



Imagine that!



Full Report

2018 Stratford Resident Survey

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INTRODUCTION

The Town of Stratford's "Sustainable Stratford - Results Matter" performance management system includes measures monitored in the annual Residents Survey. This Final Report on the ***Stratford Residents Survey 2018*** has been produced as part of the reporting process. This is the seventh, annual survey and is one method that the Town of Stratford is using to receive feedback from residents and note community changes over time. Results of the survey are used to inform the strategic operations planning process each year.

A Summary Report is also available (see www.townofstratford.ca website.) Additional reports and communications documents have also been created to present findings to the public, Council Members, special committees and staff.

STRATFORD SURVEY BACKGROUND

The Town of Stratford is committed to sustainability and envisions a future where the social needs of residents are taken care of, where the culture and heritage are rich, diverse and celebrated, where the limits of the earth to sustain the people are recognized and respected, where there is a thriving local economy and where there is a transparent and responsive local government.

To ensure that the Town of Stratford is continually moving towards the desired future, the Town has developed a performance management system based on the balanced scorecard and its sustainability vision. The performance management system is called "Sustainable Stratford – Results Matter" and it includes 16 broad objectives and 38 performance indicators. The performance indicators measure the Town's progress towards its objectives.

Some of the performance indicators are based on existing data that is available to the Town - like the number of trees planted, the amount of water used per person or the number of Town volunteers. Other performance indicators, such as resident satisfaction with the Town's governance, resident perception of safety and resident health requires that residents be contacted to obtain the data.

Performance is monitored, and initiatives are adjusted as required, to improve performance in each area. The results are reported regularly to residents so that the Town is transparent and accountable for its actions.

The annual resident survey – now in its seventh year - has been designed to gather the information required for the indicators for which there is no other data source and that require measuring resident opinions and activities. Having a statistically valid survey allows the Town to report the results of the survey with confidence and to rely on the data from the survey to measure performance and to continually improve.

Service providers: Vicki Bryanton – Providing Practical Solutions – and Insight Studio, were contracted to provide support to the Town of Stratford for the planning, development, implementation, analysis and reporting of the survey.

Insight Studio is a branding and marketing agency located in Charlottetown, Prince Edward Island. Specializing in branding, marketing and communications, Insight Studio works with both public and private sector clients to support them in identifying and achieving their goals. Vicki Bryanton’s consulting service focuses on strategic planning, survey design to achieve strategic goals, implementation needs, management-based analysis (with statistical analysis performed by Atlantic Evaluation Group Inc.), and reporting.

SURVEY DEVELOPMENT

Key areas of inquiry were identified in consultation with Robert Hughes, Chief Administrative Officer for the Town of Stratford, PEI; senior staff; and special committees including staff and volunteers. Survey questions were developed to address:

1. Stratford Strategic Plan Objectives as identified by the Town of Stratford staff;
2. Indicators to be repeated year over year (benchmarking questions): satisfaction with town governance; residents self-reported health status; perceptions of community safety; environmental stewardship; and energy conservation measures;
3. Indicators reserved as biannual questions were consistent over the first four years and are unlikely to change dramatically in a single year. This year’s biannual indicators include: communications, T3 Transit for Stratford (added in 2016), and active transportation;
4. New areas of inquiry (change each year) – specific Town Initiatives and this year’s special focus areas: customer service with the Town of Stratford, access to services, paper consumption reduction related to the

Town newsletter and annual survey, and support for increasing the number of smoke-free places.

5. Demographics (e.g. - length of residency, type of housing, age, household income).

Changes This Year

The set of benchmarking questions have been strategically assigned for annual or bi-annual collection. This sampling change began in 2014, after the fourth annual survey, and allows for additional special inquiry questions each year while maintaining the monitoring of benchmark questions and trends.

An addition was made to biannual questions taken from specialty question around the T3 Transit system services for Stratford- used first in 2016.

This year's special inquiry questions focused on customer services provided by various departments, access to services and preferred methods of contact, paper reduction strategies under consideration for the Town newsletter and the annual survey, and opportunities for Stratford to increase smoke-free spaces within the Town.

New questions were tested with an online focus group of Stratford residents. Recruitment was done using email and social media (Facebook). Participating focus group members completed the new survey questions only and responded to questions on survey question clarity, ease of use, and recommended areas of questioning. Refinements to the new questions were made based on focus group feedback. See final survey questions in Appendix A – Stratford Residents Survey 2018.

With the release of Statistics Canada 2016 Census data, benchmarking data from the 2016 and 2017 Stratford Residents Surveys were reweighted to reflect the information from the 2016 Census. This weighted benchmarking data is used to look for significant changes over time.

METHODOLOGY

To best reach a representative sample, to ensure a good response rate and to meet the needs of residents, a multi-mode method is used with both online and paper survey options (see full description in Appendix B – Multi-mode Method.) The survey was administered online using the SurveyMonkey platform. The survey construction included primarily closed questions (multiple choice: one answer, multiple answer); matrix-rating scales (mainly balanced Likert scales and a few unbalanced scales); and a small number of comment boxes.

The online survey and paper survey were aligned so that the questions and their position in the survey were the same. Those completing the paper survey did see the skipped-questions not shown to those completing the online survey.

The survey did not gather any information to identify individual respondents and results are reported in aggregate form only; with access to individual responses restricted to only the research team.

Sample

The target population for this survey was adult representatives of the 3,818 households of the Town of Stratford, Prince Edward Island (according to 2016 Census). Respondents could complete one of two survey options - an electronic, online survey (promoted through direct email and multi-media promotions) or a paper survey delivered to Stratford 3,521 of the households via Canada Post flyer-delivery service to ensure that paper surveys were only left at Stratford households.

A vigorous and multi-mode communications strategy resulted in 916 adult residents completing the survey (285 completing paper surveys and 631 completing online surveys) which exceeded the minimum projected sample size of 360.

Survey Recruitment

The recruitment strategy for the survey was designed and managed by Insight Studio and implemented in conjunction with Town of Stratford staff. A detailed and comprehensive communications plan was implemented to support the recruitment of Town of Stratford residents to participate in the survey. Tactics included both direct messaging to residents and broader awareness tactics to act as reminders.

The survey was launched on January 8, 2018 with the paper survey delivered to households February 5-8, 2018. The survey deadline was February 26, 2018 with paper surveys accepted until March 2nd to allow for postal return delays.

Direct recruitment included three email invitations to residents and one direct delivery of the paper survey to households along with a self-addressed, business reply envelope. Broader awareness activities included promotion on the Town of Stratford's Facebook and Twitter accounts, Facebook post and paid advertisements, and one media release that was sent to the provincial media outlets. Information notices were also distributed electronically through local schools and community groups to increase uptake.

A series of e-blasts were distributed through the Town of Stratford's newsletter email list of approximately 1200 residents and stakeholders, directing them to the online survey and noting that a paper survey would also be delivered to Stratford residents. The paper survey also contained a link to the online survey to allow residents more choice in how they responded to the survey.

Paper surveys were data entered via an online portal by two members of the Town of Stratford staff experienced in the data entry of this survey; trained and monitored by the survey developer.

Data quality assurance procedures can be found in Appendix C – Data Quality Assurance.

Survey Analysis

Atlantic Evaluation Group completed the data analysis, which included the weighting of the 2018 data as well as the reweighting of the benchmarking 2016 and 2017 data to the 2016 Census information. A more detailed description of survey analysis factors may be found in Appendix D – Data Analysis Notes.

The benchmarking between the 2018 Survey and previous years was completed using inferential statistics. Significant differences between years are noted in this report. Only differences between years of greater than 10% are reported here.

All surveys are subject to non-response bias by people choosing not to participate in the survey. The potential for other nonresponse biases for the survey are recognized for residents with low literacy skills which might affect

response to a paper or online survey and for residents who are new-comers to the province and/or do not have English as a first language.

RESULTS

The Town of Stratford's *Sustainable Stratford - Results Matter* performance management system uses key performance indicators to address progress on strategic objectives. Objectives are categorized under 4 perspectives: Resident/Stakeholder Perspective, Stewardship Perspective, Internal Process Perspective and Organizational Capacity Perspective. The ***Stratford Residents Survey 2018*** is one method that the Town of Stratford is using to receive feedback from residents.

Results are reported under the Strategic Objectives addressed by the relevant survey questions.

The data was weighted - adjusted to match the demographics for the Town of Stratford, based on 2016 Census data (Statistics Canada, 2017) - for age, gender and dwelling type (except for the under-representation of the 15-24-year olds, which could not be corrected.) The survey accuracy (margin of error) was +/- 3.1%, 19 times out of 20.

Percentages may not add exactly to 100% due to rounding. Only non-response rates (missing data due to question skipping) of over 10% are reported. Percentages shown in charts and tables are a percentage of those who answered each question.

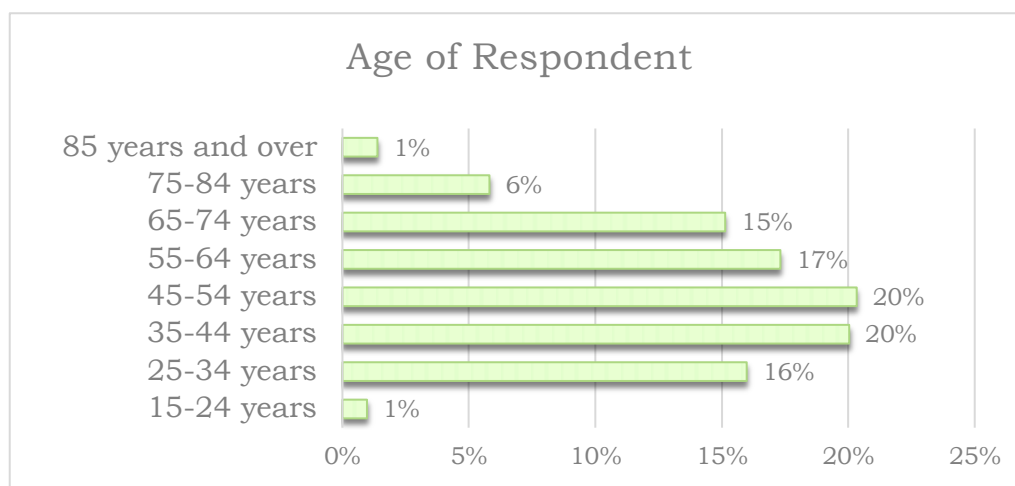
PROFILE OF RESPONDENTS

It is not unusual for respondents to skip demographics questions in surveys that allow question skipping. Depending upon the question, 10-11% of respondents chose not to answer the following demographics questions, which we asked at the end of the survey.

Respondents to the Stratford Resident Survey 2018 were 59% female, 38% male and less than 1% transgender, third gender, non-binary, non-conforming or other gender.

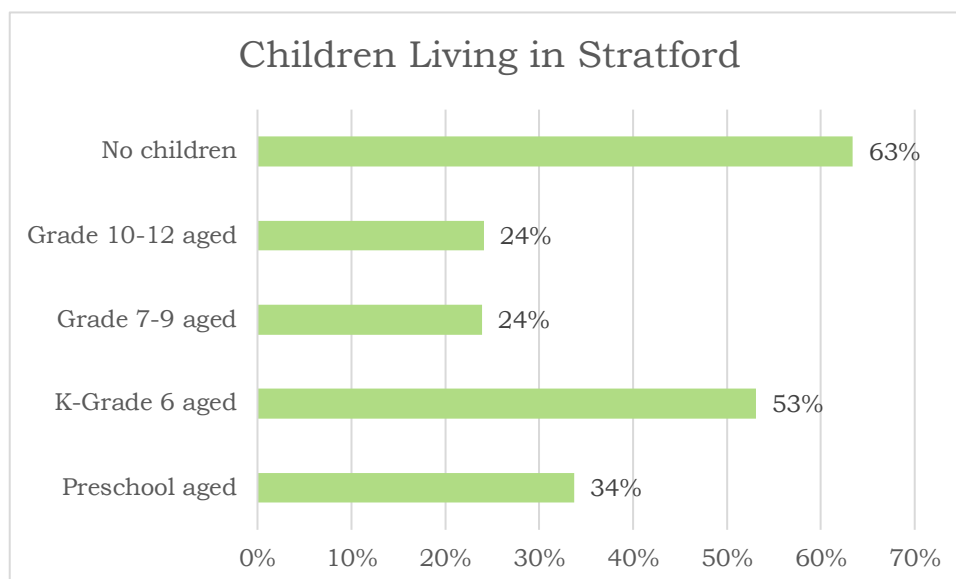
The Respondents' by ages were:

- 1% aged 15-24 years
- 16% aged 25 to 34 years
- 20% aged 35 to 44 years
- 20% aged 45 to 54 years
- 17% aged 55 to 64 years
- 15% aged 65 to 74 years
- 6% aged 75 to 84 years
- 1% aged 85 and over
- 3% chose not to report age



Eighty-nine percent (89%) of respondents were Canadian citizens at birth with 11% born in another country. Ninety-four percent (94%) had lived in Canada for 10 years or more, 5% for less than 10 years. Fifty-two percent (52%) had lived in Stratford for 10 years or more, 19% for 5 to less than 10 years, 17% for 2 to less than 5 years, and 12% for less than 2 years.

Sixty-three percent (63%) of respondents report that they have no children under the age of 19 living in their household. Of the 37% of households who reported having children under the age of 19 years living in their households, 24% of households have children in grades 10-12, 24% have children in grades 7-9, 53% have children in kindergarten to grade 6, and 34% have pre-school aged children in the household.



Eighty-three percent (83%) of respondents owned their dwelling while 17% rented. Seventy-eight percent (78%) lived in single detached houses, 8% lived in semi-detached houses, while 14% lived in apartments (duplexes or multi-story buildings) or row houses.

The number of occupants per dwelling showed 13% of homes with 1 person living in the home, 41% with 2 people, 18% with 3 people, 19% with 4 people, 6% with 5 people, and 2% with 6 or more people living in the home.

Respondents were asked to estimate the total income received by all household members (from all sources before taxes and deductions) in 2017. Of those who responded, the estimated household incomes were:

- 5% with less than \$30,000
- 6% with \$30,000 or more but less than \$40,000
- 6% with \$40,000 or more but less than \$50,000
- 5% with \$50,000 or more but less than \$60,000
- 8% with \$60,000 or more but less than \$70,000
- 5% with \$70,000 or more but less than \$80,000
- 5% with \$80,000 or more but less than \$90,000
- 6% with \$90,000 or more but less than \$100,000
- 20% with \$100,000 or more but less than \$150,000
- 16% with \$150,000 and over
- 18% preferred not to say

IMPROVING ENVIRONMENTAL RESPONSIBILITY

Strategic Objective: Stratford recognizes the intrinsic value of the ecosystems and bio-diversity on which it is built and will educate residents and stakeholders on their value and work to increase community stewardship of these valuable systems.

Ecological Principle: Stratford recognizes the intrinsic value of biodiversity and the coastal and agricultural ecosystems on which it is built. Nature is much more than a resource, it sustains us economically, spiritually and aesthetically. We share it with other creatures who deserve our respect. Appreciation of nature allows us to protect and restore its worth. We can also learn from the principles on which natural systems are built.

The Town of Stratford strives to improve its supervision and management of environmental concerns. Residents were asked about their awareness of the following Town initiatives:

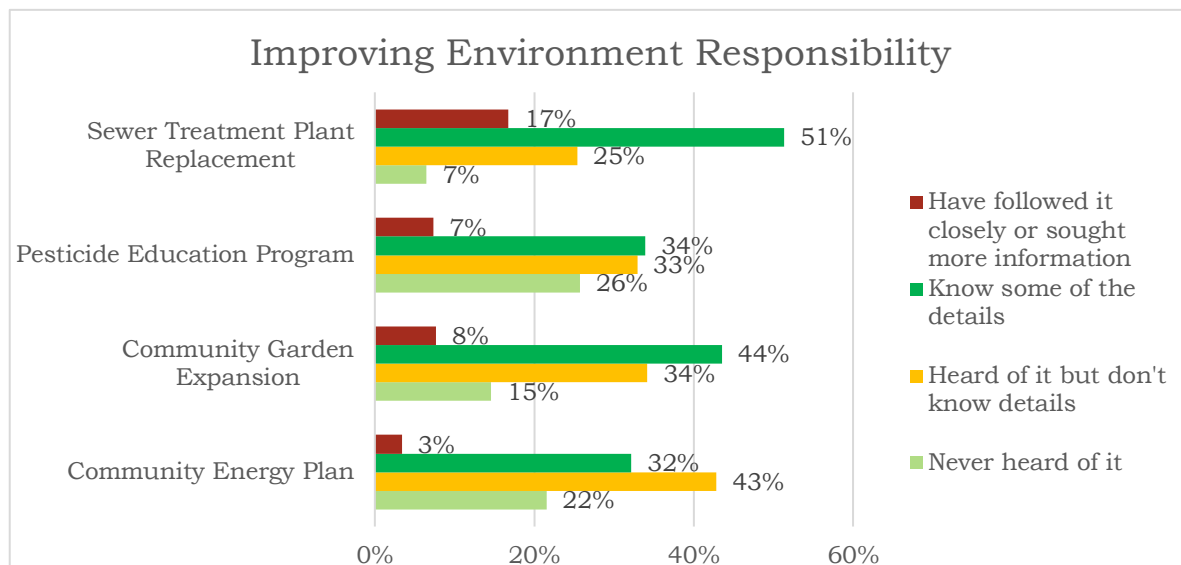
- Sewer Treatment Plant Replacement
- Naturally Stratford - pesticide education program
- Community Garden Expansion
- Community Energy Plan

The *Sewer Treatment Plant Replacement* plan had excellent recognition with 93% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 7% had never heard of it

The *Naturally Stratford* - pesticide education program had good recognition with 74% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 7% had never heard of it.

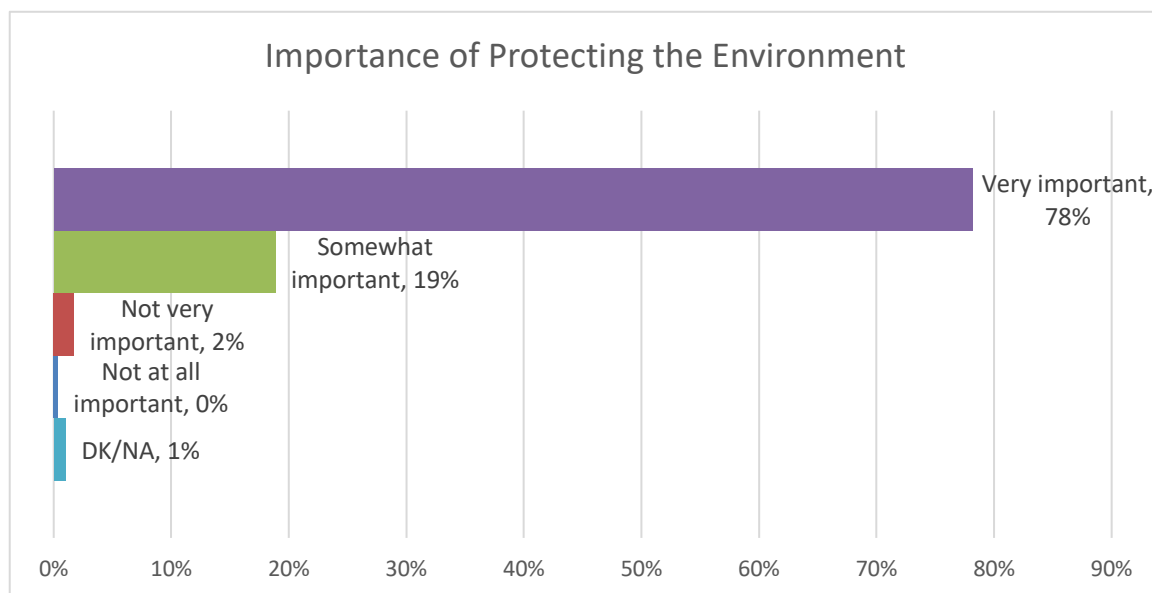
The *Community Garden Expansion* had very good recognition with 86% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 15% had never heard of it.

The *Community Energy Plan* had good recognition with 78% indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 22% had never heard of it.



RESOURCES USED TO PROTECT THE ENVIRONMENT

Stratford residents continue to show strong support for the use of Town resources to protect the environment. Ninety-seven percent (97%) of residents feel it is “somewhat important” or “very important” to use resources to protect the environment while 2% felt it was “not very important”, “not at all important, or “don’t know/no answer”.



Residents were asked about certain environmental actions taken by anyone in their household in the last 12 months, including:

- planting trees or shrubs on your property
- planting trees or shrubs in the community (not your property)
- helping to clean a pond or other waterway within Stratford
- picking up garbage in a natural area within Stratford
- participating in citizen-science activities of measuring, monitoring, or reporting – examples: bird count, water monitoring

Forty-six percent (46%) reported trees or shrubs being planted on their property within the last 12 months with 54% reporting not planting trees or shrubs or indicated that it was not applicable to them.

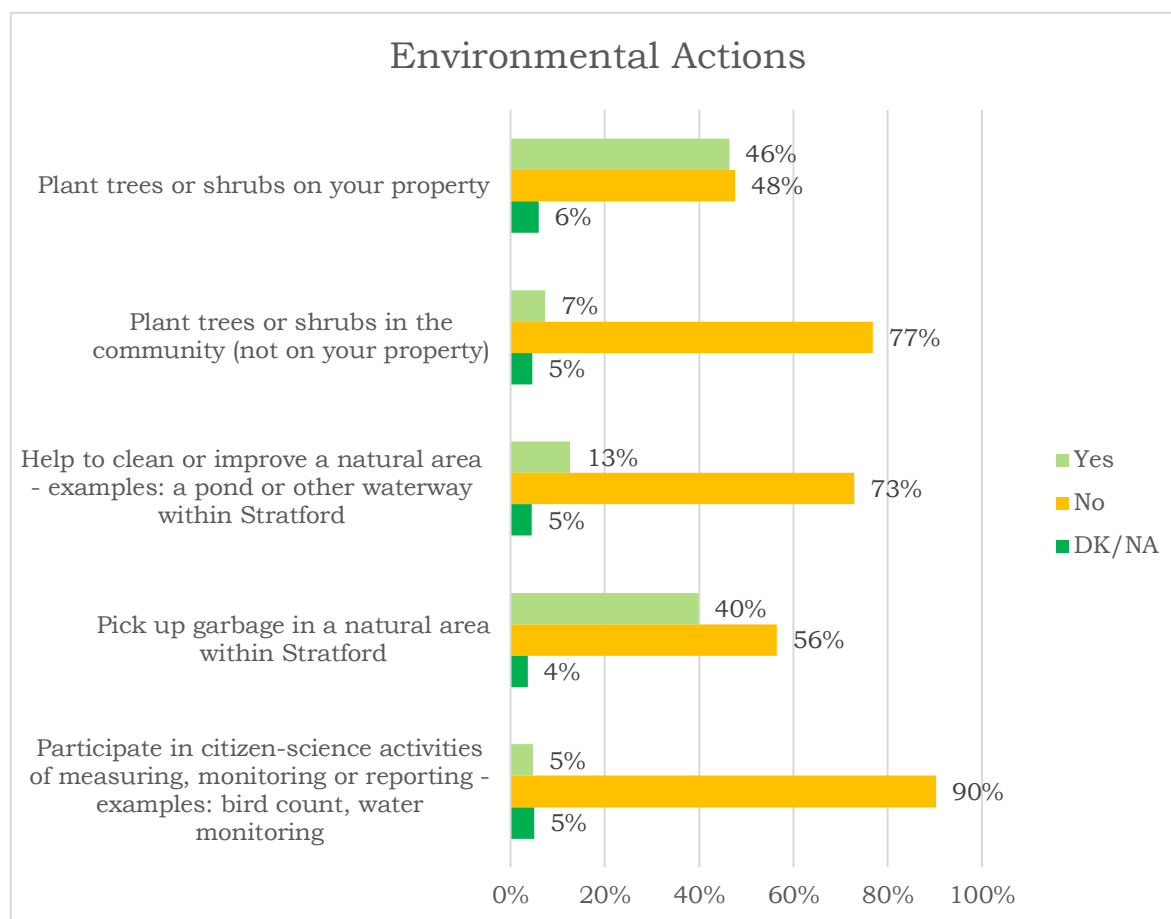
Seven percent (7%) reported trees or shrubs in the community (not on own property) within the last 12 months with 82% reporting not planting trees or shrubs in the community or indicated that it was not applicable to them.

Thirteen percent (13%) reported helping to clean a pond or waterway within Stratford within the last 12 months with 78% reporting not helping to clean a pond or waterway within Stratford or indicated that it was not applicable to them.

Forty percent (40%) reported picking up garbage in a natural area of Stratford while 60% did not or indicated that it was not applicable to them.

Five percent (5%) reported participating in citizen-science activities of measuring, monitoring, or reporting (examples: bird count, water monitoring) while 95% did not or indicated that it was not applicable to them.

Eight to eleven percent (8-11%) of respondents skipped these questions.

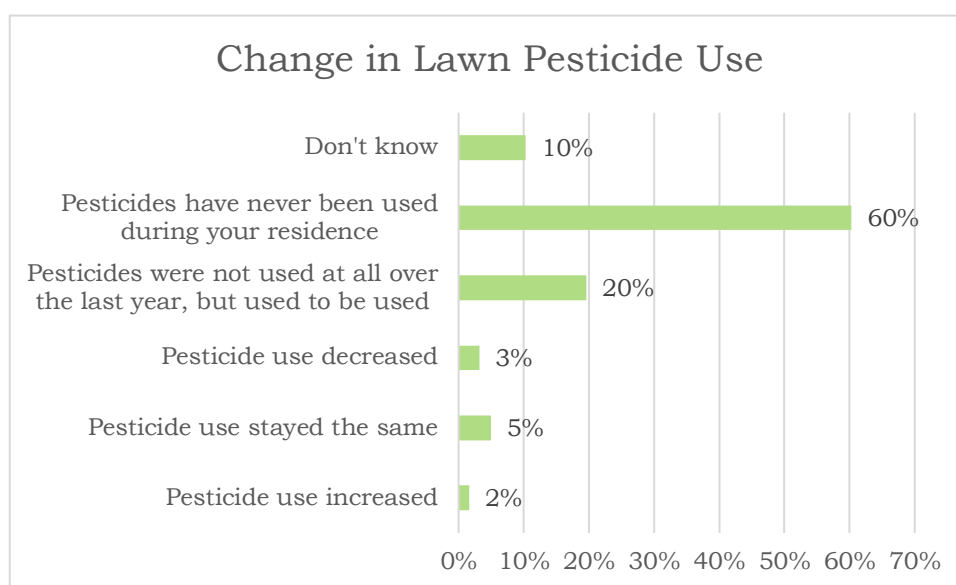


Lawns and Cosmetic Pesticide Use

Ninety-three percent (93%) of respondents reported having a lawn and 7% did not have a lawn.

For the purposes of this survey, the term “pesticides” refers to any synthetic (man-made) chemical substance that is used to prevent, reduce, destroy, repel or attract any weeds or pests. Residents were asked about changes in their lawn pesticide use over the last year – compared to the previous year.

Most respondents, 60% reported that lawn pesticides have never been used during their residency. Twenty percent (20%) did not use pesticides within the last year (but they had been used in the past.) For the rest, 3% reported decreased pesticide use, 5% reported that pesticide use remained the same, 2% reported an increase in pesticide use compared to the previous year, and 10% did not know what had occurred.



INCREASING RESOURCE EFFICIENCY

Strategic Objective: Stratford will use our natural resources, which include land, water and energy, more efficiently and effectively.

Residents were asked about their use of alternate energy sources, energy saving actions taken, water supply and water conservation actions.

Specifically, residents were asked to check all options that applied to the question: ***Does your home currently use any of the following?***

- Geothermal heat pump
- Air source heat pump
- Solar panels used to heat water
- Solar panels used to generate electricity (photovoltaic)

- Wind power
- Biofuels (other than wood, for example - biodiesel)
- Other

Sixty-seven percent (67%) of residents were not using any of the noted alternate energy sources in their homes. Four percent (4%) reported using a geothermal heat pump, 24% air source heat pump, 3% use of biofuels (other than wood, for example - biodiesel), 1% solar panels to heat water, and 4% don't know.

ENERGY SAVING ACTIONS

Residents were asked: ***Have any of the following energy-saving actions been taken in your home?***

- Replaced older light bulbs with LED bulbs
- Use a programmable thermostat to automatically lower the temperature
- Regularly wash laundry in cold water
- Regularly air dry laundry (where clothes lines are permitted)
- Use a High Efficiency (HE) Washer
- Use a High Efficiency (HE) Dryer
- Improved the insulation in the home

Improvements made within the last 12 months included:

- 38% Replaced older light bulbs with LED bulbs
- 15% Use a programmable thermostat to automatically lower the temperature
- 22% Regularly wash laundry in cold water
- 14% Regularly air dry laundry (where clothes lines are permitted)
- 1% Use a High Efficiency (HE) Washer
- 16% Use a High Efficiency (HE) Dryer
- 9% Improved the insulation in the home

Improvements made more than 12 months ago included:

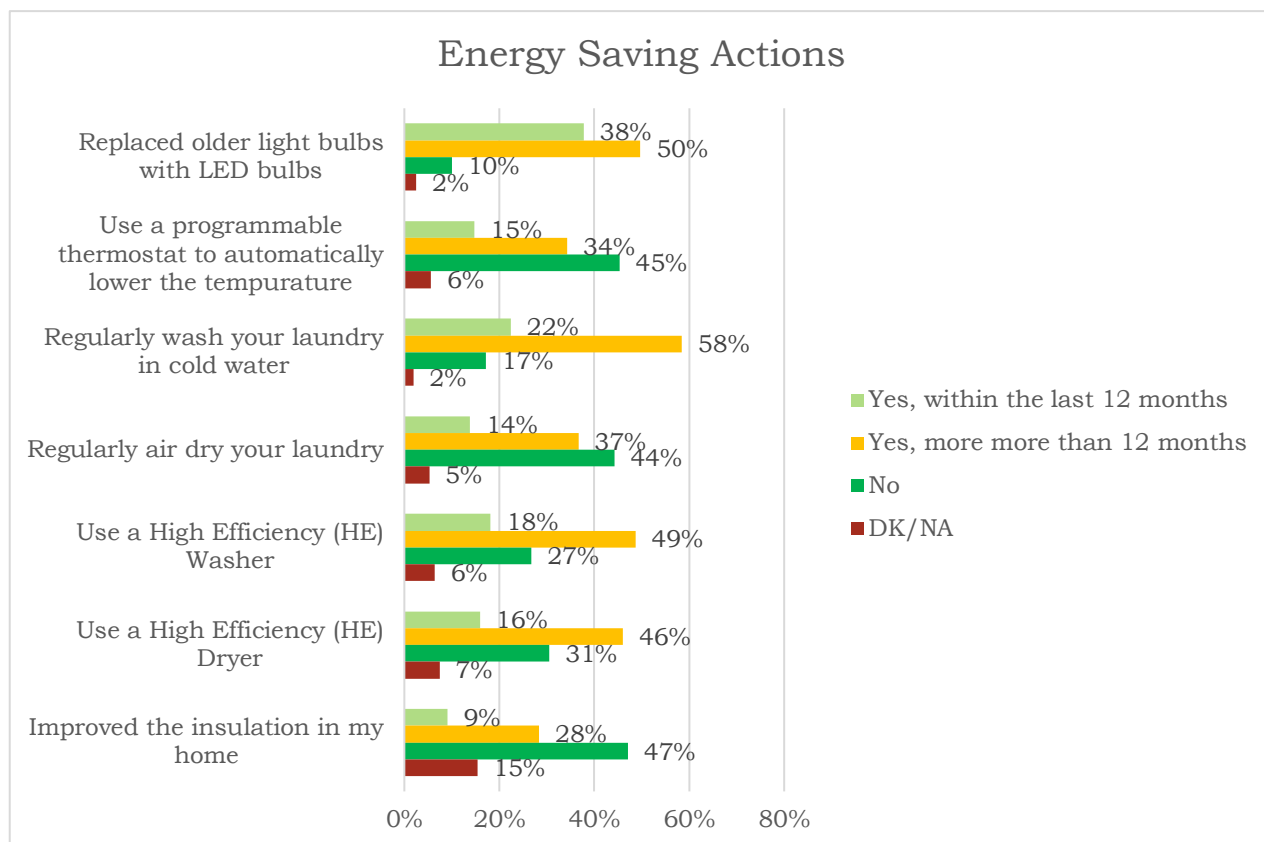
- 50% Replaced older light bulbs with LED bulbs
- 34% Use a programmable thermostat to automatically lower the temperature
- 58% Regularly wash laundry in cold water
- 37% Regularly air dry laundry (where clothes lines are permitted)
- 49% Use a High Efficiency (HE) Washer
- 46% Use a High Efficiency (HE) Dryer
- 28% Improved the insulation in the home

No improvements were reported by some respondents and included:

- 2% did not replace older light bulbs with LED bulbs
- 6% did not use a programmable thermostat to automatically lower the temperature
- 2% did not regularly wash laundry in cold water
- 5% did not regularly air dry laundry (where clothes lines are permitted)
- 6% did not a High Efficiency (HE) Washer
- 7% did not use a High Efficiency (HE) Dryer
- 15% did not improve the insulation in the home

Respondents could also add additional comments following these questions. The 126 comments were reviewed and grouped as they related to: changes to doors/windows, installing low flow toilets, additional temperature lowering behaviours, controls for passive solar, and other types of energy-saving actions.

Ten to twenty percent (10-20%) of respondents skipped these questions.



USE OF PUBLIC TRANSIT

Ninety-seven percent (97%) of respondents have (or have access to) a vehicle for every day travel. Three percent (3%) have occasional or no access to a vehicle for every day travel.

Stratford has a public transit system. Currently, the T3 Transit buses run between Stratford and downtown Charlottetown with connections to other areas of Charlottetown and Cornwall -- Monday through Friday.

Residents can take the bus to get to downtown Charlottetown at 7:15, 7:45, 8:15 and 8:45 am and can transfer to continue to other parts of Charlottetown and Cornwall at no extra charge. Residents can likewise return to Stratford from downtown (using a connection if necessary) at 12:00 pm, 3:30 pm (was being tested during the time of the survey but is now in regular service), 4:15 pm, 4:45 pm, 5:15 pm and 5:45 pm.

The cost of a one-way trip is \$2.25 (with no additional cost for transferring to other buses - including the buses that travel around Charlottetown and to Cornwall.)

Fifteen percent (15%) reported using the T3 Transit system in the last 12 months leaving 85% who had not used the system in the last 12 months.

Perceptions of the T3 Transit System

All survey respondents (not just those who had used the T3 Transit system) were asked to respond to statements about the current transit system based on what they have seen or heard from others.

Forty percent (40%) agreed or agreed strongly that *information on how to use the bus is easy to find*, 16% disagreed or disagreed strongly with the statement and 43% chose don't know/not applicable.

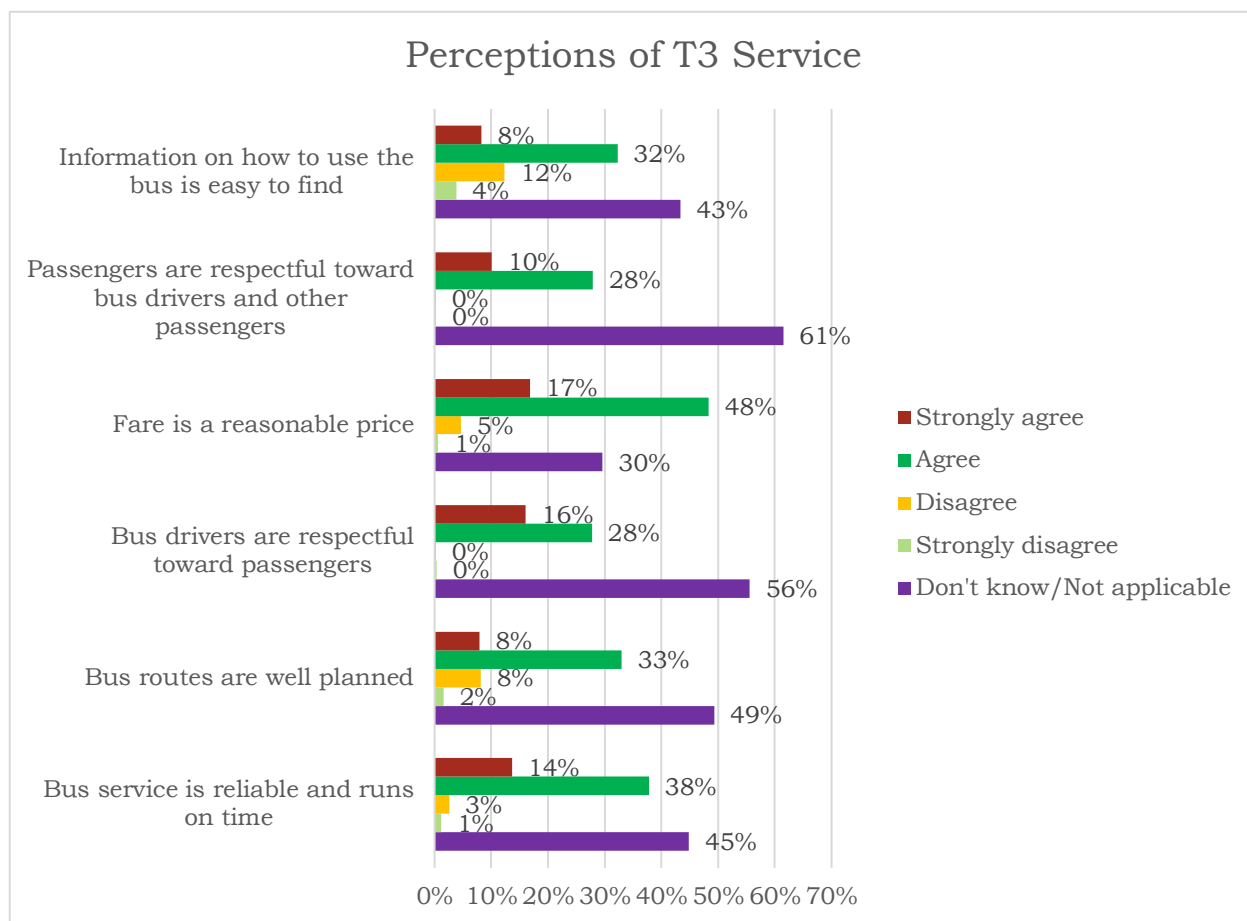
Thirty-eight percent (38%) agreed or agreed strongly that *passengers are respectful toward bus drivers and other passengers*, 0% disagreed or disagreed strongly with the statement and 61% chose don't know/not applicable.

Sixty-five percent (65%) agreed or agreed strongly that the service is *reasonably priced*, 6% disagreed or disagreed strongly with the statement and 30% chose don't know/not applicable.

Forty-four percent (44%) agreed or agreed strongly that *bus drivers are respectful toward passengers*, 0% disagreed or disagreed strongly with the statement and 66% chose don't know/not applicable.

Forty-one percent (41%) agreed or agreed strongly that *bus routes are well planned*, 10% disagreed or disagreed strongly with the statement and 49% chose don't know/not applicable.

Fifty-two percent (52%) agreed or agreed strongly that *bus service is reliable and runs on time*, 4% disagreed or disagreed strongly with the statement and 45% chose don't know/not applicable.

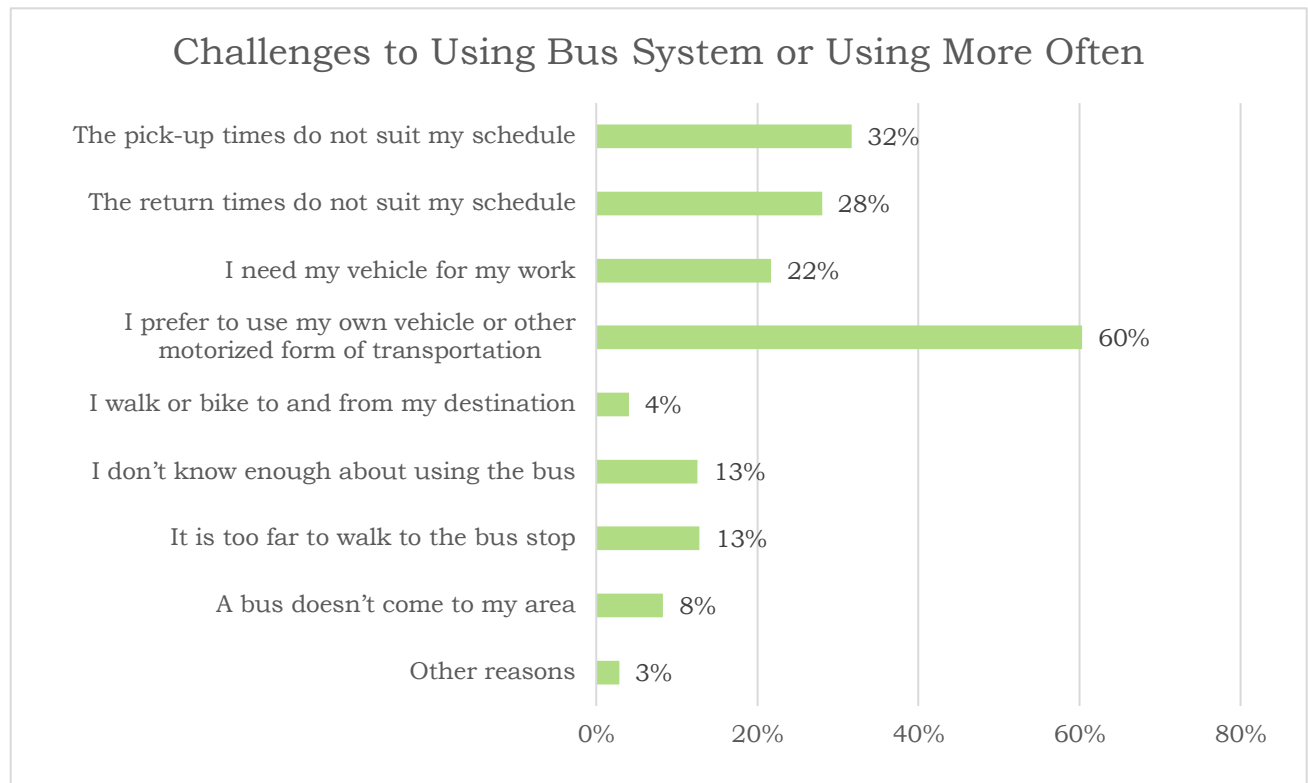


Challenges to Using the Transit System

These respondents were also asked if there were challenges to using the bus (or using the bus more often). Options were provided, and respondents could choose more than one answer.

Sixty percent (60%) reported that they prefer to use their own vehicle or other motorized form of transportation, 32% indicated that the pick-up time did not suit their schedule, 28% indicated that the return time did not suit their schedule, 22% need their vehicle for work, 13% don't know enough about the bus, 13% find it too far to walk to the bus stop, 8% reported that a bus doesn't

come to their area, 4% walk or bike to destinations, and 3% identified other challenges.



IMPROVING GOVERNANCE

Strategic Objective: Stratford is committed to good government where there is transparency, accountability and meaningful community engagement.

Governance Principle: Stratford's success is based on good governance, leadership, integrity and accountability. Municipal leaders have a commitment to learning and to progressive decision making. Stratford honours its municipal responsibilities by being inclusive and making decisions based on the dimensions of sustainability. It will reflect this in all aspects of its operations. Stratford empowers its people to take responsibility and work with collaborative spirit towards a common sustainable future.

Survey participants were asked: *“When you think about the Town of Stratford, how satisfied are you with each of the following areas?”*

- Overall performance
- Ability to meet your needs
- Opportunities for input into planning and decisions for the community
- Transparency of decision making
- Accountability for actions taken
- Responsiveness to Town issues”

For “overall performance”, 83% of residents were satisfied or very satisfied with the Town's performance, 8% were dissatisfied or very dissatisfied, and 8% chose “did not know/no answer”.

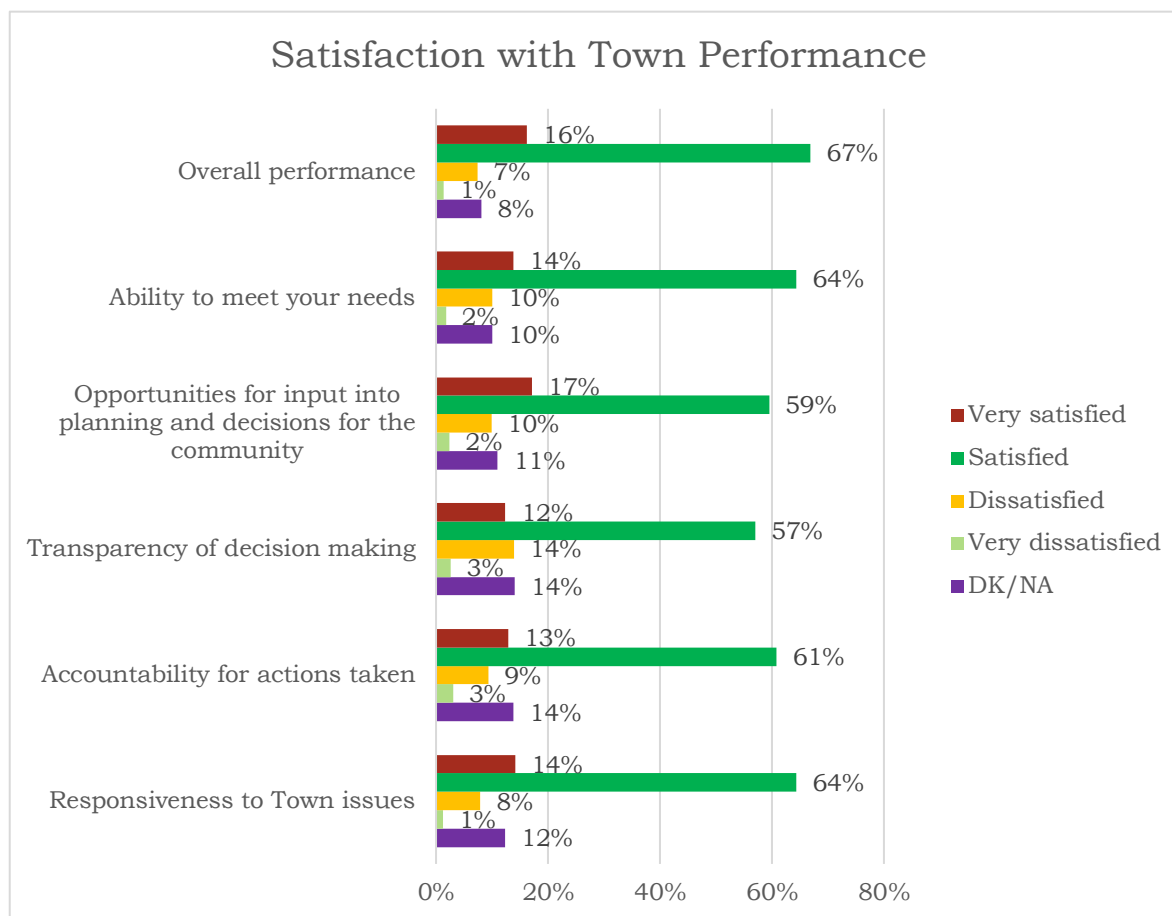
For “ability to meet your needs”, 78% were satisfied or very satisfied and 12% were dissatisfied or very dissatisfied, and 10% chose “did not know/no answer”.

For “opportunities for input into planning and decisions for the community”, 76% were satisfied or very satisfied and 12% were dissatisfied or very dissatisfied, and 11% chose “did not know/no answer”.

For “transparency of decision making”, 69% were satisfied or very satisfied and 17% were dissatisfied or very dissatisfied, and 14% chose “did not know/no answer”.

For “accountability for actions taken”, 74% of respondents were satisfied or very satisfied with 12% dissatisfied or very dissatisfied, and 14% chose “did not know/no answer”.

For “responsiveness to Town issues” 78% of respondents were satisfied or very satisfied with 9% dissatisfied or very dissatisfied, and 12% chose “did not know/no answer”.



Respondents could also add additional comments following these questions. A review of the 155 comments were grouped as they related to: sewage/lagoon, business development, leadership/council/mayor (positive and negative), traffic – safety/speeding, and a variety of other topics. All comments are reviewed by the Town for its strategic planning.

NET PROMOTER SCORE™

The inclusion of an annual *Net Promoter Score*^{TM 1} question began in 2015.

The *Net Promoter Score*TM was originally created to aid businesses with gauging the attitudes and behaviors of their customers in terms of how likely they are to actively promote a product. As it is applied to communities today, it can be used as an internal benchmarking tool for noting changes in residents' satisfaction with their community.

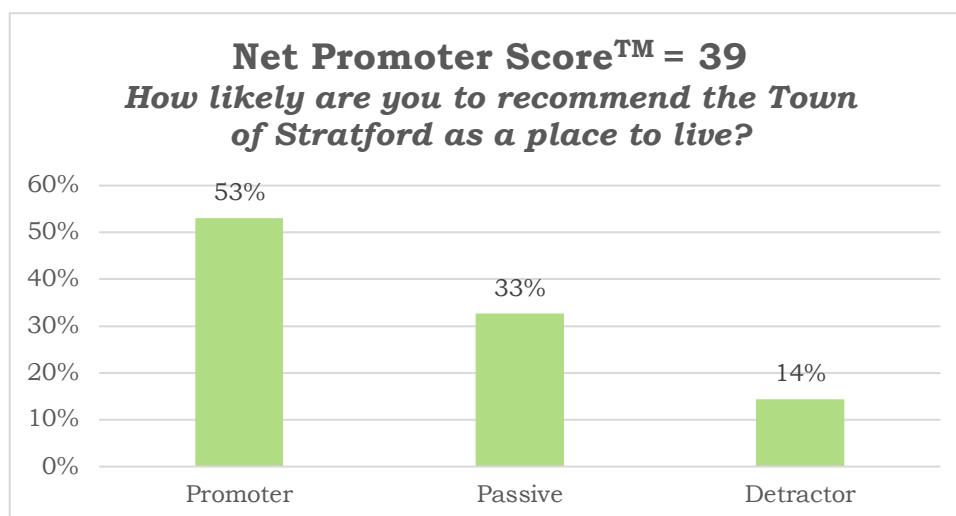
The tool divides people into three “promoter” categories: promoters, passives, and detractors. The *Net Promoter Score*TM is determined by subtracting the number of **detractors** from the total number of **promoters** (passives are included in the calculation) where:

- Detractors (rating of 0-6) are considered dissatisfied residents who might cause your community to receive fewer referrals by creating negative word-of-mouth.
- Passives (rating of 7-8) are considered passively-satisfied residents who are susceptible to offers from competing communities in your area.
- Promoters (rating of 9-10) are considered highly-satisfied residents who are loyal – and likely to recommend your community.

An adjustment was made to the Net Promoter Score question last year to allow Stratford's question to be benchmarked against other Net Promoter Scores for governments within North America – average score = 39 (Survey Monkey, from 792 government organizations: 4/10/2018 - 4/10/2018).

The Town of Stratford's *Net Promoter Score*TM is: 39 and is made up of 53% Promoters, 33% Passives (not included in the calculation), and 14% Detractors.

¹ *Net Promoter, Net Promoter Score and NPS are registered trademarks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld.*



Respondents were also asked: ***What, if anything, can the Town do to increase the likelihood that you would recommend Stratford as a place to live?*** In addition, respondents had a final chance to share additional comments at the end of the survey. The 638 comments were reviewed and grouped as they related to: recreation/trails, business development (positive and negative), active transportation, Hillsborough Bridge safety concerns, schools, sewage treatment, water services, Leadership/Council/Mayor (positive and negative), and community feelings (positive and negative). All comments are reviewed by the Town for its strategic planning.

INCREASING COMMUNITY ENGAGEMENT

Strategic Objective: Stratford will engage significantly more residents and stakeholders in the decision-making process based on collaborative planning principles.

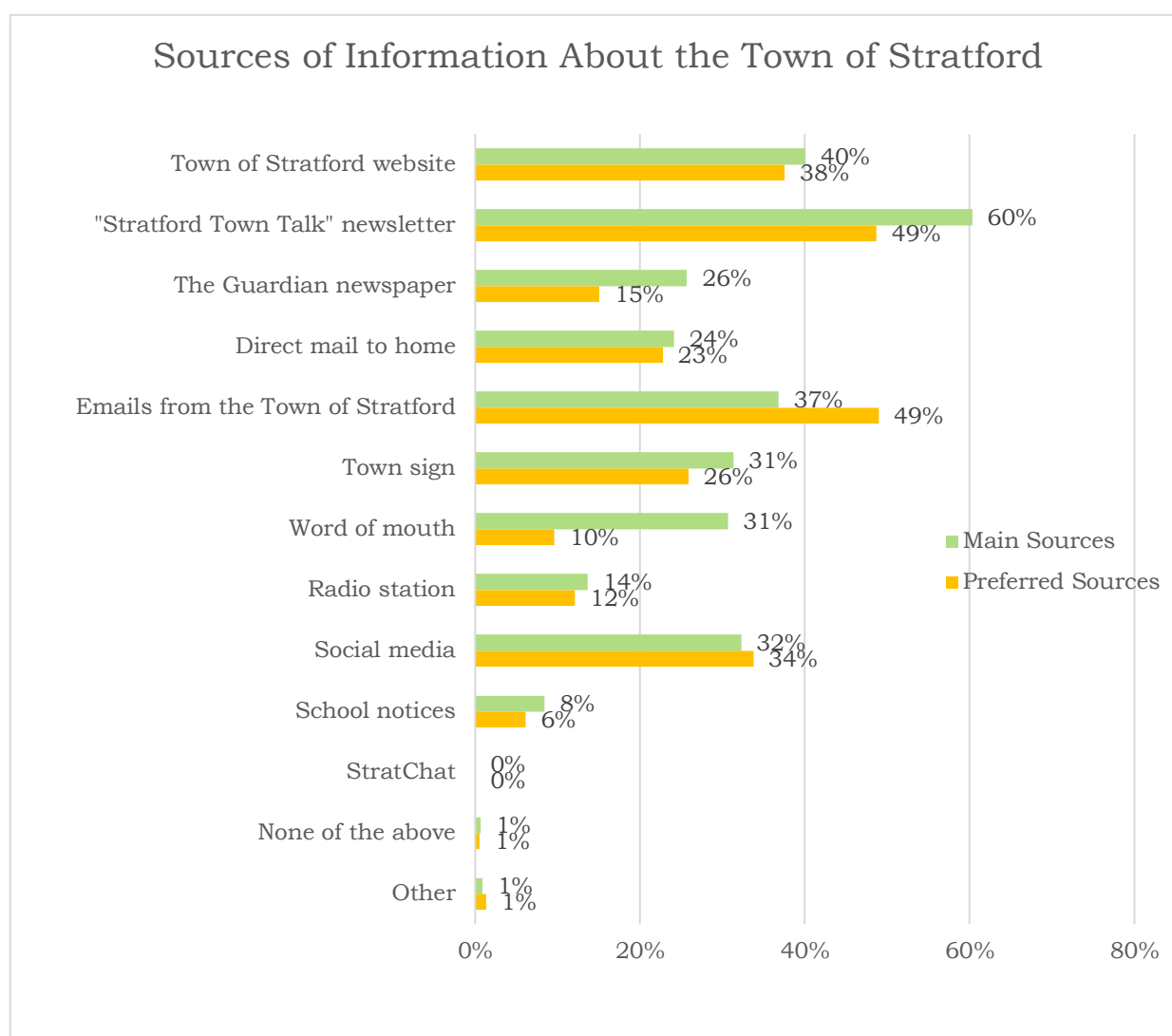
COMMUNICATIONS

Respondents were asked about the communications channels that were their main sources of information about the Town of Stratford and about their preferred methods.

Sixty percent (60%) of respondents currently receive, and 49% prefer to receive information through the *Stratford Town Talk* newsletter. The *website* was the second most common channel at 40% and was preferred by 38% of respondents. *Emails* were currently a source of information for 37% of respondents and preferred by 49%. *Social media* was a source for 32%

(preferred by 34%), *Town Sign* by 31% (preferred by 26%), *word-of-mouth* by 31% (preferred by 10%), the *Guardian newspaper* by 26% (preferred by 15%), *direct mail* by 24% (preferred by 23%), *radio* by 14% (preferred by 12%), and *school notices* were a current source for 8% (preferred by 6%).

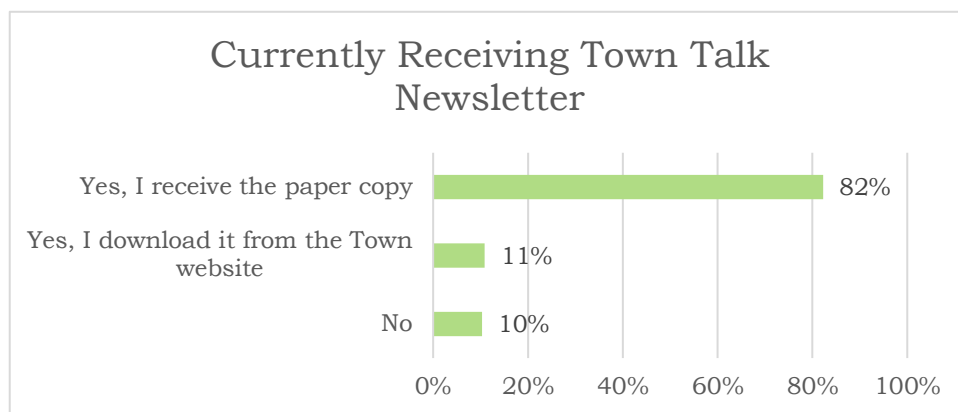
Compared to the 2014 survey (when these questions were last offered), there was a 12% decrease in the number of people reporting getting their information from the *Guardian newspaper* and a 14% increase in the number of people reporting getting information through social media. When noting preference for receiving information about the Town, there was a 10% drop in those choosing *Stratford Town Talk* newsletter and direct mail to their home, while there was an 11% increase in those choosing social media as their preferred source.



Town Talk

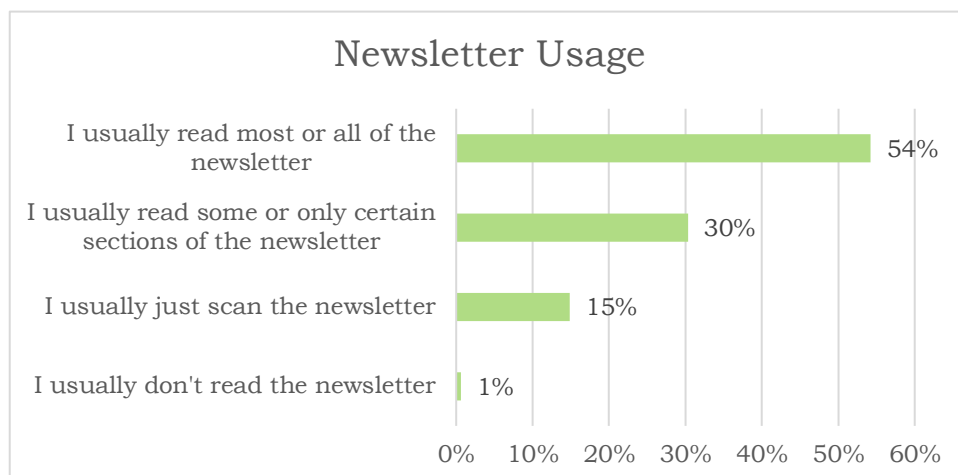
Town Talk, the Town of Stratford's newsletter, is used to circulate information about current events within the Town, engagement activities, upcoming events, and ...

Residents were asked if they were currently receiving Town Talk and how they access it. Eighty-two percent (82%) reported receiving a paper copy, 11% download it from the Town's website, and 10% do not receive the newsletter.



Sixty-eight percent (68%) report reading most or all editions of Town Talk, 22% read some editions, and 10% rarely or never read the newsletter.

Of those who have received Town Talk, 54% usually read most or all of the newsletter, 30% usually read some or only certain sections, 15% usually just scan the newsletter, and 1% reported that they usually don't read the newsletter.



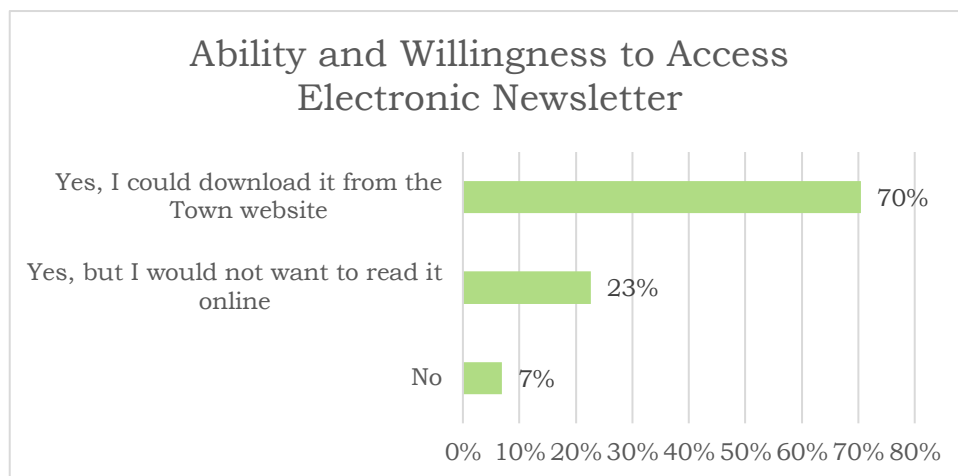
Paper Usage Feedback

The Town of Stratford is investigating ways in which it might reduce paper production and wanted to gauge the ability and/or interest of residents in

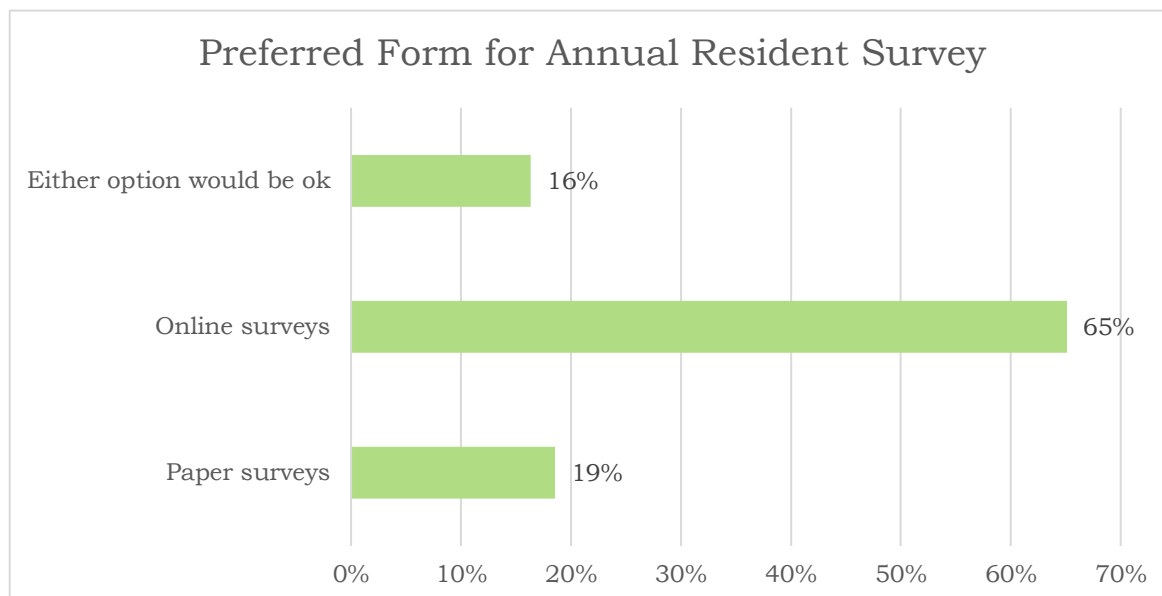
using alternate forms of both the Town Talk newsletter and the annual Residents Survey.

Ninety-four percent (94%) of survey participants report that they regularly use the internet while 6% do not. Sixty-nine percent (69%) of this year's surveys were completed online.

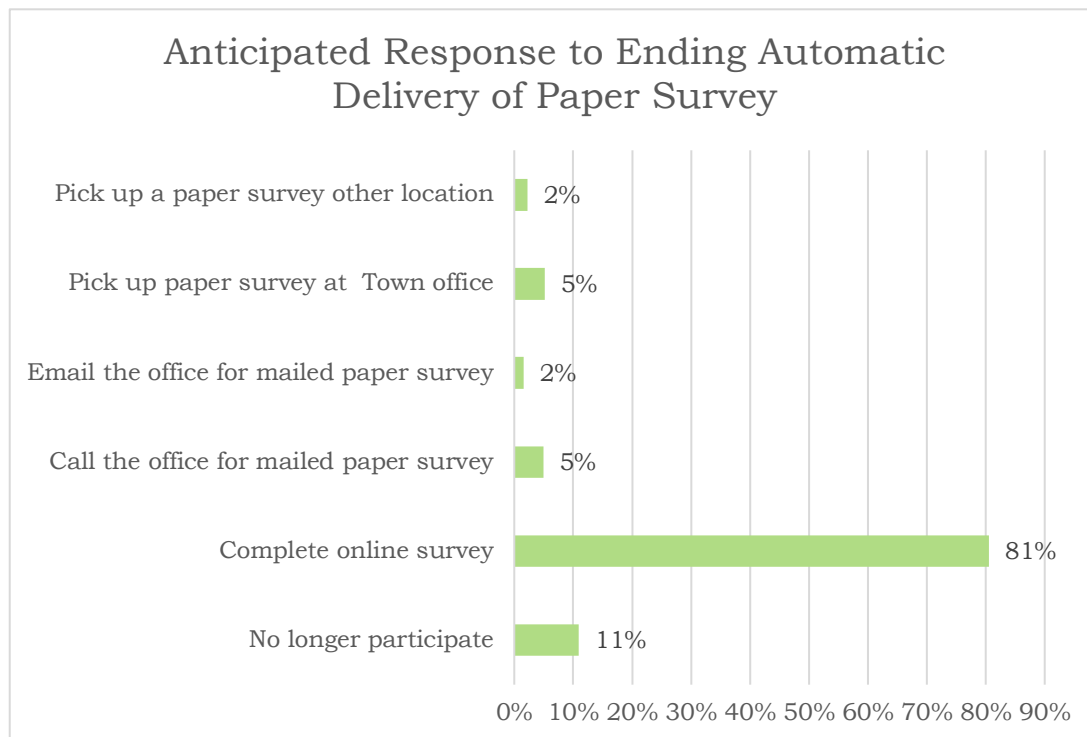
Residents were asked whether they could or would access electronic versions of Town Talk. Seventy percent (70%) reported that they could download it from the Town website, but 23% said they would not want to read the newsletter online, while 7% said they would not be able to read the newsletter online.



Residents were asked about the form they preferred for the Annual Residents Survey with 65% showing preference for the online survey, 19% preferring the paper survey, and 16% indicating that they would be okay with either option.



Respondents were asked how they might respond to having paper surveys available by request only. Respondents could choose multiple options and 81% would choose to complete the survey online, 11% would no longer participate, 5% would call the office to have a paper survey mailed, 5% would pick up a paper survey at the Town office, 2% would pick up a survey if it was available at a more convenient location, and 2% would email the office to have a paper copy mailed.



When the paper survey responders were segregated for this question, 46% would chose to complete the online survey, 27% would no longer participate in the annual survey, 18% would pick up a paper survey from the Town office, 16% would pick a paper survey up at a more convenient location, 15% would call the office to have a paper survey mailed to them, and 3% would email the office to have a paper copy mailed to them.

TOWN INITIATIVES

Respondents were asked about their awareness of current Town initiatives including:

- Splash Pad
- Skate Park
- Stratford's Youth Centre

- RESPECT – Road Safety Campaign
- Think! Stratford – support local initiative
- Zoning Bylaws Review

Seventy-one percent (71%) of respondents had a good level of recognition of the Splash Pad indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 29% had never heard of the Splash Pad.

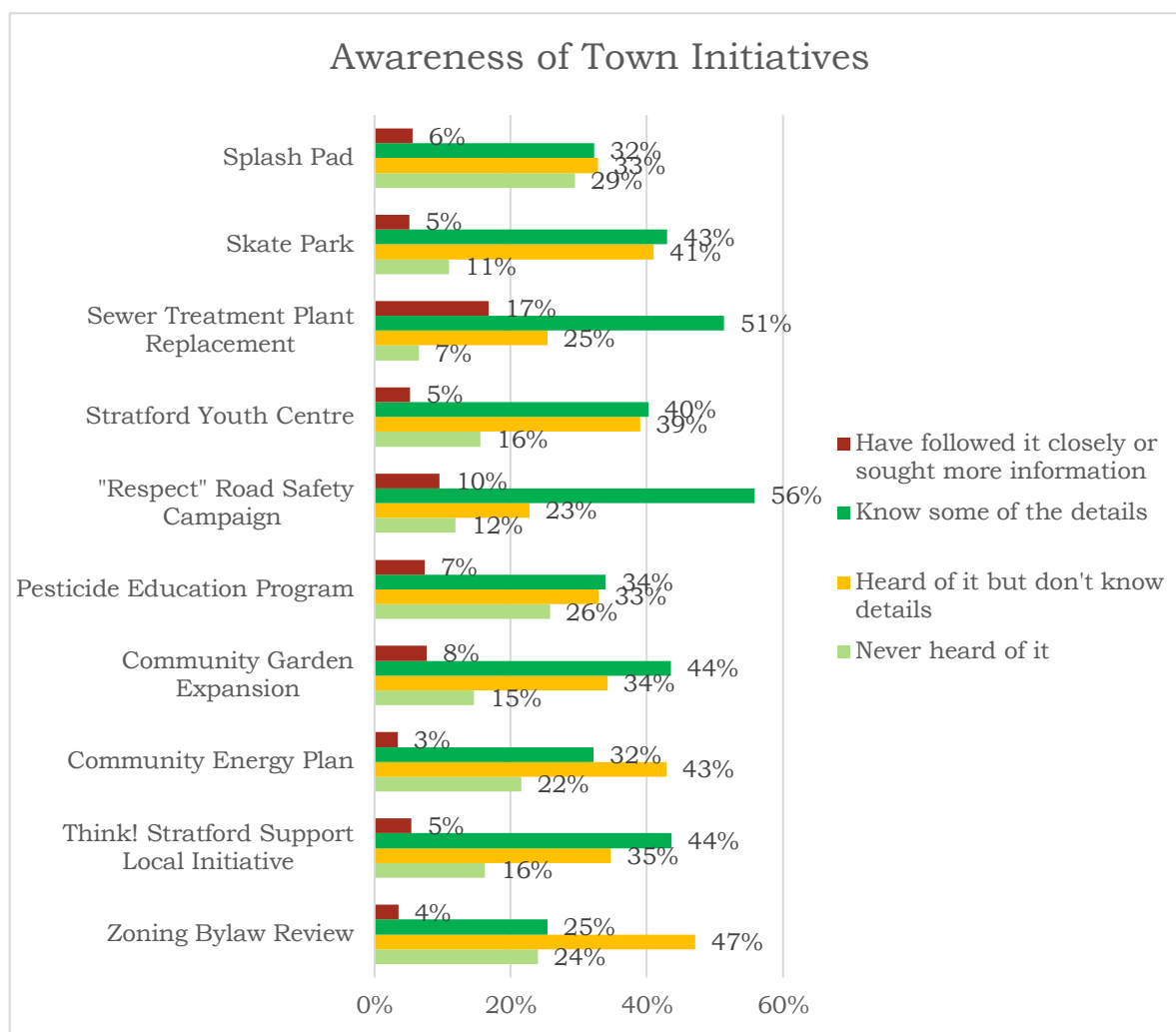
Eighty-nine percent (89%) of respondents had an high level of recognition of the Skate Park indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 11% had never heard of the Skate Park.

Eighty-four percent (84%) of respondents had a high level of recognition of the *Stratford Youth Centre* indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 16% had never heard of the Centre.

Eighty-nine percent (89%) of respondents had a high level of recognition of the *RESPECT – Road Safety Campaign* indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 12% had never heard of the RESPECT campaign.

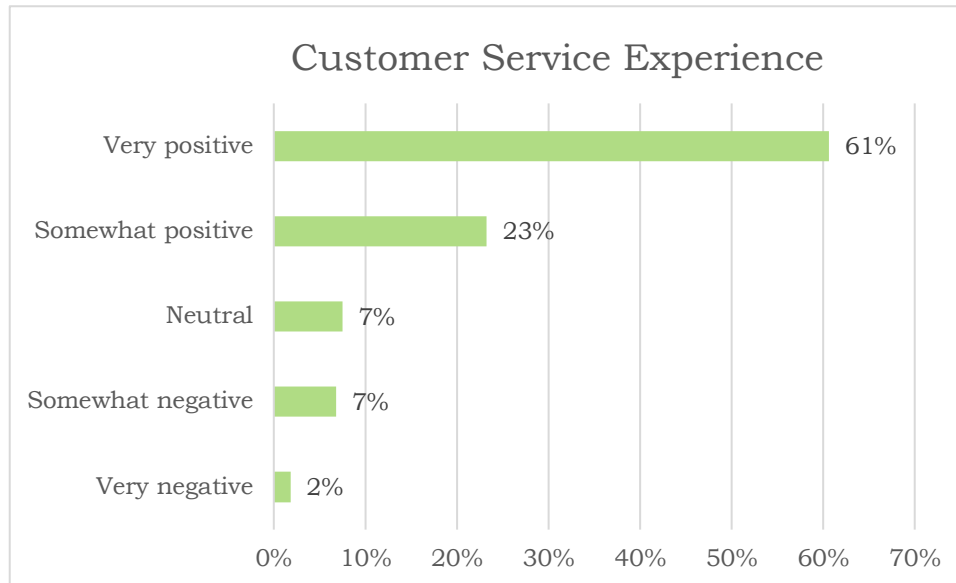
Eighty-four percent (84%) of respondents had a high level of recognition of the *Think! Stratford – support local initiative* indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 16% had never heard of the Think! Stratford initiative.

Seventy-six percent (76%) of respondents had a good level of recognition of the *Zoning Bylaws Review* indicating that they had “heard about”, “know some details about”, or “have followed it closely or sought more information” while 24% had never heard of the Bylaws Review.

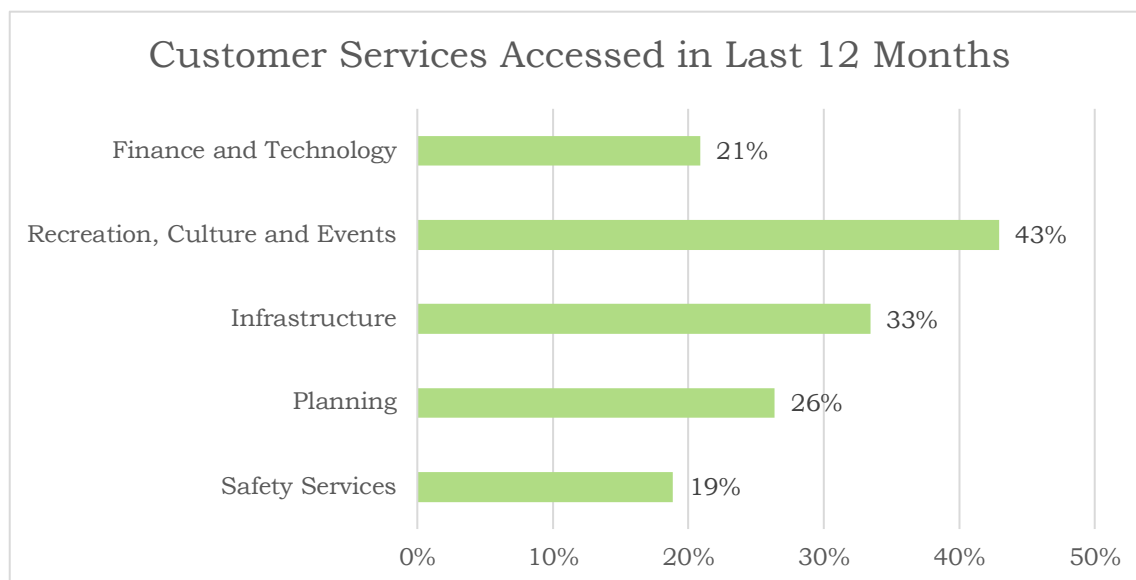


CUSTOMER SERVICE BY THE TOWN

Residents were asked about their experiences with services provided by the Town. Forty-eight percent (48%) had contacted a Town of Stratford office for service or information within the last 12 months and 52% had not. Of the 48% who had contact, in general, 61% rated their experience as very positive, 23% rated their experience as somewhat positive, 7% were neutral on their rating, 7% found the experience somewhat negative, and 2% found their experience very negative.



Services accessed included 21% contact with Finance and Technology (for utility bills, statements, payables and receivables), 43% contact with Recreation, Culture and Events (for schedules, bookings, special events, program registrations), 33% for Infrastructure (regarding sidewalks, trails, buildings, properties, sewer and water), 26% contact with Planning (for building permits, plans or development), and 19% reported contact for Safety Services (regarding animal control, police, fire, noise and nuisance, unsightly premises or general complaints),

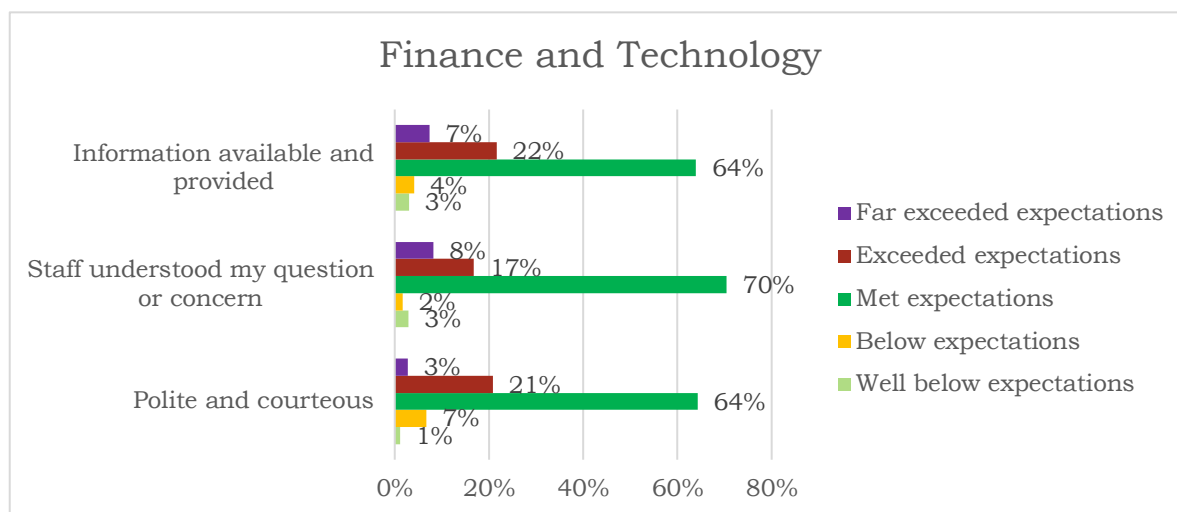


Those who had contact were asked if their expectations were met during these contacts around key areas of interest to the Town: availability of requested information, staff understanding of resident question or concern, and staff politeness and courteousness.

For Finance and Technology contacts, expectations around availability of information were met, exceeded or far exceeded for 93% of respondents with 7% reporting that the service was below or well below expectations.

Expectations around staff understanding of the resident's question or concern were met, exceeded or far exceeded for 95% of respondents with 5% reporting that the service was below or well below expectations.

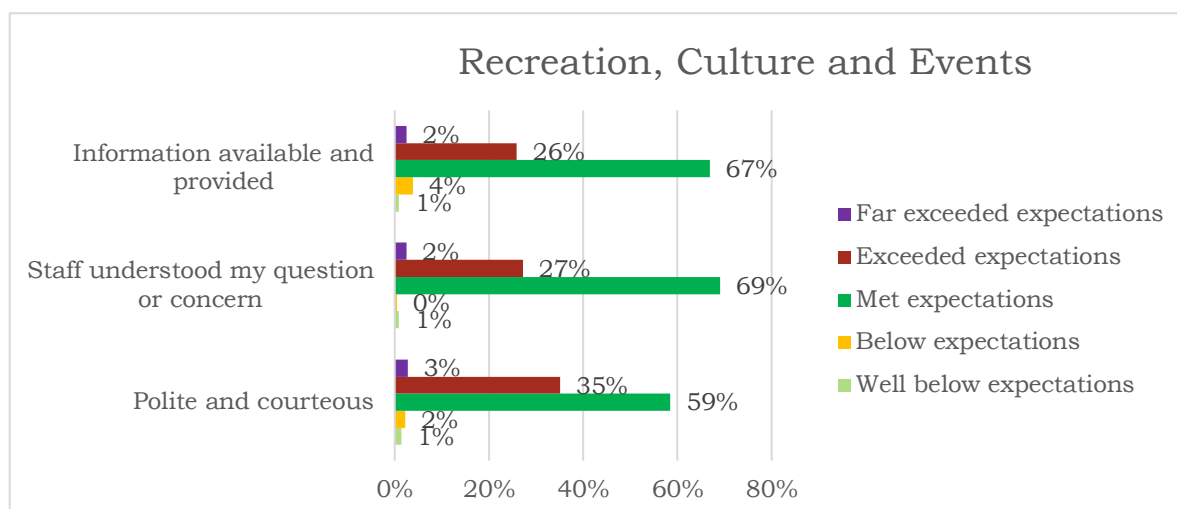
Expectations around staff politeness and courteousness were met, exceeded or far exceeded for 88% of respondents with 8% reporting that the service was below or well below expectations.



For Recreation, Culture and Events contacts, expectations around availability of information were met, exceeded or far exceeded for 95% of respondents with 5% reporting that the service was below or well below expectations.

Expectations around staff understanding of the resident's question or concern were met, exceeded or far exceeded for 98% of respondents with 1% reporting that the service was below or well below expectations.

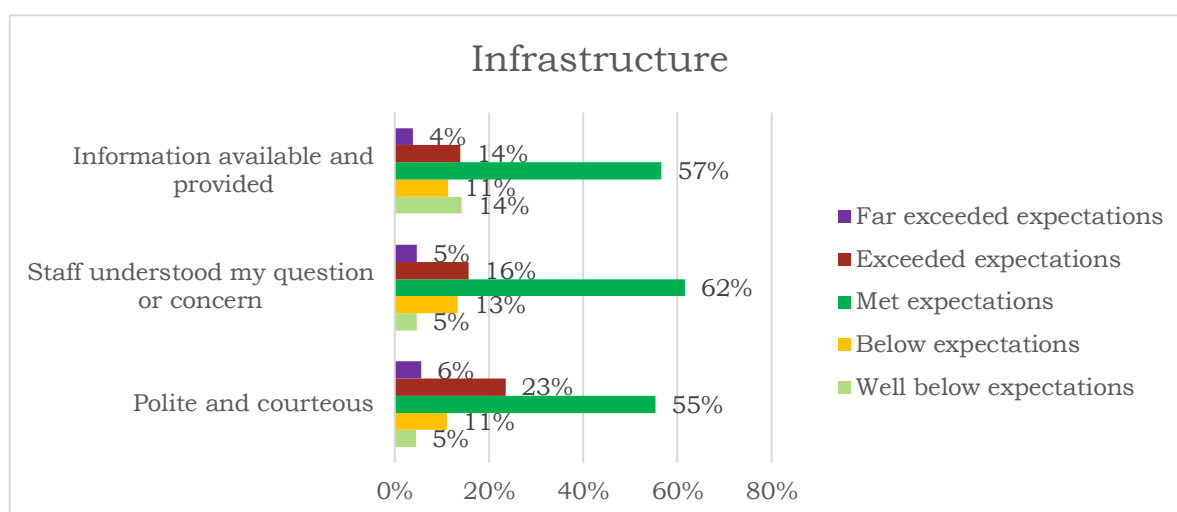
Expectations around staff politeness and courteousness were met, exceeded or far exceeded for 97% of respondents with 3% reporting that the service was below or well below expectations.



For Infrastructure contacts, expectations around availability of information were met, exceeded or far exceeded for 75% of respondents with 25% reporting that the service was below or well below expectations.

Expectations around staff understanding of the resident's question or concern were met, exceeded or far exceeded for 83% of respondents with 18% reporting that the service was below or well below expectations.

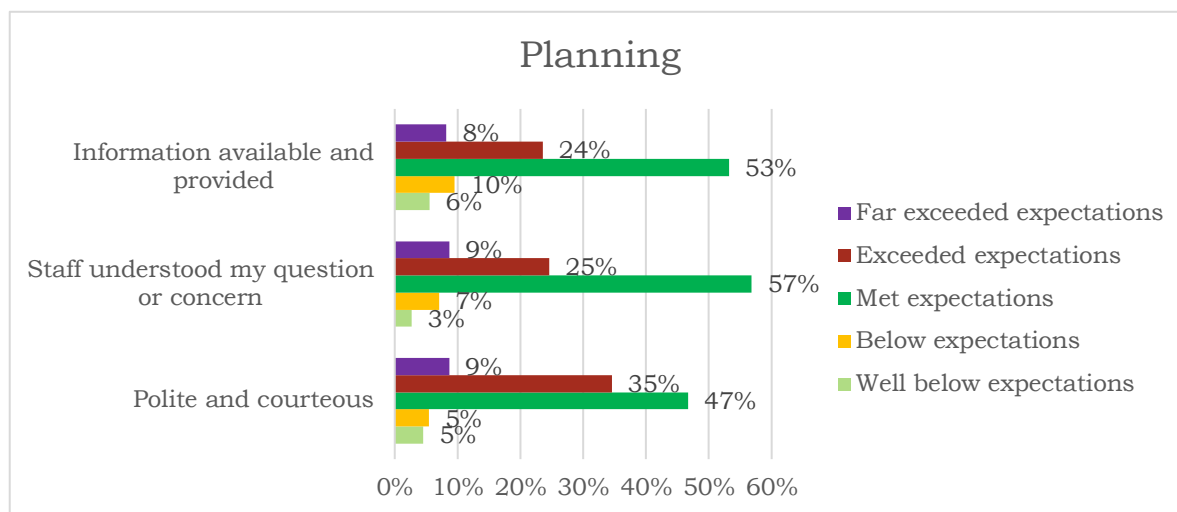
Expectations around staff politeness and courteousness were met, exceeded or far exceeded for 84% of respondents with 16% reporting that the service was below or well below expectations.



For Planning contacts, expectations around availability of information were met, exceeded or far exceeded for 85% of respondents with 16% reporting that the service was below or well below expectations.

Expectations around staff understanding of the resident's question or concern were met, exceeded or far exceeded for 91% of respondents with 10% reporting that the service was below or well below expectations.

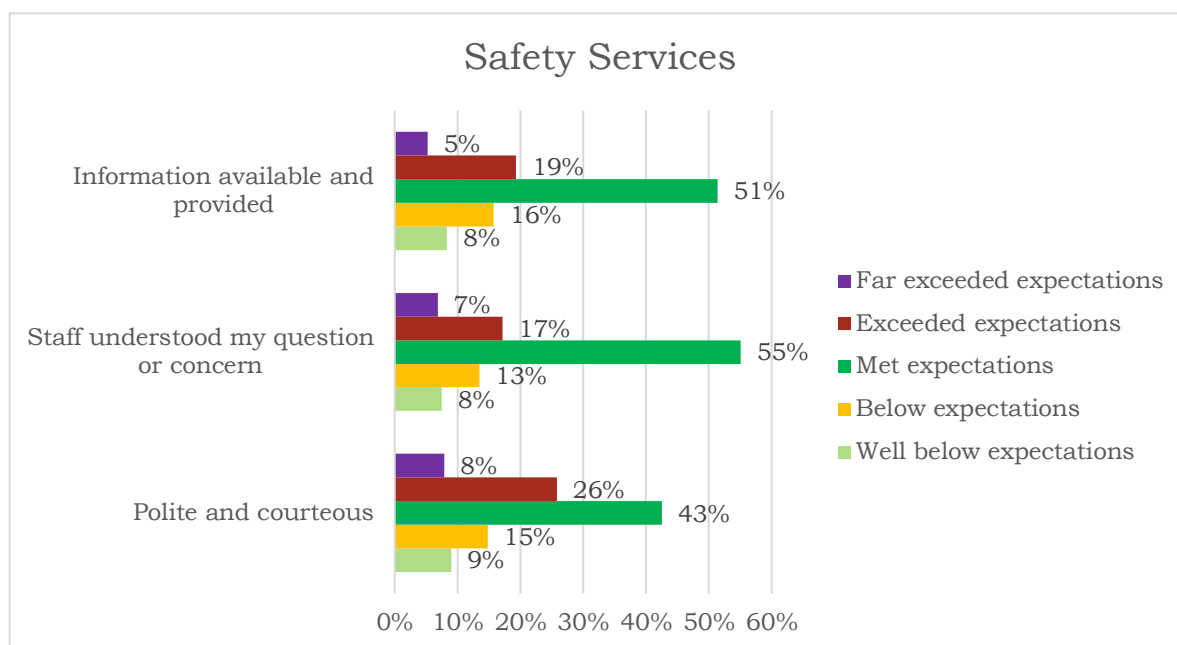
Expectations around staff politeness and courteousness were met, exceeded or far exceeded for 91% of respondents with 10% reporting that the service was below or well below expectations.



For Safety Services contacts, expectations around availability of information were met, exceeded or far exceeded for 75% of respondents with 24% reporting that the service was below or well below expectations.

Expectations around staff understanding of the resident's question or concern were met, exceeded or far exceeded for 79% of respondents with 21% reporting that the service was below or well below expectations.

Expectations around staff politeness and courteousness were met, exceeded or far exceeded for 77% of respondents with 24% reporting that the service was below or well below expectations.



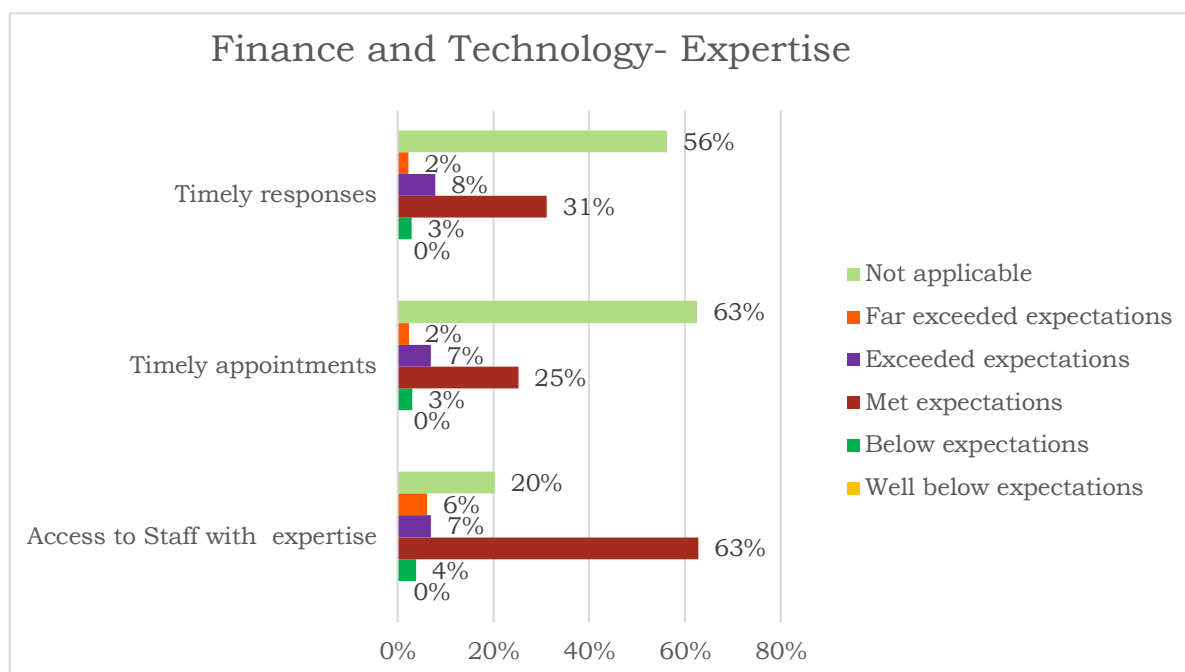
ACCESS TO EXPERTISE

Respondents who had accessed services in the last 12 months were also asked whether their expectations for access to expert services were met. Key areas of interest to the Town included: timeliness of responses, timeliness of appointments, and availability of expertise as needed. As expertise, appointments, or follow-up are not always required or expected, the “not applicable” responses were also noted.

For Finance and Technology expertise contacts, timeliness of responses was not applicable for 56% of respondents. For 41% expectations around timeliness of responses were met, exceeded or far exceeded and 3% reported that the service was below or well below expectations.

Timeliness of appointments was not applicable for 63% of respondents. For 35%, expectations around timeliness of appointments were met, exceeded or far exceeded and 4% reported that the service was below or well below expectations.

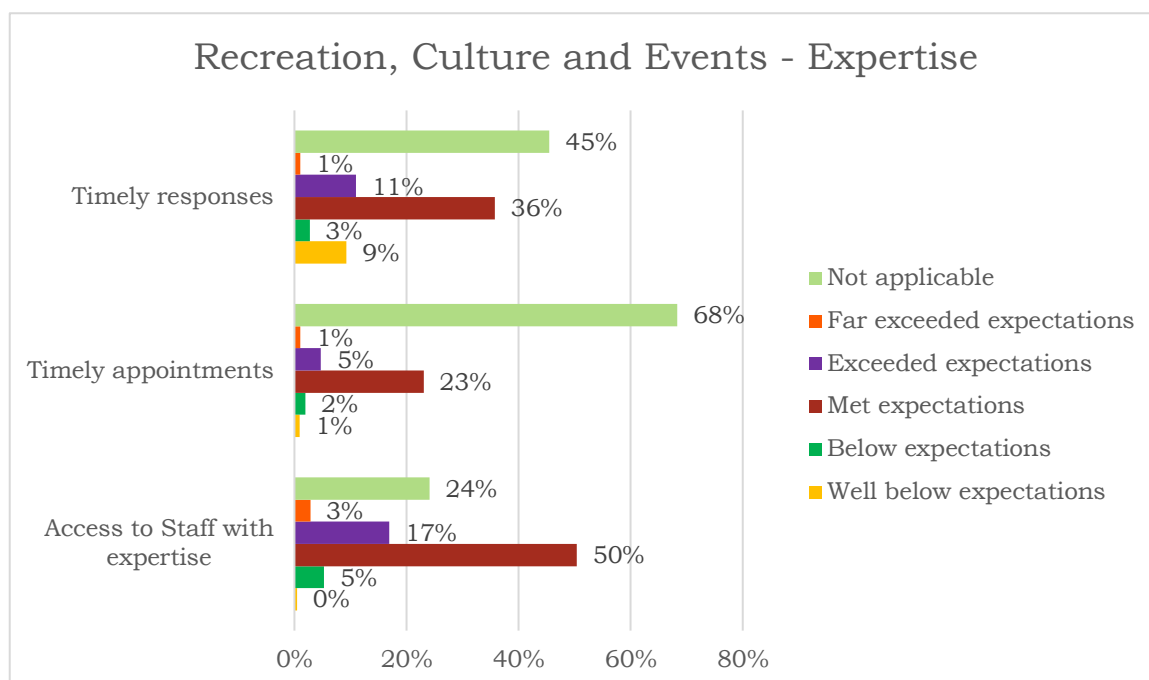
Staff expertise was not applicable for 20% of respondents. For 76%, expectations around staff expertise were met, exceeded or far exceeded and 4% reported that the service was below or well below expectations.



For Recreation, Culture and Events expertise contacts, timeliness of responses was not applicable for 45% of respondents. For 48% expectations around timeliness of responses were met, exceeded or far exceeded and 12% reported that the service was below or well below expectations.

Timeliness of appointments was not applicable for 68% of respondents. For 29%, expectations around timeliness of appointments were met, exceeded or far exceeded and 3% reported that the service was below or well below expectations.

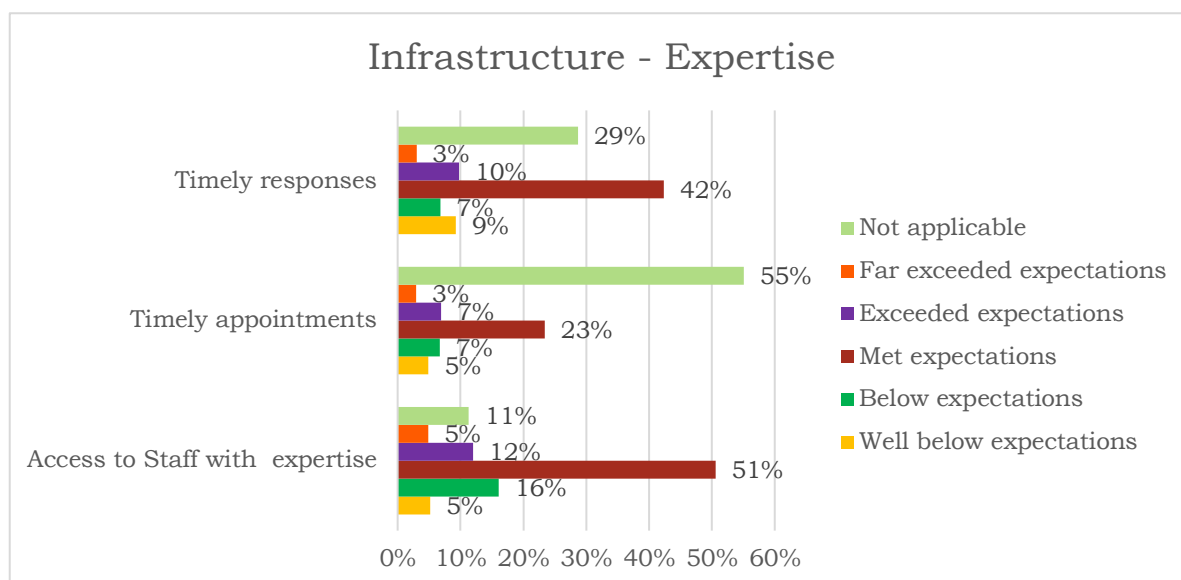
Staff expertise was not applicable for 24% of respondents. For 70%, expectations around staff expertise were met, exceeded or far exceeded and 5% reported that the service was below or well below expectations.



For Infrastructure expertise contacts, timeliness of responses was not applicable for 29% of respondents. For 55% expectations around timeliness of responses were met, exceeded or far exceeded and 16% reported that the service was below or well below expectations.

Timeliness of appointments was not applicable for 55% of respondents. For 33%, expectations around timeliness of appointments were met, exceeded or far exceeded and 12% reported that the service was below or well below expectations.

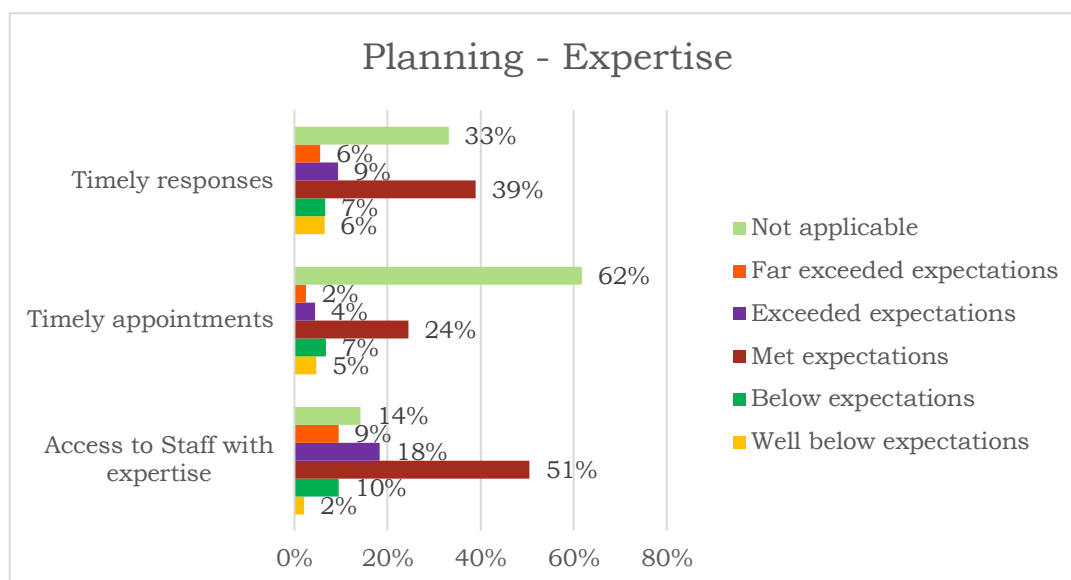
Staff expertise was not applicable for 11% of respondents. For 68%, expectations around staff expertise were met, exceeded or far exceeded and 21% reported that the service was below or well below expectations.



For Planning expertise contacts, timeliness of responses was not applicable for 33% of respondents. For 54% expectations around timeliness of responses were met, exceeded or far exceeded and 13% reported that the service was below or well below expectations.

Timeliness of appointments was not applicable for 62% of respondents. For 30%, expectations around timeliness of appointments were met, exceeded or far exceeded and 12% reported that the service was below or well below expectations.

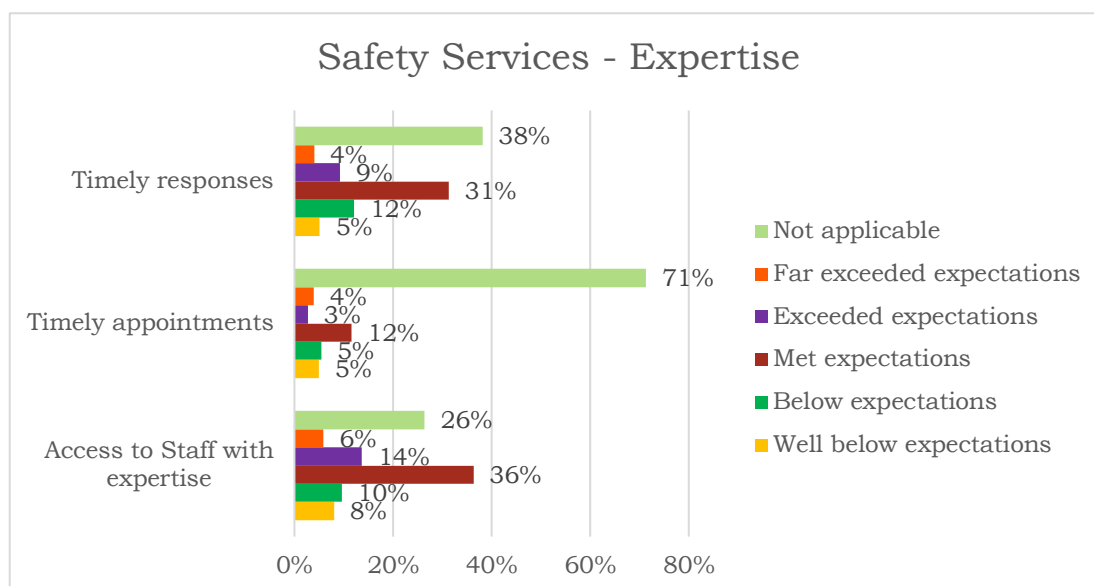
Staff expertise was not applicable for 14% of respondents. For 78%, expectations around staff expertise were met, exceeded or far exceeded and 12% reported that the service was below or well below expectations.



For Safety Services expertise contacts, timeliness of responses was not applicable for 38% of respondents. For 44% expectations around timeliness of responses were met, exceeded or far exceeded and 17% reported that the service was below or well below expectations.

Timeliness of appointments was not applicable for 71% of respondents. For 19%, expectations around timeliness of appointments were met, exceeded or far exceeded and 10% reported that the service was below or well below expectations.

Staff expertise was not applicable for 26% of respondents. For 56%, expectations around staff expertise were met, exceeded or far exceeded and 18% reported that the service was below or well below expectations.

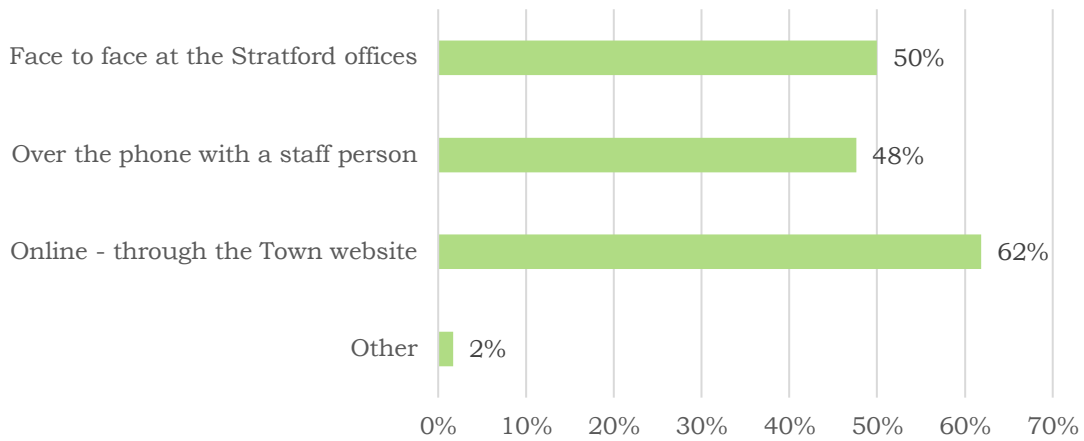


ACCESSIBILITY OF SERVICES

All residents were asked questions about the accessibility of Town of Stratford services. Ninety-eight percent (98%) found the offices to be physically accessible while 2% did not find the location accessible.

When asked how residents preferred to access services, 50% preferred face-to-face interactions at the Stratford offices, 48% preferred over-the-phone interaction, and 62% preferred to use online services through the website, while 2% identified other methods. Respondents could choose more than one method of accessing Town services.

Preferred Methods for Accessing Town of Stratford Services

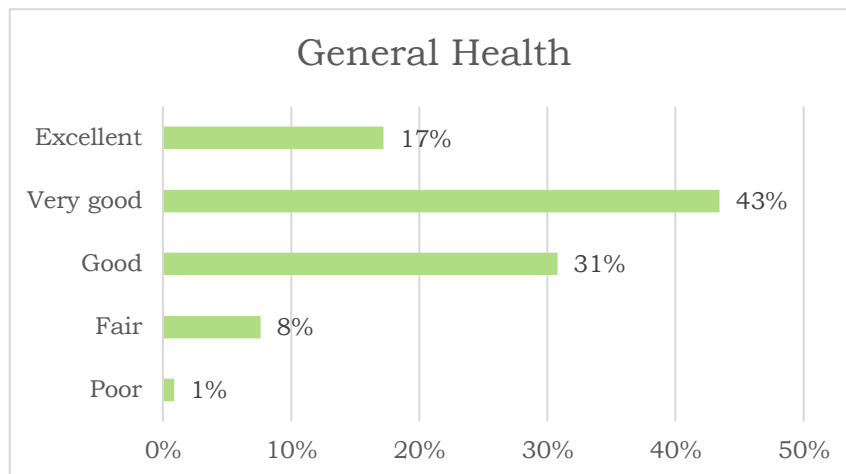


IMPROVING RESIDENT HEALTH AND SAFETY

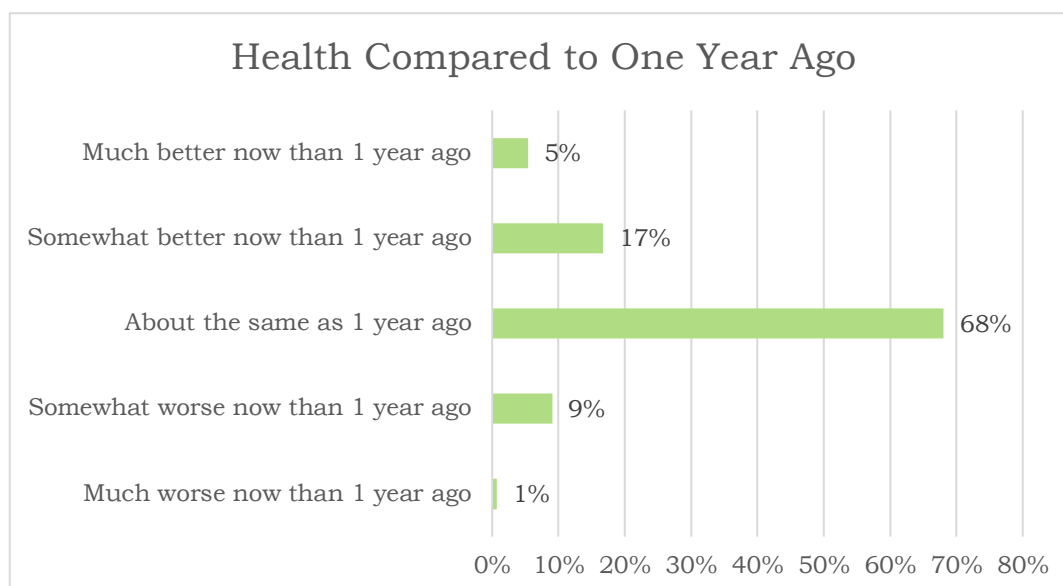
Strategic Objective: Stratford will strive to create a community where residents feel safe and where residents have opportunities to increase their health and wellness.

HEALTH AND WELLNESS

Ninety-one percent (91%) of Stratford residents self-report their health as excellent, very good or good with 17% having excellent health, 43% having very good health, 31% with good health, 8% in fair health and 1% with poor health.



When asked “compared to one year ago, how would you say your health is now?”, 68% reported that their health is about the same, 17% reported their health as somewhat better now, 5% reported it as much better now, 9% reported their health as somewhat worse now, and 1% reported their health as much worse now than one year ago.



PHYSICAL ACTIVITY AND PHYSICAL LIMITATIONS

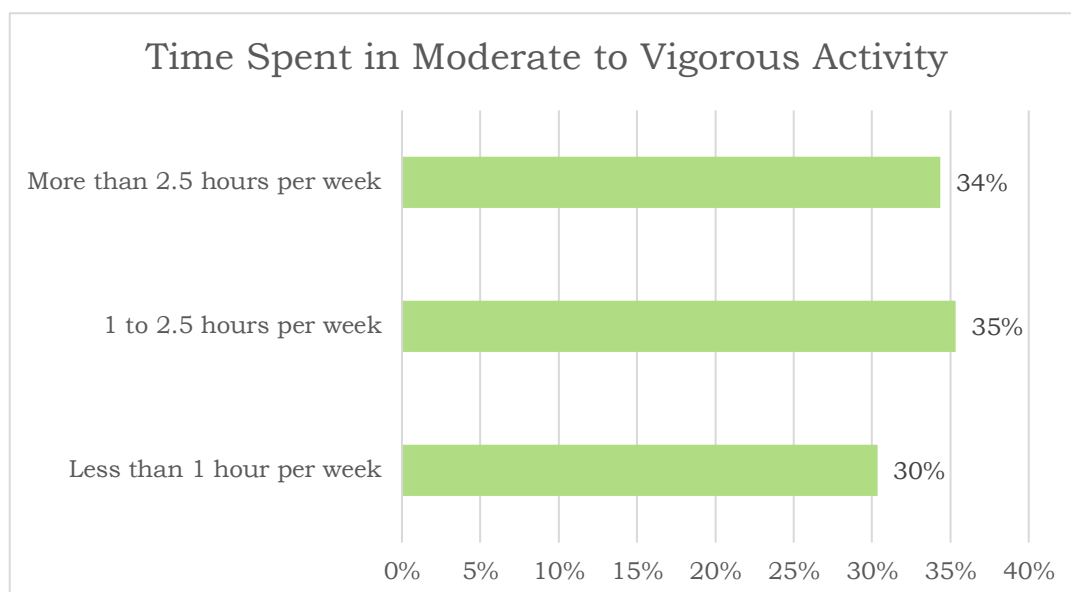
Canadian guidelines recommend that to achieve health benefits, adults aged 18-64 years should accumulate at least 150 minutes of moderate to vigorous intensity aerobic physical activity per week, in bouts of 10 minutes or more. (Canadian Society for Exercise Physiology (CSEP), 2012)

In the survey, the following definition was used:

“Moderate physical activity” will make you breathe harder and your heart beat faster. You should be able to talk, but not sing while doing moderate physical activity. Moderate activities include: walking briskly outside or on a track/treadmill, fitness classes, bike riding, cross country skiing, skating.

Residents were asked about the **number of times in an average week** that they would engage in moderate to vigorous activity lasting for 10 minutes or more. Eighteen percent (18%) reported engaging in moderate to vigorous activity sessions more than 5 times in an average week, 39% reported 3-5 times, and 43% reported less than 3 times in an average week.

Residents were asked to **add up the time spent in moderate to vigorous activity** in an average week (including sessions that lasted at least 10 minutes.) During an average week, 34% spent more than 2.5 hours (total time) in moderate or vigorous activity per week, 35% spent 1 to 2.5 hours (total time) in moderate or vigorous activity per week, and 30% spent less than 1 hour (total time) in moderate or vigorous activity per week.



Residents were asked: “Does a physical condition or mental condition or health problem reduce the amount or kind of activity you can do? (Include only health conditions or problems that have lasted or are expected to last 6 months or more.)”

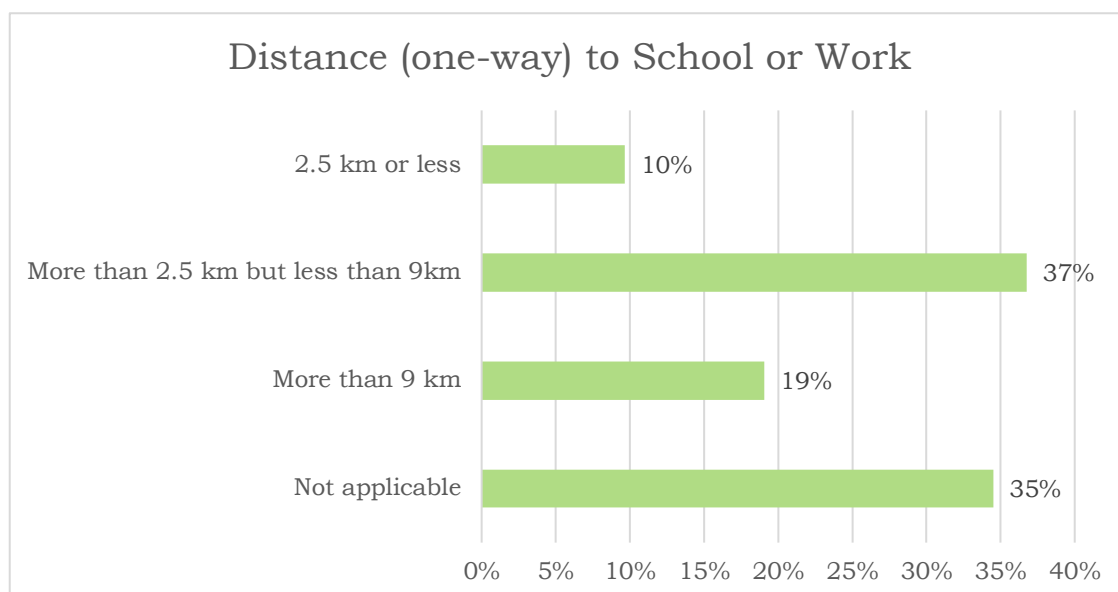
The majority of residents are not limited in the amount or kind of activity they can do with 60% reporting no limitations, 22% reporting limitations sometimes, 11% reporting limitations often, and 7% indicating that the question was not applicable.

Ninety-four percent (94%) of residents reported that they are “usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane or crutches” while 6% require support.

ACTIVE TRANSPORTATION

Active Transportation to/from Work or School

Residents were asked about the distance they must travel to get to (or from) school or work. Ten percent (10%) travelled less than 2.5 km to get to (or from) work or school, 37% travelled more than 2.5 km but less than 9 kms, 19% travelled more than 9 kms, and 35% did not travel to work or school.



Residents who travelled to work or school were asked how frequently they used some form of active transportation to get to (or from) work or school.

Four percent (4%) of residents reported “usually or always” walking to work or school, 0% report walking about ½ the time, 10% report walking occasionally, and 87% report never walking to or from work or school.

One percent (1%) of residents reported jogging or running to school or work as “usually, always, or about half the time”. Three percent (3%) of residents occasionally jog or run with 96% reporting never jogging or running to work or school.

Two percent (2%) of residents usually/always or bike about ½ the time, 10% bike occasionally, and 88% never bike to work or school.

Active Transportation for Shopping or Running Errands

Residents were asked if they routinely walked to shops or to run errands. Twenty-two percent (22%) reported routinely walking to shops or to run errands while 75% reported not walking, 3% reported not applicable, and 11% skipped this question.

Three percent (3%) of residents reported routinely running or jogging to shops or to run errands, 93% do not run/jog for these purposes, 4% reported that it was not applicable, and 17% skipped this question.

Eight percent (8%) of residents reported routinely biking to shops or to run errands, 88% do not bike for these purposes, 3% reported that it was not applicable, and 15% skipped this question.

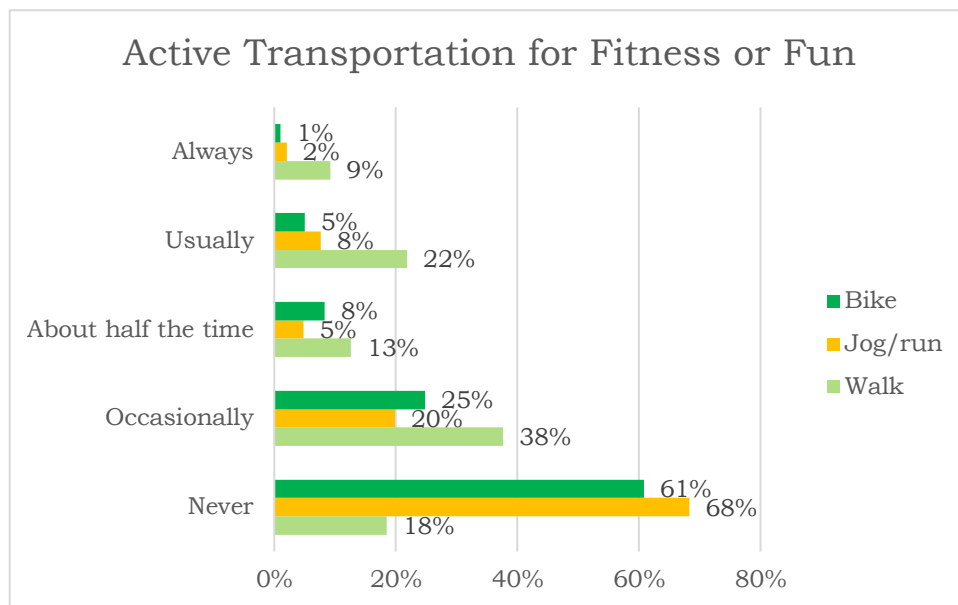
Active Transportation for Fitness or Fun

Residents were asked if they “routinely” walk, jog/run, or bike for fitness or fun within the Town of Stratford.

Thirty-one percent (31%) reported usually or always walking, 13% used walking about ½ the time, 38% reported occasionally walking, and 18% never used walking in Stratford for fitness or fun.

Jogging or running in Stratford was reported by 10% of respondents as usually or always, 5% about ½ the time, 20% occasionally, never by 68%, and 20% skipped this question.

Usually or always biking for fitness or fun in Stratford was reported by 6% of respondents, 8% biked about ½ the time, 25% occasionally, 61% never bike for fitness or fun in Stratford, and 18% skipped this question.



Active Transportation for Visiting Family and/or Friends within Stratford

All residents were asked about their visiting routines within Stratford. Thirty-nine percent (39%) responded that they do routinely visit family or friends within Stratford and 61% responded that they do not. This represents 16%

fewer respondents visiting family and friends within Stratford compared to 2014 when this question was last offered.

Of the 59% who **do** routinely visit within Stratford:

- 50% routinely walked to visit,
- 5% routinely jogged or ran, and
- 19% reported routinely biking to visit family or friends.

Between 11-21% reported that the questions were not applicable or skipped these questions.

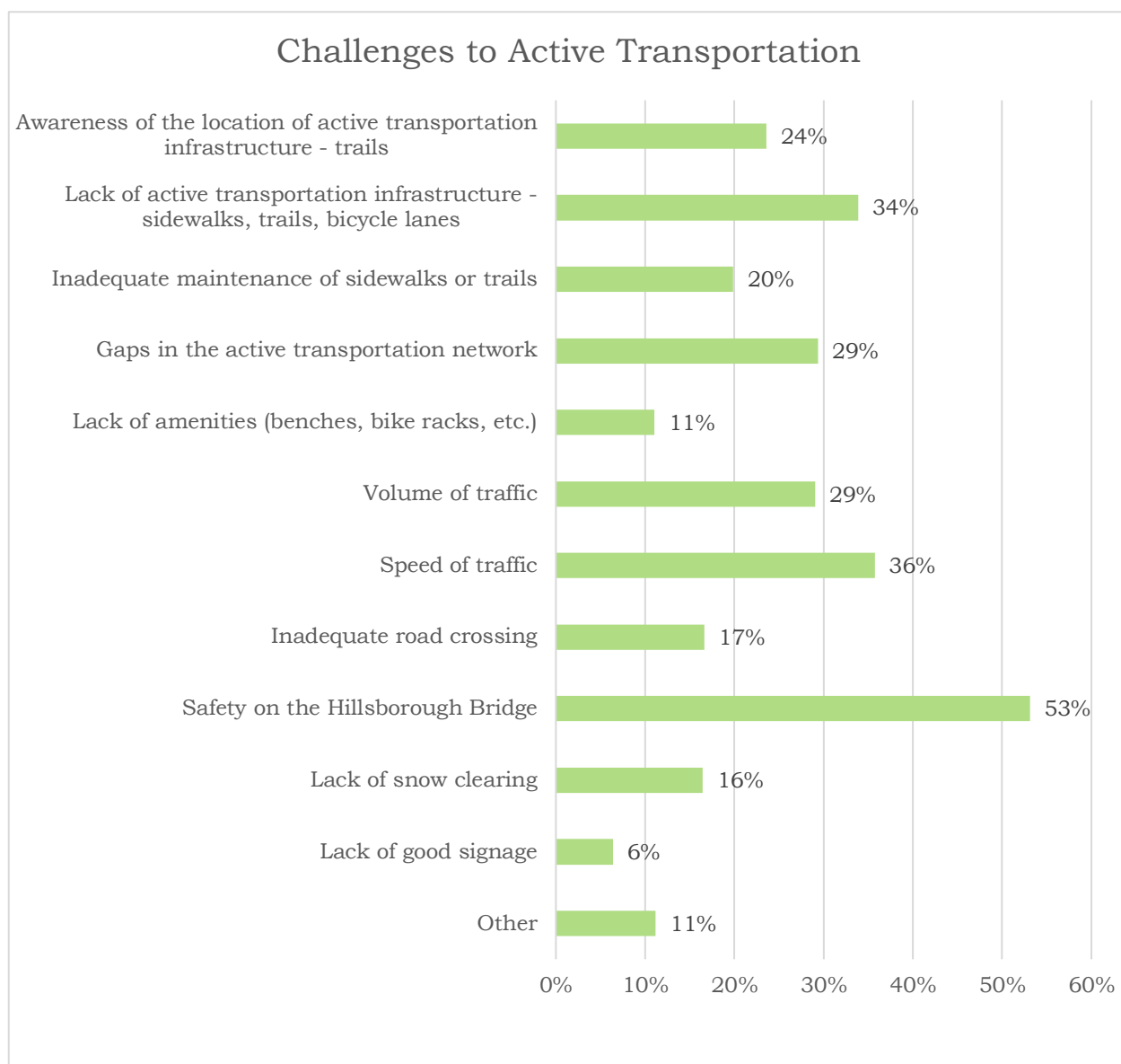
Challenges to Active Transportation

Residents were asked if named issues prevented them from using active transportation more often. Residents could choose more than one option.

Of the identified options, safety on the Hillsborough Bridge was chosen by 53% of all respondents, speed of traffic was chosen by 36%, lack of active transportation infrastructure (sidewalks, trails, bicycle lanes) was chosen by 34%, gaps in the active transportation network was 29%, volume of traffic was 29%, awareness of the location of active transportation infrastructure trails was 24%, inadequate maintenance was 20%, inadequate road crossings was 17%, lack of snow clearing was 16%, lack of amenities (benches, bike racks, etc.) was 11%, lack of good signage was chosen by 6% of the respondents, and other was chosen by 11% of the respondents to the survey.

The 258 comments were reviewed and grouped as they related to: personal interest/habits that don't support active transportation, mobility limitations (including health), distance to destinations, trail/sidewalk conditions/connections, and safety concerns (including lighting and safety on bridge).

Thirty percent (30%) of respondents skipped this question which was 14% fewer respondents skipping over this question compared to the 2014 survey when this question was last offered.



INCREASING THE NUMBER OF SMOKE-FREE PLACES IN STRATFORD

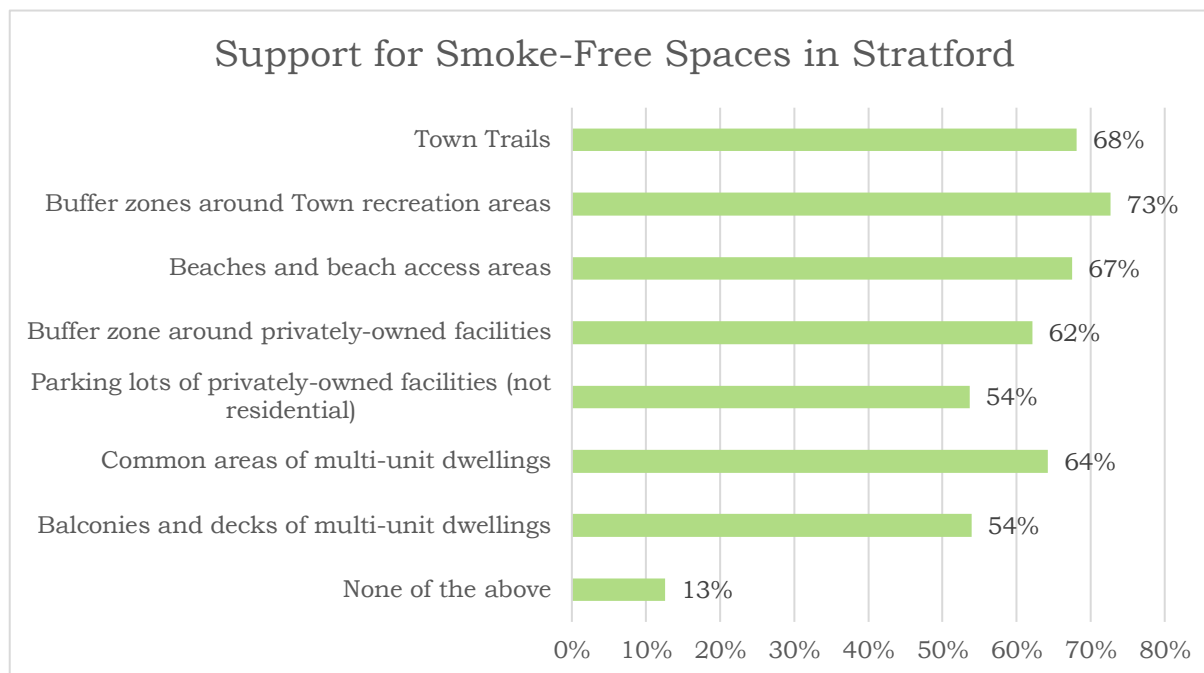
For the health of all residents, Stratford is looking to expand smoke-free spaces within the community.

Seventy-two percent (72%) of respondents reported that they are not exposed tobacco smoke or vaping smoke in the Town of Stratford, 5% are exposed daily, 13% are exposed a few times per month, and 10% are exposed a few times per year.

Twenty-three percent (23%) of respondents reported that they, or a member of their household, suffer immediate health effects when exposed to secondhand smoke, while 77% do not suffer immediate health effects.

Residents were asked where they would like to see smoke-free spaces within the Town. Some spaces are already smoke-free by provincial legislation and regulations or current municipal bylaw.

Smoke-free Town Trails - including board walks and bicycle paths - was supported by 68% of respondents; 73% support buffer zones around Town recreation areas - including around playing fields, tennis courts, paths; 67% support smoke-free beaches and beach access areas; 62% support buffer zones around privately-owned facilities (not residential) big enough to prevent smoke from entering the facility; 54% for parking lots of privately-owned facilities - (not residential) - such as businesses, churches, golf course, clinics; 64% common areas of multi-unit dwellings (such as apartment buildings, condos, row housing) - including entrances, grounds, parking lots; 54% support smoke-free balconies and decks of multi-unit dwellings (such as apartment buildings, condos, row housing) - to prevent smoke from entering building, and 13% chose one of the above.

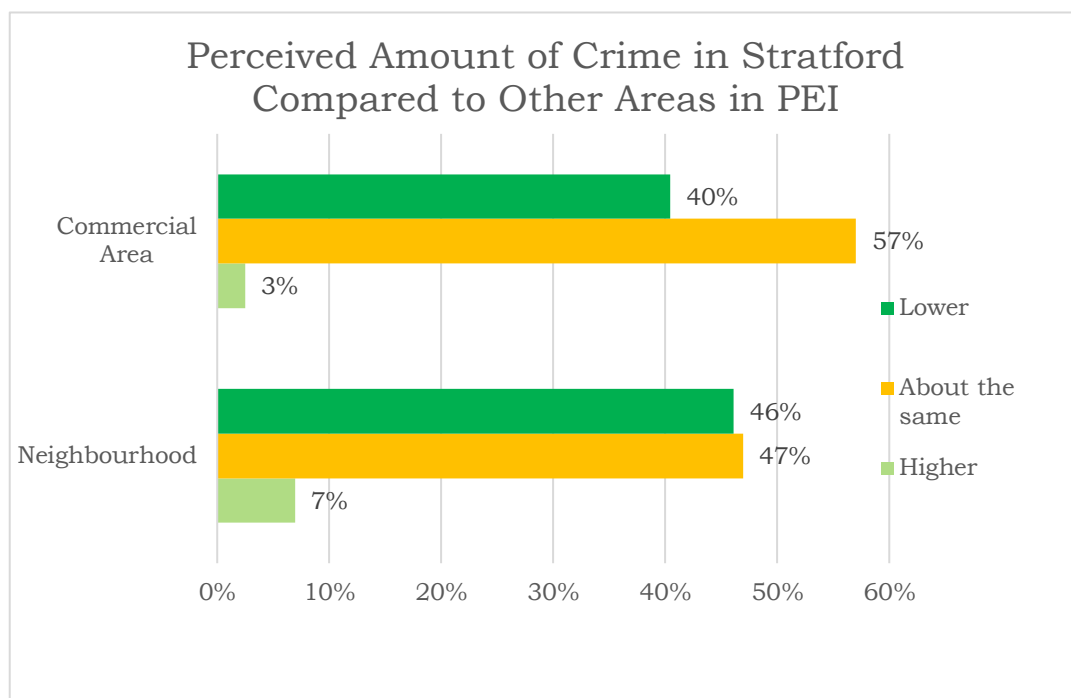


SAFETY IN YOUR COMMUNITY

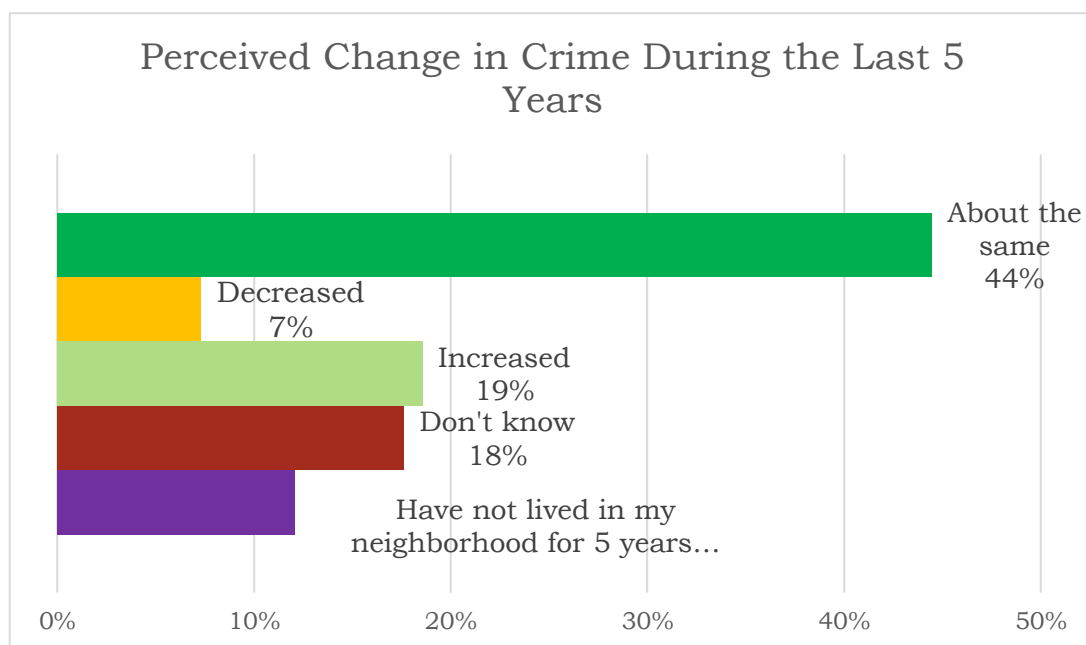
For the purposes of this survey, a "neighbourhood" referred to the area surrounding the home and "commercial areas" referred to the area surrounding businesses in Stratford.

Compared to other areas in PEI, 97% of Stratford residents think the commercial areas of Town have about the same or a lower amount of crime. Forty percent (4%) think it is lower, 57% think crime is about the same, and 3% think the crime rate is higher than other areas of PEI.

Ninety-three percent (93%) of Stratford residents think that Stratford has about the same or lower amounts of crime in their neighbourhood compared to other areas in PEI. Forty-seven percent (47%) think it is lower, 46% think the crime rate is about the same, and 7% think the crime rate is higher than other areas of PEI.



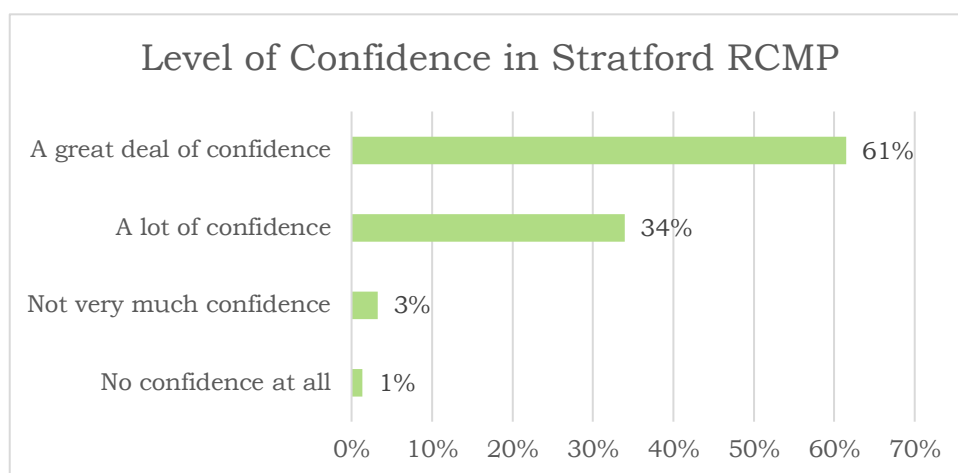
Nineteen percent (19%) of residents reported that they feel that the crime has increased during the last five years. Forty-four percent (44%) think that it is about the same, 7% think that crime has decreased, 12% reported that they have not lived in Stratford for five years, and 18% don't know.



PERCEPTIONS OF RCMP SERVICES

Residents were asked about their contact with the Stratford RCMP. Forty-two percent (42%) of survey respondents reported that they have had contact with the Stratford RCMP within the last five years and 58% had not had contact within the last five years.

Sixty-one percent (61%) of residents report that they have a great deal of confidence in the Stratford RCMP, 34% having some confidence, 3% do not have very much confidence, and 1% reported having no confidence at all in the Stratford RCMP.



All respondents were asked: Do you think the Stratford RCMP does a good job, an average job or a poor job of:

- enforcing the laws?
- promptly responding to calls?
- being approachable and easy to talk to?
- supplying information to the public on ways to reduce crime?
- ensuring the safety of the citizens in your area?
- treating people fairly?

For “enforcing the laws” residents rated:

- 51% as good job
- 25% as average job
- 3% as poor job
- 21% as don’t know/no answer

For “promptly responding the calls” residents rated:

- 42% as good job
- 17% as average job
- 4% as poor job
- 38% as don’t know/no answer

For “being approachable and easy to talk to” residents rated:

- 52% as good job
- 17% as average job
- 2% as poor job
- 29% as don’t know/no answer

For “supplying information to the public on ways to reduce crime” residents rated:

- 45% as good job
- 23% as average job
- 7% as poor job
- 25% as don’t know/no answer

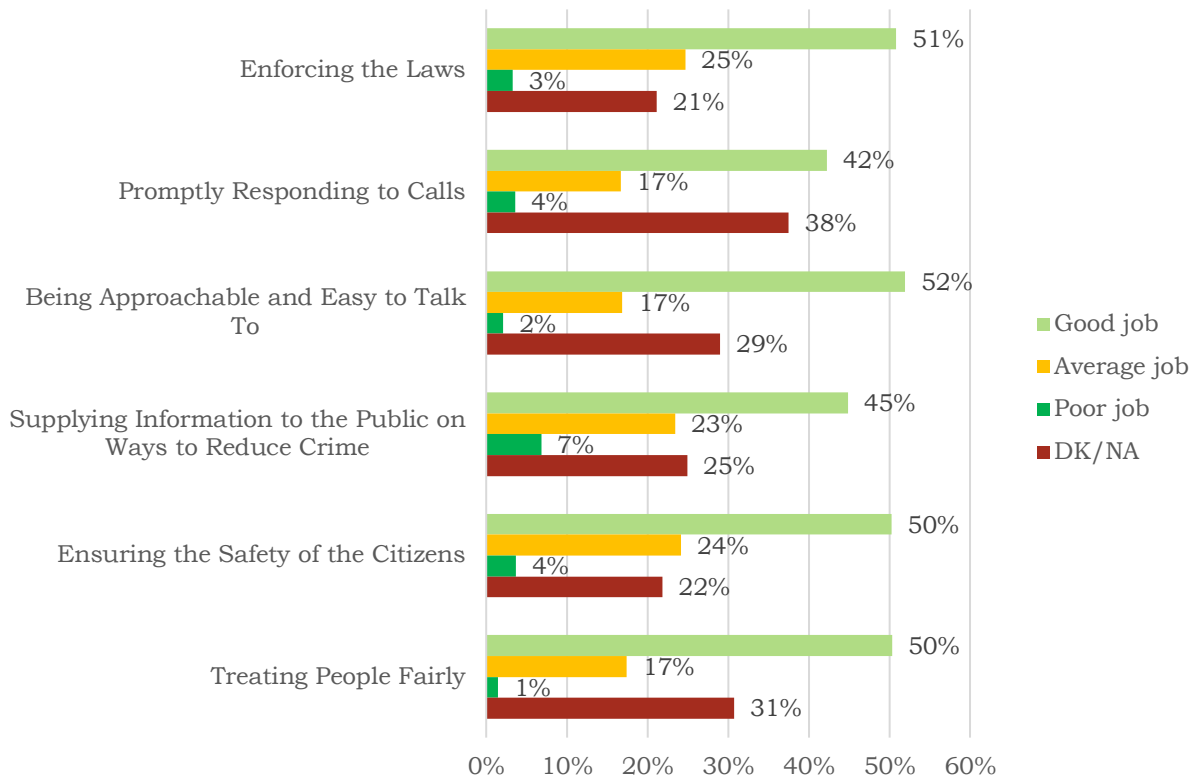
For “ensuring the safety of the citizens in your area” residents rated:

- 50% as good job
- 24% as average job
- 4% as poor job
- 22% as don’t know/no answer

For “treating people fairly” residents rated:

- 50% as good job
- 17% as average job
- 1% as poor job
- 31% as don’t know/no answer

Stratford RCMP Performance





Imagine that!



Photo Credits - WP Maund

2018 Stratford Resident Survey

Complete Online At:

www.townofstratford.ca/2018residentsurvey

Stratford Resident Survey 2018

Welcome

Dear Resident:

The Town of Stratford's annual resident survey was first conducted in 2012 and it has become an invaluable tool to measure progress on the Town's strategic objectives, as well as to solicit feedback from residents on potential projects and priorities. We very much appreciate your response to the survey. Residents also seem to appreciate the opportunity because the response rate steadily increased.

The annual survey has helped Council make decisions about programs and initiatives like the new library location, recent community gardens expansion, the traffic safety program, splash-pad installation and the cosmetic pesticide bylaw.

Whether you are a new or long-term resident, this survey is for you. Whether you are currently involved in Town activities or not, your opinion and perspective is important to us.

Our goal is to build a more welcoming, inclusive community with a safe and healthy citizenry, a strong local economy and a healthy natural environment. It is our hope that all residents will be a part of creating our future, through contributions big and small.

We greatly appreciate your time in completing this survey as your feedback is valued.

Thank you,

David Dunphy
Mayor, Town of Stratford

Deadline for submitting surveys is February 26, 2018

Survey Instructions

The Town of Stratford Resident Survey will take approximately 20 minutes to complete.

The survey is anonymous; your name cannot be connected to the survey. To ensure full confidentiality, only group data will be reported. This means no individual information will be included in reports and no reports will make it possible to identify individuals.

Please note that:

- Your participation is completely voluntary.
- There are no right or wrong answers. Even if you "don't know", this is valuable information for the Town of Stratford to know. You are free to stop the survey at any time.

If you have any questions or concerns about the survey, please contact:

Robert Hughes, Chief Administrative Officer
Town of Stratford | Phone: 902-569-1995 | Email: rhughes@townofstratford.ca

Eligible Participants

This survey is for the residents and land owners of the Town of Stratford, Prince Edward Island (*who are 18 years of age and older*) only. Please complete one survey per person.

To reduce costs, you are encouraged to complete the online survey which can be found at:
www.TownofStratford.ca/2018ResidentSurvey

Do not complete this paper survey if you have already completed the online survey.

We want to know how you receive information about the Town of Stratford.

**1. Which are your MAIN sources of information regarding the Town of Stratford?
Please check all that apply.**

- ☐ Town of Stratford website: www.townofstratford.ca
- ☐ "Stratford Town Talk" paper newsletter
- ☐ The Guardian newspaper
- ☐ Direct mail to home (*brochures, flyers, utility bills*)
- ☐ E-news (*emailed by the Town every second week*)
- ☐ Town sign
- ☐ Word of mouth
- ☐ Radio station
- ☐ Social media (*such as Facebook or Twitter*)
- ☐ School notices
- ☐ None of the above
- ☐ Other (*please describe*):

2. How would you PREFER to receive information from the Town? Please check all that apply.

- ☐ Town of Stratford website: www.townofstratford.ca
- ☐ "Stratford Town Talk" paper newsletter
- ☐ The Guardian newspaper
- ☐ Direct mail to home (*brochures, flyers, utility bills*)
- ☐ E-news (*emailed by the Town every second week*)
- ☐ Town sign
- ☐ Word of mouth
- ☐ Radio station
- ☐ Social media (*such as Facebook or Twitter*)
- ☐ School notices
- ☐ None of the above
- ☐ Other (*please describe*):

Health and Wellness

Knowing more about the health and wellness of Stratford residents will aid in our upcoming planning. By answering the following questions, we will have a more complete picture of our community.

3. In general, would you say your health is:

- ☐ Excellent
- ☐ Very good ☐ Fair
- ☐ Good ☐ Poor

4. Compared to one year ago, how would you say your health is now...

- ☐ Much better now than 1 year ago
- ☐ Somewhat better now than 1 year ago ☐ Somewhat worse now than 1 year ago
- ☐ About the same as 1 year ago ☐ Much worse now than 1 year ago

Physical Activity

“Moderate physical activity” will make you breathe harder and your heart beat faster. You should be able to talk, but not sing while doing moderate physical activity.

Moderate activities include: walking briskly outside or on a track/treadmill, fitness classes, bike riding, cross country skiing, skating.

Think about the moderate or more vigorous activities that you have done in the last 3 months.

5. In an average week, how much time did you spend doing a moderate or more vigorous activity for 10 minutes or more?

- ☐ Less than 3 times in an average week
- ☐ 3-5 times in an average week
- ☐ More than 5 times in an average week

Add up the time you spend in moderate to vigorous activity in an average week (*include sessions that last at least 10 minutes.*)

6. In an average week, did you spend a total of:

- ☐ Less than 1 hour in moderate or vigorous activity per week
- ☐ 1 to 2.5 hours in moderate or vigorous activity per week
- ☐ More than 2.5 hours in moderate or vigorous activity per week

7. Does a physical condition or mental condition or health problem reduce the amount or kind of activity you can do? (*Include only health conditions or problems that have lasted or are expected to last 6 months or more.*)

- ☐ Yes, sometimes ☐ Yes, often ☐ No ☐ Not applicable

8. Are you usually able to walk around the neighbourhood without difficulty and without mechanical support such as wheelchairs, walkers, braces, a cane or crutches?

☐ Yes ☐ No

Active Transportation

We are interested in learning more about Stratford resident's use of non-motorized forms of transportation.

"Active Transportation" refers to any form of human-powered transportation – walking, cycling, non-motorized wheelchair, in-line skating or skateboarding.

9. How far do you usually travel to get to work or school (*one way*)?

- ☐ 2.5 km or less
☐ more than 2.5 km but less than 9 km
☐ more than 9 km
☐ Not applicable (don't travel to work or school) / Don't know [skip to Question 11]

Active Commuting

"Active Commuting" applies to travel to and from work or school.

10. How often do you use these forms of active transportation to get to (*or from*) work or school?

	Never (Rarely / Seldom)	Occasionally	About half the time	Usually	Always
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jog/Run	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Active Destinations

"Active Destinations" applies to trips for shopping and/or running errands.

11. Do you "routinely" use these forms of active transportation to get to shops and/or run errands?:

	No	Yes	Not Applicable
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jog/Run	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Active Recreation

“Active Recreation” applies to the “outdoor” use of an active transportation mode for fitness or fun.

12. How often do you use Active Recreation for fitness or fun within the Town of Stratford?:

	Never (Rarely / Seldom)	Occasionally	About half the time	Usually	Always
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jog/Run	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Active Visiting

“Active Visiting” applies to visiting family and/or friends.

13. Do you “routinely” visit family and/or friends WITHIN Stratford?

☐ Yes ☐ No [skip to Question 15]

14. Do you “routinely” use these forms of active transportation to visit family and/or friends within Stratford?:

	No	Yes	Not Applicable
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jog/Run	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Challenges to Active Transportation

15. Which of the following prevents you from using active transportation more often? Please check all that apply.

- ☐ Awareness of the location of active transportation infrastructure - trails, sidewalks, bicycle lanes
- ☐ Lack of active transportation infrastructure - trails, sidewalks, bicycle lanes
- ☐ Inadequate maintenance of sidewalks or trails
- ☐ Gaps in the active transportation network
- ☐ Lack of amenities (*benches, bike racks, etc.*)

- ☐ Volume of traffic
- ☐ Speed of traffic
- ☐ Inadequate road crossings
- ☐ Safety on the Hillsborough Bridge
- ☐ Lack of snow clearing
- ☐ Lack of good signage
- ☐ Other (*please describe*):

16. Do you have, or have access to, a vehicle for everyday travel?

- ☐ Yes
☐ No
☐ Sometimes

T3 Transit for Stratford

The Town of Stratford, along with the City of Charlottetown and the Town of Cornwall, contract with T3 Transit to provide a public transit service for the greater Charlottetown area.

Residents who live near the transit route can take the bus to get to downtown Charlottetown and can transfer to continue to other parts of Charlottetown and Cornwall at no extra charge.

Residents can likewise return to Stratford from downtown (*using a connection if necessary*).

17. Have you used the T3 Stratford bus (public transit) during the last 12 months?

- ☐ Yes ☐ No

18. From what you know, or hear from others, how much do you agree with the following statements about the T3 Transit service:

	Strongly Disagree	Disagree	Agree	Strongly Agree	Don't Know/ Not Applicable
Bus service is reliable and runs on time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus routes are well planned	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus drivers are respectful toward passengers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The cost (\$2.25) for a one-way trip (<i>including transfers to other buses</i>) is a reasonable pricedecisions for the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Passengers are respectful toward bus drivers and other passengers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information on how to use the bus is easy to find	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. What keeps you from using the bus system (*or using it more*)? Please check all that apply.

- | | |
|--|---|
| <input type="checkbox"/> I don't know enough about using the bus | <input type="checkbox"/> I walk or bike to and from my destination |
| <input type="checkbox"/> The pick-up times do not suit my schedule | <input type="checkbox"/> I prefer to use my own vehicle or other motorized form of transportation |
| <input type="checkbox"/> The return times do not suit my schedule | <input type="checkbox"/> A bus does not come to my area |
| <input type="checkbox"/> It's too far to walk to the bus stop | <input type="checkbox"/> Other (<i>please describe</i>): |
| <input type="checkbox"/> I need my vehicle for work | |

No Bus Service Areas

The Town is tracking areas that are interested in having bus service.

20. If no bus comes to your area and you would like to see bus service in your area, please provide your postal code.

(Leave blank if not applicable to you.)

Home Energy Use and Environmental Protection

In the following questions, when we refer to “home”, we mean the dwelling where you currently live.

Please answer the questions regardless of whether you own or rent your home.

21. Does your home currently use any of the following alternative energy sources (*not including wood or fossil fuels – like oil or gas*)? Check all that apply.

☐ Geothermal heat pump

☐ Air source heat pump

☐ Solar panels used to heat water

☐ Solar panels used to generate electricity
(*photovoltaic*)

☐ Wind power

☐ Biofuels (*other than wood, for example - biodiesel*)

☐ Don't know

☐ None of these

☐ Other (*please describe*):

22. Have the following energy saving actions been taken in your home? Check one answer per row.

	Yes, within the last 12 months	Yes, for more than 12 months	No	Not Applicable/ Don't Know
Replaced older light bulbs with LED bulbs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use a programmable thermostat to automatically lower the temperature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regularly wash laundry in cold water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regularly air dry laundry (where clothes lines are permitted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use a High Efficiency (<i>HE</i>) Washer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use a High Efficiency (<i>HE</i>) Dryer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved the insulation in the home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. Have other energy saving actions been taken? Please describe actions taken (or leave blank):

24. In the past 12 months, did you or anyone in your home:

	Yes	No	Not Applicable/ Don't Know
Plant trees or shrubs on your property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plant trees or shrubs in the community (not your property)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Help to clean or improve a natural area – examples: a pond or other waterway -- within Stratford	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pick up garbage in a natural area within Stratford	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participate in citizen-science activities of measuring, monitoring, or reporting – examples: bird count, water monitoring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

25. Does your home have a lawn?

☐ Yes ☐ No [If no skip to Question [27]

Pesticide Use on Lawns

For the purposes of this survey, the term “pesticides” refers to any synthetic (*man-made*) chemical substance that is used to prevent, reduce, destroy, repel or attract any weeds or pests.

26. Did the use of pesticides on your lawn change over the last year - compared to the previous year?

- ☐ Pesticide use increased
- ☐ Pesticide use stayed the same
- ☐ Pesticide use decreased
- ☐ Pesticides were not used at all over the last year,
but used to be used
- ☐ Pesticides have never been used during your residence
- ☐ Don't know

Your Town

27. How likely is it that you would recommend the Town of Stratford as a place to live to a friend or colleague?

Not at all likely	1	2	3	4	5	6	7	8	9	10	Extremely likely
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

28. What, if anything, can the Town do to increase the likelihood that you would recommend Stratford as a place to live? *(Please describe briefly)*

Customer Service with the Town of Stratford

29. Have you contacted any Town of Stratford office for service or information in the last 12 months?

☐ Yes ☐ No [If no skip to Question [38]

General Experience with Service

30. Overall, how would you rate the quality of your customer service experience with the Town of Stratford this year?

- ☐ Very positive
- ☐ Somewhat positive
- ☐ Neutral
- ☐ Somewhat negative
- ☐ Very negative

Customer Services Accessed

31. Have you contacted any of the following services within the past 12 months?

(Please check all that apply)

- ☐ Safety Services *(animal control, police, fire, noise and nuisance, unsightly premises or general complaints)*
- ☐ Planning *(building permits, plans or development)*
- ☐ Infrastructure *(sidewalks, trails, buildings, properties, sewer and water)*
- ☐ Recreation, Culture and Events *(schedules, bookings, special events, program registrations)*
- ☐ Finance and Technology *(utility bills, statements, payables and receivables)*
- ☐ None of the above

Meeting Expectations

We would like to know how well we met your expectations when you dealt with the services mentioned above in question 31 (Leave other rows blank).

32. Staff were polite and courteous:

Name of Service	Well below expectations	Below expectations	Met expectations	Exceeded expectations	Far exceeded expectations
Safety Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation, Culture and Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Finance and Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

33. Staff understood my question or concern:

Name of Service	Well below expectations	Below expectations	Met expectations	Exceeded expectations	Far exceeded expectations
Safety Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation, Culture and Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Finance and Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

34. Information requested was available and provided:

Name of Service	Well below expectations	Below expectations	Met expectations	Exceeded expectations	Far exceeded expectations
Safety Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation, Culture and Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Finance and Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

35. Staff with needed expertise were available as needed: ☐ Not Applicable

Name of Service	Well below expectations	Below expectations	Met expectations	Exceeded expectations	Far exceeded expectations
Safety Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation, Culture and Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Finance and Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

36. If Staff with needed expertise were not immediately available, timely appointments were made available: ☐ Not Applicable

Name of Service	Well below expectations	Below expectations	Met expectations	Exceeded expectations	Far exceeded expectations
Safety Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation, Culture and Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Finance and Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

37. Where Staff had to get back to me, the response was made in a timely manner: ☐ Not Applicable

Name of Service	Well below expectations	Below expectations	Met expectations	Exceeded expectations	Far exceeded expectations
Safety Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation, Culture and Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Finance and Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Accessing Services

38. Is the Town of Stratford office a physically accessible location for you?

☐ Yes ☐ No

39. What would be your preferred method(s) for accessing most Town of Stratford Services?
(Please choose all that apply)

- ☐ Face-to-face at the Stratford offices ☐ Online - accessing services through the Town website
☐ Over the phone with a staff person ☐ Other (please describe)

40. What specific technologies, business processes and/or employee behaviors would make it easier to do business with the Town of Stratford?

Internet Access

41. Do you regularly use the internet?

☐ Yes ☐ No

Reducing Paper Production

The Town of Stratford is assessing the use of paper newsletters and surveys as part of its sustainability goals and is interested in your views on the following.

42. Do you currently receive Stratford's newsletter -- Town Talk?

- ☐ Yes, I receive the paper copy ☐ Yes, I download it from the Town website ☐ No

43. If Town Talk were only available electronically (*by email or on the Town website*), would you be able to read the newsletter?

- ☐ Yes ☐ Yes, but I would not want to read it online ☐ No

Town Talk Use

44. How often do you read Town Talk?

- ☐ Never or rarely [**skip to Question 46**] ☐ Some editions ☐ Most or all editions

Town Talk Reading

45. How much of the Town Talk newsletter do you usually read? Please chose the option that best applies to you.

- ☐ I usually don't read the newsletter ☐ I usually read some or only certain sections of the newsletter
☐ I usually just scan the newsletter ☐ I usually read most or all of the newsletter

Paper or Online Survey

The Town is considering options for reducing the number of paper surveys produced for the Annual Residents Survey.

46. Do you prefer to complete surveys on paper or online?

- ☐ Paper surveys ☐ Online surveys ☐ Either option would be okay

Paper vs Online

47. If the Town moved to "paper surveys by request only" in addition to continuing the online survey, which of the following situations would apply to you? Please check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> I would no longer participate in the annual survey. | <input type="checkbox"/> I would pick up a paper survey at the Town office. |
| <input type="checkbox"/> I would choose to complete the online survey. | <input type="checkbox"/> I would pick up a paper survey if it were available in a more convenient location - please specify where (<i>or leave blank</i>): |
| <input type="checkbox"/> I would call the office to have a paper survey mailed to me. | |
| <input type="checkbox"/> I would email the office to have a paper survey mailed to me. | |

Increasing Number of Smoke-Free Places

The Town of Stratford is looking to expand smoke-free spaces in the community.

48. Where would you like to see smoke-free spaces within the Town? This would include all smoking, not just tobacco smoking. Please check all that apply.

- ☐ Town Trails - including board walks and bicycle paths
- ☐ Buffer zones around Town recreation areas - including around playing fields, tennis courts, paths
- ☐ Beaches and beach access areas
- ☐ Buffer zone around privately-owned facilities (*not residential*) big enough to prevent smoke from entering the facility
- ☐ Parking lots of privately owned facilities (*not residential*) - such as businesses, churches, golf course, clinics
- ☐ Common areas of multi-unit dwellings (*such as apartment buildings, condos, row housing*) - including entrances, grounds, parking lots
- ☐ Balconies and decks of multi-unit dwellings (*such as apartment buildings, condos, row housing*) - to prevent smoke from entering building
- ☐ None of the above

49. Are you regularly exposed to tobacco smoke or vaping smoke in the Town of Stratford? Please choose the answer that best applies to you.

- ☐ No [skip to Question 51]
- ☐ Yes, a few times per month
- ☐ Yes, almost daily
- ☐ Yes, a few times per year

Exposure to Secondhand Smoke in Stratford

50. If you are regularly exposed to secondhand smoke in Stratford, where does this occur? Please provide only one location per box. (Leave blank if no answer.)

Location of exposure:

Location of exposure:

Impact of Secondhand Smoke

51. Do you, or any of your household members, suffer immediate health effects when exposed to secondhand smoke?

- ☐ Yes
- ☐ No

Town Initiatives Awareness

52. How much do you know about the following Town initiatives?

Choose the answer that best describes how much you know about each initiative.

	Never heard of it	Heard of it but don't know details	Know some of the details	Have followed it closely or sought more information
Zoning Bylaw Review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Think! Stratford" Support Local Initiative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Energy Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Garden expansion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Naturally Stratford - pesticide education program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Respect" Road Safety Campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stratford's Youth Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sewer Treatment Plant Replacement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skate Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Splash Pad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

53. How important is it for the Town of Stratford to use resources to protect the environment?

- ☐ Not at all important
 ☐ Not very important
 ☐ Somewhat important
 ☐ Very important
 ☐ Don't know/ No answer

Satisfaction with Town Performance on Issues Affecting Stratford

54. When you think about the Town of Stratford, how satisfied are you with each of the following areas?

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied
Responsiveness to Town issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accountability for actions taken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transparency of decision making	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunities for input into planning and decisions for the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to meet your needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

55. Do you have additional comments? *(Please describe briefly.)*

Safety in Your Community

For the following questions, a “neighbourhood” refers to the area surrounding your home.

56. Compared to other areas in PEI, do you think your neighbourhood has a higher amount of crime, about the same or a lower amount of crime?

☐ Higher ☐ About the same ☐ Lower

“Commercial areas” refers to the area surrounding businesses in Stratford.

57. Compared to other areas in PEI, do you think your commercial areas of town have a higher amount of crime, about the same or a lower amount of crime?

☐ Higher ☐ About the same ☐ Lower

58. During the last 5 years, do you think that crime in your neighbourhood has increased, decreased or remained about the same?

☐ Increased
☐ Decreased ☐ Don't know
☐ About the same ☐ Have not lived here for 5 years

The next questions deal with your perceptions about the work that is being carried out by your local police force -- the Stratford RCMP.

59. Have you had contact with the Stratford RCMP within the last 5 years?

☐ Yes ☐ No

60. Do you think the Stratford RCMP do a good job, an average job or a poor job...

	Good Job	Average	Poor Job	Don't know/ No answer
...of enforcing the laws?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...of promptly responding to calls?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...of being approachable and easy to talk to?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...of supplying information to the public on ways to reduce crime?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...of ensuring the safety of the citizens in your area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...of treating people fairly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

61. How much confidence do you have in the Stratford RCMP?

- ☐ A great deal of confidence ☐ Not very much confidence
☐ Some confidence ☐ No confidence at all

Demographics

Almost done! These final questions help us ensure that we are hearing from the broadest range of residents.

62. Do you currently own or rent your dwelling?

- ☐ Own ☐ Rent
☐ Own - Condo ☐ Rent – Condo

63. Is this dwelling?

- ☐ Single-detached house
☐ Semi-detached house ☐ Apartment, duplex
☐ Row house ☐ Apartment, multi-story building

64. How many people (*including yourself*) live in your dwelling? Count only the people in your personal household.

Number:

65. How long have you lived in Stratford?

- ☐ Less than 2 years ☐ 5 to less than 10 years
☐ 2 to less than 5 years ☐ 10 years or more

66. What is your best estimate of the total income received by all household members, from all sources, before taxes and deductions, in 2017?

- | | |
|--|--|
| <input type="checkbox"/> Less than \$5,000 | |
| <input type="checkbox"/> \$5,000 or more but less than \$10,000 | <input type="checkbox"/> \$60,000 or more but less than \$70,000 |
| <input type="checkbox"/> \$10,000 or more but less than \$15,000 | <input type="checkbox"/> \$70,000 or more but less than \$80,000 |
| <input type="checkbox"/> \$15,000 or more but less than \$20,000 | <input type="checkbox"/> \$80,000 or more but less than \$90,000 |
| <input type="checkbox"/> \$20,000 or more but less than \$30,000 | <input type="checkbox"/> \$90,000 or more but less than \$100,000 |
| <input type="checkbox"/> \$30,000 or more but less than \$40,000 | <input type="checkbox"/> \$100,000 or more but less than \$150,000 |
| <input type="checkbox"/> \$40,000 or more but less than \$50,000 | <input type="checkbox"/> \$150,000 and over |
| <input type="checkbox"/> \$50,000 or more but less than \$60,000 | <input type="checkbox"/> Don't know/ I'd rather not say |

67. Gender: How do you describe yourself? (*Please check one.*)

- ☐ Female ☐ Transgender, third gender, non-binary, non-conforming or other gender
☐ Male ☐ I'd rather not say

68. Your age is:

- | | |
|---|---|
| <input type="checkbox"/> Under 15 years | <input type="checkbox"/> 55 to 64 years |
| <input type="checkbox"/> 15 to 24 years | <input type="checkbox"/> 65 to 74 years |
| <input type="checkbox"/> 25 to 34 years | <input type="checkbox"/> 75 to 84 years |
| <input type="checkbox"/> 35 to 44 years | <input type="checkbox"/> 85 years and over |
| <input type="checkbox"/> 45 to 54 years | <input type="checkbox"/> I'd rather not say |

69. Do you have children under the age of 19 living in your home? (Check all that apply.)

- | | |
|--|--|
| <input type="checkbox"/> Children of preschool age | |
| <input type="checkbox"/> Children of age for Kindergarten to Grade 6 | <input type="checkbox"/> Children of age for Grade 10 to 12 |
| <input type="checkbox"/> Children of age for Grade 7 to Grade 9 | <input type="checkbox"/> No children under 19 living in the home |

70. How long have you lived in Canada?

- | | |
|---|--|
| <input type="checkbox"/> Less than 2 years | <input type="checkbox"/> 4 to less than 10 years |
| <input type="checkbox"/> 2 to less than 4 years | <input type="checkbox"/> 10 years or more |

71. Were you born in Canada?

- ☐ Yes ☐ No - If No, where were you born? Please specify **Country:**

72. Do you have any other comments to share? Please explain briefly.

APPENDIX B – MULTI-MODE METHOD

Multi-mode Survey

Multi-mode surveys (sometimes called "mixed-mode surveys") involve collecting information from survey respondents using two or more modes and combining the responses for analysis. Multi-mode surveys are often used to compensate for coverage biases of individual modes and to increase overall response rates.

The Town of Stratford's administration needed to balance budget considerations with reaching a broad range of residents:

- an online survey is the most financially viable route but not an optimal choice for all residents
- the use of an online survey as well as a paper survey - distributed through Canada Post and a flyer delivery group - allowed for different accessibility requirements (e-mail vs mail) and different respondent preferences (online vs paper).

The multi-mode survey (using online and paper-based surveys) allowed for a reduced total survey cost by shifting some of the surveys from a higher cost method (e.g., all paper where data entry is time-consuming and costly) to a lower cost method (e.g., self-administered online survey).

A challenge posed by multi-mode methods is the possibility of "mode effects" on responses. Notably, the online (computer access dependent) and paper (flyer delivery/mailed response) modes have different characteristics in terms of how the respondent experiences the survey - and these can potentially lead to answering questions differently.

In both cases, the survey modes are limited in that they are both visual, self-administered, and require a certain English-language, literacy level.

Standards for Multi-Mode Surveys

To ensure comparability of results when combining both survey modes (online and paper):

- Question wording and presentation of response options were the same across modes (online version did have question skipping where skipped questions were not visible);
- Stratford residents were provided both options but asked to only respond to one survey mode; and
- Data quality issues were compared between modes.

APPENDIX C – DATA QUALITY ASSURANCE

This survey was for the residents (and property owners) of the Town of Stratford, Prince Edward Island. To validate survey participants, paper surveys were delivered to residents of Stratford only. Online survey links were distributed primarily through the Town of Stratford's email list.

As public and social media promotions would reach people who were nonresidents, promotional materials indicated that the survey was for Stratford, PEI residents only. The opening page also indicated that the survey was for adult residents of Stratford PEI only.

Validation of residents was attempted through self-selection (in both the online and written surveys), a question on length of residency in the community, and online surveys were cleaned of duplicates.

Final Numbers

953 fully completed surveys after cleaning for blanks (6).

Incomplete surveys (qualified break-offs) were acceptable for inclusion in analysis but incompletes were expected to answer at least 3 questions. Incompletes were checked to see if a new survey was completed later - looking at IP address and comparing answers. Four incompletes were removed.

949 surveys analyzed after final cleaning

Records Keeping and Assumptions

The data records for any deleted cases are kept and are available upon client request.

No personally identifiable data may be shared with a client without the consent of the respondent (such as respondent providing email and asking for contact to be made), and when done so it must be in compliance with local laws, regulations, and industry codes.

Both a paper and online survey could be completed by the same respondent. As the survey was lengthy and detailed, the risk of this was considered very low.

Qualified break-offs were identified as those survey respondents who did not complete more than the first 3 questions in the survey. Data records for qualified break-offs were retained to permit comparisons with respondents who completed the survey - which is a form of nonresponse bias analysis. The sample size of qualified break-offs was not sufficient for comparison.

For online surveys the criterion defining "rushed answers" was based on total time to complete the full survey of less than five minutes.

Data editing/imputation was used cautiously to reassign comment box notes to appropriate answer selections. Comments written on paper surveys were applied to appropriate comment boxes or excluded from data entry.

Of the 356 manually entered surveys (from paper responses), 10% (per data entry clerk) were randomly checked for data entry accuracy and consistency.

APPENDIX D – DATA ANALYSIS NOTES

Weighting of the data - ideally, a survey sample is a demographic match of the population it came from. This would be reflected in the sample being representative with respect to all variables measured in the survey (age, gender, income, dwelling type, etc.). Unfortunately, this is usually not the case. Self-selection and non-response biases may cause some groups to be over-represented or under-represented. When such problems occur, no reliable conclusions can be drawn from the collected survey data unless something has been done to correct for the lack of representation.

A commonly applied correction technique is a weighting adjustment. It assigns an adjustment weight to each survey respondent. Persons in under-represented groups get a weight larger than 1, and those in over-represented groups get a weight smaller than 1. When calculating means, totals and percentages, the weighted values are used to balance the results to reflect the actual population.

Responses to the survey varied by age category and dwelling type (single-detached house; double/duplex/semi-detached; apartment or row house). The proportion of survey respondents in each age category and dwelling type differed from the true population according to the 2011 Census (2016 Census data was not available at the time of survey analysis). The response rates were somewhat lower among most age groups living in apartments and among those under age 45 in all dwelling types. Therefore, the survey data was "weighted" to make the results more representative of the total Town of Stratford population according to age and dwelling type.

There was one exception to the weighting procedure. There were too few respondents age 15 to 24 to weight the data. Therefore, the age group 15 to 24 (for all dwelling types) was not weighted and was therefore under-represented in the final survey results.

In addition to making the survey results more representative, weighting also serves to reduce year-to-year variability in results caused by changes in response rates in each demographic subgroup.

Analysis - Inferential statistics were used to assess whether survey results varied significantly from the 2016 and 2017 surveys (noted questions may have been compared to 2015 data where questions are not asked every year.) The statistically significant differences are highlighted in this report ($P < 0.05$, Z-test of two population proportions, i.e., the likelihood that each difference observed between years occurred by chance alone are less than 1 in 20). As this benchmarking data

also accounts for differences in question skip rates, not all percentages will equal those reported in previous years' reports. Only differences between years of greater than 9% are reported. Small changes of less than 10%, are not reported as they do not represent a practical or managerial significance, but will be monitored into the next year to see if it is a trend or a one-year anomaly.