

NOTICE OF MOTION

Expanding the *Listening to Toronto* Survey to Support Ward-Level Insights

Moved by: Councillor Cheng

Seconded by: Deputy Mayor Ainslie

Summary:

The *Listening to Toronto Survey* serves as a foundational research tool for the City, providing valuable data on resident satisfaction, quality of life, and experiences with municipal services. This research enables Council and City staff to better understand public priorities, inform service delivery, and guide policy decisions that impact communities across Toronto.

Currently, the survey is conducted citywide and yields statistically representative results for Toronto as a whole. However, it does not provide ward-level insights. Expanding the survey to achieve statistically significant data for each ward would enhance its value by identifying localized needs, highlighting geographic variations in satisfaction and service access, and supporting evidence-based decision-making at both the ward and citywide levels.

This initiative aligns with the City's commitment to equity, accountability, and data-informed governance. A ward-level analysis would help identify investment gaps in services and social infrastructure, ensuring that resources are distributed in a manner that reflects community needs and priorities.

As a comparative example, the City of Calgary's Fall Survey provides disaggregated data by ward, offering granular insights into residents' satisfaction with municipal services, perceptions of value for taxes, and outlook on the future. Calgary's approach demonstrates the benefits of localized data in supporting transparent governance, ward-level accountability, and improved community engagement.

Recommendations:

1. City Council request the City Manager to:
 - a. explore opportunities to expand the *Listening to Toronto Survey* to produce statistically significant data at the ward level in future years, within current budget; and
 - b. report back to the Executive Committee in Q2 2026 with recommendations and options for implementation, including opportunities to pilot ward-level data collection in a future survey cycle, including:

- i. an assessment of potential sampling frameworks and associated cost implications;
- ii. additional consideration of methodological options to enhance demographic and geographic representation; and
- iii. a review of comparable municipal survey models, such as the City of Calgary Fall Survey, which disaggregates data by ward to support localized insights and findings.

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