



Ipsos Public Affairs



CITY OF
YELLOWKNIFE

CITY OF YELLOWKNIFE

2017 Citizen Survey

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Date: June 26, 2017



Objectives and Methodology

Objectives

- Obtain residents' feedback on municipal programs, services, and priorities.
- Provide input into budgetary and planning decisions.

Methodology

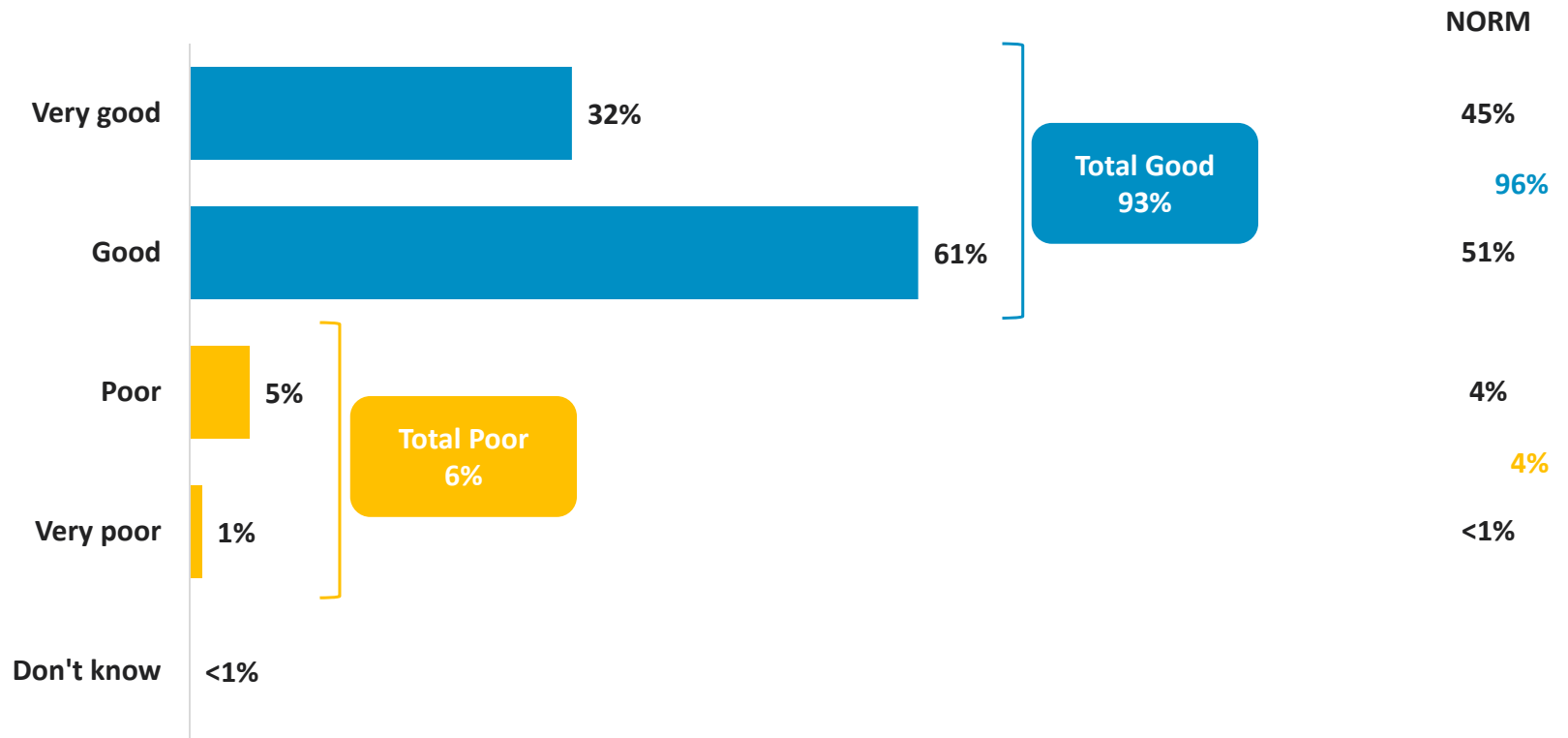
- Telephone survey conducted with a random and representative sample of 600 adult Yellowknife residents.
- Dual frame cell phone/landline sampling.
- Conducted between May 8 and 19, 2017.
- Statistically weighted to ensure the sample's overall gender/age composition reflects that of the actual Yellowknife population according to Census data.
- MOE: ± 4.0 percentage points, 19 times out of 20.
- Tracking and normative comparisons included where appropriate.
- Open-link online survey results reported separately.

In summary...

Overall	Citizens demonstrate predominately positive views of the community and City.
Quality of Life	While perceptions of overall quality of life remain high, there is a sense that this has deteriorated over the past few years.
Downtown	There are opportunities to improve downtown Yellowknife in the eyes of citizens.
Issue Agenda	Social issues, particularly poverty and homelessness, dominate the public issue agenda and are a growing concern.
City Services	Primary Strengths: fire/ambulance, tap water, arenas. Primary Areas of Improvement: road/sidewalk maintenance, litter control, snow removal, walking trails/bike routes.
Municipal Performance	Citizens recognize the City's efforts in providing access to natural areas/lakes and providing alternative options for waste diversion. However, efforts to encourage housing diversity fall short. Perceptions of the City's communications, accommodation of diversity, and growth have also slipped this year.
Customer Service	Claimed contact with the City has dropped significantly this year. However, those who have contacted the City are satisfied with the service they received.
Public Consultation	Residents are open to a variety of public consultation formats. Overall interest in public consultation is growing.

QUALITY OF LIFE

Overall Quality of Life

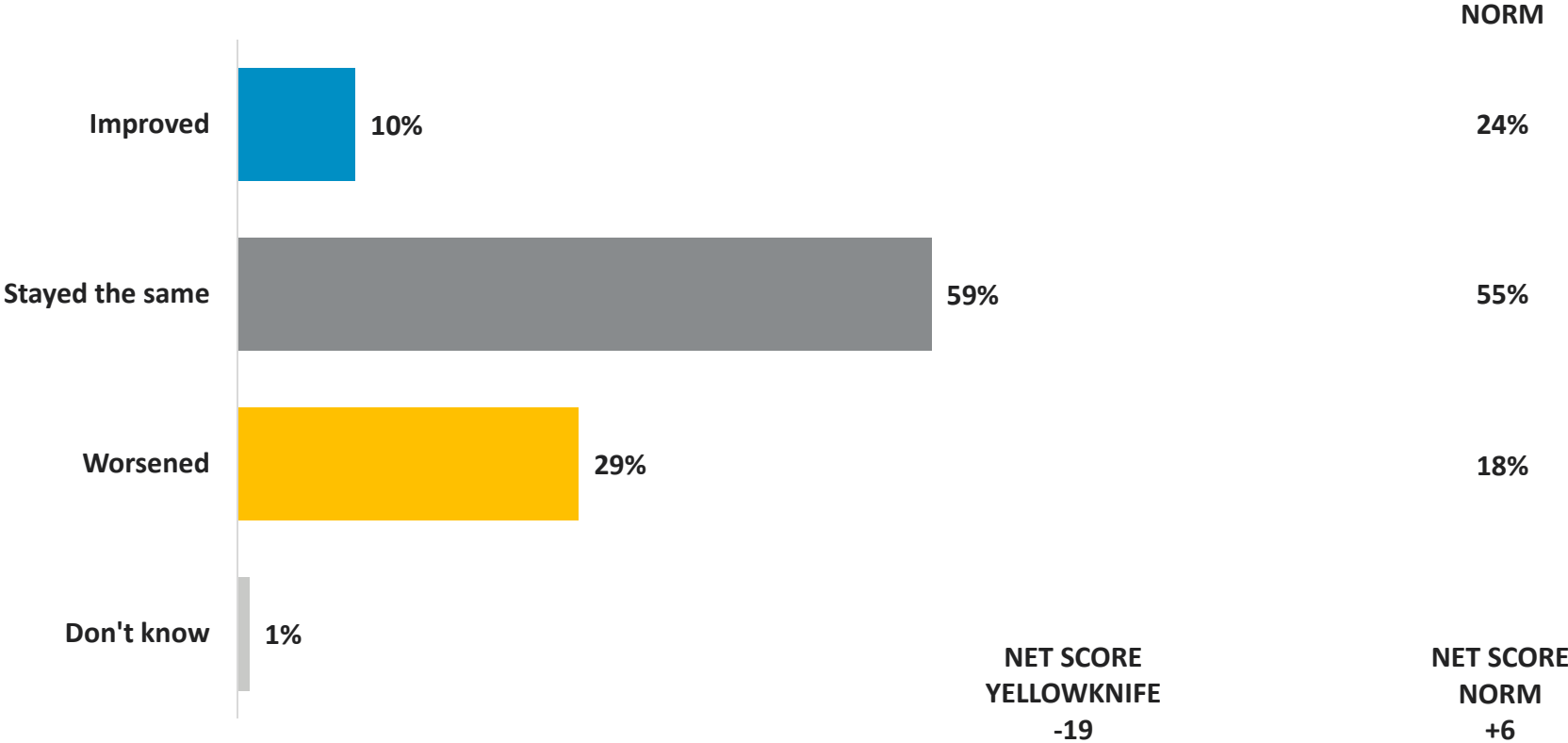


	2004	2005	2006	2007	2008	2010	2014	2017
	n=800	n=800	n=800	n=801	n=800	n=800	n=800	n=600
Total Good	94%	95%	96%	96%	93%	95%	95%	93%
Very good	27%	35%	32%	34%	30%	32%	36%	32%

Q2. How would you rate the overall quality of life in Yellowknife today?

Base: All respondents (n=600)

Change in Quality of Life



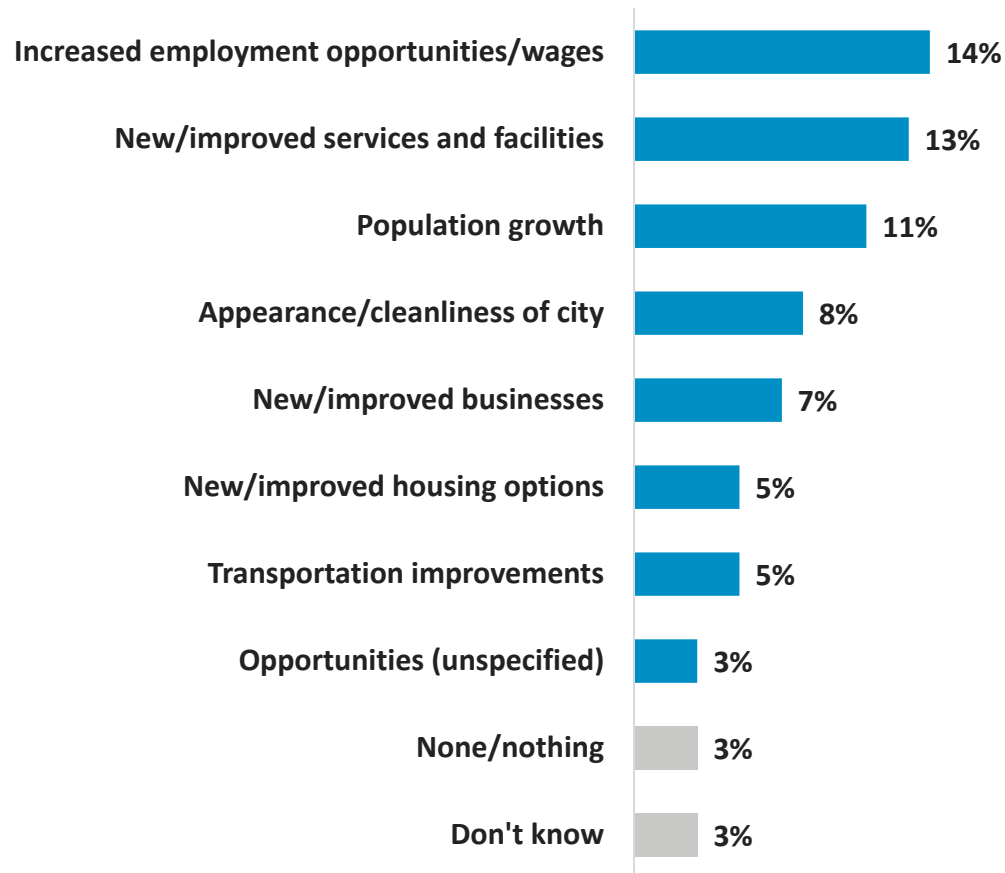
	2004	2005	2006	2007	2008	2010	2014	2017
	n=800	n=800	n=800	n=801	n=800	n=800	n=800	n=600
NET SCORE	+16	+7	+3	+2	-4	-5	-5	-19 ↓

Q3. And, do you feel that the quality of life in Yellowknife in the past three years has improved, stayed the same, or worsened?

Base: All respondents (n=600)

Reasons Quality of Life has Improved

(Among those saying the quality of life has improved) (Coded Open-Ends)



Top Mentions 2014	
(n=124)	
New/improved services and facilities	17%
Mayor/City Council	9%
Improved/stronger sense of community	7%
New/improved recreation services and facilities	7%
Increased employment opportunities/wages	5%
More parks/green spaces	5%

Only responses of 3% or more are shown

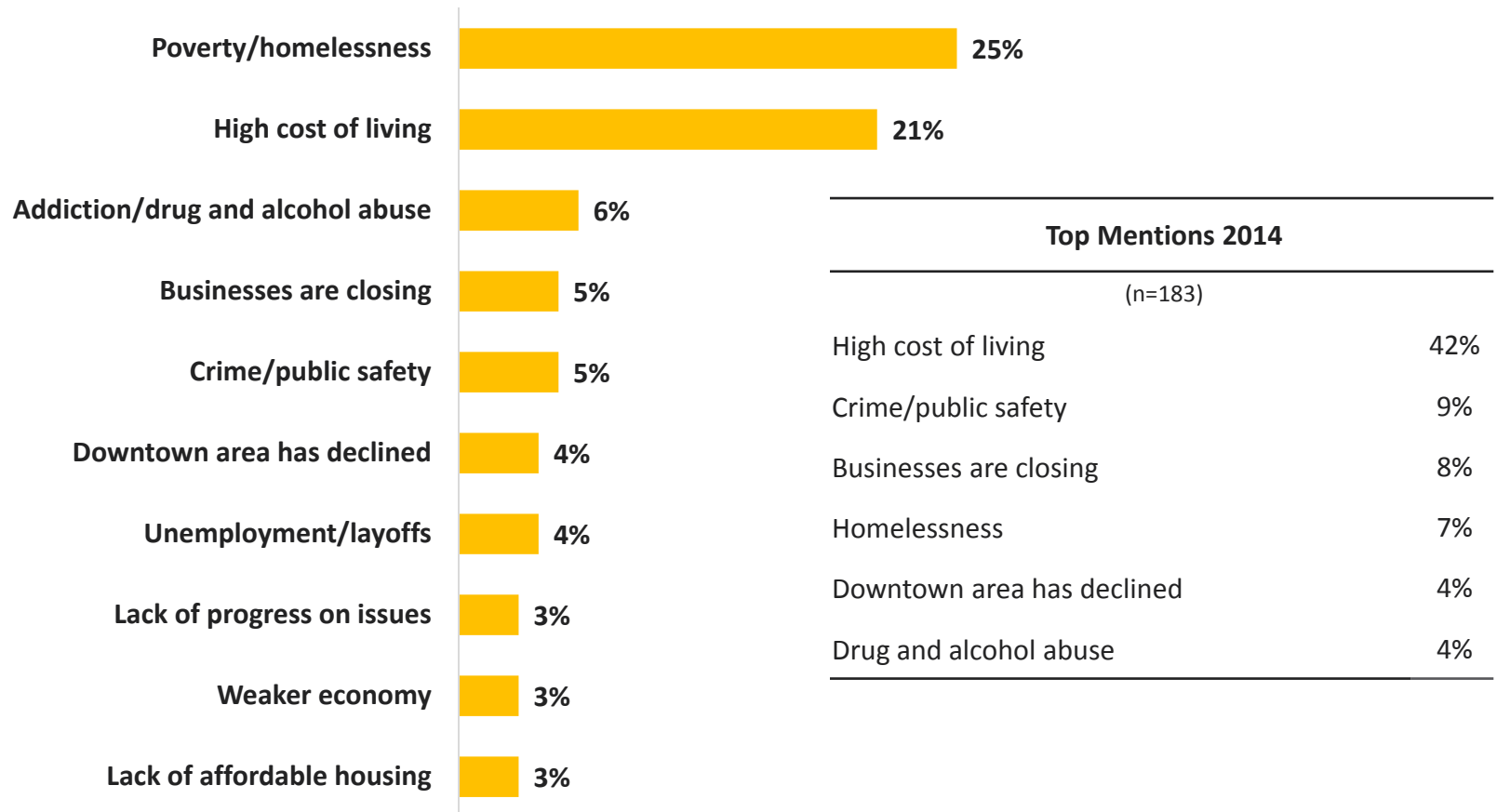
Small base size; interpret with caution.

Q4. Why do you think the quality of life has improved?

Base: Those saying the quality of life has improved (n=56)*

Reasons Quality of Life has Worsened

(Among those saying the quality of life has worsened) (Coded Open-Ends)

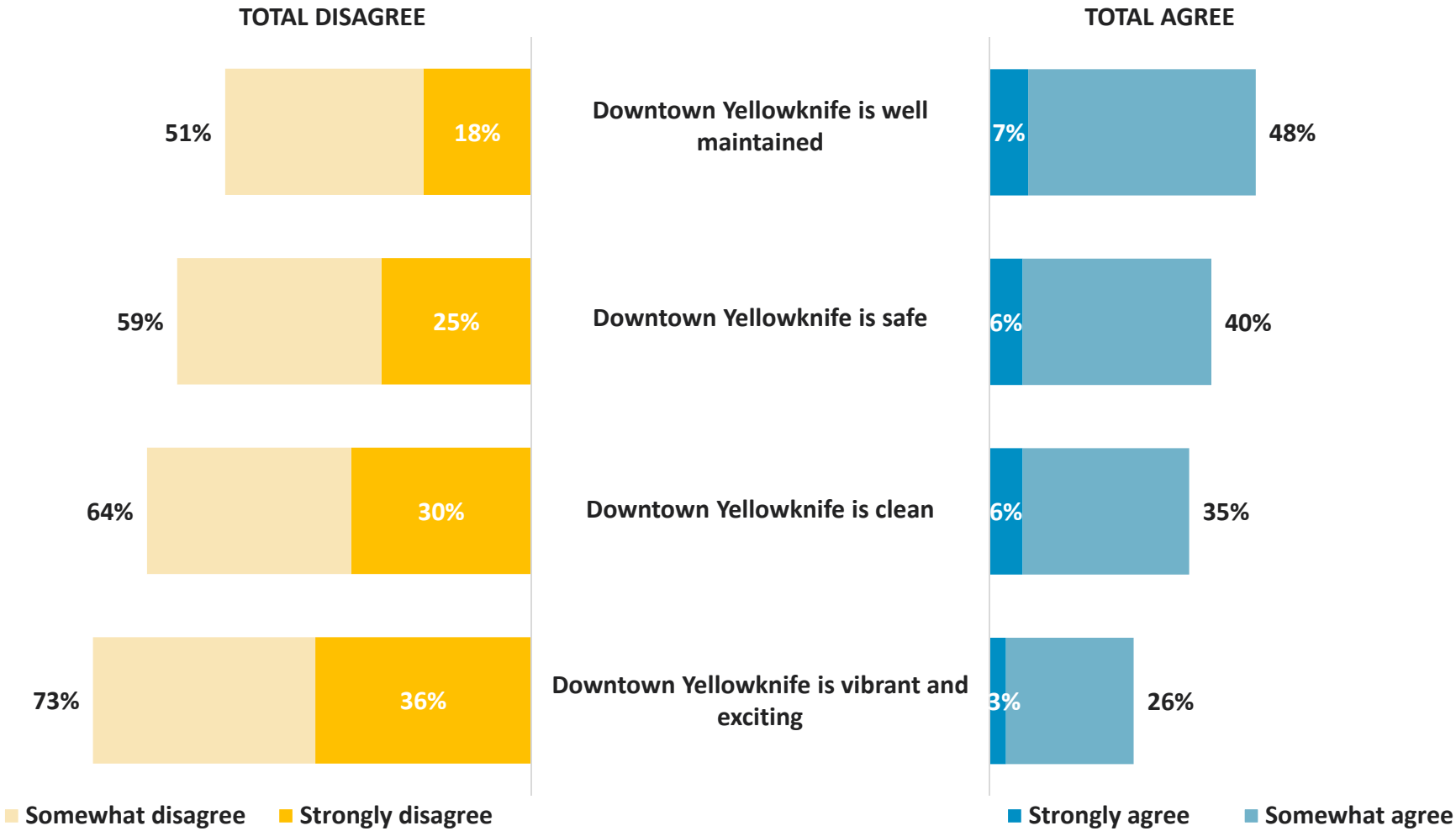


Only responses of 3% or more are shown

Q5. Why do you think the quality of life has worsened?

Base: Those saying the quality of life has worsened (n=183)

Perceptions of Downtown Yellowknife

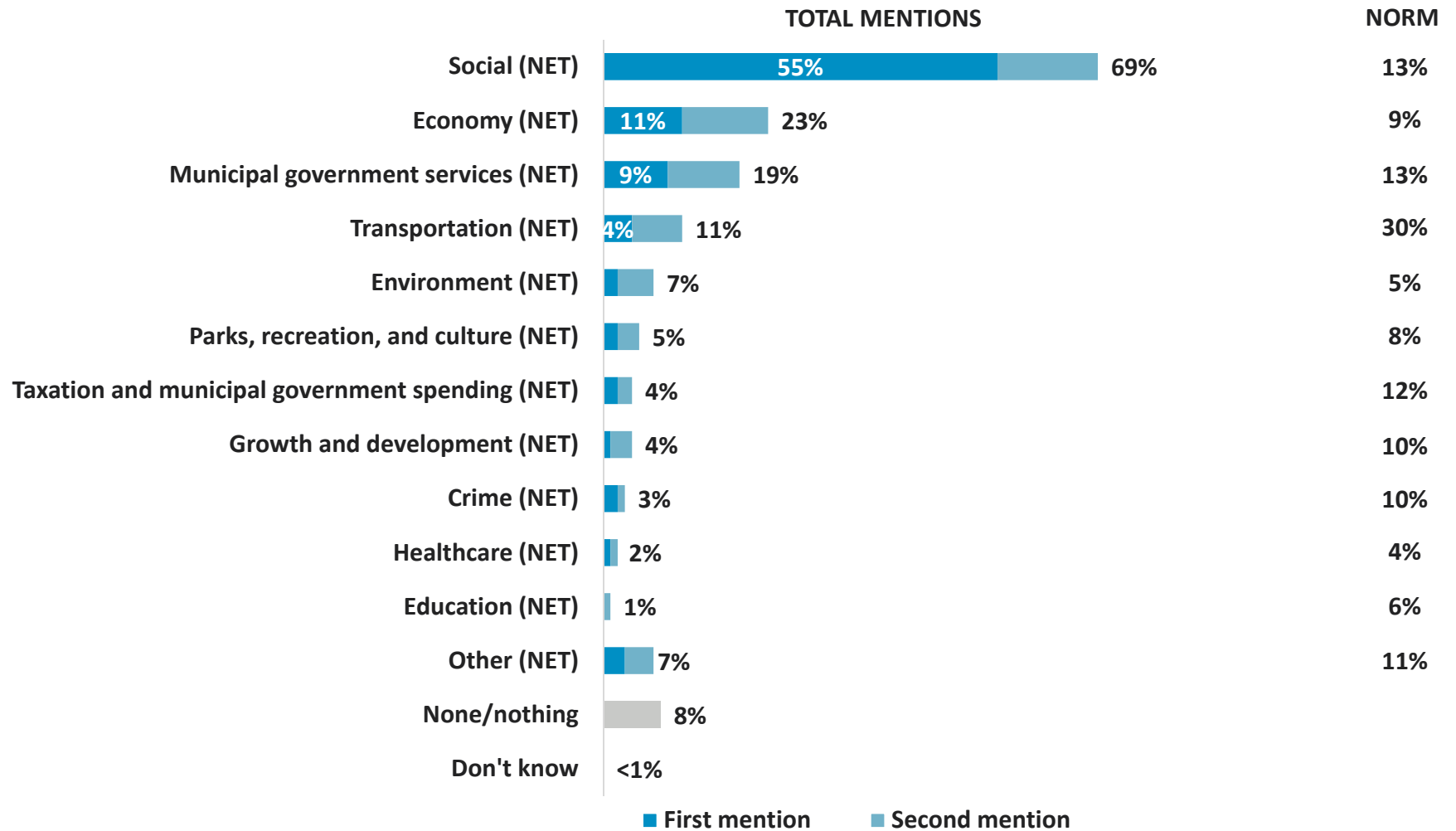


Q6. Please tell me if you agree or disagree with each of the following statements about downtown Yellowknife.
 Base: All respondents (n=600)

ISSUE AGENDA

Important Local Issues

(Coded Open-Ends, Multiple Responses Allowed)



Q1. In your view, what is the most important LOCAL issue facing the City of Yellowknife today? That is, the one issue you feel should receive the greatest attention from your local leaders? What is the next most important local issue facing the city?

Base: All respondents (n=600)

Important Local Issues - Tracking

(Coded Open-Ends, Multiple Responses Allowed)

Total Mentions	2005	2006	2007	2008	2010	2014	2017
	n=800	n=800	n=801	n=800	n=800	n=800	n=600
Social (NET)	45%	39%	41%	39%	35%	36%	69% ↑
Economy (NET)	5%	7%	5%	6%	16%	19%	23%
Municipal government services (NET)	15%	23%	17%	18%	17%	20%	19%
Transportation (NET)	13%	12%	12%	10%	10%	15%	11% ↓
Environment (NET)	8%	6%	9%	10%	6%	5%	7%
Parks, recreation, and culture (NET)	5%	5%	6%	7%	6%	6%	5%
Taxation and municipal government spending (NET)	9%	3%	7%	6%	20%	9%	4% ↓
Growth and development (NET)	18%	17%	19%	13%	8%	4%	4%
Crime (NET)	8%	10%	10%	7%	5%	6%	3% ↓
Healthcare (NET)*	n/a	n/a	n/a	2%	6%	2%	2%
Education (NET)	5%	4%	7%	3%	2%	3%	1%

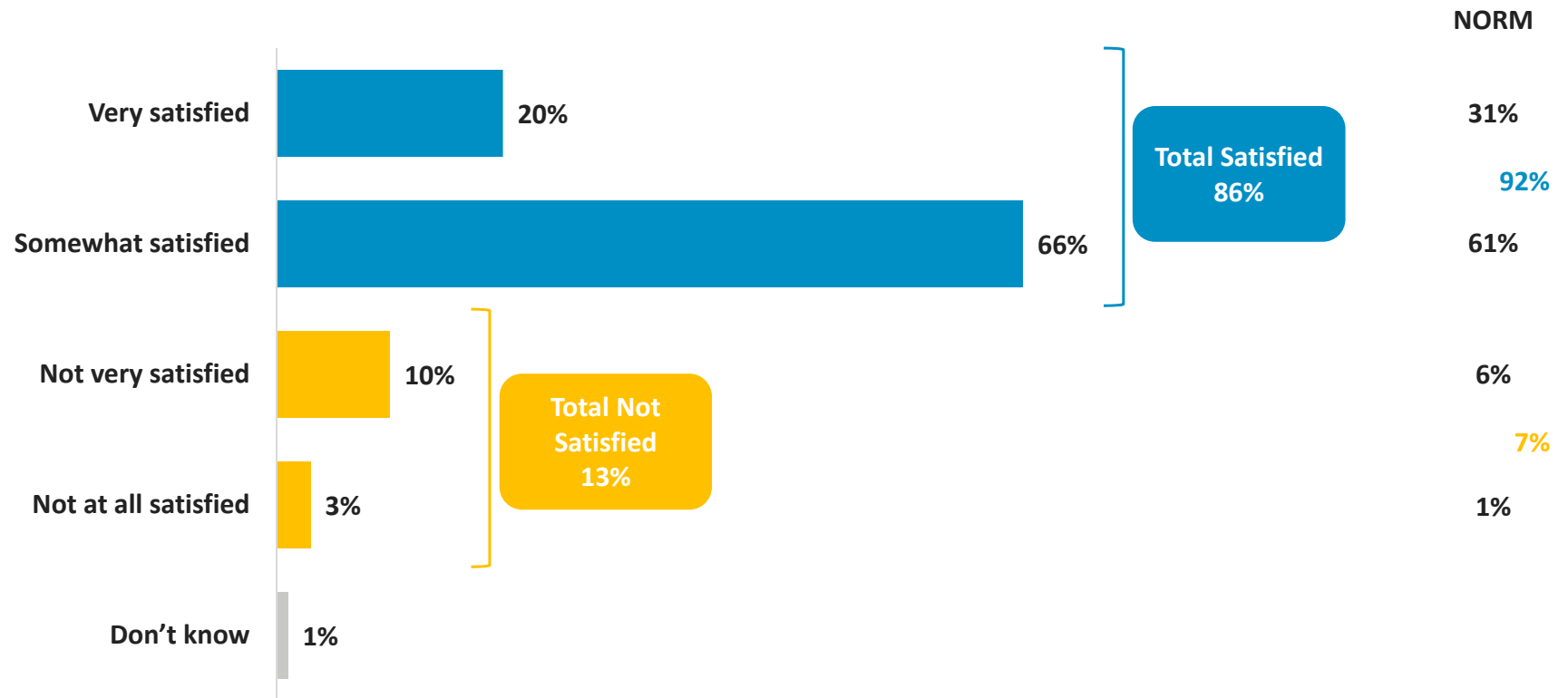
* In 2005, 2006, and 2007, Healthcare was included under Other

Q1. In your view, what is the most important LOCAL issue facing the City of Yellowknife today? That is, the one issue you feel should receive the greatest attention from your local leaders? What is the next most important local issue facing the city?

Base: All respondents (n=600)

CITY SERVICES

Overall Satisfaction with City Services

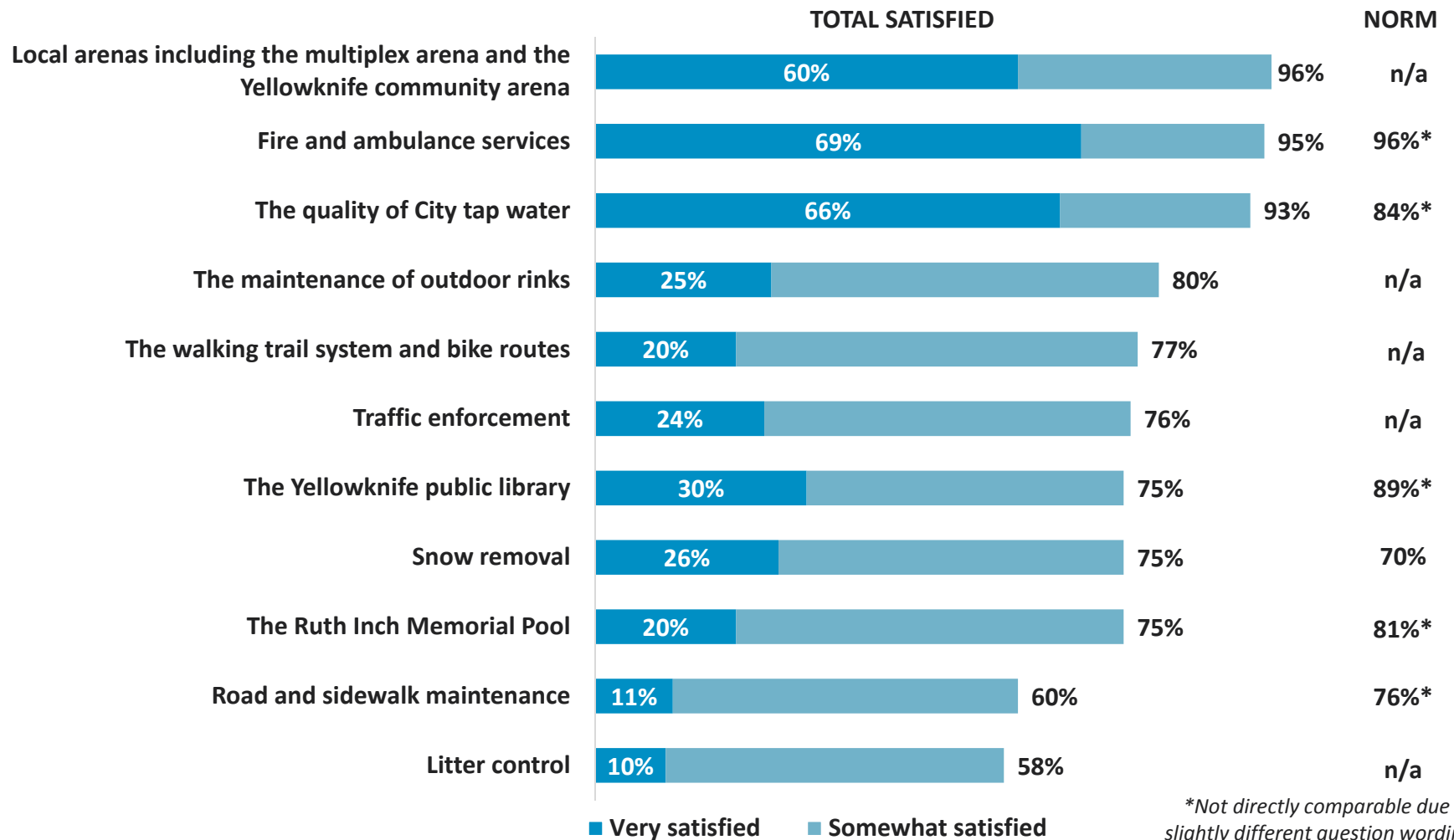


	2005	2006	2007	2008	2010	2014	2017
	n=800	n=800	n=801	n=800	n=800	n=800	n=600
Total Satisfied	88%	87%	92%	86%	84%	89%	86%
Very satisfied	20%	20%	21%	20%	18%	22%	20%

Q7. How satisfied are you with the overall quality of services provided by the City of Yellowknife?

Base: All respondents (n=600)

Satisfaction with Specific City Services



**Not directly comparable due to slightly different question wording*

Q9. And how satisfied are you with ...?

Base: All respondents (n=600)

Satisfaction with Specific City Services - Tracking

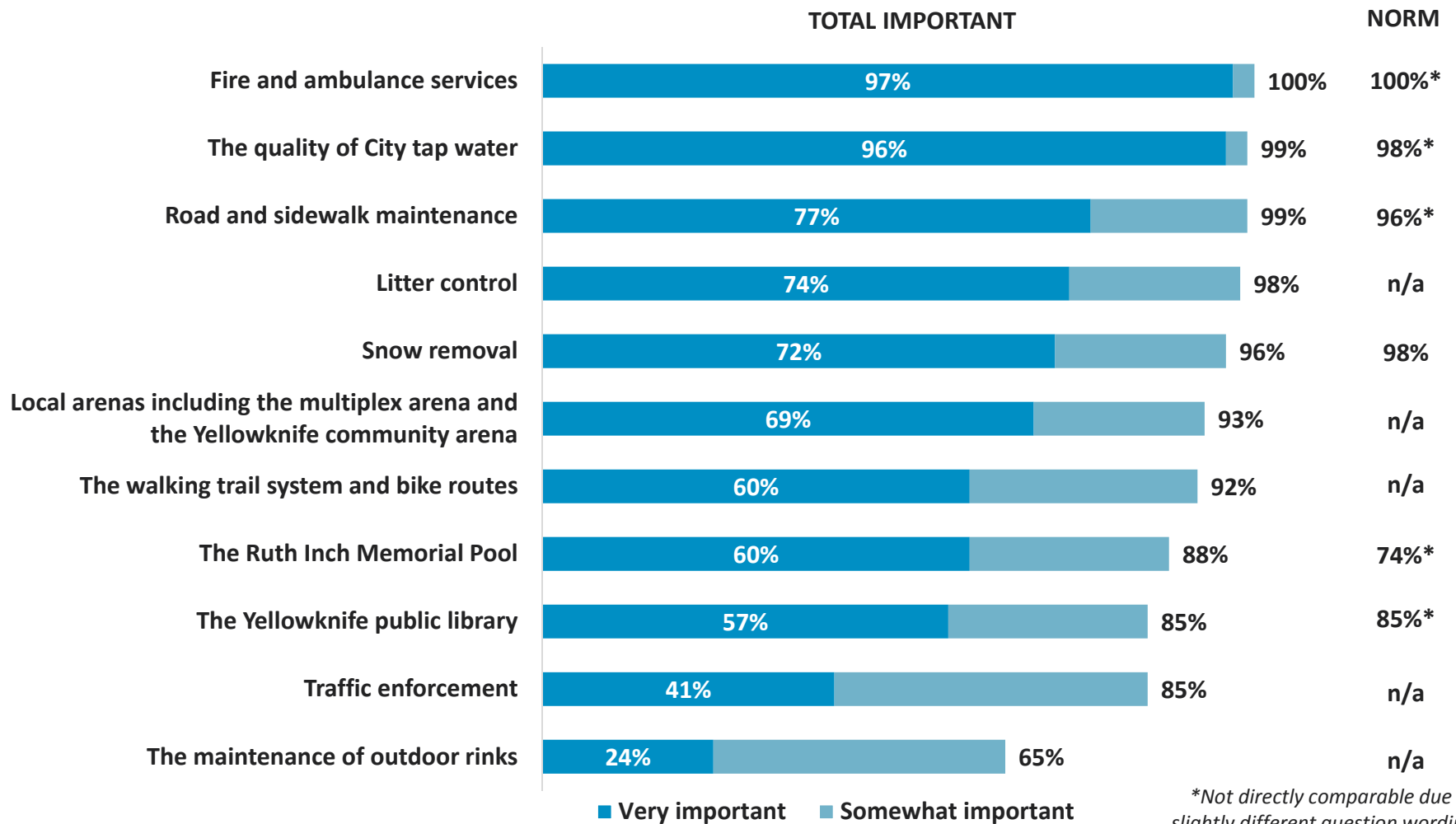
Total Satisfied	2006	2007	2008	2010	2014	2017
	n=800	n=801	n=800	n=800	n=800	n=600
Local arenas including the multiplex arena and the Yellowknife community arena	n/a	n/a	n/a	90%	93%	96% ↑
Fire and ambulance services	n/a	n/a	n/a	n/a	n/a	95%
The quality of City tap water	87%	n/a	89%	n/a	94%	93%
The maintenance of outdoor rinks	59%	n/a	66%	72%	79%	80%
The walking trail system and bike routes	82%*	n/a	81%*	83%	76%	77%
Traffic enforcement	71%	n/a	72%	75%	73%	76%
The Yellowknife public library	82%	n/a	78%	82%	80%	75% ↓
Snow removal	n/a	n/a	n/a	n/a	n/a	75%
The Ruth Inch Memorial Pool	83%*	n/a	83%	82%	81%	75% ↓
Road and sidewalk maintenance	n/a	n/a	n/a	n/a	n/a	60%
Litter control	46%*	n/a	56%*	61%	63%	58%

**Not directly comparable due to slightly different question wording*

Q9. And how satisfied are you with ...?

Base: All respondents (n=600)

Importance of Specific City Services



Q8. How important is ...?

Base: All respondents (n=600)

Importance of Specific City Services - Tracking

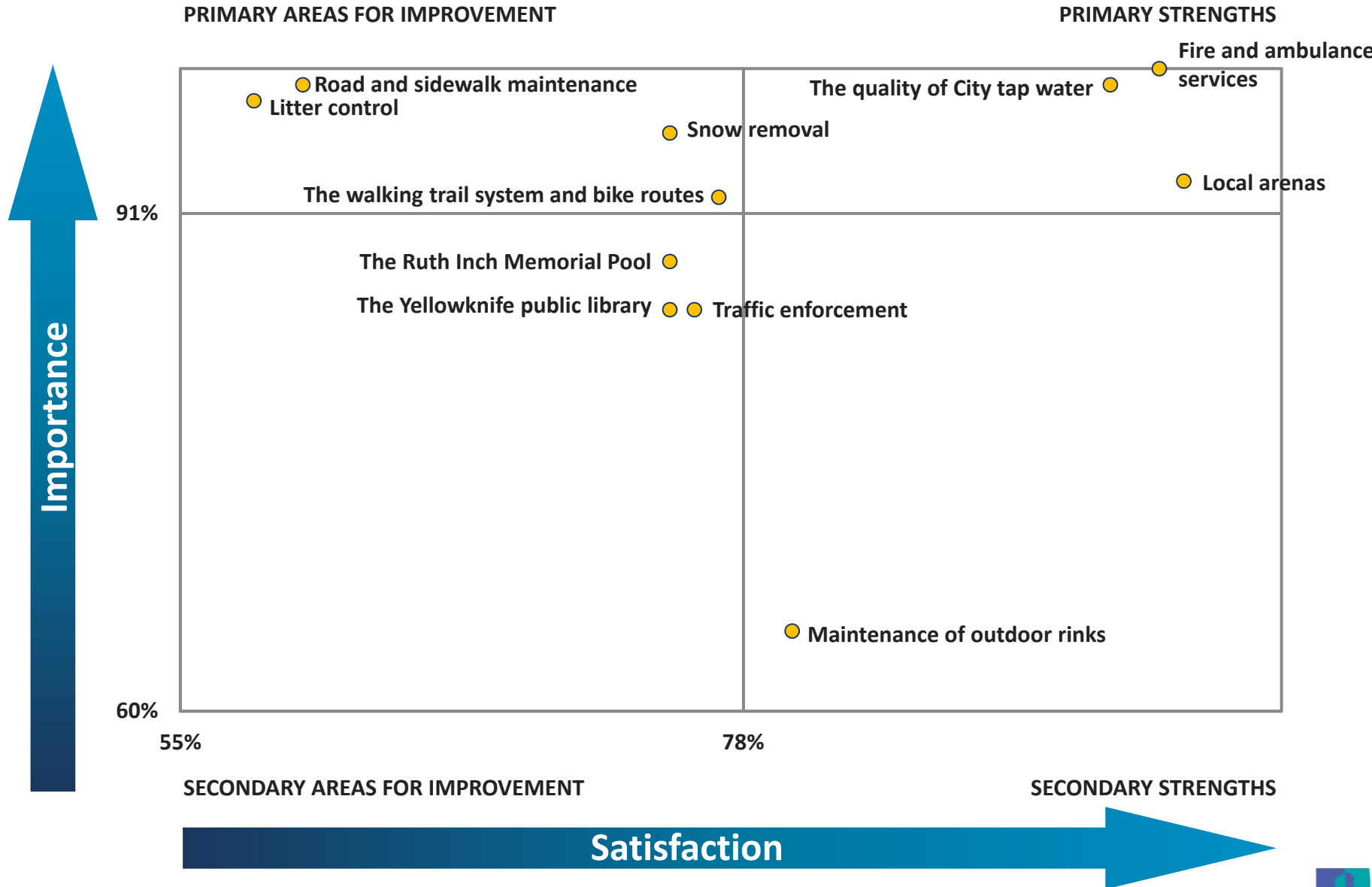
Total Important	2006	2007	2008	2010	2014	2017
	n=800	n=801	n=800	n=800	n=800	n=600
Fire and ambulance services	n/a	n/a	n/a	n/a	n/a	100%
The quality of City tap water	98%	n/a	98%	n/a	98%	99%
Road and sidewalk maintenance	n/a	n/a	n/a	n/a	n/a	99%
Litter control	94%*	n/a	91%*	97%	96%	98% ↑
Snow removal	n/a	n/a	n/a	n/a	n/a	96%
Local arenas including the multiplex arena and the Yellowknife community arena	n/a	n/a	n/a	81%	80%	93% ↑
The walking trail system and bike routes	84%*	n/a	91%*	90%	86%	92% ↑
The Ruth Inch Memorial Pool	77%*	n/a	80%	78%	74%	88% ↑
The Yellowknife public library	83%	n/a	81%	75%	70%	85% ↑
Traffic enforcement	85%	n/a	84%	81%	84%	85%
The maintenance of outdoor rinks	45%	n/a	50%	47%	46%	65% ↑

**Not directly comparable due to slightly different question wording*

Q8. How important is ...?

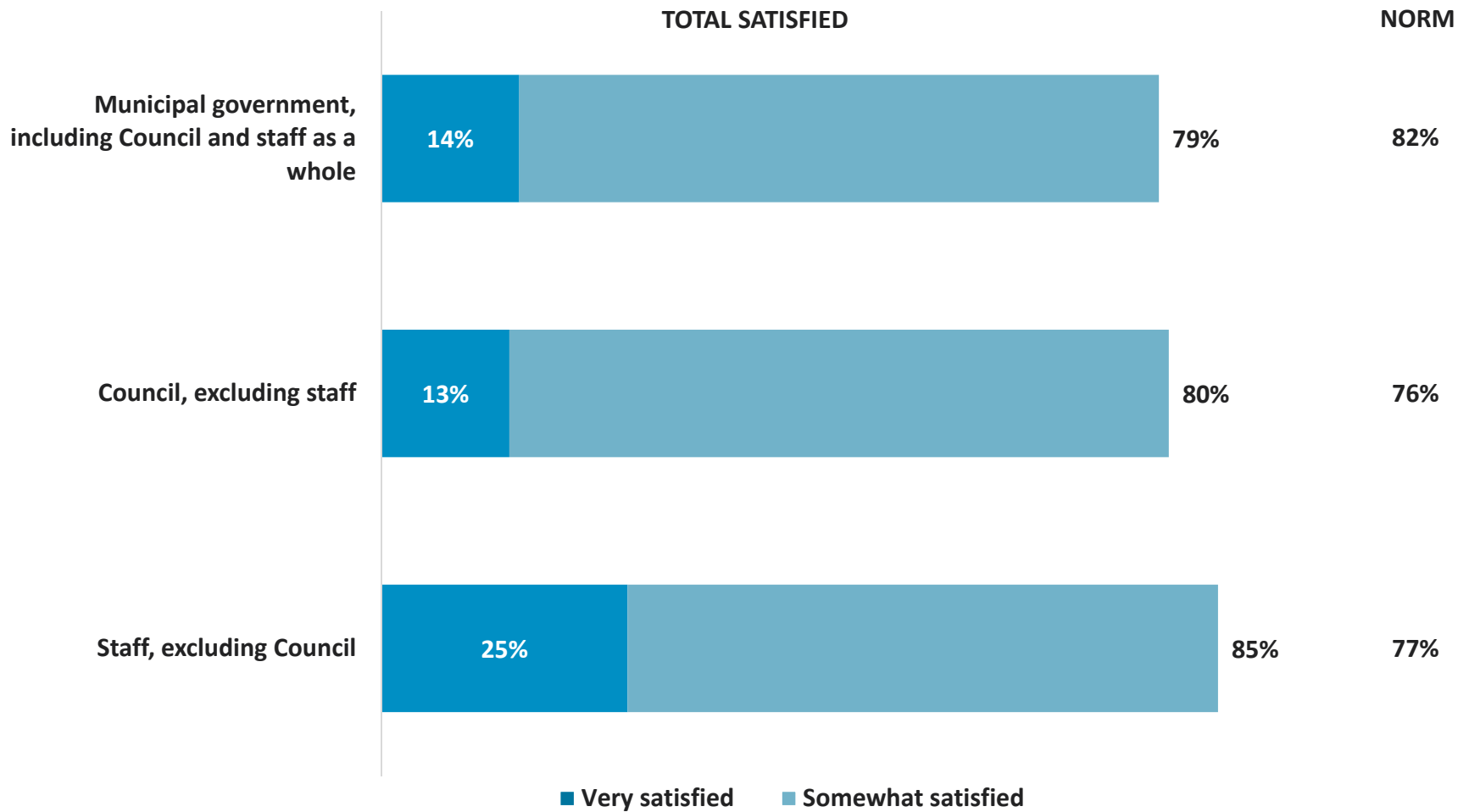
Base: All respondents (n=600)

Importance vs Satisfaction Action Grid



CITY PERFORMANCE

Satisfaction with Municipal Government

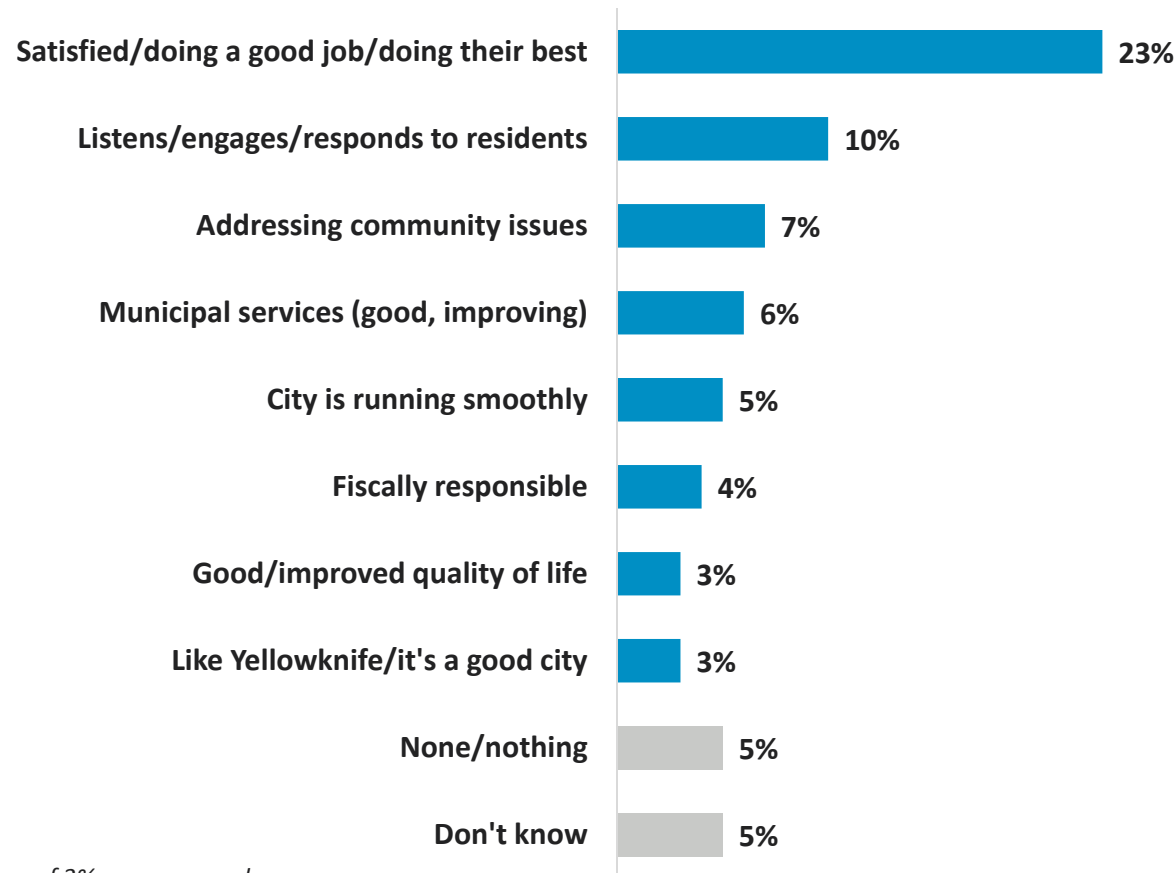


Q10. Taking everything into account, how satisfied are you with the way the City of Yellowknife's ... is going about running the community?

Base: All respondents (n=600)

Reasons Satisfied with Municipal Government as a Whole

(Among those saying they are satisfied with the City’s municipal government as a whole) (Coded Open-Ends)



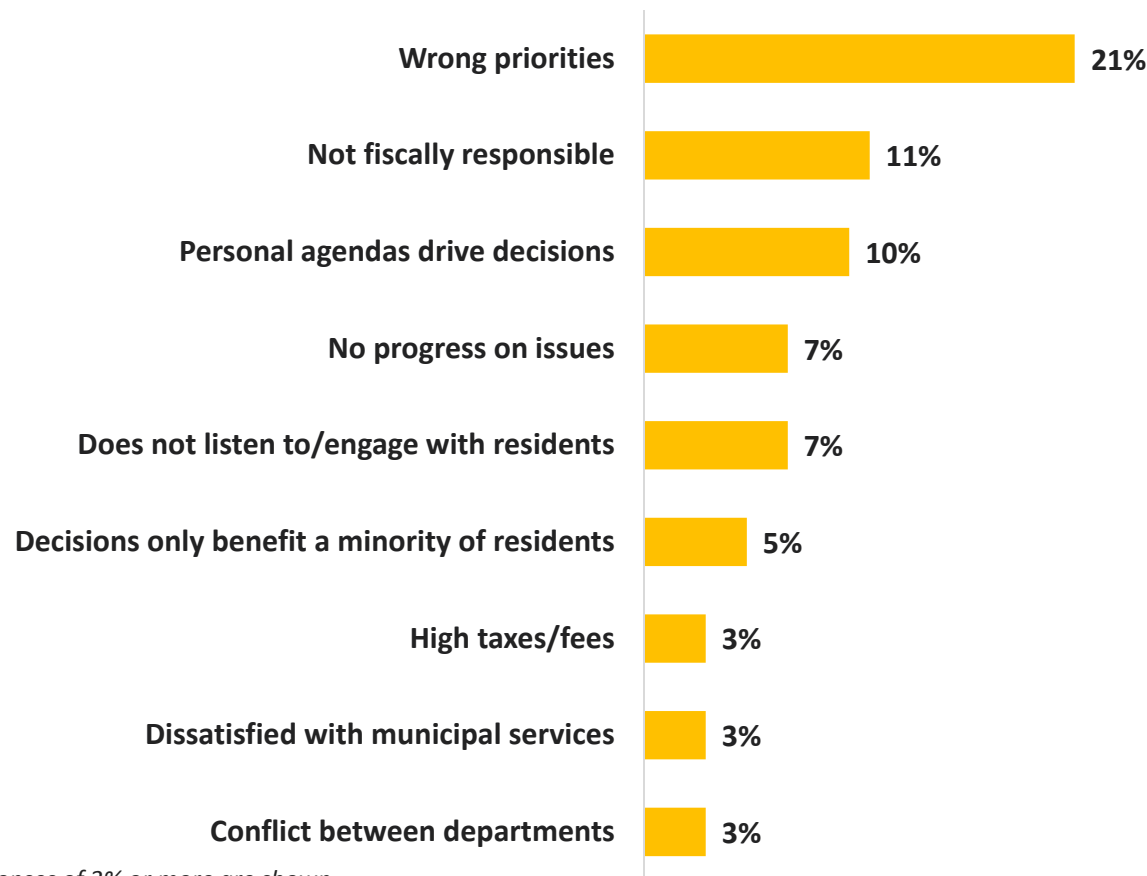
Only responses of 3% or more are shown

Q11. In your own words, what is the main reason that you said you were satisfied with the way the City of Yellowknife’s municipal government as a whole is going about running the community?

Base: Those saying they are satisfied with the City’s municipal government as a whole (n=478)

Reasons Not Satisfied with Municipal Government as a Whole

(Among those saying they are not satisfied with the City’s municipal government as a whole) (Coded Open-Ends)

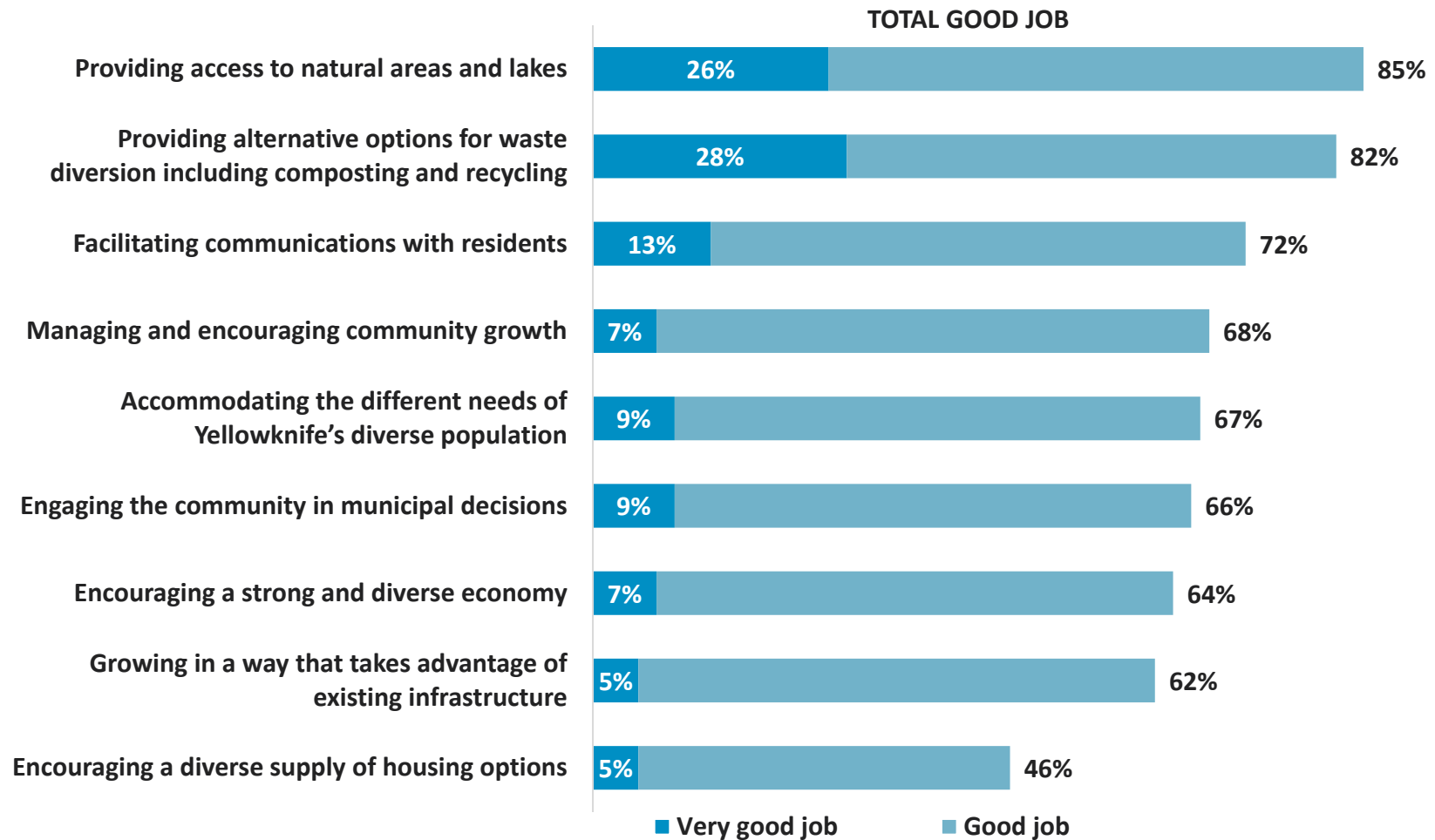


Only responses of 3% or more are shown

Q12. In your own words, what is the main reason that you said you were not satisfied with the way the City of Yellowknife’s municipal government as a whole is going about running the community?

Base: Those saying they are not satisfied with the City’s municipal government as a whole (n=122)

Performance in Specific Areas



Q13. Now please tell me whether you think the City of Yellowknife is doing a good job or poor job in each of the following areas.

Base: All respondents (n=600)

Performance in Specific Areas - Tracking

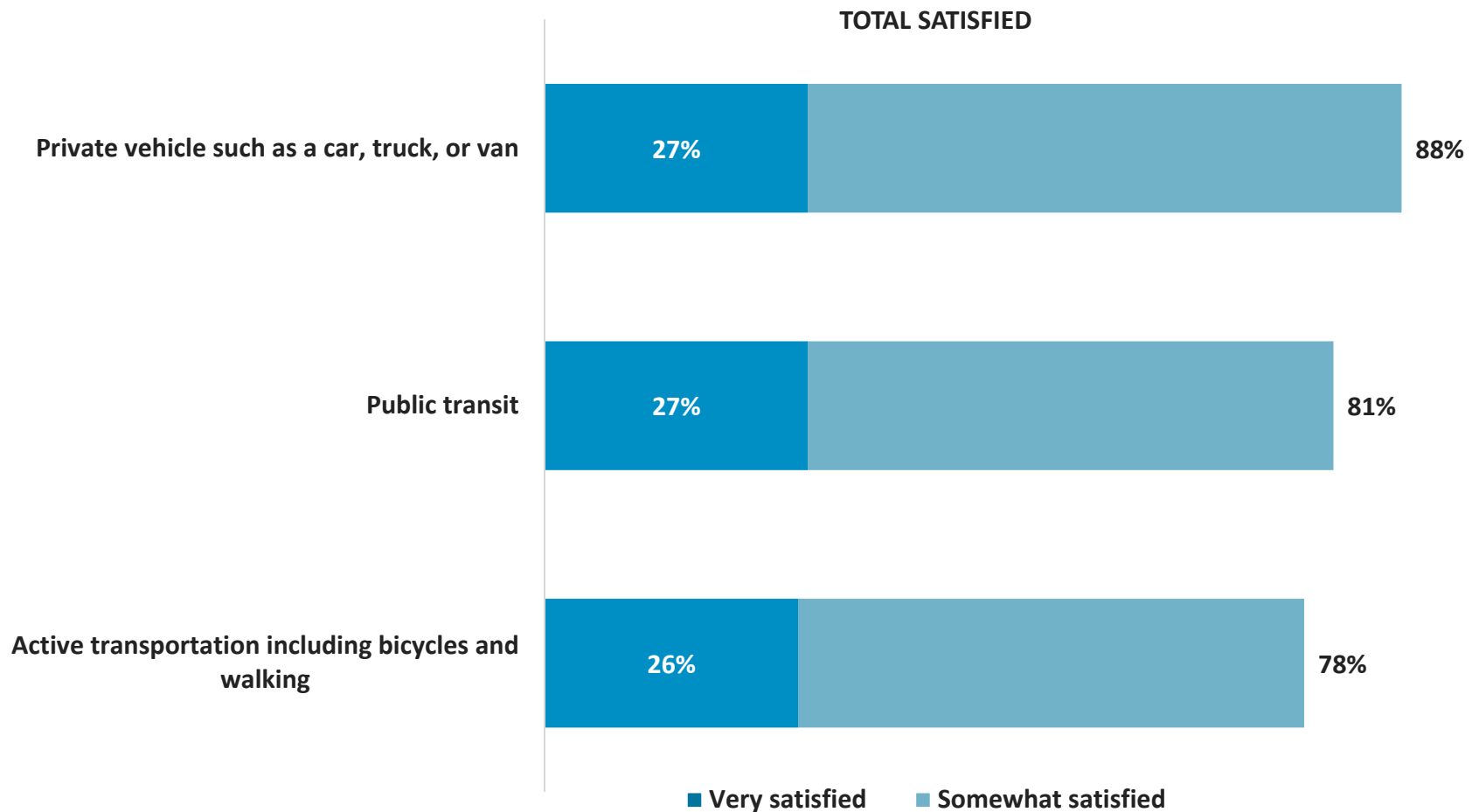
Total Good Job	2008	2010	2014	2017
	n=800	n=800	n=800	n=600
Providing access to natural areas and lakes	n/a	80%*	84%*	85%
Providing alternative options for waste diversion including composting and recycling	n/a	n/a	n/a	82%
Facilitating communications with residents	n/a	72%	81%	72% ↓
Managing and encouraging community growth	n/a	n/a	n/a	68%
Accommodating the different needs of Yellowknife's diverse population	70%	72%	73%	67% ↓
Engaging the community in municipal decisions	n/a	n/a	n/a	66%
Encouraging a strong and diverse economy	n/a	n/a	n/a	64%
Growing in a way that takes advantage of existing infrastructure	n/a	65%	70%	62% ↓
Encouraging a diverse supply of housing options	n/a	n/a	n/a	46%

**Not directly comparable due to slightly different question wording*

Q13. Now please tell me whether you think the City of Yellowknife is doing a good job or poor job in each of the following areas.

Base: All respondents (n=600)

Satisfaction with Efforts in Facilitating Different Modes of Transportation

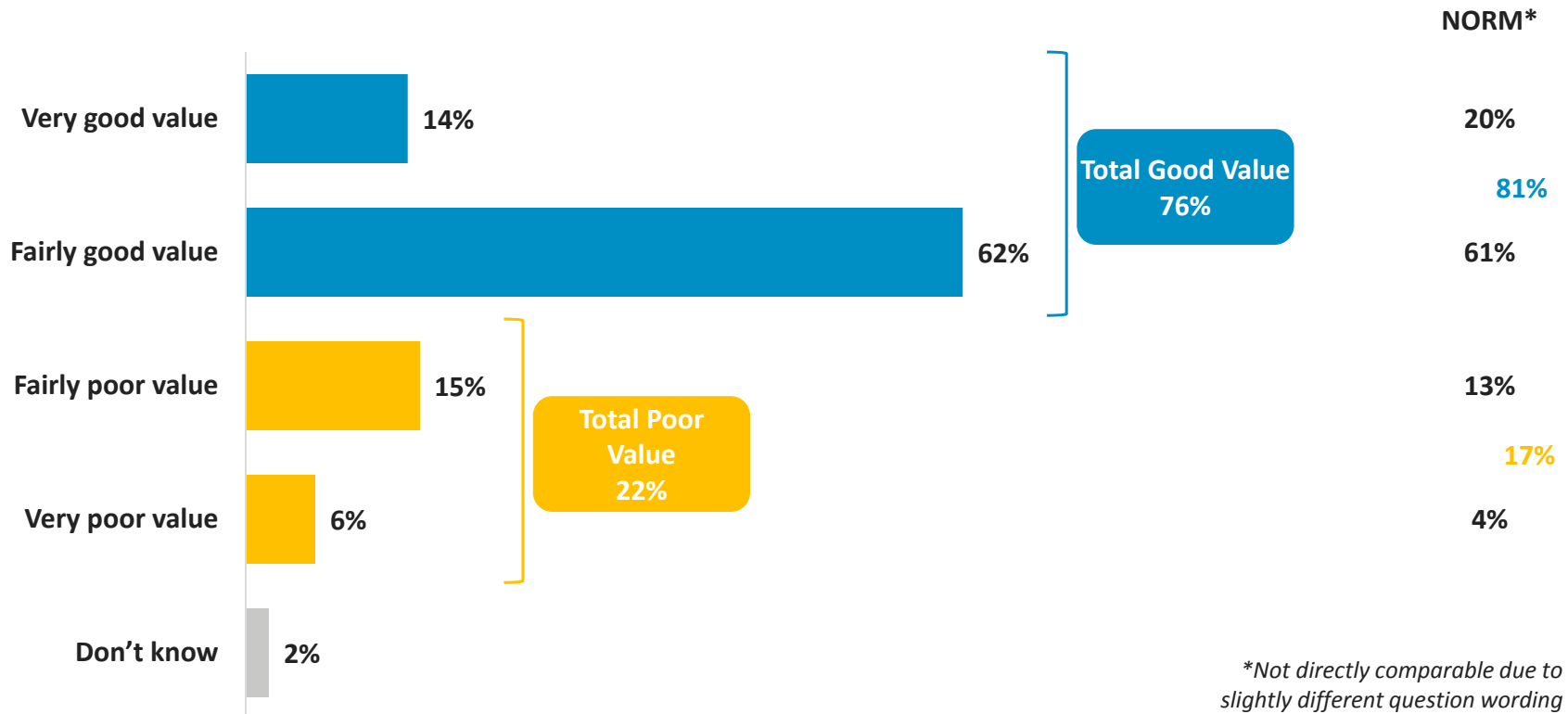


Q14. How satisfied are you with the City's efforts in facilitating the following modes of transportation throughout Yellowknife?

Base: All respondents (n=600)

FINANCE

Value for Taxes



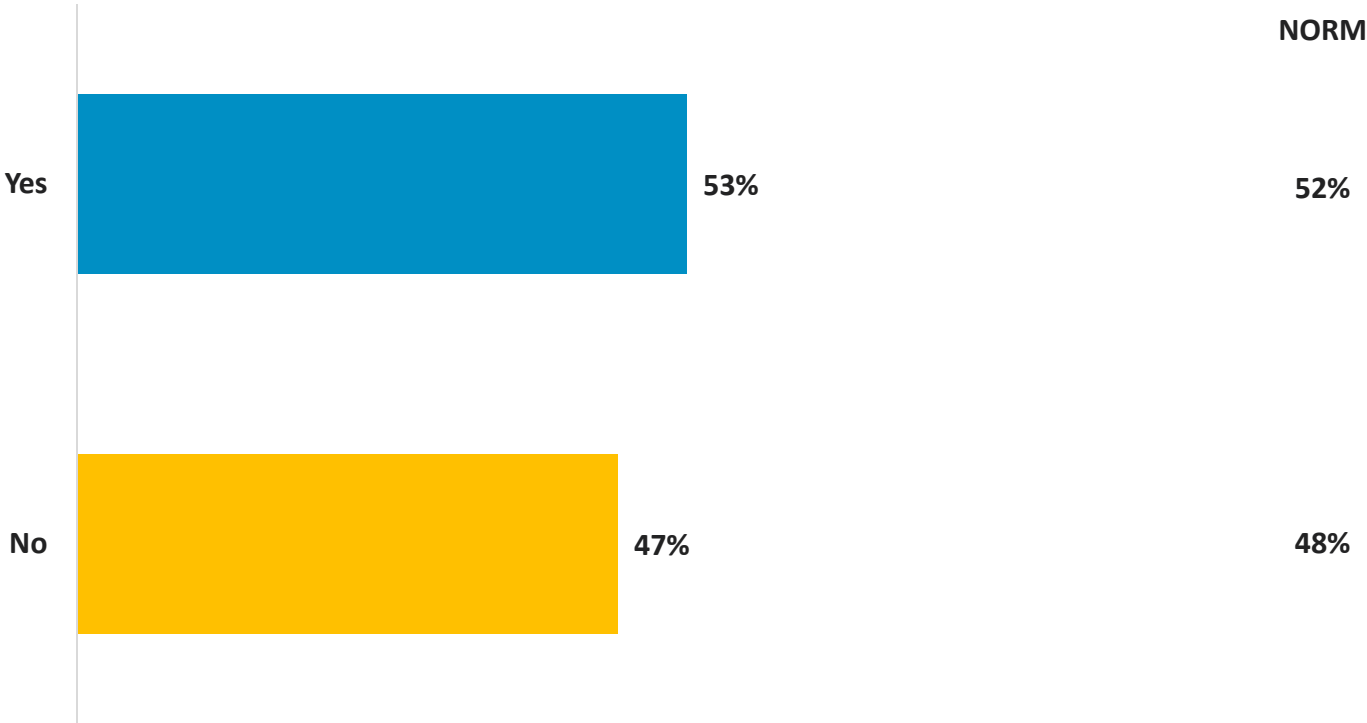
	2004*	2005*	2006*	2007*	2008*	2010*	2014*	2017
	n=800	n=800	n=800	n=801	n=800	n=800	n=800	n=600
Total Good Value	71%	n/a	75%	76%	72%	n/a	78%	76%
Very good value	7%	n/a	8%	8%	8%	n/a	16%	14%

Q15. Your property tax dollars are divided between the City of Yellowknife and the school boards. The City collects school taxes on behalf of the school boards but does not administer or control school taxes. Thinking specifically about the services provided by the City, overall do you think you get good value or poor value for the taxes you pay?

Base: All respondents (n=600)

CUSTOMER SERVICE AND COMMUNICATIONS

Contact with City Past 12 Months



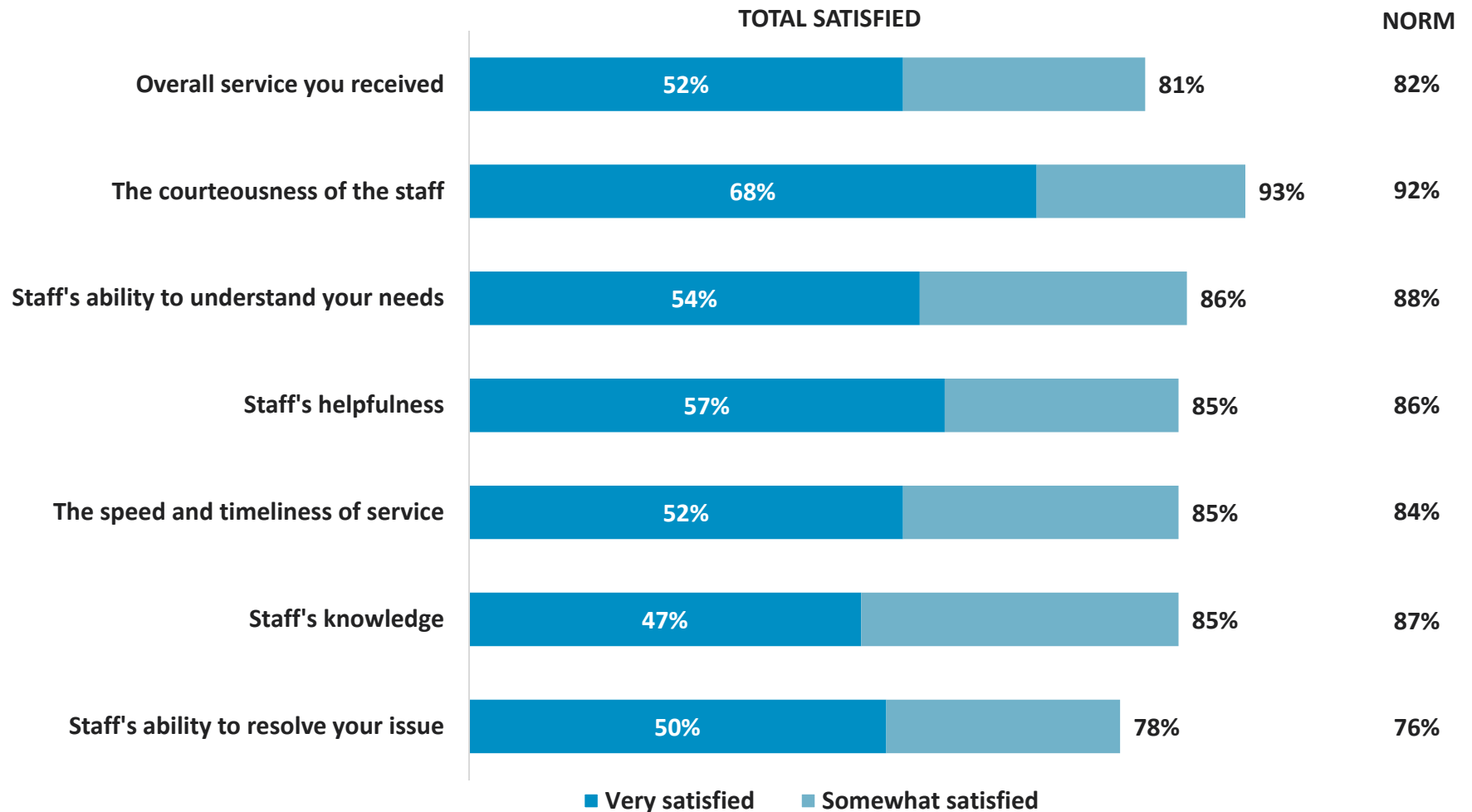
	2010	2014	2017
	n=800	n=800	n=600
Yes	61%	59%	53% ↓

Q16. In the past 12 months, have you personally contacted the City of Yellowknife or one of its employees?

Base: All respondents (n=600)

Satisfaction with Contact Experience

(Among those who say they contacted the City)



Q17. And thinking of the last time you contacted the City or one of its employees, how satisfied were you with the ...?

Base: Those who say they contacted the City (n=336)

Satisfaction with Contact Experience – Ipsos Public Affairs Tracking

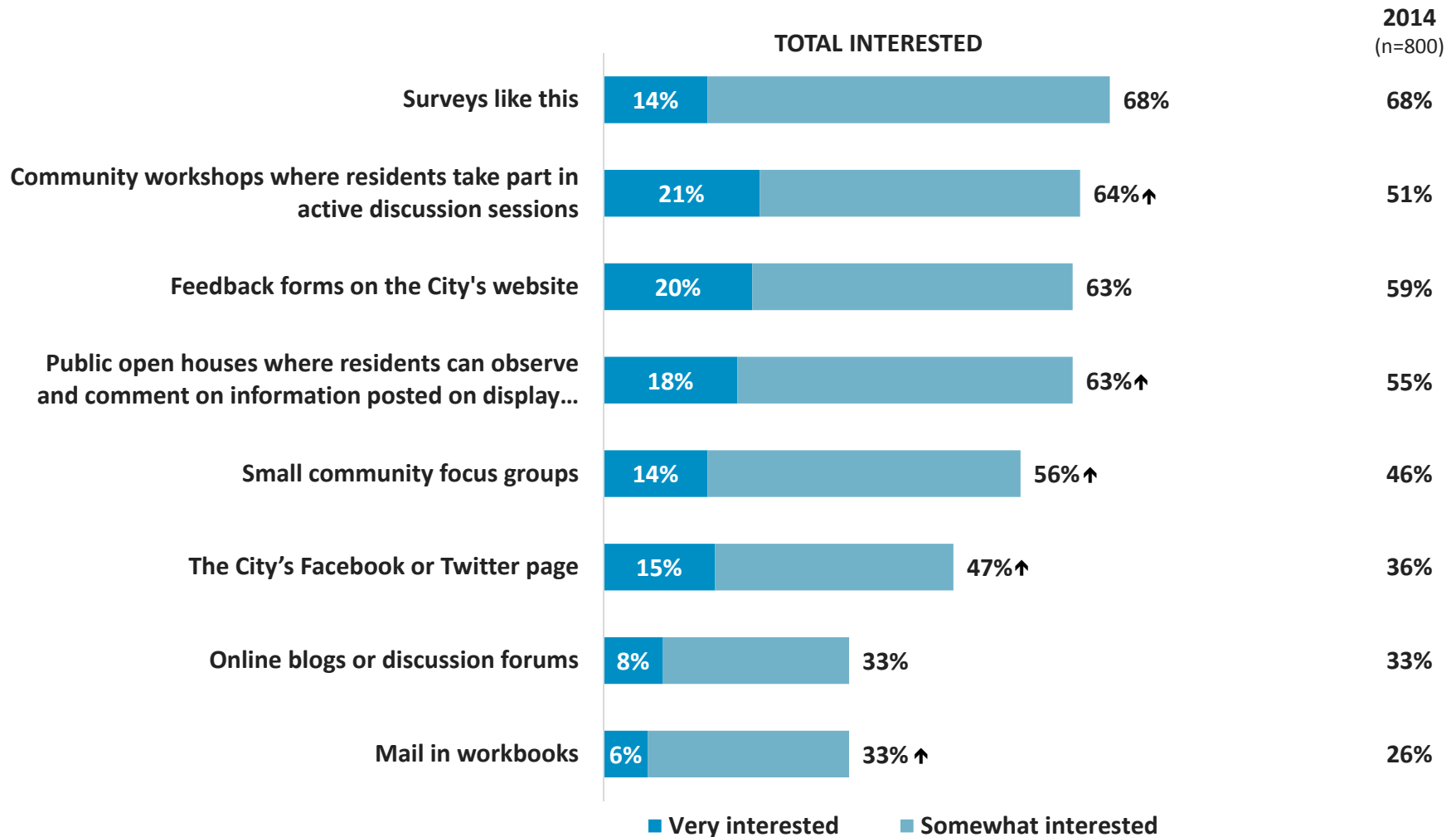
(Among those who say they contacted the City)

Total Satisfied	2010	2014	2017
	n=492	n=508	n=336
Overall service you received	77%	78%	81%
The courteousness of the staff	91%	92%	93%
Staff's ability to understand your needs	83%	86%	86%
Staff's helpfulness	85%	85%	85%
The speed and timeliness of service	80%	81%	85%
Staff's knowledge	83%	85%	85%
Staff's ability to resolve your issue	76%	77%	78%

Q17. And thinking of the last time you contacted the City or one of its employees, how satisfied were you with the ...?

Base: Those who say they contacted the City (n=336)

Interest in Participating in Specific Forms of Public Consultation



Q19. How interested are you in participating in each of the following forms of public consultation on a topic that is of interest to you personally?

Base: All respondents (n=600)

ONLINE SURVEY

Overview

METHODOLOGY

- Intended to give all residents an opportunity to provide their feedback.
- 53 residents completed the online survey between May 10 and 19, 2017.
- No weighting was applied to the online data.
- No margin of error is applicable to the online results as the survey was not intended to be random or representative.

KEY HIGHLIGHTS

- Online survey respondents echo generally similar sentiments, themes, and issues as those who participated in the random telephone survey.
- However, online survey respondents tend to demonstrate a more critical view of the City overall.
- Online survey respondents also tend to demonstrate a higher level of civic engagement, both in their past interactions (contact) with the City and their stated interest in future public consultation.

QUESTIONS?