



CITY OF
YELLOWKNIFE

CITY OF YELLOWKNIFE

2017 Citizen Survey

FINAL REPORT

June 23, 2017

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INTRODUCTION

Background and Objectives

This report presents the findings of the City of Yellowknife's 2017 Citizen Survey. Ipsos has been conducting this survey for the City since 2004.

The key research objectives of the 2017 survey included:

- Identify important community issues;
- Assess perceptions of the quality of life in Yellowknife;
- Assess perceptions of downtown Yellowknife;
- Measure the importance of and satisfaction with municipal services;
- Assess perceptions of the City's performance overall and in key areas;
- Determine the perceived value for taxes;
- Measure contact with the City and satisfaction with the City's customer service; and,
- Gauge interest in participating in various forms of public consultation.

The insights gained from this research will ultimately help the City of Yellowknife make strategic decisions around long-term planning, priority setting, budgeting, and issues management.

Methodology

Ipsos conducted a total of 600 telephone interviews with a randomly selected representative sample of Yellowknife residents aged 18 years or older.

A dual frame cell phone/landline sampling methodology was used, with the final sample split 48% cell phones and 52% landlines. A screening question was included at the start of the survey to confirm residency in Yellowknife.

All interviews were conducted between May 8 and 19, 2017.

Overall results are accurate to within ± 4.0 percentage points, nineteen times out of twenty. The margin of error will be larger for sample subgroups.

The final data has been weighted to ensure that the gender/age distribution reflects that of the actual population in Yellowknife according to the most recent Census data.

In addition to the random and representative telephone survey, Ipsos also conducted an open-link online survey as part of this year's citizen survey research. The online survey results are reported separately and included as an Appendix to this report.

Interpreting and Viewing the Results

Some totals in the report may not add to 100%. Some summary statistics (e.g., total satisfied) may not match their component parts. The numbers are correct and the apparent errors are due to rounding.

Analysis of some of the statistically significant results is included where applicable. While a number of significant differences may appear in the cross-tabulation output, not all differences warrant discussion.

Comparisons to Previous Surveys

Where appropriate, this year's results have been compared to similar surveys conducted by the City of Yellowknife in previous years. Comparing the year-over-year results allows the City to understand how citizens' attitudes and priorities are changing, identify new or emerging issues facing the community, and assess the progress the City is making in addressing key issues.

Arrows (↑↓) are used to denote any significant differences between 2017 and 2014 (the last time the survey was conducted).

Normative Comparisons

Where appropriate, this year's results have been compared to Ipsos' database of municipal norms for Canada. These normative comparisons provide additional insight, context, and benchmarks against which the City of Yellowknife can evaluate its performance.

EXECUTIVE SUMMARY

Executive Summary (slide 1 of 5)

QUALITY OF LIFE

Residents continue to say Yellowknife offers a good quality of life overall. More than nine-in-ten citizens rate the overall quality of life in Yellowknife today as either ‘very good’ or ‘good’, unchanged from 2014.

However, perceptions of the direction that quality of life is taking have deteriorated. When asked how the quality of life has changed over the past three years, residents are nearly three times as likely to say it has ‘worsened’ than ‘improved’, resulting in a negative net momentum score. This year’s net score is down significantly from 2014 and represents a new all-time low since the City began tracking this measure in 2004.

- “Poverty/homelessness” and “high cost of living” stand out as the two main open-ended reasons behind perceptions of a deteriorating quality of life.

Overall perceptions of downtown Yellowknife are predominately negative. The majority of residents say they *disagree* with statements describing downtown Yellowknife as vibrant and exciting, clean, and safe. Opinion is split on the maintenance of downtown Yellowknife.

ISSUE AGENDA

Social issues continue to dominate the issue agenda. Overall, more than two-thirds of citizens identify social issues as an important local issue on an open-ended basis. The single biggest social issue by far is “poverty/homelessness”. While social issues have consistently been the leading top-of-mind community issue, this year’s results are significantly higher than what has been reported in the past.

In comparison to social issues, all other issues are deemed a distant second in priority. Second-tier issues include the economy, municipal government services, and transportation. Transportation-related issues are down significantly this year.

Executive Summary (slide 2 of 5)

CITY SERVICES

Overall satisfaction with City services remains high. A large majority of residents say they are satisfied with the overall quality of services provided by the City of Yellowknife. Satisfaction this year is not significantly different from 2014.

Satisfaction also extends to the delivery of specific services. Citizens provide the strongest satisfaction scores for local arenas, fire and ambulance services, and the quality of City tap water, followed by the maintenance of outdoor rinks, the walking trail system and bike routes, traffic enforcement, the Yellowknife public library, snow removal, and the Ruth Inch Memorial Pool. Fewer (but still the majority) say they are satisfied with road and sidewalk maintenance and litter control. Compared to 2014, satisfaction with local arenas has increased significantly while satisfaction with the library and the pool has dropped.

All of the tested services are important to citizens. Of the 11 tested services, 10 receive an importance score of 85% or higher. The one exception is the maintenance of outdoor rinks, although even this is important to two-thirds of citizens. A number of services have increased significantly in importance this year, including litter control, local arenas, the walking trail system and bike routes, the pool, the library, and the maintenance of outdoor rinks.

Analyzing the perceived value (importance) versus performance (satisfaction) of each individual service helps identify the City's perceived strengths and areas for improvement.

- Primary Strengths: fire and ambulance services, the quality of City tap water, local arenas.
- Secondary Strengths: maintenance of outdoor rinks.
- Primary Areas for Improvement: road and sidewalk maintenance, litter control, snow removal, the walking trail system and bike routes.
- Secondary Areas for Improvement: the Ruth Inch Memorial Pool, the Yellowknife public library, traffic enforcement.

Executive Summary (slide 3 of 5)

CITY PERFORMANCE

Residents are satisfied with the City's municipal operations. Eight-in-ten say they are satisfied with the way the City's municipal government, including Council and staff as a whole, is going about running the community. A similar percentage say they are satisfied with Council, excluding staff. Satisfaction with staff, excluding Council, is even higher.

- Satisfaction with municipal government as a whole is mainly attributed to “satisfied/doing a good job/doing their best”, followed by “listens/engages/responds to residents”.
- Conversely, “wrong priorities” is the leading open-ended reason behind dissatisfaction, followed by “not fiscally responsible” and “personal agendas drive decisions”.

Residents think the City is doing a good job in a number of areas. However, perceptions of housing diversity are much weaker. There are also signs that the City's performance in some areas has slipped over the past few years. A majority of residents think the City is doing a good job in 8 of the 9 tested areas, with the highest performance ratings given to ‘providing access to natural areas and lakes’ and ‘providing alternative options for waste diversion including composting and recycling’. Significantly fewer residents say the City is doing a good job ‘encouraging a diverse supply of housing’; in fact, over half say the City is doing a poor job in this regard. Analysis of year-over-year tracking data shows that while overall perceptions remain favourable, citizens this year are significantly less likely to say the City is doing a good job ‘facilitating communications with residents’, ‘accommodating the different needs of Yellowknife's diverse population’, and ‘growing in a way that takes advantage of existing infrastructure’.

Residents are satisfied with the City's efforts in facilitating different modes of transportation throughout Yellowknife. Satisfaction is highest for private vehicle, followed by public transit and then active transportation.

Executive Summary (slide 4 of 5)

FINANCE

Three-quarters of citizens say they receive good value for their municipal tax dollars. While not directly comparable to previous years due to differences in question wording, this year's results appear on par with 2014.

CUSTOMER SERVICE AND COMMUNICATIONS

Claimed contact with the City has dropped significantly this year. Just over half of all citizens say they personally contacted the City of Yellowknife or one of its employees in the past 12 months, down significantly from 2014.

Satisfaction with the City's customer service remains high. Among those who contacted the City, eight-in-ten say they are satisfied with the overall service received. Satisfaction also extends to specific elements of the City's customer service such staff courteousness, ability to understand needs, helpfulness, speed and timeliness of service, knowledge, and ability to resolve issue. Satisfaction with the City's customer service has not significantly changed from 2014.

Residents are open to a variety of public consultation formats. Overall, residents say they are the most interested in participating via surveys, community workshops, online feedback forms, public open houses, and small community focus groups. Just less than half express interest in participating via social media (Facebook, Twitter). There is considerably less interest in online blogs/discussion forums and mail in workbooks. Analysis of year-over-year tracking data shows increased interest in public consultation generally, with significantly more residents expressing interest in a number of different formats this year, including community workshops, public open houses, small community focus groups, the City's Facebook or Twitter page, and mail in workbooks.

Executive Summary (slide 5 of 5)

KEY TAKEAWAYS

1. Overall, citizens demonstrate predominately positive views of the community and City.
 - Good quality of life.
 - Satisfied with municipal services.
 - Satisfied with municipal operations.
 - Good value for taxes.
 - Satisfied with the City's customer service.
2. While perceptions of overall quality of life remain high, there is a sense that this has deteriorated over the past few years.
3. There are opportunities to improve downtown Yellowknife in the eyes of citizens.
4. Social issues, particularly poverty and homelessness, dominate the public issue agenda and are a growing concern.
5. When it comes to the delivery of municipal services, the City's primary strengths are its fire and ambulance services, quality of tap water, and local arenas. Primary areas for improvement (based on importance and satisfaction scores relative to other services) are road and sidewalk maintenance, litter control, snow removal, and the walking trail system and bike routes. This could be related to many factors including budget, increased work priorities, etc.
6. 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.
7. Claimed contact with the City has dropped significantly this year as compared to 2014. However, those who have contacted the City are satisfied with the service they received.
8. Citizens are open to a variety of public consultation formats. Overall interest in public consultation is growing.

QUALITY OF LIFE

Quality of Life

More than nine-in-ten (93%) citizens rate the overall quality of life in Yellowknife today as either 'very good' (32%) or 'good' (61%).

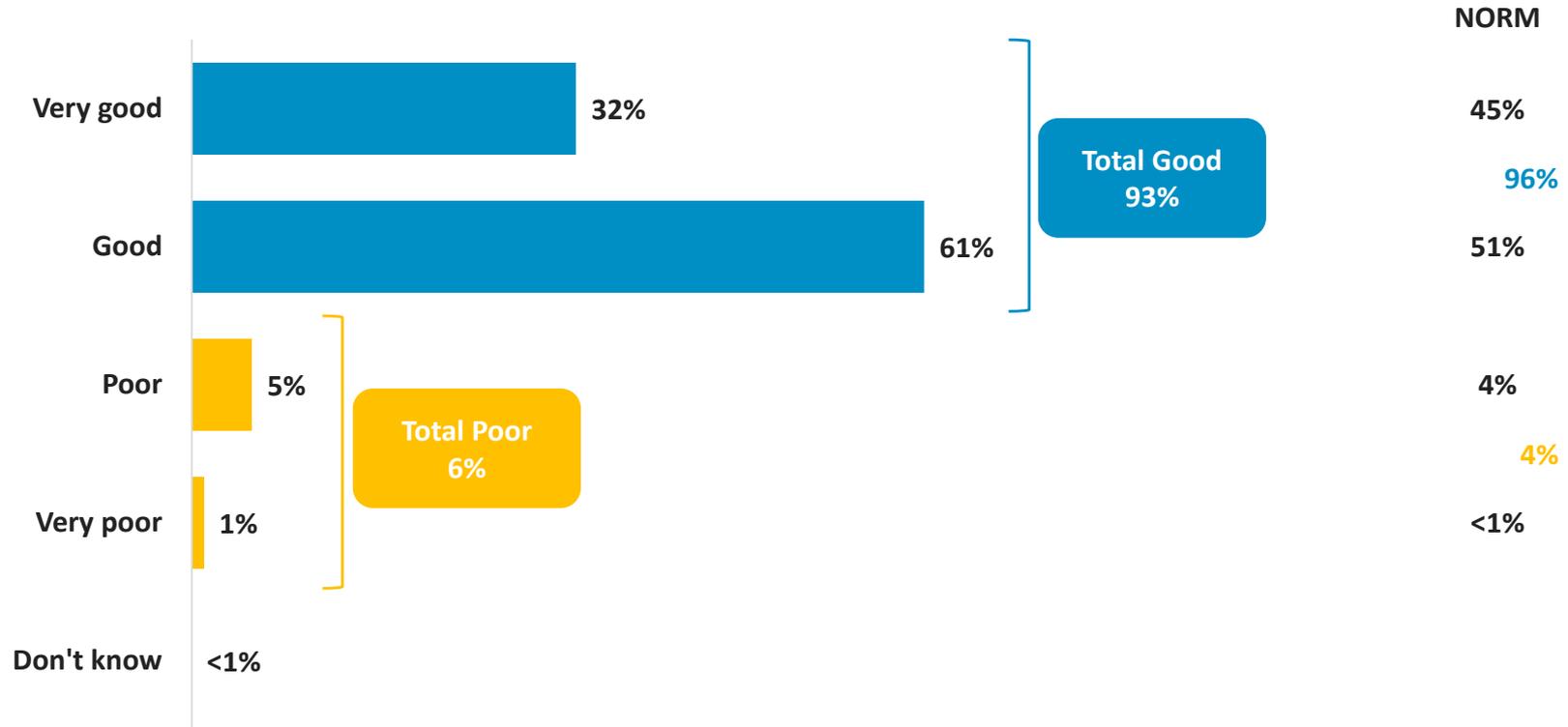
- Analysis of year-over-year tracking data shows that citizens have consistently rated the quality of life in Yellowknife highly and this year's results are not significantly different from 2014.
- Overall perceptions (combined 'very good/good' responses) of the quality of life in Yellowknife this year are on par with the national norm. However, the intensity of ratings (e.g., 'very good') is significantly lower in Yellowknife.

Analysis by Demographic Subgroup

Older residents are significantly more likely to rate Yellowknife's overall quality of life as 'very good' or 'good' (97% of 55+ years vs. 93% of 35-54 years, 91% of 18-34 years).

Perceptions of the overall quality of life (combined 'very good/good' responses) are also significantly higher among those who are satisfied with the City's overall quality of services (96% vs. 75% of dissatisfied residents), those who are satisfied with the City's municipal government as a whole (97% vs. 79% of dissatisfied residents), and those who feel they receive good value for their municipal tax dollars (96% vs. 82% of those who rate their value for taxes poorly).

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

When asked how the quality of life in Yellowknife has changed over the past three years, nearly six-in-ten (59%) residents say it has 'stayed the same'. Another 10% say 'improved' and 29% say 'worsened', yielding a net momentum score of -19 percentage points.

- This year's net score is down significantly from 2014 and represents a new all-time low since the City began tracking this measure in 2004.
- In comparison, those living elsewhere in Canada generally report an improving quality of life.

Residents who think the quality of life has 'improved' attribute this to a number of different factors, with the top open-ended responses being "increased employment opportunities/wages" (14%), "new/improved services and facilities" (13%), and "population growth" (11%).

- The primary reason behind perceptions of an improved quality of life in 2014 was "new/improved services and facilities".

Conversely, residents who think the quality of life has 'worsened' cite "poverty/homelessness" (25%) and "high cost of living" (21%) as the leading open-ended reasons behind deteriorating perceptions.

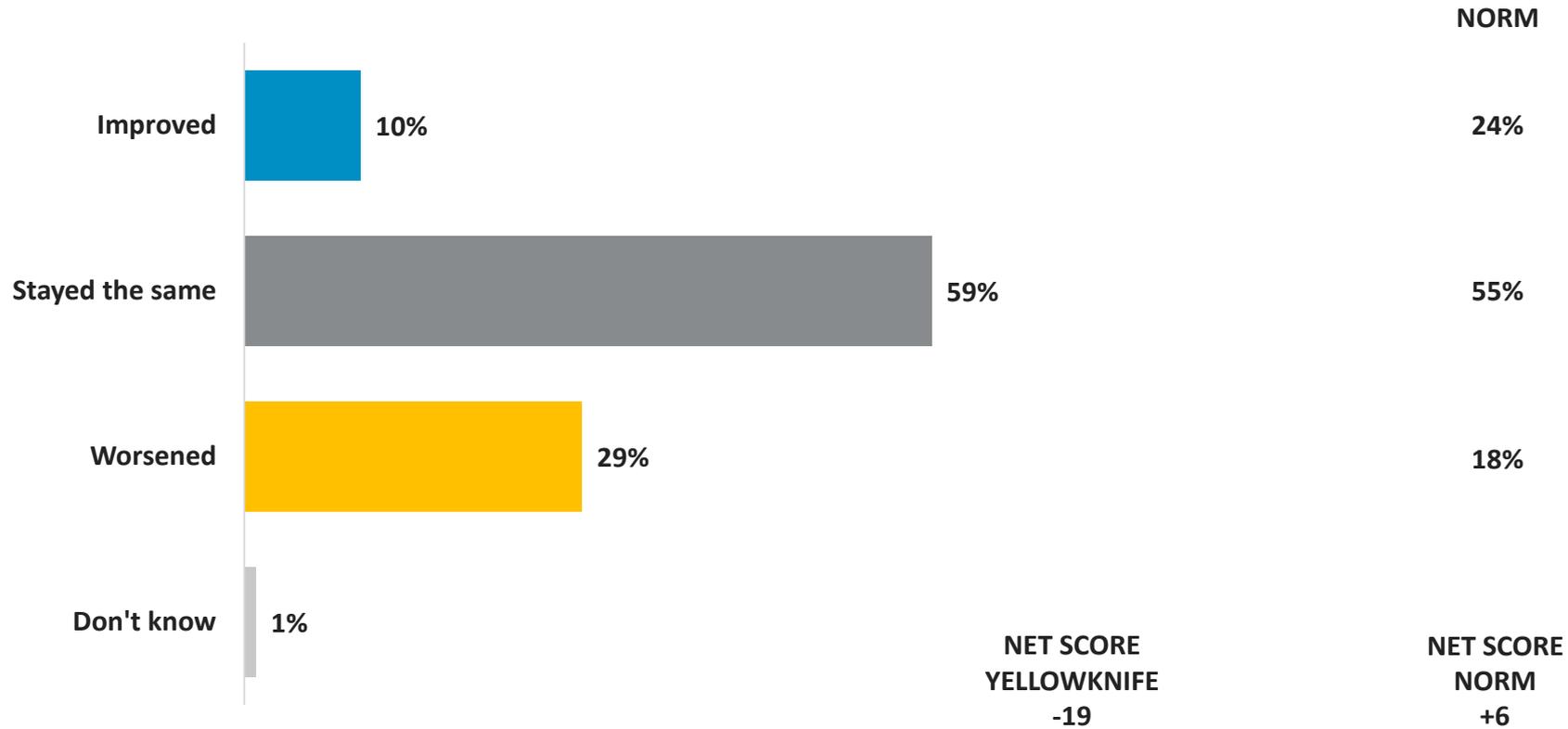
- In 2014, "high cost of living" was the single biggest reason for saying the quality of life had worsened.

Analysis by Demographic Subgroup

Younger residents are significantly more likely to say the quality of life has 'improved' (14% of 18-34 years vs. 8% of 35-54 years, 7% of 55+ years).

Conversely, perceptions of a 'worsened' quality of life are significantly higher among those who are 35+ years (includes 36% of 35-54 years and 31% of 55+ years vs. 20% of 18-34 years) and those with household incomes of \$80k+ (includes 32% of \$80k-<\$150k and 31% of \$150k+ vs. 18% of <\$80k).

Change in Quality of Life



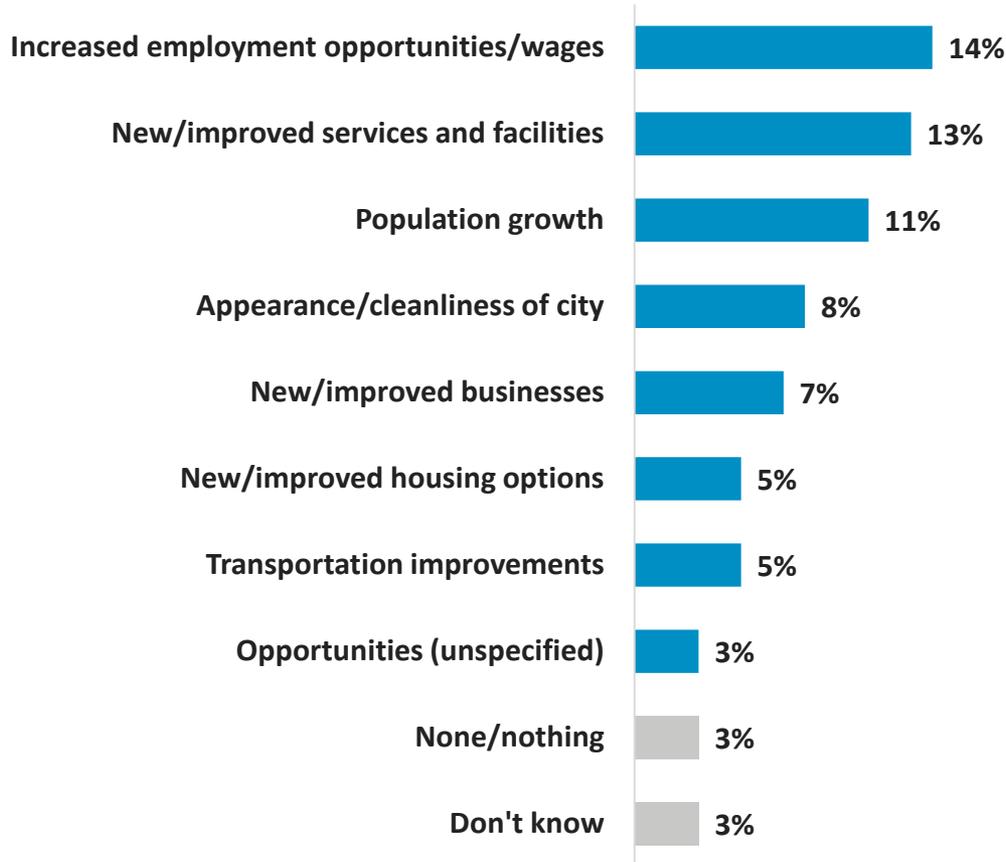
	2004	2005	2006	2007	2008	2010	2014	2017
	n=800	n=800	n=800	n=801	n=800	n=800	n=800	n=600
NET SCORE	+16	+7	+3	+2	-4	-5	-5	-19 ↓

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

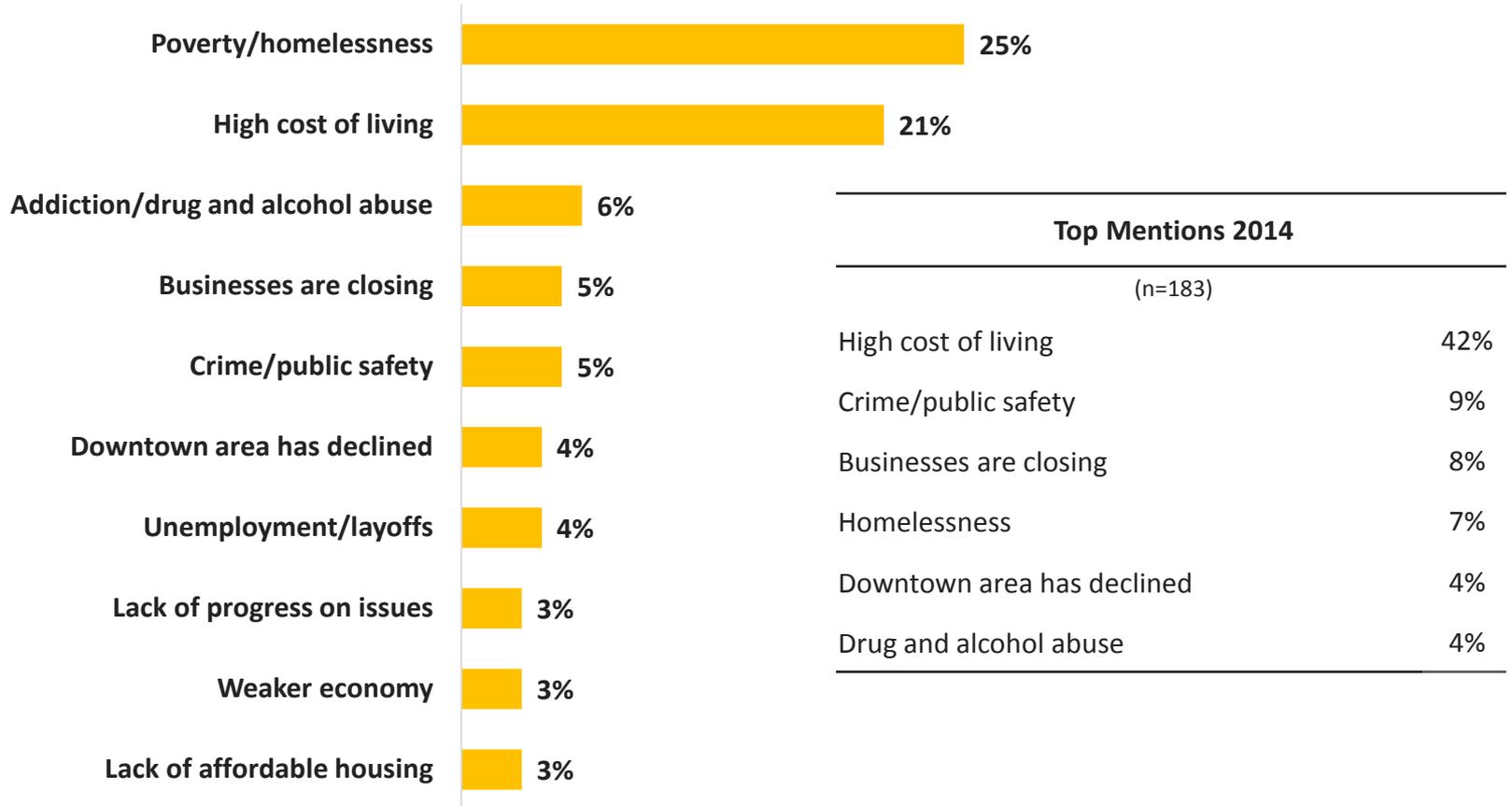
Small base size; interpret with caution.

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

Overall perceptions of downtown Yellowknife are predominately negative.

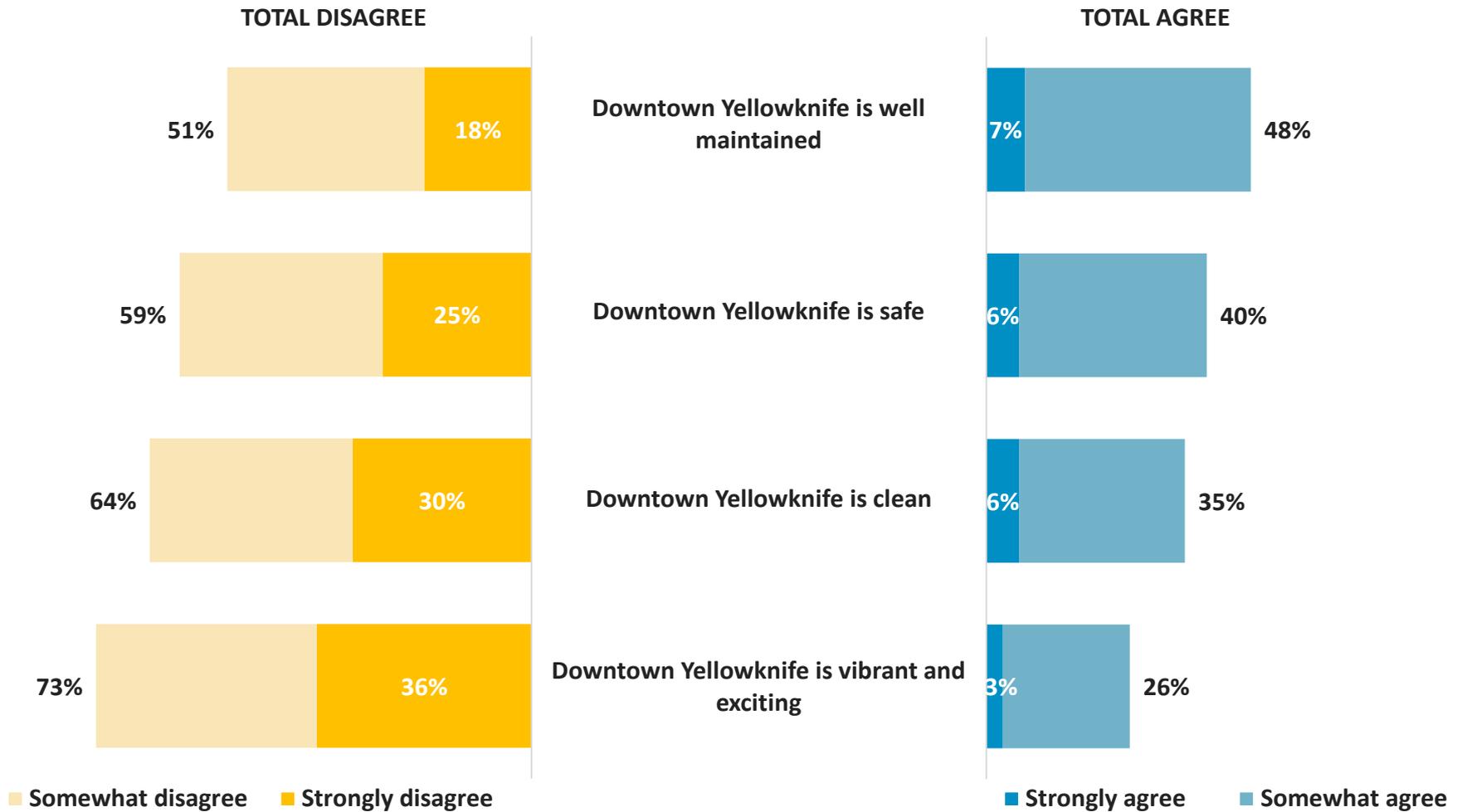
- 73% say they *disagree* with the statement **downtown Yellowknife is vibrant and exciting** (36% 'strongly disagree').
- 64% say they *disagree* with the statement **downtown Yellowknife is clean** (30% 'strongly disagree').
- 59% say they *disagree* with the statement **downtown Yellowknife is safe** (25% 'strongly disagree').

Opinion towards the maintenance of downtown is mixed, with 51% saying they *disagree* with the statement **downtown Yellowknife is well maintained** and 48% saying they *agree*. However, the intensity of disagreement is more than double that of agreement (18% 'strongly disagree' vs. 7% 'strongly agree').

Analysis by Demographic Subgroup

- Disagreement with the statement **downtown Yellowknife is vibrant and exciting** is significantly higher among those who are 35+ years of age (includes 81% of 35-54 years and 77% of 55+ years vs. 60% of 18-34 years), those who have lived in Yellowknife for 11+ years (includes 80% of 11-20 years and 81% of 21+ years vs. 56% of 10 years or less), and those with higher household incomes (80% of those earning \$150k+ vs. 70% of \$80k-<\$150k, 59% of <\$80k).
- Disagreement with the statement **downtown Yellowknife is clean** is significantly higher among those with higher household incomes (69% of those earning \$150k+ vs. 63% of \$80k-<\$150k, 54% of <\$80k).
- Disagreement with the statement **downtown Yellowknife is safe** is significantly higher among women (67% vs. 51% of men) and those who are 35+ years of age (includes 64% of 35-54 years and 62% of 55+ years vs. 52% of 18-34 years).
- Disagreement with the statement **downtown Yellowknife is well maintained** is significantly higher among those who have lived in Yellowknife for 11+ years (includes 60% of 11-20 years and 52% of 21+ years vs. 42% of 10 years or less).

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)

Social issues dominate the issue agenda. Overall, more than two-thirds (69%) of citizens identify social issues as an important local issue on an open-ended basis. The single biggest social issue by far is “poverty/ homelessness” (59%). All other social issues are mentioned considerably less often and include “addiction/drug and alcohol abuse” (11%), “housing/lack of affordable housing” (8%), “mental health issues” (2%), “social issues (unspecified)” (1%), “seniors issues” (1%), and “other social issues” (3%).

In comparison to social issues, all other issues are deemed a distant second in priority. Second-tier issues include:

- **Economy** (23%) – comprised of mentions related to “cost of living” (11%), “economic development/growth” (3%), “economy (unspecified)” (2%), “cost of utilities/gas” (2%), “employment/job creation” (2%), “supporting/attracting businesses” (1%), and “other economy mentions” (2%).
- **Municipal government services** (19%) – comprised of mentions related to “downtown/downtown revitalization” (8%), “municipal infrastructure” (5%), “appearance/cleanliness of city” (2%), “water/water supply” (1%), “garbage and recycling services” (1%), “build/maintain public washrooms” (1%), and “other municipal government services mentions” (3%).
- **Transportation** (11%) – comprised of mentions related to “condition of streets/roads/sidewalks” (9%) and “other transportation mentions” (2%).

All other issues are mentioned by fewer than 10% of residents.

While social issues have consistently been the leading top-of-mind community issue, this year’s results are significantly higher than what has been reported in the past. Conversely, transportation-related mentions are down considerably this year.

Compared to the national norm, Yellowknife residents place a significantly greater emphasis on social issues, the economy, and municipal government services. However, Yellowknife residents are less likely to mention issues related to transportation.

Important Local Issues

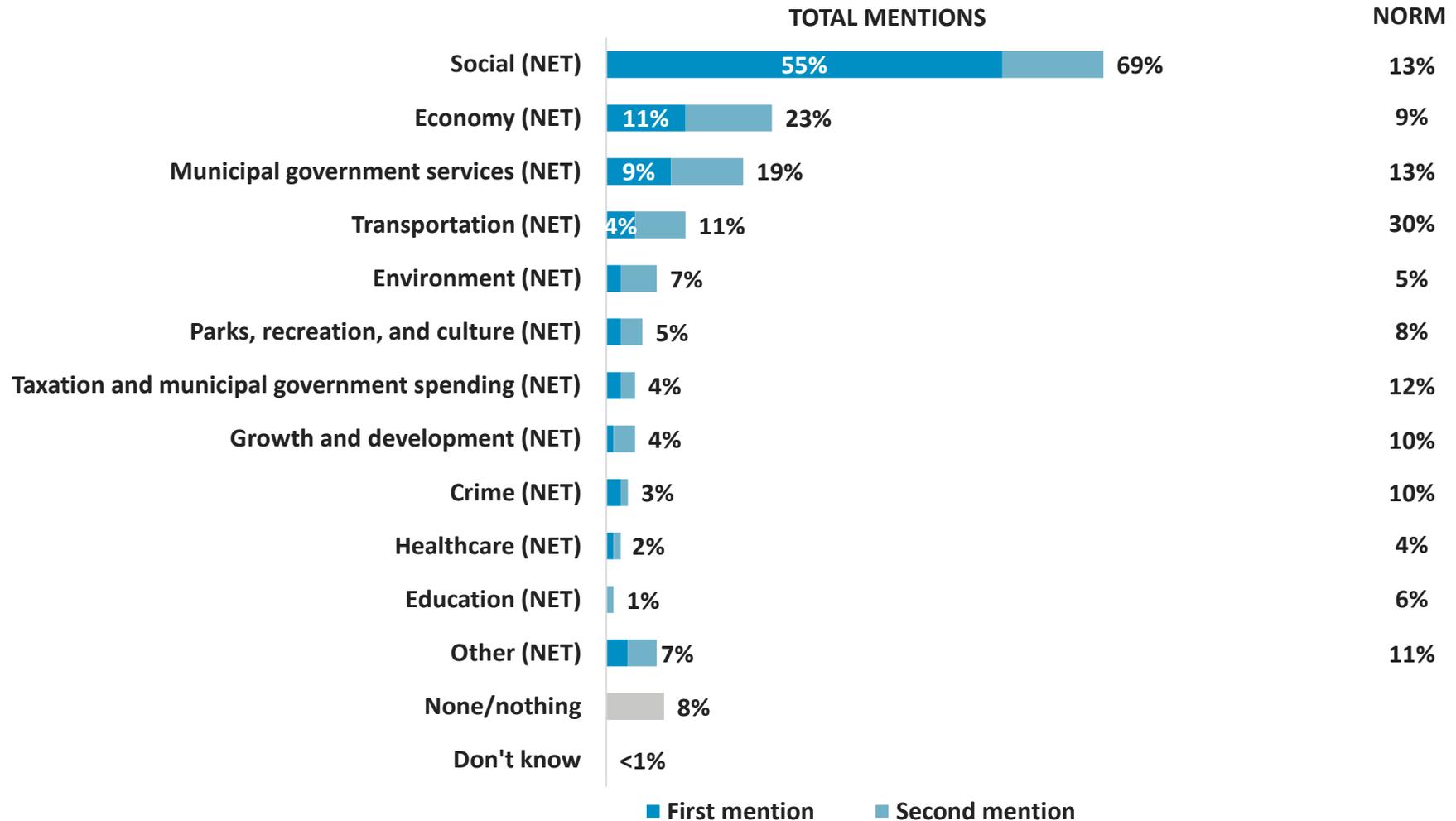
(Coded Open-Ends, Multiple Responses Allowed)

Analysis by demographic subgroup reveals the following significant differences:

- **Social** issues are mentioned more often by women (74% vs. 65% of men).
- **Economy** is mentioned more often by men (26% vs. 19% of women) and those who are 35-54 years of age (29% vs. 19% of 18-34 years, 17% of 55+ years).
- **Municipal government services** are mentioned more often by those who are 35+ years of age (includes 26% of 35-54 years and 20% of 55+ years vs. 11% of 18-34 years), those who have lived in Yellowknife for 21+ years (23% vs. 20% of 11-20 years, 12% of 10 years or less), and those with higher household incomes (26% of those earning \$150k+ vs. 12% of \$80k-<\$150k, 16% of <\$80k).
- **Transportation** is mentioned more often by older residents (17% of 55+ years vs. 9% of 35-54 years, 8% of 18-34 years).

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

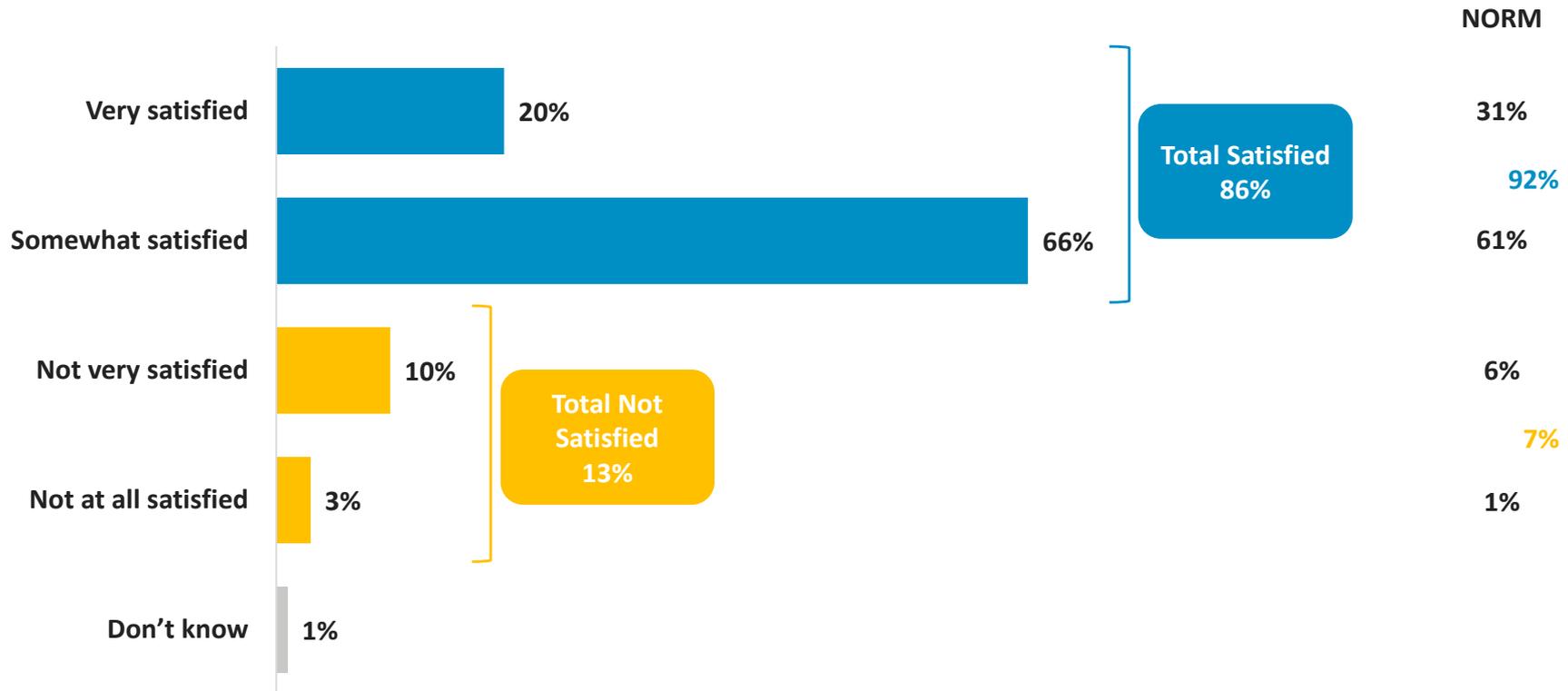
A large majority (86%) of residents say they are satisfied with the overall quality of services provided by the City of Yellowknife. This includes 20% saying 'very satisfied' and 66% saying 'somewhat satisfied'.

- Satisfaction this year is not significantly different from 2014.
- Satisfaction with municipal services in Yellowknife is lower than the national norm, both overall (combined 'very/somewhat satisfied' responses) and in intensity ('very satisfied').

Analysis by Demographic Subgroup

Overall satisfaction (combined 'very/somewhat satisfied' responses) with the quality of City services is significantly higher among older residents (91% of 55+ years vs. 84% of 35-54 years, 85% of 18-34 years) and those living in larger households (88% of 3+ member households vs. 85% of 2 person households, 77% of those living alone).

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

Of the tested services, citizens say they are the most satisfied (combined 'very/somewhat satisfied' responses) with **local arenas including the multiplex arena and the Yellowknife community arena (96%), fire and ambulance services (95%), and the quality of City tap water (93%).**

Following these, the next most satisfactory services are:

- **The maintenance of outdoor rinks (80%);**
- **The walking trail system and bike routes (77%);**
- **Traffic enforcement (76%);**
- **The Yellowknife public library (75%);**
- **Snow removal (75%); and,**
- **The Ruth Inch Memorial Pool (75%).**

Fewer (but still the majority) say they are satisfied with **road and sidewalk maintenance (60%) and litter control (58%).**

Compared to 2014, satisfaction with **local arenas** has increased significantly while satisfaction with **the Yellowknife public library** and **the Ruth Inch Memorial pool** has dropped.

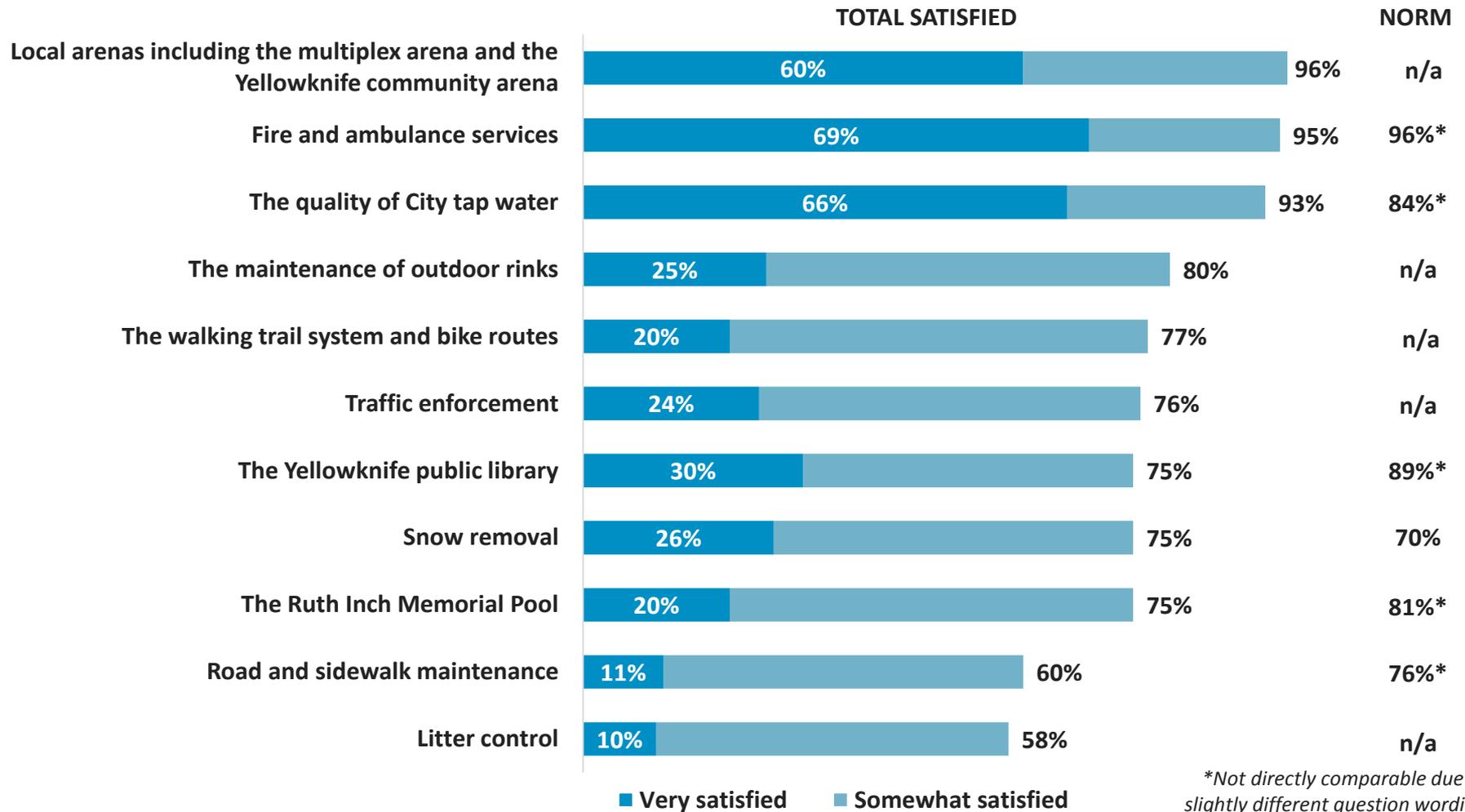
Compared to the national norm, Yellowknife residents are more satisfied than average with **the quality of City tap water** and **snow removal**. However, Yellowknife residents are significantly less likely to be satisfied with **the public library, the pool, and road and sidewalk maintenance.**

Satisfaction with Specific City Services

Analysis by demographic subgroup reveals the following significant differences:

- Satisfaction with **fire and ambulance services** is higher among those who have lived in Yellowknife for 21+ years (97% vs. 93% of 11-20 years, 94% of 10 years or less).
- Satisfaction with **the maintenance of outdoor rinks** is higher among those under the age of 55 years (includes 84% of 18-34 years and 82% of 35-54 years vs. 70% of 55+ years), those living in larger households (83% of 3+ member households vs. 75% of 2 person households, 78% of those living alone), and those who have lived in Yellowknife for 10 years or less (86% vs. 81% of 11-20 years, 76% of 21+ years).
- Satisfaction with **traffic enforcement** is higher among women (80% vs. 71% of men), younger residents (84% of 18-34 years vs. 70% of 35-54 years, 73% of 55+ years), and those living in larger households (80% of 3+ member households vs. 70% of 2 person households, 68% of those living alone).
- Satisfaction with **the Yellowknife public library** is higher among those who have lived in Yellowknife for 10 years or less (83% vs. 68% of 11-20 years, 74% of 21+ years) and those with household incomes of <\$150k (includes 87% of <\$80k and 80% of \$80k-<\$150k vs. 66% of \$150k+).
- Satisfaction with **snow removal** is higher among younger residents (83% of 18-34 years vs. 68% of 35-54 years, 74% of 55+ years).
- Satisfaction with **the Ruth Inch Memorial Pool** is higher among older residents (82% of 55+ years vs. 71% of 35-54 years, 74% of 18-34 years).
- Satisfaction with **litter control** is higher among younger residents (67% of 18-34 years vs. 55% of 35-54 years, 50% of 55+ years) and those living in larger households (62% of 3+ member households vs. 55% of 2 person households, 48% of those living alone).

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

All of the tested services are important to citizens, with the highest 'very/somewhat important' scores going to:

- **Fire and ambulance services** (100%);
- **The quality of City tap water** (99%);
- **Road and sidewalk maintenance** (99%);
- **Litter control** (98%);
- **Snow removal** (96%);
- **Local arenas including the multiplex arena and the Yellowknife community arena** (93%); and,
- **The walking trail system and bike routes** (92%).

The following services are also important to a large majority of residents:

- **The Ruth Inch Memorial Pool** (88%);
- **The Yellowknife public library** (85%); and,
- **Traffic enforcement** (85%).

Fewer (but still the majority) say **the maintenance of outdoor rinks** is important (65%).

Analysis of year-over-year tracking data shows that the stated importance of several services has increased significantly this year. Specifically, significant increases are seen in the importance of **litter control, local arenas, the walking trail system and bike routes, the pool, the library, and the maintenance of outdoor rinks.**

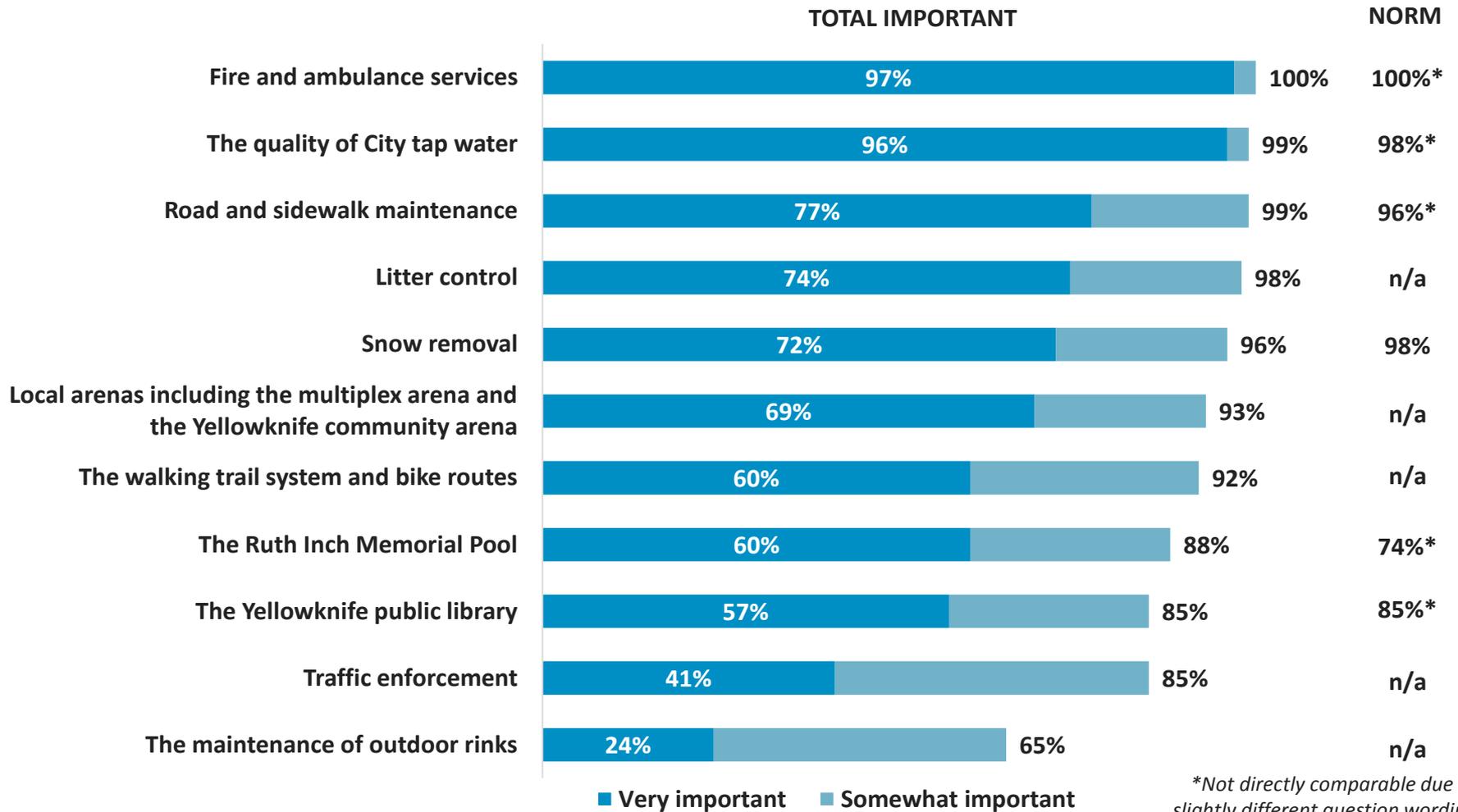
This year's results are generally on par with the national norm. The one exception is **the pool**, which is rated as more important than average in Yellowknife.

Importance of Specific City Services

Analysis by demographic subgroup reveals the following significant differences:

- **Litter control** is more important to those living in larger households (99% of 3+ member households vs. 97% of 2 person households, 95% of those living alone).
- **Snow removal** is more important to those who have lived in Yellowknife for 11+ years (98% vs. 92% of 10 years or less) and those with higher household incomes (98% of those earning \$150k+ vs. 95% of \$80k-<\$150k, 94% of <\$80k).
- **The walking trail system and bike routes** is more important to women (94% vs. 90% of men) and those who have lived in Yellowknife for 10 years or less (97% vs. 91% of 11-20 years, 89% of 21+ years).
- **The Ruth Inch Memorial Pool** is more important to women (91% vs. 85% of men) and those living in larger households (91% of 3+ member households vs. 82% of 2 person households, 86% of those living alone).
- **The Yellowknife public library** is more important to women (89% vs. 82% of men) and those with household incomes of <\$150k (includes 90% of <\$80k and 88% of \$80k-<\$150k vs. 80% of \$150k+).
- **Traffic enforcement** is more important to women (90% vs. 80% of men), those who have lived in Yellowknife for 21+ years (88% vs. 86% of 11-20 years, 80% of 10 years or less), and those with household incomes of \$80k-<\$150k (91% vs. 89% of <\$80k, 80% of \$150k+).
- **The maintenance of outdoor rinks** is more important to those living in larger households (70% of 3+ member households vs. 58% of 2 person households, 56% of those living alone) and those with household incomes of <\$80k (76% vs. 64% of \$80k+).

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 Ipsos Public Affairs

An Importance versus Satisfaction Action Grid was plotted to better understand the City of Yellowknife's perceived strengths and areas for improvement. This analysis simultaneously displays the perceived value (e.g., importance) of the City's services and how well the City is seen to be performing (e.g., satisfaction) in each area.

Action Grids are a relative type of analysis, meaning that services are scored relative to one another. As such, there will always be areas of strength and areas for improvement.

Individual services would fall into one of four categories:

- **Primary Strengths** represent services where the City is performing well and are of value to citizens. Efforts should be made to maintain high levels of satisfaction with these key services.
- **Primary Areas for Improvement** represent services where the City is performing relatively less well but are still of value to citizens. Delivery of these key services could be improved. They also represent the best opportunities for improving overall satisfaction with City services.
- **Secondary Strengths** represent services where the City is performing well but are of lesser value to citizens. These services can be considered as 'low maintenance'; while maintaining positive perceptions would be beneficial, they are of lower priority than other areas.
- **Secondary Areas for Improvement** represent services where the City is performing relatively less well and are also of lesser value to citizens. Depending on available resources, the City may or may not wish to make a concerted effort to improve performance in these lower priority areas. These could also be considered longer-term action items to be addressed when resources permit.

Importance vs Satisfaction Action Grid

STRENGTHS

The City of Yellowknife has three **primary strengths**:

- Fire and ambulance services
- The quality of City tap water
- Local arenas

The City also has one **secondary strength**:

- Maintenance of outdoor rinks

AREAS FOR IMPROVEMENT

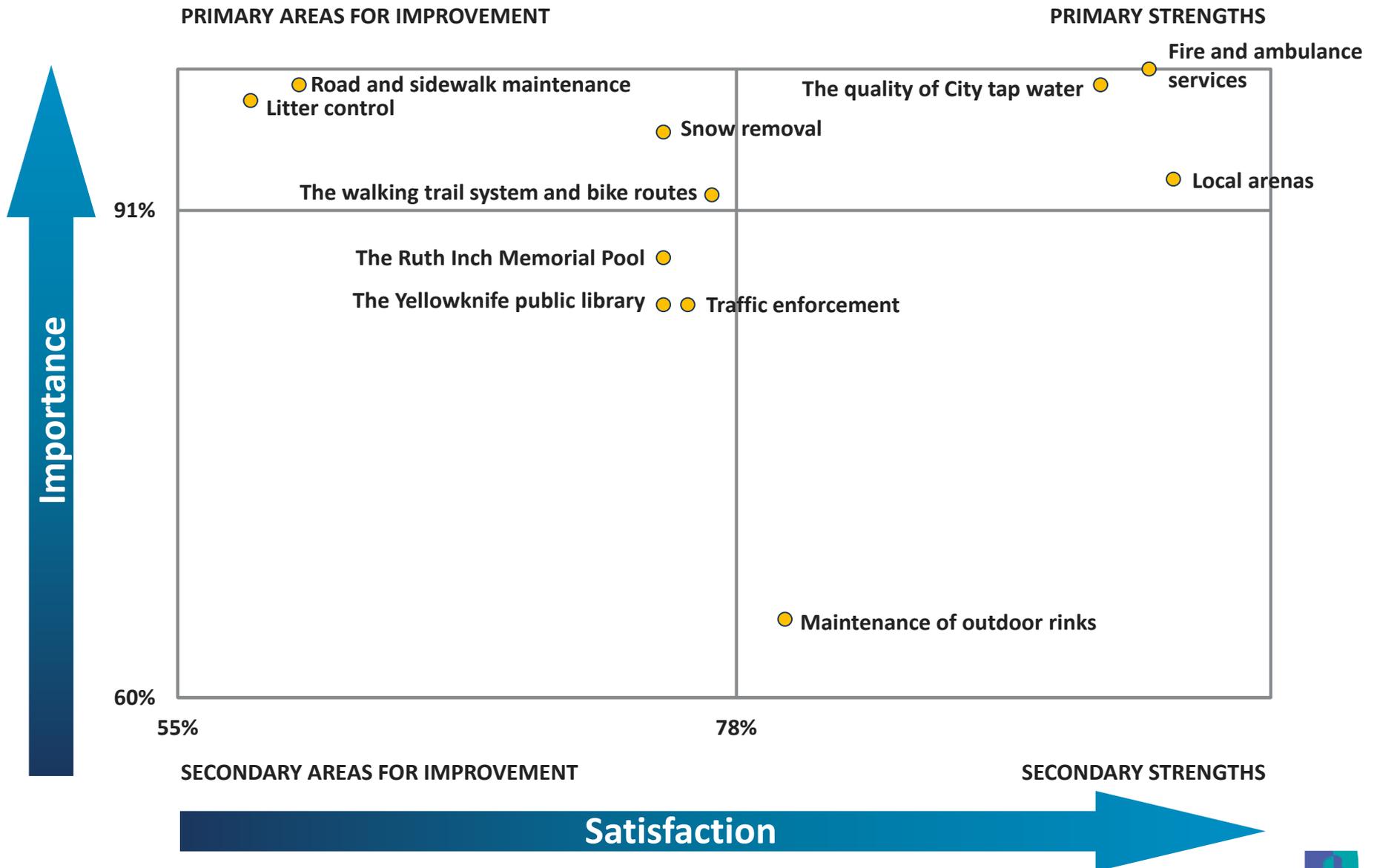
The City of Yellowknife has four **primary areas for** improvement:

- Road and sidewalk maintenance
- Litter control
- Snow removal
- The walking trail system and bike routes

The City has three **secondary areas for** improvement:

- The Ruth Inch Memorial Pool
- The Yellowknife public library
- Traffic enforcement

Importance vs Satisfaction Action Grid



CITY PERFORMANCE

Satisfaction with Municipal Government

Residents are satisfied (combined 'very/somewhat satisfied' responses) with the way the City of Yellowknife is going about running the community, including:

- 79% saying they are satisfied with the **City's municipal government, including Council and staff as a whole**;
- 80% saying they are satisfied with **Council, excluding staff**; and,
- 85% saying they are satisfied with **staff, excluding Council**.
 - Yellowknife residents' satisfaction with staff is significantly higher than the national norm.

Among those who are satisfied with **municipal government as a whole**, the most frequently mentioned open-ended reason behind satisfaction is "satisfied/doing a good job/doing their best" (23%). This is followed by "listens/engages/responds to residents" (10%).

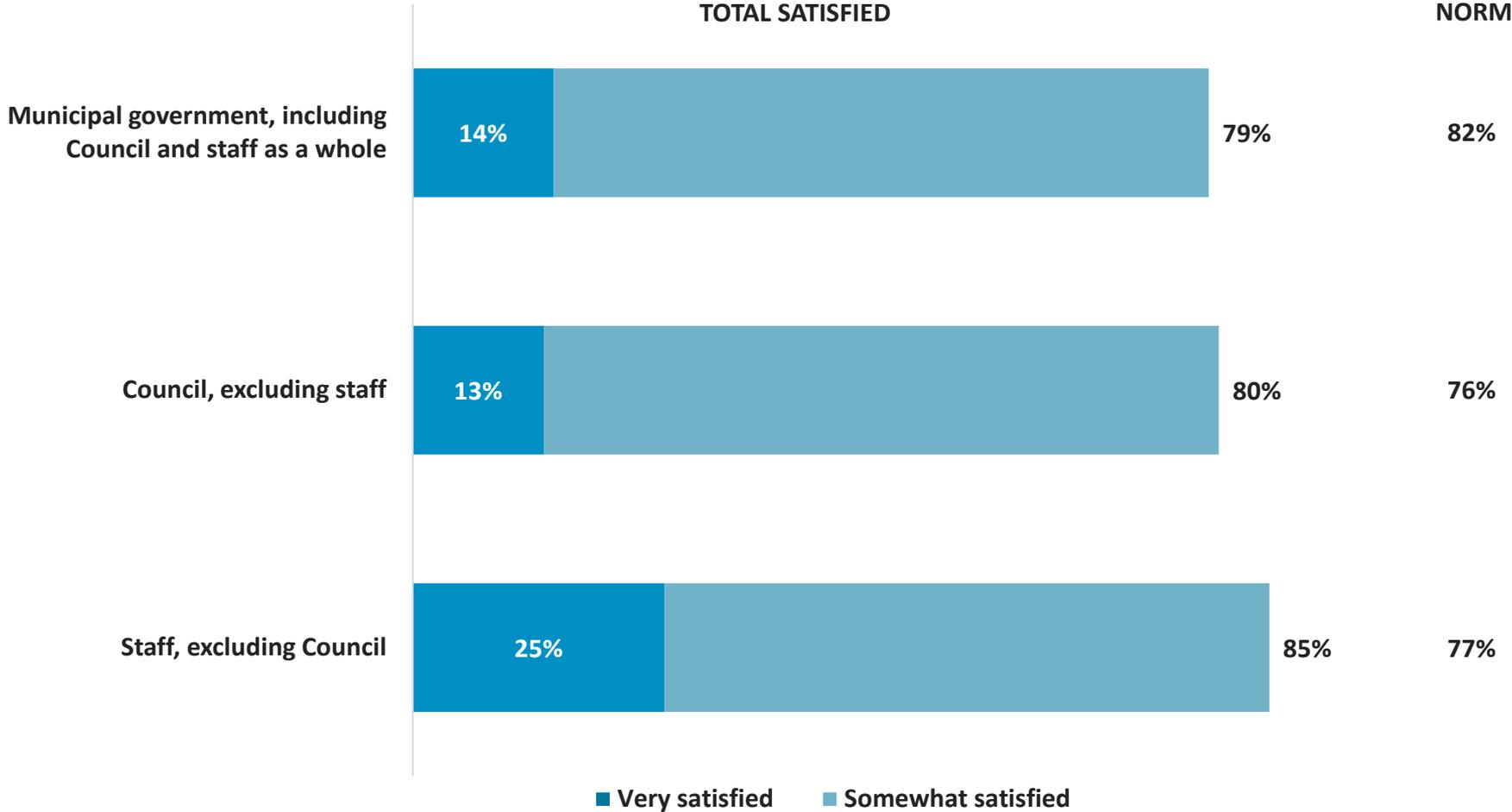
Conversely, among those who are not satisfied with **municipal government as a whole**, the leading open-ended reason behind dissatisfaction is "wrong priorities" (21%), followed by "not fiscally responsible" (11%) and "personal agendas drive decisions" (10%).

Analysis by Demographic Subgroup

Younger residents are significantly more satisfied (combined 'very/somewhat satisfied' responses) with the **City's municipal government as a whole** (84% of 18-34 years vs. 75% of 35-54 years, 82% of 55+ years).

Overall satisfaction with the **City's municipal government as a whole** is also significantly higher among those who are satisfied with the City's overall quality of services (86% vs. 34% of dissatisfied residents) and those who feel they receive good value for their municipal tax dollars (90% vs. 41% of those who rate their value for taxes poorly).

Satisfaction with Municipal Government

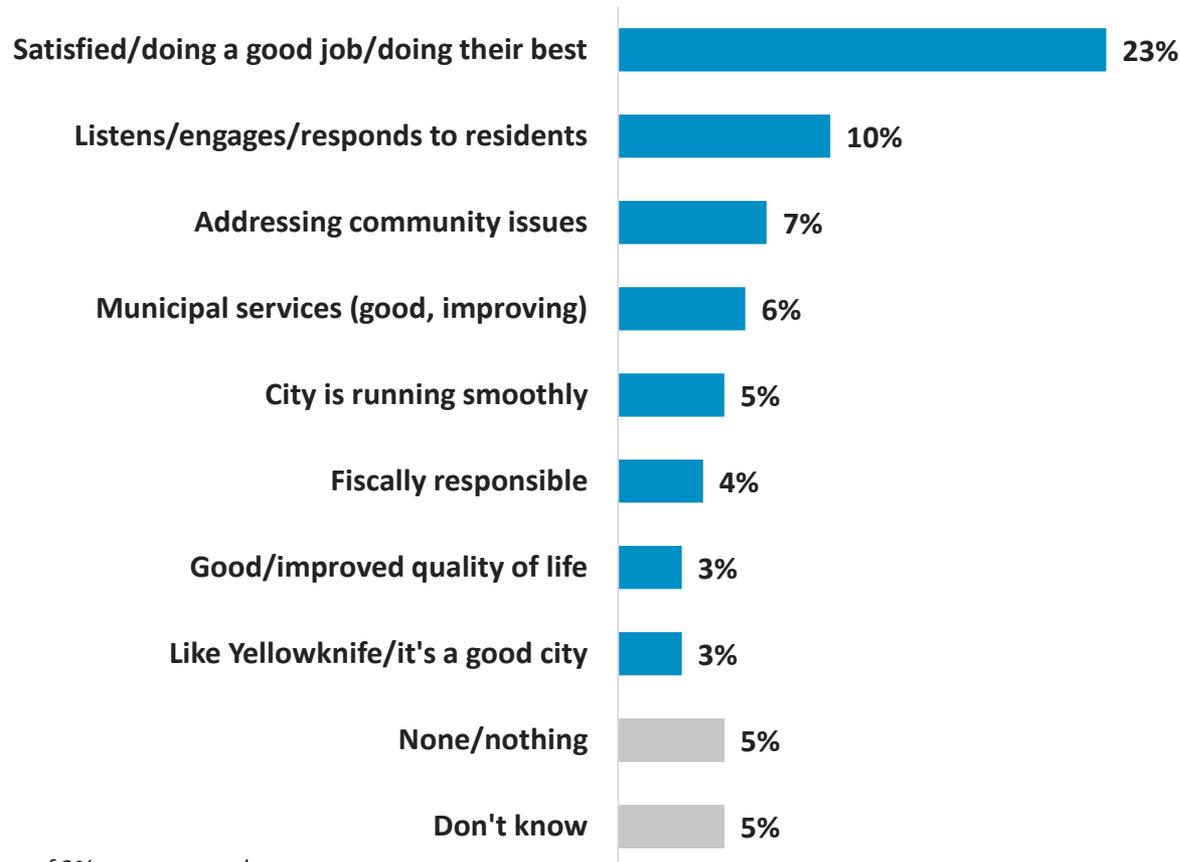


Q10. Taking everything into account, how satisfied are you with the way the City of Yellowknife's ... is going about running the community?

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)



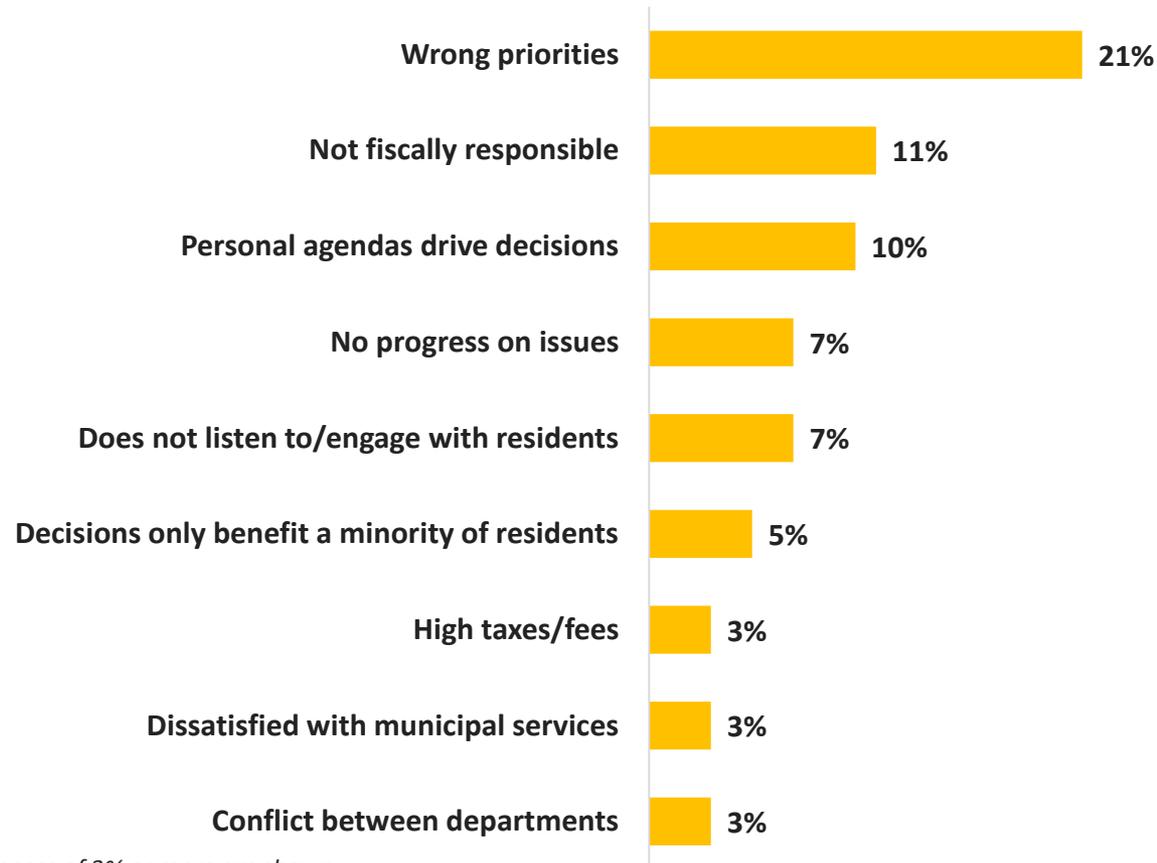
Only responses of 3% or more are shown

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

Residents think the City is doing a good job in a number of areas.

The most favourable assessments (combined 'very good job/good job' responses) are for **providing access to natural areas and lakes** (85%) and **providing alternative options for waste diversion including composting and recycling** (82%).

The majority of residents also say the City is doing a good job overall when it comes to:

- **Facilitating communications with residents** (72%);
- **Managing and encouraging community growth** (68%);
- **Accommodating the different needs of Yellowknife's diverse population** (67%);
- **Engaging the community in municipal decisions** (66%);
- **Encouraging a strong and diverse economy** (64%); and,
- **Growing in a way that takes advantage of existing infrastructure** (62%).

Residents are much less likely to say the City is doing a good job **encouraging a diverse supply of housing options** (46%). A slight majority (53%) think the City is doing a poor job in this regard.

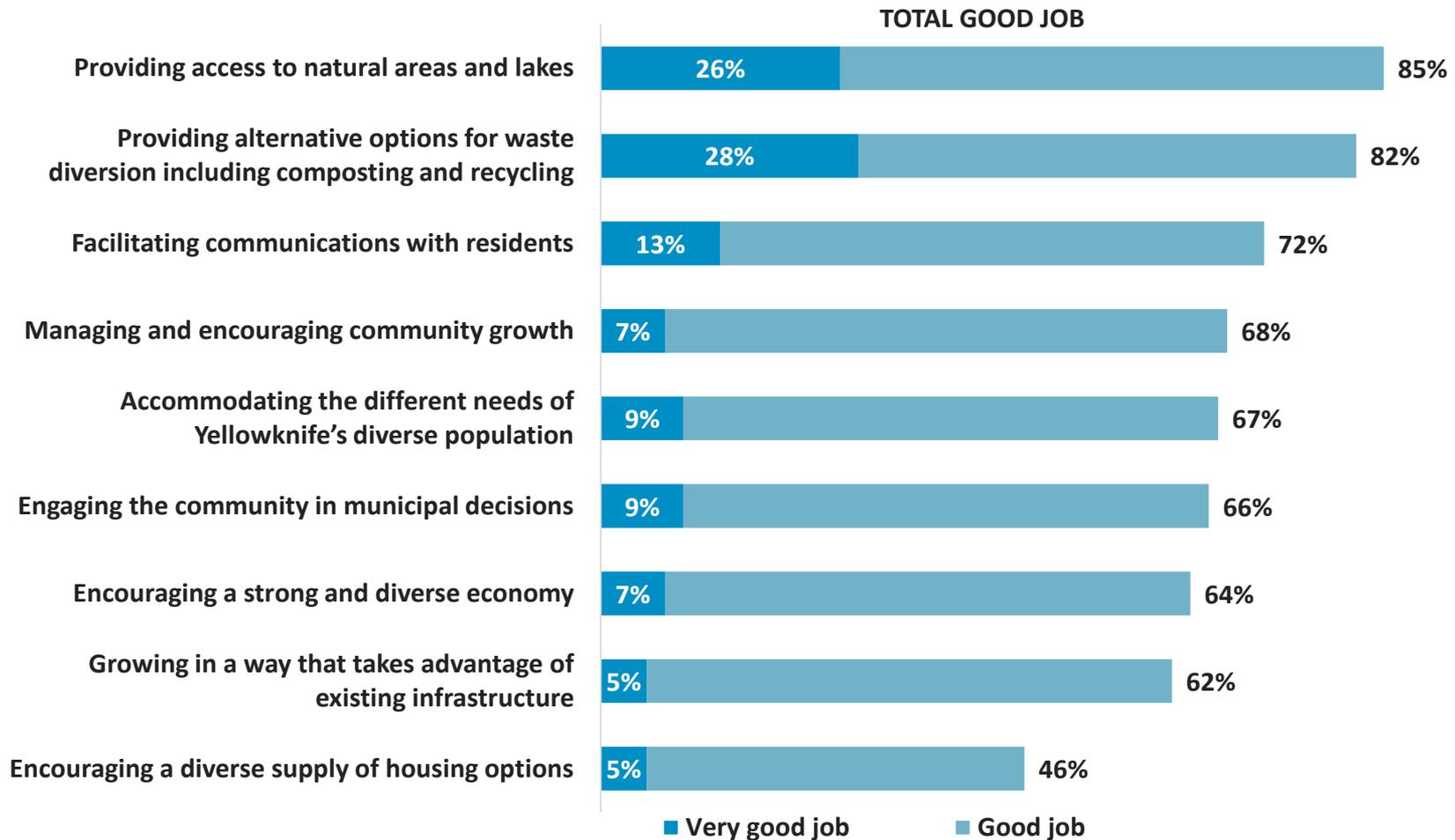
Analysis of year-over-year tracking data shows that there have been significant drops in perceptions of the City's performance in several areas. Specifically, residents this year are considerably less likely to say that the City is doing a good job **facilitating communications with residents, accommodating the different needs of Yellowknife's diverse population, and growing in a way that takes advantage of existing infrastructure.**

Performance in Specific Areas

Analysis by demographic subgroup reveals the following significant differences:

- Perceptions of **providing alternative options for waste diversion including composting and recycling** are higher among older residents (88% of 55+ years vs. 82% of 35-54 years, 78% of 18-34 years), those who have lived in Yellowknife for 21+ years (87% vs. 79% of 11-20 years, 78% of 10 years or less), and those with household incomes of \$80k-<\$150k (88% vs. 78% of <\$80k, 79% of \$150k+).
- Residents between 35-54 years of age are more likely to say the City is doing a *poor* job of **facilitating communications with residents** (32% vs. 24% of 18-34 years, 23% of 55+ years).
- Perceptions of **managing and encouraging community growth** are higher among women (73% vs. 63% of men) and younger residents (78% of 18-34 years vs. 60% of 35-54 years, 67% of 55+ years).
- Perceptions of **accommodating the different needs of Yellowknife's diverse population** are higher among those who have lived in Yellowknife for 10 years or less (73% vs. 59% of 11-20 years, 66% of 21+ years).
- Perceptions of **encouraging a strong and diverse economy** are higher among women (70% vs. 57% of men), younger residents (70% of 18-34 years vs. 59% of 35-54 years, 62% of 55+ years), and those living in larger households (68% of 3+ member households vs. 56% of 2 person households, 62% of those living alone).
- Perceptions of **growing in a way that takes advantage of existing infrastructure** are higher among younger residents (68% of 18-34 years vs. 56% of 35-54 years, 61% of 55+ years).

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

Residents are satisfied (combined 'very/somewhat satisfied' responses) with the City's efforts in facilitating different modes of transportation throughout Yellowknife, including:

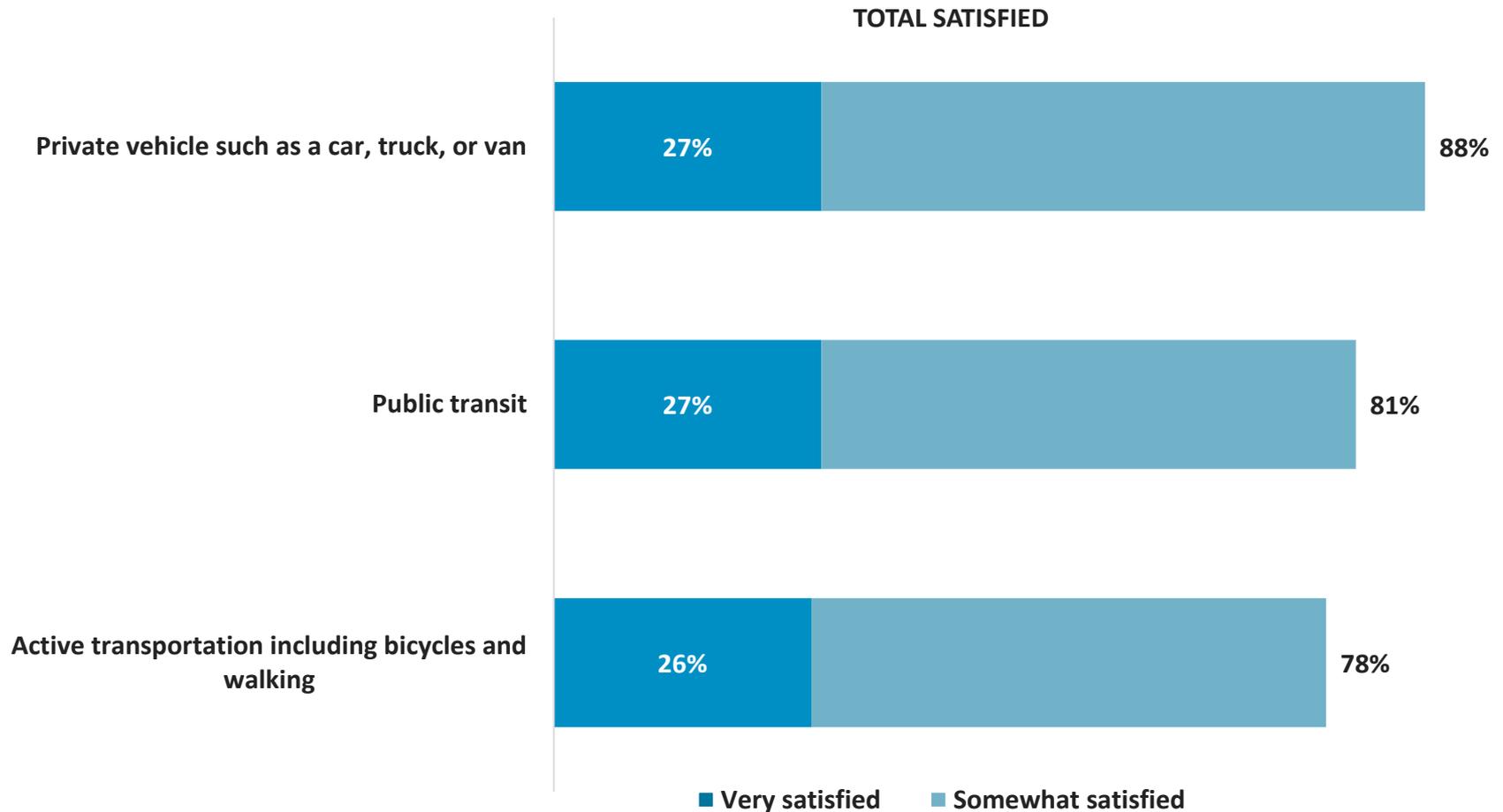
- 88% saying they are satisfied with **private vehicle such as car, truck, or van**;
- 81% saying they are satisfied with **public transit**; and,
- 78% saying they are satisfied with **active transportation including bicycles and walking**.

Analysis by Demographic Subgroup

Overall satisfaction (combined 'very/somewhat satisfied' responses) with **public transit** is significantly higher among those who have lived in Yellowknife for 21+ years (84% vs. 76% of 11-20 years, 80% of 10 years or less). Younger residents are significantly more likely to say they are *not* satisfied (combined 'not very/not at all satisfied' responses) with **public transit** (21% of 18-34 years vs. 14% of 35-54 years, 12% of 55+ years).

Overall satisfaction (combined 'very/somewhat satisfied' responses) with **active transportation** is significantly higher among those who have lived in Yellowknife for 10 years or less (84% vs. 71% of 11-20 years, 76% of 21+ years).

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

Overall, three-quarters (76%) of citizens say they receive either 'very good value' (14%) or 'fairly good value' (62%) for their municipal tax dollars.

- While not directly comparable to previous years due to differences in question wording, this year's results appear on par with 2014.
- Directional comparisons suggest that the perceived value for taxes in Yellowknife is lower than the national norm both overall (combined 'very/fairly good value' responses) and in intensity ('very good value').

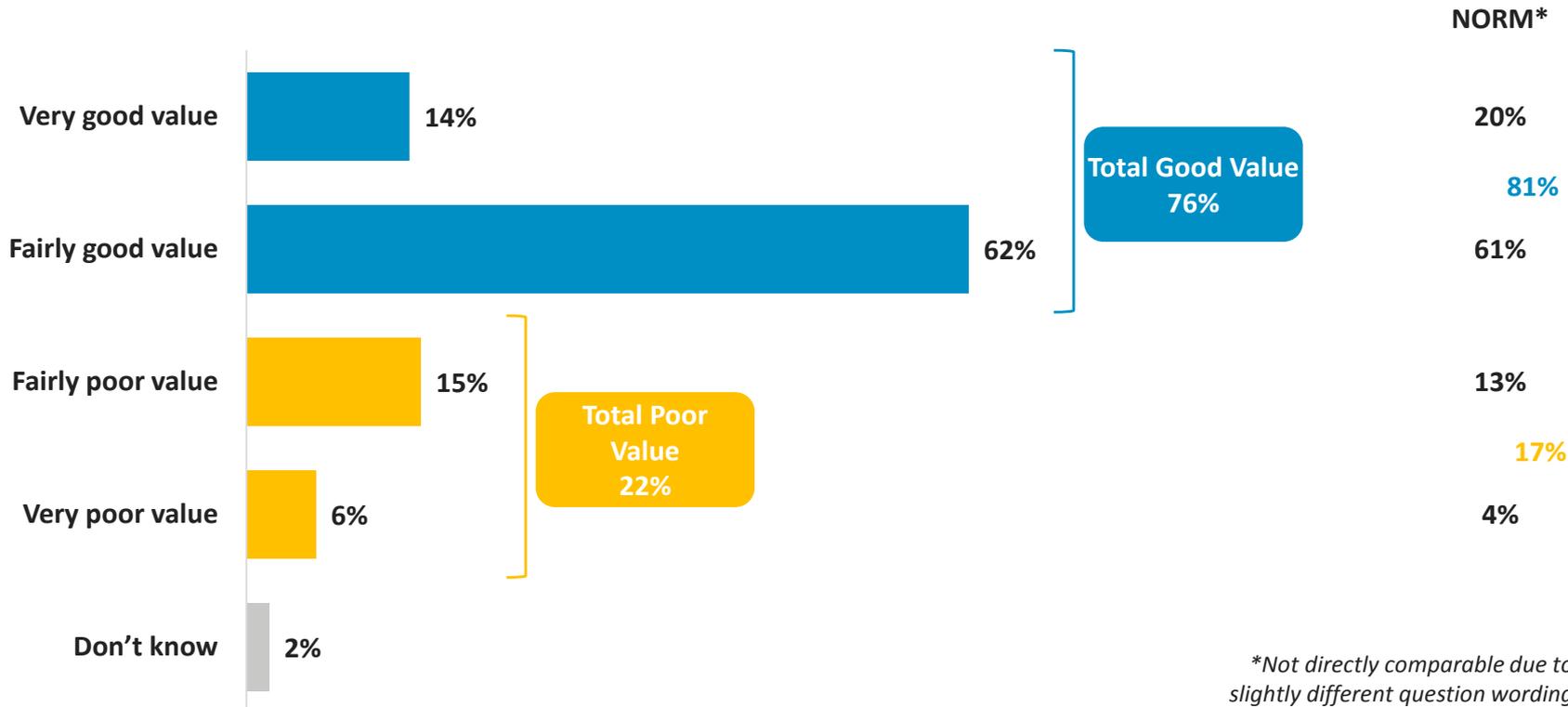
Analysis by Demographic Subgroup

Older residents are significantly more likely to rate their value for taxes as 'very/fairly good' (82% of 55+ years vs. 73% of 35-54 years, 77% of 18-34 years).

Overall perceptions (combined 'very/fairly good value' responses) are also significantly higher among those who are satisfied with the City's overall quality of services (83% vs. 35% of dissatisfied residents).

Conversely, men are more likely than women to rate their value for taxes as 'very/fairly poor' (26% vs. 17%).

Value for Taxes



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

	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

Overall, 53% of citizens say they personally contacted the City of Yellowknife or one of its employees in the past 12 months.

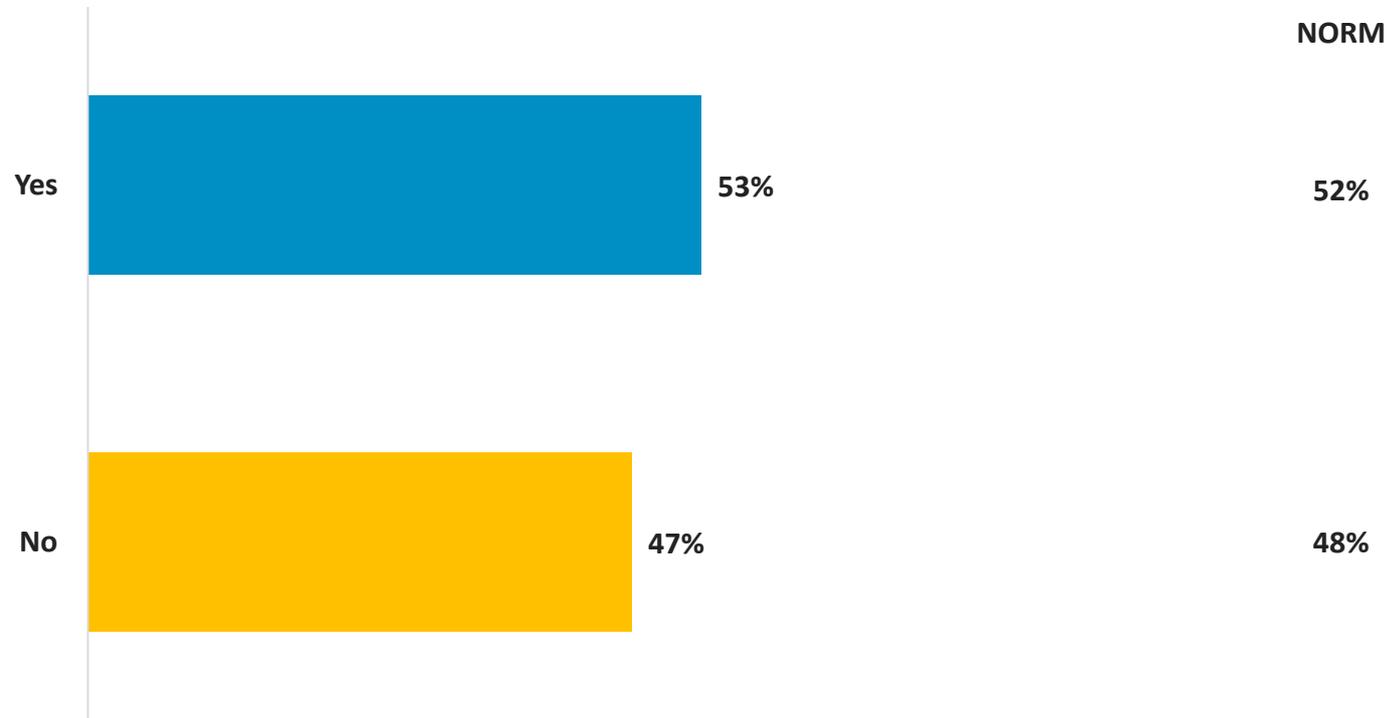
- Claimed contact with the City has dropped significantly since 2014.
- This year's results are on par with the national norm.

Analysis by Demographic Subgroup

Claimed contact with the City is significantly higher among:

- Those who are 35+ years of age (includes 60% of 35-54 years and 63% of 55+ years vs. 40% of 18-34 years);
- Those who have lived in Yellowknife for 21+ years (63% vs. 44% of 11-20 years, 45% of 10 years or less); and,
- Those with higher household incomes (62% of those earning \$150k+ vs. 47% of \$80k-<\$150k, 43% of <\$80k).

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)

Citizens are satisfied with the City's overall customer service, with 81% of those who contacted the City in the past 12 months saying they are either 'very satisfied' (52%) or 'somewhat satisfied' (29%) with the **overall service received**.

Satisfaction (combined 'very/somewhat satisfied' responses) also extends to specific elements of the City's customer service. Specifically, among those who contacted the City in the past 12 months:

- 93% are satisfied with **the courteousness of the staff**;
- 86% are satisfied with **the ability of staff to understand your needs**;
- 85% are satisfied with **staff's helpfulness**;
- 85% are satisfied with **the speed and timeliness of service**;
- 85% are satisfied with **staff's knowledge**; and,
- 78% are satisfied with **staff's ability to resolve your issue**.

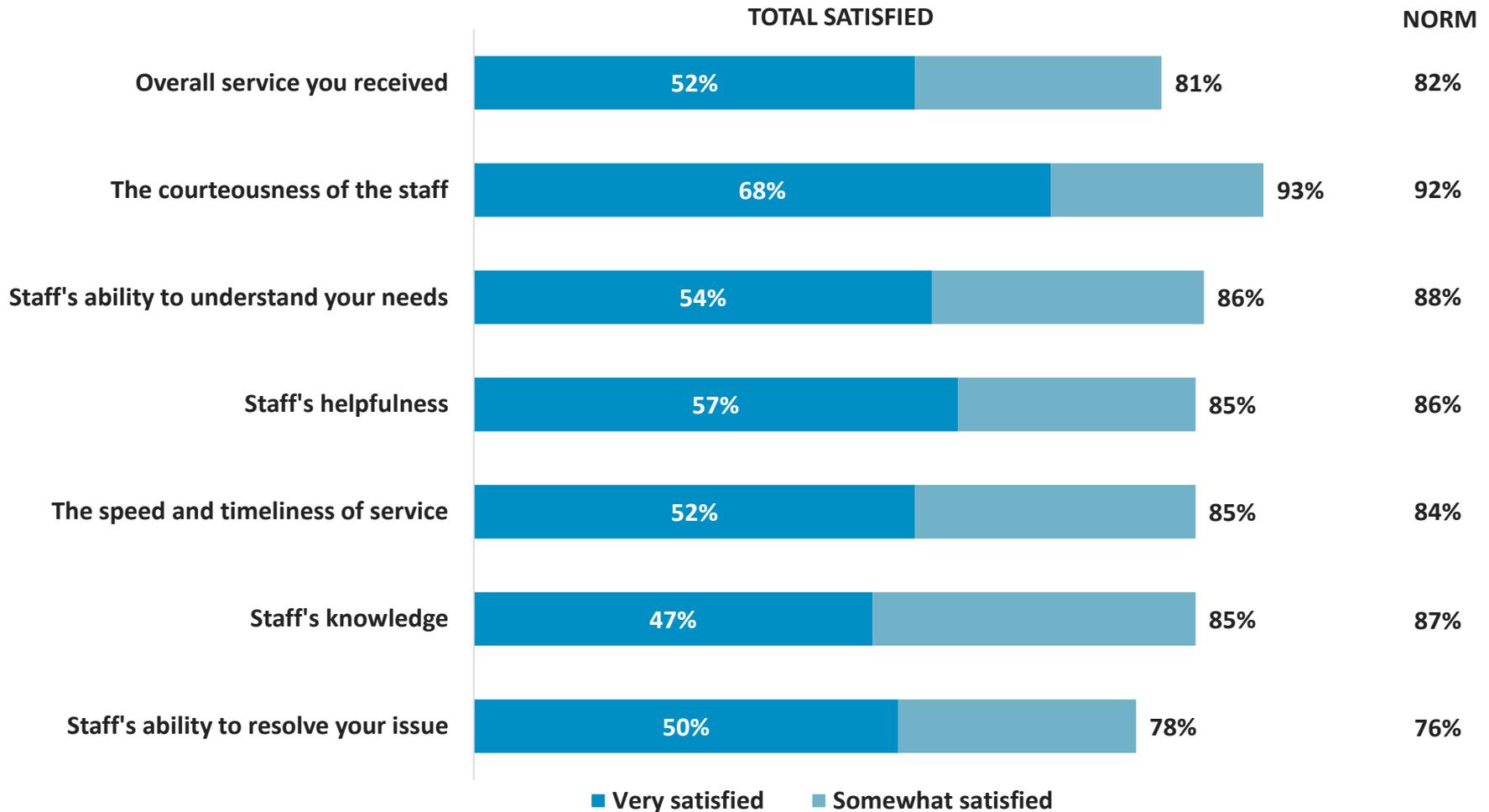
Satisfaction with all aspects of the City's customer service is consistent with 2014 and on par with the national norm.

Analysis by Demographic Subgroup

Overall satisfaction (combined 'very/somewhat satisfied' responses) with **overall service received** is significantly higher among those who have lived in Yellowknife for 21+ years (84% vs. 69% of 11-20 years, 84% of 10 years or less).

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 – 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

When it comes to engaging residents in public consultations, the formats that are of most interest (combined 'very/somewhat interested' responses) to citizens are:

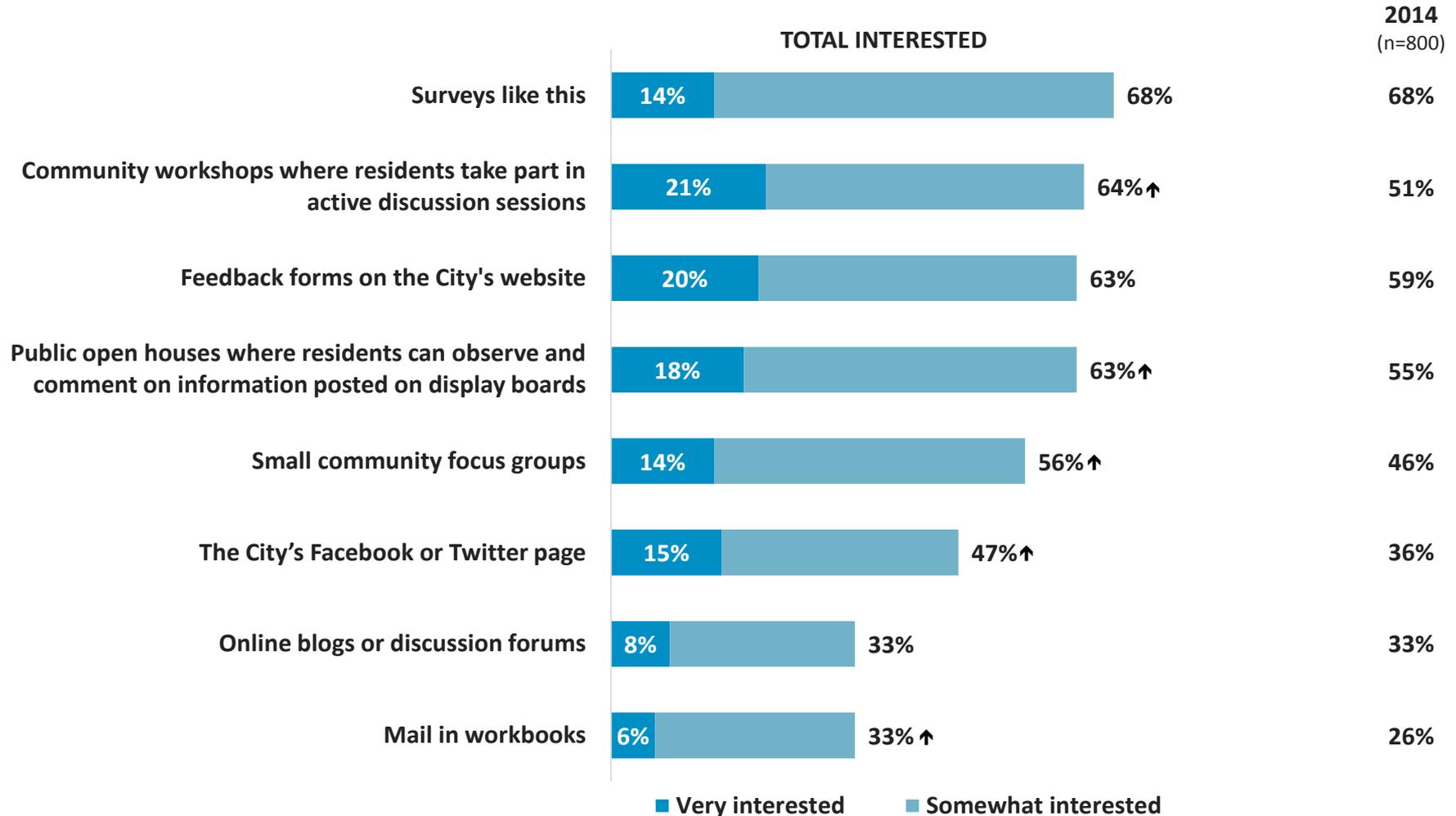
- **Surveys like this** (68%);
- **Community workshops where residents take part in active discussion sessions** (64%);
- **Feedback forms on the City's website** (63%);
- **Public open houses where residents can observe and comment on information posted on display boards** (63%); and,
- **Small community focus groups** (56%).

Just less than half (47%) say they are interested in participating via **the City's Facebook or Twitter page**.

There is considerably less interest in **online blogs or discussion forums** (33%) and **mail in workbooks** (33%).

Analysis of year-over-year tracking data shows increased interest in public consultation, with significantly more residents expressing interest in a number of different formats this year, including **community workshops, public open houses, small community focus groups, the City's Facebook or Twitter page, and mail in workbooks**.

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)

WEIGHTED SAMPLE CHARACTERISTICS

Weighted Sample Characteristics

GENDER

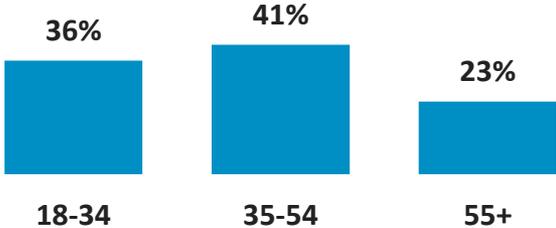


Male
50%



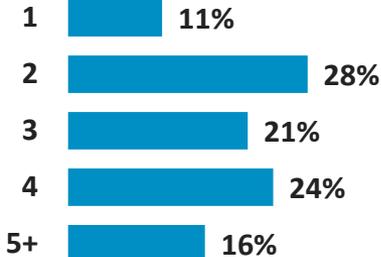
Female
50%

AGE

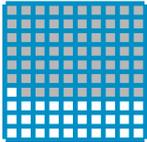


Mean: 3 people per household

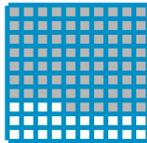
NUMBER OF PEOPLE IN HOUSEHOLD



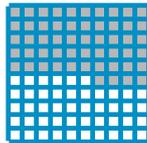
YEARS LIVING IN YELLOWKNIFE



31% 10 years or less



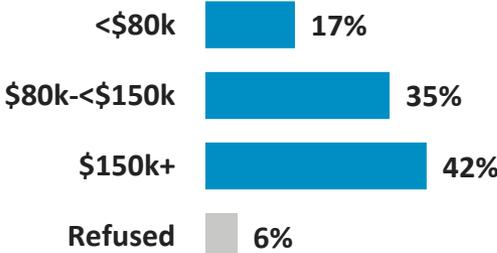
24% 11 to 20 years



46% 21 years or more

Mean: 20 years

INCOME



APPENDIX: ONLINE SURVEY RESULTS

Methodology

The online survey was intended to give all residents an opportunity to provide their feedback. The focus on inclusiveness means that residents self-selected whether to take part or not.

The City of Yellowknife was responsible for promoting the survey within the community.

A total of 53 residents completed the online survey between May 10 and 19, 2017. A screening question was included at the start of the survey to confirm residency in Yellowknife.

The final online sample included the following:

- 47 respondents with no City staff in their household.
- 3 respondents with a City staff member in their household.
- 3 respondents who refused to say whether anyone in their household works for the City.

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.

Due to the smaller sample size, the online survey results have mostly been presented as raw counts rather than percentages for the closed-ended questions. Responses to the open-ended questions have not been coded but instead presented as respondents' verbatim comments. The verbatim comments are unedited with the exception of correcting spelling errors and removing personal identifying information.

Executive Summary

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.

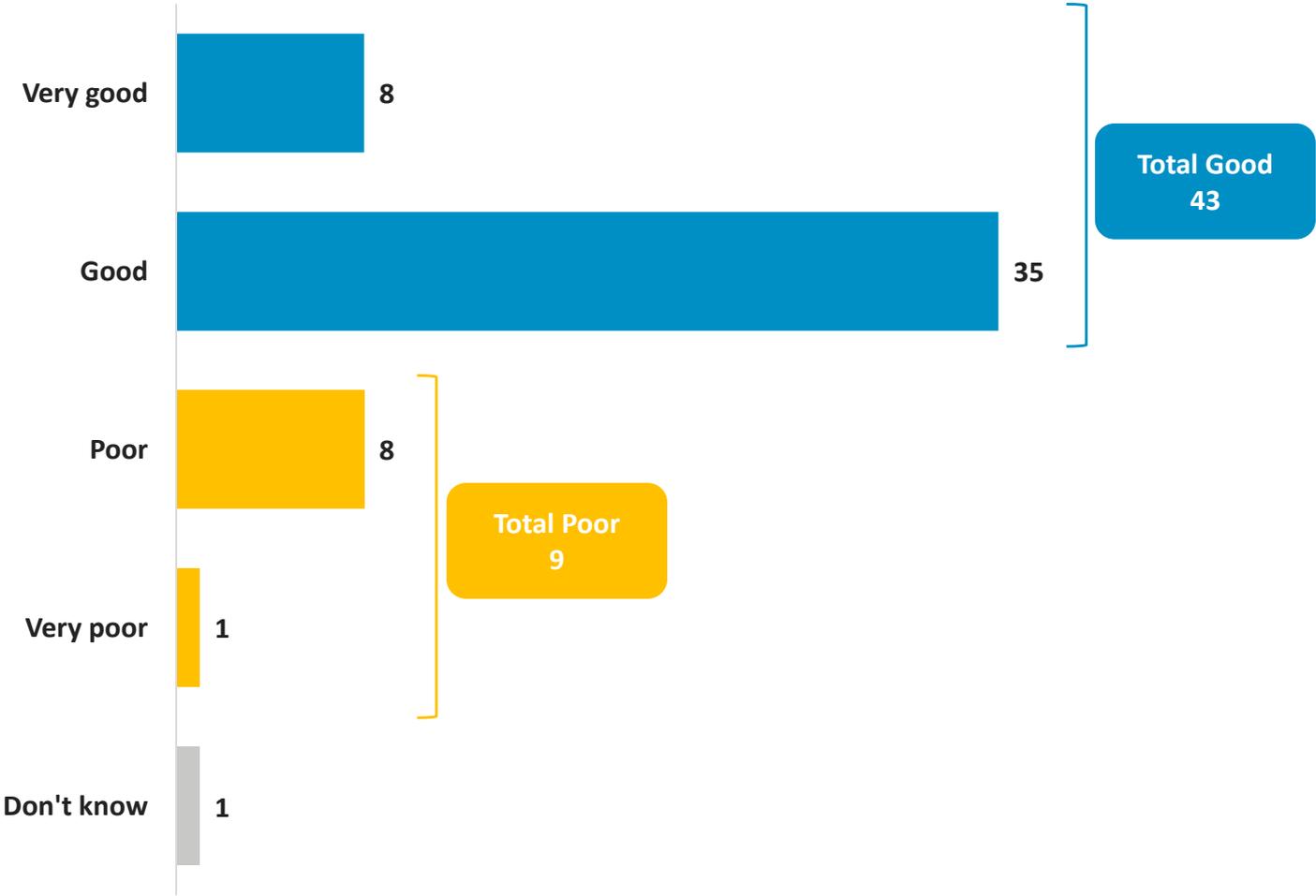
Online survey respondents also tend to demonstrate a higher level of civic engagement, both in their past interactions (contact) with the City and their stated interest in future public consultation.

Key highlights include:

- 43 out of 53 online survey respondents rate the overall quality of life in Yellowknife as ‘very good’ or ‘good’ (81% vs. 93% of telephone survey respondents).
- 34 out of 53 online survey respondents say they are satisfied with the overall quality of services provided by the City of Yellowknife (64% vs. 86% of telephone survey respondents).
- 28 out of 53 online survey respondents say they are satisfied with the way the City of Yellowknife’s municipal government, including Council and staff as a whole, is going about running the community (53% vs. 79% of telephone survey respondents).
- 26 out of 53 online survey respondents think they get good value for the municipal taxes they pay (49% vs. 76% of telephone survey respondents).
- 41 out of 53 online survey respondents say they have personally contacted the City of Yellowknife or one of its employees in the past 12 months (77% vs. 53% of telephone survey respondents). Among these respondents, 27 say they are satisfied with the overall service they received (66% vs. 81% of telephone survey respondents).
- 47 out of 53 online survey respondents say they are interested in participating in surveys like this (89% vs. 68% of telephone survey respondents), while 45 out of 53 say they are interested in participating via feedback forms on the City’s website (85% vs. 63% of telephone survey respondents). There is only one format that online survey respondents are less interested in than telephone survey respondents, and that is community workshops (58% vs. 64%).

QUALITY OF LIFE

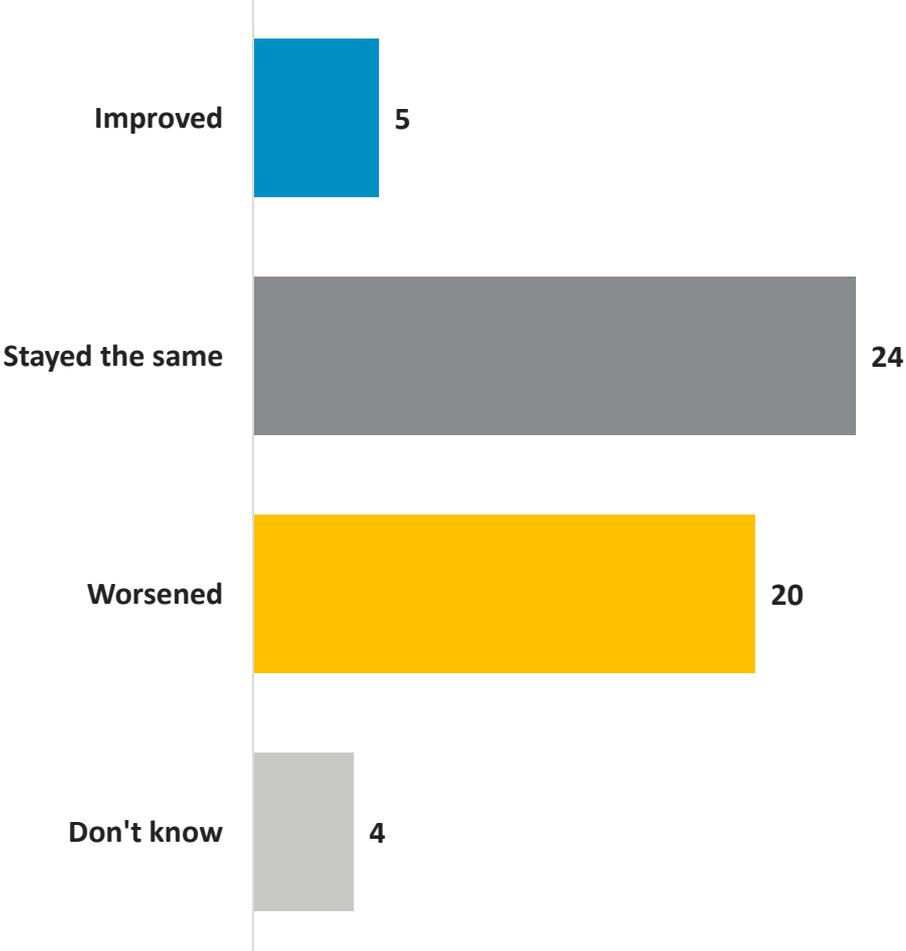
Overall Quality of Life



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

Base: All respondents (n=53)

Change in Quality of Life



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=53)

Reasons Quality of Life has Improved

(Among those saying the quality of life has improved) (Verbatim Responses)

Introduction of the Farmer's Market, new restaurants and cafes opening in the downtown area, improved bus routes, the curbside compost program.

I think the City has focused a bit more on making Yellowknife look presentable. More trees and grass and flowers. There's still lots of junk all around town, but it's kind of getting better.

The City is more "presentable", that is, apart from the social problems damaging the quality of experience in the downtown core, more care is taken in making the city an attractive place to live or visit. The place doesn't look grubby anymore.

New businesses/restaurants (greater amenities).

Don't know

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

Base: Those saying the quality of life has improved (n=5)

Reasons Quality of Life has Worsened

(Among those saying the quality of life has worsened) (Verbatim Responses) (SLIDE 1 OF 2)

Cost of living and the homelessness seems to be getting worse.

Increase in homeless and addicts in the streets.

Homelessness is rampant and the City does not want to spearhead change. The City would like to revitalize downtown but has approached it the wrong way.

I feel less safe walking and visiting businesses.

Lack of action on public drunkenness as well as no apparent plan to reduce the cost of living in the city.

Can't even check the mail or grocery shop without getting harassed and yelled at.

Not as many high paying jobs, jobs lost, Yellowknife not booming like it was 3-5 years ago.

The kids can't even walk downtown without being harassed by drunks. You can't even sit on the beautiful benches you have placed downtown they are covered in spit.

Where do I start? OK, bylaw department, stop using this as a revenue stream.

Homelessness, lack of vision by local leaders.

Homelessness has taken over the entire downtown core, Frame Lake Trail, new liquor store area. It's just so expensive to live here. Why can't the City lower land costs? We live in the wilderness and there's no shortage of land! Lower and regulate rent. Invest in city housing to generate income.

Downtown gets dirtier and more dangerous every year, party for the homeless and partly because of them. Downtown used to be a safe place to walk and nice place to shop. Now it is neither.

Costs of living has increased, more homeless on the streets, RCMP refusing to pick up the drunks, openly drinking in public places.

Can't take our kids downtown because of the homeless and drunks. Crimes have increased and it becomes harder and harder to pay bills because of increasing costs.

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

Base: Those saying the quality of life has worsened (n=20)

Reasons Quality of Life has Worsened

(Among those saying the quality of life has worsened) (Verbatim Responses) (SLIDE 2 OF 2)

Taxes and user fees have increased, resident population has decreased.

Higher costs, increased homelessness.

City Council is very adversarial in every topic they debate. It is not constructive. This sets the tone for many aspects of our community.

The problems in the downtown core.

Poverty has increased and addictions increasing. Homelessness not addressed.

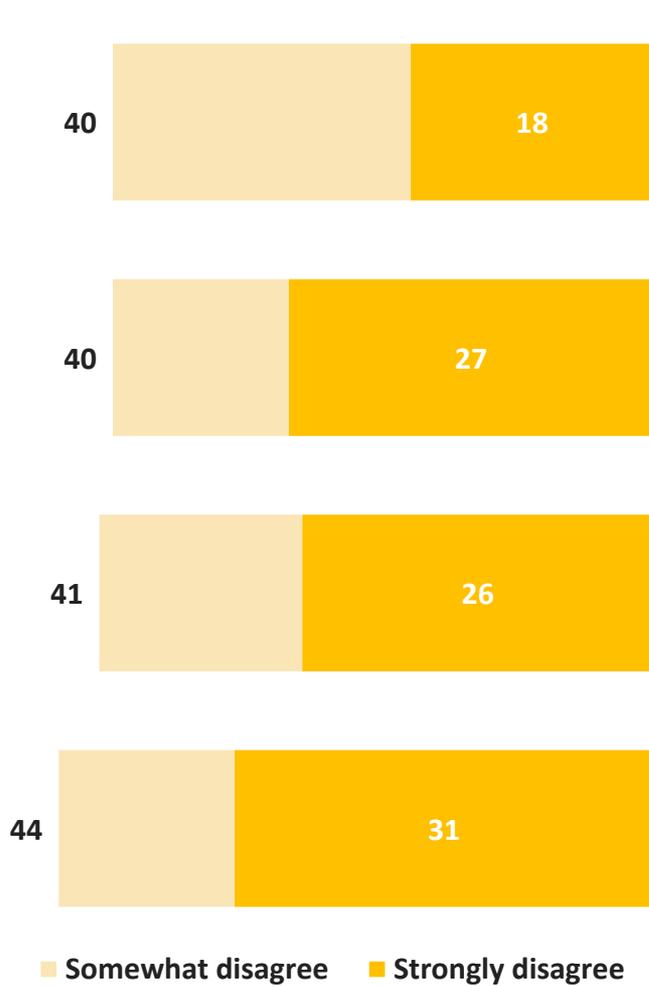
I think we are failing on several fronts - cost of living is an issue but not all controlled by the City, taxes and utilities are. We have enormous land in the Kam Lake area could be promoting gardens and landscaping - promoting green is good - but then charge the hell out of people and business for water - DOES THAT MAKE ANY SENSE? That is only one issue of many. We are running around creating green spaces and doing a terrible job maintaining many areas. Honestly I don't know that I could put all of this in here - and hate to complain - there are good things but we can be doing much better to promote Yellowknife as the place to be.

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

Base: Those saying the quality of life has worsened (n=20)

Perceptions of Downtown Yellowknife

TOTAL DISAGREE



TOTAL AGREE



Q6. Please indicate if you agree or disagree with each of the following statements about downtown Yellowknife.

Base: All respondents (n=53)

ISSUE AGENDA

Important Local Issues

(Verbatim Responses, Multiple Responses Allowed) (SLIDE 1 OF 6)

First Mention	Second Mention
Homelessness.	Public drinking.
Safe use of public spaces.	Affordable housing.
Homelessness.	The visitor centre/tourism.
Increasing active transportation accessibility & safety for cyclists and pedestrians.	Homelessness and addictions treatment.
Cost of living. Whether that be through unnecessarily ripping up 52nd Avenue to put in a bike path that nearly nobody uses, ensuring we get the best power rates accessible without paying a for-profit corporation as a middle man, or petitioning the GNWT to increase the Yellowknife-base for NWT northern residents figure that hasn't changed in ages while costs continue to rise.	Upkeep of current infrastructure before adding more. Countless downtown sidewalks are original from the 50's-80's. They are treacherous to walk on without paying close attention because of the countless cracks/dips. Take care of/fix/replace what we have before adding on new hiking trails. It would be super easy to completely ignore all infrastructure and keep building new, but that is not responsible management of the City. You could equally put garbage cans on every corner and announce how proud you are of that, but then never empty them...same effect.
Cost of living is way too high.	Homelessness and having shelters away from liquor stores and public malls. I don't feel safe in the malls downtown.
Homeless.	Homeless.
Homelessness.	Drug and alcohol problems.
Cost of living in Yellowknife.	City waste of taxpayer money.
Infrastructure.	Homelessness.

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=53)

Important Local Issues

(Verbatim Responses, Multiple Responses Allowed) (SLIDE 2 OF 6)

First Mention	Second Mention
High number of intoxicated people on the streets, particularly downtown.	Roads, safety for pedestrians and cyclists, maintenance.
It is not homelessness. It is public drunkenness and everything associated with the large number of public drunks.	Too much of a focus on special investments. For example, bicycle lanes, water treatment plant, new pool, old town parks. These are not priority items when you have crumbling basic infrastructure - roads and sidewalks, water sewer.
Cleaning up downtown.	Streets. Potholes, gravel and dips are unacceptable.
The downtown situation, and you know the one I am talking about!!!	Jobs, growth, sustainability.
Homelessness.	Vacant buildings.
Homelessness.	Don't know.
Cost of housing.	Energy costs.
Homeless, druggies and drunk people in the downtown area.	Lack of enforcing traffic laws. The only thing that is partially enforced is parking.
Downtown loitering.	Cost of living.
Homelessness and drunkenness in the downtown area.	Infrastructure.
Homelessness and the lack of new ideas from Council and local government.	Substance abuse.
Pot holes on Hordal Road and speeding on road.	Raise of taxes.

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=53)

Important Local Issues

(Verbatim Responses, Multiple Responses Allowed) (SLIDE 3 OF 6)

First Mention	Second Mention
Homeless and the City Council lack of education. What about the first responders that deal with this problem daily? Maybe the City Council and Mayor should be doing ride alongs with them on a Friday and Saturday night then see what they have to go through with time away from their family and the mental stress. Maybe then they will do something instead of posting the issue on Facebook, etc. The City does a poor job dealing with the issue also your PTSD policy well they don't do anything. Most centers have policies and procedures but the higher ups just laugh about this serious problem.	Roads - Finlayson is a mess.
Homelessness.	Addictions.
The high concentration of liquor law abuses that take place in the parks and downtown areas and the lack of appropriate action taken by the City. The ambulance is the wrong response.	None/nothing.
Drunkenness, especially downtown.	Don't know.
Affordable housing.	Larger reliance on renewable energy.
Cost of living.	Homelessness.
Homelessness.	Infrastructure. Learn how to build roads that last!!!!
No local addiction centre.	Homelessness.
Don't know.	Don't know.

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=53)

Important Local Issues

(Verbatim Responses, Multiple Responses Allowed) (SLIDE 4 OF 6)

First Mention	Second Mention
Downtown revitalization and homelessness/addictions/mental support. (That's two but the they are tied.)	Dead downtown/homelessness/addictions.
Economic development.	Drunk people in public.
The homeless, alcoholics, etc. in the downtown area. We also need public washrooms.	The homeless, drunks, addicts in the downtown area. Until this problem is cleared up, the downtown will continue to disintegrate.
Drunks.	Traffic violations.
Drunks.	Value for taxes paid.
I feel we need resources to resolve homelessness and drug addiction. I live downtown, and I love our downtown, but - petty crime and break ins are high. I feel a brighter outlook for Yellowknife might include a massively innovative, one of a kind, program to turn this around. Our community is only as strong as its weakest people.	Economic development is next on my list of local issues. Yellowknife is a hub city and the gateway to the North. Let's make it business friendly, especially for resource extraction companies. I want to see Yellowknife supporting mining development and other less 'typical' sectors for diversity. I want to see simpler, yet sustainable, environmental processes for permitting mines too - this increases our openness to business. I feel the City can lobby for that balance under economic development umbrella.
Sidewalks.	Intoxicated people all over town all hours of the day.
Reducing drug/alcohol use by working with GNWT to provide a treatment centre. Reduce the users reduces crime and creates a better and safer community.	Drug and alcohol abuse.
What happened to the community energy plan?	Downtown decay.

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=53)

Important Local Issues

(Verbatim Responses, Multiple Responses Allowed) (SLIDE 5 OF 6)

First Mention	Second Mention
Charging fees for critical services e.g. fire department call outs.	Tax rates and double dipping through user fee structure.
Homelessness.	Addictions.
Future employment. The mines have a known resource life. The City and the GNWT do not have a plan beyond that.	Don't know.
Homelessness.	Downtown social problems, which is a subset of homelessness.
Homeless people. Having trails for accessing views like around Old Town.	Don't know.
Domestic violence: It is so prevalent in our society yet no updates to reflect the responsibilities a perpetrator should face for continued harassment of their victims. MUCH more help for their victims needs to be initiated as well.	The building of a new visitor's centre. It's ridiculous that the City works so hard on tourism yet there is no plan to rebuild the centre.
Homelessness (and lack of funding from the GNWT to support homelessness endeavors).	Downtown revitalization (or revitalization in general).
Revitalization of the downtown which includes dealing with the homeless folks. Part of the revitalization would include better maintenance of all street scaping and care of the many trees that have been planted in the downtown core. This also includes care of the shrubs/trees/flower beds at City Hall.	See previous entry. Proper care of all shrubs/flowers/trees/grass at City Hall and the downtown core, including all the streets where street scaping has taken place. One suggestion is that the existing staff person responsible be supported for education as a horticulturalist. The summer students need more training and supervision.
Youth infrastructure and activity programming and support.	Poverty/homelessness/addiction.

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=53)

Important Local Issues

(Verbatim Responses, Multiple Responses Allowed) (SLIDE 6 OF 6)

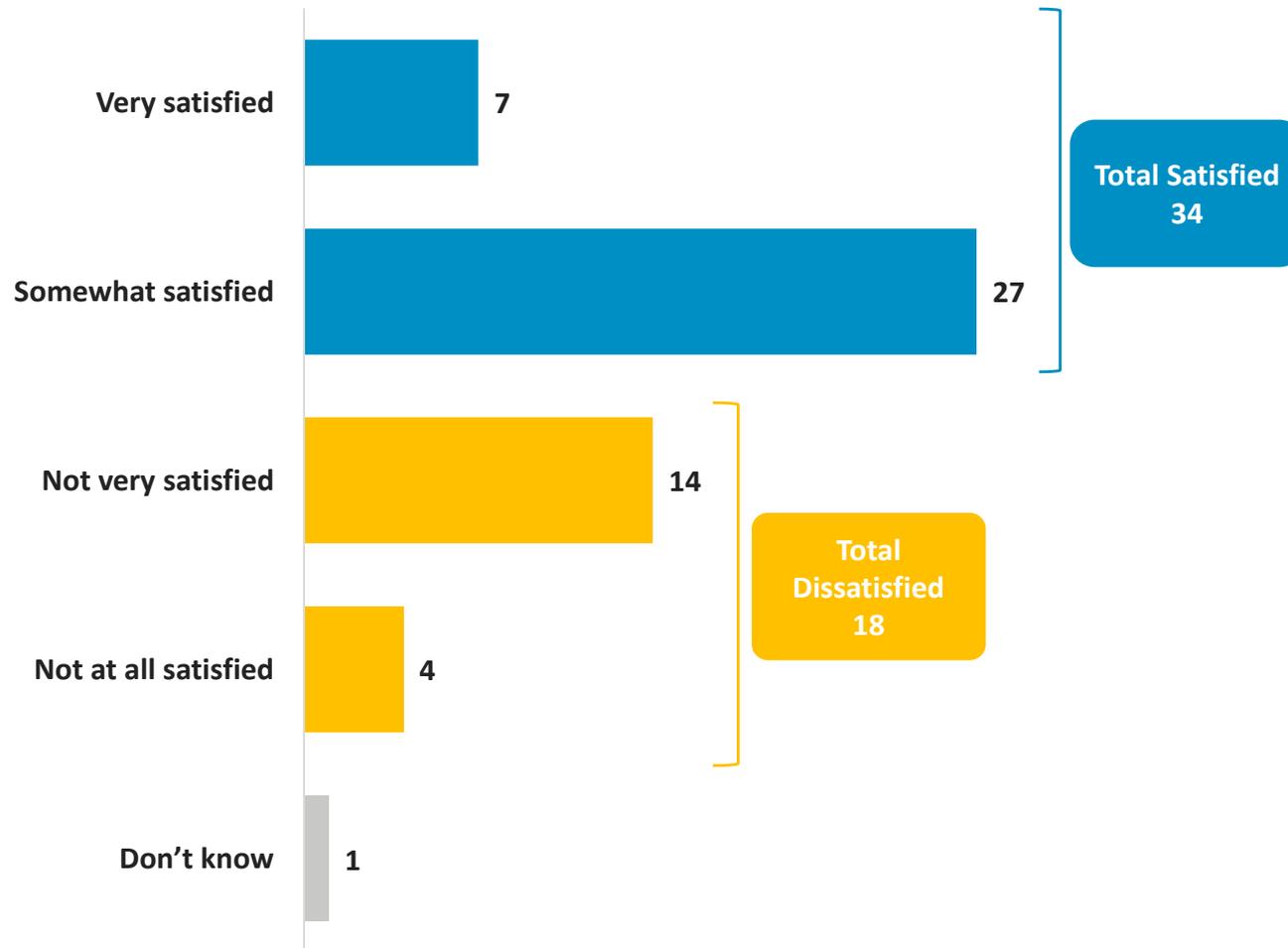
First Mention	Second Mention
Don't know.	Don't know.
Addictions.	Economy.
Tourism development and related. I say this for several reasons and while keeping taxes and related low or reduced are extremely important to me, that is long term issue - tourism I see as an immediate shot in the arm to the city at every level including employment of so many who may be laid off in other industries.	I find that we have a bureaucracy build up that has to be addressed in almost every department I deal with - planning and lands along with building inspections are complicated and frustrating for developers - I do not see any "how can I help you attitude", "can we assist you to make this investment" and all I see are complicated rules and regulations that actually turn away development dollars - it is ridiculous. We have too many rules and when you look around only this that play by the rules and "targeted" our City does not enforce the rules they have on so many that it is also ridiculous - the reality is that we have to back off on development conditions and reduce useless bureaucracy - there is plenty of that.
Substance abuse on the streets leading to public intoxication, urination, fighting, yelling, harassment, etc.	Increasing access for people with disabilities to get in and out of businesses, buildings, offices, transit, with dignity.

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=53)

CITY SERVICES

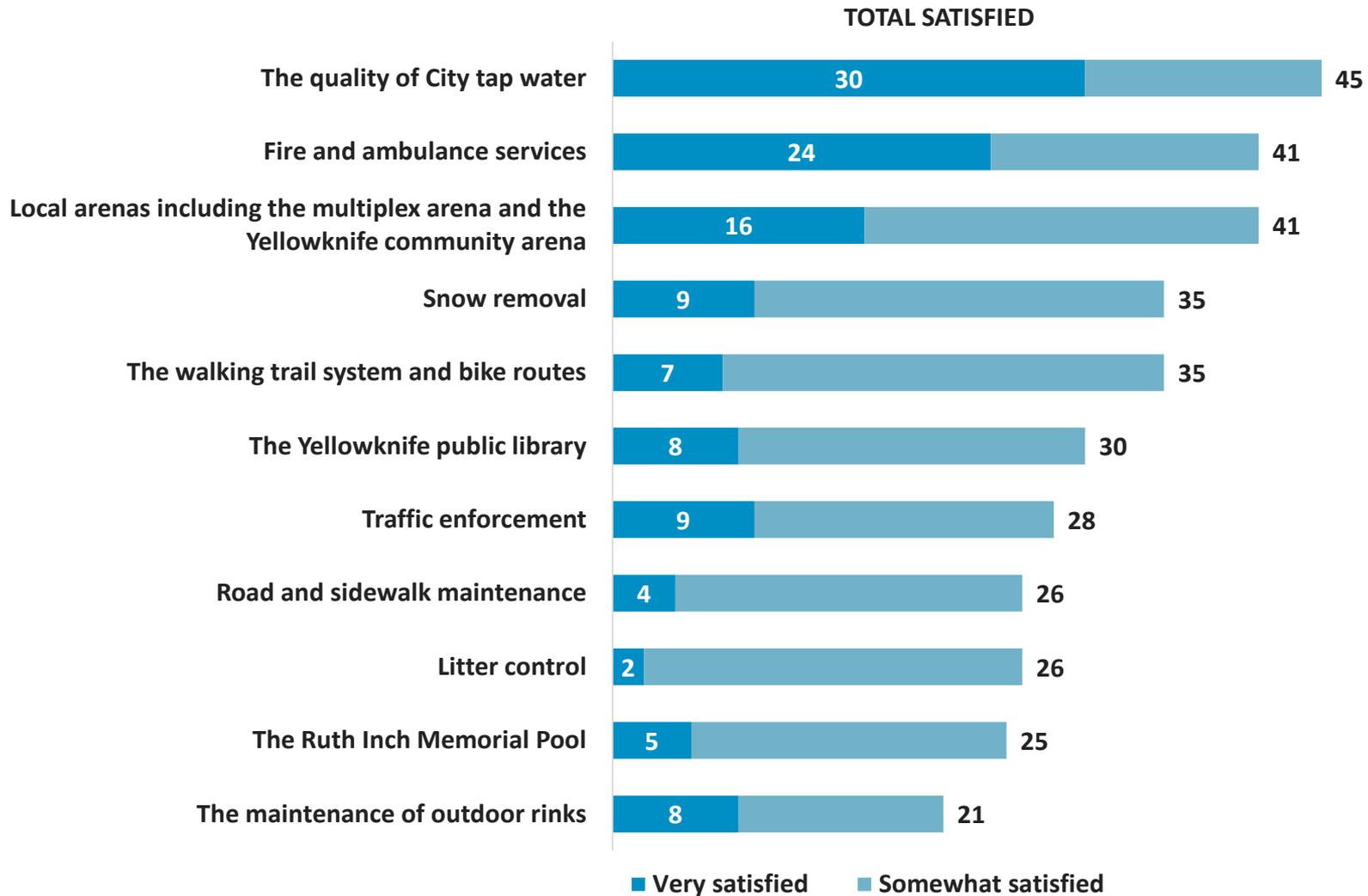
Overall Satisfaction with City Services



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

Base: All respondents (n=53)

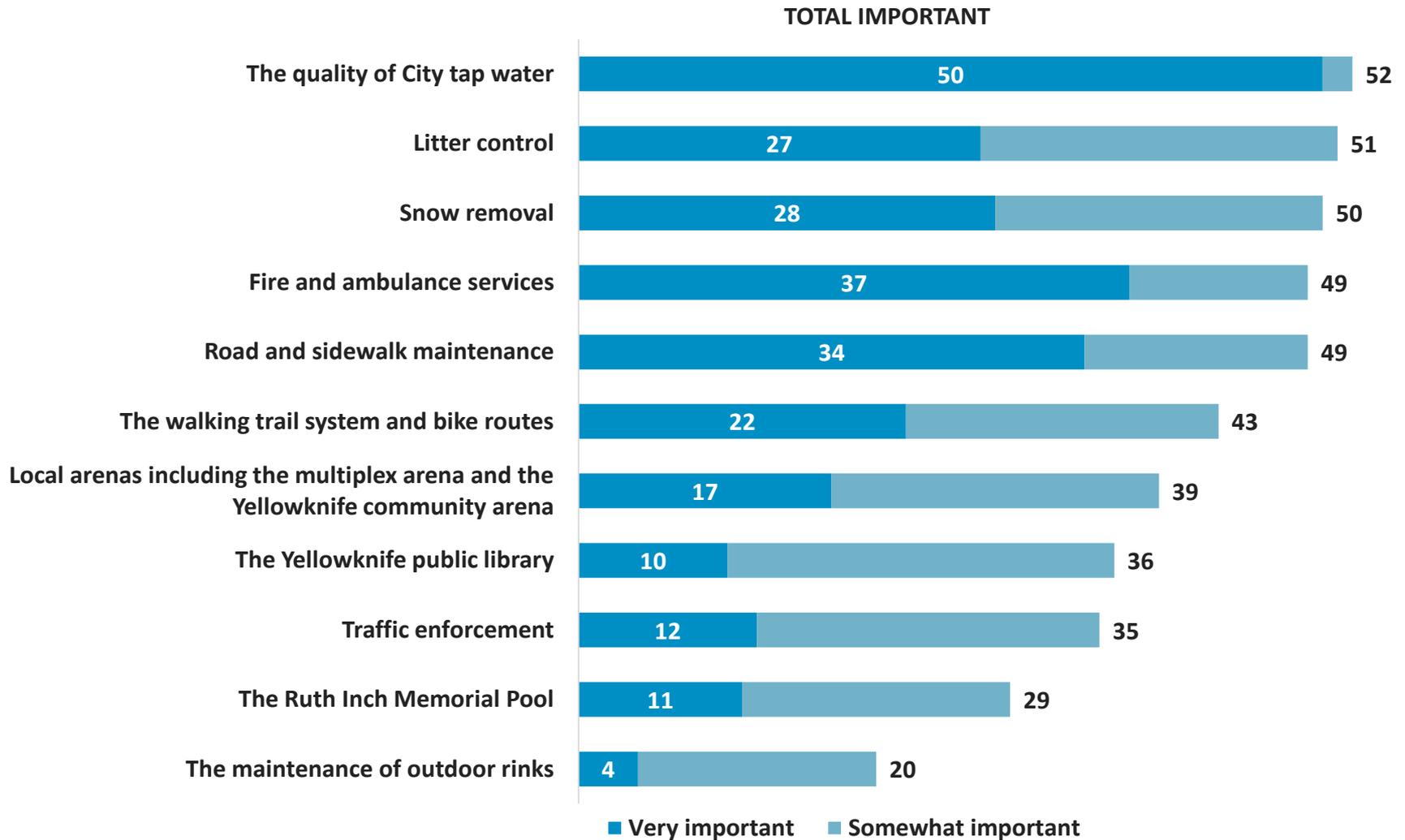
Satisfaction with Specific City Services



Q9. And how satisfied are you with the job the City is doing in providing each of the following services?

Base: All respondents (n=53)

Importance of Specific City Services

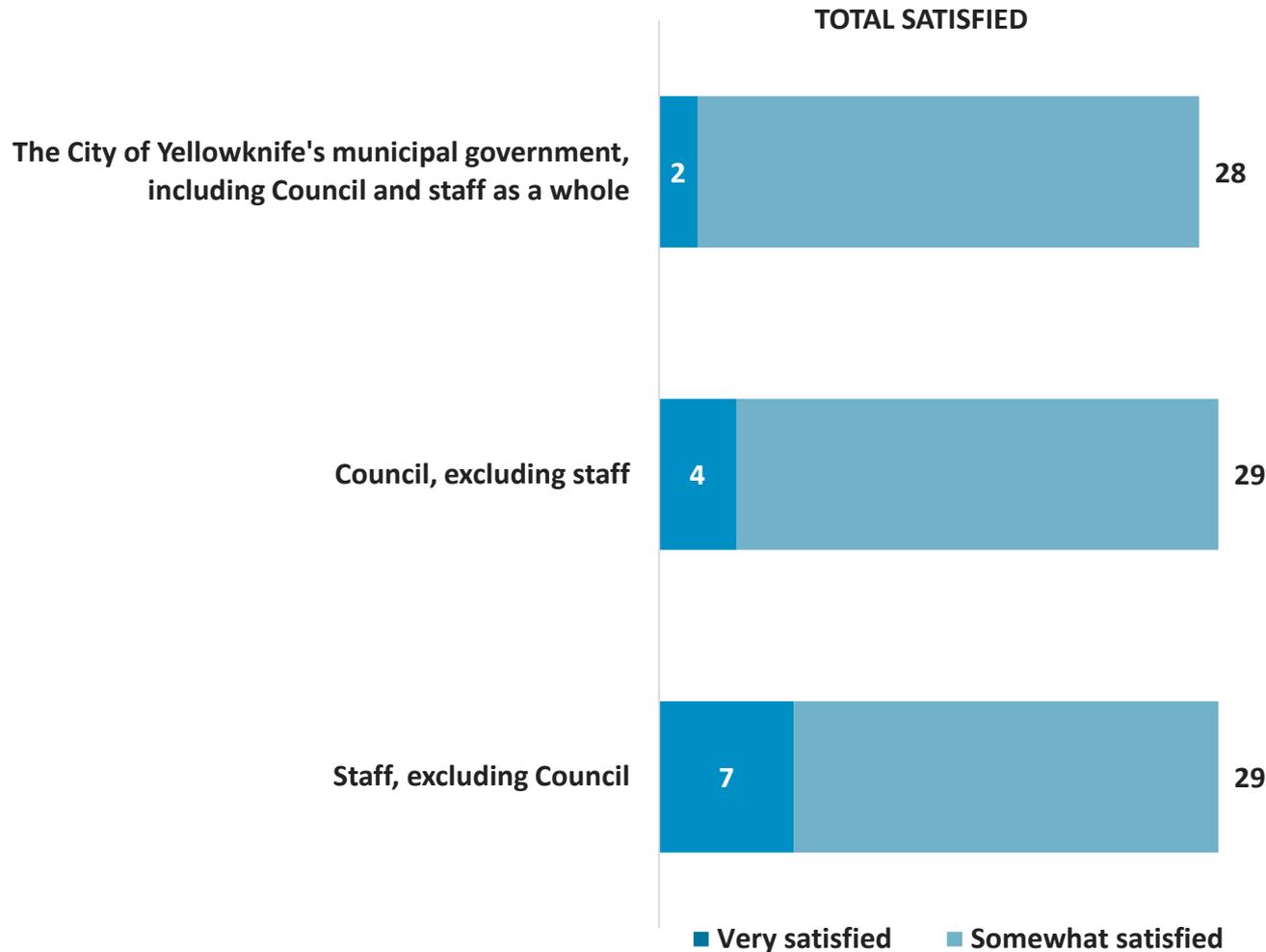


Q8. Below is a list of 11 services provided to you by the City of Yellowknife. Please indicate how important each one is to you.

Base: All respondents (n=53)

CITY PERFORMANCE

Satisfaction with Municipal Government



Q10. Taking everything into account, how satisfied are you with the way each of the following is going about running the community?

Base: All respondents (n=53)

Reasons Satisfied with Municipal Government as a Whole

(Among those saying they are satisfied with the City's municipal government as a whole) (Verbatim Responses)
(SLIDE 1 OF 3)

Things seem to be going reasonably well.

Don't know.

I appreciate that elected officials appear to be engaged in their roles. Being a politician is thankless. The front-line interactions I've had with City staff is hit and miss. Some are eager to be effective in their jobs, others are the stereotypical bureaucrat.

The Mayor has been keeping us somewhat updated on current events. It would be nice to see more on the issues the City Council is making a priority.

Finally listening to the people.

I like living here, things aren't perfect but overall I am satisfied.

I don't disagree with every decision they make.

Because there are still unresolved issues, same ones year after year!!!

There's work to be done, but the municipal government is putting in an effort to address the many issues of running Yellowknife.

Well they try, some are more passionate than others.

Best division is Municipal Enforcement.

In general things seem to be running smoothly.

They are trying to do a good job for the most part. Some Council members care more about promoting their own business interests rather than the interest of Yellowknife residents as a whole.

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=28)

Reasons Satisfied with Municipal Government as a Whole

(Among those saying they are satisfied with the City's municipal government as a whole) (Verbatim Responses)
(SLIDE 2 OF 3)

Right now, I see good approaches. I am watching to see what municipal government will do about complaints about Airbnb. I expect status quo to remain as is. My opinion of Council will change if a decision is made without fully examining all stakeholder input in a visible/highly open way.

I don't understand why there is no pedway between the multiplex and fieldhouse. I don't understand why we need to pay to use the indoor playground at the fieldhouse. Yellowknife needs a new pool. Why aren't there sidewalks in this town? Downtown is scary and full of intoxicated people, spit and litter.

Don't know.

It is not a total gong-show. Staff generally know what they are doing & I get the answers I need when I call.

They are doing an adequate job.

A high quality of professional services are delivered, and City staff I have encountered are dedicated, pleasant, and responsive.

I'm not sure of all the details regarding the running of our community, but nothing stands out as being "terrible". Many of the issues are in the middle of being resolved.

Don't know.

Don't know.

Some issues are being addressed.

Don't know.

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=28)

Reasons Satisfied with Municipal Government as a Whole

(Among those saying they are satisfied with the City's municipal government as a whole) (Verbatim Responses)
(SLIDE 3 OF 3)

Council are good people and dedicated to their job on behalf of city residents.

Don't know.

I think that considering the population and tax base, and the programs and services that the City provides, that the municipality as a whole is doing a great job; or as great of a job as they can do with their current funding.

Don't know.

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=28)

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) (Verbatim Responses)
(SLIDE 1 OF 2)

There is endless hypocrisy, no/extremely little movement in important issues (homelessness, downtown revitalization, tourist services, Airbnb issues).

The City wastes too much money on non-core, poor priorities and stupid activities. The City needs to reduce taxes, cut costs, reduce employees, contract out more services and concentrate on core duties of efficiently running basic City services; roads, water, sewers, safety and security. Number one priority and number one question that should be asked with absolutely every decision made at City Hall and within all City Offices and departments is: "How will this help reduce City costs and the cost of living for the citizens of Yellowknife."

Scattered, need focusing. Do not want to address the tough issues. Treat all issues like paving streets.

There have been no concrete results in a number of areas including the disgusting state of the downtown core, reducing electrical rates and reducing the overall costs of living in the city. Budget and staffing continues to grow when there should be significant reductions.

It's a joke. Plus you don't really do anything about the real issues just all talk.

Stop spending money on things/places that only benefit a select group of people. i.e., a climbing wall and the "ski lift".

Nothing has changed.

Lack of vision. Would prefer to keep things the same instead of "rocking the boat". Too many public consultations. The voters of Yellowknife elected them based on what their platform was at the time of election.

Have you seen the people making decisions? So much for the City's economic strategy that's nearing its life. It sounded so hopeful.

Council asks for input but does what they want in spite of citizen opposition.

I feel that more pressure should be put on the GNWT to help clean up the downtown. Maintenance of the walks would be better.

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 not satisfied with the City's municipal government as a whole (n=19)

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) (Verbatim Responses)
(SLIDE 2 OF 2)

They are focusing on issues that don't matter, like fancy sidewalks with trees that die, bike paths that are unnecessary, snow removal that isn't needed, and spending taxpayer money to buy property that they don't need and don't do anything productive with.

Appears to lack strong leadership in many departments. I am excited and hopeful about the new SAO but many at the management level will need to be replaced by those with experience and merit. I'd like to see a strong planning vision that is actually implemented and a more united Council and Administration. Otherwise the City is too weak and divided to do anything meaningful about the big issues (like downtown revitalization and homelessness) and money just gets pissed away instead on window dressing.

Administration presents half-truths to Council or hides important facts. However, Council needs to investigate when there seems to be a lack of information.

The direction from Council is always around the same topics, homelessness and trails.

Poor city planning and poor long term planning. Not enough infrastructure for youth.

Too many personal agendas.

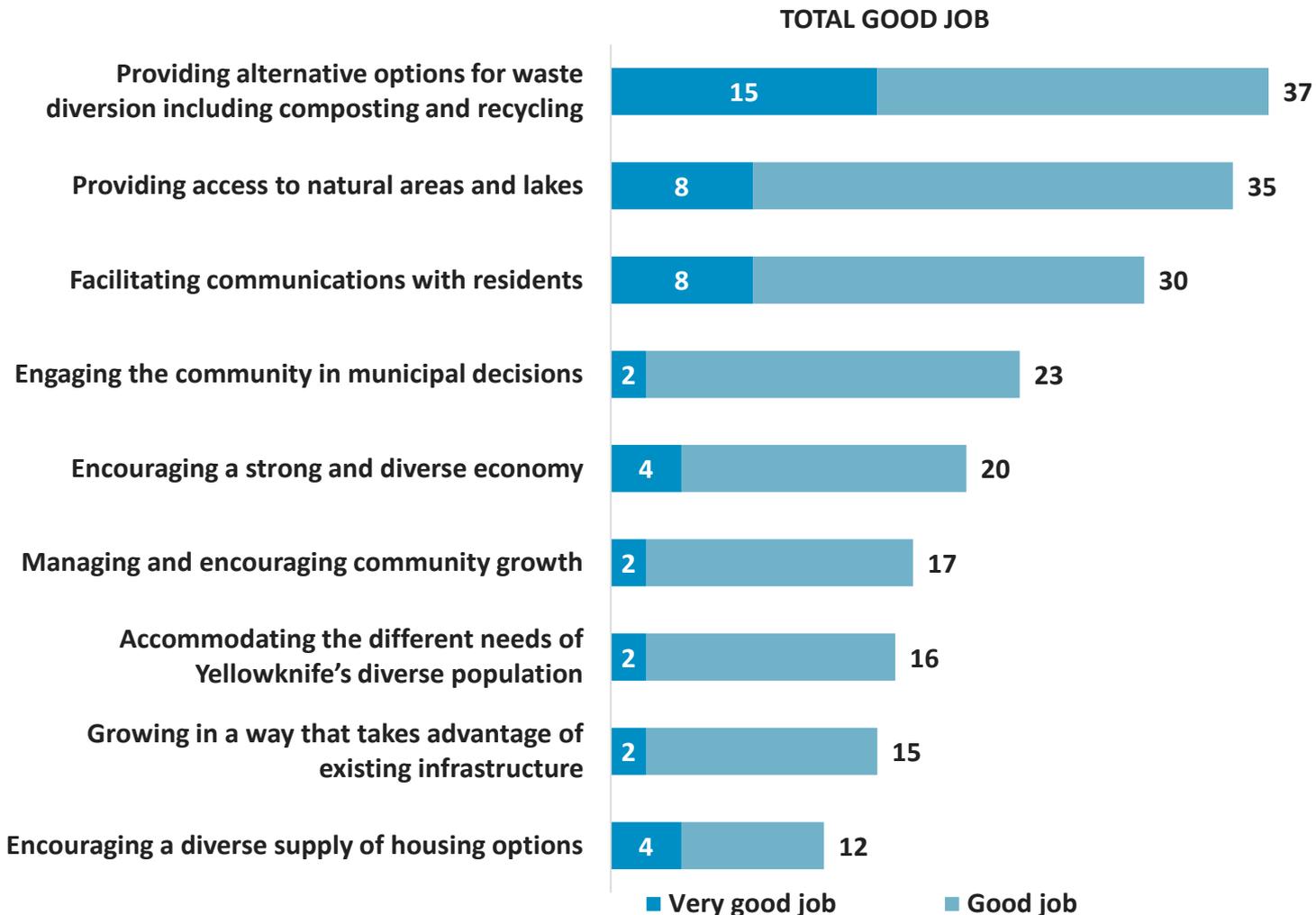
We have created a big city bureaucracy and we need to get back to the point that we are a small city. I think we can cut back on many fronts - I find it frustrating that we (Council and Administration) cannot find and really don't even try to find ways to reduce our administration and if not demand more from our employees. I do not see a good positive City Hall. Lots to talk about on this issue - try calling someone a City Hall ...voice mail (oh I know they are busy). How about the not so friendly people at the front desk? Attitude is a small thing that makes a big difference.

The high level of liquor laws being violated and litter and poor behaviour in the downtown area is some of the worst I've seen in many small cities. It seems that nothing is being done and the wrong resources are being used as a band aid. Every community in the North and in Alberta takes action in regards to this mess and it seems Yellowknife does not.

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 not satisfied with the City's municipal government as a whole (n=19)

Performance in Specific Areas

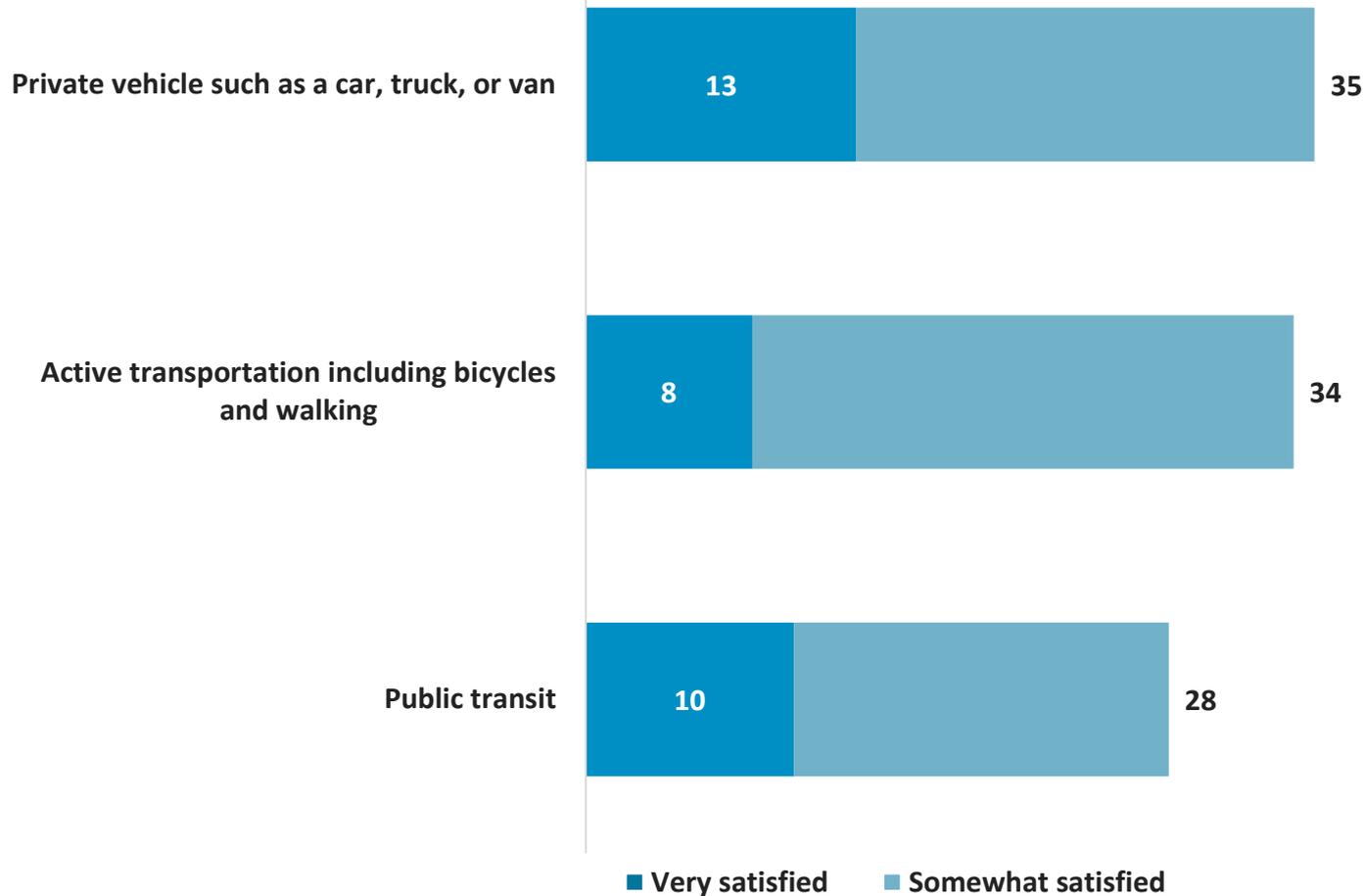


Q13. Now please indicate whether you think the City of Yellowknife is doing a good job or poor job in each of the following areas.

Base: All respondents (n=53)

Satisfaction with Efforts in Facilitating Different Modes of Transportation

TOTAL SATISFIED

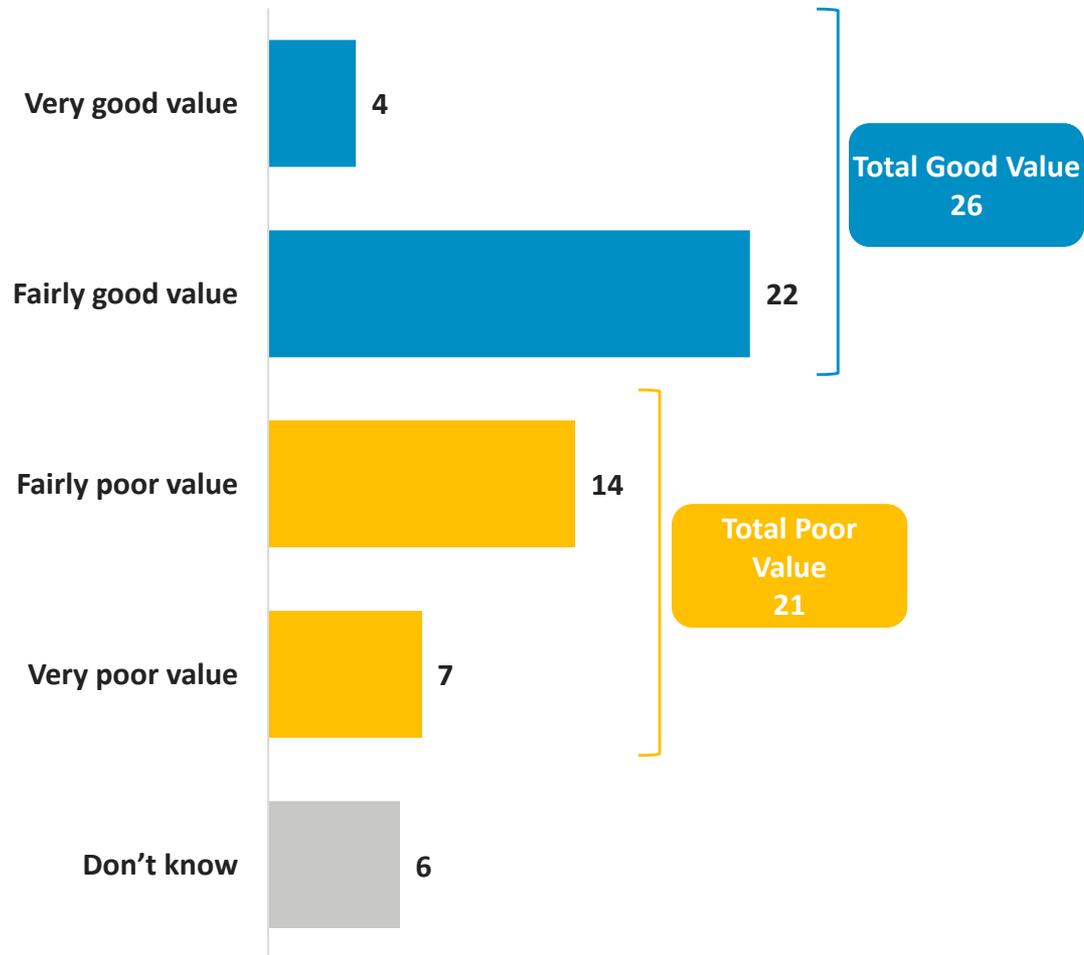


Q14. How satisfied are you with the City's efforts in facilitating the following modes of transportation throughout Yellowknife?

Base: All respondents (n=53)

FINANCE

Value for Taxes

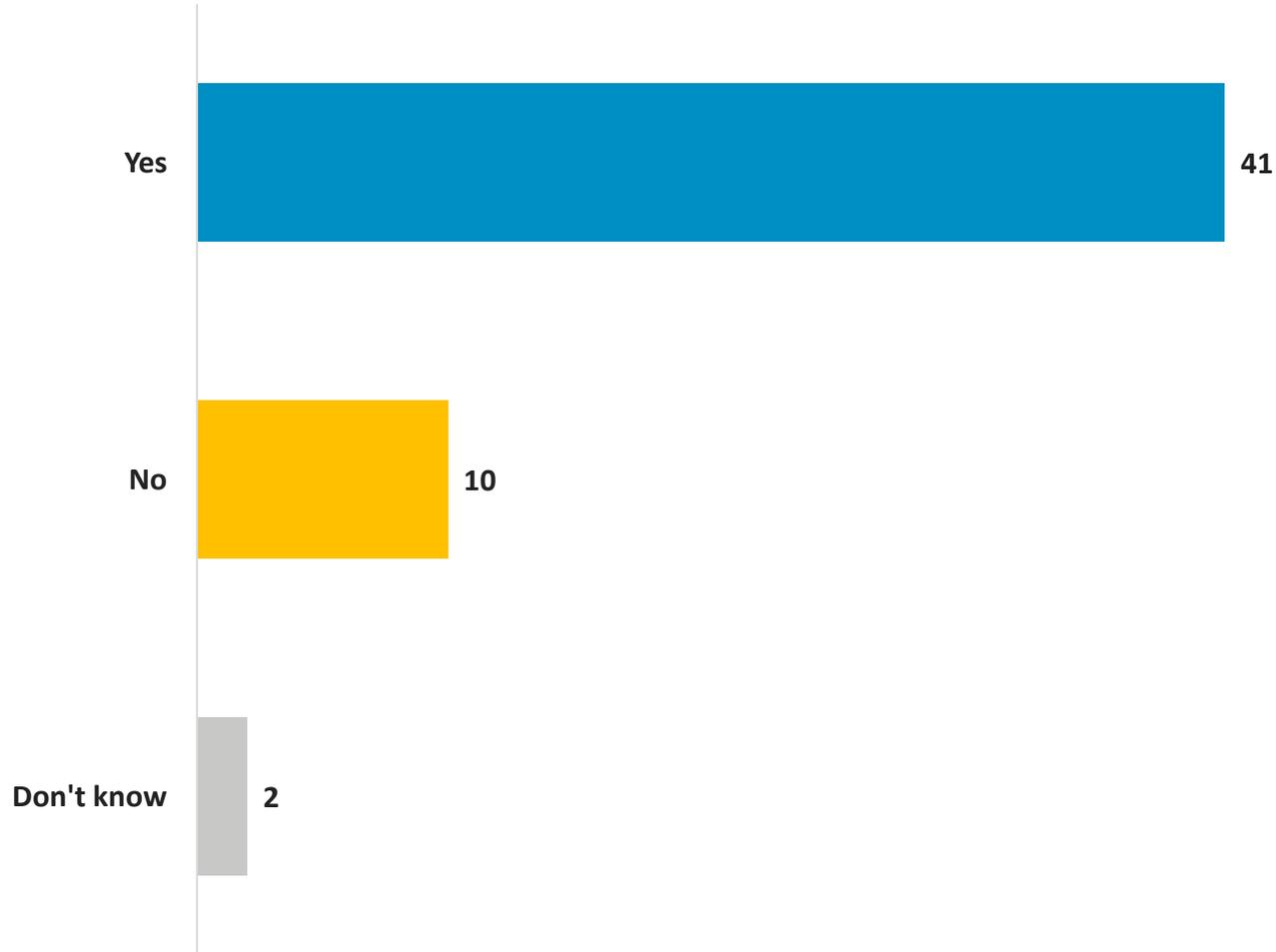


Q15. Your property tax dollars are divided between the City of Yellowknife and the school boards. The City collects school taxes on behalf of the school boards but does not administer or control school taxes. Thinking specifically about the services provided by the City, overall do you think you get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

Base: All respondents (n=53)

CUSTOMER SERVICE AND COMMUNICATIONS

Contact with City Past 12 Months

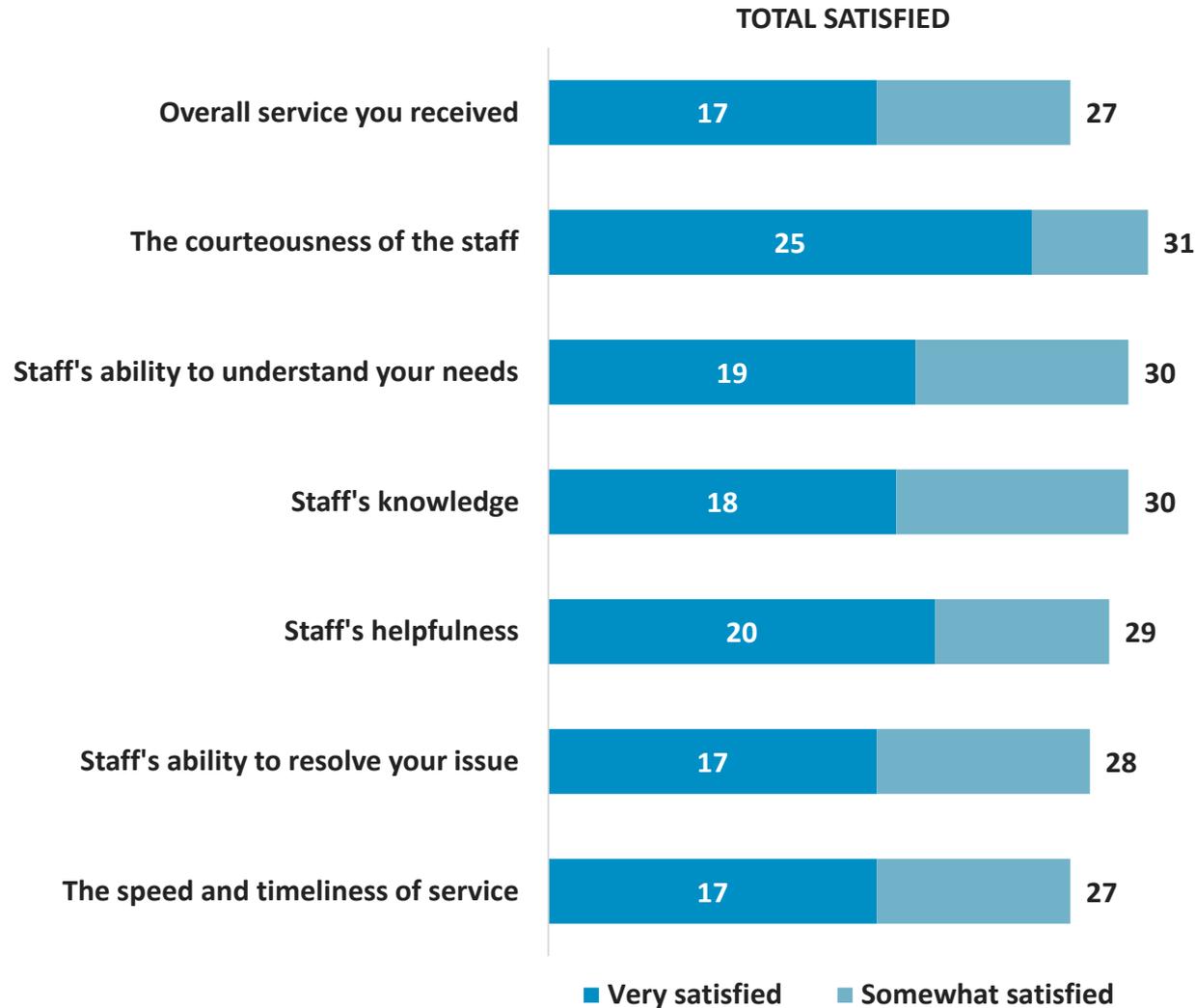


Q16. In the past 12 months, have you personally contacted the City of Yellowknife or one of its employees?

Base: All respondents (n=53)

Satisfaction with Contact Experience

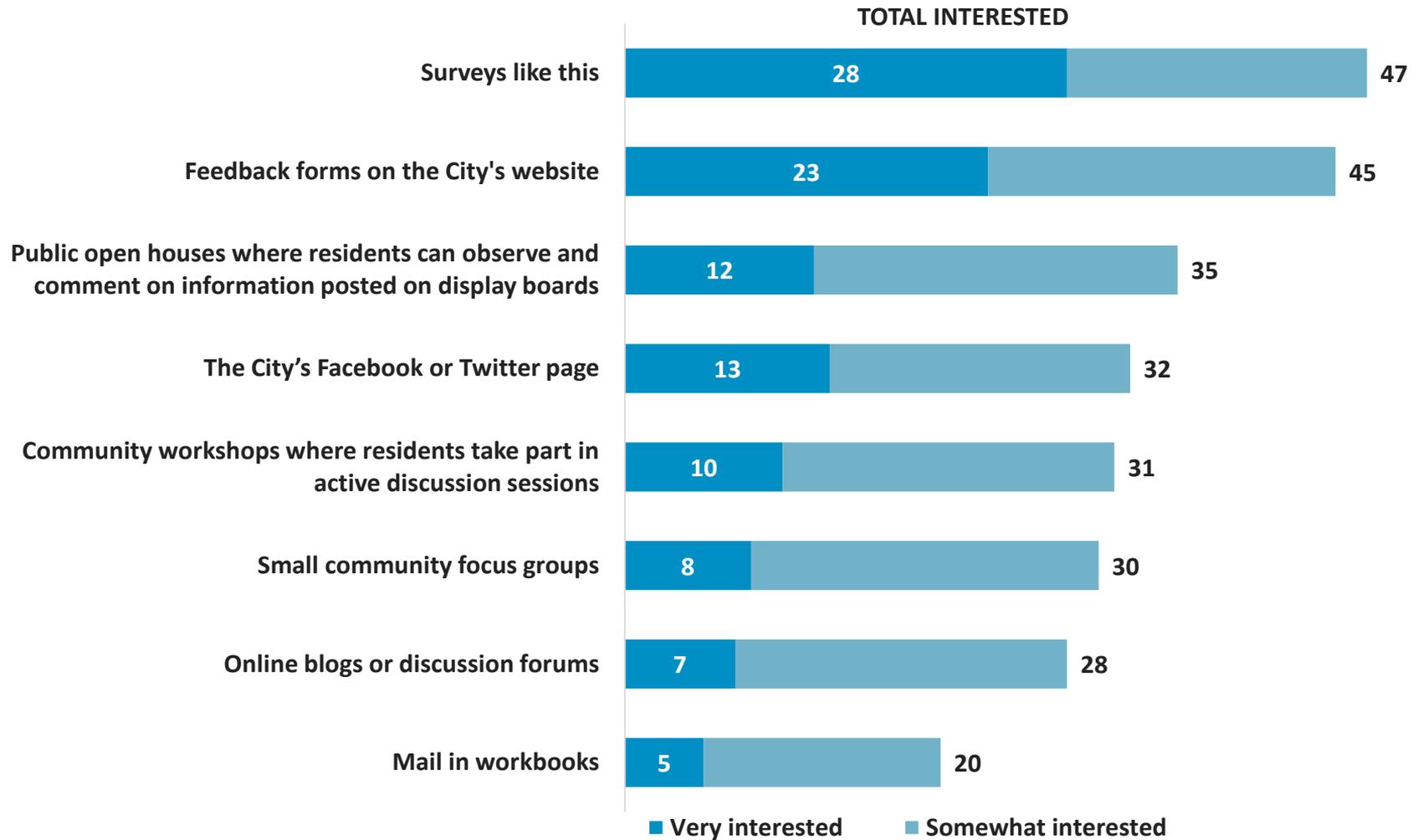
(Among those who say they contacted the City)



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=41)

Interest in Participating in Specific Forms of Public Consultation



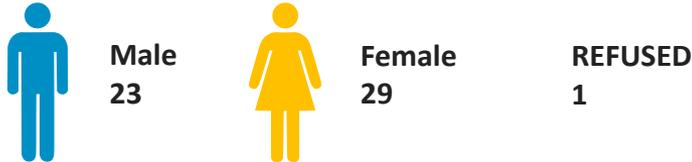
Q19. How interested are you in participating in each of the following forms of public consultation on a topic that is of interest to you personally?

Base: All respondents (n=53)

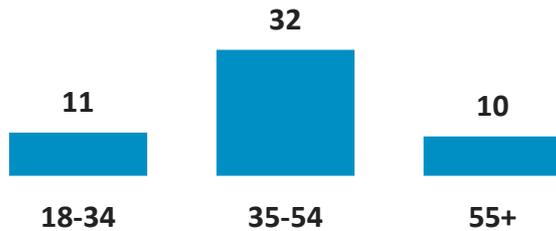
SAMPLE CHARACTERISTICS

Sample Characteristics

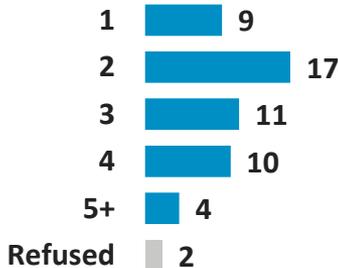
GENDER



AGE



NUMBER OF PEOPLE IN HOUSEHOLD



Mean: 3 people per household

YEARS LIVING IN YELLOWKNIFE



REFUSED: 1 Mean: 18 years

INCOME

