



Town of Newmarket
395 Mulock Drive P.O. Box 328,
Newmarket, Ontario, L3Y 4X7

Email: info@newmarket.ca | Website: newmarket.ca | Phone: 905-895-5193

2018 Community Survey Information Report

Report Number: 2018-05

Department(s): Office of the CAO & Customer Services, Community Services

Author(s): Bonnie G. Munslow

Date: March 7, 2018

In accordance with the Procedure By-law, any member of Council may make a request to the Town Clerk that this Report be placed on an upcoming Committee of the Whole agenda for discussion.

Purpose

The purpose of this report is to provide Members of Council with an overview related to the 2018 Community Survey including background information, timelines and approach.

Background

In January 2008, Council approved the recommendation that the Community Survey be conducted every four years, aligned with the municipal election. Community Surveys were conducted in 2002, 2005, 2010, and in 2014. The last three surveys made use of the Common Measurement Tool (CMT), through the Institute of Citizen-Centred Service. The CMT is described as an easy-to-use client satisfaction survey instrument that facilitates benchmarking across jurisdictions. Using the *CMT*, public-sector leaders are able to understand client expectations, assess levels of satisfaction, and identify priorities for improvement. By using the questions set out in the CMT, we are able to compare our results against peer organizations, identify best practices and share lessons learned.

The purpose of the 2018 survey will mirror our previous surveys: assess our residents' levels of satisfaction and perceived levels of importance related to many of the services we provide throughout the Town. Additionally, we will compare our results with our previous surveys and with other municipalities.

Discussion

Surveying our residents through a formal survey tool is one of many methods used by staff and Council to better engage the community. Comment Cards are available at various counters and facilities to allow customers to provide feedback or assess levels of service provided by staff from across the organization. Community consultation is also part of the ongoing approach for many projects including the creation of our Recreation Playbook, planning applications, Open Houses, and the annual budget process. Various departments have included links on our web-site inviting users to provide feedback and suggestions related to many aspects of the corporation and the services or programs we provide. The “Happy or Not” voting stand also allows us to get informal feedback at meetings and events throughout the Town.

As was the case in previous years, a competitive process will be undertaken. A consulting firm will be engaged for the creation and execution of our 2018 Community Survey, to conduct the analysis and present the findings and recommendations to Council. A staff committee will finalize the Request for Proposal, review the submissions, make a recommendation for the awarding of the contract (subject to reference checks) and provide input related to the questions. The final report and presentation will provide information to Council and staff for Strategic Planning purposes and the identification of Corporate Strategic Priorities as we enter into the new term of Council.

In order to ensure that the survey period aligns with the timing of prior surveys, we will be following a similar schedule that has taken place in the past. The survey will be conducted in June and July 2018, the results will be compiled and analyzed over the summer and presented to the new Council in January 2019. The results and recommendations will then be used to help inform the 2018 to 2022 term of Council as they build their Strategic Priorities.

Conclusion

Council and staff for the Town of Newmarket are justifiably proud of the quality of services provided and the innovative thinking used in order to meet the needs of a growing, diverse community. The Community Survey will provide feedback so that even better service delivery can be provided, while enabling us to better establish priorities and create business plans that best meet the needs of the community.

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 Services, senior staff from across the organization will be involved in providing input into the questions, reviewing the submissions through the RFP process, and making final recommendations related to the selection of the consultant.

Human Resource Considerations

No additional human resource considerations.

Budget Impact

The cost of the Community Survey is estimated to be \$40,000. Funds have been set aside on an annual basis and are included in the budget for 2018.

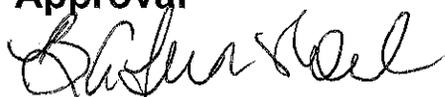
Attachments

None

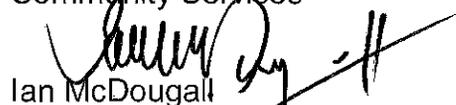
Contact

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

Approval



Bonnie G. Munslow
Manager, Corporate Customer Services
Community Services



Ian McDougall
Commissioner Community Services



Bob Shelton
Chief Administrative Officer