

ADOPTED by Council at its meeting held February 21, 2012 [M97-2012]

/AA

Windsor, Ontario February 21, 2012

**REPORT NO. 47 of the
ENVIRONMENT & TRANSPORTATION STANDING COMMITTEE**
of its meeting held January 25, 2012.

Present:
Councillor Hatfield, Chair
Councillor Payne
Councillor Sleiman
Councillor Halberstadt
Councillor Valentinis

That the following recommendations of the Environment and Transportation Standing Committee **BE APPROVED:**

Moved by Councillor Sleiman, seconded by Councillor Valentinis,
That the administrative report authored by the Environmental Coordinator dated January 4, 2012 entitled "2011 Environmental Attitudes Survey" **BE RECEIVED** for information.

Carried.

LIVELINK #15683 SW/8523

Clerk's Note: The administrative report authored by the Environmental Coordinator dated January 4, 2012 entitled "2011 Environmental Attitudes Survey is attached as background information.


CHAIRPERSON


DEPUTY CLERK

NOTIFICATION:				
Name	Address	Email Address	Telephone	FAX



**THE CORPORATION OF THE CITY OF WINDSOR
OFFICE OF THE CITY ENGINEER- Operations**

**MISSION STATEMENT:**

"The City of Windsor, with the involvement of its citizens, will deliver effective and responsive municipal services, and will mobilize innovative community partnerships"

LiveLink REPORT #: 15683 SW/8523	Report Date: January 4, 2012 (#3228 /jc-01/04/12-ebr)
Author's Name: Karina Richters	Date to Standing Committee: January 25, 2012
Author's Phone: 519 253 7111 ext. 226	Classification #:
Author's E-mail: krichters@city.windsor.on.ca	

To: Mayor and Members of City Council

Subject: 2011 Environmental Attitudes Survey

1. RECOMMENDATION: City Wide: Ward(s): _____

To City Council for information.

EXECUTIVE SUMMARY:

N/A

2. BACKGROUND:

The first Environmental Attitude Survey of City resident's was completed in 2005 in support of the development of the Environmental Master Plan. The findings of this survey were used to help the City better understand and assess residents' attitudes and opinions about Windsor's Environment. The results of this survey were used in the development of the Environmental Master Plan.

The Environmental Master Plan and the Implementation Plan suggest that the Environmental Attitude Survey be repeated on a 4-year cycle.

3. DISCUSSION:

The Environmental Attitude Survey is a very useful tool to the Environmental Coordinator and City staff, as it provides a list of environmental concerns of the residents, as well as a tool to determine the effectiveness of the environmental awareness campaigns. The results of the attitude survey can be used to assist in the prioritization of actions.

The original survey was completed by DPRA, the consultants retained to complete the Environmental Master Plan. An updated survey was in the EMP work plan for 2011. Originally, it was intended that the majority of the questions from the original survey would be completed in the updated survey.

In the summer of 2011, Ipsos Public Affairs began contacting municipalities about their Municipal Solutions for a Greener Earth Syndicated Survey. This survey had many similar questions to that completed in 2005, however due to the wording of the questions, it is difficult to do a direct comparison.

The benefits of completing the survey with Ipsos Public Affairs included new additional questions not included in the original survey, the ability to compare the responses against other municipalities across Canada and a reduced cost by partnering with other municipalities.

The one down side was a couple questions are used to track the performance of the Environmental Master Plan and the wording needed to be close to complete an adequate comparison to the previous survey. For a small additional cost, three questions were added for the City of Windsor in order to monitor performance of the Environmental Master Plan.

Ipsos Public Affairs also had additional modules that could be added to the survey. The module on waste management was added for the City of Windsor. The questions from this module were of interest to the Essex Windsor Solid Waste Authority as work continues on the Waste Management Master Plan. The results from the waste management module will be made available through EWSWA.

Ipsos Public Affairs completed 300 telephone interviews with a randomly selected representative sample of City of Windsor residents aged 18 or older between October 7th and October 16th, 2011. Based on Ipsos Public Affairs, the overall results are accurate to within +/- 5.7 percentage points (19 times out of 20).

The final data was also weighted to ensure the age and gender distribution reflects that of the actual population in the City of Windsor according to the 2006 Census data. The full study provided by Ipsos Reid is included as Appendix A. This report will highlight those questions that can be compared to the 2005 survey.

SURVEY RESULT COMPARISONS 2011 TO 2005

2011 Question 3: In your view, what is the most important environmental issue facing the City of Windsor today that is the one environmental issue you feel should receive the greatest attention from your local leaders? Are there any other important local environmental issues?

The top three responses compared to those in 2005 and the municipal norm are as follows:

	Top 3 in the 2005 survey	Top 3 in the 2011 survey	Municipal Norms
1.	Air Quality (41.8 %)	Air pollution/quality (28%)	Water pollution/quality/supply (25%)
2.	Water Quality (10.5 %)	Pollution (unspecified) (23%)	Amount of Green space/parks/trees (16%)
3.	Road Congestion (7.6 %)	Water pollution/quality/supply (19 %)	Air pollution/quality (11%)

2011 Question 4: *How would you rate the overall quality of the environment in the City of Windsor today?*

The results of the survey indicate that only 34 % of the residents would rate the overall quality of the environment in the City of Windsor as excellent or good, compared to the municipal norm of 70 %. The rest of the respondents rated the overall quality of the environment as fair or poor.

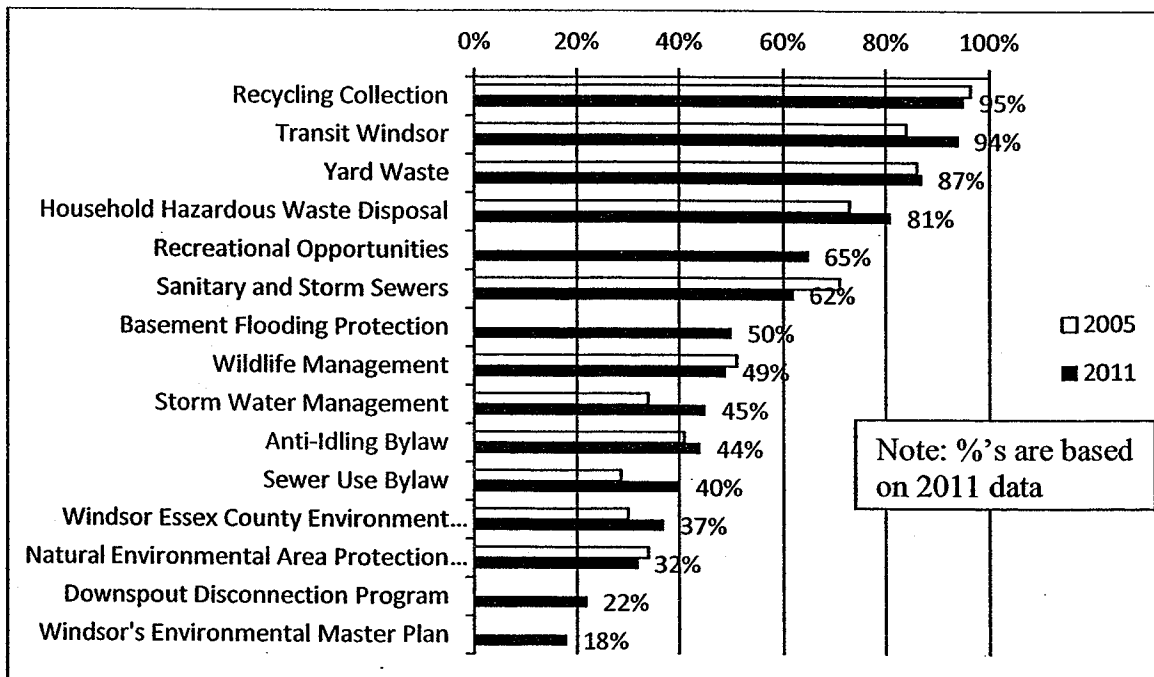
2005 Survey (Very Satisfied, Satisfied)	2011 Survey (Excellent, Good)	Municipal Norms
16.3 %	34%	70%

2011 Question 10: *Would you support or oppose the City of Windsor increasing citizens' property taxes to pay for initiatives aimed at preserving and protecting the environment?*

Thirty seven percent of the respondents strongly or somewhat supported an increase in property taxes that would help pay for the initiatives aimed at preserving and protecting the environment. This is down from the 49 % in 2005. The municipal norm was 40 % in support.

2011 Question 11: *I am going to read a list of current City of Windsor programs, services and initiatives. We are interested in knowing which programs or services you are aware of as they relate to the environment. Are you aware of:*

This question was added by the City of Windsor to determine if awareness of the programs and services we offer is increasing. The table below compares the level of awareness between now and 2005. Based on the responses, the level of awareness in general is increasing.



2011 Question 13: *I am going to read a list of environmental features and qualities that pertain to the City of Windsor. Using a scale of 1 to 5, five being excellent, and one being substandard, please rate the following:*

The following table compares the mean scores from 2005 and 2011.

	Mean Score 2005	Mean Score 2011
Local food availability	-	3.8
Accessibility of parks, walking trails and greenspace	3.8	3.8
Drinking water quality	3.6	3.6
Availability and convenience of public transportation	3.2	3.4
Amount of tree cover in Windsor	3.0	3.3
Ease of commuting in the City	3.2	3.2
Cleanliness of the City	3.0	3.2
Accessibility of bicycle trails	3.3	3.2
Urban planning and neighbourhood design	2.9	2.9
Water quality of rivers and streams	2.4	2.7
Air quality	2.0	2.5

4. RISK ANALYSIS:

N/A

5. FINANCIAL MATTERS:

N/A

6. CONSULTATIONS:

EWSWA

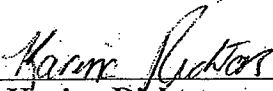
7. CONCLUSION:

The survey has reaffirmed that residents in the City of Windsor feel that local leaders need to place a priority on protecting and preserving the environment as it remains in the top five of the top of mind issues. Residents continue to put air quality as the most important environmental issue facing the City of Windsor today followed by water quality.

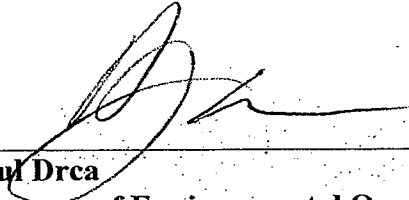
Even though the percentage of residents willing to pay more in taxes to protect the environment has been reduced to 37% from 49% in 2005, almost 50% indicate that not enough time and resources are being spent on activities related to preserving and protecting the local environment compared to the 4 % that have the contrary opinion.

The level of awareness of programs and services related to the environment appears to be increasing, which in part speaks to the actions completed under the EMP, Goal E: Promote Awareness, however, more still needs to be done.

This survey will be used as a tool to assist in prioritizing the actions moving forward with the implementation of the Environmental Master Plan.



Karina Richters
Environmental Coordinator



Paul Drca
Manager of Environmental Quality



Mario Sonogo
City Engineer and Corporate Leader
Environmental Protection and
Transportation

KR:JC:ebr

APPENDICES:

Appendix A: Municipal Solutions for a Greener Earth – City of Windsor, November 2011

DEPARTMENTS/OTHERS CONSULTED:

Name:
Phone #: 519 ext.

NOTIFICATION :

Name	Address	Email Address	Telephone	FAX



Municipal Solutions for a Greener Earth – City of Windsor

2011 Syndicated Survey
November



Methodology

- 300 telephone interviews with a randomly selected representative sample of City of Windsor residents aged 18 years or older.
- Conducted between October 7th and October 16th, 2011.
- Overall results accurate to within ± 5.7 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- Final data was weighted to ensure the age and gender distribution reflects that of the actual population in the City of Windsor according to the 2006 Census data.
- Where appropriate, results have been compared to Ipsos Reid's database of municipal norms to provide additional context, insight, and benchmarks.

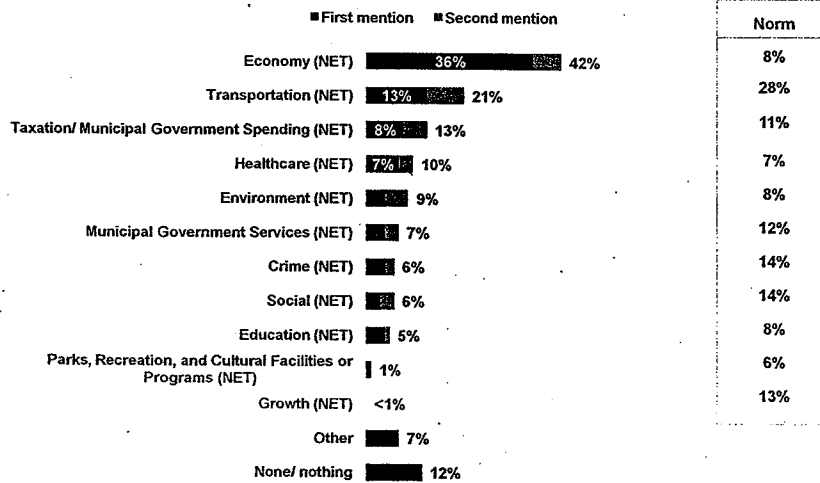


PRIORITIZING THE ISSUE



Top of Mind Issues

Q1. In your view, as a resident of the City of Windsor, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

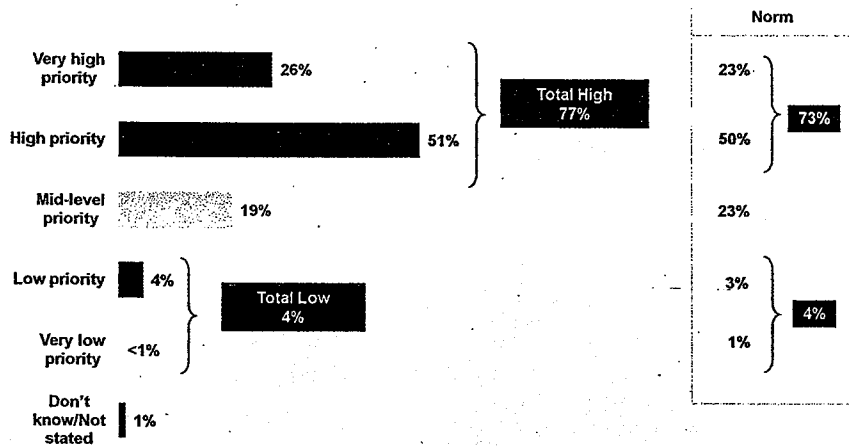


Base: All respondents (n=300)



Priority of Preserving and Protecting Local Environment

Q2. Compared to all of the issues facing the City of Windsor today, how high a priority do you think local leaders should place on preserving and protecting the local environment? Do you think this should be a ...?



Base: All respondents (n=300)

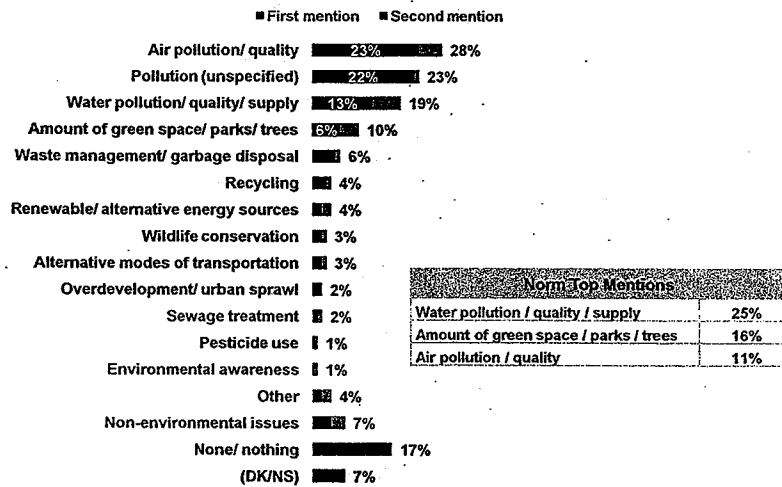
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Top of Mind Environmental Issues

Q3. In your view, what is the most important environmental issue facing the City of Windsor today, that is the one environmental issue you feel should receive the greatest attention from your local leaders? Are there any other important local environmental issues?



Only mentions of 3% or more are shown.

Base: All respondents (n=300)

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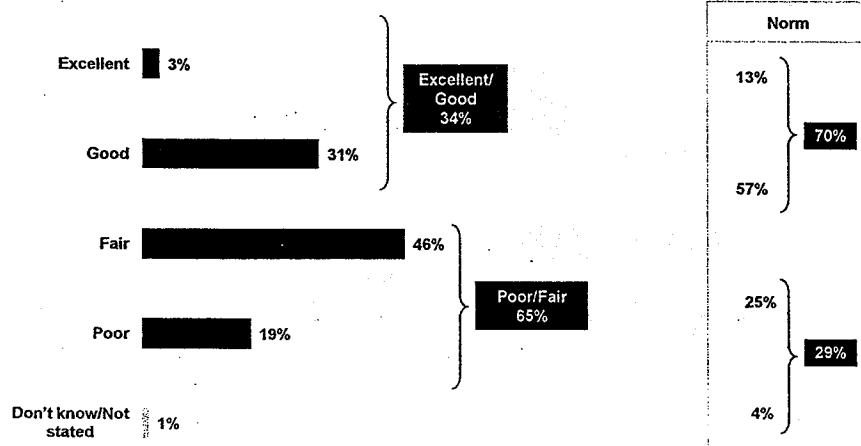


PERCEPTIONS OF THE LOCAL ENVIRONMENT



Overall Quality of Environment in Municipality

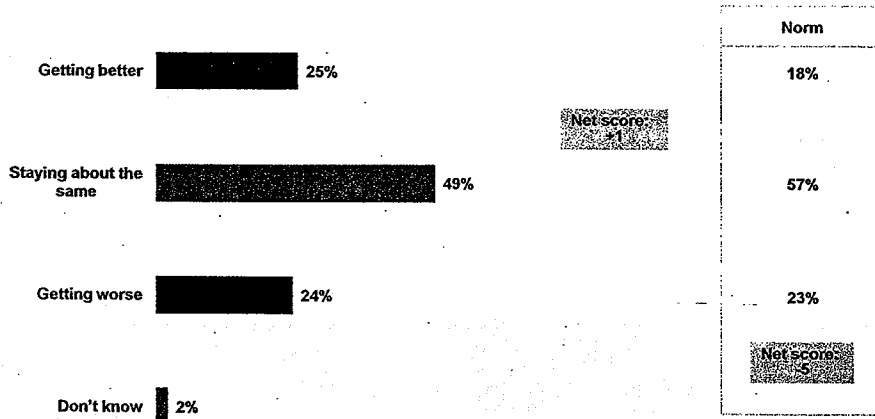
Q4. How would you rate the overall quality of the environment in the City of Windsor today?





Change in Overall Quality of Environment

Q5. How would you rate the overall quality of the environment in the City of Windsor today?



Base: All respondents (n=300)

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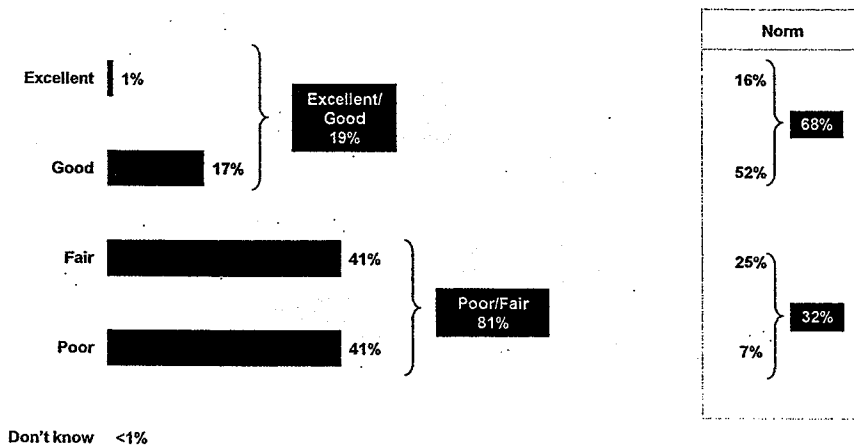
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Air Quality

Q6. How would you rate the overall air quality in the City of Windsor today?



Base: All respondents (n=300)

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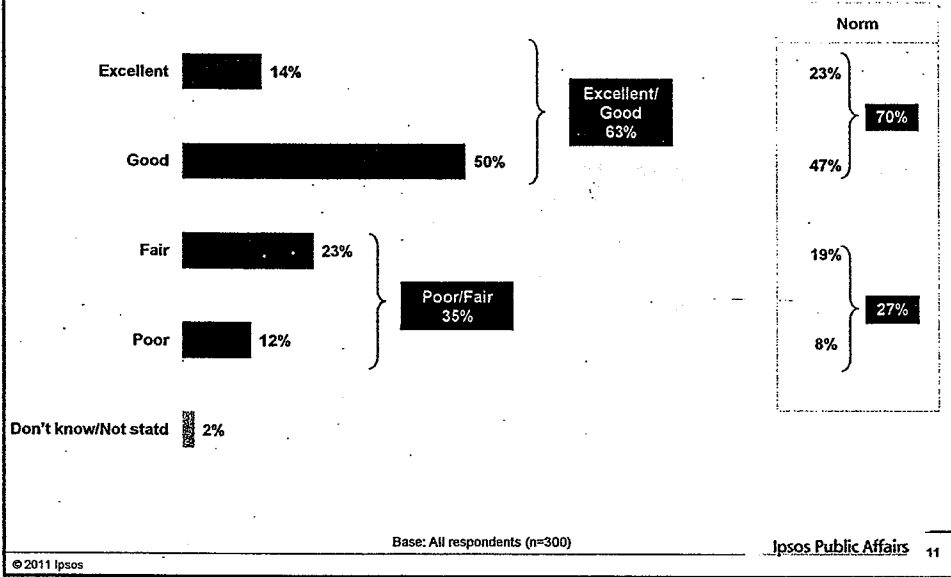
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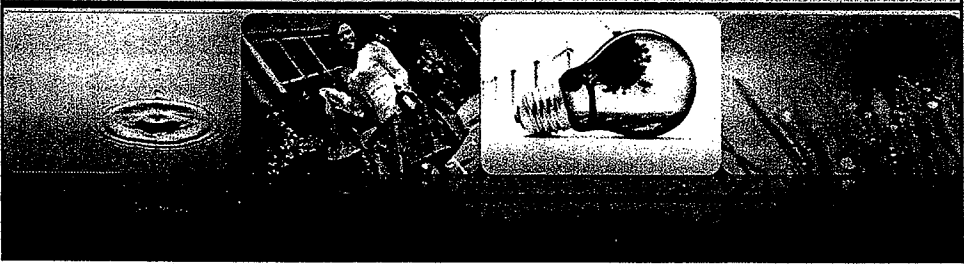
Quality of Drinking Water

Q6. How would you rate the overall quality of drinking water in the City of Windsor today?



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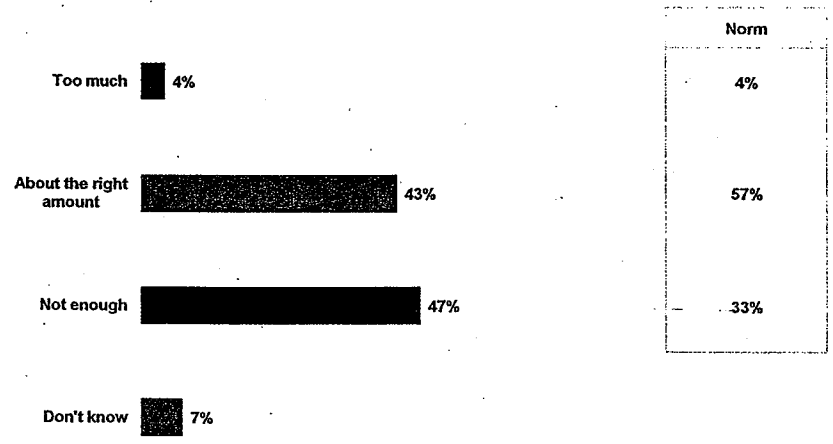
ASSESSMENT OF MUNICIPAL GOVERNMENT PERFORMANCE AND PRIORITIES





City Time and Resources Spent on Preserving and Protecting the Local Environment

Q7. How do you feel about the amount of time and resources the City of Windsor spends on activities related to preserving and protecting the local environment? Would you say they are doing too much, about the right amount, or not enough?



Base: All respondents (n=300)

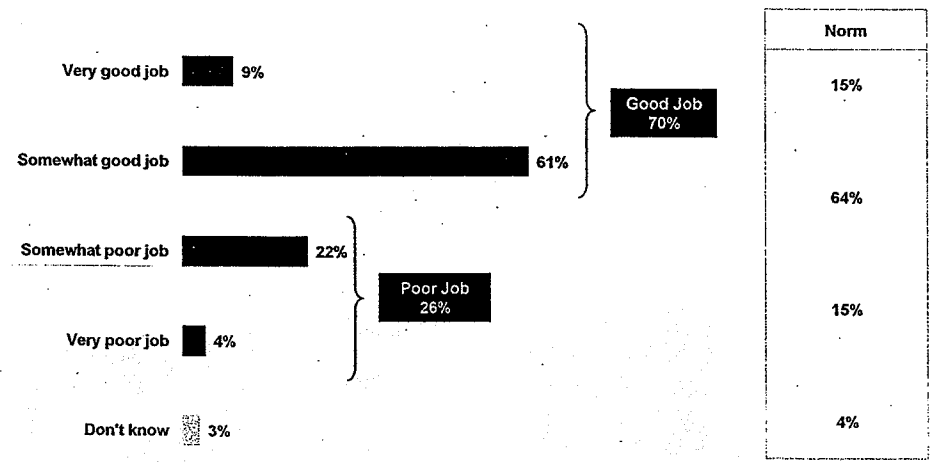
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Municipality Performance Preserving and Protecting Local Environment

Q8. And, how would you rate the overall performance of the City of Windsor when it comes to preserving and protecting the local environment?



Base: All respondents (n=300)

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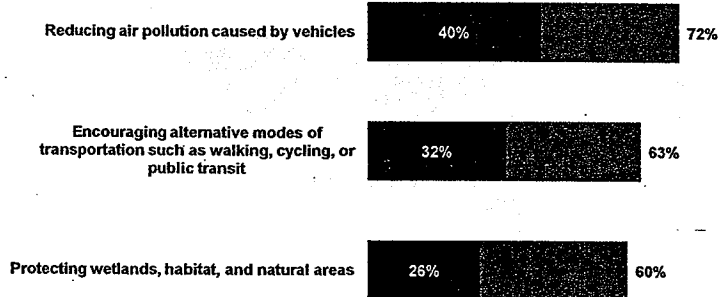
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Environmental Priorities

Q9. I'm going to read a list of things the City of Windsor could do to preserve and protect the local environment in your community. Please tell me which one of these you think should be the highest priority for the City of Windsor over the next year. And which one should be the next highest priority?

■ First Mention ■ Second Mention



Base: All respondents (n=300)

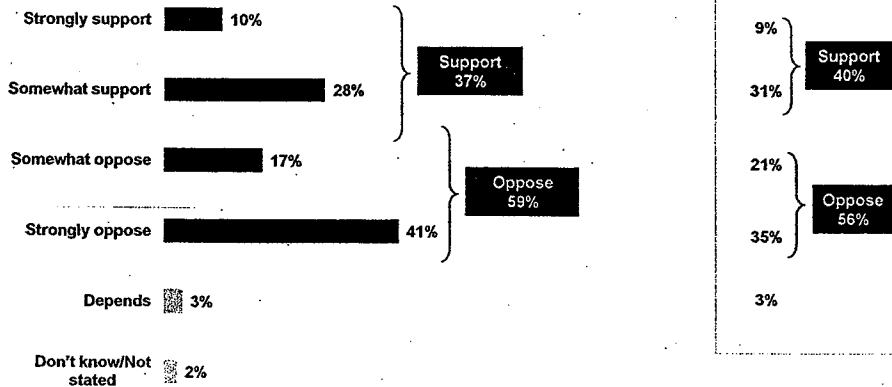
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Overall Quality of Environment in Municipality

Q10. Would you support or oppose the City of Windsor increasing citizens' property taxes to help pay for initiatives aimed at preserving and protecting the local environment?



Base: All respondents (n=300)

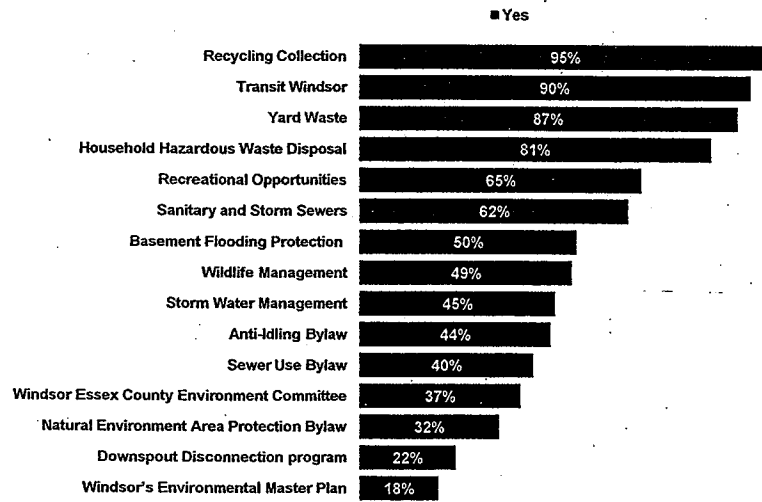
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Awareness of Programs, Services and Initiatives

QW1. I am going to read a list of current City of Windsor programs, services and initiatives. We are interested in knowing which programs or services you are aware of as they relate to the environment Are you aware of:



Base: All respondents (n=300)

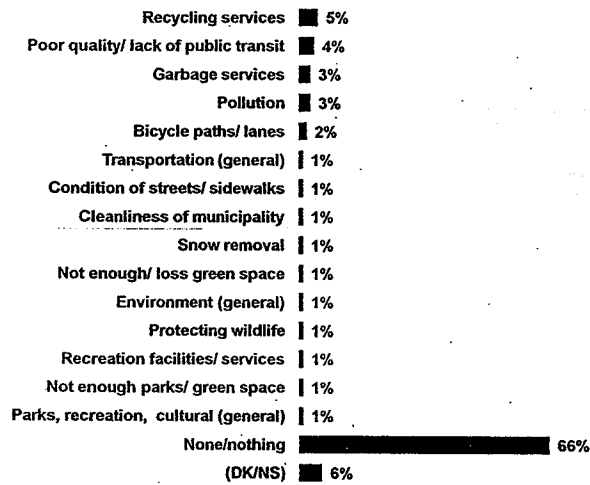
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Suggestions for Change

QW2. Are there any changes to existing environmentally-related programs, services or initiatives or new programs, services and initiatives that you would like to see offered by the City?



Base: All respondents (n=300)

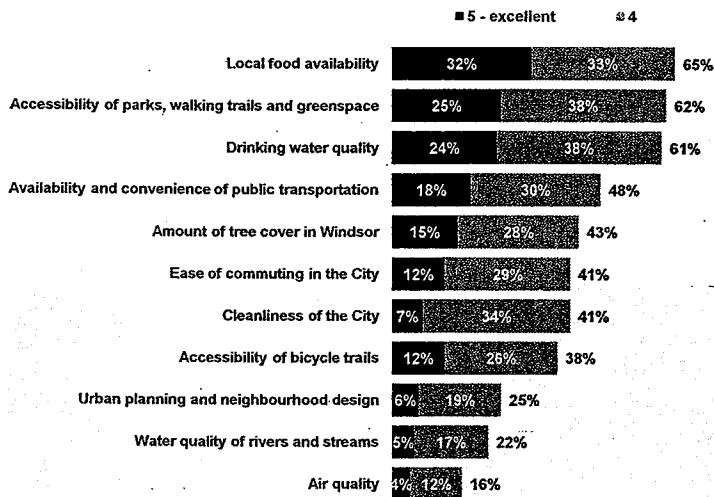
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Rating of Environmental Features and Qualities

QW3. I am going to read a list of environmental features and qualities that pertain to the City of Windsor. Using a scale of 1 to 5, five being excellent, and one being substandard, please rate the following:



Base: All respondents (n=300)

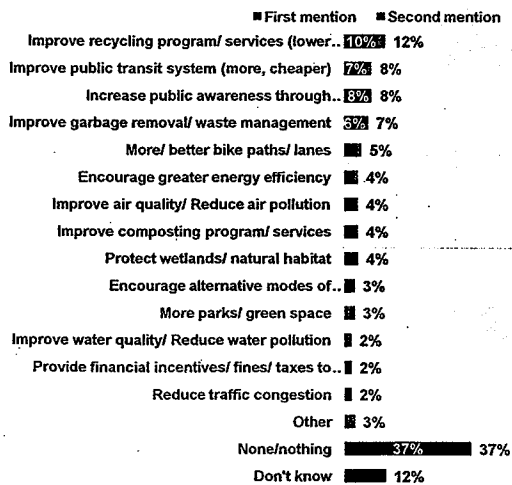
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Suggestions to Make it Easier for Citizens to Preserve and Protect the Local Environment

Q13. Overall, what suggestions do you have for things the City of Windsor can do to make it easier for you to preserve and protect the local environment? Anything else?



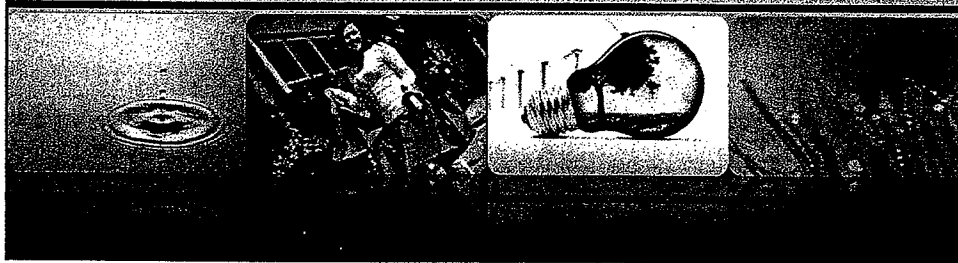
Base: All respondents (n=300)

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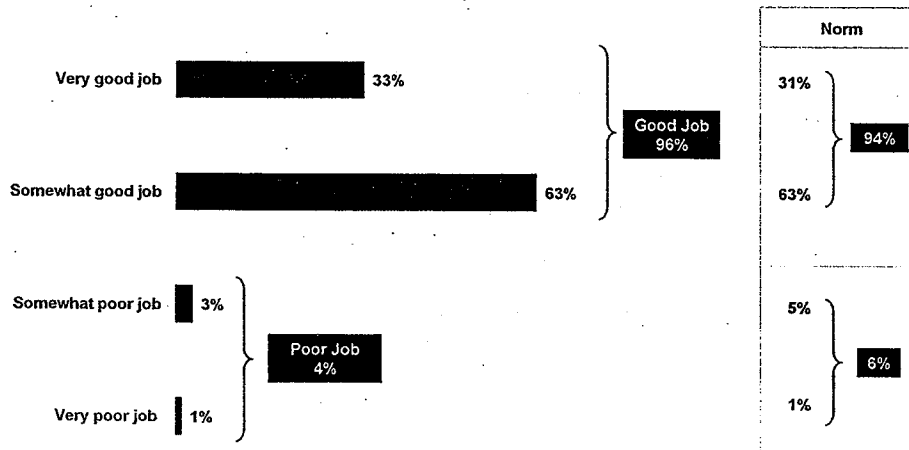


ENVIRONMENTAL BEHAVIOURS



Personal Performance Preserving and Protecting Local Environment

Q11. Overall, how would you rate your own personal performance when it comes to preserving and protecting the local environment?

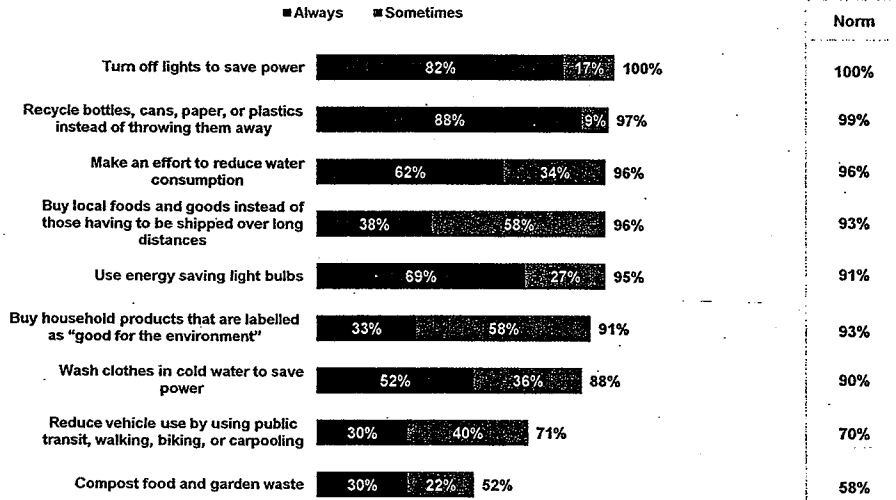


Base: All respondents (n=300)



Participation in Specific Environmental Activities

Q12. Please tell me how often you personally participate in each of the following activities.



Base: All respondents (n=300)

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WEIGHTED SAMPLE CHARACTERISTICS



Weighted Sample Characteristics

	All Respondents		All Respondents
Gender:		Household Composition:	
Male	48%	With children	35%
Female	52%	Without children	65%
Age:		Length of Residency:	
18 to 24	10%	Less than a year	1%
25 to 34	21%	1 to 5	13%
35 to 44	16%	6 to 10	10%
45 to 54	21%	11 to 20	19%
55 to 64	16%	21 to 30	15%
65 or older	16%	31+	43%
		<i>Average Number of Years</i>	29.4