

Pulse of the Township Survey



Lachlan McDonald and Matt Chretien
Survey – May 13, 2019 to July 5, 2019

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Overview

The Pulse of the Township was a survey conducted for South Glengarry's strategic planning meeting. 376 responses were received between May 13 and June 12, 2019 and we continued to collect responses until July 5 (402; we removed 3 because of duplication), which was the closing date of the draw. The survey was designed to gauge what is important to South Glengarry residents and how satisfied they are with the Township's services.

We used Survey Monkey and respondents could submit anonymously. Those who chose to be anonymous were not entered in the draw (a chance to win one of ten \$50 gift certificates to a South Glengarry business of their choice).

The info collected allowed Council members to get a feel for what the community valued and how they perceived our levels of service. The rating scale used was 1 – 10 with 1 being 'not at all' and 10 being 'very'. In addition to matrix-based questions we asked open ended questions:

- Where do you see South Glengarry in 5-10 years?
- Where do you see South Glengarry in 20+ years?
- What do you value most about South Glengarry?

In interpreting the survey results it can be determined that our greatest strengths are our community, our location, and our people. Many people see South Glengarry the same as before (good and bad) and there is an interest in trees (11.2% of surveys mentioned).

The matrix-based questions provided evidence that most residents find our services important, with a range of 7.07 – 8.88 on 10. Fire services (8.88), winter maintenance (8.86), road maintenance (8.58), and competitive tax rate (8.54) had the highest average responses. When we rephrased the question to promote scarcity (top 3 most important), the most important items were: competitive tax rate (165) and road maintenance (163).

Unfortunately, our average satisfaction scores were not as high as our importance scores. The range for satisfaction was 5.27 – 8.61 on 10. Fire services ranked highest with waste collection nearby and current tax rate and building department ranked the lowest.

In analyzing the matrix-based questions it is important to look for strong indicators in the data and to appreciate that averages can be misleading. For example, fire services offer a strong indicator as 233 of 402 residents view this as 10/10 for importance whereas community centres have 70 at ten, 55 at nine, 85 at eight, 59 at seven, 30 at six, 55 at five, etc.

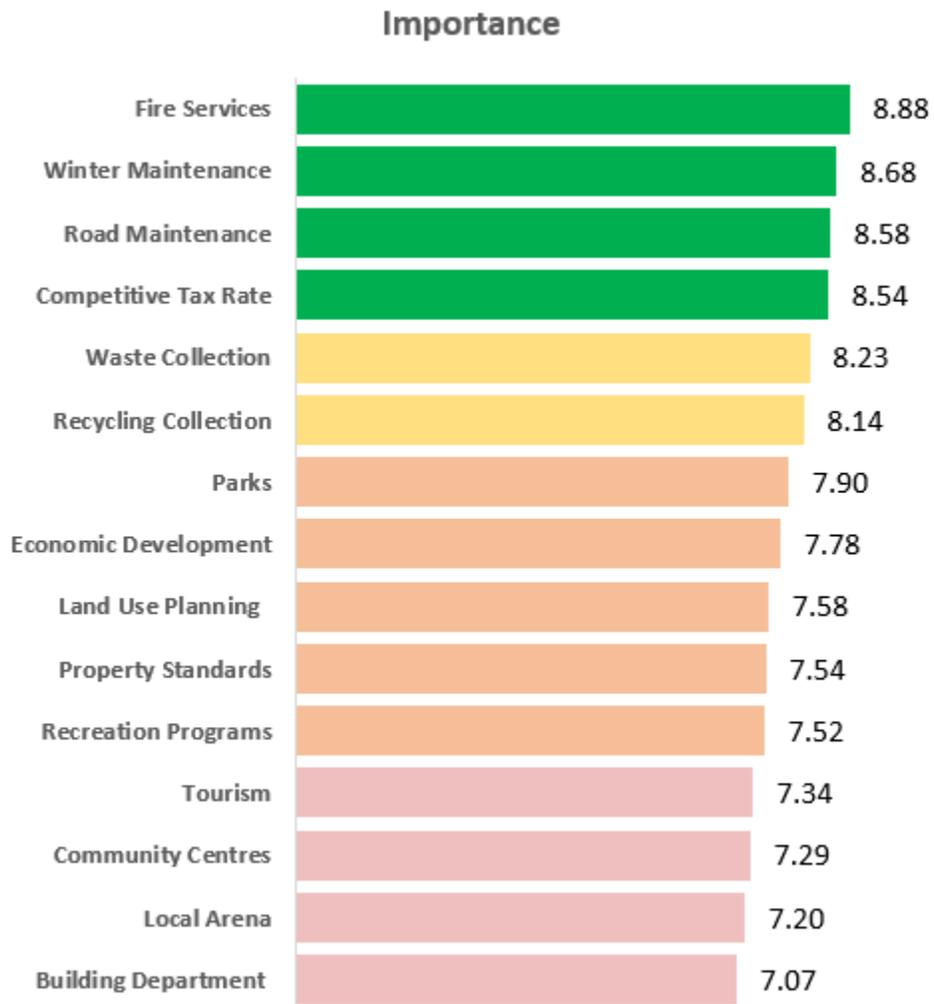
I hope you enjoy the information provided on the subsequent pages and we appreciate everyone taking the time to provide your opinions on the Township of South Glengarry.



Lachlan McDonald
General Manager of Corporate Service

Importance Indicators

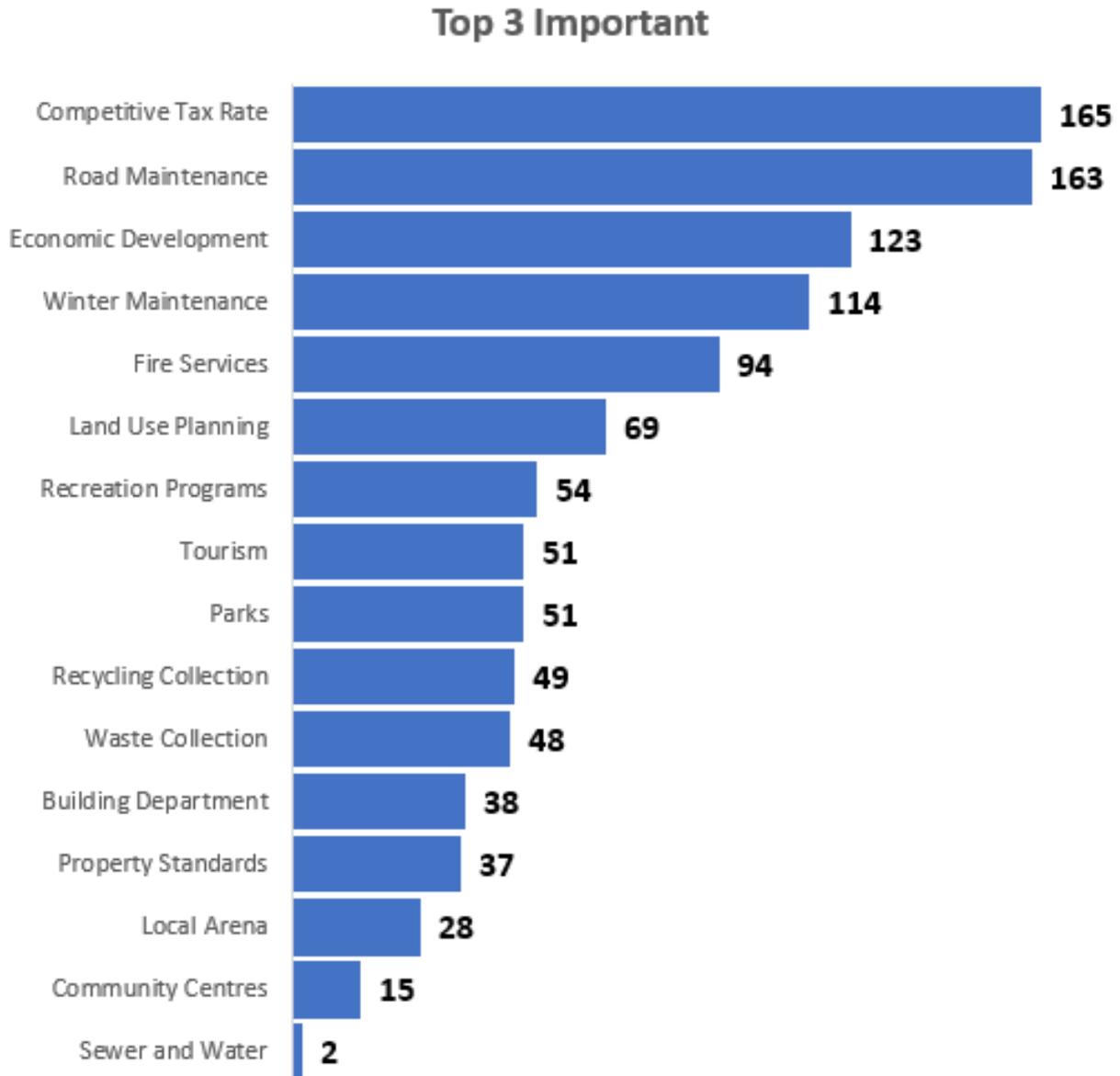
Average Importance



The chart above indicates the average of 402 answers where 1 represents not at all important and 10 represents very important. The colours indicate the importance with green being 8.5/10 and above and the other colours separating levels per 0.5/10 difference (i.e. one colour from 7.5 to 8.0 and another colour from 8.0 to 8.5).

This chart indicates that fire services, winter maintenance, road maintenance, competitive taxes are the most important items to the residents.

Top 3 Importance



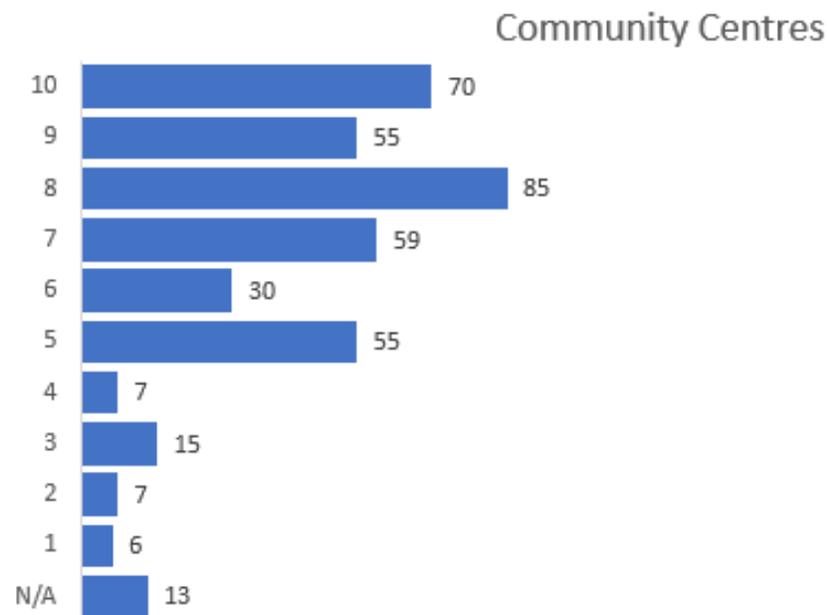
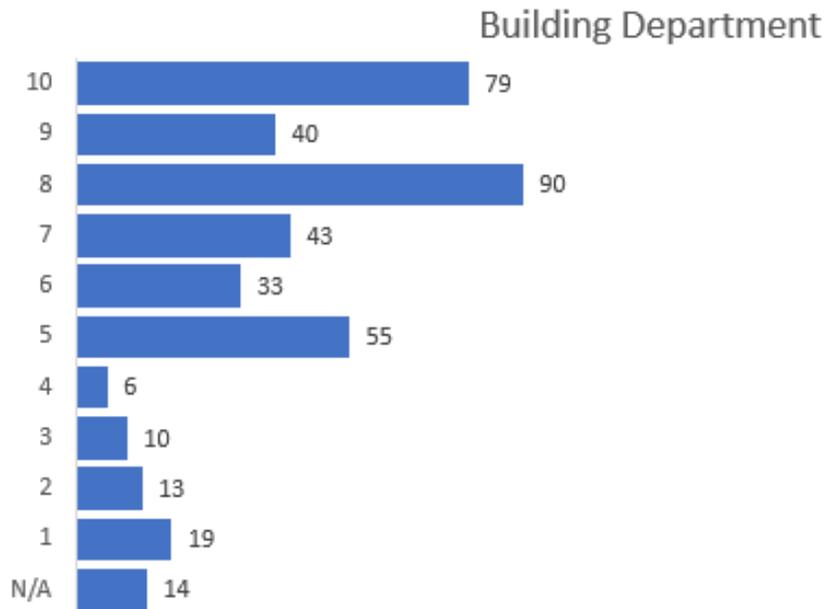
The chart above is a count (number of responses received) of the responses to the question, “If you had to choose only three of the above items to focus on, which three are most important to you?” This chart indicates that a competitive tax rate and road maintenance are the most important but does not necessarily demonstrate that competitive tax rate was chosen as number 1 (i.e. it could have been chosen 3rd 165 times).

In events where someone wrote, “tax rate, tax rate, tax rate” it was counted once.

Importance by Service

The following charts indicate the number of responses received regarding how important each service is to residents. The scale is 1-10 with 1 being not at all important and 10 being very important.

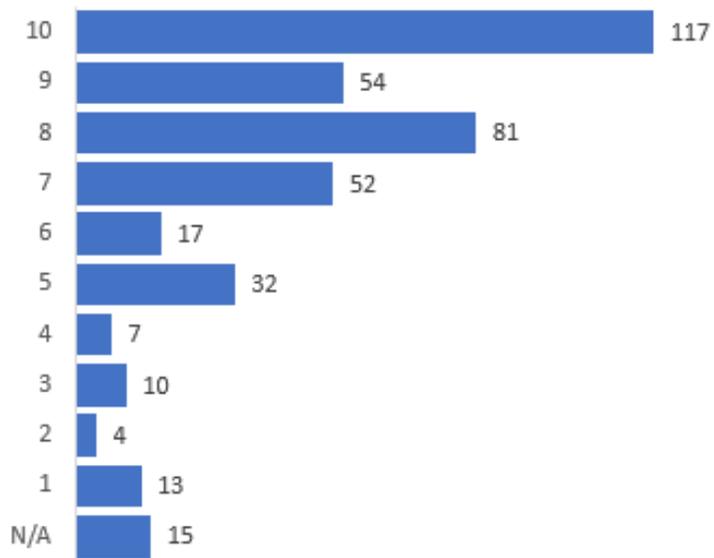
The “Average Importance” chart was created by averaging the individual charts below.



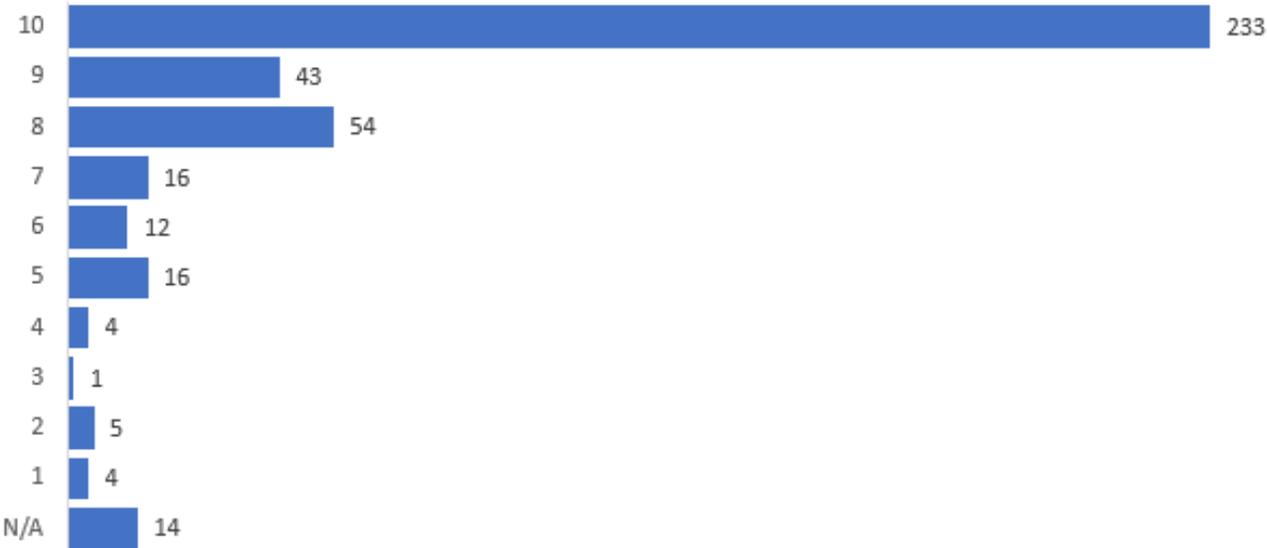
Competitive Tax Rate



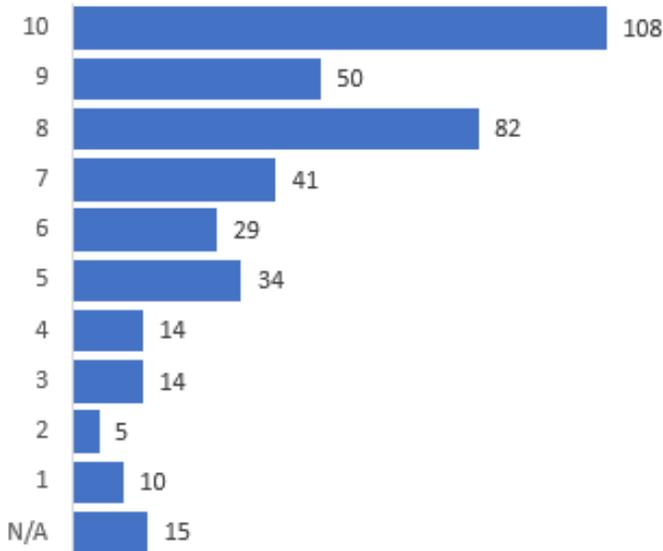
Economic Development



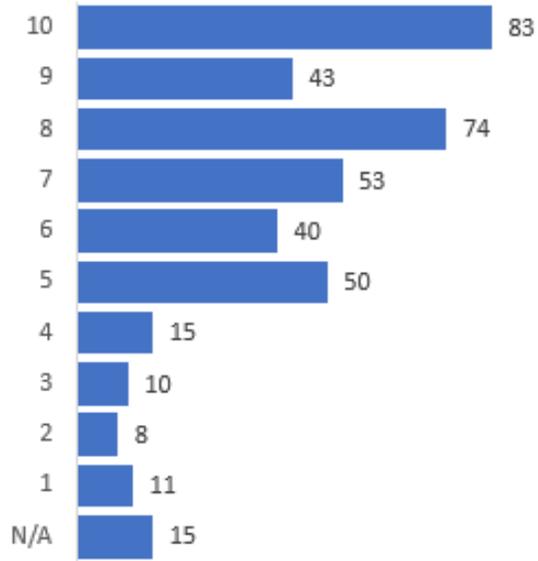
Fire Services



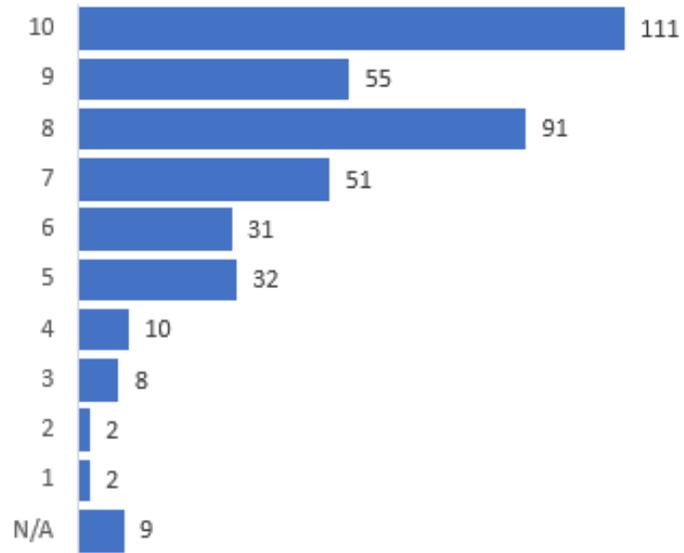
Land Use Planning



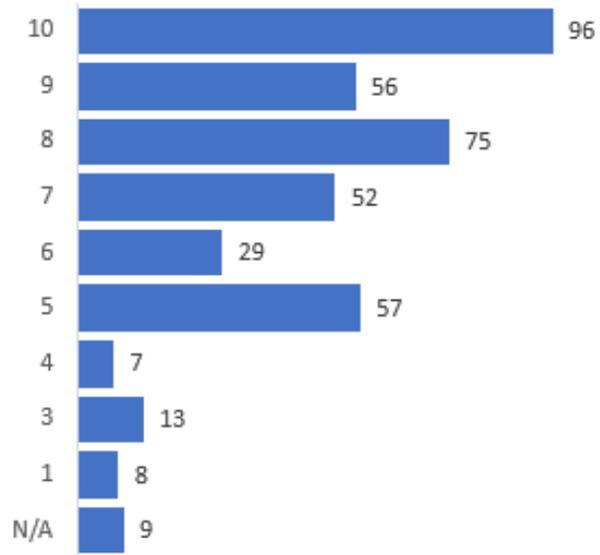
Local Arena



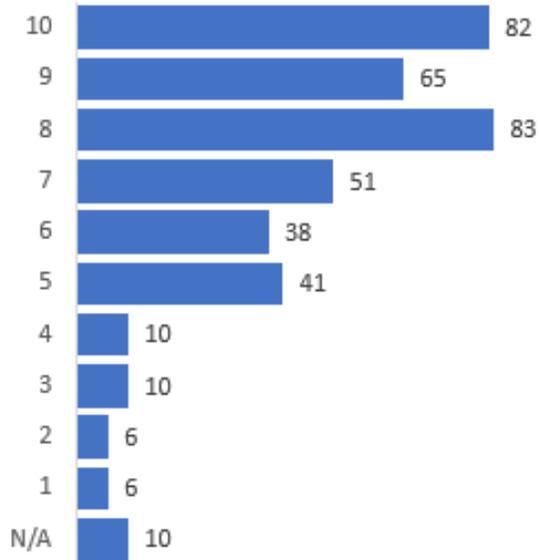
Parks



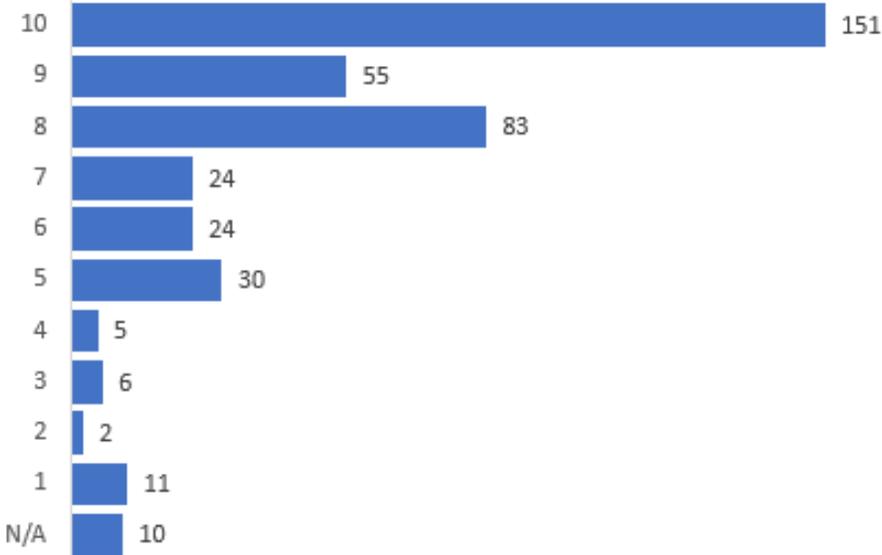
Property Standards



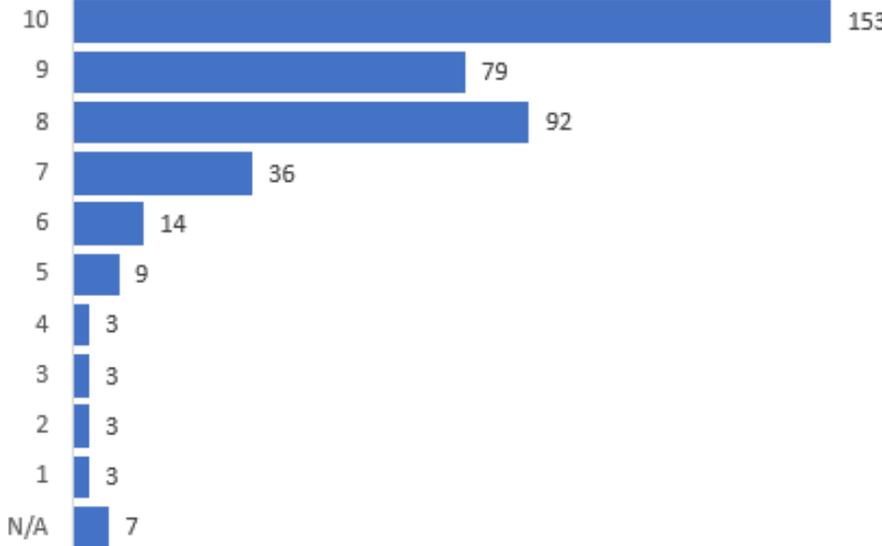
Recreation Programs



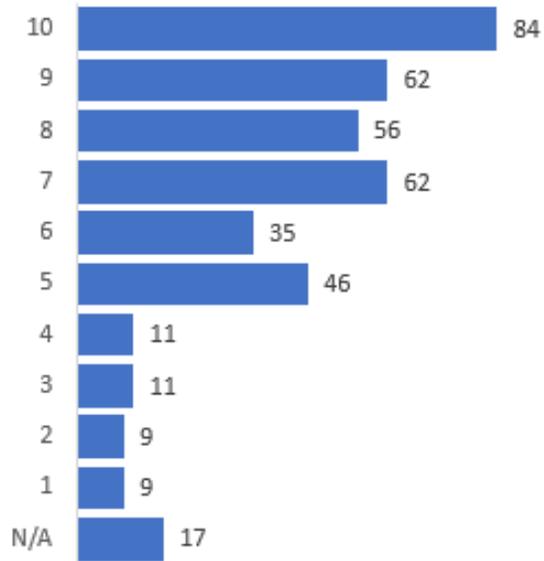
Recycling Collection



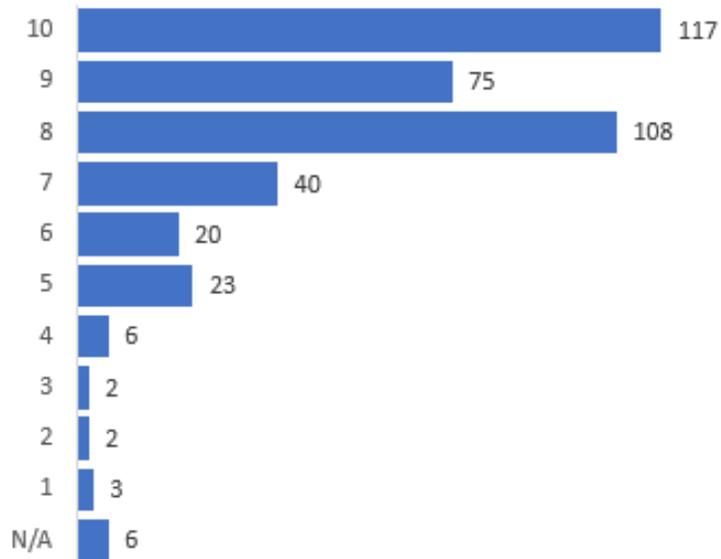
Road Maintenance

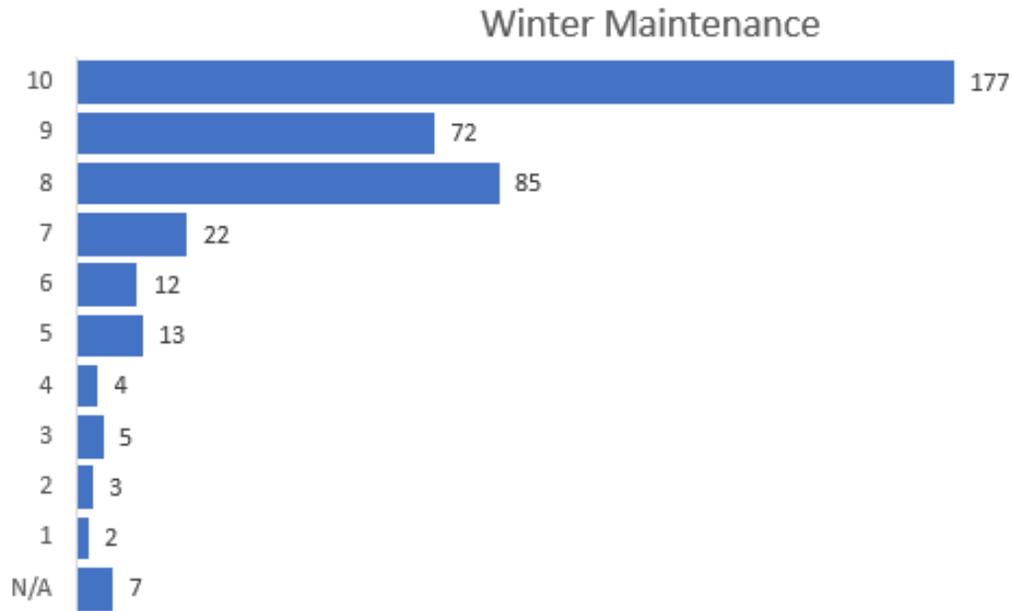


Tourism



Waste Collection



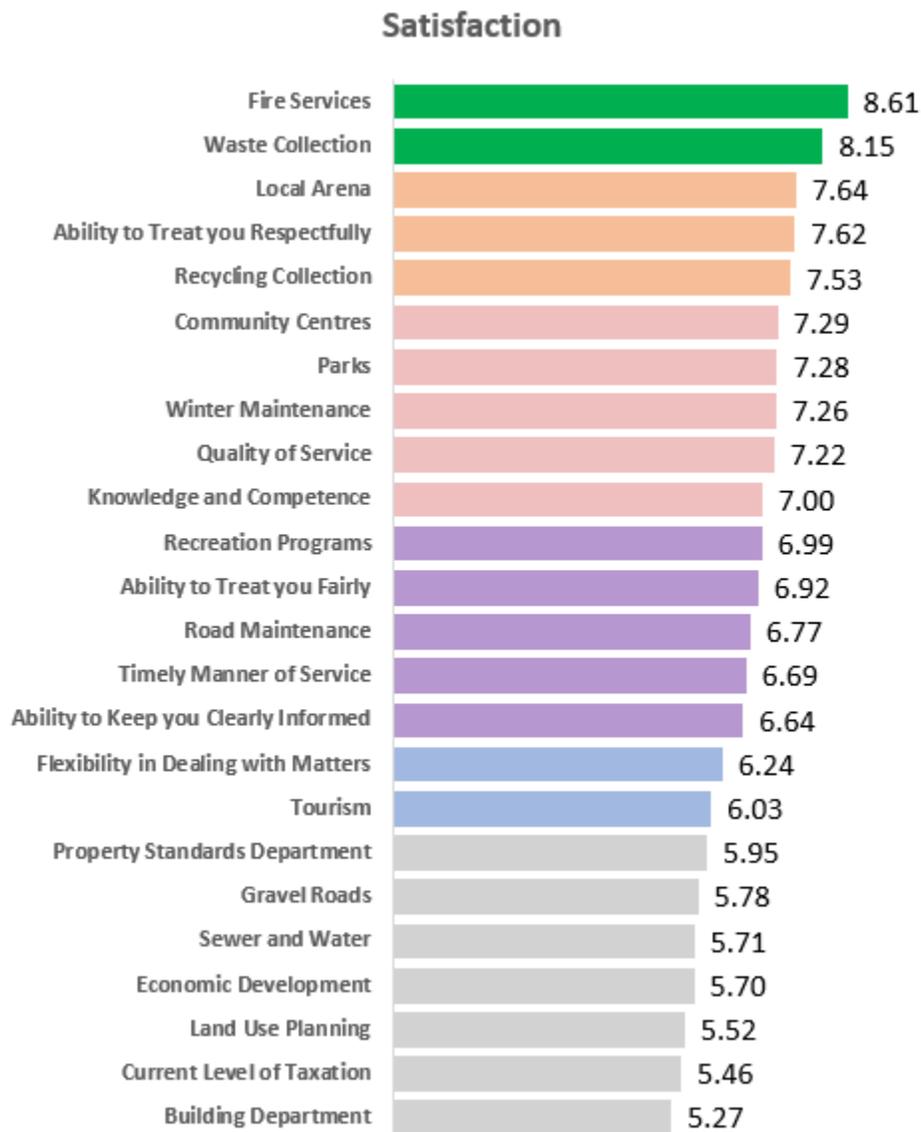


Items that stood out throughout the importance component of the survey:

- The services with the highest averages had universal support (i.e. predominantly high scores)
- Other services had varied scores (i.e. some 10s, some 8s, some 4s, some 3s, etc.)
- Some surprise in the difference between what is important vs. what is most important (top 3)

Satisfaction Indicators

Average Satisfaction



This chart above indicates the average of 402 answers where 1 represents not at all satisfied and 10 represents very satisfied. The colours indicate the satisfaction with green being 8.0/10 and above and the other colours separating levels per 0.5/10 difference (i.e. one colour from 7.0 to 7.5 and another colour from 7.5 to 8.0)

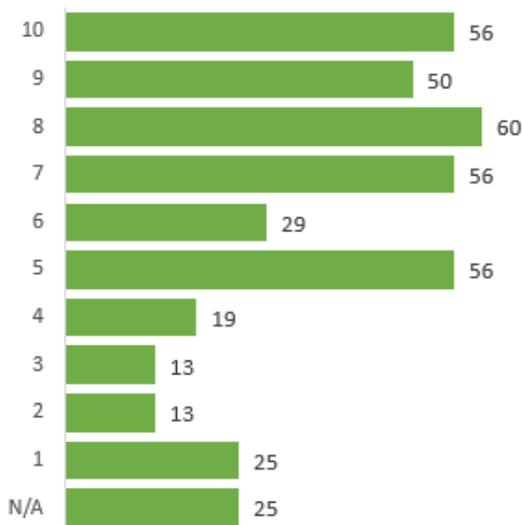
This chart indicates that residents are satisfied with fire services and waste collection. Additionally, there is decent satisfaction with the local arena, recycling collection, and The Township's ability to treat you respectfully.

Satisfaction by Service

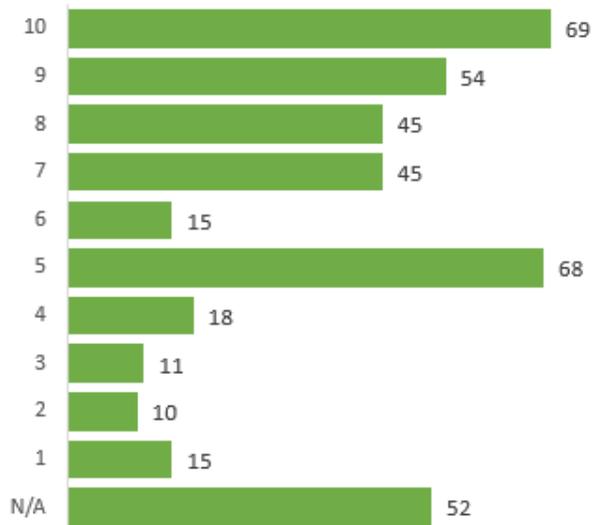
The following charts indicate the number of responses received regarding how satisfied residents are with each service. The scale is 1-10 with 1 being not at all satisfied and 10 being very satisfied

The “Average Satisfaction” chart was created by averaging the individual charts below.

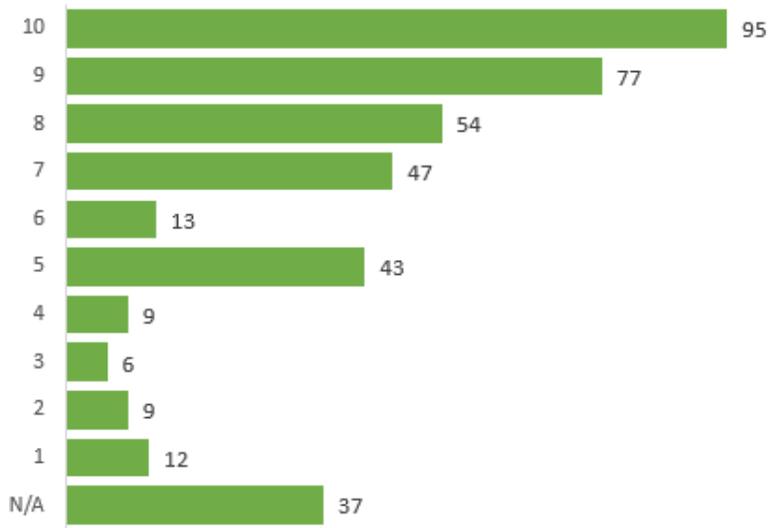
Ability to Keep you Clearly Informed



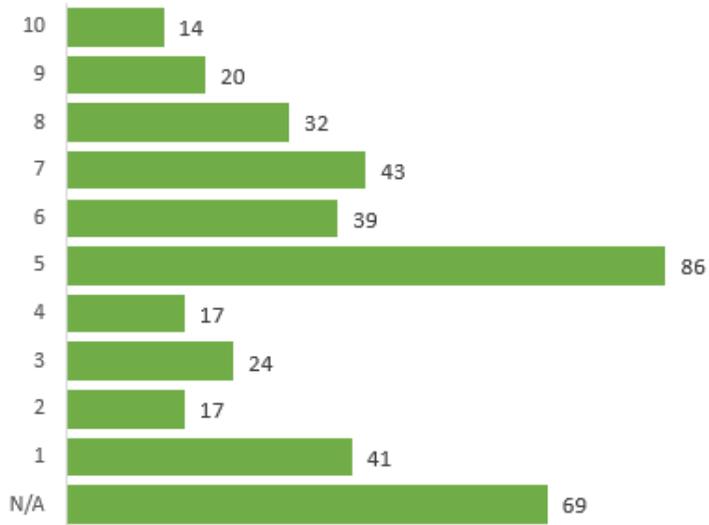
Ability to Treat you Fairly



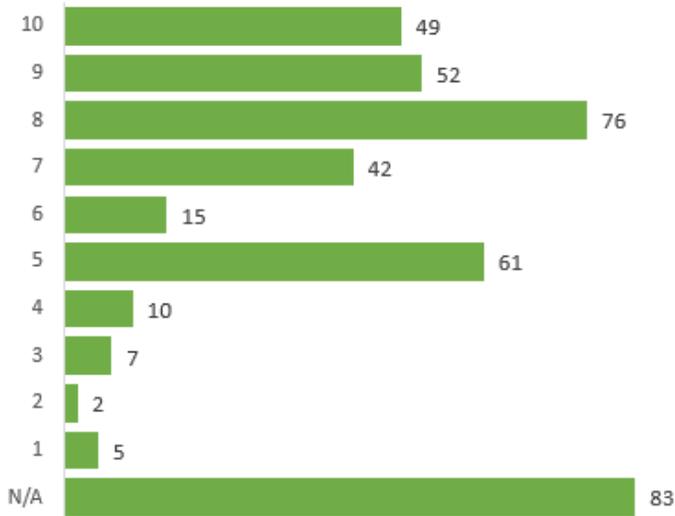
Ability to Treat you Respectfully



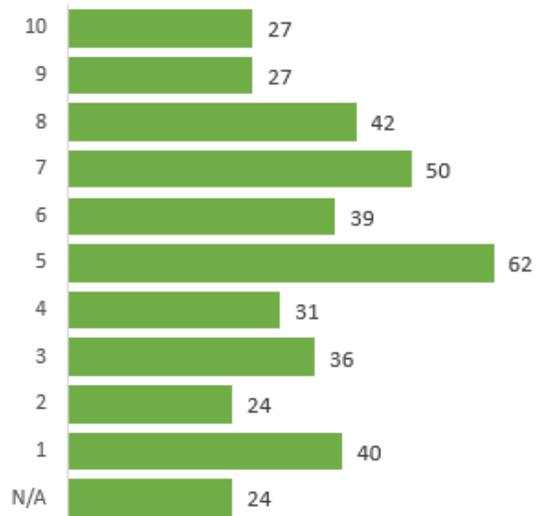
Building Department



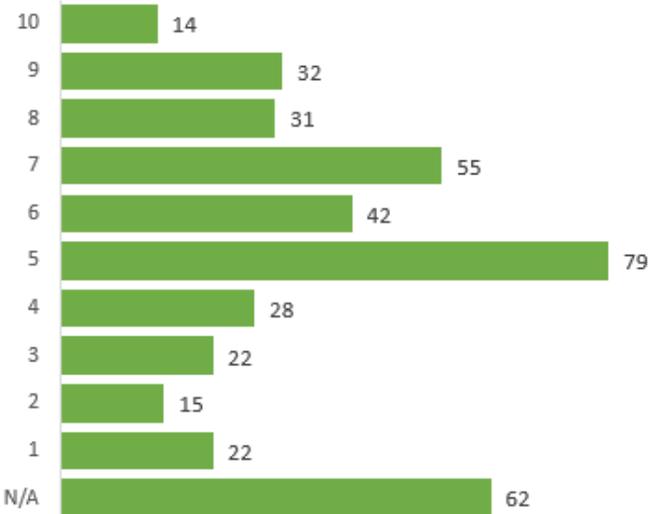
Community Centres



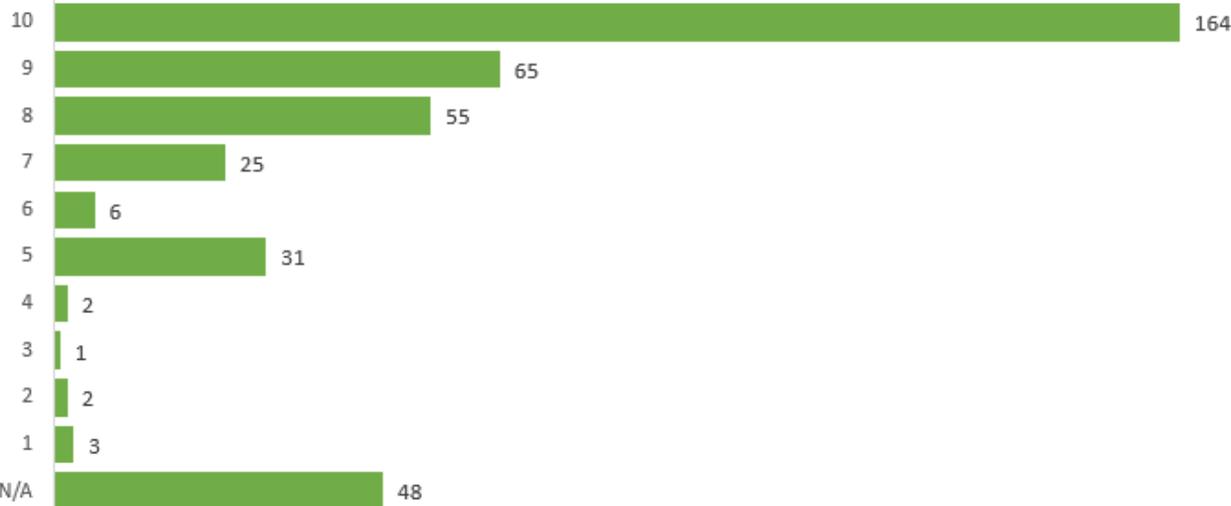
Current Level of Taxation



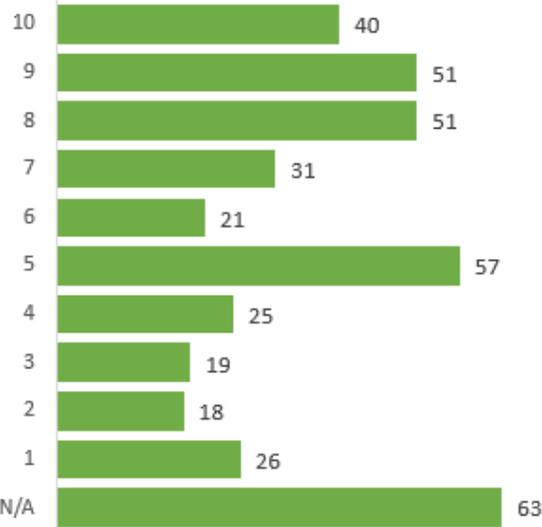
Economic Development



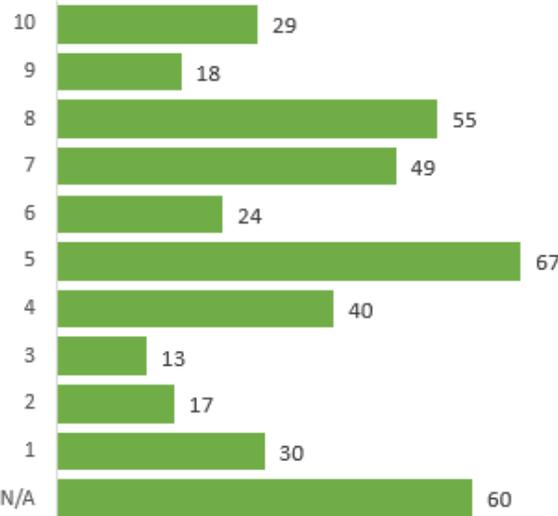
Fire Services



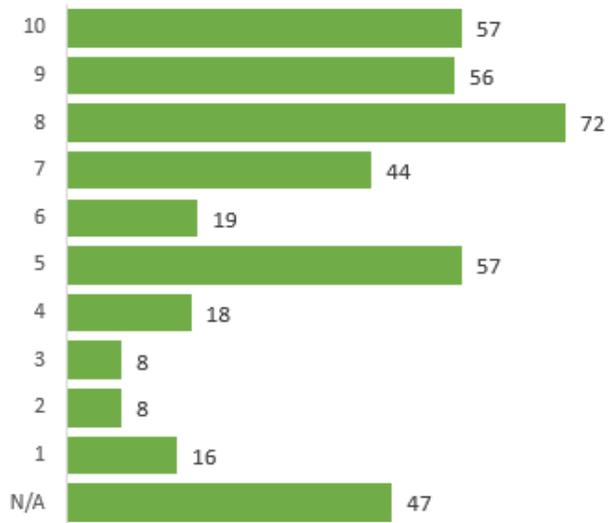
Flexibility in Dealing with Matters



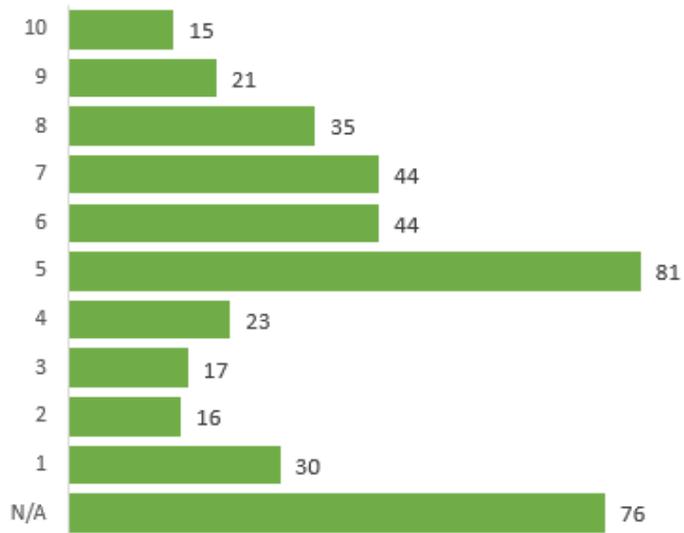
Gravel Roads



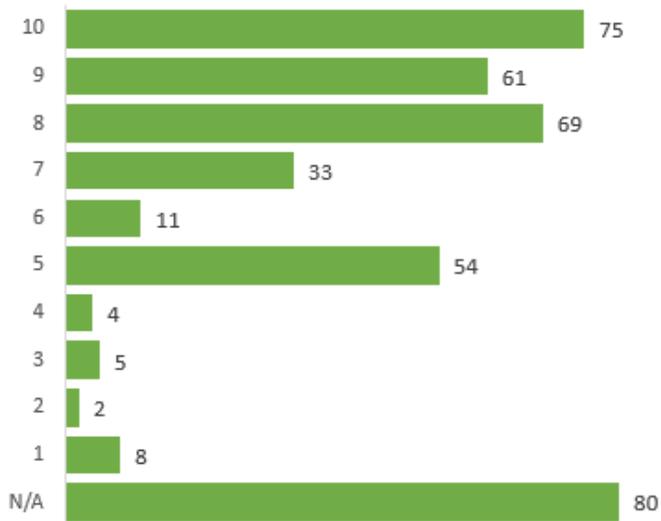
Knowledge and Competence



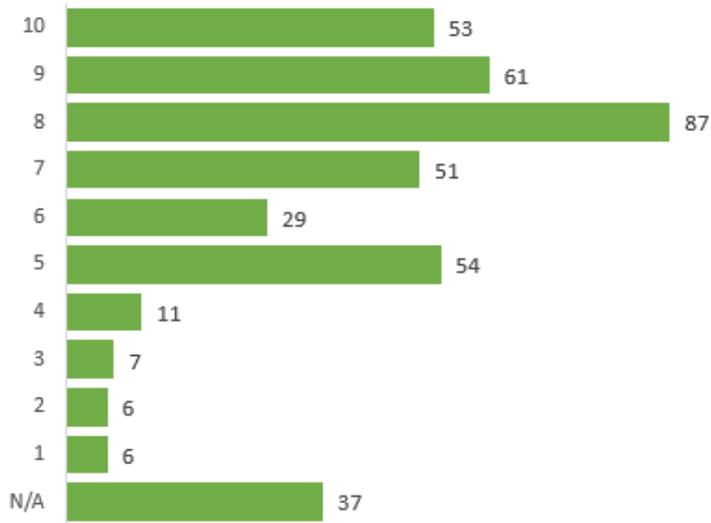
Land Use Planning



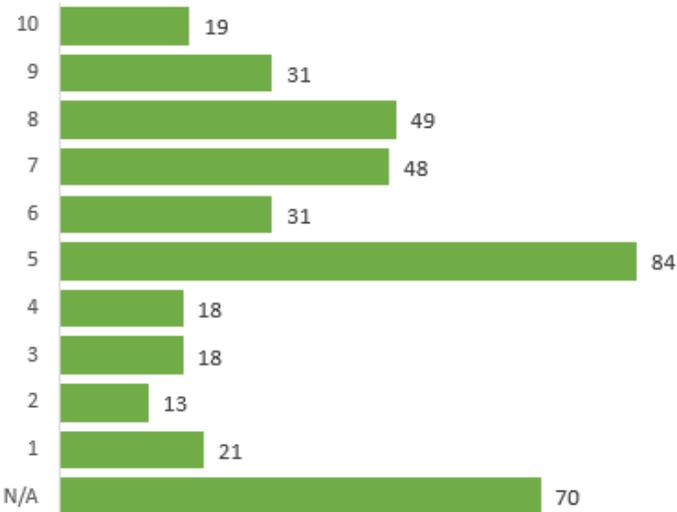
Local Arena



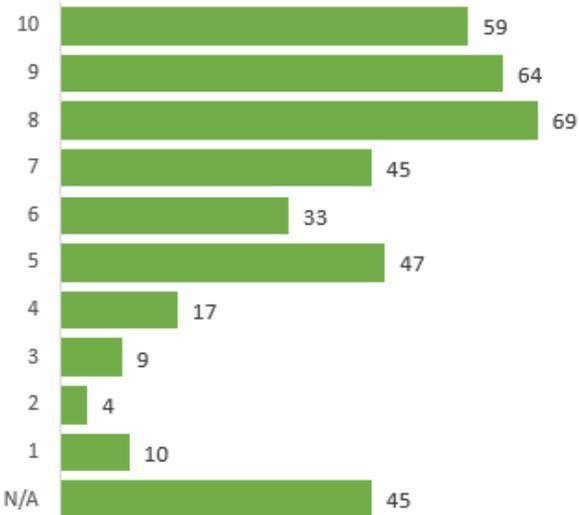
Parks



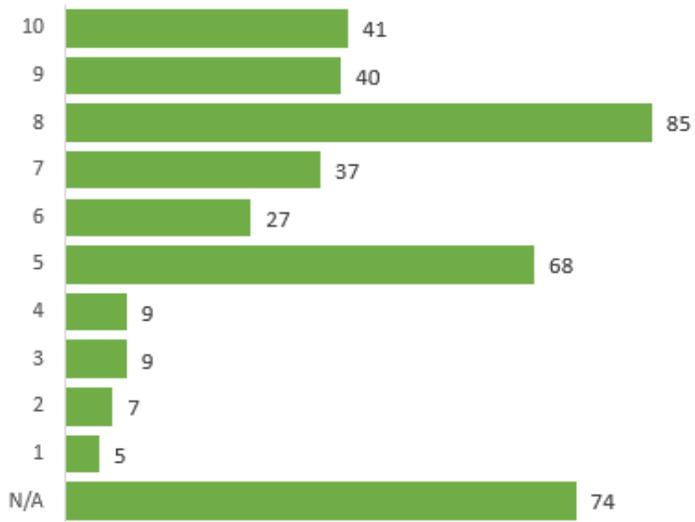
Property Standards Department



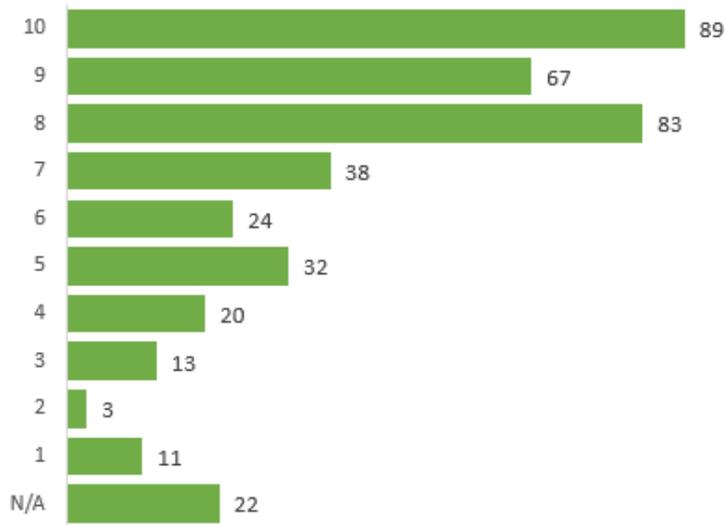
Quality of Service



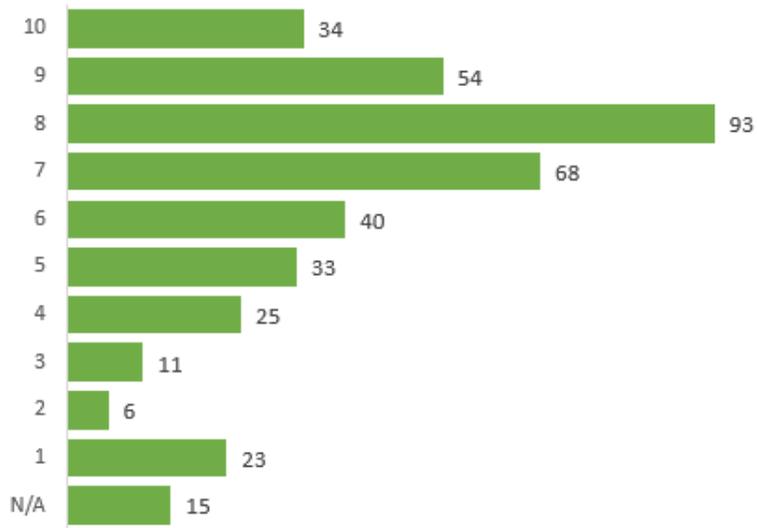
Recreation Programs



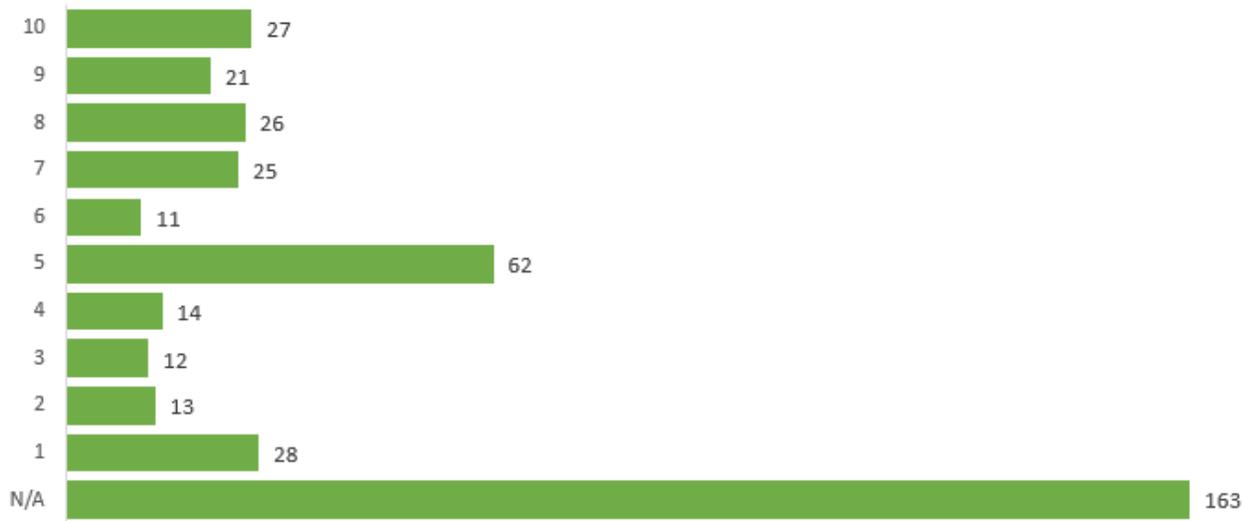
Recycling Collection



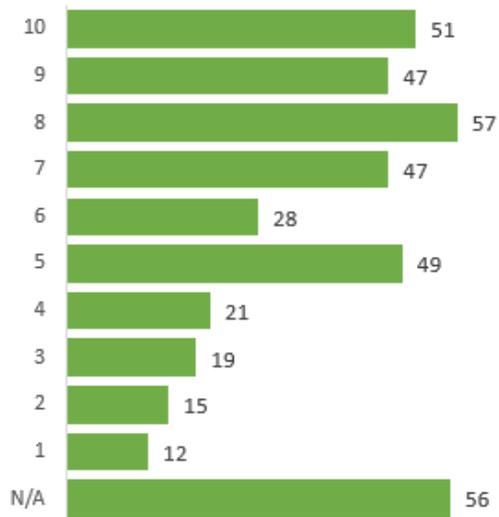
Road Maintenance



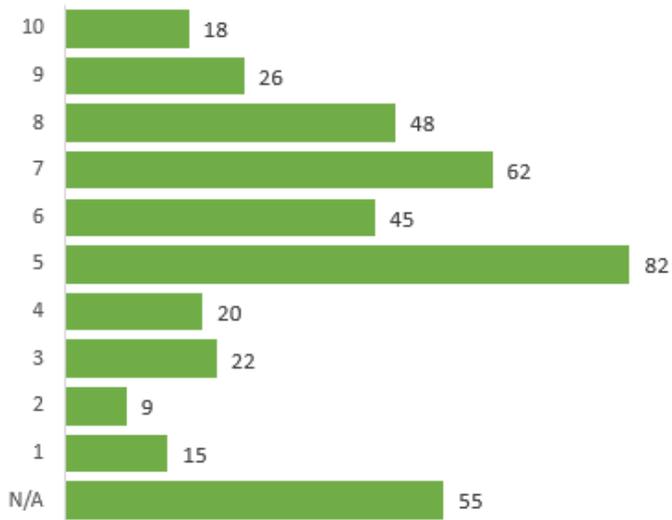
Sewer and Water



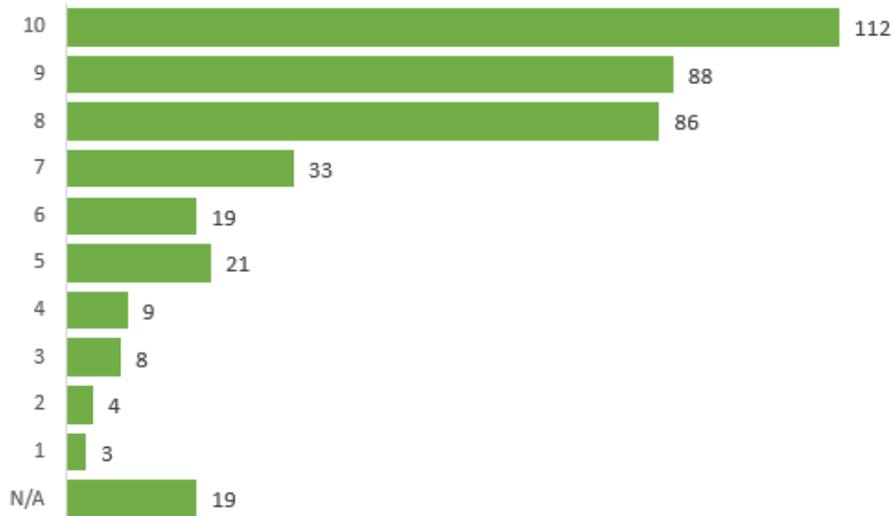
Timely Manner of Service



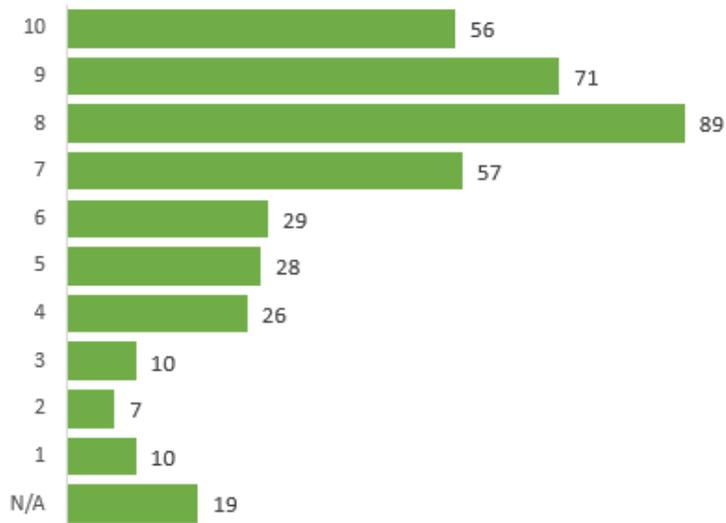
Tourism



Waste Collection



Winter Maintenance



Items that stood out throughout the satisfaction component of the survey:

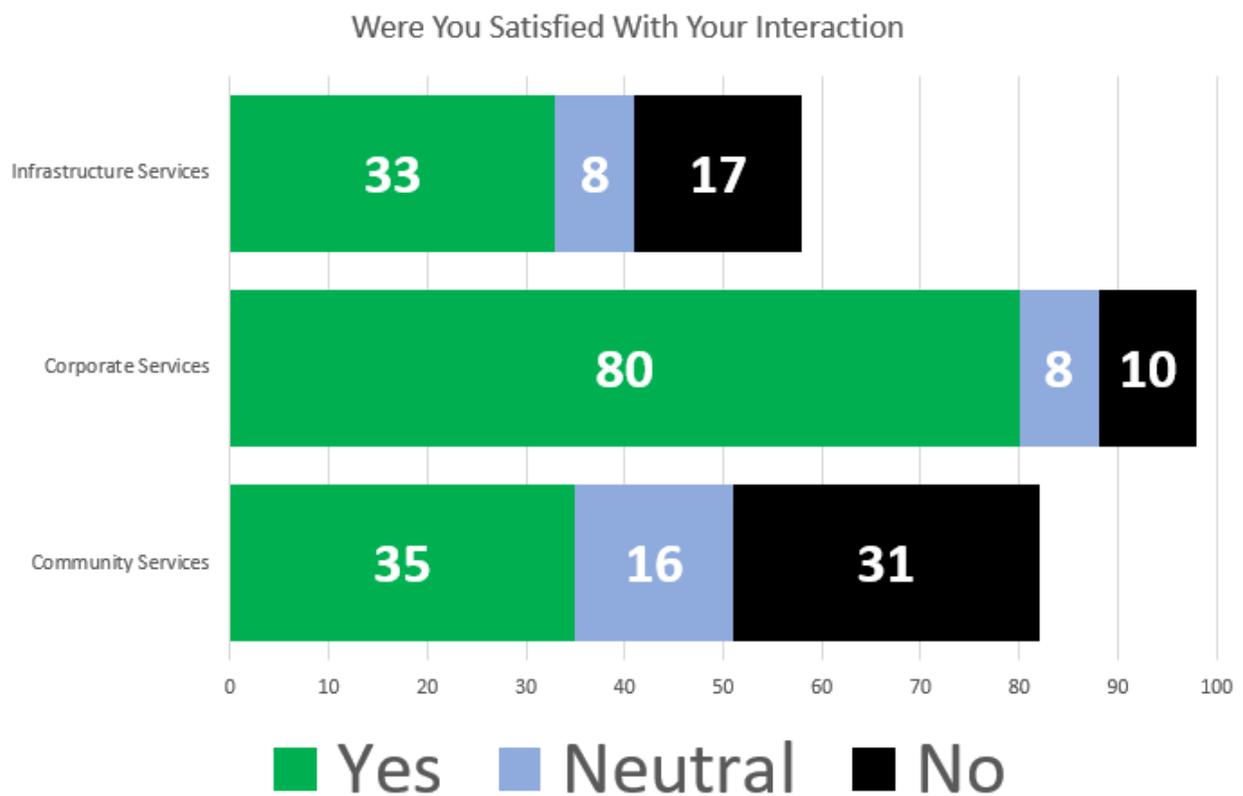
- Lack of Items above 80%
- Significant Proportion of Overall Interactions (Township-wide) were positive, to varying degrees

Experiential Satisfaction

The chart below is a result of asking the following questions:

- “Have you initiated contact with the Township in the Past 12 month?”
- “If so, what was the purpose?”
- “If so, were you satisfied with your interaction?”

If the respondents filled out yes and indicated the purpose, we were able to identify which department they interacted with. We then were able to determine if they were satisfied, neutral or not satisfied with the interaction. The numbers are the amount of responses received.



This table is the raw information collected and used to create the chart above.

| | Yes | Neutral | No | Total |
|--------------------------------------|------------|-----------|-----------|------------|
| Infrastructure Services | | | | |
| Garbage | 6 | 1 | | 7 |
| Parks and Rec. | 5 | | | 5 |
| Roads | 19 | 7 | 15 | 41 |
| Waste Collection | | | 2 | 2 |
| Water and Wastewater | 2 | | | 2 |
| Winter Maintenance | 1 | | | 1 |
| Infrastructure Services Total | 33 | 8 | 17 | 58 |
| Corporate Services | | | | |
| Burn Permit | 17 | | 1 | 18 |
| Compliment | 1 | | | 1 |
| General Info. | 18 | 3 | 1 | 22 |
| HR | 1 | | | 1 |
| Internet | | | 5 | 5 |
| Property Taxes | 1 | | | 1 |
| Taxes | 35 | 5 | 3 | 43 |
| Vital Statistics | 1 | | | 1 |
| Work | 6 | | | 6 |
| Corporate Services Total | 80 | 8 | 10 | 98 |
| Community Services | | | | |
| Building | 4 | 2 | 1 | 7 |
| Building Department | 12 | 8 | 15 | 35 |
| Community Events | 2 | | | 2 |
| Economic Development | 1 | | 1 | 2 |
| Local Arena | 3 | 1 | | 4 |
| Planning | 8 | 2 | 5 | 15 |
| Property Standards | 4 | 3 | 8 | 15 |
| Recreation | 1 | | 1 | 2 |
| Community Services Total | 35 | 16 | 31 | 82 |
| Total | 148 | 32 | 58 | 238 |

Items that stood out throughout the experiential satisfaction component of the survey:

- Internet displeasure stems from a specific group of residents
- Recognition of Volume of Interactions for Corporate Services Department
- Burn Permits are handled by Corporate Services (intake level)

Interpretation

Having read more than 1,500 answers to open ended questions the items that indicate resident aspirations and the core strengths of South Glengarry are (mentions):

- Our community (180) – People are fiercely proud with 15+ unsolicited answers citing, ‘I love South Glengarry’ in addition to people mentioning that South Glengarry is a place to raise a family, a place to live, and a place to grow old
- Our location (110) – This means a lot. From our geographic proximity to urban centres (Montreal, Ottawa, and Toronto), to the water front, to the charm of country, and our outdoor life
- Our People (75) – Friends, family, and community. People from here and from away like people from here. There were a few mentions of the volunteerism and this is strongly related to ‘our community’
- Same as now (65) – Same as now meant rustic appeal, charm, great people to some and poor service, no development, too high taxes to others
- Trees (45) – Given the recent discussion on tree canopies this was a topic that came up often and in many fashions. There is a will to work with all land owners while respecting property rights

Additionally, people felt that South Glengarry could do a better job at attracting development: typically, residential or commercial, that the municipality should have better services (internet, natural gas, cell phone coverage, and internet service), and that the maintenance of roads and infrastructure is important.

Trees were noted as important, our communication can improve, citizen expectations are clearly increasing, supporting local schools matters, and the definition of economic development is varied (i.e. residential housing growth, more businesses, some even said more trees).

Anecdotally, South Glengarry is a more reasonable place to live (dollar-wise) vs. Quebec, Cornwall, Ottawa, and Prescott and Russell (not verified). This presents an opportunity to communicate that we are a great place to live because of the community, location, and people ... plus it is affordable.

It also appears that recent changes at the Township have aligned well with community expectations.

This was a very informative and rewarding process and we’d again like to thank all those who participated.

Kind regards,



Lachlan McDonald
General Manager of Corporate Services