



2022 RESIDENT SURVEY

May 11, 2023

Presented to
BOARD OF DIRECTORS

Presented by

Josh Scholten, Director, Housing Operations

Randall Profitt, Manager, Housing Operations

Diana Balneaves, Manager, Housing Operations



Agenda

- Survey delivery
- Marketing campaign
- Results and actions
- Survey questions focused on four areas:
 - Communicating with HYI
 - Building upkeep
 - Community well-being
 - Overall satisfaction





RESIDENT SURVEY DELIVERY



Resident Survey Importance

- Measure progress against the 2021-2024 HYI Strategic Plan, Building Better Together
- Adapt business practices based on responses
- Track progress from 2019 survey feedback
- Inform future strategic actions

Communicating with Housing York Inc.

1. Housing York communicates mainly in English. Is there an adult member of your household who can:

- a. Speak English? Yes No
- b. Read English? Yes No

2. What language(s) can adult members of your household easily read and speak?
(Please choose all that apply)

- English
- Arabic
- Cantonese
- Farsi (Persian)
- French
- Italian
- Korean
- Mandarin
- Russian
- Spanish
- Tamil
- Other: _____

3. Do you or any adults living with you have access to the internet? (Please choose all that apply)

- Yes – at home
- Yes – at work or another location
- No – we do not have access to the internet

4. How do you prefer to get information from Housing York?

- Paper communication (such as mail or newsletters)
- Phone call or automated telephone message
- Electronically through email or text message

5. The last time you contacted a member of the Housing York tenant services team (for example, office staff, Tenant Services Coordinator or Property Manager), were they:

- a) Respectful? Yes No I have not interacted with the tenant services team
- b) Helpful? Yes No I have not interacted with the tenant services team

6. The last time you contacted a member of our maintenance team (for example, Building Superintendents or Maintenance Coordinators), were they:

- a) Respectful? Yes No I have not interacted with the maintenance team
- b) Helpful? Yes No I have not interacted with the maintenance team

Resident Survey Delivery

The 2022 Resident Survey was developed and designed in partnership with an independent research company, CCI Research.



5

**MINUTE
SURVEY**



2,687

HOUSEHOLDS

Survey package
mailed to every active
household



3

**FORMATS AVAILABLE
TO COMPLETE
THE SURVEY**

Option to complete the
survey by mail, online
or through phone



5+

LANGUAGES

Accessible across all
survey formats, including
any language available
by phone

Marketing and Engagement



HOUSING YORK INC.
HOUSING YORK INC.'S 2022 RESIDENT SURVEY

This is your chance...
A little bit of feedback, for a lot of food!
 Submit the resident survey early for your chance to win up to five times!
 The five-minute survey will arrive in the mail.

Early Bird Draw
 5 chances to win a \$100 gift card
 Friday, September 30, 2022

40 chances to win a \$40 gift card
 Friday, October 7, 2022

20 chances to win a \$20 gift card
 Friday, October 14, 2022

30 chances to win a \$30 gift card
 Friday, October 21, 2022

6 chances to win a \$50 gift card
 Friday, October 28, 2022

The survey is available in: English, Simplified Chinese, Russian, Italian and Farsi in paper (by request) or online anytime. Accessible formats or communication supports are available upon request. Contact CCI Research at 1-888-246-8068 (Ext. 0).

York Region



DID YOU KNOW?

HOUSING YORK INC.
HOUSING YORK INC.'S 2022 RESIDENT SURVEY

The resident survey is available in

Farsi آیا می دانید نظرسنجی مقیم به زبان فارسی در دسترس است؟

Russian Знаете ли вы, что опрос жителей доступен на русском языке?

Simplified Chinese 您知道居民调查有简体中文版本吗？

Italian Sapevi che il sondaggio per residenti è disponibile in italiano?

HOUSING YORK INC.
2022 RESIDENT SURVEY
York Region



HOUSING YORK INC.
2022 RESIDENT SURVEY

Over 100 prizes to be won!

Submit the resident survey early for your chance to win up to 5 times!
 The five-minute survey will arrive in the mail.

Call CCI Research at 1-888-246-8068 (Ext. 0)

York Region



2022 Survey Response Rate

Nearly 50% households responded to the survey

Community	Surveys Completed	Surveys Mailed	Response Rate
Family Townhouse Properties	194	616	31%
Mixed Community Properties (Hub, Mackenzie Green, 275 Woodbridge)	257	574	45%
Seniors Properties	831	1497	56%
OVERALL	1284	2687	48%

With 1,284 responses from 2,687 HYI households, the results of the survey are statistically reliable at a level of 95% confidence, making them highly representative of the residents living in HYI buildings.

RESIDENT SURVEY FINDINGS AND ANALYSIS

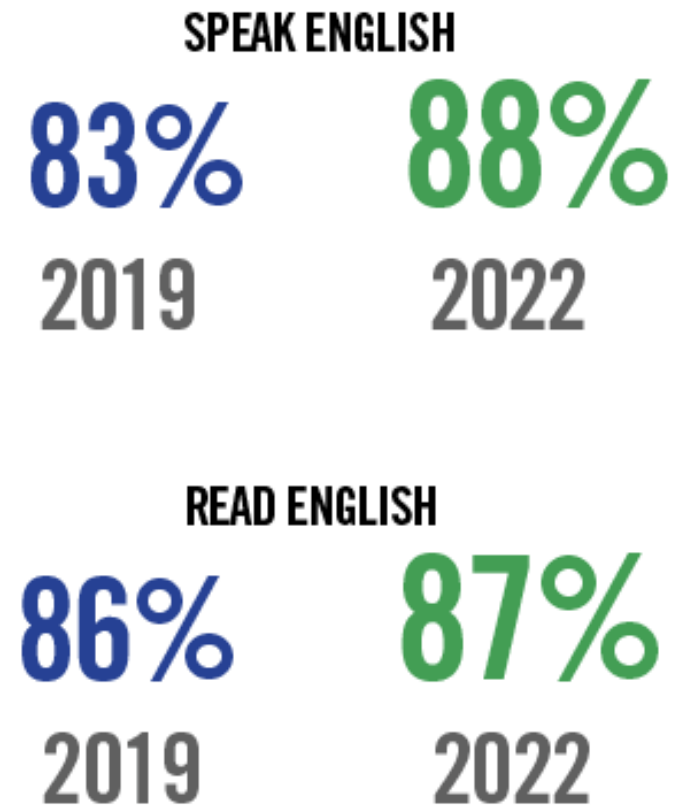


COMMUNICATING WITH HYI

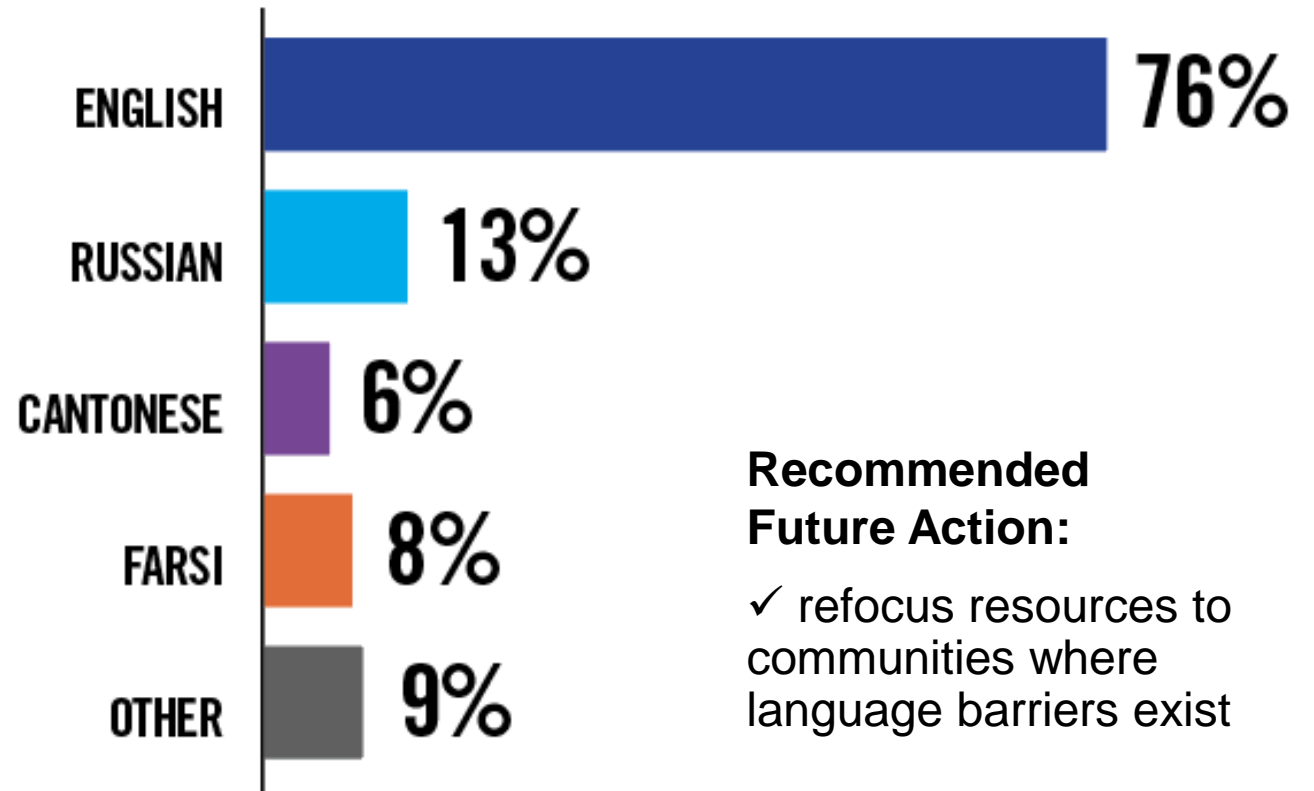


Communicating with HYI

Is there an adult member of your household who can... (*answer yes*)



22 of 36 HYI buildings have over 80% of households that can speak **English**



Readiness to Embrace Technology

Access to internet at home or at work

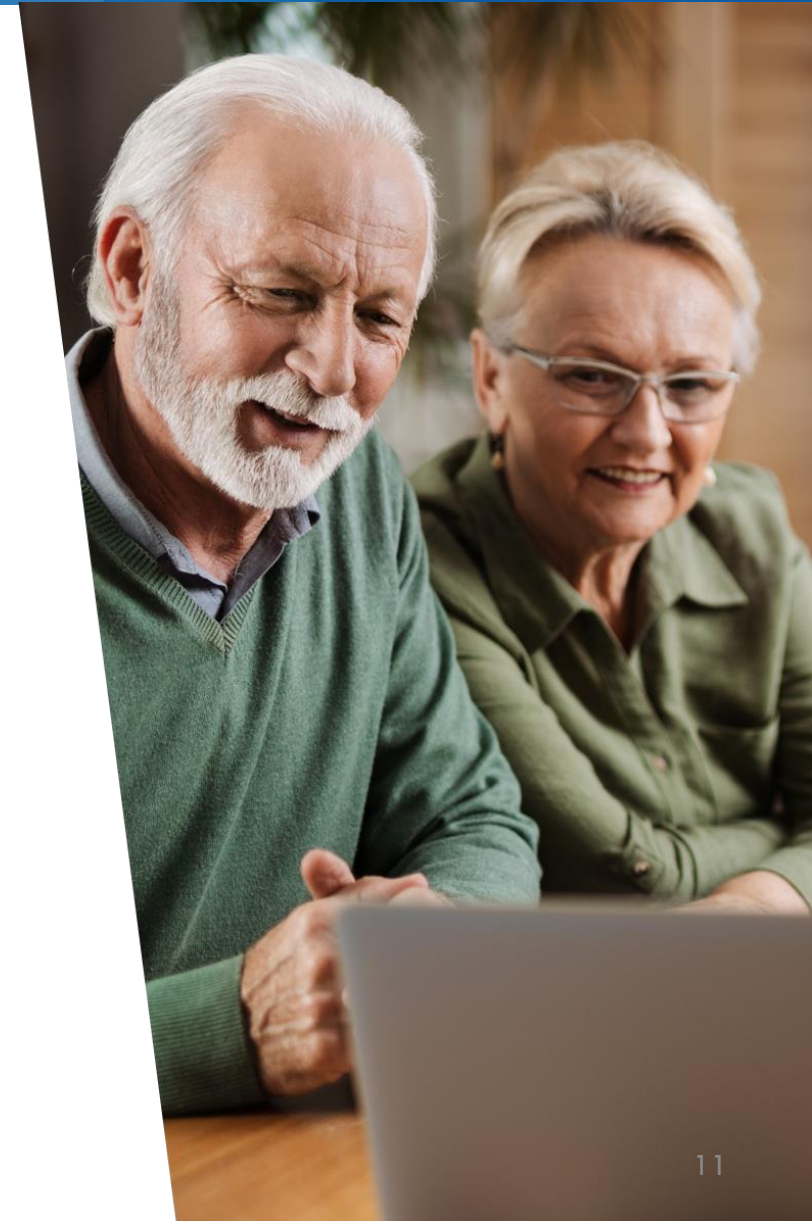


Preference for Email Communications



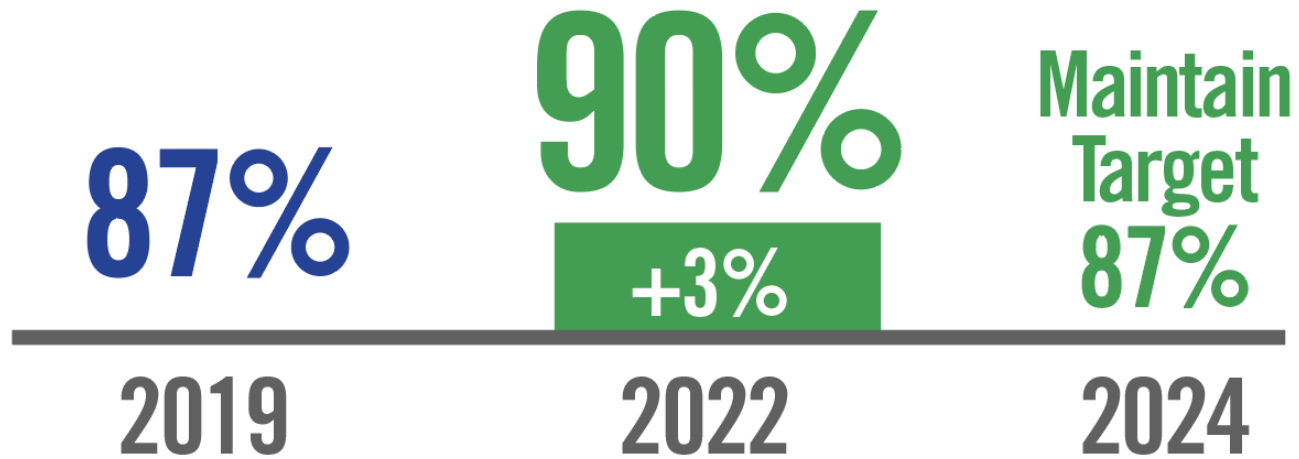
Recommended Future Action:

- ✓ promote resident lounge free Wi-Fi for those without access
- ✓ support transition to electronic communication with tenant portal such as cyber seniors



Helpfulness

The last time you contacted a member of the Housing York team, were they helpful?
(answer yes)

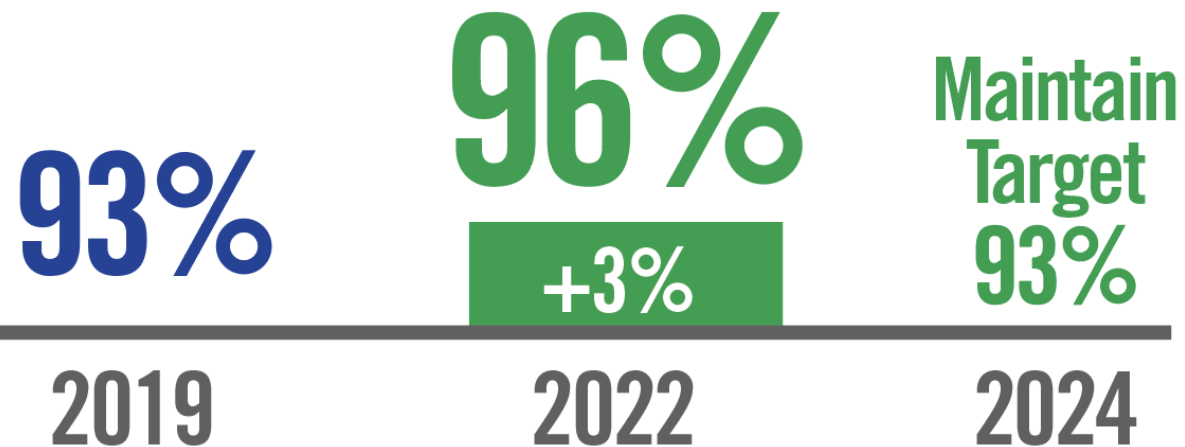


Helpfulness refers to how much someone is willing to assist or support others

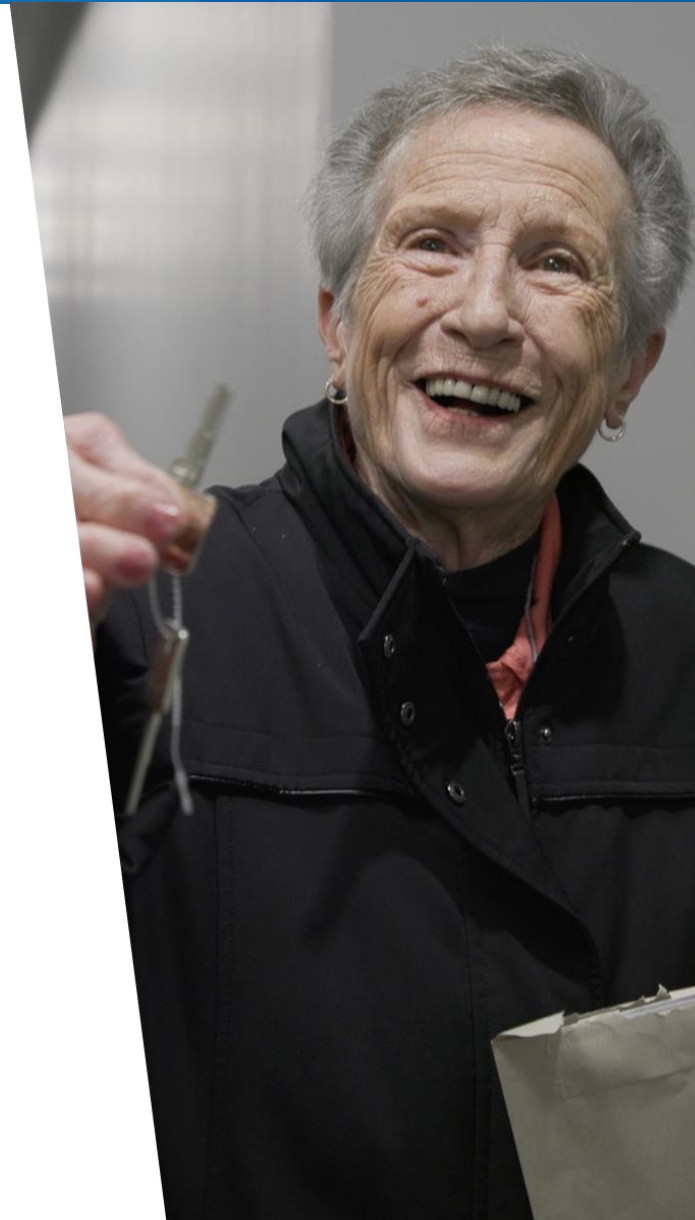


Respectful

The last time you contacted a member of the Housing York team, were they respectful...
(answer yes)



Respectfulness refers to how people treat each other and the level of mutual respect present in a social interaction

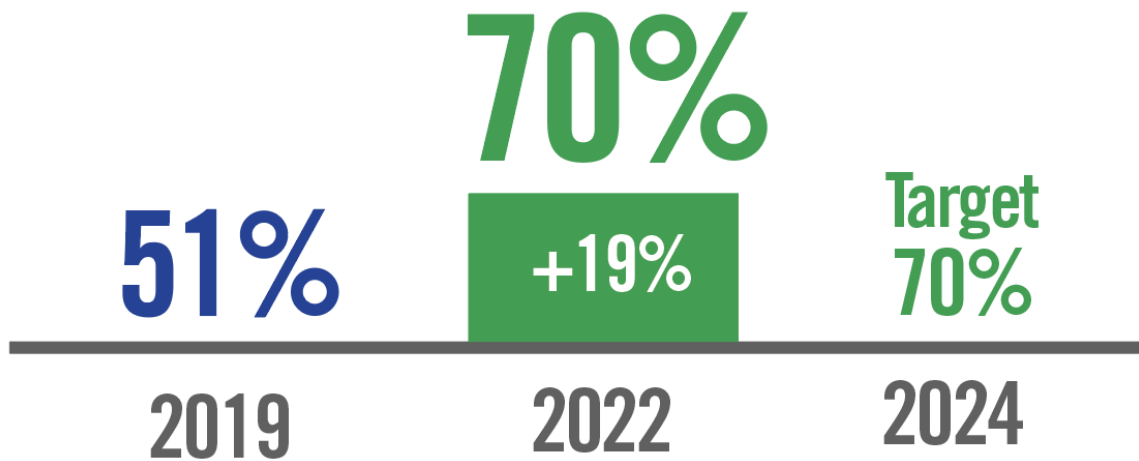


YOUR BUILDING: UPKEEP AND MAINTENANCE



Green Spaces Maintenance

Maintenance of Green Spaces *(good and very good)*



Achievement:

- ✓ investments made to gardens enhancing curb appeal

Recommended Future Action:

- ✓ continue to maintain investments made to outdoor areas



Laundry Service Areas

Laundry services provided by Sparkle Solutions
(answer very good or good)

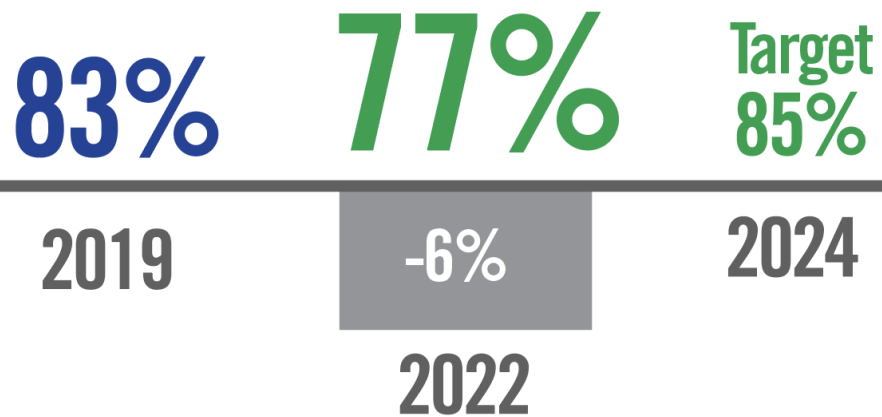
70%
2019

76%
2022



Cleaning Common Areas

Cleaning Service of Common Areas *(good and very good)*



Best Efforts:

- ✓ improved contract management
- ✓ contractor evaluations, terminations
- ✓ resident education

Recommended Future Actions:

- ✓ explore in-house cleaning crew pilot
- ✓ procuring RFP vs. tender
- ✓ continue contractor team incentives



Garbage and Recycling Areas Clean

Garbage and recycling areas are clean
(answer all the time or most of the time)

64%

2019

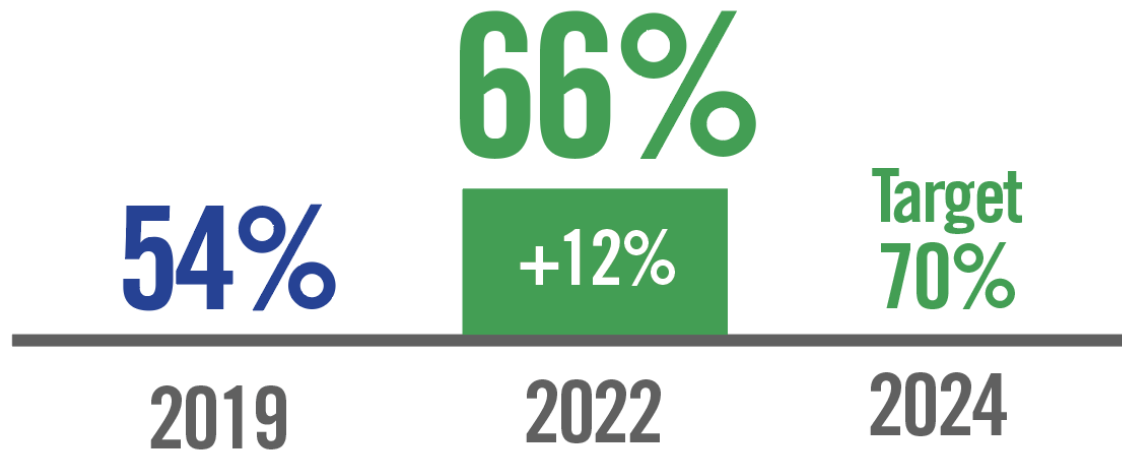
77%

2022



Elevator Operations

Elevators Run Smoothly *(all or most of the time)*



Achievement:

- ✓ elevator services improved with the new performance-based contract

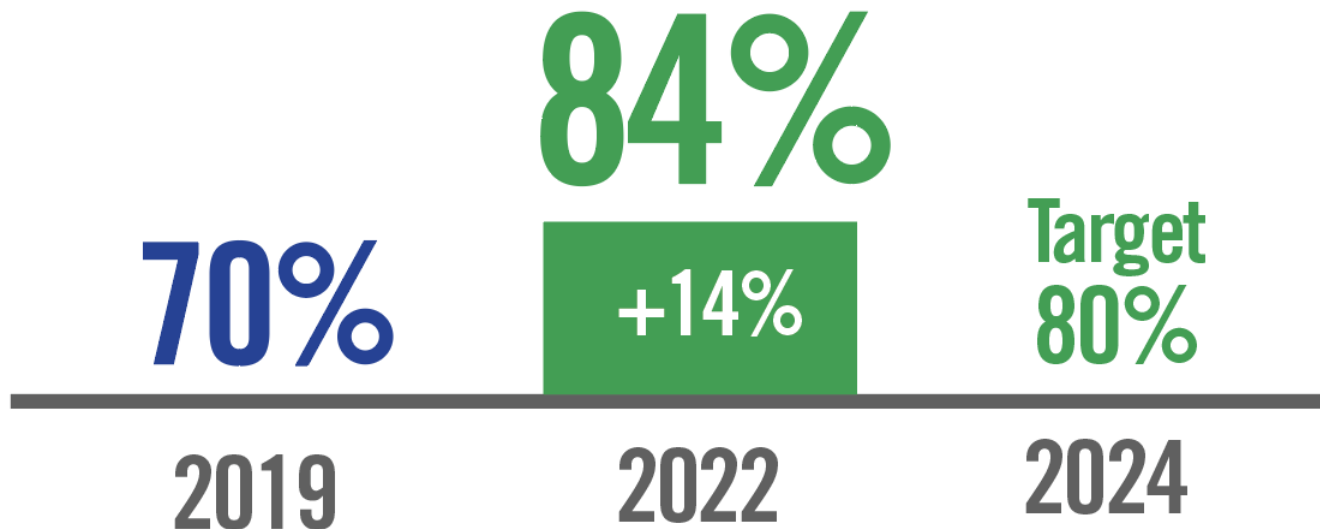
Recommended Future Actions:

- ✓ work collaboratively with service provider to use elevator performance data to develop plans to address lower performing elevators



Maintenance Requests and Repairs

Satisfaction with Maintenance Request Forms and Repairs *(satisfied and very satisfied)*



Achievement:

- ✓ improved our service target from a seven-day service level to a five-day level of service for resident requested services

Recommended Future Action:

- ✓ maintain new standard for in suite repairs



COMMUNITY WELL-BEING



Community Well-Being — Do we have the right partnerships?

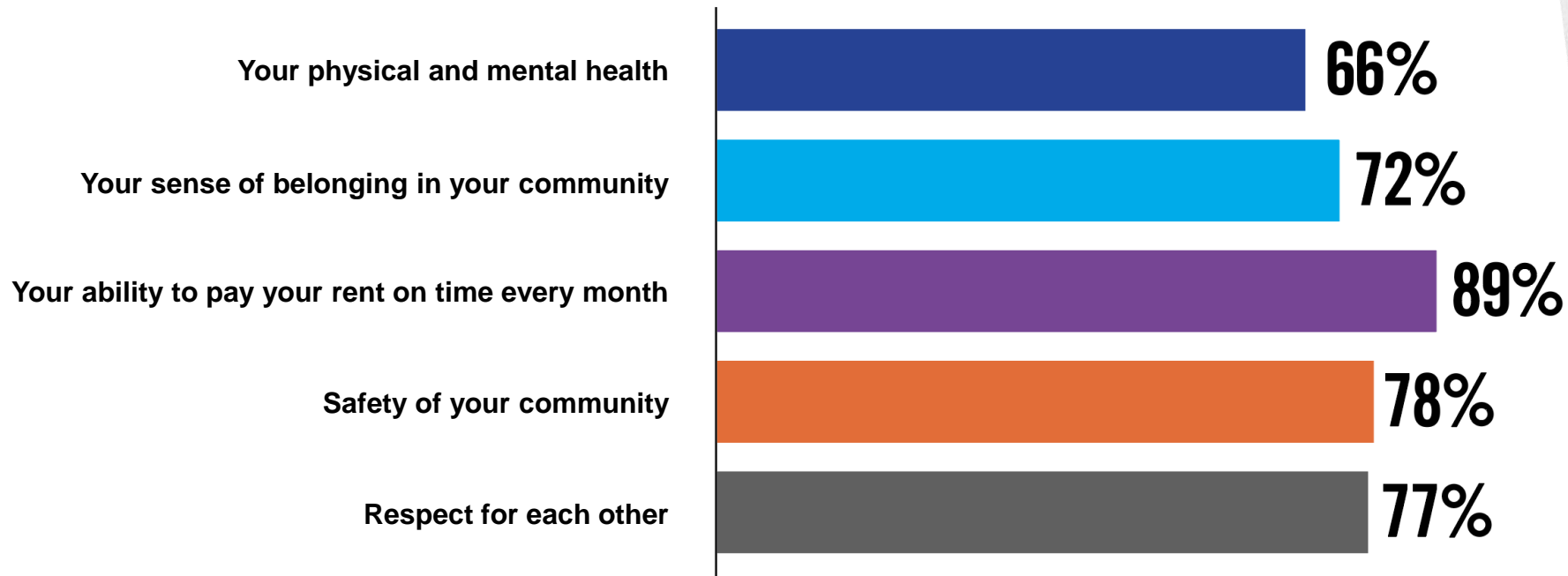
Several questions serve as the foundation for a future HYI community partnership plan to better connect residents to programs

- Physical and mental health
- Sense of belonging
- Ability to pay rent
- Sense of safety in the community
- Respect in the community



Community Well-Being

Community Health Ratings (*excellent + good*)



Future Action:

Develop an HYI Community Partnership Plan to deliver housing programs and services that are important to our communities



OVERALL SATISFACTION



Overall Satisfaction with HYI - 80% Overall Score

**7%
HIGHER**

than
benchmark
of 73% for
satisfaction
based on ten
other housing
provider reports

81%

2019

Our residents would
recommend someone
to rent at HYI

80%

2022

Overall
satisfaction
score



Success Summary

- ✓ Almost 50% response rate
- ✓ 2022 Business Plan targets met in 5 of 6 areas
- ✓ Strategic Plan targets met for 2024 in 4 of 6 areas
- ✓ High overall satisfaction rating of 80% compared to 73% other housing providers ratings



THANK YOU

JOSH SCHOLTEN
Acting Director,
Housing Operations

