

Listening to Toronto Survey

Date: November 8, 2024

To: Service Excellence Committee

From: City Manager

Wards: All

SUMMARY

In support of service excellence and continuous improvement, the City Manager initiated a public opinion poll to gather feedback from Torontonians on a number of topics including City services (such as parks and social services), quality of life (such as cleanliness and public safety), and priorities for the City's budget.

The Listening to Toronto survey was conducted by Ipsos LP and in the field between August 28, 2024, to September 18, 2024. The insights from the survey will serve as baseline benchmarks against which future polling results can be measured. The results will augment data available via 311 and data collection initiatives led by City divisions. Taken together, these data sets will provide an understanding of service performance and guide City decision-making to better meet the needs of Toronto residents.

The City Manager will present on the survey findings at the November 25, 2024 meeting of the Service Excellence Committee.

RECOMMENDATIONS

The City Manager recommends that:

1. The Executive Committee receive this report for information.

FINANCIAL IMPACT

There are no financial implications arising from this report.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial impact statement.

DECISION HISTORY

This report presents information on the Listening to Toronto Survey for the first time to the Service Excellence Committee.

COMMENTS

In support of service excellence and continuous improvement, the City Manager initiated a public opinion poll. The objective for this survey was to quantify baseline satisfaction levels of Torontonians on select City service areas, collect perceptions on the quality of life relating to key issues in Toronto, and gather opinion on the City budget.

Ipsos LP was selected as the polling vendor through a competitive process. The Listening to Toronto Survey was in the field between August 28, 2024, to September 18, 2024. A representative sample of 1,142 Toronto residents 18 years of age and older were surveyed online. Quotas and weighting were used to ensure the sample was representative of the population of Toronto by age, gender, and region according to the latest Statistics Canada Census figures (2021 Census).

The following service areas and quality of life issues were chosen for the poll based on their significant impact on residents' daily lives:

- Overall Quality of Life
- 2025 City Budget
- Streets and Public Transportation System
- Parks and Recreation
- Library Programs
- Social Services
- Public Safety
- Cleanliness
- Customer Service
- Communications

The polling results will provide the City with baseline benchmarks. These baseline benchmarks will be compared against future polling results and can be measured to assess progress in service improvements and shifts in public sentiment over time. Additionally, this data will augment data available via 311 and data collection initiatives led by City divisions.

Taken together, these data sets will provide an understanding of service performance and will inform strategic decision-making, help prioritize resources and guide improvements in City services to better meet residents' needs.

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SIGNATURE

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