



2018 Citizen Survey Summary Report





Section 1:

BACKGROUND AND OBJECTIVES

- In 2018, The City of Corner Brook engaged MQO Research to conduct a Citizen Satisfaction Survey on it's behalf.
- The purpose of the survey was to gauge citizen perceptions of, and satisfaction with City programs and services.
- The results of the survey will identify gaps in services and create a benchmark from which to measure progress over time.
- The results will also help identify priority areas for city council moving forward.

- A telephone methodology was used for this study with both active landline and cellular numbers making up the sampling frame.
- The survey was conducted between August 30th and September 18th.
- A total of 400 surveys were completed at random across the City of Corner Brook.
- The questionnaire was designed by MQO Research in consultation with the City of Corner Brook. The average survey length was approximately 12 minutes.
- The final results were weighted by age and gender based on the most recent census data.

- Results are presented at the overall level with key differences by demographic sub-groups (e.g. age, gender) noted throughout.
- Tabular results by all key demographics are presented separate to this report.
- For all rating questions (1-10 scale) ratings of 8 or higher are presented (ratings of 7 are also shown separately in some instances).



Section 2:

EXECUTIVE SUMMARY

Overall Perceptions

Quality of Life

47%
(8 +)

Overall Satisfaction

40%
(8 +)

Value for Tax Dollars

30%
(8 +)

Safety

86%
(8 +)

Programs and Services

Top Performing Areas



Fire protection

93% rating 8 +



Garbage collection

75% rating 8 +



Open spaces

72% rating 8 +



Economic development and tourism

26% rating 8 +



Sidewalk snow clearing operations

22% rating 8 +



Street maintenance and repair

14% rating 8 +

Priorities for Citizens

Program and Service Priority Areas

Primary Areas for Improvement:

Street maintenance
Economic development and tourism
Sidewalk snow clearing
Street snow clearing
Customer service

Sustain and Reinforce:

Recreational facilities
Residential water and sewer repair
Garbage collection
Open spaces
Fire protection

Secondary Areas for Improvement:

Community events
Planning and development
City bus system

Taxation

Budget Spending: Preferred Action

42% favour
increasing taxes.

34% favour
decreasing
services.

24% unsure.



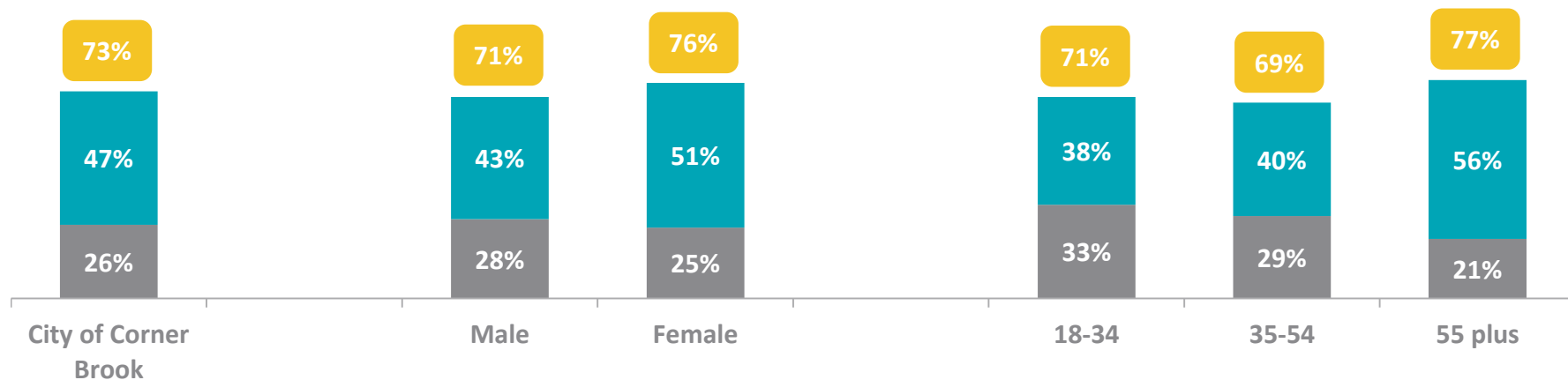
Section 3:

QUALITY OF LIFE

OVERALL QUALITY OF LIFE

- Overall, residents have a relatively positive view of the quality of life in Corner Brook with almost one-half (47%) rating the quality of life as an 8 or higher (on a 10-point scale).
- There was also a significant group who gave a rating of 7 (26%) indicating this group is also fairly happy but feel there is some room for improvement.
- Females and residents aged 55 and over were the most content with life in Corner Brook.

Quality of Life – Ratings of 7 and 8 or higher



FACTORS IMPACTING QUALITY OF LIFE

- Respondents were also asked to identify the key factors which contribute to a higher quality of life in Corner Brook.
- A better economy was the top mention at 25% followed by more recreational and leisure opportunities (18%) and improved roads (17%) rounding out the top three.
- The graphic below illustrates all the top mentions by residents.



Top Mentions	%
Better economy	25%
More recreational/leisure opportunities	18%
Better roads	17%
More activities for children/youth	13%
More shopping options	9%
Swimming pool	7%
Better health care	7%
More cultural/entertainment events	5%
Better infrastructure (general)	4%
Lower municipal taxes	4%
Affordable rent/housing	3%
More programs for seniors	3%
More restaurants and bars	3%
Better transit system	3%

Q. In your opinion, what are the most significant factors that contribute to a higher quality of life in the City of Corner Brook?

- In terms of what areas the City should focus on to raise the quality of life for residents, recreational and leisure opportunities, roads and sidewalks and economic growth/attracting new businesses once again were top of mind for residents.

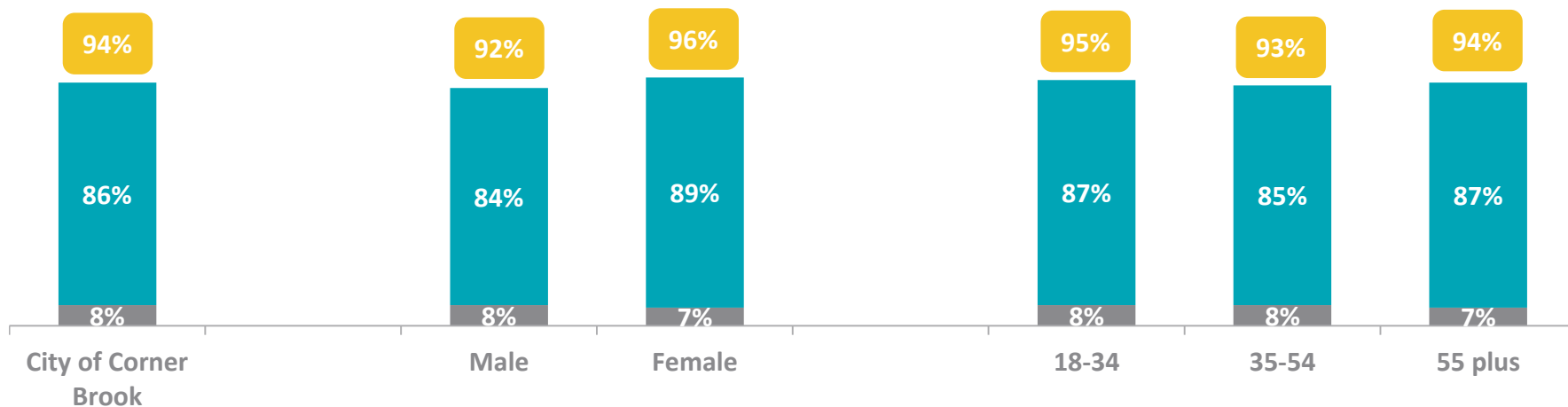


Top Mentions	%
Recreational and leisure opportunities	18%
Roads and sidewalks	17%
Economy/Attracting new businesses	17%
Downtown/central	9%
Activities and programs for youth/children	9%
Health care	5%
Affordable rent/housing	4%
Programs for seniors	4%
Better infrastructure (general)	4%
Lowering municipal taxes	4%
The whole city	3%
The waterfront	3%
Public transit	3%
Retail and restaurant options	3%
Curling/West side	3%

- Nearly all residents view Corner Brook as a safe place to live with 86% giving a rating of 8 or higher and a further 8% giving a rating of 7 (on a 10 point scale).
- This was consistent across both age and gender.

Safety – Ratings of 7 and 8 or higher

■ Rating of 8 or higher
■ Rating of 7





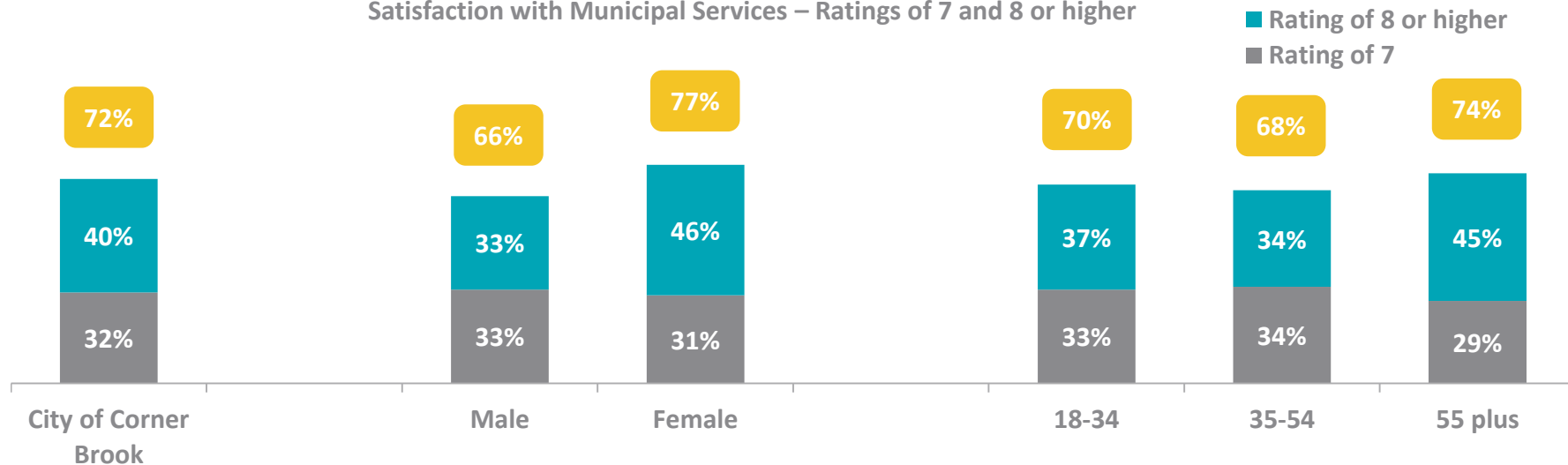
Section 3:

PROGRAMS AND SERVICES

OVERALL SATISFACTION

- Overall, residents are mostly satisfied with the programs and services provided by the City with 40% giving a rating of 8 or higher (on a 10-point scale).
- Similar to quality of life, there was also a significant group who gave a rating of 7 (32%) indicating this group is also fairly satisfied but feel there is some room for improvement.
- Females exhibited significantly higher satisfaction compared to males.

Satisfaction with Municipal Services – Ratings of 7 and 8 or higher



MUNICIPAL SERVICES - OVERVIEW

- In order to assess the programs and services currently provided by the City of Corner Brook, residents were provided with a list of 13 service areas and asked to rate the importance of each service area and to what extent they are satisfied.
- The service areas evaluated as part of the survey included:

Table 4: Service Areas Evaluated

Recreational facilities such as sports fields and playgrounds	Garbage collection
Open spaces such as walking trails and parks	Fire protection
Street maintenance and repair	Community events
Street snow clearing and salting operations	Customer service and communication
Sidewalk snow clearing operations	Economic development and tourism
The City bus system	Planning and development
Residential water and sewer services and repair	

IMPORTANCE

- The following table shows the perceived importance of each of the 13 program and service areas that were evaluated (% rating 8 or higher on a 10-point scale).
- Importance ratings ranged from a high of 98% for fire protection to a low of 64% for the City bus system.

Table 4: Importance

	% rating 8 or higher
Fire protection	98%
Street snow clearing and salting operations	96%
Residential water and sewer services and repair	96%
Garbage collection	96%
Street maintenance and repair	91%
Economic development and tourism	90%
Customer service and communication	89%
Recreational facilities such as sports fields and playgrounds	89%
Open spaces such as walking trails and parks	89%
Sidewalk snow clearing operations	89%
Community events	79%
Planning and development	75%
The City bus system	64%

- The following table shows the level of satisfaction with each of the 13 program and service areas that were evaluated (% rating 8 or higher on a 10-point scale).
- Satisfaction ratings ranged from a high of 93% for fire protection to a low of 14% for street maintenance and repair.

Table 4: Satisfaction

	% rating 8 or higher
Fire protection	93%
Garbage collection	75%
Open spaces such as walking trails and parks	72%
Residential water and sewer services and repair	69%
Recreational facilities such as sports fields and playgrounds	50%
Customer service and communication	42%
Street snow clearing and salting operations	36%
Community events	36%
Planning and development	35%
The City bus system	31%
Economic development and tourism	26%
Sidewalk snow clearing operations	22%
Street maintenance and repair	14%

GAP ANALYSIS - OVERVIEW

- First, a gap analysis was conducted to identify the difference between the perceived importance of each service area and residents' level of satisfaction. Through gap analysis, we can identify those service attributes for which there is a gap in how important an attribute is to residents and how the City is performing.
- As illustrated in the sample table below, the gap analysis identifies key attributes where the perceived current service level matches the importance of that particular service area and where there is a "gap".

Table 7: Gap Analysis - Example

	Importance % rating 8 or higher	Satisfaction % rating 8 or higher	Difference (Percentage Points)
Service Area #1	56%	52%	- 4
Service Area #2	75%	23%	- 52



Service area #2
highlights a
significant gap that
should be
addressed.

Table 4: Gap Analysis

	Importance % rating 8 or higher	Satisfaction % rating 8 or higher	Difference (Percentage Points)
Street maintenance and repair	91%	14%	-77
Sidewalk snow clearing operations	89%	22%	-67
Economic development and tourism	90%	26%	-64
Street snow clearing and salting operations	96%	36%	-60
Customer service and communication	89%	42%	-47
Community events	79%	36%	-43
Planning and development	75%	35%	-40
Recreational facilities such as sports fields and playgrounds	89%	50%	-39
The City bus system	64%	31%	-33
Residential water and sewer services and repair	96%	69%	-27
Garbage collection	96%	75%	-21
Open spaces such as walking trails and parks	89%	72%	-17
Fire protection	98%	93%	-5

- The following table shows the difference between the perceived importance of each service area and residents' level of satisfaction.
- As the table demonstrates, the largest gaps exist for areas related to roads (i.e. maintenance and snow clearing) as well as economic development and tourism.
- Conversely, there was essentially no gap fire protection.

ACTION GRID - OVERVIEW

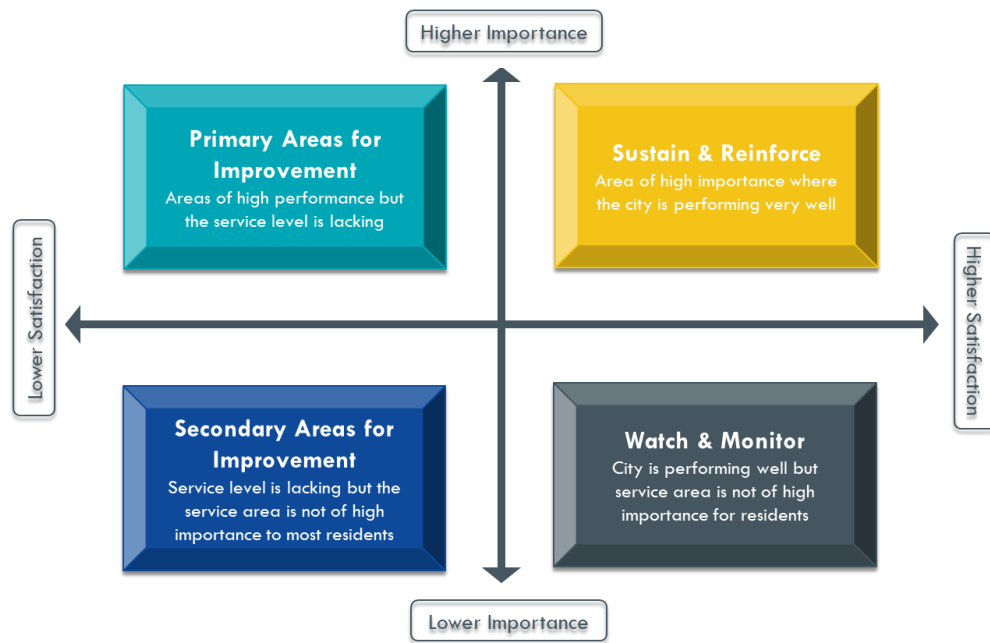
Action grids visually combine the perceived importance of each service attribute with residents' level of satisfaction. This technique places each service area in one of four “quadrants” or priority areas.

Upper Left Quadrant: Service areas identified as most important but where the city is underperforming. These should be the primary areas for improvement.

Upper Right Quadrant: Service areas identified as most important and where the city is already performing well. These are the service areas to sustain and reinforce.

Lower Left Quadrant: Service areas identified as relatively less important. Although the city is underperforming in these areas, addressing them will have less impact. However, it may be important for sub groups and should be secondary areas for improvement.

Lower Right Quadrant: Service areas where the city is performing well but are of relatively less importance. These should be watched and monitored.



ACTION GRID

Primary Areas for Improvement:

Street maintenance
Economic development and tourism
Sidewalk snow clearing
Street snow clearing
Customer service

Sustain and Reinforce:

Recreational facilities
Residential water and sewer repair
Garbage collection
Open spaces
Fire protection

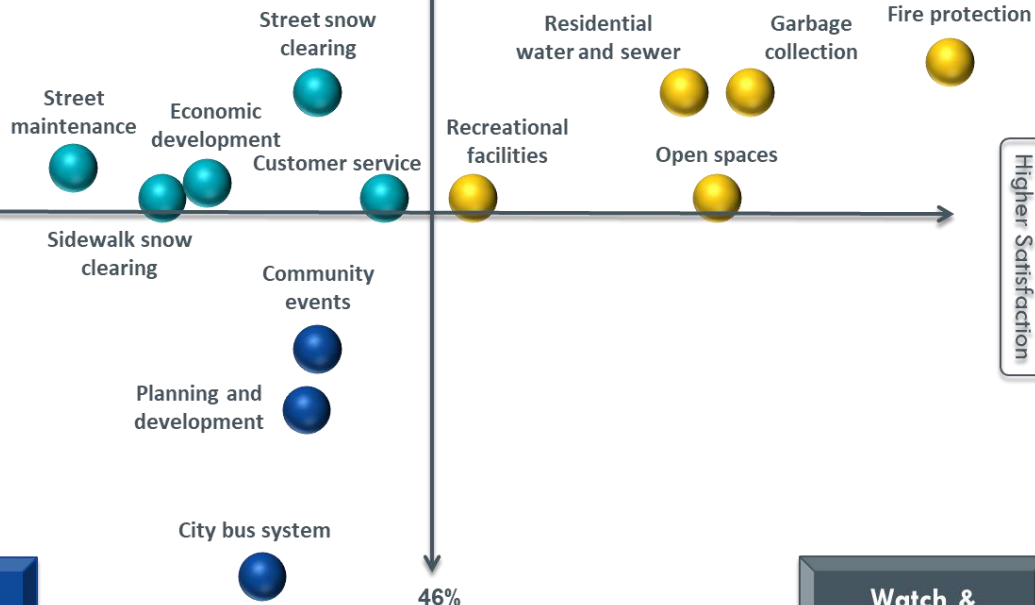
Secondary Areas for Improvement:

Community events
Planning and development
City bus system

Primary Areas
for
Improvement

Lower Satisfaction

88%



Higher Importance

Sustain &
Reinforce

46%

Lower Importance

Higher Satisfaction

Secondary
Areas for
Improvement

Watch &
Monitor

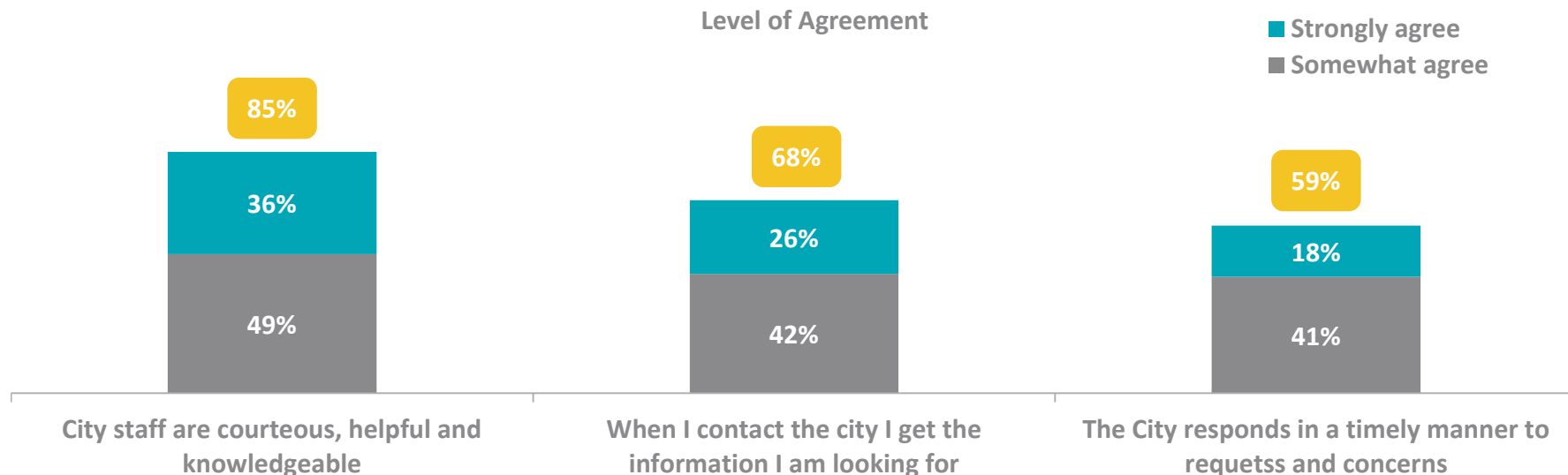


Section 4:

CUSTOMER SERVICE

CUSTOMER SERVICE AND COMMUNICATION

- Over one-half (56%) of residents surveyed had direct contact with the City over the past 12 months.
- Interaction was highest among the 35-54 age group at 71%.
- Overall, City staff are doing a great job interacting with residents.
- There is some room for improvement in terms of helping residents get the information they are looking for and responding in a timely manner.



Q. Thinking about your personal dealings with the City of Corner Brook please indicate whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree with each of the following statements?



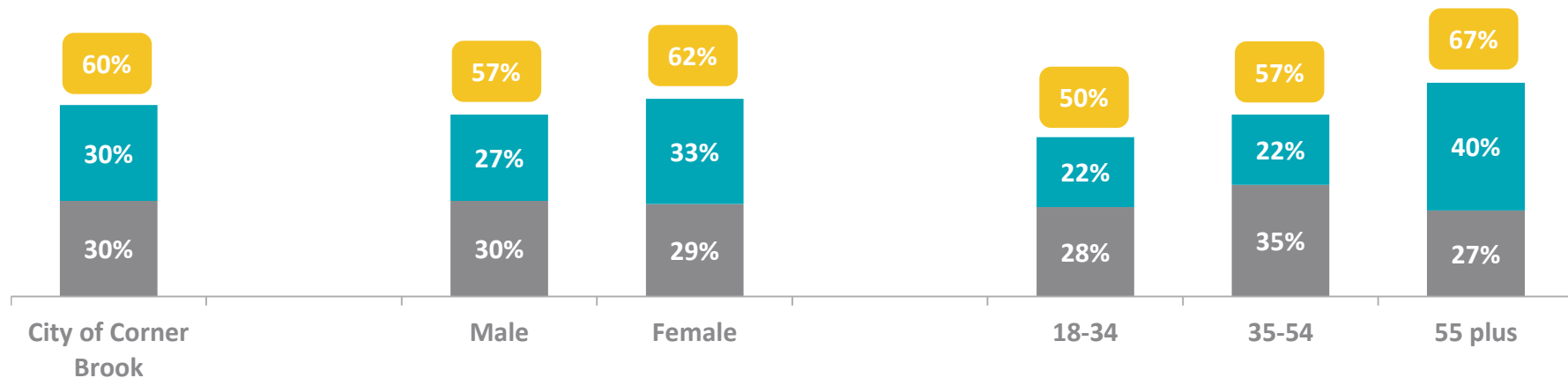
Section 5:

TAXATION

VALUE FOR TAX DOLLARS

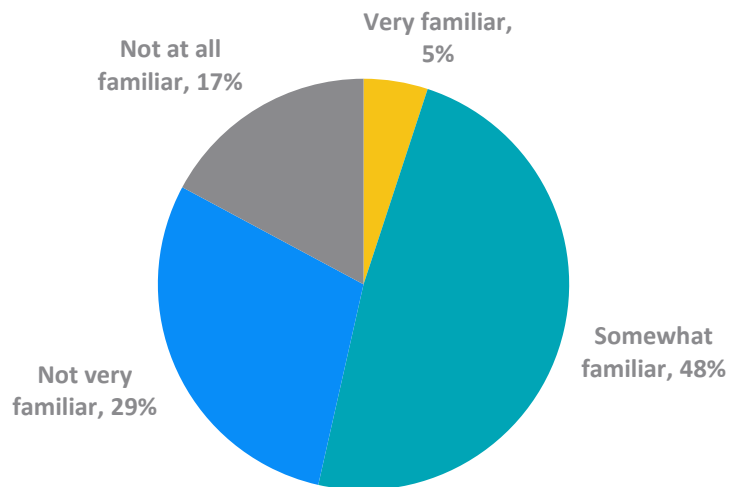
- In terms of the perceived value residents receive for their tax dollars, less than one-third (30%) gave a rating of 8 or higher out of 10.
- There was also a significant group who gave a rating of 7 (30%) indicating this group sees some value but feel there is room for improvement.
- The perceived value for tax dollars increased with age.

Value for Tax Dollars – Ratings of 7 and 8 or higher

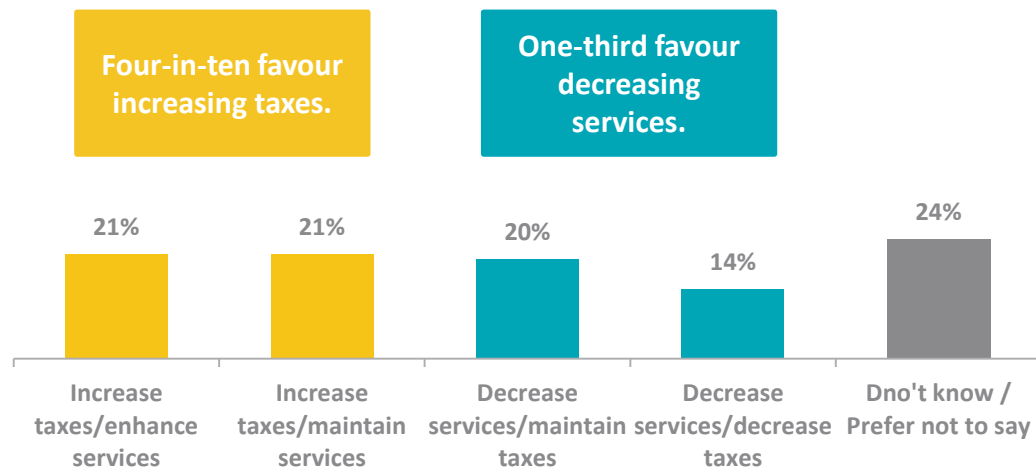


- Just 5% of residents surveyed indicated they were “very familiar” with the City Budget suggesting that significant knowledge gaps exist among the public in terms of how the City spends tax dollars.
- Residents were split on how the City should handle budget shortfalls. Four-in-ten were in favour of increasing taxes to enhance or maintain services while one-third were in favour of decreasing services in order to maintain taxation level or to decrease taxes.

Familiarity with City Budget



Budget Spending





Section 6:

DEMOGRAPHIC PROFILE

DEMOGRAPHIC PROFILE



Male
Female
Other/Prefer not to say

City of Corner
Brook

47%
53%
<1%

Age

18 to 34
35 – 54
55 plus

23%
30%
46%



Own
Rent
Don't know

75%
23%
2%



Length of time living in the
city.

1 to 5 years
6 to 10 years
11 to 15 years
16 to 20 years
20 + years

9%
10%
8%
8%
65%



Children living at
home

Yes
No
Prefer not to say

City of Corner
Brook

30%
69%
1%



Less than \$25,000
\$25,000 - \$49,999
\$50,000 - \$74,999
\$75,000 - \$99,999
\$100,000 - \$124,999
\$125,000 or more
Don't know / Prefer not to say

11%
21%
20%
13%
11%
11%
14%

KEY DIFFERENCES BY DEMOGRAPHIC SUBGROUPS

Gender

- Females tended to have a more positive outlook than males. They rated their overall quality of life in Corner Brook higher and were more satisfied with the programs and services provided by the City.
- Males were focused more on the economy and roads in terms of impacts on quality of life while they were also more in favour of a reduction in services to manage the budget.

Age

- Perceptions of quality of life and programs and services were also directly linked to age. Residents in the 55 plus age group rated their quality of life higher than those in the younger age groups while this segment was also the most satisfied with the programs and services provided by the City.
- Similarly, the 55 plus age group also gave the highest ratings in terms of the value for their tax dollars.

Children Living at Home

- Those without children at home rated their quality of life higher.
- Residents with children placed a higher priority on activities for children and youth and were the most in favour of increasing taxes to enhance services.
- Residents with children were more likely to have interacted with the City however, this group gave lower ratings for their interactions compared to those without children.

Income

- The bus system is most important to those in the lowest income group (less than \$50,000).
- The higher income segment (more than \$100,000) were the least satisfied with the programs and services offered by the city and the most in favour of increasing taxes to enhance services.
- The perceived value for tax dollars was also linked to age with those in the lowest income group seeing the most value.
- The lowest income group were the least engaged with the city being much less likely to have dealt with city staff in the past 12 months.

KEY DIFFERENCES BY DEMOGRAPHIC SUBGROUPS

Length of Time in the City

- Results were fairly consistent based on the length of time residents have lived in Corner Brook.
- Quality of life was ranked highest among those who have been living in Corner Brook the longest (More than 30 years). This is most likely linked to age.
- This segment was also the least likely to support increasing taxes to enhance services.

Home Ownership

- There were minimal differences based on home ownership as well.
- Quality of life was ranked higher among homeowners compared to renters. This was likely linked to age and income differences between these two segments.
- Interestingly, renters were more satisfied with the programs and services offered by the city compared to homeowners.



Section 7:

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

1. Overall, the City of Corner Brook is providing a good quality of life to residents.
2. Economic growth, more recreational and leisure opportunities and improved roads are the top factors that impact residents quality of life. These are also areas that residents feel should be priorities moving forward.
3. Corner Brook is perceived as a very safe place to live.
4. Overall, residents are mostly satisfied overall with the programs and services provided by the City which speaks well for the overall performance of the City and it's staff.

5. Street maintenance, economic development and tourism, snow clearing and customer service are the key target service areas for residents. These are the areas with the highest importance ratings and where satisfaction is lacking.
6. City staff are doing a great job of interacting with residents but some improvements could be made to address the availability of information and the response time.
7. Many residents see the value for their tax dollars but this measure was an area with some room for improvement.
8. This is likely linked to the significant knowledge gap which exists in terms of how the City spends tax dollars. Residents are split in terms of whether the City should increase taxes or decrease services to manage the budget.

1. Focus on improving the target service areas (road maintenance, snow clearing, economic development and tourism and customer service) and communicate strides made in these areas to help narrow the gap between importance and perceived performance.
2. Look at ways to improve the recreational opportunities in the City. This is an area that plays a significant role in the quality of life of residents.
3. Maintain service levels in areas where the city is meeting residents expectations (i.e. recreational facilities, residential water and sewer repair, garbage collection, open spaces and fire protection) as these are very important as well.
4. Future engagement (e.g. town hall meetings) may be warranted in terms of taxation as residents are split in terms of whether City should focus on increasing taxes or reducing spending/services to manage the budget. This engagement will also help narrow the knowledge gap that exists.