

Citizen Satisfaction Surveys – Additional Information

Recommendation:

That the March 1, 2010, Finance and Treasury Department report 2010FTB001 be received for information.

Report Summary

This report provides a response to a Council motion regarding the number, type and cost of citizen satisfaction surveys.

Previous Council/Committee Action

At the November 10, 2009, City Council meeting, the following motion was passed:

That Administration provide a report to Executive Committee with the following:

- the number and type of surveys conducted at a corporate level as well as department specific
- the cost of each survey
- different methods available to survey citizens, as well as for citizens to provide input directly
- the utility of these surveys

Report

- Out of more than 25 surveys conducted by the City in 2009, 19 surveys specifically included questions about citizen satisfaction.
- The surveys were conducted by phone, on-line, paper, interception, or focus groups.
- Attachment 1 provides the details of the survey title, type and objective,

month conducted, target audience, business unit and costs.

- Surveys can be initiated based on department, branch or program business objectives, or as a market research component for responses to a council inquiry or motion.
- Some surveys attempt to gauge public perception based on a representative sample of all Edmontonians, while other surveys seek input on an issue specific to a limited community or city area. Other surveys seek input from specific users of certain programs, services or facilities.
- Surveys can measure public perception of an issue before and after a City activity or campaign, to gauge effectiveness of that activity.
- Surveys that specifically seek citizen satisfaction levels also serve a range of purposes, including gauging the quality of service delivery, or market research about program value for cost, the desire for new programs or service levels.
- The annual Citizen Satisfaction Survey is a city-wide survey that is used by Administration as one method to obtain public input into the Budget process. It is designed to identify significant changes in public perception about specific services. Repeating the survey over a number of years allows the City to perform a longitudinal study of the many variables that affect satisfaction, in addition to changes in program services.
- Surveys can also be a component of a public involvement process in which input is compiled to help inform a decision-making process. Public involvement surveys are not included in the attachment, although

they may reference citizen satisfaction on programs.

- Surveys are almost always complemented by other means to gather public perception on issues.

Budget/Financial Implications

The total cost of citizen surveys conducted in 2009 with elements specifically referencing satisfaction was \$212,900 and was covered within existing department budgets.

Attachments

1. 2009 Citizen Satisfaction Surveys

Others Reviewing this Report

- J. Tustian, Deputy City Manager

2009 Citizen Satisfaction Surveys

Survey Title	Month	Target Audience	Business Unit	Survey Type	Cost	Objective of survey
Citizen Satisfaction	May-June	City-wide	F&T - Budget Office	Phone	\$ 13,600	Satisfaction with services and importance rating
2009 Citizen Web Assessment Survey	October	City-wide	Web Office	Phone	36,000	Satisfaction with edmonton.ca
Fats Oils and Grease	September	City-wide	Drainage Planning	Online	10,300	Ad campaign awareness /behaviour change
Space Needs Survey	Jan - March	City-wide	Community Strategies - Policy and Research	Online	-	Determine the space needs of the not for profit, multicultural, and arts communities in Edmonton.
Edmonton Taskforce on Community Safety	February	City-wide	Community Strategies - Policy and Research	Phone	4,500	To better understand public perceptions of community safety, and the issue of crime prevention
Southeast Edmonton Parks Study	February	City-wide	Community Strategies - Policy and Research	Phone	14,700	To determine visitation, satisfaction and activities participated in SE parks
Community Values Survey	June-July	City-wide	Community Strategies - Policy and Research	Phone	20,400	Determine the values that guide the lives of Edmontonians
8 Special events survey (Harvest Fair, Spring Carnival, Dominion Day, Storytelling, Travel through time, Highland Gathering, Barbershop Day, Sweet Treat Hide and Seek)	June-Sept	City-wide	Community Strategies - Policy and Research	Paper/ Online Survey	-	Satisfaction with services, awareness of the program
Optimum Pricing Point Research	August	City-wide	Community Strategies - Policy and Research	Phone	26,000	Help the Department assess and refine admission price strategies for each attraction and facility.
Free Admission Day visitor survey	September	City-wide	Community Strategies - Policy and Research	Paper/ Online Survey	4,000	Satisfaction with services, awareness of the program The results of this research will be used to estimate potential market size and ballpark pricing for the All-Access Card.
All Access Card – Business Case Study	November	City-wide	Community Strategies - Policy and Research	Phone	37,900	Evaluate current LAP Program
Leisure Access Program Review	December	City-wide	Community Strategies - Policy and Research	Phone/Online/ Focus Groups	33,000	Determine the likelihood to use / visit City facilities if offered a discount
Student Pass Survey	February	Post Secondary Students	Community Strategies - Policy and Research	Intercept	12,500	Determine satisfaction and future needs
Public Skate Evaluation	June	Users	Community Strategies - Policy and Research	Online	-	Determine satisfaction and understanding of programming and interpretation
Fort Edmonton Park: Public Interpretation & Programming	July-Aug	Visitors	Community Strategies - Policy and Research	Paper survey	-	Determine new fee structure impact
Joint Use Agreement: Facilities Impact Survey	June-Sep	Users/ Organizations	Community Strategies - Policy and Research	Online	-	Skill profile assessment
Treasurers – Nonprofit and Charitable Organizations Skill Profile Validation Survey	July	Organizations	Community Strategies - Policy and Research	Online	-	To evaluate services provided to program partners - Edmonton Community Leagues in 2009
Community League Program Evaluation	July-Aug	Community League Reps.	Community Strategies - Policy and Research	Paper/ Online Survey	-	Satisfaction and usage of the ACL hall
Avonmore Community League Survey	September	Local	Community Strategies - Policy and Research	Online	-	
					\$ 212,900	

*Intercept – surveys done with a clipboard or handheld device intercepting people on street or in buildings, at locations relevant to the subject