

APPROVED AT PEEL HOUSING CORPORATION  
BOARD OF DIRECTORS MEETING  
November 24, 2011

**PEEL HOUSING CORPORATION**

E. REPORTS

- E2. **Peel Living's Quality of Life Resident Survey 2011** (For information)  
Presentation by Muliwa Mwarigha, General Manager, Peel Living and  
Chine Nkado, Project Leader of Strategic Projects, Office of Strategic  
Innovation and Policy

Deferred to the February 23, 2012  
Peel Housing Corporation Board of Directors meeting

2011-36



**REPORT**  
Peel Living  
For Information

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DATE: October 25, 2011

REPORT TITLE: **PEEL LIVING'S QUALITY OF LIFE RESIDENT SURVEY 2011**

FROM: Mwarigha M.S. , General Manager, Peel Living

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## **OBJECTIVE**

To provide the Board of Directors with an overview of findings from Peel Living's Quality of Life Resident Survey, administered in May and June 2011.

### **REPORT HIGHLIGHTS**

- Erin Research was hired by Peel Living to develop and administer a comprehensive resident survey that focused on quality of life measures.
- Traditionally Peel Living's resident surveys were used to assess resident satisfaction with Peel Living buildings and staff and services rather than quality of life.
- The new survey supports the Human Services Department's philosophy to assess client need holistically and the Region of Peel's Common Purpose Measurement Strategy.
- Overall, average ratings for the quality of services and quality of life were positive.
- Factors rated less favorably will be reviewed by Peel Living with a commitment to investigate and implement strategies and solutions that will contribute to residents' quality of life.

## **DISCUSSION**

### **1. Background**

#### Peel Living's Resident Satisfaction Survey

Resident surveys have been used by Peel Living as a tool to assess resident satisfaction with buildings, staff and services since 1986. Presently a survey that only measures satisfaction is no longer appropriate as the Human Services Department (including Peel Living) has shifted towards more comprehensive and holistic program planning, client assessment and service delivery.

#### Peel Living's Quality of Life Resident Survey

Erin Research was hired by Peel Living, and with support from staff, tenants and Office of Strategic Innovation and Policy, developed and administered a comprehensive resident survey that measures resident demographics, quality of service and quality of life for Peel Living residents. Demographic measures were included to identify response trends of

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particular groups of seniors, families, and single tenancies. This is beneficial when determining appropriate responses, strategies or course of action that will contribute to service improvements and quality of life. Erin Research administered the survey over the telephone to a random sample of 600 residents between May and June 2011.

An overview of the survey findings compiled by demographics, quality of services, quality of life and resident comments is provided in the next section of this report.

**2. Findings**

**Demographics**

The demographic information collected (and presented below) identifies specific performance measures which assists with accurately assessing current conditions and determining appropriate responses designed to improve service and quality of life.

| <b>Demographic</b>   | <b>Findings</b>   |
|--|---|
| Unit Type  | <ul style="list-style-type: none"> <li>o Senior: 29%</li> <li>o Single: 15%</li> <li>o Family, Kids: 39%</li> <li>o Family, No Kids: 17%</li> </ul> |
| Family Composition   | <ul style="list-style-type: none"> <li>o Family, Kids: 39%</li> <li>o Family, No Kids: 17%</li> </ul>   |
| Life Stage*  | <ul style="list-style-type: none"> <li>o Transitional: 31%</li> <li>o Long-Term: 69%</li> </ul>   |
| Rent Type*   | <ul style="list-style-type: none"> <li>o Subsidized: 61%</li> <li>o Non-Subsidized: 27%</li> <li>o Other: 12%</li> </ul>                            |
| <p>*Notes:</p> <ul style="list-style-type: none"> <li>o "Life Stage" represents residents' perception of their own situations (i.e. "Transitional" residents consider Peel Living temporary accommodations or a "stepping stone").</li> <li>o Rent Type "Other" represents residents that are receiving a form of housing subsidy other than Rent-Geared-to-Income (RGI) i.e. rent supplement, housing allowance.</li> </ul> |   |

For example, this data reveals that residents of the "Seniors" building/unit type generally gave higher ratings on quality of life questions compared to residents of the "Family, Kids" building/unit type. A similar trend is seen with residents (all building/unit types) that identify as "Long-Term" vs. "Transitional". Trends such as this will be further illustrated for the Board in the oral presentation that accompanies this report.

**Quality of Service**

The resident survey assessed quality of Peel Living services. Survey questions included:

- o How maintenance requests were responded to and handled
- o Familiarity and relationship residents have with their Resident Service Representative
- o Relationship residents have with their Superintendent.

The table below highlights residents' overall ratings to some of the factors measured.

| <b>Factor</b>  | <b>Residents' Ratings</b>                        |
|--|--|
| Call Centre Representative's response to maintenance requests  | "Very Good" = 62%                                |
| Resident's relationship with: <ul style="list-style-type: none"> <li>• Resident Service Representative (RSR)</li> <li>• Superintendent</li> </ul>        | "Very Good" =<br>83%<br>92%                      |
| Staff's ability to assist with things not directly related to housing: <ul style="list-style-type: none"> <li>• RSR</li> <li>• Superintendent</li> </ul> | Yes = 33%    No = 67%*<br>Yes = 30%    No = 70%* |

\*Peel Living recognizes to improve this measure, staff needs to be equipped with appropriate training, tools and opportunities for professional development that will educate and inform them of the various (non-housing) community programs and services available in Peel. Peel Living is

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optimistic that the recent focus on integrated Human Services program planning and service delivery approach will improve tenant satisfaction scores for the overall social services offered.

**Quality of Life**

Peel Living residents' quality of life is the major focus of this survey. Many factors impact quality of life. This survey considered the following factors that impact quality of life:

Life Experience Factors

- o Quality of Life offered by the building and the community or neighbourhood
- o Interaction with neighbours; proximity to friends/family, places and services e.g. doctor
- o Opportunities or chances Peel Living provides that otherwise would not be available

Physical Factors

- o Overall condition of unit and perception of quality of appliances and fixtures in unit
- o Perception of various building qualities and facilities
- o Resources available in buildings

Residents' overall average ratings (out of 10) for some of these factors are listed below:

- o Quality of various appliances and fixtures: ranged from 6.2 to 9.1
- o Overall condition of resident units: 7.4
- o Quality of building elements and fixtures: ranged from 6.6 to 8.2
- o Overall quality of life offered by the building and by the community: 7.3
- o Rating of present accommodation compared to last accommodation: 7.2

Erin Research has advised Peel Living that the overall scores are very positive but there is still room for improvement. For example, resident perception of security outside the building and residents' overall sense of security at Peel Living compared to their last accommodations both rated 6.6 on average (one of the lowest scores on the survey). With this knowledge, Peel Living will focus on improving safety in and around buildings and communities. Since 85 percent of residents also "strongly agreed" that residents themselves play a role in making the building safe, Peel Living can engage residents to further assess specific safety concerns and identify strategies that enable residents to contribute to creating a safe space for all.

Residents' proximity to various places and services they need is a quality of life factor. Almost all the places and services included in the survey were identified by most residents as "easy to access" except for social services which was declared "easy to access" by only 48 percent of residents. Peel Living is confident this will improve over the next year as Peel Living will begin offering services at the new Region of Peel location: 7120 Hurontario St in Mississauga. A Department-wide objective also continues to be the expansion of services in the community (i.e. outside of the Region's headquarters) which will also ease accessibility for residents in need of services.

Residents' high prioritization of the need to improve recycling was a welcome challenge to Peel Living to improve its waste management facilities.

The Board should also know that the percent of residents that "worry about paying the rent" or declared "cost" as the reason for moving between Peel Living properties was low. This indicates Peel Living is meeting its mandate to provide affordable housing to residents.

**Residents' Comments**

The survey also provided an opportunity to make comments. This allowed residents to express satisfaction, concerns or recommendations for improvements outside of the structured survey questions. Some of the comment trends identified are listed below:

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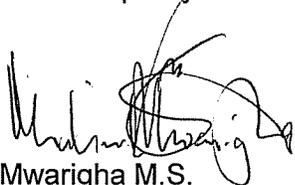
- o Increase in security needed (e.g. security cameras, enclosed backyards)
- o Lack of trust in building administration and contractors hired
- o Frequency of elevator breakdowns
- o Cleanliness of building common areas due to other residents' disregard to building
- o Unit complaints primarily about flooring, cupboards, lack of re-painting, and walls
- o Rent costs reduce financial constraints and create sustainable accommodations
- o Peel Living provides independence and peace of mind to residents

**3. Proposed Direction**

Peel Living will share the survey results with all Peel Living staff at the annual Peel Living staff meeting in December. Staff will be recognized for their exceptional work (which contributed to the positive survey results), and their commitment to Peel Living buildings, communities and residents. Staff will also be informed of areas that received lower ratings and will have the opportunity to provide input into how Peel Living can overcome some of the challenges identified and enhance quality of life. Peel Living will move forward with improvement strategies and will update the Board with efforts and actions as necessary. Staff will incorporate the key recommendations in the survey into the 2012 Divisional work plan for further consideration and action.

**CONCLUSION**

The overall results from the resident survey are positive indicating Peel Living is providing services and an environment that contribute to positive tenant experience. Peel Living will continue to seek methods and tools that measure performance which helps improve services, resident quality of life and accountability to residents, stakeholders and the Region of Peel.



Mwarigha M.S.  
General Manager, Peel Living

**Approved for Submission:**



D. Szwarc, Chief Administrative Officer

*For further information regarding this report, please contact  
M. Mwarigha at extension 3549 or via email @ muliwa.mwarigha@peelregion.ca*

*Authored By: Angela Buchner*

c. Legislative Services