

Shields Resident Communication Survey Results for November 2018

The following summarizes the results of the Survey conducted in November 2018. These results will assist Council in their review of Village communication processes and tools with a goal to provide citizen focused communications that promote engagement and awareness.

There were 117 respondents to the survey resulting in a participation rate of 42.5%.

Demographics of the Respondents

Question 1: What is your residency in the Village?		Question 2: How long have you been a resident and/or property owner?	
Resident Type	% of Respondents	Residency Term	% of Respondents
Full-time	71%	> 15 Years	44%
Seasonal	26.5%	6 - 15 Years	34%
Property Only	2.5%	0 - 5 Years	21%

Question #3: Please indicate your level of satisfaction with the following areas of information.

Area of Information	Not Satisfied	Somewhat Satisfied	Satisfied	Very Satisfied
Council decisions and impacts to Village	26%	38%	30%	5%
Council annual and future planning	24%	42%	30%	4%
Information on events and programs within the Village	6%	24%	59%	11%
Notification on disruption of Village services	17%	25%	45%	13%
Opportunity to provide suggestions/ concerns or two-way communication	32%	32%	32%	4%
Information provided in a timely fashion	13%	46%	34%	7%
Information is easy to understand	9%	42%	43%	7%
Communication tools used effectively	17%	28%	49%	6%

Summary of opportunities identified in respondent comments:

- want forums and opportunities for two-way communication
- looking for more information on finances, how dollars are spent
- Website not up to date
- want more timely information on decisions from Council Meetings

Question #4: What is your preferred method of communications from the Village?

Communication Tool	Ranking
Email	First choice
Text	Second choice
Social Media	Third choice
Shields Website	Fourth choice
Mail	Fifth choice

Summary of opportunities identified in respondent comments:

- Some don't use Social Media, but also recognize it can be a useful tool if monitored and managed appropriately
- Tool use should be based on communication type

Question #5: What type of information is important or of interest to you

Choices in order of preference by respondents	% of Respondents
Current news and notices on services, programs and events	86%
Information and updates on irrigation system	83%
Council meeting highlights after monthly meetings	79%
New and amended bylaw and/or policy changes	79%
Information and updates on road maintenance and/or new signage	69%
Recap of events (social or village meetings) in the Village	54%
Roadmap of where to find information (ie. website, social media, etc.)	38%

Summary of opportunities identified in respondent comments:

- Provide summary of council meetings in a meaningful manner that goes beyond meeting minutes.
- Updates on irrigation and conditions of water or resident concerns
- More frequent newsletters

Question #6: What level of information do you like to receive from the Village?

Answer Choices	Responses
Some detail so I can see if it impacts me	41%
An overview so I am in the know	30%
Lots of detail that I can review and comment on	26%

Question #7: How often should the Village produce the following communication pieces?

Communication Piece	Frequency
Disruption of Services	Upon Impact
Council Communique	Monthly
Village Newsletter	Quarterly

Question #8: Please provide your comments regarding the use of social media for the Village.

Of the 87 respondents to the question on the use of social media, 78% use it and 22% do not. Comments indicated that even though some did not use it, they recognize that it can be an effective tool if managed appropriately.

Question #9: Please provide any further comments you may have for communication opportunities for the Village and their residents.

The following is a summary of the opportunities identified in the resident comments:

- continue with email communication as main tool
- do appreciate opportunity for input and availability of staff
- looking for avenue for two way communication, ability to ask questions
- need transparent communication information
- ensure communication tone is professional, friendly, and clear
- need responses/updates to happenings within the Village - road closures, irrigation, etc.
- want to be informed as to what is affecting us, what are the plans and timelines

What is happening with this information?

In August, 2018 Council engaged a Communications Project Team to research the communication needs of the residents, Council, Administration and employees of the Village. The overall objective of the project is to promote public awareness and engagement. These results will be used to develop a communication plan that will define the communication goals of the Village and identify projects and initiatives to support those goals.

***Council would like to thank everyone that provided input into this process,
your voice is important.***