

November 24, 2014

**COMMUNITY SERVICES - CUSTOMER SERVICES
INFORMATION REPORT # 2014 – 29**

TO: Members of Council

COPY: Bob Shelton, CAO
Anita Moore, Commissioner of Corporate Services
Peter Noehammer, Commissioner of Development & Infrastructure Services
Members of OLT

SUBJECT: Community Survey - 2014

ORIGIN: Manager, Customer Services

The Town of Newmarket's current vision statement is to be a community "well beyond the ordinary" with an accompanying corporate mission to "make Newmarket even better". In 2002, 2005, 2010 and June 2014, using the services of outside consultants, the Town conducted community surveys of approximately 800 residents. In 2008 Council agreed that Community Surveys should be conducted every four years, aligned with the timing of the municipal elections.

Through a standard RFP process Forum Research was selected to conduct our 2014 survey. The purpose of the survey was to measure the level of satisfaction and degree of importance for a variety of services provided by the Town. As with previous surveys, this survey included 14 'core' questions drawn from the ICCS's (Institute of Citizen Centered Service) Common Measurement Tool.

The objectives of the 2014 survey were to:

- Obtain community input and evaluate the current services offered by the Town of Newmarket;
- Gain insight into services where the level of satisfaction is rated as neutral or dissatisfied and find ways to understand and improve upon these ratings;
- Obtain community input as to the service priorities (from a budget & tax perspective);
- Obtain feedback as to the expected service levels and improvements needed in customer service and how to best spend tax dollars;

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- Benchmark the results of the 2014 Community Satisfaction Survey with those from the 2010, 2005 and 2002 Community Surveys;
- Inform Council of residents' feedback for the purpose of setting Council's strategic priorities for the upcoming term of council.

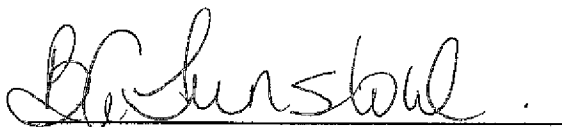
This information will help inform Council's Strategic Priorities for the 2014 – 2018 term. Forum Research will be presenting this information at a workshop on December 10, 2014.

Briefly, the 2014 results include the following highlights:

- 95% of respondents are satisfied with the Town of Newmarket as a place to live;
- The majority of residents (84%) indicated that they are receiving at least fair value for their tax dollars and user fees;
- Nearly 4 out of 5 residents (78%) are satisfied with the local municipal government;
- 19 of 32 services surveyed saw an increase in performance from 2010;
- A statistically significant increase in performance was found for each CMT question regarding service interaction;
- All services received a minimum score of 3.98 or higher out of 5;
- When compared with our benchmark groups including several municipalities, the Town of Newmarket fares very favourably;
- Town staff continues to deliver excellent customer service to members of the community.

CONTACT

Any questions related to this report and this initiative should be directed to the Project Lead, Bonnie Munslow, Manager, Customer Services at bmunslow@newmarket.ca



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