



Town of Newmarket
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2018 Community Survey Results Staff Report

Report Number: 2018-15

Department(s): Customer Service

Author(s): Bonnie G. Munslow

Meeting Date: December 5, 2018

Recommendations

1. That the report entitled 2018 Community Survey results dated December 5, 2018 be received for information purposes.

Purpose

The purpose of this report is to provide Members of Council with the results from the 2018 Community Survey.

Background

The Town of Newmarket's vision is to be a community "well beyond the ordinary" with an accompanying corporate mission to "make Newmarket even better." In 2002, 2005, 2010, and 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 municipal elections.

Through an RFP process, MDB Insight was selected to conduct our 2018 survey. As with previous surveys, this survey included several 'core' questions drawn from the ICCS's (Institute of Citizen Centered Service) Common Measurement Tool, as well as questions designed to better understand residents' priorities for the new term of Council. In the 2014 Community Survey we introduced questions related to levels of citizen engagement and perceived value for tax dollars. These questions were also included in the 2018 survey.

The objectives of the 2018 Community Survey were to:

- Obtain community input and evaluate the current services offered by the Town of Newmarket;
- Assess residents' levels of satisfaction and perceived levels of importance related to the services we provide;
- 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 and tax perspective);
- Obtain feedback as to the expected service levels and improvements needed in customer service and how to best spend tax dollars and;
- Benchmark the results of the 2018 Community Satisfaction Survey with those from 2014, 2010 and 2005 Community Surveys.

The information and feedback from the Community Survey will help inform Council's Strategic Priorities for the 2018 – 2022 term. MDB Insight will be presenting this information at a workshop on December 5, 2018.

Discussion

Briefly, the 2018 results include the following highlights:

- 95% of residents are satisfied with Newmarket as a place to live;
- 85% of residents indicate that they were receiving at least fair value for their tax dollars;
- An all-time high of 82% of residents are satisfied with their local municipal government (a statistically significant increase as compared to previous surveys);
- Several programs and services saw very large increases in overall satisfaction rates;
- When compared with our benchmarking groups, the Town of Newmarket scored higher than the average of all other organizations in the database, for all 13 questions;
- Increased performance on 10/13 benchmark questions compared to the 2014 survey;
- Town staff continue to provide excellent service to members of the community.

Conclusion

Overall, the results for the 2018 Community Survey are extremely positive. Consistent with the high levels of Key Performance Indicators, we see strong results in satisfaction levels for many municipal services and programs. The improvement in overall satisfaction can also be traced to the very large increases in satisfaction for several programs and services.

Business Plan and Strategic Plan Linkages

Well-equipped and managed

- Leading the way by creating an environment for extraordinary public service
- Providing service excellence
- Creating a clear vision of the future and supporting plans and strategies to guide the way
- Providing municipal services that meet existing and future needs of residents

Well-respected

- Encouraging community engagement in local government

Consultation

Led by the Manager, Corporate Customer Service, senior staff from across the organization were involved in providing input into the questions, reviewing the submissions through the RFP process, and making final recommendations related to the selection of the consulting firm.

Human Resource Considerations

No additional human resource considerations are required as a result of this report.

Budget Impact

There is no budget impact.

Attachments

The following attachments are provided with this report:

1. 2018 Community Satisfaction Survey Key Findings Report
2. 2018 Community Survey Results – Ward level analysis
3. 2018 Community Survey presentation, prepared by MDB Insight
4. Benchmarking Report (CMT), Prepared by ICCS

Approval



Bonnie G. Munslow, Manager Corporate Customer Service
Community Services

A handwritten signature in black ink, appearing to read 'Ian McDougall', with a long horizontal stroke extending to the right.

Ian McDougall, Commissioner Community Services
Community Services

Contact

For more information on this report, contact Bonnie Munslow, bmunslow@newmarket.ca or extension 2251.