

2011 Report card to citizens

Oakville tops in livability

The results are in! According to the town's 2011 Citizen Survey, an overwhelming 87 per cent of Oakville residents surveyed expressed overall satisfaction with Town of Oakville services and 82 per cent expressed satisfaction with town government, up four per cent from 2009. A remarkable 91 per cent are satisfied with the town's key attributes. Earlier this year, Pollara Strategic Insights conducted a telephone survey on behalf of the Town of Oakville.

A random sample of 800 residents were asked about their views on the community; what they valued most about Oakville; what they saw as the greatest challenge facing Oakville; how they rated a wide variety of town services; and what they had to say about future spending priorities. Findings are accurate to +/- 3.46 per cent, 19 times out of 20.

A good place to call home

Residents were asked to rate eight attributes of the Town of Oakville. Over nine in ten residents rate a sense of belonging and being safe (94%), quality of buildings and overall appearance (90%) and the effort the town makes to protect heritage (90%) as Oakville's top attributes. These are followed by very high ratings for the amount of information provided to residents (85%), the town's responsiveness to the needs of the community (83%), the effort the town makes to protect the environment (83%) and opportunities for public involvement in local government (77%) up five per cent from 2009. Even traditionally lower rated services such as management of tax dollars received 67 per cent satisfaction.



Town services meet expectations

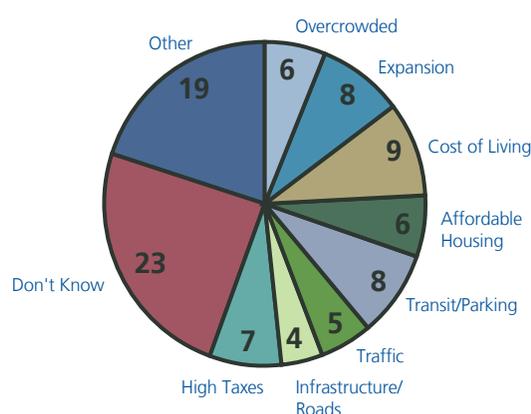
Overall, eight of 11 service areas received satisfaction levels of over 80 per cent, led by satisfaction with parks and green spaces (91%), public library services (90%), recreation fields and facilities (90%), recreation programs (88%), harbours and waterfront areas (87%), town roads and sidewalks (83%), Oakville's fire services (82%) and arts and cultural programs and venues (81%). Winter road and sidewalk maintenance (78%), up 11 per cent since 2009. The two lowest-rated services are the provision of municipal parking (66%) and transit (53%) which often rate lower in most municipalities. Satisfaction with transit rises to 68 per cent among regular users.



Planning for the future

Residents were asked about the greatest challenge preventing Oakville from being the most livable town in Canada. The top challenges are cost of living (9%), town expansion generally (8%) and public transportation and parking (8%). Notably, 23 per cent of residents say they don't know or can't name a particular challenge that prevents Oakville from being the most livable town in Canada.

In previous years, growth and development were also identified as the greatest challenges facing Oakville. The good news is that Oakville is dealing with growth in a responsible and sustainable way. The town has developed and finalized a comprehensive official plan called "Livable Oakville," which dictates where and how growth can occur. Concern over growth has dropped substantially since 2004.



Controlling growth a key priority

To assist with prioritization of policies and plans for the future, residents were asked to choose which priority they would like to see the town focus on most. Controlling growth in the town was most often selected as the key priority overall by residents, followed by Oakville's natural environment and then governing and managing the town.



For more information

This is the fifth citizen survey Oakville has conducted. Current and past survey results are available at www.oakville.ca. For more information please contact the Strategy, Policy and Communications department at 905-845-6601 ext. 3689 or email communications@oakville.ca.