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Town of Newmarket: Community Survey Results Presentation

December 10th, 2014

Results Summary

- **Almost all residents (95%) are satisfied with Newmarket as a place to live**
- **84% of respondents are receiving at least fair value for their money**
- **4 out of 5 residents (78%) are satisfied with local municipal government**
- **19 out of 32 programs / services recorded increase in performance from 2010**
 - Largest gains seen for Youth and Recreation programs (up 14 p.p.), Youth Centre and Skate park (up 13 p.p.) , and walk / bike trails (up 11 p.p.)
- **4 out of 5 residents indicated satisfaction with services overall with a *statistically significant increase in performance for each CMT question* regarding service interaction**
 - Largest increase in performance recorded for staff that provided the service as well as quality of service overall
 - Residents indicated staff was knowledgeable and confident (up 6 p.p.), staff was clear about what to do when they had a problem (up 5 p.p.) and residents were informed about everything they had to do in order to get service / product / information (up 4 p.p.)
- **Top priorities for improving resident satisfaction with the Town of Newmarket as a place to live and satisfaction with local government:**
 - Public consultation on municipal processes, traffic control and safety measures, parking enforcements, and snow plowing for sidewalks

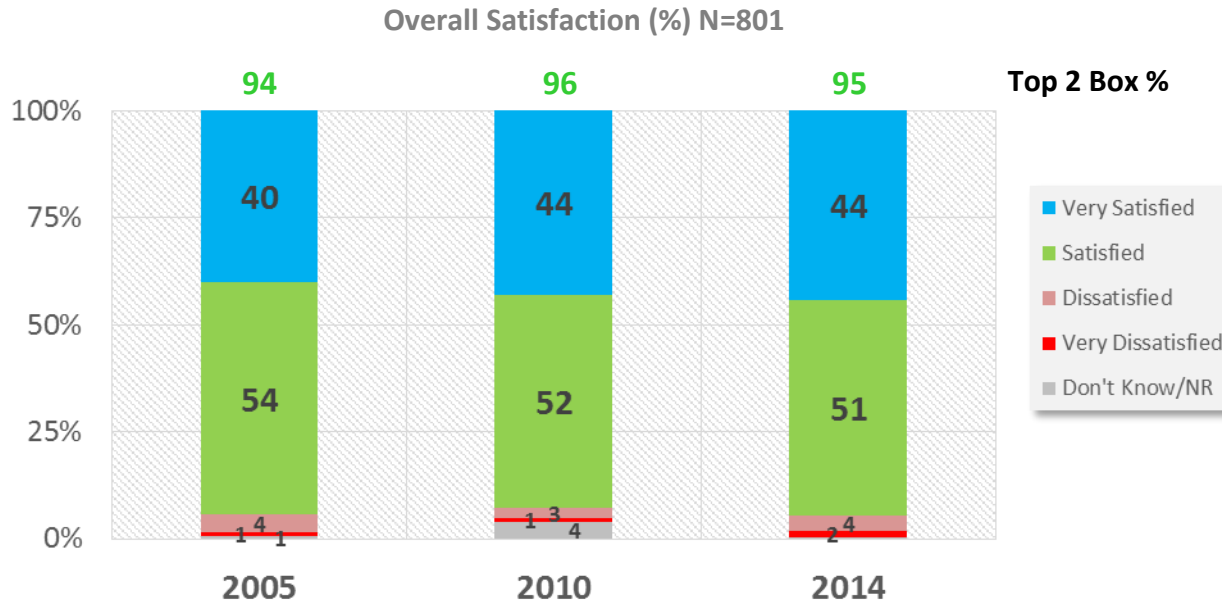




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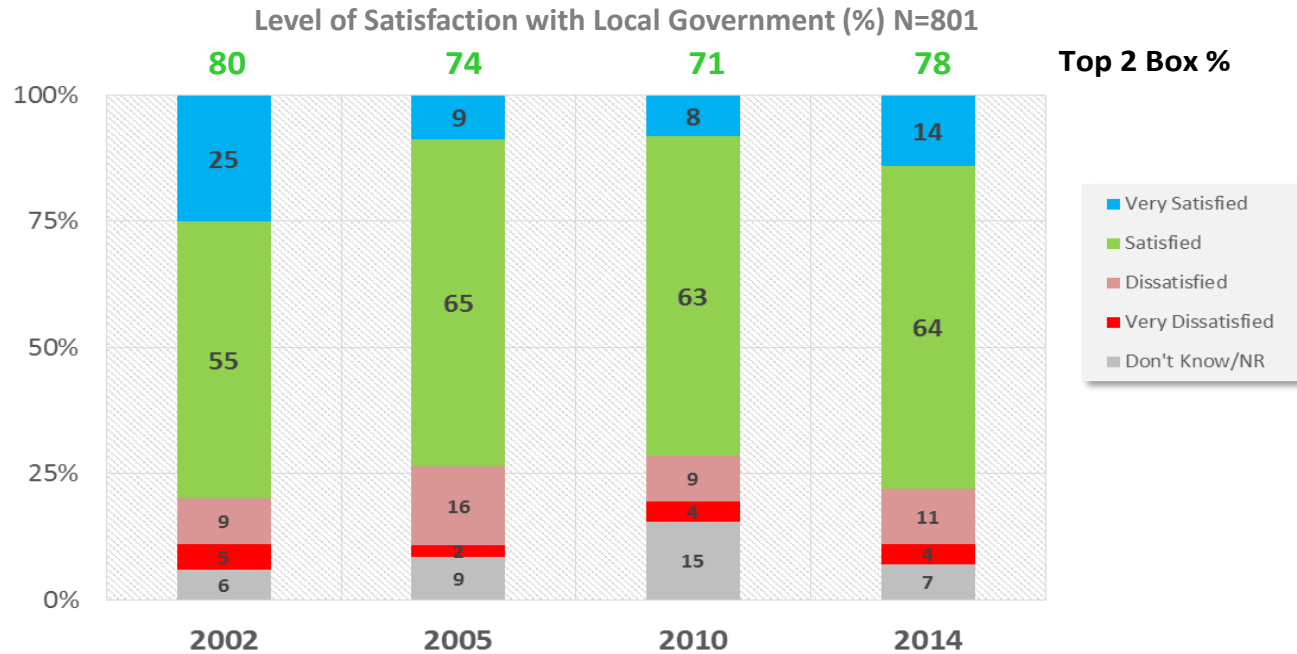
1. Key Performance Indicators

Town of Newmarket as a Place to Live



How do you generally feel about the Town as a place to live? Are you: very satisfied, satisfied, dissatisfied, or very dissatisfied?

Satisfaction with Local Municipal Government

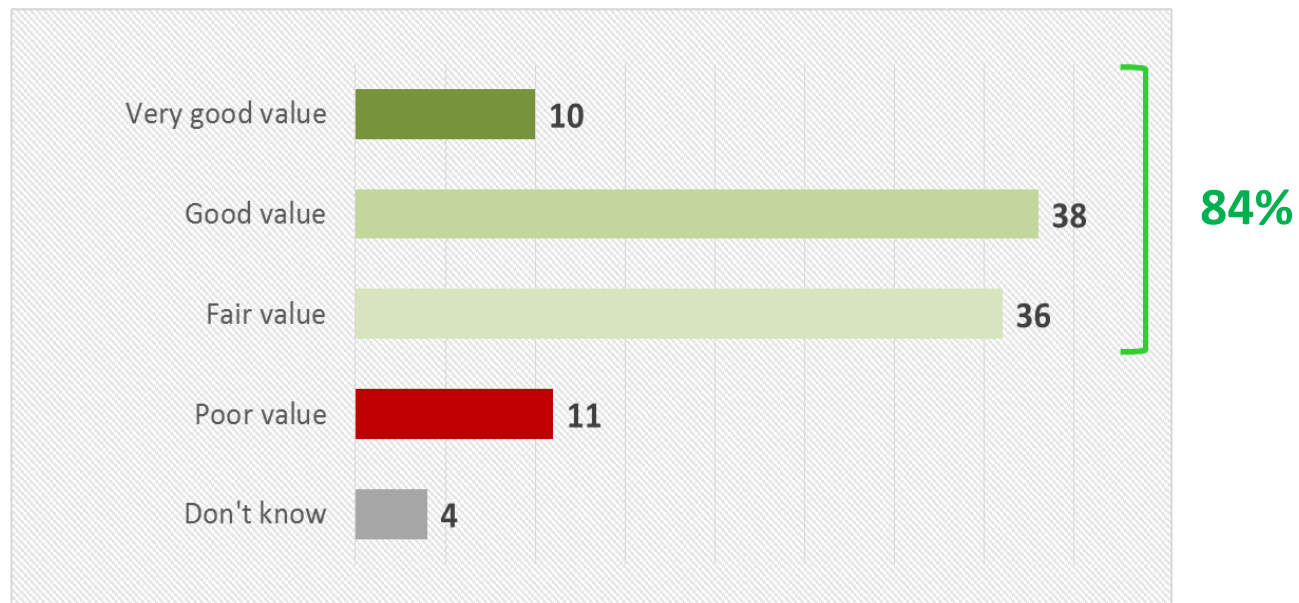


How satisfied are you with the Town of Newmarket local municipal government? Are you: very satisfied, satisfied, dissatisfied, or very dissatisfied?



Value for Money

Value for Tax Dollars / User Fees (%) n=801



Your tax bill consists of payment for Town services, York Region & York Region School Boards. Thinking about the 39% of your tax bill that goes to supporting Town services along with user fees collected, would you say you receive: very good value, good value, fair value, or poor value for your tax dollars / user fees?



Citizen Engagement Index

Advocacy: 30% 56% 86%

I would recommend Newmarket as a place to live

Commitment: 21% 60% 81%

I plan to reside in Newmarket for the foreseeable future

Involvement: 24% 16% 40%

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

■ Agree ■ Strongly Agree



Citizen
Engagement
Index
73



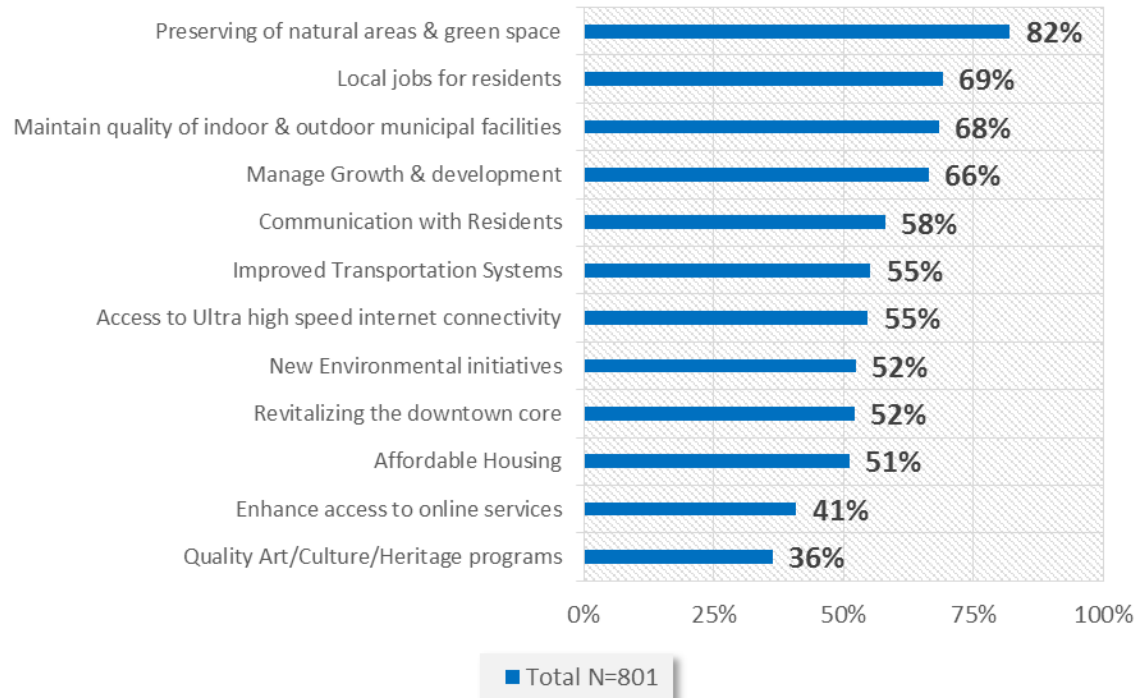


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2. Priorities for Council

Top Priorities for Newmarket Council

Top Priorities for Newmarket Council (Top 3 Box %) N=801



Thinking about priorities that Newmarket Council could address in the future, how important is each of the following to you. Please use a 10-point scale, where 1 means "not at all important" and 10 means "extremely important."





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3. Satisfaction with Services / Programs

Recreation and Culture Programs Satisfaction

Historical Trending of Recreation and Culture Program Satisfaction (Top 2 Box %) N=801

Items	2005	2010	2014	2010-2014 Performance Gap
Youth Recreation Programs	52%	51%	65%	+14
Walking / Bike Trails	59%	74%	86%	+11
Aquatic And Swimming Programs	46%	66%	75%	+9
Children's Camps*		57%	65%	+8
Community Special Events (e.g. Canada Day, 1 st Night, Winterfest, Santa Claus Parade)	75%	77%	84%	+7
Adult Recreation Programs	43%	53%	58%	+5
Inclusion Programs (for people with disabilities)*		46%	51%	+5
Children's Recreation Programs	64%	71%	75%	+4
Public Library	73%	75%	75%	0
Arts And Culture Programs/Events (e.g. Music In The Park, Heritage Art Contest, Kreative Kids Festival)*		73%	73%	0
Newmarket Theatre	68%	72%	69%	-3
Seniors Centre / Programs	60%	65%	60%	-5
Museum	45%	49%	38%	-11

**Items introduced in 2010, no previous historical data*

We would like to get your opinion on various Town services. Using a 5-point scale where 1 means "very dissatisfied" and 5 means "very satisfied", please rate the quality of these services in Newmarket.

Now starting with (service) what is your opinion on the quality of this? And, now for (service)?

Recreation and Culture Facilities Satisfaction

Items	2005	2010	2014	2010-2014 Performance Gap
Youth Centre/Skate Park	57%	50%	63%	+13
Skating Facilities	57%	72%	79%	+7
Sport Playing Fields	61%	67%	72%	+5
Aquatics Facilities	45%	74%	77%	+3

We would like to get your opinion on various Town services. Using a 5-point scale where 1 means "very dissatisfied" and 5 means "very satisfied", please rate the quality of these services in Newmarket.

Now starting with (service) what is your opinion on the quality of this? And, now for (service)?

Public Work Services Satisfaction (Cont..)

Items	2005	2010	2014	2010-2014 Perf. Gap
Parks maintenance (e.g. playground equipment, benches)	67%	67%	76%	+9
Water supply*		71%	79%	+8
Grass cutting/boulevard maintenance	54%	54%	58%	+5
Winter road maintenance (snow clearing)	39%	64%	61%	-3
Traffic control and safety measures	60%	55%	52%	-3
Yard waste collection	62%	81%	75%	-6
Garbage / recycling collection	66%	80%	73%	-7
Snow plowing for sidewalks	57%	51%	43%	-8
Street sweeping	46%	63%	53%	-10

**Items introduced in 2010, no previous historical data*

We would like to get your opinion on various Town services. Using a 5-point scale where 1 means “very dissatisfied” and 5 means “very satisfied”, please rate the quality of these services in Newmarket.

Now starting with (service) what is your opinion on the quality of this? And, now for (service)?



Safety and Community Services Satisfaction

Items	2005	2010	2014	2010-2014 Performance Gap
Parking enforcement	49%	42%	50%	+8
Bylaw enforcement	46%	45%	49%	+4
Fire and emergency services	92%	92%	94%	+2
Animal control services	55%	51%	53%	+2

We would like to get your opinion on various Town services. Using a 5-point scale where 1 means “very dissatisfied” and 5 means “very satisfied”, please rate the quality of these services in Newmarket.

Now starting with (service) what is your opinion on the quality of this? And, now for (service)?

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Satisfaction with Other Services

Items	2005	2010	2014	2010-2014 Performance Gap
Interaction with Customer Service Centre	78%	81%	71%	-10
Public consultation on municipal processes	45%	48%	34%	-14
Town of Newmarket website www.newmarket.ca *			58%	

**Item introduced in 2014, no previous historical data*

We would like to get your opinion on various Town services. Using a 5-point scale where 1 means “very dissatisfied” and 5 means “very satisfied”, please rate the quality of these services in Newmarket.

Now starting with (service) what is your opinion on the quality of this? And, now for (service)?

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Residents Willingness to Pay to Improve Town Services

Items	Taxes	Fees	Both	Not Willing to Pay
Snow plowing for sidewalks	20%	3%	12%	65%
Museum	5%	22%	12%	61%
Bylaw enforcement	13%	6%	8%	73%
Traffic control and safety measures	13%	4%	13%	70%
Parking enforcement	8%	9%	9%	74%
Street sweeping	7%	3%	11%	80%
Winter road maintenance (snow clearing)	13%	3%	12%	72%
Animal Control Services	10%	9%	14%	67%
Grass cutting/boulevard maintenance	9%	1%	13%	77%
Inclusion programs (for people with disabilities)	7%	17%	23%	54%
Garbage / recycling collection	11%	5%	9%	75%
Town of Newmarket website www.newmarket.ca	8%	1%	8%	83%
Adult Recreation programs	5%	22%	17%	56%

Would you be willing to pay to improve (service)? + For (service), would you prefer an increase in taxes, or the introduction or increase in user fees, or a combination of both?

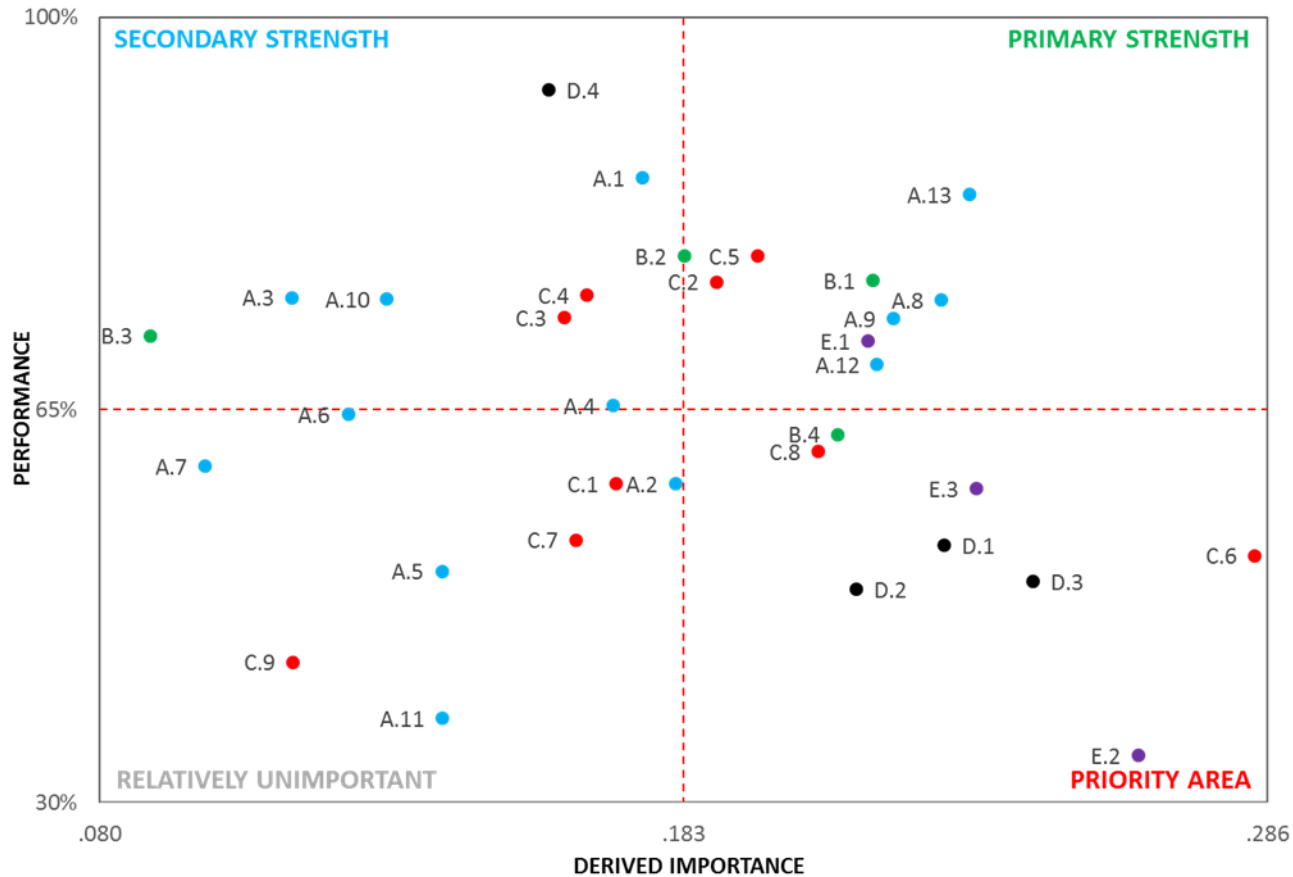




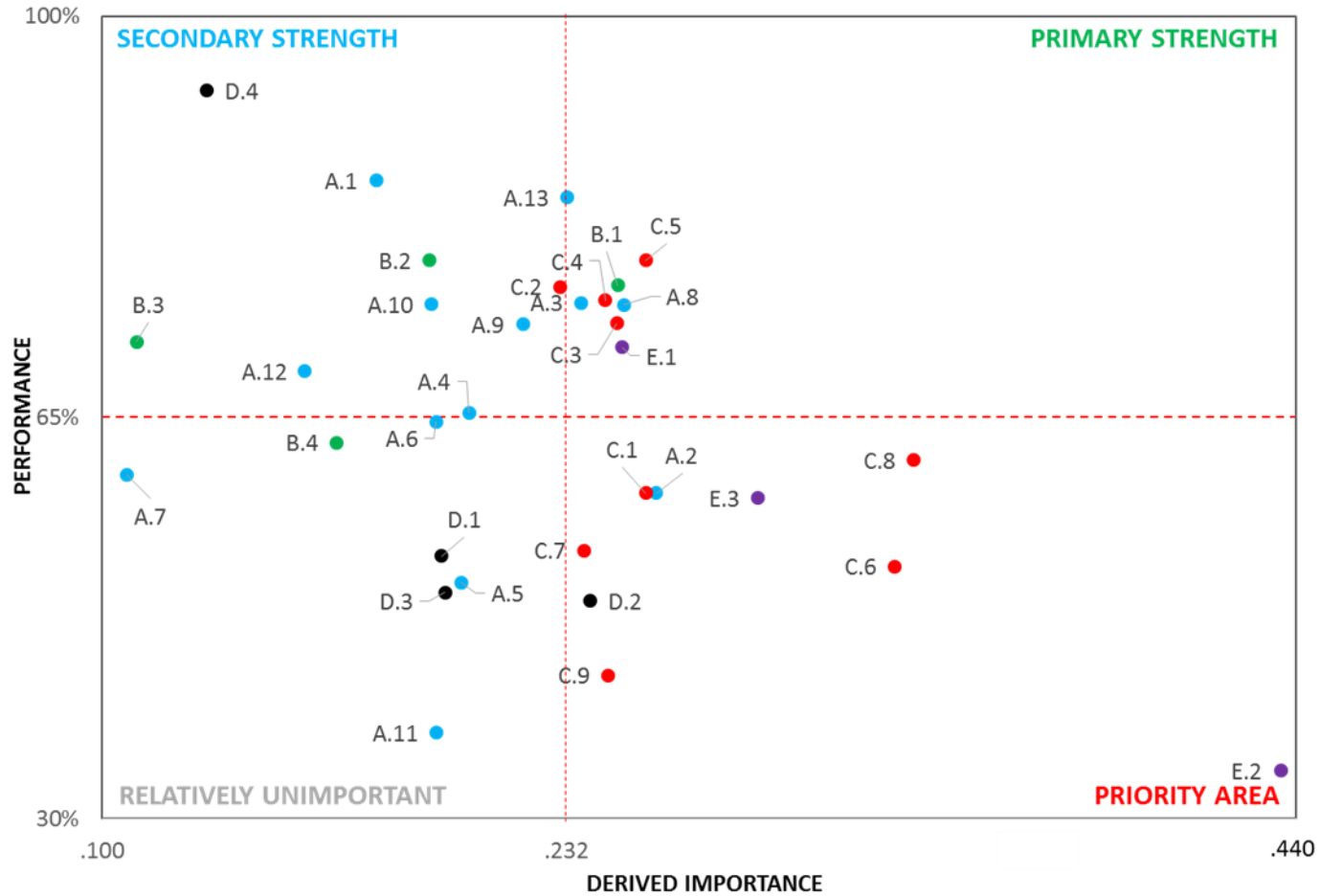
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4. Priority Areas

Priorities for Improving Resident Satisfaction with Town as a Place to Live



Priorities for Improving Resident Satisfaction with Local Municipal Government



KPI Priority Comparison Grid

Key Drivers of: Satisfaction with Town of Newmarket as a Place to Live & Satisfaction with Local Municipal Government

			Satisfaction with the Town as a Place to Live	Satisfaction with Local Municipal Government
Recreation and Culture	A2	Adult Recreation Programs		✓
Facilities/Field Condition	B4	Condition of the Youth Centre	✓	
Public Works Services	C1	Grass Cutting/ Boulevard Maintenance		✓
	C6	Traffic Control and Safety Measures	✓	✓
	C7	Street Sweeping		✓
	C8	Winter Road Maintenance (snow clearing)	✓	✓
	C9	Snow plowing for sidewalks		✓
Safety / Community Services	D1	Animal Control Services	✓	
	D2	Bylaw Enforcement	✓	✓
	D3	Parking Enforcement	✓	
Other	E2	Public Consultation on Municipal Processes	✓	✓
	E3	Town of Newmarket Website	✓	✓

Check Marks = statistically significant drivers

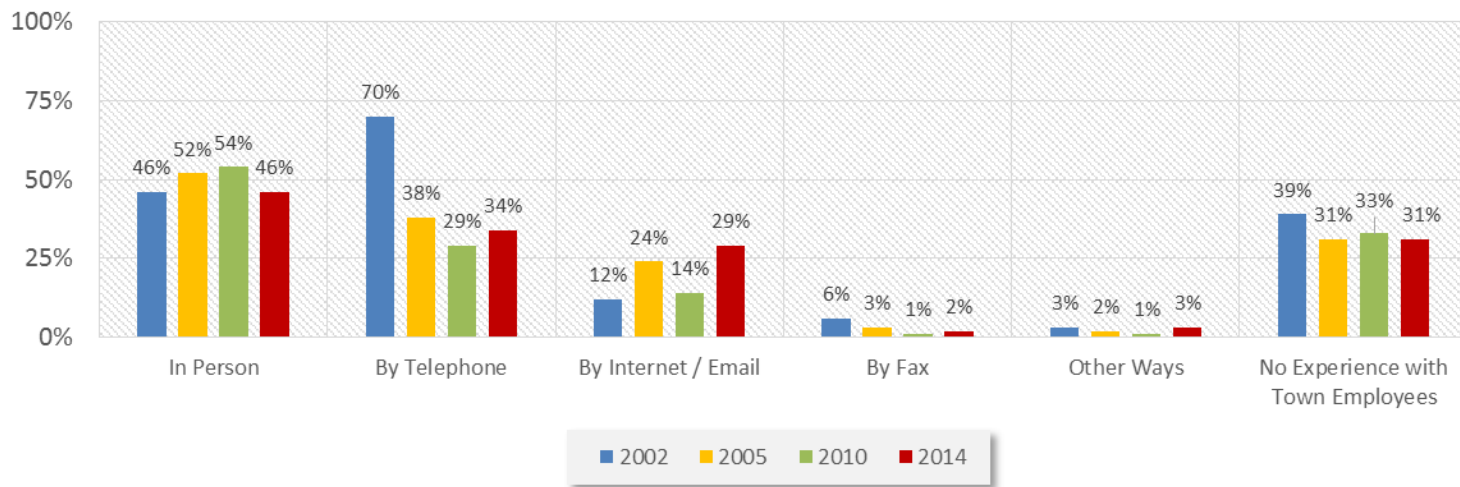


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5. Common Measurement Tool

Past Year Mode of Contact with Municipal Departments / Services

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



Within the past year, in what ways, if any, have you visited or accessed any of the Newmarket municipal departments to conduct business or obtain services?



Municipal Town Department / Service Last Accessed

Items	2014
Customer Service Centre	23%
Public Works Services	19%
Parks And Recreation	6%
By-Law Enforcement	6%
Finance	6%
Building Permits and / or Inspections	4%
Planning Department	4%
Town Council	3%
Community Centre	3%
Parking Enforcement	3%
Clerk's Office	3%
Library Services	2%
Youth Centre	2%
Magna Centre	2%
Human Resources	1%
Legal Services	1%
Engineering Services	1%
Ray Twinney Complex	1%
Gorman Pool	1%
Newmarket Theatre	1%

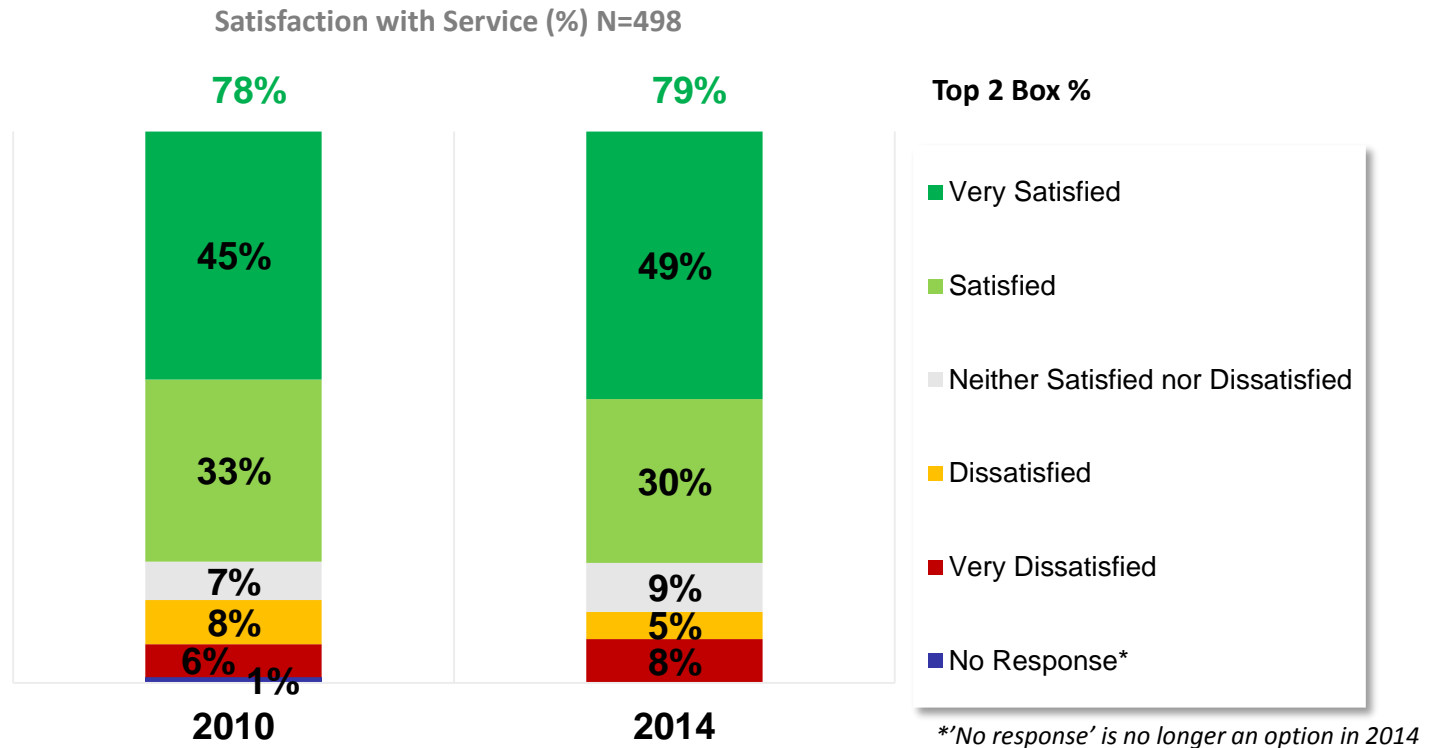
Municipal Town Department / Service Last Accessed

Sports Fields	0%*
Seniors Centre	0%*
Economic Development Office	0%*
Fire Department	0%**
Hollingsworth Arena	0%**
Museum	0%**
Trails	0%**
Communications Office	0%**
Other (Specify)	8%

What municipal Town department or service have you last accessed? (<1%, ** 0%)*



Overall Satisfaction with Service



Overall, how satisfied were you with this service? Were you...?

Satisfaction with Various Aspects of Most Recent Municipal Town Department / Service Interaction (CMT Questions)

Items	2005	2010	2014	2010-2014 Performance Gap
Overall how satisfied were you with the staff who provided the service?	86	80	88	+8
How satisfied were you with the overall quality of service delivery?	83	77	81	+4
Overall, how satisfied were you with the amount of time it took to get the service?	83	78	81	+3
Overall, how satisfied were you with the accessibility of the service/product?	84	82	83	+1



Statement of Agreement Regarding Most Recent Municipal Town Department / Service Interaction

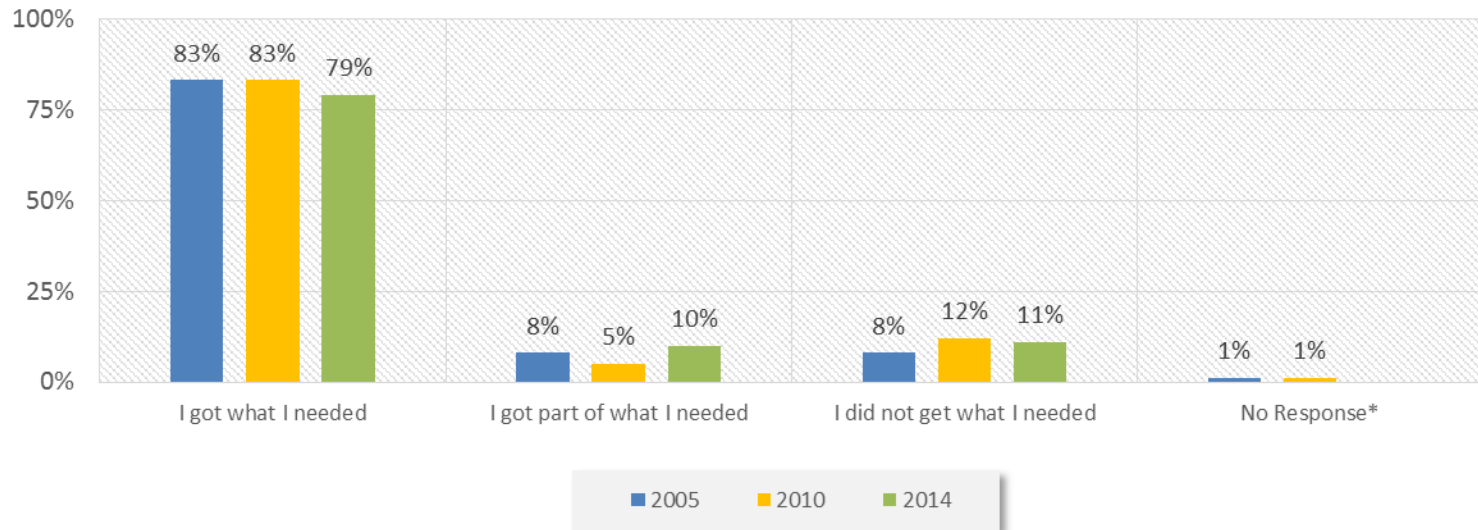
Historical Trending of Statement Agreement Regarding Most Recent Municipal Town Department / Service Interaction (Top 2 Box %) N=498

Items	2005	2010	2014	2010-2014 Perf. Gap
Staff were knowledgeable and competent	86	80	86	+6
It was clear what to do if I had a problem	83	75	80	+5
I was informed of everything I had to do in order to get the service / product / info.	86	81	85	+4
I was treated fairly	89	86	89	+3
Staff were good listeners	84	81	83	+2
Staff were courteous	89	89	90	+1
Staff were respectful	89	89	90	+1
Staff went the extra mile to make sure I got what I needed	80	70	71	+1
The hours of service were convenient	78	76	75	-1



Needs Met During Most Recent Interaction

Historical Trending of Needs Met During Most Recent Interaction
(Top 2 Box %) N=498



**'No response' is no longer an option in 2014*

Again, based on this most recent experience and contact with the Town, in the end, did you...?

Benchmarking Summary

Questions	Your Org	All Orgs	Municipal Orgs (All)	Municipal Orgs (ON)	Your Org 2010	Change 2010-2014
Timeliness	4.23	3.93	3.84	3.89	4.07	+0.16
Accessibility	4.27	4.22	4.49	4.49	4.15	+0.12
Overall satisfaction	4.19	4.09	4.03	4.17	4.04	+0.15
Satisfaction with staff	4.40	4.38	4.34	4.40	4.14	+0.26
Treated fairly	4.50	4.32	4.25	4.13	4.35	+0.15
Informed on what to	4.39	4.14	4.12	4.47	4.18	+0.21
Staff went extra mile	3.98	3.97	4.01	3.97	3.94	+0.04
Staff good listeners	4.33	4.18	4.30	4.30	4.22	+0.11
Staff courteous	4.53	4.41	4.29	4.09	4.45	+0.08
Staff respectful	4.57	4.61	4.48	4.44	4.44	+0.13
Clear what to do	4.22	4.09	4.09	4.24	4.08	+0.14
Hours were convenient	4.11	4.16	4.12	4.19	4.10	+0.01
Knowledgeable staff	4.37	4.20	4.14	4.09	4.23	+0.14



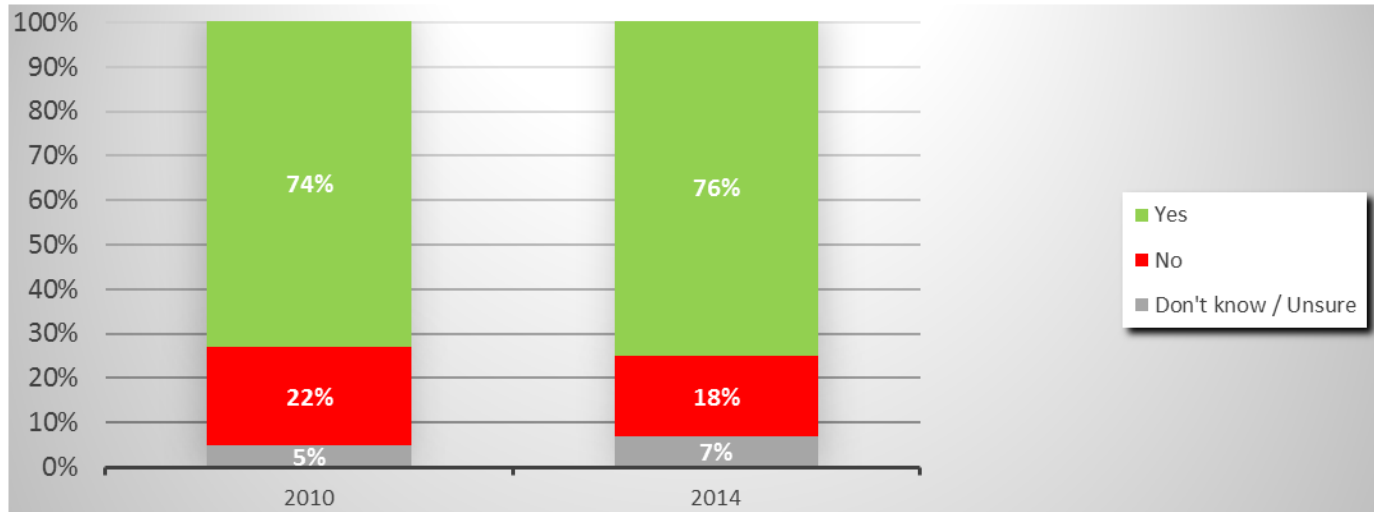


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6. Communications

Adequate Information Provided on Projects, Programs and Service

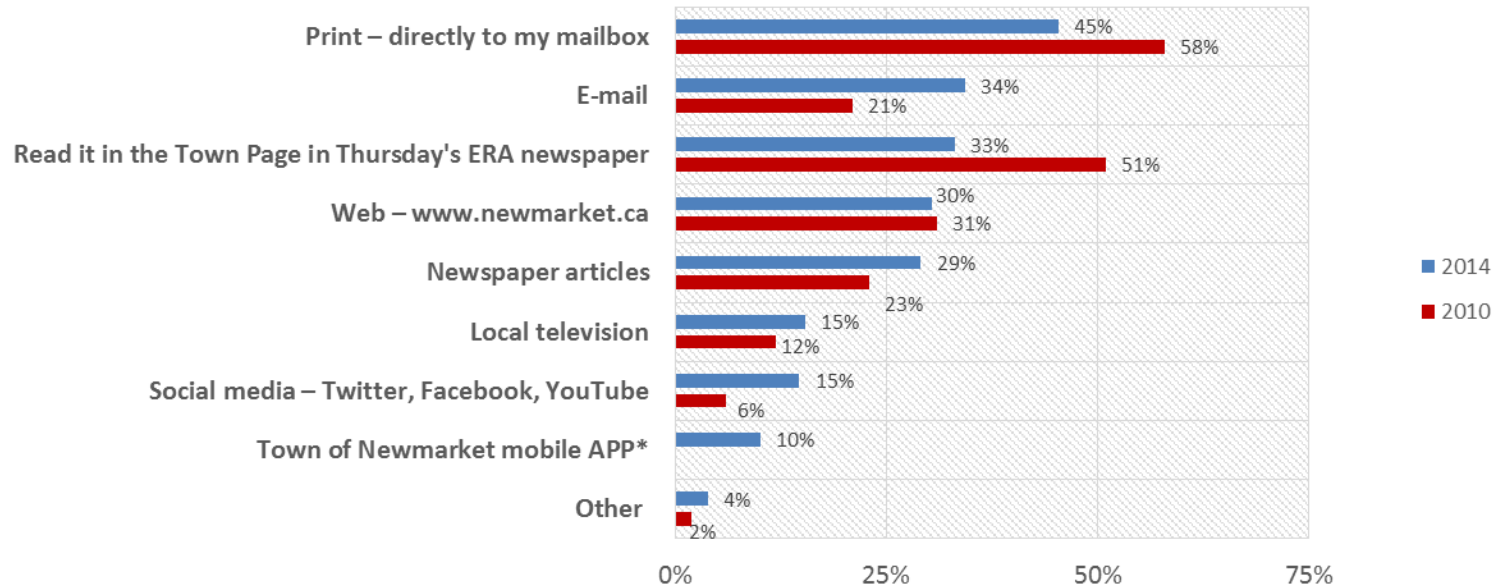
Adequate Information Provided on Projects, Programs and Service (Top 2 Box %) N=801



Do you feel the Town provides adequate information on projects, programs and services?

Preferred Means of Receiving Information about the Town

Preferred Means of Receiving Information about the Town N=801



How would you prefer to receive Town information?

**Not asked in 2010*





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7. IVR Survey Results

IVR Results

The following section displays the results of an IVR (Interactive Voice Response) survey conducted on November 10th, 2014.

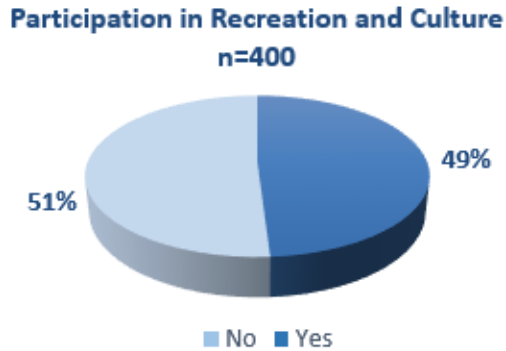
In total N=400 surveys were completed with residents in the Town of Newmarket.

In order to ensure results are representative of the population, the data were weighted by age and gender.

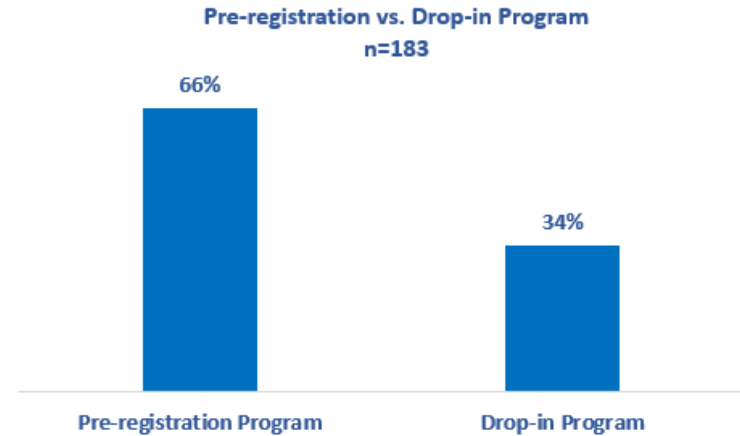


IVR Survey Results

Recreation and Culture Programs: Participation & Value for Money



Have you or one of your dependents participated in any Town of Newmarket Recreation & Culture programs within the last two years?



Thinking about the last program you participated in, please tell us if it was a drop-in program, or a pre-registration program.

95%

Poor value for money	Fair value for Money	Good value for Money	Very good value for money
5%	25%	42%	28%

n=183

Considering the fee you paid for the last program you participated in, please tell us how valuable the experience was.

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IVR Survey Results

Recreation and Culture: Dealing with Program Costs

Total costs should be paid by the participant	Total costs should be split between the participant and the tax base	Total costs should be paid by taxes
23%	65%	12%

n=400

The costs for Recreation and Culture programs are paid for by taxes or user fees paid by the participant or a combination of both. In your opinion, how should the total costs for these programs be divided?

<i>N=400</i>	YES	NO
Subsidies based on age	71%	30%
Subsidies based on ability to pay	81%	19%
Subsidies for persons with a disability	90%	10%

Do you believe there should be subsidies to help cover the cost of programs based on the age of the participant?

Do you believe there should be subsidies to help cover the cost of programs based on a persons ability to pay for the program?

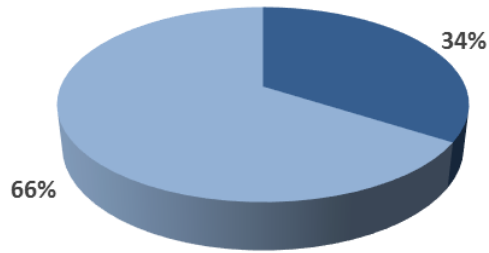
Do you believe there should be subsidies to help cover the cost for persons with a disability?



IVR Survey Results

Information Regarding Tax dollar Spending

Have information required regarding how tax dollars are spent (n=400)



■ No ■ Yes

Do you feel you have the information you require regarding how your tax dollars are spent?



N=400	Yes- Have information required	No- Do not have information required	Total
Interested in increasing level of understanding	46%	81%	69%
Not interested in increasing level of understanding	54%	20%	31%

Are you interesting in increasing your level of understanding of how your tax dollars are spent?



Printed material available from the Town	39%
Attend seminars at Town Hall	8%
Information on the Town website	53%

n=279

How would you prefer to increase your understanding of how tax dollars are spent?



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