

# Summary Report



*Imagine that!*

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## Stratford Resident Survey



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## INTRODUCTION

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.

The Town of Stratford has utilized the Stratford Resident Survey since 2012 as one of many methods to receive feedback from residents to note community changes over time. The 2021 Stratford Resident Survey results were compared to previous years.

Feedback received through the Stratford Resident Survey is a key way for the Town to ensure it adheres to its performance management system, "Sustainable Stratford – Results Matter." The Town also uses the Stratford Resident Survey results to inform the strategic and operational decision-making process and assist with Town planning.

The **Summary Report** is a concise overview of the 2021 Stratford Resident Survey results. The full results report, which includes further detail, the survey methodology, and the profile of survey respondents, is available at [www.townofstratford.ca](http://www.townofstratford.ca)

A paper version of the survey was distributed to 4,304 homes and apartments through the Canada Post Precision Targeter and Neighbourhood Mail distribution systems. The paper survey contained a Business Reply Mail envelope allowing residents to mail paper surveys back to the Town at no cost. An online version of the survey was administered using the SurveyMonkey platform. One-thousand sixteen (1,016) responses were received.

The Town of Stratford engaged MRSB Consulting Services Inc. to assist with the planning, development, marketing, implementation, analysis, and reporting of the 2021 Stratford Resident Survey.

# 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.**

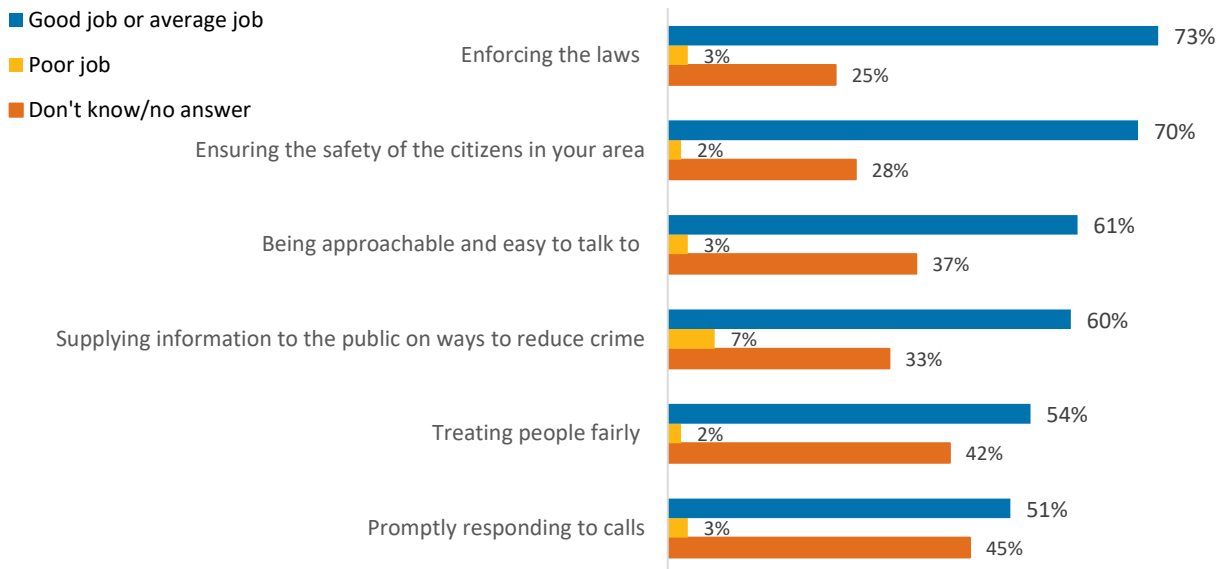
## HEALTH AND WELLNESS

- **93%** of survey respondents report their health as good, very good, or excellent
- **83%** of survey respondents reported their health is about the same, somewhat better, or much better when asked, “compared to one year ago, how would you say your health is now?”
- **66%** of survey respondents are physically active three or more times in an average week
- **74%** of survey respondents engage in moderate or vigorous activity for more than one hour per week
- **37%** of survey respondents indicated that a mental or physical health issue sometimes or often reduces the amount or kind of activity they are able to perform
- **93%** of survey respondents are usually able to walk around the neighbourhood without difficulty and without mechanical support

## RESIDENT SAFETY

- Compared to other areas in PEI, **49%** of survey respondents think their neighbourhood has a lower amount of crime and **47%** of respondents think crime is about the same
- Compared to other areas in PEI, **41%** of survey respondents think commercial areas of Stratford have a lower amount of crime and **56%** of respondents think crime is about the same
- During the last five years, **45%** of survey respondents think that crime in their neighbourhoods has stayed at the same level, **9%** believe crime has increased, **7%** believe crime has decreased, and **21%** do not know (**18%** of respondents indicated they have not lived in Stratford for five years)
- **65%** of survey respondents have not had contact with the local police force in the past five years
- **96%** of survey respondents have some or a great deal of confidence in the local police force

**Figure 1: Perception of quality of policing by the local police force**



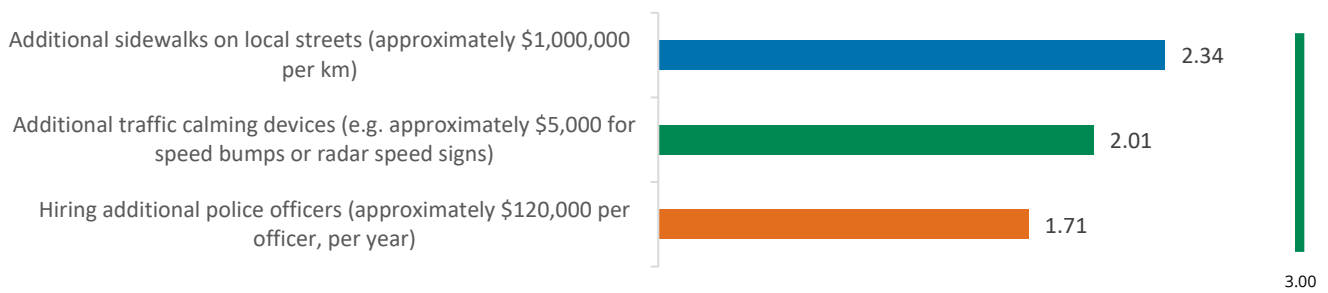
## TRAFFIC SAFETY

The Town of Stratford developed a Traffic Safety Strategy in 2012. The Traffic Safety Strategy prioritized installing sidewalks and bike lanes on Stratford’s main roads. These main roads, known as collector roads, have higher traffic volumes and vehicle speeds than other areas of Stratford. **The improvements to Stratford’s collector roads are nearing completion. Over the coming months, the Town will initiate a review of the Traffic Safety Strategy and look for opportunities to further enhance resident safety.**

The Town is considering installing additional traffic calming devices (e.g. speed bumps or speed radar signs), hiring additional police officers, or building additional sidewalks on local streets. **Implementing traffic calming measures and devices can be expensive.** The cost of a new sidewalk is approximately \$1,000,000 per kilometre, additional police officers cost approximately \$120,000 per year, speedbumps cost approximately \$5,000 per set, and radar speed signs cost approximately \$5,000 each.

**Survey respondents were made aware of the costs of the various traffic calming measures or devices and asked to rate their preferences from one (most preferred) to three (least preferred). These three answer choices were assigned a numeric weight from one to three, and this numeric weight was multiplied by the percentage of responses to give a weighted value.** The relative importance of each option is shown in Figure 2. For comparison purposes, if an option was ranked number one by all respondents, the value would have been three. The vertical line demonstrates the maximum possible value on the chart in Figure 2.

**Figure 2: The most preferred traffic calming measure by survey respondents was additional sidewalks on local streets**



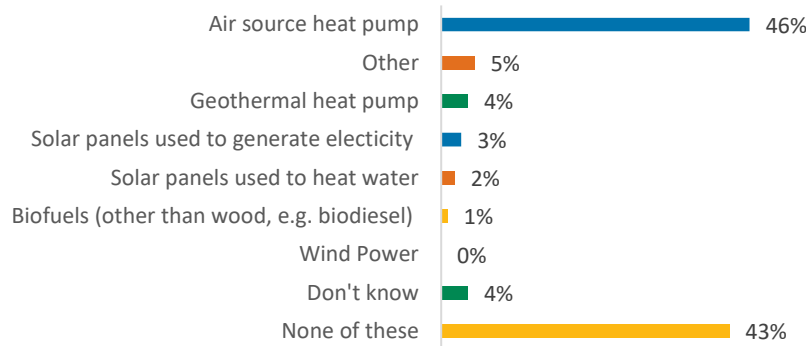
# INCREASING RESOURCE EFFICIENCY

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

## ALTERNATIVE ENERGY SOURCES

- The most common alternative energy source utilized by survey respondents is the air source heat pump (**46%** of survey respondents)

Figure 3: Energy-saving actions utilized by survey respondents

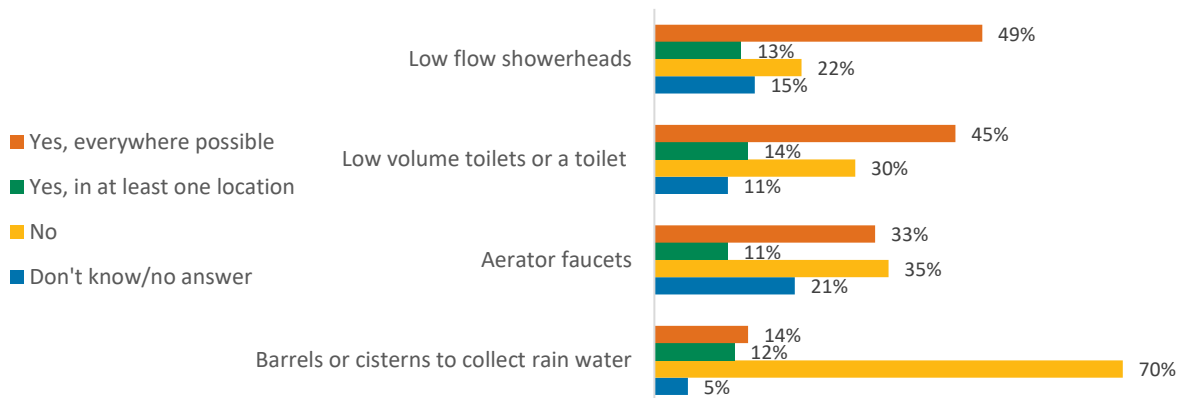


## ENERGY-SAVING ACTIONS

- Eighty-seven percent (**87%**) replaced older light bulbs with LED bulbs
- Eighty-one percent (**81%**) regularly wash laundry in cold water
- Seventy-three percent (**73%**) use a high efficiency (HE) washer
- Sixty-seven percent (**67%**) use a high efficiency (HE) dryer
- Forty-eight percent (**48%**) use a programmable thermostat to automatically lower the temperature
- Forty-seven percent (**47%**) regularly air-dry laundry (where permitted)
- Thirty-two percent (**32%**) improved the insulation in the home

## WATER MANAGEMENT

**Water supplied by the Town is the main source of water for 82% of survey respondents.** Fifteen percent (15%) of respondents indicated their main water source is a private well.



# IMPROVING ENVIRONMENTAL RESPONSIBILITY

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

## RESIDENT ENGAGEMENT IN PROTECTING ECOSYSTEMS

- **97%** of survey respondents feel it is somewhat important or very important for the Town to use resources to protect the environment
- **64%** of residents indicated that pesticides have never been used during their residence, **13%** of survey respondents indicated pesticides were not used at all over the last year but were in the past
- In the past 12 months:
  - **41%** of respondents indicated they planted trees or shrubs on their property
  - **39%** picked up garbage in a natural area
  - **12%** helped to clean or improve a natural area
  - **4%** planted trees or shrubs in the community
  - **3%** participated in a citizen-science activity (e.g. bird count, water monitoring, etc.)

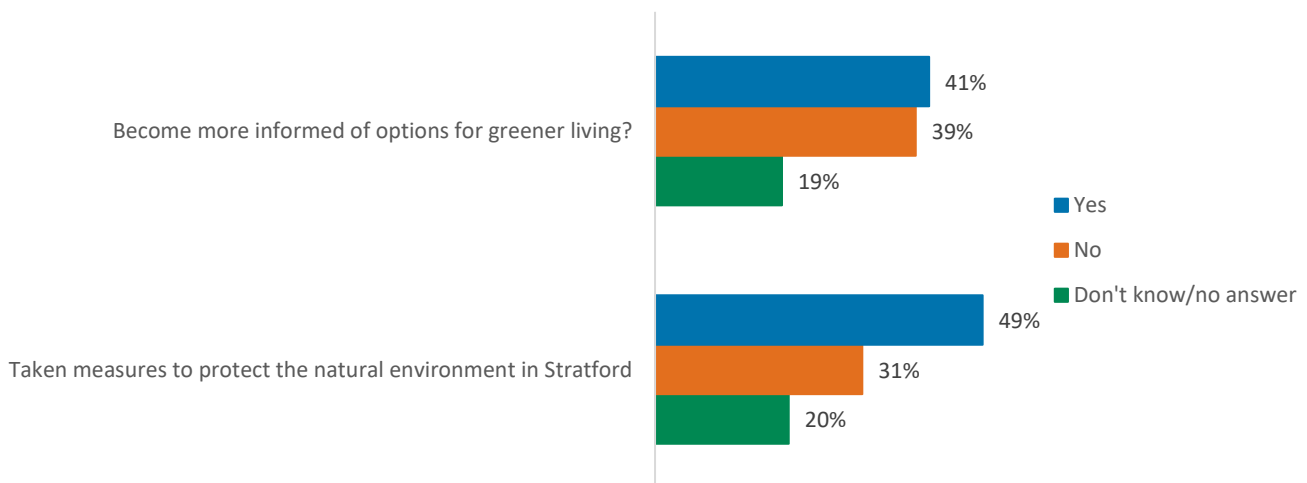
## NATURALLY STRATFORD

Survey respondents were asked if, over the past year, they and their families have become more informed of options for greener living in the Town of Stratford and if, over the past year, they have taken measures to protect the natural environment in Stratford.

**In the past year, 41% of survey respondents have become more informed of options for greener living in the Town of Stratford.** Nineteen percent (19%) did not know or could not provide an answer.

**In the past year, 49% of survey respondents have taken measures to protect the natural environment in Stratford.** Twenty (20%) did not know or could not provide an answer.

Figure 4: Some Stratford residents are becoming more informed on taking measures to protect the natural environment

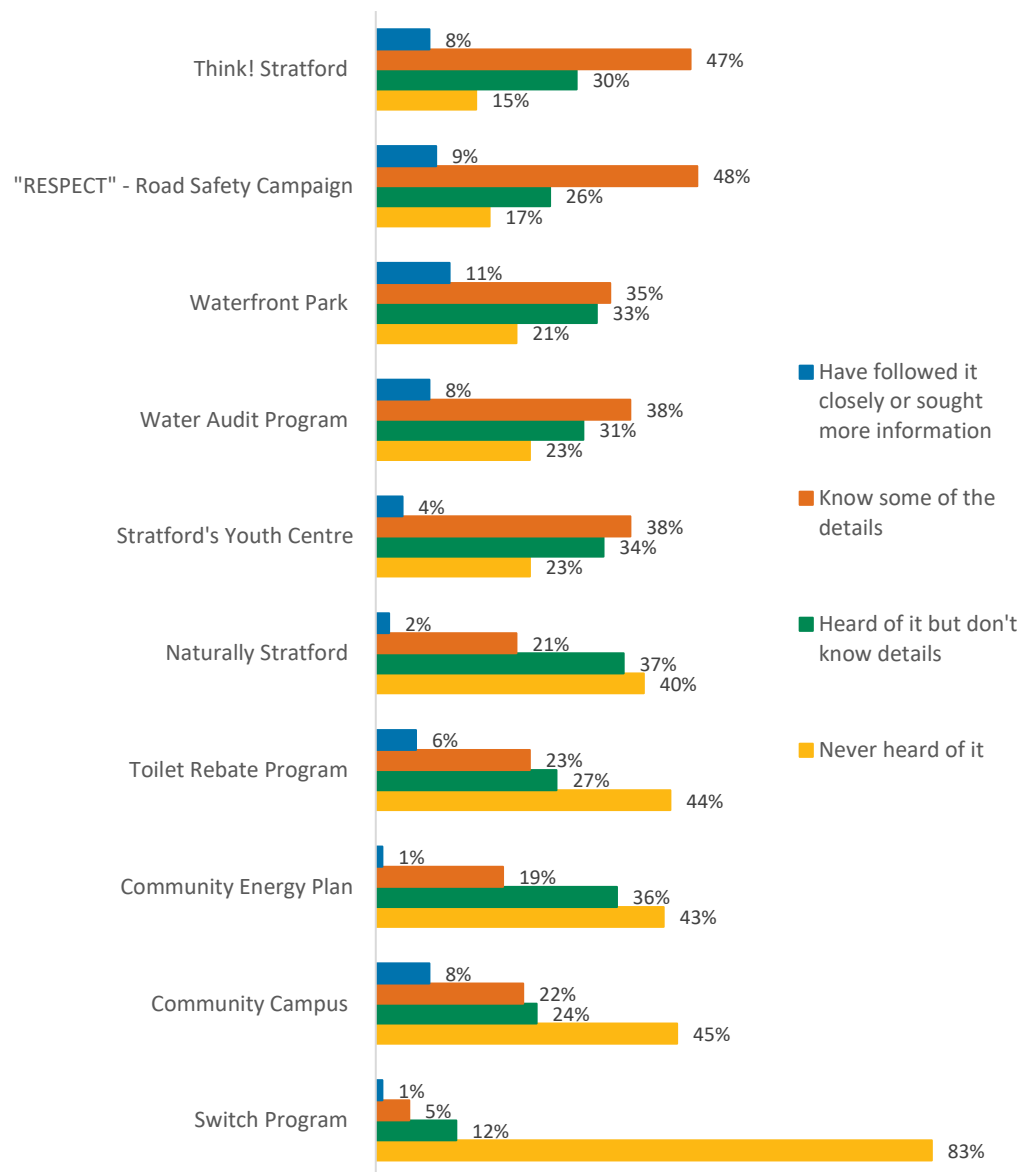


# INCREASING COMMUNITY ENGAGEMENT

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

- The most common form of communications received by survey respondents are the “Stratford Town Talk” paper newsletter (**52%**), social media (**46%**), and the Town of Stratford website (**43%**)
- Respondents preferred sources of Town information were the “Stratford Town Talk” paper newsletter (**46%**), social media (**45%**), and the Town of Stratford website (**41%**)

Figure 5: Awareness of Town initiatives

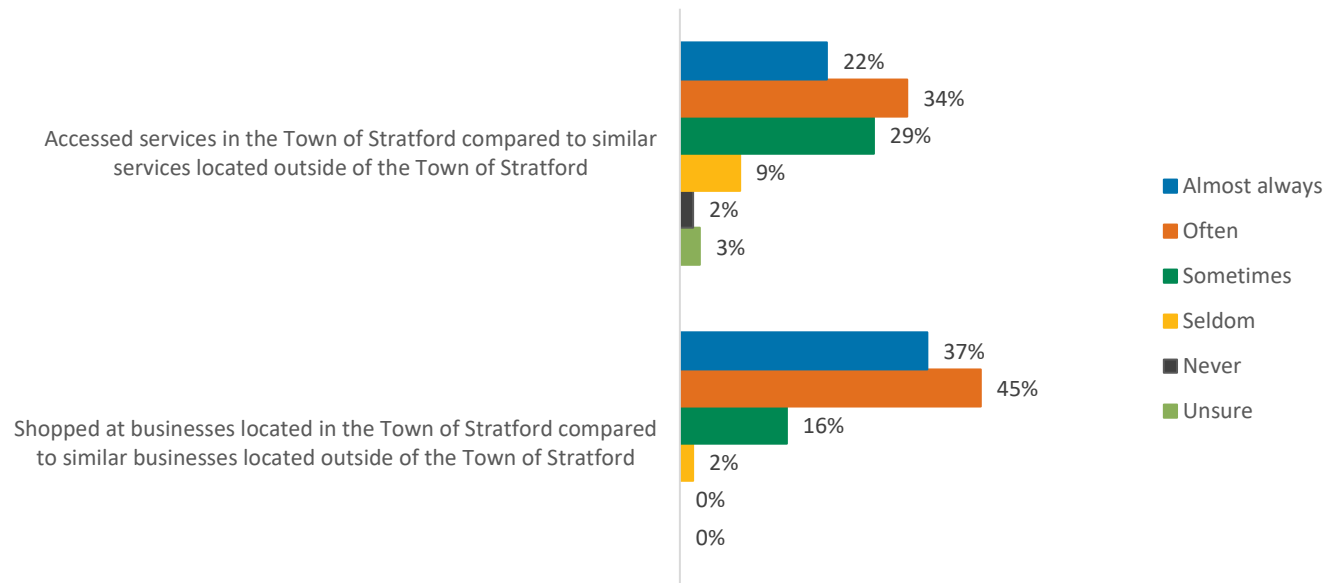




## THINK! STRATFORD – SUPPORT LOCAL INITIATIVE

Survey respondents were asked how often in the past year they have accessed services in the Town of Stratford compared to similar services located outside of the Town of Stratford. They were also asked how often in the past year they have shopped at businesses located in the Town of Stratford compared to similar businesses located outside of the Town of Stratford.

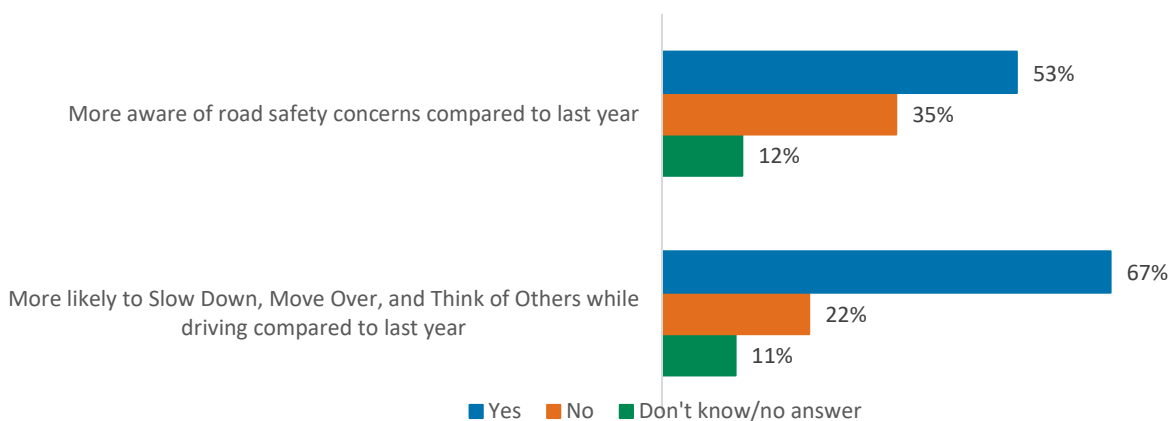
**Figure 6: Respondent utilization of services and businesses located in the Town of Stratford**



## “RESPECT” – ROAD SAFETY CAMPAIGN

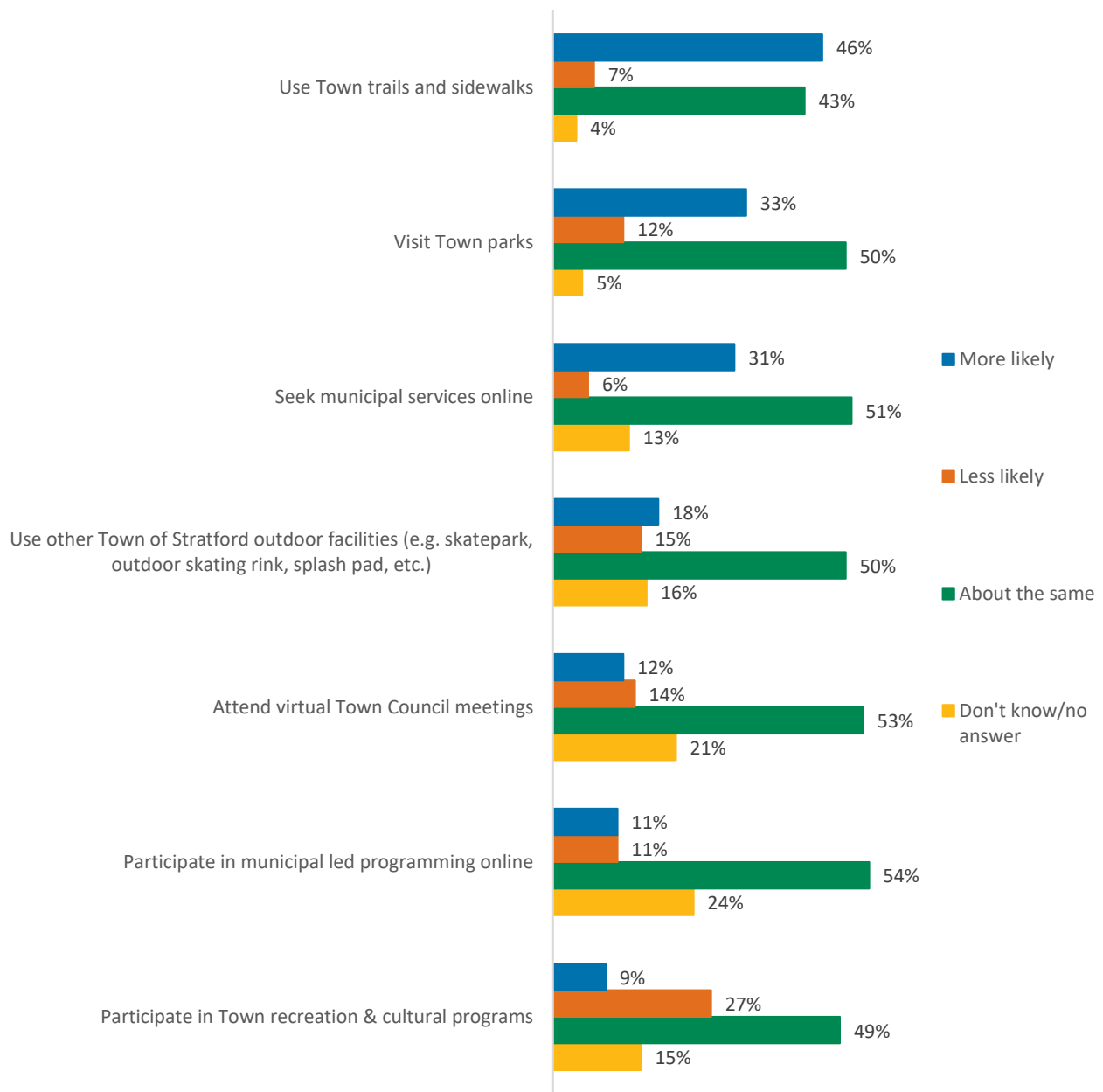
Survey respondents were asked if they and their family are more aware of road safety concerns compared to last year and if they and their family are more likely to “Slow Down, Move Over, and Think of Others” while driving compared to last year.

**Figure 7: Road safety awareness of survey respondents**



## IMPACT OF COVID-19 ON UTILIZATION OF TOWN SERVICES AND INFRASTRUCTURE

The COVID-19 pandemic and the resulting uncertainties, restrictions, and public health measures have caused behavioural changes that affect how the Town of Stratford provides services and infrastructure. Survey respondents were asked if, since the beginning of the COVID-19 pandemic, they are more or less likely to utilize various Town services and infrastructure. **Survey respondents are more likely to use Town trails and sidewalks (46%) and visit Town parks (33%) than they were before the start of the pandemic. Survey respondents are also more likely to seek municipal services online (31%) than they were before the pandemic began.**

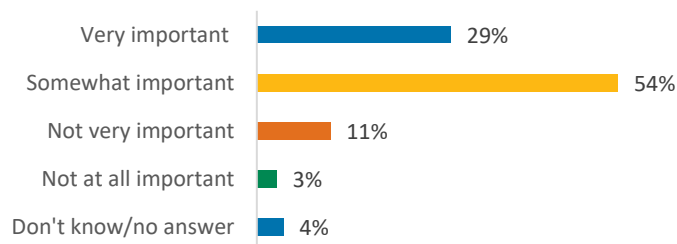


## STRATFORD RESIDENT SURVEY

The Town of Stratford utilizes the Stratford Resident Survey as one of many methods to receive feedback from residents. Participating in surveys is the preferred form of engagement for Stratford residents. Survey respondents were asked three questions relating to how important the Stratford Resident Survey is to them, how often they would prefer the opportunity to complete the Stratford Resident Survey, and how they would prefer to complete the Stratford Resident Survey.

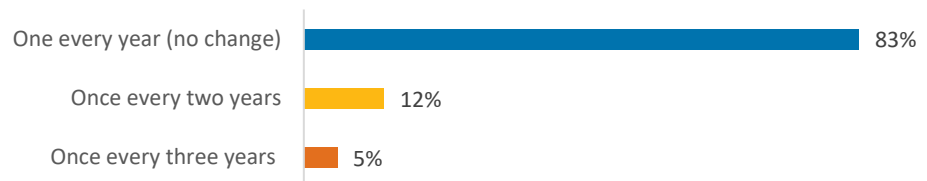
**Eighty-three percent (83%) of survey respondents indicated that the Stratford Resident Survey is very important or somewhat important to them. Fourteen percent (14%) of survey respondents indicated that the Stratford Resident Survey is not very or not at all important to them.**

Figure 8: 83% of survey respondents indicated the Stratford Resident Survey is important to them



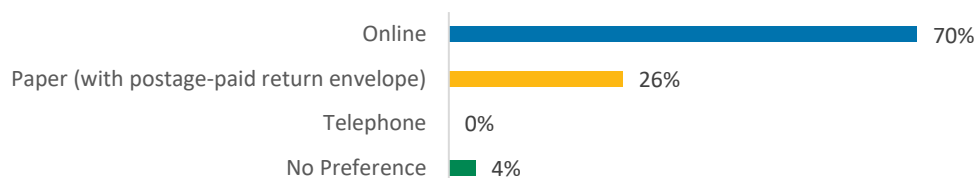
The Stratford Resident Survey is distributed once per year. Survey respondents were asked how often they would prefer the opportunity to complete the Stratford Resident Survey. **Most survey respondents would prefer the opportunity to complete the Stratford Resident Survey once per year.**

Figure 9: 83% of survey respondents would prefer to complete the Stratford Resident Survey once per year



Survey respondents were asked if they would prefer to complete the Stratford Resident Survey on paper, online, by telephone, or if they had no preference in how they completed the survey. **Most survey respondents would prefer to complete the Stratford Resident survey online.**

Figure 10: 70% of survey respondents would prefer to complete the survey online



## PUBLIC ART

The Town of Stratford has many public art pieces and is committed to enhancing indoor and outdoor spaces through public art. It is a well-accepted principle of urban design that public art contributes to a community’s identity, fosters community pride and a sense of belonging, and enhances the quality of life for residents and visitors. Public art is used to define any work of art designed for and placed in a space accessible to the general public.

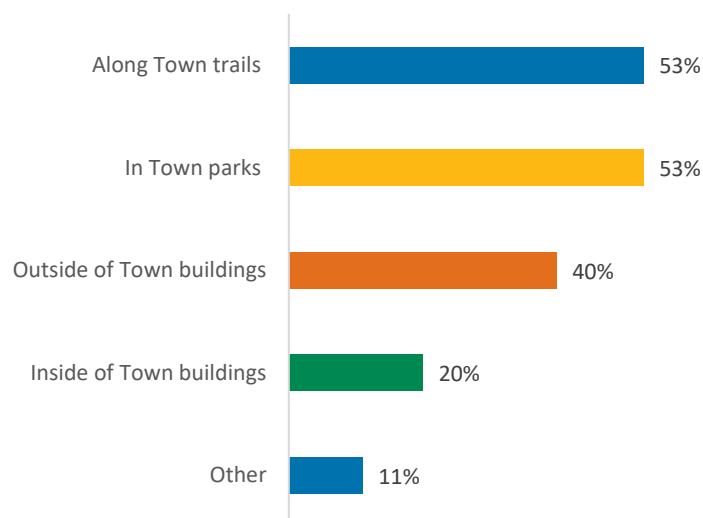
Respondents were asked to rate their awareness of public art in Stratford on a scale of one to ten, with one representing not at all aware and ten representing extremely aware. **Seventy-three percent (73%) of respondents rated their awareness of public art in Stratford at five or less. Twenty-seven percent of respondents rated their awareness of public art in Stratford at six or more.**

Table 1: 27% of survey respondents are not at all aware of public art in Stratford

1	2	3	4	5	6	7	8	9	10
27%	11%	10%	9%	16%	8%	9%	6%	1%	3%

Survey respondents were asked where they would like to see new public art installed. Respondents were allowed to choose more than one answer to this question. **Fifty-three percent (53%) of respondents would prefer to see public art installed either along Town trails or in Town Parks.** One-hundred and nine respondents answered “other” to this question. The main themes of these responses were: at the new waterfront park, near prominent Town infrastructure (e.g. emergency services building, Town Hall, Hillsborough Bridge), along major roadways, in high-visibility locations, and at Town entry points. Many respondents provided responses that were not relevant to the question that was asked. All responses to open-ended questions are provided to the Town of Stratford for review.

Figure 11: Survey respondents would like to see new public art installed along Town trails or in Town parks



# IMPROVING GOVERNANCE

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

- **77%** of survey respondents were satisfied or very satisfied with the Town’s overall performance
- **69%** of respondents were satisfied or very satisfied with the Town’s ability to meet their needs
- **66%** of respondents were satisfied or very satisfied with the Town’s responsiveness to Town issues
- **65%** of residents were satisfied or very satisfied with the opportunities for input into planning and decision making for the community
- **58%** of respondents were satisfied or very satisfied with the Town’s accountability for actions taken
- **57%** of survey respondents were satisfied or very satisfied with the Town’s transparency of decision making

## NET PROMOTER SCORE™

Net Promoter Score™ 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. It is also used by communities as an internal benchmarking tool for noting changes in residents’ satisfaction with their community.

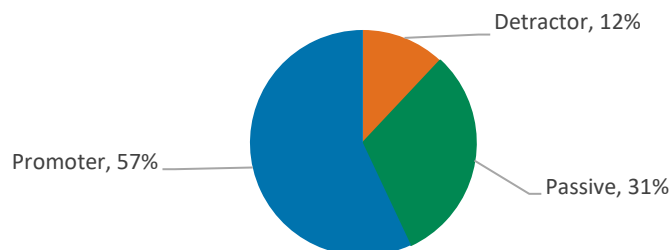
The tool divides people into three “promoter” categories: promoters, passives, and detractors. The Net Promoter Score™ is determined by subtracting the number of detractors from the total number of promoters (passives are not included in the calculation) where:

- **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.

**The 2021 Net Promoter Score™ for the Town of Stratford is 50 and is comprised of 59% promoters, 30% passives (not included in the calculation), and 9% detractors. The 2019 Net Promoter Score™ was 42. The 2020 Net Promoter Score™ was 45.**

The Town’s Net Promoter Score™ has steadily increased from 38 in 2017, 39 in 2018, 42 in 2019, 45 in 2020, to 50 this year. The Net Promoter Score™ cannot be accurately compared to the years before 2017 because of the wording changes made in that year.

Figure 12: Net Promoter Score™ = 50





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