

SUMMARY OF RESULTS OF THE SURVEY OF GROUPS, ORGANIZATIONS AND BUSINESSES

COMMUNICATIONS

Question 6: Level of Agreement with Performance Quality Statements.

This question asked respondents to rate on a scale of 1(do not agree at all) to 5(strongly agree) their level of agreement with a number of statements pertaining to City staff performance quality. The following Table 1 summarizes the responses.

Table 1 Performance Quality Statements				
Statements	Total # of responses	Total # and % rating 4 & 5	Total # and % rating 3	Total # and % rating 1 & 2
City administrators provide convenient access to people I need to contact	47	28 (60%)	11 (23%)	8 (17%)
City staff provide accurate information	47	29 (62%)	12 (25%)	6 (13%)
City staff provide consistent information	49	27 (55%)	15 (31%)	7 (14%)
City staff are helpful	51	38 (75%)	18 (5%)	5 (10%)
City staff are knowledgeable	49	29 (59%)	16 (33%)	4 (8%)
City staff are timely in their responses	48	28 (58%)	12 (25%)	8 (17%)
City staff are courteous/respectful	53	40 (75%)	8 (16%)	5 (9%)
City staff are effective in offering solutions to resolve problems	48	31 (65%)	8 (16%)	9 (19%)
City is open to new ideas	49	17 (35%)	15 (30%)	17 (35%)

Of all the statements presented to the respondents, the statements that received the highest levels of agreement (4 or 5) were “City staff are helpful” (75%) and “City staff are courteous/respectful” (75%). The statements that received the lowest levels of agreement (1 or 2) were “City is open to new ideas” (35%) and “City staff are effective in offering solutions to resolve problems”(19%). With the exception of the statement that “City is open to new ideas” all other statements had high levels of agreement from a majority of the respondents.

Question 10: Value of Sources of Information

Question 10 asked respondents to rate on a scale of 1 (not satisfied at all) to 5 (extremely satisfied), the value of a number of sources of information about city business. Table 2 provides a summary of the responses received.

Table 2 – Value of Sources of Information				
Information Source	Total # of responses	Total # and % Rating 4 & 5	Total # and % Rating 3	Total # and % Rating 1 & 2
City web site	46	19(41%)	11(24%)	16(35%)
Civic Corner	46	16(35%)	15(33%)	15(33%)
Cogeco Cable Six	45	13(29%)	15(33%)	17(38%)
Department brochure / flyers	45	9(20%)	18(40%)	18(40%)
Mailouts in Tax & water Bills	47	19(40%)	18(38%)	10(21%)
Newspaper Ads.	42	14(33%)	17(40%)	11(23%)
Newspaper Articles	45	19(42%)	18(40%)	8(18%)
Posted notices	42	7(17%)	16(38%)	19(45%)
Press Releases	44	10(23%)	25(57%)	9(20%)
Radio Ads	44	12(27%)	19(43%)	13(30%)
Radio News	42	15(36%)	19(45%)	8(19%)
Regular City Council Meetings	44	17(39%)	13(30%)	14(32%)
Town Hall Meetings	42	13(31%)	13(30%)	16(38%)

The information sources that were rated the highest in terms of value of importance (4 or 5 rating) are “newspaper articles” (42%), “the City Web Site” (41%) and “mailouts in tax and water bills” (40%). Those information sources that were rated as least important by several respondents (1 or 2 rating) in terms of value were “posted notices” (45%), “department brochure/flyers” (40%) and “Cogeco Cable Six” (38%).

Question 11: Are there other ways you would like to receive information?

The only comment mentioned by more than one respondent group was “E-mail”. This comment was made 6 times.

Question 12 - Input Methods

This question asked respondents to rate on a scale of 1 (not satisfied at all) to 5 (extremely satisfied), the value of the methods used to provide input and feedback to City staff. Table 3 provides a summary of the responses received to this question.

Table 3 – Input Methods			
Information Source	Total # of responses	Total # and % rating 4 & 5	Total # and % rating 1 & 2
Counter Inquiries	45	25(56%)	7(16%)
Delegation at Council Meeting	41	21(51%)	17(7%)
Direct Mail	43	23(53%)	7(16%)
E-mail	42	18(43%)	10(24%)
One-on-one Meetings with Staff	45	32(71%)	6(13%)
One-on-one Meetings with Mayor/Councillors	42	20(48%)	14(33%)
Public Open Houses	41	19(46%)	14(34%)
Special Public Meetings	40	20(50%)	11(28%)
Telephone	44	30(68%)	6(14%)
Town Hall Meetings	40	14(35%)	16(40%)

The information sources that were rated the highest (4 or 5) in terms of the importance of the value of the methods used to provide input and feedback to City staff were “one-on-one meetings with staff” (71%) and “telephone” (68%). The information sources that were rated the least important by several respondents (1 or 2) in terms of the value of the methods used to provide input and feedback to City staff were “town hall meetings” (40%) and “public open houses” (34%).

Question 13: Are there any other ways you would like to offer input to Council and City staff?

There were no suggestions made by more than one respondent group. The summarized responses are as follows:

- Mayor and department directors could meet with Chairs of various Council Committees to review progress/obstacles to meeting objectives;
- Establish a Community Advisory Council;
- Direct contact with City Councillors;
- Via the President of the Chamber of Commerce;
- Scheduled meetings with groups, organizations and business associations;
- Brief surveys similar to this one; and
- Open line programs with staff.

Question 14: Overall, what do you consider to be City staff's greatest strength in their communications effort to date?

A summary of the most frequently mentioned responses are:

- That staff are friendly, helpful, courteous and/or professional (7);
- Availability of staff (5); and
- Prompt responses (2).

Question 15: Overall, what do you consider to be City staff's greatest weakness in their communications effort to date?

The most frequently mentioned responses were:

- Staff have a lack of time to meet with groups and organizations (3); and
- Insufficient communications and not frequent enough (2).

Question 16: What would be the one thing you would change to improve the effectiveness of your communications with City staff?

The suggestions included the following:

- That staff meet more frequently with community groups and business organizations (2);
- That the City's customer focus be enhanced;
- That consideration be given to off hours options to be user friendly; and
- That the City's Web site be enhanced to provide more information.

Question 17: Please share any additional comments or suggestions you may have about improving customer service and communications by City staff.

The only comment/suggestion which was made by more than one respondent group was "satisfied with staff service". This comment was made 5 times. Other comments included: "allowing public input on issues before major decisions made"; "hold open communications/meetings with user groups and organizations"; "offer off hour options"; "provide customer service training"; and "offer a less formal public meeting process".