



2017 Tenant Satisfaction Survey

Summary Report



Prepared by
NRG Research Group for
Calgary Housing Company
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Calgary Housing Company – Overview

Everybody deserves a safe, affordable home. Calgary Housing Company (CHC) provides homes for Calgarians not well-served by the regular market. Our mixed model approach includes options from deep subsidy to affordable market rentals to rent assistance for clients with a private landlord. When a CHC tenant lives in mixed market housing their rent supports another family to have a home. This approach helps sustain our operation and builds strong communities to give our tenants a stable foundation to create successful lives. Home is where Calgarians thrive. It's about people helping people make life better every day.

In the fall of 2017, CHC conducted a pilot Tenant Satisfaction Survey to understand and measure the needs and perceptions of CHC's tenants related to service delivery, tenant experience, and overall tenant satisfaction. CHC will use this information to plan and direct decision making for service changes and improvements.

2017 Tenant Satisfaction Research – methodology overview and what worked well

Method:

- Phone survey conducted throughout October 2017 with 502 tenants across all districts and programs.
- Tenants provided with the option to complete the survey online or in other languages including French, Punjabi and Chinese

Feedback to survey – what worked well:



- **Tenants were highly responsive and engaged** – 60% of those spoken to agreed to take part in the survey. Qualitatively there was quite a positive response from tenants who were happy to be having their feedback collected



- **Meeting the survey target of n=500 did not prove to be difficult** (largely due to the high response rate)



- **Positive feedback by tenants to the structure and content of the survey**

- **94% found the questions easy to understand**
- **92% agreed the questions asked were important**
- **90% were comfortable with the time taken to respond to all questions**



- **Strong level of agreement that Calgary Housing will act on the results of this survey (78%)** – transparency should be given to tenants in regards to relevant action points resulting from this feedback. Doing so will go a long way to engaging tenants in future iterations of the survey. A comparative example is Toronto Community Housing who publishes their Resident Survey (conducted every 3-4 years).

Tenant Satisfaction Research – considerations for future research

- **Maintain a telephone survey as the primary option but create the online option only if email addresses are available on file** – in total 14 tenants stated on the phone they would prefer to do it online but only 2 followed through. While it is good to test the phone to web follow through, email survey completions are typically higher when direct email contact is made along with a survey invitation.
- **Translations into multiple languages only be considered on a cost/benefit basis** - Translations were undertaken into 3 languages; French, Punjabi and Chinese, but only 18 surveys were requested in one of these languages, only 1 of which was completed within the survey period. Language barriers were not identified as an issue for non completion (a language barrier only impacted 0.3% of those spoken to within this pilot survey).
- **A longer field window would help to achieve a larger sample size** (due to the high response rate)



Q. If you were to do this survey again in the future, how would you prefer to do it?

47% would prefer a telephone survey

33% would prefer an online survey

17% prefer a mail back survey

Current areas of strength for CHC

Initial phase	Application process	[83% total satisfaction]	<ul style="list-style-type: none"> Satisfaction with the application process is higher among Affordable (AFF) and Low End of Market (LEM) vs. Social Housing Unit (SHU) tenants Satisfaction with the application process is also higher among households where no one has a disability (vs. households where someone does) (where a disability is present, satisfaction is higher if this is non-physical disability) No demographic differences were found for satisfaction of the lease signing process/overall move in process
	Lease signing process	[92% total satisfaction]	
	Move in process	[83% total satisfaction]	
Communication with CHC	Being treated with respect	[87% total satisfaction]	<ul style="list-style-type: none"> In all aspects of this contact, those who are satisfied are also more likely to indicate higher levels of satisfaction with the service Calgary Housing provides Tenants in households where someone has a disability are more likely to be satisfied with being able to reach the right person (compared to households where someone does not have a disability) Satisfaction with communication attributes did not differ by reason for contact
	Hours available for contact	[80% total satisfaction]	
	Being able to reach the right person	[80% total satisfaction]	
	Overall satisfaction with most recent contact	[83% total satisfaction]	
Repairs	Repair was done when tenants were told it would be	[81% total satisfaction]	<ul style="list-style-type: none"> Overall, across all repair types conducted, no district/program emerged as having higher levels of satisfaction with the repairs undertaken Satisfaction is strong across the different types of repairs undertaken – however there are indications that satisfaction is weaker with general maintenance repairs
	Overall satisfaction with repair work done	[87% total satisfaction]	
Rent/rent review	Value received for rent paid	[81% total satisfaction]	<ul style="list-style-type: none"> Satisfaction is higher on these areas among those who do not plan to move out. In both these areas, those who are satisfied are also more likely to indicate higher levels of satisfaction with the service Calgary Housing provides Satisfaction was consistent between districts while LEM tenants were less satisfied with value relative to SHU tenants
	Annual rent review/lease renewal process	[77% total satisfaction]	

Areas for improvement

Building/home condition

- Overall condition of tenants' building** [57% total satisfaction]
- Overall condition of tenants' home** [60% total satisfaction]

- Satisfaction with both home and building condition declines with length of tenancy
- Households where someone has a disability are less likely to be satisfied with the condition of their building (compared to households where no one in the household has a disability)
- LEM/SHU tenants are less likely to be satisfied with the condition of their home relative to AFF tenants

Community engagement

- Satisfaction with level of connection to people in the neighbourhood [66% total satisfaction]
- Level of participation in a community event [30% participation]

- Satisfaction with level of connection with the people in your neighborhood does not differ with respect to district or program but is weaker among those who plan to move out (compared to those who plan to stay)
- The incidence participating in a neighbourhood/community event does not differ by district or program but is higher among longer term tenants

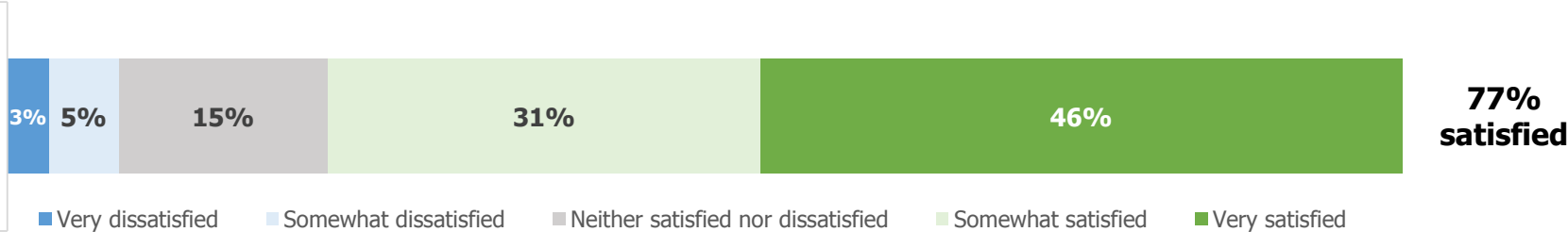
Awareness of housing programs CHC offers [58% total awareness]

- Awareness is relatively consistent across most areas but slightly weaker among SHU tenants relative to AFF and LEM tenants

Snapshot of overall satisfaction with CHC / pride in home

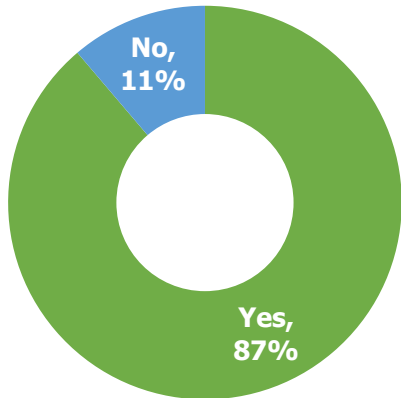
Q. How satisfied are you with the service provided by Calgary Housing?
Q. Are you proud to call your unit home?

Overall satisfaction with CHC



Base (valid responses): n=499

Proud to call your unit home



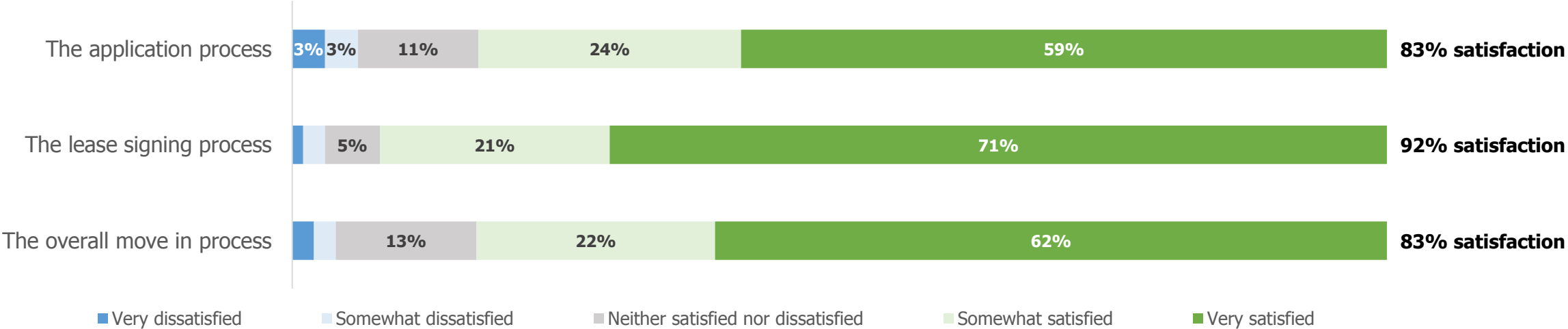
- Satisfaction ratings with CHC are higher among recent tenants (those who moved in within the last two years) and are also stronger among households where no one has a disability (81%)
- Satisfaction is also stronger among those aged under 55 (81% vs. 65% among those aged 55+)

**SNAPSHOT OF KEY AREAS WHERE
CHC IS PERFORMING WELL**



Satisfaction in the Application/Lease Signing/Move in Process

Q. How satisfied were you with...



No differences were found for results relating to satisfaction of the lease signing process/overall move in process but some differences did emerge around the application process;

- Satisfaction with the application process is higher among AFF tenants (90%) and LEM tenants (92%) vs. SHU tenants (76%)
- Satisfaction with the application process is also higher among households where no one has a disability (87% satisfaction vs. 71% where someone does)
 - Where a disability is present, satisfaction is higher if this is non-physical disability

Minimum base (valid responses, moved in within the last 2 years): n=202

Tenant contact with CHC – context and overview

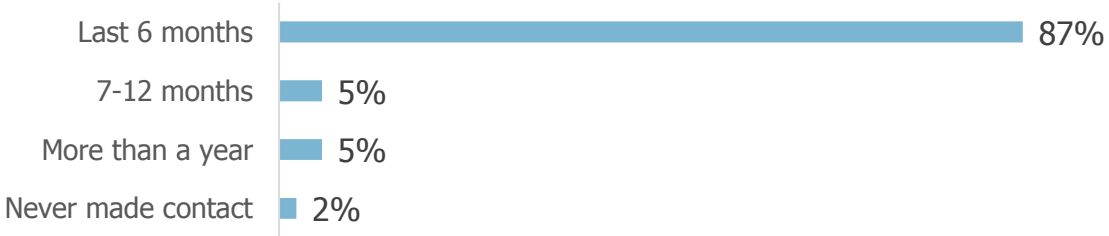
Q. When was the last time you contacted someone at Calgary Housing?

Q. And this last time you contacted Calgary Housing, which of the following best describes the MAIN reason for your contact?

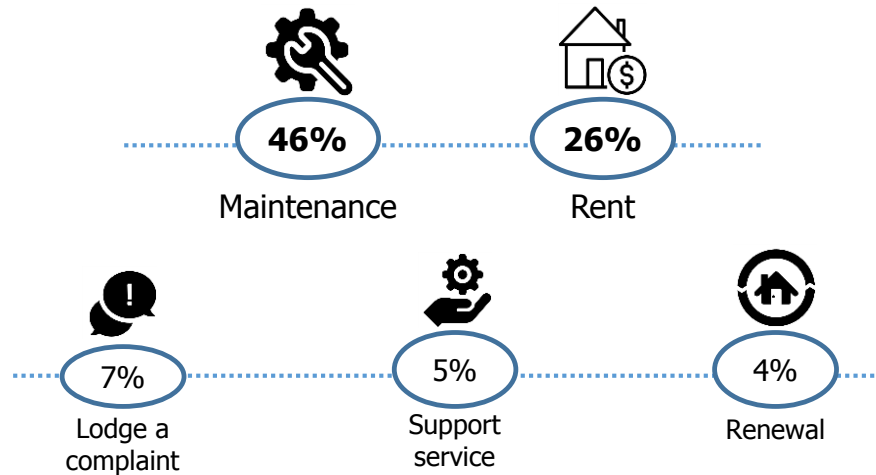
Q. In general, what is the best way for Calgary Housing to get in touch with you?

Q. And what is the method you prefer to use to contact Calgary Housing?

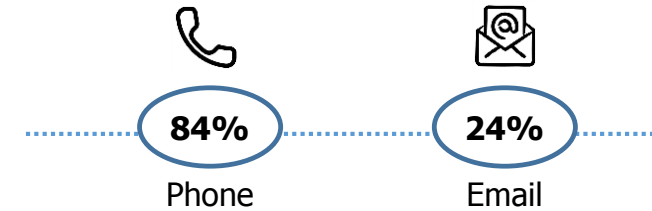
Time period of last contact with CHC



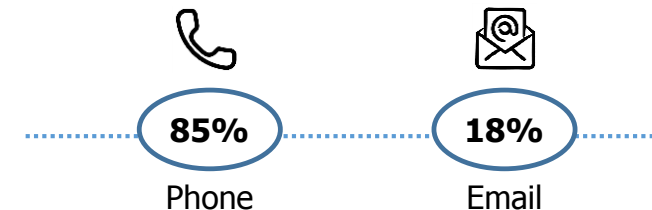
Reasons for contacting CHC (within the last year)



Most preferred methods for CHC to get in touch with tenants



Most preferred methods for tenants to contact CHC

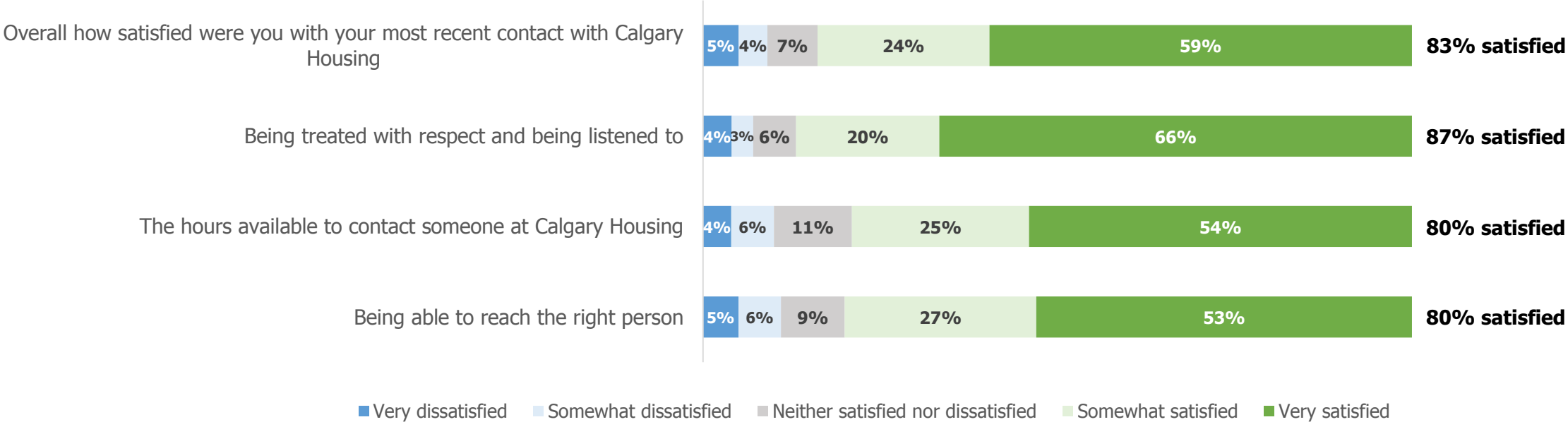


Base (valid responses): n=486

Base (valid responses, contacted CHC in the last year): n=443

Tenant satisfaction with their most recent contact with CHC

Q. How satisfied are you with the following...



- In all aspects of this contact, those who are satisfied are also more likely to indicate higher levels of satisfaction with the service Calgary Housing provides
- Tenants in households where someone has a disability are more likely to be satisfied with being able to reach the right person (86% compared to 78% among tenants in households where someone does not have a disability)
- Satisfaction with communication attributes did not differ by reason for contact

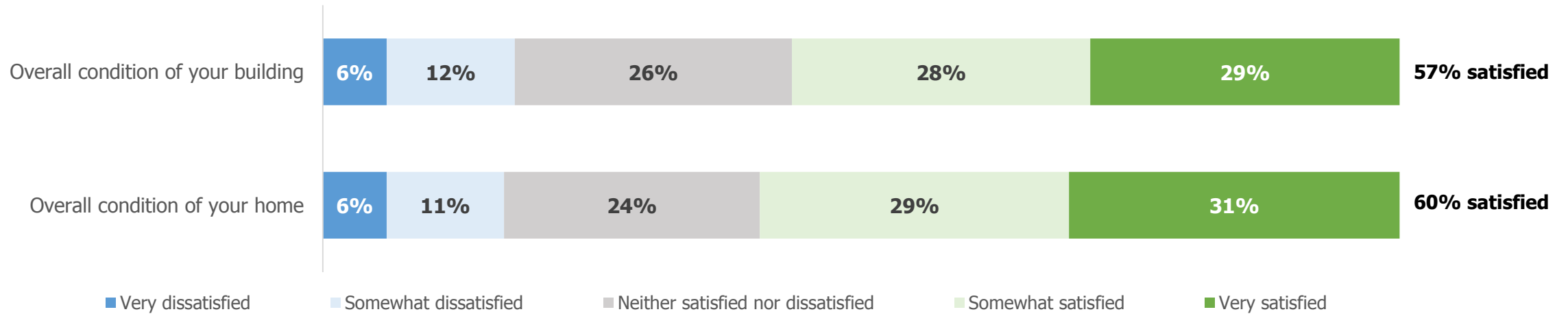
Minimum base (valid responses): n=445

SNAPSHOT OF AREAS FOR IMPROVEMENT



Condition of Building and Home

Q. How satisfied are you with the...



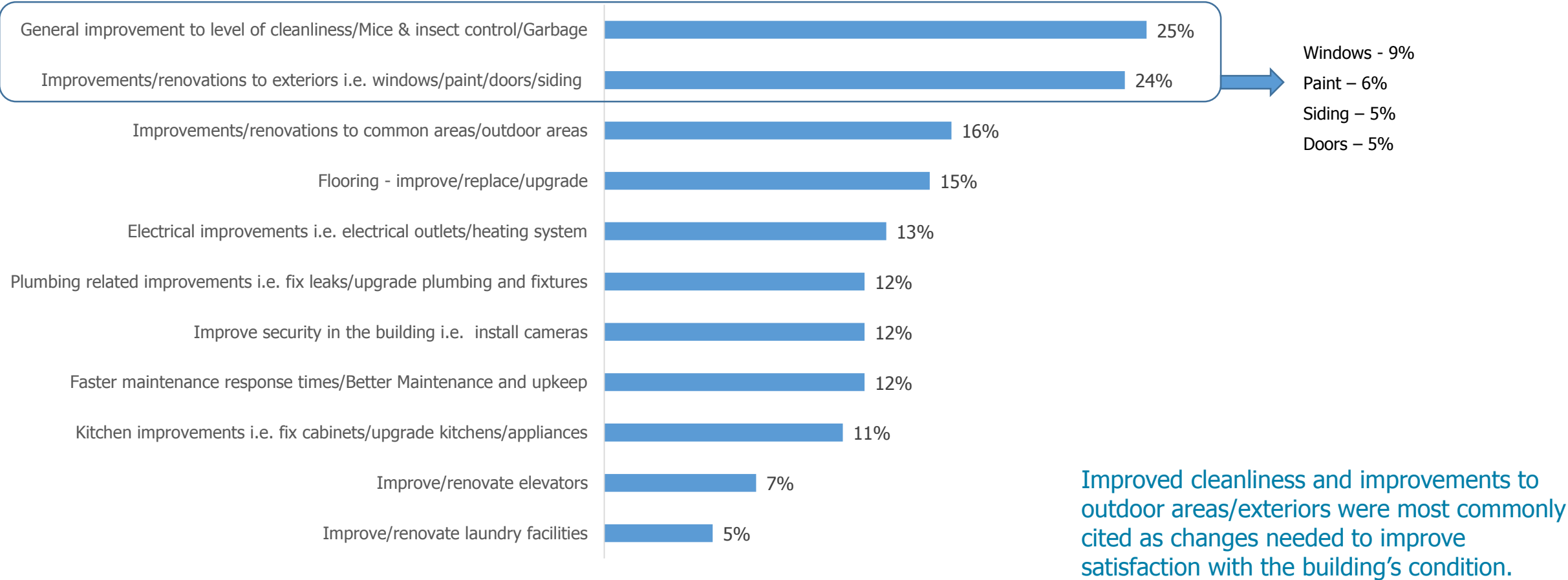
17% to 18% of tenants claim some level of dissatisfaction with their home/building and a further 25% are neutral – highlighting room for improvement on these measures

- Satisfaction with both home and building condition declines with length of tenancy
- Households where someone has a disability are less likely to be satisfied with the condition of their building (49%) compared to households where no one in the household has a disability (60%)
- LEM/SHU tenants (56%) are less likely to be satisfied with the condition of their home relative to AFF tenants (75% satisfaction)

Minimum base (valid responses): n=498

Changes to Tenant's Building that would Improve their Satisfaction with Building Condition

Q. What change(s) would need to be made for you to be satisfied with the overall condition of your building? (CODED - MULTIPLE RESPONSE)



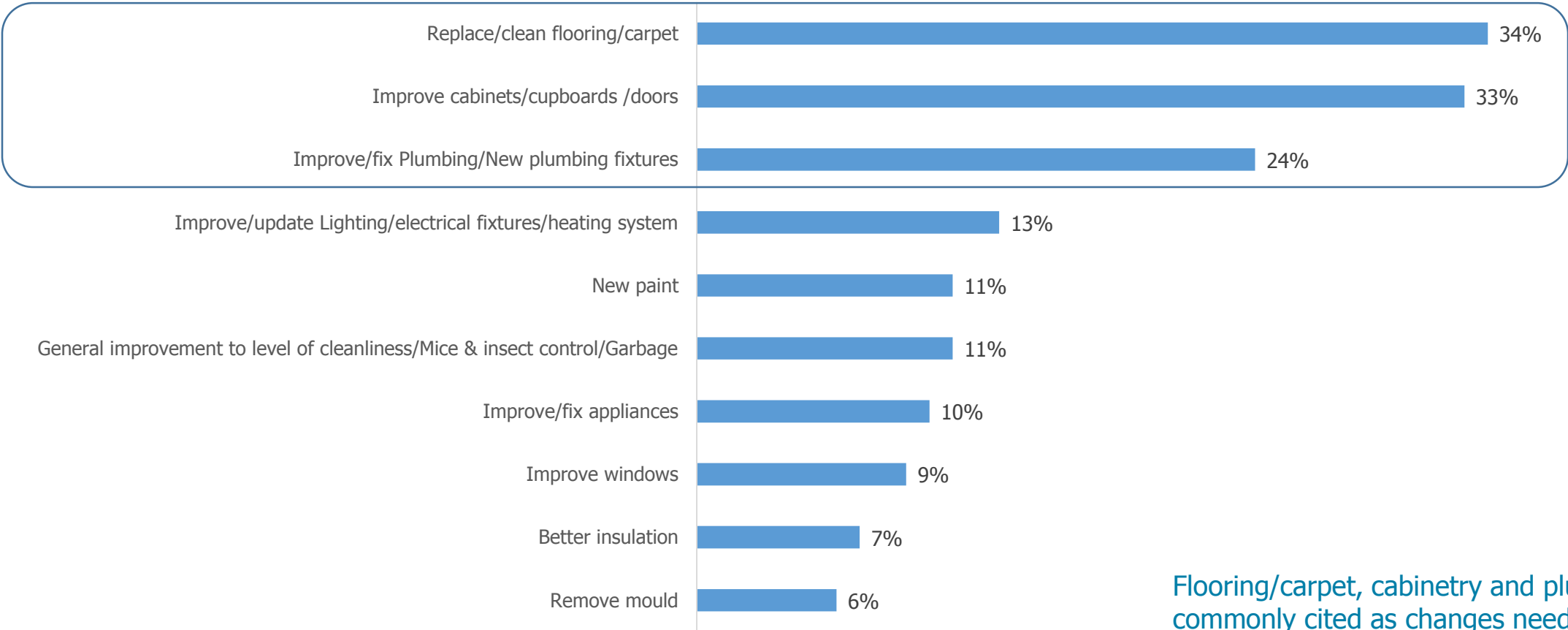
Improved cleanliness and improvements to outdoor areas/exteriors were most commonly cited as changes needed to improve satisfaction with the building's condition.

Base (valid responses): n=195

Note: Multiple response total will not sum to 100%

Changes to Tenant’s Home that would Improve their Satisfaction with the Condition of their Home

Q. What change(s) would need to be made for you to be satisfied with the overall condition of your home? (CODED - MULTIPLE RESPONSE)



Flooring/carpet, cabinetry and plumbing were most commonly cited as changes needed to improve satisfaction with the home’s condition

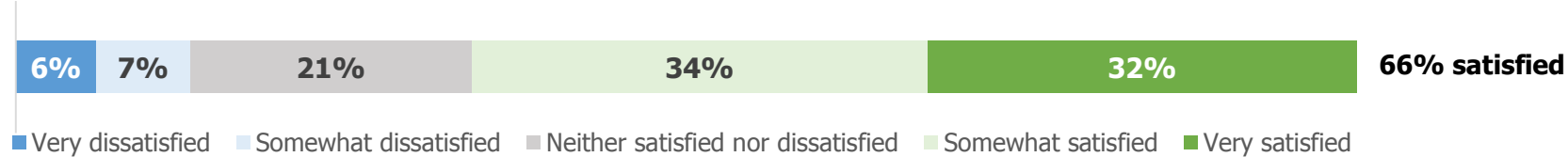
Base (valid responses): n=122

Note: Multiple response total will not sum to 100%

Community Connection and participation in community events

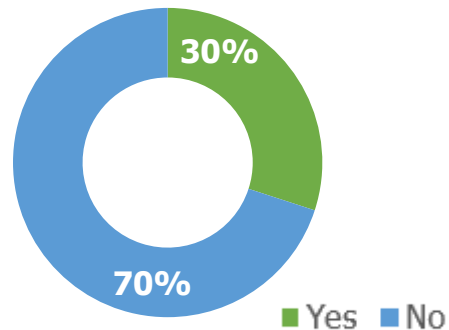
Q. How satisfied are you with the level of connection you have with the people in your neighbourhood?

Satisfaction with level of connection with the people in your neighborhood



Base (valid responses): n=485

Participated in a community event – last 12 months



Base (valid responses): n=498

- Satisfaction with level of connection with the people in your neighborhood does not differ with respect to district or program but is weaker among those who plan to move out (60%) compared to 72% among those who plan to stay
- The incidence participating in a neighbourhood/community event does not differ by district or program but is higher among longer term tenants (32% among tenants that have been with CHC for more than a year vs. 19% who moved in within the last year)
- While community events are a positive experience for participants, a lack of awareness is one of the main reasons for non attendance (37% stated this was a reason) – this presents an opportunity to bring more attention to these events

**A QUICK LOOK AT RESIDENT SATISFACTION
RESULTS WITH OTHER CANADIAN
COMMUNITY HOUSING COMPANIES**



Recent results from other community housing companies in Canada

2015 Toronto Community housing study – 64% overall satisfaction*

The same study found that 63% are satisfied with the general condition of their units and 58% are satisfied with the overall condition of their building. As with Calgary Housing, both of these areas were found to be key drivers of overall tenant satisfaction.

**Results gathered from a mail survey and not intended to provide a direct comparison to CHC results, rather to be used as context*

Source: <https://www.torontohousing.ca/residents/getting-involved/surveys/Documents/Nielsen%20TCHC%20-%202015%20Resident%20Survey%20-%20Final%20Report.pdf>

*"These results show moderate satisfaction levels but also point to several areas where we need to do better. We are already adding 60 frontline staff in 2015 to improve building cleanliness, unit conditions, and services to residents, but clearly we can and must do more-and we will. The survey confirms how strongly building conditions affect resident satisfaction. We have aging buildings that need hundreds of millions in capital repairs. With the City of Toronto's support, we will have invested \$303 million in 2014-2015 to improve the condition of our buildings and we continue to work with the City to call on the federal and provincial governments to support our 10-year capital repair plan."
- Greg Spearn, President and CEO (Interim) Toronto Community Housing*

2015 Ottawa Community housing study – 74% satisfied with the level of service received**

***Results here are not intended as a direct comparison but to provide context – 2015 results gained via a telephone survey*

Source: <http://www.och-lco.ca/wp-content/uploads/2016/01/Board-Public-2016-01-14-REVISED.pdf>

An interesting finding from the Resident Satisfaction survey pilot in Ontario (2011) was that contrary to the initial assumption that the survey results from the pilot would demonstrate relatively low scores, the results demonstrated high scores on various indicators.

Survey feedback across several areas was also overwhelmingly positive.

Responses	All Residents
Agree that questions reflect what is important as resident	85%
Agree that questions are easy to understand	96%
Agree that survey length is reasonable	96%

Source: Engaging Your Social Housing Residents: Report on the Implementation and Findings of the Resident Satisfaction Pilot Survey in Ontario, April 2014



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