



Nottawasaga Valley Conservation Authority

2022 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
- Knowledgeable
- Personable
- Trustworthy
- Accessible
- Convenient
- Efficient

Watershed Management Services, Permit Process

A customer satisfaction survey is sent out to all individuals and organizations that received an NVCA permit. Out of 688 permits issued, 42 individuals and organizations completed a customer satisfaction survey.

Sixty-eight (68%) of those completing the client survey rated their overall experience with NVCA's permit application process as good or excellent. Between 60% and 83% of respondents rated staff knowledge, courtesy, information accuracy, communication, and customer service as good or excellent. Response time received a slightly lower rating, with 57% of survey respondents rating it as good or excellent.

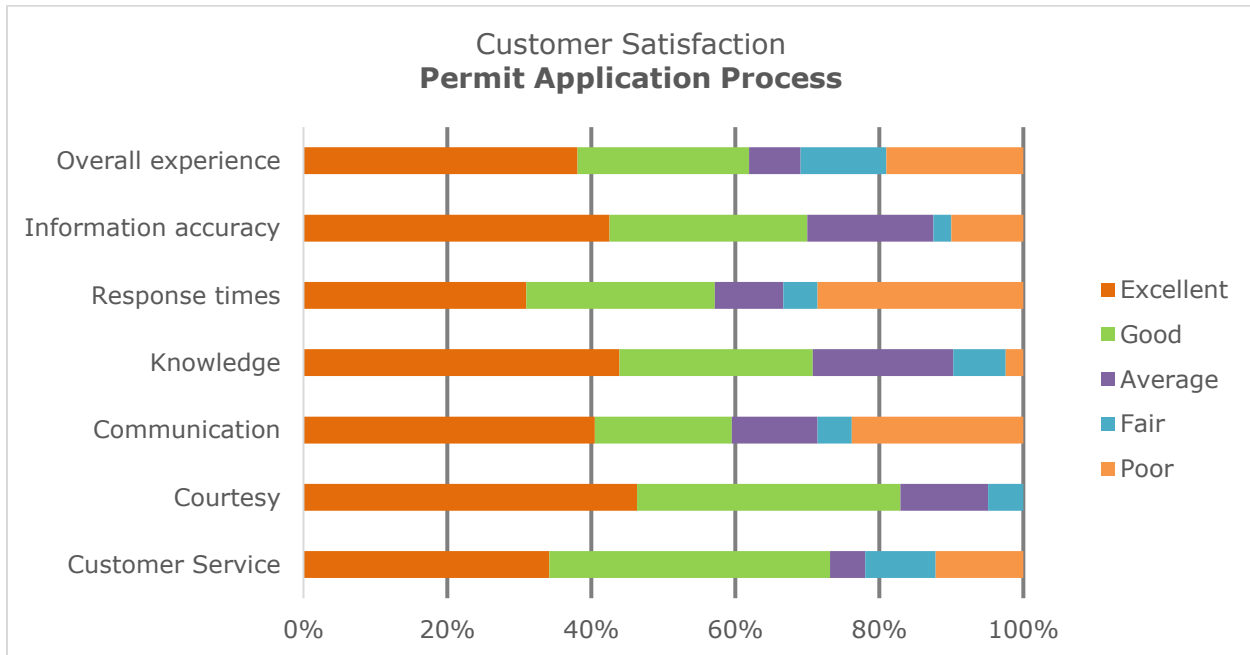
In general, the responses that were ranked as good or excellent in 2022 was 68%, lower than the 90% rating received in 2021.

The Planning Services team saw significant staff turnover in 2022, which caused customer satisfaction to decrease from previous years.

Recognizing that our customer service needed great improvement, the Planning Services team temporarily suspended the first come first serve policy and prioritized files to increase efficiency. The Engineering Team also worked more efficiently by assigning planning and regulation files according to the strength of staff. The Information Management team is working with the Planning services team to

investigate the best way to automate data management, which will allow 1.5 full time staff to focus on permit application reviews rather enter data manually.

NVCA has also contracted Watson and Associates to examine current fees and opportunities to expand the level of service meet the needs and expectations of our partners and watershed residents.



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 river restoration, forestry, the Healthy Waters grant program, and other projects to protect and enhance our watershed. Below are some reviews received from funders and landowners.

- You are a magnificent inspiration. Thank you so very much for a fabulous presentation tonight, filled with depth and encouragement. And thanks to both the NVCA and the Township of Essa for being so generous to support this event and all that you do to protect and conserve our community and natural resources – Susan Antler, The Compost Council of Canada
- The program is extremely well coordinated and amazing at how it engages and involves community. Grassroots programs of this nature are extremely effective in educating people on habitat and important environmental issues, exemplifying how community can come together to create change with impact. Participants were of all age groups, generating broad smiles, young and old! The restoration has been dramatic - proof positive that thoughtful planning, proper resourcing

and some back bending work can create meaningful benefits to a natural habitat
– Greg Bandler

- On behalf of the Clearview Community Garden Executive Committee I would like to extend a warm thank you to you all for coming out, supporting our event and educating visitors on the watershed and NVCA activities. And how special that a real snapping turtle wandered out to join her model friends near your display! People learned so much from your tables and we are very lucky to have had you there – Brenna Lattimore, Clearview Community Garden

Conservation Lands Program

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

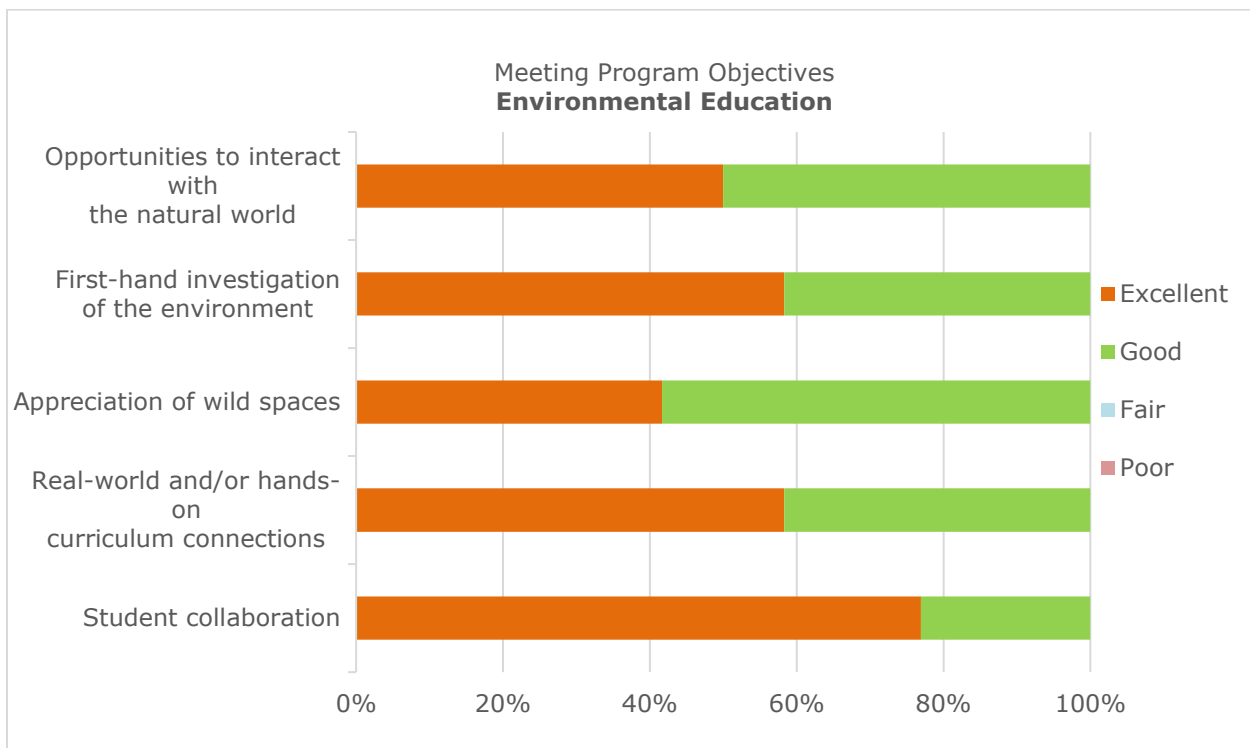
Two (2) respondents provided positive feedback regarding parking for two of NVCA’s conservation areas.

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 Grade 4 students in the Simcoe County District School Board. Thousands of students take part in these programs each year.

In 2022, 16 teachers submitted feedback surveys on NVCA’s virtual environmental education programs. One hundred (100%) of the respondents ranked the Grade 4 program as excellent or good for the following criteria: opportunities to interact with the natural world, first-hand investigation of the environment, appreciation of wild spaces, real-world and/or hands-on curriculum connections and student collaboration.



Among the written comments:

- My students were online and really enjoyed the opportunity for a 'field trip'. The facilitators were great with engaging the students and the class really enjoyed the session and information they learned.
- A trip to the nearby eco-park was an outstanding opportunity to observe a unique habitat.
- The students had a very positive experience and enjoyed talking with Sam. Their ideas and observations were met with enthusiasm and additional information.
- Lots of animal tracks in the snow and being able to determine what animals they could be. Lots of exploration of different plants in the winter and how they may change compared to spring and fall.
- Students loved being outside and in our school community. It was nice to have the educators here with us to share their knowledge. Students enjoyed new experiences and learned about some of our local wildlife in our own "back yard".

Events/Public Programming

NVCA's lands department welcomed visitors back to the Spring Tonic Maple Syrup Festival and the Festival at Fort Willow. Although there was no official survey, the feedback that staff received were positive. Some of the comments received included:

- Went to the maple syrup festival, lots of activities for the kids and they had a vegan breakfast option! 😊 was very impressed
- I was attending a war of 1812 event. Friendly and knowledgeable staff.

Weddings Celebrations

In 2022, the Tiffin Centre for Conservation was host to 19 wedding celebrations. Four (4) of these couples responded to a wedding feedback survey. Of those responding, 100% rated NVCA's customer service as excellent, and 100% said they would recommend Tiffin Centre as a wedding venue to others.

Some of the comments received included:

- The Tiffin Centre is absolutely gorgeous and provides wonderful ceremony and reception options for any time of year. The biggest selling point for us was the flexibility the venue offered and how it was demonstrated how previous events had been run both indoors and outdoors, which was important for us during these crazy COVID-19 times. The staff was so patient with us and helpful each time we came back to tour, which was another huge bonus.
- We cannot say enough great things about the Tiffin Centre and our experience here. The venue of course was absolutely gorgeous, but it was the help and support along the way from all of the staff that really helped to make it a wonderful and stress-free experience. Communication was quick, frequent, and enjoyable with everyone we came into contact with.

Committed to Customer Service

NVCA remains committed to providing excellence in customer service. We will continue to encourage customer feedback in 2023 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.