



# Staff Report

---

**Meeting Date:** October 10, 2018  
**Submitted by:** Scott Mairs – Director, Community Services  
**Number:** CMS-11-2018  
**Subject:** Community Services Citizen Engagement Survey Results

---

**Recommendation:**

THAT Council for the Municipality of Middlesex Centre receives Report CMS-11-2018 as information.

**Purpose:**

To provide Council with updated information regarding the Community Services Citizen Engagement Survey. A copy of the survey results is included as an attachment.

**Background:**

Staff in Community Services identified a strategic goal in 2018 to complete a Citizen Engagement Survey focusing on all service areas within Community Services. The survey was titled 'You Matter'. The goal of the survey was to ask the residents of Middlesex Centre how satisfied they are with the performance, programs and services delivered by the Community Services Department.

The info collected provides a performance base report card for Council, Administration and the public and allows staff to focus on areas of improvement. The info collected will also be used by staff in developing their strategic priorities and budget goals for 2019 & 2020. Staff look to complete this survey every two years.

**Analysis:**

Staff used Survey Monkey to conduct the survey and worked closely with Academica Group who assisted in the question development and the evaluation of the data.

**Financial Implications:**

The cost to complete the survey was \$1,350.

**Strategic Plans:**

Middlesex Centre's 2012-2017 Strategic Plan, identified a Strategic Theme of 'Operational Excellence' with a priority of "adapting to changing demands and expectations".

# Middlesex Centre

Community Services Citizen Engagement Survey



# Table of Contents

	<u>Page</u>
Executive Summary	3
Respondent Profile	10
Arenas & Ice Pads	15
Community Centres	19
Outdoor Recreation Facilities	23
Outdoor Recreation	32
Recreation Programs	39
Barriers to Participation	44
Communications	46
Customer Service & Bookings	50

# Executive Summary

## **Respondent Profile:**

- 283 surveys were completed.
- Respondents were predominately female (63%).
- The majority of respondents were between the ages of 30 and 59 (73%).
- Just under half of respondents had children (45%).
- There was a relatively even distribution of children under the age of 10 (78%) as well as children age 10 and older (65%).
- Respondents were mainly from Komoka/Kilworth (41%) and Ilderton (26%).
- Among those currently working, about one-third said they worked in the government/public sector (31%). 24% said they worked at a for-profit business, while 15% indicated they are self-employed.
- The majority of respondents said they regularly use Facebook (86%).

# Executive Summary

## Arenas & Ice Pads:

- The Wellness & Recreation Centre in Komoka was the more commonly used facility within the past year (63%) compared to the Ilderton Arena (45%).
- It appears that the Wellness & Recreation Centre in Komoka is the more frequently used facility as well. Among those who said they visited one of the facilities, 26% said they visited the Wellness & Recreation Complex once a week or more, while 18% said they visited the Ilderton arena once a week or more. In fact, just over half of respondents said that they visited the Ilderton arena 5 times or less within the past year (59%).
- Respondents were asked to think about their most recent visit to the facilities and rate several key features.
  - The Ilderton Arena was rated highest on location, with 75% of respondents indicating that it is excellent or very good. Other features that received a high rating were helpfulness of staff (68%) and friendliness of staff (64%). There were several features that may require some improvement including change rooms and washrooms, building conditions, and concessions.
  - The Wellness & Recreation Centre was rated most positively on cleanliness (91%), condition of the building (90%), accessibility (87%), and location (87%). In fact, all features received very positive ratings.

# Executive Summary

## Community Centres:

- Three quarters of respondents said they had visited a community centre in the past year (75%). Among those who had visited a community centre, the Komoka Community Centre was the most frequently visited (55%), followed by the Ilderton community centre (39%).
- In general, respondents tended to visit the community centers five times or less (54%) in the past year. 30% said they visited at least once a month.
- Respondents were asked to think about their most recent visit to a local community centre and rate several key features.
  - Overall, location was rated the most favourably, with 79% of respondents saying it was either excellent or very good. Friendliness of staff (73%), cleanliness (71%) and helpfulness of staff (71%) were also rated very positively.

# Executive Summary

## Outdoor Recreation Facilities:

- Just over half of respondents said they had visited a playground in the past year (51%). Other commonly visited outdoor facilities included splash pads (41%) and soccer fields (41%).
- Soccer fields were the most frequently visited locations with 47% of respondents saying they visited once a week or more. The least frequently visited outdoor facilities was basketball courts, with 75% of respondents indicating they visited 5 times or less in the past year.
- Respondents were asked to think about their most recent visit to the outdoor facilities and rate several key features.
  - Among those who had visited, location was consistently rated as being either excellent or very good for all of the outdoor facilities. In contrast, features that tended to be rated less favourably were signage and parking.

## Outdoor Recreation:

- Trails were the most commonly utilized outdoor recreation within the past year (49%) followed closely by parks (44%). Off-leash areas were visited by only 11% of respondents in the past year. However, among those who did visit an off-leash area close to half indicated that they visited once a week or more (48%).
- Among those who said they had visited a park in the past year, Coldstream Conservation Area was the most frequently visited (41%) followed by Poplar Hill Park (40%), Ilderton Heritage Park, and Komoka Park (37%, respectively).
- For parks and trails, location was consistently rated as being excellent or very good. Signage and parking however, were rated less favourably.
- For off leash areas, half of respondents felt that the general upkeep was either excellent or very good (50%). Respondents tended to give features such as parking (21%), location (29%), and signage (33%) less favourable rating.



# Executive Summary

## Recreation Programs:

- The majority of respondents said that participating in formal recreation programs is at least slightly important to their overall quality of life (88%, slightly important to extremely important). 12% of respondents said that it is not at all important.
- Although only 8% of respondents said that participating in formal recreational programs is extremely important, this result should be interpreted with caution. It is possible that a greater proportion of respondents believe recreation is important to their quality of life, not just participating in formal programs. It may be the case that respondents choose to participate in activities that are informal, self-guided and/or free of charge.
- With regards to personal participation in formal recreation programs, just under half of respondents said that on average, they participated at least once a month (45%) in the past year.
- Children appear to be more active than their parents/caregivers, with 67% participating in some type of formal recreation program once a week or more in the past year.
- Personal recreation activities most frequently include fairs/festivals (42%), swimming (32%), and fitness classes (26%). In contrast, children's recreational activities included frequently included swimming (55%), outdoor soccer (52%), and hockey (35%).
- Over the past 12 months, respondents had also used a member based fitness facility (26%), the YMCA-Middlesex Centre (22%), as well as a private provider/business (22%). 32% said they did not use any of the facilities listed.

## Barriers to Participation:

- A lack of time (36%) and a lack of interest in facilities (30%) were the most common barriers or challenges preventing people from using Middlesex Centre facilities. One in four respondents said that cost was a barrier.

# Executive Summary

## Communications:

- When asked how they typically find information for Middlesex Centre recreation facilities, activities, and community events, many respondents said that they rely on the Middlesex Centre website (60%). Just over half indicated that they use social media (56%), while about one third said they rely on family members or friends for information (32%).
- In terms of overall awareness, many respondents have low levels of awareness with regards to community events offered in Middlesex Centre (24% of respondents slightly to not at all aware). Just over half of respondents are moderately aware of events (52%), while only 13% of respondents are very or completely aware.
- Just over half of respondents are neither satisfied nor dissatisfied with regards to how the Community Services department advertises and communicates events (53%). This rating may be due to lower overall levels of awareness.

## Customer Service & Bookings:

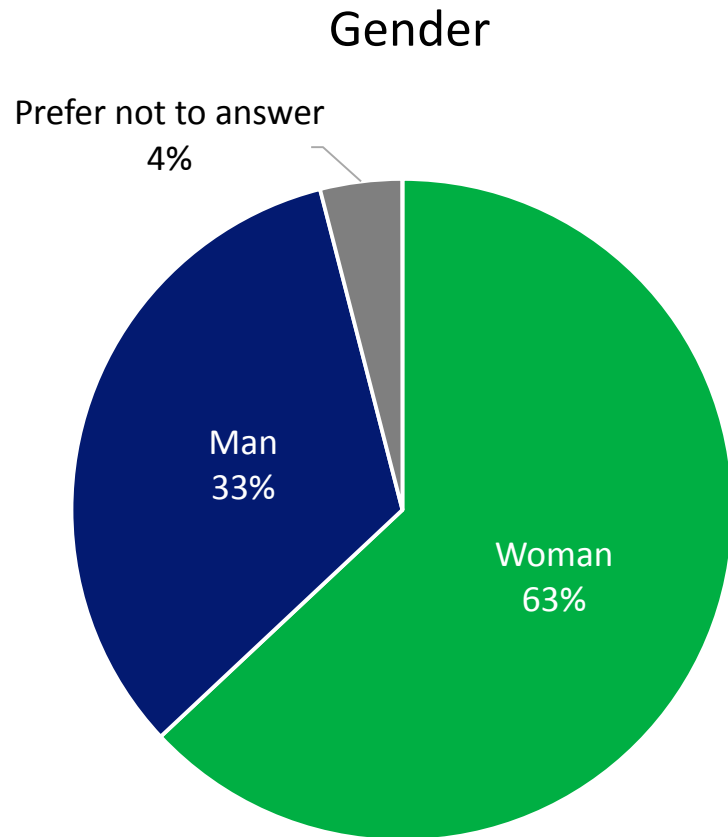
- All aspects of customer service were rated as being either extremely important or very important. The features that appear to be of the utmost importance to respondents however were personnel aspects, such as staff knowledge/ability to answer questions (79%) and ease of contacting a staff person (78%).
- One third of respondents said they had booked a facility through Middlesex Centre (33%).
- Among those who had booked a facility,
  - Most said they had done so by phone (57%).
  - The majority said it was very easy or easy to book the facility (84%).
  - Friendliness of staff was rated highest with regards to respondents' most recent experience booking a facility (79% said excellent or very good). In fact all aspects were rated positively, including affordability (69% said excellent or very good).

# Methodology

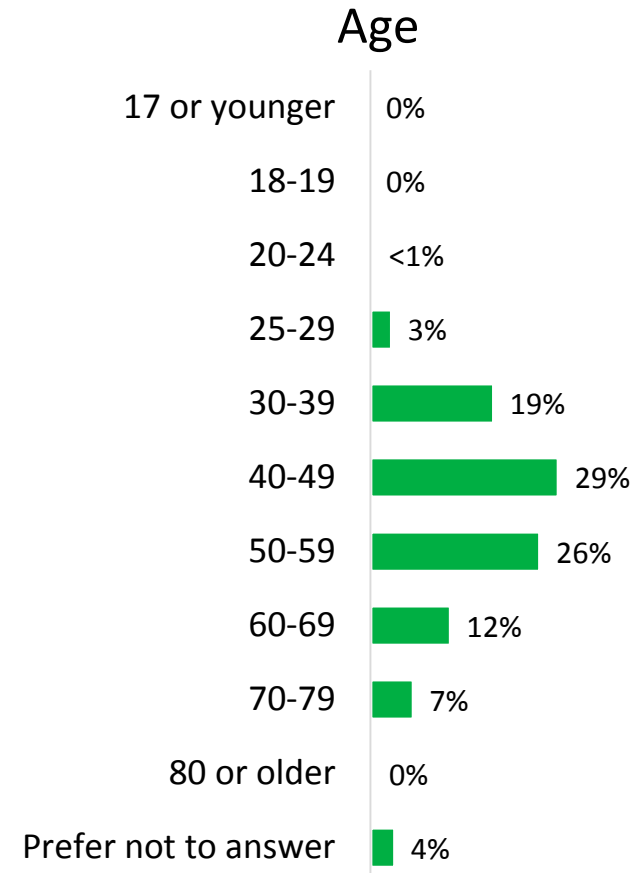
- Method: Online survey
- In field: June to July 2018
- Website and social media used mostly to promote
- Satisfaction scores for each of the community services were calculated by determining the average score for each feature that was evaluated and combining them to get an overall score.

# Respondent Profile

# Respondent Profile



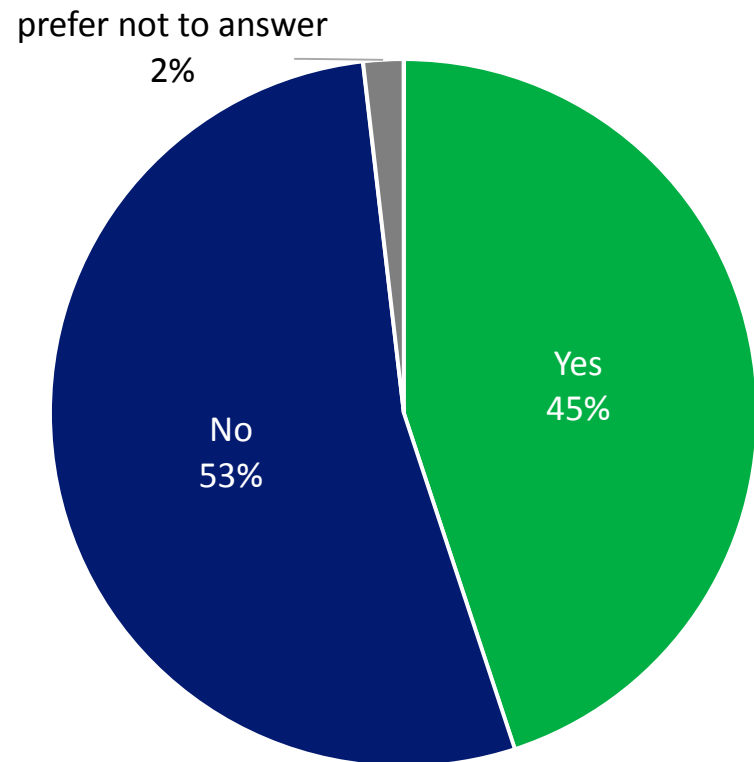
Q. What is your gender? (n=210)



Q. What is your age? (n=213)

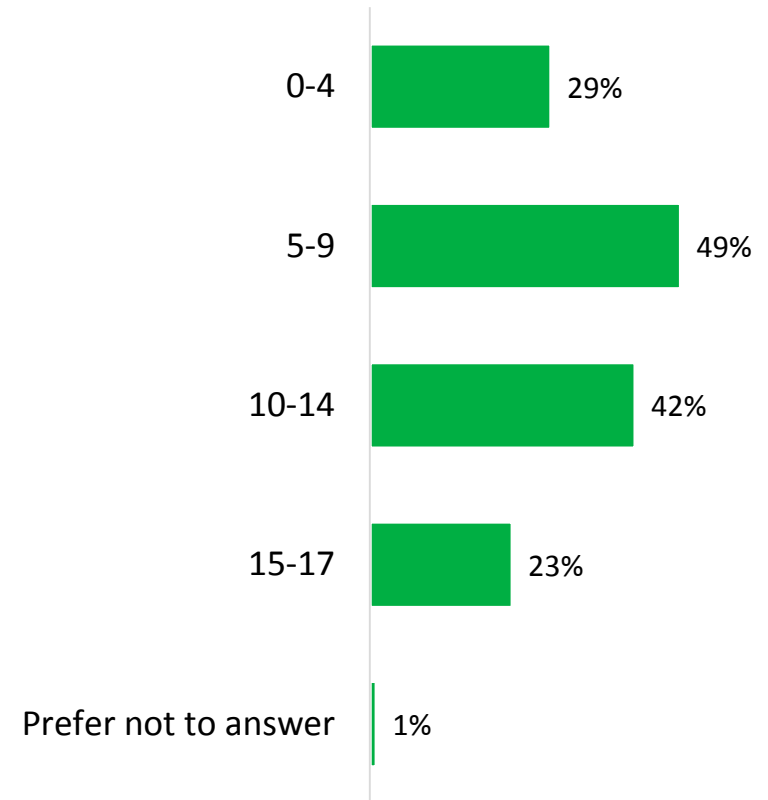
# Respondent Profile

## Children Under 18



Q. Do you have any dependent children under the age of 18? (n=216)

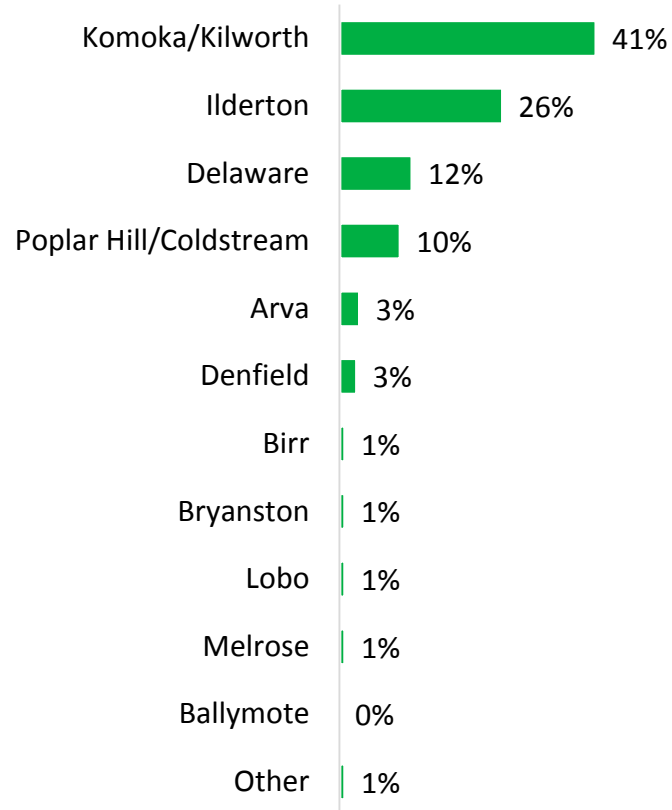
## Age of Children



Q. If you have children under the age of 18. What age(s) are they? (n=97)

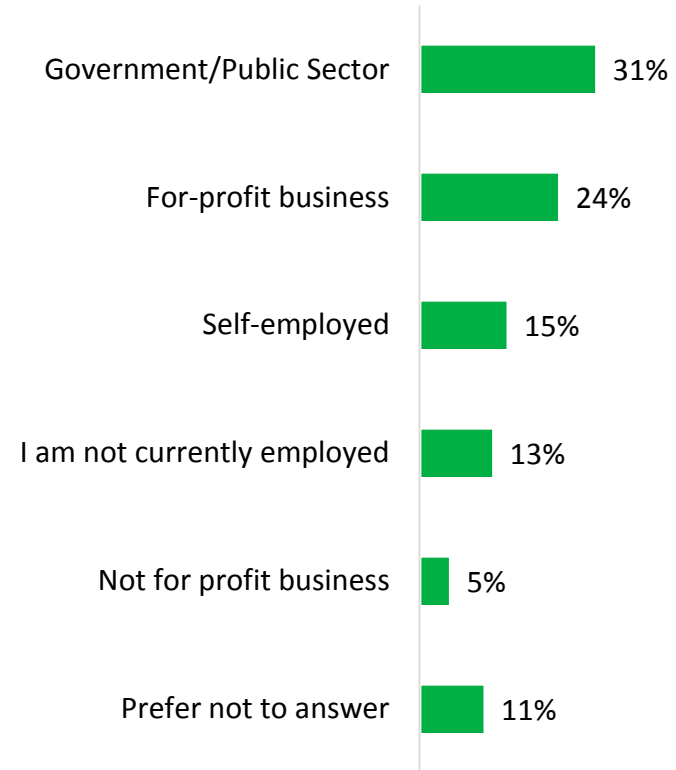
# Respondent Profile

## Location



Q. Which region within Middlesex Centre do you live in? (n=213)

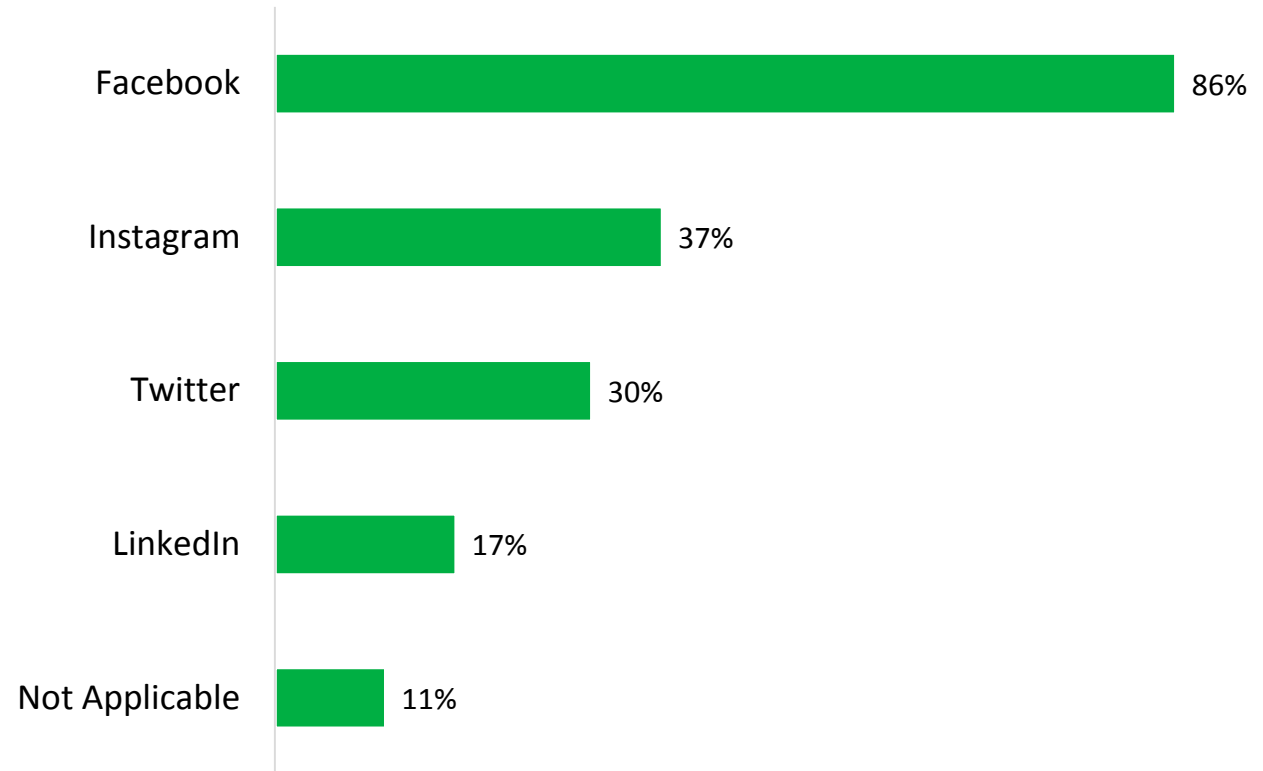
## Employment Sector



Q. If employed, what sector are you employed in? (n=202)

# Respondent Profile

## Social Media Habits



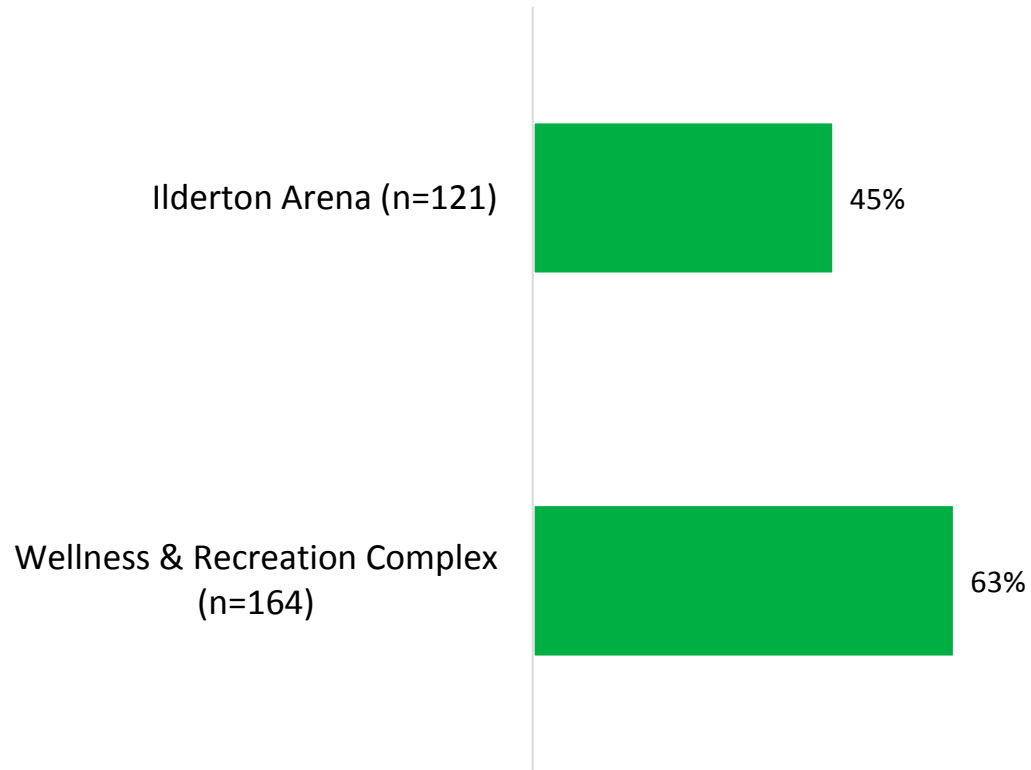
Q. What social media sites do you regularly use? (n=209)



# Arenas & Ice Pads

# Usage

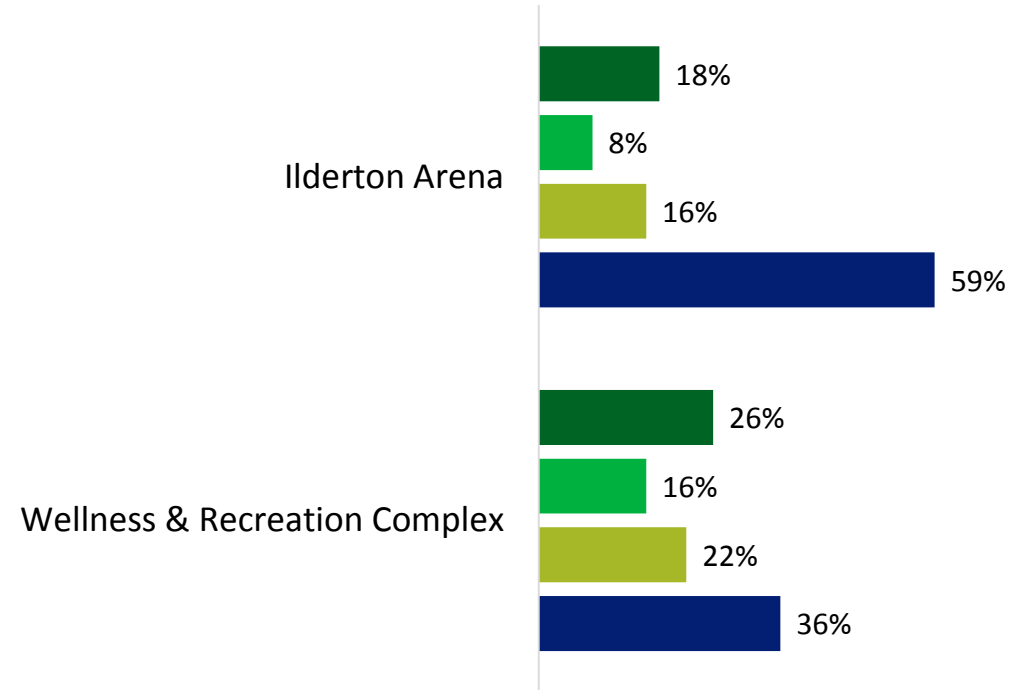
### Visited in the Past Year



Q. Have you visited the Ilderton Arena in the past year? (n=286)  
 Q. Have you visited the Wellness & Recreation Complex in the past year? (n=260)

### Average Number of Visits in the Past Year

■ Once a week or more   
 ■ 1 to 3 times a month   
 ■ 6 to 11 times   
 ■ 5 times or less

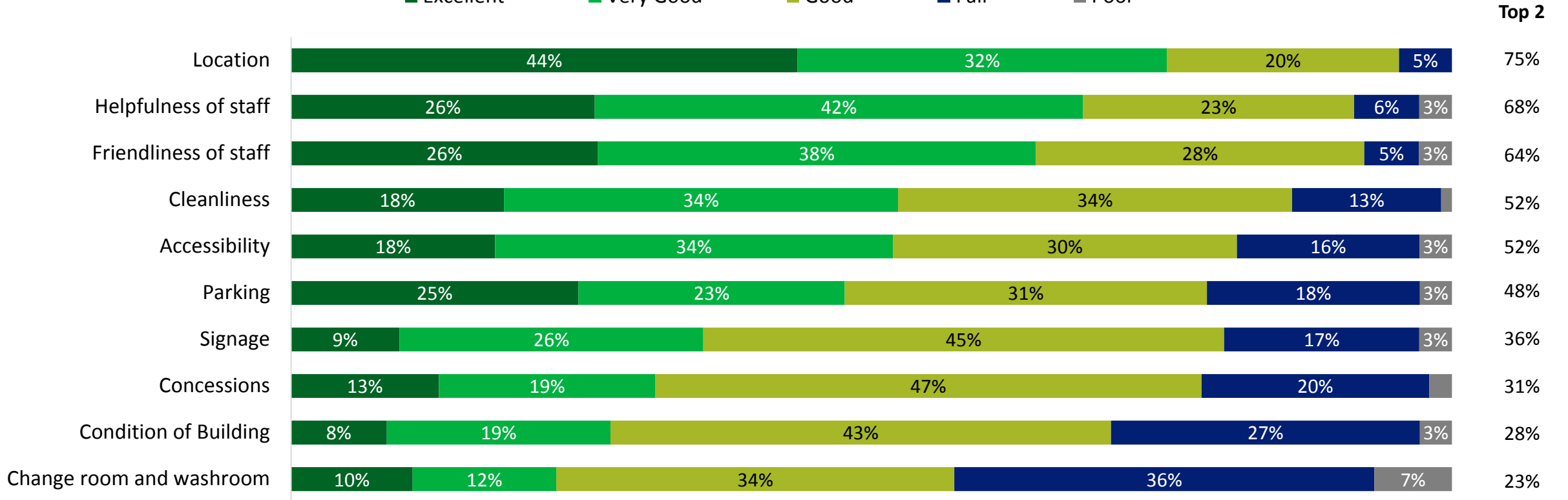


Q. On average, how frequently did you visit the Ilderton Arena in the past year? (n=114)  
 Q. On average, how frequently did you visit the Wellness & Recreation Complex in the past year? (n=149)

# Ilderton Arena

## Feature Ratings

■ Excellent   
 ■ Very Good   
 ■ Good   
 ■ Fair   
 ■ Poor



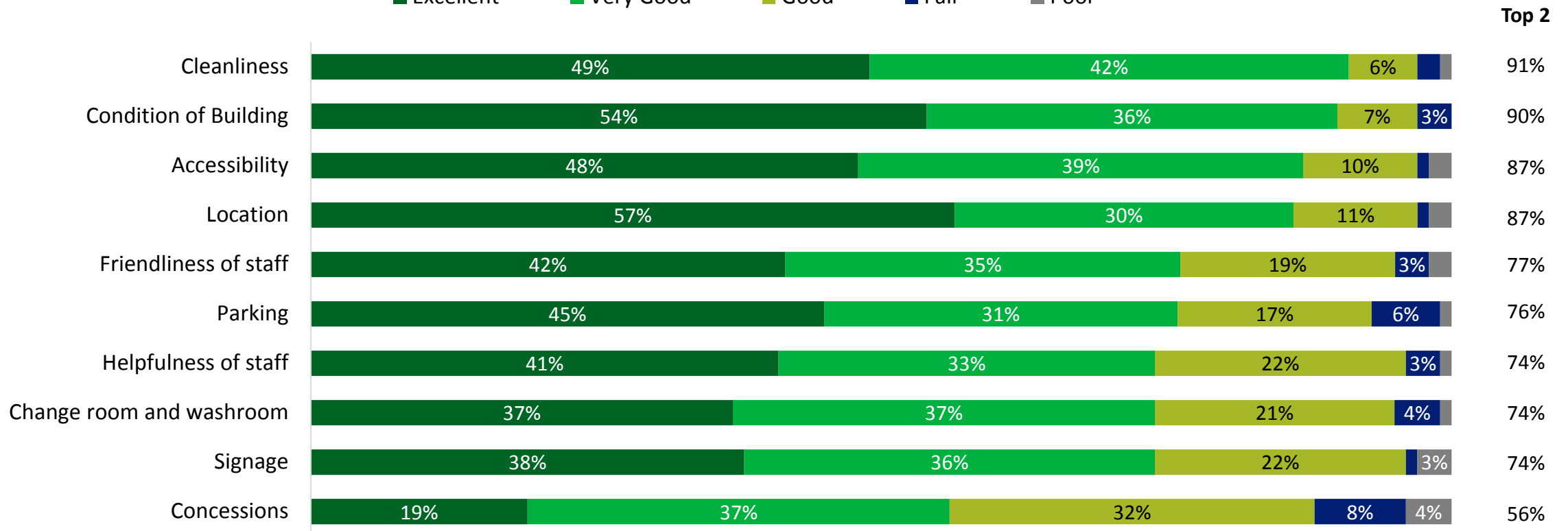
< 3% not labelled

Q. Thinking about your most recent visit to the Ilderton Arena, please rate the following features. (n sizes vary)

# Wellness & Recreation Complex

## Feature Ratings

■ Excellent   
 ■ Very Good   
 ■ Good   
 ■ Fair   
 ■ Poor



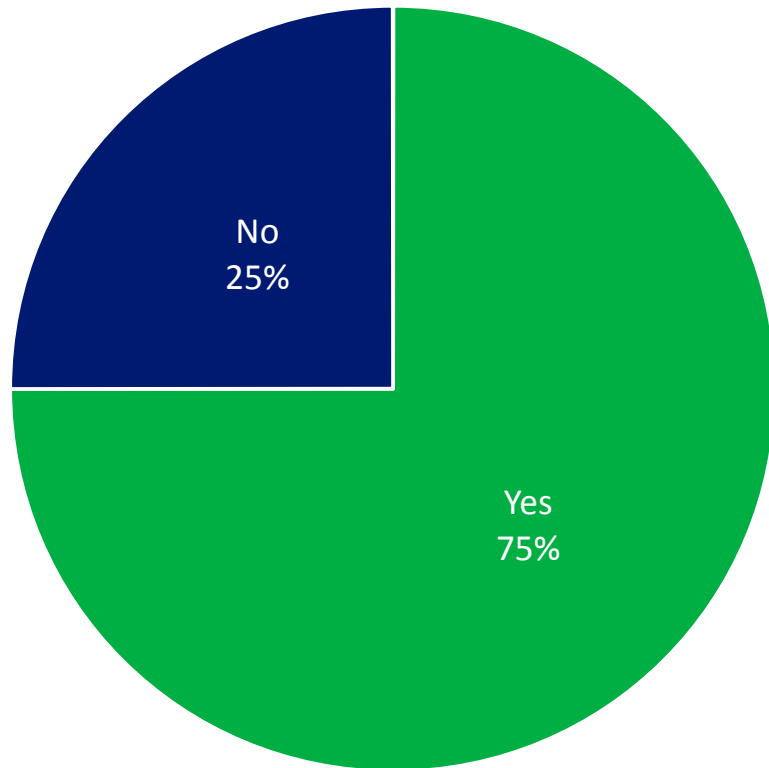
< 3% not labelled

Q. Thinking about your most recent visit to the Wellness & Recreation Complex (Komoka), please rate the following features. (n sizes vary)

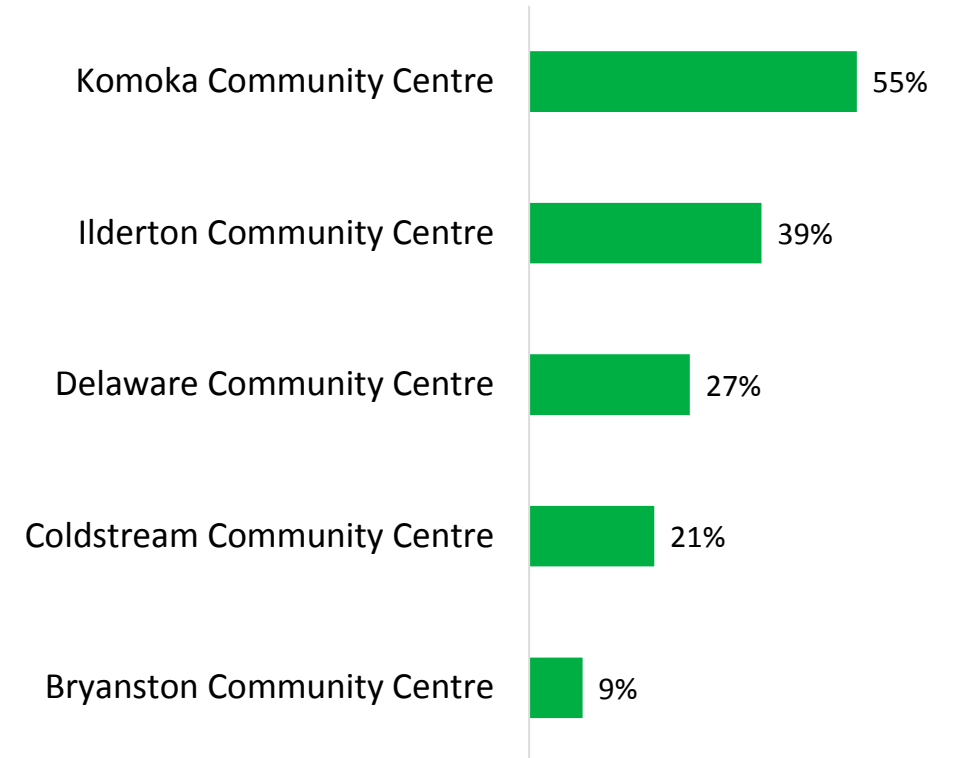
# Community Centres

# Community Centres

Visited in the Past Year



Community Centre(s) Visited in the Past Year

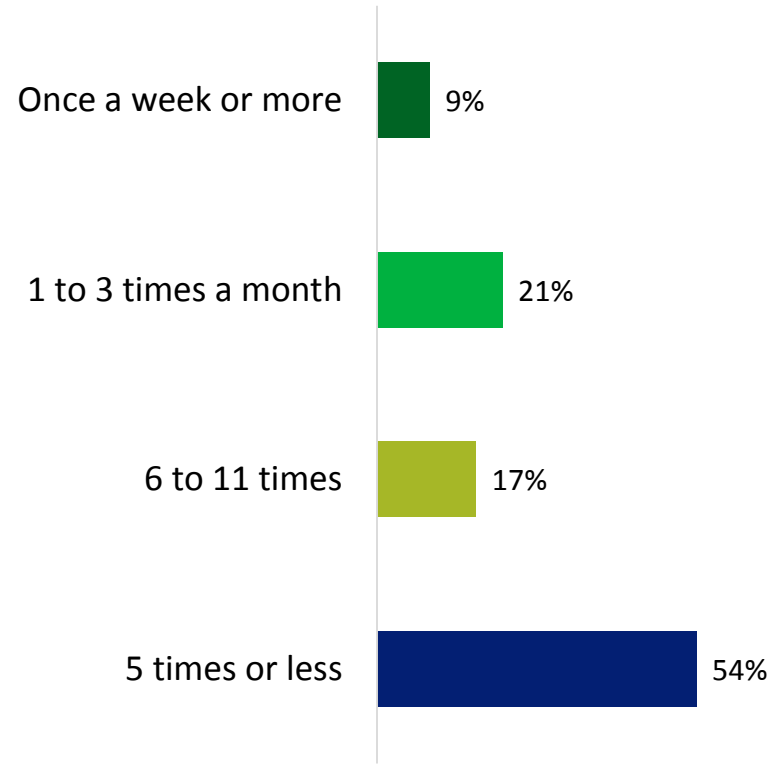


Q. Have you visited a local Community Centre in the past year? (n=254)

Q. In the past year, which of our Community Centres have you visited? (n=181)

# Community Centres

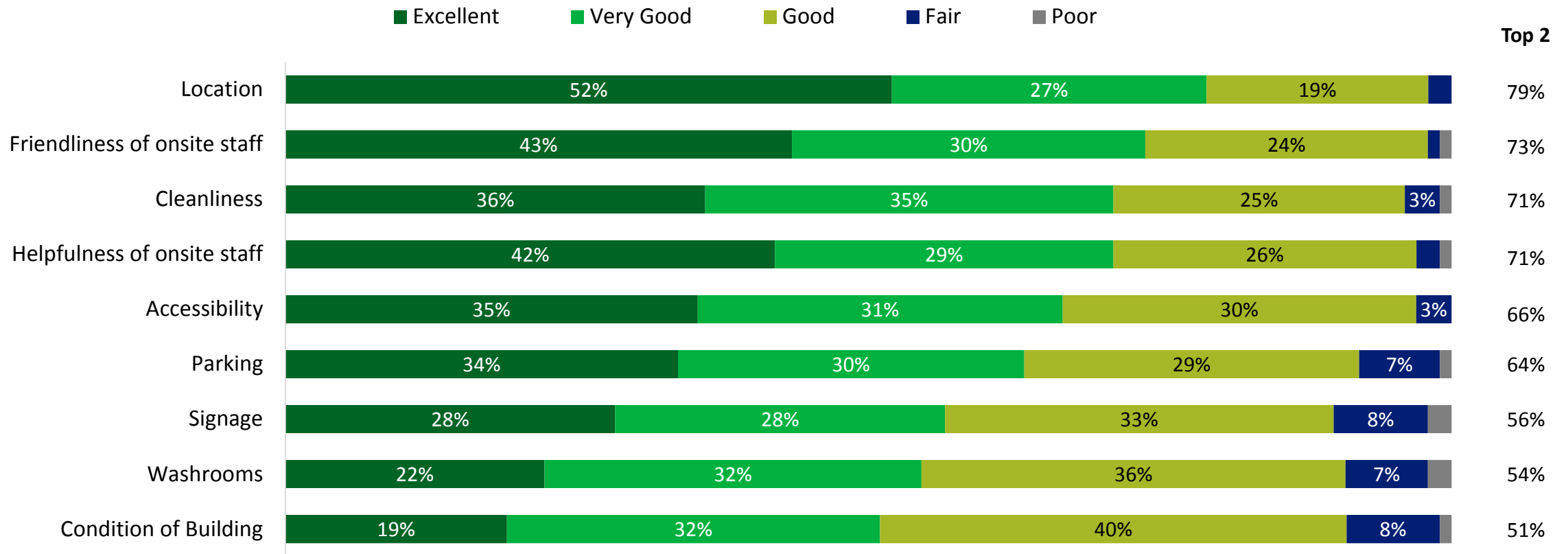
## Average Number of Visits in the Past Year



Q. On average, how frequently did you visit our Community Centres in the past year? (n=181)

# Community Centres

## Feature Ratings



< 3% not labelled

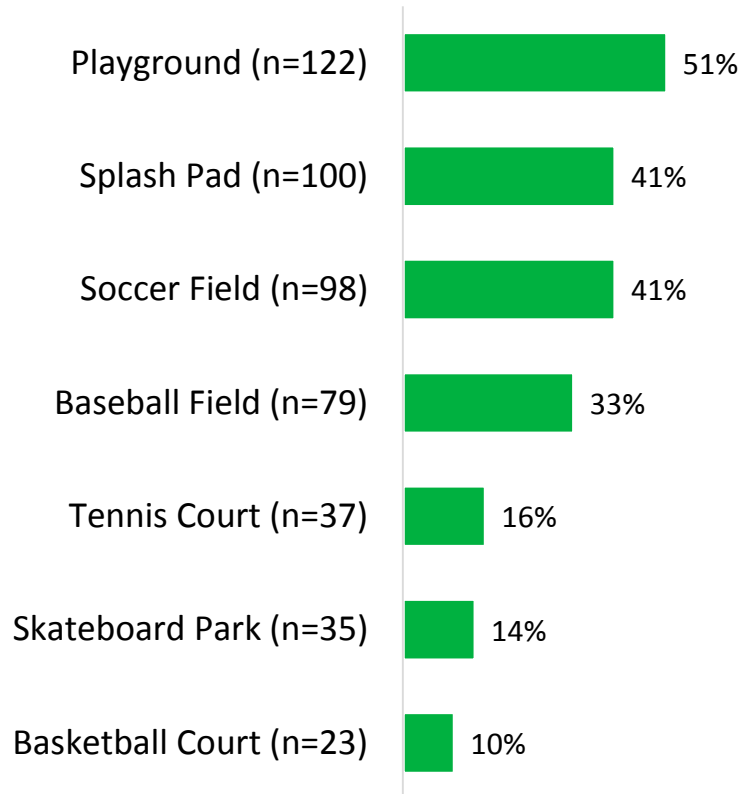
Q. Thinking about your most recent visit to a local Community Centre, please rate the following features. (n sizes vary)



# Outdoor Recreation Facilities

# Usage

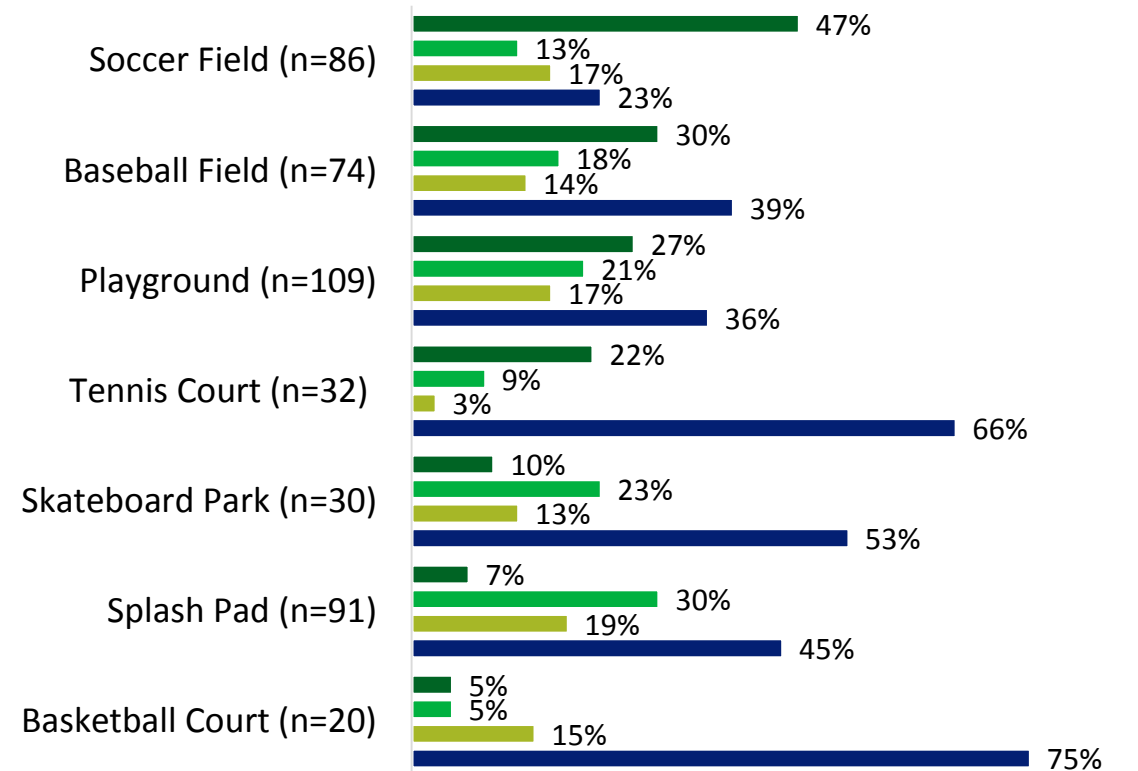
## Visited in the Past Year



Q. Have you visited a local [outdoor recreation facility] in the past year?

## Average Number of Visits in the Past Year

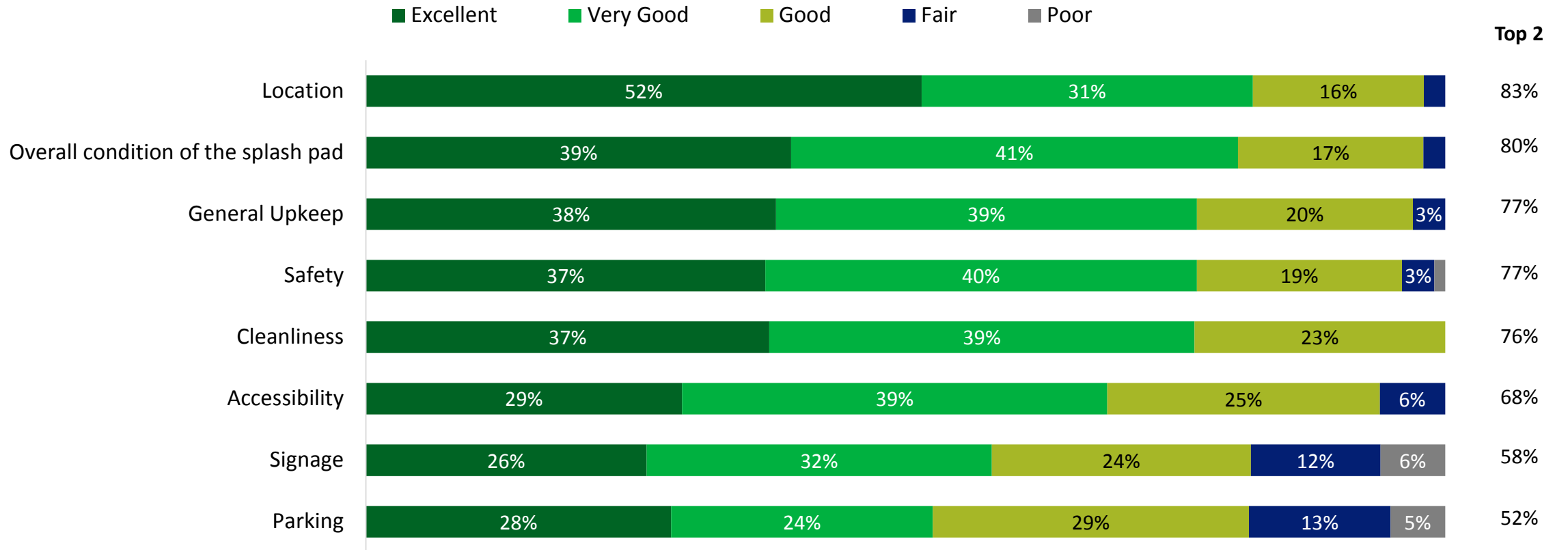
■ Once a week or more  
 ■ 1 to 3 times a month  
 ■ 6 to 11 times  
 ■ 5 times or less



Q. On average, how frequently did you visit a local [outdoor recreation facility] in the past year?

# Splash Pad

## Feature Ratings



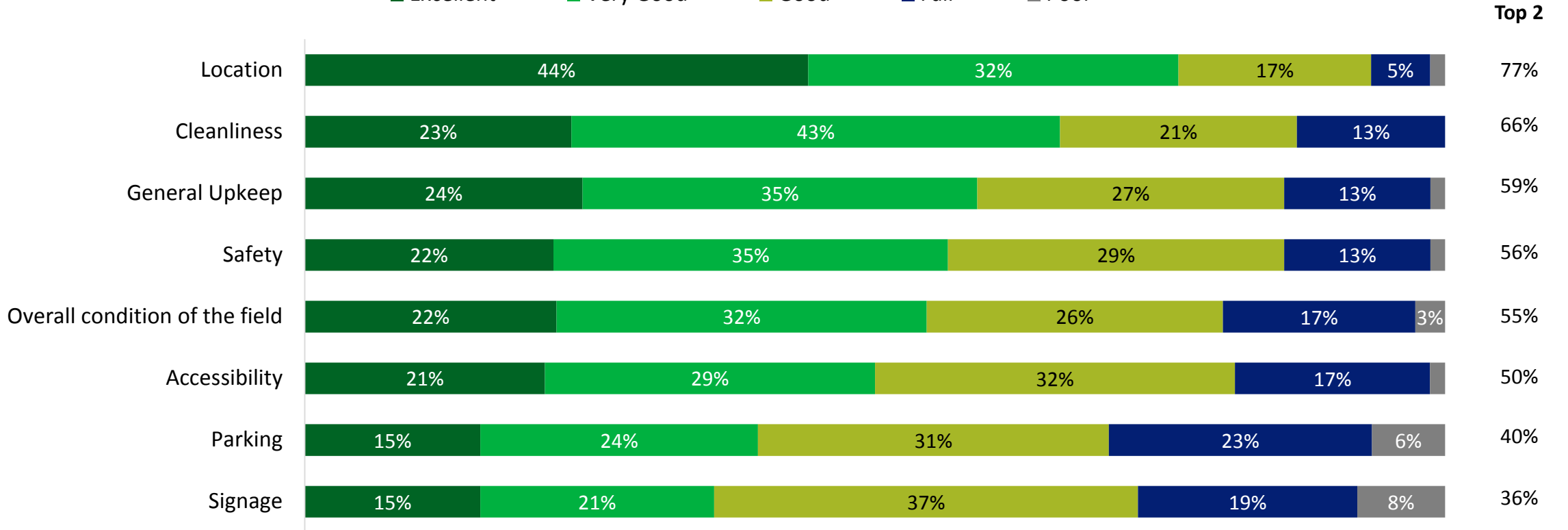
< 3% not labelled

Q. Thinking of the most recent Splash Pad you visited in Middlesex Centre, please rate the following features. (n sizes vary)

# Baseball Field

## Feature Ratings

■ Excellent ■ Very Good ■ Good ■ Fair ■ Poor

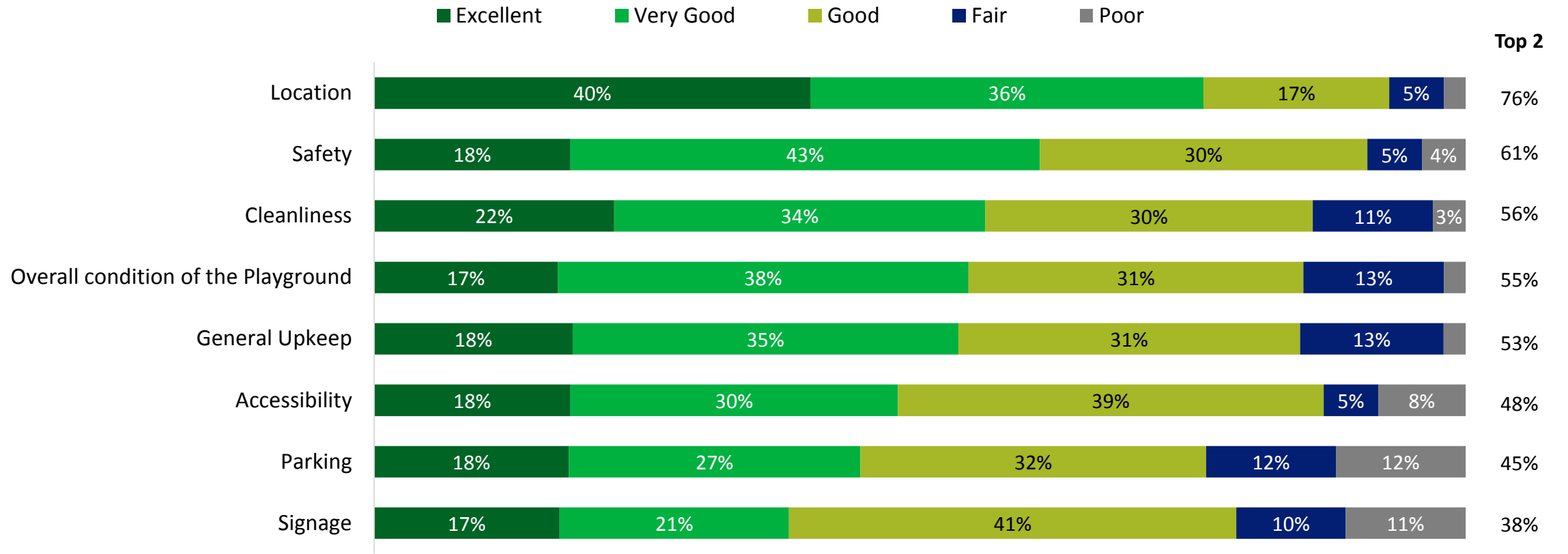


< 3% not labelled

Q. Thinking of the most recent Baseball Field you visited in Middlesex Centre, please rate the following features. (n sizes vary)

# Playground

## Feature Ratings



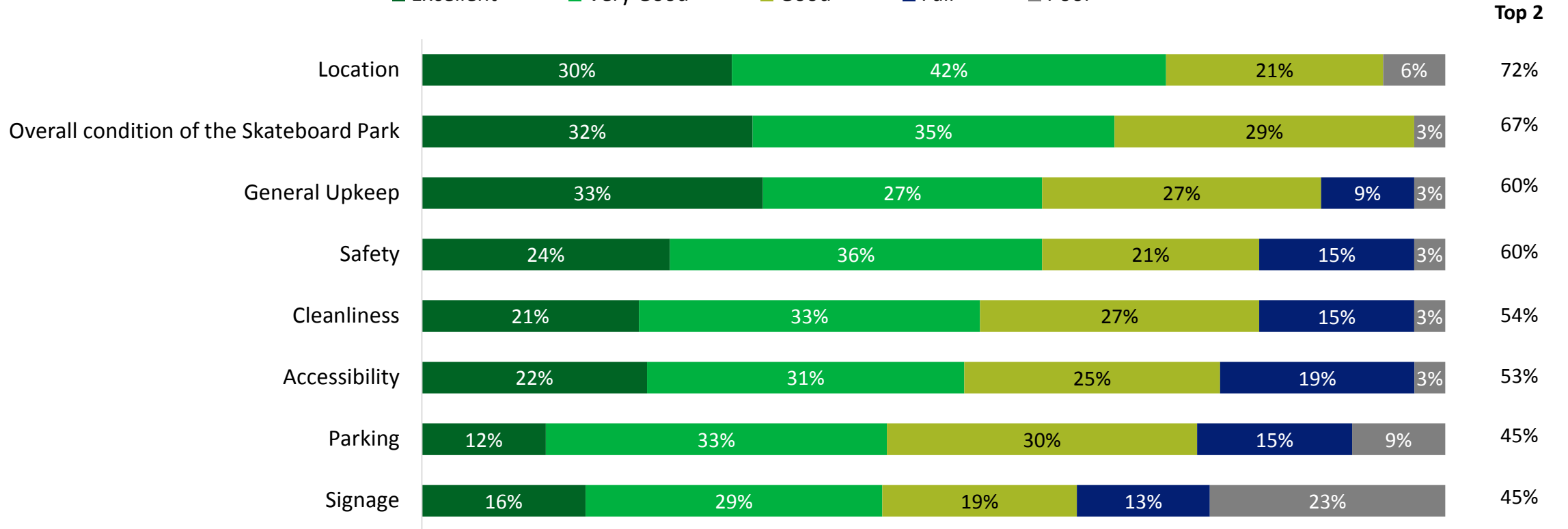
< 3% not labelled

Q. Thinking of the most recent Playground you visited in Middlesex Centre, please rate the following features. (n sizes vary)

# Skateboard Park

## Feature Ratings

■ Excellent ■ Very Good ■ Good ■ Fair ■ Poor

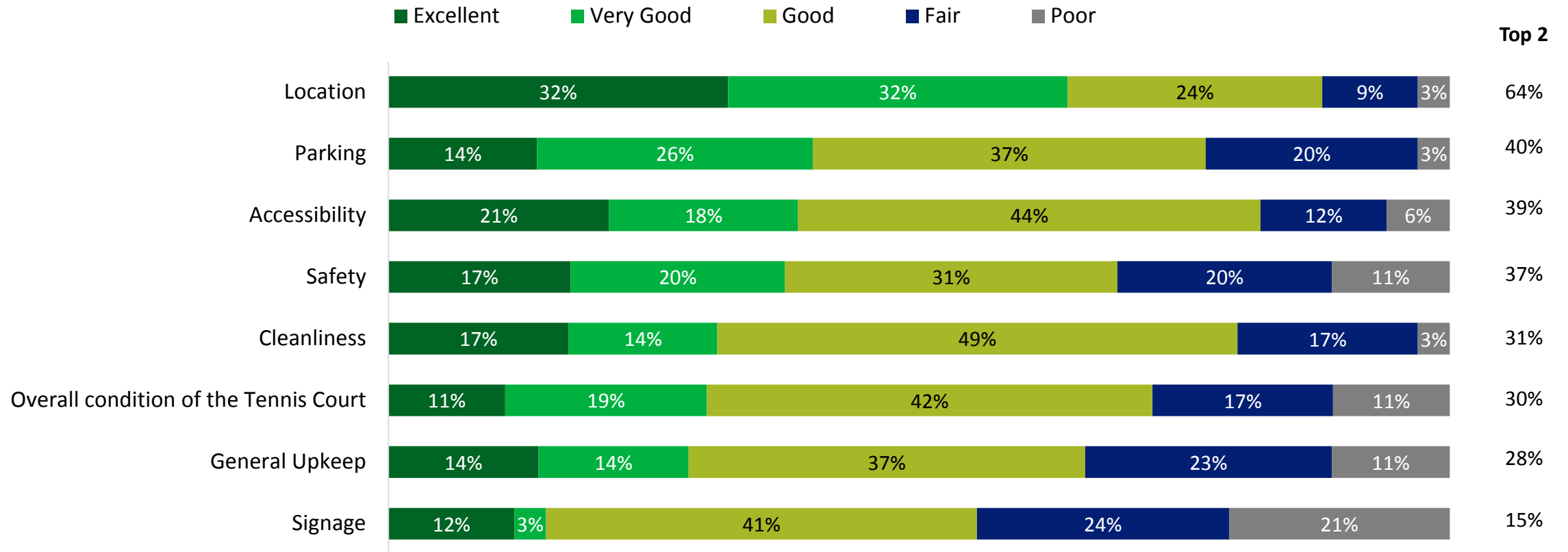


< 3% not labelled

Q. Thinking of the most recent Skateboard Park you visited in Middlesex Centre, please rate the following features. (n sizes vary)

# Tennis Court

## Feature Ratings

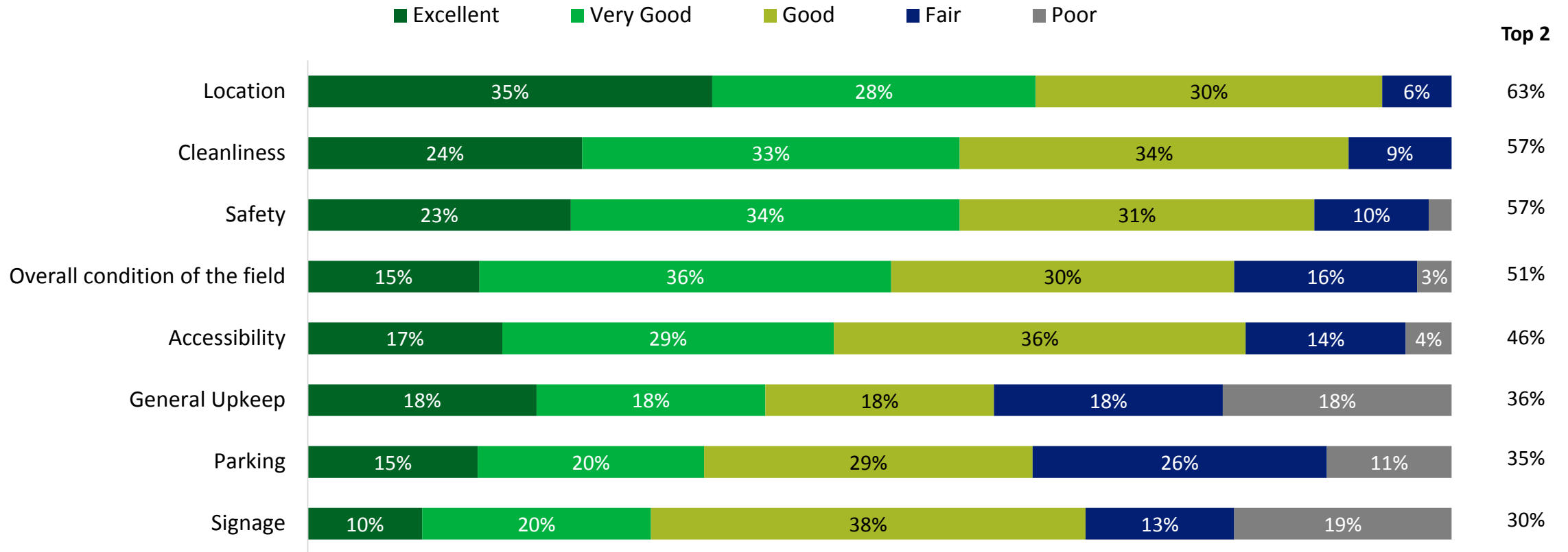


< 3% not labelled

Q. Thinking of the most recent Tennis Court you visited in Middlesex Centre, please rate the following features. (n sizes vary)

# Soccer Field

## Feature Ratings



< 3% not labelled

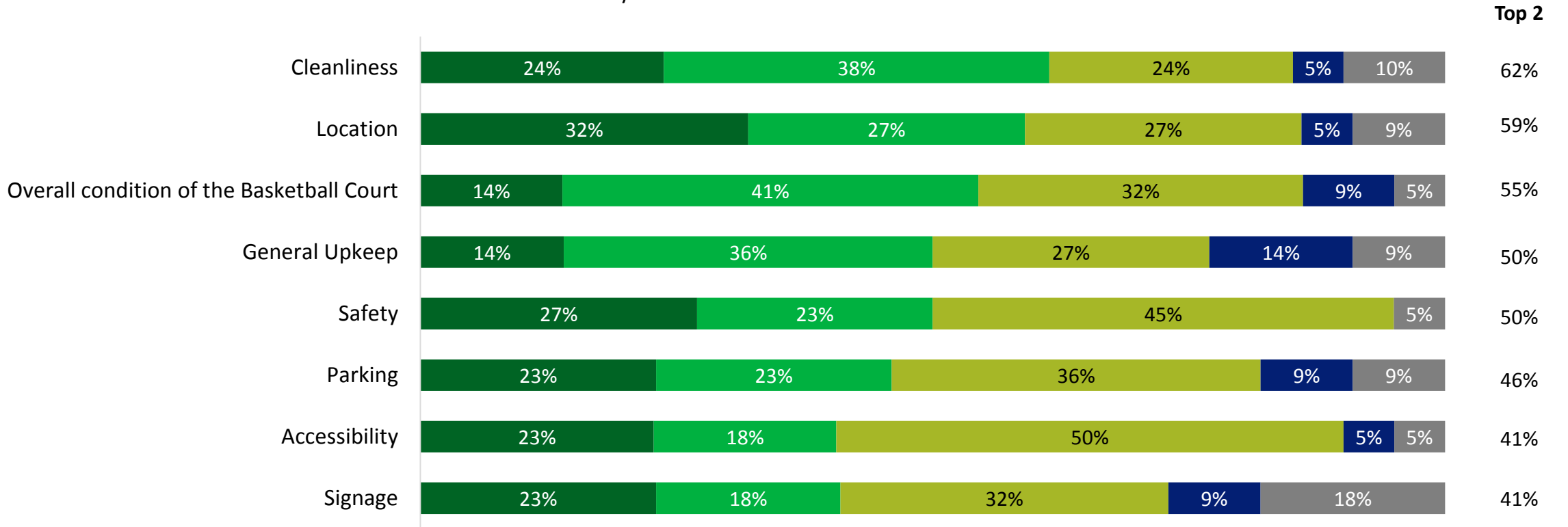
Q. Thinking of the most recent Soccer Field you visited in Middlesex Centre, please rate the following features. (n sizes vary)



# Basketball Court

## Feature Ratings

■ Excellent   
 ■ Very Good   
 ■ Good   
 ■ Fair   
 ■ Poor



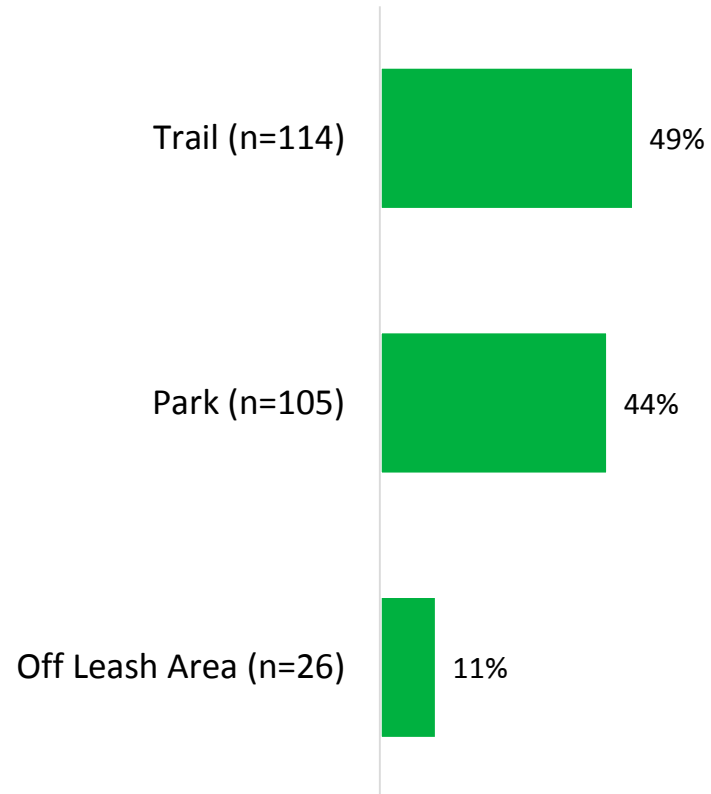
< 3% not labelled

Q. Thinking of the most recent Baseball Court you visited in Middlesex Centre, please rate the following features. (n sizes vary)

# Outdoor Recreation

# Usage

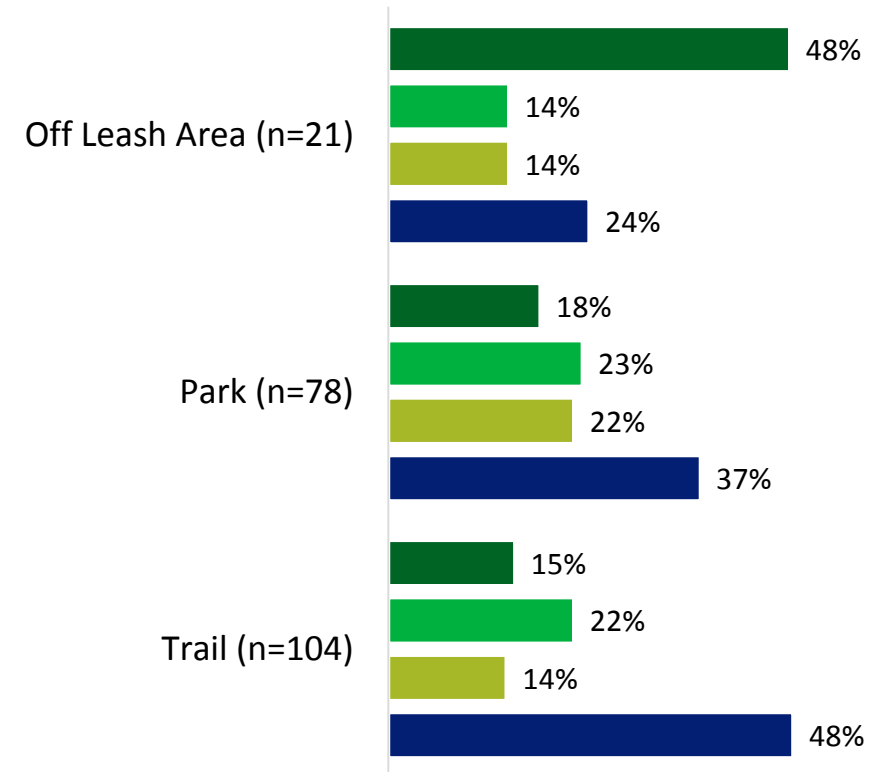
Visited in the Past Year



Q. Have you visited a local [outdoor recreation area] in the past year?

Average Number of Visits in the Past Year

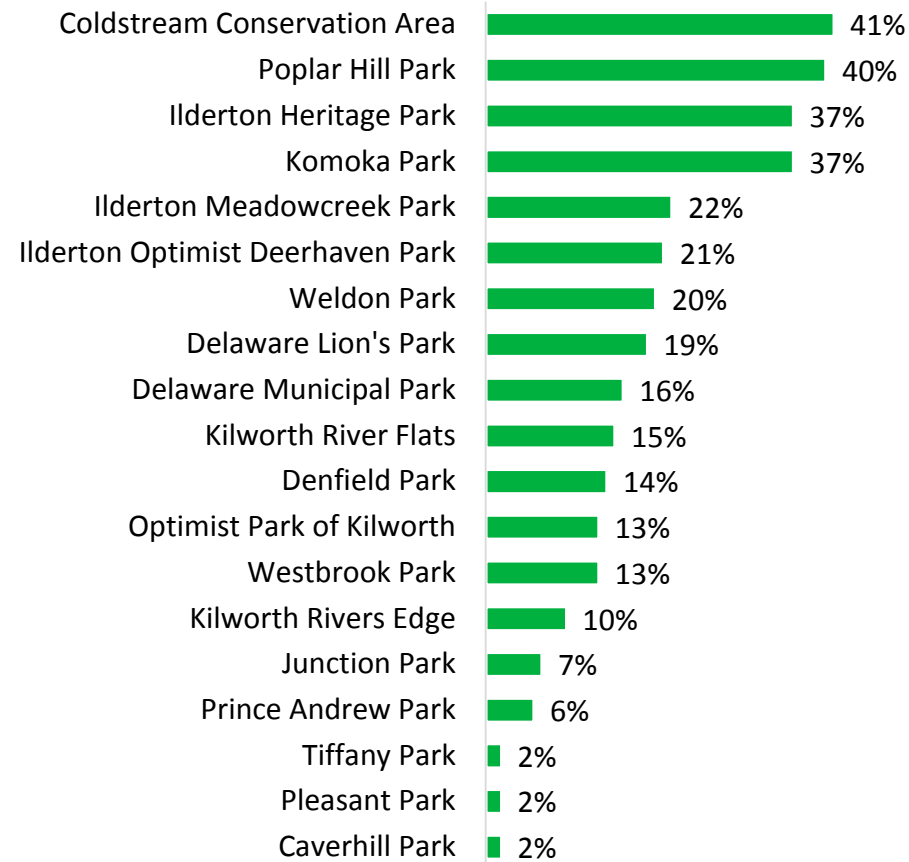
■ Once a week or more  
 ■ 1 to 3 times a month  
 ■ 6 to 11 times  
 ■ 5 times or less



Q. On average, how frequently did you visit a local [outdoor recreation area] in the past year?

# Usage: Parks

## Parks Visited in the Past Year

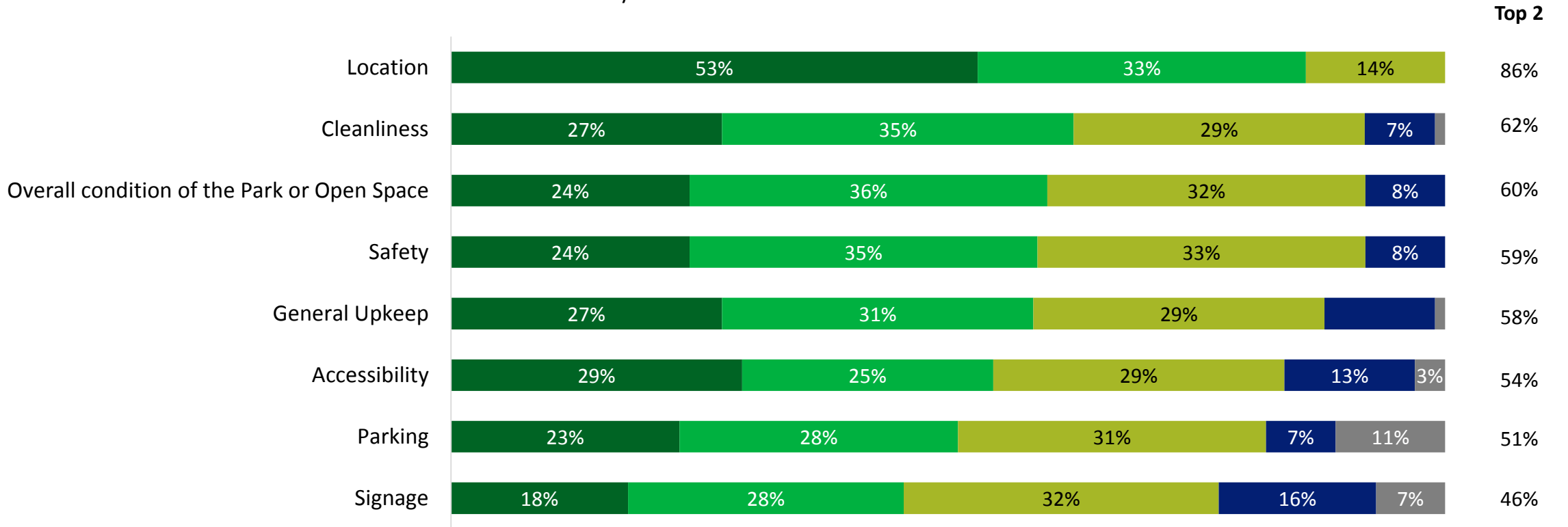


Q. Which of the following parks or open spaces have you visited in the last year? (n=104)

# Parks

## Feature Ratings

■ Excellent   
 ■ Very Good   
 ■ Good   
 ■ Fair   
 ■ Poor

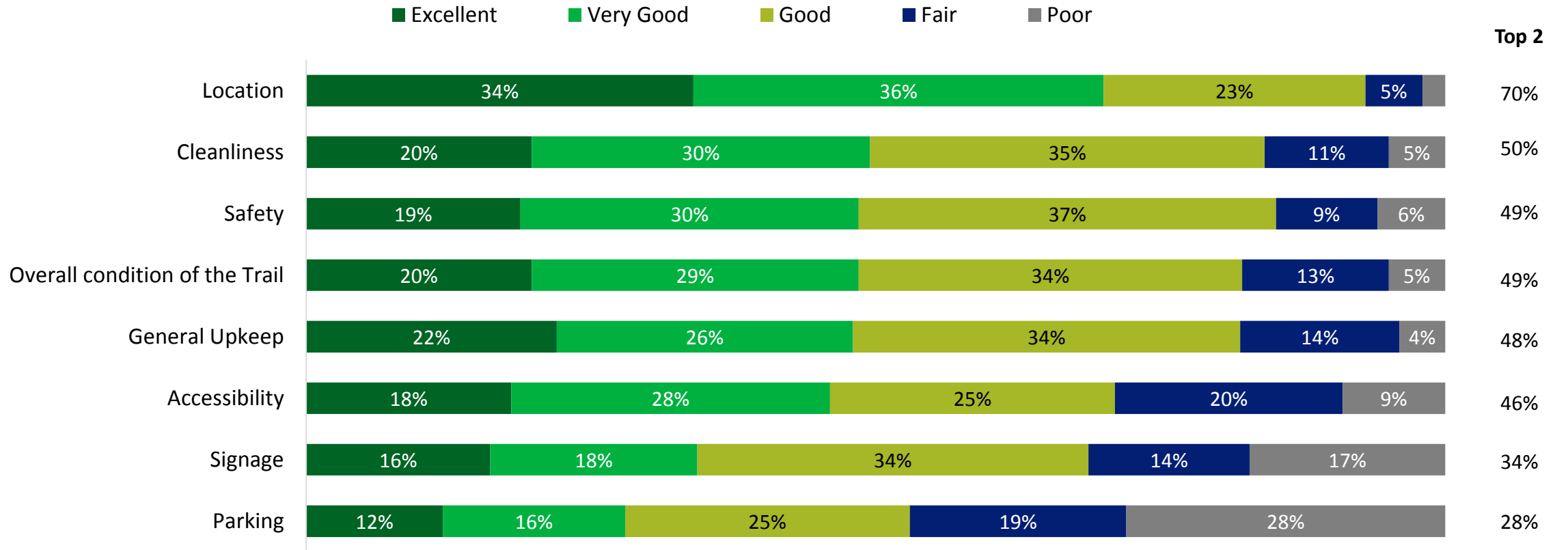


< 3% not labelled

Q. Thinking of the most recent Park you visited in Middlesex Centre, please rate the following features. (n sizes vary)

# Trails

## Feature Ratings



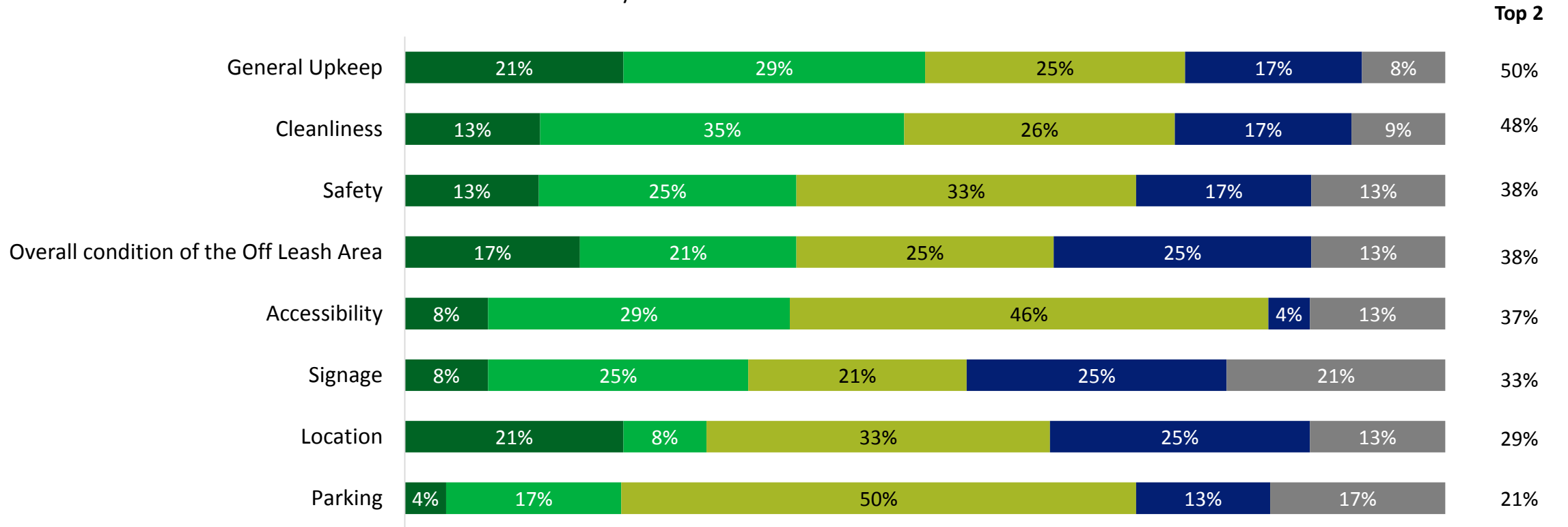
< 3% not labelled

Q. Thinking of the most recent Trail you visited in Middlesex Centre, please rate the following features. (n sizes vary)

# Off Leash Area

## Feature Ratings

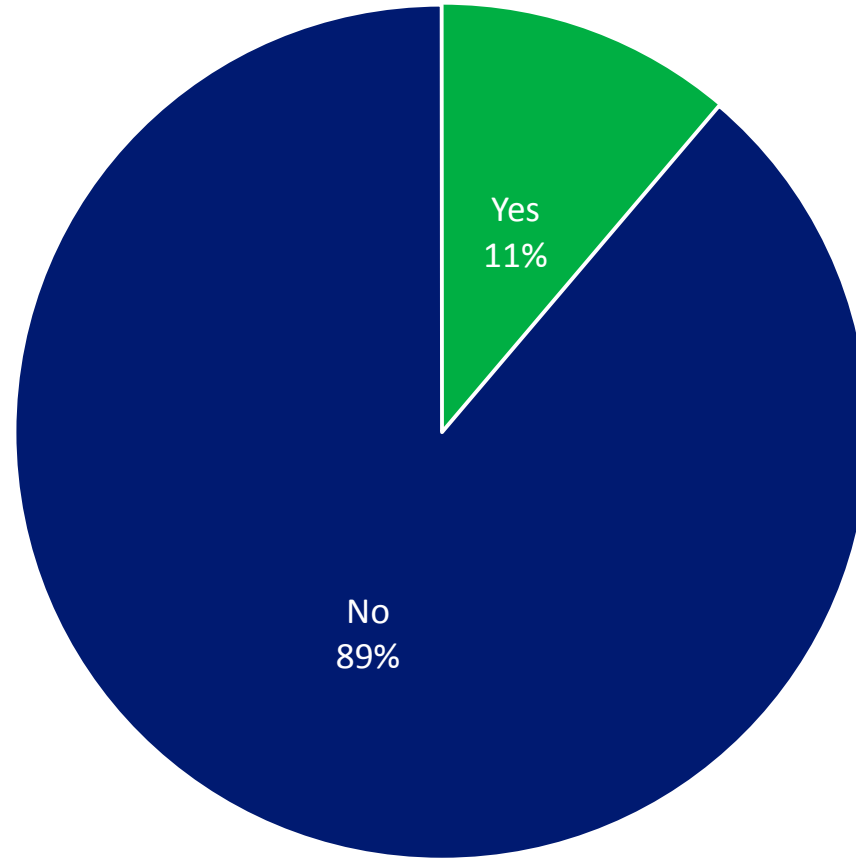
■ Excellent   
 ■ Very Good   
 ■ Good   
 ■ Fair   
 ■ Poor



< 3% not labelled

Q. Thinking of the most recent Off Leash Area you visited in Middlesex Centre, please rate the following features. (n sizes vary)

# Awareness: Paws in Parks



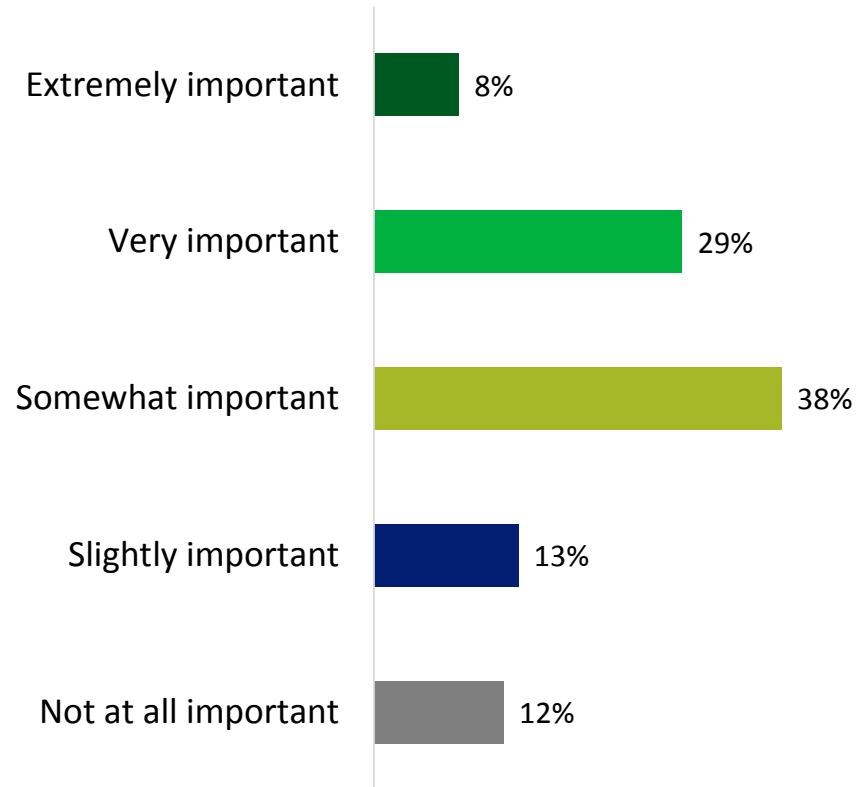
Q. Have you heard of the municipality's "Paws in Parks" Off Leash Program? (n=230)



# Recreation Programs

# Recreation Programs

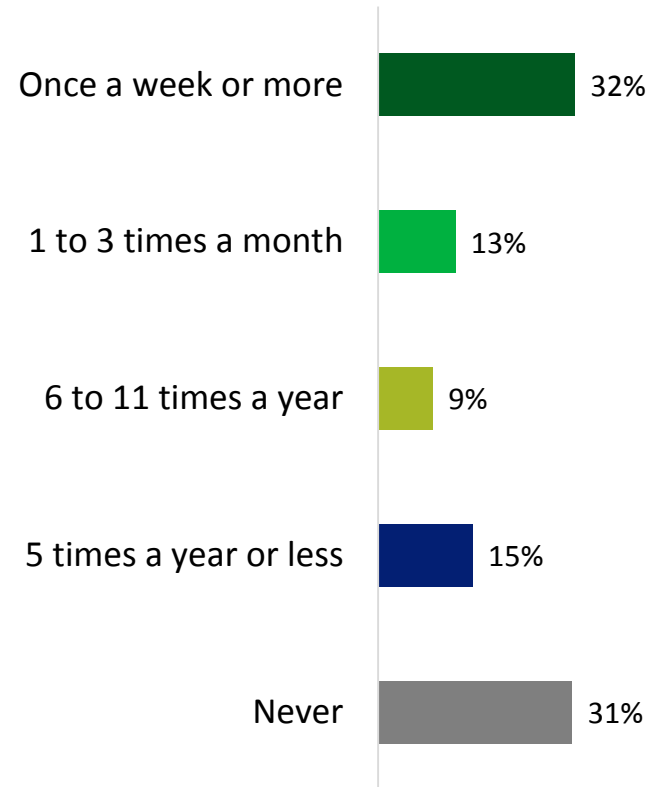
## Importance to Quality of Life



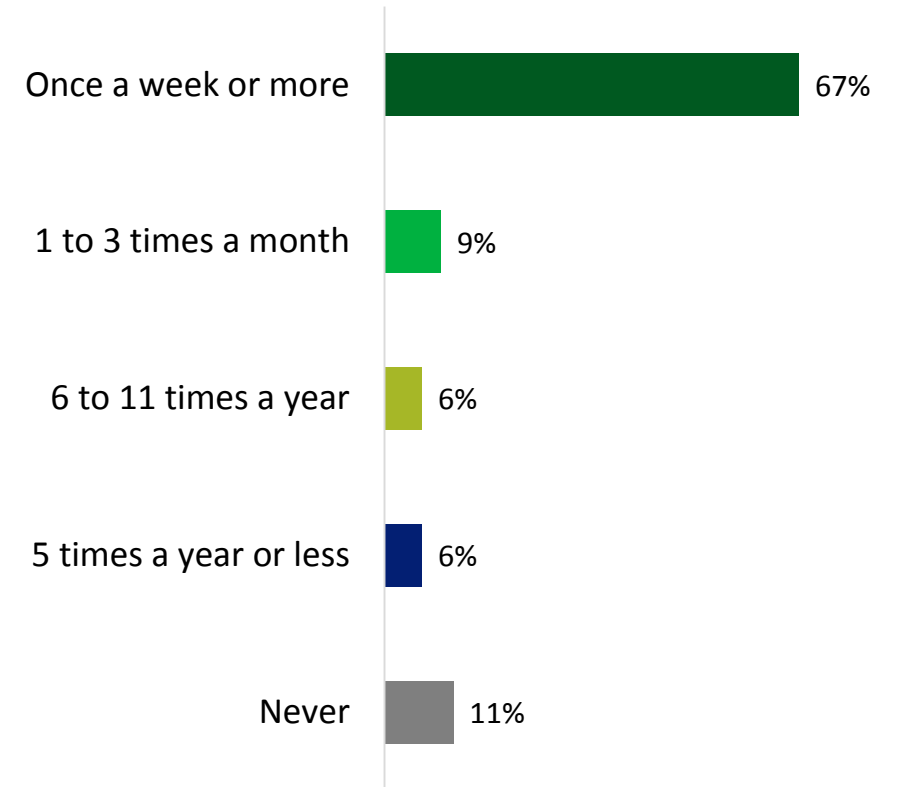
Q. How important is participating in formal recreational programs to your overall quality of life? (n=216)

# Recreation Programs

## Personal Participation



## Child Participation

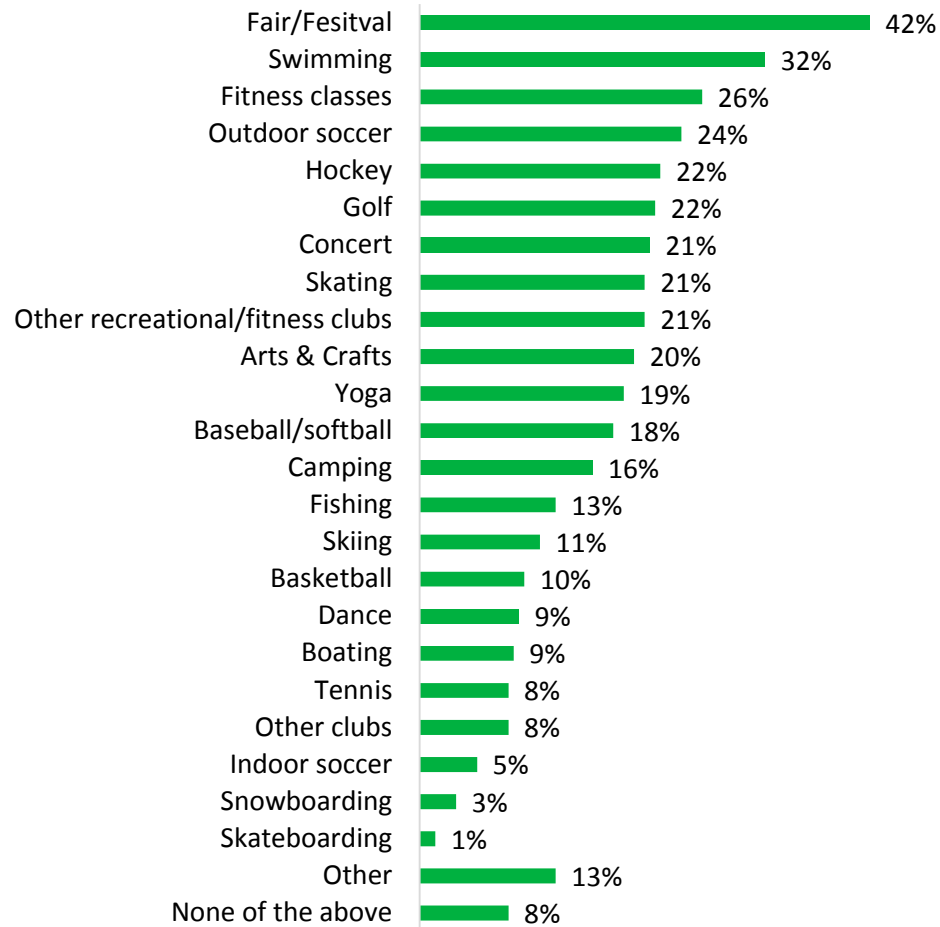


Q. In the last year, how often did you participate in formal recreation programs on average? (n=216)

Q. In the last year, how often did your child (children) participate in formal recreation programs on average? (n=98)

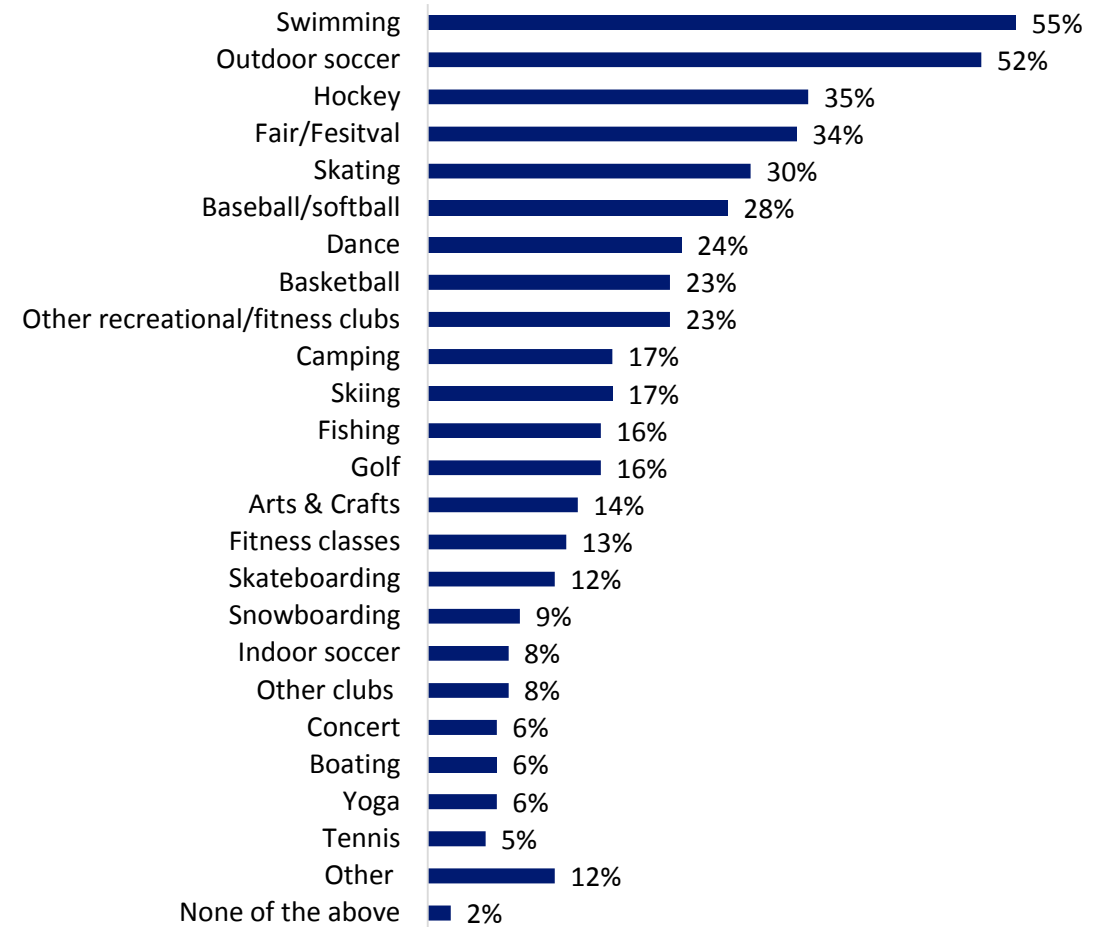
# Recreation Programs

## Personal Recreation



Q. What recreational activities or programs have you participated in within the past 12 months? (n=205)

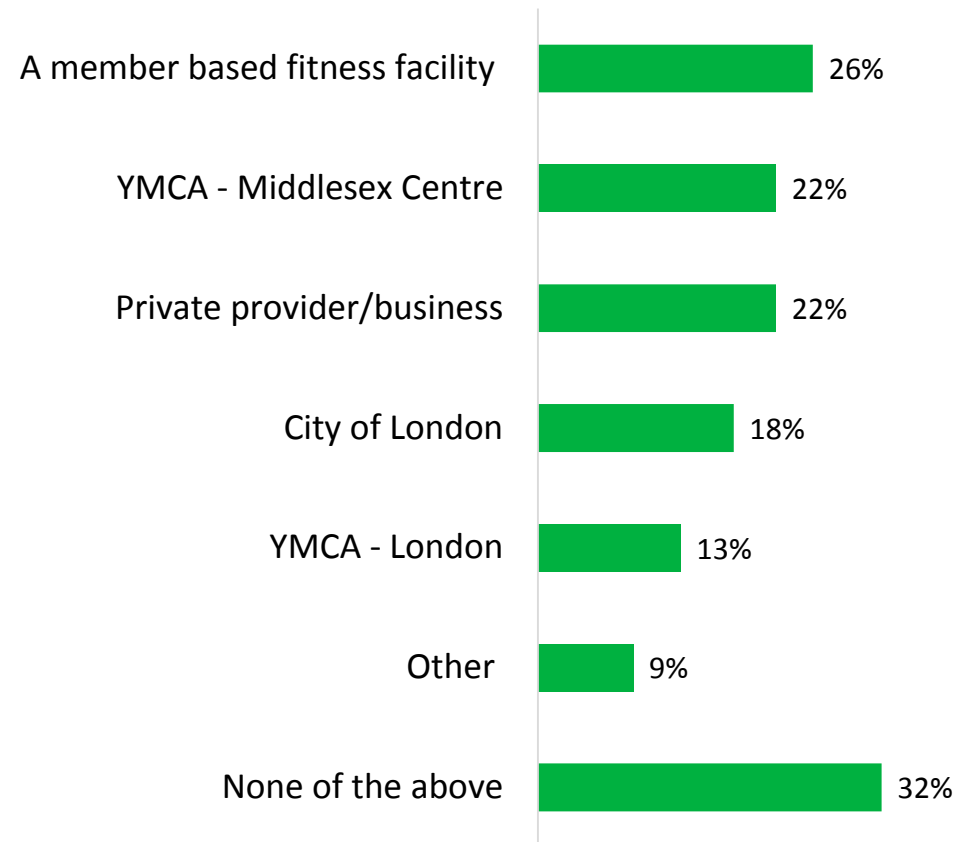
## Child Recreation



Q. What recreational activities or programs have your child (children) participated in within the past 12 months? (n=)

# Recreation Programs

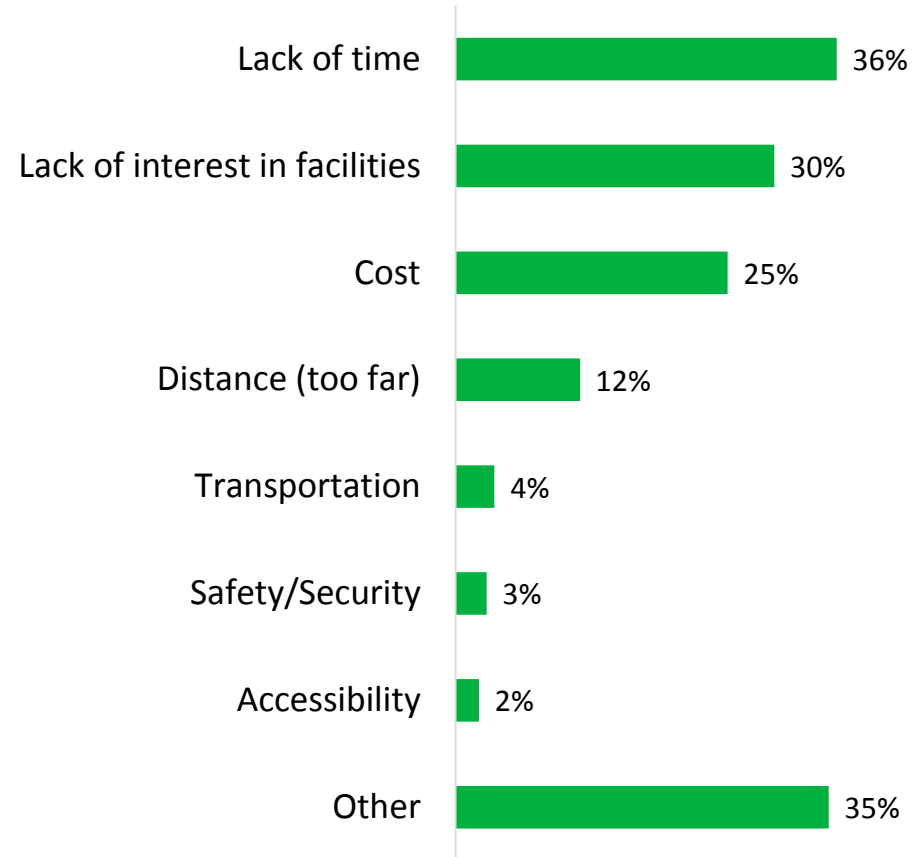
## Other Facilities Used



Q. Have you used any of the following facilities for recreational activities or programs in the past 12 months? (n=203)

# Barriers to Participation

# Barriers



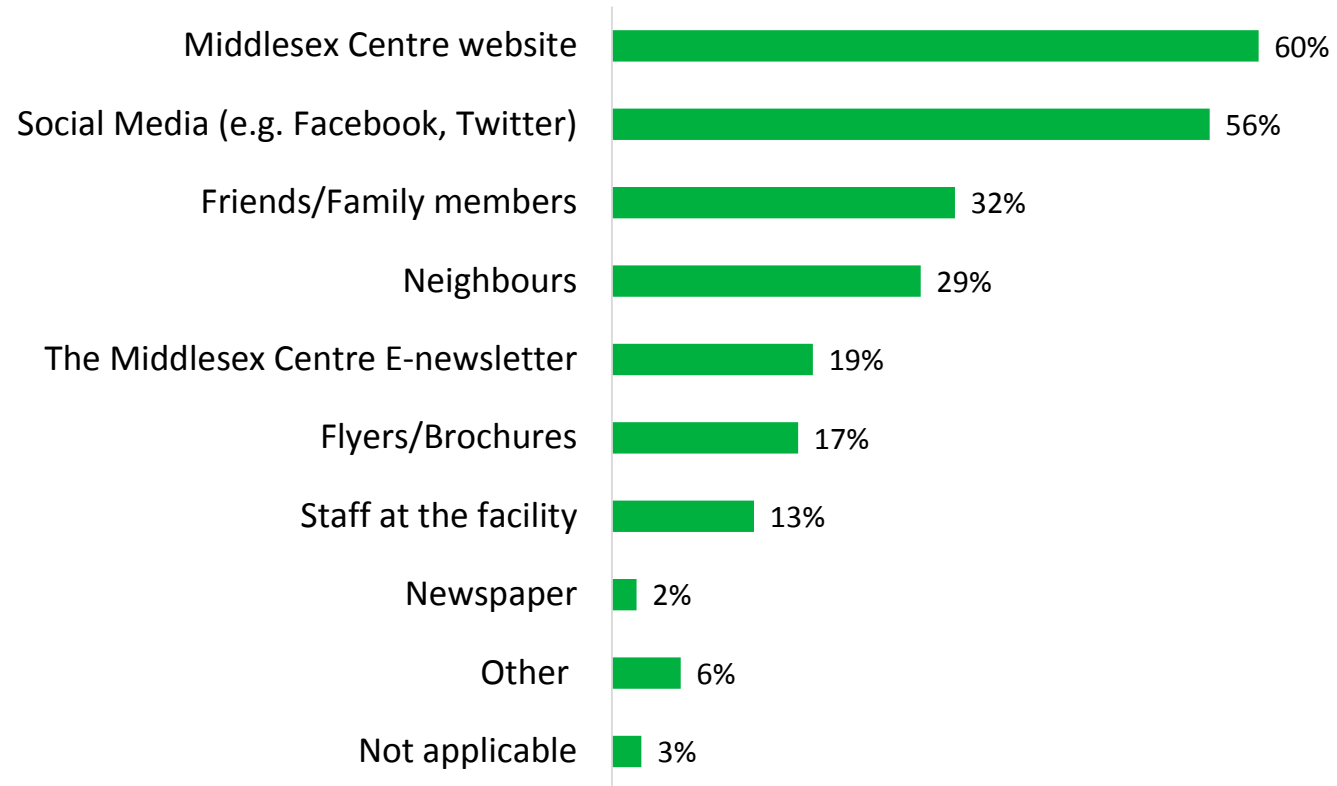
Q. Are there currently any challenges or barriers that prevent you from using Middlesex Centre facilities? (n=138)

# Communications



# Communications

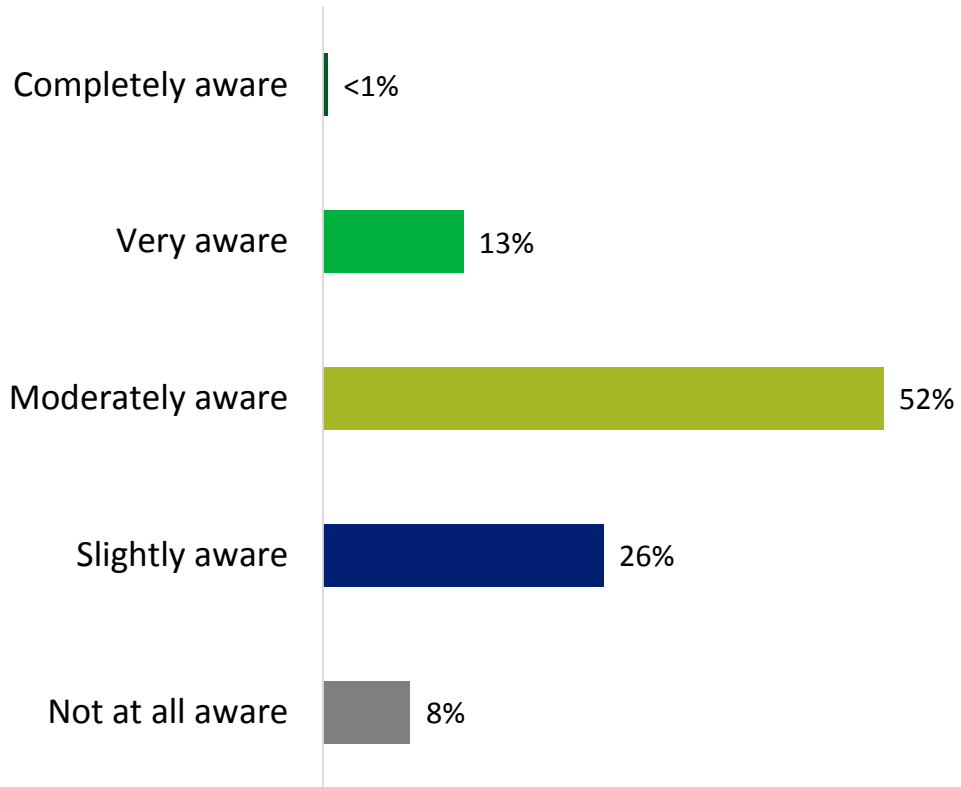
## Information Sources



Q. How do you usually find information for Middlesex Centre recreation facilities, activities, and community events? (n=219)

# Communications

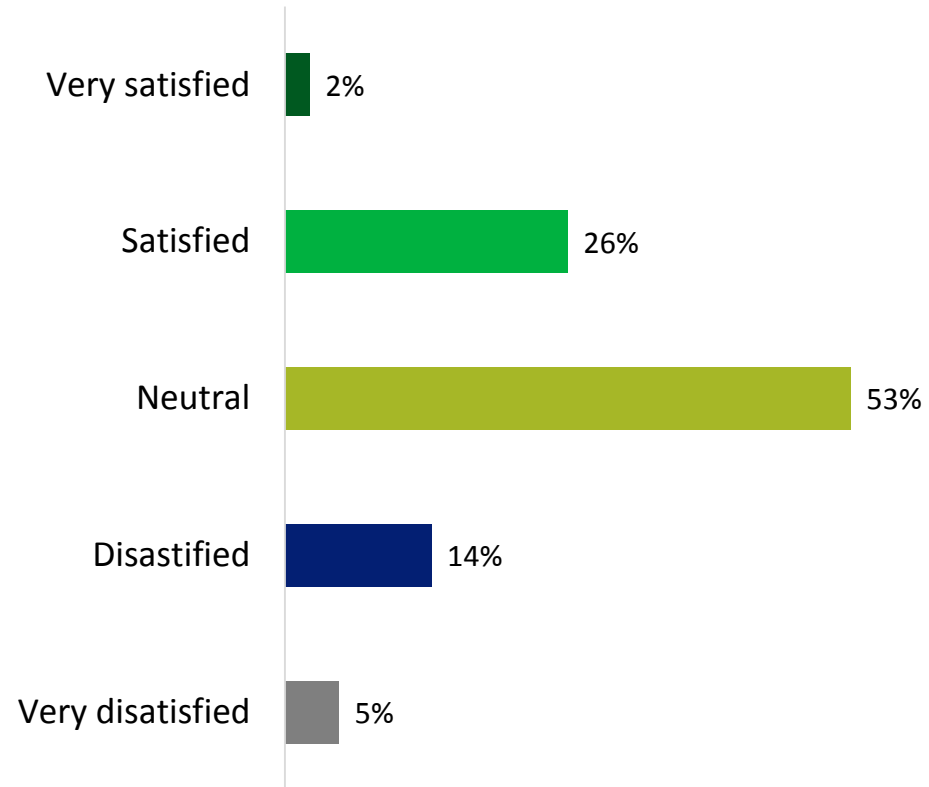
## Level of Awareness for Community Events



Q. Thinking about community events offered in Middlesex Centre, how would you rate your overall level of awareness? (n=222)

# Communications

## Satisfaction with Advertising for Community Events



Q. How satisfied or dissatisfied are you with how the Community Services department advertises and communicates events? (n=220)

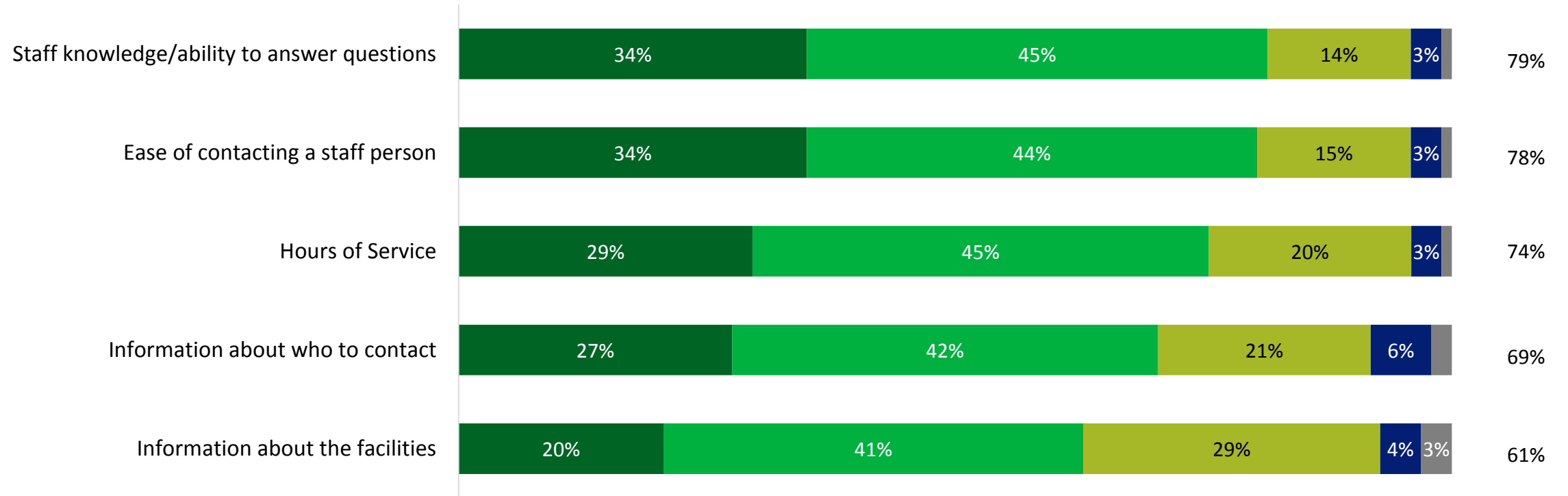
# Customer Service & Bookings

# Customer Service

## Feature Ratings

■ Extremely important 
 ■ Very important 
 ■ Somewhat Important 
 ■ Slightly important 
 ■ Not at all important

**Top 2**

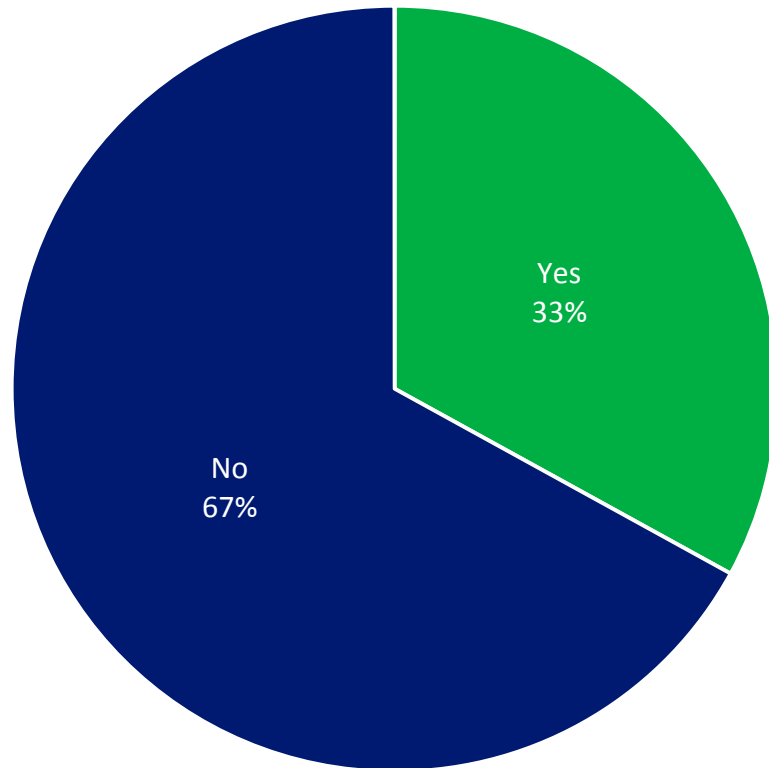


*< 3% not labelled*

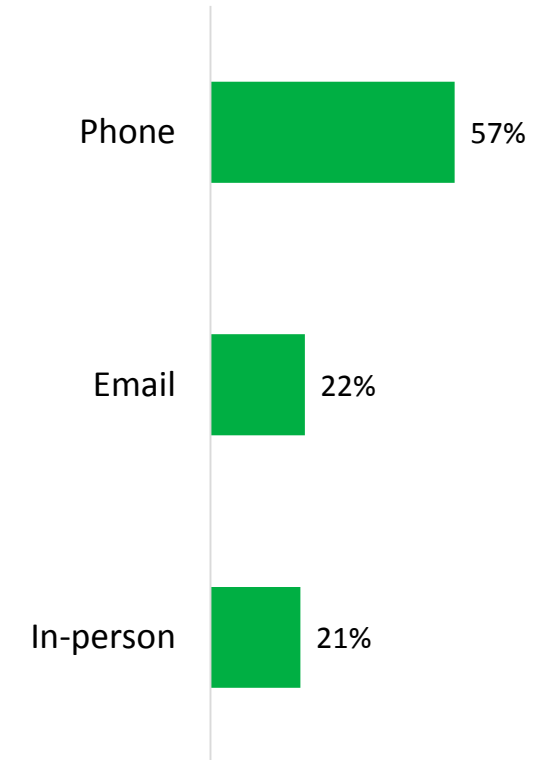
Q. In general, how important are each of these aspects of service to you? (n sizes vary).

# Bookings

### Have Booked a Facility



### Booked the Facility Via

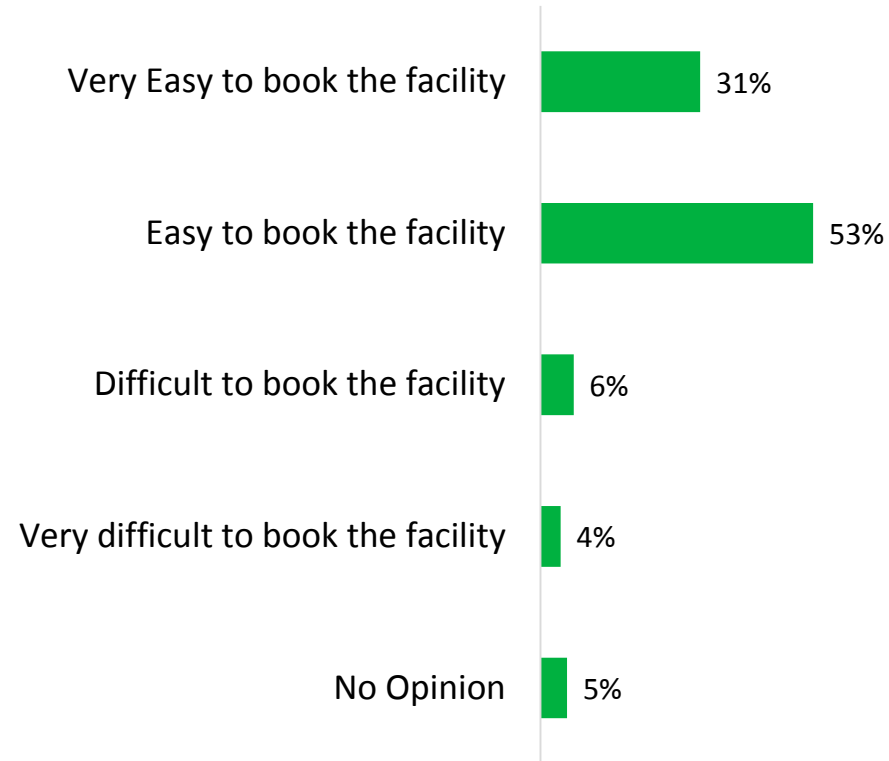


Q. Have you ever booked a facility (e.g. arena/ice pad, park pavilion, meeting room, etc.) through Middlesex Centre? (n=225)

Q. Thinking about your most recent booking, how did you book the facility? (n=77)

# Bookings

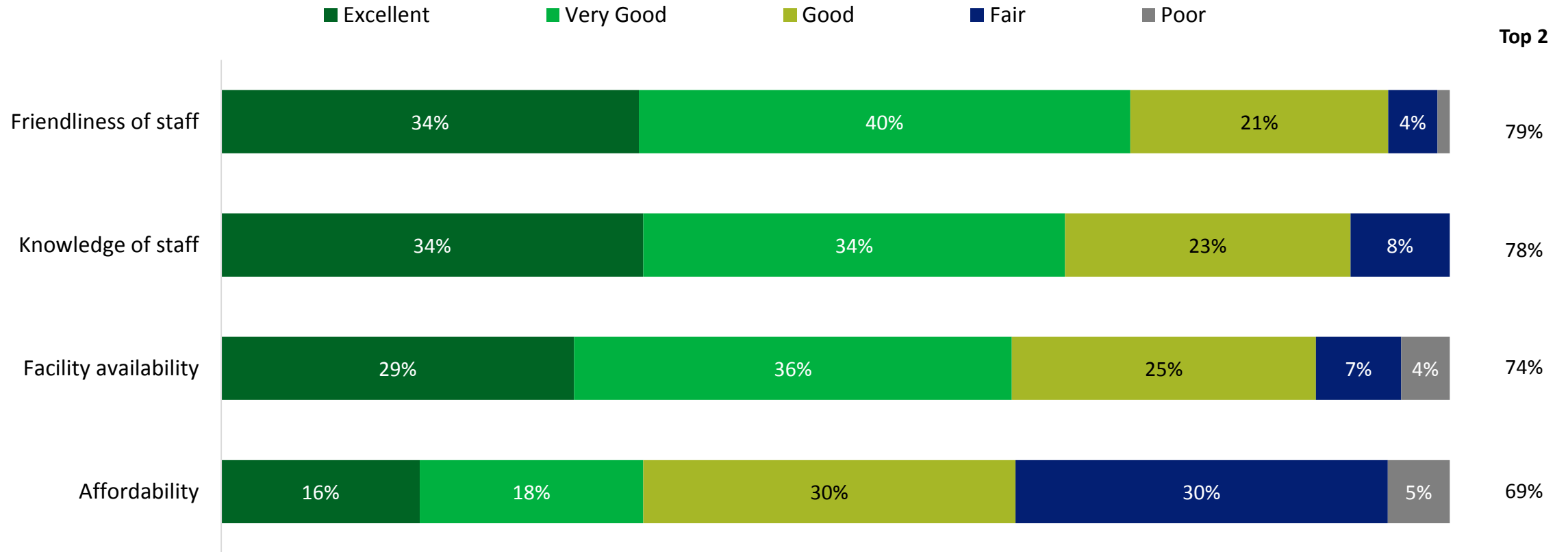
## Experience Booking a Facility



Q. Overall, how would you rate your most recent experience booking a facility? (n=77)

# Bookings

## Experience Rating



< 3% not labelled

Q. We would like to know a bit more about your most recent experience booking a facility. Please rate the following. (n=73)