



2009 REPORT CARD TO CITIZENS

Oakville Tops In Livability

The results are in! According to the Town's 2009 Citizens Survey, an overwhelming 89 per cent of Oakville residents surveyed expressed overall satisfaction with key attributes of local government and 88 per cent are satisfied with Town programs and services. A remarkable 85 per cent of residents said that Oakville is better than most areas in the Greater Toronto Area (GTA) when it comes to livability. The telephone survey was conducted by

Pollara Strategic Insights on behalf of the Town of Oakville. A random sample of 805 residents were asked about their views on the community; what they valued most about Oakville; what they saw as the top challenges facing Oakville; how they rated a wide variety of Town services; and what they had to say about future spending priorities. Findings are accurate to +/- 3.5 per cent, 19 times out of 20.

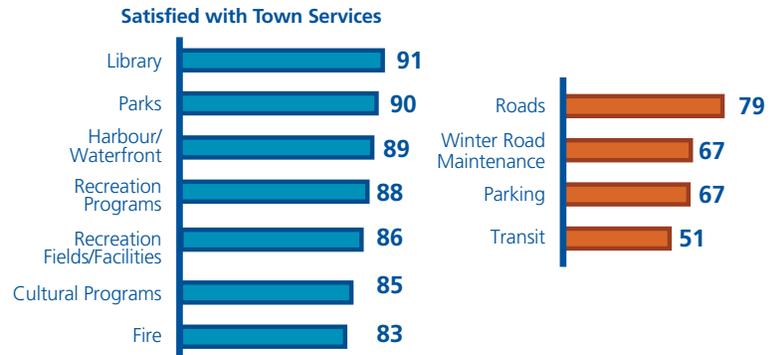
A GOOD PLACE TO CALL "HOME"

Residents were asked to rate eight key attributes that contribute to quality of life in Oakville. Over nine in ten residents rate a sense of belonging and being safe (94%) and quality of buildings and overall appearance (92%) as Oakville's top attributes. These are followed by very high ratings of the effort the Town makes to protect heritage (87%), the amount of information provided to residents (85%) and the Town's responsiveness to the needs of the community (80%). Nearly seven-in-ten say they are satisfied with the Town's management of tax dollars (69%).



TOWN SERVICES MEET EXPECTATIONS

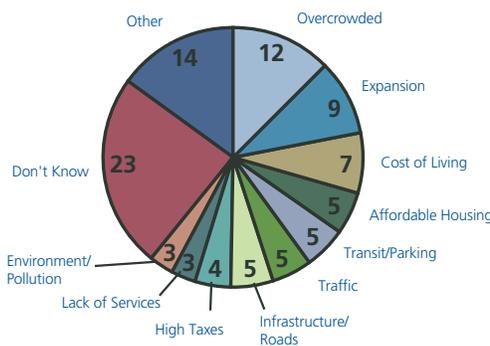
Overall, residents asked were very satisfied with the Town's programs and services. Seven of 11 service areas receive satisfaction levels of over 80%, led by satisfaction with public library services (91%), parks and green spaces (90%), harbours and waterfront areas (89%), recreation programs (88%), recreation fields and facilities (86%), Oakville's fire services (83%) and arts and cultural programs and venues (85%). While Town roads and sidewalks (79%), winter road and sidewalk maintenance (67%), provision of municipal parking (67%) and Transit (51%) do not exceed 80% these are municipal services that often rate lower in most municipalities.



PLANNING FOR THE FUTURE

Residents were asked about the greatest challenge preventing Oakville from being the most livable Town in Canada. The top three challenges are being overcrowded or overdeveloped (12%), town expansion generally (9%) and the cost of living (7%). Notably, 23% of residents say they don't know or can't name a particular challenge that prevents Oakville from being the most livable Town in Canada.

Concern over growth was a consistent theme of the survey. While growth and development remained the most important issue identified by residents (25%), the good news is that concern over urban sprawl/development has dropped five per cent from 2007 and 14 per cent from 2004.



MANAGING GROWTH A KEY PRIORITY

To assist with prioritization of policies and plans for the future, residents were asked to choose which priority they would like to see the Town focus on most. Managing growth in the Town was most often selected as the key priority overall by residents, followed by Oakville's natural environment and then Oakville's local infrastructure.



For More Information

This is the fourth Citizens Survey Oakville has conducted. Current and past survey results are available for reference and can be viewed at www.oakville.ca. For more information please contact the Strategy, Policy & Communications Department at 905-845-6601 ext. 3689 or email communications@oakville.ca.

