

2017 Resident Survey Report to Council

June 13, 2017



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Executive Summary

On March 27, 2017 a 17 question resident survey was launched online and via hard copies to determine satisfaction with such things as civic services, financial planning & communication. The 17 questions were broken into nine sections: demographics, overall quality of life; safety; overall satisfaction with programs, facilities, and service; Morinville staff; property taxes & financial planning; municipal leadership; communications; and, overall comments. The survey was live and available for community members to complete for six weeks – it closed May 5, 2017.

In total, 688 completed surveys were received, providing feedback which may guide 2018 budget deliberations and other key projects. At the time of closing the survey on May 5, 144 surveys were partially completed (in progress) and not submitted.

Promotion of Survey

A notice of the 2017 Resident Survey was delivered to all residents via their April utility bill (3000+ copies mailed, and all others delivered electronically through E-services). The notice was also promoted in weekly advertising in both the Free Press and Morinville News (and on the online banner) throughout the six-week duration. In addition, it was advertised on Town television screens (St. Germain Place, Morinville Community Cultural Centre (MCCC), and Ray McDonald Center) and via the Town's social media platforms, including targeted Facebook/Instagram advertising.

Distribution & Completion of Survey

In addition to being available for individuals to complete online, hard copies of the survey were available at the following locations:

- Town of Morinville Civic Hall
- Morinville Community Cultural Centre
- Morinville Public Library

Of the 688 completed surveys received, 4 surveys were received via hard copy (<1%), and 684 were completed online (>99%).

Hard copy surveys were completed and submitted at the following locations:

- Morinville Public Library – 1 survey completed
- Civic Hall – 3 surveys completed

Results

DEMOGRAPHICS

1.1: Where do you reside?

Choice	Percentage	Count
Morinville	97.53%	671
Sturgeon County	1.60%	11
Other?	0.87%	6

1.2: In which category do you belong?

Choice	Percentage	Count
18 to 24 years old	3.20%	22
25 to 34 years old	23.84%	164
35 to 44 years old	26.31%	181
45 to 54 years old	17.73%	122
55 to 64 years old	18.31%	126
65+ years old	10.61%	73

1.3: How long have you lived in Morinville

Choice	Percentage	Count	
Less than six (6) months	1.16%	8	
6 to 11 months	4.36%	30	
1 to 2 years	6.83%	47	
3 to 5 years	16.57%	114	
6 to 9 years	19.04%	131	
10+ years	50.58%	348	
I don't live in Morinville, I just want to do this survey!	1.45%	10	

OVERALL QUALITY OF LIFE

2.1: Please think about the overall quality of life in Morinville for you and your family. How satisfied are you PERSONALLY with the overall quality of life in Morinville?

0 Not Satisfied	1	2	3	4	5 Satisfied	6	7	8	9	10 Completely Satisfied	N/A	# of Responses	Approval Rating
1	5	6	18	26	57	75	177	213	68	42	0	688	71.00%
2016 Approval Rating												64.52%	

SAFETY

3.1: How strongly do you agree that Morinville is a safe community to live in?

0 Not Satisfied	1	2	3	4	5 Satisfied	6	7	8	9	10 Completely Satisfied	N/A	# of Responses	Approval Rating
3	3	1	8	25	41	54	135	223	135	60	0	688	75.61%
2016 Approval Rating												72.52%	

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OVERALL SATISFACTION WITH PROGRAMS, FACILITIES AND SERVICES

4.1: How personally satisfied are you OVERALL with each of the following services provided by Morinville?

	0	1	2	3	4	5	6	7	8	9	10	N/A	# of Responses	Approval Rating
PROTECTIVE SERVICES														
Fire Services	2	1	3	18	52	58	10	47	138	122	202	5	688	79.17%
2016 Approval Rating														84.27%
Policing (RCMP)	6	2	23	44	56	57	47	80	143	106	111	3	688	70.21%
2016 Approval Rating														78.03%
Enforcement Services (Bylaw, CPOs)	28	34	36	56	63	71	65	89	108	53	70	15	688	58.47%
2016 Approval Rating														61.41%
PUBLIC WORKS														
Summer Road Maintenance	18	30	52	45	66	75	65	93	118	64	54	8	688	58.96%
2016 Approval Rating														70.45%
Snow Removal on Major Streets	4	8	18	32	54	58	33	58	150	121	148	4	688	73.38%
2016 Approval Rating														82.20%
Snow Removal on Residential Streets	14	29	31	50	62	65	53	65	128	89	94	8	688	64.00%
2016 Approval Rating														74.62%
Waste Management and Recycling Services (Garbage, Recycling, Organics)	4	6	21	25	52	46	29	58	129	141	166	11	688	75.36%
2016 Approval Rating														77.97%

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COMMUNITY SERVICES														
Outdoor Parks & Open Spaces	8	18	26	62	45	59	64	85	130	101	79	11	688	65.72%
2016 Approval Rating														68.47%
Indoor Facilities (Arena, Community Cultural Centre)	37	46	50	60	49	84	66	72	86	60	45	33	688	53.74%
2016 Approval Rating														55.21%
Town-Wide Events	4	10	29	38	45	77	48	90	145	95	85	22	688	68.02%
2016 Approval Rating														71.10%
Pre-School Programming	9	9	30	30	37	46	27	31	55	36	60	318	688	61.62%
2016 Approval Rating														68.41%
Seniors Programming	7	6	38	36	35	51	30	33	44	31	27	350	688	56.12%
2016 Approval Rating														63.75%
Recreation and Leisure Programming	35	44	49	54	54	77	65	63	76	49	33	89	688	52.00%
2016 Approval Rating														53.94%
M.Y Loft (Morinville Youth Centre)	13	19	35	31	31	46	25	25	39	19	28	377	688	52.22%
2016 Approval Rating														-
Family & Community Support Services (FCSS)	11	9	39	35	34	59	39	55	50	38	35	284	688	57.77%
2016 Approval Rating														63.03%
LIVE @ the CCC Performance Season	18	18	38	49	45	55	51	62	78	76	39	159	688	59.24%
2016 Approval Rating														66.46%

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Town Website (www.morinville.ca)	8	11	31	54	39	73	55	77	130	105	72	33	688	66.11%
2016 Approval Rating														66.07%
CORPORATE & FINANCIAL SERVICES														
E-Services (E-Billing, Animal Search, Business Directory)	9	10	35	51	42	59	47	61	106	82	71	115	688	64.59%
2016 Approval Rating														69.34%

4.2 Would you like to sign up for utility electronic billing (E-billing)

Choice	Percentage	Count
Yes, let's do it right now!	2.91%	20
Yes, but at a later time	27.62%	190
No Thanks	45.78%	315
I'm already signed up.	23.69%	163

MORINVILLE STAFF

5.1: Have you had contact with a Morinville employee in the past 12 months?

Choice	Percentage	Count
Yes	69.19%	476
No	30.81%	212

5.2 If no, please skip this question. If yes, please think of your most recent contact with a Morinville employee to indicate how satisfied you were with...

	0 Not Satisfied	1	2	3	4	5 Satisfied	6	7	8	9	10 Completely Satisfied	# of Responses	Approval Rating
The courtesy of staff	1	3	5	5	14	32	46	50	86	90	150	482	80.25%
2016 Approval Rating													75.09%
The knowledge of staff	4	2	8	9	17	39	44	58	86	82	130	479	77.33%
2016 Approval Rating													71.76%
The availability of staff	5	6	9	9	19	32	39	53	91	86	130	479	77.12%
2016 Approval Rating													71.02%
Staff doing everything necessary to assist your needs	10	6	9	15	12	43	38	41	77	85	141	477	76.27%
2016 Approval Rating													70.56%

Please note: Six respondents who said “no” to question 5.1 answered the first subsection of 5.2; three respondents answered the second subsection; three answered the third subsection, and one answered subsection four.

PROPERTY TAXES & FINANCIAL PLANNING

6.1: Property taxes in Morinville are related to the value of your property. About one-quarter (1/4) of your property tax bill is controlled by the province to pay for education and schools. The remaining three-quarters (3/4) goes to the municipality to fund services provided to the community. Thinking about the amount of your tax bill that pays for municipal services, what value would you say you receive for your tax dollars?

Choice	Percentage	Count	Chart	Approval Rating
0 (Poor Value)	2.30%	15		
1	3.69%	24		
2	4.30%	28		
3	7.83%	51		
4	8.29%	54		
5 (Good Value)	13.82%	90		
6	13.06%	85		
7	20.12%	131		
8	20.28%	132		
9	4.61%	30		
10 (Excellent Value)	1.69%	11		
	Total Responses	651		57.79%
2016 Approval Rating				51.48%

Please note: It is believed that the 37 respondents who did not answer question 6.1 do not pay property taxes

6.2: Morinville takes great pride in engaging citizens in an open and transparent budget process. Which of the following tools are you aware of, that Morinville utilizes in order to communicate and solicit feedback with/from citizens? (Select all that you are aware of):

Choice	Percentage	Count	
Citizen Budget (Online Survey)	47.26%	250	
Open House (Admin/Council & Public Presentations)	74.67%	395	
Dedicated Budget Page on Website	28.73%	152	
Emailing budget@morinville.ca	14.18%	75	

COMMUNICATIONS

7.1: Morinville is committed to informing the community about important issues that impact the municipality such as land use issues, changes in various services, and/or community events, etc. What are the BEST ways to communicate information to you (please mark all that apply)?

Choice	Percentage	Count	
Morinville Free Press newspaper (paper copy)	49.56%	341	
Morinville Free Press newspaper (website)	25.87%	178	
Morinville News newspaper (paper copy)	41.86%	288	
Morinville News newspaper (website/social media)	46.37%	319	
St. Albert Gazette newspaper (paper copy)	35.61%	245	
St. Albert Gazette newspaper (website/social media)	10.32%	71	
97.9 The Range (Radio)	3.49%	24	
Mix 107.9 (Radio)	2.03%	14	
Community Guide	28.92%	199	
Brochures, pamphlets, flyers	29.36%	202	
Attending council meetings	6.69%	46	

Word-of-Mouth	24.56%	169	
Utility bill insert or message on utility bill	58.43%	402	
Town website (www.morinville.ca)	51.02%	351	
Town social media (Facebook, Twitter, YouTube, etc.)	49.85%	343	
Community Signs	46.80%	322	
Morinville "What's Happening" E-Newsletter	32.56%	224	

MUNICIPAL LEADERSHIP

8.1: How strongly do you agree or disagree with the following statements?

	0 Strongly Disagree	1	2	3	4	5 Neithe r Agree or Disagr ee	6	7	8	9	10 Strongl y Agree	# of Responses	2017 Approval Rating
Morinville Town Council effectively plans for the future of the community	24	14	21	39	57	149	110	138	86	34	16	688	57.06%
2016 Approval Rating													49.25%
Council is acting in the best interests of the community, as a whole	21	18	26	40	62	131	95	143	87	44	21	688	57.65%
2016 Approval Rating													52.41%
My personal interests are being served by the Town Council	28	24	34	53	67	134	102	120	78	28	20	688	54.03%
2016 Approval Rating													46.00%

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8.2: Would you view live streaming and/or video recordings of Morinville Council and Committee of the Whole Meetings?

Choice	Percentage	Count
Yes	41.72%	287
No	58.28%	401

Analysis & Discussion

Analysis of the survey results shows/suggests:

- ✓ Morinville is a strongly rooted community with great community pride
- ✓ The 2017 Resident Survey saw a 409% increase in responses over 2016 [688 (2017) vs. 135 (2016)]
- ✓ The average age of those who completed the survey was 44.33
- ✓ 71.00% of respondents are satisfied with the overall quality of life in Morinville. This is up 6.48% from 2016
- ✓ 75.46% of respondents agree that Morinville is a safe community to live. This is up 2.94% from 2016.
- ✓ 79.17% of respondents are satisfied with fire services; 75.36% of respondents are satisfied with waste management services; and, 73.38% of respondents are satisfied with snow removal on major streets
- ✓ Of respondents, 51.31% are either currently signed up, or would do so in the future for E-billing
- ✓ Over 69% of respondents have had contact with a Town of Morinville employee in the past 12 months
- ✓ Respondents were most satisfied with the courtesy of staff (80.25% approval rating). This is up 5.16% from 2016.
- ✓ 57.06% of respondents agree that council is effectively planning for the future. This is up 7.81% from 2016.
- ✓ 57.65% of respondents agree that council is acting in the best interest of the community. This is up 5.24% from 2016.
- ✓ 54.03% of respondents agree that their personal interests are being served by Council. This is up 8.03% from 2016.
- ✓ Of respondents, 41.72% would view live streaming and/or video recording of Morinville Council and Committee of the Whole Meetings.
- ✓ In regards to the best ways to communicate information, the top three ways respondents wish to receive Town information are: utility bill inserts, Morinville website (www.morinville.ca) and

Morinville social media (Facebook, Twitter, etc.) [Note: respondents had the option to click “all that apply”]

Costs

Total budget - \$1000.00 (in 2017 budget)

Item	Cost
Subscription to SimpleSurvey	Accounted for under IT Software
Setup/Design for Survey Promo and 24”x36” and 25”x39” Poster	\$114.17
Utility Bill Inserts (3000 copies)	\$472.50
Printing of 25”x39” Poster	\$35.48
Social Media Advertising (Facebook & Instagram)	\$185.00
Weekly Newspaper Ads & Online banner	Accounted for under Advertising Budget
Printing of hard-copy surveys	Accounted for under General Office Supplies
Two \$50 Gift Cards	\$100.00
TOTAL	\$907.15

* Total budget does not include staff time associated with developing questions, reviewing, preparing survey, answering resident questions, downloading results, and preparing report.

The Resident Survey communications/marketing plan will continue to be updated prior to/following the survey to ensure the most worthwhile tools are used for subsequent years to promote the importance/benefits of doing the Resident Survey. A budget of \$1500 is recommended for future years.

Limitations

The total number of responses represents just over 17% of current Morinville households (2016 census reports 3,780 dwelling units) reflecting the views of roughly 6.95% of Morinville’s population.

As reflected within the results, the Resident Survey completed last year created the baseline for responses. We believe that one of the biggest reasons this year’s resident survey had a 409% increase in responses was that no other surveys were taking place at the same time (last year the municipal census, federal census and recreation needs assessment were all taking place in/around the same time as the resident survey). We hope that as residents become more aware of the annual survey, the number of responses received will continue to increase.

As the survey was completed via hard copies and also online, we cannot be sure as to whether the surveys completed online were by “humans” rather than “robots”. In addition, without pulling the IP addresses of all of those who responded, we cannot be sure that any one person did not complete the

survey more than once. Despite these possible influences, we anticipate a high percentage of those who responded were “human” and did so only once.

Follow-up Actions

- The responses received from residents were wide-ranged, insightful and welcomed. Feedback may assist Council with making decisions during Budget 2018 deliberations, as well as future projects.
- Resident Survey results to be reviewed and prioritized through the development of the 3 year strategic plan, annual business plan, as well as the Capital and Operating budgets, as required.
- Draw names for the two \$50 gift cards and notify the winners.
- Ensure the report is available at www.morinville.ca.