

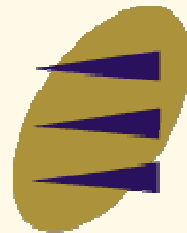


CITY OF KITCHENER

2009 Citizen Survey

Final Results

January 11, 2010



ENVIRONICS
R E S E A R C H G R O U P

2009 Survey of Kitchener Residents

Objectives

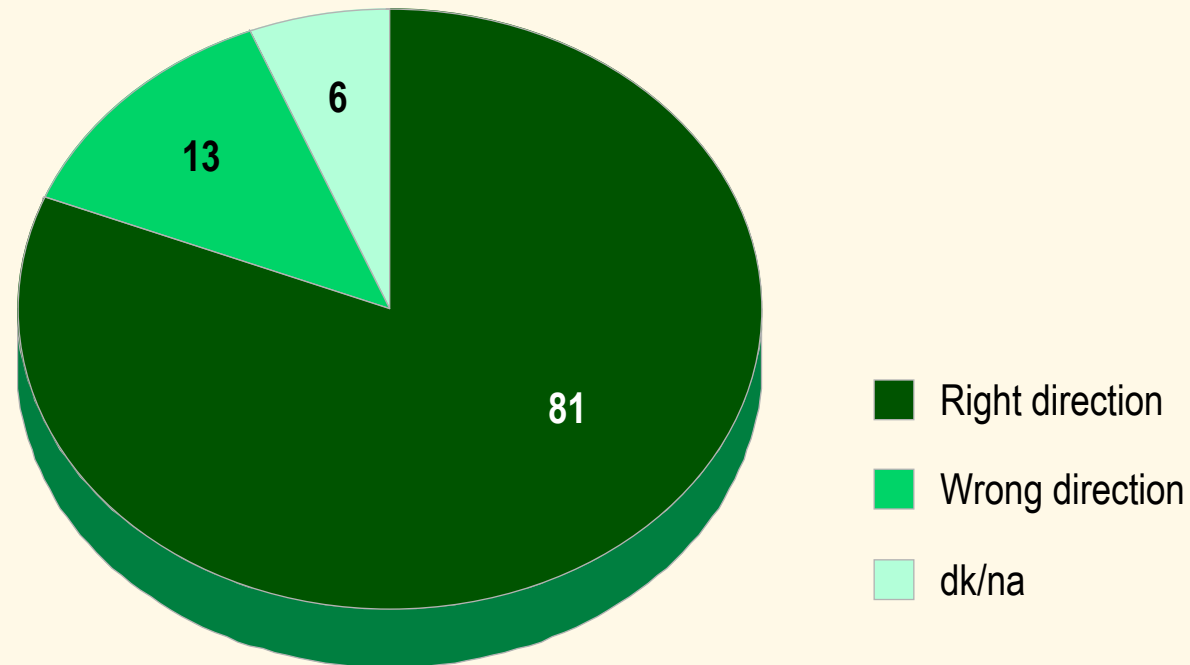
- Satisfaction with municipal services
- Support for strategic direction of the City

Mail and Internet methodology

- 896 respondents
- Margin of error: plus or minus 3.3 percent

Most residents feel the City is heading in the right direction

2009



Q.1 In the most general terms, do you feel that Kitchener as a whole is heading in the right direction or in the wrong direction?

Like about Kitchener

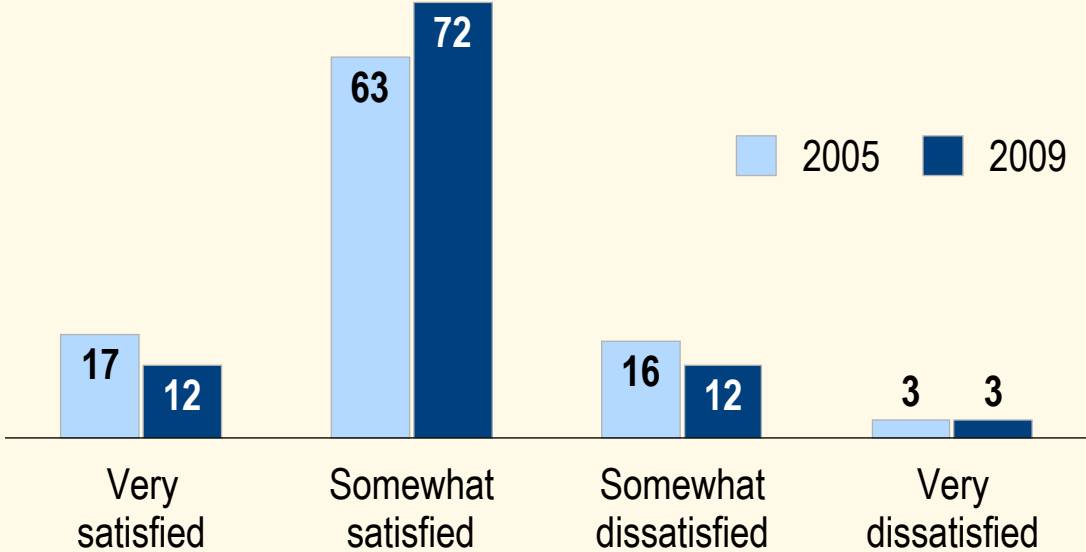
Quality of life	49
Culture/arts/activities	25
Parks and nature	21
Infrastructure	17
Social services	11
Diverse community	10
Revitalization of downtown	10
Education/schools/library	9

Dislike about Kitchener

Traffic/roads/transit	44
Downtown/concern about crime	27
Social programs/issues	16
Inadequate services/infrastructure	14
Uncontrolled/mismanaged growth	12
Government problems	11
Lack of big city amenities	8
Lack of green space/trails	8

Residents largely satisfied with City Government

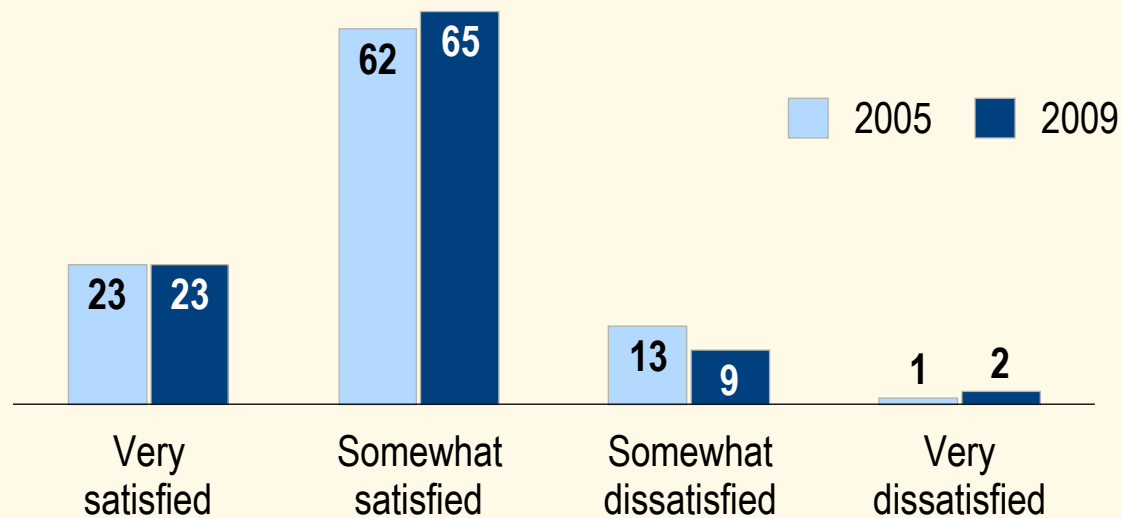
2005 - 2009



Q.4a *Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the City of Kitchener government overall?*

Most satisfied with municipal services overall

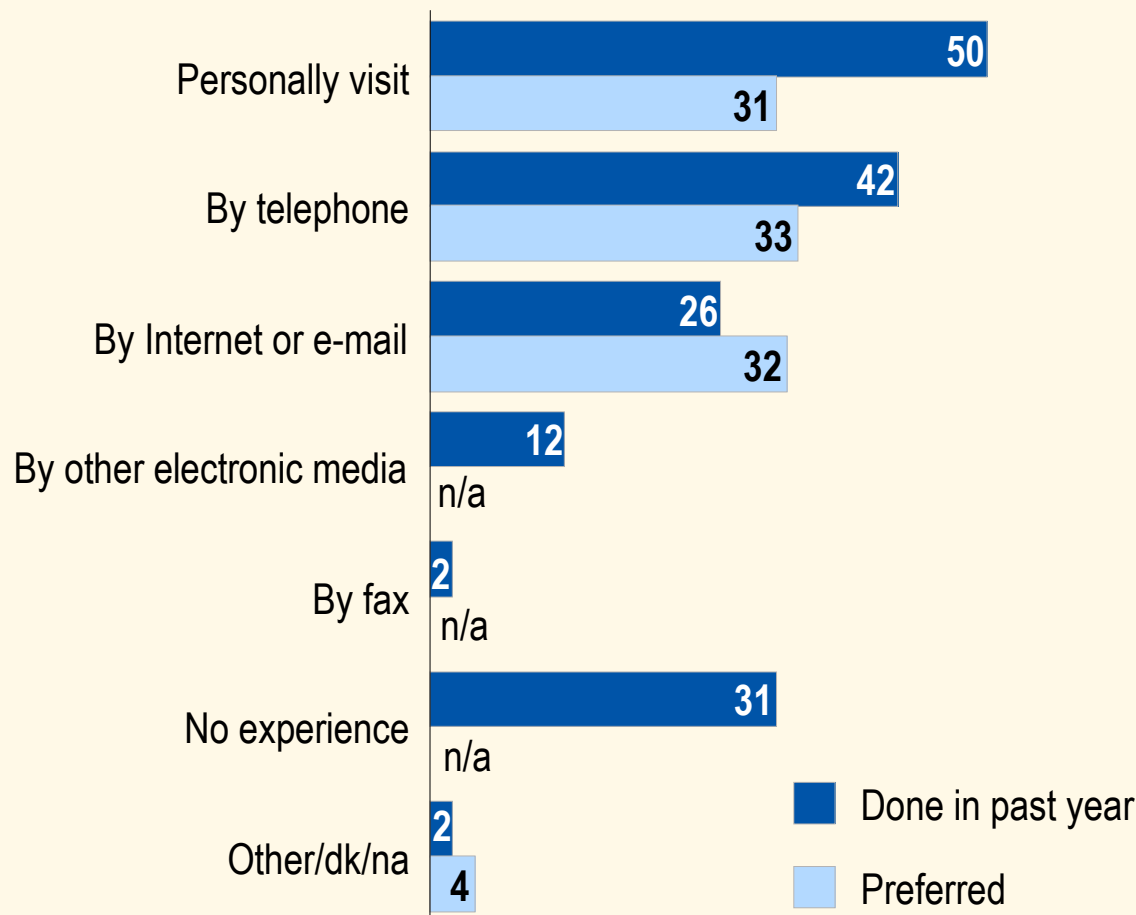
2005 - 2009



Q.4b *Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the municipal services provided by the City of Kitchener government?*

Opportunity to increase electronic services

Conducting municipal business 2009

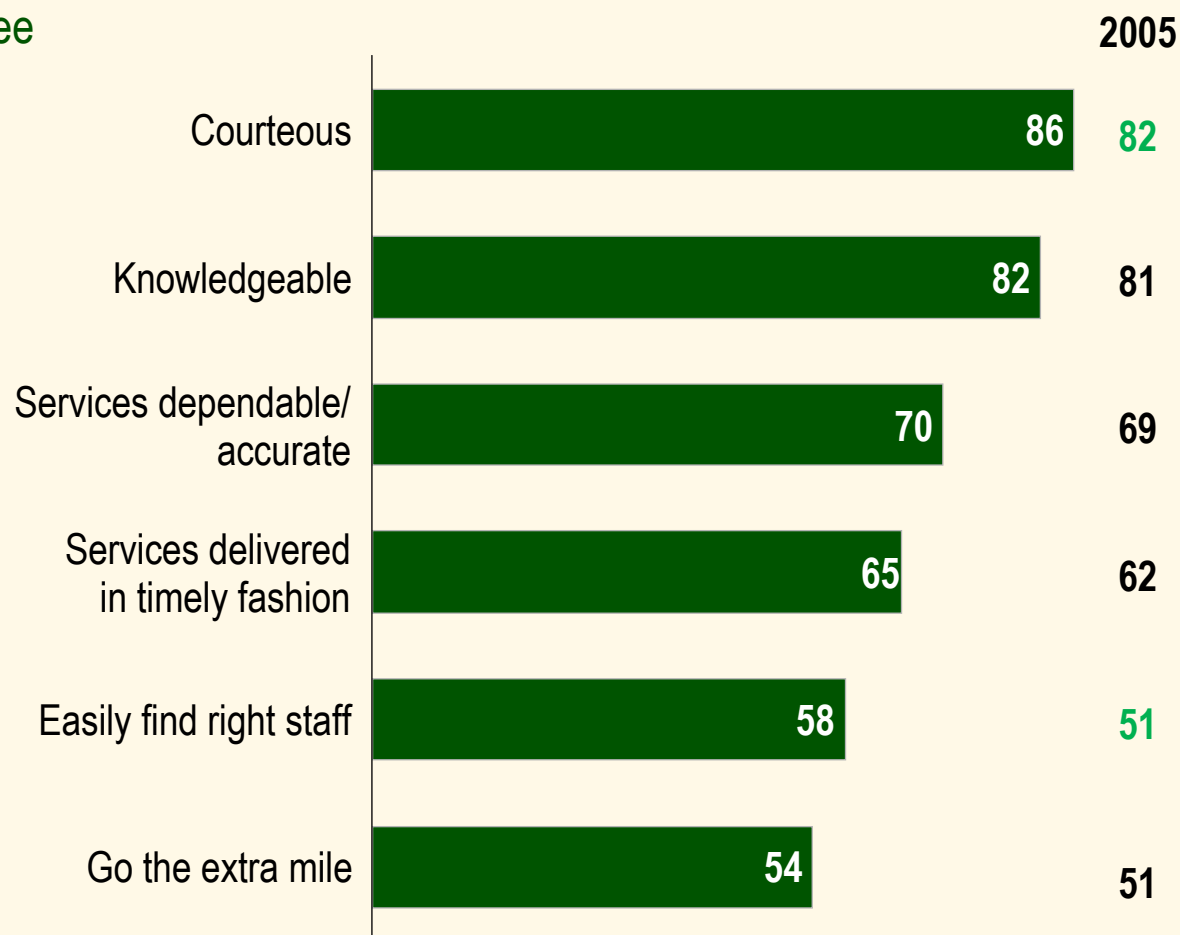


Q.8 Within the past year, have you visited, telephoned, faxed or e-mailed any Kitchener municipal office, a community centre or a library to conduct municipal business or obtain services?

Q.9 Which is your preferred method of conducting municipal business or obtaining municipal services?

Current assessments of City staff as good or better than in 2005

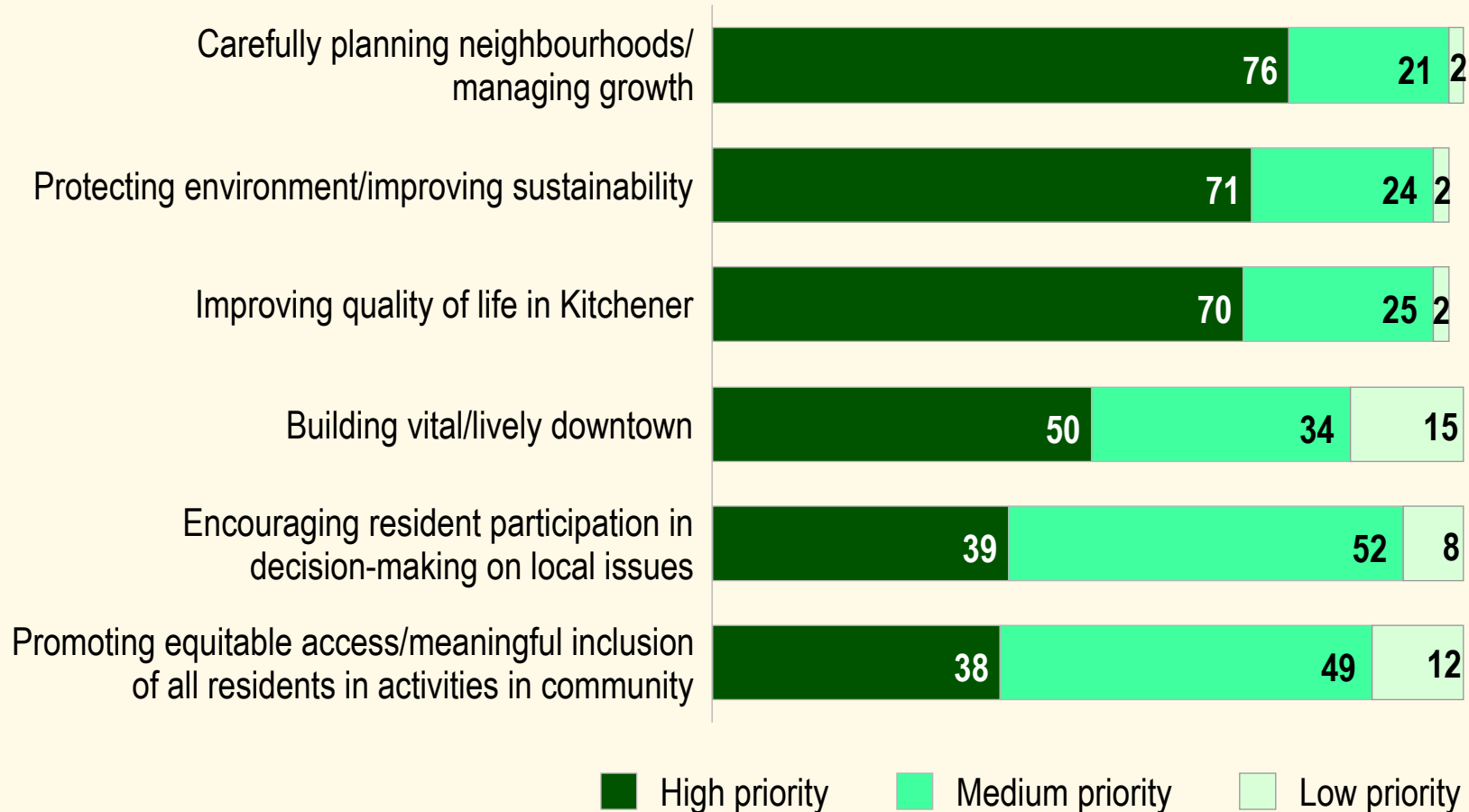
% Agree



Q.10 Based on your recent contact with the City or on what you have read or heard, would you agree or disagree with the following statements ...

Managing growth and environmental protection top priorities – all six are medium or high priority

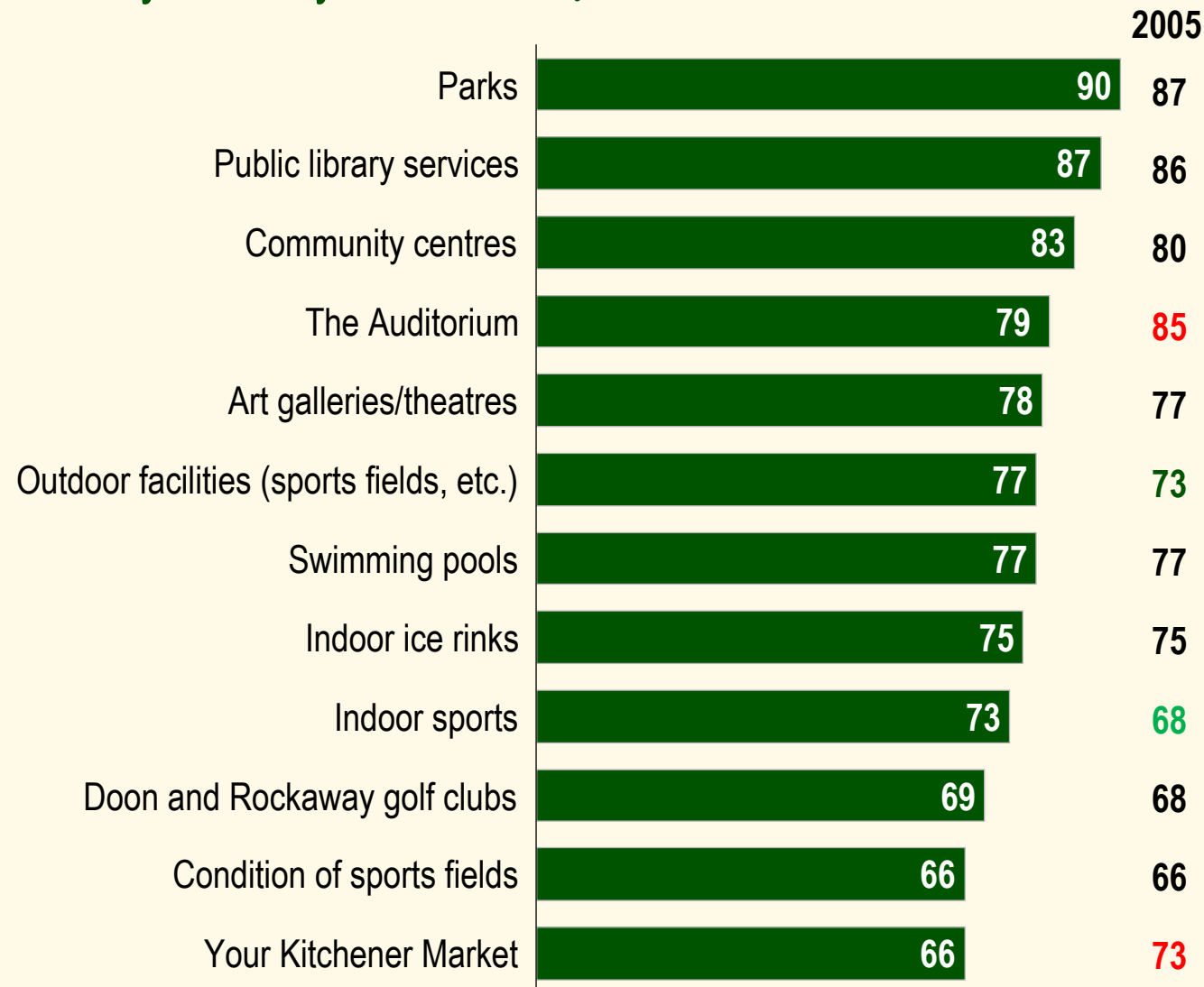
Corporate Goals for the City 2009



Q.18 Keeping in mind all the issues that the City of Kitchener government has to deal with, would you say that it should put a high priority, medium priority or low priority on pursuing each of the following corporate goals ...?

Satisfaction with City of Kitchener services

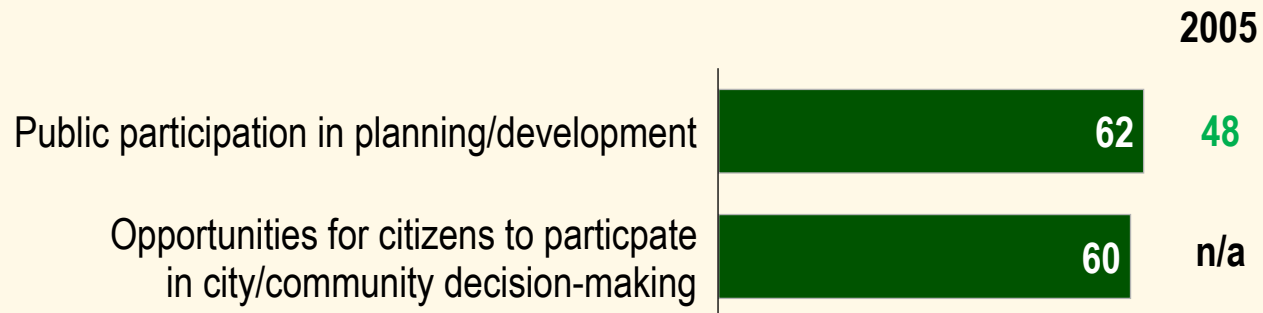
Priority: Quality of life Very/somewhat satisfied 2009



Q.5b Are you are very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the service?

Satisfaction with City of Kitchener services

Priority: Leadership and engagement Very/somewhat satisfied 2009



Q.5b *Are you are very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the service?*

Satisfaction with City of Kitchener services

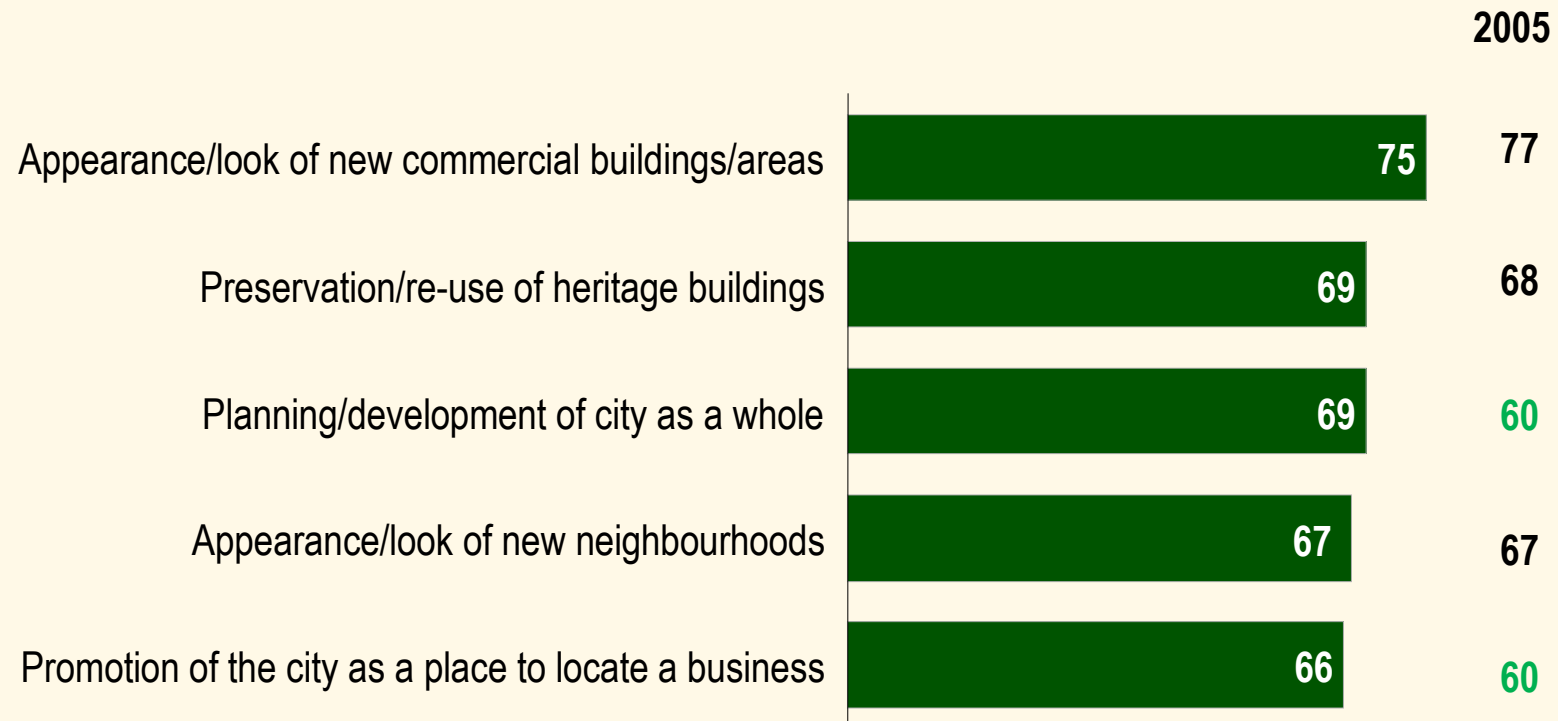
Priority: Diversity Very/somewhat satisfied 2009



Q.5b Are you are very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the service?

Satisfaction with City of Kitchener services

Priority: Development Very/somewhat satisfied 2009



Q.5b Are you are very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the service?

Satisfaction with City of Kitchener services

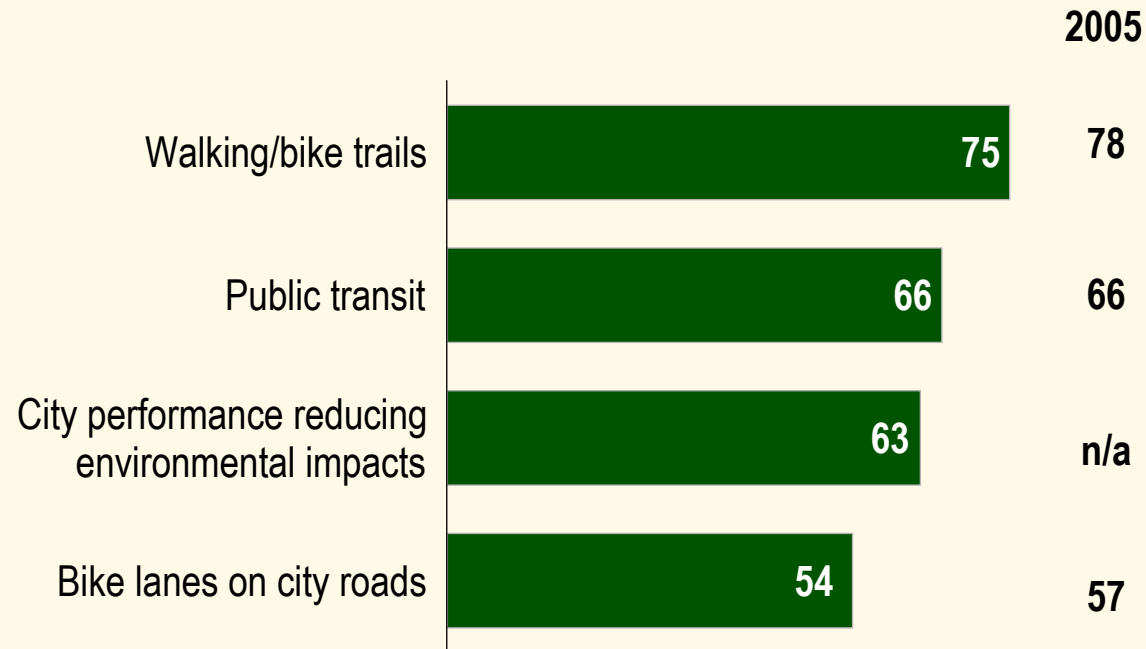
Priority: Downtown Very/somewhat satisfied 2009



Q.5b Are you are very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the service?

Satisfaction with City of Kitchener services

Priority: Environment Very/somewhat satisfied 2009

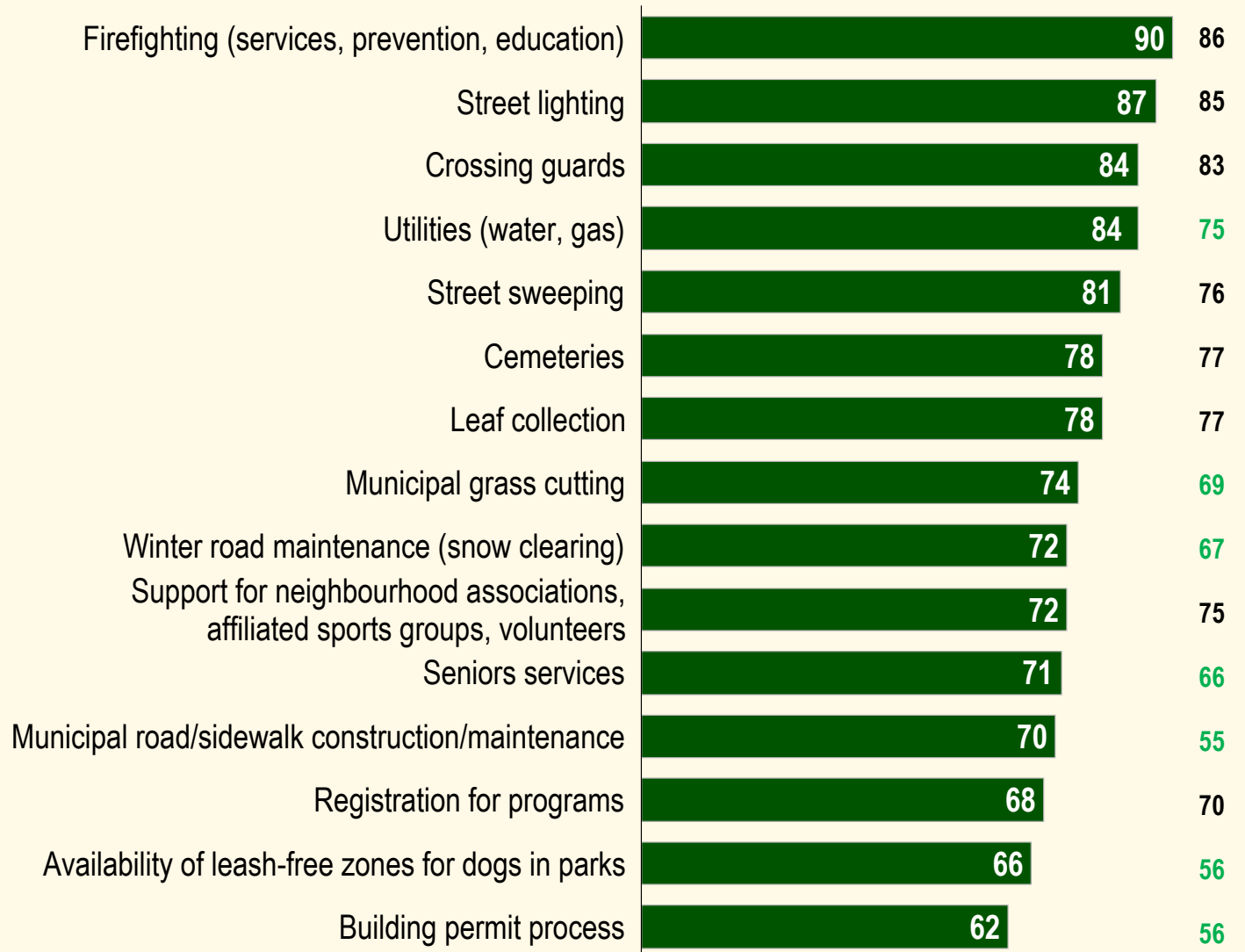


Q.5b Are you are very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the service?

Satisfaction with City of Kitchener services

Services Very/somewhat satisfied 2009

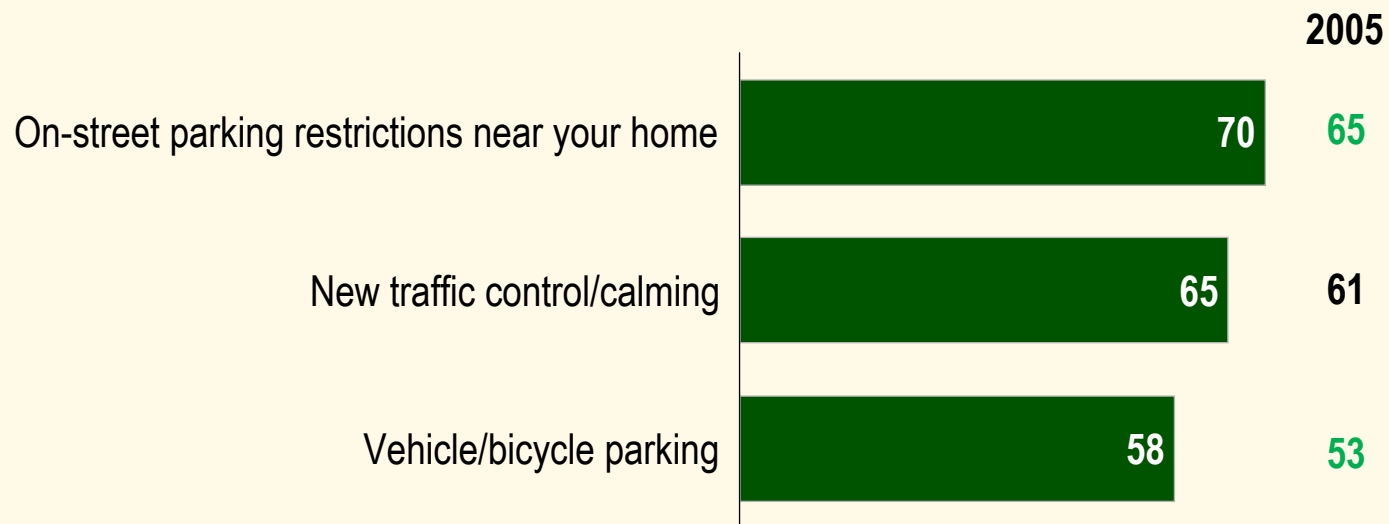
2005



Q.5b Are you are very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the service?

Satisfaction with City of Kitchener services

Parking/traffic Very/somewhat satisfied 2009

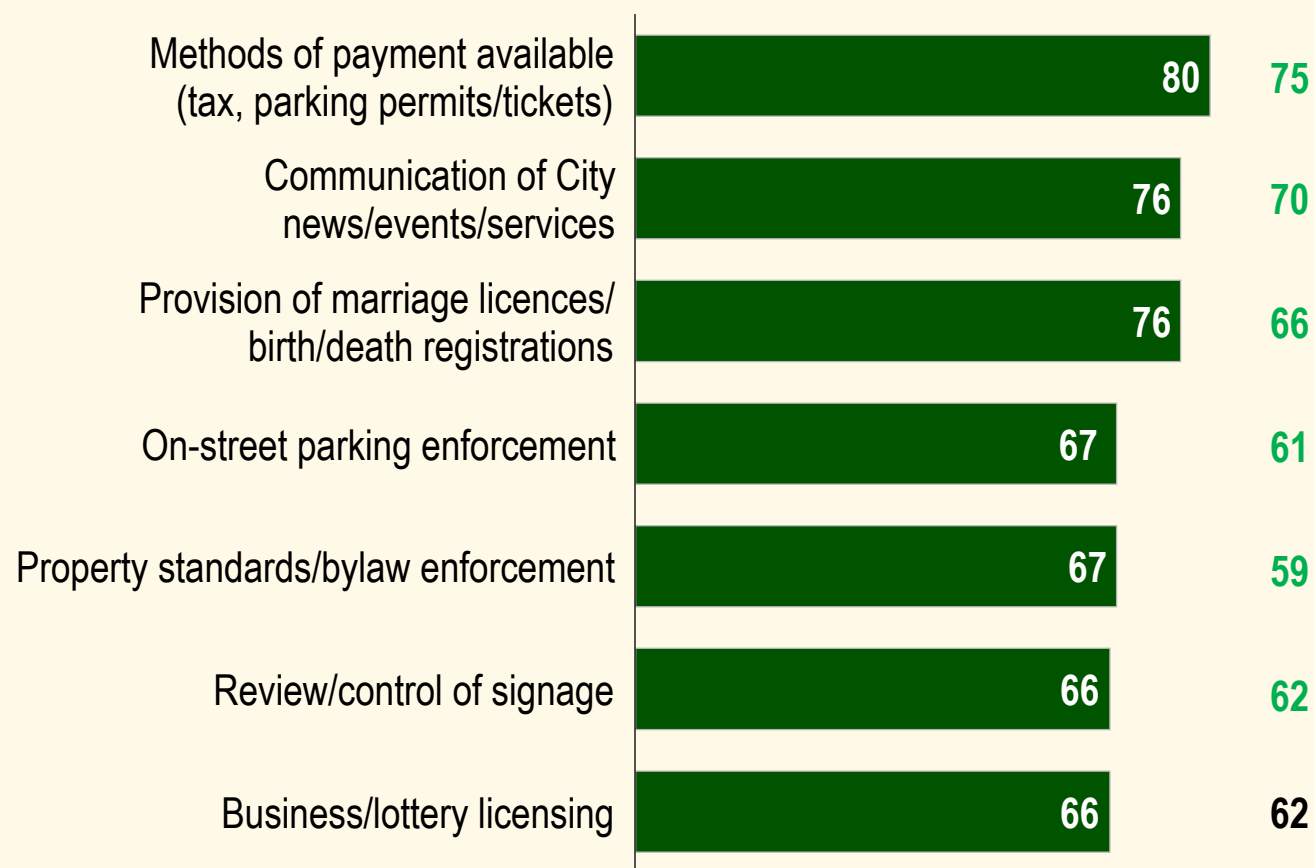


Q.5b Are you are very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the service?

Satisfaction with City of Kitchener services

Corporate services Very/somewhat satisfied 2009

2005



Q.5b Are you are very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the service?

FIX THESE PROBLEMS

Low satisfaction, high spending support

- Road sidewalk maintenance
- Winter road
- Downtown planning
- Bike lanes
- Public transit
- Parking
- Preservation heritage buildings
- Promotion of City
- Seniors' services
- City planning
- Public participation in planning
- Condition of sports fields

PRIORITIES FOR FURTHER INVESTMENTS

High satisfaction, high spending support

- Walking/bike trails
- Parks/playgrounds
- Public library
- Firefighting
- Accessibility
- Community centres
- Outdoor facilities
- Support for assoc./sports groups
- Auditorium

LOW PRIORITY FOR FURTHER ACTION

Low satisfaction, but low support for spending

- Property standards
- Look of new neighbourhoods
- Traffic control
- Cemeteries
- Communications
- Leash free zones
- Parking enforcement
- Indoor sports
- Look of new buildings
- Building permits
- Signage
- Business licensing
- Grass cutting
- Parking restrictions
- Registration for programs

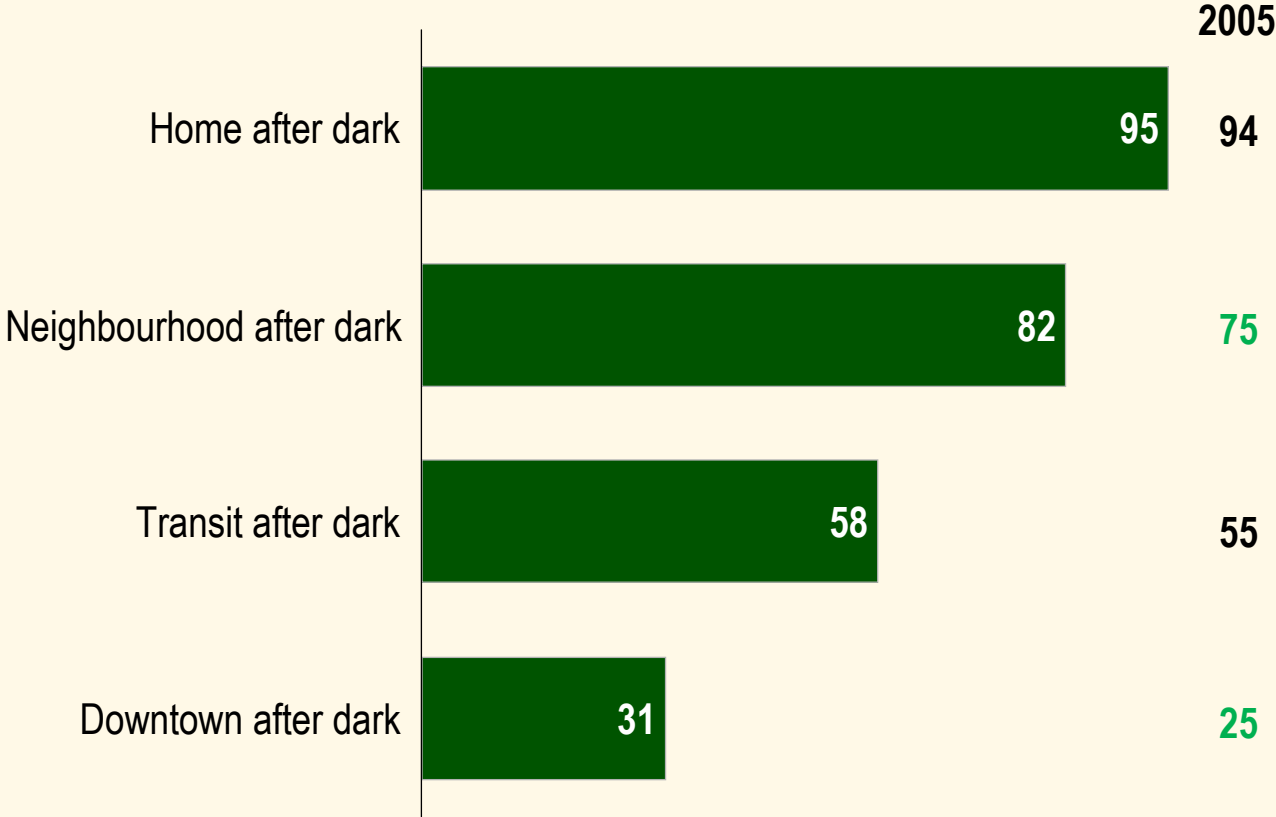
MAINTAIN WITHIN EXISTING RESOURCES

High satisfaction, low priority for spending

- Swimming pools
- Utilities
- Street sweeping
- Galleries/Theatres
- Street lighting
- Crossing guards
- Market
- Indoor ice rinks
- Leaf collection
- Golf courses
- Methods of payment
- Provision of marriage & birth/death

Modest improvements in feelings of safety relative to 2005

% Very/somewhat safe



Q.7 Now, I would like to ask some questions about your feelings of safety. How safe do you feel ... Alone in your neighbourhood after dark ... Alone in your home after dark ... Alone on transit system after dark ... Alone downtown after dark? Very safe, somewhat safe, somewhat unsafe, very unsafe?

Looking out 20 years ...

2009

High citizen involvement *versus* looking
after your own priorities

90 : 8

Small city Ontario *versus* exciting big city

72 : 25

High services *versus* low taxes

66 : 30

Multicultural community *versus* melting pot

58 : 38

Quality of life *versus* development

49 : 49

Conclusions

- Residents pleased with Kitchener's direction
- Satisfaction with City government strong, steady
- Satisfaction with City services, staff also strong
- Residents supportive of six City priorities
 - Highest priority for managing growth, improving quality of life and protecting the environment.

