

COUNCIL REPORT



TO **Guelph City Council**

SERVICE AREA Corporate Administration
DATE April 26, 2011

SUBJECT Community Survey Summary Results

REPORT NUMBER

RECOMMENDATION

THAT Council receive the attached report entitled "City of Guelph: Survey of Residents" completed by Environics Research Group in support of Council's 2011 Strategic Plan Revision process.

BACKGROUND

On January 17th, 2011 Council approved a staff recommendation to proceed with a Community Survey in support of strategic goal and objective setting as well as Service Review efforts for the 2011-2014 Council term of office. In accordance with City of Guelph Procurement Policy and Procedures, Environics Research Group was selected to conduct the public opinion research. The method of inquiry was a ten minute telephone survey of 600 City of Guelph residents (aged 18 and older) and was designed to gain a statistically reliable understanding of current attitudes and expectations.

REPORT

The survey research took place during the month of March, 2011. Areas of focus were determined by first soliciting preliminary Council and staff suggestions that were subsequently discussed at the February 23, 2011 Council Strategic Planning open public meeting. Following that working session, members of Council and the Executive team then completed an individual ranking of priority areas of inquiry. The summary of results was provided to Environics to guide development of the survey content.

The Community Survey results are attached as Appendix A. The valued, representative information will not only inform 2011-2014 Strategic Plan Revision and Service Review efforts but also annual budget development as well as ongoing and future operational improvement activity.

CORPORATE STRATEGIC PLAN

5.6 Organizational Excellence in planning, management, human resources and people practices.

FINANCIAL IMPLICATIONS

The cost of the Community Survey (\$36,073.92) was pre-approved by Council on January 17, 2011 as part of the total budget for the 2011 Strategic Plan revision process.

DEPARTMENTAL CONSULTATION

All Departments were provided with the opportunity to provide suggestions for survey content. Special thanks for assistance and input from Community and Social Services, Planning & Building, Engineering and Environment.

COMMUNICATIONS

The Community Survey Summary Report will be posted on guelph.ca for Council and community review.

ATTACHMENTS

Appendix A – Community Survey Summary Results

Prepared By:

Brenda Boisvert, BA, MPA
Corporate Manager, Strategic Planning and
Corporate Initiatives