



Ipsos Public Affairs

# Client Satisfaction and Trust and Confidence in Peel

## 2017 ENTERPRISE-WIDE REPORT

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GAME CHANGERS



# Contents

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INTRODUCTION	03	Section 1. Client Satisfaction Index (CSI)	17
SURVEY OBJECTIVES	04	Section 2. Drivers of Satisfaction	22
SURVEY METHODOLOGY	05	Section 3. Digital Services	33
EXECUTIVE SUMMARY	08	Section 4. General Population Survey	38
IN THEIR OWN WORDS	13	Section 5. Human Services	48
		Section 6. Emergency Shelters and Transitional Housing	54
		Section 7. Public Health	59
		Section 8. Paramedic Services	65
		Section 9. Long-term Care	70
		Section 10. Trust and Confidence in Regional Government	81
		APPENDIX	88

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# Introduction

Ipsos is pleased to present this report to the Region of Peel highlighting the findings from the 2017 Client Satisfaction, Trust and Confidence research program. The surveys are conducted biennially. This is the sixth time the study has been conducted in recent years. Previous surveys were conducted in 2008, 2009, 2011, 2013, and 2015.

There are 6 types services measured in the Client Satisfaction portion of the surveys, the highlights of each are reported as chapters in this report. Deep dive reports for each have been provided under separate cover. A separate chapter in this report identifies how client satisfaction impacts trust and confidence in the Regional government.

- 1. Public Works Services** consists of: Curbside Waste Collection, Community Recycling Centres, Water Quality and Wastewater, Roads/road maintenance, Peel Art Gallery Museum and Archives, TransHelp, Access Counters.
- 2. Human Services** consists of: Child Care Services, Rent Supplement Services, Ontario Works and the Preventing Homelessness in Peel Program (PHIPP). Due to small sample size, PHIPP results are not reported on.
- 3. Public Health Services** consists of: Health Baby, Healthy Children Program (HBHC), Breastfeeding Clinic Services, Breastfeeding Companion Services, Food Handler Certification Program, Overdue Immunization Records.

## 4. Long-term Care Services

## 5. Paramedic Services

## 6. Emergency Shelters and Transitional Housing

# Survey Objectives

The survey is designed to provide insights in two areas:

- 1) satisfaction with Region of Peel Services
- 2) trust and confidence in the Regional government

The objectives of the satisfaction aspects of the survey are to:

- Measure satisfaction, trust and confidence with Region of Peel services;
- Identify shifts in satisfaction, trust and confidence over time;
- Understand what drives satisfaction, trust and confidence with contacting the Region for services; and,
- Recommend actions that will drive greater satisfaction and trust and confidence.

## Survey Methodology: Summary Table

A detailed description of the methodology for each service has been provided in the corresponding service chapter.

Service	Methodology (% of completions)	Sample Size	Response Rate*	Margin of Error**	Field Dates
Public Works	Online 59% Telephone 41%	n=1212	16%«	+/- 2.8%	July 27 – Aug 29
Human Services	Online 41% Telephone 59%	n=503	8%	+/- 4.4%	July 26 – Aug 31
Public Health	Online 14% Telephone 86%	n=782	23%	N/A	July 26 – Aug 31
Long-term Care	68% completed by residents (100% mail) 32% completed by family member (90% mail and 9% online)	n=340 residents	54%	N/A	July 4 – Aug 21
	Mail 81% Online 19%	n=207 family member	34%	N/A	July 19 – Aug 29
Paramedics	Online 18% Mail 82%	n=331	12%	+/- 5.3%	June 29-August 29
Shelters and Transitional Housing	Face to Face 100%	n=107	N/A	+/- 9.8%	June 27 – July 12

## Reporting Conventions

Where totals do not add to 100%, it is due either to rounding or the respondent was permitted to provide more than one response.

↑↓ Arrows indicate statistically significant differences from 2015 survey results

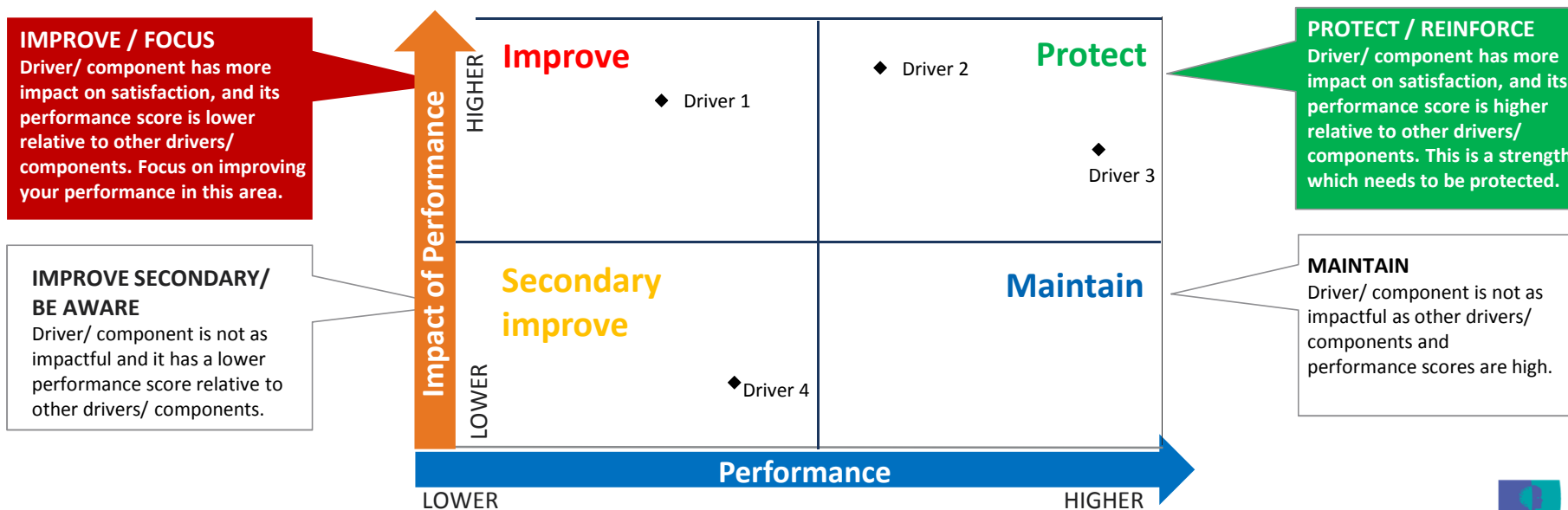
Base sizes under n=30 are flagged as \*low base, and base sizes under n=15 are flagged as \*\*very low base.

Following the scale construction of previous surveys, all 5-point scales have been re-calibrated post-fieldwork to a 1-10 scale where: (1=0, 2=2.5, 3=5.0, 4=7.5, 5=10).

# Reporting Conventions – Understanding Priorities

**READER'S NOTE:** This slide is intended to assist the reader in interpreting data shown in a priority matrix. A priority matrix has been used often throughout the report to identify priority improvement areas for key services.

A priority matrix allows for decision makers to identify priorities for improvement by comparing how well clients feel you have performed in an area with how much impact that area has on clients' overall satisfaction. It helps to answer the question 'what can we do to improve satisfaction'. Each driver or component will fall into one of the quadrants explained below, depending on its impact on overall satisfaction and its performance score (provided by survey respondents).



# EXECUTIVE SUMMARY



# Executive Summary – Client Satisfaction (1)\*

Overall satisfaction across the Region, as represented by the Client Satisfaction Index, is down directionally compared to 2015.



The decline is driven primarily by declines in satisfaction with curbside collection and roads (acknowledging that the sampling composition was slightly different in 2017 versus 2015), and directional declines on satisfaction with water quality.



Satisfaction is up for Community Recycling Centres



\*Services shown here are significant differences from 2015.

# Executive Summary – Client Satisfaction (2)

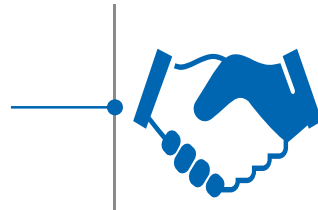
## Transactional Services

For transactional services accessed by the website or telephone, improving timeliness is the primary action required. The expectations for finding information online is 5 minutes, while expected wait time on the phone is also 5 minutes.



For in-person channels, satisfaction with staff, problem resolution and outcome tend to be stronger drivers.

For in-person public works service delivery how well staff resolve problems is the primary area identified for action.



## Relational Services

For relational services, when the primary channel is telephone or in-home visit, the performance of their Peel Contact (e.g. caseworker, public health nurse etc.) is among the strongest drivers.



Scores are very high for the performance of the Peel Contact and thus not requiring specific action.



For telephone: the action required is ease of getting through to staff and for in-home visit for the Health Baby, Healthy Children Program the primary action to be taken is how well new moms are able to get what they need from of the service, and that they receive consistent information

For in-person channels for Health and Human Services, improving wait times is identified for action.



For the email channel, primary action item is ease of accessing staff (e.g. timely reply, getting to the right person).

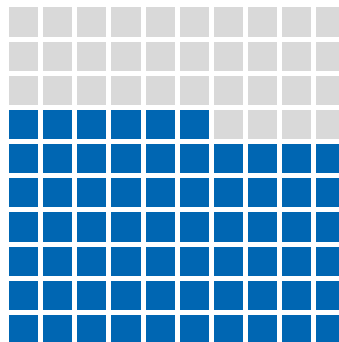


# Executive Summary – Digital Services

There is a strong movement toward accessing services online via website.

There is good potential for moving more residents to access the website first...

Action items....



# 44%

of those who accessed transaction services through traditional channels are **very likely** to visit the website next time first, an additional **22%** are **somewhat likely**

Continue to promote the information and services that are available and accessible on the website



# Executive Summary – Trust & Confidence

Trust and confidence in the Region of Peel has been stable over the past two years, and is unchanged from 2015....



...however, there have been incremental declines over the past several years, particularly on confidence that Peel is doing what is best for citizens and that citizens receive good value for their tax dollars.



Of the factors measured in the survey that contribute to trust and confidence, there is a positive trend in perception of quality of life in Peel – scores on perceptions of quality of life have increased significantly since 2015.



Areas of improvement would be improving perceptions of staff and perceptions that the Region is meeting the needs of the diverse community.



# IN THEIR OWN WORDS

## IN THEIR OWN WORDS (SUGGESTED SERVICE IMPROVEMENTS)



On recycling - perhaps the use of a total BLUE BIN would be easier to use versus just the BLUE Cover. Very happy with all services provided to keep our city clean!!



New garbage process. Find it efficient, but at times the lift and dump process causes garbage to fall on the roadway and the drivers do not pick the fall out up after this happens. Also bins are left fallen over land also sometimes on the roadways.



I put most of my organics in my compost bin, but know the Region does not seem to promote it. Brochures should be mailed out once in a while, I have new people on the street who are really confused.



I contact the Region infrequently because I have very few demands or problems. The website listing of products and how they should be disposed is very comprehensive, so it can be a chore at times having to go and look up a single item, because the list is too long to print. Perhaps the Region would consider producing a booklet for users.



Contact the homeowner after road work or water main construction has been done on their property, to see if the property was put back in good shape, if the homeowner is satisfied. Inspect the quality of work.



Brampton is a great city and probably the best for services provided. Community centers are fabulous. Better public transportation, preferably light rail to reduce traffic congestion and turn it into a profit center as oppose to a cost center.

## IN THEIR OWN WORDS (SUGGESTED SERVICE IMPROVEMENTS)



Garbage pick-up .My bins have been broken by the garbage trucks. I do not think that it is a good process. The previous process was better, as the bins are too cumbersome. Many bins are damaged and the bins are left lying on the middle of the street with the lid off and broken.



Potholes. Driving on the road and encountering. They pick up garbage one week and the next week they pick up recycling. Why can't they pick up everything on the same week



The road conditions needs to be improved. The roads are really rough. There's not enough lighting especially on Kennedy Road in the suburbs.



The crossing between Eglington and Mavis, there is not sufficient time for us seniors to cross. Provide composting bins to apartments and condos.



More seniors services, more services for low income. I'd like to see more fitness programs for lower income seniors. I think they need to build more low income housing.

## IN THEIR OWN WORDS (SUGGESTED SERVICE IMPROVEMENTS)



I can't think of anything right now. There is a lot of traffic congestion. There is nothing you can really do. The traffic flow isn't too bad considering. it seems pretty good around here considering the population density.



TransHelp service is good. No other suggestions. They couldn't of acted on my behalf any better than they did. The transHelp bus appointment picked me up, they were polite and courteous.



Keeping up today with the new technology and just being open and posting all the new information on whatever they're doing. I think they're doing great.



I can't complain. Honestly I think everything is very well here in Peel. You know we're very prone to complain sometimes on the whole, thing is to be managed well.



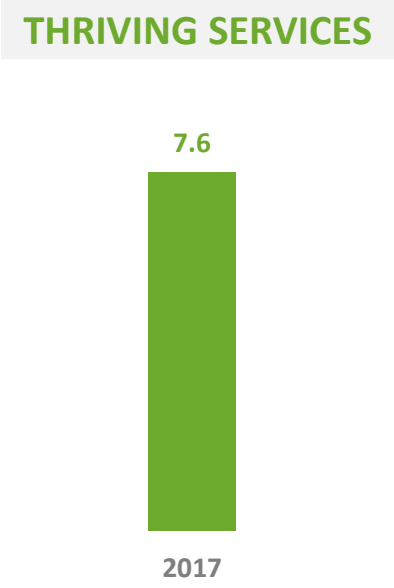
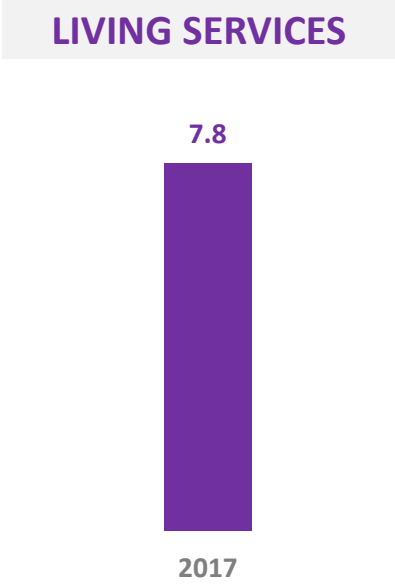
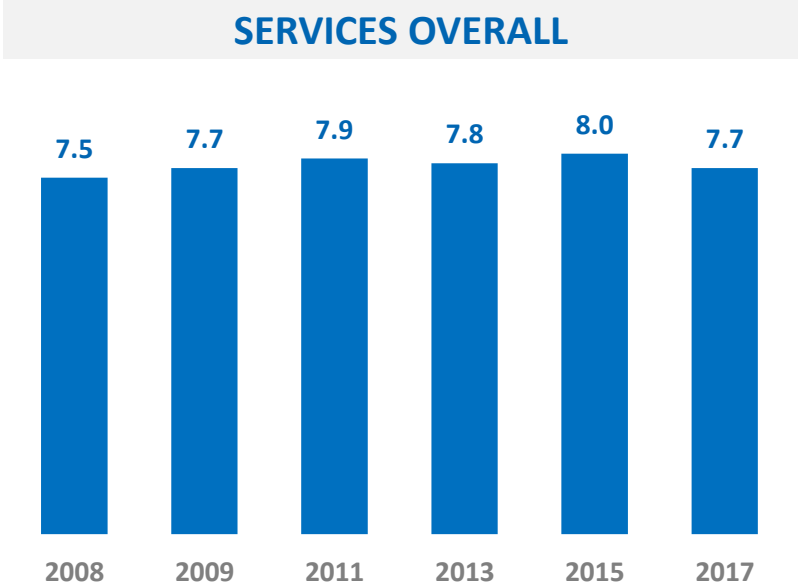
Focus on the core areas of transportation & water. Improved technology in traffic lights & signals & add more roundabouts to improve traffic flow. If they are in charge of public transportation they are doing good on that. There have been improvements on trains & buses. I think they need to focus on core things going well. Like the website has all this info & I don't think people use it because they don't need it, so I think they need to turn down some things and be more efficient instead of trying to do everything for everybody.



SECTION 1.

# CLIENT SATISFACTION INDEX (CSI)

# Client Satisfaction Index (CSI)

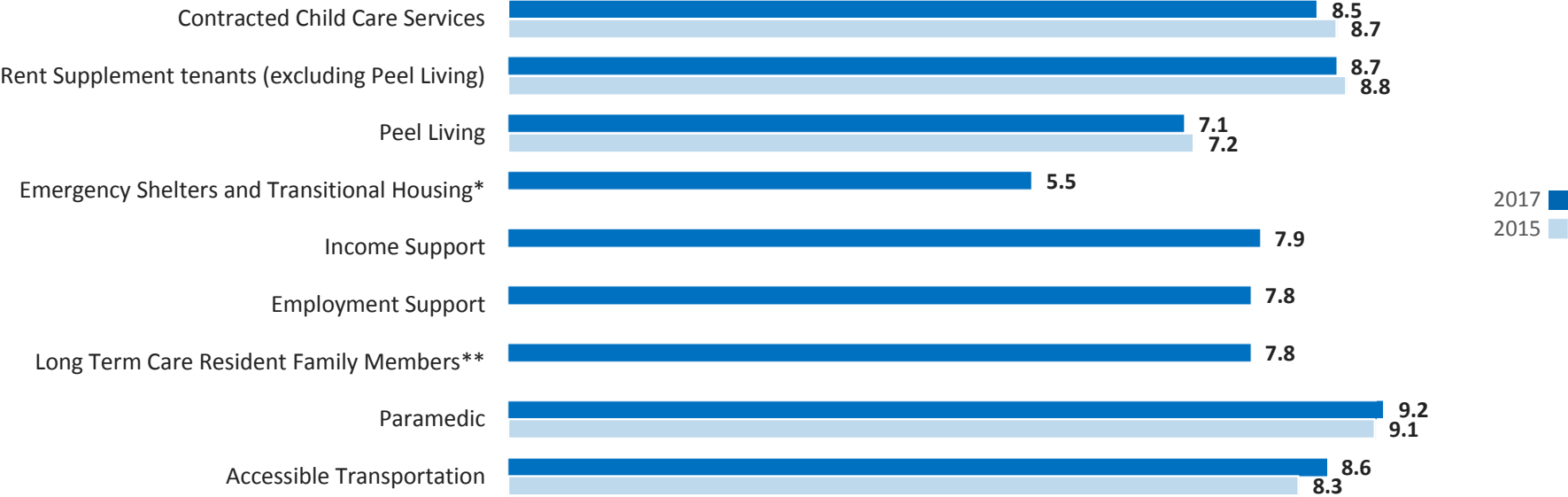


Note: Year over year comparisons are not based on perfect tracking due to changes to the composition of the services included and sampling within each.

CSI is a weighed average of the mean satisfaction score (out of 10 points) for each service measured by budget allocated to the service. See Appendix for details.

# Client Satisfaction Scores – Living Services

No significant changes in satisfaction with Living Services.



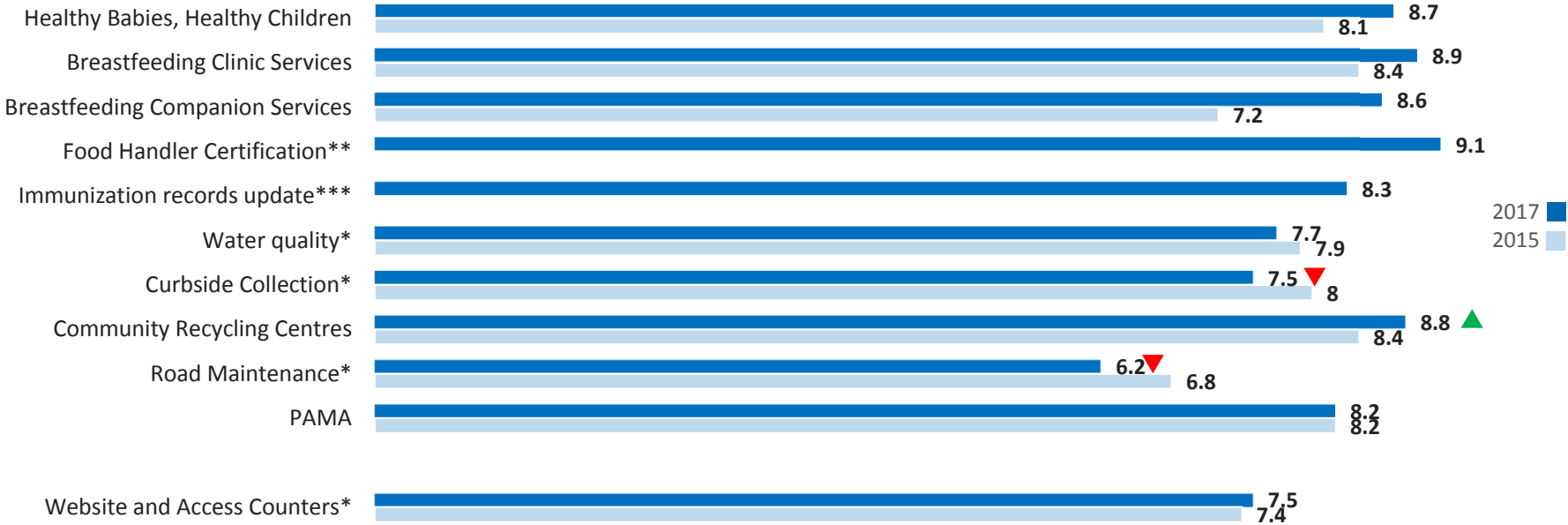
\*The survey was expanded to more facilities in 2017, thus tracking is not available.

\*\*Not asked in 2015 \*\*\*Employee support splits were not included in 2015.

▲ ▼ Mean score out of 10 shown  
Statistically significant difference from 2015

# Client Satisfaction Scores – Thriving and Leading Services

Satisfaction with HBHC, Breastfeeding Companion and Community Recycling Centres have increased, while Curbside Collection and Roads have declined.



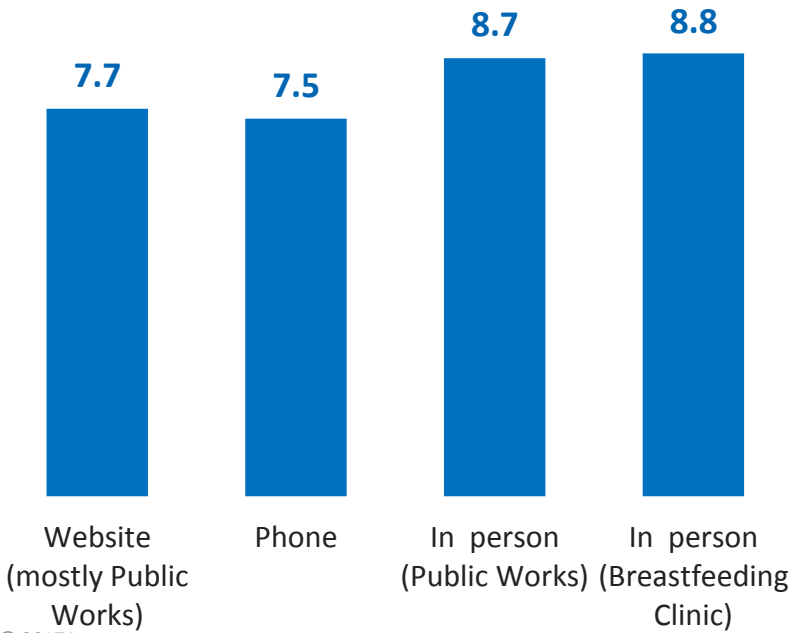
\*Tracking is imperfect, thus shifts should be considered with caution. \*\* Service not asked in 2015  
 \*\*\* Service was a mix of client sample and general public data, thus no tracking provided

▲ ▼ Mean score out of 10 shown  
 Statistically significant difference from 2015

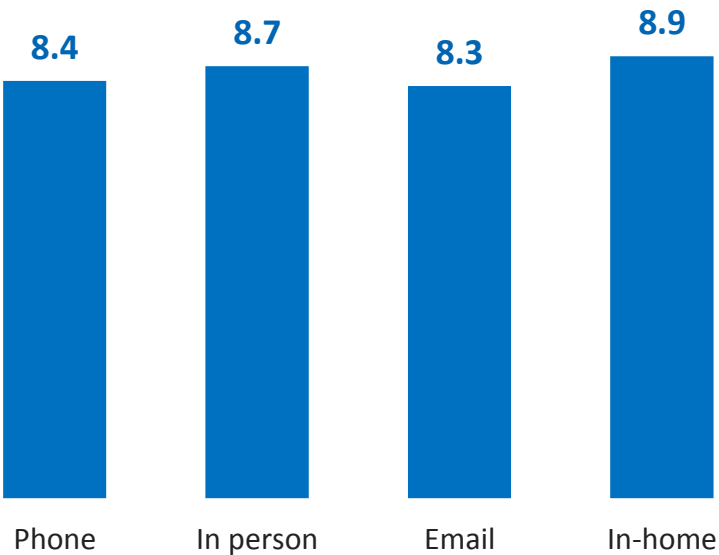
# Client Satisfaction By Channel and By Type of Service\*

Satisfaction is higher when the primary channel used is going in person or an in home visit than it is when phone or website is the primary channel. Satisfaction is higher with phone interactions for Relational Services compared to Transactional.

## Transactional Services



## Relational Services



\*Please see appendix for classification of Transactional and Relational Services

SECTION 2.

# DRIVERS OF CLIENT SATISFACTION **OVERALL**

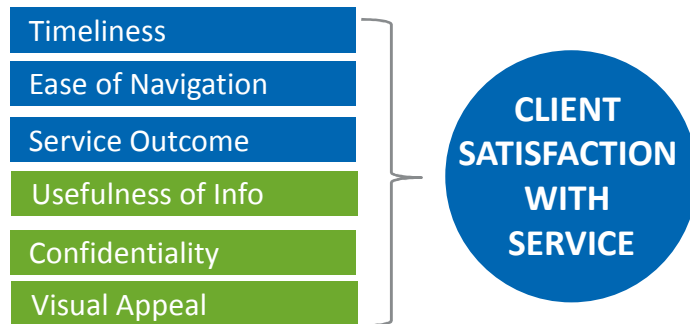
## Drivers of Client Satisfaction Overall Models

- Data gathered on various aspects of service delivery for each of the individual services measured was aggregated and analyzed to uncover the impact various factors have on satisfaction and identify those factors that have the greatest impact. OLS regression was the primary analytical technique used to identify the impact of each factor.
- Given the diverse services that are measured in the survey it is challenging to conduct one overall model that does a good job identifying the predictors of satisfaction across all of the Region's services.
- Individual data by service has been aggregated to conduct three overall models that are customized as follows and shown in detail on slide 24, with the results of the analysis shown on slide 25:
  1. **Transactional services where there is no staff interaction (e.g. visits to the website)**
  2. **Transactional services where there is staff interaction (e.g. in-person, telephone)**
  3. **Relational services – primarily Health and Human Services including: Subsidized Child Care, Ontario Works, Rent Supplement, Healthy Babies, Healthy Children Program, Breastfeeding Companion, etc.).**

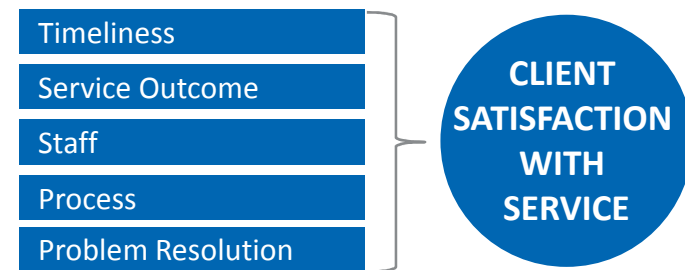
Relational services are those characterized by more regular interaction with Region of Peel staff and over a longer period of time than transactional services. See Appendix for which services are classified as transactional and which are classified as relational.

# Drivers of Client Satisfaction Overall – The Models

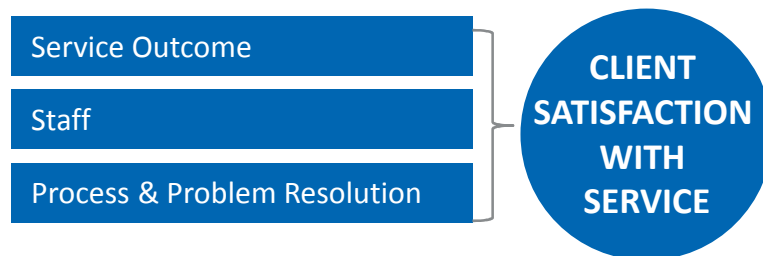
## Transactional – Website Visit



## Transactional - Staff Interaction



## Relational Services



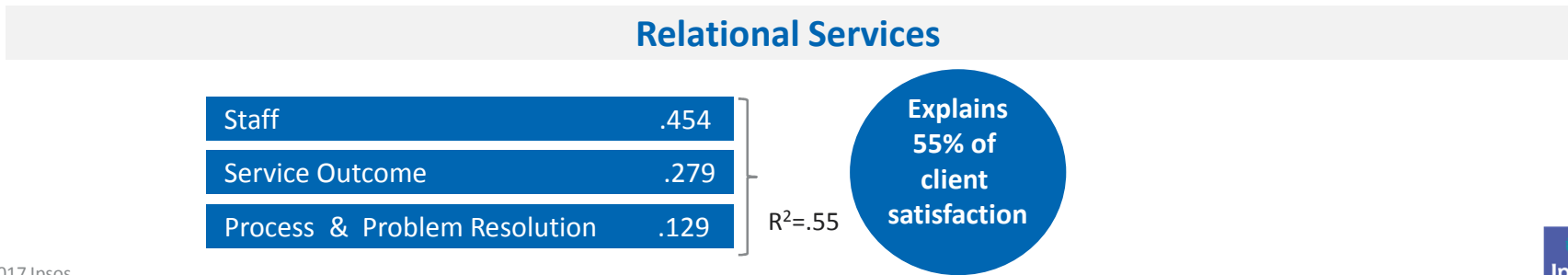
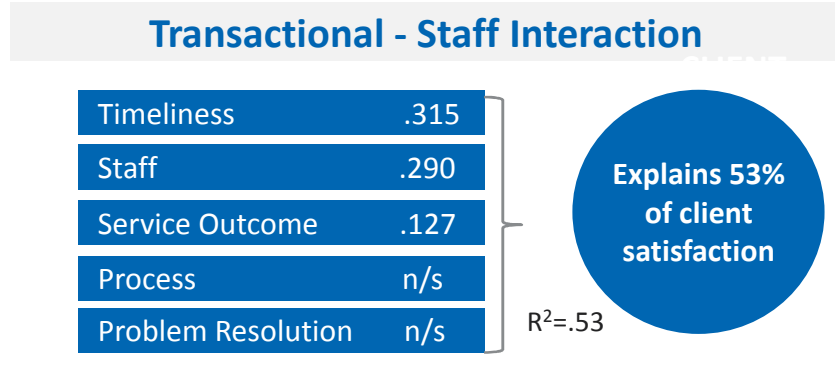
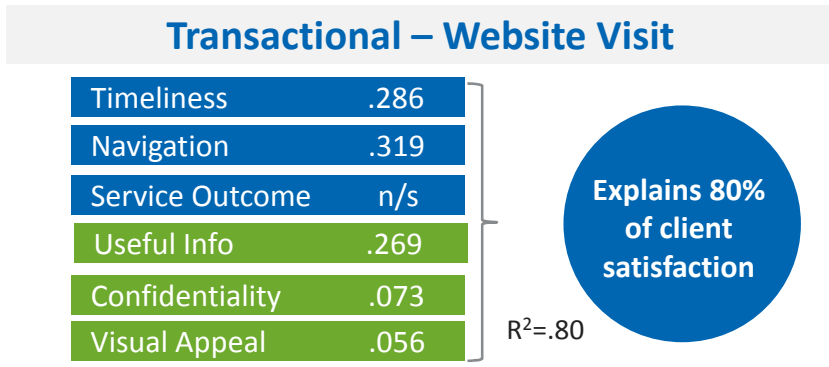
**TIMELINESS:** Satisfaction with the length of time it took to receive approval of applications and receive the service are not asked for public health services and thus there is no measure of timeliness for the relational services since the samples for relational services include both public health and human services.

**PROBLEM RESOLUTION** was merged with **PROCESS** variables for Relational Services because the question asked for these services is measuring understanding how to resolve a problem 'It was clear what I could do if I had a problem' and thus asked to all respondents, whereas for Translational Services the question was measuring experience resolving a specific problem 'Any problems I had were resolved well by staff' and thus was only answered by those who experienced a problem.



# Drivers of Client Satisfaction Overall - The Results

For public works, timeliness is a strong driver – whether it be how quickly residents are able to find what they are looking for on the website or how long the wait was for phone or in-person service. For website how easy it was to navigate the website to find what was being sought is also a strong driver. For channels involving staff, unsurprisingly, the perception of staff performance is among the strongest drivers, particularly for Relational Services which typically require more frequent interaction. *For every one percentage point that the Region can increase its staff performance overall satisfaction will increase nearly half a percentage point.* Outcome (having received what was being sought) IS twice as strong of a driver of Relational compared to Transactional services.



SECTION 2A.

# DRIVERS OF CLIENT SATISFACTION BY SERVICE TYPE AND CHANNEL

## Drivers of Client Satisfaction – By Service Type and Channel

- Models were also conducted that are customized by type of service and the primary channel used to interact with the Region:

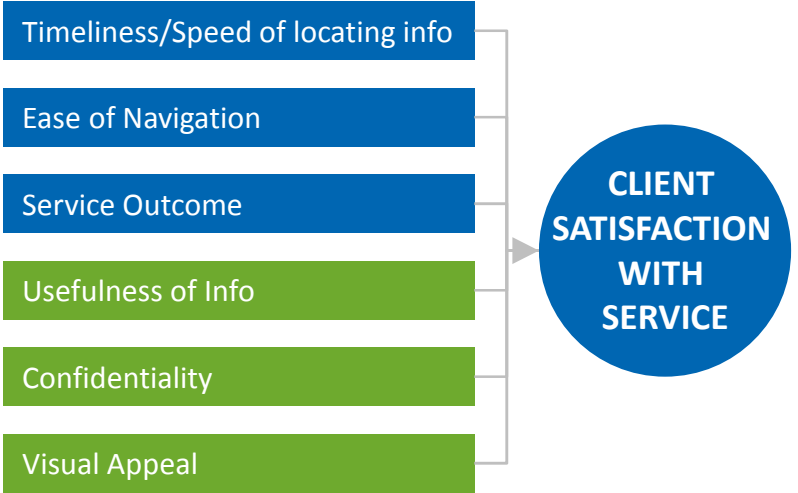
<b>Transactional Services include:</b> Website visits, in-person for public works or Breastfeeding Clinic and telephone for public works	<b>Relational Services include:</b> Health and Human services that involve applications and frequent contact
Website	Email
In-person (public works services)	In-person
In-person (Breastfeeding Clinic)	In-home (mostly Healthy Babies, Healthy Children)
Telephone	Telephone

Note: Email as the primary channel is not shown for transactional services because the sample size is too small for analysis.

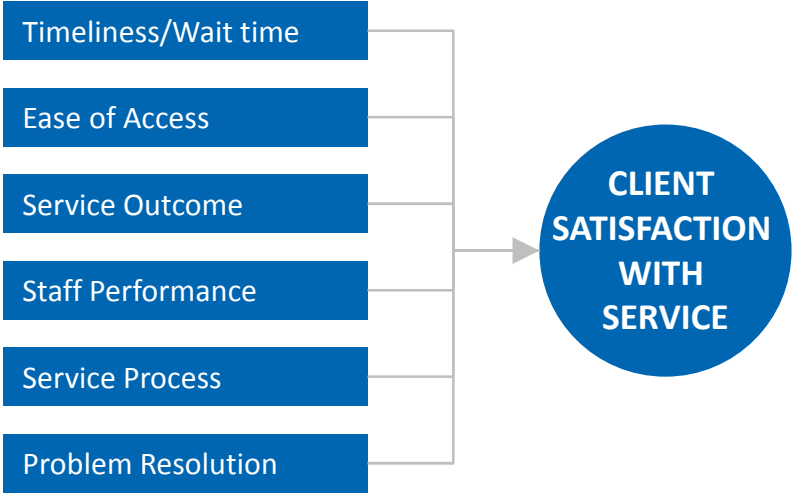
# Drivers of Client Satisfaction with Transactional Services By Channel

## - The Models

### WEBSITE



### TELEPHONE AND IN-PERSON



# Opportunities to Improve Satisfaction with Transactional Services by Channel

Taking into consideration both the impact each factor has on driving satisfaction AND the level of current satisfaction with each factor, we can identify priority opportunities. That is, relatively high impact but relatively low satisfaction. Priority opportunities are shown in the table below.

	VISITING WEBSITE	CALLING IN	GOING IN PERSON – PUBLIC WORKS SERVICES
Current Satisfaction by Channel	7.7	7.5	8.7
	SPEED OF LOCATING INFO (7.3)	STAFF PERFORMANCE (7.8)	PROBLEM RESOLUTION (8.5)
	EASE OF NAVIGATION (7.5)	WAIT TIME (7.5)	SERVICE OUTCOME (9.2)
	USEFULNESS OF INFO (8.0)	EASE OF ACCESS (7.8)	EASE OF ACCESS (8.8)
	VISUAL APPEAL (7.1)	PROBLEM RESOLUTION (7.7)	WAIT TIME (8.9)
	CONFIDENTIALITY (8.0)	SERVICE PROCESS (7.6)	STAFF PERFORMANCE (8.6)
	SERVICE OUTCOME (9.0)	SERVICE OUTCOME (9.2)	SERVICE PROCESS (8.4)

**primary action opportunity** represents high impact drivers where satisfaction scores are lower

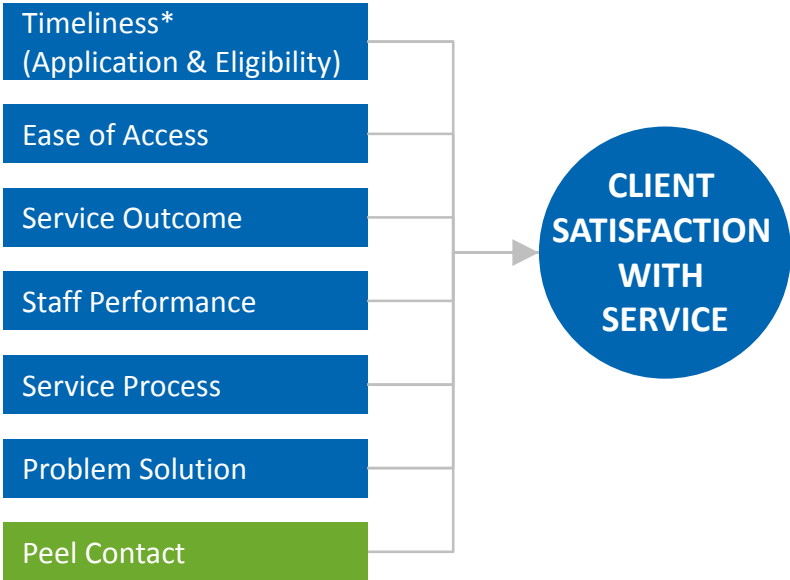
# How to Improve Satisfaction with Timeliness with Transactional Services By Channel

The average perceived wait time to speak with someone in-person is very close to expectations. Where there is room to improve it is perceptions of how long it takes to find information being sought on the website and wait times to speak on the phone.

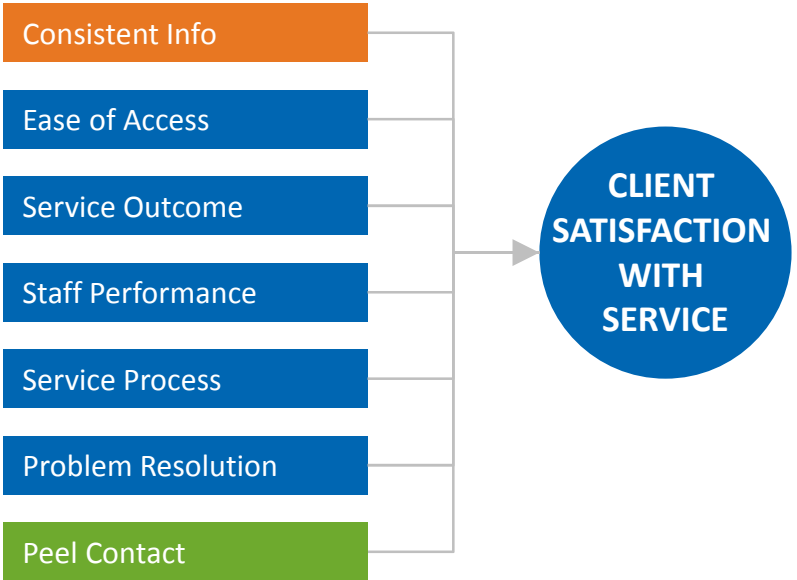
	VISITING WEBSITE	CALLING IN	GOING IN PERSON – PUBLIC WORKS SERVICES	GOING IN PERSON – BREASTFEEDING CLINIC
Satisfaction with wait to speak with someone/if website: speed of locating information	7.3	7.5	8.6	n/a
Perceived time	5.9 minutes	7.1 minutes	2.6 minutes	1.6 hours/per visit 1.6 months
Expected time	3.8 minutes	4.5 minutes	2.5 minutes	2 hours /per visit 1.2 months
Perceived time among those satisfied with service	5.3 minutes	5.8 minutes	2.4 minutes	n/a
Perceived time among those neutral/not satisfied with service	8.1 minutes	11minutes	3.3 minutes	n/a

# Drivers of Client Satisfaction with Relational Services – The Models

## TELEPHONE, EMAIL AND IN-PERSON



## IN-HOME VISIT (HBHC)



\*Only includes Human Services.  
 Note: Peel Contact refers specifically to the main contact for the service received e.g. Family Support worker, Employment Services Worker, Case Worker, Public Health Nurse, Instructor etc.

## Opportunities to Improve Satisfaction with Relational Services By Channel

Taking into consideration both the impact each factor has on driving satisfaction AND the level of current satisfaction with each factor, we can identify priority opportunities. That is, relatively high impact but relatively low satisfaction. Priority opportunities are shown in the table below.

	CALLING IN	GOING IN PERSON – HEALTH AND HUMAN SERVICES	EMAIL	IN HOME VISIT – (MOSTLY) HEALTHY BABIES, HEALTHY CHILDREN PROGRAM	GOING IN PERSON – (MOSTLY) BREASTFEEDING CLINIC
Satisfaction by Channel	8.4	8.7	8.3	8.9	8.8
	PEEL CONTACT (8.6)	STAFF PERFORMANCE (8.9)	SERVICE OUTCOME (8.6)	STAFF PERFORMANCE (9.3)	STAFF PERFORMANCE (8.9)
	STAFF PERFORMANCE (8.5)	SERVICE PROCESS (8.7)	EASE OF ACCESS (7.9)	PEEL CONTACT (9.6)	SERVICE PROCESS (9.0)
	SERVICE PROCESS (8.4)	EASE OF ACCESS (8.1)	*TIME FROM START TO RECEIVING SERVICE (8.6)	SERVICE PROCESS (9.1)	SERVICE OUTCOME (8.7)
	CLEAR WHAT TO DO IF YOU HAVE A PROBLEM (8.1)	*TIME FROM START TO APPROVAL OF APPLICATION AND END TO END (7.5)	CLEAR WHAT TO DO IF YOU HAVE A PROBLEM (7.5)	SERVICE OUTCOME (9.0)	CLEAR WHAT TO DO IF YOU HAVE A PROBLEM (8.6)
	EASE OF ACCESS (7.9)	CLEAR WHAT TO DO IF YOU HAVE A PROBLEM (8.2)	SERVICE PROCESS (8.3)	CLEAR WHAT TO DO IF YOU HAVE A PROBLEM (9.0)	EASE OF ACCESS (8.9)
	*TIME FROM START TO RECEIVING SERVICE (8.2)	PEEL CONTACT (9.0)	PEEL CONTACT (8.4)	CONSISTENT INFO (8.4)	**WAIT TIME (8.2)
	SERVICE OUTCOME (9.1)	SERVICE OUTCOME (9.3)	N/A	EASE OF ACCESS (9.0)	N/A

**primary action opportunity** represents high impact drivers where satisfaction scores are lower



# SECTION 3. DIGITAL SERVICES

# Digital Services – General Population

## REGION OF PEEL WEBSITE

- More residents are using the Region’s website to look up information or access services (figure below is based on past 12 months)



- Many of these visits have been to review the waste management calendar, carts or Community Recycling Centres.
- Satisfaction with the service experience using the website is 7.7. This is among the best in class across comparative government websites.
- Speed of locating information and ease of navigation are the strongest drivers of satisfaction.
- Average expected time to find what is being looked for is 3.8 minutes. Average actual time is 5.9 minutes.



The website layout could be improved. Make it more user friendly.



Perhaps an app would make it easier to find all this info.

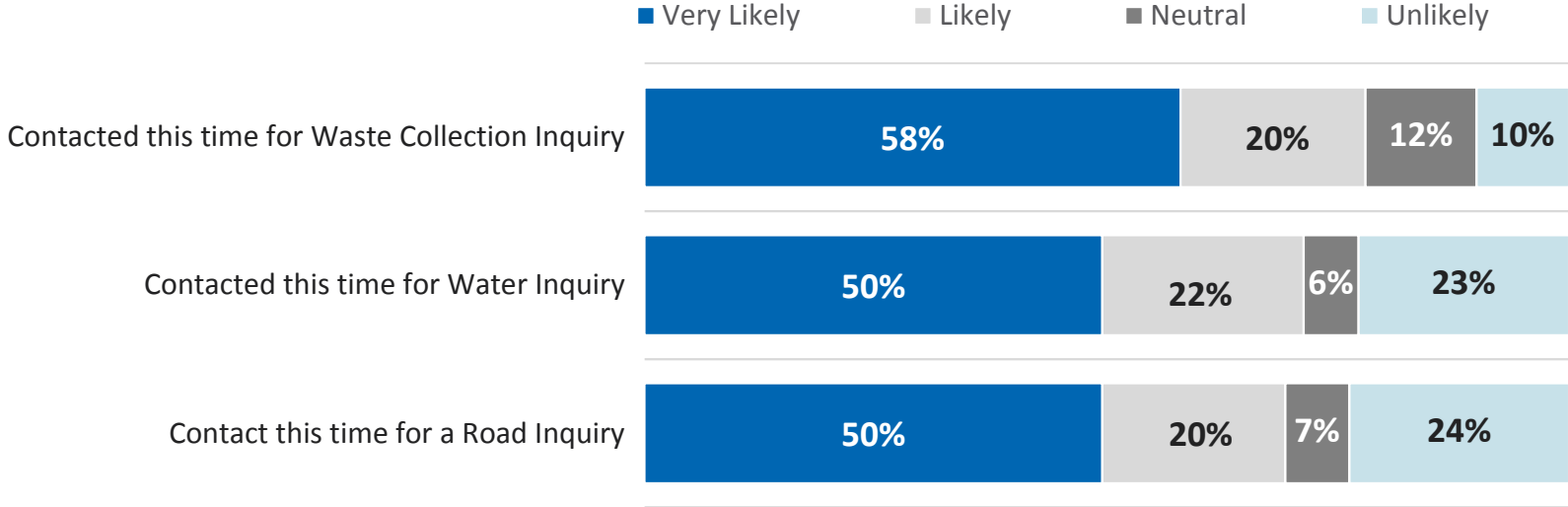


More opportunities to [register/pay] online because we had to pay and register in person whereas it would've been easier to do online.

# Digital Services – General Population

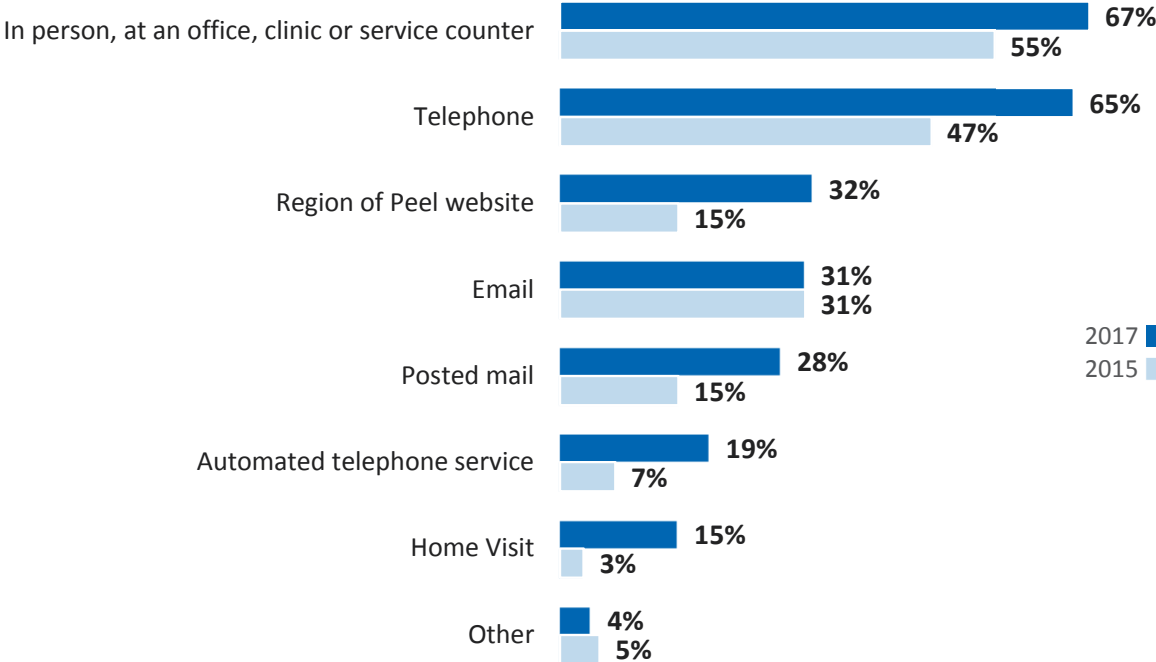
## MOST RESIDENTS SAY THEY WILL TRY TO GET WHAT THEY NEED ON THE WEBSITE NEXT TIME

Three-quarters of residents who accessed services by phone or in-person in the last 12 months say that next time they would try to get what they needed online first – this includes half who say they are ‘very likely’ to go online. Notably, those whose current reason for contacting the Region was about curbside waste collection are more likely to go online (80% say they will go online next time) than those whose current inquiry was about water or roads. So, if these future inquiries can be completed solely online, it should substantially reduce the volume of inquiries to other channels.



# Digital Services – Relational Services

- More residents are accessing multiple channels across the end to end service experience for Relational Services.
- The residents using the Region’s website to look up information, or access, Relational Services has doubled over the past 2 years - from 15% to 32%.



Note: The sample composition year over year is not identical.

## All Channels Used – Relational Services

Only 3 in 10 clients of relational services surveyed used one channel through their end to end service experience. Most used 2 or 3 channels. The most common combination is in-person and telephone. Home visits are common with 1 or 2 other channels. Satisfaction does not vary greatly based on the number of channels used.

Number of channels	Volume of clients	Which channels were used	Number of Channels Used					Number of channels	Satisfaction Scores
			1	2	3	4	5+		
1	<b>28%</b>	In person	42%	62%	83%	87%	94%	1	<b>8.6</b>
2	<b>24%</b>	Home Visit	14%	22%	22%	4%	1%	2	<b>8.7</b>
3	<b>23%</b>	Telephone	25%	59%	88%	93%	99%	3	<b>8.5</b>
4	<b>13%</b>	Automated telephone service	2%	5%	14%	32%	78%	4	<b>8.5</b>
5+	<b>13%</b>	Region of Peel website	7%	25%	29%	55%	85%	5+	<b>8.5</b>
Not provided	<b>&lt;1%</b>	Email	3%	15%	30%	68%	94%		
		Posted mail	4%	10%	28%	56%	91%		
		Other	3%	5%	6%	6%	10%		

SECTION 4.  
GENERAL POPULATION  
SURVEY

## Methodology: General Population Survey

Ipsos procured a random sample of 12,600 addresses and telephone numbers for Region of Peel residents. This sample was provided to the Region who mailed a notification letter to these residents. The letter informed them they would be receiving a call to complete the survey and inviting their voluntary participation. Residents were provided with the option to opt out of participating in the survey by contacting the Region via email or phone. The letter also included an option to take the survey online. An online link was provided, along with a unique PIN respondents could use to access the link.

In order to achieve a representative sample, Ipsos augmented the resident landline sample with a sample of cell phone households/users in Peel, and with a sample of those living in multi-dwelling housing (apartments, condos, etc.) for which addresses were not able to be procured. Residents in the augment sample did not receive a notification letter. In total 57% of the sample (who completed by telephone) was landline and 43% was cell phone only or cell phone primary households.

For TransHelp, the Region of Peel provided Ipsos with anonymized records of clients who used services in the past 12 months or as otherwise denoted. Due to the large number of clients accessing the service, a random sample of clients was drawn (1,500 of 30,000 records). The Region of Peel re-attached the name and address of the clients included in the sample file prior to mailing the notification letter.

# Methodology: General Population Survey

A total of n=1212 residents age 18+ were surveyed. Disproportionate sampling was used to boost the sample size of Caledon residents to n=205 and statistical weighting was used by age, gender, and municipality (Mississauga, Brampton and Caledon) to ensure the overall sample composition reflects the population of Region of Peel based on Statistics Canada 2016 census data.

Weighting Variables	Unweighted	Weighted	Weighting Variable	Unweighted	Weighted
Women	560	619	Mississauga	605	643
Men	630	571	Brampton	402	509
Other/Prefer not to say	22	22	Caledon	205	60
Age 18-34	138	360			
Age 35- 54	387	459			
Age 55+	687	393			



# Methodology: General Population Survey

Respondents were assigned to section(s) with priority given to either contact with Peel or use of service, below is the breakdown of section assignment.

Section	Assigned to Section n=	Margin of Error (19 times out of 20)
Community Recycling Centres	457	+/-4.6%
Curbside Waste Collection	625	+/-3.9%
Municipal Water	468	+/-4.5%
Regional Roads	388	+/-5.1%
Website for Transactional Services	184	+/-5.1%
PAMA	61	+/-12.5%
Access Counters	61	+/-12.5%
<b>Total Completes*</b>	<b>1212</b>	<b>+/-2.8%</b>

\* Respondents may have been asked more than 1 section

## Satisfaction with Public Works Services (1)

Satisfaction with Community Recycling Centres has increased significantly compared to 2015, while satisfaction with curbside waste collection, the Region's water bill and Regional road maintenance have each declined. Satisfaction with the Region's water quality is unchanged from 2015.

Comparatively, roads are rated lower than any of the Public Works services measured.

	Overall Satisfaction with the Service (Mean Score out of 10)				
	Curbside Waste Collection	Community Recycling Centres	Water Quality	Water Billing	Roads/Road Maintenance
2017	7.5 ↓	8.8 ↑	7.7	6.6 ↓	6.2 ↓
2015	8.0	8.4	7.9	7.1	6.8
Change	-0.5	+0.4	-0.2	-0.5	-0.6

↑ ↓ Statistically significant difference from 2015

## Satisfaction with Other Peel Services (2)

Satisfaction with Peel Art Gallery Museum and Archives (PAMA) is on par with the level found in 2015, while satisfaction with Access Counters has declined. Comparable data for TransHelp and Website visits from 2015 is not available, however, current scores are 8.6 and 7.5 respectively.









	Overall Satisfaction with the Service (Mean Score out of 10)			
	PAMA	TransHelp	Website Visits*	Access Counters
2017	8.2	8.6	7.5	7.4 ↓
2015	8.1	n/a	n/a	8.0
Change	+0.1	n/a	n/a	-0.6



\*Includes: Health services for children, youth and adults, Ontario Works, Regional Council meetings, agendas and minutes, Child care fee subsidy, TransHelp trip bookings and cancellations, and Housing, homelessness.



↑ ↓ Statistically significant difference from 2015

# Peel Service 2013-2017 Trends (1) – Overall Metrics

Compared to 2013 and 2015, Community Recycling Centres have increased significantly, while curbside waste collection, water billing and roads have decreased.

	2013	2015	2017
Curbside Waste Collection	8.0	8.0	7.5  
Community Recycling Centres	8.2	8.4	8.8  
Water Quality	7.8	7.9	7.7
Water Billing	7.5	7.1	6.6  
Roads/Road Maintenance	6.6	6.8	6.2  
PAMA	8.5	8.1	8.2

  Statistically significant difference between 2017 and 2015

  Statistically significant difference between 2017 and 2013

# Peel Service 2013-2017 Trends (2)

Compared to previous years, fewer Peel residents are drinking tap water *always* and more are treating their tap water. Value of amount paid for water/wastewater has decreased year-over-year since 2013, while satisfaction with construction activities related to water main/sewer lines has increased.

	2013	2015	2017
<b>Drink tap water at home...</b>			
<i>Always</i>	55%	52%	47% ↓ ↓
<i>Sometimes</i>	28%	32%	31%
<i>Never</i>	17%	16%	22% ↑ ↑
Treat tap water before drinking	41%	37%	55% ↑ ↑
<b>Satisfaction with Water and Wastewater Billing</b>			
Bill has all the information I need	8.0	7.8	7.8
My water/wastewater bill is easy to understand	8.0	7.7	7.4 ↓
The amount I pay for water/wastewater is good value for the money	6.6	6.2	5.7 ↓ ↓
<b>Water Main/Sewer Line Construction</b>			
Past 12 month construction activities	30%	27%	28%
Satisfaction with construction activities	4.6	7.1	7.5 ↑ ↑

↑ ↓ Statistically significant difference between 2017 and 2015

↑ ↓ Statistically significant difference between 2017 and 2013

# Satisfaction with Contact with Region for Public Works

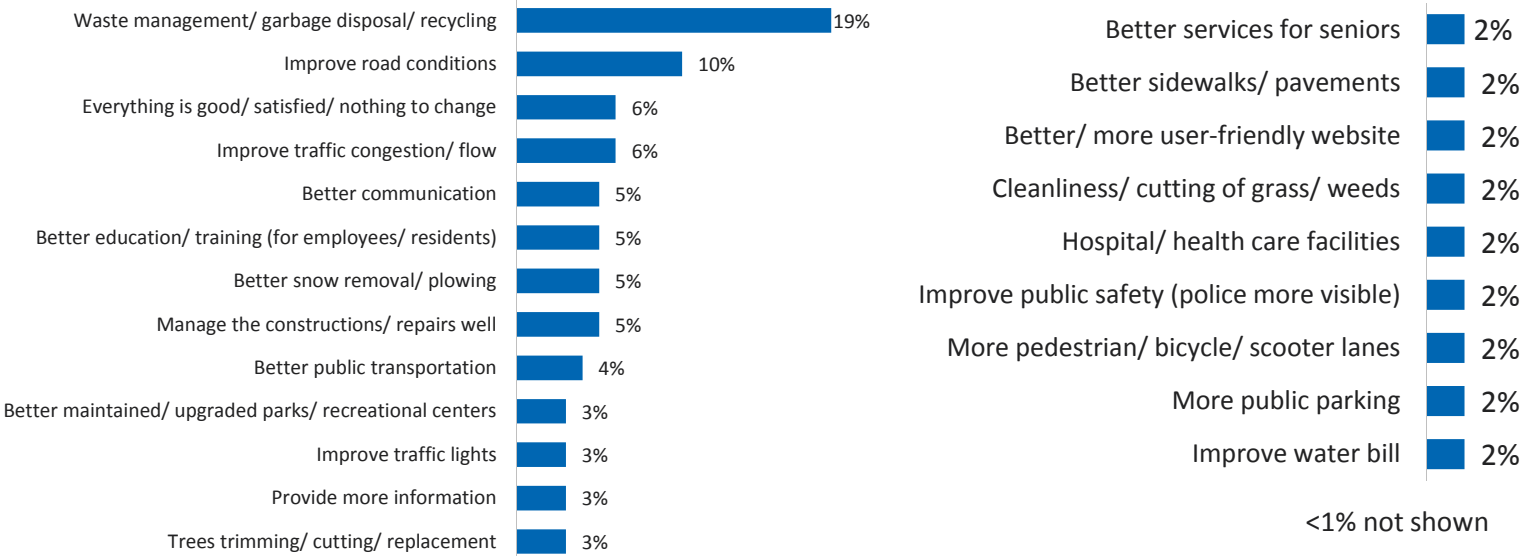
The most common transactional interaction residents have with the Region regarding public works services is for information or service related to curbside waste collection. Satisfaction with the experience of contacting the Region for this purpose is higher than it is for water and road maintenance services, which residents contact the Region about less often.

	Overall Satisfaction with the entire experience contacting the Region (Mean Score out of 10)							
	Curbside Waste Collection		Community Recycling Centres		Water Quality, Wastewater or Billing		Roads Maintenance	
	% Contact*	Mean SAT**	% Contact*	Mean SAT**	% Contact*	Mean SAT**	% Contact*	Mean SAT**
Website	54%	7.9	n/a	n/a	11%	7.3	5%	5.1
Traditional Channels	19%	7.6	38%	8.8	3%	7.7	5%	6.4

\*% of residents had contact in the past 12 months. \*\*Mean satisfaction out of 10.

# Suggested Service Improvements

When asked how the Region can improve, the most common suggestions among residents are related to public works services and include: improving curbside waste collection, improving road conditions, improving traffic congestion, better communication with residents, better education for employees and residents, better snow removal and better management of construction/repair projects.



# SECTION 5. HUMAN SERVICES



# Methodology: Human Services

The Region of Peel provided Ipsos with anonymized records of clients who used services in the past 12 months or as otherwise denoted. Due to the large number of clients accessing Ontario Works and Child Care Services, a random sample of clients was drawn, and for Rent Supplement Services all records were used; see table to the right.

The Region of Peel re-attached the name and address of the clients included in the sample file and mailed a notification letter informing them they would be receiving a call to complete the survey and inviting their voluntary participation in the survey. Clients were provided with the option to opt out of participating in the survey by contacting the Region via email or phone. The letter also included an option to take the survey online. An online link was provided, along with a unique PIN respondents could use to access the link.

Service	Total Sample	Total Completes	Margin of Error (19 times out of 20)
Child Care Services	1,500	101	+/- 9.4
Ontario Works – Active, no employee supports	1,488	112	+/- 8.9
Ontario Works – Active, employee supports	1,460	123	+/- 8.5
Ontario Works – Recent	1,467	111	+/- 8.9
Rent Supplement Services	213	49	+/- 12.3

## Satisfaction with Human Services

For all services, the overall satisfaction level is on par with the level achieved in 2015; statistically unchanged.

Comparatively, satisfaction continues to be higher among users of child care services and rent supplement services than Ontario Works clients.

	Overall Satisfaction with the entire experience (Mean Score out of 10)			
	Child Care Services	Ontario Works Active	Ontario Works Recent	Rent Supplement
2017	8.5	7.8	7.3	8.7
2015	8.7	7.9	7.2	8.8
Change	-0.2	-0.1	+0.1	-0.1

## Child Care Service – Satisfaction and Outcomes

- Satisfaction with the fee subsidy program continues to be high with 87% of clients indicating that they are satisfied. Satisfaction does not appear to be inhibited by the lack of access to available child care spaces which is the most common barrier faced in looking for a child care space (32% of those with children currently in contracted child care report facing a barrier and the mean satisfaction score is 8.9 compared to 8.7 among those who did not report any barriers).
- An overwhelming majority say the licensed child care their child is in meets their needs:
  - More than 8 in 10 think their child will be prepared to attend school.
  - Nine in 10 think their current child care program is supporting their child in the right ways to achieve their mental and physical potential and the same percentage would recommend their child's daycare to other parents.
- Eight in 10 indicate that if given a choice to enroll their child in any licensed child care program in Peel they would keep their child where they are because the program meets their needs. Those who would move their child say they would look for a program that are (1) focused on educational development, (2) more structured or organized or (3) flexible or having extended hours.
- Compared to 2015, more clients agree that they knew or were told where to get the information they needed, and there has been a directional increase in perceptions of the process being easy.

## Rent Supplement – Satisfaction and Outcomes

- Almost all respondents (96%) say the rent supplement, rent geared to income or housing allowance program helped their housing situation.
- Overall satisfaction is consistent with 2015, and remains strong at a score of 8.7 out of 10. There is a slight directional decline in the proportion who say they got what they needed from the service, but it is still reasonably high at 8 out of 10.
- Satisfaction with the rent supplement staff involved with their file is 7.9 out of 10. In 2017, a directionally greater percentage of clients indicate that they had a main contact that they dealt with most often (in many cases this was a resident services representative). Scores on how well the representative listened to the client are significantly higher than reported in 2015.

## Ontario Works – Satisfaction and Outcomes

- In terms of outcomes, only 4 in 10 feel they gained more employment opportunities because of the employment programs or support they received from the Region of Peel or an Employment Ontario program they were referred to by the Region. A greater percentage (48%) do not feel they gained more opportunities. Notably, Active clients are more positive than Recent clients (44% vs. 28% feel they gained opportunities).
- Compared to 2015 significantly fewer Active OW clients say they got what they needed from the service. There is a directional decline among Recent OW clients as well.
- Overall satisfaction with OW services, at 7.7 out of 10, is on par with 2015 scores. Satisfaction continues to be higher among Active clients than compared to Recent clients. Satisfaction levels are similar between respondents receiving employee support and those without support.
- Satisfaction with the wait time for application approval and the end to end time to start receiving OW are up directionally compared to 2015. Satisfaction is directionally higher among Active clients than compared to Recent clients. Recent clients show directional improvement compared to the same group in 2015 – suggesting that either wait times are improving or expected wait times are being communicated more effectively.
- Respondents say the entire experience from start to finish and receiving OW was about 13 days. This is actually shorter than the 15 days respondents expected.

SECTION 6.

# EMERGENCY SHELTERS & TRANSITIONAL HOUSING

# Methodology: Shelters and Transitional Housing

The survey was administered face to face with respondents of Peel Region’s six shelters and transitional housing facilities between June 27 and July 12, 2017.

At each facility respondents were informed in advance of the date and time interviewers would be visiting to gather their feedback. A \$5 No Frills Gift Card was given to each resident who completed the survey as a token of appreciation for their time and effort. While the survey was administered on a first come, first serve basis, no one interested in participating was turned away.

A total of 107 residents completed the survey as shown in the table to the right.

Facility Site	# of interviews
<b>Emergency Adult/Family Shelters</b>	
Cawthra	35
Wilkinson	25
Peel Family	18
<b>Emergency Youth Shelters</b>	
Brampton Youth	11
<b>Transitional Housing</b>	
Peel Youth Village	12
Angela’s Place	6
Total	107

# Respondent Profile and Overall Satisfaction

## Who is using Region of Peel Shelter and Transitional Housing Services

- There have been a few directional shifts over the past two years:
  - More shelter respondents are new to the Region, living in Peel less than a year;
  - More shelter respondents require shelter services because they have been evicted/forced out of housing, and;
  - More shelter respondents report using shelter services for the second or third time, but fewer report this stay as their fourth or more stay in shelter (percentage of first time users continues to be steady at 45%).
- There have been no notable shifts in demography or duration of stay; the average age of adult shelter respondents is 36 with over half of respondents age of 50 or older; about half of shelter respondents report needing shelter for 15 days or longer. One-third of transitional housing respondents have been in transitional housing for more than 6 months.

## Level of satisfaction with Shelter and Transitional Housing Services

- Across all facilities, satisfaction is highest among respondents of Angela's Place (transitional housing) and the youth facilities, and lowest among respondents staying at the Peel Family facility.
- Satisfaction with shelter services has declined significantly at Peel Family Shelter compared to two years ago. Satisfaction is down directionally at Cawthra Shelter; and satisfaction scores at Wilkinson Shelter are unchanged from 2015.



# Why Satisfaction Has Declined

## Peel Family Shelter

- Overall satisfaction is a composite of six measures. The decline in satisfaction at Peel Family is attributable to declines in the care and support received from staff, as well as the personal health/hygiene facilities and overall cleanliness. Health and hygiene includes references to drug use in the facility and concerns raised by that behaviour, as well as washroom repair and supplies, water quality, roaches, etc.
- The proportion of respondents who report experiencing problems at Peel Family Shelter is much higher than found in 2015 and on average, respondents are dissatisfied with how their problem was handled by staff; this has also contributed to the overall decline in satisfaction.

## Cawthra Shelter

- The directional decline in satisfaction at Cawthra Shelter is attributable to declines in the personal health and hygiene facilities and the safety of the environment including problems with drug use and threats of violence. Notably, there has been a directional improvement in perceptions of staff at Cawthra Shelter and in particular that staff are doing a better job of dealing with residents who are causing problems.

## In Their Own Words



It would mean so much to so many people to be treated with consistent kindness and support. I know the staff deal with a lot of B.S. and some have become jaded.



The water is below government standard, it makes my family's skin itch. The food could be altered from a better company, its like eating dog food. I have rashes from the roaches. Staff need MORE training in communication. They tend to pass the blame when they are a team. Beds are breaking my back.



What needs improvement is the cleanliness of the facility. As a group who is 16+, people need to be responsible for cleaning up after themselves.



[There should be] consequences of incomplete chores. Dietary needs should be met. Issues that can only be resolved by upper management take a great deal of time or do not get resolved at all. Internet capability (i.e. Wi-Fi, websites unblocked).

# SECTION 7. PUBLIC HEALTH

# Public Health: Methodology

The survey was administered between July 26<sup>th</sup> and August 31<sup>st</sup>, 2017.

The Region of Peel provided Ipsos with anonymized records of clients who used services in the past 12 months or as otherwise denoted. Due to the number of records provided, no random sampling was required. All records were used. The number of records provided is shown in the chart to the right. Please note that client sample was not provided for Immunization Records, as this was a part of the General Public survey and residents self-identified themselves as having contact with the Region for updating Immunization records in the past year.

The Region of Peel re-attached the name and address of the clients included in the sample file and mailed a notification letter informing them they would be receiving a call to complete the survey and inviting their voluntary participation in the survey. Please note that address information was not available for Breastfeeding Companion services, so these clients were not sent a notification letter. Clients were provided with the option to opt out of participating in the survey by contacting the Region via email or phone. The letter also included an option to take the survey online. An online link was provided, along with a unique PIN respondents could use to access the link.

Service	Total Sample
Healthy Babies, Healthy Children Program	1,122
Breastfeeding Clinic Services	500
Breastfeeding Companion Services	337
Food Handler Certificate Program	1,493
Immunization Record Update	N/A

## Public Health: Methodology

A total of N=3,115 letters were sent out. The mailout, completes and response rates are broken down in the table below.

Service	Total Sample	Total Completes	[Completes/ Total Sample]	Telephone Completes	Telephone Response Rate**	Telephone Cooperation Rate***	Online Completes ****
HBHC	1,122	259	23%	210	19%	46%	49
Breastfeeding Clinic Services	500	126	25%	119	15%	55%	7
Breastfeeding Companion Services	337*	50	15%*	49	16%	59%	1
Food Handler Certificate Program	1,493	347	23%	295	13%	55%	52
Total	3452	782	23%				

\*As address information was not available for this service, no letters were mailed, n=337 is the number of telephone records provided to Ipsos

\*\*Marketing Research and Intelligence Association (MRIA) Approved Telephone Response Rate Calculation Used:

Response Rate = Responding Units/(Unresolved+ In-scope-non-responding + Responding units)

\*\*\*Telephone cooperation rate % = Completes/ (Completes + Refusals + Terminations) \* 100

\*\*\*\*No MRIA calculation exists to determine response rates for a mail to online study

## Satisfaction with Public Health Services

All Public Health services have strong overall satisfaction scores. Comparatively, updating immunization records is rated the lowest out of the Public Health services measured.

	Overall Satisfaction with the entire experience (Mean Score out of 10)				
	HBHC	Breastfeeding Clinic Services	Breastfeeding Companion Services	Food Handler Certification Program	Immunization Records
2017	8.7	8.9	8.6	9.1	8.3
2015	8.1	8.4	7.2	n/a	n/a
Change	+0.6	+0.5	+1.4		

## Babies and Breastfeeding Programs

	Healthy Babies, Healthy Children Program	Breastfeeding Clinic	Breastfeeding Companion
Outcomes	On par with 2015. In 2017, 74% got what they needed and 12% still using program / 14% did not or got part of need.	On par with 2015. In both years, 8 in 10 say they got what they needed out of the service. Seventeen percent did not or got part of need.	Increase in positive outcomes from moms compared to 2015. 8 in 10 say they got what they needed from the service. 18% part or none.
Satisfaction with Service	8.7 out of 10, up from 8.1 in 2015.	8.9 out of 10, up from 2015 8.4 in 2015,	8.6 out of 10, up from 7.2 in 2015.
Where there have been shifts	Increases in several areas: staff, process and explaining what to do it they have a problem.	Increase on: easy access to staff and hours of service suiting my schedule and convenient location of Peel offices.	Increase on: staff, process, explaining what to do it they have a problem, receiving consistent information. The number of clients who say they had a Main Contact has doubled.
Areas of focus	Protect the strong staff performance achieved. For Peel Contact, being a good listener is very important to client satisfaction. Continuous improvement: Ensure clients receive consistent information across staff and across the service experience. Also, ensure that moms are able to have easy access to staff, indicate when they feel they have got what they needed out of the program and know what to do if they experience a problem.	Protect the strong staff performance achieved. Continuous improvement: Ensure moms are getting what they need out of the program and that it is clear to moms what to do if they have a problem. Wait times at the office could be a secondary improvement area.	Protect the strong staff performance achieved. Continuous improvement: ease of getting access to staff (including Breastfeeding Companion). Improving the first interaction so that new moms come away from the interaction with everything they need to know.

# Food Handler and Immunization Updates

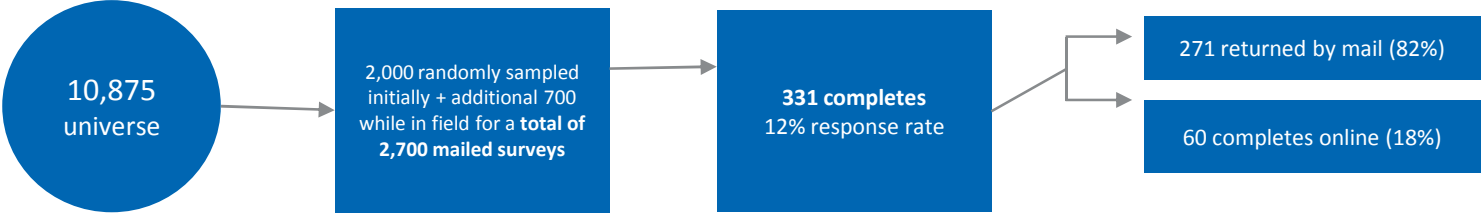
	Food Handler Certificate Program	Immunization Update
Outcomes	95% say they got what they needed out of the program.	93% say they got what they needed.
Satisfaction with Service	Satisfaction is high, with an overall score of 9.1 out 10. There is no tracking given the service was not surveyed last year.	Overall, 3 in 4 say they were satisfied, with an average score of 8.3 out of 10.
Where there have been shifts	n/a	n/a
Areas of improvement to areas to focus attention	<p>Protect positive ratings of staff including the instructor.</p> <p>Continuous improvement areas: access to staff, how well staff made an effort to help, taking the time to understand what they wanted, receiving consistent information, being told how to get the information needed, and hours of the service suitable to client’s schedule.</p> <p>On average, respondents indicate it took them 19 days to complete the certificate, which is slightly longer than their expectations, which averaged to 17 days.</p>	<p>On average, respondents say they waited 15 minutes to speak with someone either in-person or by telephone (most contacted the Region by phone). This is roughly 3 times the length they expected to have to wait.</p> <p>Having to tell story or provide information only once was rated comparatively lower.</p>



# SECTION 8. PARAMEDIC SERVICES

# Methodology: Paramedic Services

The survey was administered between June 29<sup>th</sup> and August 29<sup>th</sup>, 2017. Paper surveys were mailed to a sample of residents who received Paramedic Services in the past year. The package included a Business Return Envelope to mail the survey back. The survey also included an option to take the survey online. An online link was provided, along with a unique PIN respondents could use to access the link.



# Decision to Call and Satisfaction

## Decision to Call

Compared to 2015, fewer patients are contacting other healthcare services before calling 9-1-1. The survey found that 74% called 9-1-1 without trying other healthcare services first, up from 62% in 2015. About 36% of these patients called for mobility/transportation reasons (patient was not able to get to healthcare services any other way or it was the most convenient form of transportation).

Of those who tried to contact other healthcare services, half ultimately called 9-1-1 because the other provider was unable to provide services or the provider specifically directed the patient to call 9-1-1. Two in 10 felt they would get faster access to care by arriving by ambulance and nearly as many needed the ambulance for transport/Paramedics for mobility support. About four in 10 of patients with mobility issues (who comprise about 30% of patients) called 9-1-1 for transport/mobility support.

## Satisfaction with Care

Overall satisfaction with Paramedic care continues to be very high (9.2 out of 10), and in fact, has increased directionally compared to 2015 (9.1 out of 10). This increase can be attributed to significantly higher satisfaction with the performance of Paramedics during the entire event -- from arriving on scene through to the transfer to hospital staff. Specifically, this reflects improvements in making the patient feel secure, cared for and in providing updates to the family/friends at the hospital. Scores on each of these is up significantly.

## Drivers of Satisfaction

For patients who did not go to the hospital, the greatest driver of satisfaction is perceptions of wait times (88% were satisfied with the wait time they experienced and 56% felt it was faster/shorter than expected).

Wait times is also a driver of satisfaction among patients who go to the hospital, however, among these patients, satisfaction with Paramedic staff is a stronger driver. When it comes to the Paramedic staff, the areas where staff can improve that would have most impact on satisfaction are:

- involving patients in decisions;
  - providing clear information; and,
  - providing accurate information.
- “If they would talk to me a bit more on what was happening with me and give me more information about it.”*

Secondary improvement areas are: communicating with patients at appropriate intervals to keep on their condition while waiting for the transfer to hospital staff, ensuring the patient feels safe, using appropriate methods to move the patient and clearly explaining what they are doing.

Another area of improvement identified is making the transfer to hospital staff easy and seamless.

## Wait times and Paramedic Services as a form of transportation

Consistent with previous surveys, the 2017 survey demonstrates that the vast majority of patients are satisfied with Paramedic Services. In fact, satisfaction scores are so high that it is important to acknowledge that a key challenge for Peel Paramedic Services going forward is to maintain the high level of service and care being provided.

Wait times is a major driver of how satisfied patients are overall. Patients who found the wait time longer than expected waited an average of 14.4 minutes, while those who said it was faster than expected waited an average of 11 minutes. This suggests that 12 minutes is an appropriate service standard.

The survey estimates that about 30% of all patients called 9-1-1 for mobility or transportation reasons (patient was not able to get to healthcare services any other way or it was the most convenient form of transportation).

# SECTION 9. LONG-TERM CARE

# Long-term Care Residents: Methodology

Paper surveys were mailed to the five facilities and staff/volunteers helped to distribute and assist residents in filling out the surveys. Residents had the option to complete the survey on their own and mail it back to Ipsos directly with the self-addressed business reply envelope provided or leave their sealed survey at designated locations at each facility for the facility staff to mail back. Facility staff identified residents who were unable to complete the survey on their own (even with the help of staff filling out their verbal responses), and those surveys were mailed to family members who were asked to complete the survey on behalf of their loved one, *responding how they thought their loved one would answer*. A business-reply envelope addressed to Ipsos was included in the survey package mailed to these family members, and an option to take the survey online instead of mail was also provided. Family members accessed the link with unique PINs provided.

A total of N=627 Resident Satisfaction Surveys were sent out, of which n=270 were sent directly to the facilities, and n=357 were sent to family members to complete on their loved one’s behalf. A total of n=340 surveys were completed, for a total response rate of 54%. A total of n=230 were completed by residents (n=34 completed the survey on their own, and n=196 completed the survey with assistance). n=110 surveys were completed by family members on their loved one’s behalf.

LTC Facility	# residents completed survey on own	# family members completed on behalf of residents	Total
Vera Davis Centre	17	15	32
Malton Village	48	23	71
Tall Pines	62	11	73
Peel Manor	55	22	77
Sheridan Villa	27	33	60
No answer	21	6	27
Total	230	110	340

## Overall Satisfaction Among Residents

Overall, both residents and family members responding on behalf of a resident are generally satisfied, as evidenced by high levels of agreement with the following:

- Overall quality of care they receive is good (over 8 in ten agree)
- Would recommend the Centre as a place to live (over 8 in ten agree)
- Being satisfied with the Centre staff (over 8 in ten agree).

While overall residents are satisfied with nursing and staff care, there is a consistent thread in the feedback offered by both residents and family members responding on behalf of a resident that suggests residents would like to see nurses take more time to talk with and listen to residents and respond more quickly to their needs.

Those answering on behalf of a loved one consistently express a desire for more staff and volunteers. There is a perception that there is not enough staff to support residents' needs and this affects their view of many services including: nursing care, staff support, staff/volunteers to support eating/dining, and support for residents with physical and mental disabilities to participate in indoor and outdoor activities.

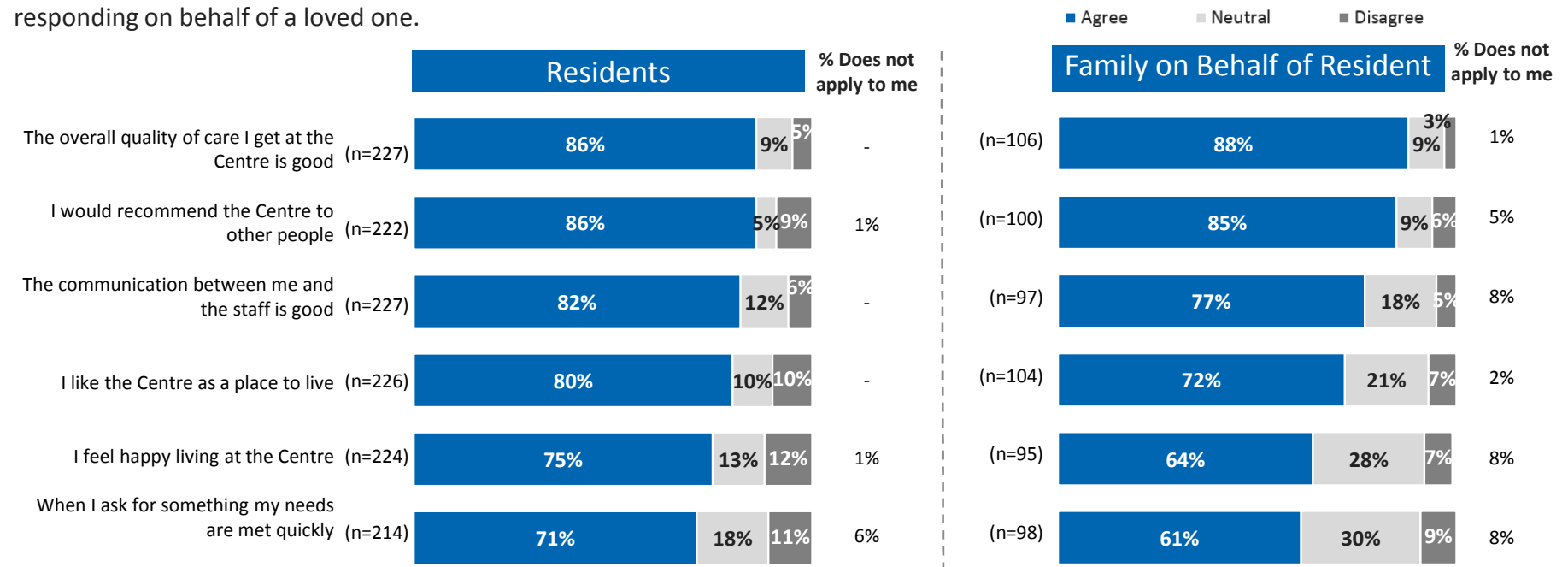
The survey found some noteworthy differences in what drives happiness with life at the Centre between residents who answer on their own, and those responding on behalf of a loved one. These differences may not come as a surprise, and can likely be attributed to the different needs of someone unable to complete the survey due cognitive issues, such as dementia, as shown on the following slides.

Problem resolution is a moderate driver of happiness of life at the Centre, but in absolute terms, how problems are handled is the area residents scores are among the lowest. So when problems do arise, efforts to handle them appropriately, in a way that satisfies the resident will make a difference to their overall happiness with life at the Centre.



# Overall Assessment Living at the Centre

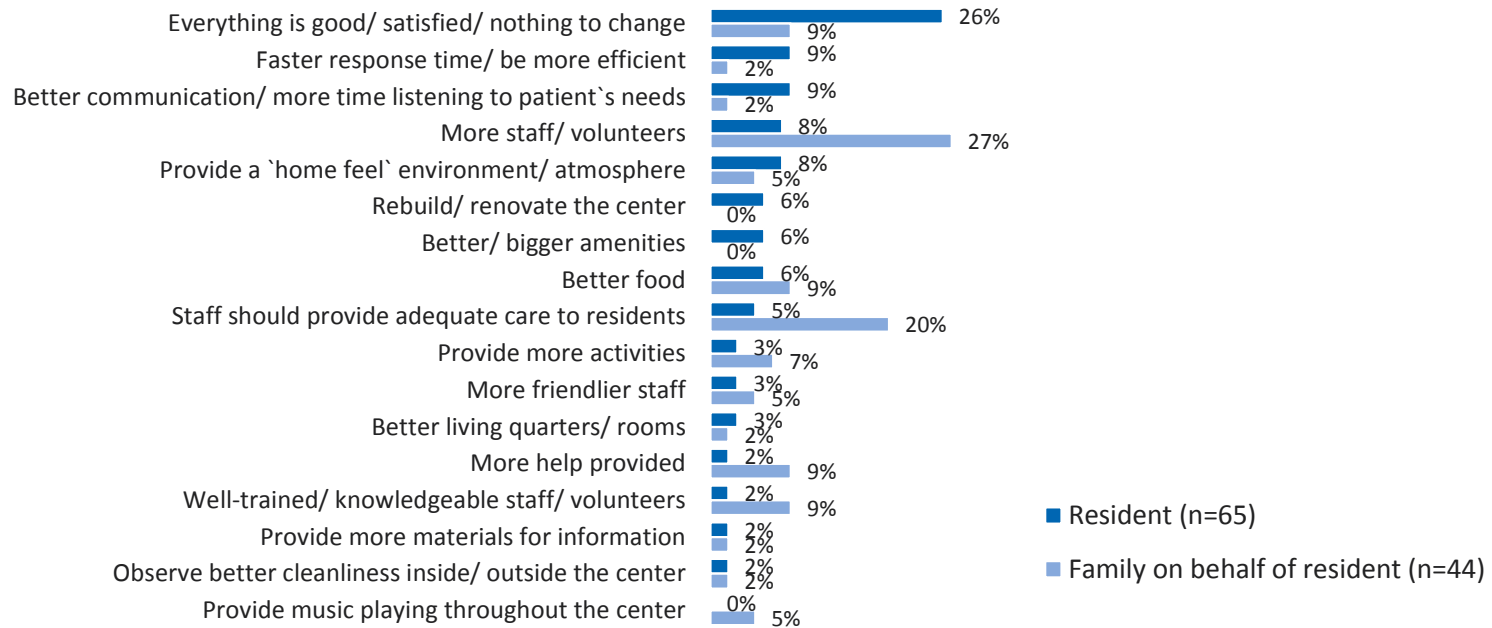
The survey included several overall assessment measures. While on some measures residents who answer on their own rate their experience higher than family members answering on behalf of their loved one, the general trends are the same. Scores are highest for quality of care, likelihood to recommend, communication with staff, and likeability of the Centre. Scores are lower for feeling happy living at the Centre and having needs met quickly upon request. On these measures residents are more positive than family members responding on behalf of a loved one.



© 2017 Ipsos Q18. Please X the response that describes how you feel about the Centre overall  
 Base: Total respondents, excludes missing data and "does not apply to me"

# How the Centre Can be Better Overall

The most common answer among residents is that nothing needs to change/everything is good. Where suggestions were offered, the most common ones are faster response times to needs/requests, staff spending more time talking to and listening to residents and making improvements to the physical environment (more home-like, renovations/upgrades/amenities). Family members responding on their loved one's behalf would like to see more staff/volunteers and feel staff should provide more adequate care.



## In Their Own Words



The Centre is overall pretty good, but I am speaking on behalf of the resident wanting to go home all the time and they don't want to be in there anymore because its not the same. Staff need to be trained on making the resident not wanting to go home and to encourage positive thoughts so the resident feels more at home. My family member gets very upset because she can't go home and because she has dementia she doesn't understand and gets very depressed.



I will forever and always recommend the VDC to families struggling to make the most difficult decision in your life to put your loved one in LTC but honestly it was the best program we found and glad we have had it.



Overall staff are excellent but you get the few staff members that are not that friendly or helpful. They can check on the residents alot more as there is no one in sight in the hallways and the nursing station is all the way out by the elevators. Wait time is way too long when the bell is pressed.



[The Centre can be better] by spending more time with the residents. Even through they have 24 hour care they still get lonely in the rooms all by themselves. Some residents don't venture out into the TV room or walk around by themselves and tend to stay in their rooms most of the time and they get lonely.



The staffing process should put an emphasis on consistency instead of shifting staff around to different wings and floors. The bond and understanding between the residents and care givers is important.

## Summary - Long-term Care Residents

There are several positive findings that support the strong levels of satisfaction with care being provided at Region of Peel Long-Term Care centres. Maintaining and protecting the good performance the centres have achieved on communication between residents and staff, overall quality of care and safety will help sustain and boost perceptions of life at the Centre.

In terms of priorities for improvement, there are a few areas where improvements would have a direct impact on the happiness of residents. Perceptions that the centres do not have enough staff to support the needs of residents, particularly in the eyes of family members, is negatively impacting views of life and how safe they believe their loved one feels at the Centre. When it comes to the environment, creating a more home-like room with some upgrading and better access to things when needed, as well as the quality of the dining experience and variety of food, will be important to maintaining and improving happiness, as it has high impact on feeling happy living at the centre and had weaker performance.

When it comes to care, meeting needs/requests faster and spending more time talking with and listening to residents will generate a boost in overall happiness. Consistent with the Family Member survey, the number and quality of community outings is important to residents. And for those who need assistance, art and music therapy that meets the needs of these residents are valued. The desire for better laundry service was also mentioned as an area of improvement among both residents and family members acting on their loved one's behalf. This feedback was noted in the Family Survey as well.

# Long-term Care Resident Family Member: Methodology

The survey was administered between July 19<sup>th</sup> and August 29<sup>th</sup>, 2017. Family members were mailed a paper survey with a Business Return Envelope to mail the survey back. The survey included an option to take the survey online instead of mail. An online link was provided, along with a unique PIN respondents could use to access the link.

A total of 614 surveys were mailed and 207 respondents completed the survey for a response rate of 34%. A total of 167 surveys were returned by mail (81%), with 40 being completed online (19%). The table on the right shows completes by facility.

LTC Facility	# of completes
Vera Davis Centre	25
Malton Village	41
Tall Pines	41
Peel Manor	46
Sheridan Villa	52
No answer	2
Total	207

## Overall Satisfaction with Family Members

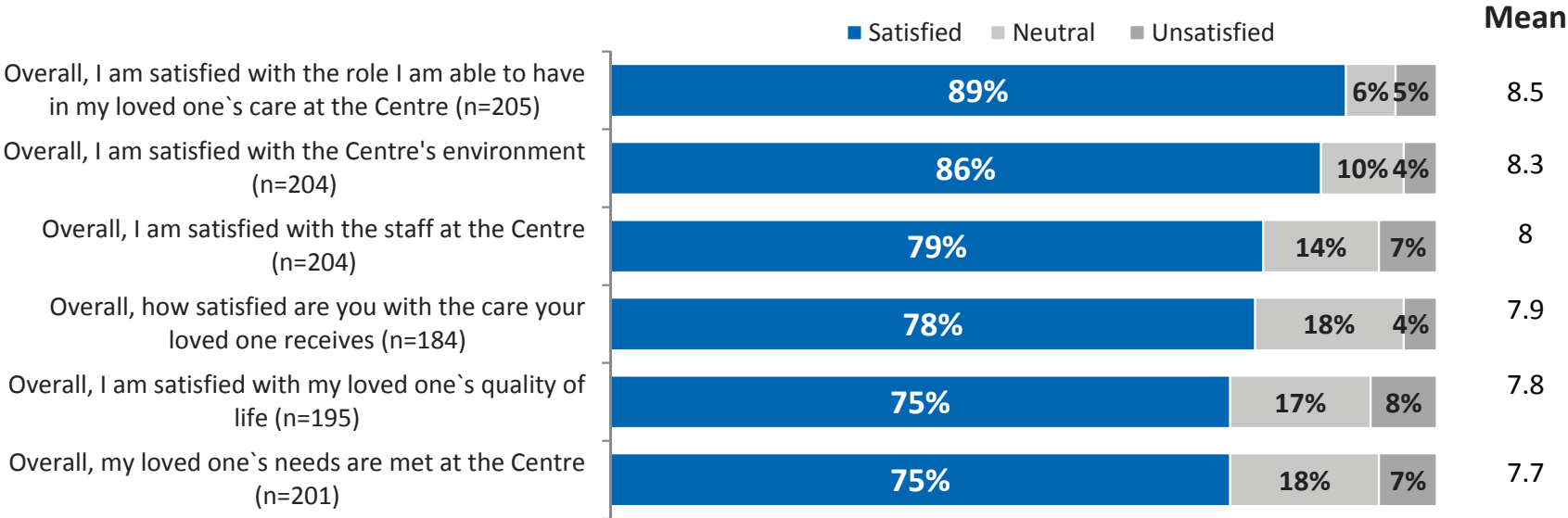
Family members indicate strong levels of satisfaction with the interactions they have with staff as evidenced by the following:

- 9 out of 10 family members are satisfied with the role they are able to have in their loved one's care
- 9 out of 10 family members feel comfortable asking questions about their loved one's care
- 9 out of 10 family members have opportunities to be as involved as they would like to be in their loved one's care
- 9 out of 10 family members agree they receive information about their loved one in a way they can understand
- More than 8 out of 10 family members feel supported during transitions in their loved one's care
- 8 out 10 family members agree they are able to get information about their loved one as soon as they want it

Eight in ten family members are satisfied with the staff overall and three-quarters are satisfied with the overall care their loved one receives; only one in ten or fewer unsatisfied.

# Overall Satisfaction Measures

Overall, 9 in 10 family members are satisfied with the role they are able to have in their loved one’s care and nearly as many are satisfied with the Centre’s environment. Eight in ten are satisfied with the staff and care their loved one receives – with only one in ten or fewer unsatisfied. Satisfaction is lower for their loved one’s quality of life and how well their needs are met.



© 2017 Ipsos Q3, Q4, Q5, Q6, Q7, Q8  
 Base: Total respondents excludes missing data,

## Summary – Family Members

Family members rate their level of satisfaction lower on their loved one's quality of life and how well their individual needs are met.

When it comes to quality of life, the degree to which family members trust staff to provide their loved one's daily personal care and the degree to which they believe the Centre is maximizing their loved one's ability to be independent/continue to have a full life are the two most pressing areas of improvement.

When it comes to staff, the priority is to work on improving the level of personal care delivered (e.g. eating, drinking and toileting), even when family members are visiting. This is important to maintaining confidence that their loved one is treated with dignity. The extent to which staff are delivering on promises (doing something when they say they will) is also an important satisfaction priority.

When it comes to independence and having a full life, this is about building confidence among family members that the Centre life has a positive impact on their loved one's psychological health – and priority improvements in this area are helping to maintain their loved one's independence, ensuring they are able to access things when they want them, and the availability of suitable social activities of interest.



SECTION 10.  
TRUST AND  
CONFIDENCE

## Trust and Confidence in Peel

The level of trust and confidence in the Region of Peel is unchanged from 2015. While most of the inputs are directionally higher, value for tax dollars is down directionally, continuing an incremental decline since 2009.

	2008	2009	2011	2013	2015	2017
I can count on the Region of Peel to do what is best for Peel citizens	7.2	7.4	7.0	6.5	6.3	6.4
The Region of Peel gives me good value for my tax dollars	6.8	7.0	6.4	6.0	5.9	5.7
The Region of Peel is in touch with the needs of my community	n/a	n/a	6.7	6.3	6.1	6.2
All things considered, the Region is doing a good job			7.2	6.9	6.8	6.8
The Region of Peel conducts its business in an open and accountable manner	7.3	7.5	7.0	6.2	6.2	6.3
<b>AVERAGE (Trust and Confidence)</b>	<b>7.1</b>	<b>7.3</b>	<b>6.9</b>	<b>6.4</b>	<b>6.3</b>	<b>6.3</b>

## Trust and Confidence in Peel – By Municipality

Mississauga has a higher overall Trust and Confidence score compared to both Brampton and Caledon, and significantly outperforms both municipalities on virtually all measures, with the exception of in touch with needs of my community, where it is only directionally higher than Brampton.

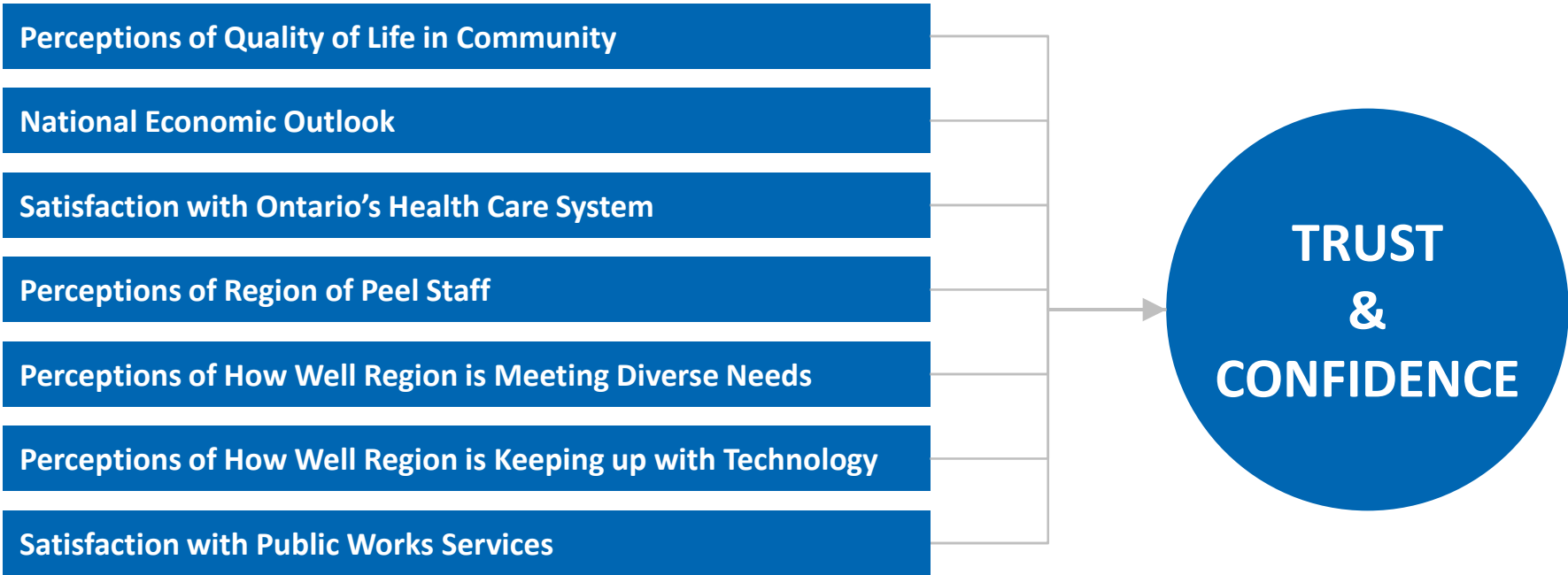
	Region of Peel	Mississauga (A)	Brampton (B)	Caledon (C)
I can count on the Region of Peel to do what is best for Peel citizens	6.4	6.7 BC	6	5.9
The Region of Peel gives me good value for my tax dollars	5.7	6 BC	5.4	5.3
The Region of Peel is in touch with the needs of my community	6.2	6.3 C	6.1	5.7
All things considered, the Region is doing a good job	6.8	7.1 BC	6.4	6.4
The Region of Peel conducts its business in an open and accountable manner	6.3	6.5 BC	6	5.9
<b>AVERAGE (Trust and Confidence)</b>	<b>6.3</b>	<b>6.5 BC</b>	<b>6</b>	<b>5.8</b>

## Perceptions of Staff

Perceptions of Regional Staff are statistically unchanged from 2015, but continue to be much lower than scores from 6 years ago.

	2008	2009	2011	2013	2015	2017
Region of Peel employees are honest in their dealings with citizens	7.9	8.2	8.0	7.4	7.5	7.4
Region of Peel employees can be counted on to correct mistakes when they happen	7.5	7.7	7.6	6.7	6.9	6.8
Region of Peel staff respond promptly when I make a request	n/a	n/a	7.7	7.7	7.1	7.0
Region of Peel staff make a sincere effort to help	n/a	n/a	8.0	7.3	7.5	7.3
Region of Peel staff are respectful	n/a	n/a	8.4	7.6	7.7	7.8
<b>Staff Index</b>	<b>n/a</b>	<b>n/a</b>	<b>7.9</b>	<b>7.3</b>	<b>7.3</b>	<b>7.3</b>

# Trust and Confidence in Region of Peel Government Model



## Trust and Confidence in Peel Drivers – By Municipality

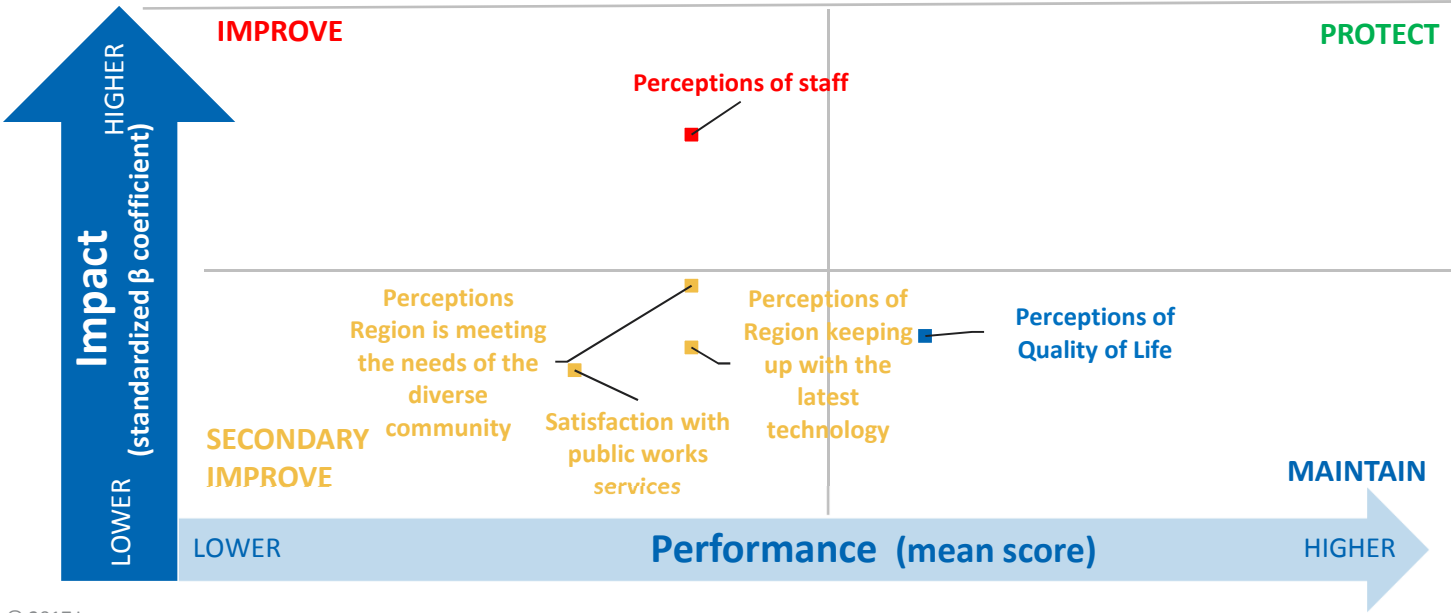
Both Mississauga and Caledon have significantly higher perceptions of life in their community, and Mississauga residents rate region of peel staff, meeting diverse needs of community and public works significantly higher than Brampton.

	Region of Peel	Mississauga (A)	Brampton (B)	Caledon (C)
Perceptions of Quality of Life in Community	7.5	7.7 B	7.2	7.8 B
National Economic Outlook	5.7	5.7	5.8	5.6
Satisfaction with Ontario's Health Care System	6.5	6.4	6.6 C	6
Perceptions of Region of Peel Staff	7.3	7.4 B	7.1	7.3
Perceptions of How Well Region is Meeting Diverse Needs	7.3	7.4 C	7.3	6.9
Perceptions of How Well Region is Keeping up with Technology	7.3	7.4	7.2	7.4
Satisfaction with Public Works Services	7.2	7.4 B	7.0	6.9

# Opportunities to Improve Trust & Confidence

How residents perceive the Region’s staff is twice as strong of a predictor of how much trust and confidence residents have in the Region than the other drivers included in the model. Improvements in this area will boost trust and confidence more so than improvements in other areas.

**Maintain:** Perceptions of quality of life has improved significantly since 2015, up from 7.1 to 7.5.



Honestly I think everything is very well here in Peel. You know we're very prone to complain sometimes [but] on the whole, things [are] managed well.

Keep on staff those who know their job and are doing a good job; Release those who are not.

# APPENDIX



# Classification of Regional Services

	Transactional	Relational
<b>Public Works</b>		
Community Recycling Centres	✓	
Waste Collection	✓	
Road Maintenance	✓	
Water Quality/Billing	✓	
TransHelp	✓	
<b>Public Health</b>		
Immunization Records		✓
Healthy Babies Healthy Children		✓
Breastfeeding Companion Services		✓
Breastfeeding Clinics Services	✓	
Food Handler Certificate Program		✓
<b>Human Services</b>		
Child Care Services		✓
Ontario Works		✓
Rent Supplement Services		✓

## Client Satisfaction Index Calculation

Survey Subject	2017 Budget	Satisfaction Score (MEAN)	Percentage	In Proportion
<b>Living Services</b>				
Contracted Child Care Services	\$8,427,608	8.50	1.69%	0.14
Rent Supplement tenants (excluding Peel Living)	\$3,658,375	8.70	0.73%	0.06
Peel Living	\$106,366,850	7.10	21.27%	1.51
Emergency Shelters and Transitional Housing	\$13,180,569	5.50	2.64%	0.14
Ontario Works Active (All)	n/a			
Ontario Works Recent (All Inactive)	n/a			
Ontario Works Active (without Employment Supports)	\$28,252,232	7.90	5.65%	0.45
Ontario Works Active (with Employment Supports)	\$3,597,917	7.80	0.72%	0.06
Long Term Care Resident Family Members	\$33,097,747	7.80	6.62%	0.52
Paramedic	\$50,693,889	9.20	10.14%	0.93
TransHelp Service	\$19,548,417	8.60	3.91%	0.34
<b>Thriving and Leading Services</b>				
Healthy Babies, Healthy Children	\$11,229,887	8.70	2.25%	0.20
Breastfeeding Clinic Services	\$4,211,208	8.90	0.84%	0.07
Breastfeeding Companion Services	\$155,971	8.60	0.03%	0.00
Food Handler Certification	\$1,500,000	9.10	0.30%	0.03
Immunization records update	\$1,854,255	8.30	0.37%	0.03
Water quality	\$124,544,540	7.70	24.91%	1.92
Curbside Collection	\$54,356,688	7.50	10.87%	0.82
Community Recycling Centres	\$6,017,586	8.80	1.20%	0.11
Road Maintenance	\$21,977,294	6.20	4.39%	0.27
PAMA	\$5,759,855	8.20	1.15%	0.09
Website	\$1,645,168	7.50	0.33%	0.02
Access Counter			n/a	n/a
<b>Total</b>	<b>\$500,076,054.40</b>		<b>100.00%</b>	<b>7.71</b>