



2004

REPORT CARD TO CITIZENS

Earlier this year, the Town asked Environics Research Group to survey Oakville residents about their views on the community, what they value the most about Oakville, what they see as the top challenges facing Oakville, how they rate a wide variety of Town services and what they had to say about future spending priorities. We would like to sincerely thank those residents who contributed their time to this project.

Hearing your views and understanding your concerns helps us to better assess future municipal priorities, budget concerns and programs and services, and will guide our priorities. We are pleased to report to you the results of our 2004 Citizen's Survey and to highlight for you some key program changes that resulted from our first Citizen's Survey conducted in 2001. Findings are accurate to +/- 3.5%, 19 times out of 20.



A Good Place to Call "Home"

Survey results indicate that an overwhelming 87% of Oakville residents say that Oakville is a better place to live than other municipalities in the Greater Toronto Area.

Residents were asked to rate by importance, ten key factors that shape the reputation and character of a community and then rank how they felt Oakville was performing. On all measures, the majority of residents awarded Oakville a passing grade. It is evident that residents attach the greatest importance to having a "feeling of belonging" and "the environment for living". Residents express greatest concern over the Town's performance in the areas of "environmental protection", "environment for living", and "help for the needy". This input is invaluable as the Town sets its budget and strategic priorities for the future.

Quality of Life Measures

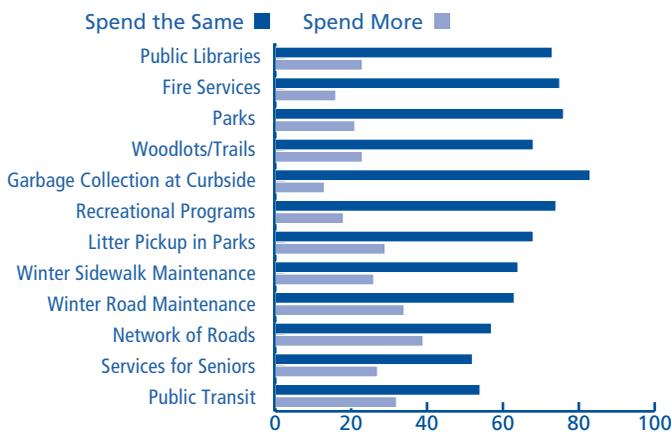


Town Services Meet Expectations

Residents continue to express high levels of satisfaction with the cost and delivery of Town services. Libraries, fire services, and parks were the highest rated services while garbage and leaf collection showed the greatest improvement in public satisfaction since 2001.

Roads, winter road maintenance and public transit were identified as possible areas for increased spending by over 30% of residents. Other areas with some support for increased spending included services for seniors, sidewalk maintenance and litter pick-up. There is little support for spending cuts in any area.

Spending Preferences



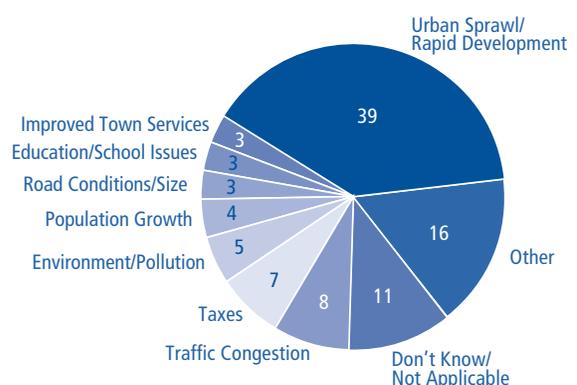
Residents Ranking



Concern for the Future

When asked to look ten years into the future. Almost all residents – 84% – said they would like Oakville to remain unchanged, so it is no surprise that urban sprawl/rapid development was identified as the most important issue facing our community. Other concerns included the related issues of traffic congestion, taxes, environmental protection and open spaces. With further growth in the GTA area inevitable, it is critical that Oakville residents continue to be given a voice in planning for this growth.

Most Important Issues Facing Oakville





Customer Service – Working for You!

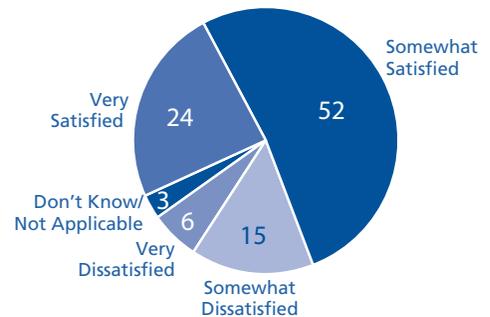
There has been a slight increase since 2001 in the positive assessments of the courtesy and accessibility of Town staff. Statistics also indicate that personal visits and phone calls are down and use of e-mail and internet contact has increased.

Residents continued to express their satisfaction with overall Town government. In 2004, 76% of respondents indicated that they were very or somewhat satisfied with Town government, which is down from 82% in 2001.

Experience with Town Staff



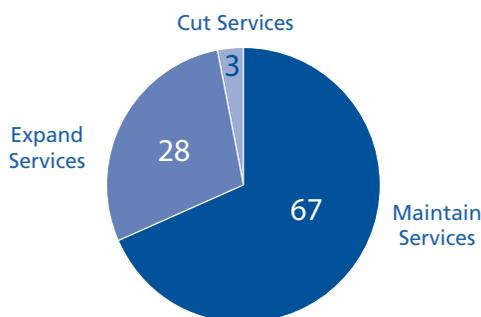
Satisfaction with Municipal Government



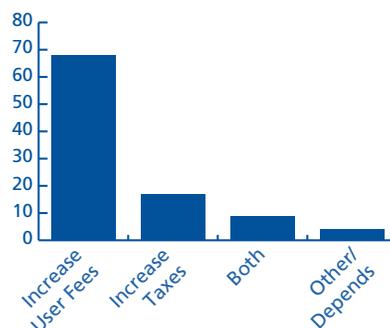
Maintain Service Levels

The majority of residents want Oakville to maintain its existing levels of service, even if this means increasing taxes or higher user fees. While there is virtually no support for service cuts, there has been a slight increase in the proportion of residents who favour an expansion of services. However, the results showed that any expansion of services should be paid for by user fees – not increased taxes.

Town Services



Strategies for Expanding Town Services



Listening and Responding to Your Concerns

We've been working since 2001 to respond to your concerns and enhance our service delivery. Here are just a few of the initiatives we've undertaken:

- Blueprint Oakville** – Planning the future of our community is clearly a key concern for residents of Oakville. We are providing all residents with the opportunity to directly contribute to planning Oakville's future in six key areas including the North Oakville Secondary Plan, an Environmental Strategic Plan, a Parks, Recreation, Culture and Library Master Plan, Development Charges Study, Transportation Master Plan, and the North Oakville Subwatershed Studies. Visit us at www.oakville.ca for more details on how you can participate.
- Easing Traffic Congestion** – This Fall, look for our new Transportation Master Plan that will set out policies and infrastructure plans for all types of travel in Oakville (vehicles, transit, cycling, walking) for the next 20 years. We are also working with Halton Region to improve road conditions throughout the Town.
- Environmental Protection** – In addition to the Environmental Strategic Plan underway, the Town has implemented an Anti-Idling By-law, launched a Town-wide Anti-Litter Campaign, introduced a pesticide information program, developed an internal "Smog Alert" policy to reduce energy consumption at Town-owned facilities, and planted thousands of trees as part of its forest rejuvenation initiatives.
- Connecting to You** – Oakville residents can now visit the Town's website to register for their favourite parks and recreation programs, check their property tax assessment calculations, explore Oakville through our GIS 3D mapping feature, and pay their parking tickets. The Town website now receives almost 100,000 hits a month.



For More Information

The results of this Citizen's Survey allow the Town to monitor its progress and achievements and work to improve service delivery. Operational areas of the Town will take guidance from the survey results when developing their business and service planning initiatives and setting budget and strategic priorities for the future.

Both the 2001 and 2004 Citizen Surveys are available for reference and can be viewed at www.oakville.ca. For more information about the Citizen Survey, please contact Corporate Communications at 905 845 6601 ext. 3038 or e-mail corporatecommunications@oakville.ca.