



## 2021 Tenant Survey

Item 7

September 14, 2021

Tenant Services Committee

**Report:** TSC:2021-64

**To:** Tenant Services Committee (“TSC”)

**From:** Vice President, Strategic Planning and Communications

**Date:** August 23, 2021

### **PURPOSE:**

The purpose of this report is to provide information to the TSC regarding the 2021 Tenant Survey for Toronto Community Housing Corporation (“TCHC”).

### **RECOMMENDATIONS:**

It is recommended that the TSC receive this report for information.

### **REASONS FOR RECOMMENDATIONS:**

The 2021 Tenant Survey (Attachment 1) has been drafted to provide an understanding of tenants’ experiences living in TCHC buildings, and their perception of the customer service they receive in key service areas. The survey is being mailed out to all households in the Family portfolio the week of September 13, 2021. Communications regarding the survey have begun to be sent to tenants, and will continue through the survey period (September 20 – October 15).

### **BACKGROUND:**

TCHC’s Tenant Survey is a vital data collection tool used to assist TCHC in measuring the effectiveness of its operational and service models. The feedback received identifies what works well and areas where our tenants

are less satisfied, as well as helping identify issues that are most important to them so they can be prioritized for future action.

In the past, the TCHC Tenant Survey was quite lengthy, had limited translation options, and was not always relevant to measuring customer service/tenant experience. While the tool did collect meaningful data, the sample size was relatively small, which meant the results were not always statistically significant.

With this in mind, a large scale survey redesign project was undertaken by TCHC in 2020/2021, with a narrowed focus of customer service and the tenant experience. The 2021 survey is shorter than in previous years, and uses more accessible language to make the process easier for tenants. The survey will be mailed out to all households in the Family portfolio to ensure that all tenants have the most opportunity possible to participate, and online and phone options will be made available for anyone who prefers them or requires them due to a disability or language barrier. An opt-in gift card incentive is also being used to encourage participation. Communications are being sent out to tenants to promote the survey, as well as orient tenants to why the survey is important and how to participate.

The 2021 survey will serve as a benchmark for TCHC's new operational model and will give us a better understanding of who our tenants are and what is important to them.

**IMPLICATIONS AND RISKS:**

Tenant privacy concerns have been mitigated wherever possible. Completed surveys will be mailed directly to Forum Research Inc., and Forum Research will not have access to any tenant data beyond contact information for facilitating the survey. TCHC will receive aggregated results and responses under a certain threshold will not be reported to TCHC to maintain anonymity.

**SIGNATURE:**

*“Paula Knight”*

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Paula Knight  
Vice President, Strategic Planning and Communications

**ATTACHMENT:**

1. 2021 Tenant Survey
2. 2021 Tenant Survey Background

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**Attachment 1**

## 2021 Tenant Survey

**Complete this 15-minute survey and win one of ten \$75 gift cards!**

Dear Resident,

Toronto Community Housing is partnering with Forum Research Inc. to conduct the 2021 Tenant Survey to learn more about your overall experience and satisfaction as a tenant. This survey will help highlight areas of improvement, and your feedback will help us understand more about what is most important to you and how we can improve our services.

This survey is completely anonymous, and none of your personal information will be collected or stored. Forum Research Inc. has been given your contact information solely to invite you to participate in the survey and will not have access to any tenant data beyond this information.

There are three ways you can complete the survey:

- Fill out the attached paper copy and mail it back using the provided addressed, pre-paid return envelope
- Call Forum Research Inc. directly at (**telephone number**) and enter the access code listed below to complete the survey over the phone
- Complete the survey online by visiting (**web link**) and entering the access code listed below

Translations of the survey will be available over the phone or online.

**Here is your unique access code: [ACCESS CODE]**

The survey will take roughly 15 minutes to complete. **The deadline for completing the survey is Friday, October 15.** As a thank you for your participation, you can be entered into a draw to win one of ten \$75 gift cards. Winners will be announced by October 31st.

We thank you very much for your participation. If you have any questions, please contact Sarah Diamond at Forum Research Inc. by emailing [sdiamond@forumresearch.com](mailto:sdiamond@forumresearch.com) or by calling **416-960-9600 x 3798**.

Kind regards,

Forum Research Inc.





**6. If no, what barriers to internet access exist in your household?**

*[Please select all that apply]*

- Internet service is not available in my building/unit
- I don't have a device that connects to the internet
- My internet speed is too slow
- The cost of internet is too high
- I don't know how to use the internet
- Security or privacy concerns
- My disability limits me from accessing the internet
- No need or interest
- Other

**7. Would you like to receive Toronto Community Housing communications through text messaging or email, if these were made available?**

- Yes
- No
- Don't Know

**8. How satisfied or dissatisfied are you with the service provided to you by each of the following customer services:**

*Please place an X in the appropriate box.*

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Not Applicable
Client Care Centre (call center)						
Local staff in your building/community						
Community Safety Unit (CSU) staff						

**9. How much do you agree or disagree with the following statements?**

*Please place an X in the appropriate box.*

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Not applicable
You have access to local building/community staff for one-one support for your needs as a tenant						
Toronto Community Housing staff responds to your concerns in a timely manner						



**10. How much do you agree or disagree with the following statements about your most recent Annual Rent Review (i.e., annual review of income and confirmation of rent amount, etc.)?**  
 Please place an X in the appropriate box.

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Not applicable
The process was easy to understand						
The process was easy to complete						
Staff were available to answer questions						
The experience was positive overall						

**11. How much do you agree or disagree with the following statements about your most recent Annual Unit Inspection (i.e., building staff entering your unit annually to review the physical condition of your home, etc.):**  
 Please place an X in the appropriate box.

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Not applicable
The proper notice (24 hours) was given						
The process was easy and non-disruptive						
The experience was positive overall						

**12. How satisfied or dissatisfied are you overall with the following:**  
 Please place an X in the appropriate box

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Not Applicable
Toronto Community Housing's building cleanliness						
Toronto Community Housing's building/unit maintenance						
Toronto Community Housing supporting you to maintain your tenancy (e.g., communications about tenancy/rent owed, responding to tenants' questions and concerns, etc.)						



	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Not Applicable
Toronto Community Housing connecting tenants to support services (e.g., counselling, healthcare, cleaning, food bank, substance use support, etc.)						
Your current ability to participate in local decision-making for your building/community (e.g., identifying local priorities and solutions, electing local tenant representatives, etc.)						
Toronto Community Housing's tenant programs and services (e.g., youth programs, employment supports, scholarships, etc.)						
The safety level of your community						

**13. How much do you agree or disagree with the following statements about Toronto Community Housing:**

*Please place an X in the appropriate box*

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Don't Know
Works collaboratively with staff and tenants to produce the best possible results						
Considers the rights and needs of others, being respectful of feelings and values						
Brings a fair and open mind to decision-making, without bias						
Brings a fair and open mind to decision-making, without bias						
Takes accountability in their work and decision-making						
Searches for solutions to problems and complaints						
Proactively works to make good things happen in its communities						





**14. How much do you agree or disagree with the following statements?**

*Please place an X in the appropriate box*

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Don't Know
I have a strong sense of belonging in my Toronto Community Housing building/community						
I feel welcome in Toronto Community Housing offices and common spaces						
I am proud to live in my Toronto Community Housing building/community						
I am proud to invite people to visit me in my home						

**15. How old are you?**

- 16-24
- 25-29
- 30-39
- 40-49
- 50-58
- 59-64
- 65-69
- 70-79
- 80+
- Prefer not to answer

**16. Which of the following best describes your gender?**

- Woman
- Man
- Trans Woman
- Trans Man
- Gender Non-Binary (including gender fluid, genderqueer, androgynous)
- Two-Spirit
- Not listed, please describe: \_\_\_\_\_
- Prefer not to answer

**17. Which of the following best describes your racial/ethnic group (select all that apply)?**

*[Select all that apply]*

- Arab, Middle Eastern or West Asian (Afghan, Armenian, Iranian, Lebanese, Persian, Turkish, etc.)
- Black (African, African-Canadian, Afro-Caribbean, Afro-Latin, etc.)
- East Asian (Chinese, Japanese, Korean, etc.)
- First Nations (status, non-status, treaty or non-treaty), Inuit or Métis
- Latin American (Brazilian, Colombian, Cuban, Mexican, Peruvian, etc.)
- South Asian or Indo-Caribbean (Indian, Indo-Guyanese, Indo-Trinidadian, Pakistani, Sri Lankan, etc.)
- Southeast Asian (Filipino, Malaysian, Singaporean, Thai, Vietnamese, etc.)
- White (English, Greek, Italian, Portuguese, Russian, Slovakian, etc.)
- Prefer not to answer

**18. What language is spoken most commonly in your home? Please only select one.**

- Amharic
- Arabic
- Bengali
- Chinese
- English
- Farsi
- French
- Greek
- Gujarati
- Italian
- Polish
- Portuguese
- Russian Somali
- Spanish
- Tamil
- Twi
- Vietnamese
- Not listed, please describe: \_\_\_\_\_
- Prefer not to answer

**19. Please indicate which types of disabilities exist in your household, if any:**

*Please select all that apply.*

- Blindness or low vision (does not include vision that is correctable by glasses or contact lenses)
- Deaf, deafened or hard of hearing
- Developmental or cognitive disability (Down syndrome, etc.)
- Learning disability (dyslexia, etc.)
- Mental health disability (bipolar disorder, depression, etc.)
- Mobility disability (cane, wheelchair, etc.)
- Physical, coordination, manual dexterity, or strength (handling objects, etc.)
- Physical illness and/or pain (diabetes, epilepsy, heart condition, kidney disease, lung disease, rheumatoid arthritis, etc.)
- Speech and/or language disability (not caused by hearing loss)
- Not listed, please describe: \_\_\_\_\_
- Prefer not to answer

**20. Do you have any comments or suggestions for how Toronto Community Housing can improve services to tenants? Please keep your response within the box below.**

**21. Please provide your email address below to enter the draw for a chance to win 1 of 10 \$75 gift cards. Please note, your email will only be used to contact you for the gift card, no other communications will be made.**

# 2021 Tenant Survey Background

Toronto Community Housing

25 August 2021





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# Background



- Based on previous tenant surveys, and their results, it was decided to:
  - Redesign the survey to align with new service model
  - Shorten the survey to make it less taxing on tenants
  - Improve the language used to be more accessible
  - Increase the number of surveys mailed out to all Family households
  - Increase the translation options to encourage non-English tenant participation
  - Use an opt-in gift card draw as an incentive to increase participation
  - Increase communications to both staff and tenants to promote the survey



# Tenant Survey Direction

## **A More Focused Survey**

### **1. Relevant to customer service/tenant experience**

- Each question serves the main purpose of the survey

### **2. Generalizable**

- Questions are more high-level, and relevant to the majority of tenants

### **3. Actionable**

- TCHC is able to act on the responses to each question



# Tenant Survey Direction

## Survey Outline



### General satisfaction

- Overall tenant satisfaction questions



### Communications

- Tenant satisfaction with the communications types they engage with



### Customer Service

- Tenant satisfaction with Client Care, building/frontline staff, CSU, Tenant Service Hubs, and the 4 pillars



### Company Culture

- Tenant perception of whether TCHC lives its culture competencies

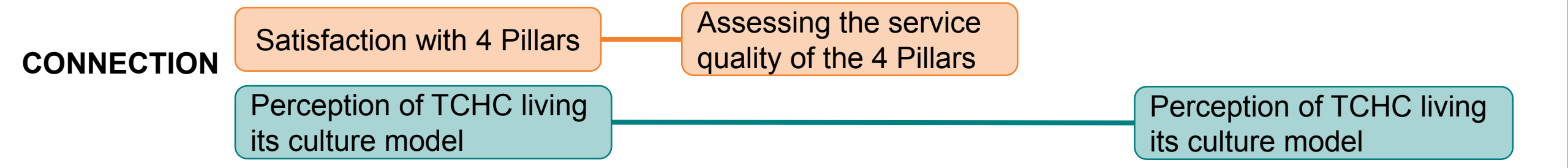


# Tenant Survey

# SQL Survey

# Employee Survey

<b>PURPOSE</b>	<ul style="list-style-type: none"> <li>• Measure tenant perception of customer service and the tenant experience across common tenant touchpoints</li> </ul>	<ul style="list-style-type: none"> <li>• Objective assessment of service quality across the four service pillar areas</li> </ul>	<ul style="list-style-type: none"> <li>• Measures connection that employees have to their job, managers, co-workers and TCHC through evaluation of multiple workplace dimensions</li> </ul>
<b>TARGET AUDIENCE</b>	<ul style="list-style-type: none"> <li>• All tenants</li> </ul>	<ul style="list-style-type: none"> <li>• All buildings (staff and tenants complete together)</li> </ul>	<ul style="list-style-type: none"> <li>• All employees</li> </ul>
<b>FREQUENCY</b>	<ul style="list-style-type: none"> <li>• Biannually</li> </ul>	<ul style="list-style-type: none"> <li>• Annually</li> </ul>	<ul style="list-style-type: none"> <li>• Biannually</li> </ul>







## Tenant Survey Direction

# How TCHC will Use the Data

- Compare year over year tenant satisfaction in key service areas
- Measure the impact of Tenant Service Hubs
- Tie satisfaction and satisfaction drivers to the SQI survey
- Better understand the demographic makeup of TCHC tenants
- Determine how tenants of varying lived experiences perceive TCHC and the service they receive
- Conduct follow-up research activities (focus groups, tenant consultations, etc.) to understand and address trends



# Next Steps

## *August*

- FAQ developed for staff and tenants
- Social media and website promotion

## *September*

- T-Shirt campaign for frontline staff
- Tenant Loop – ½ page reminder
- Poster in Labour Day bundle (building mail-out)

## *October*

- Poster in Thanksgiving bundle (building mail-out)

## *2022*

- Communicate results to staff and tenants, with plans for addressing trends