



Citizen Satisfaction Survey



ENVIRONICS
RESEARCH GROUP

Methodology

Method	Online study with residents of Mississauga, using phone-to-web recruiting to augment online panel availability.
Respondents	Results based on a sample of 1,203 Mississauga residents. Environics set quotas that are reflective of 2011 census data for age, gender and income as well as ward quotas (100 respondents per ward), to ensure that the sample would be representative of the general population.
Timing	July 8 - 23, 2015
Topics covered	Quality of life and important local issues, service delivery, value for taxes, communication and citizen engagement, customer satisfaction and strategic planning priorities.





Quality of life and issues facing Mississauga today

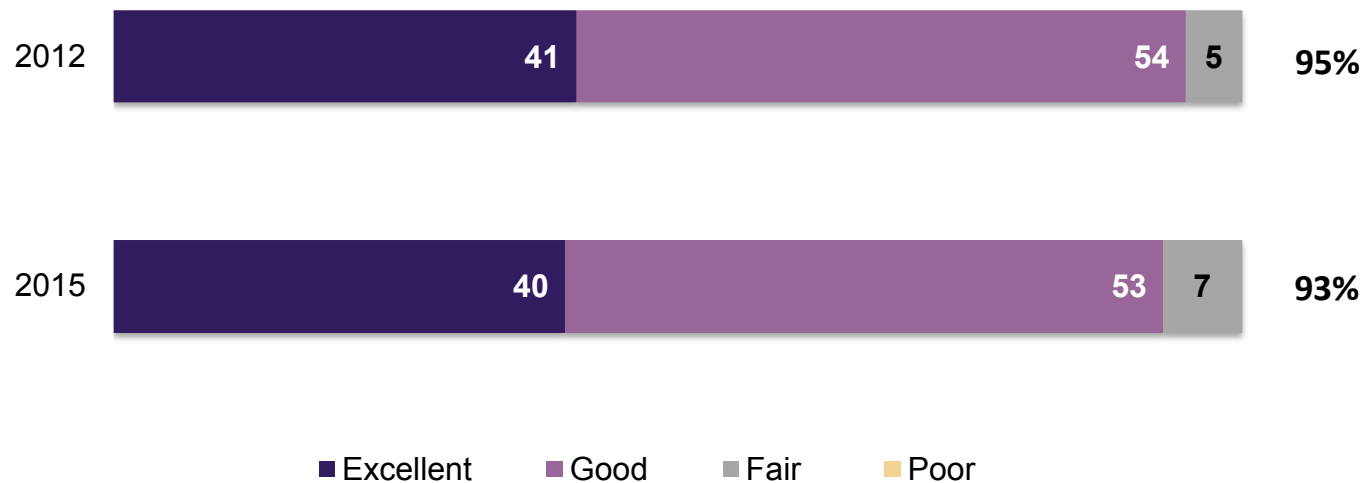


Quality of life and issues facing Mississauga



Since last measured three years ago, Mississauga residents continue to enjoy a positive quality of life in the municipality.

Rating of quality of life in Mississauga



Q2 Overall, how would you rate the quality of life in Mississauga?

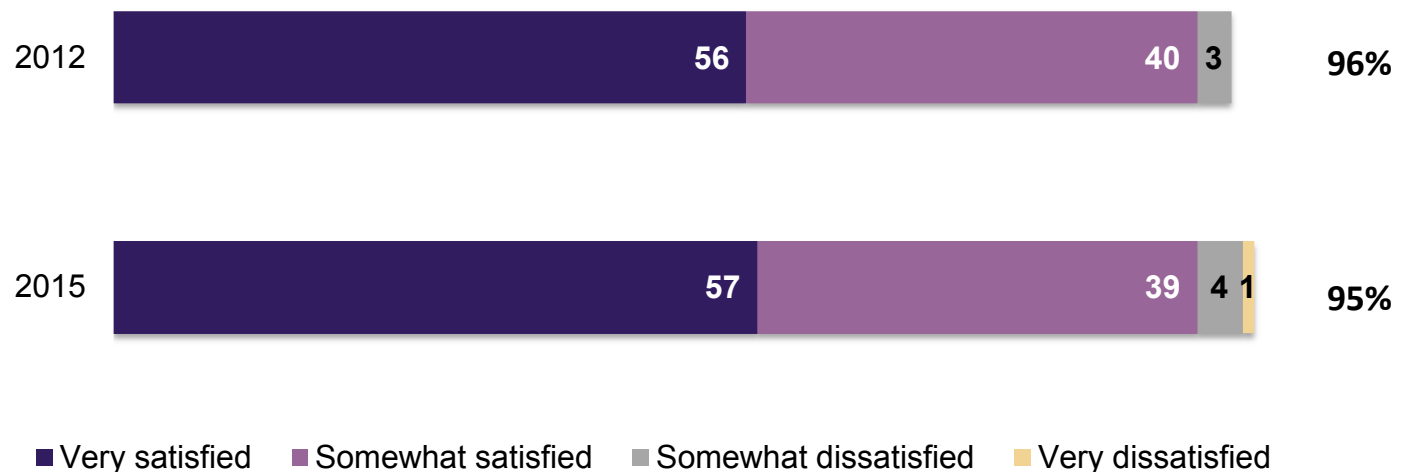


Quality of life and issues facing Mississauga



Satisfaction with Mississauga as a place to live is equally unanimous and stable.

Satisfaction with Mississauga as a place to live



Q3 How satisfied do you generally feel about the City of Mississauga as a place to live?

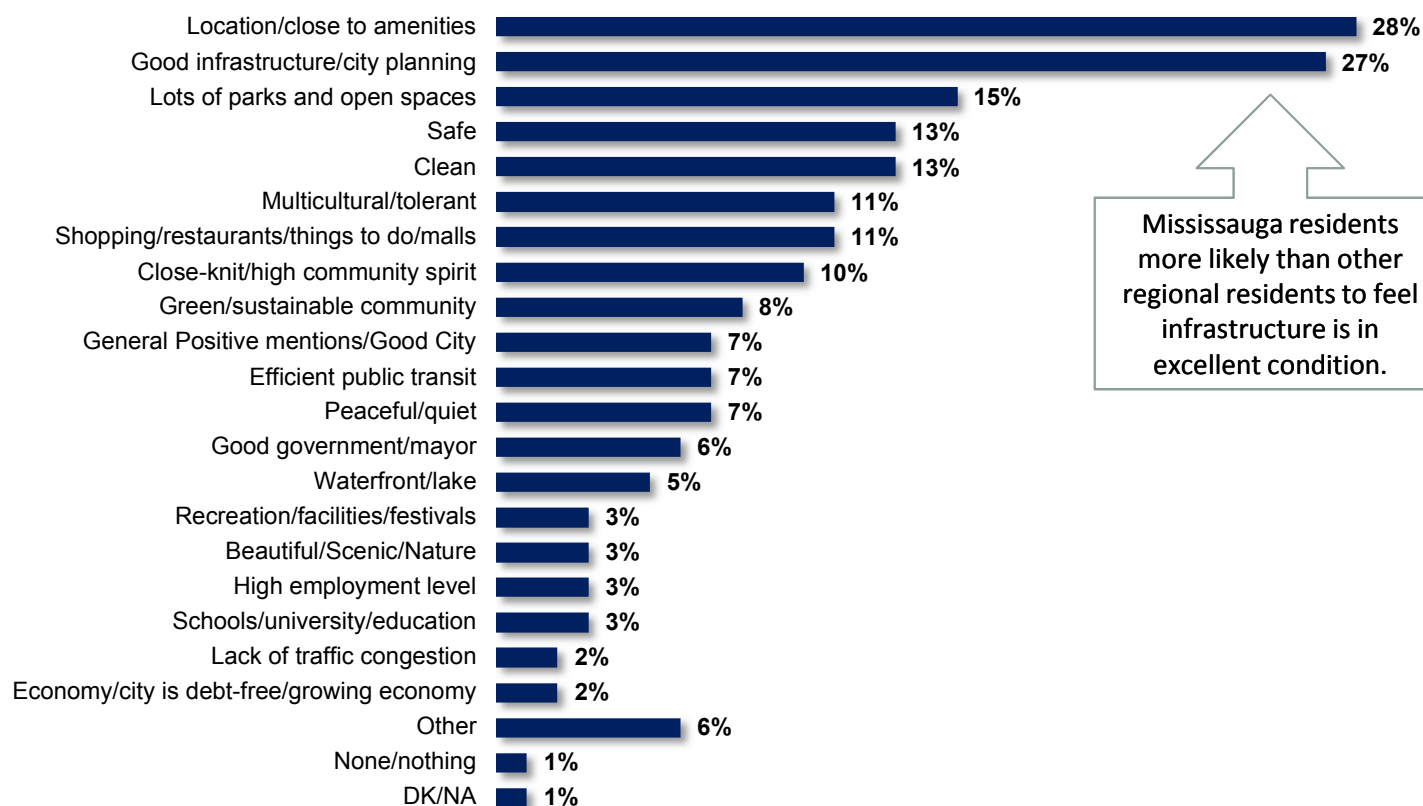


Quality of life and issues facing Mississauga



When asked what are the most appealing things about Mississauga, residents most frequently mention its proximity to amenities (28%), as well as good infrastructure and city planning (27%).

Most appealing elements of Mississauga



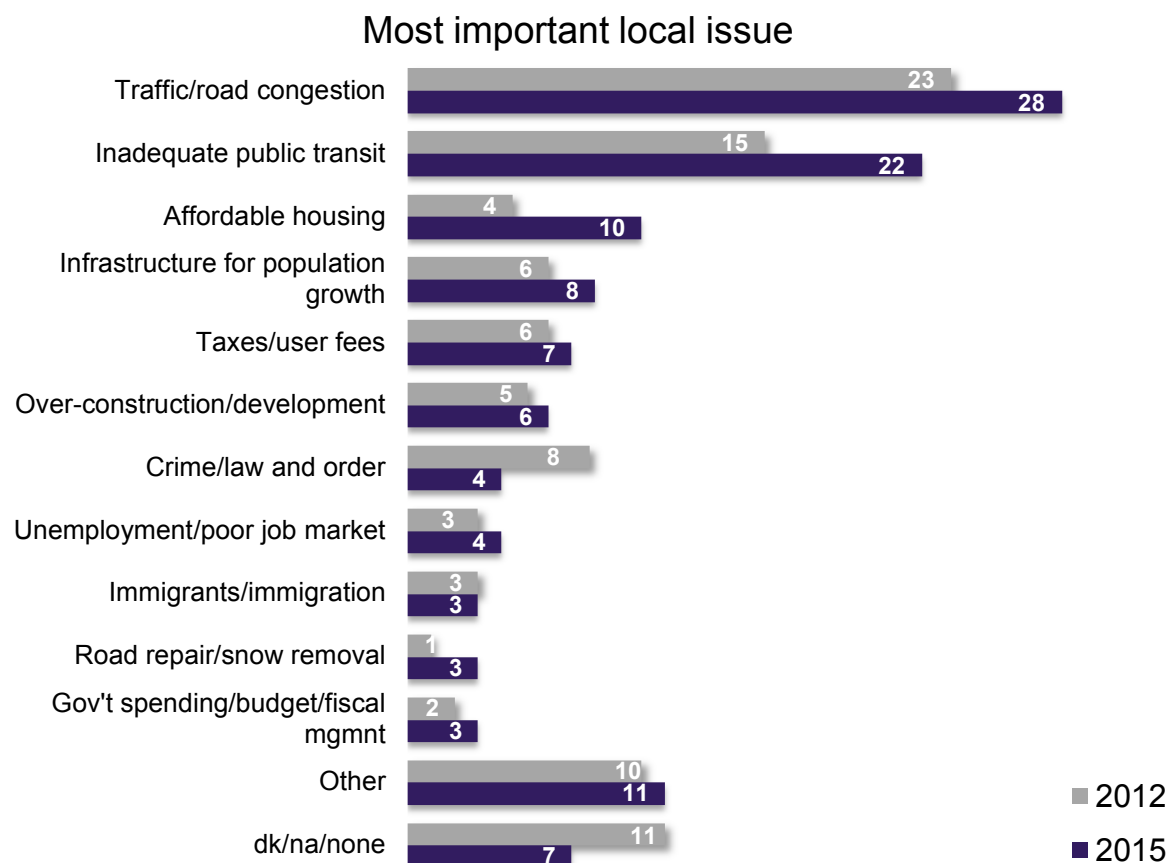
Q1 What, in your opinion, would you say are the most appealing things about Mississauga? (Open-ended question, responses unprompted)



Quality of life and issues facing Mississauga



Typical of a GTHA municipality, traffic and public transit dominate the issue agenda. Affordable housing has also gained prominence since last measured.



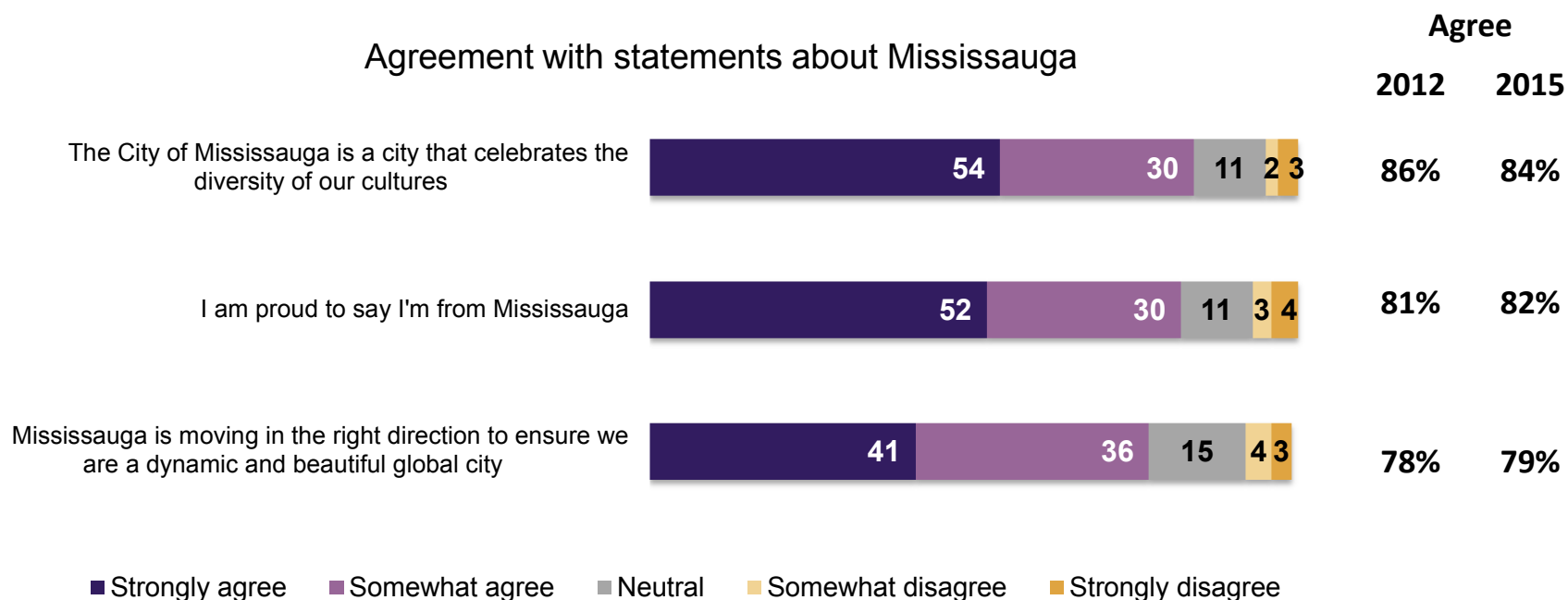
Q5 What, in your opinion, is the single most important local problem facing Mississauga today? (Open-ended question, responses unprompted)



Quality of life and issues facing Mississauga



Residents report high levels of pride and belonging when thinking about Mississauga. Majorities agree that it is a diverse and dynamic global city.



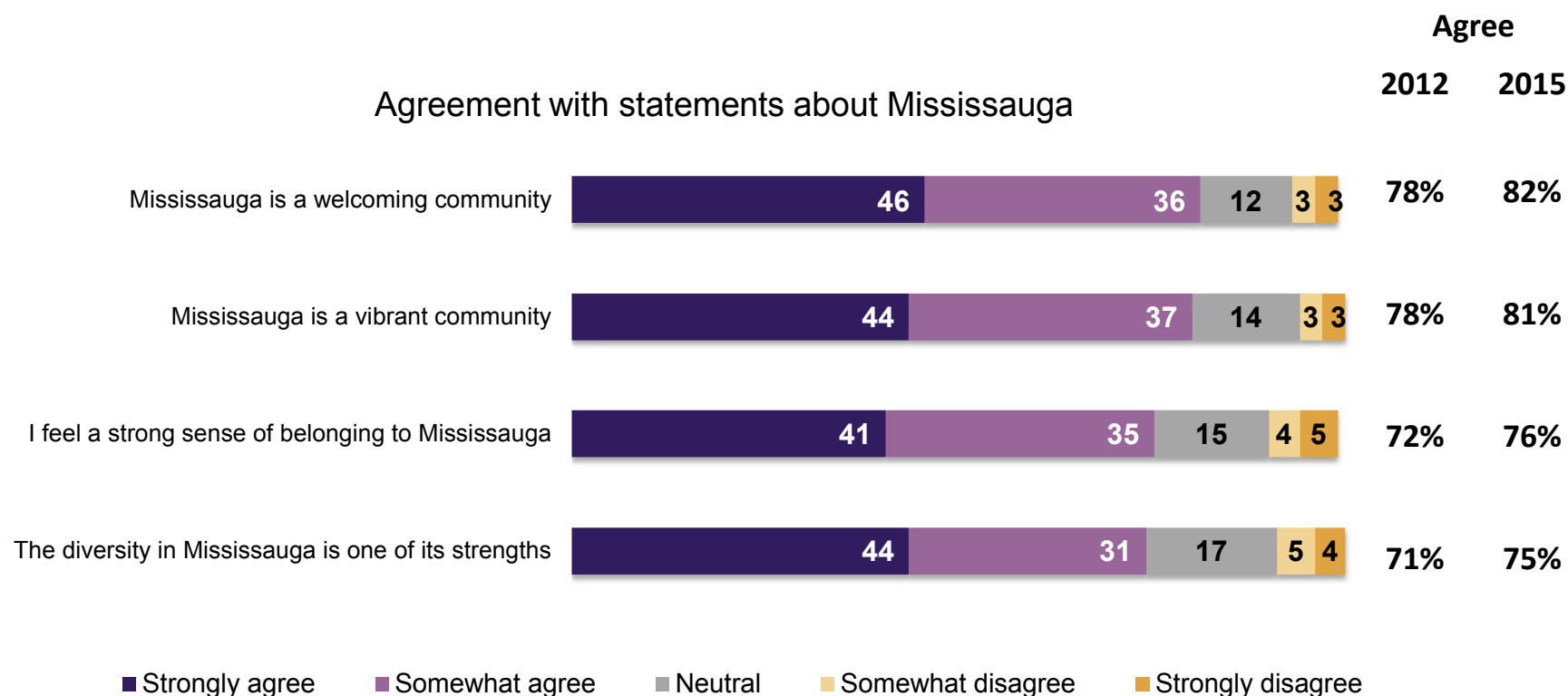
Q4 Using a scale of 1 to 10 where 1 means 'strongly disagree' and 10 means 'strongly agree,' please indicate the extent to which you agree or disagree with the following statements.



Quality of life and issues facing Mississauga



Strong majorities of residents agree that Mississauga is welcoming (82%), vibrant (81%) and has diversity as a strength (75%), as well as feeling a strong sense of belonging (76%) – all up slightly from 2012.



Q4 Using a scale of 1 to 10 where 1 means 'strongly disagree' and 10 means 'strongly agree,' please indicate the extent to which you agree or disagree with the following statements.

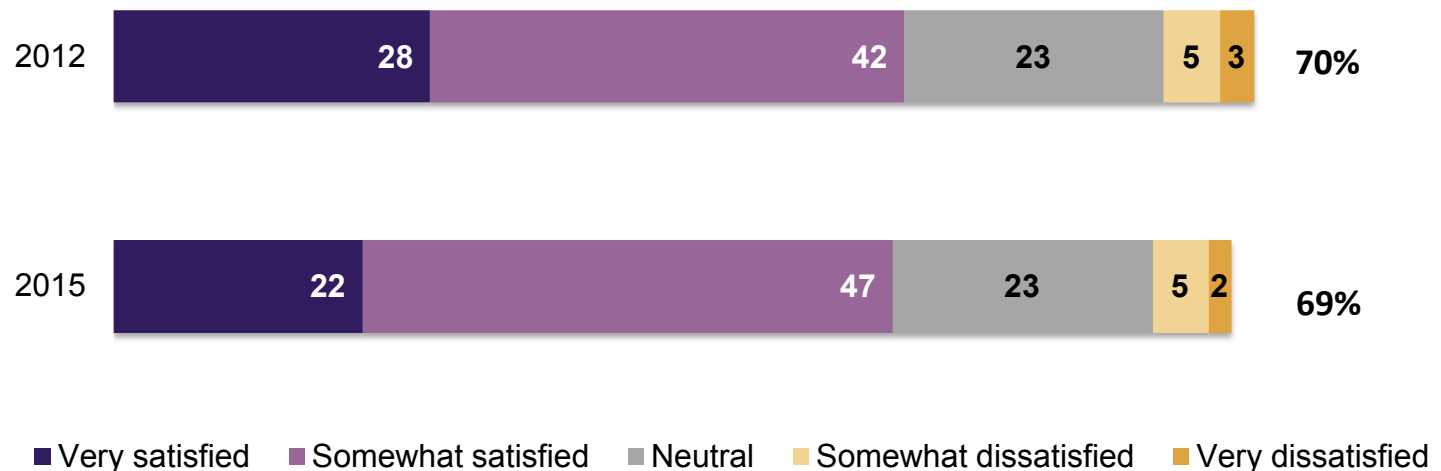


Quality of life and issues facing Mississauga



Despite a municipal election and changes at City Hall since 2012, seven-in-ten residents remain satisfied with local government.

Satisfaction with the local government



Q6 Using a scale of 1 to 10, where 1 means 'very dissatisfied' and 10 means 'very satisfied,' please rate the extent to which you are satisfied with the overall performance of your municipal government.





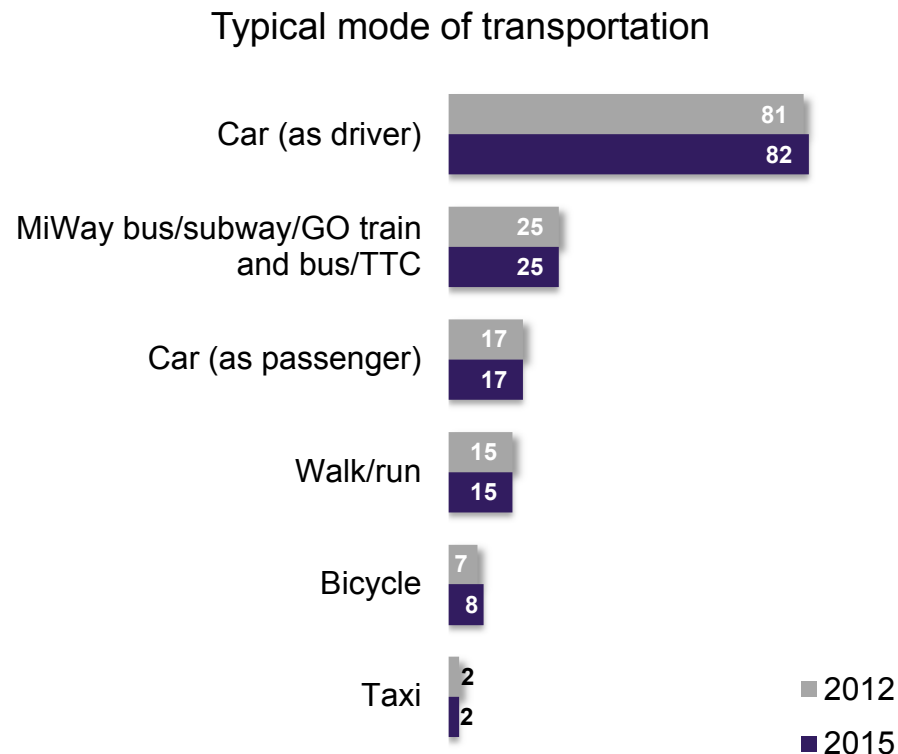
Transportation services



Road services and transportation



Cars are the main mode of transportation for Mississauga residents, with residents being most likely (82%) to drive themselves to work, school or appointments. Far fewer (one-quarter or less) report consistent use of any alternate transportation method as their normal way to get to work, school or appointments.



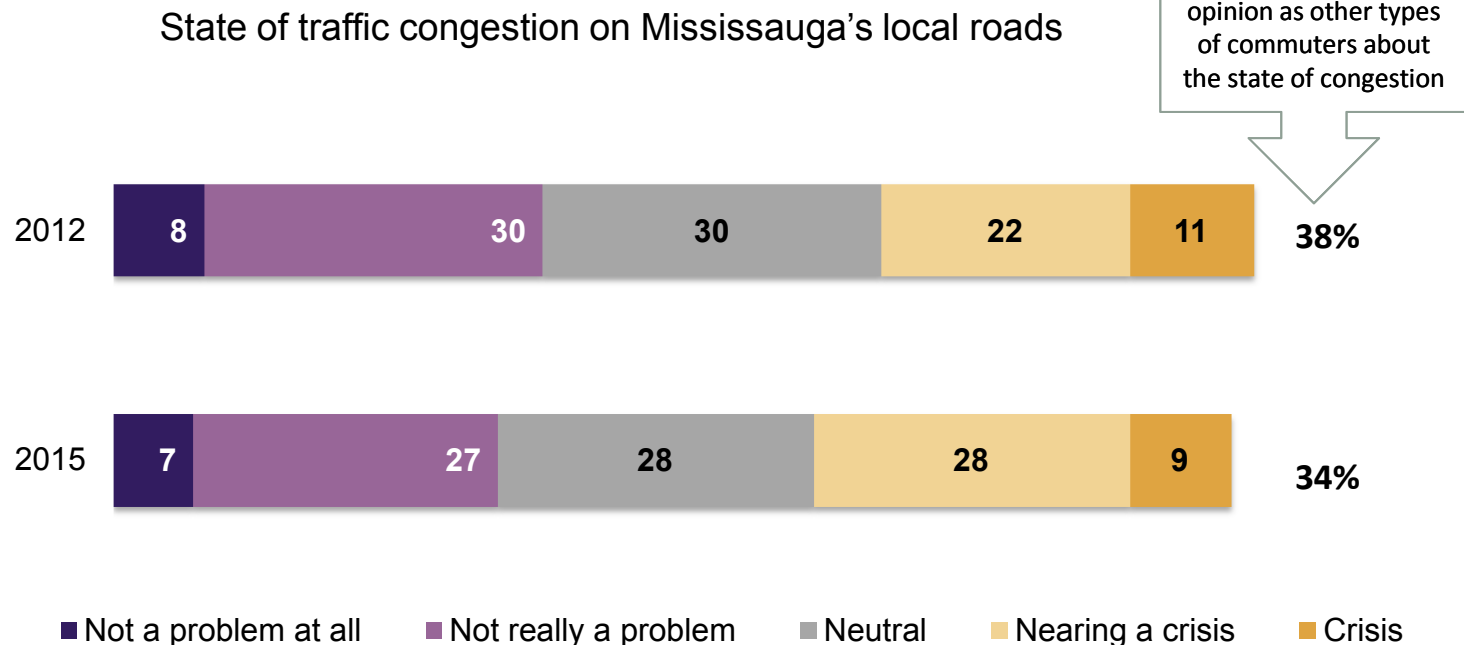
Q9 What mode of transportation do you typically use to get to work, school or appointments? MULTIPLE RESPONSES ACCEPTED



Road services and transportation



Residents remain largely divided over the state of traffic congestion on Mississauga's local roads. About one-third (34%) feel it is not a problem, while nearly four in ten (37%) think it is nearing or in a state of crisis – a reversal of response from 2012.



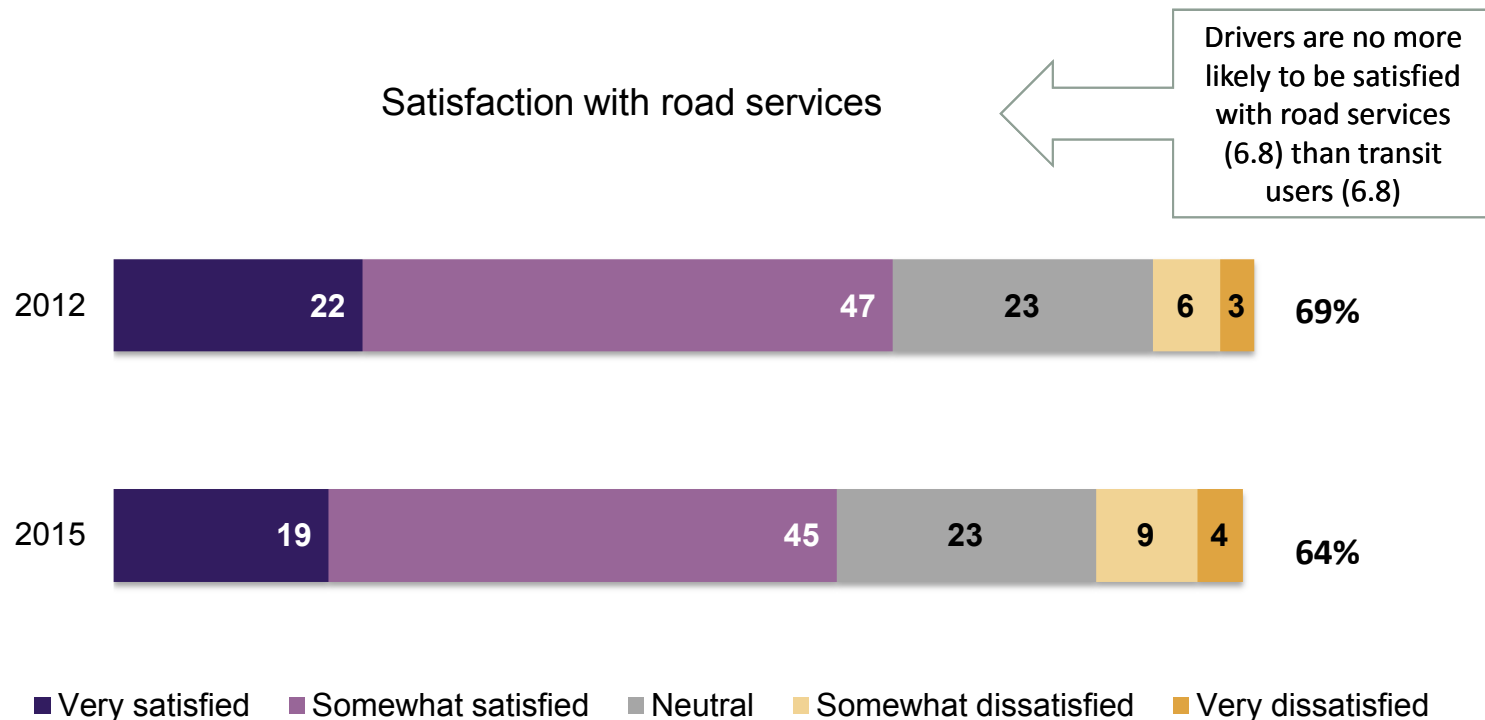
Q10 How do you view the state of traffic congestion on the City's local roads (not including major highways)? Use a scale of 1 to 10, where 1 means "it's in a state of crisis" and 10 means "it's not a problem at all."



Road services and transportation



Satisfaction with road services remains high, although has seen some erosion since 2012.



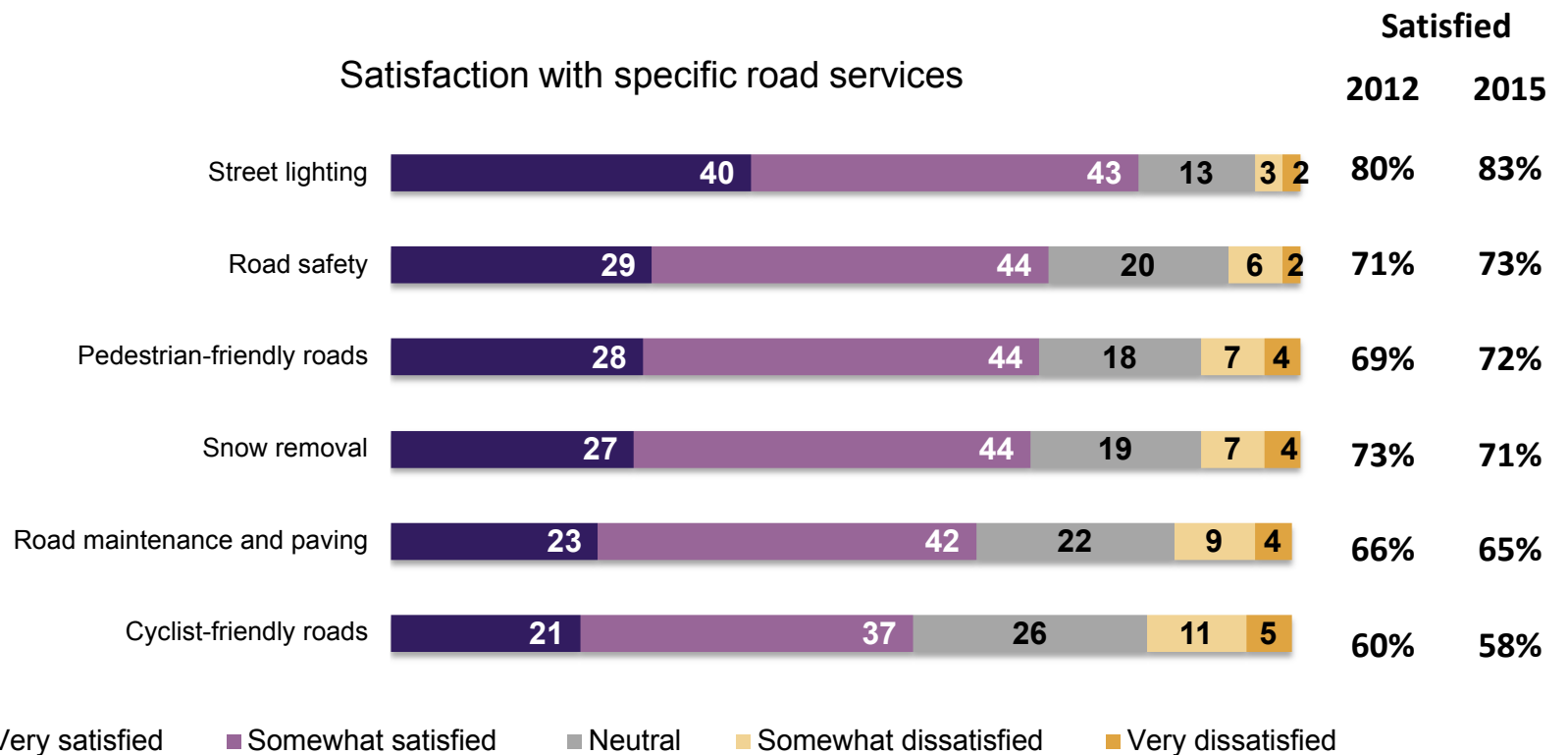
Q7 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with road services in Mississauga?
Road services include ensuring the City's roads are maintained, pedestrian and cyclist-friendly, efficient and safe.



Road services and transportation



Mississauga residents express high levels of satisfaction with most Mississauga road services. Eight in ten (83%) are satisfied with street lighting, and seven in ten are satisfied with road safety (73%), pedestrian-friendly roads (72%) and snow removal (71%). Somewhat fewer (58%) are satisfied with cyclist-friendly roads.



Q8 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," overall, how satisfied are you with the quality of each of the following road services in Mississauga?

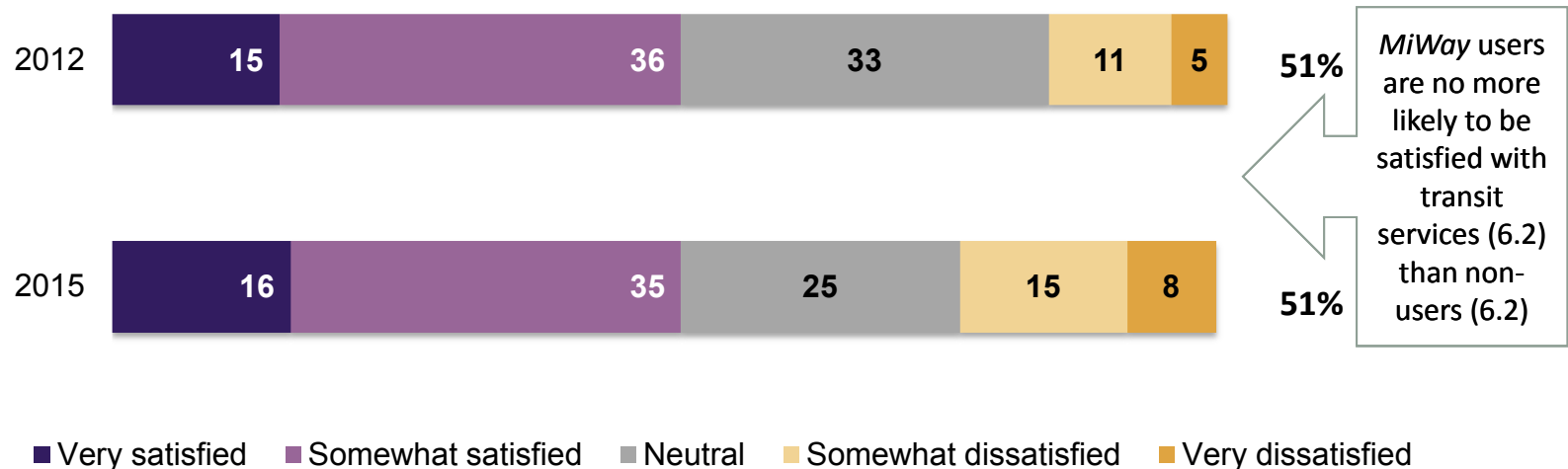


Transit services



Half (51%) of residents continue to express some level of satisfaction with MiWay; however, dissatisfaction is up seven points from 2012. Overall levels of satisfaction with local bus service is on-par with evaluations throughout the region.

Satisfaction with transit services



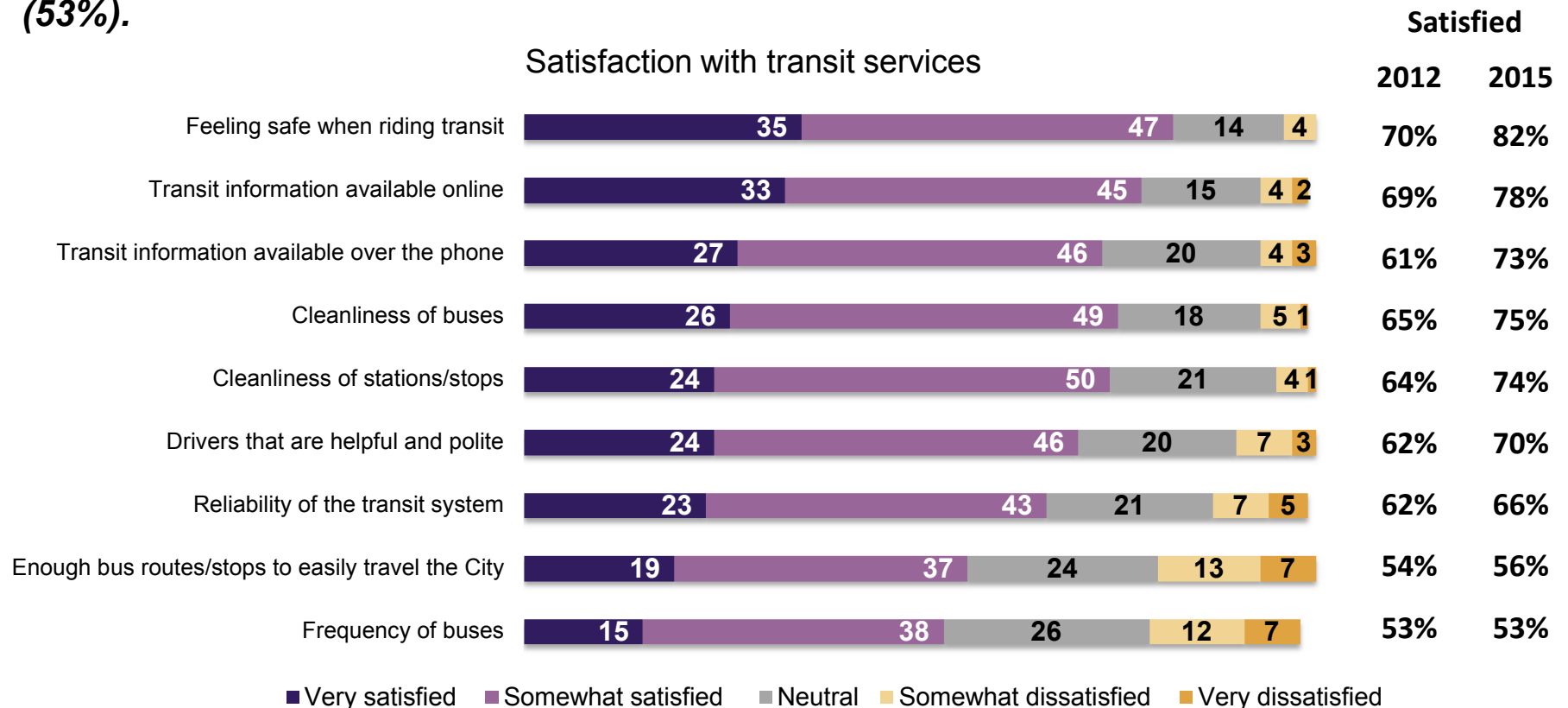
Q11 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with transit services in Mississauga? Transit services refer only to Mississauga's MiWay bus service.



Transit services



Eight in ten residents are satisfied with feeling safe on transit (82%) and online transit information (78%), and seven in ten each are satisfied with most other transit services – all up from 2012. Residents continue to express the least satisfaction with the number of bus routes/stops (56%) and the frequency of buses (53%).



Q12 Using a scale of 1 to 10, where 1 means “very dissatisfied” and 10 means “very satisfied,” overall, how satisfied are you with the quality of these elements of transit services in Mississauga?





Local services

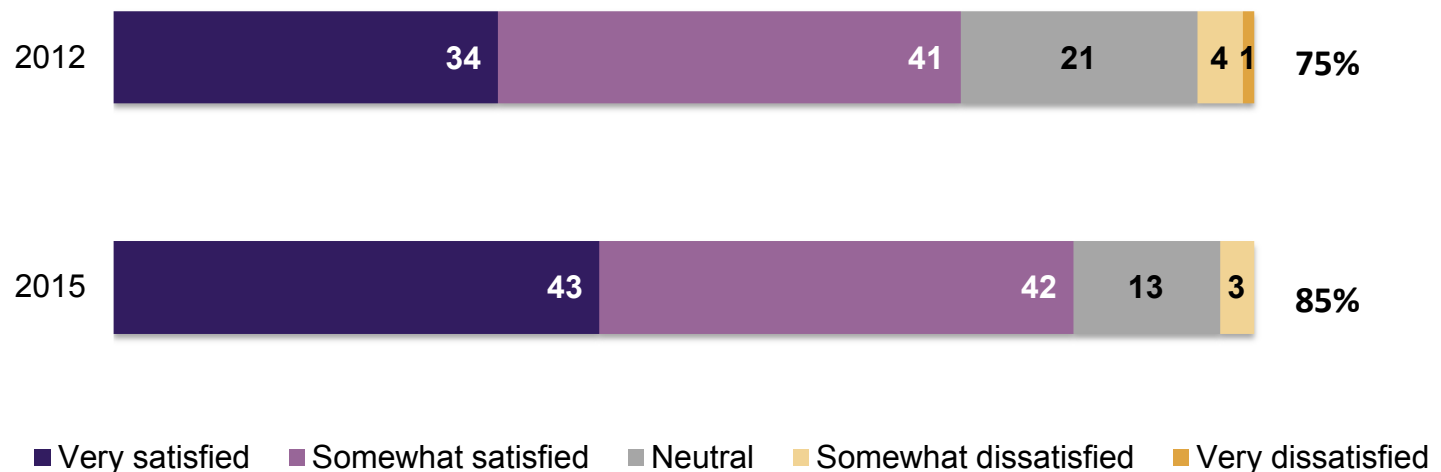


Library services



Over eight in ten residents (85%, up 10 points) are satisfied with the library services offered in Mississauga.

Satisfaction with library services



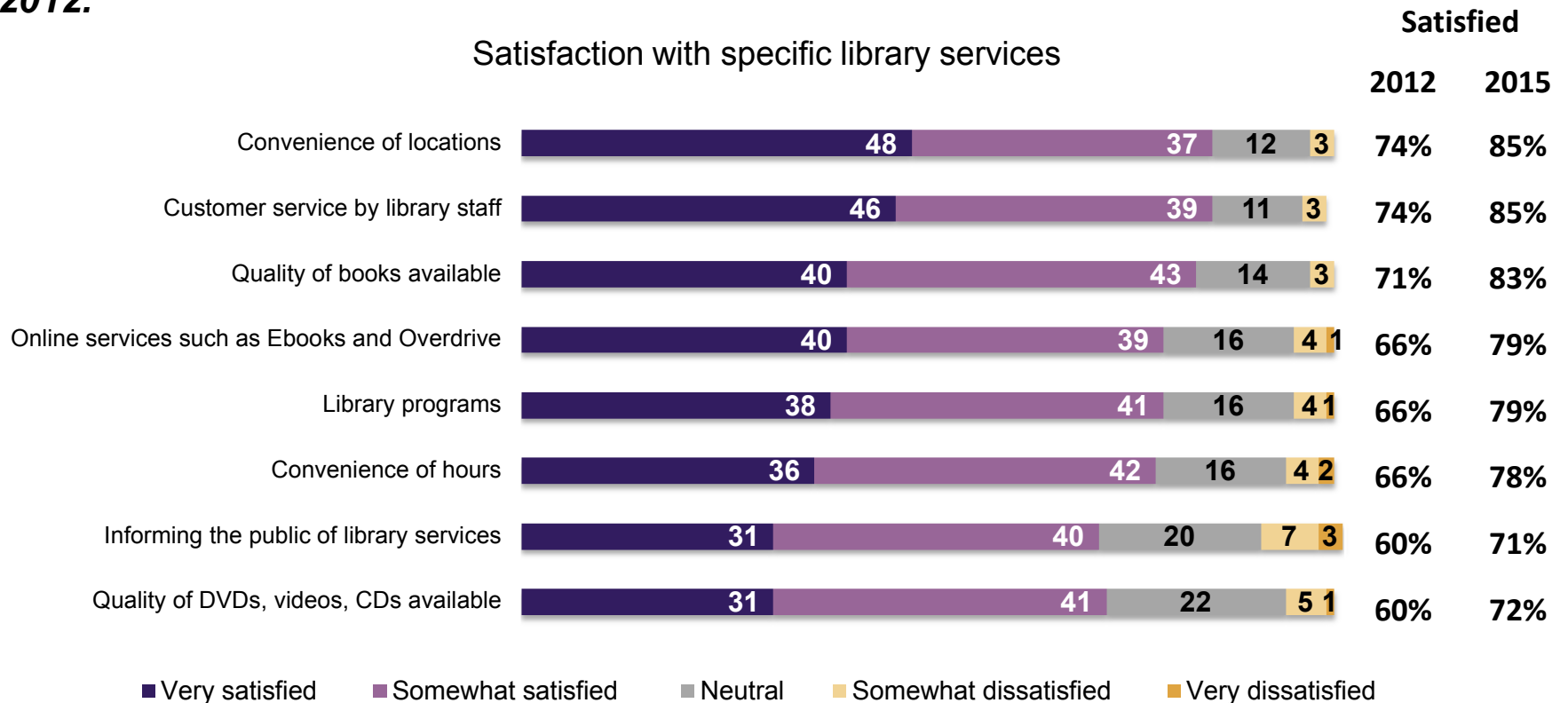
Q13 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with library services in Mississauga?



Library services



Residents are most satisfied with convenience of locations (85%) and the customer service (85%). Satisfaction is somewhat lower, but still the majority view, for the quality of electronic media available (72%) and the information provided about library services (71%). Satisfaction for all aspects of library service is up since 2012.



Q14 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," overall, how satisfied are you with the quality of the following library services in Mississauga?

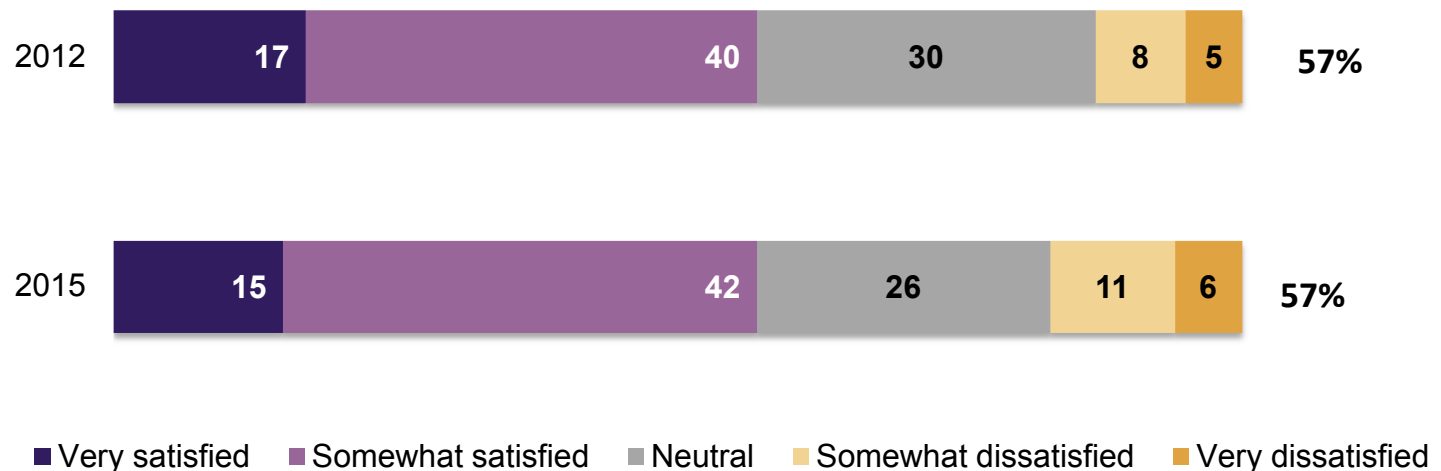




Land development services

A majority of residents (57%) are satisfied with land development services; however, dissatisfaction is up slightly from 2012 (17%, up 4 points).

Satisfaction with land development services



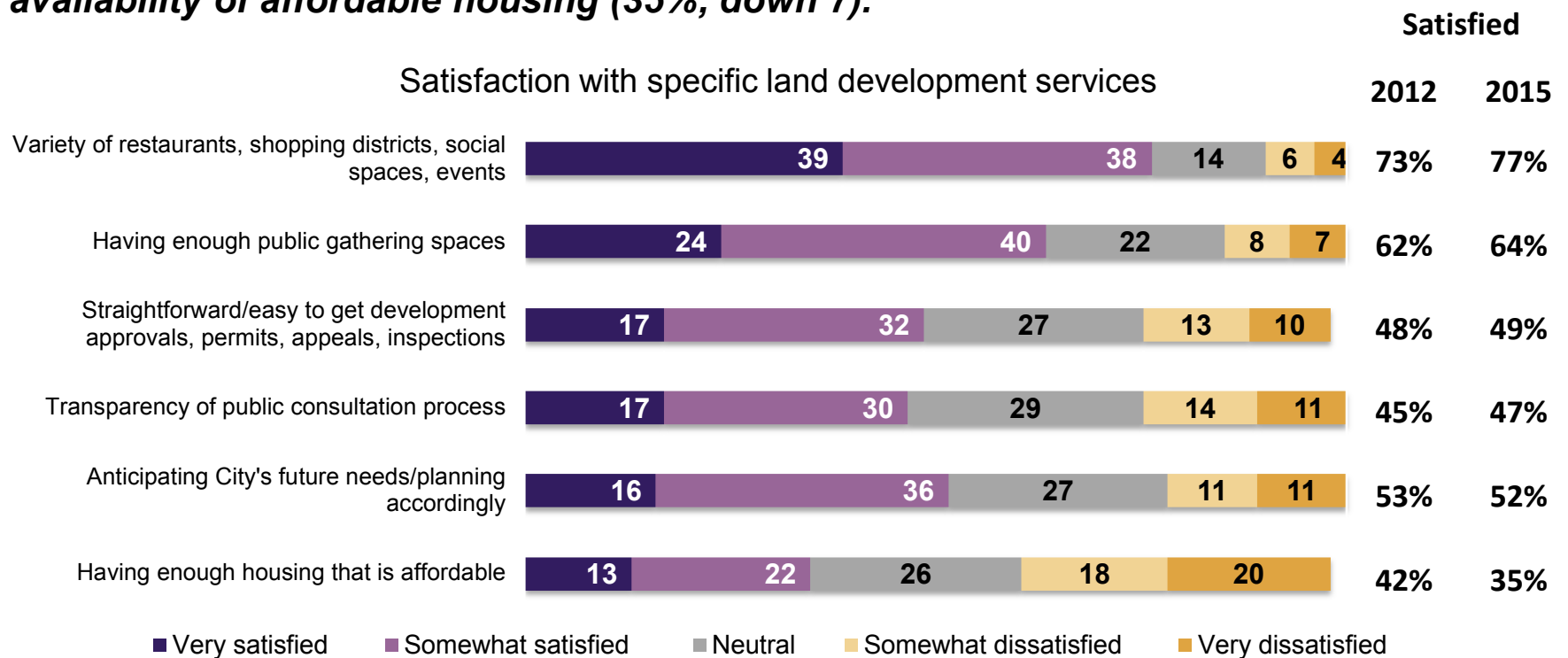
Q15 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with land development services in Mississauga? Land development services include the planning of neighbourhoods, business and shopping areas, as well as building permits and codes.





Land development services

Residents express varying levels of satisfaction with land development services, with the variety of restaurants, shopping and social spaces (77%, up 4 points) topping the list. Fewer are satisfied with the permits, appeals and approvals process (49%), the transparency of the consultation process (47%) and the availability of affordable housing (35%, down 7).



Q16 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," overall, how satisfied are you with the quality of the following land development services in Mississauga?

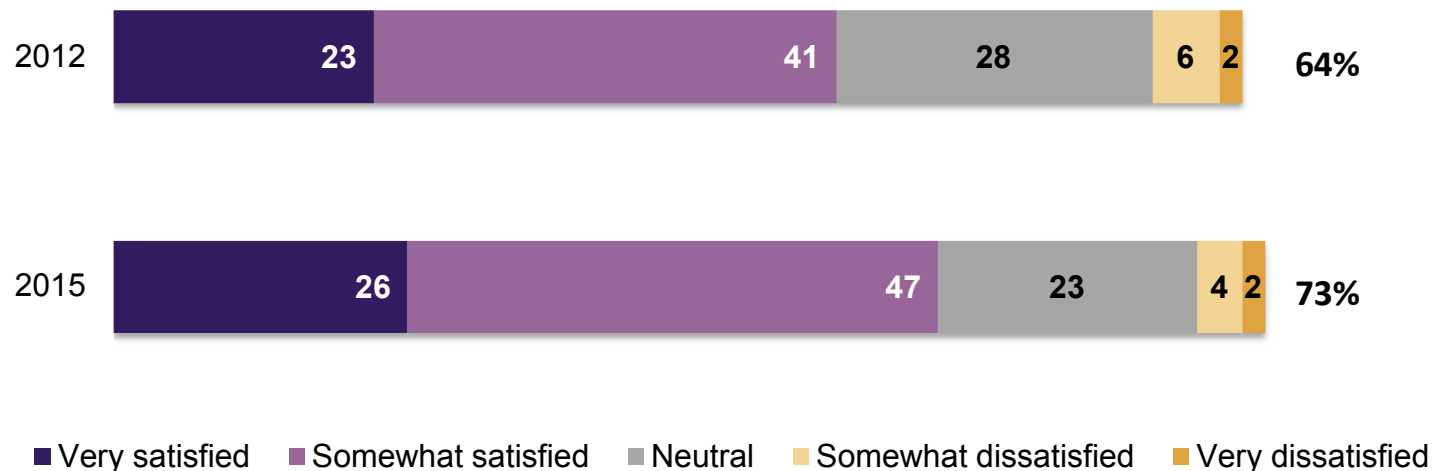


Culture



Residents report an increase in satisfaction with local cultural offerings since 2012, including the funding and hosting of theatrical performances, festivals and art displays.

Satisfaction with arts and culture services



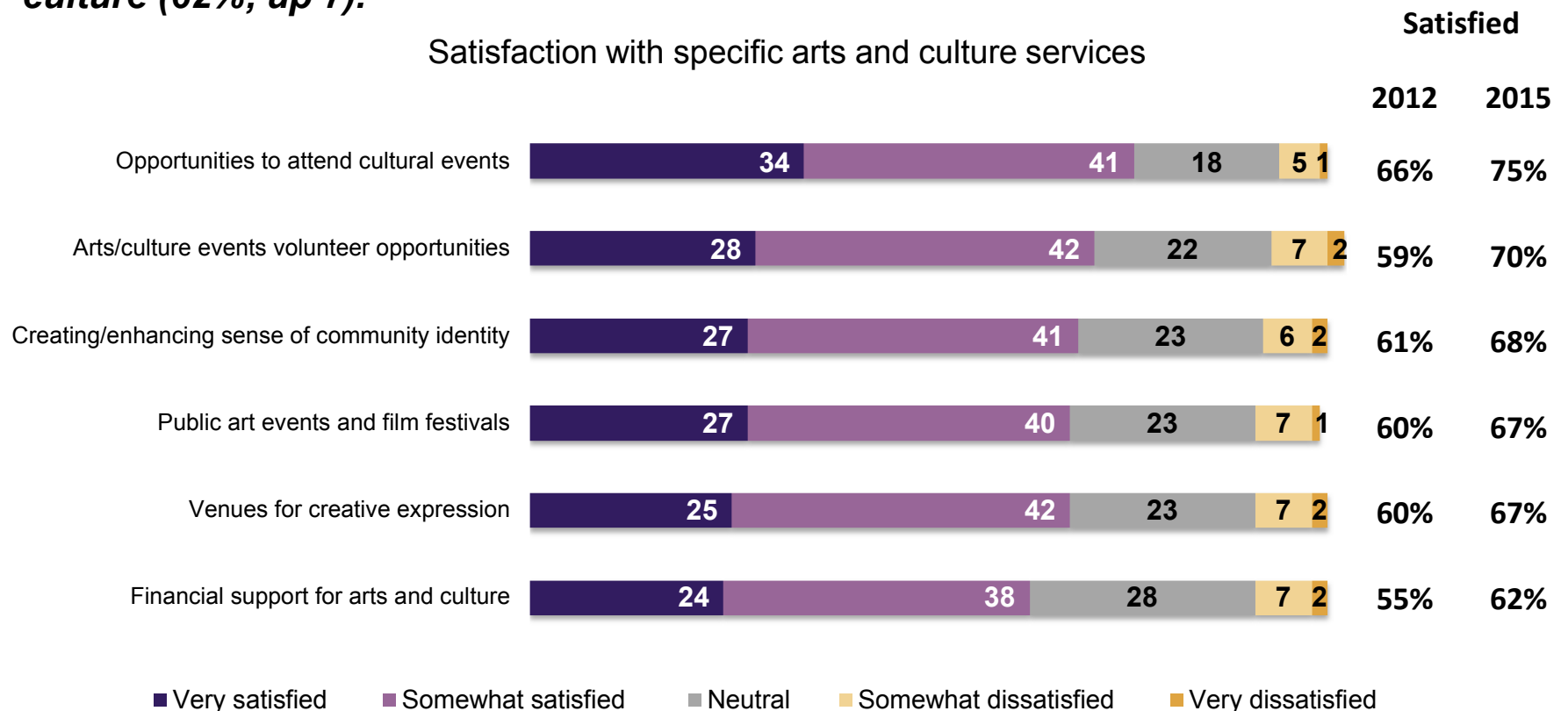
Q17 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with arts and culture services in Mississauga? Arts and culture services include such things as the funding and hosting of theatrical performances, festivals and art displays.



Culture



Majorities are satisfied with all aspects of arts and culture services – with increases for all since 2012. Satisfaction is highest with opportunities to attend cultural events (75%, up 9 points) and lowest for the financial support of arts and culture (62%, up 7).



Q18 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," overall, how satisfied are you with the quality of the following arts and culture services in Mississauga?

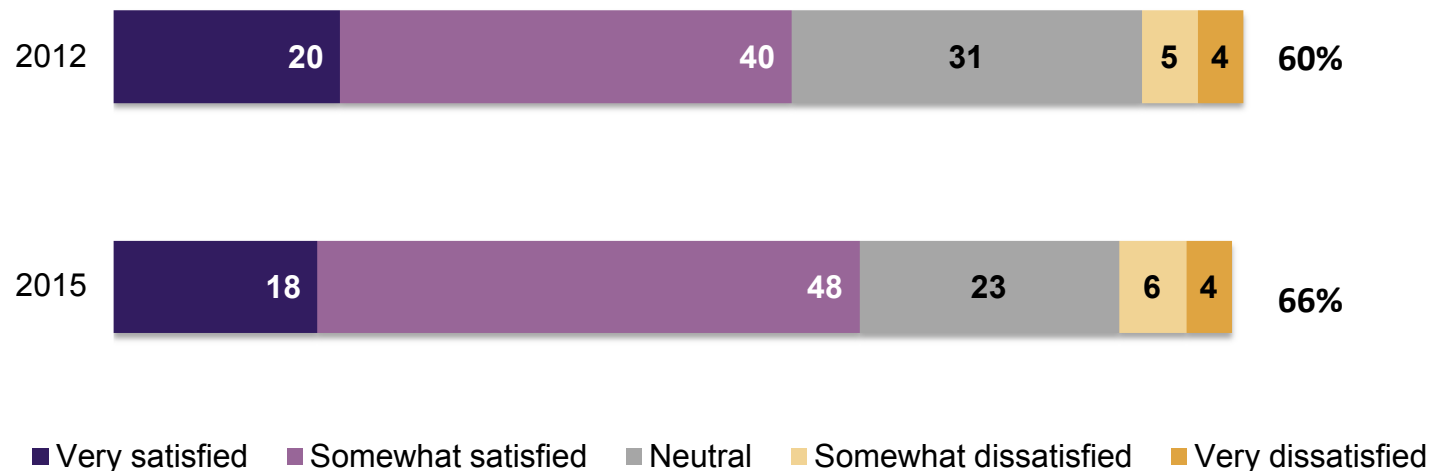


Regulatory services



Two-thirds (66%, up 6 points) of residents say they are satisfied with regulatory services provided by the City of Mississauga.

Satisfaction with regulatory services



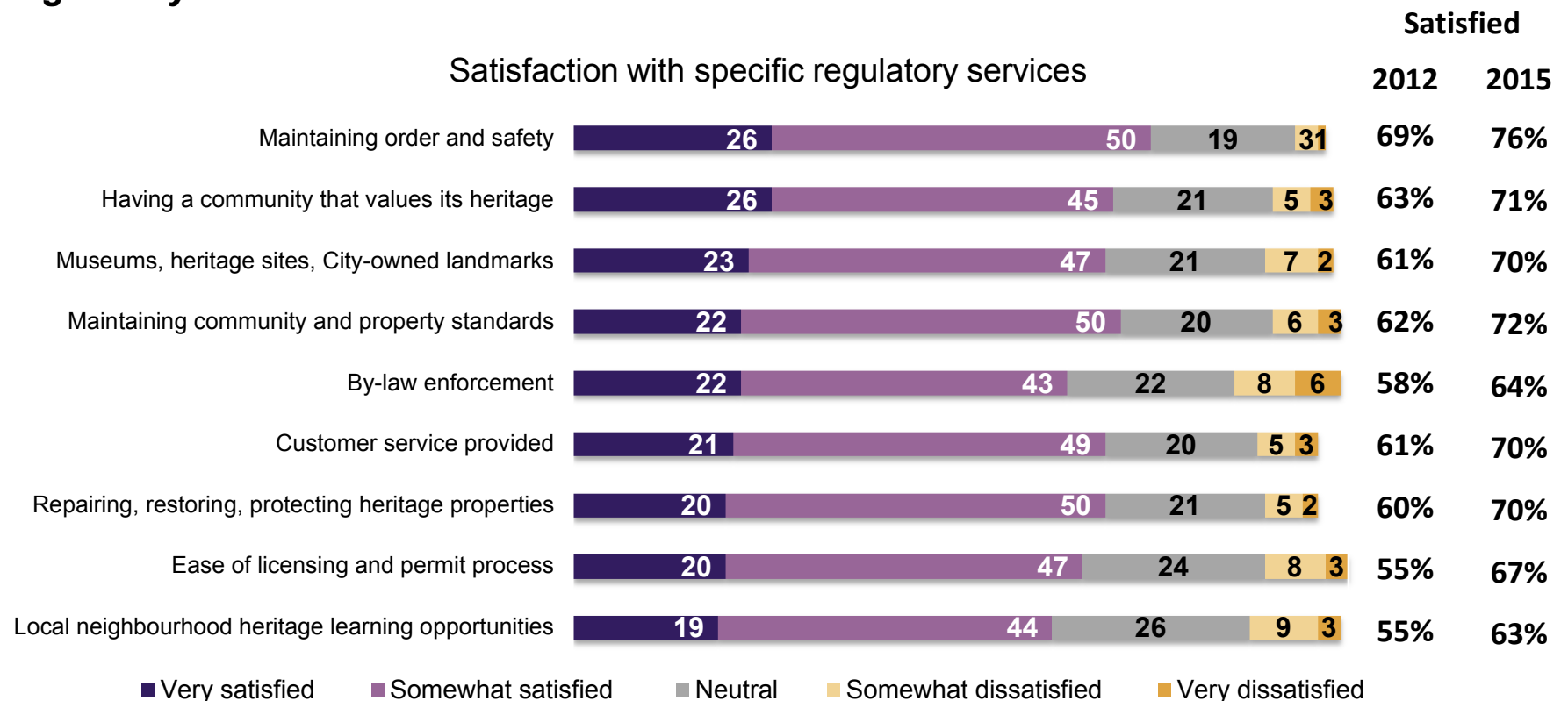
Q19 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with regulatory services in Mississauga?
Regulatory services achieve compliance with municipal by-laws to maintain order, safety and community standards in the City in the areas of animal services, compliance and licensing enforcement and charity gaming, mobile licensing enforcement and parking enforcement.



Regulatory services



Majorities of Mississauga residents are satisfied with all of the regulatory services evaluated, but are most satisfied with maintenance of order and safety provided by regulatory services (76%, up 7 points). Satisfaction is up for all aspects of regulatory service.



Q20 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," overall, how satisfied are you with the quality of the following regulatory services in Mississauga?

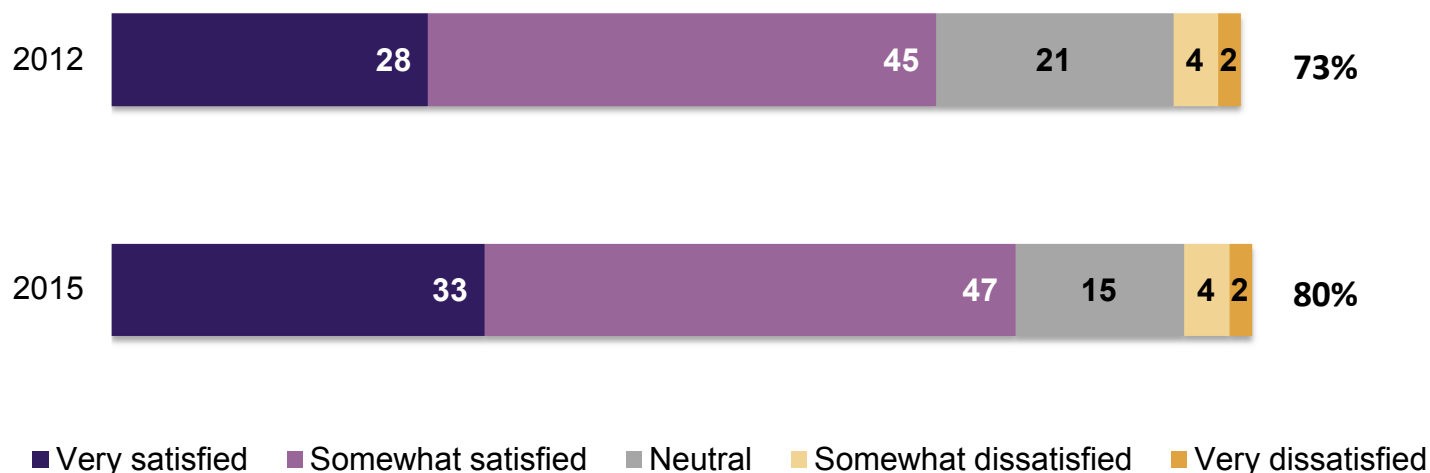




Recreation services

Eight in ten (80%, up 7 points) express satisfaction overall with recreation services provided by the City of Mississauga.

Satisfaction with recreation services



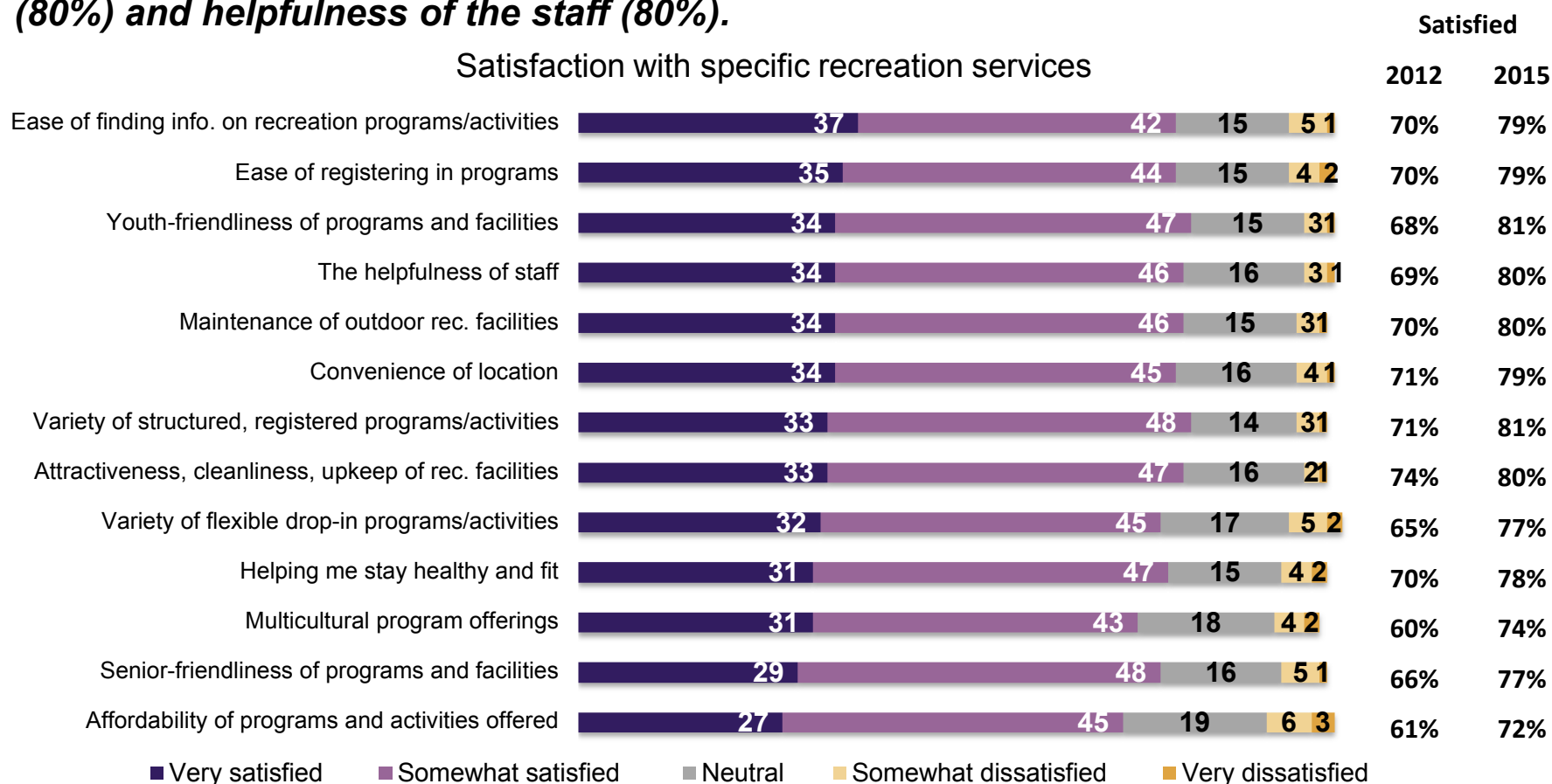
Q21 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with recreation services in Mississauga? Recreation services include community and recreation centres, as well as fitness and activity programs, offered by the City.





Recreation services

Seven in ten or more are satisfied with each of a range of recreation service aspects. Satisfaction is highest for youth-friendliness (81%), the variety of structured programs (81%), maintenance of outdoor facilities (80%), cleanliness of facilities (80%) and helpfulness of the staff (80%).

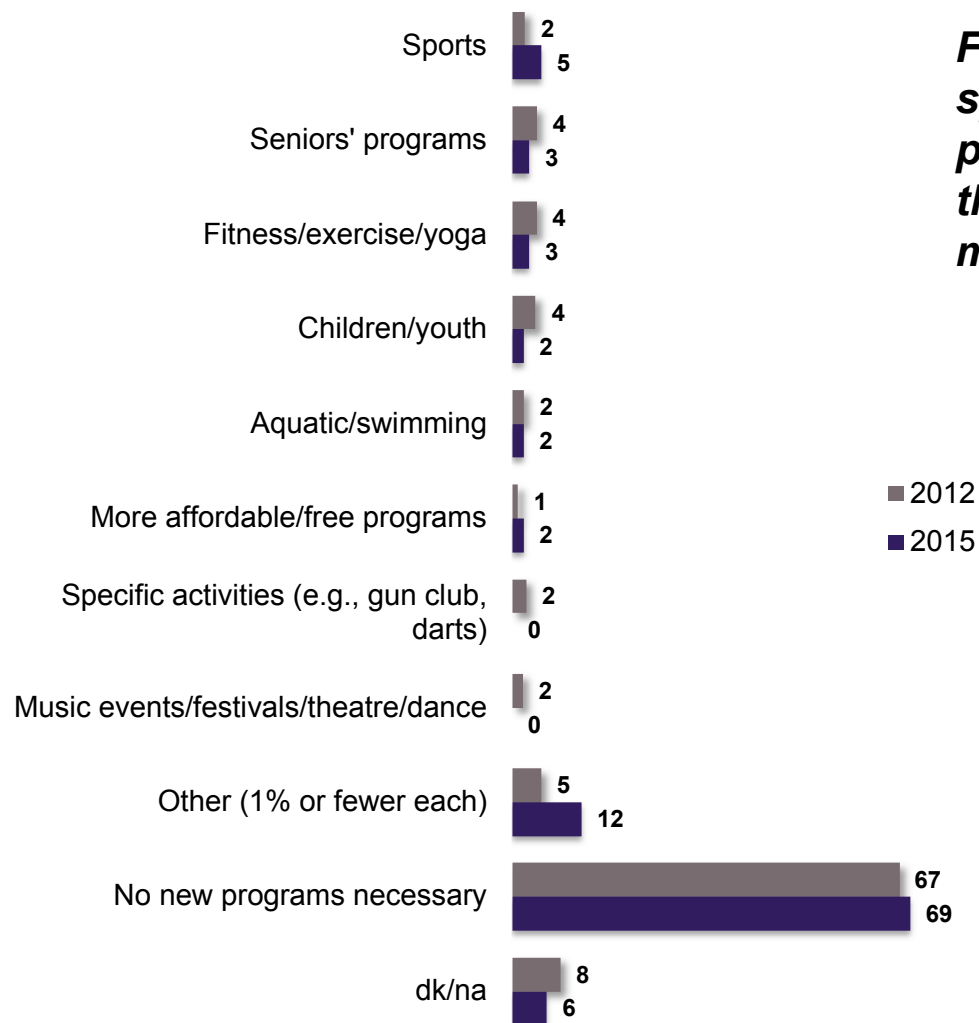


Q22 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," overall, how satisfied are you with the quality of the following recreation services in Mississauga?





Suggestions for new City programs



Few residents are able to spontaneously suggest any new programs for the City, suggesting that the range currently on offer meets the community's needs.

Q23 What programs, if any, would you like to see the City offer that you feel are not currently available?

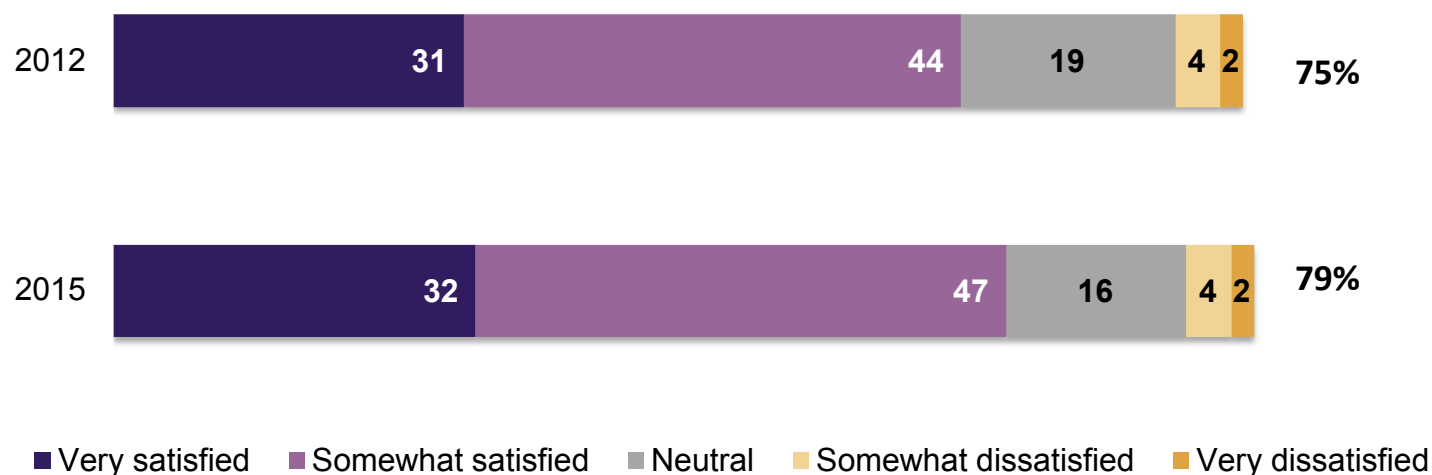


Parks and forestry services



Eight in ten (79%, up 4 points) residents are satisfied with Mississauga's parks and forestry services.

Satisfaction with parks and forestry services



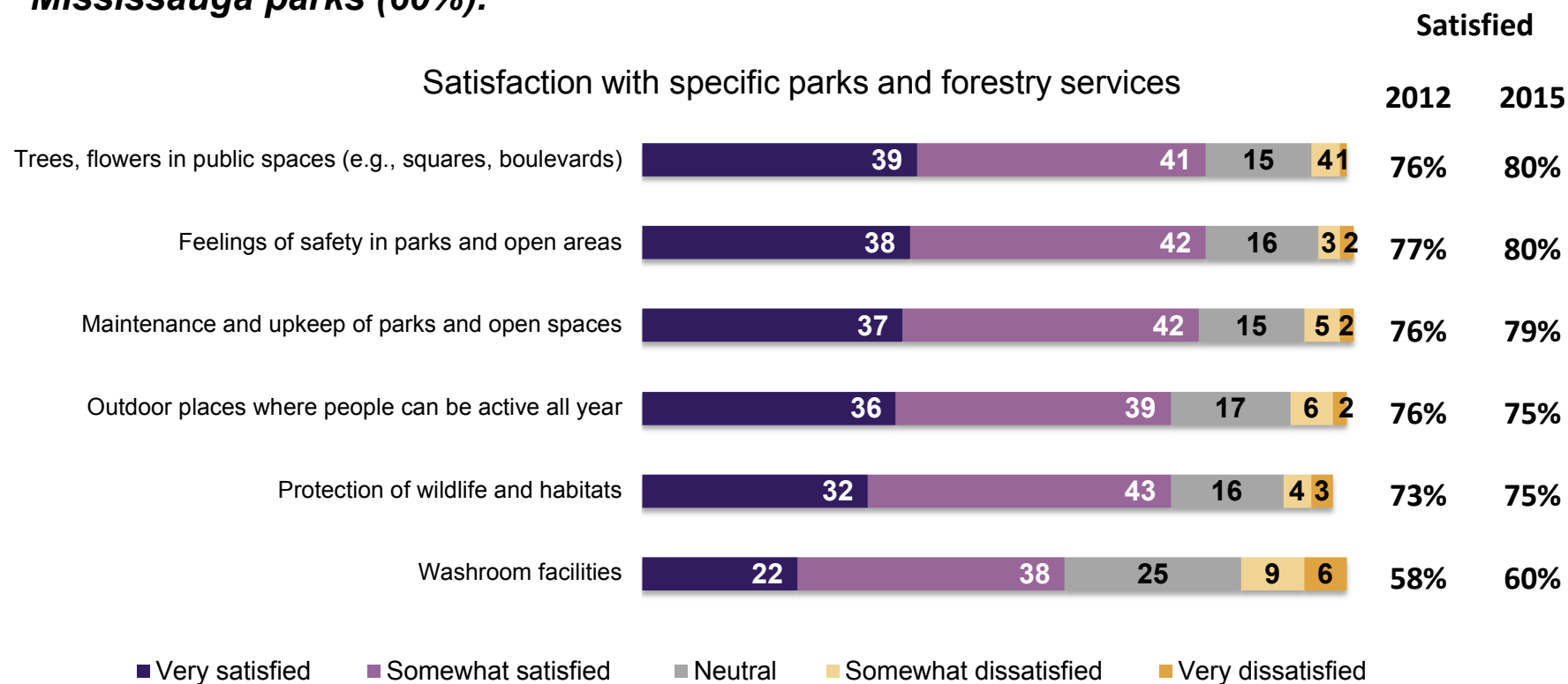
Q24 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," how satisfied are you with parks and forestry services in Mississauga? Parks and forestry services include parks and natural areas.



Parks and forestry services



Eight in ten residents are satisfied with having trees and flowers in public spaces (80%), the safety of parks and open areas (80%), and maintenance and upkeep (79%). Residents continue to be least satisfied with the washroom facilities in Mississauga parks (60%).



Q25 Using a scale of 1 to 10, where 1 means "very dissatisfied" and 10 means "very satisfied," overall, how satisfied are you with the quality of the following parks and forestry services in Mississauga?





Value for taxes

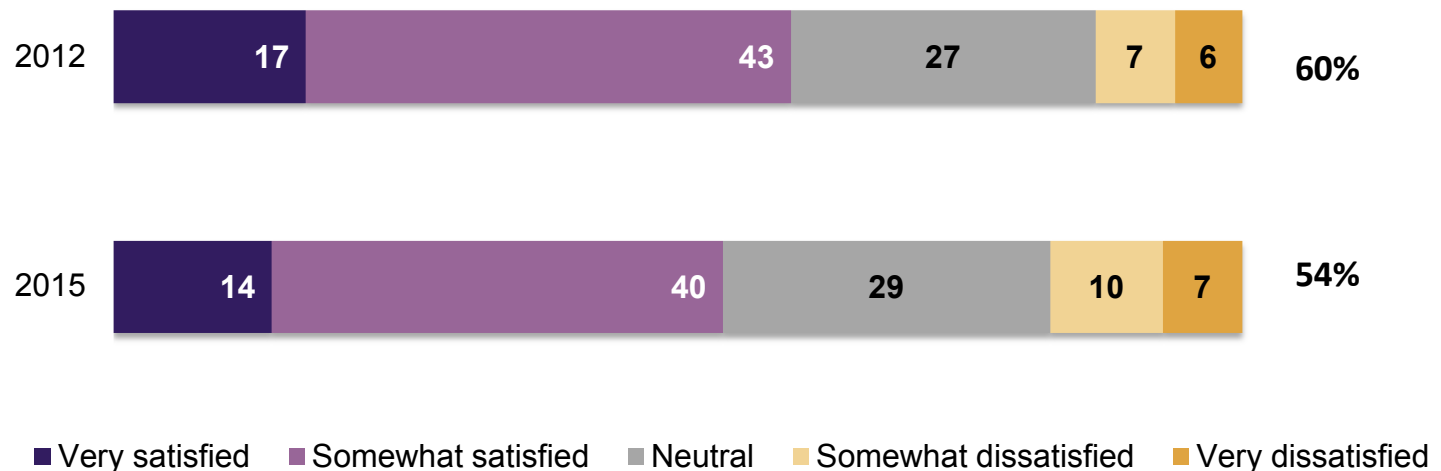


Value for taxes



Just over half of Mississauga residents report they are satisfied with the value of services they receive for the municipal property tax they pay – down slightly from 2012.

Satisfaction with value of services



Q26 Please rate the extent to which you are satisfied with the value of services you receive for the City of Mississauga property tax that you pay. Your property taxes are shared between the City of Mississauga, the Region of Peel and the Province (for education). For every dollar a resident pays in property taxes, the City of Mississauga receives approximately 30 cents.

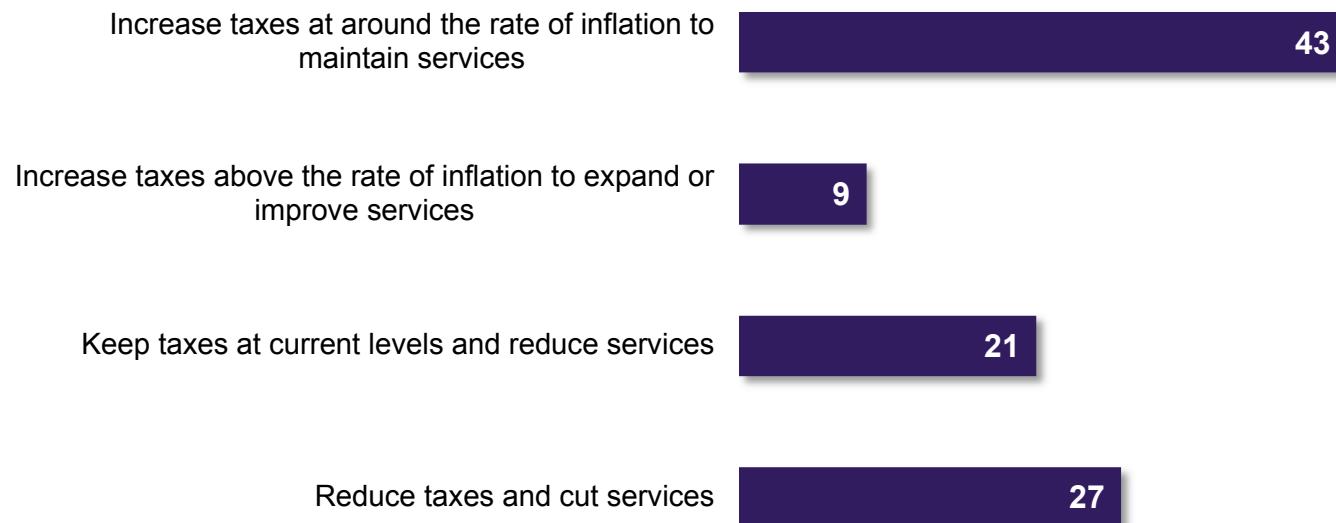


Value for taxes



A plurality of Mississauga residents report a preference to increase taxes at or around the rate of inflation to maintain services – echoing the approach behind the 2015 property tax increase.

Preferred taxation and service option



Q27 Property taxes are the primary way to pay for services and programs provided by the City of Mississauga. Due to the increased cost of maintaining current services levels and infrastructure, the City must balance taxation and service delivery levels. Please indicate which of the following taxation and service options you would most prefer.

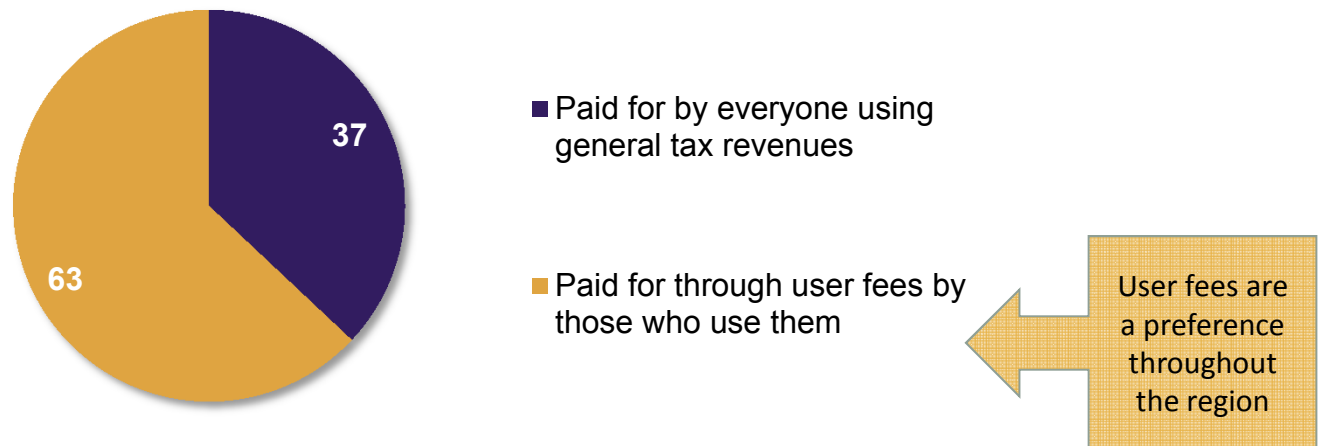


Value for taxes



Almost two-thirds of residents prefer that services be paid for through user fees.

Preferred method of paying for services



Q28 Which of the following statements is closer to your own opinion ... Municipal services and programs should be paid for by everyone through general tax revenues ... Those who use municipal programs and services should pay for them through user fees?

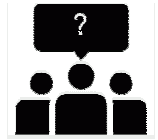




Communications and citizen engagement

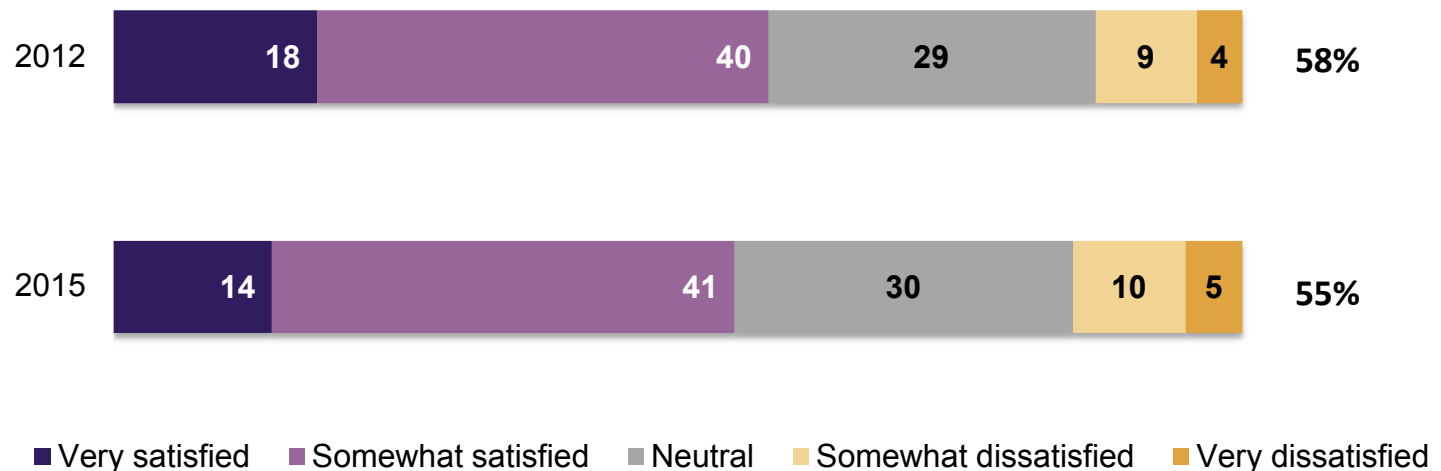


Communications and citizen engagement



Just over half of residents (55%) are at least somewhat satisfied with the amount of information they receive from the City, while 15 percent are dissatisfied.

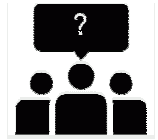
Satisfaction with information received from City



Q29 The amount of information you receive from the City of Mississauga. Using a scale of 1 to 10, where 1 means 'very dissatisfied' and 10 means 'very satisfied,' how satisfied are you with the amount of information you receive from the City of Mississauga?



Communications and citizen engagement

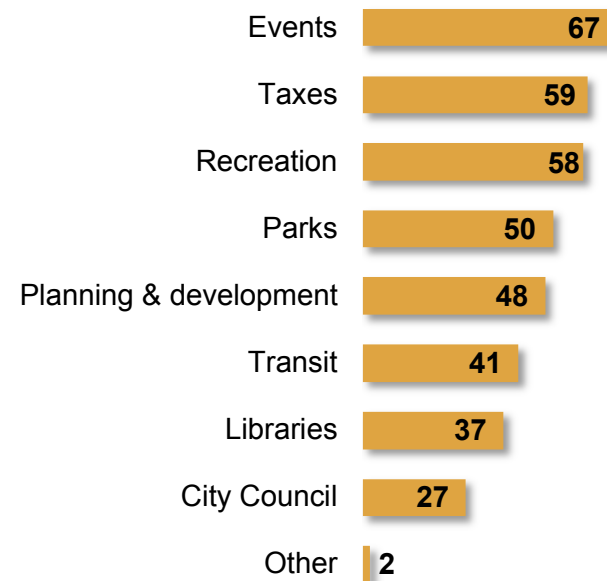


Most residents get news and information about the City from a Mississauga newspaper, followed by Mississauga.ca. Top areas of interest for information are events, taxes and recreation.

Top three sources for news/information about City of Mississauga



Information most interested in receiving from City of Mississauga

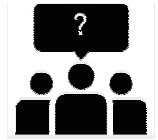


Q30 Please identify the top three sources you use to receive news and information about the City of Mississauga. (Select all that apply)

Q31 What type(s) of information are you most interested in receiving from the City of Mississauga? (Select all that apply)

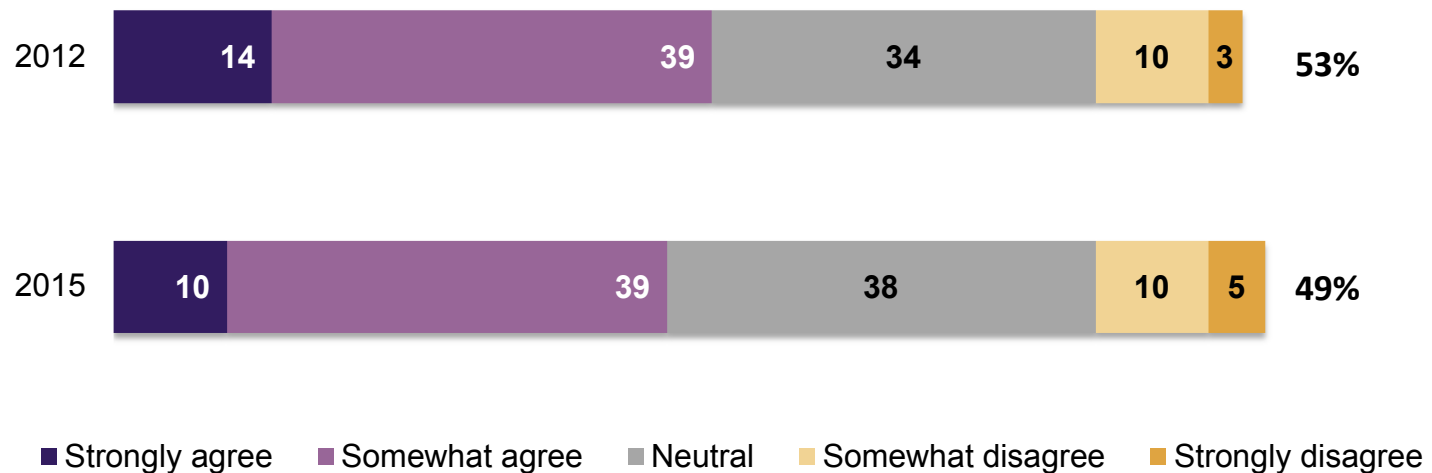


Communications and citizen engagement



Half of Mississauga residents agree that the City offers meaningful opportunities to engage with or be consulted on matters important to Mississauga.

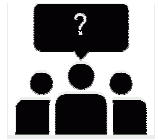
Does the City offer meaningful opportunities for citizens to participate?



Q32 Using a scale of 1 to 10, where 1 means 'strongly disagree' and 10 means 'strongly agree,' please rate the extent to which you agree or disagree that there are meaningful opportunities, offered by the City, to engage with or be consulted on matters important to Mississauga.

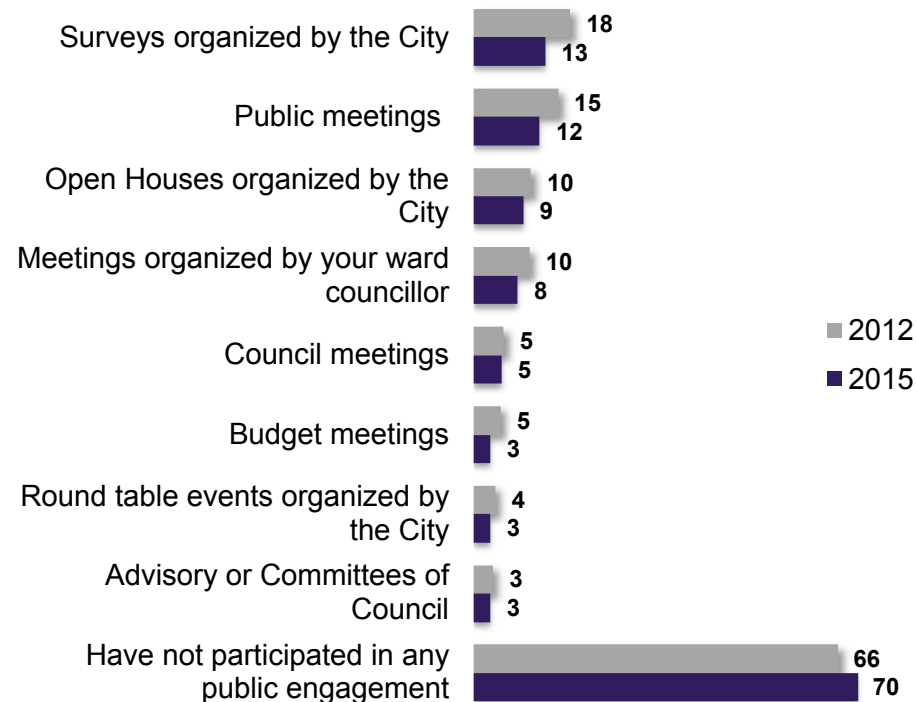


Communications and citizen engagement



Compared to the national average (20%), more Mississauga residents report having participated in public engagement activities over the past year. Their primary channels for participation include City surveys, public meetings and Open House events.

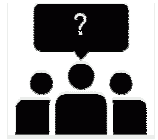
Citizen participation in engagement processes



Q33 Have you participated in any of the following public engagement processes in the past 12 months?

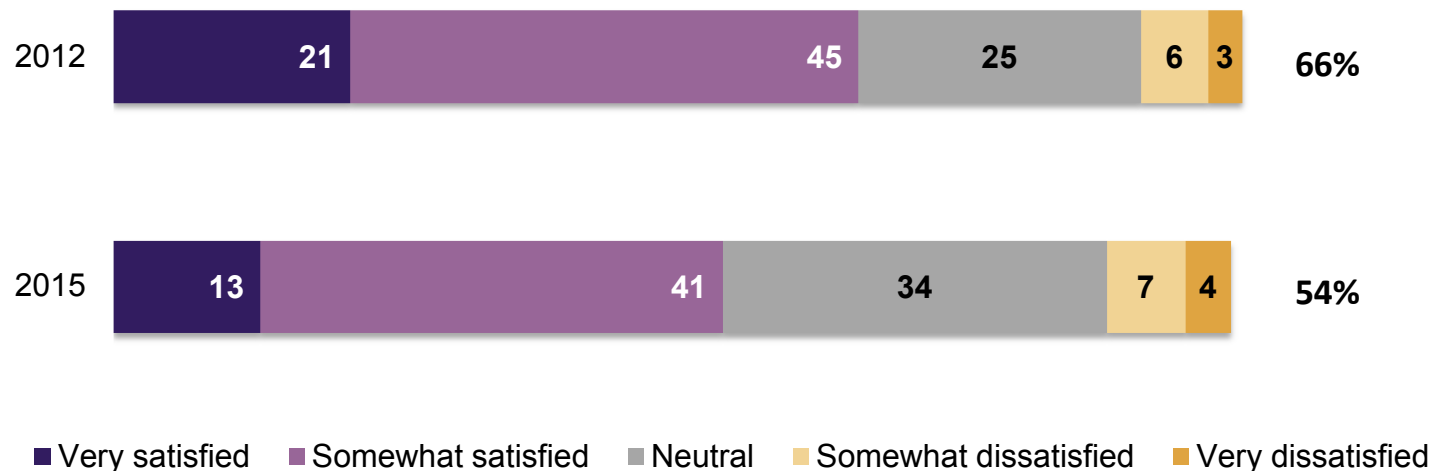


Communications and citizen engagement



Among those who participated in public engagement in the past 12 months, just over half (54%, down 12 points) are satisfied with the process.

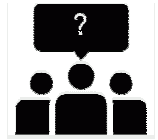
Satisfaction with public engagement process



Q34 Using a scale of 1 to 10, where 1 means 'very dissatisfied' and 10 means 'very satisfied,' how satisfied were you with the public engagement processes you participated in? Subsample: Those who participated in the public engagement process in the past 12 months (2012 n=383; 2015 n=361)

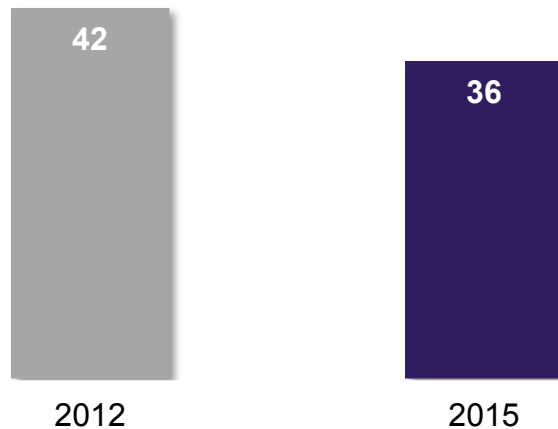


Communications and citizen engagement

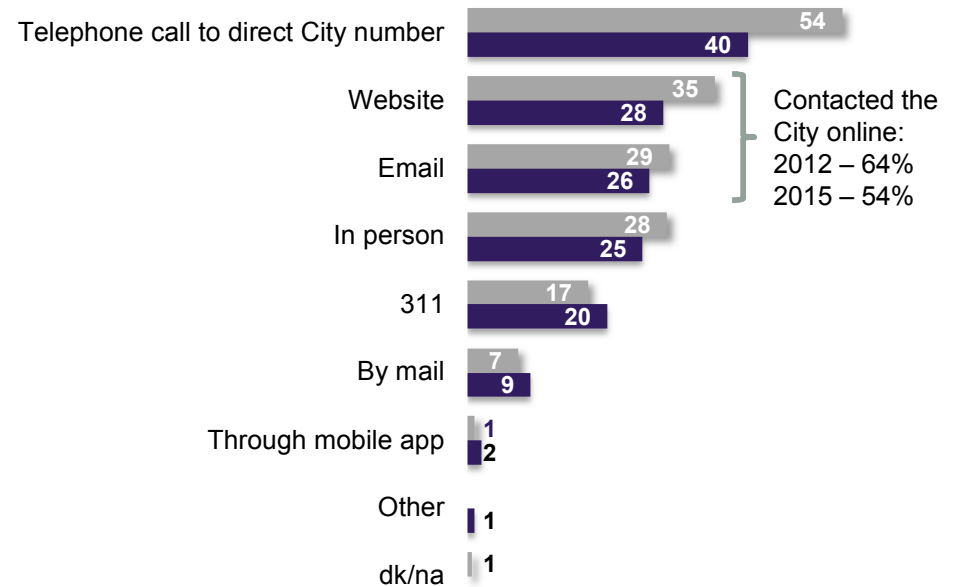


Just over one-third (36%) report having had contact with the City of Mississauga in the past year. Residents are relying less on calls directly to the City, and are instead using online, 311 and in-person channels.

Did you have contact with the City in the past year?
% saying Yes



Method of contact with City

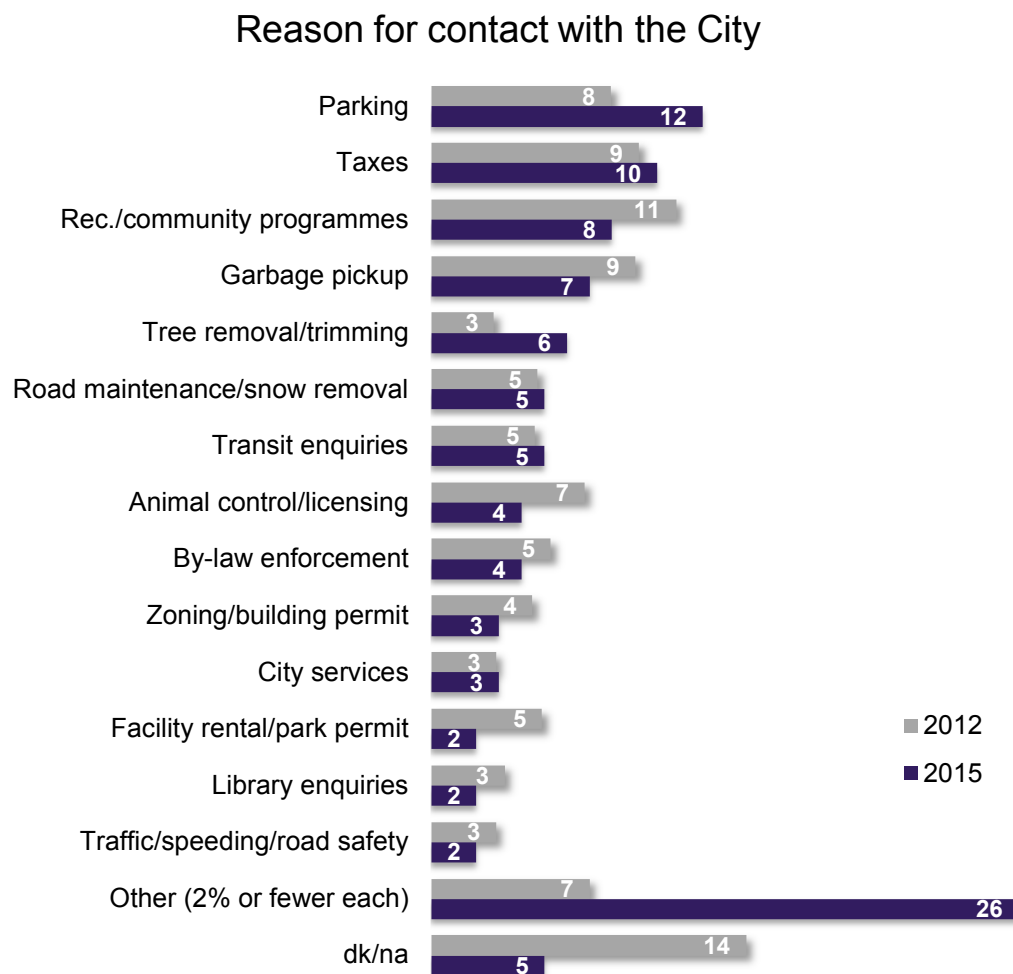
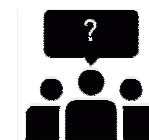


Q35 Have you had contact with the City of Mississauga in the past 12 months?

Q36 How did you come into contact with the City of Mississauga? Subsample: Those who have had contact with the City in the past 12 months (2012 n=477; 2015 n=440)



Communications and citizen engagement



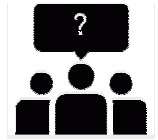
Residents contacted the City for a variety of reasons, including parking (12%), taxes (10%), community and recreation programs (8%), and garbage pickup (7%).

Q37 What was your most recent contact in relation to?

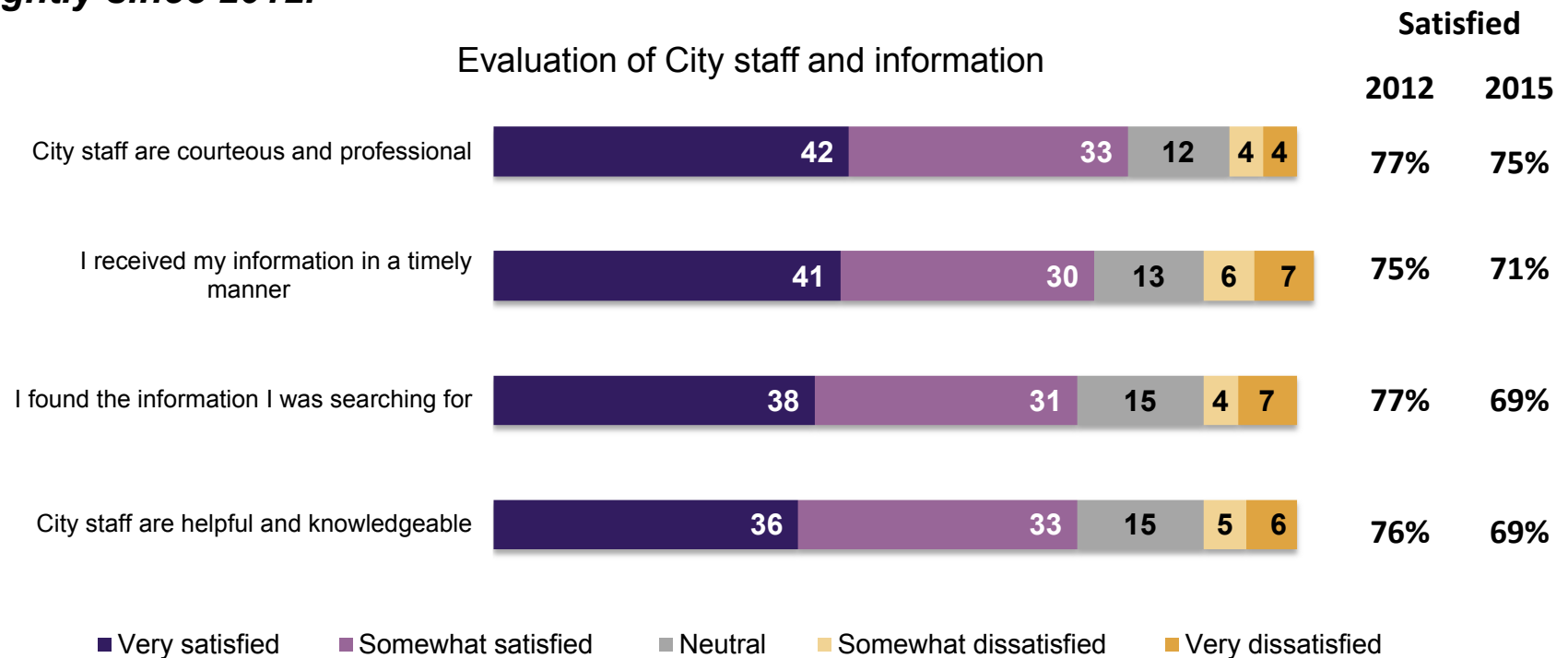
Subsample: Those who have had contact with the City in the past 12 months (2012 n=477; 2015 n=440)



Communications and citizen engagement



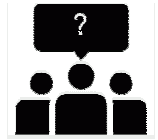
Residents who contacted City staff are generally pleased with the service they received. Most found staff to be courteous and professional (75%), and were provided with timely service (71%). While majorities of residents also found City staff to be accurate, helpful and knowledgeable, these evaluations have declined slightly since 2012.



Q38 Thinking about your recent contact with the City of Mississauga and your general impressions, and using a scale of 1 to 10, where 1 means 'strongly disagree' and 10 means 'strongly agree,' please indicate the extent to which you agree or disagree with each. Subsample: Those who have had contact with the City in the past 12 months (2012 n=477; 2015 n=440)

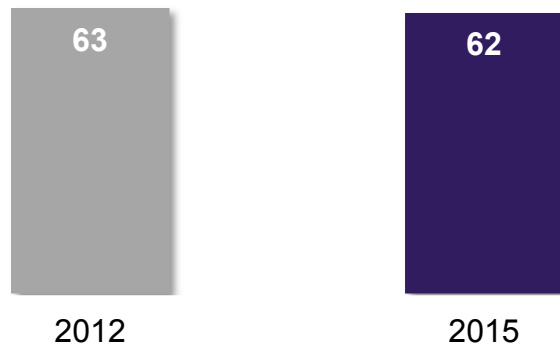


Communications and citizen engagement

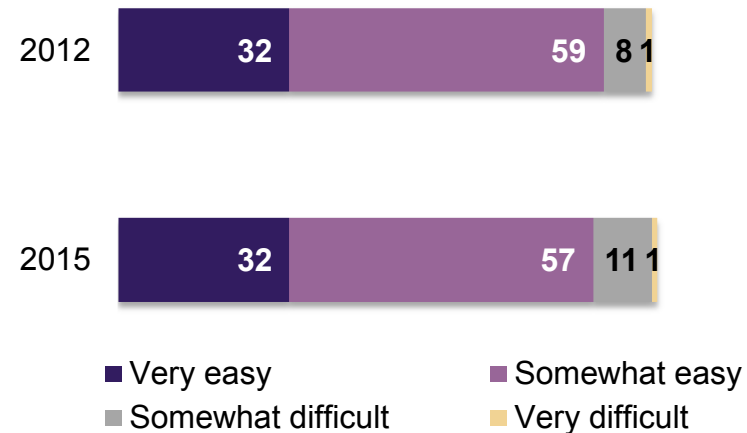


Six in ten (62%) residents report having visited the City website in the past six months. Nearly all (89%) of those who visited the site found it easy to find the information for which they were looking.

Have you visited the City website in past 6 months?
% saying Yes



Ease of finding information on City website
Among those who visited



Q39A Have you visited the City's website any time in the last six months?

Q39B How easy or difficult would you say it was to find the information you were looking for on the City's website? Would you say it was...? Subsample: Those who visited the City's website in the past six months (2012 n=723; 2015 n=741)



Strategic planning priorities

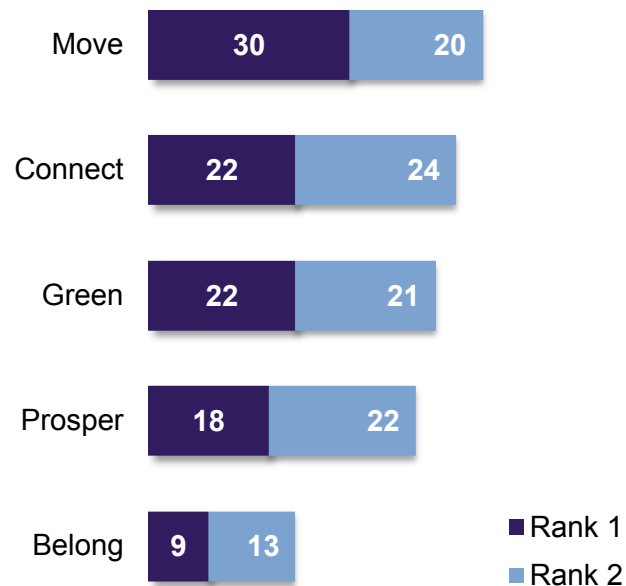


Strategic planning priorities



In keeping with previously articulated concerns and issues, Mississauga residents ranked the Move strategic pillar as their top priority.

Ranking five pillars of strategic plan



Q40 Please rank the five pillars of the strategic plan according to priority, wherein 1 is the pillar you think is the most important for the future of Mississauga and 5 is the least important priority:

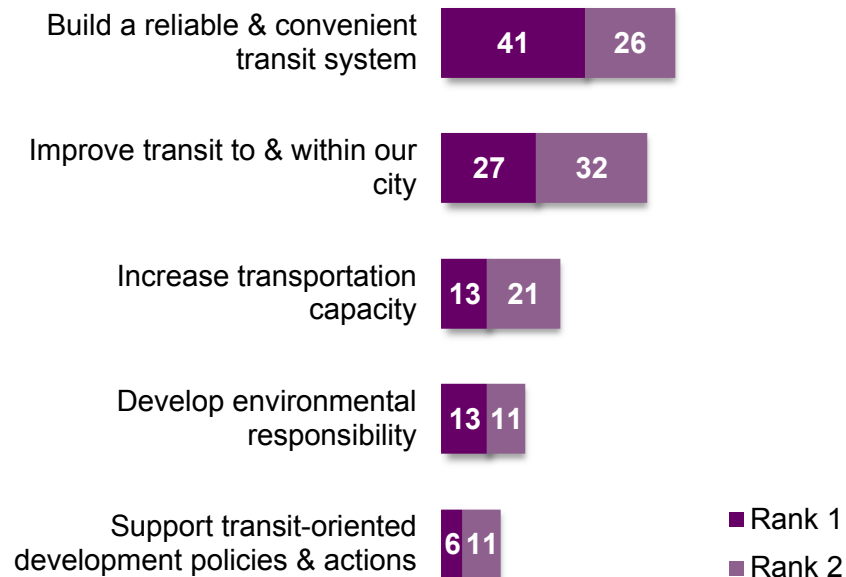


Strategic planning priorities



Move: The top priorities for residents are building a reliable and convenient transit system, followed by improving transit to and within the City.

Ranking five goals of Move



Q41 Please rank the five goals of Move, wherein 1 is the goal you think is the most important for the future of the City and 5 is the least important goal:

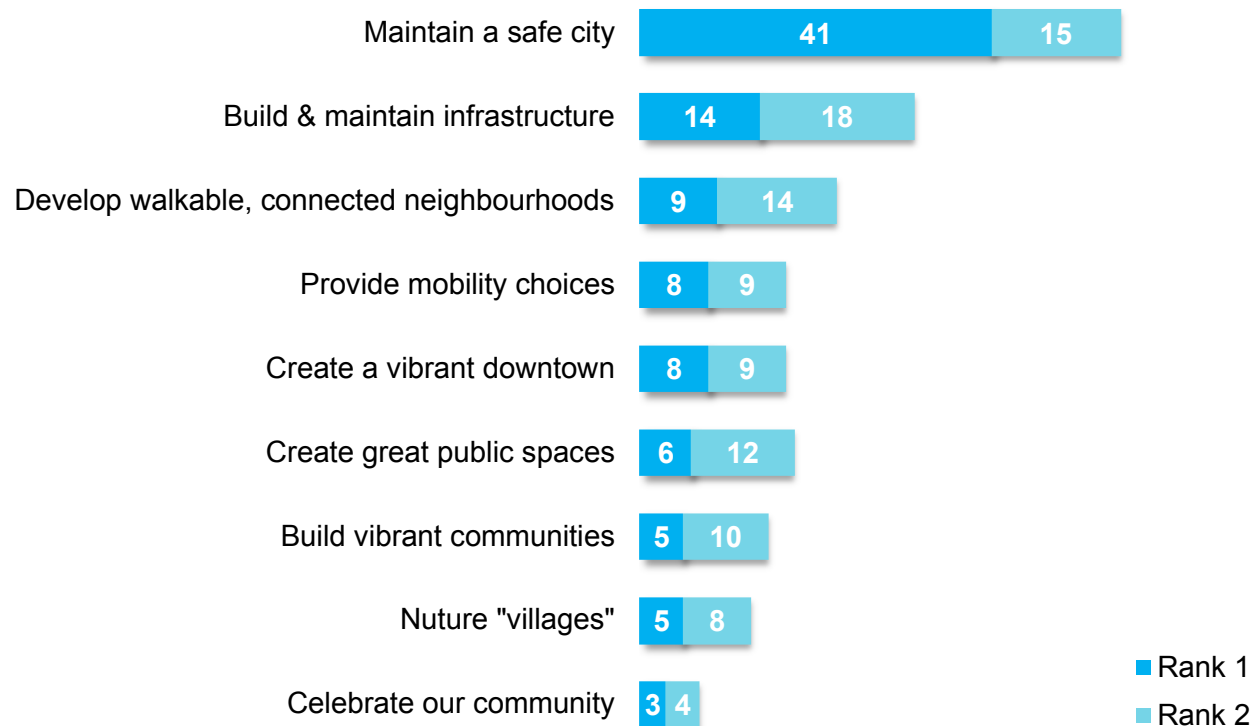


Strategic planning priorities



Connect: Maintaining a safe city is, by far, the top priority. Nurturing villages and celebrating our community are the lowest priorities, according to Mississauga residents.

Ranking nine goals of Connect



Q43 Please rank the nine goals of Connect, wherein 1 is the goal you think is the most important for the future of the City and 9 is the least important goal:

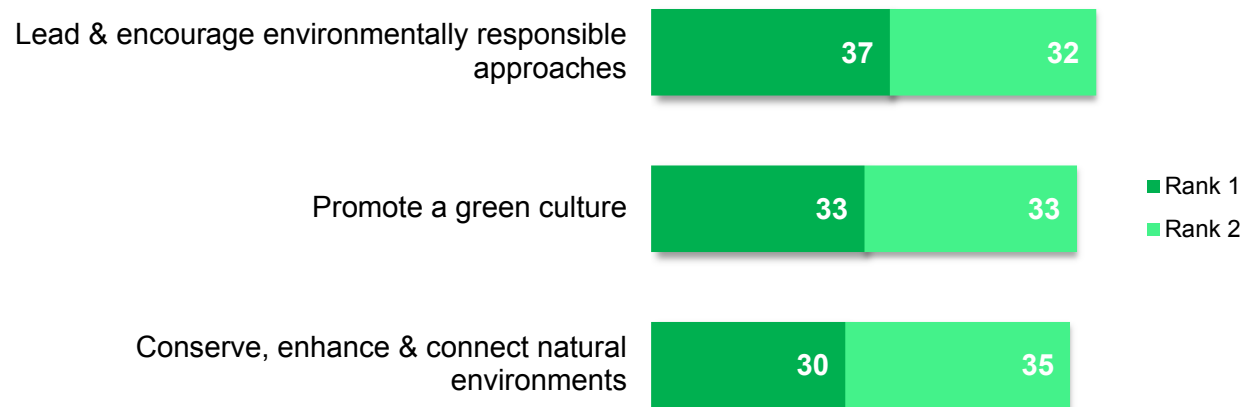


Strategic planning priorities



Green: Residents consider each of the directions associated with this pillar to be of similar importance.

Ranking three goals of Green



Q45 Please rank the three goals of Green, wherein 1 is the goal you think is the most important for the future of the City, and 3 is the least important goal:

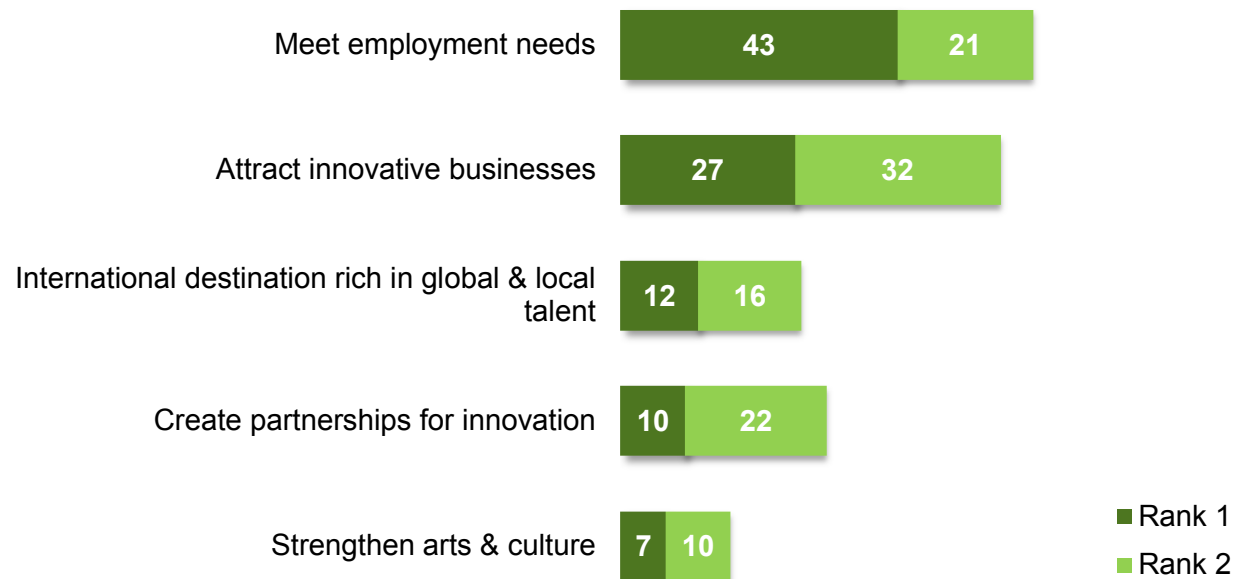


Strategic planning priorities



Prosper: Mississauga residents prioritize those aspects of this pillar which speak to meeting and sustaining employment needs in the municipality. Other policy directions fall in priority, suggesting residents don't associate acute need with issues like attracting global talent, creating conditions for innovation and strengthening arts & culture.

Ranking five goals of Prosper



Q44 Please rank the five goals of Prosper wherein 1 is the goal you think is the most important for the future of Mississauga and 5 is the least important goal:

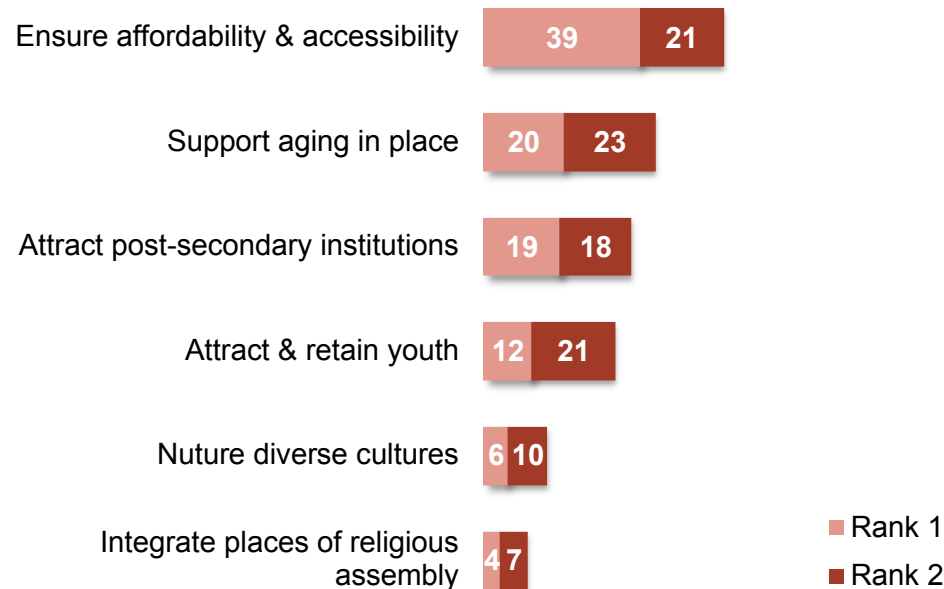


Strategic planning priorities



Belong: Ranking of strategic direction suggest residents place emphasis on accommodation – including affordability, accessibility and recognizing the City’s aging population.

Ranking six goals of Belong



Q42 Please rank the six goals of Belong, wherein 1 is the goal you think is the most important for the future of Mississauga, and 6 is the least important goal:



Executive Summary



Executive summary

The year 2015 sees a sustained level of positivity among residents of Mississauga as they evaluate their overall satisfaction with the City as a place to live. This widespread satisfaction (96%) is reflected in high ratings of overall quality of life (93% rating it as good/excellent) as well as consistently high recognition of the City as a place that celebrates diversity, ensures dynamism and prompts feelings of resident pride. Residents are drawn to the City's proximity to amenities (28%), infrastructure and planning (27%) and availability of parks and green space (15%). Problems facing Mississauga residents are consistent in their prioritization since 2012 – and are common to most residents of the GTHA – as they include traffic and road congestion (28%), inadequate public transit (22%) and affordable housing (10%).

Identification of transit and congestion as problems in Mississauga has increased since 2012, mirrored by the increase in the number of residents who view the issue of traffic congestion as reaching a crisis point for the City (up 4% in three years). While satisfaction levels with road services are consistent with 2012 results, approval dips when considering services like road maintenance and accommodation of cyclists.

When considering public transit in Mississauga, *MiWay* provides satisfactory service for one-half of Mississauga residents (51%). However, when residents consider specific aspects of transit service (including feeling safe, availability of transit info and the cleanliness of buses), evaluations are more positive and higher than when last evaluated in 2012. It is also important to note that other aspects of transit service which contribute to the overall reliability of the system (including bus frequency and number of stops) receive relatively lower ratings, and may offer one explanation for why *MiWay* transit users are no more likely than non-users to offer overall positive ratings of the system.

While public transit represents a challenge for most municipalities in the GTHA, Mississauga residents report widespread and increased satisfaction with various other local services, including libraries, arts and culture, recreation and parks and forestry. Where approval lags, according to residents, is when considering services related to land development. In particular, satisfaction with the amount of affordable housing in the region is down 7% (to 35%) since 2012.



Executive summary

Despite the pervasive (and increased) satisfaction with a variety of local services, Mississauga residents report a moderate decrease in overall satisfaction with the value of services received for property taxes. Unfortunately, residents offer little clarity on how to resolve the tax-for-service conundrum; specifically, half prefer an increase in taxes to maintain or expand services, while a similar proportion opt for a reduction in services in exchange for taxation stability or reduction.

While Mississauga residents are content with the amount of communication from the City, they are less complementary of the opportunities to engage with the municipality. In particular, of the one-third of residents who have taken part in public engagement activities in the last year, just over one-half are satisfied with the process; a decrease from three years ago on this same topic.

Of the five pillars of the City's Strategic Plan, it is perhaps not surprising that residents prioritize policies and activities that *Move* the City, with a focus on local transit options (including building a reliable and convenient transit system). Also of importance in the strategic plan is the focus to *Connect* residents (in particular, maintaining a safe city) and *Green* the environs (leading and encouraging environmentally responsible approaches). Within each of these pillars, residents further prioritize strategic directions and policies that emphasize improvements to infrastructure, boost and sustain employment opportunities, ensure public safety and provide and accessible and accommodating municipality for all.

