



# **Citizen's Perspective**

## **2009 Citizen Survey**

**Survey conducted by Market Dimensions**

**Presentation prepared by:  
The City of Winnipeg,  
Office of the CFO  
August 2009**

# Survey Method

- **Conducted by Market Dimensions**  
(Telelink (2007), Kisquared (2004), acumen research in 2003, Prairie Research Associates in 2001 and 2002)
- **A random telephone survey**
- **600 Winnipeggers surveyed between May 18 and June 5, 2009.**  
Results in a margin of error of  $\pm 4.0\%$ , 19 times out of 20.  
(1,600 people in 2001, 2002, 2003 & 2004 with corresponding error of  $\pm 2.4\%$ ) No survey conducted in 2008
- **Data used in presentation are based on people who answered the survey question.**  
(excludes "don't know / refused responses")



# Quality of Life

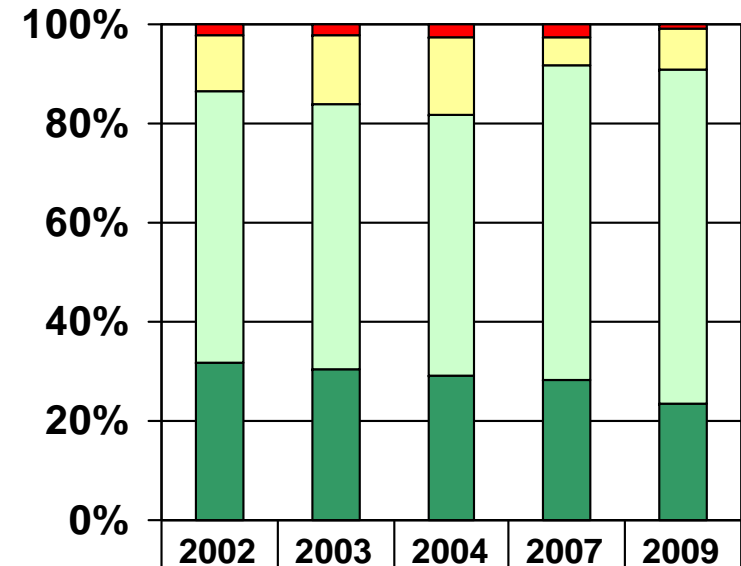
Winnipeggers are very positive about their city.

In 2009,

91% of Winnipeggers believe that the quality of life in Winnipeg is very good or good.

This is a 9% increase from 2004.

How would you rate the quality of life in Winnipeg?



	2002	2003	2004	2007	2009
poor	2%	2%	2%	3%	1%
only fair	11%	14%	16%	6%	8%
good	55%	53%	53%	63%	68%
very good	32%	30%	29%	28%	23%



Source: City of Winnipeg - Office of the CFO.  
2009 Survey conducted by Market Dimensions. Margin of Error +/- 4%, 19 times out of 20

# Actions to Improve Quality of Life

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

The table to the right are the suggested actions.

Groupings	Detail of Responses	# of responses	% of people surveyed
<b>32.7% Roads / Infrastructure</b>	Fix roads and streets	135	22.4%
	Build / fix / improve City infrastructure	25	4.1%
	Improve traffic flow	23	3.8%
	Improve snow clearing	8	1.3%
	Improve maintenance of parks & recreation facilities	6	1.0%
<b>18.1% Crime/Policing</b>	Reduce crime/improve law enforcement	88	14.6%
	Provide more police	21	3.5%
<b>8.1% Transit</b>	Rapid Transit / Improve public transit	49	8.1%
<b>4.8% More things to do</b>	Create recreation activities / water park for youth	20	3.3%
	Provide more entertainment (e.g.: concerts, etc)	6	1.0%
	Provide more support for Arts and Culture	3	0.5%
<b>3.5% Downtown Renewal</b>	Develop/improve downtown	14	2.3%
	Clean up downtown	7	1.2%
<b>3.5% City Beautification</b>	Clean up the City	18	3.0%
	Remove graffiti	3	0.5%
<b>3.2% Bicycle &amp; Walking Trails</b>	Provide/improve bicycle and walking trails	19	3.2%
<b>2.8% Taxation</b>	Lower property taxes / education property taxes	13	2.2%
	Lower costs of City services	4	0.7%
<b>2.5% Economy</b>	Create employment and industry	14	2.3%
	Develop business in the city	1	0.2%
<b>2.2% Poverty</b>	Help the homeless	7	1.2%
	Improve social services and welfare programs	6	1.0%
<b>1.5% Housing</b>	Develop affordable housing	9	1.5%
<b>1.3% City Planning</b>	better city planning	6	1.0%
	more malls	2	0.3%
<b>1.2% Healthcare</b>	Improve health care	7	1.2%
<b>1.0% Green space</b>	More green space / more parks	6	1.0%
<b>0.8% Recycling /Environment</b>	Improve recycling program & clean up environment	5	0.8%
<b>0.8% Doing well</b>	Everything is good, all good, doing well	5	0.8%
<b>0.7% Insect Control</b>	Provide better insect control	4	0.7%
<b>6.3% Other</b>	miscellaneous other suggestions	38	6.3%
<b>33.8% No suggestions</b>	don't know / refused	204	33.8%



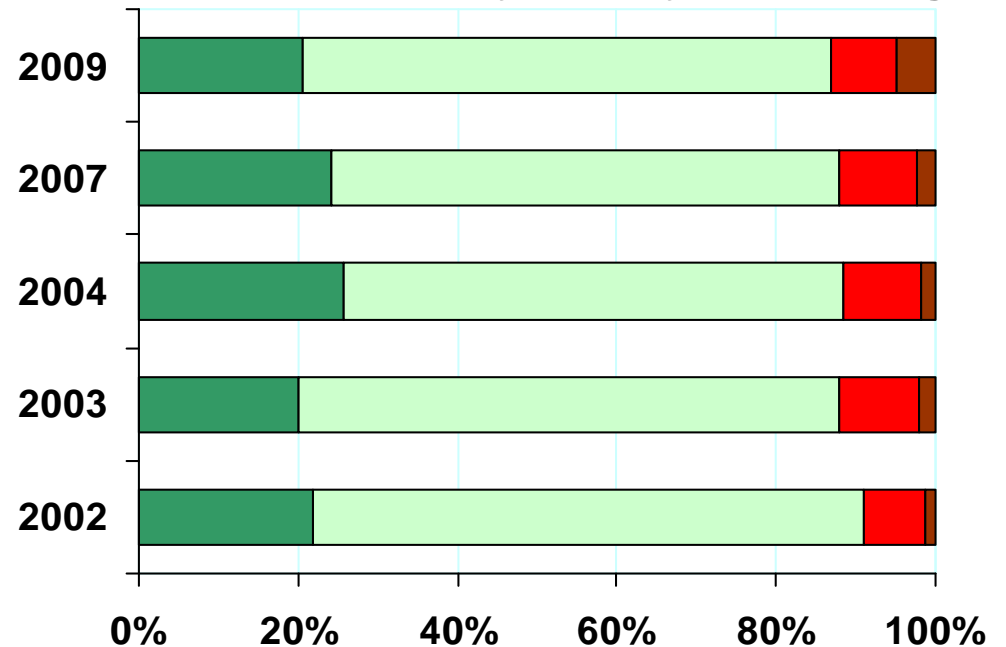
Source: City of Winnipeg - Office of the CFO.  
2009 Survey conducted by Market Dimensions. Margin of Error +/- 4%, 19 times out of 20

# City Services: Citizen Satisfaction

# Citizen overall satisfaction with City services:

Overall satisfaction continues to remain high: 87% in 2009

In general, how satisfied are you with the services provided by the City of Winnipeg?



	2002	2003	2004	2007	2009
very dissat	1%	2%	2%	2%	5%
smwt dissat	8%	10%	10%	10%	8%
smwt sat	69%	68%	63%	64%	66%
very sat	22%	20%	26%	24%	21%

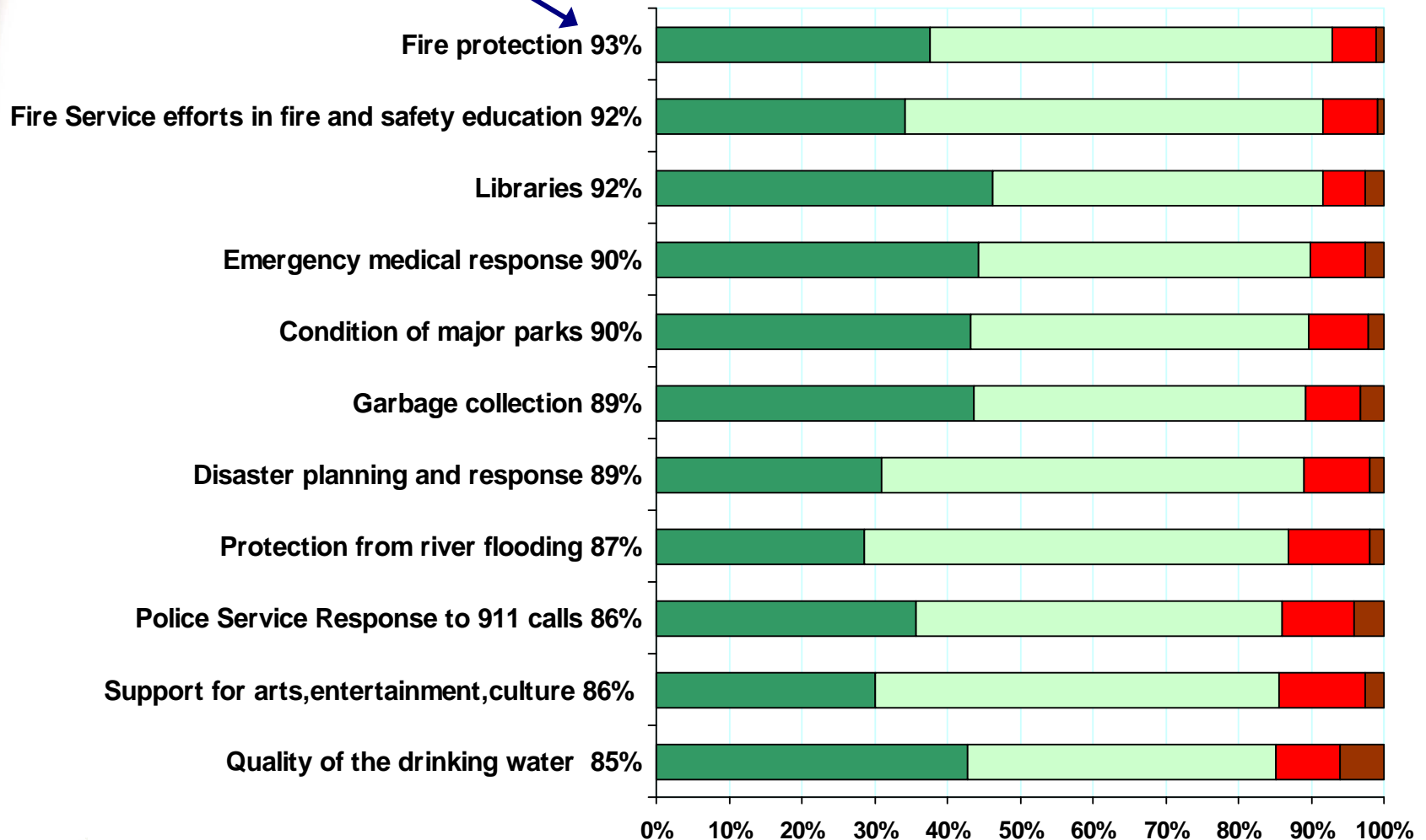


Source: City of Winnipeg - Office of the CFO.  
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# Citizen Satisfaction - 2009

very satisfied & satisfied

very sat smwt sat smwt dissat very dissat

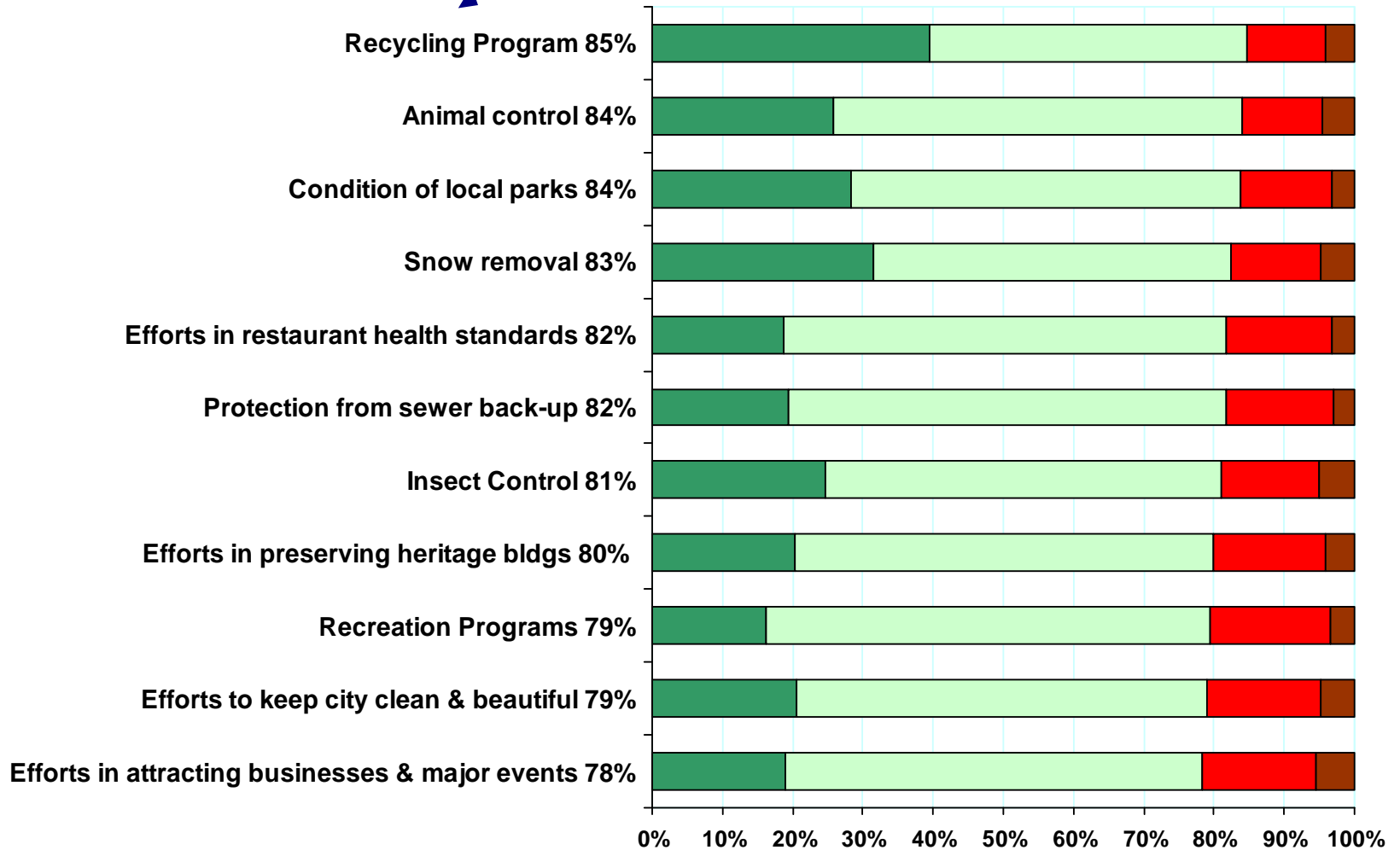


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very satisfied & satisfied

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 ■ smwt sat 
 ■ smwt dissat 
 ■ very dissat

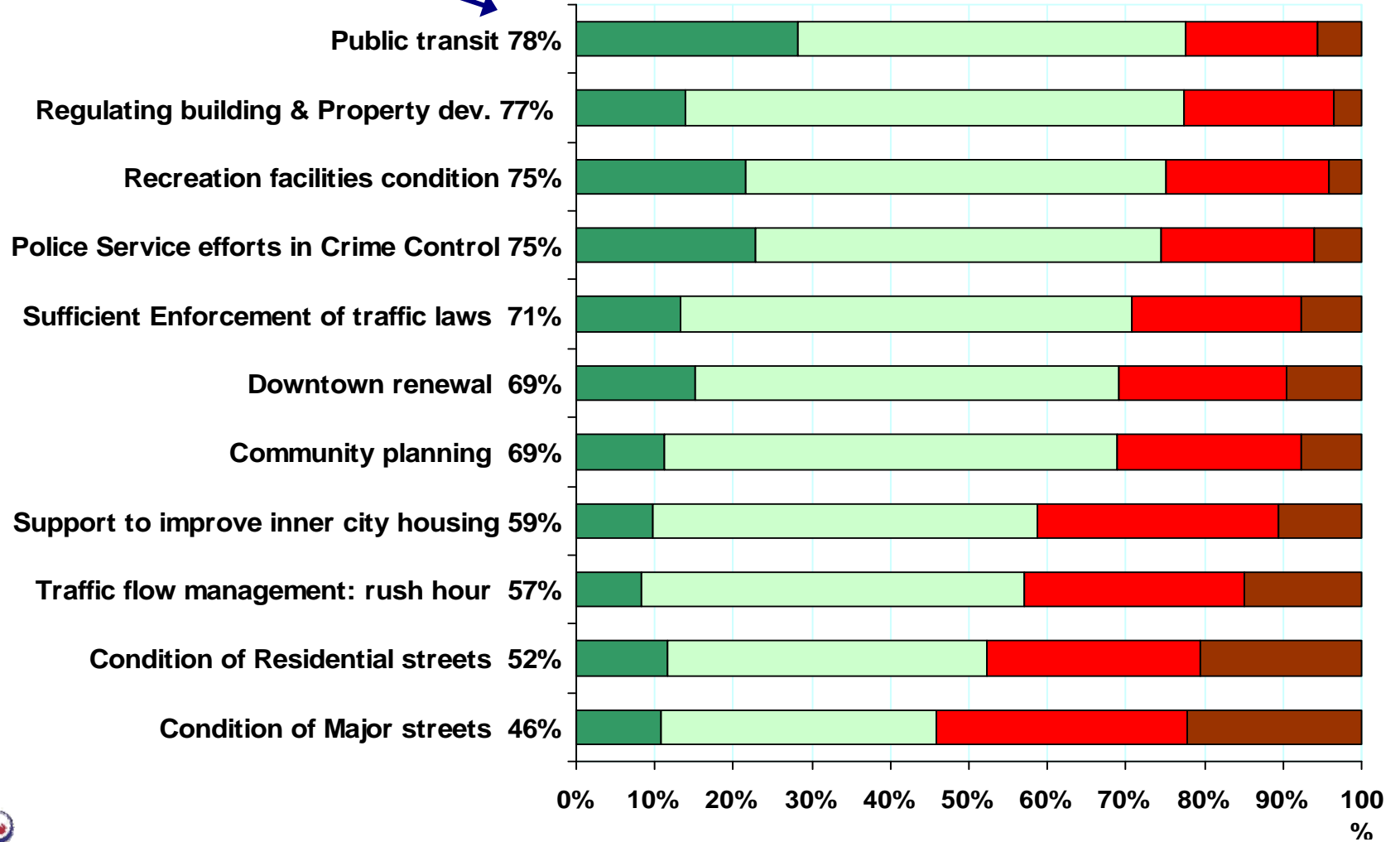


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# User Satisfaction

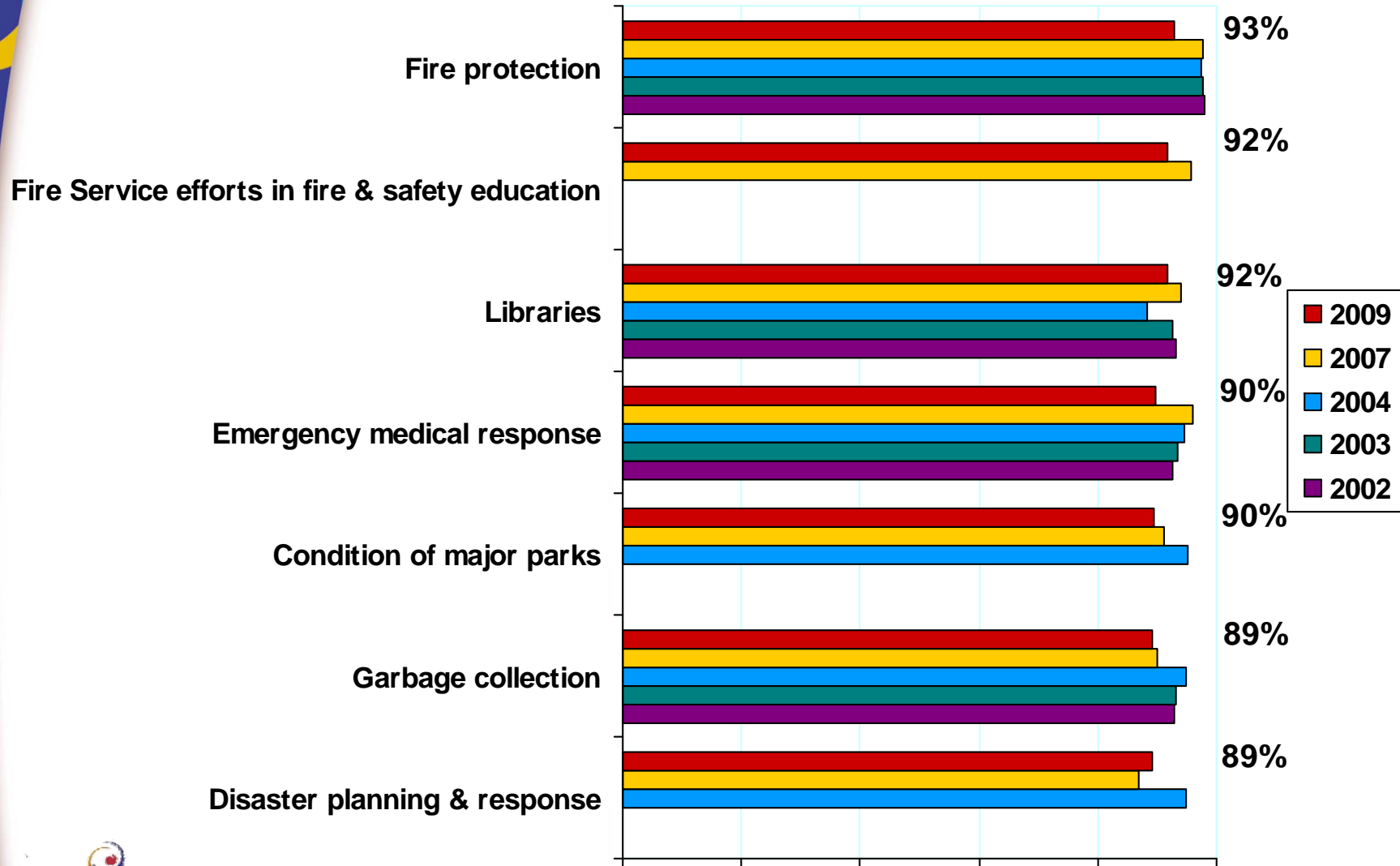
<b>Service users vs. non-users</b>	<b>% Users</b>	<b>User Satisfaction</b>
Condition of recreation facilities	<b>59%</b>	<b>74%</b>
Recreation Programs	<b>43%</b>	<b>79%</b>
Condition of the local park	<b>75%</b>	<b>84%</b>
Condition of major parks	<b>74%</b>	<b>88%</b>
City Transit	<b>29%</b>	<b>74%</b>
Emergency Medical response	<b>23%</b>	<b>84%</b>
Police service responses to 911 calls	<b>17%</b>	<b>80%</b>
Regulating building & property development	<b>9%</b>	<b>71%</b>
Libraries	<b>64%</b>	<b>92%</b>



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# Trends: Citizen Satisfaction

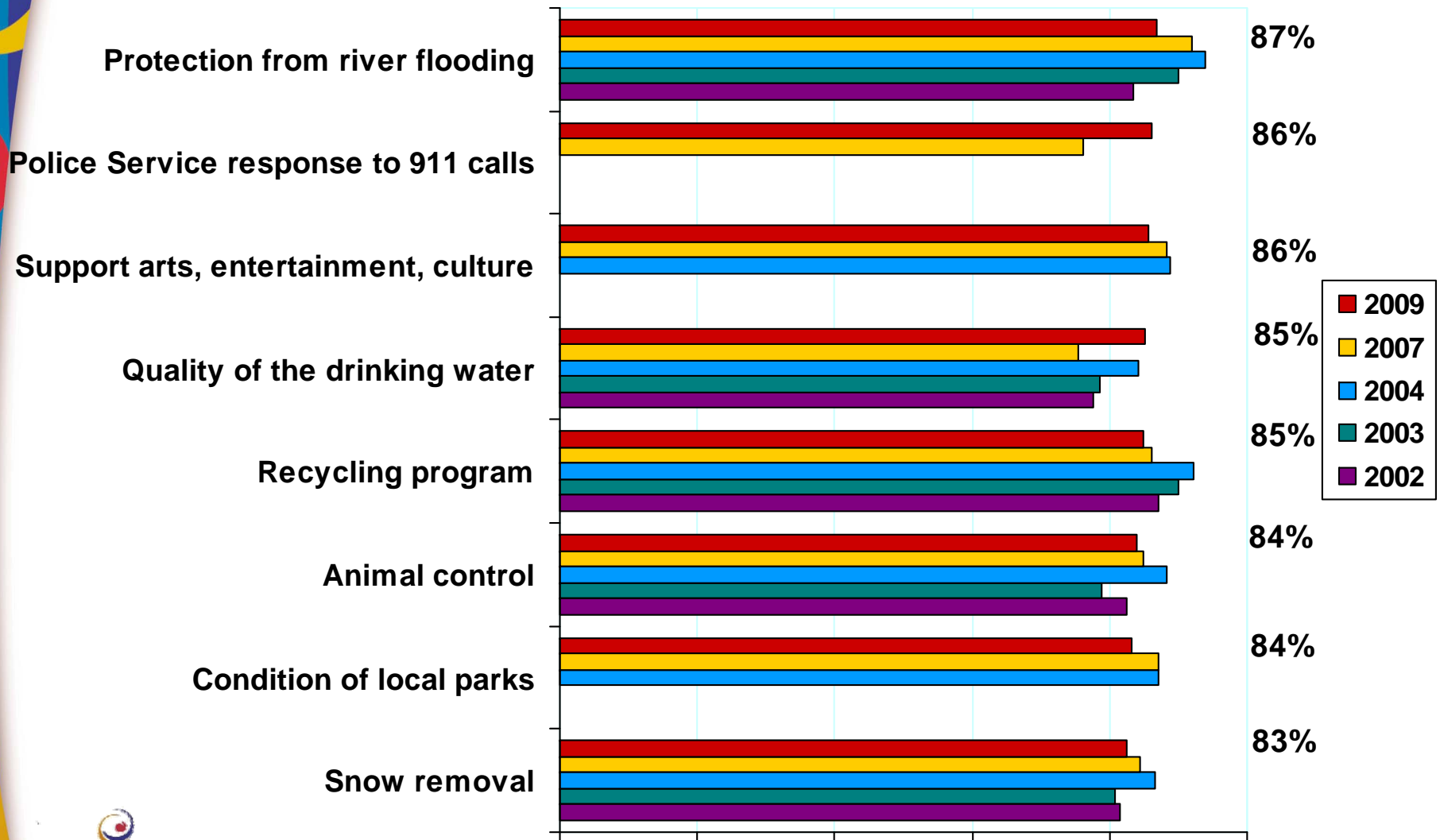
very satisfied & somewhat satisfied responses



Source: City of Winnipeg - Office of the CFO.  
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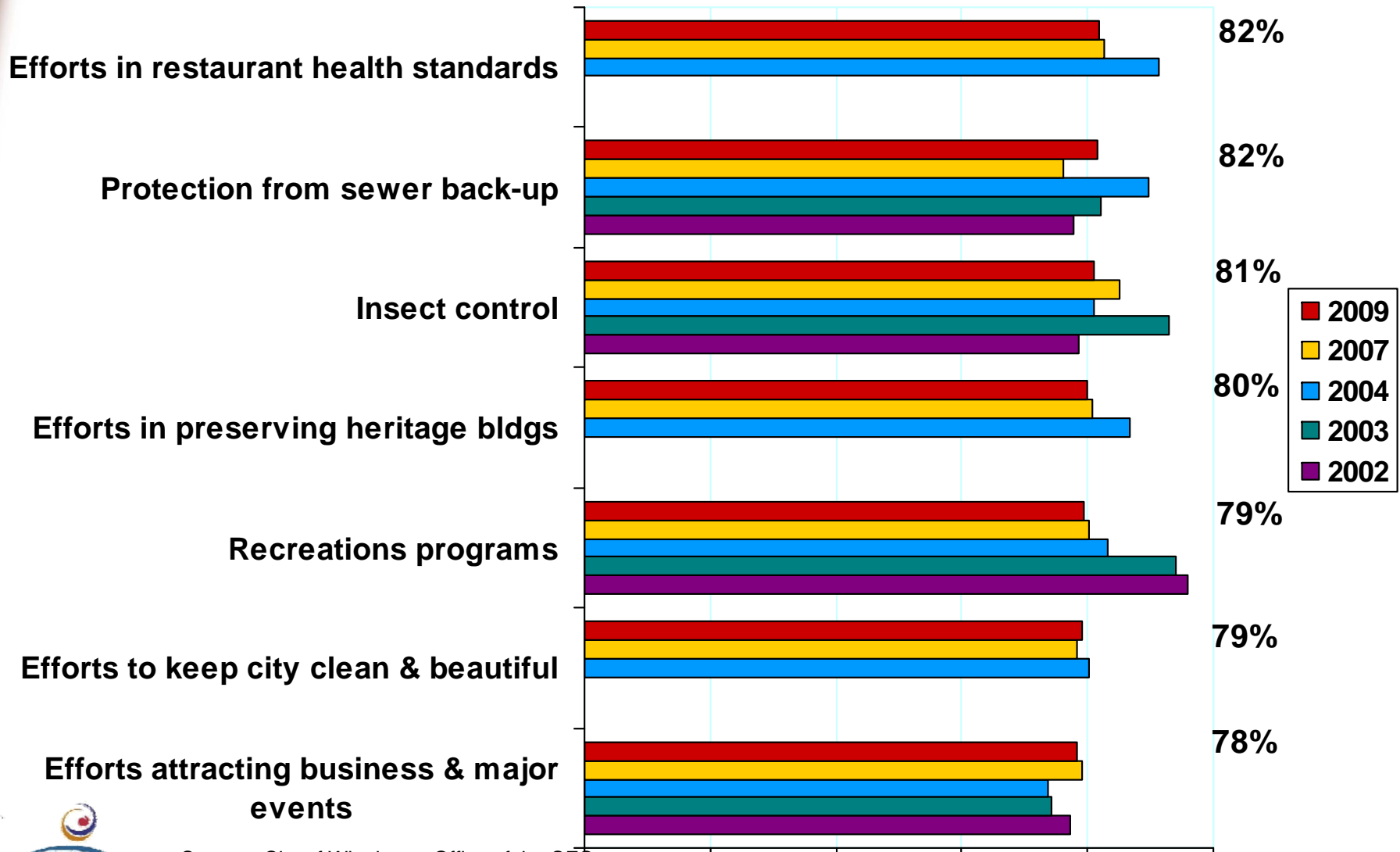
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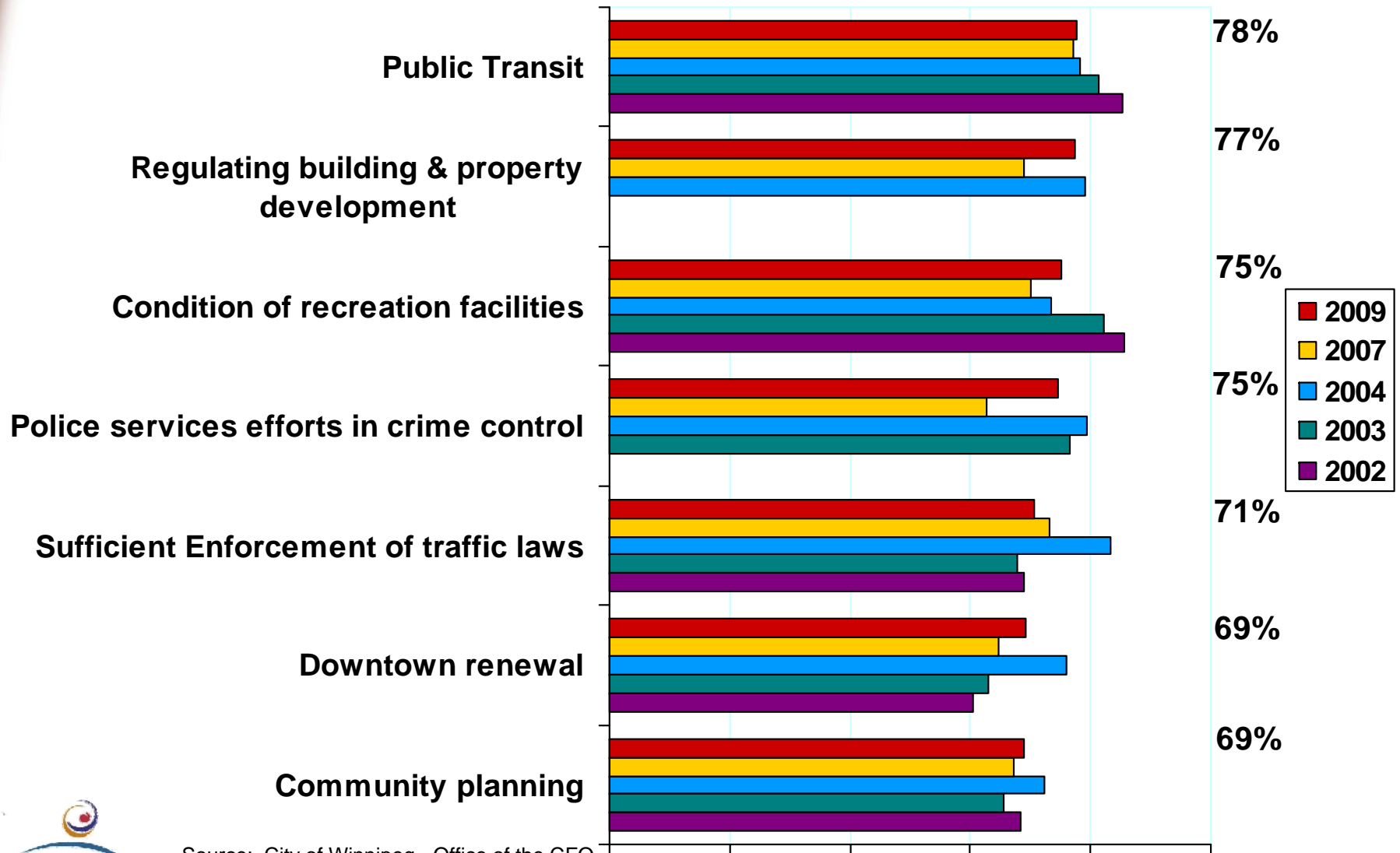
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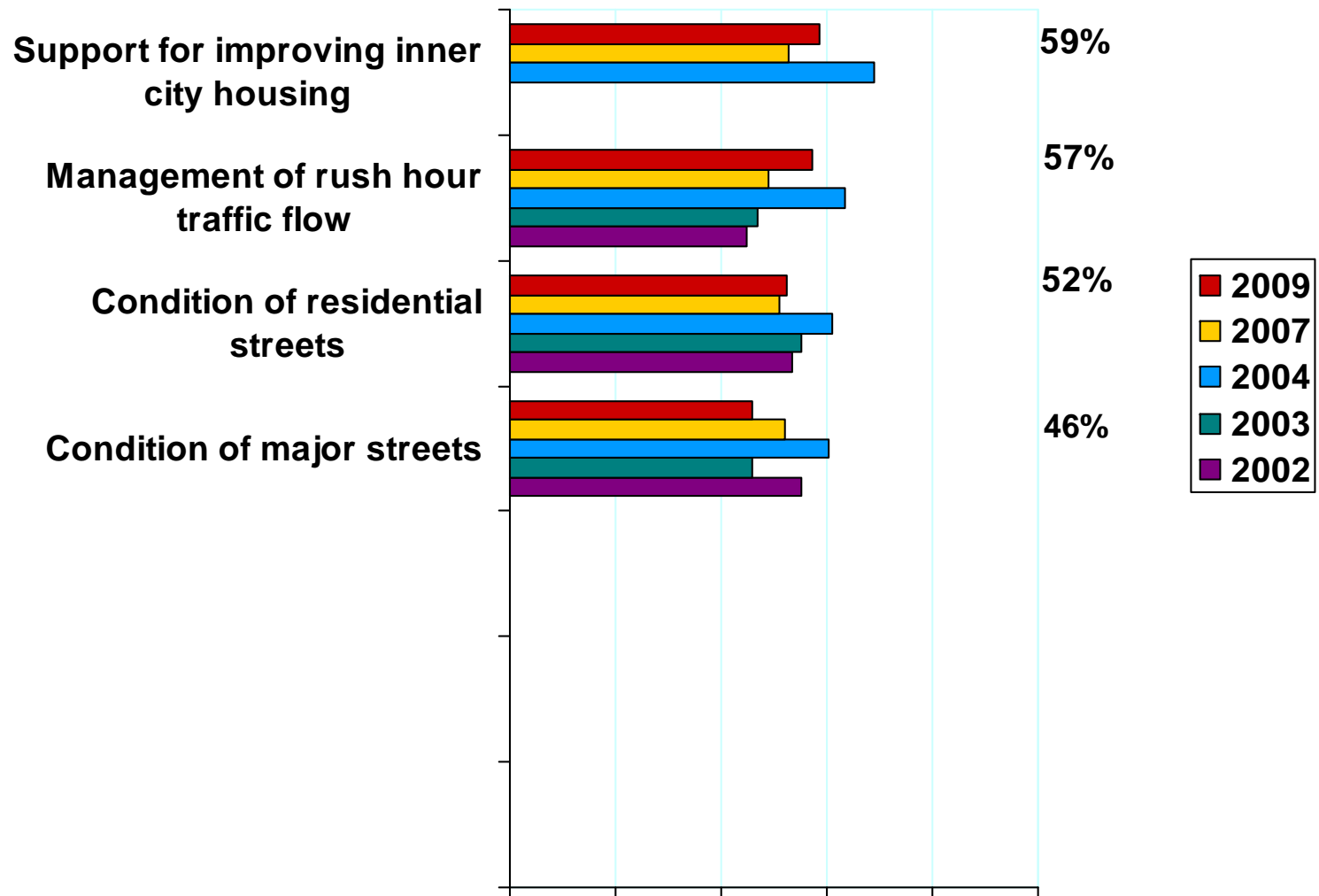
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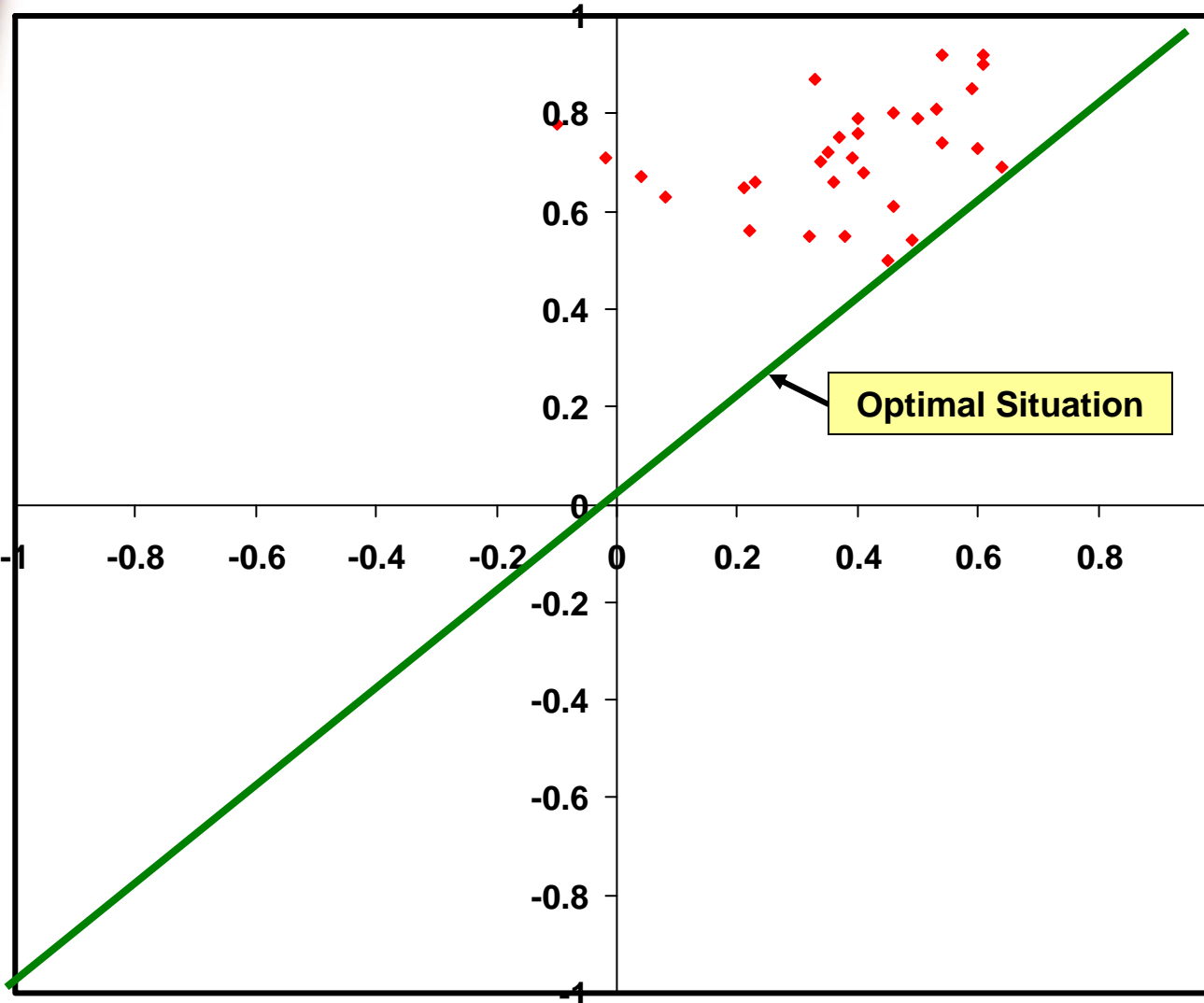


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# Action Grid

## Importance and Satisfaction with City Services

Importance Rating



In order of Importance

- 1 EMS
- 2 Drinking water
- 3 Fire
- 4 Crime control (Police)
- 5 Garbage collection
- 6 Recycling program
- 7 Snow removal
- 8 Protection from sewer back-up
- 9 Protection from river flooding
- 10 Condition of major streets
- 11 Restaurant health standards
- 12 City clean and beautiful
- 13 Disaster planning & response
- 14 Condition of major parks
- 15 Attracting businesses & events
- 16 Public Transit
- 17 Condition of residential streets
- 18 Condition of recreation facilities
- 19 Libraries
- 20 Insect control
- 21 Rush hour traffic flow
- 22 Recreations programs
- 23 Enforcment of traffic laws
- 24 Community planning
- 25 Inner city housing
- 26 Condition of local parks
- 27 Downtown renewal
- 28 Regulating building & dev
- 29 Preserving heritage buildings
- 30 Arts, entertainment & culture
- 31 Animal control

Using weighted index method where +1.0 is highest and -1.0 is lowest possible



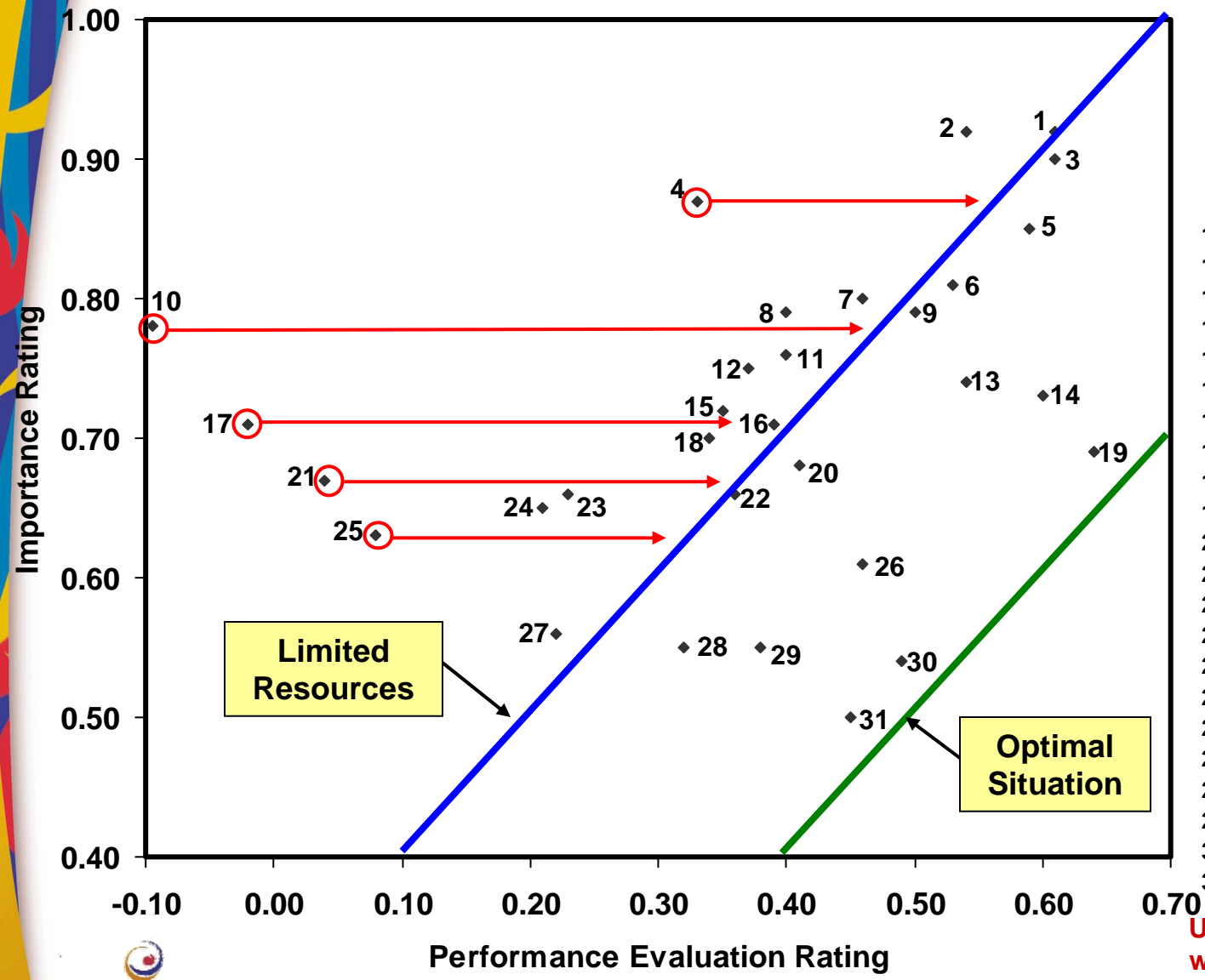
### Performance Evaluation Rating

Source: City of Winnipeg - Office of the CFO.

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# Action Grid

## Importance and Satisfaction with City Services



- In order of Importance**
- 1 Emergency medical services
  - 2 Drinking water
  - 3 Fire response to incidents
  - 4 **Crime control (Police)**
  - 5 Garbage collection
  - 6 Recycling program
  - 7 Snow removal
  - 8 Protection from sewer back-up
  - 9 Protection from river flooding
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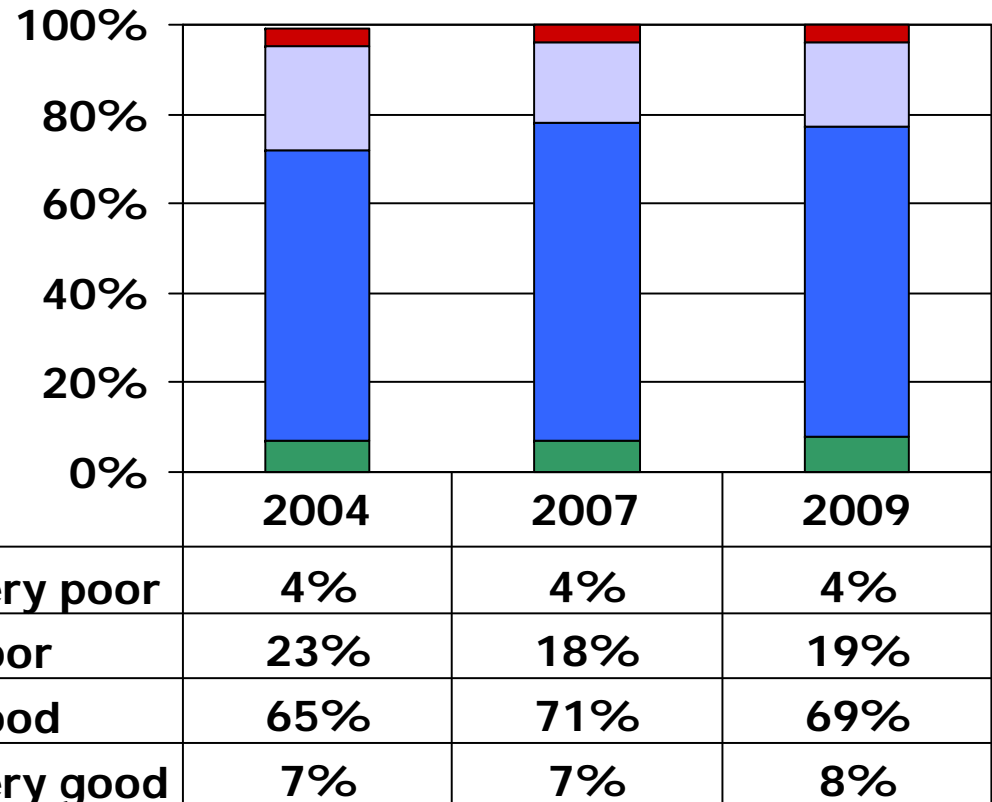
**Using weighted index method where +1.0 is highest and -1.0 is lowest possible**



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# Value for Tax Dollar

In 2009,  
77% of Winnipeggers  
believe there is good  
to very good value in  
their municipal tax  
dollar.



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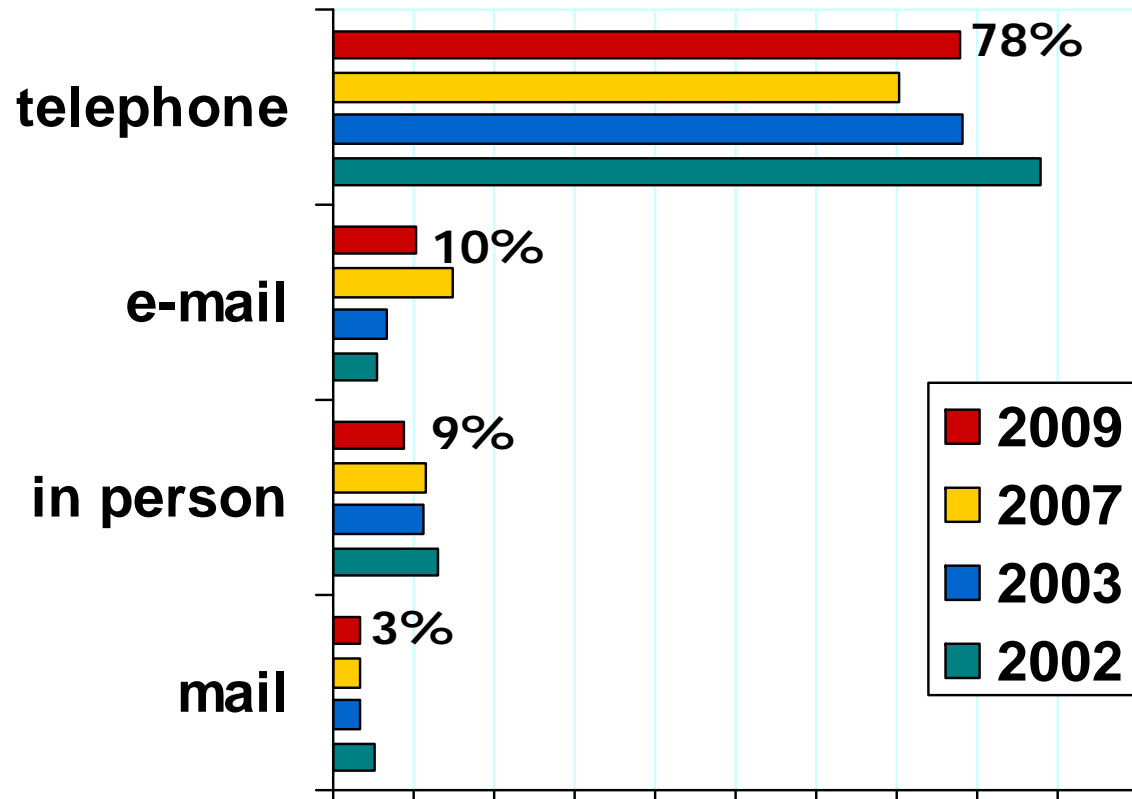


# Customer Service

# Contact with City Staff

Of those who had contact, the method used was...

Telephone was by far the primary method of contact.



Source: City of Winnipeg - Office of the CFO.  
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# Customer Service

Of those who contacted the City of Winnipeg rated their experience as...

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
<b>2007</b>	30%	38%	19%	13%
<b>2009</b>	22%	48%	15%	14%

In 2009, 70% of Winnipeggers who had contacted the City in the past year, rated their experiences as satisfied



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# Customer Service – 2009 vs 2007

Question: Thinking about your personal dealings with the City of Winnipeg and your general Impressions...

**strongly agree & somewhat satisfied**

City staff are courteous, helpful and knowledgeable

**88%**  
**87%**

**2009**  
**2007**

The quality of service from the City is consistently high

**78%**  
**72%**

**2009**  
**2007**

The City responds quickly to requests and concerns

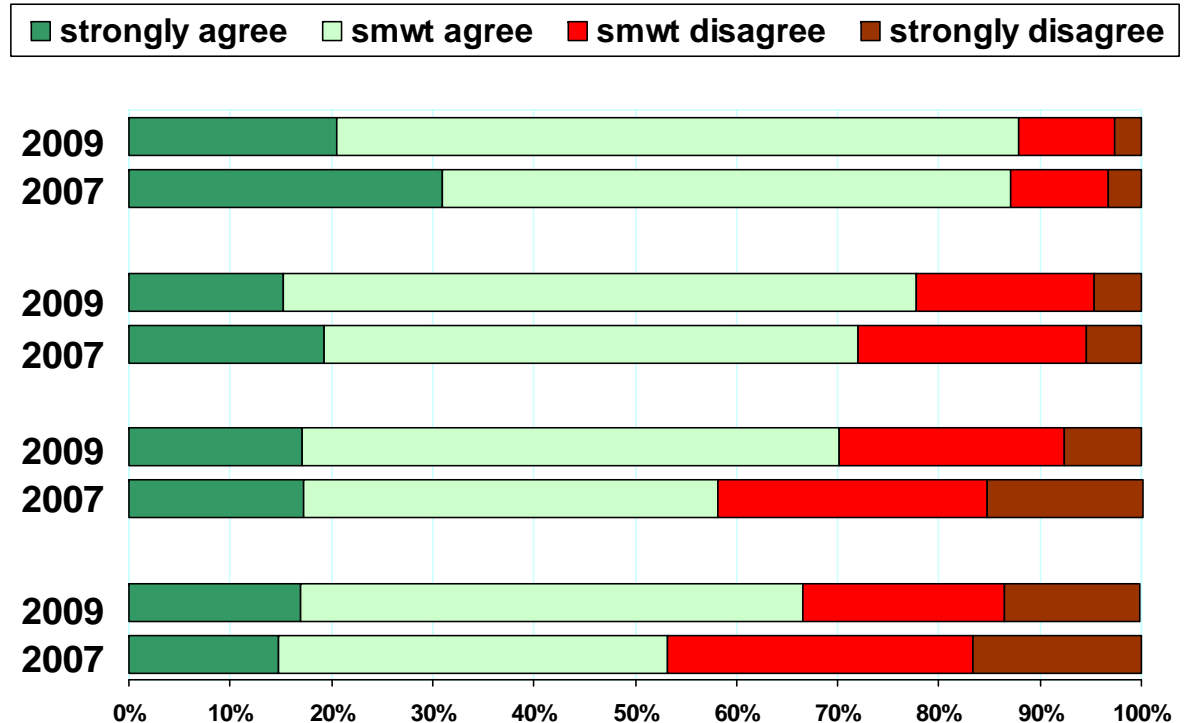
**70%**  
**58%**

**2009**  
**2007**

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

**67%**  
**53%**

**2009**  
**2007**



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2009 Survey conducted by Market Dimensions. Margin of Error +/- 4%, 19 times out of 20

# Improvements Customer Service

Citizens were asked:

“How could the City’s customer service be improved?”

Groupings	Detail of Responses	# of responses	% of people surveyed
<b>11.9% Improvements relating to systems</b>	Improve 311 / long waiting	28	4.6%
	Should have direct access to departments	14	2.3%
	311 not working / get rid of 311	12	2.0%
	Eliminate automated answering machine	7	1.2%
	Improve / more information on City's website	6	1.0%
	Quicker responses to email inquiries	3	0.5%
	Better entries in the phone book	2	0.3%
<b>7.5% Improvements relating to staffing levels</b>	More people on staff / more timely responses	25	4.1%
	Answer phones right away / less hold time	20	3.3%
<b>5.1% Improvements relating to staff contact</b>	Get questions answered right away / reduce transfers	11	1.8%
	Staff should be more knowledgeable about services	10	1.7%
	Solve the problem or schedule a follow-up	4	0.7%
	More courteous and polite staff	3	0.5%
	Should listen / show an interest in wanting to help	3	0.5%
<b>0.3% Increase hours of operation</b>	Extend working hours	2	0.3%
<b>0.5% OK / Satisfied</b>	OK / Satisfied	3	0.5%
<b>4.0% Other</b>	Other	24	4.0%
<b>70.6% No suggestions</b>	No suggestions / don't know	426	70.6%



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