



TOWN OF  
**WHITCHURCH-STOUFFVILLE**

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**MEDIA RELEASE**

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**Survey Shows Satisfaction with Town's Quality of Life and Municipal Services**

In the first Town-wide, statistically-significant survey of its type, over 94% of participants indicated they were satisfied or very satisfied with the Town's quality of life and 93% indicated they were satisfied or very satisfied with municipal government services.

"The survey showed that residents are drawn to the Town's small, friendly neighbourhoods and parks, as well as its' convenient access to employment and services in the Greater Toronto Area," explained Mayor Wayne Emmerson. "It was also clear that residents were pleased with the overall quality of municipal government services, including over 90% satisfaction with the performance of our staff which is certainly encouraging," he added.

Among other things, the survey included questions related to the Town's image and quality of life; top-of-mind resident issues; satisfaction with Town services; and effectiveness of the Town's website and print communications. Presented at Council's June 3 meeting, full survey results will be available online at [www.townofws.com/survey.asp](http://www.townofws.com/survey.asp) or in person at the Lebovic Leisure Centre, Museum and Town offices during regular business hours by Friday, June 6.

From January 28 to February 22 2008, DPRA Canada, a third-party research firm conducted a random telephone survey of 591 residents representative of the overall Town population by age cohort, gender and ward. For residents who were not contacted as part of the telephone survey but who wished to provide their input, mail-back and online surveys were made available. In total, 29 mail-back and 23 online surveys were submitted. Survey results are valid 19 times out of 20 with a margin of +/- 4.0%, considered to be statistically significant.

Services and programs which residents indicated greatest satisfaction included fire and emergency services, the new waste management contract, including the recently introduced Green Bin program, Whitchurch-Stouffville Public Library, Lebovic Leisure Centre and swim programs. Some local services which the Town could improve upon include road and sidewalk maintenance, traffic control and safety measures, neighbourhood planning and environmental protection.

In terms of "top of mind issues," the survey showed that over the next two years, residents were most interested in having the Town address issues related to improving the local road system and traffic, urban growth and development, cost of living and recreation facilities and community centres. An informal review of municipal customer satisfaction surveys indicated similar issues have been raised by residents, particularly by those undergoing growth in the Greater Toronto Area.

"The survey gives us a clear picture of our strengths and our staff are clearly providing excellent service," stated the Town's Chief Administrative Officer David J. Cash. "Survey feedback will help to shape the development of improvements to services such as the Town's website and other communications efforts. The survey also demonstrates the importance of key initiatives currently

underway such as road improvements and traffic calming measures and the development of the new arena, fire hall and *Nineteen on the Park!* facility. I'm also pleased with the high level of resident satisfaction with the Town's new waste management contract and residents' uptake on the Green Bin program," he added.

To ensure the Town continues to hear feedback from residents and to develop benchmarks, the Town plans to undertake another community satisfaction survey in 2 to 3 years.

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