Citizen Perspective
2016 Citizen Survey
Survey conducted by Prairie Research Associates
May 2016
What is Market Research?

• The process of gathering information to learn more about how customers and potential customers perceive products or services

• Market research can cover a broad spectrum of activities
  – A short customer satisfaction questionnaire
  – Studying demographic data for your area
  – Contract with a professional market research firm to do a broader survey

• Why do market research?
  – To understand your customers and their preferences
  – To support evidence-informed business decisions
  – Regular research allows a business to understand and adapt to changing needs

Successful businesses have extensive knowledge of their customers and their competitors.

Survey Method

- Conducted by Prairie Research Associates, Inc.
  - Dimark (2012)
  - Telelink (2007)
  - No survey conducted (2005, 2006 and 2008)

- A random telephone survey

- 600 Winnipeggers surveyed in first two weeks of May 2016.
  - Results in a margin of error of ±4.0%, 19 times out of 20.

- Data used in presentation is based on people who answered the survey question.
  - (excludes “don’t know” / refused responses)

Survey Changes for 2016

- In 2016, the survey was reviewed and updated
- Questions
  - Wording clarified where possible
  - One new overall question added
- Survey Length
  - Survey size reduced by 15 questions
  - Survey length reduced from 20 minutes to approximately 15 minutes
- Methodology
  - Introduced adjusted quota samples for gender and age
  - Added a cellphone sample

Who Were the Survey Respondents?

The survey was only administered to those who indicated they:

• Are 18 years or older
• Have lived in Winnipeg (or pay taxes to the City) for at least one year
• Agreed to participate in the survey
  – “this evening we’re talking to residents of Winnipeg regarding issues affecting the City. The survey will take approximately 15 minutes to complete.”

## 2016 Overall

### Quality of Life – 94%

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>88%</td>
<td>91%</td>
<td>91%</td>
<td>90%</td>
</tr>
</tbody>
</table>

### Value for Tax Dollars – 68%

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>72%</td>
<td>67%</td>
<td>36%</td>
<td>62%</td>
</tr>
</tbody>
</table>

### Net Promoter Score (Recommendation)

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>81%</td>
<td>82%</td>
<td>88%</td>
<td>86%</td>
</tr>
</tbody>
</table>

### Overall City Services – 85%

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>71%</td>
<td>77%</td>
<td>95%</td>
<td>72%</td>
</tr>
</tbody>
</table>

**Source:** City of Winnipeg 2016 Citizen Survey conducted by Prairie Research Associates. Margin of error +/- 4%, 19 times out of 20.
Net Promoter Score
Value

• Citizens were asked “On a scale from 0 to 10, where 0 is not at all likely and 10 is very likely, how likely would you be to recommend Winnipeg as a place to live?”

• Net Promoter Score (NPS®) is an index ranging from -100 to +100 that measures the willingness of a customer to recommend a company’s products or services to others. It implies a customer’s overall satisfaction and loyalty with a company.
  – 0 or less is considered ‘poor’
  – Between 0 and 50 is considered ‘good’
  – Above 50 is considered ‘excellent’

• The score is calculated by subtracting Detractors (rating of 6 or lower out of 10) from Promoters (9 or 10 out of 10)

• For Winnipeg, 30% are Promoters and 25% are Detractors, yielding an NPS of 5

Quality of Life
Quality of Life

- In 2016, 94% of Winnipeggers rate the overall quality of life in Winnipeg today as very good or good.

Citizens were asked “How would you rate the quality of life in Winnipeg?”

<table>
<thead>
<tr>
<th>Year</th>
<th>Very Good</th>
<th>Good</th>
<th>Only Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>88%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>91%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>91%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>90%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>94%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Quality of Life Statements

It is easy to get around in Winnipeg by car

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>83</td>
<td>93</td>
<td>92</td>
<td>88</td>
<td>88</td>
</tr>
</tbody>
</table>

It is easy to get around in Winnipeg by transit

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>66</td>
<td>83</td>
<td>84</td>
<td>66</td>
<td>71</td>
</tr>
</tbody>
</table>

It is easy to get around in Winnipeg by bicycle

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>50</td>
<td>80</td>
<td>67</td>
<td>47</td>
<td>54</td>
</tr>
</tbody>
</table>

It is easy to get around in Winnipeg by walking

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>78</td>
<td>85</td>
<td>76</td>
<td>77</td>
<td>76</td>
</tr>
</tbody>
</table>

I feel safe walking alone at night in my neighborhood

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>61</td>
<td>82</td>
<td>73</td>
<td>74</td>
<td>72</td>
</tr>
</tbody>
</table>

I feel safe walking alone at night in the downtown

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>16</td>
<td>38</td>
<td>17</td>
<td>23</td>
<td>25</td>
</tr>
</tbody>
</table>

Actions to Improve Quality of Life - 2016

Citizens were asked “What actions do you think the City of Winnipeg could take to improve the quality of life in the city?”

The table at right displays the suggested actions.

<table>
<thead>
<tr>
<th>Groupings</th>
<th>Detail of Responses</th>
<th># of responses</th>
<th>% of cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>56.3% Roads / Infrastructure</td>
<td>Fix roads and streets</td>
<td>221</td>
<td>44.2%</td>
</tr>
<tr>
<td></td>
<td>Build / fix / improve City infrastructure</td>
<td>29</td>
<td>5.8%</td>
</tr>
<tr>
<td></td>
<td>Improve parking</td>
<td>1</td>
<td>0.3%</td>
</tr>
<tr>
<td></td>
<td>Improve traffic</td>
<td>15</td>
<td>3.0%</td>
</tr>
<tr>
<td></td>
<td>Improve snow clearing</td>
<td>6</td>
<td>1.3%</td>
</tr>
<tr>
<td></td>
<td>More facilities for disabled children / other disabled</td>
<td>4</td>
<td>0.7%</td>
</tr>
<tr>
<td>11.8% Transit</td>
<td>Rapid transit / Improve public transit</td>
<td>59</td>
<td>11.8%</td>
</tr>
<tr>
<td>11.2% Taxation</td>
<td>Lower taxes/revisit taxes</td>
<td>58</td>
<td>11.7%</td>
</tr>
<tr>
<td>9.1% Crime/Policing</td>
<td>Increase police presence</td>
<td>11</td>
<td>2.2%</td>
</tr>
<tr>
<td></td>
<td>Reduce crime/improve law enforcement</td>
<td>19</td>
<td>3.9%</td>
</tr>
<tr>
<td></td>
<td>More security cameras</td>
<td>2</td>
<td>0.4%</td>
</tr>
<tr>
<td></td>
<td>Make downtown safer (less panhandlers)</td>
<td>13</td>
<td>2.6%</td>
</tr>
<tr>
<td>7.8% More Things to Do</td>
<td>More recreational programming/facilities</td>
<td>22</td>
<td>4.4%</td>
</tr>
<tr>
<td></td>
<td>More activities for seniors</td>
<td>3</td>
<td>0.7%</td>
</tr>
<tr>
<td></td>
<td>More activities for youth</td>
<td>13</td>
<td>2.7%</td>
</tr>
<tr>
<td>6.4% Poverty</td>
<td>Address poverty / child poverty/low income</td>
<td>12</td>
<td>2.3%</td>
</tr>
<tr>
<td></td>
<td>Help for underprivileged / Improve social programs</td>
<td>17</td>
<td>3.4%</td>
</tr>
<tr>
<td></td>
<td>Help for immigrants</td>
<td>4</td>
<td>0.7%</td>
</tr>
<tr>
<td>6.3% Economy</td>
<td>Reduce cost of living</td>
<td>1</td>
<td>0.2%</td>
</tr>
<tr>
<td></td>
<td>promote new business / jobs/events tourism</td>
<td>30</td>
<td>6.1%</td>
</tr>
<tr>
<td>6.2% Parks/City Beautification</td>
<td>Cleaner city / cleaner streets</td>
<td>17</td>
<td>3.4%</td>
</tr>
<tr>
<td></td>
<td>Maintain / enhance greenspaces / parks / trees</td>
<td>14</td>
<td>2.8%</td>
</tr>
<tr>
<td>5.8% City Planning</td>
<td>Improve City planning / administration / spending / comm</td>
<td>23</td>
<td>4.6%</td>
</tr>
<tr>
<td></td>
<td>Reduce urban sprawl</td>
<td>6</td>
<td>1.2%</td>
</tr>
<tr>
<td>4.3% Bicycle &amp; Walking Trails</td>
<td>Provide / improve bicycle and walking trails</td>
<td>21</td>
<td>4.3%</td>
</tr>
<tr>
<td>4.2% Housing</td>
<td>Develop affordable housing</td>
<td>7</td>
<td>1.4%</td>
</tr>
<tr>
<td></td>
<td>Address homelessness</td>
<td>14</td>
<td>2.8%</td>
</tr>
<tr>
<td>3.9% Health Care</td>
<td>Improve health care</td>
<td>20</td>
<td>3.9%</td>
</tr>
<tr>
<td>2.5% Recycling/Environment</td>
<td>Improve garbage collection</td>
<td>7</td>
<td>1.4%</td>
</tr>
<tr>
<td></td>
<td>Increase recycling / provide composting</td>
<td>6</td>
<td>1.1%</td>
</tr>
<tr>
<td>2.2% Downtown</td>
<td>Increase downtown’s population</td>
<td>11</td>
<td>2.2%</td>
</tr>
<tr>
<td>1.3% Address Racism</td>
<td>Address racism / culture inequality / aboriginal issues</td>
<td>6</td>
<td>1.3%</td>
</tr>
<tr>
<td>0.2% Re-Election</td>
<td>Change the government / Need new government</td>
<td>1</td>
<td>0.2%</td>
</tr>
<tr>
<td>11.0% Other</td>
<td>Other</td>
<td>55</td>
<td>11.0%</td>
</tr>
</tbody>
</table>

Note: Respondents may provide more than one response; totals are adjusted accordingly and may add up to greater than 100%.

# Actions to Improve Quality of Life – Annual Trend

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Roads/Infrastructure</td>
<td>32.9%</td>
<td>28.0%</td>
<td>31.2%</td>
<td>54.0%</td>
<td>55.3%</td>
</tr>
<tr>
<td>Transit</td>
<td>10.8%</td>
<td>6.3%</td>
<td>4.2%</td>
<td>7.4%</td>
<td>11.8%</td>
</tr>
<tr>
<td>Taxation</td>
<td>1.7%</td>
<td>5.5%</td>
<td>3.2%</td>
<td>6.9%</td>
<td>11.7%</td>
</tr>
<tr>
<td>Crime/Policing</td>
<td>39.5%</td>
<td>38.6%</td>
<td>27.8%</td>
<td>12.1%</td>
<td>9.1%</td>
</tr>
<tr>
<td>More things to do</td>
<td>7.5%</td>
<td>2.0%</td>
<td>0.7%</td>
<td>10.5%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Poverty</td>
<td>6.4%</td>
<td>0.8%</td>
<td>0.0%</td>
<td>3.0%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Economy</td>
<td>1.4%</td>
<td>0.4%</td>
<td>0.2%</td>
<td>2.6%</td>
<td>6.3%</td>
</tr>
<tr>
<td>City Beautification/Parks</td>
<td>1.5%</td>
<td>0.6%</td>
<td>1.5%</td>
<td>6.5%</td>
<td>6.2%</td>
</tr>
<tr>
<td>City Planning</td>
<td>2.5%</td>
<td>0.8%</td>
<td>3.5%</td>
<td>6.4%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Bicycle &amp; Walking Trails</td>
<td>8.5%</td>
<td>3.5%</td>
<td>1.3%</td>
<td>4.8%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Housing</td>
<td>1.2%</td>
<td>1.6%</td>
<td>0.3%</td>
<td>5.5%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>0.6%</td>
<td>0.4%</td>
<td>0.4%</td>
<td>1.7%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Recycling/Environment</td>
<td>0.2%</td>
<td>0.2%</td>
<td>0.5%</td>
<td>0.4%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Downtown Renewal</td>
<td>6.6%</td>
<td>2.4%</td>
<td>2.5%</td>
<td>1.5%</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

The table at right displays these suggested actions over the past five years. The top 3 groupings have been highlighted for the past 3 years.

Note: Respondents may provide more than one response; totals are adjusted accordingly and may add up to greater than 100%.

Value for Tax Dollars
Value for Tax Dollars

• In 2016, 68% of Winnipeggers believe there is good to very good value in their municipal tax dollar.

*Citizens were asked “Considering the services provided by the City for your property tax dollars, do you feel you receive...”*

Reason for ‘Value Received for Tax Dollars’ Response

Citizens were asked “Why do you feel you receive _______ value from your property tax dollars?”

- Most common reasons for Good / Very Good (68%)
  - Satisfaction with services:
    - Snow removal
    - Garbage/recycling
  - Feel the City is doing the best it can with the money available

- Most common reasons for Poor / Very Poor (32%)
  - Dissatisfaction with spending decisions
  - Condition of streets, back lanes, etc.
  - Dissatisfaction with services
    - Snow removal
    - Garbage/recycling


Value for Tax Dollars – 68%

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>72%</td>
<td>67%</td>
<td>36%</td>
<td>62%</td>
<td></td>
</tr>
</tbody>
</table>

Satisfaction with Customer Service
Satisfaction with Customer Service

- In 2016, 79% of Winnipeggers who contacted the City were very satisfied or satisfied with the experience.

Contact with the City

- 70% of the respondents indicated they have contacted the City in the past year.
- Contact by email/internet is increasing, with fewer contacts by telephone.

Customer Service Details

Citizens were asked “Thinking about your personal dealings with the City of Winnipeg and your general impressions…”

The quality of service from the City is consistently high

The City responds quickly to requests and concerns

City staff are easy to get a hold of when I need them

Customer Service – 79%

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>71%</td>
<td>77%</td>
<td>95%</td>
<td>72%</td>
<td></td>
</tr>
</tbody>
</table>

## Improvements to Customer Service - 2016

*Citizens were asked “How could the City’s customer service be improved?”*

<table>
<thead>
<tr>
<th>Groupings</th>
<th>Detail of Responses</th>
<th># of responses</th>
<th>% of cases</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>41.3% OK / Satisfied / No suggestion</strong></td>
<td>No suggestions / satisfied</td>
<td>194</td>
<td>32.3%</td>
</tr>
<tr>
<td></td>
<td>Don’t know / refused</td>
<td>54</td>
<td>9.0%</td>
</tr>
<tr>
<td><strong>29.1% Improvements relating to staff contact</strong></td>
<td>Less automation / more human contact</td>
<td>26</td>
<td>4.3%</td>
</tr>
<tr>
<td></td>
<td>Better communication between departments - response / follow up</td>
<td>9</td>
<td>1.4%</td>
</tr>
<tr>
<td></td>
<td>Staff should be more knowledgeable / better trained</td>
<td>51</td>
<td>8.5%</td>
</tr>
<tr>
<td></td>
<td>Staff should listen / show an interest in wanting to help</td>
<td>30</td>
<td>5.0%</td>
</tr>
<tr>
<td></td>
<td>Staff should respond more quickly to issues / more efficient</td>
<td>48</td>
<td>7.9%</td>
</tr>
<tr>
<td></td>
<td>Better work / less defensive / accept responsibilities</td>
<td>12</td>
<td>2.0%</td>
</tr>
<tr>
<td><strong>25.9% Improvements relating to staffing levels / availability</strong></td>
<td>More people on staff</td>
<td>83</td>
<td>13.8%</td>
</tr>
<tr>
<td></td>
<td>Answer phones quicker / less time on hold / call back system</td>
<td>73</td>
<td>12.1%</td>
</tr>
<tr>
<td><strong>10.5% Improvements relating to systems</strong></td>
<td>Improve 311</td>
<td>14</td>
<td>2.3%</td>
</tr>
<tr>
<td></td>
<td>More information on city services / advertise more</td>
<td>4</td>
<td>0.7%</td>
</tr>
<tr>
<td></td>
<td>Ability to contact departments directly</td>
<td>26</td>
<td>4.3%</td>
</tr>
<tr>
<td></td>
<td>Get rid of 311</td>
<td>9</td>
<td>1.5%</td>
</tr>
<tr>
<td></td>
<td>Improve website / Better use of technology</td>
<td>10</td>
<td>1.7%</td>
</tr>
<tr>
<td><strong>3.3% Hrs of operation</strong></td>
<td>Staff more accessible – longer hours / email contact</td>
<td>20</td>
<td>3.3%</td>
</tr>
<tr>
<td><strong>5.5% Other</strong></td>
<td>Other</td>
<td>33</td>
<td>5.5%</td>
</tr>
</tbody>
</table>

*Note: Respondents may provide more than one response; totals are adjusted accordingly and may add up to greater than 100%.*

*Source: City of Winnipeg 2016 Citizen Survey conducted by Prairie Research Associates. Margin of error +/- 4%, 19 times out of 20.*
Citizens were asked “How could the City’s customer service be improved?”

The table below displays these suggested actions over the past five years.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>OK / Satisfied / No Suggestions</td>
<td>58.9%</td>
<td>67.8%</td>
<td>47.9%</td>
<td>37.7%</td>
<td>41.3%</td>
</tr>
<tr>
<td>Improvements relating to staff contact</td>
<td>10.7%</td>
<td>10.7%</td>
<td>9.5%</td>
<td>33.4%</td>
<td>29.1%</td>
</tr>
<tr>
<td>Improvements relating to staffing levels</td>
<td>10.9%</td>
<td>17.0%</td>
<td>34.2%</td>
<td>24.3%</td>
<td>25.9%</td>
</tr>
<tr>
<td>Improvements relating to systems</td>
<td>15.9%</td>
<td>15.8%</td>
<td>5.0%</td>
<td>25.4%</td>
<td>10.5%</td>
</tr>
<tr>
<td>Improve hours of operation</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>4.2%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Other</td>
<td>3.6%</td>
<td>4.8%</td>
<td>1.7%</td>
<td>6.5%</td>
<td>5.5%</td>
</tr>
</tbody>
</table>

Note: Respondents may provide more than one response; totals are adjusted accordingly and may add up to greater than 100%.

Satisfaction with City Services
Satisfaction with Overall City Services

- In 2016, 85% of Winnipeggers are satisfied with the overall level of services provided.

Importance of Service Areas

*Citizens were asked “Please rank the following group of services in order of importance”*

<table>
<thead>
<tr>
<th>Service Area</th>
<th>Importance (weighted)</th>
<th>% Ranked 1 and 2</th>
<th>As compared to 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Safety (Fire Paramedic, Police)</td>
<td>1.8</td>
<td>78%</td>
<td>↓</td>
</tr>
<tr>
<td>Infrastructure (Roads, Water)</td>
<td>2.2</td>
<td>68%</td>
<td>↓</td>
</tr>
<tr>
<td>Community Services (Libraries, Recreation)</td>
<td>2.7</td>
<td>37%</td>
<td>←</td>
</tr>
<tr>
<td>Property &amp; Development (Land use planning)</td>
<td>3.3</td>
<td>18%</td>
<td>↑</td>
</tr>
</tbody>
</table>

Individual Services by Department

_Citizens were asked:
“Now, I'm going to read you a list of services that are provided by the City of Winnipeg. Please tell me whether you are very dissatisfied, somewhat dissatisfied, somewhat satisfied or very satisfied with each of the following services.”_
Public Works

Snow Removal

Condition of major streets

Condition of residential streets

Management of rush hour traffic flow

City’s efforts in keeping the city clean & beautiful

Overall City Services – 85%

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>81%</td>
<td>82%</td>
<td>88%</td>
<td>86%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Public Works (cont’d)

Condition of local parks

Condition of major parks*

Insect Control

* Those who indicated they have used the service.

Police Service

Enforcement of traffic laws

<table>
<thead>
<tr>
<th>Year</th>
<th>Somewhat Satisfied</th>
<th>Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>58</td>
<td>20</td>
</tr>
<tr>
<td>2013</td>
<td>83</td>
<td>20</td>
</tr>
<tr>
<td>2014</td>
<td>70</td>
<td>20</td>
</tr>
<tr>
<td>2015</td>
<td>58</td>
<td>20</td>
</tr>
<tr>
<td>2016</td>
<td>64</td>
<td>20</td>
</tr>
</tbody>
</table>

Efforts in crime control

<table>
<thead>
<tr>
<th>Year</th>
<th>Somewhat Satisfied</th>
<th>Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>71</td>
<td>28</td>
</tr>
<tr>
<td>2013</td>
<td>93</td>
<td>20</td>
</tr>
<tr>
<td>2014</td>
<td>86</td>
<td>20</td>
</tr>
<tr>
<td>2015</td>
<td>82</td>
<td>20</td>
</tr>
<tr>
<td>2016</td>
<td>80</td>
<td>20</td>
</tr>
</tbody>
</table>

Police response to 911 calls*

<table>
<thead>
<tr>
<th>Year</th>
<th>Somewhat Satisfied</th>
<th>Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>82</td>
<td>18</td>
</tr>
<tr>
<td>2013</td>
<td>73</td>
<td>20</td>
</tr>
<tr>
<td>2014</td>
<td>88</td>
<td>20</td>
</tr>
<tr>
<td>2015</td>
<td>82</td>
<td>20</td>
</tr>
<tr>
<td>2016</td>
<td>78</td>
<td>20</td>
</tr>
</tbody>
</table>

Overall City Services – 85%

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>81%</td>
</tr>
<tr>
<td>2013</td>
<td>82%</td>
</tr>
<tr>
<td>2014</td>
<td>88%</td>
</tr>
<tr>
<td>2015</td>
<td>86%</td>
</tr>
</tbody>
</table>

* Those who indicated they have used the service.

Community Services

City’s efforts to ensure residential property standards are met through inspections

City support for arts, entertainment, & culture

Public Libraries*

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>City’s efforts</td>
<td>81%</td>
<td>82%</td>
<td>88%</td>
<td>86%</td>
<td></td>
</tr>
<tr>
<td>City support for arts, entertainment, &amp; culture</td>
<td>82</td>
<td>90</td>
<td>89</td>
<td>83</td>
<td>88</td>
</tr>
<tr>
<td>Public Libraries*</td>
<td>88</td>
<td>84</td>
<td>92</td>
<td>97</td>
<td>95</td>
</tr>
</tbody>
</table>

* Those who indicated they have used the service.

Overall City Services – 85%

Fire Paramedic Service

Fire & rescue response to fire emergencies

Level of City preparedness to respond, assist

Emergency response capability for medical emergencies*

Safety of existing buildings through fire inspections & enforcement

Fire & injury prevention education

Planning, Property & Development

City funding for improving inner city housing

Downtown renewal

Community planning (to guide growth & change)

City’s effort in promoting economic development

City’s efforts in preserving heritage buildings

Zoning regulations & building permits to regulate building & property development

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Services – 85%</td>
<td>81%</td>
<td>82%</td>
<td>88%</td>
<td>86%</td>
</tr>
</tbody>
</table>

Water and Waste

Overall City Services – 85%

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>81%</td>
<td>82%</td>
<td>88%</td>
<td>86%</td>
<td></td>
</tr>
</tbody>
</table>

Water and Waste

Garbage collection

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>91%</td>
<td>81%</td>
<td>87%</td>
<td>83%</td>
<td></td>
</tr>
</tbody>
</table>

Recycling program

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>77%</td>
<td>89%</td>
<td>89%</td>
<td>88%</td>
<td>81%</td>
</tr>
</tbody>
</table>

Quality of the drinking water

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>89%</td>
<td>93%</td>
<td>88%</td>
<td>76%</td>
<td>78%</td>
</tr>
</tbody>
</table>

Protection from sewer backup

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>78%</td>
<td>88%</td>
<td>90%</td>
<td>86%</td>
<td>82%</td>
</tr>
</tbody>
</table>

Protection from river flooding

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>85%</td>
<td>80%</td>
<td>91%</td>
<td>92%</td>
<td>91%</td>
</tr>
</tbody>
</table>

Transit / SOAs

Public transit*

Animal Services

Availability & convenience of on-street parking

* Those who indicated they have used the service.

Overall City Services – 85%

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>
