



# Customer Satisfaction Report

## Nottawasaga Valley Conservation Authority, 2017

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### Commitment to Excellence in Customer Service

In September 2013, NVCA adopted a Customer Service Charter that sets out our commitment to providing excellent customer service. As part of this commitment, NVCA provides an annual summary of customer feedback.

#### **NVCA Customer Service Mission Statement**

We aim to provide a high standard of effective and efficient service to all our customers. We achieve excellence in customer service by being:

- Accountable
- Personable
- Accessible
- Efficient
- Knowledgeable
- Trustworthy
- Convenient

The following highlights the feedback received for programs offered by NVCA in 2017.

### Client Feedback— Watershed Management Services, Permit Process

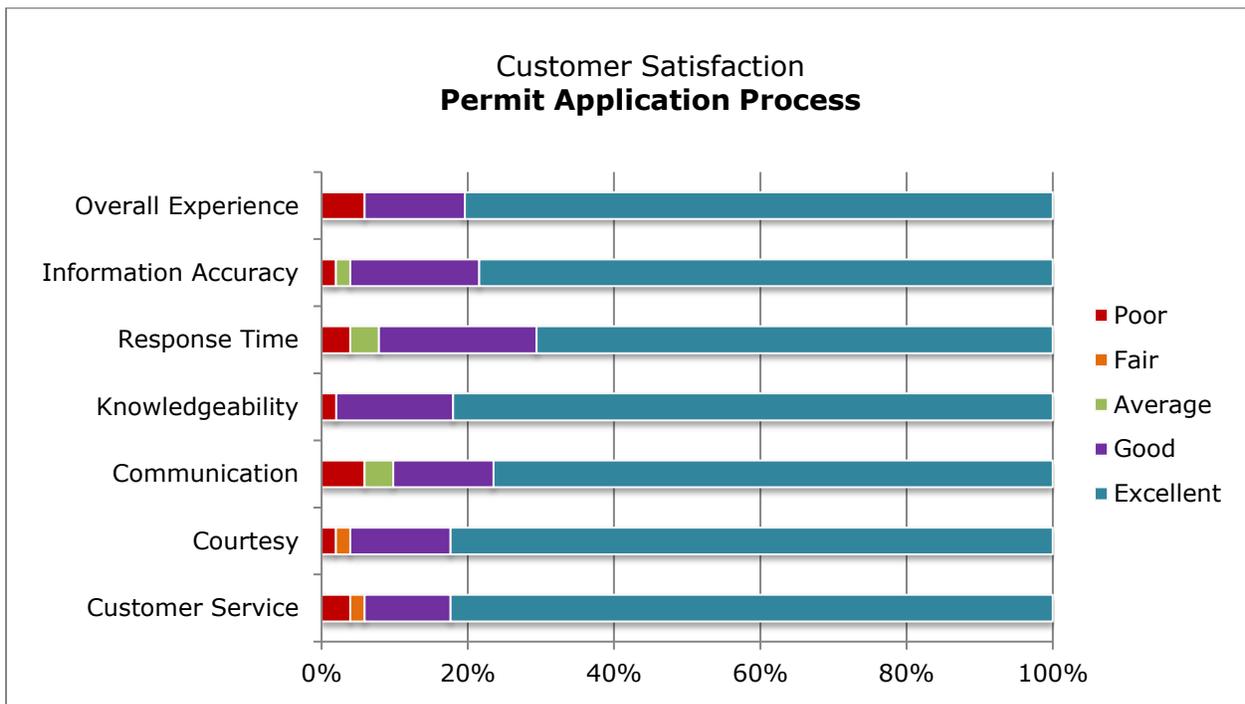
Fifty-one (51) individuals and organizations completed a client survey on the NVCA permit application process. The survey is sent to all those receiving NVCA permits.

Ninety-four percent (94%) of those completing the client survey rated their overall experience with NVCA's permit application process as good or excellent. Response time, accuracy, staff knowledge and customer service were also rated high, with more than 90% of survey respondents rating them as good or excellent.

Among the written comments:

- "[staff member] was attentive courteous and prompt with our request. Great job ...greatly appreciated."

- “To tell you the truth they did what they said they would do even though there was change in the staff I initially contacted. I was treated professionally and promises made were kept regarding time lines. The communication back and forth for information I did not supply was timely and I was always kept in the loop as to where the process was at.”
- “Generally I am very satisfied with NVCA staff - very friendly, understanding and professional team.”
- “Started working with [staff member] well over a year ago on what was required to build a new home on lot at Bass Lake. Was very informative and courteous. Once we had the proper information in order we received our NVCA permit in short order. Very satisfied.”
- “If any happier with service at NVCA I'd have to come back & buy a gallon of maple syrup.”



Suggestions for improvement from clients included a recommendation to better communicate between agencies (e.g., NEC, NVCA, MNR) to expedite approvals, reconsidering the price (comment that “permit cost of \$500 was a little high”) and providing a more precise time for permit issuance. Other suggestions were more administrative in nature, including better on-site signage to the NVCA office and improvements to sending large files via email.

One client reported some frustrations with reaching staff when dealing with an urgent matter during a period where the permitting team was short-staffed. With a full

complement of staff now in place, we believe this matter has been adequately addressed.

## **Client Feedback— Lands, Education and Stewardship Services**

NVCA's lands, education and stewardship services include a wide variety of service areas. Highlights of the feedback received from clients via email, letters and surveys, follows.

### **Stewardship Program and Conservation Lands Program**

NVCA's stewardship services include tree planting/forestry, the Healthy Waters grant program, and other projects to protect and enhance our watershed. Our conservation lands program maintains the conservation areas and other properties owned and managed by the authority.

Only three stewardship client surveys and two conservation lands surveys were received in 2017.

Of these surveys, 100% of respondents gave a good or excellent rating to their overall experience with NVCA staff. Of those commenting on a conservation area, all rated their overall experience as excellent.

Among the written comments:

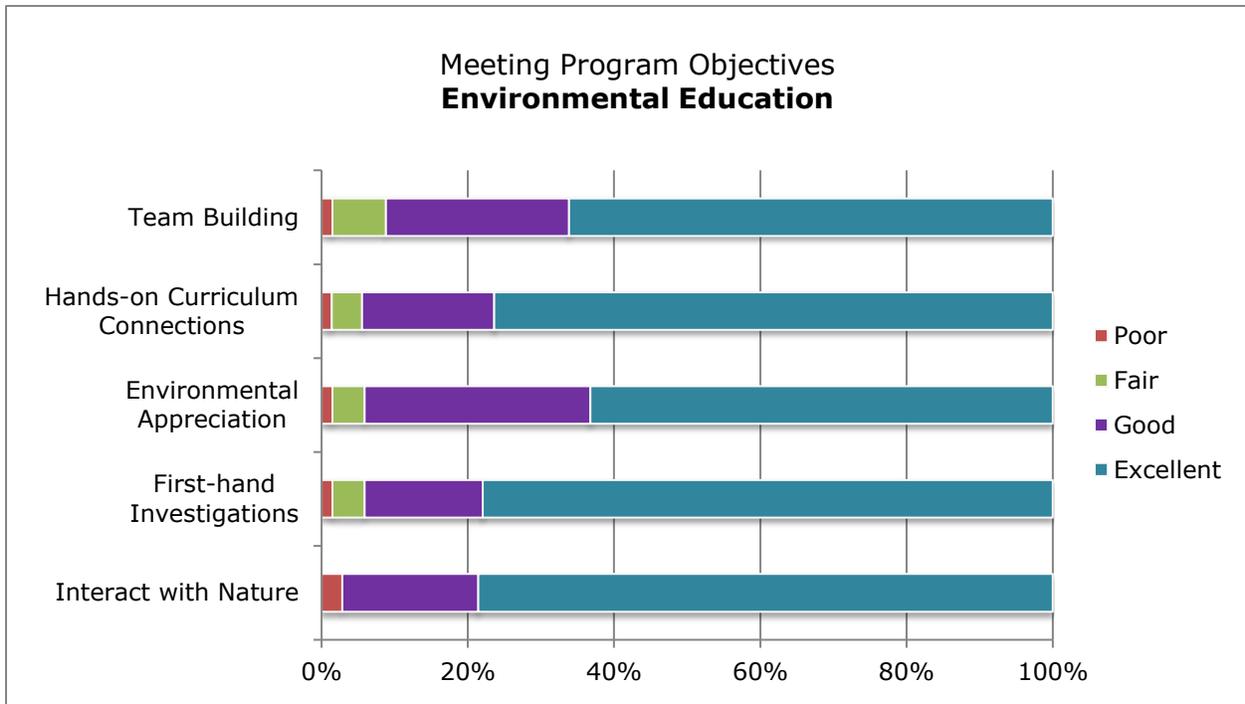
- "I just wanted to take a minute to let you know you know what incredible staff you employ. I have been to the Tiffin Centre 4 times and every time your staff is exceptional."

One client did indicate that they had some difficulty with our phone-based payment system. This issue was followed up with and resolved.

### **Environmental Education**

NVCA's environmental education program provides hands-on, curriculum-aligned programs for students from JK to grade 12. Thousands of students take part in these programs each year.

In 2017, 72 teachers submitted feedback surveys on NVCA's environmental education programs. Of those responding, 94% rated the programs as having good or excellent connections to the provincial curriculum. Ninety-four percent (94%) ranked their students' environment appreciation as result of the program as good or excellent.



Among the written comments:

- “We have been bringing our students to Tiffin for years. This was the first time we've done either the photography or the shelter building programmes. Both exceeded my expectations. The teaching/set-up/workshop given by the instructors prior to the hands-on portion for the students were both exceptionally well done.”
- “The staff there was amazing as usual. Thank you for everything. You do a fantastic job there. That is why we keep coming back.”
- “It nicely linked to many of the natural explorations we explored in the classroom. What impressed me was how it certainly assisted in making the classroom learning come alive and connected the students to elements of the real world.”
- “The children had an amazing time and have already asked to go back.”

The education department also runs Camp Tiffin, NVCA’s summer day camp, which saw 362 campers and junior leaders 2017. Camp leaders received positive feedback throughout the summer, and of those completing the post-camp survey, 96% said they would recommend this camp to other parents. A few of the written comments received read,

- “Camp Tiffin is amazing! Both my boys have experienced the camp and loved it! Staff are professional and welcoming, and the programming is educational and fun.”

- 🌿 "Our kids have attended for multiple years and we appreciate and value the conservation messages they receive and the familiarity with natural environments."
- 🌿 "This is a great camp where kids can play in the forest and learn about nature. The setting and staff make it a great experience."

## Events/Public Programming

NVCA's lands department hosted several public events in 2017, including the Christmas Bird Count for Kids, the Festival at Fort Willow, and the annual Spring Tonic Maple Syrup Festival. Of the 40 visitors completing a special event feedback survey, 97% rated their overall experience as good or excellent.

For NVCA's signature event, Spring Tonic, 58% of respondents were returning guests, and 97% indicated they would or would consider attending the event in future years.

For the Festival at Fort willow, 83% of respondents indicated they would or would consider attending the event in future years.

## Weddings Celebrations

In 2017, the Tiffin Centre for Conservation was host to 20 wedding celebrations. Twelve (12) of these couples responded to a wedding feedback survey. Of those responding, 100% rated NVCA's customer service as good or excellent, and 100% said they would recommend Tiffin Centre as a wedding venue to others.

Some of the comments received included:

- 🌿 "The staff were incredibly easy to work with and very accommodating. The overall look and feel of the venue was incredible, we received so many wonderful comments about how beautiful the Tiffin Centre is!"
- 🌿 "The Tiffin Centre for Conservation was a beautiful venue for our wedding! The staff were so friendly and helpful. If we had to do it all over again, hands down we'd get married again at the Tiffin Centre!"

A few wedding couples commented that the fee for hosting a wedding at Tiffin was either too high or at the top of their budget. This was balanced by other comments that stated the price was reasonable for the services offered.

## Additional Feedback

Throughout the year, NVCA received feedback from clients related to various staff through emails and personal correspondence, all of which was complimentary of staff's professionalism and courtesy.

Among the comments received this year:

- ✔ "I would like to extend my appreciation for the collaboration of your team at the NVCA in the development of the GDD [growing degree days] management tool." *Landscape Ontario Growers' Group staff speaking about the work NVCA's information management team on an integrated pest management tool.*
- ✔ "Since our Silver Creek Stewardship Trillium grant has now ended, I would like to thank the Nottawasaga Valley Conservation Authority for the wonderful assistance and cooperation during the past twelve months...In particular, the roundtable discussion on Niagara Escarpment Wetlands was greatly enhanced by the knowledge and experience of Dave Featherstone and Fred Dobbs." *Blue Mountain Watershed Trust Foundation speaking about working with David Featherstone, manager of watershed monitoring and Fred Dobbs, manager of stewardship services.*
- ✔ "Alisha was here today and it was a pleasure to assist her in gather the information; she is a credit to the forestry world." *Landowner participating in NVCA's forestry program, speaking about Alisha Tobola, forestry technician.*
- ✔ "I wanted to give you a big Thank You for your presentation and taking time out of your weekend to share your knowledge and experience." *Staff from Central Lake Ontario Conservation Authority commenting on a presentation by NVCA's director of corporate services, Sheryl Flanagan.*
- ✔ "A fascinating and informative visit to the relatively little known (at least in southern Ontario) Minesing wetland... Presenter was great, very knowledgeable...Best presenter ever." *Feedback from participants of the Ontario Nature tour to Minesing Wetlands, led by Byron Wesson, director of lands, education and stewardship services.*
- ✔ "I especially wanted to take a moment to highlight the efforts of Mike who assisted with set up and overseeing the event. He answered every question we had and provided excellent suggestions about making the best use of space. He also went above and beyond... His enthusiasm, punctuality and accessibility made what could have been a stressful time a pleasant experience." *Mother-of-the-Bride for a wedding held at Tiffin speaking about lands and operations technician, Mike Bacon.*
- ✔ "Our class had a wonderful experience learning about watersheds and marshes with Maegan and Grant! They had the great idea of bringing the class outside and teaching about how the water systems in our community." *Teacher at a local school commenting on NVCA's education staff members Maegan McConnell and Grant Wilson.*

## **Committed to Customer Service**

NVCA remains committed to providing excellence in customer service. We will continue to encourage customer feedback in 2018 through the use of formal online surveys and event evaluations.

For more information about NVCA's Customer Service Charter or this report, contact NVCA's director of corporate services at 705-424-1479 or [admin@nvca.on.ca](mailto:admin@nvca.on.ca).

## **Alternative Formats**

If you require this document in a different format please contact NVCA at 705-424-1479 or [admin@nvca.on.ca](mailto:admin@nvca.on.ca).