



Nottawasaga Valley Conservation Authority

2021 Customer Satisfaction Report

Commitment to Excellence in Customer Service

In September 2013, NVCA adopted a Customer Service Charter that sets out our commitment to provide excellent customer service. As part of this commitment, NVCA reports on customer feedback on an annual basis.

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:

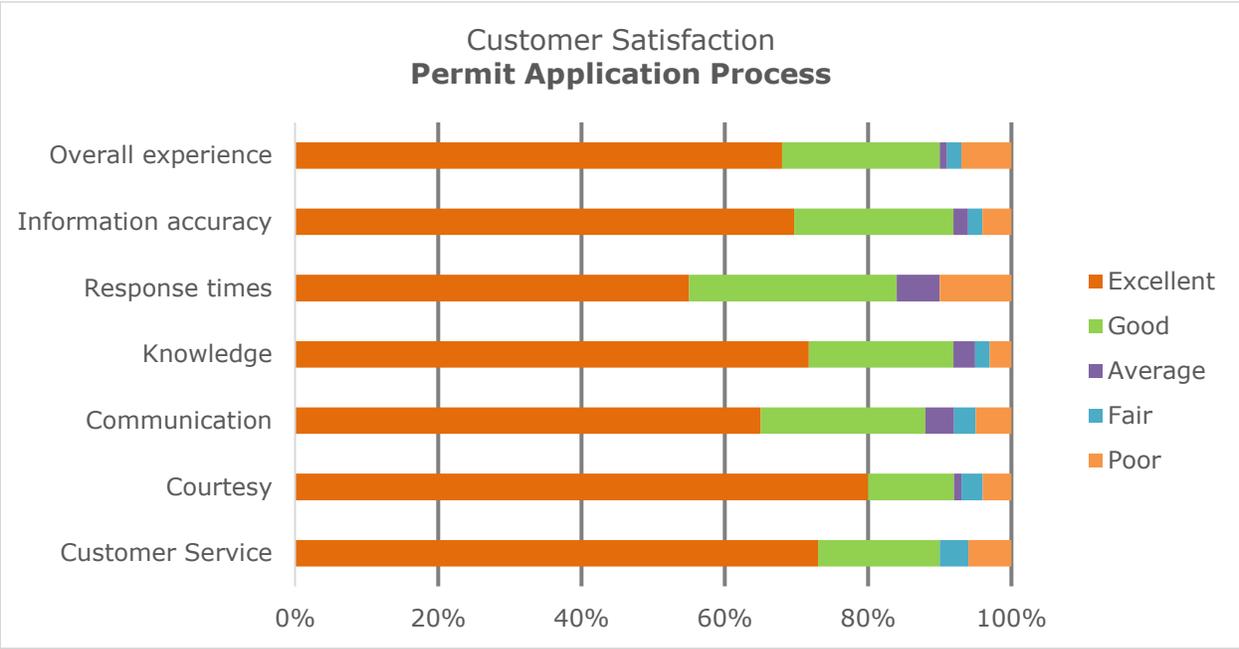
- Accountable
- Personable
- Accessible
- Efficient
- Knowledgeable
- Trustworthy
- Convenient

Watershed Management Services, Permit Process

A customer satisfaction survey is sent out to all individuals and organizations that received an NVCA permit. Out of 760 permits issued, 100 individuals and organizations completed a customer satisfaction survey.

Ninety (90%) of those completing the client survey rated their overall experience with NVCA's permit application process as good or excellent. Between 88% and 92% of respondents rated staff knowledge, courtesy, information accuracy, communication, and customer service as good or excellent. Response time received a slightly lower rating, with 84% of survey respondents rating it as good or excellent.

In general, the responses that were ranked as good or excellent in 2021 was 90%, slightly lower than the 96% rating received in 2020.



NVCA has committed to report on permit review timelines starting in 2020 to Nottawasaga Valley Watershed residents and stakeholders. This information will be updated on our website on a regular basis.

Among the written comments:

- As the builder, I am very pleased with how the process went. Sure it took a long time, but that wasn't the NVCA's fault. I appreciate everyone's willingness to help and educate us. It's always a breath of fresh air when we work with honest people. See you on the next one.
- Since we are in the midst of a serious pandemic, we believe and accept that NVCA is presently very busy, sometimes requiring more delays than in normal times. Staff was always courteous and professional. Thank you.
- Many people rolled their eyes when I said we were applying for a permit with conservation authority - I held no bias - did my part to make things clear about what we were doing - complied with the NVCA requirements and was served very courteously, promptly and felt the staff were concerned that things went smoothly. I am more than thrilled to be able to share this experience to demonstrate the great cooperation and value of the NVCA staff and process to others Thanks to all who replied to my emails and helped me navigate.
- I had heard horror stories regarding the NCVA and felt quite anxious when I first began down the road with the NVCA. Dealing with Meagan Kieferle was a delight. She always responded to my emails and returned my calls promptly. She gave me the guidance and information I required to get my project up and running. Nothing but good things to say about my experiences with NVCA thanks to Meagan.

Suggestions for improvement mostly mentioned better communications for permit timelines.

Lands, Education and Stewardship Services

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

Stewardship Program

NVCA's stewardship services include forestry, the Healthy Waters grant program, and other projects to protect and enhance our watershed. Below are some reviews received from funders and landowners.

- I personally haven't seen anyone more positive and productive for environmental projects than you. — Lynn Smith, Takla Foundation
- Hello and many thanks for this year's efforts on the wetland project out at my place. I think everything went very well. The seeding the sticks with berm erosion controls and the group planting. Bravo, job well done. The funds for the river planting grant did clear. — The Hube family
- Thank you very much for all your help over the past few seasons in how much you have helped the Healthy Community Committee create and execute the Pollinator Gardens Project. Your knowledge, dedication, expertise, patience and ability to deliver such a high-caliber product are admirable and ever so greatly appreciated. Thank you again Shannon – you have been such a great help and always a positive and uplifting energy. — Township of Essa
- I very much enjoyed today's session. I've had several roles applying for grants and handing them out. Handing out is way more fun! It was a good idea to bring the two entities together today. — Shirley Boxem, Councillor, Township of Mulmur

Conservation Lands Program

NVCA's conservation lands program maintains the conservation areas and other properties owned and managed by the authority.

Two (2) respondents provided feedback regarding parking for two of NVCA's conservation areas.

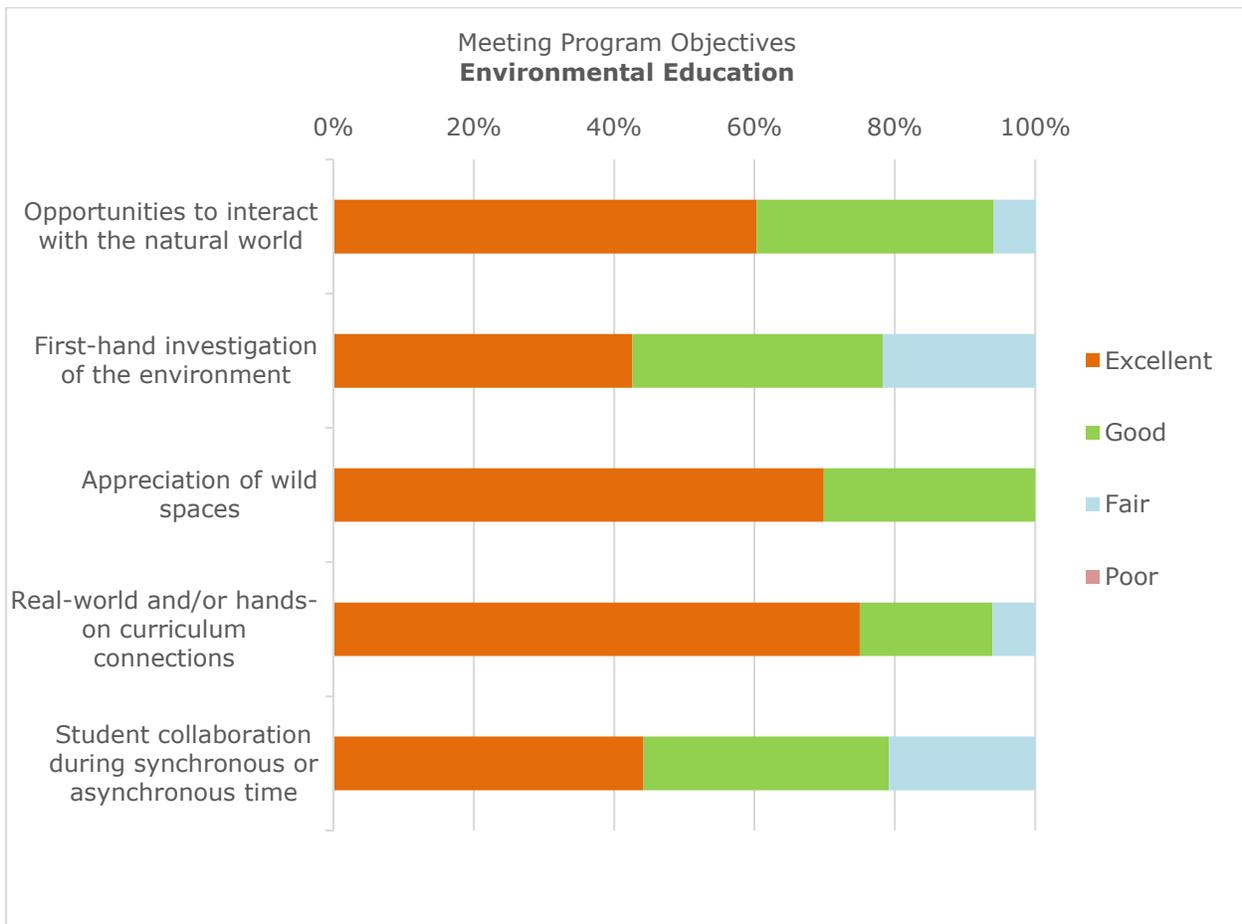
NVCA's conservation areas received 5-star ratings on Google's business listings. The conservation areas that received the most review were Tiffin Conservation Area, Nottawasaga Bluffs Conservation Area and Minesing Conservation Area.

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 2021, 21 teachers submitted feedback surveys on NVCA's virtual environmental education programs. Of those responding, 100% rated the programs allowed students

to develop appreciation of wild spaces. Ninety-four percent (94%) ranked that there were good or excellent opportunities to interact with the natural world. Ninety-four percent (94%) of respondents ranked that the program included real-world and/or hands-on curriculum connections.



Among the written comments:

- Increasing the kids' awareness of nature around them and the need to take care of the environment.
- It was just nice to see outside! The amount of dedication to creating the program for online learners was excellent.
- Kids were able to connect in a shared experience and provided inspiration to go out and experience nature more fully with heightened awareness.
- Having the virtual trip to look forward to, we were able to focus our planning around pond life and habitats in the preceding days, sometimes, learning virtually is hard to find a focus for students and for planning. It's great to be able to have the students have something to look forward to. The additional resources provided were great.

Events/Public Programming

NVCA cancelled all public events and programming due to the COVID-19 pandemic, including the annual Spring Tonic Maple Syrup Festival and the Festival at the Fort.

Weddings Celebrations

Due to the COVID-19 pandemic, NVCA only hosted a few weddings in 2021. One couple responded to the wedding feedback survey.

They rated NVCA's customer service, venue and value for price as excellent, and commented "Amazing staff, beautiful location"

General Feedback

NVCA also received reviews regarding front line customer service staff. Below are a few of the comments received.

- Kimberley answered my call. She is a very nice & professional lady. Thank you
- Very friendly and kind service.
- Friendly and timely service!!

Committed to Customer Service

NVCA remains committed to providing excellence in customer service. We will continue to encourage customer feedback in 2022 through the use of formal online surveys, online reviews 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.

Alternative Formats

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