



**Portugal Cove
St. Philip's**

**Portugal Cove – St. Philip's
Community Survey DRAFT Summary Report
August 2017**

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Background and Methodology

Background

The Town of Portugal Cove – St. Philip's (herein referred to as PCSP) has undertaken a review of its key municipal services. As a part of this process, obtaining public input is critical to ensuring the service review and outcomes align with the needs of the community. In order to inform this service review, PCSP set out to conduct a Community Survey of households within the municipality in order to ascertain the current levels of satisfaction as well as areas in which residents would like to see improvements or new services that could be offered go forward. MQO was contracted in July 2017 to conduct the Community Survey on behalf of PCSP.

Methodology

A telephone methodology was selected for this study. All households within PCSP with an active landline number were used as the sampling frame for the survey. Given the inability to distinguish cell phone numbers for PCSP vs. St. John's CMA as a whole, cell sample was not included.

The questionnaire was designed by MQO Research in consultation with PCSP, Vigilant Management and Twells Consulting. A final copy of the questionnaire is provided as Appendix A.

The survey was conducted from July 21st to August 4th, 2017. A total of 400 surveys were completed resulting in an overall margin of error of 4.8 percentage points 19 times out of 20.

Analysis and Reporting

The survey results were analyzed by key demographics included gender, age, income, and children in the home. Tabular results by key demographics are provided separate to this report. Throughout this report results are presented at the overall level with major differences by key sub groups noted at the end of the report.

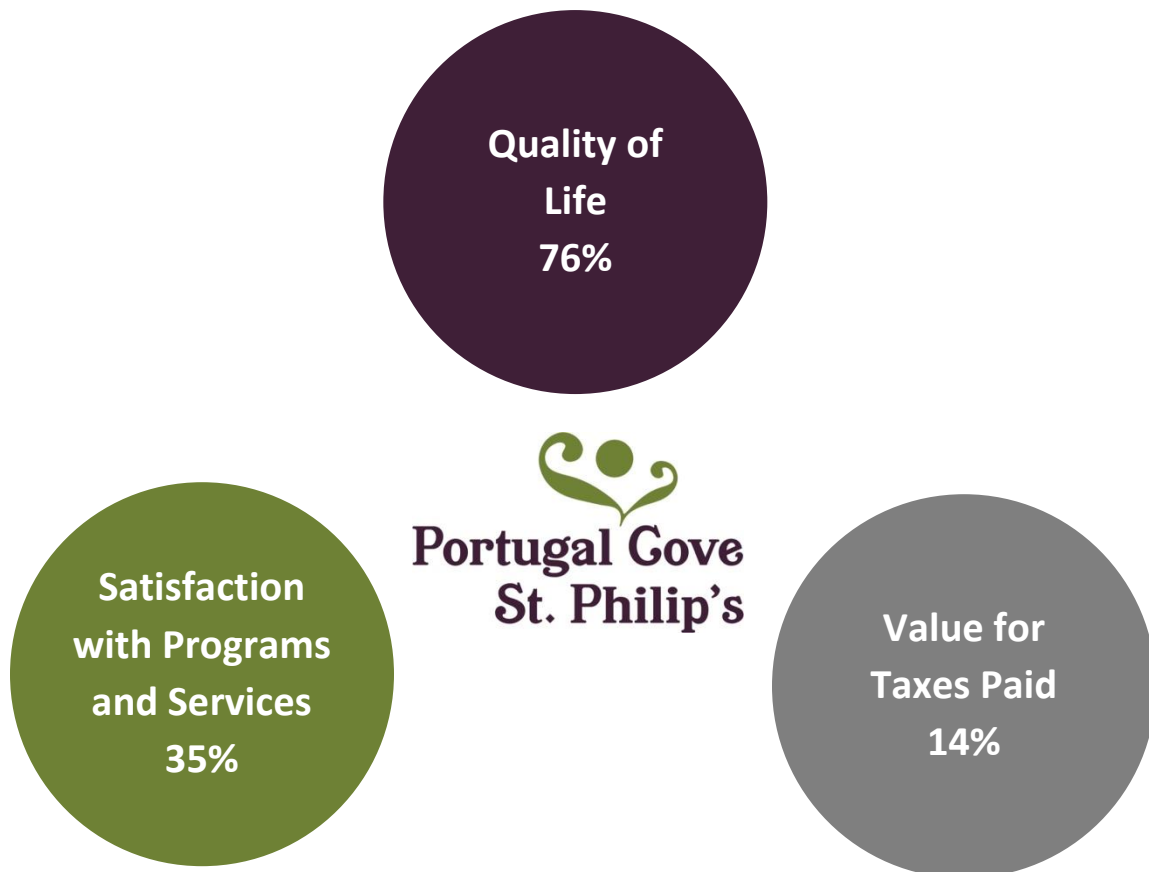
Summary of Key Findings

Overall Perceptions

First, residents were asked to provide an overall assessment of the quality of programs and services provided by PCSP. Approximately one-third (35%) rated their overall satisfaction an 8 or higher on a 10 point scale. Residents were also asked to rate the overall value they receive for the current taxation level. The overall value received a very low score with just 14 percent giving a rating of 8 or higher. Overall, this suggests that there is a large group of residents who feel there is significant room for improvement in terms of the quality and value of services provided by PCSP.

Despite the relatively low ratings for the level of satisfaction and perceived value of programs and services provided, the quality of life is perceived to be very high in the municipality. Seventy-two percent rated the overall quality of life in PCSP as an 8 or higher which is impressive.

Figure 1: Overall Perceptions
% Rating 8 or Higher



Municipal Services

In order to assess the current programs and services offered by PCSP, residents were given a list of 19 service areas defined by PCSP along with a brief description of each. Then, they were asked to rate the level of importance of each service area along with their current satisfaction level.

The table below shows the percentage rating each service area an 8 or higher in terms of the level of importance as well as satisfaction. The third column shows the gap between satisfaction and importance. As the table demonstrates, the largest gap in scores existed for Roads followed by Strategic Planning, Permitting, Enforcement and General Administration rounding out the top 5. The smallest gap was for Emergency Services which was rated highly both in terms of importance and satisfaction.

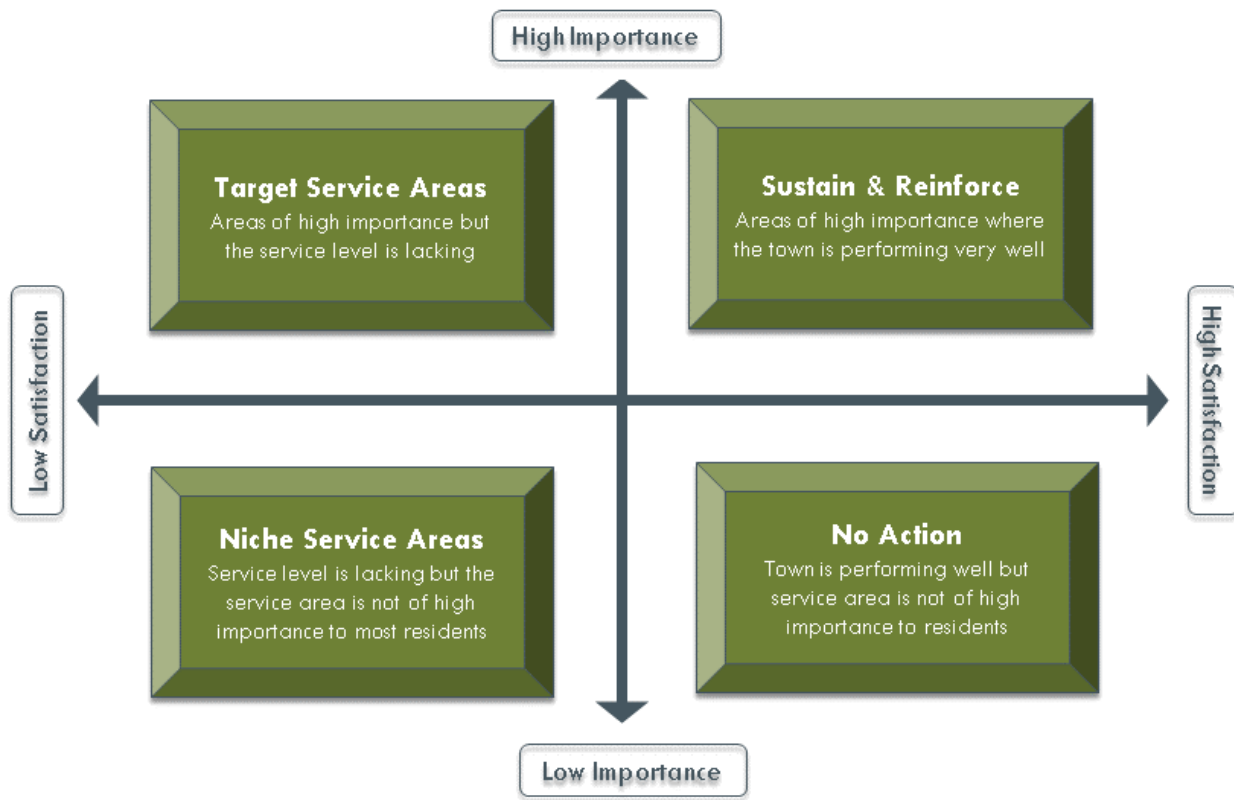
Figure 2: Importance vs. Satisfaction of Key Service Areas

	Importance % rating 8 or higher	Satisfaction % rating 8 or higher	Difference (Percentage Points)
Roads	94%	12%	-82%
Strategic Planning	80%	30%	-50%
Permitting	74%	29%	-45%
Enforcement	81%	37%	-44%
General Administration	75%	31%	-44%
Financial Services	85%	47%	-38%
Facilities and Amenities	85%	48%	-37%
Environment	82%	45%	-37%
Records Management	76%	40%	-36%
Water and Wastewater	77%	46%	-31%
General Customer Service	74%	43%	-31%
Local Business Support	65%	38%	-27%
Garbage and Recycling	93%	66%	-27%
Recreation Programs	77%	51%	-26%
Communications	72%	49%	-23%
Heritage	53%	32%	-21%
Online Customer Service	65%	46%	-19%
Marketing and Branding	49%	31%	-18%
Emergency Services	97%	88%	-9%

To provide further insight into perceptions towards the key service areas, each one was plotted on a performance grid to show the relationship between importance and satisfaction. The diagram below illustrates the four quadrants of the grid and what each quadrant represents.

For example, service areas that fall in the “Target Service Areas” quadrant are elements where importance is high but satisfaction is low which indicates these areas where PCSP can have the biggest impact on perceptions. Conversely, service areas that fall within the “No Action” quadrant are elements where satisfaction is high and importance is low indicating these elements require no action.

Figure 3: Performance Grid Overview



Once the service elements are plotted, we see there are a number of elements which fall into the “Target Service” quadrant which suggests these should be considered as priority areas for PCSP. Most of these service areas also coincide with those that exhibited the biggest gap in importance and satisfaction ratings as seen in Figure 2 earlier in the report.

Target service areas based on the grid below include:

- Roads
- Strategic Planning
- Enforcement
- Financial Services
- Environment
- Amenities
- Records Management
- Water/Wastewater

Figure 4: Performance Grid



After providing importance and satisfaction scores for all 19 service areas, residents were then asking to think about all the service areas discussed, and identify the three most importance. Roads was the top mention at 69 percent followed by Recreation Programs (46%), Garbage and Recycling (38%), Water and Wastewater (32%) and Emergency Services (32%) rounding out the top 5.

When asked what changes to current programs and services would have the biggest impact on quality of life in PCSP, Road Maintenance was the top mention at 23 percent. Other top mentions included a Recreation Centre (13%), Better Communication (6%) and Water and Sewer (5%). All other changes were mentioned by less than 5 percent of residents. One-in-five (21%) were unable to suggest any changes. The word cloud below shows all key mentions in relative size (i.e. programs and services in larger font were mentioned the most frequent). Following the word cloud, some examples of verbatim responses from residents are also provided for additional context.

Figure 5: Desired Changes to Programs and Services



What residents said...

"A grade 10 - 12 school - to have one built in the community. More infrastructure; recreation facilities, better strategic planning for growth, as well get sidewalks."

"Again, snow clearing would be the biggest thing, and recreational services."

"Better communication regards to the water and sewer infrastructure from the town council to the residents."

"Combination of road improvements and recreation. Our road system is pitiful really, full of potholes and no shoulders."

"New facilities as there isn't an arena, or swimming pool, or an indoor gym in the town."

In terms of what additions to current services residents would like to see, once again a Recreation Centre was the top mention at 14 percent. Other top mentions included Road Maintenance (8%), Sidewalks (8%) and providing Water and Sewer to everyone (5%). One-third (34%) were unable to make any suggestions.

Figure 6: Desired Additions to Programs and Services



What residents said...

- "A bus service to St. John's and/or elsewhere."
- "A multi use recreational complex including a pool."
- "More sidewalks and wider shoulders so people can walk safely and ride bikes safely."
- "Better quality of road building in the first place and better quality and speed for maintenance."
- "A facility for swimming and exercise and lots of kids programs there in the day and for seniors."
- "Water and sewer. Just to have water and sewer all over the town, not just parts of it."
- "Probably get a lot more businesses out here. You have to go to St. John's for a lot of things. Encourage more business development down here, would go a long way to improve the quality of life."

Residents were also asked to identify what new programs or services they would like to see implemented in PCSP. Overall, the responses were quite diverse but one suggestion stood out. Twenty-percent of residents said they'd like to see a Recreation Centre for activities such as swimming, skating and a gym. Other top mentions included improved Road Maintenance (10%), Sidewalks (9%) and improving Water and Sewer (7%). Almost one-third (31%) were unable to provide any suggestions for new programs or services.

Figure 7: New Programs or Services



What residents said...

- "A fitness facility or children's sports complex. Like a multi-purpose facility."
- "A lifestyle center. More variety in goods services, maybe a small grocery store would be nice."
- "I would like to see sidewalks or somewhere where one can walk safely."
- "I'd like to see more work on the roads , the roads are quite bad in this area."
- "My concern is with services, the infrastructure of the town such as road conditions, snow clearing, sidewalks."
- "Water and sewer in all of the town, not just parts of it. Where I live they don't do road maintenance and snow clearing."

Highlights by Key Sub Groups

Provided in this section is a brief summary of differences noted by key sub groups.

Children in the Household

While overall ratings were consistent across residents with children (under 17) living in the household and those without, there were some important differences noted throughout. In terms of importance ratings, those with children living at home gave higher ratings for importance for a number of elements. The service areas with the largest gap in importance ratings between those with and without children living at home were for Recreational Programs (14 percentage points), Communications (14 percentage points) and Facilities and Amenities (14 percentage points). Meanwhile, satisfaction ratings were more similar between the two groups with the exception of a couple service areas (those with children living at home were more satisfied with Communications, Water and Wastewater and Financial Services while those without children living at home were more satisfied with Roads). Another consistent trend seen throughout the survey results was that a Recreation Centre was more of a priority for residents with children living at home.

Gender

There were a number of differences by gender throughout the survey results. In terms of overall perceptions, females were more satisfied with the overall quality of programs and services provided by the town compared to males. This trend extended to perceptions of the specific service areas as well. The perceived importance of the key service areas was mostly higher among female respondents while they also gave higher satisfaction ratings for overall one-half of the service areas compared to males. Females were more likely to mention a Recreation Centre as a new/additional amenity for the town.

Age

Results of the survey were fairly consistent by age. While the younger demographic (18 to 34) appeared to be more satisfied with the quality of programs and services offered by PCSP, this difference was not statistically significant given the smaller sample size for this age group. In terms of the importance of the key service areas, the 18 to 34 age group rated Online Customer Service and Facilities and Amenities as more important compared to the oldest age group (55+). Meanwhile, those 55+ gave higher importance ratings for Heritage and the Environment. Meanwhile, those 18 to 34 gave higher satisfaction ratings for Strategic Planning, Water and Wastewater and Financial Services while those 55+ gave the highest marks for Roads.

Household Income

There was very little difference in perceptions by household income. Overall perceptions were consistent across income categories. In terms of the individual service areas, residents with an income of \$80,000 or more rated Recreation Programs, Roads and Facilities and Amenities as more important than those in the lower income group. Meanwhile, satisfaction ratings were very consistent across income level with only one element (Marketing and Branding) being rated higher among those with an income below \$80,000.

Conclusions

1. Residents gave PSCP relatively low marks in terms of the quality of programs and services and the value for what they pay in taxes. Despite this, the perceived quality of life for residents in PCSP is extremely high which speaks well for the municipality.
2. The low scores for the quality of programs and services were reinforced by a significant gap in importance versus satisfaction ratings of many key service areas. The largest gap was for Roads and Road Maintenance (including snow clearing) which was consistently a key concern for residents throughout the report.
3. There were a number of other key service areas highlighted by residents which should be priority areas for PCSP. These include Strategic Planning, Enforcement, Financial Services, Environment, Amenities, Records Management, and Water and Wastewater.
4. In terms of new or enhancements to current programs and services provided by PCSP, a Recreation Centre and Recreation Programs was a theme that kept throughout the survey. This was driven largely by females and residents with children.

Appendix A: Questionnaire

SAMPLING PLAN DETAILS

French Translation Required: **No**

Survey Population and Sample Source: **General Population - Town of Portugal Cove – St. Philip's**

Quotas and Sample Size: **400**

Weighting Required: **Yes – standard age/gender weights**

Imported Variables:

Phone Number

Province

Region

TELEPHONE INTRODUCTION – GENERAL POPULATION

*Hello, my name is *** from MQO Research, a professional research firm in Atlantic Canada. Today we are conducting a short survey on behalf of the town of Portugal Cove-St. Philip's to obtain input from residents.*

Because 18 to 34 year olds are a little more difficult to reach, we first ask if there is someone in your household between 18 and 34 years of age.

IF NO ONE IN HOUSEHOLD BETWEEN 18-34, CONTINUE: *In that case, may I please to speak with someone in your household who is 35 years of age or older, would that be you?*

ONCE CORRECT PERSON IS ON THE LINE: *Please be assured that we are not selling or promoting any products or services, but are simply interested in your opinions.*

May I proceed with you now?

IF UNAVAILABLE: ARRANGE CALLBACK – *When is the best time to call back and who should we ask for? First name is fine.*

IF RESPONDENT AGREES TO CONTINUE ADD:

This call may be monitored for quality purposes.

INTERVIEWER NOTES:

If necessary, add: The survey could take 8-10 minutes to complete.

If a respondent questions the validity of the survey, the call or MQO, please state: MQO Research has been conducting research studies in Canada and abroad for 30 years. We are a Member of the Canadian Marketing Research and Intelligence Association (MRIA) which is responsible for regulating marketing research practices in Canada. MQO Research adheres very strictly to all guidelines of professionalism and privacy as outlined by the MRIA. This study is registered with the Association. If you would like to contact the MRIA to verify the legitimacy of this research study or our company please call 1-888-602-6742 ext. 8728 toll free and reference survey Number: 20170710-344T

If a respondent questions the confidentiality of the information that they are providing please state the following: As a member of the Marketing Research and Intelligence Association (MRIA) we adhere to strict standards of privacy and confidentiality. Our data is presented to our client in aggregate form. Information will never be released to our client or any other third party in a manner that could be used to disclose your identity or violate your privacy.

SECTION A: SCREENING AND QUOTA MANAGEMENT (AGE/GENDER/GEOGRAPHY)

First, I have a few questions about you and your household.

S1. Note Gender:

Male 1
Female..... 2

S2. Into which of the following categories does your age fall?

18 – 241
25 – 342
35 – 443
45 – 544
55 – 645
65 – 746
75 and older7
Refused8

S3a. Do you currently reside in the town of Portugal Cove – St. Philip's?

Yes 1 **Go to Q1**
No 2

S3b. Do you have a second or seasonal residence in the town of Portugal Cove – St. Philip's?

Yes 1
No 2 **Thank and Terminate**

SECTION B: Overall Perceptions

Q1. How would you rate your overall level of satisfaction with the quality of programs and services provided by the town of Portugal Cove – St. Philips on a scale from 1 to 10 where 1 is not at all satisfied and 10 is very satisfied?

____ 1-10

Prefer not to say 8

Don't know..... 9

Q2. Thinking about all the programs and services you receive from the town of Portugal Cove – St. Philip's, how would you rate the value of what you receive for the level of taxes that you currently pay? Please use a scale from 1 to 10 where 1 is Poor Value and 10 is Excellent Value.

____ 1-10

Prefer not to say 8

Don't know..... 9

Q3. How would you rate the overall quality of life in Portugal Cove – St. Philips using a scale from 1 to 10 where 1 is Poor and 10 is Excellent?

____ 1-10

Prefer not to say 8

Don't know..... 9

Q4. What **new programs or services** would you like to see implemented in the town to improve the overall quality of life in Portugal Cove – St. Philips?

Add Pre-Code List after Pre-Test

Prefer not to say 8

Don't know..... 9

SECTION C: Municipal Services

- Q5. Next, I'm going to read you a list of the service areas provided by the Town of Portugal Cove – St. Philip's. First, please rate how important you feel the service area is using a scale from 1 to 10 where 1 is Not at All Important and 10 is Very Important. Then, please rate your overall satisfaction with that service area using a scale from 1 to 10 where 1 is Not at All Satisfied and 10 is Very Satisfied.

Interviewing Note: Repeat Scales as Necessary / Programming Note – Ask Q5i and Q5ii together for each service area

- i. How important is <service area>?
- ii. And how would you rate your overall level of satisfaction with <service area>?

Rotate List

- a. **Online Customer Service** – this would include paying taxes/bills online, reviewing payment history as well as online registration for programs or events
- b. **Recreation Programs** – this would include special events, competitions, seniors programming, camps, fitness classes, sports and the library
- c. **Enforcement** – this would include ensuring municipal by-laws and regulations and being followed properly
- d. **General Customer Service** – this would include general staff assistance and support to residents as well as managing resident's issues after hours
- e. **Local Business Support** – this would include providing local businesses with advice and support as well as sponsorship and advertising opportunities
- f. **Garbage and Recycling** – this would include garbage, recycling and bulk garbage collection
- g. **Communications** – this would include various text/telephone and email notices to residents as well as social media engagement, the town website, newsletters and other communications
- h. **Marketing and Branding** – this would include marketing the town to tourists and businesses
- i. **Permitting** – this would include processing residential and business permits and proposals for future development
- j. **General Administration** – this would include managing projects within the town, overseeing municipal elections, reviewing of Bids and Tenders and municipal budgeting
- k. **Strategic Planning** – this would include municipal planning, engaging residents on important issue, and collaborating with other municipalities and towns
- l. **Emergency Services** – this would include the local Fire Department and Emergency Response services
- m. **Records Management** – this would include tracking resident complaints, and keeping detailed records of council management and municipal taxes
- n. **Water/Wastewater** – this would include providing water and sewer to residents
- o. **Roads** – this would include snow clearing, road maintenance and sidewalks
- p. **Facilities and Amenities** – this would include indoor facilities, parks and green spaces and other community spaces
- q. **Financial Services** – this would include collecting taxes, managing the town's finances
- r. **Heritage** – this would include the town's archives and artifact collection and heritage sites

- s. **Environment** – this would include delivering environmental programs and events and ensuring the town is environmentally responsible

Q6. Thinking about all the service areas just discussed, what are the three **most important** programs and services provided by the town of Portugal Cove – St. Philip's?

Add Pre-Code List after Pre-Test

Prefer not to say 8
Don't know..... 9

Q7. What **changes to current programs and services** do you feel would have the biggest impact on the overall quality of life in Portugal Cove – St. Philip's?

Add Pre-Code List after Pre-Test

Prefer not to say 8
Don't know..... 9

Q8. **What one addition** to the programs and services would have this biggest impact on the quality of life in Portugal Cove – St. Philip's?

Add Pre-Code List after Pre-Test

Prefer not to say 8
Don't know..... 9

SECTION D: STANDARD DEMOGRAPHICS

Finally, I would like to ask you a few more questions about you and your household. All this information will be used only to help us analyse the results and will be kept in the strictest confidence.

D1. How many years have you lived in Portugal Cove – St. Philip's?

_____ Years

Prefer not to say 8
Don't know..... 9

D2a. Including yourself, how many people currently live in your household?

_____ People

Prefer not to say 8
Don't know..... 9

D2b. Do you currently have any children 17 years of age or younger living in your household

Yes1
No.....2
Prefer not to say8

D3a. Is your total household income \$80,000 per year or more?

Yes1 **GO TO D3c**
No.....2
Prefer not to say8 **GO TO D4**

D3b. Is your total household income \$40,000 per year or more?

Yes1 **GO TO D4**
No.....2 **GO TO D4**
Prefer not to say8 **GO TO D4**

D3c. Is your total household income \$120,000 per year or more?

Yes1
No.....2
Refused8

D4. Which of the following categories best represents the highest level of education you have had an opportunity to obtain?

INTERVIEWER NOTES: Read first 5 choices in order

Less than high school 1
Completed high school 2
Some University or Community College 3
Completed University or Community College 4
Post graduate studies 5
Refused 9

D5. And what is your current employment status? Are you currently ...

INTERVIEWER NOTES: Read first 7 choices in order

- Employed full-time or part-time 1
- Not employed, but actively looking for full-time or part-time work..... 2
- Not employed and not actively looking for work 3
- Retired..... 4
- Student..... 5
- VOLUNTEERED**
- Refused 8