

# **Newmarket Citizen Satisfaction Survey 2018**

Prepared by MDB Insight December 5, 2018

---



## Background

The broad purpose of the survey is to measure the Level of Satisfaction and Degree of Importance for a variety of services provided by the Town. The survey includes 14 'core' questions drawn from the ICCS Common Measurements Tool (CMT) as well as several additional questions.

## Methodology

The research was conducted via live agent Computer-Assisted-Telephone-Interviewing (CATI) from June 20th to July 12th, 2018.

- In total, 808 surveys were completed with residents of the Town of Newmarket 18 years of age or older. Surveys were also conducted in 2002, 2005, 2010, 2014 with a sample size of approximately n=800.



- Almost all residents (95%) are satisfied with Newmarket as a place to live, consistent with previous levels.
  - The vast majority of residents (85%) indicated that they were receiving at least fair value for their tax payer dollars and user fees spent in support of Town services, also on par with historical levels. Looking at the top two box score (good or very good value), however, there has been a 4 percentage point increase (from 48% to 52%) since 2014.
  - More than 4 out of 5 residents (82%) are satisfied with the local municipal government. This metric has not been this high since 2002 after which time it has been on the decline for nearly a decade reaching a low of 71% in 2010. This increase to 82% is statistically significant, extends the upward trend which began in 2014, and puts this metric at an all-time high.
  - Citizen Engagement Index remains stable at 72.
-



Consistent with the high levels of KPI, we see strong results in satisfaction levels of municipal services and programs. The improvement in overall satisfaction can also be traced to the very large increases in several programs and services:

- Public consultation on municipal processes increased 19 Percentage Points
- Museum increased 15 Percentage Points
- Children's Camps increased 12 Percentage Points
- Seniors Centre / Programs increased 12 Percentage Points
- Inclusion Programs (for people with disabilities) increased 11 Percentage Points
- Yard waste collection increased 11 Percentage Points
- Animal control services increased 11 Percentage Points



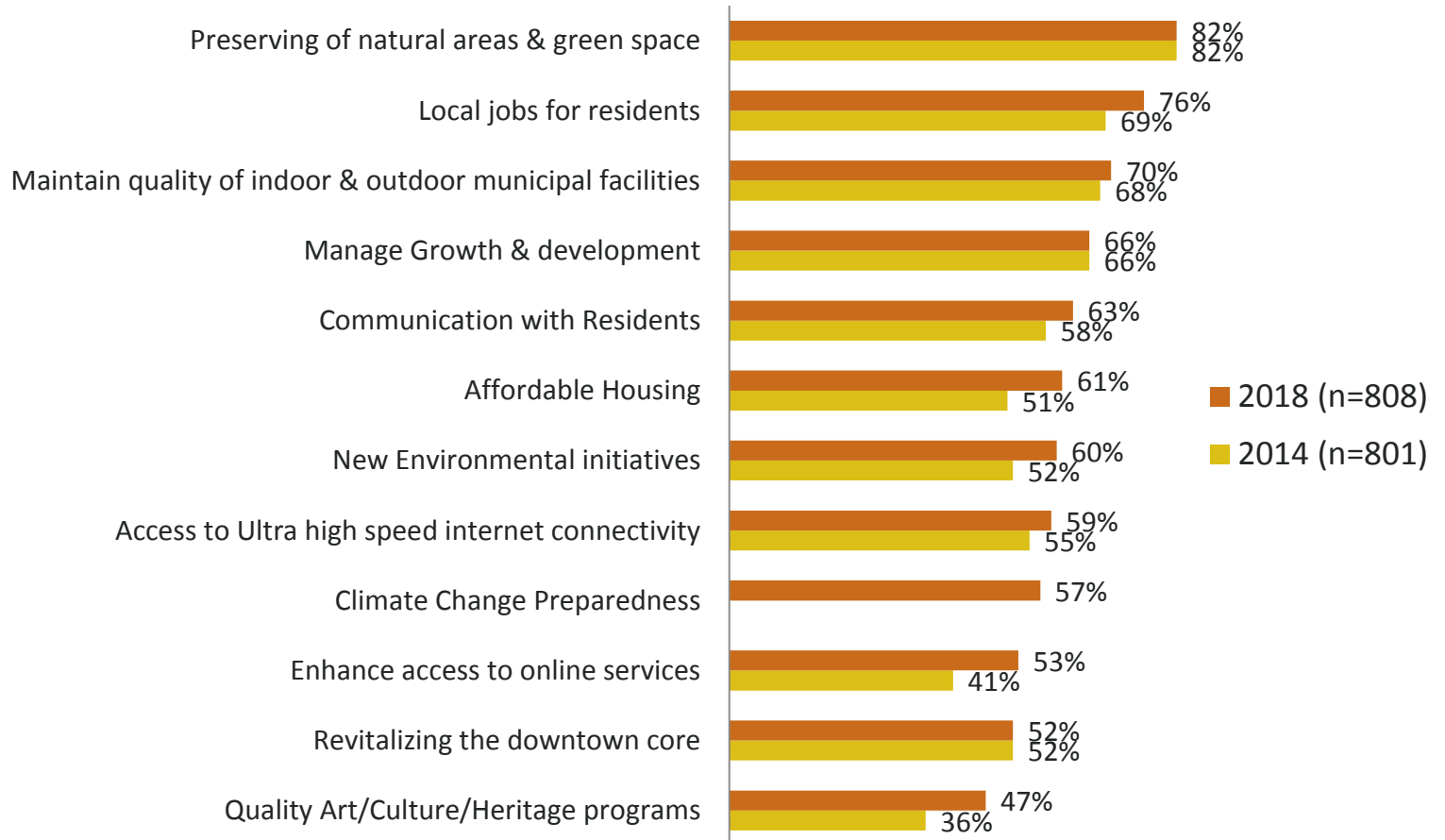
Departments which residents had interactions with in the past year also performed well on the four service KPI's:

- Overall Satisfaction remains high at 80%.
- Satisfaction with the staff was strongest at 83%, but dropped 5 percentage points over 2014;
- Accessibility and Quality remained strong at 83% and 81%, respectively;
- Timeliness remains the lowest item at 79%, 2 percentage points lower than its 2014 standing.

# Key Priorities



## Top Priorities for Newmarket Council (Top 3 Box %)

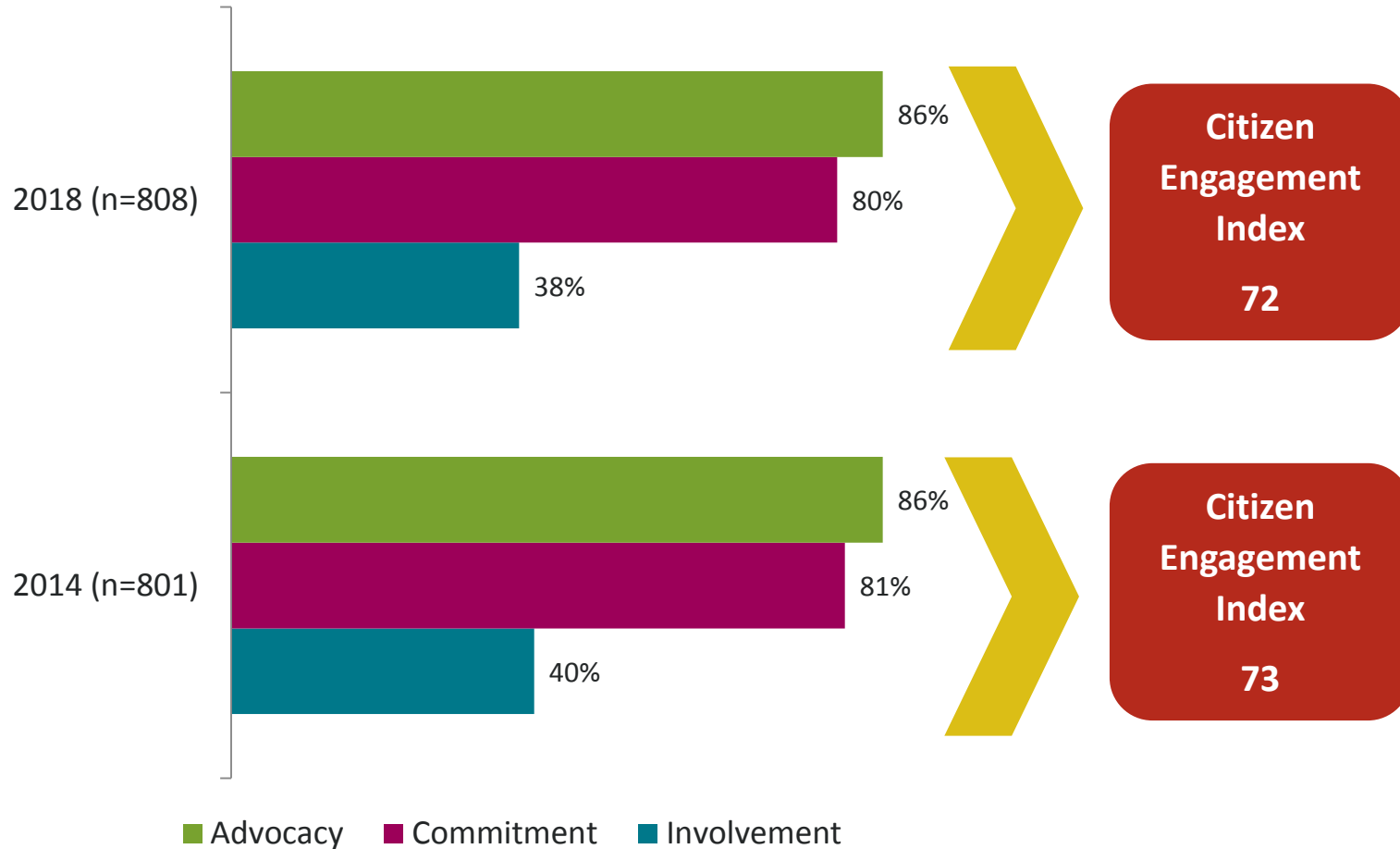


# Key Performance Indicators





# Citizen Engagement Index steady at 72



**Advocacy:** "I would recommend Newmarket as a place to live"

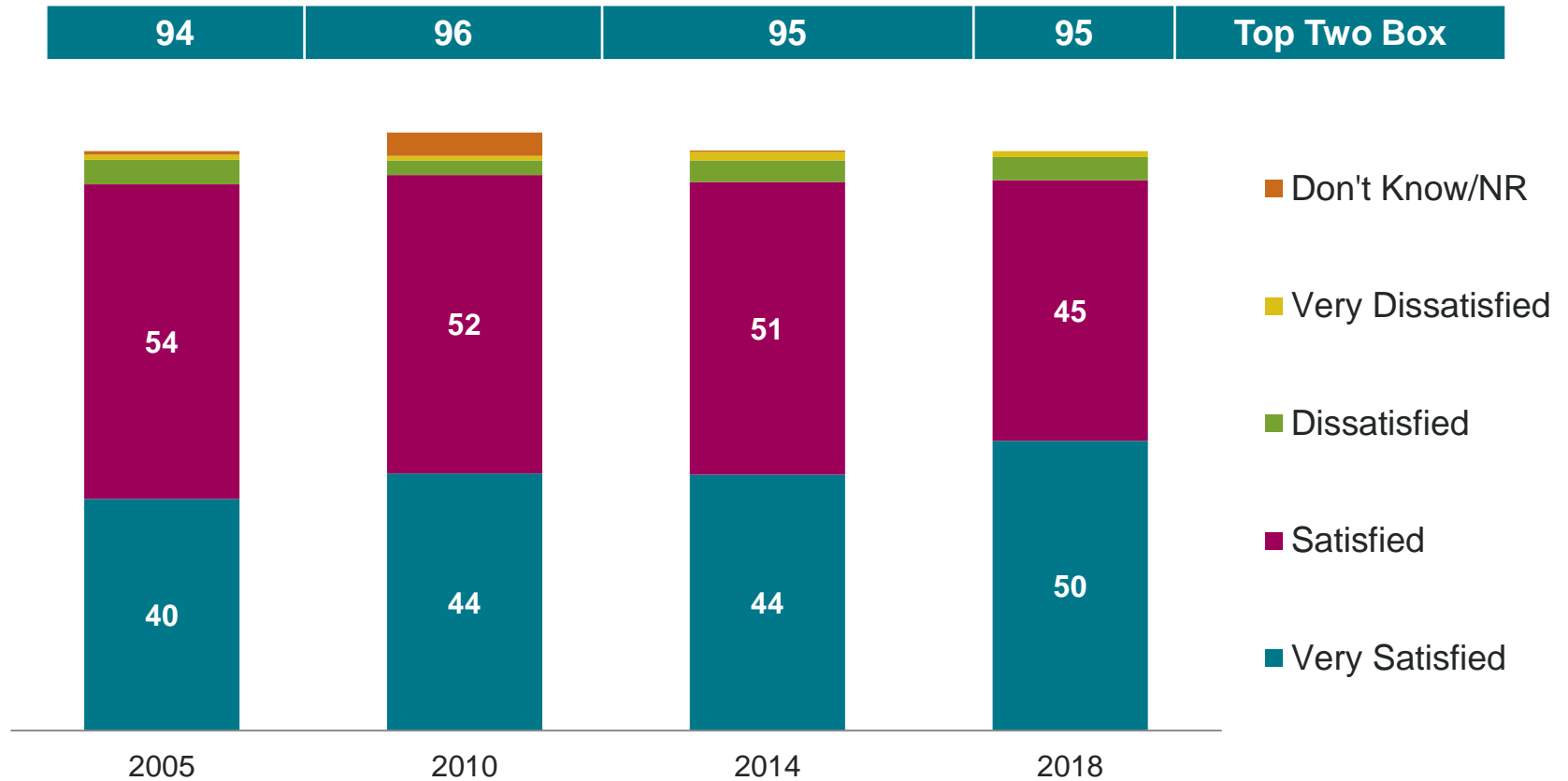
**Commitment:** "I plan to reside in Newmarket for the foreseeable future"

**Involvement:** "I often get involved in my community through cultural events, celebrations, recreation programs, volunteering, or other ways"



# Almost universal satisfaction with Newmarket as a place to live

## Overall Satisfaction with Newmarket as a place to live

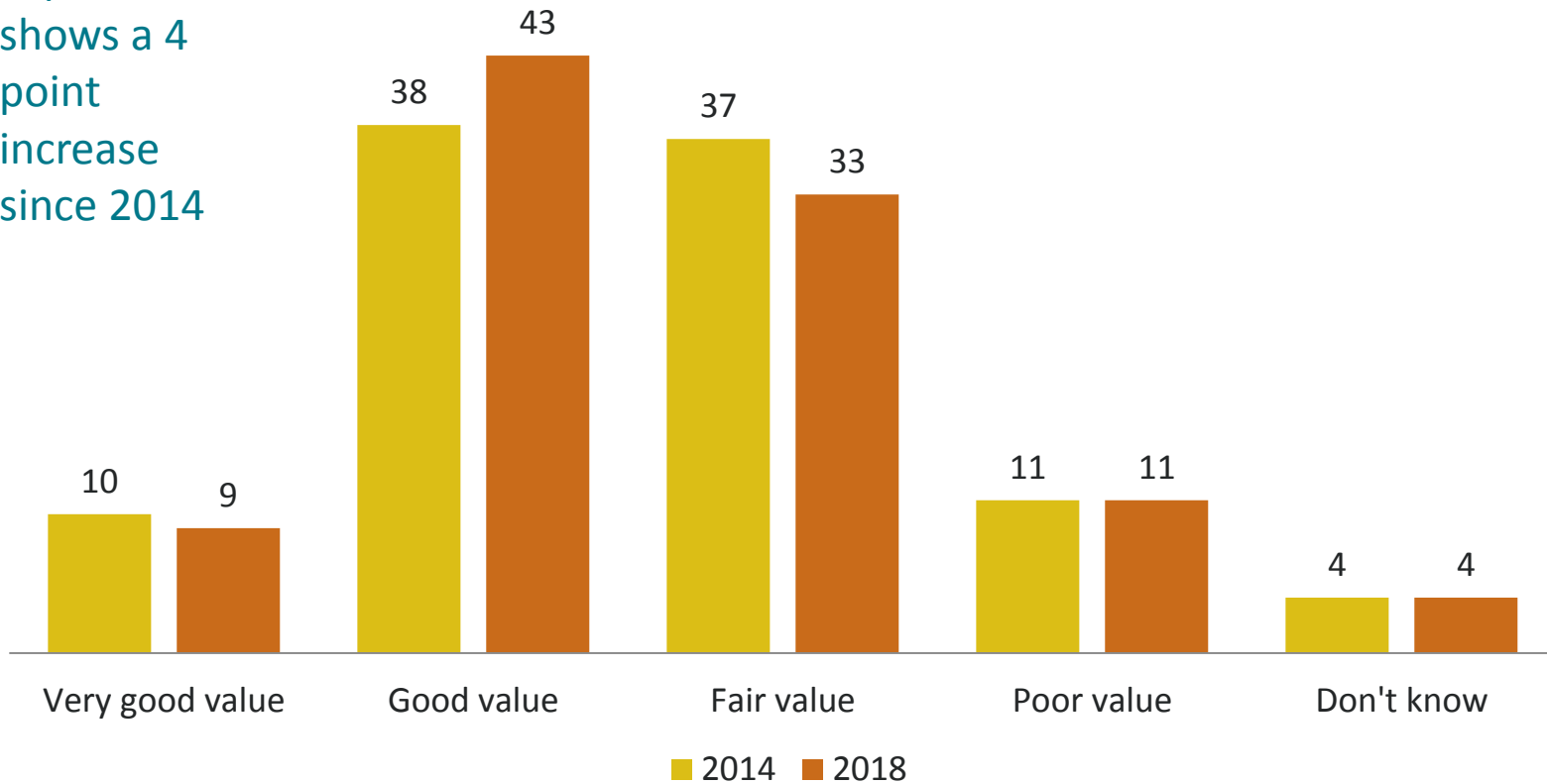




## 85% receive at least fair value for taxes / user fees they pay

### Value for Tax Dollars / User Fees

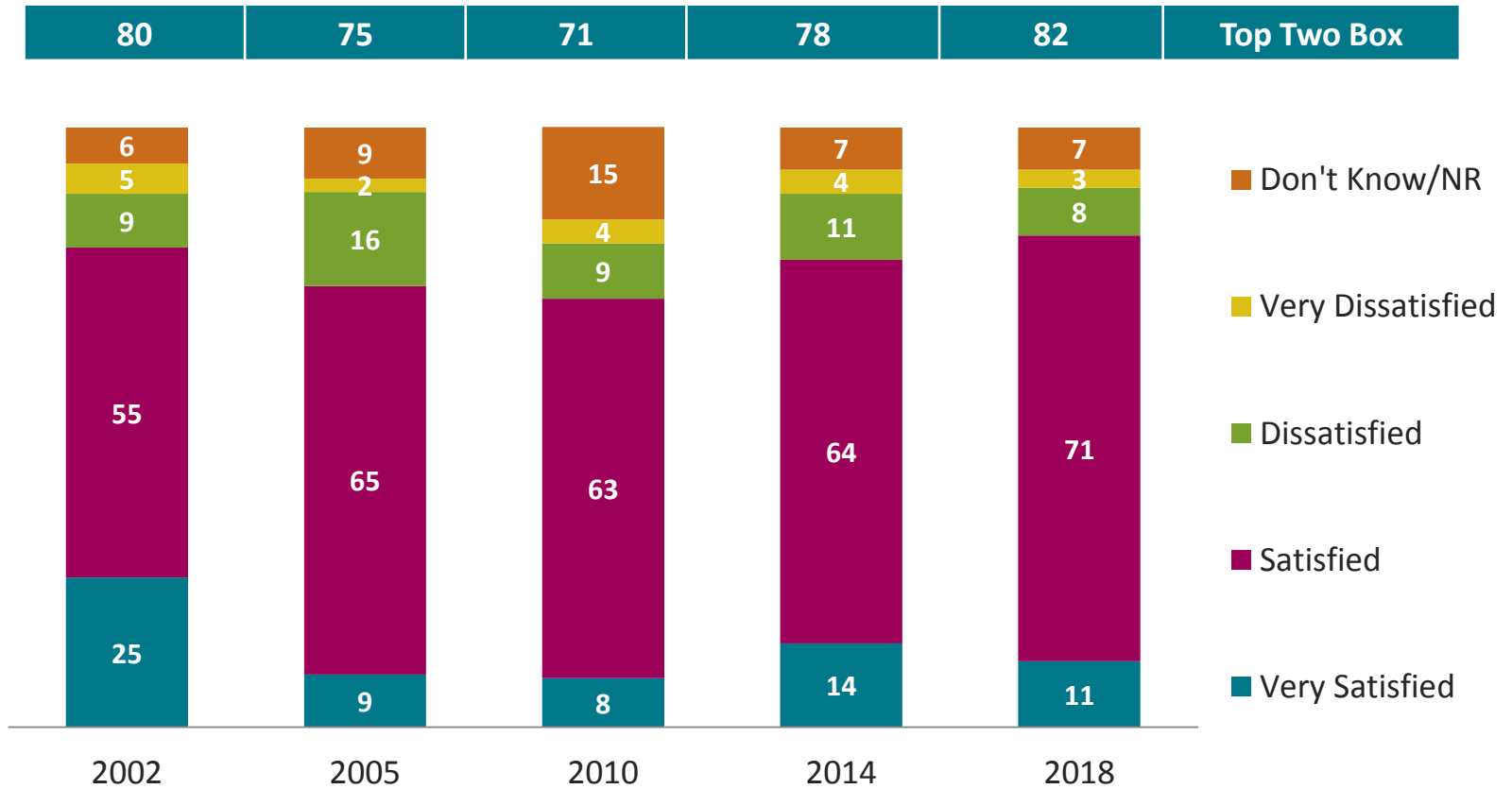
Top 2 box shows a 4 point increase since 2014





# Overall Satisfaction with local government at an all time high of 82%

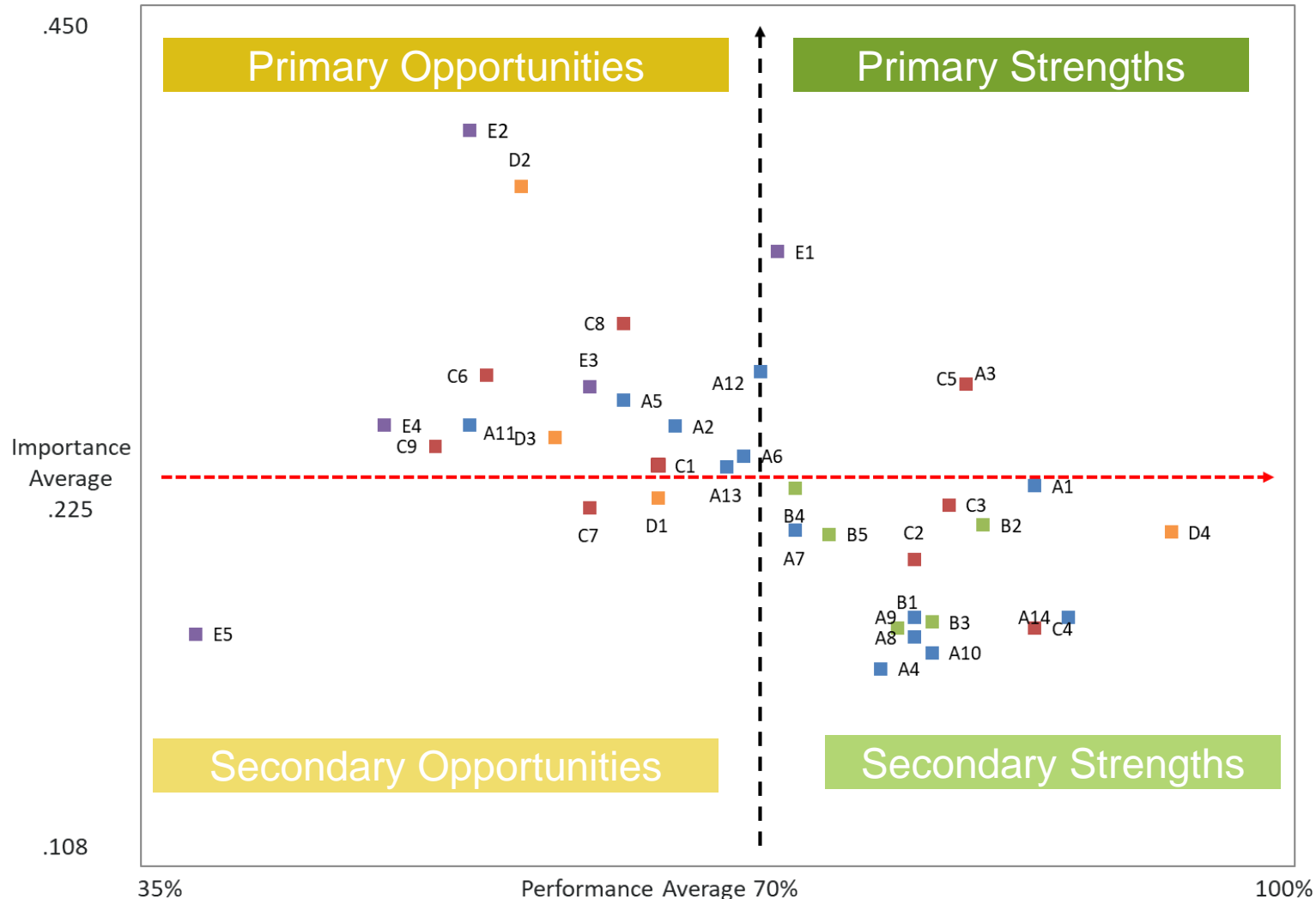
## Level of Satisfaction with Local Government (%)



# Priority Setting



# Ways to help improve Overall Satisfaction



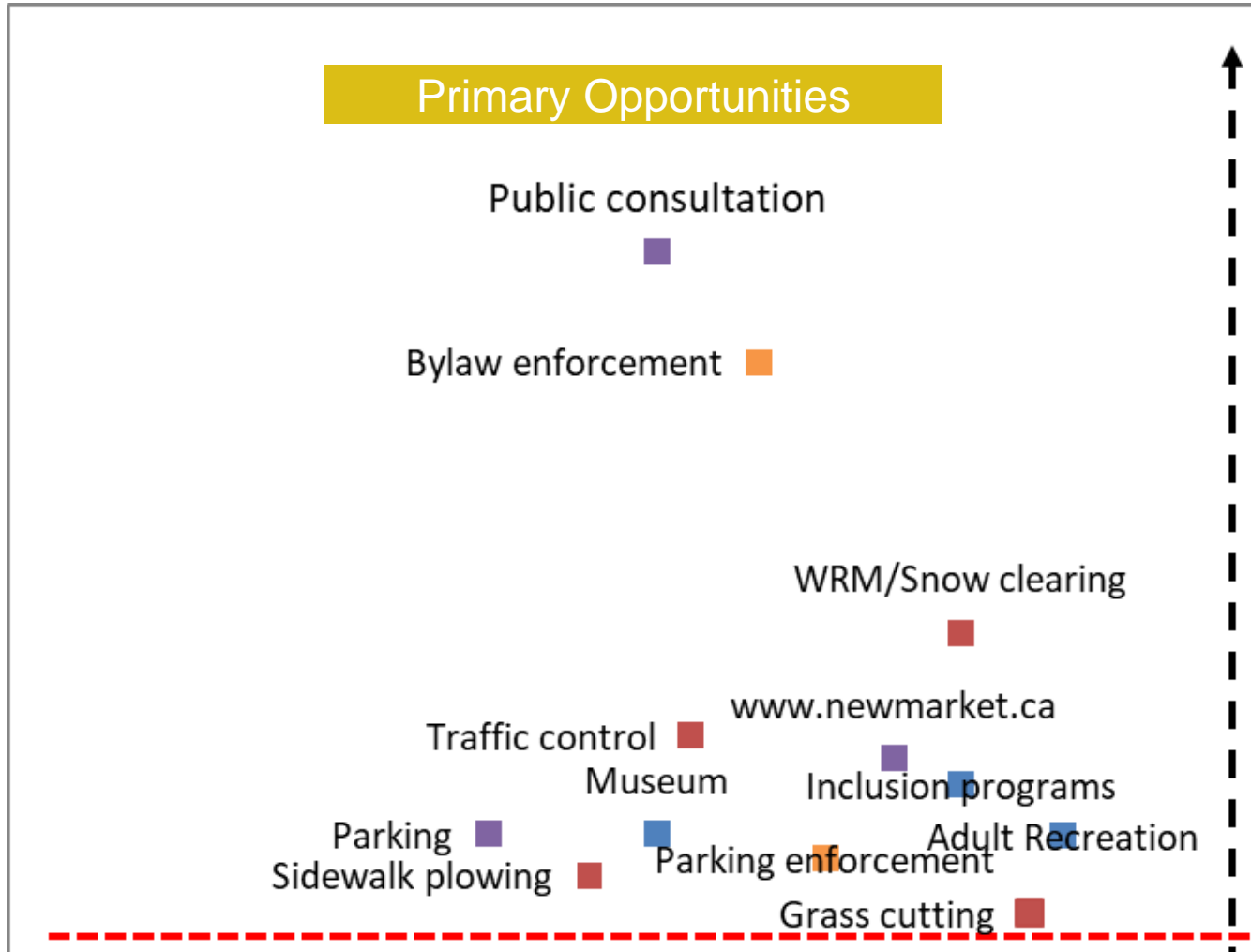


## Legend

Rec and Culture		Facility and Field Condition		Public Works	
Walking/bike trails	A1	Aquatics facilities	B1	Grass cutting/boulevard maintenance	C1
Adult Recreation programs	A2	Skating facilities	B2	Parks maintenance	C2
Children's Recreation programs	A3	Sport Playing Fields	B3	Garbage / recycling collection	C3
Children's camps	A4	Youth Centre/Skate park	B4	Yard waste collection	C4
Inclusion programs	A5	Facility Newmarket Theatre	B5	Water supply	C5
Youth Recreation Programs	A6			Traffic control and safety measures	C6
Seniors Centre/programs	A7			Street sweeping	C7
Aquatic and swimming programs	A8			Winter road maintenance	C8
Arts and Culture programs/events	A9	Other Services		Snow plowing for sidewalks	C9
Public Library	A10	Interaction with Customer Service Centre	E1	Safety and Community Services	
Museum	A11	Public consultation on municipal processes	E2	Animal control services	D1
Newmarket Theatre	A12	<a href="http://www.newmarket.ca">www.newmarket.ca</a>	E3	Bylaw enforcement	D2
Old Town Hall	A13	Parking	E4	Parking enforcement	D3
Community special events	A14	Availability of Parking in Downtown Newmarket	E5	Fire and emergency services	D4



## Primary Opportunities to help improve Overall Satisfaction







## Primary Opportunities for 2018 to help improve Overall Satisfaction

	Opportunity 2014	Opportunity 2018
Street sweeping	Y	
Community Consultation	Y	Y
Traffic control and safety measures	Y	Y
Snow plowing for sidewalks	Y	Y
Winter road maintenance	Y	Y
Museum	Y	Y
Bylaw enforcement	Y	Y
Town Website	Y	Y
Adult Recreation programs	Y	Y
Grass cutting/boulevard maintenance	Y	Y
Parking		Y
Parking Enforcement		Y
Inclusion Programs		Y

# Satisfaction with programs and services and willingness to pay more for improvements



# Recreation and Culture Programs

Items	Performance				Percentage Point Change '14-'18	% Willing to Pay to Improve	% Taxes	% User fees	% both
	2005	2010	2014	2018					
Community Special Events	75%	77%	84%	88%	+4	9%	-	30%	70%
Walking / Bike Trails	59%	74%	86%	86%	0	22%	56%	-	44%
Children's Recreation Programs	64%	71%	75%	82%	+7	40%	-	75%	25%
Public Library	73%	75%	75%	80%	+5	62%	47%	16%	37%
Aquatic And Swimming Programs	46%	66%	75%	79%	+4	40%	14%	49%	37%
Arts And Culture Programs/Events		73%	73%	79%	+6	33%	-	86%	14%
Children's Camps		57%	65%	77%	+12	37%	-	59%	41%
Seniors Centre / Programs	60%	65%	60%	72%	+12	47%	61%	20%	19%
Newmarket Theatre	68%	72%	69%	70%	+1	9%	45%	17%	38%
Youth Recreation Programs	52%	51%	65%	69%	+4	53%	-	62%	38%
Old Town Hall				68%	N/A	10%	44%	12%	44%
Adult Recreation Programs	43%	53%	58%	65%	+7	49%	10%	71%	29%
Inclusion Programs (for people with disabilities)		46%	51%	62%	+11	62%	30%	7%	63%
Museum	45%	49%	38%	53%	+15	34%	11%	32%	57%



# Recreation and Culture Facilities

Items	Performance				Percentage Point Change '14-'18	% Willing to Pay to Improve	% Taxes	% User fees	% both
	2005	2010	2014	2018					
Skating Facilities	57%	72%	79%	83%	+4	49%	4%	53%	43%
Sport Playing Fields	61%	67%	72%	80%	+8	56%	53%	-	47%
Aquatics Facilities	45%	74%	77%	78%	+1	39%	4%	68%	28%
Newmarket Theatre				74%	N/A	19%	32%	14%	54%
Youth Centre/Skate Park	57%	50%	63%	72%	+9	14%	13%	10%	77%



# Public Works Services

Items	Performance				Percentage Point Change '14-'18	% Willing to Pay to Improve	% Taxes	% User fees	% both
	2005	2010	2014	2018					
Yard waste collection	62%	81%	75%	86%	+11	8%	29%	15%	55%
Water supply		71%	79%	82%	+3	29%	39%	-	61%
Garbage / recycling collection	66%	80%	73%	81%	+8	12%	50%	24%	26%
Parks maintenance (e.g. playground equipment, benches)	67%	67%	76%	79%	+3	33%	57%	12%	31%
Grass cutting/boulevard maintenance	54%	54%	58%	64%	+6	20%	55%	5%	40%
Winter road maintenance (snow clearing)	60%	64%	61%	62%	+1	41%	68%	10%	22%
Street sweeping	57%	63%	53%	60%	+7	17%	59%	16%	25%
Traffic control and safety measures	39%	55%	52%	54%	+2	33%	66%	10%	24%
Snow plowing for sidewalks	46%	51%	43%	51%	+8	34%	45%	11%	44%



# Safety and Community Services

Items	Performance				Percentage Point Change '14-'18	% Willing to Pay to Improve	% Taxes	% User fees	% both
	2005	2010	2014	2018					
Fire and emergency services	92%	92%	94%	94%	0	24%	100%		
Animal control services	55%	51%	53%	64%	+11	44%	59%	8%	33%
Parking enforcement	49%	42%	50%	58%	+8	29%	37%	13%	50%
Bylaw enforcement	46%	45%	49%	56%	+7	42%	75%	8%	17%



# Other Services

Items	Performance				Percentage Point Change '14-'18
	2005	2010	2014	2018	
Interaction with Customer Service Centre	78%	81%	71%	71%	0
Town of Newmarket website <a href="http://www.newmarket.ca">www.newmarket.ca</a>			58%	60%	+2
Public consultation on municipal processes	45%	48%	34%	53%	+19
Parking				48%	N/A
Availability of Downtown Parking				37%	N/A

# Action Planning





## Things to consider for improving Overall Satisfaction

---

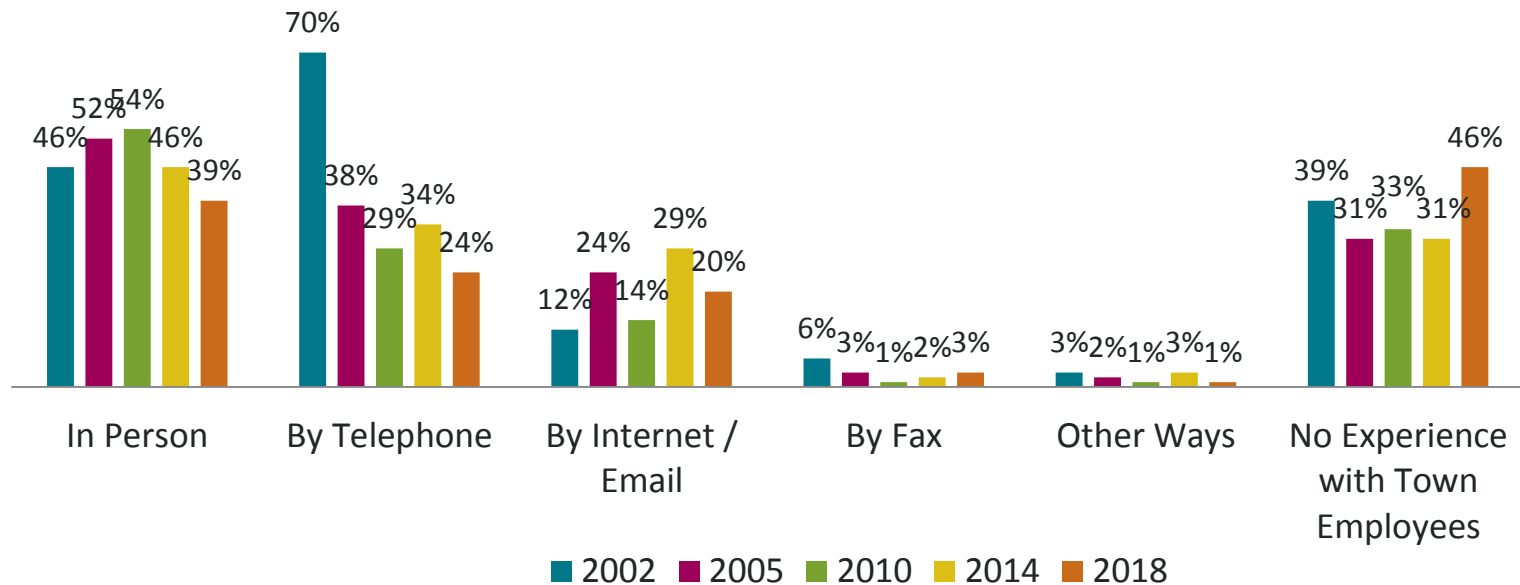
- ✓ What drives Overall Satisfaction?
  - ✓ Which drivers have the most room for improvement (Primary Opportunities)?
  - ✓ Which opportunities are residents willing to pay more for in order to get improvement service?
  - ✓ What does improvement look like (Open-ended comments)?
  - ✓ Is the funding to come from taxes or user fees?
-

# CMT Questions



# Mode of contact with the Town (multiple response)

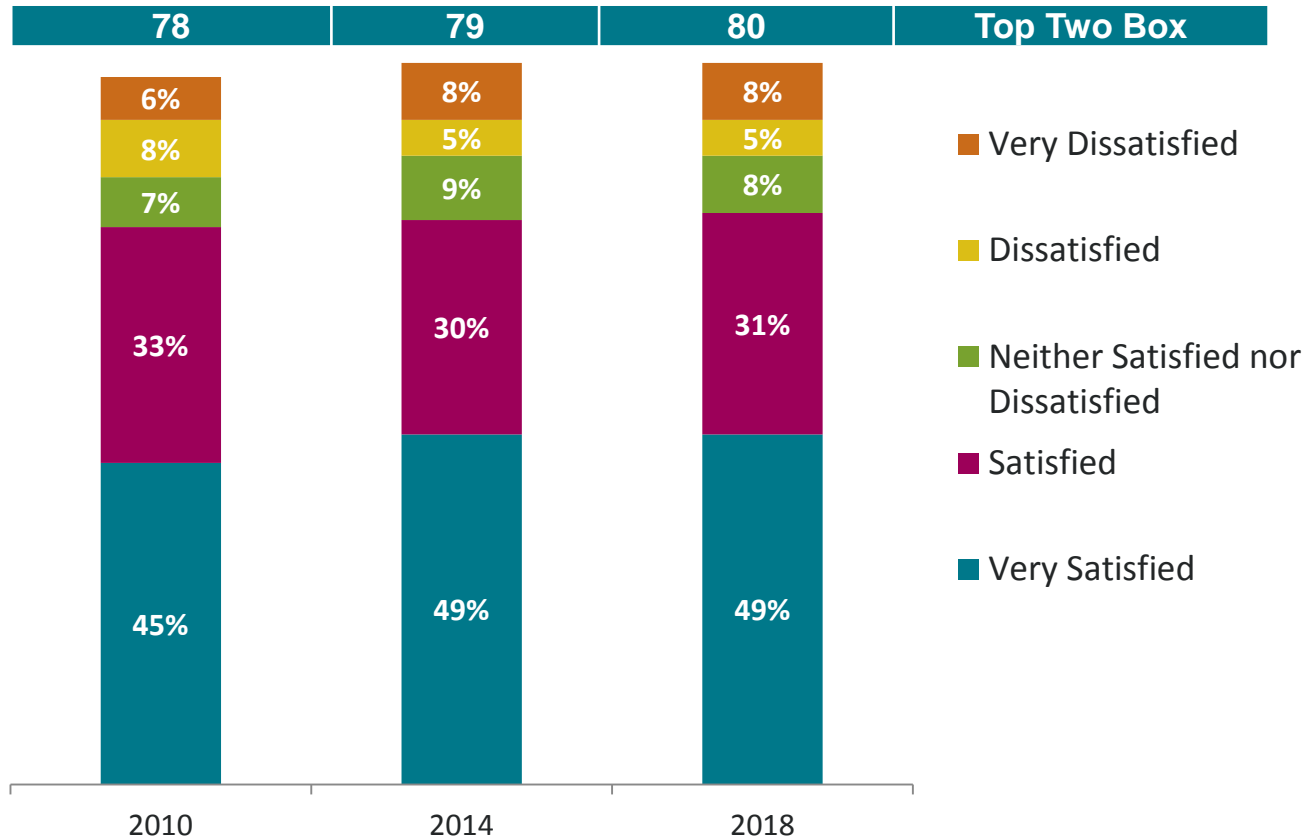
## Historical Trending of Past Year Mode of Contact with Municipal Departments / Services





# Overall Satisfaction with Service

## Overall Satisfaction with Service (n=498)





## Satisfaction with Service remains high and shows signs of improvement

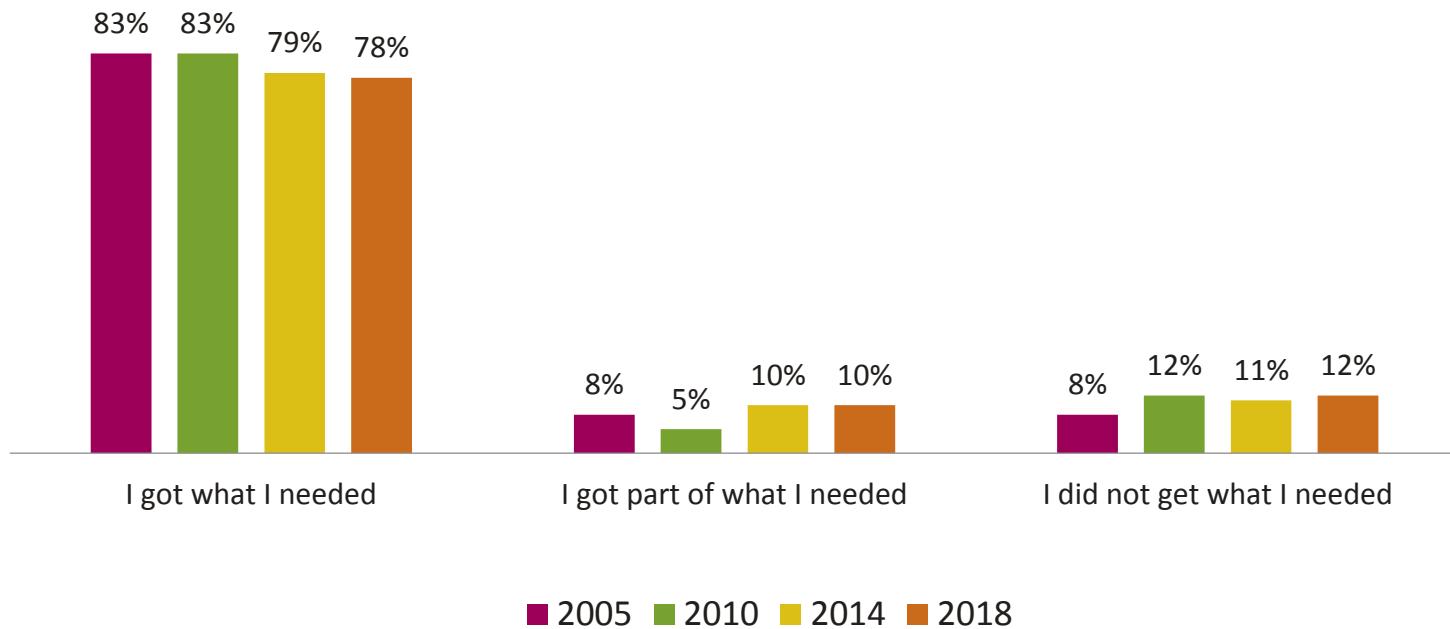
Questions	Your Org	Group 1*	Group 2**	Group 3***	Your Org 2010	Your Org 2014	Change 2014-2018
Timeliness	4.22	3.95	3.80	4.06	4.07	4.23	-0.01
Accessibility	4.35	4.09	4.15	4.38	4.15	4.27	+0.08
Overall satisfaction	4.23	4.04	3.90	4.21	4.04	4.19	+0.04
Satisfaction with staff	4.35	4.28	4.31	4.38	4.14	4.40	-0.05
Treated fairly	4.52	4.27	4.30	4.41	4.35	4.50	+0.02
Informed on what to do	4.38	4.19	4.23	4.29	4.18	4.39	-0.01
Staff went extra mile	4.08	3.96	3.97	4.03	3.94	3.98	+0.10
Staff good listeners	4.43	4.25	4.34	4.34	4.22	4.33	+0.10
Staff courteous	4.63	4.48	4.47	4.44	4.45	4.53	+0.10
Staff respectful	4.62	4.59	4.46	4.46	4.44	4.57	+0.05
Clear what to do	4.24	4.10	4.10	4.25	4.08	4.22	+0.02
Hours were convenient	4.35	4.07	4.04	4.31	4.10	4.11	+0.24
Knowledgeable staff	4.41	4.18	4.17	4.33	4.23	4.37	+0.04

- \* Group 1 – All organizations in the database
- \*\* Group 2 – Municipal level organizations (all)
- \*\*\* Group 3 – Municipal level organizations (Ontario)

- ✓ Increased performance on 10 / 13 questions compared to 2014 survey
- ✓ Scored higher than the average of all other organizations in the database for all 13 questions.
- ✓ Scored higher than the average of all municipalities in the database for all 13 questions.
- ✓ Scored higher than the average for 10 out of 13 questions as compared to all Ontario municipalities in the database.
- ✓ Lowest score is a very respectable 4.08 / 5 for “Staff went the extra mile”
- ✓ “Hours were convenient” jumped significantly due to more locations and online services.



## Needs Met During Most Recent Interaction (Top 2 Box %) n=472

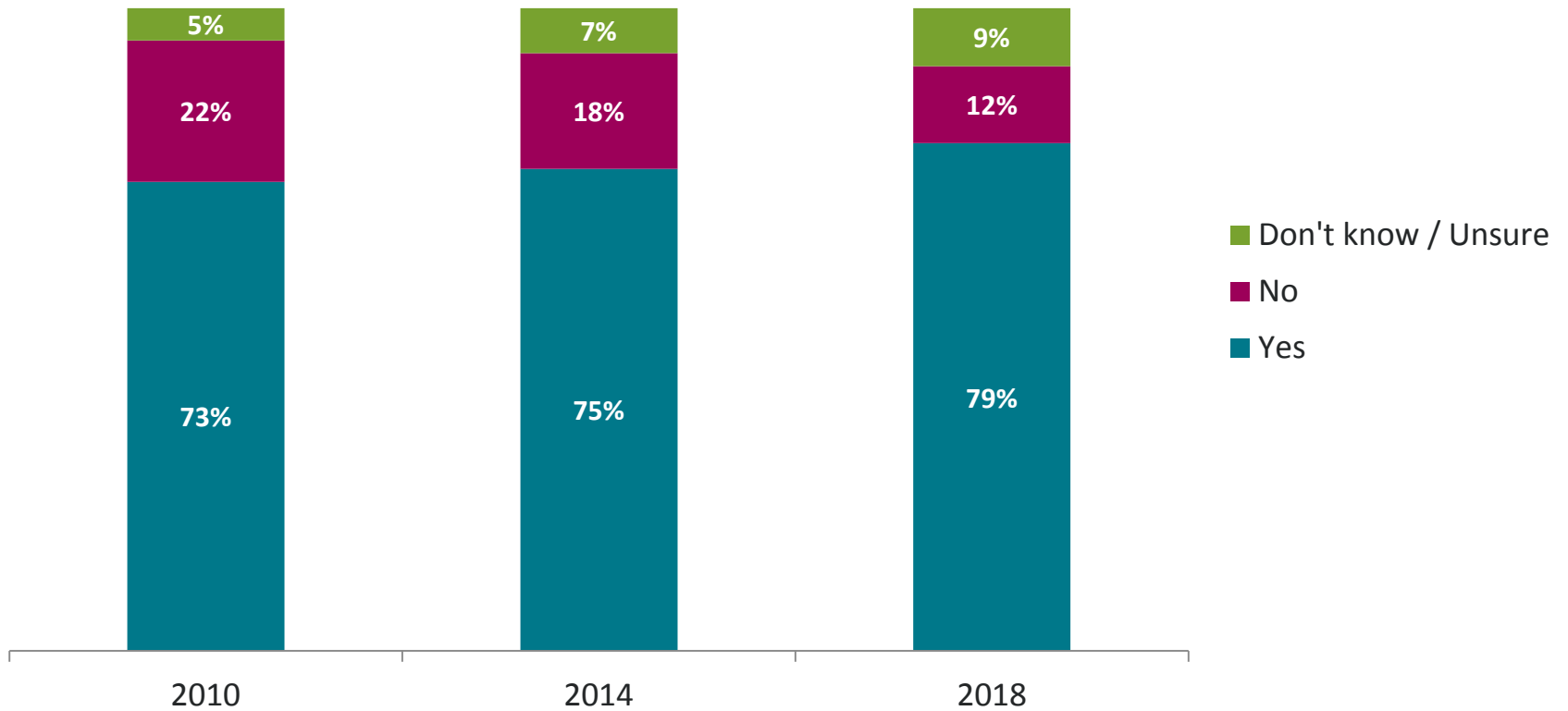


# Communications



# 8 out of 10 feel the Town does provide enough information

Adequate Information Provided on Projects, Programs and Services  
(Top 2 Box %) n=808







# Most residents still prefer print communication although social media is popular and likely to continue growing

Preferred Means of Receiving Information about the Town (n=808)

