



Town of Raymond Satisfaction Survey

May 2016

Overview

• Methodology	3
• Quality of Life	4
• Services and Programs	8
• Downtown	23
• Customer Service	27
• Issues	35
• Priorities	44
• Conclusions	48

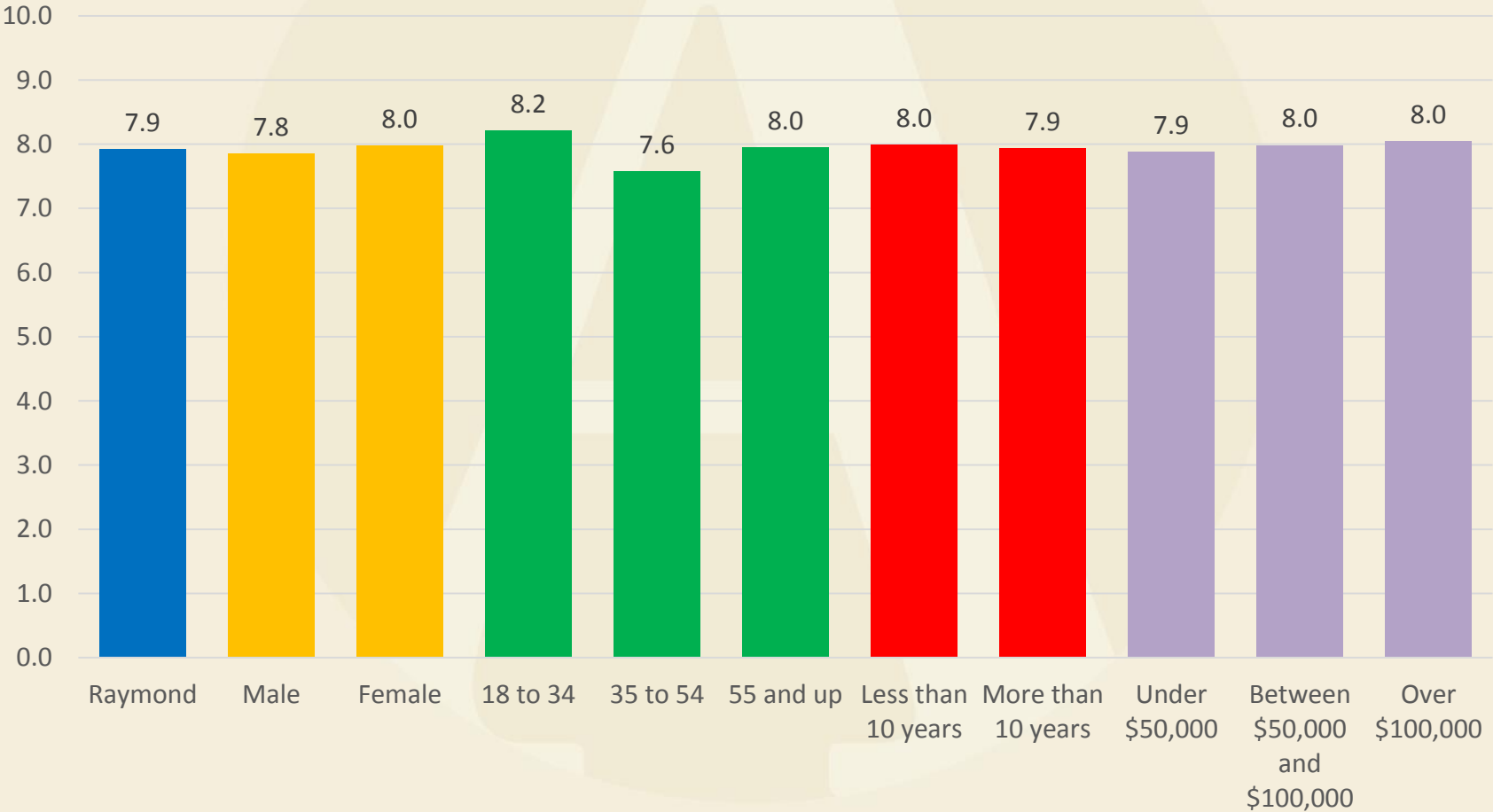
Methodology

- Data was collected from April 11 to 25th, 2016.
- Every home phone number in Raymond was called up to five times to give everyone an equal chance to respond.
- Survey was available online and on paper in the Town office.
- The response was incredible:
 - 232 by phone
 - 128 online
 - 2 on paper
- 362 responses which represents 14.2% of the adult population (according to the 2011 census).
- Margin of error is +/- 4.8%, nineteen times out of twenty
- Results have been weighted by age, gender, home ownership and household income according to the latest census data from Statistics Canada.

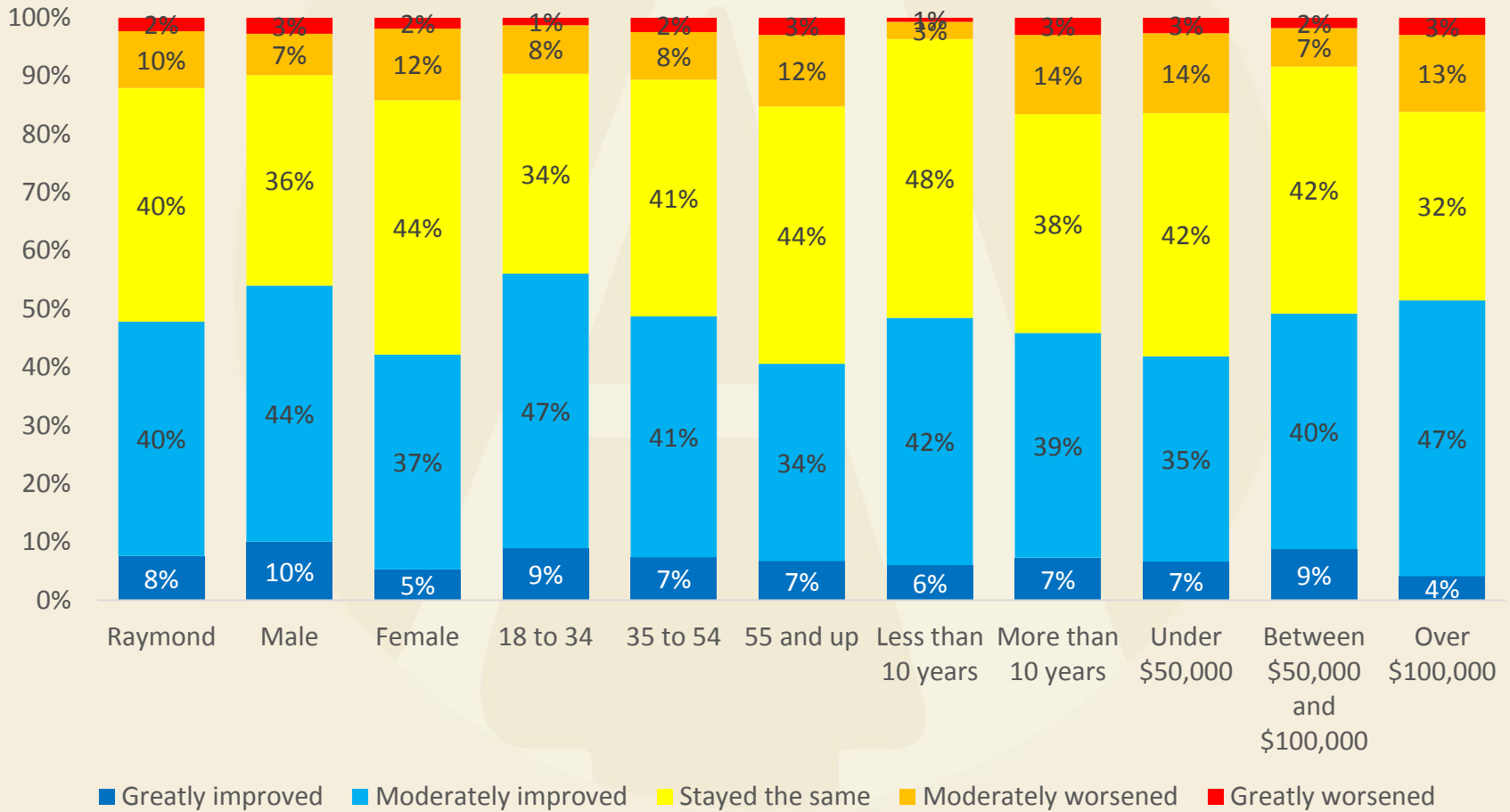
A large, stylized, light blue letter 'A' is centered on a dark blue circular background. The 'A' has a unique, slightly irregular shape with a pointed top and a wide base.

QUALITY OF LIFE

Overall quality of life



Change in quality of life



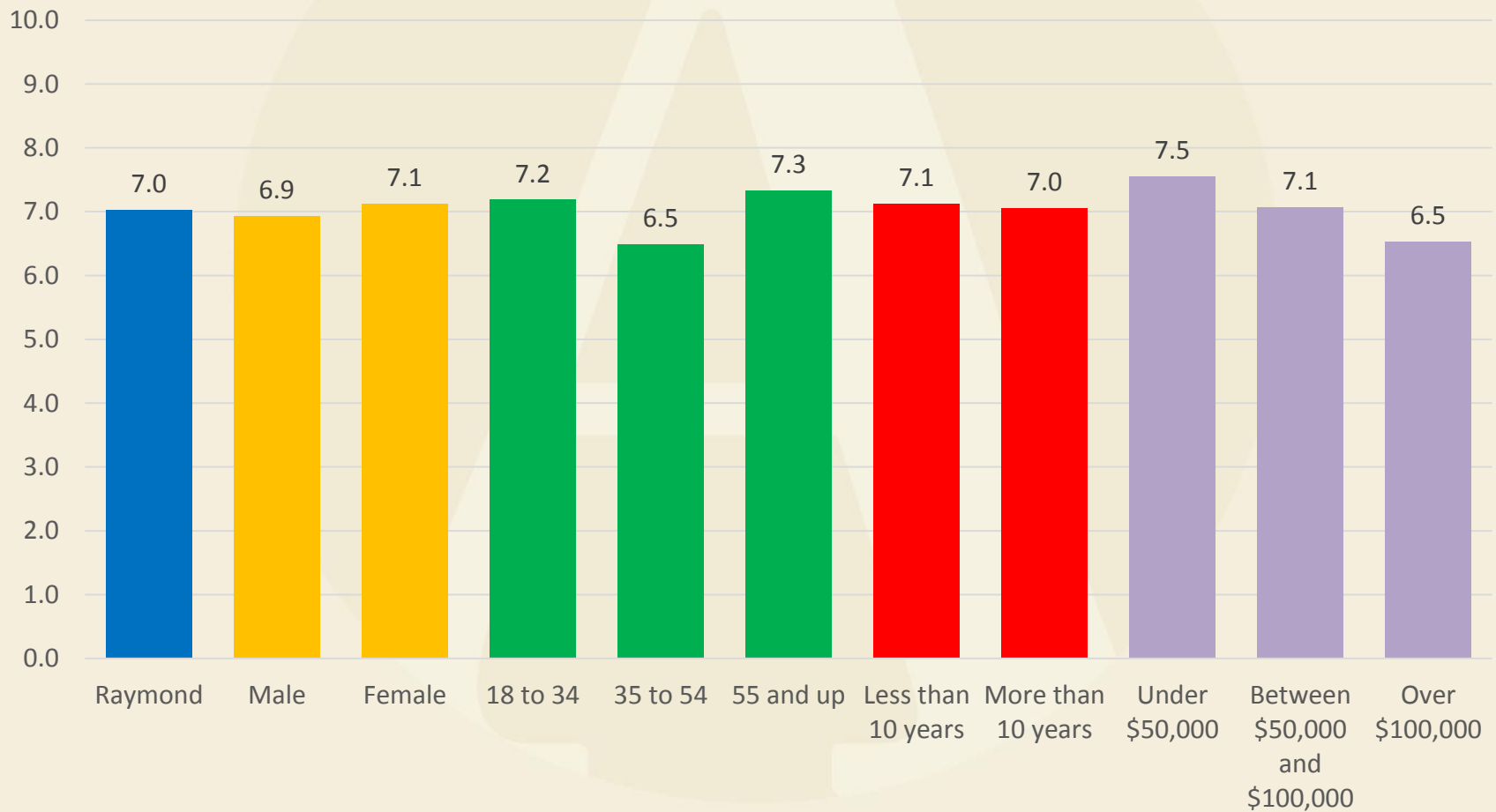
Quality of life

- Overall quality of life scores are very high. 7.9 is a strong score.
- What is more impressive is how consistent that rating is across all demographic groups.
 - The only group with a lower score are a people aged 35 to 54
- The change in the quality of life in the past three years is very positive with a net score of +36.
- Change in quality of life is a net positive +36
 - This is highest with people under 35 (+47)
 - Lowest with people with household incomes under \$50,000 (+25) and people over 55 (+26)

A large, stylized, light blue letter 'A' is centered on the page, set against a dark blue circular background. The 'A' has a unique, slightly irregular shape with a pointed top and a wide base.

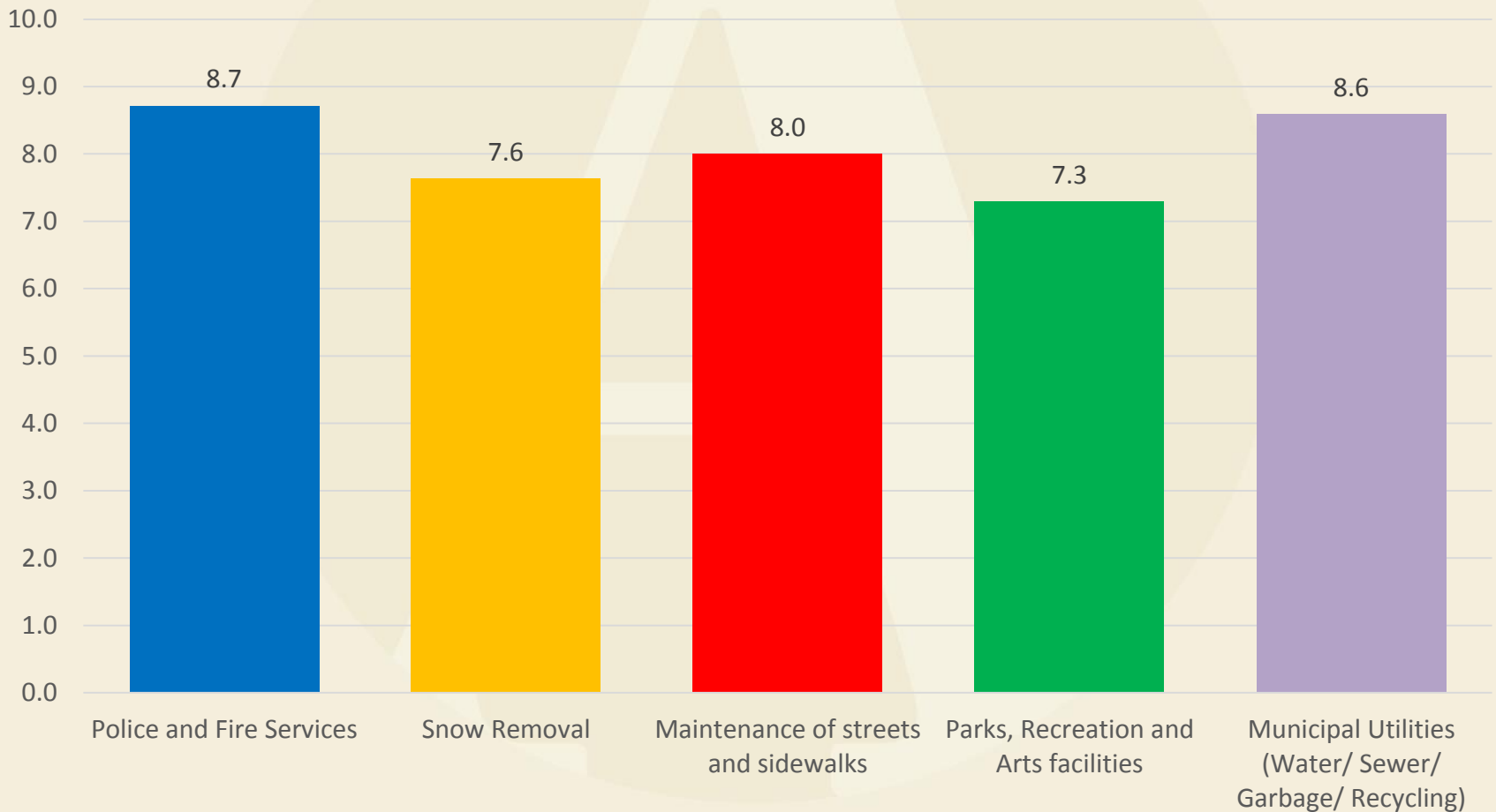
SERVICES AND PROGRAMS

Overall satisfaction with services and programs



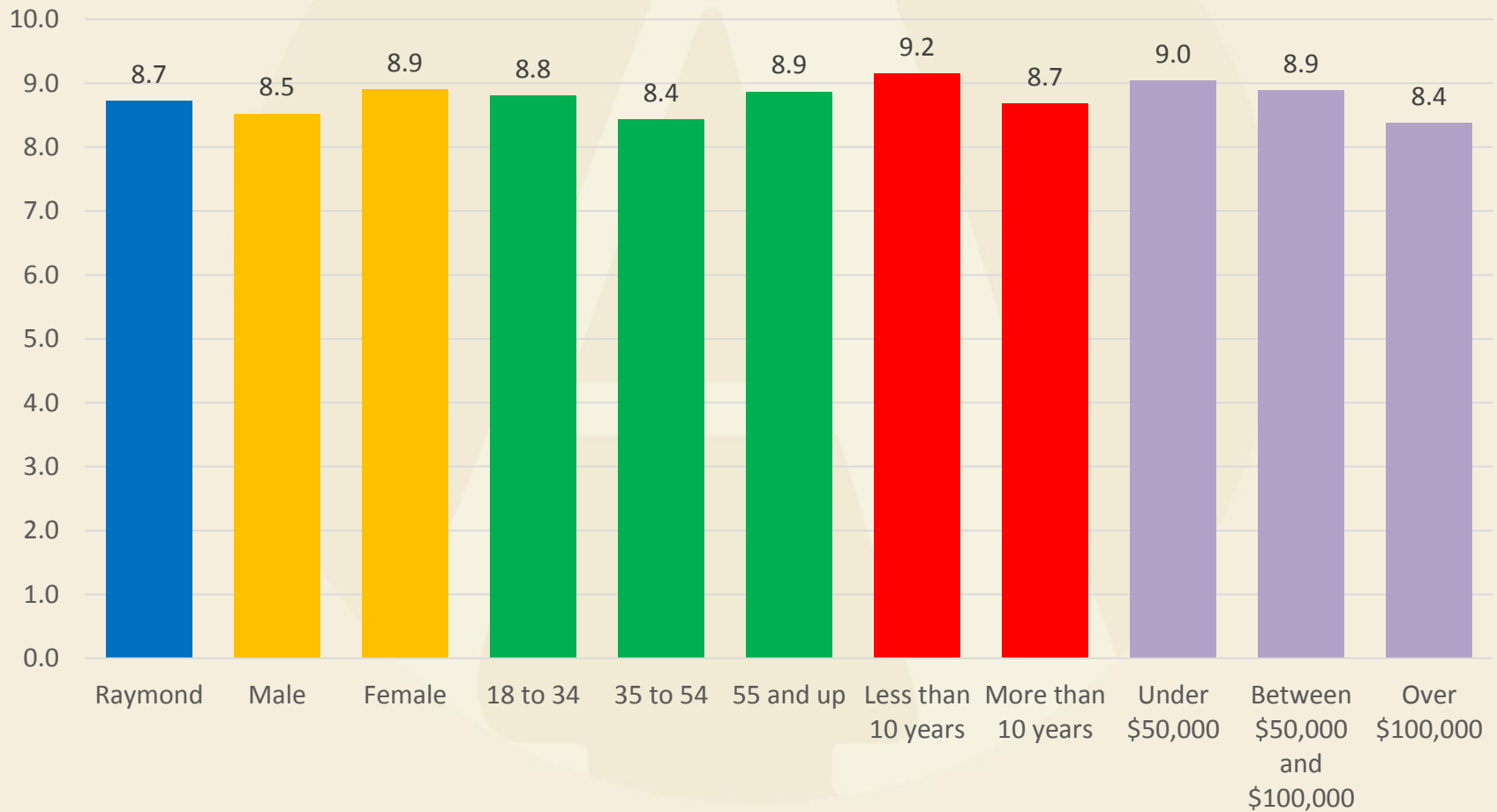
9 Q4. On a scale from 0 to 10 where 0 is very dissatisfied and 10 is very satisfied, how satisfied are you with the overall level and quality of services and programs provided by the Town of Raymond?

Importance of specific services and programs



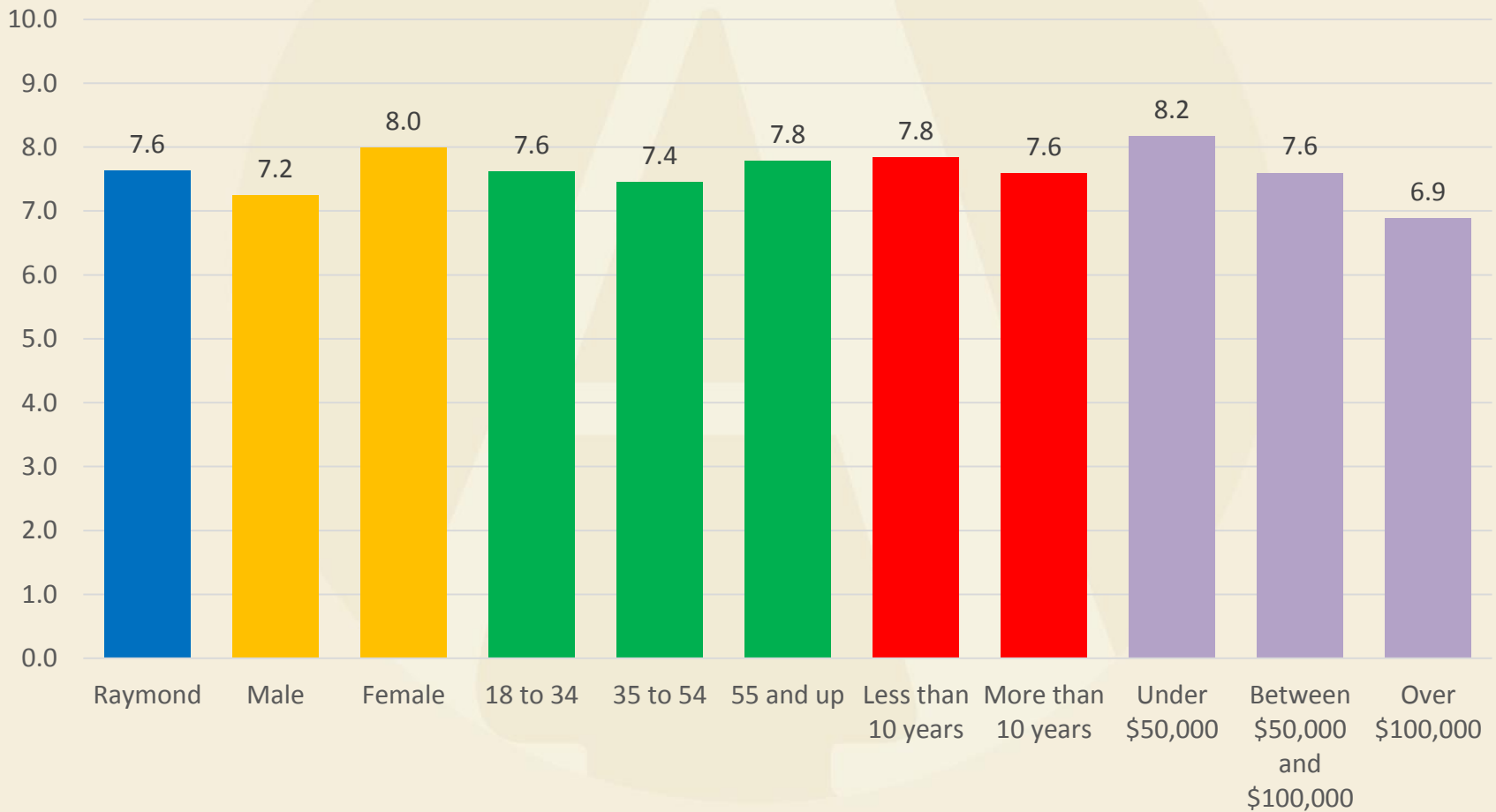
10 Q5. Below is a list of programs and services provided to you by the Town of Raymond. Please indicate how important each one is to you on a scale from 0 to 10 where 0 is not important at all and 10 is very important.

Importance of Police and Fire Services

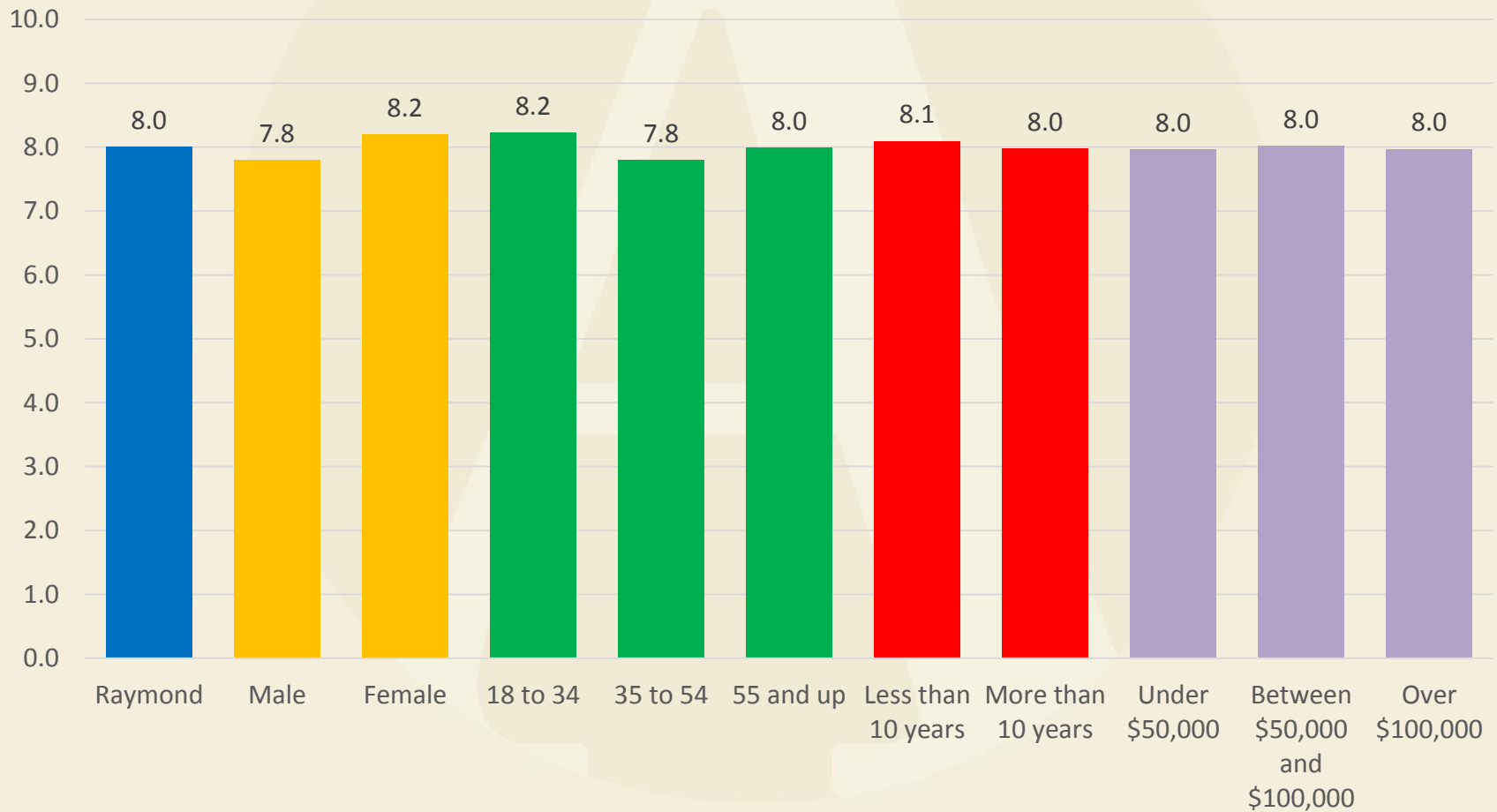


11 Q5a. Below is a list of programs and services provided to you by the Town of Raymond. Please indicate how important each one is to you on a scale from 0 to 10 where 0 is not important at all and 10 is very important. | Police and Fire Services

Importance of Snow Removal

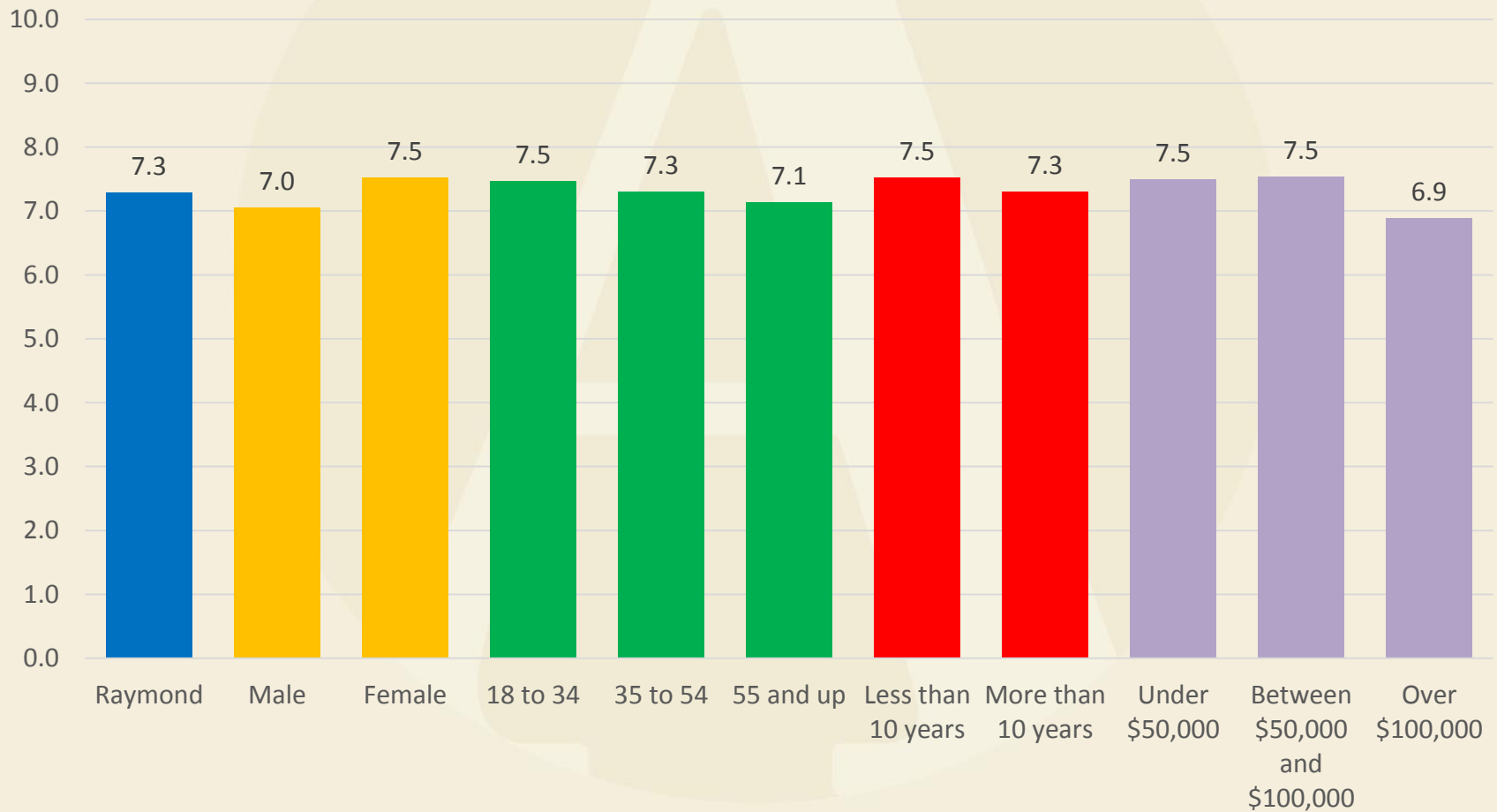


Importance of maintenance of streets and sidewalks

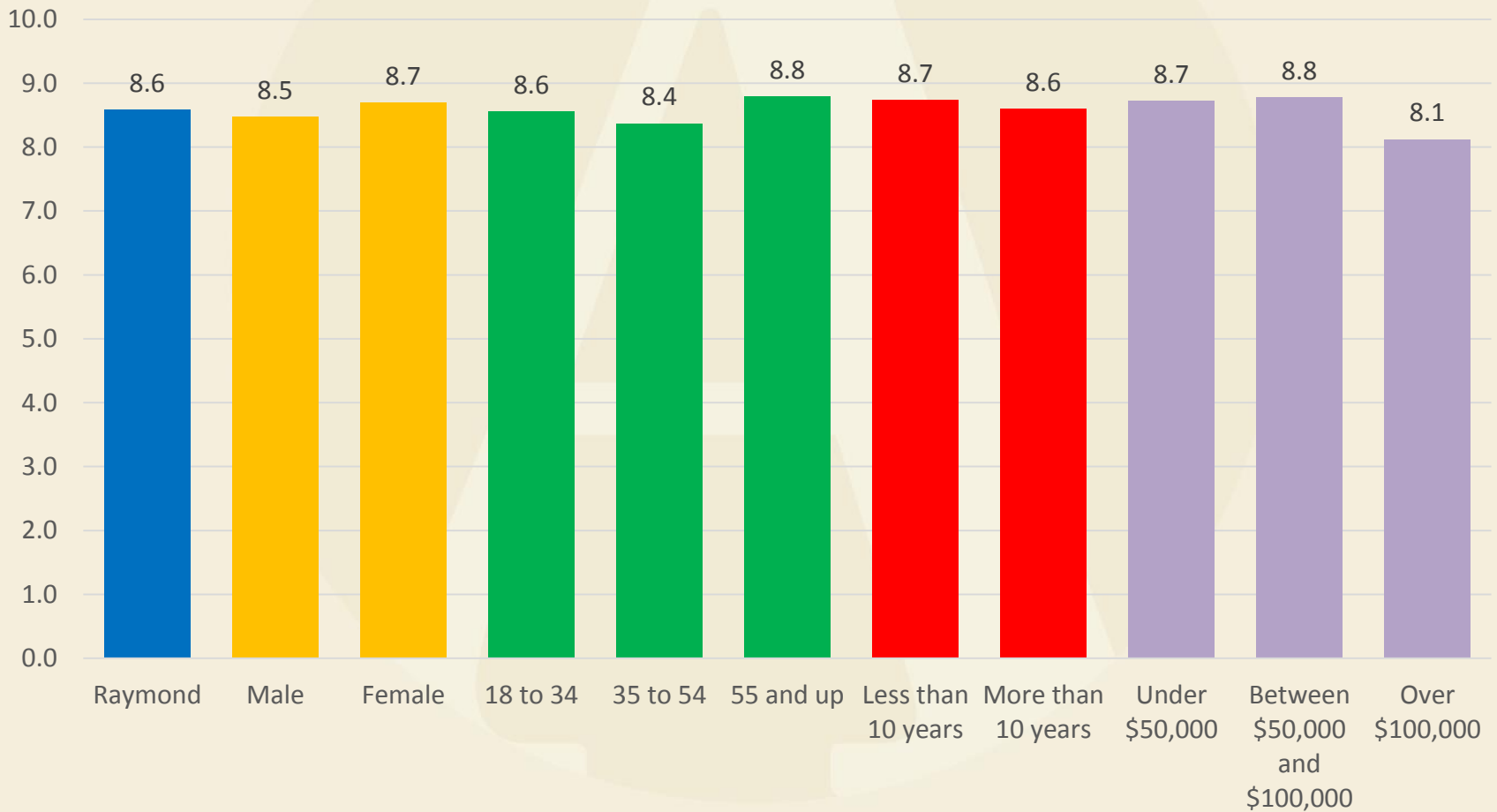


13 Q5c. Below is a list of programs and services provided to you by the Town of Raymond. Please indicate how important each one is to you on a scale from 0 to 10 where 0 is not important at all and 10 is very important. | Maintenance of streets and sidewalks

Importance of Parks, Recreational and Arts facilities

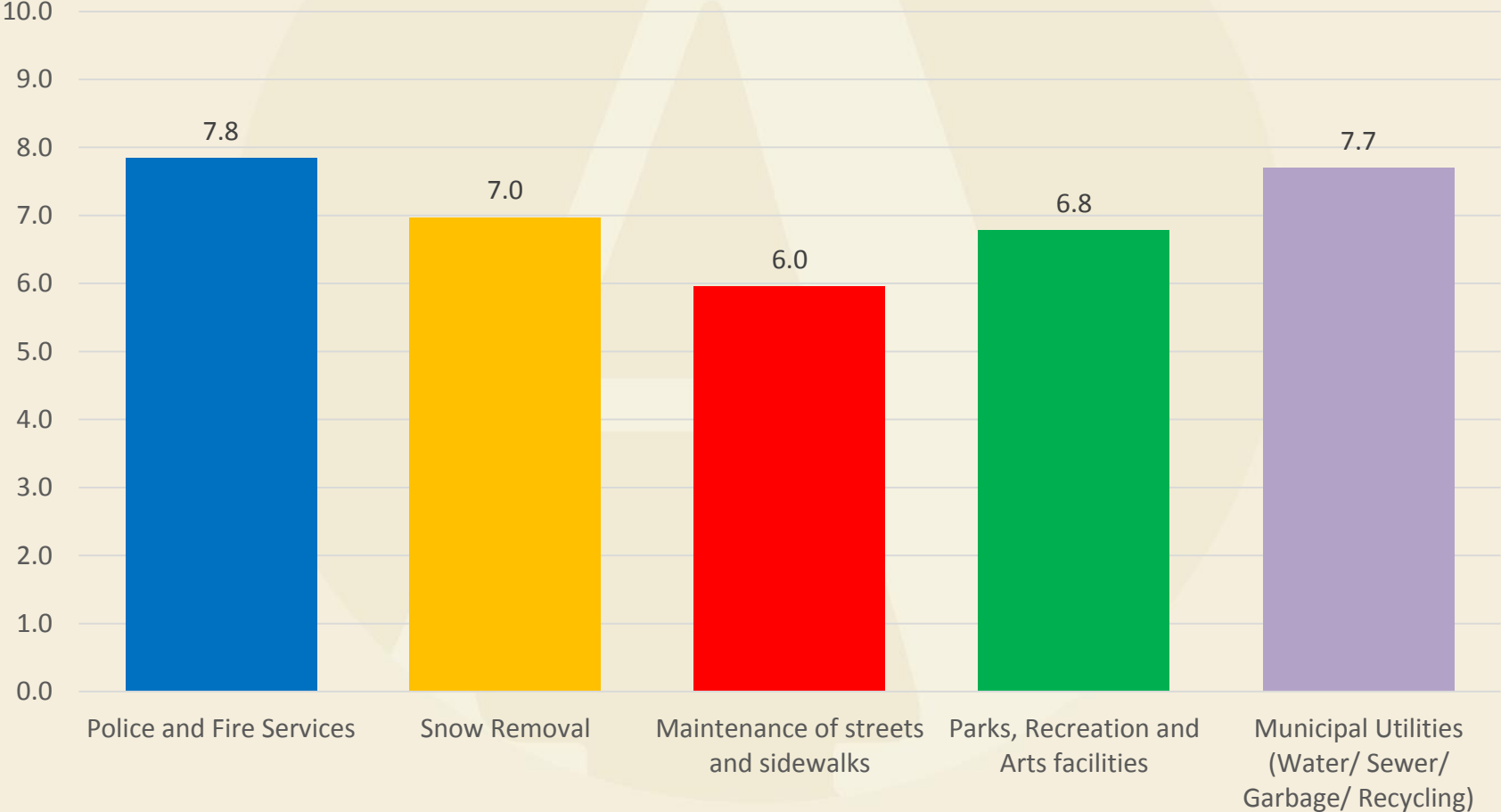


Importance of Municipal Utilities (Water/Sewer/Garbage/Recycling)

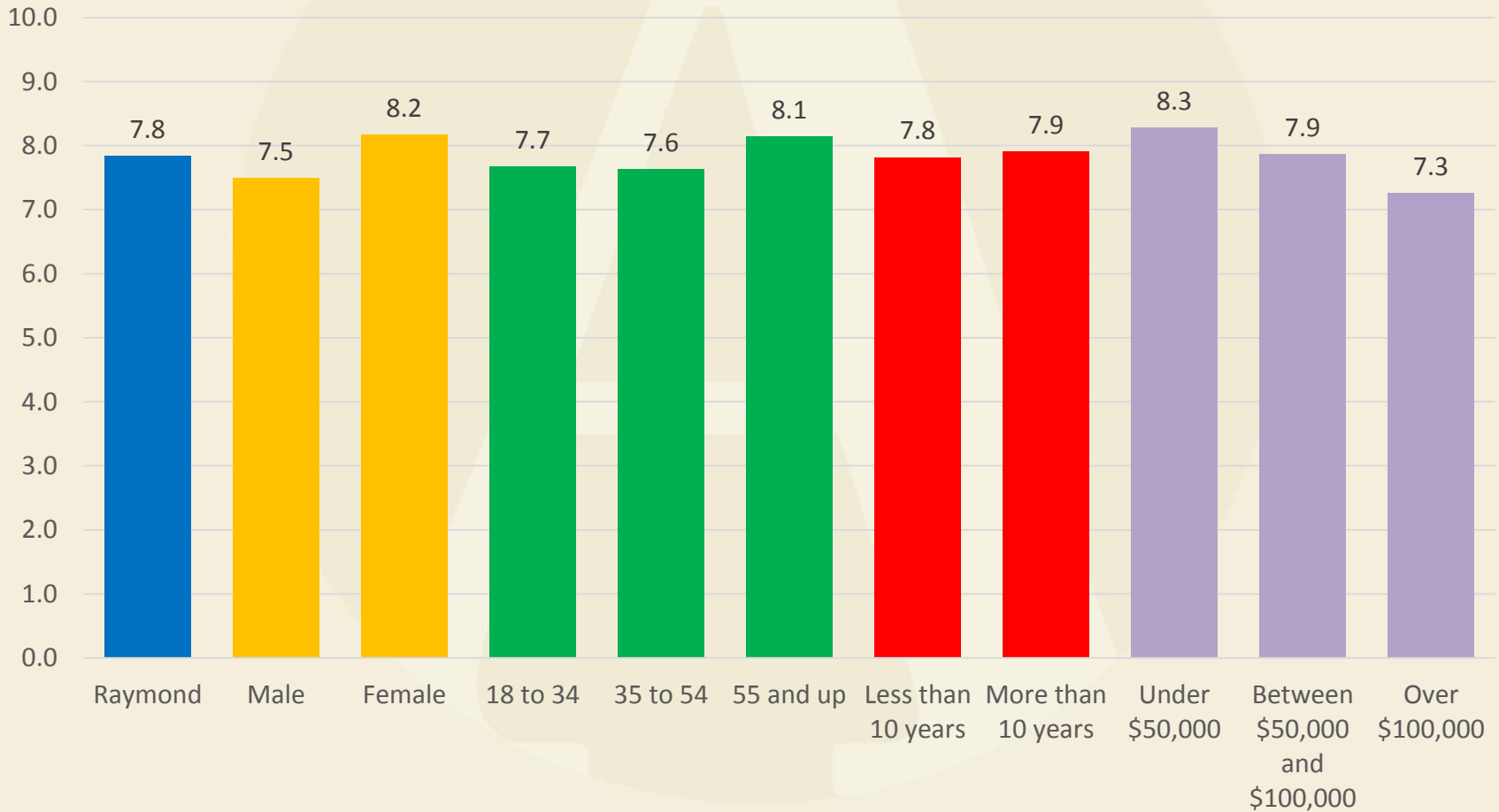


15 Q5e. Below is a list of programs and services provided to you by the Town of Raymond. Please indicate how important each one is to you on a scale from 0 to 10 where 0 is not important at all and 10 is very important. | Municipal Utilities (Water/Sewer/Garbage/Recycling)

Satisfaction with specific services and programs

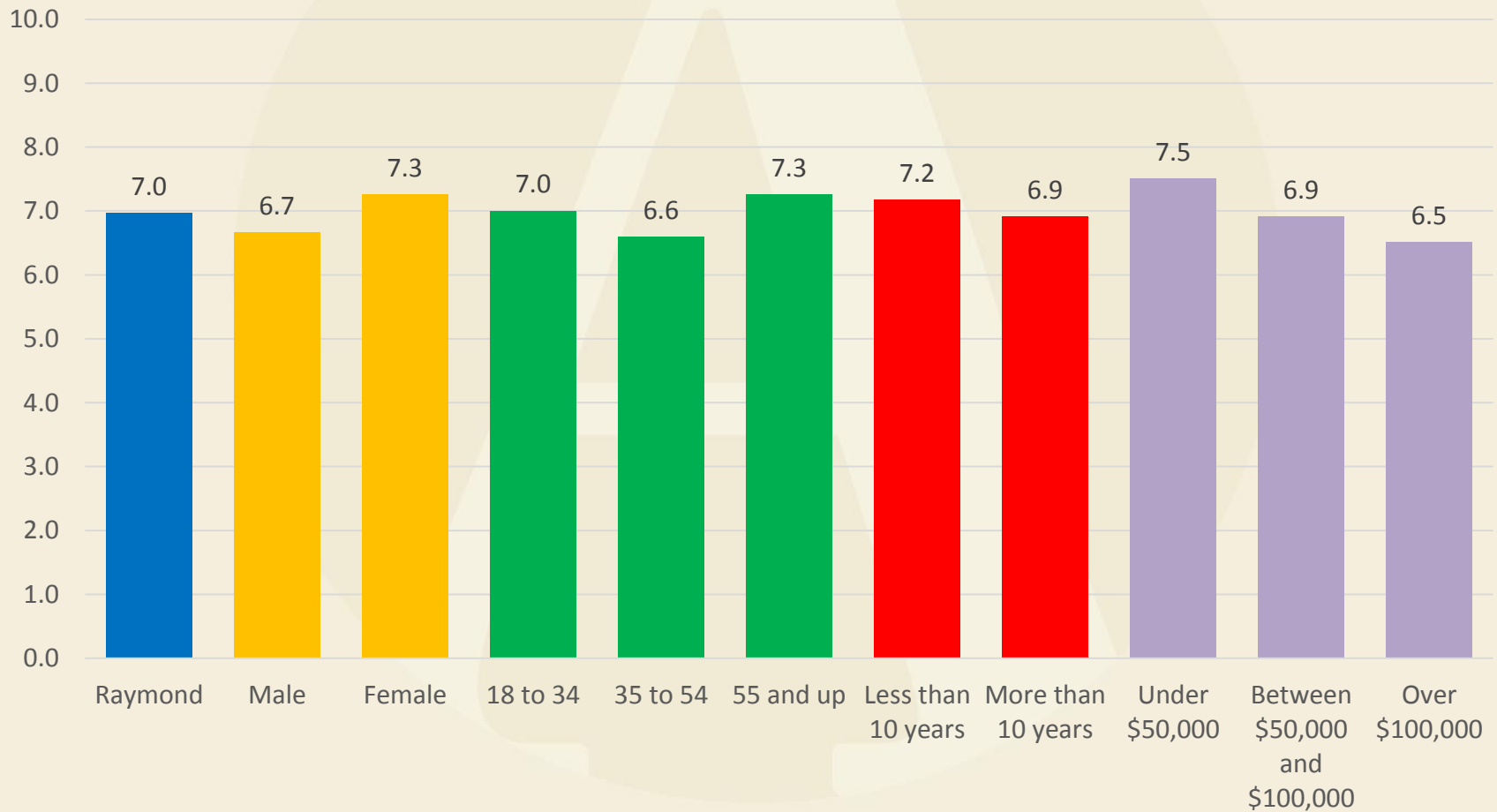


Satisfaction with Police and Fire Services



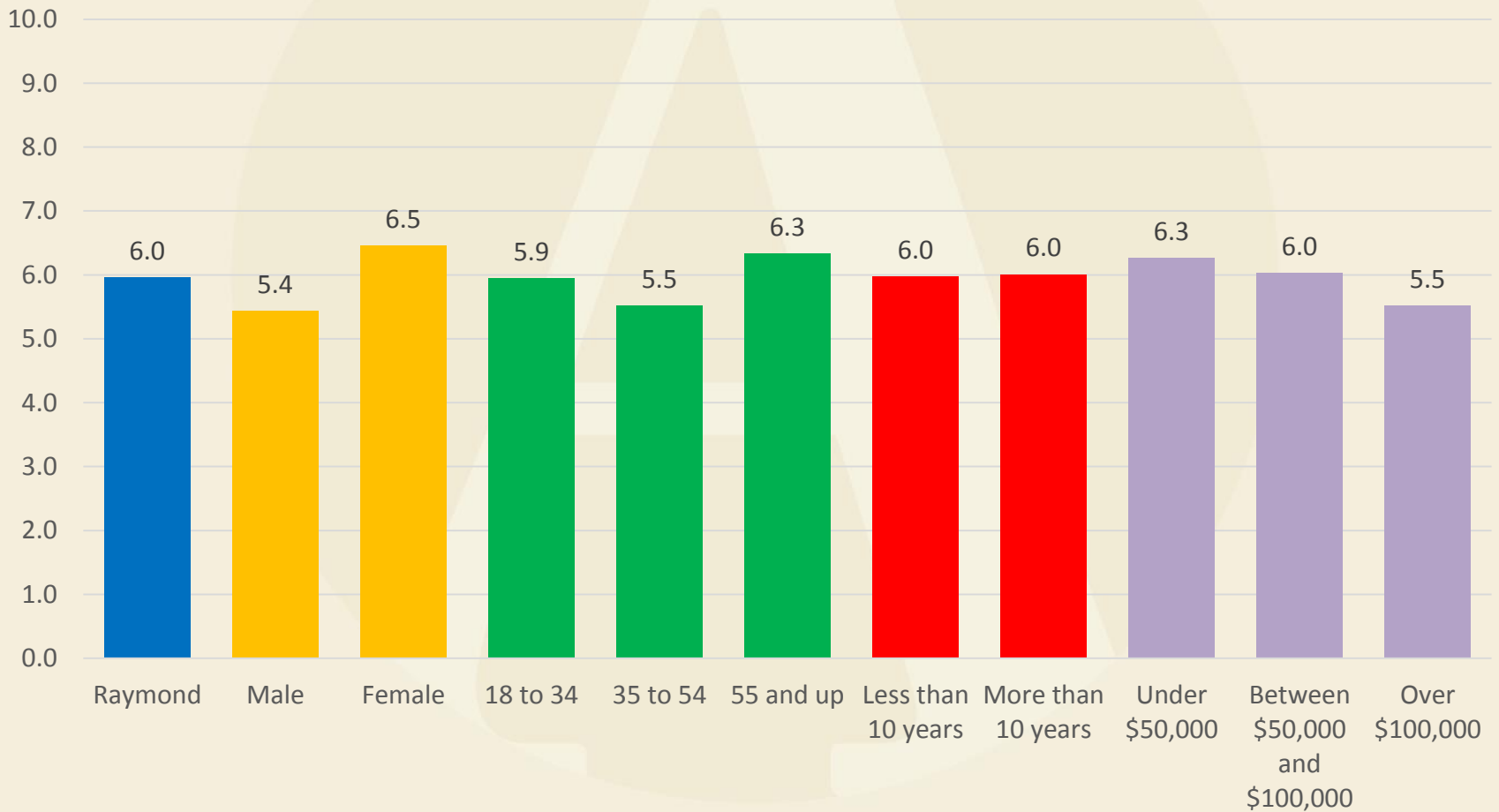
17 Q6a. Below is a list of programs and services provided to you by the Town of Raymond. Please indicate how satisfied you are with the job the Town is doing in providing that program or service on a scale from 0 to 10 where 0 is very dissatisfied and 10 is very satisfied. | Police and Fire Services

Satisfaction with Snow Removal

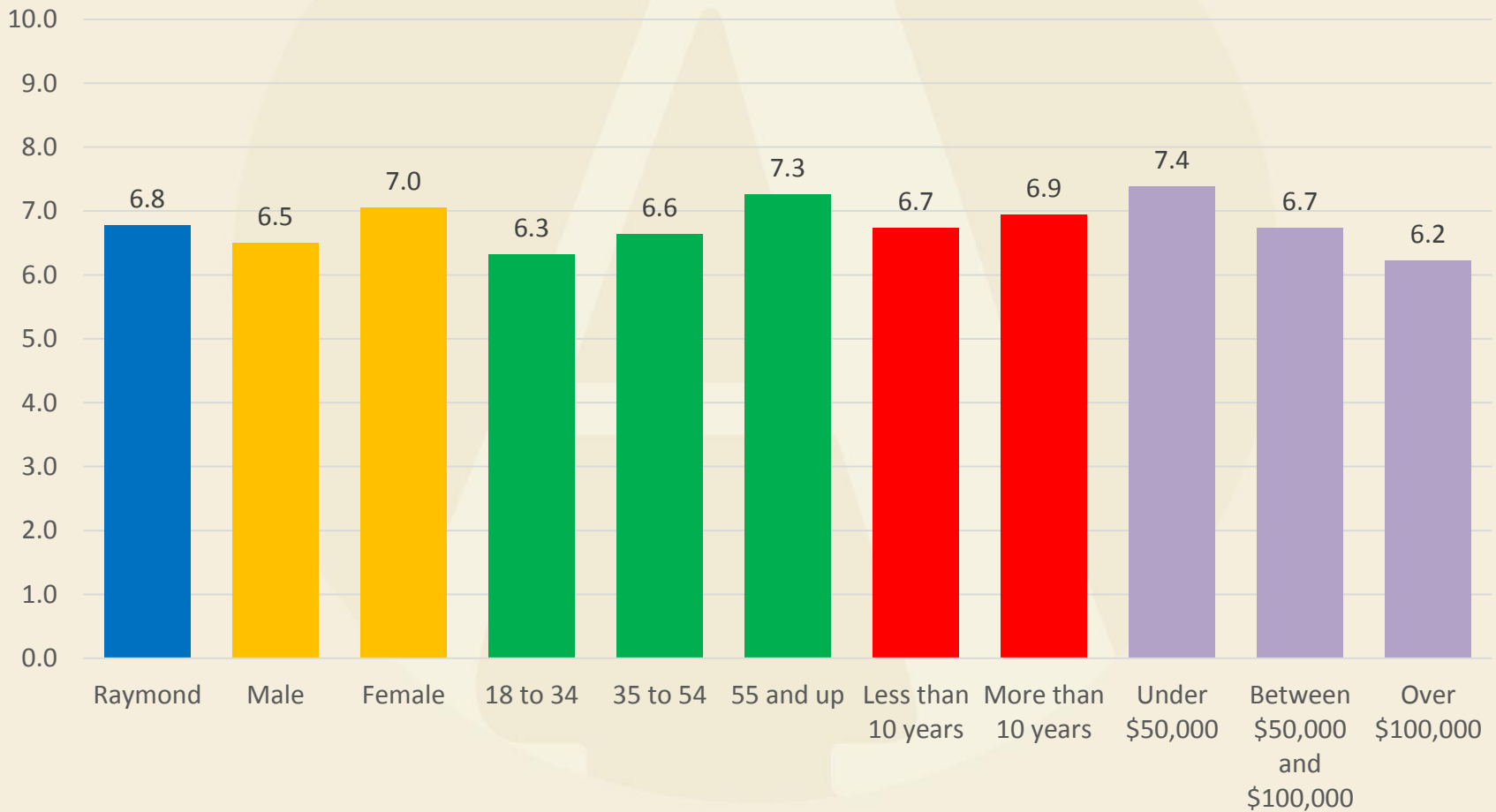


18 Q6b. Below is a list of programs and services provided to you by the Town of Raymond. Please indicate how satisfied you are with the job the Town is doing in providing that program or service on a scale from 0 to 10 where 0 is very dissatisfied and 10 is very satisfied. | Snow Removal

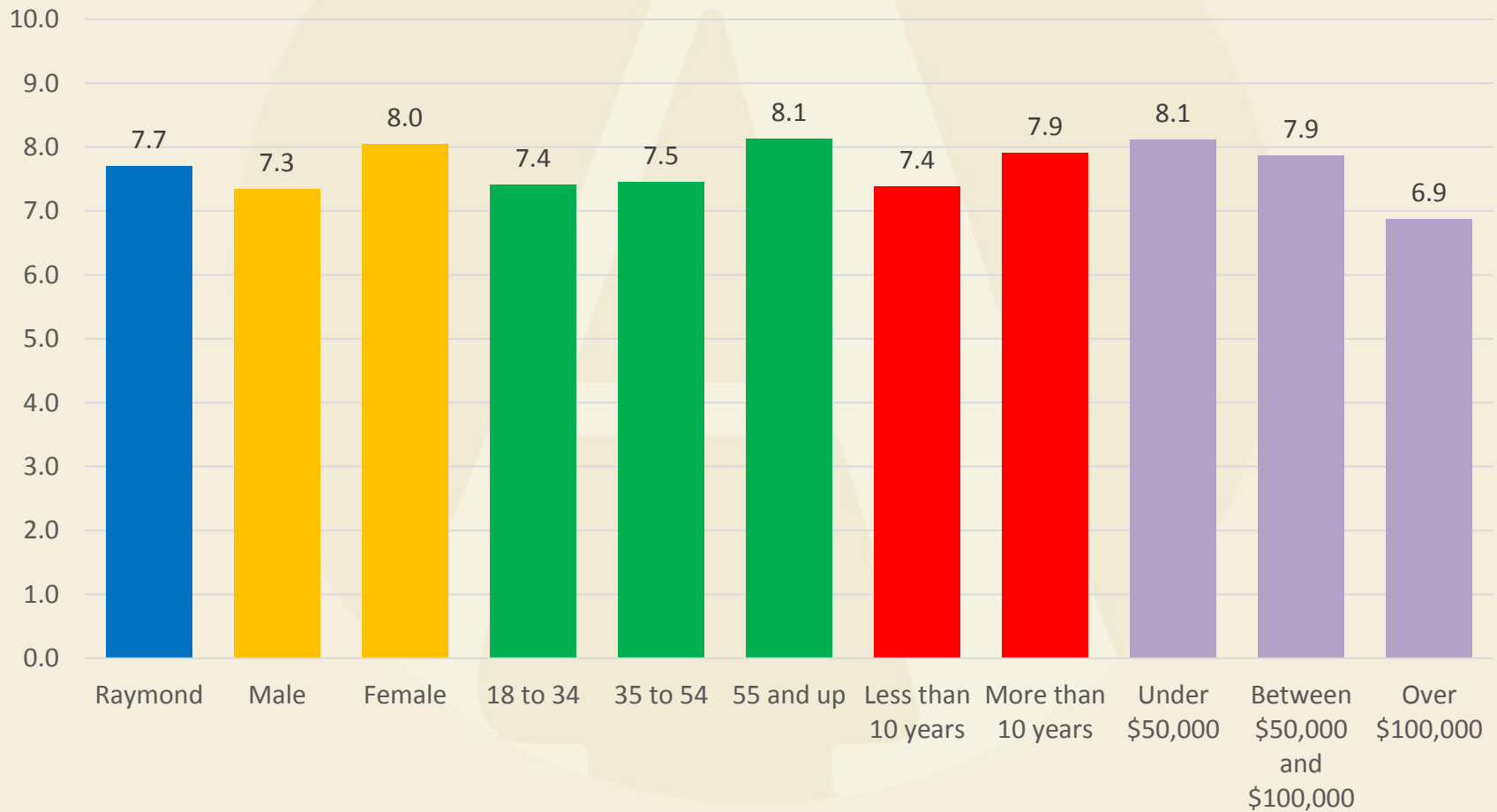
Satisfaction with maintenance of streets and sidewalks



Satisfaction with Parks, Recreational and Arts facilities



Satisfaction with Municipal Utilities (Water/Sewer/Garbage/Recycling)



21 Q6e. Below is a list of programs and services provided to you by the Town of Raymond. Please indicate how satisfied you are with the job the Town is doing in providing that program or service on a scale from 0 to 10 where 0 is very dissatisfied and 10 is very satisfied. | Municipal Utilities (Water/Sewer/Garbage/Recycling)

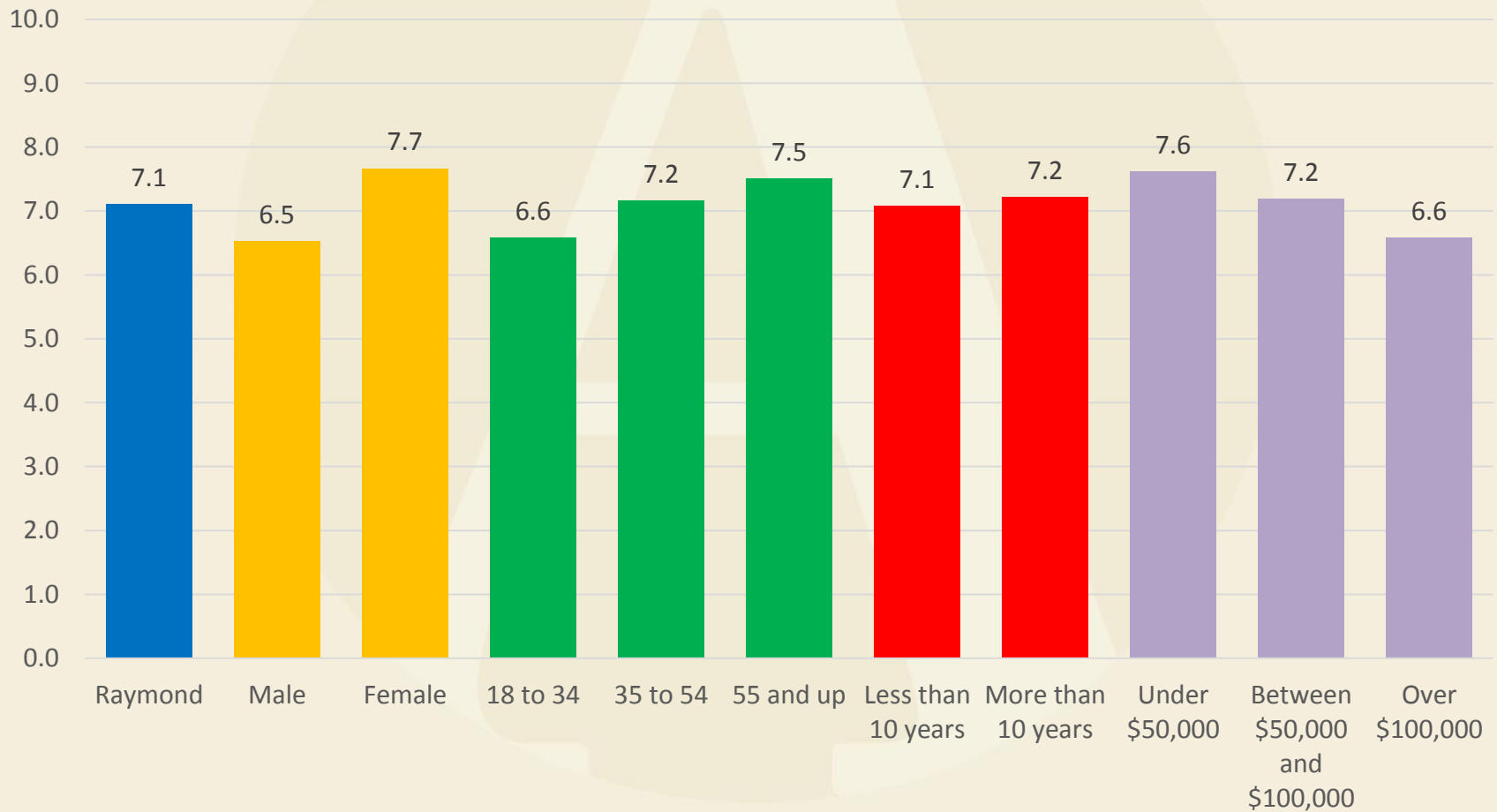
Services and Programs

- Overall satisfaction with services and programs is reasonably high at 7.0
 - Satisfaction is lower with people aged 35 to 54 and those with household incomes over \$100,000
- Five specific programs and services were tested for importance and satisfaction:
 - Police and Fire services – seen as the most important, and people are the most satisfied with it of the services tested.
 - More recent residents and people in households with income under \$50,000 are more likely to see Police and Fire services as important
 - Satisfaction with police and fire services declines with income.
 - Snow removal is middle-ranked in terms of importance and satisfaction
 - Women are both more likely to see it as important and to be satisfied.
 - Maintenance of streets and sidewalks is middle-ranked in importance, but has the lowest satisfaction (though 6.0) is still positive.
 - Satisfaction among men, people 35 to 54 and those with household incomes over \$100,000 is lower, and approaching negative.
 - Parks, recreation and arts facilities are seen as the least important and middle-ranked in satisfaction.
 - Seen as less important by men, and better off people.
 - Satisfaction is higher with women, it increases with ages and drops with income
 - Municipal utilities are seen as nearly as important as Police and Fire services and have high satisfaction levels.
 - Satisfaction is higher with women, older people and lower income households
- Generally satisfaction declines with increased household income.

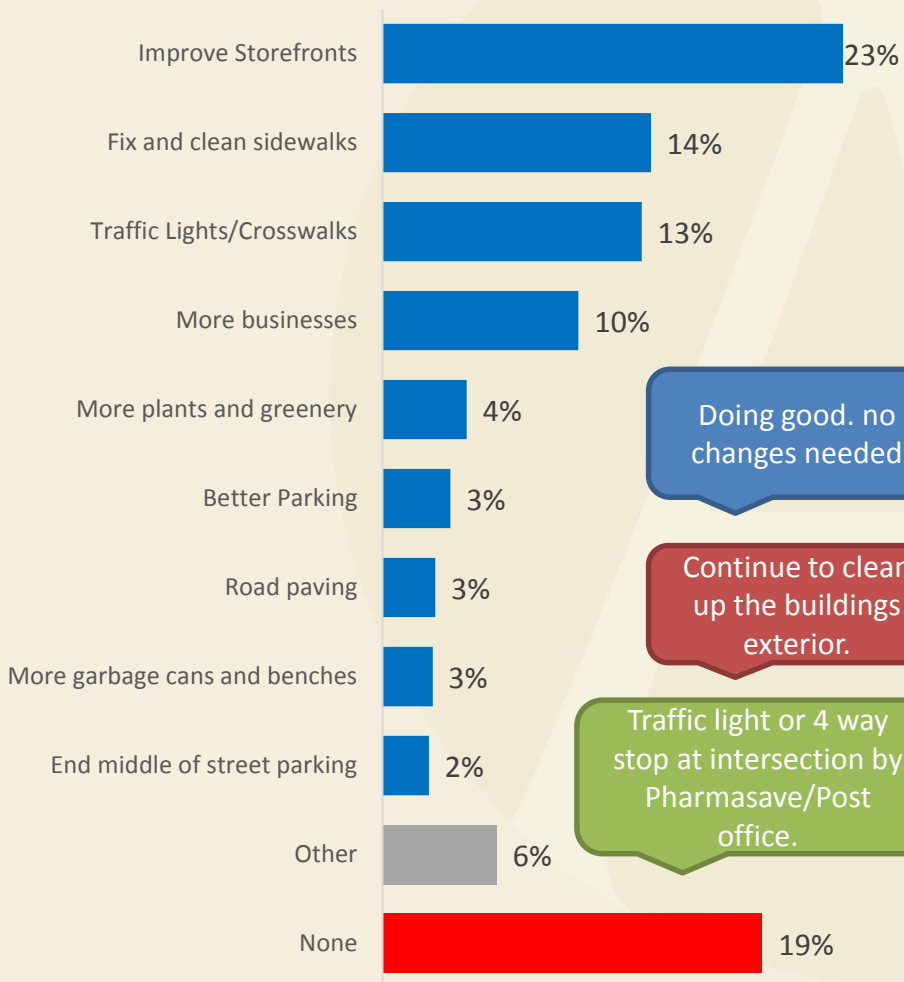


DOWNTOWN

Satisfaction with how downtown looks



Desired improvements to downtown



I like it when the banners come out. Some of the businesses look very run down. There is a lot of dirt/leaves left on the sidewalks in front of buildings. A few benches would be nice. I'd love to see the town work with the Historic Society on interpretive signage for certain buildings. I could go on.

Another grocery store, more hours open too

Some of plants and trees and not looked after well enough (looks bad)

Doing good. no changes needed

I am so afraid to park on Main Street, it's so hard to see when here is vehicles in behind you , people park backwards in the middle of the street. Parking needs to stop in the middle of the street.

Maybe more shops. And less pot holes in the roads.

Continue to clean up the buildings exterior.

Traffic light or 4 way stop at intersection by Pharmasave/Post office.

If Downtown Raymond could mirror the town hall and go back to the way it once looked. It has the potential to be a cute quaint community, but downtown holds little appeal to those passing through

Beautification of store fronts. Sidewalk cleaning. Benches for the public.

Face lift on some of the buildings

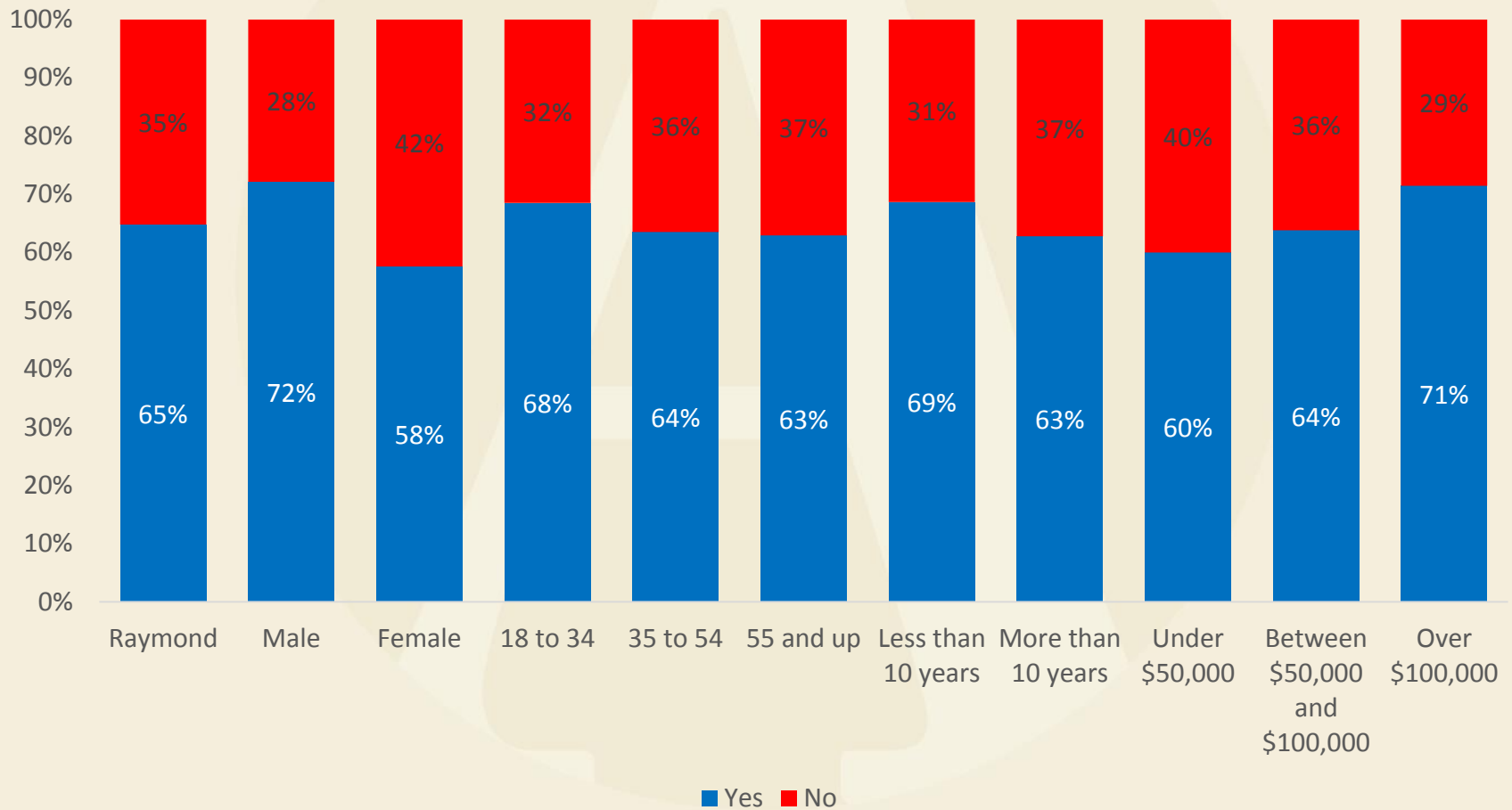
Downtown

- Satisfaction with downtown is reasonably positive
 - Satisfaction is higher with women, older residents and lower-income people.
- The biggest improvement desired is better storefronts, with some people recommending a unified style or theme.
 - There is also demand for better sidewalk and street cleaning as well as traffic lights and improved crosswalks.

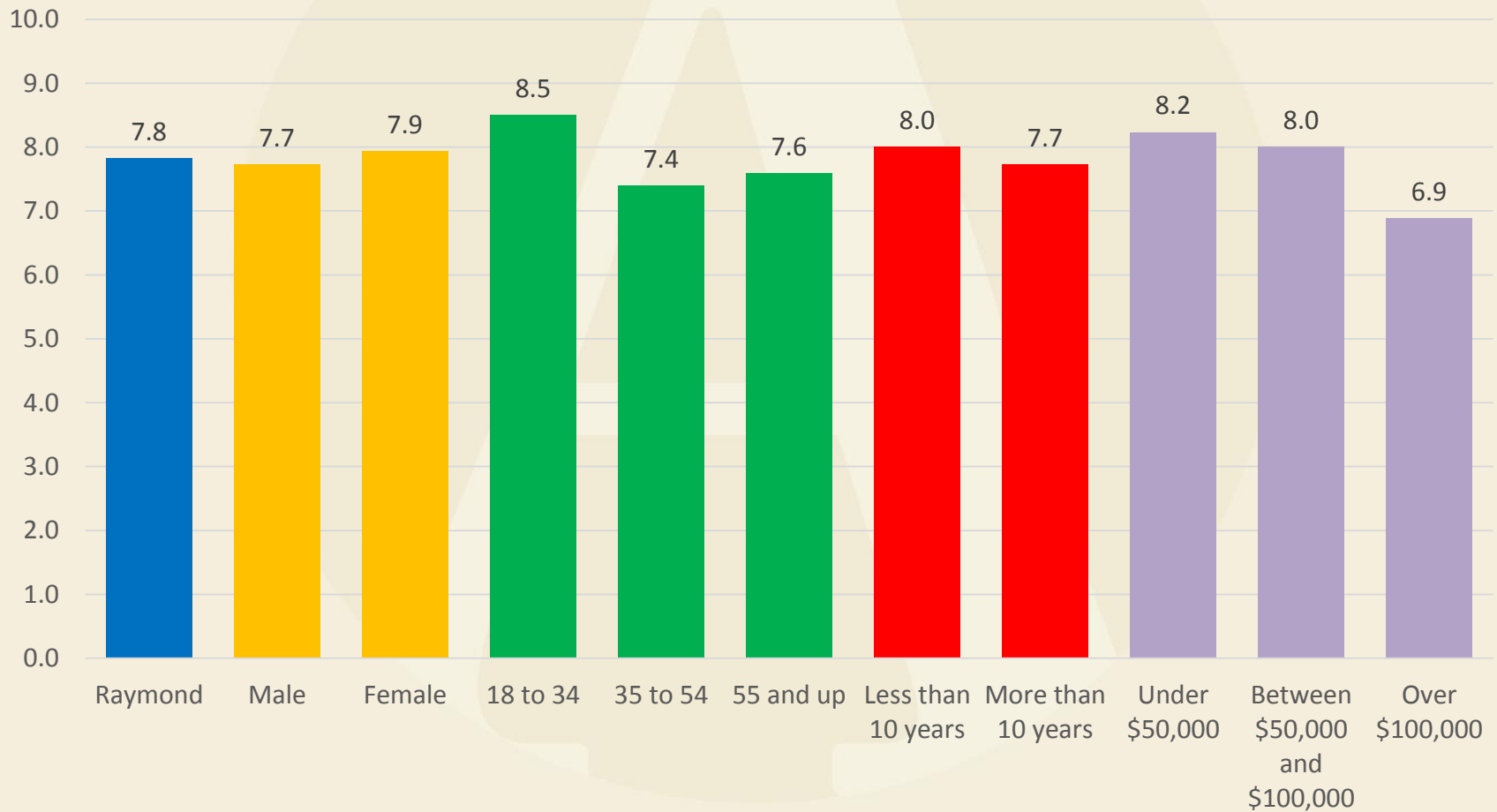
A large, stylized, light blue letter 'A' is centered on a dark blue background. The 'A' is composed of two main vertical strokes and a horizontal crossbar, with a slightly irregular, hand-drawn appearance. It is set within a circular area that is also light blue, creating a subtle glow effect.

CUSTOMER SERVICE

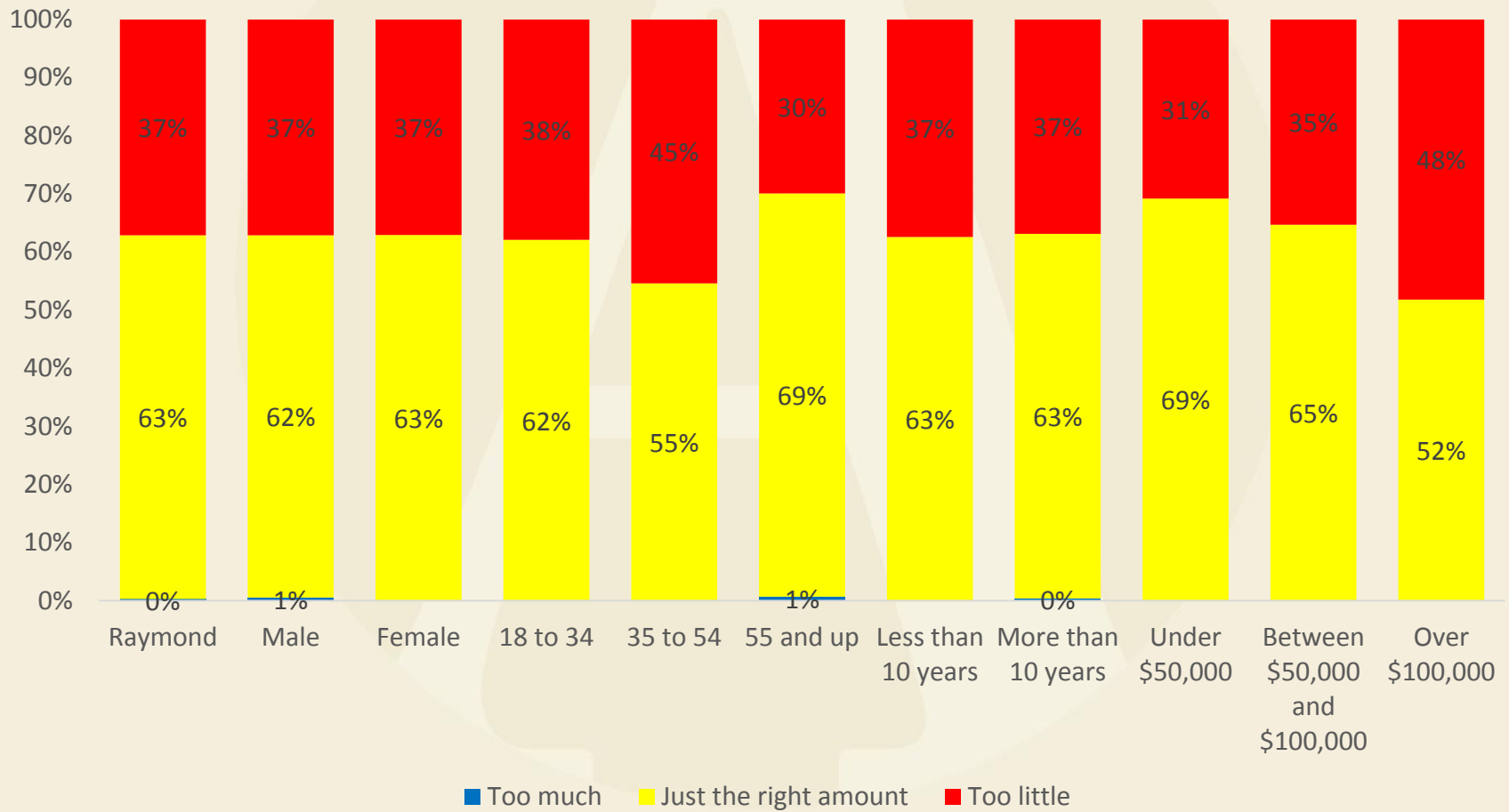
Contacted Town of Raymond in the last year



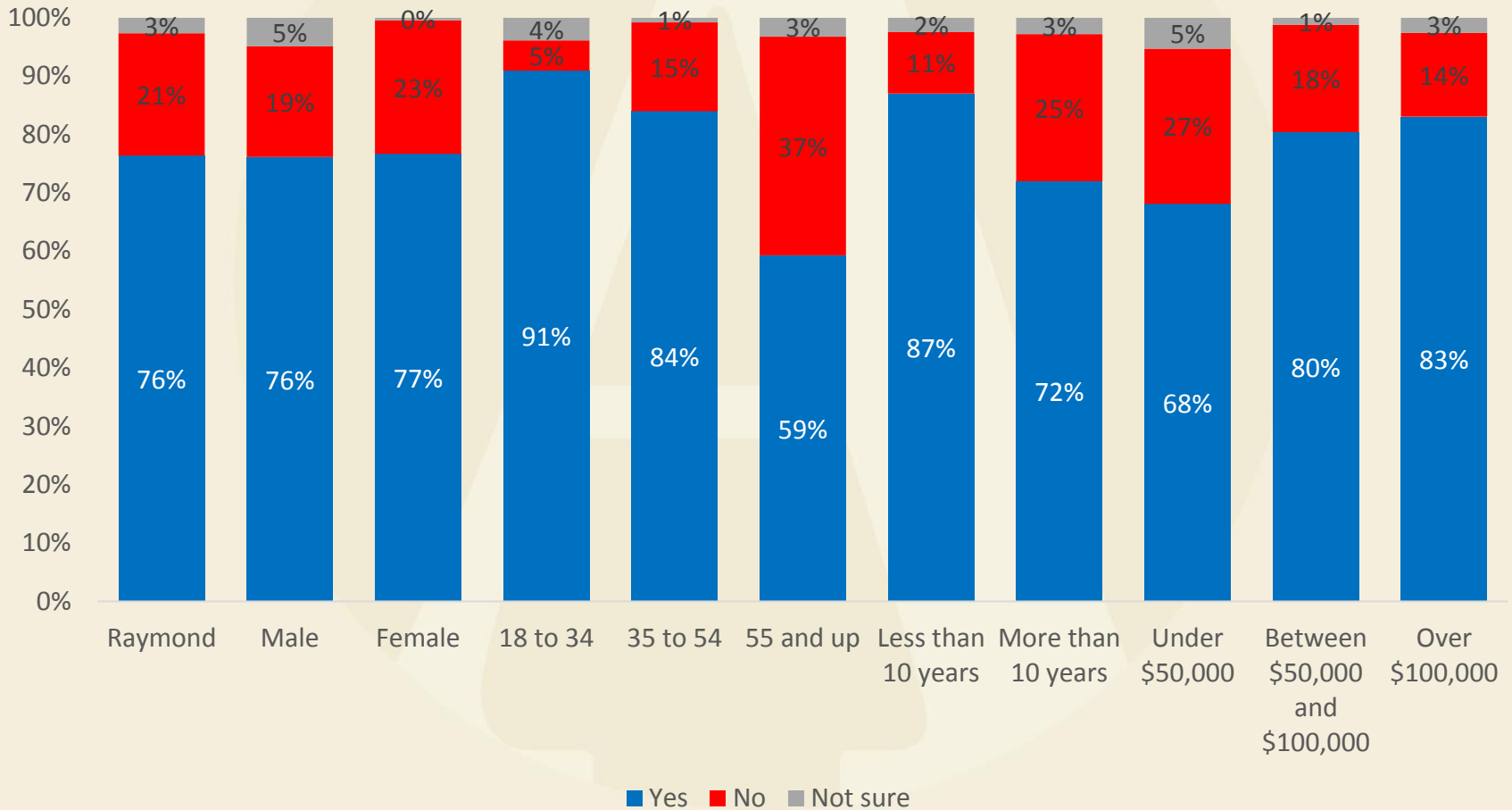
Satisfaction with service



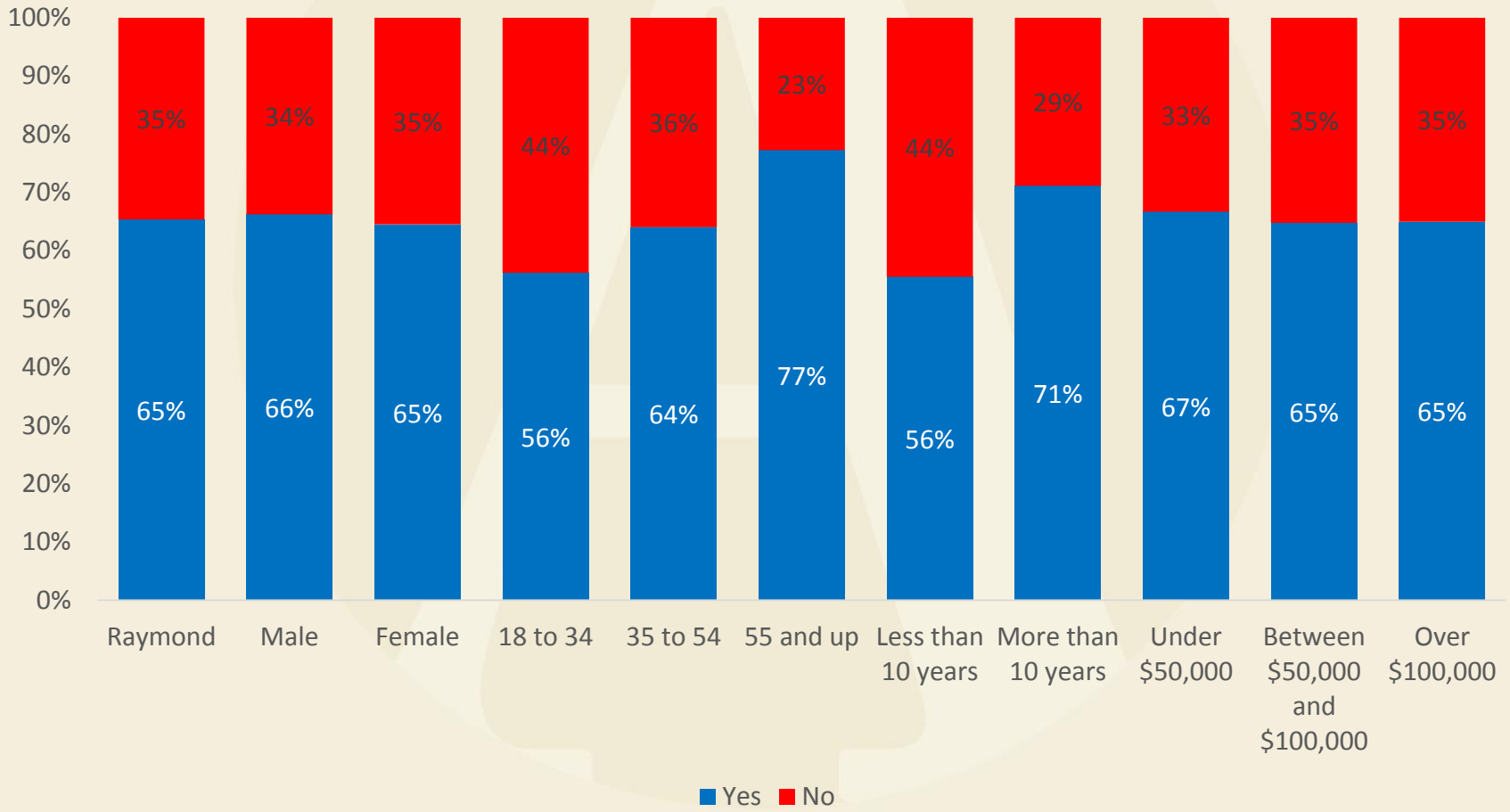
Quantity of Information from the Town



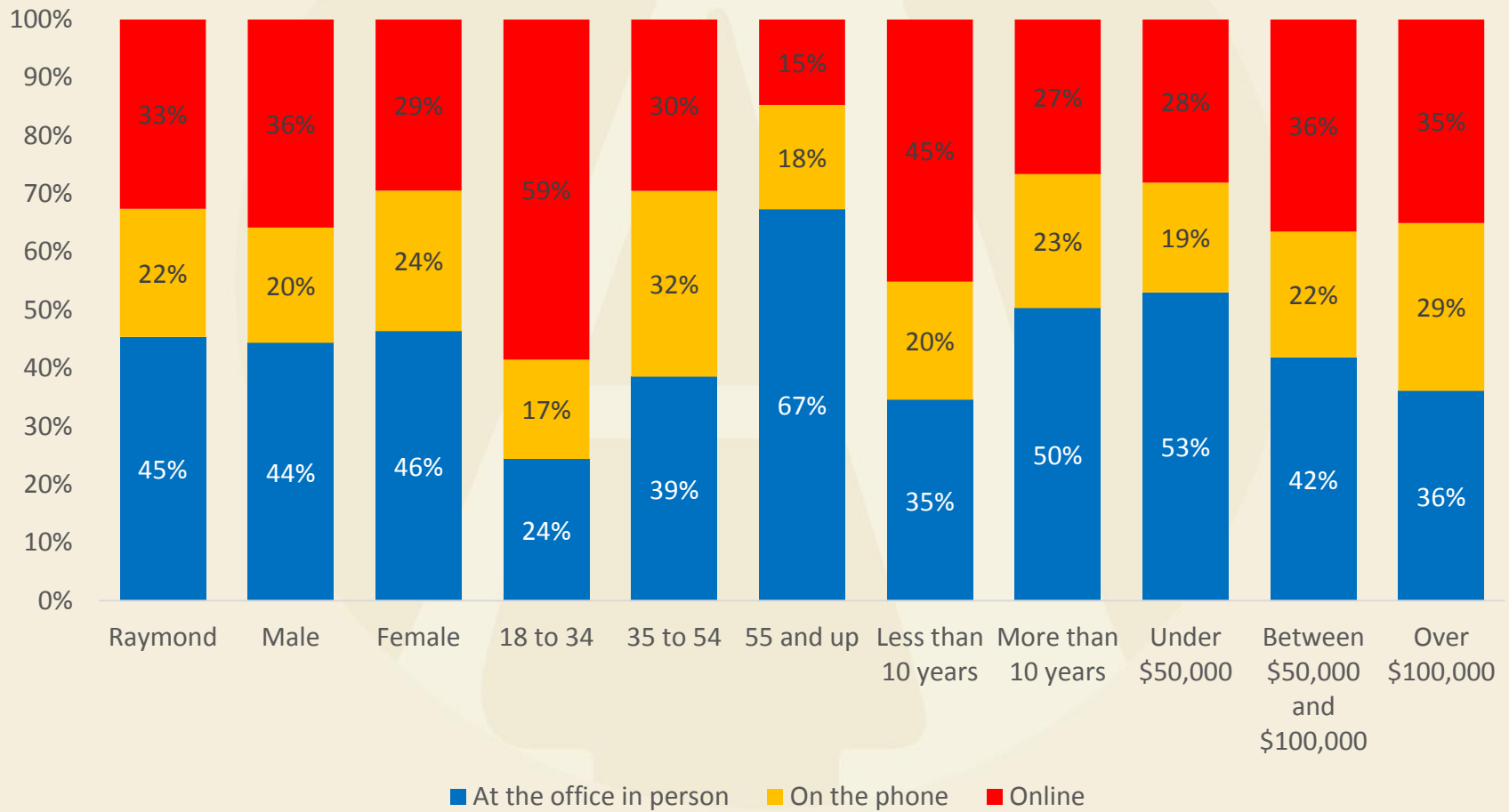
Visited Town website



Town website easy to use?



Preferred method of engaging with the Town



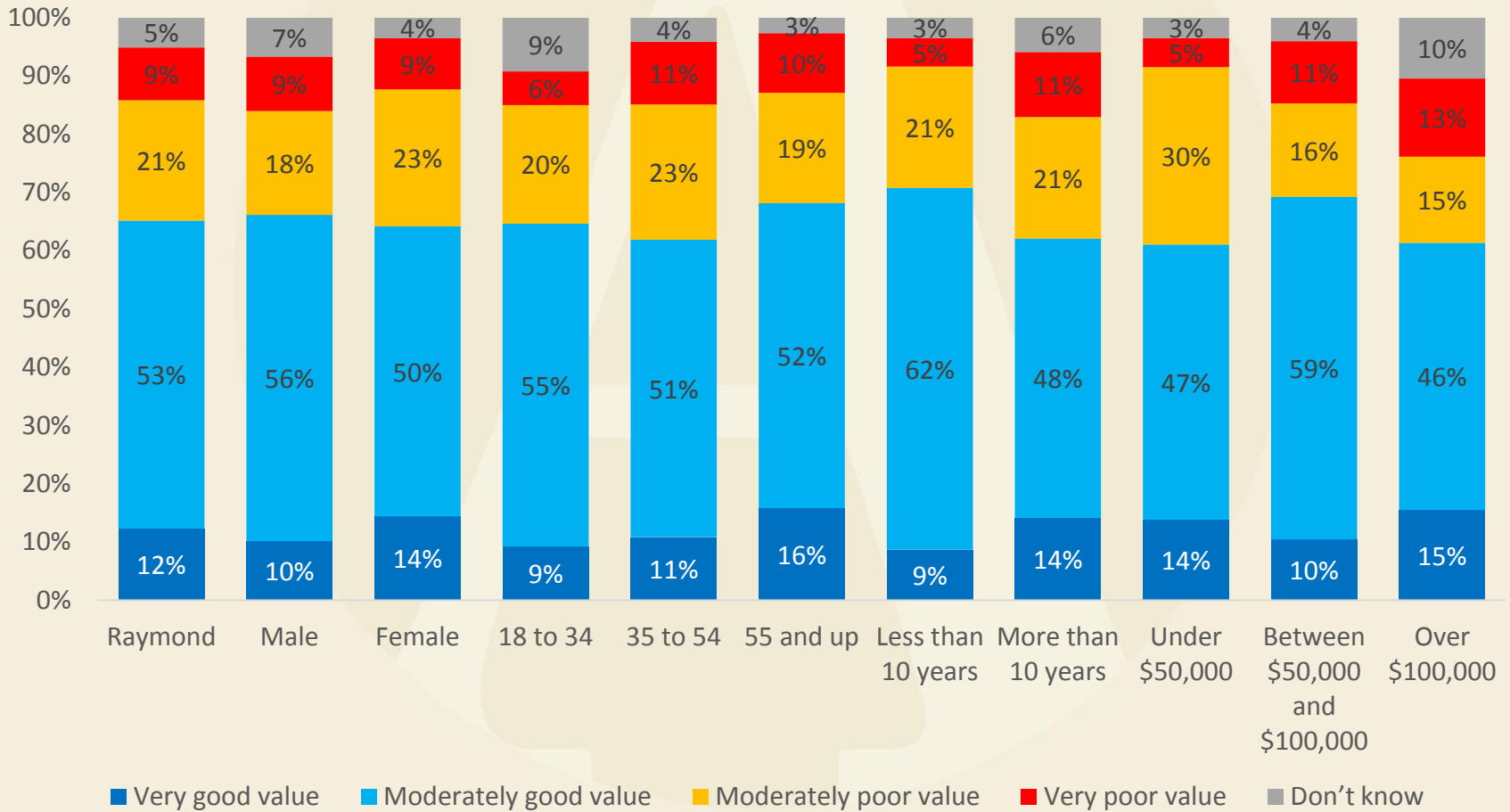
Customer Service

- A very high proportion (two-thirds) contacted the Town in the last year.
 - The people who contacted the Town were more likely to be male, more recent residents and higher income
- Those who did contact the Town were very satisfied with service they received (7.8)
 - The rating is highest with those under 35 and lower income residents
- More than a third (37%) of residents want more information from the Town, though a majority think the amount is about right.
- An astounding three-quarters (76%) of residents visited the Town website.
 - Most common with those under 35 (91%), more recent residents (87%) and higher income residents (83%)
 - Two-thirds (65%) of those said it was easy to use, including 77% of those 55 or older.
- Residents are divided on the best way to interact with the Town – the young prefer online and the older residents prefer in person



ISSUES

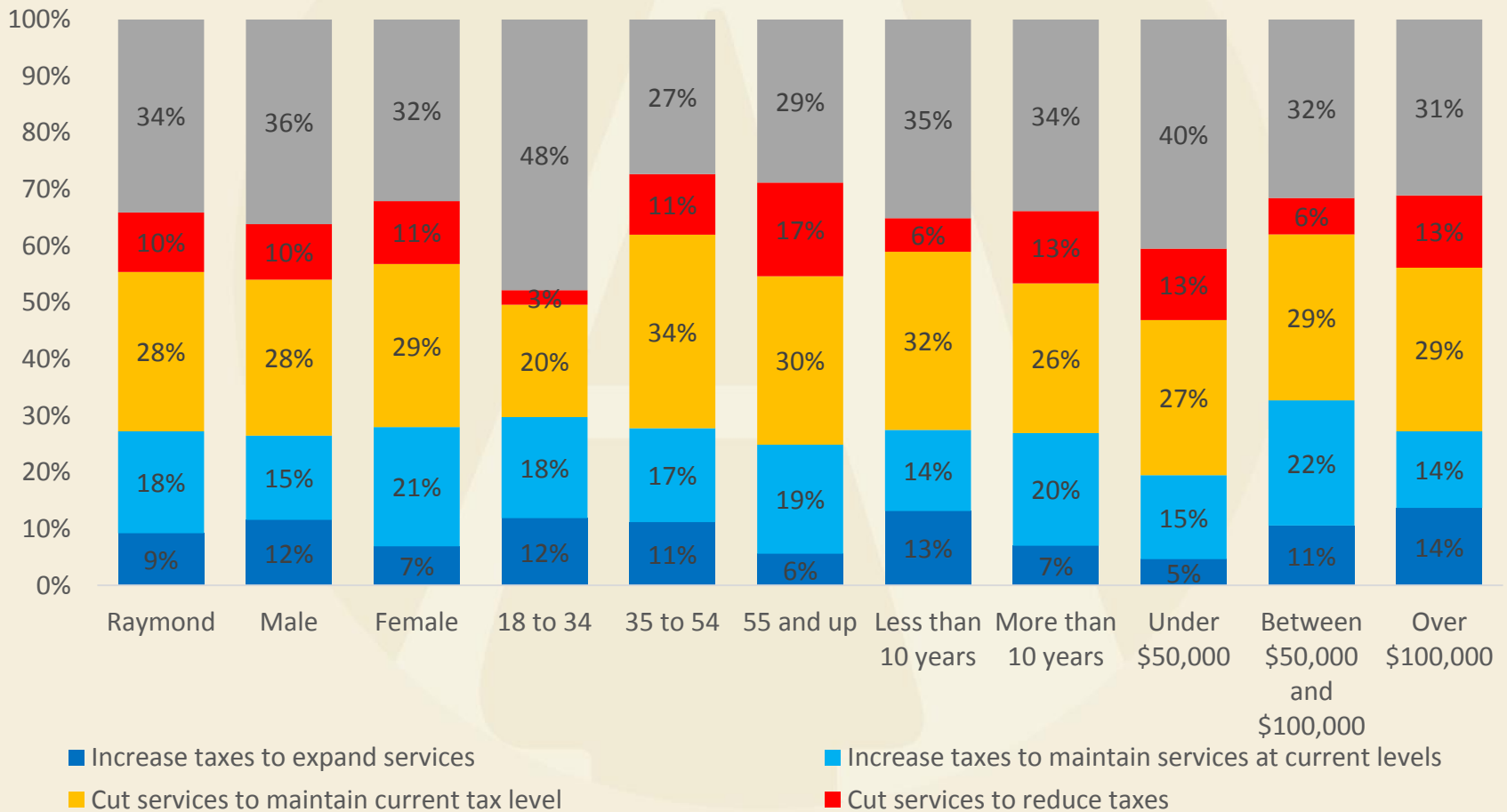
Good value for property taxes?



Q15. Your property tax dollars are divided between the Town of Raymond and the Provincial government. Approximately 73% of your property tax bill goes to the Town to fund municipal services and approximately 27% of your property tax bill goes to the provincial government. Considering the services provided by the Town, overall, do you think you get good value or poor value for the taxes you pay?

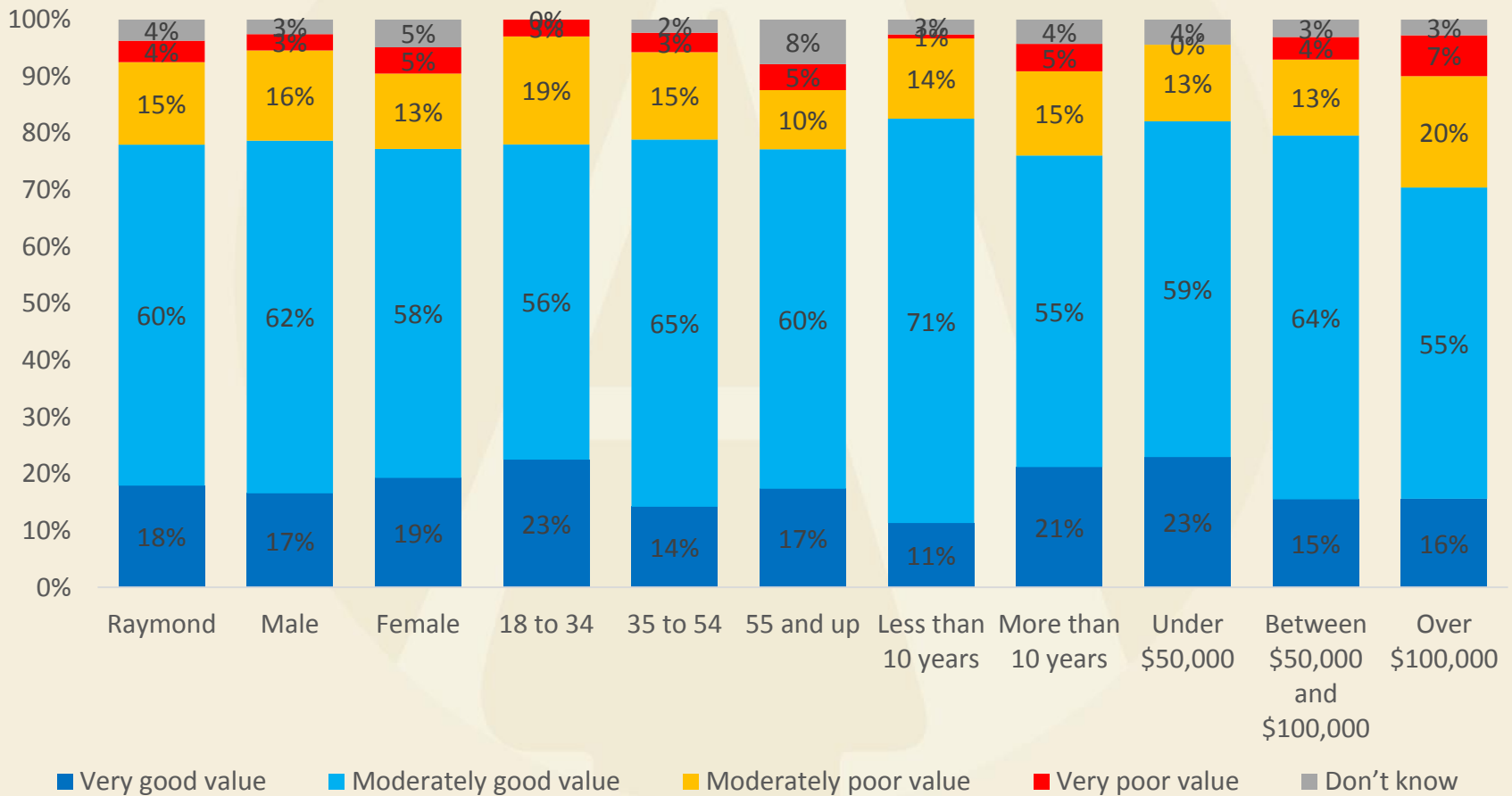


Balance between taxation and service delivery levels



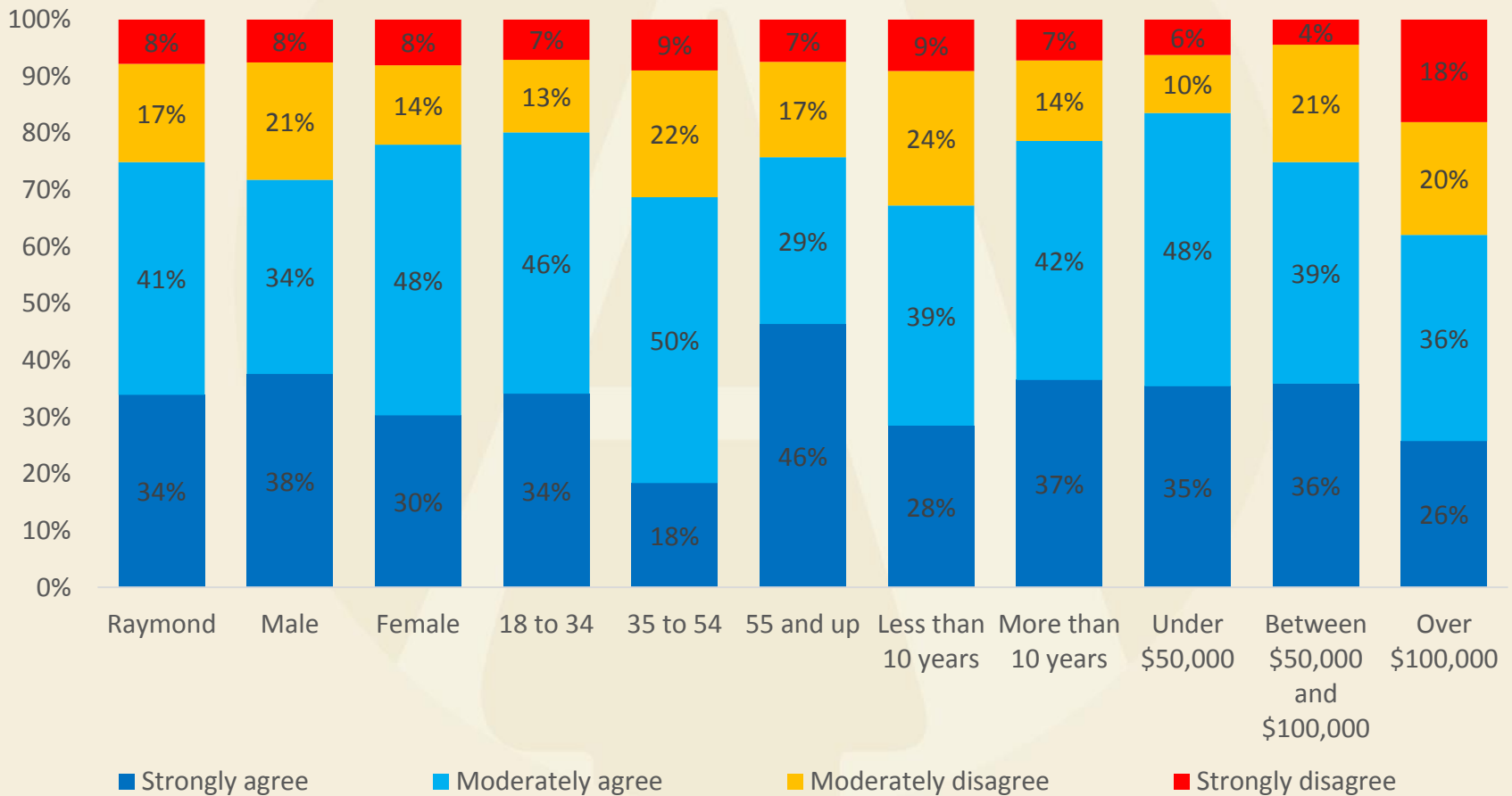
37 Q16. Municipal property taxes are the primary way to pay for services provided by the Town. Due to the increased cost of maintaining current service levels and infrastructure, the Town must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the Town to pursue?

Good value for user fees?



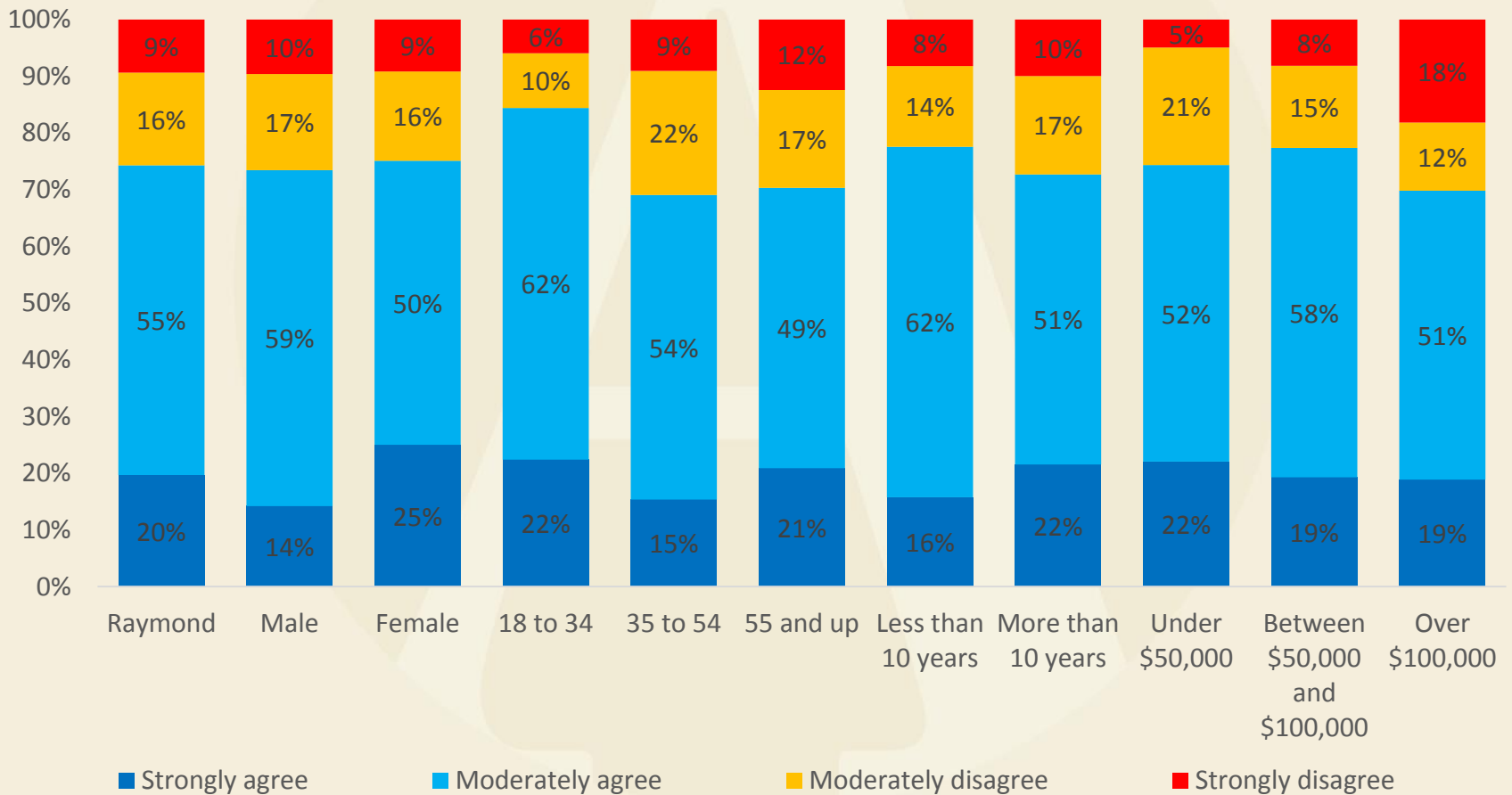
38 Q17. The Town of Raymond collects user fees for certain services. In your opinion, do you get good value or poor value for the user fees that you pay for specific services, such as: municipal utilities, like water, sewage, recycling and garbage; activities like swimming or skating?

The Town of Raymond is accountable to the community for leadership and good governance



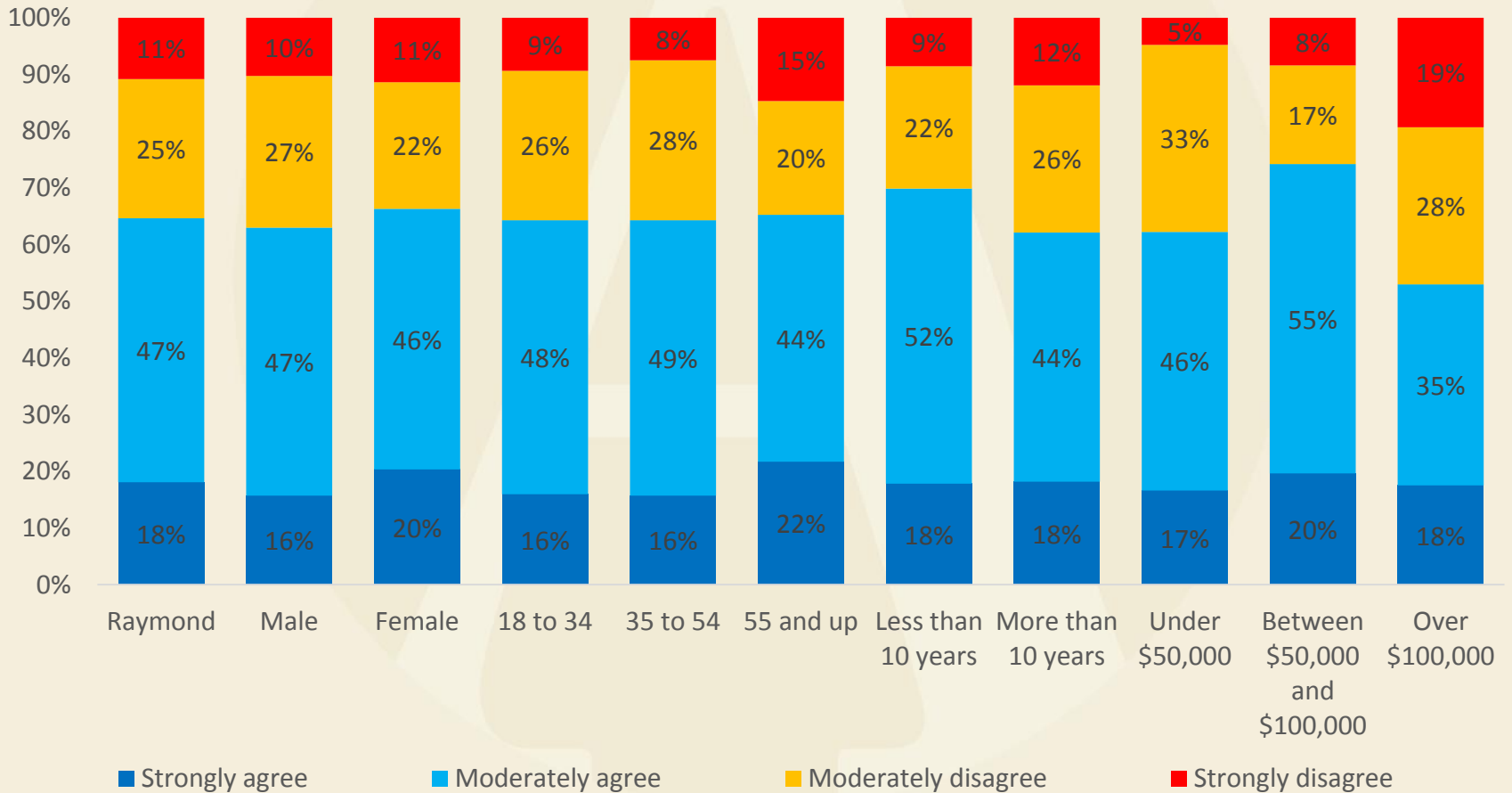
39 Q19a. Thinking about your own experience dealing with the Town of Raymond, please indicate if you strongly agree, moderately agree, moderately disagree or strongly disagree with each of the following statements: The Town of Raymond is accountable to the community for leadership and good governance

The Town of Raymond practices open and accessible government



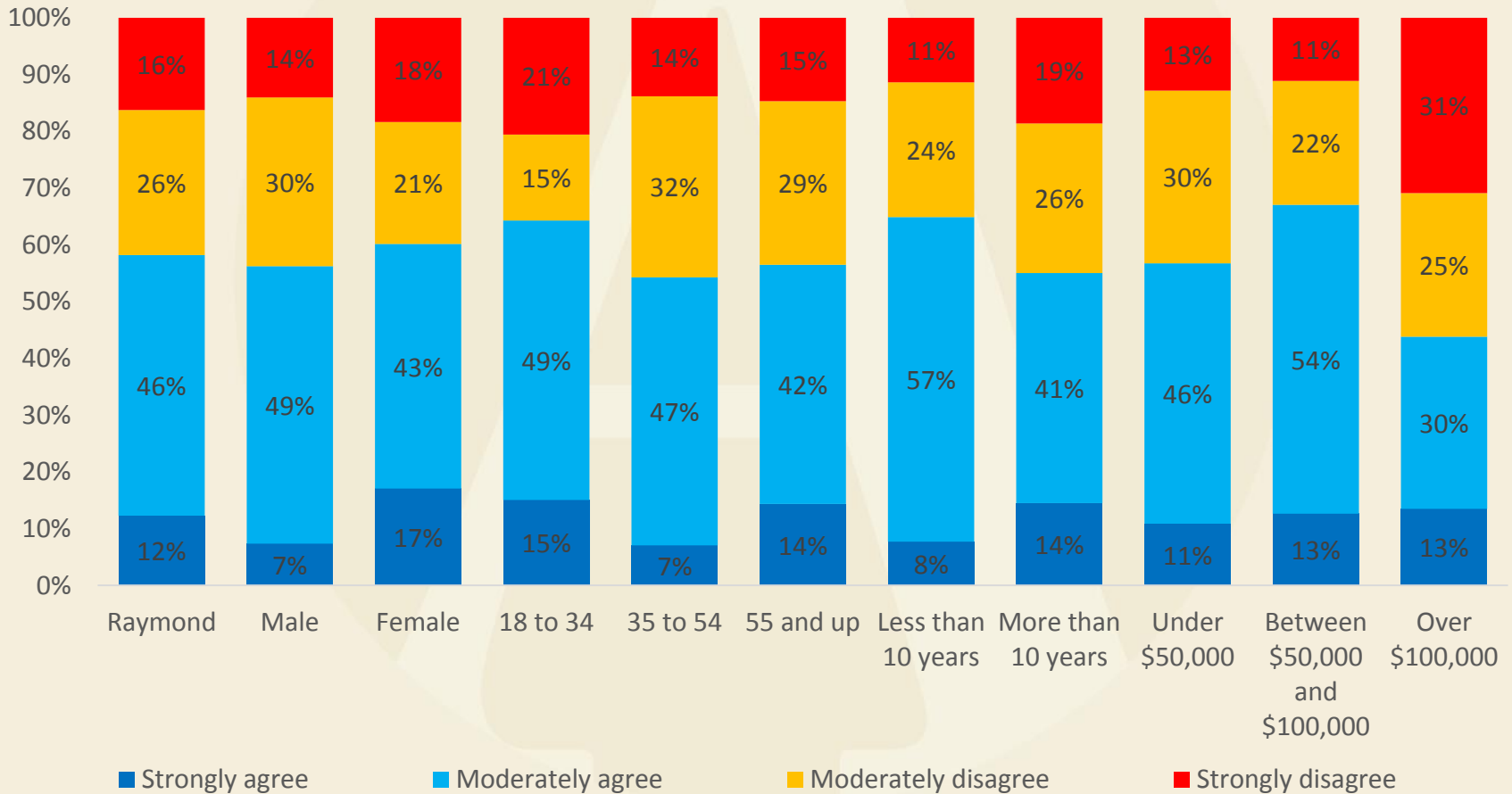
40 Q19b. Thinking about your own experience dealing with the Town of Raymond, please indicate if you strongly agree, moderately agree, moderately disagree or strongly disagree with each of the following statements:
The Town of Raymond practices open and accessible government

The Town of Raymond does the best it can with the money available



41 Q19c. Thinking about your own experience dealing with the Town of Raymond, please indicate if you strongly agree, moderately agree, moderately disagree or strongly disagree with each of the following statements: The Town of Raymond does the best it can with the money available

The Town of Raymond always takes resident's views into consideration when making decisions that affect them.



Q19d. Thinking about your own experience dealing with the Town of Raymond, please indicate if you strongly agree, moderately agree, moderately disagree or strongly disagree with each of the following statements:
The Town of Raymond always takes resident's views into consideration when making decisions that affect them.

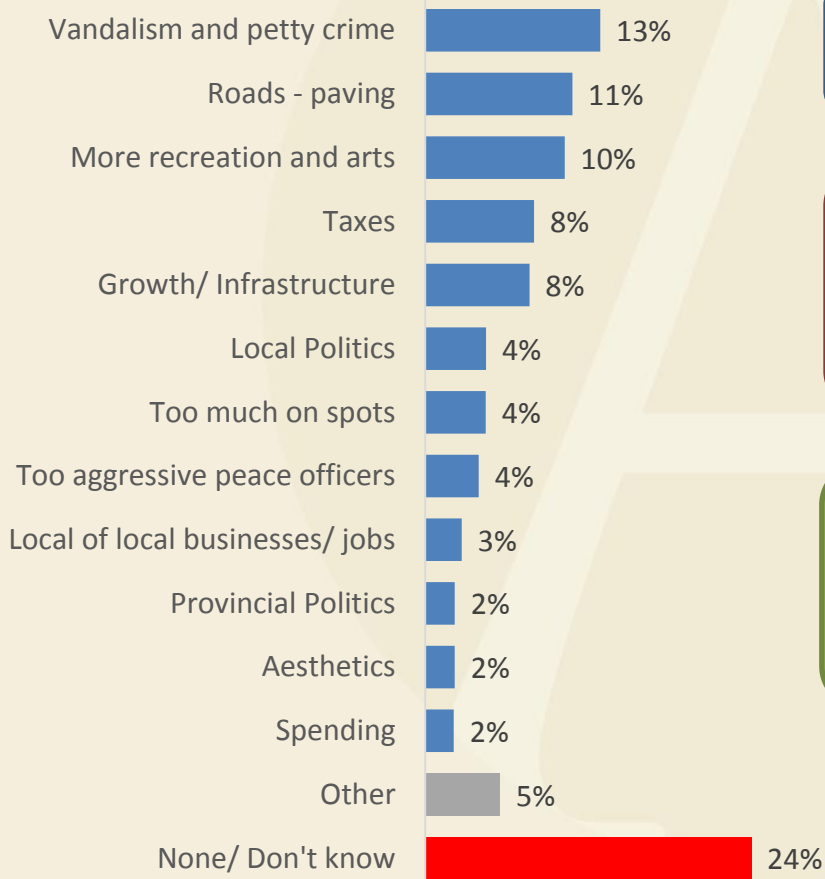
Issues

- 65% say they get good value for property taxes
 - This view is more common with older, recent, middle-income residents
 - The high intensity is almost equal between yes and no
- When given trade-offs between increasing taxes and cutting services – only 27% say increase taxes, to 38% who want to cut services. While 34% have no idea.
- 76% say they get good value for the user fees they pay
- 75% say the Town of Raymond is accountable to the community
 - 35% strongly agree – even more so among those 55 or older, but less so among those under 35 and higher income residents
- 75% say Raymond practices open and accountable government
- 65% say Raymond does best it can with money available
 - Only 18% strongly agree
- 68% say Raymond takes residents views into account when making decisions
 - only 12% strongly agree. This is higher with women, younger residents, recent residents and those in middle-income households

A large, stylized, light blue letter 'A' is centered on the page, set against a dark blue circular background. The 'A' has a unique, slightly irregular shape with a pointed top and a wide base.

PRIORITIES

Top local issue



Not raise taxes, reduce if possible.

Streets within town limits that are not paved/ need for a skateboard park

Over spending on sports, should be using money for roads and sidewalks

Repair of streets, mega funds used for sports, and why are sports facilities not open on Sunday's eg. Swimming pool

Lack of transparency in local government.

Not enough activities for teenagers

The arts in our town need more support from our town council. There is more to life then sports.

Gravel roads should be paved roads

Speeding in playground-breaking entry to cars and homes etc

Youth vandalism and mischief on the rise

Top priority for the next 12 months



Completion of present projects

Something for non sporting and non religious kids . Skate park, drop in centre

A Community hall

Improvement of roads, sidewalks, and lighting

Reducing property taxes.

Walkways, other facilities for kids beyond basketball and football

Slow down spending on Parks and Recreation. There are too many employees there, and they put too much money in that area. They should focus on things that will bring people and money to town. Get back to fixing town infrastructure like roads, back alleys, and trimming trees back on boulevards.

Providing a facility for youth that is open later year round.

Vandalism and walking trails

Peace officers being less controlling

Street repair, my street is half gravel and I live IN town... should have paved streets to all residential areas. More policing to keep the vandals at bay or better yet catch them.

Priorities

- Respondents were asked two open ended questions about the top local issue facing their community and what the top priority for the Town of Raymond should be over the next year.
- The top issue was clearly vandalism and petty crime, followed by the state of the roads and a desire for more recreation and arts activities and facilities.
- For the next 12 months the top priorities are:
 - Road maintenance in general and paving more of the Town in particular
 - More arts and recreational activities and facilities – with a focus on non-team sports. Calls for a skate park.
 - A desire to reduce spending – particularly in the parks and recreation spending

CONCLUSIONS

Conclusions

- Overall satisfaction levels with services and programs, value for taxes and fees, accountability, and quality of life issues are good.
- Road maintenance is the issue with which the most people are the least satisfied, and comes up in the open-ended questions.
- Despite high satisfaction with Police and Fire Services, there is serious concern about petty crime.
- While people are generally satisfied with how Downtown looks, there is a desire to improve the storefronts.
- There is no appetite for higher taxes, and a significant desire for lower taxes.
- While investments in recreation facilities are popular, there is a portion of residents who want investments in non-sports facilities.
- Men and higher income residents are less likely to be as satisfied, but are more likely to contact the Town.

A large, stylized, light blue letter 'A' is centered on the page. It is set against a dark blue circular background that is itself centered on the page. The 'A' has a modern, geometric design with a horizontal bar that tapers slightly at the ends.

Hamish I. Marshall
778-835-3715
hmarshall@torch.agency