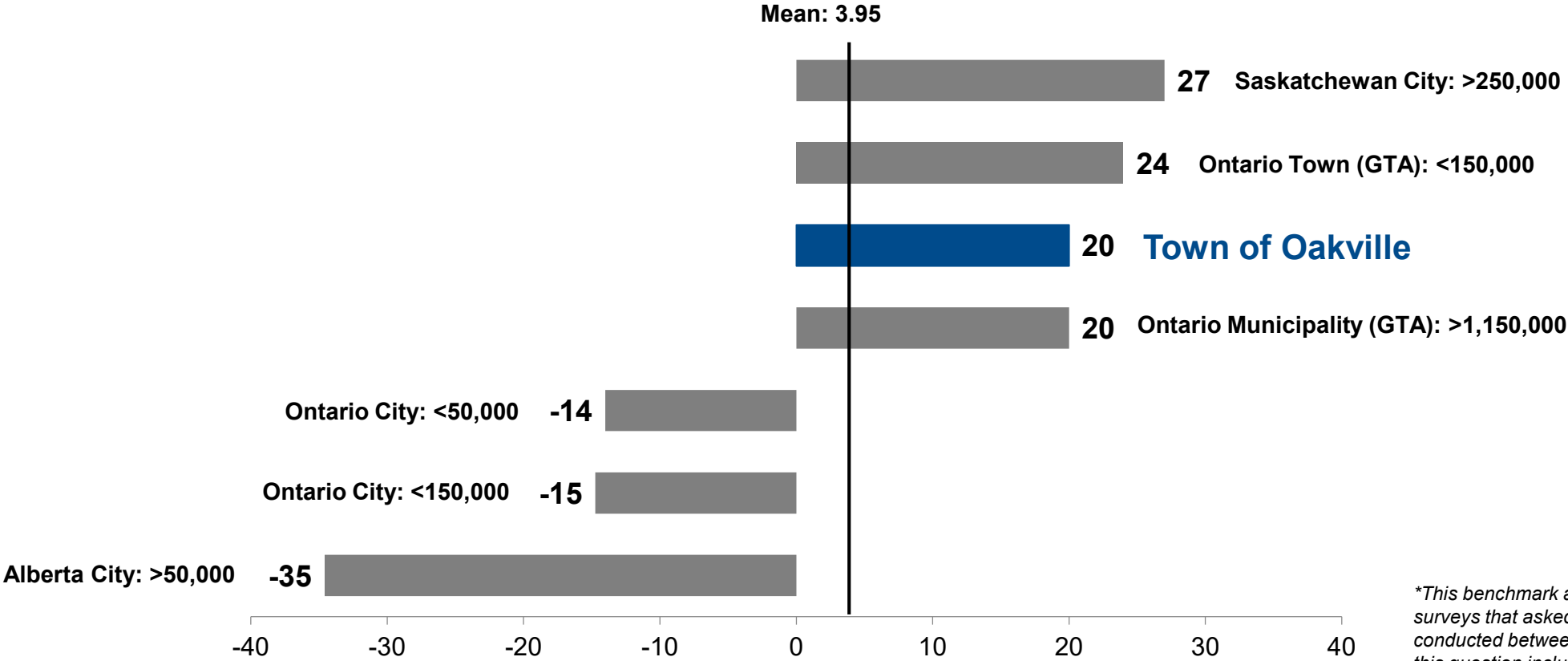**Sample size:** n = 811

Change in the Quality of Life

While 1 in 10 residents (11%) think the quality of life in Oakville has become better in the past 3 years, half (51%) say it stayed the same and one third (33%) say it has become worse.
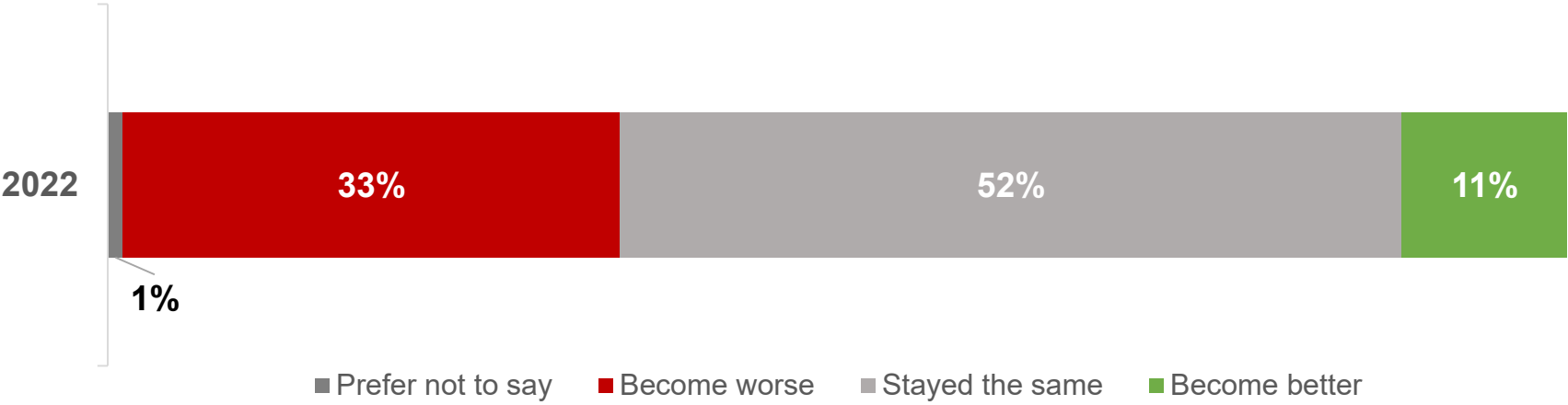
2022	33%	52%	11%

1%

■ Prefer not to say ■ Become worse ■ Stayed the same ■ Become better

QL. In your opinion, within the past three years, has the quality of life in the Town of Oakville…
Framework: All Respondents (CATI)
Sample size: n = 811

Change in the Quality of Life
Benchmark Comparison

OAKVILLE

62% of Oakville residents stated the quality of life in Oakville has become better or stayed the same in the last 3 years - which is slightly lower than the average benchmark score.

Mean: 65%
(Become better + stayed the same)

77%	Saskatchewan City: >250,000
66%	Ontario Municipality (GTA): >1,150,000
64%	British Columbia City: <150,000
62%	**Town of Oakville**
62%	Alberta City: >50,000
61%	Ontario City: <50,000

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2020-2021. Comparisons for this question include 5 municipalities across Canada, with populations ranging from ~20,000 to ~1,150,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.
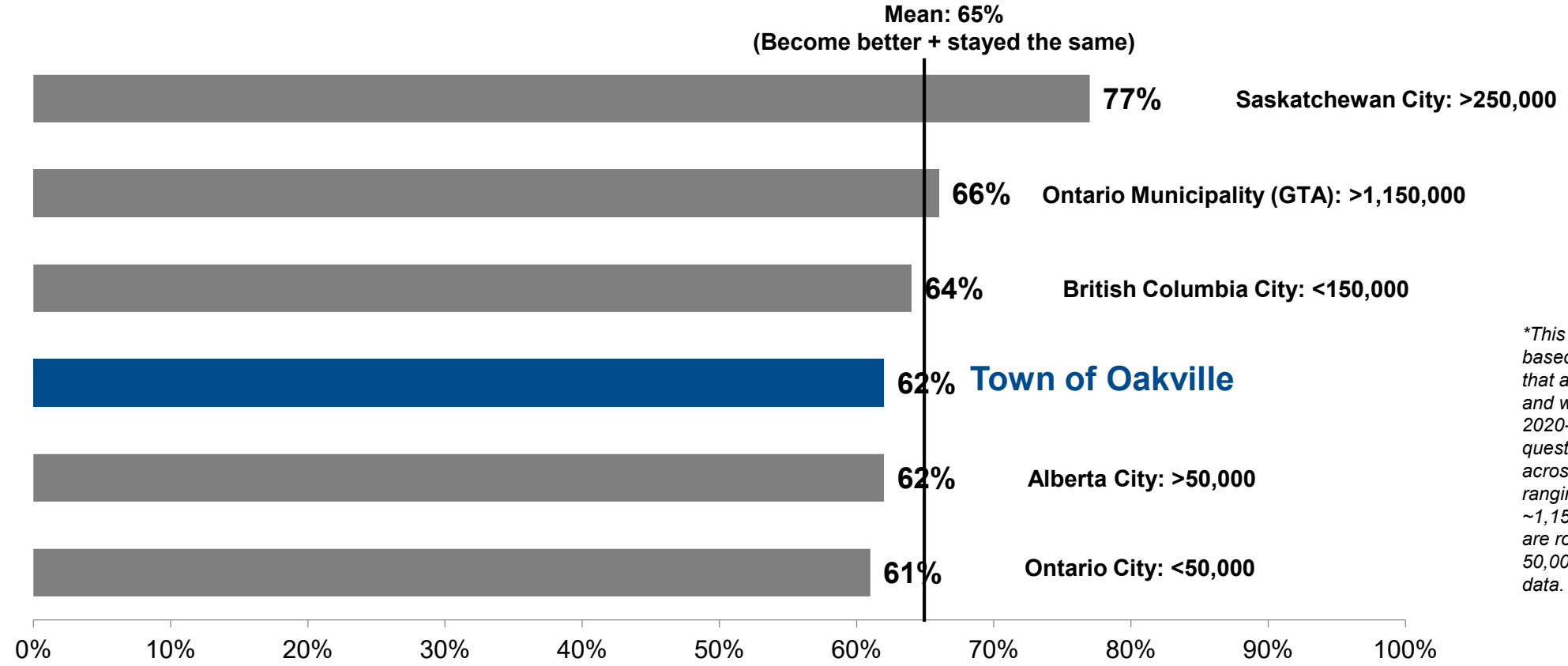
QL. In your opinion, within the past three years, has the quality of life in the Town of Oakville…
Framework: All Respondents (CATI)
Sample size: n = 811

13

Issue Agenda – Top 10

Affordable housing, urban sprawl/rapid development, and Covid-19 have been the three top of mind issues for Oakville residents.

Affordable housing: 3%, 2%, 4%, 3%, 9%, 7%, 19%

Urban sprawl/Rapid development: 25%, 20%, 18%, 13%, 20%, 13%, 16%

Covid-19**: 14%

Land use planning**: 10%

Traffic/Congestion: 6%, 5%, 5%, 13%, 11%, 15%, 8%

Includes vague or general mentions of Covid-19, and specific mentions of supporting reduced restrictions

2009 2011 2013 2015 2017 2019 2022

Taxes: 8%, 13%, 10%, 9%, 6%, 7%, 6%

Roads: 4%, 2%, 3%, 5%, 6%

Population increase/Overpopulation: 8%, 7%, 8%, 8%, 5%, 10%, 5%

Jobs/Employment/Economy**: 5%

Maintaining infrastructure: 5%, 4%, 3%, 4%, 5%, 6%, 4%

2009 2011 2013 2015 2017 2019 2022

Q1. In your opinion, what is the single most important issue facing the Town of Oakville today? [Do not read, accept 3 mentions]
Framework: All Respondents (CATI)
Sample size: n = 811

*Visual excludes "don't know"
**No data for Covid-19, Land use planning, and Jobs/Employment/Economy mentions in previous waves

14

Satisfaction with the Town's Response to Covid-19

OAKVILLE

More than three quarters of residents (TOP2: 78%) were satisfied with how the Town adapted its services to the Covid-19 pandemic.

TOP2 Satisfied

| 2022 | 4% | 8% | 11% | 42% | 35% | **78%** |

■ Don't know / Prefer not to say ■ Very Dissatisfied ■ Somewhat Dissatisfied ■ Somewhat Satisfied ■ Very Satisfied
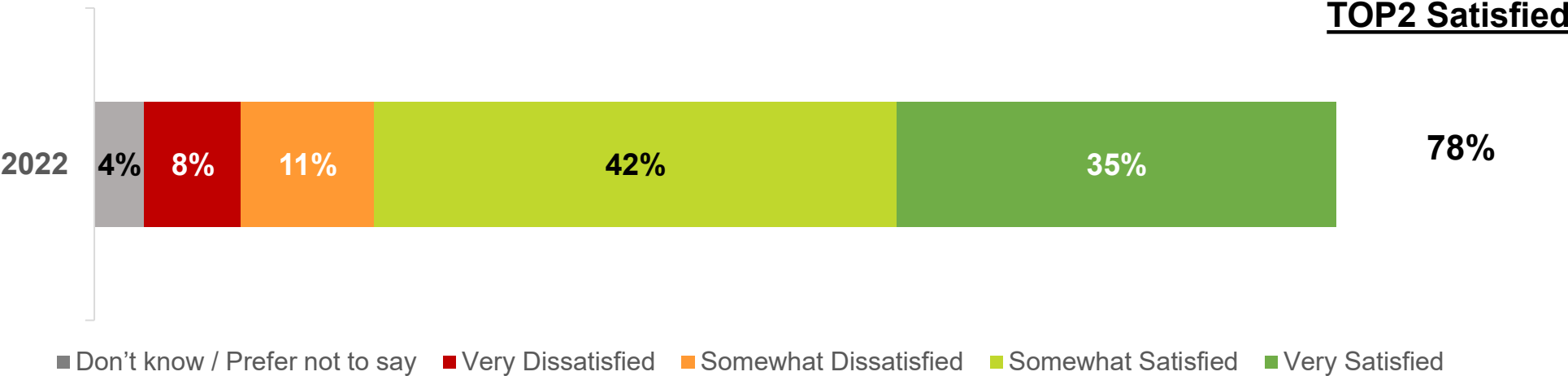
C1. And overall, what is your level of satisfaction with how the Town adapted its services in response to the Covid-19 pandemic?
Framework: All Respondents (CATI)
Sample size: n = 811

RECAP

LIVABILITY

Overall perceptions of livability remained strong in 2022

- The majority of residents (74%) agree that Oakville is a better place to live than most areas of the GTA. Further analysis indicates that residents are more likely to say they would recommend the Town as a place to live than say they would not.

Residents continue to feel positive about the local government and quality of life in Oakville, though affordable housing is an increasing concern

- A vast majority (TOP2: 80%) continue to feel positive about the Government of the Town of Oakville in 2022.

- 51% said the quality of life in Oakville has stayed the same in the last 3 years, and 11% said it has become better.

- When asked what the most important issue facing the Town of Oakville is, the plurality said *affordable housing* (19%), followed by *urban sprawl/rapid development* (16%), and *Covid-19* (14%). Compared to previous surveys, there has been a sharp increase in affordable housing (+12%), while *traffic/congestion*, which was the top issue in 2019, decreased (-7%).

- Although Covid-19 has been one of the top-of-mind issues for residents, nearly 8 in 10 (78%) expressed that they were satisfied with how the Town adapted its services in response to the Covid-19 pandemic.

2. SATISFACTION WITH THE TOWN SERVICES & ATTRIBUTES

OAKVILLE

Satisfaction with the Town Attributes

The vast majority of residents expressed high satisfaction with the feeling of safety in their neighbourhood (TOP2: 95%) and the overall appearance of their community (TOP2: 92%).
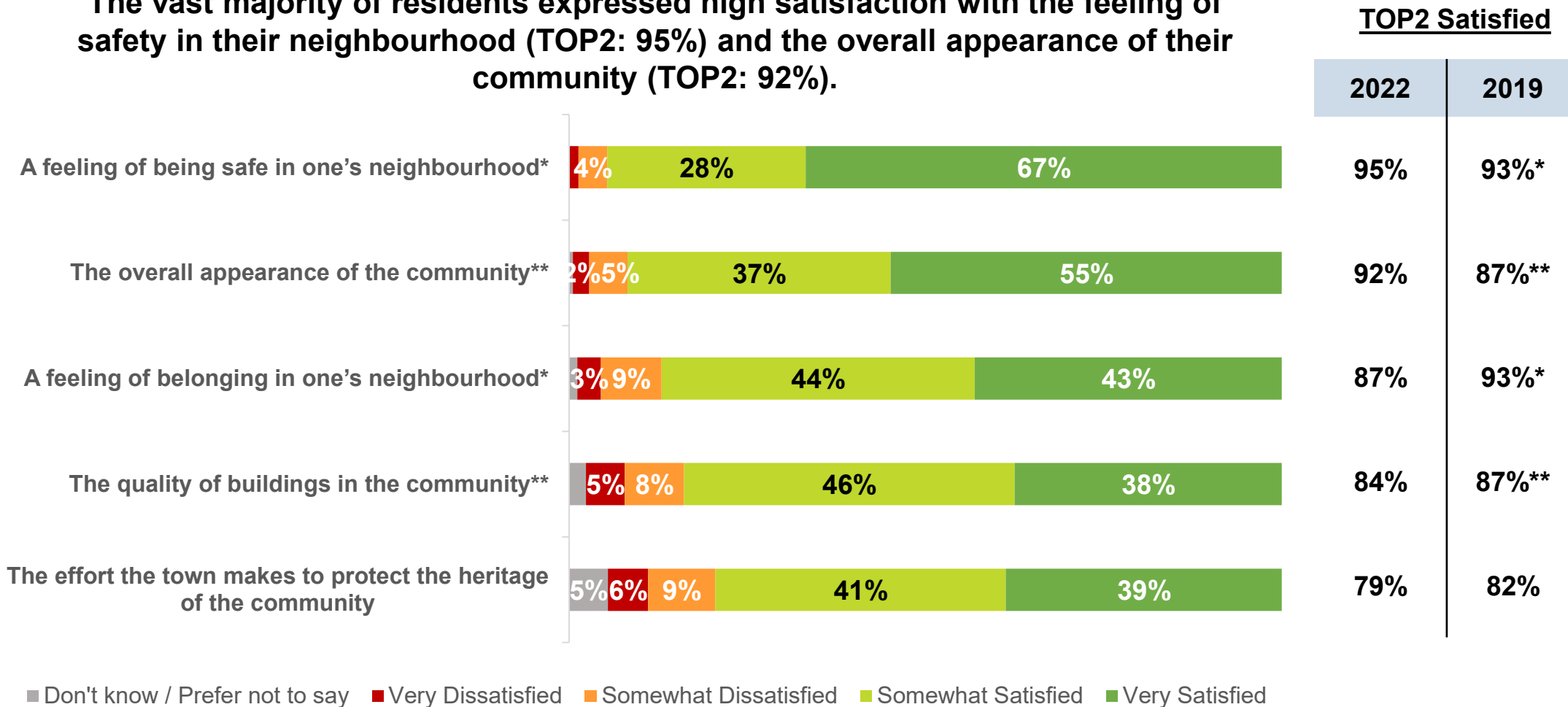
	TOP2 Satisfied	
	2022	**2019**
A feeling of being safe in one's neighbourhood*	95%	93%*
The overall appearance of the community**	92%	87%**
A feeling of belonging in one's neighbourhood*	87%	93%*
The quality of buildings in the community**	84%	87%**
The effort the town makes to protect the heritage of the community	79%	82%

Stacked bar chart values:
- A feeling of being safe in one's neighbourhood*: 4%, 28%, 67%
- The overall appearance of the community**: 2%, 5%, 37%, 55%
- A feeling of belonging in one's neighbourhood*: 3%, 9%, 44%, 43%
- The quality of buildings in the community**: 5%, 8%, 46%, 38%
- The effort the town makes to protect the heritage of the community: 5%, 6%, 9%, 41%, 39%

Legend: ■ Don't know / Prefer not to say ■ Very Dissatisfied ■ Somewhat Dissatisfied ■ Somewhat Satisfied ■ Very Satisfied

*These two answer options were combined in 2019
**These two answer options were combined in 2019

Q5. 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 for each one. What about…
Framework: All Respondents (CATI)
Sample size: n = 811

Satisfaction with the Town Attributes cont'd

OAKVILLE

Road planning and mobility (TOP2: 67%) and the opportunities for public involvement in town decision-making (TOP2: 65%) were the attributes that the residents were least likely to feel satisfied with.

TOP2 Satisfied

Attribute	Don't know / Prefer not to say	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	2022	2019
The amount of information that the town provides to residents		6%	14%	47%	31%	78%	80%
Responding to the needs of the community	4%	6%	14%	55%	21%	76%	78%
The efforts that the Town of Oakville government makes to protect the environment	4%	7%	13%	48%	27%	76%	77%
Road planning and mobility in the community		11%	20%	42%	25%	67%	-
The opportunities for public involvement in town decision-making	9%	9%	17%	47%	18%	65%	71%

■ Don't know / Prefer not to say ■ Very Dissatisfied ■ Somewhat Dissatisfied
■ Somewhat Satisfied ■ Very Satisfied

Q5. 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 for each one. What about…
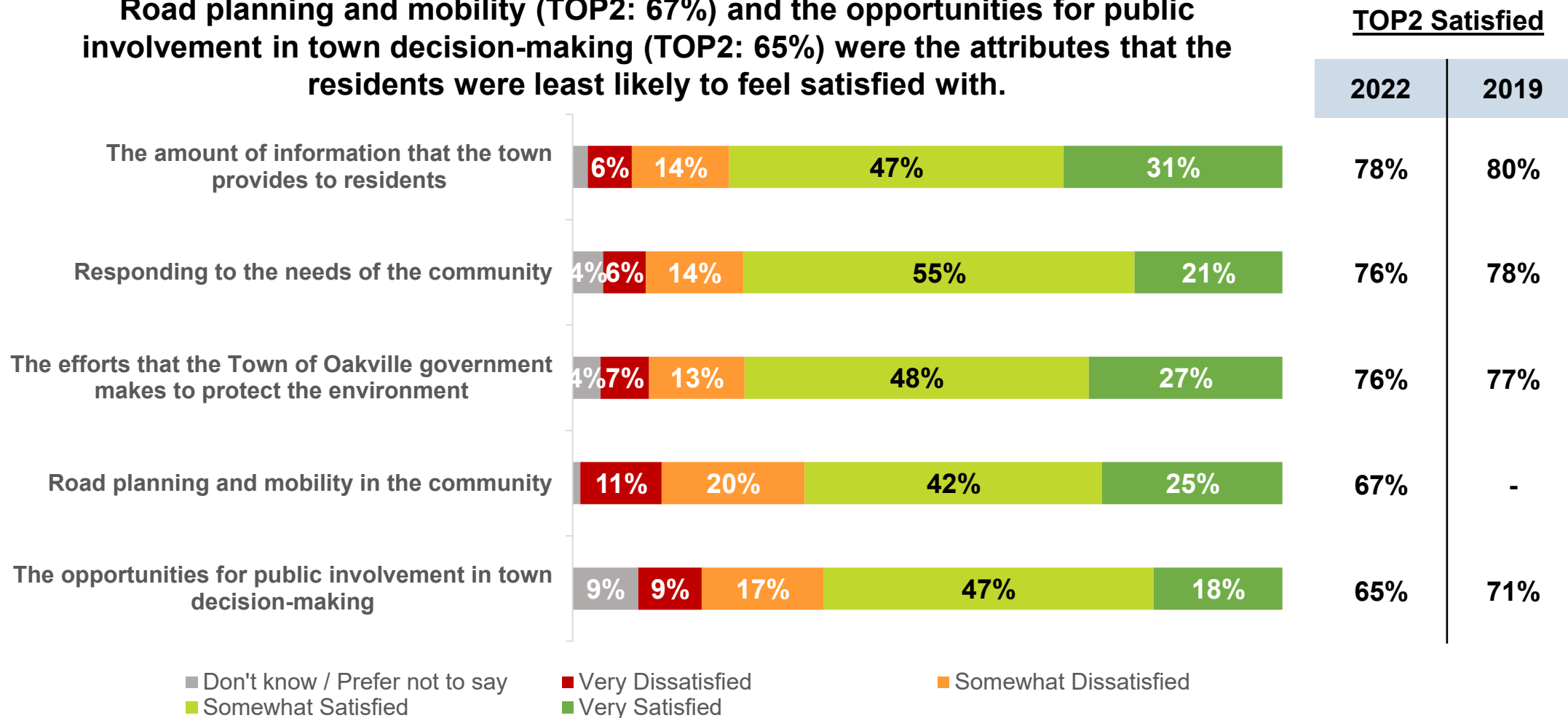**Framework:** All Respondents (CATI)
Sample size: n = 811

19

Overall Satisfaction with the Quality of Services

OAKVILLE

An overwhelming majority of residents (TOP2: 93%) reported to be satisfied with the overall quality of the services provided by the Town of Oakville.
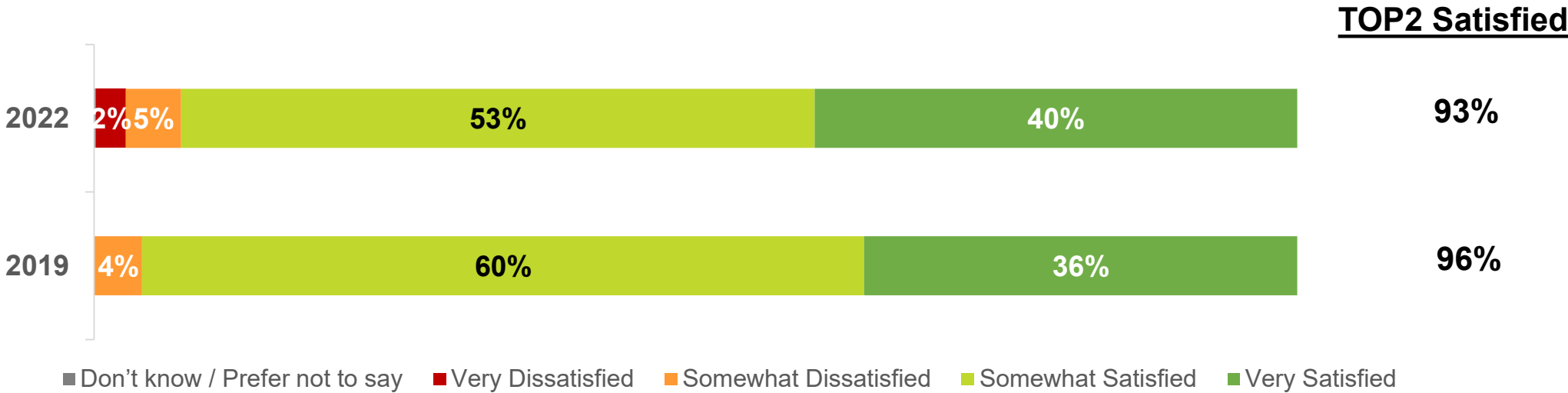
TOP2 Satisfied

Year		TOP2
2022	2% 5% · 53% · 40%	**93%**
2019	4% · 60% · 36%	**96%**

■ Don't know / Prefer not to say ■ Very Dissatisfied ■ Somewhat Dissatisfied ■ Somewhat Satisfied ■ Very Satisfied

Q8. How satisfied are you with the overall level and quality of services provided by the Town of Oakville?
Framework: All Respondents (CATI)
Sample size: n = 811

20

Overall Satisfaction with the Quality of Services
Benchmark Comparison

OAKVILLE

The Town of Oakville's overall satisfaction with the quality of services provided (93%) is higher than the benchmark average (82%).

Mean: 82%

96%	British Columbia City: <150,000
93%	**Town of Oakville**
91%	British Columbia City: <150,000
82%	Nova Scotia Municipality: >400,000
82%	Ontario City: >400,000
81%	Alberta City: >50,000
79%	Ontario Town (GTA): <150,000
77%	Saskatchewan City: >250,000
75%	Ontario City: <50,000
65%	Ontario Municipality (GTA): >1,150,000

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

*This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2020-2021. Comparisons for this question include 9 municipalities across Canada, with populations ranging from ~20,000 to ~1,150,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.
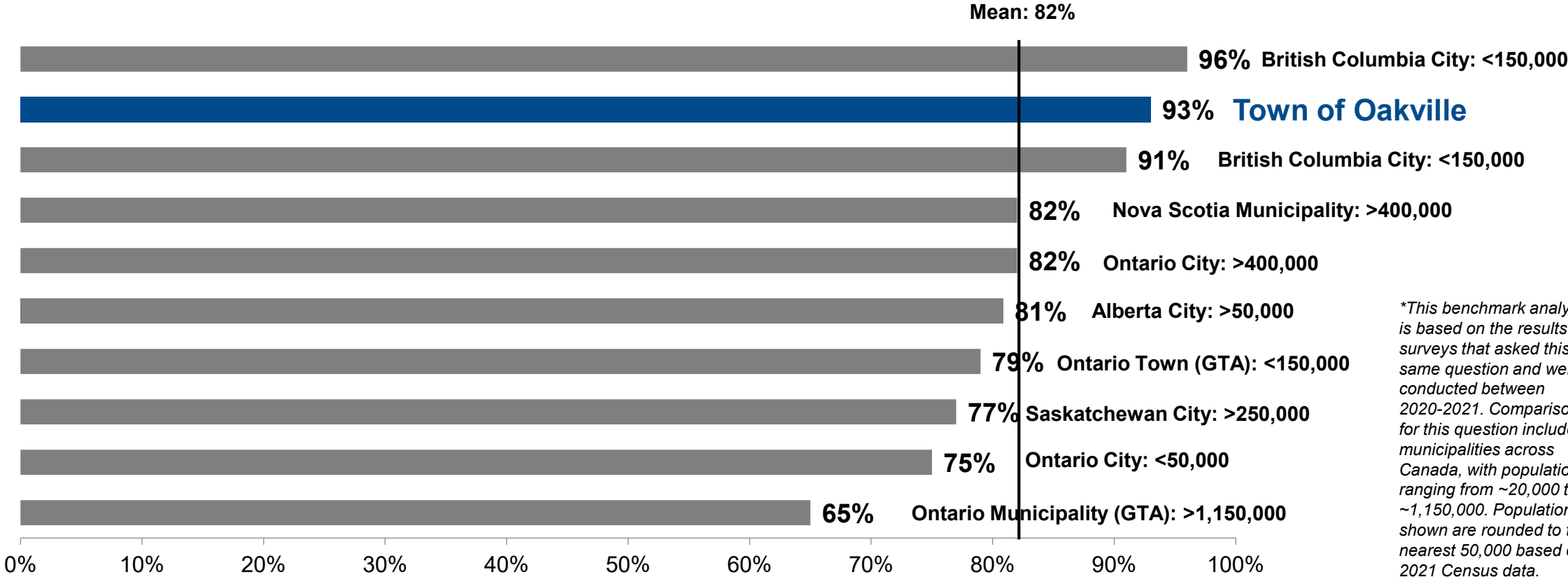
Q8. How satisfied are you with the overall level and quality of services provided by the Town of Oakville?
Framework: All Respondents (CATI)
Sample size: n = 811

21

Satisfaction with the Town Services

OAKVILLE

Residents expressed high satisfaction levels with various service areas, where parks & green spaces and harbours & waterfront areas topped the list.
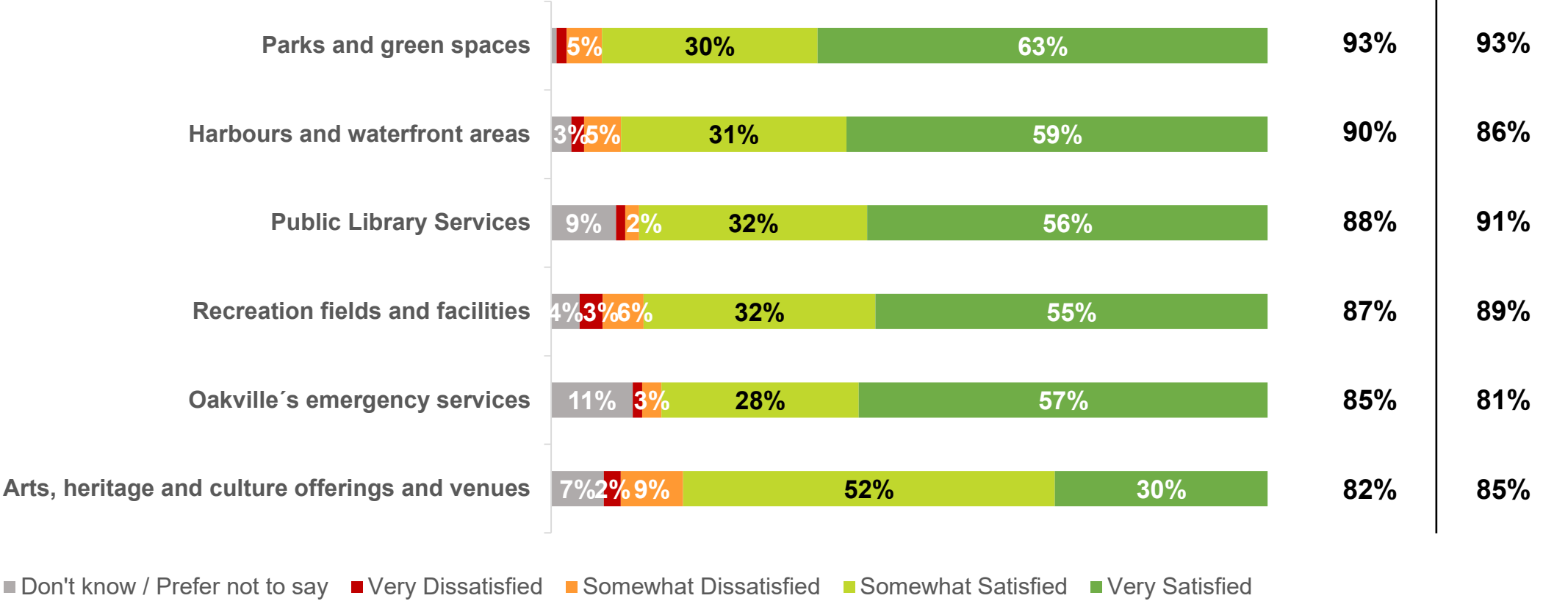
	TOP2 Satisfied	
	2022	**2019**
Parks and green spaces — 5% / 30% / 63%	93%	93%
Harbours and waterfront areas — 3% / 5% / 31% / 59%	90%	86%
Public Library Services — 9% / 2% / 32% / 56%	88%	91%
Recreation fields and facilities — 4% / 3% / 6% / 32% / 55%	87%	89%
Oakville's emergency services — 11% / 3% / 28% / 57%	85%	81%
Arts, heritage and culture offerings and venues — 7% / 2% / 9% / 52% / 30%	82%	85%

■ Don't know / Prefer not to say   ■ Very Dissatisfied   ■ Somewhat Dissatisfied   ■ Somewhat Satisfied   ■ Very Satisfied

Q6. And 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?
Framework: All Respondents (CATI)
Sample size: n = 811

Satisfaction with the Town Services cont'd

OAKVILLE

Availability of parking (TOP2: 71%) and public transit (TOP2: 61%) were the services that the residents were least likely to feel satisfied with.

TOP2 Satisfied

	2022	2019
Recreation programs	81%	88%
Town roads and sidewalks	81%	83%
Availability of online services	79%	78%
Winter road and sidewalk maintenance	74%	76%
Availability of parking	71%	71%
Public Transit	61%	59%

Recreation programs: 10% | 3% | 6% | 41% | 40%
Town roads and sidewalks: 6% | 12% | 45% | 36%
Availability of online services: 10% | 2% | 9% | 42% | 37%
Winter road and sidewalk maintenance: 12% | 13% | 42% | 32%
Availability of parking: 2% | 8% | 19% | 45% | 26%
Public Transit: 21% | 6% | 12% | 37% | 24%

■ Don't know / Prefer not to say   ■ Very Dissatisfied   ■ Somewhat Dissatisfied   ■ Somewhat Satisfied   ■ Very Satisfied
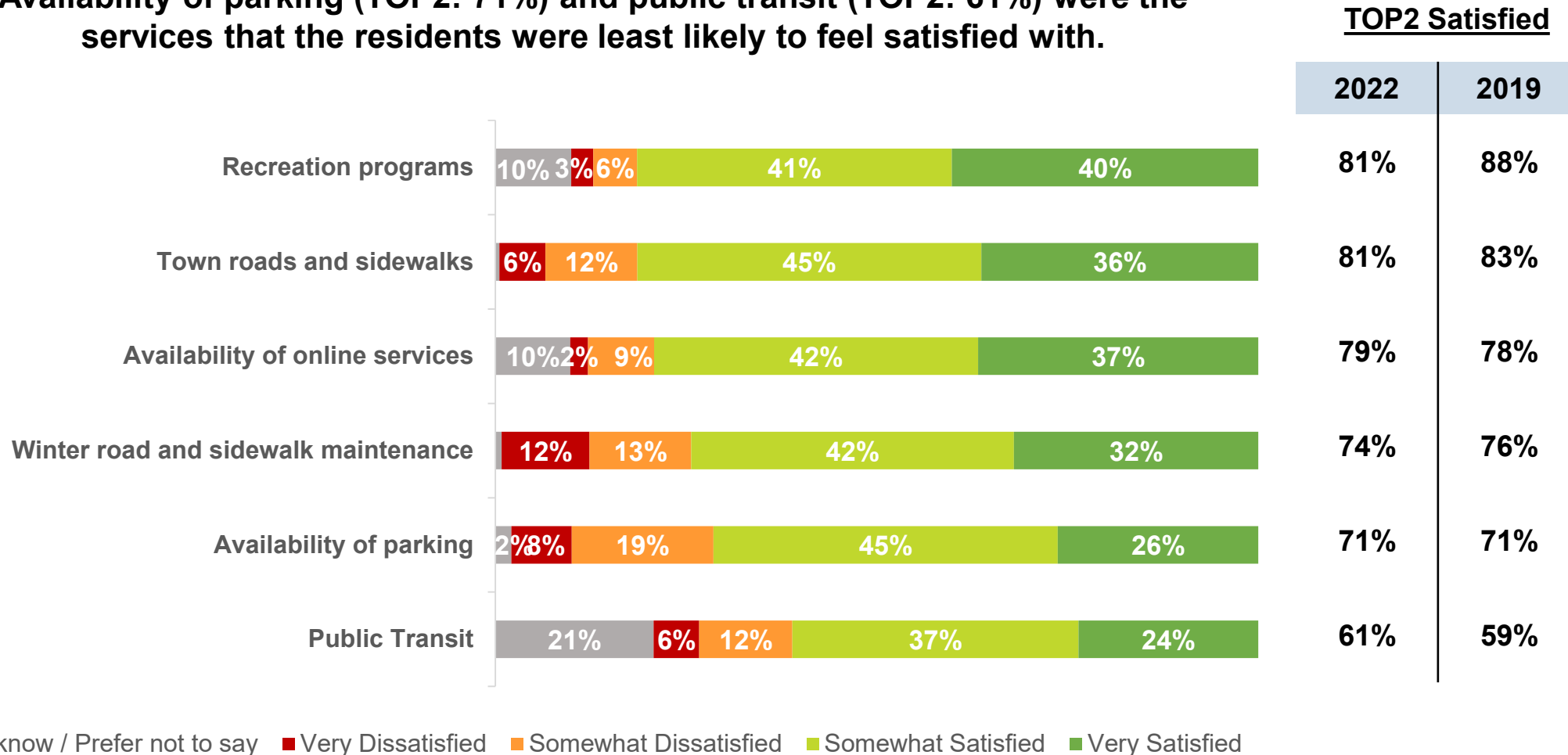
Q6. And using the same scale, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the performance of the Town of Oakville on each of the following services?
Framework: All Respondents (CATI)
Sample size: n = 811

23

3. GAP ANALYSIS

Interpreting the Gap Analysis

OAKVILLE

The Gap analysis shows the difference between how satisfied residents are with each Town service and the impact of the services to residents' overall service satisfaction.

- **Satisfaction scores** are plotted vertically (along the Y-axis). They represent overall stated satisfaction (TOP2%) with each of the individual Town services.
- **Impact on overall satisfaction scores** are plotted horizontally across the bottom of the chart (along the X-axis). They are based on a statistical method called regression analysis that determines how a specific service ("independent variable") contributes to residents' overall satisfaction with the services ("dependent variable"). Impact on overall satisfaction can also be referred to as perceived importance.

As a result of the analysis, town services have distributed among four areas:

1. **Primary Areas for Improvement:**
Services that have the highest impact on overall satisfaction, but with lower individual satisfaction scores. The regression analysis identifies that these services are the strongest drivers of satisfaction. If the Town can increase satisfaction in these areas, this will have the largest impact on overall satisfaction with Town services.

2. **Secondary Areas for Improvement:**
Services that have lower impact on overall satisfaction and have lower individual satisfaction scores. This should be the secondary area of focus to improve the satisfaction scores.

3. **Primary Areas for Maintenance:**
Services that have relatively high impact on overall satisfaction and high individual satisfaction scores. The focus here is on maintaining the current level of service and satisfaction.
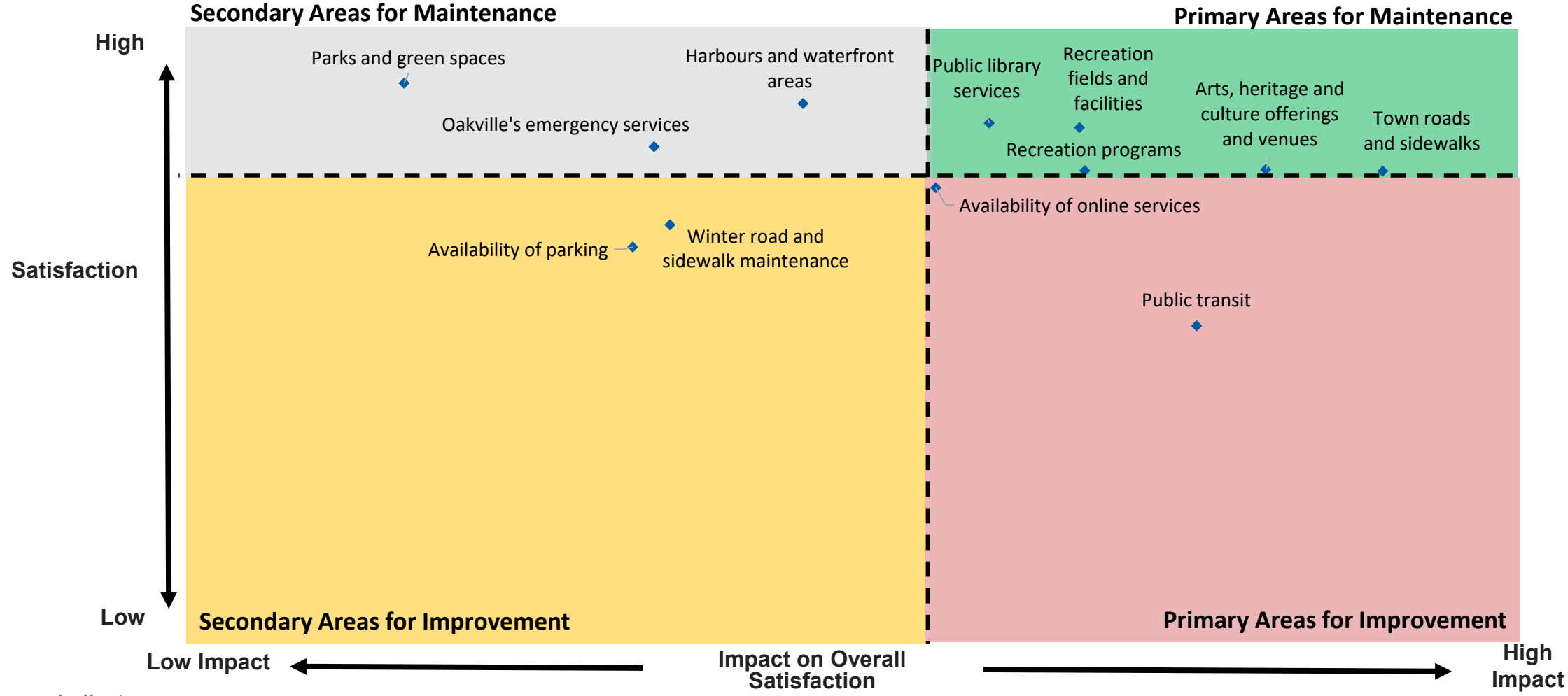
4. **Secondary Areas for Maintenance:**
Services with lower impact on overall satisfaction but high individual satisfaction scores. The focus here should also be to maintain current satisfaction levels.

Gap Analysis – Town Services

OAKVILLE

Public transit and **availability of online services** are the services to consider as primary areas for improvement. Recreation programs, arts, heritage and culture offerings and venues, and Town roads and sidewalks need special attention.

Secondary Areas for Maintenance

High

Parks and green spaces

Harbours and waterfront areas

Primary Areas for Maintenance

Public library services

Recreation fields and facilities

Arts, heritage and culture offerings and venues

Town roads and sidewalks

Oakville's emergency services

Recreation programs

Availability of online services

Satisfaction

Availability of parking

Winter road and sidewalk maintenance

Public transit

Low

Secondary Areas for Improvement

Primary Areas for Improvement

Low Impact

Impact on Overall Satisfaction

High Impact

- - - indicates mean

RECAP

SATISFACTION WITH THE TOWN ATTRIBUTES AND SERVICES

Residents continue to express high levels of satisfaction with the Town's services and attributes…

- The vast majority of residents (TOP2: 93%) expressed a high-level of overall satisfaction with the quality of services provided by the Town.

- The specific services residents were most satisfied with were *parks and green spaces* (TOP2: 93%) and *harbours and waterfront areas* (TOP2: 90%). Although *availability of parking* (TOP2: 71%) and *public transit* (TOP2: 61%) were the services that residents were least satisfied with, the 2022 score for parking remained the same while the score for public transit increased (+2%) compared to 2019.

- When asked about their satisfaction with the Town attributes, nearly all residents said they were satisfied with a *feeling of being safe in their neighbourhood* (TOP2: 95%) and *the overall appearance of their community* (TOP2: 92%).

…but there is room for improvement

- An analysis was done to determine how a specific service impacted and contributed to residents' overall service satisfaction levels. Findings from this analysis found 2 primary areas of improvement for the Town: *Availability of online services* and *Public transit*.

  - In addition, 3 services positioned in the primary areas for maintenance, but very close to primary areas for improvement, may require special attention in the long-term: *Recreation programs*; *Arts, heritage and culture offerings and venues*; and *Town roads and sidewalks*.

4. PRIORITIES AND PLANNING

Response to Climate Change: Top Priority

OAKVILLE

Protecting and maintaining parks, trails and green spaces was the top priority area mentioned by one fifth of the residents (20%) in terms of Town's response to climate change.

Priority	%
Protecting and maintaining parks, trails and green spaces	20%
Encouraging reduction of greenhouse gas emissions	10%
Waste management	6%
Limit expansion/Development/Population growth	5%
Broadly address climate change	5%
Protecting the environment from invasive species such as the Emerald Ash Borer and giant hogweed	4%
Encouraging energy efficiency in residential or private facilities	4%
Promote electric cars and vehicles	4%
Promote/Improve/Expand public transit/Make it accessible	4%
Energy efficiency in Town facilities	3%
Regulate business and Industry	3%

Q41. In your opinion, what should the Town of Oakville prioritize in its response to climate change? [Open-ended]
Framework: All Respondents (CATI)
Sample size: n = 811

*Visual shows mentions with 3% and higher, and excludes "don't know", "none of the above"

Economic Growth: Top Priority

Residents mentioned attracting new companies to Oakville as the top priority for economic growth.
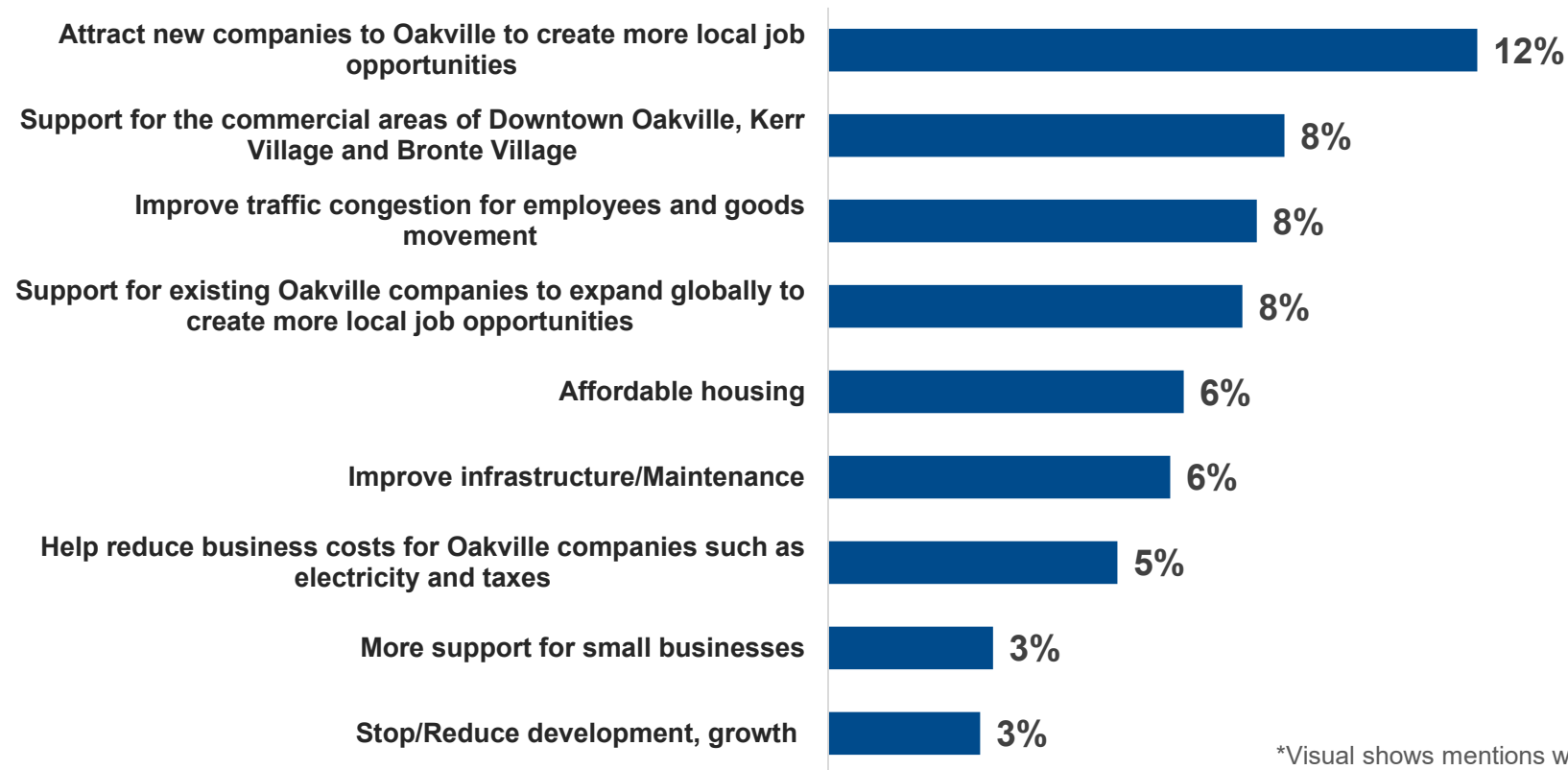
Category	Percentage
Attract new companies to Oakville to create more local job opportunities	12%
Support for the commercial areas of Downtown Oakville, Kerr Village and Bronte Village	8%
Improve traffic congestion for employees and goods movement	8%
Support for existing Oakville companies to expand globally to create more local job opportunities	8%
Affordable housing	6%
Improve infrastructure/Maintenance	6%
Help reduce business costs for Oakville companies such as electricity and taxes	5%
More support for small businesses	3%
Stop/Reduce development, growth	3%

*Visual shows mentions with 3% and higher, and excludes "don't know"
** Trending with results of previous surveys are not shown since priority questions were asked as open ended in 2022 survey.
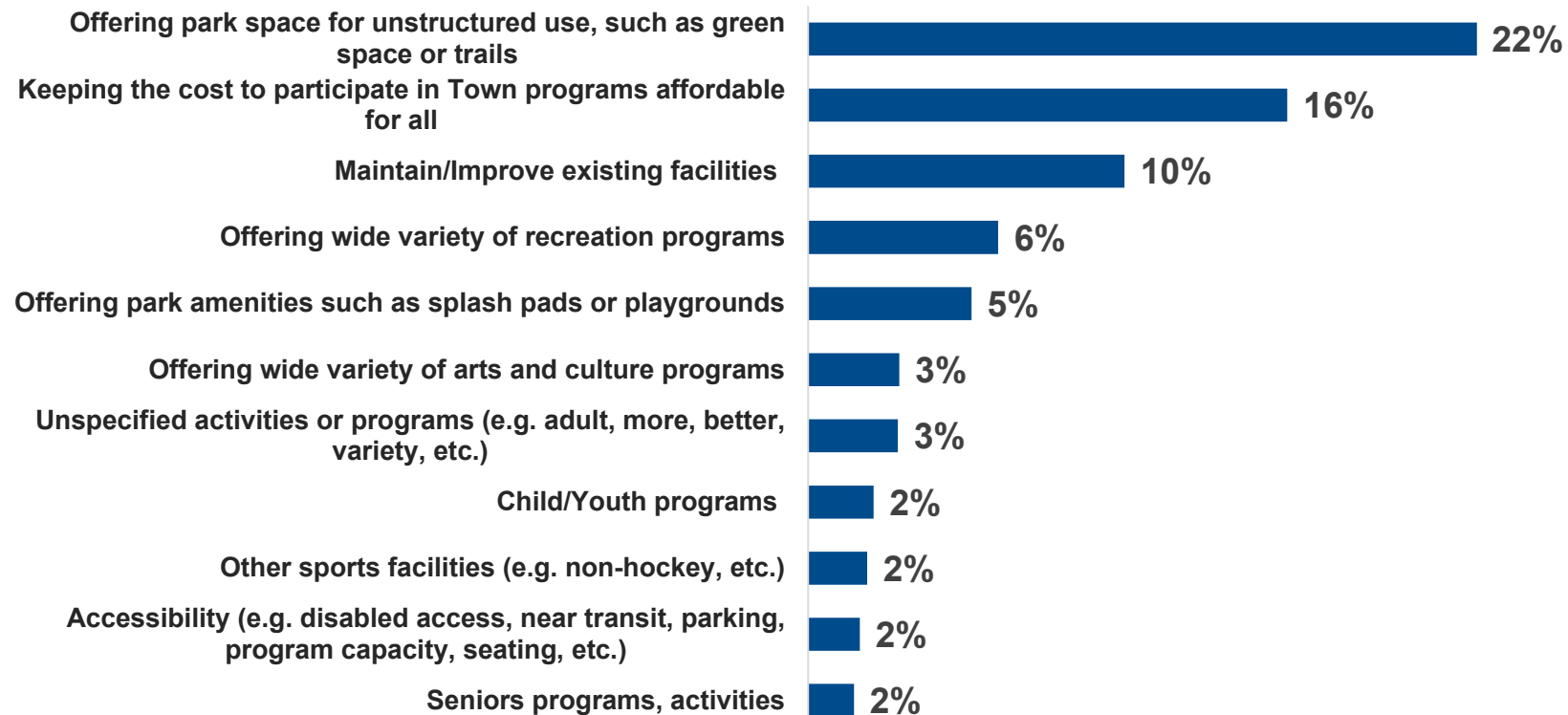
Q42. Thinking about Oakville's economic growth, what would you most prefer the Town make its top priority when allocating current budget funds in this area? [Open-ended]
Framework: All Respondents (CATI)
Sample size: n = 811

Parks Amenities and Recreation Programs: Top Priority

Over a fifth (22%) stated offering park space for unstructured use as the top priority for parks amenities and recreation programs.

Category	%
Offering park space for unstructured use, such as green space or trails	22%
Keeping the cost to participate in Town programs affordable for all	16%
Maintain/Improve existing facilities	10%
Offering wide variety of recreation programs	6%
Offering park amenities such as splash pads or playgrounds	5%
Offering wide variety of arts and culture programs	3%
Unspecified activities or programs (e.g. adult, more, better, variety, etc.)	3%
Child/Youth programs	2%
Other sports facilities (e.g. non-hockey, etc.)	2%
Accessibility (e.g. disabled access, near transit, parking, program capacity, seating, etc.)	2%
Seniors programs, activities	2%

*Visual shows mentions with 3% and higher, and excludes "don't know"

** Trending with results of previous surveys are not shown since priority questions were asked as open ended in 2022 survey.

Q42. Thinking about the Town of Oakville's parks amenities and recreation programs, what would you most prefer the Town make its top priority when allocating current budget funds in this area? [Open-ended]
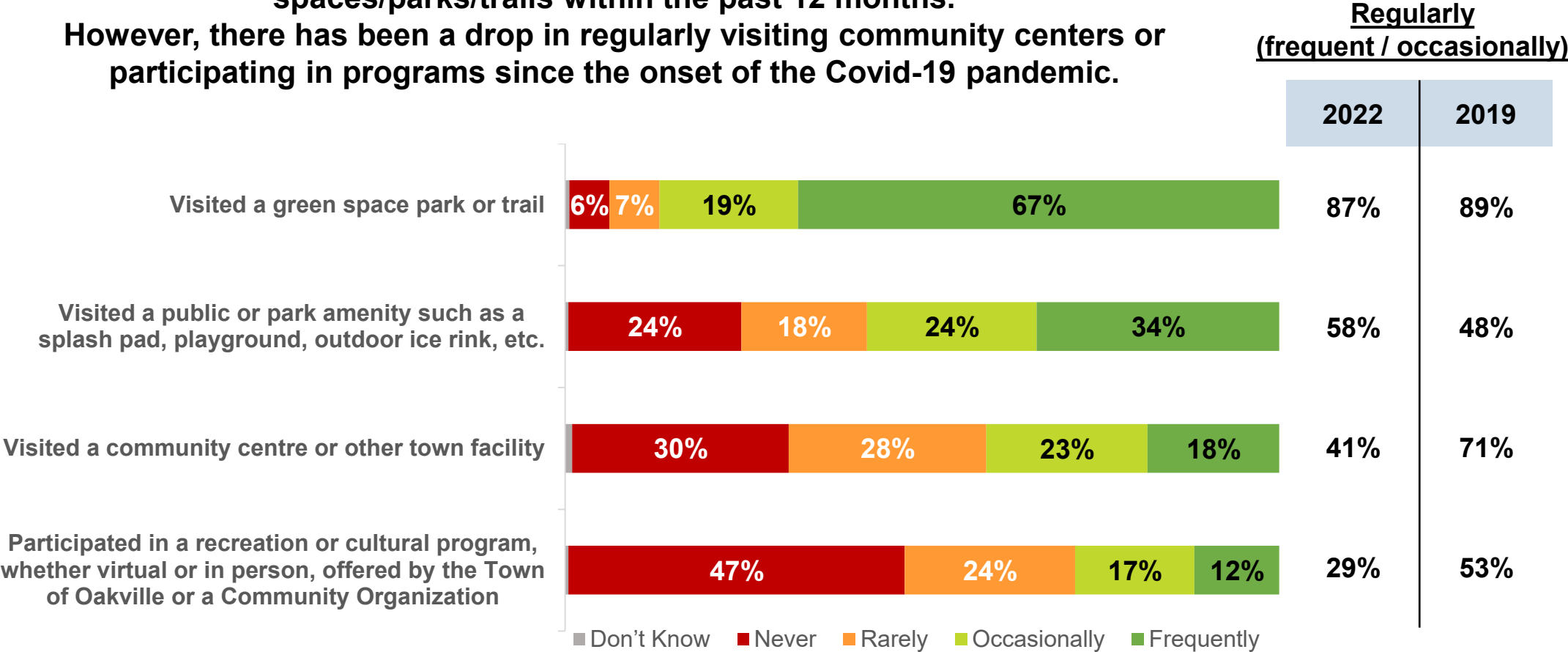**Framework:** All Respondents (CATI)
Sample size: n = 811

Frequency of Activities in the Last 12 Months

A majority of the residents (TOP2: 87%) regularly visited green spaces/parks/trails within the past 12 months.
However, there has been a drop in regularly visiting community centers or participating in programs since the onset of the Covid-19 pandemic.
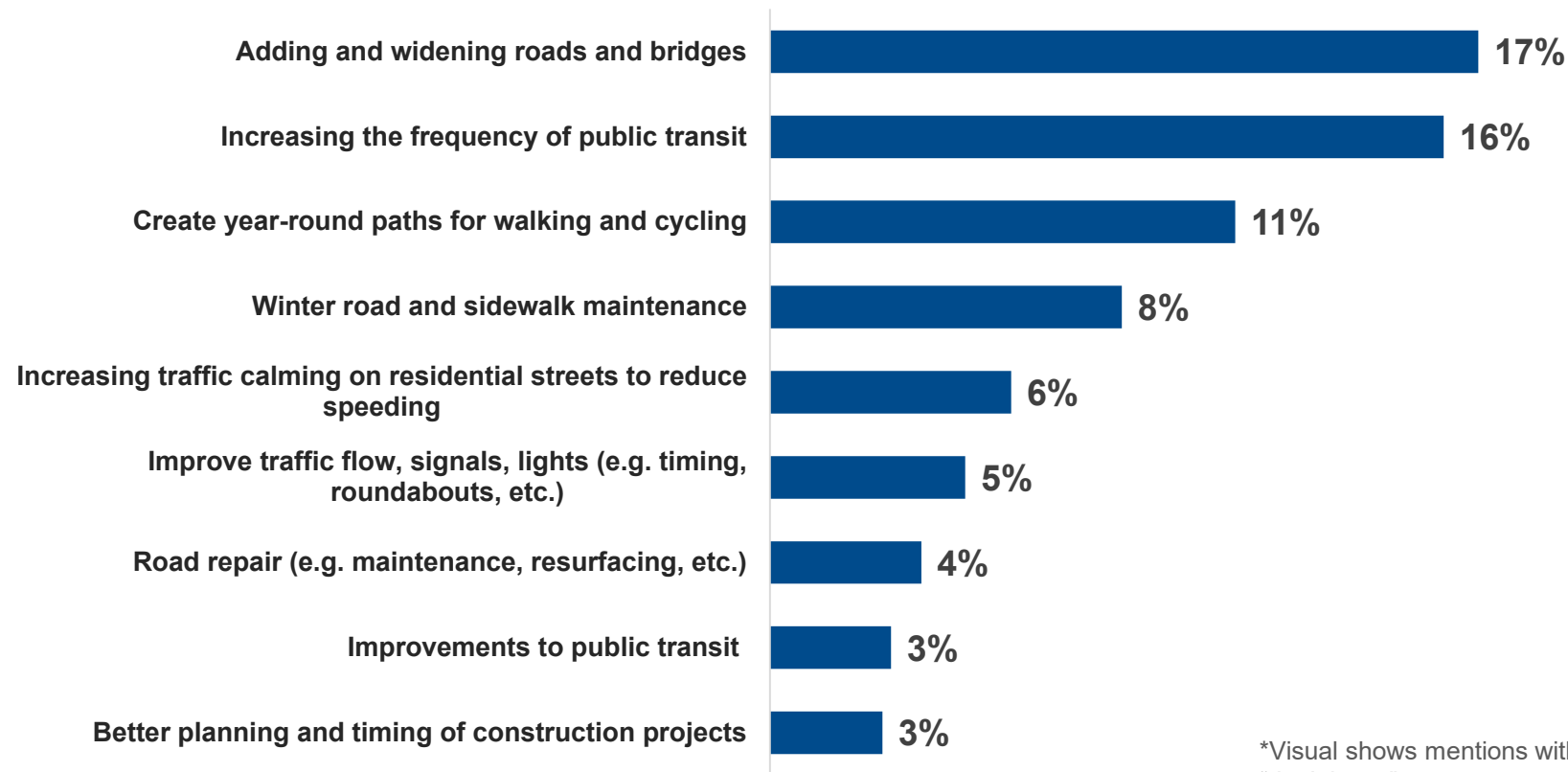
	Regularly (frequent / occasionally)	
	2022	**2019**
Visited a green space park or trail	87%	89%
Visited a public or park amenity such as a splash pad, playground, outdoor ice rink, etc.	58%	48%
Visited a community centre or other town facility	41%	71%
Participated in a recreation or cultural program, whether virtual or in person, offered by the Town of Oakville or a Community Organization	29%	53%

Visited a green space park or trail: 6% Never, 7% Rarely, 19% Occasionally, 67% Frequently

Visited a public or park amenity such as a splash pad, playground, outdoor ice rink, etc.: 24% Never, 18% Rarely, 24% Occasionally, 34% Frequently

Visited a community centre or other town facility: 30% Never, 28% Rarely, 23% Occasionally, 18% Frequently

Participated in a recreation or cultural program, whether virtual or in person, offered by the Town of Oakville or a Community Organization: 47% Never, 24% Rarely, 17% Occasionally, 12% Frequently

Legend: ■ Don't Know ■ Never ■ Rarely ■ Occasionally ■ Frequently

Q54. Within the past 12 months how often have you have done each of the following activities?
Framework: All Respondents (CATI)
Sample size: n = 811

32

Ease of Travelling within Oakville: Top Priority

OAKVILLE

The most mentioned top priority areas related to ease of travelling were adding and widening roads and bridges (17%) and increasing the frequency of public transit (16%).

Priority	%
Adding and widening roads and bridges	17%
Increasing the frequency of public transit	16%
Create year-round paths for walking and cycling	11%
Winter road and sidewalk maintenance	8%
Increasing traffic calming on residential streets to reduce speeding	6%
Improve traffic flow, signals, lights (e.g. timing, roundabouts, etc.)	5%
Road repair (e.g. maintenance, resurfacing, etc.)	4%
Improvements to public transit	3%
Better planning and timing of construction projects	3%

*Visual shows mentions with 3% and higher, and excludes "don't know"
** Trending with results of previous surveys are not shown since priority questions were asked as open ended in 2022 survey.
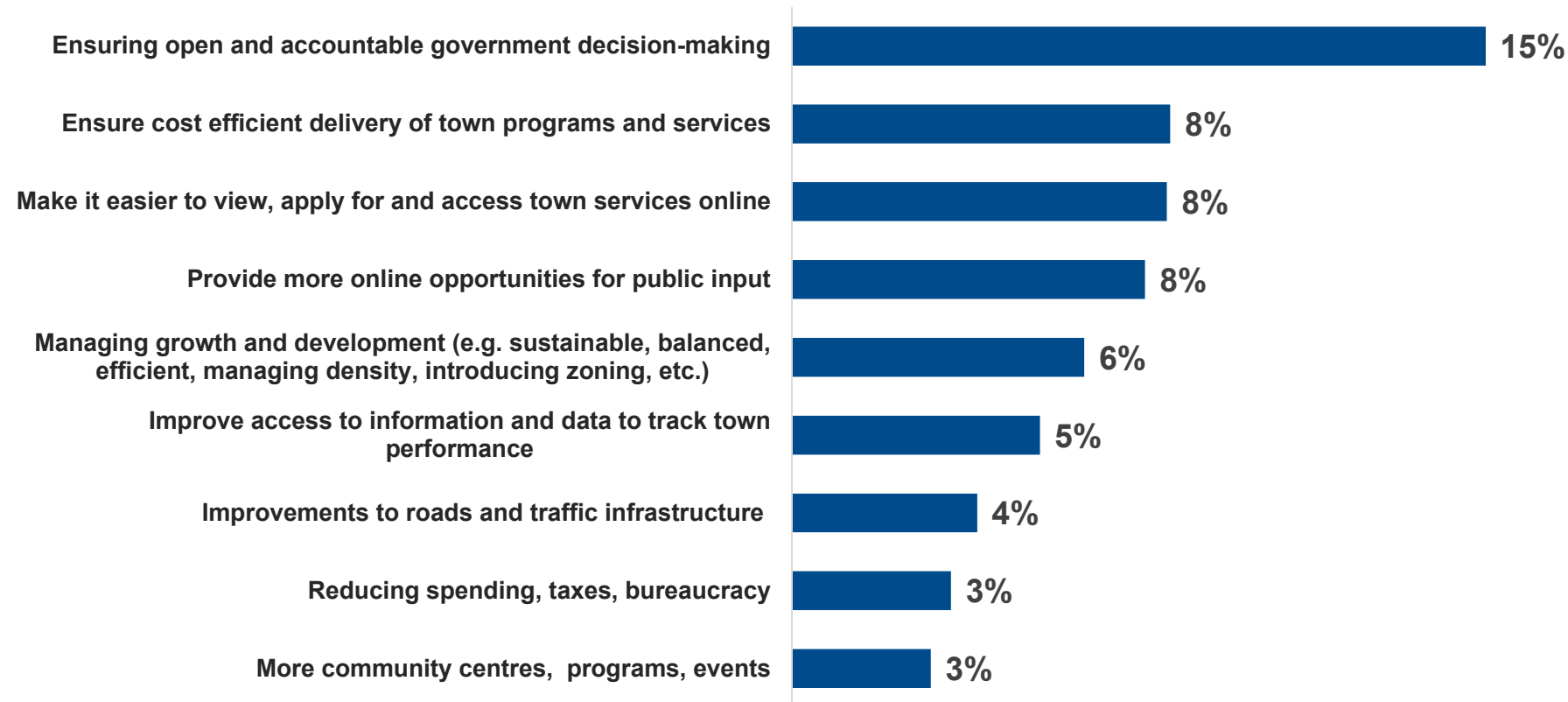
Q48. Thinking about the ease of travelling within Oakville, what would you most prefer the Town make its top priority when allocating current budget funds in this area? [Open-ended]
Framework: All Respondents (CATI)
Sample size: n = 811

Governing and Managing the Town of Oakville: Top Priority

OAKVILLE

Residents were most likely to prioritize open and accountable government decision-making as the top priority area for governing and managing the Town.

Ensuring open and accountable government decision-making	15%
Ensure cost efficient delivery of town programs and services	8%
Make it easier to view, apply for and access town services online	8%
Provide more online opportunities for public input	8%
Managing growth and development (e.g. sustainable, balanced, efficient, managing density, introducing zoning, etc.)	6%
Improve access to information and data to track town performance	5%
Improvements to roads and traffic infrastructure	4%
Reducing spending, taxes, bureaucracy	3%
More community centres, programs, events	3%

*Visual shows mentions with 3% and higher, and excludes "don't know"
** Trending with results of previous surveys are not shown since priority questions were asked as open ended in 2022 survey.
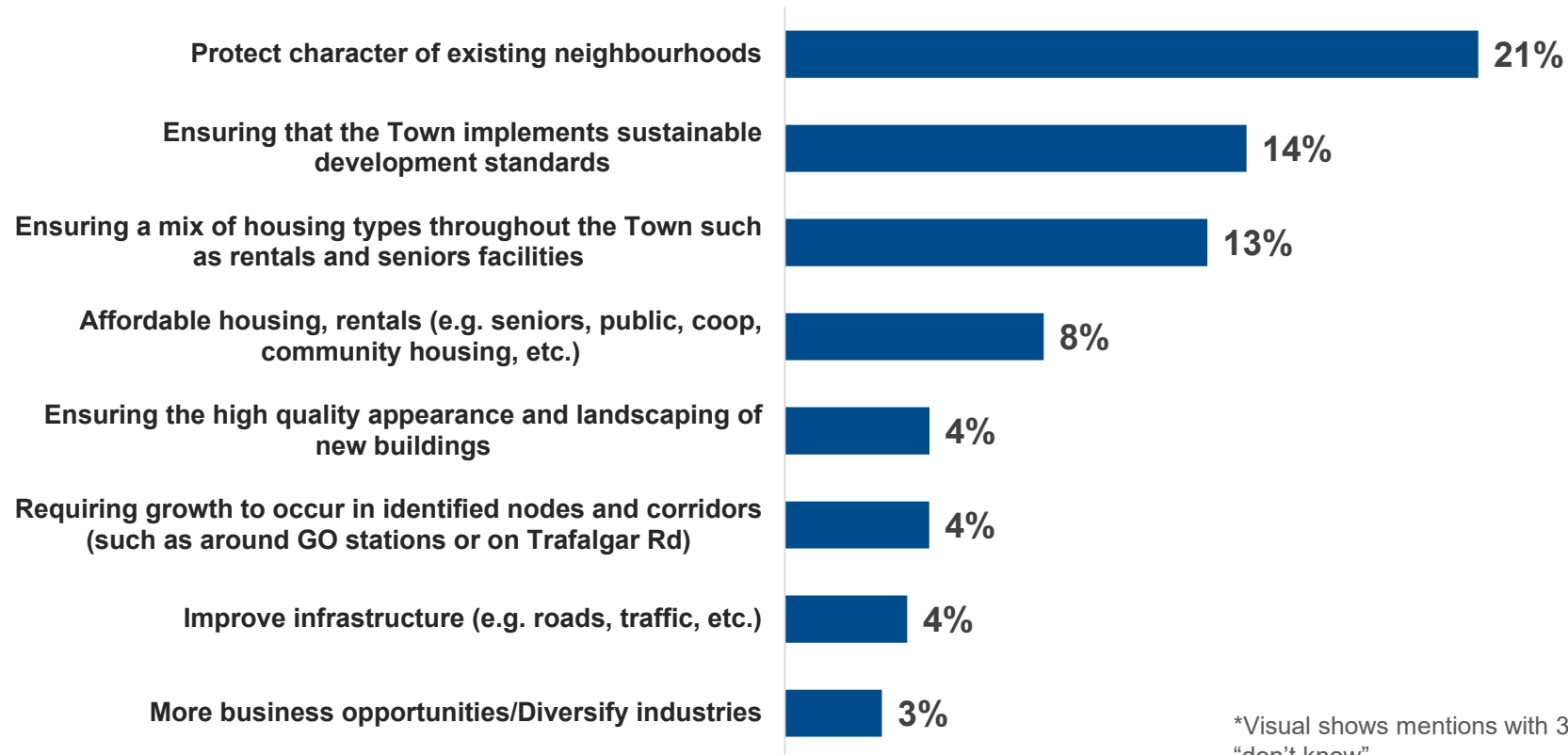
Q50. Thinking about governing and managing the Town of Oakville, what would you most prefer the Town make its top priority when allocating current budget funds in this area? [Open-ended]
Framework: All Respondents (CATI)
Sample size: n = 811

34

Controlling the Rate and Type of Growth in Oakville: Top Priority

One fifth (21%) preferred protecting the character of existing neighbourhoods as a top priority area for controlling the rate and type of growth in Oakville.

Protect character of existing neighbourhoods	21%
Ensuring that the Town implements sustainable development standards	14%
Ensuring a mix of housing types throughout the Town such as rentals and seniors facilities	13%
Affordable housing, rentals (e.g. seniors, public, coop, community housing, etc.)	8%
Ensuring the high quality appearance and landscaping of new buildings	4%
Requiring growth to occur in identified nodes and corridors (such as around GO stations or on Trafalgar Rd)	4%
Improve infrastructure (e.g. roads, traffic, etc.)	4%
More business opportunities/Diversify industries	3%

*Visual shows mentions with 3% and higher, and excludes "don't know"
** Trending with results of previous surveys are not shown since priority questions were asked as open ended in 2022 survey.

Q51. Thinking about controlling the rate and type of growth in Oakville, what would you most prefer the Town make its top priority when allocating current budget funds in this area? [Open-ended]
Framework: All Respondents (CATI)
Sample size: n = 811

RECAP

PRIORITIES AND PLANNING

Residents' priorities are vast when it comes to determining where the Town should allocate current budget funding

- Top priorities included:
  - *Protecting and maintaining parks, trails and green spaces* (20%) when thinking about climate change.
  - *Attracting new companies to Oakville* (12%) when thinking about economic growth.
  - *Offering park space for unstructured use* (22%) when thinking about parks amenities and recreation programs.
  - *Adding and widening roads and bridges* (17%) and *increasing the frequency of public transit* (16%) when thinking about ease of travelling within Oakville.
  - *Ensuring open and accountable government decision-making* (15%) when thinking about governing and managing the Town.
  - *Protecting the character of existing neighbourhoods* (21%) when thinking about controlling rate and type of growth in Oakville.
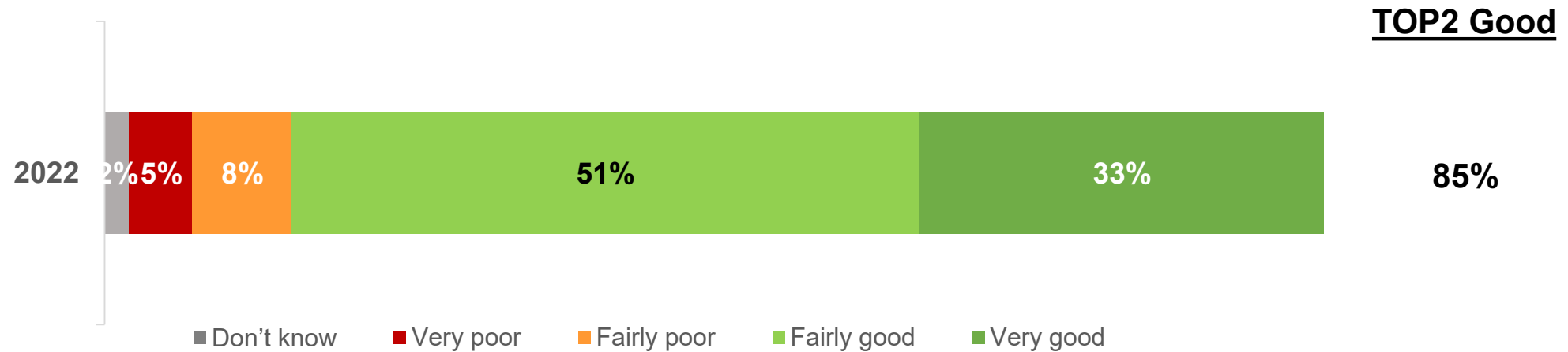
5. TAXATION

Value for Tax Dollars

OAKVILLE

More than 8 in 10 residents (TOP2: 85%) think they receive a good value for their tax dollars, considering the programs and services provided by the Town.
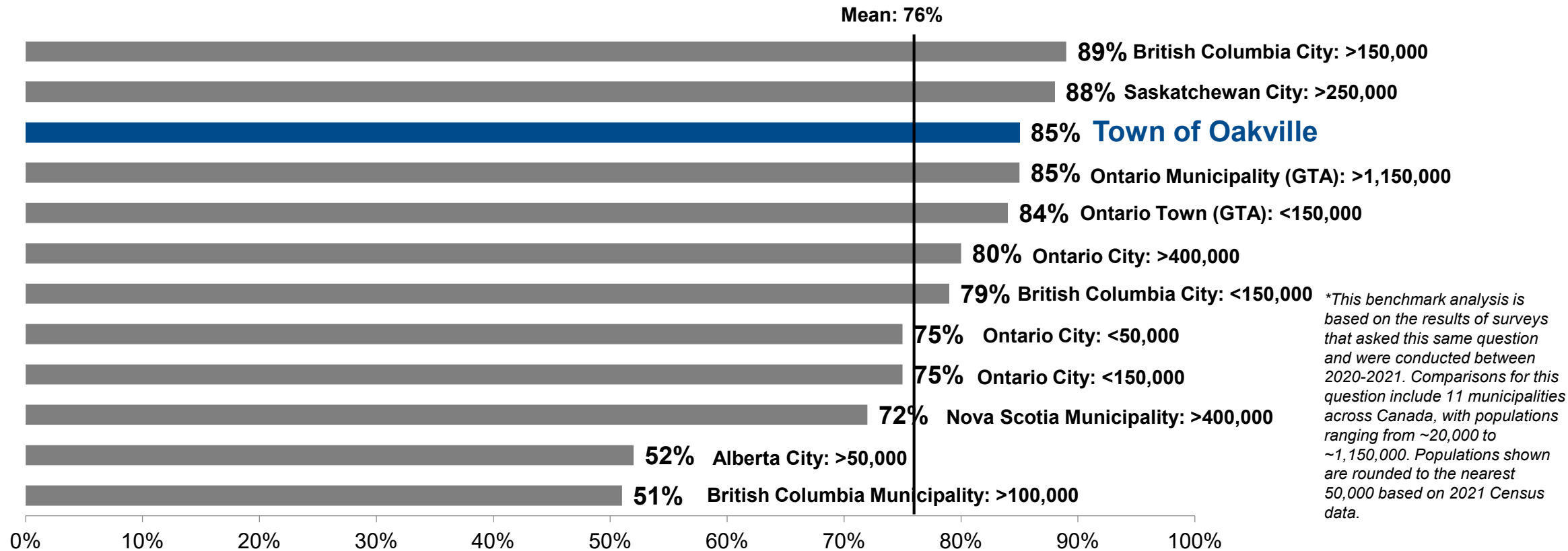
TOP2 Good

2022 — 2% 5% | 8% | 51% | 33%

85%

■ Don't know ■ Very poor ■ Fairly poor ■ Fairly good ■ Very good

Q7. Thinking about the programs and services you receive from the Town of Oakville, would you say that, overall, you receive very good, fairly good, fairly poor, or very poor value for tax dollars?
Framework: All Respondents (CATI)
Sample size: n = 811

Value for Tax Dollars
Benchmark Comparison

With TOP2: 85% of the residents saying they receive good value for their tax dollars, the Town of Oakville ranked above the average rating of value for tax dollars.

Mean: 76%

89%	British Columbia City: >150,000
88%	Saskatchewan City: >250,000
85%	**Town of Oakville**
85%	Ontario Municipality (GTA): >1,150,000
84%	Ontario Town (GTA): <150,000
80%	Ontario City: >400,000
79%	British Columbia City: <150,000
75%	Ontario City: <50,000
75%	Ontario City: <150,000
72%	Nova Scotia Municipality: >400,000
52%	Alberta City: >50,000
51%	British Columbia Municipality: >100,000

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2020-2021. Comparisons for this question include 11 municipalities across Canada, with populations ranging from ~20,000 to ~1,150,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.

Q7. Thinking about the programs and services you receive from the Town of Oakville, would you say that, overall, you receive very good, fairly good, fairly poor, or very poor value for tax dollars?
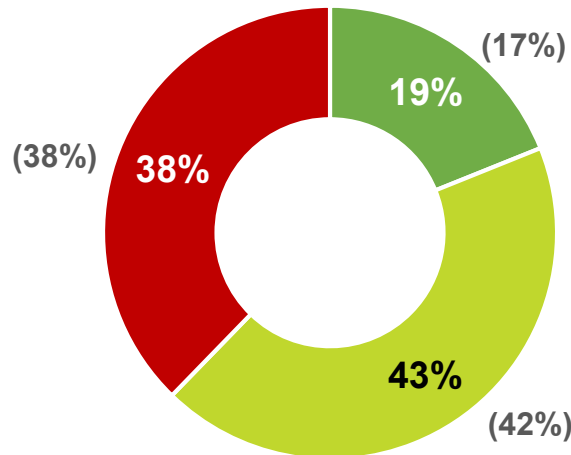**Framework:** All Respondents (CATI)
Sample size: n = 811

39

Balance of Services and Taxation

Compared to previous survey, there has been a slight increase in the proportion of the residents who preferred either <u>maintaining service levels</u> or <u>adding services and facilities</u>, even if it means an increase in taxes or user fees. Of those residents, 62% preferred increase to user fees while 24% preferred increase to property taxes.

Increase or Decrease in Taxes or User Fees

(17%)
19%

(38%)
38%

43%
(42%)

62% (59%)
Those who preferred increase in taxes or user fees

(2019 results)

Increase User Fees or Property Taxes

(26%)
24%

10% (1%)

4%

62%
(71%)

(1%)

- ■ Add new services and facilities, even if it means taxes or user fees must increase
- ■ Maintain existing service levels, even if it means taxes or user fees must increase
- ■ Not increase taxes or user fees, even if it means cuts to services
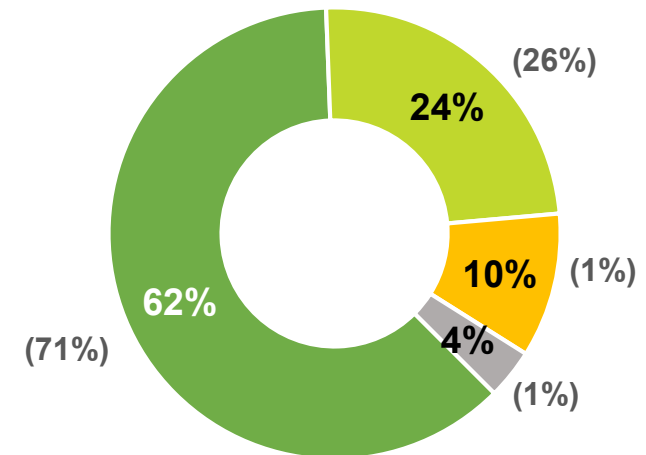
- ■ Increases to user fees
- ■ Increases to property taxes
- ■ Both
- ■ Don't know/Refused

Q52A. Which of the following comes closest to your view? **Framework:** All Respondents (CATI) **Sample size:** n = 811

Q52B. And if maintaining service levels/adding services and facilities meant an increased cost to provide those services, which would you prefer? **Framework:** Respondents who said they should add new services and facilities or maintain existing service levels (CATI) **Sample size:** n = 523

TAXATION

Residents receive good value for their tax dollars, and would increase taxes though user fees in order to maintain service levels or add new services and facilities

- Considering the programs and services provided by the Town, most residents (TOP2: 85%) said they receive good value for their tax dollars.

- When asked about their preference for an increase or decrease in taxes or user fees, about 6 in 10 (62%) opted for an increase in order to maintain service levels or add new services and facilities. Compared to 2019 results, slightly more residents preferred an increase in taxes or user fees (from 59% to 62%). Of these residents, another 6 in 10 (62%) preferred an increase to user fees, whereas a quarter (24%) preferred an increase to property taxes.

6. INFORMATION AND SERVICE USAGE

Finding Town Information

Most residents (58%) use the Town's website to find information about the Town of Oakville.

	2022	**2019**	**2017**	**2015**	**2013**	**2011**
Through the website	58%	68%	73%	74%	64%	65%
Social media	9%	4%	3%	1%	-	-
Local Newspapers	7%	6%	4%	5%	12%	12%
Word of mouth/neighbours	5%	-	-	-	-	-
Google search/Other search engines	4%	-	-	-	-	-
Telephone	3%	3%	5%	7%	4%	5%
Email	3%	2%	1%	2%	-	-
I do not seek out information about the Town of Oakville	2%	-	-	-	-	-
Internet/Online (other or unspecified)	2%	-	-	-	-	-
Mail	1%	-	-	-	-	-
Town Brochures and Publications	1%	2%	3%	2%	5%	5%
Media (other or unspecified)	1%	-	-	-	-	-
"Let's Talk Oakville" News Magazine	1%	-	-	-	-	-

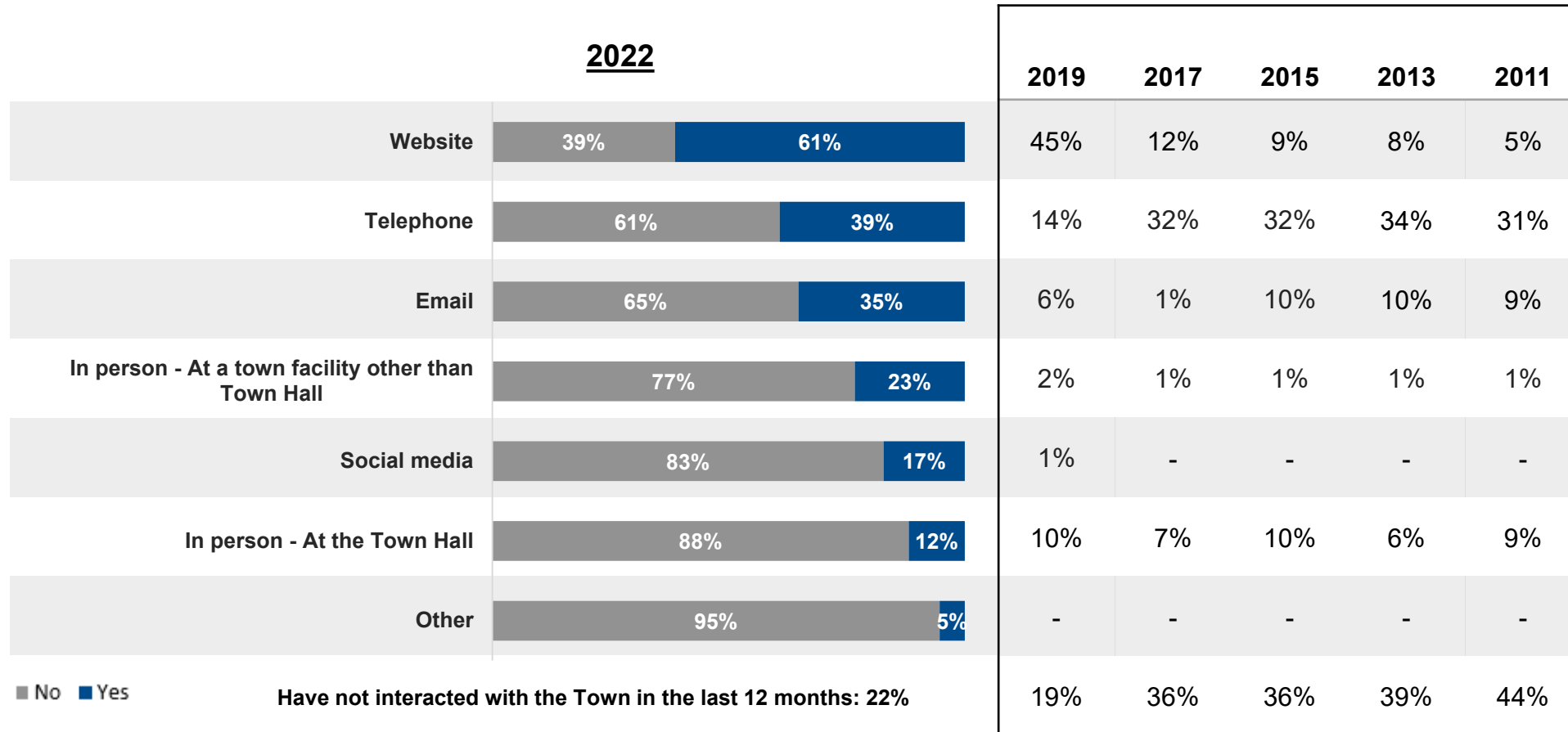Q63. How do you most often find information about the Town of Oakville?
Framework: All Respondents (CATI)
Sample size: n = 811

*Visual shows mentions with 1% and higher

Methods of Interaction with the Town of Oakville

Most residents (61%) interacted with the Town using the Town's website within the last 12 months which is followed by telephone (39%) and email (35%).
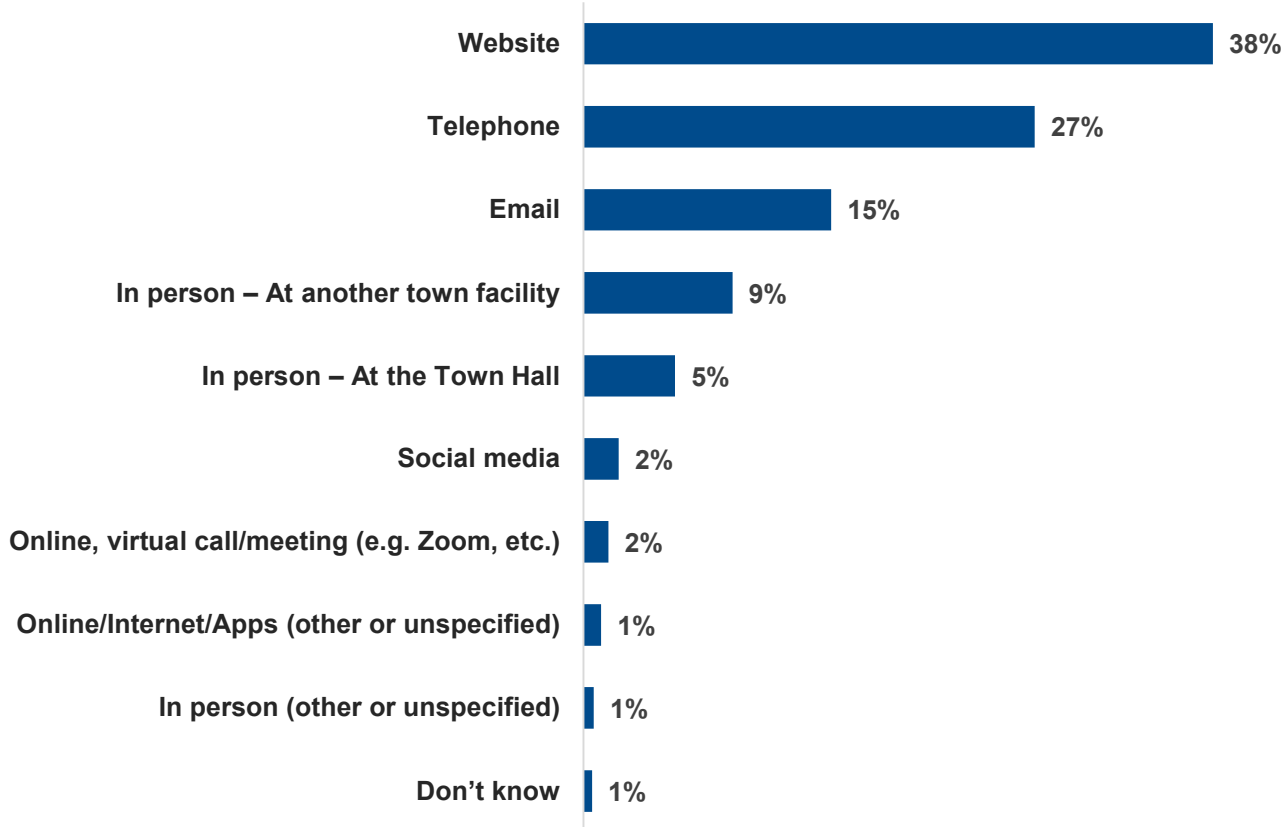
2022

Method	No	Yes	2019	2017	2015	2013	2011
Website	39%	61%	45%	12%	9%	8%	5%
Telephone	61%	39%	14%	32%	32%	34%	31%
Email	65%	35%	6%	1%	10%	10%	9%
In person - At a town facility other than Town Hall	77%	23%	2%	1%	1%	1%	1%
Social media	83%	17%	1%	-	-	-	-
In person - At the Town Hall	88%	12%	10%	7%	10%	6%	9%
Other	95%	5%	-	-	-	-	-
Have not interacted with the Town in the last 12 months: 22%			19%	36%	36%	39%	44%

■ No ■ Yes

Q53. In the past 12 months, have you interacted with the Town of Oakville using any of the following methods?
Framework: All Respondents (CATI)
Sample size: n = 811

*The question in the previous waves was slightly different: *In the past two years, have you interacted with the Town of Oakville or visited its website for any reasons? If so, how did you first contacted the Town?*

Method of Most Recent Interaction with the Town of Oakville

OAKVILLE

Most residents used the Town's website (38%) for their most recent interaction with the Town, which is followed by telephone (27%) and email (15%).

Method	Percentage
Website	38%
Telephone	27%
Email	15%
In person – At another town facility	9%
In person – At the Town Hall	5%
Social media	2%
Online, virtual call/meeting (e.g. Zoom, etc.)	2%
Online/Internet/Apps (other or unspecified)	1%
In person (other or unspecified)	1%
Don't know	1%

Q53. And which method did you use for your most recent interaction with the Town of Oakville?
Framework: Respondents who have interacted with the Town of Oakville using any methods (CATI)
Sample size: n = 634

Reasons for Contacting the Town

OAKVILLE

Residents mostly contacted the Town to find information (16%) and to request a service or permit (12%).

	2022	**2019**	**2017**	**2015**	**2013**
To find information	16%	26%	-	-	-
To request a service or permit	12%	27%	30%	40%	33%
Recreation (e.g. inquiries, register, etc.)	8%	-	-	-	-
To file a complaint or report a problem	8%	12%	16%	19%	17%
To pay a bill	6%	5%	6%	4%	12%
To sign up for town programs	6%	12%	20%	15%	17%
Waste management/Recycling services (e.g. collection, schedule, bag tags, blue bins, etc.)	5%	-	-	-	-
COVID-19 (e.g. inquiries, regulations, vaccines, etc.)	4%	-	-	-	-
Taxes (e.g. pay taxes, get information, etc.)	3%	-	-	-	-

Q55A. These next few questions focus on your most recent interaction with the Town of Oakville. What was the primary reason for your most recent interaction with the Town of Oakville?
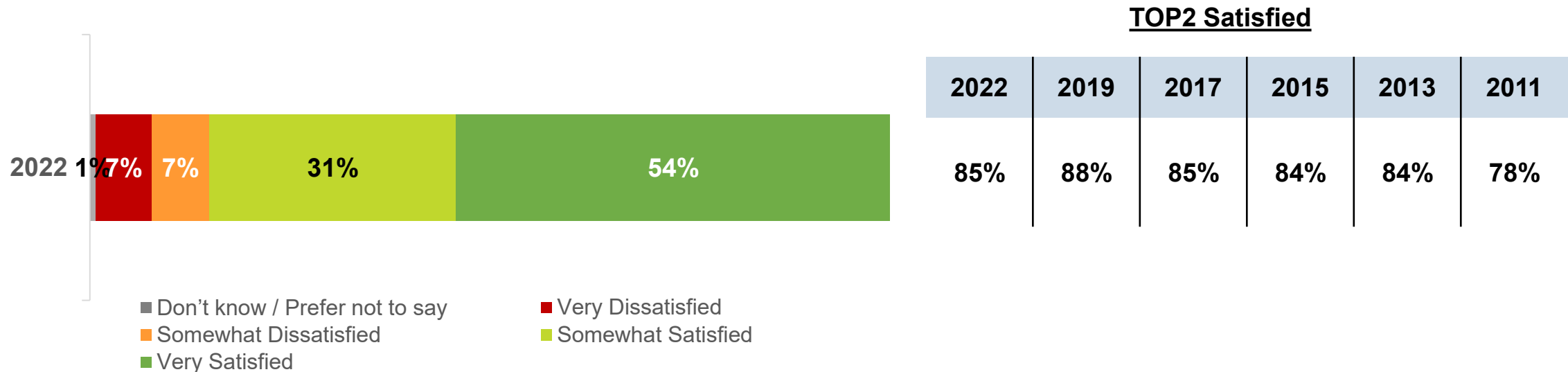**Framework:** Respondents who have interacted with the Town of Oakville using any methods (CATI)
Sample size: n = 634

*Visual shows mentions with 3% and higher, and excludes "don't know"
**The question in the previous waves referred to residents' interaction with the Town in the past 2 years and the list of options was read (*What was the primary reason you contacted the town? Was it…(READ LIST)*). Please interpret with caution.

Satisfaction with the Service Received in the Most Recent Interaction

Of the residents who interacted with the Town in the last 12 months, a vast majority (TOP2: 85%) stated they were satisfied with the service they received.

TOP2 Satisfied

2022	2019	2017	2015	2013	2011
85%	88%	85%	84%	84%	78%

2022 1% 7% 7% 31% 54%

- ■ Don't know / Prefer not to say
- ■ Very Dissatisfied
- ■ Somewhat Dissatisfied
- ■ Somewhat Satisfied
- ■ Very Satisfied

Q56. And still thinking about the most recent interaction you had with the Town of Oakville… Overall, were you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the service that you received?
Framework: Respondents who have interacted with the Town of Oakville using any methods (CATI)
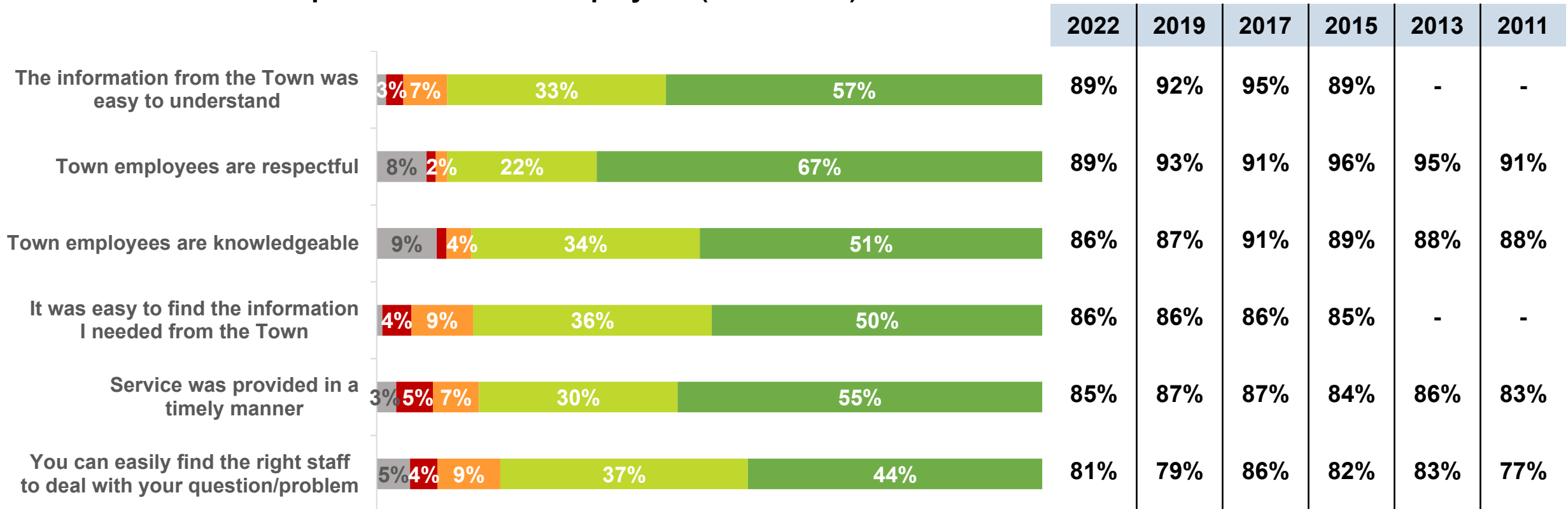**Sample size**: n = 632

Recent Contact Service Evaluations

OAKVILLE

Considering their most recent contact with the Town, residents were mostly satisfied with the easiness of the information (TOP2: 89%) and the respectfulness of the employees (TOP2: 89%).

TOP2 Satisfied

	2022	2019	2017	2015	2013	2011
The information from the Town was easy to understand	89%	92%	95%	89%	-	-
Town employees are respectful	89%	93%	91%	96%	95%	91%
Town employees are knowledgeable	86%	87%	91%	89%	88%	88%
It was easy to find the information I needed from the Town	86%	86%	86%	85%	-	-
Service was provided in a timely manner	85%	87%	87%	84%	86%	83%
You can easily find the right staff to deal with your question/problem	81%	79%	86%	82%	83%	77%

The information from the Town was easy to understand: 3% / 7% / 33% / 57%

Town employees are respectful: 8% / 2% / 22% / 67%

Town employees are knowledgeable: 9% / 4% / 34% / 51%

It was easy to find the information I needed from the Town: 4% / 9% / 36% / 50%

Service was provided in a timely manner: 3% / 5% / 7% / 30% / 55%

You can easily find the right staff to deal with your question/problem: 5% / 4% / 9% / 37% / 44%

■ Don't know / Not applicable / Prefer not to say ■ Strongly Disagree ■ Somewhat Disagree ■ Somewhat Agree ■ Strongly Agree

Q57. And still thinking about the most recent interaction you had with the Town of Oakville, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?
Framework: Respondents who have interacted with the Town of Oakville using any methods (CATI)
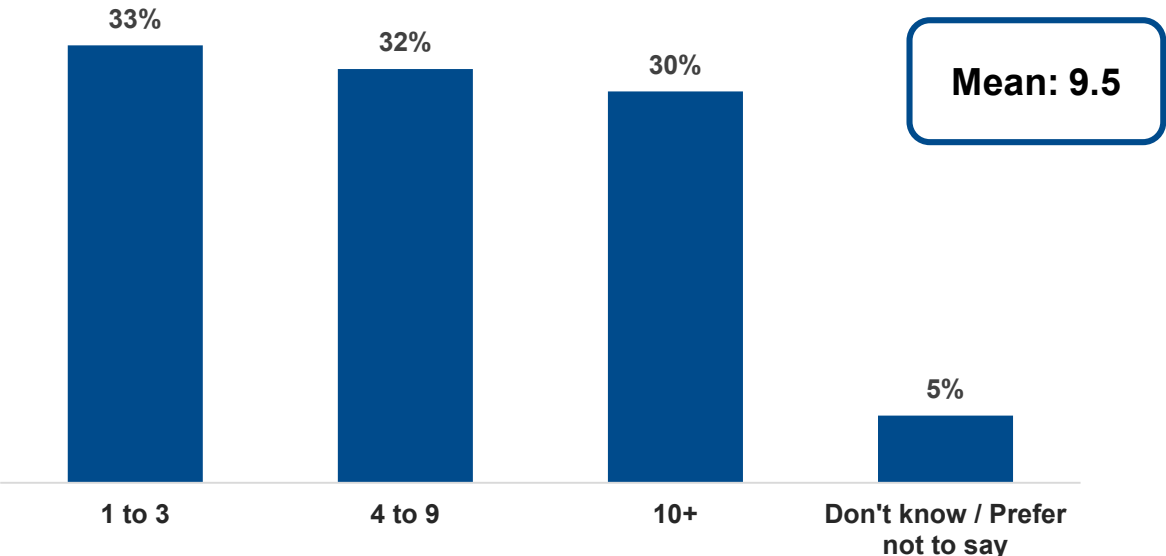**Sample size:** n = 632

48

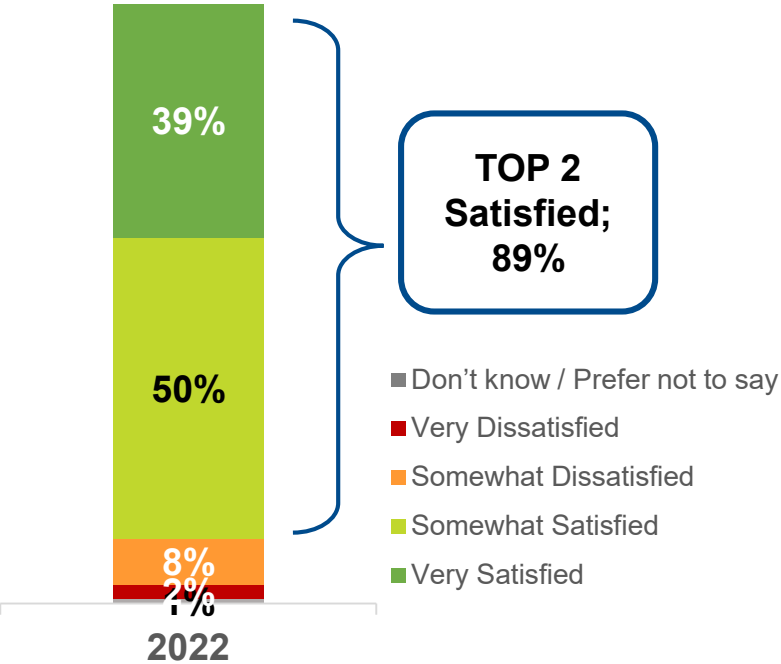# Usage and Satisfaction with the Town of Oakville's Website

Residents who interacted with the Town using the Town's website in the past 12 months have visited it 9.5 times on the average. Almost 9 in 10 of these residents (TOP2: 89%) were satisfied with the website.

Frequency of Website Usage

- 1 to 3: 33%
- 4 to 9: 32%
- 10+: 30%
- Don't know / Prefer not to say: 5%

Mean: 9.5

Satisfaction with the Website

- 39%
- 50%
- 8%
- 2%
- 1%

2022

TOP 2 Satisfied; 89%

Legend:
- ■ Don't know / Prefer not to say
- ■ Very Dissatisfied
- ■ Somewhat Dissatisfied
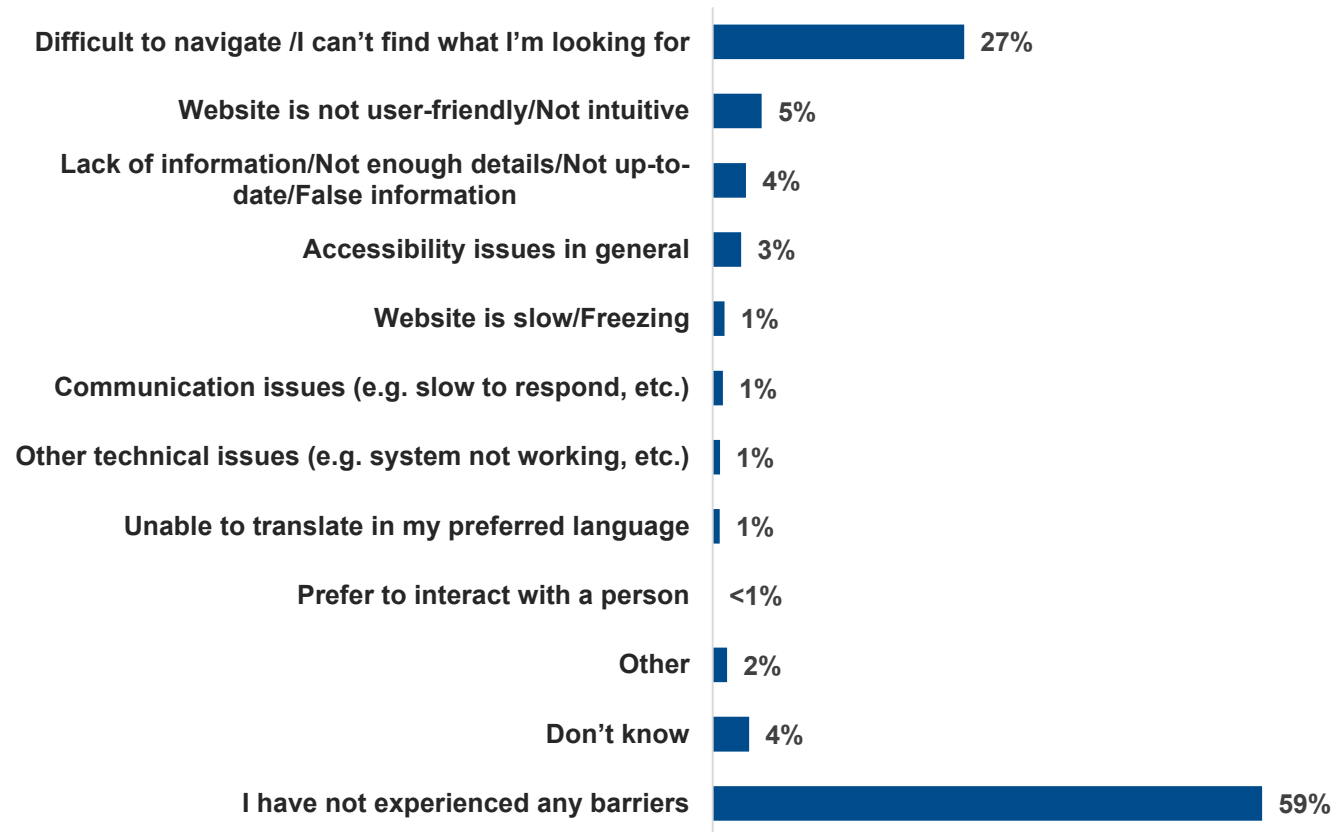- ■ Somewhat Satisfied
- ■ Very Satisfied

Z5. Over the past 12 months, about how many times have you visited the Town of Oakville's website? If you are unsure, your best guess is fine.
Framework: Respondents who used the Town of Oakville website (CATI)
Sample size: n = 485

Z6. Overall, how satisfied are you with the Town of Oakville´s website?
Framework: Respondents who used the Town of Oakville website (CATI)
Sample size: n = 485

49

Barriers with the Town of Oakville's Website

The most reported barrier was difficulty to navigate (27%), while almost 6 in 10 residents (59%) who have used the Town's website stated they have not experienced any barriers.

Barrier	Percentage
Difficult to navigate /I can't find what I'm looking for	27%
Website is not user-friendly/Not intuitive	5%
Lack of information/Not enough details/Not up-to-date/False information	4%
Accessibility issues in general	3%
Website is slow/Freezing	1%
Communication issues (e.g. slow to respond, etc.)	1%
Other technical issues (e.g. system not working, etc.)	1%
Unable to translate in my preferred language	1%
Prefer to interact with a person	<1%
Other	2%
Don't know	4%
I have not experienced any barriers	59%

Z7. What barriers, if any, have you experienced while visiting or interacting with the Town of Oakville´s website?
Framework: Respondents who used the Town of Oakville website (CATI)
Sample size: n = 485

RECAP

INFORMATION AND SERVICE USAGE

The Town's website is the platform that residents have interacted with most over the past 12 months, and is the most common source they turn to when seeking information

- Residents have interacted with the Town through the Town's website (61%), by telephone (39%), and through email (35%) within the past 12 months. When looking to find information about the Town, residents are most likely to find the information they seek through the Town's website (58%).

- Of those who have used the Town's website, 9 in 10 (89%) were satisfied with it. While most did not experience any barriers while visiting or interacting with the Town's website (59%), the top barrier experienced surrounded difficulty navigating or not being able to find what they're looking for (27%).

- Common reasons for residents' most recent interaction (regardless of method) were to find information (16%) or to request a service or permit (12%), and they were satisfied with the service the received (TOP2: 85%). About 9 in 10 agreed that the information from the Town was easy to understand (TOP2: 89%) and that employees were respectful (TOP2: 89%).