



**Region of Peel
Enterprise-Wide Report on
Client Satisfaction, Trust and
Confidence**

2013

EXECUTIVE SUMMARY

This report provides an overview of findings for the 2013 Enterprise-Wide External Client Satisfaction and Trust and Confidence Research, in support of the Region of Peel's Common Purpose Strategy. This is the fourth wave for this biennial survey. The study consists of several different surveys, representing clients of different Regional services. The Executive Summary will address the results by section as they appear in the report:

- **Resident Satisfaction (from General Population Survey, Health & Human Services Survey)**
- **Paramedic Services**
- **Long Term Care**
- **Emergency Shelters and Transitional Housing**
- **Trust and Confidence in the Region of Peel (from General Population survey only)**
- **Survey of Peel Businesses**

Resident Satisfaction

Client Satisfaction Index (CSI)

The Client Satisfaction Index (CSI) is a weighted satisfaction index that provides an overall level of client satisfaction across all in-scope services, weighted by the proportion of (in-scope) regional budget the service consumes. While most services are included in the resident satisfaction surveys, the CSI includes results from services in all surveys, with the exception of the business survey, for which a separate index, the BSI, was calculated. For 2013, the CSI is 7.9 out of 10.

An 'apples-to-apples' comparison, only including services in common with the 2011 CSI (see section 3.1) was also calculated to allow direct comparisons with the prior wave. This apples-to-apples CSI is 7.8, representing a 1% decline from 2011 (from 7.9). This slight softening is due to declines in several services with substantial influence on the CSI. Why has satisfaction declined with some services? How can satisfaction be increased? To answer this, we need to explore the service satisfaction models and key drivers of satisfaction.

Drivers of Satisfaction

Looking at most resident services (those included in the General Population and Health & Human Services Surveys), satisfaction with Region of Peel staff has the most impact on residents' overall satisfaction and, while current levels of satisfaction with Peel staff is quite high, there is room for improvement. Currently, residents are satisfied that members of Peel staff treat them fairly. However, they are less satisfied when it comes to feeling that staff care about their situation and are willing to take the time required to understand their situation.

The process of service delivery also has impact. In relation to Process, residents do not currently feel that they have clear instructions regarding what to do / who to contact if they have a problem with the service(s) they receive. In addition, residents are interested in seeing improvements

related to the information available about the service(s) they are using and the ease of following procedures.

Results suggest that communication channels involving direct interaction with Peel staff have a moderate impact on overall service satisfaction (i.e., telephone with live agent and office/service counter). To continue to improve the channel experience, some common themes for increasing resident satisfaction emerged, particularly providing consistent information and being responsive to messages.

While timeliness of service delivery has less impact on satisfaction than other factors, it is a more important driver of satisfaction for services with less staff contact. When service delivery is completed faster than expected, the impact on overall satisfaction is greater for transactional services than relational services¹. This may be because those seeking transactional services generally expect a shorter turn-around time and hold the Region to a higher timeliness standard for these types of services.

Paramedic Services, Long Term Care, and Emergency Shelter and Transitional Housing were examined using separate and unique surveys and, as such, results for these services are presented separately.

Paramedic Services

Overall, satisfaction with Paramedic Services is very strong. Scores across most survey measures are generally trending strong and stable. High satisfaction scores are due to strong performance on the key drivers of satisfaction, namely: Initial contact with the paramedics, the trip to the hospital, and the paramedics themselves.

While clients are satisfied with their trip to the hospital, an area of potential improvement is making the trip to the hospital as comfortable as possible

Long Term Care

Overall, LTC residents are well served. Satisfaction is strong, despite a slight softening from prior waves. Scores across most survey measures are generally trending strong and stable.

A “home-like” feel to the Centre is the strongest driver of satisfaction. Residents feel that their environment is comfortable; it helps them feel at home. An opportunity to increase residents’ satisfaction with the environment relates to improving the décor in shared areas and the residents’ rooms. Residents are also satisfied with the Personal Support Workers (PSWs). High satisfaction is supported, primarily, by the fact that PSWs are perceived as friendly and competent. Areas to improve in order to continue to increase satisfaction with the PSWs include ensuring that workers provide good quality personal care and that they are honest with the residents.

¹ Transactional services typically involve minimal staff contact while relational services involve more extensive contact with staff (see Section 2.9).

One key driver has been identified as an opportunity for improvement. Activities and engagement are the means by which residents engage with the centre and with each other. They involve communication, provision of services, and making sure residents feel *involved*. Low scores are partly due to residents being less satisfied with their level of involvement in decisions relating to their care. Satisfaction in this area has declined since the prior wave. Other areas to improve are satisfaction with community outings, daily recreation activities and social programs. High levels of satisfaction with residents' communications with staff are a bright spot here and are key to increasing satisfaction with this area, as are the therapy programs provided (such as art therapy or music therapy).

Emergency Shelters and Transitional Housing

Overall, satisfaction with Emergency Shelter Transitional Housing Services is low compared to other services, and has declined since 2011. It is the 2nd lowest satisfaction score of all Human Services. Overall satisfaction is a composite of 6 measures – cleanliness and variety of activities are 2 components that have declined substantially since 2011.

Lower satisfaction scores are due primarily to lower performance in key drivers of satisfaction: Handling resident problems well, and helpfulness of programs and staff in enabling residents to reach their goals. Relatively higher satisfaction is found in the area of usefulness of programs and services. This higher satisfaction is partly driven by stronger scores for psychological support available, and assistance to find housing. To continue improving in this area, focus on providing cooking classes and tips, and teaching new life skills.

Trust & Confidence in the Region of Peel

Trust and Confidence in the Region of Peel was assessed from the General Population survey sample only, and is distinct from service satisfaction.

As is the case when accessing services, satisfaction with staff is the most influential driver of satisfaction. While staff scores are strong when it comes to assisting residents in accessing services, perceptions of staff interactions in general are weaker. Perceptions of staff within this context have the most impact on residents' Trust & Confidence in government. Satisfaction with interactions with Peel staff has declined, along with a decline in overall trust and confidence in Regional government.

To improve perceptions of staff, thereby increasing Trust & Confidence in the Regional government, results indicate that Peel should focus, primarily, on responding promptly when residents make a request.

Survey of Peel Businesses

The survey of businesses in the Region of Peel addressed satisfaction of local businesses with regional government and services. Businesses in each of Peel's five Business Improvement Areas (BIAs) were surveyed, as were businesses that have recently received an inspection from the Region.

Business Satisfaction Index (BSI)

Calculated for the first time in 2013, the Business Satisfaction Index (BSI) was calculated in a similar manner to the CSI. The 2013 BSI is 7.9 (identical to the CSI). Across the business services, the highest satisfaction score is observed for CRCs closely followed by garbage pickup and recyclable pickup. The lowest scores were observed for sewer maintenance/repair and roads (similar to residents).

Drivers of Satisfaction (Business)

The area that has the most impact on satisfaction with Regional Government among businesses in the Region is effective interactions with government. Specific actions that can increase satisfaction with this area are: conducting business in an open and accountable manner, and having policies and regulations that contribute to a level playing field for businesses.

Strengths to maintain relate to ease of accessing information about by-laws and regulations.

Inspections Specific Opportunities

Satisfaction with Inspections remains very strong, despite a slight decline since the previous wave. To continue to improve satisfaction with Inspections, analysis identifies the following specific opportunity: having a consistent experience with different inspectors; specifically ensuring that different inspectors interpret regulations consistently and that they report findings consistently.

Regulatory Burden

A majority of businesses feel the amount of regulatory requirements to be reasonable, though a substantial number feel these requirements have increased in the past 3 years. Businesses prefer bundling of services to paying a fee for faster service as methods of reducing this burden. Businesses that experienced regulatory changes feel the Region is not in touch with their needs. Key to improving in this area is more consultation with businesses regarding the changes, as well as providing adequate time to prepare for the changes.

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SECTION 1: BACKGROUND

1.1 Project Background

The Region developed a Common Purpose Measurement Strategy in 2008 in order to provide a region-wide perspective on clients' experiences with Peel services, define a comprehensive research method and create baseline results.

The Common Purpose Measurement Strategy allows for the gathering and analyzing of client satisfaction and trust and confidence in Peel in order to identify drivers of satisfaction, focus improvement efforts, and support a unified approach to municipal service delivery across the Region.

After being developed in 2008, the research was replicated in 2009 in order to validate the methodology. The Region subsequently moved to a bi-annual cycle, the first of which was implemented in the spring of 2011. In 2013, the Region of Peel has undertaken the fourth wave of the Enterprise-Wide External Client Satisfaction and Trust and Confidence Research. The 2013 survey design is similar to the 2011 design in order to allow results to be compared across years, though some changes (see Section 2.3) were made to both the structure and content of the surveys.

1.2 Scope

As part of this study, surveys were administered to both Region of Peel residents and businesses in a manner consistent with previous years with one exception: telephone surveys as well as the survey for clients of Paramedic Services were available online.

- Resident Surveys were conducted among the following citizen groups:
 - Public Works – Resident Survey
 - Random sample of Region of Peel residents were surveyed regarding Region of Peel's Public Works services including curbside garbage and recycling collection, community recycling centres, water quality, water/wastewater billing, regional roads and Peel Art Gallery Museum and Archives
 - Client lists of residents who had had their water meter repaired/upgraded or a sewer backup repair within the last year.
 - Clients of Public Health within the last year
 - Long-Term Care facilities (current residents), Paramedic Services, Healthy Sexuality Clinics (current clients), Vaccinations, Dental Preventative Services, Healthy Babies Healthy Children, Breastfeeding

Clinical Services, Breastfeeding Companion Services and Food Handler Certification.

- Clients of Human Services within the last year
 - Contracted Childcare Services, Ontario Works (active and recent clients), Peel Living (Housing Subsidy, Rent Supplement, Non-subsidized), Rent supplement, Peel Access to Housing Waitlist and Emergency Shelter and Transitional Housing Residents (current residents).
- Business Surveys were conducted with the following business groups:
 - Operators of businesses subject to Public Health Inspections
 - Food premises operators, pools, and personal services
 - Business Improvement Areas (BIAs)
 - Brampton, Bolton, Clarkson, Port Credit, and Streetsville
 - Social Housing Providers
 - Early Learning Childcare Centres

1.3 Research Objectives

The overall research objective was to support and continue the Common Purpose Measurement Strategy. More specific objectives include:

- Developing the 2013 Index of client satisfaction for the Region of Peel;
- Comparing client satisfaction ratings of the in-scope services from 2008 to 2013;
- Mapping service delivery access patterns across channels to better understand broader access patterns and highlight factors that affect service take up;
- Validating the drivers of satisfaction in two service contexts:
 - Transactional services, and
 - Relational services;
- Providing analysis of satisfaction scores for each of the three municipalities;
- Validating the mathematical model regarding the relationship between client satisfaction and trust and confidence.
- Developing a Business Satisfaction Index (BSI) for the Region of Peel;
- Exploring a mathematical model regarding the relationship between business client satisfaction and overall satisfaction with the Regional Government; and
- Exploring areas of regulatory burden.

SECTION 2: METHODOLOGY

2.1 Sample Development

General Population/Public Works - Residents of the Region of Peel

For this survey, a random sample of Region of Peel households was obtained through ASDE Survey Sampler, a telephone sampling firm. A seeded sample distribution was used to ensure representativeness with the proportion of listed numbers (90%), unlisted numbers (5%), and cell phone numbers (5%).

A stratified approach ensured sufficient completions so that results could be reliably reported for each of the municipalities of Caledon, Brampton and Mississauga. For this reason Brampton and Mississauga were undersampled to allow for oversampling of Caledon residents which increased the reliability of data from residents of Caledon.

In addition, listed samples of clients for certain public works services were also included; specifically clients receiving a water meter repair or upgrade in the past year, or residents who experienced a sewer backup or sewer line repair in the past year.

Clients of Public Health and Human Services

This survey was conducted with recent clients of select services of the Public Health and Human Services departments. Respondents were selected at random from among those who had received the service within the past year through client lists provided by the Region of Peel.

It should be noted that, throughout this report, Vaccination Services is included among the services of Public Health, though the sample of vaccination clients was obtained through the General Population survey (detailed above), and not from a client list. These clients were randomly sampled from the general population based on a vaccination being the service they most recently received from the Region of Peel.

Clients of Paramedics, Long-Term Care Residents, Emergency Shelter/Transitional Housing Residents, Clients of Healthy Sexuality Clinics

Paper surveys were completed by residents of Peel's Long-Term Care facilities, Emergency Shelters and Transitional Housing and clients of Peel's Healthy Sexuality Clinics. In order to be consistent with the methodology employed in prior waves of this survey, the paper surveys were administered by Peel staff.

Recent clients of Paramedic Services were mailed a paper survey along with a postage paid return envelope. The introductory letter also contained a link where participants could complete the survey online.

Business Survey

For the survey of businesses, the sample was developed using business listings provided by the Region of Peel.

2.2 Survey Response

Telephone and online surveying were both conducted using Computer Assisted Telephone/Web Interviewing (CATI/CAWI) software.

Telephone surveys were completed in the following manner

- All notification letters for telephone surveys provided a URL and personal access code which allowed the survey to be completed online.
- Businesses were called during business hours, Monday through Friday, between June 3 – July 1, 2013.
- Residents were called from 5:00pm to 9:00pm, 7 days a week (not including holidays) between May 8 and July 2, 2013.
- In case of no answer/busy signal, the number was called back 25 hours later.
- Appointments could be booked for any time.
- Respondents who were too busy to participate over the phone were offered an email containing a survey link with a personal access code embedded.
- Paper surveys received up until June 26, 2013 were data entered upon receipt.

Response rates are shown below (Table 1). For most of the paper surveys, it is not known how many potential respondents were approached, so no response rate can be calculated.

TABLE 1 PARTICIPATION AND RESPONSE RATE BY SURVEY GROUP

Survey	Anticipated Completions	Actual Completions	Gross Response Rate	MRIA Response Rate*
General Population Survey	1,200	1,434	21%	25%
Public Health Clients (excluding vaccination)	600	643	27%	33%
Human Services Clients	800	589	24%	32%
Business Clients	800	806	12%	18%
Paramedic Clients	300 to 500	357	18%	19%
Long-Term Care Residents	300 to 400	396	N/A	N/A
Emergency Shelter and Transitional Housing Residents	100	119	N/A	N/A
Clients of Healthy Sexuality Clinics	100	131	N/A	N/A
TOTAL COMPLETIONS	4,200-4,500	4,475		

*(Completions + Non-qualified) / (Busy + No Answer + Answering Machine + Language problem + incapable + refusal + incomplete + Non-qualified + Completions)

2.3 Major Changes from 2011

Several changes were made to the survey instruments for the 2013 wave of the study. The following changes were made to all surveys (full surveys can be found in Appendix A):

- Re-phrasing of negative attributes to positive in order to avoid biasing responses in a negative direction.
- Overall rating questions were added to the end of attribute lists in order to allow for drivers of satisfaction to be prioritized.

Telephone surveys:

- In addition to incidence of use and satisfaction with the Region of Peel website the 2013 survey asked if the website had been used in the past year, the likelihood of future use and changes that would make using the Region's website more appealing.
- In 2013, questions were added asking about the method, or channel, used to contact the Region of Peel (e.g., in person, on the phone, by email). Participants were asked to identify all channels they used as well as the most recent channel they used.

Health and Human Services:

- Out-of-scope services were removed from the survey and additional questions were added to the section regarding Direct Service Providers.

Business Survey:

- Social Housing Providers and Early Learning Childcare Providers are newly included in the business survey, new survey sections were added specifically exploring the experiences of these two groups.
- Additional questions were also added regarding experiences relating to regulatory burden or 'red tape'. In addition to satisfaction with the level of regulation, businesses were also asked about potential solutions to ease regulatory burden.

General Population Survey:

- A bank of questions was added relating to experiences with the Peel Art Gallery Museum and Archives (PAMA).
- All satisfaction questions relating to Public Health were removed from the General Population survey, replaced with a question regarding recent vaccination experience.
- Additional questions were added regarding experience with sewer backups and/or repairs.

- Section of survey focusing on resolution of problems was expanded and redesigned.

Emergency Shelters/Transitional Housing Survey and the Long Term Care Survey

- Section of survey focusing on resolution of problems was expanded and redesigned.

Healthy Sexuality Clinics

- Care provided by doctors and by nurses were combined into a single set of questions pertaining to a health care provider (be it a doctor or a nurse), as some participants in previous waves had difficulty identifying which professional they had seen.

2.4 Weighting of Responses: General Population Results

As shown in Table 2, below, demographics of participants sampled randomly from the general population were a close match to the profile of the Region of Peel’s residents, with the exception of age which skewed slightly older. In order to provide results representative of the population of the Region of Peel, results from the General Population survey (excluding client lists for meter repair/upgrade and sewer backup repair) were weighted by age, gender, and municipality of residence, with target values coming from census results for the Region of Peel (2011 National Household Survey).

When reporting results by area municipality, results are weighted only by age and gender, using the same target values.

TABLE 2 DEMOGRAPHIC PROFILE OF GENERAL POPULATION SURVEY PARTICIPANT

	Completions	Percentage	2011 Census*
<u>Municipality</u>			
Brampton	451	37%	39%
Caledon	116	9%	5%
Mississauga	663	54%	56%
<u>Gender</u>			
Male	581	48%	48%
Female	631	52%	52%
<u>Age</u>			
18-34	88	7%	30%
35-49	323	27%	31%
50-64	485	40%	25%
65+	309	26%	14%

*Only includes those 18 and older

The remaining surveys were completed with individuals whose contact information was provided by the Region of Peel or at service locations. As each service has its own demographic profile that may or may not match that of the Region, the data from these surveys was not weighted.

2.5 CSI and BSI

The CSI and BSI are satisfaction scores that take into account satisfaction with each service survey assessed in this study. To calculate the CSI and the BSI, mean scores from each service have been multiplied by the percentage of the regional budget (only for in-scope services) consumed by that service. The sum of these scores produces the Index Score.

2.6 Reporting of Scores

Mean satisfaction scores for each service type will be reported. Although questions in the survey used a 5-point response scale (“1” indicates “strongly disagree” and “5” indicates “strongly agree”) they have been converted to a 10-point scale for reporting purposes (shown below).

Strongly Disagree											Strongly Agree
1		2		3		4		5			5
0	1	2	3	4	5	6	7	8	9	10	

2.7 Models

The primary difference between receiving high or low scores lies in the ability of the Region to satisfy clients in the areas that matter to them most.

Each model identifies the aspects of service experience that matter most to Peel clients. Factor analysis was used to identify the drivers of service experience, and regression analysis was used to determine the relative impact of each driver on overall service satisfaction.

In each model, the thickness of the line linking each driver to overall satisfaction represents the relative impact of that driver compared to others; the thicker the line, the more that factor drives overall satisfaction.

2.8 Opportunity Analysis

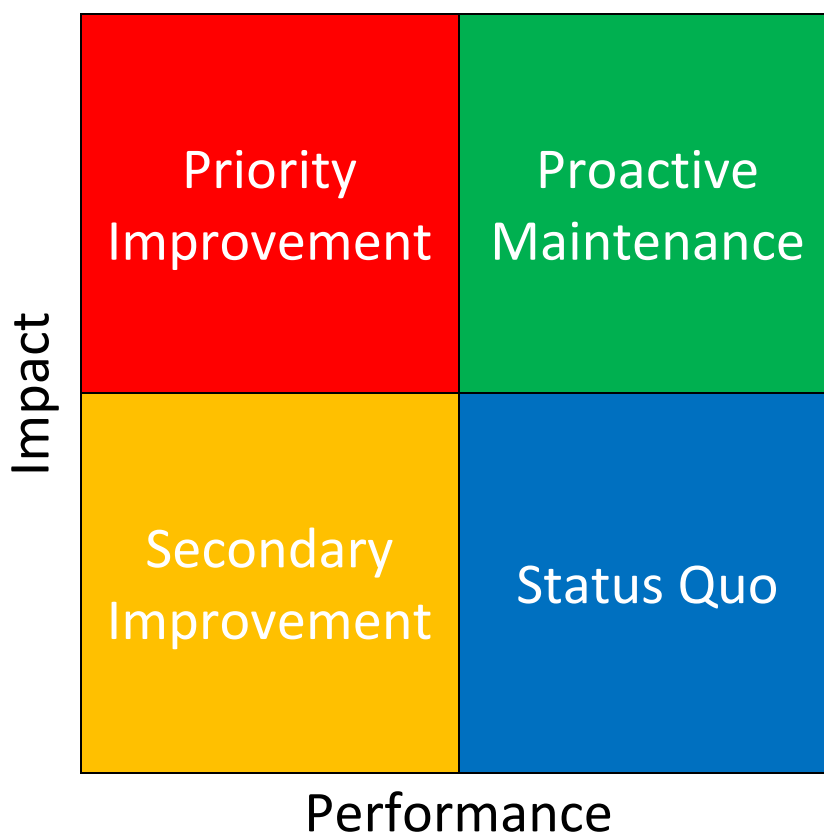
Following regression analysis, opportunity analysis was used to compare drivers that were rated on a scale of 0-10. This compares the relative performance (horizontal axis) with the impact (vertical axis) of each of driver (Figure 1).

Opportunity analysis compares the mean scores of several attributes as well as their impact on an overall dependent variable. In the case of the opportunity analysis performed for this study, the impact is the correlation of the driver to satisfaction. When impact and performance are plotted against one another, the relative importance of both performance and impact are displayed.

Drivers located in the top right quadrant of the opportunity analysis chart represent areas of strength; i.e., areas that are performing well and have high impact on overall satisfaction. These are areas where current practices should be improved if possible but, at minimum, proactively maintained. Drivers in the bottom right quadrant are also performing relatively well but have a weaker impact on satisfaction than other drivers. These are areas where the status quo should be maintained. Items on the left side of the graph have lower performance scores relative to other drivers and represent areas for improvement. Those in the upper left quadrant have stronger relative impact on overall satisfaction and should be considered priority areas to improve. Items in the bottom left quadrant have less impact relative on overall satisfaction and are secondary areas to improve. Note that this does not mean that these areas should be considered unimportant. They should be monitored moving forward to ensure that satisfaction does not decline and begin to erode overall satisfaction. Further, if no effort is made to improve these areas their relative importance may increase over time. The colours shown in the figure below will be used throughout the report where opportunity analysis is possible.

It should be noted that the ability to improve a score depends on the absolute level of that score. Extremely high scores have minimal room to improve. However, most scores tracked in this study are not so high that there is no room for improvement.

FIGURE 1 INTERPRETATION OF OPPORTUNITY ANALYSIS RESULTS



2.9 Categorization of Services

Reporting on resident survey results shows results by department as well as by transactional and relational services. Public Works and – for the most part – Public Health services are categorized as transactional based on the lower (or absent) levels of interaction with Region of Peel staff. Human Services were categorized as relational services based on the regular interaction between Region of Peel staff and the typically longer period of time when service is provided. There were also two Public Health services that were categorized as relational: Healthy Babies Healthy Children and Breastfeeding Companion Service.

Finally, analysis of satisfaction with services by service type did not include Paramedics, Healthy Sexuality Clinics, Long-Term Care Facilities, Emergency Shelters or Transitional Housing as these surveys were different in both their structure and they manner in which they were administered. It also did not include the experience at Peel Art Gallery Museum and Archives (PAMA), as this service does not fit with the classifications used, but unlike the other excluded services, satisfaction with service at PAMA was included in the overall service model.

TABLE 3 CLASSIFICATION OF REGIONAL SERVICES

	Transactional	Relational
<u>Public Works</u>		
CRC	✓	
Waste Collection Service	✓	
Road Maintenance	✓	
Waste Water	✓	
Water Meter Repairs/Maintenance	✓	
Water Billing and Collection	✓	
Water Quality	✓	
Sewer Construction	✓	
Sewer Odour	✓	
<u>Public Health</u>		
Vaccination Services	✓	
Food Handler Training	✓	
Prenatal Services	✓	
Breastfeeding Support Services	✓	
Dental Screening Service	✓	
Healthy Babies Healthy Children		✓
Breastfeeding Companion Service		✓
<u>Human Services</u>		
Contracted Childcare Services		✓
OW: Recent Clients		✓
OW: Active Clients		✓
Peel Living: Non-Subsidy		✓
Peel Living: Rent Supplement		✓
Peel Living: Housing Subsidy		✓
Peel Living Residential Services		✓
PATH Wait List Service		✓
Rent Supplement Service: Commercial Buildings		✓

2.10 Limitations

Although the study produced robust findings, the following limitations should be noted:

- For various reasons, not all surveys were administered in the same fashion. For instance, some were completed online or over the phone while others were mailed back. Still others were conducted at Region of Peel service locations by staff. This limits the comparability of survey results between surveys.
- The quantity of surveys distributed by Peel staff relative to the number collected is unknown. This introduces the possibility of responder bias.

- Some questions were rephrased and there were minor changes to the structure of the survey since the previous wave. This limits the degree to which answers can be compared year over year.
- Low samples for some services limits the ability to reliably report findings for some questions.
- Differences across survey instruments limit the ability to compare results among services.
- As a result of differences across survey instruments, results for Paramedic Services (etc.) have been excluded from overall citizen satisfaction model.
- Channel experience cannot be examined by service type due to low sample sizes.

2.11 Report Layout

The next six sections of the report present the findings of the 2013 Region of Peel Enterprise Wide satisfactions surveys in the following order: Resident Satisfaction, Paramedic Services, Long Term Care Services, Emergency Shelters and Transitional Housing, Trust and Confidence and Businesses.

Each section contains a model of the drivers of satisfaction and opportunity analysis which is used to identify areas for proactive maintenance, priority improvement, secondary improvement and status quo. Results of opportunity analysis are displayed, when possible, in horizontal bar charts using the colour scheme shown in Figure 1.

Where possible, results are compared to 2011. In cases where the difference is significantly larger than 2011 an upward arrow (↑) will appear next to the 2013 score. In cases where the difference is significantly smaller than in 2011 a downward arrow (↓) will be displayed.

Each section ends with Recommendations based on the results of the analysis.

SECTION 3: RESIDENTS' SATISFACTION

3.1 Client Satisfaction Index (CSI)

As in previous waves of the study, the satisfaction with each service within the scope of the resident surveys has been combined into a single satisfaction score: the CSI.

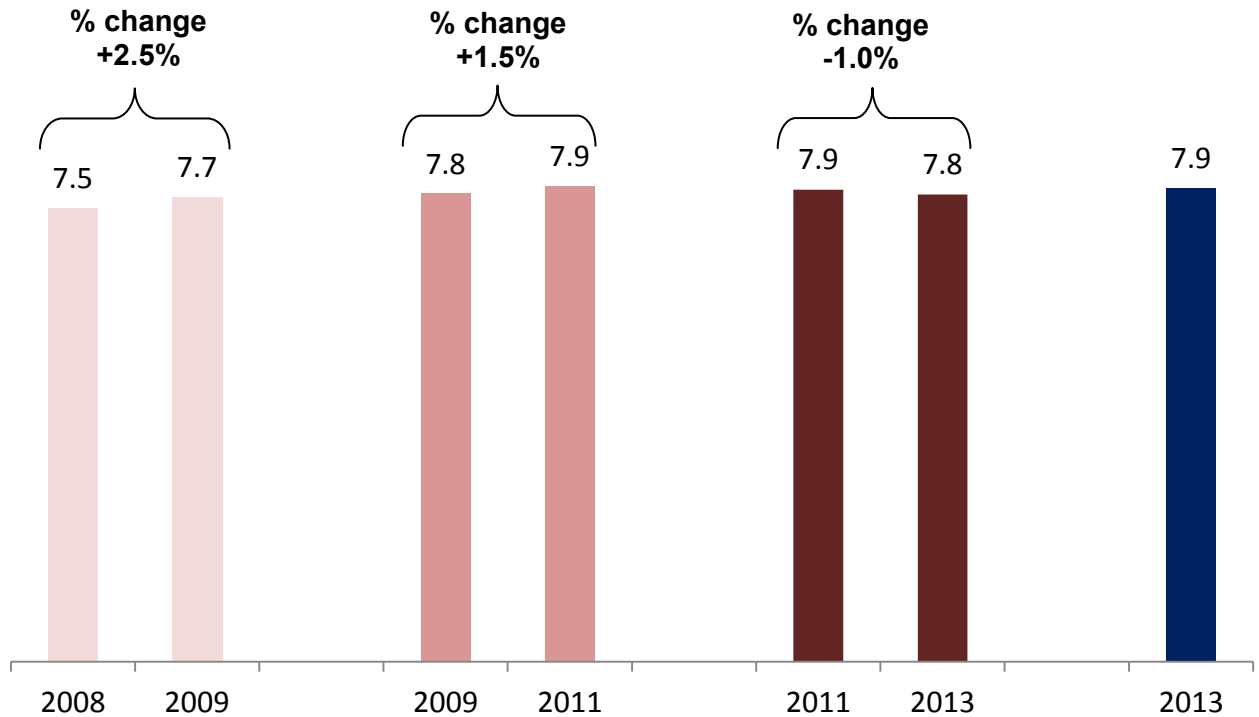
For 2013, the CSI is composed of 28 measures, listed in table 4. When the mean satisfaction scores for all in-scope services are weighted by the share of budget they consume, and added together, they produce a CSI score of 7.9 (out of a maximum possible of 10).

Although this is the same score as was obtained in the 2011 CSI, the services included in the resident surveys are not the same from one wave to the next, and so cannot be directly compared. For this reason, another version of the CSI is also calculated using only the services in common with the prior wave. This was previously referred to as the “apples-to-apples” comparison (Figure 2: maroon bars). The “apples-to-apples” CSI increased by 2.5% between 2008 and 2009 and increased by 1.5% between 2009 and 2011. Since 2011, the CSI has softened slightly, decreasing by 1.0% to 7.8.

The difference is expressed in the form of percentage change rather than a measure of statistical significance since, as an index is a combination of different measures that lacks uniform distribution, it is not relevant or appropriate to calculate tests of statistical significance. Also, as the apples-to-apples comparison has only been made with the 2011 CSI, no direct comparisons can be made with CSI results prior to 2011.

This year’s apples-to-apples comparison does not include services added to the study in 2013 (Wastewater/Sewer Backup, Vaccination Services, PAMA), which, coupled with the exclusion of services that were out of scope in 2013 (Peel Region Childcare, Childcare Subsidy Wait List, TransHelp Service, Peel Website) has positively impacted the Region of Peel’s new CSI for 2013, taking it from 7.8 (apples-to-apples) to 7.9 (Figure 2: blue bar – far right).

FIGURE 2 APPLES TO APPLES COMPARISON OF CSI BY YEAR



3.2 Individual Service Satisfaction Scores

The following satisfaction scores comprise the CSI for 2013. Scores for 2008, 2009, 2011 and 2013 are displayed along with whether the difference was significant relative to 2011. Where applicable, scores are compared to results from Citizens First 6 results for the Region of Peel.

TABLE 4 OVERALL SATISFACTION SCORES FOR INDIVIDUAL REGION OF PEEL SERVICES INCLUDED IN CSI CALCULATION

	2008	2009	2011	2013	CF6
Public Health					
Long Term Care Services	8.2	8.5	8.3	8.0	
Dental Screening Service (CINOT)	7.5	8.9	8.5	8.2	
Breastfeeding Support Services	8.5	9.0	9.1	8.3	
Breastfeeding Companion Service	-	-	8.3	8.3	
Prenatal Services	9.1	9.3	8.7	8.6	
Healthy Babies Healthy Children Services	8.8	9.1	9.0	8.4*	
Healthy Sexuality Clinics	-	9.2	9.0	8.9	
Food Handler Training	-	9.6	9.3	9.3	
Vaccination	-	-	-	8.3	8.6
Paramedic Services	-	9.1	8.9	9.0	7.7
Human Services					
Ontario Works Services: Active Clients	7.5	7.5	7.7	7.8	6.1
Ontario Works Services: Recent Clients	6.2	6.8	7.6	7.5	
Emergency Shelters & Transitional Housing	7.3	6.7	7.6	6.8*	4.6
Contracted Childcare Services	9.1	8.4	8.9	8.3	6.6
Peel Living (Housing Subsidy)	7.7 [†]	8.1 [†]	7.6 [†]	8.1‡	
Peel Living (Rent Supplement)	7.7 [†]	8.1 [†]	7.6 [†]	8.3‡	
Peel Living (Non-subsidized)	7.7 [†]	8.1 [†]	7.6 [†]	7.4‡	
Rent Supplement Service: Commercial Buildings	6.6	7.4	8.4	8.5	
Peel Access to Housing (PATH) Wait List Service	4.8	4.3	5.8	4.9	5.0
Public Works					
Water Quality	7.5	7.8	7.6	7.8*	
Water Billing and Collection Service	8.0	8.3	7.9	7.5*	
Water Meter Repairs and Maintenance	8.3	8.4	8.7	9.0	
Waste Water/Sewer	-	-	-	6.4	
Road Maintenance (Regional Roads)	6.8	7.0	7.0	6.6*	
Waste Collection Service (curbside pickup)	8.0	8.2	8.3	8.1*	
Community Recycling Service	8.2	8.6	8.6	8.2*	
Other Services					
Customer Contact Centre	7.6	7.7	7.7	7.2*	
PAMA	-	-	-	8.6	

* Score significantly different from 2011

[†] 2013 is the first year scores for Peel Living Housing Subsidy, Rent Supplement and Non-subsidized Housing presented separately

[‡] Satisfaction question in 2013 differs from that used in prior waves

TABLE 5 OVERALL SATISFACTION SCORES FOR INDIVIDUAL REGION OF PEEL SERVICES NOT INCLUDED IN CSI CALCULATION

	2011	2013
<u>Other Services</u>		
Region of Peel Website	7.3	7.4
Peel Counters	8.9	8.5
2-1-1 Service	8.0	7.9
Sewer Construction	-	4.6

3.3 How to Increase Satisfaction

Region of Peel residents were asked a comprehensive set of questions about a single recent experience with the Region of Peel. Residents who were selected at random to participate in the survey were asked about their most recent interaction with the Region. For the most part, these clients reported on Public Works services; however, for some their most recent experience with the Region was a vaccination (a Public Health service) or a visit to Peel Art Gallery Museum and Archives (PAMA). The remaining participants included in this analysis were contacted about Public Health or Human Services and were selected at random from client lists provided by the Region. In all, clients who rated the following services were included in the resident satisfaction model:

- CRC
- Waste Collection Service
- Road Maintenance
- Waste Water
- Water Meter Repairs/Maintenance
- Water Billing and Collection
- Water Quality
- Peel Art Gallery Museum and Archives (PAMA)
- Vaccination Services
- Food Handler Training
- Prenatal Services
- Breastfeeding Support Services
- Dental Screening Service
- Healthy Babies Healthy Children
- Breastfeeding Companion Service
- Contracted Childcare Services
- OW: Recent Clients
- OW: Active Clients
- Peel Living: Non-Subsidy
- Peel Living: Rent Supplement
- Peel Living: Housing Subsidy
- PATH Wait List Service
- Rent Supplement Service: Commercial Buildings

Results for Paramedic Services, Long-Term Care facilities and Emergency Shelters/Transitional Housing are presented separately.

The model shown below identifies the aspects of the service experience that matter most to Peel residents. Factor analysis was used to identify the broad areas of the service experience that drive satisfaction, and regression analysis was used to determine the relative impact of each driver on overall service satisfaction.

As shown, six broad categories define service experience for Peel residents:

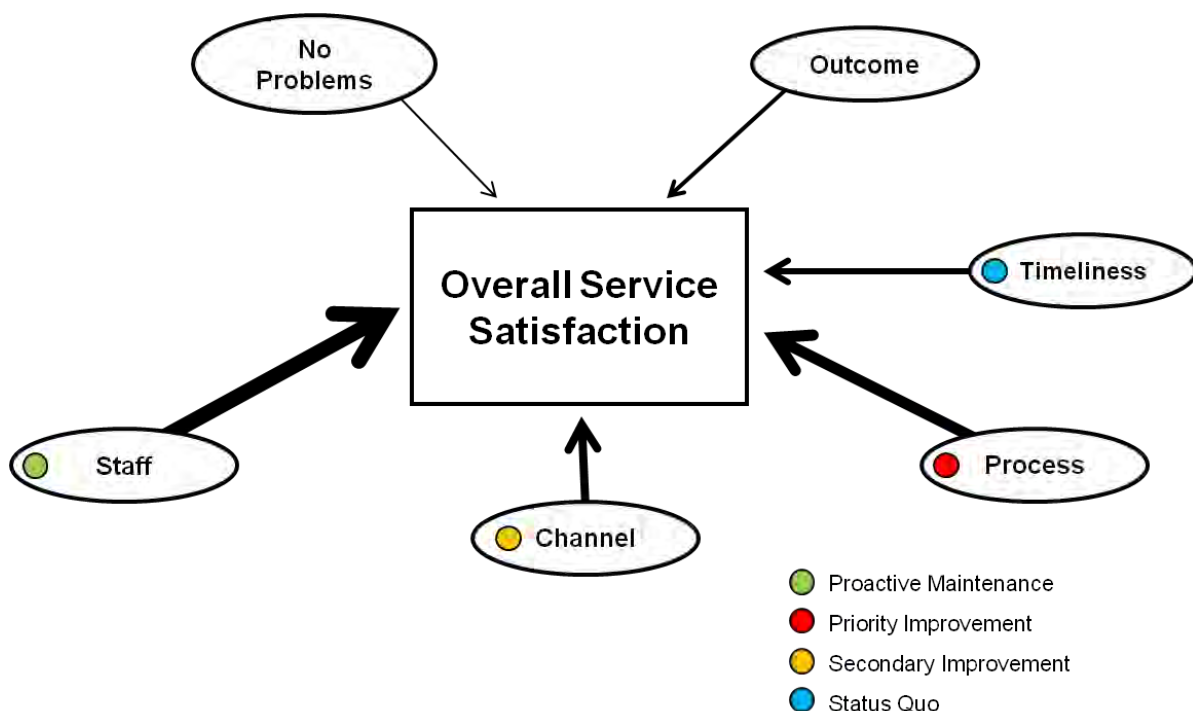
- Channel (the channel or method by which they accessed the service);
- Process (their experience of actually using the service);
- Staff (their interactions with Peel employees when gaining access to or using the service);
- Timeliness (their experience with how long it took to get the service);
- Outcome (whether or not they got what they needed from the service); and
- No Problems (whether or not they experienced problems in connection with the experience).

The impact of each area on overall satisfaction is shown by the thickness of the arrow linking it to overall satisfaction. For instance, interactions with staff are most impactful, in terms of driving Overall Service Satisfaction and as such the arrow linking it to overall satisfaction is the thickest. The remaining areas, in terms of overall impact on satisfaction are the Process of using the service, the Channel experience, and Timeliness. The outcome of the service experience and the absence of problems connected to the service received have the least impact relative to the other areas, but are none the less important to overall satisfaction.

Clearly, not all service types involve frequent interactions with those who receive the service they provide (e.g., Water Quality, Water Billing, Waste Collection Service, Road Maintenance). For these 'indirect' services, other aspects of the service delivery experience are more important (i.e., Process and Timeliness). Models tailored to specific departments and/or service types have been included within the relevant department-level presentations.

The model as a whole accounts for 87% of the variance in overall satisfaction. Coloured circles indicate results from the Opportunity Analysis which weighs the relative importance of performance and impact.

FIGURE 3 REGION OF PEEL CLIENT OVERALL SERVICE SATISFACTION MODEL



Based on the relatively high performance and impact score, opportunity analysis identifies Region of Peel Staff as an area of strength that should be proactively maintained in order to maintain high levels of overall service satisfaction among Peel residents.

Process and Channel are areas in which improvements in client satisfaction will have the greatest impact on increasing residents' satisfaction with the Region's services. Process is a priority area for improvement and Channel is a secondary area for improvement.

Finally, Timeliness of service delivery is an area where the status quo can be maintained.

Each of these drivers will be discussed in greater detail in the sections that follow. Drivers will be presented in order of most to least impactful.

3.4 Staff – Proactive Maintenance

Residents' satisfaction with their interactions with Region of Peel Staff when gaining access to or using a service was the most impactful driver of overall resident satisfaction with services. This underscores the importance Staff plays in generating high satisfaction scores among clients.

Overall satisfaction with Staff was also the highest among the drivers of overall satisfaction included in the model (8.3). This indicates that Region of Peel frontline employees are delivering service at a high level making this an area to proactively maintain. It is of concern however, that satisfaction with staff has decreased significantly since 2011. Satisfaction scores for Staff were tightly clustered, with mean scores ranging from 8.1 to 8.5. All satisfaction ratings decreased significantly compared to 2011.

Although staff treating the client fairly (8.4) was not the highest rated attribute, its large impact on overall satisfaction with staff makes it an area to proactively maintain. Treating clients in a friendly, courteous manner (8.5), competency (8.4) and providing accurate information (8.3) are areas where the status quo can be maintained as these scores are relatively high but with lower impact relative to other attributes.

Despite high satisfaction ratings, there is still room to improve resident satisfaction with Staff. Priority areas for improvement are for 'soft' skills such as taking the time to understand what the client wants (8.2), making sure they get what they need (8.2) and caring about their situation (8.1.) based on the relatively low satisfaction scores for these attributes relative to the others, as well as the relatively high impact of these factors on overall satisfaction with Staff.

Staff can increase residents' satisfaction most effectively by connecting at a personal level with the client, listening to what they need and following through.

Proactive Maintenance:

- I was treated fairly

Priority improvement:

- Staff made a real effort to make sure I got what I needed
- Staff took the time to understand what I wanted
- Staff cared about my situation

Status Quo:

- I was treated in a friendly, courteous manner
- Staff were competent
- I got accurate information

FIGURE 4 CLIENT SATISFACTION WITH REGION OF PEEL STAFF



*composite of all 7 staff measures

↑↓ indicates significant increase/decrease from 2011

3.4.1 Satisfaction with Staff by Service Type

When results are compared by service, satisfaction scores with Staff are highest for Public Health (8.6). Within Public Health, Food Handler Training received the highest overall satisfaction score (9.0), which was also the highest satisfaction score for staff among all services.

Overall Satisfaction with Staff by Service Type and Best in Class	
<u>Public Health</u>	8.6
Food Handler Certification Training	9.0
<u>Public Works Services</u>	8.3
Water Meter Repair & Maintenance	8.8
<u>Human Services</u>	7.8
OW Social Assistance (Current Clients)	8.2
<u>Transactional</u>	8.4
Food Handler Certification Training	9.0
<u>Relational</u>	8.2
Healthy Babies Healthy Children	8.8

Continuing to compare results for Staff by service, Public Works departments rank second (8.3), with highest scores for Water Meter Repair & Maintenance (8.8). Human Services receive somewhat lower Staff satisfaction ratings (7.8), with the highest ratings within this category observed for Current Clients of Ontario Works Social Assistance (8.2).

When Staff ratings for transactional and relational services are compared, results show slightly higher satisfaction scores for transactional services (8.4). This is likely due to the fact that Relational services (8.2) require more frequent interactions with Staff, increasing the likelihood that some of these interactions will fall short of clients'

expectations.

3.4.2 Satisfaction with Staff by Area Municipality

Staff satisfaction scores are similar across the three municipalities, with slightly lower scores reported from Caledon residents. The overall decline in staff satisfaction is seen in all three area municipalities. Scores for all attributes have declined significantly in Brampton and Mississauga, and all but two attributes declined significantly in Caledon.

TABLE 6 CLIENT SATISFACTION WITH REGION OF PEEL STAFF BY AREA MUNICIPALITY

	Brampton (n=586)	Caledon (n=50)	Mississauga (n=758)
Staff Overall	8.3↓	8.2↓	8.3↓
I was treated in a friendly, courteous manner	8.5↓	8.3↓	8.6↓
I was treated fairly	8.4↓	8.1↓	8.4↓
Staff were competent	8.4↓	7.9↓	8.4↓
I got accurate information	8.4↓	8.1↓	8.3↓
Staff made a real effort to make sure I got what I needed	8.1↓	8.2↓	8.2↓
Staff took the time to understand what I wanted	8.1↓	8.2	8.2↓
Staff cared about my situation	8.1↓	8.3	8.1↓

↑↓ indicates significant increase/decrease from 2011

3.5 Process – Priority Improvement

The second strongest driver of overall satisfaction with Regional services is the Process of using the services themselves. The Process for using the service includes clients knowing what to do if they have a problem with the service; feeling that procedures are easy to follow; and feeling that information about services is easy to understand.

Residents’ overall satisfaction with the Process (8.0) of using Region of Peel services was low relative to other drivers of satisfaction making it a priority area to improve. Satisfaction with Process, as well as all drivers of satisfaction within this factor, declined significantly compared to 2011.

When considering the three drivers of satisfaction within Process one stands out as being low relative to the other two: it was clear what to do if I had a problem (7.8). Providing more clear directions on who to contact, and how to contact them would have the greatest impact on satisfaction with process. Information about the service being easy to understand and procedures being easy to follow are areas where the status quo can be maintained as they are performing well relative to the other driver and they have less impact on satisfaction with Process.

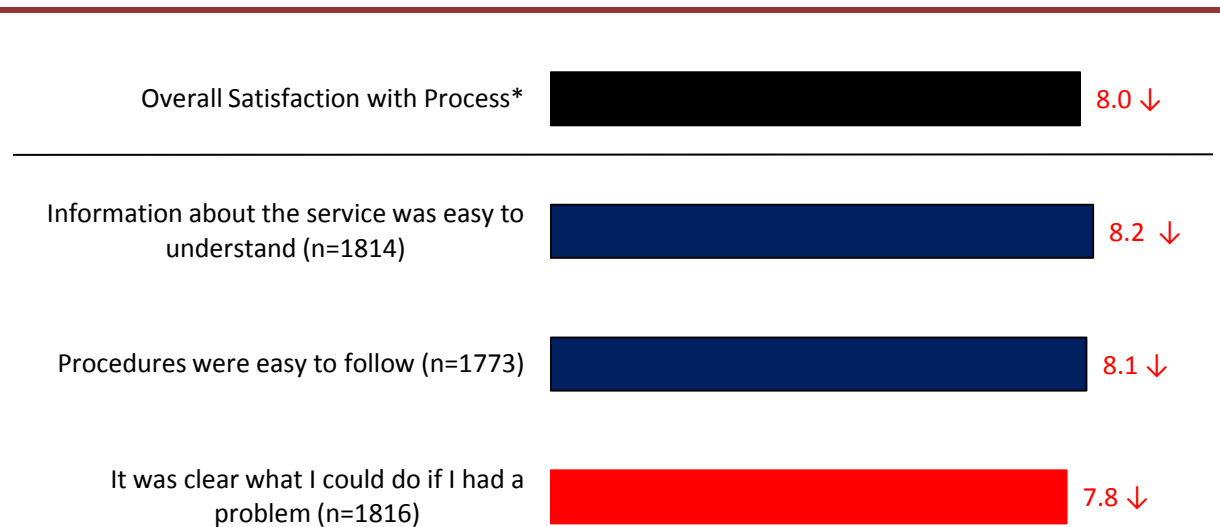
Priority improvement:

- It was clear what to do if I had a problem

Status Quo:

- Information about the service was easy to understand
- Procedures were easy to follow

FIGURE 5 CLIENT SATISFACTION WITH REGION OF PEEL SERVICE PROCESS



*composite of all 3 process measures

↑↓ indicates significant increase/decrease from 2011

3.5.1 Satisfaction with Process by Service Type

When results are compared by service, satisfaction scores for Process are highest for Public Health (8.4). Best in class, Food Handler Certification Training (9.1), also received the highest overall satisfaction score and the highest score for Staff.

Continuing to compare satisfaction with Process by service, Public Works services rank second (7.7), with highest satisfaction with process for CRCs (8.5). Human Services received

slightly lower satisfaction ratings (7.6), with the highest ratings within this category observed for Peel Living Tenants on Rent Supplement (8.0).

When satisfaction with Process is compared between transactional and relational services, results show slightly higher satisfaction scores for transactional services (8.2). This is likely related to the fact that relational services (8.0) involve a more complex process, with more time and people involved, relative to Transactional services.

Overall Satisfaction with Process by Service Type and Best in Class	
<u>Public Health</u>	8.4
Food Handler Certification	9.1
<u>Public Works Services</u>	7.7
CRC	8.5
<u>Human Services</u>	7.6
Peel Living (Tenants on Rent Supplement)	8.0
<u>Transactional</u>	8.2
Food Handler Certification	9.1
<u>Relational</u>	8.0
Healthy Babies Healthy Children	8.4

3.5.2 Satisfaction with Process by Area Municipality

Satisfaction with the Process of receiving services from the Region was slightly higher in Caledon, although the difference was not significant. While overall process ratings declined in all municipalities, the decline in Caledon was not significant. Knowing what to do in case of a problem received the lowest satisfaction score in each region and declined significantly in Mississauga. Satisfaction with the service being easy to understand and procedures being easy to follow declined significantly in both Brampton and Mississauga.

TABLE 7 CLIENT SATISFACTION WITH REGION OF PEEL SERVICE PROCESS BY AREA MUNICIPALITY

	Brampton (n=710)	Caledon (n=64)	Mississauga (n=939)
Process Overall	8.1↓	8.5	8.0↓
Information about the service was easy to understand	8.2↓	8.4	8.1↓
Procedures were easy to follow	8.2↓	8.5	8.0↓
It was clear what to do if I had a problem	7.9	8.3	7.8↓

↑↓ indicates significant increase/decrease from 2011

3.6 Channel – Secondary Improvement

Residents' Channel experience (i.e., channel used to access the service) has a weaker impact on overall satisfaction with Peel services compared to Staff and Process, but its impact score is still quite strong. Overall satisfaction with Channel experience (7.7) was also lower than satisfaction with Staff (8.3) and Process (8.0) which makes it a secondary area for improvement.

Among the six delivery channels examined, three have a stronger impact on client satisfaction than the remainder (although all are important). These channels are: email, telephone agent, and office or service counter. Overall satisfaction scores for each channel were new for this wave of the survey making comparison to 2011 impossible.

Due to relatively high performance and impact scores, communication at the Region's offices or service counters (8.2) and with live telephone agents (7.9) were identified as channels that should be proactively maintained. These are also the channels with the highest incidence of use with 1,106 survey participants indicating they had phoned a live Region of Peel agent about a service and 766 participants indicating that they had visited an office or service counter location, underscoring the positive impact Region of Peel employees have when they interact with residents, as well as the importance of maintaining a positive experience when using these channels.

Email, on the other hand, has been identified as a priority area for improvement, due to its strong impact on satisfaction and relatively weak satisfaction rating (6.0). However, Peel residents used this channel less frequently with 121 survey participants indicating they had emailed the Region about a service.

A secondary priority channel for improvement is the Region's automated telephone service. This channel also had a low performance score (6.5) relative to other channels but also had relatively low impact on overall satisfaction. This was also the lowest incidence service of all channels used by residents to contact the Region about a service, with only 114 participants reporting use of the automated service.

Finally, communication with the Region through posted mail and online are areas where the status quo can be maintained. Both channels received relatively high ratings, compared to other channels (Online, 8.0; Posted mail, 7.9). Overall, 267 participants indicated they had used the Region of Peel website regarding a service and 237 had used posted mail to communicate or transact with the Region.

Results on individual channels will be presented in order of incidence of use. Results of opportunity analysis for each individual channel are based on Peel residents who most recently contacted the Region using that channel.

FIGURE 6 CLIENT SATISFACTION WITH CHANNEL MOST RECENTLY USED TO COMMUNICATE WITH THE REGION OF PEEL



3.6.1 Satisfaction with Channel by Area Municipality

Satisfaction with the channel used to most recently communicate with the Region was slightly higher in Caledon, for channels with a large enough base to report mean satisfaction scores, though the difference was not significant. Scores for Brampton and Mississauga are similar, with the exception of email, which is a lower incidence channel relative to the others.

TABLE 8 CLIENT SATISFACTION WITH CHANNEL MOST RECENTLY USED TO COMMUNICATE WITH THE REGION OF PEEL BY AREA MUNICIPALITY

	Brampton (n=554)	Caledon (n=67)	Mississauga (n=750)
All Channels	7.9	8.4	7.9
In person	8.2	8.9	8.1
Posted mail	7.9	*	8.1
Telephone live agent	7.9	8.5	7.9
Website	8.1	*	7.7
Automated phone	6.6	*	6.5
Email	7.8	*	5.7

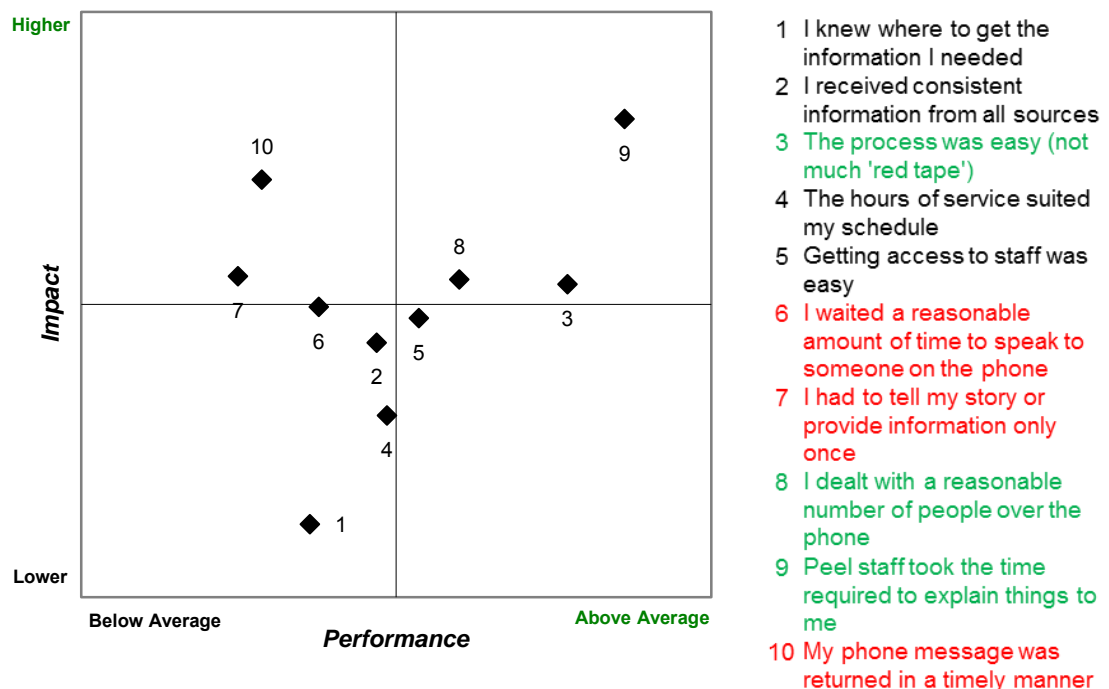
* results not shown for n<10

3.6.2 Telephone with Live Agent

The channel most frequently used by residents to contact the Region of Peel was over the telephone with a live agent. In total, 1,106 residents indicated they had ever used this channel to contact the Region, while 854 residents indicated that this was their most recent method of contact. Relatively high satisfaction (7.9) and impact scores for telephone contact compared to other channels make this an area of strength that should be proactively maintained.

Satisfaction scores for attributes within this channel ranged from 7.2 (I had to tell my story only once) to 8.0 for (Peel staff took the time required to explain things to me). When delivering service live over the phone three of the areas of strength to be proactively maintained are staff taking the time to explain things thoroughly, the lack of ‘red tape’ and dealing with a reasonable number of people on the phone when they call based on relatively high performance and impact scores. Priorities for improvement are the amount of time it takes to be connected to an agent and having to tell their story only once.

FIGURE 7 OPPORTUNITY ANALYSIS – DELIVERING SERVICE LIVE OVER THE PHONE

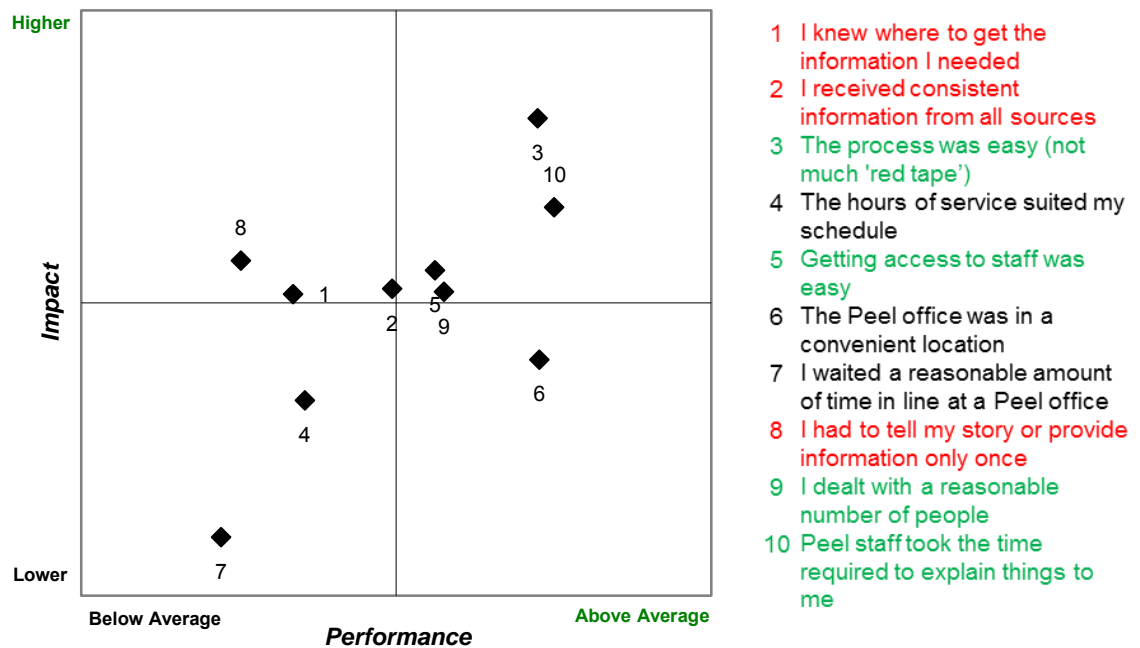


3.6.3 Region of Peel Office or Service Counter

The second most frequently used channel to contact the Region of Peel by residents was in person at a Region of Peel office or service counter. In total, 766 residents indicated they had ever used this channel to contact the Region, while 535 residents indicated that this was their most recent method of contact. Satisfaction with service received in person at an office or service counter (8.2) was highest compared to all other channels. This channel also received a high impact score and is an area of strength that should be proactively maintained. This once again highlights the important role that Peel Staff plays in resident satisfaction with Regional services.

Satisfaction scores for attributes within this channel ranged from 7.5 (I waited a reasonable amount of time at the Region of Peel office) to 8.1 (Peel staff took the time required to explain things to me). When serving clients in person, areas that should be proactively maintained are the ease of accessing staff, dealing with a reasonable number of people, the lack of ‘red tape’ and staff taking the time to explain things thoroughly (based on relatively high performance and impact scores). Priority areas for improvement, based on low performance and high impact scores, are residents knowing where to access the information they need (i.e., which office to visit or department to contact), receiving consistent information from all sources and having to tell their story once.

FIGURE 8 OPPORTUNITY ANALYSIS – DELIVERING SERVICE AT AN OFFICE OR SERVICE COUNTER

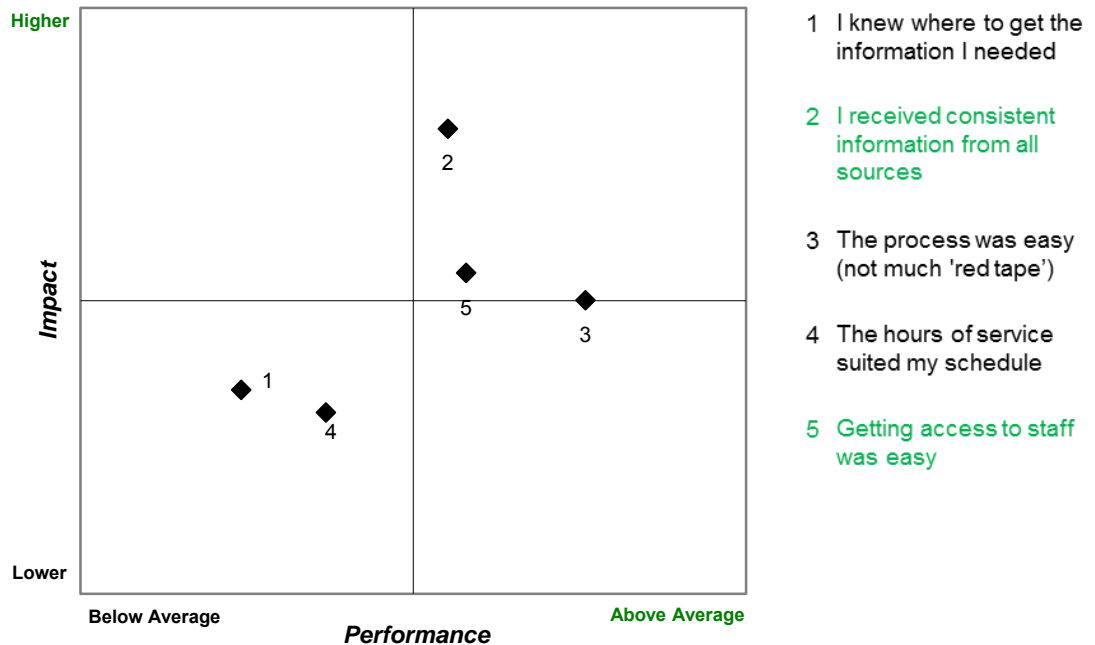


3.6.4 Posted Mail

The third most frequently used channel to contact the Region of Peel by residents was through posted mail. In total, 237 residents indicated they had ever used this channel to contact the Region, while 141 residents indicated that this was their most recent method of contact. Satisfaction with using posted mail to contact the region (8.0) was the second highest compared to all other channels. The impact of residents’ experience using posted mail to communicate with the Region was low relative to other channels, making it a channel where the status quo can be maintained.

Satisfaction scores for attributes within this channel ranged from 7.5 (I knew where to get the information I needed) to 8.1 (the process was easy). Residents feel they receive consistent information from all sources, and that getting access to staff is easy when using posted mail. These are areas that should be proactively maintained for this channel based on relatively high performance and impact scores. There were no areas identified as priorities for improvement.

FIGURE 9 OPPORTUNITY ANALYSIS – DELIVERING SERVICE THROUGH POSTED MAIL



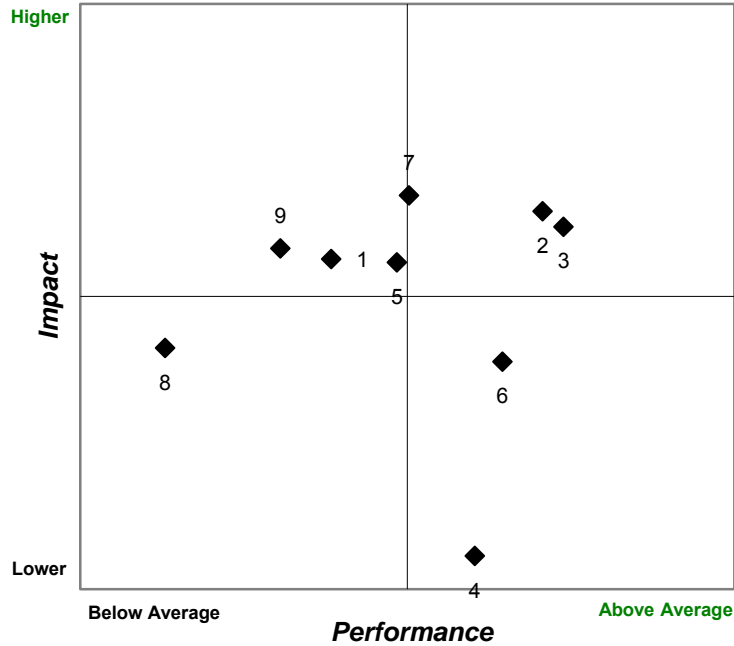
3.6.5 Region of Peel Website

The fourth most frequently used channel to contact the Region of Peel by residents was online, through the Region of Peel Website. In total, 267 residents indicated they had ever used this channel to contact the Region, while 116 residents indicated that this was their most recent method of contact. Satisfaction with using the website (7.9) was relatively high, compared to other channels. The impact of residents' experience using the Region's website was low relative to other channels, making it a channel where the status quo can be maintained.

Satisfaction scores for attributes within this channel ranged from 6.9 (it was easy to find the right email address) to 8.2 (the process was easy). In order to improve satisfaction with the Region of Peel's Website, making information easy to find is a priority area for improvement based on relatively low performance and high impact scores for the drivers of being easy to find information and knowing where to get information. Providing a more timely response to emails and being able to get access to staff easily are priorities for improvement as well. The latter issue of access is a strategy explored in the following section: Spotlight on the Region of Peel Website.

Based on relatively high performance and impact scores, areas to proactively maintain are providing consistent information across sources and keeping the process easy and free of 'red tape'.

FIGURE 10 OPPORTUNITY ANALYSIS – REGION OF PEEL WEBSITE



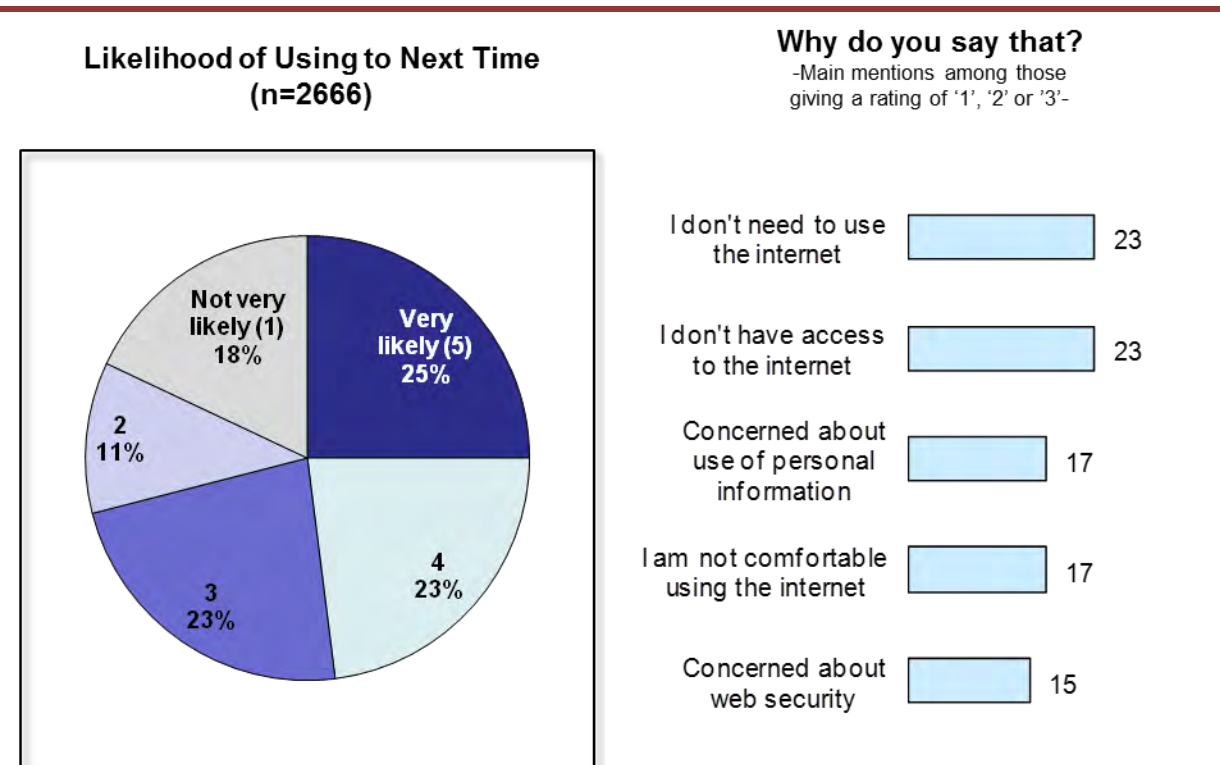
- 1 I knew where to get the information I needed
- 2 I received consistent information from all sources
- 3 The process was easy (not much 'red tape')
- 4 The hours of service suited my schedule
- 5 Getting access to staff was easy
- 6 It was easy to find the right website
- 7 It was easy to find the information I needed
- 8 It was easy to find the email address I needed
- 9 I received a response to my email in a timely manner

3.6.6 Spotlight on the Region of Peel Website – All Residents

As the role of the Internet as a vehicle for information and a forum for transactions continues to grow, the degree to which residents use the Region of Peel’s Website was examined. While the proceeding section related only to those used the website in relation to receiving their service, this section explores the online experiences of all survey respondents.

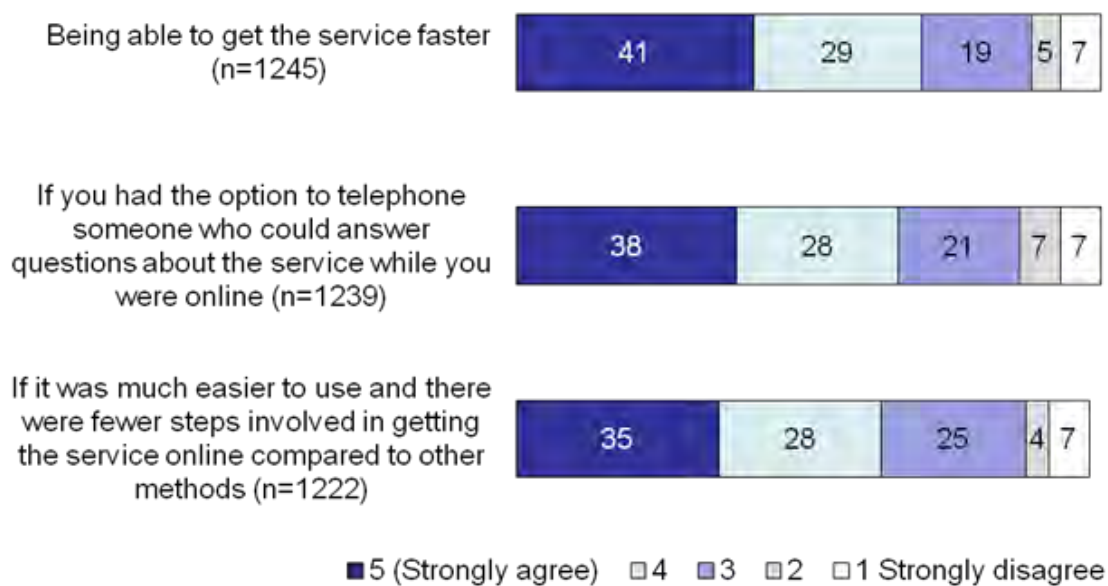
In total, 18% of residents have ever used Peel’s website to access services or transact with government. However, 48% of residents said that it was likely they would use the Region of Peel Website for their next transaction. Of those who said they were unlikely to use the Website to transact, 23% said they did not have access to the Internet and another 23% reported they did not need to use the Internet. A further 17% of residents said that they were concerned about providing personal information and 15% said they were concerned about web security.

FIGURE 11 LIKELIHOOD OF PEEL RESIDENTS USING REGION OF PEEL WEBSITE FOR TRANSACTIONS AND BARRIERS



Those who said they were unlikely to use the Region’s website for their next transaction were then asked how much they agreed a series of factors would encourage them to use the Internet instead of other methods to get government services. The factor most likely to encourage using the Internet was being able to get the service faster (70% agree), followed by having the option to telephone someone who could help answer questions while they were online (66% agree) and if it were easier to obtain service online (63% agree).

FIGURE 12 FACTORS THAT WOULD ENCOURAGE TRANSACTING OVER THE REGION OF PEEL WEBSITE

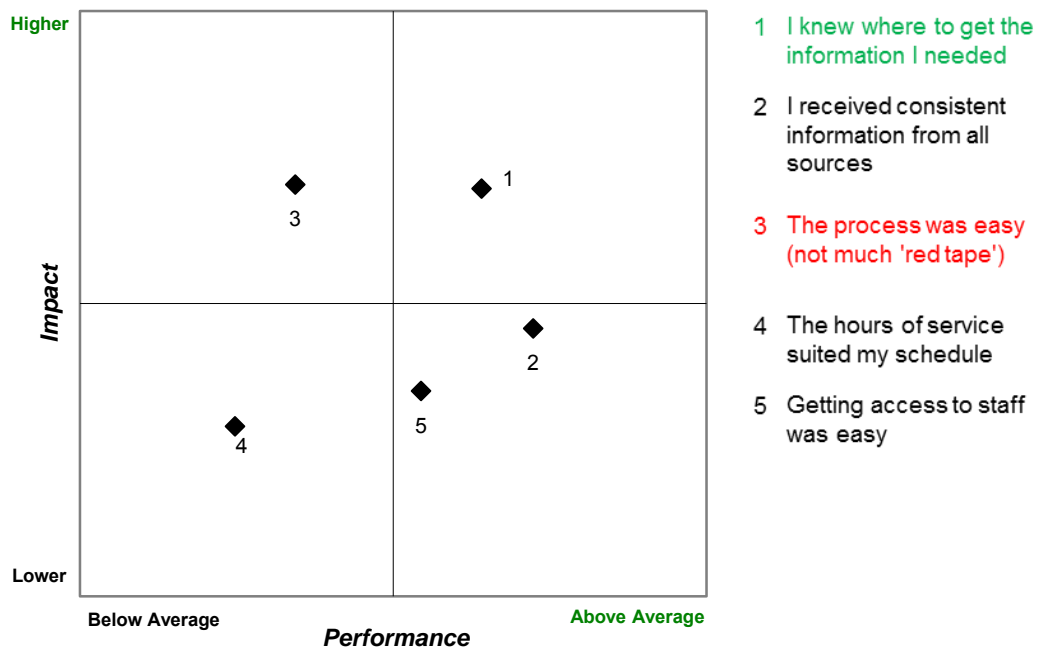


3.6.7 Email

The fifth most frequently used channel to contact the Region of Peel by residents was via email. In total, 121 residents indicated they had ever used this channel to contact the Region, while 59 residents indicated that this was their most recent method of contact. Satisfaction with using email (6.0) was low compared to other channels. Although the incidence of residents using email to contact the Region was low, the impact of their experience was high which makes communicating with residents by email a priority area to improve.

Satisfaction scores for attributes within this channel ranged from 5.3 (the hours of business suited my schedule) to 6.2 (I received consistent information from all sources). When communicating with residents over email an area of strength to be proactively maintained is that clients know where to get the information that they need, for example, the correct person to contact based on relatively high performance and impact scores. Based on a low performance and high impact score, a priority area for improvement within email service is the 'red-tape' involved. Region of Peel employees who communicate with residents via email should endeavor to provide the resident with a snapshot of the upcoming process to avoid any surprises.

FIGURE 13 OPPORTUNITY ANALYSIS – COMMUNICATING WITH RESIDENTS THROUGH EMAIL



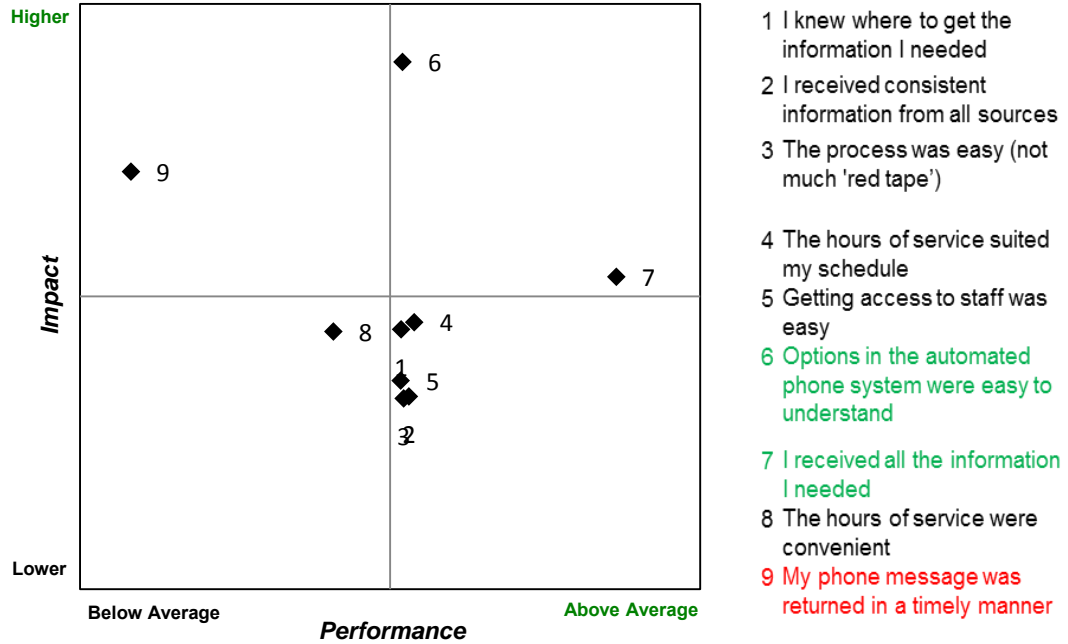
3.6.8 Automated Telephone

Peel's automated telephone service was the lowest incident service used by residents to contact the Region of Peel. A total of 114 residents reported ever using the Region's automated telephone service while 45 individuals reported it was the most recent channel that they used to contact the Region. The Automated Telephone Service is a secondary area of priority for improvement as the satisfaction scores are lower (6.5), relative to other channels, but its impact is also relatively low.

Satisfaction scores for attributes within this channel ranged from 5.0 (my phone message was returned in a timely manner) to 7.1 (I received all the information I needed). Priority for improvement for the automated telephone service is returning clients' telephone calls in a timely manner, based on relatively low performance and high impact scores. Attention should be paid to the current average turnaround time for returning phone messages. If it cannot be improved Peel should manage clients' expectations by providing residents leaving voice mail messages with the amount of time they can expect to wait before they are contacted.

An area of strength that should be proactively maintained based on a relatively high performance and impact score is the options provided in the automated telephone system, which residents reported are easy to understand. They also agreed that they received all the information they needed via this channel.

FIGURE 14 OPPORTUNITY ANALYSIS – AUTOMATED TELEPHONE SERVICE



3.7 Timeliness – Status Quo

Resident’s satisfaction with the time required to receive the service they need represents the next strongest driver of client satisfaction and received a mean score of 6.9 across all services, a significant difference relative to 2011. Impact of Timeliness was also low relative to other drivers of satisfaction. However, this should not diminish the importance of delivering timely service.

Overall Satisfaction with Timeliness by Service Type and Best in Class	
<u>Public Health</u>	6.7
Dental Preventative Service	6.7
<u>Public Works Services</u>	7.2
Water Meter Repair	8.0
<u>Human Services</u>	6.8
Ontario Works Clients (Both Active and Recent)	8.0
<u>Transactional</u>	7.0
Water Meter Repair	8.0
<u>Relational</u>	6.9
Ontario Works Clients (Both Active and Recent)	8.0

Overall, highest satisfaction with the Timeliness of service delivery was for Public Works Services (7.2). The best in class score for this department was Water Meter Repair which received an overall satisfaction rating of 8.0.

Human Services received an overall satisfaction with Timeliness rating of 6.8, led by an 8.0 rating for both active and recent clients of Ontario Works.

For Public Health, this question was only asked of those receiving Dental

Preventative Service. Clients of this service provided an overall satisfaction rating with Timeliness of 6.7.

Satisfaction with Timeliness was similar between transactional (7.0) and relational (6.9) services.

3.7.1 Satisfaction with Timeliness by Area Municipality

Caledon reported greater satisfaction with the amount of time it took to receive service compared to other municipalities, though the difference is not significant, as a result of low sample size. Mississauga scores were slightly lower than Brampton, and both of these municipalities experienced significant declines in satisfaction with Timeliness compared to 2011.

TABLE 9 SATISFACTION WITH TIMELINESS BY AREA MUNICIPALITY

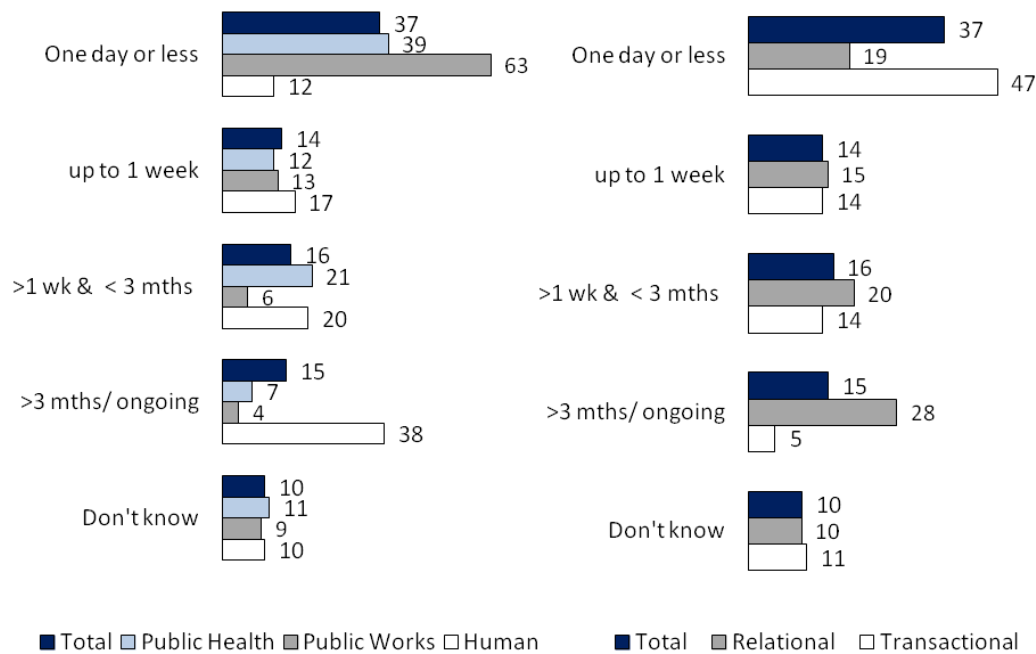
	Brampton (n=330)	Caledon (n=24)	Mississauga (n=557)
Timeliness	7.0↓	8.2	6.8↓

↑↓ indicates significant increase/decrease from 2011

3.7.2 Satisfaction with Service Timelines and Meeting Expectations

Residents indicated that Public Works Services took the shortest amount of time to receive. A total of 63% of those using these services reported that the entire experience took one day or less (from the time they first had contact with Peel until they got what they needed). Not surprisingly, due to the nature of services they provide, Human Services take longer to meet clients' needs with 36% of clients reported that they received the service after more than 3 months or that the service was still in process. Similarly, 47% of transactional services took a day or less to complete, while 28% of relational services took longer than three months to complete or were still ongoing at the time of the interview.

FIGURE 15 AMOUNT OF TIME TO RECEIVE SERVICES BY DEPARTMENT AND SERVICE TYPE



As expected, taking longer than residents expect to deliver service has a negative impact on overall satisfaction. The largest difference in satisfaction between residents who said it took them longer and shorter than expected to receive service was found for Public Works Services, where overall satisfaction grew from 5.8 (longer) to 8.6 (shorter). On the other hand the smallest difference was for Public Health where overall satisfaction rose from 7.9 to 8.8. This implies that residents have greater tolerance waiting for Public Health than Public Works.

TABLE 10 IMPACT OF TIMELINESS ON OVERALL SATISFACTION

	Longer than expected	Shorter than expected	Gap
Public Health	7.9	8.8	0.9
Public Works Services	5.8	8.6	2.8
Human Services	7.2	8.6	1.4
Transactional	7.0	8.7	1.7
Relational	7.5	8.7	1.2

Results suggest that Peel employees should attempt to manage clients’ expectations when they first seek out a service, ensuring that they do not expect a shorter turn-around time

than the Region can actually deliver. Even if the turn-around time is expected to be 1 day or less, expectations should be in line with conservative estimates rather than optimistic timelines.

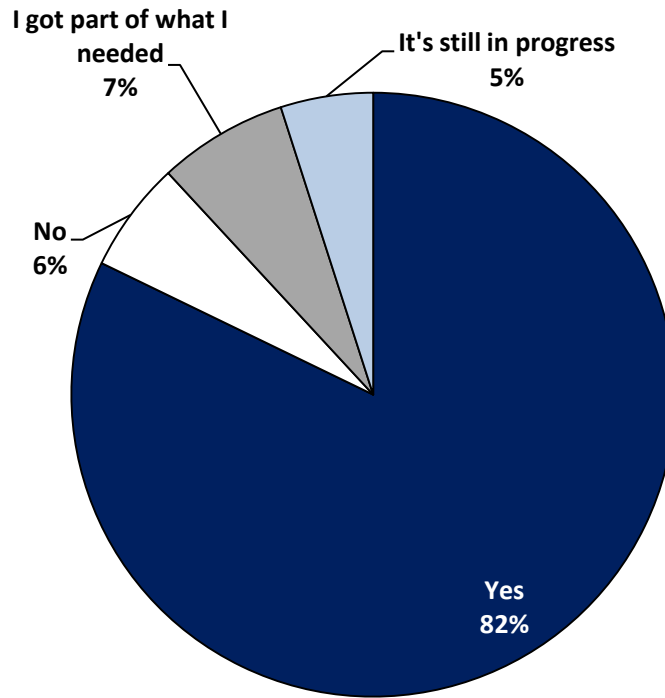
When the process to receive what was needed takes longer than expected, either the process involved in getting the individual the service they need is not functioning optimally, or the individual's expectations are unreasonable. It is recommended that employees be transparent with residents requesting a service regarding the process involved in getting them the service they need. Manage their expectations by telling them what is involved and how long it will take.

3.8 Outcome

The impact of Outcome on overall satisfaction is weaker relative to other drivers of satisfaction. However, this is not to suggest that the impact of Outcome is insignificant.

When asked if they got what they needed in the end, 82% of respondents said “yes”, while 7% said that they got part of what they needed and 5% said that they were still in the process of receiving the service. Only 6% of residents said that they did not get what they needed from the service.

FIGURE 16 OUTCOME OF RECENT SERVICES RECEIVED BY REGION OF PEEL CLIENTS



Percentage of Clients Who Got What they Needed by Department and Service Type and Best in Class

<u>Public Health</u>	86
Food Handler Certificate Training	97
<u>Public Works</u>	78
Water Quality	93
<u>Human Services</u>	79
Subsidized Private Childcare	91
<u>Transactional</u>	85
Food Handler Certificate Training	97
<u>Relational</u>	80
Subsidized Private Childcare	91

The service type that was most likely to have delivered clients what they were seeking was Public Health (86%); especially Food Handler Certificate Training which received a best in class score of 97%. Public Works Services (78%) and Human Services (79%) received a similar percentage of service users reporting that they got what they needed from the service. These departments were led by water quality (93%, Public Works) and Subsidized Private Childcare (91%, Human Services). Clients of Human Services were

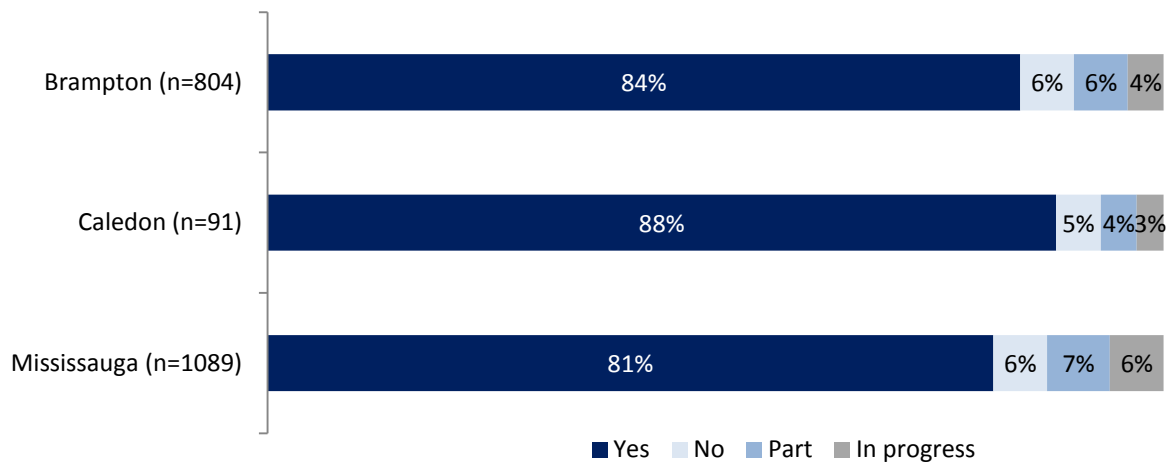
more likely to report that they were still in the process of receiving the service.

Clients of transactional services (85%) reported that they got what they needed 5% of the time more often than clients receiving relational services (80%), again, because many of clients of relational services were still in the process of receiving the service.

3.8.1 Outcome by Area Municipality

Relative to other municipalities, a slightly larger proportion of Caledon residents said that they got what they needed from the service they accessed. Residents of Mississauga were least likely to report that they got what they needed. Of note, more residents of Mississauga stated things were still in progress.

FIGURE 17 OUTCOME OF RECENT SERVICES RECEIVED BY REGION OF PEEL CLIENTS BY AREA MUNICIPALITY



3.9 Recommendations

Based on the analysis of resident survey results, the following are recommendations to improve resident satisfaction with the services that the Region of Peel provides.

1. **Communicate to Staff their important role in ensuring that residents are satisfied with Region of Peel services.** Staff is the most important driver of resident satisfaction with Regional Services. Staff training should underscore the importance of positive interactions with Peel employees in generating high service satisfaction scores among clients.
2. **Region of Peel Staff can improve resident satisfaction by making a personal connection with their clients.** Staff training should also emphasize the ‘softer’ skills; specifically making clients feel like Peel employees are willing to make a real effort on their behalf, will take the time to understand their concerns, and genuinely care about their situation.
3. **Keep all Region of Peel staff on the same page.** Ensure that all employees are clear about what message they should be communicating to ensure that information is accurate across channels. Ensure that staff knows who to contact when they are unable to address a customer’s issue themselves, and that this transfer is seamless from the customer’s perspective.
4. **Makes sure residents know what to do when they encounter a problem.** For services with no staff contact (i.e. curbside pickup), the focus should be on ensuring that residents have received clear instructions regarding what they should do if they encounter a problem with the service.
5. **Departments should manage client expectations regarding when they should expect to receive the service they seek.** When service delivery times take longer than expected, the negative impact on service satisfaction is substantial.
6. **Promote communicating and transacting with the Region of Peel over the Internet.** Explore introducing benefits of accessing services/transacting with government online such as being able to receive a service faster or employees who are available to provide assistance. Explore ways to improve the ease of using the email channel.
7. **Be prompt and reliable when returning clients messages.** Improve the response time for residents who leave voicemail or email messages. Make the service standards to employees regarding how quickly telephone messages should be returned a point of emphasis.

SECTION 4: PARAMEDIC SERVICES

Overall satisfaction with the Region of Peel's Paramedic Services remained stable moving from 8.9 to 9.0. Peel residents who completed the survey expressed gratitude for the high quality service they received during a difficult and often painful experience.

FIGURE 18 OVERALL SATISFACTION WITH PARAMEDIC SERVICES



Among other questions, participants rated the initial experience with the Paramedics, their experience being transported to the hospital (if applicable), the Paramedics themselves and the Paramedic's effect on the patient's condition. These attributes were compared to overall satisfaction to create a model of the most important factors in the patient's experience with Paramedics.

In the model (Figure 19), thicker arrows indicate the relative impact of each driver. The most influential driver was the Paramedics themselves (8.8); followed by the transport to the hospital (8.9), initial contact (9.0) and the Paramedic's effect on the patient's condition. The model as a whole accounts for 58% of the variance in overall satisfaction. Coloured circles indicate results from the Opportunity Analysis which weighs the relative importance of performance and impact.

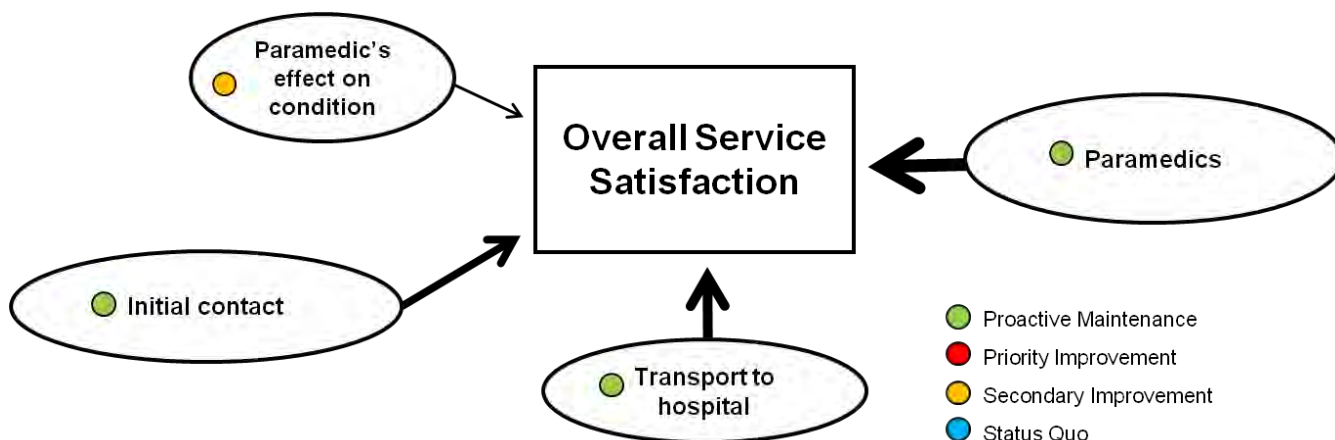
Areas to Proactively Maintain

- Initial contact
- Transport to hospital
- The Paramedics themselves

Secondary Improvement

- The Paramedic's effect on the patient's condition

FIGURE 19 PARAMEDIC SERVICES OVERALL SERVICE SATISFACTION MODEL



Overall mean satisfaction with the three key drivers of overall satisfaction with Paramedics Services were tightly clustered. The mean satisfaction rating for initial contact with Paramedics was 9.0, trip to the hospital 8.9 and the Paramedics themselves 8.8. Each of these areas has a significant impact on overall satisfaction and current practices should be maintained and cultivated. More in-depth results for the two most impactful drivers of satisfaction, the Paramedic staff and transport to the hospital will be examined in greater depth, below.

FIGURE 20 CLIENT SATISFACTION WITH PARAMEDIC EXPERIENCE



*composite of 11 Paramedics measures
 ↑↓ indicates significant increase/decrease from 2011

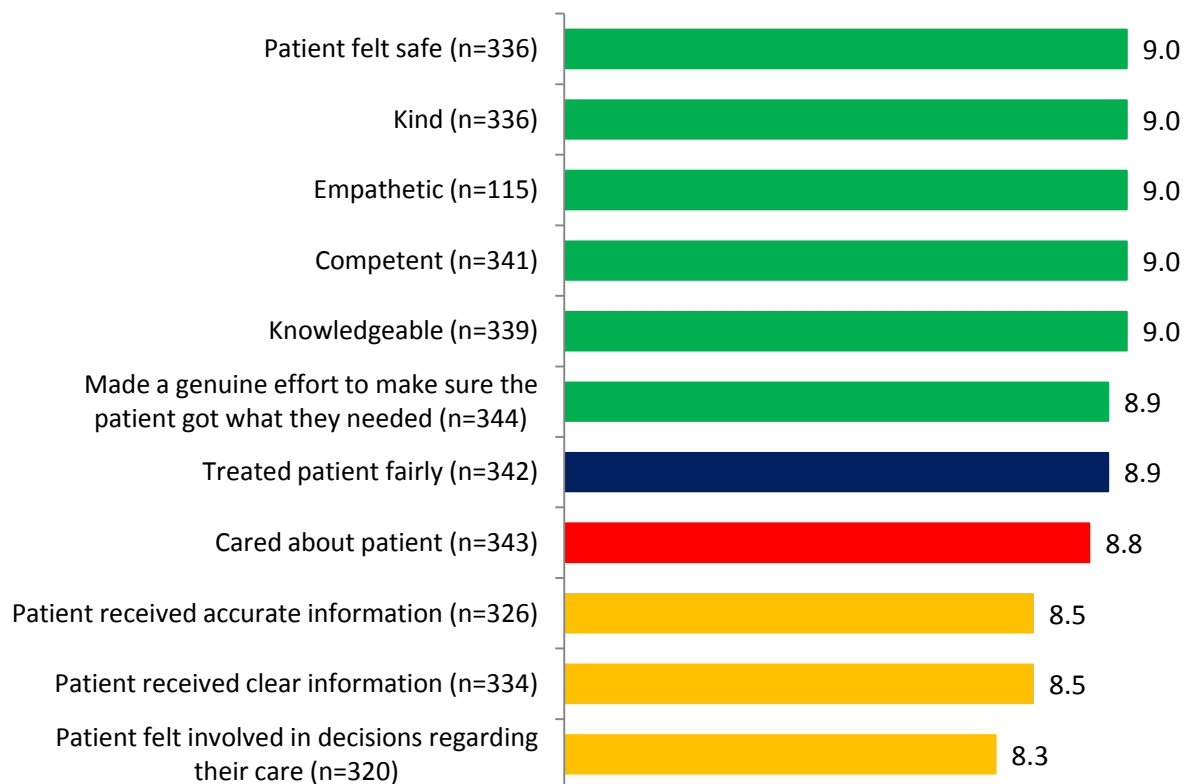
4.1 Paramedics

The driver with the greatest impact on overall satisfaction with Paramedic Services was the Paramedics themselves. Satisfaction with different characteristics of Paramedics ranged from 8.3 to 9.0.

Based on high relative performance and impact score areas of strength to protect are residents seeing Paramedics as knowledgeable, competent, empathetic and kind. Other areas to protect are residents feeling safe with the Paramedics and as though the Paramedics are making a genuine effort to make sure they get what they need.

One area for priority improvement was identified as patients feeling as though Paramedics care about their situation based on high impact and low performance scores. Secondary areas for improvement surround the communication between the patient and Paramedics. When possible, Paramedics should focus on providing clear and accurate information and making patients feel involved in decisions regarding their care.

FIGURE 21 CLIENT SATISFACTION WITH PARAMEDICS

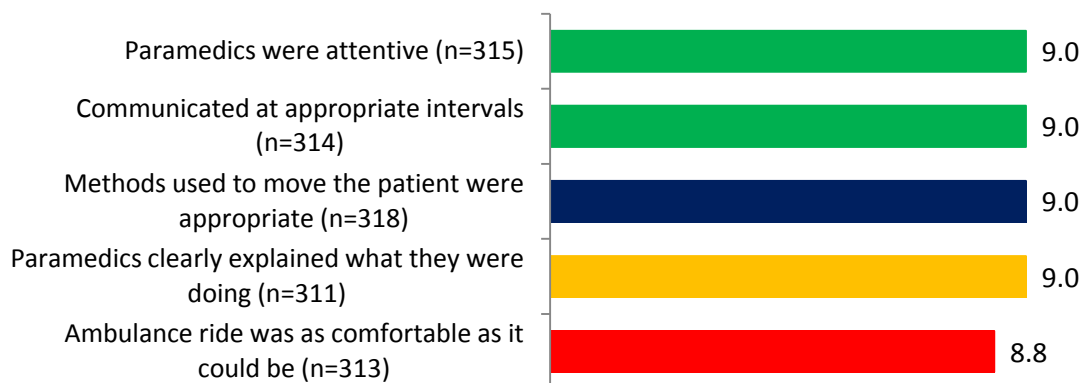


↑↓ indicates significant increase/decrease from 2011

4.2 Transport to Hospital

The second most important driver of overall satisfaction with Paramedic Services was the patient’s experience during the trip to the hospital. Scores within this driver ranged from 8.8 to 9.0 but were mostly clustered around 9.0. Based on the performance and impact of this driver, it is an area to proactively maintain. The attentiveness of the Paramedics and communicating with the patient at appropriate intervals were areas of strength during the trip to the hospital and should be proactively maintained. Making the ambulance ride as comfortable as possible is a priority area for improvement based on its low performance and high impact relative to the other attributes.

FIGURE 22 CLIENT SATISFACTION WITH THE TRIP TO THE HOSPITAL



↑↓ indicates significant increase/decrease from 2011

4.3 Recommendations

Based on the analysis of the Paramedic survey results, the following are recommendations to improve satisfaction with the Region of Peel’s Paramedic services.

- 1. Continue to deliver high quality care.** Overall, Paramedic clients were very satisfied with the care they received. Paramedic staff should continue to treat clients with kindness and empathy and communicate with them as frequently as possible.
- 2. Make the trip to the hospital as comfortable as possible.** The trip to the hospital was identified as an area of lower satisfaction. Paramedics should take reasonable measures to ensure that clients are as comfortable as possible on the trip to the hospital. In the event that comfortable transportation is not possible the client’s expectations for the trip to the hospital should be managed.

SECTION 5: LONG-TERM CARE SERVICES

Overall satisfaction with Long-Term Care Services has softened slightly relative to 2011 but remains high with a mean rating of 8.0. This measure is a composite of satisfaction with the quality of care provided at the centre and the centre as a place to live (Figure 24).

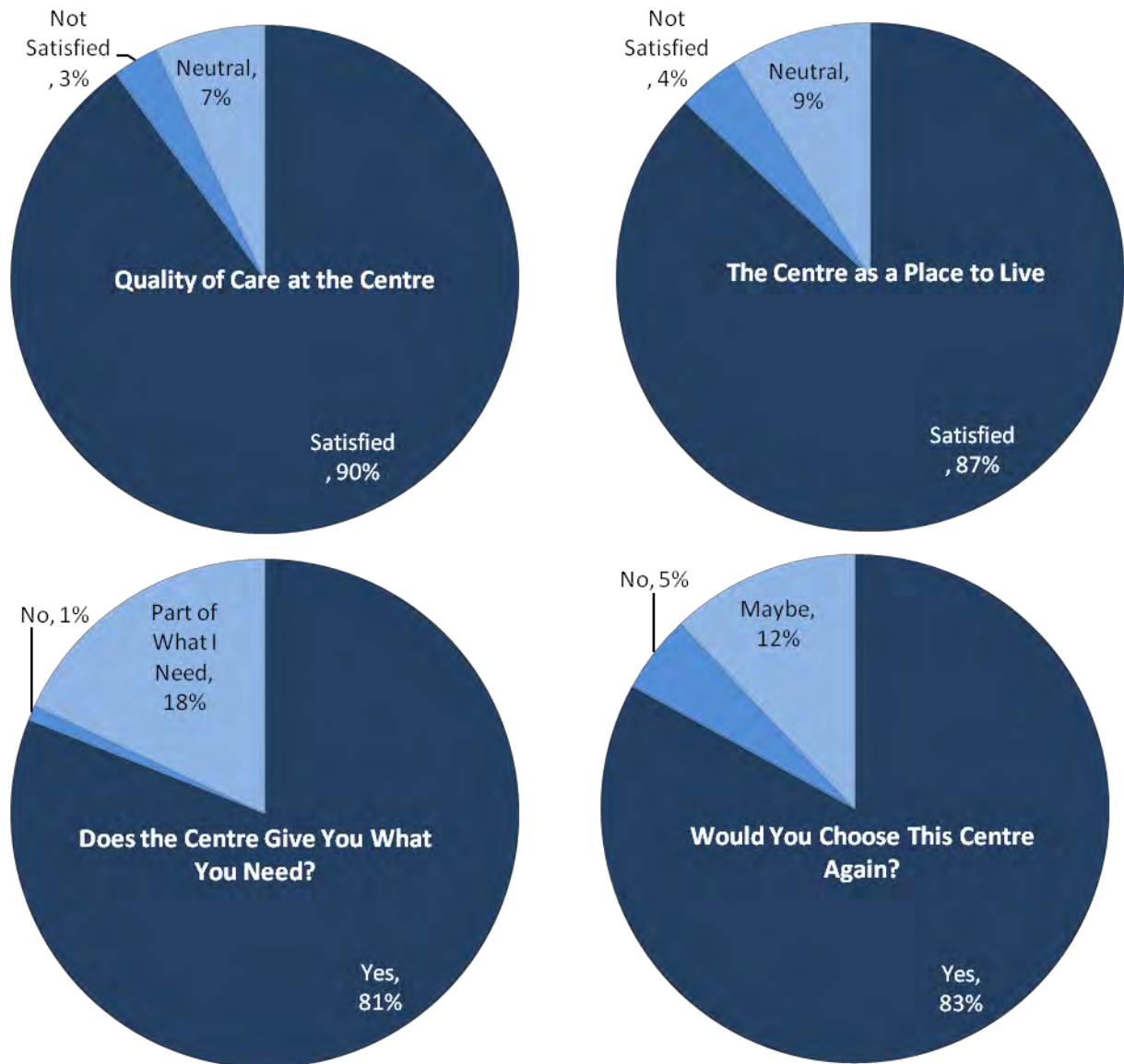
FIGURE 23 MEASURES OF SATISFACTION WITH LONG-TERM CARE FACILITIES



In addition to rating overall satisfaction and satisfaction with the various service areas, the survey also asked questions designed to assess residents' overall views of the centre. In particular, residents were asked if the centre gives them what they need and if they could choose again, would they choose this centre. Additionally, residents were asked to compare their general experience of the centre to their initial expectations.

Just over 80% of residents indicated that they feel their Long-Term Care facility provides what they need, and all but 1% reported that they get at least part of what they need. A similar trend is seen for whether residents would choose the same Long-Term Care facility again. 83% of residents said they would choose the centre again while only 5% said they would not.

FIGURE 24 MEASURES OF SATISFACTION WITH LONG-TERM CARE FACILITIES



The impact of seven drivers on overall satisfaction was assessed in the Long-Term Care Overall Service Satisfaction Model (Figure 25). Again, the thickness of each arrow indicates the relative impact of the driver. The model as a whole accounts for 67% of the variance in overall satisfaction. Coloured circles indicate results from the Opportunity Analysis which weighs the relative impact of performance and impact.

The most influential driver of satisfaction with Long-Term Care is the Home-like Environment in the facilities, an area of strength. The next two most influential are Activities/Engagement and Personal Support Workers. Activities/Engagement is an area to improve, while satisfaction with Personal Support Workers is stronger and thus an area to

protect. Food Quality, Problem Resolution, Doctors, and Nurses are all important drivers of satisfaction, but are less influential.

Proactive Maintenance

- Homelike environment
- Personal Support Workers

Priority Improvement

- Activities/engagement

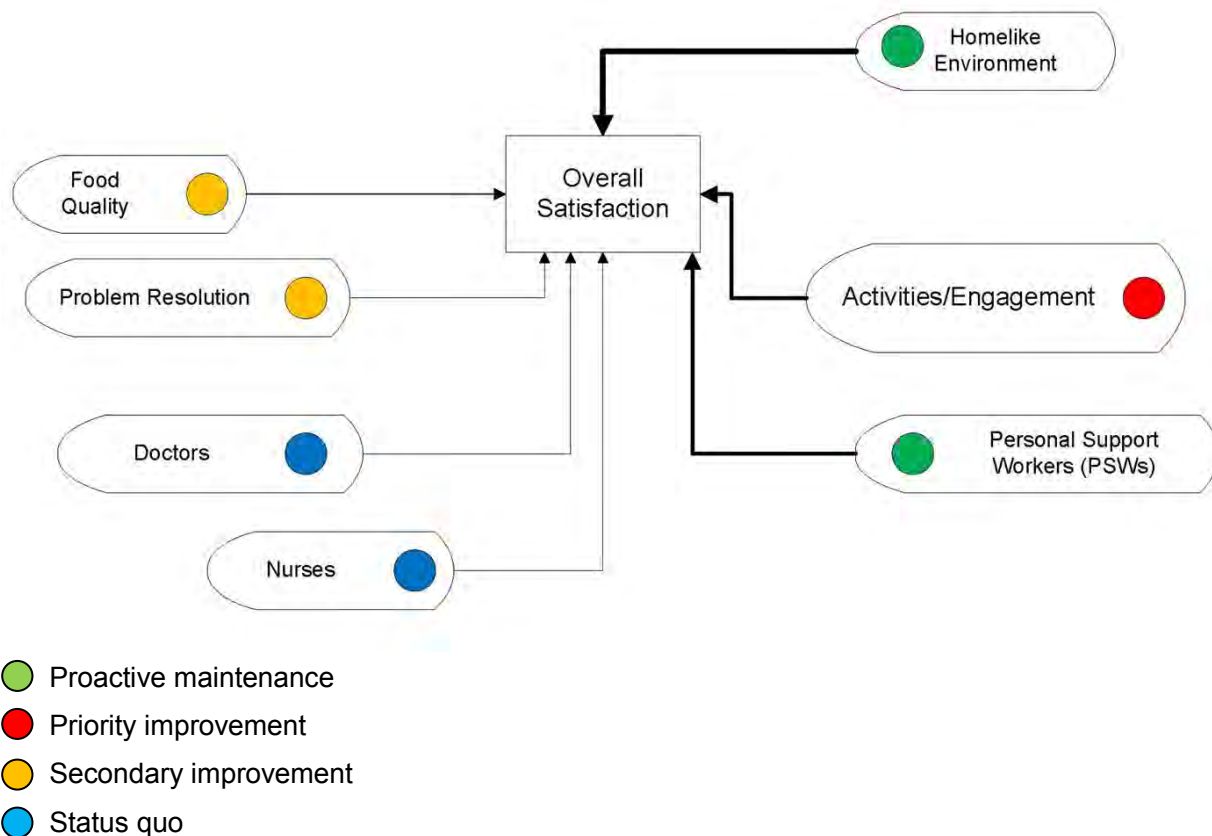
Secondary Priority for Improvement

- Food quality
- Problem resolution

Status Quo

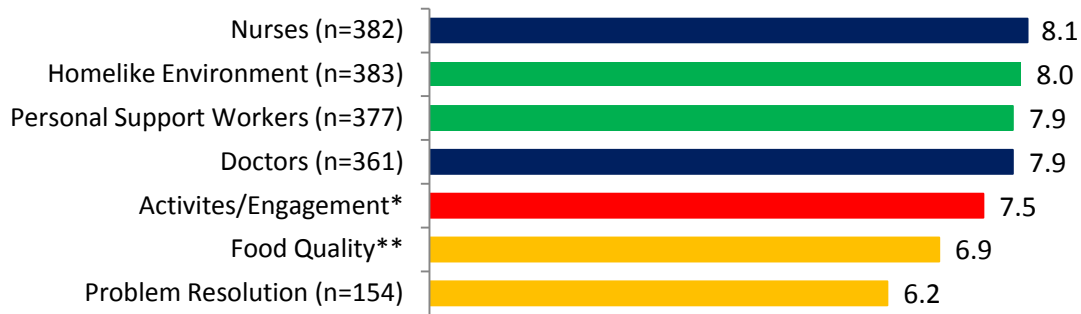
- Doctors
- Nurses

FIGURE 25 LONG-TERM CARE FACILITIES OVERALL SERVICE SATISFACTION MODEL



Ratings for the drivers of overall satisfaction range from 8.1 for Nurses to 6.2 for the manner in which problems are resolved. Based on relatively high impact and performance scores the homelike environment of the facilities and the care provided by personal support workers these drivers were identified as areas to protect. Based on lower performance and a high impact score activities and engagement at Long-Term Care facilities was identified as a priority area for improvement. The three most influential drivers will be discussed further, below.

FIGURE 26 LONG-TERM CARE FACILITY RESIDENT’S SATISFACTION



*composite of 14 Activities/Engagement measures

**composite of 3 Food Quality measures

5.1 Homelike Environment

The homelike environment of Long-Term Care facilities was the driver with the greatest overall impact on residents’ satisfaction. It also received the second highest satisfaction score of all drivers (8.0) making it an area to proactively maintain. Satisfaction scores for attributes within this driver were tightly clustered between 8.2 and 8.4.

Residents were most satisfied with how well the buildings were maintained (8.4). This also had a relatively large impact on satisfaction with the homelike environment of the facilities and is an area that should be proactively maintained.

The décor in public areas (8.3) and the resident’s rooms themselves (8.2) are also areas with relatively strong impact on satisfaction with the homelike environment of the centre. Due to relatively lower performance scores, these are areas to improve. It’s interesting to note that the ratings for the individual attributes were higher than the rating for overall homelike environment. This indicates that satisfaction with the environment of the facility does not necessarily translate to seeing the centre as a home.

It should be noted that, while these elements have lesser impact on satisfaction with home-like environment, satisfaction with cleanliness, safety/security and the gardens and grounds have all significantly declined since 2011. If these trends continue, these factors may yet become more influential on satisfaction.

FIGURE 27 LONG-TERM CARE FACILITIES: HOMELIKE ENVIRONMENT



↑↓ indicates significant increase/decrease from 2011

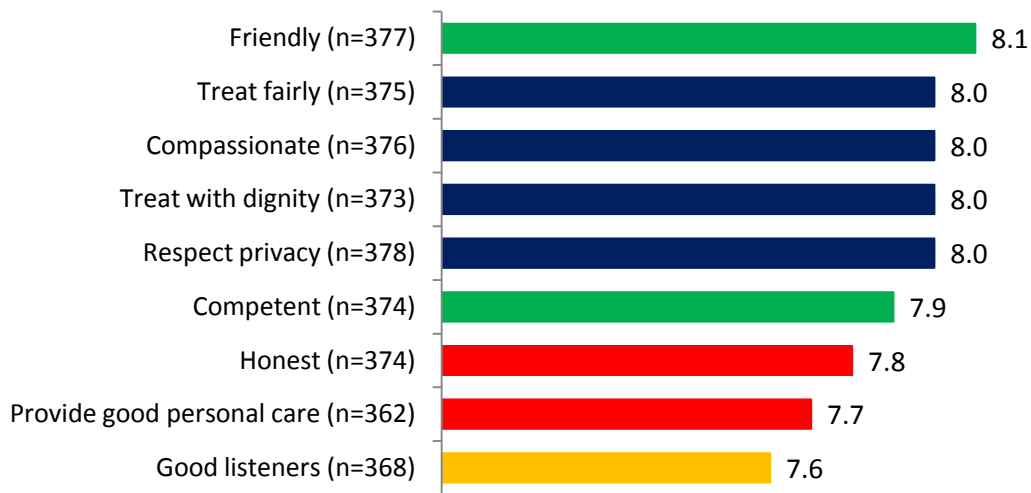
5.2 Personal Support Workers

Care provided by Personal Support Workers is another important driver of overall satisfaction with Long-Term Care Services. Based on a relatively high performance score (7.9) and strong impact on overall satisfaction, this is an area to proactively maintain. Satisfaction ratings for different characteristics of Personal Support Workers and the services they provide range from 8.1 to 7.6.

Based on relatively strong performance and impact on satisfaction, Personal Support Workers should continue to provide competent care and to treat residents in a friendly way.

There were also two priority areas for improvement based on relatively low performance and high impact scores. Residents gave lower satisfaction scores for the personal care provided by Personal Support Workers and their honesty. Perhaps more than any other group of staff in Long-Term Care facilities, Personal Support Workers are tasked with the regular interactions with residents. Special care should be paid to following through on requests from residents and ensure that to follow through on commitments they make to residents regarding services, specifically personal care.

FIGURE 28 LONG-TERM CARE FACILITIES: PERSONAL SUPPORT WORKERS



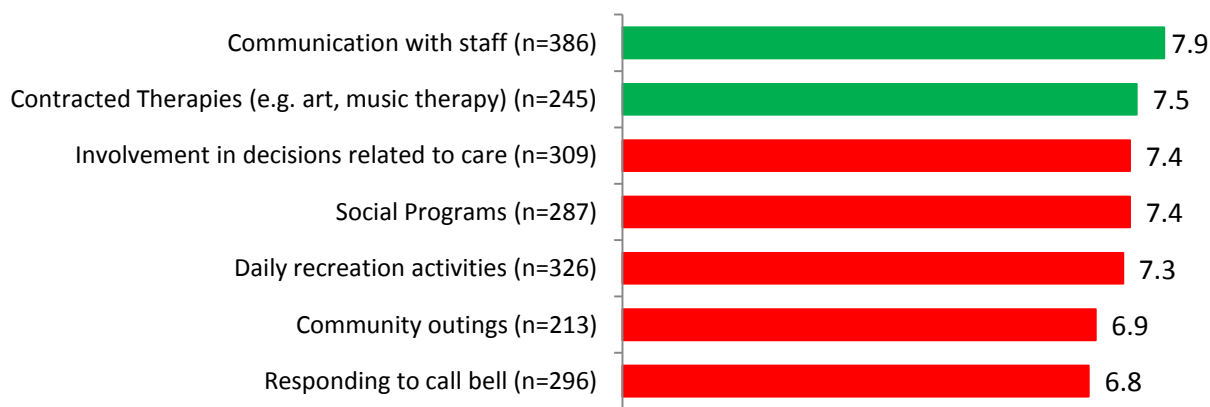
↑↓ indicates significant increase/decrease from 2011

5.3 Activities and Engagement

The activities and opportunities for engagement at Long-Term Care facilities represent another of the most influential drivers of satisfaction and received an overall satisfaction rating of 7.5. Based on the strong impact on overall satisfaction and relatively low performance score it is a priority area for improvement.

Residents were asked to rate fourteen attributes about Activities and Engagement. Attributes with relatively high impact are shown below in Figure 29. A strong performance score for communication with staff makes this an area of strength to proactively maintain. Another area for proactive maintenance is the quality of contracted therapy programs, such as art therapy or music therapy. There were five priority areas for improvement. Satisfaction was relatively low for the social programs, daily recreation activities and community outings. Scores were also relatively low for the amount of time it took for staff to respond to the residents call bell and the resident’s involvement in decisions regarding their own care.

FIGURE 29 LONG-TERM CARE FACILITIES: ACTIVITIES AND ENGAGEMENT



↑↓ indicates significant increase/decrease from 2011

5.4 Recommendations

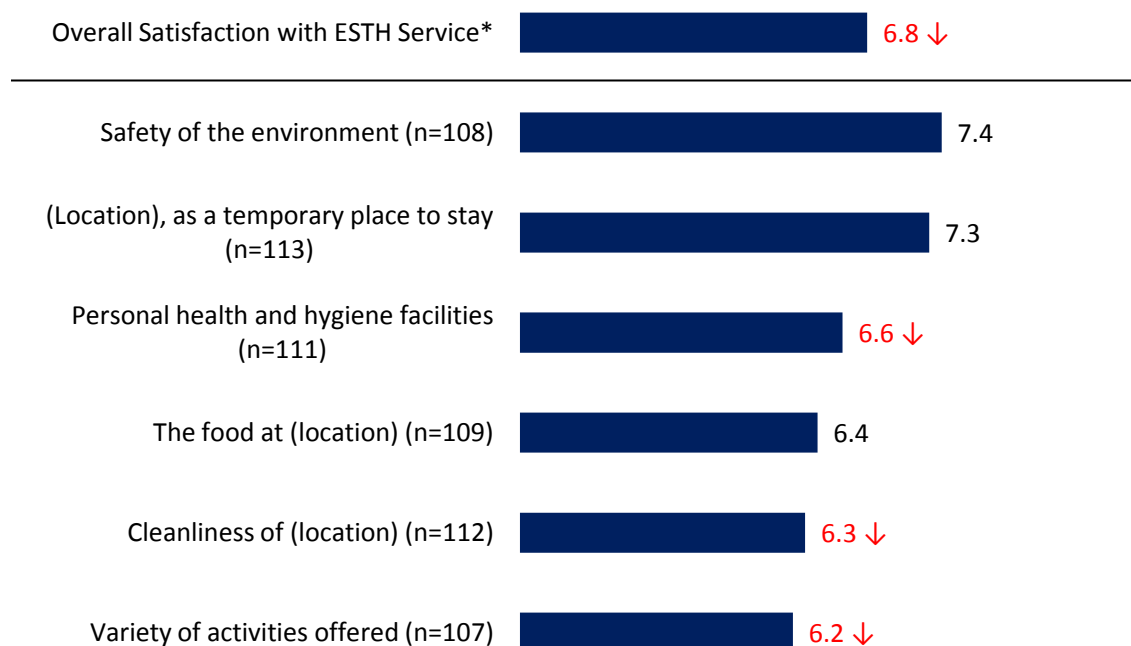
1. **Make the Long-Term Care facilities feel more like home.** Explore ways to improve the décor in shared areas and the residents' rooms.
2. **Work to improve resident's perception of Personal Support Workers.** Explore ways to improve the personal care provided by Personal Support Workers and investigate reasons for residents' skepticism regarding the honesty of Personal Support Workers.
3. **Keep residents involved.** Identify ways for making residents feel more involved in decisions regarding their care.
4. **Keep residents interested.** Explore avenues for increasing satisfaction with community outings, daily recreation activities and social programs.

SECTION 6: EMERGENCY SHELTERS AND TRANSITIONAL HOUSING

Satisfaction with Emergency Shelters and Transitional Housing is measured using a composite of 6 measures of overall satisfaction: the facility as a place to live, safety, cleanliness, hygiene facilities, variety of activities, and the food.

Overall, residents of the Region of Peel’s Emergency Shelters and Transitional Housing residences gave the facilities a mean satisfaction rating of 6.8, a statistically significant decrease from 2011 levels, when the mean rating was 7.6. Among the individual component measures, residents are most satisfied with safety and the facility’s value as a temporary shelter, while cleanliness and variety of activities are rated lowest. Satisfaction with hygiene facilities, cleanliness, and variety of activities has declined significantly since 2011.

FIGURE 30 EMERGENCY SHELTERS AND TRANSITIONAL HOUSING: OVERALL SATISFACTION

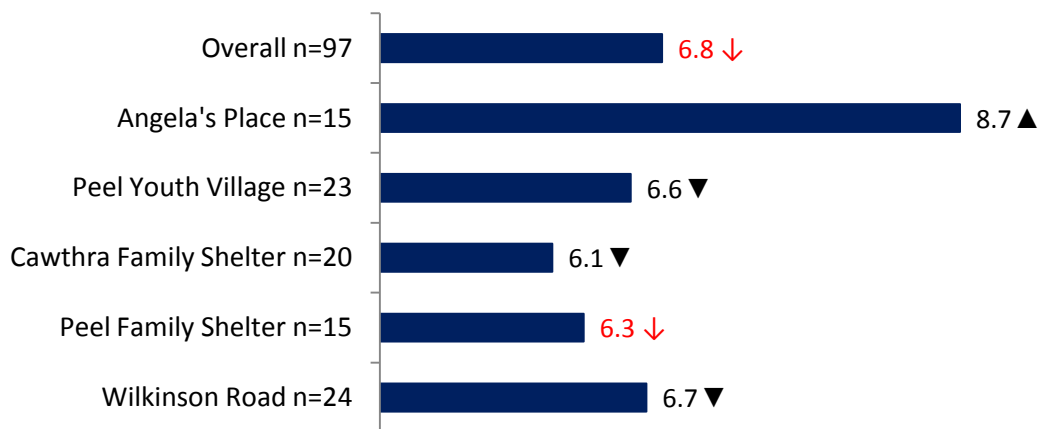


*composite of all 6 ESTH measures
 ↑↓ indicates significant increase/decrease from 2011

There were considerable differences however, in perceptions of each of the facilities. Angela’s Place continues to receive high scores for satisfaction at 8.7, a value significantly higher than each of the other facilities. Satisfaction with the Peel Family Shelter, has decreased significantly to 6.3 (from 8.7 in 2011). Cawthra received the lowest score at 6.1, though this represents an improvement over 2011, when the score was 4.4. Differences between Emergency Shelters and Transitional Housing, as well as by individual facility, for

all drivers and attributes are presented in the Departmental PowerPoint Presentation but are not shown in the Enterprise-Wide Report.

FIGURE 31 CLIENT SATISFACTION BY FACILITY



↑↓ indicates significant increase/decrease from 2011
 ▲ ▼ statistically significant difference between facilities

When results for all Emergency Shelter and Transitional Housing facilities are examined together, six drivers of resident satisfaction are identified.

Proactive Maintenance

- Usefulness of the programs and services

Priority Improvement

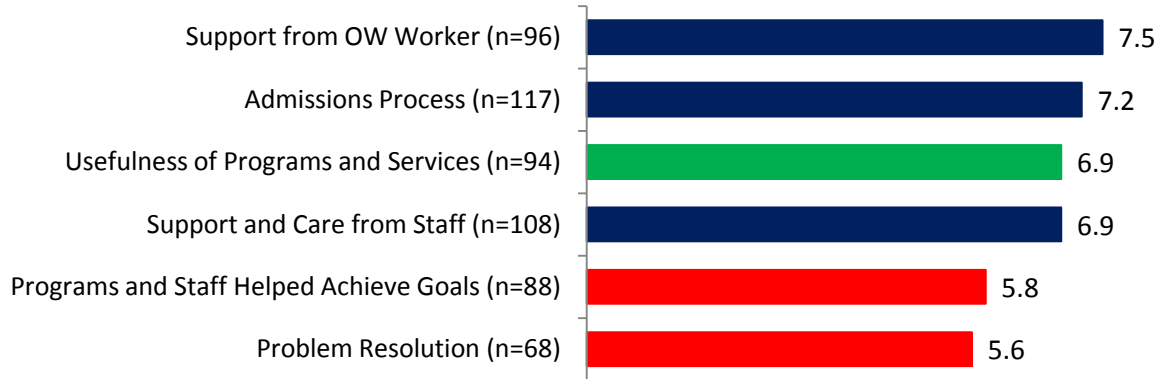
- How much have the programs and staff helped you achieve your goals?
- Problem Resolution

Status Quo

- Support from OW worker
- Admissions process
- Support and care from staff

Programs and staff receive higher satisfaction and impact scores, relative to the other drivers, and therefore are key areas to protect. Achieving goals and handling of problems receive relatively lower satisfaction but high impact scores, and are identified as opportunities for improvement. These two key drivers of satisfaction, usefulness of programs and services and problem resolution, will be investigated further, below. The third key driver, programs and staff helped achieve goals was rated using a single questions.

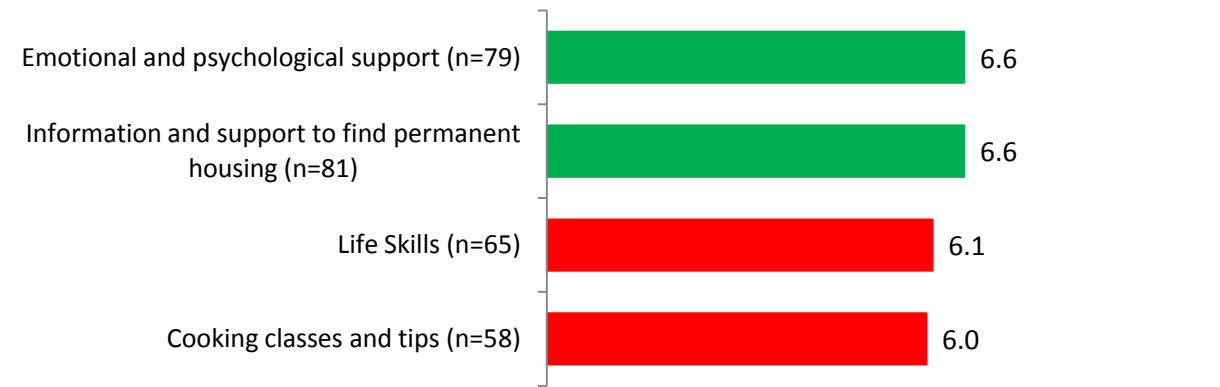
FIGURE 32 SATISFACTION WITH EMERGENCY SHELTERS AND TRANSITIONAL HOUSING



6.1 Programs and Services

Of the drivers with relatively strong impact on overall satisfaction, the usefulness of programs and services provided by Emergency Shelters and Transitional Housing facilities also had a relatively high performance score, making it an area of strength that should be proactively maintained. Of the ten attributes that were rated for this driver, four had relatively strong impact on satisfaction programs and services when the impact of all the drivers was compared. Of these, facilities received high performance scores for providing information and support to find permanent housing and overall emotional and psychological support for residents and their families making them areas to proactively maintain. Areas with priority for improvement that received relatively low performance scores were teaching life skills that residents hadn't had the chance to develop before, and specifically, cooking classes or tips on cooking.

FIGURE 33 SATISFACTION WITH EMERGENCY SHELTERS AND TRANSITIONAL HOUSING PROGRAMS AND SERVICES



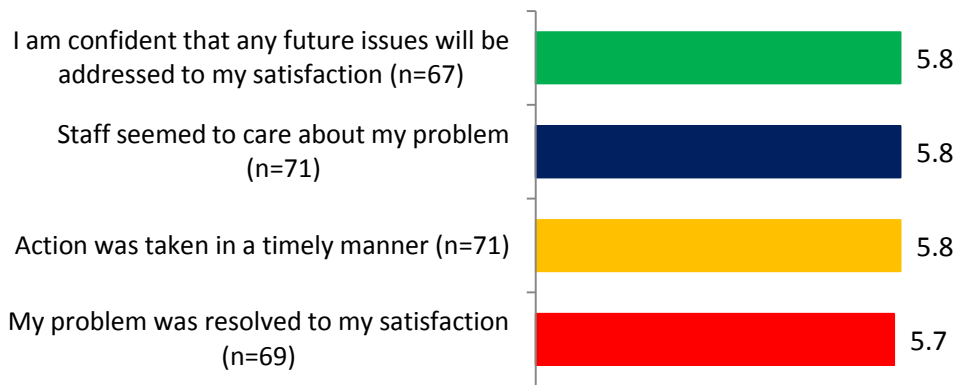
↑↓ indicates significant increase/decrease from 2011

6.2 Problem Resolution

Clients of Emergency Shelters and Transitional Housing were asked if they had experienced a problem in the past week. In all, 66% of residents indicated that they had, with no significant difference in the incidence of problems by housing type. These individuals were asked to answer questions about how their problem was handled. Scores for all problem resolution attributes were low and clustered between 5.7 and 5.8.

Due to a relatively high performance and impact score, residents’ confidence that future issues will be resolved to their satisfaction is an area to proactively maintain. Interestingly, having the problem resolved to their satisfaction was an area for priority improvement, with a performance score relatively low compared to the others but with strong impact. This indicates that while their last problem may not have been resolved to their satisfaction residents expect a fair resolution to their concerns.

FIGURE 34 SATISFACTION WITH EMERGENCY SHELTERS AND TRANSITIONAL HOUSING



6.3 Recommendations

1. **Staff training should focus on improving residents' problem experience.** Staff can improve residents' satisfaction with how problems are resolved by showing that they care about the problem and taking action quickly.
2. **Programs offered to residents should be reviewed to ensure that they are meeting the needs and goals of residents.** Residents of Emergency Shelters and Transitional Housing are looking for opportunities to learn new life skills. One specific life skill that is important to residents is learning how to cook.

SECTION 7: RESIDENTS' TRUST AND CONFIDENCE IN THE REGION OF PEEL

The objective of the resident Trust & Confidence model is to understand how to increase residents' trust & confidence in the Region of Peel. Trust and confidence results are reported for participants from the general population.

Trust & Confidence in Peel is a composite formed (as in the prior wave) by five measures:

TABLE 11 RESIDENT'S CONFIDENCE IN THE REGION OF PEEL

	Mean			
	2008	2009	2011	2013
I can count on Peel to do what is best for its citizens	7.2	7.4	7.0	6.5↓
Peel gives me good value for my tax dollars	6.8	7.0	6.4	6.0↓
The Region of Peel is in touch with the needs of my community	n/a	n/a	6.7	6.3↓
All things considered, the Region is doing a good job	n/a	n/a	7.2	6.9↓
Peel conducts its business in an open and accountable manner	7.3	7.5	7.0	6.2↓
AVERAGE (Trust/Confidence Rating)	7.1	7.3	6.9	6.4↓

↑↓ indicates significant increase/decrease from 2011

Overall, residents' Trust & Confidence in Peel has declined significantly in 2013 relative to 2011 and values have reached their lowest levels to date. The largest decline was seen for 'Peel conducts its business in an open and accountable manner' declining from 7.0 to 6.2. The lowest trust and confidence rating was for 'Peel gives me good value for my tax dollars' (6.0).

TABLE 12 RESIDENT TRUST IN PEEL STAFF

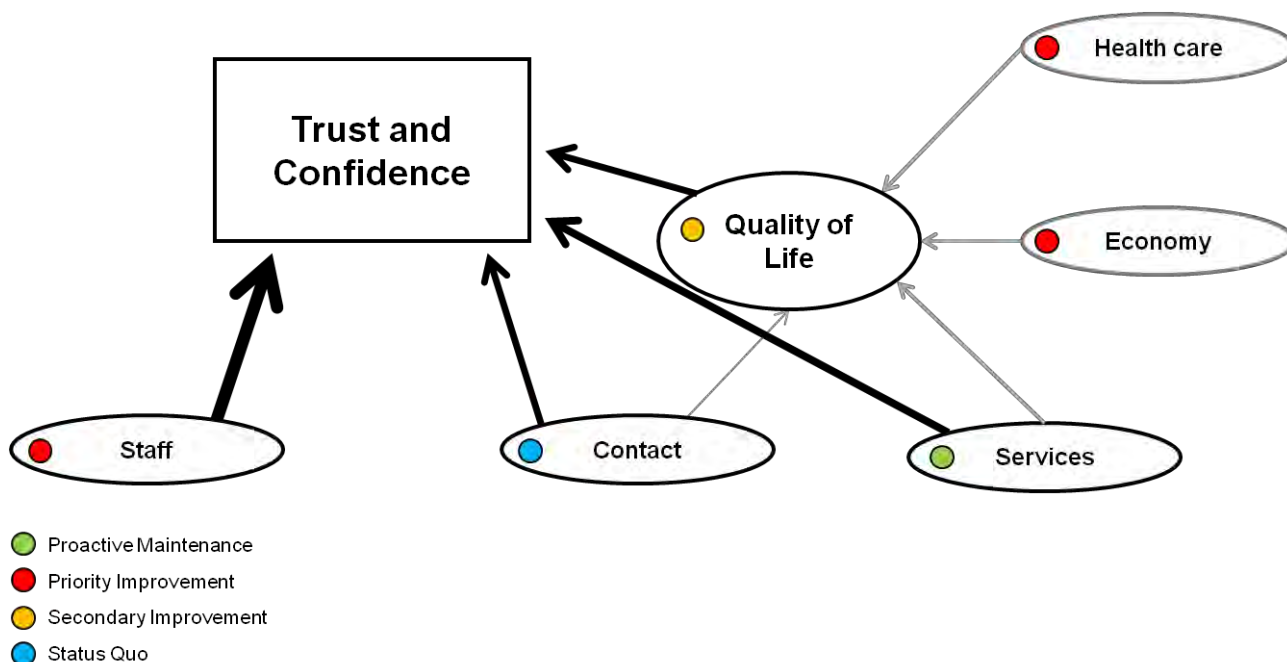
	Mean			
	2008	2009	2011	2013
Peel employees are honest in their dealings with citizens	7.9	8.2	8.0	7.4↓
Peel employees can be counted on to correct mistakes when they happen	7.5	7.7	7.6	6.7↓
Peel staff respond promptly when I make a request	n/a	n/a	7.7	7.1↓
Peel staff make a sincere effort to help	n/a	n/a	8.0	7.3↓
Peel staff are respectful	n/a	n/a	8.4	7.6↓
I can readily access any Regional service that I need	n/a	n/a	7.8	7.3↓

↑↓ indicates significant increase/decrease from 2011

The process of developing the resident Trust & Confidence model was similar to the method of developing the resident Service Satisfaction model (factor analysis, regression, opportunity analysis).

Factor analysis identified four areas impacting Trust & Confidence in Peel: interactions with Peel Staff, Method of Contacting Peel, the Service Experience, and Quality of Life. Of these, the most impactful area is Peel Staff. At a distant second are Services and Quality of Life, and finally, Method of Contact has the least impact on Trust & Confidence overall. The model as a whole accounts for 64% of the variance in overall satisfaction. Coloured circles indicate results from the Opportunity Analysis which weighs the relative importance of performance and impact.

FIGURE 35 PEEL RESIDENT TRUST AND CONFIDENCE MODEL



Interactions with Peel Staff have the most impact on residents’ Trust & Confidence in the Region, but satisfaction scores are currently low, relative to other areas. Note, too, that satisfaction scores have declined significantly relative to 2011. It has, therefore, been identified as an Area to Improve for the Region. In terms of specific improvements the Region can make to increase satisfaction with Staff interactions, the primary area of focus relates to staff responding promptly when a resident make a request. In addition, the Region should maintain its current strength in the area of making a sincere effort to help residents.

While not as influential as staff, Services have been identified as an area of proactive maintenance. The impact of this area of residents’ overall Trust & Confidence in the Region is moderately high, relative to other areas, and its satisfaction score is strong. To maintain strong performance in this area, attention should be paid to relatively weak satisfaction scores with regional roads, and with water and wastewater billing.

When compared to Staff, Quality of Life has much less impact on residents’ Trust & Confidence in the Region. This is likely due to the fact that residents’ quality of life is impacted by a number of external factors that are beyond the Region’s control such as interactions with neighbors, family/work conflicts, the weather, etc. However, because external factors can have a ‘rub-off’ effect on residents’ impressions of the Regional government, Quality of Life has been included in the model. In this way, we are able to

quantify (to some extent) the relative impact of residents' perceived quality of life on their level of Trust & Confidence in the Region.

Contact with Peel has a weaker impact on Trust & Confidence in Peel. Analysis identifies it as an area where the status quo should be maintained (due to low relative impact and high relative satisfaction).

In order to examine what drives quality of life addition analysis was undertaken. Exploratory factor analysis demonstrated that contact, services, the state of the Canadian economy and the state of the Ontario Health Care system loaded onto the Quality of Life factor. As shown in the model, the two areas that have the most impact on residents' Quality of Life are: the Ontario health care system and local services: roads, water quality, and garbage and recycling services. Of these two areas, the health care system has a stronger relative impact. In the opportunity analysis, however, both the health care system in Ontario and the state of the Canadian economy were identified as areas for priority improvement. In other words, they have strong impact on residents' Quality of Life and received lower satisfaction scores relative to satisfaction with the Services offered by Peel.

Recommendations

- 1. Respond to clients promptly.** Region of Peel Staff have the greatest impact on Trust and Confidence in the Region but scores have declined significantly since 2011. Responding to residents' request promptly is an area that should be improved.

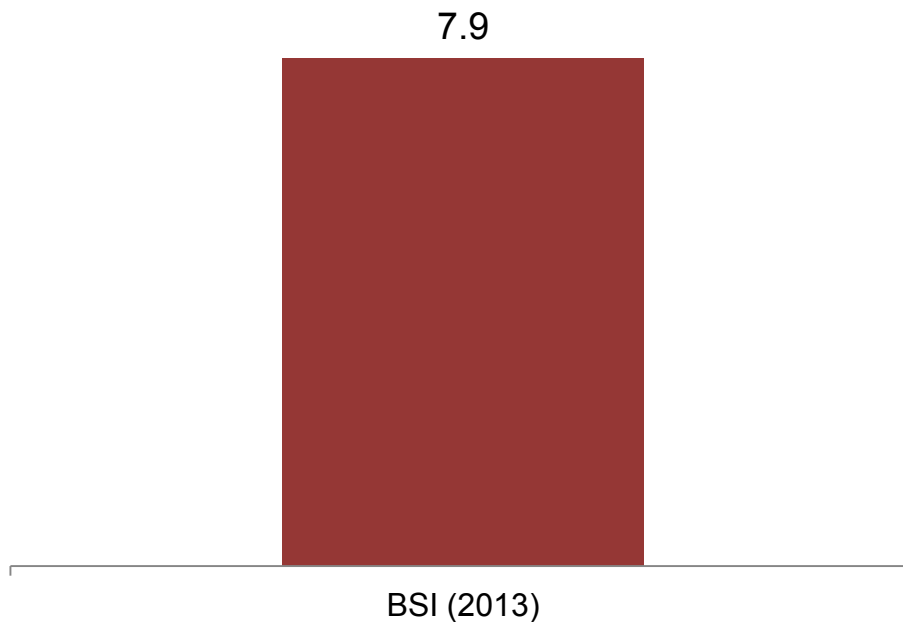
SECTION 8: SURVEY OF REGION OF PEEL BUSINESSES

8.1 The Business Satisfaction Index

For the first time, in 2013 a satisfaction index was created for the Region of Peel's businesses (BSI). The BSI is calculated in the same fashion as the CSI with satisfaction with many aspects of Regional service delivery combined into a single satisfaction score weighted by the percentage of budget each service receives. A list of the services included in the BSI, along with their individual satisfaction scores can be seen in Table 13).

The BSI for 2013 was calculated to be 7.9, the same value as the CSI.

FIGURE 36 2013 BSI FOR REGION OF PEEL BUSINESSES



8.2 Individual Service Satisfaction Scores

The following satisfaction scores make up this the BSI for 2013. Scores for 2011 and 2013 are displayed along with whether the difference was significant.

TABLE 13 OVERALL SATISFACTION SCORES FOR INDIVIDUAL REGION OF PEEL SERVICES INCLUDED IN BSI CALCULATION

	2011	2013
Garbage Collection	8.6	8.1*
Recyclable Pick-up	8.7	8.1*
Collection of White Goods	8.3	7.5*
Community Recycling Centres	8.8	8.4
Water Quality	8.0	8.3*
Water and Wastewater Billing	-	7.3
Sewer Back-up Repair	-	6.7
Regional Roads	7.5	7.1*
Customer Contact Centres	7.6	7.6
Private Landlords	-	7.5
Early Learning Childcare Providers	-	6.3
Inspections	9.3	9.1*

* Score significantly different from 2011

TABLE 14 OVERALL SATISFACTION SCORES FOR INDIVIDUAL REGION OF PEEL SERVICES NOT INCLUDED IN BSI CALCULATION

	2011	2013
Region of Peel Website	8.0	7.4*
Road Construction	5.4	5.0

* Score significantly different from 2011

8.3 How to Increase Satisfaction

The primary difference between receiving high satisfaction scores and those receiving lower scores lies in the ability to satisfy businesses in the areas that matter to them most.

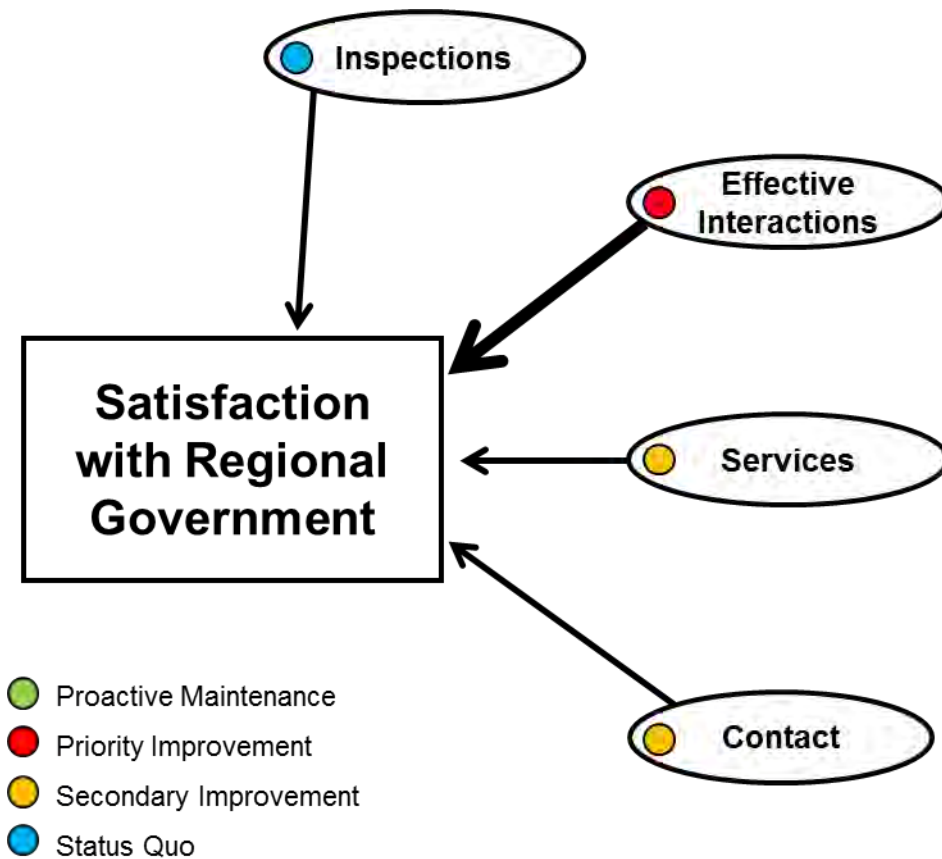
The objective of the service satisfaction model for Region of Peel businesses is to identify key drivers of satisfaction with the Regional Government of Peel. Factor analysis identified four main drivers that impact satisfaction with Regional government for Peel's businesses:

- Inspections (businesses who received inspections from the Region of Peel rated their experience);
- Effective interactions with Peel Government (Region of Peel's role in business environment);
- Services offered by Peel (Regional roads, water quality and water billing); and
- Methods of contacting Peel (Customer Contact Centres and Region of Peel Website).

The relative impact of each area on overall satisfaction is shown by the thickness of the arrow linking it to overall satisfaction. Effective Interactions with the Region is the most impactful, in terms of driving overall Satisfaction with the Region of Peel Government. The remaining areas, from greatest to least impact on satisfaction are the services provided by the Region, methods of contacting the Region of Peel and inspections.

The model as a whole accounts for 62% of the variance in overall satisfaction. Coloured circles indicate results from the Opportunity Analysis which weighs the relative importance of performance and impact.

FIGURE 37 REGION OF PEEL OVERALL BUSINESS MODEL OF REGIONAL SATISFACTION WITH GOVERNMENT



Based on low performance and high impact scores, relative to the other drivers, opportunity analysis shows that business' perceptions that their interactions with the Region of Peel are effective is an area for priority improvement where an increase in satisfaction will have the greatest impact raising overall satisfaction with Regional Government.

The services businesses receive and the ways they contact the Region are secondary priority areas for improvement based on their relatively low performance and impact scores.

Finally, inspections that businesses receive are a service where the status quo can be maintained base on high performance and low impact scores, relative to other drives.

Each driver of satisfaction is discussed in greater detail, below.

8.4 Effective Interactions – Priority Improvement

Business satisfaction with the effectiveness of their interaction with Region of Peel was the driver that had the greatest impact on overall satisfaction with Regional Government. Satisfaction within this area was low (7.1) compared to other drivers of satisfaction and for this reason it is a priority area to improve. The priority areas for improvement within Effective Interactions are Peel Government acting in an open and accountable manner and regional policies contributing to an even playing field based on the low performance and high impact scores for these drivers. There were no areas for proactive maintenance identified.

Priority Improvement:

- Regional policies and regulations contribute to an even playing field
- Regional Government conducts business in an open and accountable manner

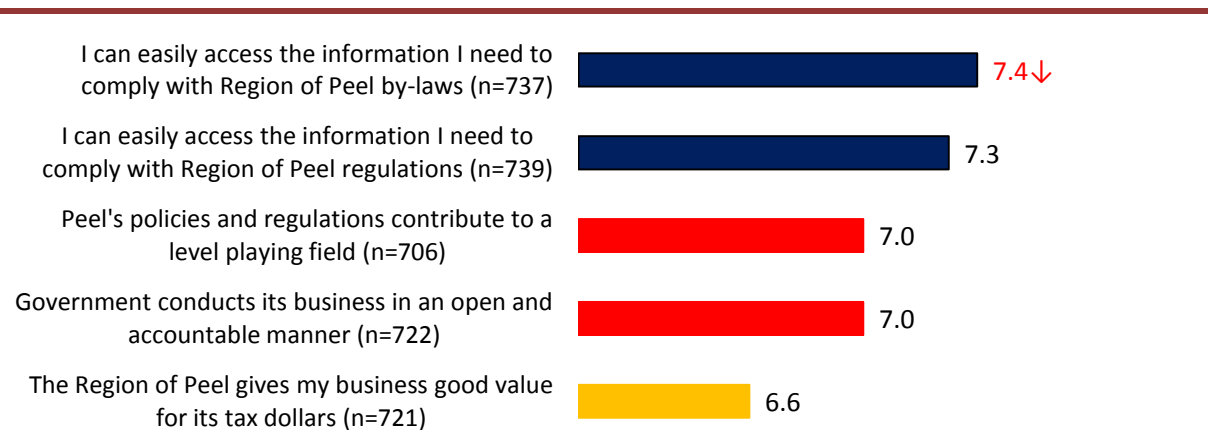
Secondary Improvement:

- Good value for Regional tax dollars

Status Quo:

- Ease of access: information to comply with Region of Peel by-laws
- Ease of access: information to comply with Region of Peel regulations

FIGURE 38 BUSINESS CLIENT SATISFACTION WITH BUSINESS ENVIRONMENT



↑↓ indicates significant increase/decrease from 2011

When mean satisfaction scores are compared across the four business groups, scores for businesses receiving inspections and those in the Region’s Business Improvement Areas scores declined significantly in 2013 relative to 2011 (for questions that appeared in both surveys). Social Housing and Early Learning Childcare Centres are new groups for the 2013 study. Scores for these business groups are similar to those for businesses receiving inspections and BIAs.

TABLE 15 BUSINESS ENVIRONMENT SATISFACTION RATINGS BY BUSINESS TYPE

	Inspections	BIAs	Social Housing	ELCC
Government conducts its business in an open and accountable manner	7.3 ↓	5.3 ↓	7.9	5.9
Peel's policies and regulations contribute to a level playing field	7.3 ↓	5.7 ↓	6.9	5.8
The Region of Peel gives my business good value for its tax dollars	6.8 ↓	5.4 ↓	6.7	5.6
I can easily access the information I need to comply with Region of Peel by-laws	7.5 ↓	6.1 ↓	8.0	6.5
I can easily access the information I need to comply with Region of Peel regulations	7.5	6.1	7.0	6.9

↑↓ indicates significant increase/decrease from 2011

8.5 Services – Secondary Improvement

The second strongest driver of satisfaction with the Regional Government is the collection of services that most businesses receive. This driver was a composite of satisfaction scores for water quality, water/wastewater billing and Regional Roads. Water/wastewater billing and Regional roads had relatively greater impact on businesses’ satisfaction with services. These two services also had lower performance score which makes them priority areas for improvement.

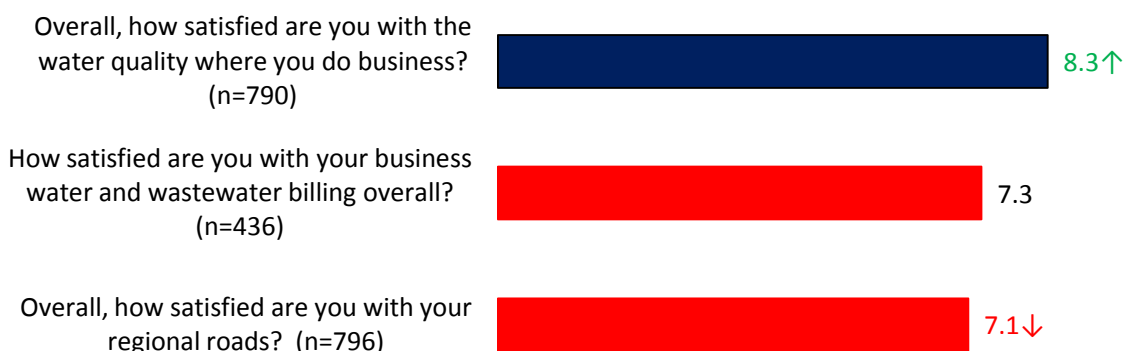
Priority improvement:

- Water/wastewater billing
- Regional roads

Status Quo:

- Water Quality

FIGURE 39 BUSINESS CLIENT SATISFACTION WITH REGIONAL SERVICES



↑↓ indicates significant increase/decrease from 2011

When mean satisfaction with these services are compared by business group scores declined significantly for Regional Roads since 2011 for both businesses receiving inspections and those in BIAs. Overall, satisfaction was highest with water quality for all business groups.

TABLE 16 BUSINESS CLIENT SATISFACTION WITH REGIONAL SERVICES BY BUSINESS TYPE

	Inspections	BIAs	Social Housing	ELCC
Regional Roads	7.2 ↓	6.5 ↓	7.8	7.0
Water Billing	7.4	6.9	*	6.5
Water Quality	8.5	7.1	8.1	8.2

↑↓ indicates significant increase/decrease from 2011

* results not shown for n<10

8.6 Contact with the Region of Peel – Secondary Improvement

Satisfaction with contacting the Region of Peel was the third most impactful driver of overall satisfaction with Regional Government for Peel Businesses.

This driver was a composite of satisfaction with the Region’s Customer Contact Centre and the Regional Website. Satisfaction with each channel was similar at 7.6 and 7.4, respectively.

FIGURE 40 BUSINESS CLIENT SATISFACTION WITH CHANNEL USED TO COMMUNICATE WITH THE REGION OF PEEL



↑↓ indicates significant increase/decrease from 2011

Scores were similar across each business group with the exception of Social Housing. Although the sample for this group was small they had the greatest mean satisfaction with both the website (8.0, n=10) and Customer Contact Centre (8.5, n=12). Businesses Inspection clients had the only score that declined significantly relative to 2011 - the Region’s website (7.4).

TABLE 17 SATISFACTION WITH CONTACT RATINGS BY BUSINESS TYPE

	Inspections	BIAs	Social Housing	ELCC
Region of Peel website	7.4 ↓	7.5	8.0	6.7
Customer Contact Centre	7.5	7.3	8.5	7.5

↑↓ indicates significant increase/decrease from 2011

8.7 Inspection Services – Status Quo

Inspection Services was the driver that had the least impact on businesses overall satisfaction with the Regional Government but still remains an important factor. Overall satisfaction with Inspection Services was declined significantly from 9.3 in 2011 to 9.1 in 2013. As this group made up a large part of the overall business sample it was possible to create a robust model of satisfaction with Inspection Services.

Five key drivers of overall satisfaction with Inspections were identified:

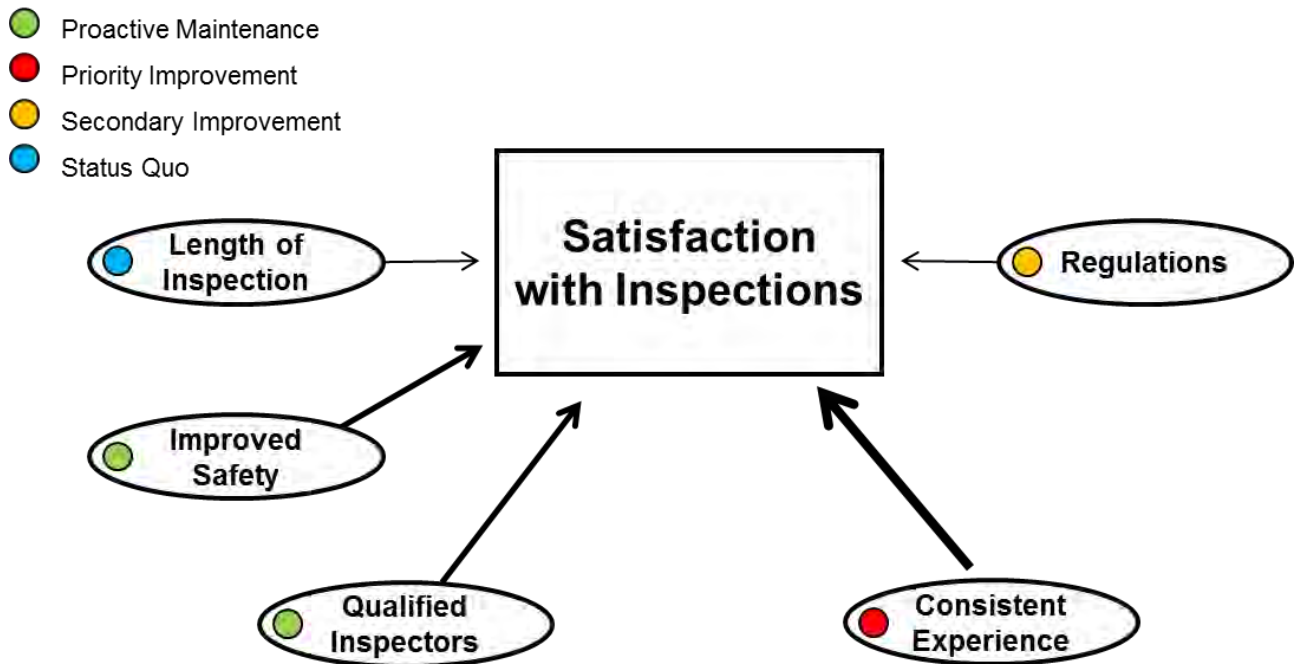
- length of the inspection;
- feeling that the inspection helping to improve safety;
- having qualified inspectors;
- having a consistent experience with inspectors; and
- Regional regulations.

The area with the most impact on overall satisfaction with inspections (shown by the thickness of the arrow) is having a consistent experience with different inspectors.

Having qualified inspectors and providing inspections that improve the safety of the business are the next most important drivers of satisfaction with inspections.

The length of the inspection and the inspection regulations both have lower levels of impact on overall satisfaction with inspections but remain important to overall satisfaction. The model as a whole accounts for 39% of the variance in overall satisfaction. Coloured circles indicate results from the Opportunity Analysis which weighs the relative importance of performance and impact.

FIGURE 41 REGION OF PEEL MODEL OF OVERALL SATISFACTION WITH INSPECTIONS



Opportunity analysis shows that businesses views that inspectors are qualified and improve the safety of their business are areas of strength based on relatively strong performance and impact scores when compared to the other drivers

The consistency of the inspection experience from visit to visit is an area for priority improvement based on the high impact and low performance score of this driver relative to the others.

Both the length of inspection and the regulation that businesses adhere to were drivers with lower relative impact. However, based on relative performance, the length of inspections is an area where the status quo can be maintained and the regulations are a secondary area for improvement.

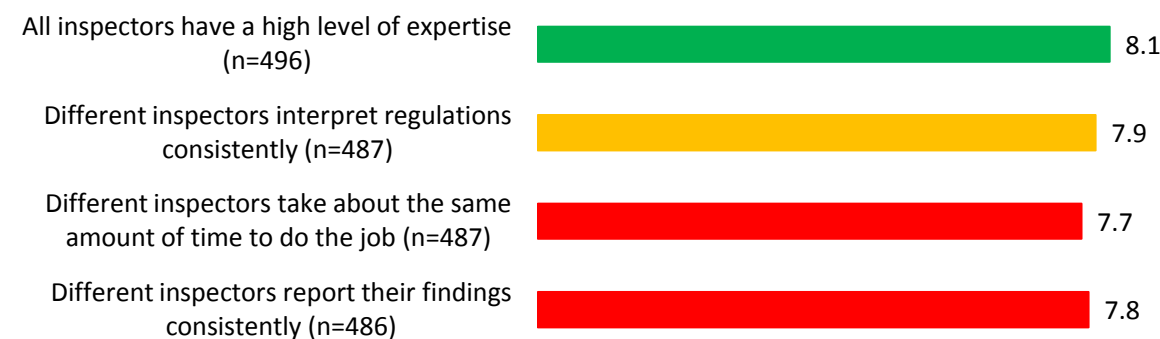
8.7.1 Consistent Experience with Inspectors – Priority Improvement

Having a consistent experience from one inspection to the next had the most overall impact on businesses’ satisfaction with inspections but is an area for priority improvement based on its low performance score relative to the other drivers of satisfaction with inspections.

Scores were stable compared to 2011. Two areas for priority improvement, based on relatively low satisfaction and high impact scores, were inspectors taking about the same amount of time to do the job and inspectors reporting their findings consistently. Additional training on standard practices would help to ensure experiences with inspectors are more consistent. Staff should also explore whether there are any common practices for which no standard exists and consider the benefit of developing one.

The level of expertise of inspectors received the highest satisfaction rating and also had a high impact score, making it an area of strength that should be proactively maintained.

FIGURE 42 BUSINESS CLIENT SATISFACTION WITH CONSISTENCY OF INSPECTION EXPERIENCES



↑↓ indicates significant increase/decrease from 2011

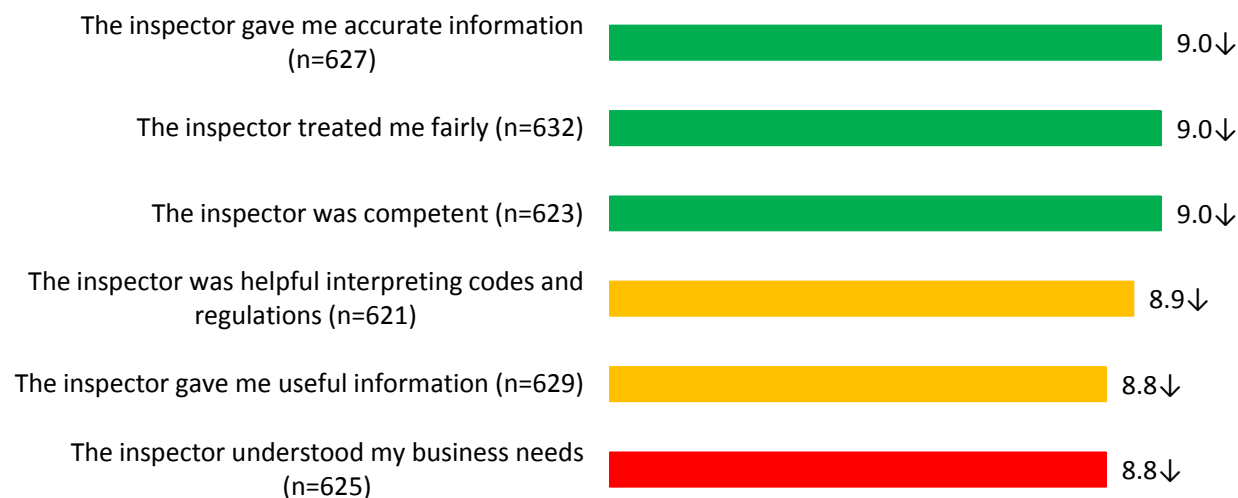
8.7.2 Qualified Inspectors – Proactive Maintenance

Peel businesses see inspectors as qualified. Due to the relatively high impact and satisfaction scores for inspectors, this is an area that should be proactively maintained. Scores for Inspectors themselves are highest when compared to other drivers of satisfaction in the model but have all declined significantly compared to 2011.

Within this driver, performance and impact scores were relatively high for the inspector’s competency, giving accurate information and treating the client fairly. Another area with high impact but a relatively low score is inspectors understanding the needs of the businesses they inspect. The rapport of the Region of Peel’s Inspectors with the businesses with which they interact should be reinforced and cultivated.

A priority area for improvement lies in the inspectors’ understanding of the individual business’s needs, based on relatively high impact and low performance scores for this driver. This could be overcome through training providing inspectors with a good understanding of the business needs of the business they inspect as well as case histories to review.

FIGURE 43 BUSINESS CLIENT SATISFACTION WITH INSPECTORS



↑↓ indicates significant increase/decrease from 2011

8.7.3 Improved Safety – Proactive Maintenance

Peel business owners see value in the inspections that are provided by the Region. Mean agreement that inspections improved the safety of the participants' businesses was 7.9, a significant decrease from 8.7 in 2011. This has a moderate impact on their overall satisfaction and shows that they view the process as cooperative rather than adversarial.

FIGURE 44 BUSINESS CLIENT SATISFACTION WITH IMPROVED SAFETY AS A RESULT OF INSPECTIONS



↑↓ indicates significant increase/decrease from 2011

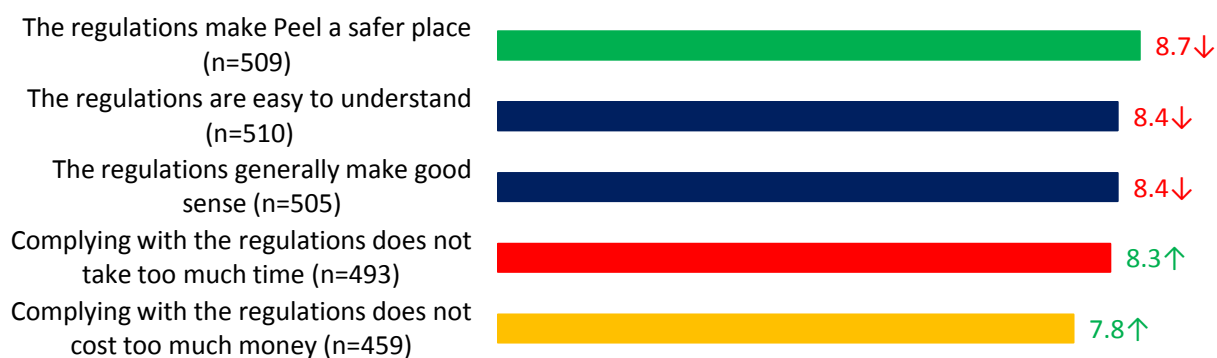
8.7.4 Regulations – Secondary Improvement

The regulations within which businesses operate in the Region of Peel received relatively low performance and impact scores and is an area for secondary improvement.

Similar to seeing inspections as making their business safer, Peel businesses mean agreement is high, relative to other drivers, that the regulations make the Region a safer place (8.7), although this score declined significantly compared to 2011. Based on the relative high performance and impact of this driver the perception that Peel’s regulations make the Region a safer place is an area that should be proactively maintained by communicating with businesses on the reasons behind regulations.

Based on a relatively low performance and a high impact score, Peel businesses’ perception that complying with regulations does not take too much time (8.3) was identified as a priority area for improvement. However, the rating for this question increased significantly relative to 2011.

FIGURE 45 BUSINESS CLIENT SATISFACTION WITH REGULATIONS



↑↓ indicates significant increase/decrease from 2011

8.7.5 Length of Inspection – Status Quo

The amount of time it takes for an inspection to be completed had low impact and but high performance scores, relative to the other drivers of satisfaction with inspections, and is an area where the status quo should be maintained.

The mean satisfaction score for the time an inspection took was 8.6 indicating that the businesses do not feel that the time taken to complete the inspection is too great. However, is significantly down from 8.9 in 2011.

FIGURE 46 BUSINESS CLIENT SATISFACTION WITH LENGTH OF INSPECTION

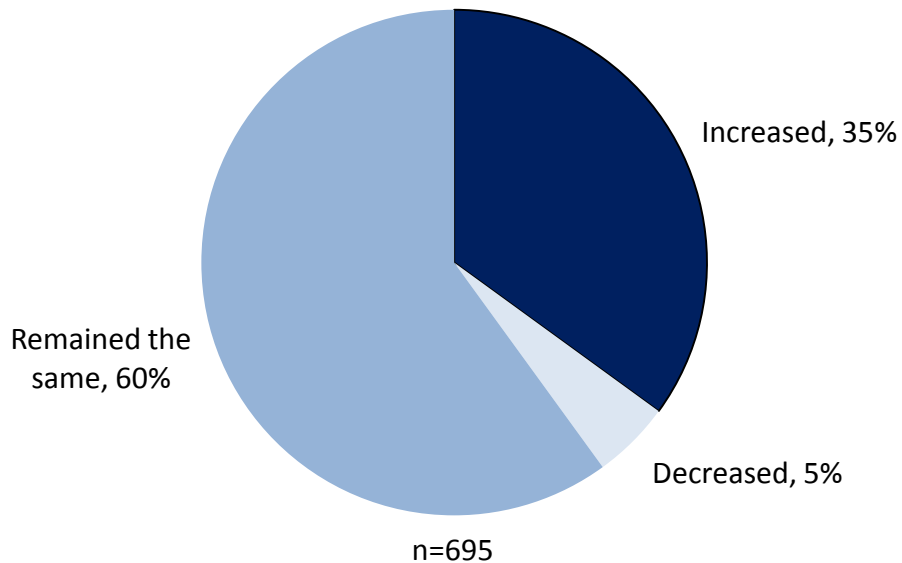


↑↓ indicates significant increase/decrease from 2011

8.8 Regulatory Burden

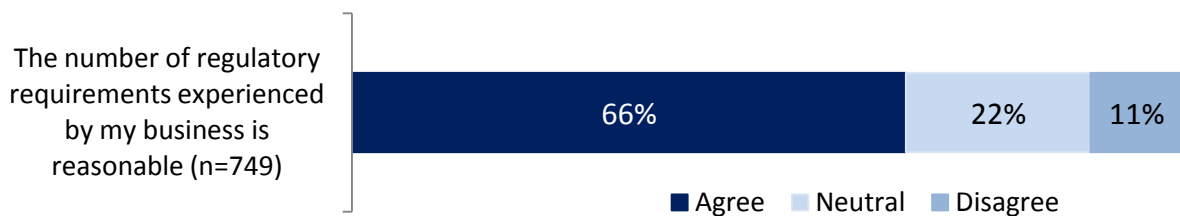
While not included in the model of satisfaction with Regional government, the regulatory burden that businesses face was also a key part of the survey. In all, 35% of businesses reported that over the past three years their regulatory burden had increased, while 60% said it remained the same and 5% said that it decreased.

FIGURE 47 CHANGE IN REGULATORY BURDEN IN THE LAST THREE YEARS



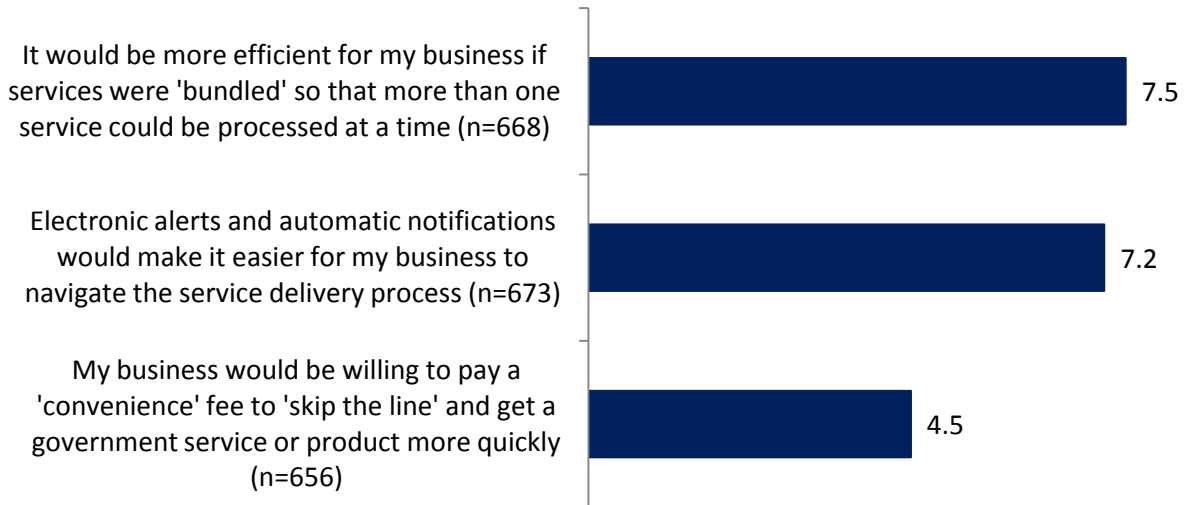
However, 66% of businesses agreed that the number of regulatory requirements they experience is reasonable. Only 11% of businesses felt that the regulatory burdens they face are unreasonable

FIGURE 48 REASONABLENESS OF REGULATORY BURDEN



Peel businesses were presented with strategies to decrease their regulatory burden. Mean agreement was highest that it would be more efficient for their business if services were bundled so that more than one service could be processed at a time (7.5). Businesses agreed the least that they would be willing to pay a ‘convenience’ fee to ‘skip the line’ and get a government service or product more quickly (4.5).

FIGURE 49 BUSINESS CLIENT VIEWS ON STRATEGIES TO DECREASE REGULATORY BURDEN

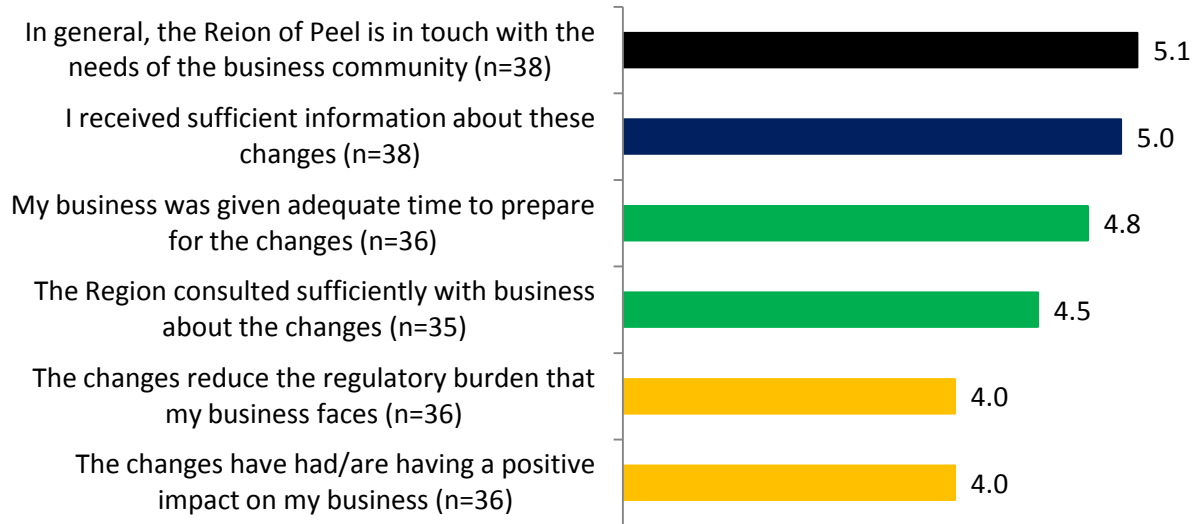


A small group of survey participants indicated that there had been changes to the Regional policies or regulations that affected their business within the last year. Opportunity analysis was conducted to examine how to increase businesses’ perception that the Region of Peel is in touch with the needs of the business community.

Areas for proactive maintenance are providing businesses with enough time to prepare for the change (4.8) and consulting sufficiently with businesses about upcoming changes (4.5). These are areas to proactively maintain because their scores and impact on seeing the Region as in touch with the business needs of the community were high relative to other attributes, although their absolute values were low.

Secondary areas for improvement are reducing the regulatory burden that businesses face (4.0) and introducing changes that have a positive impact on businesses (4.0) based on their low impact and performance scores relative to other services.

FIGURE 50 BUSINESS CLIENT SATISFACTION WITH CHANGES TO POLICIES OR REGULATIONS



8.9 Recommendations

1. **Explore new ways to communicate with the Region’s businesses.** Explore ways to promote a greater sense of business community. For example, develop a business newsletter that clearly articulates rationale for changes to policies, regulations and other important information that would allow businesses to plan for the future.
2. **Provide additional training to inspectors.** Focus on ensuring the experience is consistent, regardless of the inspector dealt with. Train inspectors to have a good understanding of the business needs of the business they inspect (case histories).
3. **Make complying with regulations easier.** Explore options to reduce “red tape”, particularly through “bundling” of services so multiple services can be processed at once or through sending automatic alerts or notifications to ease the service delivery process for businesses



APPENDIX A: SURVEY INSTRUMENTS

Region of Peel Client Satisfaction Survey, 2013

by R.A. Malatest & Associates

Survey 1:
General Population/Public Works Survey

Telephone Introduction

Good morning/afternoon/evening,

My name is _____ and I am calling from R.A. Malatest & Associates on behalf of the Region of Peel.
[Interviewer note (if required): your regional government for Brampton/Caledon/ Mississauga]

You should have received a letter from the Region in the last week or so telling you that we would be calling. Peel Region hired us to ask you about the services they provide and get your feedback on what could be improved. The services are basic things that you come across everyday e.g. Garbage collection, Roads, Public Health, Recycling, Ambulance Services, etc.

Your answers will be completely confidential. (We only provide the Region with the data we collect - not your name or anything that would identify your responses.)

The questions take about 15 minutes, are you 18 years of age or older and do you have time to go through them now? **Interviewer note: If the person is not 18 years of age or older, please ask for someone in the household who is.**

If not, I can make an appointment to call you back at a time that's convenient for you or I can send you a link to complete the survey online.

- Yes (**Continue**) Thank you! Please note that this call may be recorded for quality control purposes. The information you provide will be collected in accordance with the Privacy Act and other applicable privacy laws. Call back (**Schedule Time and Request to send zmail invite**)

Zmail Script

[Interviewer note: Contact at Peel: Chine Nkado, 1 888 919 7800 or 1 905 791 7800 Ext 4156 Project Leader, Office of Strategic Innovation and Policy

MRIA (Marketing Research Intelligence Association) registration number: 20130402-760P. Call MRIA at: 1-888-602-6742

The information you provide is strictly confidential and anonymous.

Zmail Script

Subject Heading: Peel Public Works Survey

Hello,

The Region hired us (R.A. Malatest & Associates) to ask you about the services they provide and get your feedback on what could be improved. These services are basic things that you come across everyday e.g. Garbage collection, Roads, Public Health, Recycling, Ambulance Services, etc. The survey will take approximately 15 minutes to complete.

Your participation is entirely voluntary. The Region of Peel will not know if you participated in the survey, and all answers that you provide will remain strictly confidential. We only provide the Region with the data we collect – not your name or anything that would identify your responses. There will be no effect on the services you personally receive as a result of choosing not to participate or as a result of any answers that you may provide.

To participate, please click on the following link: [Insert Link]

You will need to enter the following access code: [Insert Code]

We thank you in advance for your participation in the study.

Sincerely,

Chine Nkado

R.A. Malatest for the Region of Peel, 2013

Region of Peel - Project Leader, Office of Strategic Innovation and Policy

Should you have any additional questions, please feel free to contact the Region of Peel regarding this survey please phone Chine Nkado at 1 888 919 7800 or 1 905 791 7800 and enter extension 4156.

To confirm the validity of this survey with the Marketing Research Intelligence Association (MRIA) please phone 1-888-602-6742 and give the studies registration number: 20130402-760P.

Online Introduction

Welcome to the **Region of Peel's Enterprise-wide Public Works Survey!** The Region hired us (R.A. Malatest & Associates) to ask you about the services they provide and get your feedback on what could be improved. These services are basic things that you come across everyday e.g. Garbage collection, Roads, Public Health, Recycling, Ambulance Services, etc. The survey will take approximately 15 minutes to complete.

Your participation is entirely voluntary. The Region of Peel will not know if you participated in the survey, and all answers that you provide will remain strictly confidential. We only provide the Region with the data we collect – not your name or anything that would identify your responses. There will be no effect on the services you personally receive as a result of choosing not to participate or as a result of any answers that you may provide.

Please note that, at any point in the survey, you can return to any of the previous screens by using the survey navigation buttons at the bottom of each screen. You can also exit the survey at any time and return to finish the survey at a later date. All of the information that you have entered will be saved if you decide to exit the survey. When you return you will be taken directly to the last question you answered. To return to the survey please enter the following web address into the address field in your web browser: www.peelpublicsurvey.malatest.net. You will also need to re-enter your access code: [telkey].

If you have any questions or require help to complete the online survey, please call R.A. Malatest & Associates at 1-855-688-1142 (toll free), or e-mail m.jackson@malatest.com for assistance. To contact the Region of Peel regarding this survey please phone Chine Nkado (**Region of Peel - Project Leader, Office of Strategic Innovation and Policy**) at 1 888 919 7800 or 1 905 791 7800 and enter extension 4156.

To confirm the validity of this survey with the Marketing Research Intelligence Association (MRIA) please phone 1-888-602-6742 and give the studies registration number: 20130402-760P.

Are you 18 years of age or older and do you agree to participate in the survey?

- 1 Yes **[Continue]**
- 2 No **[Thank you and end the interview]**

a7 To begin, do you or any member of your immediate family (spouse and children) work for the Town of Caledon, City of Brampton, City of Mississauga, or the Region of Peel?

- 1 Yes **[Thank you and end the interview]**
- 2 No **[Continue]**

a4 In which of the following municipalities you reside?

- 1 Brampton
- 2 Caledon
- 3 Mississauga
- 4 None of the above

a6 What is your gender (Surveyors – do not ask)

- 1 Female
- 2 Male
- 3 Prefer not to answer

a7.1 What type of residence do you live in?

- 1 House/townhouse/duplex

- 2 Apartment/condominium
- 3 Other **Please specify** _____
- 4 NA

a7.2 Do you own or rent your accommodation?

- 1 Own
- 2 Rent
- 3 Other
- 9 Refused

A. USE OF SERVICES AND SATISFACTION

I would like to ask your opinion about some Peel services.

Garbage and recycling

a29 The first few questions are about garbage and recycling. First, do you live...

- 1 In a residence where you put your garbage at the curb,
- 2 In a residence with a central disposal site (apartment buildings etc)
- 3 OR Do you dispose of your garbage in some other way **[Skip to Community Recycling Centres (a33)]**

[If a29=code 1, ask a30, q1, q2]

Curbside pickup only

a30 On a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with the curbside garbage and recycling collection system overall?

	Very dissatisfied				Very satisfied	DK/NA
	1	2	3	4	5	___

q1 Have you seen the brochure on garbage pickup and recycling that came in the mail in March of this year?

- 1 Yes
- 2 No **[Skip to a33]**
- 3 Not sure **[Skip to a33]**

[If "yes" (code 1) at q1, ask q2]

q2 How useful was it?

- 1 Very useful
- 2 A little bit useful
- 3 Not useful

[If a29=code 2, ask a31 and a32]

Central disposal only

a31 On a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with the location of the central disposal unit that you use?

1 2 3 4 5 ___

a32 How satisfied are you with the signs that are in place for the central disposal unit at your residence? **[Interviewer note: Please use the 5 point scale where 1 is very dissatisfied and 5 is very satisfied]**

1 2 3 4 5 ___

Community Recycling Centres

a33 Have you visited a Community Recycling Centre (CRC) in the past 12 months?

- 1 Yes
- 2 No **[Skip to Water Quality at Q1.1]**

q5 Based on your experiences during this visit (or these visits), how satisfied are you with Peel's CRCs? **[Interviewer note: Please use the 5 point scale where 1 is very dissatisfied and 5 is very satisfied]**

1 2 3 4 5 ___

Water quality

[Ask Caledon residents only]

- Q1.1 Do you use well water or municipal water at home?
- 1 Well water **[Skip to Waste Water q6]**
 - 2 Municipal water **[Skip to Roads at Q1.2]**
 - 3 DK/NA **[Skip to Roads at Q1.2]**

[If Q1.1=3 (DK/NA), ask Q1.2]

- Q1.2 Do you receive a water bill from the Region of Peel?
- 1 Yes
 - 2 No
 - 3 DK/NA

[If Q1.1=2 (municipal water) or Q1.2=1 (yes), ask Q1.3]

- Q1.3 Do you drink the tap water at home?
- 1 Always **[Skip to a35]**
 - 2 Sometimes **[Skip to a35]**
 - 3 Never
 - 4 DK/NA **[Skip to a35]**

[Ask if Q1=code 3 (Never)]

Q1b Why do you never drink the tap water? **Please specify** _____

Q1b.1 On a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with the...

		Very dissatisfied			Very satisfied		DK/NA
	[Rotate list]	1	2	3	4	5	_____
a35	Taste of the tap water where you live	1	2	3	4	5	_____
a36	Odour/smell of the tap water where you live	1	2	3	4	5	_____
a37	Water pressure where you live	1	2	3	4	5	_____
Q2a4	Appearance and colour of the tap water where you live	1	2	3	4	5	_____
Q2a5	Safety of your tap water	1	2	3	4	5	_____

a38 And overall, how satisfied are you with your water quality?

Very dissatisfied 1 2 3 4 5 **Very satisfied**

Q4a Do you treat your tap water?

- 1 Yes
- 2 No **[Skip to aQ3]**
- 3 DK/NA **[Skip to Q3]**

Q4a.1 How do you treat your tap water? **[Interviewer note: read options] Please select all that apply**

- 1 In-tap filtration device
- 2 Fridge-filter
- 3 Boil water
- 4 Other **(Please specify)** _____
- 5 No water treatment device at home **[Skip to a41]**

Q4b Why do you treat your water at home? **[Interviewer note: read options] Please select all that apply**

- 1 Soften the water
- 2 Remove chemicals
- 3 Remove unwanted substances
- 4 Improve taste
- 5 Other: _____

Q3 What is the best way for the Region of Peel to communicate water quality information to residents?

[Interviewer note: read options] [Allow one selection only]

- 1 Regional website
- 2 Newspaper
- 3 Surveys (via phone or door to door)

- 4 Water bill
- 5 Other **(Please specify)** _____

Water billing

[Skip to waste water (q6) if apartment dwellers (a7.1=code 2) and/or well water (Q1.1=code 1)]

- a41 Do you receive your water and wastewater bill...
- 1 By mail
 - 2 Electronically
 - 3 Do not receive a water bill **[Skip to Meter Repair/Upgrade (a45)]**
 - 4 Don't know **[Skip to Meter Repair/Upgrade (a45)]**

a41.1 On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how would you rate the following?

		Strongly disagree			Strongly agree		DK NA
[Rotate list]							
a120	My water/wastewater bill is easy to understand	1	2	3	4	5	___
a121	My bill has all the information I need	1	2	3	4	5	___
a122	The amount I pay for water/wastewater is good value for the money	1	2	3	4	5	___

[Ask f1 if a121=code 1, 2 or 3]

- f1 Would you like to receive additional information related to your water bill?
- 1 Yes
 - 2 No **[Skip to a44]**

[Ask f1a if f1=yes (code1)]

		Yes	No	DK NA
f1a	Would you like information about...			
f2	The different bill payment options	1	2	___
f3	[Skip if a41=2] Receiving your bill electronically	1	2	___
f4	The charges on your bill	1	2	___
f5	Ways to conserve water	1	2	___
f6	Standard service charges	1	2	___
f7	Peel's website [Interviewer note: www.peelregion.ca]	1	2	___
f8	Other (Please specify) _____			

a44 On a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied how satisfied are you with your water and wastewater billing overall?

Very dissatisfied 1 2 3 4 5 **Very satisfied**

Waste water

[Skip to meter repair/upgrade (a45) if not on sewer back-up list (to be provided).]

q6 Have you experienced a basement flood or sewer backup in the past 12 months? **[Interviewer note: either on the street or in your basement]**

- 1 Yes
- 2 No **[Skip to a45]**

[If q6=1, ask q6.1]

q6.1 **[Interviewer note: read each option below]**

	Yes	No	DK NA
1 Did your storm sewer back up outside on the street or lawn [Interviewer note (do not show online): respondent would not have been charged for this service]	1	2	___
2 Did your sanitary sewer back up into your basement through the floor drain	1	2	___
3 Did storm water enter your basement from windows/cracks in walls/perimeter [Interviewer note (do not show online): may involve a charge to resident – if problem was on resident's property]	1	2	___

q7 When you experienced the basement flood or sewer backup, how did Peel become involved? **[Interviewer note: read each option below]**

- 1 You identified the problem and call the Region of Peel, the City or Town; or
- 2 Peel called you; or
- 3 A work crew showed up to make repairs
- 4 DK/NA

q8 How long did it take for a Regional Representative to arrive?

- 1 Within one hour
- 2 Between one and two hours
- 3 Same day
- 4 Next day
- 5 Longer
- 6 No one ever came
- 7 DK/NA

q9 Was there damage to your property?

- 1 Yes – minor
- 2 Yes – major
- 3 No

q9.1 Did you file a damage claim with the Region, City or Town?

- 1 Yes
- 2 No
- 3 DK/NA

q10 Did you have to pay any of the cost?

- 1 Yes
- 2 No

[If q10=1, ask q10.1]

q10.1 Did you understand why you were billed for the service?

- 1 Yes
- 2 No
- 3 DK/NA

[If q10=1, ask q11]

q11 On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree how much do you agree or disagree that the cost to repair the basement flood or sewer backup was reasonable?

Strongly disagree 1 2 3 4 5 **Strongly agree**

q12 On a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied were you with the way that Peel handled things, overall?

Very dissatisfied 1 2 3 4 5 **Very satisfied**

q12.1 In the past 12 months, have you had any contact with the Region of Peel regarding a sewer odour at your residence?

1 Yes 2 No 3 DK/NA

[If q12.1=1 ask q12.2]

q12.2 Overall how satisfied were you with how your complaint or enquiry regarding the sewer odour was handled by the Region of Peel? **[Interviewer note: (read if necessary) "On a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied"]**

Very dissatisfied 1 2 3 4 5 **Very satisfied**

q12.3 In the past 12 months, have you had any contact with the Region of Peel regarding the excavation and repair of a sewer line in front of your residence?

1 Yes 2 No 3 DK/NA

[If q12.3=1 ask q12.4]

q12.4 Overall how satisfied were you with how the Region of Peel performed their construction activities related to the excavation and repair of the sewer line in front of your residence? **[Interviewer note: (read if necessary) "Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied"]**

Very dissatisfied 1 2 3 4 5 **Very satisfied**

Meter repair/upgrade

[Skip to Roads (a47) if not on meter repair/upgrade list (to be provided)]

a45 Was your water meter repaired or replaced in the past 12 months?

1 Yes 2 No **[Skip to a47]**

a46 Overall how satisfied were you with the meter repair or replacement? **[Interviewer note: (read if necessary) "Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied"]**

Very dissatisfied 1 2 3 4 5 **Very satisfied**

Roads

The Region of Peel is responsible for maintenance and construction of major roadways. In your area, the Regional roads include: **[Note for interviewers: read names roads using list of roads supplied].** **[Program list TO BE PROVIDED]** Thinking of just these roads on a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with (where 1 is very dissatisfied and 5 is very satisfied):

On a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with:

		Very dissatisfied			Very satisfied	Very DK/NA	
	[Rotate list]						
a47	Snow removal on these roadways	1	2	3	4	5	___
a48	Maintenance of the roadways (smooth surface, no pot-holes)	1	2	3	4	5	___
a50	Traffic related signs (speed limits, stop signs, etc)	1	2	3	4	5	___
a51	Traffic signals	1	2	3	4	5	___
a52	Volume of traffic - congestion - your ability to get where you want, when you want	1	2	3	4	5	___

a53 Overall how satisfied are you with your regional roads? **[Interviewer note: (read if necessary) "Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied"]**

Very dissatisfied 1 2 3 4 5 **Very satisfied**

Other services

I am now going to ask you about some more specialized services. Please tell me if you have used the service in the past 12 months and your rating on the same satisfaction scale. Please include services that members of your household have used -- as long as you are familiar with their experience.

[Interviewer note: for all satisfaction rating questions from f54.2 to f13, read if necessary: "Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied"]

[Programmer note: anchor endpoints of all rating questions (1=Very dissatisfied; 5=Very satisfied) and include DK/NA option]

Public Health services

The next few questions are about services for children:

a54 Do you have children 18 or under living with you?

- 1 Yes **[Continue]** 2 No **[Skip to QN1]**

a54.1 Did you or your child/children get a vaccination (e.g., flu shot) in the past 12 months?

- 1 Yes **[Continue]** 2 No **[Skip to QN1]**

a54.2 How satisfied were you with the vaccination experience?

- 1 2 3 4 5 ____

PAMA

QN1 Have you heard of the Peel Art Gallery Museum and Archives (PAMA)?

- 1 Yes 2 No **[Skip to a78.1]**

QN2 How did you find out about PAMA? **[Interviewer note: prompt as required]**

- 1 I always knew about it, or can't remember
2 Peel website
3 Telephone book
4 Friend or neighbour
8 Something that came in the mail
9 Saw a poster or posted notice or mobile sign
10 Read about it in a newspaper, heard about it on the radio, TV
12 Other **(Please specify)** _____

QN3 Have you or your family visited PAMA in the past 12 months?

- 1 Yes 2 No **[Skip to a78.1]**

QN4 What services did you access at PAMA? **[Interviewer note: read options] Please select all that apply.**

- 1 General visit **[Skip to QN7]**
2 Drop in program **[Skip to QN7]**
3 Registered Program (Child, Adult or Family) **[Continue at QN5]**
4 My child visited on a school trip (e.g., Archaeological student tour) **[Skip to QN7]**
5 Facility Rental (i.e., wedding) **[Skip to QN7]**

QN5 Which program or programs did you participate in? Programs for... **[Interviewer note: read options] Please select all that apply.**

- 1 Children **[Continue at QN6 – read Children's Programs options]**
2 Adults **[Continue at QN6 – read Adult Program options]**
3 Families **[Continue at QN6 – read Family Program options]**
4 Don't Know **[Continue at QN6 – read all options]**
5 Not Applicable **[Continue at QN6 – read all options]**

QN6 Which specific program or programs? **[Interviewer note: read appropriate options] Please select all that apply.**

[Online survey heading: Children's Programs] [Interviewer note: read list only if required]

- 1 Culture Club
2 Break-out! PA days at PAMA

- 3 March Break Camp: This Land is our Land
 4 Other Children's Programs (**Please specify**) _____

[Online survey heading: Adult Programs] [Interviewer note: read list only if required]

- 5 Explore Creative Writing
 6 Life Stories: A Nine Week Adventure in Writing
 7 PAMA General Tours
 8 Concert In Chambers
 9 Adult Art Sampler
 10 Inside Out: Reverse Appliqué & Embroidery Demo
 11 Steampunk Jewellery Workshop
 12 PAMA Blooms: Gardening Series
 13 Connections: Art and Book Club
 14 Enter the Landscape (lecture)
 15 The Flowers of Downtown Abby
 18 Bling it on! Jewellery Making Workshop
 19 Artist & Curator Talks
 20 Other Adult Programs (**Please specify**) _____

[Online survey heading: Family Programs] [Interviewer note: read list only if required]

- 21 Valentines Family Workshop
 22 Wild Neighbours: Family Talk
 23 Pajama Party!
 24 Family Workshop: Bracelet Bonanza!
 25 **Family Workshop: Mother's Day Cards**
 26 Rock on! Adventures in Rock-Hunting in Peel
 27 Other Family Programs (**Please specify**) _____
 28 Any other program (**Please specify**) _____
 29 **Don't Know**

QN7 On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree with the following statements about the Peel Art Gallery Museum and Archives (PAMA)?

Rotate (except overall satisfaction statement):		Strongly disagree		Strongly agree		DK NA	
		1	2	3	4	5	_____
AN1	The building was easy to access	1	2	3	4	5	_____
AN2	It was easy to find parking	1	2	3	4	5	_____
AN3	PAMA offers convenient hours of operation	1	2	3	4	5	_____
AN4	PAMA offers a wide range of exhibits	1	2	3	4	5	_____
AN5	The staff at PAMA were knowledgeable	1	2	3	4	5	_____
AN6	The staff at PAMA were friendly	1	2	3	4	5	_____
AN7	PAMA provides good value for money	1	2	3	4	5	_____
AN8	Overall, I was satisfied with my experience at PAMA	1	2	3	4	5	_____

Contact with Peel

a78.1 Have you visited the Peel website in the past 12 months? (www.peelregion.ca)

- 1 Yes 2 No **[Skip to a300]**

a78.2 What did you go to the site for? _____

a78 How satisfied were you with this experience? If you have visited the Peel website more than once, please rate your satisfaction with your most recent visit. Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied

1 2 3 4 5 _____

a300. Have you ever used Region of Peel website to get services from or transact with government? This could include getting information, booking for a TransHelp ride, applying for social assistance for example.

- 1 Yes 2 No 3 DK/NA

a301. And, how likely is it that you will use Region of Peel website the next time you get services or transact with government?

Not very likely 1 2 3 4 5 **Very likely**

[If code "4, 5" at a301 ask a301.1]

a301.1 What do you think you will use the website for? _____

[If code 1, 2, or 3 at a301, ask a302 to a307. Otherwise, skip to a80.1]

a302. Why do you say that? **Please select as many as apply**

- | | |
|---|----|
| I do not have access to the Internet | 1 |
| I don't have access to high-speed Internet | 2 |
| I am not comfortable using the Internet | 3 |
| I don't need to use the Internet | 4 |
| Concerned about identity theft and website security | 5 |
| Concerned how the information you give may be used | 6 |
| Other (Please specify) | 98 |
| DK/NA | 99 |

a303. I'm going to read you a list of benefits or features that could be associated with getting services from government online. After each, I'd like you to tell me how much you agree or disagree that it would encourage you to use the Internet instead of other methods to get government services. 1 means you strongly disagree and 5 means you strongly agree. The first is ...

[Online version] Below is a list of benefits or features that could be associated with getting services from government online. After each, please indicate how much you agree or disagree that it would encourage you to use the Internet instead of other methods to get government services?

[Rotate list]	Strongly disagree			Strongly agree		DK/NA
a305 Being able to get the service faster	1	2	3	4	5	___
a306 If you had the option to telephone someone who could answer questions about the service while you were online	1	2	3	4	5	___
a307 If it was much easier to use and there were fewer steps involved in getting the service online compared to other methods	1	2	3	4	5	___

a80.1 Have you called the Region of Peel for service or information in the past 12 months? **[Interviewer prompt: Customer Contact Centre, 905-791-7800. The contact centre is the first point of contact for the Region's 11 main telephone numbers. You might have called this number regarding one of the following services: waste, health, TransHelp, water billing, Ontario works, housing, children's services.]**

1 Yes 2 No **[Skip to q14]**

a80.2 When you called the Region of Peel did you immediately receive the service you required or was your call transferred to another area?

1 I immediately received the service 2 I was transferred to another area 3 I don't remember

a80 How satisfied were you with the service or information you received?

[Interviewer note: (read if necessary) "Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied"] 1 2 3 4 5 ___

q14 Peel has a total of 5 customer service counters, two at the Peel Art Gallery, Museum and Archives (PAMA), 2 at 10 Peel Centre Drive and 1 at 7120 Hurontario Street Mississauga. Have you heard about any of the **Access Peel Counters**?

1 Yes 2 No **[Skip to q17]**

q15 Have you visited any of the **Access Peel Counters** in the past 12 months?

1 Yes 2 No **[Skip to q17]**

- q16 How satisfied were you with the service you got at the **Access Peel Counter**? [Interviewer note: (read if necessary) "Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied"] 1 2 3 4 5 ____
- q17 Have you heard of Peel's 2-1-1 telephone information service"? [Interviewer note: 2-1-1 is for non-emergency calls for information and/or referral to community, health and social services] 1 Yes 2 No [Skip to Section B: A Recent Experience with Peel]
- q18 Have you called 2-1-1 for information in the past 12 months? 1 Yes 2 No [Skip to Section B: A Recent Experience with Peel]
- q19 How satisfied were you the 2-1-1 service? [Interviewer note: (read if necessary) "Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied"] 1 2 3 4 5 ____

B. A RECENT EXPERIENCE WITH PEEL

[Each respondent will rate one service experience. Selection criteria for recent service is as follows:

Clients on lists supplied by Peel will be asked about that service; i.e.: waste water (sewer backup) or water meter repair/upgrade.

Respondents NOT in either list (i.e., gen pop] will be asked about one of the following services:

- Water quality – ask only if Q1.1 = code 2 or Q1.2 = 1
- Water billing – ask only if a41 = code 1 or 2
- Curbside pick-up – ask only if a29 = code 1
- Community Recycling Centres (CRCs) – ask only if a33 = code 1
- PAMA – ask only if QN3 = code 1
- Vaccination – ask only if a54.1 = code 1
- Roads – ask only if respondent doesn't qualify for any of the above services

If unlisted sample respondents qualify for more than one experience, prioritize the listed sample experience. Second priority is PAMA/vaccination. For respondents who qualify for both PAMA and vaccination, randomly select one (this may be changed if incidence of one type of experience is much lower than the other).

[Introduction for clients on sample lists supplied by Peel, respondents who visited PAMA, and respondents who had a vaccination]

- a81.1 I'm interested in hearing about your experience with the Region of Peel in connection with [the sewer backup you experienced in the past 12 months/your water meter repair or upgrade/your visit to PAMA/the vaccination you or your child/children had in the past 12 months]. What type of contact did you have with the Region of Peel when you accessed this service? [Interviewer note: Read and record all that apply] [Online: Please select all that apply.]

	Yes
In person, at an office or service counter	1
Telephone with a live agent	2
Automated telephone service	3
Region of Peel website	4
Email	5
Posted mail	6
Other (<i>Please specify</i>) _____	

[Automatically populate with a81.1 response if only one method selected (and skip question). If more than one method of contact mentioned, ask:]

- a81.2 And what was your *most recent* method of contact with the Region of Peel in connection with [the sewer backup you experienced in the past 12 months/your water meter repair or upgrade/your visit to PAMA/the vaccination you or your child/children had in the past 12 months]?
- | | |
|--|---|
| In person, at an office or service counter | 1 |
| Telephone with a live agent | 2 |
| Automated telephone service | 3 |

Region of Peel website	4
Email	5
Posted mail	6
Other (Please specify) _____	

[Introduction for all remaining gen pop]

a81.3 I'm interested in hearing about a recent experience you have had with the Region of Peel. Have you had contact with the Region in the past 12 months in connection with...

	Yes	No
[Water quality] The municipal tap water at your residence	1	2
[Water billing] Your water bill	1	2
[Curb-side pick-up] The Region's garbage pick-up service	1	2
[CRC] Your visit to a Community Recycling Centre (CRC) in the past 12 months	1	2
[Roads] The roads in your area	1	2

[If "no" or "NA" to all, skip to q29. Otherwise, continue a81.4]

[If more than one "yes" at a81.3, ask a81.4]

[For each "yes" at a81.3, ask:]

a81.5 What type of contact did you have with the Region of Peel in connection with...? **[Interviewer note: read options if necessary]**

[Only show the services selected at a81.3 – refer to each service per language used at a81.3 (e.g., water quality="the municipal tap water at your residence")]

	Water Quality	Water Billing	Curb-side	CRC	Roads
In person, at an office or service counter	1	1	1	1	1
Telephone with a live agent	2	2	2	2	2
Automated telephone service	3	3	3	3	3
Region of Peel website	4	4	4	4	4
Email	5	5	5	5	5
Posted mail	6	6	6	6	6
Other (Please specify)	_____	_____	_____	_____	_____
DK/NA	8	8	8	8	8

[If "DK/NA" to all, skip to q29. Otherwise, continue a81.6]

[Automatically populate with a81.1 response if only one method selected (and skip question). If more than one contact method mentioned at a81.5 ask:]

a81.6 What was your most method of contact with the Region of Peel in connection with...? **[Only show the services and types of contact selected at a81.5. Allow one selection only]**

	Water Quality	Water Billing	Curb-side	CRC	Roads
In person, at an office or service counter	1	1	1	1	1
Telephone with a live agent	2	2	2	2	2
Automated telephone service	3	3	3	3	3
Region of Peel website	4	4	4	4	4
Email	5	5	5	5	5
Posted mail	6	6	6	6	6
Other (Please specify)	_____	_____	_____	_____	_____
DK/NA	8	8	8	8	8

a81.7 What was the purpose of your contact with the Region of Peel?

Information	1
Problem/complaint	2
Other (please specify) _____	

Initial contact, getting information

[Only ask f14 and b37 if waste water (sewer backup) or water meter repair/upgrade]

f14 Was this the first time you had used this service?
 1 Yes 2 No

b37 How did you find out about [waste water (sewer backup)/water meter repair or upgrade] services?
[Interviewer note: prompt as required]

- 1 I always knew about it, or can't remember
- 2 Peel website
- 3 Telephone book
- 4 Friend or neighbour
- 8 Something that came in the mail
- 9 Saw a poster or posted notice or mobile sign
- 10 Read about it in a newspaper, heard about it on the radio, TV
- 12 Other

Access Experience

[Ask all]

a145.1 Thinking of your experience interacting with the Region of Peel via **[insert most recent method of contact (a81.2/a81.6)]** regarding **[the sewer backup you experienced in the past 12 months/your water meter repair or upgrade/your visit to PAMA/the vaccination you or your child/children had in the past 12 months, if not most recent service at a81.6]** how much do you agree with the following statements? Please use a 5 point scale where 1 is strongly disagree and 5 is strongly agree.

		Strongly disagree			Strongly agree	DK NA	
[Rotate list within each section (e.g., a145-149) except the overall satisfaction statement which should always be asked last]							
a145	I knew where to get the information I needed	1	2	3	4	5	___
a146	I received consistent information from all sources	1	2	3	4	5	___
a147	The process was easy (not much 'red tape' to deal with)	1	2	3	4	5	___
a148	The hours of service suited my schedule	1	2	3	4	5	___
a149	Getting access to staff was easy	1	2	3	4	5	___
[Ask a150 to a153 if a81.2 or a81.6=in person]							
a150	The Peel office was in a convenient location	1	2	3	4	5	___
a151	I waited a reasonable amount of time in line at a Peel office	1	2	3	4	5	___
a152	I had to tell my story or provide information only once						
a152.1	I dealt with a reasonable number of people	1	2	3	4	5	___
a153	Peel staff took the time required to explain things to me	1	2	3	4	5	___
a153.1	Overall, I was satisfied with my telephone experience at the office or service counter	1	2	3	4	5	___
[Ask a156 to a159 if a81.2 or a81.6=telephone agent]							
a156	I waited a reasonable amount of time to speak to someone on the phone	1	2	3	4	5	___
a157	I had to tell my story or provide information only once						
a157.1	I dealt with a reasonable number of people over the phone	1	2	3	4	5	___
a158	Peel staff took the time required to explain things to me	1	2	3	4	5	___
a159	My phone message was returned in a timely manner (If you did not leave a phone message, please select NA)	1	2	3	4	5	___
a159.1	Overall, I was satisfied with my experience on the telephone	1	2	3	4	5	___
[Ask a160 to a163.1 if a81.2 or a81.6=Region of Peel website]							
a160	It was easy to find the right website	1	2	3	4	5	___
a161	It was easy to find the information I needed	1	2	3	4	5	___
a162	It was easy to find the email address I needed (If you did not need to find an email address, please select NA)	1	2	3	4	5	___

a163 I received a response to my email in a timely manner **(If you did not send an email, please select NA)** 1 2 3 4 5 ___

a163.1 Overall, I was satisfied with my online experience 1 2 3 4 5 ___

[Ask a200 to a203.1 if a81.2 or a81.6=automated telephone service]

a200 Options in the automated phone system were easy to understand 1 2 3 4 5 ___

a201 I received all the information I needed 1 2 3 4 5 ___

a202 The hours of service were convenient 1 2 3 4 5 ___

a203 My phone message was returned in a timely manner **(If you did not leave a phone message, please select NA)** 1 2 3 4 5 ___

a203.1 Overall, I was satisfied with my experience on the telephone 1 2 3 4 5 ___

[Ask only if email, posted mail, other at a81.2/181.6]

a204. Overall, I was satisfied with my experience using [email/posted mail **(a81.2/a81.6)**]

Very dissatisfied 1 2 3 4 5 **Very satisfied**

a164 How long did the entire experience take, from the time you first had contact with Peel until you got what you needed?

- | | | | |
|---|--------------------------|----|------------------------------------|
| 1 | Time frame is indefinite | 7 | up to 1 week |
| 2 | up to 5 min | 8 | up to 1 month |
| 3 | up to 30 min | 9 | up to 3 months |
| 4 | up to 1 hour | 10 | more than 3 months |
| 5 | up to 4 hours | 11 | ongoing: not resolved at this time |
| 6 | up to 1 day | 99 | DK/NA |

a165 How long did you expect this process take?

- | | | | |
|---|--------------------------|----|--------------------|
| 1 | Time frame is indefinite | 7 | up to 1 week |
| 2 | up to 5 min | 8 | up to 1 month |
| 3 | up to 30 min | 9 | up to 3 months |
| 4 | up to 1 hour | 10 | more than 3 months |
| 5 | up to 4 hours | 99 | DK/NA |
| 6 | up to 1 day | | |

Service Quality Experience

[Ask a167 only if waste water (sewer backup) or water meter repair/upgrade]

a167 Overall, how satisfied were you with the total amount of *time* it took to get the service?

Very dissatisfied 1 2 3 4 5 **Very satisfied**
 (It took too long) (It took the right amount of time)

6. Thinking of **[insert service type*]**, how much would you agree or disagree with the following statements, where 1 is strongly disagree and 5 is strongly agree:

- o ***[For Waste Water/Sewer Back-up]:** "the service you received in connection with the sewer backup you experienced"
- o ***[For Water Meter Repair/Upgrade]:** "the service you received in connection with your water meter repair/upgrade"
- o ***[For PAMA]:** "your visit to PAMA"
- o ***[For Vaccination]:** "the vaccination you or your child/children had in the past 12 months"
- o ***[For Water Quality]:** "the municipal tap water at your residence"
 - For Water Quality, deactivate the following statements:
 - o a171 (procedures were easy to follow)
 - o a172 (information about the service was easy to understand)

- ***[For Water Billing]:** "your water bill"
 - For Water Billing, deactivate the following statements:
 - a169 (the service was there for me when I needed it)
 - a173 (In my opinion, this service is good value for tax dollars)
- ***[For Curbside Pickup]:** "the Region's garbage pick-up service"
- ***[For CRC]:** "the Region's Community Recycling Centre (CRC)"
- ***[For Roads]:** "the roads in your area"
 - For Roads, deactivate the following statements:
 - a171 (procedures were easy to follow)
 - a172 (information about the service was easy to understand)

		Strongly disagree			Strongly agree	DK/NA	
	[Ask all; rotate list within each section (e.g., a169-173)]						
a169	The service was there for me when I needed it	1	2	3	4	5	___
a170	It was clear what I could do if I had a problem	1	2	3	4	5	___
a171	Procedures were easy to follow	1	2	3	4	5	___
a172	Information about the service was easy to understand	1	2	3	4	5	___
a173	In my opinion, this service is good value for tax dollars	1	2	3	4	5	___

	[Ask if listed sample, PAMA, or Vaccine or if 81.2/81.6=1 (in person contact with staff was involved)]						
a174	Staff took the time to understand what I wanted	1	2	3	4	5	___
a175	Staff made a real effort to make sure I got what I needed	1	2	3	4	5	___
a176	Staff were competent	1	2	3	4	5	___
a177	I got accurate information	1	2	3	4	5	___
a178	I was treated fairly	1	2	3	4	5	___
a179	I was treated in a friendly, courteous manner	1	2	3	4	5	___
a180	Staff cared about my situation	1	2	3	4	5	___

	[Ask a132 to a134 only if listed sample (waste water/water meter)]						
a132	The service rep gave me a satisfactory explanation of the work that was required	1	2	3	4	5	___
a133	The service rep cleaned up well at the end	1	2	3	4	5	___
a134	The process took a reasonable amount of time	1	2	3	4	5	___

	[Ask a181 and 182 only if listed sample (waste water/water meter) or PAMA or vaccination]						
a181	In the end, did you get what you needed?	1	2	3	4		
	1 Yes 2 No 3 I got part of what I needed 4 It's still in progress						
a182	Thinking about the entire experience, how satisfied were you with the service you got?						
	Very dissatisfied 1 2 3 4 5 Very satisfied						

	[Ask a181.1 and 182.1 for all other services]						
a181.1	Do you get what you need from <u>insert service type (use Q6 language to refer to service)</u> ?	1	2	3	4		
	1 Yes 2 No 3 I get part of what I need 4 It's still in progress						
	[note that code 3 above includes the word "get" not "got"]						

a182.1	Thinking about the entire experience, how satisfied are you with the service you get?						
	Very dissatisfied 1 2 3 4 5 Very satisfied						

[note that question above includes the words "are" (not "were") and "get" (not "got")]

I would like you to tell me two things -- what was good about this service (what went well) and then what was not so good (what could be improved).

1. a183 What was the best part about your experience?

2. a184 If you could improve one thing about your experience, what would it be?

Problem Experience (Ask all)

a123 In the past 12 months, have you experienced any problems with **[if waste water or water meter sample: "your water bill or the quality of your tap water"; if vaccination: "your or your child's/children's vaccination"; if PAMA "PAMA"; all others: read service selected at a81.3 (if only one)]?**

- 1 **[If waste water or water meter]** Yes, water bill **[Continue]**
2 **[If waste water or water meter]** Yes, water quality **[Continue]**
3 **[If vaccination]** Yes, vaccination problem **[Continue]**
4 **[All others]** Yes **[Continue]**
5 No **[Skip to q29]**

[Ask f1.1 if a123=yes (code1)]

f1.1 What was the nature of the one problem you consider to be the most serious? **[Telephone interviewer instruction: Do not read]**

[List of pre-codes if a123=1]

- f2 Problem with a bill (e.g. inaccurate, could not understand)
f3 Opening a new account
f4 Closing an old account
f5 Replacing or repairing your water meter
f8 Other **Please specify** _____

[List of pre-codes if a123=2]

- a114 Water quality
a115 Interruption of supply
a116 Other **Please specify** _____

[List of pre-codes if a81.3/a81.4=Roads]

- a136 Snow
a137 Potholes
a138 Construction
a139 Congestion
a140 Signs or signals
a141 Other **Please specify** _____

For all other service types

- a116 **(Please specify)** _____

a128 Did you contact the Region of Peel about this problem?

- 1 Yes

3 No **[Skip to q29]**

a311. Thinking of how your problem was handled, please tell me how much you agree or disagree with each of the following statements using the 5 point scale **[Interviewer prompt: where 1 is strongly disagree and 5 is strongly agree]**

		Strongly disagree			Strongly agree		DK/NA
[Rotate list except a316 and a318]							
a312	It was clear who to contact about my problem	1	2	3	4	5	___
a313	Staff seemed to care about my problem	1	2	3	4	5	___
a314	I was satisfied with the amount of time it took to get the help I needed	1	2	3	4	5	___
a316	I have confidence that any future issues will be addressed to my satisfaction	1	2	3	4	5	___
a318	Overall, I was satisfied with how my problem was handled	1	2	3	4	5	___

Priorities for improvement

q29 Thinking about all the services that the Region of Peel provides, what are your top one or two suggestions for improvement?

C. CLIENT SATISFACTION ISSUES

a192.1 Thinking about some more global issues: On the whole, how satisfied are you with **[Interviewer prompt: where 1 is very dissatisfied and 5 is very satisfied]**...

		Very dissatisfied			Very satisfied		DK/NA
a192	The present state of the Canadian economy	1	2	3	4	5	___
a193	The Ontario health care system	1	2	3	4	5	___
a194	The quality of life in your community	1	2	3	4	5	___

I would like to ask two questions about diversity in your community

q20 Peel has people of many different backgrounds – There are people with disabilities, and different economic, cultural, racial and religious groups. On a scale of 1 – 5 , how much do you agree with the statement that: Peel services meet the needs of this diverse community?

1 2 3 4 5 ___

[If q20=1,2,or 3, ask q21]

q21 What should Peel do to meet the needs of a diverse community?

Staff: Service Commitments

Now, thinking about the Region of Peel, how much would you agree or disagree with these statements about Peel employees that you have met or spoken with in the past 12 months **[Interviewer prompt: where 1 is strongly disagree and 5 is strongly agree]**...

		disagree			agree		DK/NA
a185	Peel employees are honest in their dealings with citizens	1	2	3	4	5	___
a186	Peel employees can be counted on to correct mistakes when they happen	1	2	3	4	5	___
q22	Peel staff respond promptly when I make a request	1	2	3	4	5	___
q23	Peel staff make a sincere effort to help	1	2	3	4	5	___
q24	Peel staff are respectful	1	2	3	4	5	___
q25	I can readily access any Regional service that I need	1	2	3	4	5	___

Confidence

a190.1 Please indicate how much you agree or disagree with the following statements are about the Region of Peel as a government **[Interviewer prompt: where 1 is strongly disagree and 5 is strongly agree]**...

		Strongly disagree			Strongly agree		DK/NA
a190	I can count on the Region of Peel to do what is best for Peel citizens	1	2	3	4	5	___
a187	The Region of Peel gives me good value for my tax dollars	1	2	3	4	5	___
q26	The Region of Peel is in touch with the needs of my community	1	2	3	4	5	___
q27	All things considered, the Region is doing a good job	1	2	3	4	5	___
a188	Peel conducts its business in an open and accountable manner	1	2	3	4	5	___
q28	I feel involved in decisions that impact me as a resident of Peel Region	1	2	3	4	5	___

D. ABOUT YOU...

a232 What is your first language? **[Provide lists to interviewer within these categories.]**

- 1 English
- 2 South Asian languages
- 3 East Asian languages
- 4 European languages
- 5 African languages
- 6 Middle Eastern languages
- Other: **Please specify** _____ a233 _____
- 9 Refused

a234 How long have you lived in Canada?

- 1 All my life
- 2 10 years or more
- 3 5 to 10 years
- 4 Less than 5 years
- 9 Refused

[Ask only those less than and equal to a234]

a235 How long have you lived in Peel?

- 1 All my life
- 2 10 years or more
- 3 5 to 10 years
- 4 Less than 5 years
- 9 Refused

a236 What year were you born? _____ **[allow only 1900-1997]**

a237 What formal education do you have?

- 1 Some public or high school
- 2 Completed high school

- 3 Some post-secondary
- 4 Completed college or university
- 5 Post-graduate or professional degree
- 9 Refused

a238 What is your employment status? **Check one only**

- 1 Employed full time
- 2 Employed part-time
- 3 Self employed
- 4 Going to school and working
- 5 Going to school and not working
- 6 Unemployed or laid off
- 7 Homemaker, Stay at home full-time
- 8 Retired
- 9 Disability pension
- 99 Refused

f54 Are you...

- 1 Single, never married
- 2 Married or living together as a couple
- 3 Widowed
- 4 Separated /divorced
- 9 Refused

[Note for analysis: This question, in combination with the question "Do you have children..." (page 7), identifies single people with and without children and also couples with and without children.]

f55 How would you describe your computer skills?

- 1 **I don't use a computer**
- 2 Beginner
- 3 Intermediate
- 4 Advanced
- 5 Expert
- 9 Refused

f56 Where do you have access to the Internet or e-mail?

- 1 No access
- 2 At work/school
- 3 At home
- 4 Both
- 5 **Have access elsewhere (i.e.: Internet café, library, friends house etc...)**
- 9 Refused

a239 What is your family income?

- 1 Less than \$20,000
- 2 \$20 - \$40,000
- 3 \$40 - \$60,000
- 4 \$60 - \$80,000
- 5 \$80 - \$100,000
- 6 \$100 - \$120,000
- 7 More than \$120,000
- 9 Refused

Do you have a disability?

- a240 No disability **[Skip to QPanel]**
- a241 Vision **[Skip to a247]**
- a242 Hearing **[Skip to a247]**
- a243 Mobility **[Skip to a247]**
- a244 Mental health **[Skip to a247]**
- a245 Other **[Skip to a247]**
- a246 Refused **[Skip to QPanel]**

a247 Does your disability/disabilities make it difficult for you to access some regional services?
Yes
No
Refused

QPanel Would you be willing to be contacted by the Region of Peel for future studies?
1 Yes
2 No **[Skip to QMaIPanel]**

QMaIPanel R.A. Malatest & Associates Ltd. has a national panel of individuals who provide insight into key economic and social policy issues facing Canadians. Participation in the Panel is via online surveys once every two or three months. Each time you do a survey, you get entered to win prizes of up to \$1,000 for each study. Would you be interested in joining our Panel?
1 Yes
2 No **[Skip to END]**

Qinfo Please provide your contact information so we can get in touch with you

Name:
Telephone:
Email:
Address (include suite #):
City:
Postal code:

THANK YOU for YOUR PARTICIPATION!

Region of Peel Client Satisfaction Survey, 2013

Survey 2: Health and Human Services Survey

Code an answer to every question, except where a skip has been defined.
Code 9 for no answer or NA or don't know.

Introduction

Telephone Introduction

Good morning/afternoon/evening,

My name is _____ and I am calling from R.A. Malatest & Associates on behalf of the Region of Peel. May I please speak to <<First Name>> <<Last Name>>? [Interviewer note (if required): your regional government for Brampton/Caledon/ Mississauga]

You should have received a letter from the Region in the last week or so telling you that we would be calling. Peel Region hired us to ask you about the services they provide and get your feedback on what could be improved. The services are basic things that you come across everyday e.g. Garbage collection, Roads, Public Health, Recycling, Ambulance Services, etc.

Your answers will be completely confidential. (We only provide the Region with the data we collect - not your name or anything that would identify your responses.)

The questions take about 15 minutes, are you 18 years of age or older and do you have time to go through them now? **Interviewer note: If the person is not 18 years of age or older, please ask for someone in the household who is.**

If not, I can make an appointment to call you back at a time that's convenient for you or I can send you a link to complete the survey online.

- Yes (**Continue**) Thank you! Please note that this call may be recorded for quality control purposes. The information you provide will be collected in accordance with the Privacy Act and other applicable privacy laws. Call back (**Schedule Time and Request to send zmail invite**)

Zmail Script

[Interviewer note: Contact at Peel: Chine Nkado, 1 888 919 7800 or 1 905 791 7800 Ext 4156 Project Leader, Office of Strategic Innovation and Policy

MRIA (Marketing Research Intelligence Association) registration number: 20130402-760P. Call MRIA at: 1-888-602-6742

The information you provide is strictly confidential and anonymous.

Zmail Script

Subject Heading: Peel Health and Human Services Survey

Hello,

The Region hired us (R.A. Malatest & Associates) to ask you about the services they provide and get your feedback on what could be improved. These services are basic things that you come across everyday e.g. Garbage collection, Roads, Public Health, Recycling, Ambulance Services, etc. The survey will take approximately 15 minutes to complete.

Your participation is entirely voluntary. The Region of Peel will not know if you participated in the survey, and all answers that you provide will remain strictly confidential. We only provide the Region with the data we collect – not your name or anything that would identify your responses. There will be no effect on the services you personally receive as a result of choosing not to participate or as a result of any answers that you may provide.

To participate, please click on the following link: [Insert Link]

You will need to enter the following access code: [Insert Code]

We thank you in advance for your participation in the study.

Sincerely,

Chine Nkado

Region of Peel - Project Leader, Office of Strategic Innovation and Policy

Should you have any additional questions, please feel free to contact the Region of Peel regarding this survey please phone Chine Nkado at 1 888 919 7800 or 1 905 791 7800 and enter extension 4156.

To confirm the validity of this survey with the Marketing Research Intelligence Association (MRIA) please phone 1-888-602-6742 and give the studies registration number: 20130402-760P.

Online Introduction

Welcome to the Region of Peel's Health and Human Services Survey! The Region hired us (R.A. Malatest & Associates) to ask you about the services they provide and get your feedback on what could be improved. These services are basic things that you come across everyday e.g. Garbage collection, Roads, Public Health, Recycling, Ambulance Services, etc. The survey will take approximately 15 minutes to complete.

Your participation is entirely voluntary. The Region of Peel will not know if you participated in the survey, and all answers that you provide will remain strictly confidential. We only provide the Region with the data we collect – not your name or anything that would identify your responses. There will be no effect on the services you personally receive as a result of choosing not to participate or as a result of any answers that you may provide.

Please note that, at any point in the survey, you can return to any of the previous screens by using the survey navigation buttons at the bottom of each screen. You can also exit the survey at any time and return to finish the survey at a later date. All of the information that you have entered will be saved if you decide to exit the survey. When you return you will be taken directly to the last question you answered. To return to the survey please enter the following web address into the address field in your web browser: www.peelservicesurvey.malatest.net. You will also need to re-enter your access code: [telkey].

If you have any questions or require help to complete the online survey, please call R.A. Malatest & Associates at 1-855-688-1142 (toll free), or e-mail m.jackson@malatest.com for assistance. To contact the Region of Peel regarding this survey please phone Chine Nkado (**Region of Peel - Project Leader, Office of Strategic Innovation and Policy**) at 1 888 919 7800 or 1 905 791 7800 and enter extension 4156.

To confirm the validity of this survey with the Marketing Research Intelligence Association (MRIA) please phone 1-888-602-6742 and give the studies registration number: 20130402-760P.

Are you 18 years of age or older and do you agree to participate in the survey?

- 1 Yes **[Continue]**
- 2 No **[Thank you and end the interview]**

a7 To begin, do you or any member of your immediate family (spouse and children) work for the Town of Caledon, City of Brampton, City of Mississauga, or the Region of Peel?

- 1 Yes **[Thank you and end the interview]**
- 2 No **[Continue]**

a4 In which of the following municipalities you reside?

Region of Peel

3

Health and Human Services Survey

1 Brampton 2 Caledon 3 Mississauga 4 None of the above

a6 What is your gender (Surveyors – do not ask)
1 Female 2 Male 3 Prefer not to answer

a7.1 What type of residence do you live in?
1 House/townhouse/duplex.
2 Apartment/condominium
3 Other **Please specify** _____
4 NA

a7.2 Do you own or rent your accommodation?
1 Own 2 Rent 3 Other 9 Refused

A. USE OF SERVICES AND SATISFACTION

I would like to ask your opinion about some Peel services.

Garbage and recycling

a29 The first few questions are about garbage and recycling. First, do you live...
1 In a residence where you put your garbage at the curb,
2 In a residence with a central disposal site (apartment buildings etc)
3 Or, do you dispose of your garbage in some other way **[Skip to water quality Q1.1]**

b2 Overall, how satisfied are you with the garbage and recycling collection system?

Very dissatisfied 1 2 3 4 5 **Very satisfied**

Water quality

[Ask Caledon residents only]

Q1.1 Do you use well water or municipal water at home?
1 Well water **[Skip to Roads at a47]**
2 Municipal water
3 DK/NA

Q1.2 Do you receive a water bill from the Region of Peel?
1 Yes
2 No **[Skip to Roads at a47]**
3 DK/NA **[Skip to Roads at a47]**

[If Q1.1=2 (municipal water) or Q1.2=1 (yes), ask Q1]

Q1 Do you drink the tap water at home...
1 Always
2 Sometimes
3 Never
4 DK/NA

a38 Overall, how satisfied are you with your water quality?

Very dissatisfied 1 2 3 4 5 **Very satisfied**

Roads

The Region of Peel is responsible for maintenance and construction of major roadways. In your area, the Regional roads include (interviewer reads names roads using list of roads supplied).

Thinking of just these roads on a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with (where 1 is very dissatisfied and 5 is very satisfied):

On a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with:

		Very dissatisfied		satisfied			Very DK/NA
[Rotate list]							
a47	Snow removal on these roadways	1	2	3	4	5	___
a48	Maintenance of the roadways (smooth surface, no pot-holes)	1	2	3	4	5	___
a50	Traffic related signs (speed limits, stop signs, etc)	1	2	3	4	5	___
a51	Traffic signals	1	2	3	4	5	___
a52	Volume of traffic - congestion - your ability to get where you want, when you want	1	2	3	4	5	___

a53 Overall how satisfied are you with your regional roads? **[Interviewer note: (read if necessary) "Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied"]**

Very dissatisfied 1 2 3 4 5 **Very satisfied**

Other services

I am now going to ask you about some more specialized services. Please tell me if you have used the service in the past 12 months and your rating on the same satisfaction scale. Please include services that members of your household have used-- as long as you are familiar with their experience.

Public Health Services

The next few questions are about services for children:

a54 Do you have children 18 or under living with you?

1 Yes **[Continue]** 2 No **[Skip to f10]**

a54.1 Did you or your child/children get a vaccination (e.g., flu shot) in the past 12 months?

1 Yes **[Continue]** 2 No **[Skip to a55]**

a54.2 How satisfied were you with the vaccination experience?

1 2 3 4 5 ___

Child-focused services

		Very dissatisfied		Very satisfied			DK NA
a55	Has your child used Peel's subsidized dental services ("Dental Preventive Services") in the past year?						
	1 Yes 2 No [Skip to a56]						
a55.1	How satisfied were you with this service?	1	2	3	4	5	___
a56	Have you attended Peel prenatal classes or education?						
	1 Yes 2 No [Skip to a57.1]						
a56.1	How satisfied were you with this service?	1	2	3	4	5	___
a57.1	Did you have a baby in the past year?						
	1 Yes 2 No [Skip to a58]						

- a57 Did someone from Peel's Healthy babies, Healthy Children program call or visit you?
 1 Yes 2 No [Skip to a58]
- a57.2 How satisfied were you with that service? 1 2 3 4 5 ____
- a58 Did you receive breastfeeding support? **[Interviewer note: Breastfeeding support is provided in a clinic]**
 1 Yes 2 No [Skip to q13]
- a58.1 And how satisfied were you with this service? 1 2 3 4 5 ____
- q13 Have you used the Breastfeeding Companion service?
[Interviewer note: service provides telephone support from another mother who volunteers for the Region]
 1 Yes 2 No [Skip to a61.1]
- q13.1 And how satisfied were you with this service? 1 2 3 4 5 ____

Child care (ask if children at home)

- a61.1 Are you receiving a subsidy from Peel for childcare in a private childcare centre? This includes the before-and-after school programs run by PLASP and the YMCA?
 1 Yes 2 No [Skip to af10]
- a61 How satisfied are you with the subsidy program? 1 2 3 4 5 ____

End of the children's services.

Ambulances

- f10 Have you or a family member used an ambulance in the Region of Peel in the past year?
 1 Yes 2 No [Skip to housing a66]
- f10.1 How satisfied were you with the service you received?
[Interviewer note: the intention of this question is to assess satisfaction with the first responder at the scene; not the 911 call]
 1 2 3 4 5 ____

Housing (See list of buildings supplied)

- a66 Are you registered with Peel Living?
 1 Yes 2 No [Skip to Ontario Works at a70]
- a66.1 Are you on a waiting list for social housing, or do you have accommodation?
 1 Yes, on waiting list 2 No, have accommodation [Skip to a68]
- [If a66.1=1 ("yes, on waiting list"), ask f11]**
 f11 Is this the waiting list for subsidized housing?
 1 Yes 2 No [Skip to a69]
- f11.1 How satisfied are you with how the wait list is managed? 1 2 3 4 5 ____
- [If a66.1=2 ("no, have accommodation"), ask a68]**
 a68 Do you live in a Peel Living building?
 1 Yes 2 No [Skip to a69]

A68.1 How satisfied are you with the accommodations? **[Skip to a70]** 1 2 3 4 5 ____

a69 Do you live in a commercial building and receive a rent supplement from Peel?
1 Yes 2 No **[Skip to a70]**

a69.1 How satisfied are you with the accommodations? 1 2 3 4 5 ____

Ontario Works

a70 Are you registered with Ontario Works?
1 Yes 2 No **[Skip to Food Handler Training at f13]**

a71 Are you an active client now?
1 Yes 2 No **[Skip to a72]**

a71.1 How satisfied are you with the service? **[Skip to f13.1]** 1 2 3 4 5 ____

a72 Were you an active client at any time in the past year?
1 Yes 2 No **[Skip to f13.1]**

a72.1 How satisfied were you with the service? 1 2 3 4 5 ____

Food Handler Training – Food Safety Certificate

f13.1 Have you or a family member taken the food handler training program?
1 Yes 2 No **[Skip to a78.1]**

f13 How satisfied are you with this program? 1 2 3 4 5 ____

Contact with Peel

a78.1 Have you visited the Peel website in the past 12 months? (www.peelregion.ca)
1 Yes 2 No **[Skip to a300]**

a78.2 What did you go to the site for? _____

a78 How satisfied were you with this experience. If you have visited the Peel website more than once, please rate your satisfaction with your most recent visit. Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied 1 2 3 4 5 ____

[If "no" at q78.1, ask a300]

a300. Have you ever used Region of Peel website to get services from or transact with government? This could include getting information, booking for a TransHelp ride, applying for social assistance for example.
1 Yes 2 No 3 DK/NA

a301. And, how likely is it that you will use Region of Peel website the next time you get services or transact with government?

Not very likely 1 2 3 4 5 **Very likely**

[If code "4, 5" at a301 ask a301.1]

a301.1 What do you think you will use the website for? _____

[If code 1, 2, or 3 at a301, ask a302 to a307. Otherwise, skip to a80.1]

- a302. Why do you say that? **Please select as many as apply**
- I do not have access to the Internet 1
 - I don't have access to high-speed Internet** 2
 - I am not comfortable using the Internet 3
 - I don't need to use the Internet** 4
 - Concerned about identity theft and website security 5
 - Concerned how the information you give may be used 6
 - Other **(Please specify)** 98
 - DK/NA 99

a303. I'm going to read you a list of benefits or features that could be associated with getting services from government online. After each, I'd like you to tell me how much you agree or disagree that it would encourage you to use the Internet instead of other methods to get government services. 1 means you strongly disagree and 5 means you strongly agree. The first is ...

[Online version] Below is a list of benefits or features that could be associated with getting services from government online. After each, please indicated how much you agree or disagree that it would encourage you to use the Internet instead of other methods to get government services?

[Rotate list]	Strongly disagree				Strongly agree	DK/NA
a305 Being able to get the service faster	1	2	3	4	5	___
a306 If you had the option to telephone someone who could answer questions about the service while you were online	1	2	3	4	5	___
a307 If it was much easier to use and there were fewer steps involved in getting the service online compared to other methods	1	2	3	4	5	___

a80.1 Have you called the Region of Peel for service or information in the past 12 months? **[Interviewer prompt: Customer Contact Centre, 905-791-7800. The contact centre is the first point of contact for the Region's 11 main telephone numbers. You might have called this number regarding one of the following services: waste, health, TransHelp, water billing, Ontario works, housing, children's services.]**

- 1 Yes 2 No **[Skip to q14]**

a80.2 When you called the Region of Peel did you immediately receive the service you required or was your call transferred to another area".

- 1 I immediately received the service 2 I was transferred to another area 3 I don't remember

a80 How satisfied were you with the service or information you received?

[Interviewer note: (read if necessary) "Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied"] 1 2 3 4 5 ___

q14 Peel has a total of 5 customer service counters, two at the Peel Art Gallery, Museum and Archives (PAMA), 2 at 10 Peel Centre Drive and 1 at 7120 Hurontario Street Mississauga. Have you heard about any of the Access Peel Counters?

- 1 Yes 2 No **[Skip to q17]**

q15 Have you visited any of the **Access Peel Counters** in the past 12 months?

- 1 Yes 2 No **[Skip to q17]**

q16 How satisfied were you with the service you got at the **Access Peel Counter**? **[Interviewer note: (read if necessary) "Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied"]**

- 1 2 3 4 5 ___

q17 Have you heard of Peel's *2-1-1 telephone information service*? **[Interviewer note: 2-1-1 is for non-emergency calls for information and/or referral to community, health and social services]**

- 1 Yes 2 No **[Skip to Section B: A Recent Experience with Peel]**

q18 Have you called 2-1-1 for information in the past 12 months?

- 1 Yes 2 No **[Skip to Section B: A Recent Experience with Peel]**

q19 How satisfied were you the 2-1-1 service? **[Interviewer note: (read if necessary) "Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied"]**

1 2 3 4 5 _____

B. A RECENT EXPERIENCE WITH PEEL

a81.1 I'm interested in hearing about your experience with the Region of Peel in connection with **According to service list provided by Peel**. What type of contact did you have with the Region of Peel when you accessed this service? ***[Interviewer note: Read and record all that apply]***

	Yes	No	NA
In person, at an office or service counter	1	2	3
Telephone with a live agent	1	2	3
Automated telephone service	1	2	3
Region of Peel website	1	2	3
Email	1	2	3
Posted mail	1	2	3
Other <i>(Please specify)</i> _____			

[If more than one method of contact mentioned, ask:]

a81.2 And what was your ***most recent*** method of contact with the Region of Peel?

In person, at an office or service counter	1
Telephone with a live agent	2
Automated telephone service	3
Region of Peel website	4
Email	5
Posted mail	6
Other <i>(Please specify)</i> _____	

Initial contact, getting information

g3 When did you first have contact with Peel about this service?

- 1 Within the past year
- 2 More than 1 year ago ***[Skip to Direct Service Providers b11]***

a83 Who started the process – did you call Peel or did Peel contact you?

[Interviewer note: if this is obvious, just confirm: "So this began with you calling Peel"]

- 1 Customer initiated (incl. anyone acting on the customer's behalf)
- 2 Peel initiated

f14 Was this the first time you had used this service?

- 1 Yes
- 2 No

b37 How did you find out about _____? ***[Interviewer note: prompt as required]***

- 1 I always knew about it, or can't remember
- 2 Peel website
- 3 Telephone book
- 4 Friend or neighbour
- 5 Referred by a school
- 6 Referred by a doctor or hospital
- 7 Referred by a social service worker/community agency (incl. church, temple, synagogue, etc)
- 8 Something that came in the mail
- 9 Saw a poster or posted notice or mobile sign
- 10 Read about it in a newspaper, heard about it on the radio, TV
- 11 Referred by employer
- 12 Other

f16 At this time, did you know everything you needed to know about the service?

- 1 Yes ***[Skip to g4]***
- 2 No
- 3 Uncertain; I thought I did but I found out that I didn't

5. Did you do anything to get [more] information?

- f17 Nothing **[Skip to g4]**
- f18 Phoned Peel
- f19 Peel website
- f20 Read a pamphlet, poster etc
- f21 Talked to Peel employee in person
- f22 Talked to others, e.g. friend, social agency
- f23 Mail, email or fax

5.1 How useful was that?

	Not at all					Very	DK/NA
	useful					useful	
	1	2	3	4	5		
f24 Telephone	1	2	3	4	5		—
f25 Website	1	2	3	4	5		—
f26 Print literature	1	2	3	4	5		—
f27 Talked to Peel employee in person	1	2	3	4	5		—
f28 Talked to others	1	2	3	4	5		—
f29 Mail, email or fax	1	2	3	4	5		—

f30 How long did this "finding out" process take? *(Prompt as required)*

- | | | | |
|---|--------------------------|----|------------------------------------|
| 1 | Time frame is indefinite | 7 | up to 1 week |
| 2 | up to 5 min | 8 | up to 1 month |
| 3 | up to 30 min | 9 | up to 3 months |
| 4 | up to 1 hour | 10 | more than 3 months |
| 5 | up to 4 hours | 11 | ongoing: not resolved at this time |
| 6 | up to 1 day | 99 | DK, NA |

f31 How easy or difficult was it to get the information you needed, where 1 is "Very difficult" and "5 is Very easy"?

Very difficult 1 2 3 4 5 **Very easy**

f32 In the end, did you get the information you needed?

- 1 Yes
- 2 No
- 3 Part of it
- 4 Still in progress, too soon to say

g4 [Ask only of Services 7-14]

Were you offered information about other human services?

[Interviewer note: Human Services include Ontario Works, subsidized private childcare, and social housing]

[ONLINE: Ontario Works, Subsidized Private Childcare, or social housing]

- 1 Yes
- 2 No
- 3 Not sure

aa174.1 Thinking of your experience with the Region of Peel regarding getting information, applying to the program, and being assessed for the program how much do you agree with the following statements? Please use a 5 point scale where 1 is strongly disagree and 5 is strongly agree.

Following labelled aa174 etc to differentiate from the Overall section, page 16.

	Strongly disagree		Strongly agree			DK/NA
aa174 Staff took the time to understand what I wanted	1	2	3	4	5	___
aa175 Staff made a real effort to make sure I got what I needed	1	2	3	4	5	___
aa176 Staff were competent	1	2	3	4	5	___
ab61 Application forms were easy to understand	1	2	3	4	5	___
aa177 I got accurate information	1	2	3	4	5	___
aa178 I was treated fairly	1	2	3	4	5	___
aa179 I was treated in a friendly, courteous manner	1	2	3	4	5	___
aa180 Staff cared about my situation	1	2	3	4	5	___

f33 Do you have any suggestions for making it easier to get information about this service?

Access Experience

[Ask all]

a145.1 Thinking of your experience with the Region of Peel regarding **[according to service list provided by Peel]** how much do you agree with the following statements? Please use a 5 point scale where 1 is strongly disagree and 5 is strongly agree.

		Strongly disagree				Strongly agree	DK NA
	[Rotate list within each section (e.g., a145-149)]						
a145	I knew where to get the information I needed	1	2	3	4	5	___
a146	I received consistent information from all sources	1	2	3	4	5	___
a147	The process was easy (not much 'red tape' to deal with)	1	2	3	4	5	___
a148	The hours of service suited my schedule	1	2	3	4	5	___
a149	Getting access to staff was easy	1	2	3	4	5	___

[Ask a151 to a153 if a81.2=in person]

a150	The Peel office was in a convenient location	1	2	3	4	5	___
a151	I waited a reasonable amount of time in line at a Peel office	1	2	3	4	5	___
a152	I had to tell my story or provide information only once						
a152.1	I dealt with a reasonable number of people	1	2	3	4	5	___
a153	Peel staff took the time required to explain things to me	1	2	3	4	5	___
a153.1	Overall, I was satisfied with my telephone experience at the office or service counter	1	2	3	4	5	___

[Ask a156 to a159 if a81.2=telephone agent]

a156	I waited a reasonable amount of time to speak to someone on the phone	1	2	3	4	5	___
a157	I had to tell my story or provide information only once						
a157.1	I dealt with a reasonable number of people over the phone	1	2	3	4	5	___
a158	Peel staff took the time required to explain things to me	1	2	3	4	5	___
a159	My phone message was returned in a timely manner (If you did not leave a phone message, please select NA)	1	2	3	4	5	___
a159.1	Overall, I was satisfied with my experience on the telephone	1	2	3	4	5	___

[Ask a156 to a159 if a81.2=Region of Peel website]

a160	It was easy to find the right website	1	2	3	4	5	___
a161	It was easy to find the information I needed	1	2	3	4	5	___
a162	It was easy to find the email address I needed (If you did not need to find an email address, please select NA)	1	2	3	4	5	___
a163	I received a response to my email in a timely manner (If you did not send an email, please select NA)	1	2	3	4	5	___
a163.1	Overall, I was satisfied with my online experience	1	2	3	4	5	___

[Ask a200 to a203.1 if a81.2=automated telephone service]

a200	Options in the automated phone system were easy to understand	1	2	3	4	5	___
a201	I received all the information I needed	1	2	3	4	5	___
a202	The hours of service were convenient	1	2	3	4	5	___
a203	My phone message was returned in a timely manner (If you did not leave a phone message, please select NA)	1	2	3	4	5	___
a203.1	Overall, I was satisfied with my experience on the telephone	1	2	3	4	5	___

[Ask only if email, posted mail, other at a81.2]

a204. Overall, I was satisfied with my experience using [email/posted mail **(a81.2/a81.6)**]

Strongly disagree 1 2 3 4 5 **Strongly agree**

Direct service providers

b11 Is there one person who is your main contact with Peel at this time – a Case Worker / Child care Worker?

- 1 Family Visitor, *(takes over if family needs help after birth)*
- 2 Peel Living Superintendent,
- 3 Resident Services Representative, *(Housing)*
- 4 Teachers/Supervisors/Resource Teachers, *(CCS)*
- 5 Children Services Workers, *(Social workers for Children's Services)*
- 6 Employment Services Workers *(OW)*
- 7 Family Support Workers *(Death in the family)*
- 8 Public Health Nurse
- 9 Case Worker
- 11 Breastfeeding Companion volunteer
- 10 No: *(Skip to b5)*

I would like to read some statements about your [insert answer from b11]. Please tell me how much you agree or disagree with each one.

		Strongly disagree					Strongly agree	DK/NA
b12	When I leave a message for my [insert answer from b11] s/he calls back in a reasonable amount of time	1	2	3	4	5	___	
b13	My [insert answer from b11] is a good listener	1	2	3	4	5	___	
b14	My [insert answer from b11] treats me fairly	1	2	3	4	5	___	
b15	My [insert answer from b11] is competent	1	2	3	4	5	___	
b16	I feel that my [insert answer from b11] is upfront and honest with me	1	2	3	4	5	___	
b17	My [insert answer from b11] cares about my situation	1	2	3	4	5	___	

Breastfeeding companion only

bf1	She increased my knowledge about breastfeeding	1	2	3	4	5	___
bf2	She increased my confidence with breastfeeding	1	2	3	4	5	___
bf3	She increased my ability to breastfeed	1	2	3	4	5	___

b18. Has your [insert answer from b11] come to your home in the past 12 months?

- 1 Yes
- 2 No: *(If No, Skip to b5.)*

Thinking about the most recent visit to your home, how satisfied were you, where 1 means "Very dissatisfied" and 5 means "Very satisfied" with...

		Very dissatisfied			Very satisfied		DK NA
b19	The worker's overall approach	1	2	3	4	5	___

b20	The respect the worker showed me and my family	1	2	3	4	5	___
b21	The time of day they visited	1	2	3	4	5	___
b22	The support and advice the worker gave me	1	2	3	4	5	___

Wait list

(Ask only to Residential Property Management and Subsidized Private Child Care clients who began in the past year (g3=1).)

b5 Have you applied for a subsidy?

- 1 Yes
- 2 No [skip to bf4]

b4 Do you receive a subsidy for housing or child care?

- 1 Yes - Housing [skip to b7]
- 2 Yes – Child care [skip to b7]
- 3 Yes- Both [skip to b7]
- 2 No

b6 Are you on a waiting list?

- 1 Yes [skip to b7]
- 2 No [skip to bf4]

b7 Did you go on a wait list before you started to get the service?

- 1 Yes
- 2 No [skip to bf4]

To what extent do you agree with these statements?

		Strongly Disagree			Strongly Agree	DK NA	
b8	I understand the way the waiting list works in placing applicants	1	2	3	4	5	___
b9	It is easy to update my information on the waiting list with changes	1	2	3	4	5	___
b10	Staff are helpful	1	2	3	4	5	___

If recent service is breastfeeding companion

(ask only if on breastfeeding companion list)

bf4 Is this your first baby?

- 1 Yes
- 2 No

bf5 Is this your first breastfeeding experience?

- 1 Yes
- 2 No

bf6 Are you still breastfeeding now?

- 1 Yes
- 2 No

If YES:

bf7 For how many months?

___ #

bf8 And how long do you plan to continue?

___ #

If No:

bf9 How many months in all did you breastfeed?

___ #

bf10 [If bf9 >= 6]

Are you interested in volunteering as a Breastfeeding Companion?

- 1 Yes [please contact: Region of Peel – Public Health at 905-799-7700]**
- 2 No**

The program and facilities

(Ask only to Subsidized Private Child Care and Residential Property Management lists)

How satisfied are you with...

		Very dissatisfied			Very satisfied		DK NA
		1	2	3	4	5	___
b23	The cleanliness and maintenance of the physical environment	1	2	3	4	5	___
b24	The safety of the environment	1	2	3	4	5	___
b25	The communication between you and the staff	1	2	3	4	5	___

Ongoing Eligibility

(Ask only to Human Services, Peel Living [Tenants on Housing Subsidy], Housing Subsidy [Tenants of Private Landlords on Subsidy] and Social Housing Wait List.)

b29 Have you updated your information/eligibility for the program in the past 12 months?

- 1 Yes
- 2 No [Skip to a166]

b30 If yes: How many times?

- 1 1
- 2 2
- 3 3 or more

To what extent do you agree with these statements about ongoing eligibility, where 1 means "Strongly disagree" and 5 means "Strongly agree"?

		Strongly disagree		Strongly agree			DK NA
b31	The eligibility rules are easy to understand	1	2	3	4	5	___
b32	The eligibility rules are applied fairly	1	2	3	4	5	___
b33	The update process takes a reasonable amount of time	1	2	3	4	5	___
b34	I am able to get through on the phone without difficulty	1	2	3	4	5	___

b35 Have you ever had your benefits cancelled, refused, reduced (when you weren't expecting it) or held back?

- 2 Yes
- 1 No [Skip to a166]

b36 If YES, were you able to resolve it easily?

- 2 No
- 1 Yes

Overall assessment

Ask only to Subsidized Private Child Care, Dental Preventive Services, All Peel Living, Ontario Works Social Assistance (both current and terminated clients)

a166 Overall, how satisfied were you with how long you had to wait before your application for [insert service] was approved?

Very dissatisfied 1 2 3 4 5 **Very satisfied**
(It took too long) (It took the right amount of time)

a167 Overall, how satisfied were you with the total amount of time it took to get the service?
(i.e. from the time you applied until you started receiving the service)

Very dissatisfied 1 2 3 4 5 **Very satisfied**
(It took too long) (It took the right amount of time)

Ask to all

a164 How long did the entire experience take, from the time you first had contact with Peel regarding [Insert service type] until you got what you needed?

- | | | | |
|---|--------------------------|----|------------------------------------|
| 1 | Time frame is indefinite | 7 | up to 1 week |
| 2 | up to 5 min | 8 | up to 1 month |
| 3 | up to 30 min | 9 | up to 3 months |
| 4 | up to 1 hour | 10 | more than 3 months |
| 5 | up to 4 hours | 11 | ongoing; not resolved at this time |
| 6 | up to 1 day | 99 | DK/NA |

a165 How long did you expect this process take?

- | | | | |
|----|--------------------------|----|--------------------|
| 1 | Time frame is indefinite | 7 | up to 1 week |
| 2 | up to 5 min | 8 | up to 1 month |
| 3 | up to 30 min | 9 | up to 3 months |
| 4 | up to 1 hour | 10 | more than 3 months |
| 5 | up to 4 hours | 6 | up to 1 day |
| 99 | DK/NA | | |

6. How much would you agree or disagree with the following statements regarding **[insert service type]**, where 1 is strongly disagree and 5 is strongly agree:

	Strongly disagree			Strongly agree			DK/NA
[Ask all; rotate list within each section (e.g., a169-173)]							
a169	The service was there for me when I needed it	1	2	3	4	5	___
a170	It was clear what I could do if I had a problem	1	2	3	4	5	___
a171	Procedures were easy to follow	1	2	3	4	5	___
a172	Information about the service was easy to understand	1	2	3	4	5	___
a173	In my opinion, this service is good value for tax dollars	1	2	3	4	5	___
Ask if a81.1 contains in-person or telephone live agent							
a174	Staff took the time to understand what I wanted	1	2	3	4	5	___
a175	Staff made a real effort to make sure I got what I needed	1	2	3	4	5	___
a176	Staff were competent	1	2	3	4	5	___
a177	I got accurate information	1	2	3	4	5	___
a178	I was treated fairly	1	2	3	4	5	___
a179	I was treated in a friendly, courteous manner	1	2	3	4	5	___
a180	Staff cared about my situation	1	2	3	4	5	___
b54m	Staff respected my privacy	1	2	3	4	5	___

a181 In the end, did you get what you needed?
1 Yes 2 No 3 I got part of what I needed 4 It's still in progress

a182 Thinking about the entire experience regarding [Insert service type], how satisfied were you with the service you got?
Very dissatisfied 1 2 3 4 5 **Very satisfied**

b56 Thinking about the program overall, would you say it is better or worse than you expected when you began?
Much worse 1 2 3 4 5 **Much better**

b57 Are Peel's regular hours of operation satisfactory?
 Yes No

If no, would you prefer additional hours...

b58 1 Before 8:30 am

b59 2 After 4:30 pm

b60 3 Saturday

I would like you to tell me two things -- what was good about this service (what went well) and then what was not so good (what could be improved).

1. a183 What was the best part about your experience?

2. a184 If you could improve one thing about your experience, what would it be?

C. ABOUT YOU...

a232 What is your first language? *[Provide lists to interviewer within these categories.]*

- 1 English
- 2 South Asian languages
- 3 East Asian languages
- 4 European languages
- 5 African languages
- 6 Middle Eastern languages
- Other: **Please specify** _____ a233 _____
- 9 Refused

a234 How long have you lived in Canada?

- 1 All my life
- 2 10 years or more
- 3 5 to 10 years
- 4 Less than 5 years
- 9 Refused

[Ask only those less than and equal to a234]

a235 How long have you lived in Peel?

- 1 All my life
- 2 10 years or more
- 3 5 to 10 years
- 4 Less than 5 years
- 9 Refused

a236 What year were you born? _____ **[allow only 1900-1997]**

a237 What formal education do you have?

- 1 Some public or high school
- 2 Completed high school
- 3 Some post-secondary
- 4 Completed college or university
- 5 Post-graduate or professional degree
- 9 Refused

a238 What is your employment status? **Check one only**

- 1 Employed full time
- 2 Employed part-time
- 3 Self employed
- 4 Going to school and working
- 5 Going to school and not working
- 6 Unemployed or laid off
- 7 Homemaker, Stay at home full-time
- 8 Retired
- 9 Disability pension
- 99 Refused

f54 Are you...

- 1 Single, never married
- 2 Married or living together as a couple
- 3 Widowed
- 4 Separated /divorced
- 9 Refused

f55 How would you describe your computer skills?

- 1 **I don't use a computer**
- 2 Beginner
- 3 Intermediate
- 4 Advanced
- 5 Expert
- 9 Refused

f56 Where do you have access to the Internet or e-mail?

- 1 No access
- 2 At work/school
- 3 At home
- 4 Both
- 5 **Have access elsewhere (i.e.: Internet café, library, friends house etc...)**
- 9 Refused

a239 What is your family income?

- 1 Less than \$20,000
- 2 \$20 - \$40,000
- 3 \$40 - \$60,000
- 4 \$60 - \$80,000
- 5 \$80 - \$100,000
- 6 \$100 - \$120,000
- 7 More than \$120,000
- 9 Refused

Do you have a disability? [allow multi-select]

- a240 No disability
a241 Vision
a242 Hearing
a243 Mobility
a244 Mental health
a245 Other
a246 Refused

QPanel Would you be willing to be contacted by the Region of Peel for future studies?

- 1 Yes
- 2 No **[Skip to end]**

Qinfo Please provide your contact information so we can get in touch with you

Name:

Region of Peel

Telephone:
Email:
Address (include suite #):
City:
Postal code:

THANK YOU for YOUR PARTICIPATION!

**PEEL HEALTH –HEALTHY SEXUALITY CLINIC: {INSERT LOCATION}
CLIENT SATISFACTION SURVEY
May 2013**

YOUR THOUGHTS COUNT!

Dear Client,

At Peel's Healthy Sexuality Clinics, we listen to our clients. It is important to us to ask for your feedback. Your thoughts help us to improve our programs to give you the services you need.

To help us keep our commitment to excellence, we ask that you take a few moments to provide your feedback in the attached survey.

Your participation is voluntary. If you do not wish to complete the survey, the quality of service you receive at the clinic will not change.

All responses are anonymous. Completed surveys will be used, stored and disposed of according to the required standards. Personal quotes may be included in the final report of the survey results to help better understand the information, but no names will be included.

Please let us know how we can improve our services for you. I thank you in advance for your help.

Yours Sincerely,



David Szwarc
Chief Administrative Officer, Region of Peel

A. GETTING STARTED

1. How did you find out about this clinic?

Please (√) *check one or more*.

- Family, friend or neighbour
- Referred by school staff (e.g. teacher, principal)
- Referred by a doctor or emergency department staff
- Referred by a social service worker, community agency, church, etc.
- Saw a poster or bus/bus shelter sign or a movie trailer
- I always knew about the clinic
- Can't remember how I found out about the clinic**
- Peel website (e.g.intheknowpeel.ca, hardtospell.ca)
- Internet
- Telephone book
- Other (please specify)_____

2. What was your main reason for coming to the clinic today? *Please check only one.*

- HIV Testing
- Sexually Transmitted Infections Testing
- Birth Control
- Pregnancy Test
- Needle Exchange
- Other (please specify) _____

3. If you booked an appointment, how long did it take you to get an appointment? *Please check only one*

- Less than one week 1 – 2 weeks More than 2 weeks
- Not applicable – go to question # 5.

4. If you booked an appointment, how long did you expect that it would take you to get an appointment? *Please check only one*

- Less than one week 1 – 2 weeks More than 2 weeks

5. If you were at a drop-in clinic today, how long did you wait to be seen by the nurse and/or the doctor? *Please check only one*

- less than 15 minutes 15 to 30 minutes 30 minutes to 1 hour
- Over 1 hour Not applicable

6. If you were at a drop-in clinic today, how long did you expect to wait to be seen by the nurse and/or the doctor? Please check only one

- less than 15 minutes 15 to 30 minutes 30 minutes to 1 hour
 Over 1 hour Not applicable

7. If you had a choice, what clinic hours would be best for you? Please rank your preference where “1” is most preferred and “4” is least preferred.

Write #

Morning: 9:00 am – 12:00 noon _____
Afternoon: 1:00 pm – 4:30 pm _____
Early Evening: 4:30 pm – 6:30 pm _____
Late Evening: 6:30 pm – 9:00 pm _____

8. If you had a choice, what day would be best for you to come to the clinic? Please rank your preference where “1” is most preferred and “6” is least preferred.

Write #

Monday _____
Tuesday _____
Wednesday _____
Thursday _____
Friday _____
Saturday _____

9. Which type of clinic visit do you prefer? Please check only one

- Appointment clinic Drop-in clinic Other (please specify) _____

B. YOUR CLINIC EXPERIENCE (RECEPTION STAFF)

1. **How many times have you been to this or another Region of Peel Healthy Sexuality clinic?** *Please check only one*

- First time at a clinic
- 2 – 3 times
- More than 3 times

2. **Thinking about today, please tell us how much you agree or disagree with the following statements about how the reception staff treated you when you first arrived at the clinic:**

Circle a number...

	Strongly disagree					Strongly agree	NA
a) I felt welcomed by reception staff when I arrived at the clinic	1	2	3	4	5	na	
b) Reception staff gave me clear information	1	2	3	4	5	na	
c) Reception staff were friendly and polite	1	2	3	4	5	na	
d) Reception staff treated me fairly	1	2	3	4	5	na	
e) Reception staff took the time to understand my situation	1	2	3	4	5	na	
f) Reception staff took the time to answer my questions thoroughly	1	2	3	4	5	na	
g) Reception staff made a real effort to make sure I got what I needed	1	2	3	4	5	na	
i) Reception staff were kind and caring	1	2	3	4	5	na	
j) Overall, I was satisfied with the service I received when I first arrived at the clinic today	1	2	3	4	5	na	

C. HEALTH CARE PROVIDERS (NURSES AND DOCTORS)

1. If you were seen by a health care provider (nurse or doctor) today, please tell us how much you agree or disagree with the following statements about the support and care you received.

Circle a number...

	Strongly disagree					Strongly agree	NA
a) I waited a reasonable amount of time in the waiting room before seeing a healthcare provider	1	2	3	4	5	na	
b) The healthcare provider spent the time required to give me the help I needed	1	2	3	4	5	na	
c) The health care provider was kind and caring	1	2	3	4	5	na	
d) The information the healthcare provider gave me was clear	1	2	3	4	5	na	
e) The health care provider was friendly and polite	1	2	3	4	5	na	
f) The health care provider treated me fairly	1	2	3	4	5	na	
g) The health care provider respected my privacy	1	2	3	4	5	na	
h) The health care provider was a good listener/heard what I said	1	2	3	4	5	na	
i) The health care provider treated me with dignity and respect	1	2	3	4	5	na	
j) Overall, I was satisfied with the care I received from the healthcare provider	1	2	3	4	5	na	

D. THE CLINIC

1. On a scale of 1 to 5, how satisfied were you with...

Circle a number...

	Very dissatisfied			Very satisfied			NA
a) The cleanliness of the clinic	1	2	3	4	5	na	
b) The privacy of the clinic	1	2	3	4	5	na	

E. OVERALL

1. On a scale of 1 to 5, how satisfied were you with...

Circle a number...

	Very dissatisfied			Very satisfied			NA
a) The service you received when you booked your appointment, if applicable	1	2	3	4	5	na	
b) The length of your visit (from when you arrived at the clinic to when you left)	1	2	3	4	5	na	

2. Thinking about the clinic in general, how satisfied were you with...

Circle a number...

	Very dissatisfied			Very satisfied			NA
a) How your concerns or needs were handled	1	2	3	4	5	na	
b) The overall quality of service at the clinic	1	2	3	4	5	na	

3. How much would you agree or disagree with...

Circle a number...

**Strongly
disagree**

**Strongly
agree**

NA

a) Overall, I got what I needed today

1

2

3

4

5

na

If you gave a rating of 3 or lower, please tell us why you do not think you got what you needed.

4. In general, thinking about the service you received today, would you say it is better or worse than you expected when you arrived at the Clinic? (Please circle the best number where 1= much worse and 5=much better)

Much worse

1

2

3

4

5

Much better

If you gave a rating of 3 or lower, please tell us why your experience was not better than you expected.

5. What was good about your experience at the clinic today?

6. What would you like to see improved at the clinic?

F. ABOUT YOU...

1. Are you.... (Please (√) Check the correct box)

- Female Male Other (please specify) _____

2. How would you describe your sexual orientation? Please check only one

- Heterosexual/straight Lesbian Gay Bisexual
 Questioning Queer Transsexual Transgender
 Two-spirited Intersexual Other (Please specify) _____

3. What is the highest level of education you have? Please check only one

- Some public or high school
 Completed high school
 Some post-secondary (college or university)
 Completed college or university
 Post-graduate or professional degree

4. How old are you? Please check only one

- 14 yrs old or less
 15-19 yrs old
 20-24 yrs old
 25-34 yrs old
 35-44 yrs old
 45-54 yrs old
 55-64 yrs old
 65 yrs old or over

5. What language do you speak most of the time at home? Please check only one

- English
 South Asian languages
 East Asian languages
 European languages
 African languages
 Middle Eastern languages
 Other language

If you said you speak a language other than English, please specify the language you speak most of the time at home:

6. How long have you lived in Canada? *Please check only one*

- All my life
- 10 years or more
- 5 to 10 years
- Less than 5 years

7. How long have you lived in the Region of Peel? *Please check only one*

- All my life
- 10 years or more
- 5 to 10 years
- Less than 5 years
- I do not live in Peel

8. What is your employment status? *Please check only one*

- Employed full-time
- Employed part-time
- Self-employed
- Going to school and working
- Going to school and not working
- Unemployed or laid-off
- Homemaker, Stay-at-home full-time
- Retired
- Disability benefits
- Ontario Works

9. Do you own or rent where you live? *Please check only one*

- Own Rent Other (Please specify): _____

10. Are you ... *Please check only one*

- Single, never married
- Married or living with someone as a couple
- Widowed
- Separated / divorced

11. If you needed more information about the services offered at this clinic, would you go to Peel's website (e.g. intheknowpeel.ca, hardtospell.ca) to find it?

- I haven't yet, but I will in future
- Yes, I have already done this
- No, I would not do this

12. If you could make an appointment with this clinic online, would you?

- Yes
- No

If you said no, please tell us why:

- I don't know how to use a computer
- I don't have access to a computer
- I want to remain anonymous
- Other (please specify) _____

13. What is your annual household income? Please check only one

- Less than \$20,000
- \$20,000 to \$39,999
- \$40,000 to \$59,999
- \$60,000 to \$79,999
- \$80,000 to \$99,999
- \$100,000 to \$119,999
- \$120,000 or more

14. a) Do you have a disability/disabilities?

- Yes
- No

b) If you answered “yes” above, please tell us about the disability / disabilities:

- Vision
- Hearing
- Mobility
- Mental/emotional
- Other

c) Does your disability / disabilities make it difficult for you to access some regional services?

- Yes
- No

Thank you for completing the survey.

Your feedback will assist us to provide quality service that meets your needs.

REGION of PEEL
PARAMEDIC SERVICES CLIENT SATISFACTION SURVEY 2013

The purpose of this survey...

Recently, Paramedics from the Peel Regional Paramedic Services responded to your need for treatment and/or medical transportation.

Please take a few minutes to answer these questions about your experience. **It is important for us to have your feedback** about the service you received.

The information you provide will be used to help us improve the quality of Peel's paramedic medical services. It is **confidential and anonymous**.

Who should complete the survey?

Please complete the survey if:

- You were treated or transported by a Paramedic crew, **OR**
- You were present when some other person was treated or transported (for example a family member or friend).

To cover both of the above circumstances (i.e., if you were treated / transported OR if you were present when someone else was treated / transported) the survey will ask about **"your / the patient's"** experiences.

You can do the survey in two ways:

- 1. Online:** go to **www.PeelSurvey.ca**
(on some computers you may need to type **http://www.PeelSurvey.ca**)
- 2. By mail:** Complete this paper survey and return it in the pre-paid envelope
(If you cannot find the prepaid envelope, mail the survey to:
R.A. Malatest & Associates Ltd., 415 Yonge Street, Suite 1201, Toronto, ON
M5B 2E7)

Please complete the survey by Monday, May 27, 2013.

Thank you for your participation! Your feedback helps to make our system better.

A. The service you / the patient received

Peel Regional Paramedics Services is made up of highly qualified paramedics who provide life-saving medical interventions. They are most often travelling in white ambulances. Different and a distinct entity from local Fire Departments, Peel Regional Paramedic Services is interested in understanding your experiences as it relates to the paramedics specifically.

1. Who was the ambulance called for?

- For me
- For a family member or friend
- For a roommate or guest
- For a colleague in an industrial setting
- For a colleague in an institutional or retail setting
- For another person

If you were not the patient, you may not be able to answer all the questions in the survey. Please answer all that you can. Leave blank any questions you cannot answer.

2. Why were Paramedic Services needed? (*Please check ONE reason only*)

- Cardiac Problems (e.g., chest pain)
- Breathing Problems
- Neurological
- Abdomen/Back pain
- Obstetrics
- Fracture/Sprain
- Allergic Reaction
- High Blood Pressure
- Stroke
- Seizure
- Diabetic Emergency
- Trauma (Accident)
- Generally unwell
- Other (*please specify*): _____

5. After calling for the ambulance, approximately how long did it take the ambulance (or other vehicle transporting the paramedic(s)) to arrive?

- less than 5 minutes
- 5 to less than 9 minutes
- 10 to less than 14 minutes
- 15 to less than 19 minutes
- More than 20 minutes

6. Was your wait:

- Much faster than expected
- Faster than expected
- About as expected
- Longer than expected
- Much longer than expected

**7. Did you contact any of the following before calling Paramedic services?
(Check all that apply)**

- Family Doctor
- A Walk-in Centre
- Pharmacy
- TeleHealth (The Ontario phone service that provides advice)
- Hospital emergency department
- Urgent Care Centre
- Other (*please specify*): _____

B. When the Paramedics arrived on the scene...

8. Please indicate how much you agree or disagree with each of the following statements:

	Strongly Disagree		Strongly Agree		Don't know, NA	
The Paramedics arrived in a timely manner	1	2	3	4	5	___
The Paramedics took charge of the situation	1	2	3	4	5	___
The Paramedics did not waste any time	1	2	3	4	5	___
The Paramedics took the time to understand what I / the patient needed	1	2	3	4	5	___
The Paramedics clearly explained what they were doing	1	2	3	4	5	___
The Paramedics treated me / the patient with respect	1	2	3	4	5	___
The Paramedics kept me / the patient comfortable	1	2	3	4	5	___
Overall, I was satisfied with the performance of the Paramedics when they arrived on the scene	1	2	3	4	5	___

C. If you / the patient were NOT taken to a hospital, please answer these questions:

9. Why were you / the patient not taken to the hospital? (Check all that apply)

- Paramedics recommended that I / the patient not be transported
- The medical issue was fully resolved
- I / the patient did not want to wait at the hospital emergency department
- I have / the patient has a chronic, known medical condition and (I) just needed a little help (e.g., diabetic)

10. Did you / the patient experience a recurrence of the medical issue within 48 hours?

- Yes
- No

11. Did you / the patient sign a release form? (Ambulance Call Report – ACR)

- Yes
- No
- Not sure

12. Did the Paramedics give you / the patient a treatment plan (a plan for what you / the patient should do after the Paramedics had left)?

- Yes: They told me / the patient what to do
- Yes: They wrote instructions down on paper
- No, I / the patient did not receive a treatment plan

If you/the patient were not taken to the hospital, Please go to page 7, "The experience overall".

D. Going to the hospital

13. Were you / the patient told which hospital you / the patient would be transported to?

- Yes
- No
- Don't know

14. Please indicate how much you agree or disagree with each of the following statements:

	Strongly Disagree			Strongly Agree		Don't know, NA
	1	2	3	4	5	___
The methods used by the Paramedic crew to move me / the patient were appropriate	1	2	3	4	5	___
The ambulance ride to the hospital was as comfortable as it could be under the circumstances	1	2	3	4	5	___
The Paramedics were attentive to me / the patient	1	2	3	4	5	___
The Paramedics clearly explained what they were doing	1	2	3	4	5	___
The Paramedics communicated with me / the patient at appropriate intervals to check how I / the patient was doing	1	2	3	4	5	___
Overall, I was satisfied with trip to the hospital	1	2	3	4	5	___

E. While you were / the patient was waiting at the hospital

These questions are about your / the patient's experience in the hospital, BEFORE you were / the patient was transferred from the Paramedics to the hospital staff.

15. How long did you / the patient have to wait before Paramedics transferred your / the patient's care to the hospital staff?

- One hour or less
- One to two hours
- Two to three hours
- More than three hours
- Don't know

16. How many times did Paramedics update you / the patient on the time you / the patient would have to wait?

- None
- Once
- Twice
- Three to four times
- Five times or more
- Don't know

17. While you were / the patient was waiting, did your / the patient's condition ...

- Improve
- Stay the same
- Deteriorate
- Don't know

18. While you were / the patient was waiting, was a Paramedic always with you / the patient?

- Yes: at least one Paramedic was always with me / the patient
- No: I / the patient was left alone
- Don't know

19. While waiting, the Paramedics...

- Made me / the patient feel secure
- Made me / the patient feel cared for
- Could have done more to make me / the patient feel secure
- Could have done more to make me / the patient feel cared for
- Provided updates to family and/or friends at the hospital
- Don't know

20. Overall, the transfer from the Paramedic team to the hospital staff was...

- Smooth, seamless
- Difficult or problematic
- Something in between
- Don't know

F. The experience overall

21. Please indicate how much you agree or disagree with each of the following statements:

	Strongly disagree			Strongly agree		
	1	2	3	4	5	___
The Paramedics treated me / the patient fairly	1	2	3	4	5	___
The Paramedics cared about my / the patient's situation	1	2	3	4	5	___
The Paramedics were knowledgeable	1	2	3	4	5	___
The Paramedics were competent	1	2	3	4	5	___
The Paramedics were kind	1	2	3	4	5	___
I / the patient felt involved in decisions that were made regarding my / the patient's care	1	2	3	4	5	___
I / the patient got clear information	1	2	3	4	5	___
I / the patient got accurate information	1	2	3	4	5	___
I / the patient felt safe in the hands of the Paramedics	1	2	3	4	5	___
The Paramedics made a genuine effort to make sure I / the patient got what I / the patient needed	1	2	3	4	5	___

22. Overall, how satisfied were you with the quality of Paramedic care provided on this occasion?

	Very Dissatisfied			Very Satisfied		
	1	2	3	4	5	
	1	2	3	4	5	

23. In the end, the Paramedics care caused my / the patient's situation to:

	Get worse	Stay the same	Get better
	1	2	3
	1	2	3

G. In your own words

24. What was the best part about your / the patient's experience?

25. If you could improve one thing about your / the patient's experience, what would it be?

26. What was one thing you would not change about your / the patient's experience?

H. About you...

27. Are you...

- Female
- Male
- Rather not say

28. What formal education do you have?

- Some public or high school
- Completed high school
- Some post-secondary
- Completed college or university
- Post-graduate or professional degree

29. What year were you born? (*Write in the space below*)

30. How long have you lived in Canada?

- All my life
- 10 years or more
- 5 to 9 years
- Less than 5 years

31. How long have you lived in Peel?

- All my life
- 10 years or more
- 5 to less than 10 years
- Less than 5 years

32. Is this your first experience with Paramedic Services?

- No, one prior experience
- No, 2-4 prior experiences
- No, 5 or more prior experiences
- Yes, first experience

33. Have you been present when Paramedics attended to another person in the past two years??

- Yes, once before
- Yes, 2 – 4 times
- Yes, more than 5 times
- No

34. Are you...

- A member of a visible minority group
- An Aboriginal Canadian
- A person with a disability

35. What is your occupation?

- Homemaker
- Student
- Employed, full or part time
- Self-employed
- Looking for work
- Retired
- Other

36. What is your first language?

- English
- South Asian languages
- East Asian languages
- European languages
- African languages
- Middle Eastern languages
- Other (*please specify*):

Thank you for completing the survey! Please indicate if you would like to participate in a focus group to provide further feedback to Paramedic Services:

Yes, I would like to

No

Your Opinion Counts!

Dear Resident:

To help us keep our commitment to excellence, please give us your feedback about the services you receive at the **Davis Centre** in the attached survey. Your comments will help us to better understand your needs and expectations and improve our programs and services.

We are asking all residents to complete the survey independently. But, we understand not all residents can do so. We encourage family members and/or friends to help if needed. If family members or friends are completing this survey on behalf of the resident, please fill it out from the resident's perspective.

Your participation in the survey is voluntary. Individual responses and written comments are anonymous and confidential. A summary of the results will be posted at the Centre for your information.

If you have any questions regarding the survey, please speak with the Centre staff.

We thank you in advance for your participation. Please return the completed survey by **June 6, 2013**. A drop box is located at each centre. A self-addressed, stamped envelope has also been provided for your convenience.

INSTRUCTIONS

In this survey for some questions you are asked to indicate your opinion using a scale from 1 to 5; with 1 being "Strongly Disagree"/"Very Dissatisfied" and 5 being "Strongly Agree"/"Very Satisfied". For each question, please select the number on the scale that most closely matches your opinion. Please indicate your choice as clearly as possible.

You may choose N/A (Not Applicable) if any particular statement does not apply to you or if you are not sure of the answer. Where given the opportunity to comment please share your opinion freely.

SECTION A. NURSES

1. Please indicate how much you agree or disagree with the following statements. When answering questions in this section, please think about the nurses who assist for you. Nurses give you your medication, take your blood pressure and assist you with pain management.

<i>Please circle the appropriate number</i>	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Does Not Apply to Me
Nurses...						
a) Are compassionate	1	2	3	4	5	N/A
b) Are honest with me	1	2	3	4	5	N/A
c) Are friendly	1	2	3	4	5	N/A
d) Treat me fairly	1	2	3	4	5	N/A
e) Respect my privacy	1	2	3	4	5	N/A
f) Are competent	1	2	3	4	5	N/A
g) Are good listeners	1	2	3	4	5	N/A
h) Treat me with dignity	1	2	3	4	5	N/A
i) Overall, I am satisfied with the nursing care	1	2	3	4	5	N/A

SECTION B. PERSONAL SUPPORT WORKERS

2. Please indicate how much you agree or disagree with the following statements. When answering these questions, please think about the personal support workers who assist you in getting dressed, brushing your teeth and helping you in the bath.

<i>Please circle the appropriate number</i>	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Does Not Apply to Me
Personal Support Workers...						
a) Are compassionate	1	2	3	4	5	N/A
b) Are honest with me	1	2	3	4	5	N/A
c) Are friendly	1	2	3	4	5	N/A
d) Treat me fairly	1	2	3	4	5	N/A
e) Respect my privacy	1	2	3	4	5	N/A
f) Are competent	1	2	3	4	5	N/A
g) Are good listeners	1	2	3	4	5	N/A
h) Treat me with dignity	1	2	3	4	5	N/A
j) Provide good Personal Care (e.g., tooth brushing, bathing, dressing)	1	2	3	4	5	N/A
k) Overall, I am satisfied with the Personal Support Workers	1	2	3	4	5	N/A

SECTION C. DOCTORS

3. Please indicate how much you agree or disagree with the following statements. When answering these questions, please think about the Doctors who care for you.

<i>Please circle the appropriate number</i>	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Does Not Apply to Me
My doctor...						
a) Is honest with me	1	2	3	4	5	N/A
b) Treats me fairly	1	2	3	4	5	N/A
c) Respects my privacy	1	2	3	4	5	N/A
d) Is competent	1	2	3	4	5	N/A
e) Treats me with dignity	1	2	3	4	5	N/A
f) Is a good listener	1	2	3	4	5	N/A
g) Sees me promptly	1	2	3	4	5	N/A
h) Gives me adequate information about my medical condition	1	2	3	4	5	N/A
l) Overall, I am satisfied with my doctor	1	2	3	4	5	N/A

SECTION D. SATISFACTION WITH VARIOUS PRODUCTS AND SERVICES

4. On a scale from 1 to 5, how satisfied are you with the...?

<i>Please circle the appropriate number</i>	Very Dissatisfied	Dissatisfied	Neither Satisfied or Dissatisfied	Satisfied	Very Satisfied	Doesn't Apply to Me
a) Menu choices	1	2	3	4	5	N/A
b) Quality of food/snacks	1	2	3	4	5	N/A
c) Overall dining experience (e.g. service, atmosphere)	1	2	3	4	5	N/A
d) Daily recreation and lifestyle activities	1	2	3	4	5	N/A
e) Community outings	1	2	3	4	5	N/A
f) Intellectual programs (e.g. computers)	1	2	3	4	5	N/A
g) Social programs (e.g. resident socials)	1	2	3	4	5	N/A
h) Laundry services	1	2	3	4	5	N/A
i) Business Office (e.g. reception)	1	2	3	4	5	N/A
j) Hairdressing services	1	2	3	4	5	N/A
k) Physiotherapy	1	2	3	4	5	N/A
l) Other contracted services (e.g. music, art therapies)	1	2	3	4	5	N/A
m) Spiritual care and services	1	2	3	4	5	N/A
n) Continence care products	1	2	3	4	5	N/A

SECTION E. HOMELIKE ENVIRONMENT

5. On the scale from 1 to 5, how satisfied are you with the Centre in terms of...?

<i>Please circle the appropriate number</i>	Very Dissatisfied	Dissatisfied	Neither Satisfied or Dissatisfied	Satisfied	Very Satisfied	Doesn't Apply to Me
a) Cleanliness	1	2	3	4	5	N/A
b) Safety and security	1	2	3	4	5	N/A
c) How well the building is maintained	1	2	3	4	5	N/A
d) The gardens and grounds outside	1	2	3	4	5	N/A
e) The décor in shared public areas	1	2	3	4	5	N/A
f) Your room	1	2	3	4	5	N/A
g) The homelike environment of the Centre overall	1	2	3	4	5	N/A

SECTION F. OVERALL ASSESSMENT

6. Thinking about the Centre in general, how satisfied are you with...?

<i>Please circle the appropriate number</i>	Very Dissatisfied	Dissatisfied	Neither Satisfied or Dissatisfied	Satisfied	Very Satisfied	Doesn't Apply to Me
a) The Centre as a place to live	1	2	3	4	5	N/A
b) The overall quality of care you get at the Centre	1	2	3	4	5	N/A
c) The communication between you and the staff	1	2	3	4	5	N/A
d) How quickly your needs are responded to when you push the call bell in your room	1	2	3	4	5	N/A
e) The amount of involvement you have in decisions related to your care (e.g. at annual care conferences)	1	2	3	4	5	N/A

7. In the end does the Centre give you what you need?

- Yes
- I get part of what I need
- No

8. In general, thinking about life in the Centre, would you say it is better or worse than you expected it to be when you first came?

(Please circle the appropriate number where 1= Much Worse and 5 = Much Better)

Much Worse 1 2 3 4 5 Much Better

9. If you had to choose again, would you choose this Centre as a place to live?
(Please (√) check one box)

- Yes
- Maybe
- No
- Don't Know

SECTION G. PROBLEM RESOLUTION

10. In the past three months, have you advised any of the staff about a problem or a concern at the Centre?

- Yes (Please go to next question)
- No (Please skip to Section H on page 10)
- Don't know (Please skip to Section H on page 10)

11. Please describe this problem or concern in the spaces provided below.

12. Thinking about that problem or concern, on a scale from 1 to 5, how much do you agree or disagree with the following statements?

<i>Please circle the appropriate number</i>	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Does Not Apply to Me
a) Staff took the time to understand my concerns	1	2	3	4	5	N/A
b) Staff seemed to care about my problem	1	2	3	4	5	N/A
c) Action was taken in a timely manner	1	2	3	4	5	N/A
d) My problem was resolved to my satisfaction	1	2	3	4	5	N/A
e) Overall, I am satisfied with how my problem was handled	1	2	3	4	5	N/A

**SECTION H. ARE YOU NEW TO DAVIS CENTRE Long Term Care Home?
YOUR ADMISSION EXPERIENCE**

13. Did you become a resident of this centre in the past 12 months (after May 2012)? (Please (√) check one box)

- Yes (Please go to next question)
- No (Please skip to Section I on page 12)

14. When you or your family member started looking for a home, was this centre your first choice?

- Yes
- No
- Don't know

15. What was your main reason for choosing this centre? (Please (√) check one box)

- Location
- Reputation
- Doctor's or hospital's recommendation
- Relative's or friend's recommendation
- Previously received services from this centre
- Other (Please specify) _____

16. Please indicate how much you agree or disagree with the following statements about the admission process.

<i>Please circle the appropriate number</i>	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Doesn't Apply to Me
a) My visit to the Centre before being admitted was beneficial	1	2	3	4	5	N/A
b) I felt welcomed by staff when I first moved in	1	2	3	4	5	N/A
c) I got clear, accurate information during the admission process	1	2	3	4	5	N/A
d) I was treated fairly during the admission process	1	2	3	4	5	N/A
e) Admission staff made a real effort to make sure I got what I needed	1	2	3	4	5	N/A
f) Admission staff were competent	1	2	3	4	5	N/A
g) The admission process took a reasonable amount of time	1	2	3	4	5	N/A
h) I was satisfied with the overall admission process	1	2	3	4	5	N/A

SECTION I. ABOUT YOU (The Resident)

17. Are you:

- Male Female

18. Please indicate your age:

- 59 yrs or less 60-64 yrs 65-69 yrs 70-74 yrs
 75-79 yrs 80-84 yrs 85-94 yrs 95 yrs and older

19. How long have you lived at the Centre?

- Less than 1 year 1-3 years 4-9 years 10-15 years
 More than 15 years

20. Who completed this survey? (Please (√) check one box)

- Self (resident alone)
 Self with some assistance (volunteer or family member reads questions and/or writes down the resident's responses)

Or/

- Family, Relative, Friend (minimal consultation with resident) (**See below**)

If you completed the survey on the resident's behalf, please state the reason for your assistance. This information will assist us in tailoring our future survey process to best meet the needs of our residents and their families:

Thank-you for completing this survey.

Your feedback will assist us to provide quality service that meets your needs.



**ANGELA'S PLACE
RESIDENT SATISFACTION SURVEY
May 2013**

YOUR OPINION COUNTS!

Dear Resident,

At **Angela's Place**, we listen to our clients. It is important to us to seek your regular feedback. Your thoughts help us to improve our programs and services and better understand your needs and expectations.

To help us keep our commitment to excellence, we ask that you take a few moments to provide your feedback in the attached survey.

Your participation is voluntary. If you do not wish to complete the survey, the quality of service you receive at **Angela's Place** will not change.

All responses will be kept anonymous, and will be used, stored and disposed of according to the required standards. Quotes may be included in the final report of survey results to help better understand the information, but no names will be included.

Please let us know how we can improve our services for you. I thank you in advance for your help.

Yours Sincerely,

A handwritten signature in black ink that reads 'David Szwarc'.

David Szwarc
Chief Administrative Officer, Region of Peel

A. GETTING STARTED

1. How did you find out about Angela's Place?

Please (√) *check one or more.*

- I always knew about it, or can't remember
- Peel website
- Telephone book
- Friend or neighbour
- Referred by a school
- Referred by a doctor or hospital
- Referred by a social service worker, community agency, church etc.
- Something that came in the mail
- Saw a poster or posted notice or mobile sign
- Read about it in a newspaper, heard about it on the radio, TV

2. What was your main reason for coming to Angela's Place?

Please (√) *check only one.*

- Release from prison
- No employment or money to pay rent
- Forced out of own accommodation (Evicted)
- Addiction problem
- Family or relationship breakdown
- Referral from other shelters (please write name of shelter) _____
- Other (Please write the reason):

3. How many times have you stayed at this or other transitional housing?

- First stay at a transitional housing
- 2 – 3 times
- More than 3 times

B. ADMISSION TO ANGELA'S PLACE

Thinking about your current visit, please indicate how much you agree or disagree with the following statements about the admission process at Angela's Place.

Circle a number...

	Strongly disagree					Strongly agree		NA
a) I felt welcomed by staff when I arrived at Angela's Place	1	2	3	4	5			na
b) I got accurate information	1	2	3	4	5			na
c) I was treated in a friendly, courteous manner	1	2	3	4	5			na
d) I was treated fairly	1	2	3	4	5			na
e) Staff took the time to understand my situation	1	2	3	4	5			na
f) Staff made a real effort to make sure I got what I needed	1	2	3	4	5			na
g) Staff were knowledgeable and competent	1	2	3	4	5			na
h) Staff were caring & compassionate	1	2	3	4	5			na
i) The admission process took a reasonable amount of time	1	2	3	4	5			na
i) Overall, I was satisfied with the admissions process	1	2	3	4	5			na

C. STAFF AT ANGELA’S PLACE (SALVATION ARMY)

Please indicate how much you agree or disagree with the following statements about the support and care you receive from staff.

Circle a number...

	Strongly disagree				Strongly agree	NA
a) Staff respond to my needs in a reasonable amount of time	1	2	3	4	5	na
b) Staff are caring and compassionate	1	2	3	4	5	na
c) Staff are upfront and honest with me	1	2	3	4	5	na
d) Staff treat me in a friendly, courteous manner	1	2	3	4	5	na
e) Staff treat me fairly	1	2	3	4	5	na
f) Staff respect my privacy	1	2	3	4	5	na
g) Staff are competent	1	2	3	4	5	na
h) Staff are good listeners/hear what I say	1	2	3	4	5	na
i) Staff treat me with dignity and respect	1	2	3	4	5	na
j) Staff are willing to address complaints or problems that I have	1	2	3	4	5	na
k) Staff deal effectively with residents who are causing problems	1	2	3	4	5	na
l) Overall, I am satisfied with the support and care I receive from staff	1	2	3	4	5	na

D. ONTARIO WORKS (OW) WORKER

Please indicate how much you agree or disagree with the following statements about the support you receive from your OW worker.

Circle a number...

	Strongly disagree					Strongly agree	NA
a) My OW worker responds to my requests in a reasonable amount of time	1	2	3	4	5	na	
b) My OW worker is caring and compassionate	1	2	3	4	5	na	
c) My OW worker is upfront and honest with me	1	2	3	4	5	na	
d) My OW worker treats me in a friendly, courteous manner	1	2	3	4	5	na	
e) My OW worker treats me fairly	1	2	3	4	5	na	
f) My OW worker respects my privacy	1	2	3	4	5	na	
g) My OW worker is competent	1	2	3	4	5	na	
h) My OW worker is a good listener/hears what I say	1	2	3	4	5	na	
i) My OW worker treats me with dignity and respect	1	2	3	4	5	na	
j) Overall, I am satisfied with the support I receive from my OW worker	1	2	3	4	5	na	

E. PROGRAMS AND SERVICES

Please answer these questions about the programs and services you have received at Angela’s Place. Circle “NA” (Not Applicable) if a particular program has not been provided to you.

Circle a number...

	Very dissatisfied					Very satisfied	NA
a) Résumé writing / job search coaching	1	2	3	4	5	na	
b) Cooking classes and tips	1	2	3	4	5	na	
c) Drug/addictions information and counselling	1	2	3	4	5	na	
d) List of community supports/resources for families/children	1	2	3	4	5	na	
e) Information and support to find permanent housing	1	2	3	4	5	na	
f) The services of the Chaplain/Religious counsellor	1	2	3	4	5	na	
g) Use of a computer/Internet to find a job	1	2	3	4	5	na	
h) Overall emotional and psychological support for me and my family	1	2	3	4	5	na	
i) Support from OW in terms of sufficient rent money	1	2	3	4	5	na	
j) Teaching me life skills that I had not had a chance to develop before	1	2	3	4	5	na	
k) Overall usefulness of the programs and services	1	2	3	4	5	na	

How much have the programs and staff at Angela’s Place helped you achieve your goals?

Did not help at all 1 2 3 4 5 Helped a great deal

F. OVERALL ASSESSMENT

1. Thinking about Angela’s Place in general, how satisfied are you with...

Circle a number...

	Very dissatisfied					Very satisfied	NA
a) Angela’s Place , as a temporary place to stay	1	2	3	4	5	na	
b) The cleanliness of Angela’s Place	1	2	3	4	5	na	
c) The safety of the environment	1	2	3	4	5	na	
d) The variety of activities offered at Angela’s Place	1	2	3	4	5	na	
e) The personal health and hygiene facilities	1	2	3	4	5	na	
f) The food at Angela’s Place	1	2	3	4	5	na	

2. If you had to choose a housing again, would you choose this place?

- Yes
- Maybe
- No
- Don't know

3. In the end does Angela’s Place give you what you need?

- Yes
- I get part of what I need
- No

4. Overall, would you say that life at Angela’s Place is better or worse than you expected when you first came?

Much worse 1 2 3 4 5 **Much better**

G. PROBLEM EXPERIENCE

1. In the past week, have you experienced any problems at Angela’s Place?

- Yes (please continue at next question)
- No (please skip to Section H on the next page)
- Don’t know (Please skip to Section H on the next page)

2. What was the nature of the one problem you consider the most serious?

3. Please indicate how much you agree or disagree with the following statements...

Circle a number...

	Strongly disagree				Strongly agree	NA
a) Staff seemed to care about my problem	1	2	3	4	5	na
b) Action was taken in a timely manner	1	2	3	4	5	na
c) My problem was resolved to my satisfaction	1	2	3	4	5	na
d) I am confident that any future issues will be addressed to my satisfaction	1	2	3	4	5	na
e) Overall, I am satisfied with how my problem was handled	1	2	3	4	5	na

H. IN YOUR OWN WORDS

1. What is good about Angela's Place?

2. What would you like to be improved the most at Angela's Place?

I. ABOUT YOU...

1. Are you...

- Female Male Other (please specify)_____

2. How long have you been living in the Region of Peel?

- Less than 1 year
 1-3 years
 3-5 years
 more than 5 years

3. What formal education do you have?

- Some public or high school
 Completed high school
 Some post-secondary
 Completed college or university
 Post-graduate or professional degree

4. How old were you on your last birthday?

- 19 yrs or less 20-29 yrs 30-39 yrs 40-49 yrs
 50-59 yrs 60 yrs and over

5. How long have you been at Angela's Place (this stay only)?

- < 1 day
 1-3 days
 4-7 days
 8 to 14 days
 15 days to 2 months
 3 to 6 months
 more than 6 months

Thank you for completing the survey!

Your feedback will assist us in providing quality service that meets your needs.

**Region of Peel Business Survey:
Service Satisfaction and
Confidence in Government, 2013**

by R.A. Malatest & Associates

Business Survey

Contents

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A. INTRODUCTION

Telephone Introduction

Good morning/afternoon/evening,

My name is _____ and I am calling from R.A. Malatest & Associates on behalf of the Region of Peel.
[Interviewer note (if required): your regional government for Brampton/Caledon/ Mississauga]

You should have received a letter from the Region in the last week or so telling you that we would be calling. Peel Region hired us to ask you about the services they provide and get your feedback on what could be improved.

[Exclude for inspection services sample: The services are basic things that you come across every day, e.g. garbage collection, water quality, roads, etc.]

Your answers will be completely confidential. (We only provide the Region with the data we collect - not your name or anything that would identify your responses.)

Could you please direct me to a manager or person responsible for dealing with government services? The questions take about 15 minutes. Do you have time to go through them now?

If not, I can make an appointment to call you back at a time that's convenient for you or I can send you a link to complete the survey online.

- Yes **[Continue]** Thank you! Please note that this call may be recorded for quality control purposes. The information you provide will be collected in accordance with the Privacy Act and other applicable privacy laws. Call back **[Schedule Time and Request to send zmail invite]**

Zmail Script

[Interviewer note: Contact at Peel: Chine Nkado, 1 888 919 7800 or 1 905 791 7800 Ext 4156 Manager, Business Intelligence, Corporate Services
MRIA (Marketing Research Intelligence Association) registration number: 20130402-760P. Call MRIA at: 1-888-602-6742

The information you provide is strictly confidential and anonymous.

Zmail Script

Subject Heading: Peel Business Survey

Hello,

The Region hired us (R.A. Malatest & Associates) to ask you about the services they provide and get your feedback on what could be improved. The survey will take approximately 15 minutes to complete.

Your participation is entirely voluntary, and all answers that you provide will remain strictly confidential. We only provide the Region with the data we collect – not your name or anything that would identify your responses. There will be no effect on the services you personally receive as a result of choosing not to participate or as a result of any answers that you may provide.

To participate, please click on the following link: **[Insert Link]**

You will need to enter the following access code: **[Insert Code]**

We thank you in advance for your participation in the study.

Sincerely,

Chine Nkado

Region of Peel - Project Leader, Office of Strategic Innovation and Policy

Should you have any additional questions, please feel free to contact the Region of Peel regarding this survey please phone Chine Nkado at 1 888 919 7800 or 1 905 791 7800 and enter extension 4156.

To confirm the validity of this survey with the Marketing Research Intelligence Association (MRIA) please phone 1-888-602-6742 and give the studies registration number: 20130402-760P.

Online Introduction

Welcome to the Region of Peel's Enterprise-wide Business Survey! The Region hired us (R.A. Malatest & Associates) to ask you about the services they provide and get your feedback on what could be improved. **[Exclude for inspection services sample: The services are basic things that you come across every day, e.g. garbage collection, water quality, roads, etc.]** The survey will take approximately 15 minutes to complete.

Your participation is entirely voluntary, and all answers that you provide will remain strictly confidential. We only provide the Region with the data we collect – not your name or anything that would identify your responses. There will be no effect on the services you personally receive as a result of choosing not to participate or as a result of any answers that you may provide.

Please note that, at any point in the survey, you can return to any of the previous screens by using the survey navigation buttons at the bottom of each screen. You can also exit the survey at any time and return to finish the survey at a later date. All of the information that you have entered will be saved if you decide to exit the survey. When you return you will be taken directly to the last question you answered. To return to the survey please enter the following web address into the address field in your web browser: **[insert link]**. You will also need to re-enter your access code: **[telkey]**.

If you have any questions or require help to complete the online survey, please call R.A. Malatest & Associates at 1-855-688-1142 (toll free), or e-mail m.jackson@malatest.com for assistance. To contact the Region of Peel regarding this survey please phone Chine Nkado (**Region of Peel - Manager, Business Intelligence, Corporate Services**) at 1 888 919 7800 or 1 905 791 7800 and enter extension 4156.

To confirm the validity of this survey with the Marketing Research Intelligence Association (MRIA) please phone 1-888-602-6742 and give the studies registration number: 20130402-760P.

**[Target interviewee:
For inspections lists, try to interview a person who deals directly with the inspector.
For BIA lists, interview a person who would deal with the Region.]**

a7 To begin, do you or any member of your household work for the Town of Caledon, City of Brampton, City of Mississauga, or the Region of Peel?

- 1 Yes **[Thank and end interview]**
- 2 No **[Continue]**

a8 **[IF on BIA list]** What is your Business Improvement Area?

- 1 Brampton
- 2 Bolton
- 3 Streetsville
- 4 Clarkson
- 5 Port Credit

d1 **[IF on inspection list]** What type of inspection do you receive?

- 51 Food inspection
- 52 Pool or spa inspection
- 53 Personal Services inspection

[IF on ELCC/Social Housing Lists]

a4 In which of the following municipalities are you located?

- 1 Brampton

- 2 Caledon
- 3 Mississauga

a6 What is your gender (Surveyors – do not ask)

- 1 Female
- 2 Male

B. BUSINESS INPUT QUESTIONS

- d12 Over the past 12 months, have there been changes to Regional policies or regulations that affected your business in any way?
- 1 Yes
 - 2 No **[Skip to d19]**
 - 3 Don't know **[Skip to d19]**

[If d12=code 1 (yes), ask d13]

- d13 What were they?
- 1 Changes to inspection by-laws
 - 2 Changes to garbage and recyclable collection service
 - 3 Other (e.g., Retail holiday exemptions; smoking by-laws)

Statements

I will read several statements about the recent changes to Regional policies or regulations – please tell me how much you agree or disagree, using a 5-point scale where 1 means “Strongly disagree” and 5 means “Strongly agree”.

			Strongly disagree			Strongly agree	DK/NA
d14	I received sufficient information about these changes	1	2	3	4	5	___
d15	My business was given adequate time to prepare for the changes	1	2	3	4	5	___
d16	The Region consulted sufficiently with business about the changes	1	2	3	4	5	___
d17	The changes reduce the regulatory burden that my business faces	1	2	3	4	5	___
d18	The changes have had/are having a positive impact on my business	1	2	3	4	5	___
q26	In general, the Region of Peel is in touch with the needs of the business community	1	2	3	4	5	___

C. SERVICE QUALITY

I would now like to ask about some specific services that the Region provides.

Garbage and Recycling

- d19 Is your business garbage picked up by the Region of Peel or by a private company that you pay directly?
- 1 Region of Peel
 - 2 Private **[Skip to CRC at d25]**

For businesses with Peel garbage collection only:

Very
dissatisfied Very
satisfied DK/NA

I would like to ask your opinion about curbside collection for you business. On a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, overall, how satisfied are you with...

Code 6 for "do not use this service".

- | | | | | | | | |
|-----|-------------------------------|---|---|---|---|---|-----|
| d21 | Garbage collection | 1 | 2 | 3 | 4 | 5 | ___ |
| d23 | Blue Box program: recyclables | 1 | 2 | 3 | 4 | 5 | ___ |
| d24 | Collection of white goods | 1 | 2 | 3 | 4 | 5 | ___ |

- d25 Has your business taken material to a Community Recycling Centre (CRC) in the past 12 months?
- 1 Yes
 - 2 No **[Skip to a35]**

- d25.1 Based on your experiences during these visits, how satisfied are you with Peel's CRC service? **[Interviewer note: Please use the 5 point scale where 1 is very dissatisfied and 5 is very satisfied]**
- | | | | | | | | |
|--|--|---|---|---|---|---|-----|
| | | 1 | 2 | 3 | 4 | 5 | ___ |
|--|--|---|---|---|---|---|-----|

Moving on to water, I would like to ask how satisfied are you with the... **[Interviewer note: Please use the 5 point scale where 1 is very dissatisfied and 5 is very satisfied]**

[Rotate list]

- | | | | | | | | |
|------|--|---|---|---|---|---|-----|
| a35 | Taste of the tap water where you do business | 1 | 2 | 3 | 4 | 5 | ___ |
| a36 | Odour/smell of the tap water where you do business | 1 | 2 | 3 | 4 | 5 | ___ |
| a37 | Water pressure where you do business | 1 | 2 | 3 | 4 | 5 | ___ |
| Q2a4 | Appearance and colour of the tap water where you do business | 1 | 2 | 3 | 4 | 5 | ___ |
| Q2a5 | Safety of the tap water where you do business | 1 | 2 | 3 | 4 | 5 | ___ |

- a38 And overall, how satisfied are you with the water quality where you do business? **[Interviewer note: Please use the 5 point scale where 1 is very dissatisfied and 5 is very satisfied]**

Very dissatisfied 1 2 3 4 5 Very satisfied

Thinking about your business water bill, on a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how would you rate the following?

[Rotate list]

- | | | | | | | | |
|------|---|------------------------------|---|---|---------------------------|------------------|-----|
| | | | | | | | |
| | | Strongly
disagree | | | Strongly
agree | DK
NA | |
| a120 | The water/wastewater bill is easy to understand | 1 | 2 | 3 | 4 | 5 | ___ |
| a121 | The bill has all the information I need | 1 | 2 | 3 | 4 | 5 | ___ |
| a122 | The amount I pay for water/wastewater is good value for the money | 1 | 2 | 3 | 4 | 5 | ___ |

- a44 On a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied how satisfied are you with your business water and wastewater billing overall?

Very dissatisfied 1 2 3 4 5 Very satisfied

Restaurants only

- d47 Did you know that Peel has been making spray valves available to restaurants – to help save money on water bills?
 1 Yes
 2 No **[Skip to Waste Water at q6]**
- d48 Have you installed one?
 1 Yes
 2 No **[Skip to Waste Water at q6]**
- d49 How effective do you find it/them?
 1 No difference
 2 Some difference
 3 A big difference

Waste water

- q6 Have you experienced a flood or sewer backup at your business premises in the past 12 months (either on the street or in your basement)?
 1 Yes
 2 No **[Skip to Roads]**

[If q6=1, ask q6.1]

q6.1 **[Interviewer note: read each option below]**

	Yes	No	DK NA
1 Did your storm sewer back up outside on the street or lawn [Interviewer note: respondent would not have been charged for this service]	1	2	___
2 Did your sanitary sewer back up into your basement through the floor drain	1	2	___
3 Did storm water enter your basement from windows/cracks in walls/perimeter [Interviewer note: may involve a charge to respondent – if problem was on business’ property]	1	2	___

- q7 When you experienced the basement flood or sewer backup, how did Peel become involved? **[Interviewer note: read each option below]**
 1 You identified the problem and call the Region of Peel, the City or Town; or
 2 Peel called you; or
 3 A work crew showed up to make repairs

- q8 How long did it take for a Regional Representative to arrive? **[Interviewer note: read each option below]**
 1 Within one hour
 2 Between one and two hours
 3 Same day
 4 Next day
 5 Longer
 6 No one ever came
 7 DK/NA

- q9 Was there damage to your **business’** property?
 1 Yes – minor 2 Yes – major 3 No

- q9.1 Did you file a damage claim with the Region, City or Town?
 1 Yes 2 No 3 DK/NA

- q10 Did your business have to pay any of the cost?
 1 Yes 2 No

[If q10=1, ask q10.1]

- q10.1 Did you understand why your business was billed for the service?
 1 Yes 2 No 3 DK/NA

[If q10=1, ask q11]
 q11 On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree how much do you agree or disagree that the cost to repair the basement flood or sewer backup was reasonable?

Strongly disagree 1 2 3 4 5 **Strongly agree**

q12 On a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied were you with the way that Peel handled things, overall?

Very dissatisfied 1 2 3 4 5 **Very satisfied**

q12.1 In the past 12 months, have you had any contact with the Region of Peel regarding a sewer odour at your business?

1 Yes 2 No 3 DK/NA

[If q12.1=1 ask q12.2]

q12.2 Overall how satisfied were you with how your complaint or enquiry regarding the sewer odour was handled by the Region of Peel? **[Interviewer note: (read if necessary) "On a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied"]**

Very dissatisfied 1 2 3 4 5 **Very satisfied**

q12.3 In the past 12 months, have you had any contact with the Region of Peel regarding the excavation and repair of a sewer line in front of your business?

1 Yes 2 No 3 DK/NA

[If q12.3=1 ask q12.4]

q12.4 Overall how satisfied were you with how the Region of Peel performed their construction activities related to the excavation and repair of the sewer line in front of your business? **[Interviewer note: (read if necessary) "Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied"]**

Very dissatisfied 1 2 3 4 5 **Very satisfied**

Roads

The Region of Peel is responsible for maintenance and construction of major roadways. **[Note for interviewers: if necessary, read names roads using list of roads supplied]. [Program list TO BE PROVIDED]** Thinking of these roads, on a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with:

		Very dissatisfied			Very satisfied	Very DK/NA	
[Rotate list]							
a47	Snow removal on these roadways	1	2	3	4	5	___
a48	Maintenance of the roadways (smooth surface, no pot-holes)	1	2	3	4	5	___
a50	Traffic related signs (speed limits, stop signs, etc)	1	2	3	4	5	___
a51	Traffic signals	1	2	3	4	5	___
a52	Goods movement – your ability to get your goods delivered where you want, when you want	1	2	3	4	5	___

a53 Overall how satisfied are you with your regional roads? **[Interviewer note: (read if necessary) "Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied"]**

Very dissatisfied 1 2 3 4 5 **Very satisfied**

d53 In the past two years, has your business been directly affected by road construction by the Region in front of your business premises?

1 Yes
2 No **[Skip to Contact with Peel]**

d54 Overall how satisfied were you with the way that Peel managed the construction?

Very dissatisfied 1 2 3 4 5 **Very satisfied**

[Interviewer note: for all satisfaction rating questions from f54.2 to f13, read if necessary: "Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied"]

[Programmer note: anchor endpoints of all rating questions (1=Very dissatisfied; 5=Very satisfied) and include DK/NA option]

Social Housing

[Skip to Early Learning Childcare if not on social housing list (to be provided)]

The next few questions are about the support private landlords receive from government.

d100 On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how would you agree or disagree with each of the following?

		Strongly disagree					Strongly agree	DK NA
[Rotate list except the overall rating statement]								
d101	The Region of Peel provides adequate information about eligible tenants	1	2	3	4	5	___	
d102	Tenant referrals are timely	1	2	3	4	5	___	
d103	Landlord payments arrive on time (on or before the first of each month)	1	2	3	4	5	___	
d104	Agreements between the Region of Peel and landlords are fair	1	2	3	4	5	___	
d105	Agreements between the Region of Peel and landlords are easy to understand	1	2	3	4	5	___	
d106	Agreements between the Region of Peel and landlords are comprehensive, providing all the information I require	1	2	3	4	5	___	
d107	The Region's Rent Supplement staff are readily accessible by telephone or by email	1	2	3	4	5	___	
d108	The Region's Rent Supplement staff return phone calls and/or emails in a timely manner	1	2	3	4	5	___	
d109	The Region's Rent Supplement staff effectively assist tenants with challenging or complex issues	1	2	3	4	5	___	
d110	Overall, I am satisfied with the support I receive from the Region of Peel	1	2	3	4	5	___	

d111. In the past 12 months, have existing tenants or applicants eligible for rental subsidy directly approached you for accommodation?

- 1 Yes
- 2 No

d112. Given the choice, would you prefer to have tenants or applicants directly approach you for accommodation or would you prefer to have applicants referred to you by Regional staff?

- 1 Would prefer being approached by tenants/applicants
- 2 Would prefer having applicants referred to me

d113. Why do you say you would prefer **[being approached by tenants/applicants/having applicants referred to you]**?

Early Learning Childcare

[Skip to Contact with Peel if not on early learning childcare list (to be provided)]

The next few questions are about the operational support you receive from government to assist your organization in providing supports for children with special needs, training, and the Raising the Bar quality initiative.

d114 First of all, is your organization for profit or not-for-profit?
 1 For profit 2 Not-for-profit

d115 On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how would you agree or disagree with each of the following?

		Strongly disagree					Strongly agree					DK NA
[Rotate list except the overall rating statement]												
d116	There are adequate opportunities for professional development training in Peel community	1	2	3	4	5	1	2	3	4	5	___
d117	Region of Peel provides fair access to health and safety funding and repairs	1	2	3	4	5	1	2	3	4	5	___
d118	Region of Peel provides fair access to repairs and maintenance funding	1	2	3	4	5	1	2	3	4	5	___
d119	Region of Peel provides fair access to toys equipment funding	1	2	3	4	5	1	2	3	4	5	___
d120	Region of Peel provides effective tools and data, such as the cost-analysis toolkit, and population and child care forecast data	[Interviewer note: child care forecast data helps you plan for the impact of Full Day Kindergarten]										
d121	The Region of Peel provides sufficient quality assurance support (e.g., the Region’s Purchase of Service Operating Criteria Reviews and ongoing regional staff support)	1	2	3	4	5	1	2	3	4	5	___
d122	I feel I have the capacity to support children with special needs within my program	1	2	3	4	5	1	2	3	4	5	___
d123	Participation in raising the bar initiatives has had a positive impact on program quality	1	2	3	4	5	1	2	3	4	5	___
d124	The new provincial funding provided to the Region has had a positive impact on children and families (e.g. fee subsidy to support children; and subsidy to support professional development)	1	2	3	4	5	1	2	3	4	5	___
d125	The Region of Peel effectively communicates with me regarding changes that impact me or the ELCC system in general	1	2	3	4	5	1	2	3	4	5	___
d126	Overall, I am satisfied with the operational support my organization receives from government	1	2	3	4	5	1	2	3	4	5	___

Contact with Peel

d55 If you needed to get information about some Regional service, how would you do it? **[Interviewer note: do not read list]**

- 1 Call on the phone
- 2 Look up Peel in the phone book
- 3 Go to Peel website
- 4 Ask a friend or colleague
- 5 Other: d56 _____

a78.1 Have you visited the Peel website in the past 12 months? (www.peelregion.ca)

- 1 Yes
- 2 No **[Skip to a300]**

a78.2 What did you go to the site for? _____

a78 How satisfied were you with this experience. If you have visited the Peel website more than once, please rate your satisfaction with your most recent visit. Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied

- 1
- 2
- 3
- 4
- 5
- ___

a300. Have you ever used Region of Peel website to get services from or transact with government? This could include getting information related to permits and licenses, business development, water quality, and so on.

- 1 Yes
- 2 No
- 3 DK/NA

a301. And, how likely is it that you will use Region of Peel website the next time you get services or transact with government? **[Interviewer note: (read if necessary) "Please use a 5 point scale where 1 is not very likely and 5 is very likely"]**

Not very likely 1 2 3 4 5 **Very likely**

[If code "4, 5" at a301 ask a301.1]

a301.1 What do you think you will use the website for? _____

[If code 1, 2, or 3 at a301, ask a302 to a307. Otherwise, skip to a80.1]

a302. Why do you say that? **Please select as many as apply**

- I do not have access to the Internet 1
- I don't have access to high-speed Internet 2
- I am not comfortable using the Internet 3
- I don't need to use the Internet 4
- Concerned about identity theft and website security 5
- Concerned how the information you give may be used 6
- Other **(Please specify)** 98
- DK/NA 99

a303. Using a 5-point scale where 1 is very ineffective and 5 is very effective, how effective would the following incentives be in encouraging you to access government services online for your business? Note that some of these items may already be available to you.

		Very ineffective			Very effective		DK/NA	Already available to me	
[Rotate list]									
a303.1	Creating a single user account to access items specific to my business	1	2	3	4	5	___	9	
a303.2	Allowing for processing of payments online via credit card	1	2	3	4	5	___	9	
a303.3	Being able to get the service faster online than via other channels	1	2	3	4	5	___	9	
a303.4	Having the service available 24 hours a day, 7 days a week	1	2	3	4	5	___	9	
a303.5	Knowing that getting the service online involves fewer steps than other methods	1	2	3	4	5	___	9	
a303.6	Providing a rebate or reduced costs to users of online services (for example, potential for up to a 5% rebate)	1	2	3	4	5	___	9	
a303.7	Providing a way to connect to a "live" person while online	1	2	3	4	5	___	9	
a303.8	Having staff walk you through the use of online services	1	2	3	4	5	___	9	

a80.1 Have you called the Region of Peel for service or information in the past 12 months? **[Interviewer prompt: Customer Contact Centre, 905-791-7800. The contact centre is the first point of contact for the Region's 11 main telephone numbers. You might have called this number regarding one of the following services: Land use and transportation planning, Inspection, bid/tenders/vendor inquiry, waste/recyclable, Construction projects, water bill, water quality, permits and licenses, Ontario Works, housing, or children's services.]**

1 Yes 2 No **[Skip to a81.3]**

a80.2 When you called the Region of Peel did you immediately receive the service you required or was your call transferred to another area?

1 I immediately received the service 2 I was transferred to another area 3 I don't remember

a80 How satisfied were you with the service or information you received?

[Interviewer note: (read if necessary) "Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied"]

1 2 3 4 5 ___

D. RECENT CONTACT WITH PEEL: ALL EXCEPT INSPECTIONS

[Skip to Section E if part of Inspections sample]

[Each respondent will rate one service experience. Selection criteria for recent service is as follows:

Respondents NOT in either list (i.e., non-inspections business sample] will be asked about one of the following services:

- Social housing (if indicated in sample)
- Early learning childcare (if indicated in sample)
- Water quality (all)
- Water / wastewater bill (ask only if q6=1)
- Curbside pick-up (ask only if d19=1)
- Community Recycling Centres (CRCs) – ask only if d25 = code 1
- Roads (all)

[Introduction for all remaining businesses - not inspections]

a81.3 I'm interested in hearing about a recent experience you have had with the Region of Peel. Have you had contact with the Region in the past 12 months in connection with the following?

	Yes	No
[Social Housing] Social Housing	1	2
[Early Learning Childcare] Early Learning Childcare	1	2
[Water quality] The municipal tap water at your business	1	2
[Water billing] Your business' water bill	1	2
[Curb-side pick-up] The Region's curbside collection for you business	1	2
[CRC] Your business' experiences with the Community Recycling Centre (CRC) in the past 12 months	1	2
[Wastewater] The basement flood or sewer backup you experienced in the past 12 months	1	2
[Roads] The roads in your area	1	2

[If "no" or "NA" to all, skip to d2.1]

[If more than one "yes" at a81.3, ask a81.5]

[For each "yes" at a81.3, ask:]

a81.5 What type of contact did you have with the Region of Peel in connection with...? **[Interviewer note: read options if necessary]**

[Only show the services selected at a81.3 – refer to each service per language used at a81.3 (e.g., water quality="the municipal tap water at your business")]

	Water Quality	Water Billing	Curb-side	CRC	Roads	Waste water	Social Housing	Early Lng Childcare
In person, at an office or service counter	1	1	1	1	1	1	1	1
Telephone with a live agent	2	2	2	2	2	2	2	2
Automated telephone service	3	3	3	3	3	3	3	3
Region of Peel website	4	4	4	4	4	4	4	4
Email	5	5	5	5	5	5	5	5
Posted mail	6	6	6	6	6	6	6	6
Other (Please specify)	_____	_____	_____	_____	_____	_____	_____	_____
DK/NA	8	8	8	8	8	8	8	8

[If "DK/NA" to all, skip to 6. Otherwise, continue a81.6]

[Automatically populate with a81.5 response if only one method selected (and skip question). If more than one contact method mentioned at a81.5 ask:]

a81.6 What was your most recent method of contact with the Region of Peel in connection with...?

[If recent contact includes either Social Housing/Early Learning childcare ask only most recent contact for that service]

[Only show the services and types of contact selected at a81.5. Allow one selection only]

	Water Quality	Water Billing	Curb-side	CRC	Roads	Waste water	Social Housing	Early Lng Childcare
In person, at an office or service counter	1	1	1	1	1	1	1	1
Telephone with a live agent	2	2	2	2	2	2	2	2
Automated telephone service	3	3	3	3	3	3	3	3
Region of Peel website	4	4	4	4	4	4	4	4

Email	5	5	5	5	5	5	5	5
Posted mail	6	6	6	6	6	6	6	6
Other (Please specify)	_____	_____	_____	_____	_____	_____	_____	_____
DK/NA	8	8	8	8	8	8	8	8

a81.7 What was the purpose of your contact with the Region of Peel?

- Information 1
- Problem/complaint 2
- Other **(please specify)** _____

Initial contact, getting information

f14 Was this the first time you had contact with Peel about the service?

- 1 Yes
- 2 No

a83 Who started the process – did you call Peel or did Peel contact you?

[Interviewers: If this is obvious, just confirm: "So this began with you calling Peel..."]

- 1 Business initiated (incl. anyone acting on the customer's behalf)
- 2 Peel initiated

Access Experience **IF YOU ARE CONTRAINED BY SURVEY LENGTH** CONSIDER REMOVING THIS SECTION

[Ask all]

a145.1 Thinking of your experience interacting with the Region of Peel via **[insert most recent method of contact (a81.2/a81.6)]** regarding **[Social Housing/Early Learning Childcare, if not most recent service at a81.6]** how much do you agree with the following statements? Please use a 5 point scale where 1 is strongly disagree and 5 is strongly agree.

		Strongly disagree				Strongly agree	DK NA
	[Rotate list within each section (e.g., a145-149) except the overall satisfaction statement which should always be asked last]						
a145	I knew where to get the information I needed	1	2	3	4	5	___
a146	I received consistent information from all sources	1	2	3	4	5	___
a147	The process was easy (not much 'red tape' to deal with)	1	2	3	4	5	___
a148	The hours of service suited my schedule	1	2	3	4	5	___
a149	Getting access to staff was easy	1	2	3	4	5	___

[Ask a150 to a153 if a81.2 or a81.6=in person]

a150	The Peel office was in a convenient location	1	2	3	4	5	___
a151	I waited a reasonable amount of time in line at a Peel office	1	2	3	4	5	___
a152	I had to tell my story or provide information only once						
a152.1	I dealt with a reasonable number of people	1	2	3	4	5	___
a153	Peel staff took the time required to explain things to me	1	2	3	4	5	___
a153.1	Overall, I was satisfied with my experience at the office or service counter	1	2	3	4	5	___

[Ask a156 to a159 if a81.2 or a81.6=telephone agent]

a156	I waited a reasonable amount of time to speak to someone on the phone	1	2	3	4	5	___
a157	I had to tell my story or provide information only once						
a157.1	I dealt with a reasonable number of people over the phone	1	2	3	4	5	___
a158	Peel staff took the time required to explain things to me	1	2	3	4	5	___
a159	My phone message was returned in a timely manner (If you did not leave a phone message, please select NA)	1	2	3	4	5	___
a159.1	Overall, I was satisfied with my experience on the telephone	1	2	3	4	5	___

[Ask a160 to a163.1 if a81.2 or a81.6=Region of Peel website]

a160	It was easy to find the right pages for business information	1	2	3	4	5	___
a161	It was easy to find the information I needed	1	2	3	4	5	___
a162	It was easy to find the email address I needed (If you did not need to find an email address, please select NA)	1	2	3	4	5	___
a163	I received a response to my email in a timely manner (If you did not send an email, please select NA)	1	2	3	4	5	___
a163.1	Overall, I was satisfied with my online experience	1	2	3	4	5	___

[Ask a200 to a203.1 if a81.2 or a81.6=automated telephone service]

a200	Options in the automated phone system were easy to understand	1	2	3	4	5	___
a201	I received all the information I needed	1	2	3	4	5	___
a202	The hours of service were convenient	1	2	3	4	5	___
a203	My phone message was returned in a timely manner (If you did not leave a phone message, please select NA)	1	2	3	4	5	___
a203.1	Overall, I was satisfied with my experience on the telephone	1	2	3	4	5	___

[Ask only if email, posted mail, other at a81.2/181.6]

a204. Overall, I was satisfied with my experience using [email/posted mail **[(a81.2/a81.6)]**]

Very dissatisfied 1 2 3 4 5 **Very satisfied**

a164 How long did the entire experience take, from the time you first had contact with Peel until you got what you needed?

- | | | | |
|---|--------------------------|----|------------------------------------|
| 1 | Time frame is indefinite | 7 | up to 1 week |
| 2 | up to 5 min | 8 | up to 1 month |
| 3 | up to 30 min | 9 | up to 3 months |
| 4 | up to 1 hour | 10 | more than 3 months |
| 5 | up to 4 hours | 11 | ongoing: not resolved at this time |
| 6 | up to 1 day | 99 | DK/NA |

a165 How long did you expect this process take?

- | | | | |
|---|--------------------------|----|--------------------|
| 1 | Time frame is indefinite | 7 | up to 1 week |
| 2 | up to 5 min | 8 | up to 1 month |
| 3 | up to 30 min | 9 | up to 3 months |
| 4 | up to 1 hour | 10 | more than 3 months |
| 5 | up to 4 hours | 99 | DK/NA |
| 6 | up to 1 day | | |

Service Quality Experience

6. Thinking of **[insert service type*]**, how much would you agree or disagree with the following statements, where 1 is strongly disagree and 5 is strongly agree:
- o ***[For Social Housing]:** "the support you've received from the Region in connection with social housing"
 - o ***[For Early Learning Childcare]:** "the support you've received from the Region in connection with early learning childcare"
 - o ***[For Waste Water/Sewer Back-up]:** "the service you received in connection with the sewer backup you experienced"
 - o ***[For Water Quality]:** "the municipal tap water at your business"
 - For Water Quality, deactivate the following statements:
 - o a171 (procedures were easy to follow)
 - o a172 (information about the service was easy to understand)
 - o ***[For Water Billing]:** "your water bill"
 - For Water Billing, deactivate the following statements:
 - o a169 (the service was there for me when I needed it)
 - o a173 (In my opinion, this service is good value for tax dollars)
 - o ***[For Curbside Pickup]:** "the Region's garbage pick-up service"
 - o ***[For CRC]:** "the Region's Community Recycling Centre (CRC)"
 - o ***[For Roads]:** "the roads in your area"
 - For Roads, deactivate the following statements:
 - o a171 (procedures were easy to follow)
 - o a172 (information about the service was easy to understand)

			Strongly disagree			Strongly agree	DK/NA
	[Ask all; rotate list within each section (e.g., a169-173)]						
a169	The service [For Social Housing and Early Learning Childcare: "support" (not "service")] was there for me when I needed it						
	1	2	3	4	5		___
a170	It was clear what I could do if I had a problem						
	1	2	3	4	5		___
a171	Procedures were easy to follow						
	1	2	3	4	5		___
a172	Information about the service was easy to understand						
	1	2	3	4	5		___
a173	In my opinion, this service is good value for tax dollars						
	1	2	3	4	5		___
	[Ask if in person contact with staff was involved]						
a174	Staff understood my business needs						
	1	2	3	4	5		___
a175	Staff made a real effort to make sure I got what I needed						
	1	2	3	4	5		___
a176	Staff were competent						
	1	2	3	4	5		___
a177	I got accurate information						
	1	2	3	4	5		___
a178	I was treated fairly						
	1	2	3	4	5		___
a179	I was treated in a friendly, courteous manner						
	1	2	3	4	5		___
a180	Staff cared about my situation						
	1	2	3	4	5		___
	[Ask a181 and 182 only if waste water]						
a181	In the end, did you get what you needed?						
	1	2	3	4			
	Yes	No	I got part of what I needed	It's still in progress			
a182	Thinking about the entire experience, how satisfied were you with the service you got?						
	Very dissatisfied	1	2	3	4	5	Very satisfied
	[Ask a181.1 and 182.1 for all other services]						
a181.1	Do you get what you need from [insert service type (use Q6 language to refer to service – except Social Housing (insert "the Region in connection with social housing" and Early Learning Childcare: "the Region in connection with Early Learning Childcare"))] ?						
	1	2	3	4			
	Yes	No	I get part of what I need	It's still in progress			
	[note that code 3 above includes the word "get" not "got"]						
a182.1	Thinking about the entire experience, how satisfied are you with the service you get?						
	Very dissatisfied	1	2	3	4	5	Very satisfied
	[note that question above includes the words "are" (not "were") and "get" (not "got")]						

d26 And would you say that the service was better or worse than what you expected? Use a scale where 1 is "Much worse" and 5 is "Much better".

Much worse 1 2 3 4 5 **Much better**

E. RECENT CONTACT WITH PEEL: INSPECTIONS ONLY

[ask this section only if on the Inspection list]

d27 I would like to ask about your most recent visit from the Region of Peel's Public Health Inspector. Do you recall when it was? Within the past...

- 1 month
- 2 3 months
- 3 6 months
- 4 one year
- 5 more than one year ago
- 6 Have never had an inspection -- *Check if there is someone else in the business who may have dealt with an inspector. If no one can be found, skip to Open ended questions.*

d28. Did the inspector explain the purpose of the visit in an appropriate manner?

- 1 Yes
 - 2 No
 - 3 Not necessary -- e.g. it was a familiar process
-

Infractions

d29. Did the inspector give you a write up on infractions found during the inspection?(e.g., make repairs, clean, etc)?

- 1 Yes
- 2 No **[Skip to d34]**

d30. Did the inspector give you all the information you needed to fix the infractions?

- 1 Yes
- 2 No
- 3 Gave me some information but not enough

d31. Did the inspector explain why fixing the infractions was necessary?

- 1 Yes
- 2 No – there was no need to explain
- 3 No – I would have like a better explanation

d32. Do you consider that the written report of infractions was reasonable?

- 1 Yes
- 2 No
- 3 Mixed: Some were reasonable and some were not

[Pools and Food only]

d34. Has your business ever been charged or shut down because of an infraction?

- 1 Charged
- 2 Shutdown
- 3 Both
- 4 Neither
- 5 **Don't Know**
- 6 Refused

a167 Overall, how satisfied were you with the total amount of *time* the inspection took?

Very dissatisfied 1 2 3 4 5 **Very satisfied**
(It took too long) (It took the right amount of time)

I would like to read some statements about inspections. Thinking about this recent inspection, please tell me how much you agree or disagree with each one.

[Rotate list]

		Strongly disagree				Strongly agree	
a174	The inspector understood my business needs	1	2	3	4	5	___
a176	The inspector was competent	1	2	3	4	5	___
d35	The inspector was helpful interpreting codes and regulations	1	2	3	4	5	___
d36	The inspector gave me useful information	1	2	3	4	5	___
a177	The inspector gave me accurate information	1	2	3	4	5	___
a178	The inspector treated me fairly	1	2	3	4	5	___

a182 Overall, how satisfied were you with this inspection?

Very dissatisfied 1 2 3 4 5 **Very satisfied**

d26 And would you say that the service was better or worse than what you expected? Use a scale where 1 is "Much worse" and 5 is "Much better".

Much worse 1 2 3 4 5 **Much better**

d33 How much would you agree with the following statement? The inspection improved the safety of your business
[Interviewer note: (read if necessary) "Please use a 5 point scale where 1 is very dissatisfied and 5 is very satisfied"]

Strongly disagree 1 2 3 4 5 **Strongly agree**

d42 Has your business had other inspections before this one?

- 1 Yes
- 2 No **[Skip to open-ended, a183]**

[Ask if person has had previous inspections]

d56 Has your business ever been charged or shut down because as a result of a re-inspection?"

- 1 Charged
- 2 Shutdown
- 3 Both
- 4 Neither
- 5 **Don't Know**
- 6 Refused

d43.1 How much do you agree with these statements about the inspections you have had over the past few years?

[Rotate statements]

		Strongly disagree				Strongly agree	
d43	Different inspectors interpret regulations consistently	1	2	3	4	5	___
d44	Different inspectors report their findings consistently	1	2	3	4	5	___
d45	Different inspectors take about the same amount of time to do the job	1	2	3	4	5	___
d46	All inspectors have a high level of expertise	1	2	3	4	5	___

d37.1 I would like to ask your opinion about the regulations themselves.

[Rotate statements]

		Strongly disagree				Strongly agree	
d37	The regulations are easy to understand	1	2	3	4	5	___
d38	The regulations generally make good sense	1	2	3	4	5	___
d39	Complying with the regulations costs too much money	1	2	3	4	5	___
d40	Complying with the regulations takes too much time	1	2	3	4	5	___

d41 The regulations make Peel a safer place

1 2 3 4 5 _____

F. OPEN-ENDED QUESTIONS FOR ALL RESPONDENTS

a183 What was the best part about your experience [with this service/your inspection]?

[Ask all except inspections business sample]

a184 If you could improve one thing about your experience, what would it be?

[Ask inspections business sample only]

a184.1 Would you like to see any changes made to the way the by-laws are enforced?

G. SERVICE REPUTATION

d2.1 I would like you to think generally about your dealings with all levels of government (municipal, provincial and federal) for your business. How would you rate the overall quality of service from each? Use a 5-point scale where 1 means "Very poor" and 5 means "Very good".

	Very poor					Very good		
d2 Services of your municipal government, e.g. Municipal Business Licence, Sign permit	1	2	3	4	5		NA	
d3 Services of your Regional government, e.g. Public health inspection, food handling licensing/certification, garbage and recyclable collection and disposal	1	2	3	4	5		NA	
d4 Services of your provincial government, e.g. Vehicle registration/permit; Workers Compensation Insurance, business registration, Trademark registration	1	2	3	4	5		NA	
d5 Services of the federal government, e.g. Import/export permit, GST/HST, foreign worker employment	1	2	3	4	5		NA	

e1 How much do you agree or disagree with the following statement, where 1 means you disagree strongly and 5 means agree strongly?

	Disagree strongly					Agree strongly		
e2 The number of regulatory requirements experienced by my business is reasonable	1	2	3	4	5		NA	

e3 Overall, during the past three years, would you say that regulatory burden for your business has increased, decreased or remained the same?

1 Increased 2 Decreased 3 Remained the same 4 DK/NA

e4 Using the 5-point scale you used earlier, how much do you agree or disagree with the following statements related to red tape reduction. **[Interviewer should read if required: where 1 means you "disagree strongly" and 5 means you "agree strongly".]**

[Rotate statements]

	Disagree strongly					Agree strongly		
e5 Electronic alerts and automatic notifications would make it easier for my business to navigate the service delivery process	1	2	3	4	5		NA	
e6 My business would be willing to pay a 'convenience' fee to 'skip the line' and get a government service or product more quickly	1	2	3	4	5		NA	
e7 It would be more efficient for my business if services were 'bundled' ¹ so that more than one service could be processed at a time	1	2	3	4	5		NA	

H. PERCEPTIONS OF GOVERNMENT

I would like to begin with some general perceptions of Peel Region's service to business. I will read some statements – please tell me how much you agree or disagree, using a 5-point scale where 1 means "Strongly disagree" and 5 means "Strongly agree".

	Strongly disagree					Strongly agree		
d6 [Rotate statements] The Region of Peel gives my (This) business good value for its tax dollars	1	2	3	4	5		NA	
d7 I can easily access the information I need to comply with Region of Peel by-laws (e.g. waste collection by-laws; sewer by-laws, food disclosure by-laws, inspection by-laws)	1	2	3	4	5		NA	

¹ Example of "Service Bundling": opening a restaurant requires a set of licenses, including construction permits, liquor licences, etc., so all could be taken care of at the same time.

d8	Regional government conducts its business in an open and accountable manner	1	2	3	4	5	NA
d9	Peel's policies and regulations contribute to a level playing field for businesses in my industry	1	2	3	4	5	NA
d10	Good service from Peel Region is essential to a healthy business climate	1	2	3	4	5	NA
d11	I can easily access the information I need to comply with Region of Peel regulations	1	2	3	4	5	NA

I. ABOUT YOUR BUSINESS...

d50 How long has this business been in operation? *(Do not read list. Select one response only. [Interviewers: read categories only if necessary.]*

- 1 Less than 6 months
- 2 6 months to less than 24 months
- 3 2 to less than 5 years
- 4 5 to less than 20 years
- 5 20 years or more
- 6 Don't know

d51 And approximately how many employees are in the company? Would you say...**[Interviewers: read categories.]**

- 1 1 to 4
- 2 5 to 19
- 3 20 to 99
- 4 100 or more

d52 Which of these three outcomes is most likely for your business during the next year? **[Interviewers: read categories.]**

- 1 Operations will expand
- 2 Operations will continue at about their present level
- 3 Operations will decline
- 5 **Don't Know**
- 6 Refused

d53 Which of the following best describes your current position? **[Interviewers: read categories.]**

- 1 Manager, owner, partner
- 2 Non-management employee
- 3 Other

THANK YOU for YOUR PARTICIPATION!



APPENDIX B: SERVICE MODEL VALUES

Resident Service Satisfaction Model

Model accounts for 87% of variability in satisfaction ($R^2 = .87$)

Driver	Opportunity Analysis	Impact score (Pearson r^2)	Individual Standardized Regression Coefficient (R^2)
Staff	Proactive Maintenance	0.57	0.50
Process	Priority Improvement	0.50	0.17
Channel	Secondary Improvement	0.42	0.14
Timeliness	Status Quo	0.32	0.13
Outcome	n/a	0.17	0.10
No Problems	n/a	0.03	0.01

Trust and Confidence Model

Model accounts for 64% of variability in trust and confidence in regional government ($R^2 = .64$)

Driver	Opportunity Analysis	Impact score (Pearson r^2)	Individual Standardized Regression Coefficient (R^2)
Staff	Priority Improvement	0.55	0.50
Services	Proactive Maintenance	0.36	0.23
Contact	Status Quo	0.27	0.13
Quality of Life	Secondary Improvement	0.26	0.12

Trust and Confidence – Quality of Life

Model accounts for 35% of variability in satisfaction with Quality of Life ($R^2 = .35$)

Driver	Opportunity Analysis	Impact score (Pearson r^2)	Individual Standardized Regression Coefficient (R^2)
Health Care System	Priority Improvement	0.22	0.25
Services	Proactive Maintenance	0.21	0.25
State of the Economy	Priority Improvement	0.18	0.23
Contact	Status Quo	0.08	0.12

Business Satisfaction Model

Model accounts for 62% of variability in satisfaction with services from Regional Government ($R^2 = .62$)

Driver	Opportunity Analysis	Impact score (Pearson r^2)	Individual Standardized Regression Coefficient (R^2)
Effective Interactions	Priority Improvement	0.59	0.80
Contact	Secondary Improvement	0.30	0.02
Services	Secondary Improvement	0.29	0.18
Inspections	Status Quo	0.24	0.21

Inspections Satisfaction Model

Model accounts for 39% of variability in satisfaction with services from Regional Government ($R^2 = .39$)

Driver	Opportunity Analysis	Impact score (Pearson r^2)	Individual Standardized Regression Coefficient (R^2)
Consistent Experience	Priority Improvement	0.32	0.44

Qualified Inspectors	Proactive Maintenance	0.19	0.13
Improved Safety	Proactive Maintenance	0.18	0.19
Length of Inspection	Status Quo	0.08	0.04
Regulations	Secondary Improvement	0.04	0.01

Paramedic Model

Model accounts for 58% of variability in satisfaction with Paramedic Care ($R^2 = .58$)

Driver	Opportunity Analysis	Impact score (Pearson r^2)	Individual Standardized Regression Coefficient (R^2)
Paramedics	Proactive Maintenance	0.54	0.48
Transport to Hospital	Proactive Maintenance	0.46	0.20
Initial Contact	Proactive Maintenance	0.38	0.05
Paramedics' effect on condition	Secondary Improvement	0.07	0.29

Long Term Care Model

Model accounts for 67% of variability in satisfaction with Long Term Care ($R^2 = .67$)

Driver	Opportunity Analysis	Impact score (Pearson r^2)	Individual Standardized Regression Coefficient (R^2)
Homelike Environment	Proactive Maintenance	0.44	0.32
Activities / Engagement	Priority Improvement	0.55	0.27

Personal Support Workers	Proactive Maintenance	0.38	0.26
Food Quality	Secondary Improvement	0.27	0.10
Problem Resolution	Secondary Improvement	0.18	0.05
Doctors	Status Quo	0.24	0.03
Nurses	Status Quo	0.35	0.02



APPENDIX C: CSI AND BSI CALCULATIONS

CSI Calculations

Satisfaction measures	2013 Means	Budget ('000)	Proportion	Index Score
Ontario Works Services: Active clients	7.8	155530	0.17036	1.32858
Ontario Works Services: Recent clients	7.5	51843	0.05679	0.42590
Emergency Shelters & Transitional Housing	6.8	20141	0.02206	0.15011
Contracted Childcare Services	8.3	24319	0.02664	0.22059
Peel Living (housing subsidy)	8.1	39937	0.04374	0.35332
Peel Living (rent supplement)	8.3	39937	0.04374	0.36499
Peel Living (non-subsidized)	7.4	19968	0.02187	0.16205
Rent Supplement Service: Commercial buildings	8.5	19968	0.02187	0.18656
Peel Access to Housing (PATH) Wait List Service	4.9	19968	0.02187	0.10708
Long Term Care Services	8.0	77845	0.08527	0.68391
Dental Screening Service (CINOT)	8.2	9062	0.00993	0.08141
Breastfeeding Support Services	8.3	4531	0.00496	0.04104
Breastfeeding Companion Service	8.3	4531	0.00496	0.04112
Prenatal Services	8.6	9062	0.00993	0.08548
Healthy Babies Healthy Children Services	8.4	18125	0.01985	0.16723
Healthy Sexuality Clinics	8.9	9062	0.00993	0.08821
Food Handler Training	9.3	9062	0.00993	0.09194
Vaccination	8.3	18125	0.01985	0.16473
Paramedic Services	9.0	69139	0.07573	0.68420

Water Quality	7.8	170768	0.18705	1.46677
Water Billing and Collection Service	7.5	1280	0.00140	0.01054
Water Meter Repairs and Maintenance	9.0	1767	0.00194	0.01742
Waste Water/Sewer	6.4	10050	0.01101	0.06993
Road Maintenance (Regional Roads)	6.6	56124	0.06147	0.40855
Waste Collection Service (curbside pickup)	8.1	33701	0.03691	0.29729
Community Recycling Service	8.2	14315	0.01568	0.12801
Customer Contact Centre	7.2	1975	0.00216	0.01549
PAMA	8.6	2821	0.00309	0.02643
TOTAL		912957	1	7.86887

BSI Calculations

Satisfaction measures	2013 Means	Budget ('000)	Proportion	Index Score
Garbage Pickup	8.1	16008	0.04726	0.38486
Recyclable Pickup	8.1	16008	0.04726	0.38348
Collection of white goods	7.5	1685	0.00497	0.03717
CRCs	8.4	14315	0.04226	0.35392
Water Quality	8.3	170768	0.50412	4.16538
Sewer maintenance/repair	6.7	10050	0.02967	0.19994
Water/Wastewater Billing	7.3	1280	0.00378	0.02762
Roads	7.1	56124	0.16568	1.17862
Social Housing Support	7.5	13978	0.04126	0.30948



Early Learning Childcare Support	6.3	24319	0.07179	0.45179
Customer Contact Centre	7.6	1975	0.00583	0.04403
Inspections	9.1	12234	0.03612	0.32761
TOTAL		338744	1	7.86389