

Established 1793  
Incorporated  
Wolford 1850  
Merrickville 1860  
Amalgamated 1998



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## VILLAGE OF MERRICKVILLE-WOLFORD

### Memo

To: Mayor Nash & Members of Council  
From: Arie Hoogenboom, Interim CAO/Clerk  
Date: May 3, 2016  
Re: Public survey results

#### Background:

On March 21, 2016, Council sent out a public survey to garner feedback on the Village's services. The response deadline was April 15<sup>th</sup>, and we received a total of 126 completed surveys (74 Wolford Ward and 52 Merrickville Ward). This is considered an excellent response for a survey of this nature.

The survey analysis was broken down by ward and summarized by our library staff. These results are attached to this report. As well, citizens took the opportunity to provide comments which have been shared with Council. Given the confidential nature of some comments (identifiable individuals), these have not been shared publicly but will be used to work to continue to improve our services and their delivery.

In summary then I can report as follows:

The major of respondents have contacted our office in person or by phone. Very few are using written correspondence. 85% report that their inquiry was answered in a reasonable time and 92% had their inquiry resolved to their satisfaction. As well, 90% of respondents felt our hours of operation were convenient. The remaining 10% would like to see extended hours and/or weekend hours. Given our very limited number of staff, this would be difficult to accommodate.

87% of respondents rates staff courtesy as a "4" or "5" and the overall level of customer service scoring "4" or "5" was 86%

In terms of our methods of communication, very few saw recorded Council minutes as usefull with 67% giving this service a rating of "1" or "2". Quarterly Council Notes were more effective with 48% rating these a "4" or "5". The local media fared a bit better as a form of communication with 56% giving this method a "4" or "5" rating. Our web presence came under fire with almost half (48%) giving it a "1" or "2" rating. Council may recall that the Village had issues with its web site for several months just prior to the survey. Twitter and Facebook are used by very few of our respondents. In terms of accessing our web site, the results were as follows: never 27%, every few months 43%, monthly 30% and weekly 10%.

In terms of our website, respondents rated a "4" or "5" for presentation 67%; User Friendly 62%; Informative 58%; and Helpful Links 46%.

Looking at the importance of services, it is not surprising that the Merrickville Ward rated water and sewer highly while the priority in Wolford Ward is roads. Summarizing the survey results, the priority would be in terms of votes for "4" and "5".

**Merrickville Ward**

Fire and Police (50)  
Roads (49)  
Water & Sewer (48)  
Waste & Recycling (47)  
Library (44)  
Planning & Building services (27)  
Community Health (26)  
Recreat./Cultural prog./Trails (24)  
Customer serv./Council communication (21)  
Social services/Housing (13)

**Wolford Ward**

Fire/Police (69)  
Roads (67)  
Library (43)  
Waste & Recycling (41)  
Recreat./Cultural prog./Trails (37)  
Customer serv./Council communication (36)  
Community Health (35)  
Planning & Building services (34)  
Social services/Housing (12)  
Water & Sewer (2)

These results reinforce the value citizens place on good fire and police protection. Roads are always an important local service and waste & recycling are also key services. Our Library rates very well and received nothing but positive comments.

Council will know that surveys are heavily influenced by any "current" hot issues. These would include water wastewater rates, rural curbside pick-up, website, and your current senior staff turnover. Council has dealt or is dealing with these key issues. The budget which calls for a tax reduction should also help address many concerns expressed about high taxes and services.

The survey results will prove useful as we continue to work on serving the public and delivering transparent, accountable local government.

**RECOMMENDATION:**

THAT the results of the public survey as compiled by the Interim CAO/Clerk be received and staff be directed to continue to follow-up on identified action items.

Respectfully submitted,

Arie Hoogenboom  
Interim CAO/Clerk

Att.: Survey results consolidation Merrickville Ward and Wolford Ward

**2016 Survey Results - Ward: Merrickville**

In past 6 months have you contacted office by

Phone	Email	Letter	Person	N/A
16	17	1	26	11

Was inquiry answered in reasonable time?

Yes	No
36	2

Was inquiry resolved to your satisfaction?

Yes	No
39	1

Comments

- (pro) 6
- (con) 1
- Other 3

Are office hours convenient?

Yes	No
47	4

Comments

- +ve 0
- -ve 5
- Other 3

Level of:

Staff courtesy

1	2	3	4	5
1	0	2	19	26

Staff knowledge re: inquiry

1	2	3	4	5
1	0	5	24	18

Ability to handle inquiry

1	2	3	4	5
1	0	7	20	20

Overall level of customer service

1	2	3	4	5
1	0	3	19	25

Comments

- (pro) 4 + 1 mixed
- (con) 1
- Other 0

Communications

How effective are following methods of letting know what's happening

- Recorded council minutes

1	2	3	4	5
14	11	6	3	3

- Quarterly council notes

1	2	3	4	5
4	11	8	18	4

- Local media

1	2	3	4	5
2	3	10	20	5

- Web page

1	2	3	4	5
4	10	8	10	5

- Twitter/Facebook N/A - 10

1	2	3	4	5
18	10	8	10	5

How often do you access our web site?

Never	Every few months	Monthly	Weekly
12	20	13	7

Rate website for N/A - 7

• Presentation

1	2	3	4	5
2	1	8	17	9

• User-friendly

1	2	3	4	5
1	2	11	15	8

• Informative

1	2	3	4	5
2	1	9	15	10

• Helpful links

1	2	3	4	5
2	2	13	11	7

Are you aware of agendas on website and bulletin boards?

Yes	No
40	9

Comments re: website

- (pro) 5 + 1 mixed
- (con) 6
- Other 6

Importance of services

• Water & Sewer

1	2	3	3.5	4	5
1	0	0	1	5	43

• Waste & recycling

1	2	3	4	5
1	0	1	13	34

• Customer service & council communication

1	2	3	4	5
3	11	14	13	8

• Roads

1	2	3	4	5
0	0	9	23	16

- Community health

1	2	3	4	5
9	10	5	6	20

- Planning & building services

1	2	3	3.5	4	5
1	1	16	1	20	7

- Social services & housing

1	2	3	4	5
9	13	11	6	7

- Recreational, cultural programs & facilities, trails

1	2	3	4	5
0	8	18	10	14

- Fire & police

1	2	3	4	4.5	5
0	0	0	7	1	42

- Library services

1	2	3	4	5
1	2	3	17	27

Comments re: services

- (pro) 4 + 1 mixed
- (con) 3
- Other 2

Additional Comments

- (pro) 3
- (con) 10
- Other 3

**2016 Survey Results - Ward: Wolford**

In past 6 months have you contacted office by

Phone	Email	Letter	Person	N/A
29	25	2	51	4

Was inquiry answered in reasonable time?

Yes	No
60	4

Was inquiry resolved to your satisfaction?

Yes	No
53	7

Comments

- (pro) 8 + 2 mixed
- (con) 4
- Other 6

Are office hours convenient?

Yes	No
60	13

Comments

- +ve 1
- -ve 10
- Other 1

Level of:

Staff courtesy

0	1	2	3	4	5
1	2	4	6	25	34

Staff knowledge re: inquiry

0	1	2	3	4	5
1	3	1	6	35	23

Ability to handle inquiry

0	1	2	3	4	5
1	3	1	9	30	25

Overall level of customer service

0	1	2	3	4	5
1	2	2	7	31	26

Comments

- (pro) 6 + 1 mixed
- (con) 10
- Other 3

Communications

How effective are following methods of letting know what's happening

- Recorded council minutes

0	1	2	3	4	5
1	19	18	10	10	3



- Quarterly council notes

0	1	2	3	4	5
1	8	10	15	18	13

- Local media

0	1	2	3	4	5
1	9	9	11	25	9

- Web page

0	1	2	3	4	5
1	18	11	10	19	2

- Twitter/Facebook N/A - 10

N/A	0	1	2	3	4	5
18	1	34	8	3	2	2

How often do you access our web site?

Never	Every few months	Monthly	Weekly
18	28	21	5

Rate website for

- Presentation

0	1	2	3	4	5
1	2	5	11	28	8

- User-friendly

0	1	2	3	4	5
1	4	7	9	26	7

- Informative

0	1	2	3	4	5
1	5	6	14	21	8

- Helpful links

0	1	2	3	4	5
1	1	15	12	21	4

Are you aware of agendas on website and bulletin boards?

Yes	No
59	10

Comments re: website

- (pro) 1
- (con) 19
- Other 3

Importance of services

- Water & Sewer

N/A	1	2	3	4	5
22	39	9	1	0	2

- Waste & recycling

1	2	3	4	5
12	6	11	17	24

- Customer service & council communication

1	2	3	4	5
13	10	12	21	15

- Roads

1	2	3	4	5
2	0	4	23	44

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- Community health

1	2	3	4	5
8	16	10	15	20

- Planning & building services

1	2	3	4	5
8	8	19	18	16

- Social services & housing

1	2	3	4	5
19	19	19	8	4

- Recreational, cultural programs & facilities, trails

1	2	3	4	5
7	8	19	21	16

- Fire & police

1	2	3	4	5
1	1	0	13	56

- Library services

1	2	3	4	5
6	6	15	16	27

Comments re: services

- (pro) 3
- (con) 4
- Other 9

Additional Comments

- (pro) 3
- (con) 19
- Other 13

