

APPENDIX B



OAKVILLE

**2015 Town of Oakville Citizen Survey**

**Online Self-Complete Survey Results**

**February 2015**

POLLARA   
STRATEGIC INSIGHTS

# Methodology

- In January of 2015, The Town of Oakville commissioned Pollara to conduct a random telephone survey of residents regarding several topics. To give all residents the opportunity to share their opinions, a complementary online survey was made available on the town's website.
  - The self-complete online survey was open from January 12<sup>th</sup> to 30<sup>th</sup>, 2015.
- The self-complete online survey results are considered qualitative feedback and cannot be extrapolated to represent opinions of town residents.
  - Due to the self-complete nature of the collection, no margin of error can be applied.

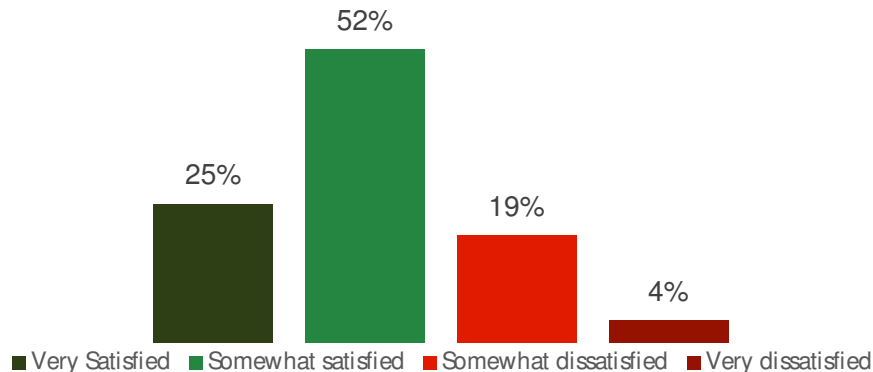
## Top Issues



# Online Self-Complete Survey Highlights

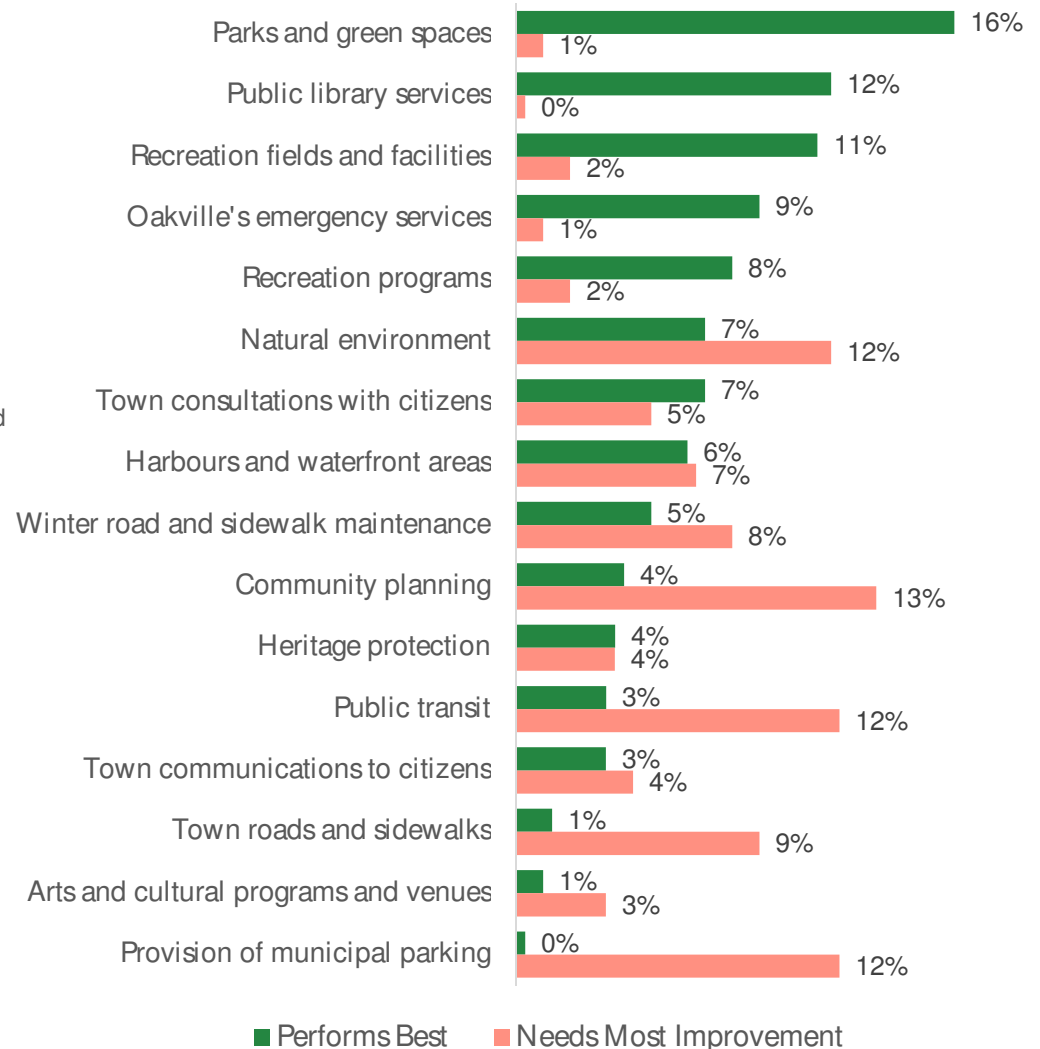
## Satisfaction with Town Government and Services

Satisfaction with Town Government



Demographic	% Composition
Male	47%
Female	53%
18-34	6%
35-50	31%
51+	63%

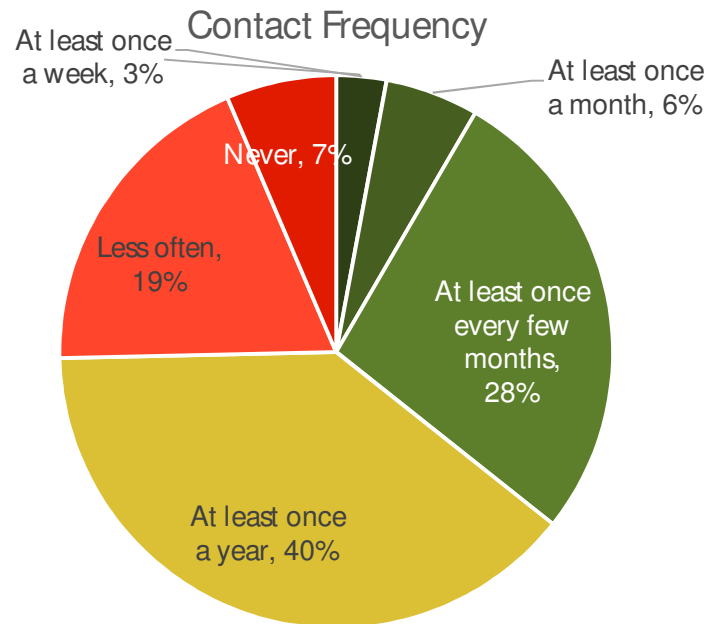
Town Services



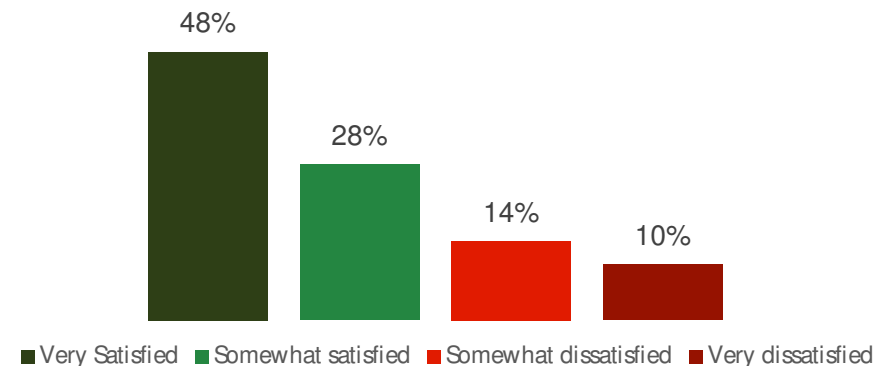
POLLARA

# Online Self-Complete Survey Highlights

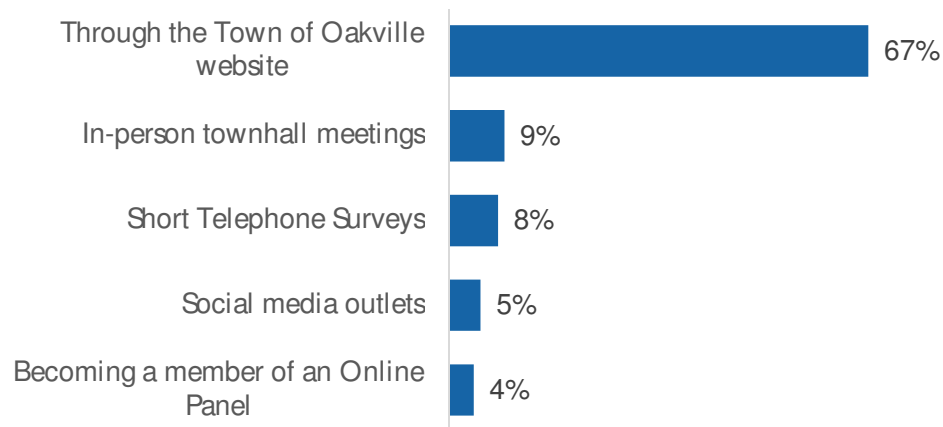
## Aspects of Contact with the Town of Oakville



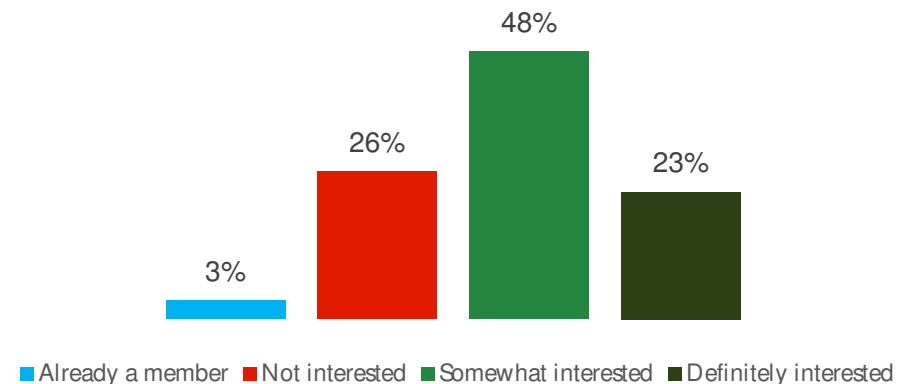
**Satisfaction with Recent Contact**



**Methods to Interact with the Town**



**Interest in Participating in Consultations**

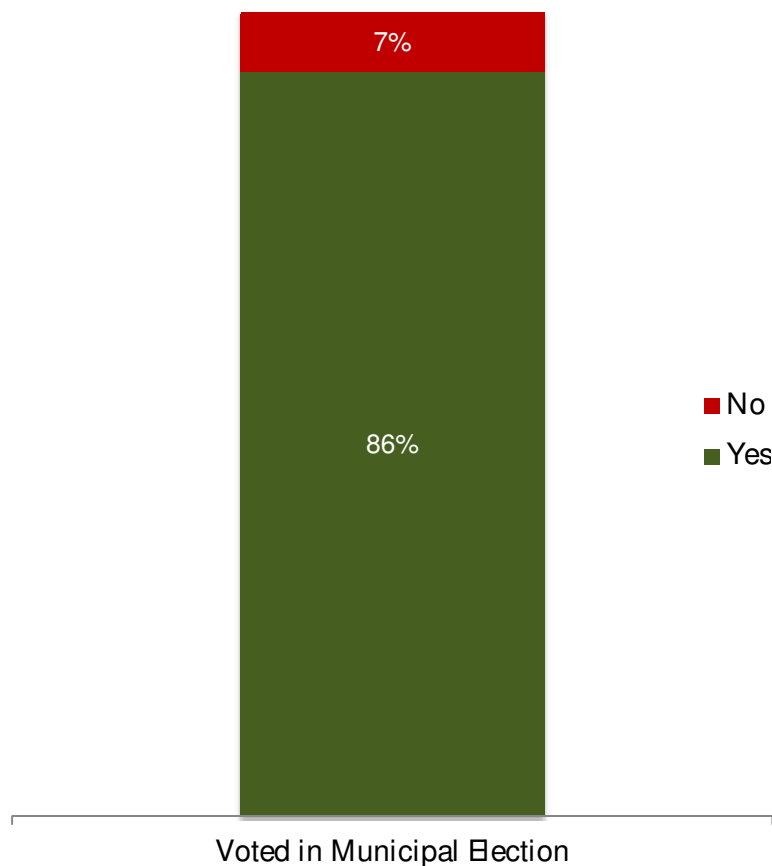


Q8 - Over the past two years, about how often have you contacted the town, for any purpose? Q9 - And thinking about the most recent contact you had with the Town of Oakville... Overall, were you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the service that you received? Q10 - The Town of Oakville regularly seeks input from its residents. Which of the following methods would you be most likely to use to interact with the Town of Oakville? Q11 - And, in future, would you be interested in participating in online consultation exercises, such as Idea Forum, for the Town of Oakville?

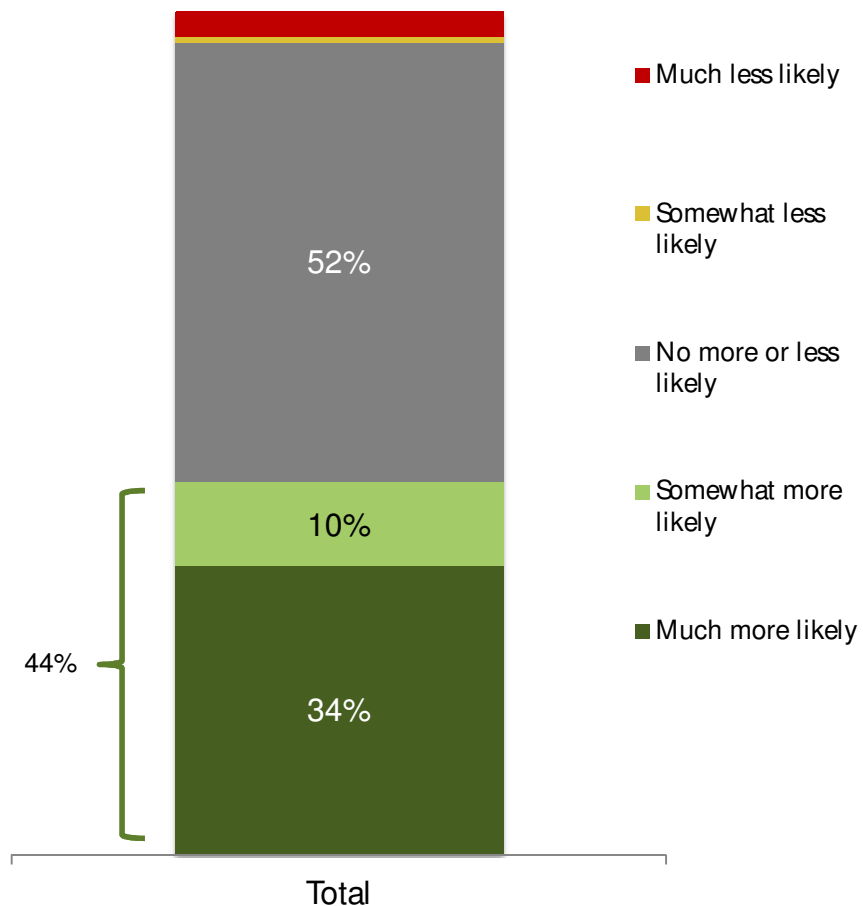
# Online Self-Complete Survey Highlights

## *Voter Turnout and Support of Online Voting*

Participation in 2014 Municipal Election



Impact of Online Voting on Vote Intention



Q13 - Did you vote in the most recent municipal election in October 2014? Q14 - The town is considering offering internet or online voting as an additional way to vote for municipal elections. Would having the option to cast your ballot online for municipal elections make you... N=304

# Online Self-Complete Survey Highlights

## Select Verbatim Comments

### Positive Feedback

- Oakville is a great Town to live in. Let's keep it that way.
- I like the spirit of consultation that prevails with the current administration.
- Thanks for keeping our Town beautiful, and parks well maintained and our community sports and cultural programs going!
- Thanks for inviting my input and providing new tools to gather it.

### Oakville Trafalgar Memorial Hospital

- Do something to ensure we retain emergency health care at OTMH.
- A great concern for Southeast Oakville is a lack of medical emergency services when the hospital moves. People bought in this area because of the hospital.
- We are hoping some sort of emergency clinic will still be available once the hospital leaves. It is anywhere from 20-45 minutes to drive to the 3rd line and Dundas location. With all the Midtown traffic this is a major concern for us and my neighbors in old Oakville.

### Downtown Oakville

- Please deal with the parking issues in downtown asap. It is annoying the residents and killing the retailers.
- We are concerned that Downtown development be done in a timely manner with a specific plan to support the sustainability of downtown businesses.
- Very concerned about the many vacant stores along the downtown strip. The town needs to entice business to this area.
- Reduce the taxes on downtown buildings. Let landlords charge less rent, keep unique stores, so our Lakeshore downtown doesn't disappear.

### Public Transit

- I would like to see a time schedule posted at all bus stops
- Would take the bus to GO station but as a casual user impossible to determine when and where the bus goes
- If you want people to use public transportation then you have to build it to run more than once every hour and every day. Not having transit on Sundays and for hours at noon is ridiculous.

### Miscellaneous Comments

- The town needs to focus on improving the infrastructure in existing older areas of the town.
- We need to protect our green spaces and have developers pay the true costs of new developments.
- Graffiti is a growing problem around the town and this needs to be removed immediately
- I did not vote in this years election because I was out of town for an extended period. On-line voting would resolve that issue.
- Midtown Traffic Congestion Relief - Begin working now on relief measures for traffic congestion in Midtown in advance of further office and condo developments. The measures should be both interim and long-term.
- Stop the destruction of houses for the sake of grabbing the almighty buck. Putting mansions on the lots, with no character and no control over "minor" variances.
- Please continue your Ash tree treatment program.
- Just completing this survey has made me realize there is an online version of the Oakville Beaver / Inside Halton, which I will start to check regularly to get updates and information on the town.



# POLLARA

STRATEGIC INSIGHTS

1255 Bay Street, Suite 900  
Toronto, Canada M5R 2A9

Tel: 416.921.0090 | Fax: 416.921.3903

[www.pollara.com](http://www.pollara.com)