

BUILDING MARKHAM'S FUTURE TOGETHER

2020-2023 Strategic Plan

Results of 2022 Citizen Satisfaction Survey
February 21, 2023 - General Committee



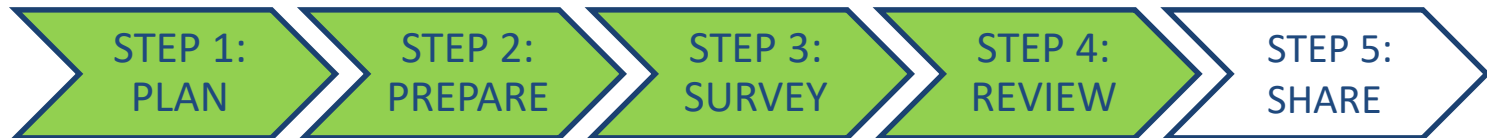
Background

- Current strategic plan, Building Markham's Future Together 2020-2023, implemented in early 2020.
- Several metrics in current strategic plan rely on data that can be collected through a citizen survey.
- Current recent strategic plan and recent annual progress reports lack metrics that can be collected through a citizen survey.
- It is customary for municipalities to poll residents on general sentiments and satisfaction of programs and services.
- Results have ability to inform and or shape strategic planning process
- Markham had not completed a citizen survey in many years.
- Each department is responsible for completing a customer service survey each year.



Process

- In late 2022, staff launched a process to conduct a citizen survey (Steps 1 & 2)
 - Survey intended to guide new council as well as inform an update to the current strategic plan.
- Survey conducted by independent research firm, Armstrong Consulting (Step 3).
 - Telephone survey conducted from November 8 to December 1, 2022.
- Results reviewed by senior staff and presentation prepared with consultant (Step 4).
- Results shared with Members of Council (Step 5).



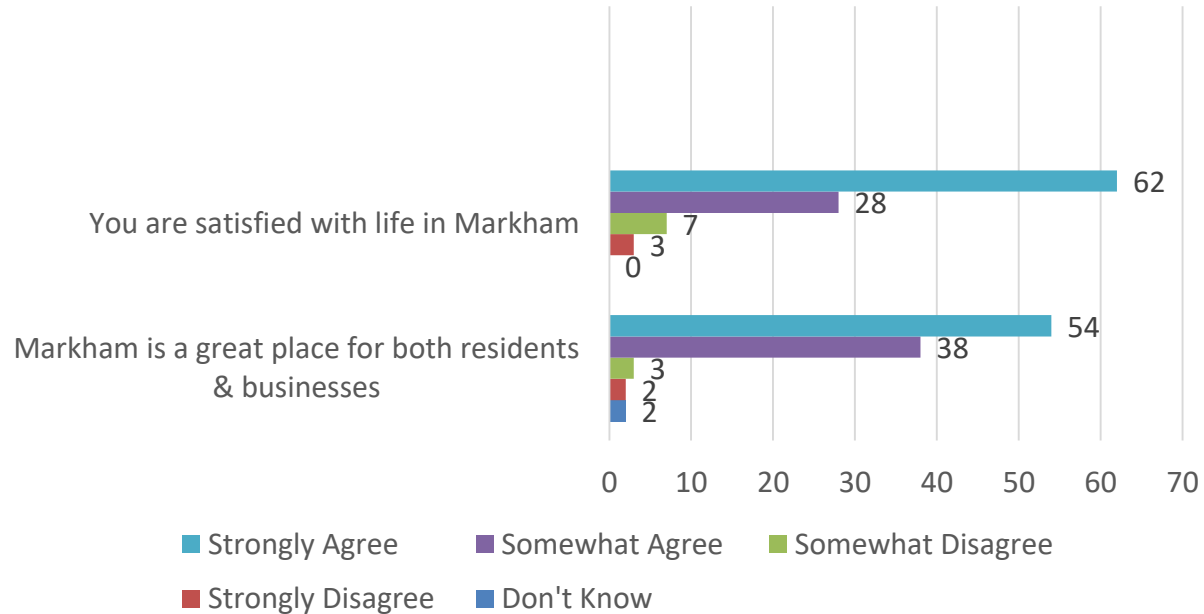


Methodology

- Telephone survey.
- Random sample of 300 residents, weighted to ensure representation.
- Survey conducted November 8 to December 1, 2022.
- Margin of error +/- 5.7%, 19 times out of 20.
- Survey conducted in English.

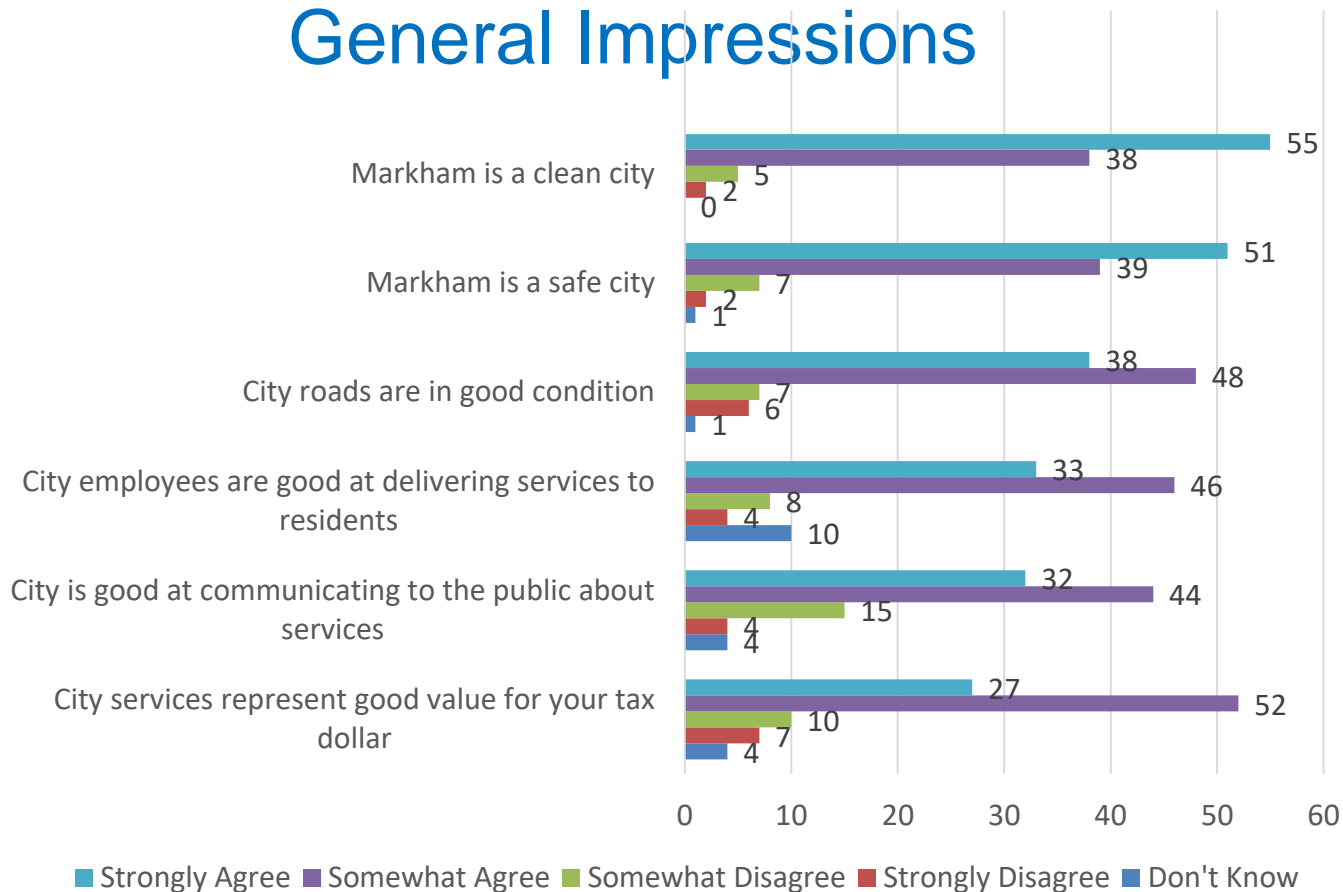


Overall Satisfaction



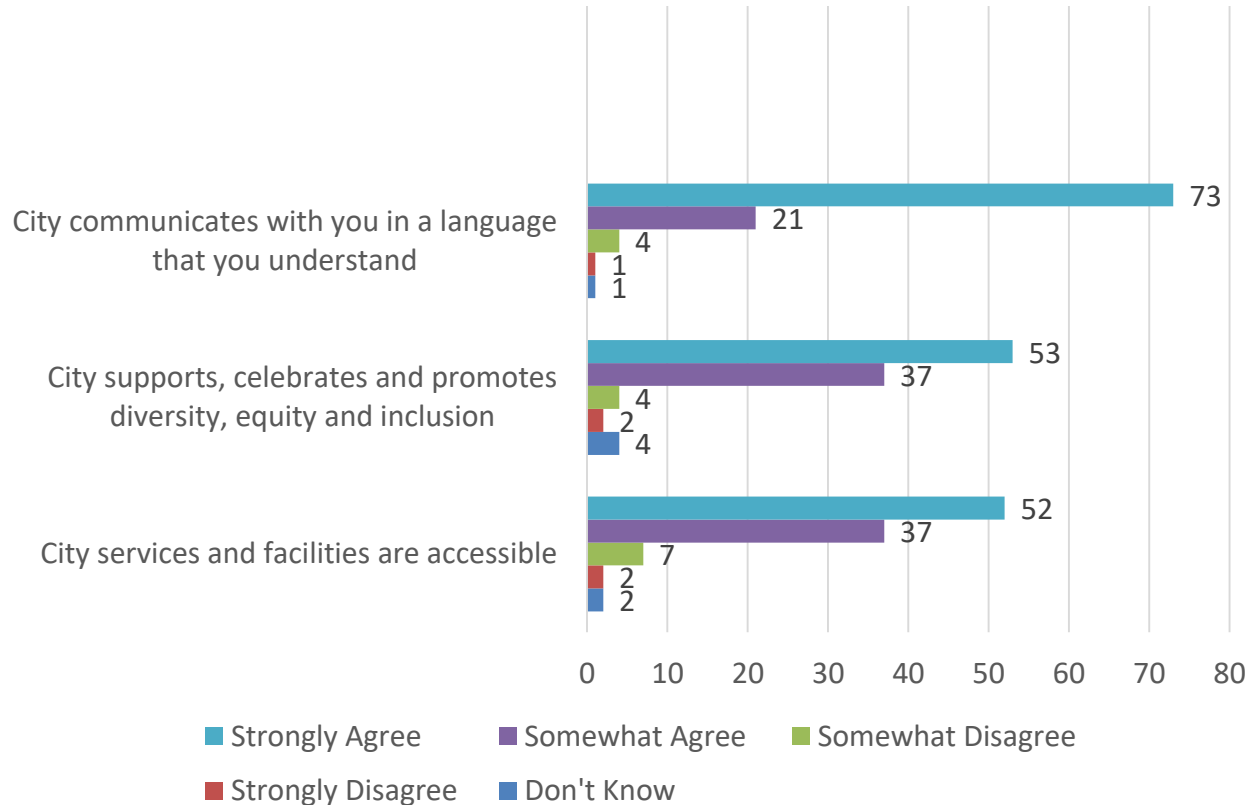


General Impressions



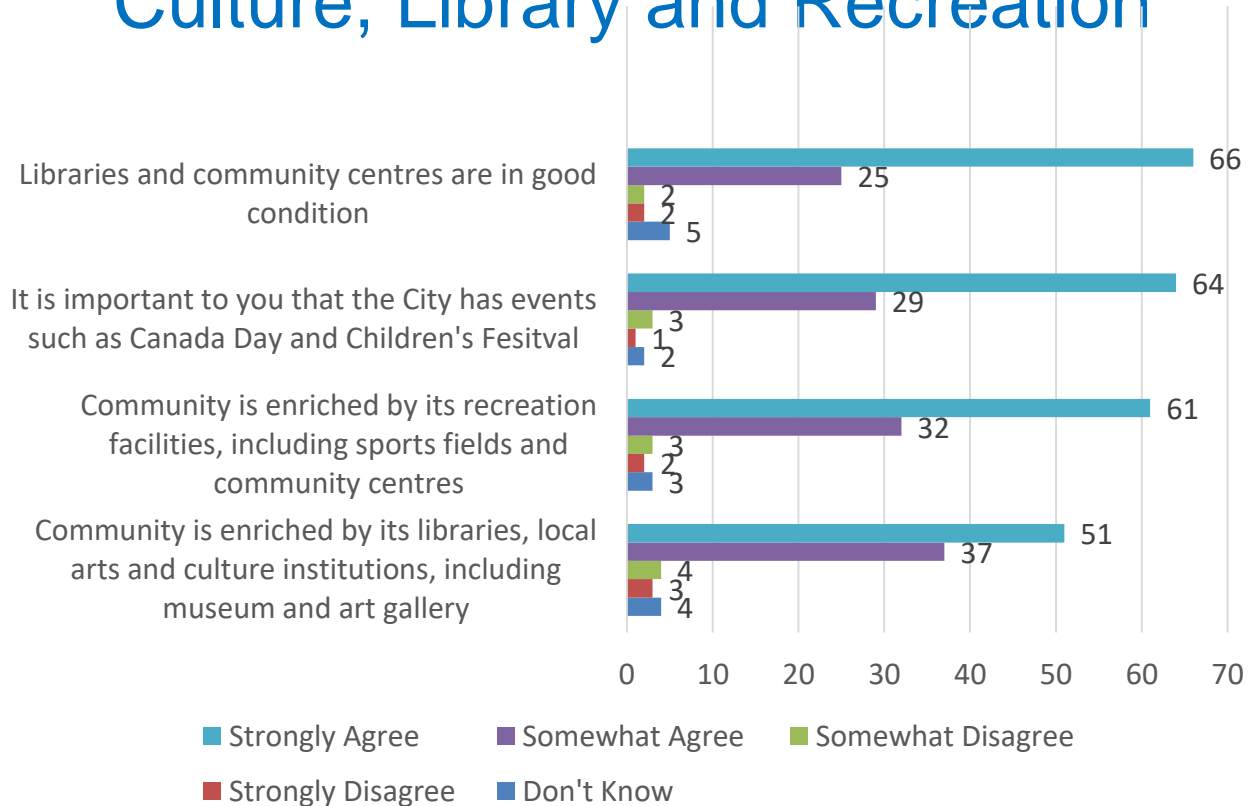


Accessibility and Diversity



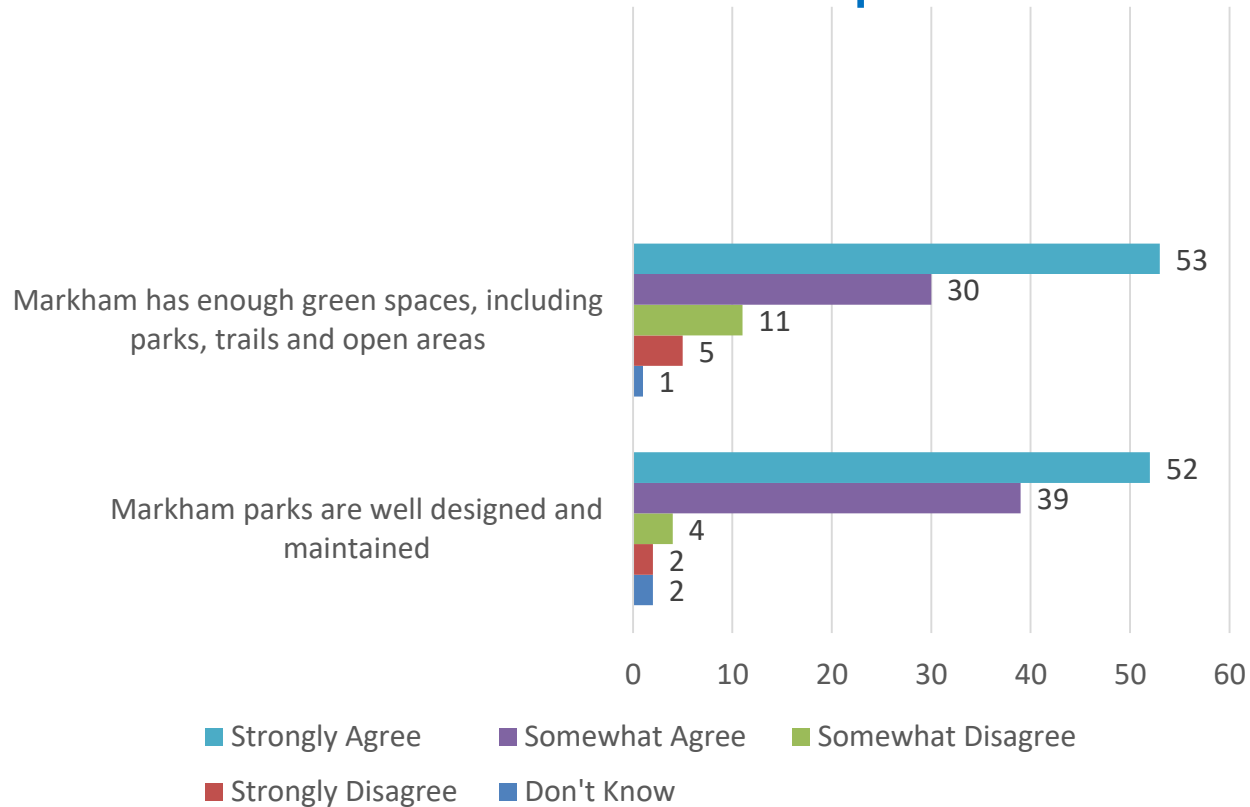


Culture, Library and Recreation



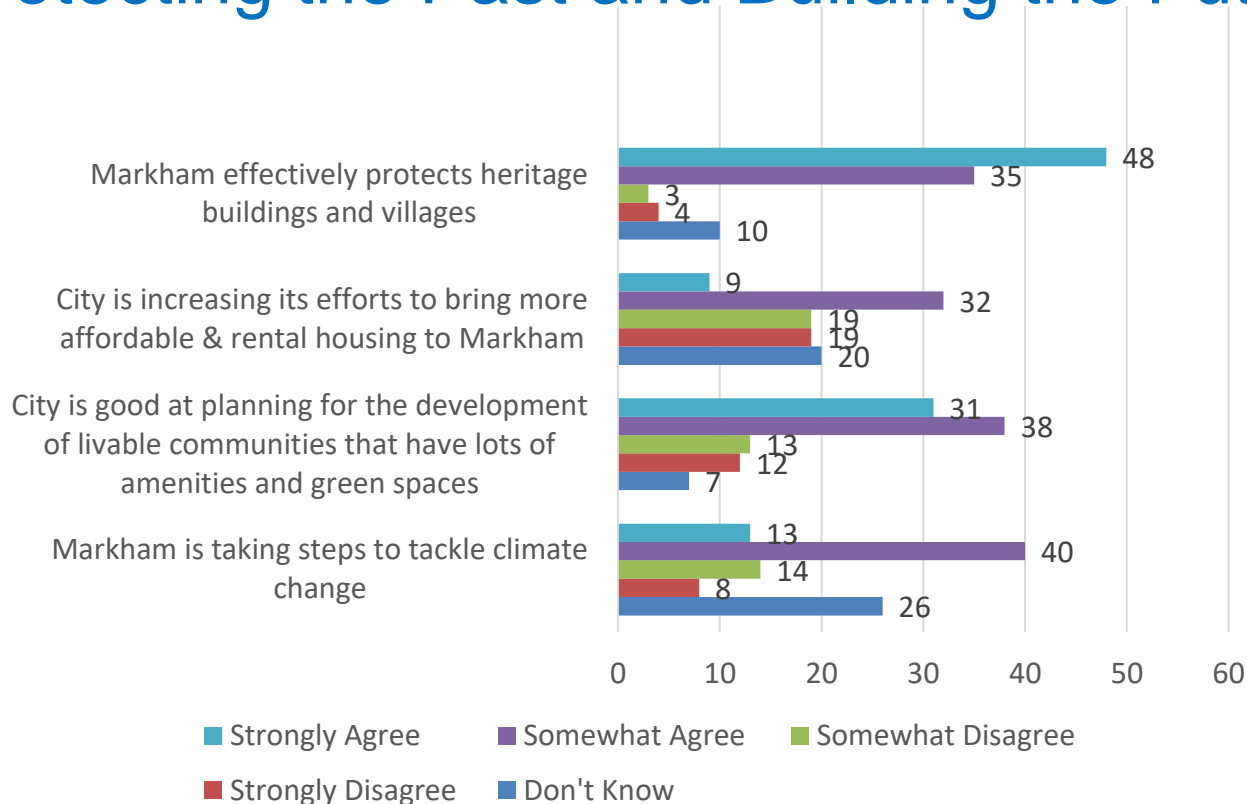


Parks and Green Spaces



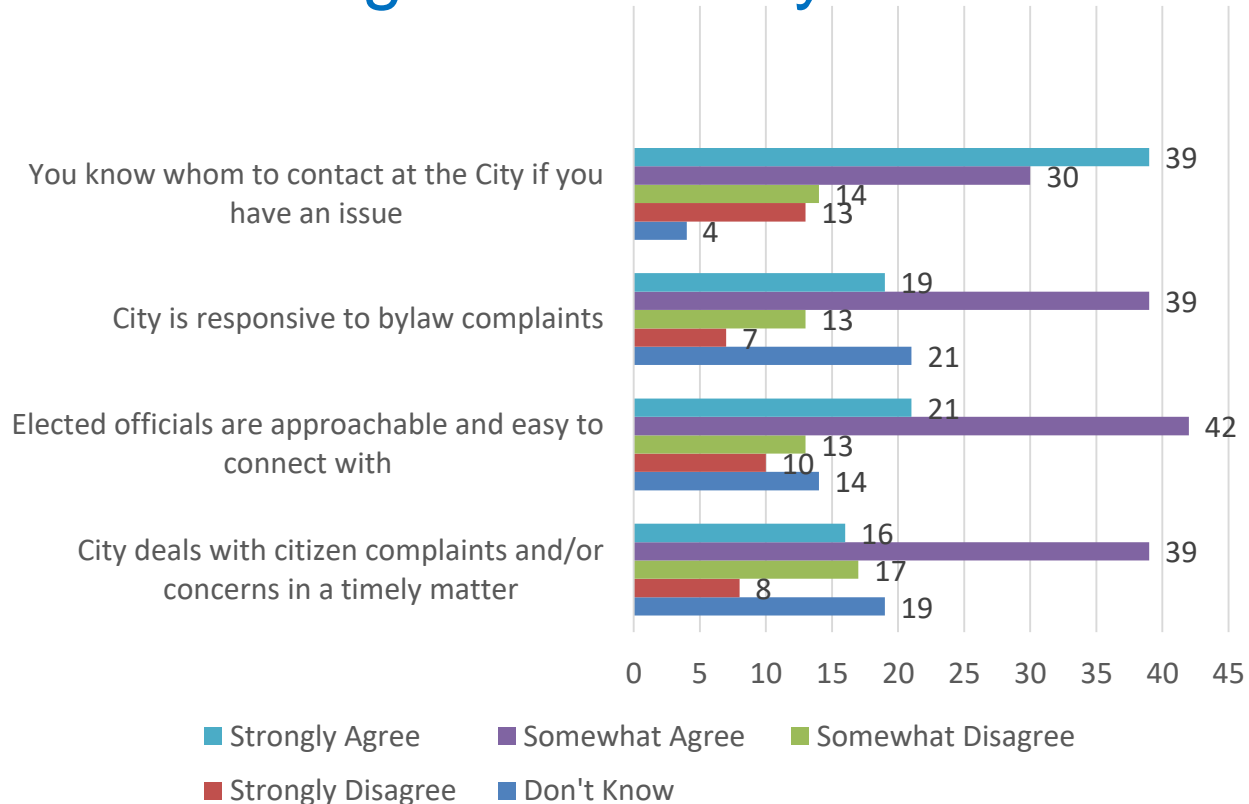


Protecting the Past and Building the Future





Interacting with the City of Markham





Summary

The City gets high marks on many dimensions tested:

- Satisfaction with life in Markham
- Markham is considered to be great place for all
- Communicating in a language people understand
- Condition of libraries and community centres
- Importance of events like Canada Day
- Recreation facilities enriching life in the city
- Cleanliness
- Diversity, equity and inclusion
- Enough green spaces
- Well designed and maintained parks
- Accessibility
- Safety
- Libraries, arts and culture enriching life in the city





Summary

Areas worth monitoring due to lower satisfaction levels:

- Efforts to protect heritage
- Knowing whom to contact
- Conditions of roads
- City employees doing a good job of delivering services
- Communicating with residents about services
- Planning for development of livable communities





Summary

Important to note that some of the lowest marks may in part be due to high level of unfamiliarity:

- Responsiveness to bylaw complaints
- Dealing with complaints in a timely manner
- Taking steps to tackle climate change
- Increasing efforts to bring more affordable and rental housing to Markham





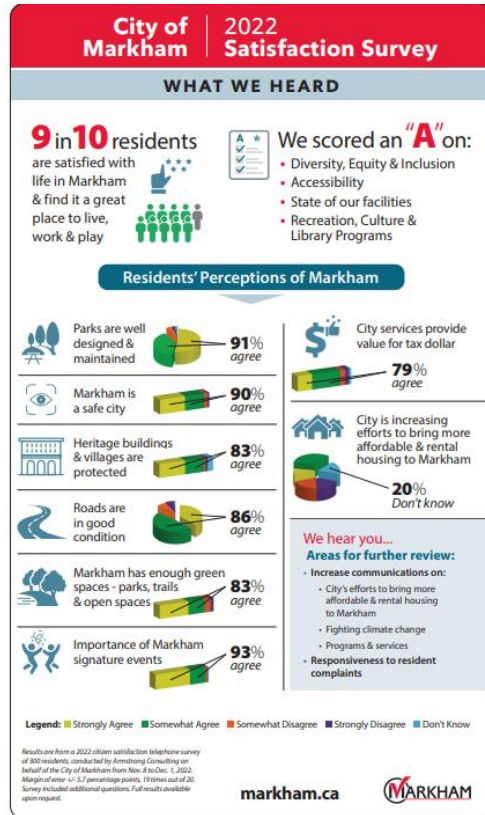
Conclusions

- High satisfaction with quality of life.
- There is a solid base of satisfaction with many dimensions of life in Markham.
- A few areas should be monitored however (e.g., roads, sense of value for tax dollar.)
- City should consider increasing communications with residents about topics such as efforts to combat climate change and addressing housing affordability.





Next Steps



- Posting survey results to City website.
- Sharing results through social media.
- Including metrics in upcoming BMFT Strategic Plan Annual Report (April 2023).
- Build results into upcoming strategic planning exercises with Members of Council.
- Begin conducting narrow scope departmental surveys to better understand customer satisfaction.



Recommendations

- That the presentation entitled “Results of 2022 Citizen Satisfaction Survey” be received.