



TOWN OF VIEW ROYAL Council Report

TO: Council

DATE: April 30, 2019

FROM: S. Jones, Corporate Officer

MEETING DATE: May 7, 2019

COMMUNITY SATISFACTION AND ENGAGEMENT SURVEY – FINAL REPORTS

RECOMMENDATION:

THAT Council receive NRG Research's Final Reports for the telephone and on-line open link community satisfaction and engagement surveys.

CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:

I concur with the recommendation.

PURPOSE OF REPORT:

To provide both the telephone and on-line open link final reports concerning the recently completed Community Satisfaction and Engagement Survey.

BACKGROUND:

At its March 12, 2019 Committee of the Whole meeting, NRG Research gave a presentation on the statistically valid telephone survey that was conducted with 401 respondents in the municipality between February 11 and 26, 2019.

The final report for the telephone survey (see Attachment "A") as well as results from the open on-line survey conducted at the same time (with 132 participants) (see Attachment "B") are attached, including verbatim responses from each survey mode.

DISCUSSION:

As follow-up to questions at the March Committee of the Whole meeting, NRG Research has provided the following information:

- “We made 1,846 calls to obtain 401 survey completions – a response rate of 22%. [O]verall for a general population survey like this one, 22% is very good. We are usually at around 12% or less for general population surveys. [T]his speaks well to the communication and promotion you did in the community for this study. [As] mentioned at the presentation, the cold, snowy weather at the time may have also contributed to this” high response rate as people were at home to receive the survey calls.
- For Question 1a – “Originally we had 14% of residents stating police/ fire/ public safety/ crime/ bylaw enforcement as the most important issue facing their community (top-of-mind, first mention). Broken out further, police/ public safety/ crime is mentioned by 12%; fire is mentioned by 1%; and bylaw enforcement is mentioned by less than 1%.”
- For Question 1a/b – “Originally we had 17% of residents stating police/ fire/ public safety/ crime/ bylaw enforcement as the first or second most important issue facing their community (first and second mention combined). Broken out further, police/ public safety/ crime is mentioned by 14% and fire and bylaw enforcement are mentioned by [approximately] 1% each.”
- For Question 5d – Satisfaction with road maintenance – with respect to the question around distribution of responses received, “[t]here are no significant differences between the FSAs [forward sortation areas], though V9A and V9C have small base sizes.” The responses for Question 5d by FSA are shown in the table below:

Responses for Q5D by FSA Satisfaction with road maintenance	FSA (Canada Post’s forward sortation areas)				
	Total	V8Z	V9A	V9B	V9C
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TOTAL 'N'	401	40	24	314	6
	100%	100%	100%	100%	100%
UNWEIGHTED 'N'	401	38	36	296	7
Not at all satisfied	8	2	1	5	-
	2%	6%	5%	1%	
Not very satisfied	16	1	1	13	1
	4%	1%	4%	4%	10%
Neither satisfied nor dissatisfied	9	1	-	8	-
	2%	1%		3%	
Somewhat satisfied	163	18	10	125	4
	41%	44%	41%	40%	81%
Very satisfied	197	19	12	157	0
	49%	47%	51%	50%	9%
Not Applicable	8	-	-	6	-
	2%			2%	

Refused	1	-	-	1	-
	0%			0%	
Somewhat/Very Satisfied	360	36	22	281	5
	90%	91%	91%	90%	90%
Not Very/Not At All Satisfied	24	3	2	18	1
	6%	8%	9%	6%	10%
Mean	4.3	4.2	4.3	4.4	3.9
Standard Deviation	0.88	1.03	1.02	0.85	0.77

CONCLUSION:

The information received is an extremely useful “check-in”. While verbatim comments represent the views of individuals, repeated comments point to themes that will be further explored as Council embarks on its Strategic Plan work in the coming months.

As well, staff have begun to review the data with a view to promoting initiatives, programs or bylaws that some respondents did not seem to be aware of – for example:

- the keeping of chickens is permitted in some zones and if certain conditions can be met;
- there is a bylaw that prohibits the feeding of wildlife;
- there is a middle school in View Royal;
- snow removal is not a service the Town shares with Langford;
- adult outdoor fitness equipment is available in View Royal Park;
- the Town is not responsible for the roads and streetlights in strata developments;
- outdoor burning of garbage is not permitted; and
- the Town is part of the Greater Victoria Public Library service.


RECOMMENDATION:

THAT Council receive NRG Research's Final Reports for the telephone and on-line open link community satisfaction and engagement surveys.

SUBMITTED BY:


 S. Jones, Corporate Officer

REVIEWED BY:


 K. Anema, Chief Administrative Officer